

2021 Pulse of America


Northwestern Region Shopping Survey Report (OR-WA-ID-MT-WY)

Response Counts














Completion Rate:	100%		
	Complete		1,429

Total: 1,429













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	1,429
			Total: 1,429

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









Value		Percent	Responses
Local Newspaper		62.5%	893
Local Newspaper Website		38.5%	550
Local TV News		55.6%	794
Local TV News Website		20.1%	287
National Broadcast News		38.6%	551
National Broadcast Website		13.8%	197
Local Radio		25.1%	358
Local Radio Website		4.3%	61
Apple News		6.3%	90
Facebook		20.7%	296
Twitter		6.4%	92
Nextdoor		10.6%	151
Other		12.2%	175

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





Value		Percent	Responses
Local Newspaper		20.4%	291
Local Newspaper Website		9.1%	130
Local TV News		14.7%	210
Local TV News Website		4.1%	58
National Broadcast News		19.1%	273
National Broadcast Website		9.4%	134
Local Radio		4.4%	63
Local Radio Website		0.8%	11
Apple News		1.0%	14
Facebook		1.1%	16
Twitter		1.2%	17
Other		14.8%	212

Total: 1,429

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

Value		Percent	Responses
Employment needs		31.2%	446
General status of the business		50.9%	727
New hours		46.6%	666
New services being offered		64.2%	918
Online services being offered		43.1%	616
Services that are being offered		64.1%	916
The cleaning and safety precaution policies		21.3%	304
Other		4.3%	62














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		55.6%	794
Watched Local Television		68.6%	981
Read the Local Newspaper		83.1%	1,187
None of the above / Does not apply		3.5%	50






















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		50.8%	726
Local Radio Station		9.7%	139
Local TV Station		17.1%	244
None of the above / Does not apply		41.8%	598

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		28.2%	335
Local Daily Newspaper		85.9%	1,020
Local Paid Weekly Community Newspaper		19.8%	235
Local Free Weekly Print Publication		38.8%	460
Local Alternative Publication		17.4%	206
Local City or Regional Magazine		28.9%	343
Local Specialty Publication		12.8%	152
Local Business Publication		15.6%	185
Local Ethnic Publication		4.0%	47
Local Parenting Publication		1.3%	15
Local Children's Publication		0.8%	10
Local Senior Publication		8.1%	96
None of the above / Does not apply		1.9%	23

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		17.3%	137
Adult Contemporary		16.4%	130
Adult Hits		14.6%	116
Business News		16.0%	127
CHR (Contemporary Hit Radio)		5.5%	44
Classic Hits		21.7%	172
Classic Rock		37.8%	300
Classical		18.8%	149
Religious		9.7%	77
Country		28.6%	227
Easy Listening		12.1%	96
News/Talk		47.2%	375
Oldies		20.5%	163
Rock		14.7%	117
Sports		10.8%	86
Talk		14.1%	112
Other		14.4%	114
Hot AC		0.1%	1
Regional Mexican		1.3%	10
Rhythmic-CHR		0.5%	4
Spanish		1.1%	9
Urban AC		1.0%	8

Value		Percent	Responses
Urban Contemporary		2.3%	18
None of the above / Does not apply		0.9%	7























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)		63.2%	502
Midday (10:00 am - 3:00 pm)		43.6%	346
Afternoon Drive (3:00 - 7:00 pm)		52.8%	419
Evenings (7:00 pm - midnight)		16.0%	127
Overnight (midnight - 6:00 am)		4.2%	33
Don't know / Does not apply		5.7%	45

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)		42.2%	414
Morning (9 am – 12 noon)		10.8%	106
Daytime (12 noon – 3 pm)		11.7%	115
Early Fringe (3 pm – 5 pm)		12.8%	126
Early News (5 pm – 7 pm)		77.1%	756
Prime Access (7 pm – 8 pm)		33.8%	332
Prime Time (8 pm – 11 pm)		38.7%	380
Late News (11 pm – 11:30 pm)		19.5%	191
Late Fringe (11:30 pm – 1 am)		4.1%	40
Post Late Fringe (1 am - 2 am)		1.1%	11
Overnight (2 am - 5 am)		1.2%	12
Don't know - Does not apply		1.8%	18

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










Value		Percent	Responses
Auto Battery Store		6.0%	86
Auto Body Shop		5.8%	83
Auto Detailing Shop		10.4%	148
Auto Glass Repair Shop		6.2%	88
Auto Parts Store		22.3%	318
Auto Repair Shop		28.3%	405
Auto Salvage Yard		3.1%	45
Car Wash		71.8%	1,026
Gas Station		83.5%	1,193
New Vehicle Dealership		13.6%	195
Oil Change Station		43.3%	619
Recreation Vehicle (RV) Dealership		4.0%	57
RV or Camper Repair		4.8%	69
Tire Store		26.2%	375
Used Vehicle Dealership		6.4%	92
None of the above / Does not apply		4.5%	64
Auto Muffler Shop		0.9%	13
Auto Paint Shop		1.6%	23
Auto Stereo Installation		2.2%	32
Auto Towing Service		1.5%	21
Auto Window Tinting		1.5%	21
Car Audio Store		1.7%	25

Value		Percent	Responses
Commercial Truck Dealership		0.2%	3
Commercial Truck Repair Shop		0.3%	5
Trailer Rental Service		1.6%	23
Transmission Shop		1.0%	14

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







Value		Percent	Responses
All-Terrain Vehicle (ATV) Dealer		1.7%	25
Boat and RV Storage Facility		2.8%	40
Boat Dealer		1.7%	25
Boat Rental Service		0.8%	11
Boat Repair Shop		2.6%	37
Boating Accessory Store		4.1%	59
Golf Cart Dealer		0.9%	13
Motorcycle Accessory Store		2.6%	37
Motorcycle Dealer		1.7%	25
Motorcycle Repair Shop		2.4%	35
Watercraft Dealer		0.9%	13
Watercraft Rental Shop		1.3%	19
None of the above / Does not apply		84.7%	1,211

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		11.6%	166
Animal Feed Store		13.6%	194
Agricultural Service		1.5%	21
Farm Equipment Repair Shop		2.2%	31
Farm Truck and Tractor Repair Shop		1.5%	21
Farming Structure Building Contractor		0.6%	8
New Farm Equipment Dealer		1.2%	17
Used Farm Equipment Dealer		1.3%	18
None of the above / Does not apply		79.3%	1,133

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		18.5%	264
Bakery		56.3%	805
Beer Shop		20.4%	292
Beverage Distributor		7.8%	112
Candy Store		10.4%	149
Cheese Shop		12.0%	172
Chocolate Shop		11.3%	161
Coffee & Tea Shop		37.9%	542
Convenience Store		37.7%	539
Cookie Store		4.7%	67
Cupcake Shop		9.0%	129
Dessert Restaurant		6.8%	97
Distillery		13.3%	190
Donut Shop		22.5%	321
Espresso or Coffee Shop		54.6%	780
Ethnic Food Restaurant		48.1%	688
Ice Cream or Frozen Yogurt Shop		39.5%	565
Liquor Store		42.7%	610
Meat Market or Butcher Shop		33.7%	481
Seafood Market		20.1%	287
Smoothie or Juice Bar		11.5%	164
Specialty Cake Bakery		5.3%	76

Value		Percent	Responses
Specialty Food Market		25.5%	365
Tea Shop		7.2%	103
U-Brew Beer or Wine Store		3.4%	49
Wine Shop		15.5%	221
Winery		20.3%	290
None of the above / Does not apply		4.8%	68




















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		20.8%	297
Farmers Market		60.7%	867
Grocery Store (Discount)		42.2%	603
Grocery Store (Ethnic)		13.2%	189
Grocery Store (Major or Regional Chain)		89.7%	1,282
Grocery Store (Neighborhood/Local/Mom & Pop)		26.5%	378
Grocery Store (Co-op)		19.3%	276
Grocery Store (Independent/Citywide)		46.6%	666
None of the above / Does not apply		0.2%	3












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		31.8%	454
Day Spa		9.3%	133
Eyelash Extension Salon		1.3%	19
Hair Salon		69.1%	988
Hair Removal Salon		3.7%	53
Massage		26.1%	373
Makeup Artist		0.8%	12
Nail Salon		32.9%	470
Skin Care Store		4.8%	68
Tanning Salon		1.6%	23
Tattoo Studio		5.7%	82
None of the above / Does not apply		12.5%	179

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		10.8%	155
Bicycle Rental Service		1.8%	26
Bicycle Repair Shop		14.6%	208
Bicycle Shop		13.2%	189
Bowling Alley		8.8%	126
Dive Shop		1.0%	15
Fishing Supply Store		13.1%	187
Golf Course		18.2%	260
Golf Driving Range		13.2%	189
Golf Pro Shop		9.0%	128
Gun Shooting Range		8.0%	115
Gun Store		10.1%	145
Miniature Golf Course		6.6%	94
Outdoor Gear Store		21.9%	313
Seasonal Hunting		5.3%	76
Ski Shop		8.5%	121
New Sporting Goods Store		15.0%	214
Used Sporting Goods Store		10.5%	150
None of the above / Does not apply		37.0%	529












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		3.9%	56
Card or Stationery Store		19.8%	283
Catering Service		4.5%	64
Event Coordinator		1.0%	15
Hotel Meeting Room or Event Space		2.8%	40
Party Supply Store		8.7%	124
Aerial Photography		0.6%	9
Photographer		4.0%	57
Wedding Planner		0.8%	12
Wedding Venue or Banquet Hall		1.6%	23
None of the above / Does not apply		69.5%	993











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		20.9%	299
Bingo Hall		2.8%	40
Casino		18.0%	257
Community Theatre		23.7%	338
Food Festival		29.9%	427
Live Theater		24.2%	346
Local Festival		38.3%	548
Movie Theater		48.1%	688
Music Festival		22.8%	326
Performing Arts Center		24.1%	345
Stadium or Arena Events		22.5%	321
Wine Tour		11.3%	162
None of the above / Does not apply		17.3%	247








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		15.7%	225
Athletic Club		16.7%	238
Family Entertainment Center		6.9%	99
Family Play Center		4.5%	64
Horseback Riding		4.5%	64
Ice Skating or Roller Rink		5.5%	79
Local Sports Team		20.9%	299
Outdoor Park		44.6%	638
Waterpark		8.7%	125
Zoo		16.2%	232
None of the above / Does not apply		31.6%	452























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		3.8%	55
Exercise Classes		20.5%	293
Fitness Boot Camp		1.5%	21
Gym, Fitness or Athletic Club		30.4%	435
Martial Arts Studio		1.3%	19
Personal Trainer		5.7%	82
Rock Climbing Gym		2.9%	41
Swimming Lessons		6.4%	92
Yoga Studio		11.1%	159
None of the above / Does not apply		51.6%	738

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







Value		Percent	Responses
Adult Club or Entertainment Company		2.6%	37
Bar, Lounge or Pub		41.5%	593
Billiard Hall		2.5%	36
Card Room		0.8%	11
Sports Bar		17.7%	253
Wine Bar		17.9%	256
None of the above / Does not apply		52.5%	750

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













Value		Percent	Responses
Adult Education School		4.3%	62
Community College		8.7%	124
Continuing Education Courses		13.6%	194
Elementary School		5.0%	72
Lecture or Seminar Series		8.2%	117
Middle School or High School		6.3%	90
Musical Instruments and Lessons		4.3%	62
Online/On-demand Programs		13.6%	194
University / College		6.6%	95
None of the above / Does not apply		57.9%	828
Beauty School		0.9%	13
Culinary School		2.2%	31
Dance School		1.7%	25
Driving School		2.0%	29
Graduate School		2.3%	33
Language School		2.2%	31
Medical Training Certification		1.1%	16
Online Music Teacher		1.4%	20
Preschool		1.7%	25
Private Elementary School		0.7%	10
Private High School		0.5%	7
Private K-12 School		0.8%	11

