

2021 Pulse of America


Southern Region Shopping Survey Report (AL-MS-LA-AR)

Response Counts














| | | | |
|------------------|----------|-------------|-----|
| Completion Rate: | 100% | <div></div> | |
| | Complete | <div></div> | 568 |

Total: 568













1. Are you 18 years of age or older?

| Value | | Percent | Responses |
|-------|---|---------|------------|
| Yes |  | 100.0% | 568 |
| | | | Total: 568 |

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

| Value | | Percent | Responses |
|----------------------------|---|---------|-----------|
| Local Newspaper |  | 47.2% | 268 |
| Local Newspaper Website |  | 36.6% | 208 |
| Local TV News |  | 55.8% | 317 |
| Local TV News Website |  | 21.0% | 119 |
| National Broadcast News |  | 29.9% | 170 |
| National Broadcast Website |  | 11.1% | 63 |
| Local Radio |  | 22.9% | 130 |
| Local Radio Website |  | 3.7% | 21 |
| Apple News |  | 4.4% | 25 |
| Facebook |  | 49.6% | 282 |
| Twitter |  | 5.3% | 30 |
| Nextdoor |  | 3.7% | 21 |
| Other |  | 6.3% | 36 |

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





| Value | | Percent | Responses |
|----------------------------|---|---------|-----------|
| Local Newspaper |  | 13.9% | 79 |
| Local Newspaper Website |  | 7.6% | 43 |
| Local TV News |  | 24.3% | 138 |
| Local TV News Website |  | 8.8% | 50 |
| National Broadcast News |  | 16.0% | 91 |
| National Broadcast Website |  | 6.5% | 37 |
| Local Radio |  | 6.3% | 36 |
| Local Radio Website |  | 0.4% | 2 |
| Apple News |  | 0.5% | 3 |
| Facebook |  | 6.9% | 39 |
| Twitter |  | 0.7% | 4 |
| Other |  | 8.1% | 46 |

Total: 568

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

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Employment needs | | 48.9% | 278 |
| General status of the business | | 37.0% | 210 |
| New hours | | 41.9% | 238 |
| New services being offered | | 63.7% | 362 |
| Online services being offered | | 49.5% | 281 |
| Services that are being offered | | 65.3% | 371 |
| The cleaning and safety precaution policies | | 17.3% | 98 |
| Other | | 3.0% | 17 |














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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Listened to Local Radio |  | 53.0% | 301 |
| Watched Local Television |  | 72.5% | 412 |
| Read the Local Newspaper |  | 66.9% | 380 |
| None of the above / Does not apply |  | 4.9% | 28 |
























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 | | 35.9% | 204 |
| Local Radio Station | | 11.4% | 65 |
| Local TV Station | | 17.4% | 99 |
| None of the above / Does not apply | | 53.3% | 303 |







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 |  | 17.9% | 68 |
| Local Daily Newspaper |  | 76.6% | 291 |
| Local Paid Weekly Community Newspaper |  | 27.6% | 105 |
| Local Free Weekly Print Publication |  | 21.8% | 83 |
| Local Alternative Publication |  | 3.9% | 15 |
| Local City or Regional Magazine |  | 31.3% | 119 |
| Local Specialty Publication |  | 12.1% | 46 |
| Local Business Publication |  | 14.7% | 56 |
| Local Ethnic Publication |  | 1.6% | 6 |
| Local Parenting Publication |  | 3.2% | 12 |
| Local Children's Publication |  | 1.6% | 6 |
| Local Senior Publication |  | 9.2% | 35 |
| None of the above / Does not apply |  | 3.2% | 12 |

8. Which of the following radio station formats have you or the members of your household listened to in the past week? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Adult Alternative |  | 9.6% | 29 |
| Adult Contemporary |  | 11.3% | 34 |
| Adult Hits |  | 15.3% | 46 |
| Business News |  | 14.3% | 43 |
| CHR (Contemporary Hit Radio) |  | 5.3% | 16 |
| Classic Hits |  | 24.3% | 73 |
| Classic Rock |  | 35.9% | 108 |
| Classical |  | 6.6% | 20 |
| Religious |  | 30.6% | 92 |
| Country |  | 51.2% | 154 |
| Easy Listening |  | 13.6% | 41 |
| News/Talk |  | 34.2% | 103 |
| Oldies |  | 26.2% | 79 |
| Rock |  | 14.6% | 44 |
| Sports |  | 15.3% | 46 |
| Talk |  | 16.3% | 49 |
| Other |  | 6.0% | 18 |
| Regional Mexican |  | 0.7% | 2 |
| Rhythmic-CHR |  | 0.3% | 1 |
| Spanish |  | 0.7% | 2 |
| Urban AC |  | 0.7% | 2 |
| Urban Contemporary |  | 1.3% | 4 |
| None of the above / Does not apply |  | 0.3% | 1 |























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) |  | 74.8% | 225 |
| Midday (10:00 am - 3:00 pm) |  | 37.2% | 112 |
| Afternoon Drive (3:00 - 7:00 pm) |  | 61.8% | 186 |
| Evenings (7:00 pm - midnight) |  | 16.9% | 51 |
| Overnight (midnight - 6:00 am) |  | 4.7% | 14 |
| Don't know / Does not apply |  | 3.3% | 10 |

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) | | 49.8% | 205 |
| Morning (9 am – 12 noon) | | 15.5% | 64 |
| Daytime (12 noon – 3 pm) | | 19.9% | 82 |
| Early Fringe (3 pm – 5 pm) | | 14.1% | 58 |
| Early News (5 pm – 7 pm) | | 69.2% | 285 |
| Prime Access (7 pm – 8 pm) | | 31.6% | 130 |
| Prime Time (8 pm – 11 pm) | | 48.3% | 199 |
| Late News (11 pm – 11:30 pm) | | 13.8% | 57 |
| Late Fringe (11:30 pm – 1 am) | | 5.1% | 21 |
| Post Late Fringe (1 am - 2 am) | | 2.7% | 11 |
| Overnight (2 am - 5 am) | | 2.4% | 10 |
| Don't know - Does not apply | | 1.9% | 8 |

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 |  | 7.6% | 43 |
| Auto Body Shop |  | 9.7% | 55 |
| Auto Detailing Shop |  | 14.8% | 84 |
| Auto Glass Repair Shop |  | 12.1% | 69 |
| Auto Paint Shop |  | 3.5% | 20 |
| Auto Parts Store |  | 26.6% | 151 |
| Auto Repair Shop |  | 18.0% | 102 |
| Auto Window Tinting |  | 6.5% | 37 |
| Car Wash |  | 64.6% | 367 |
| Gas Station |  | 84.7% | 481 |
| New Vehicle Dealership |  | 12.5% | 71 |
| Oil Change Station |  | 58.1% | 330 |
| Tire Store |  | 29.0% | 165 |
| Used Vehicle Dealership |  | 9.0% | 51 |
| None of the above / Does not apply |  | 3.5% | 20 |
| Auto Muffler Shop |  | 1.4% | 8 |
| Auto Salvage Yard |  | 2.5% | 14 |
| Auto Stereo Installation |  | 0.7% | 4 |
| Auto Towing Service |  | 1.6% | 9 |
| Car Audio Store |  | 1.4% | 8 |
| Commercial Truck Dealership |  | 1.4% | 8 |
| Commercial Truck Repair Shop |  | 0.9% | 5 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Recreation Vehicle (RV) Dealership |  | 2.8% | 16 |
| RV or Camper Repair |  | 2.6% | 15 |
| Trailer Rental Service |  | 0.9% | 5 |
| Transmission Shop |  | 1.1% | 6 |























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







| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| All-Terrain Vehicle (ATV) Dealer |  | 5.6% | 32 |
| Boat and RV Storage Facility |  | 2.6% | 15 |
| Boat Dealer |  | 3.7% | 21 |
| Boat Rental Service |  | 1.4% | 8 |
| Boat Repair Shop |  | 3.2% | 18 |
| Boating Accessory Store |  | 4.8% | 27 |
| Golf Cart Dealer |  | 4.0% | 23 |
| Motorcycle Accessory Store |  | 1.4% | 8 |
| Motorcycle Dealer |  | 1.4% | 8 |
| Motorcycle Repair Shop |  | 1.4% | 8 |
| Watercraft Dealer |  | 2.5% | 14 |
| Watercraft Rental Shop |  | 1.1% | 6 |
| None of the above / Does not apply |  | 81.5% | 463 |

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 |  | 20.4% | 116 |
| Animal Feed Store |  | 21.5% | 122 |
| Agricultural Service |  | 3.5% | 20 |
| Farm Equipment Repair Shop |  | 3.7% | 21 |
| Farm Truck and Tractor Repair Shop |  | 4.4% | 25 |
| Farming Structure Building Contractor |  | 0.9% | 5 |
| New Farm Equipment Dealer |  | 2.8% | 16 |
| Used Farm Equipment Dealer |  | 2.5% | 14 |
| None of the above / Does not apply |  | 67.3% | 382 |

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 |  | 7.0% | 40 |
| Bakery |  | 53.5% | 304 |
| Beer Shop |  | 17.1% | 97 |
| Beverage Distributor |  | 7.9% | 45 |
| Candy Store |  | 8.5% | 48 |
| Cheese Shop |  | 8.5% | 48 |
| Chocolate Shop |  | 3.9% | 22 |
| Coffee & Tea Shop |  | 31.9% | 181 |
| Convenience Store |  | 65.5% | 372 |
| Cookie Store |  | 7.9% | 45 |
| Cupcake Shop |  | 10.2% | 58 |
| Dessert Restaurant |  | 6.9% | 39 |
| Distillery |  | 5.1% | 29 |
| Donut Shop |  | 39.1% | 222 |
| Espresso or Coffee Shop |  | 26.1% | 148 |
| Ethnic Food Restaurant |  | 27.3% | 155 |
| Ice Cream or Frozen Yogurt Shop |  | 33.1% | 188 |
| Liquor Store |  | 37.0% | 210 |
| Meat Market or Butcher Shop |  | 39.3% | 223 |
| Seafood Market |  | 30.1% | 171 |
| Smoothie or Juice Bar |  | 14.3% | 81 |
| Specialty Cake Bakery |  | 9.0% | 51 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Specialty Food Market |  | 12.1% | 69 |
| Tea Shop |  | 5.3% | 30 |
| Wine Shop |  | 12.7% | 72 |
| Winery |  | 6.9% | 39 |
| None of the above / Does not apply |  | 5.1% | 29 |
| U-Brew Beer or Wine Store |  | 2.6% | 15 |




















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 | | 7.2% | 41 |
| Farmers Market | | 51.9% | 295 |
| Grocery Store (Discount) | | 36.8% | 209 |
| Grocery Store (Ethnic) | | 3.3% | 19 |
| Grocery Store (Major or Regional Chain) | | 80.3% | 456 |
| Grocery Store (Neighborhood/Local/Mom & Pop) | | 36.3% | 206 |
| Grocery Store (Co-op) | | 13.7% | 78 |
| Grocery Store (Independent/Citywide) | | 36.6% | 208 |
| None of the above / Does not apply | | 0.7% | 4 |












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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Barbershop |  | 34.3% | 195 |
| Day Spa |  | 12.1% | 69 |
| Eyelash Extension Salon |  | 1.4% | 8 |
| Hair Salon |  | 68.7% | 390 |
| Hair Removal Salon |  | 2.6% | 15 |
| Massage |  | 19.0% | 108 |
| Makeup Artist |  | 2.1% | 12 |
| Nail Salon |  | 43.1% | 245 |
| Skin Care Store |  | 6.0% | 34 |
| Tanning Salon |  | 6.3% | 36 |
| Tattoo Studio |  | 4.0% | 23 |
| None of the above / Does not apply |  | 11.3% | 64 |

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 |  | 20.2% | 115 |
| Bicycle Rental Service |  | 0.9% | 5 |
| Bicycle Repair Shop |  | 3.9% | 22 |
| Bicycle Shop |  | 3.0% | 17 |
| Bowling Alley |  | 12.0% | 68 |
| Dive Shop |  | 0.9% | 5 |
| Fishing Supply Store |  | 17.1% | 97 |
| Golf Course |  | 13.6% | 77 |
| Golf Driving Range |  | 7.2% | 41 |
| Golf Pro Shop |  | 6.7% | 38 |
| Gun Shooting Range |  | 9.3% | 53 |
| Gun Store |  | 19.2% | 109 |
| Miniature Golf Course |  | 6.2% | 35 |
| Outdoor Gear Store |  | 10.6% | 60 |
| Seasonal Hunting |  | 11.3% | 64 |
| Ski Shop |  | 0.9% | 5 |
| New Sporting Goods Store |  | 11.4% | 65 |
| Used Sporting Goods Store |  | 3.0% | 17 |
| None of the above / Does not apply |  | 42.1% | 239 |












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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Boat Charter |  | 3.9% | 22 |
| Card or Stationery Store |  | 12.9% | 73 |
| Catering Service |  | 7.7% | 44 |
| Event Coordinator |  | 2.8% | 16 |
| Hotel Meeting Room or Event Space |  | 5.3% | 30 |
| Party Supply Store |  | 16.5% | 94 |
| Aerial Photography |  | 1.6% | 9 |
| Photographer |  | 10.4% | 59 |
| Wedding Planner |  | 3.7% | 21 |
| Wedding Venue or Banquet Hall |  | 5.5% | 31 |
| None of the above / Does not apply |  | 65.3% | 371 |











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 | | 12.3% | 70 |
| Bingo Hall | | 4.6% | 26 |
| Casino | | 26.1% | 148 |
| Community Theatre | | 17.8% | 101 |
| Food Festival | | 26.6% | 151 |
| Live Theater | | 12.1% | 69 |
| Local Festival | | 34.7% | 197 |
| Movie Theater | | 40.8% | 232 |
| Music Festival | | 21.1% | 120 |
| Performing Arts Center | | 15.3% | 87 |
| Stadium or Arena Events | | 29.9% | 170 |
| Wine Tour | | 6.0% | 34 |
| None of the above / Does not apply | | 20.4% | 116 |








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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Amusement Center / Park |  | 28.3% | 161 |
| Athletic Club |  | 12.3% | 70 |
| Family Entertainment Center |  | 9.3% | 53 |
| Family Play Center |  | 6.2% | 35 |
| Horseback Riding |  | 4.6% | 26 |
| Ice Skating or Roller Rink |  | 4.0% | 23 |
| Local Sports Team |  | 26.8% | 152 |
| Outdoor Park |  | 33.5% | 190 |
| Waterpark |  | 21.3% | 121 |
| Zoo |  | 27.1% | 154 |
| None of the above / Does not apply |  | 29.0% | 165 |























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








| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Dance Studio |  | 5.5% | 31 |
| Exercise Classes |  | 17.3% | 98 |
| Fitness Boot Camp |  | 3.9% | 22 |
| Gym, Fitness or Athletic Club |  | 31.2% | 177 |
| Martial Arts Studio |  | 1.8% | 10 |
| Personal Trainer |  | 4.2% | 24 |
| Rock Climbing Gym |  | 1.9% | 11 |
| Swimming Lessons |  | 7.6% | 43 |
| Yoga Studio |  | 5.3% | 30 |
| None of the above / Does not apply |  | 54.8% | 311 |

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 |  | 3.2% | 18 |
| Bar, Lounge or Pub |  | 28.2% | 160 |
| Billiard Hall |  | 3.0% | 17 |
| Card Room |  | 1.1% | 6 |
| Sports Bar |  | 19.9% | 113 |
| Wine Bar |  | 8.6% | 49 |
| None of the above / Does not apply |  | 62.5% | 355 |

