

2021 Pulse of America


North Carolina State Shopping Survey Report

Response Counts

Completion Rate:	100%		
	Complete		498

Total: 498












1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	498
			Total: 498

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









Value		Percent	Responses
Local Newspaper		58.4%	291
Local Newspaper Website		33.9%	169
Local TV News		65.5%	326
Local TV News Website		22.3%	111
National Broadcast News		33.1%	165
National Broadcast Website		10.2%	51
Local Radio		21.5%	107
Local Radio Website		2.2%	11
Apple News		3.6%	18
Facebook		35.7%	178
Twitter		4.4%	22
Nextdoor		9.2%	46
Other		6.2%	31

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





Value		Percent	Responses
Local Newspaper		14.1%	70
Local Newspaper Website		9.4%	47
Local TV News		30.1%	150
Local TV News Website		7.6%	38
National Broadcast News		18.3%	91
National Broadcast Website		6.2%	31
Local Radio		3.8%	19
Local Radio Website		0.2%	1
Apple News		0.8%	4
Facebook		1.8%	9
Other		7.6%	38

Total: 498

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

Value		Percent	Responses
Employment needs		38.8%	193
General status of the business		42.8%	213
New hours		47.8%	238
New services being offered		64.1%	319
Online services being offered		46.4%	231
Services that are being offered		65.5%	326
The cleaning and safety precaution policies		22.1%	110
Other		3.2%	16














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		56.8%	283
Watched Local Television		79.5%	396
Read the Local Newspaper		72.7%	362
None of the above / Does not apply		3.8%	19























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		45.8%	228
Local Radio Station		8.2%	41
Local TV Station		16.3%	81
None of the above / Does not apply		48.6%	242

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		19.9%	72
Local Daily Newspaper		83.4%	302
Local Paid Weekly Community Newspaper		22.4%	81
Local Free Weekly Print Publication		21.3%	77
Local Alternative Publication		3.9%	14
Local City or Regional Magazine		37.0%	134
Local Specialty Publication		15.5%	56
Local Business Publication		12.7%	46
Local Ethnic Publication		2.5%	9
Local Parenting Publication		0.6%	2
Local Children's Publication		1.1%	4
Local Senior Publication		13.3%	48
None of the above / Does not apply		2.2%	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		10.6%	30
Adult Contemporary		14.5%	41
Adult Hits		22.3%	63
Business News		11.3%	32
CHR (Contemporary Hit Radio)		4.9%	14
Classic Hits		29.3%	83
Classic Rock		41.0%	116
Classical		12.7%	36
Religious		25.8%	73
Country		38.9%	110
Easy Listening		19.4%	55
News/Talk		34.6%	98
Oldies		29.0%	82
Rock		19.8%	56
Sports		12.4%	35
Talk		12.7%	36
Other		8.8%	25
Hot AC		0.4%	1
Regional Mexican		0.4%	1
Rhythmic-CHR		0.4%	1
Spanish		0.7%	2
Urban AC		1.1%	3

Value		Percent	Responses
Urban Contemporary		2.8%	8
None of the above / Does not apply		1.8%	5























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




Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		69.6%	197
Midday (10:00 am - 3:00 pm)		35.0%	99
Afternoon Drive (3:00 - 7:00 pm)		56.9%	161
Evenings (7:00 pm - midnight)		19.8%	56
Overnight (midnight - 6:00 am)		4.2%	12
Don't know / Does not apply		4.2%	12

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)		54.0%	214
Morning (9 am – 12 noon)		17.2%	68
Daytime (12 noon – 3 pm)		25.3%	100
Early Fringe (3 pm – 5 pm)		10.4%	41
Early News (5 pm – 7 pm)		69.2%	274
Prime Access (7 pm – 8 pm)		27.3%	108
Prime Time (8 pm – 11 pm)		39.1%	155
Late News (11 pm – 11:30 pm)		30.8%	122
Late Fringe (11:30 pm – 1 am)		5.6%	22
Post Late Fringe (1 am - 2 am)		1.5%	6
Overnight (2 am - 5 am)		2.3%	9
Don't know - Does not apply		1.3%	5

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










Value		Percent	Responses
Auto Battery Store		7.0%	35
Auto Body Shop		5.2%	26
Auto Detailing Shop		11.4%	57
Auto Parts Store		27.5%	137
Auto Repair Shop		24.1%	120
Car Wash		63.9%	318
Gas Station		88.2%	439
New Vehicle Dealership		13.7%	68
Oil Change Station		50.2%	250
Tire Store		19.1%	95
Used Vehicle Dealership		9.6%	48
Auto Glass Repair Shop		2.0%	10
Auto Muffler Shop		0.6%	3
Auto Paint Shop		2.4%	12
Auto Salvage Yard		1.8%	9
Auto Stereo Installation		0.8%	4
Auto Towing Service		1.6%	8
Auto Window Tinting		2.0%	10
Car Audio Store		0.4%	2
Commercial Truck Dealership		0.4%	2
Recreation Vehicle (RV) Dealership		1.6%	8
RV or Camper Repair		2.2%	11

Value		Percent	Responses
Trailer Rental Service		0.4%	2
Transmission Shop		0.4%	2
None of the above / Does not apply		2.6%	13























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		2.4%	12
Boat and RV Storage Facility		1.8%	9
Boat Dealer		2.6%	13
Boat Rental Service		1.4%	7
Boat Repair Shop		1.8%	9
Boating Accessory Store		4.4%	22
Golf Cart Dealer		3.8%	19
Motorcycle Accessory Store		1.8%	9
Motorcycle Dealer		1.8%	9
Motorcycle Repair Shop		2.2%	11
Watercraft Dealer		1.4%	7
Watercraft Rental Shop		1.2%	6
None of the above / Does not apply		84.1%	419

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

Value		Percent	Responses
Agriculture Farm Supply Store		17.7%	88
Animal Feed Store		12.0%	60
Agricultural Service		2.0%	10
Farm Equipment Repair Shop		1.6%	8
Farm Truck and Tractor Repair Shop		1.6%	8
Farming Structure Building Contractor		0.6%	3
New Farm Equipment Dealer		1.8%	9
Used Farm Equipment Dealer		0.8%	4
None of the above / Does not apply		72.7%	362

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













Value		Percent	Responses
Bagel Shop		22.1%	110
Bakery		58.6%	292
Beer Shop		13.1%	65
Beverage Distributor		7.4%	37
Candy Store		11.6%	58
Cheese Shop		8.0%	40
Chocolate Shop		7.2%	36
Coffee & Tea Shop		27.7%	138
Convenience Store		60.2%	300
Cookie Store		5.6%	28
Cupcake Shop		10.2%	51
Dessert Restaurant		10.6%	53
Distillery		7.8%	39
Donut Shop		39.2%	195
Espresso or Coffee Shop		31.9%	159
Ethnic Food Restaurant		33.7%	168
Ice Cream or Frozen Yogurt Shop		47.4%	236
Liquor Store		32.3%	161
Meat Market or Butcher Shop		30.5%	152
Seafood Market		30.1%	150
Smoothie or Juice Bar		13.9%	69
Specialty Cake Bakery		10.2%	51

Value		Percent	Responses
Specialty Food Market		18.1%	90
Tea Shop		4.4%	22
U-Brew Beer or Wine Store		5.0%	25
Wine Shop		18.1%	90
Winery		13.3%	66
None of the above / Does not apply		5.8%	29




















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		10.4%	52
Farmers Market		59.2%	295
Grocery Store (Discount)		35.3%	176
Grocery Store (Ethnic)		5.2%	26
Grocery Store (Major or Regional Chain)		91.6%	456
Grocery Store (Neighborhood/Local/Mom & Pop)		24.1%	120
Grocery Store (Co-op)		9.4%	47
Grocery Store (Independent/Citywide)		17.9%	89
None of the above / Does not apply		0.8%	4












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

Value		Percent	Responses
Barbershop		33.1%	165
Day Spa		10.6%	53
Eyelash Extension Salon		0.6%	3
Hair Salon		71.5%	356
Hair Removal Salon		3.6%	18
Massage		22.9%	114
Makeup Artist		0.6%	3
Nail Salon		40.6%	202
Skin Care Store		3.2%	16
Tanning Salon		3.8%	19
Tattoo Studio		5.0%	25
None of the above / Does not apply		11.0%	55

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		16.1%	80
Bicycle Rental Service		1.2%	6
Bicycle Repair Shop		3.4%	17
Bicycle Shop		3.8%	19
Bowling Alley		13.3%	66
Dive Shop		0.4%	2
Fishing Supply Store		13.3%	66
Golf Course		11.8%	59
Golf Driving Range		9.4%	47
Golf Pro Shop		5.8%	29
Gun Shooting Range		11.0%	55
Gun Store		15.9%	79
Miniature Golf Course		10.0%	50
Outdoor Gear Store		10.4%	52
Seasonal Hunting		6.0%	30
Ski Shop		0.6%	3
New Sporting Goods Store		12.4%	62
Used Sporting Goods Store		5.2%	26
None of the above / Does not apply		45.8%	228












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

Value		Percent	Responses
Boat Charter		3.2%	16
Card or Stationery Store		24.9%	124
Catering Service		7.0%	35
Event Coordinator		1.8%	9
Hotel Meeting Room or Event Space		5.0%	25
Party Supply Store		15.7%	78
Aerial Photography		1.2%	6
Photographer		5.6%	28
Wedding Planner		1.0%	5
Wedding Venue or Banquet Hall		1.4%	7
None of the above / Does not apply		60.4%	301











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		20.1%	100
Bingo Hall		3.8%	19
Casino		6.8%	34
Community Theatre		26.5%	132
Food Festival		33.9%	169
Live Theater		23.5%	117
Local Festival		47.8%	238
Movie Theater		42.6%	212
Music Festival		24.1%	120
Performing Arts Center		24.7%	123
Stadium or Arena Events		28.1%	140
Wine Tour		11.2%	56
None of the above / Does not apply		18.5%	92








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		28.9%	144
Athletic Club		14.3%	71
Family Entertainment Center		8.4%	42
Family Play Center		4.6%	23
Horseback Riding		4.6%	23
Ice Skating or Roller Rink		3.2%	16
Local Sports Team		24.1%	120
Outdoor Park		40.8%	203
Waterpark		14.7%	73
Zoo		28.5%	142
None of the above / Does not apply		28.5%	142























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

Value		Percent	Responses
Dance Studio		3.2%	16
Exercise Classes		21.1%	105
Fitness Boot Camp		1.6%	8
Gym, Fitness or Athletic Club		36.3%	181
Martial Arts Studio		1.4%	7
Personal Trainer		4.2%	21
Rock Climbing Gym		1.2%	6
Swimming Lessons		5.8%	29
Yoga Studio		6.0%	30
None of the above / Does not apply		51.4%	256

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







Value		Percent	Responses
Adult Club or Entertainment Company		3.8%	19
Bar, Lounge or Pub		25.5%	127
Billiard Hall		2.6%	13
Card Room		0.2%	1
Sports Bar		18.1%	90
Wine Bar		11.2%	56
None of the above / Does not apply		65.1%	324

