

2021 Pulse of America


Suburban Shopping Survey Report (National)

Response Counts

Completion Rate:	100%		
	Complete		1,398

Total: 1,398













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	1,398
			Total: 1,398

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









Value		Percent	Responses
Local Newspaper		56.8%	794
Local Newspaper Website		34.5%	483
Local TV News		58.6%	819
Local TV News Website		20.2%	282
National Broadcast News		36.9%	516
National Broadcast Website		11.4%	159
Local Radio		27.4%	383
Local Radio Website		4.6%	64
Apple News		6.4%	89
Facebook		27.2%	380
Twitter		5.9%	82
Nextdoor		9.9%	138
Other		11.2%	157

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





Value		Percent	Responses
Local Newspaper		16.2%	226
Local Newspaper Website		8.2%	115
Local TV News		21.7%	303
Local TV News Website		5.9%	83
National Broadcast News		18.7%	261
National Broadcast Website		7.7%	108
Local Radio		5.0%	70
Local Radio Website		0.5%	7
Apple News		1.1%	15
Facebook		1.6%	22
Twitter		1.0%	14
Other		12.4%	174

Total: 1,398





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

Value		Percent	Responses
Employment needs		33.9%	474
General status of the business		45.7%	639
New hours		43.7%	611
New services being offered		64.1%	896
Online services being offered		44.5%	622
Services that are being offered		67.4%	942
The cleaning and safety precaution policies		22.0%	308
Other		3.9%	55














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		60.3%	843
Watched Local Television		75.7%	1,058
Read the Local Newspaper		74.5%	1,042
None of the above / Does not apply		3.8%	53























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



Value		Percent	Responses
Local Publication or Newspaper		43.3%	606
Local Radio Station		11.2%	156
Local TV Station		17.7%	248
None of the above / Does not apply		47.4%	662

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		27.2%	283
Local Daily Newspaper		86.8%	904
Local Paid Weekly Community Newspaper		17.0%	177
Local Free Weekly Print Publication		30.5%	318
Local Alternative Publication		8.3%	86
Local City or Regional Magazine		30.6%	319
Local Specialty Publication		11.1%	116
Local Business Publication		14.0%	146
Local Ethnic Publication		2.1%	22
Local Parenting Publication		1.7%	18
Local Children's Publication		1.1%	11
Local Senior Publication		12.7%	132
None of the above / Does not apply		1.8%	19

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













Value		Percent	Responses
Adult Alternative		17.6%	148
Adult Contemporary		17.7%	149
Adult Hits		19.5%	164
Business News		13.3%	112
CHR (Contemporary Hit Radio)		4.5%	38
Classic Hits		29.9%	252
Classic Rock		45.9%	387
Classical		16.6%	140
Religious		14.7%	124
Country		30.0%	253
Easy Listening		16.7%	141
News/Talk		43.9%	370
Oldies		23.4%	197
Rock		21.0%	177
Sports		16.3%	137
Talk		17.7%	149
Other		7.2%	61
Hot AC		0.1%	1
Regional Mexican		1.2%	10
Rhythmic-CHR		0.5%	4
Spanish		1.7%	14
Urban AC		0.7%	6

Value		Percent	Responses
Urban Contemporary		2.0%	17
None of the above / Does not apply		0.8%	7























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





Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		70.2%	592
Midday (10:00 am - 3:00 pm)		40.7%	343
Afternoon Drive (3:00 - 7:00 pm)		59.7%	503
Evenings (7:00 pm - midnight)		17.7%	149
Overnight (midnight - 6:00 am)		3.3%	28
Don't know / Does not apply		3.2%	27

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)		44.1%	467
Morning (9 am – 12 noon)		17.7%	187
Daytime (12 noon – 3 pm)		20.0%	212
Early Fringe (3 pm – 5 pm)		13.8%	146
Early News (5 pm – 7 pm)		72.8%	770
Prime Access (7 pm – 8 pm)		35.3%	374
Prime Time (8 pm – 11 pm)		51.4%	544
Late News (11 pm – 11:30 pm)		21.6%	229
Late Fringe (11:30 pm – 1 am)		6.2%	66
Post Late Fringe (1 am - 2 am)		2.0%	21
Overnight (2 am - 5 am)		1.7%	18
Don't know - Does not apply		0.9%	9

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










Value		Percent	Responses
Auto Battery Store		5.8%	81
Auto Body Shop		6.7%	94
Auto Detailing Shop		11.8%	165
Auto Glass Repair Shop		3.9%	55
Auto Parts Store		20.8%	291
Auto Repair Shop		29.1%	407
Car Wash		72.9%	1,019
Gas Station		83.4%	1,166
New Vehicle Dealership		15.2%	212
Oil Change Station		44.3%	619
Recreation Vehicle (RV) Dealership		3.5%	49
Tire Store		19.2%	269
Used Vehicle Dealership		7.4%	103
None of the above / Does not apply		4.4%	61
Auto Muffler Shop		0.6%	8
Auto Paint Shop		1.4%	20
Auto Salvage Yard		1.9%	26
Auto Stereo Installation		1.7%	24
Auto Towing Service		1.6%	23
Auto Window Tinting		1.6%	23
Car Audio Store		1.1%	16
Commercial Truck Dealership		0.8%	11

Value		Percent	Responses
Commercial Truck Repair Shop		0.4%	5
RV or Camper Repair		2.6%	36
Trailer Rental Service		1.0%	14
Transmission Shop		0.8%	11

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		2.6%	37
Boat and RV Storage Facility		2.6%	37
Boat Dealer		1.6%	23
Boat Rental Service		1.0%	14
Boat Repair Shop		2.4%	34
Boating Accessory Store		3.1%	44
Golf Cart Dealer		0.9%	12
Motorcycle Accessory Store		1.7%	24
Motorcycle Dealer		2.2%	31
Motorcycle Repair Shop		1.9%	26
Watercraft Dealer		0.9%	13
Watercraft Rental Shop		0.9%	13
None of the above / Does not apply		85.8%	1,200

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		7.2%	101
Animal Feed Store		7.9%	110
Agricultural Service		0.7%	10
Farm Equipment Repair Shop		0.6%	9
Farm Truck and Tractor Repair Shop		0.8%	11
Farming Structure Building Contractor		0.1%	2
New Farm Equipment Dealer		0.4%	6
Used Farm Equipment Dealer		0.5%	7
None of the above / Does not apply		86.1%	1,204

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		23.7%	332
Bakery		58.4%	816
Beer Shop		20.3%	284
Beverage Distributor		11.3%	158
Candy Store		13.6%	190
Cheese Shop		16.0%	223
Chocolate Shop		13.6%	190
Coffee & Tea Shop		35.5%	496
Convenience Store		49.9%	698
Cookie Store		7.6%	106
Cupcake Shop		7.9%	111
Dessert Restaurant		7.4%	103
Distillery		10.0%	140
Donut Shop		36.0%	503
Espresso or Coffee Shop		40.8%	571
Ethnic Food Restaurant		40.0%	559
Ice Cream or Frozen Yogurt Shop		49.6%	694
Liquor Store		45.4%	635
Meat Market or Butcher Shop		35.5%	496
Seafood Market		19.7%	275
Smoothie or Juice Bar		10.9%	152
Specialty Cake Bakery		7.6%	106

Value		Percent	Responses
Specialty Food Market		20.8%	291
Tea Shop		5.7%	80
U-Brew Beer or Wine Store		3.3%	46
Wine Shop		15.2%	213
Winery		15.2%	213
None of the above / Does not apply		3.9%	54




















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		15.2%	212
Farmers Market		55.4%	775
Grocery Store (Discount)		39.1%	547
Grocery Store (Ethnic)		11.2%	157
Grocery Store (Major or Regional Chain)		90.8%	1,269
Grocery Store (Neighborhood/Local/Mom & Pop)		22.5%	314
Grocery Store (Co-op)		14.4%	202
Grocery Store (Independent/Citywide)		37.1%	519
None of the above / Does not apply		0.6%	8












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

Value		Percent	Responses
Barbershop		33.0%	461
Day Spa		9.9%	139
Eyelash Extension Salon		2.6%	36
Hair Salon		68.8%	962
Hair Removal Salon		3.7%	52
Massage		24.2%	338
Makeup Artist		0.8%	11
Nail Salon		37.6%	525
Skin Care Store		4.1%	57
Tanning Salon		3.1%	43
Tattoo Studio		5.4%	76
None of the above / Does not apply		11.1%	155

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		11.7%	163
Bicycle Rental Service		1.9%	26
Bicycle Repair Shop		10.8%	151
Bicycle Shop		10.7%	149
Bowling Alley		13.3%	186
Dive Shop		1.5%	21
Fishing Supply Store		11.0%	154
Golf Course		17.6%	246
Golf Driving Range		14.2%	199
Golf Pro Shop		7.5%	105
Gun Shooting Range		10.9%	153
Gun Store		10.2%	143
Miniature Golf Course		10.8%	151
Outdoor Gear Store		15.4%	215
Seasonal Hunting		4.9%	68
Ski Shop		4.3%	60
New Sporting Goods Store		14.6%	204
Used Sporting Goods Store		6.8%	95
None of the above / Does not apply		39.6%	553












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

Value		Percent	Responses
Boat Charter		3.4%	47
Card or Stationery Store		18.5%	259
Catering Service		4.7%	66
Event Coordinator		1.5%	21
Hotel Meeting Room or Event Space		3.1%	44
Party Supply Store		13.2%	185
Aerial Photography		1.1%	15
Photographer		5.2%	72
Wedding Planner		0.8%	11
Wedding Venue or Banquet Hall		1.8%	25
None of the above / Does not apply		67.8%	948











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		16.3%	228
Bingo Hall		3.9%	55
Casino		18.5%	259
Community Theatre		22.5%	315
Food Festival		31.8%	445
Live Theater		25.0%	350
Local Festival		38.1%	532
Movie Theater		48.9%	683
Music Festival		22.0%	308
Performing Arts Center		27.3%	381
Stadium or Arena Events		26.1%	365
Wine Tour		10.8%	151
None of the above / Does not apply		16.7%	234








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		22.1%	309
Athletic Club		15.6%	218
Family Entertainment Center		9.9%	138
Family Play Center		4.3%	60
Horseback Riding		4.7%	66
Ice Skating or Roller Rink		7.9%	110
Local Sports Team		23.1%	323
Outdoor Park		41.3%	578
Waterpark		13.4%	188
Zoo		29.0%	406
None of the above / Does not apply		29.9%	418























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

Value		Percent	Responses
Dance Studio		3.4%	47
Exercise Classes		18.1%	253
Fitness Boot Camp		1.6%	22
Gym, Fitness or Athletic Club		32.9%	460
Martial Arts Studio		2.1%	29
Personal Trainer		4.6%	65
Rock Climbing Gym		2.4%	33
Swimming Lessons		5.6%	78
Yoga Studio		9.0%	126
None of the above / Does not apply		52.9%	740

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







Value		Percent	Responses
Adult Club or Entertainment Company		2.6%	37
Bar, Lounge or Pub		37.6%	526
Billiard Hall		2.5%	35
Card Room		0.8%	11
Sports Bar		20.2%	283
Wine Bar		13.9%	195
None of the above / Does not apply		54.1%	757

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













Value		Percent	Responses
Adult Education School		3.9%	55
Community College		6.1%	85
Continuing Education Courses		11.1%	155
Elementary School		6.1%	85
Graduate School		3.3%	46
Lecture or Seminar Series		7.9%	111
Middle School or High School		7.6%	106
Musical Instruments and Lessons		4.9%	69
Online/On-demand Programs		11.7%	163
University / College		7.9%	110
None of the above / Does not apply		57.1%	798
Beauty School		0.6%	8
Culinary School		2.3%	32
Dance School		2.1%	29
Driving School		2.6%	37
Language School		1.2%	17
Medical Training Certification		1.5%	21
Online Music Teacher		1.2%	17
Preschool		1.9%	26
Private Elementary School		0.9%	13
Private High School		1.0%	14
Private K-12 School		1.0%	14

