

2021 Pulse of America

South East Region Shopping Survey Report (TN-NC-SC-GA-FL)

Response Counts

Completion Rate:

100%




Complete



749

Total: 749













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	749
			Total: 749

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









Value		Percent	Responses
Local Newspaper		53.4%	400
Local Newspaper Website		34.4%	258
Local TV News		59.7%	447
Local TV News Website		23.0%	172
National Broadcast News		31.6%	237
National Broadcast Website		11.6%	87
Local Radio		23.0%	172
Local Radio Website		3.2%	24
Apple News		4.0%	30
Facebook		39.8%	298
Twitter		4.4%	33
Nextdoor		8.3%	62
Other		7.3%	55

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





Value		Percent	Responses
Local Newspaper		13.1%	98
Local Newspaper Website		9.3%	70
Local TV News		27.8%	208
Local TV News Website		7.6%	57
National Broadcast News		18.0%	135
National Broadcast Website		6.4%	48
Local Radio		4.4%	33
Local Radio Website		0.3%	2
Apple News		0.8%	6
Facebook		2.8%	21
Twitter		0.3%	2
Other		9.2%	69

Total: 749





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

Value		Percent	Responses
Employment needs		42.1%	315
General status of the business		40.9%	306
New hours		46.9%	351
New services being offered		65.7%	492
Online services being offered		48.2%	361
Services that are being offered		63.8%	478
The cleaning and safety precaution policies		20.6%	154
Other		3.2%	24














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		57.1%	428
Watched Local Television		73.3%	549
Read the Local Newspaper		69.3%	519
None of the above / Does not apply		6.0%	45























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		43.8%	328
Local Radio Station		10.0%	75
Local TV Station		15.8%	118
None of the above / Does not apply		49.1%	368

7. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)







Value		Percent	Responses
National Daily Newspaper		19.3%	100
Local Daily Newspaper		79.0%	410
Local Paid Weekly Community Newspaper		23.3%	121
Local Free Weekly Print Publication		19.7%	102
Local Alternative Publication		4.8%	25
Local City or Regional Magazine		33.1%	172
Local Specialty Publication		13.1%	68
Local Business Publication		14.1%	73
Local Ethnic Publication		1.9%	10
Local Parenting Publication		0.8%	4
Local Children's Publication		1.5%	8
Local Senior Publication		12.1%	63
None of the above / Does not apply		3.9%	20

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		11.0%	47
Adult Contemporary		13.8%	59
Adult Hits		19.9%	85
Business News		10.3%	44
CHR (Contemporary Hit Radio)		4.7%	20
Classic Hits		31.1%	133
Classic Rock		41.8%	179
Classical		12.4%	53
Religious		28.3%	121
Country		43.0%	184
Easy Listening		17.3%	74
News/Talk		34.6%	148
Oldies		25.7%	110
Rock		19.4%	83
Sports		12.4%	53
Talk		14.7%	63
Other		7.5%	32
Hot AC		0.2%	1
Regional Mexican		0.2%	1
Rhythmic-CHR		0.2%	1
Spanish		0.5%	2
Urban AC		0.7%	3

Value		Percent	Responses
Urban Contemporary		2.1%	9
None of the above / Does not apply		1.6%	7























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


Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		68.5%	293
Midday (10:00 am - 3:00 pm)		39.0%	167
Afternoon Drive (3:00 - 7:00 pm)		58.4%	250
Evenings (7:00 pm - midnight)		20.3%	87
Overnight (midnight - 6:00 am)		3.5%	15
Don't know / Does not apply		4.2%	18

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)		52.1%	286
Morning (9 am – 12 noon)		16.2%	89
Daytime (12 noon – 3 pm)		23.5%	129
Early Fringe (3 pm – 5 pm)		10.6%	58
Early News (5 pm – 7 pm)		68.5%	376
Prime Access (7 pm – 8 pm)		27.7%	152
Prime Time (8 pm – 11 pm)		39.5%	217
Late News (11 pm – 11:30 pm)		28.2%	155
Late Fringe (11:30 pm – 1 am)		4.9%	27
Post Late Fringe (1 am - 2 am)		1.6%	9
Overnight (2 am - 5 am)		2.2%	12
Don't know - Does not apply		1.8%	10

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		7.1%	53
Auto Body Shop		6.8%	51
Auto Detailing Shop		11.1%	83
Auto Parts Store		27.8%	208
Auto Repair Shop		24.6%	184
Car Wash		64.1%	480
Gas Station		86.0%	644
New Vehicle Dealership		14.8%	111
Oil Change Station		49.5%	371
Tire Store		18.7%	140
Used Vehicle Dealership		9.3%	70
None of the above / Does not apply		3.3%	25
Auto Glass Repair Shop		2.9%	22
Auto Muffler Shop		0.4%	3
Auto Paint Shop		2.4%	18
Auto Salvage Yard		2.3%	17
Auto Stereo Installation		1.1%	8
Auto Towing Service		1.7%	13
Auto Window Tinting		2.8%	21
Car Audio Store		0.8%	6
Commercial Truck Dealership		0.5%	4
Commercial Truck Repair Shop		0.1%	1

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		2.5%	19
RV or Camper Repair		2.1%	16
Trailer Rental Service		0.5%	4
Transmission Shop		0.5%	4

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		3.1%	23
Boat and RV Storage Facility		1.9%	14
Boat Dealer		2.8%	21
Boat Rental Service		1.5%	11
Boat Repair Shop		1.5%	11
Boating Accessory Store		4.3%	32
Golf Cart Dealer		4.3%	32
Motorcycle Accessory Store		2.0%	15
Motorcycle Dealer		2.0%	15
Motorcycle Repair Shop		2.0%	15
Watercraft Dealer		1.7%	13
Watercraft Rental Shop		1.2%	9
None of the above / Does not apply		82.4%	617

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		18.6%	139
Animal Feed Store		13.8%	103
Agricultural Service		2.1%	16
Farm Equipment Repair Shop		1.6%	12
Farm Truck and Tractor Repair Shop		1.7%	13
Farming Structure Building Contractor		0.8%	6
New Farm Equipment Dealer		2.1%	16
Used Farm Equipment Dealer		1.2%	9
None of the above / Does not apply		71.2%	533

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













Value		Percent	Responses
Bagel Shop		19.5%	146
Bakery		55.8%	418
Beer Shop		15.4%	115
Beverage Distributor		8.8%	66
Candy Store		11.5%	86
Cheese Shop		8.9%	67
Chocolate Shop		7.7%	58
Coffee & Tea Shop		30.8%	231
Convenience Store		61.7%	462
Cookie Store		6.8%	51
Cupcake Shop		9.6%	72
Dessert Restaurant		9.6%	72
Distillery		7.5%	56
Donut Shop		37.8%	283
Espresso or Coffee Shop		32.0%	240
Ethnic Food Restaurant		33.0%	247
Ice Cream or Frozen Yogurt Shop		45.3%	339
Liquor Store		35.4%	265
Meat Market or Butcher Shop		31.8%	238
Seafood Market		25.1%	188
Smoothie or Juice Bar		12.0%	90
Specialty Cake Bakery		8.9%	67

Value		Percent	Responses
Specialty Food Market		16.3%	122
Tea Shop		3.5%	26
U-Brew Beer or Wine Store		4.4%	33
Wine Shop		15.8%	118
Winery		12.8%	96
None of the above / Does not apply		5.5%	41




















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		11.2%	84
Farmers Market		57.7%	432
Grocery Store (Discount)		35.0%	262
Grocery Store (Ethnic)		5.5%	41
Grocery Store (Major or Regional Chain)		89.6%	671
Grocery Store (Neighborhood/Local/Mom & Pop)		25.1%	188
Grocery Store (Co-op)		12.0%	90
Grocery Store (Independent/Citywide)		20.0%	150
None of the above / Does not apply		1.1%	8












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		32.7%	245
Day Spa		11.1%	83
Eyelash Extension Salon		1.1%	8
Hair Salon		70.5%	528
Hair Removal Salon		2.9%	22
Massage		22.7%	170
Makeup Artist		1.2%	9
Nail Salon		41.7%	312
Skin Care Store		3.6%	27
Tanning Salon		4.3%	32
Tattoo Studio		5.5%	41
None of the above / Does not apply		11.5%	86














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

Value		Percent	Responses
Bait & Tackle Shop		16.8%	126
Bicycle Rental Service		1.2%	9
Bicycle Repair Shop		4.4%	33
Bicycle Shop		4.9%	37
Bowling Alley		12.6%	94
Dive Shop		1.1%	8
Fishing Supply Store		13.6%	102
Golf Course		13.1%	98
Golf Driving Range		10.0%	75
Golf Pro Shop		5.7%	43
Gun Shooting Range		10.9%	82
Gun Store		17.9%	134
Miniature Golf Course		11.2%	84
Outdoor Gear Store		9.9%	74
Seasonal Hunting		6.4%	48
Ski Shop		0.4%	3
New Sporting Goods Store		12.1%	91
Used Sporting Goods Store		4.8%	36
None of the above / Does not apply		43.4%	325












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

Value		Percent	Responses
Boat Charter		2.9%	22
Card or Stationery Store		21.2%	159
Catering Service		6.3%	47
Event Coordinator		2.4%	18
Hotel Meeting Room or Event Space		4.4%	33
Party Supply Store		15.0%	112
Aerial Photography		1.3%	10
Photographer		7.5%	56
Wedding Planner		1.5%	11
Wedding Venue or Banquet Hall		2.1%	16
None of the above / Does not apply		62.9%	471











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

Value		Percent	Responses
Arts Organization		17.1%	128
Bingo Hall		4.0%	30
Casino		7.7%	58
Community Theatre		24.7%	185
Food Festival		33.1%	248
Live Theater		22.4%	168
Local Festival		47.4%	355
Movie Theater		40.7%	305
Music Festival		24.4%	183
Performing Arts Center		21.8%	163
Stadium or Arena Events		29.1%	218
Wine Tour		10.0%	75
None of the above / Does not apply		19.1%	143








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		30.4%	228
Athletic Club		12.6%	94
Family Entertainment Center		9.5%	71
Family Play Center		5.5%	41
Horseback Riding		4.9%	37
Ice Skating or Roller Rink		4.9%	37
Local Sports Team		24.4%	183
Outdoor Park		41.7%	312
Waterpark		17.4%	130
Zoo		28.2%	211
None of the above / Does not apply		28.2%	211























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








Value		Percent	Responses
Dance Studio		3.3%	25
Exercise Classes		19.8%	148
Fitness Boot Camp		2.3%	17
Gym, Fitness or Athletic Club		35.1%	263
Martial Arts Studio		1.7%	13
Personal Trainer		4.4%	33
Rock Climbing Gym		0.9%	7
Swimming Lessons		6.8%	51
Yoga Studio		6.0%	45
None of the above / Does not apply		52.2%	391

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







Value		Percent	Responses
Adult Club or Entertainment Company		3.6%	27
Bar, Lounge or Pub		28.7%	215
Billiard Hall		2.5%	19
Card Room		0.5%	4
Sports Bar		18.7%	140
Wine Bar		10.9%	82
None of the above / Does not apply		63.0%	472

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

Value		Percent	Responses
Adult Education School		4.7%	35
Community College		10.0%	75
Continuing Education Courses		12.8%	96
Elementary School		8.5%	64
Graduate School		3.3%	25
Lecture or Seminar Series		6.9%	52
Middle School or High School		8.4%	63
Musical Instruments and Lessons		4.5%	34
Online/On-demand Programs		9.2%	69
University / College		11.2%	84
None of the above / Does not apply		54.5%	408
Beauty School		1.2%	9
Culinary School		1.3%	10
Dance School		2.5%	19
Driving School		2.1%	16
Language School		1.2%	9
Medical Training Certification		1.6%	12
Online Music Teacher		0.7%	5
Preschool		2.7%	20
Private Elementary School		1.5%	11
Private High School		0.9%	7
Private K-12 School		2.5%	19

