

# 2021 Pulse of America

## Plains Region Shopping Survey Report (ND-KS-IA-MN-SD-NE-MO-OK)


### Response Counts

Completion Rate:	100%		
	Complete		615

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**Total: 615**













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	615
			<b>Total: 615</b>

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









Value		Percent	Responses
Local Newspaper		48.5%	298
Local Newspaper Website		29.9%	184
Local TV News		64.4%	396
Local TV News Website		27.5%	169
National Broadcast News		30.7%	189
National Broadcast Website		14.3%	88
Local Radio		34.6%	213
Local Radio Website		6.2%	38
Apple News		4.2%	26
Facebook		37.9%	233
Twitter		6.0%	37
Nextdoor		8.1%	50
Other		6.0%	37

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





Value		Percent	Responses
Local Newspaper		10.1%	62
Local Newspaper Website		6.2%	38
Local TV News		30.7%	189
Local TV News Website		8.0%	49
National Broadcast News		16.9%	104
National Broadcast Website		7.2%	44
Local Radio		6.7%	41
Local Radio Website		0.3%	2
Apple News		0.5%	3
Facebook		3.6%	22
Twitter		1.0%	6
Other		8.9%	55

**Total: 615**





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

Value		Percent	Responses
Employment needs		44.4%	273
General status of the business		37.2%	229
New hours		46.2%	284
New services being offered		61.3%	377
Online services being offered		50.6%	311
Services that are being offered		64.2%	395
The cleaning and safety precaution policies		22.0%	135
Other		2.6%	16














5. Which of the following have you or any members of your household done in the past WEEK?

Value		Percent	Responses
Listened to Local Radio		67.6%	416
Watched Local Television		79.0%	486
Read the Local Newspaper		64.2%	395
None of the above / Does not apply		3.9%	24

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		41.5%	255
Local Radio Station		17.9%	110
Local TV Station		26.8%	165
None of the above / Does not apply		42.4%	261



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		24.6%	97
Local Daily Newspaper		84.6%	334
Local Paid Weekly Community Newspaper		18.5%	73
Local Free Weekly Print Publication		25.6%	101
Local Alternative Publication		5.3%	21
Local City or Regional Magazine		32.7%	129
Local Specialty Publication		17.7%	70
Local Business Publication		12.7%	50
Local Ethnic Publication		3.3%	13
Local Parenting Publication		3.3%	13
Local Children's Publication		4.3%	17
Local Senior Publication		17.5%	69
None of the above / Does not apply		3.0%	12









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		15.4%	64
Adult Contemporary		17.1%	71
Adult Hits		20.7%	86
Business News		11.1%	46
CHR (Contemporary Hit Radio)		5.5%	23
Classic Hits		34.1%	142
Classic Rock		49.5%	206
Classical		10.1%	42
Religious		23.3%	97
Country		44.7%	186
Easy Listening		16.8%	70
News/Talk		35.6%	148
Oldies		21.6%	90
Rock		22.1%	92
Spanish		3.4%	14
Sports		12.3%	51
Talk		15.4%	64
Other		6.5%	27
Hot AC		0.2%	1
Regional Mexican		1.0%	4
Rhythmic-CHR		0.5%	2
Urban AC		0.5%	2

Value		Percent	Responses
Urban Contemporary		2.9%	12
None of the above / Does not apply		0.5%	2























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)		71.2%	296
Midday (10:00 am - 3:00 pm)		42.3%	176
Afternoon Drive (3:00 - 7:00 pm)		60.3%	251
Evenings (7:00 pm - midnight)		20.4%	85
Overnight (midnight - 6:00 am)		7.0%	29
Don't know / Does not apply		2.9%	12

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














Value		Percent	Responses
Morning News (5 am – 9 am)		51.4%	250
Morning (9 am – 12 noon)		15.6%	76
Daytime (12 noon – 3 pm)		19.5%	95
Early Fringe (3 pm – 5 pm)		14.6%	71
Early News (5 pm – 7 pm)		69.5%	338
Prime Access (7 pm – 8 pm)		31.7%	154
Prime Time (8 pm – 11 pm)		57.2%	278
Late News (11 pm – 11:30 pm)		14.0%	68
Late Fringe (11:30 pm – 1 am)		4.1%	20
Post Late Fringe (1 am - 2 am)		1.6%	8
Overnight (2 am - 5 am)		2.7%	13
Don't know - Does not apply		1.9%	9

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










Value		Percent	Responses
Auto Battery Store		7.5%	46
Auto Body Shop		8.3%	51
Auto Detailing Shop		12.8%	79
Auto Glass Repair Shop		5.4%	33
Auto Parts Store		24.7%	152
Auto Repair Shop		25.9%	159
Auto Salvage Yard		4.2%	26
Auto Window Tinting		3.6%	22
Car Wash		69.1%	425
Gas Station		81.6%	502
New Vehicle Dealership		13.3%	82
Oil Change Station		49.8%	306
Recreation Vehicle (RV) Dealership		3.3%	20
RV or Camper Repair		3.1%	19
Tire Store		19.2%	118
Used Vehicle Dealership		11.2%	69
None of the above / Does not apply		4.4%	27
Auto Muffler Shop		1.6%	10
Auto Paint Shop		1.6%	10
Auto Stereo Installation		1.5%	9
Auto Towing Service		2.0%	12
Car Audio Store		2.3%	14

Value		Percent	Responses
Commercial Truck Dealership		0.2%	1
Commercial Truck Repair Shop		0.7%	4
Trailer Rental Service		1.1%	7
Transmission Shop		1.0%	6

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		4.2%	26
Boat and RV Storage Facility		2.9%	18
Boat Dealer		2.6%	16
Boat Rental Service		2.3%	14
Boat Repair Shop		2.4%	15
Boating Accessory Store		3.9%	24
Golf Cart Dealer		1.5%	9
Motorcycle Accessory Store		2.3%	14
Motorcycle Dealer		3.6%	22
Motorcycle Repair Shop		1.8%	11
Watercraft Dealer		1.0%	6
Watercraft Rental Shop		1.1%	7
None of the above / Does not apply		82.1%	505







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		13.5%	83
Animal Feed Store		14.0%	86
Agricultural Service		2.8%	17
Farm Equipment Repair Shop		3.1%	19
Farm Truck and Tractor Repair Shop		2.1%	13
Farming Structure Building Contractor		1.1%	7
New Farm Equipment Dealer		1.6%	10
Used Farm Equipment Dealer		2.8%	17
None of the above / Does not apply		75.6%	465












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













Value		Percent	Responses
Bagel Shop		22.4%	138
Bakery		53.2%	327
Beer Shop		20.8%	128
Beverage Distributor		9.6%	59
Candy Store		12.8%	79
Cheese Shop		13.0%	80
Chocolate Shop		12.4%	76
Coffee & Tea Shop		32.8%	202
Convenience Store		75.1%	462
Cookie Store		10.2%	63
Cupcake Shop		8.3%	51
Dessert Restaurant		11.4%	70
Distillery		8.1%	50
Donut Shop		34.6%	213
Espresso or Coffee Shop		31.7%	195
Ethnic Food Restaurant		33.0%	203
Ice Cream or Frozen Yogurt Shop		51.1%	314
Liquor Store		51.4%	316
Meat Market or Butcher Shop		35.9%	221
Seafood Market		15.4%	95
Smoothie or Juice Bar		11.5%	71
Specialty Cake Bakery		9.4%	58

Value		Percent	Responses
Specialty Food Market		15.1%	93
Tea Shop		5.0%	31
Wine Shop		10.4%	64
Winery		12.5%	77
None of the above / Does not apply		3.4%	21
U-Brew Beer or Wine Store		2.1%	13




















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		14.6%	90
Farmers Market		47.2%	290
Grocery Store (Discount)		47.0%	289
Grocery Store (Ethnic)		10.4%	64
Grocery Store (Major or Regional Chain)		78.0%	480
Grocery Store (Neighborhood/Local/Mom & Pop)		26.3%	162
Grocery Store (Co-op)		16.1%	99
Grocery Store (Independent/Citywide)		39.2%	241
None of the above / Does not apply		0.3%	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		24.6%	151
Day Spa		8.6%	53
Eyelash Extension Salon		3.9%	24
Hair Salon		70.1%	431
Hair Removal Salon		4.2%	26
Massage		25.9%	159
Makeup Artist		2.1%	13
Nail Salon		36.7%	226
Skin Care Store		3.7%	23
Tanning Salon		6.0%	37
Tattoo Studio		8.8%	54
None of the above / Does not apply		11.2%	69














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		17.9%	110
Bicycle Rental Service		1.0%	6
Bicycle Repair Shop		8.3%	51
Bicycle Shop		9.4%	58
Bowling Alley		15.1%	93
Dive Shop		1.8%	11
Fishing Supply Store		15.1%	93
Golf Course		17.4%	107
Golf Driving Range		10.7%	66
Golf Pro Shop		4.9%	30
Gun Shooting Range		10.7%	66
Gun Store		11.2%	69
Miniature Golf Course		9.9%	61
Outdoor Gear Store		11.1%	68
Seasonal Hunting		6.0%	37
Ski Shop		1.6%	10
New Sporting Goods Store		13.8%	85
Used Sporting Goods Store		5.0%	31
None of the above / Does not apply		42.8%	263












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

Value		Percent	Responses
Boat Charter		3.4%	21
Card or Stationery Store		16.6%	102
Catering Service		6.2%	38
Event Coordinator		2.8%	17
Hotel Meeting Room or Event Space		5.7%	35
Party Supply Store		17.2%	106
Aerial Photography		1.6%	10
Photographer		9.1%	56
Wedding Planner		2.3%	14
Wedding Venue or Banquet Hall		3.3%	20
None of the above / Does not apply		64.4%	396

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		13.7%	84
Bingo Hall		6.3%	39
Casino		31.9%	196
Community Theatre		21.6%	133
Food Festival		28.6%	176
Live Theater		21.1%	130
Local Festival		36.1%	222
Movie Theater		53.0%	326
Music Festival		17.2%	106
Performing Arts Center		22.8%	140
Stadium or Arena Events		27.5%	169
Wine Tour		6.5%	40
None of the above / Does not apply		15.1%	93

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		26.5%	163
Athletic Club		13.3%	82
Family Entertainment Center		15.4%	95
Family Play Center		8.6%	53
Horseback Riding		7.3%	45
Ice Skating or Roller Rink		9.4%	58
Local Sports Team		22.8%	140
Outdoor Park		43.6%	268
Waterpark		21.6%	133
Zoo		38.7%	238
None of the above / Does not apply		26.2%	161











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		5.9%	36
Exercise Classes		19.0%	117
Fitness Boot Camp		2.3%	14
Gym, Fitness or Athletic Club		29.8%	183
Martial Arts Studio		5.2%	32
Personal Trainer		3.4%	21
Rock Climbing Gym		2.0%	12
Swimming Lessons		6.5%	40
Yoga Studio		7.2%	44
None of the above / Does not apply		53.3%	328

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		5.5%	34
Bar, Lounge or Pub		38.7%	238
Billiard Hall		2.9%	18
Card Room		1.6%	10
Sports Bar		21.5%	132
Wine Bar		9.8%	60
None of the above / Does not apply		51.5%	317

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













Value		Percent	Responses
Adult Education School		5.4%	33
Community College		7.5%	46
Continuing Education Courses		13.2%	81
Dance School		3.6%	22
Driving School		3.7%	23
Elementary School		9.9%	61
Graduate School		3.9%	24
Lecture or Seminar Series		5.2%	32
Middle School or High School		11.4%	70
Musical Instruments and Lessons		3.9%	24
Online/On-demand Programs		8.5%	52
Preschool		3.7%	23
University / College		9.6%	59
None of the above / Does not apply		52.8%	325
Beauty School		1.5%	9
Culinary School		2.9%	18
Language School		2.0%	12
Medical Training Certification		2.1%	13
Online Music Teacher		0.8%	5
Private Elementary School		1.3%	8
Private High School		0.8%	5
Private K-12 School		1.8%	11

