




2021 Pulse of America

Texas State Shopping Survey Report

Response Counts

Completion Rate:	100%		
	Complete		408
			Total: 408













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	408
			Total: 408

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

Value		Percent	Responses
Local Newspaper		44.6%	182
Local Newspaper Website		29.9%	122
Local TV News		54.2%	221
Local TV News Website		24.5%	100
National Broadcast News		29.7%	121
National Broadcast Website		11.5%	47
Local Radio		34.6%	141
Local Radio Website		8.3%	34
Apple News		6.9%	28
Facebook		48.8%	199
Twitter		7.1%	29
Nextdoor		5.6%	23
Other		7.8%	32

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





Value		Percent	Responses
Local Newspaper		12.5%	51
Local Newspaper Website		6.4%	26
Local TV News		22.5%	92
Local TV News Website		6.1%	25
National Broadcast News		16.9%	69
National Broadcast Website		5.4%	22
Local Radio		9.1%	37
Local Radio Website		2.2%	9
Apple News		1.0%	4
Facebook		7.6%	31
Twitter		1.0%	4
Other		9.3%	38

Total: 408





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

Value		Percent	Responses
Employment needs		42.9%	175
General status of the business		38.0%	155
New hours		44.1%	180
New services being offered		59.6%	243
Online services being offered		48.3%	197
Services that are being offered		62.5%	255
The cleaning and safety precaution policies		21.1%	86
Other		3.9%	16














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

Value		Percent	Responses
Listened to Local Radio		60.5%	247
Watched Local Television		69.6%	284
Read the Local Newspaper		55.9%	228
None of the above / Does not apply		5.1%	21























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		32.8%	134
Local Radio Station		16.4%	67
Local TV Station		18.9%	77
None of the above / Does not apply		51.7%	211

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		22.8%	52
Local Daily Newspaper		84.2%	192
Local Paid Weekly Community Newspaper		20.6%	47
Local Free Weekly Print Publication		23.2%	53
Local Alternative Publication		2.6%	6
Local City or Regional Magazine		23.7%	54
Local Specialty Publication		4.8%	11
Local Business Publication		9.2%	21
Local Ethnic Publication		1.8%	4
Local Parenting Publication		2.6%	6
Local Children's Publication		2.6%	6
Local Senior Publication		6.1%	14
None of the above / Does not apply		3.5%	8

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		12.6%	31
Adult Contemporary		13.0%	32
Adult Hits		20.2%	50
Business News		4.9%	12
CHR (Contemporary Hit Radio)		4.9%	12
Classic Hits		28.7%	71
Classic Rock		40.1%	99
Classical		3.6%	9
Religious		24.7%	61
Country		61.1%	151
Easy Listening		10.1%	25
News/Talk		24.7%	61
Oldies		26.7%	66
Regional Mexican		5.7%	14
Rock		19.8%	49
Spanish		8.9%	22
Sports		11.7%	29
Talk		8.5%	21
Other		5.7%	14
Hot AC		0.8%	2
Rhythmic-CHR		0.8%	2
Urban AC		0.4%	1

Value		Percent	Responses
Urban Contemporary		2.8%	7
None of the above / Does not apply		1.2%	3























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





Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		76.5%	189
Midday (10:00 am - 3:00 pm)		34.4%	85
Afternoon Drive (3:00 - 7:00 pm)		62.8%	155
Evenings (7:00 pm - midnight)		19.8%	49
Overnight (midnight - 6:00 am)		4.9%	12
Don't know / Does not apply		2.4%	6

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)		48.9%	139
Morning (9 am – 12 noon)		20.1%	57
Daytime (12 noon – 3 pm)		19.0%	54
Early Fringe (3 pm – 5 pm)		12.7%	36
Early News (5 pm – 7 pm)		65.1%	185
Prime Access (7 pm – 8 pm)		32.7%	93
Prime Time (8 pm – 11 pm)		51.4%	146
Late News (11 pm – 11:30 pm)		18.3%	52
Late Fringe (11:30 pm – 1 am)		3.2%	9
Post Late Fringe (1 am - 2 am)		1.8%	5
Overnight (2 am - 5 am)		3.2%	9
Don't know - Does not apply		1.4%	4

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		9.6%	39
Auto Body Shop		8.3%	34
Auto Detailing Shop		14.5%	59
Auto Glass Repair Shop		9.6%	39
Auto Paint Shop		3.2%	13
Auto Parts Store		31.4%	128
Auto Repair Shop		22.3%	91
Auto Window Tinting		4.9%	20
Car Wash		68.4%	279
Gas Station		82.6%	337
New Vehicle Dealership		13.5%	55
Oil Change Station		65.4%	267
Tire Store		28.4%	116
Used Vehicle Dealership		8.3%	34
None of the above / Does not apply		3.7%	15
Auto Muffler Shop		0.7%	3
Auto Salvage Yard		2.9%	12
Auto Stereo Installation		2.7%	11
Auto Towing Service		2.2%	9
Car Audio Store		2.2%	9
Commercial Truck Dealership		1.2%	5
Commercial Truck Repair Shop		0.2%	1

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		2.7%	11
RV or Camper Repair		2.0%	8
Trailer Rental Service		1.2%	5
Transmission Shop		0.7%	3

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







Value		Percent	Responses
All-Terrain Vehicle (ATV) Dealer		3.4%	14
Boat and RV Storage Facility		1.0%	4
Boat Dealer		3.4%	14
Boat Rental Service		0.7%	3
Boat Repair Shop		2.2%	9
Boating Accessory Store		1.5%	6
Golf Cart Dealer		2.2%	9
Motorcycle Accessory Store		2.5%	10
Motorcycle Dealer		2.2%	9
Motorcycle Repair Shop		1.5%	6
Watercraft Dealer		1.2%	5
Watercraft Rental Shop		0.2%	1
None of the above / Does not apply		86.0%	351

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		17.6%	72
Animal Feed Store		22.1%	90
Agricultural Service		2.0%	8
Farm Equipment Repair Shop		3.4%	14
Farm Truck and Tractor Repair Shop		3.9%	16
Farming Structure Building Contractor		1.7%	7
New Farm Equipment Dealer		3.7%	15
Used Farm Equipment Dealer		1.7%	7
None of the above / Does not apply		69.1%	282

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		9.1%	37
Bakery		58.3%	238
Beer Shop		19.6%	80
Beverage Distributor		8.3%	34
Candy Store		15.9%	65
Cheese Shop		8.8%	36
Chocolate Shop		7.6%	31
Coffee & Tea Shop		36.8%	150
Convenience Store		69.9%	285
Cookie Store		11.3%	46
Cupcake Shop		13.7%	56
Dessert Restaurant		6.6%	27
Distillery		5.9%	24
Donut Shop		50.0%	204
Espresso or Coffee Shop		32.1%	131
Ethnic Food Restaurant		33.3%	136
Ice Cream or Frozen Yogurt Shop		44.1%	180
Liquor Store		39.2%	160
Meat Market or Butcher Shop		37.5%	153
Seafood Market		13.0%	53
Smoothie or Juice Bar		14.0%	57
Specialty Cake Bakery		8.3%	34

Value		Percent	Responses
Specialty Food Market		11.3%	46
Tea Shop		3.9%	16
Wine Shop		9.3%	38
Winery		10.0%	41
None of the above / Does not apply		3.9%	16
U-Brew Beer or Wine Store		2.2%	9




















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		18.4%	75
Farmers Market		42.4%	173
Grocery Store (Discount)		41.4%	169
Grocery Store (Ethnic)		8.6%	35
Grocery Store (Major or Regional Chain)		86.3%	352
Grocery Store (Neighborhood/Local/Mom & Pop)		27.5%	112
Grocery Store (Co-op)		15.4%	63
Grocery Store (Independent/Citywide)		21.6%	88
None of the above / Does not apply		0.5%	2












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

Value		Percent	Responses
Barbershop		35.5%	145
Day Spa		10.5%	43
Eyelash Extension Salon		2.9%	12
Hair Salon		63.5%	259
Hair Removal Salon		2.7%	11
Massage		21.8%	89
Makeup Artist		2.9%	12
Nail Salon		42.9%	175
Skin Care Store		3.7%	15
Tanning Salon		5.4%	22
Tattoo Studio		10.3%	42
None of the above / Does not apply		12.7%	52

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

Value		Percent	Responses
Bait & Tackle Shop		17.6%	72
Bicycle Rental Service		1.5%	6
Bicycle Repair Shop		6.1%	25
Bicycle Shop		6.1%	25
Bowling Alley		18.6%	76
Dive Shop		0.7%	3
Fishing Supply Store		14.2%	58
Golf Course		9.8%	40
Golf Driving Range		7.6%	31
Golf Pro Shop		5.4%	22
Gun Shooting Range		12.7%	52
Gun Store		18.1%	74
Miniature Golf Course		9.1%	37
Outdoor Gear Store		11.3%	46
Seasonal Hunting		9.6%	39
Ski Shop		0.2%	1
New Sporting Goods Store		14.0%	57
Used Sporting Goods Store		5.1%	21
None of the above / Does not apply		39.7%	162












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

Value		Percent	Responses
Boat Charter		4.4%	18
Card or Stationery Store		14.5%	59
Catering Service		6.1%	25
Event Coordinator		2.7%	11
Hotel Meeting Room or Event Space		4.7%	19
Party Supply Store		17.4%	71
Aerial Photography		0.5%	2
Photographer		10.5%	43
Wedding Planner		2.0%	8
Wedding Venue or Banquet Hall		3.9%	16
None of the above / Does not apply		62.0%	253











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		10.8%	44
Bingo Hall		8.1%	33
Casino		26.7%	109
Community Theatre		19.6%	80
Food Festival		25.0%	102
Live Theater		14.2%	58
Local Festival		32.4%	132
Movie Theater		53.9%	220
Music Festival		20.1%	82
Performing Arts Center		14.2%	58
Stadium or Arena Events		21.6%	88
Wine Tour		8.1%	33
None of the above / Does not apply		18.6%	76








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		35.0%	143
Athletic Club		9.3%	38
Family Entertainment Center		19.6%	80
Family Play Center		10.8%	44
Horseback Riding		7.4%	30
Ice Skating or Roller Rink		6.4%	26
Local Sports Team		17.9%	73
Outdoor Park		39.5%	161
Waterpark		30.4%	124
Zoo		37.5%	153
None of the above / Does not apply		27.7%	113











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		6.4%	26
Exercise Classes		14.2%	58
Fitness Boot Camp		2.5%	10
Gym, Fitness or Athletic Club		27.2%	111
Martial Arts Studio		2.9%	12
Personal Trainer		3.7%	15
Rock Climbing Gym		2.0%	8
Swimming Lessons		7.1%	29
Yoga Studio		6.6%	27
None of the above / Does not apply		56.6%	231

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		4.4%	18
Bar, Lounge or Pub		27.0%	110
Billiard Hall		2.7%	11
Card Room		2.0%	8
Sports Bar		16.9%	69
Wine Bar		10.8%	44
None of the above / Does not apply		63.0%	257

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













Value		Percent	Responses
Adult Education School		5.4%	22
Community College		9.3%	38
Continuing Education Courses		11.8%	48
Dance School		4.4%	18
Driving School		5.6%	23
Elementary School		12.5%	51
Graduate School		5.9%	24
Lecture or Seminar Series		3.7%	15
Middle School or High School		15.9%	65
Musical Instruments and Lessons		3.7%	15
Online/On-demand Programs		10.8%	44
Preschool		4.2%	17
University / College		11.5%	47
None of the above / Does not apply		49.5%	202
Beauty School		1.5%	6
Culinary School		1.2%	5
Language School		1.7%	7
Medical Training Certification		1.2%	5
Online Music Teacher		0.5%	2
Private Elementary School		1.0%	4
Private High School		0.2%	1
Private K-12 School		2.0%	8

Value		Percent	Responses
Private Middle School		0.7%	3
Private Tutor		0.2%	1
Real Estate School		2.7%	11
Tutoring Center		0.7%	3
Trade School		1.0%	4
Training Center		0.7%	3
Vocational School		1.2%	5














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		29.4%	120
Credit Union		13.0%	53
Financial Advisor		8.3%	34
Stockbroker		3.7%	15
Tax Return Service		13.0%	53
None of the above / Does not apply		56.4%	230






















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%	4
Bankruptcy Service		0.2%	1
Bookkeeping Service		5.6%	23
Car Leasing Service		4.2%	17
Check Cashing Service		2.9%	12
Credit Counseling Service		1.0%	4
Credit Repair Service		2.9%	12
Debt Consolidation Company		1.5%	6
Money Transfer Service		3.9%	16
Payday Loan Company		1.2%	5
Title Loan Company		2.0%	8
None of the above / Does not apply		81.4%	332









26. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Acupuncturist		2.5%	10
Chiropractor		13.0%	53
Dental Clinic		10.0%	41
Dentist		44.1%	180
Denture or Implant Specialist		5.1%	21
Family Practitioner		26.5%	108
General Practitioner		18.4%	75
Hearing Aid Center		2.5%	10
Hospital		5.9%	24
Medical Clinic		8.6%	35
Optometrist		20.3%	83
Pediatrician		8.1%	33
None of the above / Does not apply		35.0%	143













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		6.9%	28
Audiology Clinic		7.4%	30
Blood Donation Center		9.1%	37
Cancer Specialist		4.7%	19
Cardiologist		19.1%	78
Dermatologist		22.3%	91
Ear, Nose & Throat Doctor		10.5%	43
Esthetician Skin-care		3.7%	15
Gastroenterologist		13.5%	55
Internal Medicine Doctor		14.2%	58
Laboratory or Medical Testing Facility		12.5%	51
Massage Therapist		16.9%	69
Medical Imaging Service		9.3%	38
Mental Health Provider		5.1%	21
Obstetrician & Gynecologist		13.0%	53
Oncologist		3.4%	14
Ophthalmologist		22.1%	90
Orthodontist		4.4%	18
Pain Management Physician		4.7%	19
Physical Therapist		5.9%	24
Podiatrist		3.4%	14






Value		Percent	Responses
Sleep Disorder Clinic		3.4%	14
Surgical Specialist		4.4%	18
Urgent Care Clinic		3.2%	13
Urologist		7.1%	29
Walk-In Clinic		7.4%	30
Wellness Program		5.4%	22
Wellness Service		5.4%	22
None of the above / Does not apply		24.3%	99
Alcoholism Treatment Program		0.2%	1
Alzheimer's or Memory Care Facility		0.5%	2
Cardiovascular Surgeon		0.7%	3
Cosmetic or Plastic Surgery		2.5%	10
Cryotherapy		0.5%	2
Drug Addiction Treatment Center		0.2%	1
Drug Testing Service		0.2%	1
Home Health Care Provider		2.7%	11
Laser Eye Surgery Clinic		2.5%	10
Lice Clinic		0.2%	1
Medical Spa		1.0%	4
Medical Supply Store		2.7%	11
Mental Health Clinic		1.0%	4
Mental Health Service		2.0%	8
Naturopathic Practitioner		0.7%	3
Nutritionist or Dietician		2.7%	11

Value		Percent	Responses
Orthopedist		2.2%	9
Pain Clinic		2.9%	12
Pain Control Clinic		2.2%	9
Physical Health Center		0.2%	1
Psychiatrist		2.9%	12
Psychologist		2.2%	9
Sports Medicine Clinic		0.2%	1
Vascular Surgeon or Vein Center		2.2%	9

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		3.2%	13
Adult Day Care		0.2%	1
Aging in Place Business		0.2%	1
Assisted Living Facility		0.7%	3
Geriatric Physician		1.0%	4
Memory Care Facility		0.5%	2
Nursing Home		0.7%	3
Respite Relief Provider		1.2%	5
Retirement Counselor		0.5%	2
Retirement Home		0.5%	2
Senior Center		2.7%	11
None of the above / Does not apply		90.9%	371























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		5.4%	22
CBD Store		12.3%	50
Medical Marijuana Dispensary		3.7%	15
Medical Marijuana Authorization		4.2%	17
None of the above / Does not apply		83.6%	341

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		42.9%	175
Bed & Breakfast		17.6%	72
Campground		20.3%	83
Hotel or Motel (Local)		13.0%	53
Hotel or Motel (Out-of-Town)		61.0%	249
Limo Service		1.7%	7
Luggage-Travel Store		1.0%	4
Local Tourism		9.1%	37
Regional Airport		14.7%	60
RV Rental Company		1.5%	6
Shuttle Service		9.8%	40
Ski Resort		1.0%	4
Taxi Service		6.6%	27
Travel Agent		4.2%	17
None of the above / Does not apply		20.6%	84

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		4.9%	20
Car Rental Agency		12.3%	50
Compost / Yard Waste Service		5.4%	22
Courier or Delivery Service		10.8%	44
Dry Cleaning or Laundry Service		28.7%	117
Electronics Repair Shop		3.9%	16
Information Technology (IT) Service		3.2%	13
Jewelry Repair Shop		11.5%	47
Mail Store		17.4%	71
Mobile or Cell Phone Repair Shop		8.1%	33
Moving Truck Rental Company		6.6%	27
Printing Service		5.4%	22
Propane Dealer		12.0%	49
Recycling Center		14.2%	58
Self-Storage Facility		8.6%	35
Sewing and Alterations Shop		6.1%	25
Shipping Center		12.0%	49
Shoe Repair Shop		4.9%	20
Small Engine Repair Shop		5.4%	22
Tool / Equipment Rental Service		5.1%	21
Watch or Clock Repair Shop		7.1%	29
None of the above / Does not apply		28.4%	116

Value		Percent	Responses
Bottled Water Delivery Service		2.0%	8
Cremation Service Provider		1.2%	5
Funeral Service Provider		2.2%	9
Freight / Hauling Company		1.7%	7
Junkyard		2.9%	12
Marriage Counselor		1.0%	4
Propane Home Heating Service		1.5%	6























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		14.5%	59
Charity or Philanthropic Organization		16.4%	67
Church		54.2%	221
City Center		3.7%	15
City or Municipal Service		14.7%	60
City or Town Hall		9.1%	37
Civic Center		9.1%	37
Community Center		7.6%	31
Community Organization		8.3%	34
Community Service or Non-Profit Organization		14.5%	59
Convention Center		3.7%	15
County Government Office		7.6%	31
Department of Social Services		2.7%	11
Employment Center		4.9%	20
Government Economic Program		2.5%	10
Government or Political Service		3.2%	13
Youth Organization		6.6%	27
None of the above / Does not apply		25.7%	105

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























Value		Percent	Responses
Electrician		13.7%	56
Painting Contractor		13.2%	54
Plumber or Plumbing Contractor		14.7%	60
None of the above / Does not apply		72.8%	297

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

Value		Percent	Responses
Air Duct Cleaning Service		6.9%	28
Appliance Repair Service		9.3%	38
Asphalt / Paving Contractor		3.2%	13
Carpenter or Woodworker		11.0%	45
Carpet Installation Contractor		4.7%	19
Concrete Contractor		6.9%	28
Countertop Contractor		5.4%	22
Deck Builder		4.2%	17
Drywall Installation or Repair Contractor		4.7%	19
Fencing Contractor		6.9%	28
Flooring Contractor		8.6%	35
Garage Door Contractor		4.9%	20
Garbage Collection Service		9.1%	37
General Contractor		5.1%	21
Gutter Installation or Repair Contractor		5.1%	21
Handyman		20.6%	84
Heating & Air Conditioning Services		19.1%	78
Home Security Company		5.4%	22
Junk Removal or Hauling Service		4.2%	17
Kitchen or Bath Remodeling Company		7.1%	29
Landscaping Service		9.8%	40
Remodeling Contractor		5.9%	24







Value		Percent	Responses
Roofing Contractor		4.2%	17
Septic Tank Contractor		4.2%	17
Tile Contractor		3.4%	14
None of the above / Does not apply		35.8%	146
Alternative Energy Service		1.7%	7
Demolition Contractor		1.0%	4
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		2.5%	10
Furnace Contractor		0.2%	1
Garage Builder		1.5%	6
Handicap Access Contractor		0.5%	2
Home Maintenance Service		2.5%	10
Insulation Installer		1.5%	6
Landscape Architect		2.5%	10
Mover or Moving Company		2.5%	10
New Home Builder		1.2%	5
Siding Installation or Repair Contractor		1.2%	5
Solar Energy Contractor		1.7%	7
Water Well Drilling Contractor		0.7%	3
Waterproofing Contractor		0.2%	1

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

















Value		Percent	Responses
Arborist		5.6%	23
Cabinet Refacing Service		3.9%	16
Carpet Cleaning Service		5.1%	21
Chimney Services		3.4%	14
Home Gardening Service		3.7%	15
House Cleaning Service		12.0%	49
Landscaper		6.6%	27
Lawn Care Service		20.8%	85
Pest Control Service or Exterminator		17.4%	71
Pool Cleaning Service		3.4%	14
Television or Internet Service Provider		18.6%	76
Window & Door Installation		5.1%	21
None of the above / Does not apply		41.2%	168
Awning & Tent Company		1.0%	4
Bathtub Refinishing Service		1.7%	7
Fuel or Oil Home Heating Service		1.5%	6
Furnace Cleaning Service		0.5%	2
Home Pressure Washing Service		2.5%	10
Home Theater Installation Service		0.2%	1
Masonry Service		1.2%	5
Interior Designer		0.7%	3
Key or Locksmith Service		2.9%	12

Value		Percent	Responses
Shades & Blinds Installation Service		2.0%	8
Wallcoverings Store		0.2%	1
Water Treatment Supply & Service		2.2%	9
Window Washing		1.7%	7




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		4.9%	20
At-home Daycare		1.7%	7
Children's Clothing Store		16.2%	66
Children's Shoe Store		11.3%	46
Summer Camp		6.1%	25
None of the above / Does not apply		77.9%	318















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		3.4%	14
Animal Shelter		4.4%	18
Bird Seed Store		4.9%	20
Bird Shop		0.5%	2
Emergency Animal Hospital		4.2%	17
Feed Store		15.2%	62
Fish or Aquarium Store		1.2%	5
Pet Boarding		6.4%	26
Pet Boutique		1.2%	5
Pet Groomer		23.5%	96
Pet Sitter		4.9%	20
Pet Store		27.9%	114
Pet Trainer		1.2%	5
Pet Walker		0.2%	1
Veterinarian		45.3%	185
None of the above / Does not apply		34.8%	142

















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

Value		Percent	Responses
Realtor		9.6%	39
Real Estate Brokerage Firm		2.0%	8
None of the above / Does not apply		89.2%	364























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

























Value		Percent	Responses
Apartment Rental Agency		3.4%	14
Developer		0.7%	3
Estate Appraiser		1.0%	4
Estate Liquidator		1.0%	4
Home Inspector		4.2%	17
Manufactured or Modular Home Builder		1.2%	5
Mortgage Banker		3.7%	15
Mobile Home Dealer		1.5%	6
Mortgage Broker		2.7%	11
New Home Builder		4.2%	17
Real Estate Appraiser		3.9%	16
Real Estate Rental Agency		1.5%	6
Title & Escrow Company		5.4%	22
None of the above / Does not apply		81.4%	332

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		17.4%	71
Buffet Restaurant		30.4%	124
Chinese Restaurant		49.3%	201
Ethnic Restaurant		22.8%	93
Family Style Restaurant		55.9%	228
Fast Food Restaurant		71.3%	291
Fine Dining Restaurant		29.4%	120
Home Delivery Meals		16.9%	69
Indian Restaurant		6.4%	26
Italian Restaurant		39.0%	159
Japanese or Sushi Restaurant		20.8%	85
Mexican Restaurant		78.7%	321
Pizza Restaurant		64.5%	263
Restaurant with Lounge or Bar		20.8%	85
Thai Restaurant		13.5%	55
None of the above / Does not apply		4.9%	20








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

Value		Percent	Responses
Art Gallery		7.1%	29
Art Supply Store		11.5%	47
Bead Store		4.9%	20
Bookstore		34.6%	141
Camera Store		3.2%	13
Candle Shop		8.8%	36
Christian Book Store		13.0%	53
Christmas Store		13.7%	56
Comic Book Shop		6.1%	25
Computer Store		10.3%	42
Consignment Shop		19.4%	79
Craft Supply Store		26.5%	108
Department Store		56.6%	231
Discount Store		49.8%	203
Drugstore or Pharmacy		63.0%	257
Electronics Store		15.9%	65
Fabric Store		14.0%	57
Flea Market		26.5%	108
Florist		15.7%	64
Gift Shop		16.2%	66
Gun Shop		16.7%	68
Halloween Store		12.7%	52

Value		Percent	Responses
Herb Shop or Herbalist		3.9%	16
Hobby Shop		27.0%	110
Military Surplus Store		4.2%	17
Mobile Phone Store		21.8%	89
Music and Video Store		5.1%	21
Music Instrument Store		3.7%	15
Music Store		4.2%	17
Office Equipment & Supply Store		15.9%	65
Outlet Store		21.3%	87
Pawn Shop		6.9%	28
Religious Supply or Gift Shop		6.9%	28
Shopping Center		30.1%	123
Thrift Store		34.6%	141
Tobacco Store		5.4%	22
Toy Store		11.0%	45
Vape or Smoke Shop		6.6%	27
Vitamin or Supplement Store		16.7%	68
Wholesale, Warehouse or Club Store		24.8%	101
Yard Equipment Store		7.8%	32
None of the above / Does not apply		5.9%	24
Adult Video or Adult Store		2.5%	10
Cigar Store		2.7%	11
Coin Shop		1.5%	6
Equipment Rental Store		2.2%	9

Value		Percent	Responses
Gold/Silver/Precious Metal Dealer		2.0%	8
Knife Store		2.5%	10
Monument or Memorial Company		1.0%	4
Record Store		2.2%	9
Scrap Metal Dealer		2.9%	12
Security Service		2.0%	8
Sewing Studio		2.9%	12
Sign Store		1.5%	6
Survival Store		1.0%	4
Trophy or Award Store		1.7%	7
Wedding Supply Store		2.2%	9
Yarn Store		2.5%	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		25.0%	102
Free delivery		35.8%	146
Drive-thru		74.3%	303
Carryout		73.0%	298
Curbside carryout		48.0%	196
Other		4.2%	17
None of the above / Does not apply		10.3%	42

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






Value		Percent	Responses
Antique Store		22.3%	91
Baby Supply & Furniture Store		6.9%	28
Bath & Accessory Store		26.2%	107
Building Supply Store or Lumber Yard		32.6%	133
Carpet Store		5.4%	22
Fireplace, Wood Stove or Barbeque Store		3.4%	14
Flooring Store		11.3%	46
Frame Shop		3.7%	15
Furniture Restoration Shop		5.9%	24
Furniture Store		23.3%	95
Hardware Store		33.8%	138
Home & Garden Store		46.1%	188
Home Decor Store		23.8%	97
Major Appliance Store		9.6%	39
Mattress or Bedding Store		13.7%	56
Outdoor Furniture Store		9.6%	39
Paint Store		12.0%	49
Plant Nursery & Garden Supply Store		25.5%	104
Pool & Spa Dealer		3.9%	16
Tool Store		7.4%	30
TV & Appliance Store		6.6%	27
None of the above / Does not apply		16.7%	68

Value		Percent	Responses
Cabinet Store		2.9%	12
Clock Shop		2.2%	9
Futon Store		0.7%	3
Hot Tub or Spa Dealer		1.2%	5
Lighting Store		2.9%	12
Rent-to-Own Store		1.5%	6
Rug Store		2.2%	9
Small Appliance Store		2.7%	11
Solar Energy Equipment Dealer		0.7%	3
Tool Rental Center		2.2%	9
TV Store		1.7%	7
Used Building Supply Store		1.5%	6
Vacuum Store		1.0%	4
Window Store		1.2%	5

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		30.1%	123
Beauty Supply Store		26.7%	109
Bridal Shop		4.2%	17
Clothing Accessories Store		29.7%	121
Jewelry Store		14.5%	59
Leather Goods Store		2.0%	8
Lingerie Store		9.3%	38
Logo Apparel Store		2.7%	11
Maternity Wear Store		1.0%	4
Men's Clothing Store		28.2%	115
Optician or Eyeglasses Store		28.7%	117
Outdoor Clothing Store		13.0%	53
Shoe Store		48.8%	199
Sportswear Store		17.6%	72
Swimwear Store		9.3%	38
Watch Store		1.5%	6
Western Wear Store		12.0%	49
Women's Clothing Store		52.0%	212
None of the above / Does not apply		13.0%	53

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		8.6%	35
Insurance Agency		15.2%	62
Legal Firm or Attorney		7.6%	31
Tax Advisor		4.2%	17
None of the above / Does not apply		74.0%	302
























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


Value		Percent	Responses
Architect or Architecture Firm		1.7%	7
Commercial Builder		0.5%	2
Disaster Insurance		1.2%	5
Employment or Staffing Agency		3.7%	15
Graphic Designer		1.7%	7
Immigration Lawyer / Law		1.0%	4
Life Coach		0.7%	3
Private Investigator		0.5%	2
3D Printing		1.0%	4
Personal Shopping		2.0%	8
Virtual Assistance		0.5%	2
Business Consultant		0.7%	3
SEO Consultant(ion)		0.2%	1
Security Consultant		0.7%	3
Branded Merchandiser		1.0%	4
Research Study		0.5%	2
Co-working space		0.7%	3
None of the above / Does not apply		84.8%	346

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		0.5%	2
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		2.7%	11
Purchase New Camper Van		0.5%	2
Purchase Used Class A RV		0.7%	3
Purchase Used Class B RV		0.7%	3
Purchase Used Class C RV		1.7%	7
Purchase Used Travel Trailer or 5th wheel		2.9%	12
Purchase Used Camper Van		1.0%	4
None of the above / Does not apply		92.6%	378

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		9.8%	40
New SUV		6.4%	26
New Truck		4.9%	20
Used Car		6.9%	28
Used SUV		5.1%	21
Used Truck		6.1%	25
None of the above / Does not apply		68.9%	281
New Luxury Vehicle - Under \$50,000		2.9%	12
New Luxury Vehicle - \$50,000 - \$75,000		1.2%	5
New Luxury Vehicle - Over \$75,000		0.5%	2
New Motorcycle		0.7%	3
New Van		0.7%	3
New Minivan		1.5%	6
New Hybrid or Electric Vehicle		0.7%	3
New Side x Side (UTV)		0.7%	3
New Sport ATV		0.7%	3
New Utility ATV		0.5%	2
Used Luxury Vehicle - Under \$30,000		2.5%	10
Used Luxury Vehicle - \$30,000 - \$50,000		2.2%	9
Used Motorcycle		0.5%	2
Used Van		0.7%	3
Used Minivan		1.0%	4
Used Side x Side (UTV)		0.5%	2

Value		Percent	Responses
Used Sport ATV		0.5%	2
Used Hybrid or Electric Vehicle		0.5%	2
Used Utility ATV		1.2%	5











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

Value		Percent	Responses
Compact car		2.5%	10
Full-size car		4.4%	18
Luxury vehicle (any size)		2.2%	9
Midsized car		3.7%	15
Pickup truck		7.6%	31
Sport utility vehicle (SUV)		14.7%	60
Van or minivan		3.2%	13
None of the above		61.8%	252



Total: 408

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		15.4%	63
Dodge		6.9%	28
Ford		10.3%	42
GMC		6.9%	28
Honda		5.9%	24
Hyundai		4.4%	18
Jeep		4.2%	17
Kia		4.2%	17
Nissan		7.4%	30
Toyota		12.3%	50
None of the above / Does not apply		56.6%	231
Acura		1.2%	5
Audi		1.0%	4
BMW		2.5%	10
Buick		2.7%	11
Cadillac		1.5%	6
Chrysler		0.7%	3
Infiniti		1.0%	4
Land Rover		1.5%	6
Lexus		1.5%	6
Lincoln		1.5%	6
Mazda		1.7%	7

Value		Percent	Responses
Mercedes-Benz		2.9%	12
Mini		0.5%	2
Mitsubishi		0.7%	3
Porsche		1.0%	4
Saab		0.2%	1
Subaru		2.0%	8
Suzuki		0.2%	1
Tesla		1.2%	5
Volkswagen		1.0%	4
Volvo		1.2%	5















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		15.0%	61
No		85.0%	347
Total: 408			




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

Value		Percent	Responses
Home Theater System		2.0%	8
GPS Device (Handheld or In-Vehicle)		3.2%	13
Office Equipment		12.3%	50
Ink or Printer Cartridges		37.3%	152
Satellite Radio		3.7%	15
Satellite TV System		2.9%	12
Stereo System (Home)		2.5%	10
Wi-Fi for Home		10.8%	44
Headphones		20.8%	85
Wireless Speakers		7.6%	31
Smartwatch		7.4%	30
Compact/Mini Projector		1.0%	4
Wearable Electronics		2.9%	12
Healthcare Device		2.9%	12
Aerial Drone		1.7%	7
Assistive Technology for Hearing		4.2%	17
Smart Sports Equipment		1.2%	5
Batteries for Electronics		42.6%	174
None of the above / Does not apply		29.7%	121

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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		1.5%	6
Camera (Digital) SLR		3.9%	16
Camera Accessories or Supplies		3.2%	13
Camera Lens		3.4%	14
Computer Accessories		6.6%	27
Computer Software		3.9%	16
E-Reader (Kindle or Similar)		2.0%	8
Tablet (iPad or Similar)		9.6%	39
Personal Computer		5.6%	23
Laptop Computer		11.5%	47
TiVo or DVR		1.0%	4
4K Ultra HD TV		6.4%	26
Smart TV		10.0%	41
None of the above / Does not apply		63.2%	258






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		33.8%	138
Prepaid Cell Phone		5.1%	21
None of the above / Does not apply		62.5%	255











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

Value		Percent	Responses
Anniversary Jewelry		6.6%	27
Necklaces		9.3%	38
Wedding Rings		4.2%	17
Rings (Other)		8.8%	36
Earrings		19.4%	79
Diamond Jewelry		9.3%	38
Gold Jewelry		7.1%	29
Silver Jewelry		9.1%	37
Gemstone Jewelry		4.9%	20
Men's Jewelry		3.4%	14
Costume Jewelry		9.1%	37
Women's Watch		3.2%	13
Women's Jewelry		12.5%	51
None of the above / Does not apply		58.8%	240
Engagement Rings		2.0%	8
Pendants		2.0%	8
Celtic Jewelry		1.2%	5
Pearl Jewelry		1.7%	7
Designer Jewelry		2.5%	10
Jewelry Box or Organizer		2.7%	11
Men's High-End Watch		1.2%	5





















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		20.3%	83
Homeowner Insurance		12.3%	50
Life Insurance		6.4%	26
Medical (Health) Insurance		11.3%	46
None of the above / Does not apply		69.4%	283















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		0.7%	3
Crop Insurance		0.2%	1
Dental Insurance		24.3%	99
Disability Insurance		2.5%	10
Medicare		14.5%	59
Long Term Care Insurance		3.9%	16
Pet Insurance		4.2%	17
Professional Liability Insurance		3.2%	13
Renters Insurance		6.1%	25
None of the above / Does not apply		63.0%	257
















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

Value		Percent	Responses
Acupuncture		3.2%	13
Audiologist		7.4%	30
Chiropractic Care		17.4%	71
Counseling & Mental Health Services		8.6%	35
Checkup		36.5%	149
Hospital		6.4%	26
Medical Services		15.9%	65
Optometrist		24.5%	100
Pediatric Dentist		5.1%	21
Pediatrician		9.3%	38
Primary Care		29.4%	120
Wellness Services		6.4%	26
Weight Loss Service		6.1%	25
Physical Therapy or Rehabilitation service provider		6.6%	27
Hearing Aid Center		6.6%	27
Prescription Drugs		36.3%	148
None of the above / Does not apply		27.7%	113
Geriatric Specialist		1.0%	4
Home Healthcare		2.5%	10
Alternative Care		0.7%	3

















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		1.0%	4
Bankruptcy Attorney		0.5%	2
Banking, Partnership & Business Law Attorney		1.0%	4
Child Support Attorney		1.0%	4
Criminal Law Attorney		1.2%	5
Disability & Social Security Attorney		1.7%	7
Divorce & Family Law Attorney		1.7%	7
DWI, DUI, OWI, OUI Attorney		0.5%	2
Employment Discrimination or Labor Issues Attorney		0.2%	1
General Practice Attorney		2.0%	8
Probate Attorney		1.5%	6
Real Estate Attorney		3.2%	13
Wills, Trusts & Estates Attorney		11.3%	46
None of the above / Does not apply		78.4%	320























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		58.8%	240
Teeth Cleaning		52.7%	215
Cavity Filling		18.6%	76
Crown		14.0%	57
Oral Surgery		6.4%	26
Braces		6.1%	25
Composite Bonding		2.5%	10
Dental Implants		7.1%	29
Dental Veneers		1.2%	5
Dentures		7.4%	30
Full Mouth Reconstruction		1.7%	7
Inlays or Onlays		0.5%	2
Smile Makeover		1.2%	5
Teeth Whitening		12.3%	50
None of the above / Does not apply		19.4%	79

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		4.7%	19
Breast Augmentation		1.0%	4
Breast Implants		1.2%	5
Dermabrasion		2.0%	8
Ear Surgery		0.2%	1
Eyelid Surgery		0.5%	2
Facelift		0.2%	1
Forehead Lift		0.2%	1
Hair Loss Treatment		1.5%	6
Hair Transplant		0.5%	2
Lap Band		0.2%	1
Lasik		3.2%	13
Lip Augmentation		0.5%	2
Liposuction		1.2%	5
Skin Treatment		4.7%	19
None of the above / Does not apply		86.0%	351























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		39.0%	159
Receive Treatment for Back Pain		5.6%	23
Have an Eye/Vision Exam		49.3%	201
Have an Annual Physical or Checkup		42.9%	175
Have X-Rays Taken		9.3%	38
Have a Scheduled Surgery		6.6%	27
Have Blood Drawn for Testing		38.7%	158
Plan to Visit a Hospital for any Medical Service or Procedure		6.1%	25
Have Foot Problems Diagnosed or Treated		6.1%	25
Receive Treatment for a Sleep Disorder		3.9%	16
Cardiovascular Treatment		6.1%	25
Cancer Treatment		4.7%	19
Chiropractic Care		15.9%	65
Do Corrective Exercises		3.7%	15
Get Vaccinations at Drug Store or Pharmacy		22.5%	92
Get Vaccinations at Doctors Office		21.6%	88
Discretionary Health Care and Wellness Services		6.1%	25
Women's Health Care		21.3%	87
Women's Diagnostics		3.4%	14
Endocrinology Services		4.7%	19
None of the above / Does not apply		21.8%	89
Use Physical Rehabilitation Services		2.2%	9

Value		Percent	Responses
Participate in a Medical Study		1.0%	4
Stop Smoking		2.7%	11
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Hire a Personal Care Assistant		0.5%	2
Hire a Caregiver or Respite Worker		0.5%	2
Senior Travel		2.9%	12
Have Safety Bars Installed in Bathroom		1.2%	5
Use Personal Trainer or Instructor		2.2%	9
Stroke Treatment		0.5%	2
Orthopaedic or Knee Surgery		1.5%	6
Memory or Alzheimer's Care		0.7%	3
Nutritional Counseling		1.5%	6
Spinal and Postural Screening		0.5%	2
Physiotherapy		0.7%	3
Receive Treatment for Substance Abuse		0.2%	1
Join a Weight Loss Group		2.0%	8
Have Reflexology Treatment		1.0%	4
Hire a Weight Loss Professional		1.7%	7
Have Cataract Surgery		2.5%	10
Have Acupuncture		2.0%	8
Receive Treatment for PTSD		2.0%	8
Online Therapy		1.2%	5
In Home Medical Care		1.5%	6
Memory Care Services		0.7%	3









Value		Percent	Responses
Medical Transportation		0.2%	1
Men's Diagnostics		1.7%	7
Infertility and Reproductive Services		0.5%	2
Topical Skincare		2.9%	12
Infectious Disease Care		0.5%	2
Weight Loss Surgery and Procedures		2.5%	10

63. Which of the following HEALTH / WELLNESS PRODUCTS and PLANS do you or any members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase Hearing Aid Batteries		4.4%	18
Have a Hearing Exam		8.6%	35
Purchase Health Related Products		9.3%	38
Purchase Health and Wellness Supplements		17.6%	72
Handicap Accessible Products		4.7%	19
Purchase Prescription Eyeglasses		34.8%	142
Purchase Prescription Contact Lenses		10.8%	44
Purchase Allergy Medications		21.1%	86
Purchase Blood Pressure Monitoring Device		4.2%	17
Purchase Diabetes Testing Supplies		7.4%	30
Purchase Weight Loss Supplements		6.4%	26
Purchase Weight Loss Food Plan		3.7%	15
Discretionary Health Care and Wellness Services and Products		6.1%	25
Purchase Vitamins		40.0%	163
Purchase Hemp Based Supplements		4.2%	17
Purchase Anti Anxiety Medication or Supplements		8.8%	36
None of the above / Does not apply		32.8%	134
Purchase Phones for Loss of Sight or Hearing		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		1.7%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.0%	4
Purchase a Digital Hearing Aid		1.7%	7
Purchase a "Behind-the-Ear" Hearing Aid		1.0%	4

Value		Percent	Responses
Purchase Hearing Aid Cleaning Supplies		2.0%	8
Purchase a "In-the-Canal" Hearing Aid		1.5%	6
Purchase a Analog Hearing Aid		0.2%	1
Purchase Elder Care-Related Products or Services		2.2%	9
Purchase Medical Supplies or Equipment for Home		2.2%	9
Purchase a Mobility Device		1.5%	6
Purchase Orthopedic Shoes		1.2%	5
Purchase Home Medical Testing Equipment or Supplies		1.0%	4
Purchase "Aging in Place" Products		1.0%	4
Purchase a Medical Alert Service		1.0%	4















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

Value		Percent	Responses
Purchase a Funeral Plot		1.5%	6
Pre-purchase a Funeral Plot or Cremation Service		7.1%	29
Purchase a Monument or Headstone		2.5%	10
Use a Funeral Planner		1.7%	7
Purchase Flowers for a Funeral		4.4%	18
Use a Cremation Service		2.7%	11
Hire a Religious or Spiritual Leader for a Funeral Service		1.5%	6
None of the above / Does not apply		84.8%	346



















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

Value		Percent	Responses
Aging in Place Services		2.2%	9
Find Home for Aging Parent		0.7%	3
Memory Care Services		0.7%	3
Move into a Independent Senior Housing Community		1.0%	4
Move into a Assisted Living Facility		0.5%	2
Move into a Nursing Home		0.5%	2
Move into a Alzheimer's Care Facility		0.2%	1
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.7%	3
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.2%	1
Seek Senior Care/Companionship		0.2%	1
Wheelchair - Mobility Store		1.0%	4
None of the above / Does not apply		94.6%	386













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

Value		Percent	Responses
Open Checking Account		4.4%	18
Open Savings Account		5.9%	24
Online Banking		40.4%	165
Manage Investments		12.0%	49
Manage Retirement Accounts		12.7%	52
Mortgage Line of Credit		2.9%	12
Financial Consulting		9.1%	37
Financial Services		10.0%	41
Safe Deposit Box Rental		4.4%	18
Obtain New Credit Card		4.7%	19
Payday Loan or Check Cashing Business		1.5%	6
Use Vehicle Title Loan Company		0.7%	3
Tax Preparation		21.3%	87
None of the above / Does not apply		41.4%	169























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		5.4%	22
Cash App		4.9%	20
Certificates of Deposit		6.4%	26
City or State Bonds		0.5%	2
Collectibles, Antiques or Art		2.7%	11
Common or Preferred Stock		5.6%	23
Corporate Bonds or Debentures		1.0%	4
401(k)		22.5%	92
Gold or Precious Metals		3.2%	13
IRA		12.7%	52
Money Market Funds		6.6%	27
Mutual Funds		7.8%	32
Non-US Stocks		2.2%	9
Options		0.2%	1
US Savings Bonds		1.7%	7
US Treasury Notes		0.7%	3
Coins or Stamps		2.9%	12
None of the above / Does not apply		57.6%	235

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












Value		Percent	Responses
Agriculture Loan		1.0%	4
Business Equipment Loan		0.7%	3
Carpeting or Furniture Loan		1.0%	4
College Expenses Loan		0.7%	3
College Tuition Loan		3.2%	13
Debt Consolidation Loan		2.0%	8
Medical Expenses Loan		0.7%	3
New Vehicle Loan		7.6%	31
Used Vehicle Loan		8.1%	33
Vacation or Travel Loan		1.5%	6
Wedding Loan		1.0%	4
None of the above / Does not apply		80.9%	330

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

Value		Percent	Responses
Athletic Apparel		27.0%	110
Athleisure Clothing & Apparel		26.0%	106
Coats		13.0%	53
Dress Shoes		20.3%	83
Nail Polish		19.6%	80
Eyewear or Sunglasses		40.9%	167
Handbags		23.3%	95
Hats		9.8%	40
Intimate Apparel		20.8%	85
Jewelry or Accessories		20.8%	85
Watches		7.1%	29
Leisure Wear / Sweatpants		26.7%	109
Luggage or Bags		4.2%	17
Perfume		21.1%	86
Men's Apparel		49.0%	200
Men's Shoes		38.5%	157
Men's Underwear		39.5%	161
Women's Apparel		65.2%	266
Women's Pajamas or Sleepwear		34.3%	140
Women's Shoes		53.7%	219
Women's Underwear		44.9%	183
Socks		39.5%	161

Value		Percent	Responses
Scarves		3.2%	13
Uniforms		3.7%	15
Western Clothing		8.6%	35
Outerwear		17.4%	71
None of the above / Does not apply		10.0%	41








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		13.0%	53
Children's Pants		22.5%	92
Children's T-Shirts		25.5%	104
Children's Dresses		15.4%	63
Children's Pajamas or Sleepwear		21.6%	88
Children's Socks		22.1%	90
Children's Shorts		23.0%	94
Infant Clothing		7.4%	30
Children's School Uniform		5.9%	24
Children's Athletic Clothing		16.2%	66
None of the above / Does not apply		65.2%	266























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








Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		45.6%	186
Boots (Men's)		15.0%	61
Cowboy Boots (Men's)		9.1%	37
Work & Safety (Men's)		12.3%	50
Sneakers		33.1%	135
Classic & Fashion Sneakers (Women's)		24.0%	98
Work & Safety (Women's)		4.7%	19
Cowboy Boots (Women's)		6.9%	28
Athletic & Outdoor Shoes (Women's)		54.7%	223
Athletic & Outdoor Shoes (Children's)		23.5%	96
Cowboy Boots (Children's)		3.2%	13
None of the above / Does not apply		17.2%	70

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		11.3%	46
Have Clothing Dry Cleaned		29.2%	119
Have Shoes Repaired		8.6%	35
Rent or Purchase a Costume		3.2%	13
Wash Clothing at a Laundromat		8.3%	34
Purchase Custom Made Clothing Items		2.0%	8
None of the above / Does not apply		58.1%	237

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)		6.4%	26
Bicycle Tune-Up or Repair		5.4%	22
Camping or Hiking Equipment		11.5%	47
Exercise or Fitness Equipment		10.8%	44
Fishing Rods or Reels		13.7%	56
Fishing Bait or Attractant		15.0%	61
Fishing Accessories		17.2%	70
Golf Clubs or Equipment		5.9%	24
Hunting Gear		7.6%	31
Ammunition		25.5%	104
Running or Jogging Equipment		3.9%	16
Sports Equipment (Children)		3.9%	16
Swimming Gear		5.6%	23
Weight Lifting Equipment		5.1%	21
Rifle		10.3%	42
Hand Gun		14.5%	59
Shotgun		8.3%	34
None of the above / Does not apply		45.3%	185
Archery Equipment		2.2%	9
Bicycle or Mountain Bike (Child)		2.7%	11
High End Bicycle		0.2%	1
Bicycle Rental		1.2%	5























Value		Percent	Responses
Scuba, Diving or Snorkeling Equipment		0.7%	3
Skiing Equipment		0.5%	2
Soccer Equipment		1.5%	6
Sports Memorabilia		1.5%	6
Trampoline		2.5%	10
Trophies or Plaques		0.7%	3
Used Sporting Equipment		1.5%	6




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		27.0%	110
Bedding Flowers or Perennials		40.2%	164
Chainsaw		4.9%	20
Fertilizer		32.6%	133
Flower Pots		30.4%	124
Fountains		3.4%	14
Garden Ornaments		11.8%	48
Gravel or Rock		13.7%	56
Hand Garden Tools		17.9%	73
Landscaping		11.0%	45
Indoor Garden Supplies		6.6%	27
Decorative Rock		12.5%	51
Lawn Seed, Turf or Sod		8.1%	33
Outdoor Fireplace or Fire Pit		4.4%	18
Outdoor Furniture		7.8%	32
Outdoor Grill		5.9%	24
Patio Cover, Awning or Canopy		4.2%	17
Patio Furniture		9.8%	40
Power Garden Tools		3.9%	16
Propane		15.4%	63
Lawn Mower (Push)		8.3%	34
Lawn Mower (Riding)		4.2%	17























Value		Percent	Responses
Shrubby or Trees		8.3%	34
Stone (Cast, Crushed or Natural)		4.9%	20
Storage Shed		5.1%	21
Leaf Blower		3.4%	14
Insect or Fungus Control Products		18.9%	77
Outdoor Garden Flags		3.7%	15
None of the above / Does not apply		26.7%	109
Gate		2.9%	12
Gazebo		2.0%	8
Insects (Bees or Other Beneficial Species)		1.7%	7
Patio Heater		1.7%	7
Outdoor Infrared Heater or Fireplace		1.0%	4
Outdoor Smoker		2.2%	9
Outdoor Kitchen Equipment		1.0%	4
Outdoor Entertainment Center		0.5%	2
Pole Shed		0.2%	1
Portable Outdoor Heater		1.0%	4
Rototiller		1.2%	5
Screen Porch		2.2%	9
Snow Blower		0.2%	1
Greenhouse		2.7%	11

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		44.9%	183
Book Hotel Room		54.7%	223
Book Local Lodging for Guests		3.9%	16
Business Travel		6.4%	26
Buy Luggage		4.4%	18
Buy Travel Tickets		18.4%	75
Chartered Fishing Trip		4.4%	18
Gamble at a Casino		20.3%	83
Hotel or Resort Stay		33.6%	137
International Travel		9.8%	40
Play Bingo		4.2%	17
Rent a Car		19.4%	79
Stay at a Casino		11.3%	46
Stay at an RV Park		4.2%	17
Take a Cruise		11.0%	45
Train Trip		9.1%	37
Travel Packages		6.9%	28
Use a Travel Agent or Agency		5.4%	22
Vacation Inside Home State		23.5%	96
Vacation Outside Home State (within the Continental US)		32.4%	132
None of the above / Does not apply		23.8%	97
Charter a Boat		1.2%	5
























Value		Percent	Responses
Golf Vacation		2.0%	8
Rent RV		1.7%	7
Ski Resort Stay		1.2%	5

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		15.2%	62
Bird Seed		12.3%	50
Cat Food		26.2%	107
Dog Food		49.5%	202
Specialized Pet Food		4.2%	17
Other Pet Food		7.6%	31
Pet Accessories		18.6%	76
Pet Clothing		6.1%	25
Pet Toys		20.6%	84
Find a New Veterinarian		3.7%	15
Annual Pet Vaccinations		40.9%	167
Annual Pet Checkups		35.0%	143
Adopt or Rescue a Pet		7.4%	30
Purchase Pet Medication		12.7%	52
Board a Pet Overnight		4.9%	20
Pet Dental Care		5.4%	22
Pet Grooming Services		17.4%	71
Pet Sitting Services		3.2%	13
None of the above / Does not apply		28.7%	117
Fish Food		2.7%	11
Pet Enclosure		2.5%	10
Aquarium or Tank		0.5%	2























Value		Percent	Responses
Fish Supplies		1.0%	4
Disease Diagnosis		0.7%	3
Pet Travel Cage		1.7%	7
Pet Travel Accessories		1.0%	4
Cremation or Burial Services		1.2%	5
Purchase a Pet		0.7%	3
Holistic or Alternative Pet Care		0.7%	3
Pet Tracking Device		0.7%	3
Animal Training Classes		2.0%	8
Hemp Based Pet Supplements		0.2%	1
THC Based Pet Supplements		0.5%	2
Holistic or Alternative Pet Supplements		1.0%	4
Anti Anxiety or Stress Pet Medication for Holidays		2.7%	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		5.4%	22
Add a Fence or Wall Structure		13.7%	56
Remodel Kitchen		5.4%	22
Cabinet Refacing or Resurfacing		3.4%	14
Remodel Bathroom		8.6%	35
Build a Storage Shed		5.1%	21
General Remodeling		10.0%	41
Add a Swimming Pool		4.2%	17
Replace Carpet		6.1%	25
Replace Flooring		12.5%	51
Replace Windows		6.4%	26
None of the above / Does not apply		55.9%	228
Add a Room		2.9%	12
Add a Home Office		1.7%	7
Remodel Closet		1.2%	5
Refinish Bathtub		1.7%	7
Install a Glass Shower		1.5%	6
Remodel or Finish Basement Living Area		0.2%	1
Replace Garage Door		1.2%	5
Build a Garage		2.2%	9
Build Out-Building		1.7%	7
Have Furniture Restored		2.5%	10
Switch from Gas to Electric		0.2%	1























Value		Percent	Responses
Switch from Electric to Gas		1.2%	5
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		1.2%	5
Install a Solar Energy System		1.0%	4
Install Security or Monitoring System		2.7%	11
Resurface or Build New Driveway		2.7%	11
Stone or Marble Work (Bathroom or Kitchen)		1.7%	7
Sealcoating		1.0%	4
Asphalt Repair		1.0%	4
Asphalt Resurfacing		1.2%	5
Residential Paving		1.0%	4
Build a "Tiny House"		1.5%	6
Install Handicap Accessible Addition		1.5%	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		9.1%	37
Decking		3.9%	16
Doors (Exterior)		8.8%	36
Doors (Interior)		7.1%	29
Electrical Supplies		5.1%	21
Fencing		13.5%	55
Generator		5.9%	24
Hand Tools		11.3%	46
Hardwood Products		4.9%	20
Home Security Doorbell Camera		4.7%	19
Kitchen Cabinets		5.9%	24
Lighting and Fixtures		8.8%	36
Lumber		14.5%	59
Molding		4.2%	17
Paint (Exterior)		15.9%	65
Paint (Interior)		20.6%	84
Plywood		6.6%	27
Plumbing Supplies		8.3%	34
Power Tools		6.9%	28
Rain Gutters		5.9%	24
Windows		7.4%	30
None of the above / Does not apply		45.3%	185























Value		Percent	Responses
Furnace		0.5%	2
Mill Work		1.2%	5
Roofing (Composition)		2.5%	10
Roofing (Other)		2.7%	11
Security Door		2.0%	8
Security Locks		2.7%	11
Siding		2.7%	11
Water Softener System or Supplies		2.0%	8
Wood Stove or Fireplace		1.0%	4
Window Guards		0.5%	2

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

Value		Percent	Responses
Air Conditioning Repair		12.7%	52
Air Duct Cleaning		9.1%	37
Appliance Repair		7.1%	29
Carpenter or Woodworking		5.1%	21
Carpet Cleaning		7.8%	32
Chimney Cleaning & Repair		3.7%	15
Drywall Installation or Repair		3.2%	13
Electrical Repair		4.2%	17
Flooring - Ceramic Tile (Installation or Repair)		4.2%	17
Flooring - Laminate (Installation or Repair)		7.6%	31
Flooring - Wood (Installation or Repair)		5.1%	21
Flooring - Other (Installation or Repair)		3.9%	16
Foundation Repair		3.7%	15
Gardening Services		5.9%	24
Gutter Installation or Repair		4.7%	19
Handyman Services		14.0%	57
Home Repair		6.9%	28
Home Remodel		4.4%	18
None of the above / Does not apply		48.3%	197
Alternative Energy Systems Installation		1.0%	4
Alternative Energy Systems (Service or Repair)		0.2%	1
Blinds Cleaning		2.7%	11























Value		Percent	Responses
Concrete Repair		1.5%	6
Electrical Panel Replacement		0.5%	2
Excavation & Wrecking		0.5%	2
Flooring - Linoleum (Installation or Repair)		1.2%	5
Furnace Cleaning		2.0%	8
Furnace Repair		0.2%	1
Furniture Reupholster		1.2%	5
Heating Repair		0.5%	2
Home Computer Repair		1.0%	4
Home Electronics Repair		0.5%	2
Home Heating Oil or Fuel Service		0.2%	1

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

Value		Percent	Responses
Home Security Service		4.2%	17
House Cleaning Service		11.3%	46
Junk or Yard Waste Removal		4.7%	19
Recycle		4.2%	17
Landscaping Service		10.8%	44
Painting		9.6%	39
Pest Control		14.2%	58
Plumbing Repair		6.9%	28
Pressure Washing		4.4%	18
Roof Repair		4.4%	18
Trash Removal		6.9%	28
Window Installation		4.9%	20
Mobile or Cell Phone Repair		3.2%	13
None of the above / Does not apply		49.3%	201
Insulation Installation or Maintenance		1.7%	7
Interior Design		0.7%	3
Sell Scrap Metal		2.9%	12
Movers		2.7%	11
Mold Inspection or Removal		0.5%	2
Party Equipment Rental		1.2%	5
Pool Cleaning Service		2.5%	10
Preventative Home Maintenance		2.0%	8























Value		Percent	Responses
Security System		2.5%	10
Septic Tank Cleaning or Repair		2.7%	11
Siding Replacement		1.2%	5
Snow Removal		0.5%	2
Solar Heating or Power System Installation or Repair		0.7%	3
Tool Rental		1.0%	4
Tornado or Storm Shelter Building or Repair		1.0%	4
Water Well Drilling		0.2%	1
Waterproofing		0.7%	3
Window Tinting for Home		0.5%	2
Window Washing		1.2%	5
Yard Equipment Rental		0.2%	1
Computer Repair		2.5%	10








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)		5.9%	24
Batteries (Home or Office)		37.7%	154
Candles		23.5%	96
Clocks		5.1%	21
Country or State Flags		8.1%	33
Curtains or Drapes		13.7%	56
Cutlery, Flatware or Silverware		6.6%	27
Emergency Preparedness Kit or Supplies		6.4%	26
Firewood		5.6%	23
Flooring Tile		9.1%	37
Floral Arrangements		6.9%	28
Hardwood Flooring		3.9%	16
Home Decor or Decorating		15.9%	65
Indoor Flowers		5.9%	24
King Size Bed		7.4%	30
Laminate Flooring		5.9%	24
Linens (Bathroom)		13.7%	56
Linens (Bedroom)		19.1%	78
Linens (Dining Room or Kitchen)		6.1%	25
Picture Frames		11.3%	46
Remote Home Monitoring Video Camera		3.7%	15
Storage Boxes or Tubs		10.5%	43


















Value		Percent	Responses
Toilet Paper		54.4%	222
Window Blinds (Venetian or Mini)		4.4%	18
None of the above / Does not apply		23.8%	97
Awning		2.5%	10
Ductless Heat Pumps		0.2%	1
Hot Tub or Spa (New)		1.5%	6
Hot Tub or Spa (Used)		0.2%	1
Safe		2.2%	9
Sewing Machine		2.0%	8
Shutters		2.5%	10
Signs or Banners		2.2%	9
Smoke Alarm or Detector		2.7%	11
Solar Water Heater		0.2%	1
Sports Team Flags		1.5%	6
Twin Size Bed		1.5%	6
Wallpaper		1.7%	7
Water Purification System (Drinking)		2.2%	9
Window Coverings		2.9%	12

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















Value		Percent	Responses
Carpeting		8.6%	35
Foam Mattress		4.7%	19
Furniture (Bedroom)		10.3%	42
Furniture (Children's)		3.4%	14
Furniture (Dining Room)		4.7%	19
Furniture (Home Office)		3.7%	15
Furniture (Living Room)		13.5%	55
Innerspring Mattress		3.2%	13
Memory Foam Mattress		4.9%	20
Pillow Top Mattress		4.7%	19
Queen Size Bed		3.9%	16
Reclining Chair		5.9%	24
Rugs		9.3%	38
Swimming Pool (Above Ground)		4.7%	19
None of the above / Does not apply		54.9%	224
Closet System		2.9%	12
Crib		0.2%	1
Custom Built Furniture		1.2%	5
Fine Art (Paintings, Pottery, Etc.)		2.5%	10
Furnace		0.5%	2
Futon		1.7%	7
Gas Burning Freestanding Stoves		1.0%	4

Value		Percent	Responses
Latex Mattress		0.5%	2
Reclaimed Wood Furniture		1.2%	5
Reconditioned Furniture		1.0%	4
Rugs (Persian)		1.0%	4
Swimming Pool (In-Ground)		1.7%	7
Tankless Water Heater		2.5%	10
Water Heater		2.0%	8























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		7.6%	31
Fine Art		2.9%	12
Photographs		8.1%	33
Pottery		5.6%	23
Blown Glass		3.4%	14
Stone Carvings		1.0%	4
Sculpture		2.2%	9
Artistic Wall Decor		10.8%	44
Wood Carvings		1.7%	7
Poster Art		3.4%	14
Religious Art		3.2%	13
Stained Glass		3.7%	15
Ceramics		3.2%	13
Metal Work Art		4.4%	18
Music Memorabilia		2.9%	12
Movie Memorabilia		2.9%	12
None of the above / Does not apply		72.8%	297

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
























Value		Percent	Responses
Refrigerator		10.0%	41
Dishwasher		6.9%	28
Freezer		5.9%	24
Range		4.9%	20
Oven		5.1%	21
Washer		8.3%	34
Dryer		7.8%	32
Blender		6.4%	26
Instant Pot		5.4%	22
Microwave		10.3%	42
Window Air Conditioner		2.5%	10
Coffee or Espresso Machine		8.3%	34
Vacuum Cleaner		5.9%	24
None of the above / Does not apply		55.9%	228

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

Value		Percent	Responses
Aftermarket Products		4.4%	18
Battery		12.0%	49
Child Car Seat		4.7%	19
Floor Mats		7.1%	29
Lights		6.4%	26
Seat Covers		7.6%	31
Tires		19.6%	80
Wiper Blades		23.0%	94
None of the above / Does not apply		47.5%	194
Canopy		1.7%	7
Cargo Trailer		1.5%	6
Grill Guard		1.2%	5
Ground Effects		0.2%	1
Mirror(s)		2.5%	10
Motorcycle Accessories		2.2%	9
Motorcycle Parts		1.7%	7
Performance Parts		1.5%	6
RV Accessories or Supplies		2.7%	11
Roof Rack		1.0%	4
Running Boards		1.2%	5
Spoiler		0.5%	2
Step Bar		0.7%	3

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.2%	5
Tool Box		1.5%	6
Trailer Hitch		1.7%	7
Visor		0.2%	1
Wheels or Rims		2.2%	9
Winch		0.5%	2
Window Tinting Equipment (Auto)		2.2%	9

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		9.8%	40
60,000 Mile Service		9.3%	38
100,000 Mile Service		8.3%	34
Auto Detailing		13.7%	56
Auto Repair (General)		7.1%	29
Alignment		11.3%	46
Body Work		4.2%	17
Brake Replacement, Adjustment		4.9%	20
Car Rental		5.1%	21
Car Wash		47.1%	192
Gas or Service Station Services		18.1%	74
Oil Change or Lube		48.5%	198
Preventative Maintenance		13.2%	54
Safety Inspection		18.1%	74
Tire Mounting or Installation		5.1%	21
Tune-Up		10.8%	44
Vehicle Air Conditioning Repair		5.9%	24
Windshield or Glass Repair		11.0%	45
Windshield or Window Tinting		6.1%	25
None of the above / Does not apply		19.9%	81
Auto Warranty Work (Work Covered by Warranty)		2.7%	11
DEQ Inspection		1.0%	4
Electrical Repair		1.2%	5

Value		Percent	Responses
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.7%	7
Motor Repair or Replacement		0.5%	2
Motorcycle Repair		0.7%	3
Muffler		1.0%	4
Painting		1.0%	4
RV Maintenance or Service		2.5%	10
Shocks		2.7%	11
Smog Check		1.0%	4
Stereo Installation		1.2%	5
Transmission or Clutch Repair		1.0%	4
Upholstery Repair		2.7%	11
Vehicle Storage		0.2%	1
Vehicle Towing		2.2%	9

















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		48.5%	198
Beauty Products		38.5%	157
Cosmetics		45.6%	186
Babysitting		3.7%	15
Facial		17.2%	70
Hair Care Products		53.9%	220
Hair Coloring		31.4%	128
Hair Cut		62.0%	253
Hair Removal		5.6%	23
Hair Extensions, Wigs or Weaves		1.0%	4
Manicure		28.4%	116
Massage Therapy		19.1%	78
Pedicure		37.0%	151
Skin Cleaning Products		21.6%	88
Skin Repairing / Conditioning Products		11.3%	46
Tanning Bed or Spray Tan		4.2%	17
Tattoo or Piercing		10.8%	44
None of the above / Does not apply		11.5%	47

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

Value		Percent	Responses
Books (New)		36.8%	150
Books (Used)		27.7%	113
Books (Children's)		21.3%	87
Board Games		25.7%	105
Lottery Ticket		32.1%	131
Collectibles		8.3%	34
Comics		3.2%	13
Graphic Novels		2.9%	12
Computer Games		11.0%	45
Magazines		21.1%	86
Toys		20.8%	85
Video Console Games		13.2%	54
None of the above / Does not apply		21.1%	86

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		3.9%	16
Ceramics and Pottery		3.9%	16
Collectables		6.6%	27
Do-It-Yourself (DIY)		26.2%	107
Games or Puzzles		25.5%	104
Beer Brewing Supplies		2.5%	10
Wine Making Supplies		1.0%	4
Jewelry Making Supplies or Beads		6.4%	26
Knitting		4.2%	17
Making Arts and Crafts		12.5%	51
Paper Crafts		6.4%	26
Quilting		3.7%	15
Scrapbooking		5.9%	24
Toy Collecting		2.5%	10
Trains, Plane & Car Model Kits		0.7%	3
None of the above / Does not apply		47.3%	193

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












Value		Percent	Responses
Attend Online College or University (Full Time)		6.6%	27
Attend Online College or University (Part Time)		5.6%	23
Online Continuing Education Courses		6.4%	26
Arts or Crafts Lessons (Adult)		4.7%	19
Attend a Free Lecture or Seminar		10.3%	42
Attend Paid Online Lecture, Seminar or Special Class		4.4%	18
Dance Lessons		3.2%	13
Sports lessons (Child)		4.9%	20
Yoga, Pilates, or Zumba		5.1%	21
Attend an Online Local Workshop		4.9%	20
None of the above / Does not apply		59.8%	244
Attend Online Graduate School		2.9%	12
Attend Online Classes at Community College		2.5%	10
Business School		0.7%	3
Learning Center		0.2%	1
Culinary School		0.5%	2
Online Trade School		0.2%	1
Online Professional Certification or Accreditation Courses		2.2%	9
Online Language Lessons (Adult)		1.5%	6
Sports Lessons (Adult)		1.0%	4
Cooking Lessons (Adult)		2.5%	10
Online Real Estate Classes		1.0%	4

Value		Percent	Responses
Online Child Education or Tutoring		0.7%	3
Online Music Lessons (Child)		0.7%	3
Personal Physical Training		2.2%	9
Online Language Lessons (Child)		1.2%	5
Arts or Crafts Lessons (Child)		2.0%	8
Attend an Online Religion Based School		1.0%	4





















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

Value		Percent	Responses
Brushes		15.9%	65
Oil paints		5.9%	24
Acrylic Paints		15.2%	62
Markers		12.5%	51
Specialty Paper		8.6%	35
Fabric Craft Supplies		13.0%	53
Beads		4.9%	20
Art Pencils and Pens		13.7%	56
Scrapbooking Supplies		7.4%	30
None of the above / Does not apply		63.5%	259
























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		1.7%	7
Drums		1.0%	4
Flute		0.7%	3
Acoustic Guitar		3.4%	14
Electric Guitar		1.5%	6
Electric Keyboard		1.5%	6
Piano		2.2%	9
Piano (High End)		1.0%	4
Trumpet		0.5%	2
Violin		0.5%	2
None of the above / Does not apply		90.7%	370

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		10.0%	41
French		5.9%	24
Asian		32.8%	134
German		5.4%	22
American (New)		36.8%	150
Italian		49.3%	201
Cajun or Creole		27.9%	114
Indian		9.1%	37
Chinese		57.1%	233
American (Traditional)		73.3%	299
Thai		15.0%	61
Middle Eastern		5.6%	23
Japanese		19.9%	81
Mexican		78.7%	321
Vietnamese		5.6%	23
Southern		29.2%	119
Tex-Mex		66.9%	273
Spanish		13.0%	53
Mediterranean		14.7%	60
None of the above / Does not apply		4.4%	18

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










Value		Percent	Responses
Hot Dogs		30.1%	123
Fish & Chips		25.0%	102
Golf Course Restaurant, Bar or Snack Bar		3.7%	15
Barbeque		56.9%	232
Deli		32.4%	132
Breakfast or Brunch		55.6%	227
Appetizers		48.8%	199
Dessert		35.8%	146
Chicken Wings		29.4%	120
Hamburgers		72.8%	297
Chicken		57.4%	234
Frozen Yogurt		17.6%	72
Live or Raw food		6.4%	26
Tapas or Small Plates		6.4%	26
Theme Restaurants		5.6%	23
Soup		24.5%	100
Salad		45.1%	184
Pizza (Dine In)		20.3%	83
Pizza (Delivery)		30.1%	123
Steak		46.1%	188
Juice or Smoothies		16.9%	69
Sandwiches		51.0%	208
Pizza (Carry Out)		56.4%	230

Value		Percent	Responses
Pizza (Take & Bake)		11.8%	48
Seafood		44.4%	181
Vegan		3.9%	16
Steakhouse		37.5%	153
Sushi		21.3%	87
Vegetarian		4.4%	18
Pho		7.6%	31
None of the above / Does not apply		4.4%	18










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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.2%	1
Purchase Commercial or Business Property		1.2%	5
Purchase Condominium or Townhouse		1.0%	4
Purchase Manufactured or Modular Home		1.0%	4
Purchase Investment Property		2.2%	9
Purchase Personal Residence		7.1%	29
Purchase Custom Built Home		2.5%	10
Purchase Residential Real Estate at an Auction		1.0%	4
Purchase Land or Agricultural Property		2.7%	11
Purchase Vacation Property		0.7%	3
None of the above / Does not apply		85.5%	349







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

Value		Percent	Responses
Sell Personal Residence		4.7%	19
Sell Vacation Property		1.2%	5
Sell Condominium or Townhouse		0.5%	2
Sell Investment Property		1.5%	6
Sell Land or Agricultural Property		2.7%	11
Sell Commercial or Business Property		1.2%	5
Sell Manufactured or Modular Home		1.5%	6
Plan to Sell Home in Master-Planned Community		0.2%	1
None of the above / Does not apply		89.7%	366










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

Value		Percent	Responses
Rent New Apartment		4.4%	18
Rent House (Residence)		8.1%	33
Rent Manufactured or Modular Home		0.2%	1
Rent or Lease Commercial Property		1.0%	4
Rent Agricultural Land		0.7%	3
Rent Subsidized Housing		0.7%	3
Rent Condo/Townhouse		3.2%	13
Rent Section 8 Housing		1.5%	6
None of the above / Does not apply		86.3%	352



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.4%	18
Use a Realtor to Buy Real Estate		4.7%	19
Use a Realtor to Buy and Sell Real Estate		2.7%	11
Plan to Sell Property Myself		3.4%	14
Use a Real Estate Broker		1.2%	5
None of the above / Does not apply		85.5%	349



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		4.4%	18
Home Remodel or Renovation Loan		1.5%	6
Business Construction Loan		1.5%	6
Home Construction Loan		3.4%	14
Equity Loan		0.5%	2
Land Loan		2.2%	9
Real Estate Loan for existing home		2.0%	8
Refinance Home		1.7%	7
None of the above / Does not apply		86.8%	354


















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		67.4%	275
No, don't know who to call		32.6%	133
Total: 408			





















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		67.6%	276
No, don't know who to call		32.4%	132
Total: 408			

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		20.1%	82
Craft Beer		18.6%	76
Champagne		14.7%	60
Premium Hard Alcohol or Spirits		22.3%	91
White Wine		25.7%	105
Red Wine		28.9%	118
Major Brand Cigarettes		8.3%	34
Recreational Marijuana		3.4%	14
Marijuana Accessories		3.4%	14
Smokeless Tobacco		3.4%	14
Pipe Tobacco		0.5%	2
Discount Cigarettes		5.9%	24
Discount Hard Alcohol or Spirits		12.7%	52
Domestic Beer		33.8%	138
Electronic Cigarette Supplies		5.4%	22
Alcoholic Cider		7.1%	29
None of the above / Does not apply		31.6%	129




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%	14
Marijuana Delivery		1.2%	5
Cannabis Dry Flower/Bud		2.2%	9
Cannabis Edibles		6.1%	25
Cannabis Tinctures		1.5%	6
Cannabis Vaporizers		1.7%	7
Cannabis Cleaning Tools or Supplies		2.2%	9
Cannabis Concentrates		2.0%	8
Cannabis Pre-Rolls		1.5%	6
Organic Cannabis Products		0.2%	1
Cannabis Oil		4.7%	19
Cannabis Beauty & Skin Care Products		1.2%	5
Cannabis Beverages		1.5%	6
Cannabis Chocolates		3.4%	14
Medical Cannabis		2.0%	8
CBD Cannabis		6.1%	25
CBG Cannabis		1.5%	6
Recreational Cannabis		3.7%	15
Medical Cannabis		1.2%	5
None of the above / Does not apply		86.0%	351







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		28.4%	116
Specialty Teas		16.4%	67
Specialty Coffee		26.2%	107
Gourmet Deli Counter Items		21.8%	89
Cookies		45.3%	185
Potato Chips		62.0%	253
Soft Drinks		54.4%	222
Energy Drinks		17.2%	70
Energy Bars		17.9%	73
Birthday Cake		33.6%	137
Beef Jerky or Meat Sticks		28.2%	115
Candy		47.8%	195
Fruit		71.6%	292
Nuts		58.8%	240
Chocolates		48.0%	196
Ice cream		65.2%	266
Artisan Bread		19.6%	80
Artisan Meats		7.8%	32
Sports Drinks		24.3%	99
Artisan Condiments		5.1%	21
Canned Sauces		41.9%	171
Chicken		79.9%	326

Value		Percent	Responses
Pork		50.7%	207
Beef		70.6%	288
Game Meats		8.1%	33
Fish		47.8%	195
Snack Mixes		34.3%	140
Vegetables		59.3%	242
Frozen Entrees		48.8%	199
Meal Kit Prep & Delivery		6.1%	25
Locally Raised Beef, Pork, Poultry		19.4%	79
Locally Grown Fruit and Vegetables		51.5%	210
Locally Produced Honey		27.9%	114
Organic Food		17.9%	73
Pickled Vegetables		19.1%	78
Artisan Cheese		19.1%	78
Alternative "Meat" Products		10.0%	41
Sausage		52.2%	213
Donuts		37.5%	153
Pastries		30.9%	126
Juice		49.0%	200
Olives		34.6%	141
Meal Kits		10.3%	42
Mac and Cheese		46.1%	188
Pizza		61.3%	250
Cookie Dough		21.8%	89

Value		Percent	Responses
Cereal		67.2%	274
Bagged Salad		47.3%	193
None of the above / Does not apply		3.4%	14




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

Value		Percent	Responses
Coupons		9.1%	37
Quality		30.9%	126
Selection		33.3%	136
Excellent Customer Service		9.1%	37
Clean Environment		12.7%	52
None of the above / Does not apply		4.9%	20








Total: 408

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		40.2%	164
Attend Online Religious or Spiritual Services		16.2%	66
Consider Leaving Current Job for Better Opportunity		7.6%	31
Donate to a Charity		39.2%	160
Donate to a Church		39.0%	159
Donate to Political Party or Government Representative		12.7%	52
Join a new Church		7.4%	30
Volunteer at Church		15.4%	63
Volunteer for Nonprofit Group		16.7%	68
Get Married		3.7%	15
Retire		5.1%	21
Vote in Upcoming Local Elections		38.5%	157
Vote in Upcoming State or National Elections		40.2%	164
Purchase Season Tickets for Performing Arts		3.2%	13
Attend a Holiday Themed Performance		20.6%	84
Community Activity		25.5%	104
Support an Organization		13.2%	54
Make a Donation		21.3%	87
Register to Vote		7.4%	30
None of the above / Does not apply		18.4%	75
Find New Local Golf Course		0.5%	2
Join a Golf Course		0.2%	1
Use Drone Photography Services		0.7%	3

























Value		Percent	Responses
Donate Vehicle		1.0%	4
Have a Baby		2.0%	8
Look into Private Schooling for Children		1.5%	6









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

Value		Percent	Responses
Go Touring on a Bicycle		3.4%	14
Go Mountain Biking		2.5%	10
Go Camping		27.7%	113
Go Hiking		20.1%	82
Go Fishing		31.4%	128
Go Backpacking		6.6%	27
None of the above / Does not apply		48.3%	197



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

Value		Percent	Responses
Apparel and Accessories		53.2%	217
Arts and Entertainment		28.7%	117
Automotive - (General)		19.9%	81
Automotive - (New Vehicle Dealership)		17.2%	70
Automotive - (Used Vehicle Dealership)		14.2%	58
Automotive - (Auto Parts store)		13.0%	53
Automotive - (Auto Repair business)		11.0%	45
Automotive - (Auto Body shop)		7.1%	29
Tire Business		17.2%	70
Beauty and Spa Related Businesses		21.1%	86
Child Related Businesses		8.6%	35
Community and State Services		20.1%	82
Education		15.2%	62
Employment Related Businesses		10.3%	42
Event Planning and Services		9.1%	37
Family Activity Related Businesses		14.7%	60
Farm Equipment and Agriculture Businesses		7.4%	30
Financial Services		9.3%	38
Fitness Businesses or Providers		6.6%	27
General Retail		35.8%	146
Grocery / Market		35.3%	144
Home and Garden Related Businesses		24.0%	98

Value		Percent	Responses
Building Supply/Lumber Business		15.4%	63
Home Service Businesses		9.3%	38
Home Service Contractors		11.8%	48
Hotel and Travel Related Businesses		27.5%	112
Local Services		22.8%	93
Medical Related Businesses - (General)		17.2%	70
Medical Related Businesses - (Chiropractor)		7.8%	32
Medical Related Businesses - (Dentist)		12.5%	51
Medical Related Businesses - (Hospital)		5.4%	22
Motorsport Businesses		3.7%	15
Nightlife Related Businesses		8.6%	35
Pet / Animal		24.0%	98
Professional Services		12.7%	52
Real Estate Service Businesses		7.1%	29
Recreation Related Businesses		9.1%	37
Restaurant / Bar / Lounge		32.8%	134
Senior Related Businesses		8.3%	34
Specialty Food and Drink		14.0%	57
General Retail - Children's Clothing Store		11.0%	45
General Retail - Clothing Accessory Store		17.2%	70
General Retail - Computer Store		10.5%	43
General Retail - Farming and Agriculture Business		6.1%	25
General Retail - Furniture Store		15.4%	63
General Retail - Hardware Store		13.7%	56











Value		Percent	Responses
General Retail - Home Entertainment Store		7.4%	30
General Retail - Jewelry Store		7.8%	32
General Retail - Major Appliance Store		10.3%	42
General Retail - Men's Clothing Store		14.7%	60
General Retail - Mobile Phone Store		9.1%	37
General Retail - Shoe Store		19.6%	80
General Retail - Women's Clothing Store		27.9%	114
None of the above / Does not apply		15.2%	62

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























Value		Percent	Responses
Yes		19.6%	80
No		80.4%	328












Total: 408

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








Value		Percent	Responses
Start a Business		4.7%	19
Get a New Full Time Job		18.1%	74
Get a New Part Time Job		6.6%	27
Get a Temporary or Seasonal Job		3.7%	15
Use an Employment or Temporary Employment Agency		4.2%	17
Use a Career Counselor		0.7%	3
Get a Second (or Third) Job		4.7%	19
Get First Job after School		1.2%	5
Apply for Unemployment Benefits		2.5%	10
None of the above / Does not apply		71.8%	293

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		6.6%	27
Banking & Finance		3.2%	13
Customer Service		5.4%	22
Education		8.1%	33
Government		4.2%	17
Management		4.4%	18
Retail		4.4%	18
Restaurant - Food Services		3.2%	13
None of the above / Does not apply		67.4%	275
Accounting		2.7%	11
Agriculture		1.0%	4
Automotive		0.7%	3
Child Care		1.7%	7
Construction		2.5%	10
Driver / Transportation		1.2%	5
Engineering		1.2%	5
Executive Level		1.2%	5
Entry Level (New Graduate)		2.0%	8
Grocery		2.0%	8
Hotel - Hospitality		1.0%	4
Health Care – non nursing		2.9%	12
Health Care - CNA, RN, LPN, MA		1.5%	6

Value		Percent	Responses
Manufacturing		2.7%	11
Installation - Maintenance - Repair		0.2%	1
Information Technology		1.7%	7
Insurance		1.2%	5
Legal		2.0%	8
Media		2.0%	8
NonProfit		1.5%	6
Real Estate		2.2%	9
Sales & Marketing		2.7%	11
Skilled Labor - Trades		2.0%	8
Warehouse		2.2%	9

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

Value		Percent	Responses
Coupon book		11.3%	46
Yellow Pages directory		1.7%	7
Direct mail flyer		9.3%	38
Deal program/offer		8.6%	35
Facebook business page offer		17.2%	70
Billboard advertising		4.2%	17
None of the above / Does not apply		66.4%	271

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		8.3%	34
Read ads and keep them - using one or two		27.7%	113
Read ads and keep them - without using any		4.2%	17
Read ads but throw away without using any		24.8%	101
Throw ads away unread		27.2%	111
Do not receive direct mail or advertisements at home or PO Box		7.8%	32

Total: 408

114. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)



	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	37 9.1%	80 19.6%	109 26.7%	15 3.7%	52 12.7%	71 17.4%	44 10.8%	408
County election Count Row %	38 9.3%	74 18.1%	118 28.9%	12 2.9%	54 13.2%	67 16.4%	45 11.0%	408
State election Count Row %	29 7.1%	102 25.0%	86 21.1%	17 4.2%	54 13.2%	76 18.6%	44 10.8%	408
Total Total Responses								408

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

Value		Percent	Responses
Yes		82.6%	337
No		17.4%	71




Total: 408

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		89.0%	363
No		11.0%	45





















Total: 408

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		18.9%	77
No		49.0%	200
Does not apply		32.1%	131


















Total: 408

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

Value		Percent	Responses
Automotive		3.9%	3
Business Consulting		3.9%	3
Education		13.0%	10
Financial Services		6.5%	5
Health and Medical		7.8%	6
Local Services		5.2%	4
Real Estate		3.9%	3
Restaurant / Bar / Lounge		3.9%	3
Other		32.5%	25
Apparel and Accessories		2.6%	2
Arts and Entertainment		1.3%	1
Beauty and Spa		1.3%	1
Child Related Businesses		2.6%	2
Family Activity		1.3%	1
General Retail		1.3%	1
Grocery and Specialty Food/Drink		2.6%	2
Home and Garden		1.3%	1
Home Service Businesses		2.6%	2
Hotel and Travel		1.3%	1
Pet / Animal		1.3%	1

Total: 77























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		2.6%	2
Use social media for promoting business		19.5%	15
Website optimized for mobile (responsive)		6.5%	5
Ongoing search optimization (SEO, SEM)		1.3%	1
Banner ads		6.5%	5
Cost-per-click ads (CPC, PPC)		2.6%	2
Programmatic ads		2.6%	2
Retargeting ads		1.3%	1
Video ads		2.6%	2
Google ads (Adwords)		7.8%	6
Facebook ads		24.7%	19
Sponsored content		1.3%	1
Email advertising		3.9%	3
Digital ads through newspaper		6.5%	5
Digital ads through radio station		2.6%	2
Digital ads through TV station		2.6%	2
None of the above/Does not apply		55.8%	43

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.		40.3%	31
Business Logo Apparel		20.8%	16
Computer Hardware		15.6%	12
Networking Hardware or Software		5.2%	4
Office Cleaning Supplies		27.3%	21
Office Copier		2.6%	2
Office Furniture, Fixtures or Interiors		2.6%	2
Office Printer		13.0%	10
Office Supplies		36.4%	28
Promotional Items		9.1%	7
Security System		3.9%	3
Telephone Systems		2.6%	2
Uniforms or Work Clothing		10.4%	8
None of the above/Does not apply		32.5%	25

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		22.1%	17
Business Advertising		10.4%	8
Business Advisory Services		3.9%	3
Business Cellular Phone Service		10.4%	8
Business Computer Consulting		6.5%	5
Business Internet Service Provider		6.5%	5
Business Legal Services or Attorney		6.5%	5
Business Marketing Services		6.5%	5
Business Social Media Marketing		3.9%	3
Business Meetings or Conventions		3.9%	3
Business Moving or Storage		6.5%	5
Business Printing Services		5.2%	4
Business Online Meetings		5.2%	4
None of the above / Does not apply		58.4%	45
Business Financial Consulting		1.3%	1
Business Bottled Water Delivery		2.6%	2
Business Construction Contractor		2.6%	2
Business Payroll Services		2.6%	2
Business Realty Services		1.3%	1
Business Recruitment		1.3%	1
Business Security Services		2.6%	2
Business Sign Company Services		2.6%	2

Value		Percent	Responses
Business Staffing or Temp Services		1.3%	1
Selling Small Business		2.6%	2
Business Bankruptcy		1.3%	1
Business Travel Agency		1.3%	1
Business General Broadcast Media Service		1.3%	1









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

Value		Percent	Responses
Rent New Office		2.6%	2
Buy New Office		2.6%	2
Add New Locations		2.6%	2
Have Employees Work From Home		1.3%	1
Renovate Existing Facilities		1.3%	1
Reduce Office Space		2.6%	2
Construct New Facilities		3.9%	3
Buy or Rent Industrial Space		1.3%	1
Install New Commercial Carpeting		1.3%	1
None of the above / Does not apply		84.4%	65

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

Value		Percent	Responses
Purchase New Business Automobiles		3.9%	3
Purchase Used Business Automobiles		3.9%	3
Purchase Used Business Trucks		3.9%	3
Purchase New Business Delivery Vehicles		1.3%	1
Purchase Used Business Delivery Vehicles		1.3%	1
Purchase New Heavy Duty or Commercial Business Trucks		3.9%	3
None of the above / Does not apply		85.7%	66




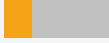


124. Which of the following EMPLOYEE BENEFIT AND INSURANCE PROGRAMS does your company plan to START OR CHANGE in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		2.6%	2
Business Health Insurance		10.4%	8
Business Dental Insurance		3.9%	3
Business 401K or Retirement Program		5.2%	4
Business "Key Man" Insurance		1.3%	1
Business Property Insurance		5.2%	4
Business Commercial Insurance		1.3%	1
None of the above / Does not apply		85.7%	66

125. Which age brackets do you fall into?








Value		Percent	Responses
18 - 19		0.2%	1
20 - 24		1.7%	7
25 - 30		5.2%	21
31 - 34		5.7%	23
35 - 40		11.8%	48
41 - 45		7.4%	30
46 - 49		7.1%	29
50 - 54		6.6%	27
55 - 60		13.0%	53
61 - 69		23.3%	95
70 or older		17.9%	73
			Total: 407
			Avg 54

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

Value		Percent	Responses
Metro / Urban		9.6%	39
Small/Mid-Size Town		40.7%	166
Suburban		19.1%	78
Rural		26.7%	109
Vacation community		1.0%	4
Other		2.9%	12



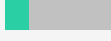

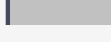

Total: 408

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



Value		Percent	Responses
Some High School (Not Graduate)		1.2%	5
High School Graduate (12th grade)		10.8%	44
Vocational or Technical Training		6.1%	25
Some College		20.6%	84
College Graduate		33.4%	136
Some Post-Graduate Study (No Advanced Degree)		6.4%	26
Post-Graduate Degree		21.4%	87

Total: 407








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

Value		Percent	Responses
Under \$20,000		6.5%	26
\$20,000 - \$24,999		6.5%	26
\$25,000 - \$29,999		5.3%	21
\$30,000 - \$34,999		5.0%	20
\$35,000 - \$39,999		5.0%	20
\$40,000 - \$44,999		7.8%	31
\$45,000 - \$49,999		4.5%	18
\$50,000 - \$74,999		24.1%	96
\$75,000 - \$99,999		13.3%	53
\$100,000 - \$124,999		9.8%	39
\$125,000 - \$149,999		6.0%	24
\$150,000 - \$200,000		3.5%	14
Over \$200,000		2.5%	10
			Total: 398
			Avg \$71,596

129. What is your gender?






Value		Percent	Responses
Male		22.6%	92
Female		73.7%	300
Prefer not to answer		3.7%	15
Total: 407			

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.0%	4
Black or African-American		2.7%	11
Asian		0.2%	1
White or Caucasian		67.6%	275
Hispanic		21.6%	88
Other		1.5%	6
Prefer not to answer		5.4%	22

Total: 407






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

Value		Percent	Responses
Single Family Home		83.8%	341
Apartment		8.1%	33
Condominium		0.7%	3
Mobile Home		5.2%	21
Other		2.2%	9
			Total: 407


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		75.6%	307
Rented		18.7%	76
Occupied Without Payment of Rent		3.0%	12
Other		2.7%	11
Total: 406			

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

Value		Percent	Responses
None		69.5%	282
1		11.8%	48
2		10.8%	44
3		4.9%	20
4 or more		3.0%	12
			Total: 406

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 ---->)		45.8%	186
No		54.2%	220
Total: 406			