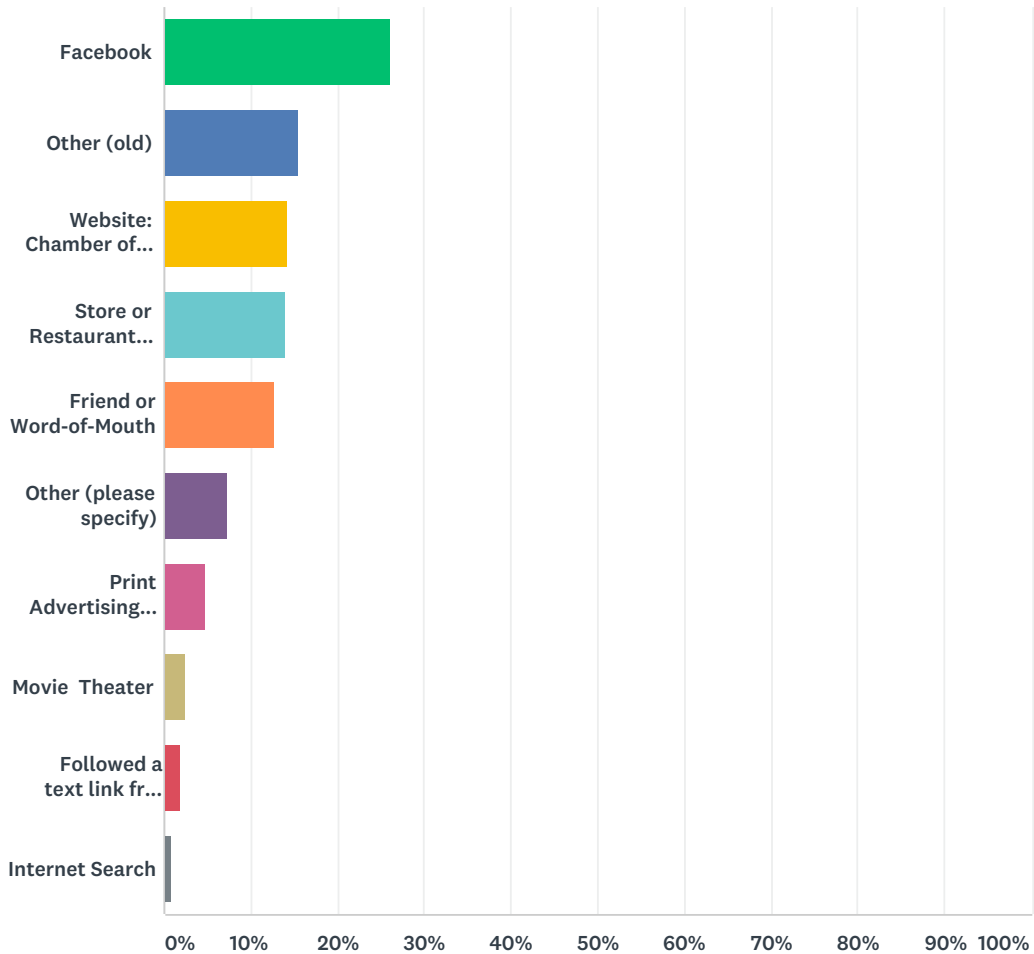


Q1 How did you learn about the SHOP SURPRISE digital deal/coupon program?

Answered: 465 Skipped: 1



ANSWER CHOICES	RESPONSES	
Facebook	26.24%	122
Other (old)	15.48%	72
Website: Chamber of Commerce, City of Surprise, Shop Surprise, Visit Surprise	14.19%	66
Store or Restaurant Flyer or Window Decal	13.98%	65
Friend or Word-of-Mouth	12.69%	59
Other (please specify)	7.31%	34
Print Advertising (newspaper or magazine)	4.73%	22
Movie Theater	2.58%	12
Followed a text link from a friend	1.94%	9
Internet Search	0.86%	4

