

2021 Pulse of America


Mid Eastern Region Shopping Survey Report (DE-MD-PA-N J-CT-KY-VA-NY)

Response Counts

Completion Rate:	100%		
	Complete		523

Total: 523













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	523
			Total: 523

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









Value		Percent	Responses
Local Newspaper		59.5%	311
Local Newspaper Website		35.9%	188
Local TV News		59.3%	310
Local TV News Website		17.6%	92
National Broadcast News		29.6%	155
National Broadcast Website		10.3%	54
Local Radio		23.3%	122
Local Radio Website		4.2%	22
Apple News		3.1%	16
Facebook		40.7%	213
Twitter		5.2%	27
Nextdoor		5.5%	29
Other		8.2%	43

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





Value		Percent	Responses
Local Newspaper		19.5%	102
Local Newspaper Website		6.7%	35
Local TV News		27.2%	142
Local TV News Website		4.8%	25
National Broadcast News		17.0%	89
National Broadcast Website		5.4%	28
Local Radio		3.6%	19
Local Radio Website		0.4%	2
Apple News		0.8%	4
Facebook		3.1%	16
Twitter		1.0%	5
Other		10.7%	56

Total: 523

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

Value		Percent	Responses
Employment needs		40.0%	209
General status of the business		42.4%	222
New hours		48.2%	252
New services being offered		67.7%	354
Online services being offered		46.8%	245
Services that are being offered		66.9%	350
The cleaning and safety precaution policies		20.7%	108
Other		3.6%	19














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		51.1%	267
Watched Local Television		74.4%	389
Read the Local Newspaper		77.4%	405
None of the above / Does not apply		4.2%	22























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		42.8%	224
Local Radio Station		9.2%	48
Local TV Station		16.4%	86
None of the above / Does not apply		49.9%	261







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		21.7%	88
Local Daily Newspaper		80.7%	327
Local Paid Weekly Community Newspaper		27.7%	112
Local Free Weekly Print Publication		26.2%	106
Local Alternative Publication		3.5%	14
Local City or Regional Magazine		23.7%	96
Local Specialty Publication		11.4%	46
Local Business Publication		10.4%	42
Local Ethnic Publication		1.5%	6
Local Parenting Publication		1.2%	5
Local Children's Publication		1.7%	7
Local Senior Publication		9.9%	40
None of the above / Does not apply		3.7%	15

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		10.5%	28
Adult Contemporary		16.1%	43
Adult Hits		18.7%	50
Business News		8.2%	22
CHR (Contemporary Hit Radio)		3.4%	9
Classic Hits		38.2%	102
Classic Rock		49.8%	133
Classical		10.1%	27
Religious		18.7%	50
Country		37.1%	99
Easy Listening		18.4%	49
News/Talk		29.6%	79
Oldies		33.0%	88
Rock		20.2%	54
Sports		13.1%	35
Talk		16.1%	43
Other		3.4%	9
Hot AC		0.4%	1
Spanish		0.4%	1
Urban AC		0.4%	1
Urban Contemporary		0.4%	1
None of the above / Does not apply		0.7%	2























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)		64.8%	173
Midday (10:00 am - 3:00 pm)		45.3%	121
Afternoon Drive (3:00 - 7:00 pm)		50.2%	134
Evenings (7:00 pm - midnight)		22.5%	60
Overnight (midnight - 6:00 am)		6.7%	18
Don't know / Does not apply		1.5%	4

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)		52.4%	204
Morning (9 am – 12 noon)		18.5%	72
Daytime (12 noon – 3 pm)		22.9%	89
Early Fringe (3 pm – 5 pm)		15.2%	59
Early News (5 pm – 7 pm)		69.4%	270
Prime Access (7 pm – 8 pm)		34.2%	133
Prime Time (8 pm – 11 pm)		42.7%	166
Late News (11 pm – 11:30 pm)		37.0%	144
Late Fringe (11:30 pm – 1 am)		9.3%	36
Post Late Fringe (1 am - 2 am)		3.3%	13
Overnight (2 am - 5 am)		4.1%	16
Don't know - Does not apply		0.8%	3

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		3.8%	20
Auto Body Shop		7.1%	37
Auto Detailing Shop		10.7%	56
Auto Parts Store		27.3%	143
Auto Repair Shop		27.9%	146
Auto Salvage Yard		3.4%	18
Car Wash		64.1%	335
Gas Station		80.3%	420
New Vehicle Dealership		14.5%	76
Oil Change Station		44.6%	233
Tire Store		16.3%	85
Used Vehicle Dealership		9.9%	52
None of the above / Does not apply		5.5%	29
Auto Glass Repair Shop		1.9%	10
Auto Muffler Shop		1.9%	10
Auto Paint Shop		1.7%	9
Auto Stereo Installation		2.3%	12
Auto Towing Service		2.1%	11
Auto Window Tinting		2.3%	12
Car Audio Store		1.0%	5
Commercial Truck Dealership		0.6%	3
Commercial Truck Repair Shop		0.4%	2

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		1.1%	6
RV or Camper Repair		1.0%	5
Trailer Rental Service		0.6%	3
Transmission Shop		0.2%	1

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		2.9%	15
Boat and RV Storage Facility		2.7%	14
Boat Dealer		2.7%	14
Boat Rental Service		0.8%	4
Boat Repair Shop		2.3%	12
Boating Accessory Store		3.4%	18
Golf Cart Dealer		0.8%	4
Motorcycle Accessory Store		2.1%	11
Motorcycle Dealer		2.1%	11
Motorcycle Repair Shop		1.5%	8
Watercraft Dealer		0.6%	3
Watercraft Rental Shop		0.8%	4
None of the above / Does not apply		86.0%	450

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		17.2%	90
Animal Feed Store		14.1%	74
Agricultural Service		1.7%	9
Farm Equipment Repair Shop		2.5%	13
Farm Truck and Tractor Repair Shop		3.1%	16
Farming Structure Building Contractor		0.2%	1
New Farm Equipment Dealer		1.1%	6
Used Farm Equipment Dealer		1.9%	10
None of the above / Does not apply		73.4%	384

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		17.4%	91
Bakery		59.8%	313
Beer Shop		18.9%	99
Beverage Distributor		15.9%	83
Candy Store		15.5%	81
Cheese Shop		13.0%	68
Chocolate Shop		11.3%	59
Coffee & Tea Shop		31.7%	166
Convenience Store		61.8%	323
Cookie Store		7.5%	39
Cupcake Shop		7.1%	37
Dessert Restaurant		7.3%	38
Distillery		10.1%	53
Donut Shop		40.5%	212
Espresso or Coffee Shop		25.6%	134
Ethnic Food Restaurant		28.5%	149
Ice Cream or Frozen Yogurt Shop		52.4%	274
Liquor Store		42.3%	221
Meat Market or Butcher Shop		30.6%	160
Seafood Market		13.2%	69
Smoothie or Juice Bar		5.7%	30
Specialty Cake Bakery		6.3%	33

Value		Percent	Responses
Specialty Food Market		11.9%	62
Tea Shop		3.4%	18
Wine Shop		12.0%	63
Winery		14.1%	74
None of the above / Does not apply		5.2%	27
U-Brew Beer or Wine Store		2.3%	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		7.8%	41
Farmers Market		59.8%	313
Grocery Store (Discount)		43.2%	226
Grocery Store (Ethnic)		5.0%	26
Grocery Store (Major or Regional Chain)		87.8%	459
Grocery Store (Neighborhood/Local/Mom & Pop)		28.3%	148
Grocery Store (Co-op)		11.9%	62
Grocery Store (Independent/Citywide)		23.7%	124
None of the above / Does not apply		0.8%	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		29.8%	156
Day Spa		6.7%	35
Eyelash Extension Salon		0.8%	4
Hair Salon		68.5%	358
Hair Removal Salon		2.3%	12
Massage		18.7%	98
Makeup Artist		1.0%	5
Nail Salon		25.4%	133
Skin Care Store		3.1%	16
Tanning Salon		5.0%	26
Tattoo Studio		5.5%	29
None of the above / Does not apply		14.5%	76

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		15.7%	82
Bicycle Rental Service		1.3%	7
Bicycle Repair Shop		4.6%	24
Bicycle Shop		4.6%	24
Bowling Alley		13.0%	68
Dive Shop		0.2%	1
Fishing Supply Store		12.0%	63
Golf Course		12.6%	66
Golf Driving Range		5.4%	28
Golf Pro Shop		5.4%	28
Gun Shooting Range		8.6%	45
Gun Store		14.9%	78
Miniature Golf Course		12.0%	63
Outdoor Gear Store		11.1%	58
Seasonal Hunting		6.3%	33
Ski Shop		1.7%	9
New Sporting Goods Store		9.9%	52
Used Sporting Goods Store		3.4%	18
None of the above / Does not apply		45.1%	236












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		3.3%	17
Card or Stationery Store		17.8%	93
Catering Service		7.1%	37
Event Coordinator		1.7%	9
Hotel Meeting Room or Event Space		5.2%	27
Party Supply Store		12.0%	63
Aerial Photography		1.0%	5
Photographer		6.9%	36
Wedding Planner		0.8%	4
Wedding Venue or Banquet Hall		1.7%	9
None of the above / Does not apply		66.0%	345











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		12.8%	67
Bingo Hall		7.5%	39
Casino		17.4%	91
Community Theatre		17.8%	93
Food Festival		33.5%	175
Live Theater		20.1%	105
Local Festival		44.4%	232
Movie Theater		38.6%	202
Music Festival		20.1%	105
Performing Arts Center		17.4%	91
Stadium or Arena Events		23.7%	124
Wine Tour		9.2%	48
None of the above / Does not apply		20.8%	109








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		33.3%	174
Athletic Club		8.4%	44
Family Entertainment Center		12.2%	64
Family Play Center		7.5%	39
Horseback Riding		5.0%	26
Ice Skating or Roller Rink		5.5%	29
Local Sports Team		18.0%	94
Outdoor Park		38.8%	203
Waterpark		17.2%	90
Zoo		31.7%	166
None of the above / Does not apply		30.8%	161























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		4.4%	23
Exercise Classes		15.7%	82
Fitness Boot Camp		1.7%	9
Gym, Fitness or Athletic Club		25.2%	132
Martial Arts Studio		2.7%	14
Personal Trainer		4.2%	22
Rock Climbing Gym		1.5%	8
Swimming Lessons		4.4%	23
Yoga Studio		7.8%	41
None of the above / Does not apply		60.2%	315

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		2.5%	13
Bar, Lounge or Pub		29.8%	156
Billiard Hall		2.5%	13
Card Room		1.3%	7
Sports Bar		15.7%	82
Wine Bar		8.0%	42
None of the above / Does not apply		63.7%	333

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		4.2%	22
Community College		6.5%	34
Continuing Education Courses		10.7%	56
Dance School		3.3%	17
Elementary School		6.5%	34
Lecture or Seminar Series		6.5%	34
Middle School or High School		8.6%	45
Musical Instruments and Lessons		3.4%	18
Online/On-demand Programs		9.0%	47
University / College		7.1%	37
None of the above / Does not apply		57.2%	299
Beauty School		0.2%	1
Culinary School		2.3%	12
Driving School		2.5%	13
Graduate School		2.9%	15
Language School		1.0%	5
Medical Training Certification		2.9%	15
Online Music Teacher		1.3%	7
Preschool		2.3%	12
Private Elementary School		1.5%	8
Private High School		1.0%	5
Private K-12 School		1.1%	6

