

# 2021 Pulse of America

## Oregon State Shopping Survey Report (Non-Metro)


### Response Counts

Completion Rate:	100%		
	Complete		553

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Total: 553













# 1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	553
			<b>Total: 553</b>

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









Value		Percent	Responses
Local Newspaper		57.9%	320
Local Newspaper Website		38.2%	211
Local TV News		57.0%	315
Local TV News Website		23.1%	128
National Broadcast News		38.9%	215
National Broadcast Website		14.1%	78
Local Radio		24.6%	136
Local Radio Website		4.0%	22
Apple News		6.9%	38
Facebook		20.3%	112
Twitter		5.6%	31
Nextdoor		11.6%	64
Other		14.8%	82

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





Value		Percent	Responses
Local Newspaper		15.4%	85
Local Newspaper Website		10.3%	57
Local TV News		14.1%	78
Local TV News Website		3.8%	21
National Broadcast News		23.7%	131
National Broadcast Website		9.9%	55
Local Radio		3.8%	21
Local Radio Website		0.7%	4
Apple News		0.9%	5
Facebook		1.3%	7
Twitter		1.3%	7
Other		14.8%	82

**Total: 553**





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

Value		Percent	Responses
Employment needs		27.1%	150
General status of the business		51.9%	287
New hours		48.3%	267
New services being offered		64.0%	354
Online services being offered		46.7%	258
Services that are being offered		65.1%	360
The cleaning and safety precaution policies		19.0%	105
Other		3.8%	21














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		53.7%	297
Watched Local Television		71.1%	393
Read the Local Newspaper		77.0%	426
None of the above / Does not apply		4.5%	25

6. In the last 30 days, have you or a member of your household made a purchase or sought out more information on a local product or service advertised in the following? (Check all that apply.)























Value		Percent	Responses
Local Publication or Newspaper		45.2%	250
Local Radio Station		8.9%	49
Local TV Station		18.3%	101
None of the above / Does not apply		44.3%	245

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		29.6%	126
Local Daily Newspaper		88.3%	376
Local Paid Weekly Community Newspaper		20.0%	85
Local Free Weekly Print Publication		33.8%	144
Local Alternative Publication		13.6%	58
Local City or Regional Magazine		29.1%	124
Local Specialty Publication		11.5%	49
Local Business Publication		16.9%	72
Local Ethnic Publication		1.4%	6
Local Parenting Publication		0.7%	3
Local Children's Publication		0.5%	2
Local Senior Publication		5.9%	25
None of the above / Does not apply		2.6%	11















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		21.5%	64
Adult Contemporary		17.2%	51
Adult Hits		16.2%	48
Business News		16.5%	49
CHR (Contemporary Hit Radio)		5.1%	15
Classic Hits		21.9%	65
Classic Rock		33.3%	99
Classical		15.5%	46
Religious		8.4%	25
Country		27.6%	82
Easy Listening		12.1%	36
News/Talk		50.2%	149
Oldies		16.2%	48
Rock		12.5%	37
Sports		10.1%	30
Talk		17.5%	52
Urban Contemporary		3.0%	9
Other		9.4%	28
Rhythmic-CHR		0.7%	2
Spanish		0.3%	1
Urban AC		0.7%	2
None of the above / Does not apply		1.0%	3























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)		60.6%	180
Midday (10:00 am - 3:00 pm)		39.7%	118
Afternoon Drive (3:00 - 7:00 pm)		50.8%	151
Evenings (7:00 pm - midnight)		12.8%	38
Overnight (midnight - 6:00 am)		2.4%	7
Don't know / Does not apply		8.4%	25

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)		43.8%	172
Morning (9 am – 12 noon)		9.7%	38
Daytime (12 noon – 3 pm)		10.2%	40
Early Fringe (3 pm – 5 pm)		14.2%	56
Early News (5 pm – 7 pm)		77.1%	303
Prime Access (7 pm – 8 pm)		34.6%	136
Prime Time (8 pm – 11 pm)		33.3%	131
Late News (11 pm – 11:30 pm)		14.5%	57
Late Fringe (11:30 pm – 1 am)		3.3%	13
Post Late Fringe (1 am - 2 am)		1.0%	4
Overnight (2 am - 5 am)		0.8%	3
Don't know - Does not apply		1.8%	7

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		4.7%	26
Auto Body Shop		6.0%	33
Auto Detailing Shop		10.3%	57
Auto Glass Repair Shop		6.9%	38
Auto Parts Store		20.1%	111
Auto Repair Shop		26.0%	144
Car Wash		71.1%	393
Gas Station		84.6%	468
New Vehicle Dealership		15.7%	87
Oil Change Station		46.8%	259
Recreation Vehicle (RV) Dealership		4.7%	26
RV or Camper Repair		7.8%	43
Tire Store		27.5%	152
Used Vehicle Dealership		6.9%	38
Auto Muffler Shop		0.5%	3
Auto Paint Shop		1.6%	9
Auto Salvage Yard		2.7%	15
Auto Stereo Installation		2.7%	15
Auto Towing Service		1.1%	6
Auto Window Tinting		1.1%	6
Car Audio Store		1.6%	9
Commercial Truck Dealership		0.2%	1

Value		Percent	Responses
Commercial Truck Repair Shop		0.7%	4
Trailer Rental Service		2.0%	11
Transmission Shop		0.9%	5
None of the above / Does not apply		2.7%	15

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		1.4%	8
Boat and RV Storage Facility		2.9%	16
Boat Dealer		1.6%	9
Boat Rental Service		0.4%	2
Boat Repair Shop		1.6%	9
Boating Accessory Store		3.3%	18
Golf Cart Dealer		0.9%	5
Motorcycle Accessory Store		2.2%	12
Motorcycle Dealer		2.0%	11
Motorcycle Repair Shop		2.5%	14
Watercraft Dealer		0.7%	4
Watercraft Rental Shop		0.9%	5
None of the above / Does not apply		86.6%	479







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

Value		Percent	Responses
Agriculture Farm Supply Store		14.3%	79
Animal Feed Store		15.7%	87
Agricultural Service		1.4%	8
Farm Equipment Repair Shop		2.2%	12
Farm Truck and Tractor Repair Shop		1.6%	9
Farming Structure Building Contractor		0.4%	2
New Farm Equipment Dealer		1.3%	7
Used Farm Equipment Dealer		1.3%	7
None of the above / Does not apply		77.0%	426










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		19.2%	106
Bakery		55.5%	307
Beer Shop		23.0%	127
Beverage Distributor		7.1%	39
Candy Store		11.4%	63
Cheese Shop		9.9%	55
Chocolate Shop		8.3%	46
Coffee & Tea Shop		34.4%	190
Convenience Store		35.6%	197
Cookie Store		4.9%	27
Cupcake Shop		11.2%	62
Dessert Restaurant		5.8%	32
Distillery		14.6%	81
Donut Shop		19.7%	109
Espresso or Coffee Shop		49.9%	276
Ethnic Food Restaurant		44.8%	248
Ice Cream or Frozen Yogurt Shop		35.3%	195
Liquor Store		51.2%	283
Meat Market or Butcher Shop		31.6%	175
Seafood Market		19.9%	110
Smoothie or Juice Bar		12.5%	69
Specialty Cake Bakery		4.9%	27















Value		Percent	Responses
Specialty Food Market		26.6%	147
Tea Shop		5.6%	31
U-Brew Beer or Wine Store		3.3%	18
Wine Shop		13.4%	74
Winery		21.7%	120
None of the above / Does not apply		5.6%	31




















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		24.2%	134
Farmers Market		59.9%	331
Grocery Store (Discount)		46.7%	258
Grocery Store (Ethnic)		10.8%	60
Grocery Store (Major or Regional Chain)		90.8%	502
Grocery Store (Neighborhood/Local/Mom & Pop)		27.8%	154
Grocery Store (Co-op)		20.4%	113
Grocery Store (Independent/Citywide)		44.1%	244
None of the above / Does not apply		0.4%	2












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

Value		Percent	Responses
Barbershop		33.3%	184
Day Spa		9.9%	55
Eyelash Extension Salon		1.4%	8
Hair Salon		69.6%	385
Hair Removal Salon		3.8%	21
Massage		23.9%	132
Makeup Artist		0.7%	4
Nail Salon		32.0%	177
Skin Care Store		5.4%	30
Tanning Salon		2.0%	11
Tattoo Studio		6.3%	35
None of the above / Does not apply		12.8%	71

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		13.2%	73
Bicycle Rental Service		2.2%	12
Bicycle Repair Shop		13.9%	77
Bicycle Shop		15.6%	86
Bowling Alley		6.7%	37
Dive Shop		1.3%	7
Fishing Supply Store		13.9%	77
Golf Course		21.2%	117
Golf Driving Range		14.3%	79
Golf Pro Shop		10.7%	59
Gun Shooting Range		8.7%	48
Gun Store		11.2%	62
Miniature Golf Course		3.8%	21
Outdoor Gear Store		24.6%	136
Seasonal Hunting		6.5%	36
Ski Shop		11.0%	61
New Sporting Goods Store		17.4%	96
Used Sporting Goods Store		11.9%	66
None of the above / Does not apply		34.0%	188












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

Value		Percent	Responses
Boat Charter		4.3%	24
Card or Stationery Store		17.5%	97
Catering Service		5.1%	28
Event Coordinator		1.1%	6
Hotel Meeting Room or Event Space		3.1%	17
Party Supply Store		5.1%	28
Aerial Photography		0.4%	2
Photographer		4.2%	23
Wedding Planner		1.3%	7
Wedding Venue or Banquet Hall		2.4%	13
None of the above / Does not apply		72.0%	398











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		17.2%	95
Bingo Hall		3.4%	19
Casino		13.4%	74
Community Theatre		21.0%	116
Food Festival		29.7%	164
Live Theater		21.7%	120
Local Festival		41.6%	230
Movie Theater		43.9%	243
Music Festival		26.8%	148
Performing Arts Center		15.9%	88
Stadium or Arena Events		20.3%	112
Wine Tour		10.8%	60
None of the above / Does not apply		19.7%	109

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








Value		Percent	Responses
Amusement Center / Park		12.1%	67
Athletic Club		19.0%	105
Family Entertainment Center		7.1%	39
Family Play Center		3.3%	18
Horseback Riding		4.7%	26
Ice Skating or Roller Rink		4.7%	26
Local Sports Team		14.6%	81
Outdoor Park		45.2%	250
Waterpark		6.0%	33
Zoo		14.5%	80
None of the above / Does not apply		34.7%	192

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























Value		Percent	Responses
Dance Studio		4.3%	24
Exercise Classes		23.1%	128
Fitness Boot Camp		1.1%	6
Gym, Fitness or Athletic Club		28.8%	159
Martial Arts Studio		0.5%	3
Personal Trainer		6.1%	34
Rock Climbing Gym		2.4%	13
Swimming Lessons		6.5%	36
Yoga Studio		9.0%	50
None of the above / Does not apply		53.5%	296



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		2.2%	12
Bar, Lounge or Pub		41.4%	229
Billiard Hall		1.3%	7
Card Room		0.5%	3
Sports Bar		18.3%	101
Wine Bar		19.5%	108
None of the above / Does not apply		52.3%	289

