

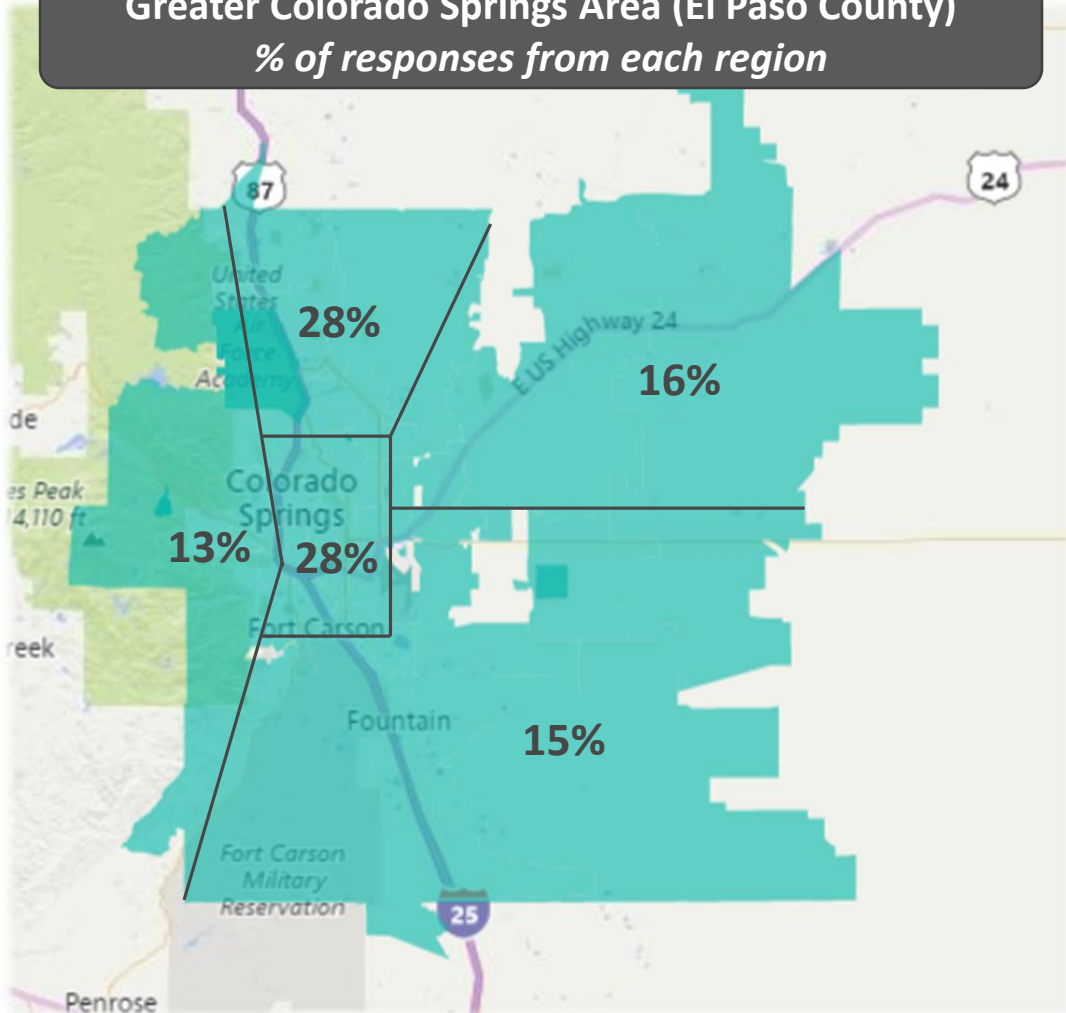


2017 Report Examples

This document contains 5 pages from the 2017 AskCOS™ report, which was a 47 page report. These pages were randomly selected and are simply meant to provide insights into the layout and quality of AskCOS™.



Greater Colorado Springs Area (El Paso County)
% of responses from each region



Elevated Insights first worked with local business leaders to brainstorm questions and topics for the AskCOS™ survey, prioritizing topics that would be most interesting and actionable for local business and government.

An online/mobile survey was then distributed to residents throughout the Colorado Springs area, ensuring all populated zip codes in El Paso County were represented (including Monument, Fountain, Manitou, etc.). As a token of appreciation for taking the survey, residents were entered into a drawing where 4 of them won \$250 VISA Gift Cards. In addition, each winner selected an IndyGive! non-profit and Elevated Insights donated \$250 to each non-profit.