Value		Percent	Responses
Private Middle School		0.4%	2
Private Tutor		1.0%	5
Real Estate School		0.8%	4
Tutoring Center		0.6%	3
Trade School		1.7%	9
Training Center		1.0%	5
Vocational School		1.5%	8














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		24.9%	130
Credit Union		13.2%	69
Financial Advisor		11.3%	59
Stockbroker		3.1%	16
Tax Return Service		10.1%	53
None of the above / Does not apply		63.1%	330






















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		0.4%	2
Bankruptcy Service		0.6%	3
Bookkeeping Service		3.4%	18
Car Leasing Service		2.9%	15
Check Cashing Service		1.7%	9
Credit Repair Service		1.3%	7
Debt Consolidation Company		0.8%	4
Money Transfer Service		1.7%	9
Payday Loan Company		0.8%	4
Title Loan Company		0.8%	4
None of the above / Does not apply		87.6%	458








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		4.2%	22
Chiropractor		15.5%	81
Dental Clinic		6.1%	32
Dentist		42.3%	221
Denture or Implant Specialist		6.9%	36
Family Practitioner		28.3%	148
General Practitioner		23.3%	122
Hearing Aid Center		4.4%	23
Hospital		7.5%	39
Medical Clinic		6.5%	34
Optometrist		20.1%	105
Pediatrician		5.0%	26
None of the above / Does not apply		39.0%	204














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		9.4%	49
Audiology Clinic		6.5%	34
Blood Donation Center		9.0%	47
Cancer Specialist		6.1%	32
Cardiologist		21.2%	111
Dermatologist		30.2%	158
Ear, Nose & Throat Doctor		15.5%	81
Esthetician Skin-care		3.4%	18
Gastroenterologist		13.2%	69
Internal Medicine Doctor		18.5%	97
Laboratory or Medical Testing Facility		20.3%	106
Massage Therapist		14.1%	74
Medical Imaging Service		10.7%	56
Medical Supply Store		3.1%	16
Mental Health Provider		6.5%	34
Mental Health Service		3.4%	18
Obstetrician & Gynecologist		15.3%	80
Oncologist		5.5%	29
Ophthalmologist		23.3%	122
Orthopedist		6.9%	36
Pain Clinic		4.2%	22






Value		Percent	Responses
Pain Management Physician		6.5%	34
Physical Therapist		8.2%	43
Podiatrist		8.0%	42
Psychiatrist		3.3%	17
Sleep Disorder Clinic		4.2%	22
Surgical Specialist		3.8%	20
Urgent Care Clinic		7.6%	40
Urologist		11.7%	61
Walk-In Clinic		8.6%	45
Wellness Program		5.5%	29
Wellness Service		3.4%	18
None of the above / Does not apply		19.3%	101
Alcoholism Treatment Program		0.6%	3
Alzheimer's or Memory Care Facility		0.8%	4
Cardiovascular Surgeon		1.5%	8
Cosmetic or Plastic Surgery		1.5%	8
Cryotherapy		0.6%	3
Drug Addiction Treatment Center		0.8%	4
Home Health Care Provider		1.9%	10
Laser Eye Surgery Clinic		2.5%	13
Medical Spa		0.6%	3
Mental Health Clinic		2.3%	12
Naturopathic Practitioner		1.7%	9
Nutritionist or Dietician		2.9%	15

Value		Percent	Responses
Orthodontist		2.5%	13
Pain Control Clinic		2.9%	15
Physical Health Center		0.2%	1
Psychologist		2.5%	13
Rehabilitation Clinic		0.6%	3
Sports Medicine Clinic		0.8%	4
Vascular Surgeon or Vein Center		1.9%	10
















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%	17
Adult Day Care		0.2%	1
Aging in Place Business		0.2%	1
Assisted Living Facility		0.4%	2
Geriatric Physician		1.0%	5
Memory Care Facility		1.1%	6
Nursing Home		0.4%	2
Respite Relief Provider		0.8%	4
Retirement Counselor		1.1%	6
Retirement Home		0.6%	3
Senior Care Placement Agency		0.2%	1
Senior Center		3.4%	18
None of the above / Does not apply		89.7%	469























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		6.3%	33
CBD Store		10.5%	55
Medical Marijuana Dispensary		4.4%	23
Medical Marijuana Authorization		3.6%	19
None of the above / Does not apply		84.1%	440

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		36.3%	190
Bed & Breakfast		11.5%	60
Campground		15.3%	80
Hotel or Motel (Local)		8.0%	42
Hotel or Motel (Out-of-Town)		57.2%	299
Limo Service		1.0%	5
Luggage-Travel Store		0.6%	3
Local Tourism		18.2%	95
Regional Airport		17.0%	89
RV Rental Company		1.3%	7
Shuttle Service		5.7%	30
Ski Resort		1.1%	6
Taxi Service		5.7%	30
Travel Agent		8.2%	43
None of the above / Does not apply		24.5%	128

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		9.8%	51
Car Rental Agency		9.9%	52
Compost / Yard Waste Service		3.4%	18
Courier or Delivery Service		7.6%	40
Dry Cleaning or Laundry Service		18.7%	98
Electronics Repair Shop		3.1%	16
Information Technology (IT) Service		4.0%	21
Jewelry Repair Shop		8.8%	46
Junkyard		4.0%	21
Mail Store		17.4%	91
Mobile or Cell Phone Repair Shop		6.5%	34
Printing Service		6.1%	32
Propane Dealer		12.2%	64
Propane Home Heating Service		4.2%	22
Recycling Center		22.0%	115
Self-Storage Facility		8.0%	42
Sewing and Alterations Shop		6.7%	35
Shipping Center		14.3%	75
Shoe Repair Shop		5.2%	27
Small Engine Repair Shop		5.5%	29
Tool / Equipment Rental Service		4.0%	21
Watch or Clock Repair Shop		5.4%	28

Value		Percent	Responses
None of the above / Does not apply		29.1%	152
Bottled Water Delivery Service		2.5%	13
Cremation Service Provider		0.8%	4
Funeral Service Provider		2.1%	11
Freight / Hauling Company		1.5%	8
Marriage Counselor		0.4%	2
Moving Truck Rental Company		2.7%	14























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		11.3%	59
Charity or Philanthropic Organization		24.9%	130
Church		50.5%	264
City Center		1.9%	10
City or Municipal Service		12.0%	63
City or Town Hall		12.4%	65
Civic Center		1.9%	10
Community Center		6.7%	35
Community Organization		10.9%	57
Community Service or Non-Profit Organization		17.6%	92
Convention Center		2.1%	11
County Government Office		15.1%	79
Department of Social Services		3.3%	17
Employment Center		2.5%	13
Government Economic Program		1.7%	9
Government or Political Service		4.8%	25
Youth Organization		6.9%	36
None of the above / Does not apply		26.0%	136

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		15.1%	79
Painting Contractor		13.8%	72
Plumber or Plumbing Contractor		18.0%	94
None of the above / Does not apply		71.3%	373

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		5.9%	31
Appliance Repair Service		8.6%	45
Asphalt / Paving Contractor		6.5%	34
Carpenter or Woodworker		14.7%	77
Carpet Installation Contractor		5.7%	30
Concrete Contractor		8.2%	43
Countertop Contractor		5.4%	28
Deck Builder		6.7%	35
Drywall Installation or Repair Contractor		6.7%	35
Fencing Contractor		3.3%	17
Flooring Contractor		8.0%	42
Furnace Contractor		5.0%	26
Garage Door Contractor		3.4%	18
Garbage Collection Service		12.8%	67
General Contractor		13.4%	70
Gutter Installation or Repair Contractor		5.7%	30
Handyman		23.7%	124
Heating & Air Conditioning Services		17.4%	91
Home Maintenance Service		3.4%	18
Home Security Company		3.4%	18
Junk Removal or Hauling Service		5.4%	28
Kitchen or Bath Remodeling Company		8.0%	42







Value		Percent	Responses
Landscaping Service		13.0%	68
Remodeling Contractor		6.5%	34
Roofing Contractor		5.5%	29
Septic Tank Contractor		3.3%	17
None of the above / Does not apply		31.5%	165
Alternative Energy Service		2.1%	11
Demolition Contractor		0.2%	1
Fire & Water Damage Restoration Service		0.6%	3
Foundation Contractor		2.7%	14
Garage Builder		1.3%	7
Handicap Access Contractor		0.6%	3
Heavy Construction Machinery		0.4%	2
Insulation Installer		1.0%	5
Landscape Architect		2.3%	12
Mover or Moving Company		2.3%	12
New Home Builder		1.3%	7
Siding Installation or Repair Contractor		1.9%	10
Solar Energy Contractor		1.7%	9
Stone or Marble Company		1.9%	10
Tile Contractor		1.1%	6
Water Well Drilling Contractor		0.4%	2
Waterproofing Contractor		1.1%	6

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		5.0%	26
Bathtub Refinishing Service		3.1%	16
Carpet Cleaning Service		9.0%	47
Chimney Services		4.8%	25
Fuel or Oil Home Heating Service		8.4%	44
Furnace Cleaning Service		11.1%	58
Home Pressure Washing Service		6.9%	36
House Cleaning Service		10.7%	56
Landscaper		7.5%	39
Lawn Care Service		19.7%	103
Pest Control Service or Exterminator		8.8%	46
Television or Internet Service Provider		20.5%	107
Window & Door Installation		5.0%	26
Window Washing		3.8%	20
None of the above / Does not apply		39.0%	204
Awning & Tent Company		1.0%	5
Cabinet Refacing Service		2.1%	11
Home Gardening Service		2.9%	15
Home Theater Installation Service		0.4%	2
Masonry Service		2.5%	13
Interior Designer		1.5%	8
Key or Locksmith Service		2.7%	14

Value		Percent	Responses
Pool Cleaning Service		1.5%	8
Shades & Blinds Installation Service		2.3%	12
Wallcoverings Store		1.3%	7
Water Treatment Supply & Service		1.0%	5




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		3.3%	17
At-home Daycare		1.3%	7
Children's Clothing Store		8.6%	45
Children's Shoe Store		4.2%	22
Summer Camp		5.0%	26
None of the above / Does not apply		85.7%	448















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		4.8%	25
Animal Shelter		5.7%	30
Bird Seed Store		8.8%	46
Bird Shop		1.0%	5
Emergency Animal Hospital		2.1%	11
Feed Store		12.6%	66
Fish or Aquarium Store		2.7%	14
Pet Boarding		9.2%	48
Pet Boutique		0.8%	4
Pet Groomer		18.5%	97
Pet Sitter		6.9%	36
Pet Store		23.1%	121
Pet Trainer		1.1%	6
Veterinarian		45.3%	237
None of the above / Does not apply		39.4%	206
















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%	32
Real Estate Brokerage Firm		0.8%	4
None of the above / Does not apply		93.5%	489























