

2021 Pulse of America


New England Region Shopping Survey Report (ME-VT-NH-MA-RI-CT)

Response Counts

Completion Rate:	100%		
	Complete		687

Total: 687













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	687
			Total: 687

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









Value		Percent	Responses
Local Newspaper		56.2%	386
Local Newspaper Website		35.2%	242
Local TV News		48.9%	336
Local TV News Website		15.6%	107
National Broadcast News		36.8%	253
National Broadcast Website		13.7%	94
Local Radio		33.3%	229
Local Radio Website		4.2%	29
Apple News		4.7%	32
Facebook		27.8%	191
Twitter		4.9%	34
Nextdoor		6.8%	47
Other		13.8%	95

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





Value		Percent	Responses
Local Newspaper		11.9%	82
Local Newspaper Website		7.7%	53
Local TV News		15.9%	109
Local TV News Website		3.6%	25
National Broadcast News		22.1%	152
National Broadcast Website		8.2%	56
Local Radio		6.8%	47
Local Radio Website		1.6%	11
Apple News		0.6%	4
Facebook		1.3%	9
Twitter		0.7%	5
Other		19.5%	134

Total: 687





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

Value		Percent	Responses
Employment needs		35.4%	243
General status of the business		49.6%	341
New hours		53.9%	370
New services being offered		65.5%	450
Online services being offered		44.8%	308
Services that are being offered		65.5%	450
The cleaning and safety precaution policies		19.9%	137
Other		7.0%	48

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		62.2%	427
Watched Local Television		59.8%	411
Read the Local Newspaper		76.3%	524
None of the above / Does not apply		6.0%	41






















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		38.7%	266
Local Radio Station		10.9%	75
Local TV Station		10.6%	73
None of the above / Does not apply		55.0%	378







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		42.2%	221
Local Daily Newspaper		86.1%	451
Local Paid Weekly Community Newspaper		13.0%	68
Local Free Weekly Print Publication		37.4%	196
Local Alternative Publication		10.1%	53
Local City or Regional Magazine		18.9%	99
Local Specialty Publication		9.5%	50
Local Business Publication		12.6%	66
Local Ethnic Publication		0.4%	2
Local Parenting Publication		1.5%	8
Local Children's Publication		1.1%	6
Local Senior Publication		21.4%	112
None of the above / Does not apply		1.5%	8

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		19.2%	82
Adult Contemporary		15.9%	68
Adult Hits		15.2%	65
Business News		13.8%	59
CHR (Contemporary Hit Radio)		3.5%	15
Classic Hits		19.7%	84
Classic Rock		35.1%	150
Classical		20.4%	87
Religious		4.4%	19
Country		19.0%	81
Easy Listening		11.9%	51
News/Talk		55.3%	236
Oldies		20.4%	87
Rock		13.8%	59
Sports		15.2%	65
Talk		17.6%	75
Other		11.0%	47
Hot AC		0.2%	1
Regional Mexican		0.5%	2
Rhythmic-CHR		0.2%	1
Spanish		0.9%	4
Urban Contemporary		1.4%	6
None of the above / Does not apply		0.9%	4























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

Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		72.4%	309
Midday (10:00 am - 3:00 pm)		36.1%	154
Afternoon Drive (3:00 - 7:00 pm)		57.8%	247
Evenings (7:00 pm - midnight)		19.2%	82
Overnight (midnight - 6:00 am)		4.0%	17
Don't know / Does not apply		5.2%	22

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)		48.2%	198
Morning (9 am – 12 noon)		11.4%	47
Daytime (12 noon – 3 pm)		15.1%	62
Early Fringe (3 pm – 5 pm)		7.8%	32
Early News (5 pm – 7 pm)		78.6%	323
Prime Access (7 pm – 8 pm)		29.9%	123
Prime Time (8 pm – 11 pm)		35.8%	147
Late News (11 pm – 11:30 pm)		23.8%	98
Late Fringe (11:30 pm – 1 am)		5.6%	23
Post Late Fringe (1 am - 2 am)		1.2%	5
Overnight (2 am - 5 am)		1.2%	5
Don't know - Does not apply		1.5%	6

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










Value		Percent	Responses
Auto Body Shop		6.7%	46
Auto Detailing Shop		8.4%	58
Auto Parts Store		18.9%	130
Auto Repair Shop		40.8%	280
Car Wash		60.4%	415
Gas Station		80.3%	552
New Vehicle Dealership		16.0%	110
Oil Change Station		36.4%	250
Tire Store		16.9%	116
Used Vehicle Dealership		8.4%	58
None of the above / Does not apply		5.5%	38
Auto Battery Store		2.2%	15
Auto Glass Repair Shop		2.9%	20
Auto Muffler Shop		0.4%	3
Auto Paint Shop		0.7%	5
Auto Salvage Yard		1.3%	9
Auto Stereo Installation		0.6%	4
Auto Towing Service		0.7%	5
Auto Window Tinting		0.3%	2
Car Audio Store		0.7%	5
Commercial Truck Dealership		0.3%	2
Commercial Truck Repair Shop		0.6%	4

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		1.2%	8
RV or Camper Repair		1.5%	10
Trailer Rental Service		0.3%	2
Transmission Shop		0.3%	2

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







Value		Percent	Responses
All-Terrain Vehicle (ATV) Dealer		2.3%	16
Boat and RV Storage Facility		0.9%	6
Boat Dealer		0.6%	4
Boat Rental Service		0.9%	6
Boat Repair Shop		1.0%	7
Boating Accessory Store		1.5%	10
Golf Cart Dealer		0.9%	6
Motorcycle Accessory Store		2.0%	14
Motorcycle Dealer		2.0%	14
Motorcycle Repair Shop		2.6%	18
Watercraft Dealer		0.6%	4
Watercraft Rental Shop		0.7%	5
None of the above / Does not apply		88.5%	608

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		19.8%	136
Animal Feed Store		13.5%	93
Agricultural Service		1.3%	9
Farm Equipment Repair Shop		2.0%	14
Farm Truck and Tractor Repair Shop		1.7%	12
Farming Structure Building Contractor		0.1%	1
New Farm Equipment Dealer		0.6%	4
Used Farm Equipment Dealer		1.2%	8
None of the above / Does not apply		71.9%	494

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		38.3%	263
Bakery		60.1%	413
Beer Shop		24.6%	169
Beverage Distributor		9.8%	67
Candy Store		16.0%	110
Cheese Shop		14.7%	101
Chocolate Shop		16.9%	116
Coffee & Tea Shop		35.4%	243
Convenience Store		57.1%	392
Cookie Store		3.3%	23
Cupcake Shop		3.9%	27
Dessert Restaurant		7.1%	49
Distillery		7.0%	48
Donut Shop		30.3%	208
Espresso or Coffee Shop		36.7%	252
Ethnic Food Restaurant		43.8%	301
Ice Cream or Frozen Yogurt Shop		57.2%	393
Liquor Store		53.3%	366
Meat Market or Butcher Shop		32.5%	223
Seafood Market		27.5%	189
Smoothie or Juice Bar		9.9%	68
Specialty Cake Bakery		5.8%	40

Value		Percent	Responses
Specialty Food Market		24.6%	169
Tea Shop		5.8%	40
Wine Shop		15.6%	107
Winery		13.2%	91
U-Brew Beer or Wine Store		2.8%	19
None of the above / Does not apply		2.6%	18




















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		18.3%	126
Farmers Market		62.0%	426
Grocery Store (Discount)		23.6%	162
Grocery Store (Ethnic)		13.2%	91
Grocery Store (Major or Regional Chain)		89.4%	614
Grocery Store (Neighborhood/Local/Mom & Pop)		35.2%	242
Grocery Store (Co-op)		46.7%	321
Grocery Store (Independent/Citywide)		31.6%	217
None of the above / Does not apply		0.6%	4












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

Value		Percent	Responses
Barbershop		28.5%	196
Day Spa		9.5%	65
Eyelash Extension Salon		1.0%	7
Hair Salon		67.7%	465
Hair Removal Salon		2.5%	17
Massage		21.3%	146
Makeup Artist		0.3%	2
Nail Salon		20.1%	138
Skin Care Store		2.8%	19
Tanning Salon		1.2%	8
Tattoo Studio		5.4%	37
None of the above / Does not apply		14.7%	101

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		7.9%	54
Bicycle Rental Service		1.3%	9
Bicycle Repair Shop		15.1%	104
Bicycle Shop		11.6%	80
Bowling Alley		12.2%	84
Dive Shop		1.0%	7
Fishing Supply Store		6.4%	44
Golf Course		11.4%	78
Golf Driving Range		7.7%	53
Golf Pro Shop		4.5%	31
Gun Shooting Range		5.8%	40
Gun Store		6.3%	43
Miniature Golf Course		16.2%	111
Outdoor Gear Store		15.3%	105
Seasonal Hunting		2.9%	20
Ski Shop		8.0%	55
New Sporting Goods Store		11.8%	81
Used Sporting Goods Store		4.7%	32
None of the above / Does not apply		43.4%	298












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		2.9%	20
Card or Stationery Store		21.7%	149
Catering Service		4.2%	29
Event Coordinator		0.1%	1
Hotel Meeting Room or Event Space		3.5%	24
Party Supply Store		8.7%	60
Aerial Photography		0.3%	2
Photographer		3.1%	21
Wedding Planner		0.1%	1
Wedding Venue or Banquet Hall		1.2%	8
None of the above / Does not apply		68.9%	473











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		31.7%	218
Bingo Hall		3.2%	22
Casino		9.8%	67
Community Theatre		32.3%	222
Food Festival		33.2%	228
Live Theater		31.1%	214
Local Festival		42.4%	291
Movie Theater		48.0%	330
Music Festival		25.6%	176
Performing Arts Center		33.0%	227
Stadium or Arena Events		15.3%	105
Wine Tour		6.8%	47
None of the above / Does not apply		16.2%	111








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		16.3%	112
Athletic Club		11.2%	77
Family Entertainment Center		6.0%	41
Family Play Center		3.6%	25
Horseback Riding		4.5%	31
Ice Skating or Roller Rink		8.4%	58
Local Sports Team		13.7%	94
Outdoor Park		37.4%	257
Waterpark		9.3%	64
Zoo		12.5%	86
None of the above / Does not apply		43.5%	299























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		4.9%	34
Exercise Classes		18.9%	130
Fitness Boot Camp		1.0%	7
Gym, Fitness or Athletic Club		27.9%	192
Martial Arts Studio		2.3%	16
Personal Trainer		5.5%	38
Rock Climbing Gym		3.5%	24
Swimming Lessons		3.2%	22
Yoga Studio		14.7%	101
None of the above / Does not apply		49.3%	339

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







Value		Percent	Responses
Adult Club or Entertainment Company		2.6%	18
Bar, Lounge or Pub		35.7%	245
Billiard Hall		2.0%	14
Card Room		0.6%	4
Sports Bar		10.0%	69
Wine Bar		9.5%	65
None of the above / Does not apply		60.6%	416

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

Value		Percent	Responses
Adult Education School		5.5%	38
Community College		7.0%	48
Continuing Education Courses		11.9%	82
Driving School		3.9%	27
Elementary School		5.1%	35
Graduate School		3.2%	22
Lecture or Seminar Series		13.0%	89
Middle School or High School		9.3%	64
Musical Instruments and Lessons		7.9%	54
Online/On-demand Programs		15.6%	107
University / College		9.5%	65
None of the above / Does not apply		50.7%	348
Beauty School		0.1%	1
Culinary School		1.5%	10
Dance School		2.6%	18
Language School		2.5%	17
Medical Training Certification		1.7%	12
Online Music Teacher		2.0%	14
Preschool		1.0%	7
Private Elementary School		0.7%	5
Private High School		1.0%	7
Private K-12 School		0.4%	3