Value		Percent	Responses
Private Middle School		0.9%	12
Private Tutor		0.6%	9
Real Estate School		1.1%	15
Tutoring Center		0.4%	5
Trade School		1.1%	16
Training Center		0.8%	11
Vocational School		0.8%	11















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

Value		Percent	Responses
Bank		21.7%	303
Credit Union		14.4%	201
Financial Advisor		12.4%	173
Stockbroker		2.9%	40
Tax Return Service		10.4%	146
None of the above / Does not apply		65.5%	915






















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


Value		Percent	Responses
Auto Broker		1.0%	14
Bankruptcy Service		0.5%	7
Bookkeeping Service		3.6%	50
Car Leasing Service		2.5%	35
Check Cashing Service		0.7%	10
Credit Counseling Service		0.6%	8
Credit Repair Service		1.1%	15
Debt Consolidation Company		0.9%	12
Money Transfer Service		1.8%	25
Payday Loan Company		0.2%	3
Title Loan Company		1.1%	15
None of the above / Does not apply		88.9%	1,243









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		4.2%	59
Chiropractor		12.4%	173
Dental Clinic		8.6%	120
Dentist		42.5%	594
Denture or Implant Specialist		4.6%	65
Family Practitioner		22.5%	315
General Practitioner		24.1%	337
Hearing Aid Center		5.8%	81
Hospice Care Provider		0.4%	5
Hospital		4.9%	68
Medical Clinic		8.9%	125
Optometrist		22.2%	310
Pediatrician		3.9%	55
None of the above / Does not apply		39.6%	554














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

Value		Percent	Responses
Allergy or Asthma Specialist		8.2%	115
Audiology Clinic		8.2%	115
Blood Donation Center		11.1%	155
Cancer Specialist		5.4%	76
Cardiologist		17.0%	238
Dermatologist		33.3%	465
Ear, Nose & Throat Doctor		11.2%	157
Esthetician Skin-care		6.2%	86
Gastroenterologist		10.9%	153
Internal Medicine Doctor		24.7%	346
Laboratory or Medical Testing Facility		20.0%	279
Massage Therapist		20.4%	285
Medical Imaging Service		11.2%	157
Mental Health Provider		9.3%	130
Mental Health Service		3.0%	42
Naturopathic Practitioner		3.4%	47
Obstetrician & Gynecologist		12.2%	171
Oncologist		4.1%	58
Ophthalmologist		25.3%	354
Orthodontist		3.2%	45
Orthopedist		6.6%	92






Value		Percent	Responses
Pain Management Physician		4.4%	61
Physical Therapist		10.4%	146
Podiatrist		6.9%	97
Psychiatrist		3.9%	54
Psychologist		3.4%	48
Sleep Disorder Clinic		5.6%	78
Surgical Specialist		3.6%	51
Urgent Care Clinic		7.1%	99
Urologist		8.2%	115
Walk-In Clinic		6.1%	85
Wellness Program		4.2%	59
Wellness Service		3.4%	47
None of the above / Does not apply		15.4%	215
Alcoholism Treatment Program		0.5%	7
Alzheimer's or Memory Care Facility		0.9%	13
Cardiovascular Surgeon		1.0%	14
Cosmetic or Plastic Surgery		2.4%	34
Cryotherapy		0.2%	3
Drug Addiction Treatment Center		0.1%	2
Drug Testing Service		0.4%	5
Home Health Care Provider		2.0%	28
Laser Eye Surgery Clinic		2.1%	30
Medical Spa		1.5%	21
Medical Supply Store		2.9%	40

Value		Percent	Responses
Mental Health Clinic		1.6%	22
Nutritionist or Dietician		2.5%	35
Pain Clinic		2.5%	35
Pain Control Clinic		2.0%	28
Physical Health Center		0.4%	5
Rehabilitation Clinic		0.4%	5
Sports Medicine Clinic		1.6%	22
Vascular Surgeon or Vein Center		1.4%	20

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

Value		Percent	Responses
55+ Housing Community		3.1%	43
Adult Day Care		0.6%	8
Aging in Place Business		0.9%	13
Assisted Living Facility		1.1%	15
Geriatric Physician		1.1%	15
Memory Care Facility		1.1%	16
Nursing Home		0.6%	8
Respite Relief Provider		0.9%	12
Retirement Counselor		1.2%	17
Retirement Home		0.6%	9
Senior Care Placement Agency		0.4%	6
Senior Center		5.4%	76
None of the above / Does not apply		87.3%	1,220























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		12.7%	177
CBD Store		11.5%	161
Medical Marijuana Dispensary		4.3%	60
Medical Marijuana Authorization		2.3%	32
None of the above / Does not apply		77.5%	1,083

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		56.6%	791
Bed & Breakfast		14.2%	199
Campground		19.5%	272
Hotel or Motel (Local)		10.4%	145
Hotel or Motel (Out-of-Town)		65.3%	913
Limo Service		2.9%	40
Luggage-Travel Store		1.4%	19
Local Tourism		14.5%	203
Regional Airport		25.5%	357
RV Rental Company		2.4%	34
Shuttle Service		8.3%	116
Ski Resort		4.6%	65
Taxi Service		6.6%	92
Travel Agent		6.9%	96
None of the above / Does not apply		16.7%	234

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		4.1%	57
Car Rental Agency		13.5%	189
Compost / Yard Waste Service		10.2%	142
Courier or Delivery Service		6.5%	91
Dry Cleaning or Laundry Service		27.5%	385
Electronics Repair Shop		3.2%	45
Information Technology (IT) Service		3.3%	46
Jewelry Repair Shop		9.9%	138
Mail Store		22.1%	309
Mobile or Cell Phone Repair Shop		4.9%	68
Moving Truck Rental Company		4.1%	57
Printing Service		7.1%	99
Propane Dealer		11.2%	157
Recycling Center		25.2%	352
Self-Storage Facility		7.5%	105
Sewing and Alterations Shop		7.8%	109
Shipping Center		14.3%	200
Shoe Repair Shop		6.0%	84
Small Engine Repair Shop		4.8%	67
Tool / Equipment Rental Service		4.5%	63
Watch or Clock Repair Shop		6.8%	95
None of the above / Does not apply		22.5%	314

Value		Percent	Responses
Bottled Water Delivery Service		2.5%	35
Cremation Service Provider		0.9%	12
Funeral Service Provider		1.6%	22
Freight / Hauling Company		0.9%	13
Junkyard		2.9%	41
Marriage Counselor		0.7%	10
Propane Home Heating Service		1.2%	17























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























Value		Percent	Responses
Chamber of Commerce		11.4%	159
Charity or Philanthropic Organization		30.4%	425
Church		43.0%	601
City Center		5.1%	71
City or Municipal Service		14.0%	196
City or Town Hall		13.6%	190
Civic Center		4.4%	62
Community Center		8.9%	124
Community Organization		10.1%	141
Community Service or Non-Profit Organization		18.8%	263
Convention Center		2.6%	36
County Government Office		6.5%	91
Department of Social Services		2.5%	35
Employment Center		2.4%	33
Government Economic Program		1.6%	22
Government or Political Service		3.2%	45
Youth Organization		7.0%	98
None of the above / Does not apply		25.0%	350

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		17.0%	238
Painting Contractor		16.0%	223
Plumber or Plumbing Contractor		16.1%	225
None of the above / Does not apply		67.5%	943


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

Value		Percent	Responses
Air Duct Cleaning Service		9.4%	131
Appliance Repair Service		8.2%	115
Asphalt / Paving Contractor		5.9%	82
Carpenter or Woodworker		10.7%	150
Carpet Installation Contractor		7.6%	106
Concrete Contractor		4.6%	64
Countertop Contractor		5.2%	72
Deck Builder		6.5%	91
Drywall Installation or Repair Contractor		5.4%	76
Fencing Contractor		6.4%	90
Flooring Contractor		9.5%	133
Furnace Contractor		5.9%	83
Garage Door Contractor		5.0%	70
Garbage Collection Service		15.5%	216
General Contractor		7.4%	103
Gutter Installation or Repair Contractor		4.2%	59
Handyman		21.4%	299
Heating & Air Conditioning Services		22.0%	307
Home Security Company		4.6%	64
Junk Removal or Hauling Service		6.1%	85
Kitchen or Bath Remodeling Company		6.6%	92
Landscaping Service		17.3%	242







Value		Percent	Responses
Remodeling Contractor		5.0%	70
Roofing Contractor		5.3%	74
Septic Tank Contractor		3.4%	47
None of the above / Does not apply		28.0%	391
Alternative Energy Service		2.1%	29
Demolition Contractor		0.9%	12
Fire & Water Damage Restoration Service		0.4%	6
Foundation Contractor		1.8%	25
Garage Builder		1.2%	17
Handicap Access Contractor		0.4%	5
Heavy Construction Machinery		0.3%	4
Home Maintenance Service		2.6%	36
Insulation Installer		0.9%	13
Landscape Architect		2.3%	32
Mover or Moving Company		2.2%	31
New Home Builder		0.6%	9
Siding Installation or Repair Contractor		1.9%	26
Solar Energy Contractor		2.8%	39
Stone or Marble Company		1.2%	17
Tile Contractor		2.6%	36
Water Well Drilling Contractor		0.3%	4
Waterproofing Contractor		0.9%	13

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		11.4%	160
Carpet Cleaning Service		14.4%	201
Chimney Services		6.1%	85
Fuel or Oil Home Heating Service		3.1%	44
Furnace Cleaning Service		11.0%	154
Home Gardening Service		4.2%	59
Home Pressure Washing Service		4.2%	59
House Cleaning Service		16.1%	225
Landscaper		8.2%	115
Lawn Care Service		24.7%	346
Pest Control Service or Exterminator		15.2%	212
Shades & Blinds Installation Service		4.9%	68
Television or Internet Service Provider		22.1%	309
Window & Door Installation		6.9%	96
Window Washing		11.2%	157
None of the above / Does not apply		30.0%	419
Awning & Tent Company		1.1%	15
Bathtub Refinishing Service		2.1%	30
Cabinet Refacing Service		2.0%	28
Home Theater Installation Service		0.4%	5
Masonry Service		1.0%	14
Interior Designer		2.3%	32

Value		Percent	Responses
Key or Locksmith Service		2.6%	37
Pool Cleaning Service		1.8%	25
Wallcoverings Store		0.4%	5
Water Treatment Supply & Service		1.1%	16




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

Value		Percent	Responses
Childcare or Daycare		2.9%	41
At-home Daycare		0.6%	9
Children's Clothing Store		8.2%	114
Children's Shoe Store		4.3%	60
Summer Camp		4.6%	64
None of the above / Does not apply		87.8%	1,228
















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		7.3%	102
Animal Shelter		3.7%	52
Bird Seed Store		9.0%	126
Bird Shop		1.3%	18
Emergency Animal Hospital		3.3%	46
Feed Store		6.9%	96
Fish or Aquarium Store		1.9%	26
Pet Boarding		11.8%	165
Pet Boutique		1.0%	14
Pet Groomer		21.9%	306
Pet Sitter		9.3%	130
Pet Store		26.5%	371
Pet Trainer		2.6%	36
Pet Walker		0.9%	13
Veterinarian		43.6%	609
None of the above / Does not apply		37.2%	520

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

Value		Percent	Responses
Realtor		5.4%	76
Real Estate Brokerage Firm		1.4%	19
None of the above / Does not apply		94.0%	1,314

