



June 15, 2011

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The following study was conducted by the BRC and the Louisiana Small Business Development Center at the request of the City of Ponchatoula and the Ponchatoula Chamber of Commerce using generally accepted research methods, models and techniques.

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Sincerely,

A handwritten signature in black ink that reads 'William Joubert'.

William Joubert
Director
Business Research Center

Southeastern Louisiana University Business Research Center
*A Collaborative Effort of the Southeast Louisiana Business Center and
the Southeastern Louisiana University College of Business*

**An Analysis of Responses
from the**

2010 Ponchatoula Shopping Survey

Prepared for the
Ponchatoula
Chamber of Commerce
and the
City of Ponchatoula

June 2011

Herb Holloway
Dr. A.M.M. Jamal
William Joubert



Southeastern Louisiana
University Business
Research Center and
College of Business



Louisiana
Small Business
Development Center

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Background and Introduction

The Southeastern Business Research Center (BRC) and the Louisiana Small Business Development Center (LSBDC) at Southeastern were approached by the Ponchatoula Chamber of Commerce (Chamber) in May 2010 and requested to assist the Chamber and the City of Ponchatoula (City) with an out-shopping study and “shop local” campaign.

BRC and LSBDC staff proposed a three-part project consisting of:

1. A commerce study of the City of Ponchatoula and surrounding market area to collect current demographic and retail supply and demand statistics and analyze trends in each.
2. A shopping survey to collect information on shopping behavior of area residents and their perceptions of shopping in Ponchatoula.
3. A shop-local campaign designed to effectively respond to information gathered in the first two steps.

Chamber and City officials approved the project framework, and the BRC began work on the project in September 2010.

The BRC completed the “Ponchatoula Commerce Study” and presented highlights to Chamber and City officials in December 2010, thus completing Phase 1.

In the meantime, the BRC had been working with Chamber and City leaders to develop the shopping survey questionnaire. A decision was made to have two identical surveys going on concurrently – an “open” survey made available and promoted to the general public, and a “targeted” survey directed to a random sample of 2,000 addresses in the Ponchatoula market area (delineated in Phase 1). The targeted survey was to be used as a check on any response bias in the open survey. Both surveys were administered through the Survey Monkey® Web site. The survey instrument is included as Appendix A.

Postcards were mailed to the 2,000 target survey addresses on 11/22/2010, and both the open and targeted survey sites were activated on 11/23/2010. Paper survey instruments were also made available for individuals without computer access.

The surveys were closed on 1/31/2011.

Number of Responses

There were 57 completed surveys from the 2,000 postcards mailed out for the targeted survey, a response rate of 2.8 percent. The open survey received 333 online submissions and six completed paper instruments for a total of 339 responses.

Demographic Characteristics of Respondents

The *Ponchatoula Shopping Survey* included questions to gather information on the respondents’:

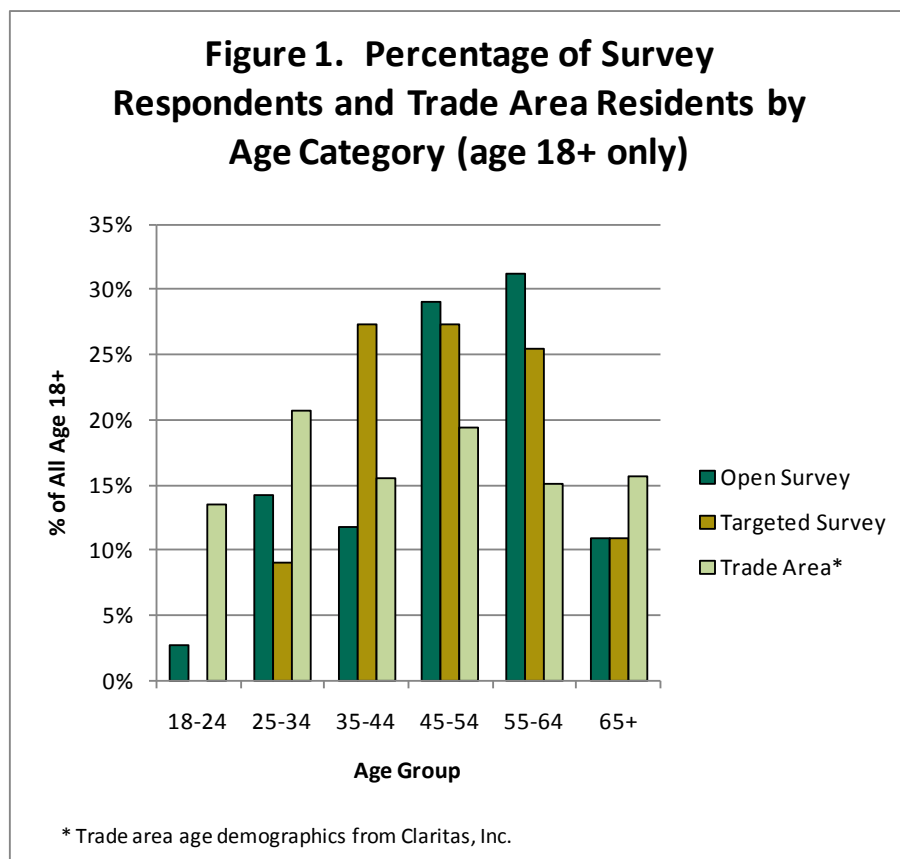
- Age category
- Gender
- Income
- Education
- Tenure (how long residing in the Ponchatoula area)

Age

There was only one survey respondent under 18 years of age (in the open survey). This single response from a pre-adult will not be included in this discussion of age categories of respondents.

As illustrated in Figure 1, there was a greater proportion of respondents in both surveys from the 45-54 and 55-64 year old age groupings than in the general trade area population, and the targeted survey also had an over-representation of 35-44 year olds.

Both surveys were underrepresented compared to the trade area in the 18-24, 25-34, and 65+ age categories.



Gender

As illustrated in Table 1, almost three-fourths (74.4 percent) of combined survey respondents who identified their gender were female. According to demographic estimates from Claritas, Inc., 51.9 percent of the total trade area population was female in 2010, so women were over-represented among survey respondents.

<u>Gender</u>	<u>Open Survey Count</u>	<u>Open Survey %</u>	<u>Targeted Survey Count</u>	<u>Targeted Survey %</u>	<u>Combined Count</u>	<u>Combined %</u>
Male	87	26.2%	12	21.8%	99	25.6%
Female	<u>245</u>	<u>73.8%</u>	<u>43</u>	<u>78.2%</u>	<u>288</u>	<u>74.4%</u>
No response/ declined	332	100.0%	55	100.0%	387	100.0%
	7		2			

Income

Respondents were asked to indicate their household income level (before taxes) from eight provided income brackets. Respondents were also provided the option of selecting “I prefer not to answer this question.”

Sixty-five of the open survey respondents (19.2 percent) and nine of the targeted survey respondents (15.8 percent) either did not respond to the income question or indicated that they preferred not to answer.

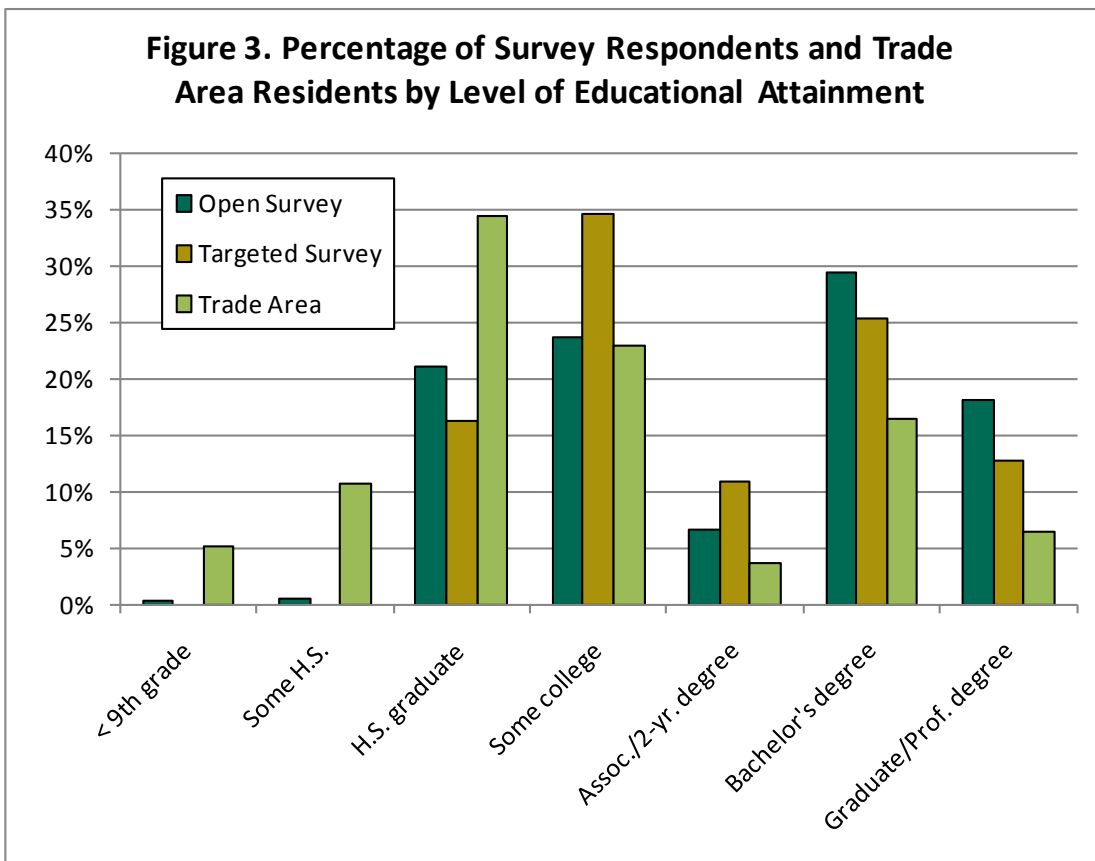
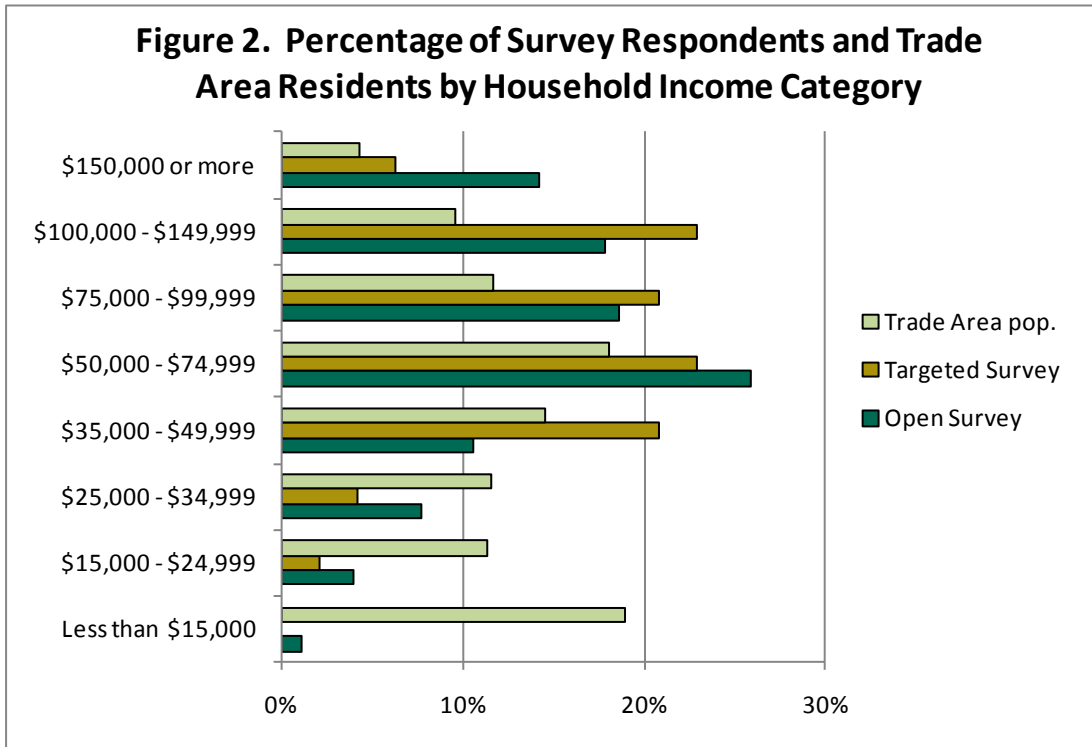
Based on the respondents who did provide income information, shopping survey respondents were heavily weighted to the moderate and higher income levels (Figure 2). There were only three respondents from the “Less than \$15,000” bracket, while 18.9 percent of trade area households are in this lowest income bracket. Compared to trade area income levels, shoppers from all income levels below \$35,000 were under-represented in both surveys, while shoppers with household incomes over \$50,000 were over-represented in both surveys.