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 |  | 4.0% | 23 |
| Community College |  | 7.7% | 44 |
| Continuing Education Courses |  | 9.5% | 54 |
| Elementary School |  | 10.2% | 58 |
| Graduate School |  | 5.5% | 31 |
| Lecture or Seminar Series |  | 5.1% | 29 |
| Middle School or High School |  | 13.6% | 77 |
| Musical Instruments and Lessons |  | 3.9% | 22 |
| Online/On-demand Programs |  | 9.0% | 51 |
| Preschool |  | 4.9% | 28 |
| Trade School |  | 3.0% | 17 |
| University / College |  | 11.3% | 64 |
| None of the above / Does not apply |  | 51.8% | 294 |
| Beauty School |  | 0.7% | 4 |
| Culinary School |  | 1.8% | 10 |
| Dance School |  | 2.1% | 12 |
| Driving School |  | 1.8% | 10 |
| Language School |  | 1.1% | 6 |
| Medical Training Certification |  | 2.1% | 12 |
| Online Music Teacher |  | 1.2% | 7 |
| Private Elementary School |  | 1.1% | 6 |
| Private High School |  | 1.2% | 7 |

| Value | | Percent | Responses |
|-----------------------|---|---------|-----------|
| Private K-12 School |  | 1.4% | 8 |
| Private Middle School |  | 0.4% | 2 |
| Private Tutor |  | 0.9% | 5 |
| Real Estate School |  | 1.8% | 10 |
| Tutoring Center |  | 0.5% | 3 |
| Training Center |  | 0.7% | 4 |
| Vocational School |  | 1.4% | 8 |















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 |  | 32.6% | 185 |
| Credit Union |  | 13.4% | 76 |
| Financial Advisor |  | 10.4% | 59 |
| Stockbroker |  | 3.3% | 19 |
| Tax Return Service |  | 13.0% | 74 |
| None of the above / Does not apply |  | 57.2% | 325 |






















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% | 5 |
| Bankruptcy Service |  | 0.2% | 1 |
| Bookkeeping Service |  | 5.3% | 30 |
| Car Leasing Service |  | 2.6% | 15 |
| Check Cashing Service |  | 1.9% | 11 |
| Credit Counseling Service |  | 0.9% | 5 |
| Credit Repair Service |  | 1.4% | 8 |
| Debt Consolidation Company |  | 1.1% | 6 |
| Money Transfer Service |  | 3.0% | 17 |
| Payday Loan Company |  | 1.8% | 10 |
| Title Loan Company |  | 1.4% | 8 |
| None of the above / Does not apply |  | 84.3% | 479 |









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 |  | 2.1% | 12 |
| Chiropractor |  | 15.8% | 90 |
| Dental Clinic |  | 11.6% | 66 |
| Dentist |  | 44.2% | 251 |
| Denture or Implant Specialist |  | 6.0% | 34 |
| Family Practitioner |  | 28.2% | 160 |
| General Practitioner |  | 21.7% | 123 |
| Hearing Aid Center |  | 5.1% | 29 |
| Hospice Care Provider |  | 0.4% | 2 |
| Hospital |  | 9.2% | 52 |
| Medical Clinic |  | 11.6% | 66 |
| Optometrist |  | 23.1% | 131 |
| Pediatrician |  | 8.8% | 50 |
| None of the above / Does not apply |  | 33.6% | 191 |














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 |  | 9.3% | 53 |
| Audiology Clinic |  | 6.5% | 37 |
| Blood Donation Center |  | 8.3% | 47 |
| Cancer Specialist |  | 5.6% | 32 |
| Cardiologist |  | 20.4% | 116 |
| Cosmetic or Plastic Surgery |  | 3.9% | 22 |
| Dermatologist |  | 28.7% | 163 |
| Ear, Nose & Throat Doctor |  | 14.4% | 82 |
| Esthetician Skin-care |  | 5.3% | 30 |
| Gastroenterologist |  | 14.4% | 82 |
| Internal Medicine Doctor |  | 19.5% | 111 |
| Laboratory or Medical Testing Facility |  | 13.6% | 77 |
| Laser Eye Surgery Clinic |  | 3.0% | 17 |
| Massage Therapist |  | 13.9% | 79 |
| Medical Imaging Service |  | 7.0% | 40 |
| Medical Spa |  | 3.2% | 18 |
| Medical Supply Store |  | 3.7% | 21 |
| Mental Health Provider |  | 4.6% | 26 |
| Mental Health Service |  | 3.3% | 19 |
| Obstetrician & Gynecologist |  | 20.8% | 118 |
| Oncologist |  | 4.9% | 28 |






| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Ophthalmologist |  | 17.3% | 98 |
| Orthodontist |  | 4.6% | 26 |
| Orthopedist |  | 6.5% | 37 |
| Pain Clinic |  | 3.3% | 19 |
| Pain Control Clinic |  | 3.3% | 19 |
| Pain Management Physician |  | 6.9% | 39 |
| Physical Therapist |  | 5.8% | 33 |
| Podiatrist |  | 5.8% | 33 |
| Psychiatrist |  | 3.2% | 18 |
| Sleep Disorder Clinic |  | 6.2% | 35 |
| Sports Medicine Clinic |  | 3.2% | 18 |
| Urgent Care Clinic |  | 14.4% | 82 |
| Urologist |  | 9.3% | 53 |
| Walk-In Clinic |  | 13.7% | 78 |
| Wellness Program |  | 6.3% | 36 |
| Wellness Service |  | 4.4% | 25 |
| None of the above / Does not apply |  | 14.1% | 80 |
| Alcoholism Treatment Program |  | 0.5% | 3 |
| Alzheimer's or Memory Care Facility |  | 1.4% | 8 |
| Cardiovascular Surgeon |  | 1.4% | 8 |
| Cryotherapy |  | 0.5% | 3 |
| Drug Addiction Treatment Center |  | 0.5% | 3 |
| Drug Testing Service |  | 0.4% | 2 |
| Home Health Care Provider |  | 1.6% | 9 |

| Value | | Percent | Responses |
|---------------------------------|---|---------|-----------|
| Mental Health Clinic |  | 2.3% | 13 |
| Naturopathic Practitioner |  | 1.1% | 6 |
| Nutritionist or Dietician |  | 2.1% | 12 |
| Physical Health Center |  | 1.1% | 6 |
| Psychologist |  | 1.4% | 8 |
| Rehabilitation Clinic |  | 0.9% | 5 |
| Surgical Specialist |  | 2.8% | 16 |
| Vascular Surgeon or Vein Center |  | 1.9% | 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 |  | 1.9% | 11 |
| Adult Day Care |  | 0.9% | 5 |
| Aging in Place Business |  | 0.7% | 4 |
| Assisted Living Facility |  | 1.2% | 7 |
| Geriatric Physician |  | 1.2% | 7 |
| Memory Care Facility |  | 1.1% | 6 |
| Nursing Home |  | 1.4% | 8 |
| Respite Relief Provider |  | 0.5% | 3 |
| Retirement Counselor |  | 0.2% | 1 |
| Retirement Home |  | 0.9% | 5 |
| Senior Care Placement Agency |  | 0.5% | 3 |
| Senior Center |  | 3.9% | 22 |
| None of the above / Does not apply |  | 89.4% | 508 |























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 |  | 6.7% | 38 |
| CBD Store |  | 8.6% | 49 |
| Medical Marijuana Dispensary |  | 4.8% | 27 |
| Medical Marijuana Authorization |  | 5.8% | 33 |
| None of the above / Does not apply |  | 85.9% | 488 |

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 | | 37.1% | 211 |
| Bed & Breakfast | | 13.6% | 77 |
| Campground | | 13.9% | 79 |
| Hotel or Motel (Local) | | 7.6% | 43 |
| Hotel or Motel (Out-of-Town) | | 66.0% | 375 |
| Limo Service | | 1.6% | 9 |
| Luggage-Travel Store | | 1.1% | 6 |
| Local Tourism | | 8.3% | 47 |
| Regional Airport | | 19.9% | 113 |
| RV Rental Company | | 1.6% | 9 |
| Shuttle Service | | 5.3% | 30 |
| Ski Resort | | 2.1% | 12 |
| Taxi Service | | 6.5% | 37 |
| Travel Agent | | 6.2% | 35 |
| None of the above / Does not apply | | 21.5% | 122 |

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 |  | 3.3% | 19 |
| Car Rental Agency |  | 9.3% | 53 |
| Courier or Delivery Service |  | 4.4% | 25 |
| Dry Cleaning or Laundry Service |  | 27.5% | 156 |
| Electronics Repair Shop |  | 3.3% | 19 |
| Information Technology (IT) Service |  | 3.0% | 17 |
| Jewelry Repair Shop |  | 10.6% | 60 |
| Mail Store |  | 21.1% | 120 |
| Mobile or Cell Phone Repair Shop |  | 10.0% | 57 |
| Moving Truck Rental Company |  | 3.7% | 21 |
| Printing Service |  | 7.9% | 45 |
| Propane Dealer |  | 13.7% | 78 |
| Propane Home Heating Service |  | 4.2% | 24 |
| Recycling Center |  | 13.0% | 74 |
| Self-Storage Facility |  | 8.6% | 49 |
| Sewing and Alterations Shop |  | 8.1% | 46 |
| Shipping Center |  | 15.1% | 86 |
| Shoe Repair Shop |  | 5.1% | 29 |
| Small Engine Repair Shop |  | 7.0% | 40 |
| Tool / Equipment Rental Service |  | 3.5% | 20 |
| Watch or Clock Repair Shop |  | 5.3% | 30 |
| None of the above / Does not apply |  | 30.3% | 172 |

| Value | | Percent | Responses |
|--------------------------------|---|---------|-----------|
| Bottled Water Delivery Service |  | 1.9% | 11 |
| Compost / Yard Waste Service |  | 2.5% | 14 |
| Cremation Service Provider |  | 1.1% | 6 |
| Funeral Service Provider |  | 2.8% | 16 |
| Freight / Hauling Company |  | 1.4% | 8 |
| Junkyard |  | 2.5% | 14 |
| Marriage Counselor |  | 1.2% | 7 |























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 |  | 20.4% | 116 |
| Charity or Philanthropic Organization |  | 20.8% | 118 |
| Church |  | 68.0% | 386 |
| City Center |  | 2.8% | 16 |
| City or Municipal Service |  | 10.7% | 61 |
| City or Town Hall |  | 14.3% | 81 |
| Civic Center |  | 6.5% | 37 |
| Community Center |  | 8.8% | 50 |
| Community Organization |  | 10.4% | 59 |
| Community Service or Non-Profit Organization |  | 13.9% | 79 |
| Convention Center |  | 2.1% | 12 |
| County Government Office |  | 11.4% | 65 |
| Department of Social Services |  | 2.5% | 14 |
| Employment Center |  | 2.5% | 14 |
| Government Economic Program |  | 1.2% | 7 |
| Government or Political Service |  | 2.1% | 12 |
| Youth Organization |  | 7.6% | 43 |
| None of the above / Does not apply |  | 17.3% | 98 |

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 |  | 21.5% | 122 |
| Painting Contractor |  | 18.3% | 104 |
| Plumber or Plumbing Contractor |  | 16.9% | 96 |
| None of the above / Does not apply |  | 66.7% | 379 |





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 |  | 6.0% | 34 |
| Appliance Repair Service |  | 11.4% | 65 |
| Asphalt / Paving Contractor |  | 3.3% | 19 |
| Carpenter or Woodworker |  | 22.4% | 127 |
| Carpet Installation Contractor |  | 7.0% | 40 |
| Concrete Contractor |  | 6.7% | 38 |
| Countertop Contractor |  | 7.4% | 42 |
| Deck Builder |  | 6.9% | 39 |
| Drywall Installation or Repair Contractor |  | 8.1% | 46 |
| Fencing Contractor |  | 8.8% | 50 |
| Flooring Contractor |  | 11.1% | 63 |
| Foundation Contractor |  | 3.2% | 18 |
| Garage Door Contractor |  | 5.1% | 29 |
| Garbage Collection Service |  | 13.2% | 75 |
| General Contractor |  | 10.7% | 61 |
| Gutter Installation or Repair Contractor |  | 5.8% | 33 |
| Handyman |  | 21.7% | 123 |
| Heating & Air Conditioning Services |  | 24.1% | 137 |
| Home Maintenance Service |  | 3.3% | 19 |
| Home Security Company |  | 5.5% | 31 |
| Junk Removal or Hauling Service |  | 3.3% | 19 |
| Kitchen or Bath Remodeling Company |  | 6.0% | 34 |







| Value | | Percent | Responses |
|--|---|---------|-----------|
| Landscaping Service |  | 13.7% | 78 |
| Remodeling Contractor |  | 6.3% | 36 |
| Roofing Contractor |  | 8.5% | 48 |
| Septic Tank Contractor |  | 4.2% | 24 |
| Siding Installation or Repair Contractor |  | 3.9% | 22 |
| Tile Contractor |  | 3.7% | 21 |
| None of the above / Does not apply |  | 32.9% | 187 |
| Alternative Energy Service |  | 1.1% | 6 |
| Demolition Contractor |  | 1.8% | 10 |
| Fire & Water Damage Restoration Service |  | 1.2% | 7 |
| Furnace Contractor |  | 1.6% | 9 |
| Garage Builder |  | 2.1% | 12 |
| Handicap Access Contractor |  | 0.7% | 4 |
| Heavy Construction Machinery |  | 0.5% | 3 |
| Insulation Installer |  | 2.8% | 16 |
| Landscape Architect |  | 2.1% | 12 |
| Mover or Moving Company |  | 2.3% | 13 |
| New Home Builder |  | 1.8% | 10 |
| Solar Energy Contractor |  | 1.2% | 7 |
| Stone or Marble Company |  | 2.6% | 15 |
| Water Well Drilling Contractor |  | 0.9% | 5 |
| Waterproofing Contractor |  | 1.2% | 7 |

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 |  | 4.9% | 28 |
| Carpet Cleaning Service |  | 5.6% | 32 |
| Chimney Services |  | 4.0% | 23 |
| Home Gardening Service |  | 5.5% | 31 |
| Home Pressure Washing Service |  | 7.6% | 43 |
| House Cleaning Service |  | 14.8% | 84 |
| Interior Designer |  | 3.3% | 19 |
| Landscaper |  | 8.6% | 49 |
| Lawn Care Service |  | 22.5% | 128 |
| Pest Control Service or Exterminator |  | 25.7% | 146 |
| Pool Cleaning Service |  | 3.0% | 17 |
| Shades & Blinds Installation Service |  | 4.2% | 24 |
| Television or Internet Service Provider |  | 21.7% | 123 |
| Window & Door Installation |  | 5.6% | 32 |
| Window Washing |  | 4.0% | 23 |
| None of the above / Does not apply |  | 41.0% | 233 |
| Awning & Tent Company |  | 1.6% | 9 |
| Bathtub Refinishing Service |  | 2.8% | 16 |
| Cabinet Refacing Service |  | 2.8% | 16 |
| Fuel or Oil Home Heating Service |  | 1.6% | 9 |
| Furnace Cleaning Service |  | 1.8% | 10 |
| Home Theater Installation Service |  | 0.7% | 4 |

| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Masonry Service |  | 1.1% | 6 |
| Key or Locksmith Service |  | 2.6% | 15 |
| Wallcoverings Store |  | 0.7% | 4 |
| Water Treatment Supply & Service |  | 1.1% | 6 |




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 |  | 6.9% | 39 |
| At-home Daycare |  | 1.1% | 6 |
| Children's Clothing Store |  | 15.3% | 87 |
| Children's Shoe Store |  | 10.2% | 58 |
| Summer Camp |  | 7.4% | 42 |
| None of the above / Does not apply |  | 77.6% | 441 |
















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Animal Daycare |  | 7.9% | 45 |
| Animal Shelter |  | 4.0% | 23 |
| Bird Seed Store |  | 5.1% | 29 |
| Bird Shop |  | 0.4% | 2 |
| Emergency Animal Hospital |  | 3.2% | 18 |
| Feed Store |  | 16.5% | 94 |
| Fish or Aquarium Store |  | 3.0% | 17 |
| Pet Boarding |  | 18.1% | 103 |
| Pet Boutique |  | 1.1% | 6 |
| Pet Groomer |  | 22.9% | 130 |
| Pet Sitter |  | 6.9% | 39 |
| Pet Store |  | 18.0% | 102 |
| Pet Trainer |  | 1.2% | 7 |
| Pet Walker |  | 0.5% | 3 |
| Veterinarian |  | 47.0% | 267 |
| None of the above / Does not apply |  | 34.7% | 197 |

















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Realtor |  | 9.7% | 55 |
| Real Estate Brokerage Firm |  | 1.4% | 8 |
| None of the above / Does not apply |  | 90.0% | 511 |






















