

2021 Pulse of America



National Shopping Survey Report

Response Counts

Completion Rate:	100%	
	Complete	 6,564

Total: 6,564

1. Are you 18 years of age or older?













Value		Percent	Responses
Yes		100.0%	6,563
No		0.0%	1

Total: 6,564

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









Value		Percent	Responses
Local Newspaper		54.7%	3,588
Local Newspaper Website		36.2%	2,373
Local TV News		55.9%	3,666
Local TV News Website		20.9%	1,371
National Broadcast News		34.6%	2,271
National Broadcast Website		12.9%	846
Local Radio		29.1%	1,908
Local Radio Website		5.1%	334
Apple News		4.9%	324
Facebook		33.0%	2,163
Twitter		5.4%	355
Nextdoor		7.9%	521
Other		9.7%	636

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





Value		Percent	Responses
Local Newspaper		15.4%	1,013
Local Newspaper Website		8.3%	542
Local TV News		21.9%	1,439
Local TV News Website		5.5%	359
National Broadcast News		18.1%	1,191
National Broadcast Website		7.6%	501
Local Radio		5.8%	380
Local Radio Website		0.7%	49
Apple News		0.8%	53
Facebook		2.7%	180
Twitter		0.7%	48
Other		12.3%	809

Total: 6,564





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

Value		Percent	Responses
Employment needs		38.2%	2,510
General status of the business		44.3%	2,909
New hours		47.6%	3,122
New services being offered		64.8%	4,251
Online services being offered		45.9%	3,010
Services that are being offered		65.4%	4,294
The cleaning and safety precaution policies		20.4%	1,337
Other		4.2%	276














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		60.2%	3,949
Watched Local Television		70.4%	4,620
Read the Local Newspaper		73.7%	4,838
None of the above / Does not apply		4.5%	295























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		43.5%	2,852
Local Radio Station		12.5%	819
Local TV Station		16.9%	1,106
None of the above / Does not apply		47.4%	3,109

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		27.2%	1,314
Local Daily Newspaper		84.0%	4,067
Local Paid Weekly Community Newspaper		21.3%	1,033
Local Free Weekly Print Publication		29.8%	1,440
Local Alternative Publication		9.3%	452
Local City or Regional Magazine		27.4%	1,326
Local Specialty Publication		12.4%	602
Local Business Publication		13.8%	670
Local Ethnic Publication		2.6%	124
Local Parenting Publication		1.5%	73
Local Children's Publication		1.5%	75
Local Senior Publication		12.4%	598
None of the above / Does not apply		2.5%	123

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		14.8%	583
Adult Contemporary		15.5%	614
Adult Hits		17.5%	693
Business News		13.1%	517
CHR (Contemporary Hit Radio)		4.7%	185
Classic Hits		28.3%	1,119
Classic Rock		42.7%	1,688
Classical		14.1%	558
Religious		16.1%	634
Country		36.4%	1,439
Easy Listening		14.4%	570
News/Talk		41.8%	1,649
Oldies		24.1%	953
Rock		18.3%	723
Sports		13.8%	543
Talk		15.8%	623
Other		8.6%	341
Hot AC		0.3%	10
Regional Mexican		1.2%	47
Rhythmic-CHR		0.4%	14
Spanish		1.7%	66
Urban AC		0.7%	28

Value		Percent	Responses
Urban Contemporary		2.0%	80
None of the above / Does not apply		0.9%	36























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)		69.0%	2,723
Midday (10:00 am - 3:00 pm)		41.4%	1,633
Afternoon Drive (3:00 - 7:00 pm)		57.0%	2,250
Evenings (7:00 pm - midnight)		19.4%	767
Overnight (midnight - 6:00 am)		4.7%	186
Don't know / Does not apply		3.8%	150

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














Value		Percent	Responses
Morning News (5 am – 9 am)		47.7%	2,206
Morning (9 am – 12 noon)		15.3%	706
Daytime (12 noon – 3 pm)		18.0%	830
Early Fringe (3 pm – 5 pm)		13.4%	617
Early News (5 pm – 7 pm)		71.9%	3,321
Prime Access (7 pm – 8 pm)		32.1%	1,485
Prime Time (8 pm – 11 pm)		46.3%	2,139
Late News (11 pm – 11:30 pm)		20.8%	959
Late Fringe (11:30 pm – 1 am)		5.4%	249
Post Late Fringe (1 am - 2 am)		2.0%	92
Overnight (2 am - 5 am)		2.3%	105
Don't know - Does not apply		1.5%	71

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		6.0%	396
Auto Body Shop		7.1%	464
Auto Detailing Shop		11.8%	772
Auto Glass Repair Shop		6.0%	396
Auto Parts Store		24.4%	1,602
Auto Repair Shop		27.9%	1,831
Car Wash		68.1%	4,470
Gas Station		83.0%	5,447
New Vehicle Dealership		13.9%	915
Oil Change Station		46.9%	3,076
Tire Store		21.7%	1,424
Used Vehicle Dealership		8.4%	552
None of the above / Does not apply		4.4%	287
Auto Muffler Shop		1.1%	72
Auto Paint Shop		2.0%	129
Auto Salvage Yard		2.7%	180
Auto Stereo Installation		1.5%	99
Auto Towing Service		1.5%	101
Auto Window Tinting		2.5%	161
Car Audio Store		1.5%	96
Commercial Truck Dealership		0.5%	36
Commercial Truck Repair Shop		0.6%	40

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		2.9%	189
RV or Camper Repair		2.9%	191
Trailer Rental Service		1.0%	67
Transmission Shop		0.7%	47

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







Value		Percent	Responses
All-Terrain Vehicle (ATV) Dealer		3.3%	216
Boat and RV Storage Facility		2.3%	154
Boat Dealer		2.3%	151
Boat Rental Service		1.2%	80
Boat Repair Shop		2.2%	145
Boating Accessory Store		3.6%	234
Golf Cart Dealer		1.8%	117
Motorcycle Accessory Store		2.2%	146
Motorcycle Dealer		2.1%	135
Motorcycle Repair Shop		2.1%	138
Watercraft Dealer		1.2%	76
Watercraft Rental Shop		1.2%	76
None of the above / Does not apply		84.2%	5,528

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		14.8%	970
Animal Feed Store		14.0%	919
Agricultural Service		2.1%	135
Farm Equipment Repair Shop		2.4%	159
Farm Truck and Tractor Repair Shop		2.1%	138
Farming Structure Building Contractor		0.7%	47
New Farm Equipment Dealer		1.6%	103
Used Farm Equipment Dealer		1.6%	107
None of the above / Does not apply		75.8%	4,976

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		20.4%	1,337
Bakery		57.7%	3,784
Beer Shop		21.0%	1,380
Beverage Distributor		10.1%	663
Candy Store		12.3%	809
Cheese Shop		14.3%	938
Chocolate Shop		11.4%	750
Coffee & Tea Shop		35.1%	2,301
Convenience Store		56.3%	3,692
Cookie Store		6.7%	441
Cupcake Shop		8.0%	528
Dessert Restaurant		7.5%	489
Distillery		9.8%	641
Donut Shop		32.2%	2,113
Espresso or Coffee Shop		38.5%	2,524
Ethnic Food Restaurant		38.8%	2,549
Ice Cream or Frozen Yogurt Shop		46.0%	3,017
Liquor Store		44.4%	2,913
Meat Market or Butcher Shop		35.7%	2,343
Seafood Market		20.6%	1,351
Smoothie or Juice Bar		10.8%	710
Specialty Cake Bakery		7.3%	479

Value		Percent	Responses
Specialty Food Market		18.8%	1,236
Tea Shop		5.8%	380
Wine Shop		14.0%	916
Winery		13.8%	907
None of the above / Does not apply		4.5%	294
U-Brew Beer or Wine Store		2.9%	192




















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		15.3%	1,003
Farmers Market		57.3%	3,759
Grocery Store (Discount)		38.4%	2,523
Grocery Store (Ethnic)		10.4%	681
Grocery Store (Major or Regional Chain)		87.0%	5,709
Grocery Store (Neighborhood/Local/Mom & Pop)		28.8%	1,893
Grocery Store (Co-op)		19.5%	1,283
Grocery Store (Independent/Citywide)		35.2%	2,312
None of the above / Does not apply		0.5%	34












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

Value		Percent	Responses
Barbershop		30.8%	2,021
Day Spa		9.4%	618
Eyelash Extension Salon		1.7%	113
Hair Salon		68.8%	4,515
Hair Removal Salon		3.2%	211
Massage		23.3%	1,530
Makeup Artist		1.3%	84
Nail Salon		33.4%	2,194
Skin Care Store		4.0%	265
Tanning Salon		3.7%	243
Tattoo Studio		6.4%	419
None of the above / Does not apply		12.6%	824

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

Value		Percent	Responses
Bait & Tackle Shop		14.8%	970
Bicycle Rental Service		1.7%	113
Bicycle Repair Shop		10.6%	695
Bicycle Shop		9.9%	649
Bowling Alley		12.4%	811
Dive Shop		1.1%	74
Fishing Supply Store		13.1%	862
Golf Course		15.3%	1,001
Golf Driving Range		10.0%	659
Golf Pro Shop		6.5%	424
Gun Shooting Range		9.2%	601
Gun Store		12.5%	819
Miniature Golf Course		10.1%	660
Outdoor Gear Store		15.4%	1,012
Seasonal Hunting		6.3%	415
Ski Shop		4.4%	291
New Sporting Goods Store		13.1%	860
Used Sporting Goods Store		7.3%	482
None of the above / Does not apply		40.0%	2,626












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

Value		Percent	Responses
Boat Charter		4.4%	291
Card or Stationery Store		18.5%	1,216
Catering Service		5.6%	370
Event Coordinator		1.8%	116
Hotel Meeting Room or Event Space		4.1%	269
Party Supply Store		12.5%	822
Aerial Photography		1.0%	66
Photographer		6.3%	411
Wedding Planner		1.4%	91
Wedding Venue or Banquet Hall		2.6%	168
None of the above / Does not apply		65.9%	4,327











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		18.0%	1,183
Bingo Hall		4.8%	318
Casino		17.4%	1,144
Community Theatre		23.4%	1,534
Food Festival		31.9%	2,092
Live Theater		23.1%	1,516
Local Festival		41.1%	2,694
Movie Theater		47.1%	3,088
Music Festival		23.0%	1,509
Performing Arts Center		23.6%	1,551
Stadium or Arena Events		24.1%	1,581
Wine Tour		8.9%	581
None of the above / Does not apply		17.2%	1,129








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		22.6%	1,482
Athletic Club		13.8%	903
Family Entertainment Center		9.4%	620
Family Play Center		5.5%	360
Horseback Riding		5.3%	346
Ice Skating or Roller Rink		6.7%	438
Local Sports Team		21.1%	1,386
Outdoor Park		40.7%	2,669
Waterpark		15.2%	998
Zoo		28.0%	1,837
None of the above / Does not apply		30.8%	2,020























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		4.5%	296
Exercise Classes		18.3%	1,199
Fitness Boot Camp		2.0%	134
Gym, Fitness or Athletic Club		29.8%	1,956
Martial Arts Studio		2.5%	164
Personal Trainer		4.7%	311
Rock Climbing Gym		2.5%	163
Swimming Lessons		6.0%	397
Yoga Studio		9.2%	606
None of the above / Does not apply		53.9%	3,539

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







Value		Percent	Responses
Adult Club or Entertainment Company		3.3%	214
Bar, Lounge or Pub		36.9%	2,422
Billiard Hall		2.5%	167
Card Room		0.9%	61
Sports Bar		18.1%	1,186
Wine Bar		12.3%	807
None of the above / Does not apply		55.9%	3,670

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		4.5%	294
Community College		7.8%	511
Continuing Education Courses		12.2%	799
Elementary School		7.1%	467
Graduate School		3.4%	226
Lecture or Seminar Series		7.8%	509
Middle School or High School		9.0%	591
Musical Instruments and Lessons		4.8%	317
Online/On-demand Programs		11.7%	766
University / College		8.9%	582
None of the above / Does not apply		55.0%	3,611
Beauty School		0.8%	52
Culinary School		1.8%	115
Dance School		2.5%	163
Driving School		2.8%	181
Language School		1.8%	118
Medical Training Certification		1.7%	110
Online Music Teacher		1.2%	79
Preschool		2.5%	167
Private Elementary School		1.0%	66
Private High School		0.8%	50
Private K-12 School		1.2%	76