Value		Percent	Responses
Private Middle School		0.6%	4
Private Tutor		0.6%	4
Real Estate School		0.7%	5
Tutoring Center		0.3%	2
Trade School		1.0%	7
Training Center		0.7%	5
Vocational School		0.7%	5















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		22.3%	153
Credit Union		11.6%	80
Financial Advisor		13.0%	89
Stockbroker		1.2%	8
Tax Return Service		9.9%	68
None of the above / Does not apply		66.4%	456






















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		0.1%	1
Bookkeeping Service		3.5%	24
Car Leasing Service		1.9%	13
Check Cashing Service		1.7%	12
Credit Counseling Service		0.1%	1
Credit Repair Service		0.3%	2
Debt Consolidation Company		0.7%	5
Money Transfer Service		1.5%	10
Title Loan Company		0.6%	4
None of the above / Does not apply		91.6%	629








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		7.4%	51
Chiropractor		10.8%	74
Dental Clinic		5.2%	36
Dentist		40.5%	278
Denture or Implant Specialist		3.9%	27
Family Practitioner		18.8%	129
General Practitioner		25.0%	172
Hearing Aid Center		5.4%	37
Hospice Care Provider		0.3%	2
Hospital		5.4%	37
Medical Clinic		4.2%	29
Optometrist		25.2%	173
Pediatrician		3.6%	25
None of the above / Does not apply		40.6%	279














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

Value		Percent	Responses
Allergy or Asthma Specialist		9.9%	68
Audiology Clinic		10.8%	74
Blood Donation Center		9.0%	62
Cancer Specialist		3.9%	27
Cardiologist		14.1%	97
Dermatologist		33.0%	227
Ear, Nose & Throat Doctor		8.7%	60
Esthetician Skin-care		5.7%	39
Gastroenterologist		11.9%	82
Internal Medicine Doctor		26.1%	179
Laboratory or Medical Testing Facility		24.0%	165
Massage Therapist		21.4%	147
Medical Imaging Service		8.9%	61
Mental Health Provider		12.4%	85
Mental Health Service		4.2%	29
Obstetrician & Gynecologist		9.8%	67
Ophthalmologist		27.8%	191
Orthodontist		3.5%	24
Orthopedist		7.9%	54
Physical Therapist		14.4%	99
Podiatrist		6.6%	45






Value		Percent	Responses
Psychiatrist		5.2%	36
Psychologist		4.4%	30
Sleep Disorder Clinic		5.8%	40
Urgent Care Clinic		5.2%	36
Urologist		8.7%	60
Walk-In Clinic		5.4%	37
Wellness Program		4.4%	30
Wellness Service		5.1%	35
None of the above / Does not apply		14.4%	99
Alcoholism Treatment Program		0.6%	4
Alzheimer's or Memory Care Facility		1.3%	9
Cardiovascular Surgeon		1.3%	9
Cosmetic or Plastic Surgery		1.3%	9
Drug Addiction Treatment Center		0.3%	2
Drug Testing Service		0.4%	3
Home Health Care Provider		1.5%	10
Laser Eye Surgery Clinic		2.6%	18
Medical Spa		0.3%	2
Medical Supply Store		2.6%	18
Mental Health Clinic		1.9%	13
Naturopathic Practitioner		2.6%	18
Nutritionist or Dietician		2.5%	17
Oncologist		2.9%	20
Pain Clinic		1.6%	11

Value		Percent	Responses
Pain Control Clinic		1.3%	9
Pain Management Physician		2.3%	16
Physical Health Center		0.9%	6
Rehabilitation Clinic		0.3%	2
Sports Medicine Clinic		2.2%	15
Surgical Specialist		2.9%	20
Vascular Surgeon or Vein Center		0.7%	5
















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

Value		Percent	Responses
55+ Housing Community		4.7%	32
Adult Day Care		0.4%	3
Aging in Place Business		1.7%	12
Assisted Living Facility		0.7%	5
Geriatric Physician		0.7%	5
Memory Care Facility		0.6%	4
Nursing Home		0.7%	5
Respite Relief Provider		0.6%	4
Retirement Counselor		1.5%	10
Retirement Home		0.9%	6
Senior Care Placement Agency		0.1%	1
Senior Center		11.6%	80
None of the above / Does not apply		81.2%	558




















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		17.8%	122
CBD Store		11.2%	77
Medical Marijuana Dispensary		6.6%	45
Medical Marijuana Authorization		3.3%	23
None of the above / Does not apply		74.2%	510

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



















Value		Percent	Responses
Airline		49.9%	343
Bed & Breakfast		17.8%	122
Campground		16.6%	114
Hotel or Motel (Local)		6.8%	47
Hotel or Motel (Out-of-Town)		58.4%	401
Limo Service		2.5%	17
Luggage-Travel Store		1.7%	12
Local Tourism		17.3%	119
Regional Airport		28.1%	193
RV Rental Company		1.0%	7
Shuttle Service		8.2%	56
Ski Resort		8.7%	60
Taxi Service		5.8%	40
Travel Agent		4.5%	31
None of the above / Does not apply		20.1%	138

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		6.0%	41
Car Rental Agency		7.3%	50
Compost / Yard Waste Service		6.8%	47
Courier or Delivery Service		5.1%	35
Dry Cleaning or Laundry Service		22.9%	157
Electronics Repair Shop		4.1%	28
Information Technology (IT) Service		4.8%	33
Jewelry Repair Shop		11.1%	76
Mail Store		19.4%	133
Mobile or Cell Phone Repair Shop		5.1%	35
Moving Truck Rental Company		3.6%	25
Printing Service		9.9%	68
Propane Dealer		16.2%	111
Propane Home Heating Service		8.2%	56
Recycling Center		30.7%	211
Self-Storage Facility		6.6%	45
Sewing and Alterations Shop		10.2%	70
Shipping Center		16.9%	116
Shoe Repair Shop		10.0%	69
Small Engine Repair Shop		7.0%	48
Tool / Equipment Rental Service		4.5%	31
Watch or Clock Repair Shop		8.0%	55

Value		Percent	Responses
None of the above / Does not apply		22.0%	151
Bottled Water Delivery Service		2.6%	18
Cremation Service Provider		1.0%	7
Funeral Service Provider		1.0%	7
Freight / Hauling Company		0.7%	5
Junkyard		2.5%	17
Marriage Counselor		1.0%	7























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























Value		Percent	Responses
Chamber of Commerce		10.2%	70
Charity or Philanthropic Organization		32.5%	223
Church		26.6%	183
City Center		4.4%	30
City or Municipal Service		18.3%	126
City or Town Hall		38.4%	264
Civic Center		3.1%	21
Community Center		10.9%	75
Community Organization		14.3%	98
Community Service or Non-Profit Organization		25.0%	172
Convention Center		1.3%	9
County Government Office		2.9%	20
Department of Social Services		1.0%	7
Employment Center		2.0%	14
Government Economic Program		1.3%	9
Government or Political Service		3.3%	23
Youth Organization		4.7%	32
None of the above / Does not apply		21.5%	148

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		19.4%	133
Painting Contractor		13.1%	90
Plumber or Plumbing Contractor		19.4%	133
None of the above / Does not apply		68.6%	471




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		7.1%	49
Alternative Energy Service		4.5%	31
Appliance Repair Service		8.7%	60
Asphalt / Paving Contractor		6.6%	45
Carpenter or Woodworker		23.9%	164
Concrete Contractor		3.3%	23
Countertop Contractor		4.4%	30
Deck Builder		3.8%	26
Drywall Installation or Repair Contractor		5.1%	35
Fencing Contractor		3.6%	25
Flooring Contractor		9.3%	64
Furnace Contractor		8.6%	59
Garage Door Contractor		4.1%	28
Garbage Collection Service		8.4%	58
General Contractor		9.9%	68
Gutter Installation or Repair Contractor		5.2%	36
Handyman		26.9%	185
Heating & Air Conditioning Services		15.3%	105
Home Maintenance Service		3.5%	24
Junk Removal or Hauling Service		10.3%	71
Kitchen or Bath Remodeling Company		5.4%	37
Landscaping Service		16.9%	116







Value		Percent	Responses
Remodeling Contractor		3.8%	26
Roofing Contractor		8.6%	59
Septic Tank Contractor		5.7%	39
Solar Energy Contractor		5.7%	39
None of the above / Does not apply		29.1%	200
Carpet Installation Contractor		2.6%	18
Demolition Contractor		0.1%	1
Fire & Water Damage Restoration Service		0.3%	2
Foundation Contractor		2.2%	15
Garage Builder		1.2%	8
Handicap Access Contractor		0.4%	3
Heavy Construction Machinery		0.7%	5
Home Security Company		2.9%	20
Insulation Installer		1.9%	13
Landscape Architect		1.9%	13
Mover or Moving Company		2.9%	20
New Home Builder		0.7%	5
Siding Installation or Repair Contractor		2.5%	17
Stone or Marble Company		1.2%	8
Tile Contractor		2.3%	16
Water Well Drilling Contractor		1.2%	8
Waterproofing Contractor		1.3%	9

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

















Value		Percent	Responses
Arborist		13.7%	94
Carpet Cleaning Service		5.2%	36
Chimney Services		13.0%	89
Fuel or Oil Home Heating Service		27.1%	186
Furnace Cleaning Service		25.6%	176
Home Gardening Service		4.5%	31
Home Pressure Washing Service		3.8%	26
House Cleaning Service		14.7%	101
Landscaper		9.0%	62
Lawn Care Service		17.9%	123
Pest Control Service or Exterminator		11.8%	81
Shades & Blinds Installation Service		3.6%	25
Television or Internet Service Provider		24.5%	168
Window & Door Installation		6.6%	45
Window Washing		5.2%	36
None of the above / Does not apply		26.3%	181
Awning & Tent Company		1.0%	7
Bathtub Refinishing Service		2.9%	20
Cabinet Refacing Service		1.7%	12
Home Theater Installation Service		0.3%	2
Masonry Service		2.8%	19
Interior Designer		1.3%	9

Value		Percent	Responses
Key or Locksmith Service		2.9%	20
Pool Cleaning Service		1.3%	9
Wallcoverings Store		0.3%	2
Water Treatment Supply & Service		1.6%	11




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

Value		Percent	Responses
Childcare or Daycare		1.7%	12
At-home Daycare		0.4%	3
Children's Clothing Store		6.4%	44
Children's Shoe Store		2.9%	20
Summer Camp		6.7%	46
None of the above / Does not apply		88.4%	607
















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		7.6%	52
Animal Shelter		3.6%	25
Bird Seed Store		13.2%	91
Bird Shop		0.7%	5
Emergency Animal Hospital		3.6%	25
Feed Store		11.5%	79
Fish or Aquarium Store		2.6%	18
Pet Boarding		8.3%	57
Pet Boutique		0.7%	5
Pet Groomer		12.4%	85
Pet Sitter		10.6%	73
Pet Store		20.5%	141
Pet Trainer		2.5%	17
Pet Walker		2.3%	16
Veterinarian		45.4%	312
None of the above / Does not apply		39.7%	273

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%	51
Real Estate Brokerage Firm		1.6%	11
None of the above / Does not apply		92.3%	634






