

Direct Answers for Direct Marketing

Business Tools—3

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Researching Your Market: Identifying Your Customers

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In the preceding tool, you took your clients through the process of determining the price they would need to breakeven, given the quantity of product they have available and the size of the enterprise. However, the philosophy “If I grow/make it, people will buy it” doesn’t work for 99 percent of what’s produced. Your clients need to know something about the people who might buy the products they are interested in producing. This tool addresses the steps needed to accomplish that task. This tool differs slightly from others in that it has three parts rather than two. The first two parts are information for you as you work with your clients; the third part is what you will ask you clients to do as follow-up.

Perhaps the most challenging problem your clients face when starting a new enterprise is finding out if they can sell their products, an especially challenging task if they’ve never directly marketed. No crystal ball can predict what a market will want. However, market research provides information that will make projections about the future more accurate, and it helps your clients develop successful marketing strategies.

Part 1. For Extension Agents

The two types of market research involve primary and secondary data. Primary data are anything that involves gathering new information for yourself—by observing people; by counting things; or through surveys/questionnaires, interviews, or other direct means. Secondary data are assembling and analyzing data someone else collected and published. Chances are your clients will need to use both primary and secondary data to understand their market. Keep in mind that all data have limitations. No “perfect data” will be available to answer your clients’ questions completely and totally accurately. The result is that your clients will have to use the data judiciously.

Primary data are especially important when considering a new enterprise, a new market, or a very small or local market for which published data aren’t available. Furthermore, your clients are unlikely to find all the answers to their marketing questions using secondary data.

Good primary data will be far more beneficial to them than most secondary data because it focuses on local people and their economic and social conditions.

Good primary research can be extremely elaborate, sophisticated and expensive, but it can also be very simple and inexpensive in terms of dollars—time is a different matter. Having a small budget is no excuse for not conducting market research. Instead, your clients need to be creative in developing the most cost and time-effective methods of collecting the information they need. Some common methods for conducting primary research are

☞ *Observation* involves counting the number of things or events that may be relevant to their marketing situation; for example, the number of roadside stands within a 30-mile radius of their farms, as well as specific locations, hours of operation, what their competitors sell, what the quality is, how full the parking area is, etc. Observe the customers to learn about them: what they value, how they spend their money. Look at the kind of vehicles they drive, how they are dressed, what they drink (sodas, coffee, water) and the labels on these. How long do customers spend at the market? Do your clients' potential customers wander from seller to seller at a farmers' market buying some produce here and other there, even if the first farmer had the same produce as they bought elsewhere? If your clients' potential customers are in a grocery store check-out line—what magazines do they pick-up to look at while they wait? Do they buy them or put them back? What's the focus of these magazines? These observations tell your clients about consumers' lifestyles.

☞ *Talking to people* can be extremely informative. Your clients might visit a local farmers' market a couple of times and look at what people are buying and ask them about the product. They might ask the consumer

- if they often buy the product;
- if they are satisfied with the quality and price;
- if they would consider a different variety of the same product—for example, blue potatoes versus yellow potatoes, bi-colored corn versus white or yellow;
- why didn't they buy the corn at the stand where they bought tomatoes since both farmers were selling corn and tomatoes;
- how long does it take them to get to the market;
- how often do they come to the market?

☞ *Networking*. Encourage your clients to join the local business group, trade associations like vegetable and fruit growers association, or whatever other organizations will bring them into contact with other business people. Run ideas by the other business people. Ask what they are doing. A word of caution to your clients: don't join so many organizations in the name of networking that you don't have time for your own business.

☞ *Written or verbal questionnaires* work best for an existing business because your clients can ask their customers to complete them. What your clients will get from questionnaires is what other produce, meat, poultry, cheese, activities their customers would be willing to purchase. They will learn who their customers are. What they won't get is any really useful information from them about what their customers are willing to pay for an item—what customers say and what they do with their pocketbooks are often different. If your clients decide to use a questionnaire (see sample in Appendix A), remind your clients to . . .

