

2021 Pulse of America

Massachusetts State Shopping Survey Report


Response Counts

Completion Rate:	100%	<div></div>
	Complete	<div></div>

407

Total: 407













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	407
			Total: 407

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









Value		Percent	Responses
Local Newspaper		55.5%	226
Local Newspaper Website		36.9%	150
Local TV News		43.2%	176
Local TV News Website		15.0%	61
National Broadcast News		36.9%	150
National Broadcast Website		12.8%	52
Local Radio		32.4%	132
Local Radio Website		3.4%	14
Apple News		5.4%	22
Facebook		27.8%	113
Twitter		5.4%	22
Nextdoor		9.1%	37
Other		13.0%	53

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





Value		Percent	Responses
Local Newspaper		10.8%	44
Local Newspaper Website		9.1%	37
Local TV News		15.0%	61
Local TV News Website		2.5%	10
National Broadcast News		22.9%	93
National Broadcast Website		9.8%	40
Local Radio		4.4%	18
Local Radio Website		0.7%	3
Apple News		1.0%	4
Facebook		1.5%	6
Twitter		0.5%	2
Other		21.9%	89

Total: 407





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

Value		Percent	Responses
Employment needs		33.7%	137
General status of the business		51.1%	208
New hours		56.5%	230
New services being offered		65.1%	265
Online services being offered		42.0%	171
Services that are being offered		67.1%	273
The cleaning and safety precaution policies		19.9%	81
Other		7.1%	29

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		59.2%	241
Watched Local Television		52.6%	214
Read the Local Newspaper		78.1%	318
None of the above / Does not apply		6.4%	26























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		34.9%	142
Local Radio Station		11.1%	45
Local TV Station		9.1%	37
None of the above / Does not apply		58.5%	238







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		46.9%	149
Local Daily Newspaper		87.4%	278
Local Paid Weekly Community Newspaper		10.4%	33
Local Free Weekly Print Publication		30.8%	98
Local Alternative Publication		10.1%	32
Local City or Regional Magazine		12.9%	41
Local Specialty Publication		7.2%	23
Local Business Publication		9.4%	30
Local Parenting Publication		0.6%	2
Local Children's Publication		0.9%	3
Local Senior Publication		25.8%	82
None of the above / Does not apply		1.3%	4













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		22.8%	55
Adult Contemporary		14.5%	35
Adult Hits		14.1%	34
Business News		12.0%	29
CHR (Contemporary Hit Radio)		4.6%	11
Classic Hits		17.8%	43
Classic Rock		32.4%	78
Classical		23.7%	57
Religious		3.3%	8
Country		16.2%	39
Easy Listening		10.4%	25
News/Talk		54.8%	132
Oldies		24.9%	60
Rock		11.2%	27
Sports		17.0%	41
Talk		14.1%	34
Other		10.8%	26
Hot AC		0.4%	1
Regional Mexican		0.8%	2
Spanish		1.2%	3
Urban Contemporary		1.7%	4
None of the above / Does not apply		1.2%	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)		71.8%	173
Midday (10:00 am - 3:00 pm)		34.0%	82
Afternoon Drive (3:00 - 7:00 pm)		55.2%	133
Evenings (7:00 pm - midnight)		21.6%	52
Overnight (midnight - 6:00 am)		3.3%	8
Don't know / Does not apply		6.2%	15

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)		47.7%	102
Morning (9 am – 12 noon)		13.1%	28
Daytime (12 noon – 3 pm)		15.0%	32
Early Fringe (3 pm – 5 pm)		8.4%	18
Early News (5 pm – 7 pm)		81.8%	175
Prime Access (7 pm – 8 pm)		29.0%	62
Prime Time (8 pm – 11 pm)		38.3%	82
Late News (11 pm – 11:30 pm)		25.7%	55
Late Fringe (11:30 pm – 1 am)		4.7%	10
Post Late Fringe (1 am - 2 am)		0.9%	2
Overnight (2 am - 5 am)		0.5%	1
Don't know - Does not apply		1.9%	4

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 Body Shop		7.1%	29
Auto Detailing Shop		8.4%	34
Auto Parts Store		18.4%	75
Auto Repair Shop		43.0%	175
Car Wash		58.2%	237
Gas Station		82.8%	337
New Vehicle Dealership		15.2%	62
Oil Change Station		35.9%	146
Tire Store		17.7%	72
Used Vehicle Dealership		10.3%	42
None of the above / Does not apply		5.7%	23
Auto Battery Store		2.5%	10
Auto Glass Repair Shop		2.5%	10
Auto Muffler Shop		0.5%	2
Auto Paint Shop		0.5%	2
Auto Salvage Yard		0.7%	3
Auto Stereo Installation		1.0%	4
Auto Towing Service		0.5%	2
Auto Window Tinting		0.5%	2
Car Audio Store		1.0%	4
Commercial Truck Dealership		0.2%	1
Commercial Truck Repair Shop		0.7%	3

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		0.5%	2
RV or Camper Repair		1.2%	5
Trailer Rental Service		0.5%	2
Transmission Shop		0.5%	2

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		1.5%	6
Boat and RV Storage Facility		0.5%	2
Boat Dealer		0.5%	2
Boat Rental Service		0.5%	2
Boat Repair Shop		0.7%	3
Boating Accessory Store		1.5%	6
Golf Cart Dealer		0.7%	3
Motorcycle Accessory Store		1.0%	4
Motorcycle Dealer		1.2%	5
Motorcycle Repair Shop		2.0%	8
Watercraft Dealer		1.0%	4
Watercraft Rental Shop		1.0%	4
None of the above / Does not apply		91.4%	372

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		25.3%	103
Animal Feed Store		13.5%	55
Agricultural Service		1.5%	6
Farm Equipment Repair Shop		2.2%	9
Farm Truck and Tractor Repair Shop		1.7%	7
Farming Structure Building Contractor		0.2%	1
New Farm Equipment Dealer		0.2%	1
Used Farm Equipment Dealer		0.7%	3
None of the above / Does not apply		67.6%	275

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		41.3%	168
Bakery		64.4%	262
Beer Shop		27.5%	112
Beverage Distributor		11.8%	48
Candy Store		11.1%	45
Cheese Shop		16.0%	65
Chocolate Shop		17.2%	70
Coffee & Tea Shop		39.1%	159
Convenience Store		56.8%	231
Cookie Store		3.2%	13
Cupcake Shop		3.7%	15
Dessert Restaurant		7.9%	32
Distillery		7.9%	32
Donut Shop		27.8%	113
Espresso or Coffee Shop		39.6%	161
Ethnic Food Restaurant		50.1%	204
Ice Cream or Frozen Yogurt Shop		58.2%	237
Liquor Store		54.3%	221
Meat Market or Butcher Shop		30.5%	124
Seafood Market		28.0%	114
Smoothie or Juice Bar		8.6%	35
Specialty Cake Bakery		5.4%	22

Value		Percent	Responses
Specialty Food Market		27.5%	112
Tea Shop		6.9%	28
U-Brew Beer or Wine Store		3.2%	13
Wine Shop		20.9%	85
Winery		14.5%	59
None of the above / Does not apply		2.9%	12




















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		17.0%	69
Farmers Market		63.4%	258
Grocery Store (Discount)		22.4%	91
Grocery Store (Ethnic)		17.2%	70
Grocery Store (Major or Regional Chain)		87.5%	356
Grocery Store (Neighborhood/Local/Mom & Pop)		38.8%	158
Grocery Store (Co-op)		56.8%	231
Grocery Store (Independent/Citywide)		39.6%	161
None of the above / Does not apply		0.5%	2











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		28.7%	117
Day Spa		6.1%	25
Eyelash Extension Salon		0.5%	2
Hair Salon		67.6%	275
Hair Removal Salon		2.0%	8
Massage		20.9%	85
Makeup Artist		0.2%	1
Nail Salon		16.5%	67
Skin Care Store		3.4%	14
Tanning Salon		0.7%	3
Tattoo Studio		6.4%	26
None of the above / Does not apply		14.3%	58

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		8.4%	34
Bicycle Rental Service		1.7%	7
Bicycle Repair Shop		18.4%	75
Bicycle Shop		13.8%	56
Bowling Alley		12.5%	51
Dive Shop		0.5%	2
Fishing Supply Store		5.7%	23
Golf Course		9.6%	39
Golf Driving Range		6.9%	28
Golf Pro Shop		3.2%	13
Gun Shooting Range		5.9%	24
Gun Store		5.2%	21
Miniature Golf Course		13.3%	54
Outdoor Gear Store		16.7%	68
Seasonal Hunting		2.2%	9
Ski Shop		5.7%	23
New Sporting Goods Store		10.8%	44
Used Sporting Goods Store		3.2%	13
None of the above / Does not apply		44.7%	182












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		1.7%	7
Card or Stationery Store		19.7%	80
Catering Service		4.9%	20
Event Coordinator		0.2%	1
Hotel Meeting Room or Event Space		3.2%	13
Party Supply Store		6.9%	28
Aerial Photography		0.2%	1
Photographer		2.7%	11
Wedding Venue or Banquet Hall		0.7%	3
None of the above / Does not apply		71.3%	290











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		35.6%	145
Bingo Hall		2.2%	9
Casino		10.3%	42
Community Theatre		30.7%	125
Food Festival		33.7%	137
Live Theater		31.2%	127
Local Festival		42.3%	172
Movie Theater		49.1%	200
Music Festival		29.2%	119
Performing Arts Center		29.7%	121
Stadium or Arena Events		11.8%	48
Wine Tour		6.4%	26
None of the above / Does not apply		16.7%	68








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		12.5%	51
Athletic Club		11.3%	46
Family Entertainment Center		5.4%	22
Family Play Center		2.2%	9
Horseback Riding		3.4%	14
Ice Skating or Roller Rink		7.9%	32
Local Sports Team		11.5%	47
Outdoor Park		39.6%	161
Waterpark		8.6%	35
Zoo		11.3%	46
None of the above / Does not apply		43.0%	175























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		5.7%	23
Exercise Classes		19.2%	78
Fitness Boot Camp		1.0%	4
Gym, Fitness or Athletic Club		28.0%	114
Martial Arts Studio		2.7%	11
Personal Trainer		6.4%	26
Rock Climbing Gym		3.2%	13
Swimming Lessons		3.7%	15
Yoga Studio		15.0%	61
None of the above / Does not apply		48.2%	196

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		2.7%	11
Bar, Lounge or Pub		35.4%	144
Billiard Hall		2.2%	9
Card Room		0.2%	1
Sports Bar		8.8%	36
Wine Bar		10.1%	41
None of the above / Does not apply		60.9%	248