Value		Percent	Responses
Private Middle School		0.5%	32
Private Tutor		0.7%	49
Real Estate School		1.1%	71
Tutoring Center		0.5%	33
Trade School		1.5%	100
Training Center		0.9%	61
Vocational School		1.1%	72















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

Value		Percent	Responses
Bank		23.8%	1,561
Credit Union		15.3%	1,004
Financial Advisor		11.7%	766
Stockbroker		2.8%	187
Tax Return Service		10.9%	718
None of the above / Does not apply		62.9%	4,125






















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		0.9%	62
Bankruptcy Service		0.6%	39
Bookkeeping Service		4.2%	273
Car Leasing Service		2.4%	155
Check Cashing Service		1.5%	98
Credit Counseling Service		0.7%	47
Credit Repair Service		1.1%	70
Debt Consolidation Company		0.9%	60
Money Transfer Service		2.4%	158
Payday Loan Company		0.6%	39
Title Loan Company		1.7%	114
None of the above / Does not apply		86.8%	5,696










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		4.6%	300
Chiropractor		13.2%	868
Dental Clinic		10.3%	677
Dentist		41.8%	2,742
Denture or Implant Specialist		5.1%	332
Family Practitioner		22.3%	1,462
General Practitioner		22.5%	1,477
Hearing Aid Center		5.5%	359
Hospice Care Provider		0.4%	29
Hospital		6.4%	418
Medical Clinic		10.2%	670
Optometrist		21.6%	1,419
Pediatrician		4.8%	313
None of the above / Does not apply		39.3%	2,580














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		7.9%	517
Audiology Clinic		8.2%	535
Blood Donation Center		10.1%	660
Cancer Specialist		5.6%	370
Cardiologist		16.8%	1,101
Dermatologist		29.5%	1,938
Ear, Nose & Throat Doctor		11.5%	755
Esthetician Skin-care		4.8%	318
Gastroenterologist		11.5%	754
Internal Medicine Doctor		22.2%	1,456
Laboratory or Medical Testing Facility		19.0%	1,247
Massage Therapist		18.7%	1,228
Medical Imaging Service		11.1%	730
Medical Supply Store		3.2%	212
Mental Health Provider		8.2%	537
Mental Health Service		3.3%	215
Naturopathic Practitioner		3.2%	207
Obstetrician & Gynecologist		11.5%	754
Oncologist		4.3%	283
Ophthalmologist		21.8%	1,431
Orthodontist		3.5%	227






Value		Percent	Responses
Orthopedist		6.0%	395
Pain Management Physician		4.2%	274
Physical Therapist		10.7%	702
Podiatrist		6.2%	405
Psychiatrist		3.8%	250
Psychologist		3.3%	217
Sleep Disorder Clinic		4.9%	321
Surgical Specialist		3.5%	232
Urgent Care Clinic		7.5%	490
Urologist		8.0%	527
Walk-In Clinic		8.1%	529
Wellness Program		5.6%	365
Wellness Service		3.9%	255
None of the above / Does not apply		16.9%	1,106
Alcoholism Treatment Program		0.6%	42
Alzheimer's or Memory Care Facility		1.0%	67
Cardiovascular Surgeon		1.2%	78
Cosmetic or Plastic Surgery		1.9%	127
Cryotherapy		0.3%	20
Drug Addiction Treatment Center		0.4%	23
Drug Testing Service		0.3%	19
Home Health Care Provider		2.0%	132
Laser Eye Surgery Clinic		2.6%	168
Lice Clinic		0.1%	4

Value		Percent	Responses
Medical Spa		1.2%	82
Mental Health Clinic		2.0%	128
Nutritionist or Dietician		2.7%	177
Pain Clinic		2.8%	181
Pain Control Clinic		2.0%	128
Physical Health Center		0.6%	41
Rehabilitation Clinic		0.6%	40
Sports Medicine Clinic		1.4%	91
Vascular Surgeon or Vein Center		1.3%	86
















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		3.4%	222
Adult Day Care		0.5%	36
Aging in Place Business		0.8%	54
Assisted Living Facility		0.9%	62
Geriatric Physician		1.1%	72
Memory Care Facility		0.9%	58
Nursing Home		0.7%	46
Respite Relief Provider		0.7%	43
Retirement Counselor		1.1%	69
Retirement Home		0.7%	47
Senior Care Placement Agency		0.4%	23
Senior Center		5.7%	377
None of the above / Does not apply		87.5%	5,743























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








Value		Percent	Responses
Cannabis Marijuana Dispensary		12.8%	838
CBD Store		11.5%	753
Medical Marijuana Dispensary		4.4%	288
Medical Marijuana Authorization		2.9%	193
None of the above / Does not apply		78.0%	5,119

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		50.0%	3,283
Bed & Breakfast		14.7%	967
Campground		20.6%	1,352
Hotel or Motel (Local)		10.0%	658
Hotel or Motel (Out-of-Town)		63.7%	4,181
Limo Service		2.2%	145
Luggage-Travel Store		1.2%	78
Local Tourism		14.1%	925
Regional Airport		24.1%	1,583
RV Rental Company		2.0%	134
Shuttle Service		7.8%	513
Ski Resort		4.6%	302
Taxi Service		8.1%	530
Travel Agent		6.1%	402
None of the above / Does not apply		18.3%	1,203

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





Value		Percent	Responses
Auction House		4.9%	320
Car Rental Agency		11.2%	738
Compost / Yard Waste Service		7.9%	518
Courier or Delivery Service		6.8%	444
Dry Cleaning or Laundry Service		24.0%	1,576
Electronics Repair Shop		3.7%	241
Information Technology (IT) Service		3.9%	255
Jewelry Repair Shop		9.9%	649
Junkyard		3.7%	240
Mail Store		20.1%	1,318
Mobile or Cell Phone Repair Shop		6.3%	412
Moving Truck Rental Company		3.7%	243
Printing Service		7.2%	473
Propane Dealer		13.1%	862
Propane Home Heating Service		3.3%	214
Recycling Center		25.8%	1,693
Self-Storage Facility		8.1%	534
Sewing and Alterations Shop		8.4%	550
Shipping Center		15.0%	987
Shoe Repair Shop		6.6%	432
Small Engine Repair Shop		5.8%	380
Tool / Equipment Rental Service		5.2%	339

Value		Percent	Responses
Watch or Clock Repair Shop		6.8%	445
None of the above / Does not apply		24.4%	1,601
Bottled Water Delivery Service		2.4%	160
Cremation Service Provider		1.2%	79
Funeral Service Provider		1.7%	111
Freight / Hauling Company		1.7%	111
Marriage Counselor		0.8%	54























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		13.0%	856
Charity or Philanthropic Organization		27.1%	1,780
Church		45.3%	2,975
City Center		4.4%	290
City or Municipal Service		13.8%	908
City or Town Hall		14.6%	956
Civic Center		5.0%	326
Community Center		9.3%	609
Community Organization		11.9%	779
Community Service or Non-Profit Organization		20.8%	1,362
Convention Center		3.3%	214
County Government Office		8.1%	533
Department of Social Services		3.3%	218
Employment Center		2.8%	181
Government Economic Program		1.8%	119
Government or Political Service		4.0%	264
Youth Organization		7.0%	460
None of the above / Does not apply		23.2%	1,523

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		17.7%	1,162
Painting Contractor		14.6%	961
Plumber or Plumbing Contractor		16.3%	1,071
None of the above / Does not apply		69.0%	4,530

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		8.0%	528
Appliance Repair Service		8.9%	584
Asphalt / Paving Contractor		5.6%	365
Carpenter or Woodworker		14.6%	956
Carpet Installation Contractor		6.3%	411
Concrete Contractor		5.9%	390
Countertop Contractor		5.6%	365
Deck Builder		5.9%	388
Drywall Installation or Repair Contractor		6.1%	400
Fencing Contractor		5.9%	388
Flooring Contractor		9.0%	592
Furnace Contractor		5.7%	374
Garage Door Contractor		4.9%	321
Garbage Collection Service		13.8%	905
General Contractor		8.4%	554
Gutter Installation or Repair Contractor		4.8%	318
Handyman		21.7%	1,423
Heating & Air Conditioning Services		20.2%	1,329
Home Maintenance Service		3.0%	195
Home Security Company		4.0%	260
Junk Removal or Hauling Service		6.1%	400
Kitchen or Bath Remodeling Company		6.4%	423







Value		Percent	Responses
Landscaping Service		14.4%	943
Remodeling Contractor		5.0%	331
Roofing Contractor		6.4%	419
Septic Tank Contractor		4.3%	284
None of the above / Does not apply		31.5%	2,068
Alternative Energy Service		2.4%	159
Demolition Contractor		0.9%	61
Fire & Water Damage Restoration Service		0.4%	28
Foundation Contractor		1.9%	124
Garage Builder		1.4%	93
Handicap Access Contractor		0.8%	51
Heavy Construction Machinery		0.5%	32
Insulation Installer		1.4%	94
Landscape Architect		2.4%	160
Mover or Moving Company		2.7%	175
New Home Builder		1.0%	68
Siding Installation or Repair Contractor		2.2%	145
Solar Energy Contractor		2.8%	185
Stone or Marble Company		1.5%	99
Tile Contractor		2.6%	169
Water Well Drilling Contractor		0.9%	59
Waterproofing Contractor		0.7%	46

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		9.6%	629
Carpet Cleaning Service		10.5%	690
Chimney Services		6.2%	405
Fuel or Oil Home Heating Service		6.4%	422
Furnace Cleaning Service		10.0%	655
Home Gardening Service		3.9%	257
Home Pressure Washing Service		4.7%	311
House Cleaning Service		14.7%	963
Landscaper		7.8%	511
Lawn Care Service		19.8%	1,298
Pest Control Service or Exterminator		14.0%	916
Shades & Blinds Installation Service		4.5%	293
Television or Internet Service Provider		22.7%	1,488
Window & Door Installation		6.4%	417
Window Washing		8.7%	574
None of the above / Does not apply		34.4%	2,256
Awning & Tent Company		1.2%	82
Bathtub Refinishing Service		2.4%	157
Cabinet Refacing Service		2.4%	158
Home Theater Installation Service		0.5%	30
Masonry Service		1.5%	98
Interior Designer		2.0%	134

Value		Percent	Responses
Key or Locksmith Service		2.8%	187
Pool Cleaning Service		1.7%	112
Wallcoverings Store		0.7%	49
Water Treatment Supply & Service		1.5%	101




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		3.7%	243
At-home Daycare		1.0%	64
Children's Clothing Store		9.3%	608
Children's Shoe Store		5.4%	354
Summer Camp		5.5%	364
None of the above / Does not apply		85.7%	5,623
















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

Value		Percent	Responses
Animal Daycare		6.4%	423
Animal Shelter		3.8%	251
Bird Seed Store		9.1%	598
Bird Shop		1.1%	72
Emergency Animal Hospital		3.5%	230
Feed Store		11.1%	727
Fish or Aquarium Store		2.4%	160
Pet Boarding		10.8%	711
Pet Boutique		1.2%	77
Pet Groomer		20.2%	1,327
Pet Sitter		8.1%	534
Pet Store		23.6%	1,550
Pet Trainer		2.1%	136
Pet Walker		1.1%	70
Veterinarian		45.6%	2,992
None of the above / Does not apply		37.6%	2,467

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		7.4%	487
Real Estate Brokerage Firm		1.7%	112
None of the above / Does not apply		92.0%	6,036






