- Ask only for information they will use to make a decision;
- Make their questions clear and to the point;
- Keep their questions simple and short;
- For oral questionnaires, keep paper and pencils at cash registers for clerks to write down customer comments;
- If using a written questionnaire, keep it to one page, one side, and leave room for comments where appropriate—these can be made on the back;
- When asking for ranking things like friendliness of employee, use an even number of choices or all the answers will be right in the middle;
- Have knowledgeable friends test the questionnaire for them—they don't want questions to be misunderstood or spelling errors because spell-check fails to differentiate between “your” and “you're;”
- Try coding the questionnaire based on test results;
- Consider giving an incentive for completing a questionnaire—a coupon, a small bag of apples, etc.; and
- Before they try analyzing their results, be sure they have a code number on the questionnaire which they also enter with the results. They need this code so that they can go back and check a result that looks strange.

☞ *Experimenting* is not a good way to do primary research, sometimes, however, the intuition goes along with it that makes it acceptable. A word of caution for your clients—try it on a small scale to see if it works. Your clients really don't want to lose their shirts, as the saying goes, by investing all their time, energy, and money in their new enterprise. If it's something they can market at a farmers' market along with other things they produce, they need to take it to see if sells. If it's an agritourism idea, add it to their existing array of activities. They shouldn't expect whatever they offer to be the product that saves the farm—it might be just the opposite. And one season might not be sufficient to prove the value of the product.

Secondary Research is often the easiest and least expensive way to obtain market information. Your clients can get several necessary types of information through secondary data. Most secondary data either will be national or by county/city or zip code. They have to use secondary data with the knowledge that it may not totally reflect their target market. Another difficulty with secondary data is putting it into a useful format. A word of caution about secondary research—the most useful may be lifestyle information, and it is the hardest to obtain without paying a huge amount for a professional questionnaire.

However, your clients can get some of it for free if they are willing to make some assumptions about the people in their area.

- ☞ Population and demographic data provide information about the number of people within a given geographic area (city/county/zip code) and their demographic characteristics, such as income, age distribution, level of education, household size, ethnicity, race, etc. Your clients need this information to estimate the total size of their market and to know how many customers of various ages, ethnicities, income, educational level, etc. that they have access to. Demographic trends within their area can be analyzed using data from the *U. S. Census Bureau* and the *Bureau of Economic Analysis* websites and others such as *www.city-data.com*, which bases its information on census data and which they may find easier to use. They need to keep in mind that most of the data they find will be based on census data which is only taken every 10 years and generally takes two to three years to be made available.
- ☞ Information about their local and regional economy is usually available from local economic development agencies or county/city administrators' offices. These sources can tell them the number of various types of business establishments, the availability of support services and credit sources, and zoning and other regulations which may affect their operation and marketing strategy.
- ☞ Production data can *sometimes* be found for their region as well. It will show the existing level of production of the product/service they are considering, as well as production trends. However, if their idea is new or that product is simply not a major commodity for their region, little information will be available.
- ☞ Consumption data show the per capita level of purchases by consumers for a given product or service. This information may not be available for their particular product, and it is usually national or by state not regional. This information comes from U. S. Department of Agriculture (USDA).

Your clients have access to numerous sources of secondary data including the Internet, the Cooperative Extension, USDA, public libraries, the U. S. Census Bureau, U. S. Bureau of Economic Analysis (BEA); U. S. Internal Revenue Service (IRS), local Chambers of Commerce, local transportation departments, planning and zoning boards, economic development agencies, and trade and commodity associations. Extremely useful information often can be found in the most unlikely places. In fact, the most difficult aspect of secondary research may be figuring out where to find the information your clients need.