Value		Percent	Responses
Private Middle School		1.0%	6
Private Tutor		1.1%	7
Real Estate School		1.5%	9
Tutoring Center		0.7%	4
Trade School		2.0%	12
Training Center		1.1%	7
Vocational School		1.8%	11















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

Value		Percent	Responses
Bank		28.0%	172
Credit Union		13.8%	85
Financial Advisor		12.0%	74
Stockbroker		2.9%	18
Tax Return Service		12.2%	75
None of the above / Does not apply		61.3%	377






















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

Value		Percent	Responses
Auto Broker		0.8%	5
Bankruptcy Service		1.3%	8
Bookkeeping Service		4.6%	28
Car Leasing Service		3.7%	23
Check Cashing Service		2.9%	18
Credit Counseling Service		1.1%	7
Credit Repair Service		1.6%	10
Debt Consolidation Company		1.1%	7
Money Transfer Service		2.6%	16
Payday Loan Company		1.6%	10
Title Loan Company		1.5%	9
None of the above / Does not apply		82.8%	509











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		3.6%	22
Chiropractor		17.2%	106
Dental Clinic		12.4%	76
Dentist		42.3%	260
Denture or Implant Specialist		6.3%	39
Family Practitioner		23.4%	144
General Practitioner		21.8%	134
Hearing Aid Center		5.2%	32
Hospice Care Provider		0.3%	2
Hospital		7.2%	44
Medical Clinic		14.8%	91
Optometrist		17.2%	106
Pediatrician		6.5%	40
None of the above / Does not apply		37.1%	228

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		8.1%	50
Audiology Clinic		6.3%	39
Blood Donation Center		11.5%	71
Cancer Specialist		5.5%	34
Cardiologist		12.7%	78
Dermatologist		22.9%	141
Ear, Nose & Throat Doctor		8.6%	53
Esthetician Skin-care		4.2%	26
Gastroenterologist		8.8%	54
Internal Medicine Doctor		14.8%	91
Laboratory or Medical Testing Facility		15.9%	98
Massage Therapist		15.6%	96
Medical Imaging Service		6.3%	39
Medical Supply Store		4.6%	28
Mental Health Provider		8.3%	51
Mental Health Service		5.0%	31
Obstetrician & Gynecologist		12.2%	75
Oncologist		3.6%	22
Ophthalmologist		16.1%	99
Orthodontist		4.1%	25
Orthopedist		4.7%	29








Value		Percent	Responses
Pain Management Physician		3.7%	23
Physical Therapist		7.0%	43
Podiatrist		4.4%	27
Psychiatrist		4.9%	30
Psychologist		5.9%	36
Sleep Disorder Clinic		4.2%	26
Surgical Specialist		3.7%	23
Urgent Care Clinic		12.4%	76
Urologist		6.7%	41
Walk-In Clinic		9.9%	61
Wellness Program		3.7%	23
Wellness Service		4.2%	26
None of the above / Does not apply		20.3%	125
Alcoholism Treatment Program		0.8%	5
Alzheimer's or Memory Care Facility		1.3%	8
Cardiovascular Surgeon		1.6%	10
Cosmetic or Plastic Surgery		2.3%	14
Cryotherapy		0.2%	1
Drug Addiction Treatment Center		0.7%	4
Drug Testing Service		0.5%	3
Home Health Care Provider		2.0%	12
Laser Eye Surgery Clinic		2.4%	15
Medical Spa		1.3%	8
Mental Health Clinic		2.8%	17

Value		Percent	Responses
Naturopathic Practitioner		2.9%	18
Nutritionist or Dietician		2.6%	16
Pain Clinic		2.4%	15
Pain Control Clinic		0.8%	5
Physical Health Center		0.8%	5
Rehabilitation Clinic		0.8%	5
Sports Medicine Clinic		0.8%	5
Vascular Surgeon or Vein Center		1.0%	6
















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

Value		Percent	Responses
55+ Housing Community		3.4%	21
Adult Day Care		0.3%	2
Aging in Place Business		1.1%	7
Assisted Living Facility		1.6%	10
Geriatric Physician		1.0%	6
Memory Care Facility		1.1%	7
Nursing Home		1.1%	7
Respite Relief Provider		0.8%	5
Retirement Counselor		0.8%	5
Retirement Home		0.3%	2
Senior Care Placement Agency		0.3%	2
Senior Center		3.1%	19
None of the above / Does not apply		88.1%	542























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		10.4%	64
CBD Store		10.1%	62
Medical Marijuana Dispensary		14.1%	87
Medical Marijuana Authorization		6.8%	42
None of the above / Does not apply		74.8%	460

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		46.7%	287
Bed & Breakfast		14.1%	87
Campground		19.8%	122
Hotel or Motel (Local)		12.7%	78
Hotel or Motel (Out-of-Town)		63.1%	388
Limo Service		2.0%	12
Luggage-Travel Store		0.7%	4
Local Tourism		12.7%	78
Regional Airport		15.1%	93
RV Rental Company		1.8%	11
Shuttle Service		6.0%	37
Ski Resort		2.3%	14
Taxi Service		7.0%	43
Travel Agent		8.8%	54
None of the above / Does not apply		20.8%	128

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

Value		Percent	Responses
Auction House		6.3%	39
Bottled Water Delivery Service		3.6%	22
Car Rental Agency		10.6%	65
Compost / Yard Waste Service		5.9%	36
Courier or Delivery Service		7.3%	45
Dry Cleaning or Laundry Service		22.6%	139
Electronics Repair Shop		3.1%	19
Information Technology (IT) Service		4.4%	27
Jewelry Repair Shop		8.3%	51
Junkyard		3.4%	21
Mail Store		14.6%	90
Mobile or Cell Phone Repair Shop		7.5%	46
Moving Truck Rental Company		3.3%	20
Printing Service		5.4%	33
Propane Dealer		9.1%	56
Recycling Center		25.7%	158
Self-Storage Facility		8.9%	55
Sewing and Alterations Shop		6.8%	42
Shipping Center		11.2%	69
Shoe Repair Shop		5.4%	33
Small Engine Repair Shop		4.6%	28
Tool / Equipment Rental Service		4.2%	26





Value		Percent	Responses
Watch or Clock Repair Shop		5.4%	33
None of the above / Does not apply		28.3%	174
Cremation Service Provider		0.5%	3
Funeral Service Provider		1.5%	9
Freight / Hauling Company		1.0%	6
Marriage Counselor		0.8%	5
Propane Home Heating Service		2.0%	12

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























Value		Percent	Responses
Chamber of Commerce		15.1%	93
Charity or Philanthropic Organization		21.0%	129
Church		52.2%	321
City Center		3.9%	24
City or Municipal Service		9.3%	57
City or Town Hall		10.6%	65
Civic Center		3.7%	23
Community Center		8.9%	55
Community Organization		10.9%	67
Community Service or Non-Profit Organization		15.4%	95
Convention Center		4.2%	26
County Government Office		6.2%	38
Department of Social Services		4.4%	27
Employment Center		3.4%	21
Government Economic Program		2.0%	12
Government or Political Service		3.6%	22
Youth Organization		9.3%	57
None of the above / Does not apply		23.9%	147























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		13.8%	85
Painting Contractor		12.7%	78
Plumber or Plumbing Contractor		14.0%	86
None of the above / Does not apply		73.0%	449

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%	51
Appliance Repair Service		9.6%	59
Asphalt / Paving Contractor		3.4%	21
Carpenter or Woodworker		13.5%	83
Carpet Installation Contractor		7.8%	48
Concrete Contractor		8.5%	52
Countertop Contractor		6.2%	38
Deck Builder		5.2%	32
Drywall Installation or Repair Contractor		8.1%	50
Fencing Contractor		7.2%	44
Flooring Contractor		9.1%	56
Furnace Contractor		3.9%	24
Garage Door Contractor		5.2%	32
Garbage Collection Service		11.5%	71
General Contractor		7.3%	45
Gutter Installation or Repair Contractor		4.7%	29
Handyman		17.1%	105
Heating & Air Conditioning Services		20.3%	125
Home Security Company		5.2%	32
Junk Removal or Hauling Service		6.8%	42
Kitchen or Bath Remodeling Company		7.3%	45
Landscaping Service		9.9%	61







Value		Percent	Responses
Remodeling Contractor		4.6%	28
Roofing Contractor		6.0%	37
None of the above / Does not apply		35.4%	218
Alternative Energy Service		1.5%	9
Demolition Contractor		0.7%	4
Fire & Water Damage Restoration Service		0.3%	2
Foundation Contractor		2.4%	15
Garage Builder		2.1%	13
Handicap Access Contractor		0.5%	3
Home Maintenance Service		2.6%	16
Insulation Installer		0.5%	3
Landscape Architect		2.0%	12
Mover or Moving Company		2.6%	16
New Home Builder		1.0%	6
Septic Tank Contractor		2.3%	14
Siding Installation or Repair Contractor		1.8%	11
Solar Energy Contractor		2.1%	13
Stone or Marble Company		1.5%	9
Tile Contractor		2.4%	15
Water Well Drilling Contractor		0.8%	5

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

















Value		Percent	Responses
Arborist		6.3%	39
Cabinet Refacing Service		3.1%	19
Carpet Cleaning Service		11.4%	70
Chimney Services		4.1%	25
Furnace Cleaning Service		5.0%	31
Home Gardening Service		4.2%	26
Home Pressure Washing Service		3.3%	20
House Cleaning Service		12.7%	78
Landscaper		6.3%	39
Lawn Care Service		23.1%	142
Pest Control Service or Exterminator		16.3%	100
Television or Internet Service Provider		21.6%	133
Window & Door Installation		6.2%	38
Window Washing		5.4%	33
None of the above / Does not apply		35.0%	215
Awning & Tent Company		1.3%	8
Bathtub Refinishing Service		1.6%	10
Fuel or Oil Home Heating Service		2.8%	17
Home Theater Installation Service		0.7%	4
Masonry Service		2.0%	12
Interior Designer		2.0%	12
Key or Locksmith Service		2.1%	13

Value		Percent	Responses
Pool Cleaning Service		2.3%	14
Shades & Blinds Installation Service		2.3%	14
Wallcoverings Store		0.8%	5
Water Treatment Supply & Service		1.5%	9




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		5.7%	35
At-home Daycare		1.8%	11
Children's Clothing Store		12.7%	78
Children's Shoe Store		8.0%	49
Summer Camp		6.0%	37
None of the above / Does not apply		81.3%	500

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
















Value		Percent	Responses
Animal Daycare		7.6%	47
Animal Shelter		2.9%	18
Bird Seed Store		8.3%	51
Bird Shop		1.3%	8
Emergency Animal Hospital		3.1%	19
Feed Store		11.1%	68
Fish or Aquarium Store		2.6%	16
Pet Boarding		14.3%	88
Pet Boutique		1.8%	11
Pet Groomer		23.9%	147
Pet Sitter		5.4%	33
Pet Store		27.0%	166
Pet Trainer		3.9%	24
Pet Walker		0.8%	5
Veterinarian		48.3%	297
None of the above / Does not apply		31.9%	196

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		8.1%	50
Real Estate Brokerage Firm		1.6%	10
None of the above / Does not apply		91.4%	562

























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

Value		Percent	Responses
Apartment Rental Agency		3.6%	22
Developer		0.2%	1
Estate Appraiser		1.8%	11
Estate Liquidator		0.7%	4
Home Inspector		3.9%	24
Home Staging Company		0.5%	3
Manufactured or Modular Home Builder		0.3%	2
Mortgage Banker		3.9%	24
Mobile Home Dealer		0.7%	4
Mortgage Broker		2.3%	14
New Home Builder		1.6%	10
Real Estate Appraiser		4.6%	28
Real Estate Rental Agency		1.8%	11
Title & Escrow Company		5.0%	31
None of the above / Does not apply		84.4%	519

40. Which of the following types of RESTAURANTS do you or the members of your household plan to use in the NEXT 30 DAYS? (Check all that apply.)