Value		Percent	Responses
Private Middle School		0.8%	6
Private Tutor		0.8%	6
Real Estate School		1.3%	10
Tutoring Center		0.8%	6
Trade School		1.3%	10
Training Center		0.5%	4
Vocational School		0.5%	4















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		24.4%	183
Credit Union		17.1%	128
Financial Advisor		11.5%	86
Stockbroker		3.3%	25
Tax Return Service		10.7%	80
None of the above / Does not apply		62.9%	471






















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		0.9%	7
Bankruptcy Service		0.7%	5
Bookkeeping Service		4.4%	33
Car Leasing Service		1.5%	11
Check Cashing Service		0.8%	6
Credit Counseling Service		1.2%	9
Credit Repair Service		0.8%	6
Debt Consolidation Company		1.1%	8
Money Transfer Service		3.5%	26
Payday Loan Company		0.1%	1
Title Loan Company		0.8%	6
None of the above / Does not apply		87.3%	654






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		2.5%	19
Chiropractor		11.3%	85
Dental Clinic		5.3%	40
Dentist		42.9%	321
Denture or Implant Specialist		4.8%	36
Family Practitioner		25.9%	194
General Practitioner		19.1%	143
Hearing Aid Center		6.7%	50
Hospice Care Provider		0.5%	4
Hospital		6.1%	46
Medical Clinic		4.8%	36
Optometrist		22.2%	166
Pediatrician		4.7%	35
None of the above / Does not apply		42.6%	319














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

Value		Percent	Responses
Allergy or Asthma Specialist		7.3%	55
Audiology Clinic		6.9%	52
Blood Donation Center		8.9%	67
Cancer Specialist		6.5%	49
Cardiologist		20.3%	152
Dermatologist		34.3%	257
Ear, Nose & Throat Doctor		12.3%	92
Esthetician Skin-care		5.5%	41
Gastroenterologist		13.8%	103
Internal Medicine Doctor		21.4%	160
Laboratory or Medical Testing Facility		12.3%	92
Massage Therapist		16.0%	120
Medical Imaging Service		9.3%	70
Medical Supply Store		3.2%	24
Mental Health Provider		5.2%	39
Obstetrician & Gynecologist		14.7%	110
Oncologist		4.9%	37
Ophthalmologist		20.2%	151
Orthodontist		4.9%	37
Orthopedist		8.3%	62
Pain Management Physician		4.5%	34






Value		Percent	Responses
Physical Therapist		6.9%	52
Podiatrist		6.8%	51
Psychiatrist		3.1%	23
Psychologist		3.3%	25
Sleep Disorder Clinic		3.5%	26
Urgent Care Clinic		8.1%	61
Urologist		6.9%	52
Walk-In Clinic		8.8%	66
Wellness Program		6.7%	50
Wellness Service		4.4%	33
None of the above / Does not apply		15.1%	113
Alcoholism Treatment Program		0.5%	4
Alzheimer's or Memory Care Facility		0.8%	6
Cardiovascular Surgeon		1.5%	11
Cosmetic or Plastic Surgery		2.1%	16
Cryotherapy		0.3%	2
Home Health Care Provider		1.7%	13
Laser Eye Surgery Clinic		2.5%	19
Medical Spa		2.0%	15
Mental Health Clinic		0.9%	7
Mental Health Service		2.5%	19
Naturopathic Practitioner		1.6%	12
Nutritionist or Dietician		2.1%	16
Pain Clinic		2.8%	21

Value		Percent	Responses
Pain Control Clinic		2.3%	17
Physical Health Center		0.8%	6
Sports Medicine Clinic		1.6%	12
Surgical Specialist		2.9%	22
Vascular Surgeon or Vein Center		1.5%	11

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

Value		Percent	Responses
55+ Housing Community		2.7%	20
Adult Day Care		0.7%	5
Aging in Place Business		0.7%	5
Assisted Living Facility		0.9%	7
Geriatric Physician		0.8%	6
Memory Care Facility		0.7%	5
Nursing Home		0.7%	5
Respite Relief Provider		0.1%	1
Retirement Counselor		1.6%	12
Retirement Home		0.8%	6
Senior Care Placement Agency		0.3%	2
Senior Center		5.6%	42
None of the above / Does not apply		89.1%	667























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		4.9%	37
CBD Store		11.9%	89
Medical Marijuana Dispensary		1.7%	13
Medical Marijuana Authorization		1.7%	13
None of the above / Does not apply		85.2%	638

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



















Value		Percent	Responses
Airline		38.7%	290
Bed & Breakfast		14.0%	105
Campground		14.0%	105
Hotel or Motel (Local)		8.4%	63
Hotel or Motel (Out-of-Town)		67.4%	505
Limo Service		1.1%	8
Luggage-Travel Store		0.8%	6
Local Tourism		13.0%	97
Regional Airport		19.6%	147
RV Rental Company		1.6%	12
Shuttle Service		4.7%	35
Ski Resort		1.2%	9
Taxi Service		3.9%	29
Travel Agent		5.3%	40
None of the above / Does not apply		20.3%	152

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%	47
Car Rental Agency		12.0%	90
Compost / Yard Waste Service		5.2%	39
Courier or Delivery Service		8.0%	60
Dry Cleaning or Laundry Service		31.0%	232
Electronics Repair Shop		3.5%	26
Information Technology (IT) Service		3.3%	25
Jewelry Repair Shop		12.4%	93
Mail Store		20.0%	150
Mobile or Cell Phone Repair Shop		6.1%	46
Printing Service		7.2%	54
Propane Dealer		11.7%	88
Propane Home Heating Service		3.7%	28
Recycling Center		19.9%	149
Self-Storage Facility		8.5%	64
Sewing and Alterations Shop		9.9%	74
Shipping Center		16.2%	121
Shoe Repair Shop		5.9%	44
Small Engine Repair Shop		5.2%	39
Tool / Equipment Rental Service		3.9%	29
Watch or Clock Repair Shop		6.1%	46
None of the above / Does not apply		25.8%	193

Value		Percent	Responses
Bottled Water Delivery Service		2.7%	20
Cremation Service Provider		1.3%	10
Funeral Service Provider		1.9%	14
Freight / Hauling Company		1.1%	8
Junkyard		2.9%	22
Marriage Counselor		0.7%	5
Moving Truck Rental Company		2.5%	19























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		13.5%	101
Charity or Philanthropic Organization		23.5%	176
Church		62.1%	465
City Center		3.2%	24
City or Municipal Service		12.7%	95
City or Town Hall		13.2%	99
Civic Center		5.6%	42
Community Center		7.9%	59
Community Organization		13.0%	97
Community Service or Non-Profit Organization		20.3%	152
Convention Center		2.8%	21
County Government Office		10.9%	82
Department of Social Services		3.3%	25
Employment Center		3.1%	23
Government Economic Program		1.5%	11
Government or Political Service		4.1%	31
Youth Organization		8.0%	60
None of the above / Does not apply		18.8%	141

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		18.4%	138
Painting Contractor		16.3%	122
Plumber or Plumbing Contractor		19.0%	142
None of the above / Does not apply		67.3%	504





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

Value		Percent	Responses
Air Duct Cleaning Service		6.9%	52
Appliance Repair Service		8.8%	66
Asphalt / Paving Contractor		3.1%	23
Carpenter or Woodworker		14.7%	110
Carpet Installation Contractor		5.3%	40
Concrete Contractor		5.6%	42
Countertop Contractor		4.5%	34
Deck Builder		7.5%	56
Drywall Installation or Repair Contractor		5.7%	43
Fencing Contractor		4.1%	31
Flooring Contractor		8.7%	65
Garage Door Contractor		3.5%	26
Garbage Collection Service		10.1%	76
General Contractor		7.6%	57
Gutter Installation or Repair Contractor		3.1%	23
Handyman		22.2%	166
Heating & Air Conditioning Services		23.2%	174
Home Security Company		4.8%	36
Junk Removal or Hauling Service		6.4%	48
Kitchen or Bath Remodeling Company		6.9%	52
Landscaping Service		15.2%	114
Remodeling Contractor		4.0%	30







Value		Percent	Responses
Roofing Contractor		5.9%	44
Septic Tank Contractor		3.5%	26
None of the above / Does not apply		33.0%	247
Alternative Energy Service		1.2%	9
Demolition Contractor		0.9%	7
Fire & Water Damage Restoration Service		0.3%	2
Foundation Contractor		1.5%	11
Furnace Contractor		2.7%	20
Garage Builder		1.5%	11
Handicap Access Contractor		1.1%	8
Heavy Construction Machinery		0.3%	2
Home Maintenance Service		2.4%	18
Insulation Installer		0.7%	5
Landscape Architect		2.1%	16
Mover or Moving Company		2.5%	19
New Home Builder		1.1%	8
Siding Installation or Repair Contractor		1.6%	12
Solar Energy Contractor		1.3%	10
Stone or Marble Company		1.1%	8
Tile Contractor		2.8%	21
Water Well Drilling Contractor		1.1%	8
Waterproofing Contractor		0.7%	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		4.8%	36
Carpet Cleaning Service		10.0%	75
Chimney Services		4.5%	34
Fuel or Oil Home Heating Service		6.4%	48
Home Pressure Washing Service		11.1%	83
House Cleaning Service		15.4%	115
Key or Locksmith Service		3.1%	23
Landscaper		6.3%	47
Lawn Care Service		20.8%	156
Pest Control Service or Exterminator		21.8%	163
Shades & Blinds Installation Service		3.2%	24
Television or Internet Service Provider		25.0%	187
Window & Door Installation		6.5%	49
Window Washing		5.2%	39
None of the above / Does not apply		35.6%	267
Awning & Tent Company		1.5%	11
Bathtub Refinishing Service		2.7%	20
Cabinet Refacing Service		2.0%	15
Furnace Cleaning Service		2.8%	21
Home Gardening Service		2.8%	21
Home Theater Installation Service		0.4%	3
Masonry Service		1.1%	8

Value		Percent	Responses
Interior Designer		2.7%	20
Pool Cleaning Service		2.7%	20
Wallcoverings Store		1.1%	8
Water Treatment Supply & Service		1.1%	8




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		3.7%	28
At-home Daycare		1.1%	8
Children's Clothing Store		10.9%	82
Children's Shoe Store		6.3%	47
Summer Camp		7.5%	56
None of the above / Does not apply		83.0%	622















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		4.5%	34
Animal Shelter		3.6%	27
Bird Seed Store		8.8%	66
Bird Shop		0.8%	6
Emergency Animal Hospital		2.7%	20
Feed Store		8.7%	65
Fish or Aquarium Store		2.1%	16
Pet Boarding		12.8%	96
Pet Boutique		0.7%	5
Pet Groomer		20.0%	150
Pet Sitter		7.9%	59
Pet Store		19.8%	148
Pet Trainer		0.9%	7
Pet Walker		0.3%	2
Veterinarian		47.5%	356
None of the above / Does not apply		37.8%	283

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

Value		Percent	Responses
Realtor		7.9%	59
Real Estate Brokerage Firm		2.3%	17
None of the above / Does not apply		91.5%	685





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		3.1%	23
Developer		0.3%	2
Estate Appraiser		1.2%	9
Estate Liquidator		0.7%	5
Home Inspector		4.1%	31
Manufactured or Modular Home Builder		1.5%	11
Mortgage Banker		3.7%	28
Mobile Home Dealer		1.2%	9
Mortgage Broker		2.8%	21
New Home Builder		2.5%	19
Real Estate Appraiser		4.4%	33
Real Estate Rental Agency		2.3%	17
Title & Escrow Company		2.1%	16
None of the above / Does not apply		84.5%	633