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

























Value		Percent	Responses
Apartment Rental Agency		2.9%	20
Developer		0.4%	3
Estate Appraiser		1.3%	9
Estate Liquidator		0.7%	5
Home Inspector		4.1%	28
Home Staging Company		0.3%	2
Manufactured or Modular Home Builder		0.6%	4
Mortgage Banker		3.8%	26
Mobile Home Dealer		0.3%	2
Mortgage Broker		3.1%	21
New Home Builder		1.2%	8
Real Estate Appraiser		4.4%	30
Real Estate Rental Agency		1.7%	12
Title & Escrow Company		2.6%	18
None of the above / Does not apply		87.3%	600

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		37.3%	256
Buffet Restaurant		6.0%	41
Chinese Restaurant		51.4%	353
Ethnic Restaurant		37.6%	258
Family Style Restaurant		38.6%	265
Fast Food Restaurant		37.1%	255
Fine Dining Restaurant		40.0%	275
Home Delivery Meals		9.3%	64
Indian Restaurant		25.3%	174
Italian Restaurant		37.7%	259
Japanese or Sushi Restaurant		27.4%	188
Mexican Restaurant		46.7%	321
Pizza Restaurant		61.6%	423
Restaurant with Lounge or Bar		25.6%	176
Thai Restaurant		27.9%	192
None of the above / Does not apply		4.8%	33








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		15.9%	109
Art Supply Store		21.1%	145
Bead Store		6.3%	43
Bookstore		59.2%	407
Camera Store		4.7%	32
Candle Shop		11.8%	81
Christmas Store		11.9%	82
Comic Book Shop		3.2%	22
Computer Store		14.8%	102
Consignment Shop		30.1%	207
Craft Supply Store		28.4%	195
Department Store		55.2%	379
Discount Store		41.6%	286
Drugstore or Pharmacy		69.9%	480
Electronics Store		13.8%	95
Equipment Rental Store		3.2%	22
Fabric Store		19.4%	133
Flea Market		19.9%	137
Florist		17.3%	119
Gift Shop		19.9%	137
Gun Shop		5.8%	40
Halloween Store		6.7%	46

Value		Percent	Responses
Herb Shop or Herbalist		4.9%	34
Hobby Shop		11.1%	76
Mobile Phone Store		15.3%	105
Music and Video Store		5.1%	35
Music Instrument Store		5.5%	38
Music Store		5.5%	38
Office Equipment & Supply Store		29.5%	203
Outlet Store		23.1%	159
Record Store		5.7%	39
Shopping Center		32.5%	223
Thrift Store		36.4%	250
Toy Store		12.5%	86
Vape or Smoke Shop		3.3%	23
Vitamin or Supplement Store		8.2%	56
Wholesale, Warehouse or Club Store		22.6%	155
Yard Equipment Store		9.8%	67
Yarn Store		9.3%	64
None of the above / Does not apply		3.8%	26
Adult Video or Adult Store		1.5%	10
Christian Book Store		2.5%	17
Cigar Store		1.6%	11
Coin Shop		1.0%	7
Gold/Silver/Precious Metal Dealer		2.3%	16
Knife Store		1.3%	9














Value		Percent	Responses
Military Surplus Store		2.5%	17
Monument or Memorial Company		1.5%	10
Pawn Shop		1.3%	9
Religious Supply or Gift Shop		1.9%	13
Scrap Metal Dealer		2.8%	19
Security Service		0.4%	3
Sewing Studio		2.8%	19
Sign Store		1.2%	8
Survival Store		0.4%	3
Tobacco Store		2.3%	16
Trophy or Award Store		0.6%	4
Wedding Supply Store		0.1%	1

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




















Value		Percent	Responses
Home delivery with fee		17.0%	117
Free delivery		31.4%	216
Drive-thru		38.4%	264
Carryout		70.7%	486
Curbside carryout		32.9%	226
Other		4.2%	29
None of the above / Does not apply		15.3%	105

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






Value		Percent	Responses
Antique Store		22.9%	157
Baby Supply & Furniture Store		3.9%	27
Bath & Accessory Store		22.7%	156
Building Supply Store or Lumber Yard		38.7%	266
Cabinet Store		3.9%	27
Carpet Store		4.4%	30
Fireplace, Wood Stove or Barbeque Store		5.7%	39
Flooring Store		9.6%	66
Frame Shop		8.4%	58
Furniture Restoration Shop		3.9%	27
Furniture Store		18.8%	129
Hardware Store		53.9%	370
Home & Garden Store		54.0%	371
Home Decor Store		14.1%	97
Lighting Store		5.1%	35
Major Appliance Store		13.7%	94
Mattress or Bedding Store		10.3%	71
Outdoor Furniture Store		7.6%	52
Paint Store		19.8%	136
Plant Nursery & Garden Supply Store		33.0%	227
Pool & Spa Dealer		3.3%	23
Rug Store		4.1%	28

Value		Percent	Responses
Small Appliance Store		5.2%	36
Solar Energy Equipment Dealer		3.5%	24
Tool Rental Center		3.1%	21
Tool Store		7.6%	52
TV & Appliance Store		4.4%	30
Used Building Supply Store		4.4%	30
Vacuum Store		5.1%	35
None of the above / Does not apply		11.4%	78
Clock Shop		1.3%	9
Futon Store		1.0%	7
Hot Tub or Spa Dealer		2.0%	14
TV Store		1.6%	11
Window Store		2.2%	15

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		25.3%	174
Beauty Supply Store		11.1%	76
Bridal Shop		0.6%	4
Clothing Accessories Store		18.3%	126
Jewelry Store		9.8%	67
Leather Goods Store		3.3%	23
Lingerie Store		6.6%	45
Logo Apparel Store		3.1%	21
Maternity Wear Store		0.3%	2
Men's Clothing Store		25.9%	178
Optician or Eyeglasses Store		32.5%	223
Outdoor Clothing Store		23.0%	158
Shoe Store		47.6%	327
Sportswear Store		16.3%	112
Swimwear Store		5.5%	38
Watch Store		1.6%	11
Western Wear Store		0.6%	4
Women's Clothing Store		49.8%	342
None of the above / Does not apply		20.1%	138

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		9.2%	63
Insurance Agency		9.8%	67
Legal Firm or Attorney		8.7%	60
Tax Advisor		6.8%	47
None of the above / Does not apply		75.8%	521
























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		1.7%	12
Commercial Builder		1.5%	10
Employment or Staffing Agency		1.9%	13
Graphic Designer		1.0%	7
Immigration Lawyer / Law		0.3%	2
Life Coach		1.2%	8
3D Printing		0.3%	2
Personal Shopping		0.6%	4
Virtual Assistance		0.6%	4
Business Consultant		0.3%	2
Security Consultant		0.1%	1
Branded Merchandiser		1.2%	8
Research Study		0.7%	5
Co-working space		1.0%	7
None of the above / Does not apply		90.2%	620

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		0.3%	2
Purchase New Travel Trailer or 5th Wheel		0.6%	4
Purchase Used Class A RV		0.4%	3
Purchase Used Class B RV		0.4%	3
Purchase Used Class C RV		0.1%	1
Purchase Used Travel Trailer or 5th wheel		0.7%	5
Purchase Used Camper Van		0.4%	3
None of the above / Does not apply		97.2%	668

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

Value		Percent	Responses
New Car		5.8%	40
New SUV		3.1%	21
New Hybrid or Electric Vehicle		3.8%	26
Used Car		9.2%	63
Used SUV		4.1%	28
None of the above / Does not apply		74.8%	514
New Luxury Vehicle - Under \$50,000		0.9%	6
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	7
New Motorcycle		0.7%	5
New Minivan		0.3%	2
New Truck		2.5%	17
New Side x Side (UTV)		0.3%	2
New Sport ATV		0.1%	1
New Utility ATV		0.3%	2
Used Luxury Vehicle - Under \$30,000		1.0%	7
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	5
Used Motorcycle		0.6%	4
Used Van		0.1%	1
Used Minivan		0.1%	1
Used Side x Side (UTV)		0.7%	5
Used Sport ATV		0.4%	3
Used Truck		2.9%	20
Used Hybrid or Electric Vehicle		2.5%	17























Value		Percent	Responses
Used Utility ATV		0.1%	1













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

Value		Percent	Responses
Compact car		4.7%	32
Full-size car		1.7%	12
Luxury vehicle (any size)		0.7%	5
Midsized car		5.1%	35
Pickup truck		4.1%	28
Sport utility vehicle (SUV)		13.1%	90
Van or minivan		1.3%	9
None of the above		69.3%	476



Total: 687

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		6.6%	45
Ford		9.5%	65
GMC		4.9%	34
Honda		10.2%	70
Hyundai		4.4%	30
Jeep		4.7%	32
Nissan		5.2%	36
Subaru		11.1%	76
Toyota		15.3%	105
Volkswagen		3.8%	26
None of the above / Does not apply		65.5%	450
Acura		0.9%	6
Audi		1.5%	10
BMW		0.9%	6
Buick		1.3%	9
Cadillac		0.4%	3
Chrysler		1.2%	8
Dodge		2.6%	18
Fiat		0.1%	1
Infiniti		0.4%	3
Kia		2.0%	14
Land Rover		0.4%	3

Value		Percent	Responses
Lexus		1.2%	8
Lincoln		0.6%	4
Mazda		2.2%	15
Mercedes-Benz		0.7%	5
Mini		0.4%	3
Mitsubishi		0.7%	5
Porsche		0.1%	1
Saab		0.3%	2
Scion		0.6%	4
Suzuki		0.4%	3
Tesla		1.7%	12
Volvo		2.2%	15















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

Value		Percent	Responses
Yes		9.5%	65
No		90.5%	622
Total: 687			




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

Value		Percent	Responses
Home Theater System		0.4%	3
GPS Device (Handheld or In-Vehicle)		2.3%	16
Office Equipment		11.2%	77
Ink or Printer Cartridges		48.2%	331
Satellite Radio		2.0%	14
Satellite TV System		0.1%	1
Stereo System (Home)		1.3%	9
Wi-Fi for Home		7.7%	53
Headphones		14.6%	100
Wireless Speakers		5.8%	40
Smartwatch		5.8%	40
Compact/Mini Projector		1.2%	8
Wearable Electronics		3.1%	21
Healthcare Device		4.7%	32
Aerial Drone		1.3%	9
Assistive Technology for Hearing		3.6%	25
Smart Sports Equipment		0.6%	4
Batteries for Electronics		42.4%	291
None of the above / Does not apply		27.8%	191






















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		1.6%	11
Camera (Digital) SLR		2.3%	16
Camera Accessories or Supplies		2.6%	18
Camera Lens		2.0%	14
Computer Accessories		9.5%	65
Computer Software		6.3%	43
E-Reader (Kindle or Similar)		2.8%	19
Tablet (iPad or Similar)		7.6%	52
Personal Computer		3.2%	22
Laptop Computer		14.8%	102
TiVo or DVR		0.4%	3
4K Ultra HD TV		2.2%	15
Smart TV		4.9%	34
None of the above / Does not apply		66.8%	459






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

Value		Percent	Responses
Smartphone		31.0%	213
Prepaid Cell Phone		4.8%	33
None of the above / Does not apply		65.2%	448