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		3.6%	20
Community College		8.7%	48
Continuing Education Courses		14.3%	79
Elementary School		5.4%	30
Lecture or Seminar Series		7.6%	42
Middle School or High School		4.7%	26
Musical Instruments and Lessons		4.2%	23
Online/On-demand Programs		13.2%	73
University / College		4.3%	24
None of the above / Does not apply		59.5%	329
Beauty School		0.4%	2
Culinary School		2.0%	11
Dance School		1.4%	8
Driving School		0.9%	5
Graduate School		1.4%	8
Language School		1.8%	10
Medical Training Certification		1.3%	7
Online Music Teacher		1.1%	6
Preschool		1.8%	10
Private Elementary School		0.5%	3
Private High School		0.5%	3
Private K-12 School		0.4%	2

Value		Percent	Responses
Private Middle School		0.2%	1
Private Tutor		0.4%	2
Real Estate School		0.4%	2
Tutoring Center		0.2%	1
Trade School		0.5%	3
Training Center		0.2%	1
Vocational School		0.4%	2















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

Value		Percent	Responses
Bank		21.3%	118
Credit Union		13.0%	72
Financial Advisor		11.4%	63
Stockbroker		2.7%	15
Tax Return Service		10.5%	58
None of the above / Does not apply		68.7%	380






















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		2.2%	12
Bankruptcy Service		0.5%	3
Bookkeeping Service		3.8%	21
Car Leasing Service		1.4%	8
Check Cashing Service		1.1%	6
Credit Counseling Service		0.4%	2
Credit Repair Service		0.5%	3
Debt Consolidation Company		0.7%	4
Money Transfer Service		1.6%	9
Title Loan Company		3.3%	18
None of the above / Does not apply		86.4%	478

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		6.9%	38
Chiropractor		10.1%	56
Dental Clinic		9.9%	55
Dentist		38.7%	214
Denture or Implant Specialist		5.4%	30
Family Practitioner		17.7%	98
General Practitioner		21.0%	116
Hearing Aid Center		8.7%	48
Hospice Care Provider		0.9%	5
Hospital		4.5%	25
Medical Clinic		14.3%	79
Optometrist		22.1%	122
Pediatrician		2.7%	15
None of the above / Does not apply		41.8%	231

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		8.7%	48
Audiology Clinic		12.8%	71
Blood Donation Center		9.4%	52
Cancer Specialist		6.0%	33
Cardiologist		16.5%	91
Dermatologist		41.0%	227
Ear, Nose & Throat Doctor		12.7%	70
Esthetician Skin-care		6.9%	38
Gastroenterologist		12.7%	70
Internal Medicine Doctor		31.6%	175
Laboratory or Medical Testing Facility		26.6%	147
Massage Therapist		22.8%	126
Medical Imaging Service		16.3%	90
Medical Supply Store		3.3%	18
Mental Health Provider		9.8%	54
Naturopathic Practitioner		8.0%	44
Obstetrician & Gynecologist		7.8%	43
Oncologist		4.7%	26
Ophthalmologist		26.2%	145
Orthodontist		3.4%	19
Orthopedist		6.7%	37

Value		Percent	Responses
Pain Management Physician		4.7%	26
Physical Therapist		14.6%	81
Podiatrist		4.7%	26
Psychologist		3.1%	17
Sleep Disorder Clinic		7.2%	40
Surgical Specialist		4.5%	25
Urgent Care Clinic		6.5%	36
Urologist		12.8%	71
Walk-In Clinic		4.3%	24
Wellness Program		3.6%	20
None of the above / Does not apply		10.7%	59
Alcoholism Treatment Program		0.9%	5
Alzheimer's or Memory Care Facility		0.7%	4
Cardiovascular Surgeon		0.7%	4
Cosmetic or Plastic Surgery		1.4%	8
Cryotherapy		0.4%	2
Drug Addiction Treatment Center		0.2%	1
Drug Testing Service		0.4%	2
Home Health Care Provider		1.4%	8
Laser Eye Surgery Clinic		2.0%	11
Medical Spa		1.6%	9
Mental Health Clinic		1.4%	8
Mental Health Service		2.5%	14
Nutritionist or Dietician		2.4%	13








Value		Percent	Responses
Pain Clinic		1.8%	10
Pain Control Clinic		1.6%	9
Physical Health Center		0.9%	5
Psychiatrist		2.7%	15
Rehabilitation Clinic		0.5%	3
Sports Medicine Clinic		1.3%	7
Vascular Surgeon or Vein Center		2.2%	12
Wellness Service		2.0%	11

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		2.9%	16
Adult Day Care		0.2%	1
Aging in Place Business		0.7%	4
Assisted Living Facility		0.7%	4
Geriatric Physician		0.4%	2
Memory Care Facility		0.9%	5
Nursing Home		0.2%	1
Respite Relief Provider		0.4%	2
Retirement Counselor		0.7%	4
Retirement Home		0.5%	3
Senior Care Placement Agency		0.4%	2
Senior Center		7.2%	40
None of the above / Does not apply		87.5%	484










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		21.5%	119
CBD Store		12.8%	71
Medical Marijuana Dispensary		2.2%	12
Medical Marijuana Authorization		1.1%	6
None of the above / Does not apply		70.2%	388

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		59.3%	328
Bed & Breakfast		12.8%	71
Campground		33.3%	184
Hotel or Motel (Local)		8.3%	46
Hotel or Motel (Out-of-Town)		66.2%	366
Limo Service		2.5%	14
Luggage-Travel Store		1.8%	10
Local Tourism		11.9%	66
Regional Airport		35.6%	197
RV Rental Company		4.0%	22
Shuttle Service		15.0%	83
Ski Resort		7.6%	42
Taxi Service		9.2%	51
Travel Agent		6.7%	37
None of the above / Does not apply		13.0%	72

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		13.9%	77
Compost / Yard Waste Service		16.8%	93
Courier or Delivery Service		7.6%	42
Dry Cleaning or Laundry Service		21.5%	119
Electronics Repair Shop		5.2%	29
Information Technology (IT) Service		3.8%	21
Jewelry Repair Shop		9.4%	52
Junkyard		4.9%	27
Mail Store		31.3%	173
Mobile or Cell Phone Repair Shop		6.1%	34
Moving Truck Rental Company		4.0%	22
Printing Service		6.5%	36
Propane Dealer		20.1%	111
Recycling Center		38.3%	212
Self-Storage Facility		8.3%	46
Sewing and Alterations Shop		8.5%	47
Shipping Center		20.6%	114
Shoe Repair Shop		7.4%	41
Small Engine Repair Shop		4.7%	26
Tool / Equipment Rental Service		7.2%	40
Watch or Clock Repair Shop		8.3%	46
None of the above / Does not apply		15.9%	88

Value		Percent	Responses
Auction House		1.6%	9
Bottled Water Delivery Service		2.2%	12
Cremation Service Provider		0.5%	3
Funeral Service Provider		0.7%	4
Freight / Hauling Company		2.4%	13
Marriage Counselor		0.4%	2
Propane Home Heating Service		2.9%	16

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























Value		Percent	Responses
Chamber of Commerce		11.8%	65
Charity or Philanthropic Organization		30.0%	166
Church		30.6%	169
City Center		6.5%	36
City or Municipal Service		11.6%	64
City or Town Hall		8.5%	47
Civic Center		3.1%	17
Community Center		9.9%	55
Community Organization		11.0%	61
Community Service or Non-Profit Organization		21.9%	121
Convention Center		2.5%	14
County Government Office		6.9%	38
Department of Social Services		4.0%	22
Employment Center		2.2%	12
Government Economic Program		1.8%	10
Government or Political Service		4.3%	24
Youth Organization		5.1%	28
None of the above / Does not apply		27.3%	151























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		19.0%	105
Painting Contractor		13.9%	77
Plumber or Plumbing Contractor		12.8%	71
None of the above / Does not apply		69.3%	383

























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

Value		Percent	Responses
Air Duct Cleaning Service		8.3%	46
Appliance Repair Service		9.6%	53
Asphalt / Paving Contractor		7.2%	40
Carpenter or Woodworker		9.9%	55
Carpet Installation Contractor		6.3%	35
Concrete Contractor		5.8%	32
Countertop Contractor		5.1%	28
Deck Builder		5.6%	31
Drywall Installation or Repair Contractor		4.9%	27
Fencing Contractor		7.2%	40
Flooring Contractor		8.1%	45
Furnace Contractor		7.2%	40
Garage Door Contractor		5.8%	32
Garbage Collection Service		26.9%	149
General Contractor		7.4%	41
Gutter Installation or Repair Contractor		4.2%	23
Handyman		20.8%	115
Heating & Air Conditioning Services		26.9%	149
Home Security Company		3.6%	20
Junk Removal or Hauling Service		5.6%	31
Kitchen or Bath Remodeling Company		4.5%	25
Landscaping Service		18.8%	104







Value		Percent	Responses
Remodeling Contractor		5.6%	31
Roofing Contractor		6.5%	36
Septic Tank Contractor		4.7%	26
Solar Energy Contractor		5.2%	29
Stone or Marble Company		3.3%	18
Tile Contractor		3.1%	17
None of the above / Does not apply		26.2%	145
Alternative Energy Service		2.4%	13
Demolition Contractor		0.9%	5
Fire & Water Damage Restoration Service		0.4%	2
Foundation Contractor		2.2%	12
Garage Builder		1.3%	7
Handicap Access Contractor		1.3%	7
Heavy Construction Machinery		0.5%	3
Home Maintenance Service		2.9%	16
Insulation Installer		1.3%	7
Landscape Architect		2.9%	16
Mover or Moving Company		2.7%	15
New Home Builder		0.5%	3
Siding Installation or Repair Contractor		2.4%	13
Water Well Drilling Contractor		0.9%	5
Waterproofing Contractor		0.2%	1

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		15.7%	87
Carpet Cleaning Service		16.1%	89
Chimney Services		8.1%	45
Furnace Cleaning Service		10.8%	60
Home Gardening Service		7.8%	43
House Cleaning Service		21.0%	116
Key or Locksmith Service		4.0%	22
Landscaper		10.7%	59
Lawn Care Service		19.2%	106
Pest Control Service or Exterminator		11.4%	63
Shades & Blinds Installation Service		8.5%	47
Television or Internet Service Provider		24.1%	133
Window & Door Installation		6.3%	35
Window Washing		22.2%	123
None of the above / Does not apply		26.8%	148
Awning & Tent Company		2.2%	12
Bathtub Refinishing Service		2.0%	11
Cabinet Refacing Service		2.4%	13
Fuel or Oil Home Heating Service		2.9%	16
Home Pressure Washing Service		2.5%	14
Home Theater Installation Service		0.7%	4
Masonry Service		0.7%	4

Value		Percent	Responses
Interior Designer		1.6%	9
Pool Cleaning Service		0.4%	2
Wallcoverings Store		0.5%	3
Water Treatment Supply & Service		0.7%	4




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		2.2%	12
At-home Daycare		0.2%	1
Children's Clothing Store		8.0%	44
Children's Shoe Store		3.6%	20
Summer Camp		2.7%	15
None of the above / Does not apply		90.6%	501
