Individuals from the \$35,000 - \$49,999 bracket were somewhat under-represented in the open survey and somewhat over-represented in the targeted survey.

Education

Both the open and targeted survey respondents tended to be more highly educated than the trade area population in general (Figure 3).

While almost 16 percent of trade area residents have less than a high school education, no targeted survey respondents and only three (0.9 percent) open survey respondents indicated they were in this category.



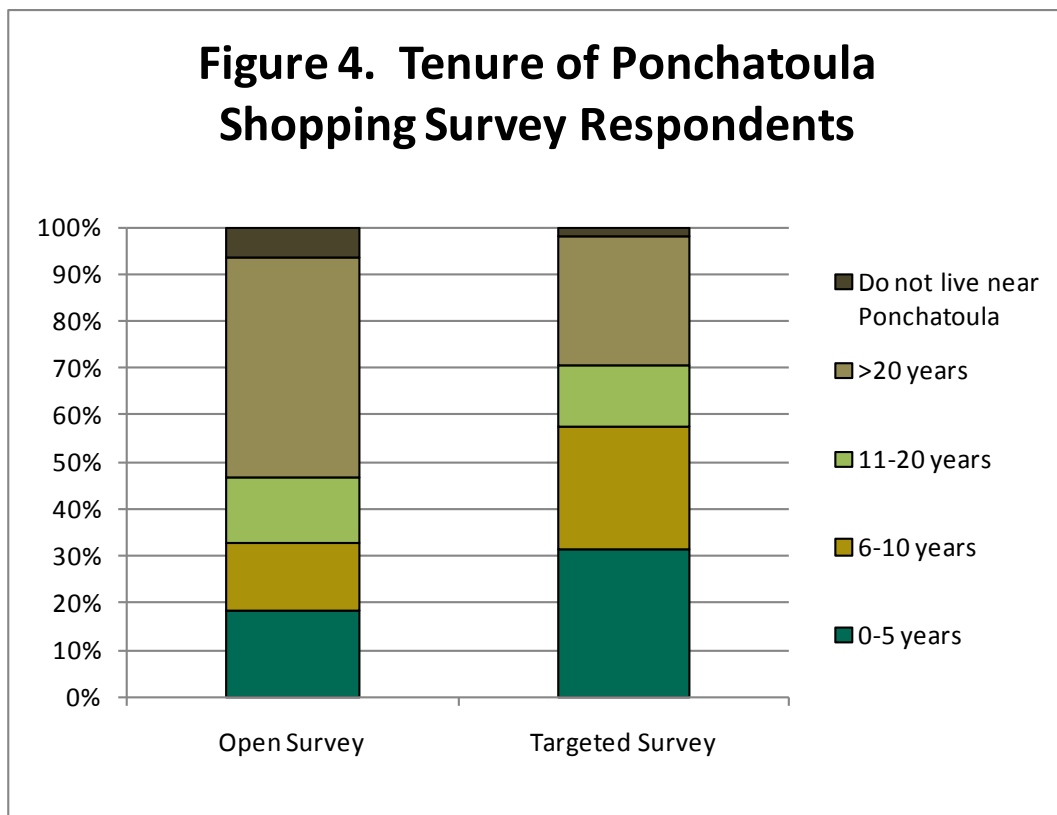
At the other end of the education spectrum, approximately 48 percent and 38 percent of open and targeted survey respondents held a bachelor's degree or higher, a category occupied by only 23 percent of trade area residents.

Tenure

The open Ponchatoula shopping survey had a much higher percentage of long-term area residents than the targeted survey (Figure 4). Almost half (46.8 percent) of open survey respondents indicated that they had lived in the Ponchatoula area for more than 20 years, compared to 28 percent of targeted survey respondents.

Conversely, 57 percent of targeted survey respondents indicated that they had lived in the area 10 or fewer years, compared to 33 percent of open survey respondents.

Approximately six percent of open survey respondents answered that they did not live in the Ponchatoula area. (Interestingly enough, one targeted survey respondent indicated that they did not live near Ponchatoula, even though they listed "70454" as their home zip code.)



Place of Residence

Because the targeted survey was mailed to a sample of residents in the trade area surrounding Ponchatoula, all 57 of the targeted survey respondents indicated zip code 70454 as their place of residence.

When the targeted and open survey responses were combined, over three-fourths of respondents indicated that they resided in the Ponchatoula zip code (Table 2). Another 15.1 percent indicated one of the Hammond zip codes as their place of residence.

Approximately 7 percent of respondents indicated they were either residents of another Tangipahoa Parish community or the neighboring parishes of Livingston and St. Tammany. Seven respondents (1.8 percent) were residents of more distant parts of Louisiana, and one respondent was from out of state (Florida).

<u>Place of Residence</u>	<u>Number</u>	<u>Percentage</u>
Ponchatoula	296	75.5%
Hammond	59	15.1%
Other Tangipahoa Parish communities	9	2.3%
Livingston Parish	12	3.1%
St. Tammany Parish	8	2.0%
East Baton Rouge Parish	3	0.8%
Ascension Parish	1	0.3%
Bossier Parish	1	0.3%
Jefferson Parish	1	0.3%
Orleans Parish	1	0.3%
Florida (Jacksonville)	<u>1</u>	<u>0.3%</u>
Total	392	100.0%

Place of Employment

Of the 339 open survey respondents, 239 (70.5 percent) indicated that they lived in zip code 70454 (Ponchatoula). Adding these to the 57 targeted survey respondents results in a total of 296 responses from residents of Ponchatoula or the immediately surrounding area (Table 2).

Question #2 of the survey asked respondents to indicate the zip code where they are employed in order to gauge the proportion of area residents who commute to other communities for employment. Commuting outside of the area is a negative factor on retail shopping in Ponchatoula because many commuters do at least part of their shopping in the community where they work.

As shown in Table 3, approximately 38 percent of Ponchatoula-area respondents who answered Question #2 work in Ponchatoula, 15 percent work in Hammond, 21 percent work elsewhere, and 25 percent were not employed at the time of the survey.

<u>Place of Residence</u>	<u>Number</u>	<u>Percentage</u>
Ponchatoula	110	38.3%
Hammond	44	15.3%
Other Tangipahoa Parish communities	11	3.8%
Jefferson Parish	12	4.2%
St. Tammany Parish	10	3.5%
Orleans Parish	8	2.8%
East Baton Rouge Parish	7	2.4%
St. Charles Parish	6	2.1%
Other parishes	6	2.1%
Not employed: Retired	44	15.3%
Not employed: Stay at home/raising children	22	7.7%
Not employed: Student	4	1.4%
Not employed: Disabled/Unemployed	3	1.0%
No response/unable to match work zip code	9	--
Total	296	100.0%

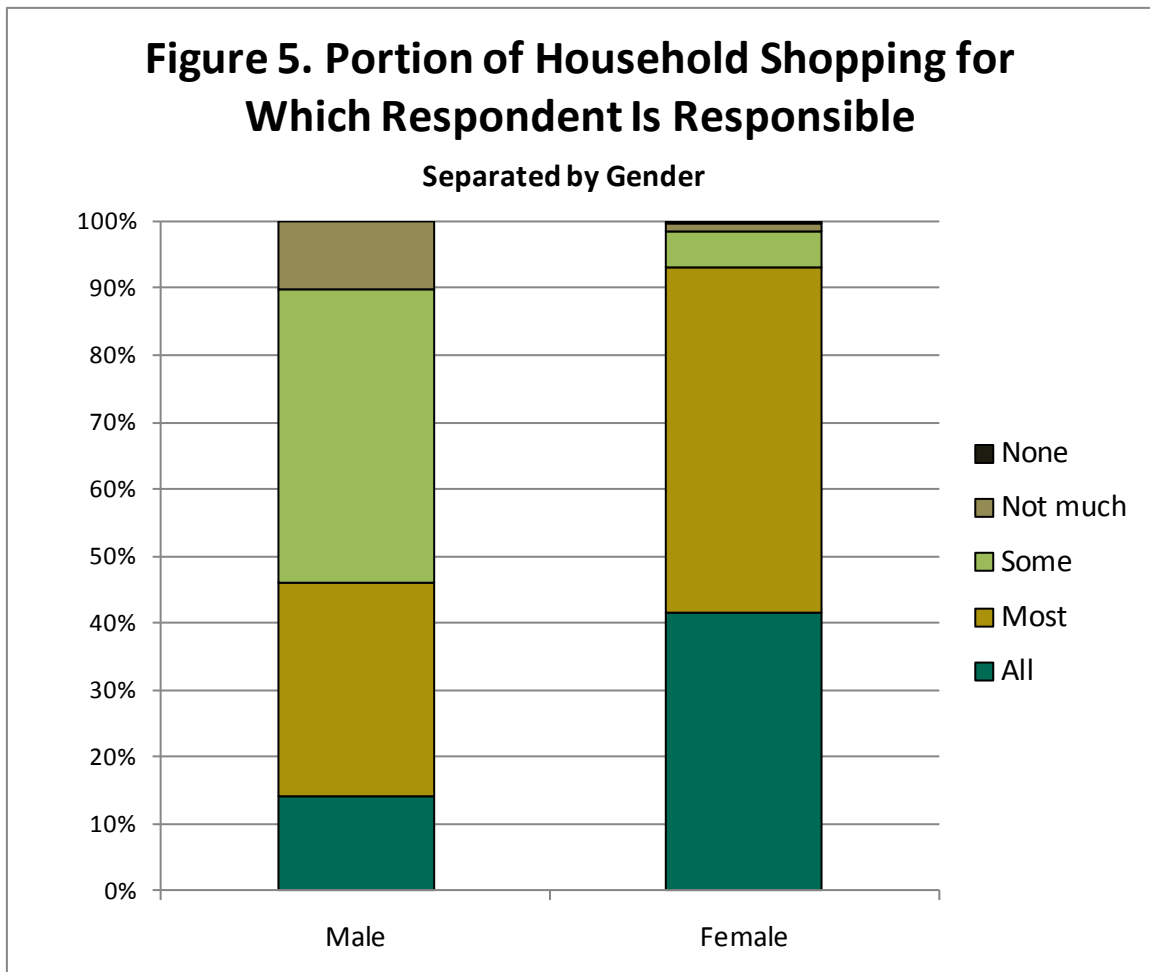
Portion of Household Shopping for Which Respondent Is Responsible

Question #3 asked survey respondents to indicate the portion of their household's shopping for which they were responsible.

As shown in Figure 5, female respondents were much more likely to be responsible for "All" or "Most" of their household's shopping, with 93 percent of female respondents choosing one of these responses compared to 46 percent of males.

Conversely, 10 percent of male respondents said they were responsible for "Not much" or "None" of their household's shopping, compared to 1 percent of females. (There was only one respondent who answered "None" - a teenaged female.)