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		5.2%	21
Community College		8.8%	36
Continuing Education Courses		11.8%	48
Driving School		4.7%	19
Elementary School		3.7%	15
Graduate School		3.2%	13
Lecture or Seminar Series		14.3%	58
Middle School or High School		8.4%	34
Musical Instruments and Lessons		9.1%	37
Online Music Teacher		3.2%	13
Online/On-demand Programs		18.2%	74
University / College		9.1%	37
None of the above / Does not apply		47.4%	193
Beauty School		0.2%	1
Culinary School		1.5%	6
Dance School		2.5%	10
Language School		2.9%	12
Medical Training Certification		1.2%	5
Preschool		0.7%	3
Private Elementary School		1.0%	4
Private High School		0.7%	3
Private K-12 School		0.2%	1

Value		Percent	Responses
Private Middle School		0.2%	1
Private Tutor		0.5%	2
Real Estate School		0.7%	3
Trade School		0.7%	3
Training Center		0.7%	3
Vocational School		1.0%	4















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		23.1%	94
Credit Union		12.8%	52
Financial Advisor		12.0%	49
Stockbroker		1.5%	6
Tax Return Service		10.6%	43
None of the above / Does not apply		66.3%	270






















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		0.2%	1
Bookkeeping Service		2.7%	11
Car Leasing Service		1.2%	5
Check Cashing Service		1.5%	6
Credit Repair Service		0.2%	1
Debt Consolidation Company		0.7%	3
Money Transfer Service		1.7%	7
Title Loan Company		0.5%	2
None of the above / Does not apply		93.1%	379








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		9.8%	40
Chiropractor		9.8%	40
Dental Clinic		6.1%	25
Dentist		41.3%	168
Denture or Implant Specialist		4.4%	18
Family Practitioner		17.9%	73
General Practitioner		26.0%	106
Hearing Aid Center		7.4%	30
Hospice Care Provider		0.5%	2
Hospital		5.9%	24
Medical Clinic		4.7%	19
Optometrist		26.5%	108
Pediatrician		3.9%	16
None of the above / Does not apply		40.3%	164














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		11.8%	48
Audiology Clinic		12.8%	52
Blood Donation Center		6.6%	27
Cancer Specialist		3.9%	16
Cardiologist		16.0%	65
Dermatologist		34.9%	142
Ear, Nose & Throat Doctor		9.1%	37
Esthetician Skin-care		6.1%	25
Gastroenterologist		13.0%	53
Internal Medicine Doctor		26.5%	108
Laboratory or Medical Testing Facility		24.8%	101
Laser Eye Surgery Clinic		4.2%	17
Massage Therapist		21.9%	89
Medical Imaging Service		8.1%	33
Mental Health Provider		14.7%	60
Mental Health Service		4.7%	19
Obstetrician & Gynecologist		9.8%	40
Ophthalmologist		32.7%	133
Orthodontist		3.2%	13
Orthopedist		6.9%	28
Physical Therapist		17.4%	71






Value		Percent	Responses
Podiatrist		7.1%	29
Psychiatrist		6.4%	26
Psychologist		5.2%	21
Sleep Disorder Clinic		5.2%	21
Surgical Specialist		3.4%	14
Urgent Care Clinic		3.7%	15
Urologist		8.6%	35
Walk-In Clinic		4.4%	18
Wellness Program		5.4%	22
Wellness Service		5.7%	23
None of the above / Does not apply		12.3%	50
Alcoholism Treatment Program		0.5%	2
Alzheimer's or Memory Care Facility		1.5%	6
Cardiovascular Surgeon		1.0%	4
Cosmetic or Plastic Surgery		1.5%	6
Drug Addiction Treatment Center		0.5%	2
Drug Testing Service		0.2%	1
Home Health Care Provider		1.2%	5
Medical Spa		0.2%	1
Medical Supply Store		2.5%	10
Mental Health Clinic		2.0%	8
Naturopathic Practitioner		2.5%	10
Nutritionist or Dietician		2.9%	12
Oncologist		2.7%	11

Value		Percent	Responses
Pain Clinic		1.5%	6
Pain Control Clinic		1.0%	4
Pain Management Physician		2.7%	11
Physical Health Center		1.0%	4
Rehabilitation Clinic		0.5%	2
Sports Medicine Clinic		2.5%	10
Vascular Surgeon or Vein Center		0.7%	3
















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		4.2%	17
Adult Day Care		0.5%	2
Aging in Place Business		2.0%	8
Assisted Living Facility		0.7%	3
Geriatric Physician		1.2%	5
Memory Care Facility		0.7%	3
Nursing Home		0.7%	3
Respite Relief Provider		0.2%	1
Retirement Counselor		1.5%	6
Retirement Home		0.5%	2
Senior Care Placement Agency		0.2%	1
Senior Center		17.7%	72
None of the above / Does not apply		76.2%	310





















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		22.4%	91
CBD Store		11.1%	45
Medical Marijuana Dispensary		7.9%	32
Medical Marijuana Authorization		3.4%	14
None of the above / Does not apply		69.5%	283

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		48.2%	196
Bed & Breakfast		19.4%	79
Campground		14.7%	60
Hotel or Motel (Local)		6.6%	27
Hotel or Motel (Out-of-Town)		58.7%	239
Limo Service		2.5%	10
Luggage-Travel Store		2.7%	11
Local Tourism		16.0%	65
Regional Airport		23.1%	94
RV Rental Company		1.2%	5
Shuttle Service		8.4%	34
Ski Resort		6.4%	26
Taxi Service		6.6%	27
Travel Agent		4.7%	19
None of the above / Does not apply		21.1%	86

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		7.4%	30
Car Rental Agency		6.1%	25
Compost / Yard Waste Service		9.1%	37
Courier or Delivery Service		5.4%	22
Dry Cleaning or Laundry Service		24.3%	99
Electronics Repair Shop		4.7%	19
Information Technology (IT) Service		5.9%	24
Jewelry Repair Shop		9.6%	39
Mail Store		19.4%	79
Mobile or Cell Phone Repair Shop		5.7%	23
Moving Truck Rental Company		3.7%	15
Printing Service		10.1%	41
Propane Dealer		16.5%	67
Propane Home Heating Service		8.4%	34
Recycling Center		34.6%	141
Self-Storage Facility		5.4%	22
Sewing and Alterations Shop		10.8%	44
Shipping Center		17.2%	70
Shoe Repair Shop		11.3%	46
Small Engine Repair Shop		5.7%	23
Tool / Equipment Rental Service		3.7%	15
Watch or Clock Repair Shop		7.4%	30

Value		Percent	Responses
None of the above / Does not apply		22.4%	91
Bottled Water Delivery Service		2.2%	9
Cremation Service Provider		0.5%	2
Funeral Service Provider		1.7%	7
Freight / Hauling Company		1.2%	5
Junkyard		2.9%	12
Marriage Counselor		1.2%	5























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		10.6%	43
Charity or Philanthropic Organization		34.4%	140
Church		22.9%	93
City Center		4.9%	20
City or Municipal Service		19.2%	78
City or Town Hall		40.3%	164
Civic Center		1.7%	7
Community Center		10.1%	41
Community Organization		16.0%	65
Community Service or Non-Profit Organization		27.3%	111
Convention Center		0.7%	3
County Government Office		3.7%	15
Department of Social Services		0.7%	3
Employment Center		1.7%	7
Government Economic Program		1.2%	5
Government or Political Service		2.5%	10
Youth Organization		3.4%	14
None of the above / Does not apply		22.6%	92

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		23.3%	95
Painting Contractor		13.5%	55
Plumber or Plumbing Contractor		22.9%	93
None of the above / Does not apply		65.1%	265

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		9.8%	40
Alternative Energy Service		6.4%	26
Appliance Repair Service		10.1%	41
Asphalt / Paving Contractor		4.4%	18
Carpenter or Woodworker		25.3%	103
Concrete Contractor		3.2%	13
Countertop Contractor		4.7%	19
Drywall Installation or Repair Contractor		4.9%	20
Fencing Contractor		4.4%	18
Flooring Contractor		9.1%	37
Furnace Contractor		9.3%	38
Garage Door Contractor		3.7%	15
Garbage Collection Service		10.1%	41
General Contractor		9.3%	38
Gutter Installation or Repair Contractor		6.6%	27
Handyman		27.8%	113
Heating & Air Conditioning Services		18.7%	76
Home Maintenance Service		4.4%	18
Junk Removal or Hauling Service		11.8%	48
Kitchen or Bath Remodeling Company		4.7%	19
Landscaping Service		18.2%	74
Mover or Moving Company		3.4%	14







Value		Percent	Responses
Roofing Contractor		9.3%	38
Septic Tank Contractor		5.2%	21
Solar Energy Contractor		6.4%	26
None of the above / Does not apply		24.8%	101
Carpet Installation Contractor		1.7%	7
Deck Builder		2.9%	12
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		2.0%	8
Garage Builder		1.2%	5
Handicap Access Contractor		0.7%	3
Heavy Construction Machinery		0.5%	2
Home Security Company		2.0%	8
Insulation Installer		2.7%	11
Landscape Architect		2.7%	11
New Home Builder		0.5%	2
Remodeling Contractor		2.5%	10
Siding Installation or Repair Contractor		2.2%	9
Stone or Marble Company		1.5%	6
Tile Contractor		2.0%	8
Water Well Drilling Contractor		1.2%	5
Waterproofing Contractor		2.2%	9

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		16.7%	68
Carpet Cleaning Service		4.7%	19
Chimney Services		13.8%	56
Fuel or Oil Home Heating Service		27.5%	112
Furnace Cleaning Service		25.3%	103
Home Gardening Service		5.2%	21
Home Pressure Washing Service		3.9%	16
House Cleaning Service		17.2%	70
Masonry Service		3.4%	14
Key or Locksmith Service		3.4%	14
Landscaper		9.6%	39
Lawn Care Service		20.9%	85
Pest Control Service or Exterminator		9.8%	40
Shades & Blinds Installation Service		4.7%	19
Television or Internet Service Provider		26.3%	107
Window & Door Installation		6.6%	27
Window Washing		5.9%	24
None of the above / Does not apply		22.9%	93
Awning & Tent Company		1.2%	5
Bathtub Refinishing Service		2.9%	12
Cabinet Refacing Service		1.0%	4
Home Theater Installation Service		0.2%	1

Value		Percent	Responses
Interior Designer		1.2%	5
Pool Cleaning Service		1.7%	7
Wallcoverings Store		0.2%	1
Water Treatment Supply & Service		0.5%	2




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		1.7%	7
At-home Daycare		0.5%	2
Children's Clothing Store		4.7%	19
Children's Shoe Store		2.5%	10
Summer Camp		5.7%	23
None of the above / Does not apply		90.7%	369

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		6.1%	25
Animal Shelter		2.7%	11
Bird Seed Store		15.0%	61
Bird Shop		0.5%	2
Emergency Animal Hospital		3.7%	15
Feed Store		13.3%	54
Fish or Aquarium Store		2.7%	11
Pet Boarding		8.1%	33
Pet Boutique		0.5%	2
Pet Groomer		9.8%	40
Pet Sitter		11.5%	47
Pet Store		17.0%	69
Pet Trainer		1.7%	7
Pet Walker		2.5%	10
Veterinarian		41.0%	167
None of the above / Does not apply		43.2%	176