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		7.1%	39
Animal Shelter		2.4%	13
Bird Seed Store		12.1%	67
Bird Shop		2.4%	13
Emergency Animal Hospital		4.9%	27
Feed Store		14.5%	80
Fish or Aquarium Store		2.2%	12
Pet Boarding		11.8%	65
Pet Boutique		0.5%	3
Pet Groomer		19.7%	109
Pet Sitter		11.0%	61
Pet Store		26.0%	144
Pet Trainer		2.9%	16
Pet Walker		1.3%	7
Veterinarian		47.9%	265
None of the above / Does not apply		35.6%	197

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		5.8%	32
Real Estate Brokerage Firm		2.4%	13
None of the above / Does not apply		93.1%	515

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













Value		Percent	Responses
Apartment Rental Agency		2.7%	15
Developer		0.2%	1
Estate Appraiser		0.9%	5
Estate Liquidator		0.4%	2
Home Inspector		3.6%	20
Home Staging Company		0.9%	5
Manufactured or Modular Home Builder		0.2%	1
Mortgage Banker		3.3%	18
Mobile Home Dealer		0.4%	2
Mortgage Broker		2.9%	16
New Home Builder		0.7%	4
Real Estate Appraiser		3.6%	20
Real Estate Rental Agency		2.7%	15
Title & Escrow Company		7.1%	39
None of the above / Does not apply		85.7%	474















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		52.3%	289
Buffet Restaurant		6.9%	38
Chinese Restaurant		43.9%	243
Ethnic Restaurant		37.8%	209
Family Style Restaurant		24.4%	135
Fast Food Restaurant		45.4%	251
Fine Dining Restaurant		36.9%	204
Home Delivery Meals		11.0%	61
Indian Restaurant		15.9%	88
Italian Restaurant		30.9%	171
Japanese or Sushi Restaurant		28.0%	155
Mexican Restaurant		64.2%	355
Pizza Restaurant		51.9%	287
Restaurant with Lounge or Bar		27.8%	154
Thai Restaurant		41.0%	227
None of the above / Does not apply		6.0%	33








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

Value		Percent	Responses
Art Gallery		11.6%	64
Art Supply Store		13.7%	76
Bookstore		44.5%	246
Camera Store		3.6%	20
Candle Shop		3.4%	19
Christian Book Store		3.1%	17
Christmas Store		6.0%	33
Computer Store		12.3%	68
Consignment Shop		17.4%	96
Craft Supply Store		25.1%	139
Department Store		51.0%	282
Discount Store		40.0%	221
Drugstore or Pharmacy		60.6%	335
Electronics Store		16.3%	90
Equipment Rental Store		4.5%	25
Fabric Store		19.5%	108
Flea Market		7.8%	43
Florist		13.4%	74
Gift Shop		14.8%	82
Gun Shop		9.9%	55
Halloween Store		5.1%	28
Herb Shop or Herbalist		4.2%	23

Value		Percent	Responses
Hobby Shop		14.5%	80
Mobile Phone Store		15.2%	84
Music Instrument Store		4.2%	23
Music Store		3.3%	18
Office Equipment & Supply Store		22.8%	126
Outlet Store		25.5%	141
Record Store		4.2%	23
Scrap Metal Dealer		3.3%	18
Shopping Center		30.7%	170
Thrift Store		34.5%	191
Toy Store		7.2%	40
Vape or Smoke Shop		3.3%	18
Vitamin or Supplement Store		12.8%	71
Wholesale, Warehouse or Club Store		38.2%	211
Yard Equipment Store		11.0%	61
Yarn Store		4.7%	26
None of the above / Does not apply		4.9%	27
Adult Video or Adult Store		1.3%	7
Bead Store		2.7%	15
Cigar Store		2.2%	12
Coin Shop		1.4%	8
Comic Book Shop		1.8%	10
Gold/Silver/Precious Metal Dealer		2.5%	14
Knife Store		1.1%	6














Value		Percent	Responses
Military Surplus Store		2.7%	15
Monument or Memorial Company		0.5%	3
Music and Video Store		2.9%	16
Pawn Shop		2.0%	11
Religious Supply or Gift Shop		1.4%	8
Security Service		1.4%	8
Sewing Studio		2.5%	14
Sign Store		1.4%	8
Survival Store		0.9%	5
Tobacco Store		2.9%	16
Trophy or Award Store		1.4%	8
Wedding Supply Store		0.5%	3

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		19.2%	106
Free delivery		23.9%	132
Drive-thru		52.6%	291
Carryout		65.1%	360
Curbside carryout		32.7%	181
Other		4.5%	25
None of the above / Does not apply		18.3%	101

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		16.5%	91
Baby Supply & Furniture Store		3.8%	21
Bath & Accessory Store		23.7%	131
Building Supply Store or Lumber Yard		37.4%	207
Carpet Store		6.1%	34
Fireplace, Wood Stove or Barbeque Store		7.6%	42
Flooring Store		8.9%	49
Frame Shop		5.6%	31
Furniture Store		16.1%	89
Hardware Store		47.9%	265
Home & Garden Store		58.6%	324
Home Decor Store		17.0%	94
Hot Tub or Spa Dealer		5.6%	31
Lighting Store		6.7%	37
Major Appliance Store		11.8%	65
Mattress or Bedding Store		8.5%	47
Outdoor Furniture Store		7.1%	39
Paint Store		17.2%	95
Plant Nursery & Garden Supply Store		40.0%	221
Small Appliance Store		3.8%	21
Tool Rental Center		3.4%	19
Tool Store		6.9%	38






Value		Percent	Responses
TV & Appliance Store		6.9%	38
Used Building Supply Store		9.4%	52
None of the above / Does not apply		12.3%	68
Cabinet Store		2.2%	12
Clock Shop		2.4%	13
Furniture Restoration Shop		1.6%	9
Futon Store		0.4%	2
Pool & Spa Dealer		2.9%	16
Rug Store		2.2%	12
Solar Energy Equipment Dealer		1.8%	10
TV Store		2.5%	14
Vacuum Store		1.8%	10
Window Store		2.0%	11

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		34.7%	192
Beauty Supply Store		20.8%	115
Bridal Shop		0.9%	5
Clothing Accessories Store		21.0%	116
Jewelry Store		7.1%	39
Leather Goods Store		2.9%	16
Lingerie Store		4.5%	25
Logo Apparel Store		2.0%	11
Maternity Wear Store		0.2%	1
Men's Clothing Store		25.1%	139
Optician or Eyeglasses Store		32.4%	179
Outdoor Clothing Store		31.1%	172
Shoe Store		44.1%	244
Sportswear Store		27.3%	151
Swimwear Store		4.9%	27
Watch Store		1.8%	10
Western Wear Store		5.4%	30
Women's Clothing Store		50.3%	278
None of the above / Does not apply		17.7%	98



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		10.1%	56
Insurance Agency		9.8%	54
Legal Firm or Attorney		6.9%	38
Tax Advisor		7.1%	39
None of the above / Does not apply		77.4%	428























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

Value		Percent	Responses
Architect or Architecture Firm		1.4%	8
Commercial Builder		1.1%	6
Disaster Insurance		1.6%	9
Employment or Staffing Agency		1.4%	8
Graphic Designer		2.2%	12
Immigration Lawyer / Law		0.5%	3
Life Coach		0.9%	5
3D Printing		0.7%	4
Personal Shopping		2.4%	13
Virtual Assistance		1.1%	6
Business Consultant		0.9%	5
SEO Consultant(ion)		0.7%	4
Security Consultant		0.9%	5
Branded Merchandiser		0.7%	4
Research Study		0.7%	4
Co-working space		0.9%	5
None of the above / Does not apply		87.3%	483









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		0.2%	1
Purchase New Class B RV		0.7%	4
Purchase New Class C RV		0.4%	2
Purchase New Travel Trailer or 5th Wheel		1.8%	10
Purchase New Camper Shell		0.4%	2
Purchase New Camper Van		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class B RV		0.7%	4
Purchase Used Class C RV		0.9%	5
Purchase Used Travel Trailer or 5th wheel		1.8%	10
Purchase Used Camper Shell		0.4%	2
Purchase Used Camper Van		1.3%	7
None of the above / Does not apply		93.5%	517

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









Value		Percent	Responses
New Car		5.1%	28
New SUV		6.0%	33
New Truck		3.4%	19
New Hybrid or Electric Vehicle		4.2%	23
Used Car		5.6%	31
Used SUV		5.1%	28
Used Truck		3.3%	18
None of the above / Does not apply		75.2%	416
New Luxury Vehicle - Under \$50,000		1.4%	8
New Luxury Vehicle - \$50,000 - \$75,000		0.9%	5
New Luxury Vehicle - Over \$75,000		0.7%	4
New Motorcycle		0.5%	3
New Side x Side (UTV)		0.5%	3
New Sport ATV		0.2%	1
Used Luxury Vehicle - Under \$30,000		0.9%	5
Used Luxury Vehicle - \$30,000 - \$50,000		1.1%	6
Used Luxury Vehicle - Over \$50,000		0.5%	3
Used Motorcycle		0.5%	3
Used Van		0.4%	2
Used Minivan		0.4%	2
Used Sport ATV		0.4%	2
Used Hybrid or Electric Vehicle		1.6%	9











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

Value		Percent	Responses
Compact car		2.7%	15
Full-size car		0.9%	5
Luxury vehicle (any size)		0.5%	3
Midsized car		1.3%	7
Pickup truck		4.7%	26
Sport utility vehicle (SUV)		19.2%	106
Van or minivan		1.1%	6
None of the above		69.6%	385



**Total: 553**

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

Value		Percent	Responses
Chevrolet		6.5%	36
Ford		11.0%	61
GMC		4.5%	25
Honda		9.2%	51
Hyundai		4.3%	24
Jeep		3.6%	20
Kia		3.4%	19
Mazda		3.1%	17
Subaru		11.4%	63
Toyota		14.3%	79
None of the above / Does not apply		64.9%	359
Acura		2.4%	13
Audi		2.4%	13
BMW		2.2%	12
Buick		0.7%	4
Cadillac		0.7%	4
Chrysler		0.5%	3
Dodge		2.5%	14
Fiat		0.2%	1
Infiniti		0.5%	3
Land Rover		0.5%	3
Lexus		1.6%	9




















Value		Percent	Responses
Lincoln		0.9%	5
Mercedes-Benz		1.8%	10
Mini		0.4%	2
Mitsubishi		0.2%	1
Nissan		2.5%	14
Porsche		0.5%	3
Saab		0.2%	1
Tesla		2.9%	16
Volkswagen		2.5%	14
Volvo		2.9%	16

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		9.2%	51
No		90.8%	502
Total: 553			






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		1.3%	7
GPS Device (Handheld or In-Vehicle)		4.3%	24
Office Equipment		10.5%	58
Ink or Printer Cartridges		53.0%	293
Satellite Radio		3.1%	17
Satellite TV System		0.9%	5
Stereo System (Home)		1.8%	10
Wi-Fi for Home		5.8%	32
Headphones		14.3%	79
Wireless Speakers		5.6%	31
Smartwatch		6.9%	38
Compact/Mini Projector		1.3%	7
Wearable Electronics		1.4%	8
Healthcare Device		3.3%	18
Aerial Drone		1.6%	9
Assistive Technology for Hearing		4.5%	25
Smart Sports Equipment		0.5%	3
Batteries for Electronics		42.0%	232
None of the above / Does not apply		30.2%	167






