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

| Value | | Percent | Responses |
|--------------------------------------|---|---------|-----------|
| Apartment Rental Agency |  | 2.8% | 16 |
| Developer |  | 0.5% | 3 |
| Estate Appraiser |  | 2.1% | 12 |
| Estate Liquidator |  | 0.7% | 4 |
| Home Inspector |  | 5.6% | 32 |
| Home Staging Company |  | 0.4% | 2 |
| Manufactured or Modular Home Builder |  | 1.1% | 6 |
| Mortgage Banker |  | 2.8% | 16 |
| Mobile Home Dealer |  | 1.2% | 7 |
| Mortgage Broker |  | 2.3% | 13 |
| New Home Builder |  | 1.6% | 9 |
| Real Estate Appraiser |  | 5.5% | 31 |
| Real Estate Rental Agency |  | 3.0% | 17 |
| Title & Escrow Company |  | 3.7% | 21 |
| None of the above / Does not apply |  | 84.2% | 478 |

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 |  | 15.7% | 89 |
| Buffet Restaurant |  | 29.4% | 167 |
| Chinese Restaurant |  | 44.5% | 253 |
| Ethnic Restaurant |  | 20.4% | 116 |
| Family Style Restaurant |  | 53.3% | 303 |
| Fast Food Restaurant |  | 70.2% | 399 |
| Fine Dining Restaurant |  | 36.3% | 206 |
| Home Delivery Meals |  | 10.2% | 58 |
| Indian Restaurant |  | 5.6% | 32 |
| Italian Restaurant |  | 30.5% | 173 |
| Japanese or Sushi Restaurant |  | 25.5% | 145 |
| Mexican Restaurant |  | 62.5% | 355 |
| Pizza Restaurant |  | 60.7% | 345 |
| Restaurant with Lounge or Bar |  | 27.6% | 157 |
| Thai Restaurant |  | 12.0% | 68 |
| None of the above / Does not apply |  | 4.0% | 23 |








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

| Value | | Percent | Responses |
|------------------------|---|---------|-----------|
| Art Gallery |  | 7.4% | 42 |
| Art Supply Store |  | 10.2% | 58 |
| Bead Store |  | 3.0% | 17 |
| Bookstore |  | 30.1% | 171 |
| Candle Shop |  | 9.5% | 54 |
| Christian Book Store |  | 15.3% | 87 |
| Christmas Store |  | 10.2% | 58 |
| Computer Store |  | 9.5% | 54 |
| Consignment Shop |  | 17.3% | 98 |
| Craft Supply Store |  | 18.3% | 104 |
| Department Store |  | 59.2% | 336 |
| Discount Store |  | 47.0% | 267 |
| Drugstore or Pharmacy |  | 64.6% | 367 |
| Electronics Store |  | 11.3% | 64 |
| Equipment Rental Store |  | 3.0% | 17 |
| Fabric Store |  | 9.5% | 54 |
| Flea Market |  | 28.0% | 159 |
| Florist |  | 20.1% | 114 |
| Gift Shop |  | 22.7% | 129 |
| Gun Shop |  | 15.3% | 87 |
| Halloween Store |  | 6.3% | 36 |
| Herb Shop or Herbalist |  | 4.4% | 25 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Hobby Shop | | 16.5% | 94 |
| Military Surplus Store | | 3.7% | 21 |
| Mobile Phone Store | | 18.0% | 102 |
| Music and Video Store | | 3.5% | 20 |
| Music Store | | 3.7% | 21 |
| Office Equipment & Supply Store | | 16.2% | 92 |
| Outlet Store | | 21.5% | 122 |
| Pawn Shop | | 6.7% | 38 |
| Record Store | | 3.5% | 20 |
| Religious Supply or Gift Shop | | 6.3% | 36 |
| Scrap Metal Dealer | | 3.3% | 19 |
| Shopping Center | | 31.2% | 177 |
| Thrift Store | | 30.1% | 171 |
| Tobacco Store | | 7.4% | 42 |
| Toy Store | | 8.1% | 46 |
| Vape or Smoke Shop | | 4.4% | 25 |
| Vitamin or Supplement Store | | 11.4% | 65 |
| Wholesale, Warehouse or Club Store | | 25.7% | 146 |
| Yard Equipment Store | | 10.0% | 57 |
| None of the above / Does not apply | | 7.7% | 44 |
| Adult Video or Adult Store | | 1.2% | 7 |
| Camera Store | | 2.5% | 14 |
| Cigar Store | | 2.5% | 14 |
| Coin Shop | | 1.4% | 8 |














| Value | | Percent | Responses |
|-----------------------------------|--|---------|-----------|
| Comic Book Shop | | 0.9% | 5 |
| Gold/Silver/Precious Metal Dealer | | 1.9% | 11 |
| Knife Store | | 2.8% | 16 |
| Monument or Memorial Company | | 1.6% | 9 |
| Music Instrument Store | | 2.8% | 16 |
| Security Service | | 1.9% | 11 |
| Sewing Studio | | 1.8% | 10 |
| Sign Store | | 1.6% | 9 |
| Survival Store | | 1.2% | 7 |
| Trophy or Award Store | | 0.9% | 5 |
| Wedding Supply Store | | 2.1% | 12 |
| Yarn Store | | 1.8% | 10 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Home delivery with fee |  | 16.9% | 96 |
| Free delivery |  | 24.6% | 140 |
| Drive-thru |  | 75.0% | 426 |
| Carryout |  | 70.2% | 399 |
| Curbside carryout |  | 36.3% | 206 |
| Other |  | 4.0% | 23 |
| None of the above / Does not apply |  | 9.7% | 55 |

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 | | 25.9% | 147 |
| Baby Supply & Furniture Store | | 5.6% | 32 |
| Bath & Accessory Store | | 23.6% | 134 |
| Building Supply Store or Lumber Yard | | 39.4% | 224 |
| Cabinet Store | | 3.0% | 17 |
| Carpet Store | | 4.9% | 28 |
| Fireplace, Wood Stove or Barbeque Store | | 3.9% | 22 |
| Flooring Store | | 12.7% | 72 |
| Frame Shop | | 7.4% | 42 |
| Furniture Restoration Shop | | 3.7% | 21 |
| Furniture Store | | 23.8% | 135 |
| Hardware Store | | 39.8% | 226 |
| Home & Garden Store | | 46.8% | 266 |
| Home Decor Store | | 23.4% | 133 |
| Lighting Store | | 6.7% | 38 |
| Major Appliance Store | | 11.6% | 66 |
| Mattress or Bedding Store | | 14.6% | 83 |
| Outdoor Furniture Store | | 12.0% | 68 |
| Paint Store | | 17.3% | 98 |
| Plant Nursery & Garden Supply Store | | 26.6% | 151 |
| Pool & Spa Dealer | | 5.5% | 31 |
| Rug Store | | 3.9% | 22 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Tool Store |  | 6.3% | 36 |
| TV & Appliance Store |  | 6.0% | 34 |
| Window Store |  | 3.7% | 21 |
| None of the above / Does not apply |  | 12.9% | 73 |
| Clock Shop |  | 0.9% | 5 |
| Hot Tub or Spa Dealer |  | 1.8% | 10 |
| Rent-to-Own Store |  | 1.4% | 8 |
| Small Appliance Store |  | 2.8% | 16 |
| Solar Energy Equipment Dealer |  | 0.5% | 3 |
| Tool Rental Center |  | 1.8% | 10 |
| TV Store |  | 2.6% | 15 |
| Used Building Supply Store |  | 1.9% | 11 |
| Vacuum Store |  | 1.9% | 11 |

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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Activewear Store | | 26.8% | 152 |
| Beauty Supply Store | | 23.9% | 136 |
| Bridal Shop | | 3.2% | 18 |
| Clothing Accessories Store | | 31.9% | 181 |
| Jewelry Store | | 12.5% | 71 |
| Leather Goods Store | | 4.8% | 27 |
| Lingerie Store | | 7.0% | 40 |
| Logo Apparel Store | | 5.1% | 29 |
| Maternity Wear Store | | 0.4% | 2 |
| Men's Clothing Store | | 33.1% | 188 |
| Optician or Eyeglasses Store | | 29.0% | 165 |
| Outdoor Clothing Store | | 14.6% | 83 |
| Shoe Store | | 56.0% | 318 |
| Sportswear Store | | 16.4% | 93 |
| Swimwear Store | | 9.9% | 56 |
| Watch Store | | 1.2% | 7 |
| Western Wear Store | | 4.9% | 28 |
| Women's Clothing Store | | 58.6% | 333 |
| None of the above / Does not apply | | 13.7% | 78 |

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 |  | 12.0% | 68 |
| Insurance Agency |  | 15.0% | 85 |
| Legal Firm or Attorney |  | 9.2% | 52 |
| Tax Advisor |  | 4.9% | 28 |
| None of the above / Does not apply |  | 72.5% | 412 |
























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



| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Architect or Architecture Firm | | 1.9% | 11 |
| Commercial Builder | | 1.2% | 7 |
| Disaster Insurance | | 2.3% | 13 |
| Employment or Staffing Agency | | 1.9% | 11 |
| Graphic Designer | | 1.4% | 8 |
| Immigration Lawyer / Law | | 0.9% | 5 |
| Life Coach | | 0.9% | 5 |
| Private Investigator | | 0.7% | 4 |
| 3D Printing | | 0.9% | 5 |
| Personal Shopping | | 4.0% | 23 |
| Virtual Assistance | | 0.9% | 5 |
| Business Consultant | | 0.5% | 3 |
| SEO Consultant(ion) | | 0.4% | 2 |
| Branded Merchandiser | | 0.5% | 3 |
| Research Study | | 0.4% | 2 |
| Co-working space | | 0.7% | 4 |
| None of the above / Does not apply | | 87.1% | 495 |

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% | 4 |
| Purchase New Class B RV | | 0.2% | 1 |
| Purchase New Class C RV | | 0.7% | 4 |
| Purchase New Travel Trailer or 5th Wheel | | 1.8% | 10 |
| Purchase New Camper Van | | 0.2% | 1 |
| Purchase Used Class A RV | | 1.1% | 6 |
| Purchase Used Class B RV | | 0.2% | 1 |
| Purchase Used Class C RV | | 0.7% | 4 |
| Purchase Used Travel Trailer or 5th wheel | | 1.1% | 6 |
| Purchase Used Camper Shell | | 0.2% | 1 |
| Purchase Used Camper Van | | 0.9% | 5 |
| None of the above / Does not apply | | 95.1% | 540 |

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 |  | 7.0% | 40 |
| New Luxury Vehicle - Under \$50,000 |  | 3.5% | 20 |
| New SUV |  | 5.5% | 31 |
| New Truck |  | 4.0% | 23 |
| Used Car |  | 8.3% | 47 |
| Used SUV |  | 4.8% | 27 |
| Used Truck |  | 5.8% | 33 |
| None of the above / Does not apply |  | 69.0% | 392 |
| New Luxury Vehicle - \$50,000 - \$75,000 |  | 1.1% | 6 |
| New Luxury Vehicle - Over \$75,000 |  | 1.1% | 6 |
| New Motorcycle |  | 0.9% | 5 |
| New Minivan |  | 0.4% | 2 |
| New Hybrid or Electric Vehicle |  | 0.7% | 4 |
| New Side x Side (UTV) |  | 1.2% | 7 |
| New Sport ATV |  | 0.5% | 3 |
| New Utility ATV |  | 0.7% | 4 |
| Used Luxury Vehicle - Under \$30,000 |  | 2.1% | 12 |
| Used Luxury Vehicle - \$30,000 - \$50,000 |  | 1.2% | 7 |
| Used Motorcycle |  | 0.7% | 4 |
| Used Van |  | 0.4% | 2 |
| Used Minivan |  | 0.4% | 2 |
| Used Side x Side (UTV) |  | 1.2% | 7 |
| Used Sport ATV |  | 1.2% | 7 |











| Value | | Percent | Responses |
|---------------------------------|---|---------|-----------|
| Used Hybrid or Electric Vehicle |  | 0.2% | 1 |
| Used Utility ATV |  | 0.7% | 4 |











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

| Value | | Percent | Responses |
|-----------------------------|---|---------|-----------|
| Compact car |  | 1.6% | 9 |
| Full-size car |  | 2.6% | 15 |
| Luxury vehicle (any size) |  | 2.6% | 15 |
| Midsize car |  | 2.8% | 16 |
| Pickup truck |  | 7.9% | 45 |
| Sport utility vehicle (SUV) |  | 17.3% | 98 |
| Van or minivan |  | 1.1% | 6 |
| None of the above |  | 64.1% | 364 |



Total: 568

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




















| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Acura |  | 3.0% | 17 |
| Audi |  | 3.0% | 17 |
| BMW |  | 3.2% | 18 |
| Cadillac |  | 3.0% | 17 |
| Chevrolet |  | 12.3% | 70 |
| Dodge |  | 5.3% | 30 |
| Ford |  | 12.7% | 72 |
| GMC |  | 8.6% | 49 |
| Honda |  | 9.2% | 52 |
| Hyundai |  | 5.5% | 31 |
| Jeep |  | 6.2% | 35 |
| Kia |  | 3.5% | 20 |
| Lexus |  | 3.2% | 18 |
| Nissan |  | 9.9% | 56 |
| Toyota |  | 17.6% | 100 |
| None of the above / Does not apply |  | 54.4% | 309 |
| Buick |  | 2.8% | 16 |
| Chrysler |  | 1.4% | 8 |
| Fiat |  | 0.2% | 1 |
| Infiniti |  | 2.6% | 15 |
| Land Rover |  | 1.2% | 7 |
| Lincoln |  | 1.4% | 8 |

| Value | | Percent | Responses |
|---------------|---|---------|-----------|
| Mazda |  | 1.1% | 6 |
| Mercedes-Benz |  | 2.8% | 16 |
| Mini |  | 0.2% | 1 |
| Mitsubishi |  | 0.5% | 3 |
| Porsche |  | 0.5% | 3 |
| Subaru |  | 2.5% | 14 |
| Suzuki |  | 0.2% | 1 |
| Tesla |  | 1.4% | 8 |
| Volkswagen |  | 2.5% | 14 |
| Volvo |  | 1.2% | 7 |















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 |  | 14.3% | 81 |
| No |  | 85.7% | 487 |
| Total: 568 | | | |




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 |  | 3.9% | 22 |
| GPS Device (Handheld or In-Vehicle) |  | 4.0% | 23 |
| Office Equipment |  | 12.7% | 72 |
| Ink or Printer Cartridges |  | 41.9% | 238 |
| Satellite Radio |  | 4.4% | 25 |
| Satellite TV System |  | 2.3% | 13 |
| Stereo System (Home) |  | 1.6% | 9 |
| Wi-Fi for Home |  | 10.6% | 60 |
| Headphones |  | 19.2% | 109 |
| Wireless Speakers |  | 9.0% | 51 |
| Smartwatch |  | 10.6% | 60 |
| Compact/Mini Projector |  | 1.4% | 8 |
| Wearable Electronics |  | 3.3% | 19 |
| Healthcare Device |  | 3.9% | 22 |
| Aerial Drone |  | 2.1% | 12 |
| Assistive Technology for Hearing |  | 2.6% | 15 |
| Smart Sports Equipment |  | 0.5% | 3 |
| Batteries for Electronics |  | 39.4% | 224 |
| None of the above / Does not apply |  | 32.0% | 182 |




















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Camera (Digital) - Point and Shoot |  | 1.8% | 10 |
| Camera (Digital) SLR |  | 3.3% | 19 |
| Camera Accessories or Supplies |  | 2.8% | 16 |
| Camera Lens |  | 1.4% | 8 |
| Computer Accessories |  | 8.8% | 50 |
| Computer Software |  | 5.6% | 32 |
| E-Reader (Kindle or Similar) |  | 1.6% | 9 |
| Tablet (iPad or Similar) |  | 10.0% | 57 |
| Personal Computer |  | 4.8% | 27 |
| Laptop Computer |  | 13.7% | 78 |
| TiVo or DVR |  | 1.8% | 10 |
| 4K Ultra HD TV |  | 7.6% | 43 |
| Smart TV |  | 15.1% | 86 |
| None of the above / Does not apply |  | 62.3% | 354 |






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 |  | 34.3% | 195 |
| Prepaid Cell Phone |  | 6.2% | 35 |
| None of the above / Does not apply |  | 62.5% | 355 |