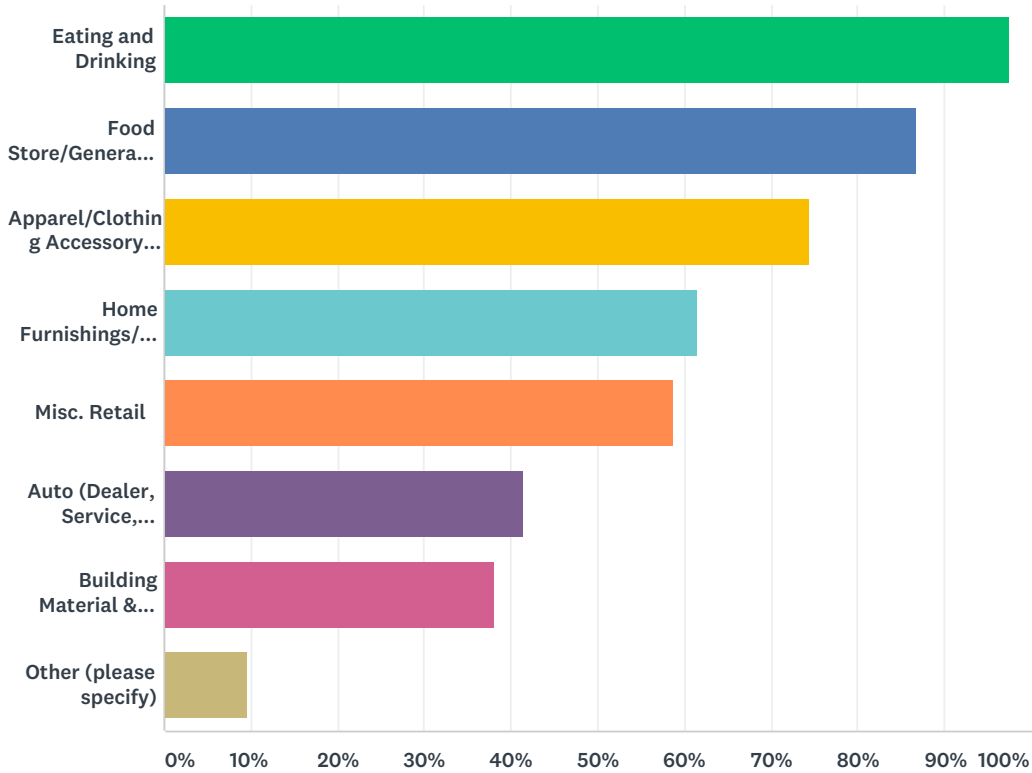
Shop Surprise Customer Feedback (New Customer) Survey

TOTAL

465

Q2 What type of deals/coupons are you interested in receiving? (Check all that apply)

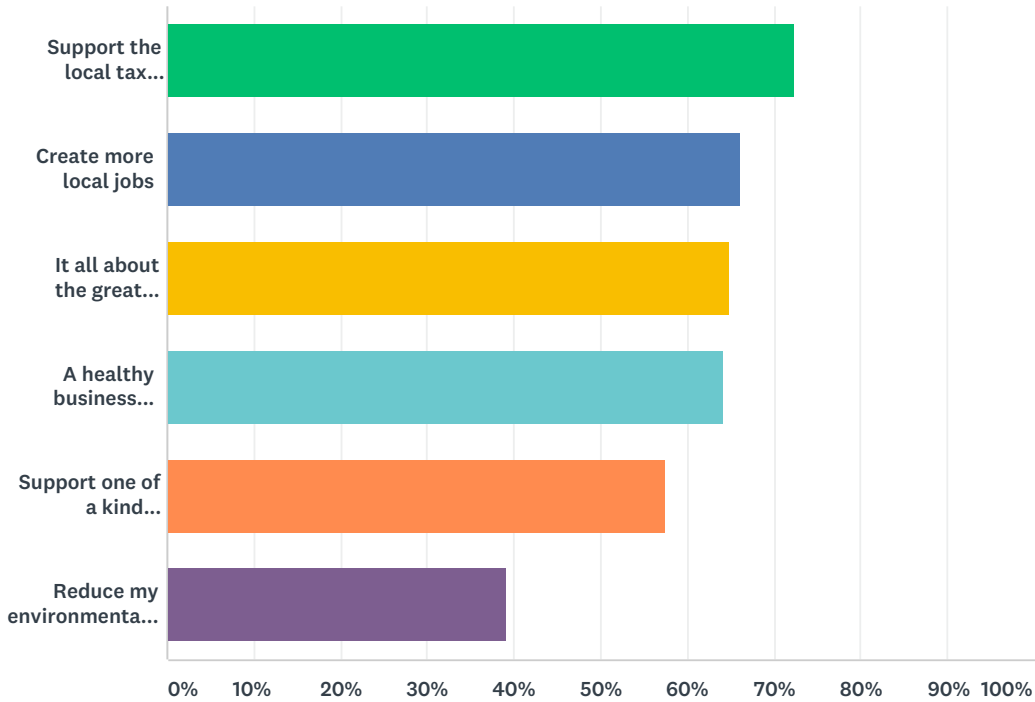
Answered: 464 Skipped: 2



ANSWER CHOICES	RESPONSES	
Eating and Drinking	97.41%	452
Food Store/General Merchandise	86.85%	403
Apparel/Clothing Accessory Store	74.57%	346
Home Furnishings/Home Accessories	61.42%	285
Misc. Retail	58.84%	273
Auto (Dealer, Service, Repair)	41.38%	192
Building Material & General Supply	38.15%	177
Other (please specify)	9.70%	45
Total Respondents: 464		