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		1.6%	9
Camera (Digital) SLR		1.6%	9
Camera Accessories or Supplies		1.4%	8
Camera Lens		2.4%	13
Computer Accessories		6.5%	36
Computer Software		8.0%	44
E-Reader (Kindle or Similar)		2.7%	15
Tablet (iPad or Similar)		8.0%	44
Personal Computer		4.3%	24
Laptop Computer		11.2%	62
TiVo or DVR		0.5%	3
4K Ultra HD TV		4.9%	27
Smart TV		7.6%	42
None of the above / Does not apply		66.2%	366






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		28.9%	160
Prepaid Cell Phone		2.5%	14
None of the above / Does not apply		68.7%	380











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

Value		Percent	Responses
Anniversary Jewelry		3.8%	21
Necklaces		4.7%	26
Rings (Other)		4.0%	22
Earrings		14.6%	81
Gold Jewelry		3.6%	20
Silver Jewelry		3.4%	19
Costume Jewelry		6.9%	38
Women's Jewelry		10.3%	57
None of the above / Does not apply		72.0%	398
Engagement Rings		0.4%	2
Wedding Rings		0.9%	5
Pendants		1.6%	9
Celtic Jewelry		1.8%	10
Diamond Jewelry		1.8%	10
Gemstone Jewelry		2.9%	16
Pearl Jewelry		1.3%	7
Men's Jewelry		0.4%	2
Designer Jewelry		2.4%	13
Jewelry Box or Organizer		0.2%	1
Men's High-End Watch		0.5%	3
Women's Watch		1.8%	10





















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

Value		Percent	Responses
Auto Insurance		11.6%	64
Homeowner Insurance		9.2%	51
Life Insurance		2.4%	13
Medical (Health) Insurance		8.7%	48
None of the above / Does not apply		80.5%	445

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		0.5%	3
Crop Insurance		0.7%	4
Dental Insurance		23.1%	128
Disability Insurance		1.1%	6
Medicare		26.4%	146
Long Term Care Insurance		4.9%	27
Pet Insurance		4.2%	23
Professional Liability Insurance		3.3%	18
Renters Insurance		6.0%	33
None of the above / Does not apply		53.0%	293

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		9.6%	53
Audiologist		14.5%	80
Chiropractic Care		15.2%	84
Counseling & Mental Health Services		10.3%	57
Checkup		40.7%	225
Hospital		5.6%	31
Medical Services		21.0%	116
Optometrist		34.9%	193
Pediatrician		4.5%	25
Primary Care		45.0%	249
Wellness Services		5.6%	31
Alternative Care		5.4%	30
Physical Therapy or Rehabilitation service provider		14.5%	80
Hearing Aid Center		14.1%	78
Prescription Drugs		56.2%	311
None of the above / Does not apply		16.8%	93
Geriatric Specialist		0.9%	5
Home Healthcare		1.1%	6
Pediatric Dentist		2.9%	16
Weight Loss Service		1.6%	9

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		0.7%	4
Bankruptcy Attorney		0.5%	3
Banking, Partnership & Business Law Attorney		1.4%	8
Child Support Attorney		0.4%	2
Criminal Law Attorney		0.4%	2
Disability & Social Security Attorney		0.2%	1
Divorce & Family Law Attorney		0.5%	3
Employment Discrimination or Labor Issues Attorney		0.4%	2
General Practice Attorney		3.1%	17
Intellectual Property Attorney		0.2%	1
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		1.6%	9
Real Estate Attorney		2.5%	14
Taxation Attorney		0.4%	2
Wills, Trusts & Estates Attorney		19.5%	108
None of the above / Does not apply		73.8%	408



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		68.2%	377
Teeth Cleaning		64.9%	359
Cavity Filling		17.0%	94
Crown		17.9%	99
Oral Surgery		2.9%	16
Braces		3.1%	17
Composite Bonding		2.9%	16
Dental Implants		8.1%	45
Dental Veneers		1.1%	6
Dentures		2.4%	13
Full Mouth Reconstruction		0.5%	3
Inlays or Onlays		0.5%	3
Smile Makeover		0.2%	1
Teeth Whitening		6.5%	36
None of the above / Does not apply		11.8%	65

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		4.0%	22
Breast Augmentation		0.5%	3
Dermabrasion		1.4%	8
Eyelid Surgery		1.1%	6
Facelift		0.2%	1
Hair Loss Treatment		0.9%	5
Lap Band		0.5%	3
Liposuction		0.9%	5
Rhinoplasty (Nose Job)		0.2%	1
Skin Treatment		5.8%	32
None of the above / Does not apply		88.4%	489

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

Value		Percent	Responses
Fill Medical Prescriptions		52.4%	290
Use Physical Rehabilitation Services		4.2%	23
Receive Treatment for Back Pain		9.2%	51
Have an Eye/Vision Exam		63.5%	351
Have an Annual Physical or Checkup		63.3%	350
Have X-Rays Taken		11.2%	62
Have a Scheduled Surgery		5.8%	32
Have Blood Drawn for Testing		48.8%	270
Plan to Visit a Hospital for any Medical Service or Procedure		8.9%	49
Have Foot Problems Diagnosed or Treated		11.0%	61
Senior Travel		6.3%	35
Receive Treatment for a Sleep Disorder		5.8%	32
Use Personal Trainer or Instructor		4.5%	25
Cardiovascular Treatment		5.4%	30
Cancer Treatment		5.2%	29
Orthopaedic or Knee Surgery		3.6%	20
Chiropractic Care		14.1%	78
Do Corrective Exercises		6.0%	33
Get Vaccinations at Drug Store or Pharmacy		38.2%	211
Get Vaccinations at Doctors Office		29.5%	163
Have Cataract Surgery		3.1%	17
Discretionary Health Care and Wellness Services		5.4%	30

Value		Percent	Responses
Have Acupuncture		7.4%	41
Women's Health Care		14.8%	82
Women's Diagnostics		5.4%	30
Men's Diagnostics		3.6%	20
Topical Skincare		7.2%	40
Endocrinology Services		4.2%	23
None of the above / Does not apply		11.6%	64
Participate in a Medical Study		2.7%	15
Stop Smoking		1.6%	9
Receive Treatment for Vehicle or Workplace Injury		0.4%	2
Hire a Caregiver or Respite Worker		0.9%	5
Have Safety Bars Installed in Bathroom		2.7%	15
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		0.7%	4
Nutritional Counseling		2.2%	12
Spinal and Postural Screening		1.3%	7
Physiotherapy		1.1%	6
Receive Treatment for Substance Abuse		0.2%	1
Receive Aquatic Therapy		0.7%	4
Join a Weight Loss Group		1.4%	8
Have Reflexology Treatment		0.5%	3
Hire a Weight Loss Professional		0.4%	2
Receive Treatment for PTSD		2.7%	15
Online Therapy		1.6%	9

Value		Percent	Responses
In Home Medical Care		0.5%	3
Memory Care Services		0.7%	4
Medical Transportation		0.5%	3
Infectious Disease Care		0.5%	3
Weight Loss Surgery and Procedures		0.7%	4

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		8.3%	46
Have a Hearing Exam		17.2%	95
Purchase Medical Supplies or Equipment for Home		4.7%	26
Purchase Health Related Products		11.9%	66
Purchase Health and Wellness Supplements		22.2%	123
Purchase Prescription Eyeglasses		38.5%	213
Purchase Prescription Contact Lenses		9.4%	52
Purchase Allergy Medications		18.6%	103
Purchase Blood Pressure Monitoring Device		3.8%	21
Purchase Diabetes Testing Supplies		8.0%	44
Discretionary Health Care and Wellness Services and Products		8.0%	44
Purchase Vitamins		50.3%	278
Purchase Hemp Based Supplements		5.6%	31
Purchase Anti Anxiety Medication or Supplements		7.8%	43
None of the above / Does not apply		23.1%	128
Purchase a "In-the-Ear" Hearing Aid		1.4%	8
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.1%	6
Purchase a Digital Hearing Aid		2.5%	14
Purchase a "Behind-the-Ear" Hearing Aid		2.5%	14
Purchase Hearing Aid Cleaning Supplies		1.1%	6
Purchase a "In-the-Canal" Hearing Aid		1.1%	6
Purchase Elder Care-Related Products or Services		1.1%	6











Value		Percent	Responses
Purchase a Mobility Device		0.9%	5
Handicap Accessible Products		2.5%	14
Purchase Orthopedic Shoes		2.7%	15
Purchase Home Medical Testing Equipment or Supplies		1.4%	8
Purchase "Aging in Place" Products		2.5%	14
Purchase a Medical Alert Service		0.9%	5
Purchase Weight Loss Supplements		1.8%	10
Purchase Weight Loss Food Plan		1.6%	9

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















Value		Percent	Responses
Purchase a Funeral Plot		0.2%	1
Pre-purchase a Funeral Plot or Cremation Service		4.9%	27
Purchase a Monument or Headstone		0.7%	4
Use a Funeral Planner		0.2%	1
Purchase Flowers for a Funeral		0.9%	5
Use a Cremation Service		1.8%	10
None of the above / Does not apply		92.6%	512





















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

Value		Percent	Responses
Aging in Place Services		2.7%	15
Find Home for Aging Parent		0.5%	3
Memory Care Services		1.1%	6
Move into a Independent Senior Housing Community		1.1%	6
Move into a Assisted Living Facility		0.5%	3
Hospice to your Home or House		0.2%	1
Utilize a Respite Provider		0.4%	2
Seek Senior Care/Companionship		0.7%	4
Wheelchair - Mobility Store		0.7%	4
None of the above / Does not apply		93.9%	519











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

Value		Percent	Responses
Open Checking Account		3.4%	19
Open Savings Account		2.5%	14
Online Banking		47.9%	265
Manage Investments		23.1%	128
Manage Retirement Accounts		21.7%	120
Mortgage Line of Credit		4.2%	23
Financial Consulting		15.6%	86
Financial Services		16.3%	90
Safe Deposit Box Rental		8.5%	47
Obtain New Credit Card		2.5%	14
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		1.1%	6
Tax Preparation		34.2%	189
None of the above / Does not apply		30.7%	170

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






Value		Percent	Responses
Annuities		5.1%	28
Cash App		1.8%	10
Certificates of Deposit		9.2%	51
City or State Bonds		4.0%	22
Collectibles, Antiques or Art		2.4%	13
Common or Preferred Stock		13.9%	77
Corporate Bonds or Debentures		3.8%	21
401(k)		19.0%	105
Gold or Precious Metals		2.7%	15
IRA		20.4%	113
Money Market Funds		14.3%	79
Mutual Funds		22.1%	122
Non-US Stocks		4.7%	26
Options		0.9%	5
US Savings Bonds		2.7%	15
US Treasury Notes		2.4%	13
Coins or Stamps		2.0%	11
None of the above / Does not apply		49.2%	272

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		0.9%	5
Business Equipment Loan		0.4%	2
Carpeting or Furniture Loan		0.5%	3
College Expenses Loan		0.7%	4
College Tuition Loan		2.0%	11
Debt Consolidation Loan		1.3%	7
Medical Expenses Loan		0.2%	1
New Vehicle Loan		4.5%	25
Used Vehicle Loan		4.3%	24
None of the above / Does not apply		89.5%	495