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		26.3%	197
Buffet Restaurant		26.0%	195
Chinese Restaurant		47.1%	353
Ethnic Restaurant		24.4%	183
Family Style Restaurant		48.9%	366
Fast Food Restaurant		70.9%	531
Fine Dining Restaurant		38.3%	287
Home Delivery Meals		12.6%	94
Indian Restaurant		9.7%	73
Italian Restaurant		47.1%	353
Japanese or Sushi Restaurant		34.2%	256
Mexican Restaurant		63.2%	473
Pizza Restaurant		64.9%	486
Restaurant with Lounge or Bar		23.2%	174
Thai Restaurant		17.6%	132
None of the above / Does not apply		4.0%	30








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		8.4%	63
Art Supply Store		13.5%	101
Bookstore		38.6%	289
Camera Store		3.1%	23
Candle Shop		7.6%	57
Christian Book Store		12.7%	95
Christmas Store		15.2%	114
Comic Book Shop		3.1%	23
Computer Store		10.7%	80
Consignment Shop		30.2%	226
Craft Supply Store		23.4%	175
Department Store		62.6%	469
Discount Store		52.5%	393
Drugstore or Pharmacy		71.4%	535
Electronics Store		14.6%	109
Fabric Store		12.4%	93
Flea Market		22.2%	166
Florist		15.9%	119
Gift Shop		21.5%	161
Gun Shop		15.9%	119
Halloween Store		9.5%	71
Herb Shop or Herbalist		4.7%	35























Value		Percent	Responses
Hobby Shop		20.4%	153
Knife Store		3.2%	24
Mobile Phone Store		17.2%	129
Music and Video Store		3.3%	25
Music Instrument Store		3.6%	27
Music Store		3.6%	27
Office Equipment & Supply Store		22.0%	165
Outlet Store		26.2%	196
Pawn Shop		6.4%	48
Religious Supply or Gift Shop		7.1%	53
Scrap Metal Dealer		3.1%	23
Shopping Center		35.8%	268
Thrift Store		29.0%	217
Tobacco Store		5.3%	40
Toy Store		9.1%	68
Vape or Smoke Shop		4.5%	34
Vitamin or Supplement Store		12.0%	90
Wholesale, Warehouse or Club Store		24.8%	186
Yard Equipment Store		8.5%	64
Yarn Store		4.4%	33
None of the above / Does not apply		5.7%	43
Adult Video or Adult Store		2.0%	15
Bead Store		2.8%	21
Cigar Store		2.9%	22















Value		Percent	Responses
Coin Shop		1.3%	10
Equipment Rental Store		2.7%	20
Gold/Silver/Precious Metal Dealer		2.1%	16
Military Surplus Store		2.9%	22
Monument or Memorial Company		0.5%	4
Record Store		2.7%	20
Security Service		1.9%	14
Sewing Studio		1.9%	14
Sign Store		2.1%	16
Survival Store		1.3%	10
Trophy or Award Store		1.9%	14
Wedding Supply Store		1.6%	12

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




















Value		Percent	Responses
Home delivery with fee		19.0%	142
Free delivery		28.3%	212
Drive-thru		75.3%	564
Carryout		74.6%	559
Curbside carryout		38.1%	285
Other		5.5%	41
None of the above / Does not apply		9.9%	74

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






Value		Percent	Responses
Antique Store		22.0%	165
Baby Supply & Furniture Store		6.1%	46
Bath & Accessory Store		23.2%	174
Building Supply Store or Lumber Yard		31.2%	234
Carpet Store		5.3%	40
Fireplace, Wood Stove or Barbeque Store		3.3%	25
Flooring Store		9.1%	68
Frame Shop		5.1%	38
Furniture Restoration Shop		3.3%	25
Furniture Store		20.0%	150
Hardware Store		38.5%	288
Home & Garden Store		49.3%	369
Home Decor Store		24.8%	186
Lighting Store		5.6%	42
Major Appliance Store		9.9%	74
Mattress or Bedding Store		8.7%	65
Outdoor Furniture Store		9.5%	71
Paint Store		19.5%	146
Plant Nursery & Garden Supply Store		27.5%	206
Pool & Spa Dealer		3.3%	25
Rug Store		4.0%	30
Small Appliance Store		3.7%	28

Value		Percent	Responses
Tool Store		7.5%	56
TV & Appliance Store		5.5%	41
None of the above / Does not apply		15.4%	115
Cabinet Store		2.5%	19
Clock Shop		1.9%	14
Futon Store		0.3%	2
Hot Tub or Spa Dealer		1.9%	14
Rent-to-Own Store		1.2%	9
Solar Energy Equipment Dealer		1.3%	10
Tool Rental Center		1.2%	9
TV Store		2.4%	18
Used Building Supply Store		1.5%	11
Vacuum Store		1.7%	13
Window Store		2.5%	19

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		27.8%	208
Beauty Supply Store		23.0%	172
Bridal Shop		2.1%	16
Clothing Accessories Store		28.6%	214
Jewelry Store		12.8%	96
Leather Goods Store		2.0%	15
Lingerie Store		8.4%	63
Logo Apparel Store		4.3%	32
Maternity Wear Store		0.9%	7
Men's Clothing Store		31.5%	236
Optician or Eyeglasses Store		28.7%	215
Outdoor Clothing Store		11.1%	83
Shoe Store		53.0%	397
Sportswear Store		17.1%	128
Swimwear Store		9.1%	68
Watch Store		2.3%	17
Western Wear Store		3.6%	27
Women's Clothing Store		59.9%	449
None of the above / Does not apply		17.0%	127

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

Value		Percent	Responses
Accountant or CPA		10.5%	79
Insurance Agency		13.9%	104
Legal Firm or Attorney		6.5%	49
Tax Advisor		5.9%	44
None of the above / Does not apply		74.9%	561
























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

Value		Percent	Responses
Architect or Architecture Firm		0.7%	5
Commercial Builder		0.4%	3
Disaster Insurance		2.0%	15
Employment or Staffing Agency		2.8%	21
Graphic Designer		1.3%	10
Immigration Lawyer / Law		0.5%	4
Life Coach		0.7%	5
Private Investigator		0.3%	2
3D Printing		1.1%	8
Personal Shopping		1.6%	12
Virtual Assistance		1.1%	8
Business Consultant		0.9%	7
SEO Consultant(ion)		0.3%	2
Security Consultant		0.1%	1
Branded Merchandiser		0.8%	6
Research Study		1.2%	9
Co-working space		0.8%	6
None of the above / Does not apply		88.5%	663

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









Value		Percent	Responses
Purchase New Class A RV		0.7%	5
Purchase New Class B RV		0.3%	2
Purchase New Class C RV		0.4%	3
Purchase New Travel Trailer or 5th Wheel		1.2%	9
Purchase New Camper Shell		0.1%	1
Purchase New Camper Van		0.3%	2
Purchase Used Class A RV		0.1%	1
Purchase Used Class B RV		0.1%	1
Purchase Used Class C RV		0.3%	2
Purchase Used Travel Trailer or 5th wheel		1.1%	8
Purchase Used Camper Shell		0.4%	3
None of the above / Does not apply		96.5%	723

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

Value		Percent	Responses
New Car		7.7%	58
New SUV		4.8%	36
Used Car		10.4%	78
Used SUV		5.1%	38
Used Truck		4.8%	36
None of the above / Does not apply		71.3%	534
New Luxury Vehicle - Under \$50,000		1.3%	10
New Luxury Vehicle - \$50,000 - \$75,000		1.3%	10
New Luxury Vehicle - Over \$75,000		0.4%	3
New Motorcycle		0.3%	2
New Van		0.3%	2
New Minivan		0.3%	2
New Truck		2.7%	20
New Hybrid or Electric Vehicle		2.4%	18
New Side x Side (UTV)		0.4%	3
New Sport ATV		0.5%	4
New Utility ATV		0.4%	3
Used Luxury Vehicle - Under \$30,000		1.9%	14
Used Luxury Vehicle - \$30,000 - \$50,000		0.9%	7
Used Luxury Vehicle - Over \$50,000		0.1%	1
Used Motorcycle		0.5%	4
Used Van		0.7%	5
Used Minivan		0.4%	3

Value		Percent	Responses
Used Side x Side (UTV)		0.3%	2
Used Sport ATV		0.8%	6
Used Hybrid or Electric Vehicle		1.1%	8
Used Utility ATV		0.8%	6

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

Value		Percent	Responses
Compact car		1.9%	14
Full-size car		4.1%	31
Luxury vehicle (any size)		2.3%	17
Midsize car		3.2%	24
Pickup truck		6.1%	46
Sport utility vehicle (SUV)		15.1%	113
Van or minivan		1.6%	12
None of the above		65.7%	492



Total: 749

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




















Value		Percent	Responses
Chevrolet		11.5%	86
Dodge		5.2%	39
Ford		14.6%	109
GMC		7.1%	53
Honda		12.0%	90
Hyundai		5.1%	38
Jeep		5.7%	43
Kia		5.9%	44
Lexus		3.5%	26
Nissan		5.9%	44
Subaru		5.9%	44
Toyota		16.6%	124
None of the above / Does not apply		60.1%	450
Acura		2.7%	20
Audi		1.5%	11
BMW		2.1%	16
Buick		2.3%	17
Cadillac		1.7%	13
Chrysler		1.9%	14
Fiat		0.1%	1
Infiniti		0.9%	7
Land Rover		0.9%	7

Value		Percent	Responses
Lincoln		0.9%	7
Mazda		2.0%	15
Mercedes-Benz		2.0%	15
Mini		0.7%	5
Mitsubishi		0.5%	4
Porsche		0.4%	3
Saab		0.1%	1
Scion		0.3%	2
Suzuki		0.3%	2
Tesla		0.8%	6
Volkswagen		1.5%	11
Volvo		2.3%	17















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		12.1%	91
No		87.9%	658
Total: 749			




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		2.4%	18
GPS Device (Handheld or In-Vehicle)		3.6%	27
Office Equipment		11.2%	84
Ink or Printer Cartridges		44.7%	335
Satellite Radio		3.2%	24
Satellite TV System		1.3%	10
Stereo System (Home)		1.6%	12
Wi-Fi for Home		8.4%	63
Headphones		16.4%	123
Wireless Speakers		6.3%	47
Smartwatch		8.7%	65
Compact/Mini Projector		1.1%	8
Wearable Electronics		2.9%	22
Healthcare Device		3.7%	28
Aerial Drone		2.1%	16
Assistive Technology for Hearing		3.1%	23
Smart Sports Equipment		0.4%	3
Batteries for Electronics		45.0%	337
None of the above / Does not apply		30.6%	229






















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		2.5%	19
Camera (Digital) SLR		1.9%	14
Camera Accessories or Supplies		2.5%	19
Camera Lens		1.7%	13
Computer Accessories		8.0%	60
Computer Software		6.8%	51
E-Reader (Kindle or Similar)		2.3%	17
Tablet (iPad or Similar)		8.4%	63
Personal Computer		6.7%	50
Laptop Computer		16.6%	124
TiVo or DVR		1.3%	10
4K Ultra HD TV		5.3%	40
Smart TV		10.9%	82
None of the above / Does not apply		61.1%	458






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

Value		Percent	Responses
Smartphone		31.5%	236
Prepaid Cell Phone		5.6%	42
None of the above / Does not apply		64.8%	485