Planning market research

Your clients' market research can be as complex and expensive in both time and money as their needs and budget allow, but caution them to keep their research targeted and cost effective by

- ✧ First, allocating a reasonable amount of time and money to this effort and plan to work within that allocation. What is "reasonable" depends on their judgment of the risks and rewards involved.
- ✧ Second, developing a list specific questions about their market that they feel they must answer before proceeding to develop the new enterprise.
- ✧ Third, defining the specific type of data they need to collect to answer those questions.
- ✧ Fourth, determining which of that data are already available from secondary sources.
- ✧ Fifth, determining what primary research techniques they will use to collect data which aren't already available.
- ✧ Sixth, seeking assistance. They can save a tremendous amount of time and energy by enlisting the aid of competent professionals, and they need not spend a dime to do so. A small business development program or *SCORE* in their area has staff who can review their market research plans, suggest tactics, and even help in developing and analyzing questionnaires, if they choose to do one. A librarian can help track down the secondary data they need. Their Chamber of Commerce can help identify local resources available to help them design and carry out their market research.

Develop a Customer Profile

Learning about people who buy/will buy from your clients consists of developing customer profiles and dividing the market based on customers that have similar demographics and lifestyle characteristics (interests, activities, and opinions, and/or product usage characteristics).

To begin to build their customer profile, your clients start with the easy part—secondary information. Their first decision is the geographic area they expect to draw customers from. They need a geographic area such as county or zip code so that they can get the Census data they need for demographic information.

Next, your clients would go to the US Census Bureau website and select Gateway to the 2000 Census and Summary File 1 (Figure 1). When they get to Summary File 1, they select "Access to all tables and maps in American FactFinder," detailed tables and follow from the drop down menus for geographic type, state, and counties. They select the tables they want: population, gender, age, median household income either by itself or based on educational attainment, and educational attainment. For race and ethnicity, they need to go to Summary Table 3, Table P7. They want median income because it's midway between the highest and lowest income in the area.

Average household income may be very much higher or lower depending on how many people have low or high incomes in the area and how much difference exists between the high and the low. For example, the median household income in 2005 from the American Community Survey (found at bottom of Figure 1) for New Hanover County is \$44,793, while the average household income is \$58,842. Two things to keep in mind with these data are 1. Census data are from 2000; 2. the American Community Questionnaire data are *estimates* using sophisticated computer models based on the 2000 Census, and these data are not calculated for all counties. They are the best data available. Your clients might be able to make some educated guesses about changes in income based on local economic conditions for example, a major employer moving into or leaving the area.

The screenshot shows the 'Census Data' section of the U.S. Census Bureau website. It is organized into two columns of links and text. The left column includes links for 'Rankings and Comparisons (PHC-T)', 'Census 2000 Briefs and Special Reports', 'Publications Library', 'Geographic Products and Information', '1990 Census', and 'Selected Historical Census Data - 1790 to 1990'. The right column includes 'Census 2000 Data Releases' with a list of links such as 'Demographic Profiles', 'Summary File 1', 'Summary File 2', 'Summary File 3', 'Summary File 4', 'American Indian and Alaska Native Summary File (AIANSF)', 'Congressional Apportionment', 'Congressional District Summary Files (108th)', 'Congressional District Summary Files (109th)', 'Congressional District Summary Files (110th)', 'Resident Population', 'Redistricting Data', and 'State Legislative District Summary Files'. Below this is 'Microdata' with links for '1-Percent Public Use Microdata Sample (PUMS) Files' and '5-Percent Public Use Microdata Sample (PUMS) Files'. At the bottom right is 'Selected Special Tabulations' with links for 'Worker Flow Files', 'County-To-County', 'Minor Civil Division (MCD) to County and County to MCD', and 'Migration Data and Reports'.

Figure 1. Summary File 1, U. S. Census Bureau 2000 census. Found at <http://www.census.gov>.