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

Value		Percent	Responses
Apartment Rental Agency		3.1%	205
Developer		0.3%	22
Estate Appraiser		1.2%	78
Estate Liquidator		0.6%	39
Home Inspector		3.8%	250
Home Staging Company		0.3%	19
Manufactured or Modular Home Builder		0.8%	52
Mortgage Banker		3.5%	227
Mobile Home Dealer		0.7%	49
Mortgage Broker		2.6%	173
New Home Builder		1.8%	115
Real Estate Appraiser		4.3%	280
Real Estate Rental Agency		1.9%	124
Title & Escrow Company		4.4%	292
None of the above / Does not apply		85.4%	5,606













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		33.8%	2,219
Buffet Restaurant		16.9%	1,112
Chinese Restaurant		45.9%	3,013
Ethnic Restaurant		30.9%	2,029
Family Style Restaurant		42.7%	2,801
Fast Food Restaurant		61.3%	4,022
Fine Dining Restaurant		37.3%	2,447
Home Delivery Meals		13.1%	858
Indian Restaurant		13.5%	888
Italian Restaurant		38.4%	2,523
Japanese or Sushi Restaurant		25.3%	1,660
Mexican Restaurant		61.0%	4,003
Pizza Restaurant		62.3%	4,087
Restaurant with Lounge or Bar		28.8%	1,892
Thai Restaurant		24.5%	1,606
None of the above / Does not apply		4.4%	289








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		9.8%	646
Art Supply Store		14.0%	919
Bead Store		4.4%	288
Bookstore		42.8%	2,807
Camera Store		3.7%	242
Candle Shop		8.2%	537
Christian Book Store		7.7%	503
Christmas Store		10.4%	683
Comic Book Shop		3.3%	217
Computer Store		11.2%	736
Consignment Shop		22.6%	1,486
Craft Supply Store		24.6%	1,614
Department Store		56.7%	3,718
Discount Store		46.2%	3,032
Drugstore or Pharmacy		65.5%	4,302
Electronics Store		14.7%	965
Equipment Rental Store		3.5%	230
Fabric Store		16.3%	1,067
Flea Market		19.2%	1,262
Florist		15.6%	1,024
Gift Shop		19.5%	1,279
Gun Shop		11.5%	753























Value		Percent	Responses
Halloween Store		8.0%	526
Herb Shop or Herbalist		4.3%	280
Hobby Shop		17.2%	1,129
Mobile Phone Store		17.3%	1,133
Music and Video Store		4.4%	286
Music Instrument Store		4.3%	281
Music Store		4.5%	293
Office Equipment & Supply Store		21.6%	1,418
Outlet Store		21.6%	1,419
Pawn Shop		4.2%	277
Record Store		4.1%	269
Religious Supply or Gift Shop		4.6%	301
Scrap Metal Dealer		3.5%	230
Shopping Center		33.2%	2,181
Thrift Store		34.1%	2,238
Tobacco Store		4.7%	307
Toy Store		9.2%	604
Vape or Smoke Shop		3.9%	255
Vitamin or Supplement Store		11.4%	750
Wholesale, Warehouse or Club Store		29.2%	1,915
Yard Equipment Store		9.1%	595
Yarn Store		4.9%	324
None of the above / Does not apply		5.2%	343
Adult Video or Adult Store		1.8%	117















Value		Percent	Responses
Cigar Store		2.7%	178
Coin Shop		1.8%	115
Gold/Silver/Precious Metal Dealer		2.5%	165
Knife Store		1.9%	122
Military Surplus Store		2.5%	165
Monument or Memorial Company		1.1%	70
Security Service		1.5%	98
Sewing Studio		2.3%	152
Sign Store		1.1%	71
Survival Store		0.9%	58
Trophy or Award Store		1.2%	80
Wedding Supply Store		1.2%	82

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		21.4%	1,404
Free delivery		31.5%	2,065
Drive-thru		64.2%	4,211
Carryout		70.2%	4,610
Curbside carryout		35.7%	2,341
Other		4.8%	312
None of the above / Does not apply		11.9%	784

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		21.0%	1,380
Baby Supply & Furniture Store		4.7%	311
Bath & Accessory Store		23.0%	1,510
Building Supply Store or Lumber Yard		35.2%	2,313
Cabinet Store		3.3%	215
Carpet Store		6.2%	408
Fireplace, Wood Stove or Barbeque Store		4.7%	308
Flooring Store		11.1%	728
Frame Shop		5.7%	374
Furniture Restoration Shop		3.1%	203
Furniture Store		20.4%	1,336
Hardware Store		46.0%	3,017
Home & Garden Store		51.6%	3,383
Home Decor Store		19.6%	1,289
Hot Tub or Spa Dealer		3.0%	197
Lighting Store		5.5%	364
Major Appliance Store		11.3%	742
Mattress or Bedding Store		10.9%	714
Outdoor Furniture Store		7.8%	509
Paint Store		17.1%	1,120
Plant Nursery & Garden Supply Store		30.8%	2,020
Pool & Spa Dealer		3.4%	225

Value		Percent	Responses
Rug Store		3.1%	206
Small Appliance Store		3.8%	247
Tool Store		7.7%	506
TV & Appliance Store		6.2%	409
Used Building Supply Store		4.2%	275
None of the above / Does not apply		13.5%	886
Clock Shop		1.7%	114
Futon Store		0.5%	31
Rent-to-Own Store		0.7%	45
Solar Energy Equipment Dealer		1.9%	123
Tool Rental Center		2.9%	189
TV Store		2.5%	165
Vacuum Store		2.5%	167
Window Store		2.4%	157

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		28.1%	1,842
Beauty Supply Store		19.7%	1,295
Bridal Shop		1.7%	112
Clothing Accessories Store		24.4%	1,602
Jewelry Store		10.3%	673
Leather Goods Store		2.9%	188
Lingerie Store		6.6%	430
Logo Apparel Store		3.5%	231
Maternity Wear Store		0.6%	41
Men's Clothing Store		27.8%	1,822
Optician or Eyeglasses Store		29.7%	1,950
Outdoor Clothing Store		18.1%	1,191
Shoe Store		47.6%	3,125
Sportswear Store		18.5%	1,213
Swimwear Store		6.9%	451
Watch Store		1.8%	120
Western Wear Store		3.8%	251
Women's Clothing Store		53.0%	3,475
None of the above / Does not apply		17.6%	1,157

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

Value		Percent	Responses
Accountant or CPA		9.9%	647
Insurance Agency		11.7%	766
Legal Firm or Attorney		7.5%	489
Tax Advisor		6.3%	414
None of the above / Does not apply		75.7%	4,965
























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

Value		Percent	Responses
Architect or Architecture Firm		1.4%	90
Commercial Builder		0.8%	52
Disaster Insurance		1.0%	64
Employment or Staffing Agency		2.2%	143
Graphic Designer		1.4%	95
Immigration Lawyer / Law		0.6%	39
Life Coach		1.2%	76
Private Investigator		0.3%	19
3D Printing		0.8%	51
Personal Shopping		2.0%	129
Virtual Assistance		0.8%	54
Business Consultant		0.8%	54
SEO Consultant(ion)		0.3%	20
Security Consultant		0.4%	25
Branded Merchandiser		0.9%	59
Research Study		1.1%	69
Co-working space		0.8%	55
None of the above / Does not apply		88.7%	5,821

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		0.6%	38
Purchase New Class B RV		0.3%	22
Purchase New Class C RV		0.5%	30
Purchase New Travel Trailer or 5th Wheel		1.3%	86
Purchase New Camper Shell		0.4%	26
Purchase New Camper Van		0.2%	16
Purchase Used Class A RV		0.6%	41
Purchase Used Class B RV		0.6%	38
Purchase Used Class C RV		0.9%	56
Purchase Used Travel Trailer or 5th wheel		1.7%	112
Purchase Used Camper Shell		0.4%	29
Purchase Used Camper Van		0.8%	53
None of the above / Does not apply		94.7%	6,215

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		6.3%	413
New SUV		5.6%	366
New Truck		3.1%	205
Used Car		8.2%	540
Used SUV		5.0%	330
Used Truck		4.3%	283
None of the above / Does not apply		72.2%	4,739
New Luxury Vehicle - Under \$50,000		1.7%	111
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	67
New Luxury Vehicle - Over \$75,000		0.4%	27
New Motorcycle		0.6%	40
New Van		0.2%	16
New Minivan		0.5%	36
New Hybrid or Electric Vehicle		2.5%	166
New Side x Side (UTV)		0.5%	35
New Sport ATV		0.4%	26
New Utility ATV		0.5%	32
Used Luxury Vehicle - Under \$30,000		1.7%	109
Used Luxury Vehicle - \$30,000 - \$50,000		1.0%	63
Used Luxury Vehicle - Over \$50,000		0.2%	13
Used Motorcycle		0.7%	46
Used Van		0.6%	38
Used Minivan		0.7%	47

Value		Percent	Responses
Used Side x Side (UTV)		0.5%	30
Used Sport ATV		0.5%	33
Used Hybrid or Electric Vehicle		1.2%	82
Used Utility ATV		0.5%	34

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

Value		Percent	Responses
Compact car		2.7%	180
Full-size car		2.6%	170
Luxury vehicle (any size)		1.5%	96
Midsized car		3.3%	215
Pickup truck		6.0%	395
Sport utility vehicle (SUV)		15.8%	1,039
Van or minivan		1.7%	114
None of the above		66.3%	4,355



Total: 6,564

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




















Value		Percent	Responses
Chevrolet		10.7%	700
Dodge		4.4%	292
Ford		11.9%	778
GMC		6.5%	424
Honda		9.4%	614
Hyundai		4.9%	320
Jeep		4.8%	315
Kia		4.0%	263
Nissan		5.4%	356
Subaru		7.9%	519
Toyota		14.4%	944
None of the above / Does not apply		61.2%	4,016
Acura		1.8%	119
Audi		1.9%	127
BMW		2.0%	128
Buick		2.6%	169
Cadillac		1.5%	100
Chrysler		1.8%	120
Fiat		0.2%	16
Infiniti		1.0%	65
Land Rover		0.8%	53
Lexus		2.2%	145

Value		Percent	Responses
Lincoln		1.4%	91
Mazda		2.4%	157
Mercedes-Benz		1.6%	103
Mini		0.4%	26
Mitsubishi		0.6%	42
Porsche		0.4%	28
Saab		0.2%	15
Scion		0.2%	16
Suzuki		0.3%	19
Tesla		1.8%	120
Volkswagen		2.5%	167
Volvo		2.0%	128















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

Value		Percent	Responses
Yes		11.1%	728
No		88.9%	5,836
Total: 6,564			




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		1.7%	113
GPS Device (Handheld or In-Vehicle)		3.4%	220
Office Equipment		11.4%	750
Ink or Printer Cartridges		45.7%	2,999
Satellite Radio		2.9%	188
Satellite TV System		1.4%	89
Stereo System (Home)		1.6%	106
Wi-Fi for Home		7.7%	506
Headphones		16.0%	1,050
Wireless Speakers		6.6%	430
Smartwatch		7.6%	501
Compact/Mini Projector		1.1%	74
Wearable Electronics		3.3%	217
Healthcare Device		4.0%	262
Aerial Drone		2.0%	130
Assistive Technology for Hearing		3.3%	217
Smart Sports Equipment		0.6%	38
Batteries for Electronics		42.1%	2,765
None of the above / Does not apply		30.3%	1,990






















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		1.8%	115
Camera (Digital) SLR		2.5%	162
Camera Accessories or Supplies		2.5%	161
Camera Lens		2.1%	136
Computer Accessories		7.9%	516
Computer Software		6.0%	397
E-Reader (Kindle or Similar)		2.0%	129
Tablet (iPad or Similar)		8.6%	565
Personal Computer		5.3%	349
Laptop Computer		13.1%	862
TiVo or DVR		1.1%	70
4K Ultra HD TV		5.5%	360
Smart TV		8.9%	587
None of the above / Does not apply		64.3%	4,219






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

Value		Percent	Responses
Smartphone		32.1%	2,105
Prepaid Cell Phone		4.4%	290
None of the above / Does not apply		64.8%	4,254