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

Value		Percent	Responses
Anniversary Jewelry		6.5%	49
Necklaces		9.5%	71
Rings (Other)		8.1%	61
Earrings		23.0%	172
Pendants		3.2%	24
Diamond Jewelry		4.3%	32
Gold Jewelry		5.7%	43
Silver Jewelry		9.6%	72
Gemstone Jewelry		5.5%	41
Costume Jewelry		12.1%	91
Women's Watch		3.2%	24
Women's Jewelry		15.5%	116
None of the above / Does not apply		60.1%	450
Engagement Rings		1.3%	10
Wedding Rings		2.1%	16
Celtic Jewelry		2.0%	15
Pearl Jewelry		1.9%	14
Men's Jewelry		2.9%	22
Designer Jewelry		2.8%	21
Jewelry Box or Organizer		2.1%	16
Men's High-End Watch		1.7%	13





















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		13.6%	102
Homeowner Insurance		11.3%	85
Life Insurance		5.6%	42
Medical (Health) Insurance		8.7%	65
None of the above / Does not apply		77.2%	578

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

Value		Percent	Responses
Agriculture Insurance		0.4%	3
Crop Insurance		0.4%	3
Dental Insurance		23.1%	173
Disability Insurance		2.0%	15
Medicare		19.1%	143
Long Term Care Insurance		2.5%	19
Pet Insurance		2.8%	21
Professional Liability Insurance		2.3%	17
Renters Insurance		5.2%	39
None of the above / Does not apply		61.4%	460
















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		3.3%	25
Audiologist		8.0%	60
Chiropractic Care		13.9%	104
Counseling & Mental Health Services		7.2%	54
Checkup		49.1%	368
Hospital		6.3%	47
Medical Services		12.7%	95
Optometrist		30.6%	229
Pediatric Dentist		4.1%	31
Pediatrician		8.4%	63
Primary Care		42.3%	317
Wellness Services		6.5%	49
Weight Loss Service		4.7%	35
Physical Therapy or Rehabilitation service provider		7.9%	59
Hearing Aid Center		8.8%	66
Prescription Drugs		49.8%	373
None of the above / Does not apply		21.9%	164
Geriatric Specialist		0.4%	3
Home Healthcare		0.7%	5
Alternative Care		1.5%	11















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%	8
Bankruptcy Attorney		1.2%	9
Banking, Partnership & Business Law Attorney		1.7%	13
Child Support Attorney		0.4%	3
Criminal Law Attorney		0.5%	4
Disability & Social Security Attorney		1.2%	9
Divorce & Family Law Attorney		1.2%	9
DWI, DUI, OWI, OUI Attorney		0.3%	2
Employment Discrimination or Labor Issues Attorney		0.5%	4
General Practice Attorney		2.5%	19
Intellectual Property Attorney		0.3%	2
Malpractice Attorney		0.4%	3
Patent, Trademark & Copyright Attorney		0.4%	3
Probate Attorney		1.2%	9
Real Estate Attorney		3.5%	26
Taxation Attorney		0.5%	4
Wills, Trusts & Estates Attorney		16.8%	126
None of the above / Does not apply		73.7%	552























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		64.0%	479
Teeth Cleaning		57.0%	427
Cavity Filling		18.2%	136
Crown		12.8%	96
Oral Surgery		3.3%	25
Braces		4.8%	36
Composite Bonding		1.9%	14
Dental Implants		6.0%	45
Dental Veneers		1.6%	12
Dentures		3.9%	29
Full Mouth Reconstruction		0.3%	2
Inlays or Onlays		0.3%	2
Smile Makeover		0.8%	6
Teeth Whitening		7.9%	59
None of the above / Does not apply		13.9%	104







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

Value		Percent	Responses
Botox		3.7%	28
Breast Augmentation		0.9%	7
Breast Implants		0.5%	4
Dermabrasion		2.0%	15
Eyelid Surgery		0.9%	7
Facelift		0.3%	2
Hair Loss Treatment		1.3%	10
Hair Transplant		0.3%	2
Lap Band		0.3%	2
Lasik		1.6%	12
Lip Augmentation		0.5%	4
Liposuction		0.8%	6
Skin Treatment		5.9%	44
None of the above / Does not apply		87.7%	657























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		46.9%	351
Receive Treatment for Back Pain		7.3%	55
Have an Eye/Vision Exam		61.4%	460
Have an Annual Physical or Checkup		58.5%	438
Have X-Rays Taken		10.5%	79
Have a Scheduled Surgery		5.6%	42
Have Blood Drawn for Testing		44.3%	332
Plan to Visit a Hospital for any Medical Service or Procedure		7.6%	57
Have Foot Problems Diagnosed or Treated		7.6%	57
Senior Travel		5.6%	42
Receive Treatment for a Sleep Disorder		4.7%	35
Use Personal Trainer or Instructor		3.1%	23
Cardiovascular Treatment		5.9%	44
Cancer Treatment		4.7%	35
Orthopaedic or Knee Surgery		3.5%	26
Chiropractic Care		13.6%	102
Do Corrective Exercises		4.3%	32
Get Vaccinations at Drug Store or Pharmacy		25.4%	190
Get Vaccinations at Doctors Office		27.8%	208
Have Cataract Surgery		3.1%	23
Discretionary Health Care and Wellness Services		3.7%	28
Women's Health Care		18.7%	140

Value		Percent	Responses
Women's Diagnostics		4.4%	33
Topical Skincare		3.1%	23
Endocrinology Services		4.7%	35
None of the above / Does not apply		18.0%	135
Use Physical Rehabilitation Services		2.8%	21
Participate in a Medical Study		2.4%	18
Stop Smoking		2.4%	18
Receive Treatment for Vehicle or Workplace Injury		0.4%	3
Hire a Caregiver or Respite Worker		0.9%	7
Have Safety Bars Installed in Bathroom		2.0%	15
Stroke Treatment		0.4%	3
Memory or Alzheimer's Care		0.7%	5
Nutritional Counseling		0.8%	6
Spinal and Postural Screening		1.2%	9
Physiotherapy		0.5%	4
Receive Treatment for Substance Abuse		0.3%	2
Receive Aquatic Therapy		1.2%	9
Join a Weight Loss Group		1.5%	11
Have Reflexology Treatment		0.7%	5
Hire a Weight Loss Professional		0.5%	4
Have Acupuncture		2.7%	20
Receive Treatment for PTSD		1.7%	13
Online Therapy		1.7%	13
In Home Medical Care		0.9%	7









Value		Percent	Responses
Memory Care Services		0.4%	3
Medical Transportation		1.1%	8
Men's Diagnostics		2.3%	17
Infertility and Reproductive Services		0.1%	1
Infectious Disease Care		0.7%	5
Weight Loss Surgery and Procedures		0.7%	5

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		4.4%	33
Have a Hearing Exam		11.6%	87
Purchase Health Related Products		11.7%	88
Purchase Health and Wellness Supplements		19.0%	142
Handicap Accessible Products		4.1%	31
Purchase Prescription Eyeglasses		30.7%	230
Purchase Prescription Contact Lenses		9.3%	70
Purchase Orthopedic Shoes		3.1%	23
Purchase Allergy Medications		20.0%	150
Purchase Blood Pressure Monitoring Device		3.2%	24
Purchase Diabetes Testing Supplies		12.0%	90
Purchase Weight Loss Supplements		3.7%	28
Discretionary Health Care and Wellness Services and Products		6.1%	46
Purchase Vitamins		45.3%	339
Purchase Hemp Based Supplements		3.3%	25
Purchase Anti Anxiety Medication or Supplements		9.6%	72
None of the above / Does not apply		29.9%	224
Purchase Phones for Loss of Sight or Hearing		0.3%	2
Purchase a "In-the-Ear" Hearing Aid		0.4%	3
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.3%	2
Purchase a Digital Hearing Aid		1.1%	8
Purchase a "Behind-the-Ear" Hearing Aid		1.2%	9

Value		Percent	Responses
Purchase Hearing Aid Cleaning Supplies		0.8%	6
Purchase a "In-the-Canal" Hearing Aid		0.7%	5
Purchase a Analog Hearing Aid		0.1%	1
Purchase Elder Care-Related Products or Services		1.5%	11
Purchase Medical Supplies or Equipment for Home		2.3%	17
Purchase a Mobility Device		1.6%	12
Purchase Home Medical Testing Equipment or Supplies		1.3%	10
Purchase "Aging in Place" Products		0.3%	2
Purchase a Medical Alert Service		0.7%	5
Purchase Weight Loss Food Plan		1.6%	12















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

Value		Percent	Responses
Purchase a Funeral Plot		0.5%	4
Pre-purchase a Funeral Plot or Cremation Service		6.0%	45
Purchase a Monument or Headstone		1.5%	11
Use a Funeral Planner		2.9%	22
Purchase Flowers for a Funeral		3.7%	28
Use a Cremation Service		2.8%	21
Hire a Religious or Spiritual Leader for a Funeral Service		0.9%	7
None of the above / Does not apply		86.0%	644



















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

Value		Percent	Responses
Aging in Place Services		1.7%	13
Find Home for Aging Parent		0.8%	6
Memory Care Services		0.9%	7
Move into a Independent Senior Housing Community		1.1%	8
Move into a Assisted Living Facility		0.4%	3
Move into a Nursing Home		0.3%	2
Move into a Alzheimer's Care Facility		0.4%	3
Hospice to your Home or House		0.5%	4
Move into Residential Care Home		0.4%	3
Utilize a Respite Provider		0.3%	2
Seek Senior Care/Companionship		0.9%	7
Wheelchair - Mobility Store		1.9%	14
None of the above / Does not apply		93.9%	703













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		4.0%	30
Open Savings Account		3.7%	28
Online Banking		42.7%	320
Manage Investments		17.5%	131
Manage Retirement Accounts		17.9%	134
Mortgage Line of Credit		4.1%	31
Financial Consulting		11.1%	83
Financial Services		11.1%	83
Safe Deposit Box Rental		5.9%	44
Obtain New Credit Card		3.5%	26
Payday Loan or Check Cashing Business		0.3%	2
Use Vehicle Title Loan Company		0.7%	5
Tax Preparation		29.5%	221
None of the above / Does not apply		37.7%	282























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%	44
Cash App		4.1%	31
Certificates of Deposit		6.5%	49
City or State Bonds		1.7%	13
Collectibles, Antiques or Art		3.6%	27
Common or Preferred Stock		9.7%	73
Corporate Bonds or Debentures		2.1%	16
401(k)		23.6%	177
Gold or Precious Metals		3.2%	24
IRA		15.8%	118
Money Market Funds		12.3%	92
Mutual Funds		13.4%	100
Non-US Stocks		2.4%	18
Options		0.9%	7
US Savings Bonds		1.6%	12
US Treasury Notes		1.3%	10
Coins or Stamps		3.2%	24
None of the above / Does not apply		52.6%	394

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












Value		Percent	Responses
Agriculture Loan		0.3%	2
Business Equipment Loan		0.1%	1
Carpeting or Furniture Loan		1.1%	8
College Expenses Loan		1.1%	8
College Tuition Loan		3.6%	27
Debt Consolidation Loan		2.7%	20
Medical Expenses Loan		0.3%	2
New Vehicle Loan		6.1%	46
Used Vehicle Loan		7.5%	56
Vacation or Travel Loan		0.1%	1
Wedding Loan		0.3%	2
None of the above / Does not apply		83.4%	625

