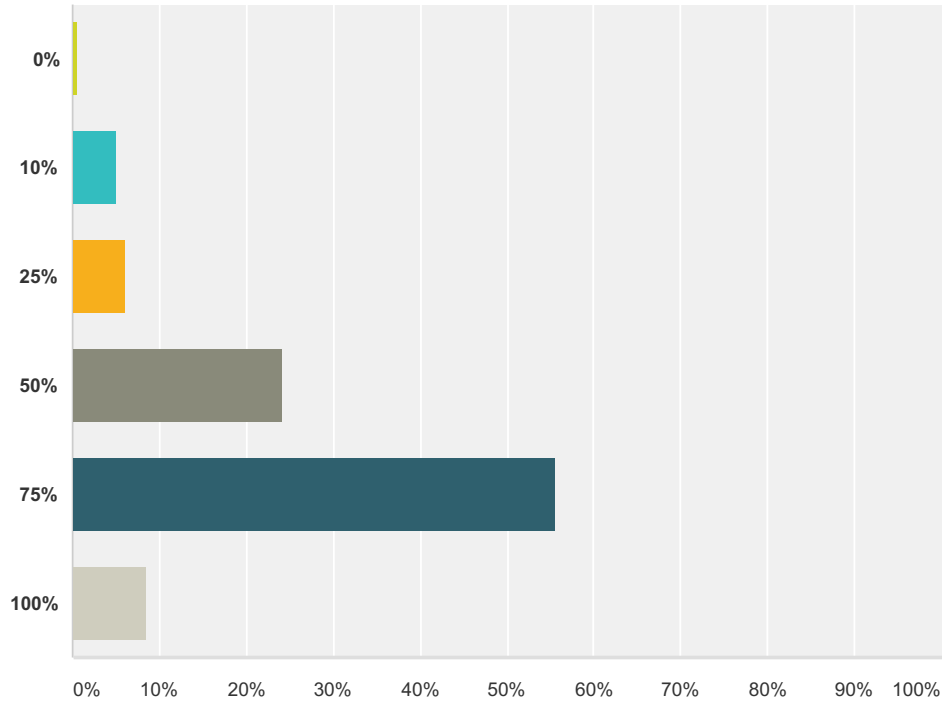


Q1 On average, what percent of your annual spending is done at businesses in Lancaster County each year?

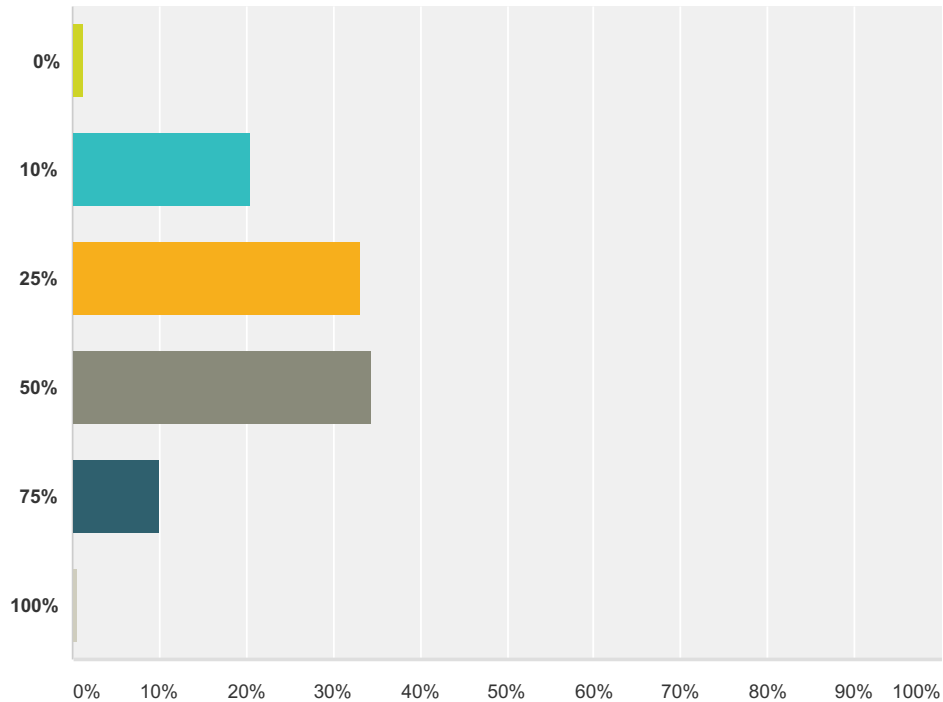
Answered: 326 Skipped: 0



Answer Choices	Responses	
0%	0.61%	2
10%	4.91%	16
25%	6.13%	20
50%	24.23%	79
75%	55.52%	181
100%	8.59%	28
Total		326

