

# 2021 Pulse of America

## Great Lakes Region Shopping Survey Report (IL-OH-IN-MI-WI)

### Response Counts

Completion Rate:

100%



Complete




1,013














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Total: 1,013













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	1,013
			<b>Total: 1,013</b>

## 2. What local news sources are you using most now? (Check TOP THREE)









Value		Percent	Responses
Local Newspaper		53.4%	541
Local Newspaper Website		34.7%	352
Local TV News		59.1%	599
Local TV News Website		20.8%	211
National Broadcast News		38.4%	389
National Broadcast Website		12.0%	122
Local Radio		32.7%	331
Local Radio Website		5.3%	54
Apple News		4.2%	43
Facebook		30.5%	309
Twitter		4.4%	45
Nextdoor		9.4%	95
Other		8.7%	88

### 3. What is your most trusted source for news now? (Check ONE only)





Value		Percent	Responses
Local Newspaper		15.0%	152
Local Newspaper Website		6.8%	69
Local TV News		26.6%	269
Local TV News Website		5.1%	52
National Broadcast News		18.2%	184
National Broadcast Website		7.9%	80
Local Radio		6.1%	62
Local Radio Website		0.7%	7
Apple News		0.8%	8
Facebook		1.5%	15
Twitter		0.4%	4
Other		11.0%	111

**Total: 1,013**





4. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
Employment needs		35.3%	358
General status of the business		45.1%	457
New hours		48.5%	491
New services being offered		68.1%	690
Online services being offered		41.0%	415
Services that are being offered		69.3%	702
The cleaning and safety precaution policies		19.0%	192
Other		3.8%	38














5. Which of the following have you or any members of your household done in the past WEEK?

Value		Percent	Responses
Listened to Local Radio		65.4%	663
Watched Local Television		77.5%	785
Read the Local Newspaper		71.9%	728
None of the above / Does not apply		3.8%	39

6. In the last 30 days, have you or a member of your household made a purchase or sought out more information on a local product or service advertised in the following? (Check all that apply.)























Value		Percent	Responses
Local Publication or Newspaper		46.4%	470
Local Radio Station		14.2%	144
Local TV Station		16.1%	163
None of the above / Does not apply		44.8%	454



7. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

Value		Percent	Responses
National Daily Newspaper		25.5%	186
Local Daily Newspaper		84.6%	616
Local Paid Weekly Community Newspaper		27.9%	203
Local Free Weekly Print Publication		28.8%	210
Local Alternative Publication		7.8%	57
Local City or Regional Magazine		30.6%	223
Local Specialty Publication		14.4%	105
Local Business Publication		15.7%	114
Local Ethnic Publication		2.7%	20
Local Parenting Publication		0.5%	4
Local Children's Publication		0.5%	4
Local Senior Publication		13.6%	99
None of the above / Does not apply		1.6%	12









8. Which of the following radio station formats have you or the members of your household listened to in the past week? (Check all that apply.)













Value		Percent	Responses
Adult Alternative		13.6%	90
Adult Contemporary		15.8%	105
Adult Hits		19.0%	126
Business News		14.3%	95
CHR (Contemporary Hit Radio)		4.4%	29
Classic Hits		35.9%	238
Classic Rock		50.8%	337
Classical		12.1%	80
Religious		11.2%	74
Country		36.2%	240
Easy Listening		18.1%	120
News/Talk		44.3%	294
Oldies		27.5%	182
Rock		23.2%	154
Sports		21.3%	141
Talk		21.4%	142
Other		3.8%	25
Hot AC		0.3%	2
Regional Mexican		0.9%	6
Rhythmic-CHR		0.3%	2
Spanish		0.6%	4
Urban AC		1.1%	7

Value		Percent	Responses
Urban Contemporary		1.8%	12
None of the above / Does not apply		0.5%	3























9. What time slots do you or the members of your household typically listen to local radio? (Check all that apply.)

Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		72.2%	479
Midday (10:00 am - 3:00 pm)		45.1%	299
Afternoon Drive (3:00 - 7:00 pm)		55.7%	369
Evenings (7:00 pm - midnight)		18.7%	124
Overnight (midnight - 6:00 am)		4.2%	28
Don't know / Does not apply		2.9%	19

10. What time slots do you or the members of your household typically watch local television? (Check all that apply.)














Value		Percent	Responses
Morning News (5 am – 9 am)		51.1%	401
Morning (9 am – 12 noon)		19.6%	154
Daytime (12 noon – 3 pm)		20.0%	157
Early Fringe (3 pm – 5 pm)		16.3%	128
Early News (5 pm – 7 pm)		67.6%	531
Prime Access (7 pm – 8 pm)		31.8%	250
Prime Time (8 pm – 11 pm)		57.3%	450
Late News (11 pm – 11:30 pm)		16.3%	128
Late Fringe (11:30 pm – 1 am)		7.0%	55
Post Late Fringe (1 am - 2 am)		2.8%	22
Overnight (2 am - 5 am)		2.7%	21
Don't know - Does not apply		0.9%	7

11. Which of the following AUTOMOTIVE SERVICE BUSINESSES do you or the members of your household plan to shop at in the NEXT 12 MONTHS? (Check all that apply.)










Value		Percent	Responses
Auto Battery Store		4.5%	46
Auto Body Shop		6.4%	65
Auto Detailing Shop		12.3%	125
Auto Parts Store		20.1%	204
Auto Repair Shop		27.1%	275
Car Wash		73.3%	743
Gas Station		84.1%	852
New Vehicle Dealership		15.1%	153
Oil Change Station		44.7%	453
Recreation Vehicle (RV) Dealership		3.2%	32
Tire Store		14.1%	143
Used Vehicle Dealership		7.9%	80
None of the above / Does not apply		4.4%	45
Auto Glass Repair Shop		2.8%	28
Auto Muffler Shop		1.7%	17
Auto Paint Shop		2.0%	20
Auto Salvage Yard		2.4%	24
Auto Stereo Installation		1.0%	10
Auto Towing Service		1.1%	11
Auto Window Tinting		1.7%	17
Car Audio Store		1.0%	10
Commercial Truck Dealership		0.8%	8

Value		Percent	Responses
Commercial Truck Repair Shop		1.2%	12
RV or Camper Repair		2.2%	22
Trailer Rental Service		0.7%	7
Transmission Shop		0.7%	7

12. Which of the following MOTORSPORT BUSINESSES do you or the members of your household plan to shop at in the NEXT 12 MONTHS?  
(Check all that apply.)























Value		Percent	Responses
All-Terrain Vehicle (ATV) Dealer		3.0%	30
Boat and RV Storage Facility		2.7%	27
Boat Dealer		2.6%	26
Boat Rental Service		1.5%	15
Boat Repair Shop		1.7%	17
Boating Accessory Store		2.2%	22
Golf Cart Dealer		1.6%	16
Motorcycle Accessory Store		2.2%	22
Motorcycle Dealer		2.3%	23
Motorcycle Repair Shop		2.3%	23
Watercraft Dealer		1.0%	10
Watercraft Rental Shop		1.6%	16
None of the above / Does not apply		85.3%	864







13. Which of the following FARM EQUIPMENT and AGRICULTURE BUSINESSES do you or the members of your household plan to shop at in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Agriculture Farm Supply Store		12.3%	125
Animal Feed Store		7.8%	79
Agricultural Service		2.5%	25
Farm Equipment Repair Shop		2.5%	25
Farm Truck and Tractor Repair Shop		1.7%	17
Farming Structure Building Contractor		1.2%	12
New Farm Equipment Dealer		1.2%	12
Used Farm Equipment Dealer		1.5%	15
None of the above / Does not apply		83.8%	849



14. Which of the following SPECIALTY FOOD BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)













Value		Percent	Responses
Bagel Shop		22.9%	232
Bakery		60.4%	612
Beer Shop		22.5%	228
Beverage Distributor		12.3%	125
Candy Store		15.4%	156
Cheese Shop		27.2%	276
Chocolate Shop		17.1%	173
Coffee & Tea Shop		35.3%	358
Convenience Store		58.7%	595
Cookie Store		7.8%	79
Cupcake Shop		7.2%	73
Dessert Restaurant		6.7%	68
Distillery		13.0%	132
Donut Shop		30.5%	309
Espresso or Coffee Shop		33.3%	337
Ethnic Food Restaurant		40.8%	413
Ice Cream or Frozen Yogurt Shop		52.0%	527
Liquor Store		46.1%	467
Meat Market or Butcher Shop		44.4%	450
Seafood Market		15.3%	155
Smoothie or Juice Bar		7.7%	78
Specialty Cake Bakery		7.7%	78

Value		Percent	Responses
Specialty Food Market		16.6%	168
Tea Shop		5.4%	55
Wine Shop		12.8%	130
Winery		16.0%	162
None of the above / Does not apply		5.2%	53
U-Brew Beer or Wine Store		2.1%	21




















15. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Health Food Store		9.8%	99
Farmers Market		61.2%	620
Grocery Store (Discount)		43.0%	436
Grocery Store (Ethnic)		11.5%	117
Grocery Store (Major or Regional Chain)		85.8%	869
Grocery Store (Neighborhood/Local/Mom & Pop)		30.9%	313
Grocery Store (Co-op)		18.7%	189
Grocery Store (Independent/Citywide)		38.5%	390
None of the above / Does not apply		0.4%	4












16. Which of the following types of BEAUTY and SPA BUSINESSES do you or the members of your household plan to shop at or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Barbershop		30.9%	313
Day Spa		6.8%	69
Eyelash Extension Salon		1.9%	19
Hair Salon		70.4%	712
Hair Removal Salon		2.8%	28
Massage		22.7%	230
Makeup Artist		1.2%	12
Nail Salon		30.9%	313
Skin Care Store		3.9%	39
Tanning Salon		3.8%	38
Tattoo Studio		7.4%	75
None of the above / Does not apply		10.5%	106

17. Which of the following types of SPORTING and RECREATION BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bait & Tackle Shop		14.9%	151
Bicycle Rental Service		2.3%	23
Bicycle Repair Shop		11.8%	119
Bicycle Shop		10.5%	106
Bowling Alley		14.9%	151
Dive Shop		1.6%	16
Fishing Supply Store		9.8%	99
Golf Course		22.1%	224
Golf Driving Range		13.5%	137
Golf Pro Shop		8.2%	83
Gun Shooting Range		8.5%	86
Gun Store		9.0%	91
Miniature Golf Course		15.0%	152
Outdoor Gear Store		9.3%	94
Seasonal Hunting		4.6%	47
Ski Shop		2.0%	20
New Sporting Goods Store		11.6%	117
Used Sporting Goods Store		5.6%	57
None of the above / Does not apply		39.0%	395












18. Which of the following types of EVENT PLANNING BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Boat Charter		4.1%	41
Card or Stationery Store		19.4%	196
Catering Service		5.9%	60
Event Coordinator		1.6%	16
Hotel Meeting Room or Event Space		4.4%	45
Party Supply Store		12.5%	127
Aerial Photography		1.2%	12
Photographer		5.4%	55
Wedding Planner		0.9%	9
Wedding Venue or Banquet Hall		3.2%	32
None of the above / Does not apply		65.5%	663

19. Which of the following types of ARTS and ENTERTAINMENT BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)











Value		Percent	Responses
Arts Organization		14.3%	145
Bingo Hall		5.2%	53
Casino		17.0%	172
Community Theatre		22.7%	230
Food Festival		38.7%	392
Live Theater		27.3%	276
Local Festival		48.1%	487
Movie Theater		49.1%	497
Music Festival		26.4%	267
Performing Arts Center		22.2%	225
Stadium or Arena Events		28.2%	285
Wine Tour		10.1%	102
None of the above / Does not apply		13.5%	137

20. Which of the following types of FAMILY ACTIVITIES do you or the members of your household plan to visit or shop at in the NEXT 12 MONTHS? (Check all that apply.)








Value		Percent	Responses
Amusement Center / Park		19.5%	197
Athletic Club		14.4%	146
Family Entertainment Center		8.1%	82
Family Play Center		4.1%	41
Horseback Riding		6.0%	61
Ice Skating or Roller Rink		6.3%	64
Local Sports Team		27.1%	274
Outdoor Park		39.4%	399
Waterpark		16.5%	167
Zoo		40.1%	406
None of the above / Does not apply		27.7%	280

























21. Which of the following FITNESS BUSINESSES or PROVIDERS do you or the members of your household plan to shop at or use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Dance Studio		3.5%	35
Exercise Classes		16.1%	163
Fitness Boot Camp		2.1%	21
Gym, Fitness or Athletic Club		27.7%	280
Martial Arts Studio		3.3%	33
Personal Trainer		4.2%	42
Rock Climbing Gym		1.3%	13
Swimming Lessons		5.2%	53
Yoga Studio		7.5%	76
None of the above / Does not apply		59.1%	598

22. Which of the following types of NIGHTLIFE BUSINESSES do you or the members of your household plan to visit or shop at in the NEXT 12 MONTHS? (Check all that apply.)