Once they have their demographic data, they need to look at the types of stories and advertisements in their local newspaper. Do these stories and advertisements focus on sports or fashion or social activities of the wealthier or gardening or food? What are the most frequent ads on the local radio stations? What does the local newspaper say about gardening and food—your clients can learn a lot about what people are looking for in the market. Your clients need to observe the people at the farmers' market, the grocery

store—what do they buy, how long do they spend shopping, how are they dressed, what do they drive?

For purposes of these tools, we make the distinction between lifestyle characteristics and psychographic characteristics. The names given to various characteristics are a function of the company compiling the information and how they define the groups.

Lifestyle characteristics reflect how customers allocate their time and resources. These characteristics include dress, athletic activities, political involvement, work habits, daily routines, eating and drinking characteristics, travel, community involvement, hobbies, and cultural endeavors. Some of these anyone can easily observe; others your clients may need to ask about in a questionnaire.

Psychographic characteristics relate to psychological ideas—how people view themselves, why they do what they do. These traits are related such characteristics as people being aggressive, gregarious, ambitious, creative, risk-taking, passive, depressed, abused, disciplined, competitive, resistant to change (Winston).

Go to one of the lifestyle websites and look at what they have to offer. For some idea of the questions your clients might ask on a survey to identify lifestyles, take the test offered by SRI Consulting Business Intelligence (<http://www.sric-bi.com/VALS/types.shtml>). The results will be this company's interpretation of your clients' answers. Another company will probably give slightly different classifications to their answers. Can your clients adapt any of these questions to gain insights into their target customers?

Frequently, psychographic and lifestyle studies lead to stereotypes like “soccer mom.” It is not easy to get these data, but they may be as useful to you as demographic data or production and consumption data that you find for a given product. Lesser and Hughes showed that psychographic information is generalizable from one market location to another.

Assume clients would like to convert their family farm into a hunting plantation. Determine both the demographic and lifestyle characteristics of their target market—avid hunters and fishermen. Combining the demographic and lifestyle characteristics, they develop the following profile of their target markets. Data suggest that people who are most likely to come to a hunting plantation are NASCAR fans, own Ford trucks, belong to NRA, likes outdoor activities like hunting, fishing, and camping (Table 1).

Table 1. Demographic and lifestyle characteristics of hunters

Race/ethnicity	White
Age	25-54
Education	High school
Median household income	\$63,200
Marital status	Married
Home ownership	Owns
Children	2
Lifestyle	
NASCAR fan	
Owns a Ford truck	
Camps, fishes, hunts	
Listens to county music	
Owns boat	
Listens to outdoor life TV shows	
Belongs to NRA	

The hunting example is only one way to characterize potential customers.

Consider the characteristics of the following types:

- ☞ “Soccer moms” middle to upper class, drives SUV or minivan, doesn’t work, spends time driving children to numerous activities, of which soccer is only one. The children are involved in numerous activities from sports to music to dance or gymnastics. The constant busy schedule of the children keeps the soccer mom on the road and leaves little time for food preparation or other domestic activities. Convenience is the most important criteria for these people.
- ☞ Home schooled families are found in any geographic area—cities, rural areas, suburbia. The families tend to be either religious or frustrated with public school education for various reasons. Some home schooling families are working, single mothers. In families with both parents, the top three occupational groups of home-schooling fathers were accountants or engineers (17.3 percent); professor, doctor, or lawyer (16.9 percent); and small-business owner (10.7 percent). [These occupations tend to put the families in the mid- to upper-class category.] According to the same survey, 87.7 percent of mothers who have chosen to stay at home and teach their children list “homemaker” as their occupation (Brian D. Ray, “Home Education across the United States,” Home School Legal Defense Association research study, March 1997, p. 12. cited at Isabel Lyman. “Policy Analysis: Homeschooling: Back to the Future?” Cato Institute. http://www.cato.org/pubs/pas/pa-294.html#N_34). Home-schooling parents often take their children on outings to local places—similar to public school field trips.