Value		Percent	Responses
Private Middle School		0.3%	5
Private Tutor		0.8%	12
Real Estate School		0.5%	7
Tutoring Center		0.4%	6
Trade School		0.9%	13
Training Center		0.8%	12
Vocational School		0.8%	11















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		18.9%	270
Credit Union		16.7%	239
Financial Advisor		12.0%	172
Stockbroker		2.7%	39
Tax Return Service		11.0%	157
None of the above / Does not apply		65.6%	938






















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		1.9%	27
Bankruptcy Service		0.4%	6
Bookkeeping Service		4.3%	62
Car Leasing Service		1.5%	21
Check Cashing Service		0.9%	13
Credit Counseling Service		0.4%	6
Credit Repair Service		0.6%	8
Debt Consolidation Company		0.5%	7
Money Transfer Service		2.2%	32
Payday Loan Company		0.2%	3
Title Loan Company		2.7%	39
None of the above / Does not apply		87.5%	1,250










26. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Acupuncturist		7.3%	104
Chiropractor		11.3%	161
Dental Clinic		11.3%	161
Dentist		40.2%	574
Denture or Implant Specialist		5.2%	74
Family Practitioner		19.2%	274
General Practitioner		23.0%	328
Hearing Aid Center		6.9%	98
Hospice Care Provider		0.6%	9
Hospital		4.6%	66
Medical Clinic		13.4%	191
Optometrist		22.1%	316
Pediatrician		3.3%	47
None of the above / Does not apply		40.1%	573














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		7.8%	111
Audiology Clinic		10.4%	149
Blood Donation Center		11.1%	159
Cancer Specialist		6.6%	94
Cardiologist		15.3%	218
Dermatologist		34.4%	491
Ear, Nose & Throat Doctor		12.0%	172
Esthetician Skin-care		6.2%	89
Gastroenterologist		11.5%	164
Internal Medicine Doctor		26.9%	384
Laboratory or Medical Testing Facility		24.5%	350
Massage Therapist		24.3%	347
Medical Imaging Service		16.7%	238
Medical Supply Store		3.1%	44
Mental Health Provider		10.5%	150
Naturopathic Practitioner		6.6%	95
Nutritionist or Dietician		3.2%	46
Obstetrician & Gynecologist		7.0%	100
Oncologist		4.8%	68
Ophthalmologist		23.3%	333
Orthopedist		6.4%	91






Value		Percent	Responses
Pain Management Physician		4.0%	57
Physical Therapist		16.1%	230
Podiatrist		5.0%	72
Psychiatrist		3.3%	47
Sleep Disorder Clinic		6.6%	95
Surgical Specialist		4.7%	67
Urgent Care Clinic		6.8%	97
Urologist		9.4%	134
Walk-In Clinic		6.8%	97
Wellness Program		4.7%	67
None of the above / Does not apply		13.0%	186
Alcoholism Treatment Program		0.8%	11
Alzheimer's or Memory Care Facility		0.9%	13
Cardiovascular Surgeon		1.0%	15
Cosmetic or Plastic Surgery		1.6%	23
Cryotherapy		0.4%	6
Drug Addiction Treatment Center		0.1%	1
Drug Testing Service		0.2%	3
Home Health Care Provider		2.3%	33
Laser Eye Surgery Clinic		2.7%	38
Lice Clinic		0.1%	1
Medical Spa		1.2%	17
Mental Health Clinic		1.6%	23
Mental Health Service		2.9%	42

Value		Percent	Responses
Orthodontist		2.2%	32
Pain Clinic		2.0%	28
Pain Control Clinic		1.4%	20
Physical Health Center		0.6%	9
Psychologist		2.9%	41
Rehabilitation Clinic		0.7%	10
Sports Medicine Clinic		1.1%	16
Vascular Surgeon or Vein Center		1.5%	21
Wellness Service		2.9%	42

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		3.7%	53
Adult Day Care		0.6%	8
Aging in Place Business		0.8%	12
Assisted Living Facility		0.8%	12
Geriatric Physician		1.3%	19
Memory Care Facility		1.0%	15
Nursing Home		0.4%	6
Respite Relief Provider		1.0%	15
Retirement Counselor		1.3%	18
Retirement Home		0.8%	11
Senior Care Placement Agency		0.6%	8
Senior Center		6.9%	99
None of the above / Does not apply		86.4%	1,235





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		21.1%	301
CBD Store		14.3%	205
Medical Marijuana Dispensary		2.1%	30
Medical Marijuana Authorization		0.8%	12
None of the above / Does not apply		70.0%	1,000

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		59.7%	853
Bed & Breakfast		12.9%	185
Campground		29.5%	422
Hotel or Motel (Local)		10.2%	146
Hotel or Motel (Out-of-Town)		65.3%	933
Limo Service		1.7%	25
Luggage-Travel Store		1.8%	26
Local Tourism		13.1%	187
Regional Airport		32.8%	468
RV Rental Company		3.4%	49
Shuttle Service		11.4%	163
Ski Resort		7.3%	105
Taxi Service		9.4%	135
Travel Agent		5.5%	78
None of the above / Does not apply		13.6%	195

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
Car Rental Agency		11.9%	170
Compost / Yard Waste Service		16.0%	229
Courier or Delivery Service		7.6%	108
Dry Cleaning or Laundry Service		21.0%	300
Electronics Repair Shop		4.1%	59
Information Technology (IT) Service		3.9%	56
Jewelry Repair Shop		8.9%	127
Junkyard		5.0%	72
Mail Store		28.6%	409
Mobile or Cell Phone Repair Shop		5.3%	76
Moving Truck Rental Company		4.3%	61
Printing Service		7.1%	102
Propane Dealer		16.7%	238
Recycling Center		34.4%	492
Self-Storage Facility		9.3%	133
Sewing and Alterations Shop		8.3%	118
Shipping Center		18.8%	268
Shoe Repair Shop		8.4%	120
Small Engine Repair Shop		5.5%	78
Tool / Equipment Rental Service		7.7%	110
Watch or Clock Repair Shop		8.9%	127
None of the above / Does not apply		17.1%	245

Value		Percent	Responses
Auction House		2.2%	31
Bottled Water Delivery Service		1.9%	27
Cremation Service Provider		1.8%	26
Funeral Service Provider		1.5%	21
Freight / Hauling Company		2.2%	31
Marriage Counselor		0.8%	11
Propane Home Heating Service		2.4%	35























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		9.8%	140
Charity or Philanthropic Organization		32.1%	458
Church		33.9%	484
City Center		7.6%	108
City or Municipal Service		12.0%	172
City or Town Hall		10.7%	153
Civic Center		4.7%	67
Community Center		12.2%	174
Community Organization		11.6%	166
Community Service or Non-Profit Organization		24.6%	352
Convention Center		4.3%	61
County Government Office		8.0%	115
Department of Social Services		4.7%	67
Employment Center		2.0%	29
Government Economic Program		2.0%	29
Government or Political Service		4.6%	66
Youth Organization		6.0%	86
None of the above / Does not apply		26.5%	378

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		19.5%	279
Painting Contractor		14.1%	201
Plumber or Plumbing Contractor		14.5%	207
None of the above / Does not apply		68.2%	974

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

Value		Percent	Responses
Air Duct Cleaning Service		9.2%	132
Alternative Energy Service		3.1%	44
Appliance Repair Service		8.5%	121
Asphalt / Paving Contractor		5.3%	76
Carpenter or Woodworker		9.9%	142
Carpet Installation Contractor		6.8%	97
Concrete Contractor		5.2%	75
Countertop Contractor		6.2%	88
Deck Builder		5.9%	84
Drywall Installation or Repair Contractor		5.5%	79
Fencing Contractor		7.1%	102
Flooring Contractor		8.6%	123
Furnace Contractor		7.3%	104
Garage Door Contractor		5.7%	82
Garbage Collection Service		22.7%	324
General Contractor		7.6%	108
Gutter Installation or Repair Contractor		4.3%	62
Handyman		21.3%	305
Heating & Air Conditioning Services		22.9%	327
Home Maintenance Service		3.3%	47
Home Security Company		3.7%	53
Junk Removal or Hauling Service		5.8%	83







Value		Percent	Responses
Kitchen or Bath Remodeling Company		5.4%	77
Landscape Architect		3.5%	50
Landscaping Service		17.3%	247
Remodeling Contractor		5.2%	75
Roofing Contractor		5.9%	84
Septic Tank Contractor		4.5%	65
Solar Energy Contractor		4.3%	62
None of the above / Does not apply		27.3%	390
Demolition Contractor		1.2%	17
Fire & Water Damage Restoration Service		0.5%	7
Foundation Contractor		1.4%	20
Garage Builder		1.5%	21
Handicap Access Contractor		1.0%	14
Heavy Construction Machinery		0.7%	10
Insulation Installer		1.6%	23
Mover or Moving Company		2.9%	41
New Home Builder		0.8%	12
Siding Installation or Repair Contractor		2.0%	28
Stone or Marble Company		2.4%	35
Tile Contractor		2.8%	40
Water Well Drilling Contractor		1.0%	15
Waterproofing Contractor		0.3%	5

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

















Value		Percent	Responses
Arborist		16.1%	230
Carpet Cleaning Service		16.1%	230
Chimney Services		6.7%	96
Fuel or Oil Home Heating Service		3.3%	47
Furnace Cleaning Service		10.1%	144
Home Gardening Service		5.7%	82
House Cleaning Service		17.9%	256
Key or Locksmith Service		3.8%	55
Landscaper		9.1%	130
Lawn Care Service		19.5%	279
Pest Control Service or Exterminator		12.0%	172
Shades & Blinds Installation Service		7.6%	109
Television or Internet Service Provider		25.1%	358
Window & Door Installation		6.2%	89
Window Washing		18.5%	264
None of the above / Does not apply		28.8%	411
Awning & Tent Company		1.5%	21
Bathtub Refinishing Service		2.4%	34
Cabinet Refacing Service		2.2%	31
Home Pressure Washing Service		2.9%	41
Home Theater Installation Service		0.6%	8
Masonry Service		1.2%	17

Value		Percent	Responses
Interior Designer		2.3%	33
Pool Cleaning Service		0.8%	11
Wallcoverings Store		0.8%	12
Water Treatment Supply & Service		0.9%	13




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		2.7%	38
At-home Daycare		0.6%	8
Children's Clothing Store		6.6%	95
Children's Shoe Store		3.6%	51
Summer Camp		3.8%	55
None of the above / Does not apply		90.0%	1,286
















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

Value		Percent	Responses
Animal Daycare		7.2%	103
Animal Shelter		3.5%	50
Bird Seed Store		10.6%	151
Bird Shop		2.1%	30
Emergency Animal Hospital		4.2%	60
Feed Store		11.4%	163
Fish or Aquarium Store		2.5%	36
Pet Boarding		10.8%	154
Pet Boutique		1.3%	18
Pet Groomer		21.4%	306
Pet Sitter		10.5%	150
Pet Store		26.2%	374
Pet Trainer		2.7%	38
Pet Walker		1.7%	24
Veterinarian		47.7%	681
None of the above / Does not apply		35.5%	507

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

Value		Percent	Responses
Realtor		6.4%	92
Real Estate Brokerage Firm		2.0%	29
None of the above / Does not apply		92.9%	1,328























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

























Value		Percent	Responses
Apartment Rental Agency		3.3%	47
Developer		0.3%	5
Estate Appraiser		0.8%	11
Estate Liquidator		0.6%	8
Home Inspector		3.1%	44
Home Staging Company		0.6%	8
Manufactured or Modular Home Builder		0.6%	9
Mortgage Banker		3.4%	49
Mobile Home Dealer		0.6%	9
Mortgage Broker		3.4%	48
New Home Builder		1.1%	16
Real Estate Appraiser		4.0%	57
Real Estate Rental Agency		2.1%	30
Title & Escrow Company		6.1%	87
None of the above / Does not apply		85.2%	1,218