Value		Percent	Responses
Brewery or Brew Pub		24.7%	152
Buffet Restaurant		26.2%	161
Chinese Restaurant		49.9%	307
Ethnic Restaurant		25.7%	158
Family Style Restaurant		49.9%	307
Fast Food Restaurant		72.4%	445
Fine Dining Restaurant		32.8%	202
Home Delivery Meals		17.1%	105
Indian Restaurant		9.4%	58
Italian Restaurant		38.2%	235
Japanese or Sushi Restaurant		20.2%	124
Mexican Restaurant		72.0%	443
Pizza Restaurant		67.8%	417
Restaurant with Lounge or Bar		32.5%	200
Thai Restaurant		14.5%	89
None of the above / Does not apply		3.6%	22








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

Value		Percent	Responses
Art Gallery		7.2%	44
Art Supply Store		13.2%	81
Bead Store		4.9%	30
Bookstore		37.4%	230
Camera Store		3.6%	22
Candle Shop		10.6%	65
Christian Book Store		11.5%	71
Christmas Store		9.8%	60
Cigar Store		4.2%	26
Comic Book Shop		3.1%	19
Computer Store		9.6%	59
Consignment Shop		28.0%	172
Craft Supply Store		24.6%	151
Department Store		54.1%	333
Discount Store		51.7%	318
Drugstore or Pharmacy		62.0%	381
Electronics Store		13.2%	81
Equipment Rental Store		3.3%	20
Fabric Store		11.4%	70
Flea Market		21.0%	129
Florist		13.2%	81
Gift Shop		21.5%	132























Value		Percent	Responses
Gold/Silver/Precious Metal Dealer		3.1%	19
Gun Shop		9.9%	61
Halloween Store		8.8%	54
Hobby Shop		22.6%	139
Mobile Phone Store		19.2%	118
Music and Video Store		5.2%	32
Music Instrument Store		3.7%	23
Music Store		4.2%	26
Office Equipment & Supply Store		17.9%	110
Outlet Store		19.0%	117
Pawn Shop		4.9%	30
Religious Supply or Gift Shop		6.8%	42
Shopping Center		32.2%	198
Thrift Store		31.9%	196
Tobacco Store		8.0%	49
Toy Store		10.4%	64
Vape or Smoke Shop		5.5%	34
Vitamin or Supplement Store		10.6%	65
Wholesale, Warehouse or Club Store		25.9%	159
Yard Equipment Store		7.0%	43
None of the above / Does not apply		6.3%	39
Adult Video or Adult Store		2.3%	14
Coin Shop		2.6%	16
Herb Shop or Herbalist		2.6%	16















Value		Percent	Responses
Knife Store		0.2%	1
Military Surplus Store		2.1%	13
Monument or Memorial Company		0.3%	2
Record Store		2.9%	18
Scrap Metal Dealer		1.6%	10
Security Service		2.9%	18
Sewing Studio		2.3%	14
Sign Store		0.7%	4
Survival Store		0.5%	3
Trophy or Award Store		0.8%	5
Wedding Supply Store		2.4%	15
Yarn Store		2.4%	15

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		25.7%	158
Free delivery		36.9%	227
Drive-thru		75.0%	461
Carryout		72.2%	444
Curbside carryout		42.6%	262
Other		3.9%	24
None of the above / Does not apply		10.1%	62

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		18.4%	113
Baby Supply & Furniture Store		6.5%	40
Bath & Accessory Store		24.9%	153
Building Supply Store or Lumber Yard		31.7%	195
Cabinet Store		3.3%	20
Carpet Store		8.0%	49
Fireplace, Wood Stove or Barbeque Store		5.9%	36
Flooring Store		13.2%	81
Frame Shop		4.7%	29
Furniture Store		22.9%	141
Hardware Store		43.1%	265
Home & Garden Store		47.8%	294
Home Decor Store		22.0%	135
Hot Tub or Spa Dealer		3.3%	20
Lighting Store		3.9%	24
Major Appliance Store		11.4%	70
Mattress or Bedding Store		10.4%	64
Outdoor Furniture Store		7.5%	46
Paint Store		16.3%	100
Plant Nursery & Garden Supply Store		26.3%	162
Pool & Spa Dealer		4.4%	27
Small Appliance Store		4.1%	25






Value		Percent	Responses
Tool Store		7.5%	46
TV & Appliance Store		8.5%	52
TV Store		3.6%	22
Used Building Supply Store		3.4%	21
None of the above / Does not apply		16.9%	104
Clock Shop		2.6%	16
Furniture Restoration Shop		2.8%	17
Futon Store		0.2%	1
Rent-to-Own Store		1.1%	7
Rug Store		2.4%	15
Solar Energy Equipment Dealer		1.5%	9
Tool Rental Center		2.8%	17
Vacuum Store		2.8%	17
Window Store		1.6%	10



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		29.4%	181
Beauty Supply Store		26.5%	163
Bridal Shop		2.6%	16
Clothing Accessories Store		28.5%	175
Jewelry Store		11.5%	71
Leather Goods Store		4.4%	27
Lingerie Store		7.6%	47
Logo Apparel Store		5.7%	35
Maternity Wear Store		0.5%	3
Men's Clothing Store		26.7%	164
Optician or Eyeglasses Store		28.5%	175
Outdoor Clothing Store		12.2%	75
Shoe Store		50.1%	308
Sportswear Store		18.4%	113
Swimwear Store		8.0%	49
Watch Store		2.1%	13
Western Wear Store		5.2%	32
Women's Clothing Store		54.5%	335
None of the above / Does not apply		17.6%	108

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

Value		Percent	Responses
Accountant or CPA		9.4%	58
Insurance Agency		13.2%	81
Legal Firm or Attorney		6.2%	38
Tax Advisor		6.8%	42
None of the above / Does not apply		74.5%	458
























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		1.5%	9
Commercial Builder		1.3%	8
Disaster Insurance		1.0%	6
Employment or Staffing Agency		3.4%	21
Graphic Designer		2.1%	13
Immigration Lawyer / Law		0.5%	3
Life Coach		1.8%	11
Private Investigator		0.5%	3
3D Printing		1.5%	9
Personal Shopping		3.3%	20
Virtual Assistance		1.5%	9
Business Consultant		1.1%	7
SEO Consultant(ion)		0.7%	4
Security Consultant		0.2%	1
Branded Merchandiser		1.1%	7
Research Study		0.8%	5
Co-working space		1.1%	7
None of the above / Does not apply		85.2%	524

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 B RV		0.2%	1
Purchase New Class C RV		0.5%	3
Purchase New Travel Trailer or 5th Wheel		1.1%	7
Purchase New Camper Shell		0.7%	4
Purchase New Camper Van		0.3%	2
Purchase Used Class A RV		0.7%	4
Purchase Used Class B RV		0.7%	4
Purchase Used Class C RV		1.5%	9
Purchase Used Travel Trailer or 5th wheel		2.4%	15
Purchase Used Camper Shell		0.5%	3
Purchase Used Camper Van		0.8%	5
None of the above / Does not apply		94.0%	578

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

Value		Percent	Responses
New Car		6.7%	41
New SUV		5.7%	35
Used Car		9.1%	56
Used SUV		6.8%	42
Used Truck		5.0%	31
None of the above / Does not apply		70.2%	432
New Luxury Vehicle - Under \$50,000		2.3%	14
New Luxury Vehicle - \$50,000 - \$75,000		1.1%	7
New Luxury Vehicle - Over \$75,000		0.2%	1
New Motorcycle		1.1%	7
New Van		0.5%	3
New Minivan		0.5%	3
New Truck		2.3%	14
New Hybrid or Electric Vehicle		1.1%	7
New Side x Side (UTV)		0.7%	4
New Sport ATV		0.7%	4
New Utility ATV		1.1%	7
Used Luxury Vehicle - Under \$30,000		2.3%	14
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	4
Used Motorcycle		1.8%	11
Used Van		1.0%	6
Used Minivan		1.1%	7
Used Side x Side (UTV)		0.7%	4

Value		Percent	Responses
Used Sport ATV		0.3%	2
Used Hybrid or Electric Vehicle		1.0%	6
Used Utility ATV		0.5%	3

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













Value		Percent	Responses
Compact car		2.4%	15
Full-size car		2.9%	18
Luxury vehicle (any size)		1.5%	9
Midsize car		3.9%	24
Pickup truck		6.8%	42
Sport utility vehicle (SUV)		16.7%	103
Van or minivan		2.6%	16
None of the above		63.1%	388

**Total: 615**



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
Buick		3.7%	23
Chevrolet		12.2%	75
Chrysler		4.4%	27
Dodge		5.4%	33
Ford		13.7%	84
GMC		5.9%	36
Honda		9.9%	61
Hyundai		5.4%	33
Jeep		5.5%	34
Kia		6.2%	38
Nissan		5.2%	32
Subaru		6.7%	41
Toyota		12.2%	75
None of the above / Does not apply		59.8%	368
Acura		1.8%	11
Audi		2.0%	12
BMW		1.8%	11
Cadillac		2.3%	14
Fiat		0.3%	2
Infiniti		1.8%	11
Land Rover		0.7%	4
Lexus		2.4%	15





















Value		Percent	Responses
Lincoln		2.8%	17
Mazda		2.9%	18
Mercedes-Benz		1.0%	6
Mini		0.2%	1
Mitsubishi		1.1%	7
Porsche		0.2%	1
Saab		0.7%	4
Scion		0.3%	2
Suzuki		0.5%	3
Tesla		2.6%	16
Volkswagen		2.9%	18
Volvo		1.6%	10















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		13.3%	82
No		86.7%	533
Total: 615			




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

Value		Percent	Responses
Home Theater System		2.0%	12
GPS Device (Handheld or In-Vehicle)		3.7%	23
Office Equipment		12.4%	76
Ink or Printer Cartridges		39.7%	244
Satellite Radio		2.3%	14
Satellite TV System		1.8%	11
Stereo System (Home)		2.3%	14
Wi-Fi for Home		9.4%	58
Headphones		20.8%	128
Wireless Speakers		8.1%	50
Smartwatch		7.8%	48
Compact/Mini Projector		1.8%	11
Wearable Electronics		3.7%	23
Healthcare Device		3.6%	22
Aerial Drone		2.3%	14
Assistive Technology for Hearing		3.7%	23
Smart Sports Equipment		0.7%	4
Batteries for Electronics		42.6%	262
None of the above / Does not apply		31.7%	195







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		1.5%	9
Camera (Digital) SLR		2.1%	13
Camera Accessories or Supplies		2.3%	14
Camera Lens		2.1%	13
Computer Accessories		8.5%	52
Computer Software		6.8%	42
E-Reader (Kindle or Similar)		1.1%	7
Tablet (iPad or Similar)		8.6%	53
Personal Computer		6.5%	40
Laptop Computer		14.0%	86
TiVo or DVR		1.5%	9
4K Ultra HD TV		7.0%	43
Smart TV		10.6%	65
None of the above / Does not apply		61.5%	378