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		2.6%	36
Developer		0.4%	5
Estate Appraiser		0.9%	13
Estate Liquidator		0.5%	7
Home Inspector		3.7%	52
Home Staging Company		0.4%	6
Manufactured or Modular Home Builder		0.6%	9
Mortgage Banker		2.9%	41
Mobile Home Dealer		0.4%	6
Mortgage Broker		2.3%	32
New Home Builder		1.4%	20
Real Estate Appraiser		3.1%	44
Real Estate Rental Agency		1.1%	15
Title & Escrow Company		3.9%	55
None of the above / Does not apply		87.3%	1,221













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		39.1%	547
Buffet Restaurant		12.2%	171
Chinese Restaurant		47.4%	662
Ethnic Restaurant		32.4%	453
Family Style Restaurant		39.6%	554
Fast Food Restaurant		61.9%	865
Fine Dining Restaurant		39.6%	554
Home Delivery Meals		15.2%	213
Indian Restaurant		14.2%	198
Italian Restaurant		46.1%	645
Japanese or Sushi Restaurant		26.8%	374
Mexican Restaurant		62.6%	875
Pizza Restaurant		64.9%	908
Restaurant with Lounge or Bar		30.8%	430
Thai Restaurant		29.0%	406
None of the above / Does not apply		4.1%	58








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

Value		Percent	Responses
Art Gallery		8.4%	118
Art Supply Store		12.9%	180
Bead Store		4.1%	58
Bookstore		44.3%	620
Camera Store		3.6%	51
Candle Shop		9.5%	133
Christian Book Store		6.9%	97
Christmas Store		11.2%	157
Computer Store		11.7%	163
Consignment Shop		21.6%	302
Craft Supply Store		25.8%	361
Department Store		59.7%	834
Discount Store		46.5%	650
Drugstore or Pharmacy		66.2%	926
Electronics Store		16.4%	229
Equipment Rental Store		3.1%	43
Fabric Store		17.7%	248
Flea Market		16.2%	227
Florist		12.7%	178
Gift Shop		18.8%	263
Gun Shop		10.6%	148
Halloween Store		7.7%	107























Value		Percent	Responses
Herb Shop or Herbalist		3.6%	51
Hobby Shop		17.7%	247
Mobile Phone Store		15.4%	215
Music and Video Store		3.6%	51
Music Instrument Store		4.1%	57
Music Store		3.9%	55
Office Equipment & Supply Store		23.2%	325
Outlet Store		22.0%	307
Pawn Shop		3.4%	48
Record Store		4.6%	65
Religious Supply or Gift Shop		4.3%	60
Shopping Center		36.7%	513
Thrift Store		31.4%	439
Tobacco Store		3.6%	50
Toy Store		9.2%	128
Vape or Smoke Shop		3.1%	44
Vitamin or Supplement Store		13.1%	183
Wholesale, Warehouse or Club Store		33.8%	472
Yard Equipment Store		9.1%	127
Yarn Store		5.7%	80
None of the above / Does not apply		5.5%	77
Adult Video or Adult Store		1.1%	15
Cigar Store		2.5%	35
Coin Shop		2.1%	30















Value		Percent	Responses
Comic Book Shop		2.9%	41
Gold/Silver/Precious Metal Dealer		2.7%	38
Knife Store		1.5%	21
Military Surplus Store		2.0%	28
Monument or Memorial Company		0.5%	7
Scrap Metal Dealer		2.4%	34
Security Service		1.3%	18
Sewing Studio		2.5%	35
Sign Store		0.7%	10
Survival Store		1.0%	14
Trophy or Award Store		1.4%	19
Wedding Supply Store		0.7%	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		23.5%	329
Free delivery		34.8%	487
Drive-thru		66.5%	930
Carryout		72.2%	1,010
Curbside carryout		39.2%	548
Other		4.4%	61
None of the above / Does not apply		11.2%	157

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		19.2%	269
Baby Supply & Furniture Store		3.6%	50
Bath & Accessory Store		25.3%	353
Building Supply Store or Lumber Yard		34.8%	486
Carpet Store		7.3%	102
Fireplace, Wood Stove or Barbeque Store		4.3%	60
Flooring Store		10.7%	150
Frame Shop		4.9%	68
Furniture Store		19.4%	271
Hardware Store		46.7%	653
Home & Garden Store		54.4%	760
Home Decor Store		20.4%	285
Lighting Store		6.2%	87
Major Appliance Store		10.7%	149
Mattress or Bedding Store		10.9%	152
Outdoor Furniture Store		7.2%	101
Paint Store		18.0%	251
Plant Nursery & Garden Supply Store		31.5%	441
Pool & Spa Dealer		3.5%	49
Small Appliance Store		3.0%	42
Tool Store		6.6%	92
TV & Appliance Store		5.7%	79

Value		Percent	Responses
Used Building Supply Store		3.4%	47
None of the above / Does not apply		12.9%	180
Cabinet Store		2.7%	38
Clock Shop		1.3%	18
Furniture Restoration Shop		2.7%	38
Futon Store		0.1%	2
Hot Tub or Spa Dealer		2.8%	39
Rent-to-Own Store		0.4%	6
Rug Store		2.9%	41
Solar Energy Equipment Dealer		1.4%	19
Tool Rental Center		2.6%	37
TV Store		2.0%	28
Vacuum Store		2.4%	33
Window Store		2.3%	32

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

Value		Percent	Responses
Activewear Store		29.9%	418
Beauty Supply Store		22.3%	312
Bridal Shop		1.2%	17
Clothing Accessories Store		23.9%	334
Jewelry Store		10.3%	144
Leather Goods Store		1.9%	26
Lingerie Store		6.4%	90
Logo Apparel Store		2.9%	40
Maternity Wear Store		0.6%	9
Men's Clothing Store		28.5%	398
Optician or Eyeglasses Store		29.0%	406
Outdoor Clothing Store		16.7%	234
Shoe Store		47.2%	660
Sportswear Store		20.7%	290
Swimwear Store		6.8%	95
Watch Store		1.9%	26
Western Wear Store		2.3%	32
Women's Clothing Store		57.0%	797
None of the above / Does not apply		15.8%	221

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		8.7%	121
Insurance Agency		10.0%	140
Legal Firm or Attorney		6.5%	91
Tax Advisor		6.8%	95
None of the above / Does not apply		78.1%	1,092
























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




Value		Percent	Responses
Architect or Architecture Firm		0.9%	12
Commercial Builder		0.4%	6
Disaster Insurance		0.8%	11
Employment or Staffing Agency		1.6%	23
Graphic Designer		1.4%	20
Immigration Lawyer / Law		0.4%	6
Life Coach		1.1%	15
Private Investigator		0.2%	3
3D Printing		0.6%	9
Personal Shopping		1.4%	19
Virtual Assistance		0.6%	8
Business Consultant		1.1%	16
SEO Consultant(ion)		0.4%	6
Security Consultant		0.3%	4
Branded Merchandiser		0.8%	11
Research Study		1.4%	19
Co-working space		0.8%	11
None of the above / Does not apply		89.8%	1,256

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%	10
Purchase New Class B RV		0.1%	2
Purchase New Class C RV		0.6%	8
Purchase New Travel Trailer or 5th Wheel		0.8%	11
Purchase New Camper Shell		0.5%	7
Purchase New Camper Van		0.4%	5
Purchase Used Class A RV		0.8%	11
Purchase Used Class B RV		0.6%	8
Purchase Used Class C RV		0.9%	13
Purchase Used Travel Trailer or 5th wheel		1.4%	20
Purchase Used Camper Shell		0.4%	5
Purchase Used Camper Van		0.8%	11
None of the above / Does not apply		94.5%	1,321

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

Value		Percent	Responses
New Car		6.0%	84
New SUV		5.4%	75
Used Car		7.6%	106
Used SUV		4.1%	58
None of the above / Does not apply		73.8%	1,032
New Luxury Vehicle - Under \$50,000		1.7%	24
New Luxury Vehicle - \$50,000 - \$75,000		1.1%	15
New Luxury Vehicle - Over \$75,000		0.6%	8
New Motorcycle		0.4%	5
New Van		0.1%	1
New Minivan		0.3%	4
New Truck		2.1%	30
New Hybrid or Electric Vehicle		2.6%	37
New Side x Side (UTV)		0.6%	8
New Sport ATV		0.3%	4
New Utility ATV		0.2%	3
Used Luxury Vehicle - Under \$30,000		1.8%	25
Used Luxury Vehicle - \$30,000 - \$50,000		1.3%	18
Used Luxury Vehicle - Over \$50,000		0.1%	2
Used Motorcycle		0.8%	11
Used Van		0.5%	7
Used Minivan		0.7%	10
Used Side x Side (UTV)		0.4%	5










Value		Percent	Responses
Used Sport ATV		0.7%	10
Used Truck		2.5%	35
Used Hybrid or Electric Vehicle		0.8%	11
Used Utility ATV		0.1%	2












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

Value		Percent	Responses
Compact car		2.6%	37
Full-size car		2.9%	41
Luxury vehicle (any size)		1.6%	22
Midsized car		4.0%	56
Pickup truck		4.6%	65
Sport utility vehicle (SUV)		15.1%	211
Van or minivan		1.4%	20
None of the above		67.7%	946



Total: 1,398

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




















Value		Percent	Responses
Chevrolet		8.7%	122
Dodge		4.1%	58
Ford		10.9%	153
GMC		5.8%	81
Honda		9.6%	134
Hyundai		5.1%	71
Jeep		4.6%	64
Kia		4.0%	56
Lexus		3.2%	45
Nissan		4.9%	68
Subaru		7.9%	111
Toyota		14.7%	206
None of the above / Does not apply		62.0%	867
Acura		2.1%	30
Audi		2.4%	34
BMW		2.1%	29
Buick		2.4%	34
Cadillac		2.8%	39
Chrysler		1.4%	19
Fiat		0.2%	3
Infiniti		1.3%	18
Land Rover		0.6%	8

Value		Percent	Responses
Lincoln		1.8%	25
Mazda		2.6%	37
Mercedes-Benz		1.9%	26
Mini		0.4%	6
Mitsubishi		0.5%	7
Porsche		0.7%	10
Saab		0.4%	6
Suzuki		0.3%	4
Tesla		2.3%	32
Volkswagen		2.4%	33
Volvo		2.1%	30















51. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing or hearing an ad from a local media source?