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		44.8%	640
Buffet Restaurant		8.7%	124
Chinese Restaurant		43.5%	622
Ethnic Restaurant		39.5%	565
Family Style Restaurant		29.2%	417
Fast Food Restaurant		52.3%	747
Fine Dining Restaurant		35.5%	507
Home Delivery Meals		13.8%	197
Indian Restaurant		17.8%	254
Italian Restaurant		33.9%	485
Japanese or Sushi Restaurant		26.3%	376
Mexican Restaurant		63.1%	901
Pizza Restaurant		54.8%	783
Restaurant with Lounge or Bar		28.6%	409
Thai Restaurant		40.2%	575
None of the above / Does not apply		4.7%	67








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		11.1%	159
Art Supply Store		14.7%	210
Bead Store		4.6%	66
Bookstore		47.7%	682
Camera Store		3.6%	51
Candle Shop		4.6%	66
Christian Book Store		4.5%	65
Christmas Store		7.0%	100
Comic Book Shop		3.0%	43
Computer Store		11.5%	165
Consignment Shop		21.0%	300
Craft Supply Store		27.8%	397
Department Store		55.2%	789
Discount Store		42.3%	605
Drugstore or Pharmacy		63.8%	911
Electronics Store		14.7%	210
Equipment Rental Store		4.5%	65
Fabric Store		23.0%	328
Flea Market		12.0%	171
Florist		12.9%	185
Gift Shop		17.1%	244
Gold/Silver/Precious Metal Dealer		3.1%	45























Value		Percent	Responses
Gun Shop		9.4%	134
Halloween Store		7.3%	105
Herb Shop or Herbalist		5.0%	72
Hobby Shop		16.8%	240
Mobile Phone Store		16.0%	228
Music and Video Store		3.8%	55
Music Instrument Store		4.3%	61
Music Store		4.2%	60
Office Equipment & Supply Store		23.9%	341
Outlet Store		23.6%	337
Pawn Shop		3.6%	52
Record Store		5.0%	72
Religious Supply or Gift Shop		3.2%	46
Scrap Metal Dealer		3.6%	52
Shopping Center		34.7%	496
Thrift Store		41.1%	587
Tobacco Store		3.0%	43
Toy Store		8.2%	117
Vitamin or Supplement Store		12.8%	183
Wholesale, Warehouse or Club Store		38.6%	551
Yard Equipment Store		10.8%	154
Yarn Store		6.4%	91
None of the above / Does not apply		4.0%	57
Adult Video or Adult Store		1.3%	18















Value		Percent	Responses
Cigar Store		2.0%	29
Coin Shop		2.1%	30
Knife Store		1.4%	20
Military Surplus Store		2.0%	28
Monument or Memorial Company		0.8%	12
Security Service		1.3%	18
Sewing Studio		2.5%	36
Sign Store		0.9%	13
Survival Store		0.9%	13
Trophy or Award Store		1.6%	23
Vape or Smoke Shop		2.9%	41
Wedding Supply Store		0.6%	8

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

Value		Percent	Responses
Home delivery with fee		21.8%	312
Free delivery		27.6%	394
Drive-thru		56.1%	801
Carryout		67.0%	958
Curbside carryout		31.4%	449
Other		4.9%	70
None of the above / Does not apply		14.3%	204

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		20.2%	289
Baby Supply & Furniture Store		3.4%	48
Bath & Accessory Store		23.4%	335
Building Supply Store or Lumber Yard		36.9%	527
Carpet Store		6.7%	96
Fireplace, Wood Stove or Barbeque Store		5.7%	82
Flooring Store		10.1%	144
Frame Shop		6.6%	94
Furniture Restoration Shop		3.1%	44
Furniture Store		18.5%	264
Hardware Store		51.2%	732
Home & Garden Store		58.5%	836
Home Decor Store		18.3%	261
Hot Tub or Spa Dealer		5.1%	73
Lighting Store		6.4%	91
Major Appliance Store		10.4%	148
Mattress or Bedding Store		9.2%	131
Outdoor Furniture Store		6.2%	88
Paint Store		17.8%	254
Plant Nursery & Garden Supply Store		40.0%	572
Small Appliance Store		3.7%	53
Tool Rental Center		4.1%	59

Value		Percent	Responses
Tool Store		8.8%	126
TV & Appliance Store		5.8%	83
Used Building Supply Store		7.6%	108
Vacuum Store		3.0%	43
None of the above / Does not apply		10.9%	156
Cabinet Store		2.4%	34
Clock Shop		2.4%	35
Futon Store		0.5%	7
Pool & Spa Dealer		2.5%	36
Rent-to-Own Store		0.1%	2
Rug Store		2.8%	40
Solar Energy Equipment Dealer		2.3%	33
TV Store		2.5%	36
Window Store		2.0%	28














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		32.5%	465
Beauty Supply Store		19.9%	285
Bridal Shop		0.8%	12
Clothing Accessories Store		21.8%	311
Jewelry Store		8.7%	124
Leather Goods Store		2.4%	35
Lingerie Store		5.1%	73
Logo Apparel Store		2.2%	31
Maternity Wear Store		0.6%	8
Men's Clothing Store		26.3%	376
Optician or Eyeglasses Store		30.4%	435
Outdoor Clothing Store		26.9%	384
Shoe Store		44.6%	638
Sportswear Store		23.6%	337
Swimwear Store		5.7%	81
Watch Store		1.6%	23
Western Wear Store		4.1%	58
Women's Clothing Store		51.8%	740
None of the above / Does not apply		17.5%	250

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		10.5%	150
Insurance Agency		9.9%	141
Legal Firm or Attorney		7.4%	106
Tax Advisor		6.9%	99
None of the above / Does not apply		76.4%	1,092
























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

Value		Percent	Responses
Architect or Architecture Firm		1.3%	18
Commercial Builder		0.6%	9
Disaster Insurance		1.2%	17
Employment or Staffing Agency		1.5%	22
Graphic Designer		1.6%	23
Immigration Lawyer / Law		0.6%	9
Life Coach		0.9%	13
Private Investigator		0.2%	3
3D Printing		0.6%	9
Personal Shopping		1.8%	26
Virtual Assistance		0.8%	12
Business Consultant		0.8%	11
SEO Consultant(ion)		0.3%	5
Security Consultant		0.8%	11
Branded Merchandiser		0.9%	13
Research Study		0.8%	12
Co-working space		1.1%	16
None of the above / Does not apply		89.5%	1,279

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









Value		Percent	Responses
Purchase New Class A RV		0.6%	9
Purchase New Class B RV		0.6%	9
Purchase New Class C RV		0.6%	9
Purchase New Travel Trailer or 5th Wheel		1.5%	22
Purchase New Camper Shell		0.6%	9
Purchase New Camper Van		0.2%	3
Purchase Used Class A RV		0.3%	5
Purchase Used Class B RV		0.7%	10
Purchase Used Class C RV		0.9%	13
Purchase Used Travel Trailer or 5th wheel		2.0%	29
Purchase Used Camper Shell		0.6%	9
Purchase Used Camper Van		1.4%	20
None of the above / Does not apply		93.2%	1,332

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		4.9%	70
New SUV		5.1%	73
New Truck		3.0%	43
New Hybrid or Electric Vehicle		4.0%	57
Used Car		6.6%	95
Used SUV		4.8%	68
Used Truck		3.1%	44
None of the above / Does not apply		75.7%	1,082
New Luxury Vehicle - Under \$50,000		1.2%	17
New Luxury Vehicle - \$50,000 - \$75,000		0.8%	12
New Luxury Vehicle - Over \$75,000		0.6%	8
New Motorcycle		0.3%	5
New Van		0.1%	1
New Minivan		0.3%	5
New Side x Side (UTV)		0.3%	4
New Sport ATV		0.1%	2
New Utility ATV		0.3%	5
Used Luxury Vehicle - Under \$30,000		1.0%	15
Used Luxury Vehicle - \$30,000 - \$50,000		0.8%	12
Used Luxury Vehicle - Over \$50,000		0.4%	6
Used Motorcycle		0.5%	7
Used Van		0.3%	5
Used Minivan		0.5%	7

Value		Percent	Responses
Used Side x Side (UTV)		0.1%	2
Used Sport ATV		0.3%	5
Used Hybrid or Electric Vehicle		1.7%	24
Used Utility ATV		0.2%	3

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

Value		Percent	Responses
Compact car		3.5%	50
Full-size car		1.1%	16
Luxury vehicle (any size)		1.1%	16
Midsize car		2.4%	35
Pickup truck		4.7%	67
Sport utility vehicle (SUV)		15.3%	219
Van or minivan		1.3%	18
None of the above		70.5%	1,008



Total: 1,429

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




















Value		Percent	Responses
Chevrolet		7.3%	104
Dodge		3.5%	50
Ford		9.9%	141
GMC		4.4%	63
Honda		8.9%	127
Hyundai		4.9%	70
Jeep		3.5%	50
Kia		3.1%	44
Mazda		3.3%	47
Nissan		3.3%	47
Subaru		11.0%	157
Toyota		13.5%	193
None of the above / Does not apply		66.0%	943
Acura		2.5%	36
Audi		2.2%	32
BMW		2.0%	28
Buick		1.3%	18
Cadillac		1.2%	17
Chrysler		1.2%	17
Fiat		0.6%	8
Infiniti		0.6%	8
Land Rover		0.6%	8

Value		Percent	Responses
Lexus		1.5%	21
Lincoln		1.2%	17
Mercedes-Benz		1.6%	23
Mini		0.6%	8
Mitsubishi		0.3%	5
Porsche		0.8%	11
Saab		0.3%	5
Scion		0.1%	2
Suzuki		0.3%	4
Tesla		2.4%	34
Volkswagen		2.4%	34
Volvo		2.3%	33















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		9.1%	130
No		90.9%	1,299
Total: 1,429			




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

Value		Percent	Responses
Home Theater System		1.5%	22
GPS Device (Handheld or In-Vehicle)		2.7%	38
Office Equipment		11.0%	157
Ink or Printer Cartridges		51.8%	740
Satellite Radio		2.7%	39
Satellite TV System		1.4%	20
Stereo System (Home)		1.4%	20
Wi-Fi for Home		5.9%	85
Headphones		14.4%	206
Wireless Speakers		6.4%	91
Smartwatch		6.8%	97
Compact/Mini Projector		1.1%	16
Wearable Electronics		3.0%	43
Healthcare Device		4.3%	61
Aerial Drone		1.7%	25
Assistive Technology for Hearing		4.3%	61
Smart Sports Equipment		0.5%	7
Batteries for Electronics		43.2%	617
None of the above / Does not apply		29.0%	415

53. Do you or anyone in your household plan to buy any of these CAMERA/COMPUTER or TVs in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Camera (Digital) - Point and Shoot		1.9%	27
Camera (Digital) SLR		2.0%	29
Camera Accessories or Supplies		2.4%	34
Camera Lens		2.3%	33
Computer Accessories		6.4%	92
Computer Software		5.9%	85
E-Reader (Kindle or Similar)		2.2%	32
Tablet (iPad or Similar)		8.1%	116
Personal Computer		4.5%	65
Laptop Computer		12.0%	171
TiVo or DVR		0.6%	9
4K Ultra HD TV		5.0%	71
Smart TV		6.9%	99
None of the above / Does not apply		66.5%	950






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		28.7%	410
Prepaid Cell Phone		3.1%	45
None of the above / Does not apply		68.9%	984











