

What our READERS have to say...



## 2017 READER SURVEY\*

93%

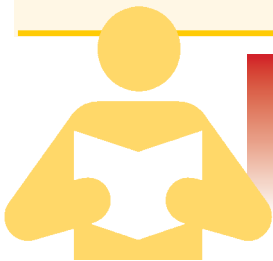
VISIT ADVERTISERS' WEB SITES

95%

say DM has INTRODUCED THEM TO NEW ADVERTISER PRODUCTS OR SERVICES

50%

are MORE LIKELY TO BUY THE PRODUCT OR SERVICE WHEN THEY SEE IT ADVERTISED in DM



56% are female

52% are between the ages of 30-59

34% have household income over \$75,000

19% have household income over \$100,000

Distinctly Montana Readers...



55% FULL-TIME MONTANA RESIDENT



8% PART-TIME MONTANA RESIDENT



37% VISITORS AND NON-RESIDENTS



15%

are likely to seek NEW BANKING OR FINANCIAL SERVICES

34%

are likely to purchase NEW FURNITURE OR FURNISHINGS

16%

are likely to use the services of a REAL ESTATE AGENT

Home REAL ESTATE BUILDING AND DESIGN



15%

are likely to use the services of a BUILDER, DESIGNER OR ARCHITECT

Getting Places AIR AND AUTO



20%

are likely to PURCHASE OR LEASE AN AUTO

Medical HEALTH AND BEAUTY

42%

are likely to need HEALTH OR MEDICAL SERVICES

55%

are likely to need ELECTIVE MEDICAL SERVICES (e.g. cosmetology, plastic surgery, dental, etc.)

Travel VACATION AND BUSINESS

61%

visit a MONTANA HOTEL OR RESORT FOR MEETINGS AND CONFERENCES

65%

report they are "MOST LIKELY" TO VACATION in Montana

38%

are likely to TRAVEL BY AIR 2 OR MORE TIMES

65%

are likely to VACATION IN MONTANA



58% DINE OUT WEEKLY

\*Independent 2017 Reader Survey of 273 randomly selected Distinctly Montana readers