Value		Percent	Responses
Adult Club or Entertainment Company		3.0%	30
Bar, Lounge or Pub		48.1%	487
Billiard Hall		2.0%	20
Card Room		0.5%	5
Sports Bar		26.1%	264
Wine Bar		14.7%	149
None of the above / Does not apply		44.0%	445

23. Which of the following types of EDUCATION BUSINESSES do you or the members of your household plan to use or look into using in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Adult Education School		3.0%	30
Community College		6.4%	65
Continuing Education Courses		11.0%	111
Elementary School		5.5%	56
Graduate School		3.2%	32
Lecture or Seminar Series		7.4%	75
Middle School or High School		7.3%	74
Musical Instruments and Lessons		5.2%	53
Online/On-demand Programs		11.4%	115
University / College		6.7%	68
None of the above / Does not apply		61.6%	623
Beauty School		0.5%	5
Culinary School		1.3%	13
Dance School		1.8%	18
Driving School		2.5%	25
Language School		1.5%	15
Medical Training Certification		1.0%	10
Online Music Teacher		1.2%	12
Preschool		1.5%	15
Private Elementary School		1.1%	11
Private High School		0.9%	9
Private K-12 School		0.8%	8

Value		Percent	Responses
Private Middle School		0.3%	3
Private Tutor		0.3%	3
Real Estate School		0.7%	7
Tutoring Center		0.4%	4
Trade School		1.5%	15
Training Center		1.2%	12
Vocational School		0.9%	9















24. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bank		23.3%	236
Credit Union		16.0%	162
Financial Advisor		13.1%	133
Stockbroker		2.9%	29
Tax Return Service		10.6%	107
None of the above / Does not apply		62.5%	633






















25. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Auto Broker		0.6%	6
Bankruptcy Service		1.1%	11
Bookkeeping Service		3.1%	31
Car Leasing Service		2.5%	25
Check Cashing Service		0.7%	7
Credit Counseling Service		0.9%	9
Credit Repair Service		0.4%	4
Debt Consolidation Company		0.8%	8
Money Transfer Service		2.1%	21
Payday Loan Company		0.2%	2
Title Loan Company		1.2%	12
None of the above / Does not apply		89.7%	908







26. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)










Value		Percent	Responses
Acupuncturist		3.4%	34
Chiropractor		13.4%	136
Dental Clinic		13.3%	135
Dentist		42.1%	426
Denture or Implant Specialist		4.6%	47
Family Practitioner		20.8%	210
General Practitioner		22.8%	231
Hearing Aid Center		4.5%	46
Hospice Care Provider		0.6%	6
Hospital		7.2%	73
Medical Clinic		12.5%	126
Optometrist		20.9%	212
Pediatrician		2.9%	29
None of the above / Does not apply		40.7%	412

27. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES do you or the members of your household plan to use the services of in the NEXT 12 MONTHS? (Check all that apply.)














Value		Percent	Responses
Allergy or Asthma Specialist		6.1%	62
Audiology Clinic		6.2%	63
Blood Donation Center		12.4%	125
Cancer Specialist		5.6%	57
Cardiologist		16.0%	162
Dermatologist		25.9%	262
Ear, Nose & Throat Doctor		11.2%	113
Gastroenterologist		10.4%	105
Internal Medicine Doctor		27.5%	278
Laboratory or Medical Testing Facility		19.9%	201
Massage Therapist		16.9%	171
Medical Imaging Service		11.1%	112
Medical Supply Store		3.6%	36
Mental Health Provider		8.3%	84
Mental Health Service		3.2%	32
Obstetrician & Gynecologist		9.1%	92
Oncologist		4.2%	42
Ophthalmologist		23.1%	234
Orthodontist		3.5%	35
Orthopedist		5.0%	51
Pain Clinic		3.3%	33








Value		Percent	Responses
Pain Management Physician		3.2%	32
Physical Therapist		10.4%	105
Podiatrist		9.5%	96
Psychiatrist		4.6%	47
Psychologist		3.8%	38
Sleep Disorder Clinic		3.8%	38
Surgical Specialist		3.7%	37
Urgent Care Clinic		5.4%	55
Urologist		6.5%	66
Walk-In Clinic		6.6%	67
Wellness Program		7.3%	74
Wellness Service		3.7%	37
None of the above / Does not apply		19.4%	196
Alcoholism Treatment Program		0.5%	5
Alzheimer's or Memory Care Facility		1.0%	10
Cardiovascular Surgeon		1.0%	10
Cosmetic or Plastic Surgery		1.9%	19
Cryotherapy		0.3%	3
Drug Addiction Treatment Center		0.5%	5
Drug Testing Service		0.4%	4
Esthetician Skin-care		2.8%	28
Home Health Care Provider		1.9%	19
Laser Eye Surgery Clinic		2.5%	25
Lice Clinic		0.2%	2

Value		Percent	Responses
Medical Spa		0.8%	8
Mental Health Clinic		2.6%	26
Naturopathic Practitioner		2.0%	20
Nutritionist or Dietician		2.8%	28
Pain Control Clinic		2.2%	22
Physical Health Center		0.4%	4
Rehabilitation Clinic		1.2%	12
Sports Medicine Clinic		1.5%	15
Vascular Surgeon or Vein Center		0.9%	9
















28. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
55+ Housing Community		3.3%	33
Adult Day Care		0.7%	7
Aging in Place Business		0.5%	5
Assisted Living Facility		0.7%	7
Geriatric Physician		1.3%	13
Memory Care Facility		0.9%	9
Nursing Home		0.5%	5
Respite Relief Provider		0.5%	5
Retirement Counselor		0.8%	8
Retirement Home		0.9%	9
Senior Care Placement Agency		0.3%	3
Senior Center		4.0%	40
None of the above / Does not apply		89.7%	908























29. Which of the following types of CANNABIS BUSINESSES OR PLANS do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)








Value		Percent	Responses
Cannabis Marijuana Dispensary		12.5%	127
CBD Store		11.3%	114
Medical Marijuana Dispensary		3.8%	38
Medical Marijuana Authorization		2.8%	28
None of the above / Does not apply		79.0%	799

30. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 12 MONTHS? (Check all that apply.)



















Value		Percent	Responses
Airline		49.6%	502
Bed & Breakfast		12.6%	128
Campground		15.1%	153
Hotel or Motel (Local)		10.2%	103
Hotel or Motel (Out-of-Town)		66.2%	670
Limo Service		5.4%	55
Luggage-Travel Store		0.9%	9
Local Tourism		14.3%	145
Regional Airport		24.6%	249
RV Rental Company		1.4%	14
Shuttle Service		5.7%	58
Ski Resort		3.1%	31
Taxi Service		8.8%	89
Travel Agent		7.7%	78
None of the above / Does not apply		19.3%	195

31. Which of the following types of LOCAL SERVICE BUSINESSES do you or the members of your household plan to shop at or use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Auction House		4.8%	49
Bottled Water Delivery Service		3.2%	32
Car Rental Agency		10.7%	108
Compost / Yard Waste Service		6.7%	68
Courier or Delivery Service		5.3%	54
Dry Cleaning or Laundry Service		24.4%	247
Electronics Repair Shop		3.1%	31
Information Technology (IT) Service		3.3%	33
Jewelry Repair Shop		9.4%	95
Junkyard		4.1%	41
Mail Store		15.6%	158
Mobile or Cell Phone Repair Shop		4.8%	49
Moving Truck Rental Company		3.3%	33
Printing Service		6.9%	70
Propane Dealer		10.5%	106
Recycling Center		22.5%	228
Self-Storage Facility		6.2%	63
Sewing and Alterations Shop		7.7%	78
Shipping Center		12.8%	130
Shoe Repair Shop		5.4%	55
Small Engine Repair Shop		5.6%	57
Tool / Equipment Rental Service		3.7%	37





Value		Percent	Responses
Watch or Clock Repair Shop		6.1%	62
None of the above / Does not apply		27.3%	276
Cremation Service Provider		1.3%	13
Funeral Service Provider		1.9%	19
Freight / Hauling Company		1.3%	13
Marriage Counselor		0.7%	7
Propane Home Heating Service		2.0%	20

32. Which of the following types of COMMUNITY/STATE SERVICES do you or the members of your household plan to support, follow, or use in the NEXT 12 MONTHS? (Check all that apply.)























Value		Percent	Responses
Chamber of Commerce		14.7%	149
Charity or Philanthropic Organization		28.5%	288
Church		45.8%	464
City Center		3.3%	33
City or Municipal Service		13.7%	139
City or Town Hall		13.0%	132
Civic Center		6.1%	62
Community Center		8.0%	81
Community Organization		11.9%	120
Community Service or Non-Profit Organization		20.0%	202
Convention Center		3.1%	31
County Government Office		7.4%	75
Department of Social Services		3.0%	30
Employment Center		2.7%	27
Government Economic Program		2.1%	21
Government or Political Service		3.3%	33
Youth Organization		7.4%	75
None of the above / Does not apply		23.1%	234

























33. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)























Value		Percent	Responses
Electrician		16.7%	169
Painting Contractor		13.5%	137
Plumber or Plumbing Contractor		15.2%	154
None of the above / Does not apply		70.4%	712





34. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Air Duct Cleaning Service		10.0%	101
Appliance Repair Service		7.2%	73
Asphalt / Paving Contractor		8.6%	87
Carpenter or Woodworker		13.2%	134
Carpet Installation Contractor		7.9%	80
Concrete Contractor		6.7%	68
Countertop Contractor		5.0%	51
Deck Builder		4.9%	50
Drywall Installation or Repair Contractor		5.8%	59
Fencing Contractor		4.8%	49
Flooring Contractor		9.2%	93
Furnace Contractor		8.0%	81
Garage Door Contractor		5.2%	53
Garbage Collection Service		11.0%	111
General Contractor		6.6%	67
Gutter Installation or Repair Contractor		4.6%	47
Handyman		20.3%	206
Heating & Air Conditioning Services		22.1%	224
Junk Removal or Hauling Service		5.4%	55
Kitchen or Bath Remodeling Company		6.4%	65
Landscaping Service		15.3%	155
Remodeling Contractor		5.0%	51







Value		Percent	Responses
Roofing Contractor		5.7%	58
Septic Tank Contractor		4.5%	46
None of the above / Does not apply		32.0%	324
Alternative Energy Service		2.4%	24
Demolition Contractor		1.3%	13
Fire & Water Damage Restoration Service		0.3%	3
Foundation Contractor		1.3%	13
Garage Builder		0.9%	9
Handicap Access Contractor		0.8%	8
Heavy Construction Machinery		0.5%	5
Home Maintenance Service		2.5%	25
Home Security Company		2.4%	24
Insulation Installer		1.5%	15
Landscape Architect		2.2%	22
Mover or Moving Company		2.5%	25
New Home Builder		0.8%	8
Siding Installation or Repair Contractor		2.8%	28
Solar Energy Contractor		2.4%	24
Stone or Marble Company		1.0%	10
Tile Contractor		2.3%	23
Water Well Drilling Contractor		0.9%	9
Waterproofing Contractor		0.8%	8

35. Which of the following types of HOME SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

















Value		Percent	Responses
Arborist		10.5%	106
Carpet Cleaning Service		11.5%	116
Chimney Services		5.8%	59
Fuel or Oil Home Heating Service		3.0%	30
Furnace Cleaning Service		14.4%	146
Home Pressure Washing Service		3.6%	36
House Cleaning Service		13.7%	139
Landscaper		8.4%	85
Lawn Care Service		18.5%	187
Pest Control Service or Exterminator		9.3%	94
Shades & Blinds Installation Service		3.8%	39
Television or Internet Service Provider		21.0%	213
Window & Door Installation		7.4%	75
Window Washing		8.5%	86
None of the above / Does not apply		37.3%	378
Awning & Tent Company		1.5%	15
Bathtub Refinishing Service		2.0%	20
Cabinet Refacing Service		2.3%	23
Home Gardening Service		2.0%	20
Home Theater Installation Service		0.4%	4
Masonry Service		1.6%	16
Interior Designer		1.9%	19

Value		Percent	Responses
Key or Locksmith Service		1.5%	15
Pool Cleaning Service		1.1%	11
Wallcoverings Store		0.8%	8
Water Treatment Supply & Service		2.7%	27




36. Which of the following CHILD related BUSINESSES do you or the members of your household plan to use or shop at in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Childcare or Daycare		2.3%	23
At-home Daycare		0.9%	9
Children's Clothing Store		6.1%	62
Children's Shoe Store		3.7%	37
Summer Camp		4.2%	42
None of the above / Does not apply		89.9%	910

37. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to shop at, use or purchase from in the NEXT 12 MONTHS? (Check all that apply.)
