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		2.3%	12
Developer		0.2%	1
Estate Appraiser		0.8%	4
Estate Liquidator		0.2%	1
Home Inspector		3.1%	16
Manufactured or Modular Home Builder		0.8%	4
Mortgage Banker		2.3%	12
Mobile Home Dealer		1.0%	5
Mortgage Broker		1.1%	6
New Home Builder		1.3%	7
Real Estate Appraiser		3.6%	19
Real Estate Rental Agency		1.0%	5
Title & Escrow Company		1.5%	8
None of the above / Does not apply		89.3%	467

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		27.5%	144
Buffet Restaurant		23.3%	122
Chinese Restaurant		46.3%	242
Ethnic Restaurant		23.7%	124
Family Style Restaurant		50.9%	266
Fast Food Restaurant		69.8%	365
Fine Dining Restaurant		38.0%	199
Home Delivery Meals		10.1%	53
Indian Restaurant		7.6%	40
Italian Restaurant		43.6%	228
Japanese or Sushi Restaurant		19.1%	100
Mexican Restaurant		51.4%	269
Pizza Restaurant		65.8%	344
Restaurant with Lounge or Bar		25.4%	133
Thai Restaurant		17.4%	91
None of the above / Does not apply		4.0%	21








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		7.3%	38
Art Supply Store		11.7%	61
Bead Store		3.3%	17
Bookstore		35.0%	183
Camera Store		3.3%	17
Candle Shop		9.8%	51
Christian Book Store		8.0%	42
Christmas Store		14.5%	76
Cigar Store		3.8%	20
Comic Book Shop		3.4%	18
Computer Store		9.2%	48
Consignment Shop		24.5%	128
Craft Supply Store		22.6%	118
Department Store		59.3%	310
Discount Store		52.2%	273
Drugstore or Pharmacy		68.5%	358
Electronics Store		13.0%	68
Equipment Rental Store		3.8%	20
Fabric Store		12.8%	67
Flea Market		29.1%	152
Florist		16.4%	86
Gift Shop		20.8%	109























Value		Percent	Responses
Gun Shop		16.8%	88
Halloween Store		8.8%	46
Herb Shop or Herbalist		3.6%	19
Hobby Shop		16.4%	86
Knife Store		3.1%	16
Military Surplus Store		3.3%	17
Mobile Phone Store		14.9%	78
Music and Video Store		5.7%	30
Music Instrument Store		4.2%	22
Music Store		5.2%	27
Office Equipment & Supply Store		21.2%	111
Outlet Store		23.9%	125
Pawn Shop		5.0%	26
Record Store		4.0%	21
Religious Supply or Gift Shop		6.1%	32
Scrap Metal Dealer		5.7%	30
Shopping Center		36.9%	193
Thrift Store		30.0%	157
Tobacco Store		6.9%	36
Toy Store		8.2%	43
Vitamin or Supplement Store		9.6%	50
Wholesale, Warehouse or Club Store		24.3%	127
Yard Equipment Store		8.2%	43
None of the above / Does not apply		5.2%	27















Value		Percent	Responses
Adult Video or Adult Store		1.9%	10
Coin Shop		1.7%	9
Gold/Silver/Precious Metal Dealer		1.9%	10
Monument or Memorial Company		1.5%	8
Security Service		1.9%	10
Sewing Studio		1.5%	8
Sign Store		0.8%	4
Survival Store		0.8%	4
Trophy or Award Store		1.1%	6
Vape or Smoke Shop		2.7%	14
Wedding Supply Store		1.0%	5
Yarn Store		2.5%	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		17.6%	92
Free delivery		31.0%	162
Drive-thru		69.8%	365
Carryout		69.0%	361
Curbside carryout		34.2%	179
Other		6.5%	34
None of the above / Does not apply		9.2%	48

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		22.8%	119
Baby Supply & Furniture Store		5.5%	29
Bath & Accessory Store		20.5%	107
Building Supply Store or Lumber Yard		32.9%	172
Cabinet Store		3.3%	17
Carpet Store		6.7%	35
Fireplace, Wood Stove or Barbeque Store		3.6%	19
Flooring Store		9.9%	52
Frame Shop		4.4%	23
Furniture Store		19.9%	104
Hardware Store		43.0%	225
Home & Garden Store		48.0%	251
Home Decor Store		19.7%	103
Lighting Store		4.6%	24
Major Appliance Store		11.5%	60
Mattress or Bedding Store		7.8%	41
Outdoor Furniture Store		7.6%	40
Paint Store		18.4%	96
Plant Nursery & Garden Supply Store		27.9%	146
Pool & Spa Dealer		5.0%	26
Rug Store		3.1%	16
Small Appliance Store		4.2%	22

Value		Percent	Responses
Tool Store		7.1%	37
TV & Appliance Store		6.7%	35
TV Store		3.3%	17
Used Building Supply Store		3.8%	20
None of the above / Does not apply		16.4%	86
Clock Shop		1.1%	6
Furniture Restoration Shop		1.9%	10
Futon Store		0.6%	3
Hot Tub or Spa Dealer		1.7%	9
Rent-to-Own Store		0.8%	4
Solar Energy Equipment Dealer		1.7%	9
Tool Rental Center		2.1%	11
Vacuum Store		2.3%	12
Window Store		1.5%	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		21.4%	112
Beauty Supply Store		15.3%	80
Bridal Shop		1.1%	6
Clothing Accessories Store		24.9%	130
Jewelry Store		10.5%	55
Leather Goods Store		2.5%	13
Lingerie Store		5.9%	31
Logo Apparel Store		3.4%	18
Maternity Wear Store		1.0%	5
Men's Clothing Store		27.0%	141
Optician or Eyeglasses Store		32.1%	168
Outdoor Clothing Store		13.2%	69
Shoe Store		44.6%	233
Sportswear Store		14.3%	75
Swimwear Store		7.8%	41
Watch Store		1.3%	7
Western Wear Store		2.5%	13
Women's Clothing Store		50.9%	266
None of the above / Does not apply		20.3%	106













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		8.4%	44
Insurance Agency		11.1%	58
Legal Firm or Attorney		10.3%	54
Tax Advisor		4.8%	25
None of the above / Does not apply		75.7%	396
























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		0.6%	3
Commercial Builder		0.6%	3
Disaster Insurance		0.8%	4
Employment or Staffing Agency		2.7%	14
Graphic Designer		0.8%	4
Life Coach		1.7%	9
Private Investigator		0.2%	1
3D Printing		1.0%	5
Personal Shopping		3.3%	17
Virtual Assistance		0.4%	2
Business Consultant		0.8%	4
SEO Consultant(ion)		0.4%	2
Security Consultant		0.4%	2
Branded Merchandiser		1.1%	6
Research Study		1.5%	8
Co-working space		0.4%	2
None of the above / Does not apply		89.5%	468

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		0.8%	4
Purchase New Class B RV		0.4%	2
Purchase New Class C RV		0.4%	2
Purchase New Travel Trailer or 5th Wheel		1.1%	6
Purchase New Camper Shell		0.2%	1
Purchase New Camper Van		0.4%	2
Purchase Used Class A RV		0.4%	2
Purchase Used Class B RV		0.2%	1
Purchase Used Class C RV		0.6%	3
Purchase Used Travel Trailer or 5th wheel		1.9%	10
Purchase Used Camper Van		0.2%	1
None of the above / Does not apply		96.2%	503

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		7.1%	37
New SUV		7.8%	41
New Truck		3.1%	16
Used Car		9.6%	50
Used SUV		4.8%	25
Used Truck		4.6%	24
None of the above / Does not apply		70.0%	366
New Luxury Vehicle - Under \$50,000		1.5%	8
New Luxury Vehicle - \$50,000 - \$75,000		0.8%	4
New Luxury Vehicle - Over \$75,000		0.2%	1
New Motorcycle		0.4%	2
New Minivan		1.5%	8
New Hybrid or Electric Vehicle		1.7%	9
New Sport ATV		0.4%	2
New Utility ATV		0.2%	1
Used Luxury Vehicle - Under \$30,000		2.1%	11
Used Luxury Vehicle - \$30,000 - \$50,000		0.8%	4
Used Motorcycle		1.0%	5
Used Van		1.0%	5
Used Minivan		1.7%	9
Used Side x Side (UTV)		0.2%	1
Used Sport ATV		0.2%	1
Used Hybrid or Electric Vehicle		0.6%	3























Value		Percent	Responses
Used Utility ATV		0.4%	2











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

Value		Percent	Responses
Compact car		3.8%	20
Full-size car		2.3%	12
Luxury vehicle (any size)		1.0%	5
Midsized car		3.8%	20
Pickup truck		6.1%	32
Sport utility vehicle (SUV)		17.8%	93
Van or minivan		2.5%	13
None of the above		62.7%	328



Total: 523

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%	22
Chevrolet		12.8%	67
Dodge		4.4%	23
Ford		12.6%	66
GMC		8.6%	45
Honda		9.0%	47
Hyundai		5.2%	27
Jeep		4.2%	22
Kia		4.0%	21
Nissan		7.3%	38
Subaru		6.5%	34
Toyota		15.3%	80
None of the above / Does not apply		57.7%	302
Acura		1.5%	8
Audi		1.3%	7
BMW		1.7%	9
Cadillac		0.6%	3
Chrysler		2.5%	13
Infiniti		0.4%	2
Land Rover		1.1%	6
Lexus		2.9%	15
Lincoln		1.5%	8

Value		Percent	Responses
Mazda		2.9%	15
Mercedes-Benz		1.1%	6
Mini		0.2%	1
Mitsubishi		1.3%	7
Porsche		0.2%	1
Scion		0.4%	2
Suzuki		0.2%	1
Tesla		1.0%	5
Volkswagen		2.3%	12
Volvo		1.9%	10















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		9.9%	52
No		90.1%	471
Total: 523			




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		1.0%	5
GPS Device (Handheld or In-Vehicle)		3.8%	20
Office Equipment		11.1%	58
Ink or Printer Cartridges		38.8%	203
Satellite Radio		3.6%	19
Satellite TV System		0.4%	2
Stereo System (Home)		1.9%	10
Wi-Fi for Home		6.9%	36
Headphones		12.8%	67
Wireless Speakers		4.8%	25
Smartwatch		7.5%	39
Compact/Mini Projector		0.8%	4
Wearable Electronics		2.7%	14
Healthcare Device		6.1%	32
Aerial Drone		1.9%	10
Assistive Technology for Hearing		1.3%	7
Smart Sports Equipment		0.2%	1
Batteries for Electronics		40.0%	209
None of the above / Does not apply		34.2%	179






















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		1.1%	6
Camera (Digital) SLR		2.1%	11
Camera Accessories or Supplies		1.9%	10
Camera Lens		1.3%	7
Computer Accessories		7.8%	41
Computer Software		6.7%	35
E-Reader (Kindle or Similar)		1.1%	6
Tablet (iPad or Similar)		8.0%	42
Personal Computer		7.3%	38
Laptop Computer		11.7%	61
TiVo or DVR		1.1%	6
4K Ultra HD TV		5.0%	26
Smart TV		9.0%	47
None of the above / Does not apply		65.4%	342






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		31.9%	167
Prepaid Cell Phone		6.5%	34
None of the above / Does not apply		62.3%	326