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		5.1%	336
Necklaces		8.2%	536
Rings (Other)		6.3%	411
Earrings		17.4%	1,142
Diamond Jewelry		3.8%	249
Gold Jewelry		4.9%	322
Silver Jewelry		6.8%	447
Gemstone Jewelry		4.3%	279
Costume Jewelry		9.2%	602
Women's Jewelry		12.3%	807
None of the above / Does not apply		66.4%	4,358
Engagement Rings		1.1%	72
Wedding Rings		1.7%	114
Pendants		2.9%	190
Celtic Jewelry		2.2%	143
Pearl Jewelry		1.7%	110
Men's Jewelry		2.0%	132
Designer Jewelry		2.5%	163
Jewelry Box or Organizer		1.8%	118
Men's High-End Watch		1.2%	78
Women's Watch		2.7%	175






















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		13.1%	861
Homeowner Insurance		10.2%	670
Life Insurance		4.8%	316
Medical (Health) Insurance		8.8%	579
None of the above / Does not apply		78.3%	5,135



















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		1.0%	66
Crop Insurance		0.7%	47
Dental Insurance		25.3%	1,663
Disability Insurance		2.3%	152
Medicare		21.2%	1,389
Long Term Care Insurance		4.1%	271
Pet Insurance		3.7%	241
Professional Liability Insurance		3.0%	196
Renters Insurance		6.0%	396
None of the above / Does not apply		57.5%	3,774
















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		6.2%	404
Audiologist		8.6%	567
Chiropractic Care		18.1%	1,191
Counseling & Mental Health Services		9.4%	619
Checkup		43.2%	2,834
Hospital		6.6%	436
Medical Services		17.5%	1,150
Optometrist		30.5%	2,000
Pediatric Dentist		3.6%	237
Pediatrician		6.6%	433
Primary Care		41.8%	2,740
Wellness Services		6.8%	446
Weight Loss Service		4.2%	274
Alternative Care		3.1%	203
Physical Therapy or Rehabilitation service provider		10.7%	702
Hearing Aid Center		8.6%	566
Prescription Drugs		48.0%	3,149
None of the above / Does not apply		20.2%	1,325
Geriatric Specialist		1.1%	75
Home Healthcare		1.4%	91
Substance Abuse Treatment		0.4%	25


















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		1.2%	77
Bankruptcy Attorney		0.6%	40
Banking, Partnership & Business Law Attorney		1.8%	115
Child Support Attorney		0.6%	38
Criminal Law Attorney		0.5%	33
Disability & Social Security Attorney		1.1%	75
Divorce & Family Law Attorney		1.4%	89
DWI, DUI, OWI, OUI Attorney		0.2%	11
Employment Discrimination or Labor Issues Attorney		0.3%	21
General Practice Attorney		2.7%	178
Intellectual Property Attorney		0.4%	24
Malpractice Attorney		0.3%	18
Patent, Trademark & Copyright Attorney		0.4%	26
Probate Attorney		1.1%	73
Real Estate Attorney		3.2%	213
Taxation Attorney		0.8%	51
Wills, Trusts & Estates Attorney		17.2%	1,128
None of the above / Does not apply		74.7%	4,902

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		65.6%	4,307
Teeth Cleaning		57.3%	3,763
Cavity Filling		17.9%	1,175
Crown		13.1%	861
Oral Surgery		3.5%	231
Braces		4.1%	267
Composite Bonding		2.0%	129
Dental Implants		7.1%	468
Dental Veneers		1.0%	64
Dentures		4.5%	294
Full Mouth Reconstruction		0.5%	34
Inlays or Onlays		0.5%	35
Smile Makeover		0.6%	40
Teeth Whitening		6.6%	436
None of the above / Does not apply		14.1%	923








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		3.8%	248
Breast Augmentation		0.5%	36
Breast Implants		0.5%	31
Dermabrasion		1.2%	82
Ear Surgery		0.2%	11
Eyelid Surgery		1.2%	80
Facelift		0.4%	25
Forehead Lift		0.2%	10
Hair Loss Treatment		0.9%	57
Hair Transplant		0.2%	13
Lap Band		0.4%	27
Lasik		1.2%	76
Lip Augmentation		0.4%	28
Liposuction		0.8%	50
Rhinoplasty (Nose Job)		0.1%	8
Skin Treatment		4.5%	298
None of the above / Does not apply		89.4%	5,869























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

Value		Percent	Responses
Fill Medical Prescriptions		48.1%	3,160
Use Physical Rehabilitation Services		3.1%	205
Receive Treatment for Back Pain		8.2%	540
Have an Eye/Vision Exam		59.4%	3,899
Have an Annual Physical or Checkup		58.3%	3,823
Have X-Rays Taken		10.8%	710
Have a Scheduled Surgery		6.0%	397
Have Blood Drawn for Testing		45.7%	2,999
Plan to Visit a Hospital for any Medical Service or Procedure		9.5%	625
Have Foot Problems Diagnosed or Treated		8.7%	573
Senior Travel		4.9%	320
Receive Treatment for a Sleep Disorder		4.8%	316
Use Personal Trainer or Instructor		3.2%	208
Cardiovascular Treatment		6.1%	402
Cancer Treatment		4.3%	280
Orthopaedic or Knee Surgery		3.4%	220
Chiropractic Care		16.6%	1,087
Do Corrective Exercises		5.4%	352
Get Vaccinations at Drug Store or Pharmacy		28.5%	1,868
Get Vaccinations at Doctors Office		27.0%	1,770
Discretionary Health Care and Wellness Services		5.0%	331
Have Acupuncture		4.8%	318

Value		Percent	Responses
Women's Health Care		18.2%	1,196
Women's Diagnostics		4.7%	306
Topical Skincare		4.3%	279
Endocrinology Services		4.2%	275
None of the above / Does not apply		16.0%	1,052
Participate in a Medical Study		1.9%	124
Stop Smoking		2.0%	133
Receive Treatment for Vehicle or Workplace Injury		0.4%	27
Hire a Personal Care Assistant		0.4%	28
Hire a Caregiver or Respite Worker		1.0%	67
Have Safety Bars Installed in Bathroom		2.3%	151
Stroke Treatment		0.4%	23
Memory or Alzheimer's Care		0.7%	46
Nutritional Counseling		1.9%	123
Spinal and Postural Screening		1.0%	67
Physiotherapy		1.2%	79
Receive Treatment for Substance Abuse		0.4%	26
Receive Aquatic Therapy		0.9%	61
Join a Weight Loss Group		1.9%	127
Have Reflexology Treatment		0.8%	50
Hire a Weight Loss Professional		0.9%	60
Have Cataract Surgery		2.9%	188
Receive Treatment for PTSD		1.8%	116
Online Therapy		1.9%	127

Value		Percent	Responses
In Home Medical Care		0.9%	57
Memory Care Services		0.6%	41
Medical Transportation		0.8%	54
Men's Diagnostics		2.6%	172
Infertility and Reproductive Services		0.4%	26
Infectious Disease Care		0.6%	40
Weight Loss Surgery and Procedures		0.8%	53

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		6.0%	391
Have a Hearing Exam		11.7%	766
Purchase Medical Supplies or Equipment for Home		3.6%	238
Purchase Health Related Products		11.3%	739
Purchase Health and Wellness Supplements		19.7%	1,295
Handicap Accessible Products		3.5%	230
Purchase Prescription Eyeglasses		34.8%	2,287
Purchase Prescription Contact Lenses		10.6%	695
Purchase Allergy Medications		18.7%	1,228
Purchase Blood Pressure Monitoring Device		3.3%	216
Purchase Diabetes Testing Supplies		8.7%	570
Purchase Weight Loss Supplements		3.3%	218
Discretionary Health Care and Wellness Services and Products		6.9%	451
Purchase Vitamins		47.3%	3,106
Purchase Hemp Based Supplements		4.2%	274
Purchase Anti Anxiety Medication or Supplements		9.2%	602
None of the above / Does not apply		28.7%	1,886
Purchase Phones for Loss of Sight or Hearing		0.3%	20
Purchase a "In-the-Ear" Hearing Aid		1.0%	65
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	34
Purchase a Digital Hearing Aid		1.4%	93
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	87

Value		Percent	Responses
Purchase Hearing Aid Cleaning Supplies		1.6%	107
Purchase a "In-the-Canal" Hearing Aid		0.8%	50
Purchase a Analog Hearing Aid		0.2%	15
Purchase Elder Care-Related Products or Services		1.4%	95
Purchase a Mobility Device		1.3%	87
Purchase Orthopedic Shoes		2.5%	167
Purchase Home Medical Testing Equipment or Supplies		1.4%	92
Purchase "Aging in Place" Products		1.7%	110
Purchase a Medical Alert Service		0.7%	47
Purchase Weight Loss Food Plan		2.4%	157















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

Value		Percent	Responses
Purchase a Funeral Plot		0.8%	53
Pre-purchase a Funeral Plot or Cremation Service		4.9%	324
Purchase a Monument or Headstone		2.1%	135
Use a Funeral Planner		1.5%	96
Purchase Flowers for a Funeral		2.8%	182
Use a Cremation Service		1.8%	115
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	41
None of the above / Does not apply		89.0%	5,844



















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		2.3%	153
Find Home for Aging Parent		1.2%	76
Memory Care Services		1.0%	68
Move into a Independent Senior Housing Community		1.0%	63
Move into a Assisted Living Facility		0.8%	51
Move into a Nursing Home		0.3%	21
Move into a Alzheimer's Care Facility		0.4%	23
Move Into a Hospice Facility		0.1%	8
Hospice to your Home or House		0.4%	27
Move into Residential Care Home		0.3%	17
Utilize a Respite Provider		0.5%	34
Seek Senior Care/Companionship		0.7%	47
Wheelchair - Mobility Store		1.1%	73
None of the above / Does not apply		94.0%	6,166













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

Value		Percent	Responses
Open Checking Account		3.4%	224
Open Savings Account		3.7%	241
Online Banking		43.2%	2,834
Manage Investments		18.9%	1,241
Manage Retirement Accounts		18.7%	1,228
Mortgage Line of Credit		4.0%	262
Financial Consulting		12.7%	835
Financial Services		12.1%	791
Safe Deposit Box Rental		7.8%	509
Obtain New Credit Card		3.7%	243
Payday Loan or Check Cashing Business		0.3%	22
Use Vehicle Title Loan Company		0.8%	50
Tax Preparation		30.5%	1,999
None of the above / Does not apply		34.9%	2,290

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%	342
Cash App		2.5%	166
Certificates of Deposit		8.1%	531
City or State Bonds		2.1%	137
Collectibles, Antiques or Art		3.1%	203
Common or Preferred Stock		10.7%	705
Corporate Bonds or Debentures		2.4%	156
401(k)		23.7%	1,553
Gold or Precious Metals		2.9%	190
IRA		17.6%	1,152
Money Market Funds		11.9%	781
Mutual Funds		16.2%	1,061
Non-US Stocks		3.1%	205
Options		1.0%	66
US Savings Bonds		1.9%	123
US Treasury Notes		1.3%	86
Coins or Stamps		2.6%	169
None of the above / Does not apply		51.7%	3,392

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		0.7%	43
Business Equipment Loan		0.7%	44
Carpeting or Furniture Loan		0.5%	36
College Expenses Loan		1.1%	74
College Tuition Loan		3.0%	195
Debt Consolidation Loan		1.7%	110
Medical Expenses Loan		0.4%	25
New Vehicle Loan		5.1%	332
Used Vehicle Loan		5.7%	377
Vacation or Travel Loan		0.5%	33
Wedding Loan		0.3%	20
None of the above / Does not apply		85.9%	5,635

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		27.9%	1,828
Athleisure Clothing & Apparel		29.3%	1,920
Coats		19.9%	1,306
Dress Shoes		16.8%	1,103
Nail Polish		16.9%	1,111
Eyewear or Sunglasses		41.1%	2,697
Handbags		19.2%	1,257
Hats		11.3%	742
Intimate Apparel		21.9%	1,440
Jewelry or Accessories		16.7%	1,098
Watches		5.0%	329
Leisure Wear / Sweatpants		28.7%	1,885
Luggage or Bags		4.8%	316
Perfume		14.4%	947
Men's Apparel		44.5%	2,923
Men's Shoes		32.6%	2,142
Men's Underwear		34.6%	2,273
Women's Apparel		62.3%	4,088
Women's Pajamas or Sleepwear		29.9%	1,965
Women's Shoes		47.4%	3,110
Women's Underwear		43.2%	2,832
Socks		41.8%	2,745