Value		Percent	Responses
Animal Daycare		6.3%	64
Animal Shelter		3.8%	38
Bird Seed Store		11.2%	113
Bird Shop		1.1%	11
Emergency Animal Hospital		2.2%	22
Feed Store		6.7%	68
Fish or Aquarium Store		3.0%	30
Pet Boarding		8.4%	85
Pet Boutique		1.5%	15
Pet Groomer		19.5%	197
Pet Sitter		6.8%	69
Pet Store		23.0%	233
Pet Trainer		1.5%	15
Pet Walker		1.3%	13
Veterinarian		40.8%	413
None of the above / Does not apply		42.6%	431

38. Which of the following REAL ESTATE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Realtor		6.1%	62
Real Estate Brokerage Firm		1.2%	12
None of the above / Does not apply		93.4%	945
























39. Which of the following REAL ESTATE BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

























Value		Percent	Responses
Apartment Rental Agency		3.1%	31
Developer		0.4%	4
Estate Appraiser		1.0%	10
Estate Liquidator		0.8%	8
Home Inspector		3.1%	31
Home Staging Company		0.3%	3
Manufactured or Modular Home Builder		0.8%	8
Mortgage Banker		3.8%	38
Mobile Home Dealer		0.4%	4
Mortgage Broker		2.0%	20
New Home Builder		1.5%	15
Real Estate Appraiser		3.7%	37
Real Estate Rental Agency		1.4%	14
Title & Escrow Company		4.2%	43
None of the above / Does not apply		87.6%	887

40. Which of the following types of RESTAURANTS do you or the members of your household plan to use in the NEXT 30 DAYS? (Check all that apply.)

Value		Percent	Responses
Brewery or Brew Pub		42.2%	427
Buffet Restaurant		12.4%	125
Chinese Restaurant		45.9%	465
Ethnic Restaurant		31.0%	314
Family Style Restaurant		45.1%	456
Fast Food Restaurant		68.3%	691
Fine Dining Restaurant		40.3%	408
Home Delivery Meals		12.1%	122
Indian Restaurant		11.4%	115
Italian Restaurant		42.7%	432
Japanese or Sushi Restaurant		19.4%	196
Mexican Restaurant		58.7%	594
Pizza Restaurant		67.7%	685
Restaurant with Lounge or Bar		37.5%	379
Thai Restaurant		18.7%	189
None of the above / Does not apply		4.0%	40

41. Which of the following types of GENERAL RETAIL BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Art Gallery		7.6%	77
Art Supply Store		10.2%	103
Bead Store		3.5%	35
Bookstore		38.0%	385
Camera Store		3.7%	37
Candle Shop		9.2%	93
Christian Book Store		4.9%	50
Christmas Store		9.3%	94
Cigar Store		3.3%	33
Comic Book Shop		3.2%	32
Computer Store		9.2%	93
Consignment Shop		17.2%	174
Craft Supply Store		21.6%	219
Department Store		58.3%	590
Discount Store		51.8%	524
Drugstore or Pharmacy		68.4%	692
Electronics Store		14.5%	147
Fabric Store		14.1%	143
Flea Market		17.8%	180
Florist		16.6%	168
Gift Shop		20.1%	203
Gun Shop		8.5%	86























Value		Percent	Responses
Halloween Store		6.6%	67
Herb Shop or Herbalist		3.4%	34
Hobby Shop		17.1%	173
Mobile Phone Store		17.1%	173
Music and Video Store		4.0%	40
Music Instrument Store		4.3%	44
Music Store		4.0%	40
Office Equipment & Supply Store		20.3%	205
Outlet Store		21.3%	216
Record Store		4.4%	45
Religious Supply or Gift Shop		3.8%	38
Scrap Metal Dealer		5.2%	53
Shopping Center		31.8%	322
Thrift Store		32.4%	328
Tobacco Store		4.2%	43
Toy Store		7.1%	72
Vape or Smoke Shop		4.1%	41
Vitamin or Supplement Store		10.0%	101
Wholesale, Warehouse or Club Store		27.9%	282
Yard Equipment Store		8.3%	84
Yarn Store		5.5%	56
None of the above / Does not apply		5.3%	54
Adult Video or Adult Store		2.7%	27
Coin Shop		2.1%	21















Value		Percent	Responses
Equipment Rental Store		2.8%	28
Gold/Silver/Precious Metal Dealer		2.5%	25
Knife Store		1.4%	14
Military Surplus Store		1.2%	12
Monument or Memorial Company		1.6%	16
Pawn Shop		2.9%	29
Security Service		0.9%	9
Sewing Studio		2.1%	21
Sign Store		0.7%	7
Survival Store		0.6%	6
Trophy or Award Store		1.4%	14
Wedding Supply Store		1.3%	13

42. What services do you plan to use from local restaurants over the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Home delivery with fee		24.1%	244
Free delivery		36.6%	370
Drive-thru		69.6%	704
Carryout		70.8%	717
Curbside carryout		36.1%	365
Other		4.7%	48
None of the above / Does not apply		11.6%	117




















43. Which of the following types of RETAIL HOME PRODUCT BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Antique Store		19.6%	198
Baby Supply & Furniture Store		3.6%	36
Bath & Accessory Store		21.1%	214
Building Supply Store or Lumber Yard		31.7%	321
Cabinet Store		3.8%	38
Carpet Store		6.9%	70
Flooring Store		12.5%	127
Frame Shop		4.2%	43
Furniture Store		19.7%	199
Hardware Store		50.5%	511
Home & Garden Store		48.5%	491
Home Decor Store		18.9%	191
Lighting Store		4.8%	49
Major Appliance Store		12.3%	124
Mattress or Bedding Store		12.8%	130
Outdoor Furniture Store		6.2%	63
Paint Store		15.4%	156
Plant Nursery & Garden Supply Store		27.9%	282
Pool & Spa Dealer		3.2%	32
Small Appliance Store		3.6%	36
Tool Rental Center		3.3%	33
Tool Store		5.7%	58






Value		Percent	Responses
TV & Appliance Store		7.6%	77
Used Building Supply Store		3.3%	33
Window Store		3.2%	32
None of the above / Does not apply		12.8%	130
Clock Shop		1.4%	14
Fireplace, Wood Stove or Barbeque Store		2.8%	28
Furniture Restoration Shop		2.0%	20
Futon Store		0.6%	6
Hot Tub or Spa Dealer		2.9%	29
Rent-to-Own Store		0.5%	5
Rug Store		2.7%	27
Solar Energy Equipment Dealer		1.2%	12
TV Store		2.1%	21
Vacuum Store		1.8%	18
















44. Which of the following types of RETAIL APPAREL BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Activewear Store		23.8%	241
Beauty Supply Store		16.8%	170
Bridal Shop		1.7%	17
Clothing Accessories Store		24.7%	250
Jewelry Store		8.9%	90
Leather Goods Store		2.3%	23
Lingerie Store		6.1%	62
Logo Apparel Store		4.3%	44
Maternity Wear Store		0.6%	6
Men's Clothing Store		27.9%	282
Optician or Eyeglasses Store		29.2%	296
Outdoor Clothing Store		11.3%	114
Shoe Store		47.2%	478
Sportswear Store		17.3%	175
Swimwear Store		5.3%	54
Watch Store		2.4%	24
Western Wear Store		1.6%	16
Women's Clothing Store		53.8%	544
None of the above / Does not apply		18.7%	189

45. Which of the following types of PROFESSIONAL SERVICE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Accountant or CPA		9.6%	97
Insurance Agency		10.5%	106
Legal Firm or Attorney		5.6%	57
Tax Advisor		7.1%	72
None of the above / Does not apply		77.8%	788
























46. Which of the following types of PROFESSIONAL SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Architect or Architecture Firm		1.3%	13
Commercial Builder		0.6%	6
Disaster Insurance		0.2%	2
Employment or Staffing Agency		1.8%	18
Graphic Designer		1.3%	13
Immigration Lawyer / Law		0.6%	6
Life Coach		1.1%	11
Private Investigator		0.3%	3
3D Printing		0.8%	8
Personal Shopping		1.2%	12
Virtual Assistance		0.8%	8
Business Consultant		1.0%	10
SEO Consultant(ion)		0.3%	3
Security Consultant		0.5%	5
Branded Merchandiser		0.6%	6
Research Study		1.6%	16
Co-working space		0.6%	6
None of the above / Does not apply		91.1%	923

47. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)









Value		Percent	Responses
Purchase New Class A RV		0.9%	9
Purchase New Class B RV		0.5%	5
Purchase New Class C RV		0.7%	7
Purchase New Travel Trailer or 5th Wheel		0.9%	9
Purchase New Camper Shell		0.4%	4
Purchase New Camper Van		0.4%	4
Purchase Used Class A RV		1.0%	10
Purchase Used Class B RV		0.6%	6
Purchase Used Class C RV		0.7%	7
Purchase Used Travel Trailer or 5th wheel		1.1%	11
Purchase Used Camper Shell		0.3%	3
Purchase Used Camper Van		0.9%	9
None of the above / Does not apply		95.9%	971

48. Which of the following VEHICLE PURCHASING plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
New Car		5.9%	60
New SUV		6.7%	68
New Truck		3.7%	37
Used Car		8.3%	84
Used SUV		5.1%	52
Used Truck		3.6%	36
None of the above / Does not apply		71.7%	726
New Luxury Vehicle - Under \$50,000		1.6%	16
New Luxury Vehicle - \$50,000 - \$75,000		1.5%	15
New Luxury Vehicle - Over \$75,000		0.6%	6
New Motorcycle		0.9%	9
New Van		0.3%	3
New Minivan		0.7%	7
New Hybrid or Electric Vehicle		2.8%	28
New Side x Side (UTV)		0.7%	7
New Sport ATV		0.6%	6
New Utility ATV		0.6%	6
Used Luxury Vehicle - Under \$30,000		1.9%	19
Used Luxury Vehicle - \$30,000 - \$50,000		0.9%	9
Used Luxury Vehicle - Over \$50,000		0.5%	5
Used Motorcycle		0.6%	6
Used Van		0.9%	9
Used Minivan		0.9%	9























Value		Percent	Responses
Used Side x Side (UTV)		0.7%	7
Used Sport ATV		0.4%	4
Used Hybrid or Electric Vehicle		0.9%	9
Used Utility ATV		0.7%	7

49. What size of vehicle are you or members of your household considering?

Value		Percent	Responses
Compact car		1.2%	12
Full-size car		3.1%	31
Luxury vehicle (any size)		1.6%	16
Midsize car		3.8%	39
Pickup truck		6.3%	64
Sport utility vehicle (SUV)		17.2%	174
Van or minivan		1.3%	13
None of the above		65.5%	664

**Total: 1,013**



50. If your household is planning on purchasing a new or used vehicle in the NEXT 12 MONTHS, which of the following brands will you look at purchasing? (Check all that apply.)

Value		Percent	Responses
Buick		4.2%	43
Chevrolet		12.7%	129
Dodge		3.3%	33
Ford		12.6%	128
GMC		7.4%	75
Honda		8.5%	86
Hyundai		5.2%	53
Jeep		5.5%	56
Kia		3.9%	39
Nissan		4.0%	40
Subaru		6.8%	69
Toyota		11.8%	119
None of the above / Does not apply		60.4%	611
Acura		0.9%	9
Audi		2.3%	23
BMW		1.6%	16
Cadillac		2.0%	20
Chrysler		2.1%	21
Fiat		0.1%	1
Infiniti		1.2%	12
Land Rover		0.7%	7
Lexus		2.0%	20






















Value		Percent	Responses
Lincoln		2.0%	20
Mazda		1.5%	15
Mercedes-Benz		1.3%	13
Mini		0.2%	2
Mitsubishi		0.4%	4
Porsche		0.2%	2
Saab		0.1%	1
Scion		0.3%	3
Suzuki		0.2%	2
Tesla		1.7%	17
Volkswagen		2.6%	26
Volvo		1.6%	16















51. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing or hearing an ad from a local media source?