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		6.4%	26
Real Estate Brokerage Firm		1.0%	4
None of the above / Does not apply		93.4%	380

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		2.0%	8
Developer		0.7%	3
Estate Appraiser		1.5%	6
Estate Liquidator		0.5%	2
Home Inspector		2.7%	11
Home Staging Company		0.2%	1
Manufactured or Modular Home Builder		0.7%	3
Mortgage Banker		3.7%	15
Mortgage Broker		2.5%	10
New Home Builder		0.5%	2
Real Estate Appraiser		3.7%	15
Real Estate Rental Agency		1.7%	7
Title & Escrow Company		1.5%	6
None of the above / Does not apply		88.9%	362

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		40.3%	164
Buffet Restaurant		4.7%	19
Chinese Restaurant		50.6%	206
Ethnic Restaurant		42.8%	174
Family Style Restaurant		34.9%	142
Fast Food Restaurant		32.4%	132
Fine Dining Restaurant		41.0%	167
Home Delivery Meals		9.8%	40
Indian Restaurant		32.7%	133
Italian Restaurant		37.8%	154
Japanese or Sushi Restaurant		29.0%	118
Mexican Restaurant		45.9%	187
Pizza Restaurant		61.9%	252
Restaurant with Lounge or Bar		23.8%	97
Thai Restaurant		31.4%	128
None of the above / Does not apply		4.7%	19








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		19.9%	81
Art Supply Store		24.3%	99
Bead Store		7.6%	31
Bookstore		60.7%	247
Candle Shop		13.0%	53
Christmas Store		8.6%	35
Computer Store		17.4%	71
Consignment Shop		30.0%	122
Craft Supply Store		27.3%	111
Department Store		51.8%	211
Discount Store		37.6%	153
Drugstore or Pharmacy		71.5%	291
Electronics Store		12.5%	51
Equipment Rental Store		3.2%	13
Fabric Store		19.7%	80
Flea Market		21.6%	88
Florist		16.5%	67
Gift Shop		18.4%	75
Gun Shop		5.4%	22
Halloween Store		5.2%	21
Herb Shop or Herbalist		5.9%	24
Hobby Shop		9.3%	38























Value		Percent	Responses
Mobile Phone Store		15.7%	64
Music and Video Store		5.2%	21
Music Instrument Store		6.6%	27
Music Store		5.7%	23
Office Equipment & Supply Store		31.2%	127
Outlet Store		17.0%	69
Record Store		6.1%	25
Scrap Metal Dealer		3.4%	14
Shopping Center		31.4%	128
Thrift Store		39.3%	160
Toy Store		15.0%	61
Vape or Smoke Shop		3.2%	13
Vitamin or Supplement Store		7.1%	29
Wholesale, Warehouse or Club Store		19.2%	78
Yard Equipment Store		11.5%	47
Yarn Store		10.6%	43
None of the above / Does not apply		3.2%	13
Adult Video or Adult Store		1.7%	7
Camera Store		2.7%	11
Christian Book Store		1.5%	6
Cigar Store		1.2%	5
Coin Shop		0.7%	3
Comic Book Shop		2.9%	12
Gold/Silver/Precious Metal Dealer		2.2%	9














Value		Percent	Responses
Knife Store		0.7%	3
Military Surplus Store		2.0%	8
Monument or Memorial Company		1.7%	7
Pawn Shop		0.2%	1
Religious Supply or Gift Shop		1.5%	6
Security Service		0.5%	2
Sewing Studio		2.9%	12
Sign Store		1.7%	7
Survival Store		0.5%	2
Tobacco Store		1.7%	7
Trophy or Award Store		0.5%	2

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		16.2%	66
Free delivery		31.4%	128
Drive-thru		32.4%	132
Carryout		70.5%	287
Curbside carryout		35.4%	144
Other		5.4%	22
None of the above / Does not apply		12.5%	51

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		24.8%	101
Baby Supply & Furniture Store		4.2%	17
Bath & Accessory Store		24.8%	101
Building Supply Store or Lumber Yard		37.1%	151
Cabinet Store		3.7%	15
Carpet Store		4.4%	18
Fireplace, Wood Stove or Barbeque Store		6.4%	26
Flooring Store		9.1%	37
Frame Shop		10.6%	43
Furniture Restoration Shop		4.7%	19
Furniture Store		20.6%	84
Hardware Store		56.5%	230
Home & Garden Store		57.7%	235
Home Decor Store		12.5%	51
Lighting Store		5.2%	21
Major Appliance Store		16.0%	65
Mattress or Bedding Store		10.3%	42
Outdoor Furniture Store		8.8%	36
Paint Store		20.6%	84
Plant Nursery & Garden Supply Store		34.9%	142
Pool & Spa Dealer		3.2%	13
Rug Store		3.9%	16

Value		Percent	Responses
Small Appliance Store		7.1%	29
Solar Energy Equipment Dealer		3.7%	15
Tool Store		8.8%	36
TV & Appliance Store		4.9%	20
Used Building Supply Store		4.9%	20
Vacuum Store		5.7%	23
None of the above / Does not apply		9.6%	39
Clock Shop		1.5%	6
Futon Store		1.5%	6
Hot Tub or Spa Dealer		2.0%	8
Tool Rental Center		2.7%	11
TV Store		1.7%	7
Window Store		2.0%	8

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		27.3%	111
Beauty Supply Store		10.8%	44
Bridal Shop		1.0%	4
Clothing Accessories Store		17.9%	73
Jewelry Store		9.1%	37
Leather Goods Store		3.9%	16
Lingerie Store		6.4%	26
Logo Apparel Store		2.7%	11
Maternity Wear Store		0.2%	1
Men's Clothing Store		23.8%	97
Optician or Eyeglasses Store		34.6%	141
Outdoor Clothing Store		25.6%	104
Shoe Store		48.6%	198
Sportswear Store		15.2%	62
Swimwear Store		5.4%	22
Watch Store		1.5%	6
Western Wear Store		0.5%	2
Women's Clothing Store		50.9%	207
None of the above / Does not apply		18.7%	76









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		10.1%	41
Insurance Agency		9.3%	38
Legal Firm or Attorney		9.3%	38
Tax Advisor		8.1%	33
None of the above / Does not apply		75.2%	306





















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		2.0%	8
Commercial Builder		1.0%	4
Employment or Staffing Agency		1.2%	5
Graphic Designer		1.5%	6
Immigration Lawyer / Law		0.5%	2
Life Coach		1.0%	4
3D Printing		0.2%	1
Personal Shopping		0.5%	2
Virtual Assistance		0.2%	1
Branded Merchandiser		0.5%	2
Research Study		0.7%	3
Co-working space		1.2%	5
None of the above / Does not apply		91.2%	371









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		0.5%	2
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class B RV		0.5%	2
Purchase Used Class C RV		0.2%	1
Purchase Used Travel Trailer or 5th wheel		0.2%	1
Purchase Used Camper Van		0.2%	1
None of the above / Does not apply		98.0%	399

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		5.7%	23
New SUV		3.2%	13
New Hybrid or Electric Vehicle		3.7%	15
Used Car		10.3%	42
Used SUV		4.4%	18
Used Hybrid or Electric Vehicle		3.7%	15
None of the above / Does not apply		75.2%	306
New Luxury Vehicle - Under \$50,000		1.2%	5
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	4
New Motorcycle		0.2%	1
New Minivan		0.2%	1
New Truck		1.2%	5
New Utility ATV		0.5%	2
Used Luxury Vehicle - Under \$30,000		1.2%	5
Used Luxury Vehicle - \$30,000 - \$50,000		1.0%	4
Used Van		0.2%	1
Used Minivan		0.2%	1
Used Side x Side (UTV)		0.2%	1
Used Truck		2.9%	12
Used Utility ATV		0.2%	1











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

Value		Percent	Responses
Compact car		6.4%	26
Full-size car		2.2%	9
Luxury vehicle (any size)		0.5%	2
Midsized car		5.7%	23
Pickup truck		3.2%	13
Sport utility vehicle (SUV)		12.5%	51
Van or minivan		1.2%	5
None of the above		68.3%	278



Total: 407

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
Chevrolet		5.2%	21
Ford		8.6%	35
GMC		4.2%	17
Honda		11.3%	46
Hyundai		4.9%	20
Jeep		4.2%	17
Nissan		5.2%	21
Subaru		10.1%	41
Toyota		17.9%	73
Volkswagen		3.7%	15
None of the above / Does not apply		66.8%	272
Acura		1.0%	4
Audi		0.7%	3
BMW		0.5%	2
Buick		1.5%	6
Chrysler		1.7%	7
Dodge		2.0%	8
Fiat		0.2%	1
Infiniti		0.5%	2
Kia		1.7%	7
Land Rover		0.2%	1
Lexus		1.7%	7

Value		Percent	Responses
Lincoln		0.7%	3
Mazda		1.5%	6
Mercedes-Benz		0.7%	3
Mini		0.2%	1
Mitsubishi		0.7%	3
Saab		0.2%	1
Scion		0.7%	3
Suzuki		0.5%	2
Tesla		1.2%	5
Volvo		1.5%	6















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		10.1%	41
No		89.9%	366
Total: 407			




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		0.2%	1
GPS Device (Handheld or In-Vehicle)		2.0%	8
Office Equipment		13.3%	54
Ink or Printer Cartridges		48.6%	198
Satellite Radio		1.5%	6
Stereo System (Home)		2.0%	8
Wi-Fi for Home		8.1%	33
Headphones		15.2%	62
Wireless Speakers		4.2%	17
Smartwatch		5.9%	24
Compact/Mini Projector		1.7%	7
Wearable Electronics		2.5%	10
Healthcare Device		3.9%	16
Aerial Drone		0.7%	3
Assistive Technology for Hearing		4.9%	20
Smart Sports Equipment		0.5%	2
Batteries for Electronics		42.8%	174
None of the above / Does not apply		27.3%	111

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		1.0%	4
Camera (Digital) SLR		1.5%	6
Camera Accessories or Supplies		2.9%	12
Camera Lens		1.5%	6
Computer Accessories		10.8%	44
Computer Software		7.6%	31
E-Reader (Kindle or Similar)		2.5%	10
Tablet (iPad or Similar)		7.6%	31
Personal Computer		2.9%	12
Laptop Computer		14.5%	59
TiVo or DVR		0.5%	2
4K Ultra HD TV		2.0%	8
Smart TV		4.2%	17
None of the above / Does not apply		64.9%	264






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		32.9%	134
Prepaid Cell Phone		4.7%	19
None of the above / Does not apply		63.4%	258