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 |  | 8.5% | 48 |
| Necklaces |  | 8.3% | 47 |
| Rings (Other) |  | 6.0% | 34 |
| Earrings |  | 20.2% | 115 |
| Diamond Jewelry |  | 5.3% | 30 |
| Gold Jewelry |  | 6.5% | 37 |
| Silver Jewelry |  | 7.0% | 40 |
| Gemstone Jewelry |  | 3.0% | 17 |
| Pearl Jewelry |  | 3.2% | 18 |
| Men's Jewelry |  | 3.2% | 18 |
| Costume Jewelry |  | 11.8% | 67 |
| Designer Jewelry |  | 3.5% | 20 |
| Women's Watch |  | 3.7% | 21 |
| Women's Jewelry |  | 12.5% | 71 |
| None of the above / Does not apply |  | 61.3% | 348 |
| Engagement Rings |  | 1.4% | 8 |
| Wedding Rings |  | 2.5% | 14 |
| Pendants |  | 2.5% | 14 |
| Celtic Jewelry |  | 1.4% | 8 |
| Jewelry Box or Organizer |  | 2.8% | 16 |
| Men's High-End Watch |  | 1.9% | 11 |





















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Auto Insurance |  | 15.1% | 86 |
| Homeowner Insurance |  | 13.4% | 76 |
| Life Insurance |  | 8.5% | 48 |
| Medical (Health) Insurance |  | 10.2% | 58 |
| None of the above / Does not apply |  | 74.1% | 421 |

















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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Agriculture Insurance |  | 1.2% | 7 |
| Crop Insurance |  | 0.7% | 4 |
| Dental Insurance |  | 25.7% | 146 |
| Disability Insurance |  | 3.7% | 21 |
| Medicare |  | 18.1% | 103 |
| Long Term Care Insurance |  | 3.9% | 22 |
| Pet Insurance |  | 2.5% | 14 |
| Professional Liability Insurance |  | 2.5% | 14 |
| Renters Insurance |  | 4.4% | 25 |
| None of the above / Does not apply |  | 59.0% | 335 |

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 |
|---|--|---------|-----------|
| Audiologist |  | 6.3% | 36 |
| Chiropractic Care |  | 16.7% | 95 |
| Counseling & Mental Health Services |  | 6.0% | 34 |
| Checkup |  | 42.6% | 242 |
| Hospital |  | 9.2% | 52 |
| Medical Services |  | 13.7% | 78 |
| Optometrist |  | 24.6% | 140 |
| Pediatric Dentist |  | 5.3% | 30 |
| Pediatrician |  | 8.6% | 49 |
| Primary Care |  | 37.9% | 215 |
| Wellness Services |  | 6.7% | 38 |
| Weight Loss Service |  | 5.3% | 30 |
| Physical Therapy or Rehabilitation service provider |  | 6.2% | 35 |
| Hearing Aid Center |  | 7.0% | 40 |
| Prescription Drugs |  | 51.4% | 292 |
| None of the above / Does not apply |  | 23.9% | 136 |
| Acupuncture |  | 1.6% | 9 |
| Geriatric Specialist |  | 1.4% | 8 |
| Home Healthcare |  | 0.7% | 4 |
| Alternative Care |  | 1.1% | 6 |

















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 |  | 2.6% | 15 |
| Bankruptcy Attorney |  | 0.4% | 2 |
| Banking, Partnership & Business Law Attorney |  | 2.1% | 12 |
| Child Support Attorney |  | 1.8% | 10 |
| Criminal Law Attorney |  | 0.2% | 1 |
| Disability & Social Security Attorney |  | 1.2% | 7 |
| Divorce & Family Law Attorney |  | 2.6% | 15 |
| General Practice Attorney |  | 4.0% | 23 |
| Intellectual Property Attorney |  | 0.7% | 4 |
| Malpractice Attorney |  | 0.4% | 2 |
| Patent, Trademark & Copyright Attorney |  | 0.4% | 2 |
| Probate Attorney |  | 1.8% | 10 |
| Real Estate Attorney |  | 5.6% | 32 |
| Taxation Attorney |  | 0.7% | 4 |
| Wills, Trusts & Estates Attorney |  | 12.5% | 71 |
| None of the above / Does not apply |  | 75.4% | 428 |

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 | | 57.7% | 328 |
| Teeth Cleaning | | 51.2% | 291 |
| Cavity Filling | | 16.9% | 96 |
| Crown | | 15.0% | 85 |
| Oral Surgery | | 3.9% | 22 |
| Braces | | 6.0% | 34 |
| Composite Bonding | | 1.8% | 10 |
| Dental Implants | | 7.0% | 40 |
| Dental Veneers | | 1.2% | 7 |
| Dentures | | 6.5% | 37 |
| Full Mouth Reconstruction | | 0.9% | 5 |
| Inlays or Onlays | | 0.5% | 3 |
| Smile Makeover | | 1.2% | 7 |
| Teeth Whitening | | 9.7% | 55 |
| None of the above / Does not apply | | 17.8% | 101 |






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 |  | 6.3% | 36 |
| Breast Augmentation |  | 0.9% | 5 |
| Breast Implants |  | 0.5% | 3 |
| Dermabrasion |  | 2.3% | 13 |
| Ear Surgery |  | 0.4% | 2 |
| Eyelid Surgery |  | 2.3% | 13 |
| Facelift |  | 0.2% | 1 |
| Forehead Lift |  | 0.2% | 1 |
| Hair Loss Treatment |  | 1.1% | 6 |
| Hair Transplant |  | 0.2% | 1 |
| Lap Band |  | 0.5% | 3 |
| Lasik |  | 1.6% | 9 |
| Lip Augmentation |  | 0.9% | 5 |
| Liposuction |  | 0.9% | 5 |
| Skin Treatment |  | 7.2% | 41 |
| None of the above / Does not apply |  | 85.0% | 483 |























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 |  | 43.7% | 248 |
| Receive Treatment for Back Pain |  | 8.5% | 48 |
| Have an Eye/Vision Exam |  | 52.1% | 296 |
| Have an Annual Physical or Checkup |  | 52.3% | 297 |
| Have X-Rays Taken |  | 10.7% | 61 |
| Have a Scheduled Surgery |  | 5.1% | 29 |
| Have Blood Drawn for Testing |  | 41.7% | 237 |
| Plan to Visit a Hospital for any Medical Service or Procedure |  | 9.7% | 55 |
| Have Foot Problems Diagnosed or Treated |  | 7.6% | 43 |
| Senior Travel |  | 4.2% | 24 |
| Receive Treatment for a Sleep Disorder |  | 6.0% | 34 |
| Cardiovascular Treatment |  | 8.1% | 46 |
| Cancer Treatment |  | 4.9% | 28 |
| Orthopaedic or Knee Surgery |  | 3.5% | 20 |
| Chiropractic Care |  | 15.5% | 88 |
| Do Corrective Exercises |  | 3.2% | 18 |
| Get Vaccinations at Drug Store or Pharmacy |  | 17.4% | 99 |
| Get Vaccinations at Doctors Office |  | 19.2% | 109 |
| Women's Health Care |  | 19.7% | 112 |
| Women's Diagnostics |  | 4.2% | 24 |
| Topical Skincare |  | 3.0% | 17 |
| Endocrinology Services |  | 3.0% | 17 |

| Value | | Percent | Responses |
|---|---|---------|-----------|
| None of the above / Does not apply |  | 21.5% | 122 |
| Use Physical Rehabilitation Services |  | 1.9% | 11 |
| Participate in a Medical Study |  | 0.5% | 3 |
| Stop Smoking |  | 2.8% | 16 |
| Receive Treatment for Vehicle or Workplace Injury |  | 0.4% | 2 |
| Hire a Personal Care Assistant |  | 0.5% | 3 |
| Hire a Caregiver or Respite Worker |  | 0.7% | 4 |
| Have Safety Bars Installed in Bathroom |  | 1.4% | 8 |
| Use Personal Trainer or Instructor |  | 2.5% | 14 |
| Stroke Treatment |  | 0.5% | 3 |
| Memory or Alzheimer's Care |  | 0.7% | 4 |
| Nutritional Counseling |  | 1.2% | 7 |
| Spinal and Postural Screening |  | 0.5% | 3 |
| Physiotherapy |  | 0.7% | 4 |
| Join a Weight Loss Group |  | 2.5% | 14 |
| Have Reflexology Treatment |  | 0.4% | 2 |
| Hire a Weight Loss Professional |  | 1.2% | 7 |
| Have Cataract Surgery |  | 2.6% | 15 |
| Discretionary Health Care and Wellness Services |  | 2.1% | 12 |
| Have Acupuncture |  | 0.9% | 5 |
| Receive Treatment for PTSD |  | 1.2% | 7 |
| Online Therapy |  | 0.9% | 5 |
| In Home Medical Care |  | 0.5% | 3 |
| Memory Care Services |  | 0.5% | 3 |









| Value | | Percent | Responses |
|---------------------------------------|---|---------|-----------|
| Medical Transportation |  | 0.7% | 4 |
| Men's Diagnostics |  | 1.9% | 11 |
| Infertility and Reproductive Services |  | 0.7% | 4 |
| Infectious Disease Care |  | 1.1% | 6 |
| Weight Loss Surgery and Procedures |  | 0.9% | 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 |  | 5.1% | 29 |
| Have a Hearing Exam |  | 9.2% | 52 |
| Purchase Health Related Products |  | 8.5% | 48 |
| Purchase Health and Wellness Supplements |  | 15.3% | 87 |
| Purchase Prescription Eyeglasses |  | 28.3% | 161 |
| Purchase Prescription Contact Lenses |  | 13.7% | 78 |
| Purchase Allergy Medications |  | 20.2% | 115 |
| Purchase Blood Pressure Monitoring Device |  | 3.0% | 17 |
| Purchase Diabetes Testing Supplies |  | 7.9% | 45 |
| Purchase Weight Loss Supplements |  | 5.3% | 30 |
| Purchase Weight Loss Food Plan |  | 3.0% | 17 |
| Purchase Vitamins |  | 40.5% | 230 |
| Purchase Hemp Based Supplements |  | 3.2% | 18 |
| Purchase Anti Anxiety Medication or Supplements |  | 9.5% | 54 |
| None of the above / Does not apply |  | 34.9% | 198 |
| Purchase Phones for Loss of Sight or Hearing |  | 0.4% | 2 |
| Purchase a "In-the-Ear" Hearing Aid |  | 0.5% | 3 |
| Purchase a "Mini Behind-the-Ear" Hearing Aid |  | 0.2% | 1 |
| Purchase a Digital Hearing Aid |  | 1.6% | 9 |
| Purchase a "Behind-the-Ear" Hearing Aid |  | 1.6% | 9 |
| Purchase Hearing Aid Cleaning Supplies |  | 0.9% | 5 |
| Purchase a "In-the-Canal" Hearing Aid |  | 0.7% | 4 |

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Purchase Elder Care-Related Products or Services | | 0.5% | 3 |
| Purchase Medical Supplies or Equipment for Home | | 2.5% | 14 |
| Purchase a Mobility Device | | 1.1% | 6 |
| Handicap Accessible Products | | 2.3% | 13 |
| Purchase Orthopedic Shoes | | 1.2% | 7 |
| Purchase Home Medical Testing Equipment or Supplies | | 0.9% | 5 |
| Purchase "Aging in Place" Products | | 0.9% | 5 |
| Purchase a Medical Alert Service | | 0.2% | 1 |
| Discretionary Health Care and Wellness Services and Products | | 2.8% | 16 |















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 |  | 0.4% | 2 |
| Pre-purchase a Funeral Plot or Cremation Service |  | 5.6% | 32 |
| Purchase a Monument or Headstone |  | 1.9% | 11 |
| Use a Funeral Planner |  | 1.6% | 9 |
| Purchase Flowers for a Funeral |  | 4.4% | 25 |
| Use a Cremation Service |  | 1.2% | 7 |
| Hire a Religious or Spiritual Leader for a Funeral Service |  | 0.4% | 2 |
| None of the above / Does not apply |  | 87.3% | 496 |



















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 | | 1.2% | 7 |
| Find Home for Aging Parent | | 1.4% | 8 |
| Memory Care Services | | 0.9% | 5 |
| Move into a Independent Senior Housing Community | | 0.9% | 5 |
| Move into a Assisted Living Facility | | 0.7% | 4 |
| Move into a Nursing Home | | 0.5% | 3 |
| Move into a Alzheimer's Care Facility | | 0.4% | 2 |
| Hospice to your Home or House | | 0.2% | 1 |
| Utilize a Respite Provider | | 0.5% | 3 |
| Seek Senior Care/Companionship | | 0.2% | 1 |
| Wheelchair - Mobility Store | | 1.2% | 7 |
| None of the above / Does not apply | | 94.5% | 537 |













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% | 23 |
| Open Savings Account |  | 3.9% | 22 |
| Online Banking |  | 42.1% | 239 |
| Manage Investments |  | 13.6% | 77 |
| Manage Retirement Accounts |  | 11.3% | 64 |
| Mortgage Line of Credit |  | 3.0% | 17 |
| Financial Consulting |  | 9.3% | 53 |
| Financial Services |  | 8.5% | 48 |
| Safe Deposit Box Rental |  | 7.2% | 41 |
| Obtain New Credit Card |  | 3.3% | 19 |
| Payday Loan or Check Cashing Business |  | 0.7% | 4 |
| Use Vehicle Title Loan Company |  | 0.4% | 2 |
| Tax Preparation |  | 24.3% | 138 |
| None of the above / Does not apply |  | 39.3% | 223 |























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






| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Annuities |  | 4.4% | 25 |
| Cash App |  | 4.4% | 25 |
| Certificates of Deposit |  | 8.3% | 47 |
| City or State Bonds |  | 1.9% | 11 |
| Collectibles, Antiques or Art |  | 2.8% | 16 |
| Common or Preferred Stock |  | 9.0% | 51 |
| Corporate Bonds or Debentures |  | 1.4% | 8 |
| 401(k) |  | 22.2% | 126 |
| Gold or Precious Metals |  | 2.6% | 15 |
| IRA |  | 13.6% | 77 |
| Money Market Funds |  | 9.0% | 51 |
| Mutual Funds |  | 11.3% | 64 |
| Non-US Stocks |  | 1.6% | 9 |
| Options |  | 0.5% | 3 |
| US Savings Bonds |  | 1.6% | 9 |
| US Treasury Notes |  | 0.7% | 4 |
| Coins or Stamps |  | 3.3% | 19 |
| None of the above / Does not apply |  | 56.3% | 320 |

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












| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Agriculture Loan |  | 0.9% | 5 |
| Business Equipment Loan |  | 0.9% | 5 |
| Carpeting or Furniture Loan |  | 0.2% | 1 |
| College Expenses Loan |  | 2.5% | 14 |
| College Tuition Loan |  | 4.8% | 27 |
| Debt Consolidation Loan |  | 2.1% | 12 |
| Medical Expenses Loan |  | 1.1% | 6 |
| New Vehicle Loan |  | 5.8% | 33 |
| Used Vehicle Loan |  | 5.3% | 30 |
| Vacation or Travel Loan |  | 0.7% | 4 |
| Wedding Loan |  | 1.2% | 7 |
| None of the above / Does not apply |  | 82.4% | 468 |

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 |  | 27.5% | 156 |
| Athleisure Clothing & Apparel |  | 23.2% | 132 |
| Coats |  | 18.0% | 102 |
| Dress Shoes |  | 29.0% | 165 |
| Nail Polish |  | 22.0% | 125 |
| Eyewear or Sunglasses |  | 37.7% | 214 |
| Handbags |  | 28.0% | 159 |
| Hats |  | 12.5% | 71 |
| Intimate Apparel |  | 20.6% | 117 |
| Jewelry or Accessories |  | 22.2% | 126 |
| Watches |  | 6.3% | 36 |
| Leisure Wear / Sweatpants |  | 26.1% | 148 |
| Luggage or Bags |  | 7.6% | 43 |
| Perfume |  | 22.2% | 126 |
| Men's Apparel |  | 44.7% | 254 |
| Men's Shoes |  | 37.9% | 215 |
| Men's Underwear |  | 37.9% | 215 |
| Women's Apparel |  | 63.2% | 359 |
| Women's Pajamas or Sleepwear |  | 33.5% | 190 |
| Women's Shoes |  | 55.3% | 314 |
| Women's Underwear |  | 45.8% | 260 |
| Socks |  | 40.5% | 230 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Scarves |  | 5.8% | 33 |
| Uniforms |  | 7.6% | 43 |
| Western Clothing |  | 5.6% | 32 |
| Outerwear |  | 18.8% | 107 |
| None of the above / Does not apply |  | 11.1% | 63 |