Q2 On average, what percent of your annual spending is done at locally-owned, small businesses (less than 100 employees) in Lancaster County each year?

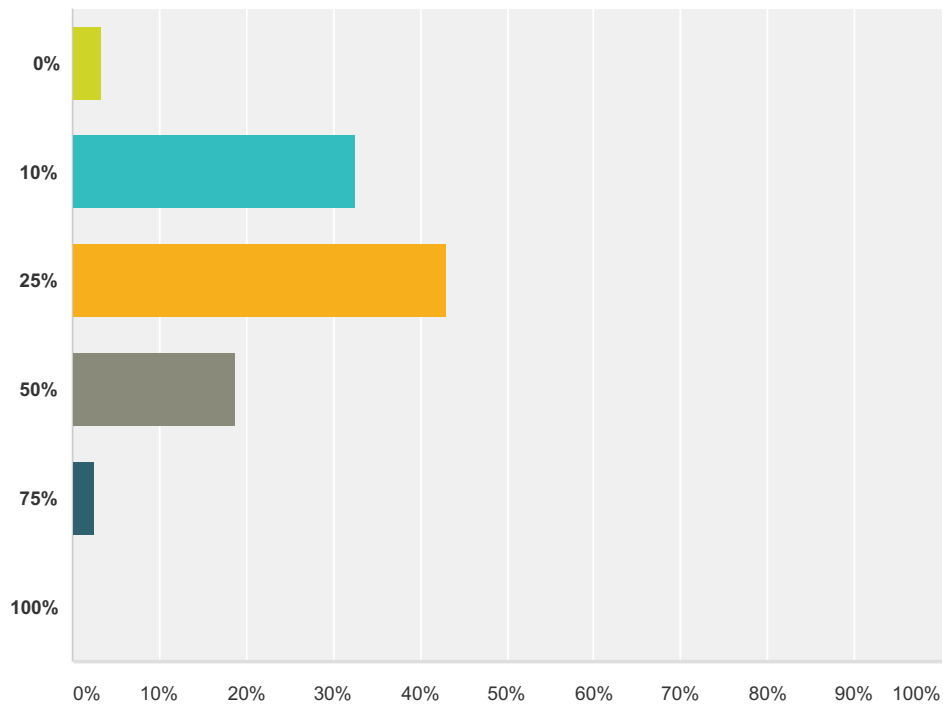
Answered: 326 Skipped: 0



Answer Choices	Responses
0%	1.23% 4
10%	20.55% 67
25%	33.13% 108
50%	34.36% 112
75%	10.12% 33
100%	0.61% 2
Total	326

Q3 On average, what percent of your annual spending is done online each year?

