




# 2021 Pulse of America

## Wisconsin State Shopping Survey Report














### Response Counts

Completion Rate:	100%		
	Complete		501
			Total: 501













# 1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	501
			<b>Total: 501</b>

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









Value		Percent	Responses
Local Newspaper		51.9%	260
Local Newspaper Website		33.1%	166
Local TV News		62.7%	314
Local TV News Website		29.3%	147
National Broadcast News		41.3%	207
National Broadcast Website		15.0%	75
Local Radio		25.3%	127
Local Radio Website		3.4%	17
Apple News		4.4%	22
Facebook		25.3%	127
Twitter		4.8%	24
Nextdoor		11.2%	56
Other		8.0%	40

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





Value		Percent	Responses
Local Newspaper		13.6%	68
Local Newspaper Website		6.2%	31
Local TV News		29.5%	148
Local TV News Website		6.2%	31
National Broadcast News		19.6%	98
National Broadcast Website		9.4%	47
Local Radio		3.0%	15
Local Radio Website		0.6%	3
Apple News		0.8%	4
Facebook		0.8%	4
Twitter		0.2%	1
Other		10.2%	51

**Total: 501**

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

Value		Percent	Responses
Employment needs		31.5%	158
General status of the business		44.5%	223
New hours		48.9%	245
New services being offered		67.3%	337
Online services being offered		42.1%	211
Services that are being offered		68.1%	341
The cleaning and safety precaution policies		20.8%	104
Other		3.6%	18













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		65.7%	329
Watched Local Television		83.2%	417
Read the Local Newspaper		69.7%	349
None of the above / Does not apply		3.8%	19

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
























Value		Percent	Responses
Local Publication or Newspaper		43.9%	220
Local Radio Station		11.4%	57
Local TV Station		21.2%	106
None of the above / Does not apply		46.9%	235

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







Value		Percent	Responses
National Daily Newspaper		27.5%	96
Local Daily Newspaper		87.1%	304
Local Paid Weekly Community Newspaper		26.4%	92
Local Free Weekly Print Publication		35.0%	122
Local Alternative Publication		12.9%	45
Local City or Regional Magazine		35.8%	125
Local Specialty Publication		15.5%	54
Local Business Publication		15.2%	53
Local Ethnic Publication		4.6%	16
Local Children's Publication		0.6%	2
Local Senior Publication		14.0%	49
None of the above / Does not apply		1.1%	4



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		15.2%	50
Adult Contemporary		16.1%	53
Adult Hits		20.1%	66
Business News		9.1%	30
CHR (Contemporary Hit Radio)		3.3%	11
Classic Hits		35.0%	115
Classic Rock		45.9%	151
Classical		14.3%	47
Religious		9.1%	30
Country		29.8%	98
Easy Listening		17.9%	59
News/Talk		42.6%	140
Oldies		29.8%	98
Rock		22.8%	75
Sports		21.3%	70
Talk		22.5%	74
Other		5.8%	19
Hot AC		0.3%	1
Regional Mexican		0.6%	2
Spanish		0.3%	1
Urban AC		0.9%	3
Urban Contemporary		1.8%	6
None of the above / Does not apply		0.3%	1























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

Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		70.8%	233
Midday (10:00 am - 3:00 pm)		42.9%	141
Afternoon Drive (3:00 - 7:00 pm)		56.5%	186
Evenings (7:00 pm - midnight)		20.4%	67
Overnight (midnight - 6:00 am)		3.6%	12
Don't know / Does not apply		2.4%	8

10. What time slots do you or the members of your household typically watch local television? (Check all that apply.)














Value		Percent	Responses
Morning News (5 am – 9 am)		52.0%	217
Morning (9 am – 12 noon)		19.4%	81
Daytime (12 noon – 3 pm)		19.4%	81
Early Fringe (3 pm – 5 pm)		15.8%	66
Early News (5 pm – 7 pm)		69.8%	291
Prime Access (7 pm – 8 pm)		31.7%	132
Prime Time (8 pm – 11 pm)		51.8%	216
Late News (11 pm – 11:30 pm)		15.8%	66
Late Fringe (11:30 pm – 1 am)		7.4%	31
Post Late Fringe (1 am - 2 am)		3.4%	14
Overnight (2 am - 5 am)		2.9%	12
Don't know - Does not apply		1.2%	5

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










Value		Percent	Responses
Auto Battery Store		5.0%	25
Auto Body Shop		6.0%	30
Auto Detailing Shop		9.8%	49
Auto Parts Store		17.6%	88
Auto Repair Shop		24.6%	123
Car Wash		71.7%	359
Gas Station		83.2%	417
New Vehicle Dealership		13.2%	66
Oil Change Station		45.9%	230
Recreation Vehicle (RV) Dealership		3.2%	16
Tire Store		13.8%	69
Used Vehicle Dealership		6.6%	33
None of the above / Does not apply		4.4%	22
Auto Glass Repair Shop		2.8%	14
Auto Muffler Shop		2.0%	10
Auto Paint Shop		1.8%	9
Auto Salvage Yard		2.4%	12
Auto Stereo Installation		1.2%	6
Auto Towing Service		1.0%	5
Auto Window Tinting		1.6%	8
Car Audio Store		0.8%	4
Commercial Truck Dealership		0.6%	3

Value		Percent	Responses
Commercial Truck Repair Shop		0.8%	4
RV or Camper Repair		2.0%	10
Trailer Rental Service		0.4%	2
Transmission Shop		1.0%	5