After response collection, EI thoroughly cleaned the data, resulting in a total sample size of 1,009. The dataset was then weighted to within 2% of El Paso County Census proportions, ensuring the sample reflected an accurate distribution of age, gender, ethnicity and household income for the region.

Lastly, EI analyzed the data, including crosstabulation, statistical significance testing and correlation matrices.

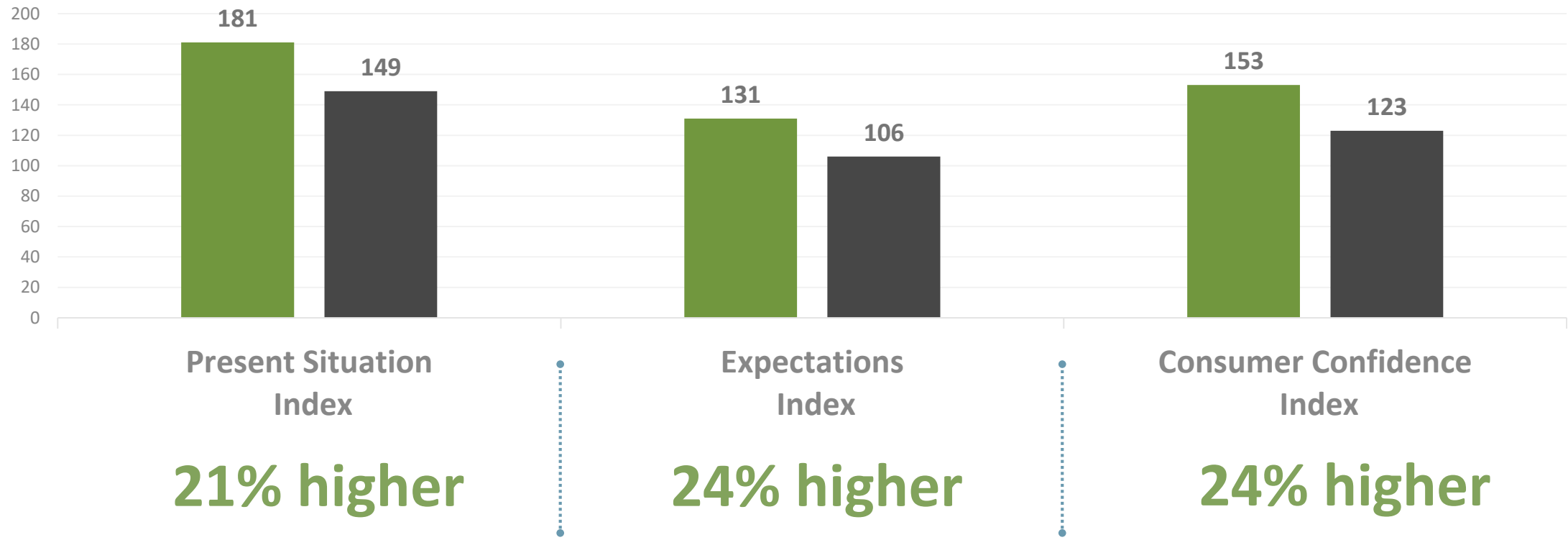
Consumer Confidence Index – Colorado Springs vs. Total US



Compared to the total US, Colorado Springs area residents are more confident in both current and future economic conditions