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

Value		Percent	Responses
Anniversary Jewelry		3.5%	24
Necklaces		8.3%	57
Rings (Other)		4.4%	30
Earrings		16.2%	111
Pendants		4.4%	30
Celtic Jewelry		3.2%	22
Gold Jewelry		4.7%	32
Silver Jewelry		7.9%	54
Gemstone Jewelry		3.9%	27
Costume Jewelry		6.7%	46
Women's Jewelry		11.6%	80
None of the above / Does not apply		69.7%	479
Engagement Rings		0.6%	4
Wedding Rings		1.0%	7
Diamond Jewelry		1.2%	8
Pearl Jewelry		1.0%	7
Men's Jewelry		1.0%	7
Designer Jewelry		1.7%	12
Jewelry Box or Organizer		2.0%	14
Men's High-End Watch		0.9%	6
Women's Watch		1.6%	11






















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		9.6%	66
Homeowner Insurance		9.8%	67
Life Insurance		3.2%	22
Medical (Health) Insurance		9.6%	66
None of the above / Does not apply		80.3%	552
















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

Value		Percent	Responses
Agriculture Insurance		0.4%	3
Crop Insurance		0.3%	2
Dental Insurance		27.8%	191
Disability Insurance		1.9%	13
Medicare		26.3%	181
Long Term Care Insurance		3.6%	25
Pet Insurance		2.9%	20
Professional Liability Insurance		5.2%	36
Renters Insurance		7.0%	48
None of the above / Does not apply		53.6%	368















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		10.6%	73
Audiologist		12.8%	88
Chiropractic Care		17.3%	119
Counseling & Mental Health Services		12.1%	83
Checkup		46.6%	320
Hospital		7.1%	49
Medical Services		18.0%	124
Optometrist		33.6%	231
Pediatric Dentist		3.9%	27
Pediatrician		6.4%	44
Primary Care		54.0%	371
Wellness Services		7.3%	50
Weight Loss Service		3.3%	23
Alternative Care		5.1%	35
Physical Therapy or Rehabilitation service provider		14.7%	101
Hearing Aid Center		7.4%	51
Prescription Drugs		48.3%	332
None of the above / Does not apply		15.4%	106
Geriatric Specialist		1.2%	8
Home Healthcare		1.5%	10
Substance Abuse Treatment		0.4%	3













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		1.3%	9
Banking, Partnership & Business Law Attorney		1.9%	13
Criminal Law Attorney		0.1%	1
Disability & Social Security Attorney		0.6%	4
Divorce & Family Law Attorney		1.7%	12
Employment Discrimination or Labor Issues Attorney		0.3%	2
General Practice Attorney		3.2%	22
Intellectual Property Attorney		0.3%	2
Malpractice Attorney		0.1%	1
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		1.0%	7
Real Estate Attorney		5.4%	37
Taxation Attorney		1.5%	10
Wills, Trusts & Estates Attorney		24.3%	167
None of the above / Does not apply		67.7%	465























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		70.0%	481
Teeth Cleaning		61.6%	423
Cavity Filling		20.7%	142
Crown		12.8%	88
Oral Surgery		2.9%	20
Braces		3.1%	21
Composite Bonding		2.8%	19
Dental Implants		6.3%	43
Dental Veneers		0.3%	2
Dentures		3.5%	24
Inlays or Onlays		0.3%	2
Smile Makeover		0.3%	2
Teeth Whitening		5.8%	40
None of the above / Does not apply		9.8%	67







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

Value		Percent	Responses
Botox		1.6%	11
Breast Implants		0.1%	1
Dermabrasion		0.4%	3
Eyelid Surgery		1.2%	8
Facelift		0.1%	1
Hair Loss Treatment		0.9%	6
Hair Transplant		0.3%	2
Lasik		0.7%	5
Lip Augmentation		0.6%	4
Liposuction		0.3%	2
Skin Treatment		3.5%	24
None of the above / Does not apply		93.0%	639






















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		52.3%	359
Use Physical Rehabilitation Services		4.5%	31
Receive Treatment for Back Pain		7.0%	48
Have an Eye/Vision Exam		66.2%	455
Have an Annual Physical or Checkup		68.1%	468
Have X-Rays Taken		9.9%	68
Have a Scheduled Surgery		6.8%	47
Have Blood Drawn for Testing		46.7%	321
Plan to Visit a Hospital for any Medical Service or Procedure		12.4%	85
Have Foot Problems Diagnosed or Treated		8.0%	55
Senior Travel		3.8%	26
Receive Treatment for a Sleep Disorder		4.8%	33
Use Personal Trainer or Instructor		3.1%	21
Cardiovascular Treatment		6.6%	45
Orthopaedic or Knee Surgery		3.9%	27
Chiropractic Care		14.7%	101
Do Corrective Exercises		8.0%	55
Get Vaccinations at Drug Store or Pharmacy		32.0%	220
Get Vaccinations at Doctors Office		33.5%	230
Discretionary Health Care and Wellness Services		5.2%	36
Have Acupuncture		9.2%	63
Online Therapy		3.3%	23

Value		Percent	Responses
Women's Health Care		17.0%	117
Women's Diagnostics		4.9%	34
Topical Skincare		6.3%	43
Endocrinology Services		5.2%	36
None of the above / Does not apply		11.8%	81
Participate in a Medical Study		1.3%	9
Stop Smoking		1.9%	13
Receive Treatment for Vehicle or Workplace Injury		0.3%	2
Hire a Personal Care Assistant		0.3%	2
Hire a Caregiver or Respite Worker		1.0%	7
Have Safety Bars Installed in Bathroom		1.7%	12
Stroke Treatment		0.3%	2
Cancer Treatment		2.2%	15
Memory or Alzheimer's Care		0.6%	4
Nutritional Counseling		1.7%	12
Spinal and Postural Screening		1.2%	8
Physiotherapy		2.3%	16
Receive Treatment for Substance Abuse		0.7%	5
Receive Aquatic Therapy		0.9%	6
Join a Weight Loss Group		1.5%	10
Have Reflexology Treatment		1.0%	7
Hire a Weight Loss Professional		1.0%	7
Have Cataract Surgery		2.5%	17
Receive Treatment for PTSD		1.3%	9









Value		Percent	Responses
In Home Medical Care		0.3%	2
Memory Care Services		0.7%	5
Medical Transportation		1.3%	9
Men's Diagnostics		2.0%	14
Infertility and Reproductive Services		0.6%	4
Infectious Disease Care		0.4%	3

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%	41
Have a Hearing Exam		13.0%	89
Purchase Medical Supplies or Equipment for Home		3.3%	23
Purchase Health Related Products		12.2%	84
Purchase Health and Wellness Supplements		20.7%	142
Handicap Accessible Products		3.5%	24
Purchase Prescription Eyeglasses		37.1%	255
Purchase Prescription Contact Lenses		8.4%	58
Purchase Allergy Medications		19.1%	131
Purchase Diabetes Testing Supplies		6.0%	41
Discretionary Health Care and Wellness Services and Products		8.9%	61
Purchase Vitamins		48.6%	334
Purchase Hemp Based Supplements		3.5%	24
Purchase Anti Anxiety Medication or Supplements		9.8%	67
None of the above / Does not apply		24.6%	169
Purchase Phones for Loss of Sight or Hearing		0.1%	1
Purchase a "In-the-Ear" Hearing Aid		0.4%	3
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.4%	3
Purchase a Digital Hearing Aid		1.2%	8
Purchase a "Behind-the-Ear" Hearing Aid		1.5%	10
Purchase Hearing Aid Cleaning Supplies		1.5%	10
Purchase a "In-the-Canal" Hearing Aid		0.3%	2

Value		Percent	Responses
Purchase a Analog Hearing Aid		0.4%	3
Purchase Elder Care-Related Products or Services		1.7%	12
Purchase a Mobility Device		1.3%	9
Purchase Orthopedic Shoes		1.9%	13
Purchase Home Medical Testing Equipment or Supplies		1.0%	7
Purchase "Aging in Place" Products		2.8%	19
Purchase a Medical Alert Service		0.6%	4
Purchase Blood Pressure Monitoring Device		2.6%	18
Purchase Weight Loss Supplements		2.3%	16
Purchase Weight Loss Food Plan		1.6%	11














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

Value		Percent	Responses
Purchase a Funeral Plot		1.2%	8
Pre-purchase a Funeral Plot or Cremation Service		3.1%	21
Purchase a Monument or Headstone		3.1%	21
Use a Funeral Planner		0.9%	6
Purchase Flowers for a Funeral		0.9%	6
Use a Cremation Service		0.7%	5
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	3
None of the above / Does not apply		92.3%	634



















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		4.2%	29
Find Home for Aging Parent		1.3%	9
Memory Care Services		1.0%	7
Move into a Independent Senior Housing Community		0.6%	4
Move into a Assisted Living Facility		0.7%	5
Move into a Alzheimer's Care Facility		0.9%	6
Move Into a Hospice Facility		0.1%	1
Hospice to your Home or House		0.6%	4
Utilize a Respite Provider		0.6%	4
Seek Senior Care/Companionship		0.6%	4
Wheelchair - Mobility Store		0.7%	5
None of the above / Does not apply		93.0%	639












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		3.9%	27
Open Savings Account		4.1%	28
Online Banking		49.2%	338
Manage Investments		22.7%	156
Manage Retirement Accounts		23.0%	158
Mortgage Line of Credit		4.2%	29
Financial Consulting		17.2%	118
Financial Services		16.4%	113
Safe Deposit Box Rental		7.1%	49
Obtain New Credit Card		3.8%	26
Use Vehicle Title Loan Company		0.3%	2
Tax Preparation		37.8%	260
None of the above / Does not apply		27.1%	186























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		5.4%	37
Cash App		0.9%	6
Certificates of Deposit		8.7%	60
City or State Bonds		2.5%	17
Collectibles, Antiques or Art		2.8%	19
Common or Preferred Stock		10.9%	75
Corporate Bonds or Debentures		3.6%	25
401(k)		21.8%	150
Gold or Precious Metals		1.3%	9
IRA		19.1%	131
Money Market Funds		14.3%	98
Mutual Funds		18.9%	130
Non-US Stocks		4.2%	29
Options		0.9%	6
US Savings Bonds		2.6%	18
US Treasury Notes		1.2%	8
Coins or Stamps		1.5%	10
None of the above / Does not apply		52.3%	359

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		0.3%	2
Business Equipment Loan		0.3%	2
Carpeting or Furniture Loan		0.3%	2
College Expenses Loan		1.2%	8
College Tuition Loan		3.3%	23
Debt Consolidation Loan		1.6%	11
Medical Expenses Loan		0.1%	1
New Vehicle Loan		3.3%	23
Used Vehicle Loan		5.1%	35
Vacation or Travel Loan		0.1%	1
None of the above / Does not apply		87.5%	601

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		24.7%	170
Athleisure Clothing & Apparel		27.1%	186
Coats		21.4%	147
Dress Shoes		12.4%	85
Nail Polish		12.5%	86
Eyewear or Sunglasses		41.3%	284
Handbags		14.1%	97
Hats		13.8%	95
Intimate Apparel		21.3%	146
Jewelry or Accessories		14.7%	101
Watches		3.6%	25
Leisure Wear / Sweatpants		26.1%	179
Luggage or Bags		3.5%	24
Perfume		6.7%	46
Men's Apparel		44.0%	302
Men's Shoes		29.7%	204
Men's Underwear		33.2%	228
Women's Apparel		60.3%	414
Women's Pajamas or Sleepwear		25.2%	173
Women's Shoes		40.8%	280
Women's Underwear		43.7%	300
Socks		43.5%	299

Value		Percent	Responses
Scarves		8.0%	55
Outerwear		22.7%	156
None of the above / Does not apply		11.1%	76
Uniforms		1.6%	11
Western Clothing		1.6%	11