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		36.4%	224
Prepaid Cell Phone		3.6%	22
None of the above / Does not apply		61.8%	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		5.9%	36
Necklaces		10.6%	65
Rings (Other)		7.3%	45
Earrings		17.9%	110
Pendants		3.3%	20
Diamond Jewelry		4.4%	27
Gold Jewelry		6.5%	40
Silver Jewelry		8.1%	50
Gemstone Jewelry		4.1%	25
Costume Jewelry		12.5%	77
Designer Jewelry		3.1%	19
Women's Watch		3.4%	21
Women's Jewelry		14.1%	87
None of the above / Does not apply		63.4%	390
Engagement Rings		1.3%	8
Wedding Rings		2.1%	13
Celtic Jewelry		1.1%	7
Pearl Jewelry		2.0%	12
Men's Jewelry		2.4%	15
Jewelry Box or Organizer		2.1%	13
Men's High-End Watch		1.1%	7

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		16.4%	101
Homeowner Insurance		12.2%	75
Life Insurance		7.3%	45
Medical (Health) Insurance		9.8%	60
None of the above / Does not apply		74.3%	457

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


















Value		Percent	Responses
Agriculture Insurance		1.5%	9
Crop Insurance		1.6%	10
Dental Insurance		24.1%	148
Disability Insurance		3.7%	23
Medicare		16.9%	104
Long Term Care Insurance		4.2%	26
Pet Insurance		4.1%	25
Professional Liability Insurance		2.3%	14
Renters Insurance		6.5%	40
None of the above / Does not apply		59.2%	364


















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

Value		Percent	Responses
Acupuncture		3.4%	21
Audiologist		4.9%	30
Chiropractic Care		22.3%	137
Counseling & Mental Health Services		11.1%	68
Checkup		38.2%	235
Hospital		6.5%	40
Medical Services		20.5%	126
Optometrist		27.5%	169
Pediatric Dentist		5.4%	33
Pediatrician		8.1%	50
Primary Care		38.7%	238
Wellness Services		6.0%	37
Weight Loss Service		4.9%	30
Physical Therapy or Rehabilitation service provider		8.3%	51
Hearing Aid Center		7.3%	45
Prescription Drugs		46.0%	283
None of the above / Does not apply		20.8%	128
Geriatric Specialist		1.5%	9
Home Healthcare		1.5%	9
Substance Abuse Treatment		0.3%	2
Alternative Care		2.6%	16
















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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.1%	7
Bankruptcy Attorney		1.3%	8
Banking, Partnership & Business Law Attorney		2.1%	13
Child Support Attorney		0.7%	4
Criminal Law Attorney		0.3%	2
Disability & Social Security Attorney		2.6%	16
Divorce & Family Law Attorney		1.6%	10
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.3%	2
General Practice Attorney		2.4%	15
Intellectual Property Attorney		0.7%	4
Patent, Trademark & Copyright Attorney		1.0%	6
Probate Attorney		0.8%	5
Real Estate Attorney		1.5%	9
Taxation Attorney		1.0%	6
Wills, Trusts & Estates Attorney		13.0%	80
None of the above / Does not apply		77.2%	475












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		59.5%	366
Teeth Cleaning		51.5%	317
Cavity Filling		19.5%	120
Crown		13.0%	80
Oral Surgery		3.6%	22
Braces		4.2%	26
Composite Bonding		1.6%	10
Dental Implants		7.3%	45
Dental Veneers		1.5%	9
Dentures		4.7%	29
Full Mouth Reconstruction		0.7%	4
Inlays or Onlays		1.0%	6
Smile Makeover		0.8%	5
Teeth Whitening		6.7%	41
None of the above / Does not apply		17.6%	108








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		4.4%	27
Breast Augmentation		0.7%	4
Breast Implants		0.8%	5
Dermabrasion		1.6%	10
Ear Surgery		0.3%	2
Eyelid Surgery		1.0%	6
Facelift		0.5%	3
Forehead Lift		0.5%	3
Hair Loss Treatment		0.5%	3
Lap Band		0.3%	2
Lasik		0.8%	5
Lip Augmentation		0.3%	2
Liposuction		1.1%	7
Skin Treatment		4.1%	25
None of the above / Does not apply		88.0%	541























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		46.0%	283
Receive Treatment for Back Pain		8.5%	52
Have an Eye/Vision Exam		53.2%	327
Have an Annual Physical or Checkup		49.8%	306
Have X-Rays Taken		8.1%	50
Have a Scheduled Surgery		6.2%	38
Have Blood Drawn for Testing		41.6%	256
Plan to Visit a Hospital for any Medical Service or Procedure		8.6%	53
Have Foot Problems Diagnosed or Treated		7.8%	48
Senior Travel		3.3%	20
Receive Treatment for a Sleep Disorder		3.1%	19
Cardiovascular Treatment		5.2%	32
Cancer Treatment		4.1%	25
Orthopaedic or Knee Surgery		3.4%	21
Chiropractic Care		20.0%	123
Do Corrective Exercises		5.4%	33
Get Vaccinations at Drug Store or Pharmacy		24.2%	149
Get Vaccinations at Doctors Office		24.7%	152
Discretionary Health Care and Wellness Services		4.2%	26
Women's Health Care		18.4%	113
Women's Diagnostics		4.2%	26
Topical Skincare		4.6%	28

Value		Percent	Responses
Endocrinology Services		3.6%	22
None of the above / Does not apply		17.9%	110
Use Physical Rehabilitation Services		2.4%	15
Participate in a Medical Study		2.0%	12
Stop Smoking		2.0%	12
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Hire a Personal Care Assistant		1.0%	6
Hire a Caregiver or Respite Worker		0.8%	5
Have Safety Bars Installed in Bathroom		2.9%	18
Use Personal Trainer or Instructor		2.1%	13
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		1.0%	6
Nutritional Counseling		2.0%	12
Spinal and Postural Screening		0.8%	5
Physiotherapy		1.0%	6
Receive Treatment for Substance Abuse		0.5%	3
Receive Aquatic Therapy		0.5%	3
Join a Weight Loss Group		2.1%	13
Have Reflexology Treatment		0.3%	2
Hire a Weight Loss Professional		1.0%	6
Have Cataract Surgery		1.8%	11
Have Acupuncture		2.3%	14
Receive Treatment for PTSD		2.1%	13
Online Therapy		2.1%	13

Value		Percent	Responses
In Home Medical Care		1.3%	8
Memory Care Services		0.7%	4
Medical Transportation		0.3%	2
Men's Diagnostics		2.3%	14
Infertility and Reproductive Services		0.5%	3
Infectious Disease Care		0.2%	1
Weight Loss Surgery and Procedures		0.3%	2









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		5.2%	32
Have a Hearing Exam		8.6%	53
Purchase Medical Supplies or Equipment for Home		4.2%	26
Purchase Health Related Products		9.9%	61
Purchase Health and Wellness Supplements		18.2%	112
Handicap Accessible Products		3.1%	19
Purchase Prescription Eyeglasses		33.7%	207
Purchase Prescription Contact Lenses		11.1%	68
Purchase "Aging in Place" Products		3.1%	19
Purchase Allergy Medications		16.9%	104
Purchase Blood Pressure Monitoring Device		4.2%	26
Purchase Diabetes Testing Supplies		8.8%	54
Purchase Weight Loss Supplements		5.5%	34
Discretionary Health Care and Wellness Services and Products		5.4%	33
Purchase Vitamins		45.0%	277
Purchase Hemp Based Supplements		4.4%	27
Purchase Anti Anxiety Medication or Supplements		10.6%	65
None of the above / Does not apply		31.7%	195
Purchase Phones for Loss of Sight or Hearing		0.3%	2
Purchase a "In-the-Ear" Hearing Aid		1.3%	8
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.7%	4
Purchase a Digital Hearing Aid		0.8%	5



Value		Percent	Responses
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	8
Purchase Hearing Aid Cleaning Supplies		2.1%	13
Purchase a "In-the-Canal" Hearing Aid		0.8%	5
Purchase a Analog Hearing Aid		0.2%	1
Purchase Elder Care-Related Products or Services		2.3%	14
Purchase a Mobility Device		1.3%	8
Purchase Orthopedic Shoes		2.8%	17
Purchase Home Medical Testing Equipment or Supplies		1.8%	11
Purchase a Medical Alert Service		1.5%	9
Purchase Weight Loss Food Plan		2.8%	17














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

Value		Percent	Responses
Purchase a Funeral Plot		1.1%	7
Pre-purchase a Funeral Plot or Cremation Service		5.4%	33
Purchase a Monument or Headstone		2.0%	12
Use a Funeral Planner		1.3%	8
Purchase Flowers for a Funeral		3.1%	19
Use a Cremation Service		2.0%	12
Hire a Religious or Spiritual Leader for a Funeral Service		1.0%	6
None of the above / Does not apply		87.6%	539



















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		2.4%	15
Find Home for Aging Parent		1.5%	9
Memory Care Services		1.5%	9
Move into a Independent Senior Housing Community		1.1%	7
Move into a Assisted Living Facility		1.6%	10
Move into a Nursing Home		0.3%	2
Move into a Alzheimer's Care Facility		0.7%	4
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.5%	3
Move into Residential Care Home		0.3%	2
Utilize a Respite Provider		0.3%	2
Seek Senior Care/Companionship		1.8%	11
Wheelchair - Mobility Store		0.7%	4
None of the above / Does not apply		92.7%	570













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		3.3%	20
Open Savings Account		4.1%	25
Online Banking		41.8%	257
Manage Investments		16.4%	101
Manage Retirement Accounts		17.2%	106
Mortgage Line of Credit		3.4%	21
Financial Consulting		7.8%	48
Financial Services		11.5%	71
Safe Deposit Box Rental		6.8%	42
Obtain New Credit Card		4.7%	29
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		0.7%	4
Tax Preparation		25.4%	156
None of the above / Does not apply		37.7%	232























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		5.9%	36
Cash App		3.1%	19
Certificates of Deposit		6.2%	38
City or State Bonds		1.3%	8
Collectibles, Antiques or Art		3.3%	20
Common or Preferred Stock		9.6%	59
Corporate Bonds or Debentures		1.6%	10
401(k)		30.2%	186
Gold or Precious Metals		3.6%	22
IRA		17.1%	105
Money Market Funds		8.6%	53
Mutual Funds		13.2%	81
Non-US Stocks		1.6%	10
Options		1.3%	8
US Savings Bonds		1.3%	8
US Treasury Notes		0.3%	2
Coins or Stamps		2.1%	13
None of the above / Does not apply		48.9%	301

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		1.0%	6
Business Equipment Loan		2.0%	12
Carpeting or Furniture Loan		0.7%	4
College Expenses Loan		1.1%	7
College Tuition Loan		2.6%	16
Debt Consolidation Loan		2.9%	18
Medical Expenses Loan		0.7%	4
New Vehicle Loan		5.5%	34
Used Vehicle Loan		7.0%	43
Vacation or Travel Loan		1.0%	6
Wedding Loan		0.2%	1
None of the above / Does not apply		82.6%	508












69. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		29.1%	179
Athleisure Clothing & Apparel		31.4%	193
Coats		25.4%	156
Dress Shoes		19.3%	119
Nail Polish		21.3%	131
Eyewear or Sunglasses		42.9%	264
Handbags		24.2%	149
Hats		10.2%	63
Intimate Apparel		25.5%	157
Jewelry or Accessories		19.0%	117
Watches		5.9%	36
Leisure Wear / Sweatpants		31.7%	195
Luggage or Bags		4.6%	28
Perfume		20.2%	124
Men's Apparel		43.9%	270
Men's Shoes		35.1%	216
Men's Underwear		35.0%	215
Women's Apparel		67.0%	412
Women's Pajamas or Sleepwear		34.0%	209
Women's Shoes		55.1%	339
Women's Underwear		48.1%	296
Socks		45.5%	280