Value		Percent	Responses
Scarves		5.5%	363
Uniforms		3.2%	213
Western Clothing		3.7%	240
Outerwear		19.4%	1,276
None of the above / Does not apply		10.7%	701








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		8.6%	566
Children's Pants		14.1%	925
Children's T-Shirts		15.4%	1,010
Children's Dresses		9.1%	594
Children's Pajamas or Sleepwear		13.4%	881
Children's Socks		12.7%	833
Children's Shorts		12.7%	834
Infant Clothing		6.6%	434
Children's School Uniform		2.3%	152
Children's Athletic Clothing		11.1%	729
None of the above / Does not apply		76.2%	5,001























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)		41.4%	2,716
Boots (Men's)		11.5%	755
Cowboy Boots (Men's)		2.6%	170
Work & Safety (Men's)		8.2%	537
Sneakers		30.5%	2,001
Classic & Fashion Sneakers (Women's)		20.5%	1,342
Work & Safety (Women's)		3.4%	226
Cowboy Boots (Women's)		2.7%	177
Athletic & Outdoor Shoes (Women's)		49.3%	3,236
Athletic & Outdoor Shoes (Children's)		13.4%	877
Cowboy Boots (Children's)		1.3%	84
None of the above / Does not apply		24.2%	1,590

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		15.7%	1,032
Have Clothing Dry Cleaned		26.1%	1,713
Have Shoes Repaired		9.7%	637
Rent or Purchase a Costume		2.3%	150
Wash Clothing at a Laundromat		5.5%	362
Purchase Custom Made Clothing Items		1.7%	112
None of the above / Does not apply		60.3%	3,956






















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

Value		Percent	Responses
Archery Equipment		3.0%	194
Bicycle or Mountain Bike (Adult)		8.6%	563
Bicycle Tune-Up or Repair		9.6%	628
Camping or Hiking Equipment		13.0%	855
Exercise or Fitness Equipment		11.3%	743
Fishing Rods or Reels		9.4%	618
Fishing Bait or Attractant		13.3%	873
Fishing Accessories		16.1%	1,060
Golf Clubs or Equipment		7.4%	484
Hunting Gear		5.3%	347
Ammunition		19.5%	1,281
Running or Jogging Equipment		5.0%	327
Skiing Equipment		3.4%	225
Sports Equipment (Children)		3.6%	239
Swimming Gear		6.9%	454
Weight Lifting Equipment		4.4%	290
Used Sporting Equipment		3.2%	209
Rifle		5.7%	375
Hand Gun		9.4%	614
Shotgun		5.0%	330
None of the above / Does not apply		45.0%	2,951
Bicycle or Mountain Bike (Child)		1.8%	118























Value		Percent	Responses
High End Bicycle		1.5%	97
Bicycle Rental		2.0%	131
Scuba, Diving or Snorkeling Equipment		1.2%	82
Soccer Equipment		1.8%	118
Sports Memorabilia		1.8%	119
Trampoline		1.2%	77
Trophies or Plaques		0.6%	42




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		32.3%	2,118
Bedding Flowers or Perennials		44.9%	2,947
Chainsaw		3.1%	202
Fertilizer		30.9%	2,025
Flower Pots		25.8%	1,693
Fountains		3.3%	215
Garden Ornaments		12.1%	792
Gravel or Rock		15.8%	1,040
Hand Garden Tools		16.9%	1,112
Landscaping		12.3%	807
Indoor Garden Supplies		7.7%	503
Decorative Rock		9.5%	625
Lawn Seed, Turf or Sod		10.5%	690
Outdoor Fireplace or Fire Pit		5.3%	351
Outdoor Furniture		10.3%	679
Outdoor Grill		7.2%	475
Patio Cover, Awning or Canopy		4.4%	290
Patio Furniture		9.8%	641
Power Garden Tools		3.2%	211
Propane		18.2%	1,195
Lawn Mower (Push)		4.1%	267
Lawn Mower (Riding)		3.3%	217























Value		Percent	Responses
Shrubby or Trees		11.4%	746
Stone (Cast, Crushed or Natural)		4.5%	298
Storage Shed		4.2%	278
Insect or Fungus Control Products		14.1%	928
Outdoor Garden Flags		4.3%	283
None of the above / Does not apply		24.5%	1,609
Gate		2.6%	172
Gazebo		1.7%	110
Insects (Bees or Other Beneficial Species)		2.6%	169
Patio Heater		1.8%	119
Outdoor Infrared Heater or Fireplace		1.3%	83
Outdoor Smoker		1.8%	117
Outdoor Kitchen Equipment		1.1%	71
Outdoor Entertainment Center		0.9%	62
Pole Shed		0.8%	54
Portable Outdoor Heater		1.0%	67
Rototiller		0.8%	50
Screen Porch		1.7%	110
Leaf Blower		2.8%	182
Snow Blower		1.5%	101
Greenhouse		2.7%	179

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

Value		Percent	Responses
Airline Flight		52.0%	3,416
Book Hotel Room		56.8%	3,731
Book Local Lodging for Guests		4.8%	316
Business Travel		7.3%	481
Buy Luggage		3.9%	255
Buy Travel Tickets		21.8%	1,430
Chartered Fishing Trip		4.2%	276
Gamble at a Casino		13.0%	853
Hotel or Resort Stay		36.0%	2,360
International Travel		13.9%	912
Play Bingo		3.7%	245
Rent a Car		24.5%	1,610
Stay at a Casino		6.0%	395
Stay at an RV Park		6.1%	399
Take a Cruise		8.6%	565
Train Trip		8.9%	586
Travel Packages		7.1%	465
Use a Travel Agent or Agency		7.8%	511
Vacation Inside Home State		26.2%	1,721
Vacation Outside Home State (within the Continental US)		39.8%	2,615
None of the above / Does not apply		19.8%	1,302
Charter a Boat		2.3%	148
























Value		Percent	Responses
Golf Vacation		2.8%	185
Rent RV		2.1%	135
Ski Resort Stay		2.3%	153

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		18.4%	1,208
Bird Seed		18.0%	1,179
Cat Food		27.4%	1,801
Dog Food		39.8%	2,611
Fish Food		3.9%	258
Specialized Pet Food		6.1%	398
Other Pet Food		6.3%	411
Pet Accessories		17.5%	1,150
Pet Clothing		3.5%	232
Pet Toys		21.3%	1,400
Find a New Veterinarian		3.0%	199
Annual Pet Vaccinations		39.7%	2,605
Annual Pet Checkups		38.3%	2,512
Adopt or Rescue a Pet		6.6%	435
Purchase Pet Medication		13.4%	881
Board a Pet Overnight		7.9%	517
Pet Dental Care		6.6%	436
Pet Grooming Services		16.0%	1,047
Pet Sitting Services		6.2%	407
Animal Training Classes		3.8%	248
Anti Anxiety or Stress Pet Medication for Holidays		3.4%	224
None of the above / Does not apply		33.5%	2,199





















Value		Percent	Responses
Pet Enclosure		1.2%	79
Aquarium or Tank		1.4%	89
Fish Supplies		2.7%	180
Disease Diagnosis		1.7%	112
Pet Travel Cage		1.3%	88
Pet Travel Accessories		1.3%	83
Cremation or Burial Services		1.4%	92
Purchase a Pet		1.9%	127
Holistic or Alternative Pet Care		1.2%	82
Pet Tracking Device		1.5%	96
Hemp Based Pet Supplements		1.6%	103
THC Based Pet Supplements		1.0%	65
Holistic or Alternative Pet Supplements		1.4%	93











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		7.2%	475
Add a Fence or Wall Structure		9.8%	640
Remodel Kitchen		6.0%	392
Cabinet Refacing or Resurfacing		3.3%	214
Remodel Bathroom		10.6%	697
Build a Storage Shed		4.0%	260
General Remodeling		9.5%	621
Resurface or Build New Driveway		3.9%	256
Sealcoating		3.4%	223
Replace Carpet		8.1%	529
Asphalt Resurfacing		3.3%	214
Replace Flooring		11.6%	760
Replace Windows		6.8%	447
None of the above / Does not apply		52.5%	3,444
Add a Room		1.7%	111
Add a Home Office		1.2%	81
Remodel Closet		1.8%	121
Refinish Bathtub		1.9%	125
Install a Glass Shower		2.5%	166
Remodel or Finish Basement Living Area		1.7%	112
Replace Garage Door		2.3%	151
Build a Garage		1.4%	91
Build Out-Building		1.7%	111























Value		Percent	Responses
Have Furniture Restored		2.6%	171
Add a Swimming Pool		1.9%	126
Switch from Gas to Electric		0.3%	20
Switch from Electric to Gas		0.8%	54
Install a Stair Lift		0.3%	20
Install "Aging In Place" Products		1.7%	113
Install a Solar Energy System		1.8%	117
Install Security or Monitoring System		2.1%	135
Stone or Marble Work (Bathroom or Kitchen)		1.8%	120
Asphalt Repair		2.5%	165
Residential Paving		1.7%	114
Build a "Tiny House"		1.0%	66
Install Handicap Accessible Addition		0.6%	41

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

Value		Percent	Responses
Ceramic Tile		7.7%	503
Decking		8.6%	563
Doors (Exterior)		8.8%	578
Doors (Interior)		5.7%	374
Electrical Supplies		6.8%	447
Fencing		9.1%	596
Generator		3.4%	220
Hand Tools		10.1%	663
Hardwood Products		4.8%	318
Home Security Doorbell Camera		4.9%	320
Kitchen Cabinets		4.9%	319
Lighting and Fixtures		10.6%	696
Lumber		13.8%	908
Molding		4.8%	314
Paint (Exterior)		15.3%	1,006
Paint (Interior)		24.4%	1,604
Plywood		7.0%	462
Plumbing Supplies		8.2%	539
Power Tools		5.4%	354
Rain Gutters		5.0%	325
Roofing (Composition)		3.2%	212
Roofing (Other)		3.0%	198























Value		Percent	Responses
Siding		3.1%	204
Water Softener System or Supplies		3.2%	213
Windows		7.3%	478
None of the above / Does not apply		43.3%	2,841
Furnace		2.1%	136
Mill Work		1.8%	115
Security Door		0.8%	55
Security Locks		2.3%	152
Wood Stove or Fireplace		1.4%	94
Window Guards		0.4%	29

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

Value		Percent	Responses
Air Conditioning Repair		7.6%	499
Air Duct Cleaning		8.4%	548
Appliance Repair		6.3%	415
Blinds Cleaning		3.2%	212
Carpenter or Woodworking		6.5%	425
Carpet Cleaning		12.8%	840
Chimney Cleaning & Repair		5.3%	351
Concrete Repair		3.8%	249
Drywall Installation or Repair		5.1%	334
Electrical Repair		5.2%	343
Flooring - Ceramic Tile (Installation or Repair)		3.2%	210
Flooring - Laminate (Installation or Repair)		5.9%	387
Flooring - Wood (Installation or Repair)		5.1%	333
Flooring - Other (Installation or Repair)		3.8%	250
Furnace Cleaning		10.4%	685
Gardening Services		5.1%	334
Gutter Installation or Repair		4.3%	285
Handyman Services		16.4%	1,077
Home Repair		6.8%	449
Home Remodel		4.2%	275
None of the above / Does not apply		41.8%	2,742
Alternative Energy Systems Installation		1.5%	96























Value		Percent	Responses
Alternative Energy Systems (Service or Repair)		0.7%	49
Electrical Panel Replacement		1.1%	70
Excavation & Wrecking		0.7%	48
Fire & Water Damage Restoration		0.5%	33
Flooring - Linoleum (Installation or Repair)		2.0%	133
Foundation Repair		2.1%	135
Furnace Repair		1.7%	110
Furniture Reupholster		1.9%	125
Heating Repair		1.5%	96
Home Computer Repair		1.9%	126
Home Electronics Repair		0.6%	41
Home Heating Oil or Fuel Service		2.5%	167



