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		5.9%	31
Necklaces		7.6%	40
Rings (Other)		7.1%	37
Earrings		17.8%	93
Pendants		3.4%	18
Diamond Jewelry		5.2%	27
Gold Jewelry		3.8%	20
Silver Jewelry		6.7%	35
Gemstone Jewelry		4.6%	24
Costume Jewelry		9.8%	51
Women's Jewelry		12.6%	66
None of the above / Does not apply		65.8%	344
Engagement Rings		1.7%	9
Wedding Rings		1.3%	7
Celtic Jewelry		2.3%	12
Pearl Jewelry		1.9%	10
Men's Jewelry		2.3%	12
Designer Jewelry		2.5%	13
Jewelry Box or Organizer		1.7%	9
Men's High-End Watch		0.8%	4
Women's Watch		2.7%	14






















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		14.1%	74
Homeowner Insurance		9.8%	51
Life Insurance		4.6%	24
Medical (Health) Insurance		8.0%	42
None of the above / Does not apply		79.3%	415

















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		1.9%	10
Crop Insurance		0.2%	1
Dental Insurance		26.4%	138
Disability Insurance		2.5%	13
Medicare		20.7%	108
Long Term Care Insurance		2.9%	15
Pet Insurance		4.2%	22
Professional Liability Insurance		2.3%	12
Renters Insurance		6.3%	33
None of the above / Does not apply		57.6%	301

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		3.4%	18
Audiologist		7.6%	40
Chiropractic Care		18.4%	96
Counseling & Mental Health Services		5.9%	31
Checkup		43.4%	227
Hospital		7.8%	41
Medical Services		14.5%	76
Optometrist		28.9%	151
Pediatrician		6.1%	32
Primary Care		40.7%	213
Wellness Services		5.5%	29
Weight Loss Service		4.4%	23
Physical Therapy or Rehabilitation service provider		9.2%	48
Hearing Aid Center		8.0%	42
Prescription Drugs		42.6%	223
None of the above / Does not apply		23.3%	122
Geriatric Specialist		0.6%	3
Home Healthcare		1.5%	8
Pediatric Dentist		2.9%	15
Substance Abuse Treatment		0.6%	3
Alternative Care		2.3%	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		1.1%	6
Bankruptcy Attorney		0.6%	3
Banking, Partnership & Business Law Attorney		3.1%	16
Child Support Attorney		0.4%	2
Criminal Law Attorney		0.8%	4
Disability & Social Security Attorney		0.6%	3
Divorce & Family Law Attorney		1.3%	7
Employment Discrimination or Labor Issues Attorney		0.2%	1
General Practice Attorney		3.8%	20
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		0.8%	4
Real Estate Attorney		3.3%	17
Taxation Attorney		1.5%	8
Wills, Trusts & Estates Attorney		14.0%	73
None of the above / Does not apply		77.2%	404























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		63.3%	331
Teeth Cleaning		48.2%	252
Cavity Filling		17.0%	89
Crown		9.8%	51
Oral Surgery		3.4%	18
Braces		3.4%	18
Composite Bonding		2.3%	12
Dental Implants		8.4%	44
Dental Veneers		0.6%	3
Dentures		5.5%	29
Full Mouth Reconstruction		0.6%	3
Inlays or Onlays		0.8%	4
Smile Makeover		0.2%	1
Teeth Whitening		4.8%	25
None of the above / Does not apply		19.1%	100








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		3.1%	16
Breast Augmentation		0.6%	3
Breast Implants		0.8%	4
Dermabrasion		1.1%	6
Ear Surgery		0.4%	2
Eyelid Surgery		1.5%	8
Facelift		0.2%	1
Hair Loss Treatment		0.8%	4
Hair Transplant		0.2%	1
Lap Band		0.2%	1
Lasik		1.0%	5
Liposuction		0.6%	3
Rhinoplasty (Nose Job)		0.2%	1
Skin Treatment		3.4%	18
None of the above / Does not apply		90.1%	471























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		44.9%	235
Receive Treatment for Back Pain		10.3%	54
Have an Eye/Vision Exam		58.7%	307
Have an Annual Physical or Checkup		57.4%	300
Have X-Rays Taken		12.2%	64
Have a Scheduled Surgery		5.0%	26
Have Blood Drawn for Testing		48.0%	251
Plan to Visit a Hospital for any Medical Service or Procedure		9.9%	52
Have Foot Problems Diagnosed or Treated		10.3%	54
Senior Travel		3.8%	20
Receive Treatment for a Sleep Disorder		4.2%	22
Cardiovascular Treatment		8.4%	44
Cancer Treatment		4.6%	24
Orthopaedic or Knee Surgery		3.1%	16
Chiropractic Care		17.0%	89
Do Corrective Exercises		5.5%	29
Get Vaccinations at Drug Store or Pharmacy		30.6%	160
Get Vaccinations at Doctors Office		21.4%	112
Discretionary Health Care and Wellness Services		3.1%	16
Have Acupuncture		3.3%	17
Women's Health Care		17.6%	92
Women's Diagnostics		5.9%	31

Value		Percent	Responses
Men's Diagnostics		3.3%	17
Topical Skincare		3.4%	18
None of the above / Does not apply		19.1%	100
Use Physical Rehabilitation Services		2.5%	13
Participate in a Medical Study		2.1%	11
Stop Smoking		1.9%	10
Receive Treatment for Vehicle or Workplace Injury		0.4%	2
Hire a Personal Care Assistant		0.2%	1
Hire a Caregiver or Respite Worker		0.4%	2
Have Safety Bars Installed in Bathroom		2.3%	12
Use Personal Trainer or Instructor		1.7%	9
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		0.2%	1
Nutritional Counseling		1.7%	9
Spinal and Postural Screening		1.0%	5
Physiotherapy		0.6%	3
Receive Treatment for Substance Abuse		0.6%	3
Receive Aquatic Therapy		0.2%	1
Join a Weight Loss Group		2.3%	12
Have Reflexology Treatment		0.4%	2
Hire a Weight Loss Professional		1.0%	5
Have Cataract Surgery		2.9%	15
Receive Treatment for PTSD		0.8%	4
Online Therapy		1.3%	7









Value		Percent	Responses
In Home Medical Care		0.6%	3
Memory Care Services		1.0%	5
Medical Transportation		1.9%	10
Infertility and Reproductive Services		0.4%	2
Endocrinology Services		2.9%	15
Infectious Disease Care		0.4%	2
Weight Loss Surgery and Procedures		1.3%	7

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		4.8%	25
Have a Hearing Exam		9.9%	52
Purchase Medical Supplies or Equipment for Home		4.0%	21
Purchase Health Related Products		9.6%	50
Purchase Health and Wellness Supplements		16.6%	87
Handicap Accessible Products		4.8%	25
Purchase Prescription Eyeglasses		34.8%	182
Purchase Prescription Contact Lenses		11.5%	60
Purchase Allergy Medications		18.2%	95
Purchase Blood Pressure Monitoring Device		3.1%	16
Purchase Diabetes Testing Supplies		11.9%	62
Discretionary Health Care and Wellness Services and Products		5.0%	26
Purchase Vitamins		44.4%	232
Purchase Hemp Based Supplements		3.3%	17
Purchase Anti Anxiety Medication or Supplements		8.4%	44
None of the above / Does not apply		32.7%	171
Purchase Phones for Loss of Sight or Hearing		0.4%	2
Purchase a "In-the-Ear" Hearing Aid		0.6%	3
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	1
Purchase a Digital Hearing Aid		0.6%	3
Purchase a "Behind-the-Ear" Hearing Aid		1.1%	6
Purchase Hearing Aid Cleaning Supplies		1.1%	6

Value		Percent	Responses
Purchase a "In-the-Canal" Hearing Aid		0.2%	1
Purchase Elder Care-Related Products or Services		1.0%	5
Purchase a Mobility Device		1.9%	10
Purchase Orthopedic Shoes		2.5%	13
Purchase Home Medical Testing Equipment or Supplies		1.1%	6
Purchase "Aging in Place" Products		0.8%	4
Purchase a Medical Alert Service		0.8%	4
Purchase Weight Loss Supplements		2.7%	14
Purchase Weight Loss Food Plan		2.3%	12











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		2.3%	12
Pre-purchase a Funeral Plot or Cremation Service		4.6%	24
Purchase a Monument or Headstone		2.9%	15
Use a Funeral Planner		2.3%	12
Purchase Flowers for a Funeral		4.8%	25
Use a Cremation Service		1.5%	8
Hire a Religious or Spiritual Leader for a Funeral Service		1.1%	6
None of the above / Does not apply		86.6%	453



















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		0.6%	3
Find Home for Aging Parent		1.1%	6
Memory Care Services		0.8%	4
Move into a Independent Senior Housing Community		0.4%	2
Move into a Assisted Living Facility		0.4%	2
Move into a Nursing Home		0.4%	2
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.4%	2
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.6%	3
Seek Senior Care/Companionship		0.2%	1
Wheelchair - Mobility Store		1.5%	8
None of the above / Does not apply		95.6%	500












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%	15
Open Savings Account		4.0%	21
Online Banking		35.4%	185
Manage Investments		11.1%	58
Manage Retirement Accounts		13.2%	69
Mortgage Line of Credit		2.7%	14
Financial Consulting		10.3%	54
Financial Services		8.0%	42
Safe Deposit Box Rental		6.5%	34
Obtain New Credit Card		3.4%	18
Payday Loan or Check Cashing Business		0.6%	3
Use Vehicle Title Loan Company		0.8%	4
Tax Preparation		27.3%	143
None of the above / Does not apply		43.2%	226























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		5.2%	27
Cash App		2.1%	11
Certificates of Deposit		9.0%	47
City or State Bonds		2.9%	15
Collectibles, Antiques or Art		3.4%	18
Common or Preferred Stock		10.1%	53
Corporate Bonds or Debentures		1.5%	8
401(k)		18.2%	95
Gold or Precious Metals		3.6%	19
IRA		14.7%	77
Money Market Funds		10.5%	55
Mutual Funds		11.3%	59
Non-US Stocks		1.5%	8
Options		1.1%	6
US Savings Bonds		2.3%	12
US Treasury Notes		1.1%	6
Coins or Stamps		2.7%	14
None of the above / Does not apply		57.4%	300

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		0.4%	2
Carpeting or Furniture Loan		0.8%	4
College Expenses Loan		0.8%	4
College Tuition Loan		2.7%	14
Debt Consolidation Loan		1.3%	7
Medical Expenses Loan		0.6%	3
New Vehicle Loan		6.1%	32
Used Vehicle Loan		5.4%	28
Vacation or Travel Loan		0.8%	4
None of the above / Does not apply		85.5%	447

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		19.7%	103
Athleisure Clothing & Apparel		23.5%	123
Coats		21.2%	111
Dress Shoes		18.9%	99
Nail Polish		17.6%	92
Eyewear or Sunglasses		40.7%	213
Handbags		20.1%	105
Hats		9.2%	48
Intimate Apparel		22.8%	119
Jewelry or Accessories		18.0%	94
Watches		4.6%	24
Leisure Wear / Sweatpants		30.2%	158
Luggage or Bags		5.2%	27
Perfume		15.1%	79
Men's Apparel		42.4%	222
Men's Shoes		31.9%	167
Men's Underwear		34.6%	181
Women's Apparel		56.2%	294
Women's Pajamas or Sleepwear		28.9%	151
Women's Shoes		42.1%	220
Women's Underwear		39.0%	204
Socks		41.9%	219