Value		Percent	Responses
Yes		11.4 %	115
No		88.6 %	898
Total: 1,013			




52. Do you or anyone in your household plan to buy any of these ELECTRONIC/SMART ITEMS in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Home Theater System		1.2%	12
GPS Device (Handheld or In-Vehicle)		2.9%	29
Office Equipment		10.1%	102
Ink or Printer Cartridges		49.2%	498
Satellite Radio		3.1%	31
Satellite TV System		1.4%	14
Stereo System (Home)		1.2%	12
Wi-Fi for Home		5.8%	59
Headphones		11.9%	120
Wireless Speakers		5.3%	54
Smartwatch		6.9%	70
Compact/Mini Projector		0.6%	6
Wearable Electronics		3.8%	38
Healthcare Device		2.8%	28
Aerial Drone		2.1%	21
Assistive Technology for Hearing		2.6%	26
Smart Sports Equipment		0.9%	9
Batteries for Electronics		40.9%	414
None of the above / Does not apply		30.9%	313






















53. Do you or anyone in your household plan to buy any of these CAMERA/COMPUTER or TVs in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Camera (Digital) - Point and Shoot		1.4%	14
Camera (Digital) SLR		2.5%	25
Camera Accessories or Supplies		1.8%	18
Camera Lens		1.2%	12
Computer Accessories		5.7%	58
Computer Software		4.6%	47
E-Reader (Kindle or Similar)		2.1%	21
Tablet (iPad or Similar)		8.3%	84
Personal Computer		4.4%	45
Laptop Computer		11.2%	113
TiVo or DVR		1.2%	12
4K Ultra HD TV		5.8%	59
Smart TV		8.2%	83
None of the above / Does not apply		67.2%	680






54. Which of the following types of phones do you and the members of your household plan to purchase in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Smartphone		32.5%	329
Prepaid Cell Phone		3.5%	35
None of the above / Does not apply		64.9%	657











55. Which of the following JEWELRY PRODUCTS do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Anniversary Jewelry		3.7%	37
Necklaces		7.8%	79
Rings (Other)		6.9%	70
Earrings		15.7%	159
Pendants		3.7%	37
Celtic Jewelry		3.1%	31
Diamond Jewelry		3.3%	33
Gold Jewelry		4.4%	45
Silver Jewelry		6.1%	62
Gemstone Jewelry		5.1%	52
Costume Jewelry		8.3%	84
Women's Jewelry		11.5%	116
None of the above / Does not apply		69.3%	701
Engagement Rings		0.8%	8
Wedding Rings		1.3%	13
Pearl Jewelry		1.5%	15
Men's Jewelry		2.0%	20
Designer Jewelry		2.6%	26
Jewelry Box or Organizer		1.6%	16
Men's High-End Watch		1.3%	13
Women's Watch		2.7%	27

56. Which of the following types of INSURANCE SERVICES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)






















Value		Percent	Responses
Auto Insurance		11.9%	120
Homeowner Insurance		9.2%	93
Life Insurance		2.9%	29
Medical (Health) Insurance		7.2%	73
None of the above / Does not apply		82.1%	831

57. Which of the following types of INSURANCE SERVICES do you or the members of your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Agriculture Insurance		1.8%	18
Crop Insurance		1.5%	15
Dental Insurance		24.6%	249
Disability Insurance		2.4%	24
Medicare		20.5%	207
Long Term Care Insurance		4.1%	41
Pet Insurance		2.9%	29
Professional Liability Insurance		2.6%	26
Renters Insurance		4.1%	41
None of the above / Does not apply		59.7%	604


















58. Which of the following MEDICAL SERVICE PROVIDERS do you or the members of your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Acupuncture		5.2%	53
Audiologist		7.3%	74
Chiropractic Care		21.2%	215
Counseling & Mental Health Services		8.5%	86
Checkup		43.5%	440
Hospital		6.6%	67
Medical Services		18.6%	188
Optometrist		31.1%	315
Pediatrician		4.6%	47
Primary Care		37.6%	381
Wellness Services		7.5%	76
Weight Loss Service		3.9%	39
Physical Therapy or Rehabilitation service provider		9.3%	94
Hearing Aid Center		6.8%	69
Prescription Drugs		50.0%	506
None of the above / Does not apply		21.1%	214
Geriatric Specialist		1.1%	11
Home Healthcare		1.5%	15
Pediatric Dentist		1.9%	19
Substance Abuse Treatment		0.6%	6
Alternative Care		2.9%	29


















59. Which of the following TYPES of LEGAL SERVICE PROVIDERS do you or the members of your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.4%	14
Bankruptcy Attorney		1.2%	12
Banking, Partnership & Business Law Attorney		1.3%	13
Child Support Attorney		0.9%	9
Criminal Law Attorney		0.5%	5
Disability & Social Security Attorney		1.1%	11
Divorce & Family Law Attorney		1.4%	14
DWI, DUI, OWI, OUI Attorney		0.4%	4
Employment Discrimination or Labor Issues Attorney		0.4%	4
General Practice Attorney		2.0%	20
Intellectual Property Attorney		0.6%	6
Malpractice Attorney		0.4%	4
Patent, Trademark & Copyright Attorney		0.6%	6
Probate Attorney		1.2%	12
Real Estate Attorney		3.6%	36
Taxation Attorney		0.8%	8
Wills, Trusts & Estates Attorney		17.5%	177
None of the above / Does not apply		75.2%	761























60. Which of the following DENTAL procedures do you or the members of your household have planned in the NEXT 12 MONTHS? (Check all that apply.)

























Value		Percent	Responses
Dental Checkup		68.0%	688
Teeth Cleaning		57.4%	581
Cavity Filling		16.0%	162
Crown		13.0%	132
Oral Surgery		3.7%	37
Braces		4.0%	40
Composite Bonding		1.5%	15
Dental Implants		7.6%	77
Dental Veneers		0.9%	9
Dentures		4.5%	46
Full Mouth Reconstruction		0.3%	3
Inlays or Onlays		0.5%	5
Smile Makeover		0.6%	6
Teeth Whitening		5.1%	52
None of the above / Does not apply		13.1%	133








61. Which of the following COSMETIC MEDICAL procedures do you or the members of your household have planned in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Botox		3.4%	34
Breast Augmentation		0.5%	5
Breast Implants		0.5%	5
Dermabrasion		0.9%	9
Ear Surgery		0.2%	2
Eyelid Surgery		0.8%	8
Facelift		0.7%	7
Forehead Lift		0.3%	3
Hair Loss Treatment		1.0%	10
Hair Transplant		0.2%	2
Lap Band		0.6%	6
Lasik		1.1%	11
Lip Augmentation		0.5%	5
Liposuction		1.1%	11
Rhinoplasty (Nose Job)		0.4%	4
Skin Treatment		3.3%	33
None of the above / Does not apply		92.3%	934























62. Which of the following HEALTH / WELLNESS SERVICES and PLANS do you or any members of your household have in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Fill Medical Prescriptions		48.5%	491
Use Physical Rehabilitation Services		3.5%	35
Receive Treatment for Back Pain		7.6%	77
Have an Eye/Vision Exam		59.3%	600
Have an Annual Physical or Checkup		60.1%	608
Have X-Rays Taken		11.5%	116
Have a Scheduled Surgery		6.6%	67
Have Blood Drawn for Testing		48.1%	487
Plan to Visit a Hospital for any Medical Service or Procedure		11.6%	117
Have Foot Problems Diagnosed or Treated		10.8%	109
Senior Travel		5.6%	57
Receive Treatment for a Sleep Disorder		4.2%	42
Use Personal Trainer or Instructor		3.2%	32
Cardiovascular Treatment		5.5%	56
Cancer Treatment		4.2%	43
Orthopaedic or Knee Surgery		3.8%	38
Chiropractic Care		19.3%	195
Do Corrective Exercises		4.4%	45
Get Vaccinations at Drug Store or Pharmacy		25.5%	258
Get Vaccinations at Doctors Office		28.1%	284
Have Cataract Surgery		3.5%	35
Discretionary Health Care and Wellness Services		4.3%	44

Value		Percent	Responses
Have Acupuncture		4.4%	45
Women's Health Care		15.6%	158
Women's Diagnostics		3.4%	34
Topical Skincare		3.4%	34
Endocrinology Services		4.6%	47
None of the above / Does not apply		14.3%	145
Participate in a Medical Study		2.5%	25
Stop Smoking		2.1%	21
Receive Treatment for Vehicle or Workplace Injury		0.5%	5
Hire a Personal Care Assistant		0.4%	4
Hire a Caregiver or Respite Worker		1.4%	14
Have Safety Bars Installed in Bathroom		2.3%	23
Stroke Treatment		0.7%	7
Memory or Alzheimer's Care		0.8%	8
Nutritional Counseling		2.3%	23
Spinal and Postural Screening		1.4%	14
Physiotherapy		1.4%	14
Receive Treatment for Substance Abuse		0.2%	2
Receive Aquatic Therapy		1.7%	17
Join a Weight Loss Group		2.4%	24
Have Reflexology Treatment		1.3%	13
Hire a Weight Loss Professional		0.3%	3
Receive Treatment for PTSD		1.5%	15
Online Therapy		0.9%	9

Value		Percent	Responses
In Home Medical Care		0.8%	8
Memory Care Services		0.8%	8
Medical Transportation		0.8%	8
Men's Diagnostics		2.7%	27
Infertility and Reproductive Services		0.4%	4
Infectious Disease Care		0.6%	6
Weight Loss Surgery and Procedures		0.9%	9









63. Which of the following HEALTH / WELLNESS PRODUCTS and PLANS do you or any members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase Hearing Aid Batteries		5.3%	54
Have a Hearing Exam		10.5%	106
Purchase Medical Supplies or Equipment for Home		3.6%	36
Purchase Health Related Products		10.7%	108
Purchase Health and Wellness Supplements		18.6%	188
Handicap Accessible Products		4.0%	40
Purchase Prescription Eyeglasses		36.1%	365
Purchase Prescription Contact Lenses		10.2%	103
Purchase Allergy Medications		17.4%	176
Purchase Diabetes Testing Supplies		9.7%	98
Discretionary Health Care and Wellness Services and Products		6.6%	67
Purchase Vitamins		46.9%	475
Purchase Hemp Based Supplements		3.7%	37
Purchase Anti Anxiety Medication or Supplements		8.5%	86
None of the above / Does not apply		29.8%	302
Purchase Phones for Loss of Sight or Hearing		0.5%	5
Purchase a "In-the-Ear" Hearing Aid		1.1%	11
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.4%	4
Purchase a Digital Hearing Aid		1.0%	10
Purchase a "Behind-the-Ear" Hearing Aid		0.6%	6
Purchase Hearing Aid Cleaning Supplies		1.8%	18
Purchase a "In-the-Canal" Hearing Aid		0.7%	7



Value		Percent	Responses
Purchase a Analog Hearing Aid		0.2%	2
Purchase Elder Care-Related Products or Services		1.1%	11
Purchase a Mobility Device		1.5%	15
Purchase Orthopedic Shoes		2.9%	29
Purchase Home Medical Testing Equipment or Supplies		1.8%	18
Purchase "Aging in Place" Products		1.2%	12
Purchase a Medical Alert Service		0.9%	9
Purchase Blood Pressure Monitoring Device		2.5%	25
Purchase Weight Loss Supplements		2.3%	23
Purchase Weight Loss Food Plan		2.9%	29















64. Which of the following FUNERAL plans are you or members of your household considering in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase a Funeral Plot		0.7%	7
Pre-purchase a Funeral Plot or Cremation Service		4.7%	48
Purchase a Monument or Headstone		2.9%	29
Use a Funeral Planner		1.9%	19
Purchase Flowers for a Funeral		2.2%	22
Use a Cremation Service		1.8%	18
Hire a Religious or Spiritual Leader for a Funeral Service		0.7%	7
None of the above / Does not apply		89.6%	907



















65. Which of the following ASSISTED LIVING PLANS apply to you or your someone in your family in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Aging in Place Services		1.6%	16
Find Home for Aging Parent		1.1%	11
Memory Care Services		1.0%	10
Move into a Independent Senior Housing Community		1.1%	11
Move into a Assisted Living Facility		0.9%	9
Move into a Nursing Home		0.6%	6
Move into a Alzheimer's Care Facility		0.3%	3
Move Into a Hospice Facility		0.2%	2
Hospice to your Home or House		0.3%	3
Move into Residential Care Home		0.5%	5
Utilize a Respite Provider		0.7%	7
Seek Senior Care/Companionship		0.6%	6
Wheelchair - Mobility Store		1.1%	11
None of the above / Does not apply		95.1%	962













66. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Open Checking Account		2.9%	29
Open Savings Account		2.9%	29
Online Banking		39.6%	401
Manage Investments		21.7%	220
Manage Retirement Accounts		20.8%	211
Mortgage Line of Credit		5.2%	53
Financial Consulting		13.3%	135
Financial Services		12.2%	123
Safe Deposit Box Rental		10.2%	103
Obtain New Credit Card		3.0%	30
Payday Loan or Check Cashing Business		0.2%	2
Use Vehicle Title Loan Company		1.2%	12
Tax Preparation		31.8%	322
None of the above / Does not apply		36.3%	367























67. Do you or any member of your household plan to buy or invest in any of the following INVESTMENT/ASSETS in the NEXT 12 MONTHS? (Check all that apply.)