Consumer Confidence Indices

■ Colorado Springs Area Vs. ■ Total United States

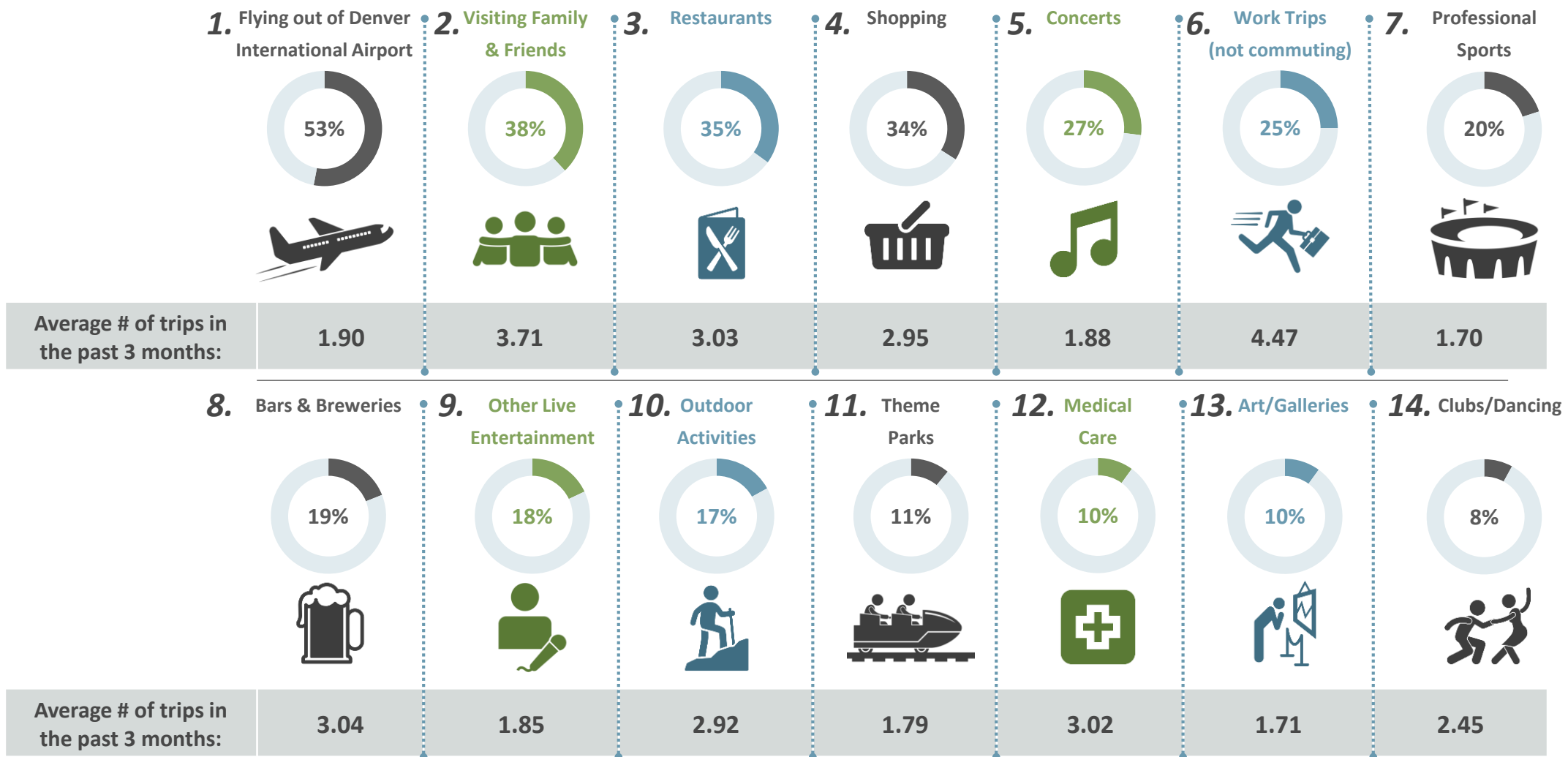


Trips to Denver in the Past 3 Months

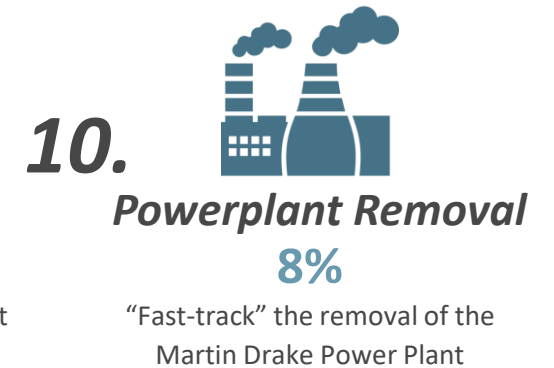
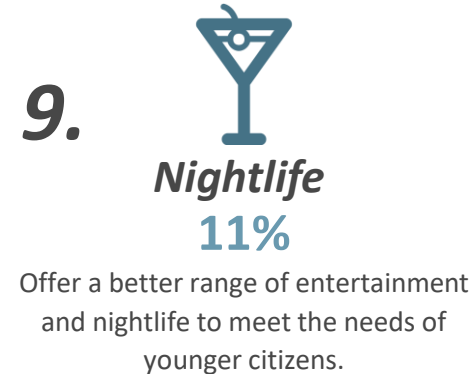
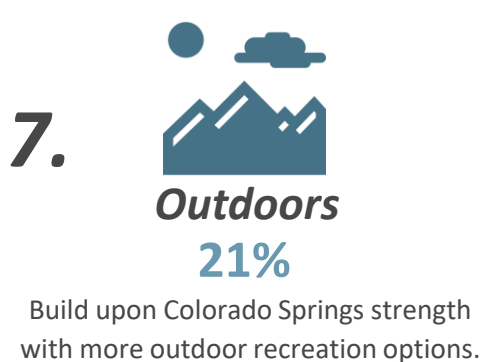