Value		Percent	Responses
Scarves		4.2%	22
Outerwear		18.7%	98
None of the above / Does not apply		12.2%	64
Uniforms		2.7%	14
Western Clothing		2.3%	12








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		8.2%	43
Children's Pants		14.1%	74
Children's T-Shirts		16.1%	84
Children's Dresses		9.4%	49
Children's Pajamas or Sleepwear		13.6%	71
Children's Socks		12.6%	66
Children's Shorts		12.6%	66
Infant Clothing		5.2%	27
Children's School Uniform		1.0%	5
Children's Athletic Clothing		12.8%	67
None of the above / Does not apply		75.3%	394























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)		39.2%	205
Boots (Men's)		12.8%	67
Cowboy Boots (Men's)		1.5%	8
Work & Safety (Men's)		9.0%	47
Sneakers		34.0%	178
Classic & Fashion Sneakers (Women's)		21.8%	114
Work & Safety (Women's)		4.6%	24
Cowboy Boots (Women's)		2.7%	14
Athletic & Outdoor Shoes (Women's)		43.4%	227
Athletic & Outdoor Shoes (Children's)		14.1%	74
Cowboy Boots (Children's)		0.8%	4
None of the above / Does not apply		26.8%	140

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		14.1%	74
Have Clothing Dry Cleaned		23.1%	121
Have Shoes Repaired		8.4%	44
Rent or Purchase a Costume		1.5%	8
Wash Clothing at a Laundromat		5.5%	29
Purchase Custom Made Clothing Items		1.0%	5
None of the above / Does not apply		63.5%	332






















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		4.2%	22
Bicycle or Mountain Bike (Adult)		5.2%	27
Bicycle Tune-Up or Repair		5.9%	31
Camping or Hiking Equipment		9.2%	48
Exercise or Fitness Equipment		9.2%	48
Fishing Rods or Reels		9.2%	48
Fishing Bait or Attractant		14.1%	74
Fishing Accessories		14.1%	74
Golf Clubs or Equipment		5.9%	31
Hunting Gear		5.5%	29
Ammunition		21.2%	111
Running or Jogging Equipment		3.1%	16
Swimming Gear		4.2%	22
Weight Lifting Equipment		3.1%	16
Rifle		7.3%	38
Hand Gun		9.9%	52
Shotgun		5.4%	28
None of the above / Does not apply		50.5%	264
Bicycle or Mountain Bike (Child)		0.8%	4
High End Bicycle		0.4%	2
Bicycle Rental		1.9%	10
Scuba, Diving or Snorkeling Equipment		1.1%	6

Value		Percent	Responses
Skiing Equipment		1.0%	5
Soccer Equipment		2.5%	13
Sports Equipment (Children)		2.9%	15
Sports Memorabilia		2.3%	12
Trampoline		0.8%	4
Trophies or Plaques		1.1%	6
Used Sporting Equipment		1.5%	8




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		31.9%	167
Bedding Flowers or Perennials		42.3%	221
Fertilizer		22.9%	120
Flower Pots		23.3%	122
Garden Ornaments		13.2%	69
Gravel or Rock		14.1%	74
Hand Garden Tools		14.9%	78
Landscaping		13.8%	72
Indoor Garden Supplies		5.0%	26
Decorative Rock		9.0%	47
Lawn Seed, Turf or Sod		8.8%	46
Outdoor Fireplace or Fire Pit		4.0%	21
Outdoor Furniture		8.8%	46
Outdoor Grill		8.0%	42
Patio Cover, Awning or Canopy		4.4%	23
Patio Furniture		8.8%	46
Propane		16.4%	86
Lawn Mower (Push)		4.6%	24
Lawn Mower (Riding)		4.0%	21
Shrubbery or Trees		8.8%	46
Stone (Cast, Crushed or Natural)		3.6%	19
Storage Shed		5.2%	27























Value		Percent	Responses
Leaf Blower		3.6%	19
Insect or Fungus Control Products		12.8%	67
Outdoor Garden Flags		7.6%	40
Greenhouse		3.1%	16
None of the above / Does not apply		25.8%	135
Chainsaw		1.9%	10
Fountains		2.7%	14
Gate		2.5%	13
Gazebo		1.0%	5
Insects (Bees or Other Beneficial Species)		2.5%	13
Patio Heater		2.1%	11
Outdoor Infrared Heater or Fireplace		1.5%	8
Outdoor Smoker		2.1%	11
Outdoor Kitchen Equipment		1.1%	6
Outdoor Entertainment Center		1.1%	6
Pole Shed		0.6%	3
Portable Outdoor Heater		1.0%	5
Power Garden Tools		2.5%	13
Rototiller		1.3%	7
Screen Porch		2.3%	12
Snow Blower		1.3%	7

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		39.2%	205
Book Hotel Room		49.1%	257
Book Local Lodging for Guests		4.8%	25
Business Travel		4.8%	25
Buy Travel Tickets		12.2%	64
Chartered Fishing Trip		3.3%	17
Gamble at a Casino		12.4%	65
Hotel or Resort Stay		32.3%	169
International Travel		9.2%	48
Play Bingo		5.5%	29
Rent a Car		18.7%	98
Stay at a Casino		5.7%	30
Stay at an RV Park		4.0%	21
Take a Cruise		8.4%	44
Train Trip		5.5%	29
Travel Packages		8.2%	43
Use a Travel Agent or Agency		9.0%	47
Vacation Inside Home State		20.5%	107
Vacation Outside Home State (within the Continental US)		35.6%	186
None of the above / Does not apply		24.9%	130
Buy Luggage		2.7%	14
Charter a Boat		1.5%	8
























Value		Percent	Responses
Golf Vacation		2.1%	11
Rent RV		1.1%	6
Ski Resort Stay		1.0%	5

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		19.1%	100
Bird Seed		17.8%	93
Cat Food		29.1%	152
Dog Food		40.5%	212
Fish Food		5.4%	28
Specialized Pet Food		6.1%	32
Other Pet Food		6.3%	33
Pet Accessories		16.3%	85
Pet Clothing		3.8%	20
Pet Toys		22.2%	116
Fish Supplies		3.6%	19
Annual Pet Vaccinations		38.8%	203
Annual Pet Checkups		36.7%	192
Adopt or Rescue a Pet		7.1%	37
Purchase Pet Medication		14.3%	75
Board a Pet Overnight		5.2%	27
Pet Dental Care		5.7%	30
Pet Grooming Services		14.0%	73
Pet Sitting Services		5.2%	27
Anti Anxiety or Stress Pet Medication for Holidays		4.0%	21
None of the above / Does not apply		35.0%	183
Pet Enclosure		0.6%	3























Value		Percent	Responses
Aquarium or Tank		1.7%	9
Disease Diagnosis		1.5%	8
Find a New Veterinarian		2.1%	11
Pet Travel Cage		0.4%	2
Pet Travel Accessories		0.6%	3
Cremation or Burial Services		1.5%	8
Purchase a Pet		1.9%	10
Holistic or Alternative Pet Care		0.6%	3
Pet Tracking Device		1.0%	5
Animal Training Classes		2.1%	11
Hemp Based Pet Supplements		1.1%	6
THC Based Pet Supplements		0.8%	4
Holistic or Alternative Pet Supplements		0.8%	4











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		8.2%	43
Add a Fence or Wall Structure		8.6%	45
Remodel Kitchen		7.1%	37
Remodel Bathroom		11.9%	62
Build a Storage Shed		4.0%	21
General Remodeling		11.7%	61
Resurface or Build New Driveway		4.4%	23
Sealcoating		4.8%	25
Replace Carpet		10.9%	57
Asphalt Resurfacing		3.3%	17
Replace Flooring		11.3%	59
Replace Windows		6.7%	35
None of the above / Does not apply		51.4%	269
Add a Room		1.5%	8
Add a Home Office		1.1%	6
Remodel Closet		1.9%	10
Cabinet Refacing or Resurfacing		2.5%	13
Refinish Bathtub		2.9%	15
Install a Glass Shower		2.9%	15
Remodel or Finish Basement Living Area		2.9%	15
Replace Garage Door		1.9%	10
Build a Garage		1.3%	7
Build Out-Building		1.1%	6























Value		Percent	Responses
Have Furniture Restored		2.3%	12
Add a Swimming Pool		2.7%	14
Switch from Electric to Gas		0.2%	1
Install a Stair Lift		0.6%	3
Install "Aging In Place" Products		1.5%	8
Install a Solar Energy System		1.0%	5
Install Security or Monitoring System		2.7%	14
Stone or Marble Work (Bathroom or Kitchen)		1.1%	6
Asphalt Repair		1.9%	10
Residential Paving		1.7%	9
Build a "Tiny House"		0.4%	2
Install Handicap Accessible Addition		0.6%	3

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		6.3%	33
Decking		10.3%	54
Doors (Exterior)		9.8%	51
Doors (Interior)		4.4%	23
Electrical Supplies		8.2%	43
Fencing		6.9%	36
Hand Tools		10.1%	53
Hardwood Products		5.0%	26
Home Security Doorbell Camera		5.0%	26
Kitchen Cabinets		5.2%	27
Lighting and Fixtures		12.0%	63
Lumber		15.1%	79
Molding		6.1%	32
Paint (Exterior)		15.7%	82
Paint (Interior)		29.1%	152
Plywood		7.1%	37
Plumbing Supplies		11.9%	62
Power Tools		5.0%	26
Rain Gutters		5.2%	27
Roofing (Composition)		4.0%	21
Roofing (Other)		3.1%	16
Security Locks		3.1%	16























Value		Percent	Responses
Windows		7.6%	40
None of the above / Does not apply		42.3%	221
Furnace		2.1%	11
Generator		2.5%	13
Mill Work		1.5%	8
Security Door		1.1%	6
Siding		2.3%	12
Water Softener System or Supplies		1.7%	9
Wood Stove or Fireplace		1.1%	6
Window Guards		0.8%	4

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		8.0%	42
Air Duct Cleaning		7.5%	39
Appliance Repair		6.3%	33
Blinds Cleaning		3.6%	19
Carpenter or Woodworking		6.9%	36
Carpet Cleaning		11.1%	58
Chimney Cleaning & Repair		3.4%	18
Concrete Repair		6.9%	36
Drywall Installation or Repair		6.3%	33
Electrical Repair		6.3%	33
Flooring - Laminate (Installation or Repair)		5.5%	29
Flooring - Wood (Installation or Repair)		5.2%	27
Flooring - Other (Installation or Repair)		3.3%	17
Furnace Cleaning		9.0%	47
Gardening Services		3.8%	20
Gutter Installation or Repair		6.3%	33
Handyman Services		16.1%	84
Home Repair		7.1%	37
Home Remodel		5.5%	29
None of the above / Does not apply		45.3%	237
Alternative Energy Systems Installation		0.8%	4
Alternative Energy Systems (Service or Repair)		0.4%	2