Q3 Shop Surprise is a "buy local" program. The purpose is to support the overall economic health of our community. Please indicate what are the the most important reasons for you in supporting the Shop Surprise - Shape Surprise movement? (Check all that apply)

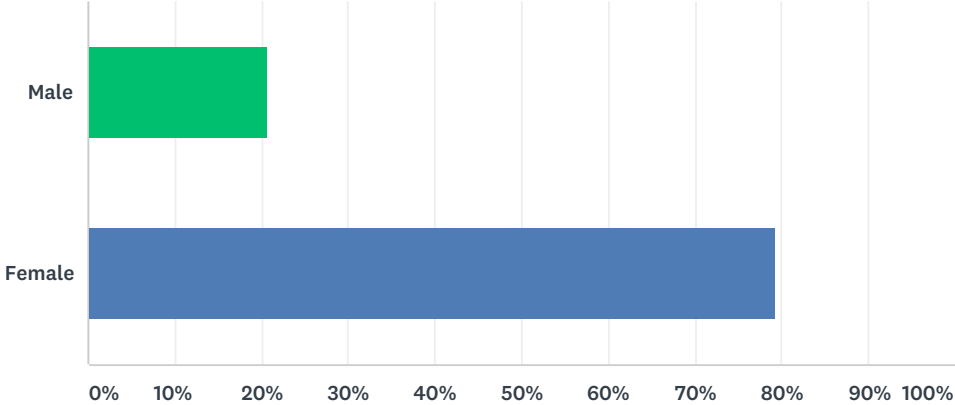
Answered: 463 Skipped: 3



ANSWER CHOICES	RESPONSES	
Support the local tax base, which in turn supports fire, police and recreational services	72.35%	335
Create more local jobs	66.09%	306
It all about the great deals, special offers, and saving money	64.79%	300
A healthy business community improves my overall quality of life. The two go hand-in-hand.	64.15%	297
Support one of a kind businesses and local tourist attractions	57.45%	266
Reduce my environmental impact by shopping locally	39.09%	181
Total Respondents: 463		

Q4 What is your gender?

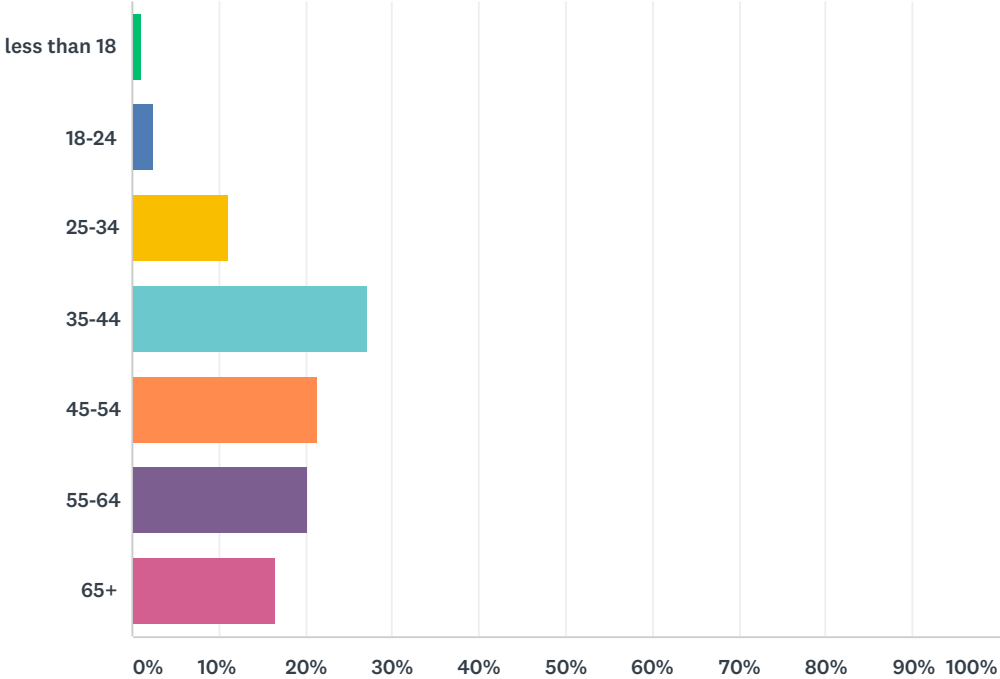
Answered: 465 Skipped: 1



ANSWER CHOICES	RESPONSES	
Male	20.65%	96
Female	79.35%	369
TOTAL		465

Q5 What is your age?