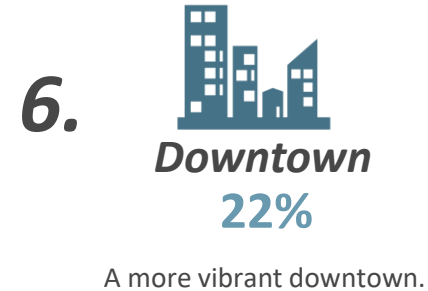
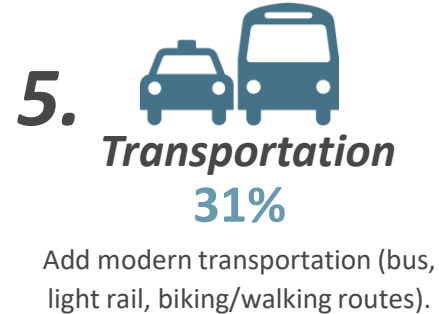
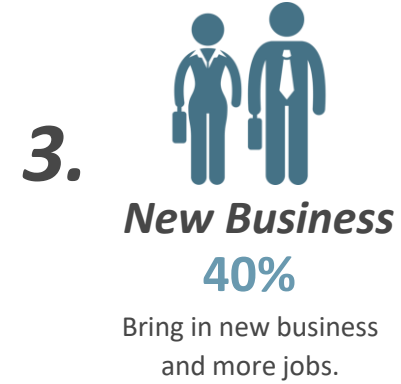
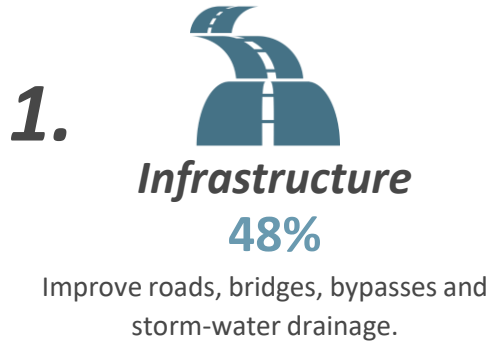


The collective economic spend from these trips represents a valuable opportunity for Colorado Springs if it can improve its offerings in these areas