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		36.3%	201
Athleisure Clothing & Apparel		34.2%	189
Coats		17.2%	95
Dress Shoes		9.9%	55
Nail Polish		12.5%	69
Eyewear or Sunglasses		46.5%	257
Handbags		12.8%	71
Hats		12.5%	69
Intimate Apparel		21.3%	118
Jewelry or Accessories		12.5%	69
Watches		3.1%	17
Leisure Wear / Sweatpants		27.1%	150
Luggage or Bags		4.2%	23
Perfume		8.3%	46
Men's Apparel		47.4%	262
Men's Shoes		32.0%	177
Men's Underwear		36.2%	200
Women's Apparel		60.6%	335
Women's Pajamas or Sleepwear		28.0%	155
Women's Shoes		42.9%	237
Women's Underwear		42.7%	236
Socks		43.6%	241

Value		Percent	Responses
Scarves		3.3%	18
Western Clothing		6.7%	37
Outerwear		18.3%	101
None of the above / Does not apply		8.9%	49
Uniforms		0.9%	5

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		6.3%	35
Children's Pants		8.7%	48
Children's T-Shirts		10.5%	58
Children's Dresses		6.7%	37
Children's Pajamas or Sleepwear		9.9%	55
Children's Socks		7.1%	39
Children's Shorts		7.2%	40
Infant Clothing		3.8%	21
Children's School Uniform		0.5%	3
Children's Athletic Clothing		8.7%	48
None of the above / Does not apply		82.6%	457

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)		46.7%	258
Boots (Men's)		7.8%	43
Cowboy Boots (Men's)		2.4%	13
Work & Safety (Men's)		5.1%	28
Sneakers		25.3%	140
Classic & Fashion Sneakers (Women's)		17.5%	97
Work & Safety (Women's)		2.4%	13
Cowboy Boots (Women's)		2.5%	14
Athletic & Outdoor Shoes (Women's)		51.7%	286
Athletic & Outdoor Shoes (Children's)		8.9%	49
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		24.4%	135










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		14.8%	82
Have Clothing Dry Cleaned		23.0%	127
Have Shoes Repaired		11.4%	63
Rent or Purchase a Costume		2.2%	12
Wash Clothing at a Laundromat		2.7%	15
Purchase Custom Made Clothing Items		1.1%	6
None of the above / Does not apply		63.5%	351






















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)		9.9%	55
Bicycle Tune-Up or Repair		13.9%	77
Camping or Hiking Equipment		19.9%	110
Exercise or Fitness Equipment		12.3%	68
Fishing Rods or Reels		7.4%	41
Fishing Bait or Attractant		11.2%	62
Fishing Accessories		15.0%	83
Golf Clubs or Equipment		9.9%	55
Hunting Gear		5.2%	29
Ammunition		17.4%	96
Running or Jogging Equipment		6.5%	36
Skiing Equipment		6.9%	38
Swimming Gear		7.1%	39
Weight Lifting Equipment		4.5%	25
Used Sporting Equipment		4.3%	24
Rifle		3.8%	21
Hand Gun		7.2%	40
None of the above / Does not apply		39.8%	220
Archery Equipment		1.8%	10
Bicycle or Mountain Bike (Child)		1.8%	10
High End Bicycle		2.9%	16
Bicycle Rental		1.6%	9

Value		Percent	Responses
Scuba, Diving or Snorkeling Equipment		0.9%	5
Soccer Equipment		0.7%	4
Sports Equipment (Children)		2.5%	14
Sports Memorabilia		0.5%	3
Trampoline		0.4%	2
Trophies or Plaques		0.7%	4
Shotgun		2.7%	15

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		42.0%	232
Bedding Flowers or Perennials		57.7%	319
Fertilizer		42.9%	237
Flower Pots		28.2%	156
Fountains		4.5%	25
Garden Ornaments		11.8%	65
Gate		4.0%	22
Gravel or Rock		21.7%	120
Hand Garden Tools		20.3%	112
Landscaping		14.3%	79
Indoor Garden Supplies		10.1%	56
Insects (Bees or Other Beneficial Species)		3.1%	17
Decorative Rock		12.1%	67
Lawn Seed, Turf or Sod		9.0%	50
Outdoor Fireplace or Fire Pit		5.8%	32
Outdoor Furniture		12.1%	67
Outdoor Grill		7.1%	39
Patio Cover, Awning or Canopy		7.2%	40
Patio Furniture		9.9%	55
Propane		25.9%	143
Shrubbery or Trees		13.9%	77
Stone (Cast, Crushed or Natural)		4.3%	24























Value		Percent	Responses
Storage Shed		5.1%	28
Insect or Fungus Control Products		14.5%	80
Greenhouse		3.6%	20
None of the above / Does not apply		16.3%	90
Chainsaw		1.8%	10
Gazebo		1.8%	10
Patio Heater		2.4%	13
Outdoor Infrared Heater or Fireplace		1.4%	8
Outdoor Smoker		1.6%	9
Outdoor Kitchen Equipment		1.1%	6
Outdoor Entertainment Center		0.9%	5
Pole Shed		0.7%	4
Portable Outdoor Heater		1.1%	6
Power Garden Tools		2.5%	14
Lawn Mower (Push)		2.7%	15
Lawn Mower (Riding)		0.5%	3
Rototiller		0.4%	2
Screen Porch		0.7%	4
Leaf Blower		1.6%	9
Outdoor Garden Flags		1.8%	10
Snow Blower		0.9%	5

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		60.9%	337
Book Hotel Room		58.4%	323
Book Local Lodging for Guests		5.6%	31
Business Travel		8.1%	45
Buy Luggage		3.3%	18
Buy Travel Tickets		28.2%	156
Chartered Fishing Trip		6.0%	33
Gamble at a Casino		12.3%	68
Golf Vacation		4.0%	22
Hotel or Resort Stay		37.1%	205
International Travel		20.4%	113
Play Bingo		3.3%	18
Rent a Car		30.9%	171
Rent RV		3.1%	17
Stay at a Casino		6.3%	35
Stay at an RV Park		13.0%	72
Take a Cruise		10.1%	56
Train Trip		8.3%	46
Travel Packages		5.6%	31
Use a Travel Agent or Agency		10.7%	59
Vacation Inside Home State		33.8%	187
Vacation Outside Home State (within the Continental US)		42.1%	233

Value		Percent	Responses
None of the above / Does not apply		16.1%	89
Charter a Boat		2.5%	14
Ski Resort Stay		2.0%	11
























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		22.8%	126
Bird Seed		20.8%	115
Cat Food		28.0%	155
Dog Food		40.5%	224
Fish Food		3.1%	17
Specialized Pet Food		7.4%	41
Other Pet Food		5.6%	31
Pet Accessories		18.4%	102
Pet Toys		22.6%	125
Find a New Veterinarian		4.2%	23
Annual Pet Vaccinations		42.3%	234
Annual Pet Checkups		41.4%	229
Adopt or Rescue a Pet		6.7%	37
Purchase Pet Medication		14.1%	78
Board a Pet Overnight		9.2%	51
Pet Dental Care		8.7%	48
Pet Grooming Services		15.9%	88
Pet Sitting Services		9.6%	53
Animal Training Classes		6.0%	33
Anti Anxiety or Stress Pet Medication for Holidays		4.0%	22
None of the above / Does not apply		32.2%	178
Pet Clothing		2.0%	11

























Value		Percent	Responses
Pet Enclosure		2.0%	11
Aquarium or Tank		0.7%	4
Fish Supplies		2.0%	11
Disease Diagnosis		2.2%	12
Pet Travel Cage		1.6%	9
Pet Travel Accessories		1.1%	6
Cremation or Burial Services		1.6%	9
Purchase a Pet		1.4%	8
Holistic or Alternative Pet Care		1.4%	8
Pet Tracking Device		1.8%	10
Hemp Based Pet Supplements		1.8%	10
THC Based Pet Supplements		0.9%	5
Holistic or Alternative Pet Supplements		2.0%	11











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

Value		Percent	Responses
Add or Replace Deck		6.3%	35
Add a Fence or Wall Structure		11.0%	61
Remodel Kitchen		3.8%	21
Cabinet Refacing or Resurfacing		3.1%	17
Remodel Bathroom		8.7%	48
Build a Storage Shed		4.5%	25
General Remodeling		5.2%	29
Resurface or Build New Driveway		4.3%	24
Replace Carpet		7.2%	40
Asphalt Resurfacing		4.0%	22
Replace Flooring		7.1%	39
Replace Windows		5.4%	30
None of the above / Does not apply		56.4%	312
Add a Room		2.5%	14
Add a Home Office		1.4%	8
Remodel Closet		1.4%	8
Refinish Bathtub		0.9%	5
Install a Glass Shower		2.9%	16
Remodel or Finish Basement Living Area		0.4%	2
Replace Garage Door		2.7%	15
Build a Garage		1.1%	6
Build Out-Building		2.0%	11
Have Furniture Restored		1.4%	8























Value		Percent	Responses
Add a Swimming Pool		0.2%	1
Switch from Electric to Gas		1.4%	8
Install a Stair Lift		0.4%	2
Install "Aging In Place" Products		2.0%	11
Install a Solar Energy System		2.7%	15
Install Security or Monitoring System		2.4%	13
Stone or Marble Work (Bathroom or Kitchen)		2.7%	15
Sealcoating		2.2%	12
Asphalt Repair		2.4%	13
Residential Paving		1.8%	10
Build a "Tiny House"		1.1%	6
Install Handicap Accessible Addition		0.4%	2

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

Value		Percent	Responses
Ceramic Tile		7.4%	41
Decking		8.9%	49
Doors (Exterior)		6.0%	33
Doors (Interior)		4.3%	24
Electrical Supplies		8.3%	46
Fencing		12.5%	69
Hand Tools		11.9%	66
Hardwood Products		3.6%	20
Home Security Doorbell Camera		3.8%	21
Kitchen Cabinets		3.8%	21
Lighting and Fixtures		9.0%	50
Lumber		16.3%	90
Molding		4.5%	25
Paint (Exterior)		16.3%	90
Paint (Interior)		18.6%	103
Plywood		8.0%	44
Plumbing Supplies		8.0%	44
Power Tools		6.1%	34
Rain Gutters		4.9%	27
Roofing (Composition)		5.4%	30
Siding		3.8%	21
Windows		5.2%	29























Value		Percent	Responses
None of the above / Does not apply		44.5%	246
Furnace		2.4%	13
Generator		2.4%	13
Mill Work		2.4%	13
Roofing (Other)		1.6%	9
Security Door		0.9%	5
Security Locks		2.0%	11
Water Softener System or Supplies		2.2%	12
Wood Stove or Fireplace		1.8%	10
Window Guards		0.2%	1

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		6.5%	36
Air Duct Cleaning		9.2%	51
Appliance Repair		6.0%	33
Blinds Cleaning		5.4%	30
Carpenter or Woodworking		4.5%	25
Carpet Cleaning		22.1%	122
Chimney Cleaning & Repair		8.0%	44
Concrete Repair		5.6%	31
Drywall Installation or Repair		4.9%	27
Electrical Repair		4.9%	27
Flooring - Laminate (Installation or Repair)		3.3%	18
Flooring - Wood (Installation or Repair)		3.8%	21
Flooring - Other (Installation or Repair)		3.1%	17
Furnace Cleaning		12.7%	70
Gardening Services		8.5%	47
Gutter Installation or Repair		3.8%	21
Handyman Services		15.9%	88
Home Repair		4.0%	22
Home Remodel		3.8%	21
None of the above / Does not apply		38.3%	212
Alternative Energy Systems Installation		2.4%	13
Alternative Energy Systems (Service or Repair)		0.4%	2