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		4.1%	58
Necklaces		7.0%	100
Rings (Other)		5.1%	73
Earrings		16.2%	231
Gold Jewelry		3.6%	52
Silver Jewelry		4.8%	68
Gemstone Jewelry		3.7%	53
Costume Jewelry		8.1%	116
Women's Jewelry		12.0%	171
None of the above / Does not apply		69.1%	987
Engagement Rings		0.6%	8
Wedding Rings		1.1%	16
Pendants		2.2%	31
Celtic Jewelry		2.2%	32
Diamond Jewelry		2.4%	35
Pearl Jewelry		1.5%	22
Men's Jewelry		0.8%	12
Designer Jewelry		2.4%	35
Jewelry Box or Organizer		1.3%	18
Men's High-End Watch		0.8%	12
Women's Watch		2.7%	38






















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		11.4%	163
Homeowner Insurance		9.2%	132
Life Insurance		3.8%	54
Medical (Health) Insurance		8.5%	122
None of the above / Does not apply		80.1%	1,145

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

Value		Percent	Responses
Agriculture Insurance		0.7%	10
Crop Insurance		0.7%	10
Dental Insurance		25.3%	362
Disability Insurance		1.4%	20
Medicare		25.1%	358
Long Term Care Insurance		5.7%	82
Pet Insurance		4.7%	67
Professional Liability Insurance		3.1%	44
Renters Insurance		7.3%	104
None of the above / Does not apply		53.5%	765
















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

Value		Percent	Responses
Acupuncture		10.9%	156
Audiologist		10.6%	151
Chiropractic Care		17.4%	248
Counseling & Mental Health Services		11.1%	158
Checkup		43.7%	624
Hospital		5.0%	72
Medical Services		19.9%	284
Optometrist		34.1%	488
Pediatric Dentist		3.1%	44
Pediatrician		5.2%	74
Primary Care		46.2%	660
Wellness Services		7.1%	102
Weight Loss Service		3.6%	51
Alternative Care		5.0%	71
Physical Therapy or Rehabilitation service provider		15.0%	214
Hearing Aid Center		12.0%	171
Prescription Drugs		53.4%	763
None of the above / Does not apply		16.0%	229
Geriatric Specialist		1.5%	21
Home Healthcare		1.5%	21
Substance Abuse Treatment		0.2%	3


















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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		0.8%	12
Bankruptcy Attorney		0.3%	4
Banking, Partnership & Business Law Attorney		1.7%	24
Child Support Attorney		0.3%	5
Criminal Law Attorney		0.6%	9
Disability & Social Security Attorney		1.0%	14
Divorce & Family Law Attorney		0.5%	7
DWI, DUI, OWI, OUI Attorney		0.1%	1
Employment Discrimination or Labor Issues Attorney		0.3%	5
General Practice Attorney		2.8%	40
Intellectual Property Attorney		0.4%	6
Malpractice Attorney		0.1%	2
Patent, Trademark & Copyright Attorney		0.4%	6
Probate Attorney		1.0%	15
Real Estate Attorney		2.2%	31
Taxation Attorney		0.6%	9
Wills, Trusts & Estates Attorney		19.5%	279
None of the above / Does not apply		74.5%	1,065

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

























Value		Percent	Responses
Dental Checkup		71.2%	1,017
Teeth Cleaning		63.5%	907
Cavity Filling		17.8%	255
Crown		14.0%	200
Oral Surgery		3.4%	48
Braces		3.3%	47
Composite Bonding		2.0%	29
Dental Implants		7.2%	103
Dental Veneers		0.9%	13
Dentures		3.6%	51
Full Mouth Reconstruction		0.4%	6
Inlays or Onlays		0.6%	8
Smile Makeover		0.3%	5
Teeth Whitening		6.0%	86
None of the above / Does not apply		10.6%	152








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		3.5%	50
Breast Augmentation		0.5%	7
Breast Implants		0.1%	2
Dermabrasion		1.0%	14
Ear Surgery		0.1%	2
Eyelid Surgery		1.4%	20
Facelift		0.2%	3
Forehead Lift		0.1%	1
Hair Loss Treatment		0.7%	10
Hair Transplant		0.1%	2
Lap Band		0.6%	8
Lasik		0.7%	10
Lip Augmentation		0.3%	4
Liposuction		0.6%	8
Rhinoplasty (Nose Job)		0.2%	3
Skin Treatment		5.1%	73
None of the above / Does not apply		89.5%	1,279





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		53.3%	761
Use Physical Rehabilitation Services		4.2%	60
Receive Treatment for Back Pain		9.7%	138
Have an Eye/Vision Exam		64.2%	918
Have an Annual Physical or Checkup		63.3%	904
Have X-Rays Taken		12.0%	171
Have a Scheduled Surgery		6.8%	97
Have Blood Drawn for Testing		50.0%	714
Plan to Visit a Hospital for any Medical Service or Procedure		8.7%	125
Have Foot Problems Diagnosed or Treated		9.7%	138
Senior Travel		6.5%	93
Receive Treatment for a Sleep Disorder		6.5%	93
Use Personal Trainer or Instructor		4.1%	58
Cardiovascular Treatment		5.5%	78
Cancer Treatment		5.2%	75
Orthopaedic or Knee Surgery		3.4%	49
Chiropractic Care		16.2%	231
Do Corrective Exercises		6.5%	93
Get Vaccinations at Drug Store or Pharmacy		36.2%	518
Get Vaccinations at Doctors Office		30.7%	438
Have Cataract Surgery		3.4%	49
Discretionary Health Care and Wellness Services		7.1%	101

Value		Percent	Responses
Have Acupuncture		8.6%	123
Women's Health Care		17.8%	254
Women's Diagnostics		5.9%	84
Men's Diagnostics		3.4%	48
Topical Skincare		6.2%	89
Endocrinology Services		4.4%	63
None of the above / Does not apply		11.8%	168
Participate in a Medical Study		2.2%	32
Stop Smoking		1.4%	20
Receive Treatment for Vehicle or Workplace Injury		0.6%	8
Hire a Personal Care Assistant		0.3%	4
Hire a Caregiver or Respite Worker		1.4%	20
Have Safety Bars Installed in Bathroom		2.9%	41
Stroke Treatment		0.3%	4
Memory or Alzheimer's Care		0.8%	12
Nutritional Counseling		2.9%	42
Spinal and Postural Screening		1.3%	18
Physiotherapy		1.6%	23
Receive Treatment for Substance Abuse		0.3%	4
Receive Aquatic Therapy		1.4%	20
Join a Weight Loss Group		1.8%	26
Have Reflexology Treatment		0.8%	12
Hire a Weight Loss Professional		1.0%	15
Receive Treatment for PTSD		2.8%	40









Value		Percent	Responses
Online Therapy		2.5%	36
In Home Medical Care		1.0%	15
Memory Care Services		0.6%	8
Medical Transportation		0.6%	9
Infertility and Reproductive Services		0.2%	3
Infectious Disease Care		0.8%	11
Weight Loss Surgery and Procedures		0.8%	12

63. Which of the following HEALTH / WELLNESS PRODUCTS and PLANS do you or any members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase Hearing Aid Batteries		7.8%	112
Have a Hearing Exam		15.2%	217
Purchase Medical Supplies or Equipment for Home		4.8%	69
Purchase Health Related Products		13.9%	198
Purchase Health and Wellness Supplements		24.1%	345
Handicap Accessible Products		3.0%	43
Purchase Prescription Eyeglasses		38.1%	544
Purchase Prescription Contact Lenses		9.5%	136
Purchase Orthopedic Shoes		3.1%	44
Purchase Allergy Medications		19.2%	274
Purchase Blood Pressure Monitoring Device		3.6%	52
Purchase Diabetes Testing Supplies		7.9%	113
Discretionary Health Care and Wellness Services and Products		9.3%	133
Purchase Vitamins		54.1%	773
Purchase Hemp Based Supplements		6.0%	86
Purchase Anti Anxiety Medication or Supplements		9.4%	134
None of the above / Does not apply		23.3%	333
Purchase Phones for Loss of Sight or Hearing		0.2%	3
Purchase a "In-the-Ear" Hearing Aid		1.3%	18
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.6%	9
Purchase a Digital Hearing Aid		2.4%	34
Purchase a "Behind-the-Ear" Hearing Aid		1.8%	26

Value		Percent	Responses
Purchase Hearing Aid Cleaning Supplies		1.9%	27
Purchase a "In-the-Canal" Hearing Aid		1.0%	15
Purchase a Analog Hearing Aid		0.3%	5
Purchase Elder Care-Related Products or Services		1.5%	22
Purchase a Mobility Device		0.9%	13
Purchase Home Medical Testing Equipment or Supplies		1.8%	26
Purchase "Aging in Place" Products		2.3%	33
Purchase a Medical Alert Service		0.8%	11
Purchase Weight Loss Supplements		2.4%	34
Purchase Weight Loss Food Plan		2.2%	32















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		0.3%	5
Pre-purchase a Funeral Plot or Cremation Service		5.0%	72
Purchase a Monument or Headstone		1.2%	17
Use a Funeral Planner		0.6%	9
Purchase Flowers for a Funeral		2.0%	28
Use a Cremation Service		1.8%	26
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	4
None of the above / Does not apply		91.0%	1,300



















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		3.0%	43
Find Home for Aging Parent		1.0%	15
Memory Care Services		1.0%	15
Move into a Independent Senior Housing Community		1.3%	18
Move into a Assisted Living Facility		0.8%	11
Move into a Nursing Home		0.1%	2
Move into a Alzheimer's Care Facility		0.1%	2
Move Into a Hospice Facility		0.1%	1
Hospice to your Home or House		0.3%	4
Move into Residential Care Home		0.1%	2
Utilize a Respite Provider		0.6%	9
Seek Senior Care/Companionship		0.6%	9
Wheelchair - Mobility Store		0.9%	13
None of the above / Does not apply		93.6%	1,338

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

Value		Percent	Responses
Open Checking Account		2.9%	42
Open Savings Account		2.7%	39
Online Banking		47.2%	674
Manage Investments		23.9%	341
Manage Retirement Accounts		21.8%	311
Mortgage Line of Credit		4.4%	63
Financial Consulting		16.2%	231
Financial Services		14.6%	208
Safe Deposit Box Rental		9.9%	141
Obtain New Credit Card		3.1%	44
Payday Loan or Check Cashing Business		0.2%	3
Use Vehicle Title Loan Company		0.8%	11
Tax Preparation		34.3%	490
None of the above / Does not apply		29.7%	425

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






Value		Percent	Responses
Annuities		4.1%	59
Cash App		2.0%	28
Certificates of Deposit		8.3%	118
City or State Bonds		2.7%	38
Collectibles, Antiques or Art		2.8%	40
Common or Preferred Stock		12.6%	180
Corporate Bonds or Debentures		3.0%	43
401(k)		21.3%	304
Gold or Precious Metals		2.9%	42
IRA		19.4%	277
Money Market Funds		13.2%	188
Mutual Funds		19.4%	277
Non-US Stocks		4.2%	60
Options		1.3%	18
US Savings Bonds		2.0%	29
US Treasury Notes		1.7%	25
Coins or Stamps		2.5%	36
None of the above / Does not apply		50.8%	726

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		0.6%	9
Business Equipment Loan		0.8%	11
Carpeting or Furniture Loan		0.3%	5
College Expenses Loan		0.8%	12
College Tuition Loan		2.0%	29
Debt Consolidation Loan		0.8%	12
Medical Expenses Loan		0.1%	2
New Vehicle Loan		3.8%	55
Used Vehicle Loan		4.8%	68
Vacation or Travel Loan		0.2%	3
Wedding Loan		0.1%	1
None of the above / Does not apply		89.8%	1,283

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		31.8%	454
Athleisure Clothing & Apparel		33.9%	485
Coats		17.8%	255
Dress Shoes		11.6%	166
Nail Polish		14.1%	202
Eyewear or Sunglasses		43.0%	615
Handbags		15.4%	220
Hats		11.6%	166
Intimate Apparel		23.2%	332
Jewelry or Accessories		14.1%	202
Watches		4.1%	59
Leisure Wear / Sweatpants		28.8%	411
Luggage or Bags		4.8%	69
Perfume		9.9%	141
Men's Apparel		45.5%	650
Men's Shoes		30.0%	428
Men's Underwear		33.6%	480
Women's Apparel		63.2%	903
Women's Pajamas or Sleepwear		28.6%	409
Women's Shoes		46.1%	659
Women's Underwear		43.0%	615
Socks		42.8%	612