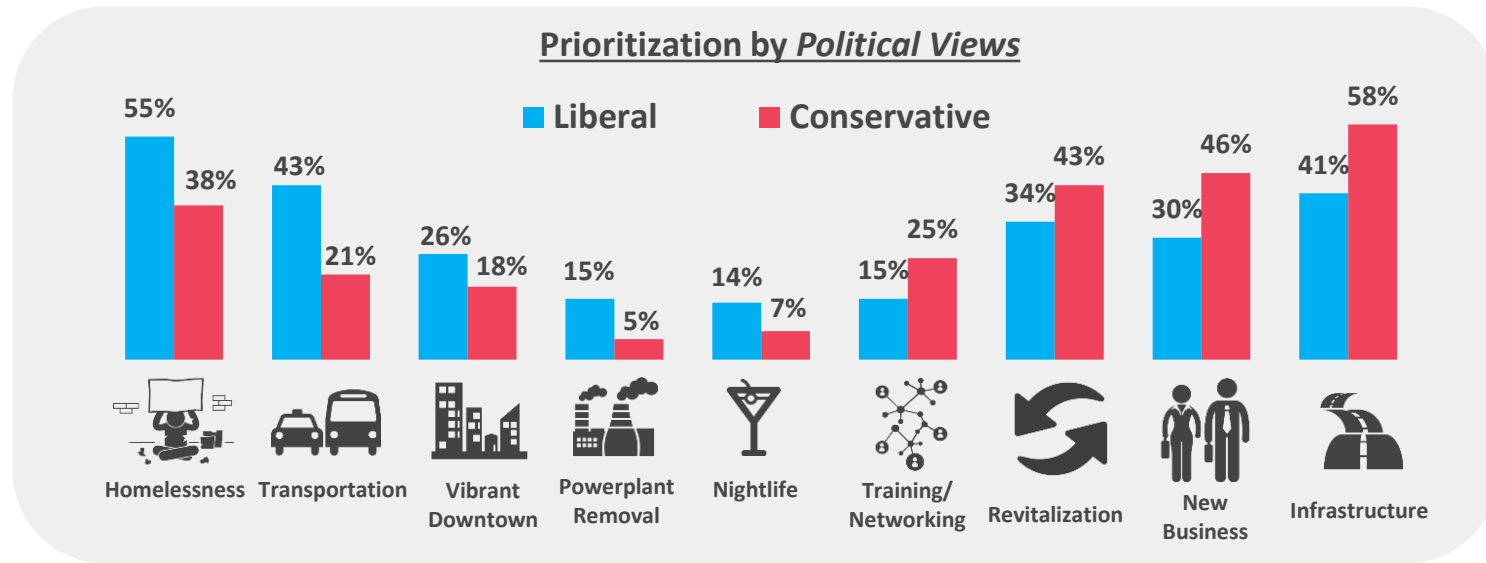
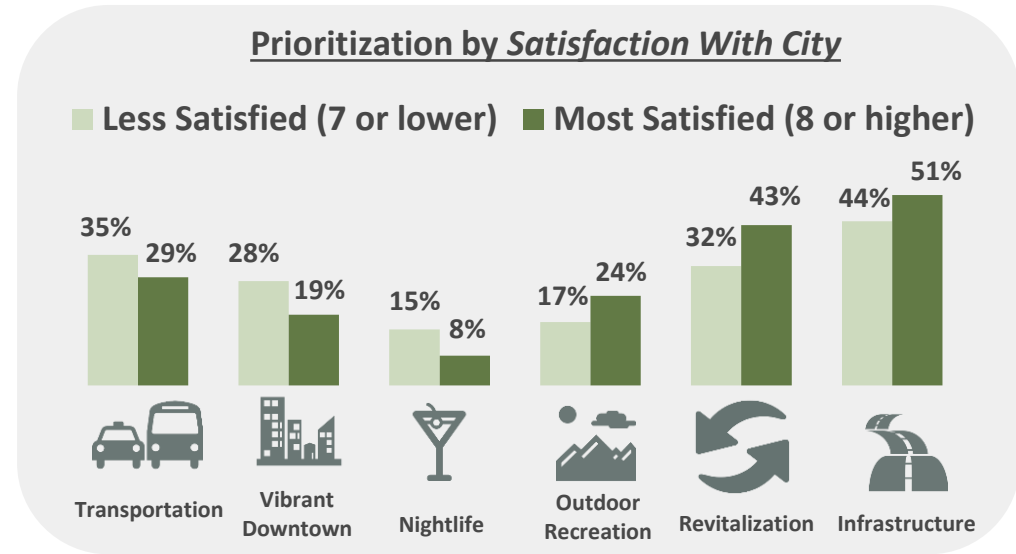
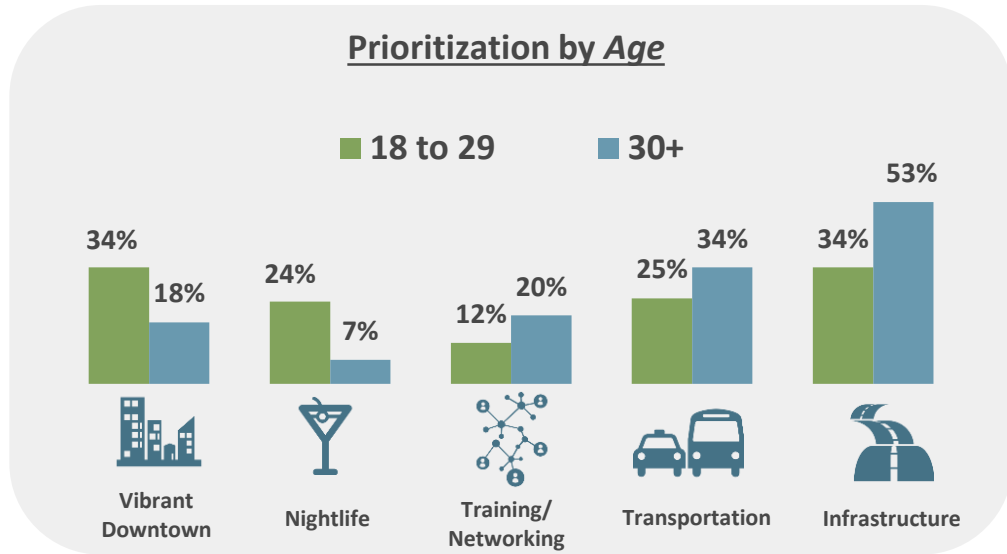
89% of local residents traveled to Denver for at least one of these activities in the past 3 months.