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
Necklaces		8.4%	34
Rings (Other)		3.4%	14
Earrings		15.5%	63
Pendants		4.4%	18
Gold Jewelry		4.2%	17
Silver Jewelry		7.4%	30
Gemstone Jewelry		3.7%	15
Costume Jewelry		6.6%	27
Women's Jewelry		11.1%	45
None of the above / Does not apply		71.5%	291
Anniversary Jewelry		2.7%	11
Engagement Rings		0.5%	2
Wedding Rings		0.5%	2
Celtic Jewelry		2.7%	11
Diamond Jewelry		0.2%	1
Pearl Jewelry		0.7%	3
Men's Jewelry		1.0%	4
Designer Jewelry		1.5%	6
Jewelry Box or Organizer		2.0%	8
Men's High-End Watch		0.5%	2
Women's Watch		1.5%	6

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		7.9%	32
Homeowner Insurance		8.4%	34
Life Insurance		2.7%	11
Medical (Health) Insurance		8.8%	36
None of the above / Does not apply		81.3%	331














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		0.7%	3
Crop Insurance		0.5%	2
Dental Insurance		27.5%	112
Disability Insurance		2.0%	8
Medicare		29.2%	119
Long Term Care Insurance		3.9%	16
Pet Insurance		2.0%	8
Professional Liability Insurance		5.9%	24
Renters Insurance		6.4%	26
None of the above / Does not apply		53.3%	217















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		13.5%	55
Audiologist		15.7%	64
Chiropractic Care		18.7%	76
Counseling & Mental Health Services		13.3%	54
Checkup		47.4%	193
Hospital		8.1%	33
Medical Services		20.1%	82
Optometrist		37.3%	152
Pediatric Dentist		4.2%	17
Pediatrician		6.4%	26
Primary Care		56.3%	229
Wellness Services		8.8%	36
Alternative Care		7.1%	29
Physical Therapy or Rehabilitation service provider		17.9%	73
Hearing Aid Center		8.4%	34
Prescription Drugs		49.6%	202
None of the above / Does not apply		14.7%	60
Geriatric Specialist		1.5%	6
Home Healthcare		1.7%	7
Substance Abuse Treatment		0.5%	2
Weight Loss Service		2.9%	12










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		1.5%	6
Banking, Partnership & Business Law Attorney		2.2%	9
Criminal Law Attorney		0.2%	1
Disability & Social Security Attorney		0.7%	3
Divorce & Family Law Attorney		2.2%	9
Employment Discrimination or Labor Issues Attorney		0.2%	1
General Practice Attorney		4.2%	17
Intellectual Property Attorney		0.2%	1
Probate Attorney		1.7%	7
Real Estate Attorney		7.1%	29
Taxation Attorney		2.0%	8
Wills, Trusts & Estates Attorney		27.0%	110
None of the above / Does not apply		63.6%	259























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		71.5%	291
Teeth Cleaning		65.8%	268
Cavity Filling		21.4%	87
Crown		12.3%	50
Oral Surgery		3.2%	13
Braces		2.7%	11
Composite Bonding		2.7%	11
Dental Implants		5.2%	21
Dental Veneers		0.5%	2
Dentures		3.2%	13
Inlays or Onlays		0.5%	2
Smile Makeover		0.2%	1
Teeth Whitening		6.9%	28
None of the above / Does not apply		9.6%	39






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		1.5%	6
Dermabrasion		0.5%	2
Eyelid Surgery		0.5%	2
Hair Loss Treatment		0.7%	3
Lasik		1.0%	4
Lip Augmentation		0.5%	2
Liposuction		0.2%	1
Skin Treatment		3.9%	16
None of the above / Does not apply		93.6%	381























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		54.8%	223
Use Physical Rehabilitation Services		4.7%	19
Receive Treatment for Back Pain		7.1%	29
Have an Eye/Vision Exam		66.8%	272
Have an Annual Physical or Checkup		70.3%	286
Have X-Rays Taken		10.3%	42
Have a Scheduled Surgery		8.6%	35
Have Blood Drawn for Testing		46.7%	190
Plan to Visit a Hospital for any Medical Service or Procedure		14.3%	58
Have Foot Problems Diagnosed or Treated		7.6%	31
Senior Travel		4.4%	18
Receive Treatment for a Sleep Disorder		5.4%	22
Cardiovascular Treatment		7.9%	32
Orthopaedic or Knee Surgery		3.9%	16
Chiropractic Care		15.2%	62
Do Corrective Exercises		8.6%	35
Get Vaccinations at Drug Store or Pharmacy		36.1%	147
Get Vaccinations at Doctors Office		35.6%	145
Have Cataract Surgery		4.2%	17
Discretionary Health Care and Wellness Services		6.6%	27
Have Acupuncture		11.3%	46
Online Therapy		4.9%	20

Value		Percent	Responses
Women's Health Care		15.2%	62
Women's Diagnostics		5.2%	21
Topical Skincare		5.9%	24
Endocrinology Services		5.7%	23
None of the above / Does not apply		10.3%	42
Participate in a Medical Study		1.7%	7
Stop Smoking		1.7%	7
Receive Treatment for Vehicle or Workplace Injury		0.5%	2
Hire a Personal Care Assistant		0.5%	2
Hire a Caregiver or Respite Worker		1.5%	6
Have Safety Bars Installed in Bathroom		2.0%	8
Use Personal Trainer or Instructor		2.9%	12
Stroke Treatment		0.5%	2
Cancer Treatment		2.0%	8
Memory or Alzheimer's Care		0.7%	3
Nutritional Counseling		1.7%	7
Spinal and Postural Screening		1.2%	5
Physiotherapy		2.9%	12
Receive Treatment for Substance Abuse		1.0%	4
Receive Aquatic Therapy		0.7%	3
Join a Weight Loss Group		1.2%	5
Have Reflexology Treatment		1.5%	6
Hire a Weight Loss Professional		0.7%	3
Receive Treatment for PTSD		1.0%	4









Value		Percent	Responses
Memory Care Services		0.2%	1
Medical Transportation		1.7%	7
Men's Diagnostics		0.5%	2
Infertility and Reproductive Services		0.7%	3
Infectious Disease Care		0.5%	2

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		7.9%	32
Have a Hearing Exam		16.7%	68
Purchase Health Related Products		14.5%	59
Purchase Health and Wellness Supplements		23.6%	96
Handicap Accessible Products		3.2%	13
Purchase Prescription Eyeglasses		41.0%	167
Purchase Prescription Contact Lenses		7.4%	30
Purchase "Aging in Place" Products		3.9%	16
Purchase Allergy Medications		21.1%	86
Purchase Diabetes Testing Supplies		4.4%	18
Discretionary Health Care and Wellness Services and Products		10.3%	42
Purchase Vitamins		50.4%	205
Purchase Hemp Based Supplements		3.7%	15
Purchase Anti Anxiety Medication or Supplements		10.1%	41
None of the above / Does not apply		20.9%	85
Purchase Phones for Loss of Sight or Hearing		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		0.5%	2
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.7%	3
Purchase a Digital Hearing Aid		1.7%	7
Purchase a "Behind-the-Ear" Hearing Aid		2.5%	10
Purchase Hearing Aid Cleaning Supplies		2.2%	9
Purchase a Analog Hearing Aid		0.5%	2

Value		Percent	Responses
Purchase Elder Care-Related Products or Services		2.2%	9
Purchase Medical Supplies or Equipment for Home		2.9%	12
Purchase a Mobility Device		1.5%	6
Purchase Orthopedic Shoes		1.7%	7
Purchase Home Medical Testing Equipment or Supplies		1.0%	4
Purchase a Medical Alert Service		0.7%	3
Purchase Blood Pressure Monitoring Device		2.9%	12
Purchase Weight Loss Supplements		2.0%	8
Purchase Weight Loss Food Plan		1.7%	7














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		1.2%	5
Pre-purchase a Funeral Plot or Cremation Service		2.9%	12
Purchase a Monument or Headstone		2.9%	12
Use a Funeral Planner		1.5%	6
Purchase Flowers for a Funeral		0.5%	2
Use a Cremation Service		0.7%	3
Hire a Religious or Spiritual Leader for a Funeral Service		0.5%	2
None of the above / Does not apply		92.4%	376



















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		5.2%	21
Find Home for Aging Parent		1.2%	5
Memory Care Services		1.0%	4
Move into a Independent Senior Housing Community		0.7%	3
Move into a Assisted Living Facility		0.7%	3
Move into a Alzheimer's Care Facility		1.2%	5
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.5%	2
Utilize a Respite Provider		0.5%	2
Seek Senior Care/Companionship		0.5%	2
Wheelchair - Mobility Store		1.0%	4
None of the above / Does not apply		91.4%	372










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		3.7%	15
Open Savings Account		2.7%	11
Online Banking		51.8%	211
Manage Investments		22.1%	90
Manage Retirement Accounts		23.1%	94
Mortgage Line of Credit		3.9%	16
Financial Consulting		17.9%	73
Financial Services		18.2%	74
Safe Deposit Box Rental		8.1%	33
Obtain New Credit Card		3.4%	14
Use Vehicle Title Loan Company		0.2%	1
Tax Preparation		40.0%	163
None of the above / Does not apply		27.0%	110























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		4.9%	20
Cash App		1.0%	4
Certificates of Deposit		8.6%	35
City or State Bonds		2.2%	9
Collectibles, Antiques or Art		3.2%	13
Common or Preferred Stock		10.8%	44
Corporate Bonds or Debentures		3.9%	16
401(k)		19.9%	81
Gold or Precious Metals		1.5%	6
IRA		17.2%	70
Money Market Funds		14.7%	60
Mutual Funds		19.2%	78
Non-US Stocks		4.9%	20
Options		1.0%	4
US Savings Bonds		2.7%	11
US Treasury Notes		1.0%	4
Coins or Stamps		1.2%	5
None of the above / Does not apply		55.8%	227

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		0.2%	1
Business Equipment Loan		0.2%	1
Carpeting or Furniture Loan		0.5%	2
College Expenses Loan		0.7%	3
College Tuition Loan		2.7%	11
Debt Consolidation Loan		1.0%	4
New Vehicle Loan		2.7%	11
Used Vehicle Loan		5.4%	22
None of the above / Does not apply		89.7%	365

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		26.5%	108
Athleisure Clothing & Apparel		30.7%	125
Coats		20.6%	84
Dress Shoes		11.1%	45
Nail Polish		11.3%	46
Eyewear or Sunglasses		44.7%	182
Handbags		13.0%	53
Hats		15.5%	63
Intimate Apparel		22.6%	92
Jewelry or Accessories		14.7%	60
Watches		3.4%	14
Leisure Wear / Sweatpants		24.8%	101
Luggage or Bags		3.9%	16
Perfume		5.9%	24
Men's Apparel		41.5%	169
Men's Shoes		28.3%	115
Men's Underwear		32.9%	134
Women's Apparel		60.4%	246
Women's Pajamas or Sleepwear		25.6%	104
Women's Shoes		41.3%	168
Women's Underwear		43.2%	176
Socks		45.2%	184