Value		Percent	Responses
Scarves		4.6%	66
Western Clothing		4.9%	70
Outerwear		18.2%	260
None of the above / Does not apply		9.0%	129
Uniforms		2.0%	29








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

Value		Percent	Responses
Children's Sweaters		6.4%	92
Children's Pants		10.1%	145
Children's T-Shirts		11.5%	165
Children's Dresses		6.5%	93
Children's Pajamas or Sleepwear		9.9%	142
Children's Socks		7.8%	112
Children's Shorts		8.5%	122
Infant Clothing		5.0%	71
Children's School Uniform		1.0%	14
Children's Athletic Clothing		8.3%	118
None of the above / Does not apply		81.9%	1,170























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)		42.7%	610
Boots (Men's)		8.0%	114
Cowboy Boots (Men's)		1.6%	23
Work & Safety (Men's)		5.2%	75
Sneakers		26.2%	375
Classic & Fashion Sneakers (Women's)		18.6%	266
Work & Safety (Women's)		2.5%	36
Cowboy Boots (Women's)		2.2%	31
Athletic & Outdoor Shoes (Women's)		52.0%	743
Athletic & Outdoor Shoes (Children's)		9.9%	141
Cowboy Boots (Children's)		0.6%	8
None of the above / Does not apply		24.4%	349

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		14.3%	204
Have Clothing Dry Cleaned		22.8%	326
Have Shoes Repaired		11.2%	160
Rent or Purchase a Costume		2.2%	31
Wash Clothing at a Laundromat		3.8%	54
Purchase Custom Made Clothing Items		1.4%	20
None of the above / Does not apply		62.6%	894






















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)		9.7%	138
Bicycle Tune-Up or Repair		12.5%	179
Camping or Hiking Equipment		18.2%	260
Exercise or Fitness Equipment		12.3%	176
Fishing Rods or Reels		6.0%	86
Fishing Bait or Attractant		10.7%	153
Fishing Accessories		13.9%	199
Golf Clubs or Equipment		8.6%	123
Hunting Gear		3.8%	55
Ammunition		15.7%	224
Running or Jogging Equipment		6.4%	92
Skiing Equipment		5.6%	80
Swimming Gear		7.2%	103
Weight Lifting Equipment		4.7%	67
Used Sporting Equipment		4.3%	62
Rifle		3.4%	49
Hand Gun		6.4%	91
None of the above / Does not apply		43.5%	622
Archery Equipment		1.8%	26
Bicycle or Mountain Bike (Child)		1.6%	23
High End Bicycle		2.2%	31
Bicycle Rental		2.1%	30























Value		Percent	Responses
Scuba, Diving or Snorkeling Equipment		1.0%	15
Soccer Equipment		1.5%	21
Sports Equipment (Children)		2.6%	37
Sports Memorabilia		1.0%	15
Trampoline		0.3%	5
Trophies or Plaques		0.5%	7
Shotgun		2.8%	40




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		37.3%	533
Bedding Flowers or Perennials		53.7%	768
Fertilizer		40.6%	580
Flower Pots		27.2%	389
Fountains		4.8%	68
Garden Ornaments		12.1%	173
Gate		4.0%	57
Gravel or Rock		19.3%	276
Hand Garden Tools		19.4%	277
Landscaping		12.0%	172
Indoor Garden Supplies		9.7%	139
Insects (Bees or Other Beneficial Species)		3.7%	53
Decorative Rock		10.7%	153
Lawn Seed, Turf or Sod		9.7%	139
Outdoor Fireplace or Fire Pit		5.2%	75
Outdoor Furniture		10.8%	155
Outdoor Grill		6.5%	93
Patio Cover, Awning or Canopy		6.4%	91
Patio Furniture		10.1%	145
Power Garden Tools		3.5%	50
Propane		23.7%	339
Shrubbery or Trees		13.4%	192























Value		Percent	Responses
Stone (Cast, Crushed or Natural)		4.3%	62
Storage Shed		4.1%	58
Insect or Fungus Control Products		15.7%	225
Greenhouse		3.1%	44
None of the above / Does not apply		19.5%	278
Chainsaw		2.7%	38
Gazebo		2.1%	30
Patio Heater		2.1%	30
Outdoor Infrared Heater or Fireplace		1.5%	22
Outdoor Smoker		1.5%	21
Outdoor Kitchen Equipment		1.0%	15
Outdoor Entertainment Center		0.8%	12
Pole Shed		0.6%	8
Portable Outdoor Heater		1.1%	16
Lawn Mower (Push)		2.9%	41
Lawn Mower (Riding)		0.8%	12
Rototiller		0.4%	6
Screen Porch		0.6%	9
Leaf Blower		2.1%	30
Outdoor Garden Flags		2.2%	32
Snow Blower		2.0%	28

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		61.9%	885
Book Hotel Room		58.2%	832
Book Local Lodging for Guests		5.6%	80
Business Travel		7.7%	110
Buy Luggage		4.1%	58
Buy Travel Tickets		26.5%	378
Chartered Fishing Trip		4.2%	60
Gamble at a Casino		13.8%	197
Golf Vacation		3.8%	54
Hotel or Resort Stay		35.5%	508
International Travel		19.0%	272
Rent a Car		28.8%	412
Stay at a Casino		6.2%	88
Stay at an RV Park		10.3%	147
Take a Cruise		8.8%	126
Train Trip		9.5%	136
Travel Packages		6.4%	92
Use a Travel Agent or Agency		8.6%	123
Vacation Inside Home State		33.9%	485
Vacation Outside Home State (within the Continental US)		43.2%	617
None of the above / Does not apply		16.5%	236
Charter a Boat		2.2%	32
























Value		Percent	Responses
Play Bingo		2.5%	36
Rent RV		2.7%	39
Ski Resort Stay		2.7%	38

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		22.0%	314
Bird Seed		18.5%	264
Cat Food		29.7%	424
Dog Food		38.8%	555
Fish Food		3.6%	52
Specialized Pet Food		7.4%	106
Other Pet Food		6.5%	93
Pet Accessories		18.1%	258
Pet Toys		23.2%	331
Find a New Veterinarian		3.5%	50
Annual Pet Vaccinations		42.1%	602
Annual Pet Checkups		41.0%	586
Adopt or Rescue a Pet		7.2%	103
Purchase Pet Medication		13.7%	196
Board a Pet Overnight		8.2%	117
Pet Dental Care		9.0%	128
Pet Grooming Services		17.1%	245
Pet Sitting Services		9.2%	132
Animal Training Classes		4.9%	70
Anti Anxiety or Stress Pet Medication for Holidays		4.7%	67
None of the above / Does not apply		32.3%	461
Pet Clothing		2.4%	35

















Value		Percent	Responses
Pet Enclosure		1.8%	26
Aquarium or Tank		1.0%	14
Fish Supplies		2.7%	38
Disease Diagnosis		2.5%	36
Pet Travel Cage		1.7%	25
Pet Travel Accessories		1.2%	17
Cremation or Burial Services		1.5%	22
Purchase a Pet		2.2%	31
Holistic or Alternative Pet Care		1.7%	25
Pet Tracking Device		1.9%	27
Hemp Based Pet Supplements		2.2%	31
THC Based Pet Supplements		1.0%	15
Holistic or Alternative Pet Supplements		2.0%	28











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

Value		Percent	Responses
Add or Replace Deck		6.4%	91
Add a Fence or Wall Structure		11.2%	160
Remodel Kitchen		4.8%	69
Cabinet Refacing or Resurfacing		4.1%	58
Remodel Bathroom		9.6%	137
Build a Storage Shed		3.8%	54
General Remodeling		7.0%	100
Resurface or Build New Driveway		3.6%	52
Replace Carpet		8.1%	116
Asphalt Resurfacing		3.3%	47
Replace Flooring		9.8%	140
Replace Windows		5.8%	83
None of the above / Does not apply		53.7%	767
Add a Room		1.7%	24
Add a Home Office		1.0%	14
Remodel Closet		1.5%	21
Refinish Bathtub		1.3%	19
Install a Glass Shower		2.5%	36
Remodel or Finish Basement Living Area		1.6%	23
Replace Garage Door		2.6%	37
Build a Garage		1.1%	16
Build Out-Building		1.8%	26
Have Furniture Restored		2.7%	39























Value		Percent	Responses
Add a Swimming Pool		0.5%	7
Switch from Gas to Electric		0.3%	4
Switch from Electric to Gas		1.0%	14
Install a Stair Lift		0.3%	4
Install "Aging In Place" Products		2.1%	30
Install a Solar Energy System		2.7%	38
Install Security or Monitoring System		1.8%	26
Stone or Marble Work (Bathroom or Kitchen)		2.0%	29
Sealcoating		2.8%	40
Asphalt Repair		2.4%	34
Residential Paving		1.6%	23
Build a "Tiny House"		1.0%	15
Install Handicap Accessible Addition		0.6%	9

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		6.9%	99
Decking		7.6%	109
Doors (Exterior)		6.9%	99
Doors (Interior)		4.5%	65
Electrical Supplies		7.8%	111
Fencing		11.2%	160
Generator		3.3%	47
Hand Tools		10.8%	154
Hardwood Products		4.0%	57
Home Security Doorbell Camera		4.2%	60
Kitchen Cabinets		4.3%	61
Lighting and Fixtures		10.2%	146
Lumber		13.9%	199
Molding		4.8%	69
Paint (Exterior)		16.9%	242
Paint (Interior)		21.1%	301
Plywood		7.3%	105
Plumbing Supplies		8.3%	118
Power Tools		5.3%	76
Rain Gutters		4.8%	68
Roofing (Composition)		4.1%	58
Windows		5.6%	80























Value		Percent	Responses
None of the above / Does not apply		43.8%	626
Furnace		2.0%	28
Mill Work		1.8%	26
Roofing (Other)		1.7%	25
Security Door		0.6%	9
Security Locks		1.4%	20
Siding		2.7%	39
Water Softener System or Supplies		2.9%	42
Wood Stove or Fireplace		1.7%	24
Window Guards		0.3%	4

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

Value		Percent	Responses
Air Conditioning Repair		6.3%	90
Air Duct Cleaning		10.3%	147
Appliance Repair		5.9%	84
Blinds Cleaning		4.0%	57
Carpenter or Woodworking		3.9%	56
Carpet Cleaning		19.3%	276
Chimney Cleaning & Repair		6.3%	90
Concrete Repair		4.8%	68
Drywall Installation or Repair		4.7%	67
Electrical Repair		5.0%	72
Flooring - Laminate (Installation or Repair)		5.3%	76
Flooring - Wood (Installation or Repair)		4.5%	65
Flooring - Other (Installation or Repair)		3.7%	53
Furnace Cleaning		11.8%	169
Gardening Services		8.0%	115
Gutter Installation or Repair		3.8%	54
Handyman Services		16.2%	232
Home Repair		5.2%	74
Home Remodel		3.1%	45
None of the above / Does not apply		38.3%	547
Alternative Energy Systems Installation		2.0%	28
Alternative Energy Systems (Service or Repair)		0.6%	9























Value		Percent	Responses
Electrical Panel Replacement		1.2%	17
Excavation & Wrecking		0.8%	12
Fire & Water Damage Restoration		0.5%	7
Flooring - Ceramic Tile (Installation or Repair)		2.4%	34
Flooring - Linoleum (Installation or Repair)		2.0%	28
Foundation Repair		1.5%	21
Furnace Repair		2.0%	29
Furniture Reupholster		2.6%	37
Heating Repair		1.1%	16
Home Computer Repair		2.4%	35
Home Electronics Repair		0.6%	9
Home Heating Oil or Fuel Service		1.5%	22