Value		Percent	Responses
Annuities		7.4%	75
Cash App		1.3%	13
Certificates of Deposit		9.2%	93
City or State Bonds		2.1%	21
Collectibles, Antiques or Art		3.7%	37
Common or Preferred Stock		11.7%	118
Corporate Bonds or Debentures		2.5%	25
401(k)		25.6%	259
Gold or Precious Metals		2.5%	25
IRA		18.1%	183
Money Market Funds		13.2%	134
Mutual Funds		19.2%	194
Non-US Stocks		2.9%	29
Options		1.2%	12
US Savings Bonds		1.6%	16
US Treasury Notes		1.0%	10
Coins or Stamps		2.9%	29
None of the above / Does not apply		49.5%	501

68. Which of the following do you or anyone in your household plan to BORROW MONEY or take out a LOAN from a financial institution for in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Agriculture Loan		1.1%	11
Business Equipment Loan		0.6%	6
Carpeting or Furniture Loan		0.7%	7
College Expenses Loan		1.2%	12
College Tuition Loan		2.9%	29
Debt Consolidation Loan		1.2%	12
Medical Expenses Loan		0.4%	4
New Vehicle Loan		5.2%	53
Used Vehicle Loan		5.4%	55
Vacation or Travel Loan		0.5%	5
Wedding Loan		0.3%	3
None of the above / Does not apply		86.8%	878












69. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		26.8%	271
Athleisure Clothing & Apparel		29.2%	295
Coats		20.8%	210
Dress Shoes		15.7%	159
Nail Polish		18.4%	186
Eyewear or Sunglasses		41.9%	424
Handbags		19.1%	193
Hats		10.2%	103
Intimate Apparel		20.5%	207
Jewelry or Accessories		14.5%	147
Watches		4.7%	48
Leisure Wear / Sweatpants		31.2%	316
Luggage or Bags		4.2%	42
Perfume		15.3%	155
Men's Apparel		46.3%	469
Men's Shoes		33.6%	340
Men's Underwear		35.8%	362
Women's Apparel		63.6%	644
Women's Pajamas or Sleepwear		30.9%	313
Women's Shoes		45.8%	463
Women's Underwear		42.6%	431
Socks		41.7%	422

Value		Percent	Responses
Scarves		5.6%	57
Outerwear		19.2%	194
None of the above / Does not apply		9.6%	97
Uniforms		2.9%	29
Western Clothing		2.0%	20










70. Which of the following CHILDREN'S CLOTHING ITEMS do you or the members of your household plan to buy in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Children's Sweaters		6.9%	70
Children's Pants		11.3%	114
Children's T-Shirts		12.4%	125
Children's Dresses		7.1%	72
Children's Pajamas or Sleepwear		11.3%	114
Children's Socks		10.3%	104
Children's Shorts		10.5%	106
Infant Clothing		6.1%	62
Children's School Uniform		1.4%	14
Children's Athletic Clothing		8.8%	89
None of the above / Does not apply		80.2%	812























71. Which of the following SHOE TYPES do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		42.9%	434
Boots (Men's)		10.0%	101
Cowboy Boots (Men's)		1.3%	13
Work & Safety (Men's)		8.4%	85
Sneakers		28.3%	286
Classic & Fashion Sneakers (Women's)		19.9%	201
Work & Safety (Women's)		2.6%	26
Cowboy Boots (Women's)		1.5%	15
Athletic & Outdoor Shoes (Women's)		47.6%	482
Athletic & Outdoor Shoes (Children's)		9.8%	99
Cowboy Boots (Children's)		0.5%	5
None of the above / Does not apply		23.9%	242

72. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the NEXT 12 MONTHS?  
(Check all that apply.)























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		13.9%	141
Have Clothing Dry Cleaned		27.5%	278
Have Shoes Repaired		7.4%	75
Rent or Purchase a Costume		1.2%	12
Wash Clothing at a Laundromat		6.0%	61
Purchase Custom Made Clothing Items		1.4%	14
None of the above / Does not apply		62.8%	636






















73. Which of the following RECREATION PRODUCTS do you or the members of your household plan to buy in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Archery Equipment		3.0%	30
Bicycle or Mountain Bike (Adult)		9.0%	91
Bicycle Tune-Up or Repair		9.7%	98
Camping or Hiking Equipment		8.2%	83
Exercise or Fitness Equipment		10.5%	106
Fishing Rods or Reels		7.7%	78
Fishing Bait or Attractant		12.5%	127
Fishing Accessories		13.8%	140
Golf Clubs or Equipment		10.6%	107
Hunting Gear		3.1%	31
Ammunition		14.1%	143
Running or Jogging Equipment		4.4%	45
Sports Equipment (Children)		3.2%	32
Sports Memorabilia		3.4%	34
Swimming Gear		6.7%	68
Weight Lifting Equipment		4.2%	43
Used Sporting Equipment		3.0%	30
Rifle		4.2%	43
Hand Gun		7.9%	80
Shotgun		4.3%	44
None of the above / Does not apply		46.0%	466
Bicycle or Mountain Bike (Child)		1.9%	19

Value		Percent	Responses
High End Bicycle		1.3%	13
Bicycle Rental		2.5%	25
Scuba, Diving or Snorkeling Equipment		1.5%	15
Skiing Equipment		1.9%	19
Soccer Equipment		1.9%	19
Trampoline		1.1%	11
Trophies or Plaques		0.6%	6

74. Which of the following LAWN AND GARDEN PRODUCTS do you or the members of your household plan to buy in the NEXT 12 MONTHS?  
(Check all that apply.)




Value		Percent	Responses
Bark Dust or Mulch		33.5%	339
Bedding Flowers or Perennials		43.6%	442
Fertilizer		26.5%	268
Flower Pots		23.5%	238
Garden Ornaments		14.0%	142
Gravel or Rock		11.8%	120
Hand Garden Tools		13.1%	133
Landscaping		13.4%	136
Indoor Garden Supplies		6.5%	66
Decorative Rock		9.3%	94
Lawn Seed, Turf or Sod		11.5%	117
Outdoor Fireplace or Fire Pit		4.2%	43
Outdoor Furniture		8.2%	83
Outdoor Grill		7.0%	71
Patio Furniture		7.6%	77
Power Garden Tools		3.0%	30
Propane		15.9%	161
Lawn Mower (Push)		3.0%	30
Lawn Mower (Riding)		3.0%	30
Shrubbery or Trees		10.5%	106
Stone (Cast, Crushed or Natural)		4.1%	42
Storage Shed		3.4%	34

Value		Percent	Responses
Insect or Fungus Control Products		12.4%	126
Outdoor Garden Flags		4.1%	42
None of the above / Does not apply		25.4%	257
Chainsaw		2.5%	25
Fountains		2.8%	28
Gate		1.5%	15
Gazebo		1.4%	14
Insects (Bees or Other Beneficial Species)		1.7%	17
Patio Heater		1.6%	16
Outdoor Infrared Heater or Fireplace		1.2%	12
Outdoor Smoker		1.2%	12
Outdoor Kitchen Equipment		0.4%	4
Outdoor Entertainment Center		0.7%	7
Patio Cover, Awning or Canopy		2.8%	28
Pole Shed		1.2%	12
Portable Outdoor Heater		0.8%	8
Rototiller		0.7%	7
Screen Porch		1.4%	14
Leaf Blower		2.3%	23
Snow Blower		2.3%	23
Greenhouse		1.6%	16























75. Which of the following VACATION/TRAVEL PLANS might you or someone in your household plan in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Airline Flight		52.9%	535
Book Hotel Room		57.9%	586
Book Local Lodging for Guests		4.5%	46
Business Travel		7.7%	78
Buy Luggage		4.2%	43
Buy Travel Tickets		21.5%	218
Gamble at a Casino		13.0%	132
Golf Vacation		3.9%	39
Hotel or Resort Stay		39.9%	404
International Travel		14.0%	142
Play Bingo		4.5%	46
Rent a Car		23.9%	242
Stay at a Casino		5.6%	57
Stay at an RV Park		3.6%	36
Take a Cruise		7.4%	75
Train Trip		7.5%	76
Travel Packages		8.3%	84
Use a Travel Agent or Agency		8.7%	88
Vacation Inside Home State		24.1%	244
Vacation Outside Home State (within the Continental US)		41.1%	416
None of the above / Does not apply		19.3%	195
Charter a Boat		2.7%	27


























Value		Percent	Responses
Chartered Fishing Trip		2.5%	25
Rent RV		2.1%	21
Ski Resort Stay		1.8%	18














76. Which of the following PET SUPPLIES or SERVICES do you or the members of your household plan to purchase in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Any Pet-Related Products or Services		15.8%	160
Bird Seed		19.7%	200
Cat Food		24.6%	249
Dog Food		34.2%	346
Fish Food		4.4%	45
Specialized Pet Food		4.8%	49
Other Pet Food		4.6%	47
Pet Accessories		16.4%	166
Pet Clothing		3.9%	40
Pet Toys		21.3%	216
Fish Supplies		3.5%	35
Annual Pet Vaccinations		35.7%	362
Annual Pet Checkups		36.6%	371
Adopt or Rescue a Pet		7.4%	75
Purchase Pet Medication		10.9%	110
Board a Pet Overnight		7.5%	76
Pet Dental Care		5.8%	59
Pet Grooming Services		15.7%	159
Pet Sitting Services		5.3%	54
None of the above / Does not apply		38.1%	386
Pet Enclosure		0.8%	8
Aquarium or Tank		1.5%	15























Value		Percent	Responses
Disease Diagnosis		1.4%	14
Find a New Veterinarian		2.6%	26
Pet Travel Cage		0.9%	9
Pet Travel Accessories		1.5%	15
Cremation or Burial Services		1.9%	19
Purchase a Pet		2.1%	21
Holistic or Alternative Pet Care		1.4%	14
Pet Tracking Device		1.3%	13
Animal Training Classes		2.7%	27
Hemp Based Pet Supplements		1.4%	14
THC Based Pet Supplements		1.4%	14
Holistic or Alternative Pet Supplements		1.8%	18
Anti Anxiety or Stress Pet Medication for Holidays		2.2%	22











77. Which of the following do you or anyone in your household plan for your home in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Add or Replace Deck		6.8%	69
Add a Fence or Wall Structure		6.0%	61
Remodel Kitchen		6.2%	63
Remodel Bathroom		10.6%	107
Replace Garage Door		3.0%	30
Build a Storage Shed		3.8%	38
General Remodeling		9.4%	95
Resurface or Build New Driveway		4.1%	41
Sealcoating		7.1%	72
Replace Carpet		10.4%	105
Asphalt Repair		3.1%	31
Asphalt Resurfacing		6.6%	67
Replace Flooring		13.2%	134
Replace Windows		8.0%	81
None of the above / Does not apply		51.2%	518
Add a Room		1.0%	10
Add a Home Office		1.1%	11
Remodel Closet		2.2%	22
Cabinet Refacing or Resurfacing		2.3%	23
Refinish Bathtub		1.8%	18
Install a Glass Shower		2.9%	29
Remodel or Finish Basement Living Area		2.8%	28
Build a Garage		1.1%	11























Value		Percent	Responses
Build Out-Building		1.2%	12
Have Furniture Restored		1.8%	18
Add a Swimming Pool		2.3%	23
Switch from Gas to Electric		0.3%	3
Switch from Electric to Gas		0.9%	9
Install a Stair Lift		0.5%	5
Install "Aging In Place" Products		1.1%	11
Install a Solar Energy System		1.2%	12
Install Security or Monitoring System		1.2%	12
Stone or Marble Work (Bathroom or Kitchen)		2.1%	21
Residential Paving		1.9%	19
Build a "Tiny House"		0.7%	7
Install Handicap Accessible Addition		0.6%	6

78. Which of the following BUILDING SUPPLIES or PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 12 MONTHS for your home? (Check all that apply.)

Value		Percent	Responses
Ceramic Tile		7.7%	78
Decking		8.1%	82
Doors (Exterior)		8.7%	88
Doors (Interior)		5.2%	53
Electrical Supplies		5.5%	56
Furnace		3.9%	39
Fencing		5.7%	58
Generator		3.1%	31
Hand Tools		7.9%	80
Hardwood Products		4.2%	42
Home Security Doorbell Camera		5.2%	53
Kitchen Cabinets		4.9%	50
Lighting and Fixtures		9.2%	93
Lumber		10.8%	109
Molding		4.2%	42
Paint (Exterior)		10.7%	108
Paint (Interior)		24.0%	243
Plywood		4.8%	49
Plumbing Supplies		6.8%	69
Power Tools		4.0%	40
Rain Gutters		4.4%	45
Siding		3.5%	35

Value		Percent	Responses
Water Softener System or Supplies		8.6%	87
Windows		7.9%	80
None of the above / Does not apply		44.8%	453
Mill Work		2.3%	23
Roofing (Composition)		2.5%	25
Roofing (Other)		2.5%	25
Security Door		1.1%	11
Security Locks		2.1%	21
Wood Stove or Fireplace		1.0%	10
Window Guards		0.3%	3























79. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 12 MONTHS? (Check all that apply.) Part 1 of 2.

Value		Percent	Responses
Air Conditioning Repair		7.1%	72
Air Duct Cleaning		9.8%	99
Appliance Repair		4.8%	49
Carpenter or Woodworking		5.5%	56
Carpet Cleaning		14.3%	145
Chimney Cleaning & Repair		4.4%	45
Concrete Repair		3.9%	39
Drywall Installation or Repair		5.2%	53
Electrical Repair		4.5%	46
Flooring - Ceramic Tile (Installation or Repair)		3.3%	33
Flooring - Laminate (Installation or Repair)		6.1%	62
Flooring - Wood (Installation or Repair)		4.9%	50
Flooring - Other (Installation or Repair)		4.7%	48
Furnace Cleaning		15.3%	155
Gardening Services		3.1%	31
Gutter Installation or Repair		4.2%	42
Handyman Services		13.8%	140
Home Repair		5.3%	54
Home Remodel		4.2%	43
None of the above / Does not apply		42.2%	427
Alternative Energy Systems Installation		1.0%	10
Alternative Energy Systems (Service or Repair)		0.6%	6

























Value		Percent	Responses
Blinds Cleaning		2.8%	28
Electrical Panel Replacement		1.4%	14
Excavation & Wrecking		0.9%	9
Fire & Water Damage Restoration		0.4%	4
Flooring - Linoleum (Installation or Repair)		2.0%	20
Foundation Repair		1.6%	16
Furnace Repair		2.6%	26
Furniture Reupholster		1.5%	15
Heating Repair		1.7%	17
Home Computer Repair		1.7%	17
Home Electronics Repair		0.4%	4
Home Heating Oil or Fuel Service		1.2%	12



















80. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 12 MONTHS? (Check all that apply.) Part 2 of 2.