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		7.9%	54
Children's Pants		10.5%	72
Children's T-Shirts		12.4%	85
Children's Dresses		7.4%	51
Children's Pajamas or Sleepwear		12.1%	83
Children's Socks		9.3%	64
Children's Shorts		10.2%	70
Infant Clothing		6.0%	41
Children's School Uniform		0.9%	6
Children's Athletic Clothing		8.7%	60
None of the above / Does not apply		80.1%	550























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)		35.2%	242
Boots (Men's)		15.0%	103
Cowboy Boots (Men's)		0.9%	6
Work & Safety (Men's)		7.4%	51
Sneakers		35.2%	242
Classic & Fashion Sneakers (Women's)		16.6%	114
Work & Safety (Women's)		2.8%	19
Cowboy Boots (Women's)		1.5%	10
Athletic & Outdoor Shoes (Women's)		44.1%	303
Athletic & Outdoor Shoes (Children's)		9.0%	62
Cowboy Boots (Children's)		0.6%	4
None of the above / Does not apply		27.2%	187

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		18.0%	124
Have Clothing Dry Cleaned		25.3%	174
Have Shoes Repaired		13.0%	89
Rent or Purchase a Costume		1.5%	10
Wash Clothing at a Laundromat		6.7%	46
Purchase Custom Made Clothing Items		1.3%	9
None of the above / Does not apply		57.6%	396






















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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		10.5%	72
Bicycle Tune-Up or Repair		14.0%	96
Camping or Hiking Equipment		12.1%	83
Exercise or Fitness Equipment		10.8%	74
Fishing Rods or Reels		4.4%	30
Fishing Bait or Attractant		7.7%	53
Fishing Accessories		10.6%	73
Golf Clubs or Equipment		5.1%	35
Ammunition		9.0%	62
Running or Jogging Equipment		4.9%	34
Skiing Equipment		6.8%	47
Sports Equipment (Children)		4.4%	30
Swimming Gear		7.9%	54
Weight Lifting Equipment		4.4%	30
Hand Gun		3.9%	27
None of the above / Does not apply		48.5%	333
Archery Equipment		2.3%	16
Bicycle or Mountain Bike (Child)		0.7%	5
High End Bicycle		1.5%	10
Bicycle Rental		1.5%	10
Hunting Gear		2.5%	17
Scuba, Diving or Snorkeling Equipment		1.2%	8

Value		Percent	Responses
Soccer Equipment		2.0%	14
Sports Memorabilia		1.7%	12
Trampoline		1.2%	8
Trophies or Plaques		0.1%	1
Used Sporting Equipment		2.9%	20
Rifle		2.3%	16
Shotgun		1.3%	9




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		39.2%	269
Bedding Flowers or Perennials		46.0%	316
Fertilizer		26.8%	184
Flower Pots		25.2%	173
Garden Ornaments		9.9%	68
Gravel or Rock		13.8%	95
Hand Garden Tools		17.8%	122
Landscaping		9.9%	68
Indoor Garden Supplies		10.2%	70
Decorative Rock		4.7%	32
Lawn Seed, Turf or Sod		11.1%	76
Outdoor Fireplace or Fire Pit		6.3%	43
Outdoor Furniture		9.5%	65
Outdoor Grill		4.7%	32
Patio Cover, Awning or Canopy		3.1%	21
Patio Furniture		9.3%	64
Propane		19.9%	137
Lawn Mower (Push)		3.6%	25
Shrubbery or Trees		12.1%	83
Stone (Cast, Crushed or Natural)		7.1%	49
Insect or Fungus Control Products		9.2%	63
None of the above / Does not apply		24.9%	171























Value		Percent	Responses
Chainsaw		2.8%	19
Fountains		1.6%	11
Gate		1.5%	10
Gazebo		0.9%	6
Insects (Bees or Other Beneficial Species)		1.9%	13
Patio Heater		0.4%	3
Outdoor Infrared Heater or Fireplace		0.4%	3
Outdoor Smoker		1.3%	9
Outdoor Kitchen Equipment		0.4%	3
Outdoor Entertainment Center		0.1%	1
Pole Shed		0.9%	6
Portable Outdoor Heater		0.6%	4
Power Garden Tools		2.8%	19
Lawn Mower (Riding)		2.2%	15
Rototiller		1.0%	7
Screen Porch		1.2%	8
Storage Shed		2.8%	19
Leaf Blower		1.6%	11
Outdoor Garden Flags		1.7%	12
Snow Blower		2.0%	14
Greenhouse		1.9%	13

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		52.7%	362
Book Hotel Room		55.3%	380
Book Local Lodging for Guests		4.9%	34
Business Travel		5.7%	39
Buy Travel Tickets		25.9%	178
Gamble at a Casino		9.6%	66
Hotel or Resort Stay		30.9%	212
International Travel		16.0%	110
Rent a Car		24.3%	167
Ski Resort Stay		3.5%	24
Stay at a Casino		4.7%	32
Stay at an RV Park		3.6%	25
Take a Cruise		5.8%	40
Train Trip		14.1%	97
Travel Packages		5.2%	36
Use a Travel Agent or Agency		7.3%	50
Vacation Inside Home State		26.3%	181
Vacation Outside Home State (within the Continental US)		46.3%	318
None of the above / Does not apply		19.9%	137
Buy Luggage		2.9%	20
Charter a Boat		1.7%	12
Chartered Fishing Trip		2.5%	17
























Value		Percent	Responses
Golf Vacation		2.0%	14
Play Bingo		2.9%	20
Rent RV		1.5%	10

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

Value		Percent	Responses
Any Pet-Related Products or Services		17.9%	123
Bird Seed		21.0%	144
Cat Food		32.3%	222
Dog Food		30.0%	206
Fish Food		3.3%	23
Specialized Pet Food		7.4%	51
Other Pet Food		6.8%	47
Pet Accessories		13.0%	89
Pet Toys		20.4%	140
Find a New Veterinarian		3.1%	21
Annual Pet Vaccinations		39.0%	268
Annual Pet Checkups		41.9%	288
Adopt or Rescue a Pet		6.0%	41
Purchase Pet Medication		12.1%	83
Board a Pet Overnight		7.0%	48
Pet Dental Care		5.5%	38
Pet Grooming Services		10.9%	75
Pet Sitting Services		7.7%	53
Animal Training Classes		4.5%	31
None of the above / Does not apply		35.1%	241
Pet Clothing		2.6%	18
Pet Enclosure		0.7%	5


Value		Percent	Responses
Aquarium or Tank		1.2%	8
Fish Supplies		2.2%	15
Disease Diagnosis		1.2%	8
Pet Travel Cage		1.0%	7
Pet Travel Accessories		0.9%	6
Cremation or Burial Services		1.3%	9
Purchase a Pet		1.5%	10
Holistic or Alternative Pet Care		2.3%	16
Pet Tracking Device		0.4%	3
Hemp Based Pet Supplements		1.7%	12
THC Based Pet Supplements		0.6%	4
Holistic or Alternative Pet Supplements		2.3%	16
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	14











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

Value		Percent	Responses
Add or Replace Deck		6.3%	43
Add a Fence or Wall Structure		9.8%	67
Remodel Kitchen		6.1%	42
Remodel Bathroom		9.0%	62
General Remodeling		9.6%	66
Have Furniture Restored		3.8%	26
Install a Solar Energy System		3.8%	26
Resurface or Build New Driveway		5.1%	35
Sealcoating		4.8%	33
Replace Carpet		5.5%	38
Asphalt Repair		4.5%	31
Asphalt Resurfacing		3.2%	22
Replace Flooring		10.8%	74
Replace Windows		7.6%	52
None of the above / Does not apply		51.5%	354
Add a Room		1.2%	8
Add a Home Office		1.3%	9
Remodel Closet		1.2%	8
Cabinet Refacing or Resurfacing		2.9%	20
Refinish Bathtub		2.0%	14
Install a Glass Shower		2.5%	17
Remodel or Finish Basement Living Area		2.8%	19
Replace Garage Door		2.5%	17























Value		Percent	Responses
Build a Garage		1.3%	9
Build Out-Building		2.3%	16
Build a Storage Shed		2.5%	17
Add a Swimming Pool		1.3%	9
Switch from Gas to Electric		1.0%	7
Switch from Electric to Gas		0.3%	2
Install a Stair Lift		0.1%	1
Install "Aging In Place" Products		2.6%	18
Install Security or Monitoring System		1.0%	7
Stone or Marble Work (Bathroom or Kitchen)		1.3%	9
Residential Paving		1.7%	12
Build a "Tiny House"		1.2%	8
Install Handicap Accessible Addition		0.1%	1

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

Value		Percent	Responses
Ceramic Tile		6.7%	46
Decking		6.7%	46
Doors (Exterior)		8.7%	60
Doors (Interior)		3.3%	23
Electrical Supplies		7.0%	48
Fencing		7.4%	51
Hand Tools		9.8%	67
Hardwood Products		4.7%	32
Kitchen Cabinets		4.9%	34
Lighting and Fixtures		11.8%	81
Lumber		15.3%	105
Molding		4.1%	28
Paint (Exterior)		16.3%	112
Paint (Interior)		29.5%	203
Plywood		7.1%	49
Plumbing Supplies		7.6%	52
Power Tools		4.8%	33
Rain Gutters		4.1%	28
Roofing (Composition)		3.1%	21
Roofing (Other)		3.8%	26
Siding		3.6%	25
Windows		8.2%	56























Value		Percent	Responses
None of the above / Does not apply		40.0%	275
Furnace		2.6%	18
Generator		1.9%	13
Home Security Doorbell Camera		2.5%	17
Mill Work		1.9%	13
Security Door		0.6%	4
Security Locks		2.0%	14
Water Softener System or Supplies		2.8%	19
Wood Stove or Fireplace		2.3%	16
Window Guards		0.4%	3

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

Value		Percent	Responses
Air Conditioning Repair		3.1%	21
Air Duct Cleaning		7.1%	49
Alternative Energy Systems Installation		3.1%	21
Appliance Repair		6.8%	47
Carpenter or Woodworking		12.7%	87
Carpet Cleaning		6.7%	46
Chimney Cleaning & Repair		11.1%	76
Drywall Installation or Repair		4.8%	33
Electrical Repair		5.7%	39
Flooring - Ceramic Tile (Installation or Repair)		3.9%	27
Flooring - Laminate (Installation or Repair)		5.2%	36
Flooring - Wood (Installation or Repair)		5.1%	35
Foundation Repair		3.2%	22
Furnace Cleaning		24.7%	170
Gardening Services		5.2%	36
Gutter Installation or Repair		3.1%	21
Handyman Services		21.7%	149
Home Computer Repair		3.5%	24
Home Heating Oil or Fuel Service		11.8%	81
Home Repair		7.6%	52
Home Remodel		3.2%	22
None of the above / Does not apply		34.2%	235























Value		Percent	Responses
Alternative Energy Systems (Service or Repair)		2.6%	18
Blinds Cleaning		1.2%	8
Concrete Repair		2.8%	19
Electrical Panel Replacement		1.5%	10
Excavation & Wrecking		0.7%	5
Fire & Water Damage Restoration		0.6%	4
Flooring - Linoleum (Installation or Repair)		2.3%	16
Flooring - Other (Installation or Repair)		2.8%	19
Furnace Repair		2.8%	19
Furniture Reupholster		1.9%	13
Heating Repair		1.2%	8
Home Electronics Repair		0.7%	5



