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		6.0%	30
Community College		12.0%	60
Continuing Education Courses		13.9%	69
Elementary School		7.2%	36
Lecture or Seminar Series		7.2%	36
Middle School or High School		7.8%	39
Musical Instruments and Lessons		5.2%	26
Online/On-demand Programs		9.2%	46
University / College		10.4%	52
None of the above / Does not apply		56.2%	280
Beauty School		0.6%	3
Culinary School		1.6%	8
Dance School		2.4%	12
Driving School		2.4%	12
Graduate School		2.8%	14
Language School		1.4%	7
Medical Training Certification		1.6%	8
Online Music Teacher		0.6%	3
Preschool		1.8%	9
Private Elementary School		1.2%	6
Private High School		0.8%	4
Private K-12 School		2.2%	11

Value		Percent	Responses
Private Middle School		0.6%	3
Private Tutor		1.2%	6
Real Estate School		1.6%	8
Tutoring Center		0.8%	4
Trade School		1.4%	7
Training Center		0.6%	3
Vocational School		0.4%	2















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		20.1%	100
Credit Union		18.1%	90
Financial Advisor		13.7%	68
Stockbroker		4.4%	22
Tax Return Service		10.6%	53
None of the above / Does not apply		65.5%	326






















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		1.2%	6
Bankruptcy Service		0.4%	2
Bookkeeping Service		4.4%	22
Car Leasing Service		1.4%	7
Check Cashing Service		0.8%	4
Credit Counseling Service		1.6%	8
Credit Repair Service		1.0%	5
Debt Consolidation Company		1.4%	7
Money Transfer Service		2.8%	14
Title Loan Company		1.2%	6
None of the above / Does not apply		87.8%	437

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		1.8%	9
Chiropractor		10.0%	50
Dental Clinic		4.0%	20
Dentist		42.0%	209
Denture or Implant Specialist		5.8%	29
Family Practitioner		26.9%	134
General Practitioner		17.9%	89
Hearing Aid Center		6.8%	34
Hospice Care Provider		0.2%	1
Hospital		5.4%	27
Medical Clinic		4.2%	21
Optometrist		21.7%	108
Pediatrician		3.6%	18
None of the above / Does not apply		45.6%	227














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

Value		Percent	Responses
Allergy or Asthma Specialist		7.2%	36
Audiology Clinic		5.6%	28
Blood Donation Center		10.4%	52
Cancer Specialist		6.8%	34
Cardiologist		20.1%	100
Dermatologist		36.9%	184
Ear, Nose & Throat Doctor		12.2%	61
Esthetician Skin-care		6.0%	30
Gastroenterologist		14.1%	70
Internal Medicine Doctor		23.1%	115
Laboratory or Medical Testing Facility		14.1%	70
Laser Eye Surgery Clinic		3.2%	16
Massage Therapist		15.9%	79
Medical Imaging Service		9.6%	48
Medical Supply Store		3.6%	18
Mental Health Provider		5.4%	27
Mental Health Service		3.0%	15
Obstetrician & Gynecologist		13.5%	67
Oncologist		5.0%	25
Ophthalmologist		24.3%	121
Orthodontist		5.8%	29






Value		Percent	Responses
Orthopedist		9.6%	48
Pain Clinic		3.0%	15
Pain Management Physician		5.4%	27
Physical Therapist		6.8%	34
Podiatrist		7.8%	39
Psychiatrist		4.0%	20
Psychologist		3.8%	19
Sleep Disorder Clinic		3.0%	15
Surgical Specialist		3.4%	17
Urgent Care Clinic		7.0%	35
Urologist		7.0%	35
Walk-In Clinic		6.0%	30
Wellness Program		7.2%	36
Wellness Service		5.0%	25
None of the above / Does not apply		14.5%	72
Alcoholism Treatment Program		0.4%	2
Alzheimer's or Memory Care Facility		0.8%	4
Cardiovascular Surgeon		1.2%	6
Cosmetic or Plastic Surgery		2.6%	13
Cryotherapy		0.2%	1
Home Health Care Provider		2.0%	10
Medical Spa		2.2%	11
Mental Health Clinic		0.8%	4
Naturopathic Practitioner		1.2%	6

Value		Percent	Responses
Nutritionist or Dietician		2.6%	13
Pain Control Clinic		2.2%	11
Physical Health Center		1.0%	5
Sports Medicine Clinic		1.8%	9
Vascular Surgeon or Vein Center		1.8%	9
















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

Value		Percent	Responses
55+ Housing Community		3.0%	15
Adult Day Care		0.4%	2
Aging in Place Business		0.8%	4
Assisted Living Facility		1.2%	6
Geriatric Physician		1.0%	5
Memory Care Facility		0.6%	3
Nursing Home		0.6%	3
Respite Relief Provider		0.2%	1
Retirement Counselor		2.0%	10
Retirement Home		1.0%	5
Senior Care Placement Agency		0.2%	1
Senior Center		6.6%	33
None of the above / Does not apply		88.4%	440























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		3.4%	17
CBD Store		12.2%	61
Medical Marijuana Dispensary		1.4%	7
Medical Marijuana Authorization		1.2%	6
None of the above / Does not apply		85.5%	426

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		38.6%	192
Bed & Breakfast		15.5%	77
Campground		11.6%	58
Hotel or Motel (Local)		8.0%	40
Hotel or Motel (Out-of-Town)		68.3%	340
Limo Service		1.2%	6
Luggage-Travel Store		1.0%	5
Local Tourism		12.2%	61
Regional Airport		20.3%	101
RV Rental Company		1.6%	8
Shuttle Service		4.0%	20
Ski Resort		1.2%	6
Taxi Service		4.0%	20
Travel Agent		5.6%	28
None of the above / Does not apply		20.5%	102

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		6.6%	33
Car Rental Agency		12.9%	64
Compost / Yard Waste Service		6.6%	33
Courier or Delivery Service		9.2%	46
Dry Cleaning or Laundry Service		33.7%	168
Electronics Repair Shop		3.0%	15
Information Technology (IT) Service		3.0%	15
Jewelry Repair Shop		13.9%	69
Junkyard		3.2%	16
Mail Store		19.3%	96
Mobile or Cell Phone Repair Shop		6.2%	31
Printing Service		6.4%	32
Propane Dealer		10.8%	54
Propane Home Heating Service		3.8%	19
Recycling Center		18.7%	93
Self-Storage Facility		8.6%	43
Sewing and Alterations Shop		11.4%	57
Shipping Center		16.9%	84
Shoe Repair Shop		6.6%	33
Small Engine Repair Shop		4.2%	21
Watch or Clock Repair Shop		7.6%	38
None of the above / Does not apply		24.3%	121

Value		Percent	Responses
Bottled Water Delivery Service		2.2%	11
Cremation Service Provider		1.4%	7
Funeral Service Provider		2.0%	10
Freight / Hauling Company		1.2%	6
Marriage Counselor		0.2%	1
Moving Truck Rental Company		2.4%	12
Tool / Equipment Rental Service		2.4%	12























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		12.7%	63
Charity or Philanthropic Organization		25.1%	125
Church		63.1%	314
City Center		3.0%	15
City or Municipal Service		13.1%	65
City or Town Hall		12.9%	64
Civic Center		5.8%	29
Community Center		7.6%	38
Community Organization		15.1%	75
Community Service or Non-Profit Organization		23.1%	115
Convention Center		3.4%	17
County Government Office		8.4%	42
Department of Social Services		2.6%	13
Employment Center		2.8%	14
Government Economic Program		1.0%	5
Government or Political Service		3.6%	18
Youth Organization		8.2%	41
None of the above / Does not apply		18.1%	90

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		19.1%	95
Painting Contractor		17.7%	88
Plumber or Plumbing Contractor		17.9%	89
None of the above / Does not apply		67.5%	336

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		6.6%	33
Appliance Repair Service		9.8%	49
Asphalt / Paving Contractor		3.0%	15
Carpenter or Woodworker		15.1%	75
Carpet Installation Contractor		6.4%	32
Concrete Contractor		4.0%	20
Countertop Contractor		5.6%	28
Deck Builder		9.0%	45
Drywall Installation or Repair Contractor		6.2%	31
Fencing Contractor		4.2%	21
Flooring Contractor		8.6%	43
Furnace Contractor		3.2%	16
Garbage Collection Service		10.6%	53
General Contractor		8.4%	42
Handyman		23.7%	118
Heating & Air Conditioning Services		23.3%	116
Home Security Company		5.0%	25
Junk Removal or Hauling Service		6.8%	34
Kitchen or Bath Remodeling Company		7.6%	38
Landscaping Service		15.1%	75
Remodeling Contractor		3.6%	18
Roofing Contractor		5.8%	29







Value		Percent	Responses
Septic Tank Contractor		3.2%	16
Tile Contractor		3.4%	17
None of the above / Does not apply		32.1%	160
Alternative Energy Service		0.6%	3
Demolition Contractor		1.2%	6
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		1.2%	6
Garage Builder		1.6%	8
Garage Door Contractor		2.8%	14
Gutter Installation or Repair Contractor		2.8%	14
Handicap Access Contractor		0.8%	4
Heavy Construction Machinery		0.2%	1
Home Maintenance Service		2.6%	13
Insulation Installer		0.6%	3
Landscape Architect		1.4%	7
Mover or Moving Company		2.0%	10
New Home Builder		1.4%	7
Siding Installation or Repair Contractor		1.4%	7
Solar Energy Contractor		0.8%	4
Stone or Marble Company		1.0%	5
Water Well Drilling Contractor		1.4%	7
Waterproofing Contractor		0.4%	2

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		4.8%	24
Carpet Cleaning Service		11.2%	56
Chimney Services		4.6%	23
Fuel or Oil Home Heating Service		7.8%	39
Home Gardening Service		3.2%	16
Home Pressure Washing Service		10.6%	53
House Cleaning Service		16.1%	80
Interior Designer		3.0%	15
Key or Locksmith Service		3.0%	15
Landscaper		6.6%	33
Lawn Care Service		21.5%	107
Pest Control Service or Exterminator		24.3%	121
Shades & Blinds Installation Service		3.6%	18
Television or Internet Service Provider		26.1%	130
Window & Door Installation		7.6%	38
Window Washing		6.0%	30
None of the above / Does not apply		32.9%	164
Awning & Tent Company		1.4%	7
Bathtub Refinishing Service		2.4%	12
Cabinet Refacing Service		1.8%	9
Furnace Cleaning Service		2.6%	13
Home Theater Installation Service		0.4%	2

Value		Percent	Responses
Masonry Service		0.8%	4
Pool Cleaning Service		1.4%	7
Wallcoverings Store		1.2%	6
Water Treatment Supply & Service		0.6%	3




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

Value		Percent	Responses
Childcare or Daycare		2.8%	14
At-home Daycare		0.8%	4
Children's Clothing Store		10.2%	51
Children's Shoe Store		5.4%	27
Summer Camp		6.0%	30
None of the above / Does not apply		85.1%	424














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		5.2%	26
Animal Shelter		3.2%	16
Bird Seed Store		10.6%	53
Bird Shop		0.2%	1
Emergency Animal Hospital		2.0%	10
Feed Store		6.6%	33
Fish or Aquarium Store		2.0%	10
Pet Boarding		14.1%	70
Pet Boutique		0.8%	4
Pet Groomer		20.1%	100
Pet Sitter		8.8%	44
Pet Store		20.1%	100
Pet Trainer		0.8%	4
Pet Walker		0.4%	2
Veterinarian		45.6%	227
None of the above / Does not apply		39.0%	194