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		2.8%	14
Boat and RV Storage Facility		3.2%	16
Boat Dealer		3.6%	18
Boat Rental Service		1.6%	8
Boat Repair Shop		2.2%	11
Boating Accessory Store		3.0%	15
Golf Cart Dealer		0.8%	4
Motorcycle Accessory Store		2.4%	12
Motorcycle Dealer		2.4%	12
Motorcycle Repair Shop		2.8%	14
Watercraft Dealer		1.4%	7
Watercraft Rental Shop		2.2%	11
None of the above / Does not apply		83.2%	417







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		9.8%	49
Animal Feed Store		6.2%	31
Agricultural Service		1.6%	8
Farm Equipment Repair Shop		1.2%	6
Farm Truck and Tractor Repair Shop		1.2%	6
Farming Structure Building Contractor		1.4%	7
New Farm Equipment Dealer		1.0%	5
Used Farm Equipment Dealer		1.4%	7
None of the above / Does not apply		87.2%	437



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		22.4%	112
Bakery		56.3%	282
Beer Shop		23.8%	119
Beverage Distributor		10.6%	53
Candy Store		14.0%	70
Cheese Shop		37.5%	188
Chocolate Shop		18.0%	90
Coffee & Tea Shop		32.7%	164
Convenience Store		67.9%	340
Cookie Store		9.2%	46
Cupcake Shop		7.8%	39
Dessert Restaurant		5.6%	28
Distillery		14.6%	73
Donut Shop		23.0%	115
Espresso or Coffee Shop		35.3%	177
Ethnic Food Restaurant		46.3%	232
Ice Cream or Frozen Yogurt Shop		47.1%	236
Liquor Store		47.7%	239
Meat Market or Butcher Shop		43.5%	218
Seafood Market		22.6%	113
Smoothie or Juice Bar		6.6%	33
Specialty Cake Bakery		6.2%	31

Value		Percent	Responses
Specialty Food Market		18.4%	92
Tea Shop		5.6%	28
U-Brew Beer or Wine Store		3.0%	15
Wine Shop		12.6%	63
Winery		17.6%	88
None of the above / Does not apply		4.8%	24




















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		9.0%	45
Farmers Market		62.5%	313
Grocery Store (Discount)		39.7%	199
Grocery Store (Ethnic)		13.0%	65
Grocery Store (Major or Regional Chain)		81.0%	406
Grocery Store (Neighborhood/Local/Mom & Pop)		30.5%	153
Grocery Store (Co-op)		25.7%	129
Grocery Store (Independent/Citywide)		42.9%	215
None of the above / Does not apply		0.2%	1












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		26.6%	133
Day Spa		6.4%	32
Eyelash Extension Salon		1.8%	9
Hair Salon		68.0%	340
Hair Removal Salon		2.6%	13
Massage		21.6%	108
Makeup Artist		0.6%	3
Nail Salon		23.4%	117
Skin Care Store		3.8%	19
Tanning Salon		2.8%	14
Tattoo Studio		6.6%	33
None of the above / Does not apply		12.2%	61














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		15.8%	79
Bicycle Rental Service		3.2%	16
Bicycle Repair Shop		13.8%	69
Bicycle Shop		11.6%	58
Bowling Alley		13.2%	66
Dive Shop		2.4%	12
Fishing Supply Store		10.8%	54
Golf Course		21.0%	105
Golf Driving Range		12.8%	64
Golf Pro Shop		7.6%	38
Gun Shooting Range		5.2%	26
Gun Store		5.2%	26
Miniature Golf Course		14.0%	70
Outdoor Gear Store		10.2%	51
Seasonal Hunting		5.0%	25
Ski Shop		2.6%	13
New Sporting Goods Store		12.4%	62
Used Sporting Goods Store		7.0%	35
None of the above / Does not apply		39.8%	199












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		4.8%	24
Card or Stationery Store		18.0%	90
Catering Service		4.6%	23
Event Coordinator		1.6%	8
Hotel Meeting Room or Event Space		5.0%	25
Party Supply Store		11.2%	56
Aerial Photography		1.2%	6
Photographer		4.0%	20
Wedding Planner		0.4%	2
Wedding Venue or Banquet Hall		2.4%	12
None of the above / Does not apply		68.8%	344

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











Value		Percent	Responses
Arts Organization		17.0%	85
Bingo Hall		4.0%	20
Casino		17.6%	88
Community Theatre		23.0%	115
Food Festival		37.2%	186
Live Theater		32.2%	161
Local Festival		47.4%	237
Movie Theater		48.8%	244
Music Festival		28.8%	144
Performing Arts Center		27.8%	139
Stadium or Arena Events		30.2%	151
Wine Tour		10.4%	52
None of the above / Does not apply		12.0%	60

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		17.6%	88
Athletic Club		16.8%	84
Family Entertainment Center		5.0%	25
Family Play Center		3.0%	15
Horseback Riding		5.0%	25
Ice Skating or Roller Rink		6.6%	33
Local Sports Team		28.2%	141
Outdoor Park		41.8%	209
Waterpark		16.6%	83
Zoo		46.0%	230
None of the above / Does not apply		24.0%	120

























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		2.6%	13
Exercise Classes		17.6%	88
Fitness Boot Camp		2.0%	10
Gym, Fitness or Athletic Club		26.4%	132
Martial Arts Studio		3.4%	17
Personal Trainer		3.6%	18
Rock Climbing Gym		1.2%	6
Swimming Lessons		5.0%	25
Yoga Studio		8.0%	40
None of the above / Does not apply		58.4%	292