According to Danziger in *Why People Buy Things*, consumers purchases fall into four groups: utilitarian, lifestyle luxuries, aspirational luxuries, indulgences. Utilitarian purchases aren’t necessarily needed, but they make life easier—microwaves, food processors, steamers for clothing. Lifestyle luxuries are practical as well as prestigious name brands. They include cars like BMW, designer clothes and accessories, fine china and glassware.

Indulgences have emotional gratification as their primary justification. They include gourmet chocolate, books, flowers, magazines, entertainment. Aspirational luxuries express consumers' values, interests, and passions. They include original art, boats, fine jewelry; buying them offers emotional satisfaction. Danziger found only 39 percent of respondents to a series of telephone surveys identified impulse buying as important in their decisions to buy (Table 2). Quality of life ranked highest and status lowest.

Table 2. Justification for purchases

	Percent identify as important
Quality of life	89
Pleasure	84
Beauty	83
Education	83
Relaxation	82
Entertainment	78
Planned purchase	75
Emotional satisfaction	74
Replace existing items	73
Stress relief	66
Hobby	66
Gift for self	54
Bought on impulse	39
Status	30

Source: Danziger, p. 60.

Remember, these definitions are just one author's labels for consumer buying characteristics. They compiled the information using three telephone surveys in 2000, 2001, and 2003. Telephone surveys are expensive. Finding work that someone else has done and made available will be the most cost-effective way of dealing with why people buy. Your clients can also learn a lot from observation and reading about trends.

After your clients gather their information, they use it to create a table similar to Table 3. Customer Profile. This table will help them organize the information they have so that they can get a picture of their potential customers.

Table 3. Customer Profile			
Customers	County	County	Total
Total population			
Age			
0-9			
10-19			
20 - 25			
26 – 45			
45 – 65			
Over 65			
Male (over 19)			
Female (over 19)			
Race/ethnicity			
White			
African American			
Asian			
Mexican			
Other			
Educational attainment			
No high school			
Some college			
College degree			
Advanced degree			
Median household income			
Primary occupation (percent)*			
Blue collar			
White collar			
Professional			
* You may have to estimate these percentages based on your knowledge of the area.			

Observable lifestyle characteristics such as dress, vehicle, newspaper and magazine choices, etc.*	
Vehicle driven	
Magazines looked at or purchased	
Ads in local newspaper and on local radio stations	
Vacation spots	
Other	
*You may have to make some educated guesses based on the emphasis in the local newspapers and radio stations.	

After they gather their demographic and lifestyle information, they need to look for information on trends. A web search on food trends gives a long list of possible articles. They need to narrow their search to something more specific like sweet and hot pepper trends or agritourism trends. These articles will probably be about other areas of the country or about the nation in general. Your clients would use the information to see how closely the demographic and lifestyle characteristics of their area match those described in these articles.

If your clients are interested in agritourism for example, ask them what activities on their farm already have people who are neither family members nor employees. These activities are, in the broadest sense, agritourism. Lesser and Hughes found lifestyle characteristics generalizable to areas other than that for which they were collected. Based on their findings, your clients could use an agritourism presentation from Kansas that shows the percent of people participating in various agritourism activities (Tolle). These numbers are probably national, the presentation doesn't say. From the lifestyle characteristics of potential customers, your clients can get an idea of which activities will be most popular for their businesses. Another paper on using cheese as the basis for agritourism, says that studies show that agritourism has grown 30 percent in the U. S. from 1997 to 2007 (Dairy Innovation Business Center). These data are national, but as your clients look around their counties and assess what is available for entertainment, they might see where they can fit in the expanding agritourism industry.

While knowing WHY people buy may be more important than demographic data, your clients may not be able to obtain the information without a lot of expense, time, and work. Trends, demographics, and observation will be their primary sources of relatively low-cost information. They will have to draw their own conclusions about the impact of these results for their operations.