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		7.8%	39
Real Estate Brokerage Firm		1.8%	9
None of the above / Does not apply		91.8%	457

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		2.8%	14
Estate Appraiser		1.0%	5
Estate Liquidator		0.2%	1
Home Inspector		4.4%	22
Manufactured or Modular Home Builder		1.2%	6
Mortgage Banker		3.8%	19
Mobile Home Dealer		1.2%	6
Mortgage Broker		3.2%	16
New Home Builder		3.2%	16
Real Estate Appraiser		4.6%	23
Real Estate Rental Agency		2.0%	10
Title & Escrow Company		1.4%	7
None of the above / Does not apply		84.7%	422

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		24.5%	122
Buffet Restaurant		22.3%	111
Chinese Restaurant		46.4%	231
Ethnic Restaurant		25.7%	128
Family Style Restaurant		50.0%	249
Fast Food Restaurant		69.7%	347
Fine Dining Restaurant		39.4%	196
Home Delivery Meals		11.6%	58
Indian Restaurant		10.8%	54
Italian Restaurant		51.0%	254
Japanese or Sushi Restaurant		33.3%	166
Mexican Restaurant		63.7%	317
Pizza Restaurant		63.5%	316
Restaurant with Lounge or Bar		22.1%	110
Thai Restaurant		21.1%	105
None of the above / Does not apply		4.4%	22








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

Value		Percent	Responses
Art Gallery		9.2%	46
Art Supply Store		14.1%	70
Bookstore		39.8%	198
Candle Shop		8.0%	40
Christian Book Store		10.8%	54
Christmas Store		15.9%	79
Computer Store		11.4%	57
Consignment Shop		30.5%	152
Craft Supply Store		22.9%	114
Department Store		63.7%	317
Discount Store		53.6%	267
Drugstore or Pharmacy		75.9%	378
Electronics Store		12.4%	62
Fabric Store		12.9%	64
Flea Market		21.5%	107
Florist		14.9%	74
Gift Shop		21.1%	105
Gun Shop		14.1%	70
Halloween Store		7.4%	37
Herb Shop or Herbalist		4.0%	20
Hobby Shop		19.7%	98
Mobile Phone Store		17.1%	85























Value		Percent	Responses
Music and Video Store		3.2%	16
Music Instrument Store		3.2%	16
Music Store		3.8%	19
Office Equipment & Supply Store		22.7%	113
Outlet Store		26.7%	133
Pawn Shop		6.0%	30
Religious Supply or Gift Shop		5.8%	29
Scrap Metal Dealer		3.0%	15
Shopping Center		39.2%	195
Thrift Store		28.3%	141
Tobacco Store		4.2%	21
Toy Store		7.6%	38
Vape or Smoke Shop		3.8%	19
Vitamin or Supplement Store		12.0%	60
Wholesale, Warehouse or Club Store		26.7%	133
Yard Equipment Store		8.2%	41
Yarn Store		5.2%	26
None of the above / Does not apply		5.8%	29
Adult Video or Adult Store		1.4%	7
Bead Store		2.6%	13
Camera Store		2.4%	12
Cigar Store		2.4%	12
Coin Shop		1.2%	6
Comic Book Shop		2.4%	12















Value		Percent	Responses
Equipment Rental Store		2.2%	11
Gold/Silver/Precious Metal Dealer		1.4%	7
Knife Store		2.2%	11
Military Surplus Store		2.6%	13
Monument or Memorial Company		0.4%	2
Record Store		2.6%	13
Security Service		2.2%	11
Sewing Studio		2.2%	11
Sign Store		1.0%	5
Survival Store		0.8%	4
Trophy or Award Store		2.0%	10
Wedding Supply Store		1.2%	6

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

Value		Percent	Responses
Home delivery with fee		16.5%	82
Free delivery		26.1%	130
Drive-thru		75.3%	375
Carryout		75.3%	375
Curbside carryout		36.7%	183
Other		6.0%	30
None of the above / Does not apply		8.8%	44

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		20.5%	102
Baby Supply & Furniture Store		6.4%	32
Bath & Accessory Store		22.3%	111
Building Supply Store or Lumber Yard		31.1%	155
Carpet Store		6.2%	31
Fireplace, Wood Stove or Barbeque Store		3.2%	16
Flooring Store		9.4%	47
Frame Shop		5.0%	25
Furniture Restoration Shop		3.6%	18
Furniture Store		20.1%	100
Hardware Store		42.6%	212
Home & Garden Store		50.8%	253
Home Decor Store		23.9%	119
Lighting Store		5.2%	26
Major Appliance Store		11.0%	55
Mattress or Bedding Store		8.8%	44
Outdoor Furniture Store		9.4%	47
Paint Store		20.7%	103
Plant Nursery & Garden Supply Store		30.3%	151
Rug Store		4.2%	21
Small Appliance Store		4.4%	22
Tool Store		6.8%	34

Value		Percent	Responses
TV & Appliance Store		5.4%	27
Window Store		3.2%	16
None of the above / Does not apply		14.9%	74
Cabinet Store		2.8%	14
Clock Shop		2.2%	11
Futon Store		0.2%	1
Hot Tub or Spa Dealer		1.4%	7
Pool & Spa Dealer		2.0%	10
Rent-to-Own Store		1.0%	5
Solar Energy Equipment Dealer		0.6%	3
Tool Rental Center		1.2%	6
TV Store		2.6%	13
Used Building Supply Store		1.6%	8
Vacuum Store		2.4%	12

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

Value		Percent	Responses
Activewear Store		28.5%	142
Beauty Supply Store		22.1%	110
Bridal Shop		1.6%	8
Clothing Accessories Store		27.5%	137
Jewelry Store		12.4%	62
Leather Goods Store		1.4%	7
Lingerie Store		8.0%	40
Logo Apparel Store		3.8%	19
Maternity Wear Store		0.6%	3
Men's Clothing Store		31.1%	155
Optician or Eyeglasses Store		29.5%	147
Outdoor Clothing Store		10.6%	53
Shoe Store		55.2%	275
Sportswear Store		17.9%	89
Swimwear Store		8.8%	44
Watch Store		2.4%	12
Western Wear Store		2.8%	14
Women's Clothing Store		62.2%	310
None of the above / Does not apply		17.3%	86

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

Value		Percent	Responses
Accountant or CPA		10.6%	53
Insurance Agency		14.5%	72
Legal Firm or Attorney		5.8%	29
Tax Advisor		6.2%	31
None of the above / Does not apply		74.5%	371
























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


Value		Percent	Responses
Architect or Architecture Firm		0.6%	3
Commercial Builder		0.4%	2
Disaster Insurance		2.2%	11
Employment or Staffing Agency		1.8%	9
Graphic Designer		0.6%	3
Immigration Lawyer / Law		0.8%	4
Life Coach		1.0%	5
Private Investigator		0.4%	2
3D Printing		0.6%	3
Personal Shopping		1.6%	8
Virtual Assistance		1.2%	6
Business Consultant		1.4%	7
SEO Consultant(ion)		0.2%	1
Branded Merchandiser		0.8%	4
Research Study		1.8%	9
Co-working space		1.2%	6
None of the above / Does not apply		88.6%	441

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		0.4%	2
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		1.0%	5
Purchase New Camper Shell		0.2%	1
Purchase New Camper Van		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class B RV		0.2%	1
Purchase Used Travel Trailer or 5th wheel		0.8%	4
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		97.4%	485

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

Value		Percent	Responses
New Car		7.8%	39
New SUV		4.6%	23
Used Car		10.8%	54
Used SUV		4.8%	24
Used Truck		4.2%	21
None of the above / Does not apply		73.3%	365
New Luxury Vehicle - Under \$50,000		1.6%	8
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	5
New Luxury Vehicle - Over \$75,000		0.2%	1
New Motorcycle		0.2%	1
New Van		0.4%	2
New Minivan		0.2%	1
New Truck		2.6%	13
New Hybrid or Electric Vehicle		2.2%	11
New Sport ATV		0.4%	2
New Utility ATV		0.4%	2
Used Luxury Vehicle - Under \$30,000		2.4%	12
Used Luxury Vehicle - \$30,000 - \$50,000		1.2%	6
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Motorcycle		0.4%	2
Used Van		0.4%	2
Used Minivan		0.6%	3
Used Sport ATV		0.4%	2

Value		Percent	Responses
Used Hybrid or Electric Vehicle		1.2%	6
Used Utility ATV		0.8%	4












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

Value		Percent	Responses
Compact car		1.6%	8
Full-size car		4.6%	23
Luxury vehicle (any size)		2.4%	12
Midsize car		3.0%	15
Pickup truck		5.4%	27
Sport utility vehicle (SUV)		14.1%	70
Van or minivan		1.2%	6
None of the above		67.7%	337



Total: 498

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
Acura		3.0%	15
Chevrolet		11.0%	55
Dodge		4.8%	24
Ford		13.7%	68
GMC		6.4%	32
Honda		12.0%	60
Hyundai		5.6%	28
Jeep		4.8%	24
Kia		6.4%	32
Lexus		3.8%	19
Nissan		5.6%	28
Subaru		5.0%	25
Toyota		16.5%	82
None of the above / Does not apply		61.6%	307
Audi		1.6%	8
BMW		2.4%	12
Buick		2.4%	12
Cadillac		1.6%	8
Chrysler		1.6%	8
Fiat		0.2%	1
Infiniti		0.6%	3
Land Rover		0.6%	3

Value		Percent	Responses
Lincoln		1.2%	6
Mazda		2.2%	11
Mercedes-Benz		1.6%	8
Mini		1.0%	5
Mitsubishi		0.2%	1
Saab		0.2%	1
Scion		0.4%	2
Suzuki		0.2%	1
Tesla		0.8%	4
Volkswagen		1.0%	5
Volvo		2.6%	13















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		9.8%	49
No		90.2%	449
Total: 498			




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		2.0%	10
GPS Device (Handheld or In-Vehicle)		3.6%	18
Office Equipment		10.6%	53
Ink or Printer Cartridges		48.4%	241
Satellite Radio		3.2%	16
Satellite TV System		1.4%	7
Stereo System (Home)		1.8%	9
Wi-Fi for Home		7.8%	39
Headphones		16.3%	81
Wireless Speakers		5.6%	28
Smartwatch		8.4%	42
Compact/Mini Projector		1.0%	5
Wearable Electronics		2.6%	13
Healthcare Device		4.2%	21
Aerial Drone		1.4%	7
Assistive Technology for Hearing		2.2%	11
Smart Sports Equipment		0.4%	2
Batteries for Electronics		47.0%	234
None of the above / Does not apply		29.1%	145






















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		2.2%	11
Camera (Digital) SLR		1.8%	9
Camera Accessories or Supplies		2.6%	13
Camera Lens		1.2%	6
Computer Accessories		8.2%	41
Computer Software		6.4%	32
E-Reader (Kindle or Similar)		2.2%	11
Tablet (iPad or Similar)		9.8%	49
Personal Computer		5.8%	29
Laptop Computer		17.5%	87
TiVo or DVR		1.2%	6
4K Ultra HD TV		4.6%	23
Smart TV		11.0%	55
None of the above / Does not apply		61.6%	307






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		29.3%	146
Prepaid Cell Phone		5.2%	26
None of the above / Does not apply		67.7%	337