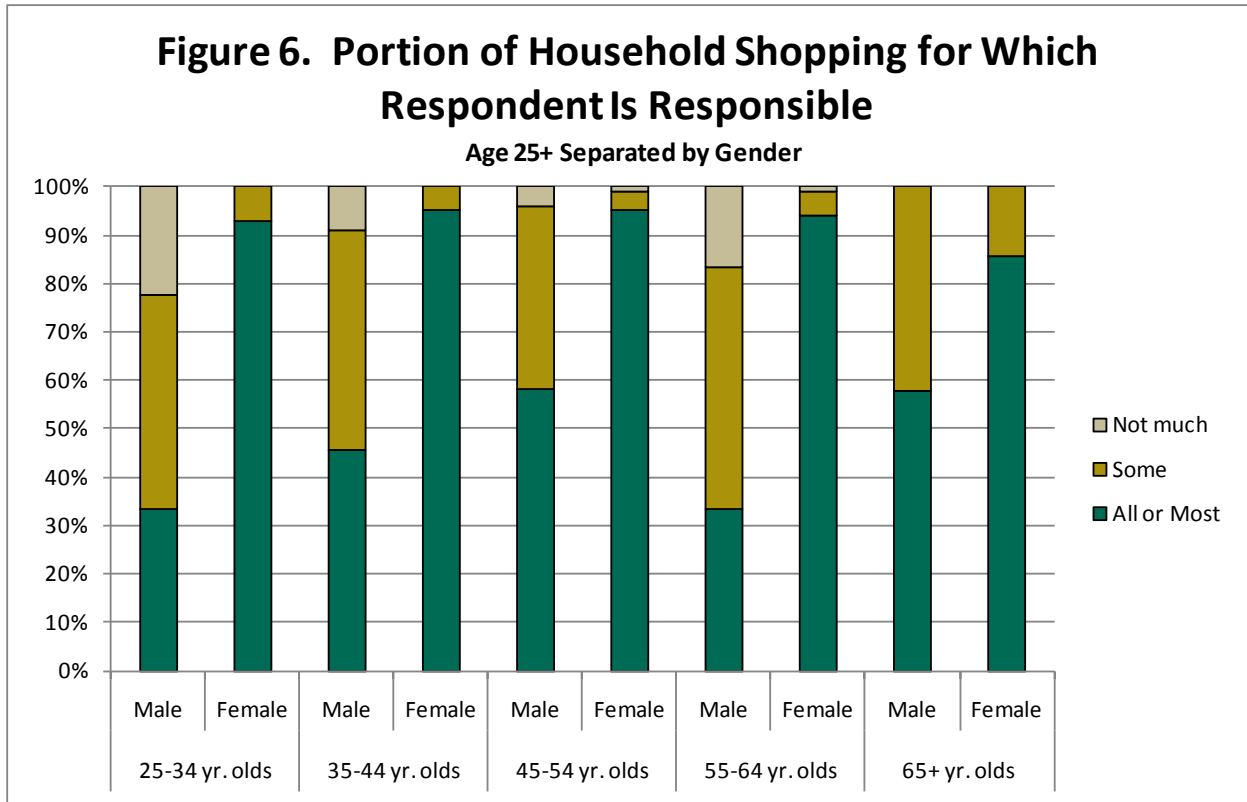
Male respondents were also much more likely to indicate they were responsible for only "Some" of their household's shopping – 44 percent versus 6 percent for females.



When separated by gender and age of respondent (Figure 6), the responses from female respondents can be seen to be fairly consistent across age categories, while the percentage of male respondents indicating responsibility for “All” or “Most” of their household’s shopping increases from 33 percent for 25-34 year olds, to 46 percent of 35-44 year olds, and 58 percent of 45-54 year olds. Over the same age ranges the percentage of males indicating “Not much” declines from 22 percent to 9 percent to 4 percent. (The 18-24 year old age group is not shown in Figure 6 due to the very limited number of responses (9) from that age group.)

The responses from males aged 55-64 broke the trend of increasing shopping responsibility with age, as their percentage of “All” or “Most” responses dropped to 33 percent and the percentage of “Not much” responses climbed to 17 percent.

However, among the oldest age group of males (age 65+), the percentage of “All” or “Most” responses returned to 58 percent and there were no “Not much” responses.



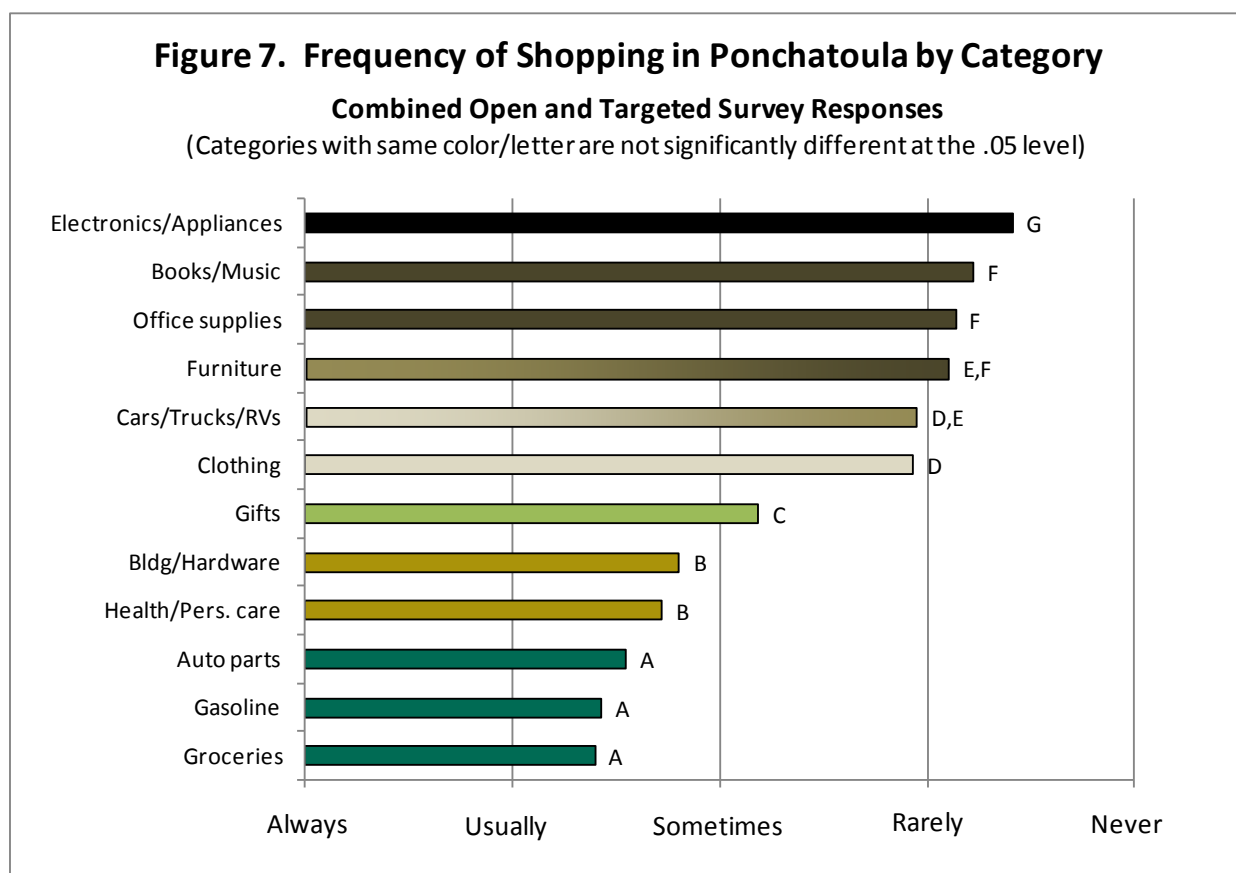
Frequency of Shopping in Ponchatoula

Question #4 of the survey asked respondents to indicate how often they shopped in Ponchatoula for various types of items.

Groceries, gasoline, and auto parts were the categories respondents most often shopped for in Ponchatoula, and the mean responses for these three categories were not significantly different from each other at the .05 significance level (Figure 7). Their average response fell between “Usually” and “Sometimes”.

Electronics and appliances was the category least frequently shopped for in Ponchatoula, with a mean response mid-way between “Rarely” and “Never” that was significantly less frequent than all other categories.

Frequency of shopping for the other categories fell between these extremes, as shown in Figure 7. Categories with the same colored bar or same letter at the end of the bar in Figure 7 had shopping frequency responses that were not significantly different from each other.



Reasons Respondents Shop in Ponchatoula

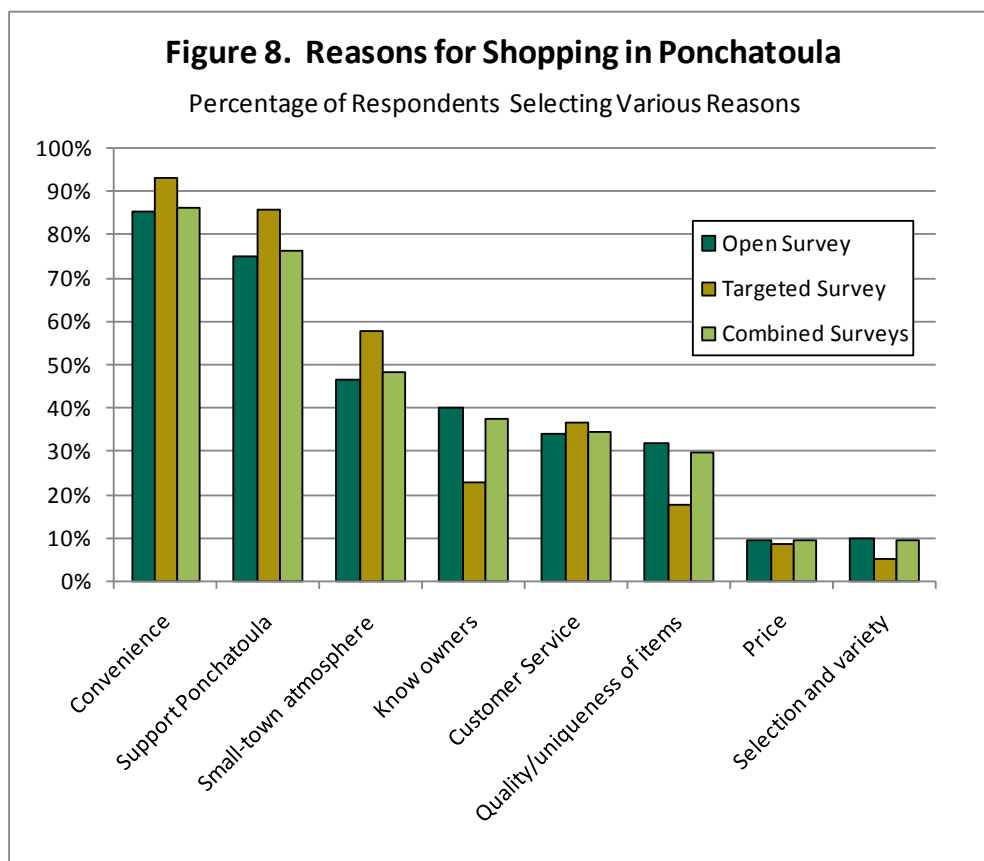
In order to determine where Ponchatoula already has a competitive advantage over its retail competition, Question #5 of the survey asked respondents to indicate the reasons they shop in Ponchatoula.

Convenience and *To support Ponchatoula and the local economy* were the most often selected reasons, chosen by 85 and 75 percent of open survey respondents and 93 and 86 percent of targeted survey respondents, respectively (Figure 8).

The third most-named reason for shopping in Ponchatoula was *Small-town atmosphere*, indicated by 47 percent of open survey and 58 percent of targeted survey respondents.

While the top three responses were chosen by a higher percentage of targeted survey than open survey respondents, *I know the store owners* and *Quality/Uniqueness of items* were chosen by higher percentages of open survey respondents. *Customer service* was chosen by approximately equal percentages from both surveys.

Price and *Selection and Variety* were the least chosen reasons for shopping in Ponchatoula, indicated by 10 percent or fewer respondents in each survey.



As shown in Figure 9, responses to Question #5 differed somewhat by age category.