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%	204
House Cleaning Service		13.3%	874
Black Top Contractors		3.8%	247
Junk or Yard Waste Removal		7.0%	461
Recycle		8.8%	575
Landscaping Service		11.6%	762
Painting		14.5%	950
Pest Control		10.6%	693
Plumbing Repair		6.7%	440
Pressure Washing		5.5%	363
Preventative Home Maintenance		4.2%	273
Roof Repair		4.2%	273
Septic Tank Cleaning or Repair		4.3%	282
Snow Removal		5.7%	374
Trash Removal		12.1%	792
Window Installation		5.2%	338
Window Washing		6.1%	400
Computer Repair		4.1%	268
None of the above / Does not apply		41.2%	2,702
Insulation Installation or Maintenance		1.4%	95
Interior Design		1.9%	124
Sell Scrap Metal		2.5%	161





















Value		Percent	Responses
Movers		2.5%	163
Mold Inspection or Removal		1.0%	65
Party Equipment Rental		0.7%	44
Pool Cleaning Service		1.2%	79
Security System		2.4%	157
Siding Replacement		1.8%	117
Solar Heating or Power System Installation or Repair		1.2%	80
Stucco or Exterior Coating		0.3%	21
Tool Rental		2.2%	142
Tornado or Storm Shelter Building or Repair		0.5%	32
Water Well Drilling		0.4%	29
Waterproofing		0.7%	49
Window Tinting for Home		0.3%	21
Yard Equipment Rental		1.4%	93
Mobile or Cell Phone Repair		2.8%	183

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

Value		Percent	Responses
Air Conditioning (Buy)		5.7%	376
Batteries (Home or Office)		41.6%	2,733
Candles		19.5%	1,278
Clocks		4.1%	268
Country or State Flags		4.9%	321
Curtains or Drapes		11.3%	740
Cutlery, Flatware or Silverware		4.6%	305
Emergency Preparedness Kit or Supplies		5.2%	341
Firewood		7.7%	507
Flooring Tile		5.1%	333
Floral Arrangements		8.3%	543
Hardwood Flooring		4.7%	306
Home Decor or Decorating		13.0%	854
Indoor Flowers		9.1%	595
King Size Bed		3.7%	240
Laminate Flooring		5.5%	362
Linens (Bathroom)		13.5%	886
Linens (Bedroom)		18.5%	1,215
Linens (Dining Room or Kitchen)		5.6%	367
Picture Frames		9.7%	634
Remote Home Monitoring Video Camera		3.3%	216
Smoke Alarm or Detector		3.8%	252


















Value		Percent	Responses
Storage Boxes or Tubs		8.4%	552
Toilet Paper		60.2%	3,949
Window Blinds (Venetian or Mini)		5.9%	387
Window Coverings		6.2%	405
None of the above / Does not apply		21.0%	1,380
Awning		2.2%	145
Ductless Heat Pumps		1.1%	70
Hot Tub or Spa (New)		1.8%	115
Hot Tub or Spa (Used)		0.6%	38
Safe		2.2%	143
Sewing Machine		1.6%	104
Shutters		1.4%	92
Signs or Banners		1.7%	111
Solar Water Heater		0.5%	36
Sports Team Flags		1.2%	77
Twin Size Bed		1.5%	97
Wallpaper		1.4%	95
Water Purification System (Drinking)		2.2%	146

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		9.8%	644
Closet System		3.3%	219
Fine Art (Paintings, Pottery, Etc.)		4.4%	286
Furniture (Bedroom)		8.0%	524
Furniture (Dining Room)		3.5%	227
Furniture (Home Office)		3.0%	199
Furniture (Living Room)		12.0%	790
Innerspring Mattress		3.0%	197
Memory Foam Mattress		3.9%	253
Pillow Top Mattress		3.8%	247
Queen Size Bed		4.0%	265
Reclining Chair		6.2%	406
Rugs		10.6%	693
None of the above / Does not apply		54.9%	3,601
Crib		0.8%	53
Custom Built Furniture		1.4%	91
Foam Mattress		2.6%	168
Furnace		1.6%	105
Furniture (Children's)		2.1%	140
Futon		1.2%	77
Gas Burning Freestanding Stoves		0.6%	41
Latex Mattress		0.7%	48

Value		Percent	Responses
Oriental Carpeting		0.4%	25
Reclaimed Wood Furniture		1.1%	70
Reconditioned Furniture		1.2%	81
Rugs (Persian)		1.0%	67
Swimming Pool (Above Ground)		1.4%	95
Swimming Pool (In-Ground)		1.0%	63
Tankless Water Heater		2.3%	149
Water Heater		2.4%	160























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		9.5%	621
Fine Art		5.2%	338
Photographs		9.4%	620
Pottery		5.9%	386
Blown Glass		3.3%	218
Stone Carvings		1.6%	104
Sculpture		2.5%	161
Artistic Wall Decor		8.7%	570
Wood Carvings		2.6%	173
Poster Art		3.9%	254
Religious Art		2.3%	148
Stained Glass		3.4%	220
Ceramics		4.2%	277
Metal Work Art		3.7%	243
Music Memorabilia		2.3%	149
Movie Memorabilia		1.8%	118
None of the above / Does not apply		72.9%	4,785

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
























Value		Percent	Responses
Refrigerator		8.5%	559
Dishwasher		6.8%	447
Freezer		3.6%	237
Range		4.7%	307
Oven		4.2%	276
Washer		5.3%	345
Dryer		5.2%	340
Blender		4.3%	281
Instant Pot		3.2%	211
Microwave		7.0%	458
Window Air Conditioner		2.4%	156
Coffee or Espresso Machine		7.6%	496
Vacuum Cleaner		6.2%	407
None of the above / Does not apply		64.2%	4,216

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

Value		Percent	Responses
Aftermarket Products		4.6%	304
Battery		7.7%	502
Floor Mats		5.6%	366
Lights		3.6%	234
Seat Covers		4.8%	316
Tires		17.7%	1,159
Wiper Blades		28.5%	1,872
None of the above / Does not apply		49.7%	3,263
Canopy		0.8%	54
Cargo Trailer		0.9%	59
Child Car Seat		2.5%	165
Grill Guard		0.7%	49
Ground Effects		0.3%	19
Mirror(s)		0.9%	60
Motorcycle Accessories		1.8%	115
Motorcycle Parts		1.6%	108
Performance Parts		1.0%	63
RV Accessories or Supplies		2.9%	193
Roof Rack		1.6%	106
Running Boards		0.6%	39
Spoiler		0.2%	11
Step Bar		0.5%	36

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.4%	92
Tool Box		0.8%	52
Trailer Hitch		1.8%	117
Truck Bed Liner		0.7%	45
Visor		0.4%	25
Wheels or Rims		1.6%	105
Winch		0.5%	36
Window Tinting Equipment (Auto)		1.2%	77

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		7.6%	497
60,000 Mile Service		8.2%	537
100,000 Mile Service		8.7%	571
Auto Detailing		10.4%	684
Auto Repair (General)		10.4%	681
Alignment		8.1%	532
Body Work		4.7%	309
Brake Replacement, Adjustment		5.5%	360
Car Rental		4.6%	304
Car Wash		48.6%	3,187
Gas or Service Station Services		23.1%	1,515
Oil Change or Lube		48.3%	3,169
Preventative Maintenance		19.5%	1,282
Safety Inspection		8.2%	535
Tire Mounting or Installation		7.5%	495
Tune-Up		11.3%	743
Vehicle Air Conditioning Repair		3.3%	217
Windshield or Glass Repair		6.5%	424
None of the above / Does not apply		19.9%	1,304
Auto Warranty Work (Work Covered by Warranty)		2.9%	193
DEQ Inspection		1.3%	85
Electrical Repair		1.3%	83
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.2%	81

Value		Percent	Responses
Motor Repair or Replacement		0.6%	37
Motorcycle Repair		0.8%	53
Muffler		1.0%	65
Painting		1.9%	126
RV Maintenance or Service		2.1%	139
Shocks		2.0%	130
Smog Check		0.8%	54
Stereo Installation		0.9%	60
Transmission or Clutch Repair		0.9%	58
Upholstery Repair		1.5%	101
Vehicle Storage		0.8%	52
Vehicle Towing		0.7%	44
Windshield or Window Tinting		2.3%	148
















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%	3,100
Beauty Products		34.6%	2,270
Cosmetics		39.6%	2,599
Babysitting		3.5%	227
Facial		15.3%	1,006
Hair Care Products		55.5%	3,642
Hair Coloring		28.1%	1,843
Hair Cut		70.1%	4,599
Hair Removal		5.5%	359
Hair Extensions, Wigs or Weaves		1.5%	97
Manicure		22.3%	1,461
Massage Therapy		22.1%	1,448
Pedicure		32.6%	2,139
Skin Cleaning Products		22.6%	1,484
Skin Repairing / Conditioning Products		10.4%	682
Tanning Bed or Spray Tan		3.7%	244
Tattoo or Piercing		7.3%	476
None of the above / Does not apply		11.4%	751

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)		47.1%	3,094
Books (Used)		34.9%	2,293
Books (Children's)		17.6%	1,154
Board Games		19.5%	1,280
Lottery Ticket		27.7%	1,819
Collectibles		7.2%	470
Comics		2.9%	188
Graphic Novels		4.0%	264
Computer Games		9.6%	629
Magazines		27.2%	1,785
Toys		13.6%	891
Video Console Games		8.6%	562
None of the above / Does not apply		21.8%	1,431

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		4.8%	316
Ceramics and Pottery		3.5%	229
Collectables		5.4%	352
Do-It-Yourself (DIY)		20.8%	1,367
Games or Puzzles		23.9%	1,567
Beer Brewing Supplies		2.2%	145
Wine Making Supplies		1.2%	78
Jewelry Making Supplies or Beads		6.3%	411
Knitting		8.7%	570
Making Arts and Crafts		13.0%	853
Paper Crafts		6.1%	401
Quilting		6.0%	392
Scrapbooking		4.9%	319
Toy Collecting		1.6%	105
Trains, Plane & Car Model Kits		2.2%	144
None of the above / Does not apply		47.4%	3,110

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












Value		Percent	Responses
Attend Online College or University (Full Time)		3.4%	223
Attend Online College or University (Part Time)		4.5%	297
Attend Online Classes at Community College		3.2%	209
Online Continuing Education Courses		5.1%	332
Online Professional Certification or Accreditation Courses		3.1%	203
Online Language Lessons (Adult)		3.8%	249
Arts or Crafts Lessons (Adult)		7.1%	463
Cooking Lessons (Adult)		3.3%	215
Attend a Free Lecture or Seminar		16.0%	1,049
Attend Paid Online Lecture, Seminar or Special Class		6.2%	406
Dance Lessons		3.1%	202
Yoga, Pilates, or Zumba		10.4%	680
Attend an Online Local Workshop		7.0%	460
None of the above / Does not apply		57.1%	3,748
Attend Online Graduate School		2.1%	136
Business School		0.5%	33
Learning Center		0.5%	35
Culinary School		0.6%	38
Online Trade School		0.4%	28
Online Music Lessons (Adult)		1.7%	112
Sports Lessons (Adult)		1.7%	112
Online Real Estate Classes		0.7%	43

Value		Percent	Responses
Online Child Education or Tutoring		0.9%	59
Online Music Lessons (Child)		0.5%	31
Sports lessons (Child)		2.9%	189
Personal Physical Training		2.7%	174
Online Language Lessons (Child)		0.4%	24
Arts or Crafts Lessons (Child)		1.4%	92
Change Online School		0.2%	11
Attend an Online Religion Based School		0.8%	53





















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

Value		Percent	Responses
Brushes		14.1%	923
Oil paints		4.6%	303
Acrylic Paints		14.1%	924
Markers		12.3%	807
Specialty Paper		9.6%	628
Fabric Craft Supplies		10.6%	694
Beads		6.4%	421
Art Pencils and Pens		14.9%	978
Scrapbooking Supplies		5.8%	382
None of the above / Does not apply		65.7%	4,309
