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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Children's Sweaters |  | 10.2% | 58 |
| Children's Pants |  | 18.7% | 106 |
| Children's T-Shirts |  | 19.7% | 112 |
| Children's Dresses |  | 12.9% | 73 |
| Children's Pajamas or Sleepwear |  | 17.3% | 98 |
| Children's Socks |  | 16.2% | 92 |
| Children's Shorts |  | 17.8% | 101 |
| Infant Clothing |  | 8.6% | 49 |
| Children's School Uniform |  | 5.8% | 33 |
| Children's Athletic Clothing |  | 12.5% | 71 |
| None of the above / Does not apply |  | 69.2% | 393 |























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) | | 45.1% | 256 |
| Boots (Men's) | | 16.7% | 95 |
| Cowboy Boots (Men's) | | 5.1% | 29 |
| Work & Safety (Men's) | | 12.1% | 69 |
| Sneakers | | 32.9% | 187 |
| Classic & Fashion Sneakers (Women's) | | 26.8% | 152 |
| Work & Safety (Women's) | | 3.9% | 22 |
| Cowboy Boots (Women's) | | 4.8% | 27 |
| Athletic & Outdoor Shoes (Women's) | | 50.7% | 288 |
| Athletic & Outdoor Shoes (Children's) | | 19.4% | 110 |
| Cowboy Boots (Children's) | | 3.7% | 21 |
| None of the above / Does not apply | | 22.0% | 125 |

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 |  | 17.3% | 98 |
| Have Clothing Dry Cleaned |  | 29.6% | 168 |
| Have Shoes Repaired |  | 7.9% | 45 |
| Rent or Purchase a Costume |  | 2.6% | 15 |
| Wash Clothing at a Laundromat |  | 6.7% | 38 |
| Purchase Custom Made Clothing Items |  | 2.3% | 13 |
| None of the above / Does not apply |  | 58.1% | 330 |






















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 |  | 4.0% | 23 |
| Bicycle or Mountain Bike (Adult) |  | 4.6% | 26 |
| Bicycle Tune-Up or Repair |  | 4.0% | 23 |
| Camping or Hiking Equipment |  | 8.5% | 48 |
| Exercise or Fitness Equipment |  | 8.8% | 50 |
| Fishing Rods or Reels |  | 15.5% | 88 |
| Fishing Bait or Attractant |  | 17.6% | 100 |
| Fishing Accessories |  | 21.8% | 124 |
| Golf Clubs or Equipment |  | 7.6% | 43 |
| Hunting Gear |  | 11.3% | 64 |
| Ammunition |  | 32.4% | 184 |
| Running or Jogging Equipment |  | 4.2% | 24 |
| Sports Equipment (Children) |  | 5.3% | 30 |
| Swimming Gear |  | 6.3% | 36 |
| Weight Lifting Equipment |  | 3.5% | 20 |
| Rifle |  | 10.9% | 62 |
| Hand Gun |  | 17.1% | 97 |
| Shotgun |  | 9.7% | 55 |
| None of the above / Does not apply |  | 40.1% | 228 |
| Bicycle or Mountain Bike (Child) |  | 1.6% | 9 |
| High End Bicycle |  | 0.4% | 2 |
| Bicycle Rental |  | 1.8% | 10 |

| Value | | Percent | Responses |
|---------------------------------------|--|---------|-----------|
| Scuba, Diving or Snorkeling Equipment | | 1.6% | 9 |
| Skiing Equipment | | 0.9% | 5 |
| Soccer Equipment | | 1.1% | 6 |
| Sports Memorabilia | | 1.6% | 9 |
| Trampoline | | 1.8% | 10 |
| Trophies or Plaques | | 1.1% | 6 |
| Used Sporting Equipment | | 2.3% | 13 |




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

| Value | | Percent | Responses |
|-------------------------------|---|---------|-----------|
| Bark Dust or Mulch |  | 29.9% | 170 |
| Bedding Flowers or Perennials |  | 39.1% | 222 |
| Chainsaw |  | 5.1% | 29 |
| Fertilizer |  | 35.4% | 201 |
| Flower Pots |  | 31.7% | 180 |
| Fountains |  | 3.9% | 22 |
| Garden Ornaments |  | 10.7% | 61 |
| Gate |  | 3.7% | 21 |
| Gravel or Rock |  | 17.8% | 101 |
| Hand Garden Tools |  | 18.7% | 106 |
| Landscaping |  | 14.8% | 84 |
| Indoor Garden Supplies |  | 5.8% | 33 |
| Decorative Rock |  | 10.7% | 61 |
| Lawn Seed, Turf or Sod |  | 9.3% | 53 |
| Outdoor Fireplace or Fire Pit |  | 7.6% | 43 |
| Outdoor Furniture |  | 15.8% | 90 |
| Outdoor Grill |  | 10.0% | 57 |
| Outdoor Smoker |  | 3.0% | 17 |
| Patio Cover, Awning or Canopy |  | 6.2% | 35 |
| Patio Furniture |  | 13.0% | 74 |
| Power Garden Tools |  | 3.7% | 21 |
| Propane |  | 18.3% | 104 |























| Value | | Percent | Responses |
|--|---|---------|-----------|
| Lawn Mower (Push) |  | 4.4% | 25 |
| Lawn Mower (Riding) |  | 8.8% | 50 |
| Screen Porch |  | 3.7% | 21 |
| Shrubbery or Trees |  | 10.6% | 60 |
| Stone (Cast, Crushed or Natural) |  | 3.5% | 20 |
| Storage Shed |  | 6.9% | 39 |
| Leaf Blower |  | 5.1% | 29 |
| Insect or Fungus Control Products |  | 18.5% | 105 |
| Outdoor Garden Flags |  | 6.2% | 35 |
| Greenhouse |  | 3.2% | 18 |
| None of the above / Does not apply |  | 23.4% | 133 |
| Gazebo |  | 2.1% | 12 |
| Insects (Bees or Other Beneficial Species) |  | 2.8% | 16 |
| Patio Heater |  | 2.8% | 16 |
| Outdoor Infrared Heater or Fireplace |  | 1.9% | 11 |
| Outdoor Kitchen Equipment |  | 1.8% | 10 |
| Outdoor Entertainment Center |  | 2.1% | 12 |
| Pole Shed |  | 1.4% | 8 |
| Portable Outdoor Heater |  | 1.9% | 11 |
| Rototiller |  | 0.5% | 3 |
| Snow Blower |  | 0.2% | 1 |

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 | | 38.7% | 220 |
| Book Hotel Room | | 57.7% | 328 |
| Book Local Lodging for Guests | | 4.4% | 25 |
| Business Travel | | 7.4% | 42 |
| Buy Luggage | | 4.4% | 25 |
| Buy Travel Tickets | | 17.4% | 99 |
| Chartered Fishing Trip | | 4.4% | 25 |
| Gamble at a Casino | | 14.8% | 84 |
| Hotel or Resort Stay | | 39.8% | 226 |
| International Travel | | 8.6% | 49 |
| Rent a Car | | 14.8% | 84 |
| Stay at a Casino | | 8.1% | 46 |
| Stay at an RV Park | | 5.6% | 32 |
| Take a Cruise | | 11.1% | 63 |
| Train Trip | | 6.0% | 34 |
| Travel Packages | | 6.7% | 38 |
| Use a Travel Agent or Agency | | 6.3% | 36 |
| Vacation Inside Home State | | 17.3% | 98 |
| Vacation Outside Home State (within the Continental US) | | 34.2% | 194 |
| None of the above / Does not apply | | 22.5% | 128 |
| Charter a Boat | | 2.6% | 15 |
| Golf Vacation | | 2.6% | 15 |
























| Value | | Percent | Responses |
|-----------------|---|---------|-----------|
| Play Bingo |  | 2.5% | 14 |
| Rent RV |  | 2.1% | 12 |
| Ski Resort Stay |  | 2.1% | 12 |

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 |  | 16.2% | 92 |
| Bird Seed |  | 15.3% | 87 |
| Cat Food |  | 26.8% | 152 |
| Dog Food |  | 49.3% | 280 |
| Fish Food |  | 4.4% | 25 |
| Specialized Pet Food |  | 4.4% | 25 |
| Other Pet Food |  | 6.9% | 39 |
| Pet Accessories |  | 17.1% | 97 |
| Pet Clothing |  | 4.6% | 26 |
| Pet Toys |  | 19.5% | 111 |
| Annual Pet Vaccinations |  | 40.7% | 231 |
| Annual Pet Checkups |  | 38.0% | 216 |
| Adopt or Rescue a Pet |  | 4.9% | 28 |
| Purchase Pet Medication |  | 15.0% | 85 |
| Board a Pet Overnight |  | 11.6% | 66 |
| Pet Dental Care |  | 5.3% | 30 |
| Pet Grooming Services |  | 16.0% | 91 |
| Pet Sitting Services |  | 4.9% | 28 |
| Anti Anxiety or Stress Pet Medication for Holidays |  | 3.7% | 21 |
| None of the above / Does not apply |  | 30.1% | 171 |
| Pet Enclosure |  | 0.7% | 4 |
| Aquarium or Tank |  | 2.1% | 12 |























| Value | | Percent | Responses |
|---|--|---------|-----------|
| Fish Supplies | | 2.5% | 14 |
| Disease Diagnosis | | 1.1% | 6 |
| Find a New Veterinarian | | 2.8% | 16 |
| Pet Travel Cage | | 1.8% | 10 |
| Pet Travel Accessories | | 1.4% | 8 |
| Cremation or Burial Services | | 0.9% | 5 |
| Purchase a Pet | | 1.4% | 8 |
| Holistic or Alternative Pet Care | | 0.4% | 2 |
| Pet Tracking Device | | 2.6% | 15 |
| Animal Training Classes | | 1.6% | 9 |
| Hemp Based Pet Supplements | | 1.4% | 8 |
| THC Based Pet Supplements | | 1.1% | 6 |
| Holistic or Alternative Pet Supplements | | 0.7% | 4 |











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 a Room |  | 3.2% | 18 |
| Add or Replace Deck |  | 7.4% | 42 |
| Add a Fence or Wall Structure |  | 15.5% | 88 |
| Remodel Kitchen |  | 7.2% | 41 |
| Cabinet Refacing or Resurfacing |  | 5.5% | 31 |
| Remodel Bathroom |  | 12.7% | 72 |
| Build a Storage Shed |  | 6.7% | 38 |
| General Remodeling |  | 12.1% | 69 |
| Add a Swimming Pool |  | 4.6% | 26 |
| Install Security or Monitoring System |  | 3.2% | 18 |
| Resurface or Build New Driveway |  | 4.8% | 27 |
| Replace Carpet |  | 7.4% | 42 |
| Replace Flooring |  | 13.9% | 79 |
| Replace Windows |  | 7.2% | 41 |
| None of the above / Does not apply |  | 48.4% | 275 |
| Add a Home Office |  | 1.6% | 9 |
| Remodel Closet |  | 2.8% | 16 |
| Refinish Bathtub |  | 2.1% | 12 |
| Install a Glass Shower |  | 2.6% | 15 |
| Remodel or Finish Basement Living Area |  | 0.4% | 2 |
| Replace Garage Door |  | 2.6% | 15 |
| Build a Garage |  | 2.5% | 14 |
| Build Out-Building |  | 2.5% | 14 |























| Value | | Percent | Responses |
|--|--|---------|-----------|
| Have Furniture Restored | | 2.8% | 16 |
| Switch from Gas to Electric | | 0.2% | 1 |
| Switch from Electric to Gas | | 1.4% | 8 |
| Install "Aging In Place" Products | | 0.5% | 3 |
| Install a Solar Energy System | | 0.7% | 4 |
| Stone or Marble Work (Bathroom or Kitchen) | | 2.6% | 15 |
| Sealcoating | | 0.5% | 3 |
| Asphalt Repair | | 2.1% | 12 |
| Asphalt Resurfacing | | 1.4% | 8 |
| Residential Paving | | 2.3% | 13 |
| Build a "Tiny House" | | 1.4% | 8 |
| Install Handicap Accessible Addition | | 0.5% | 3 |

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 |  | 11.3% | 64 |
| Decking |  | 11.4% | 65 |
| Doors (Exterior) |  | 13.0% | 74 |
| Doors (Interior) |  | 10.0% | 57 |
| Electrical Supplies |  | 9.0% | 51 |
| Fencing |  | 14.1% | 80 |
| Generator |  | 6.0% | 34 |
| Hand Tools |  | 12.7% | 72 |
| Hardwood Products |  | 9.9% | 56 |
| Home Security Doorbell Camera |  | 8.1% | 46 |
| Kitchen Cabinets |  | 6.9% | 39 |
| Lighting and Fixtures |  | 14.1% | 80 |
| Lumber |  | 18.8% | 107 |
| Molding |  | 7.2% | 41 |
| Paint (Exterior) |  | 20.4% | 116 |
| Paint (Interior) |  | 24.3% | 138 |
| Plywood |  | 10.7% | 61 |
| Plumbing Supplies |  | 11.3% | 64 |
| Power Tools |  | 6.7% | 38 |
| Rain Gutters |  | 6.9% | 39 |
| Roofing (Composition) |  | 3.3% | 19 |
| Roofing (Other) |  | 5.1% | 29 |























| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Security Locks |  | 3.9% | 22 |
| Siding |  | 4.4% | 25 |
| Windows |  | 10.4% | 59 |
| None of the above / Does not apply |  | 39.1% | 222 |
| Furnace |  | 1.4% | 8 |
| Mill Work |  | 2.5% | 14 |
| Security Door |  | 1.2% | 7 |
| Water Softener System or Supplies |  | 0.9% | 5 |
| Wood Stove or Fireplace |  | 1.4% | 8 |
| Window Guards |  | 0.7% | 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 |  | 12.9% | 73 |
| Air Duct Cleaning |  | 7.4% | 42 |
| Appliance Repair |  | 7.2% | 41 |
| Carpenter or Woodworking |  | 10.4% | 59 |
| Carpet Cleaning |  | 7.7% | 44 |
| Chimney Cleaning & Repair |  | 4.0% | 23 |
| Concrete Repair |  | 3.7% | 21 |
| Drywall Installation or Repair |  | 6.0% | 34 |
| Electrical Repair |  | 6.0% | 34 |
| Flooring - Ceramic Tile (Installation or Repair) |  | 4.8% | 27 |
| Flooring - Laminate (Installation or Repair) |  | 7.2% | 41 |
| Flooring - Wood (Installation or Repair) |  | 7.2% | 41 |
| Flooring - Other (Installation or Repair) |  | 5.3% | 30 |
| Gardening Services |  | 5.6% | 32 |
| Gutter Installation or Repair |  | 6.2% | 35 |
| Handyman Services |  | 16.0% | 91 |
| Home Repair |  | 10.7% | 61 |
| Home Remodel |  | 7.0% | 40 |
| None of the above / Does not apply |  | 44.2% | 251 |
| Alternative Energy Systems Installation |  | 0.5% | 3 |
| Alternative Energy Systems (Service or Repair) |  | 0.5% | 3 |
| Blinds Cleaning |  | 2.8% | 16 |























| Value | | Percent | Responses |
|--|--|---------|-----------|
| Electrical Panel Replacement | | 1.1% | 6 |
| Excavation & Wrecking | | 0.4% | 2 |
| Fire & Water Damage Restoration | | 1.6% | 9 |
| Flooring - Linoleum (Installation or Repair) | | 2.1% | 12 |
| Foundation Repair | | 2.5% | 14 |
| Furnace Cleaning | | 1.6% | 9 |
| Furnace Repair | | 0.5% | 3 |
| Furniture Reupholster | | 2.8% | 16 |
| Heating Repair | | 0.7% | 4 |
| Home Computer Repair | | 1.2% | 7 |
| Home Electronics Repair | | 1.2% | 7 |
| Home Heating Oil or Fuel Service | | 0.5% | 3 |