Desired Prioritization for the City of Colorado Springs

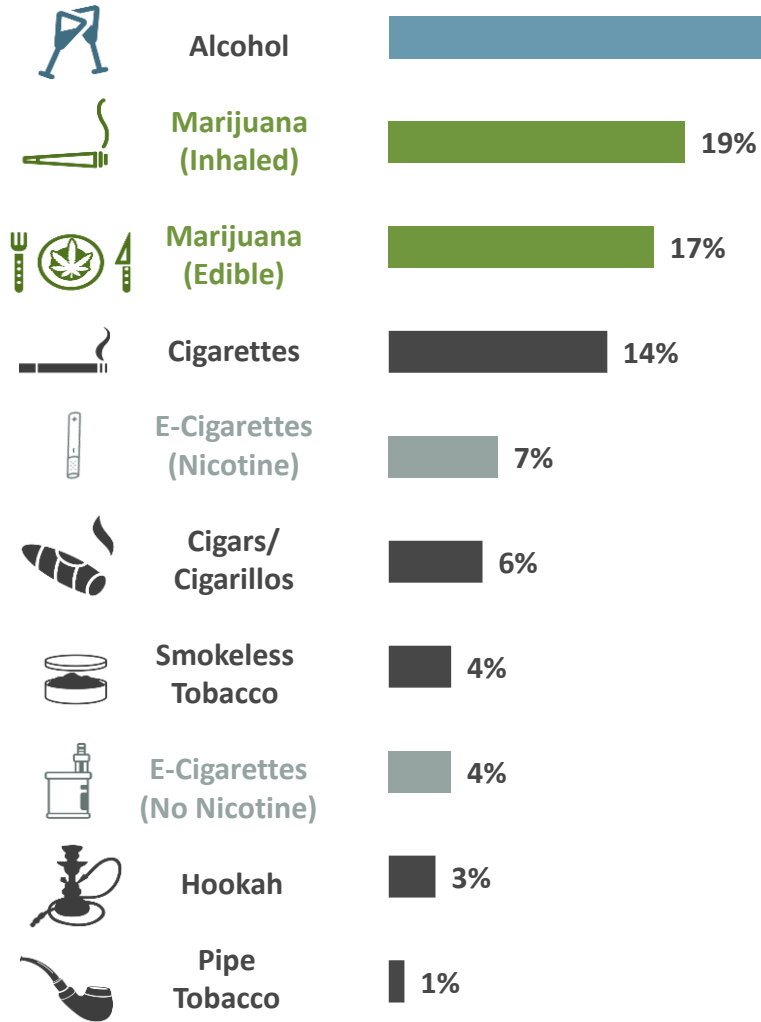


Desired Prioritization – Significant Differences by Age, Overall Satisfaction and Political View



Alcohol, Marijuana and Tobacco Usage

Percentage of Residents Who Have Partaken in the Past 12 Months



Combined Category Usage in Past 12 Months:



80% of residents have consumed alcohol



20% of residents have used Tobacco (includes cigarettes, cigars, chewing tobacco, hookah and pipe tobacco)



24% of residents have used Marijuana (includes inhaled and edibles)



9% of residents used electronic smoking devices



These percentages are being buoyed by 18-29 year olds, who use each of these significantly more than the average resident: **88% Alcohol**, **33% Marijuana**, **34% Tobacco** and **20% E-Smoking Devices**