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		29.0%	217
Athleisure Clothing & Apparel		26.7%	200
Coats		17.8%	133
Dress Shoes		22.8%	171
Nail Polish		18.8%	141
Eyewear or Sunglasses		37.4%	280
Handbags		22.7%	170
Hats		12.1%	91
Intimate Apparel		22.8%	171
Jewelry or Accessories		20.6%	154
Watches		6.1%	46
Leisure Wear / Sweatpants		29.1%	218
Luggage or Bags		5.6%	42
Perfume		17.2%	129
Men's Apparel		44.1%	330
Men's Shoes		36.4%	273
Men's Underwear		35.2%	264
Women's Apparel		64.5%	483
Women's Pajamas or Sleepwear		32.4%	243
Women's Shoes		52.1%	390
Women's Underwear		43.0%	322
Socks		39.0%	292

Value		Percent	Responses
Scarves		6.1%	46
Outerwear		18.0%	135
None of the above / Does not apply		12.4%	93
Uniforms		2.7%	20
Western Clothing		2.9%	22








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		9.2%	69
Children's Pants		15.6%	117
Children's T-Shirts		16.4%	123
Children's Dresses		10.0%	75
Children's Pajamas or Sleepwear		13.4%	100
Children's Socks		15.2%	114
Children's Shorts		15.6%	117
Infant Clothing		7.9%	59
Children's School Uniform		3.7%	28
Children's Athletic Clothing		13.2%	99
None of the above / Does not apply		72.5%	543























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)		38.6%	289
Boots (Men's)		10.9%	82
Cowboy Boots (Men's)		2.1%	16
Work & Safety (Men's)		7.1%	53
Sneakers		32.8%	246
Classic & Fashion Sneakers (Women's)		22.6%	169
Work & Safety (Women's)		2.9%	22
Cowboy Boots (Women's)		2.9%	22
Athletic & Outdoor Shoes (Women's)		48.9%	366
Athletic & Outdoor Shoes (Children's)		14.3%	107
Cowboy Boots (Children's)		2.5%	19
None of the above / Does not apply		26.2%	196

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		18.6%	139
Have Clothing Dry Cleaned		31.0%	232
Have Shoes Repaired		8.9%	67
Rent or Purchase a Costume		2.8%	21
Wash Clothing at a Laundromat		4.0%	30
Purchase Custom Made Clothing Items		1.9%	14
None of the above / Does not apply		55.9%	419

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%	25
Bicycle or Mountain Bike (Adult)		7.3%	55
Bicycle Tune-Up or Repair		4.5%	34
Camping or Hiking Equipment		9.2%	69
Exercise or Fitness Equipment		11.3%	85
Fishing Rods or Reels		12.0%	90
Fishing Bait or Attractant		15.9%	119
Fishing Accessories		17.1%	128
Golf Clubs or Equipment		7.3%	55
Hunting Gear		6.4%	48
Ammunition		26.7%	200
Running or Jogging Equipment		4.5%	34
Sports Equipment (Children)		4.5%	34
Swimming Gear		7.7%	58
Weight Lifting Equipment		4.7%	35
Rifle		8.0%	60
Hand Gun		13.2%	99
Shotgun		8.4%	63
None of the above / Does not apply		46.3%	347
Bicycle or Mountain Bike (Child)		2.1%	16
High End Bicycle		1.3%	10
Bicycle Rental		2.3%	17























Value		Percent	Responses
Scuba, Diving or Snorkeling Equipment		1.1%	8
Skiing Equipment		0.4%	3
Soccer Equipment		2.3%	17
Sports Memorabilia		2.5%	19
Trampoline		1.3%	10
Trophies or Plaques		0.7%	5
Used Sporting Equipment		1.9%	14




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		33.2%	249
Bedding Flowers or Perennials		45.0%	337
Fertilizer		28.4%	213
Flower Pots		24.0%	180
Fountains		3.1%	23
Garden Ornaments		11.9%	89
Gravel or Rock		15.9%	119
Hand Garden Tools		16.2%	121
Landscaping		14.7%	110
Indoor Garden Supplies		6.1%	46
Decorative Rock		8.0%	60
Lawn Seed, Turf or Sod		10.8%	81
Outdoor Fireplace or Fire Pit		4.8%	36
Outdoor Furniture		10.1%	76
Outdoor Grill		7.3%	55
Patio Cover, Awning or Canopy		3.5%	26
Patio Furniture		11.7%	88
Power Garden Tools		3.1%	23
Propane		14.8%	111
Lawn Mower (Push)		3.1%	23
Lawn Mower (Riding)		4.7%	35
Shrubbery or Trees		12.8%	96























Value		Percent	Responses
Stone (Cast, Crushed or Natural)		4.9%	37
Storage Shed		3.2%	24
Leaf Blower		3.2%	24
Insect or Fungus Control Products		16.6%	124
Outdoor Garden Flags		9.5%	71
None of the above / Does not apply		26.7%	200
Chainsaw		2.8%	21
Gate		1.7%	13
Gazebo		1.5%	11
Insects (Bees or Other Beneficial Species)		2.1%	16
Patio Heater		1.6%	12
Outdoor Infrared Heater or Fireplace		1.1%	8
Outdoor Smoker		1.3%	10
Outdoor Kitchen Equipment		1.7%	13
Outdoor Entertainment Center		1.1%	8
Pole Shed		0.7%	5
Portable Outdoor Heater		0.5%	4
Rototiller		0.5%	4
Screen Porch		2.4%	18
Greenhouse		1.7%	13

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

Value		Percent	Responses
Airline Flight		41.0%	307
Book Hotel Room		59.0%	442
Book Local Lodging for Guests		4.5%	34
Business Travel		7.2%	54
Buy Luggage		4.7%	35
Buy Travel Tickets		17.9%	134
Chartered Fishing Trip		3.7%	28
Gamble at a Casino		7.1%	53
Golf Vacation		3.1%	23
Hotel or Resort Stay		37.9%	284
International Travel		10.3%	77
Play Bingo		3.3%	25
Rent a Car		20.3%	152
Stay at a Casino		3.5%	26
Stay at an RV Park		4.1%	31
Take a Cruise		8.7%	65
Train Trip		8.4%	63
Travel Packages		7.6%	57
Use a Travel Agent or Agency		8.0%	60
Vacation Inside Home State		26.0%	195
Vacation Outside Home State (within the Continental US)		35.5%	266
None of the above / Does not apply		21.9%	164
























Value		Percent	Responses
Charter a Boat		2.1%	16
Rent RV		1.5%	11
Ski Resort Stay		1.1%	8

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

Value		Percent	Responses
Any Pet-Related Products or Services		17.1%	128
Bird Seed		20.6%	154
Cat Food		25.9%	194
Dog Food		41.9%	314
Fish Food		3.9%	29
Specialized Pet Food		4.5%	34
Other Pet Food		5.1%	38
Pet Accessories		20.4%	153
Pet Clothing		3.6%	27
Pet Toys		20.3%	152
Annual Pet Vaccinations		41.3%	309
Annual Pet Checkups		39.7%	297
Adopt or Rescue a Pet		5.2%	39
Purchase Pet Medication		15.6%	117
Board a Pet Overnight		8.3%	62
Pet Dental Care		5.2%	39
Pet Grooming Services		15.4%	115
Pet Sitting Services		4.9%	37
None of the above / Does not apply		35.2%	264
Pet Enclosure		1.1%	8
Aquarium or Tank		1.9%	14
Fish Supplies		2.9%	22























Value		Percent	Responses
Disease Diagnosis		1.2%	9
Find a New Veterinarian		2.8%	21
Pet Travel Cage		0.9%	7
Pet Travel Accessories		1.2%	9
Cremation or Burial Services		1.1%	8
Purchase a Pet		1.9%	14
Holistic or Alternative Pet Care		1.2%	9
Pet Tracking Device		1.1%	8
Animal Training Classes		2.4%	18
Hemp Based Pet Supplements		1.3%	10
THC Based Pet Supplements		0.8%	6
Holistic or Alternative Pet Supplements		1.3%	10
Anti Anxiety or Stress Pet Medication for Holidays		2.9%	22











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		7.6%	57
Add a Fence or Wall Structure		6.7%	50
Remodel Kitchen		5.7%	43
Remodel Bathroom		10.0%	75
General Remodeling		8.8%	66
Have Furniture Restored		3.7%	28
Replace Carpet		6.5%	49
Replace Flooring		12.0%	90
Replace Windows		6.0%	45
None of the above / Does not apply		56.3%	422
Add a Room		2.3%	17
Add a Home Office		1.5%	11
Remodel Closet		2.1%	16
Cabinet Refacing or Resurfacing		2.5%	19
Refinish Bathtub		2.1%	16
Install a Glass Shower		2.7%	20
Remodel or Finish Basement Living Area		1.1%	8
Replace Garage Door		1.2%	9
Build a Garage		1.5%	11
Build Out-Building		1.6%	12
Build a Storage Shed		2.7%	20
Add a Swimming Pool		1.1%	8
Switch from Gas to Electric		0.4%	3























Value		Percent	Responses
Switch from Electric to Gas		0.7%	5
Install a Stair Lift		0.1%	1
Install "Aging In Place" Products		1.2%	9
Install a Solar Energy System		1.3%	10
Install Security or Monitoring System		1.9%	14
Resurface or Build New Driveway		2.9%	22
Stone or Marble Work (Bathroom or Kitchen)		1.7%	13
Sealcoating		1.1%	8
Asphalt Repair		2.4%	18
Asphalt Resurfacing		2.0%	15
Residential Paving		0.7%	5
Build a "Tiny House"		0.7%	5
Install Handicap Accessible Addition		0.7%	5

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

Value		Percent	Responses
Ceramic Tile		6.7%	50
Decking		9.7%	73
Doors (Exterior)		7.5%	56
Doors (Interior)		5.1%	38
Electrical Supplies		6.9%	52
Fencing		5.5%	41
Generator		3.2%	24
Hand Tools		8.9%	67
Hardwood Products		4.3%	32
Home Security Doorbell Camera		4.9%	37
Lighting and Fixtures		9.2%	69
Lumber		11.9%	89
Molding		4.0%	30
Paint (Exterior)		14.7%	110
Paint (Interior)		25.1%	188
Plywood		6.3%	47
Plumbing Supplies		6.8%	51
Power Tools		5.1%	38
Roofing (Other)		3.5%	26
Windows		6.0%	45
None of the above / Does not apply		47.1%	353
Furnace		0.5%	4























Value		Percent	Responses
Kitchen Cabinets		2.9%	22
Mill Work		0.7%	5
Rain Gutters		2.7%	20
Roofing (Composition)		2.3%	17
Security Door		0.5%	4
Security Locks		2.4%	18
Siding		2.3%	17
Water Softener System or Supplies		0.9%	7
Wood Stove or Fireplace		0.4%	3
Window Guards		0.5%	4

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

Value		Percent	Responses
Air Conditioning Repair		10.4%	78
Air Duct Cleaning		6.7%	50
Appliance Repair		5.6%	42
Blinds Cleaning		5.1%	38
Carpenter or Woodworking		5.3%	40
Carpet Cleaning		11.5%	86
Chimney Cleaning & Repair		3.9%	29
Concrete Repair		3.5%	26
Drywall Installation or Repair		5.7%	43
Electrical Repair		5.2%	39
Flooring - Laminate (Installation or Repair)		4.9%	37
Flooring - Wood (Installation or Repair)		4.1%	31
Gardening Services		4.5%	34
Gutter Installation or Repair		3.1%	23
Handyman Services		17.6%	132
Home Repair		7.5%	56
Home Remodel		3.2%	24
None of the above / Does not apply		46.5%	348
Alternative Energy Systems Installation		1.1%	8
Alternative Energy Systems (Service or Repair)		0.8%	6
Electrical Panel Replacement		0.5%	4
Excavation & Wrecking		0.5%	4