Value		Percent	Responses
Electrical Panel Replacement		0.7%	4
Excavation & Wrecking		1.6%	9
Flooring - Ceramic Tile (Installation or Repair)		2.9%	16
Flooring - Linoleum (Installation or Repair)		0.5%	3
Foundation Repair		1.1%	6
Furnace Repair		1.6%	9
Furniture Reupholster		1.4%	8
Heating Repair		1.1%	6
Home Computer Repair		1.8%	10
Home Electronics Repair		1.1%	6
Home Heating Oil or Fuel Service		1.1%	6























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



















Value		Percent	Responses
Home Security Service		3.1%	17
House Cleaning Service		17.2%	95
Black Top Contractors		3.1%	17
Junk or Yard Waste Removal		7.8%	43
Recycle		13.2%	73
Landscaping Service		18.8%	104
Painting		13.2%	73
Pest Control		8.1%	45
Plumbing Repair		4.7%	26
Pressure Washing		3.4%	19
Preventative Home Maintenance		5.8%	32
Septic Tank Cleaning or Repair		5.1%	28
Snow Removal		4.2%	23
Tool Rental		3.6%	20
Trash Removal		15.2%	84
Window Installation		4.7%	26
Window Washing		13.0%	72
Yard Equipment Rental		3.1%	17
Computer Repair		4.9%	27
None of the above / Does not apply		37.6%	208
Insulation Installation or Maintenance		1.3%	7
Interior Design		1.3%	7






















Value		Percent	Responses
Sell Scrap Metal		2.9%	16
Movers		2.5%	14
Mold Inspection or Removal		0.4%	2
Party Equipment Rental		0.4%	2
Pool Cleaning Service		0.5%	3
Roof Repair		2.9%	16
Security System		1.6%	9
Siding Replacement		1.4%	8
Solar Heating or Power System Installation or Repair		2.0%	11
Stucco or Exterior Coating		0.2%	1
Water Well Drilling		0.7%	4
Waterproofing		1.1%	6
Window Tinting for Home		0.4%	2
Mobile or Cell Phone Repair		0.9%	5






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)		7.4%	41
Batteries (Home or Office)		43.0%	238
Candles		14.6%	81
Clocks		4.3%	24
Country or State Flags		3.1%	17
Curtains or Drapes		9.0%	50
Ductless Heat Pumps		3.3%	18
Emergency Preparedness Kit or Supplies		9.9%	55
Firewood		9.8%	54
Flooring Tile		3.4%	19
Floral Arrangements		8.3%	46
Hardwood Flooring		4.2%	23
Home Decor or Decorating		9.0%	50
Indoor Flowers		9.9%	55
Laminate Flooring		4.0%	22
Linens (Bathroom)		12.1%	67
Linens (Bedroom)		17.4%	96
Linens (Dining Room or Kitchen)		3.3%	18
Picture Frames		7.6%	42
Smoke Alarm or Detector		3.6%	20
Storage Boxes or Tubs		8.7%	48
Toilet Paper		64.2%	355


















Value		Percent	Responses
Window Blinds (Venetian or Mini)		4.2%	23
Window Coverings		6.9%	38
None of the above / Does not apply		19.7%	109
Awning		2.7%	15
Cutlery, Flatware or Silverware		2.9%	16
Hot Tub or Spa (New)		2.5%	14
Hot Tub or Spa (Used)		1.1%	6
King Size Bed		2.5%	14
Remote Home Monitoring Video Camera		2.4%	13
Safe		2.9%	16
Sewing Machine		1.3%	7
Shutters		0.4%	2
Signs or Banners		0.9%	5
Solar Water Heater		0.5%	3
Sports Team Flags		0.5%	3
Twin Size Bed		0.9%	5
Wallpaper		1.1%	6
Water Purification System (Drinking)		1.3%	7

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















Value		Percent	Responses
Carpeting		9.8%	54
Fine Art (Paintings, Pottery, Etc.)		5.4%	30
Furniture (Bedroom)		6.7%	37
Furniture (Home Office)		3.4%	19
Furniture (Living Room)		8.9%	49
Memory Foam Mattress		3.1%	17
Pillow Top Mattress		3.8%	21
Queen Size Bed		3.1%	17
Reclining Chair		6.1%	34
Rugs		7.2%	40
None of the above / Does not apply		57.5%	318
Closet System		2.7%	15
Crib		0.5%	3
Custom Built Furniture		1.3%	7
Foam Mattress		2.0%	11
Furnace		1.8%	10
Furniture (Children's)		2.2%	12
Furniture (Dining Room)		2.7%	15
Futon		0.2%	1
Gas Burning Freestanding Stoves		1.1%	6
Innerspring Mattress		2.2%	12
Latex Mattress		1.6%	9

Value		Percent	Responses
Reclaimed Wood Furniture		1.4%	8
Reconditioned Furniture		0.7%	4
Rugs (Persian)		0.2%	1
Swimming Pool (Above Ground)		0.2%	1
Tankless Water Heater		2.5%	14
Water Heater		1.6%	9























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		9.0%	50
Fine Art		5.6%	31
Photographs		7.4%	41
Pottery		4.2%	23
Blown Glass		1.8%	10
Stone Carvings		1.3%	7
Sculpture		1.4%	8
Artistic Wall Decor		7.6%	42
Wood Carvings		2.9%	16
Poster Art		2.9%	16
Religious Art		0.5%	3
Stained Glass		2.5%	14
Ceramics		3.4%	19
Metal Work Art		4.5%	25
Music Memorabilia		1.3%	7
Movie Memorabilia		1.4%	8
None of the above / Does not apply		76.5%	423

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		10.5%	58
Dishwasher		7.8%	43
Freezer		3.4%	19
Range		4.5%	25
Oven		3.6%	20
Washer		5.4%	30
Dryer		4.7%	26
Blender		3.4%	19
Instant Pot		1.4%	8
Microwave		7.6%	42
Window Air Conditioner		2.0%	11
Coffee or Espresso Machine		6.7%	37
Vacuum Cleaner		3.8%	21
None of the above / Does not apply		67.6%	374
























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		6.3%	35
Battery		4.7%	26
Floor Mats		4.0%	22
RV Accessories or Supplies		7.1%	39
Roof Rack		3.1%	17
Seat Covers		5.1%	28
Tires		17.2%	95
Wiper Blades		30.0%	166
None of the above / Does not apply		47.0%	260
Canopy		0.5%	3
Cargo Trailer		0.5%	3
Child Car Seat		0.9%	5
Grill Guard		0.7%	4
Lights		2.5%	14
Mirror(s)		0.5%	3
Motorcycle Accessories		2.0%	11
Motorcycle Parts		1.8%	10
Performance Parts		1.1%	6
Running Boards		0.7%	4
Step Bar		0.4%	2
Stereo System (Auto, Car or Truck)		1.6%	9
Tool Box		1.1%	6



Value		Percent	Responses
Trailer Hitch		2.2%	12
Truck Bed Liner		0.7%	4
Visor		0.4%	2
Wheels or Rims		1.8%	10
Winch		0.7%	4
Window Tinting Equipment (Auto)		0.4%	2

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		10.1%	56
60,000 Mile Service		11.9%	66
100,000 Mile Service		11.6%	64
Auto Detailing		9.6%	53
Auto Repair (General)		9.6%	53
Auto Warranty Work (Work Covered by Warranty)		3.8%	21
Alignment		6.3%	35
Body Work		3.6%	20
Brake Replacement, Adjustment		6.9%	38
Car Rental		6.3%	35
Car Wash		54.1%	299
DEQ Inspection		4.5%	25
Gas or Service Station Services		28.6%	158
Oil Change or Lube		50.3%	278
Preventative Maintenance		18.4%	102
RV Maintenance or Service		4.0%	22
Tire Mounting or Installation		7.6%	42
Tune-Up		13.0%	72
Vehicle Air Conditioning Repair		3.3%	18
Windshield or Glass Repair		7.1%	39
None of the above / Does not apply		13.9%	77
Electrical Repair		1.1%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.6%	9

Value		Percent	Responses
Motor Repair or Replacement		1.1%	6
Motorcycle Repair		1.1%	6
Muffler		0.2%	1
Painting		1.6%	9
Safety Inspection		2.0%	11
Shocks		2.0%	11
Smog Check		1.3%	7
Stereo Installation		1.3%	7
Transmission or Clutch Repair		0.9%	5
Upholstery Repair		1.6%	9
Vehicle Storage		1.1%	6
Vehicle Towing		0.7%	4
Windshield or Window Tinting		1.4%	8

















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		41.4%	229
Beauty Products		29.7%	164
Cosmetics		38.2%	211
Babysitting		2.9%	16
Facial		17.5%	97
Hair Care Products		57.0%	315
Hair Coloring		25.3%	140
Hair Cut		70.5%	390
Hair Removal		4.3%	24
Hair Extensions, Wigs or Weaves		0.2%	1
Manicure		19.9%	110
Massage Therapy		24.2%	134
Pedicure		33.8%	187
Skin Cleaning Products		21.7%	120
Skin Repairing / Conditioning Products		12.5%	69
Tanning Bed or Spray Tan		1.8%	10
Tattoo or Piercing		7.2%	40
None of the above / Does not apply		9.4%	52























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)		52.3%	289
Books (Used)		37.1%	205
Books (Children's)		16.8%	93
Board Games		15.2%	84
Lottery Ticket		21.2%	117
Collectibles		5.2%	29
Comics		1.8%	10
Graphic Novels		3.4%	19
Computer Games		8.9%	49
Magazines		26.0%	144
Toys		9.4%	52
Video Console Games		5.2%	29
None of the above / Does not apply		23.3%	129

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		6.5%	36
Ceramics and Pottery		2.2%	12
Collectables		3.8%	21
Do-It-Yourself (DIY)		18.4%	102
Games or Puzzles		21.5%	119
Beer Brewing Supplies		3.4%	19
Wine Making Supplies		0.9%	5
Jewelry Making Supplies or Beads		4.7%	26
Knitting		8.5%	47
Making Arts and Crafts		11.6%	64
Paper Crafts		5.4%	30
Quilting		9.2%	51
Scrapbooking		2.2%	12
Toy Collecting		0.5%	3
Trains, Plane & Car Model Kits		1.1%	6
None of the above / Does not apply		48.3%	267











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		5.4%	30
Online Continuing Education Courses		4.2%	23
Online Language Lessons (Adult)		4.9%	27
Arts or Crafts Lessons (Adult)		6.7%	37
Cooking Lessons (Adult)		4.5%	25
Attend a Free Lecture or Seminar		15.0%	83
Attend Paid Online Lecture, Seminar or Special Class		8.0%	44
Dance Lessons		3.3%	18
Yoga, Pilates, or Zumba		11.0%	61
Attend an Online Local Workshop		7.2%	40
None of the above / Does not apply		56.8%	314
Attend Online College or University (Full Time)		2.2%	12
Attend Online College or University (Part Time)		2.9%	16
Attend Online Graduate School		1.4%	8
Business School		0.5%	3
Learning Center		0.5%	3
Culinary School		0.4%	2
Online Trade School		0.4%	2
Online Professional Certification or Accreditation Courses		2.4%	13
Online Music Lessons (Adult)		1.8%	10
Sports Lessons (Adult)		1.8%	10
Online Real Estate Classes		0.5%	3