Value		Percent	Responses
Scarves		7.9%	32
Outerwear		24.8%	101
None of the above / Does not apply		10.8%	44
Uniforms		2.0%	8
Western Clothing		1.5%	6








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%	28
Children's Pants		9.6%	39
Children's T-Shirts		10.8%	44
Children's Dresses		5.7%	23
Children's Pajamas or Sleepwear		10.8%	44
Children's Socks		8.1%	33
Children's Shorts		8.8%	36
Infant Clothing		5.9%	24
Children's School Uniform		0.5%	2
Children's Athletic Clothing		7.6%	31
None of the above / Does not apply		81.3%	331























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)		33.2%	135
Boots (Men's)		15.2%	62
Cowboy Boots (Men's)		1.0%	4
Work & Safety (Men's)		7.9%	32
Sneakers		36.9%	150
Classic & Fashion Sneakers (Women's)		14.5%	59
Work & Safety (Women's)		2.2%	9
Cowboy Boots (Women's)		1.5%	6
Athletic & Outdoor Shoes (Women's)		45.5%	185
Athletic & Outdoor Shoes (Children's)		8.4%	34
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		25.8%	105

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		21.6%	88
Have Clothing Dry Cleaned		26.8%	109
Have Shoes Repaired		13.5%	55
Rent or Purchase a Costume		1.5%	6
Wash Clothing at a Laundromat		6.9%	28
Purchase Custom Made Clothing Items		1.7%	7
None of the above / Does not apply		54.5%	222





















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
Bicycle or Mountain Bike (Adult)		11.1%	45
Bicycle Tune-Up or Repair		15.7%	64
Camping or Hiking Equipment		12.5%	51
Exercise or Fitness Equipment		12.0%	49
Fishing Rods or Reels		4.7%	19
Fishing Bait or Attractant		8.1%	33
Fishing Accessories		9.6%	39
Golf Clubs or Equipment		3.4%	14
Ammunition		7.9%	32
Running or Jogging Equipment		5.7%	23
Skiing Equipment		4.4%	18
Sports Equipment (Children)		4.2%	17
Swimming Gear		8.1%	33
Weight Lifting Equipment		4.2%	17
None of the above / Does not apply		48.6%	198
Archery Equipment		2.0%	8
Bicycle or Mountain Bike (Child)		1.0%	4
High End Bicycle		1.5%	6
Bicycle Rental		1.7%	7
Hunting Gear		1.7%	7
Scuba, Diving or Snorkeling Equipment		0.7%	3
Soccer Equipment		1.2%	5























Value		Percent	Responses
Sports Memorabilia		1.0%	4
Trampoline		1.0%	4
Used Sporting Equipment		2.2%	9
Rif le		1.7%	7
Hand Gun		2.7%	11
Shotgun		1.0%	4




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		40.0%	163
Bedding Flowers or Perennials		45.9%	187
Fertilizer		27.3%	111
Flower Pots		25.8%	105
Garden Ornaments		10.1%	41
Gravel or Rock		14.0%	57
Hand Garden Tools		22.1%	90
Landscaping		11.3%	46
Indoor Garden Supplies		11.8%	48
Decorative Rock		4.4%	18
Lawn Seed, Turf or Sod		10.6%	43
Outdoor Fireplace or Fire Pit		7.9%	32
Outdoor Furniture		10.6%	43
Outdoor Grill		5.9%	24
Patio Furniture		11.3%	46
Propane		17.7%	72
Lawn Mower (Push)		3.7%	15
Shrubbery or Trees		13.3%	54
Stone (Cast, Crushed or Natural)		6.1%	25
Insect or Fungus Control Products		9.6%	39
None of the above / Does not apply		23.8%	97
Chainsaw		2.2%	9























Value		Percent	Responses
Fountains		2.0%	8
Gate		2.0%	8
Gazebo		1.2%	5
Insects (Bees or Other Beneficial Species)		1.7%	7
Patio Heater		0.5%	2
Outdoor Infrared Heater or Fireplace		0.2%	1
Outdoor Smoker		1.2%	5
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		2.9%	12
Pole Shed		1.0%	4
Portable Outdoor Heater		0.5%	2
Power Garden Tools		2.2%	9
Lawn Mower (Riding)		2.0%	8
Rototiller		1.0%	4
Screen Porch		1.2%	5
Storage Shed		2.7%	11
Leaf Blower		1.2%	5
Outdoor Garden Flags		2.2%	9
Snow Blower		1.7%	7
Greenhouse		2.0%	8

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		51.4%	209
Book Hotel Room		54.3%	221
Book Local Lodging for Guests		6.6%	27
Business Travel		6.4%	26
Buy Travel Tickets		24.1%	98
Gamble at a Casino		10.3%	42
Hotel or Resort Stay		28.0%	114
International Travel		16.2%	66
Rent a Car		24.3%	99
Stay at a Casino		3.7%	15
Take a Cruise		5.4%	22
Train Trip		17.0%	69
Travel Packages		4.7%	19
Use a Travel Agent or Agency		7.1%	29
Vacation Inside Home State		29.2%	119
Vacation Outside Home State (within the Continental US)		51.6%	210
None of the above / Does not apply		18.9%	77
Buy Luggage		2.7%	11
Charter a Boat		1.7%	7
Chartered Fishing Trip		2.0%	8
Golf Vacation		1.7%	7
Play Bingo		2.5%	10
























Value		Percent	Responses
Rent RV		0.7%	3
Ski Resort Stay		2.5%	10
Stay at an RV Park		2.7%	11













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		17.7%	72
Bird Seed		21.4%	87
Cat Food		30.2%	123
Dog Food		26.8%	109
Specialized Pet Food		5.7%	23
Other Pet Food		5.9%	24
Pet Accessories		10.8%	44
Pet Toys		17.4%	71
Find a New Veterinarian		3.2%	13
Annual Pet Vaccinations		35.4%	144
Annual Pet Checkups		38.8%	158
Adopt or Rescue a Pet		3.9%	16
Purchase Pet Medication		10.8%	44
Board a Pet Overnight		6.4%	26
Pet Dental Care		4.2%	17
Pet Grooming Services		9.3%	38
Pet Sitting Services		8.4%	34
Animal Training Classes		3.9%	16
None of the above / Does not apply		38.8%	158
Fish Food		2.7%	11
Pet Clothing		2.7%	11
Pet Enclosure		0.7%	3




Value		Percent	Responses
Aquarium or Tank		1.2%	5
Fish Supplies		2.0%	8
Disease Diagnosis		1.0%	4
Pet Travel Cage		0.5%	2
Pet Travel Accessories		0.5%	2
Cremation or Burial Services		1.5%	6
Purchase a Pet		0.7%	3
Holistic or Alternative Pet Care		2.0%	8
Pet Tracking Device		0.2%	1
Hemp Based Pet Supplements		2.2%	9
THC Based Pet Supplements		0.5%	2
Holistic or Alternative Pet Supplements		2.7%	11
Anti Anxiety or Stress Pet Medication for Holidays		2.7%	11











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		5.7%	23
Add a Fence or Wall Structure		11.1%	45
Remodel Kitchen		5.7%	23
Remodel Bathroom		6.6%	27
General Remodeling		9.3%	38
Have Furniture Restored		4.2%	17
Install "Aging In Place" Products		3.2%	13
Install a Solar Energy System		3.4%	14
Resurface or Build New Driveway		5.2%	21
Replace Carpet		4.9%	20
Asphalt Repair		5.2%	21
Replace Flooring		9.1%	37
Replace Windows		7.1%	29
None of the above / Does not apply		52.6%	214
Add a Room		0.5%	2
Add a Home Office		1.0%	4
Remodel Closet		1.0%	4
Cabinet Refacing or Resurfacing		2.5%	10
Refinish Bathtub		2.7%	11
Install a Glass Shower		2.7%	11
Remodel or Finish Basement Living Area		2.2%	9
Replace Garage Door		2.5%	10
Build a Garage		1.0%	4























Value		Percent	Responses
Build Out-Building		2.0%	8
Build a Storage Shed		2.7%	11
Add a Swimming Pool		1.5%	6
Switch from Gas to Electric		1.2%	5
Switch from Electric to Gas		0.2%	1
Install a Stair Lift		0.2%	1
Install Security or Monitoring System		1.2%	5
Stone or Marble Work (Bathroom or Kitchen)		1.2%	5
Sealcoating		2.7%	11
Asphalt Resurfacing		2.7%	11
Residential Paving		1.7%	7
Build a "Tiny House"		1.2%	5













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		5.9%	24
Decking		6.6%	27
Doors (Exterior)		7.9%	32
Doors (Interior)		3.2%	13
Electrical Supplies		6.9%	28
Fencing		8.8%	36
Hand Tools		11.3%	46
Hardwood Products		4.9%	20
Kitchen Cabinets		5.2%	21
Lighting and Fixtures		12.3%	50
Lumber		15.0%	61
Molding		3.2%	13
Paint (Exterior)		16.7%	68
Paint (Interior)		30.7%	125
Plywood		8.1%	33
Plumbing Supplies		8.4%	34
Power Tools		5.2%	21
Rain Gutters		4.2%	17
Roofing (Other)		4.2%	17
Siding		3.2%	13
Windows		8.6%	35
None of the above / Does not apply		40.5%	165























Value		Percent	Responses
Furnace		2.0%	8
Generator		2.2%	9
Home Security Doorbell Camera		2.5%	10
Mill Work		2.5%	10
Roofing (Composition)		2.7%	11
Security Door		0.5%	2
Security Locks		2.5%	10
Water Softener System or Supplies		2.0%	8
Wood Stove or Fireplace		2.0%	8
Window Guards		0.5%	2












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		3.7%	15
Air Duct Cleaning		9.1%	37
Alternative Energy Systems (Service or Repair)		3.4%	14
Appliance Repair		7.9%	32
Carpenter or Woodworking		12.3%	50
Carpet Cleaning		5.4%	22
Chimney Cleaning & Repair		11.1%	45
Concrete Repair		3.2%	13
Drywall Installation or Repair		4.4%	18
Electrical Repair		8.1%	33
Flooring - Ceramic Tile (Installation or Repair)		3.2%	13
Flooring - Laminate (Installation or Repair)		4.9%	20
Flooring - Wood (Installation or Repair)		5.2%	21
Foundation Repair		4.4%	18
Furnace Cleaning		24.1%	98
Furnace Repair		3.2%	13
Gardening Services		5.9%	24
Gutter Installation or Repair		4.2%	17
Handyman Services		23.1%	94
Home Computer Repair		4.7%	19
Home Heating Oil or Fuel Service		13.0%	53
Home Repair		8.4%	34























Value		Percent	Responses
Home Remodel		3.2%	13
None of the above / Does not apply		32.4%	132
Alternative Energy Systems Installation		2.9%	12
Blinds Cleaning		1.0%	4
Electrical Panel Replacement		2.2%	9
Excavation & Wrecking		0.5%	2
Fire & Water Damage Restoration		0.2%	1
Flooring - Linoleum (Installation or Repair)		2.9%	12
Flooring - Other (Installation or Repair)		2.7%	11
Furniture Reupholster		1.7%	7
Heating Repair		1.2%	5
Home Electronics Repair		0.5%	2



