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 |  | 5.3% | 30 |
| House Cleaning Service |  | 12.5% | 71 |
| Interior Design |  | 3.0% | 17 |
| Junk or Yard Waste Removal |  | 4.8% | 27 |
| Recycle |  | 5.3% | 30 |
| Landscaping Service |  | 10.2% | 58 |
| Painting |  | 17.3% | 98 |
| Pest Control |  | 19.5% | 111 |
| Plumbing Repair |  | 8.3% | 47 |
| Pressure Washing |  | 9.0% | 51 |
| Preventative Home Maintenance |  | 3.3% | 19 |
| Roof Repair |  | 5.8% | 33 |
| Security System |  | 3.9% | 22 |
| Trash Removal |  | 7.0% | 40 |
| Window Installation |  | 6.2% | 35 |
| Computer Repair |  | 3.9% | 22 |
| Mobile or Cell Phone Repair |  | 4.2% | 24 |
| None of the above / Does not apply |  | 42.4% | 241 |
| Black Top Contractors |  | 1.8% | 10 |
| Insulation Installation or Maintenance |  | 2.3% | 13 |
| Sell Scrap Metal |  | 2.3% | 13 |
| Movers |  | 2.3% | 13 |






















| Value | | Percent | Responses |
|--|--|---------|-----------|
| Mold Inspection or Removal | | 1.9% | 11 |
| Party Equipment Rental | | 0.4% | 2 |
| Pool Cleaning Service | | 1.9% | 11 |
| Septic Tank Cleaning or Repair | | 2.3% | 13 |
| Siding Replacement | | 2.8% | 16 |
| Snow Removal | | 0.4% | 2 |
| Solar Heating or Power System Installation or Repair | | 0.5% | 3 |
| Stucco or Exterior Coating | | 0.5% | 3 |
| Tool Rental | | 1.6% | 9 |
| Tornado or Storm Shelter Building or Repair | | 1.6% | 9 |
| Water Well Drilling | | 0.5% | 3 |
| Waterproofing | | 1.2% | 7 |
| Window Tinting for Home | | 1.1% | 6 |
| Window Washing | | 2.1% | 12 |
| Yard Equipment Rental | | 0.7% | 4 |

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

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Air Conditioning (Buy) |  | 8.6% | 49 |
| Awning |  | 3.9% | 22 |
| Batteries (Home or Office) |  | 38.4% | 218 |
| Candles |  | 22.0% | 125 |
| Clocks |  | 5.6% | 32 |
| Country or State Flags |  | 7.6% | 43 |
| Curtains or Drapes |  | 12.0% | 68 |
| Cutlery, Flatware or Silverware |  | 5.3% | 30 |
| Emergency Preparedness Kit or Supplies |  | 4.4% | 25 |
| Firewood |  | 8.1% | 46 |
| Flooring Tile |  | 7.9% | 45 |
| Floral Arrangements |  | 8.6% | 49 |
| Hardwood Flooring |  | 8.3% | 47 |
| Home Decor or Decorating |  | 16.9% | 96 |
| Indoor Flowers |  | 7.0% | 40 |
| King Size Bed |  | 5.5% | 31 |
| Laminate Flooring |  | 7.0% | 40 |
| Linens (Bathroom) |  | 16.7% | 95 |
| Linens (Bedroom) |  | 18.0% | 102 |
| Linens (Dining Room or Kitchen) |  | 6.5% | 37 |
| Picture Frames |  | 11.1% | 63 |
| Remote Home Monitoring Video Camera |  | 4.2% | 24 |


















| Value | | Percent | Responses |
|--------------------------------------|--|---------|-----------|
| Safe | | 3.0% | 17 |
| Shutters | | 3.2% | 18 |
| Smoke Alarm or Detector | | 5.5% | 31 |
| Storage Boxes or Tubs | | 8.6% | 49 |
| Toilet Paper | | 55.5% | 315 |
| Window Blinds (Venetian or Mini) | | 6.9% | 39 |
| Window Coverings | | 6.9% | 39 |
| None of the above / Does not apply | | 24.3% | 138 |
| Ductless Heat Pumps | | 0.9% | 5 |
| Hot Tub or Spa (New) | | 2.6% | 15 |
| Hot Tub or Spa (Used) | | 0.7% | 4 |
| Sewing Machine | | 2.1% | 12 |
| Signs or Banners | | 1.6% | 9 |
| Solar Water Heater | | 0.4% | 2 |
| Sports Team Flags | | 2.8% | 16 |
| Twin Size Bed | | 1.9% | 11 |
| Wallpaper | | 2.3% | 13 |
| Water Purification System (Drinking) | | 2.5% | 14 |

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 |  | 8.8% | 50 |
| Closet System |  | 3.7% | 21 |
| Fine Art (Paintings, Pottery, Etc.) |  | 4.8% | 27 |
| Foam Mattress |  | 3.5% | 20 |
| Furniture (Bedroom) |  | 12.0% | 68 |
| Furniture (Children's) |  | 3.5% | 20 |
| Furniture (Dining Room) |  | 6.0% | 34 |
| Furniture (Home Office) |  | 3.7% | 21 |
| Furniture (Living Room) |  | 16.5% | 94 |
| Innerspring Mattress |  | 3.3% | 19 |
| Memory Foam Mattress |  | 6.7% | 38 |
| Pillow Top Mattress |  | 6.5% | 37 |
| Queen Size Bed |  | 5.6% | 32 |
| Reclining Chair |  | 9.0% | 51 |
| Rugs |  | 15.5% | 88 |
| None of the above / Does not apply |  | 47.7% | 271 |
| Crib |  | 1.4% | 8 |
| Custom Built Furniture |  | 1.4% | 8 |
| Furnace |  | 0.7% | 4 |
| Futon |  | 1.2% | 7 |
| Gas Burning Freestanding Stoves |  | 0.7% | 4 |
| Latex Mattress |  | 0.5% | 3 |

| Value | | Percent | Responses |
|------------------------------|--|---------|-----------|
| Oriental Carpeting | | 0.2% | 1 |
| Reclaimed Wood Furniture | | 1.9% | 11 |
| Reconditioned Furniture | | 0.9% | 5 |
| Rugs (Persian) | | 1.1% | 6 |
| Swimming Pool (Above Ground) | | 2.5% | 14 |
| Swimming Pool (In-Ground) | | 2.3% | 13 |
| Tankless Water Heater | | 2.1% | 12 |
| Water Heater | | 2.1% | 12 |























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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Paintings |  | 11.3% | 64 |
| Fine Art |  | 5.5% | 31 |
| Photographs |  | 12.5% | 71 |
| Pottery |  | 7.2% | 41 |
| Blown Glass |  | 2.5% | 14 |
| Stone Carvings |  | 1.9% | 11 |
| Sculpture |  | 3.0% | 17 |
| Artistic Wall Decor |  | 8.6% | 49 |
| Wood Carvings |  | 3.5% | 20 |
| Poster Art |  | 2.6% | 15 |
| Religious Art |  | 4.4% | 25 |
| Stained Glass |  | 4.9% | 28 |
| Ceramics |  | 4.6% | 26 |
| Metal Work Art |  | 4.4% | 25 |
| Music Memorabilia |  | 1.6% | 9 |
| Movie Memorabilia |  | 1.4% | 8 |
| None of the above / Does not apply |  | 69.2% | 393 |

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 |  | 9.0% | 51 |
| Dishwasher |  | 9.3% | 53 |
| Freezer |  | 5.8% | 33 |
| Range |  | 6.9% | 39 |
| Oven |  | 7.0% | 40 |
| Washer |  | 6.7% | 38 |
| Dryer |  | 7.4% | 42 |
| Blender |  | 6.7% | 38 |
| Instant Pot |  | 3.9% | 22 |
| Microwave |  | 7.7% | 44 |
| Window Air Conditioner |  | 3.9% | 22 |
| Coffee or Espresso Machine |  | 7.7% | 44 |
| Vacuum Cleaner |  | 6.7% | 38 |
| None of the above / Does not apply |  | 58.3% | 331 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Aftermarket Products |  | 5.3% | 30 |
| Battery |  | 8.3% | 47 |
| Child Car Seat |  | 4.6% | 26 |
| Floor Mats |  | 6.5% | 37 |
| Lights |  | 4.2% | 24 |
| Seat Covers |  | 6.9% | 39 |
| Tires |  | 22.2% | 126 |
| Wheels or Rims |  | 3.0% | 17 |
| Wiper Blades |  | 28.0% | 159 |
| Window Tinting Equipment (Auto) |  | 3.2% | 18 |
| None of the above / Does not apply |  | 48.9% | 278 |
| Canopy |  | 1.2% | 7 |
| Cargo Trailer |  | 1.1% | 6 |
| Grill Guard |  | 0.9% | 5 |
| Ground Effects |  | 0.7% | 4 |
| Mirror(s) |  | 1.8% | 10 |
| Motorcycle Accessories |  | 1.2% | 7 |
| Motorcycle Parts |  | 1.4% | 8 |
| Performance Parts |  | 1.4% | 8 |
| RV Accessories or Supplies |  | 2.6% | 15 |
| Roof Rack |  | 0.9% | 5 |
| Running Boards |  | 1.1% | 6 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Spoiler | | 0.4% | 2 |
| Step Bar | | 1.6% | 9 |
| Stereo System (Auto, Car or Truck) | | 2.3% | 13 |
| Tool Box | | 1.8% | 10 |
| Trailer Hitch | | 2.1% | 12 |
| Truck Bed Liner | | 1.2% | 7 |
| Visor | | 0.4% | 2 |
| Winch | | 0.7% | 4 |

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 |  | 5.8% | 33 |
| 60,000 Mile Service |  | 7.0% | 40 |
| 100,000 Mile Service |  | 9.5% | 54 |
| Auto Detailing |  | 13.0% | 74 |
| Auto Repair (General) |  | 8.5% | 48 |
| Alignment |  | 8.5% | 48 |
| Body Work |  | 6.7% | 38 |
| Brake Replacement, Adjustment |  | 5.1% | 29 |
| Car Rental |  | 3.5% | 20 |
| Car Wash |  | 44.5% | 253 |
| Gas or Service Station Services |  | 22.2% | 126 |
| Oil Change or Lube |  | 46.0% | 261 |
| Painting |  | 3.7% | 21 |
| Preventative Maintenance |  | 15.7% | 89 |
| Safety Inspection |  | 3.2% | 18 |
| Tire Mounting or Installation |  | 8.1% | 46 |
| Tune-Up |  | 9.7% | 55 |
| Upholstery Repair |  | 3.0% | 17 |
| Vehicle Air Conditioning Repair |  | 4.2% | 24 |
| Windshield or Glass Repair |  | 12.7% | 72 |
| Windshield or Window Tinting |  | 4.4% | 25 |
| None of the above / Does not apply |  | 21.3% | 121 |
| Auto Warranty Work (Work Covered by Warranty) |  | 1.6% | 9 |

| Value | | Percent | Responses |
|--|--|---------|-----------|
| DEQ Inspection | | 0.4% | 2 |
| Electrical Repair | | 1.2% | 7 |
| Upgrade of Car for Smartphone, Hands-Free Device, etc. | | 1.8% | 10 |
| Motor Repair or Replacement | | 0.9% | 5 |
| Motorcycle Repair | | 0.2% | 1 |
| Muffler | | 0.9% | 5 |
| RV Maintenance or Service | | 1.6% | 9 |
| Shocks | | 1.6% | 9 |
| Stereo Installation | | 1.2% | 7 |
| Transmission or Clutch Repair | | 1.1% | 6 |
| Vehicle Storage | | 0.7% | 4 |
| Vehicle Towing | | 0.9% | 5 |

















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 | | 47.2% | 268 |
| Beauty Products | | 43.1% | 245 |
| Cosmetics | | 48.2% | 274 |
| Babysitting | | 4.9% | 28 |
| Facial | | 21.0% | 119 |
| Hair Care Products | | 57.7% | 328 |
| Hair Coloring | | 35.2% | 200 |
| Hair Cut | | 67.3% | 382 |
| Hair Removal | | 4.8% | 27 |
| Hair Extensions, Wigs or Weaves | | 3.7% | 21 |
| Manicure | | 30.1% | 171 |
| Massage Therapy | | 17.8% | 101 |
| Pedicure | | 38.2% | 217 |
| Skin Cleaning Products | | 24.3% | 138 |
| Skin Repairing / Conditioning Products | | 12.7% | 72 |
| Tanning Bed or Spray Tan | | 8.8% | 50 |
| Tattoo or Piercing | | 6.3% | 36 |
| None of the above / Does not apply | | 12.3% | 70 |























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) |  | 36.6% | 208 |
| Books (Used) |  | 21.5% | 122 |
| Books (Children's) |  | 16.7% | 95 |
| Board Games |  | 17.3% | 98 |
| Lottery Ticket |  | 25.9% | 147 |
| Collectibles |  | 5.3% | 30 |
| Comics |  | 2.1% | 12 |
| Graphic Novels |  | 1.8% | 10 |
| Computer Games |  | 6.5% | 37 |
| Magazines |  | 21.7% | 123 |
| Toys |  | 17.1% | 97 |
| Video Console Games |  | 8.8% | 50 |
| None of the above / Does not apply |  | 31.9% | 181 |

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 |  | 4.0% | 23 |
| Ceramics and Pottery |  | 3.2% | 18 |
| Collectables |  | 2.8% | 16 |
| Do-It-Yourself (DIY) |  | 22.2% | 126 |
| Games or Puzzles |  | 19.2% | 109 |
| Beer Brewing Supplies |  | 0.9% | 5 |
| Wine Making Supplies |  | 2.1% | 12 |
| Jewelry Making Supplies or Beads |  | 6.0% | 34 |
| Knitting |  | 4.0% | 23 |
| Making Arts and Crafts |  | 11.3% | 64 |
| Paper Crafts |  | 4.4% | 25 |
| Quilting |  | 4.4% | 25 |
| Scrapbooking |  | 5.3% | 30 |
| Toy Collecting |  | 1.1% | 6 |
| Trains, Plane & Car Model Kits |  | 1.4% | 8 |
| None of the above / Does not apply |  | 53.9% | 306 |

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) |  | 8.1% | 46 |
| Attend Online College or University (Part Time) |  | 5.8% | 33 |
| Online Continuing Education Courses |  | 4.2% | 24 |
| Arts or Crafts Lessons (Adult) |  | 3.5% | 20 |
| Attend a Free Lecture or Seminar |  | 9.3% | 53 |
| Attend Paid Online Lecture, Seminar or Special Class |  | 4.0% | 23 |
| Sports lessons (Child) |  | 3.2% | 18 |
| Yoga, Pilates, or Zumba |  | 5.6% | 32 |
| None of the above / Does not apply |  | 62.7% | 356 |
| Attend Online Graduate School |  | 2.8% | 16 |
| Attend Online Classes at Community College |  | 2.1% | 12 |
| Business School |  | 1.1% | 6 |
| Learning Center |  | 0.9% | 5 |
| Culinary School |  | 0.9% | 5 |
| Online Trade School |  | 0.7% | 4 |
| Online Professional Certification or Accreditation Courses |  | 2.6% | 15 |
| Online Language Lessons (Adult) |  | 1.8% | 10 |
| Online Music Lessons (Adult) |  | 0.9% | 5 |
| Sports Lessons (Adult) |  | 1.2% | 7 |
| Cooking Lessons (Adult) |  | 2.5% | 14 |
| Online Real Estate Classes |  | 1.1% | 6 |
| Online Child Education or Tutoring |  | 1.4% | 8 |

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Dance Lessons |  | 2.5% | 14 |
| Online Music Lessons (Child) |  | 0.4% | 2 |
| Personal Physical Training |  | 1.4% | 8 |
| Online Language Lessons (Child) |  | 0.4% | 2 |
| Arts or Crafts Lessons (Child) |  | 1.1% | 6 |
| Change Online School |  | 0.2% | 1 |
| Attend an Online Religion Based School |  | 1.2% | 7 |
| Attend an Online Local Workshop |  | 2.3% | 13 |





















91. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the NEXT 12 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Brushes |  | 14.6% | 83 |
| Oil paints |  | 6.3% | 36 |
| Acrylic Paints |  | 15.1% | 86 |
| Markers |  | 13.2% | 75 |
| Specialty Paper |  | 7.9% | 45 |
| Fabric Craft Supplies |  | 8.1% | 46 |
| Beads |  | 6.7% | 38 |
| Art Pencils and Pens |  | 14.6% | 83 |
| Scrapbooking Supplies |  | 5.6% | 32 |
| None of the above / Does not apply |  | 69.5% | 395 |

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









| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Clarinet |  | 0.5% | 3 |
| Drums |  | 2.1% | 12 |
| Flute |  | 1.1% | 6 |
| Acoustic Guitar |  | 3.3% | 19 |
| Electric Guitar |  | 2.1% | 12 |
| Electric Keyboard |  | 0.5% | 3 |
| Piano |  | 2.1% | 12 |
| Piano (High End) |  | 0.9% | 5 |
| Trumpet |  | 1.1% | 6 |
| Violin |  | 1.6% | 9 |
| None of the above / Does not apply |  | 89.3% | 507 |

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












| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Greek |  | 16.0% | 91 |
| French |  | 8.5% | 48 |
| Asian |  | 31.2% | 177 |
| German |  | 3.5% | 20 |
| American (New) |  | 41.4% | 235 |
| Italian |  | 45.8% | 260 |
| Cajun or Creole |  | 41.0% | 233 |
| Indian |  | 6.7% | 38 |
| Chinese |  | 48.2% | 274 |
| American (Traditional) |  | 74.1% | 421 |
| Thai |  | 13.2% | 75 |
| Middle Eastern |  | 4.9% | 28 |
| Japanese |  | 23.8% | 135 |
| Mexican |  | 68.1% | 387 |
| Vietnamese |  | 4.2% | 24 |
| Southern |  | 47.2% | 268 |
| Tex-Mex |  | 26.2% | 149 |
| Spanish |  | 7.6% | 43 |
| Mediterranean |  | 14.6% | 83 |
| None of the above / Does not apply |  | 6.5% | 37 |

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 | | 30.3% | 172 |
| Fish & Chips | | 23.2% | 132 |
| Golf Course Restaurant, Bar or Snack Bar | | 7.4% | 42 |
| Barbeque | | 52.5% | 298 |
| Deli | | 37.0% | 210 |
| Breakfast or Brunch | | 50.2% | 285 |
| Appetizers | | 48.8% | 277 |
| Dessert | | 37.5% | 213 |
| Chicken Wings | | 34.0% | 193 |
| Hamburgers | | 67.4% | 383 |
| Chicken | | 60.0% | 341 |
| Frozen Yogurt | | 17.4% | 99 |
| Live or Raw food | | 7.4% | 42 |
| Tapas or Small Plates | | 8.1% | 46 |
| Theme Restaurants | | 6.2% | 35 |
| Soup | | 27.1% | 154 |
| Salad | | 52.8% | 300 |
| Pizza (Dine In) | | 18.3% | 104 |
| Pizza (Delivery) | | 21.0% | 119 |
| Steak | | 44.5% | 253 |
| Juice or Smoothies | | 19.2% | 109 |
| Sandwiches | | 51.9% | 295 |
| Pizza (Carry Out) | | 56.3% | 320 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Pizza (Take & Bake) |  | 11.1% | 63 |
| Seafood |  | 56.9% | 323 |
| Steakhouse |  | 32.4% | 184 |
| Sushi |  | 21.5% | 122 |
| Vegetarian |  | 5.1% | 29 |
| Pho |  | 5.1% | 29 |
| None of the above / Does not apply |  | 6.7% | 38 |
| Vegan |  | 1.8% | 10 |










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 |  | 0.4% | 2 |
| Purchase Commercial or Business Property |  | 0.9% | 5 |
| Purchase Condominium or Townhouse |  | 1.4% | 8 |
| Purchase Manufactured or Modular Home |  | 1.2% | 7 |
| Purchase Investment Property |  | 2.8% | 16 |
| Purchase Personal Residence |  | 5.6% | 32 |
| Purchase Custom Built Home |  | 1.8% | 10 |
| Purchase Residential Real Estate at an Auction |  | 0.9% | 5 |
| Purchase Land or Agricultural Property |  | 3.5% | 20 |
| Purchase Vacation Property |  | 2.1% | 12 |
| None of the above / Does not apply |  | 87.3% | 496 |







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 | | 0.2% | 1 |
| Sell Personal Residence | | 4.6% | 26 |
| Sell Vacation Property | | 1.6% | 9 |
| Sell Condominium or Townhouse | | 0.5% | 3 |
| Sell Investment Property | | 2.1% | 12 |
| Sell Land or Agricultural Property | | 1.4% | 8 |
| Sell Commercial or Business Property | | 0.9% | 5 |
| Sell Manufactured or Modular Home | | 0.4% | 2 |
| Plan to Sell Home in Master-Planned Community | | 0.2% | 1 |
| None of the above / Does not apply | | 90.5% | 514 |











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 |  | 1.9% | 11 |
| Rent House (Residence) |  | 5.6% | 32 |
| Rent Manufactured or Modular Home |  | 0.9% | 5 |
| Rent or Lease Commercial Property |  | 0.9% | 5 |
| Rent Agricultural Land |  | 0.2% | 1 |
| Rent Subsidized Housing |  | 0.5% | 3 |
| Rent Condo/Townhouse |  | 3.5% | 20 |
| Rent Section 8 Housing |  | 0.7% | 4 |
| None of the above / Does not apply |  | 89.3% | 507 |



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 |  | 5.1% | 29 |
| Use a Realtor to Buy Real Estate |  | 4.9% | 28 |
| Use a Realtor to Buy and Sell Real Estate |  | 3.7% | 21 |
| Plan to Sell Property Myself |  | 3.0% | 17 |
| Use a Real Estate Broker |  | 1.4% | 8 |
| None of the above / Does not apply |  | 86.1% | 489 |



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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| New Home Loan |  | 5.3% | 30 |
| Home Remodel or Renovation Loan |  | 3.2% | 18 |
| Business Construction Loan |  | 0.2% | 1 |
| Home Construction Loan |  | 1.8% | 10 |
| Equity Loan |  | 2.3% | 13 |
| Land Loan |  | 1.6% | 9 |
| Reverse Mortgage |  | 0.4% | 2 |
| Real Estate Loan for existing home |  | 1.1% | 6 |
| Refinance Home |  | 2.6% | 15 |
| None of the above / Does not apply |  | 86.3% | 490 |


















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 |  | 72.4% | 411 |
| No, don't know who to call |  | 27.6% | 157 |
| Total: 568 | | | |





















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 |  | 71.7% | 407 |
| No, don't know who to call |  | 28.3% | 161 |
| Total: 568 | | | |

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 |  | 16.2% | 92 |
| Craft Beer |  | 17.3% | 98 |
| Champagne |  | 16.5% | 94 |
| Premium Hard Alcohol or Spirits |  | 22.7% | 129 |
| White Wine |  | 28.2% | 160 |
| Red Wine |  | 28.2% | 160 |
| Major Brand Cigarettes |  | 8.6% | 49 |
| Recreational Marijuana |  | 3.3% | 19 |
| Marijuana Accessories |  | 2.8% | 16 |
| Smokeless Tobacco |  | 5.3% | 30 |
| Pipe Tobacco |  | 1.9% | 11 |
| Discount Cigarettes |  | 4.8% | 27 |
| Discount Hard Alcohol or Spirits |  | 10.2% | 58 |
| Domestic Beer |  | 32.4% | 184 |
| Electronic Cigarette Supplies |  | 3.9% | 22 |
| Alcoholic Cider |  | 4.4% | 25 |
| None of the above / Does not apply |  | 35.2% | 200 |




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 |  | 3.0% | 17 |
| Marijuana Delivery |  | 1.1% | 6 |
| Cannabis Dry Flower/Bud |  | 2.1% | 12 |
| Cannabis Edibles |  | 4.2% | 24 |
| Cannabis Tinctures |  | 0.9% | 5 |
| Cannabis Vaporizers |  | 1.2% | 7 |
| Cannabis Cleaning Tools or Supplies |  | 1.1% | 6 |
| Cannabis Concentrates |  | 1.6% | 9 |
| Cannabis Pre-Rolls |  | 0.7% | 4 |
| Organic Cannabis Products |  | 1.4% | 8 |
| Cannabis Oil |  | 3.0% | 17 |
| Cannabis Beauty & Skin Care Products |  | 2.6% | 15 |
| Cannabis Beverages |  | 0.7% | 4 |
| Cannabis Chocolates |  | 2.3% | 13 |
| Medical Cannabis |  | 2.6% | 15 |
| CBD Cannabis |  | 4.6% | 26 |
| CBG Cannabis |  | 0.9% | 5 |
| Recreational Cannabis |  | 2.8% | 16 |
| Medical Cannabis |  | 3.2% | 18 |
| None of the above / Does not apply |  | 87.3% | 496 |







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 | | 24.8% | 141 |
| Specialty Teas | | 14.6% | 83 |
| Specialty Coffee | | 28.0% | 159 |
| Gourmet Deli Counter Items | | 22.7% | 129 |
| Cookies | | 48.4% | 275 |
| Potato Chips | | 62.1% | 353 |
| Soft Drinks | | 56.0% | 318 |
| Energy Drinks | | 16.5% | 94 |
| Energy Bars | | 20.4% | 116 |
| Birthday Cake | | 29.9% | 170 |
| Beef Jerky or Meat Sticks | | 23.2% | 132 |
| Candy | | 47.0% | 267 |
| Fruit | | 71.3% | 405 |
| Nuts | | 57.9% | 329 |
| Chocolates | | 50.2% | 285 |
| Ice cream | | 62.7% | 356 |
| Artisan Bread | | 20.8% | 118 |
| Artisan Meats | | 7.9% | 45 |
| Sports Drinks | | 22.9% | 130 |
| Artisan Condiments | | 5.3% | 30 |
| Canned Sauces | | 40.1% | 228 |
| Chicken | | 81.0% | 460 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Pork | | 59.7% | 339 |
| Beef | | 64.4% | 366 |
| Game Meats | | 7.2% | 41 |
| Fish | | 53.3% | 303 |
| Snack Mixes | | 34.9% | 198 |
| Vegetables | | 63.6% | 361 |
| Frozen Entrees | | 42.8% | 243 |
| Meal Kit Prep & Delivery | | 6.7% | 38 |
| Locally Raised Beef, Pork, Poultry | | 21.8% | 124 |
| Locally Grown Fruit and Vegetables | | 61.8% | 351 |
| Locally Produced Honey | | 28.0% | 159 |
| Organic Food | | 16.2% | 92 |
| Pickled Vegetables | | 19.4% | 110 |
| Artisan Cheese | | 20.6% | 117 |
| Alternative "Meat" Products | | 9.2% | 52 |
| Sausage | | 60.4% | 343 |
| Donuts | | 34.9% | 198 |
| Pastries | | 30.5% | 173 |
| Juice | | 46.0% | 261 |
| Olives | | 32.6% | 185 |
| Meal Kits | | 7.4% | 42 |
| Mac and Cheese | | 40.3% | 229 |
| Pizza | | 61.8% | 351 |
| Cookie Dough | | 22.5% | 128 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Cereal |  | 62.9% | 357 |
| Bagged Salad |  | 48.4% | 275 |
| None of the above / Does not apply |  | 4.0% | 23 |




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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Coupons |  | 3.7% | 21 |
| Quality |  | 34.2% | 194 |
| Selection |  | 31.0% | 176 |
| Excellent Customer Service |  | 11.3% | 64 |
| Clean Environment |  | 13.6% | 77 |
| None of the above / Does not apply |  | 6.3% | 36 |








Total: 568

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 | | 54.0% | 307 |
| Attend Online Religious or Spiritual Services | | 21.7% | 123 |
| Consider Leaving Current Job for Better Opportunity | | 7.4% | 42 |
| Donate to a Charity | | 47.0% | 267 |
| Donate to a Church | | 51.4% | 292 |
| Donate to Political Party or Government Representative | | 12.3% | 70 |
| Join a new Church | | 5.5% | 31 |
| Volunteer at Church | | 27.8% | 158 |
| Volunteer for Nonprofit Group | | 17.3% | 98 |
| Retire | | 5.6% | 32 |
| Vote in Upcoming Local Elections | | 40.8% | 232 |
| Vote in Upcoming State or National Elections | | 43.5% | 247 |
| Purchase Season Tickets for Performing Arts | | 5.1% | 29 |
| Attend a Holiday Themed Performance | | 19.4% | 110 |
| Community Activity | | 33.6% | 191 |
| Support an Organization | | 15.0% | 85 |
| Make a Donation | | 29.8% | 169 |
| None of the above / Does not apply | | 12.9% | 73 |
| Find New Local Golf Course | | 1.8% | 10 |
| Join a Golf Course | | 1.1% | 6 |
| Use Drone Photography Services | | 0.5% | 3 |
| Donate Vehicle | | 0.7% | 4 |
| Have a Baby | | 1.8% | 10 |

























| Value | | Percent | Responses |
|--|---|---------|-----------|
| Get Married |  | 2.8% | 16 |
| Look into Private Schooling for Children |  | 1.9% | 11 |
| Register to Vote |  | 2.3% | 13 |









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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Go Touring on a Bicycle |  | 2.6% | 15 |
| Go Mountain Biking |  | 3.0% | 17 |
| Go Camping |  | 18.7% | 106 |
| Go Hiking |  | 17.1% | 97 |
| Go Fishing |  | 31.5% | 179 |
| Go Backpacking |  | 4.9% | 28 |
| None of the above / Does not apply |  | 52.8% | 300 |



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 | | 57.4% | 326 |
| Arts and Entertainment | | 27.1% | 154 |
| Automotive - (General) | | 20.1% | 114 |
| Automotive - (New Vehicle Dealership) | | 17.8% | 101 |
| Automotive - (Used Vehicle Dealership) | | 13.9% | 79 |
| Automotive - (Auto Parts store) | | 13.7% | 78 |
| Automotive - (Auto Repair business) | | 7.7% | 44 |
| Automotive - (Auto Body shop) | | 6.0% | 34 |
| Tire Business | | 18.0% | 102 |
| Beauty and Spa Related Businesses | | 21.5% | 122 |
| Child Related Businesses | | 6.2% | 35 |
| Community and State Services | | 16.4% | 93 |
| Education | | 10.7% | 61 |
| Employment Related Businesses | | 8.8% | 50 |
| Event Planning and Services | | 12.5% | 71 |
| Family Activity Related Businesses | | 11.6% | 66 |
| Farm Equipment and Agriculture Businesses | | 8.6% | 49 |
| Financial Services | | 10.7% | 61 |
| Fitness Businesses or Providers | | 6.7% | 38 |
| General Retail | | 35.7% | 203 |
| Grocery / Market | | 36.6% | 208 |
| Home and Garden Related Businesses | | 25.5% | 145 |











| Value | | Percent | Responses |
|---|--|---------|-----------|
| Building Supply/Lumber Business |  | 18.7% | 106 |
| Home Service Businesses |  | 7.9% | 45 |
| Home Service Contractors |  | 10.6% | 60 |
| Hotel and Travel Related Businesses |  | 25.5% | 145 |
| Local Services |  | 19.5% | 111 |
| Medical Related Businesses - (General) |  | 18.5% | 105 |
| Medical Related Businesses - (Chiropractor) |  | 5.5% | 31 |
| Medical Related Businesses - (Dentist) |  | 9.7% | 55 |
| Medical Related Businesses - (Hospital) |  | 5.6% | 32 |
| Nightlife Related Businesses |  | 8.1% | 46 |
| Pet / Animal |  | 23.9% | 136 |
| Professional Services |  | 14.8% | 84 |
| Real Estate Service Businesses |  | 5.6% | 32 |
| Recreation Related Businesses |  | 6.9% | 39 |
| Restaurant / Bar / Lounge |  | 32.7% | 186 |
| Senior Related Businesses |  | 5.8% | 33 |
| Specialty Food and Drink |  | 15.7% | 89 |
| General Retail - Children's Clothing Store |  | 9.7% | 55 |
| General Retail - Clothing Accessory Store |  | 17.3% | 98 |
| General Retail - Computer Store |  | 8.6% | 49 |
| General Retail - Farming and Agriculture Business |  | 5.5% | 31 |
| General Retail - Furniture Store |  | 19.4% | 110 |
| General Retail - Hardware Store |  | 15.3% | 87 |
| General Retail - Home Entertainment Store |  | 6.9% | 39 |

| Value | | Percent | Responses |
|---|--|---------|-----------|
| General Retail - Jewelry Store |  | 7.9% | 45 |
| General Retail - Major Appliance Store |  | 14.3% | 81 |
| General Retail - Men's Clothing Store |  | 18.5% | 105 |
| General Retail - Mobile Phone Store |  | 8.3% | 47 |
| General Retail - Shoe Store |  | 21.7% | 123 |
| General Retail - Women's Clothing Store |  | 28.7% | 163 |
| None of the above / Does not apply |  | 14.6% | 83 |
| Motorsport Businesses |  | 2.5% | 14 |























