

Seeking Additional Data & Analysis?

Purchase the Report AND the Full Dataset for \$1,750

The AskCOS™ Report will provide insights for all questions asked among the total sample (census balanced) and highlight *some* differences in response by subgroup where relevant. However, there is simply no way that the report could cover all of the subgroup data that will be tabulated. And based on your unique business situation, you might be interested in various subgroups. For example, if your customers primarily live in the north part of Colorado Springs, you might want to look at responses by that group only. This is where the crosstabs come in – every AskCOS™ question asked is included with statistical significance testing. The main breakouts provided will be:

- Gender
- Age
- Ethnicity
- Political Viewpoint
- Household Income
- Likelihood to live in COS in 5 years
- Years since moving to COS
- Overall Satisfaction (Top 3 vs bottom 8)
- Geographic Segmentation (North, South, East, West, Central)

Findings by Location and Subgroup

- Which parts of town over/under index among specific targets or needs?
- Which forms of media are certain demographics (target consumers) using?
- Where could my advertising dollars be best spent?

*we can also make custom breakouts not included in the above list upon request

Full Dataset Format

The Full Dataset will be included in crosstab format via an Excel workbook.

Each question will have a hyperlink that takes you straight to that question's data. Upon delivery of the dataset, EI analysts would be happy to setup a call to provide more information about how to use the dataset.

Demographics	
1	What is your gender?
2	What year were you born in?
3	We understand that nowadays there are lots of different ways that people "work". Which of the following apply to you? (s
4	Do you work in any of the following industries? If your job has to do with more than one of these, please select all that ap
5	Please select which range below best describes your total household income:
6	What is the highest level of education you have completed?
7	Which of the following describes your ethnic background?
8	Do you speak any other languages fluently? (please select all that apply)
9	(Sexual Orientation) Do you personally think of yourself as:
10	Are you affiliated with the military in any way? (please select all that apply)
Consumer Confidence	
11	How would you rate the present general business conditions in the greater Colorado Springs area?

	Total	Colorado Springs Segmentation				
	Total (A)	North (P1)	East (Q1)	West (R1)	South (S1)	Central (T1)
What is your gender?						
Sample Size	1,009	281	161	133	147	286
Male	48%	53%	45%	49%	44%	47%
Female	52%	46%	55%	51%	56%	53%
Other	0%	1%	0%	0%	0%	0%

	Political View		
	Liberal (U)	Moderate/Not Sure (V)	Conservative (W)
What is your gender?			
Sample Size	293	421	295
Male	41%	48%	55%
Female	59%	52%	44%
Other	1%	0%	1%