Value		Percent	Responses
Scarves		5.0%	31
Uniforms		6.2%	38
Western Clothing		3.4%	21
Outerwear		21.0%	129
None of the above / Does not apply		9.9%	61










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		10.9%	67
Children's Pants		18.2%	112
Children's T-Shirts		19.7%	121
Children's Dresses		10.7%	66
Children's Pajamas or Sleepwear		17.2%	106
Children's Socks		18.4%	113
Children's Shorts		16.1%	99
Infant Clothing		8.6%	53
Children's School Uniform		3.4%	21
Children's Athletic Clothing		14.6%	90
None of the above / Does not apply		70.6%	434























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)		43.4%	267
Boots (Men's)		10.4%	64
Cowboy Boots (Men's)		3.7%	23
Work & Safety (Men's)		8.9%	55
Sneakers		33.2%	204
Classic & Fashion Sneakers (Women's)		24.2%	149
Work & Safety (Women's)		4.9%	30
Cowboy Boots (Women's)		3.6%	22
Athletic & Outdoor Shoes (Women's)		52.0%	320
Athletic & Outdoor Shoes (Children's)		17.9%	110
Cowboy Boots (Children's)		1.1%	7
None of the above / Does not apply		20.7%	127

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























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		15.4%	95
Have Clothing Dry Cleaned		25.4%	156
Have Shoes Repaired		10.4%	64
Rent or Purchase a Costume		3.3%	20
Wash Clothing at a Laundromat		5.9%	36
Purchase Custom Made Clothing Items		2.6%	16
None of the above / Does not apply		59.8%	368

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

Value		Percent	Responses
Archery Equipment		3.3%	20
Bicycle or Mountain Bike (Adult)		6.8%	42
Bicycle Tune-Up or Repair		5.9%	36
Camping or Hiking Equipment		11.9%	73
Exercise or Fitness Equipment		12.8%	79
Fishing Rods or Reels		12.4%	76
Fishing Bait or Attractant		16.7%	103
Fishing Accessories		19.0%	117
Golf Clubs or Equipment		6.5%	40
Hunting Gear		4.7%	29
Ammunition		19.8%	122
Running or Jogging Equipment		4.1%	25
Sports Equipment (Children)		3.9%	24
Swimming Gear		8.5%	52
Weight Lifting Equipment		4.9%	30
Rifle		4.9%	30
Hand Gun		8.8%	54
Shotgun		4.2%	26
None of the above / Does not apply		47.3%	291
Bicycle or Mountain Bike (Child)		2.1%	13
High End Bicycle		1.0%	6
Bicycle Rental		1.1%	7























Value		Percent	Responses
Scuba, Diving or Snorkeling Equipment		1.5%	9
Skiing Equipment		1.1%	7
Soccer Equipment		1.8%	11
Sports Memorabilia		1.5%	9
Trampoline		2.1%	13
Trophies or Plaques		0.8%	5
Used Sporting Equipment		2.8%	17

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		29.4%	181
Bedding Flowers or Perennials		41.5%	255
Chainsaw		3.4%	21
Fertilizer		27.8%	171
Flower Pots		26.7%	164
Fountains		3.3%	20
Garden Ornaments		14.5%	89
Gravel or Rock		17.4%	107
Hand Garden Tools		16.4%	101
Landscaping		12.5%	77
Indoor Garden Supplies		6.3%	39
Decorative Rock		14.0%	86
Lawn Seed, Turf or Sod		13.2%	81
Outdoor Fireplace or Fire Pit		6.2%	38
Outdoor Furniture		11.7%	72
Outdoor Grill		10.6%	65
Patio Cover, Awning or Canopy		4.9%	30
Patio Furniture		9.4%	58
Power Garden Tools		4.1%	25
Propane		14.5%	89
Lawn Mower (Push)		5.9%	36
Lawn Mower (Riding)		4.7%	29

Value		Percent	Responses
Shrubby or Trees		10.9%	67
Stone (Cast, Crushed or Natural)		4.7%	29
Storage Shed		5.5%	34
Insect or Fungus Control Products		14.1%	87
Outdoor Garden Flags		3.6%	22
Greenhouse		3.6%	22
None of the above / Does not apply		26.5%	163
Gate		2.1%	13
Gazebo		2.0%	12
Insects (Bees or Other Beneficial Species)		1.8%	11
Patio Heater		1.5%	9
Outdoor Infrared Heater or Fireplace		1.1%	7
Outdoor Smoker		2.3%	14
Outdoor Kitchen Equipment		1.5%	9
Outdoor Entertainment Center		1.3%	8
Pole Shed		0.5%	3
Portable Outdoor Heater		1.0%	6
Rototiller		0.8%	5
Screen Porch		2.3%	14
Leaf Blower		2.6%	16
Snow Blower		2.0%	12























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		48.3%	297
Book Hotel Room		57.7%	355
Book Local Lodging for Guests		3.7%	23
Business Travel		8.6%	53
Buy Luggage		3.7%	23
Buy Travel Tickets		18.2%	112
Chartered Fishing Trip		3.4%	21
Gamble at a Casino		19.5%	120
Hotel or Resort Stay		38.9%	239
International Travel		12.0%	74
Play Bingo		5.4%	33
Rent a Car		22.9%	141
Stay at a Casino		6.8%	42
Stay at an RV Park		7.0%	43
Take a Cruise		9.3%	57
Train Trip		8.3%	51
Travel Packages		9.3%	57
Use a Travel Agent or Agency		9.1%	56
Vacation Inside Home State		20.3%	125
Vacation Outside Home State (within the Continental US)		36.7%	226
None of the above / Does not apply		22.1%	136
Charter a Boat		1.6%	10


























Value		Percent	Responses
Golf Vacation		2.4%	15
Rent RV		2.1%	13
Ski Resort Stay		2.4%	15

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		21.5%	132
Bird Seed		18.0%	111
Cat Food		28.8%	177
Dog Food		45.9%	282
Fish Food		4.2%	26
Specialized Pet Food		7.5%	46
Other Pet Food		7.8%	48
Pet Accessories		20.0%	123
Pet Clothing		4.2%	26
Pet Toys		24.2%	149
Fish Supplies		3.3%	20
Find a New Veterinarian		3.6%	22
Annual Pet Vaccinations		42.0%	258
Annual Pet Checkups		36.4%	224
Adopt or Rescue a Pet		6.7%	41
Purchase Pet Medication		15.0%	92
Board a Pet Overnight		9.6%	59
Pet Dental Care		7.0%	43
Pet Grooming Services		21.1%	130
Pet Sitting Services		4.6%	28
Animal Training Classes		5.9%	36
Anti Anxiety or Stress Pet Medication for Holidays		4.2%	26























Value		Percent	Responses
None of the above / Does not apply		27.6%	170
Pet Enclosure		0.8%	5
Aquarium or Tank		1.6%	10
Disease Diagnosis		2.6%	16
Pet Travel Cage		1.5%	9
Pet Travel Accessories		1.5%	9
Cremation or Burial Services		0.8%	5
Purchase a Pet		2.4%	15
Holistic or Alternative Pet Care		0.2%	1
Pet Tracking Device		1.8%	11
Hemp Based Pet Supplements		1.8%	11
THC Based Pet Supplements		1.1%	7
Holistic or Alternative Pet Supplements		0.2%	1










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

Value		Percent	Responses
Add or Replace Deck		8.1%	50
Add a Fence or Wall Structure		9.1%	56
Remodel Kitchen		4.9%	30
Remodel Bathroom		11.7%	72
Build a Storage Shed		4.1%	25
General Remodeling		8.8%	54
Add a Swimming Pool		3.3%	20
Replace Carpet		8.5%	52
Replace Flooring		11.1%	68
Replace Windows		6.2%	38
None of the above / Does not apply		55.1%	339
Add a Room		1.6%	10
Add a Home Office		1.1%	7
Remodel Closet		1.0%	6
Cabinet Refacing or Resurfacing		2.1%	13
Refinish Bathtub		1.1%	7
Install a Glass Shower		1.6%	10
Remodel or Finish Basement Living Area		1.1%	7
Replace Garage Door		2.0%	12
Build a Garage		1.3%	8
Build Out-Building		1.3%	8
Have Furniture Restored		1.5%	9
Switch from Electric to Gas		1.1%	7























Value		Percent	Responses
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		2.3%	14
Install a Solar Energy System		1.1%	7
Install Security or Monitoring System		2.1%	13
Resurface or Build New Driveway		2.6%	16
Stone or Marble Work (Bathroom or Kitchen)		1.5%	9
Sealcoating		0.7%	4
Asphalt Repair		0.8%	5
Asphalt Resurfacing		1.3%	8
Residential Paving		2.3%	14
Build a "Tiny House"		0.8%	5
Install Handicap Accessible Addition		0.7%	4

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

Value		Percent	Responses
Ceramic Tile		8.5%	52
Decking		7.6%	47
Doors (Exterior)		9.9%	61
Doors (Interior)		6.7%	41
Electrical Supplies		4.2%	26
Fencing		9.9%	61
Hand Tools		10.1%	62
Hardwood Products		3.4%	21
Home Security Doorbell Camera		5.4%	33
Kitchen Cabinets		3.6%	22
Lighting and Fixtures		8.6%	53
Lumber		11.2%	69
Molding		4.6%	28
Paint (Exterior)		12.5%	77
Paint (Interior)		24.6%	151
Plywood		6.3%	39
Plumbing Supplies		5.9%	36
Power Tools		6.7%	41
Rain Gutters		5.9%	36
Siding		3.1%	19
Windows		5.2%	32
None of the above / Does not apply		45.2%	278

Value		Percent	Responses
Furnace		1.6%	10
Generator		2.3%	14
Mill Work		1.0%	6
Roofing (Composition)		2.9%	18
Roofing (Other)		2.4%	15
Security Locks		2.3%	14
Water Softener System or Supplies		2.8%	17
Wood Stove or Fireplace		0.8%	5
Window Guards		0.5%	3























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

Value		Percent	Responses
Air Conditioning Repair		9.4%	58
Air Duct Cleaning		7.0%	43
Appliance Repair		7.3%	45
Carpenter or Woodworking		5.5%	34
Carpet Cleaning		12.5%	77
Chimney Cleaning & Repair		3.3%	20
Concrete Repair		3.4%	21
Drywall Installation or Repair		3.9%	24
Electrical Repair		5.7%	35
Flooring - Ceramic Tile (Installation or Repair)		4.1%	25
Flooring - Laminate (Installation or Repair)		6.2%	38
Flooring - Wood (Installation or Repair)		5.9%	36
Flooring - Other (Installation or Repair)		3.7%	23
Furnace Cleaning		5.4%	33
Gardening Services		3.3%	20
Gutter Installation or Repair		4.2%	26
Handyman Services		15.3%	94
Home Repair		7.8%	48
Home Remodel		4.2%	26
None of the above / Does not apply		42.8%	263
Alternative Energy Systems Installation		0.8%	5
Alternative Energy Systems (Service or Repair)		0.3%	2

























Value		Percent	Responses
Blinds Cleaning		2.6%	16
Electrical Panel Replacement		0.8%	5
Excavation & Wrecking		0.7%	4
Flooring - Linoleum (Installation or Repair)		2.1%	13
Foundation Repair		2.6%	16
Furnace Repair		1.1%	7
Furniture Reupholster		2.1%	13
Heating Repair		1.5%	9
Home Computer Repair		2.4%	15
Home Electronics Repair		0.5%	3
Home Heating Oil or Fuel Service		0.3%	2



