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		16.2%	66
Black Top Contractors		4.9%	20
Junk or Yard Waste Removal		11.1%	45
Recycle		12.3%	50
Landscaping Service		14.5%	59
Movers		3.2%	13
Painting		17.2%	70
Pest Control		8.8%	36
Plumbing Repair		9.6%	39
Pressure Washing		4.7%	19
Preventative Home Maintenance		3.9%	16
Roof Repair		7.1%	29
Septic Tank Cleaning or Repair		7.6%	31
Snow Removal		16.5%	67
Trash Removal		19.4%	79
Window Installation		5.9%	24
Window Washing		5.9%	24
Computer Repair		8.6%	35
None of the above / Does not apply		30.5%	124
Home Security Service		1.5%	6
Insulation Installation or Maintenance		2.2%	9
Interior Design		1.5%	6

















Value		Percent	Responses
Sell Scrap Metal		2.9%	12
Mold Inspection or Removal		1.7%	7
Pool Cleaning Service		1.2%	5
Security System		1.7%	7
Siding Replacement		1.5%	6
Solar Heating or Power System Installation or Repair		2.9%	12
Tool Rental		2.0%	8
Water Well Drilling		0.5%	2
Waterproofing		1.0%	4
Yard Equipment Rental		1.2%	5
Mobile or Cell Phone Repair		2.9%	12









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)		5.9%	24
Batteries (Home or Office)		47.9%	195
Candles		18.9%	77
Curtains or Drapes		13.3%	54
Cutlery, Flatware or Silverware		3.4%	14
Ductless Heat Pumps		4.2%	17
Emergency Preparedness Kit or Supplies		4.4%	18
Firewood		10.8%	44
Flooring Tile		4.7%	19
Floral Arrangements		8.4%	34
Home Decor or Decorating		12.0%	49
Indoor Flowers		10.3%	42
Laminate Flooring		3.9%	16
Linens (Bathroom)		11.8%	48
Linens (Bedroom)		22.9%	93
Linens (Dining Room or Kitchen)		5.2%	21
Picture Frames		11.8%	48
Smoke Alarm or Detector		6.1%	25
Storage Boxes or Tubs		9.8%	40
Toilet Paper		68.3%	278
Window Blinds (Venetian or Mini)		7.6%	31
Window Coverings		5.9%	24


















Value		Percent	Responses
None of the above / Does not apply		13.3%	54
Awning		1.5%	6
Clocks		2.5%	10
Country or State Flags		1.5%	6
Hardwood Flooring		2.9%	12
Hot Tub or Spa (New)		1.2%	5
Hot Tub or Spa (Used)		0.2%	1
King Size Bed		0.7%	3
Remote Home Monitoring Video Camera		1.7%	7
Safe		0.5%	2
Sewing Machine		1.5%	6
Shutters		0.5%	2
Signs or Banners		1.5%	6
Solar Water Heater		1.0%	4
Sports Team Flags		0.5%	2
Twin Size Bed		1.5%	6
Wallpaper		1.0%	4
Water Purification System (Drinking)		2.5%	10

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		4.9%	20
Fine Art (Paintings, Pottery, Etc.)		8.1%	33
Furniture (Bedroom)		7.4%	30
Furniture (Dining Room)		3.9%	16
Furniture (Living Room)		12.0%	49
Innerspring Mattress		4.4%	18
Queen Size Bed		3.4%	14
Reclining Chair		3.9%	16
Rugs		10.3%	42
None of the above / Does not apply		57.2%	233
Closet System		2.2%	9
Crib		1.2%	5
Custom Built Furniture		2.7%	11
Foam Mattress		0.7%	3
Furnace		1.0%	4
Furniture (Children's)		1.7%	7
Furniture (Home Office)		2.2%	9
Futon		2.7%	11
Gas Burning Freestanding Stoves		0.7%	3
Latex Mattress		1.0%	4
Memory Foam Mattress		1.5%	6
Oriental Carpeting		1.0%	4

Value		Percent	Responses
Pillow Top Mattress		2.7%	11
Reclaimed Wood Furniture		0.7%	3
Reconditioned Furniture		2.0%	8
Rugs (Persian)		1.5%	6
Swimming Pool (Above Ground)		0.5%	2
Swimming Pool (In-Ground)		0.5%	2
Tankless Water Heater		2.0%	8
Water Heater		2.7%	11



















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		12.5%	51
Fine Art		8.8%	36
Photographs		10.1%	41
Pottery		12.3%	50
Blown Glass		4.4%	18
Stone Carvings		1.5%	6
Sculpture		4.7%	19
Artistic Wall Decor		9.1%	37
Wood Carvings		2.2%	9
Poster Art		4.9%	20
Religious Art		1.5%	6
Stained Glass		4.2%	17
Ceramics		9.3%	38
Metal Work Art		3.4%	14
Music Memorabilia		2.7%	11
Movie Memorabilia		1.7%	7
None of the above / Does not apply		68.3%	278

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		10.1%	41
Dishwasher		5.9%	24
Freezer		2.5%	10
Range		5.2%	21
Oven		5.4%	22
Washer		4.9%	20
Dryer		6.1%	25
Blender		4.4%	18
Instant Pot		2.5%	10
Microwave		5.4%	22
Window Air Conditioner		3.2%	13
Coffee or Espresso Machine		5.4%	22
Vacuum Cleaner		6.6%	27
None of the above / Does not apply		64.6%	263

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		3.7%	15
Battery		6.6%	27
Floor Mats		4.4%	18
Tires		17.2%	70
Wiper Blades		31.7%	129
None of the above / Does not apply		48.4%	197
Canopy		0.5%	2
Cargo Trailer		0.7%	3
Child Car Seat		2.5%	10
Grill Guard		0.7%	3
Lights		2.0%	8
Mirror(s)		0.5%	2
Motorcycle Accessories		1.2%	5
Motorcycle Parts		1.5%	6
Performance Parts		1.5%	6
RV Accessories or Supplies		0.7%	3
Roof Rack		2.5%	10
Seat Covers		2.2%	9
Spoiler		0.2%	1
Stereo System (Auto, Car or Truck)		1.2%	5
Tool Box		0.5%	2
Trailer Hitch		1.7%	7

Value		Percent	Responses
Truck Bed Liner		0.2%	1
Visor		0.2%	1
Wheels or Rims		0.7%	3
Window Tinting Equipment (Auto)		0.2%	1

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		8.8%	36
60,000 Mile Service		7.6%	31
100,000 Mile Service		7.9%	32
Auto Detailing		6.9%	28
Auto Repair (General)		13.0%	53
Alignment		10.3%	42
Body Work		7.1%	29
Brake Replacement, Adjustment		5.4%	22
Car Wash		41.0%	167
Gas or Service Station Services		24.3%	99
Oil Change or Lube		45.7%	186
Preventative Maintenance		23.3%	95
Safety Inspection		24.6%	100
Tire Mounting or Installation		9.1%	37
Tune-Up		14.5%	59
None of the above / Does not apply		18.2%	74
Auto Warranty Work (Work Covered by Warranty)		2.7%	11
Car Rental		2.7%	11
DEQ Inspection		2.9%	12
Electrical Repair		1.0%	4
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.0%	4
Motor Repair or Replacement		0.5%	2
Motorcycle Repair		1.0%	4

Value		Percent	Responses
Muffler		0.7%	3
Painting		1.7%	7
RV Maintenance or Service		1.0%	4
Shocks		2.2%	9
Smog Check		2.0%	8
Stereo Installation		1.2%	5
Transmission or Clutch Repair		1.0%	4
Upholstery Repair		1.0%	4
Vehicle Air Conditioning Repair		2.7%	11
Vehicle Storage		0.2%	1
Vehicle Towing		0.5%	2
Windshield or Glass Repair		2.2%	9
Windshield or Window Tinting		0.5%	2

















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		44.2%	180
Beauty Products		23.6%	96
Cosmetics		26.3%	107
Babysitting		3.4%	14
Facial		10.8%	44
Hair Care Products		48.2%	196
Hair Coloring		17.4%	71
Hair Cut		73.7%	300
Hair Removal		4.7%	19
Hair Extensions, Wigs or Weaves		0.7%	3
Manicure		13.0%	53
Massage Therapy		21.4%	87
Pedicure		20.9%	85
Skin Cleaning Products		18.4%	75
Skin Repairing / Conditioning Products		7.9%	32
Tanning Bed or Spray Tan		1.2%	5
Tattoo or Piercing		8.1%	33
None of the above / Does not apply		10.8%	44























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)		60.2%	245
Books (Used)		45.9%	187
Books (Children's)		21.1%	86
Board Games		16.7%	68
Lottery Ticket		24.6%	100
Collectibles		5.4%	22
Comics		2.7%	11
Graphic Novels		5.9%	24
Computer Games		7.4%	30
Magazines		29.5%	120
Toys		11.5%	47
Video Console Games		4.4%	18
None of the above / Does not apply		17.9%	73

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		5.4%	22
Ceramics and Pottery		5.7%	23
Collectables		5.4%	22
Do-It-Yourself (DIY)		16.7%	68
Games or Puzzles		23.3%	95
Beer Brewing Supplies		2.7%	11
Wine Making Supplies		1.2%	5
Jewelry Making Supplies or Beads		6.4%	26
Knitting		15.7%	64
Making Arts and Crafts		16.2%	66
Paper Crafts		7.6%	31
Quilting		7.6%	31
Scrapbooking		3.7%	15
Toy Collecting		0.5%	2
Trains, Plane & Car Model Kits		2.2%	9
None of the above / Does not apply		43.2%	176

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)		3.7%	15
Online Continuing Education Courses		6.4%	26
Online Professional Certification or Accreditation Courses		3.7%	15
Online Language Lessons (Adult)		5.4%	22
Arts or Crafts Lessons (Adult)		12.0%	49
Online Music Lessons (Adult)		3.2%	13
Cooking Lessons (Adult)		3.9%	16
Attend a Free Lecture or Seminar		25.6%	104
Attend Paid Online Lecture, Seminar or Special Class		13.0%	53
Dance Lessons		3.7%	15
Yoga, Pilates, or Zumba		19.2%	78
Personal Physical Training		3.9%	16
Attend an Online Local Workshop		13.8%	56
None of the above / Does not apply		43.5%	177
Attend Online College or University (Full Time)		0.5%	2
Attend Online Graduate School		1.0%	4
Attend Online Classes at Community College		2.9%	12
Learning Center		0.5%	2
Culinary School		0.5%	2
Online Trade School		0.2%	1
Sports Lessons (Adult)		2.0%	8
Online Real Estate Classes		0.2%	1