Value		Percent	Responses
Fire & Water Damage Restoration		0.7%	5
Flooring - Ceramic Tile (Installation or Repair)		1.9%	14
Flooring - Linoleum (Installation or Repair)		1.9%	14
Flooring - Other (Installation or Repair)		2.9%	22
Foundation Repair		1.6%	12
Furnace Cleaning		2.9%	22
Furnace Repair		0.4%	3
Furniture Reupholster		1.6%	12
Heating Repair		1.9%	14
Home Computer Repair		1.1%	8
Home Electronics Repair		0.5%	4
Home Heating Oil or Fuel Service		1.6%	12



















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

Value		Percent	Responses
Home Security Service		3.9%	29
House Cleaning Service		13.4%	100
Junk or Yard Waste Removal		6.8%	51
Recycle		6.9%	52
Landscaping Service		11.6%	87
Painting		14.8%	111
Pest Control		16.6%	124
Plumbing Repair		6.5%	49
Pressure Washing		9.3%	70
Preventative Home Maintenance		3.6%	27
Roof Repair		3.5%	26
Trash Removal		9.2%	69
Window Installation		4.5%	34
Window Washing		4.8%	36
Computer Repair		4.3%	32
Mobile or Cell Phone Repair		3.1%	23
None of the above / Does not apply		42.5%	318
Black Top Contractors		1.3%	10
Insulation Installation or Maintenance		1.1%	8
Interior Design		2.1%	16
Sell Scrap Metal		1.7%	13
Movers		2.1%	16























Value		Percent	Responses
Mold Inspection or Removal		0.9%	7
Party Equipment Rental		0.5%	4
Pool Cleaning Service		1.2%	9
Security System		2.7%	20
Septic Tank Cleaning or Repair		2.5%	19
Siding Replacement		1.7%	13
Snow Removal		0.5%	4
Solar Heating or Power System Installation or Repair		0.7%	5
Stucco or Exterior Coating		0.1%	1
Tool Rental		1.3%	10
Water Well Drilling		0.5%	4
Waterproofing		0.8%	6
Window Tinting for Home		0.4%	3
Yard Equipment Rental		0.8%	6

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

Value		Percent	Responses
Air Conditioning (Buy)		4.3%	32
Batteries (Home or Office)		42.6%	319
Candles		20.8%	156
Clocks		4.7%	35
Country or State Flags		5.3%	40
Curtains or Drapes		12.6%	94
Cutlery, Flatware or Silverware		5.5%	41
Emergency Preparedness Kit or Supplies		4.8%	36
Firewood		5.1%	38
Flooring Tile		4.0%	30
Floral Arrangements		5.5%	41
Hardwood Flooring		4.9%	37
Home Decor or Decorating		14.4%	108
Indoor Flowers		8.9%	67
King Size Bed		3.5%	26
Laminate Flooring		4.4%	33
Linens (Bathroom)		14.4%	108
Linens (Bedroom)		19.8%	148
Linens (Dining Room or Kitchen)		5.5%	41
Picture Frames		11.6%	87
Storage Boxes or Tubs		7.2%	54
Toilet Paper		53.7%	402


















Value		Percent	Responses
Window Blinds (Venetian or Mini)		6.1%	46
Window Coverings		5.1%	38
None of the above / Does not apply		25.0%	187
Awning		2.3%	17
Ductless Heat Pumps		0.7%	5
Hot Tub or Spa (New)		1.9%	14
Hot Tub or Spa (Used)		0.3%	2
Remote Home Monitoring Video Camera		2.8%	21
Safe		2.0%	15
Sewing Machine		1.2%	9
Shutters		2.1%	16
Signs or Banners		2.8%	21
Smoke Alarm or Detector		2.9%	22
Solar Water Heater		0.5%	4
Sports Team Flags		1.7%	13
Twin Size Bed		1.2%	9
Wallpaper		2.0%	15
Water Purification System (Drinking)		1.6%	12

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















Value		Percent	Responses
Carpeting		8.4%	63
Closet System		3.3%	25
Fine Art (Paintings, Pottery, Etc.)		4.1%	31
Furniture (Bedroom)		9.7%	73
Furniture (Dining Room)		3.5%	26
Furniture (Home Office)		4.3%	32
Furniture (Living Room)		12.3%	92
Pillow Top Mattress		3.9%	29
Queen Size Bed		3.3%	25
Reclining Chair		5.5%	41
Rugs		10.8%	81
None of the above / Does not apply		55.4%	415
Crib		1.1%	8
Custom Built Furniture		0.9%	7
Foam Mattress		2.5%	19
Furnace		1.1%	8
Furniture (Children's)		2.9%	22
Futon		1.1%	8
Gas Burning Freestanding Stoves		0.1%	1
Innerspring Mattress		2.4%	18
Latex Mattress		0.4%	3
Memory Foam Mattress		2.9%	22

Value		Percent	Responses
Oriental Carpeting		0.4%	3
Reclaimed Wood Furniture		0.5%	4
Reconditioned Furniture		1.3%	10
Rugs (Persian)		0.9%	7
Swimming Pool (Above Ground)		0.9%	7
Swimming Pool (In-Ground)		1.3%	10
Tankless Water Heater		2.7%	20
Water Heater		1.7%	13























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

Value		Percent	Responses
Paintings		9.9%	74
Fine Art		5.7%	43
Photographs		9.7%	73
Pottery		6.3%	47
Blown Glass		2.9%	22
Stone Carvings		1.7%	13
Sculpture		2.7%	20
Artistic Wall Decor		8.9%	67
Wood Carvings		2.4%	18
Poster Art		4.3%	32
Religious Art		3.6%	27
Stained Glass		2.9%	22
Ceramics		4.0%	30
Metal Work Art		2.5%	19
Music Memorabilia		2.4%	18
Movie Memorabilia		1.6%	12
None of the above / Does not apply		72.5%	543

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
























Value		Percent	Responses
Refrigerator		8.9%	67
Dishwasher		4.9%	37
Freezer		4.4%	33
Range		3.7%	28
Oven		3.5%	26
Washer		4.5%	34
Dryer		5.1%	38
Blender		4.4%	33
Instant Pot		3.1%	23
Microwave		8.7%	65
Window Air Conditioner		1.7%	13
Coffee or Espresso Machine		7.2%	54
Vacuum Cleaner		6.8%	51
None of the above / Does not apply		65.3%	489

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		4.1%	31
Battery		8.0%	60
Child Car Seat		3.1%	23
Floor Mats		6.8%	51
Lights		3.9%	29
Seat Covers		4.7%	35
Tires		17.5%	131
Wiper Blades		25.1%	188
None of the above / Does not apply		51.5%	386
Canopy		0.7%	5
Cargo Trailer		0.8%	6
Grill Guard		0.4%	3
Ground Effects		0.1%	1
Mirror(s)		1.1%	8
Motorcycle Accessories		1.3%	10
Motorcycle Parts		0.9%	7
Performance Parts		0.7%	5
RV Accessories or Supplies		2.4%	18
Roof Rack		0.5%	4
Running Boards		0.7%	5
Spoiler		0.1%	1
Step Bar		0.4%	3

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.3%	10
Tool Box		1.2%	9
Trailer Hitch		1.2%	9
Truck Bed Liner		0.5%	4
Visor		0.7%	5
Wheels or Rims		0.8%	6
Winch		0.7%	5
Window Tinting Equipment (Auto)		0.8%	6

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

Value		Percent	Responses
30,000 Mile Service		7.3%	55
60,000 Mile Service		7.2%	54
100,000 Mile Service		7.7%	58
Auto Detailing		9.7%	73
Auto Repair (General)		9.7%	73
Auto Warranty Work (Work Covered by Warranty)		3.1%	23
Alignment		9.6%	72
Body Work		3.6%	27
Brake Replacement, Adjustment		6.0%	45
Car Rental		3.1%	23
Car Wash		44.9%	336
Gas or Service Station Services		21.9%	164
Oil Change or Lube		46.9%	351
Preventative Maintenance		20.2%	151
Safety Inspection		15.5%	116
Tire Mounting or Installation		6.3%	47
Tune-Up		10.7%	80
Vehicle Air Conditioning Repair		3.6%	27
Windshield or Glass Repair		3.1%	23
None of the above / Does not apply		22.3%	167
DEQ Inspection		0.3%	2
Electrical Repair		1.2%	9
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.7%	5

Value		Percent	Responses
Motor Repair or Replacement		0.3%	2
Motorcycle Repair		0.4%	3
Muffler		0.4%	3
Painting		1.9%	14
RV Maintenance or Service		1.7%	13
Shocks		1.7%	13
Smog Check		0.3%	2
Stereo Installation		0.7%	5
Transmission or Clutch Repair		0.9%	7
Upholstery Repair		2.8%	21
Vehicle Storage		0.3%	2
Vehicle Towing		0.9%	7
Windshield or Window Tinting		2.1%	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		49.1%	368
Beauty Products		40.1%	300
Cosmetics		46.1%	345
Babysitting		3.7%	28
Facial		16.8%	126
Hair Care Products		59.5%	446
Hair Coloring		27.6%	207
Hair Cut		67.8%	508
Hair Removal		5.9%	44
Hair Extensions, Wigs or Weaves		2.0%	15
Manicure		26.0%	195
Massage Therapy		21.4%	160
Pedicure		37.2%	279
Skin Cleaning Products		23.9%	179
Skin Repairing / Conditioning Products		10.5%	79
Tanning Bed or Spray Tan		3.7%	28
Tattoo or Piercing		6.8%	51
None of the above / Does not apply		12.0%	90























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)		43.8%	328
Books (Used)		31.5%	236
Books (Children's)		18.7%	140
Board Games		20.0%	150
Lottery Ticket		29.5%	221
Collectibles		6.7%	50
Comics		3.3%	25
Graphic Novels		2.8%	21
Computer Games		10.7%	80
Magazines		26.6%	199
Toys		14.4%	108
Video Console Games		10.4%	78
None of the above / Does not apply		24.6%	184

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		4.1%	31
Ceramics and Pottery		4.0%	30
Collectables		4.0%	30
Do-It-Yourself (DIY)		21.5%	161
Games or Puzzles		23.8%	178
Beer Brewing Supplies		2.1%	16
Wine Making Supplies		0.8%	6
Jewelry Making Supplies or Beads		6.4%	48
Knitting		6.7%	50
Making Arts and Crafts		12.8%	96
Paper Crafts		5.2%	39
Quilting		4.5%	34
Scrapbooking		4.5%	34
Toy Collecting		1.3%	10
Trains, Plane & Car Model Kits		2.5%	19
None of the above / Does not apply		48.7%	365

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)		3.7%	28
Attend Online College or University (Part Time)		6.1%	46
Attend Online Classes at Community College		3.9%	29
Online Continuing Education Courses		3.7%	28
Arts or Crafts Lessons (Adult)		5.9%	44
Attend a Free Lecture or Seminar		14.2%	106
Attend Paid Online Lecture, Seminar or Special Class		4.8%	36
Dance Lessons		3.2%	24
Sports lessons (Child)		3.2%	24
Yoga, Pilates, or Zumba		7.2%	54
Attend an Online Local Workshop		7.1%	53
None of the above / Does not apply		60.2%	451
Attend Online Graduate School		2.7%	20
Business School		0.7%	5
Learning Center		0.5%	4
Culinary School		0.4%	3
Online Trade School		0.3%	2
Online Professional Certification or Accreditation Courses		2.5%	19
Online Language Lessons (Adult)		2.7%	20
Online Music Lessons (Adult)		0.7%	5
Sports Lessons (Adult)		1.5%	11
Cooking Lessons (Adult)		2.7%	20

Value		Percent	Responses
Online Real Estate Classes		0.9%	7
Online Child Education or Tutoring		1.2%	9
Online Music lessons (Child)		0.5%	4
Personal Physical Training		2.9%	22
Online Language Lessons (Child)		0.1%	1
Arts or Crafts Lessons (Child)		0.8%	6
Change Online School		0.3%	2
Attend an Online Religion Based School		0.7%	5





