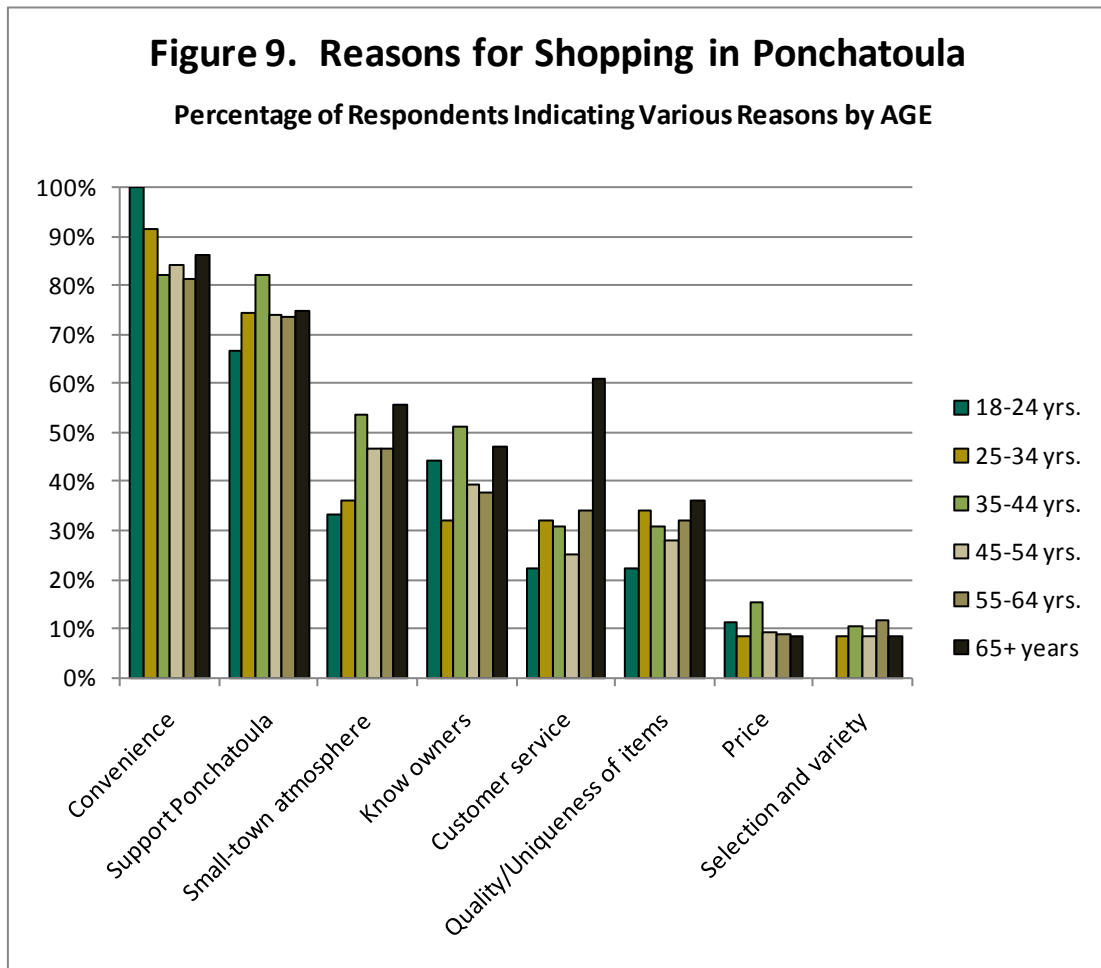
Convenience tended to be a more important factor to younger shoppers, while *Small-town atmosphere* increased in importance with age.

Customer service was a much more important reason for shopping in Ponchatoula for respondents in the oldest category (65+ years), with 61 percent selecting this reason versus 22 to 34 percent of the other age groups.

Respondents were also given the option of selecting *Other* and writing in reasons they shop in Ponchatoula. Responses mostly restated or enhanced the reasons already selected. Grouped into broad categories, counts of the *Other* responses included:

Table 4. Other reasons named for shopping in Ponchatoula	<u>Count</u>
Shop at antique/specialty stores	4
Shop at other named businesses in Ponchatoula	6
Convenience/less traffic	6
To support Ponchatoula, schools, etc.	3

Five respondents also wrote in reasons why they didn't shop in Ponchatoula. These negative responses all stated that Ponchatoula was too small or the stores and selection too limited.



Reasons Respondents Shop Outside of Ponchatoula

To assist the Ponchatoula business community in learning of possible problems or areas of need that cause area residents to shop elsewhere, Question #6 asked respondents to indicate reasons they had shopped outside of Ponchatoula.

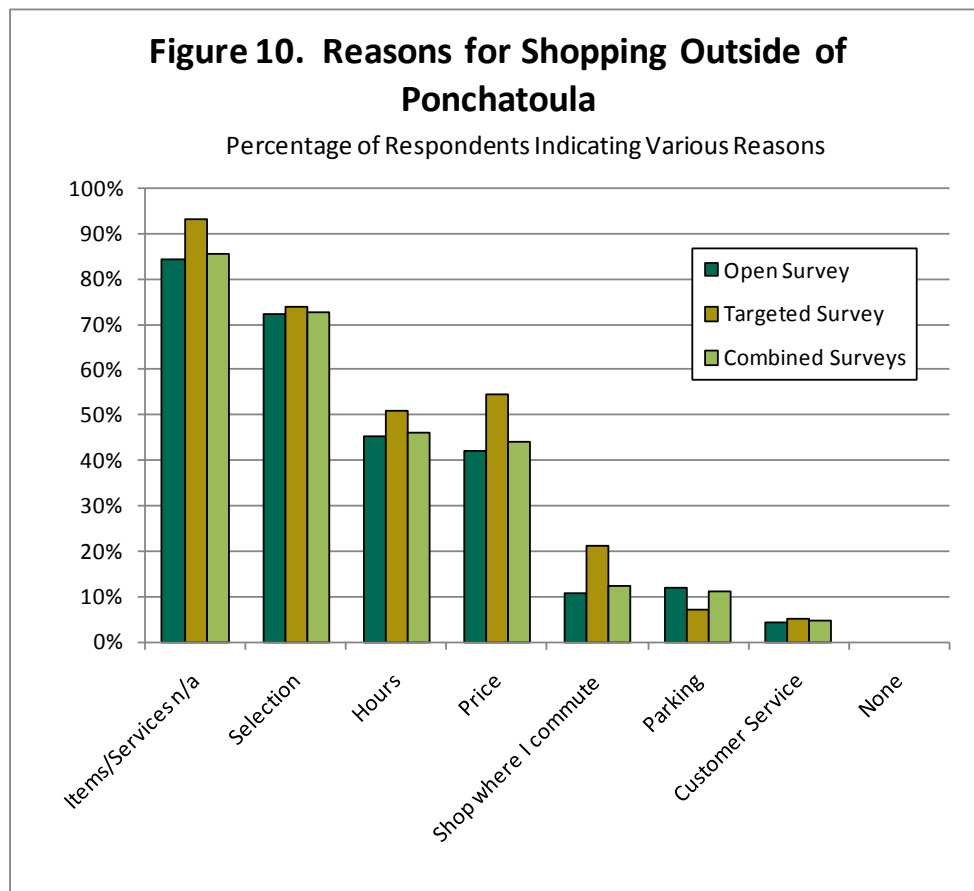
As shown in Figure 10, the primary two reasons indicated, by large margins, were *Certain items or services are not available in Ponchatoula* (86 percent of combined respondents) and *Better selection or more variety available elsewhere* (72 percent of combined respondents).

Hours of operation and *Price* were the next two most-selected reasons, indicated by 46 and 42 percent of combined respondents, respectively.

Approximately 21 percent of targeted survey respondents indicated that they do some of their shopping where they commute to work, while only 11 percent of open survey respondents indicated that choice.

Parking was indicated as a reason for shopping elsewhere by 11 percent of combined respondents, while *Customer Service* was selected by approximately 4 percent.

Respondents also had the option of selecting *None – I always shop in Ponchatoula*, but this choice was not indicated by any respondents in either survey.



Respondents were also given the choice of *Other* on Question #6, with space for them to write in other reasons they shop elsewhere. Fifteen residents of Ponchatoula and 22 non-residents provided responses, as tabulated in Table 5.

<u>Reason</u>	<u>Residents</u>	<u>Non-residents</u>
No big-box retailer in Ponchatoula	5	1
Limited selection/variety of stores in Ponchatoula	5	2
Shop closer to home/more convenient elsewhere	2	19
Parallel parking downtown	1	0
Doing more shopping on the internet	1	0
Poor customer service, cleanliness of stores, etc.	1	1

There was also one positive response to Q6:*Other*. A local business owner said he or she tried to shop local whenever possible to support other local businesses.

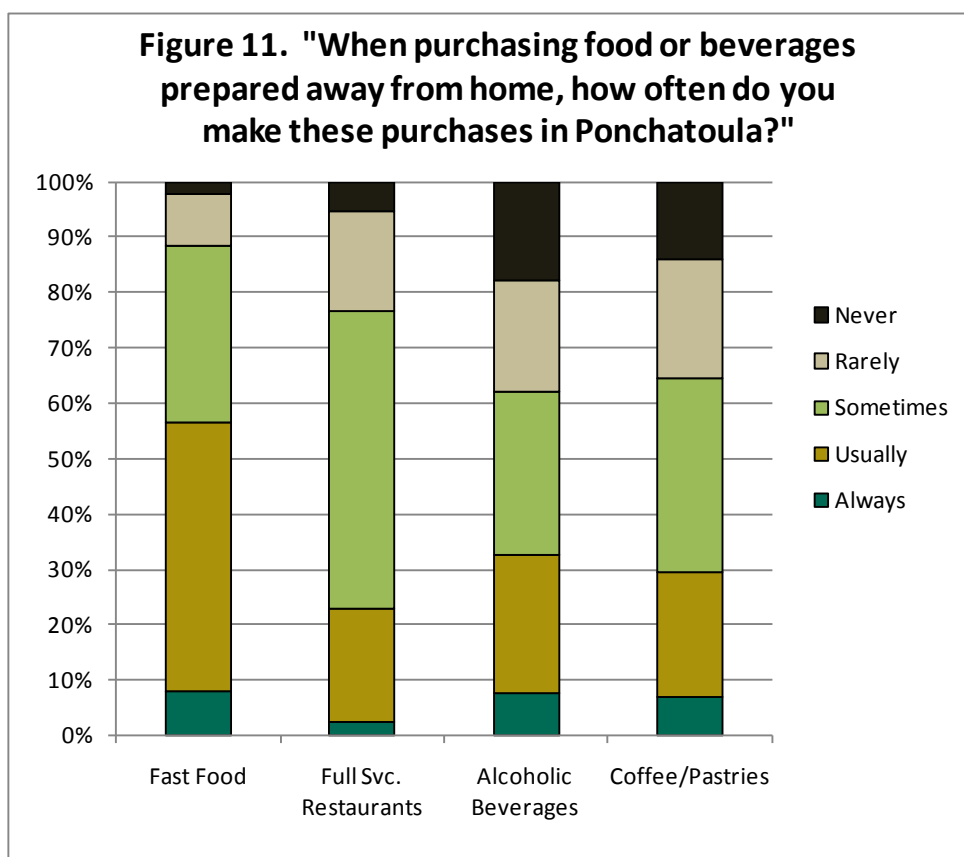
Frequency of Purchasing Food or Beverages Prepared Away from Home in Ponchatoula

Respondents to the Ponchatoula shopping surveys were asked in Question #7 how often their purchases of food and beverages prepared away from home were made in Ponchatoula.

Respondents indicated that they made a significantly higher portion of their fast food purchases in Ponchatoula than purchases of full-service restaurant meals, alcoholic beverages, or coffees/pastries. Differences in purchasing habits between the latter three categories were not significantly different.

As illustrated in Figure 11, 56.5 percent of respondents said they *Always* or *Usually* made their fast food purchases in Ponchatoula, compared to 23 percent of full-service restaurant purchases, 32.6 percent of alcoholic beverages, and 29.3 percent of coffee and pastries. Approximately 38 and 36 percent of respondents indicated that they *Rarely* or *Never* make their purchases of alcoholic beverages and coffee/pastries, respectively, in Ponchatoula.

Percentages shown in Figure 11 include only respondents who actually make the designated type of purchase. Blank or *Not Applicable* responses were removed before the percentages were calculated. The number of responses used ranged from 301 for "Alcoholic Beverages" to 391 for "Full-Service Restaurants".