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







Value		Percent	Responses
Adult Club or Entertainment Company		3.6%	18
Bar, Lounge or Pub		48.8%	244
Billiard Hall		1.0%	5
Card Room		0.2%	1
Sports Bar		26.6%	133
Wine Bar		14.6%	73
None of the above / Does not apply		43.6%	218

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












Value		Percent	Responses
Adult Education School		3.2%	16
Community College		3.8%	19
Continuing Education Courses		11.0%	55
Elementary School		4.6%	23
Lecture or Seminar Series		8.2%	41
Middle School or High School		7.4%	37
Musical Instruments and Lessons		5.6%	28
Online/On-demand Programs		11.8%	59
University / College		6.6%	33
None of the above / Does not apply		60.4%	302
Beauty School		0.4%	2
Culinary School		1.4%	7
Dance School		1.4%	7
Driving School		1.6%	8
Graduate School		2.6%	13
Language School		1.6%	8
Medical Training Certification		0.8%	4
Online Music Teacher		1.6%	8
Preschool		0.8%	4
Private Elementary School		1.0%	5
Private High School		1.0%	5
Private K-12 School		0.8%	4

Value		Percent	Responses
Private Middle School		0.4%	2
Real Estate School		0.4%	2
Tutoring Center		0.2%	1
Trade School		1.2%	6
Training Center		1.0%	5
Vocational School		0.6%	3

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

Value		Percent	Responses
Bank		21.4%	107
Credit Union		20.6%	103
Financial Advisor		14.4%	72
Stockbroker		3.6%	18
Tax Return Service		9.8%	49
None of the above / Does not apply		62.2%	311






















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

Value		Percent	Responses
Auto Broker		1.0%	5
Bankruptcy Service		1.2%	6
Bookkeeping Service		3.2%	16
Car Leasing Service		3.2%	16
Check Cashing Service		0.4%	2
Credit Counseling Service		1.4%	7
Credit Repair Service		0.6%	3
Debt Consolidation Company		1.2%	6
Money Transfer Service		1.8%	9
Title Loan Company		0.8%	4
None of the above / Does not apply		88.6%	443

























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










Value		Percent	Responses
Acupuncturist		4.8%	24
Chiropractor		11.8%	59
Dental Clinic		19.8%	99
Dentist		43.2%	216
Denture or Implant Specialist		3.6%	18
Family Practitioner		18.0%	90
General Practitioner		23.0%	115
Hearing Aid Center		3.8%	19
Hospice Care Provider		0.4%	2
Hospital		7.4%	37
Medical Clinic		18.2%	91
Optometrist		23.0%	115
Pediatrician		2.0%	10
None of the above / Does not apply		42.4%	212

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		6.4%	32
Audiology Clinic		7.8%	39
Blood Donation Center		12.6%	63
Cancer Specialist		5.0%	25
Cardiologist		11.6%	58
Dermatologist		19.6%	98
Ear, Nose & Throat Doctor		9.6%	48
Gastroenterologist		7.6%	38
Internal Medicine Doctor		31.2%	156
Laboratory or Medical Testing Facility		17.8%	89
Massage Therapist		16.8%	84
Medical Imaging Service		10.6%	53
Medical Supply Store		3.6%	18
Mental Health Provider		10.2%	51
Mental Health Service		3.2%	16
Obstetrician & Gynecologist		4.6%	23
Ophthalmologist		23.6%	118
Orthopedist		5.0%	25
Pain Clinic		3.2%	16
Physical Therapist		11.6%	58
Podiatrist		7.8%	39








Value		Percent	Responses
Psychiatrist		4.4%	22
Psychologist		4.2%	21
Sleep Disorder Clinic		4.6%	23
Surgical Specialist		4.0%	20
Urgent Care Clinic		4.8%	24
Urologist		5.0%	25
Walk-In Clinic		5.2%	26
Wellness Program		8.0%	40
Wellness Service		3.6%	18
None of the above / Does not apply		20.0%	100
Alcoholism Treatment Program		0.6%	3
Alzheimer's or Memory Care Facility		0.6%	3
Cardiovascular Surgeon		0.4%	2
Cosmetic or Plastic Surgery		2.0%	10
Cryotherapy		0.2%	1
Drug Addiction Treatment Center		0.4%	2
Drug Testing Service		0.2%	1
Esthetician Skin-care		2.0%	10
Home Health Care Provider		2.0%	10
Laser Eye Surgery Clinic		2.2%	11
Lice Clinic		0.2%	1
Medical Spa		0.2%	1
Mental Health Clinic		2.8%	14
Naturopathic Practitioner		1.6%	8

Value		Percent	Responses
Nutritionist or Dietician		2.6%	13
Oncologist		2.8%	14
Orthodontist		1.8%	9
Pain Control Clinic		2.0%	10
Pain Management Physician		2.6%	13
Physical Health Center		0.6%	3
Rehabilitation Clinic		1.6%	8
Sports Medicine Clinic		2.0%	10
Vascular Surgeon or Vein Center		1.2%	6
















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

Value		Percent	Responses
55+ Housing Community		3.6%	18
Adult Day Care		0.4%	2
Aging in Place Business		0.6%	3
Assisted Living Facility		0.6%	3
Geriatric Physician		1.8%	9
Memory Care Facility		0.6%	3
Nursing Home		0.4%	2
Respite Relief Provider		0.2%	1
Retirement Counselor		0.4%	2
Retirement Home		0.6%	3
Senior Care Placement Agency		0.2%	1
Senior Center		5.0%	25
None of the above / Does not apply		89.4%	447