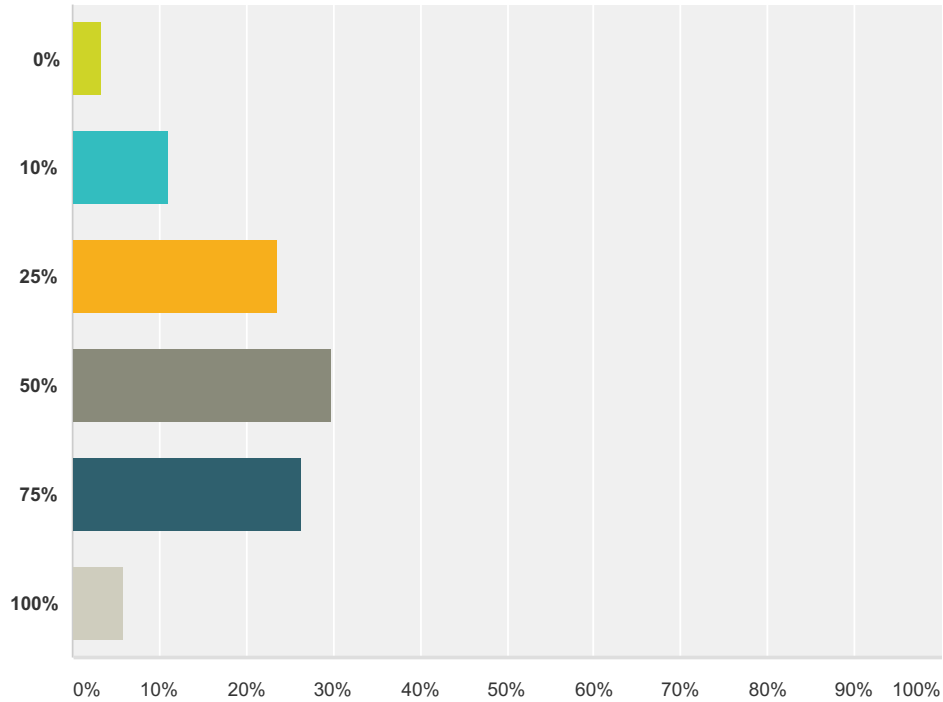
Answered: 326 Skipped: 0



Answer Choices	Responses
0%	3.37% 11
10%	32.52% 106
25%	42.94% 140
50%	18.71% 61
75%	2.45% 8
100%	0.00% 0
Total	326

Q4 On average, how much of your holiday-related spending (if any) is done at businesses in Lancaster County each year?

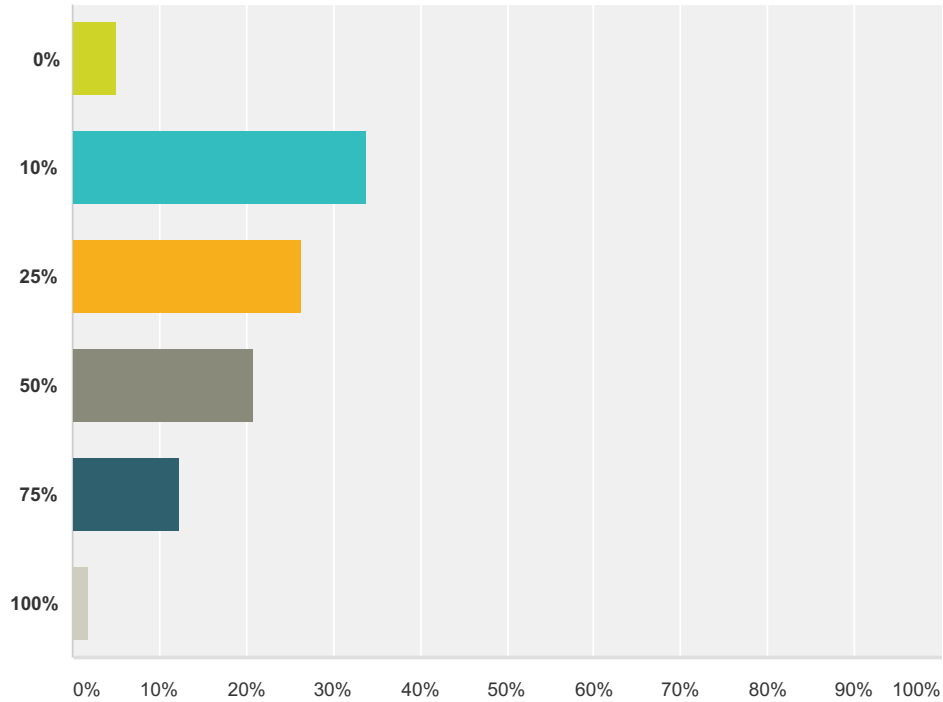
Answered: 326 Skipped: 0



Answer Choices	Responses	
0%	3.37%	11
10%	11.04%	36
25%	23.62%	77
50%	29.75%	97
75%	26.38%	86
100%	5.83%	19
Total		326

Q5 On average, how much of your holiday-related spending (if any) is done at small businesses in Lancaster County each year?