Value		Percent	Responses
Online Child Education or Tutoring		0.7%	4
Online Music Lessons (Child)		0.5%	3
Sports lessons (Child)		2.2%	12
Personal Physical Training		2.4%	13
Online Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		1.1%	6
Attend an Online Religion Based School		0.2%	1























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		11.0%	61
Oil paints		2.2%	12
Acrylic Paints		10.1%	56
Markers		10.5%	58
Specialty Paper		9.2%	51
Fabric Craft Supplies		9.9%	55
Beads		5.1%	28
Art Pencils and Pens		13.2%	73
Scrapbooking Supplies		5.1%	28
None of the above / Does not apply		67.5%	373
























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









Value		Percent	Responses
Clarinet		0.4%	2
Drums		0.7%	4
Flute		0.2%	1
Acoustic Guitar		2.9%	16
Electric Guitar		1.6%	9
Electric Keyboard		1.4%	8
Piano		1.1%	6
Piano (High End)		0.4%	2
Trumpet		0.4%	2
Violin		1.1%	6
None of the above / Does not apply		92.8%	513

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












Value		Percent	Responses
Greek		14.8%	82
French		8.1%	45
Asian		48.5%	268
German		9.0%	50
American (New)		40.3%	223
Italian		45.4%	251
Cajun or Creole		8.9%	49
Indian		16.8%	93
Chinese		47.4%	262
American (Traditional)		59.5%	329
Thai		46.1%	255
Middle Eastern		16.3%	90
Japanese		26.8%	148
Mexican		72.5%	401
Vietnamese		18.4%	102
Southern		6.9%	38
Tex-Mex		17.9%	99
Spanish		9.8%	54
Mediterranean		22.4%	124
None of the above / Does not apply		7.1%	39

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		14.1%	78
Fish & Chips		34.4%	190
Golf Course Restaurant, Bar or Snack Bar		12.7%	70
Barbeque		26.4%	146
Deli		24.6%	136
Breakfast or Brunch		44.8%	248
Appetizers		39.8%	220
Dessert		22.6%	125
Chicken Wings		11.6%	64
Hamburgers		49.7%	275
Chicken		34.7%	192
Frozen Yogurt		13.7%	76
Live or Raw food		6.1%	34
Tapas or Small Plates		16.1%	89
Theme Restaurants		4.3%	24
Soup		18.3%	101
Salad		46.3%	256
Pizza (Dine In)		13.7%	76
Pizza (Delivery)		14.3%	79
Steak		26.0%	144
Juice or Smoothies		15.4%	85
Sandwiches		43.2%	239
Pizza (Carry Out)		45.9%	254

Value		Percent	Responses
Pizza (Take & Bake)		24.1%	133
Seafood		36.9%	204
Vegan		5.8%	32
Steakhouse		17.2%	95
Sushi		25.1%	139
Vegetarian		12.7%	70
Pho		13.7%	76
None of the above / Does not apply		6.5%	36










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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.2%	1
Purchase Commercial or Business Property		0.4%	2
Purchase Condominium or Townhouse		0.2%	1
Purchase Manufactured or Modular Home		0.5%	3
Purchase Investment Property		1.6%	9
Purchase Personal Residence		4.0%	22
Purchase Custom Built Home		1.3%	7
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		1.6%	9
Purchase Vacation Property		1.1%	6
None of the above / Does not apply		91.3%	505

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







Value		Percent	Responses
Sell Personal Residence		4.2%	23
Sell Vacation Property		0.5%	3
Sell Condominium or Townhouse		0.5%	3
Sell Investment Property		1.1%	6
Sell Land or Agricultural Property		0.9%	5
Sell Commercial or Business Property		0.2%	1
Sell Manufactured or Modular Home		0.4%	2
None of the above / Does not apply		92.8%	513

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









Value		Percent	Responses
Rent New Apartment		2.7%	15
Rent House (Residence)		4.7%	26
Rent Manufactured or Modular Home		0.9%	5
Rent or Lease Commercial Property		0.2%	1
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		0.4%	2
Rent Condo/Townhouse		2.7%	15
Rent Section 8 Housing		0.5%	3
None of the above / Does not apply		90.2%	499





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		2.4%	13
Use a Realtor to Buy Real Estate		4.0%	22
Use a Realtor to Buy and Sell Real Estate		3.1%	17
Plan to Sell Property Myself		2.2%	12
Use a Real Estate Broker		1.3%	7
None of the above / Does not apply		89.0%	492



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		4.0%	22
Home Remodel or Renovation Loan		1.4%	8
Home Construction Loan		0.9%	5
Equity Loan		1.3%	7
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		1.3%	7
Refinance Home		3.4%	19
None of the above / Does not apply		89.0%	492


















100. If you or a member of your household were to buy real estate in the local area in the NEXT 12 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		78.7%	435
No, don't know who to call		21.3%	118
Total: 553			





















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		79.0%	437
No, don't know who to call		21.0%	116
Total: 553			

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		23.9%	132
Craft Beer		45.6%	252
Champagne		23.0%	127
Premium Hard Alcohol or Spirits		34.5%	191
White Wine		51.9%	287
Red Wine		53.9%	298
Major Brand Cigarettes		4.5%	25
Recreational Marijuana		14.5%	80
Marijuana Accessories		5.6%	31
Smokeless Tobacco		1.6%	9
Pipe Tobacco		0.5%	3
Discount Cigarettes		1.1%	6
Discount Hard Alcohol or Spirits		9.8%	54
Domestic Beer		26.4%	146
Electronic Cigarette Supplies		1.4%	8
Alcoholic Cider		22.2%	123
None of the above / Does not apply		19.0%	105

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




Value		Percent	Responses
Cannabis Accessories		4.2%	23
Marijuana Delivery		0.4%	2
Cannabis Dry Flower/Bud		6.7%	37
Cannabis Edibles		15.0%	83
Cannabis Tinctures		2.9%	16
Cannabis Vaporizers		2.4%	13
Cannabis Cleaning Tools or Supplies		1.3%	7
Cannabis Concentrates		4.3%	24
Cannabis Pre-Rolls		4.7%	26
Organic Cannabis Products		2.2%	12
Cannabis Oil		4.9%	27
Cannabis Beauty & Skin Care Products		1.8%	10
Cannabis Beverages		1.3%	7
Cannabis Chocolates		3.4%	19
Medical Cannabis		1.3%	7
CBD Cannabis		11.8%	65
CBG Cannabis		1.4%	8
Recreational Cannabis		9.6%	53
Medical Cannabis		1.8%	10
None of the above / Does not apply		69.4%	384

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		32.0%	177
Specialty Teas		17.9%	99
Specialty Coffee		41.0%	227
Gourmet Deli Counter Items		28.0%	155
Cookies		33.1%	183
Potato Chips		50.3%	278
Soft Drinks		37.1%	205
Energy Drinks		12.5%	69
Energy Bars		27.8%	154
Birthday Cake		13.7%	76
Beef Jerky or Meat Sticks		24.6%	136
Candy		34.2%	189
Fruit		73.2%	405
Nuts		65.6%	363
Chocolates		47.6%	263
Ice cream		64.6%	357
Artisan Bread		46.8%	259
Artisan Meats		18.8%	104
Sports Drinks		13.7%	76
Artisan Condiments		16.1%	89
Canned Sauces		35.3%	195
Chicken		79.7%	441

Value		Percent	Responses
Pork		51.7%	286
Beef		61.1%	338
Game Meats		4.3%	24
Fish		62.7%	347
Snack Mixes		23.3%	129
Vegetables		70.0%	387
Frozen Entrees		41.4%	229
Meal Kit Prep & Delivery		5.1%	28
Locally Raised Beef, Pork, Poultry		41.0%	227
Locally Grown Fruit and Vegetables		76.7%	424
Locally Produced Honey		32.2%	178
Organic Food		44.5%	246
Pickled Vegetables		22.6%	125
Artisan Cheese		45.0%	249
Alternative "Meat" Products		15.7%	87
Sausage		48.1%	266
Donuts		18.8%	104
Pastries		30.9%	171
Juice		41.4%	229
Olives		51.0%	282
Meal Kits		4.5%	25
Mac and Cheese		23.9%	132
Pizza		53.2%	294
Cookie Dough		7.1%	39



Value		Percent	Responses
Cereal		57.0%	315
Bagged Salad		53.2%	294
None of the above / Does not apply		1.1%	6




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

Value		Percent	Responses
Coupons		6.1%	34
Quality		40.1%	222
Selection		34.5%	191
Excellent Customer Service		6.9%	38
Clean Environment		8.7%	48
None of the above / Does not apply		3.6%	20








**Total: 553**

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		27.1%	150
Attend Online Religious or Spiritual Services		13.7%	76
Consider Leaving Current Job for Better Opportunity		5.4%	30
Donate to a Charity		62.0%	343
Donate to a Church		26.8%	148
Donate to Political Party or Government Representative		24.8%	137
Find New Local Golf Course		3.3%	18
Volunteer at Church		12.8%	71
Volunteer for Nonprofit Group		30.4%	168
Retire		3.8%	21
Vote in Upcoming Local Elections		57.7%	319
Vote in Upcoming State or National Elections		60.6%	335
Purchase Season Tickets for Performing Arts		6.1%	34
Attend a Holiday Themed Performance		13.9%	77
Community Activity		31.8%	176
Support an Organization		24.8%	137
Make a Donation		47.0%	260
Register to Vote		3.3%	18
None of the above / Does not apply		8.3%	46
Join a Golf Course		1.4%	8
Use Drone Photography Services		0.5%	3
Join a new Church		2.2%	12
Donate Vehicle		1.4%	8

























Value		Percent	Responses
Have a Baby		0.4%	2
Get Married		1.3%	7
Look into Private Schooling for Children		1.1%	6









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

Value		Percent	Responses
Go Touring on a Bicycle		8.7%	48
Go Mountain Biking		14.8%	82
Go Camping		39.8%	220
Go Hiking		50.6%	280
Go Fishing		25.5%	141
Go Backpacking		12.5%	69
None of the above / Does not apply		31.6%	175

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		50.5%	279
Arts and Entertainment		32.4%	179
Automotive - (General)		22.8%	126
Automotive - (New Vehicle Dealership)		20.3%	112
Automotive - (Used Vehicle Dealership)		14.8%	82
Automotive - (Auto Parts store)		13.2%	73
Automotive - (Auto Repair business)		12.8%	71
Automotive - (Auto Body shop)		6.9%	38
Tire Business		16.6%	92
Beauty and Spa Related Businesses		19.9%	110
Child Related Businesses		4.3%	24
Community and State Services		25.5%	141
Education		11.8%	65
Employment Related Businesses		7.4%	41
Event Planning and Services		8.5%	47
Family Activity Related Businesses		9.9%	55
Farm Equipment and Agriculture Businesses		5.2%	29
Financial Services		11.2%	62
Fitness Businesses or Providers		8.9%	49
General Retail		43.0%	238
Grocery / Market		35.1%	194
Home and Garden Related Businesses		33.3%	184