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









Value		Percent	Responses
Clarinet		0.5%	33
Drums		1.2%	76
Flute		0.5%	34
Acoustic Guitar		3.1%	204
Electric Guitar		1.7%	112
Electric Keyboard		1.3%	87
Piano		1.7%	110
Piano (High End)		0.4%	27
Trumpet		0.5%	35
Violin		0.8%	50
None of the above / Does not apply		92.1%	6,044

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












Value		Percent	Responses
Greek		16.5%	1,081
French		7.4%	487
Asian		38.7%	2,543
German		8.3%	546
American (New)		39.4%	2,585
Italian		52.0%	3,415
Cajun or Creole		14.6%	961
Indian		14.3%	940
Chinese		49.9%	3,274
American (Traditional)		70.6%	4,632
Thai		26.2%	1,719
Middle Eastern		9.8%	645
Japanese		23.5%	1,545
Mexican		67.5%	4,433
Vietnamese		10.8%	709
Southern		20.4%	1,336
Tex-Mex		24.7%	1,620
Spanish		8.8%	578
Mediterranean		18.6%	1,219
None of the above / Does not apply		6.4%	417

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		25.6%	1,678
Fish & Chips		28.9%	1,894
Golf Course Restaurant, Bar or Snack Bar		8.3%	545
Barbeque		38.5%	2,529
Deli		30.8%	2,022
Breakfast or Brunch		51.1%	3,352
Appetizers		46.1%	3,027
Dessert		31.0%	2,032
Chicken Wings		24.5%	1,607
Hamburgers		60.8%	3,991
Chicken		48.9%	3,211
Frozen Yogurt		16.2%	1,061
Live or Raw food		6.4%	419
Tapas or Small Plates		9.3%	609
Theme Restaurants		5.9%	390
Soup		26.9%	1,768
Salad		50.0%	3,278
Pizza (Dine In)		20.7%	1,357
Pizza (Delivery)		25.4%	1,668
Steak		35.8%	2,351
Juice or Smoothies		16.5%	1,080
Sandwiches		51.2%	3,360
Pizza (Carry Out)		53.3%	3,496

Value		Percent	Responses
Pizza (Take & Bake)		16.2%	1,066
Seafood		43.0%	2,822
Vegan		4.8%	317
Steakhouse		25.5%	1,671
Sushi		20.9%	1,371
Vegetarian		9.9%	652
Pho		8.9%	581
None of the above / Does not apply		5.3%	351










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		0.5%	35
Purchase Commercial or Business Property		0.7%	44
Purchase Condominium or Townhouse		1.1%	72
Purchase Manufactured or Modular Home		0.9%	58
Purchase Investment Property		1.9%	124
Purchase Personal Residence		4.7%	311
Purchase Custom Built Home		1.3%	84
Purchase Residential Real Estate at an Auction		0.4%	27
Purchase Land or Agricultural Property		2.0%	133
Purchase Vacation Property		1.5%	97
None of the above / Does not apply		89.9%	5,899







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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.2%	13
Sell Personal Residence		4.1%	269
Sell Vacation Property		0.8%	51
Sell Condominium or Townhouse		0.7%	44
Sell Investment Property		1.7%	111
Sell Land or Agricultural Property		1.4%	92
Sell Commercial or Business Property		0.6%	38
Sell Manufactured or Modular Home		0.4%	29
Plan to Sell Home in Master-Planned Community		0.3%	17
None of the above / Does not apply		91.7%	6,018











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

Value		Percent	Responses
Rent New Apartment		3.4%	226
Rent House (Residence)		5.0%	325
Rent Manufactured or Modular Home		0.6%	39
Rent or Lease Commercial Property		0.7%	49
Rent Agricultural Land		0.4%	27
Rent Subsidized Housing		0.9%	61
Rent Condo/Townhouse		2.8%	184
Rent Section 8 Housing		0.8%	52
None of the above / Does not apply		89.3%	5,858



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.9%	259
Use a Realtor to Buy Real Estate		4.3%	279
Use a Realtor to Buy and Sell Real Estate		3.2%	212
Plan to Sell Property Myself		2.1%	138
Use a Real Estate Broker		1.6%	106
None of the above / Does not apply		87.7%	5,755



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		4.3%	283
Home Remodel or Renovation Loan		1.8%	115
Business Construction Loan		0.4%	28
Home Construction Loan		1.3%	85
Equity Loan		2.0%	133
Land Loan		0.9%	56
Reverse Mortgage		0.3%	17
Real Estate Loan for existing home		1.2%	76
Refinance Home		2.8%	183
None of the above / Does not apply		88.6%	5,812


















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		73.8%	4,841
No, don't know who to call		26.2%	1,723
			Total: 6,564





















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		74.3%	4,878
No, don't know who to call		25.7%	1,686
			Total: 6,564

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		21.8%	1,430
Craft Beer		29.2%	1,918
Champagne		17.1%	1,119
Premium Hard Alcohol or Spirits		24.5%	1,610
White Wine		38.7%	2,537
Red Wine		39.4%	2,583
Major Brand Cigarettes		6.3%	416
Recreational Marijuana		8.2%	538
Marijuana Accessories		4.7%	307
Smokeless Tobacco		2.4%	157
Pipe Tobacco		1.0%	66
Discount Cigarettes		3.7%	242
Discount Hard Alcohol or Spirits		11.0%	722
Domestic Beer		32.1%	2,106
Electronic Cigarette Supplies		2.4%	155
Alcoholic Cider		14.3%	941
None of the above / Does not apply		27.5%	1,802




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		4.2%	274
Marijuana Delivery		1.0%	67
Cannabis Dry Flower/Bud		5.0%	331
Cannabis Edibles		9.7%	636
Cannabis Tinctures		2.3%	149
Cannabis Vaporizers		2.0%	129
Cannabis Cleaning Tools or Supplies		1.4%	91
Cannabis Concentrates		2.9%	190
Cannabis Pre-Rolls		3.4%	225
Organic Cannabis Products		1.6%	107
Cannabis Oil		4.6%	304
Cannabis Beauty & Skin Care Products		2.3%	150
Cannabis Beverages		1.8%	117
Cannabis Chocolates		3.9%	253
Medical Cannabis		2.2%	146
CBD Cannabis		7.2%	471
CBG Cannabis		0.9%	57
Recreational Cannabis		6.0%	393
Medical Cannabis		3.2%	210
None of the above / Does not apply		79.1%	5,191







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		27.9%	1,834
Specialty Teas		16.9%	1,109
Specialty Coffee		33.5%	2,199
Gourmet Deli Counter Items		25.5%	1,676
Cookies		43.7%	2,865
Potato Chips		59.2%	3,884
Soft Drinks		46.7%	3,066
Energy Drinks		14.1%	926
Energy Bars		20.7%	1,361
Birthday Cake		23.1%	1,519
Beef Jerky or Meat Sticks		21.8%	1,431
Candy		42.9%	2,813
Fruit		74.4%	4,886
Nuts		62.9%	4,130
Chocolates		49.1%	3,225
Ice cream		66.8%	4,383
Artisan Bread		36.5%	2,398
Artisan Meats		12.2%	799
Sports Drinks		17.3%	1,136
Artisan Condiments		10.7%	699
Canned Sauces		37.4%	2,456
Chicken		80.2%	5,262

Value		Percent	Responses
Pork		53.4%	3,507
Beef		63.9%	4,195
Game Meats		4.7%	309
Fish		56.7%	3,718
Snack Mixes		29.5%	1,933
Vegetables		69.4%	4,558
Frozen Entrees		43.9%	2,884
Meal Kit Prep & Delivery		5.1%	336
Locally Raised Beef, Pork, Poultry		29.2%	1,915
Locally Grown Fruit and Vegetables		69.9%	4,587
Locally Produced Honey		29.9%	1,965
Organic Food		29.0%	1,900
Pickled Vegetables		21.0%	1,376
Artisan Cheese		32.3%	2,119
Alternative "Meat" Products		13.2%	869
Sausage		49.5%	3,251
Donuts		32.6%	2,137
Pastries		32.5%	2,136
Juice		47.4%	3,108
Olives		42.3%	2,773
Meal Kits		6.9%	454
Mac and Cheese		35.7%	2,345
Pizza		62.9%	4,126
Cookie Dough		14.0%	919

Value		Percent	Responses
Cereal		63.0%	4,132
Bagged Salad		52.4%	3,436
None of the above / Does not apply		2.1%	138




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

Value		Percent	Responses
Coupons		5.8%	380
Quality		37.8%	2,478
Selection		33.6%	2,206
Excellent Customer Service		7.5%	490
Clean Environment		10.7%	701
None of the above / Does not apply		4.7%	309








Total: 6,564

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		38.6%	2,536
Attend Online Religious or Spiritual Services		18.1%	1,188
Consider Leaving Current Job for Better Opportunity		7.7%	508
Donate to a Charity		57.4%	3,768
Donate to a Church		37.3%	2,449
Donate to Political Party or Government Representative		17.9%	1,177
Join a new Church		3.6%	236
Volunteer at Church		18.3%	1,203
Volunteer for Nonprofit Group		25.3%	1,657
Retire		5.0%	330
Vote in Upcoming Local Elections		51.7%	3,394
Vote in Upcoming State or National Elections		53.8%	3,528
Purchase Season Tickets for Performing Arts		7.3%	476
Attend a Holiday Themed Performance		18.1%	1,186
Community Activity		33.0%	2,165
Support an Organization		22.5%	1,476
Make a Donation		39.2%	2,575
Register to Vote		4.1%	268
None of the above / Does not apply		10.3%	679
Find New Local Golf Course		2.0%	134
Join a Golf Course		0.8%	53
Use Drone Photography Services		0.6%	40
Donate Vehicle		1.2%	81

























Value		Percent	Responses
Have a Baby		1.6%	104
Get Married		1.8%	119
Look into Private Schooling for Children		1.1%	75









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		6.8%	449
Go Mountain Biking		7.1%	464
Go Camping		27.1%	1,779
Go Hiking		34.4%	2,258
Go Fishing		26.3%	1,724
Go Backpacking		8.6%	566
None of the above / Does not apply		44.4%	2,914



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

Value		Percent	Responses
Apparel and Accessories		51.5%	3,377
Arts and Entertainment		34.3%	2,250
Automotive - (General)		21.2%	1,389
Automotive - (New Vehicle Dealership)		16.7%	1,098
Automotive - (Used Vehicle Dealership)		15.1%	991
Automotive - (Auto Parts store)		12.9%	849
Automotive - (Auto Repair business)		9.8%	643
Automotive - (Auto Body shop)		5.8%	380
Tire Business		16.8%	1,101
Beauty and Spa Related Businesses		19.9%	1,307
Child Related Businesses		6.0%	395
Community and State Services		23.7%	1,557
Education		13.2%	869
Employment Related Businesses		9.7%	636
Event Planning and Services		9.9%	652
Family Activity Related Businesses		11.7%	769
Farm Equipment and Agriculture Businesses		5.7%	372
Financial Services		10.8%	707
Fitness Businesses or Providers		7.7%	506
General Retail		39.7%	2,602
Grocery / Market		35.8%	2,352
Home and Garden Related Businesses		27.5%	1,807











Value		Percent	Responses
Building Supply/Lumber Business		17.2%	1,129
Home Service Businesses		11.3%	743
Home Service Contractors		13.9%	909
Hotel and Travel Related Businesses		29.3%	1,922
Local Services		26.0%	1,708
Medical Related Businesses - (General)		15.7%	1,028
Medical Related Businesses - (Chiropractor)		5.5%	363
Medical Related Businesses - (Dentist)		10.3%	674
Medical Related Businesses - (Hospital)		5.1%	334
Motorsport Businesses		3.0%	195
Nightlife Related Businesses		8.5%	558
Pet / Animal		25.7%	1,686
Professional Services		15.8%	1,039
Real Estate Service Businesses		5.9%	390
Recreation Related Businesses		9.9%	649
Restaurant / Bar / Lounge		39.6%	2,600
Senior Related Businesses		8.4%	553
Specialty Food and Drink		20.4%	1,339
General Retail - Children's Clothing Store		7.9%	519
General Retail - Clothing Accessory Store		14.3%	938
General Retail - Computer Store		11.8%	777
General Retail - Farming and Agriculture Business		4.6%	305
General Retail - Furniture Store		17.3%	1,133
General Retail - Hardware Store		17.4%	1,145