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		4.6%	28
House Cleaning Service		12.4%	76
Junk or Yard Waste Removal		6.2%	38
Recycle		7.6%	47
Landscaping Service		8.0%	49
Painting		14.3%	88
Pest Control		11.5%	71
Plumbing Repair		6.0%	37
Pressure Washing		3.9%	24
Preventative Home Maintenance		4.2%	26
Roof Repair		3.1%	19
Snow Removal		4.2%	26
Trash Removal		11.5%	71
Window Installation		3.6%	22
Window Washing		3.3%	20
Computer Repair		3.6%	22
Mobile or Cell Phone Repair		3.7%	23
None of the above / Does not apply		44.1%	271
Black Top Contractors		2.3%	14
Insulation Installation or Maintenance		1.0%	6
Interior Design		1.8%	11
Sell Scrap Metal		2.8%	17























Value		Percent	Responses
Movers		1.8%	11
Mold Inspection or Removal		0.7%	4
Party Equipment Rental		1.3%	8
Pool Cleaning Service		1.8%	11
Security System		2.9%	18
Septic Tank Cleaning or Repair		2.3%	14
Siding Replacement		1.6%	10
Solar Heating or Power System Installation or Repair		0.7%	4
Stucco or Exterior Coating		0.2%	1
Tool Rental		1.8%	11
Tornado or Storm Shelter Building or Repair		1.5%	9
Water Well Drilling		0.2%	1
Waterproofing		0.2%	1
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.7%	4

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

Value		Percent	Responses
Air Conditioning (Buy)		5.2%	32
Batteries (Home or Office)		41.1%	253
Candles		22.8%	140
Clocks		6.2%	38
Country or State Flags		4.9%	30
Curtains or Drapes		11.4%	70
Cutlery, Flatware or Silverware		5.2%	32
Emergency Preparedness Kit or Supplies		4.4%	27
Firewood		7.3%	45
Flooring Tile		7.2%	44
Floral Arrangements		6.5%	40
Hardwood Flooring		5.5%	34
Home Decor or Decorating		15.1%	93
Indoor Flowers		6.8%	42
King Size Bed		4.9%	30
Laminate Flooring		6.2%	38
Linens (Bathroom)		13.8%	85
Linens (Bedroom)		17.6%	108
Linens (Dining Room or Kitchen)		6.0%	37
Picture Frames		8.9%	55
Remote Home Monitoring Video Camera		4.2%	26
Smoke Alarm or Detector		4.1%	25


















Value		Percent	Responses
Storage Boxes or Tubs		7.2%	44
Toilet Paper		62.3%	383
Window Blinds (Venetian or Mini)		5.7%	35
Window Coverings		5.0%	31
None of the above / Does not apply		19.8%	122
Awning		1.6%	10
Ductless Heat Pumps		0.2%	1
Hot Tub or Spa (New)		1.0%	6
Hot Tub or Spa (Used)		1.0%	6
Safe		1.8%	11
Sewing Machine		1.8%	11
Shutters		1.1%	7
Signs or Banners		1.1%	7
Solar Water Heater		0.2%	1
Sports Team Flags		1.0%	6
Twin Size Bed		2.0%	12
Wallpaper		1.3%	8
Water Purification System (Drinking)		2.1%	13

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		11.4%	70
Closet System		3.3%	20
Fine Art (Paintings, Pottery, Etc.)		3.7%	23
Furniture (Bedroom)		8.9%	55
Furniture (Dining Room)		3.7%	23
Furniture (Living Room)		10.9%	67
Pillow Top Mattress		3.9%	24
Queen Size Bed		4.1%	25
Reclining Chair		6.7%	41
Rugs		11.9%	73
None of the above / Does not apply		55.3%	340
Crib		1.3%	8
Custom Built Furniture		1.5%	9
Foam Mattress		2.0%	12
Furnace		0.8%	5
Furniture (Children's)		2.6%	16
Furniture (Home Office)		2.8%	17
Futon		1.5%	9
Gas Burning Freestanding Stoves		1.0%	6
Innerspring Mattress		2.9%	18
Latex Mattress		0.5%	3
Memory Foam Mattress		2.6%	16















Value		Percent	Responses
Reclaimed Wood Furniture		0.8%	5
Reconditioned Furniture		1.8%	11
Rugs (Persian)		0.7%	4
Swimming Pool (Above Ground)		2.0%	12
Swimming Pool (In-Ground)		1.1%	7
Tankless Water Heater		2.3%	14
Water Heater		2.3%	14

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























Value		Percent	Responses
Paintings		10.2%	63
Fine Art		4.2%	26
Photographs		10.7%	66
Pottery		4.9%	30
Blown Glass		4.6%	28
Stone Carvings		2.0%	12
Sculpture		2.9%	18
Artistic Wall Decor		11.2%	69
Wood Carvings		3.7%	23
Poster Art		5.5%	34
Religious Art		2.8%	17
Stained Glass		3.1%	19
Ceramics		3.6%	22
Metal Work Art		4.6%	28
Music Memorabilia		1.8%	11
Movie Memorabilia		1.8%	11
None of the above / Does not apply		70.1%	431










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		7.2%	44
Dishwasher		8.6%	53
Freezer		4.9%	30
Range		6.0%	37
Oven		3.4%	21
Washer		6.8%	42
Dryer		6.3%	39
Blender		4.4%	27
Instant Pot		4.7%	29
Microwave		8.1%	50
Window Air Conditioner		1.8%	11
Coffee or Espresso Machine		7.8%	48
Vacuum Cleaner		6.3%	39
None of the above / Does not apply		62.0%	381













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

Value		Percent	Responses
Aftermarket Products		4.4%	27
Battery		8.6%	53
Child Car Seat		4.6%	28
Floor Mats		6.8%	42
Seat Covers		3.3%	20
Tires		18.7%	115
Wiper Blades		27.0%	166
None of the above / Does not apply		50.7%	312
Canopy		0.7%	4
Cargo Trailer		1.3%	8
Grill Guard		0.8%	5
Ground Effects		0.3%	2
Lights		2.9%	18
Mirror(s)		1.0%	6
Motorcycle Accessories		2.4%	15
Motorcycle Parts		2.0%	12
Performance Parts		1.1%	7
RV Accessories or Supplies		2.8%	17
Roof Rack		1.0%	6
Running Boards		0.3%	2
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		1.6%	10

Value		Percent	Responses
Tool Box		0.8%	5
Trailer Hitch		1.3%	8
Truck Bed Liner		0.3%	2
Visor		0.5%	3
Wheels or Rims		1.3%	8
Winch		0.3%	2
Window Tinting Equipment (Auto)		1.8%	11

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		6.2%	38
60,000 Mile Service		7.2%	44
100,000 Mile Service		8.5%	52
Auto Detailing		11.7%	72
Auto Repair (General)		8.9%	55
Auto Warranty Work (Work Covered by Warranty)		3.1%	19
Alignment		7.2%	44
Body Work		5.5%	34
Brake Replacement, Adjustment		4.7%	29
Car Rental		3.3%	20
Car Wash		45.5%	280
Gas or Service Station Services		23.9%	147
Oil Change or Lube		44.6%	274
Preventative Maintenance		16.3%	100
Tire Mounting or Installation		5.5%	34
Tune-Up		11.2%	69
Vehicle Air Conditioning Repair		4.4%	27
Windshield or Glass Repair		5.9%	36
None of the above / Does not apply		25.2%	155
Electrical Repair		0.8%	5
Upgrade of Car for Smartphone, Hands-Free Device, etc.		2.0%	12
Motor Repair or Replacement		0.2%	1
Motorcycle Repair		0.5%	3

Value		Percent	Responses
Muffler		1.3%	8
Painting		2.4%	15
RV Maintenance or Service		1.8%	11
Safety Inspection		1.6%	10
Shocks		2.4%	15
Smog Check		0.2%	1
Stereo Installation		0.8%	5
Transmission or Clutch Repair		1.0%	6
Upholstery Repair		1.3%	8
Vehicle Storage		0.5%	3
Vehicle Towing		0.3%	2
Windshield or Window Tinting		2.6%	16

















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		53.2%	327
Beauty Products		38.7%	238
Cosmetics		46.7%	287
Babysitting		5.0%	31
Facial		13.5%	83
Hair Care Products		58.0%	357
Hair Coloring		33.0%	203
Hair Cut		69.6%	428
Hair Removal		6.2%	38
Hair Extensions, Wigs or Weaves		2.4%	15
Manicure		26.3%	162
Massage Therapy		19.8%	122
Pedicure		33.3%	205
Skin Cleaning Products		24.2%	149
Skin Repairing / Conditioning Products		10.4%	64
Tanning Bed or Spray Tan		4.6%	28
Tattoo or Piercing		8.8%	54
None of the above / Does not apply		10.6%	65

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)		40.0%	246
Books (Used)		30.6%	188
Books (Children's)		19.0%	117
Board Games		23.4%	144
Lottery Ticket		27.3%	168
Collectibles		7.8%	48
Comics		3.1%	19
Graphic Novels		4.6%	28
Computer Games		11.4%	70
Magazines		22.0%	135
Toys		16.4%	101
Video Console Games		11.9%	73
None of the above / Does not apply		24.2%	149

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

Value		Percent	Responses
Gems, Rocks & Minerals		4.9%	30
Ceramics and Pottery		3.9%	24
Collectables		5.7%	35
Do-It-Yourself (DIY)		26.0%	160
Games or Puzzles		26.2%	161
Beer Brewing Supplies		3.1%	19
Wine Making Supplies		1.5%	9
Jewelry Making Supplies or Beads		7.6%	47
Knitting		5.2%	32
Making Arts and Crafts		13.2%	81
Paper Crafts		5.4%	33
Quilting		5.4%	33
Scrapbooking		5.5%	34
Toy Collecting		2.1%	13
Trains, Plane & Car Model Kits		3.6%	22
None of the above / Does not apply		45.7%	281













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












Value		Percent	Responses
Attend Online College or University (Full Time)		3.4%	21
Attend Online College or University (Part Time)		5.5%	34
Attend Online Classes at Community College		3.9%	24
Online Continuing Education Courses		4.9%	30
Arts or Crafts Lessons (Adult)		6.0%	37
Cooking Lessons (Adult)		3.1%	19
Attend a Free Lecture or Seminar		12.5%	77
Attend Paid Online Lecture, Seminar or Special Class		4.1%	25
Dance Lessons		3.1%	19
Sports lessons (Child)		3.7%	23
Yoga, Pilates, or Zumba		9.9%	61
Attend an Online Local Workshop		5.2%	32
None of the above / Does not apply		60.0%	369
Attend Online Graduate School		2.6%	16
Business School		0.2%	1
Learning Center		0.3%	2
Culinary School		1.3%	8
Online Trade School		0.5%	3
Online Professional Certification or Accreditation Courses		2.0%	12
Online Language Lessons (Adult)		2.4%	15
Online Music Lessons (Adult)		1.3%	8
Sports Lessons (Adult)		0.8%	5

Value		Percent	Responses
Online Real Estate Classes		0.5%	3
Online Child Education or Tutoring		1.6%	10
Online Music lessons (Child)		0.7%	4
Personal Physical Training		2.8%	17
Online Language Lessons (Child)		0.7%	4
Arts or Crafts Lessons (Child)		2.3%	14
Change Online School		0.2%	1
Attend an Online Religion Based School		1.5%	9





















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		15.9%	98
Oil paints		4.4%	27
Acrylic Paints		16.9%	104
Markers		14.8%	91
Specialty Paper		10.2%	63
Fabric Craft Supplies		11.2%	69
Beads		8.6%	53
Art Pencils and Pens		15.6%	96
Scrapbooking Supplies		7.5%	46
None of the above / Does not apply		62.6%	385
