Part 2. How To Use The Information

To illustrate how to use the information your clients gather, we use a hypothetical agritourism farm in Johnston County, North Carolina.

First, go to a map of North Carolina and find approximately where your farm is located (more on defining your market area in *Estimating Market Potential*). You decide a 30 mile radius is probably about all you want to tackle as a new agritourism operation. You put a dot on your farm and draw a circle with a 30 mile radius (Figure 2). You find that it includes Harnett, Wake, Wayne, and Wilson counties. Half of Sampson is also included, but you decide you might not get enough business from there to include it in your analysis. You also figure that most people in that area can get to your farm in an hour or less—probably the longest anyone would be willing to drive for entertainment (other than the beach!).

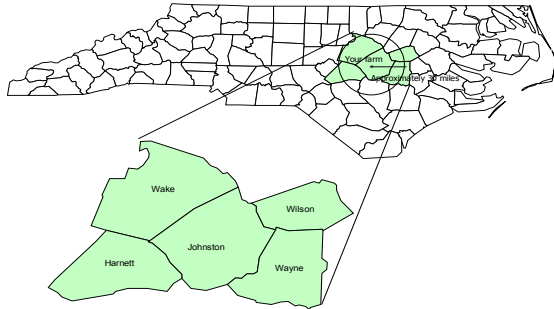


Figure 2. Target market area

The next thing you do is go to the U. S. Census Bureau and start collecting data.

After you have your demographic and lifestyle table, think about specific groups within these broader areas that you might want to target. For example, if you decide to do educational farm tours, contact home-school parents, public schools, and private schools. If you want strictly entertainment—a day in the country—target church groups, both youth and adult. Refine your general information, depending on what you believe will best suit your needs, abilities, and resources.

Table 3. Customer Profile Table	
Customers	Harnett County
Total population	100,634
Age	
0-9	14,894
10-19	14,793
20 - 25	24,756
26 – 45	22,139
45 – 65	14,994
Over 65	9,057
Male (over 19)	31,204
Female (over 19)	32,756
Race/ethnicity	
White	62,574
African American	20,208
Asian	595
Hispanic	5,179
Other	2,469
Educational attainment	
No high school	14,271
Some college	12,589
College degree	5,347
Advanced degree	1,951
Median household income \$	38,142
Primary occupation (percent)*	
Blue collar	40
White collar	50
Professional	10
* You may have to estimate these percentages based on your knowledge of the area.	

Observable lifestyle characteristics such as dress, vehicle, newspaper and magazine choices, etc.*

Dress: casual, good, but not expensive

Vehicles: trucks, SUVs, economy cars, Fords, Chevys, Hondas, Toyotas dominate

Newspapers: local

Magazines: Sports Illustrated, food, gardening, diet

Church: parking lots of Baptist, Presbyterian, Methodist, Unitarian full on Sundays

* You may have make some educated guesses based on the emphasis in the local newspapers and magazines.

Part 3: Worksheet for your clients

Ask your clients to complete the worksheet on their own after you've gone over with them what is needed.

Define your geographic market area (zip codes, counties, driving times,—be specific about area).

Define your target customer (school children, Asians, church groups, etc.)

Fill in as much of the following table as you can for your geographic location/locations.

Customer Profile Table			
Customers	County	County	Total
Total population			
Age			
0-9			
10-19			
20 - 25			
26 – 45			
45 – 65			
Over 65			
Male (over 19)			
Female (over 19)			
Race/ethnicity			
White			
African American			
Asian			
Mexican			
Other			
Educational attainment			
No high school			
Some college			
College degree			
Advanced degree			
Median household income			
Primary occupation (percent)*			

Blue collar			
White collar			
Professional			
* You may have to estimate these percentages based on your knowledge of the area.			

Observable lifestyle characteristics such as dress, vehicle, newspaper and magazine choices, etc * .
* You may have to make some educated guesses based on the emphasis in the local newspapers.