Value		Percent	Responses
General Retail - Home Entertainment Store		6.9%	452
General Retail - Jewelry Store		6.9%	452
General Retail - Major Appliance Store		13.8%	903
General Retail - Men's Clothing Store		15.2%	1,000
General Retail - Mobile Phone Store		8.7%	573
General Retail - Shoe Store		18.7%	1,228
General Retail - Women's Clothing Store		27.4%	1,801
None of the above / Does not apply		12.6%	828























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

Value		Percent	Responses
Yes		15.7%	1,029
No		84.3%	5,535
Total: 6,564			

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		3.5%	229
Get a New Full Time Job		11.4%	749
Get a New Part Time Job		7.9%	518
Get a Temporary or Seasonal Job		4.0%	263
Use an Employment or Temporary Employment Agency		2.0%	131
Use a Career Counselor		0.9%	60
Get a Second (or Third) Job		3.2%	207
Get First Job after School		1.3%	87
Apply for Unemployment Benefits		2.1%	141
None of the above / Does not apply		78.0%	5,122

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







Value		Percent	Responses
Admin & Clerical		5.9%	385
Customer Service		5.6%	370
Education		4.7%	311
Government		3.0%	196
Health Care – non nursing		3.3%	217
Management		3.5%	230
NonProfit		3.8%	251
Retail		3.4%	220
None of the above / Does not apply		74.8%	4,912
Accounting		2.4%	159
Agriculture		1.0%	64
Automotive		0.5%	33
Banking & Finance		1.9%	125
Child Care		1.1%	69
Construction		1.2%	77
Driver / Transportation		1.8%	121
Engineering		1.0%	68
Executive Level		1.7%	109
Entry Level (New Graduate)		1.2%	76
Grocery		1.8%	119
Hotel - Hospitality		1.7%	113
Health Care - CNA, RN, LPN, MA		1.6%	104

Value		Percent	Responses
Manufacturing		1.5%	98
Installation - Maintenance - Repair		0.4%	29
Information Technology		1.8%	119
Insurance		0.9%	56
Legal		1.0%	68
Media		1.8%	117
Real Estate		0.9%	56
Restaurant - Food Services		2.1%	137
Sales & Marketing		2.5%	165
Skilled Labor - Trades		1.7%	113
Warehouse		1.5%	97

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		13.6%	893
Yellow Pages directory		1.8%	121
Direct mail flyer		12.4%	816
Deal program/offer		8.9%	583
Facebook business page offer		12.5%	822
Billboard advertising		2.2%	144
None of the above / Does not apply		67.0%	4,400

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%	330
Read ads and keep them - using one or two		32.2%	2,116
Read ads and keep them - without using any		4.3%	279
Read ads but throw away without using any		25.2%	1,652
Throw ads away unread		28.9%	1,896
Do not receive direct mail or advertisements at home or PO Box		4.4%	290

Total: 6,563



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 %	331 5.0%	1,004 15.3%	2,839 43.3%	274 4.2%	673 10.3%	995 15.2%	447 6.8%	6,563
County election Count Row %	321 4.9%	934 14.2%	2,862 43.6%	267 4.1%	652 9.9%	944 14.4%	583 8.9%	6,563
State election Count Row %	289 4.4%	1,350 20.6%	2,387 36.4%	219 3.3%	786 12.0%	1,081 16.5%	451 6.9%	6,563
Total Total Responses								6563




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

Value		Percent	Responses
Yes		90.8%	5,960
No		9.2%	603
			Total: 6,563





















116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		95.2%	6,248
No		4.8%	315
			Total: 6,563




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

Value		Percent	Responses
Yes		20.3%	1,331
No		44.9%	2,947
Does not apply		34.8%	2,286
			Total: 6,564

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













Value		Percent	Responses
Arts and Entertainment		3.9%	52
Business Consulting		4.8%	65
Education		7.2%	97
Financial Services		3.5%	47
Health and Medical		8.0%	107
Home Service Businesses		4.2%	57
Real Estate		5.5%	74
Other		38.7%	520
Apparel and Accessories		1.6%	22
Automotive		2.8%	37
Beauty and Spa		1.6%	22
Child Related Businesses		1.0%	14
Event Planning and Services		0.6%	8
Family Activity		0.4%	6
Fitness Businesses or Providers		0.6%	8
General Retail		2.5%	33
Grocery and Specialty Food/Drink		1.9%	26
Home and Garden		2.0%	27
Hotel and Travel		0.8%	11
Local Services		2.8%	38
Nightlife		0.1%	1
Pet / Animal		2.1%	28

Total: 1,343

Value		Percent	Responses
Pizza Restaurant Types		0.2%	3
Recreation		0.9%	12
Restaurant / Bar / Lounge		1.7%	23
Sales Training		0.4%	5

Total: 1,343






















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		9.5%	127
Use social media for promoting business		23.7%	317
Website optimized for mobile (responsive)		11.6%	155
Ongoing search optimization (SEO, SEM)		6.9%	92
Banner ads		6.1%	82
Cost-per-click ads (CPC, PPC)		4.9%	66
Cost-per-mille ads (CPM)		0.6%	8
Programmatic ads		2.0%	27
Retargeting ads		2.8%	37
Video ads		4.0%	54
Google ads (Adwords)		8.4%	112
Facebook ads		22.6%	302
Sponsored content		3.3%	44
Email advertising		13.2%	177
Site analytics		5.0%	67
Use a Digital Agency		1.7%	23
Digital ads through newspaper		6.8%	91
Digital ads through radio station		4.0%	53
Digital ads through TV station		2.5%	33
None of the above/Does not apply		54.1%	725

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.		39.6%	529
Business Logo Apparel		21.0%	280
Computer Hardware		16.9%	226
Networking Hardware or Software		7.7%	103
Office Cleaning Supplies		22.9%	306
Office Copier		6.4%	86
Office Furniture, Fixtures or Interiors		9.3%	124
Office Printer		12.5%	167
Office Supplies		45.0%	601
Promotional Items		14.1%	189
Security System		4.4%	59
Telephone Systems		4.3%	58
Uniforms or Work Clothing		9.4%	126
None of the above/Does not apply		30.0%	401

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












Value		Percent	Responses
Business Accounting or CPA		31.1%	415
Business Advertising		12.3%	164
Business Bottled Water Delivery		5.0%	67
Business Cellular Phone Service		10.4%	138
Business Computer Consulting		5.3%	71
Business Internet Service Provider		14.0%	187
Business Legal Services or Attorney		7.9%	105
Business Marketing Services		6.8%	91
Business Social Media Marketing		9.1%	121
Business Meetings or Conventions		4.1%	55
Business Payroll Services		8.6%	115
Business Printing Services		10.6%	141
Business Sign Company Services		4.6%	61
Business Online Meetings		9.2%	122
None of the above / Does not apply		47.9%	638
Business Financial Consulting		2.6%	35
Business Advisory Services		1.7%	23
Business Construction Contractor		2.4%	32
Business Employment Agency		2.0%	27
Business Moving or Storage		1.8%	24
Business Realty Services		1.1%	14
Business Recruitment		2.6%	35

Value		Percent	Responses
Business Security Services		2.7%	36
Business Staffing or Temp Services		2.7%	36
Selling Small Business		1.4%	19
Business Bankruptcy		0.2%	3
Business Travel Agency		0.9%	12
Business General Broadcast Media Service		1.5%	20
Business Television Media Service		0.9%	12









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

Value		Percent	Responses
Rent New Office		2.9%	39
Buy New Office		1.4%	18
Add New Locations		2.3%	31
Have Employees Work From Home		4.4%	58
Renovate Existing Facilities		5.1%	68
Reduce Office Space		2.0%	26
Construct New Facilities		2.0%	27
Buy or Rent Industrial Space		1.0%	13
Buy or Rent Warehouse Space		1.1%	15
Install New Commercial Carpeting		0.9%	12
None of the above / Does not apply		83.9%	1,118












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		2.9%	39
Purchase Used Business Automobiles		1.8%	24
Purchase New Business Trucks		2.9%	39
Purchase Used Business Trucks		1.8%	24
Lease New Business Automobiles		1.4%	19
Lease New Business Trucks		0.7%	9
Purchase New Business Delivery Vehicles		1.1%	15
Purchase Used Business Delivery Vehicles		1.0%	13
Purchase New Heavy Duty or Commercial Business Trucks		2.1%	28
Purchase Used Heavy Duty or Commercial Business Trucks		1.9%	25
None of the above / Does not apply		89.6%	1,192







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		3.5%	47
Business Health Insurance		4.4%	58
Business Dental Insurance		2.0%	26
Business 401K or Retirement Program		2.8%	37
Business "Key Man" Insurance		1.6%	21
Business Property Insurance		3.3%	44
Business Commercial Insurance		2.3%	31
None of the above / Does not apply		89.9%	1,197

125. Which age brackets do you fall into?









Value		Percent	Responses
18 - 19		0.2%	14
20 - 24		1.1%	71
25 - 30		2.8%	182
31 - 34		2.7%	178
35 - 40		5.9%	384
41 - 45		4.8%	316
46 - 49		5.0%	325
50 - 54		8.1%	534
55 - 60		13.2%	863
61 - 69		28.7%	1,881
70 or older		27.6%	1,812
			Total: 6,560
			Avg 60

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

Value		Percent	Responses
Metro / Urban		16.9%	1,106
Small/Mid-Size Town		34.9%	2,290
Suburban		20.8%	1,365
Rural		25.4%	1,668
Vacation community		0.9%	60
Other		1.0%	67

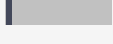
Total: 6,556

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






Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	9
Some High School (Not Graduate)		0.6%	37
High School Graduate (12th grade)		8.0%	520
Vocational or Technical Training		4.9%	323
Some College		18.4%	1,200
College Graduate		29.7%	1,939
Some Post-Graduate Study (No Advanced Degree)		7.7%	503
Post-Graduate Degree		30.6%	1,996

Total: 6,527








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

Value		Percent	Responses
Under \$20,000		5.6%	349
\$20,000 - \$24,999		4.4%	272
\$25,000 - \$29,999		3.2%	202
\$30,000 - \$34,999		4.3%	267
\$35,000 - \$39,999		3.9%	241
\$40,000 - \$44,999		4.6%	288
\$45,000 - \$49,999		5.3%	333
\$50,000 - \$74,999		19.4%	1,206
\$75,000 - \$99,999		16.8%	1,048
\$100,000 - \$124,999		12.5%	780
\$125,000 - \$149,999		7.5%	469
\$150,000 - \$200,000		7.2%	446
Over \$200,000		5.2%	326
			Total: 6,227
			Avg \$87,816






129. What is your gender?

Value		Percent	Responses
Male		27.4%	1,787
Female		68.8%	4,489
Transgender		0.1%	5
Gender Variant / Non-conforming		0.3%	20
Prefer not to answer		3.4%	223
			Total: 6,524





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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.9%	121
Black or African-American		3.1%	200
Asian		0.8%	50
White or Caucasian		84.8%	5,533
Hispanic		2.6%	167
Other		1.5%	100
Prefer not to answer		5.4%	353
			Total: 6,524

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






Value		Percent	Responses
Single Family Home		81.1%	5,289
Apartment		8.5%	556
Condominium		5.2%	337
Mobile Home		2.8%	182
Other		2.4%	158
			Total: 6,522

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		83.2%	5,417
Rented		13.7%	890
Occupied Without Payment of Rent		1.5%	99
Other		1.6%	102

Total: 6,508

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

Value		Percent	Responses
None		81.4%	5,297
1		8.9%	581
2		6.3%	408
3		2.3%	148
4 or more		1.1%	73
			Total: 6,507

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 ---->)		41.7%	2,712
No		58.3%	3,794
			Total: 6,506