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

Value		Percent	Responses
House Cleaning Service		15.3%	219
Junk or Yard Waste Removal		8.6%	123
Recycle		12.5%	178
Landscaping Service		14.6%	209
Painting		13.4%	191
Pest Control		8.4%	120
Plumbing Repair		5.9%	84
Pressure Washing		4.1%	59
Preventative Home Maintenance		5.1%	73
Roof Repair		3.0%	43
Septic Tank Cleaning or Repair		3.8%	55
Snow Removal		4.4%	63
Tool Rental		3.7%	53
Trash Removal		14.0%	200
Window Installation		4.9%	70
Window Washing		11.2%	160
Computer Repair		4.5%	65
None of the above / Does not apply		38.6%	552
Home Security Service		2.5%	36
Black Top Contractors		2.7%	38
Insulation Installation or Maintenance		1.4%	20
Interior Design		1.9%	27























Value		Percent	Responses
Sell Scrap Metal		2.2%	32
Movers		2.3%	33
Mold Inspection or Removal		0.7%	10
Party Equipment Rental		0.3%	5
Pool Cleaning Service		0.6%	9
Security System		1.8%	26
Siding Replacement		1.3%	19
Solar Heating or Power System Installation or Repair		1.7%	25
Stucco or Exterior Coating		0.3%	4
Tornado or Storm Shelter Building or Repair		0.1%	2
Water Well Drilling		0.6%	9
Waterproofing		0.8%	11
Window Tinting for Home		0.3%	4
Yard Equipment Rental		2.9%	42
Mobile or Cell Phone Repair		1.5%	21

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)		7.0%	100
Awning		3.0%	43
Batteries (Home or Office)		44.2%	632
Candles		16.8%	240
Clocks		3.9%	56
Country or State Flags		4.0%	57
Curtains or Drapes		9.7%	138
Cutlery, Flatware or Silverware		4.3%	61
Emergency Preparedness Kit or Supplies		8.5%	121
Firewood		8.0%	115
Flooring Tile		3.6%	51
Floral Arrangements		9.3%	133
Hardwood Flooring		3.9%	56
Home Decor or Decorating		11.3%	162
Indoor Flowers		12.0%	172
Laminate Flooring		5.2%	75
Linens (Bathroom)		12.4%	177
Linens (Bedroom)		17.6%	251
Linens (Dining Room or Kitchen)		5.5%	78
Picture Frames		9.5%	136
Smoke Alarm or Detector		3.4%	49
Storage Boxes or Tubs		9.0%	129


















Value		Percent	Responses
Toilet Paper		64.7%	925
Window Blinds (Venetian or Mini)		5.5%	78
Window Coverings		7.5%	107
None of the above / Does not apply		18.1%	259
Ductless Heat Pumps		1.9%	27
Hot Tub or Spa (New)		2.4%	34
Hot Tub or Spa (Used)		1.0%	15
King Size Bed		2.9%	41
Remote Home Monitoring Video Camera		2.5%	36
Safe		2.4%	35
Sewing Machine		1.5%	22
Shutters		0.8%	11
Signs or Banners		1.2%	17
Solar Water Heater		0.6%	9
Sports Team Flags		0.8%	12
Twin Size Bed		1.1%	16
Wallpaper		1.3%	19
Water Purification System (Drinking)		2.2%	31

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		10.5%	150
Fine Art (Paintings, Pottery, Etc.)		4.6%	66
Furniture (Bedroom)		6.9%	98
Furniture (Dining Room)		3.1%	44
Furniture (Home Office)		3.4%	48
Furniture (Living Room)		11.3%	161
Memory Foam Mattress		3.4%	48
Pillow Top Mattress		3.1%	44
Queen Size Bed		3.5%	50
Reclining Chair		6.4%	92
Rugs		9.6%	137
None of the above / Does not apply		55.4%	791
Closet System		2.7%	39
Crib		0.5%	7
Custom Built Furniture		1.2%	17
Foam Mattress		2.2%	32
Furnace		1.4%	20
Furniture (Children's)		1.8%	26
Futon		0.8%	11
Gas Burning Freestanding Stoves		0.8%	11
Innerspring Mattress		2.7%	39
Latex Mattress		1.3%	19

Value		Percent	Responses
Oriental Carpeting		0.6%	9
Reclaimed Wood Furniture		1.5%	22
Reconditioned Furniture		1.3%	19
Rugs (Persian)		1.0%	14
Swimming Pool (Above Ground)		0.9%	13
Swimming Pool (In-Ground)		0.3%	4
Tankless Water Heater		2.7%	38
Water Heater		2.4%	35























83. Which of the following types of ART do you or members of your households plan to purchase in the NEXT 12 MONTHS?

Value		Percent	Responses
Paintings		9.4%	135
Fine Art		5.3%	76
Photographs		8.5%	121
Pottery		5.3%	76
Blown Glass		2.7%	39
Stone Carvings		1.8%	26
Sculpture		1.8%	26
Artistic Wall Decor		8.5%	122
Wood Carvings		2.9%	41
Poster Art		4.1%	59
Religious Art		1.2%	17
Stained Glass		3.0%	43
Ceramics		3.8%	54
Metal Work Art		3.8%	55
Music Memorabilia		1.8%	26
Movie Memorabilia		1.6%	23
None of the above / Does not apply		74.7%	1,068

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
























Value		Percent	Responses
Refrigerator		8.5%	121
Dishwasher		6.1%	87
Freezer		2.7%	39
Range		4.2%	60
Oven		3.4%	48
Washer		4.8%	68
Dryer		4.5%	64
Blender		4.1%	59
Instant Pot		2.4%	34
Microwave		6.1%	87
Window Air Conditioner		2.8%	40
Coffee or Espresso Machine		7.3%	105
Vacuum Cleaner		5.5%	78
None of the above / Does not apply		67.4%	963

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		5.4%	77
Battery		6.4%	92
Floor Mats		4.8%	69
RV Accessories or Supplies		5.2%	74
Seat Covers		5.4%	77
Tires		15.3%	218
Wiper Blades		31.7%	453
None of the above / Does not apply		47.4%	678
Canopy		0.8%	12
Cargo Trailer		1.1%	16
Child Car Seat		1.1%	16
Grill Guard		0.6%	9
Ground Effects		0.2%	3
Lights		2.5%	36
Mirror(s)		0.4%	6
Motorcycle Accessories		1.5%	22
Motorcycle Parts		1.6%	23
Performance Parts		1.0%	15
Roof Rack		2.4%	35
Running Boards		0.5%	7
Spoiler		0.1%	1
Step Bar		0.6%	8

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.7%	25
Tool Box		0.7%	10
Trailer Hitch		2.4%	35
Truck Bed Liner		0.8%	12
Visor		0.4%	6
Wheels or Rims		1.8%	26
Winch		0.4%	6
Window Tinting Equipment (Auto)		0.7%	10

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		9.1%	130
60,000 Mile Service		10.1%	144
100,000 Mile Service		10.8%	154
Auto Detailing		10.5%	150
Auto Repair (General)		10.8%	155
Auto Warranty Work (Work Covered by Warranty)		3.7%	53
Alignment		6.7%	96
Body Work		4.1%	58
Brake Replacement, Adjustment		5.5%	79
Car Rental		5.8%	83
Car Wash		54.4%	777
DEQ Inspection		3.9%	56
Gas or Service Station Services		26.8%	383
Oil Change or Lube		50.1%	716
Preventative Maintenance		20.9%	298
RV Maintenance or Service		3.4%	48
Tire Mounting or Installation		8.2%	117
Tune-Up		12.6%	180
Vehicle Air Conditioning Repair		3.1%	44
Windshield or Glass Repair		6.6%	95
None of the above / Does not apply		16.2%	232
Electrical Repair		1.5%	21
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.7%	24

Value		Percent	Responses
Motor Repair or Replacement		1.0%	14
Motorcycle Repair		0.8%	12
Muffler		0.3%	4
Painting		2.0%	29
Safety Inspection		2.6%	37
Shocks		2.3%	33
Smog Check		1.2%	17
Stereo Installation		1.3%	18
Transmission or Clutch Repair		1.0%	14
Upholstery Repair		1.5%	22
Vehicle Storage		1.2%	17
Vehicle Towing		0.6%	9
Windshield or Window Tinting		1.7%	24

















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		45.8%	654
Beauty Products		33.3%	476
Cosmetics		40.2%	574
Babysitting		3.0%	43
Facial		15.3%	218
Hair Care Products		57.2%	817
Hair Coloring		25.5%	365
Hair Cut		72.5%	1,036
Hair Removal		5.3%	76
Hair Extensions, Wigs or Weaves		0.8%	11
Manicure		20.1%	287
Massage Therapy		27.4%	392
Pedicure		34.4%	491
Skin Cleaning Products		23.4%	334
Skin Repairing / Conditioning Products		13.0%	186
Tanning Bed or Spray Tan		1.7%	25
Tattoo or Piercing		6.6%	95
None of the above / Does not apply		9.2%	132























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)		52.1%	744
Books (Used)		42.4%	606
Books (Children's)		16.4%	235
Board Games		18.6%	266
Lottery Ticket		24.2%	346
Collectibles		6.4%	92
Comics		2.7%	38
Graphic Novels		4.5%	65
Computer Games		9.2%	131
Magazines		30.1%	430
Toys		10.3%	147
Video Console Games		6.1%	87
None of the above / Does not apply		20.4%	292

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











Value		Percent	Responses
Gems, Rocks & Minerals		5.5%	79
Ceramics and Pottery		3.3%	47
Collectables		4.9%	70
Do-It-Yourself (DIY)		19.5%	279
Games or Puzzles		24.7%	353
Beer Brewing Supplies		2.4%	34
Wine Making Supplies		1.3%	19
Jewelry Making Supplies or Beads		5.7%	82
Knitting		10.6%	151
Making Arts and Crafts		13.6%	194
Paper Crafts		7.3%	104
Quilting		8.7%	125
Scrapbooking		4.2%	60
Toy Collecting		1.2%	17
Trains, Plane & Car Model Kits		1.6%	23
None of the above / Does not apply		44.2%	632

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 Classes at Community College		5.2%	75
Online Continuing Education Courses		4.9%	70
Online Professional Certification or Accreditation Courses		3.1%	45
Online Language Lessons (Adult)		5.4%	77
Arts or Crafts Lessons (Adult)		8.2%	117
Cooking Lessons (Adult)		4.4%	63
Attend a Free Lecture or Seminar		18.0%	257
Attend Paid Online Lecture, Seminar or Special Class		7.1%	101
Dance Lessons		3.6%	51
Yoga, Pilates, or Zumba		13.2%	189
Attend an Online Local Workshop		8.0%	114
None of the above / Does not apply		54.2%	775
Attend Online College or University (Full Time)		2.6%	37
Attend Online College or University (Part Time)		2.7%	39
Attend Online Graduate School		1.6%	23
Business School		0.8%	11
Learning Center		0.6%	9
Culinary School		0.6%	8
Online Trade School		0.4%	6
Online Music Lessons (Adult)		2.5%	36
Sports Lessons (Adult)		2.5%	36
Online Real Estate Classes		0.4%	6

Value		Percent	Responses
Online Child Education or Tutoring		1.0%	15
Online Music Lessons (Child)		0.5%	7
Sports lessons (Child)		2.2%	31
Personal Physical Training		2.9%	41
Online Language Lessons (Child)		0.2%	3
Arts or Crafts Lessons (Child)		1.0%	15
Change Online School		0.1%	2
Attend an Online Religion Based School		0.5%	7





















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		12.9%	184
Oil paints		2.9%	42
Acrylic Paints		12.2%	175
Markers		10.8%	154
Specialty Paper		10.6%	152
Fabric Craft Supplies		11.1%	159
Beads		6.4%	92
Art Pencils and Pens		13.9%	199
Scrapbooking Supplies		5.5%	79
None of the above / Does not apply		64.8%	926
