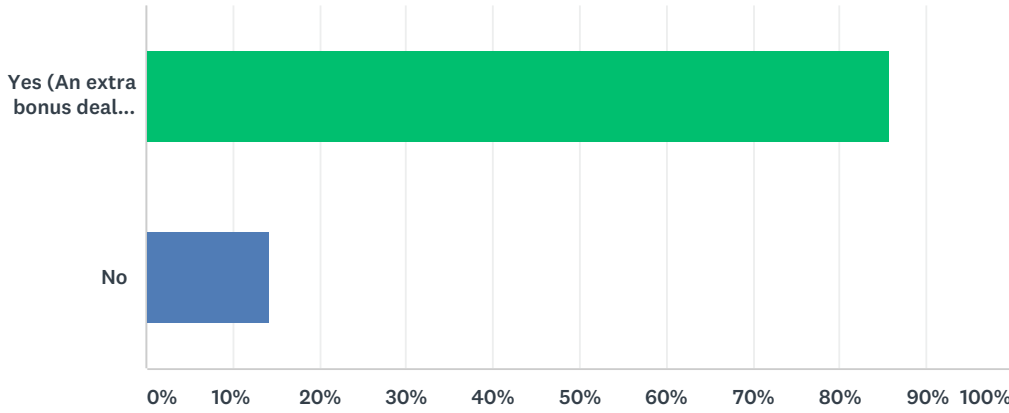
Answered: 464 Skipped: 2



ANSWER CHOICES	RESPONSES
less than 18	1.08% 5
18-24	2.59% 12
25-34	10.99% 51
35-44	27.16% 126
45-54	21.34% 99
55-64	20.26% 94
65+	16.59% 77
TOTAL	464

Q6 Are you interested in receiving more than one deal per day?

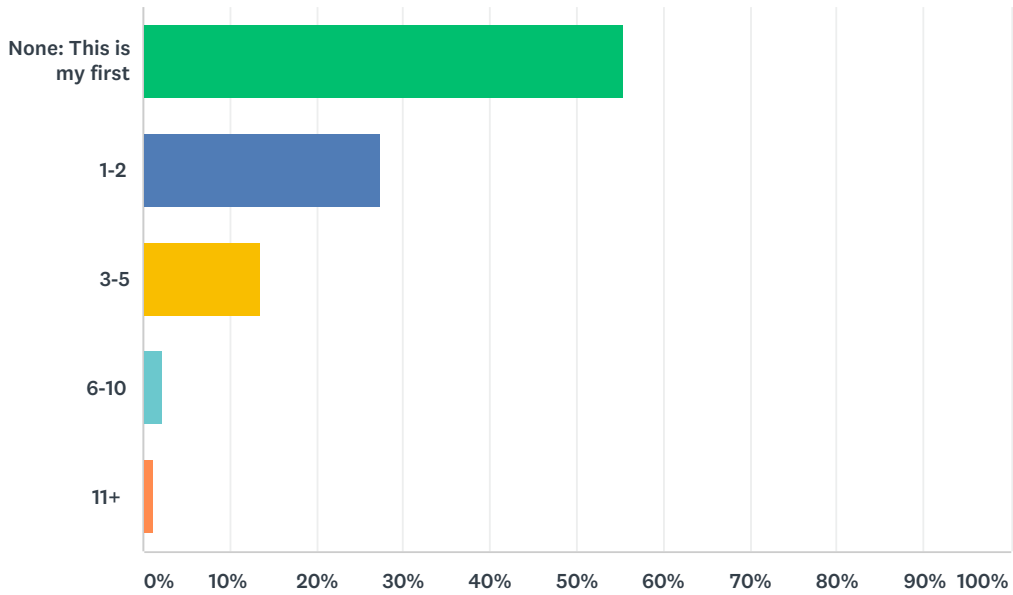
Answered: 465 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes (An extra bonus deal would be nice)	85.81%	399
No	14.19%	66
TOTAL		465

Q7 How many other digital text marketing/coupon programs are you currently enrolled in?

Answered: 466 Skipped: 0



ANSWER CHOICES	RESPONSES	
None: This is my first	55.36%	258
1-2	27.47%	128
3-5	13.52%	63
6-10	2.36%	11
11+	1.29%	6
TOTAL		466

Q8 Which business would you most like to receive a discounts from

Answered: 170 Skipped: 296

ANSWER CHOICES	RESPONSES	
business name	100.00%	170
business name	83.53%	142
business name	70.00%	119