Value		Percent	Responses
Online Child Education or Tutoring		0.7%	3
Online Music Lessons (Child)		0.2%	1
Sports lessons (Child)		2.9%	12
Online Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		2.0%	8
Attend an Online Religion Based School		0.5%	2





















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		14.7%	60
Oil paints		4.7%	19
Acrylic Paints		17.0%	69
Markers		12.8%	52
Specialty Paper		13.3%	54
Fabric Craft Supplies		13.8%	56
Beads		7.4%	30
Art Pencils and Pens		19.7%	80
Scrapbooking Supplies		4.2%	17
None of the above / Does not apply		60.4%	246
























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		0.5%	2
Drums		0.2%	1
Acoustic Guitar		2.0%	8
Electric Guitar		1.5%	6
Electric Keyboard		2.0%	8
Piano		0.5%	2
Trumpet		0.2%	1
Violin		0.2%	1
None of the above / Does not apply		94.3%	384

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		20.4%	83
French		10.8%	44
Asian		44.0%	179
German		5.9%	24
American (New)		44.0%	179
Italian		53.1%	216
Cajun or Creole		10.1%	41
Indian		31.9%	130
Chinese		52.6%	214
American (Traditional)		59.0%	240
Thai		33.7%	137
Middle Eastern		22.1%	90
Japanese		26.8%	109
Mexican		53.1%	216
Vietnamese		15.7%	64
Southern		7.9%	32
Tex-Mex		15.2%	62
Spanish		9.1%	37
Mediterranean		27.3%	111
None of the above / Does not apply		7.9%	32

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		18.7%	76
Fish & Chips		32.2%	131
Golf Course Restaurant, Bar or Snack Bar		7.9%	32
Barbeque		24.1%	98
Deli		28.3%	115
Breakfast or Brunch		42.5%	173
Appetizers		45.0%	183
Dessert		28.7%	117
Chicken Wings		20.4%	83
Hamburgers		43.0%	175
Chicken		37.6%	153
Frozen Yogurt		14.5%	59
Live or Raw food		9.3%	38
Tapas or Small Plates		12.0%	49
Theme Restaurants		4.4%	18
Soup		27.0%	110
Salad		51.1%	208
Pizza (Dine In)		14.5%	59
Pizza (Delivery)		17.9%	73
Steak		25.3%	103
Juice or Smoothies		16.2%	66
Sandwiches		42.8%	174
Pizza (Carry Out)		63.9%	260

Value		Percent	Responses
Pizza (Take & Bake)		7.6%	31
Seafood		46.7%	190
Vegan		11.3%	46
Steakhouse		13.0%	53
Sushi		24.6%	100
Vegetarian		21.4%	87
Pho		10.6%	43
None of the above / Does not apply		5.7%	23










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		0.2%	1
Purchase Commercial or Business Property		0.2%	1
Purchase Condominium or Townhouse		0.5%	2
Purchase Manufactured or Modular Home		1.0%	4
Purchase Investment Property		1.0%	4
Purchase Personal Residence		3.7%	15
Purchase Custom Built Home		0.5%	2
Purchase Land or Agricultural Property		1.0%	4
Purchase Vacation Property		1.2%	5
None of the above / Does not apply		93.1%	379







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		0.5%	2
Sell Personal Residence		3.9%	16
Sell Vacation Property		0.2%	1
Sell Condominium or Townhouse		1.2%	5
Sell Investment Property		1.5%	6
Sell Land or Agricultural Property		0.5%	2
Sell Commercial or Business Property		0.5%	2
Sell Manufactured or Modular Home		0.2%	1
Plan to Sell Home in Master-Planned Community		0.7%	3
None of the above / Does not apply		92.4%	376








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		2.7%	11
Rent House (Residence)		3.4%	14
Rent Manufactured or Modular Home		0.7%	3
Rent or Lease Commercial Property		1.0%	4
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		1.5%	6
Rent Condo/Townhouse		1.0%	4
Rent Section 8 Housing		1.0%	4
None of the above / Does not apply		91.9%	374



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		5.9%	24
Use a Realtor to Buy Real Estate		3.2%	13
Use a Realtor to Buy and Sell Real Estate		1.7%	7
Plan to Sell Property Myself		1.2%	5
Use a Real Estate Broker		1.0%	4
None of the above / Does not apply		89.4%	364



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		2.5%	10
Home Remodel or Renovation Loan		2.2%	9
Home Construction Loan		1.0%	4
Equity Loan		2.7%	11
Real Estate Loan for existing home		0.7%	3
Refinance Home		2.7%	11
None of the above / Does not apply		91.6%	373


















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		77.9%	317
No, don't know who to call		22.1%	90
Total: 407			





















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		79.4%	323
No, don't know who to call		20.6%	84
Total: 407			

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		25.3%	103
Craft Beer		37.8%	154
Champagne		18.7%	76
Premium Hard Alcohol or Spirits		25.3%	103
White Wine		47.2%	192
Red Wine		45.5%	185
Major Brand Cigarettes		4.9%	20
Recreational Marijuana		12.0%	49
Marijuana Accessories		6.6%	27
Smokeless Tobacco		0.5%	2
Pipe Tobacco		0.5%	2
Discount Cigarettes		2.7%	11
Discount Hard Alcohol or Spirits		8.4%	34
Domestic Beer		29.7%	121
Electronic Cigarette Supplies		2.0%	8
Alcoholic Cider		20.9%	85
None of the above / Does not apply		23.1%	94




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		6.1%	25
Marijuana Delivery		1.5%	6
Cannabis Dry Flower/Bud		8.6%	35
Cannabis Edibles		14.0%	57
Cannabis Tinctures		4.9%	20
Cannabis Vaporizers		2.5%	10
Cannabis Cleaning Tools or Supplies		2.7%	11
Cannabis Concentrates		4.4%	18
Cannabis Pre-Rolls		5.7%	23
Organic Cannabis Products		3.4%	14
Cannabis Oil		6.1%	25
Cannabis Beauty & Skin Care Products		5.7%	23
Cannabis Beverages		2.9%	12
Cannabis Chocolates		6.9%	28
Medical Cannabis		3.7%	15
CBD Cannabis		9.8%	40
CBG Cannabis		1.0%	4
Recreational Cannabis		9.1%	37
Medical Cannabis		5.7%	23
None of the above / Does not apply		70.5%	287







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		23.6%	96
Specialty Teas		21.4%	87
Specialty Coffee		40.8%	166
Gourmet Deli Counter Items		27.8%	113
Cookies		38.3%	156
Potato Chips		49.9%	203
Soft Drinks		27.5%	112
Energy Drinks		9.3%	38
Energy Bars		19.9%	81
Birthday Cake		15.0%	61
Beef Jerky or Meat Sticks		9.8%	40
Candy		31.7%	129
Fruit		76.9%	313
Nuts		68.6%	279
Chocolates		47.4%	193
Ice cream		70.3%	286
Artisan Bread		58.2%	237
Artisan Meats		14.7%	60
Sports Drinks		9.3%	38
Artisan Condiments		18.2%	74
Canned Sauces		26.3%	107
Chicken		76.2%	310

Value		Percent	Responses
Pork		45.0%	183
Beef		49.6%	202
Game Meats		3.4%	14
Fish		72.0%	293
Snack Mixes		20.4%	83
Vegetables		75.9%	309
Frozen Entrees		36.6%	149
Locally Raised Beef , Pork, Poultry		41.0%	167
Locally Grown Fruit and Vegetables		90.2%	367
Locally Produced Honey		40.3%	164
Organic Food		50.9%	207
Pickled Vegetables		23.8%	97
Artisan Cheese		43.7%	178
Alternative "Meat" Products		23.3%	95
Sausage		38.6%	157
Donuts		20.1%	82
Pastries		35.1%	143
Juice		45.0%	183
Olives		47.7%	194
Meal Kits		3.2%	13
Mac and Cheese		24.8%	101
Pizza		57.5%	234
Cookie Dough		7.1%	29
Cereal		61.7%	251

Value		Percent	Responses
Bagged Salad		43.7%	178
Meal Kit Prep & Delivery		2.5%	10
None of the above / Does not apply		1.2%	5




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

Value		Percent	Responses
Coupons		3.2%	13
Quality		48.6%	198
Selection		28.3%	115
Excellent Customer Service		5.4%	22
Clean Environment		9.8%	40
None of the above / Does not apply		4.7%	19








Total: 407

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		25.3%	103
Attend Online Religious or Spiritual Services		13.5%	55
Consider Leaving Current Job for Better Opportunity		9.6%	39
Donate to a Charity		63.6%	259
Donate to a Church		22.9%	93
Donate to Political Party or Government Representative		31.4%	128
Volunteer at Church		7.9%	32
Volunteer for Nonprofit Group		31.9%	130
Retire		5.7%	23
Vote in Upcoming Local Elections		59.5%	242
Vote in Upcoming State or National Elections		60.7%	247
Purchase Season Tickets for Performing Arts		8.4%	34
Attend a Holiday Themed Performance		11.1%	45
Community Activity		43.2%	176
Support an Organization		31.9%	130
Make a Donation		49.1%	200
Register to Vote		5.4%	22
None of the above / Does not apply		8.1%	33
Find New Local Golf Course		1.2%	5
Join a Golf Course		1.0%	4
Use Drone Photography Services		0.7%	3
Join a new Church		2.2%	9
Donate Vehicle		2.5%	10

























Value		Percent	Responses
Have a Baby		1.2%	5
Get Married		0.7%	3
Look into Private Schooling for Children		1.0%	4









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		10.6%	43
Go Mountain Biking		6.6%	27
Go Camping		18.4%	75
Go Hiking		47.7%	194
Go Fishing		14.5%	59
Go Backpacking		8.8%	36
None of the above / Does not apply		41.0%	167



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		51.4%	209
Arts and Entertainment		43.0%	175
Automotive - (General)		15.0%	61
Automotive - (New Vehicle Dealership)		17.0%	69
Automotive - (Used Vehicle Dealership)		18.2%	74
Automotive - (Auto Parts store)		10.1%	41
Automotive - (Auto Repair business)		6.6%	27
Automotive - (Auto Body shop)		5.9%	24
Tire Business		14.5%	59
Beauty and Spa Related Businesses		16.5%	67
Child Related Businesses		5.9%	24
Community and State Services		31.2%	127
Education		14.0%	57
Employment Related Businesses		11.1%	45
Event Planning and Services		10.3%	42
Family Activity Related Businesses		12.8%	52
Farm Equipment and Agriculture Businesses		8.1%	33
Financial Services		10.8%	44
Fitness Businesses or Providers		7.1%	29
General Retail		39.1%	159
Grocery / Market		28.7%	117
Home and Garden Related Businesses		27.8%	113