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









Value		Percent	Responses
Clarinet		0.5%	7
Drums		1.1%	16
Flute		0.3%	4
Acoustic Guitar		2.7%	38
Electric Guitar		1.5%	22
Electric Keyboard		1.7%	25
Piano		1.2%	17
Piano (High End)		0.4%	6
Trumpet		0.4%	6
Violin		0.8%	11
None of the above / Does not apply		93.0%	1,329

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		15.6%	223
French		8.0%	114
Asian		49.4%	706
German		9.6%	137
American (New)		38.5%	550
Italian		46.0%	657
Cajun or Creole		9.1%	130
Indian		18.8%	269
Chinese		46.4%	663
American (Traditional)		61.5%	879
Thai		42.3%	604
Middle Eastern		14.9%	213
Japanese		23.9%	342
Mexican		71.2%	1,017
Vietnamese		17.7%	253
Southern		9.0%	129
Tex-Mex		17.0%	243
Spanish		9.1%	130
Mediterranean		23.1%	330
None of the above / Does not apply		6.4%	92

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		13.9%	198
Fish & Chips		35.8%	511
Golf Course Restaurant, Bar or Snack Bar		10.1%	144
Barbeque		28.1%	402
Deli		25.3%	362
Breakfast or Brunch		46.2%	660
Appetizers		41.5%	593
Dessert		24.6%	351
Chicken Wings		13.6%	194
Hamburgers		53.2%	760
Chicken		38.0%	543
Frozen Yogurt		15.6%	223
Live or Raw food		5.8%	83
Tapas or Small Plates		14.3%	205
Theme Restaurants		5.9%	84
Soup		20.9%	299
Salad		46.6%	666
Pizza (Dine In)		15.7%	225
Pizza (Delivery)		17.6%	251
Steak		26.9%	385
Juice or Smoothies		15.7%	224
Sandwiches		45.1%	645
Pizza (Carry Out)		43.9%	627

Value		Percent	Responses
Pizza (Take & Bake)		25.7%	367
Seafood		36.7%	524
Vegan		6.8%	97
Steakhouse		17.2%	246
Sushi		23.2%	331
Vegetarian		12.5%	179
Pho		15.1%	216
None of the above / Does not apply		6.8%	97










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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.6%	9
Purchase Commercial or Business Property		0.5%	7
Purchase Condominium or Townhouse		0.8%	12
Purchase Manufactured or Modular Home		0.9%	13
Purchase Investment Property		1.4%	20
Purchase Personal Residence		4.4%	63
Purchase Custom Built Home		0.9%	13
Purchase Residential Real Estate at an Auction		0.1%	2
Purchase Land or Agricultural Property		1.9%	27
Purchase Vacation Property		1.2%	17
None of the above / Does not apply		90.6%	1,294







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		0.1%	2
Sell Personal Residence		3.7%	53
Sell Vacation Property		0.5%	7
Sell Condominium or Townhouse		0.6%	8
Sell Investment Property		1.7%	25
Sell Land or Agricultural Property		1.3%	19
Sell Commercial or Business Property		0.3%	4
Sell Manufactured or Modular Home		0.4%	6
Plan to Sell Home in Master-Planned Community		0.1%	2
None of the above / Does not apply		92.8%	1,326











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

Value		Percent	Responses
Rent New Apartment		3.1%	45
Rent House (Residence)		4.8%	68
Rent Manufactured or Modular Home		0.7%	10
Rent or Lease Commercial Property		0.5%	7
Rent Agricultural Land		0.3%	5
Rent Subsidized Housing		1.2%	17
Rent Condo/Townhouse		2.1%	30
Rent Section 8 Housing		0.9%	13
None of the above / Does not apply		89.7%	1,282



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		3.1%	44
Use a Realtor to Buy Real Estate		4.1%	59
Use a Realtor to Buy and Sell Real Estate		3.4%	49
Plan to Sell Property Myself		1.7%	24
Use a Real Estate Broker		1.3%	19
None of the above / Does not apply		88.4%	1,263



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

Value		Percent	Responses
New Home Loan		4.1%	58
Home Remodel or Renovation Loan		1.3%	19
Business Construction Loan		0.4%	6
Home Construction Loan		1.0%	15
Equity Loan		1.7%	24
Land Loan		0.6%	8
Reverse Mortgage		0.4%	6
Real Estate Loan for existing home		1.3%	18
Refinance Home		3.0%	43
None of the above / Does not apply		89.1%	1,273

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		76.5%	1,093
No, don't know who to call		23.5%	336
Total: 1,429			





















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		76.8%	1,097
No, don't know who to call		23.2%	332
Total: 1,429			

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		24.0%	343
Craft Beer		39.9%	570
Champagne		21.3%	305
Premium Hard Alcohol or Spirits		30.0%	428
White Wine		48.7%	696
Red Wine		48.8%	697
Major Brand Cigarettes		4.4%	63
Recreational Marijuana		14.3%	205
Marijuana Accessories		5.7%	82
Smokeless Tobacco		1.5%	22
Pipe Tobacco		0.6%	9
Discount Cigarettes		2.3%	33
Discount Hard Alcohol or Spirits		12.0%	171
Domestic Beer		27.8%	397
Electronic Cigarette Supplies		1.7%	24
Alcoholic Cider		21.1%	301
None of the above / Does not apply		21.8%	311




103. Which of the following CANNABIS related products do you or the members of your household plan to purchase in the NEXT 12 MONTHS?
(Check all that apply.)

Value		Percent	Responses
Cannabis Accessories		4.5%	64
Marijuana Delivery		0.8%	12
Cannabis Dry Flower/Bud		7.1%	101
Cannabis Edibles		14.5%	207
Cannabis Tinctures		3.6%	52
Cannabis Vaporizers		2.5%	36
Cannabis Cleaning Tools or Supplies		1.4%	20
Cannabis Concentrates		4.0%	57
Cannabis Pre-Rolls		5.6%	80
Organic Cannabis Products		2.4%	35
Cannabis Oil		5.2%	75
Cannabis Beauty & Skin Care Products		2.6%	37
Cannabis Beverages		2.5%	36
Cannabis Chocolates		5.0%	72
Medical Cannabis		1.2%	17
CBD Cannabis		11.4%	163
CBG Cannabis		1.3%	19
Recreational Cannabis		9.4%	135
Medical Cannabis		1.8%	26
None of the above / Does not apply		70.7%	1,011







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		32.1%	459
Specialty Teas		18.8%	269
Specialty Coffee		40.3%	576
Gourmet Deli Counter Items		28.7%	410
Cookies		36.1%	516
Potato Chips		54.1%	773
Soft Drinks		40.6%	580
Energy Drinks		13.2%	188
Energy Bars		24.5%	350
Birthday Cake		15.7%	224
Beef Jerky or Meat Sticks		23.5%	336
Candy		37.3%	533
Fruit		76.3%	1,091
Nuts		65.5%	936
Chocolates		47.2%	674
Ice cream		65.6%	938
Artisan Bread		47.3%	676
Artisan Meats		18.2%	260
Sports Drinks		14.9%	213
Artisan Condiments		16.2%	232
Canned Sauces		36.2%	517
Chicken		79.6%	1,137

Value		Percent	Responses
Pork		50.7%	724
Beef		60.2%	860
Game Meats		3.8%	55
Fish		62.6%	895
Snack Mixes		25.6%	366
Vegetables		72.6%	1,037
Frozen Entrees		42.8%	612
Meal Kit Prep & Delivery		4.1%	59
Locally Raised Beef, Pork, Poultry		37.2%	532
Locally Grown Fruit and Vegetables		75.8%	1,083
Locally Produced Honey		31.6%	451
Organic Food		39.2%	560
Pickled Vegetables		24.4%	349
Artisan Cheese		42.8%	611
Alternative "Meat" Products		16.4%	235
Sausage		47.2%	674
Donuts		23.9%	342
Pastries		31.3%	447
Juice		44.6%	637
Olives		51.9%	741
Meal Kits		4.5%	65
Mac and Cheese		26.0%	371
Pizza		54.7%	781
Cookie Dough		7.8%	111

Value		Percent	Responses
Cereal		57.9%	827
Bagged Salad		56.5%	807
None of the above / Does not apply		1.3%	19




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

Value		Percent	Responses
Coupons		6.4%	92
Quality		39.7%	568
Selection		32.9%	470
Excellent Customer Service		8.2%	117
Clean Environment		8.6%	123
None of the above / Does not apply		4.1%	59








Total: 1,429

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		30.7%	438
Attend Online Religious or Spiritual Services		16.8%	240
Consider Leaving Current Job for Better Opportunity		6.4%	92
Donate to a Charity		64.3%	919
Donate to a Church		29.2%	417
Donate to Political Party or Government Representative		22.5%	322
Find New Local Golf Course		3.1%	44
Volunteer at Church		14.8%	212
Volunteer for Nonprofit Group		30.7%	439
Retire		4.7%	67
Vote in Upcoming Local Elections		60.8%	869
Vote in Upcoming State or National Elections		62.9%	899
Purchase Season Tickets for Performing Arts		9.1%	130
Attend a Holiday Themed Performance		16.4%	234
Community Activity		32.5%	464
Support an Organization		26.5%	378
Make a Donation		48.8%	698
Register to Vote		3.0%	43
None of the above / Does not apply		7.6%	108
Join a Golf Course		1.1%	16
Use Drone Photography Services		0.6%	9
Join a new Church		2.9%	41
Donate Vehicle		2.0%	29

























Value		Percent	Responses
Have a Baby		0.8%	12
Get Married		1.3%	19
Look into Private Schooling for Children		0.9%	13









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

Value		Percent	Responses
Go Touring on a Bicycle		8.1%	116
Go Mountain Biking		10.5%	150
Go Camping		36.9%	527
Go Hiking		46.3%	661
Go Fishing		22.1%	316
Go Backpacking		10.7%	153
None of the above / Does not apply		36.3%	519



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

Value		Percent	Responses
Apparel and Accessories		51.0%	729
Arts and Entertainment		35.8%	512
Automotive - (General)		22.6%	323
Automotive - (New Vehicle Dealership)		16.3%	233
Automotive - (Used Vehicle Dealership)		14.8%	211
Automotive - (Auto Parts store)		13.1%	187
Automotive - (Auto Repair business)		11.5%	165
Automotive - (Auto Body shop)		6.4%	92
Tire Business		16.1%	230
Beauty and Spa Related Businesses		21.8%	312
Child Related Businesses		5.2%	74
Community and State Services		27.2%	388
Education		12.5%	178
Employment Related Businesses		9.4%	135
Event Planning and Services		9.9%	141
Family Activity Related Businesses		10.7%	153
Farm Equipment and Agriculture Businesses		4.7%	67
Financial Services		11.2%	160
Fitness Businesses or Providers		9.2%	131
General Retail		42.3%	605
Grocery / Market		33.7%	482
Home and Garden Related Businesses		32.5%	465











Value		Percent	Responses
Building Supply/Lumber Business		18.1%	258
Home Service Businesses		13.0%	186
Home Service Contractors		15.5%	221
Hotel and Travel Related Businesses		32.2%	460
Local Services		29.2%	417
Medical Related Businesses - (General)		15.5%	222
Medical Related Businesses - (Chiropractor)		5.1%	73
Medical Related Businesses - (Dentist)		10.5%	150
Medical Related Businesses - (Hospital)		4.5%	65
Motorsport Businesses		3.1%	45
Nightlife Related Businesses		9.0%	128
Pet / Animal		27.2%	388
Professional Services		17.1%	244
Real Estate Service Businesses		5.9%	85
Recreation Related Businesses		11.1%	158
Restaurant / Bar / Lounge		43.0%	614
Senior Related Businesses		9.3%	133
Specialty Food and Drink		23.7%	338
General Retail - Children's Clothing Store		6.1%	87
General Retail - Clothing Accessory Store		12.9%	184
General Retail - Computer Store		12.7%	181
General Retail - Farming and Agriculture Business		4.5%	64
General Retail - Furniture Store		15.9%	227
General Retail - Hardware Store		20.6%	294