Appendix A. Sample questionnaire

1. Have you completed a survey for us previously? yes no
2. Are our employees

Friendly <input type="checkbox"/> yes <input type="checkbox"/> no	Courteous <input type="checkbox"/> yes <input type="checkbox"/> no	
Helpful <input type="checkbox"/> yes <input type="checkbox"/> no	Dressed appropriately <input type="checkbox"/> yes <input type="checkbox"/> no	
3. How would you rate our produce?

<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	
<input type="checkbox"/> Satisfactory	<input type="checkbox"/> Poor	
4. What products do you buy most often?
5. What time of day do you usually shop at our market?

<input type="checkbox"/> Before 11 a.m.	<input type="checkbox"/> Between 11 a.m. and 3 p.m.
<input type="checkbox"/> Between 3 p.m. and 6 p.m.	<input type="checkbox"/> After 6 p.m.
6. Is the information we provide clear and useful? yes no
7. If you answered "No" to question 6, what can we do to improve it for you?
8. What don't we grow that you would like to have?
9. What can we do to improve our service to you?
10. Do you have children or grandchildren living in your home? yes no
11. What community or sports groups do you and your family participate in?
 - 1.
 - 2.
 - 3.
12. What are your hobbies?
 - 1.
 - 2.
 - 3.
13. Do you read the local newspaper? Yes No
14. What are your three favorite magazines?
 - 1.
 - 2.
 - 3.
15. What is your gender? Male female
16. Please give a range in which your household income falls

<input type="checkbox"/> Under \$20,000	<input type="checkbox"/> \$20,000 to \$29,999	<input type="checkbox"/> \$30,000 to \$39,999	
<input type="checkbox"/> \$50,000 to \$75,000	<input type="checkbox"/> \$40,000 to \$49,999	<input type="checkbox"/> Over \$75,000	

Thank you for your help. Please ask the cashier for your coupon.

Appendix B. Helpful References and Websites for Conducting Market Research

Census of Agriculture – http://www.nass.usda.gov/Census_of_Agriculture/

City-Data.com – <http://www.city-data.com>

Dairy Innovation Business Center. “Cheese Tourism in Wisconsin: Issues and Prospects.”

Found at <http://www.dbicusa.org/resources/finalversiondbiccheesetourismreport.pdf>

Danziger, Pamela. *Why People Buy Things*. 2004. Do search on Pamela Danziger.

Economic Indicators – <http://www.census.gov/cgi-bin/briefroom/BriefRm>

Horticultural Business Information Network – <http://www.utextension.utk.edu/hbin>

Lesser, J. A. and M. A. Hughes. “The Generalizability of Psychographic Market Segments across Geographic Locations,” *Journal of Marketing*, Vol. 50, No. 1. (Jan., 1986), pp. 18-27 found at <http://links.jstor.org/sici?sici=0022-2429%28198601%2950%3A1%3C18%3ATGOPMS%3E2.0.CO%3B2-2>

MapStats – <http://www.fedstats.gov/qf/>

SRI-Consulting Business Intelligence. <http://www.sric-bi.com/VALS/>

Stat-USA/Internet – <http://www.stat-usa.gov>

The Right Site offers numerous free demographic profiles—www.easidemographics.com/cgi-bin/login_free.asp

Tolle, F. *Agritourism: The New Frontier*. Oklahoma Agritourism. Found at <http://www.k-state.edu/projects/wmf/pdffiles/AgritourismPresentation.pdf>

USDA Economic Research Service Briefing Rooms – <http://www.ers.usda.gov/Briefing/>

Winston, W. J. *Psychographic/Lifestyle Aspects for Market Targeting*. The Haworth Press, Inc. 1984 Go to Hawthorn Press at <http://www.haworthpress.com/default.asp> and do a search for the book.

The manual was developed and funded as part of a Southern SARE Grant 2006.

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