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		9.6%	48
CBD Store		14.0%	70
Medical Marijuana Dispensary		1.6%	8
Medical Marijuana Authorization		1.8%	9
None of the above / Does not apply		80.8%	404

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		48.8%	244
Bed & Breakfast		14.0%	70
Campground		16.6%	83
Hotel or Motel (Local)		10.2%	51
Hotel or Motel (Out-of-Town)		66.8%	334
Limo Service		1.4%	7
Luggage-Travel Store		1.0%	5
Local Tourism		15.0%	75
Regional Airport		32.2%	161
RV Rental Company		2.0%	10
Shuttle Service		6.2%	31
Ski Resort		3.8%	19
Taxi Service		11.0%	55
Travel Agent		7.0%	35
None of the above / Does not apply		18.4%	92

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

Value		Percent	Responses
Auction House		4.0%	20
Car Rental Agency		9.0%	45
Compost / Yard Waste Service		6.4%	32
Courier or Delivery Service		5.6%	28
Dry Cleaning or Laundry Service		16.8%	84
Information Technology (IT) Service		3.0%	15
Jewelry Repair Shop		9.2%	46
Junkyard		4.2%	21
Mail Store		15.8%	79
Mobile or Cell Phone Repair Shop		3.8%	19
Moving Truck Rental Company		3.6%	18
Printing Service		6.2%	31
Propane Dealer		10.6%	53
Recycling Center		25.0%	125
Self-Storage Facility		6.0%	30
Sewing and Alterations Shop		6.4%	32
Shipping Center		12.2%	61
Shoe Repair Shop		4.8%	24
Small Engine Repair Shop		6.2%	31
Tool / Equipment Rental Service		4.0%	20
Watch or Clock Repair Shop		6.6%	33
None of the above / Does not apply		27.6%	138





Value		Percent	Responses
Bottled Water Delivery Service		2.2%	11
Cremation Service Provider		1.6%	8
Electronics Repair Shop		2.6%	13
Funeral Service Provider		1.8%	9
Freight / Hauling Company		1.2%	6
Marriage Counselor		0.4%	2
Propane Home Heating Service		1.8%	9

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























Value		Percent	Responses
Chamber of Commerce		11.8%	59
Charity or Philanthropic Organization		27.2%	136
Church		37.2%	186
City Center		3.6%	18
City or Municipal Service		16.0%	80
City or Town Hall		12.6%	63
Civic Center		10.0%	50
Community Center		10.4%	52
Community Organization		11.4%	57
Community Service or Non-Profit Organization		19.6%	98
Convention Center		4.8%	24
County Government Office		6.6%	33
Department of Social Services		3.0%	15
Employment Center		2.2%	11
Government Economic Program		3.0%	15
Government or Political Service		3.2%	16
Youth Organization		5.6%	28
None of the above / Does not apply		26.8%	134

























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		16.6%	83
Painting Contractor		10.0%	50
Plumber or Plumbing Contractor		15.6%	78
None of the above / Does not apply		73.0%	365

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		8.4%	42
Alternative Energy Service		3.0%	15
Appliance Repair Service		6.0%	30
Asphalt / Paving Contractor		4.8%	24
Carpenter or Woodworker		13.4%	67
Carpet Installation Contractor		7.6%	38
Concrete Contractor		6.8%	34
Countertop Contractor		5.0%	25
Deck Builder		6.0%	30
Drywall Installation or Repair Contractor		5.6%	28
Fencing Contractor		3.6%	18
Flooring Contractor		8.6%	43
Furnace Contractor		8.4%	42
Garage Door Contractor		4.8%	24
Garbage Collection Service		6.6%	33
General Contractor		6.0%	30
Gutter Installation or Repair Contractor		4.0%	20
Handyman		18.2%	91
Heating & Air Conditioning Services		20.6%	103
Junk Removal or Hauling Service		3.2%	16
Kitchen or Bath Remodeling Company		6.0%	30
Landscaping Service		10.6%	53







Value		Percent	Responses
Remodeling Contractor		5.4%	27
Roofing Contractor		6.4%	32
Septic Tank Contractor		3.4%	17
Solar Energy Contractor		3.2%	16
None of the above / Does not apply		39.3%	197
Demolition Contractor		1.0%	5
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		1.2%	6
Garage Builder		1.6%	8
Handicap Access Contractor		0.8%	4
Heavy Construction Machinery		0.6%	3
Home Maintenance Service		2.0%	10
Home Security Company		2.6%	13
Insulation Installer		1.4%	7
Landscape Architect		2.8%	14
Mover or Moving Company		2.2%	11
New Home Builder		1.2%	6
Siding Installation or Repair Contractor		2.4%	12
Stone or Marble Company		1.4%	7
Tile Contractor		2.8%	14
Water Well Drilling Contractor		1.2%	6
Waterproofing Contractor		0.8%	4

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		14.2%	71
Carpet Cleaning Service		10.8%	54
Chimney Services		5.8%	29
Fuel or Oil Home Heating Service		4.0%	20
Furnace Cleaning Service		13.4%	67
House Cleaning Service		11.2%	56
Landscaper		7.4%	37
Lawn Care Service		17.4%	87
Pest Control Service or Exterminator		8.4%	42
Shades & Blinds Installation Service		4.2%	21
Television or Internet Service Provider		20.0%	100
Window & Door Installation		6.8%	34
Window Washing		8.0%	40
None of the above / Does not apply		38.1%	191
Awning & Tent Company		1.4%	7
Bathtub Refinishing Service		1.2%	6
Cabinet Refacing Service		2.8%	14
Home Gardening Service		1.4%	7
Home Pressure Washing Service		2.6%	13
Home Theater Installation Service		0.4%	2
Masonry Service		1.2%	6
Interior Designer		2.6%	13