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

Value		Percent	Responses
House Cleaning Service		13.8%	95
Black Top Contractors		5.4%	37
Junk or Yard Waste Removal		10.2%	70
Recycle		10.9%	75
Landscaping Service		12.8%	88
Painting		16.4%	113
Pest Control		10.5%	72
Plumbing Repair		8.2%	56
Pressure Washing		4.4%	30
Preventative Home Maintenance		5.2%	36
Roof Repair		6.1%	42
Septic Tank Cleaning or Repair		8.4%	58
Snow Removal		17.2%	118
Trash Removal		16.6%	114
Window Installation		5.4%	37
Window Washing		5.2%	36
Computer Repair		6.6%	45
Mobile or Cell Phone Repair		3.1%	21
None of the above / Does not apply		33.8%	232
Home Security Service		1.3%	9
Insulation Installation or Maintenance		1.7%	12
Interior Design		1.6%	11























Value		Percent	Responses
Sell Scrap Metal		2.6%	18
Movers		2.8%	19
Mold Inspection or Removal		1.2%	8
Party Equipment Rental		0.4%	3
Pool Cleaning Service		0.9%	6
Security System		1.3%	9
Siding Replacement		1.9%	13
Solar Heating or Power System Installation or Repair		2.8%	19
Stucco or Exterior Coating		0.1%	1
Tool Rental		2.3%	16
Water Well Drilling		0.3%	2
Waterproofing		0.9%	6
Yard Equipment Rental		1.3%	9









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

Value		Percent	Responses
Air Conditioning (Buy)		6.7%	46
Batteries (Home or Office)		45.9%	315
Candles		19.1%	131
Curtains or Drapes		13.4%	92
Cutlery, Flatware or Silverware		3.9%	27
Ductless Heat Pumps		3.1%	21
Emergency Preparedness Kit or Supplies		4.1%	28
Firewood		11.2%	77
Flooring Tile		5.4%	37
Floral Arrangements		8.2%	56
Hardwood Flooring		3.6%	25
Home Decor or Decorating		11.8%	81
Indoor Flowers		10.8%	74
Laminate Flooring		4.4%	30
Linens (Bathroom)		13.1%	90
Linens (Bedroom)		23.6%	162
Linens (Dining Room or Kitchen)		5.4%	37
Picture Frames		10.5%	72
Smoke Alarm or Detector		4.4%	30
Storage Boxes or Tubs		10.8%	74
Toilet Paper		65.8%	452
Window Blinds (Venetian or Mini)		7.1%	49


















Value		Percent	Responses
Window Coverings		6.0%	41
None of the above / Does not apply		16.2%	111
Awning		1.5%	10
Clocks		2.6%	18
Country or State Flags		2.6%	18
Hot Tub or Spa (New)		1.2%	8
Hot Tub or Spa (Used)		0.1%	1
King Size Bed		1.2%	8
Remote Home Monitoring Video Camera		1.9%	13
Safe		1.3%	9
Sewing Machine		1.6%	11
Shutters		0.6%	4
Signs or Banners		1.5%	10
Solar Water Heater		0.7%	5
Sports Team Flags		0.4%	3
Twin Size Bed		1.3%	9
Wallpaper		0.9%	6
Water Purification System (Drinking)		1.7%	12

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















Value		Percent	Responses
Carpeting		4.4%	30
Closet System		3.5%	24
Fine Art (Paintings, Pottery, Etc.)		6.4%	44
Furniture (Bedroom)		6.4%	44
Furniture (Dining Room)		3.2%	22
Furniture (Living Room)		11.9%	82
Innerspring Mattress		4.1%	28
Queen Size Bed		3.5%	24
Reclining Chair		4.1%	28
Rugs		9.2%	63
None of the above / Does not apply		58.8%	404
Crib		0.7%	5
Custom Built Furniture		2.6%	18
Foam Mattress		1.2%	8
Furnace		1.9%	13
Furniture (Children's)		1.5%	10
Furniture (Home Office)		1.6%	11
Futon		2.0%	14
Gas Burning Freestanding Stoves		0.4%	3
Latex Mattress		0.7%	5
Memory Foam Mattress		2.3%	16
Oriental Carpeting		0.6%	4

Value		Percent	Responses
Pillow Top Mattress		2.5%	17
Reclaimed Wood Furniture		0.9%	6
Reconditioned Furniture		1.5%	10
Rugs (Persian)		1.0%	7
Swimming Pool (Above Ground)		0.6%	4
Swimming Pool (In-Ground)		0.4%	3
Tankless Water Heater		1.7%	12
Water Heater		2.2%	15























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		10.9%	75
Fine Art		7.3%	50
Photographs		8.9%	61
Pottery		10.0%	69
Blown Glass		4.9%	34
Stone Carvings		1.3%	9
Sculpture		3.6%	25
Artistic Wall Decor		9.0%	62
Wood Carvings		2.6%	18
Poster Art		4.2%	29
Religious Art		1.2%	8
Stained Glass		4.2%	29
Ceramics		7.4%	51
Metal Work Art		3.1%	21
Music Memorabilia		2.0%	14
Movie Memorabilia		1.6%	11
None of the above / Does not apply		71.2%	489

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		8.0%	55
Dishwasher		6.8%	47
Freezer		2.6%	18
Range		4.2%	29
Oven		5.2%	36
Washer		4.4%	30
Dryer		5.1%	35
Blender		4.8%	33
Instant Pot		3.1%	21
Microwave		6.1%	42
Window Air Conditioner		3.8%	26
Coffee or Espresso Machine		7.1%	49
Vacuum Cleaner		7.0%	48
None of the above / Does not apply		65.1%	447














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
Battery		5.2%	36
Floor Mats		4.7%	32
Tires		17.6%	121
Wiper Blades		31.0%	213
None of the above / Does not apply		49.8%	342
Aftermarket Products		2.9%	20
Canopy		0.4%	3
Cargo Trailer		0.6%	4
Child Car Seat		1.9%	13
Grill Guard		0.6%	4
Ground Effects		0.1%	1
Lights		2.5%	17
Mirror(s)		0.4%	3
Motorcycle Accessories		2.0%	14
Motorcycle Parts		2.2%	15
Performance Parts		1.0%	7
RV Accessories or Supplies		1.2%	8
Roof Rack		2.8%	19
Running Boards		0.3%	2
Seat Covers		2.3%	16
Spoiler		0.3%	2
Step Bar		0.3%	2

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.7%	5
Tool Box		0.4%	3
Trailer Hitch		1.5%	10
Truck Bed Liner		0.3%	2
Visor		0.1%	1
Wheels or Rims		0.6%	4
Winch		0.3%	2
Window Tinting Equipment (Auto)		0.1%	1

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

Value		Percent	Responses
30,000 Mile Service		8.9%	61
60,000 Mile Service		8.2%	56
100,000 Mile Service		8.2%	56
Auto Detailing		7.4%	51
Auto Repair (General)		13.1%	90
Alignment		9.2%	63
Body Work		6.1%	42
Brake Replacement, Adjustment		6.0%	41
Car Rental		3.2%	22
Car Wash		41.6%	286
Gas or Service Station Services		22.7%	156
Oil Change or Lube		47.3%	325
Preventative Maintenance		24.5%	168
Safety Inspection		25.9%	178
Tire Mounting or Installation		9.9%	68
Tune-Up		11.8%	81
Windshield or Glass Repair		3.1%	21
None of the above / Does not apply		18.5%	127
Auto Warranty Work (Work Covered by Warranty)		2.9%	20
DEQ Inspection		2.3%	16
Electrical Repair		0.9%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.7%	5
Motor Repair or Replacement		0.3%	2

Value		Percent	Responses
Motorcycle Repair		1.5%	10
Muffler		0.9%	6
Painting		1.6%	11
RV Maintenance or Service		1.2%	8
Shocks		1.5%	10
Smog Check		1.7%	12
Stereo Installation		0.7%	5
Transmission or Clutch Repair		0.7%	5
Upholstery Repair		0.7%	5
Vehicle Air Conditioning Repair		2.5%	17
Vehicle Storage		0.6%	4
Vehicle Towing		0.3%	2
Windshield or Window Tinting		0.3%	2

















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

Value		Percent	Responses
Bath and Body Products		44.0%	302
Beauty Products		22.9%	157
Cosmetics		24.9%	171
Babysitting		2.9%	20
Facial		11.8%	81
Hair Care Products		50.1%	344
Hair Coloring		19.9%	137
Hair Cut		73.1%	502
Hair Removal		5.7%	39
Hair Extensions, Wigs or Weaves		0.6%	4
Manicure		14.8%	102
Massage Therapy		21.4%	147
Pedicure		24.3%	167
Skin Cleaning Products		18.8%	129
Skin Repairing / Conditioning Products		7.3%	50
Tanning Bed or Spray Tan		1.0%	7
Tattoo or Piercing		7.0%	48
None of the above / Does not apply		11.8%	81





















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








Value		Percent	Responses
Books (New)		60.4%	415
Books (Used)		41.3%	284
Books (Children's)		20.1%	138
Board Games		17.3%	119
Lottery Ticket		26.6%	183
Collectibles		5.4%	37
Comics		2.6%	18
Graphic Novels		5.5%	38
Computer Games		8.3%	57
Magazines		30.1%	207
Toys		11.5%	79
Video Console Games		6.8%	47
None of the above / Does not apply		16.7%	115

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











Value		Percent	Responses
Gems, Rocks & Minerals		5.8%	40
Ceramics and Pottery		4.8%	33
Collectables		4.7%	32
Do-It-Yourself (DIY)		18.8%	129
Games or Puzzles		23.7%	163
Beer Brewing Supplies		2.6%	18
Wine Making Supplies		0.9%	6
Jewelry Making Supplies or Beads		7.1%	49
Knitting		14.8%	102
Making Arts and Crafts		16.3%	112
Paper Crafts		8.6%	59
Quilting		7.4%	51
Scrapbooking		4.4%	30
Toy Collecting		0.4%	3
Trains, Plane & Car Model Kits		2.3%	16
None of the above / Does not apply		43.7%	300

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










Value		Percent	Responses
Attend Online College or University (Part Time)		4.1%	28
Online Continuing Education Courses		6.6%	45
Online Professional Certification or Accreditation Courses		4.1%	28
Online Language Lessons (Adult)		4.8%	33
Arts or Crafts Lessons (Adult)		11.2%	77
Cooking Lessons (Adult)		3.8%	26
Attend a Free Lecture or Seminar		24.0%	165
Attend Paid Online Lecture, Seminar or Special Class		11.4%	78
Dance Lessons		3.9%	27
Sports lessons (Child)		3.2%	22
Yoga, Pilates, or Zumba		16.9%	116
Personal Physical Training		3.3%	23
Attend an Online Local Workshop		11.9%	82
None of the above / Does not apply		46.3%	318
Attend Online College or University (Full Time)		1.0%	7
Attend Online Graduate School		1.3%	9
Attend Online Classes at Community College		2.3%	16
Business School		0.1%	1
Learning Center		0.4%	3
Culinary School		0.6%	4
Online Trade School		0.4%	3
Online Music Lessons (Adult)		2.3%	16

Value		Percent	Responses
Sports Lessons (Adult)		1.7%	12
Online Real Estate Classes		0.6%	4
Online Child Education or Tutoring		0.7%	5
Online Music lessons (Child)		0.1%	1
Online Language Lessons (Child)		0.4%	3
Arts or Crafts Lessons (Child)		2.3%	16
Attend an Online Religion Based School		0.3%	2





