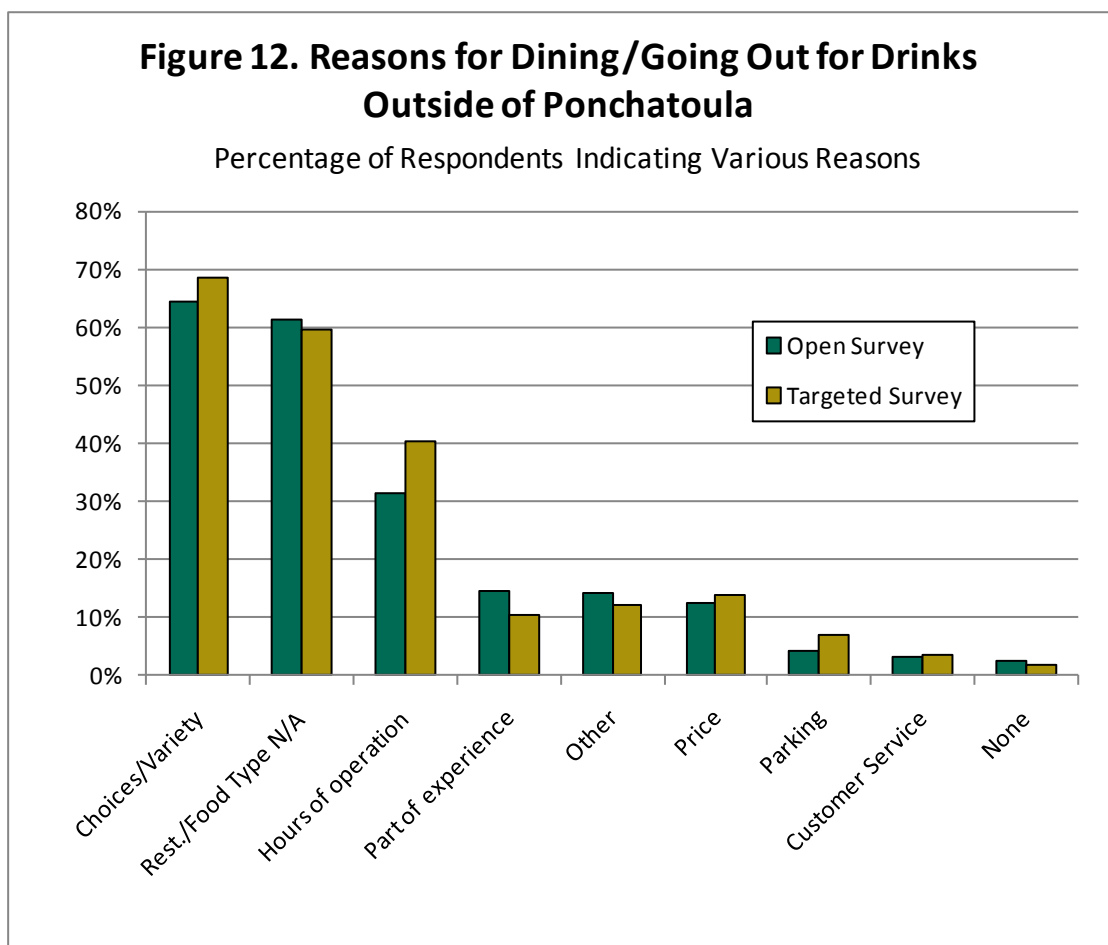
Reasons for Dining or Going Out for Drinks/Coffee Outside of Ponchatoula

As a follow-up to Question #7 regarding respondents' frequency of food and drink purchases in Ponchatoula, respondents were asked in Question #8 to indicate the reasons why they dined or went out for drinks or coffee outside of Ponchatoula.

As shown in Figure 12, the most indicated reason was *Better choices or more variety available elsewhere*, and the second most selected reason was the closely-related *Restaurants/Types of food & drink I like are not available in Ponchatoula*. These top two reasons were indicated by 65 and 61 percent, respectively, of all survey respondents

Approximately 1/3 (32.6 percent) of respondents said that *Hours of operation* was one reason they patronized food and drink establishments outside of Ponchatoula, while 13-14 percent said that *Going out of town is part of the experience*, or *Price* or *Other* reasons caused them to go elsewhere.

Of the 55 respondents who indicated *Other* reasons, 25 lived outside of Ponchatoula, and their specified *Other* reasons predictably revolved around convenience or dining closer to home (Table 6). The top response from the 30 residents of zip code 70454 who indicated *Other* reasons for dining outside of Ponchatoula was that they commute to work or shop elsewhere and dine out in those communities.



Several respondents reinforced or restated reasons already indicated – variety, price, customer service, operating hours, etc.

<u>Reason</u>	<u>Residents</u>	<u>Non-Residents</u>
Shop closer to home/work/shopping	8	18
More variety elsewhere/lack of variety in Ponchatoula	5	2
Coffee – specialized coffees/drive-thru coffee not available in Ponch.	4	0
Prices at restaurants in Ponchatoula	4	0
Better customer service elsewhere	2	0
Operating hours/ limited late evening dining choices in Ponchatoula	2	0
Ambiance	1	0
Not applicable/eat at home/can't afford to eat out/etc.	5	5

Days of the Week When Most Shopping Is Done

Question #9 of the survey asked respondents to indicate which day or days of the week they do most of their shopping.

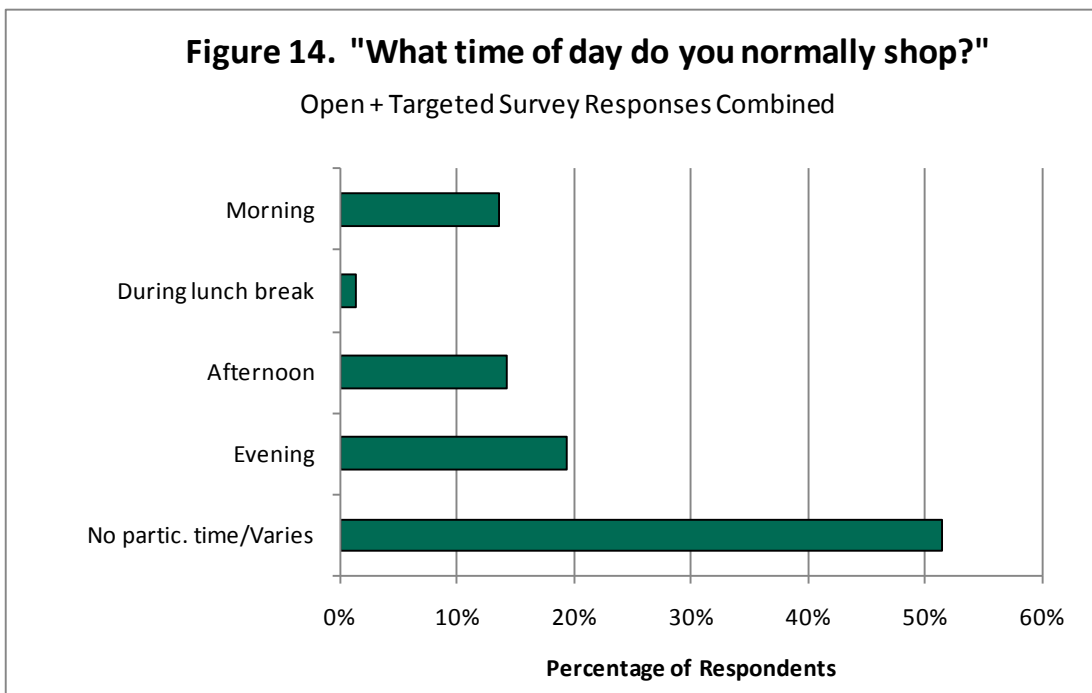
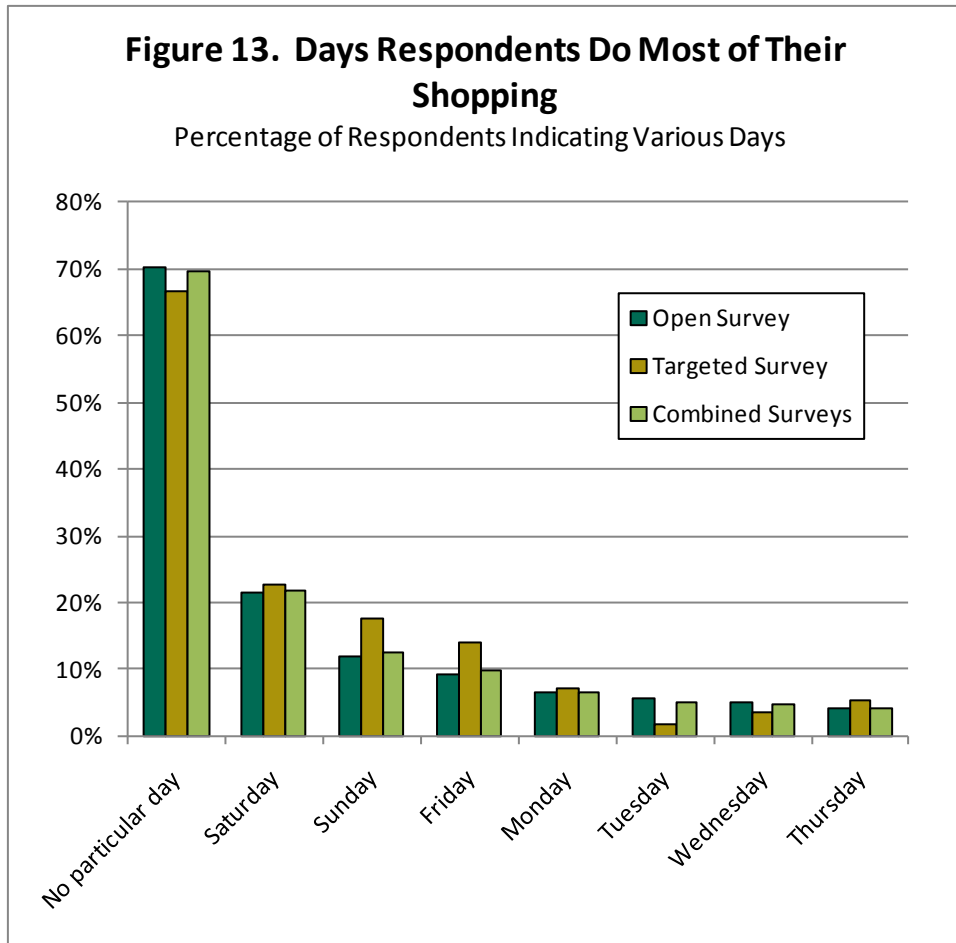
Approximately 70 percent of total respondents said there was no particular day that they shopped more than others (Figure 13). For those who did shop more on certain days, weekends were preferred, with 22 percent saying they shopped most on Saturday and 13 percent on Sunday. Friday was the most common shopping day for 10 percent of respondents, with responses for the other week days ranging from seven percent (Monday) down to four percent (Thursday).

Time of Day Respondents Normally Shop

Figure 14 illustrates the responses to Question #10 – “What TIME of day do you normally shop, or is there no particular time?” Responses to the open and targeted surveys were almost identical, and so were combined in Figure 14.

Slightly over half of all respondents (52 percent) said there was no particular time they did more shopping or that it varied by day, etc. Of respondents who specified a preferred shopping time, *Evening* was the most common response (19 percent), while *Afternoon* and *Morning* were almost equal (14.3 and 13.5 percent, respectively).

Only one percent of respondents said they normally shop during their lunch break.