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		16.0%	120
Oil paints		6.0%	45
Acrylic Paints		15.1%	113
Markers		14.2%	106
Specialty Paper		8.4%	63
Fabric Craft Supplies		8.8%	66
Beads		4.4%	33
Art Pencils and Pens		15.8%	118
Scrapbooking Supplies		5.5%	41
None of the above / Does not apply		65.6%	491

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		0.1%	1
Drums		0.5%	4
Flute		0.9%	7
Acoustic Guitar		3.3%	25
Electric Guitar		1.6%	12
Electric Keyboard		2.3%	17
Piano		1.7%	13
Piano (High End)		0.4%	3
Trumpet		0.5%	4
Violin		0.5%	4
None of the above / Does not apply		91.6%	686

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












Value		Percent	Responses
Greek		19.9%	149
French		6.1%	46
Asian		35.4%	265
German		6.5%	49
American (New)		39.9%	299
Italian		59.5%	446
Cajun or Creole		12.1%	91
Indian		8.5%	64
Chinese		49.8%	373
American (Traditional)		78.4%	587
Thai		18.7%	140
Middle Eastern		5.6%	42
Japanese		35.6%	267
Mexican		67.6%	506
Vietnamese		7.2%	54
Southern		42.5%	318
Tex-Mex		20.6%	154
Spanish		8.4%	63
Mediterranean		16.4%	123
None of the above / Does not apply		5.5%	41

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		41.1%	308
Fish & Chips		24.0%	180
Golf Course Restaurant, Bar or Snack Bar		7.9%	59
Barbeque		49.5%	371
Deli		38.6%	289
Breakfast or Brunch		54.5%	408
Appetizers		47.7%	357
Dessert		38.9%	291
Chicken Wings		35.5%	266
Hamburgers		68.4%	512
Chicken		61.5%	461
Frozen Yogurt		18.0%	135
Live or Raw food		7.2%	54
Tapas or Small Plates		6.7%	50
Theme Restaurants		6.0%	45
Soup		31.1%	233
Salad		58.7%	440
Pizza (Dine In)		26.4%	198
Pizza (Delivery)		26.3%	197
Steak		43.9%	329
Juice or Smoothies		18.3%	137
Sandwiches		58.7%	440
Pizza (Carry Out)		56.1%	420

Value		Percent	Responses
Pizza (Take & Bake)		10.9%	82
Seafood		55.3%	414
Steakhouse		33.8%	253
Sushi		19.0%	142
Vegetarian		8.5%	64
Pho		4.8%	36
None of the above / Does not apply		4.3%	32
Vegan		2.7%	20










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		0.1%	1
Purchase Commercial or Business Property		0.9%	7
Purchase Condominium or Townhouse		1.2%	9
Purchase Manufactured or Modular Home		0.9%	7
Purchase Investment Property		2.0%	15
Purchase Personal Residence		5.1%	38
Purchase Custom Built Home		1.7%	13
Purchase Residential Real Estate at an Auction		0.4%	3
Purchase Land or Agricultural Property		2.9%	22
Purchase Vacation Property		1.7%	13
None of the above / Does not apply		88.5%	663







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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.4%	3
Sell Personal Residence		3.7%	28
Sell Vacation Property		0.8%	6
Sell Condominium or Townhouse		0.7%	5
Sell Investment Property		1.3%	10
Sell Land or Agricultural Property		1.6%	12
Sell Commercial or Business Property		0.8%	6
Sell Manufactured or Modular Home		0.8%	6
Plan to Sell Home in Master-Planned Community		0.3%	2
None of the above / Does not apply		91.2%	683











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

Value		Percent	Responses
Rent New Apartment		2.8%	21
Rent House (Residence)		4.9%	37
Rent Manufactured or Modular Home		0.8%	6
Rent or Lease Commercial Property		0.9%	7
Rent Agricultural Land		0.4%	3
Rent Subsidized Housing		0.4%	3
Rent Condo/Townhouse		2.9%	22
Rent Section 8 Housing		0.3%	2
None of the above / Does not apply		90.3%	676



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.4%	33
Use a Realtor to Buy Real Estate		4.8%	36
Use a Realtor to Buy and Sell Real Estate		3.3%	25
Plan to Sell Property Myself		1.9%	14
Use a Real Estate Broker		2.8%	21
None of the above / Does not apply		86.1%	645



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

Value		Percent	Responses
New Home Loan		4.7%	35
Home Remodel or Renovation Loan		1.7%	13
Business Construction Loan		0.5%	4
Home Construction Loan		0.9%	7
Equity Loan		2.5%	19
Land Loan		1.2%	9
Reverse Mortgage		0.1%	1
Real Estate Loan for existing home		0.9%	7
Refinance Home		3.2%	24
None of the above / Does not apply		86.9%	651


















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

Value		Percent	Responses
Yes, have a firm or realtor		76.9%	576
No, don't know who to call		23.1%	173
Total: 749			





















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

Value		Percent	Responses
Yes, have a firm or realtor		78.0%	584
No, don't know who to call		22.0%	165
Total: 749			

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		17.5%	131
Craft Beer		20.7%	155
Champagne		15.0%	112
Premium Hard Alcohol or Spirits		17.1%	128
White Wine		36.4%	273
Red Wine		34.3%	257
Major Brand Cigarettes		7.5%	56
Recreational Marijuana		3.2%	24
Marijuana Accessories		2.7%	20
Smokeless Tobacco		3.2%	24
Pipe Tobacco		0.7%	5
Discount Cigarettes		3.9%	29
Discount Hard Alcohol or Spirits		9.1%	68
Domestic Beer		28.0%	210
Electronic Cigarette Supplies		2.7%	20
Alcoholic Cider		9.3%	70
None of the above / Does not apply		36.4%	273




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		2.3%	17
Marijuana Delivery		0.9%	7
Cannabis Dry Flower/Bud		2.3%	17
Cannabis Edibles		4.3%	32
Cannabis Tinctures		1.1%	8
Cannabis Vaporizers		1.2%	9
Cannabis Cleaning Tools or Supplies		0.5%	4
Cannabis Concentrates		1.5%	11
Cannabis Pre-Rolls		1.1%	8
Organic Cannabis Products		0.4%	3
Cannabis Oil		3.6%	27
Cannabis Beauty & Skin Care Products		1.7%	13
Cannabis Beverages		0.4%	3
Cannabis Chocolates		2.0%	15
Medical Cannabis		1.2%	9
CBD Cannabis		6.5%	49
CBG Cannabis		0.4%	3
Recreational Cannabis		2.5%	19
Medical Cannabis		1.7%	13
None of the above / Does not apply		86.0%	644







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		23.6%	177
Specialty Teas		13.9%	104
Specialty Coffee		29.1%	218
Gourmet Deli Counter Items		25.5%	191
Cookies		51.4%	385
Potato Chips		64.8%	485
Soft Drinks		55.0%	412
Energy Drinks		12.7%	95
Energy Bars		19.4%	145
Birthday Cake		29.4%	220
Beef Jerky or Meat Sticks		19.5%	146
Candy		48.9%	366
Fruit		73.3%	549
Nuts		64.9%	486
Chocolates		52.5%	393
Ice cream		69.0%	517
Artisan Bread		28.8%	216
Artisan Meats		8.7%	65
Sports Drinks		19.9%	149
Artisan Condiments		8.7%	65
Canned Sauces		41.8%	313
Chicken		84.2%	631

Value		Percent	Responses
Pork		58.5%	438
Beef		70.0%	524
Game Meats		4.5%	34
Fish		56.1%	420
Snack Mixes		32.4%	243
Vegetables		70.6%	529
Frozen Entrees		47.3%	354
Meal Kit Prep & Delivery		7.6%	57
Locally Raised Beef, Pork, Poultry		24.7%	185
Locally Grown Fruit and Vegetables		72.9%	546
Locally Produced Honey		32.0%	240
Organic Food		21.6%	162
Pickled Vegetables		19.6%	147
Artisan Cheese		25.1%	188
Alternative "Meat" Products		11.1%	83
Sausage		55.5%	416
Donuts		38.1%	285
Pastries		33.2%	249
Juice		51.3%	384
Olives		36.7%	275
Meal Kits		9.2%	69
Mac and Cheese		41.9%	314
Pizza		66.6%	499
Cookie Dough		20.0%	150

Value		Percent	Responses
Cereal		69.2%	518
Bagged Salad		51.8%	388
None of the above / Does not apply		2.3%	17




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

Value		Percent	Responses
Coupons		5.7%	43
Quality		36.0%	270
Selection		31.2%	234
Excellent Customer Service		9.6%	72
Clean Environment		12.3%	92
None of the above / Does not apply		5.1%	38








Total: 749

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		52.2%	391
Attend Online Religious or Spiritual Services		24.7%	185
Consider Leaving Current Job for Better Opportunity		7.7%	58
Donate to a Charity		56.7%	425
Donate to a Church		50.7%	380
Donate to Political Party or Government Representative		13.2%	99
Join a new Church		5.6%	42
Volunteer at Church		27.1%	203
Volunteer for Nonprofit Group		24.4%	183
Retire		5.1%	38
Vote in Upcoming Local Elections		49.0%	367
Vote in Upcoming State or National Elections		50.5%	378
Purchase Season Tickets for Performing Arts		7.5%	56
Attend a Holiday Themed Performance		23.1%	173
Community Activity		34.0%	255
Support an Organization		20.8%	156
Make a Donation		35.0%	262
Register to Vote		3.6%	27
None of the above / Does not apply		9.3%	70
Find New Local Golf Course		1.9%	14
Join a Golf Course		0.4%	3
Use Drone Photography Services		0.5%	4
Donate Vehicle		1.1%	8

























Value		Percent	Responses
Have a Baby		1.9%	14
Get Married		2.0%	15
Look into Private Schooling for Children		0.9%	7









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

Value		Percent	Responses
Go Touring on a Bicycle		4.3%	32
Go Mountain Biking		3.5%	26
Go Camping		17.6%	132
Go Hiking		27.9%	209
Go Fishing		26.7%	200
Go Backpacking		5.7%	43
None of the above / Does not apply		51.5%	386



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		54.1%	405
Arts and Entertainment		33.0%	247
Automotive - (General)		22.3%	167
Automotive - (New Vehicle Dealership)		18.0%	135
Automotive - (Used Vehicle Dealership)		16.3%	122
Automotive - (Auto Parts store)		11.9%	89
Automotive - (Auto Repair business)		8.4%	63
Automotive - (Auto Body shop)		5.2%	39
Tire Business		16.2%	121
Beauty and Spa Related Businesses		18.7%	140
Child Related Businesses		7.2%	54
Community and State Services		21.9%	164
Education		16.7%	125
Employment Related Businesses		10.4%	78
Event Planning and Services		8.9%	67
Family Activity Related Businesses		12.6%	94
Farm Equipment and Agriculture Businesses		5.1%	38
Financial Services		9.2%	69
Fitness Businesses or Providers		7.3%	55
General Retail		38.3%	287
Grocery / Market		38.5%	288
Home and Garden Related Businesses		26.0%	195