Value		Percent	Responses
Electrical Panel Replacement		1.3%	7
Excavation & Wrecking		0.6%	3
Fire & Water Damage Restoration		0.4%	2
Flooring - Ceramic Tile (Installation or Repair)		2.9%	15
Flooring - Linoleum (Installation or Repair)		1.7%	9
Foundation Repair		2.3%	12
Furnace Repair		1.7%	9
Furniture Reupholster		1.3%	7
Heating Repair		2.3%	12
Home Computer Repair		1.1%	6
Home Electronics Repair		0.6%	3
Home Heating Oil or Fuel Service		2.9%	15



















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
Home Security Service		3.1%	16
House Cleaning Service		11.1%	58
Black Top Contractors		7.1%	37
Junk or Yard Waste Removal		7.3%	38
Recycle		8.0%	42
Sell Scrap Metal		4.0%	21
Landscaping Service		10.9%	57
Movers		3.3%	17
Painting		17.0%	89
Pest Control		6.7%	35
Plumbing Repair		9.8%	51
Pressure Washing		8.8%	46
Preventative Home Maintenance		4.0%	21
Roof Repair		5.2%	27
Security System		3.3%	17
Snow Removal		4.4%	23
Trash Removal		11.9%	62
Window Installation		5.0%	26
Window Washing		3.3%	17
Computer Repair		3.8%	20
Mobile or Cell Phone Repair		3.4%	18
None of the above / Does not apply		41.1%	215























Value		Percent	Responses
Insulation Installation or Maintenance		1.7%	9
Interior Design		1.5%	8
Mold Inspection or Removal		1.5%	8
Party Equipment Rental		0.8%	4
Pool Cleaning Service		1.7%	9
Septic Tank Cleaning or Repair		2.7%	14
Siding Replacement		1.3%	7
Solar Heating or Power System Installation or Repair		0.6%	3
Tool Rental		1.7%	9
Tornado or Storm Shelter Building or Repair		0.2%	1
Water Well Drilling		0.4%	2
Waterproofing		1.0%	5
Window Tinting for Home		0.2%	1
Yard Equipment Rental		1.9%	10

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)		6.5%	34
Batteries (Home or Office)		39.4%	206
Candles		20.3%	106
Clocks		3.6%	19
Country or State Flags		5.4%	28
Curtains or Drapes		9.9%	52
Cutlery, Flatware or Silverware		3.8%	20
Emergency Preparedness Kit or Supplies		4.6%	24
Firewood		5.5%	29
Flooring Tile		4.6%	24
Floral Arrangements		8.2%	43
Hardwood Flooring		5.2%	27
Home Decor or Decorating		11.9%	62
Indoor Flowers		6.9%	36
King Size Bed		3.1%	16
Laminate Flooring		6.5%	34
Linens (Bathroom)		12.6%	66
Linens (Bedroom)		16.6%	87
Linens (Dining Room or Kitchen)		5.9%	31
Picture Frames		9.9%	52
Remote Home Monitoring Video Camera		4.0%	21
Smoke Alarm or Detector		4.6%	24


















Value		Percent	Responses
Storage Boxes or Tubs		7.1%	37
Toilet Paper		56.4%	295
Window Blinds (Venetian or Mini)		5.2%	27
Window Coverings		5.9%	31
None of the above / Does not apply		24.5%	128
Awning		1.3%	7
Ductless Heat Pumps		1.0%	5
Hot Tub or Spa (New)		1.1%	6
Hot Tub or Spa (Used)		0.2%	1
Safe		1.9%	10
Sewing Machine		1.3%	7
Shutters		1.7%	9
Signs or Banners		2.9%	15
Solar Water Heater		0.4%	2
Sports Team Flags		1.0%	5
Twin Size Bed		0.8%	4
Wallpaper		1.3%	7
Water Purification System (Drinking)		1.9%	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		12.0%	63
Fine Art (Paintings, Pottery, Etc.)		3.4%	18
Foam Mattress		3.3%	17
Furniture (Bedroom)		5.7%	30
Furniture (Living Room)		9.2%	48
Memory Foam Mattress		4.4%	23
Pillow Top Mattress		3.4%	18
Queen Size Bed		4.2%	22
Reclining Chair		6.5%	34
Rugs		9.4%	49
None of the above / Does not apply		58.3%	305
Closet System		2.9%	15
Crib		1.0%	5
Custom Built Furniture		1.7%	9
Furnace		1.9%	10
Furniture (Children's)		1.3%	7
Furniture (Dining Room)		2.5%	13
Furniture (Home Office)		2.3%	12
Futon		0.6%	3
Gas Burning Freestanding Stoves		0.4%	2
Innerspring Mattress		2.7%	14
Latex Mattress		0.6%	3

Value		Percent	Responses
Oriental Carpeting		0.6%	3
Reclaimed Wood Furniture		1.0%	5
Reconditioned Furniture		0.8%	4
Rugs (Persian)		1.7%	9
Swimming Pool (Above Ground)		2.1%	11
Swimming Pool (In-Ground)		1.0%	5
Tankless Water Heater		1.7%	9
Water Heater		1.5%	8























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		8.4%	44
Fine Art		4.6%	24
Photographs		8.2%	43
Pottery		5.4%	28
Blown Glass		3.3%	17
Stone Carvings		1.0%	5
Sculpture		2.5%	13
Artistic Wall Decor		7.3%	38
Wood Carvings		2.1%	11
Poster Art		2.9%	15
Religious Art		2.1%	11
Stained Glass		2.9%	15
Ceramics		3.3%	17
Metal Work Art		2.3%	12
Music Memorabilia		3.3%	17
Movie Memorabilia		1.9%	10
None of the above / Does not apply		74.0%	387

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		9.0%	47
Dishwasher		6.5%	34
Freezer		2.3%	12
Range		5.0%	26
Oven		4.8%	25
Washer		5.7%	30
Dryer		5.4%	28
Blender		3.1%	16
Instant Pot		2.9%	15
Microwave		9.0%	47
Window Air Conditioner		3.4%	18
Coffee or Espresso Machine		7.3%	38
Vacuum Cleaner		5.9%	31
None of the above / Does not apply		63.9%	334

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		4.2%	22
Battery		7.3%	38
Floor Mats		6.7%	35
Lights		4.0%	21
Seat Covers		4.8%	25
Tires		15.9%	83
Wiper Blades		27.9%	146
None of the above / Does not apply		53.5%	280
Canopy		0.4%	2
Cargo Trailer		0.4%	2
Child Car Seat		1.9%	10
Grill Guard		0.8%	4
Mirror(s)		0.4%	2
Motorcycle Accessories		1.9%	10
Motorcycle Parts		1.7%	9
Performance Parts		0.2%	1
RV Accessories or Supplies		0.8%	4
Roof Rack		1.1%	6
Running Boards		0.6%	3
Spoiler		0.2%	1
Step Bar		0.6%	3
Stereo System (Auto, Car or Truck)		1.3%	7

Value		Percent	Responses
Tool Box		0.4%	2
Trailer Hitch		1.5%	8
Truck Bed Liner		0.8%	4
Visor		0.2%	1
Wheels or Rims		1.1%	6
Winch		0.6%	3
Window Tinting Equipment (Auto)		1.3%	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		6.1%	32
60,000 Mile Service		6.3%	33
100,000 Mile Service		6.3%	33
Auto Detailing		8.4%	44
Auto Repair (General)		11.9%	62
Alignment		8.0%	42
Body Work		4.2%	22
Brake Replacement, Adjustment		4.2%	22
Car Rental		4.6%	24
Car Wash		46.3%	242
Gas or Service Station Services		19.9%	104
Oil Change or Lube		47.4%	248
Preventative Maintenance		16.1%	84
Safety Inspection		9.9%	52
Tire Mounting or Installation		6.3%	33
Tune-Up		7.6%	40
Vehicle Air Conditioning Repair		3.8%	20
None of the above / Does not apply		22.6%	118
Auto Warranty Work (Work Covered by Warranty)		2.7%	14
DEQ Inspection		0.4%	2
Electrical Repair		1.0%	5
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.1%	6
Motorcycle Repair		1.0%	5

Value		Percent	Responses
Muffler		1.7%	9
Painting		1.9%	10
RV Maintenance or Service		1.3%	7
Shocks		1.1%	6
Smog Check		1.0%	5
Stereo Installation		0.8%	4
Transmission or Clutch Repair		0.2%	1
Upholstery Repair		0.4%	2
Vehicle Storage		1.0%	5
Vehicle Towing		0.2%	1
Windshield or Glass Repair		2.5%	13
Windshield or Window Tinting		2.3%	12

















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		47.2%	247
Beauty Products		31.9%	167
Cosmetics		36.1%	189
Babysitting		2.7%	14
Facial		14.1%	74
Hair Care Products		53.7%	281
Hair Coloring		29.1%	152
Hair Cut		69.4%	363
Hair Removal		4.4%	23
Hair Extensions, Wigs or Weaves		0.6%	3
Manicure		18.4%	96
Massage Therapy		16.6%	87
Pedicure		24.7%	129
Skin Cleaning Products		22.6%	118
Skin Repairing / Conditioning Products		8.8%	46
Tanning Bed or Spray Tan		5.2%	27
Tattoo or Piercing		6.5%	34
None of the above / Does not apply		14.3%	75























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)		45.1%	236
Books (Used)		30.0%	157
Books (Children's)		14.3%	75
Board Games		15.9%	83
Lottery Ticket		38.6%	202
Collectibles		9.2%	48
Comics		2.1%	11
Graphic Novels		2.7%	14
Computer Games		10.5%	55
Magazines		28.1%	147
Toys		11.3%	59
Video Console Games		7.5%	39
None of the above / Does not apply		18.7%	98

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		4.6%	24
Ceramics and Pottery		2.3%	12
Collectables		8.4%	44
Do-It-Yourself (DIY)		20.3%	106
Games or Puzzles		20.3%	106
Beer Brewing Supplies		1.5%	8
Wine Making Supplies		1.7%	9
Jewelry Making Supplies or Beads		6.1%	32
Knitting		8.4%	44
Making Arts and Crafts		13.2%	69
Paper Crafts		4.8%	25
Quilting		4.6%	24
Scrapbooking		6.5%	34
Toy Collecting		2.3%	12
Trains, Plane & Car Model Kits		3.1%	16
None of the above / Does not apply		50.5%	264

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
Online Continuing Education Courses		5.2%	27
Online Professional Certification or Accreditation Courses		3.4%	18
Arts or Crafts Lessons (Adult)		7.1%	37
Cooking Lessons (Adult)		3.1%	16
Attend a Free Lecture or Seminar		14.7%	77
Attend Paid Online Lecture, Seminar or Special Class		4.4%	23
Yoga, Pilates, or Zumba		7.8%	41
Attend an Online Local Workshop		6.9%	36
None of the above / Does not apply		64.4%	337
Attend Online College or University (Full Time)		2.9%	15
Attend Online College or University (Part Time)		2.9%	15
Attend Online Graduate School		1.9%	10
Attend Online Classes at Community College		1.5%	8
Business School		0.4%	2
Learning Center		0.4%	2
Culinary School		0.2%	1
Online Trade School		0.6%	3
Online Language Lessons (Adult)		2.7%	14
Online Music Lessons (Adult)		1.9%	10
Sports Lessons (Adult)		0.8%	4
Online Real Estate Classes		1.0%	5
Online Child Education or Tutoring		0.2%	1