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

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 16.4% | 93 |
| No |  | 83.6% | 475 |
| Total: 568 | | | |

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 |  | 4.4% | 25 |
| Get a New Full Time Job |  | 12.3% | 70 |
| Get a New Part Time Job |  | 5.6% | 32 |
| Get a Temporary or Seasonal Job |  | 3.2% | 18 |
| Use an Employment or Temporary Employment Agency |  | 1.4% | 8 |
| Use a Career Counselor |  | 0.5% | 3 |
| Get a Second (or Third) Job |  | 3.3% | 19 |
| Get First Job after School |  | 1.4% | 8 |
| Apply for Unemployment Benefits |  | 1.6% | 9 |
| None of the above / Does not apply |  | 79.6% | 452 |

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







| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Admin & Clerical |  | 7.0% | 40 |
| Customer Service |  | 6.0% | 34 |
| Education |  | 4.8% | 27 |
| Government |  | 3.5% | 20 |
| Health Care – non nursing |  | 4.0% | 23 |
| Management |  | 3.5% | 20 |
| None of the above / Does not apply |  | 73.6% | 418 |
| Accounting |  | 1.9% | 11 |
| Agriculture |  | 1.1% | 6 |
| Automotive |  | 0.7% | 4 |
| Banking & Finance |  | 1.8% | 10 |
| Child Care |  | 1.1% | 6 |
| Construction |  | 1.4% | 8 |
| Driver / Transportation |  | 1.8% | 10 |
| Engineering |  | 0.4% | 2 |
| Executive Level |  | 1.1% | 6 |
| Entry Level (New Graduate) |  | 1.1% | 6 |
| Grocery |  | 1.4% | 8 |
| Hotel - Hospitality |  | 1.9% | 11 |
| Health Care - CNA, RN, LPN, MA |  | 2.3% | 13 |
| Manufacturing |  | 1.9% | 11 |
| Installation - Maintenance - Repair |  | 0.2% | 1 |

| Value | | Percent | Responses |
|----------------------------|--|---------|-----------|
| Information Technology | | 1.4% | 8 |
| Insurance | | 1.2% | 7 |
| Legal | | 1.1% | 6 |
| Media | | 1.4% | 8 |
| NonProfit | | 1.1% | 6 |
| Real Estate | | 0.7% | 4 |
| Retail | | 2.6% | 15 |
| Restaurant - Food Services | | 1.2% | 7 |
| Sales & Marketing | | 2.6% | 15 |
| Skilled Labor - Trades | | 2.3% | 13 |
| Warehouse | | 1.6% | 9 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Coupon book |  | 9.3% | 53 |
| Yellow Pages directory |  | 2.5% | 14 |
| Direct mail flyer |  | 7.6% | 43 |
| Deal program/offer |  | 7.9% | 45 |
| Facebook business page offer |  | 16.4% | 93 |
| Billboard advertising |  | 2.5% | 14 |
| None of the above / Does not apply |  | 69.7% | 396 |

113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?



| Value | | Percent | Responses |
|--|---|---------|-----------|
| Read ads and keep them - using three or more |  | 4.6% | 26 |
| Read ads and keep them - using one or two |  | 26.3% | 149 |
| Read ads and keep them - without using any |  | 3.5% | 20 |
| Read ads but throw away without using any |  | 24.2% | 137 |
| Throw ads away unread |  | 33.7% | 191 |
| Do not receive direct mail or advertisements at home or PO Box |  | 7.8% | 44 |

Total: 567

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 % | 39 6.9% | 110 19.4% | 173 30.5% | 33 5.8% | 53 9.3% | 105 18.5% | 54 9.5% | 567 |
| County election Count Row % | 38 6.7% | 107 18.9% | 190 33.5% | 24 4.2% | 56 9.9% | 99 17.5% | 53 9.3% | 567 |
| State election Count Row % | 25 4.4% | 185 32.6% | 133 23.5% | 13 2.3% | 68 12.0% | 92 16.2% | 51 9.0% | 567 |
| Total Total Responses | | | | | | | | 567 |

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

| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 88.5% | 502 |
| No |  | 11.5% | 65 |




Total: 567

116. Did you vote in the last presidential election?

| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 93.8% | 532 |
| No |  | 6.2% | 35 |


















Total: 567

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 |  | 24.3% | 138 |
| No |  | 44.5% | 253 |
| Does not apply |  | 31.2% | 177 |




















Total: 568

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















| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Arts and Entertainment |  | 4.3% | 6 |
| Education |  | 10.0% | 14 |
| Financial Services |  | 4.3% | 6 |
| General Retail |  | 4.3% | 6 |
| Health and Medical |  | 6.4% | 9 |
| Real Estate |  | 6.4% | 9 |
| Other |  | 44.3% | 62 |
| Apparel and Accessories |  | 1.4% | 2 |
| Automotive |  | 2.9% | 4 |
| Beauty and Spa |  | 1.4% | 2 |
| Business Consulting |  | 2.9% | 4 |
| Child Related Businesses |  | 1.4% | 2 |
| Family Activity |  | 0.7% | 1 |
| Grocery and Specialty Food/Drink |  | 1.4% | 2 |
| Home and Garden |  | 0.7% | 1 |
| Home Service Businesses |  | 2.9% | 4 |
| Hotel and Travel |  | 1.4% | 2 |
| Local Services |  | 0.7% | 1 |
| Pet / Animal |  | 1.4% | 2 |
| Restaurant / Bar / Lounge |  | 0.7% | 1 |

Total: 140





















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

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Have an ongoing digital marketing campaign |  | 7.2% | 10 |
| Use social media for promoting business |  | 23.7% | 33 |
| Website optimized for mobile (responsive) |  | 10.8% | 15 |
| Ongoing search optimization (SEO, SEM) |  | 5.0% | 7 |
| Banner ads |  | 7.2% | 10 |
| Cost-per-click ads (CPC, PPC) |  | 1.4% | 2 |
| Programmatic ads |  | 1.4% | 2 |
| Retargeting ads |  | 2.9% | 4 |
| Video ads |  | 2.9% | 4 |
| Google ads (Adwords) |  | 7.2% | 10 |
| Facebook ads |  | 25.2% | 35 |
| Sponsored content |  | 3.6% | 5 |
| Email advertising |  | 15.1% | 21 |
| Site analytics |  | 4.3% | 6 |
| Use a Digital Agency |  | 2.2% | 3 |
| Digital ads through newspaper |  | 7.9% | 11 |
| Digital ads through radio station |  | 6.5% | 9 |
| Digital ads through TV station |  | 1.4% | 2 |
| None of the above/Does not apply |  | 51.8% | 72 |

120. Which of the following BUSINESS PRODUCTS do you/your household, or does your company, plan to purchase or lease in the NEXT 12 MONTHS? (Check all that apply.)










| Value | | Percent | Responses |
|---|---|---------|-----------|
| Business Cards, Letterhead, etc. |  | 39.1% | 54 |
| Business Logo Apparel |  | 20.3% | 28 |
| Computer Hardware |  | 15.9% | 22 |
| Networking Hardware or Software |  | 6.5% | 9 |
| Office Cleaning Supplies |  | 30.4% | 42 |
| Office Copier |  | 8.7% | 12 |
| Office Furniture, Fixtures or Interiors |  | 13.0% | 18 |
| Office Printer |  | 17.4% | 24 |
| Office Supplies |  | 52.2% | 72 |
| Promotional Items |  | 15.9% | 22 |
| Security System |  | 2.2% | 3 |
| Telephone Systems |  | 3.6% | 5 |
| Uniforms or Work Clothing |  | 12.3% | 17 |
| None of the above/Does not apply |  | 23.9% | 33 |

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 |  | 29.0% | 40 |
| Business Advertising |  | 15.2% | 21 |
| Business Bottled Water Delivery |  | 4.3% | 6 |
| Business Cellular Phone Service |  | 9.4% | 13 |
| Business Construction Contractor |  | 3.6% | 5 |
| Business Internet Service Provider |  | 9.4% | 13 |
| Business Legal Services or Attorney |  | 5.8% | 8 |
| Business Marketing Services |  | 5.8% | 8 |
| Business Social Media Marketing |  | 8.7% | 12 |
| Business Meetings or Conventions |  | 4.3% | 6 |
| Business Payroll Services |  | 8.0% | 11 |
| Business Printing Services |  | 6.5% | 9 |
| Business Sign Company Services |  | 8.0% | 11 |
| Business Online Meetings |  | 8.7% | 12 |
| None of the above / Does not apply |  | 52.2% | 72 |
| Business Financial Consulting |  | 2.2% | 3 |
| Business Advisory Services |  | 1.4% | 2 |
| Business Computer Consulting |  | 2.2% | 3 |
| Business Employment Agency |  | 2.2% | 3 |
| Business Moving or Storage |  | 0.7% | 1 |
| Business Realty Services |  | 0.7% | 1 |
| Business Recruitment |  | 2.9% | 4 |

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Business Security Services | | 1.4% | 2 |
| Business Staffing or Temp Services | | 2.2% | 3 |
| Business Travel Agency | | 1.4% | 2 |
| Business General Broadcast Media Service | | 1.4% | 2 |
| 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 |  | 2.9% | 4 |
| Add New Locations |  | 0.7% | 1 |
| Have Employees Work From Home |  | 1.4% | 2 |
| Renovate Existing Facilities |  | 6.5% | 9 |
| Reduce Office Space |  | 1.4% | 2 |
| Construct New Facilities |  | 1.4% | 2 |
| Buy or Rent Industrial Space |  | 0.7% | 1 |
| Install New Commercial Carpeting |  | 1.4% | 2 |
| None of the above / Does not apply |  | 87.0% | 120 |






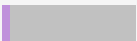





123. Which of the following BUSINESS AUTOMOTIVE PURCHASING PLANS does your company have in the NEXT 12 MONTHS? (Check all that apply.)

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Purchase New Business Automobiles | | 2.9% | 4 |
| Purchase Used Business Automobiles | | 1.4% | 2 |
| Purchase New Business Trucks | | 4.3% | 6 |
| Purchase Used Business Trucks | | 1.4% | 2 |
| Lease New Business Automobiles | | 2.2% | 3 |
| Lease New Business Trucks | | 1.4% | 2 |
| Purchase New Business Delivery Vehicles | | 2.2% | 3 |
| Purchase Used Business Delivery Vehicles | | 0.7% | 1 |
| Purchase New Heavy Duty or Commercial Business Trucks | | 2.9% | 4 |
| Purchase Used Heavy Duty or Commercial Business Trucks | | 5.1% | 7 |
| None of the above / Does not apply | | 89.9% | 124 |







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 | | 1.4% | 2 |
| Business Health Insurance | | 2.2% | 3 |
| Business Dental Insurance | | 0.7% | 1 |
| Business 401K or Retirement Program | | 3.6% | 5 |
| Business "Key Man" Insurance | | 1.4% | 2 |
| Business Property Insurance | | 0.7% | 1 |
| Business Commercial Insurance | | 0.7% | 1 |
| None of the above / Does not apply | | 92.0% | 127 |

125. Which age brackets do you fall into?









| Value | | Percent | Responses |
|-------------|--|---------|-------------------|
| 18 - 19 |  | 0.5% | 3 |
| 20 - 24 |  | 1.4% | 8 |
| 25 - 30 |  | 4.2% | 24 |
| 31 - 34 |  | 2.1% | 12 |
| 35 - 40 |  | 8.3% | 47 |
| 41 - 45 |  | 6.0% | 34 |
| 46 - 49 |  | 7.0% | 40 |
| 50 - 54 |  | 9.9% | 56 |
| 55 - 60 |  | 14.1% | 80 |
| 61 - 69 |  | 23.9% | 136 |
| 70 or older |  | 22.5% | 128 |
| | | | Total: 568 |
| | | | Avg 57 |

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

| Value | | Percent | Responses |
|---------------------|---|---------|-----------|
| Metro / Urban |  | 3.5% | 20 |
| Small/Mid-Size Town |  | 48.8% | 277 |
| Suburban |  | 9.7% | 55 |
| Rural |  | 35.0% | 199 |
| Vacation community |  | 0.9% | 5 |
| Other |  | 2.1% | 12 |




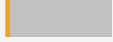



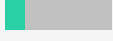



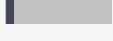

Total: 568

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

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Grade School (8th Grade or Less) |  | 0.2% | 1 |
| Some High School (Not Graduate) |  | 0.9% | 5 |
| High School Graduate (12th grade) |  | 9.3% | 53 |
| Vocational or Technical Training |  | 4.8% | 27 |
| Some College |  | 21.7% | 123 |
| College Graduate |  | 29.8% | 169 |
| Some Post-Graduate Study (No Advanced Degree) |  | 6.3% | 36 |
| Post-Graduate Degree |  | 27.1% | 154 |

Total: 568

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

| Value | | Percent | Responses |
|-----------------------|---|---------|-----------|
| Under \$20,000 |  | 5.5% | 30 |
| \$20,000 - \$24,999 |  | 6.1% | 33 |
| \$25,000 - \$29,999 |  | 5.0% | 27 |
| \$30,000 - \$34,999 |  | 5.3% | 29 |
| \$35,000 - \$39,999 |  | 2.8% | 15 |
| \$40,000 - \$44,999 |  | 5.0% | 27 |
| \$45,000 - \$49,999 |  | 5.5% | 30 |
| \$50,000 - \$74,999 |  | 18.6% | 101 |
| \$75,000 - \$99,999 |  | 16.0% | 87 |
| \$100,000 - \$124,999 |  | 12.0% | 65 |
| \$125,000 - \$149,999 |  | 5.2% | 28 |
| \$150,000 - \$200,000 |  | 7.6% | 41 |
| Over \$200,000 |  | 5.5% | 30 |







Total: 543

Avg \$86,179

129. What is your gender?






| Value | | Percent | Responses |
|----------------------|--|---------|-----------|
| Male | | 25.7% | 146 |
| Female | | 71.8% | 408 |
| Prefer not to answer | | 2.5% | 14 |
| Total: 568 | | | |

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





| Value | | Percent | Responses |
|---------------------------|---|---------|-----------|
| Black or African-American |  | 10.2% | 58 |
| Asian |  | 0.4% | 2 |
| White or Caucasian |  | 83.5% | 474 |
| Hispanic |  | 0.5% | 3 |
| Other |  | 1.4% | 8 |
| Prefer not to answer |  | 4.0% | 23 |

Total: 568

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






| Value | | Percent | Responses |
|--------------------|---|---------|-------------------|
| Single Family Home |  | 87.1% | 495 |
| Apartment |  | 3.9% | 22 |
| Condominium |  | 1.1% | 6 |
| Mobile Home |  | 6.3% | 36 |
| Other |  | 1.6% | 9 |
| | | | Total: 568 |

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 |  | 86.1% | 489 |
| Rented |  | 10.6% | 60 |
| Occupied Without Payment of Rent |  | 2.1% | 12 |
| Other |  | 1.2% | 7 |

Total: 568

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

| Value | | Percent | Responses |
|-----------|---|---------|-------------------|
| None |  | 72.9% | 414 |
| 1 |  | 14.3% | 81 |
| 2 |  | 8.8% | 50 |
| 3 |  | 3.5% | 20 |
| 4 or more |  | 0.5% | 3 |
| | | | Total: 568 |

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 ---->) |  | 40.1% | 228 |
| No |  | 59.9% | 340 |
| Total: 568 | | | |