Value		Percent	Responses
Key or Locksmith Service		1.2%	6
Pool Cleaning Service		0.6%	3
Wallcoverings Store		0.8%	4
Water Treatment Supply & Service		2.4%	12




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		2.4%	12
At-home Daycare		0.4%	2
Children's Clothing Store		5.0%	25
Children's Shoe Store		3.4%	17
Summer Camp		3.6%	18
None of the above / Does not apply		90.8%	454

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		6.8%	34
Animal Shelter		4.0%	20
Bird Seed Store		12.2%	61
Bird Shop		1.0%	5
Emergency Animal Hospital		1.8%	9
Feed Store		6.6%	33
Fish or Aquarium Store		3.4%	17
Pet Boarding		9.4%	47
Pet Boutique		1.6%	8
Pet Groomer		17.0%	85
Pet Sitter		6.8%	34
Pet Store		23.8%	119
Pet Trainer		2.0%	10
Pet Walker		1.8%	9
Veterinarian		42.2%	211
None of the above / Does not apply		42.8%	214

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

















Value		Percent	Responses
Realtor		5.8%	29
Real Estate Brokerage Firm		1.6%	8
None of the above / Does not apply		93.6%	468

























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

























Value		Percent	Responses
Apartment Rental Agency		3.8%	19
Developer		0.2%	1
Estate Appraiser		0.8%	4
Estate Liquidator		0.6%	3
Home Inspector		3.0%	15
Home Staging Company		0.2%	1
Manufactured or Modular Home Builder		1.4%	7
Mortgage Banker		4.4%	22
Mobile Home Dealer		0.6%	3
Mortgage Broker		1.6%	8
New Home Builder		2.0%	10
Real Estate Appraiser		3.8%	19
Real Estate Rental Agency		1.4%	7
Title & Escrow Company		3.8%	19
None of the above / Does not apply		87.0%	435

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		46.2%	231
Buffet Restaurant		10.6%	53
Chinese Restaurant		42.4%	212
Ethnic Restaurant		36.8%	184
Family Style Restaurant		34.4%	172
Fast Food Restaurant		65.8%	329
Fine Dining Restaurant		34.0%	170
Home Delivery Meals		12.0%	60
Indian Restaurant		15.8%	79
Italian Restaurant		36.8%	184
Japanese or Sushi Restaurant		17.6%	88
Mexican Restaurant		54.0%	270
Pizza Restaurant		61.6%	308
Restaurant with Lounge or Bar		36.0%	180
Thai Restaurant		21.8%	109
None of the above / Does not apply		4.6%	23

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

Value		Percent	Responses
Art Gallery		8.6%	43
Art Supply Store		11.2%	56
Bead Store		3.8%	19
Bookstore		39.6%	198
Camera Store		4.4%	22
Candle Shop		7.4%	37
Christian Book Store		3.4%	17
Christmas Store		9.2%	46
Comic Book Shop		3.4%	17
Computer Store		9.0%	45
Consignment Shop		16.4%	82
Craft Supply Store		21.2%	106
Department Store		55.0%	275
Discount Store		51.2%	256
Drugstore or Pharmacy		68.4%	342
Electronics Store		13.4%	67
Fabric Store		13.8%	69
Flea Market		14.4%	72
Florist		12.8%	64
Gift Shop		18.0%	90
Gun Shop		4.0%	20
Halloween Store		6.6%	33























Value		Percent	Responses
Herb Shop or Herbalist		3.8%	19
Hobby Shop		14.8%	74
Mobile Phone Store		14.4%	72
Music and Video Store		4.0%	20
Music Instrument Store		6.0%	30
Music Store		4.8%	24
Office Equipment & Supply Store		20.6%	103
Outlet Store		19.0%	95
Record Store		5.6%	28
Scrap Metal Dealer		4.4%	22
Shopping Center		31.8%	159
Thrift Store		37.4%	187
Toy Store		6.4%	32
Vape or Smoke Shop		3.2%	16
Vitamin or Supplement Store		8.8%	44
Wholesale, Warehouse or Club Store		26.4%	132
Yard Equipment Store		7.4%	37
Yarn Store		7.2%	36
None of the above / Does not apply		5.8%	29
Adult Video or Adult Store		2.8%	14
Cigar Store		2.0%	10
Coin Shop		2.4%	12
Equipment Rental Store		2.4%	12
Gold/Silver/Precious Metal Dealer		2.4%	12















Value		Percent	Responses
Knife Store		2.0%	10
Military Surplus Store		1.4%	7
Monument or Memorial Company		1.6%	8
Pawn Shop		2.2%	11
Religious Supply or Gift Shop		2.2%	11
Security Service		0.8%	4
Sewing Studio		2.4%	12
Sign Store		0.4%	2
Survival Store		0.8%	4
Tobacco Store		2.8%	14
Trophy or Award Store		1.4%	7
Wedding Supply Store		0.8%	4

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		21.0%	105
Free delivery		38.4%	192
Drive-thru		65.4%	327
Carryout		70.2%	351
Curbside carryout		33.8%	169
Other		5.4%	27
None of the above / Does not apply		13.2%	66