Value		Percent	Responses
Dance Lessons		2.7%	14
Online Music Lessons (Child)		0.8%	4
Sports lessons (Child)		1.0%	5
Personal Physical Training		0.8%	4
Online Language Lessons (Child)		0.4%	2
Arts or Crafts Lessons (Child)		1.5%	8
Change Online School		0.2%	1
Attend an Online Religion Based School		0.6%	3





















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		13.0%	68
Oil paints		5.4%	28
Acrylic Paints		15.3%	80
Markers		9.8%	51
Specialty Paper		7.6%	40
Fabric Craft Supplies		9.0%	47
Beads		5.5%	29
Art Pencils and Pens		15.1%	79
Scrapbooking Supplies		7.6%	40
None of the above / Does not apply		66.5%	348

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%	2
Drums		0.8%	4
Flute		0.4%	2
Acoustic Guitar		2.9%	15
Electric Guitar		1.1%	6
Electric Keyboard		1.0%	5
Piano		1.9%	10
Trumpet		0.4%	2
Violin		1.0%	5
None of the above / Does not apply		93.5%	489

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		14.1%	74
French		5.0%	26
Asian		30.2%	158
German		8.6%	45
American (New)		35.6%	186
Italian		59.3%	310
Cajun or Creole		10.9%	57
Indian		9.8%	51
Chinese		51.8%	271
American (Traditional)		75.1%	393
Thai		20.1%	105
Middle Eastern		4.8%	25
Japanese		18.0%	94
Mexican		58.1%	304
Vietnamese		5.0%	26
Southern		23.7%	124
Tex-Mex		18.5%	97
Spanish		6.1%	32
Mediterranean		10.9%	57
None of the above / Does not apply		8.0%	42

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		35.2%	184
Fish & Chips		31.4%	164
Golf Course Restaurant, Bar or Snack Bar		4.6%	24
Barbeque		39.2%	205
Deli		31.4%	164
Breakfast or Brunch		48.9%	256
Appetizers		42.3%	221
Dessert		31.9%	167
Chicken Wings		32.5%	170
Hamburgers		62.3%	326
Chicken		52.8%	276
Frozen Yogurt		13.8%	72
Live or Raw food		3.1%	16
Tapas or Small Plates		4.0%	21
Theme Restaurants		7.1%	37
Soup		30.6%	160
Salad		49.9%	261
Pizza (Dine In)		20.5%	107
Pizza (Delivery)		25.6%	134
Steak		41.3%	216
Juice or Smoothies		11.9%	62
Sandwiches		51.4%	269
Pizza (Carry Out)		59.8%	313

Value		Percent	Responses
Pizza (Take & Bake)		9.6%	50
Seafood		44.0%	230
Steakhouse		31.5%	165
Sushi		14.3%	75
Vegetarian		5.7%	30
None of the above / Does not apply		5.7%	30
Vegan		1.7%	9
Pho		2.9%	15










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%	3
Purchase Commercial or Business Property		0.8%	4
Purchase Condominium or Townhouse		0.8%	4
Purchase Manufactured or Modular Home		1.0%	5
Purchase Investment Property		1.9%	10
Purchase Personal Residence		3.6%	19
Purchase Custom Built Home		1.1%	6
Purchase Residential Real Estate at an Auction		0.6%	3
Purchase Land or Agricultural Property		1.9%	10
Purchase Vacation Property		1.7%	9
None of the above / Does not apply		91.6%	479







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 Personal Residence		4.4%	23
Sell Vacation Property		0.4%	2
Sell Condominium or Townhouse		0.6%	3
Sell Investment Property		2.3%	12
Sell Land or Agricultural Property		1.3%	7
Sell Commercial or Business Property		0.8%	4
Sell Manufactured or Modular Home		0.2%	1
None of the above / Does not apply		90.8%	475











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		3.6%	19
Rent House (Residence)		4.6%	24
Rent Manufactured or Modular Home		0.4%	2
Rent or Lease Commercial Property		0.4%	2
Rent Agricultural Land		0.4%	2
Rent Subsidized Housing		1.3%	7
Rent Condo/Townhouse		2.7%	14
Rent Section 8 Housing		0.6%	3
None of the above / Does not apply		89.9%	470



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		4.2%	22
Use a Realtor to Buy Real Estate		3.1%	16
Use a Realtor to Buy and Sell Real Estate		2.9%	15
Plan to Sell Property Myself		2.5%	13
Use a Real Estate Broker		1.0%	5
None of the above / Does not apply		88.3%	462



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		3.1%	16
Home Remodel or Renovation Loan		2.7%	14
Business Construction Loan		0.4%	2
Home Construction Loan		1.5%	8
Equity Loan		1.9%	10
Land Loan		0.6%	3
Reverse Mortgage		0.6%	3
Real Estate Loan for existing home		1.0%	5
Refinance Home		2.1%	11
None of the above / Does not apply		90.8%	475


















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		71.7%	375
No, don't know who to call		28.3%	148
Total: 523			





















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		71.9%	376
No, don't know who to call		28.1%	147
Total: 523			

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		17.6%	92
Craft Beer		17.4%	91
Champagne		10.9%	57
Premium Hard Alcohol or Spirits		21.8%	114
White Wine		31.4%	164
Red Wine		32.7%	171
Major Brand Cigarettes		6.9%	36
Recreational Marijuana		4.2%	22
Marijuana Accessories		3.1%	16
Smokeless Tobacco		2.7%	14
Pipe Tobacco		1.9%	10
Discount Cigarettes		7.1%	37
Discount Hard Alcohol or Spirits		9.8%	51
Domestic Beer		30.6%	160
Electronic Cigarette Supplies		2.5%	13
Alcoholic Cider		9.2%	48
None of the above / Does not apply		32.3%	169




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		3.6%	19
Marijuana Delivery		1.9%	10
Cannabis Dry Flower/Bud		3.1%	16
Cannabis Edibles		6.1%	32
Cannabis Tinctures		1.0%	5
Cannabis Vaporizers		2.3%	12
Cannabis Cleaning Tools or Supplies		1.0%	5
Cannabis Concentrates		2.9%	15
Cannabis Pre-Rolls		2.5%	13
Organic Cannabis Products		1.1%	6
Cannabis Oil		6.1%	32
Cannabis Beauty & Skin Care Products		1.5%	8
Cannabis Beverages		0.8%	4
Cannabis Chocolates		3.6%	19
Medical Cannabis		2.1%	11
CBD Cannabis		5.0%	26
CBG Cannabis		0.4%	2
Recreational Cannabis		4.2%	22
Medical Cannabis		4.0%	21
None of the above / Does not apply		83.7%	438







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		28.9%	151
Specialty Teas		14.9%	78
Specialty Coffee		23.5%	123
Gourmet Deli Counter Items		20.7%	108
Cookies		51.4%	269
Potato Chips		61.8%	323
Soft Drinks		52.8%	276
Energy Drinks		13.2%	69
Energy Bars		16.4%	86
Birthday Cake		26.6%	139
Beef Jerky or Meat Sticks		21.0%	110
Candy		48.6%	254
Fruit		72.1%	377
Nuts		56.8%	297
Chocolates		51.2%	268
Ice cream		69.0%	361
Artisan Bread		28.9%	151
Artisan Meats		5.7%	30
Sports Drinks		20.8%	109
Artisan Condiments		3.6%	19
Canned Sauces		39.2%	205
Chicken		80.3%	420

Value		Percent	Responses
Pork		53.5%	280
Beef		64.4%	337
Fish		57.0%	298
Snack Mixes		30.6%	160
Vegetables		66.2%	346
Frozen Entrees		45.1%	236
Meal Kit Prep & Delivery		5.4%	28
Locally Raised Beef , Pork, Poultry		23.7%	124
Locally Grown Fruit and Vegetables		71.1%	372
Locally Produced Honey		28.1%	147
Organic Food		17.2%	90
Pickled Vegetables		16.1%	84
Artisan Cheese		24.7%	129
Alternative "Meat" Products		7.5%	39
Sausage		51.1%	267
Donuts		41.7%	218
Pastries		35.4%	185
Juice		46.3%	242
Olives		34.8%	182
Meal Kits		8.8%	46
Mac and Cheese		41.7%	218
Pizza		67.3%	352
Cookie Dough		15.3%	80
Cereal		66.5%	348

Value		Percent	Responses
Bagged Salad		53.9%	282
Game Meats		2.1%	11
None of the above / Does not apply		2.7%	14




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

Value		Percent	Responses
Coupons		8.0%	42
Quality		33.7%	176
Selection		34.6%	181
Excellent Customer Service		8.0%	42
Clean Environment		10.7%	56
None of the above / Does not apply		5.0%	26








Total: 523

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		42.4%	222
Attend Online Religious or Spiritual Services		19.1%	100
Consider Leaving Current Job for Better Opportunity		7.6%	40
Donate to a Charity		53.3%	279
Donate to a Church		40.2%	210
Donate to Political Party or Government Representative		15.3%	80
Join a new Church		3.1%	16
Volunteer at Church		19.7%	103
Volunteer for Nonprofit Group		22.2%	116
Retire		4.2%	22
Vote in Upcoming Local Elections		47.2%	247
Vote in Upcoming State or National Elections		49.9%	261
Purchase Season Tickets for Performing Arts		4.0%	21
Attend a Holiday Themed Performance		18.9%	99
Community Activity		30.0%	157
Support an Organization		20.3%	106
Make a Donation		34.4%	180
Register to Vote		3.4%	18
None of the above / Does not apply		12.6%	66
Find New Local Golf Course		1.5%	8
Join a Golf Course		0.2%	1
Use Drone Photography Services		0.6%	3
Donate Vehicle		0.2%	1

























Value		Percent	Responses
Have a Baby		2.1%	11
Get Married		1.5%	8
Look into Private Schooling for Children		2.3%	12









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		3.3%	17
Go Mountain Biking		4.0%	21
Go Camping		20.8%	109
Go Hiking		26.4%	138
Go Fishing		24.9%	130
Go Backpacking		5.4%	28
None of the above / Does not apply		51.1%	267



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		47.0%	246
Arts and Entertainment		28.1%	147
Automotive - (General)		22.0%	115
Automotive - (New Vehicle Dealership)		18.0%	94
Automotive - (Used Vehicle Dealership)		16.4%	86
Automotive - (Auto Parts store)		14.7%	77
Automotive - (Auto Repair business)		10.5%	55
Automotive - (Auto Body shop)		5.4%	28
Tire Business		16.8%	88
Beauty and Spa Related Businesses		16.3%	85
Child Related Businesses		3.3%	17
Community and State Services		22.2%	116
Education		11.9%	62
Employment Related Businesses		7.6%	40
Event Planning and Services		8.4%	44
Family Activity Related Businesses		10.9%	57
Farm Equipment and Agriculture Businesses		6.1%	32
Financial Services		10.5%	55
Fitness Businesses or Providers		5.7%	30
General Retail		38.4%	201
Grocery / Market		36.9%	193
Home and Garden Related Businesses		24.7%	129