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		6.4%	32
Necklaces		9.2%	46
Rings (Other)		6.8%	34
Earrings		24.7%	123
Pendants		3.4%	17
Diamond Jewelry		4.2%	21
Gold Jewelry		5.8%	29
Silver Jewelry		10.4%	52
Gemstone Jewelry		5.8%	29
Costume Jewelry		12.0%	60
Women's Watch		4.0%	20
Women's Jewelry		17.1%	85
None of the above / Does not apply		60.6%	302
Engagement Rings		1.2%	6
Wedding Rings		1.8%	9
Celtic Jewelry		1.8%	9
Pearl Jewelry		2.0%	10
Men's Jewelry		2.6%	13
Designer Jewelry		2.8%	14
Jewelry Box or Organizer		2.0%	10
Men's High-End Watch		2.2%	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		11.6%	58
Homeowner Insurance		11.4%	57
Life Insurance		5.6%	28
Medical (Health) Insurance		7.8%	39
None of the above / Does not apply		77.5%	386

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%	2
Crop Insurance		0.4%	2
Dental Insurance		22.7%	113
Disability Insurance		1.8%	9
Medicare		20.5%	102
Long Term Care Insurance		2.8%	14
Pet Insurance		3.0%	15
Professional Liability Insurance		2.4%	12
Renters Insurance		5.0%	25
None of the above / Does not apply		61.4%	306
















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

Value		Percent	Responses
Acupuncture		3.2%	16
Audiologist		8.2%	41
Chiropractic Care		12.0%	60
Counseling & Mental Health Services		7.0%	35
Checkup		52.4%	261
Hospital		6.6%	33
Medical Services		12.2%	61
Optometrist		31.1%	155
Pediatrician		7.0%	35
Primary Care		43.8%	218
Wellness Services		6.8%	34
Weight Loss Service		4.8%	24
Physical Therapy or Rehabilitation service provider		8.4%	42
Hearing Aid Center		8.0%	40
Prescription Drugs		51.2%	255
None of the above / Does not apply		21.5%	107
Geriatric Specialist		0.6%	3
Home Healthcare		0.6%	3
Pediatric Dentist		2.6%	13
Alternative Care		1.4%	7















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		1.0%	5
Bankruptcy Attorney		0.8%	4
Banking, Partnership & Business Law Attorney		1.6%	8
Child Support Attorney		0.4%	2
Criminal Law Attorney		0.4%	2
Disability & Social Security Attorney		0.8%	4
Divorce & Family Law Attorney		1.0%	5
DWI, DUI, OWI, OUI Attorney		0.2%	1
General Practice Attorney		3.0%	15
Malpractice Attorney		0.4%	2
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		1.2%	6
Real Estate Attorney		4.0%	20
Taxation Attorney		0.8%	4
Wills, Trusts & Estates Attorney		17.5%	87
None of the above / Does not apply		73.5%	366

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

























Value		Percent	Responses
Dental Checkup		65.3%	325
Teeth Cleaning		58.2%	290
Cavity Filling		15.7%	78
Crown		12.2%	61
Oral Surgery		3.2%	16
Braces		4.6%	23
Composite Bonding		1.8%	9
Dental Implants		5.4%	27
Dental Veneers		1.2%	6
Dentures		4.2%	21
Full Mouth Reconstruction		0.2%	1
Inlays or Onlays		0.4%	2
Smile Makeover		0.4%	2
Teeth Whitening		7.2%	36
None of the above / Does not apply		12.9%	64






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

Value		Percent	Responses
Botox		3.6%	18
Breast Augmentation		0.6%	3
Breast Implants		0.6%	3
Dermabrasion		1.6%	8
Eyelid Surgery		1.0%	5
Facelift		0.4%	2
Hair Loss Treatment		1.4%	7
Hair Transplant		0.2%	1
Lap Band		0.4%	2
Lasik		1.6%	8
Lip Augmentation		0.8%	4
Liposuction		1.0%	5
Skin Treatment		6.4%	32
None of the above / Does not apply		88.4%	440























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		47.8%	238
Use Physical Rehabilitation Services		3.0%	15
Participate in a Medical Study		3.2%	16
Receive Treatment for Back Pain		7.6%	38
Have an Eye/Vision Exam		64.5%	321
Have an Annual Physical or Checkup		63.1%	314
Have X-Rays Taken		11.2%	56
Have a Scheduled Surgery		4.8%	24
Have Blood Drawn for Testing		46.4%	231
Plan to Visit a Hospital for any Medical Service or Procedure		7.8%	39
Have Foot Problems Diagnosed or Treated		8.6%	43
Senior Travel		6.6%	33
Receive Treatment for a Sleep Disorder		3.4%	17
Use Personal Trainer or Instructor		3.0%	15
Cardiovascular Treatment		5.2%	26
Cancer Treatment		4.2%	21
Orthopaedic or Knee Surgery		4.4%	22
Chiropractic Care		12.2%	61
Do Corrective Exercises		4.0%	20
Get Vaccinations at Drug Store or Pharmacy		27.9%	139
Get Vaccinations at Doctors Office		29.5%	147
Have Cataract Surgery		3.4%	17

Value		Percent	Responses
Discretionary Health Care and Wellness Services		4.2%	21
Women's Health Care		18.1%	90
Women's Diagnostics		4.4%	22
Endocrinology Services		4.8%	24
None of the above / Does not apply		16.1%	80
Stop Smoking		2.6%	13
Hire a Caregiver or Respite Worker		0.6%	3
Have Safety Bars Installed in Bathroom		2.2%	11
Stroke Treatment		0.4%	2
Memory or Alzheimer's Care		0.6%	3
Nutritional Counseling		0.6%	3
Spinal and Postural Screening		1.2%	6
Physiotherapy		0.8%	4
Receive Treatment for Substance Abuse		0.2%	1
Receive Aquatic Therapy		1.4%	7
Join a Weight Loss Group		1.6%	8
Have Reflexology Treatment		0.8%	4
Hire a Weight Loss Professional		0.4%	2
Have Acupuncture		2.6%	13
Receive Treatment for PTSD		2.0%	10
Online Therapy		1.6%	8
In Home Medical Care		0.6%	3
Memory Care Services		0.6%	3
Medical Transportation		1.0%	5









Value		Percent	Responses
Men's Diagnostics		2.2%	11
Infertility and Reproductive Services		0.2%	1
Topical Skincare		2.8%	14
Infectious Disease Care		0.6%	3
Weight Loss Surgery and Procedures		0.6%	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		3.8%	19
Have a Hearing Exam		10.4%	52
Purchase Health Related Products		11.0%	55
Purchase Health and Wellness Supplements		19.9%	99
Handicap Accessible Products		4.8%	24
Purchase Prescription Eyeglasses		31.3%	156
Purchase Prescription Contact Lenses		9.2%	46
Purchase Allergy Medications		21.1%	105
Purchase Diabetes Testing Supplies		12.0%	60
Purchase Weight Loss Supplements		4.0%	20
Discretionary Health Care and Wellness Services and Products		6.2%	31
Purchase Vitamins		47.8%	238
Purchase Hemp Based Supplements		3.8%	19
Purchase Anti Anxiety Medication or Supplements		9.0%	45
None of the above / Does not apply		27.7%	138
Purchase a "In-the-Ear" Hearing Aid		0.4%	2
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	1
Purchase a Digital Hearing Aid		0.8%	4
Purchase a "Behind-the-Ear" Hearing Aid		0.6%	3
Purchase Hearing Aid Cleaning Supplies		0.6%	3
Purchase a "In-the-Canal" Hearing Aid		0.8%	4
Purchase a Analog Hearing Aid		0.2%	1

Value		Percent	Responses
Purchase Elder Care-Related Products or Services		1.2%	6
Purchase Medical Supplies or Equipment for Home		2.0%	10
Purchase a Mobility Device		1.4%	7
Purchase Orthopedic Shoes		2.8%	14
Purchase Home Medical Testing Equipment or Supplies		1.4%	7
Purchase "Aging in Place" Products		0.2%	1
Purchase a Medical Alert Service		1.0%	5
Purchase Blood Pressure Monitoring Device		2.8%	14
Purchase Weight Loss Food Plan		1.6%	8















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

Value		Percent	Responses
Purchase a Funeral Plot		0.2%	1
Pre-purchase a Funeral Plot or Cremation Service		6.2%	31
Purchase a Monument or Headstone		1.2%	6
Use a Funeral Planner		2.8%	14
Purchase Flowers for a Funeral		3.8%	19
Use a Cremation Service		2.8%	14
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	3
None of the above / Does not apply		86.1%	429



















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

Value		Percent	Responses
Aging in Place Services		1.6%	8
Find Home for Aging Parent		0.6%	3
Memory Care Services		0.8%	4
Move into a Independent Senior Housing Community		0.8%	4
Move into a Assisted Living Facility		0.2%	1
Move into a Nursing Home		0.2%	1
Move into a Alzheimer's Care Facility		0.4%	2
Hospice to your Home or House		0.2%	1
Utilize a Respite Provider		0.2%	1
Seek Senior Care/Companionship		0.8%	4
Wheelchair - Mobility Store		2.0%	10
None of the above / Does not apply		94.2%	469











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

Value		Percent	Responses
Open Checking Account		2.4%	12
Open Savings Account		3.4%	17
Online Banking		43.2%	215
Manage Investments		20.9%	104
Manage Retirement Accounts		20.1%	100
Mortgage Line of Credit		4.4%	22
Financial Consulting		12.7%	63
Financial Services		13.3%	66
Safe Deposit Box Rental		5.2%	26
Obtain New Credit Card		3.4%	17
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		0.8%	4
Tax Preparation		34.3%	171
None of the above / Does not apply		36.7%	183























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






Value		Percent	Responses
Annuities		7.4%	37
Cash App		4.6%	23
Certificates of Deposit		7.2%	36
City or State Bonds		2.2%	11
Collectibles, Antiques or Art		3.6%	18
Common or Preferred Stock		11.2%	56
Corporate Bonds or Debentures		2.6%	13
401(k)		21.9%	109
Gold or Precious Metals		3.0%	15
IRA		16.9%	84
Money Market Funds		14.9%	74
Mutual Funds		15.3%	76
Non-US Stocks		2.8%	14
Options		1.2%	6
US Savings Bonds		2.2%	11
US Treasury Notes		1.8%	9
Coins or Stamps		3.2%	16
None of the above / Does not apply		51.4%	256

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












Value		Percent	Responses
Agriculture Loan		0.2%	1
Carpeting or Furniture Loan		1.0%	5
College Expenses Loan		1.2%	6
College Tuition Loan		3.8%	19
Debt Consolidation Loan		3.0%	15
Medical Expenses Loan		0.2%	1
New Vehicle Loan		6.2%	31
Used Vehicle Loan		7.8%	39
Vacation or Travel Loan		0.2%	1
None of the above / Does not apply		83.5%	416

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		29.1%	145
Athleisure Clothing & Apparel		24.9%	124
Coats		15.5%	77
Dress Shoes		23.1%	115
Nail Polish		18.3%	91
Eyewear or Sunglasses		35.5%	177
Handbags		20.3%	101
Hats		9.8%	49
Intimate Apparel		23.5%	117
Jewelry or Accessories		18.5%	92
Watches		6.8%	34
Leisure Wear / Sweatpants		29.1%	145
Luggage or Bags		5.2%	26
Perfume		15.7%	78
Men's Apparel		43.6%	217
Men's Shoes		33.7%	168
Men's Underwear		33.9%	169
Women's Apparel		66.1%	329
Women's Pajamas or Sleepwear		30.7%	153
Women's Shoes		52.0%	259
Women's Underwear		41.4%	206
Socks		37.8%	188