Value		Percent	Responses
Building Supply/Lumber Business		15.4%	115
Home Service Businesses		10.7%	80
Home Service Contractors		11.3%	85
Hotel and Travel Related Businesses		27.2%	204
Local Services		23.6%	177
Medical Related Businesses - (General)		17.0%	127
Medical Related Businesses - (Chiropractor)		4.1%	31
Medical Related Businesses - (Dentist)		10.3%	77
Medical Related Businesses - (Hospital)		5.7%	43
Nightlife Related Businesses		7.3%	55
Pet / Animal		25.9%	194
Professional Services		14.7%	110
Real Estate Service Businesses		5.6%	42
Recreation Related Businesses		9.2%	69
Restaurant / Bar / Lounge		37.8%	283
Senior Related Businesses		8.0%	60
Specialty Food and Drink		20.0%	150
General Retail - Children's Clothing Store		10.1%	76
General Retail - Clothing Accessory Store		16.8%	126
General Retail - Computer Store		10.3%	77
General Retail - Farming and Agriculture Business		4.4%	33
General Retail - Furniture Store		16.7%	125
General Retail - Hardware Store		14.4%	108
General Retail - Home Entertainment Store		6.1%	46

Value		Percent	Responses
General Retail - Jewelry Store		7.6%	57
General Retail - Major Appliance Store		10.4%	78
General Retail - Men's Clothing Store		17.2%	129
General Retail - Mobile Phone Store		7.1%	53
General Retail - Shoe Store		20.8%	156
General Retail - Women's Clothing Store		31.6%	237
None of the above / Does not apply		13.6%	102
Motorsport Businesses		2.5%	19























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











Value		Percent	Responses
Yes		16.4%	123
No		83.6%	626
Total: 749			

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








Value		Percent	Responses
Start a Business		4.3%	32
Get a New Full Time Job		11.2%	84
Get a New Part Time Job		8.8%	66
Get a Temporary or Seasonal Job		4.5%	34
Use an Employment or Temporary Employment Agency		2.3%	17
Use a Career Counselor		1.2%	9
Get a Second (or Third) Job		3.3%	25
Get First Job after School		0.8%	6
Apply for Unemployment Benefits		0.8%	6
None of the above / Does not apply		76.5%	573

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		3.5%	26
Admin & Clerical		7.3%	55
Customer Service		6.1%	46
Education		5.7%	43
Health Care – non nursing		3.3%	25
Management		3.6%	27
NonProfit		3.7%	28
Retail		3.7%	28
None of the above / Does not apply		74.5%	558
Agriculture		0.7%	5
Automotive		0.4%	3
Banking & Finance		2.0%	15
Child Care		1.5%	11
Construction		0.8%	6
Driver / Transportation		1.1%	8
Engineering		0.7%	5
Executive Level		1.2%	9
Entry Level (New Graduate)		1.1%	8
Government		2.9%	22
Grocery		1.9%	14
Hotel - Hospitality		1.6%	12
Health Care - CNA, RN, LPN, MA		1.1%	8

Value		Percent	Responses
Manufacturing		1.2%	9
Information Technology		1.6%	12
Insurance		1.5%	11
Legal		0.7%	5
Media		1.2%	9
Real Estate		0.7%	5
Restaurant - Food Services		1.9%	14
Sales & Marketing		2.0%	15
Skilled Labor - Trades		1.1%	8
Warehouse		2.1%	16

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		14.4%	108
Yellow Pages directory		2.0%	15
Direct mail flyer		13.4%	100
Deal program/offer		6.3%	47
Facebook business page offer		14.0%	105
Billboard advertising		3.2%	24
None of the above / Does not apply		66.8%	500

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		6.1%	46
Read ads and keep them - using one or two		32.0%	240
Read ads and keep them - without using any		4.5%	34
Read ads but throw away without using any		21.9%	164
Throw ads away unread		29.6%	222
Do not receive direct mail or advertisements at home or PO Box		5.7%	43

Total: 749

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 %	22 2.9%	134 17.9%	294 39.3%	26 3.5%	105 14.0%	110 14.7%	58 7.7%	749
County election Count Row %	22 2.9%	110 14.7%	321 42.9%	30 4.0%	101 13.5%	107 14.3%	58 7.7%	749
State election Count Row %	23 3.1%	186 24.8%	209 27.9%	24 3.2%	127 17.0%	126 16.8%	54 7.2%	749
Total Total Responses								749

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




Value		Percent	Responses
Yes		93.7%	702
No		6.3%	47

Total: 749












116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		95.7%	717
No		4.3%	32
			Total: 749

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		20.4%	153
No		43.7%	327
Does not apply		35.9%	269
			Total: 749

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

Value		Percent	Responses
Apparel and Accessories		5.2%	8
Arts and Entertainment		4.5%	7
Automotive		3.9%	6
Business Consulting		3.9%	6
Education		8.4%	13
Financial Services		6.5%	10
Grocery and Specialty Food/Drink		3.2%	5
Health and Medical		7.1%	11
Home Service Businesses		4.5%	7
Real Estate		6.5%	10
Other		31.8%	49
Beauty and Spa		0.6%	1
Child Related Businesses		0.6%	1
Fitness Businesses or Providers		0.6%	1
General Retail		2.6%	4
Home and Garden		1.9%	3
Local Services		2.6%	4
Pet / Animal		1.9%	3
Recreation		1.3%	2
Restaurant / Bar / Lounge		0.6%	1
Sales Training		1.3%	2

Total: 154





















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		9.2%	14
Use social media for promoting business		28.8%	44
Website optimized for mobile (responsive)		8.5%	13
Ongoing search optimization (SEO, SEM)		7.2%	11
Banner ads		5.2%	8
Cost-per-click ads (CPC, PPC)		4.6%	7
Cost-per-mille ads (CPM)		0.7%	1
Programmatic ads		1.3%	2
Retargeting ads		2.6%	4
Video ads		2.6%	4
Google ads (Adwords)		9.2%	14
Facebook ads		28.1%	43
Sponsored content		1.3%	2
Email advertising		15.0%	23
Site analytics		4.6%	7
Use a Digital Agency		2.0%	3
Digital ads through newspaper		8.5%	13
Digital ads through radio station		2.0%	3
Digital ads through TV station		2.0%	3
None of the above/Does not apply		47.7%	73

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.		48.4%	74
Business Logo Apparel		26.1%	40
Computer Hardware		19.6%	30
Networking Hardware or Software		7.8%	12
Office Cleaning Supplies		22.9%	35
Office Copier		6.5%	10
Office Furniture, Fixtures or Interiors		11.8%	18
Office Printer		10.5%	16
Office Supplies		45.1%	69
Promotional Items		15.0%	23
Security System		5.9%	9
Telephone Systems		3.9%	6
Uniforms or Work Clothing		8.5%	13
None of the above/Does not apply		30.1%	46

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










Value		Percent	Responses
Business Accounting or CPA		27.5%	42
Business Advertising		12.4%	19
Business Financial Consulting		3.3%	5
Business Bottled Water Delivery		4.6%	7
Business Cellular Phone Service		8.5%	13
Business Computer Consulting		4.6%	7
Business Construction Contractor		3.9%	6
Business Internet Service Provider		13.1%	20
Business Legal Services or Attorney		5.2%	8
Business Marketing Services		5.9%	9
Business Social Media Marketing		11.8%	18
Business Meetings or Conventions		5.2%	8
Business Payroll Services		7.8%	12
Business Printing Services		10.5%	16
Business Recruitment		3.3%	5
Business Security Services		3.3%	5
Business Sign Company Services		5.2%	8
Selling Small Business		3.3%	5
Business Online Meetings		7.2%	11
None of the above / Does not apply		48.4%	74
Business Employment Agency		2.0%	3
Business Moving or Storage		1.3%	2

Value		Percent	Responses
Business Realty Services		2.0%	3
Business Staffing or Temp Services		2.6%	4
Business General Broadcast Media Service		2.0%	3
Business Television Media Service		0.7%	1








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

Value		Percent	Responses
Rent New Office		3.9%	6
Buy New Office		1.3%	2
Add New Locations		2.6%	4
Have Employees Work From Home		3.9%	6
Renovate Existing Facilities		5.9%	9
Reduce Office Space		1.3%	2
Construct New Facilities		0.7%	1
Buy or Rent Industrial Space		1.3%	2
Buy or Rent Warehouse Space		2.0%	3
Install New Commercial Carpeting		0.7%	1
None of the above / Does not apply		82.4%	126






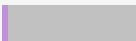





123. Which of the following BUSINESS AUTOMOTIVE PURCHASING PLANS does your company have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		3.9%	6
Purchase Used Business Automobiles		2.6%	4
Purchase New Business Trucks		2.0%	3
Purchase Used Business Trucks		1.3%	2
Lease New Business Automobiles		3.3%	5
Lease New Business Trucks		0.7%	1
Purchase New Heavy Duty or Commercial Business Trucks		2.0%	3
Purchase Used Heavy Duty or Commercial Business Trucks		0.7%	1
None of the above / Does not apply		87.6%	134







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

Value		Percent	Responses
Business Insurance		5.2%	8
Business Health Insurance		3.3%	5
Business Dental Insurance		2.0%	3
Business 401K or Retirement Program		1.3%	2
Business Property Insurance		3.3%	5
Business Commercial Insurance		1.3%	2
None of the above / Does not apply		90.2%	138

125. Which age brackets do you fall into?









Value		Percent	Responses
18 - 19		0.4%	3
20 - 24		1.5%	11
25 - 30		2.3%	17
31 - 34		2.7%	20
35 - 40		5.7%	43
41 - 45		4.5%	34
46 - 49		5.6%	42
50 - 54		10.4%	78
55 - 60		13.6%	102
61 - 69		26.0%	195
70 or older		27.2%	204
			Total: 749
			Avg 60

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

Value		Percent	Responses
Metro / Urban		6.6%	49
Small/Mid-Size Town		37.8%	283
Suburban		18.9%	141
Rural		34.5%	258
Vacation community		0.9%	7
Other		1.3%	10




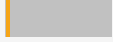



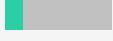



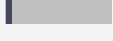

Total: 748

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		1.3%	10
High School Graduate (12th grade)		9.4%	70
Vocational or Technical Training		4.6%	34
Some College		18.1%	135
College Graduate		28.0%	208
Some Post-Graduate Study (No Advanced Degree)		7.1%	53
Post-Graduate Degree		31.3%	233

Total: 744





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

Value		Percent	Responses
Under \$20,000		6.6%	46
\$20,000 - \$24,999		5.0%	35
\$25,000 - \$29,999		2.6%	18
\$30,000 - \$34,999		5.3%	37
\$35,000 - \$39,999		4.7%	33
\$40,000 - \$44,999		5.6%	39
\$45,000 - \$49,999		4.7%	33
\$50,000 - \$74,999		18.2%	128
\$75,000 - \$99,999		15.8%	111
\$100,000 - \$124,999		13.2%	93
\$125,000 - \$149,999		7.7%	54
\$150,000 - \$200,000		5.7%	40
Over \$200,000		5.0%	35

Total: 702








Avg \$84,808

129. What is your gender?

Value		Percent	Responses
Male		23.8%	177
Female		72.7%	541
Gender Variant / Non-conforming		0.3%	2
Prefer not to answer		3.2%	24






Total: 744

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.4%	3
Black or African-American		8.7%	65
Asian		0.3%	2
White or Caucasian		83.9%	624
Hispanic		0.8%	6
Other		1.5%	11
Prefer not to answer		4.4%	33

Total: 744

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






Value		Percent	Responses
Single Family Home		84.1%	624
Apartment		4.7%	35
Condominium		3.4%	25
Mobile Home		5.1%	38
Other		2.7%	20
			Total: 742

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		85.8%	637
Rented		10.5%	78
Occupied Without Payment of Rent		1.9%	14
Other		1.8%	13

Total: 742

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

Value		Percent	Responses
None		78.8%	585
1		9.6%	71
2		7.5%	56
3		2.6%	19
4 or more		1.5%	11
			Total: 742

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 ---->)		43.4%	322
No		56.6%	420
			Total: 742