Value		Percent	Responses
Yes		9.9%	138
No		90.1%	1,260
Total: 1,398			




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

Value		Percent	Responses
Home Theater System		1.3%	18
GPS Device (Handheld or In-Vehicle)		3.1%	44
Office Equipment		11.2%	157
Ink or Printer Cartridges		48.4%	677
Satellite Radio		2.6%	36
Satellite TV System		0.6%	9
Stereo System (Home)		1.6%	23
Wi-Fi for Home		5.8%	81
Headphones		15.2%	212
Wireless Speakers		6.4%	89
Smartwatch		8.1%	113
Compact/Mini Projector		0.6%	8
Wearable Electronics		3.7%	52
Healthcare Device		3.1%	43
Aerial Drone		1.6%	23
Assistive Technology for Hearing		3.9%	55
Smart Sports Equipment		0.5%	7
Batteries for Electronics		43.6%	610
None of the above / Does not apply		29.3%	410






















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		1.9%	27
Camera (Digital) SLR		2.1%	30
Camera Accessories or Supplies		2.3%	32
Camera Lens		1.8%	25
Computer Accessories		6.7%	94
Computer Software		5.9%	83
E-Reader (Kindle or Similar)		2.4%	34
Tablet (iPad or Similar)		7.5%	105
Personal Computer		5.8%	81
Laptop Computer		12.4%	174
TiVo or DVR		0.8%	11
4K Ultra HD TV		6.0%	84
Smart TV		9.1%	127
None of the above / Does not apply		64.5%	902






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		32.1%	449
Prepaid Cell Phone		3.1%	44
None of the above / Does not apply		65.6%	917










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

Value		Percent	Responses
Anniversary Jewelry		5.4%	75
Necklaces		8.5%	119
Rings (Other)		6.4%	89
Earrings		18.5%	259
Diamond Jewelry		3.6%	50
Gold Jewelry		6.2%	86
Silver Jewelry		6.4%	90
Gemstone Jewelry		4.3%	60
Costume Jewelry		8.7%	122
Women's Jewelry		12.8%	179
None of the above / Does not apply		65.5%	915
Engagement Rings		0.6%	8
Wedding Rings		1.4%	19
Pendants		2.6%	37
Celtic Jewelry		2.0%	28
Pearl Jewelry		1.6%	23
Men's Jewelry		1.6%	22
Designer Jewelry		2.6%	36
Jewelry Box or Organizer		1.7%	24
Men's High-End Watch		1.1%	15
Women's Watch		2.4%	33






















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		12.7%	178
Homeowner Insurance		10.7%	150
Life Insurance		4.5%	63
Medical (Health) Insurance		8.2%	115
None of the above / Does not apply		79.7%	1,114



















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

Value		Percent	Responses
Agriculture Insurance		0.1%	2
Dental Insurance		26.5%	370
Disability Insurance		2.0%	28
Medicare		19.0%	266
Long Term Care Insurance		4.9%	68
Pet Insurance		4.1%	57
Professional Liability Insurance		2.6%	36
Renters Insurance		5.4%	75
None of the above / Does not apply		59.7%	835
















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

Value		Percent	Responses
Acupuncture		5.2%	73
Audiologist		10.0%	140
Chiropractic Care		18.0%	252
Counseling & Mental Health Services		10.3%	144
Checkup		43.4%	607
Hospital		5.3%	74
Medical Services		17.1%	239
Optometrist		30.8%	431
Pediatrician		5.8%	81
Primary Care		44.2%	618
Wellness Services		6.2%	87
Weight Loss Service		4.0%	56
Physical Therapy or Rehabilitation service provider		11.7%	163
Hearing Aid Center		9.4%	131
Prescription Drugs		50.2%	702
None of the above / Does not apply		20.2%	282
Geriatric Specialist		1.0%	14
Home Healthcare		1.4%	20
Pediatric Dentist		2.5%	35
Substance Abuse Treatment		0.2%	3
Alternative Care		2.4%	33
















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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.4%	20
Bankruptcy Attorney		0.3%	4
Banking, Partnership & Business Law Attorney		1.2%	17
Child Support Attorney		0.2%	3
Criminal Law Attorney		0.1%	2
Disability & Social Security Attorney		0.9%	12
Divorce & Family Law Attorney		0.6%	9
DWI, DUI, OWI, OUI Attorney		0.1%	1
Employment Discrimination or Labor Issues Attorney		0.1%	2
General Practice Attorney		2.8%	39
Intellectual Property Attorney		0.3%	4
Malpractice Attorney		0.4%	5
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		0.6%	9
Real Estate Attorney		2.6%	36
Taxation Attorney		0.6%	9
Wills, Trusts & Estates Attorney		18.2%	255
None of the above / Does not apply		75.0%	1,049























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		69.2%	967
Teeth Cleaning		59.6%	833
Cavity Filling		16.2%	227
Crown		12.9%	181
Oral Surgery		3.4%	48
Braces		4.3%	60
Composite Bonding		2.4%	33
Dental Implants		7.5%	105
Dental Veneers		0.7%	10
Dentures		2.6%	37
Full Mouth Reconstruction		0.4%	6
Inlays or Onlays		0.4%	6
Smile Makeover		0.5%	7
Teeth Whitening		6.6%	92
None of the above / Does not apply		11.2%	156








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

Value		Percent	Responses
Botox		4.8%	67
Breast Augmentation		0.4%	6
Breast Implants		0.3%	4
Dermabrasion		0.9%	13
Ear Surgery		0.1%	1
Eyelid Surgery		1.5%	21
Facelift		0.4%	6
Hair Loss Treatment		0.8%	11
Lap Band		0.6%	8
Lasik		1.1%	16
Lip Augmentation		0.4%	6
Liposuction		0.9%	12
Rhinoplasty (Nose Job)		0.1%	2
Skin Treatment		5.0%	70
None of the above / Does not apply		88.5%	1,237























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		49.8%	696
Use Physical Rehabilitation Services		3.2%	45
Receive Treatment for Back Pain		8.0%	112
Have an Eye/Vision Exam		59.8%	836
Have an Annual Physical or Checkup		59.9%	838
Have X-Rays Taken		9.8%	137
Have a Scheduled Surgery		6.7%	93
Have Blood Drawn for Testing		46.1%	645
Plan to Visit a Hospital for any Medical Service or Procedure		9.8%	137
Have Foot Problems Diagnosed or Treated		9.5%	133
Senior Travel		5.9%	83
Receive Treatment for a Sleep Disorder		5.4%	75
Use Personal Trainer or Instructor		3.6%	51
Cardiovascular Treatment		5.3%	74
Cancer Treatment		4.8%	67
Orthopaedic or Knee Surgery		3.4%	47
Chiropractic Care		17.2%	241
Do Corrective Exercises		4.9%	69
Get Vaccinations at Drug Store or Pharmacy		31.5%	441
Get Vaccinations at Doctors Office		28.7%	401
Have Cataract Surgery		3.6%	51
Discretionary Health Care and Wellness Services		4.6%	65

Value		Percent	Responses
Have Acupuncture		4.1%	58
Women's Health Care		18.6%	260
Women's Diagnostics		4.6%	65
Men's Diagnostics		3.2%	45
Topical Skincare		5.1%	71
Endocrinology Services		4.6%	65
None of the above / Does not apply		15.8%	221
Participate in a Medical Study		2.5%	35
Stop Smoking		1.6%	23
Receive Treatment for Vehicle or Workplace Injury		0.6%	8
Hire a Personal Care Assistant		0.5%	7
Hire a Caregiver or Respite Worker		1.3%	18
Have Safety Bars Installed in Bathroom		2.3%	32
Stroke Treatment		0.3%	4
Memory or Alzheimer's Care		0.8%	11
Nutritional Counseling		1.6%	23
Spinal and Postural Screening		1.1%	15
Physiotherapy		1.6%	22
Receive Treatment for Substance Abuse		0.3%	4
Receive Aquatic Therapy		0.9%	13
Join a Weight Loss Group		2.6%	37
Have Reflexology Treatment		0.9%	13
Hire a Weight Loss Professional		0.8%	11
Receive Treatment for PTSD		1.7%	24

Value		Percent	Responses
Online Therapy		2.4%	34
In Home Medical Care		0.7%	10
Memory Care Services		0.5%	7
Medical Transportation		0.4%	5
Infertility and Reproductive Services		0.1%	2
Infectious Disease Care		0.4%	5
Weight Loss Surgery and Procedures		1.0%	14

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		6.4%	90
Have a Hearing Exam		13.4%	187
Purchase Medical Supplies or Equipment for Home		4.0%	56
Purchase Health Related Products		11.5%	161
Purchase Health and Wellness Supplements		20.7%	289
Handicap Accessible Products		3.4%	48
Purchase Prescription Eyeglasses		34.6%	484
Purchase Prescription Contact Lenses		11.0%	154
Purchase Orthopedic Shoes		3.2%	45
Purchase Allergy Medications		19.1%	267
Purchase Diabetes Testing Supplies		9.6%	134
Discretionary Health Care and Wellness Services and Products		7.0%	98
Purchase Vitamins		50.7%	709
Purchase Hemp Based Supplements		4.7%	66
Purchase Anti Anxiety Medication or Supplements		9.9%	139
None of the above / Does not apply		27.5%	384
Purchase Phones for Loss of Sight or Hearing		0.2%	3
Purchase a "In-the-Ear" Hearing Aid		1.4%	20
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.1%	2
Purchase a Digital Hearing Aid		1.6%	23
Purchase a "Behind-the-Ear" Hearing Aid		1.4%	19
Purchase Hearing Aid Cleaning Supplies		1.8%	25

Value		Percent	Responses
Purchase a "In-the-Canal" Hearing Aid		0.8%	11
Purchase a Analog Hearing Aid		0.1%	2
Purchase Elder Care-Related Products or Services		2.0%	28
Purchase a Mobility Device		1.0%	14
Purchase Home Medical Testing Equipment or Supplies		1.3%	18
Purchase "Aging in Place" Products		1.5%	21
Purchase a Medical Alert Service		0.9%	13
Purchase Blood Pressure Monitoring Device		2.8%	39
Purchase Weight Loss Supplements		2.6%	37
Purchase Weight Loss Food Plan		2.1%	30














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		0.7%	10
Pre-purchase a Funeral Plot or Cremation Service		4.9%	69
Purchase a Monument or Headstone		1.5%	21
Use a Funeral Planner		1.6%	23
Purchase Flowers for a Funeral		2.5%	35
Use a Cremation Service		1.4%	19
Hire a Religious or Spiritual Leader for a Funeral Service		0.7%	10
None of the above / Does not apply		89.7%	1,254



















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

Value		Percent	Responses
Aging in Place Services		3.1%	43
Find Home for Aging Parent		0.8%	11
Memory Care Services		1.4%	19
Move into a Independent Senior Housing Community		1.1%	16
Move into a Assisted Living Facility		0.9%	13
Move into a Nursing Home		0.1%	1
Move into a Alzheimer's Care Facility		0.3%	4
Move Into a Hospice Facility		0.2%	3
Hospice to your Home or House		0.5%	7
Move into Residential Care Home		0.4%	6
Utilize a Respite Provider		0.4%	5
Seek Senior Care/Companionship		0.8%	11
Wheelchair - Mobility Store		0.8%	11
None of the above / Does not apply		93.3%	1,304













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

Value		Percent	Responses
Open Checking Account		3.1%	43
Open Savings Account		3.6%	51
Online Banking		42.6%	595
Manage Investments		21.4%	299
Manage Retirement Accounts		21.1%	295
Mortgage Line of Credit		3.9%	55
Financial Consulting		14.2%	199
Financial Services		13.2%	184
Safe Deposit Box Rental		8.7%	121
Obtain New Credit Card		4.2%	59
Use Vehicle Title Loan Company		0.5%	7
Tax Preparation		29.7%	415
None of the above / Does not apply		35.5%	496























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






Value		Percent	Responses
Annuities		5.8%	81
Cash App		1.9%	26
Certificates of Deposit		8.4%	118
City or State Bonds		1.9%	27
Collectibles, Antiques or Art		2.7%	38
Common or Preferred Stock		12.4%	173
Corporate Bonds or Debentures		2.1%	30
401(k)		26.7%	373
Gold or Precious Metals		3.5%	49
IRA		19.5%	272
Money Market Funds		13.5%	189
Mutual Funds		19.4%	271
Non-US Stocks		3.9%	55
Options		1.1%	15
US Savings Bonds		1.9%	27
US Treasury Notes		1.6%	22
Coins or Stamps		3.1%	43
None of the above / Does not apply		47.8%	668

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		0.1%	2
Business Equipment Loan		0.5%	7
Carpeting or Furniture Loan		0.4%	6
College Expenses Loan		1.1%	15
College Tuition Loan		2.9%	40
Debt Consolidation Loan		1.4%	20
Medical Expenses Loan		0.3%	4
New Vehicle Loan		4.4%	62
Used Vehicle Loan		4.9%	68
Vacation or Travel Loan		0.1%	1
Wedding Loan		0.2%	3
None of the above / Does not apply		87.8%	1,228