Value		Percent	Responses
Scarves		5.6%	28
Outerwear		17.3%	86
None of the above / Does not apply		12.7%	63
Uniforms		2.6%	13
Western Clothing		2.0%	10








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

Value		Percent	Responses
Children's Sweaters		8.4%	42
Children's Pants		13.1%	65
Children's T-Shirts		15.1%	75
Children's Dresses		9.6%	48
Children's Pajamas or Sleepwear		12.9%	64
Children's Socks		12.7%	63
Children's Shorts		13.7%	68
Infant Clothing		8.6%	43
Children's School Uniform		3.8%	19
Children's Athletic Clothing		12.4%	62
None of the above / Does not apply		73.9%	368























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)		34.5%	172
Boots (Men's)		9.0%	45
Cowboy Boots (Men's)		1.8%	9
Work & Safety (Men's)		6.8%	34
Sneakers		32.5%	162
Classic & Fashion Sneakers (Women's)		22.7%	113
Work & Safety (Women's)		2.0%	10
Cowboy Boots (Women's)		2.4%	12
Athletic & Outdoor Shoes (Women's)		48.6%	242
Athletic & Outdoor Shoes (Children's)		11.6%	58
Cowboy Boots (Children's)		1.2%	6
None of the above / Does not apply		28.1%	140

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























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		20.9%	104
Have Clothing Dry Cleaned		34.1%	170
Have Shoes Repaired		9.8%	49
Rent or Purchase a Costume		2.6%	13
Wash Clothing at a Laundromat		3.6%	18
Purchase Custom Made Clothing Items		1.4%	7
None of the above / Does not apply		54.0%	269





















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)		6.8%	34
Bicycle Tune-Up or Repair		3.4%	17
Camping or Hiking Equipment		6.8%	34
Exercise or Fitness Equipment		11.2%	56
Fishing Rods or Reels		11.0%	55
Fishing Bait or Attractant		15.3%	76
Fishing Accessories		15.7%	78
Golf Clubs or Equipment		6.4%	32
Hunting Gear		6.4%	32
Ammunition		24.1%	120
Running or Jogging Equipment		4.2%	21
Swimming Gear		6.0%	30
Weight Lifting Equipment		5.0%	25
Rifle		7.0%	35
Hand Gun		12.2%	61
Shotgun		7.4%	37
None of the above / Does not apply		48.8%	243
Archery Equipment		2.8%	14
Bicycle or Mountain Bike (Child)		2.2%	11
High End Bicycle		1.2%	6
Bicycle Rental		2.0%	10
Scuba, Diving or Snorkeling Equipment		0.4%	2























Value		Percent	Responses
Skiing Equipment		0.2%	1
Soccer Equipment		1.8%	9
Sports Equipment (Children)		2.8%	14
Sports Memorabilia		2.2%	11
Trampoline		1.4%	7
Trophies or Plaques		0.8%	4
Used Sporting Equipment		1.8%	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		38.2%	190
Bedding Flowers or Perennials		49.0%	244
Fertilizer		31.5%	157
Flower Pots		25.1%	125
Fountains		3.2%	16
Garden Ornaments		11.4%	57
Gravel or Rock		14.3%	71
Hand Garden Tools		17.5%	87
Landscaping		13.7%	68
Indoor Garden Supplies		7.2%	36
Decorative Rock		6.6%	33
Lawn Seed, Turf or Sod		12.9%	64
Outdoor Fireplace or Fire Pit		5.2%	26
Outdoor Furniture		9.4%	47
Outdoor Grill		8.0%	40
Patio Cover, Awning or Canopy		3.0%	15
Patio Furniture		12.2%	61
Power Garden Tools		3.2%	16
Propane		14.7%	73
Lawn Mower (Push)		3.6%	18
Lawn Mower (Riding)		4.0%	20
Screen Porch		3.2%	16























Value		Percent	Responses
Shrubby or Trees		13.3%	66
Stone (Cast, Crushed or Natural)		4.6%	23
Leaf Blower		4.0%	20
Insect or Fungus Control Products		19.1%	95
Outdoor Garden Flags		10.2%	51
None of the above / Does not apply		22.9%	114
Chainsaw		2.4%	12
Gate		1.8%	9
Gazebo		1.4%	7
Insects (Bees or Other Beneficial Species)		1.8%	9
Patio Heater		1.4%	7
Outdoor Infrared Heater or Fireplace		0.8%	4
Outdoor Smoker		1.0%	5
Outdoor Kitchen Equipment		1.4%	7
Outdoor Entertainment Center		0.8%	4
Pole Shed		0.6%	3
Portable Outdoor Heater		0.4%	2
Rototiller		0.2%	1
Storage Shed		2.4%	12
Greenhouse		1.4%	7

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

Value		Percent	Responses
Airline Flight		41.8%	208
Book Hotel Room		59.6%	297
Book Local Lodging for Guests		3.6%	18
Business Travel		6.8%	34
Buy Luggage		4.8%	24
Buy Travel Tickets		18.3%	91
Chartered Fishing Trip		3.2%	16
Gamble at a Casino		6.4%	32
Golf Vacation		3.6%	18
Hotel or Resort Stay		38.4%	191
International Travel		11.0%	55
Rent a Car		19.9%	99
Stay at a Casino		3.8%	19
Stay at an RV Park		3.6%	18
Take a Cruise		8.8%	44
Train Trip		9.6%	48
Travel Packages		8.0%	40
Use a Travel Agent or Agency		8.2%	41
Vacation Inside Home State		28.9%	144
Vacation Outside Home State (within the Continental US)		35.7%	178
None of the above / Does not apply		21.3%	106
Charter a Boat		2.2%	11
























Value		Percent	Responses
Play Bingo		2.6%	13
Rent RV		1.6%	8
Ski Resort Stay		1.0%	5

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

Value		Percent	Responses
Any Pet-Related Products or Services		17.1%	85
Bird Seed		22.1%	110
Cat Food		24.5%	122
Dog Food		40.6%	202
Fish Food		3.8%	19
Specialized Pet Food		5.4%	27
Other Pet Food		4.8%	24
Pet Accessories		18.9%	94
Pet Clothing		3.0%	15
Pet Toys		17.1%	85
Find a New Veterinarian		3.0%	15
Annual Pet Vaccinations		41.0%	204
Annual Pet Checkups		40.2%	200
Adopt or Rescue a Pet		4.8%	24
Purchase Pet Medication		15.5%	77
Board a Pet Overnight		9.8%	49
Pet Dental Care		5.6%	28
Pet Grooming Services		15.5%	77
Pet Sitting Services		5.8%	29
Anti Anxiety or Stress Pet Medication for Holidays		3.0%	15
None of the above / Does not apply		35.3%	176
Pet Enclosure		0.8%	4























Value		Percent	Responses
Aquarium or Tank		1.2%	6
Fish Supplies		2.6%	13
Disease Diagnosis		1.0%	5
Pet Travel Cage		1.2%	6
Pet Travel Accessories		1.0%	5
Cremation or Burial Services		0.6%	3
Purchase a Pet		1.4%	7
Holistic or Alternative Pet Care		1.4%	7
Pet Tracking Device		1.0%	5
Animal Training Classes		2.2%	11
Hemp Based Pet Supplements		1.6%	8
THC Based Pet Supplements		0.8%	4
Holistic or Alternative Pet Supplements		1.4%	7











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

Value		Percent	Responses
Add or Replace Deck		8.4%	42
Add a Fence or Wall Structure		5.4%	27
Remodel Kitchen		6.8%	34
Cabinet Refacing or Resurfacing		3.0%	15
Remodel Bathroom		10.2%	51
Install a Glass Shower		3.2%	16
General Remodeling		7.8%	39
Have Furniture Restored		4.0%	20
Resurface or Build New Driveway		3.0%	15
Replace Carpet		7.8%	39
Replace Flooring		12.2%	61
Replace Windows		7.2%	36
None of the above / Does not apply		55.2%	275
Add a Room		0.8%	4
Add a Home Office		0.8%	4
Remodel Closet		2.2%	11
Refinish Bathtub		1.8%	9
Remodel or Finish Basement Living Area		0.8%	4
Replace Garage Door		1.0%	5
Build a Garage		1.2%	6
Build Out-Building		1.2%	6
Build a Storage Shed		2.4%	12
Add a Swimming Pool		0.8%	4























Value		Percent	Responses
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		0.8%	4
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		1.2%	6
Install a Solar Energy System		1.2%	6
Install Security or Monitoring System		2.2%	11
Stone or Marble Work (Bathroom or Kitchen)		1.8%	9
Sealcoating		0.6%	3
Asphalt Repair		2.8%	14
Asphalt Resurfacing		2.0%	10
Residential Paving		0.8%	4
Build a "Tiny House"		0.4%	2
Install Handicap Accessible Addition		0.8%	4

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		6.0%	30
Decking		10.4%	52
Doors (Exterior)		6.6%	33
Doors (Interior)		5.0%	25
Electrical Supplies		5.8%	29
Fencing		5.4%	27
Generator		3.2%	16
Hand Tools		8.2%	41
Hardwood Products		3.6%	18
Home Security Doorbell Camera		5.0%	25
Lighting and Fixtures		10.4%	52
Lumber		10.8%	54
Molding		3.6%	18
Paint (Exterior)		13.3%	66
Paint (Interior)		25.7%	128
Plywood		5.8%	29
Plumbing Supplies		5.8%	29
Power Tools		4.4%	22
Windows		6.8%	34
None of the above / Does not apply		47.2%	235
Furnace		0.6%	3
Kitchen Cabinets		2.8%	14























Value		Percent	Responses
Mill Work		0.4%	2
Rain Gutters		2.6%	13
Roofing (Composition)		2.6%	13
Roofing (Other)		2.4%	12
Security Door		0.6%	3
Security Locks		2.4%	12
Siding		1.4%	7
Water Softener System or Supplies		0.8%	4
Wood Stove or Fireplace		0.4%	2
Window Guards		0.4%	2

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

Value		Percent	Responses
Air Conditioning Repair		9.2%	46
Air Duct Cleaning		5.8%	29
Appliance Repair		5.8%	29
Blinds Cleaning		5.2%	26
Carpenter or Woodworking		5.6%	28
Carpet Cleaning		12.7%	63
Chimney Cleaning & Repair		3.4%	17
Concrete Repair		3.2%	16
Drywall Installation or Repair		5.4%	27
Electrical Repair		5.8%	29
Flooring - Laminate (Installation or Repair)		5.6%	28
Flooring - Wood (Installation or Repair)		4.4%	22
Flooring - Other (Installation or Repair)		3.6%	18
Furnace Cleaning		3.4%	17
Gardening Services		4.8%	24
Gutter Installation or Repair		3.2%	16
Handyman Services		18.7%	93
Home Repair		8.2%	41
Home Remodel		3.2%	16
None of the above / Does not apply		45.8%	228
Alternative Energy Systems Installation		0.8%	4
Alternative Energy Systems (Service or Repair)		0.4%	2