Value		Percent	Responses
House Cleaning Service		12.4%	125
Black Top Contractors		7.0%	71
Junk or Yard Waste Removal		6.0%	61
Recycle		7.4%	75
Sell Scrap Metal		3.0%	30
Landscaping Service		11.2%	113
Painting		13.7%	139
Pest Control		6.7%	68
Plumbing Repair		4.8%	49
Pressure Washing		4.7%	48
Preventative Home Maintenance		3.5%	35
Roof Repair		3.0%	30
Septic Tank Cleaning or Repair		5.8%	59
Snow Removal		8.0%	81
Trash Removal		13.2%	134
Window Installation		5.7%	58
Window Washing		6.8%	69
Computer Repair		3.4%	34
None of the above / Does not apply		43.7%	442
Home Security Service		2.2%	22
Insulation Installation or Maintenance		0.9%	9
Interior Design		1.9%	19












Value		Percent	Responses
Movers		2.3%	23
Mold Inspection or Removal		0.8%	8
Party Equipment Rental		1.1%	11
Pool Cleaning Service		0.8%	8
Security System		2.5%	25
Siding Replacement		2.2%	22
Solar Heating or Power System Installation or Repair		0.8%	8
Stucco or Exterior Coating		1.0%	10
Tool Rental		1.7%	17
Tornado or Storm Shelter Building or Repair		0.5%	5
Water Well Drilling		0.3%	3
Waterproofing		0.7%	7
Window Tinting for Home		0.3%	3
Yard Equipment Rental		0.7%	7
Mobile or Cell Phone Repair		2.3%	23

81. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 12 MONTHS for your home? (Check all that apply.)

Value		Percent	Responses
Air Conditioning (Buy)		4.8%	49
Batteries (Home or Office)		40.8%	413
Candles		19.0%	192
Clocks		3.0%	30
Country or State Flags		4.8%	49
Curtains or Drapes		10.4%	105
Cutlery, Flatware or Silverware		3.5%	35
Firewood		7.2%	73
Flooring Tile		4.6%	47
Floral Arrangements		9.1%	92
Hardwood Flooring		4.2%	42
Home Decor or Decorating		13.8%	140
Indoor Flowers		10.0%	101
King Size Bed		3.8%	38
Laminate Flooring		5.3%	54
Linens (Bathroom)		13.6%	138
Linens (Bedroom)		17.3%	175
Linens (Dining Room or Kitchen)		5.3%	54
Picture Frames		7.6%	77
Safe		3.0%	30
Smoke Alarm or Detector		3.2%	32
Storage Boxes or Tubs		7.2%	73


















Value		Percent	Responses
Toilet Paper		61.4%	621
Window Blinds (Venetian or Mini)		5.7%	58
Window Coverings		6.0%	61
None of the above / Does not apply		20.8%	210
Awning		1.9%	19
Ductless Heat Pumps		0.4%	4
Emergency Preparedness Kit or Supplies		2.2%	22
Hot Tub or Spa (New)		1.6%	16
Hot Tub or Spa (Used)		0.5%	5
Remote Home Monitoring Video Camera		2.9%	29
Sewing Machine		1.2%	12
Shutters		1.2%	12
Signs or Banners		1.8%	18
Solar Water Heater		0.7%	7
Sports Team Flags		1.3%	13
Twin Size Bed		1.6%	16
Wallpaper		1.5%	15
Water Purification System (Drinking)		2.8%	28

82. Which of the following HOME FURNISHINGS do you or anyone in your household currently need or plan to buy in the NEXT 12 MONTHS for your home? (Check all that apply.) Part 2 of 2.

Value		Percent	Responses
Carpeting		12.3%	124
Closet System		3.6%	36
Fine Art (Paintings, Pottery, Etc.)		4.4%	45
Furnace		3.0%	30
Furniture (Bedroom)		7.3%	74
Furniture (Living Room)		11.6%	117
Innerspring Mattress		3.4%	34
Memory Foam Mattress		4.1%	41
Pillow Top Mattress		4.0%	40
Queen Size Bed		3.0%	30
Reclining Chair		6.2%	63
Rugs		9.5%	96
Water Heater		3.1%	31
None of the above / Does not apply		53.7%	543
Crib		0.7%	7
Custom Built Furniture		1.2%	12
Foam Mattress		1.9%	19
Furniture (Children's)		1.1%	11
Furniture (Dining Room)		2.8%	28
Furniture (Home Office)		2.7%	27
Futon		1.0%	10
Gas Burning Freestanding Stoves		0.8%	8















Value		Percent	Responses
Latex Mattress		0.7%	7
Oriental Carpeting		0.3%	3
Reclaimed Wood Furniture		0.7%	7
Reconditioned Furniture		0.9%	9
Rugs (Persian)		0.8%	8
Swimming Pool (Above Ground)		1.2%	12
Swimming Pool (In-Ground)		1.2%	12
Tankless Water Heater		1.9%	19

83. Which of the following types of ART do you or members of your households plan to purchase in the NEXT 12 MONTHS?























Value		Percent	Responses
Paintings		7.5%	76
Fine Art		4.2%	42
Photographs		8.8%	89
Pottery		4.1%	41
Blown Glass		2.9%	29
Stone Carvings		1.4%	14
Sculpture		2.0%	20
Artistic Wall Decor		8.1%	82
Wood Carvings		1.7%	17
Poster Art		3.6%	36
Religious Art		1.6%	16
Stained Glass		2.6%	26
Ceramics		3.6%	36
Metal Work Art		3.3%	33
Music Memorabilia		2.8%	28
Movie Memorabilia		2.2%	22
None of the above / Does not apply		76.0%	769



84. Which of the following APPLIANCES do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)
























Value		Percent	Responses
Refrigerator		8.3%	84
Dishwasher		6.7%	68
Freezer		2.7%	27
Range		4.1%	41
Oven		3.6%	36
Washer		4.3%	44
Dryer		3.8%	38
Blender		2.8%	28
Instant Pot		2.3%	23
Microwave		4.8%	49
Window Air Conditioner		1.2%	12
Coffee or Espresso Machine		7.7%	78
Vacuum Cleaner		5.6%	57
None of the above / Does not apply		67.1%	679














85. Which of the following VEHICLE PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Aftermarket Products		4.6%	47
Battery		7.3%	74
Floor Mats		4.5%	46
Lights		3.1%	31
Seat Covers		3.6%	36
Tires		15.3%	155
Wiper Blades		26.4%	267
None of the above / Does not apply		53.7%	543
Canopy		0.5%	5
Cargo Trailer		0.7%	7
Child Car Seat		1.3%	13
Grill Guard		0.8%	8
Ground Effects		0.4%	4
Mirror(s)		1.0%	10
Motorcycle Accessories		2.0%	20
Motorcycle Parts		2.0%	20
Performance Parts		1.1%	11
RV Accessories or Supplies		2.2%	22
Roof Rack		1.4%	14
Running Boards		0.6%	6
Spoiler		0.1%	1
Step Bar		0.5%	5

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.0%	10
Tool Box		0.3%	3
Trailer Hitch		2.1%	21
Truck Bed Liner		0.9%	9
Visor		0.3%	3
Wheels or Rims		1.6%	16
Winch		0.7%	7
Window Tinting Equipment (Auto)		0.7%	7

86. Which of the following VEHICLE SERVICES do you or anyone in your household currently need? (Check all that apply.)

Value		Percent	Responses
30,000 Mile Service		6.3%	64
60,000 Mile Service		7.5%	76
100,000 Mile Service		8.0%	81
Auto Detailing		9.0%	91
Auto Repair (General)		9.4%	95
Alignment		7.7%	78
Body Work		4.0%	40
Brake Replacement, Adjustment		5.6%	57
Car Rental		3.9%	39
Car Wash		53.3%	539
Gas or Service Station Services		23.8%	241
Oil Change or Lube		53.7%	543
Preventative Maintenance		21.2%	215
Tire Mounting or Installation		4.7%	48
Tune-Up		11.8%	119
None of the above / Does not apply		20.1%	203
Auto Warranty Work (Work Covered by Warranty)		2.5%	25
DEQ Inspection		0.2%	2
Electrical Repair		1.1%	11
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.9%	9
Motor Repair or Replacement		0.6%	6
Motorcycle Repair		1.0%	10
Muffler		1.8%	18

Value		Percent	Responses
Painting		1.0%	10
RV Maintenance or Service		1.4%	14
Safety Inspection		2.8%	28
Shocks		1.1%	11
Smog Check		0.6%	6
Stereo Installation		0.5%	5
Transmission or Clutch Repair		0.8%	8
Upholstery Repair		0.7%	7
Vehicle Air Conditioning Repair		2.0%	20
Vehicle Storage		0.9%	9
Vehicle Towing		0.6%	6
Windshield or Glass Repair		2.5%	25
Windshield or Window Tinting		1.4%	14

















87. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bath and Body Products		50.4%	510
Beauty Products		35.8%	362
Cosmetics		39.0%	395
Babysitting		2.1%	21
Facial		13.5%	137
Hair Care Products		56.0%	567
Hair Coloring		29.7%	301
Hair Cut		72.7%	736
Hair Removal		5.6%	57
Hair Extensions, Wigs or Weaves		1.8%	18
Manicure		21.2%	215
Massage Therapy		20.5%	207
Pedicure		32.1%	325
Skin Cleaning Products		22.2%	225
Skin Repairing / Conditioning Products		8.7%	88
Tanning Bed or Spray Tan		3.4%	34
Tattoo or Piercing		7.2%	73
None of the above / Does not apply		9.9%	100

88. Which of the following ENTERTAINMENT PRODUCTS do you or someone in your household plan to purchase in the NEXT 12 MONTHS?  
(Check all that apply.)























Value		Percent	Responses
Books (New)		45.4%	459
Books (Used)		33.0%	334
Books (Children's)		15.0%	152
Board Games		18.5%	187
Lottery Ticket		35.0%	354
Collectibles		9.5%	96
Comics		3.2%	32
Graphic Novels		4.4%	45
Computer Games		8.6%	87
Magazines		29.3%	297
Toys		12.1%	122
Video Console Games		8.1%	82
None of the above / Does not apply		20.8%	210









89. Which of the following HOBBY & ART and CRAFT SUPPLIES might you or someone in your household purchase in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Gems, Rocks & Minerals		4.3%	44
Ceramics and Pottery		3.0%	30
Collectables		7.2%	73
Do-It-Yourself (DIY)		17.9%	181
Games or Puzzles		23.9%	242
Beer Brewing Supplies		1.6%	16
Wine Making Supplies		0.8%	8
Jewelry Making Supplies or Beads		5.3%	54
Knitting		9.0%	91
Making Arts and Crafts		10.0%	101
Paper Crafts		5.4%	55
Quilting		4.2%	43
Scrapbooking		4.4%	45
Toy Collecting		2.3%	23
Trains, Plane & Car Model Kits		2.4%	24
None of the above / Does not apply		49.3%	499













90. Which of the following EDUCATION/CLASSES do you or someone in your household plan to attend in the NEXT 12 MONTHS? (Check all that apply.)












Value		Percent	Responses
Attend Online College or University (Part Time)		3.9%	39
Online Continuing Education Courses		4.6%	47
Online Professional Certification or Accreditation Courses		3.2%	32
Online Language Lessons (Adult)		4.1%	41
Arts or Crafts Lessons (Adult)		5.3%	54
Cooking Lessons (Adult)		3.3%	33
Attend a Free Lecture or Seminar		14.0%	142
Attend Paid Online Lecture, Seminar or Special Class		5.1%	52
Yoga, Pilates, or Zumba		8.7%	88
Attend an Online Local Workshop		5.7%	58
None of the above / Does not apply		62.5%	632
Attend Online College or University (Full Time)		2.7%	27
Attend Online Graduate School		1.3%	13
Attend Online Classes at Community College		2.3%	23
Business School		0.3%	3
Learning Center		0.4%	4
Culinary School		0.4%	4
Online Trade School		0.2%	2
Online Music Lessons (Adult)		1.4%	14
Sports Lessons (Adult)		1.4%	14
Online Real Estate Classes		0.6%	6
Online Child Education or Tutoring		0.4%	4

Value		Percent	Responses
Dance Lessons		1.8%	18
Online Music Lessons (Child)		0.4%	4
Sports lessons (Child)		2.6%	26
Personal Physical Training		2.8%	28
Online Language Lessons (Child)		0.2%	2
Arts or Crafts Lessons (Child)		1.0%	10
Change Online School		0.2%	2
Attend an Online Religion Based School		1.1%	11





















91. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Brushes		11.8%	119
Oil paints		3.5%	35
Acrylic Paints		11.5%	116
Markers		11.4%	115
Specialty Paper		8.0%	81
Fabric Craft Supplies		8.0%	81
Beads		5.3%	54
Art Pencils and Pens		12.1%	122
Scrapbooking Supplies		4.8%	49
None of the above / Does not apply		71.1%	720

92. Which of the following MUSICAL INSTRUMENTS do you or someone in your household plan to purchase in the NEXT 12 MONTHS? (Check all that apply.)