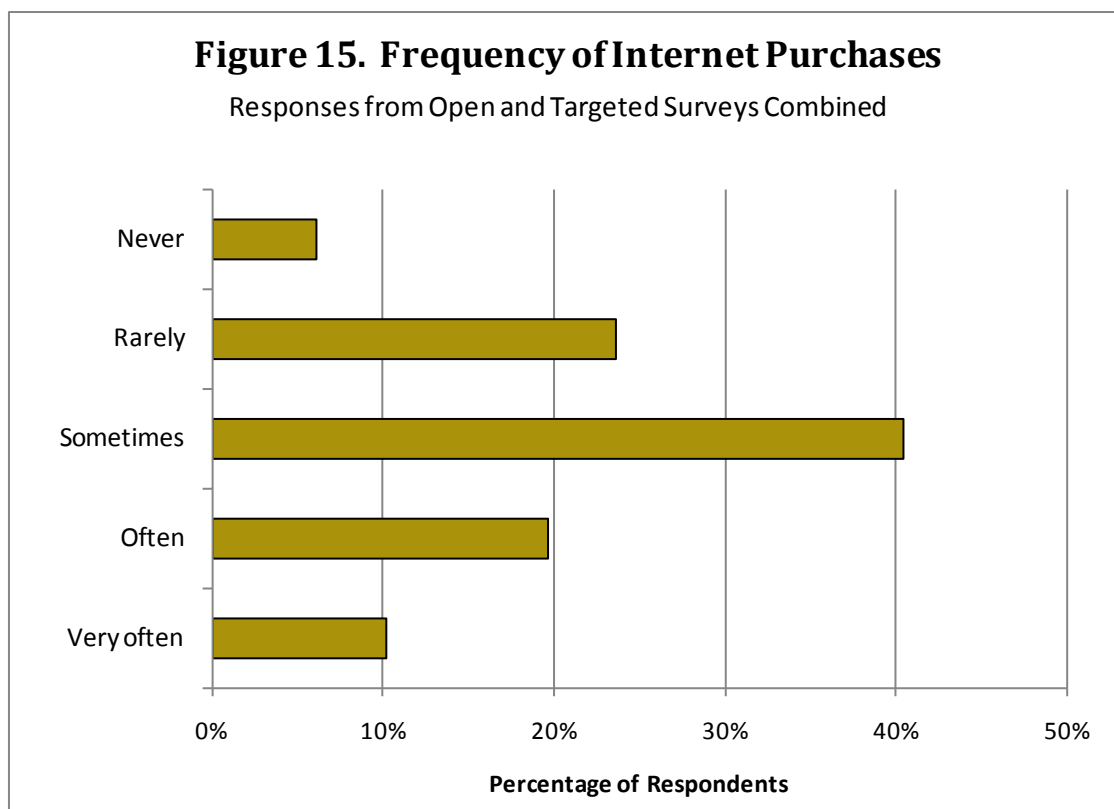


Frequency of Internet Purchases

The growth of online retail has created additional competition for local businesses. In order to gauge the popularity of Internet shopping with local residents, Question #11 in the Ponchatoula Shopping Survey asked respondents how often they purchased items on the Internet.

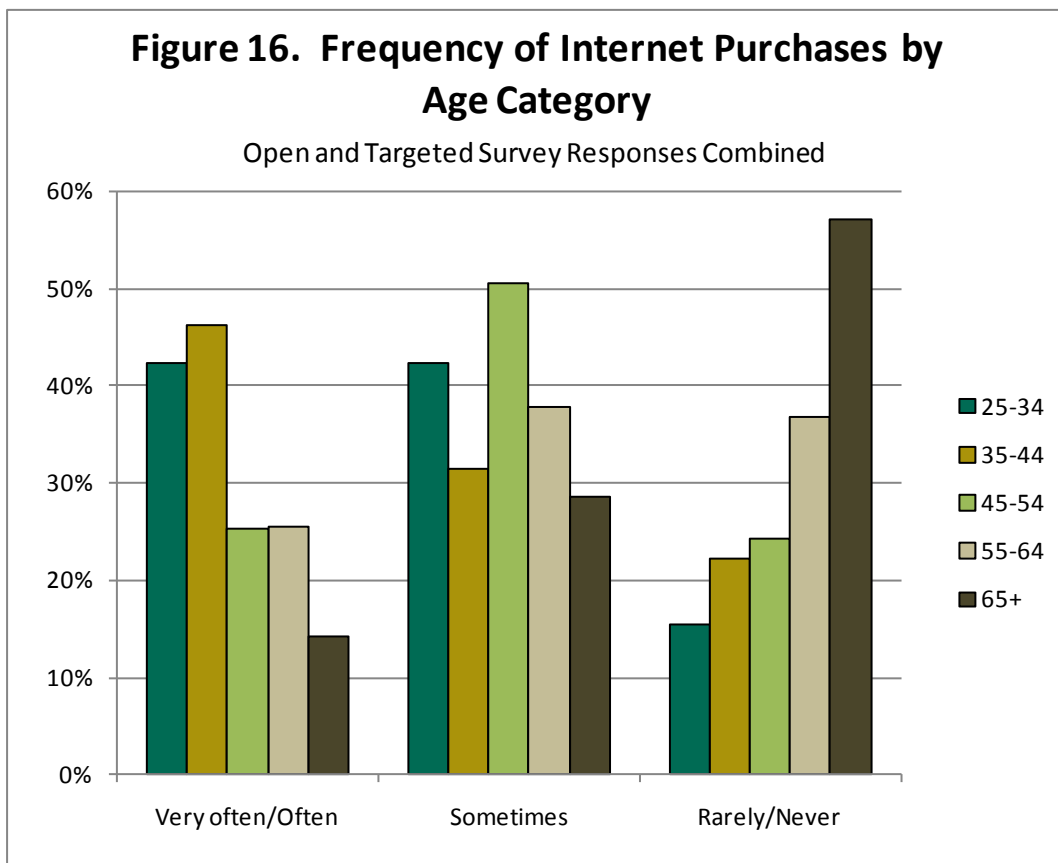
A plurality (40.5 percent) of respondents said they *Sometimes* make Internet purchases, followed by those indicating *Rarely* (23.7 percent), *Often* (19.6 percent), *Very often* (10.2 percent), and *Never* (6.1 percent).

When *Never* and *Rarely* were combined, and *Very often* and *Often* were also summed together, these two combinations equaled an identical 29.8 percent, indicating a uniformly-shaped distribution among local shoppers who frequently, sometimes, and seldom shop online.



When the responses to Question #11 are analyzed by age category, the popularity of Internet shopping can be seen to generally decline with the age of the respondent (Figure 16). The percentage of respondents indicating that they shop online *Very often* or *Often* declines from 42 – 46 percent for 25-34 and 35-44 year olds to 25 percent of those in the 45-54 and 55-64 age groups to 14 percent of respondents aged 65+.

Conversely, the percentage of respondents saying they *Rarely* or *Never* shop online increases from 15 percent of 25-34 year olds to 57 percent of individuals aged 65+. (Responses from individuals in the <18 and 18-24 age groups were not included due to the very limited number of responses.)

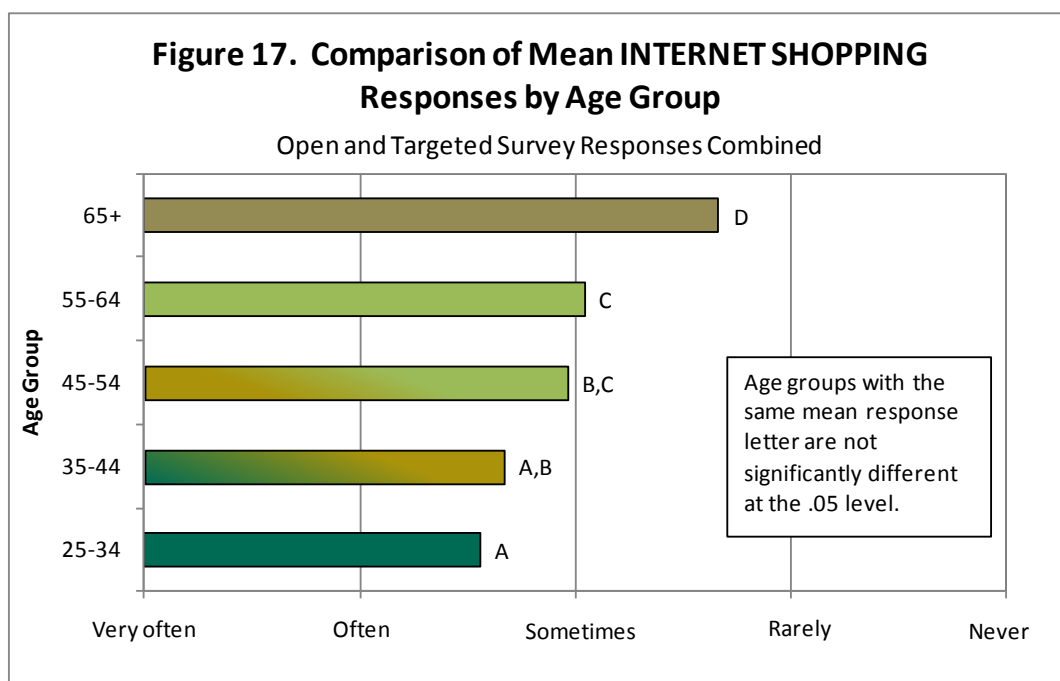


Providing further evidence of the decline in propensity to shop online with increasing age, Figure 17 illustrates a comparison of the mean responses to Question #11 by age group, based on a scale from *Very often=1* to *Never=5*.

Mean responses increase with each increase in age group, with significant differences (at the .05 level) between several pairs of age groups. Respondents in the 65+ age group are significantly less likely to shop online than respondents from all younger age groups.

Types of Items Purchased Online

Respondents who indicated that they made online purchases were asked to specify the types of items they purchased. As shown in Table 7, clothing was (by far) the most popular item purchased online, followed by books, gifts, and electronics/appliances/cameras. Several respondents noted that they primarily shopped online for items that were not available or hard to find in local stores.



Type of Item	Responses
Clothes/Shoes	79
Books	48
Gifts	48
Electronics/Appliances/Cameras	43
Movies & Music	27
Household Items & Home Décor	22
Specialty /Rare/Hard-to-find Items	17
Toys & Games	15
Vitamins/Health/Medical	8
Pet Supplies	7
Office Supplies	7
Jewelry	6
Cosmetics	6
Food	4
Art & Art/Craft Supplies	3
Automotive & Motorcycle Parts	3
Furniture	3
Sporting Goods	3
Other items	17
"Various/Varies"	18

Types of Stores or Product Lines Respondents Desire in Ponchatoula

Question #12 of the survey asked respondents to list up to five types of stores, product lines, or specific items not currently available in Ponchatoula that they would like to see available. Table 8 details the responses, which are listed in descending order of the total number of times mentioned as any of choices 1-5.