Value		Percent	Responses
Electrical Panel Replacement		0.6%	3
Excavation & Wrecking		0.4%	2
Fire & Water Damage Restoration		0.6%	3
Flooring - Ceramic Tile (Installation or Repair)		1.4%	7
Flooring - Linoleum (Installation or Repair)		1.8%	9
Foundation Repair		1.2%	6
Furnace Repair		0.2%	1
Furniture Reupholster		1.6%	8
Heating Repair		2.8%	14
Home Computer Repair		1.4%	7
Home Electronics Repair		0.4%	2
Home Heating Oil or Fuel Service		1.8%	9

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

Value		Percent	Responses
Home Security Service		3.6%	18
House Cleaning Service		13.7%	68
Junk or Yard Waste Removal		7.0%	35
Recycle		6.4%	32
Landscaping Service		11.4%	57
Painting		13.9%	69
Pest Control		19.3%	96
Plumbing Repair		6.2%	31
Pressure Washing		10.0%	50
Preventative Home Maintenance		4.4%	22
Roof Repair		3.2%	16
Trash Removal		9.6%	48
Window Installation		5.8%	29
Window Washing		4.4%	22
Computer Repair		4.0%	20
None of the above / Does not apply		41.6%	207
Black Top Contractors		0.8%	4
Insulation Installation or Maintenance		1.6%	8
Interior Design		2.4%	12
Sell Scrap Metal		1.4%	7
Movers		2.2%	11
Mold Inspection or Removal		0.8%	4























Value		Percent	Responses
Party Equipment Rental		0.2%	1
Pool Cleaning Service		1.0%	5
Security System		2.4%	12
Septic Tank Cleaning or Repair		2.8%	14
Siding Replacement		1.8%	9
Snow Removal		0.6%	3
Solar Heating or Power System Installation or Repair		0.6%	3
Tool Rental		0.8%	4
Water Well Drilling		0.6%	3
Waterproofing		0.6%	3
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.2%	1
Mobile or Cell Phone Repair		2.8%	14

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

Value		Percent	Responses
Air Conditioning (Buy)		4.4%	22
Batteries (Home or Office)		42.8%	213
Candles		20.1%	100
Clocks		4.6%	23
Country or State Flags		5.6%	28
Curtains or Drapes		12.0%	60
Cutlery, Flatware or Silverware		5.8%	29
Emergency Preparedness Kit or Supplies		5.0%	25
Firewood		3.2%	16
Flooring Tile		3.2%	16
Floral Arrangements		4.8%	24
Hardwood Flooring		4.6%	23
Home Decor or Decorating		14.1%	70
Indoor Flowers		9.8%	49
King Size Bed		3.2%	16
Laminate Flooring		4.2%	21
Linens (Bathroom)		14.7%	73
Linens (Bedroom)		20.9%	104
Linens (Dining Room or Kitchen)		5.2%	26
Picture Frames		10.8%	54
Remote Home Monitoring Video Camera		3.2%	16
Storage Boxes or Tubs		6.0%	30


















Value		Percent	Responses
Toilet Paper		54.4%	271
Window Blinds (Venetian or Mini)		5.8%	29
Window Coverings		4.8%	24
None of the above / Does not apply		25.7%	128
Awning		2.6%	13
Ductless Heat Pumps		0.2%	1
Hot Tub or Spa (New)		1.4%	7
Hot Tub or Spa (Used)		0.4%	2
Safe		1.4%	7
Sewing Machine		1.0%	5
Shutters		2.2%	11
Signs or Banners		2.0%	10
Smoke Alarm or Detector		2.2%	11
Solar Water Heater		0.2%	1
Sports Team Flags		0.8%	4
Twin Size Bed		1.0%	5
Wallpaper		1.6%	8
Water Purification System (Drinking)		1.2%	6

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		10.0%	50
Closet System		3.2%	16
Fine Art (Paintings, Pottery, Etc.)		4.6%	23
Furniture (Bedroom)		10.0%	50
Furniture (Dining Room)		3.0%	15
Furniture (Home Office)		3.0%	15
Furniture (Living Room)		12.2%	61
Memory Foam Mattress		3.2%	16
Pillow Top Mattress		3.0%	15
Reclining Chair		6.8%	34
Rugs		9.2%	46
None of the above / Does not apply		56.4%	281
Crib		1.0%	5
Custom Built Furniture		0.6%	3
Foam Mattress		2.2%	11
Furnace		0.8%	4
Furniture (Children's)		2.2%	11
Futon		0.8%	4
Gas Burning Freestanding Stoves		0.2%	1
Innerspring Mattress		2.6%	13
Oriental Carpeting		0.4%	2
Queen Size Bed		2.6%	13

Value		Percent	Responses
Reclaimed Wood Furniture		0.4%	2
Reconditioned Furniture		1.4%	7
Rugs (Persian)		0.8%	4
Swimming Pool (Above Ground)		0.4%	2
Swimming Pool (In-Ground)		1.2%	6
Tankless Water Heater		2.6%	13
Water Heater		2.4%	12























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		10.4%	52
Fine Art		5.6%	28
Photographs		8.4%	42
Pottery		7.2%	36
Blown Glass		2.8%	14
Stone Carvings		1.6%	8
Sculpture		3.0%	15
Artistic Wall Decor		8.2%	41
Wood Carvings		1.6%	8
Poster Art		4.4%	22
Religious Art		3.2%	16
Stained Glass		3.2%	16
Ceramics		3.6%	18
Metal Work Art		2.6%	13
Music Memorabilia		2.0%	10
Movie Memorabilia		1.0%	5
None of the above / Does not apply		73.9%	368

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		8.2%	41
Dishwasher		4.4%	22
Freezer		4.8%	24
Range		4.4%	22
Oven		3.2%	16
Washer		4.4%	22
Dryer		4.8%	24
Blender		4.0%	20
Instant Pot		3.0%	15
Microwave		8.6%	43
Window Air Conditioner		1.2%	6
Coffee or Espresso Machine		6.4%	32
Vacuum Cleaner		6.8%	34
None of the above / Does not apply		67.5%	336

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

Value		Percent	Responses
Aftermarket Products		3.6%	18
Battery		7.4%	37
Child Car Seat		3.2%	16
Floor Mats		6.8%	34
Seat Covers		4.4%	22
Tires		17.5%	87
Wiper Blades		24.7%	123
None of the above / Does not apply		52.6%	262
Canopy		0.4%	2
Cargo Trailer		0.8%	4
Grill Guard		0.4%	2
Lights		2.6%	13
Mirror(s)		0.8%	4
Motorcycle Accessories		1.4%	7
Motorcycle Parts		1.0%	5
RV Accessories or Supplies		1.8%	9
Roof Rack		0.6%	3
Running Boards		0.6%	3
Spoiler		0.2%	1
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		0.8%	4
Tool Box		0.8%	4

Value		Percent	Responses
Trailer Hitch		0.8%	4
Truck Bed Liner		0.6%	3
Visor		0.4%	2
Wheels or Rims		0.6%	3
Winch		0.6%	3
Window Tinting Equipment (Auto)		1.0%	5

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

Value		Percent	Responses
30,000 Mile Service		7.0%	35
60,000 Mile Service		6.4%	32
100,000 Mile Service		8.6%	43
Auto Detailing		9.8%	49
Auto Repair (General)		8.8%	44
Auto Warranty Work (Work Covered by Warranty)		3.2%	16
Alignment		8.8%	44
Body Work		3.8%	19
Brake Replacement, Adjustment		4.6%	23
Car Wash		45.4%	226
Gas or Service Station Services		21.7%	108
Oil Change or Lube		46.0%	229
Preventative Maintenance		20.9%	104
Safety Inspection		21.5%	107
Tire Mounting or Installation		5.6%	28
Tune-Up		9.4%	47
Vehicle Air Conditioning Repair		3.0%	15
None of the above / Does not apply		22.7%	113
Car Rental		2.4%	12
DEQ Inspection		0.4%	2
Electrical Repair		0.6%	3
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	4
Motor Repair or Replacement		0.2%	1

Value		Percent	Responses
Motorcycle Repair		0.4%	2
Muffler		0.6%	3
Painting		1.8%	9
RV Maintenance or Service		1.6%	8
Shocks		2.0%	10
Smog Check		0.2%	1
Stereo Installation		0.2%	1
Transmission or Clutch Repair		0.6%	3
Upholstery Repair		2.4%	12
Vehicle Storage		0.2%	1
Vehicle Towing		1.0%	5
Windshield or Glass Repair		2.8%	14
Windshield or Window Tinting		1.4%	7

















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		49.4%	246
Beauty Products		40.0%	199
Cosmetics		46.0%	229
Babysitting		2.0%	10
Facial		16.5%	82
Hair Care Products		61.0%	304
Hair Coloring		26.3%	131
Hair Cut		67.9%	338
Hair Removal		6.4%	32
Hair Extensions, Wigs or Weaves		2.2%	11
Manicure		25.7%	128
Massage Therapy		20.9%	104
Pedicure		38.4%	191
Skin Cleaning Products		24.7%	123
Skin Repairing / Conditioning Products		11.0%	55
Tanning Bed or Spray Tan		4.0%	20
Tattoo or Piercing		5.8%	29
None of the above / Does not apply		11.4%	57























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)		42.8%	213
Books (Used)		30.9%	154
Books (Children's)		17.3%	86
Board Games		15.5%	77
Lottery Ticket		30.7%	153
Collectibles		5.2%	26
Comics		2.4%	12
Graphic Novels		1.6%	8
Computer Games		9.2%	46
Magazines		26.1%	130
Toys		11.2%	56
Video Console Games		7.6%	38
None of the above / Does not apply		25.1%	125

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		3.0%	15
Ceramics and Pottery		3.6%	18
Collectables		3.6%	18
Do-It-Yourself (DIY)		18.5%	92
Games or Puzzles		21.9%	109
Beer Brewing Supplies		2.2%	11
Wine Making Supplies		0.6%	3
Jewelry Making Supplies or Beads		4.0%	20
Knitting		8.2%	41
Making Arts and Crafts		11.8%	59
Paper Crafts		4.6%	23
Quilting		5.0%	25
Scrapbooking		4.8%	24
Toy Collecting		0.6%	3
Trains, Plane & Car Model Kits		2.2%	11
None of the above / Does not apply		51.8%	258

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












Value		Percent	Responses
Attend Online College or University (Full Time)		3.6%	18
Attend Online College or University (Part Time)		6.2%	31
Attend Online Classes at Community College		4.6%	23
Online Continuing Education Courses		4.6%	23
Arts or Crafts Lessons (Adult)		6.6%	33
Cooking Lessons (Adult)		3.2%	16
Attend a Free Lecture or Seminar		15.1%	75
Attend Paid Online Lecture, Seminar or Special Class		5.2%	26
Yoga, Pilates, or Zumba		7.2%	36
Personal Physical Training		3.0%	15
Attend an Online Local Workshop		7.0%	35
None of the above / Does not apply		61.6%	307
Attend Online Graduate School		2.2%	11
Business School		0.2%	1
Learning Center		0.4%	2
Culinary School		0.6%	3
Online Trade School		0.2%	1
Online Professional Certification or Accreditation Courses		2.0%	10
Online Language Lessons (Adult)		2.8%	14
Online Music Lessons (Adult)		0.6%	3
Sports Lessons (Adult)		0.8%	4
Online Real Estate Classes		1.0%	5