Value		Percent	Responses
Clarinet		0.4%	4
Drums		1.5%	15
Flute		0.3%	3
Acoustic Guitar		3.1%	31
Electric Guitar		1.5%	15
Electric Keyboard		0.9%	9
Piano		1.6%	16
Piano (High End)		0.2%	2
Trumpet		0.3%	3
Violin		0.7%	7
None of the above / Does not apply		92.7%	938

93. Which of the following varieties of restaurant food do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)

Value		Percent	Responses
Greek		16.7%	169
French		6.2%	63
Asian		34.8%	352
German		11.5%	116
American (New)		38.3%	388
Italian		57.7%	584
Cajun or Creole		10.7%	108
Indian		11.1%	112
Chinese		52.7%	533
American (Traditional)		79.4%	804
Thai		20.3%	205
Middle Eastern		8.0%	81
Japanese		16.1%	163
Mexican		69.0%	698
Vietnamese		8.0%	81
Southern		13.6%	138
Tex-Mex		22.5%	228
Spanish		7.1%	72
Mediterranean		17.3%	175
None of the above / Does not apply		5.5%	56

94. Which of the following types of restaurant foods do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)

Value		Percent	Responses
Hot Dogs		27.5%	278
Fish & Chips		28.4%	287
Golf Course Restaurant, Bar or Snack Bar		12.5%	127
Barbeque		37.6%	381
Deli		33.1%	335
Breakfast or Brunch		56.6%	573
Appetizers		50.5%	511
Dessert		30.1%	305
Chicken Wings		25.1%	254
Hamburgers		66.4%	672
Chicken		50.8%	514
Frozen Yogurt		16.2%	164
Live or Raw food		4.4%	45
Tapas or Small Plates		8.5%	86
Theme Restaurants		6.0%	61
Soup		29.9%	303
Salad		49.8%	504
Pizza (Dine In)		24.5%	248
Pizza (Delivery)		32.4%	328
Steak		35.7%	361
Juice or Smoothies		13.6%	138
Sandwiches		59.1%	598
Pizza (Carry Out)		54.7%	554











Value		Percent	Responses
Pizza (Take & Bake)		16.2%	164
Seafood		37.7%	382
Vegan		3.9%	39
Steakhouse		26.1%	264
Sushi		16.9%	171
Vegetarian		8.4%	85
Pho		6.1%	62
None of the above / Does not apply		4.2%	43

95. Which of the following Real Estate PURCHASING Plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)










Value		Percent	Responses
Purchase Home in Senior Housing Community		0.6%	6
Purchase Commercial or Business Property		0.4%	4
Purchase Condominium or Townhouse		1.5%	15
Purchase Manufactured or Modular Home		0.5%	5
Purchase Investment Property		1.4%	14
Purchase Personal Residence		3.7%	37
Purchase Custom Built Home		1.1%	11
Purchase Residential Real Estate at an Auction		0.3%	3
Purchase Land or Agricultural Property		1.3%	13
Purchase Vacation Property		1.5%	15
None of the above / Does not apply		91.9%	931









96. Which of the following Real Estate SELLING Plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Sell Home in Senior Housing Community		0.1%	1
Sell Personal Residence		3.8%	39
Sell Vacation Property		0.7%	7
Sell Condominium or Townhouse		0.8%	8
Sell Investment Property		1.4%	14
Sell Land or Agricultural Property		0.5%	5
Sell Commercial or Business Property		0.3%	3
Sell Manufactured or Modular Home		0.4%	4
Plan to Sell Home in Master-Planned Community		0.3%	3
None of the above / Does not apply		93.1%	943











97. Which of the following real estate rental plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Rent New Apartment		3.4%	34
Rent House (Residence)		2.8%	28
Rent Manufactured or Modular Home		0.6%	6
Rent or Lease Commercial Property		0.5%	5
Rent Agricultural Land		0.7%	7
Rent Subsidized Housing		1.2%	12
Rent Condo/Townhouse		3.2%	32
Rent Section 8 Housing		0.6%	6
None of the above / Does not apply		90.9%	921



98. Which of the following real estate plans apply to you or your household in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.2%	32
Use a Realtor to Buy Real Estate		3.2%	32
Use a Realtor to Buy and Sell Real Estate		3.8%	38
Plan to Sell Property Myself		0.9%	9
Use a Real Estate Broker		1.7%	17
None of the above / Does not apply		90.2%	914



99. Which of the following types of REAL ESTATE LOANS do you or anyone in your household plan to apply for in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
New Home Loan		3.8%	39
Home Remodel or Renovation Loan		1.1%	11
Business Construction Loan		0.3%	3
Home Construction Loan		0.9%	9
Equity Loan		2.0%	20
Land Loan		0.7%	7
Reverse Mortgage		0.3%	3
Real Estate Loan for existing home		1.0%	10
Refinance Home		3.0%	30
None of the above / Does not apply		90.1%	913


















100. If you or a member of your household were to buy real estate in the local area in the NEXT 12 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		75.8%	768
No, don't know who to call		24.2%	245
Total: 1,013			





















101. If you or a member of your household were to sell real estate in the local area in the NEXT 12 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		76.2%	772
No, don't know who to call		23.8%	241
Total: 1,013			

102. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Imported Beer		24.1%	244
Craft Beer		33.0%	334
Champagne		15.5%	157
Premium Hard Alcohol or Spirits		24.6%	249
White Wine		40.0%	405
Red Wine		40.8%	413
Major Brand Cigarettes		7.5%	76
Recreational Marijuana		7.8%	79
Marijuana Accessories		4.4%	45
Smokeless Tobacco		1.3%	13
Pipe Tobacco		0.9%	9
Discount Cigarettes		3.5%	35
Discount Hard Alcohol or Spirits		11.3%	114
Domestic Beer		42.5%	430
Electronic Cigarette Supplies		1.9%	19
Alcoholic Cider		13.5%	137
None of the above / Does not apply		23.4%	237

103. Which of the following CANNABIS related products do you or the members of your household plan to purchase in the NEXT 12 MONTHS?  
(Check all that apply.)




Value		Percent	Responses
Cannabis Accessories		3.9%	39
Marijuana Delivery		1.1%	11
Cannabis Dry Flower/Bud		4.2%	43
Cannabis Edibles		10.1%	102
Cannabis Tinctures		1.9%	19
Cannabis Vaporizers		1.6%	16
Cannabis Cleaning Tools or Supplies		1.0%	10
Cannabis Concentrates		1.9%	19
Cannabis Pre-Rolls		2.4%	24
Organic Cannabis Products		1.4%	14
Cannabis Oil		3.7%	37
Cannabis Beauty & Skin Care Products		2.0%	20
Cannabis Beverages		1.5%	15
Cannabis Chocolates		3.7%	37
Medical Cannabis		1.8%	18
CBD Cannabis		5.1%	52
CBG Cannabis		0.8%	8
Recreational Cannabis		5.6%	57
Medical Cannabis		2.5%	25
None of the above / Does not apply		82.3%	833









104. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the NEXT MONTH?  
(Check all that apply.)

Value		Percent	Responses
Bulk or Discounted Food Items		25.1%	254
Specialty Teas		15.7%	159
Specialty Coffee		33.2%	336
Gourmet Deli Counter Items		26.4%	267
Cookies		47.4%	480
Potato Chips		63.8%	646
Soft Drinks		50.2%	509
Energy Drinks		14.2%	144
Energy Bars		18.6%	188
Birthday Cake		23.3%	236
Beef Jerky or Meat Sticks		22.0%	223
Candy		45.3%	459
Fruit		74.1%	751
Nuts		64.9%	657
Chocolates		51.0%	517
Ice cream		70.4%	713
Artisan Bread		36.6%	371
Artisan Meats		9.7%	98
Sports Drinks		17.7%	179
Artisan Condiments		7.6%	77
Canned Sauces		37.5%	380
Chicken		81.1%	822

Value		Percent	Responses
Pork		56.5%	572
Beef		66.2%	671
Fish		54.6%	553
Snack Mixes		29.5%	299
Vegetables		68.9%	698
Frozen Entrees		45.2%	458
Meal Kit Prep & Delivery		4.9%	50
Locally Raised Beef , Pork, Poultry		29.4%	298
Locally Grown Fruit and Vegetables		67.4%	683
Locally Produced Honey		26.2%	265
Organic Food		23.6%	239
Pickled Vegetables		18.2%	184
Artisan Cheese		31.7%	321
Alternative "Meat" Products		12.1%	123
Sausage		47.1%	477
Donuts		40.2%	407
Pastries		35.1%	356
Juice		49.7%	503
Olives		42.4%	430
Meal Kits		6.7%	68
Mac and Cheese		37.8%	383
Pizza		73.3%	743
Cookie Dough		13.4%	136
Cereal		65.8%	667

Value		Percent	Responses
Bagged Salad		55.3%	560
Game Meats		2.8%	28
None of the above / Does not apply		2.3%	23




105. What is most important to you when choosing a GROCERY STORE?  
(Check one only)

Value		Percent	Responses
Coupons		6.7%	68
Quality		37.1%	376
Selection		35.6%	361
Excellent Customer Service		5.9%	60
Clean Environment		10.7%	108
None of the above / Does not apply		3.9%	40








**Total: 1,013**

106. Which of the following do you or the members of your household plan to do in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		39.8%	403
Attend Online Religious or Spiritual Services		18.4%	186
Consider Leaving Current Job for Better Opportunity		7.2%	73
Donate to a Charity		62.5%	632
Donate to a Church		39.5%	400
Donate to Political Party or Government Representative		15.8%	160
Find New Local Golf Course		3.9%	39
Volunteer at Church		17.8%	180
Volunteer for Nonprofit Group		26.0%	263
Retire		3.8%	38
Vote in Upcoming Local Elections		52.1%	527
Vote in Upcoming State or National Elections		54.5%	552
Purchase Season Tickets for Performing Arts		7.1%	72
Attend a Holiday Themed Performance		15.1%	153
Community Activity		31.7%	321
Support an Organization		21.9%	222
Make a Donation		41.0%	415
Register to Vote		5.2%	53
None of the above / Does not apply		10.1%	102
Join a Golf Course		0.7%	7
Use Drone Photography Services		0.7%	7
Join a new Church		2.1%	21
Donate Vehicle		0.9%	9

Value		Percent	Responses
Have a Baby		1.0%	10
Get Married		1.3%	13
Look into Private Schooling for Children		0.8%	8

























107. Which of the following activities do you or members of your household plan to participate in over the NEXT 12 MONTHS? (Check all that apply.)









Value		Percent	Responses
Go Touring on a Bicycle		8.0%	81
Go Mountain Biking		5.3%	54
Go Camping		20.7%	209
Go Hiking		28.7%	290
Go Fishing		22.4%	227
Go Backpacking		5.5%	56
None of the above / Does not apply		51.0%	516

108. Which of the following business categories would you do a Google search to find a business to shop or use if you were planning to buy?  
(Check all that apply.)



Value		Percent	Responses
Apparel and Accessories		50.6%	512
Arts and Entertainment		34.2%	346
Automotive - (General)		19.3%	195
Automotive - (New Vehicle Dealership)		16.5%	167
Automotive - (Used Vehicle Dealership)		14.0%	142
Automotive - (Auto Parts store)		11.2%	113
Automotive - (Auto Repair business)		7.9%	80
Automotive - (Auto Body shop)		4.3%	44
Tire Business		16.7%	169
Beauty and Spa Related Businesses		17.6%	178
Child Related Businesses		4.2%	42
Community and State Services		21.2%	215
Education		10.0%	101
Employment Related Businesses		6.6%	67
Event Planning and Services		9.1%	92
Family Activity Related Businesses		10.6%	107
Farm Equipment and Agriculture Businesses		3.9%	39
Financial Services		10.2%	103
Fitness Businesses or Providers		6.7%	68
General Retail		39.4%	399
Grocery / Market		36.5%	369
Home and Garden Related Businesses		28.0%	283













Value		Percent	Responses
Building Supply/Lumber Business		15.2%	154
Home Service Businesses		12.2%	123
Home Service Contractors		14.1%	143
Hotel and Travel Related Businesses		32.3%	327
Local Services		26.2%	265
Medical Related Businesses - (General)		12.4%	125
Medical Related Businesses - (Chiropractor)		5.4%	55
Medical Related Businesses - (Dentist)		9.3%	94
Medical Related Businesses - (Hospital)		4.5%	46
Nightlife Related Businesses		8.3%	84
Pet / Animal		23.7%	240
Professional Services		15.6%	158
Real Estate Service Businesses		4.5%	46
Recreation Related Businesses		8.3%	84
Restaurant / Bar / Lounge		44.8%	453
Senior Related Businesses		6.6%	67
Specialty Food and Drink		22.2%	225
General Retail - Children's Clothing Store		5.2%	53
General Retail - Clothing Accessory Store		13.1%	133
General Retail - Computer Store		10.3%	104
General Retail - Farming and Agriculture Business		3.3%	33
General Retail - Furniture Store		17.3%	175
General Retail - Hardware Store		18.6%	188
General Retail - Home Entertainment Store		5.7%	58

Value		Percent	Responses
General Retail - Jewelry Store		5.8%	59
General Retail - Major Appliance Store		14.3%	145
General Retail - Men's Clothing Store		16.3%	165
General Retail - Mobile Phone Store		8.6%	87
General Retail - Shoe Store		19.6%	198
General Retail - Women's Clothing Store		27.0%	273
None of the above / Does not apply		11.7%	118
Motorsport Businesses		2.5%	25























109. Are you considering a change or new employment in the NEXT 12 MONTHS?

Value		Percent	Responses
Yes		12.3%	125
No		87.7%	888
Total: 1,013			

110. Which of the following employment related activities do you or the members of your household plan to do over the NEXT 12 MONTHS?  
(Check all that apply.)