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		18.6%	93
Baby Supply & Furniture Store		3.6%	18
Bath & Accessory Store		20.6%	103
Building Supply Store or Lumber Yard		31.0%	155
Cabinet Store		4.4%	22
Carpet Store		7.4%	37
Fireplace, Wood Stove or Barbeque Store		3.0%	15
Flooring Store		12.0%	60
Frame Shop		4.6%	23
Furniture Store		20.4%	102
Hardware Store		49.8%	249
Home & Garden Store		47.6%	238
Home Decor Store		17.2%	86
Lighting Store		4.4%	22
Major Appliance Store		11.0%	55
Mattress or Bedding Store		11.4%	57
Outdoor Furniture Store		5.6%	28
Paint Store		15.0%	75
Plant Nursery & Garden Supply Store		26.2%	131
Rug Store		3.6%	18
Tool Rental Center		3.2%	16
Tool Store		4.8%	24






Value		Percent	Responses
TV & Appliance Store		7.8%	39
Used Building Supply Store		4.8%	24
Window Store		3.6%	18
None of the above / Does not apply		13.6%	68
Clock Shop		2.0%	10
Furniture Restoration Shop		1.8%	9
Futon Store		0.8%	4
Hot Tub or Spa Dealer		2.6%	13
Pool & Spa Dealer		1.6%	8
Rent-to-Own Store		0.6%	3
Small Appliance Store		2.4%	12
Solar Energy Equipment Dealer		1.8%	9
TV Store		2.6%	13
Vacuum Store		2.0%	10



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		22.8%	114
Beauty Supply Store		12.6%	63
Bridal Shop		1.0%	5
Clothing Accessories Store		21.4%	107
Jewelry Store		9.0%	45
Leather Goods Store		2.4%	12
Lingerie Store		6.6%	33
Logo Apparel Store		4.6%	23
Maternity Wear Store		0.6%	3
Men's Clothing Store		24.2%	121
Optician or Eyeglasses Store		29.8%	149
Outdoor Clothing Store		13.6%	68
Shoe Store		47.2%	236
Sportswear Store		16.4%	82
Swimwear Store		5.2%	26
Watch Store		3.0%	15
Western Wear Store		1.6%	8
Women's Clothing Store		50.2%	251
None of the above / Does not apply		20.2%	101














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		9.6%	48
Insurance Agency		10.2%	51
Legal Firm or Attorney		6.6%	33
Tax Advisor		7.4%	37
None of the above / Does not apply		76.6%	384
























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		1.8%	9
Commercial Builder		0.4%	2
Disaster Insurance		0.2%	1
Employment or Staffing Agency		2.2%	11
Graphic Designer		0.8%	4
Immigration Lawyer / Law		0.8%	4
Life Coach		1.2%	6
Private Investigator		0.2%	1
3D Printing		0.6%	3
Personal Shopping		0.8%	4
Virtual Assistance		0.6%	3
Business Consultant		0.6%	3
SEO Consultant(ion)		0.2%	1
Security Consultant		0.4%	2
Branded Merchandiser		0.4%	2
Research Study		2.0%	10
Co-working space		0.2%	1
None of the above / Does not apply		91.6%	459

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		1.0%	5
Purchase New Class B RV		0.4%	2
Purchase New Class C RV		0.8%	4
Purchase New Travel Trailer or 5th Wheel		1.2%	6
Purchase New Camper Shell		0.4%	2
Purchase New Camper Van		0.4%	2
Purchase Used Class A RV		1.0%	5
Purchase Used Class B RV		0.8%	4
Purchase Used Class C RV		1.0%	5
Purchase Used Travel Trailer or 5th wheel		1.2%	6
Purchase Used Camper Shell		0.2%	1
Purchase Used Camper Van		1.4%	7
None of the above / Does not apply		95.4%	478

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		5.8%	29
New SUV		4.8%	24
New Hybrid or Electric Vehicle		3.2%	16
Used Car		8.2%	41
Used SUV		4.6%	23
Used Truck		3.0%	15
None of the above / Does not apply		76.4%	383
New Luxury Vehicle - Under \$50,000		1.4%	7
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	5
New Luxury Vehicle - Over \$75,000		0.8%	4
New Motorcycle		0.4%	2
New Van		0.2%	1
New Minivan		0.4%	2
New Truck		2.0%	10
New Side x Side (UTV)		0.6%	3
New Sport ATV		0.6%	3
New Utility ATV		0.8%	4
Used Luxury Vehicle - Under \$30,000		1.6%	8
Used Luxury Vehicle - \$30,000 - \$50,000		0.8%	4
Used Luxury Vehicle - Over \$50,000		0.6%	3
Used Motorcycle		0.6%	3
Used Van		1.2%	6
Used Minivan		1.2%	6

Value		Percent	Responses
Used Side x Side (UTV)		0.8%	4
Used Sport ATV		0.6%	3
Used Hybrid or Electric Vehicle		1.2%	6
Used Utility ATV		0.6%	3

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










Value		Percent	Responses
Compact car		0.6%	3
Full-size car		2.2%	11
Luxury vehicle (any size)		2.0%	10
Midsize car		3.2%	16
Pickup truck		4.2%	21
Sport utility vehicle (SUV)		16.8%	84
Van or minivan		1.4%	7
None of the above		69.7%	349