Value		Percent	Responses
Online Child Education or Tutoring		1.4%	7
Dance Lessons		2.4%	12
Online Music lessons (Child)		0.6%	3
Sports lessons (Child)		1.8%	9
Online Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		0.2%	1
Change Online School		0.2%	1
Attend an Online Religion Based School		0.4%	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		14.1%	70
Oil paints		5.4%	27
Acrylic Paints		12.9%	64
Markers		12.4%	62
Specialty Paper		7.6%	38
Fabric Craft Supplies		9.2%	46
Beads		3.2%	16
Art Pencils and Pens		13.1%	65
Scrapbooking Supplies		4.6%	23
None of the above / Does not apply		69.9%	348

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









Value		Percent	Responses
Clarinet		0.2%	1
Drums		0.6%	3
Flute		0.2%	1
Acoustic Guitar		2.6%	13
Electric Guitar		1.6%	8
Electric Keyboard		1.4%	7
Piano		1.4%	7
Piano (High End)		0.4%	2
Trumpet		0.2%	1
Violin		0.8%	4
None of the above / Does not apply		93.4%	465

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












Value		Percent	Responses
Greek		20.7%	103
French		6.6%	33
Asian		33.9%	169
German		4.8%	24
American (New)		37.1%	185
Italian		60.8%	303
Cajun or Creole		11.8%	59
Indian		9.0%	45
Chinese		49.4%	246
American (Traditional)		79.3%	395
Thai		21.7%	108
Middle Eastern		6.0%	30
Japanese		35.1%	175
Mexican		66.5%	331
Vietnamese		8.2%	41
Southern		43.4%	216
Tex-Mex		16.5%	82
Spanish		8.6%	43
Mediterranean		17.3%	86
None of the above / Does not apply		5.2%	26

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		40.8%	203
Fish & Chips		20.3%	101
Golf Course Restaurant, Bar or Snack Bar		6.2%	31
Barbeque		48.8%	243
Deli		34.9%	174
Breakfast or Brunch		52.6%	262
Appetizers		46.2%	230
Dessert		36.7%	183
Chicken Wings		32.9%	164
Hamburgers		66.3%	330
Chicken		61.2%	305
Frozen Yogurt		15.9%	79
Live or Raw food		7.0%	35
Tapas or Small Plates		6.2%	31
Theme Restaurants		4.4%	22
Soup		29.3%	146
Salad		59.4%	296
Pizza (Dine In)		25.5%	127
Pizza (Delivery)		23.3%	116
Steak		40.8%	203
Juice or Smoothies		17.1%	85
Sandwiches		57.2%	285
Pizza (Carry Out)		53.8%	268

Value		Percent	Responses
Pizza (Take & Bake)		10.2%	51
Seafood		58.0%	289
Steakhouse		30.9%	154
Sushi		17.9%	89
Vegetarian		9.0%	45
Pho		4.6%	23
None of the above / Does not apply		4.6%	23
Vegan		2.4%	12










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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.2%	1
Purchase Commercial or Business Property		0.4%	2
Purchase Condominium or Townhouse		1.4%	7
Purchase Manufactured or Modular Home		0.8%	4
Purchase Investment Property		1.6%	8
Purchase Personal Residence		4.8%	24
Purchase Custom Built Home		2.4%	12
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		2.2%	11
Purchase Vacation Property		1.6%	8
None of the above / Does not apply		89.8%	447







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		0.4%	2
Sell Personal Residence		3.4%	17
Sell Vacation Property		1.2%	6
Sell Condominium or Townhouse		0.4%	2
Sell Investment Property		2.0%	10
Sell Land or Agricultural Property		2.0%	10
Sell Commercial or Business Property		0.4%	2
Plan to Sell Home in Master-Planned Community		0.4%	2
None of the above / Does not apply		91.6%	456











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

Value		Percent	Responses
Rent New Apartment		2.0%	10
Rent House (Residence)		4.2%	21
Rent Manufactured or Modular Home		0.6%	3
Rent or Lease Commercial Property		0.8%	4
Rent Agricultural Land		0.6%	3
Rent Subsidized Housing		0.2%	1
Rent Condo/Townhouse		2.6%	13
Rent Section 8 Housing		0.2%	1
None of the above / Does not apply		92.2%	459



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.8%	19
Use a Realtor to Buy Real Estate		4.8%	24
Use a Realtor to Buy and Sell Real Estate		4.0%	20
Plan to Sell Property Myself		2.2%	11
Use a Real Estate Broker		3.0%	15
None of the above / Does not apply		86.1%	429



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		5.2%	26
Home Remodel or Renovation Loan		1.4%	7
Business Construction Loan		0.4%	2
Home Construction Loan		1.2%	6
Equity Loan		2.4%	12
Land Loan		0.6%	3
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		0.8%	4
Refinance Home		3.0%	15
None of the above / Does not apply		87.6%	436

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		78.1%	389
No, don't know who to call		21.9%	109
Total: 498			

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		78.9%	393
No, don't know who to call		21.1%	105

Total: 498

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		18.1%	90
Craft Beer		20.1%	100
Champagne		14.9%	74
Premium Hard Alcohol or Spirits		16.3%	81
White Wine		40.2%	200
Red Wine		35.9%	179
Major Brand Cigarettes		6.6%	33
Recreational Marijuana		2.0%	10
Marijuana Accessories		1.6%	8
Smokeless Tobacco		2.4%	12
Pipe Tobacco		0.4%	2
Discount Cigarettes		3.0%	15
Discount Hard Alcohol or Spirits		7.0%	35
Domestic Beer		26.9%	134
Electronic Cigarette Supplies		2.6%	13
Alcoholic Cider		9.0%	45
None of the above / Does not apply		36.9%	184




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		1.6%	8
Marijuana Delivery		0.4%	2
Cannabis Dry Flower/Bud		2.0%	10
Cannabis Edibles		3.2%	16
Cannabis Tinctures		1.2%	6
Cannabis Vaporizers		1.0%	5
Cannabis Cleaning Tools or Supplies		0.4%	2
Cannabis Concentrates		1.6%	8
Cannabis Pre-Rolls		0.8%	4
Organic Cannabis Products		0.4%	2
Cannabis Oil		3.2%	16
Cannabis Beauty & Skin Care Products		1.8%	9
Cannabis Beverages		0.2%	1
Cannabis Chocolates		1.4%	7
Medical Cannabis		1.0%	5
CBD Cannabis		6.4%	32
CBG Cannabis		0.4%	2
Recreational Cannabis		2.2%	11
Medical Cannabis		1.4%	7
None of the above / Does not apply		87.8%	437







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		22.5%	112
Specialty Teas		14.3%	71
Specialty Coffee		29.7%	148
Gourmet Deli Counter Items		25.5%	127
Cookies		50.8%	253
Potato Chips		63.7%	317
Soft Drinks		54.8%	273
Energy Drinks		11.8%	59
Energy Bars		19.9%	99
Birthday Cake		26.5%	132
Beef Jerky or Meat Sticks		15.1%	75
Candy		47.4%	236
Fruit		74.5%	371
Nuts		67.5%	336
Chocolates		50.4%	251
Ice cream		70.7%	352
Artisan Bread		30.5%	152
Artisan Meats		8.0%	40
Sports Drinks		17.3%	86
Artisan Condiments		8.4%	42
Canned Sauces		38.8%	193
Chicken		83.7%	417

Value		Percent	Responses
Pork		58.6%	292
Beef		69.3%	345
Game Meats		4.8%	24
Fish		57.0%	284
Snack Mixes		28.7%	143
Vegetables		70.7%	352
Frozen Entrees		46.0%	229
Meal Kit Prep & Delivery		7.0%	35
Locally Raised Beef, Pork, Poultry		22.7%	113
Locally Grown Fruit and Vegetables		73.1%	364
Locally Produced Honey		31.1%	155
Organic Food		23.1%	115
Pickled Vegetables		18.5%	92
Artisan Cheese		25.3%	126
Alternative "Meat" Products		11.2%	56
Sausage		54.4%	271
Donuts		36.9%	184
Pastries		32.3%	161
Juice		49.2%	245
Olives		35.9%	179
Meal Kits		8.4%	42
Mac and Cheese		39.2%	195
Pizza		65.3%	325
Cookie Dough		16.9%	84

Value		Percent	Responses
Cereal		67.7%	337
Bagged Salad		53.2%	265
None of the above / Does not apply		2.8%	14




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

Value		Percent	Responses
Coupons		5.2%	26
Quality		36.5%	182
Selection		33.1%	165
Excellent Customer Service		8.0%	40
Clean Environment		11.4%	57
None of the above / Does not apply		5.6%	28








Total: 498

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		53.6%	267
Attend Online Religious or Spiritual Services		25.9%	129
Consider Leaving Current Job for Better Opportunity		6.8%	34
Donate to a Charity		60.4%	301
Donate to a Church		53.4%	266
Donate to Political Party or Government Representative		12.7%	63
Join a new Church		4.2%	21
Volunteer at Church		27.9%	139
Volunteer for Nonprofit Group		26.3%	131
Retire		6.2%	31
Vote in Upcoming Local Elections		48.6%	242
Vote in Upcoming State or National Elections		50.0%	249
Purchase Season Tickets for Performing Arts		8.4%	42
Attend a Holiday Themed Performance		21.1%	105
Community Activity		33.7%	168
Support an Organization		19.5%	97
Make a Donation		35.3%	176
Register to Vote		3.0%	15
None of the above / Does not apply		8.8%	44
Find New Local Golf Course		1.6%	8
Join a Golf Course		0.2%	1
Use Drone Photography Services		0.6%	3
Donate Vehicle		1.2%	6

























Value		Percent	Responses
Have a Baby		1.4%	7
Get Married		1.2%	6
Look into Private Schooling for Children		0.8%	4









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

Value		Percent	Responses
Go Touring on a Bicycle		3.6%	18
Go Mountain Biking		1.6%	8
Go Camping		13.9%	69
Go Hiking		24.1%	120
Go Fishing		24.3%	121
Go Backpacking		3.8%	19
None of the above / Does not apply		55.0%	274



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		53.0%	264
Arts and Entertainment		32.3%	161
Automotive - (General)		21.1%	105
Automotive - (New Vehicle Dealership)		17.9%	89
Automotive - (Used Vehicle Dealership)		15.7%	78
Automotive - (Auto Parts store)		10.6%	53
Automotive - (Auto Repair business)		8.0%	40
Automotive - (Auto Body shop)		4.8%	24
Tire Business		16.7%	83
Beauty and Spa Related Businesses		18.3%	91
Child Related Businesses		6.2%	31
Community and State Services		22.5%	112
Education		16.3%	81
Employment Related Businesses		9.6%	48
Event Planning and Services		9.2%	46
Family Activity Related Businesses		11.0%	55
Farm Equipment and Agriculture Businesses		5.0%	25
Financial Services		10.0%	50
Fitness Businesses or Providers		6.0%	30
General Retail		38.2%	190
Grocery / Market		39.4%	196
Home and Garden Related Businesses		25.7%	128