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		0.7%	4
Drums		1.6%	10
Flute		0.8%	5
Acoustic Guitar		3.1%	19
Electric Guitar		2.6%	16
Electric Keyboard		1.3%	8
Piano		1.6%	10
Piano (High End)		0.5%	3
Trumpet		1.0%	6
Violin		0.3%	2
None of the above / Does not apply		91.4%	562

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

Value		Percent	Responses
Greek		16.4%	101
French		8.0%	49
Asian		34.6%	213
German		10.9%	67
American (New)		42.4%	261
Italian		51.4%	316
Cajun or Creole		16.3%	100
Indian		11.5%	71
Chinese		54.1%	333
American (Traditional)		74.0%	455
Thai		15.9%	98
Middle Eastern		8.3%	51
Japanese		18.2%	112
Mexican		74.6%	459
Vietnamese		10.1%	62
Southern		19.5%	120
Tex-Mex		40.0%	246
Spanish		10.6%	65
Mediterranean		18.9%	116
None of the above / Does not apply		5.2%	32

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		28.1%	173
Fish & Chips		21.8%	134
Golf Course Restaurant, Bar or Snack Bar		9.3%	57
Barbeque		50.1%	308
Deli		31.9%	196
Breakfast or Brunch		56.6%	348
Appetizers		51.2%	315
Dessert		34.0%	209
Chicken Wings		27.2%	167
Hamburgers		72.2%	444
Chicken		59.2%	364
Frozen Yogurt		18.2%	112
Live or Raw food		5.4%	33
Tapas or Small Plates		5.4%	33
Theme Restaurants		5.0%	31
Soup		27.2%	167
Salad		51.7%	318
Pizza (Dine In)		25.4%	156
Pizza (Delivery)		36.6%	225
Steak		39.7%	244
Juice or Smoothies		18.0%	111
Sandwiches		54.5%	335
Pizza (Carry Out)		56.3%	346











Value		Percent	Responses
Pizza (Take & Bake)		23.3%	143
Seafood		37.7%	232
Vegan		3.1%	19
Steakhouse		29.8%	183
Sushi		18.9%	116
Vegetarian		7.2%	44
Pho		7.0%	43
None of the above / Does not apply		3.6%	22

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










Value		Percent	Responses
Purchase Home in Senior Housing Community		0.7%	4
Purchase Commercial or Business Property		1.6%	10
Purchase Condominium or Townhouse		0.8%	5
Purchase Manufactured or Modular Home		0.5%	3
Purchase Investment Property		2.0%	12
Purchase Personal Residence		5.0%	31
Purchase Custom Built Home		1.1%	7
Purchase Residential Real Estate at an Auction		0.7%	4
Purchase Land or Agricultural Property		2.3%	14
Purchase Vacation Property		1.5%	9
None of the above / Does not apply		89.4%	550









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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.3%	2
Sell Personal Residence		3.1%	19
Sell Vacation Property		1.0%	6
Sell Condominium or Townhouse		0.3%	2
Sell Investment Property		1.1%	7
Sell Land or Agricultural Property		1.0%	6
Sell Commercial or Business Property		0.8%	5
Sell Manufactured or Modular Home		0.3%	2
Plan to Sell Home in Master-Planned Community		0.5%	3
None of the above / Does not apply		93.8%	577











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		4.9%	30
Rent House (Residence)		5.9%	36
Rent Manufactured or Modular Home		0.3%	2
Rent or Lease Commercial Property		1.1%	7
Rent Agricultural Land		0.7%	4
Rent Subsidized Housing		0.8%	5
Rent Condo/Townhouse		3.1%	19
Rent Section 8 Housing		1.3%	8
None of the above / Does not apply		85.4%	525



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		2.3%	14
Use a Realtor to Buy Real Estate		4.6%	28
Use a Realtor to Buy and Sell Real Estate		3.3%	20
Plan to Sell Property Myself		2.3%	14
Use a Real Estate Broker		2.0%	12
None of the above / Does not apply		88.9%	547



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

Value		Percent	Responses
New Home Loan		5.2%	32
Home Remodel or Renovation Loan		2.1%	13
Business Construction Loan		0.8%	5
Home Construction Loan		1.6%	10
Equity Loan		2.4%	15
Land Loan		1.0%	6
Reverse Mortgage		0.3%	2
Real Estate Loan for existing home		1.5%	9
Refinance Home		3.3%	20
None of the above / Does not apply		86.7%	533


















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		68.9%	424
No, don't know who to call		31.1%	191
Total: 615			





















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		70.4%	433
No, don't know who to call		29.6%	182
Total: 615			

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

Value		Percent	Responses
Imported Beer		18.4%	113
Craft Beer		19.5%	120
Champagne		14.6%	90
Premium Hard Alcohol or Spirits		22.9%	141
White Wine		29.4%	181
Red Wine		31.4%	193
Major Brand Cigarettes		7.5%	46
Recreational Marijuana		4.6%	28
Marijuana Accessories		6.5%	40
Smokeless Tobacco		3.4%	21
Pipe Tobacco		1.0%	6
Discount Cigarettes		5.0%	31
Discount Hard Alcohol or Spirits		14.1%	87
Domestic Beer		32.0%	197
Electronic Cigarette Supplies		2.6%	16
Alcoholic Cider		10.4%	64
None of the above / Does not apply		28.8%	177

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		6.5%	40
Marijuana Delivery		0.8%	5
Cannabis Dry Flower/Bud		7.3%	45
Cannabis Edibles		9.8%	60
Cannabis Tinctures		2.1%	13
Cannabis Vaporizers		2.1%	13
Cannabis Cleaning Tools or Supplies		1.8%	11
Cannabis Concentrates		3.4%	21
Cannabis Pre-Rolls		4.2%	26
Organic Cannabis Products		1.1%	7
Cannabis Oil		5.2%	32
Cannabis Beauty & Skin Care Products		1.3%	8
Cannabis Beverages		2.3%	14
Cannabis Chocolates		3.3%	20
Medical Cannabis		6.8%	42
CBD Cannabis		6.2%	38
CBG Cannabis		1.5%	9
Recreational Cannabis		2.9%	18
Medical Cannabis		9.6%	59
None of the above / Does not apply		76.9%	473









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		29.3%	180
Specialty Teas		15.3%	94
Specialty Coffee		29.8%	183
Gourmet Deli Counter Items		22.3%	137
Cookies		45.7%	281
Potato Chips		66.2%	407
Soft Drinks		55.0%	338
Energy Drinks		17.9%	110
Energy Bars		19.5%	120
Birthday Cake		26.8%	165
Beef Jerky or Meat Sticks		25.5%	157
Candy		47.3%	291
Fruit		74.8%	460
Nuts		60.3%	371
Chocolates		47.8%	294
Ice cream		67.6%	416
Artisan Bread		25.5%	157
Artisan Meats		9.6%	59
Sports Drinks		19.3%	119
Artisan Condiments		8.6%	53
Canned Sauces		40.8%	251
Chicken		81.5%	501

Value		Percent	Responses
Pork		55.0%	338
Beef		68.3%	420
Game Meats		4.7%	29
Fish		50.1%	308
Snack Mixes		34.8%	214
Vegetables		67.8%	417
Frozen Entrees		47.5%	292
Meal Kit Prep & Delivery		6.0%	37
Locally Raised Beef, Pork, Poultry		28.1%	173
Locally Grown Fruit and Vegetables		59.2%	364
Locally Produced Honey		30.4%	187
Organic Food		20.0%	123
Pickled Vegetables		21.8%	134
Artisan Cheese		22.8%	140
Alternative "Meat" Products		8.8%	54
Sausage		50.9%	313
Donuts		37.4%	230
Pastries		31.1%	191
Juice		47.8%	294
Olives		41.0%	252
Meal Kits		10.4%	64
Mac and Cheese		45.9%	282
Pizza		68.6%	422
Cookie Dough		18.7%	115

Value		Percent	Responses
Cereal		63.3%	389
Bagged Salad		55.6%	342
None of the above / Does not apply		1.6%	10




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

Value		Percent	Responses
Coupons		4.4%	27
Quality		35.4%	218
Selection		39.5%	243
Excellent Customer Service		5.0%	31
Clean Environment		10.4%	64
None of the above / Does not apply		5.2%	32








**Total: 615**

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		43.6%	268
Attend Online Religious or Spiritual Services		21.1%	130
Consider Leaving Current Job for Better Opportunity		8.6%	53
Donate to a Charity		51.4%	316
Donate to a Church		41.5%	255
Donate to Political Party or Government Representative		13.8%	85
Join a new Church		3.6%	22
Volunteer at Church		21.3%	131
Volunteer for Nonprofit Group		20.2%	124
Retire		6.5%	40
Vote in Upcoming Local Elections		41.0%	252
Vote in Upcoming State or National Elections		44.1%	271
Purchase Season Tickets for Performing Arts		7.0%	43
Attend a Holiday Themed Performance		20.2%	124
Community Activity		29.9%	184
Support an Organization		17.2%	106
Make a Donation		33.2%	204
Register to Vote		4.6%	28
None of the above / Does not apply		14.0%	86
Find New Local Golf Course		0.7%	4
Join a Golf Course		1.3%	8
Use Drone Photography Services		0.7%	4
Donate Vehicle		0.5%	3

Value		Percent	Responses
Have a Baby		2.8%	17
Get Married		2.1%	13
Look into Private Schooling for Children		1.5%	9

























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		5.2%	32
Go Mountain Biking		3.3%	20
Go Camping		25.2%	155
Go Hiking		24.9%	153
Go Fishing		30.2%	186
Go Backpacking		7.0%	43
None of the above / Does not apply		48.5%	298

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



Value		Percent	Responses
Apparel and Accessories		53.8%	331
Arts and Entertainment		34.6%	213
Automotive - (General)		22.6%	139
Automotive - (New Vehicle Dealership)		15.6%	96
Automotive - (Used Vehicle Dealership)		17.4%	107
Automotive - (Auto Parts store)		15.8%	97
Automotive - (Auto Repair business)		10.9%	67
Automotive - (Auto Body shop)		7.2%	44
Tire Business		15.9%	98
Beauty and Spa Related Businesses		22.3%	137
Child Related Businesses		8.1%	50
Community and State Services		23.4%	144
Education		13.7%	84
Employment Related Businesses		12.7%	78
Event Planning and Services		11.2%	69
Family Activity Related Businesses		13.0%	80
Farm Equipment and Agriculture Businesses		5.9%	36
Financial Services		11.2%	69
Fitness Businesses or Providers		8.0%	49
General Retail		42.1%	259
Grocery / Market		43.1%	265
Home and Garden Related Businesses		28.0%	172













Value		Percent	Responses
Building Supply/Lumber Business		16.4%	101
Home Service Businesses		11.4%	70
Home Service Contractors		12.7%	78
Hotel and Travel Related Businesses		29.4%	181
Local Services		27.6%	170
Medical Related Businesses - (General)		16.1%	99
Medical Related Businesses - (Chiropractor)		6.3%	39
Medical Related Businesses - (Dentist)		10.4%	64
Medical Related Businesses - (Hospital)		5.0%	31
Motorsport Businesses		3.3%	20
Nightlife Related Businesses		10.2%	63
Pet / Animal		29.8%	183
Professional Services		14.3%	88
Real Estate Service Businesses		6.0%	37
Recreation Related Businesses		11.5%	71
Restaurant / Bar / Lounge		38.2%	235
Senior Related Businesses		10.2%	63
Specialty Food and Drink		17.7%	109
General Retail - Children's Clothing Store		10.7%	66
General Retail - Clothing Accessory Store		15.4%	95
General Retail - Computer Store		11.9%	73
General Retail - Farming and Agriculture Business		4.6%	28
General Retail - Furniture Store		19.0%	117
General Retail - Hardware Store		14.1%	87