**Total: 501**



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		9.6%	48
Ford		10.6%	53
GMC		4.4%	22
Honda		8.6%	43
Hyundai		4.4%	22
Jeep		4.2%	21
Kia		3.8%	19
Nissan		3.0%	15
Subaru		8.2%	41
Toyota		13.2%	66
None of the above / Does not apply		63.4%	317
Acura		1.0%	5
Audi		1.6%	8
BMW		1.0%	5
Buick		2.2%	11
Cadillac		1.6%	8
Chrysler		1.2%	6
Dodge		1.8%	9
Infiniti		1.2%	6
Land Rover		1.0%	5
Lexus		1.4%	7
Lincoln		1.0%	5



Value		Percent	Responses
Mazda		1.8%	9
Mercedes-Benz		1.0%	5
Mitsubishi		0.4%	2
Porsche		0.2%	1
Scion		0.4%	2
Suzuki		0.2%	1
Tesla		2.4%	12
Volkswagen		2.2%	11
Volvo		1.0%	5















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

Value		Percent	Responses
Yes		8.6%	43
No		91.4%	458
Total: 501			




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		1.2%	6
GPS Device (Handheld or In-Vehicle)		3.2%	16
Office Equipment		10.0%	50
Ink or Printer Cartridges		46.4%	232
Satellite Radio		2.4%	12
Satellite TV System		1.6%	8
Stereo System (Home)		1.6%	8
Wi-Fi for Home		5.8%	29
Headphones		10.6%	53
Wireless Speakers		4.4%	22
Smartwatch		6.2%	31
Compact/Mini Projector		0.6%	3
Wearable Electronics		3.8%	19
Healthcare Device		3.0%	15
Aerial Drone		2.0%	10
Assistive Technology for Hearing		2.4%	12
Smart Sports Equipment		0.8%	4
Batteries for Electronics		39.0%	195
None of the above / Does not apply		31.6%	158






















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		1.8%	9
Camera (Digital) SLR		3.2%	16
Camera Accessories or Supplies		2.0%	10
Camera Lens		1.2%	6
Computer Accessories		6.8%	34
Computer Software		5.6%	28
E-Reader (Kindle or Similar)		2.4%	12
Tablet (iPad or Similar)		7.0%	35
Personal Computer		4.8%	24
Laptop Computer		12.0%	60
TiVo or DVR		1.0%	5
4K Ultra HD TV		6.6%	33
Smart TV		9.4%	47
None of the above / Does not apply		65.6%	328






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

Value		Percent	Responses
Smartphone		31.6%	158
Prepaid Cell Phone		4.2%	21
None of the above / Does not apply		65.2%	326











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		3.0%	15
Necklaces		7.4%	37
Rings (Other)		8.0%	40
Earrings		14.2%	71
Pendants		4.8%	24
Celtic Jewelry		3.2%	16
Diamond Jewelry		4.2%	21
Gold Jewelry		4.4%	22
Silver Jewelry		6.6%	33
Gemstone Jewelry		5.2%	26
Costume Jewelry		7.4%	37
Women's Watch		3.4%	17
Women's Jewelry		11.2%	56
None of the above / Does not apply		71.6%	358
Engagement Rings		1.0%	5
Wedding Rings		1.2%	6
Pearl Jewelry		2.2%	11
Men's Jewelry		2.8%	14
Designer Jewelry		2.4%	12
Jewelry Box or Organizer		1.6%	8
Men's High-End Watch		2.2%	11

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






















Value		Percent	Responses
Auto Insurance		12.0%	60
Homeowner Insurance		10.0%	50
Life Insurance		3.0%	15
Medical (Health) Insurance		8.2%	41
None of the above / Does not apply		81.0%	405

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



















Value		Percent	Responses
Agriculture Insurance		1.2%	6
Crop Insurance		0.8%	4
Dental Insurance		26.2%	131
Disability Insurance		2.2%	11
Medicare		20.8%	104
Long Term Care Insurance		4.0%	20
Pet Insurance		3.0%	15
Professional Liability Insurance		1.6%	8
Renters Insurance		5.8%	29
None of the above / Does not apply		60.2%	301


















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

Value		Percent	Responses
Acupuncture		5.8%	29
Audiologist		7.6%	38
Chiropractic Care		18.0%	90
Counseling & Mental Health Services		9.0%	45
Checkup		44.8%	224
Hospital		5.6%	28
Medical Services		18.8%	94
Optometrist		32.2%	161
Pediatrician		3.0%	15
Primary Care		37.6%	188
Wellness Services		7.0%	35
Weight Loss Service		3.8%	19
Alternative Care		3.2%	16
Physical Therapy or Rehabilitation service provider		9.2%	46
Hearing Aid Center		5.6%	28
Prescription Drugs		48.6%	243
None of the above / Does not apply		21.0%	105
Geriatric Specialist		1.6%	8
Home Healthcare		1.8%	9
Pediatric Dentist		2.0%	10
Substance Abuse Treatment		0.4%	2


















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		1.2%	6
Bankruptcy Attorney		1.4%	7
Banking, Partnership & Business Law Attorney		1.4%	7
Child Support Attorney		0.6%	3
Criminal Law Attorney		0.4%	2
Disability & Social Security Attorney		1.4%	7
Divorce & Family Law Attorney		1.6%	8
DWI, DUI, OWI, OUI Attorney		0.4%	2
Employment Discrimination or Labor Issues Attorney		0.4%	2
General Practice Attorney		1.0%	5
Intellectual Property Attorney		0.6%	3
Malpractice Attorney		0.6%	3
Patent, Trademark & Copyright Attorney		0.6%	3
Probate Attorney		0.8%	4
Real Estate Attorney		3.0%	15
Taxation Attorney		1.2%	6
Wills, Trusts & Estates Attorney		17.2%	86
None of the above / Does not apply		77.4%	387