Value		Percent	Responses
Building Supply/Lumber Business		14.3%	71
Home Service Businesses		10.2%	51
Home Service Contractors		11.4%	57
Hotel and Travel Related Businesses		25.1%	125
Local Services		24.3%	121
Medical Related Businesses - (General)		14.5%	72
Medical Related Businesses - (Chiropractor)		3.4%	17
Medical Related Businesses - (Dentist)		8.8%	44
Medical Related Businesses - (Hospital)		5.4%	27
Nightlife Related Businesses		7.2%	36
Pet / Animal		23.7%	118
Professional Services		13.7%	68
Real Estate Service Businesses		5.2%	26
Recreation Related Businesses		8.2%	41
Restaurant / Bar / Lounge		36.5%	182
Senior Related Businesses		8.2%	41
Specialty Food and Drink		19.7%	98
General Retail - Children's Clothing Store		9.0%	45
General Retail - Clothing Accessory Store		15.5%	77
General Retail - Computer Store		9.4%	47
General Retail - Farming and Agriculture Business		3.6%	18
General Retail - Furniture Store		15.5%	77
General Retail - Hardware Store		14.1%	70
General Retail - Home Entertainment Store		5.0%	25

Value		Percent	Responses
General Retail - Jewelry Store		6.0%	30
General Retail - Major Appliance Store		10.6%	53
General Retail - Men's Clothing Store		15.9%	79
General Retail - Mobile Phone Store		8.0%	40
General Retail - Shoe Store		20.1%	100
General Retail - Women's Clothing Store		31.3%	156
None of the above / Does not apply		14.1%	70
Motorsport Businesses		2.4%	12























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

Value		Percent	Responses
Yes		16.1%	80
No		83.9%	418
Total: 498			

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		4.0%	20
Get a New Full Time Job		9.4%	47
Get a New Part Time Job		8.0%	40
Get a Temporary or Seasonal Job		4.6%	23
Use an Employment or Temporary Employment Agency		2.2%	11
Use a Career Counselor		1.4%	7
Get a Second (or Third) Job		3.0%	15
Get First Job after School		1.0%	5
Apply for Unemployment Benefits		0.2%	1
None of the above / Does not apply		78.1%	389

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
Accounting		3.8%	19
Admin & Clerical		7.4%	37
Customer Service		5.6%	28
Education		4.8%	24
Health Care – non nursing		3.4%	17
Management		4.0%	20
NonProfit		3.4%	17
None of the above / Does not apply		75.7%	377
Agriculture		0.6%	3
Banking & Finance		1.8%	9
Child Care		1.2%	6
Construction		1.2%	6
Driver / Transportation		0.8%	4
Engineering		0.6%	3
Executive Level		1.4%	7
Entry Level (New Graduate)		1.2%	6
Government		2.8%	14
Grocery		1.4%	7
Hotel - Hospitality		1.4%	7
Health Care - CNA, RN, LPN, MA		1.0%	5
Manufacturing		1.4%	7
Information Technology		1.2%	6

Value		Percent	Responses
Insurance		1.0%	5
Legal		0.8%	4
Media		1.0%	5
Real Estate		0.4%	2
Retail		2.8%	14
Restaurant - Food Services		1.6%	8
Sales & Marketing		2.0%	10
Skilled Labor - Trades		1.2%	6
Warehouse		2.2%	11

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

Value		Percent	Responses
Coupon book		13.9%	69
Yellow Pages directory		1.6%	8
Direct mail flyer		13.3%	66
Deal program/offer		5.6%	28
Facebook business page offer		12.2%	61
Billboard advertising		2.2%	11
None of the above / Does not apply		68.3%	340

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		7.0%	35
Read ads and keep them - using one or two		32.9%	164
Read ads and keep them - without using any		4.8%	24
Read ads but throw away without using any		22.5%	112
Throw ads away unread		28.7%	143
Do not receive direct mail or advertisements at home or PO Box		4.0%	20

Total: 498

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 %	10 2.0%	91 18.3%	214 43.0%	23 4.6%	63 12.7%	64 12.9%	33 6.6%	498
County election Count Row %	14 2.8%	70 14.1%	236 47.4%	26 5.2%	59 11.8%	61 12.2%	32 6.4%	498
State election Count Row %	12 2.4%	132 26.5%	159 31.9%	19 3.8%	69 13.9%	80 16.1%	27 5.4%	498
Total Total Responses								498

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

Value		Percent	Responses
Yes		95.0%	473
No		5.0%	25




Total: 498

116. Did you vote in the last presidential election?


















Value		Percent	Responses
Yes		96.4%	480
No		3.6%	18

Total: 498

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		18.1%	90
No		43.2%	215
Does not apply		38.8%	193
			Total: 498

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















Value		Percent	Responses
Apparel and Accessories		4.4%	4
Arts and Entertainment		5.5%	5
Automotive		3.3%	3
Business Consulting		3.3%	3
Education		12.1%	11
Financial Services		6.6%	6
Grocery and Specialty Food/Drink		3.3%	3
Health and Medical		7.7%	7
Home Service Businesses		5.5%	5
Pet / Animal		3.3%	3
Real Estate		7.7%	7
Other		30.8%	28
Child Related Businesses		1.1%	1
Fitness Businesses or Providers		1.1%	1
General Retail		1.1%	1
Home and Garden		1.1%	1
Local Services		1.1%	1
Recreation		1.1%	1

Total: 91



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		6.7%	6
Use social media for promoting business		31.1%	28
Website optimized for mobile (responsive)		8.9%	8
Ongoing search optimization (SEO, SEM)		10.0%	9
Banner ads		3.3%	3
Cost-per-click ads (CPC, PPC)		4.4%	4
Programmatic ads		2.2%	2
Retargeting ads		2.2%	2
Video ads		2.2%	2
Google ads (Adwords)		8.9%	8
Facebook ads		25.6%	23
Sponsored content		1.1%	1
Email advertising		13.3%	12
Site analytics		5.6%	5
Use a Digital Agency		2.2%	2
Digital ads through newspaper		5.6%	5
Digital ads through radio station		2.2%	2
Digital ads through TV station		2.2%	2
None of the above/Does not apply		51.1%	46

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.		50.0%	45
Business Logo Apparel		22.2%	20
Computer Hardware		14.4%	13
Networking Hardware or Software		6.7%	6
Office Cleaning Supplies		20.0%	18
Office Copier		5.6%	5
Office Furniture, Fixtures or Interiors		7.8%	7
Office Printer		8.9%	8
Office Supplies		42.2%	38
Promotional Items		14.4%	13
Security System		5.6%	5
Telephone Systems		3.3%	3
Uniforms or Work Clothing		4.4%	4
None of the above/Does not apply		31.1%	28

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

Value		Percent	Responses
Business Accounting or CPA		32.2%	29
Business Advertising		10.0%	9
Business Financial Consulting		4.4%	4
Business Bottled Water Delivery		3.3%	3
Business Cellular Phone Service		10.0%	9
Business Computer Consulting		6.7%	6
Business Construction Contractor		3.3%	3
Business Internet Service Provider		16.7%	15
Business Legal Services or Attorney		6.7%	6
Business Marketing Services		6.7%	6
Business Social Media Marketing		12.2%	11
Business Meetings or Conventions		5.6%	5
Business Payroll Services		8.9%	8
Business Printing Services		13.3%	12
Business Sign Company Services		5.6%	5
Business Staffing or Temp Services		3.3%	3
Business Online Meetings		7.8%	7
Business General Broadcast Media Service		3.3%	3
None of the above / Does not apply		45.6%	41
Business Employment Agency		2.2%	2
Business Moving or Storage		2.2%	2
Business Realty Services		2.2%	2

Value		Percent	Responses
Business Recruitment		2.2%	2
Business Security Services		2.2%	2
Selling Small Business		2.2%	2






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

Value		Percent	Responses
Rent New Office		3.3%	3
Add New Locations		1.1%	1
Have Employees Work From Home		6.7%	6
Renovate Existing Facilities		3.3%	3
Reduce Office Space		2.2%	2
Construct New Facilities		1.1%	1
None of the above / Does not apply		86.7%	78












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

Value		Percent	Responses
Purchase New Business Automobiles		3.3%	3
Purchase Used Business Automobiles		1.1%	1
Purchase New Business Trucks		2.2%	2
Purchase Used Business Trucks		1.1%	1
Lease New Business Automobiles		2.2%	2
Purchase New Heavy Duty or Commercial Business Trucks		1.1%	1
None of the above / Does not apply		91.1%	82







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

Value		Percent	Responses
Business Insurance		3.3%	3
Business Dental Insurance		1.1%	1
Business Property Insurance		2.2%	2
Business Commercial Insurance		1.1%	1
None of the above / Does not apply		95.6%	86

125. Which age brackets do you fall into?









Value		Percent	Responses
18 - 19		0.2%	1
20 - 24		0.4%	2
25 - 30		1.6%	8
31 - 34		2.2%	11
35 - 40		3.8%	19
41 - 45		4.2%	21
46 - 49		5.0%	25
50 - 54		10.4%	52
55 - 60		12.9%	64
61 - 69		28.7%	143
70 or older		30.5%	152
			Total: 498
			Avg 62

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

Value		Percent	Responses
Metro / Urban		7.0%	35
Small/Mid-Size Town		33.3%	166
Suburban		22.9%	114
Rural		35.3%	176
Vacation community		0.6%	3
Other		0.8%	4


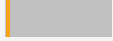



Total: 498

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





Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		1.2%	6
High School Graduate (12th grade)		7.3%	36
Vocational or Technical Training		4.3%	21
Some College		18.8%	93
College Graduate		30.8%	152
Some Post-Graduate Study (No Advanced Degree)		7.5%	37
Post-Graduate Degree		30.0%	148

Total: 494

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








Value		Percent	Responses
Under \$20,000		5.8%	27
\$20,000 - \$24,999		5.2%	24
\$25,000 - \$29,999		3.2%	15
\$30,000 - \$34,999		4.8%	22
\$35,000 - \$39,999		5.0%	23
\$40,000 - \$44,999		5.6%	26
\$45,000 - \$49,999		5.2%	24
\$50,000 - \$74,999		17.1%	79
\$75,000 - \$99,999		16.7%	77
\$100,000 - \$124,999		13.6%	63
\$125,000 - \$149,999		7.6%	35
\$150,000 - \$200,000		5.6%	26
Over \$200,000		4.5%	21
			Total: 462
			Avg \$84,097

129. What is your gender?

Value		Percent	Responses
Male		23.1%	114
Female		73.3%	362
Gender Variant / Non-conforming		0.2%	1
Prefer not to answer		3.4%	17






Total: 494

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.2%	1
Black or African-American		10.5%	52
Asian		0.2%	1
White or Caucasian		82.8%	409
Hispanic		0.8%	4
Other		1.0%	5
Prefer not to answer		4.5%	22

Total: 494

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






Value		Percent	Responses
Single Family Home		84.6%	417
Apartment		4.9%	24
Condominium		2.8%	14
Mobile Home		5.1%	25
Other		2.6%	13
			Total: 493

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		87.2%	430
Rented		10.1%	50
Occupied Without Payment of Rent		1.4%	7
Other		1.2%	6

Total: 493

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

Value		Percent	Responses
None		83.4%	411
1		7.5%	37
2		5.9%	29
3		2.0%	10
4 or more		1.2%	6
			Total: 493

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 ---->)		42.6%	210
No		57.4%	283
			Total: 493