Response	Choice #1	Choice #2	Choice #3	Choice #4	Choice #5	Total
Restaurants (Total)	109	73	46	25	15	268
More restaurants (General)	11	6	0	1	2	20
Coffee/Pastry	31	15	10	4	3	63
Coffee (specialty, drive-thru, etc.)	27	13	8	4	2	54
Coffee/Donut (coffee & pastries, etc.)	4	2	2	0	0	8
Randazzo's Bakery	0	0	0	0	1	1
Fast Food/Lunch	22	22	11	4	2	61
Taco Bell	7	10	2	2	0	21
Raising Canes	3	3	4	1	0	11
Deli/Sandwich shop	3	4	2	1	0	10
Chic-fil-A	5	2	0	0	1	8
Healthy lunch/Take Out	3	3	0	0	1	7
Arby's	0	0	1	0	0	1
Dairy Queen	1	0	0	0	0	1
Drive-In (?)	0	0	1	0	0	1
Quizno's	0	0	1	0	0	1
Casual Dining	20	18	9	8	4	59
Casual Dining (various) (like Brady's, Mariner's, Applebees, etc.)	6	6	4	2	2	20
Affordable Dining	10	0	2	0	1	13
Pizza	1	5	0	2	0	8
Olive Garden	0	3	0	3	0	6
Outback Steakhouse	1	1	0	0	1	3
Pizza (Gourmet)	1	1	0	0	0	2

Table 8. Responses to Question #12: "Are there any types of stores, product lines, or specific items not currently available in Ponchatoula that you would like to see available?" – (continued)						
Response	Choice #1	Choice #2	Choice #3	Choice #4	Choice #5	Total
Red Lobster	0	1	1	0	0	2
Chipotle	1	0	0	0	0	1
Coffee Rani	0	0	0	1	0	1
Panera Bread	0	0	1	0	0	1
Sidewalk cafes	0	0	1	0	0	1
Zea	0	1	0	0	0	1
Full-service Dining	23	11	12	7	4	57
Evening dining	10	0	1	1	0	12
"Sit Down" restaurant	6	0	3	2	1	12
Family dining	3	2	4	1	0	10
Sushi/Japanese restaurant	2	1	0	2	0	5
BBQ restaurant	1	1	1	0	0	3
Breakfast restaurant (IHOP, Denny's, etc.)	0	2	1	0	0	3
Country/Home-cooking restaurant (Cracker Barrel, etc.)	0	0	1	0	1	2
Italian restaurant	1	1	0	0	0	2
Steak restaurant	0	1	0	0	1	2
Upscale dining	0	1	1	0	0	2
Buffet restaurant	0	0	0	1	0	1
Chinese restaurant	0	1	0	0	0	1
Golden Corral	0	0	0	0	1	1
Thai restaurant	0	1	0	0	0	1
Frozen Treats	2	1	4	1	0	8
Ice Cream shoppe	0	1	3	0	0	4
Baskin Robbins	1	0	1	0	0	2
Eddy's Frozen Custard	0	0	0	1	0	1
Yogurt shoppe	1	0	0	0	0	1
Drinking Establishments	1	1	0	0	0	2
Lounge w/ dancing	1	0	0	0	0	1
Upscale bars	0	1	0	0	0	1

Table 8. Responses to Question #12: "Are there any types of stores, product lines, or specific items not currently available in Ponchatoula that you would like to see available?" – (continued)						
Response	Choice #1	Choice #2	Choice #3	Choice #4	Choice #5	Total
More retail (general)	1	0	1	0	0	2
Clothing & Accessories	71	46	37	11	10	174
Clothing	22	14	8	1	2	47
Shoes	10	14	6	2	2	34
Department store	8	2	4	0	1	15
Men's clothing	10	0	4	1	0	15
Women's clothing	6	4	2	0	0	12
Mature/Large women's clothing	2	2	3	0	0	7
Affordable clothing	3	3	0	0	0	6
Old Navy	2	1	0	2	1	6
"Name Brand" clothing	1	0	4	0	0	5
Payless Shoes	0	3	0	0	1	4
Teen clothing	2	0	2	0	0	4
AmerEagle/Arie	0	1	0	1	1	3
Outlet stores	1	0	1	0	1	3
Children's clothing	1	0	1	0	0	2
Marshall's	0	0	1	1	0	2
Women's accessories	0	1	0	1	0	2
BabiesRUS	1	0	0	0	0	1
Banana Republic	1	0	0	0	0	1
Designer clothing	0	0	1	0	0	1
Jewelry store	0	0	0	1	0	1
Thrift consignment	0	0	0	0	1	1
Upscale consignment	0	0	0	1	0	1
Vintage clothing	1	0	0	0	0	1
Food & Beverage Stores	21	18	13	5	2	59
Upscale grocery (Rouse's, FreshMarket, etc.)	10	7	5	2	0	24
Grocery store	3	4	3	1	1	12
Whole Foods store	2	2	2	0	1	7
Affordable grocery store	1	2	1	1	0	5
Wine/Liquor store	1	2	0	1	0	4
Meat market	2	0	1	0	0	3
Seafood market	1	0	1	0	0	2

Table 8. Responses to Question #12: “Are there any types of stores, product lines, or specific items not currently available in Ponchatoula that you would like to see available?” – (continued)						
Response	Choice #1	Choice #2	Choice #3	Choice #4	Choice #5	Total
Asian store	1	0	0	0	0	1
Farmer's market	0	1	0	0	0	1
Leisure/Entertainment/Recreation	22	17	9	5	3	56
Sporting goods store	10	4	2	1	0	17
Bookstore	5	7	0	0	0	12
Arcade/Kids entertainment	1	2	1	1	0	5
Movie theater	0	2	1	0	0	3
Outdoor sports store	1	0	0	0	2	3
Bicycle shop	2	0	0	0	0	2
Family entertainment	0	0	2	0	0	2
Music store	1	1	0	0	0	2
Video store/Rental box	1	0	1	0	0	2
24-hr. fitness club	0	0	1	0	0	1
Bait shop	1	0	0	0	0	1
Comedy club	0	0	0	1	0	1
Dinner theater	0	0	1	0	0	1
Entertainment	0	0	0	0	1	1
LAN vidoe-gaming center	0	0	0	1	0	1
Senior citizen dance hall	0	0	0	1	0	1
Skate park	0	1	0	0	0	1
Discount and Big Box Stores	24	16	8	5	2	55
Wal-Mart/K-Mart	14	11	5	3	0	33
Sam's/Costco	8	1	3	1	0	13
DollarTree	1	1	0	1	1	4
Target	1	2	0	0	1	4
Big Lots	0	1	0	0	0	1
Gift & Specialty Stores	14	21	6	3	1	46
Office supplies (Office Depot, etc.)	5	5	1	1	0	12
Fabric/crafts (Sewing store, Hobby Lobby, fabric store, etc.)	6	5	0	0	0	11
Cards/ Gifts	1	5	3	1	0	10
Pet supplies (PetSmart, Petco, etc.)	1	3	2	1	0	7

Table 8. Responses to Question #12: “Are there any types of stores, product lines, or specific items not currently available in Ponchatoula that you would like to see available?” – (continued)						
Response	Choice #1	Choice #2	Choice #3	Choice #4	Choice #5	Total
ToysRUS	0	2	0	0	0	2
Disney store	0	1	0	0	0	1
Hobby store	1	0	0	0	0	1
Party supplies	1	0	0	0	0	1
Specialty store	0	0	0	0	1	1
Home Improve./Housewares/Tools	7	9	14	5	2	37
Home improvement store (Home Depot, Lowe's, etc.)	3	5	2	0	1	11
Furniture store	0	1	3	1	0	5
Home décor/housewares	0	0	3	2	0	5
Bed & bath store (Bed, Bath, & Beyond, etc.)	0	1	3	0	0	4
Appliances	0	2	0	1	0	3
Art gallery	0	0	1	0	1	2
Harbor Freight store	2	0	0	0	0	2
Hardware store	1	0	1	0	0	2
Antique store	1	0	0	0	0	1
Plants & garden supplies	0	0	1	0	0	1
World Market	0	0	0	1	0	1
Electronics	5	6	3	1	0	15
Electronics store	4	6	2	0	0	12
BestBuy	1	0	1	0	0	2
Computer store	0	0	0	1	0	1
Other Businesses	2	4	1	2	0	9
RaceTrac gas station	1	2	0	0	0	3
Capital One Bank branch	0	1	1	0	0	2
Auto repair shop	0	0	0	1	0	1
Car rental business	0	0	0	1	0	1
Jewelry repair shop	0	1	0	0	0	1
Shoe repair shop	1	0	0	0	0	1
Other Responses						
Silk Light Chocolate Soy Milk	0	0	0	0	1	1
Retirement subdivision	0	0	1	0	0	1

Some type of restaurant was named 268 times as the type of new business respondents would like to see come to Ponchatoula, making foodservice the most frequently mentioned response to Question #12. (Note: Responses were subjectively categorized by the report authors, and some responses were counted more than once, e.g. “More casual dining places in the evening” was counted once under *casual dining* and once under *evening dining*.)

The counts for most-desired new restaurants or types of restaurants were fairly evenly matched among:

- *Coffee and coffee/donut* = 63 responses
- *Fast food/Lunch* = 61
- *Casual dining* = 59
- *Full-service dining* = 57

These were followed (distantly) by *more restaurants* in general (20) and *frozen treat* businesses (8 responses).

Two respondents indicated a desire for additional drinking establishments in Ponchatoula.

The most popular non-restaurant category of desired businesses was *clothing and accessory stores*, with 174 responses, followed by much fewer but very similar counts for *food and beverage stores* (59), *leisure/entertainment/recreation* (56), and *discount and big box stores* (55).

Various *gift and specialty stores* were named in 46 responses and *home improvement/houseware/tool stores* 37 times. The final two categories were *electronics stores* (15 responses) and *other businesses* (9).

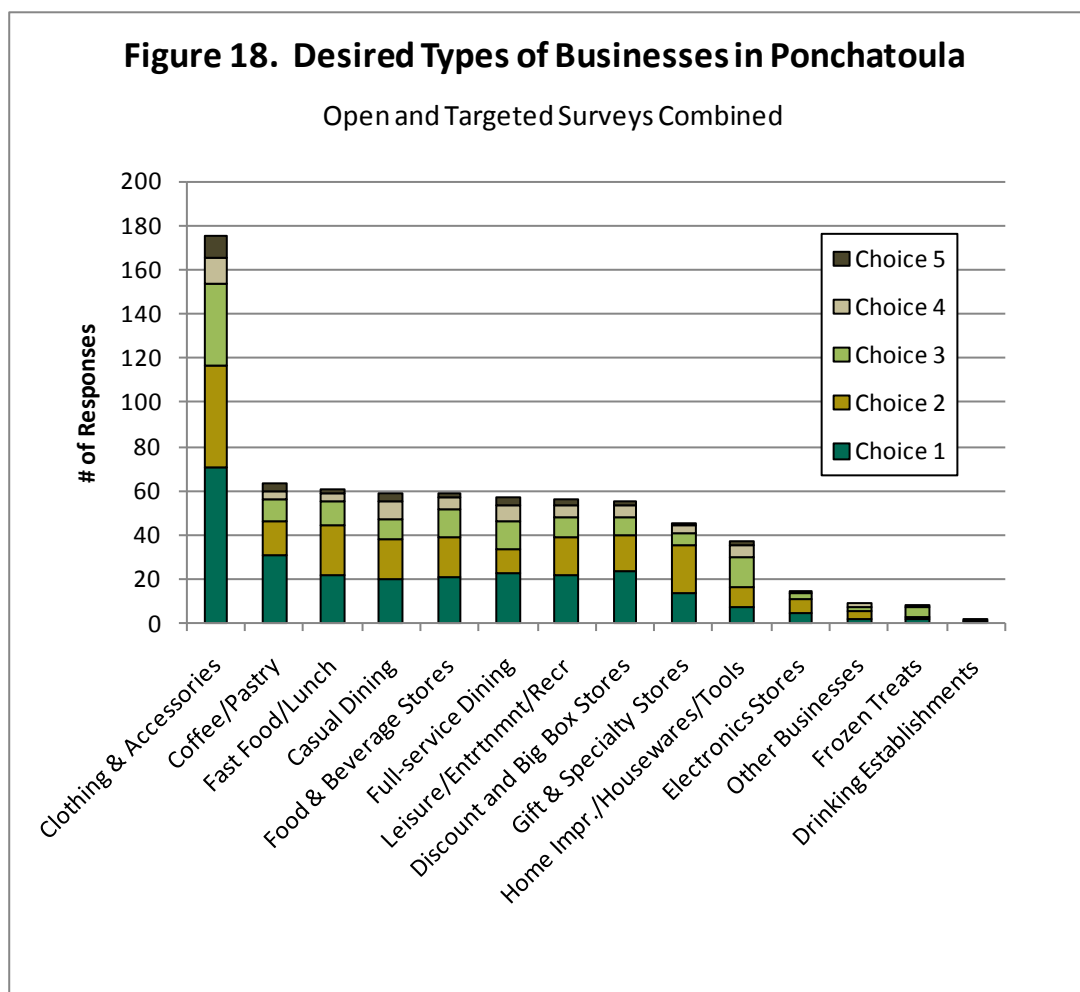
Only one respondent replied to the “specific item” portion of Question #12, indicating that they would like to see *Silk Light Chocolate Soy Milk* be available in Ponchatoula, and one respondent said they would like to see a small retirement subdivision be built in Ponchatoula.