Value		Percent	Responses
Building Supply/Lumber Business		18.2%	74
Home Service Businesses		14.0%	57
Home Service Contractors		14.0%	57
Hotel and Travel Related Businesses		31.7%	129
Local Services		30.7%	125
Medical Related Businesses - (General)		13.0%	53
Medical Related Businesses - (Chiropractor)		5.7%	23
Medical Related Businesses - (Dentist)		8.8%	36
Medical Related Businesses - (Hospital)		6.1%	25
Motorsport Businesses		3.9%	16
Nightlife Related Businesses		9.1%	37
Pet / Animal		20.9%	85
Professional Services		18.7%	76
Real Estate Service Businesses		9.6%	39
Recreation Related Businesses		10.3%	42
Restaurant / Bar / Lounge		44.7%	182
Senior Related Businesses		9.8%	40
Specialty Food and Drink		23.1%	94
General Retail - Children's Clothing Store		8.6%	35
General Retail - Clothing Accessory Store		12.0%	49
General Retail - Computer Store		15.2%	62
General Retail - Farming and Agriculture Business		5.9%	24
General Retail - Furniture Store		19.9%	81
General Retail - Hardware Store		19.2%	78

Value		Percent	Responses
General Retail - Home Entertainment Store		6.6%	27
General Retail - Jewelry Store		5.9%	24
General Retail - Major Appliance Store		18.2%	74
General Retail - Men's Clothing Store		14.7%	60
General Retail - Mobile Phone Store		10.6%	43
General Retail - Shoe Store		19.4%	79
General Retail - Women's Clothing Store		26.3%	107
None of the above / Does not apply		13.0%	53























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

Value		Percent	Responses
Yes		16.2%	66
No		83.8%	341
Total: 407			

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		1.5%	6
Get a New Full Time Job		9.1%	37
Get a New Part Time Job		10.3%	42
Get a Temporary or Seasonal Job		4.2%	17
Use an Employment or Temporary Employment Agency		1.7%	7
Use a Career Counselor		1.2%	5
Get a Second (or Third) Job		3.4%	14
Get First Job after School		1.7%	7
Apply for Unemployment Benefits		4.2%	17
None of the above / Does not apply		76.2%	310

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		5.7%	23
Customer Service		5.7%	23
Education		7.6%	31
Health Care – non nursing		3.4%	14
NonProfit		5.9%	24
None of the above / Does not apply		76.4%	311
Accounting		1.2%	5
Agriculture		2.0%	8
Automotive		0.2%	1
Banking & Finance		0.7%	3
Child Care		0.7%	3
Driver / Transportation		2.2%	9
Engineering		0.7%	3
Executive Level		2.0%	8
Entry Level (New Graduate)		1.7%	7
Government		1.2%	5
Grocery		1.7%	7
Hotel - Hospitality		1.7%	7
Health Care - CNA, RN, LPN, MA		0.7%	3
Manufacturing		0.7%	3
Installation - Maintenance - Repair		1.0%	4
Information Technology		1.2%	5

Value		Percent	Responses
Insurance		0.2%	1
Legal		0.7%	3
Management		2.2%	9
Media		1.7%	7
Real Estate		0.5%	2
Retail		2.0%	8
Restaurant - Food Services		1.7%	7
Sales & Marketing		0.2%	1
Skilled Labor - Trades		1.0%	4
Warehouse		0.5%	2

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		4.9%	20
Yellow Pages directory		0.7%	3
Direct mail flyer		9.6%	39
Deal program/offer		6.4%	26
Facebook business page offer		6.9%	28
Billboard advertising		0.7%	3
None of the above / Does not apply		79.1%	322

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		3.2%	13
Read ads and keep them - using one or two		18.9%	77
Read ads and keep them - without using any		4.4%	18
Read ads but throw away without using any		33.2%	135
Throw ads away unread		37.3%	152
Do not receive direct mail or advertisements at home or PO Box		2.9%	12

Total: 407

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 %	20 4.9%	34 8.4%	220 54.1%	17 4.2%	35 8.6%	61 15.0%	20 4.9%	407
County election Count Row %	17 4.2%	34 8.4%	192 47.2%	16 3.9%	32 7.9%	56 13.8%	60 14.7%	407
State election Count Row %	16 3.9%	63 15.5%	159 39.1%	11 2.7%	54 13.3%	84 20.6%	20 4.9%	407
Total Total Responses								407

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

Value		Percent	Responses
Yes		92.6%	377
No		7.4%	30




Total: 407

116. Did you vote in the last presidential election?



















Value		Percent	Responses
Yes		98.0%	399
No		2.0%	8

Total: 407

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		20.4%	83
No		47.2%	192
Does not apply		32.4%	132
			Total: 407

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

Value		Percent	Responses
Arts and Entertainment		6.0%	5
Business Consulting		3.6%	3
Education		10.7%	9
Financial Services		3.6%	3
Health and Medical		10.7%	9
Home and Garden		3.6%	3
Home Service Businesses		4.8%	4
Real Estate		3.6%	3
Other		38.1%	32
Apparel and Accessories		1.2%	1
Automotive		1.2%	1
Child Related Businesses		2.4%	2
Grocery and Specialty Food/Drink		1.2%	1
Hotel and Travel		1.2%	1
Local Services		2.4%	2
Pet / Animal		2.4%	2
Recreation		2.4%	2
Restaurant / Bar / Lounge		1.2%	1

Total: 84























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		10.7%	9
Use social media for promoting business		21.4%	18
Website optimized for mobile (responsive)		14.3%	12
Ongoing search optimization (SEO, SEM)		8.3%	7
Banner ads		1.2%	1
Cost-per-click ads (CPC, PPC)		3.6%	3
Cost-per-mille ads (CPM)		1.2%	1
Programmatic ads		1.2%	1
Retargeting ads		1.2%	1
Video ads		1.2%	1
Google ads (Adwords)		6.0%	5
Facebook ads		14.3%	12
Sponsored content		3.6%	3
Email advertising		8.3%	7
Site analytics		7.1%	6
Use a Digital Agency		1.2%	1
Digital ads through newspaper		2.4%	2
Digital ads through radio station		1.2%	1
Digital ads through TV station		1.2%	1
None of the above/Does not apply		59.5%	50










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.		29.8%	25
Business Logo Apparel		11.9%	10
Computer Hardware		15.5%	13
Networking Hardware or Software		10.7%	9
Office Cleaning Supplies		15.5%	13
Office Copier		3.6%	3
Office Furniture, Fixtures or Interiors		8.3%	7
Office Printer		11.9%	10
Office Supplies		39.3%	33
Promotional Items		10.7%	9
Security System		1.2%	1
Telephone Systems		2.4%	2
Uniforms or Work Clothing		8.3%	7
None of the above/Does not apply		33.3%	28

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		31.3%	26
Business Advertising		8.4%	7
Business Cellular Phone Service		8.4%	7
Business Computer Consulting		6.0%	5
Business Internet Service Provider		13.3%	11
Business Legal Services or Attorney		9.6%	8
Business Marketing Services		3.6%	3
Business Social Media Marketing		8.4%	7
Business Payroll Services		3.6%	3
Business Printing Services		15.7%	13
Business Security Services		3.6%	3
Business Online Meetings		12.0%	10
None of the above / Does not apply		49.4%	41
Business Financial Consulting		2.4%	2
Business Bottled Water Delivery		2.4%	2
Business Employment Agency		1.2%	1
Business Meetings or Conventions		2.4%	2
Business Realty Services		1.2%	1
Business Recruitment		2.4%	2
Business Sign Company Services		1.2%	1
Business Staffing or Temp Services		1.2%	1
Business Travel Agency		1.2%	1







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		2.4%	2
Have Employees Work From Home		3.6%	3
Renovate Existing Facilities		2.4%	2
Reduce Office Space		2.4%	2
Construct New Facilities		1.2%	1
Buy or Rent Industrial Space		1.2%	1
Buy or Rent Warehouse Space		1.2%	1
Install New Commercial Carpeting		1.2%	1
None of the above / Does not apply		88.0%	73












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 Trucks		1.2%	1
Purchase New Business Delivery Vehicles		1.2%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.2%	1
None of the above / Does not apply		96.4%	80






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		2.4%	2
Business Health Insurance		2.4%	2
Business 401K or Retirement Program		2.4%	2
Business Property Insurance		3.6%	3
Business Commercial Insurance		2.4%	2
None of the above / Does not apply		91.6%	76








125. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.2%	1
20 - 24		1.7%	7
25 - 30		2.2%	9
31 - 34		1.5%	6
35 - 40		3.9%	16
41 - 45		3.2%	13
46 - 49		3.2%	13
50 - 54		7.1%	29
55 - 60		15.2%	62
61 - 69		30.5%	124
70 or older		31.2%	127
			Total: 407
			Avg 62



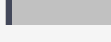
126. What type of area do you live in? (check one only)

Value		Percent	Responses
Metro / Urban		1.7%	7
Small/Mid-Size Town		52.8%	215
Suburban		13.3%	54
Rural		31.7%	129
Other		0.5%	2
			Total: 407





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

Value		Percent	Responses
Some High School (Not Graduate)		0.2%	1
High School Graduate (12th grade)		4.7%	19
Vocational or Technical Training		2.5%	10
Some College		10.4%	42
College Graduate		27.6%	111
Some Post-Graduate Study (No Advanced Degree)		8.5%	34
Post-Graduate Degree		46.0%	185
			Total: 402

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








Value		Percent	Responses
Under \$20,000		3.5%	13
\$20,000 - \$24,999		5.1%	19
\$25,000 - \$29,999		2.1%	8
\$30,000 - \$34,999		4.8%	18
\$35,000 - \$39,999		2.4%	9
\$40,000 - \$44,999		4.0%	15
\$45,000 - \$49,999		8.3%	31
\$50,000 - \$74,999		19.3%	72
\$75,000 - \$99,999		18.2%	68
\$100,000 - \$124,999		11.5%	43
\$125,000 - \$149,999		7.8%	29
\$150,000 - \$200,000		6.4%	24
Over \$200,000		6.7%	25
			Total: 374
			Avg \$91,027

129. What is your gender?

Value		Percent	Responses
Male		25.4%	102
Female		67.9%	273
Gender Variant / Non-conforming		1.5%	6
Prefer not to answer		5.2%	21






Total: 402

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.2%	1
Black or African-American		1.2%	5
Asian		1.2%	5
White or Caucasian		86.8%	349
Hispanic		0.5%	2
Other		2.0%	8
Prefer not to answer		8.0%	32

Total: 402






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

Value		Percent	Responses
Single Family Home		70.1%	282
Apartment		12.9%	52
Condominium		11.9%	48
Mobile Home		0.2%	1
Other		4.7%	19
			Total: 402



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		82.8%	333
Rented		13.4%	54
Occupied Without Payment of Rent		1.2%	5
Other		2.5%	10
Total: 402			

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

Value		Percent	Responses
None		85.1%	342
1		10.0%	40
2		3.5%	14
3		1.0%	4
4 or more		0.5%	2
			Total: 402

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 ---->)		29.4%	118
No		70.6%	284
Total: 402			