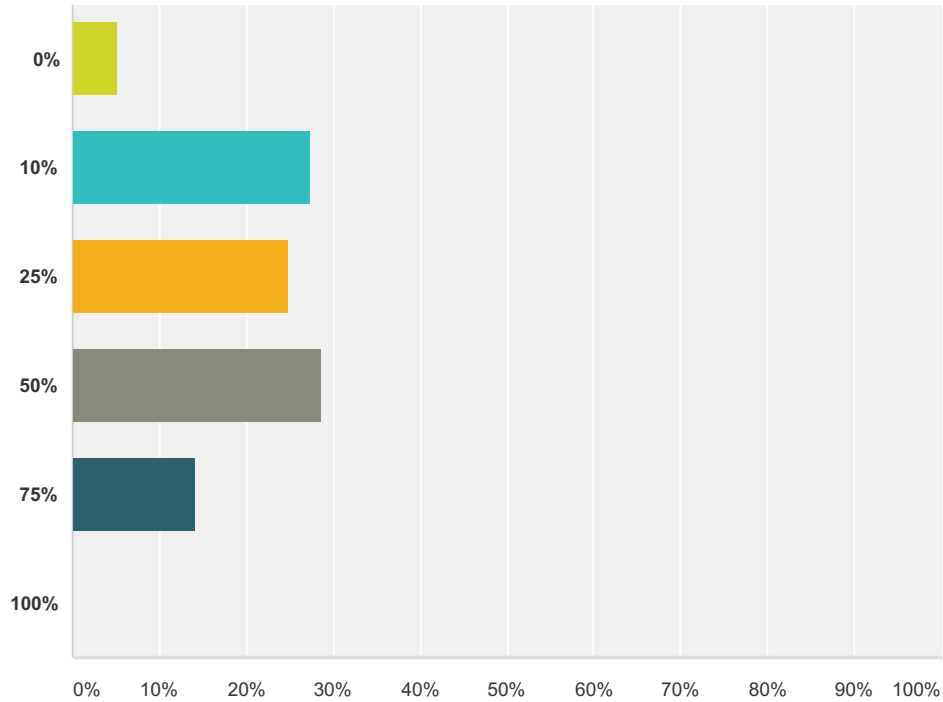
Answered: 326 Skipped: 0



Answer Choices	Responses	
0%	4.91%	16
10%	33.74%	110
25%	26.38%	86
50%	20.86%	68
75%	12.27%	40
100%	1.84%	6
Total		326

Q6 On average, how much of your holiday-related spending (if any) is done online each year?

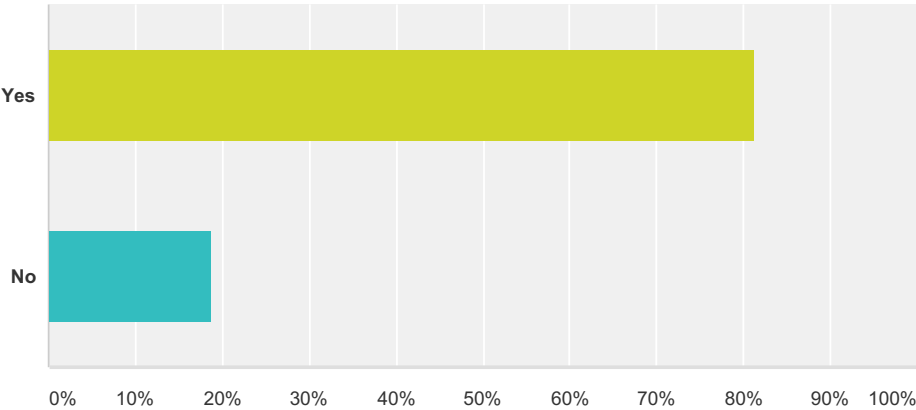
Answered: 326 Skipped: 0



Answer Choices	Responses	
0%	5.21%	17
10%	27.30%	89
25%	24.85%	81
50%	28.53%	93
75%	14.11%	46
100%	0.00%	0
Total		326

Q7 Are you planning on shopping at/patronizing any small businesses in Lancaster County on Small Business Saturday (November 26)?