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

Value		Percent	Responses
Athletic Apparel		31.4%	439
Athleisure Clothing & Apparel		34.1%	477
Coats		18.4%	257
Dress Shoes		15.8%	221
Nail Polish		16.1%	225
Eyewear or Sunglasses		40.0%	559
Handbags		20.2%	282
Hats		9.7%	135
Intimate Apparel		24.6%	344
Jewelry or Accessories		16.0%	223
Watches		4.8%	67
Leisure Wear / Sweatpants		30.0%	419
Luggage or Bags		4.4%	62
Perfume		13.2%	185
Men's Apparel		46.7%	653
Men's Shoes		34.4%	481
Men's Underwear		35.5%	496
Women's Apparel		66.0%	922
Women's Pajamas or Sleepwear		30.5%	427
Women's Shoes		49.6%	693
Women's Underwear		44.8%	626
Socks		43.2%	604

Value		Percent	Responses
Scarves		5.4%	76
Uniforms		3.3%	46
Outerwear		20.5%	287
None of the above / Does not apply		9.2%	129
Western Clothing		2.9%	40








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		7.2%	101
Children's Pants		12.2%	170
Children's T-Shirts		13.7%	191
Children's Dresses		8.5%	119
Children's Pajamas or Sleepwear		12.1%	169
Children's Socks		10.5%	147
Children's Shorts		10.9%	153
Infant Clothing		4.9%	68
Children's School Uniform		1.4%	19
Children's Athletic Clothing		9.4%	131
None of the above / Does not apply		80.3%	1,123























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)		44.7%	625
Boots (Men's)		8.6%	120
Cowboy Boots (Men's)		1.4%	19
Work & Safety (Men's)		6.2%	87
Sneakers		30.9%	432
Classic & Fashion Sneakers (Women's)		19.7%	276
Work & Safety (Women's)		3.4%	47
Cowboy Boots (Women's)		2.0%	28
Athletic & Outdoor Shoes (Women's)		50.9%	712
Athletic & Outdoor Shoes (Children's)		11.2%	157
Cowboy Boots (Children's)		0.4%	6
None of the above / Does not apply		23.0%	322

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		15.6%	218
Have Clothing Dry Cleaned		28.5%	398
Have Shoes Repaired		10.2%	142
Rent or Purchase a Costume		1.9%	27
Wash Clothing at a Laundromat		3.9%	54
Purchase Custom Made Clothing Items		1.3%	18
None of the above / Does not apply		59.8%	836






















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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		8.5%	119
Bicycle Tune-Up or Repair		9.8%	137
Camping or Hiking Equipment		13.2%	185
Exercise or Fitness Equipment		11.5%	161
Fishing Rods or Reels		7.3%	102
Fishing Bait or Attractant		10.5%	147
Fishing Accessories		13.7%	192
Golf Clubs or Equipment		8.6%	120
Hunting Gear		3.4%	48
Ammunition		16.9%	236
Running or Jogging Equipment		5.4%	76
Sports Equipment (Children)		3.2%	45
Swimming Gear		6.9%	97
Weight Lifting Equipment		5.6%	78
Used Sporting Equipment		3.5%	49
Rifle		4.4%	62
Hand Gun		7.4%	103
Shotgun		3.8%	53
None of the above / Does not apply		44.9%	628
Archery Equipment		2.1%	30
Bicycle or Mountain Bike (Child)		2.1%	29
High End Bicycle		1.6%	22























Value		Percent	Responses
Bicycle Rental		1.6%	22
Scuba, Diving or Snorkeling Equipment		1.4%	19
Skiing Equipment		2.9%	41
Soccer Equipment		1.6%	22
Sports Memorabilia		2.3%	32
Trampoline		1.1%	15
Trophies or Plaques		0.7%	10




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		36.3%	508
Bedding Flowers or Perennials		48.3%	675
Fertilizer		32.9%	460
Flower Pots		24.9%	348
Fountains		4.0%	56
Garden Ornaments		12.1%	169
Gravel or Rock		13.8%	193
Hand Garden Tools		17.1%	239
Landscaping		13.9%	194
Indoor Garden Supplies		9.0%	126
Decorative Rock		9.7%	136
Lawn Seed, Turf or Sod		11.7%	163
Outdoor Fireplace or Fire Pit		4.9%	69
Outdoor Furniture		9.9%	138
Outdoor Grill		6.2%	86
Patio Cover, Awning or Canopy		4.0%	56
Patio Furniture		9.3%	130
Propane		19.0%	266
Shrubbery or Trees		11.4%	159
Stone (Cast, Crushed or Natural)		4.1%	58
Storage Shed		4.0%	56
Insect or Fungus Control Products		14.2%	199























Value		Percent	Responses
Outdoor Garden Flags		3.4%	48
None of the above / Does not apply		23.6%	330
Chainsaw		1.4%	20
Gate		2.5%	35
Gazebo		1.2%	17
Insects (Bees or Other Beneficial Species)		2.2%	31
Patio Heater		1.8%	25
Outdoor Infrared Heater or Fireplace		0.9%	13
Outdoor Smoker		1.1%	15
Outdoor Kitchen Equipment		0.8%	11
Outdoor Entertainment Center		1.0%	14
Pole Shed		0.5%	7
Portable Outdoor Heater		0.6%	8
Power Garden Tools		2.9%	40
Lawn Mower (Push)		2.7%	38
Lawn Mower (Riding)		2.4%	33
Rototiller		0.4%	5
Screen Porch		1.3%	18
Leaf Blower		1.8%	25
Snow Blower		2.0%	28
Greenhouse		2.4%	34

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		57.7%	806
Book Hotel Room		59.1%	826
Book Local Lodging for Guests		3.6%	50
Business Travel		8.7%	122
Buy Luggage		3.7%	52
Buy Travel Tickets		23.2%	325
Chartered Fishing Trip		4.1%	58
Gamble at a Casino		13.6%	190
Golf Vacation		3.7%	52
Hotel or Resort Stay		38.7%	541
International Travel		14.9%	208
Play Bingo		3.6%	51
Rent a Car		28.8%	402
Stay at a Casino		5.4%	76
Stay at an RV Park		5.6%	78
Take a Cruise		9.7%	135
Train Trip		8.7%	121
Travel Packages		8.7%	121
Use a Travel Agent or Agency		9.5%	133
Vacation Inside Home State		27.0%	377
Vacation Outside Home State (within the Continental US)		41.1%	574
None of the above / Does not apply		18.5%	259
























Value		Percent	Responses
Charter a Boat		2.1%	30
Rent RV		2.5%	35
Ski Resort Stay		2.1%	29

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		19.9%	278
Bird Seed		17.0%	238
Cat Food		26.1%	365
Dog Food		39.4%	551
Fish Food		3.6%	51
Specialized Pet Food		6.3%	88
Other Pet Food		5.1%	71
Pet Accessories		18.2%	254
Pet Clothing		3.8%	53
Pet Toys		22.7%	317
Find a New Veterinarian		3.3%	46
Annual Pet Vaccinations		40.9%	572
Annual Pet Checkups		40.7%	569
Adopt or Rescue a Pet		6.7%	94
Purchase Pet Medication		13.8%	193
Board a Pet Overnight		8.9%	125
Pet Dental Care		6.4%	89
Pet Grooming Services		16.7%	234
Pet Sitting Services		6.9%	96
Animal Training Classes		4.3%	60
Anti Anxiety or Stress Pet Medication for Holidays		3.8%	53
None of the above / Does not apply		33.5%	469























Value		Percent	Responses
Pet Enclosure		0.8%	11
Aquarium or Tank		1.0%	14
Fish Supplies		2.6%	37
Disease Diagnosis		1.4%	20
Pet Travel Cage		1.4%	19
Pet Travel Accessories		1.3%	18
Cremation or Burial Services		1.7%	24
Purchase a Pet		1.9%	26
Holistic or Alternative Pet Care		0.8%	11
Pet Tracking Device		1.1%	16
Hemp Based Pet Supplements		1.1%	16
THC Based Pet Supplements		1.3%	18
Holistic or Alternative Pet Supplements		0.8%	11











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

Value		Percent	Responses
Add or Replace Deck		6.4%	89
Add a Fence or Wall Structure		10.2%	142
Remodel Kitchen		5.9%	83
Cabinet Refacing or Resurfacing		3.3%	46
Remodel Bathroom		11.6%	162
Build a Storage Shed		3.5%	49
General Remodeling		8.1%	113
Resurface or Build New Driveway		3.4%	48
Sealcoating		5.3%	74
Replace Carpet		8.9%	125
Asphalt Resurfacing		4.5%	63
Replace Flooring		11.9%	166
Replace Windows		7.0%	98
None of the above / Does not apply		49.9%	698
Add a Room		1.1%	15
Add a Home Office		1.0%	14
Remodel Closet		1.7%	24
Refinish Bathtub		1.8%	25
Install a Glass Shower		2.6%	37
Remodel or Finish Basement Living Area		1.4%	19
Replace Garage Door		2.4%	34
Build a Garage		0.7%	10
Build Out-Building		0.9%	12























Value		Percent	Responses
Have Furniture Restored		2.0%	28
Add a Swimming Pool		1.5%	21
Switch from Gas to Electric		0.1%	2
Switch from Electric to Gas		0.8%	11
Install a Stair Lift		0.4%	6
Install "Aging In Place" Products		1.7%	24
Install a Solar Energy System		1.6%	22
Install Security or Monitoring System		1.4%	19
Stone or Marble Work (Bathroom or Kitchen)		1.9%	26
Asphalt Repair		2.9%	41
Residential Paving		1.5%	21
Build a "Tiny House"		0.5%	7
Install Handicap Accessible Addition		0.4%	6

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

Value		Percent	Responses
Ceramic Tile		7.4%	104
Decking		8.0%	112
Doors (Exterior)		7.6%	106
Doors (Interior)		5.4%	76
Electrical Supplies		6.2%	87
Fencing		8.8%	123
Hand Tools		10.0%	140
Hardwood Products		3.9%	54
Home Security Doorbell Camera		4.5%	63
Kitchen Cabinets		3.8%	53
Lighting and Fixtures		11.1%	155
Lumber		10.0%	140
Molding		5.0%	70
Paint (Exterior)		12.3%	172
Paint (Interior)		24.9%	348
Plywood		5.4%	76
Plumbing Supplies		7.5%	105
Power Tools		4.9%	68
Rain Gutters		3.9%	55
Water Softener System or Supplies		3.1%	43
Windows		6.4%	89
None of the above / Does not apply		43.0%	601























Value		Percent	Responses
Furnace		2.1%	30
Generator		2.6%	37
Mill Work		1.5%	21
Roofing (Composition)		2.4%	33
Roofing (Other)		1.6%	23
Security Door		0.7%	10
Security Locks		1.8%	25
Siding		2.1%	30
Wood Stove or Fireplace		1.3%	18
Window Guards		0.4%	5

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		7.6%	106
Air Duct Cleaning		9.7%	135
Appliance Repair		5.9%	83
Blinds Cleaning		4.3%	60
Carpenter or Woodworking		3.7%	52
Carpet Cleaning		15.2%	213
Chimney Cleaning & Repair		5.3%	74
Concrete Repair		3.8%	53
Drywall Installation or Repair		4.4%	62
Electrical Repair		5.1%	71
Flooring - Ceramic Tile (Installation or Repair)		3.9%	54
Flooring - Laminate (Installation or Repair)		6.8%	95
Flooring - Wood (Installation or Repair)		4.7%	66
Flooring - Other (Installation or Repair)		3.6%	51
Furnace Cleaning		11.7%	164
Gardening Services		5.8%	81
Gutter Installation or Repair		4.1%	57
Handyman Services		17.3%	242
Home Repair		6.3%	88
Home Remodel		4.5%	63
None of the above / Does not apply		39.6%	553
Alternative Energy Systems Installation		0.9%	12

Value		Percent	Responses
Alternative Energy Systems (Service or Repair)		0.4%	6
Electrical Panel Replacement		0.8%	11
Excavation & Wrecking		0.4%	5
Fire & Water Damage Restoration		0.4%	6
Flooring - Linoleum (Installation or Repair)		1.9%	27
Foundation Repair		1.9%	26
Furnace Repair		1.7%	24
Furniture Reupholster		1.6%	23
Heating Repair		1.4%	20
Home Computer Repair		2.1%	29
Home Electronics Repair		0.6%	8
Home Heating Oil or Fuel Service		1.4%	19



















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

Value		Percent	Responses
Home Security Service		3.2%	45
House Cleaning Service		14.0%	196
Black Top Contractors		5.1%	71
Junk or Yard Waste Removal		6.3%	88
Recycle		8.7%	122
Landscaping Service		13.7%	191
Painting		15.4%	215
Pest Control		11.1%	155
Plumbing Repair		6.4%	90
Pressure Washing		5.2%	73
Preventative Home Maintenance		4.9%	69
Septic Tank Cleaning or Repair		3.4%	48
Snow Removal		5.3%	74
Trash Removal		11.2%	156
Window Installation		5.1%	71
Window Washing		7.5%	105
Computer Repair		3.5%	49
None of the above / Does not apply		39.6%	554
Insulation Installation or Maintenance		1.2%	17
Interior Design		1.9%	26
Sell Scrap Metal		1.1%	16
Movers		2.4%	34






















Value		Percent	Responses
Mold Inspection or Removal		0.9%	12
Party Equipment Rental		0.4%	6
Pool Cleaning Service		1.3%	18
Roof Repair		2.9%	41
Security System		2.6%	37
Siding Replacement		1.9%	27
Solar Heating or Power System Installation or Repair		1.1%	16
Stucco or Exterior Coating		0.4%	5
Tool Rental		2.1%	29
Tornado or Storm Shelter Building or Repair		0.1%	1
Waterproofing		0.9%	13
Window Tinting f or Home		0.1%	1
Yard Equipment Rental		1.6%	23
Mobile or Cell Phone Repair		1.5%	21

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

Value		Percent	Responses
Air Conditioning (Buy)		5.0%	70
Batteries (Home or Office)		41.5%	580
Candles		19.5%	273
Clocks		3.8%	53
Country or State Flags		3.4%	47
Curtains or Drapes		10.4%	145
Cutlery, Flatware or Silverware		3.7%	52
Emergency Preparedness Kit or Supplies		4.4%	62
Firewood		6.8%	95
Flooring Tile		5.2%	73
Floral Arrangements		9.1%	127
Hardwood Flooring		4.1%	58
Home Decor or Decorating		12.9%	180
Indoor Flowers		9.6%	134
King Size Bed		3.8%	53
Laminate Flooring		5.7%	79
Linens (Bathroom)		12.9%	180
Linens (Bedroom)		18.7%	262
Linens (Dining Room or Kitchen)		6.5%	91
Picture Frames		9.1%	127
Storage Boxes or Tubs		9.1%	127
Toilet Paper		60.7%	849


















Value		Percent	Responses
Window Blinds (Venetian or Mini)		5.1%	71
Window Coverings		5.1%	71
None of the above / Does not apply		20.5%	287
Awning		2.0%	28
Ductless Heat Pumps		0.9%	12
Hot Tub or Spa (New)		1.6%	23
Hot Tub or Spa (Used)		0.6%	9
Remote Home Monitoring Video Camera		2.9%	41
Safe		1.9%	27
Sewing Machine		1.2%	17
Shutters		1.4%	19
Signs or Banners		1.0%	14
Smoke Alarm or Detector		2.7%	38
Solar Water Heater		0.2%	3
Sports Team Flags		1.1%	16
Twin Size Bed		1.5%	21
Wallpaper		1.1%	15
Water Purification System (Drinking)		1.9%	26

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















Value		Percent	Responses
Carpeting		10.8%	151
Fine Art (Paintings, Pottery, Etc.)		4.5%	63
Foam Mattress		3.0%	42
Furniture (Bedroom)		7.2%	100
Furniture (Home Office)		3.1%	43
Furniture (Living Room)		10.7%	149
Memory Foam Mattress		4.4%	61
Pillow Top Mattress		4.2%	59
Queen Size Bed		3.2%	45
Reclining Chair		5.1%	71
Rugs		10.2%	143
None of the above / Does not apply		54.8%	766
Closet System		2.9%	41
Crib		0.5%	7
Custom Built Furniture		1.1%	16
Furnace		1.9%	26
Furniture (Children's)		1.9%	27
Furniture (Dining Room)		2.9%	40
Futon		1.0%	14
Gas Burning Freestanding Stoves		0.3%	4
Innerspring Mattress		2.5%	35
Latex Mattress		1.0%	14

Value		Percent	Responses
Oriental Carpeting		0.2%	3
Reclaimed Wood Furniture		0.9%	13
Reconditioned Furniture		0.8%	11
Rugs (Persian)		0.6%	9
Swimming Pool (Above Ground)		0.8%	11
Swimming Pool (In-Ground)		0.9%	12
Tankless Water Heater		2.1%	29
Water Heater		2.1%	29























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

Value		Percent	Responses
Paintings		9.4%	131
Fine Art		4.6%	64
Photographs		8.5%	119
Pottery		6.1%	85
Blown Glass		3.7%	52
Stone Carvings		1.1%	16
Sculpture		2.1%	29
Artistic Wall Decor		8.4%	117
Wood Carvings		1.8%	25
Poster Art		3.4%	48
Religious Art		1.7%	24
Stained Glass		3.5%	49
Ceramics		4.3%	60
Metal Work Art		3.2%	45
Music Memorabilia		1.6%	23
Movie Memorabilia		1.5%	21
None of the above / Does not apply		74.2%	1,038

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
























Value		Percent	Responses
Refrigerator		7.9%	110
Dishwasher		6.4%	89
Freezer		3.0%	42
Range		4.0%	56
Oven		3.4%	48
Washer		4.9%	68
Dryer		4.6%	64
Blender		4.0%	56
Instant Pot		2.3%	32
Microwave		5.5%	77
Window Air Conditioner		1.5%	21
Coffee or Espresso Machine		7.3%	102
Vacuum Cleaner		4.9%	68
None of the above / Does not apply		67.5%	944

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

Value		Percent	Responses
Aftermarket Products		4.0%	56
Battery		6.7%	94
Floor Mats		5.0%	70
Seat Covers		3.7%	52
Tires		15.4%	215
Wiper Blades		27.9%	390
None of the above / Does not apply		50.1%	701
Canopy		0.7%	10
Cargo Trailer		0.6%	9
Child Car Seat		2.4%	34
Grill Guard		0.5%	7
Ground Effects		0.1%	2
Lights		2.9%	41
Mirror(s)		0.7%	10
Motorcycle Accessories		1.8%	25
Motorcycle Parts		1.5%	21
Performance Parts		0.5%	7
RV Accessories or Supplies		2.7%	38
Roof Rack		1.4%	19
Running Boards		0.4%	5
Spoiler		0.1%	1
Step Bar		0.5%	7

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.0%	14
Tool Box		0.7%	10
Trailer Hitch		1.9%	26
Truck Bed Liner		0.6%	9
Visor		0.4%	6
Wheels or Rims		1.6%	22
Winch		0.2%	3
Window Tinting Equipment (Auto)		0.9%	12

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		8.7%	122
60,000 Mile Service		9.1%	127
100,000 Mile Service		9.6%	134
Auto Detailing		9.8%	137
Auto Repair (General)		10.2%	142
Auto Warranty Work (Work Covered by Warranty)		3.4%	47
Alignment		7.5%	105
Body Work		4.3%	60
Brake Replacement, Adjustment		4.9%	68
Car Rental		5.5%	77
Car Wash		51.8%	724
Gas or Service Station Services		23.1%	323
Oil Change or Lube		50.0%	699
Preventative Maintenance		20.6%	288
Safety Inspection		7.9%	110
Tire Mounting or Installation		8.0%	112
Tune-Up		10.9%	153
Windshield or Glass Repair		4.4%	62
None of the above / Does not apply		17.5%	244
DEQ Inspection		1.8%	25
Electrical Repair		1.0%	14
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.5%	21
Motor Repair or Replacement		0.3%	4

Value		Percent	Responses
Motorcycle Repair		0.7%	10
Muffler		0.5%	7
Painting		1.4%	19
RV Maintenance or Service		2.1%	30
Shocks		1.9%	27
Smog Check		1.4%	19
Stereo Installation		0.8%	11
Transmission or Clutch Repair		0.6%	9
Upholstery Repair		0.9%	13
Vehicle Air Conditioning Repair		2.3%	32
Vehicle Storage		1.2%	17
Vehicle Towing		0.4%	6
Windshield or Window Tinting		1.0%	14

















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		48.7%	681
Beauty Products		37.6%	526
Cosmetics		43.7%	611
Babysitting		3.1%	44
Facial		14.9%	209
Hair Care Products		57.2%	799
Hair Coloring		29.1%	407
Hair Cut		71.9%	1,005
Hair Removal		5.4%	76
Hair Extensions, Wigs or Weaves		1.4%	20
Manicure		25.7%	359
Massage Therapy		23.7%	332
Pedicure		36.2%	506
Skin Cleaning Products		24.7%	345
Skin Repairing / Conditioning Products		10.7%	150
Tanning Bed or Spray Tan		3.2%	45
Tattoo or Piercing		5.7%	80
None of the above / Does not apply		10.4%	145























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)		49.4%	690
Books (Used)		37.6%	526
Books (Children's)		15.7%	220
Board Games		20.3%	284
Lottery Ticket		30.4%	425
Collectibles		6.4%	89
Comics		2.5%	35
Graphic Novels		3.5%	49
Computer Games		10.9%	152
Magazines		29.4%	411
Toys		12.9%	180
Video Console Games		8.6%	120
None of the above / Does not apply		20.2%	283

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











Value		Percent	Responses
Gems, Rocks & Minerals		4.9%	69
Ceramics and Pottery		3.1%	43
Collectables		4.4%	62
Do-It-Yourself (DIY)		20.1%	281
Games or Puzzles		25.5%	357
Beer Brewing Supplies		2.1%	29
Wine Making Supplies		1.2%	17
Jewelry Making Supplies or Beads		6.0%	84
Knitting		9.8%	137
Making Arts and Crafts		13.0%	182
Paper Crafts		7.0%	98
Quilting		6.6%	92
Scrapbooking		5.5%	77
Toy Collecting		1.4%	19
Trains, Plane & Car Model Kits		2.1%	30
None of the above / Does not apply		46.4%	649

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 (Part Time)		4.0%	56
Online Continuing Education Courses		4.6%	65
Online Professional Certification or Accreditation Courses		3.4%	47
Online Language Lessons (Adult)		4.0%	56
Arts or Crafts Lessons (Adult)		7.6%	106
Cooking Lessons (Adult)		4.5%	63
Attend a Free Lecture or Seminar		14.7%	206
Attend Paid Online Lecture, Seminar or Special Class		6.4%	90
Sports lessons (Child)		3.0%	42
Yoga, Pilates, or Zumba		11.2%	157
Attend an Online Local Workshop		6.4%	89
None of the above / Does not apply		57.1%	798
Attend Online College or University (Full Time)		2.6%	37
Attend Online Graduate School		2.1%	29
Attend Online Classes at Community College		2.7%	38
Business School		0.4%	6
Learning Center		0.6%	9
Culinary School		0.7%	10
Online Trade School		0.5%	7
Online Music Lessons (Adult)		2.0%	28
Sports Lessons (Adult)		1.7%	24
Online Real Estate Classes		1.1%	15

Value		Percent	Responses
Online Child Education or Tutoring		0.6%	8
Dance Lessons		2.4%	34
Online Music lessons (Child)		0.7%	10
Personal Physical Training		2.5%	35
Online Language Lessons (Child)		0.4%	6
Arts or Crafts Lessons (Child)		1.3%	18
Change Online School		0.2%	3
Attend an Online Religion Based School		0.6%	8





















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		13.2%	185
Oil paints		3.6%	51
Acrylic Paints		12.5%	175
Markers		12.4%	174
Specialty Paper		11.0%	154
Fabric Craft Supplies		11.1%	155
Beads		5.9%	82
Art Pencils and Pens		13.5%	189
Scrapbooking Supplies		6.2%	86
None of the above / Does not apply		65.6%	917
























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		0.3%	4
Drums		1.3%	18
Flute		0.4%	5
Acoustic Guitar		2.8%	39
Electric Guitar		1.8%	25
Electric Keyboard		0.8%	11
Piano		1.4%	20
Piano (High End)		0.7%	10
Trumpet		0.2%	3
Violin		0.8%	11
None of the above / Does not apply		92.4%	1,292

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












Value		Percent	Responses
Greek		19.6%	274
French		8.4%	117
Asian		42.5%	594
German		10.2%	143
American (New)		39.5%	552
Italian		58.5%	818
Cajun or Creole		13.9%	194
Indian		14.9%	208
Chinese		50.6%	708
American (Traditional)		72.9%	1,019
Thai		30.5%	427
Middle Eastern		10.3%	144
Japanese		23.6%	330
Mexican		70.2%	982
Vietnamese		11.3%	158
Southern		18.7%	262
Tex-Mex		26.3%	368
Spanish		8.7%	122
Mediterranean		22.0%	308
None of the above / Does not apply		5.2%	73

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		24.8%	347
Fish & Chips		29.3%	409
Golf Course Restaurant, Bar or Snack Bar		8.5%	119
Barbeque		38.9%	544
Deli		30.3%	423
Breakfast or Brunch		53.0%	741
Appetizers		45.6%	638
Dessert		29.8%	417
Chicken Wings		23.3%	326
Hamburgers		61.6%	861
Chicken		48.5%	678
Frozen Yogurt		17.5%	244
Live or Raw food		6.3%	88
Tapas or Small Plates		10.0%	140
Theme Restaurants		6.5%	91
Soup		30.0%	420
Salad		51.8%	724
Pizza (Dine In)		22.3%	312
Pizza (Delivery)		29.3%	409
Steak		36.6%	511
Juice or Smoothies		15.6%	218
Sandwiches		53.5%	748
Pizza (Carry Out)		51.2%	716

Value		Percent	Responses
Pizza (Take & Bake)		15.5%	216
Seafood		43.4%	607
Vegan		5.9%	82
Steakhouse		24.2%	339
Sushi		22.5%	315
Vegetarian		11.5%	161
Pho		9.2%	129
None of the above / Does not apply		4.1%	58










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%	6
Purchase Commercial or Business Property		0.4%	6
Purchase Condominium or Townhouse		1.0%	14
Purchase Manufactured or Modular Home		0.9%	12
Purchase Investment Property		1.8%	25
Purchase Personal Residence		4.4%	62
Purchase Custom Built Home		1.4%	20
Purchase Residential Real Estate at an Auction		0.6%	8
Purchase Land or Agricultural Property		1.7%	24
Purchase Vacation Property		2.1%	30
None of the above / Does not apply		90.2%	1,261







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%	3
Sell Personal Residence		4.0%	56
Sell Vacation Property		0.9%	13
Sell Condominium or Townhouse		0.6%	9
Sell Investment Property		1.6%	23
Sell Land or Agricultural Property		1.2%	17
Sell Commercial or Business Property		0.6%	8
Sell Manufactured or Modular Home		0.1%	2
Plan to Sell Home in Master-Planned Community		0.3%	4
None of the above / Does not apply		92.1%	1,287











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

Value		Percent	Responses
Rent New Apartment		3.0%	42
Rent House (Residence)		4.0%	56
Rent Manufactured or Modular Home		0.4%	6
Rent or Lease Commercial Property		0.9%	12
Rent Agricultural Land		0.4%	5
Rent Subsidized Housing		0.7%	10
Rent Condo/Townhouse		2.4%	33
Rent Section 8 Housing		0.9%	12
None of the above / Does not apply		91.5%	1,279



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.5%	49
Use a Realtor to Buy Real Estate		3.7%	52
Use a Realtor to Buy and Sell Real Estate		3.4%	47
Plan to Sell Property Myself		1.5%	21
Use a Real Estate Broker		2.0%	28
None of the above / Does not apply		88.4%	1,236



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

Value		Percent	Responses
New Home Loan		4.1%	58
Home Remodel or Renovation Loan		1.2%	17
Business Construction Loan		0.2%	3
Home Construction Loan		0.6%	9
Equity Loan		1.9%	27
Land Loan		0.7%	10
Reverse Mortgage		0.2%	3
Real Estate Loan for existing home		0.6%	9
Refinance Home		2.5%	35
None of the above / Does not apply		89.8%	1,255


















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		74.4%	1,040
No, don't know who to call		25.6%	358
			Total: 1,398





















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		75.0%	1,049
No, don't know who to call		25.0%	349
Total: 1,398			

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		25.2%	352
Craft Beer		32.1%	449
Champagne		19.5%	273
Premium Hard Alcohol or Spirits		26.5%	371
White Wine		44.1%	617
Red Wine		45.0%	629
Major Brand Cigarettes		5.2%	72
Recreational Marijuana		7.9%	110
Marijuana Accessories		4.6%	64
Smokeless Tobacco		1.8%	25
Pipe Tobacco		0.6%	9
Discount Cigarettes		2.0%	28
Discount Hard Alcohol or Spirits		12.2%	171
Domestic Beer		34.5%	482
Electronic Cigarette Supplies		1.9%	26
Alcoholic Cider		15.4%	215
None of the above / Does not apply		23.2%	325




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		3.4%	48
Marijuana Delivery		1.0%	14
Cannabis Dry Flower/Bud		4.6%	64
Cannabis Edibles		9.4%	131
Cannabis Tinctures		2.2%	31
Cannabis Vaporizers		1.9%	26
Cannabis Cleaning Tools or Supplies		1.2%	17
Cannabis Concentrates		3.1%	43
Cannabis Pre-Rolls		2.6%	37
Organic Cannabis Products		1.4%	19
Cannabis Oil		4.1%	57
Cannabis Beauty & Skin Care Products		2.1%	30
Cannabis Beverages		1.2%	17
Cannabis Chocolates		4.1%	57
Medical Cannabis		2.3%	32
CBD Cannabis		7.1%	99
CBG Cannabis		0.6%	9
Recreational Cannabis		5.3%	74
Medical Cannabis		3.6%	50
None of the above / Does not apply		79.2%	1,107







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		28.3%	395
Specialty Teas		16.8%	235
Specialty Coffee		35.1%	490
Gourmet Deli Counter Items		28.2%	394
Cookies		45.7%	639
Potato Chips		60.5%	846
Soft Drinks		46.4%	648
Energy Drinks		13.2%	185
Energy Bars		20.8%	291
Birthday Cake		21.2%	296
Beef Jerky or Meat Sticks		20.2%	283
Candy		43.0%	601
Fruit		74.9%	1,047
Nuts		64.3%	899
Chocolates		50.0%	699
Ice cream		68.2%	953
Artisan Bread		39.8%	557
Artisan Meats		12.6%	176
Sports Drinks		15.7%	219
Artisan Condiments		10.7%	149
Canned Sauces		37.4%	523
Chicken		80.8%	1,129

Value		Percent	Responses
Pork		52.7%	737
Beef		64.9%	907
Game Meats		3.3%	46
Fish		56.2%	786
Snack Mixes		29.3%	410
Vegetables		70.4%	984
Frozen Entrees		44.3%	619
Meal Kit Prep & Delivery		5.3%	74
Locally Raised Beef, Pork, Poultry		26.0%	364
Locally Grown Fruit and Vegetables		69.9%	977
Locally Produced Honey		26.9%	376
Organic Food		28.9%	404
Pickled Vegetables		20.5%	287
Artisan Cheese		36.9%	516
Alternative "Meat" Products		14.1%	197
Sausage		49.6%	693
Donuts		32.6%	456
Pastries		34.0%	475
Juice		46.7%	653
Olives		45.4%	634
Meal Kits		7.2%	101
Mac and Cheese		34.1%	477
Pizza		62.9%	880
Cookie Dough		13.2%	185

Value		Percent	Responses
Cereal		63.3%	885
Bagged Salad		54.4%	760
None of the above / Does not apply		1.7%	24




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

Value		Percent	Responses
Coupons		5.8%	81
Quality		39.8%	556
Selection		34.5%	483
Excellent Customer Service		6.0%	84
Clean Environment		9.7%	136
None of the above / Does not apply		4.1%	58








Total: 1,398

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		38.9%	544
Attend Online Religious or Spiritual Services		19.6%	274
Consider Leaving Current Job for Better Opportunity		8.3%	116
Donate to a Charity		62.2%	870
Donate to a Church		38.6%	540
Donate to Political Party or Government Representative		17.3%	242
Join a new Church		3.6%	50
Volunteer at Church		19.9%	278
Volunteer for Nonprofit Group		25.8%	360
Retire		5.4%	76
Vote in Upcoming Local Elections		54.1%	756
Vote in Upcoming State or National Elections		56.2%	786
Purchase Season Tickets for Performing Arts		7.9%	110
Attend a Holiday Themed Performance		18.8%	263
Community Activity		27.0%	377
Support an Organization		21.2%	297
Make a Donation		42.1%	588
Register to Vote		4.1%	58
None of the above / Does not apply		8.9%	124
Find New Local Golf Course		2.7%	38
Join a Golf Course		0.9%	13
Use Drone Photography Services		0.4%	6
Donate Vehicle		1.3%	18

























Value		Percent	Responses
Have a Baby		1.4%	19
Get Married		1.3%	18
Look into Private Schooling for Children		0.8%	11









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		6.7%	94
Go Mountain Biking		7.4%	104
Go Camping		24.3%	340
Go Hiking		34.7%	485
Go Fishing		22.2%	311
Go Backpacking		8.9%	125
None of the above / Does not apply		47.4%	662



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

Value		Percent	Responses
Apparel and Accessories		50.4%	704
Arts and Entertainment		37.5%	524
Automotive - (General)		22.2%	310
Automotive - (New Vehicle Dealership)		17.8%	249
Automotive - (Used Vehicle Dealership)		14.2%	199
Automotive - (Auto Parts store)		12.0%	168
Automotive - (Auto Repair business)		9.4%	132
Automotive - (Auto Body shop)		5.3%	74
Tire Business		16.7%	234
Beauty and Spa Related Businesses		21.5%	300
Child Related Businesses		5.4%	75
Community and State Services		25.0%	350
Education		12.9%	181
Employment Related Businesses		8.7%	121
Event Planning and Services		10.1%	141
Family Activity Related Businesses		12.3%	172
Farm Equipment and Agriculture Businesses		3.2%	45
Financial Services		11.2%	157
Fitness Businesses or Providers		8.5%	119
General Retail		41.6%	581
Grocery / Market		35.6%	497
Home and Garden Related Businesses		29.2%	408











Value		Percent	Responses
Building Supply/Lumber Business		16.8%	235
Home Service Businesses		13.8%	193
Home Service Contractors		16.5%	230
Hotel and Travel Related Businesses		32.8%	458
Local Services		26.0%	363
Medical Related Businesses - (General)		16.4%	229
Medical Related Businesses - (Chiropractor)		5.5%	77
Medical Related Businesses - (Dentist)		9.9%	139
Medical Related Businesses - (Hospital)		4.6%	64
Motorsport Businesses		3.1%	44
Nightlife Related Businesses		9.4%	131
Pet / Animal		28.0%	392
Professional Services		16.6%	232
Real Estate Service Businesses		5.8%	81
Recreation Related Businesses		10.2%	143
Restaurant / Bar / Lounge		41.9%	586
Senior Related Businesses		8.8%	123
Specialty Food and Drink		22.7%	317
General Retail - Children's Clothing Store		6.9%	97
General Retail - Clothing Accessory Store		14.2%	198
General Retail - Computer Store		12.9%	180
General Retail - Farming and Agriculture Business		3.4%	48
General Retail - Furniture Store		18.8%	263
General Retail - Hardware Store		19.4%	271

Value		Percent	Responses
General Retail - Home Entertainment Store		7.5%	105
General Retail - Jewelry Store		6.6%	92
General Retail - Major Appliance Store		15.5%	217
General Retail - Men's Clothing Store		14.8%	207
General Retail - Mobile Phone Store		9.2%	129
General Retail - Shoe Store		19.2%	269
General Retail - Women's Clothing Store		29.0%	405
None of the above / Does not apply		10.7%	150























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

Value		Percent	Responses
Yes		14.2%	199
No		85.8%	1,199
Total: 1,398			

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		2.8%	39
Get a New Full Time Job		10.4%	145
Get a New Part Time Job		7.6%	106
Get a Temporary or Seasonal Job		3.9%	55
Use an Employment or Temporary Employment Agency		1.8%	25
Use a Career Counselor		0.9%	13
Get a Second (or Third) Job		3.0%	42
Get First Job after School		1.2%	17
Apply for Unemployment Benefits		2.0%	28
None of the above / Does not apply		78.8%	1,101

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		5.4%	76
Customer Service		4.6%	65
Education		3.7%	52
Health Care – non nursing		3.2%	45
Management		3.4%	47
NonProfit		4.1%	57
Retail		3.2%	45
None of the above / Does not apply		76.4%	1,068
Accounting		2.6%	37
Agriculture		0.4%	6
Automotive		0.6%	9
Banking & Finance		2.1%	30
Child Care		0.4%	6
Construction		0.3%	4
Driver / Transportation		1.8%	25
Engineering		1.1%	16
Executive Level		1.5%	21
Entry Level (New Graduate)		1.5%	21
Government		2.4%	34
Grocery		1.3%	18
Hotel - Hospitality		1.3%	18
Health Care - CNA, RN, LPN, MA		1.2%	17

Value		Percent	Responses
Manufacturing		1.1%	16
Installation - Maintenance - Repair		0.4%	5
Information Technology		2.3%	32
Insurance		1.1%	16
Legal		1.0%	14
Media		1.7%	24
Real Estate		1.6%	22
Restaurant - Food Services		1.7%	24
Sales & Marketing		2.0%	28
Skilled Labor - Trades		1.5%	21
Warehouse		1.2%	17

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		15.6%	218
Yellow Pages directory		1.6%	22
Direct mail flyer		14.0%	196
Deal program/offer		9.7%	135
Facebook business page offer		11.8%	165
Billboard advertising		2.0%	28
None of the above / Does not apply		65.5%	915

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		4.9%	68
Read ads and keep them - using one or two		38.6%	540
Read ads and keep them - without using any		5.4%	75
Read ads but throw away without using any		22.8%	319
Throw ads away unread		25.7%	359
Do not receive direct mail or advertisements at home or PO Box		2.6%	37

Total: 1,398



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 %	50 3.6%	226 16.2%	607 43.4%	56 4.0%	163 11.7%	217 15.5%	79 5.7%	1,398
County election Count Row %	54 3.9%	205 14.7%	617 44.1%	55 3.9%	153 10.9%	202 14.4%	112 8.0%	1,398
State election Count Row %	48 3.4%	286 20.5%	538 38.5%	37 2.6%	171 12.2%	235 16.8%	83 5.9%	1,398
Total Total Responses								1398




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

Value		Percent	Responses
Yes		91.6%	1,280
No		8.4%	118
			Total: 1,398























116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.3%	1,346
No		3.7%	52
			Total: 1,398

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		18.8%	263
No		48.7%	681
Does not apply		32.5%	454
			Total: 1,398




















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

Value		Percent	Responses
Automotive		3.0%	8
Business Consulting		7.9%	21
Education		6.0%	16
Financial Services		3.8%	10
Health and Medical		7.9%	21
Home Service Businesses		6.8%	18
Real Estate		6.8%	18
Other		38.5%	102
Apparel and Accessories		1.1%	3
Arts and Entertainment		2.3%	6
Beauty and Spa		2.6%	7
Child Related Businesses		0.8%	2
Event Planning and Services		0.8%	2
Fitness Businesses or Providers		0.4%	1
General Retail		1.5%	4
Grocery and Specialty Food/Drink		1.9%	5
Home and Garden		1.5%	4
Hotel and Travel		0.4%	1
Local Services		1.5%	4
Pet / Animal		1.1%	3
Recreation		1.1%	3
Restaurant / Bar / Lounge		1.9%	5

Total: 265

Value		Percent	Responses
Sales Training		0.4%	1
			Total: 265



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		7.9%	21
Use social media for promoting business		21.8%	58
Website optimized for mobile (responsive)		12.4%	33
Ongoing search optimization (SEO, SEM)		7.9%	21
Banner ads		4.9%	13
Cost-per-click ads (CPC, PPC)		4.1%	11
Programmatic ads		1.9%	5
Retargeting ads		2.3%	6
Video ads		3.0%	8
Google ads (Adwords)		7.9%	21
Facebook ads		15.8%	42
Sponsored content		3.8%	10
Email advertising		10.2%	27
Site analytics		3.8%	10
Use a Digital Agency		2.3%	6
Digital ads through newspaper		3.0%	8
Digital ads through radio station		1.5%	4
Digital ads through TV station		0.4%	1
None of the above/Does not apply		60.9%	162

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.		39.6%	105
Business Logo Apparel		21.5%	57
Computer Hardware		19.6%	52
Networking Hardware or Software		7.9%	21
Office Cleaning Supplies		21.5%	57
Office Copier		6.4%	17
Office Furniture, Fixtures or Interiors		6.8%	18
Office Printer		14.7%	39
Office Supplies		45.7%	121
Promotional Items		16.6%	44
Security System		3.4%	9
Telephone Systems		3.8%	10
Uniforms or Work Clothing		9.4%	25
None of the above/Does not apply		29.1%	77

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		34.1%	90
Business Advertising		9.5%	25
Business Financial Consulting		3.0%	8
Business Bottled Water Delivery		4.9%	13
Business Cellular Phone Service		11.7%	31
Business Computer Consulting		8.0%	21
Business Employment Agency		3.0%	8
Business Internet Service Provider		14.8%	39
Business Legal Services or Attorney		8.0%	21
Business Marketing Services		6.4%	17
Business Social Media Marketing		7.6%	20
Business Meetings or Conventions		3.8%	10
Business Payroll Services		8.7%	23
Business Printing Services		12.1%	32
Business Recruitment		3.0%	8
Business Sign Company Services		3.4%	9
Business Online Meetings		9.5%	25
None of the above / Does not apply		44.3%	117
Business Advisory Services		2.3%	6
Business Construction Contractor		1.9%	5
Business Moving or Storage		1.9%	5
Business Realty Services		1.1%	3

Value		Percent	Responses
Business Security Services		1.9%	5
Business Staffing or Temp Services		2.3%	6
Selling Small Business		1.5%	4
Business Travel Agency		0.4%	1
Business General Broadcast Media Service		0.8%	2
Business Television Media Service		0.4%	1









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

Value		Percent	Responses
Rent New Office		3.8%	10
Buy New Office		1.9%	5
Add New Locations		1.9%	5
Have Employees Work From Home		5.7%	15
Renovate Existing Facilities		4.6%	12
Reduce Office Space		2.3%	6
Construct New Facilities		2.3%	6
Buy or Rent Industrial Space		0.8%	2
Buy or Rent Warehouse Space		0.4%	1
Install New Commercial Carpeting		0.8%	2
None of the above / Does not apply		84.4%	222












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		2.3%	6
Purchase Used Business Automobiles		0.8%	2
Purchase New Business Trucks		3.4%	9
Purchase Used Business Trucks		2.3%	6
Lease New Business Automobiles		1.5%	4
Lease New Business Trucks		0.4%	1
Purchase New Business Delivery Vehicles		1.1%	3
Purchase Used Business Delivery Vehicles		0.8%	2
Purchase New Heavy Duty or Commercial Business Trucks		2.7%	7
Purchase Used Heavy Duty or Commercial Business Trucks		1.5%	4
None of the above / Does not apply		91.3%	240


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		2.7%	7
Business Health Insurance		3.8%	10
Business Dental Insurance		2.7%	7
Business 401K or Retirement Program		2.7%	7
Business "Key Man" Insurance		1.1%	3
Business Property Insurance		2.3%	6
Business Commercial Insurance		2.3%	6
None of the above / Does not apply		92.0%	242









125. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.1%	2
20 - 24		1.4%	19
25 - 30		2.4%	33
31 - 34		1.9%	27
35 - 40		5.2%	73
41 - 45		3.9%	55
46 - 49		4.9%	68
50 - 54		8.7%	122
55 - 60		13.5%	188
61 - 69		29.3%	409
70 or older		28.7%	401
			Total: 1,397
			Avg 61

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







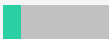




Value		Percent	Responses
Suburban		100.0%	1,398
			Total: 1,398

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%	3
Some High School (Not Graduate)		0.2%	3
High School Graduate (12th grade)		5.6%	78
Vocational or Technical Training		3.2%	45
Some College		17.7%	246
College Graduate		32.5%	451
Some Post-Graduate Study (No Advanced Degree)		8.9%	123
Post-Graduate Degree		31.7%	440

Total: 1,389






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

Value		Percent	Responses
Under \$20,000		3.0%	39
\$20,000 - \$24,999		3.2%	42
\$25,000 - \$29,999		2.1%	28
\$30,000 - \$34,999		3.2%	42
\$35,000 - \$39,999		3.2%	42
\$40,000 - \$44,999		4.0%	52
\$45,000 - \$49,999		5.3%	70
\$50,000 - \$74,999		17.0%	223
\$75,000 - \$99,999		18.4%	241
\$100,000 - \$124,999		15.0%	197
\$125,000 - \$149,999		9.2%	121
\$150,000 - \$200,000		9.7%	128
Over \$200,000		6.7%	88








Total: 1,313

Avg \$99,416

129. What is your gender?






Value		Percent	Responses
Male		29.9%	415
Female		67.2%	933
Transgender		0.1%	1
Gender Variant / Non-conforming		0.1%	2
Prefer not to answer		2.7%	38
			Total: 1,389

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.7%	23
Black or African-American		2.3%	32
Asian		0.9%	12
White or Caucasian		86.8%	1,205
Hispanic		2.6%	36
Other		1.7%	24
Prefer not to answer		4.1%	57

Total: 1,389






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

Value		Percent	Responses
Single Family Home		84.3%	1,171
Apartment		7.3%	101
Condominium		5.0%	69
Mobile Home		1.9%	26
Other		1.6%	22
			Total: 1,389



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		86.7%	1,203
Rented		11.0%	152
Occupied Without Payment of Rent		1.2%	17
Other		1.2%	16
			Total: 1,388

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

Value		Percent	Responses
None		83.9%	1,164
1		7.5%	104
2		6.2%	86
3		1.4%	20
4 or more		1.0%	14
			Total: 1,388

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 ---->)		45.1%	625
No		54.9%	762
Total: 1,387			