Value		Percent	Responses
General Retail - Home Entertainment Store		8.8%	54
General Retail - Jewelry Store		8.6%	53
General Retail - Major Appliance Store		15.6%	96
General Retail - Men's Clothing Store		14.3%	88
General Retail - Mobile Phone Store		11.1%	68
General Retail - Shoe Store		23.4%	144
General Retail - Women's Clothing Store		30.4%	187
None of the above / Does not apply		11.9%	73























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












Value		Percent	Responses
Yes		20.3%	125
No		79.7%	490
Total: 615			

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		5.0%	31
Get a New Full Time Job		17.1%	105
Get a New Part Time Job		9.6%	59
Get a Temporary or Seasonal Job		4.1%	25
Use an Employment or Temporary Employment Agency		3.1%	19
Use a Career Counselor		0.8%	5
Get a Second (or Third) Job		4.2%	26
Get First Job after School		1.6%	10
Apply for Unemployment Benefits		2.4%	15
None of the above / Does not apply		71.2%	438

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







Value		Percent	Responses
Accounting		3.1%	19
Admin & Clerical		7.2%	44
Customer Service		7.5%	46
Education		4.7%	29
Government		3.3%	20
Health Care – non nursing		4.7%	29
Management		4.7%	29
Media		3.3%	20
NonProfit		5.4%	33
Retail		3.9%	24
Sales & Marketing		3.1%	19
None of the above / Does not apply		65.0%	400
Agriculture		1.1%	7
Automotive		0.5%	3
Banking & Finance		2.3%	14
Child Care		2.3%	14
Construction		1.0%	6
Driver / Transportation		2.6%	16
Engineering		1.0%	6
Executive Level		2.4%	15
Entry Level (New Graduate)		1.0%	6
Grocery		2.8%	17

Value		Percent	Responses
Hotel - Hospitality		2.9%	18
Health Care - CNA, RN, LPN, MA		2.9%	18
Manufacturing		2.4%	15
Installation - Maintenance - Repair		0.5%	3
Information Technology		2.8%	17
Insurance		0.8%	5
Legal		1.1%	7
Real Estate		1.5%	9
Restaurant - Food Services		2.3%	14
Skilled Labor - Trades		2.8%	17
Warehouse		1.8%	11

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

Value		Percent	Responses
Coupon book		11.9%	73
Yellow Pages directory		1.6%	10
Direct mail flyer		13.2%	81
Deal program/offer		11.1%	68
Facebook business page offer		17.9%	110
Billboard advertising		2.4%	15
None of the above / Does not apply		64.2%	395

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		6.2%	38
Read ads and keep them - using one or two		35.0%	215
Read ads and keep them - without using any		4.2%	26
Read ads but throw away without using any		24.6%	151
Throw ads away unread		25.5%	157
Do not receive direct mail or advertisements at home or PO Box		4.6%	28



**Total: 615**



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 %	37 6.0%	161 26.2%	180 29.3%	23 3.7%	66 10.7%	88 14.3%	60 9.8%	615
County election Count Row %	29 4.7%	153 24.9%	188 30.6%	24 3.9%	68 11.1%	91 14.8%	62 10.1%	615
State election Count Row %	29 4.7%	162 26.3%	169 27.5%	19 3.1%	78 12.7%	98 15.9%	60 9.8%	615
Total Total Responses								615

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

Value		Percent	Responses
Yes		86.7%	533
No		13.3%	82




Total: 615

116. Did you vote in the last presidential election?



Value		Percent	Responses
Yes		91.9%	565
No		8.1%	50

Total: 615



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		23.3%	143
No		46.0%	283
Does not apply		30.7%	189
			<b>Total: 615</b>

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




















Value		Percent	Responses
Automotive		3.5%	5
Education		5.6%	8
Health and Medical		10.4%	15
Home Service Businesses		3.5%	5
Local Services		5.6%	8
Real Estate		5.6%	8
Other		36.8%	53
Apparel and Accessories		0.7%	1
Arts and Entertainment		2.1%	3
Beauty and Spa		2.1%	3
Business Consulting		2.1%	3
Child Related Businesses		2.1%	3
Event Planning and Services		1.4%	2
Family Activity		0.7%	1
Financial Services		2.8%	4
Fitness Businesses or Providers		0.7%	1
General Retail		2.8%	4
Grocery and Specialty Food/Drink		2.1%	3
Home and Garden		2.8%	4
Hotel and Travel		0.7%	1
Pet / Animal		2.1%	3
Recreation		1.4%	2

**Total: 144**

Value		Percent	Responses
Restaurant / Bar / Lounge		2.1%	3
Sales Training		0.7%	1

**Total: 144**

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

Value		Percent	Responses
Have an ongoing digital marketing campaign		9.7%	14
Use social media for promoting business		24.3%	35
Website optimized for mobile (responsive)		11.8%	17
Ongoing search optimization (SEO, SEM)		5.6%	8
Banner ads		4.9%	7
Cost-per-click ads (CPC, PPC)		4.2%	6
Programmatic ads		2.8%	4
Retargeting ads		0.7%	1
Video ads		4.2%	6
Google ads (Adwords)		9.0%	13
Facebook ads		24.3%	35
Sponsored content		2.8%	4
Email advertising		15.3%	22
Site analytics		2.1%	3
Use a Digital Agency		0.7%	1
Digital ads through newspaper		7.6%	11
Digital ads through radio station		6.3%	9
Digital ads through TV station		6.3%	9
None of the above/Does not apply		50.0%	72






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.		41.0%	59
Business Logo Apparel		27.8%	40
Computer Hardware		18.8%	27
Networking Hardware or Software		11.1%	16
Office Cleaning Supplies		28.5%	41
Office Copier		11.8%	17
Office Furniture, Fixtures or Interiors		12.5%	18
Office Printer		19.4%	28
Office Supplies		51.4%	74
Promotional Items		20.1%	29
Security System		9.0%	13
Telephone Systems		5.6%	8
Uniforms or Work Clothing		11.8%	17
None of the above/Does not apply		20.8%	30












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		26.6%	38
Business Advertising		14.0%	20
Business Bottled Water Delivery		5.6%	8
Business Cellular Phone Service		10.5%	15
Business Computer Consulting		4.9%	7
Business Construction Contractor		3.5%	5
Business Internet Service Provider		13.3%	19
Business Legal Services or Attorney		6.3%	9
Business Marketing Services		5.6%	8
Business Social Media Marketing		13.3%	19
Business Meetings or Conventions		3.5%	5
Business Payroll Services		8.4%	12
Business Printing Services		12.6%	18
Business Security Services		4.2%	6
Business Sign Company Services		5.6%	8
Business Online Meetings		9.1%	13
None of the above / Does not apply		45.5%	65
Business Financial Consulting		1.4%	2
Business Advisory Services		1.4%	2
Business Employment Agency		1.4%	2
Business Moving or Storage		1.4%	2
Business Recruitment		0.7%	1

Value		Percent	Responses
Business Staffing or Temp Services		1.4%	2
Selling Small Business		2.8%	4
Business Travel Agency		0.7%	1
Business General Broadcast Media Service		1.4%	2
Business Television Media Service		2.1%	3









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
Buy New Office		1.4%	2
Add New Locations		2.1%	3
Have Employees Work From Home		10.5%	15
Renovate Existing Facilities		4.2%	6
Reduce Office Space		1.4%	2
Construct New Facilities		2.8%	4
Buy or Rent Warehouse Space		1.4%	2
Install New Commercial Carpeting		1.4%	2
None of the above / Does not apply		83.2%	119






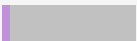





123. Which of the following BUSINESS AUTOMOTIVE PURCHASING PLANS does your company have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		2.8%	4
Purchase Used Business Automobiles		3.5%	5
Purchase New Business Trucks		3.5%	5
Purchase Used Business Trucks		2.1%	3
Lease New Business Automobiles		1.4%	2
Purchase New Business Delivery Vehicles		0.7%	1
Purchase Used Business Delivery Vehicles		2.8%	4
Purchase New Heavy Duty or Commercial Business Trucks		2.1%	3
Purchase Used Heavy Duty or Commercial Business Trucks		3.5%	5
None of the above / Does not apply		87.4%	125




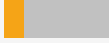


124. Which of the following EMPLOYEE BENEFIT AND INSURANCE PROGRAMS does your company plan to START OR CHANGE in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		3.5%	5
Business Health Insurance		8.4%	12
Business Dental Insurance		2.1%	3
Business 401K or Retirement Program		2.8%	4
Business "Key Man" Insurance		0.7%	1
Business Property Insurance		3.5%	5
Business Commercial Insurance		2.1%	3
None of the above / Does not apply		86.0%	123

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









Value		Percent	Responses
18 - 19		0.5%	3
20 - 24		1.1%	7
25 - 30		4.6%	28
31 - 34		4.9%	30
35 - 40		8.3%	51
41 - 45		5.5%	34
46 - 49		6.7%	41
50 - 54		8.1%	50
55 - 60		15.6%	96
61 - 69		24.6%	151
70 or older		20.2%	124
			<b>Total: 615</b>
			<b>Avg 56</b>

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

Value		Percent	Responses
Metro / Urban		29.4%	181
Small/Mid-Size Town		31.5%	194
Suburban		17.9%	110
Rural		19.8%	122
Vacation community		0.5%	3
Other		0.8%	5

**Total: 615**







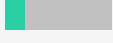



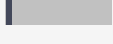

127. What is the highest level of education attained by any member of your household?

Value		Percent	Responses
Grade School (8th Grade or Less)		0.3%	2
Some High School (Not Graduate)		0.5%	3
High School Graduate (12th grade)		10.0%	61
Vocational or Technical Training		9.0%	55
Some College		19.2%	118
College Graduate		34.4%	211
Some Post-Graduate Study (No Advanced Degree)		5.5%	34
Post-Graduate Degree		21.0%	129





**Total: 613**



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








Value		Percent	Responses
Under \$20,000		8.4%	50
\$20,000 - \$24,999		5.0%	30
\$25,000 - \$29,999		4.0%	24
\$30,000 - \$34,999		4.0%	24
\$35,000 - \$39,999		3.9%	23
\$40,000 - \$44,999		5.5%	33
\$45,000 - \$49,999		6.4%	38
\$50,000 - \$74,999		20.1%	120
\$75,000 - \$99,999		15.9%	95
\$100,000 - \$124,999		9.7%	58
\$125,000 - \$149,999		7.4%	44
\$150,000 - \$200,000		5.5%	33
Over \$200,000		4.2%	25
			<b>Total: 597</b>
			<b>Avg \$79,915</b>

## 129. What is your gender?

Value		Percent	Responses
Male		25.4%	156
Female		71.3%	437
Gender Variant / Non-conforming		0.3%	2
Prefer not to answer		2.9%	18






**Total: 613**

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		6.4%	39
Black or African-American		4.2%	26
Asian		0.7%	4
White or Caucasian		80.9%	496
Hispanic		2.3%	14
Other		1.1%	7
Prefer not to answer		4.4%	27

**Total: 613**

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






Value		Percent	Responses
Single Family Home		82.9%	508
Apartment		10.1%	62
Condominium		3.6%	22
Mobile Home		2.3%	14
Other		1.1%	7
			<b>Total: 613</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		79.9%	489
Rented		18.1%	111
Occupied Without Payment of Rent		0.8%	5
Other		1.1%	7

**Total: 612**

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

Value		Percent	Responses
None		74.6%	456
1		10.8%	66
2		8.3%	51
3		4.3%	26
4 or more		2.0%	12
			<b>Total: 611</b>

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 ----> )		47.6%	291
No		52.4%	320
			<b>Total: 611</b>