Value		Percent	Responses
Building Supply/Lumber Business		18.7%	98
Home Service Businesses		8.8%	46
Home Service Contractors		13.2%	69
Hotel and Travel Related Businesses		27.0%	141
Local Services		22.8%	119
Medical Related Businesses - (General)		15.7%	82
Medical Related Businesses - (Chiropractor)		6.3%	33
Medical Related Businesses - (Dentist)		11.5%	60
Medical Related Businesses - (Hospital)		5.2%	27
Nightlife Related Businesses		5.5%	29
Pet / Animal		25.6%	134
Professional Services		15.9%	83
Real Estate Service Businesses		5.0%	26
Recreation Related Businesses		8.8%	46
Restaurant / Bar / Lounge		35.2%	184
Senior Related Businesses		7.3%	38
Specialty Food and Drink		18.0%	94
General Retail - Children's Clothing Store		8.4%	44
General Retail - Clothing Accessory Store		14.9%	78
General Retail - Computer Store		11.9%	62
General Retail - Farming and Agriculture Business		5.7%	30
General Retail - Furniture Store		15.7%	82
General Retail - Hardware Store		18.2%	95
General Retail - Home Entertainment Store		8.2%	43

Value		Percent	Responses
General Retail - Jewelry Store		8.2%	43
General Retail - Major Appliance Store		13.2%	69
General Retail - Men's Clothing Store		14.1%	74
General Retail - Mobile Phone Store		8.6%	45
General Retail - Shoe Store		17.2%	90
General Retail - Women's Clothing Store		26.2%	137
None of the above / Does not apply		16.6%	87
Motorsport Businesses		2.3%	12























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












Value		Percent	Responses
Yes		12.2%	64
No		87.8%	459
Total: 523			

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		2.3%	12
Get a New Full Time Job		10.9%	57
Get a New Part Time Job		6.5%	34
Get a Temporary or Seasonal Job		2.5%	13
Use an Employment or Temporary Employment Agency		1.7%	9
Use a Career Counselor		0.6%	3
Get a Second (or Third) Job		2.7%	14
Get First Job after School		0.8%	4
Apply for Unemployment Benefits		2.5%	13
None of the above / Does not apply		80.1%	419

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		5.5%	29
Customer Service		5.4%	28
Education		3.8%	20
Health Care – non nursing		4.6%	24
Retail		3.3%	17
None of the above / Does not apply		77.8%	407
Accounting		2.5%	13
Agriculture		1.0%	5
Automotive		0.4%	2
Banking & Finance		2.7%	14
Child Care		0.8%	4
Construction		1.3%	7
Driver / Transportation		1.5%	8
Engineering		0.6%	3
Executive Level		1.0%	5
Entry Level (New Graduate)		0.4%	2
Government		2.9%	15
Grocery		2.3%	12
Hotel - Hospitality		2.3%	12
Health Care - CNA, RN, LPN, MA		1.9%	10
Manufacturing		1.3%	7
Installation - Maintenance - Repair		0.4%	2

Value		Percent	Responses
Information Technology		1.9%	10
Insurance		1.1%	6
Legal		0.2%	1
Management		2.5%	13
Media		1.0%	5
NonProfit		2.3%	12
Real Estate		0.4%	2
Restaurant - Food Services		2.5%	13
Sales & Marketing		2.5%	13
Skilled Labor - Trades		1.7%	9
Warehouse		1.3%	7

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		9.8%	51
Yellow Pages directory		2.1%	11
Direct mail flyer		11.3%	59
Deal program/offer		7.8%	41
Facebook business page offer		10.7%	56
Billboard advertising		3.3%	17
None of the above / Does not apply		70.2%	367

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		5.0%	26
Read ads and keep them - using one or two		31.9%	167
Read ads and keep them - without using any		3.1%	16
Read ads but throw away without using any		27.3%	143
Throw ads away unread		26.0%	136
Do not receive direct mail or advertisements at home or PO Box		6.7%	35

Total: 523

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 %	16 3.1%	97 18.5%	226 43.2%	20 3.8%	47 9.0%	72 13.8%	45 8.6%	523
County election Count Row %	20 3.8%	83 15.9%	237 45.3%	24 4.6%	46 8.8%	65 12.4%	48 9.2%	523
State election Count Row %	18 3.4%	130 24.9%	172 32.9%	15 2.9%	66 12.6%	73 14.0%	49 9.4%	523
Total Total Responses								523

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

Value		Percent	Responses
Yes		89.5%	468
No		10.5%	55




Total: 523

116. Did you vote in the last presidential election?




















Value		Percent	Responses
Yes		94.5%	494
No		5.5%	29

Total: 523



















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		17.0%	89
No		44.4%	232
Does not apply		38.6%	202
			Total: 523

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

Value		Percent	Responses
Arts and Entertainment		9.0%	8
Automotive		3.4%	3
Beauty and Spa		3.4%	3
Business Consulting		9.0%	8
Education		5.6%	5
Financial Services		3.4%	3
General Retail		3.4%	3
Health and Medical		9.0%	8
Local Services		3.4%	3
Real Estate		4.5%	4
Other		33.7%	30
Event Planning and Services		1.1%	1
Grocery and Specialty Food/Drink		1.1%	1
Home and Garden		1.1%	1
Home Service Businesses		1.1%	1
Hotel and Travel		2.2%	2
Pet / Animal		2.2%	2
Pizza Restaurant Types		1.1%	1
Restaurant / Bar / Lounge		2.2%	2
			Total: 89

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		9.0%	8
Use social media for promoting business		27.0%	24
Website optimized for mobile (responsive)		11.2%	10
Ongoing search optimization (SEO, SEM)		7.9%	7
Banner ads		7.9%	7
Cost-per-click ads (CPC, PPC)		4.5%	4
Retargeting ads		4.5%	4
Video ads		2.2%	2
Google ads (Adwords)		5.6%	5
Facebook ads		23.6%	21
Sponsored content		4.5%	4
Email advertising		12.4%	11
Site analytics		5.6%	5
Use a Digital Agency		1.1%	1
Digital ads through newspaper		10.1%	9
Digital ads through radio station		2.2%	2
Digital ads through TV station		4.5%	4
None of the above/Does not apply		56.2%	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.		39.3%	35
Business Logo Apparel		22.5%	20
Computer Hardware		10.1%	9
Networking Hardware or Software		3.4%	3
Office Cleaning Supplies		28.1%	25
Office Copier		6.7%	6
Office Furniture, Fixtures or Interiors		10.1%	9
Office Printer		12.4%	11
Office Supplies		50.6%	45
Promotional Items		12.4%	11
Security System		3.4%	3
Telephone Systems		3.4%	3
Uniforms or Work Clothing		18.0%	16
None of the above/Does not apply		31.5%	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		29.2%	26
Business Advertising		12.4%	11
Business Bottled Water Delivery		3.4%	3
Business Cellular Phone Service		6.7%	6
Business Computer Consulting		3.4%	3
Business Internet Service Provider		7.9%	7
Business Legal Services or Attorney		5.6%	5
Business Social Media Marketing		9.0%	8
Business Payroll Services		11.2%	10
Business Printing Services		6.7%	6
Business Online Meetings		5.6%	5
None of the above / Does not apply		50.6%	45
Business Financial Consulting		2.2%	2
Business Advisory Services		1.1%	1
Business Construction Contractor		2.2%	2
Business Marketing Services		2.2%	2
Business Meetings or Conventions		1.1%	1
Business Moving or Storage		1.1%	1
Business Realty Services		1.1%	1
Business Recruitment		1.1%	1
Business Sign Company Services		1.1%	1
Business Staffing or Temp Services		2.2%	2
Business Television Media Service		1.1%	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		1.1%	1
Buy New Office		1.1%	1
Have Employees Work From Home		6.7%	6
Renovate Existing Facilities		3.4%	3
Construct New Facilities		3.4%	3
Install New Commercial Carpeting		1.1%	1
None of the above / Does not apply		86.5%	77











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		5.6%	5
Purchase Used Business Automobiles		1.1%	1
Purchase New Business Trucks		3.4%	3
Purchase Used Business Trucks		3.4%	3
Purchase New Business Delivery Vehicles		1.1%	1
Purchase Used Business Delivery Vehicles		2.2%	2
None of the above / Does not apply		89.9%	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		3.4%	3
Business Health Insurance		5.6%	5
Business Dental Insurance		3.4%	3
Business 401K or Retirement Program		3.4%	3
Business "Key Man" Insurance		1.1%	1
Business Property Insurance		2.2%	2
Business Commercial Insurance		1.1%	1
None of the above / Does not apply		89.9%	80







125. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		1.0%	5
25 - 30		2.1%	11
31 - 34		3.6%	19
35 - 40		5.0%	26
41 - 45		6.1%	32
46 - 49		2.9%	15
50 - 54		8.2%	43
55 - 60		14.5%	76
61 - 69		30.0%	157
70 or older		26.6%	139

Total: 523









Avg 60

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

Value		Percent	Responses
Metro / Urban		6.9%	36
Small/Mid-Size Town		39.6%	207
Suburban		19.1%	100
Rural		33.3%	174
Vacation community		0.2%	1
Other		1.0%	5

Total: 523

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






Value		Percent	Responses
Grade School (8th Grade or Less)		0.6%	3
Some High School (Not Graduate)		0.2%	1
High School Graduate (12th grade)		14.6%	76
Vocational or Technical Training		5.0%	26
Some College		21.6%	113
College Graduate		26.1%	136
Some Post-Graduate Study (No Advanced Degree)		7.1%	37
Post-Graduate Degree		24.9%	130

Total: 522

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

Value		Percent	Responses
Under \$20,000		8.1%	41
\$20,000 - \$24,999		4.7%	24
\$25,000 - \$29,999		4.9%	25
\$30,000 - \$34,999		6.9%	35
\$35,000 - \$39,999		5.1%	26
\$40,000 - \$44,999		4.5%	23
\$45,000 - \$49,999		4.1%	21
\$50,000 - \$74,999		19.4%	99
\$75,000 - \$99,999		18.5%	94
\$100,000 - \$124,999		9.6%	49
\$125,000 - \$149,999		5.3%	27
\$150,000 - \$200,000		5.7%	29
Over \$200,000		3.1%	16
			Total: 509
			Avg \$77,218

129. What is your gender?

Value		Percent	Responses
Male		29.3%	153
Female		67.2%	351
Transgender		0.4%	2
Gender Variant / Non-conforming		0.2%	1
Prefer not to answer		2.9%	15






Total: 522

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	3
Black or African-American		2.3%	12
Asian		0.4%	2
White or Caucasian		89.8%	469
Hispanic		0.8%	4
Other		1.0%	5
Prefer not to answer		5.2%	27

Total: 522

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






Value		Percent	Responses
Single Family Home		84.9%	443
Apartment		7.7%	40
Condominium		2.9%	15
Mobile Home		3.3%	17
Other		1.3%	7
			Total: 522

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		83.4%	433
Rented		11.9%	62
Occupied Without Payment of Rent		2.7%	14
Other		1.9%	10

Total: 519

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

Value		Percent	Responses
None		82.9%	430
1		8.3%	43
2		5.8%	30
3		2.3%	12
4 or more		0.8%	4
			Total: 519

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 ---->)		47.0%	244
No		53.0%	275
			Total: 519