Value		Percent	Responses
Start a Business		2.9%	29
Get a New Full Time Job		8.8%	89
Get a New Part Time Job		7.8%	79
Get a Temporary or Seasonal Job		4.0%	41
Use an Employment or Temporary Employment Agency		1.3%	13
Use a Career Counselor		0.6%	6
Get a Second (or Third) Job		2.8%	28
Get First Job after School		1.4%	14
Apply for Unemployment Benefits		1.7%	17
None of the above / Does not apply		80.8%	819

111. If you are looking to find a new job, get a second job, etc. in the NEXT 12 MONTHS, what are the primary fields you will be looking at employment in? (Check all that apply.)







Value		Percent	Responses
Admin & Clerical		5.9%	60
Customer Service		5.4%	55
Education		3.4%	34
Management		3.2%	32
NonProfit		3.2%	32
Retail		3.9%	40
None of the above / Does not apply		78.0%	790
Accounting		2.9%	29
Agriculture		0.7%	7
Automotive		0.3%	3
Banking & Finance		1.9%	19
Child Care		0.4%	4
Construction		0.9%	9
Driver / Transportation		2.0%	20
Engineering		1.1%	11
Executive Level		2.2%	22
Entry Level (New Graduate)		0.7%	7
Government		2.5%	25
Grocery		1.5%	15
Hotel - Hospitality		1.7%	17
Health Care – non nursing		2.4%	24
Health Care - CNA, RN, LPN, MA		1.5%	15

Value		Percent	Responses
Manufacturing		1.3%	13
Installation - Maintenance - Repair		0.6%	6
Information Technology		1.6%	16
Insurance		0.9%	9
Legal		0.7%	7
Media		2.1%	21
Real Estate		0.8%	8
Restaurant - Food Services		1.8%	18
Sales & Marketing		2.8%	28
Skilled Labor - Trades		1.0%	10
Warehouse		1.1%	11

112. Have you or the members of your household purchased something from any of the following sources in the PAST 90 DAYS? (Check all that apply.)

Value		Percent	Responses
Coupon book		19.2%	194
Yellow Pages directory		1.8%	18
Direct mail flyer		15.7%	159
Deal program/offer		11.0%	111
Facebook business page offer		13.0%	132
Billboard advertising		2.1%	21
None of the above / Does not apply		61.3%	621

113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?

Value		Percent	Responses
Read ads and keep them - using three or more		6.3%	64
Read ads and keep them - using one or two		42.3%	428
Read ads and keep them - without using any		5.6%	57
Read ads but throw away without using any		21.0%	213
Throw ads away unread		21.5%	218
Do not receive direct mail or advertisements at home or PO Box		3.3%	33



**Total: 1,013**





114. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	51 5.0%	159 15.7%	465 45.9%	39 3.8%	101 10.0%	137 13.5%	61 6.0%	1,013
County election Count Row %	56 5.5%	151 14.9%	472 46.6%	37 3.7%	95 9.4%	136 13.4%	66 6.5%	1,013
State election Count Row %	44 4.3%	244 24.1%	392 38.7%	23 2.3%	105 10.4%	140 13.8%	65 6.4%	1,013
Total Total Responses								1013

115. Did you vote in the last local / county / state election?




Value		Percent	Responses
Yes		89.4%	906
No		10.6%	107
			<b>Total: 1,013</b>

116. Did you vote in the last presidential election?























Value		Percent	Responses
Yes		96.4%	977
No		3.6%	36

**Total: 1,013**




117. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

Value		Percent	Responses
Yes		17.8%	180
No		46.4%	470
Does not apply		35.8%	363
			<b>Total: 1,013</b>

















# 118. Which of the following categories does your business fall into?

Value		Percent	Responses
Business Consulting		4.9%	9
Education		6.6%	12
Financial Services		4.4%	8
General Retail		5.5%	10
Health and Medical		7.7%	14
Home Service Businesses		6.0%	11
Real Estate		4.9%	9
Other		35.5%	65
Apparel and Accessories		0.5%	1
Arts and Entertainment		1.1%	2
Automotive		1.6%	3
Beauty and Spa		2.7%	5
Child Related Businesses		0.5%	1
Event Planning and Services		1.1%	2
Fitness Businesses or Providers		0.5%	1
Grocery and Specialty Food/Drink		2.2%	4
Home and Garden		2.2%	4
Hotel and Travel		0.5%	1
Local Services		2.7%	5
Nightlife		0.5%	1
Pet / Animal		2.2%	4
Pizza Restaurant Types		1.1%	2

**Total: 183**

Value		Percent	Responses
Recreation		1.6%	3
Restaurant / Bar / Lounge		2.7%	5
Sales Training		0.5%	1
			<b>Total: 183</b>

119. Which of the following are you interested in doing in the NEXT 12 MONTHS to drive your business? (Check all that apply.)























Value		Percent	Responses
Have an ongoing digital marketing campaign		10.3%	19
Use social media for promoting business		21.2%	39
Website optimized for mobile (responsive)		11.4%	21
Ongoing search optimization (SEO, SEM)		6.5%	12
Banner ads		7.1%	13
Cost-per-click ads (CPC, PPC)		6.0%	11
Cost-per-mille ads (CPM)		1.1%	2
Programmatic ads		2.2%	4
Retargeting ads		3.8%	7
Video ads		6.0%	11
Google ads (Adwords)		9.8%	18
Facebook ads		26.6%	49
Sponsored content		4.3%	8
Email advertising		17.9%	33
Site analytics		5.4%	10
Use a Digital Agency		2.7%	5
Digital ads through newspaper		7.1%	13
Digital ads through radio station		4.9%	9
Digital ads through TV station		1.6%	3
None of the above/Does not apply		56.0%	103

120. Which of the following BUSINESS PRODUCTS do you/your household, or does your company, plan to purchase or lease in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Cards, Letterhead, etc.		40.7%	74
Business Logo Apparel		19.8%	36
Computer Hardware		14.3%	26
Networking Hardware or Software		8.2%	15
Office Cleaning Supplies		18.7%	34
Office Copier		4.9%	9
Office Furniture, Fixtures or Interiors		8.2%	15
Office Printer		9.3%	17
Office Supplies		42.9%	78
Promotional Items		15.4%	28
Security System		5.5%	10
Telephone Systems		4.9%	9
Uniforms or Work Clothing		7.7%	14
None of the above/Does not apply		34.6%	63














121. Which of the following BUSINESS SERVICES do you, your household, or your company plan to use or shop for in the NEXT 12 MONTHS?  
(Check all that apply.)

Value		Percent	Responses
Business Accounting or CPA		33.1%	60
Business Advertising		14.4%	26
Business Bottled Water Delivery		3.9%	7
Business Advisory Services		3.3%	6
Business Cellular Phone Service		10.5%	19
Business Computer Consulting		7.2%	13
Business Internet Service Provider		15.5%	28
Business Legal Services or Attorney		9.4%	17
Business Marketing Services		9.4%	17
Business Social Media Marketing		9.9%	18
Business Meetings or Conventions		6.1%	11
Business Payroll Services		6.6%	12
Business Printing Services		9.9%	18
Business Security Services		3.9%	7
Business Sign Company Services		5.5%	10
Business Online Meetings		6.6%	12
None of the above / Does not apply		50.3%	91
Business Financial Consulting		2.8%	5
Business Construction Contractor		1.7%	3
Business Employment Agency		1.7%	3
Business Moving or Storage		1.7%	3
Business Realty Services		2.2%	4

Value		Percent	Responses
Business Recruitment		2.2%	4
Business Staffing or Temp Services		2.8%	5
Selling Small Business		0.6%	1
Business Bankruptcy		0.6%	1
Business Travel Agency		1.7%	3
Business General Broadcast Media Service		1.7%	3
Business Television Media Service		1.1%	2









122. Which of the following BUSINESS REAL ESTATE PLANS does your company have planned in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Rent New Office		3.3%	6
Buy New Office		2.8%	5
Add New Locations		3.9%	7
Have Employees Work From Home		2.2%	4
Renovate Existing Facilities		3.9%	7
Reduce Office Space		1.1%	2
Construct New Facilities		2.2%	4
Buy or Rent Industrial Space		1.1%	2
Buy or Rent Warehouse Space		1.1%	2
Install New Commercial Carpeting		0.6%	1
None of the above / Does not apply		86.7%	156











123. Which of the following BUSINESS AUTOMOTIVE PURCHASING PLANS does your company have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		3.9%	7
Purchase Used Business Automobiles		2.2%	4
Purchase New Business Trucks		3.3%	6
Purchase Used Business Trucks		1.7%	3
Lease New Business Automobiles		1.1%	2
Lease New Business Trucks		0.6%	1
Purchase New Business Delivery Vehicles		0.6%	1
Purchase Used Business Delivery Vehicles		1.1%	2
Purchase New Heavy Duty or Commercial Business Trucks		2.8%	5
Purchase Used Heavy Duty or Commercial Business Trucks		2.2%	4
None of the above / Does not apply		90.0%	162

124. Which of the following EMPLOYEE BENEFIT AND INSURANCE PROGRAMS does your company plan to START OR CHANGE in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		3.9%	7
Business Health Insurance		3.3%	6
Business Dental Insurance		2.8%	5
Business 401K or Retirement Program		3.3%	6
Business "Key Man" Insurance		1.7%	3
Business Property Insurance		3.3%	6
Business Commercial Insurance		4.4%	8
None of the above / Does not apply		90.6%	163







## 125. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.2%	2
25 - 30		0.9%	9
31 - 34		1.6%	16
35 - 40		4.5%	46
41 - 45		3.9%	39
46 - 49		4.6%	47
50 - 54		10.0%	101
55 - 60		14.8%	150
61 - 69		31.1%	314
70 or older		28.4%	287

**Total: 1,011**









**Avg 62**

126. What type of area do you live in? (check one only)

Value		Percent	Responses
Metro / Urban		19.3%	196
Small/Mid-Size Town		32.6%	330
Suburban		28.4%	288
Rural		18.7%	189
Vacation community		0.5%	5
Other		0.5%	5

**Total: 1,013**




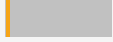



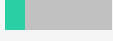



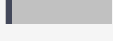

127. What is the highest level of education attained by any member of your household?

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		0.4%	4
High School Graduate (12th grade)		8.7%	88
Vocational or Technical Training		7.1%	71
Some College		18.1%	182
College Graduate		30.9%	311
Some Post-Graduate Study (No Advanced Degree)		7.5%	75
Post-Graduate Degree		27.2%	274

**Total: 1,006**








128. Approximately, what was your total household income before taxes in the past year?

Value		Percent	Responses
Under \$20,000		5.3%	50
\$20,000 - \$24,999		3.0%	29
\$25,000 - \$29,999		1.9%	18
\$30,000 - \$34,999		3.9%	37
\$35,000 - \$39,999		3.2%	30
\$40,000 - \$44,999		3.8%	36
\$45,000 - \$49,999		5.4%	51
\$50,000 - \$74,999		19.7%	187
\$75,000 - \$99,999		18.4%	175
\$100,000 - \$124,999		13.8%	131
\$125,000 - \$149,999		8.7%	83
\$150,000 - \$200,000		7.3%	69
Over \$200,000		5.8%	55








**Total: 951**

**Avg \$92,606**

## 129. What is your gender?






Value		Percent	Responses
Male		30.9%	311
Female		66.5%	668
Transgender		0.1%	1
Gender Variant / Non-conforming		0.2%	2
Prefer not to answer		2.3%	23
			<b>Total: 1,005</b>

130. Which of the following would you classify yourself as?





Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.8%	8
Black or African-American		1.0%	10
Asian		0.3%	3
White or Caucasian		90.8%	913
Hispanic		1.6%	16
Other		1.0%	10
Prefer not to answer		4.5%	45

**Total: 1,005**

131. Which of the following best describe your primary residence?






Value		Percent	Responses
Single Family Home		78.8%	792
Apartment		9.5%	95
Condominium		8.8%	88
Mobile Home		0.5%	5
Other		2.5%	25
			<b>Total: 1,005</b>

132. Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?



Value		Percent	Responses
Owned		84.2%	844
Rented		13.5%	135
Occupied Without Payment of Rent		1.5%	15
Other		0.8%	8

**Total: 1,002**

133. How many children under the age of 18 live in your household?

Value		Percent	Responses
None		85.5%	857
1		6.8%	68
2		5.5%	55
3		1.7%	17
4 or more		0.5%	5
			<b>Total: 1,002</b>

134. Your feedback is essential to local businesses, would you be willing to participate in future surveys? If so, could you please list your email address? (Check one only)

Value		Percent	Responses
Yes (please write your email address ----> )		46.1%	461
No		53.9%	540
			<b>Total: 1,001</b>