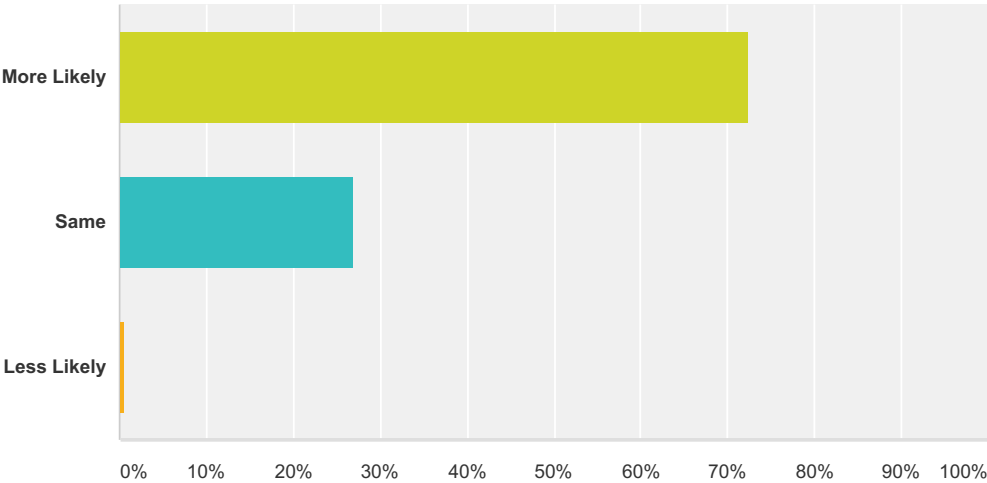
Answered: 326 Skipped: 0



Answer Choices	Responses	
Yes	81.29%	265
No	18.71%	61
Total		326

Q8 How much more likely are you to shop at/patronize local businesses, today, than you were three years ago?

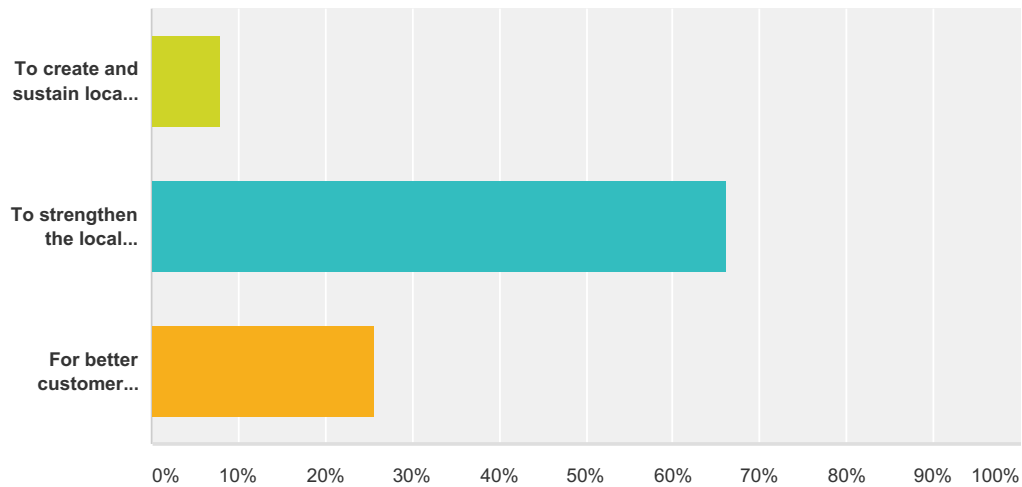
Answered: 326 Skipped: 0



Answer Choices	Responses	
More Likely	72.39%	236
Same	26.99%	88
Less Likely	0.61%	2
Total		326

Q9 What is the number one reason you buy from local businesses?

Answered: 326 Skipped: 0



Answer Choices	Responses	
To create and sustain local jobs	7.98%	26
To strengthen the local economy and community	66.26%	216
For better customer service and relationships	25.77%	84
Total		326

**Q10 Enter your name and email address,
below, to be entered to win a gift card to a
Think Local small business!**

Answered: 322 Skipped: 4

Answer Choices	Responses	
Name (First and Last)	100.00%	322
Email Address	100.00%	322