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

Value		Percent	Responses
Brushes		14.0%	96
Oil paints		4.8%	33
Acrylic Paints		15.1%	104
Markers		11.8%	81
Specialty Paper		10.9%	75
Fabric Craft Supplies		13.4%	92
Beads		7.4%	51
Art Pencils and Pens		16.6%	114
Scrapbooking Supplies		4.4%	30
None of the above / Does not apply		64.3%	442
























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		0.3%	2
Drums		0.4%	3
Acoustic Guitar		2.9%	20
Electric Guitar		1.6%	11
Electric Keyboard		1.3%	9
Piano		1.0%	7
Trumpet		0.4%	3
Violin		0.4%	3
None of the above / Does not apply		93.7%	644

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		19.7%	135
French		9.6%	66
Asian		38.1%	262
German		6.0%	41
American (New)		42.2%	290
Italian		54.4%	374
Cajun or Creole		8.2%	56
Indian		25.6%	176
Chinese		53.7%	369
American (Traditional)		64.3%	442
Thai		29.7%	204
Middle Eastern		17.6%	121
Japanese		24.9%	171
Mexican		53.3%	366
Vietnamese		11.8%	81
Southern		8.4%	58
Tex-Mex		15.4%	106
Spanish		8.4%	58
Mediterranean		24.3%	167
None of the above / Does not apply		7.1%	49

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		20.2%	139
Fish & Chips		31.7%	218
Golf Course Restaurant, Bar or Snack Bar		8.3%	57
Barbeque		25.3%	174
Deli		28.2%	194
Breakfast or Brunch		48.0%	330
Appetizers		46.1%	317
Dessert		29.5%	203
Chicken Wings		19.2%	132
Hamburgers		44.3%	304
Chicken		39.6%	272
Frozen Yogurt		14.7%	101
Live or Raw food		9.8%	67
Tapas or Small Plates		11.2%	77
Theme Restaurants		5.5%	38
Soup		27.2%	187
Salad		50.1%	344
Pizza (Dine In)		15.9%	109
Pizza (Delivery)		21.1%	145
Steak		27.5%	189
Juice or Smoothies		18.0%	124
Sandwiches		46.7%	321
Pizza (Carry Out)		60.8%	418

Value		Percent	Responses
Pizza (Take & Bake)		8.4%	58
Seafood		47.0%	323
Vegan		9.9%	68
Steakhouse		16.6%	114
Sushi		22.9%	157
Vegetarian		17.3%	119
Pho		8.0%	55
None of the above / Does not apply		5.2%	36










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		0.7%	5
Purchase Commercial or Business Property		0.3%	2
Purchase Condominium or Townhouse		0.7%	5
Purchase Manufactured or Modular Home		1.2%	8
Purchase Investment Property		1.6%	11
Purchase Personal Residence		4.7%	32
Purchase Custom Built Home		1.0%	7
Purchase Residential Real Estate at an Auction		0.1%	1
Purchase Land or Agricultural Property		1.2%	8
Purchase Vacation Property		1.5%	10
None of the above / Does not apply		91.4%	628







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		0.3%	2
Sell Personal Residence		4.7%	32
Sell Vacation Property		0.3%	2
Sell Condominium or Townhouse		0.7%	5
Sell Investment Property		1.2%	8
Sell Land or Agricultural Property		0.6%	4
Sell Commercial or Business Property		0.3%	2
Sell Manufactured or Modular Home		0.1%	1
Plan to Sell Home in Master-Planned Community		0.4%	3
None of the above / Does not apply		92.9%	638









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		3.8%	26
Rent House (Residence)		4.1%	28
Rent Manufactured or Modular Home		0.6%	4
Rent or Lease Commercial Property		1.0%	7
Rent Agricultural Land		0.3%	2
Rent Subsidized Housing		0.9%	6
Rent Condo/Townhouse		2.0%	14
Rent Section 8 Housing		0.9%	6
None of the above / Does not apply		90.8%	624



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.9%	34
Use a Realtor to Buy Real Estate		4.5%	31
Use a Realtor to Buy and Sell Real Estate		2.3%	16
Plan to Sell Property Myself		1.2%	8
Use a Real Estate Broker		1.2%	8
None of the above / Does not apply		88.9%	611



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

Value		Percent	Responses
New Home Loan		3.5%	24
Home Remodel or Renovation Loan		1.9%	13
Home Construction Loan		1.0%	7
Equity Loan		2.9%	20
Land Loan		0.1%	1
Real Estate Loan for existing home		1.2%	8
Refinance Home		2.8%	19
None of the above / Does not apply		90.0%	618


















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		74.1%	509
No, don't know who to call		25.9%	178
Total: 687			





















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		75.3%	517
No, don't know who to call		24.7%	170
Total: 687			

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

Value		Percent	Responses
Imported Beer		25.6%	176
Craft Beer		35.4%	243
Champagne		17.3%	119
Premium Hard Alcohol or Spirits		25.9%	178
White Wine		46.4%	319
Red Wine		44.3%	304
Major Brand Cigarettes		4.2%	29
Recreational Marijuana		10.5%	72
Marijuana Accessories		5.7%	39
Smokeless Tobacco		0.7%	5
Pipe Tobacco		0.9%	6
Discount Cigarettes		2.5%	17
Discount Hard Alcohol or Spirits		8.4%	58
Domestic Beer		29.1%	200
Electronic Cigarette Supplies		1.9%	13
Alcoholic Cider		19.5%	134
None of the above / Does not apply		23.4%	161




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		5.2%	36
Marijuana Delivery		0.9%	6
Cannabis Dry Flower/Bud		7.0%	48
Cannabis Edibles		12.2%	84
Cannabis Tinctures		3.9%	27
Cannabis Vaporizers		2.8%	19
Cannabis Cleaning Tools or Supplies		2.0%	14
Cannabis Concentrates		3.6%	25
Cannabis Pre-Rolls		4.7%	32
Organic Cannabis Products		2.6%	18
Cannabis Oil		5.8%	40
Cannabis Beauty & Skin Care Products		4.4%	30
Cannabis Beverages		2.6%	18
Cannabis Chocolates		6.0%	41
Medical Cannabis		2.8%	19
CBD Cannabis		8.4%	58
CBG Cannabis		0.6%	4
Recreational Cannabis		9.0%	62
Medical Cannabis		4.5%	31
None of the above / Does not apply		73.9%	508







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		24.6%	169
Specialty Teas		19.2%	132
Specialty Coffee		36.8%	253
Gourmet Deli Counter Items		25.2%	173
Cookies		40.5%	278
Potato Chips		52.1%	358
Soft Drinks		32.0%	220
Energy Drinks		11.2%	77
Energy Bars		21.5%	148
Birthday Cake		17.9%	123
Beef Jerky or Meat Sticks		12.5%	86
Candy		34.1%	234
Fruit		78.2%	537
Nuts		67.8%	466
Chocolates		47.6%	327
Ice cream		70.9%	487
Artisan Bread		51.5%	354
Artisan Meats		14.4%	99
Sports Drinks		9.8%	67
Artisan Condiments		16.3%	112
Canned Sauces		29.4%	202
Chicken		78.3%	538

Value		Percent	Responses
Pork		48.0%	330
Beef		55.2%	379
Game Meats		3.8%	26
Fish		65.9%	453
Snack Mixes		23.7%	163
Vegetables		75.5%	519
Frozen Entrees		37.8%	260
Meal Kit Prep & Delivery		3.3%	23
Locally Raised Beef, Pork, Poultry		37.6%	258
Locally Grown Fruit and Vegetables		84.3%	579
Locally Produced Honey		35.1%	241
Organic Food		45.3%	311
Pickled Vegetables		23.0%	158
Artisan Cheese		41.0%	282
Alternative "Meat" Products		22.4%	154
Sausage		40.5%	278
Donuts		23.7%	163
Pastries		35.7%	245
Juice		48.8%	335
Olives		46.6%	320
Meal Kits		3.8%	26
Mac and Cheese		27.7%	190
Pizza		57.6%	396
Cookie Dough		8.0%	55

Value		Percent	Responses
Cereal		61.4%	422
Bagged Salad		44.0%	302
None of the above / Does not apply		1.2%	8




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

Value		Percent	Responses
Coupons		3.8%	26
Quality		43.8%	301
Selection		31.4%	216
Excellent Customer Service		5.1%	35
Clean Environment		11.1%	76
None of the above / Does not apply		4.8%	33








Total: 687

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		26.8%	184
Attend Online Religious or Spiritual Services		11.6%	80
Consider Leaving Current Job for Better Opportunity		10.5%	72
Donate to a Charity		62.4%	429
Donate to a Church		24.9%	171
Donate to Political Party or Government Representative		27.8%	191
Volunteer at Church		10.0%	69
Volunteer for Nonprofit Group		31.7%	218
Retire		5.8%	40
Vote in Upcoming Local Elections		59.0%	405
Vote in Upcoming State or National Elections		60.3%	414
Purchase Season Tickets for Performing Arts		7.3%	50
Attend a Holiday Themed Performance		15.1%	104
Community Activity		39.7%	273
Support an Organization		31.9%	219
Make a Donation		48.0%	330
Register to Vote		5.5%	38
None of the above / Does not apply		7.7%	53
Find New Local Golf Course		1.3%	9
Join a Golf Course		1.2%	8
Use Drone Photography Services		0.7%	5
Join a new Church		2.2%	15
Donate Vehicle		2.5%	17

























Value		Percent	Responses
Have a Baby		1.3%	9
Get Married		1.2%	8
Look into Private Schooling for Children		1.0%	7









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

Value		Percent	Responses
Go Touring on a Bicycle		8.7%	60
Go Mountain Biking		7.0%	48
Go Camping		21.8%	150
Go Hiking		46.9%	322
Go Fishing		16.0%	110
Go Backpacking		9.3%	64
None of the above / Does not apply		39.7%	273



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		51.1%	351
Arts and Entertainment		43.7%	300
Automotive - (General)		16.0%	110
Automotive - (New Vehicle Dealership)		16.3%	112
Automotive - (Used Vehicle Dealership)		15.6%	107
Automotive - (Auto Parts store)		9.6%	66
Automotive - (Auto Repair business)		7.1%	49
Automotive - (Auto Body shop)		4.7%	32
Tire Business		15.6%	107
Beauty and Spa Related Businesses		17.5%	120
Child Related Businesses		5.8%	40
Community and State Services		29.1%	200
Education		14.8%	102
Employment Related Businesses		12.2%	84
Event Planning and Services		8.6%	59
Family Activity Related Businesses		12.5%	86
Farm Equipment and Agriculture Businesses		6.4%	44
Financial Services		11.1%	76
Fitness Businesses or Providers		7.4%	51
General Retail		41.9%	288
Grocery / Market		32.8%	225
Home and Garden Related Businesses		26.6%	183











Value		Percent	Responses
Building Supply/Lumber Business		18.0%	124
Home Service Businesses		12.7%	87
Home Service Contractors		14.6%	100
Hotel and Travel Related Businesses		28.1%	193
Local Services		28.2%	194
Medical Related Businesses - (General)		13.0%	89
Medical Related Businesses - (Chiropractor)		4.5%	31
Medical Related Businesses - (Dentist)		8.7%	60
Medical Related Businesses - (Hospital)		5.1%	35
Motorsport Businesses		3.2%	22
Nightlife Related Businesses		9.5%	65
Pet / Animal		24.5%	168
Professional Services		16.6%	114
Real Estate Service Businesses		7.6%	52
Recreation Related Businesses		11.1%	76
Restaurant / Bar / Lounge		43.7%	300
Senior Related Businesses		9.6%	66
Specialty Food and Drink		22.0%	151
General Retail - Children's Clothing Store		7.9%	54
General Retail - Clothing Accessory Store		12.7%	87
General Retail - Computer Store		14.3%	98
General Retail - Farming and Agriculture Business		5.5%	38
General Retail - Furniture Store		19.4%	133
General Retail - Hardware Store		18.5%	127

Value		Percent	Responses
General Retail - Home Entertainment Store		6.4%	44
General Retail - Jewelry Store		7.0%	48
General Retail - Major Appliance Store		17.8%	122
General Retail - Men's Clothing Store		14.3%	98
General Retail - Mobile Phone Store		9.8%	67
General Retail - Shoe Store		17.9%	123
General Retail - Women's Clothing Store		26.9%	185
None of the above / Does not apply		11.1%	76























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












Value		Percent	Responses
Yes		17.9%	123
No		82.1%	564
Total: 687			

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








Value		Percent	Responses
Start a Business		1.5%	10
Get a New Full Time Job		11.5%	79
Get a New Part Time Job		9.2%	63
Get a Temporary or Seasonal Job		4.1%	28
Use an Employment or Temporary Employment Agency		1.6%	11
Use a Career Counselor		1.3%	9
Get a Second (or Third) Job		3.2%	22
Get First Job after School		1.7%	12
Apply for Unemployment Benefits		2.6%	18
None of the above / Does not apply		77.3%	531

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		5.2%	36
Customer Service		5.1%	35
Education		6.7%	46
Health Care – non nursing		3.6%	25
NonProfit		6.3%	43
None of the above / Does not apply		75.5%	519
Accounting		1.9%	13
Agriculture		1.5%	10
Automotive		0.4%	3
Banking & Finance		1.2%	8
Child Care		0.6%	4
Construction		0.4%	3
Driver / Transportation		1.9%	13
Engineering		1.6%	11
Executive Level		1.6%	11
Entry Level (New Graduate)		1.6%	11
Government		2.2%	15
Grocery		1.7%	12
Hotel - Hospitality		1.3%	9
Health Care - CNA, RN, LPN, MA		0.9%	6
Manufacturing		1.3%	9
Installation - Maintenance - Repair		0.9%	6

Value		Percent	Responses
Information Technology		1.6%	11
Insurance		0.7%	5
Legal		0.9%	6
Management		2.8%	19
Media		2.0%	14
Real Estate		0.9%	6
Retail		2.5%	17
Restaurant - Food Services		1.9%	13
Sales & Marketing		1.9%	13
Skilled Labor - Trades		1.5%	10
Warehouse		0.9%	6

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		7.9%	54
Yellow Pages directory		1.0%	7
Direct mail flyer		10.8%	74
Deal program/offer		8.3%	57
Facebook business page offer		8.6%	59
Billboard advertising		0.6%	4
None of the above / Does not apply		74.2%	510

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		2.3%	16
Read ads and keep them - using one or two		23.9%	164
Read ads and keep them - without using any		4.4%	30
Read ads but throw away without using any		31.4%	216
Throw ads away unread		35.7%	245
Do not receive direct mail or advertisements at home or PO Box		2.3%	16

Total: 687

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 %	32 4.7%	80 11.6%	345 50.2%	24 3.5%	63 9.2%	102 14.8%	41 6.0%	687
County election Count Row %	29 4.2%	78 11.4%	311 45.3%	27 3.9%	60 8.7%	95 13.8%	87 12.7%	687
State election Count Row %	34 4.9%	127 18.5%	262 38.1%	16 2.3%	84 12.2%	126 18.3%	38 5.5%	687
Total Total Responses								687

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

Value		Percent	Responses
Yes		91.4%	628
No		8.6%	59




Total: 687

116. Did you vote in the last presidential election?





















Value		Percent	Responses
Yes		97.2%	668
No		2.8%	19

Total: 687

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		22.6%	155
No		46.0%	316
Does not apply		31.4%	216
			Total: 687

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

Value		Percent	Responses
Arts and Entertainment		5.1%	8
Automotive		3.2%	5
Business Consulting		5.1%	8
Education		9.6%	15
Health and Medical		11.5%	18
Home and Garden		3.2%	5
Home Service Businesses		6.4%	10
Real Estate		3.8%	6
Other		39.1%	61
Apparel and Accessories		1.3%	2
Child Related Businesses		1.9%	3
Family Activity		0.6%	1
Financial Services		2.6%	4
Fitness Businesses or Providers		0.6%	1
Grocery and Specialty Food/Drink		0.6%	1
Hotel and Travel		0.6%	1
Local Services		1.3%	2
Pet / Animal		1.3%	2
Recreation		1.3%	2
Restaurant / Bar / Lounge		0.6%	1

Total: 156























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		11.5%	18
Use social media for promoting business		25.0%	39
Website optimized for mobile (responsive)		16.0%	25
Ongoing search optimization (SEO, SEM)		9.0%	14
Banner ads		5.1%	8
Cost-per-click ads (CPC, PPC)		5.1%	8
Cost-per-mille ads (CPM)		0.6%	1
Programmatic ads		3.2%	5
Retargeting ads		2.6%	4
Video ads		5.1%	8
Google ads (Adwords)		9.0%	14
Facebook ads		17.9%	28
Sponsored content		2.6%	4
Email advertising		11.5%	18
Site analytics		7.7%	12
Use a Digital Agency		1.9%	3
Digital ads through newspaper		6.4%	10
Digital ads through radio station		2.6%	4
Digital ads through TV station		1.9%	3
None of the above/Does not apply		53.2%	83

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.		32.7%	51
Business Logo Apparel		17.3%	27
Computer Hardware		18.6%	29
Networking Hardware or Software		10.9%	17
Office Cleaning Supplies		17.9%	28
Office Copier		3.8%	6
Office Furniture, Fixtures or Interiors		10.3%	16
Office Printer		12.2%	19
Office Supplies		43.6%	68
Promotional Items		15.4%	24
Security System		2.6%	4
Telephone Systems		6.4%	10
Uniforms or Work Clothing		7.7%	12
None of the above/Does not apply		29.5%	46

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		31.0%	48
Business Advertising		11.6%	18
Business Financial Consulting		3.2%	5
Business Bottled Water Delivery		4.5%	7
Business Cellular Phone Service		9.7%	15
Business Computer Consulting		9.0%	14
Business Internet Service Provider		12.9%	20
Business Legal Services or Attorney		9.0%	14
Business Marketing Services		6.5%	10
Business Social Media Marketing		8.4%	13
Business Meetings or Conventions		3.2%	5
Business Payroll Services		9.0%	14
Business Printing Services		14.8%	23
Business Recruitment		5.2%	8
Business Security Services		4.5%	7
Business Online Meetings		9.7%	15
None of the above / Does not apply		47.1%	73
Business Advisory Services		1.3%	2
Business Construction Contractor		1.3%	2
Business Employment Agency		1.9%	3
Business Moving or Storage		1.3%	2
Business Realty Services		1.3%	2

Value		Percent	Responses
Business Sign Company Services		2.6%	4
Business Staffing or Temp Services		1.3%	2
Selling Small Business		0.6%	1
Business Travel Agency		0.6%	1









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

Value		Percent	Responses
Rent New Office		3.9%	6
Buy New Office		1.3%	2
Add New Locations		1.3%	2
Have Employees Work From Home		3.9%	6
Renovate Existing Facilities		5.8%	9
Reduce Office Space		3.9%	6
Construct New Facilities		3.2%	5
Buy or Rent Industrial Space		1.9%	3
Buy or Rent Warehouse Space		1.3%	2
Install New Commercial Carpeting		1.3%	2
None of the above / Does not apply		82.6%	128












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		1.9%	3
Purchase Used Business Automobiles		1.3%	2
Purchase New Business Trucks		1.9%	3
Purchase Used Business Trucks		0.6%	1
Lease New Business Automobiles		1.3%	2
Lease New Business Trucks		0.6%	1
Purchase New Business Delivery Vehicles		1.3%	2
Purchase Used Business Delivery Vehicles		0.6%	1
Purchase New Heavy Duty or Commercial Business Trucks		2.6%	4
Purchase Used Heavy Duty or Commercial Business Trucks		1.9%	3
None of the above / Does not apply		92.9%	144







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

Value		Percent	Responses
Business Insurance		2.6%	4
Business Health Insurance		3.9%	6
Business Dental Insurance		1.3%	2
Business 401K or Retirement Program		2.6%	4
Business "Key Man" Insurance		3.2%	5
Business Property Insurance		3.9%	6
Business Commercial Insurance		2.6%	4
None of the above / Does not apply		91.0%	141

125. Which age brackets do you fall into?








Value		Percent	Responses
18 - 19		0.1%	1
20 - 24		1.3%	9
25 - 30		2.9%	20
31 - 34		2.0%	14
35 - 40		3.6%	25
41 - 45		3.1%	21
46 - 49		4.2%	29
50 - 54		7.0%	48
55 - 60		14.6%	100
61 - 69		32.0%	220
70 or older		29.1%	200
			Total: 687
			Avg 62

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

Value		Percent	Responses
Metro / Urban		4.4%	30
Small/Mid-Size Town		46.0%	316
Suburban		15.1%	104
Rural		33.9%	233
Vacation community		0.1%	1
Other		0.4%	3





Total: 687

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






Value		Percent	Responses
Some High School (Not Graduate)		0.3%	2
High School Graduate (12th grade)		5.0%	34
Vocational or Technical Training		2.3%	16
Some College		12.0%	82
College Graduate		29.5%	201
Some Post-Graduate Study (No Advanced Degree)		8.1%	55
Post-Graduate Degree		42.7%	291

Total: 681

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

Value		Percent	Responses
Under \$20,000		3.0%	19
\$20,000 - \$24,999		4.6%	29
\$25,000 - \$29,999		2.2%	14
\$30,000 - \$34,999		4.4%	28
\$35,000 - \$39,999		3.6%	23
\$40,000 - \$44,999		3.9%	25
\$45,000 - \$49,999		6.8%	43
\$50,000 - \$74,999		17.9%	114
\$75,000 - \$99,999		19.0%	121
\$100,000 - \$124,999		13.8%	88
\$125,000 - \$149,999		6.9%	44
\$150,000 - \$200,000		8.3%	53
Over \$200,000		5.7%	36
			Total: 637
			Avg \$92,185

129. What is your gender?

Value		Percent	Responses
Male		26.9%	183
Female		67.1%	456
Transgender		0.1%	1
Gender Variant / Non-conforming		0.9%	6
Prefer not to answer		5.0%	34






Total: 680

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.1%	1
Black or African-American		0.7%	5
Asian		1.0%	7
White or Caucasian		88.4%	601
Hispanic		0.7%	5
Other		2.1%	14
Prefer not to answer		6.9%	47

Total: 680

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






Value		Percent	Responses
Single Family Home		72.1%	490
Apartment		13.2%	90
Condominium		9.0%	61
Mobile Home		1.8%	12
Other		4.0%	27
			Total: 680

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


Value		Percent	Responses
Owned		82.0%	557
Rented		14.7%	100
Occupied Without Payment of Rent		1.3%	9
Other		1.9%	13

Total: 679

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

Value		Percent	Responses
None		83.8%	569
1		9.0%	61
2		4.6%	31
3		1.3%	9
4 or more		1.3%	9
			Total: 679

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 ---->)		32.3%	219
No		67.7%	460
Total: 679			