Additional responses not tabulated in Table 8 included:

- “NO! Let’s keep the small town Mayberry atmosphere”
- “None I can think of”
- “Not sure what the local economy could support”
- “Products made in the USA”
- “Too many to list”
- “Existing businesses need big improvement in customer service”
- “Less bar rooms”
- “Very few restaurants open on Sunday”
- “Better quality and price on groceries and gas”
- “Less bars”
- “We need to offer more than just antiques”

- “Make the whole city and businesses handicapped-accessible inside and out”
- “Need more 24-hour stores or stores with later hours”
- “No more alcohol stores”

Figure 18 graphically displays the responses to Question #12, with the restaurant responses separated by type.



Additional Comments

Responders to both the open and targeted Ponchatoula shopping surveys were asked in Question #13 to add any additional comments they would like to share regarding shopping in Ponchatoula.

Combining the two surveys, 134 respondents included comments to Question #13, which have been grouped into 17 categories in Table 9. Some comments included multiple ideas, and so are counted more than once in Table 9.

Almost 35 percent of the respondents indicated that they liked or “loved” Ponchatoula and/or its shopping. Approximately 15 percent said they would to see more choices and/or selection available. Smaller percentages expressed various likes and dislikes, restating many ideas also indicated in prior questions.

Table 9. Additional comments regarding shopping in Ponchatoula (responses to Question #13)

	<u>n</u>	<u>%</u>
Like/Love Ponchatoula's shopping/atmosphere/community	56	34.6%
Would like more choices/selection	24	14.8%
Ponchatoula needs a store like "X" (various)	11	6.8%
Prices need to be more competitive	10	6.2%
Need better/more parking	9	5.6%
Ponchatoula stores need to stay open later and more hours on weekends	9	5.6%
Too much focus on or too many antique stores	9	5.6%
Need to upgrade the town with bike paths, sidewalks, landscaping, etc.	6	3.7%
Like the antique stores and branding as an "antique city"	5	3.1%
Don't want big stores in Ponchatoula/Preserve small-town feel	4	2.5%
Local businesses need better customer service	4	2.5%
No more bars/Too many bars	4	2.5%
Need more information/advertising about local businesses, sales, new stores, etc.	3	1.9%
Traffic issues need to be addressed (turn lanes, light at 5 th street, pedestrian lights, etc.)	3	1.9%
Don't like atmosphere in Ponchatoula (snobbery, racism)	2	1.2%
Local stores need better quality products	2	1.2%
Reminder that Ponchatoula shopping is not just downtown	1	0.6%

Summary

The Ponchatoula Open and Targeted Shopping Surveys received 339 and 57 useable responses, respectively.

Approximately 74 percent of combined respondents were female, over-representing the 52 percent of the Ponchatoula trade area population that are female. Middle-aged individuals (45-64 years), those from households with incomes over \$50,000, and individuals with higher levels of education were also over-represented among survey respondents.

Three-fourths (75.5 percent) of survey respondents lived in Ponchatoula and 15 percent in Hammond, with the remainder living in more distant communities. Only one respondent was from outside the state of Louisiana.

Groceries, gasoline, and auto parts were the categories respondents most often shopped for in Ponchatoula, while *Electronics and appliances* was the category least frequently shopped for in Ponchatoula.

Convenience and *To support Ponchatoula and the local economy* were the most often selected reasons why respondents indicated they shopped in Ponchatoula. *Price* and *Selection and Variety* were the least chosen reasons for shopping in Ponchatoula, indicated by 10 percent or fewer respondents in each survey.

The primary two reasons for shopping elsewhere, by large margins, were *Certain items or services are not available in Ponchatoula* (86 percent of combined respondents) and *Better selection or more variety available elsewhere* (72 percent of combined respondents).

The least named reasons for shopping elsewhere were *Parking* (11 percent of combined respondents) and *Customer Service*, which was selected by approximately 4 percent.

Respondents indicated that they made a significantly higher portion of their fast food purchases in Ponchatoula than purchases of full-service restaurant meals, alcoholic beverages, or coffees/pastries. Approximately 56 percent of respondents said they *Always* or *Usually* made their fast food purchases in Ponchatoula, compared to 23 percent of full-service restaurant purchases, 32.6 percent of alcoholic beverages, and 29.3 percent of coffee and pastries. Approximately 38 and 36 percent of respondents indicated that they *Rarely* or *Never* make their purchases of alcoholic beverages and coffee/pastries, respectively, in Ponchatoula.

The most indicated reason for dining and going out for drinks elsewhere was *Better choices or more variety available elsewhere*, and the second most selected reason was the closely-related *Restaurants/Types of food & drink I like are not available in Ponchatoula*. These top two reasons were indicated by 65 and 61 percent, respectively, of all survey respondents

Approximately 1/3 (32.6 percent) of respondents said that *Hours of operation* were one reason they patronized food and drink establishments outside of Ponchatoula, while 13-14 percent said that *Going out of town is part of the experience*, or *Price* or *Other* reasons caused them to go elsewhere.

Approximately 70 percent of total respondents said there was no particular day that they shopped more than others. For those who did shop more on certain days, weekends were preferred, with 22 percent saying they shopped most on Saturday and 13 percent on Sunday.

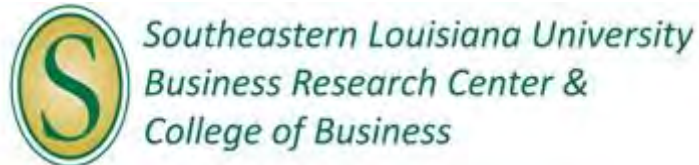
Slightly over half of all respondents (52 percent) said there was no particular time they did more shopping or that it varied by day, etc. Of respondents who specified a preferred shopping time, *Evening* was the most common response (19 percent) while *Afternoon* and *Morning* were almost equal (14.3 and 13.5 percent, respectively).

When asked what types of businesses they would like to see come to Ponchatoula, 268 respondents indicated some type of restaurant, with almost equal numbers naming *coffee and coffee/donut* (63 responses), *fast food/lunch* (61), *casual dining* (59), and *full-service dining* (57) choices.

The most desired non-restaurant category was *clothing and accessories stores*, named by 174 respondents.

When provided the opportunity for additional comments, almost 35 percent of the respondents who answered indicated that they liked or “loved” Ponchatoula and/or its shopping. Approximately 15 percent said they would to see more choices and/or selection available. Smaller percentages expressed an assortment of likes and dislikes.

Ponchatoula Open Shopping Survey



Hello and welcome to the 2010 Ponchatoula Shopping Survey! The survey is a joint project of the Ponchatoula Chamber of Commerce, the City of Ponchatoula, Southeastern Louisiana University, and the Louisiana Small Business Development Center.

The survey is designed to help the merchants of Ponchatoula know how to better meet your shopping needs and preferences. All survey responses are completely confidential and will only be used in aggregated form. The survey should take only 5-10 minutes of your time.

The Ponchatoula Chamber of Commerce has arranged for several gift certificates (up to \$50 in value!) good at Ponchatoula Chamber member businesses to be awarded to survey participants through drawings to be held at the conclusion of the survey period. Everyone who completes the survey is eligible, so if you would like to be entered in the drawings for the Ponchatoula gift certificates be sure and complete your contact information at the end of the survey! (This information will not be linked to your survey responses in any manner.)

Thank you for participating!

Ponchatoula Open Shopping Survey

1. What is the zip code at your home or place of residence? (Five digits only, please.)

2. What is the zip code where you are employed? (Five digits only, please. If you are not employed at this time, please write a word or phrase in the box to describe your current situation, i.e. "retired", "unemployed", "stay at home", "raising children", "student", etc.)

3. What portion of your household's shopping (all types) are you responsible for?

All

Most

Some

Not much

None

4. When shopping for the following types of items, how often do you shop in Ponchatoula? (N/A = Not applicable)

	Always	Usually	Sometimes	Rarely	Never	N/A
Gasoline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building materials/Hardware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Auto parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture and home furnishings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics and Appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books and Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gifts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Automobiles, Trucks, and RVs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and personal care items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office supplies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ponchatoula Open Shopping Survey

5. What are some reasons you shop in Ponchatoula? (Please check all that apply.)

- Convenience
- Selection and Variety
- I know the store owners
- Price
- Small-town atmosphere
- Quality/Uniqueness of items
- Customer service
- To support Ponchatoula and the local economy
- Other (please specify)

6. Which of the following are reasons you have shopped outside of Ponchatoula? (Please check all that apply.)

- None - I always shop in Ponchatoula
- Certain items or services are not available in Ponchatoula
- Better selection or more variety available elsewhere
- Price
- Customer service
- Hours of operation (store opening/closing days & times)
- I commute and shop closer to where I work
- Parking/Accessibility
- Other (please specify)

Ponchatoula Open Shopping Survey

7. When purchasing food or beverages prepared away from home, how often do you make these purchases in Ponchatoula? (N/A = Not applicable)

	Always	Usually	Sometimes	Rarely	Never	N/A
Fast-food restaurant dine-in/carry-out	jñ	jñ	jñ	jñ	jñ	jñ
Dining at full-service restaurants	jñ	jñ	jñ	jñ	jñ	jñ
Alcoholic beverages	jñ	jñ	jñ	jñ	jñ	jñ
Coffee and/or pastries	jñ	jñ	jñ	jñ	jñ	jñ

8. Which of the following are reasons you have dined or gone out for drinks/coffee outside of Ponchatoula? (Please check all that apply.)

- None - I always dine or purchase coffee/drinks in Ponchatoula
- Restaurants/Types of food & drink I like are not available in Ponchatoula
- Better choices or more variety available elsewhere
- Price
- Customer service
- Hours of operation (opening/closing days & times)
- Going out of town is part of the experience
- Parking/Accessibility
- Other (please specify)

9. What DAY or DAYS of the week do you do most of your shopping, or is there no particular day? (Please check all that apply.)

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- No particular day

Ponchatoula Open Shopping Survey

10. What TIME of day do you normally shop, or is there no particular time? (Please check only one response.)

Morning (8:00 a.m. to Noon)

During my lunch break

Afternoon (Noon to 5:00 p.m.)

Evening (After 5:00 p.m.)

No particular time/Varies

Comments

11. How often do you purchase items on the internet?

Very often

Often

Sometimes

Rarely

Never

If you do buy online, what types of items?

12. Are there any types of stores, product lines, or specific items not currently available in Ponchatoula that you would like to see available?

1.
2.
3.
4.
5.

13. Are there any additional comments you would like to share regarding shopping in Ponchatoula?

Ponchatoula Open Shopping Survey

Now for a few questions about you. (Your answers are only for classification purposes to learn how different types of people feel about shopping in Ponchatoula. All answers are confidential and will not be used except in aggregate.)

1. Your age category?

- Under 18 years
- 18 - 24 years
- 25 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65+ years
- I prefer not to answer this question

2. Your gender?

- Male
- Female
- I prefer not to answer this question

3. Which of the following categories would you say includes your total household income (before taxes)?

- Less than \$15,000
- \$15,000 - \$24,999
- \$25,000 - \$34,999
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or more
- I prefer not to answer this question

Ponchatoula Open Shopping Survey

4. Which choice below best describes your highest level of education completed?

- Less than 9th grade
- Some high school
- High school graduate
- Some college
- Associate or 2-year degree
- Bachelor's degree
- Graduate/Professional degree
- I prefer not to answer this question

5. How long have you lived in the Ponchatoula area?

- 0-5 years
- 6-10 years
- 11-20 years
- More than 20 years
- I do not live near Ponchatoula
- I prefer not to answer this question

That's it! Thank you very much for assisting us with this survey. Shopping in Ponchatoula benefits the whole community by providing jobs for local citizens, keeping sales tax dollars at home to support our City, and helping keep Ponchatoula a dynamic and thriving place to live. Our goal is to make sure shopping in Ponchatoula is convenient, accessible, and enjoyable, and we appreciate your help!

6. We're giving away several gift certificates good at any Ponchatoula Chamber of Commerce member business as a way of saying "Thank You" to survey participants. If you would like to be entered in the drawings for these prizes, please complete your contact information below. This is totally optional and voluntary, and your contact information will not be linked to your responses, nor will your information be sold or used for any marketing purposes. Thank you and good luck!

Name:

Address:

Address 2:

City/Town:

State:

ZIP:

Phone Number:

