

2021 Pulse of America


Washington State Shopping Survey Report

Response Counts














Completion Rate:	100%		
	Complete		618

Total: 618













1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	618
			Total: 618

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









Value		Percent	Responses
Local Newspaper		73.3%	453
Local Newspaper Website		32.0%	198
Local TV News		58.3%	360
Local TV News Website		18.3%	113
National Broadcast News		38.5%	238
National Broadcast Website		11.3%	70
Local Radio		23.1%	143
Local Radio Website		3.7%	23
Apple News		4.2%	26
Facebook		20.9%	129
Twitter		5.8%	36
Nextdoor		7.9%	49
Other		8.9%	55

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





Value		Percent	Responses
Local Newspaper		27.8%	172
Local Newspaper Website		5.3%	33
Local TV News		17.3%	107
Local TV News Website		5.0%	31
National Broadcast News		16.3%	101
National Broadcast Website		8.3%	51
Local Radio		4.0%	25
Local Radio Website		0.5%	3
Apple News		0.8%	5
Facebook		1.0%	6
Twitter		1.3%	8
Other		12.3%	76

Total: 618





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

Value		Percent	Responses
Employment needs		35.4%	219
General status of the business		46.9%	290
New hours		43.7%	270
New services being offered		65.4%	404
Online services being offered		37.4%	231
Services that are being offered		63.9%	395
The cleaning and safety precaution policies		19.3%	119
Other		5.2%	32














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		56.3%	348
Watched Local Television		71.2%	440
Read the Local Newspaper		92.4%	571
None of the above / Does not apply		1.8%	11























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		59.5%	368
Local Radio Station		10.2%	63
Local TV Station		17.0%	105
None of the above / Does not apply		35.6%	220

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		22.1%	126
Local Daily Newspaper		84.8%	484
Local Paid Weekly Community Newspaper		20.1%	115
Local Free Weekly Print Publication		40.5%	231
Local Alternative Publication		15.8%	90
Local City or Regional Magazine		29.9%	171
Local Specialty Publication		13.1%	75
Local Business Publication		15.1%	86
Local Ethnic Publication		5.4%	31
Local Parenting Publication		1.2%	7
Local Children's Publication		1.2%	7
Local Senior Publication		9.6%	55
None of the above / Does not apply		1.4%	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		12.9%	45
Adult Contemporary		15.8%	55
Adult Hits		14.7%	51
Business News		16.7%	58
CHR (Contemporary Hit Radio)		6.0%	21
Classic Hits		22.7%	79
Classic Rock		44.3%	154
Classical		21.0%	73
Religious		13.8%	48
Country		34.5%	120
Easy Listening		15.8%	55
News/Talk		41.7%	145
Oldies		25.6%	89
Rock		16.7%	58
Sports		10.9%	38
Talk		12.4%	43
Other		14.1%	49
Hot AC		0.3%	1
Regional Mexican		2.6%	9
Rhythmic-CHR		0.6%	2
Spanish		2.3%	8
Urban AC		1.4%	5

Value		Percent	Responses
Urban Contemporary		1.4%	5
None of the above / Does not apply		0.6%	2























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




Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		66.7%	232
Midday (10:00 am - 3:00 pm)		46.8%	163
Afternoon Drive (3:00 - 7:00 pm)		56.6%	197
Evenings (7:00 pm - midnight)		17.2%	60
Overnight (midnight - 6:00 am)		4.3%	15
Don't know / Does not apply		3.2%	11

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)		43.9%	193
Morning (9 am – 12 noon)		13.2%	58
Daytime (12 noon – 3 pm)		13.6%	60
Early Fringe (3 pm – 5 pm)		13.9%	61
Early News (5 pm – 7 pm)		79.8%	351
Prime Access (7 pm – 8 pm)		33.2%	146
Prime Time (8 pm – 11 pm)		43.2%	190
Late News (11 pm – 11:30 pm)		23.6%	104
Late Fringe (11:30 pm – 1 am)		4.5%	20
Post Late Fringe (1 am - 2 am)		1.4%	6
Overnight (2 am - 5 am)		1.1%	5
Don't know - Does not apply		1.8%	8

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










Value		Percent	Responses
Auto Battery Store		7.9%	49
Auto Body Shop		5.7%	35
Auto Detailing Shop		9.9%	61
Auto Glass Repair Shop		6.5%	40
Auto Parts Store		26.2%	162
Auto Repair Shop		30.7%	190
Auto Salvage Yard		4.4%	27
Car Wash		75.9%	469
Gas Station		84.8%	524
New Vehicle Dealership		13.9%	86
Oil Change Station		43.5%	269
Recreation Vehicle (RV) Dealership		4.0%	25
RV or Camper Repair		3.2%	20
Tire Store		27.8%	172
Used Vehicle Dealership		7.0%	43
Auto Muffler Shop		1.3%	8
Auto Paint Shop		2.3%	14
Auto Stereo Installation		1.8%	11
Auto Towing Service		2.1%	13
Auto Window Tinting		2.1%	13
Car Audio Store		1.9%	12
Commercial Truck Dealership		0.3%	2

Value		Percent	Responses
Commercial Truck Repair Shop		0.2%	1
Trailer Rental Service		1.6%	10
Transmission Shop		1.5%	9
None of the above / Does not apply		2.6%	16

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







Value		Percent	Responses
All-Terrain Vehicle (ATV) Dealer		2.4%	15
Boat and RV Storage Facility		3.2%	20
Boat Dealer		2.6%	16
Boat Rental Service		1.0%	6
Boat Repair Shop		4.4%	27
Boating Accessory Store		5.8%	36
Golf Cart Dealer		1.0%	6
Motorcycle Accessory Store		3.4%	21
Motorcycle Dealer		2.1%	13
Motorcycle Repair Shop		2.8%	17
Watercraft Dealer		1.3%	8
Watercraft Rental Shop		1.5%	9
None of the above / Does not apply		80.7%	499

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		10.7%	66
Animal Feed Store		13.6%	84
Agricultural Service		1.6%	10
Farm Equipment Repair Shop		2.4%	15
Farm Truck and Tractor Repair Shop		1.3%	8
Farming Structure Building Contractor		0.8%	5
New Farm Equipment Dealer		1.6%	10
Used Farm Equipment Dealer		1.5%	9
None of the above / Does not apply		78.8%	487

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		12.3%	76
Bakery		56.1%	347
Beer Shop		18.1%	112
Beverage Distributor		8.6%	53
Candy Store		10.5%	65
Cheese Shop		13.3%	82
Chocolate Shop		14.2%	88
Coffee & Tea Shop		40.1%	248
Convenience Store		39.6%	245
Cookie Store		4.0%	25
Cupcake Shop		8.1%	50
Dessert Restaurant		6.8%	42
Distillery		13.4%	83
Donut Shop		23.0%	142
Espresso or Coffee Shop		57.0%	352
Ethnic Food Restaurant		48.1%	297
Ice Cream or Frozen Yogurt Shop		43.4%	268
Liquor Store		30.1%	186
Meat Market or Butcher Shop		38.2%	236
Seafood Market		17.2%	106
Smoothie or Juice Bar		8.6%	53
Specialty Cake Bakery		5.0%	31

Value		Percent	Responses
Specialty Food Market		20.6%	127
Tea Shop		8.1%	50
U-Brew Beer or Wine Store		4.2%	26
Wine Shop		16.7%	103
Winery		18.4%	114
None of the above / Does not apply		3.7%	23




















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		17.5%	108
Farmers Market		60.8%	376
Grocery Store (Discount)		38.0%	235
Grocery Store (Ethnic)		12.8%	79
Grocery Store (Major or Regional Chain)		89.5%	553
Grocery Store (Neighborhood/Local/Mom & Pop)		25.6%	158
Grocery Store (Co-op)		18.1%	112
Grocery Store (Independent/Citywide)		46.9%	290












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		30.3%	187
Day Spa		8.4%	52
Eyelash Extension Salon		1.6%	10
Hair Salon		69.7%	431
Hair Removal Salon		3.7%	23
Massage		26.7%	165
Makeup Artist		0.8%	5
Nail Salon		33.2%	205
Skin Care Store		4.4%	27
Tanning Salon		1.5%	9
Tattoo Studio		4.5%	28
None of the above / Does not apply		12.0%	74

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		10.4%	64
Bicycle Rental Service		1.5%	9
Bicycle Repair Shop		13.4%	83
Bicycle Shop		10.2%	63
Bowling Alley		10.7%	66
Dive Shop		1.0%	6
Fishing Supply Store		13.9%	86
Golf Course		17.0%	105
Golf Driving Range		12.9%	80
Golf Pro Shop		8.3%	51
Gun Shooting Range		9.5%	59
Gun Store		11.3%	70
Miniature Golf Course		9.2%	57
Outdoor Gear Store		20.2%	125
Seasonal Hunting		5.2%	32
Ski Shop		7.1%	44
New Sporting Goods Store		14.6%	90
Used Sporting Goods Store		9.4%	58
None of the above / Does not apply		37.2%	230












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		4.2%	26
Card or Stationery Store		21.4%	132
Catering Service		4.4%	27
Event Coordinator		1.1%	7
Hotel Meeting Room or Event Space		1.8%	11
Party Supply Store		11.3%	70
Aerial Photography		1.0%	6
Photographer		4.0%	25
Wedding Planner		0.5%	3
Wedding Venue or Banquet Hall		1.3%	8
None of the above / Does not apply		67.5%	417











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		21.7%	134
Bingo Hall		2.6%	16
Casino		24.8%	153
Community Theatre		27.2%	168
Food Festival		31.9%	197
Live Theater		26.1%	161
Local Festival		37.1%	229
Movie Theater		51.0%	315
Music Festival		20.4%	126
Performing Arts Center		29.3%	181
Stadium or Arena Events		25.4%	157
Wine Tour		11.0%	68
None of the above / Does not apply		14.1%	87








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		18.8%	116
Athletic Club		12.5%	77
Family Entertainment Center		7.4%	46
Family Play Center		6.1%	38
Horseback Riding		5.0%	31
Ice Skating or Roller Rink		6.1%	38
Local Sports Team		25.2%	156
Outdoor Park		43.7%	270
Waterpark		11.7%	72
Zoo		12.5%	77
None of the above / Does not apply		31.7%	196























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

Value		Percent	Responses
Dance Studio		3.4%	21
Exercise Classes		17.3%	107
Fitness Boot Camp		1.5%	9
Gym, Fitness or Athletic Club		29.0%	179
Martial Arts Studio		1.9%	12
Personal Trainer		4.4%	27
Rock Climbing Gym		3.1%	19
Swimming Lessons		6.5%	40
Yoga Studio		11.8%	73
None of the above / Does not apply		53.6%	331

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		1.9%	12
Bar, Lounge or Pub		40.5%	250
Billiard Hall		2.6%	16
Card Room		0.6%	4
Sports Bar		17.6%	109
Wine Bar		16.3%	101
None of the above / Does not apply		54.5%	337

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		5.2%	32
Community College		8.3%	51
Continuing Education Courses		12.5%	77
Elementary School		4.7%	29
Graduate School		3.1%	19
Lecture or Seminar Series		7.8%	48
Middle School or High School		7.4%	46
Musical Instruments and Lessons		4.0%	25
Online/On-demand Programs		12.9%	80
University / College		8.6%	53
None of the above / Does not apply		58.3%	360
Beauty School		1.8%	11
Culinary School		2.8%	17
Dance School		2.1%	13
Driving School		2.3%	14
Language School		2.4%	15
Medical Training Certification		1.3%	8
Online Music Teacher		0.8%	5
Preschool		1.8%	11
Private Elementary School		0.8%	5
Private High School		0.5%	3
Private K-12 School		1.3%	8

Value		Percent	Responses
Private Middle School		0.6%	4
Private Tutor		1.0%	6
Real Estate School		0.5%	3
Tutoring Center		0.8%	5
Trade School		1.3%	8
Training Center		1.5%	9
Vocational School		1.0%	6















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		17.3%	107
Credit Union		20.7%	128
Financial Advisor		11.7%	72
Stockbroker		2.3%	14
Tax Return Service		10.0%	62
None of the above / Does not apply		64.4%	398






















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		1.9%	12
Bankruptcy Service		0.3%	2
Bookkeeping Service		4.9%	30
Car Leasing Service		1.0%	6
Check Cashing Service		1.0%	6
Credit Counseling Service		0.6%	4
Credit Repair Service		0.3%	2
Debt Consolidation Company		0.5%	3
Money Transfer Service		2.1%	13
Payday Loan Company		0.5%	3
Title Loan Company		1.9%	12
None of the above / Does not apply		89.6%	554

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		6.3%	39
Chiropractor		10.8%	67
Dental Clinic		11.0%	68
Dentist		40.9%	253
Denture or Implant Specialist		5.2%	32
Family Practitioner		22.5%	139
General Practitioner		23.3%	144
Hearing Aid Center		6.0%	37
Hospice Care Provider		0.6%	4
Hospital		3.9%	24
Medical Clinic		11.8%	73
Optometrist		21.4%	132
Pediatrician		3.6%	22
None of the above / Does not apply		38.5%	238














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		6.6%	41
Audiology Clinic		8.3%	51
Blood Donation Center		13.9%	86
Cancer Specialist		7.0%	43
Cardiologist		16.5%	102
Dermatologist		29.1%	180
Ear, Nose & Throat Doctor		13.1%	81
Esthetician Skin-care		5.5%	34
Gastroenterologist		11.0%	68
Home Health Care Provider		3.7%	23
Internal Medicine Doctor		22.2%	137
Laboratory or Medical Testing Facility		22.5%	139
Laser Eye Surgery Clinic		3.1%	19
Massage Therapist		25.2%	156
Medical Imaging Service		17.6%	109
Medical Supply Store		3.6%	22
Mental Health Provider		9.9%	61
Naturopathic Practitioner		5.5%	34
Nutritionist or Dietician		3.7%	23
Obstetrician & Gynecologist		5.8%	36
Oncologist		4.2%	26






Value		Percent	Responses
Ophthalmologist		20.7%	128
Orthopedist		5.7%	35
Pain Management Physician		3.7%	23
Physical Therapist		17.8%	110
Podiatrist		4.9%	30
Psychiatrist		3.1%	19
Sleep Disorder Clinic		6.1%	38
Surgical Specialist		4.7%	29
Urgent Care Clinic		7.6%	47
Urologist		8.3%	51
Walk-In Clinic		9.4%	58
Wellness Program		6.1%	38
Wellness Service		3.2%	20
None of the above / Does not apply		13.4%	83
Alcoholism Treatment Program		0.8%	5
Alzheimer's or Memory Care Facility		1.5%	9
Cardiovascular Surgeon		1.5%	9
Cosmetic or Plastic Surgery		1.8%	11
Cryotherapy		0.5%	3
Lice Clinic		0.2%	1
Medical Spa		0.6%	4
Mental Health Clinic		1.5%	9
Mental Health Service		2.9%	18
Orthodontist		1.3%	8

Value		Percent	Responses
Pain Clinic		1.9%	12
Pain Control Clinic		1.1%	7
Physical Health Center		0.6%	4
Psychologist		2.3%	14
Rehabilitation Clinic		1.1%	7
Sports Medicine Clinic		0.5%	3
Vascular Surgeon or Vein Center		1.5%	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		5.0%	31
Adult Day Care		1.1%	7
Aging in Place Business		1.1%	7
Assisted Living Facility		1.1%	7
Geriatric Physician		1.6%	10
Memory Care Facility		1.5%	9
Nursing Home		0.8%	5
Respite Relief Provider		1.5%	9
Retirement Counselor		1.6%	10
Retirement Home		1.1%	7
Senior Care Placement Agency		0.6%	4
Senior Center		7.0%	43
None of the above / Does not apply		85.0%	525























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		18.0%	111
CBD Store		15.5%	96
Medical Marijuana Dispensary		2.1%	13
Medical Marijuana Authorization		0.6%	4
None of the above / Does not apply		71.7%	443

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		57.8%	357
Bed & Breakfast		12.1%	75
Campground		27.7%	171
Hotel or Motel (Local)		11.7%	72
Hotel or Motel (Out-of-Town)		62.9%	389
Limo Service		1.0%	6
Luggage-Travel Store		2.6%	16
Local Tourism		12.8%	79
Regional Airport		34.0%	210
RV Rental Company		3.1%	19
Shuttle Service		9.4%	58
Ski Resort		7.1%	44
Taxi Service		8.6%	53
Travel Agent		4.5%	28
None of the above / Does not apply		15.7%	97

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





Value		Percent	Responses
Auction House		3.2%	20
Car Rental Agency		10.0%	62
Compost / Yard Waste Service		15.4%	95
Courier or Delivery Service		7.6%	47
Cremation Service Provider		3.6%	22
Dry Cleaning or Laundry Service		19.7%	122
Electronics Repair Shop		3.1%	19
Information Technology (IT) Service		4.2%	26
Jewelry Repair Shop		9.1%	56
Junkyard		5.7%	35
Mail Store		28.5%	176
Mobile or Cell Phone Repair Shop		4.9%	30
Moving Truck Rental Company		4.5%	28
Printing Service		7.4%	46
Propane Dealer		16.3%	101
Recycling Center		32.0%	198
Self-Storage Facility		10.0%	62
Sewing and Alterations Shop		8.3%	51
Shipping Center		17.8%	110
Shoe Repair Shop		8.3%	51
Small Engine Repair Shop		7.6%	47
Tool / Equipment Rental Service		9.2%	57

Value		Percent	Responses
Watch or Clock Repair Shop		9.7%	60
None of the above / Does not apply		17.2%	106
Bottled Water Delivery Service		1.3%	8
Funeral Service Provider		2.4%	15
Freight / Hauling Company		2.6%	16
Marriage Counselor		1.1%	7
Propane Home Heating Service		2.9%	18























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		10.0%	62
Charity or Philanthropic Organization		34.1%	211
Church		40.9%	253
City Center		7.4%	46
City or Municipal Service		12.9%	80
City or Town Hall		12.5%	77
Civic Center		6.8%	42
Community Center		12.5%	77
Community Organization		11.3%	70
Community Service or Non-Profit Organization		25.2%	156
Convention Center		5.3%	33
County Government Office		8.3%	51
Department of Social Services		5.3%	33
Employment Center		2.4%	15
Government Economic Program		2.1%	13
Government or Political Service		4.5%	28
Youth Organization		8.4%	52
None of the above / Does not apply		24.3%	150

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		19.4%	120
Painting Contractor		14.1%	87
Plumber or Plumbing Contractor		14.2%	88
None of the above / Does not apply		67.3%	416



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

Value		Percent	Responses
Air Duct Cleaning Service		9.4%	58
Alternative Energy Service		3.1%	19
Appliance Repair Service		7.8%	48
Asphalt / Paving Contractor		5.0%	31
Carpenter or Woodworker		9.7%	60
Carpet Installation Contractor		7.9%	49
Concrete Contractor		4.4%	27
Countertop Contractor		7.1%	44
Deck Builder		6.8%	42
Drywall Installation or Repair Contractor		5.7%	35
Fencing Contractor		7.0%	43
Flooring Contractor		9.5%	59
Furnace Contractor		7.9%	49
Garage Door Contractor		5.7%	35
Garbage Collection Service		20.2%	125
General Contractor		6.6%	41
Gutter Installation or Repair Contractor		4.4%	27
Handyman		20.4%	126
Heating & Air Conditioning Services		20.2%	125
Home Maintenance Service		3.4%	21
Home Security Company		4.4%	27
Junk Removal or Hauling Service		5.7%	35







Value		Percent	Responses
Kitchen or Bath Remodeling Company		6.0%	37
Landscaping Service		15.7%	97
Mover or Moving Company		3.2%	20
Remodeling Contractor		4.4%	27
Roofing Contractor		6.0%	37
Septic Tank Contractor		5.8%	36
Solar Energy Contractor		3.9%	24
None of the above / Does not apply		24.9%	154
Demolition Contractor		1.3%	8
Fire & Water Damage Restoration Service		0.6%	4
Foundation Contractor		0.8%	5
Garage Builder		1.8%	11
Handicap Access Contractor		1.0%	6
Heavy Construction Machinery		1.1%	7
Insulation Installer		1.5%	9
Landscape Architect		2.9%	18
New Home Builder		1.0%	6
Siding Installation or Repair Contractor		1.9%	12
Stone or Marble Company		2.4%	15
Tile Contractor		2.6%	16
Water Well Drilling Contractor		1.6%	10
Waterproofing Contractor		0.5%	3

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		15.9%	98
Carpet Cleaning Service		19.1%	118
Chimney Services		5.7%	35
Fuel or Oil Home Heating Service		4.2%	26
Furnace Cleaning Service		10.2%	63
Home Gardening Service		4.9%	30
House Cleaning Service		15.0%	93
Key or Locksmith Service		3.6%	22
Landscaper		7.3%	45
Lawn Care Service		22.5%	139
Pest Control Service or Exterminator		13.8%	85
Shades & Blinds Installation Service		6.6%	41
Television or Internet Service Provider		25.7%	159
Window & Door Installation		7.0%	43
Window Washing		17.6%	109
None of the above / Does not apply		27.2%	168
Awning & Tent Company		1.0%	6
Bathtub Refinishing Service		2.8%	17
Cabinet Refacing Service		1.8%	11
Home Pressure Washing Service		2.8%	17
Home Theater Installation Service		0.5%	3
Masonry Service		1.8%	11

Value		Percent	Responses
Interior Designer		2.9%	18
Pool Cleaning Service		1.3%	8
Wallcoverings Store		1.3%	8
Water Treatment Supply & Service		1.3%	8




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

Value		Percent	Responses
Childcare or Daycare		2.9%	18
At-home Daycare		1.0%	6
Children's Clothing Store		6.6%	41
Children's Shoe Store		3.9%	24
Summer Camp		4.4%	27
None of the above / Does not apply		89.2%	551
















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		6.5%	40
Animal Shelter		3.9%	24
Bird Seed Store		9.7%	60
Bird Shop		1.3%	8
Emergency Animal Hospital		3.4%	21
Feed Store		10.4%	64
Fish or Aquarium Store		3.2%	20
Pet Boarding		9.4%	58
Pet Boutique		1.3%	8
Pet Groomer		24.1%	149
Pet Sitter		8.9%	55
Pet Store		26.4%	163
Pet Trainer		2.9%	18
Pet Walker		1.5%	9
Veterinarian		48.2%	298
None of the above / Does not apply		35.0%	216

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		6.1%	38
Real Estate Brokerage Firm		1.6%	10
None of the above / Does not apply		93.4%	577























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

























Value		Percent	Responses
Apartment Rental Agency		2.9%	18
Developer		0.6%	4
Estate Appraiser		1.0%	6
Estate Liquidator		1.0%	6
Home Inspector		2.4%	15
Home Staging Company		0.5%	3
Manufactured or Modular Home Builder		1.1%	7
Mortgage Banker		2.8%	17
Mobile Home Dealer		1.1%	7
Mortgage Broker		2.1%	13
New Home Builder		1.3%	8
Real Estate Appraiser		3.9%	24
Real Estate Rental Agency		1.5%	9
Title & Escrow Company		4.5%	28
None of the above / Does not apply		85.9%	531

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		38.3%	237
Buffet Restaurant		10.0%	62
Chinese Restaurant		43.7%	270
Ethnic Restaurant		37.1%	229
Family Style Restaurant		36.6%	226
Fast Food Restaurant		60.8%	376
Fine Dining Restaurant		35.6%	220
Home Delivery Meals		13.9%	86
Indian Restaurant		16.2%	100
Italian Restaurant		36.7%	227
Japanese or Sushi Restaurant		21.7%	134
Mexican Restaurant		62.5%	386
Pizza Restaurant		58.1%	359
Restaurant with Lounge or Bar		28.6%	177
Thai Restaurant		37.7%	233
None of the above / Does not apply		3.6%	22








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

Value		Percent	Responses
Art Gallery		11.2%	69
Art Supply Store		12.8%	79
Bead Store		6.3%	39
Bookstore		48.9%	302
Candle Shop		6.1%	38
Christian Book Store		7.0%	43
Christmas Store		7.6%	47
Coin Shop		3.2%	20
Comic Book Shop		3.7%	23
Computer Store		10.8%	67
Consignment Shop		23.9%	148
Craft Supply Store		30.3%	187
Department Store		60.5%	374
Discount Store		44.0%	272
Drugstore or Pharmacy		67.0%	414
Electronics Store		14.1%	87
Equipment Rental Store		5.2%	32
Fabric Store		28.8%	178
Flea Market		16.8%	104
Florist		13.3%	82
Gift Shop		20.2%	125
Gold/Silver/Precious Metal Dealer		3.9%	24

Value		Percent	Responses
Gun Shop		11.5%	71
Halloween Store		8.9%	55
Herb Shop or Herbalist		5.8%	36
Hobby Shop		22.5%	139
Mobile Phone Store		17.0%	105
Music and Video Store		4.4%	27
Music Instrument Store		4.5%	28
Music Store		4.9%	30
Office Equipment & Supply Store		26.7%	165
Outlet Store		20.6%	127
Pawn Shop		6.0%	37
Record Store		5.3%	33
Religious Supply or Gift Shop		5.8%	36
Scrap Metal Dealer		4.7%	29
Sewing Studio		3.6%	22
Shopping Center		40.6%	251
Thrift Store		47.1%	291
Toy Store		8.9%	55
Vitamin or Supplement Store		14.6%	90
Wholesale, Warehouse or Club Store		39.6%	245
Yard Equipment Store		12.0%	74
Yarn Store		6.8%	42
Adult Video or Adult Store		1.3%	8
Camera Store		2.4%	15















Value		Percent	Responses
Cigar Store		2.1%	13
Knife Store		1.6%	10
Military Surplus Store		2.1%	13
Monument or Memorial Company		1.3%	8
Security Service		1.5%	9
Sign Store		0.8%	5
Survival Store		1.0%	6
Tobacco Store		2.4%	15
Trophy or Award Store		1.8%	11
Vape or Smoke Shop		2.8%	17
Wedding Supply Store		0.8%	5
None of the above / Does not apply		2.8%	17

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

Value		Percent	Responses
Home delivery with fee		19.9%	123
Free delivery		26.1%	161
Drive-thru		62.3%	385
Carryout		67.8%	419
Curbside carryout		27.7%	171
Other		6.0%	37
None of the above / Does not apply		11.0%	68

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		24.6%	152
Baby Supply & Furniture Store		3.1%	19
Bath & Accessory Store		25.1%	155
Building Supply Store or Lumber Yard		39.2%	242
Carpet Store		8.6%	53
Fireplace, Wood Stove or Barbeque Store		5.7%	35
Flooring Store		11.3%	70
Frame Shop		6.6%	41
Furniture Restoration Shop		4.0%	25
Furniture Store		20.9%	129
Hardware Store		56.8%	351
Home & Garden Store		62.1%	384
Home Decor Store		19.6%	121
Hot Tub or Spa Dealer		5.7%	35
Lighting Store		6.5%	40
Major Appliance Store		9.2%	57
Mattress or Bedding Store		9.2%	57
Outdoor Furniture Store		6.3%	39
Paint Store		20.2%	125
Plant Nursery & Garden Supply Store		41.3%	255
Rug Store		3.2%	20
Small Appliance Store		3.6%	22

Value		Percent	Responses
Tool Rental Center		5.3%	33
Tool Store		12.0%	74
TV & Appliance Store		5.2%	32
Used Building Supply Store		7.1%	44
Vacuum Store		4.2%	26
None of the above / Does not apply		8.6%	53
Cabinet Store		2.3%	14
Clock Shop		2.8%	17
Futon Store		0.6%	4
Pool & Spa Dealer		2.9%	18
Rent-to-Own Store		0.3%	2
Solar Energy Equipment Dealer		2.9%	18
TV Store		2.6%	16
Window Store		2.3%	14

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		31.2%	193
Beauty Supply Store		19.6%	121
Bridal Shop		1.0%	6
Clothing Accessories Store		20.9%	129
Jewelry Store		9.7%	60
Leather Goods Store		2.1%	13
Lingerie Store		5.3%	33
Logo Apparel Store		2.1%	13
Maternity Wear Store		0.8%	5
Men's Clothing Store		27.7%	171
Optician or Eyeglasses Store		30.9%	191
Outdoor Clothing Store		23.5%	145
Shoe Store		46.6%	288
Sportswear Store		21.7%	134
Swimwear Store		5.7%	35
Watch Store		1.9%	12
Western Wear Store		3.9%	24
Women's Clothing Store		52.8%	326
None of the above / Does not apply		17.2%	106














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

Value		Percent	Responses
Accountant or CPA		10.5%	65
Insurance Agency		10.5%	65
Legal Firm or Attorney		7.4%	46
Tax Advisor		5.8%	36
None of the above / Does not apply		76.2%	471
























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		1.0%	6
Commercial Builder		0.5%	3
Disaster Insurance		1.0%	6
Employment or Staffing Agency		1.5%	9
Graphic Designer		1.8%	11
Immigration Lawyer / Law		0.8%	5
Life Coach		0.6%	4
Private Investigator		0.5%	3
3D Printing		0.6%	4
Personal Shopping		1.3%	8
Virtual Assistance		0.8%	5
Business Consultant		1.0%	6
SEO Consultant(ion)		0.2%	1
Security Consultant		0.8%	5
Branded Merchandiser		1.1%	7
Research Study		1.3%	8
Co-working space		1.0%	6
None of the above / Does not apply		91.4%	565

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		1.1%	7
Purchase New Class B RV		0.5%	3
Purchase New Class C RV		0.8%	5
Purchase New Travel Trailer or 5th Wheel		1.5%	9
Purchase New Camper Shell		1.0%	6
Purchase New Camper Van		0.3%	2
Purchase Used Class A RV		0.6%	4
Purchase Used Class B RV		0.3%	2
Purchase Used Class C RV		0.8%	5
Purchase Used Travel Trailer or 5th wheel		2.4%	15
Purchase Used Camper Shell		1.0%	6
Purchase Used Camper Van		1.5%	9
None of the above / Does not apply		92.9%	574

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		4.9%	30
New SUV		5.3%	33
New Truck		3.2%	20
New Hybrid or Electric Vehicle		3.4%	21
Used Car		7.8%	48
Used SUV		4.9%	30
Used Truck		3.7%	23
None of the above / Does not apply		74.1%	458
New Luxury Vehicle - Under \$50,000		1.3%	8
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	6
New Luxury Vehicle - Over \$75,000		0.6%	4
New Motorcycle		0.3%	2
New Van		0.2%	1
New Minivan		0.6%	4
New Side x Side (UTV)		0.2%	1
New Sport ATV		0.2%	1
New Utility ATV		0.6%	4
Used Luxury Vehicle - Under \$30,000		1.3%	8
Used Luxury Vehicle - \$30,000 - \$50,000		0.8%	5
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Motorcycle		0.3%	2
Used Van		0.5%	3
Used Minivan		0.8%	5

Value		Percent	Responses
Used Side x Side (UTV)		0.3%	2
Used Sport ATV		0.3%	2
Used Hybrid or Electric Vehicle		1.1%	7
Used Utility ATV		0.5%	3

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

Value		Percent	Responses
Compact car		3.6%	22
Full-size car		1.6%	10
Luxury vehicle (any size)		1.5%	9
Midsize car		3.2%	20
Pickup truck		5.7%	35
Sport utility vehicle (SUV)		14.1%	87
Van or minivan		1.8%	11
None of the above		68.6%	424



Total: 618

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		9.1%	56
Dodge		5.2%	32
Ford		9.7%	60
GMC		5.0%	31
Honda		9.1%	56
Hyundai		5.5%	34
Jeep		3.7%	23
Kia		3.2%	20
Mazda		3.1%	19
Nissan		4.0%	25
Subaru		11.3%	70
Toyota		13.4%	83
None of the above / Does not apply		64.9%	401
Acura		2.6%	16
Audi		2.3%	14
BMW		1.6%	10
Buick		2.1%	13
Cadillac		1.6%	10
Chrysler		1.5%	9
Fiat		0.6%	4
Infiniti		0.6%	4
Land Rover		0.6%	4

Value		Percent	Responses
Lexus		1.3%	8
Lincoln		1.6%	10
Mercedes-Benz		1.3%	8
Mini		0.8%	5
Mitsubishi		0.6%	4
Porsche		1.3%	8
Saab		0.5%	3
Scion		0.3%	2
Suzuki		0.6%	4
Tesla		1.8%	11
Volkswagen		1.6%	10
Volvo		1.5%	9















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		10.4%	64
No		89.6%	554
Total: 618			




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

Value		Percent	Responses
Home Theater System		1.9%	12
GPS Device (Handheld or In-Vehicle)		1.6%	10
Office Equipment		10.8%	67
Ink or Printer Cartridges		51.5%	318
Satellite Radio		2.8%	17
Satellite TV System		2.1%	13
Stereo System (Home)		1.5%	9
Wi-Fi for Home		5.2%	32
Headphones		14.9%	92
Wireless Speakers		6.8%	42
Smartwatch		5.8%	36
Compact/Mini Projector		0.8%	5
Wearable Electronics		3.6%	22
Healthcare Device		5.2%	32
Aerial Drone		1.8%	11
Assistive Technology for Hearing		4.7%	29
Smart Sports Equipment		0.3%	2
Batteries for Electronics		45.0%	278
None of the above / Does not apply		27.5%	170

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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		2.1%	13
Camera (Digital) SLR		2.4%	15
Camera Accessories or Supplies		2.9%	18
Camera Lens		2.3%	14
Computer Accessories		6.1%	38
Computer Software		4.7%	29
E-Reader (Kindle or Similar)		2.3%	14
Tablet (iPad or Similar)		7.6%	47
Personal Computer		4.7%	29
Laptop Computer		13.3%	82
TiVo or DVR		0.6%	4
4K Ultra HD TV		5.7%	35
Smart TV		6.8%	42
None of the above / Does not apply		66.2%	409






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		28.8%	178
Prepaid Cell Phone		3.7%	23
None of the above / Does not apply		68.4%	423

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		4.0%	25
Necklaces		8.6%	53
Rings (Other)		5.7%	35
Earrings		17.2%	106
Gold Jewelry		3.6%	22
Silver Jewelry		5.5%	34
Gemstone Jewelry		4.0%	25
Costume Jewelry		8.7%	54
Women's Jewelry		13.4%	83
None of the above / Does not apply		67.3%	416
Engagement Rings		0.8%	5
Wedding Rings		1.5%	9
Pendants		2.3%	14
Celtic Jewelry		2.4%	15
Diamond Jewelry		2.3%	14
Pearl Jewelry		1.8%	11
Men's Jewelry		1.3%	8
Designer Jewelry		1.9%	12
Jewelry Box or Organizer		2.3%	14
Men's High-End Watch		1.0%	6
Women's Watch		2.8%	17






















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		10.5%	65
Homeowner Insurance		9.5%	59
Life Insurance		5.0%	31
Medical (Health) Insurance		8.4%	52
None of the above / Does not apply		80.7%	499



















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

Value		Percent	Responses
Agriculture Insurance		1.1%	7
Crop Insurance		1.0%	6
Dental Insurance		28.5%	176
Disability Insurance		2.1%	13
Medicare		23.3%	144
Long Term Care Insurance		7.9%	49
Pet Insurance		4.0%	25
Professional Liability Insurance		3.1%	19
Renters Insurance		7.0%	43
None of the above / Does not apply		53.7%	332
















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		9.9%	61
Audiologist		8.4%	52
Chiropractic Care		18.8%	116
Counseling & Mental Health Services		10.5%	65
Checkup		47.6%	294
Hospital		4.5%	28
Medical Services		18.6%	115
Optometrist		35.0%	216
Pediatrician		5.7%	35
Primary Care		48.9%	302
Wellness Services		8.6%	53
Weight Loss Service		5.2%	32
Alternative Care		3.6%	22
Physical Therapy or Rehabilitation service provider		15.7%	97
Hearing Aid Center		10.7%	66
Prescription Drugs		52.4%	324
None of the above / Does not apply		14.7%	91
Geriatric Specialist		1.3%	8
Home Healthcare		2.1%	13
Pediatric Dentist		2.8%	17
Substance Abuse Treatment		0.5%	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		1.3%	8
Bankruptcy Attorney		0.2%	1
Banking, Partnership & Business Law Attorney		2.1%	13
Child Support Attorney		0.3%	2
Criminal Law Attorney		1.1%	7
Disability & Social Security Attorney		1.5%	9
Divorce & Family Law Attorney		0.6%	4
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.3%	2
General Practice Attorney		2.9%	18
Intellectual Property Attorney		0.6%	4
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.6%	4
Probate Attorney		1.0%	6
Real Estate Attorney		2.3%	14
Taxation Attorney		1.0%	6
Wills, Trusts & Estates Attorney		19.6%	121
None of the above / Does not apply		74.3%	459























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		74.8%	462
Teeth Cleaning		61.7%	381
Cavity Filling		17.8%	110
Crown		11.5%	71
Oral Surgery		3.9%	24
Braces		3.2%	20
Composite Bonding		1.5%	9
Dental Implants		7.6%	47
Dental Veneers		1.0%	6
Dentures		5.3%	33
Full Mouth Reconstruction		0.5%	3
Inlays or Onlays		0.8%	5
Smile Makeover		0.3%	2
Teeth Whitening		5.2%	32
None of the above / Does not apply		8.6%	53








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		2.8%	17
Breast Augmentation		0.6%	4
Breast Implants		0.3%	2
Dermabrasion		0.8%	5
Ear Surgery		0.2%	1
Eyelid Surgery		1.8%	11
Facelift		0.3%	2
Forehead Lift		0.2%	1
Hair Loss Treatment		0.6%	4
Hair Transplant		0.3%	2
Lap Band		0.5%	3
Lasik		1.3%	8
Lip Augmentation		0.3%	2
Liposuction		0.3%	2
Rhinoplasty (Nose Job)		0.3%	2
Skin Treatment		4.4%	27
None of the above / Does not apply		90.6%	560























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		54.9%	339
Use Physical Rehabilitation Services		4.4%	27
Receive Treatment for Back Pain		10.8%	67
Have an Eye/Vision Exam		65.5%	405
Have an Annual Physical or Checkup		64.9%	401
Have X-Rays Taken		12.9%	80
Have a Scheduled Surgery		7.4%	46
Have Blood Drawn for Testing		51.8%	320
Plan to Visit a Hospital for any Medical Service or Procedure		8.4%	52
Have Foot Problems Diagnosed or Treated		9.1%	56
Senior Travel		6.6%	41
Have Safety Bars Installed in Bathroom		3.2%	20
Receive Treatment for a Sleep Disorder		7.0%	43
Cardiovascular Treatment		6.6%	41
Cancer Treatment		5.5%	34
Orthopaedic or Knee Surgery		3.6%	22
Nutritional Counseling		3.6%	22
Chiropractic Care		17.3%	107
Do Corrective Exercises		6.0%	37
Get Vaccinations at Drug Store or Pharmacy		35.3%	218
Get Vaccinations at Doctors Office		31.2%	193
Have Cataract Surgery		3.7%	23

Value		Percent	Responses
Discretionary Health Care and Wellness Services		7.4%	46
Have Acupuncture		7.1%	44
Women's Health Care		17.8%	110
Women's Diagnostics		6.1%	38
Men's Diagnostics		3.6%	22
Topical Skincare		5.2%	32
Endocrinology Services		4.9%	30
None of the above / Does not apply		11.3%	70
Participate in a Medical Study		1.9%	12
Stop Smoking		1.0%	6
Receive Treatment for Vehicle or Workplace Injury		0.8%	5
Hire a Personal Care Assistant		0.5%	3
Hire a Caregiver or Respite Worker		1.9%	12
Use Personal Trainer or Instructor		2.9%	18
Stroke Treatment		0.5%	3
Memory or Alzheimer's Care		1.3%	8
Spinal and Postural Screening		0.8%	5
Physiotherapy		2.1%	13
Receive Treatment for Substance Abuse		0.2%	1
Receive Aquatic Therapy		2.3%	14
Join a Weight Loss Group		1.8%	11
Have Reflexology Treatment		1.0%	6
Hire a Weight Loss Professional		1.3%	8
Receive Treatment for PTSD		2.8%	17

Value		Percent	Responses
Online Therapy		2.3%	14
In Home Medical Care		1.3%	8
Memory Care Services		0.6%	4
Medical Transportation		0.8%	5
Infertility and Reproductive Services		0.3%	2
Infectious Disease Care		0.8%	5
Weight Loss Surgery and Procedures		1.1%	7

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		7.6%	47
Have a Hearing Exam		13.6%	84
Purchase Medical Supplies or Equipment for Home		5.3%	33
Purchase Health Related Products		16.2%	100
Purchase Health and Wellness Supplements		25.9%	160
Handicap Accessible Products		3.1%	19
Purchase Prescription Eyeglasses		38.0%	235
Purchase Prescription Contact Lenses		10.0%	62
Purchase Orthopedic Shoes		3.2%	20
Purchase Allergy Medications		19.4%	120
Purchase Blood Pressure Monitoring Device		3.6%	22
Purchase Diabetes Testing Supplies		8.4%	52
Purchase Weight Loss Supplements		3.1%	19
Discretionary Health Care and Wellness Services and Products		9.7%	60
Purchase Vitamins		59.2%	366
Purchase Hemp Based Supplements		6.0%	37
Purchase Anti Anxiety Medication or Supplements		11.0%	68
None of the above / Does not apply		22.5%	139
Purchase Phones for Loss of Sight or Hearing		0.5%	3
Purchase a "In-the-Ear" Hearing Aid		1.5%	9
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.3%	2
Purchase a Digital Hearing Aid		2.1%	13

Value		Percent	Responses
Purchase a "Behind-the-Ear" Hearing Aid		1.5%	9
Purchase Hearing Aid Cleaning Supplies		2.8%	17
Purchase a "In-the-Canal" Hearing Aid		1.1%	7
Purchase a Analog Hearing Aid		0.6%	4
Purchase Elder Care-Related Products or Services		1.9%	12
Purchase a Mobility Device		0.8%	5
Purchase Home Medical Testing Equipment or Supplies		1.8%	11
Purchase "Aging in Place" Products		1.8%	11
Purchase a Medical Alert Service		0.8%	5
Purchase Weight Loss Food Plan		2.9%	18















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

Value		Percent	Responses
Purchase a Funeral Plot		0.6%	4
Pre-purchase a Funeral Plot or Cremation Service		5.8%	36
Purchase a Monument or Headstone		1.8%	11
Use a Funeral Planner		1.1%	7
Purchase Flowers for a Funeral		3.2%	20
Use a Cremation Service		2.3%	14
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	4
None of the above / Does not apply		88.3%	546



















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

Value		Percent	Responses
Aging in Place Services		3.4%	21
Find Home for Aging Parent		1.6%	10
Memory Care Services		1.5%	9
Move into a Independent Senior Housing Community		1.8%	11
Move into a Assisted Living Facility		1.3%	8
Move into a Nursing Home		0.3%	2
Move into a Alzheimer's Care Facility		0.3%	2
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.5%	3
Move into Residential Care Home		0.3%	2
Utilize a Respite Provider		1.1%	7
Seek Senior Care/Companionship		0.6%	4
Wheelchair - Mobility Store		1.1%	7
None of the above / Does not apply		92.6%	572













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		2.3%	14
Open Savings Account		2.8%	17
Online Banking		45.0%	278
Manage Investments		23.6%	146
Manage Retirement Accounts		21.8%	135
Mortgage Line of Credit		4.5%	28
Financial Consulting		17.2%	106
Financial Services		15.2%	94
Safe Deposit Box Rental		11.3%	70
Obtain New Credit Card		3.1%	19
Payday Loan or Check Cashing Business		0.3%	2
Use Vehicle Title Loan Company		0.5%	3
Tax Preparation		33.0%	204
None of the above / Does not apply		30.1%	186























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		3.6%	22
Cash App		1.5%	9
Certificates of Deposit		8.4%	52
City or State Bonds		1.6%	10
Collectibles, Antiques or Art		3.7%	23
Common or Preferred Stock		11.5%	71
Corporate Bonds or Debentures		2.6%	16
401(k)		23.0%	142
Gold or Precious Metals		3.6%	22
IRA		18.1%	112
Money Market Funds		12.3%	76
Mutual Funds		18.8%	116
Non-US Stocks		3.9%	24
Options		1.8%	11
US Savings Bonds		1.6%	10
US Treasury Notes		1.0%	6
Coins or Stamps		3.4%	21
None of the above / Does not apply		51.3%	317

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












Value		Percent	Responses
Agriculture Loan		0.5%	3
Business Equipment Loan		1.1%	7
Carpeting or Furniture Loan		0.3%	2
College Expenses Loan		1.1%	7
College Tuition Loan		2.1%	13
Debt Consolidation Loan		0.8%	5
Medical Expenses Loan		0.2%	1
New Vehicle Loan		3.6%	22
Used Vehicle Loan		5.5%	34
Vacation or Travel Loan		0.3%	2
Wedding Loan		0.2%	1
None of the above / Does not apply		89.3%	552

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%	167
Athleisure Clothing & Apparel		33.8%	209
Coats		19.4%	120
Dress Shoes		13.9%	86
Nail Polish		14.9%	92
Eyewear or Sunglasses		39.8%	246
Handbags		17.5%	108
Hats		10.8%	67
Intimate Apparel		24.9%	154
Jewelry or Accessories		14.1%	87
Watches		4.7%	29
Leisure Wear / Sweatpants		31.2%	193
Luggage or Bags		4.7%	29
Perfume		11.2%	69
Men's Apparel		46.3%	286
Men's Shoes		30.1%	186
Men's Underwear		34.1%	211
Women's Apparel		67.0%	414
Women's Pajamas or Sleepwear		28.6%	177
Women's Shoes		50.2%	310
Women's Underwear		45.1%	279
Socks		44.0%	272

Value		Percent	Responses
Scarves		5.7%	35
Uniforms		3.4%	21
Western Clothing		4.4%	27
Outerwear		18.8%	116
None of the above / Does not apply		7.6%	47








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

Value		Percent	Responses
Children's Sweaters		7.3%	45
Children's Pants		12.0%	74
Children's T-Shirts		12.8%	79
Children's Dresses		7.1%	44
Children's Pajamas or Sleepwear		11.3%	70
Children's Socks		9.2%	57
Children's Shorts		10.4%	64
Infant Clothing		6.6%	41
Children's School Uniform		1.5%	9
Children's Athletic Clothing		7.9%	49
None of the above / Does not apply		80.9%	500























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)		42.4%	262
Boots (Men's)		8.7%	54
Cowboy Boots (Men's)		1.6%	10
Work & Safety (Men's)		6.0%	37
Sneakers		28.2%	174
Classic & Fashion Sneakers (Women's)		19.4%	120
Work & Safety (Women's)		2.9%	18
Cowboy Boots (Women's)		2.3%	14
Athletic & Outdoor Shoes (Women's)		54.5%	337
Athletic & Outdoor Shoes (Children's)		11.2%	69
Cowboy Boots (Children's)		1.0%	6
None of the above / Does not apply		22.0%	136

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		14.9%	92
Have Clothing Dry Cleaned		22.3%	138
Have Shoes Repaired		10.8%	67
Rent or Purchase a Costume		2.3%	14
Wash Clothing at a Laundromat		5.2%	32
Purchase Custom Made Clothing Items		1.8%	11
None of the above / Does not apply		62.3%	385






















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)		10.0%	62
Bicycle Tune-Up or Repair		10.7%	66
Camping or Hiking Equipment		17.0%	105
Exercise or Fitness Equipment		12.0%	74
Fishing Rods or Reels		6.1%	38
Fishing Bait or Attractant		12.1%	75
Fishing Accessories		15.5%	96
Golf Clubs or Equipment		7.8%	48
Hunting Gear		3.2%	20
Ammunition		17.2%	106
Running or Jogging Equipment		6.3%	39
Skiing Equipment		5.2%	32
Swimming Gear		8.4%	52
Weight Lifting Equipment		5.5%	34
Used Sporting Equipment		5.0%	31
Rifle		4.0%	25
Hand Gun		7.1%	44
Shotgun		3.7%	23
None of the above / Does not apply		43.9%	271
Archery Equipment		2.1%	13
Bicycle or Mountain Bike (Child)		1.6%	10
High End Bicycle		1.3%	8























Value		Percent	Responses
Bicycle Rental		2.4%	15
Scuba, Diving or Snorkeling Equipment		1.5%	9
Soccer Equipment		1.8%	11
Sports Equipment (Children)		2.8%	17
Sports Memorabilia		1.9%	12
Trampoline		0.5%	3
Trophies or Plaques		0.5%	3




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

Value		Percent	Responses
Bark Dust or Mulch		33.5%	207
Bedding Flowers or Perennials		54.0%	334
Chainsaw		3.9%	24
Fertilizer		41.3%	255
Flower Pots		27.7%	171
Fountains		5.3%	33
Garden Ornaments		14.1%	87
Gate		4.2%	26
Gravel or Rock		19.1%	118
Hand Garden Tools		20.6%	127
Landscaping		10.7%	66
Indoor Garden Supplies		9.2%	57
Insects (Bees or Other Beneficial Species)		4.9%	30
Decorative Rock		10.8%	67
Lawn Seed, Turf or Sod		11.7%	72
Outdoor Fireplace or Fire Pit		5.3%	33
Outdoor Furniture		10.5%	65
Outdoor Grill		6.5%	40
Patio Cover, Awning or Canopy		6.0%	37
Patio Furniture		10.7%	66
Power Garden Tools		4.5%	28
Propane		24.3%	150























Value		Percent	Responses
Lawn Mower (Push)		3.9%	24
Shrubbery or Trees		13.4%	83
Stone (Cast, Crushed or Natural)		4.7%	29
Storage Shed		3.9%	24
Insect or Fungus Control Products		18.3%	113
Outdoor Garden Flags		3.2%	20
Snow Blower		3.6%	22
Greenhouse		3.1%	19
None of the above / Does not apply		18.4%	114
Gazebo		2.4%	15
Patio Heater		1.9%	12
Outdoor Infrared Heater or Fireplace		1.6%	10
Outdoor Smoker		1.5%	9
Outdoor Kitchen Equipment		1.3%	8
Outdoor Entertainment Center		1.1%	7
Pole Shed		0.5%	3
Portable Outdoor Heater		1.6%	10
Lawn Mower (Riding)		1.3%	8
Rototiller		0.5%	3
Screen Porch		0.8%	5
Leaf Blower		2.9%	18

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		61.2%	378
Book Hotel Room		57.3%	354
Book Local Lodging for Guests		4.7%	29
Business Travel		7.1%	44
Buy Luggage		4.4%	27
Buy Travel Tickets		24.1%	149
Chartered Fishing Trip		3.7%	23
Gamble at a Casino		16.3%	101
Golf Vacation		3.9%	24
Hotel or Resort Stay		34.5%	213
International Travel		16.0%	99
Rent a Car		27.5%	170
Ski Resort Stay		3.4%	21
Stay at a Casino		6.5%	40
Stay at an RV Park		10.7%	66
Take a Cruise		8.4%	52
Train Trip		9.5%	59
Travel Packages		7.0%	43
Use a Travel Agent or Agency		7.6%	47
Vacation Inside Home State		33.8%	209
Vacation Outside Home State (within the Continental US)		44.0%	272
None of the above / Does not apply		17.0%	105
























Value		Percent	Responses
Charter a Boat		2.4%	15
Play Bingo		2.6%	16
Rent RV		2.3%	14

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

Value		Percent	Responses
Any Pet-Related Products or Services		21.8%	135
Bird Seed		16.8%	104
Cat Food		30.6%	189
Dog Food		39.3%	243
Fish Food		4.2%	26
Specialized Pet Food		8.1%	50
Other Pet Food		7.1%	44
Pet Accessories		17.0%	105
Pet Toys		23.8%	147
Find a New Veterinarian		3.1%	19
Annual Pet Vaccinations		42.7%	264
Annual Pet Checkups		40.9%	253
Adopt or Rescue a Pet		8.3%	51
Purchase Pet Medication		12.9%	80
Board a Pet Overnight		7.0%	43
Pet Dental Care		9.1%	56
Pet Grooming Services		18.3%	113
Pet Sitting Services		7.4%	46
Animal Training Classes		4.5%	28
Anti Anxiety or Stress Pet Medication for Holidays		5.2%	32
None of the above / Does not apply		32.0%	198
Pet Clothing		2.1%	13























Value		Percent	Responses
Pet Enclosure		1.9%	12
Aquarium or Tank		1.1%	7
Fish Supplies		2.9%	18
Disease Diagnosis		2.9%	18
Pet Travel Cage		2.1%	13
Pet Travel Accessories		1.6%	10
Cremation or Burial Services		1.8%	11
Purchase a Pet		2.6%	16
Holistic or Alternative Pet Care		1.9%	12
Pet Tracking Device		1.8%	11
Hemp Based Pet Supplements		2.6%	16
THC Based Pet Supplements		1.3%	8
Holistic or Alternative Pet Supplements		1.8%	11











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

Value		Percent	Responses
Add or Replace Deck		7.0%	43
Add a Fence or Wall Structure		12.3%	76
Remodel Kitchen		5.8%	36
Cabinet Refacing or Resurfacing		4.4%	27
Remodel Bathroom		10.7%	66
Build a Storage Shed		3.6%	22
General Remodeling		8.4%	52
Have Furniture Restored		3.2%	20
Resurface or Build New Driveway		3.4%	21
Sealcoating		4.0%	25
Replace Carpet		10.8%	67
Asphalt Repair		3.1%	19
Asphalt Resurfacing		3.7%	23
Replace Flooring		12.9%	80
Replace Windows		7.4%	46
None of the above / Does not apply		47.2%	292
Add a Room		1.3%	8
Add a Home Office		0.5%	3
Remodel Closet		1.5%	9
Refinish Bathtub		1.9%	12
Install a Glass Shower		2.3%	14
Remodel or Finish Basement Living Area		2.6%	16
Replace Garage Door		2.6%	16























Value		Percent	Responses
Build a Garage		1.5%	9
Build Out-Building		2.3%	14
Add a Swimming Pool		1.0%	6
Switch from Gas to Electric		0.3%	2
Switch from Electric to Gas		0.6%	4
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		2.3%	14
Install a Solar Energy System		2.6%	16
Install Security or Monitoring System		1.6%	10
Stone or Marble Work (Bathroom or Kitchen)		1.3%	8
Residential Paving		1.8%	11
Build a "Tiny House"		1.1%	7
Install Handicap Accessible Addition		0.8%	5

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

Value		Percent	Responses
Ceramic Tile		6.6%	41
Decking		7.8%	48
Doors (Exterior)		7.1%	44
Doors (Interior)		5.2%	32
Electrical Supplies		8.7%	54
Fencing		11.0%	68
Generator		4.7%	29
Hand Tools		11.3%	70
Hardwood Products		4.7%	29
Home Security Doorbell Camera		4.5%	28
Kitchen Cabinets		4.2%	26
Lighting and Fixtures		11.7%	72
Lumber		13.6%	84
Molding		6.0%	37
Paint (Exterior)		18.9%	117
Paint (Interior)		23.3%	144
Plywood		7.3%	45
Plumbing Supplies		9.4%	58
Power Tools		5.7%	35
Rain Gutters		5.5%	34
Roofing (Composition)		3.6%	22
Water Softener System or Supplies		4.5%	28























Value		Percent	Responses
Windows		7.3%	45
None of the above / Does not apply		39.2%	242
Furnace		1.9%	12
Mill Work		1.6%	10
Roofing (Other)		2.1%	13
Security Door		0.3%	2
Security Locks		1.5%	9
Siding		2.4%	15
Wood Stove or Fireplace		1.9%	12
Window Guards		0.5%	3

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

Value		Percent	Responses
Air Conditioning Repair		6.8%	42
Air Duct Cleaning		10.5%	65
Appliance Repair		5.8%	36
Blinds Cleaning		3.7%	23
Carpenter or Woodworking		3.6%	22
Carpet Cleaning		19.9%	123
Chimney Cleaning & Repair		4.9%	30
Concrete Repair		3.9%	24
Drywall Installation or Repair		4.7%	29
Electrical Repair		5.3%	33
Flooring - Laminate (Installation or Repair)		7.8%	48
Flooring - Linoleum (Installation or Repair)		3.1%	19
Flooring - Wood (Installation or Repair)		5.2%	32
Flooring - Other (Installation or Repair)		4.5%	28
Furnace Cleaning		12.5%	77
Gardening Services		7.6%	47
Gutter Installation or Repair		4.4%	27
Handyman Services		15.4%	95
Home Computer Repair		3.2%	20
Home Repair		5.2%	32
None of the above / Does not apply		36.6%	226
Alternative Energy Systems Installation		1.8%	11























Value		Percent	Responses
Alternative Energy Systems (Service or Repair)		1.0%	6
Electrical Panel Replacement		1.6%	10
Excavation & Wrecking		0.5%	3
Fire & Water Damage Restoration		1.1%	7
Flooring - Ceramic Tile (Installation or Repair)		2.1%	13
Foundation Repair		1.8%	11
Furnace Repair		2.3%	14
Furniture Reupholster		2.6%	16
Heating Repair		1.5%	9
Home Electronics Repair		0.5%	3
Home Heating Oil or Fuel Service		1.5%	9
Home Remodel		2.6%	16



















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
House Cleaning Service		13.3%	82
Junk or Yard Waste Removal		9.1%	56
Recycle		12.3%	76
Landscaping Service		12.0%	74
Painting		14.4%	89
Pest Control		9.7%	60
Plumbing Repair		6.3%	39
Pressure Washing		3.9%	24
Preventative Home Maintenance		4.5%	28
Roof Repair		3.2%	20
Septic Tank Cleaning or Repair		4.2%	26
Snow Removal		6.1%	38
Tool Rental		4.7%	29
Trash Removal		13.3%	82
Window Installation		5.3%	33
Window Washing		11.0%	68
Yard Equipment Rental		3.6%	22
Computer Repair		4.9%	30
None of the above / Does not apply		37.7%	233
Home Security Service		2.4%	15
Black Top Contractors		2.8%	17
Insulation Installation or Maintenance		1.3%	8













Value		Percent	Responses
Interior Design		1.9%	12
Sell Scrap Metal		2.1%	13
Movers		2.1%	13
Mold Inspection or Removal		1.1%	7
Party Equipment Rental		0.5%	3
Pool Cleaning Service		0.8%	5
Security System		2.1%	13
Siding Replacement		1.6%	10
Solar Heating or Power System Installation or Repair		1.8%	11
Stucco or Exterior Coating		0.3%	2
Tornado or Storm Shelter Building or Repair		0.2%	1
Water Well Drilling		0.8%	5
Waterproofing		0.5%	3
Window Tinting for Home		0.3%	2
Mobile or Cell Phone Repair		2.3%	14

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)		6.5%	40
Awning		3.7%	23
Batteries (Home or Office)		45.8%	283
Candles		18.6%	115
Clocks		3.4%	21
Country or State Flags		6.1%	38
Curtains or Drapes		11.7%	72
Cutlery, Flatware or Silverware		5.0%	31
Emergency Preparedness Kit or Supplies		6.3%	39
Firewood		7.3%	45
Flooring Tile		3.9%	24
Floral Arrangements		9.7%	60
Hardwood Flooring		4.0%	25
Home Decor or Decorating		12.8%	79
Hot Tub or Spa (New)		3.1%	19
Indoor Flowers		13.3%	82
King Size Bed		3.1%	19
Laminate Flooring		7.3%	45
Linens (Bathroom)		12.8%	79
Linens (Bedroom)		17.5%	108
Linens (Dining Room or Kitchen)		7.8%	48
Picture Frames		10.5%	65


















Value		Percent	Responses
Remote Home Monitoring Video Camera		3.4%	21
Smoke Alarm or Detector		3.2%	20
Storage Boxes or Tubs		10.5%	65
Toilet Paper		66.8%	413
Water Purification System (Drinking)		3.4%	21
Window Blinds (Venetian or Mini)		7.0%	43
Window Coverings		8.3%	51
None of the above / Does not apply		16.0%	99
Ductless Heat Pumps		1.1%	7
Hot Tub or Spa (Used)		1.1%	7
Safe		2.3%	14
Sewing Machine		1.8%	11
Shutters		1.1%	7
Signs or Banners		1.6%	10
Solar Water Heater		1.0%	6
Sports Team Flags		1.5%	9
Twin Size Bed		1.6%	10
Wallpaper		1.8%	11

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		12.6%	78
Fine Art (Paintings, Pottery, Etc.)		4.4%	27
Furniture (Bedroom)		5.8%	36
Furniture (Home Office)		3.1%	19
Furniture (Living Room)		12.8%	79
Memory Foam Mattress		3.6%	22
Queen Size Bed		3.2%	20
Reclining Chair		7.1%	44
Rugs		10.4%	64
Water Heater		3.1%	19
None of the above / Does not apply		52.4%	324
Closet System		2.4%	15
Crib		0.5%	3
Custom Built Furniture		1.0%	6
Foam Mattress		2.9%	18
Furnace		1.3%	8
Furniture (Children's)		1.6%	10
Furniture (Dining Room)		2.8%	17
Futon		1.5%	9
Gas Burning Freestanding Stoves		0.8%	5
Innerspring Mattress		2.9%	18
Latex Mattress		1.0%	6

Value		Percent	Responses
Oriental Carpeting		1.1%	7
Pillow Top Mattress		2.3%	14
Reclaimed Wood Furniture		2.1%	13
Reconditioned Furniture		1.9%	12
Rugs (Persian)		1.5%	9
Swimming Pool (Above Ground)		1.5%	9
Swimming Pool (In-Ground)		0.6%	4
Tankless Water Heater		2.9%	18























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

Value		Percent	Responses
Paintings		9.7%	60
Fine Art		5.5%	34
Photographs		9.4%	58
Pottery		6.0%	37
Blown Glass		3.6%	22
Stone Carvings		2.6%	16
Sculpture		2.6%	16
Artistic Wall Decor		8.7%	54
Wood Carvings		3.9%	24
Poster Art		3.7%	23
Religious Art		2.3%	14
Stained Glass		3.9%	24
Ceramics		3.6%	22
Metal Work Art		3.2%	20
Music Memorabilia		2.1%	13
Movie Memorabilia		1.8%	11
None of the above / Does not apply		74.8%	462

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
























Value		Percent	Responses
Refrigerator		7.1%	44
Dishwasher		5.0%	31
Freezer		2.8%	17
Range		3.7%	23
Oven		3.1%	19
Washer		4.4%	27
Dryer		4.5%	28
Blender		4.7%	29
Instant Pot		2.8%	17
Microwave		5.3%	33
Window Air Conditioner		3.2%	20
Coffee or Espresso Machine		8.3%	51
Vacuum Cleaner		6.6%	41
None of the above / Does not apply		66.7%	412

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

Value		Percent	Responses
Aftermarket Products		5.8%	36
Battery		8.7%	54
Floor Mats		6.3%	39
Lights		3.1%	19
RV Accessories or Supplies		5.0%	31
Seat Covers		5.8%	36
Tires		16.2%	100
Trailer Hitch		3.2%	20
Wiper Blades		33.8%	209
None of the above / Does not apply		44.7%	276
Canopy		1.3%	8
Cargo Trailer		1.6%	10
Child Car Seat		1.6%	10
Grill Guard		0.5%	3
Ground Effects		0.3%	2
Mirror(s)		0.3%	2
Motorcycle Accessories		1.5%	9
Motorcycle Parts		1.8%	11
Performance Parts		1.1%	7
Roof Rack		1.8%	11
Running Boards		0.5%	3
Spoiler		0.2%	1

Value		Percent	Responses
Step Bar		1.0%	6
Stereo System (Auto, Car or Truck)		1.8%	11
Tool Box		0.6%	4
Truck Bed Liner		1.1%	7
Visor		0.6%	4
Wheels or Rims		1.9%	12
Winch		0.3%	2
Window Tinting Equipment (Auto)		1.3%	8

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

Value		Percent	Responses
30,000 Mile Service		8.9%	55
60,000 Mile Service		9.7%	60
100,000 Mile Service		11.5%	71
Auto Detailing		11.5%	71
Auto Repair (General)		12.5%	77
Auto Warranty Work (Work Covered by Warranty)		4.4%	27
Alignment		8.3%	51
Body Work		4.7%	29
Brake Replacement, Adjustment		5.3%	33
Car Rental		6.3%	39
Car Wash		58.1%	359
Gas or Service Station Services		27.5%	170
Oil Change or Lube		52.6%	325
Painting		3.2%	20
Preventative Maintenance		22.7%	140
RV Maintenance or Service		3.2%	20
Safety Inspection		3.1%	19
Tire Mounting or Installation		10.0%	62
Tune-Up		12.5%	77
Vehicle Air Conditioning Repair		3.4%	21
Windshield or Glass Repair		7.8%	48
None of the above / Does not apply		15.5%	96
DEQ Inspection		0.2%	1

Value		Percent	Responses
Electrical Repair		1.8%	11
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.9%	12
Motor Repair or Replacement		1.1%	7
Motorcycle Repair		0.5%	3
Muffler		0.5%	3
Shocks		2.4%	15
Smog Check		0.6%	4
Stereo Installation		1.3%	8
Transmission or Clutch Repair		0.8%	5
Upholstery Repair		1.6%	10
Vehicle Storage		1.8%	11
Vehicle Towing		0.5%	3
Windshield or Window Tinting		2.4%	15

















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		48.2%	298
Beauty Products		35.9%	222
Cosmetics		42.6%	263
Babysitting		3.6%	22
Facial		13.9%	86
Hair Care Products		57.1%	353
Hair Coloring		25.2%	156
Hair Cut		74.3%	459
Hair Removal		5.7%	35
Hair Extensions, Wigs or Weaves		1.0%	6
Manicure		19.7%	122
Massage Therapy		29.4%	182
Pedicure		32.8%	203
Skin Cleaning Products		23.8%	147
Skin Repairing / Conditioning Products		12.0%	74
Tanning Bed or Spray Tan		1.8%	11
Tattoo or Piercing		5.8%	36
None of the above / Does not apply		9.7%	60























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)		50.5%	312
Books (Used)		45.3%	280
Books (Children's)		16.0%	99
Board Games		20.9%	129
Lottery Ticket		26.5%	164
Collectibles		6.8%	42
Comics		2.8%	17
Graphic Novels		4.4%	27
Computer Games		9.1%	56
Magazines		34.1%	211
Toys		11.8%	73
Video Console Games		6.0%	37
None of the above / Does not apply		18.9%	117

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











Value		Percent	Responses
Gems, Rocks & Minerals		4.4%	27
Ceramics and Pottery		3.6%	22
Collectables		5.7%	35
Do-It-Yourself (DIY)		20.9%	129
Games or Puzzles		27.8%	172
Beer Brewing Supplies		1.9%	12
Wine Making Supplies		2.1%	13
Jewelry Making Supplies or Beads		5.0%	31
Knitting		11.8%	73
Making Arts and Crafts		15.2%	94
Paper Crafts		8.3%	51
Quilting		9.7%	60
Scrapbooking		5.5%	34
Toy Collecting		1.8%	11
Trains, Plane & Car Model Kits		2.6%	16
None of the above / Does not apply		40.8%	252

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












Value		Percent	Responses
Attend Online College or University (Full Time)		3.2%	20
Attend Online Classes at Community College		3.9%	24
Online Continuing Education Courses		5.5%	34
Online Professional Certification or Accreditation Courses		3.4%	21
Online Language Lessons (Adult)		4.5%	28
Arts or Crafts Lessons (Adult)		9.2%	57
Cooking Lessons (Adult)		4.2%	26
Attend a Free Lecture or Seminar		19.4%	120
Attend Paid Online Lecture, Seminar or Special Class		6.1%	38
Dance Lessons		3.6%	22
Yoga, Pilates, or Zumba		13.6%	84
Attend an Online Local Workshop		7.6%	47
None of the above / Does not apply		54.2%	335
Attend Online College or University (Part Time)		2.8%	17
Attend Online Graduate School		2.1%	13
Business School		0.6%	4
Learning Center		0.5%	3
Culinary School		1.0%	6
Online Trade School		0.6%	4
Online Music Lessons (Adult)		2.8%	17
Sports Lessons (Adult)		2.1%	13
Online Real Estate Classes		0.3%	2

Value		Percent	Responses
Online Child Education or Tutoring		1.3%	8
Online Music Lessons (Child)		0.3%	2
Sports lessons (Child)		2.1%	13
Personal Physical Training		2.3%	14
Online Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		1.0%	6
Change Online School		0.3%	2
Attend an Online Religion Based School		0.2%	1





















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

Value		Percent	Responses
Brushes		14.7%	91
Oil paints		3.7%	23
Acrylic Paints		13.9%	86
Markers		11.8%	73
Specialty Paper		10.8%	67
Fabric Craft Supplies		12.3%	76
Beads		7.0%	43
Art Pencils and Pens		13.6%	84
Scrapbooking Supplies		5.8%	36
None of the above / Does not apply		64.1%	396
























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









Value		Percent	Responses
Clarinet		0.5%	3
Drums		1.5%	9
Flute		0.2%	1
Acoustic Guitar		2.4%	15
Electric Guitar		1.8%	11
Electric Keyboard		1.8%	11
Piano		1.3%	8
Piano (High End)		0.6%	4
Trumpet		0.5%	3
Violin		0.8%	5
None of the above / Does not apply		93.4%	577

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		13.8%	85
French		6.1%	38
Asian		48.4%	299
German		9.4%	58
American (New)		35.9%	222
Italian		47.4%	293
Cajun or Creole		9.4%	58
Indian		16.5%	102
Chinese		46.4%	287
American (Traditional)		65.5%	405
Thai		38.0%	235
Middle Eastern		9.2%	57
Japanese		18.9%	117
Mexican		70.1%	433
Vietnamese		13.4%	83
Southern		9.5%	59
Tex-Mex		16.0%	99
Spanish		8.6%	53
Mediterranean		20.6%	127
None of the above / Does not apply		5.3%	33

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		14.1%	87
Fish & Chips		38.8%	240
Golf Course Restaurant, Bar or Snack Bar		9.4%	58
Barbeque		29.6%	183
Deli		25.7%	159
Breakfast or Brunch		47.6%	294
Appetizers		42.2%	261
Dessert		24.9%	154
Chicken Wings		14.6%	90
Hamburgers		58.3%	360
Chicken		40.0%	247
Frozen Yogurt		17.6%	109
Live or Raw food		5.5%	34
Tapas or Small Plates		10.8%	67
Theme Restaurants		7.4%	46
Soup		22.0%	136
Salad		46.9%	290
Pizza (Dine In)		18.6%	115
Pizza (Delivery)		18.3%	113
Steak		28.0%	173
Juice or Smoothies		15.0%	93
Sandwiches		45.5%	281
Pizza (Carry Out)		44.5%	275

Value		Percent	Responses
Pizza (Take & Bake)		30.6%	189
Seafood		35.1%	217
Vegan		5.7%	35
Steakhouse		18.1%	112
Sushi		17.2%	106
Vegetarian		9.9%	61
Pho		13.8%	85
None of the above / Does not apply		6.3%	39










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		1.3%	8
Purchase Commercial or Business Property		0.6%	4
Purchase Condominium or Townhouse		1.1%	7
Purchase Manufactured or Modular Home		1.5%	9
Purchase Investment Property		1.3%	8
Purchase Personal Residence		3.2%	20
Purchase Custom Built Home		1.0%	6
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		2.3%	14
Purchase Vacation Property		1.5%	9
None of the above / Does not apply		90.6%	560







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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.2%	1
Sell Personal Residence		3.4%	21
Sell Vacation Property		0.5%	3
Sell Condominium or Townhouse		0.3%	2
Sell Investment Property		2.4%	15
Sell Land or Agricultural Property		1.8%	11
Sell Commercial or Business Property		0.5%	3
Sell Manufactured or Modular Home		0.6%	4
Plan to Sell Home in Master-Planned Community		0.3%	2
None of the above / Does not apply		92.6%	572











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

Value		Percent	Responses
Rent New Apartment		2.9%	18
Rent House (Residence)		4.0%	25
Rent Manufactured or Modular Home		0.5%	3
Rent or Lease Commercial Property		0.8%	5
Rent Agricultural Land		0.6%	4
Rent Subsidized Housing		1.6%	10
Rent Condo/Townhouse		1.5%	9
Rent Section 8 Housing		1.1%	7
None of the above / Does not apply		90.3%	558



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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.9%	24
Use a Realtor to Buy Real Estate		3.4%	21
Use a Realtor to Buy and Sell Real Estate		3.4%	21
Plan to Sell Property Myself		1.8%	11
Use a Real Estate Broker		1.6%	10
None of the above / Does not apply		88.3%	546



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		3.4%	21
Home Remodel or Renovation Loan		1.3%	8
Business Construction Loan		1.0%	6
Home Construction Loan		1.3%	8
Equity Loan		1.9%	12
Land Loan		1.0%	6
Reverse Mortgage		0.5%	3
Real Estate Loan for existing home		1.1%	7
Refinance Home		2.3%	14
None of the above / Does not apply		90.0%	556


















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		75.2%	465
No, don't know who to call		24.8%	153
Total: 618			





















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

Value		Percent	Responses
Yes, have a firm or realtor		75.9%	469
No, don't know who to call		24.1%	149
Total: 618			

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		24.4%	151
Craft Beer		34.1%	211
Champagne		18.9%	117
Premium Hard Alcohol or Spirits		25.4%	157
White Wine		46.3%	286
Red Wine		43.7%	270
Major Brand Cigarettes		3.7%	23
Recreational Marijuana		12.3%	76
Marijuana Accessories		5.0%	31
Smokeless Tobacco		1.5%	9
Pipe Tobacco		0.5%	3
Discount Cigarettes		3.2%	20
Discount Hard Alcohol or Spirits		13.3%	82
Domestic Beer		29.0%	179
Electronic Cigarette Supplies		1.6%	10
Alcoholic Cider		19.7%	122
None of the above / Does not apply		25.4%	157




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		3.6%	22
Marijuana Delivery		0.3%	2
Cannabis Dry Flower/Bud		5.5%	34
Cannabis Edibles		11.7%	72
Cannabis Tinctures		3.2%	20
Cannabis Vaporizers		2.4%	15
Cannabis Cleaning Tools or Supplies		1.3%	8
Cannabis Concentrates		3.4%	21
Cannabis Pre-Rolls		4.9%	30
Organic Cannabis Products		2.3%	14
Cannabis Oil		4.7%	29
Cannabis Beauty & Skin Care Products		2.9%	18
Cannabis Beverages		2.6%	16
Cannabis Chocolates		4.9%	30
Medical Cannabis		0.8%	5
CBD Cannabis		10.8%	67
CBG Cannabis		1.6%	10
Recreational Cannabis		8.3%	51
Medical Cannabis		1.6%	10
None of the above / Does not apply		73.5%	454







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		32.0%	198
Specialty Teas		18.3%	113
Specialty Coffee		38.0%	235
Gourmet Deli Counter Items		29.3%	181
Cookies		39.6%	245
Potato Chips		59.9%	370
Soft Drinks		43.4%	268
Energy Drinks		13.1%	81
Energy Bars		21.8%	135
Birthday Cake		18.0%	111
Beef Jerky or Meat Sticks		24.4%	151
Candy		41.7%	258
Fruit		77.0%	476
Nuts		65.7%	406
Chocolates		46.9%	290
Ice cream		67.5%	417
Artisan Bread		45.5%	281
Artisan Meats		16.3%	101
Sports Drinks		15.7%	97
Artisan Condiments		14.2%	88
Canned Sauces		37.9%	234
Chicken		80.3%	496

Value		Percent	Responses
Pork		50.0%	309
Beef		61.2%	378
Game Meats		3.7%	23
Fish		61.8%	382
Snack Mixes		28.8%	178
Vegetables		72.7%	449
Frozen Entrees		44.3%	274
Meal Kit Prep & Delivery		3.4%	21
Locally Raised Beef, Pork, Poultry		32.7%	202
Locally Grown Fruit and Vegetables		73.1%	452
Locally Produced Honey		30.9%	191
Organic Food		31.4%	194
Pickled Vegetables		25.2%	156
Artisan Cheese		38.2%	236
Alternative "Meat" Products		14.4%	89
Sausage		47.2%	292
Donuts		28.5%	176
Pastries		31.6%	195
Juice		47.6%	294
Olives		53.2%	329
Meal Kits		4.4%	27
Mac and Cheese		27.0%	167
Pizza		56.6%	350
Cookie Dough		8.1%	50

Value		Percent	Responses
Cereal		58.9%	364
Bagged Salad		58.6%	362
None of the above / Does not apply		1.0%	6




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

Value		Percent	Responses
Coupons		6.1%	38
Quality		38.7%	239
Selection		32.5%	201
Excellent Customer Service		9.7%	60
Clean Environment		8.9%	55
None of the above / Does not apply		4.0%	25








Total: 618

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		37.9%	234
Attend Online Religious or Spiritual Services		20.6%	127
Consider Leaving Current Job for Better Opportunity		7.0%	43
Donate to a Charity		66.0%	408
Donate to a Church		36.4%	225
Donate to Political Party or Government Representative		19.3%	119
Join a new Church		4.0%	25
Volunteer at Church		19.1%	118
Volunteer for Nonprofit Group		29.8%	184
Retire		6.0%	37
Vote in Upcoming Local Elections		63.4%	392
Vote in Upcoming State or National Elections		64.1%	396
Purchase Season Tickets for Performing Arts		11.2%	69
Attend a Holiday Themed Performance		19.9%	123
Community Activity		33.8%	209
Support an Organization		27.0%	167
Make a Donation		49.0%	303
None of the above / Does not apply		6.5%	40
Find New Local Golf Course		2.8%	17
Join a Golf Course		0.8%	5
Use Drone Photography Services		1.0%	6
Donate Vehicle		2.1%	13
Have a Baby		1.1%	7

























Value		Percent	Responses
Get Married		1.6%	10
Look into Private Schooling for Children		0.8%	5
Register to Vote		2.9%	18









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		7.3%	45
Go Mountain Biking		7.8%	48
Go Camping		34.5%	213
Go Hiking		40.8%	252
Go Fishing		22.8%	141
Go Backpacking		8.6%	53
None of the above / Does not apply		40.6%	251



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		51.0%	315
Arts and Entertainment		36.7%	227
Automotive - (General)		23.9%	148
Automotive - (New Vehicle Dealership)		14.6%	90
Automotive - (Used Vehicle Dealership)		15.9%	98
Automotive - (Auto Parts store)		13.6%	84
Automotive - (Auto Repair business)		10.5%	65
Automotive - (Auto Body shop)		6.0%	37
Tire Business		16.2%	100
Beauty and Spa Related Businesses		22.8%	141
Child Related Businesses		5.3%	33
Community and State Services		27.0%	167
Education		12.0%	74
Employment Related Businesses		9.5%	59
Event Planning and Services		9.9%	61
Family Activity Related Businesses		10.7%	66
Farm Equipment and Agriculture Businesses		4.0%	25
Financial Services		11.5%	71
Fitness Businesses or Providers		7.8%	48
General Retail		42.9%	265
Grocery / Market		32.0%	198
Home and Garden Related Businesses		31.6%	195











Value		Percent	Responses
Building Supply/Lumber Business		18.8%	116
Home Service Businesses		13.1%	81
Home Service Contractors		15.5%	96
Hotel and Travel Related Businesses		31.9%	197
Local Services		29.9%	185
Medical Related Businesses - (General)		15.7%	97
Medical Related Businesses - (Chiropractor)		5.5%	34
Medical Related Businesses - (Dentist)		11.2%	69
Medical Related Businesses - (Hospital)		4.5%	28
Motorsport Businesses		3.1%	19
Nightlife Related Businesses		8.6%	53
Pet / Animal		28.8%	178
Professional Services		17.8%	110
Real Estate Service Businesses		6.3%	39
Recreation Related Businesses		10.5%	65
Restaurant / Bar / Lounge		41.3%	255
Senior Related Businesses		10.5%	65
Specialty Food and Drink		22.3%	138
General Retail - Children's Clothing Store		5.0%	31
General Retail - Clothing Accessory Store		12.0%	74
General Retail - Computer Store		13.4%	83
General Retail - Farming and Agriculture Business		3.9%	24
General Retail - Furniture Store		16.0%	99
General Retail - Hardware Store		23.5%	145

Value		Percent	Responses
General Retail - Home Entertainment Store		7.0%	43
General Retail - Jewelry Store		5.3%	33
General Retail - Major Appliance Store		11.5%	71
General Retail - Men's Clothing Store		13.1%	81
General Retail - Mobile Phone Store		9.1%	56
General Retail - Shoe Store		16.3%	101
General Retail - Women's Clothing Store		27.2%	168
None of the above / Does not apply		9.7%	60























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

Value		Percent	Responses
Yes		13.9%	86
No		86.1%	532
Total: 618			

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








Value		Percent	Responses
Start a Business		2.6%	16
Get a New Full Time Job		8.9%	55
Get a New Part Time Job		8.3%	51
Get a Temporary or Seasonal Job		5.2%	32
Use an Employment or Temporary Employment Agency		1.6%	10
Use a Career Counselor		1.0%	6
Get a Second (or Third) Job		2.4%	15
Get First Job after School		1.6%	10
Apply for Unemployment Benefits		2.3%	14
None of the above / Does not apply		79.4%	491

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		4.2%	26
Customer Service		5.3%	33
Education		4.9%	30
Management		3.2%	20
NonProfit		3.7%	23
Retail		3.9%	24
None of the above / Does not apply		76.9%	475
Accounting		1.8%	11
Agriculture		1.1%	7
Automotive		0.8%	5
Banking & Finance		1.8%	11
Child Care		0.6%	4
Construction		1.3%	8
Driver / Transportation		2.4%	15
Engineering		0.6%	4
Executive Level		1.1%	7
Entry Level (New Graduate)		1.6%	10
Government		2.4%	15
Grocery		2.1%	13
Hotel - Hospitality		0.8%	5
Health Care – non nursing		2.9%	18
Health Care - CNA, RN, LPN, MA		1.5%	9

Value		Percent	Responses
Manufacturing		1.1%	7
Installation - Maintenance - Repair		0.6%	4
Information Technology		1.9%	12
Insurance		0.3%	2
Legal		1.1%	7
Media		0.8%	5
Real Estate		0.5%	3
Restaurant - Food Services		2.6%	16
Sales & Marketing		1.9%	12
Skilled Labor - Trades		2.1%	13
Warehouse		1.8%	11

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

Value		Percent	Responses
Coupon book		16.5%	102
Yellow Pages directory		2.1%	13
Direct mail flyer		17.3%	107
Deal program/offer		10.0%	62
Facebook business page offer		9.9%	61
Billboard advertising		1.9%	12
None of the above / Does not apply		64.1%	396

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



Value		Percent	Responses
Read ads and keep them - using three or more		5.7%	35
Read ads and keep them - using one or two		33.8%	209
Read ads and keep them - without using any		3.9%	24
Read ads but throw away without using any		25.7%	159
Throw ads away unread		28.8%	178
Do not receive direct mail or advertisements at home or PO Box		2.1%	13

Total: 618

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 %	17 2.8%	56 9.1%	337 54.5%	39 6.3%	65 10.5%	84 13.6%	20 3.2%	618
County election Count Row %	15 2.4%	56 9.1%	338 54.7%	42 6.8%	65 10.5%	79 12.8%	23 3.7%	618
State election Count Row %	14 2.3%	66 10.7%	291 47.1%	41 6.6%	76 12.3%	104 16.8%	26 4.2%	618
Total Total Responses								618

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

Value		Percent	Responses
Yes		96.3%	595
No		3.7%	23




Total: 618

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		97.7%	604
No		2.3%	14





















Total: 618

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		15.2%	94
No		44.5%	275
Does not apply		40.3%	249




















Total: 618

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

Value		Percent	Responses
Arts and Entertainment		6.4%	6
Business Consulting		6.4%	6
Education		4.3%	4
Grocery and Specialty Food/Drink		3.2%	3
Health and Medical		11.7%	11
Home Service Businesses		4.3%	4
Pet / Animal		3.2%	3
Real Estate		6.4%	6
Other		38.3%	36
Apparel and Accessories		1.1%	1
Automotive		1.1%	1
Event Planning and Services		1.1%	1
Family Activity		1.1%	1
Financial Services		2.1%	2
Fitness Businesses or Providers		1.1%	1
General Retail		1.1%	1
Home and Garden		1.1%	1
Local Services		2.1%	2
Recreation		1.1%	1
Restaurant / Bar / Lounge		2.1%	2
Sales Training		1.1%	1

Total: 94

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		12.8%	12
Use social media for promoting business		19.1%	18
Website optimized for mobile (responsive)		6.4%	6
Ongoing search optimization (SEO, SEM)		6.4%	6
Banner ads		6.4%	6
Cost-per-click ads (CPC, PPC)		5.3%	5
Cost-per-mille ads (CPM)		1.1%	1
Retargeting ads		2.1%	2
Video ads		2.1%	2
Google ads (Adwords)		3.2%	3
Facebook ads		19.1%	18
Sponsored content		2.1%	2
Email advertising		8.5%	8
Site analytics		3.2%	3
Use a Digital Agency		1.1%	1
Digital ads through newspaper		2.1%	2
Digital ads through radio station		2.1%	2
Digital ads through TV station		1.1%	1
None of the above/Does not apply		60.6%	57

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.		37.2%	35
Business Logo Apparel		19.1%	18
Computer Hardware		13.8%	13
Networking Hardware or Software		7.4%	7
Office Cleaning Supplies		17.0%	16
Office Copier		6.4%	6
Office Furniture, Fixtures or Interiors		8.5%	8
Office Printer		13.8%	13
Office Supplies		39.4%	37
Promotional Items		12.8%	12
Security System		2.1%	2
Telephone Systems		6.4%	6
Uniforms or Work Clothing		9.6%	9
None of the above/Does not apply		34.0%	32

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		35.1%	33
Business Advertising		9.6%	9
Business Financial Consulting		3.2%	3
Business Bottled Water Delivery		6.4%	6
Business Cellular Phone Service		10.6%	10
Business Computer Consulting		6.4%	6
Business Construction Contractor		3.2%	3
Business Employment Agency		4.3%	4
Business Internet Service Provider		16.0%	15
Business Legal Services or Attorney		7.4%	7
Business Marketing Services		6.4%	6
Business Social Media Marketing		8.5%	8
Business Meetings or Conventions		4.3%	4
Business Moving or Storage		4.3%	4
Business Payroll Services		11.7%	11
Business Printing Services		12.8%	12
Business Recruitment		3.2%	3
Business Sign Company Services		4.3%	4
Business Staffing or Temp Services		4.3%	4
Business Online Meetings		11.7%	11
Business General Broadcast Media Service		3.2%	3
None of the above / Does not apply		45.7%	43

Value		Percent	Responses
Business Advisory Services		1.1%	1
Business Television Media Service		1.1%	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		2.1%	2
Buy New Office		2.1%	2
Add New Locations		3.2%	3
Have Employees Work From Home		2.1%	2
Renovate Existing Facilities		8.5%	8
Reduce Office Space		3.2%	3
Construct New Facilities		2.1%	2
Buy or Rent Warehouse Space		3.2%	3
None of the above / Does not apply		80.9%	76




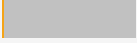







123. Which of the following BUSINESS AUTOMOTIVE PURCHASING PLANS does your company have in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Trucks		2.1%	2
Purchase Used Business Trucks		2.1%	2
Lease New Business Automobiles		2.1%	2
Lease New Business Trucks		2.1%	2
Purchase New Business Delivery Vehicles		2.1%	2
Purchase New Heavy Duty or Commercial Business Trucks		2.1%	2
Purchase Used Heavy Duty or Commercial Business Trucks		2.1%	2
None of the above / Does not apply		89.4%	84

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		4.3%	4
Business Health Insurance		1.1%	1
Business 401K or Retirement Program		2.1%	2
Business "Key Man" Insurance		1.1%	1
Business Property Insurance		4.3%	4
Business Commercial Insurance		3.2%	3
None of the above / Does not apply		91.5%	86







125. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.2%	1
20 - 24		0.8%	5
25 - 30		1.8%	11
31 - 34		1.6%	10
35 - 40		4.5%	28
41 - 45		3.6%	22
46 - 49		3.4%	21
50 - 54		6.1%	38
55 - 60		8.9%	55
61 - 69		33.8%	209
70 or older		35.3%	218

Total: 618









Avg 64

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

Value		Percent	Responses
Metro / Urban		26.8%	165
Small/Mid-Size Town		17.7%	109
Suburban		32.5%	200
Rural		21.0%	129
Vacation community		1.1%	7
Other		0.8%	5




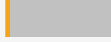



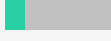



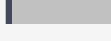

Total: 615

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		0.2%	1
High School Graduate (12th grade)		4.4%	27
Vocational or Technical Training		5.1%	31
Some College		21.4%	131
College Graduate		27.5%	168
Some Post-Graduate Study (No Advanced Degree)		9.3%	57
Post-Graduate Degree		32.0%	196

Total: 612






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

Value		Percent	Responses
Under \$20,000		5.7%	33
\$20,000 - \$24,999		3.8%	22
\$25,000 - \$29,999		3.6%	21
\$30,000 - \$34,999		3.6%	21
\$35,000 - \$39,999		5.3%	31
\$40,000 - \$44,999		4.8%	28
\$45,000 - \$49,999		6.7%	39
\$50,000 - \$74,999		20.4%	119
\$75,000 - \$99,999		15.4%	90
\$100,000 - \$124,999		10.8%	63
\$125,000 - \$149,999		7.5%	44
\$150,000 - \$200,000		6.3%	37
Over \$200,000		6.2%	36

Total: 584








Avg \$87,373

129. What is your gender?

Value		Percent	Responses
Male		26.9%	165
Female		68.8%	422
Transgender		0.2%	1
Gender Variant / Non-conforming		0.2%	1
Prefer not to answer		3.9%	24






Total: 613

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.8%	11
Black or African-American		0.2%	1
Asian		1.3%	8
White or Caucasian		88.1%	540
Hispanic		1.5%	9
Other		2.3%	14
Prefer not to answer		4.9%	30

Total: 613

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






Value		Percent	Responses
Single Family Home		82.2%	504
Apartment		7.3%	45
Condominium		3.3%	20
Mobile Home		3.8%	23
Other		3.4%	21
			Total: 613

132. Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?



Value		Percent	Responses
Owned		85.8%	524
Rented		11.3%	69
Occupied Without Payment of Rent		1.3%	8
Other		1.6%	10

Total: 611

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

Value		Percent	Responses
None		86.7%	530
1		6.9%	42
2		4.3%	26
3		1.1%	7
4 or more		1.0%	6
			Total: 611

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 ---->)		38.3%	234
No		61.7%	377
Total: 611			