Value		Percent	Responses
Building Supply/Lumber Business		18.1%	100
Home Service Businesses		12.7%	70
Home Service Contractors		14.5%	80
Hotel and Travel Related Businesses		33.1%	183
Local Services		28.9%	160
Medical Related Businesses - (General)		14.8%	82
Medical Related Businesses - (Chiropractor)		3.8%	21
Medical Related Businesses - (Dentist)		9.2%	51
Medical Related Businesses - (Hospital)		4.0%	22
Nightlife Related Businesses		8.3%	46
Pet / Animal		25.0%	138
Professional Services		16.1%	89
Real Estate Service Businesses		4.9%	27
Recreation Related Businesses		10.7%	59
Restaurant / Bar / Lounge		44.1%	244
Senior Related Businesses		8.1%	45
Specialty Food and Drink		23.3%	129
General Retail - Children's Clothing Store		6.7%	37
General Retail - Clothing Accessory Store		12.7%	70
General Retail - Computer Store		12.5%	69
General Retail - Farming and Agriculture Business		5.1%	28
General Retail - Furniture Store		14.6%	81
General Retail - Hardware Store		16.1%	89
General Retail - Home Entertainment Store		5.8%	32











Value		Percent	Responses
General Retail - Jewelry Store		5.4%	30
General Retail - Major Appliance Store		15.0%	83
General Retail - Men's Clothing Store		15.2%	84
General Retail - Mobile Phone Store		6.5%	36
General Retail - Shoe Store		15.0%	83
General Retail - Women's Clothing Store		24.8%	137
None of the above / Does not apply		10.8%	60
Motorsport Businesses		2.7%	15

























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

Value		Percent	Responses
Yes		10.7%	59
No		89.3%	494
Total: 553			

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		3.1%	17
Get a New Full Time Job		7.6%	42
Get a New Part Time Job		5.8%	32
Get a Temporary or Seasonal Job		3.3%	18
Use an Employment or Temporary Employment Agency		1.3%	7
Use a Career Counselor		0.5%	3
Get a Second (or Third) Job		2.5%	14
Get First Job after School		0.9%	5
Apply for Unemployment Benefits		2.5%	14
None of the above / Does not apply		85.0%	470

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		3.6%	20
Customer Service		4.3%	24
Education		3.3%	18
Government		3.3%	18
Management		3.8%	21
NonProfit		3.6%	20
None of the above / Does not apply		82.1%	454
Accounting		1.6%	9
Agriculture		0.5%	3
Automotive		0.4%	2
Banking & Finance		1.8%	10
Child Care		0.5%	3
Construction		0.5%	3
Driver / Transportation		1.6%	9
Engineering		1.1%	6
Executive Level		2.0%	11
Entry Level (New Graduate)		0.9%	5
Grocery		1.1%	6
Hotel - Hospitality		1.6%	9
Health Care – non nursing		2.2%	12
Health Care - CNA, RN, LPN, MA		0.7%	4
Manufacturing		1.6%	9

Value		Percent	Responses
Installation - Maintenance - Repair		0.4%	2
Information Technology		0.9%	5
Insurance		0.4%	2
Legal		1.1%	6
Media		1.6%	9
Real Estate		0.5%	3
Retail		2.5%	14
Restaurant - Food Services		1.6%	9
Sales & Marketing		2.0%	11
Skilled Labor - Trades		1.6%	9
Warehouse		1.6%	9

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		19.2%	106
Yellow Pages directory		1.3%	7
Direct mail flyer		12.7%	70
Deal program/offer		7.6%	42
Facebook business page offer		9.0%	50
Billboard advertising		0.9%	5
None of the above / Does not apply		67.5%	373

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		3.3%	18
Read ads and keep them - using one or two		38.0%	210
Read ads and keep them - without using any		4.0%	22
Read ads but throw away without using any		26.8%	148
Throw ads away unread		26.0%	144
Do not receive direct mail or advertisements at home or PO Box		2.0%	11

**Total: 553**

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 %	19 3.4%	50 9.0%	288 52.1%	33 6.0%	38 6.9%	99 17.9%	26 4.7%	553
County election Count Row %	20 3.6%	51 9.2%	299 54.1%	30 5.4%	33 6.0%	95 17.2%	25 4.5%	553
State election Count Row %	24 4.3%	51 9.2%	264 47.7%	30 5.4%	41 7.4%	119 21.5%	24 4.3%	553
Total Total Responses								553



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

Value		Percent	Responses
Yes		93.9%	519
No		6.1%	34

Total: 553






116. Did you vote in the last presidential election?




















Value		Percent	Responses
Yes		97.6%	540
No		2.4%	13

**Total: 553**





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		19.3%	107
No		41.6%	230
Does not apply		39.1%	216
			<b>Total: 553</b>















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

Value		Percent	Responses
Arts and Entertainment		3.7%	4
Business Consulting		3.7%	4
Education		5.6%	6
Home Service Businesses		5.6%	6
Pet / Animal		4.7%	5
Real Estate		4.7%	5
Other		46.7%	50
Apparel and Accessories		1.9%	2
Automotive		1.9%	2
Beauty and Spa		1.9%	2
Event Planning and Services		1.9%	2
Financial Services		2.8%	3
Fitness Businesses or Providers		0.9%	1
General Retail		1.9%	2
Grocery and Specialty Food/Drink		1.9%	2
Health and Medical		2.8%	3
Home and Garden		2.8%	3
Local Services		2.8%	3
Restaurant / Bar / Lounge		1.9%	2
Total: 107			








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		7.5%	8
Use social media for promoting business		19.6%	21
Website optimized for mobile (responsive)		14.0%	15
Ongoing search optimization (SEO, SEM)		9.3%	10
Banner ads		3.7%	4
Cost-per-click ads (CPC, PPC)		4.7%	5
Programmatic ads		0.9%	1
Retargeting ads		2.8%	3
Video ads		2.8%	3
Google ads (Adwords)		8.4%	9
Facebook ads		17.8%	19
Sponsored content		1.9%	2
Email advertising		12.1%	13
Site analytics		4.7%	5
Use a Digital Agency		0.9%	1
Digital ads through newspaper		1.9%	2
Digital ads through radio station		0.9%	1
None of the above/Does not apply		62.6%	67

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.		31.8%	34
Business Logo Apparel		12.1%	13
Computer Hardware		14.0%	15
Networking Hardware or Software		4.7%	5
Office Cleaning Supplies		18.7%	20
Office Copier		6.5%	7
Office Furniture, Fixtures or Interiors		7.5%	8
Office Printer		10.3%	11
Office Supplies		34.6%	37
Promotional Items		11.2%	12
Security System		1.9%	2
Telephone Systems		2.8%	3
Uniforms or Work Clothing		6.5%	7
None of the above/Does not apply		44.9%	48

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		39.3%	42
Business Advertising		7.5%	8
Business Bottled Water Delivery		6.5%	7
Business Cellular Phone Service		12.1%	13
Business Internet Service Provider		14.0%	15
Business Legal Services or Attorney		12.1%	13
Business Marketing Services		6.5%	7
Business Social Media Marketing		6.5%	7
Business Meetings or Conventions		3.7%	4
Business Payroll Services		11.2%	12
Business Printing Services		11.2%	12
Business Sign Company Services		4.7%	5
Business Staffing or Temp Services		3.7%	4
Business Online Meetings		10.3%	11
None of the above / Does not apply		47.7%	51
Business Financial Consulting		1.9%	2
Business Advisory Services		2.8%	3
Business Computer Consulting		2.8%	3
Business Construction Contractor		0.9%	1
Business Employment Agency		2.8%	3
Business Moving or Storage		0.9%	1
Business Realty Services		0.9%	1

Value		Percent	Responses
Business Recruitment		1.9%	2
Business Security Services		1.9%	2
Selling Small Business		2.8%	3
Business Travel Agency		1.9%	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		2.8%	3
Buy New Office		0.9%	1
Add New Locations		3.7%	4
Have Employees Work From Home		2.8%	3
Renovate Existing Facilities		3.7%	4
Reduce Office Space		3.7%	4
Construct New Facilities		0.9%	1
Buy or Rent Industrial Space		0.9%	1
Buy or Rent Warehouse Space		0.9%	1
None of the above / Does not apply		85.0%	91













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

Value		Percent	Responses
Purchase New Business Automobiles		2.8%	3
Purchase New Business Trucks		2.8%	3
Lease New Business Trucks		0.9%	1
Purchase New Business Delivery Vehicles		1.9%	2
Purchase Used Heavy Duty or Commercial Business Trucks		1.9%	2
None of the above / Does not apply		91.6%	98

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		8.4%	9
Business Health Insurance		3.7%	4
Business Dental Insurance		2.8%	3
Business 401K or Retirement Program		3.7%	4
Business "Key Man" Insurance		1.9%	2
Business Property Insurance		4.7%	5
Business Commercial Insurance		2.8%	3
None of the above / Does not apply		89.7%	96






## 125. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		1.1%	6
25 - 30		2.2%	12
31 - 34		0.9%	5
35 - 40		2.4%	13
41 - 45		4.3%	24
46 - 49		2.0%	11
50 - 54		4.3%	24
55 - 60		11.8%	65
61 - 69		31.3%	173
70 or older		39.7%	219








**Total: 552**

**Avg 65**

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







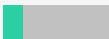




Value		Percent	Responses
Small/Mid-Size Town		41.2%	228
Suburban		28.6%	158
Rural		25.1%	139
Vacation community		4.3%	24
Other		0.7%	4
			<b>Total: 553</b>

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

Value		Percent	Responses
Some High School (Not Graduate)		0.2%	1
High School Graduate (12th grade)		4.3%	24
Vocational or Technical Training		2.5%	14
Some College		19.3%	107
College Graduate		29.3%	162
Some Post-Graduate Study (No Advanced Degree)		8.3%	46
Post-Graduate Degree		36.0%	199

**Total: 553**

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

Value		Percent	Responses
Under \$20,000		2.1%	11
\$20,000 - \$24,999		3.6%	19
\$25,000 - \$29,999		2.1%	11
\$30,000 - \$34,999		2.5%	13
\$35,000 - \$39,999		3.2%	17
\$40,000 - \$44,999		3.6%	19
\$45,000 - \$49,999		5.2%	27
\$50,000 - \$74,999		18.9%	99
\$75,000 - \$99,999		20.6%	108
\$100,000 - \$124,999		16.0%	84
\$125,000 - \$149,999		8.6%	45
\$150,000 - \$200,000		6.7%	35
Over \$200,000		6.9%	36







**Total: 524**

**Avg \$97,462**

## 129. What is your gender?

Value		Percent	Responses
Male		31.8%	175
Female		65.3%	360
Prefer not to answer		2.9%	16
			<b>Total: 551</b>






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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	3
Asian		1.1%	6
White or Caucasian		88.4%	487
Hispanic		1.6%	9
Other		1.3%	7
Prefer not to answer		7.1%	39





**Total: 551**



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




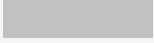
Value		Percent	Responses
Single Family Home		88.4%	487
Apartment		5.6%	31
Condominium		2.2%	12
Mobile Home		2.0%	11
Other		1.8%	10
			<b>Total: 551</b>

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		88.0%	484
Rented		10.4%	57
Occupied Without Payment of Rent		0.4%	2
Other		1.3%	7

**Total: 550**

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

Value		Percent	Responses
None		90.0%	495
1		6.2%	34
2		2.9%	16
3		0.9%	5
Total: 550			

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 ----> )		38.0%	209
No		62.0%	341
Total: 550			