Value		Percent	Responses
General Retail - Home Entertainment Store		6.5%	93
General Retail - Jewelry Store		5.7%	81
General Retail - Major Appliance Store		13.3%	190
General Retail - Men's Clothing Store		14.4%	206
General Retail - Mobile Phone Store		8.3%	118
General Retail - Shoe Store		16.2%	231
General Retail - Women's Clothing Store		26.0%	371
None of the above / Does not apply		10.6%	151























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

Value		Percent	Responses
Yes		12.9%	184
No		87.1%	1,245
Total: 1,429			

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








Value		Percent	Responses
Start a Business		3.0%	43
Get a New Full Time Job		8.6%	123
Get a New Part Time Job		7.6%	109
Get a Temporary or Seasonal Job		4.3%	61
Use an Employment or Temporary Employment Agency		1.7%	24
Use a Career Counselor		1.0%	15
Get a Second (or Third) Job		2.4%	34
Get First Job after School		1.5%	22
Apply for Unemployment Benefits		2.5%	36
None of the above / Does not apply		81.6%	1,166

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







Value		Percent	Responses
Admin & Clerical		4.1%	58
Customer Service		5.0%	71
Education		3.9%	56
Management		3.4%	48
NonProfit		4.2%	60
Retail		3.1%	45
None of the above / Does not apply		78.7%	1,124
Accounting		1.6%	23
Agriculture		0.8%	12
Automotive		0.6%	8
Banking & Finance		1.7%	25
Child Care		0.7%	10
Construction		0.9%	13
Driver / Transportation		2.0%	28
Engineering		0.9%	13
Executive Level		1.6%	23
Entry Level (New Graduate)		1.3%	19
Government		2.7%	39
Grocery		1.7%	25
Hotel - Hospitality		1.1%	16
Health Care – non nursing		2.4%	34
Health Care - CNA, RN, LPN, MA		1.1%	16

Value		Percent	Responses
Manufacturing		1.4%	20
Installation - Maintenance - Repair		0.4%	6
Information Technology		1.7%	25
Insurance		0.3%	4
Legal		1.3%	18
Media		1.4%	20
Real Estate		0.4%	6
Restaurant - Food Services		2.2%	31
Sales & Marketing		2.2%	32
Skilled Labor - Trades		1.6%	23
Warehouse		1.5%	22

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		17.4%	248
Yellow Pages directory		1.7%	24
Direct mail flyer		14.6%	209
Deal program/offer		8.9%	127
Facebook business page offer		9.0%	129
Billboard advertising		1.5%	22
None of the above / Does not apply		65.6%	938

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		4.3%	61
Read ads and keep them - using one or two		34.4%	492
Read ads and keep them - without using any		4.0%	57
Read ads but throw away without using any		26.3%	376
Throw ads away unread		29.0%	414
Do not receive direct mail or advertisements at home or PO Box		2.0%	29

Total: 1,429



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 %	49 3.4%	129 9.0%	765 53.5%	81 5.7%	120 8.4%	228 16.0%	57 4.0%	1,429
County election Count Row %	46 3.2%	131 9.2%	781 54.7%	80 5.6%	116 8.1%	215 15.0%	60 4.2%	1,429
State election Count Row %	49 3.4%	140 9.8%	701 49.1%	77 5.4%	135 9.4%	267 18.7%	60 4.2%	1,429
Total Total Responses								1429




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

Value		Percent	Responses
Yes		94.8%	1,355
No		5.2%	74
			Total: 1,429























116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		97.6%	1,394
No		2.4%	35
			Total: 1,429



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

Value		Percent	Responses
Yes		17.7%	253
No		43.7%	625
Does not apply		38.6%	551
			Total: 1,429

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





















Value		Percent	Responses
Arts and Entertainment		4.3%	11
Business Consulting		5.5%	14
Education		4.7%	12
Grocery and Specialty Food/Drink		3.2%	8
Health and Medical		6.7%	17
Home Service Businesses		4.0%	10
Pet / Animal		3.6%	9
Real Estate		5.5%	14
Other		43.5%	110
Apparel and Accessories		1.6%	4
Automotive		1.6%	4
Beauty and Spa		2.0%	5
Child Related Businesses		0.4%	1
Event Planning and Services		1.2%	3
Family Activity		0.4%	1
Financial Services		2.4%	6
Fitness Businesses or Providers		1.2%	3
General Retail		1.2%	3
Home and Garden		2.0%	5
Hotel and Travel		0.4%	1
Local Services		2.4%	6
Recreation		0.4%	1

Total: 253

Value		Percent	Responses
Restaurant / Bar / Lounge		1.6%	4
Sales Training		0.4%	1

Total: 253

119. Which of the following are you interested in doing in the NEXT 12 MONTHS to drive your business? (Check all that apply.)

Value		Percent	Responses
Have an ongoing digital marketing campaign		10.7%	27
Use social media for promoting business		19.4%	49
Website optimized for mobile (responsive)		9.1%	23
Ongoing search optimization (SEO, SEM)		9.1%	23
Banner ads		4.3%	11
Cost-per-click ads (CPC, PPC)		4.7%	12
Cost-per-mille ads (CPM)		0.4%	1
Programmatic ads		1.2%	3
Retargeting ads		2.8%	7
Video ads		3.2%	8
Google ads (Adwords)		7.9%	20
Facebook ads		17.0%	43
Sponsored content		2.8%	7
Email advertising		11.5%	29
Site analytics		5.5%	14
Use a Digital Agency		2.0%	5
Digital ads through newspaper		2.4%	6
Digital ads through radio station		2.0%	5
Digital ads through TV station		1.6%	4
None of the above/Does not apply		62.5%	158

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.		35.2%	89
Business Logo Apparel		15.4%	39
Computer Hardware		13.8%	35
Networking Hardware or Software		5.5%	14
Office Cleaning Supplies		17.4%	44
Office Copier		6.3%	16
Office Furniture, Fixtures or Interiors		7.5%	19
Office Printer		10.7%	27
Office Supplies		36.0%	91
Promotional Items		11.1%	28
Security System		2.0%	5
Telephone Systems		4.0%	10
Uniforms or Work Clothing		7.1%	18
None of the above/Does not apply		39.5%	100

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		37.5%	95
Business Advertising		9.9%	25
Business Financial Consulting		3.2%	8
Business Bottled Water Delivery		7.1%	18
Business Cellular Phone Service		11.1%	28
Business Computer Consulting		4.3%	11
Business Employment Agency		3.2%	8
Business Internet Service Provider		15.4%	39
Business Legal Services or Attorney		10.3%	26
Business Marketing Services		7.5%	19
Business Social Media Marketing		8.3%	21
Business Meetings or Conventions		3.6%	9
Business Payroll Services		11.1%	28
Business Printing Services		11.5%	29
Business Sign Company Services		4.0%	10
Business Staffing or Temp Services		4.0%	10
Business Online Meetings		11.1%	28
None of the above / Does not apply		45.5%	115
Business Advisory Services		2.4%	6
Business Construction Contractor		1.6%	4
Business Moving or Storage		2.0%	5
Business Realty Services		0.4%	1

Value		Percent	Responses
Business Recruitment		2.4%	6
Business Security Services		1.2%	3
Selling Small Business		1.2%	3
Business Travel Agency		0.8%	2
Business General Broadcast Media Service		1.6%	4
Business Television Media Service		0.8%	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		4.0%	10
Buy New Office		1.6%	4
Add New Locations		4.0%	10
Have Employees Work From Home		3.6%	9
Renovate Existing Facilities		4.7%	12
Reduce Office Space		3.2%	8
Construct New Facilities		1.6%	4
Buy or Rent Industrial Space		1.2%	3
Buy or Rent Warehouse Space		2.4%	6
None of the above / Does not apply		82.6%	209












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

Value		Percent	Responses
Purchase New Business Automobiles		1.2%	3
Purchase Used Business Automobiles		0.4%	1
Purchase New Business Trucks		2.4%	6
Purchase Used Business Trucks		0.8%	2
Lease New Business Automobiles		1.6%	4
Lease New Business Trucks		1.6%	4
Purchase New Business Delivery Vehicles		2.0%	5
Purchase New Heavy Duty or Commercial Business Trucks		0.8%	2
Purchase Used Heavy Duty or Commercial Business Trucks		1.6%	4
None of the above / Does not apply		90.5%	229




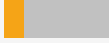


124. Which of the following EMPLOYEE BENEFIT AND INSURANCE PROGRAMS does your company plan to START OR CHANGE in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		5.1%	13
Business Health Insurance		2.4%	6
Business Dental Insurance		1.2%	3
Business 401K or Retirement Program		2.8%	7
Business "Key Man" Insurance		1.6%	4
Business Property Insurance		4.3%	11
Business Commercial Insurance		3.2%	8
None of the above / Does not apply		90.9%	230

125. Which age brackets do you fall into?









Value		Percent	Responses
18 - 19		0.1%	1
20 - 24		0.8%	12
25 - 30		2.2%	31
31 - 34		1.6%	23
35 - 40		4.2%	60
41 - 45		4.4%	63
46 - 49		3.0%	43
50 - 54		5.9%	84
55 - 60		10.0%	143
61 - 69		31.2%	446
70 or older		36.6%	522
			Total: 1,428
			Avg 64

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

Value		Percent	Responses
Metro / Urban		26.5%	378
Small/Mid-Size Town		25.4%	362
Suburban		25.5%	363
Rural		19.7%	280
Vacation community		2.2%	31
Other		0.7%	10

Total: 1,424

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






Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		0.3%	4
High School Graduate (12th grade)		4.3%	61
Vocational or Technical Training		3.7%	52
Some College		19.6%	279
College Graduate		28.5%	405
Some Post-Graduate Study (No Advanced Degree)		8.9%	127
Post-Graduate Degree		34.6%	492

Total: 1,421








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

Value		Percent	Responses
Under \$20,000		4.7%	64
\$20,000 - \$24,999		3.5%	48
\$25,000 - \$29,999		3.0%	41
\$30,000 - \$34,999		3.0%	41
\$35,000 - \$39,999		3.8%	52
\$40,000 - \$44,999		4.3%	58
\$45,000 - \$49,999		6.0%	81
\$50,000 - \$74,999		19.6%	265
\$75,000 - \$99,999		17.1%	231
\$100,000 - \$124,999		12.9%	174
\$125,000 - \$149,999		8.2%	111
\$150,000 - \$200,000		7.5%	101
Over \$200,000		6.4%	87
			Total: 1,354
			Avg \$92,575






129. What is your gender?

Value		Percent	Responses
Male		28.0%	397
Female		68.2%	968
Transgender		0.1%	1
Gender Variant / Non-conforming		0.3%	4
Prefer not to answer		3.5%	50
			Total: 1,420





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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.1%	16
Black or African-American		0.4%	5
Asian		1.5%	21
White or Caucasian		88.0%	1,249
Hispanic		1.4%	20
Other		1.8%	25
Prefer not to answer		5.9%	84
			Total: 1,420

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






Value		Percent	Responses
Single Family Home		82.3%	1,168
Apartment		8.6%	122
Condominium		4.1%	58
Mobile Home		2.5%	36
Other		2.5%	36
			Total: 1,420

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		84.9%	1,203
Rented		12.9%	183
Occupied Without Payment of Rent		0.7%	10
Other		1.5%	21

Total: 1,417

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

Value		Percent	Responses
None		87.9%	1,245
1		6.6%	93
2		4.0%	57
3		1.1%	15
4 or more		0.5%	7
			Total: 1,417

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 ---->)		38.5%	546
No		61.5%	871
Total: 1,417			