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		68.4%	342
Teeth Cleaning		57.2%	286
Cavity Filling		15.4%	77
Crown		16.0%	80
Oral Surgery		3.0%	15
Braces		1.6%	8
Composite Bonding		1.2%	6
Dental Implants		7.8%	39
Dental Veneers		1.4%	7
Dentures		4.2%	21
Full Mouth Reconstruction		0.4%	2
Inlays or Onlays		0.4%	2
Smile Makeover		1.0%	5
Teeth Whitening		5.0%	25
None of the above / Does not apply		14.2%	71








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

Value		Percent	Responses
Botox		3.0%	15
Breast Augmentation		0.6%	3
Breast Implants		0.6%	3
Dermabrasion		0.6%	3
Ear Surgery		0.2%	1
Eyelid Surgery		0.6%	3
Facelift		1.0%	5
Forehead Lift		0.4%	2
Hair Loss Treatment		1.2%	6
Hair Transplant		0.2%	1
Lap Band		0.8%	4
Lasik		1.4%	7
Lip Augmentation		0.6%	3
Liposuction		1.4%	7
Rhinoplasty (Nose Job)		0.4%	2
Skin Treatment		2.6%	13
None of the above / Does not apply		92.6%	463























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		48.0%	240
Use Physical Rehabilitation Services		3.2%	16
Participate in a Medical Study		3.2%	16
Receive Treatment for Back Pain		6.2%	31
Have an Eye/Vision Exam		59.4%	297
Have an Annual Physical or Checkup		61.0%	305
Have X-Rays Taken		11.8%	59
Have a Scheduled Surgery		5.8%	29
Have Blood Drawn for Testing		47.6%	238
Plan to Visit a Hospital for any Medical Service or Procedure		9.8%	49
Have Foot Problems Diagnosed or Treated		8.8%	44
Senior Travel		5.4%	27
Receive Treatment for a Sleep Disorder		4.2%	21
Use Personal Trainer or Instructor		3.0%	15
Cardiovascular Treatment		4.2%	21
Cancer Treatment		4.2%	21
Orthopaedic or Knee Surgery		4.0%	20
Nutritional Counseling		3.0%	15
Chiropractic Care		14.8%	74
Do Corrective Exercises		4.4%	22
Get Vaccinations at Drug Store or Pharmacy		23.4%	117
Get Vaccinations at Doctors Office		34.8%	174

Value		Percent	Responses
Have Cataract Surgery		3.2%	16
Discretionary Health Care and Wellness Services		4.6%	23
Have Acupuncture		5.0%	25
Women's Health Care		13.2%	66
Women's Diagnostics		3.2%	16
Topical Skincare		3.8%	19
Endocrinology Services		4.0%	20
None of the above / Does not apply		14.0%	70
Stop Smoking		1.6%	8
Receive Treatment for Vehicle or Workplace Injury		0.4%	2
Hire a Personal Care Assistant		0.4%	2
Hire a Caregiver or Respite Worker		0.8%	4
Have Safety Bars Installed in Bathroom		2.0%	10
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		0.6%	3
Spinal and Postural Screening		1.4%	7
Physiotherapy		1.4%	7
Receive Treatment for Substance Abuse		0.2%	1
Receive Aquatic Therapy		2.2%	11
Join a Weight Loss Group		1.6%	8
Have Reflexology Treatment		0.6%	3
Hire a Weight Loss Professional		0.4%	2
Receive Treatment for PTSD		1.8%	9
Online Therapy		1.2%	6

Value		Percent	Responses
In Home Medical Care		0.6%	3
Memory Care Services		0.8%	4
Medical Transportation		0.4%	2
Men's Diagnostics		2.0%	10
Infertility and Reproductive Services		0.6%	3
Infectious Disease Care		0.8%	4
Weight Loss Surgery and Procedures		1.0%	5









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

Value		Percent	Responses
Purchase Hearing Aid Batteries		5.4%	27
Have a Hearing Exam		11.2%	56
Purchase Medical Supplies or Equipment for Home		3.2%	16
Purchase Health Related Products		10.6%	53
Purchase Health and Wellness Supplements		18.8%	94
Handicap Accessible Products		4.0%	20
Purchase Prescription Eyeglasses		37.0%	185
Purchase Prescription Contact Lenses		9.4%	47
Purchase Allergy Medications		16.4%	82
Purchase Diabetes Testing Supplies		8.2%	41
Purchase Weight Loss Food Plan		3.0%	15
Discretionary Health Care and Wellness Services and Products		6.2%	31
Purchase Vitamins		45.0%	225
Purchase Hemp Based Supplements		4.0%	20
Purchase Anti Anxiety Medication or Supplements		9.0%	45
None of the above / Does not apply		30.4%	152
Purchase Phones for Loss of Sight or Hearing		0.6%	3
Purchase a "In-the-Ear" Hearing Aid		0.8%	4
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.4%	2
Purchase a Digital Hearing Aid		1.2%	6
Purchase a "Behind-the-Ear" Hearing Aid		0.6%	3
Purchase Hearing Aid Cleaning Supplies		1.2%	6



Value		Percent	Responses
Purchase a "In-the-Canal" Hearing Aid		0.4%	2
Purchase a Analog Hearing Aid		0.2%	1
Purchase Elder Care-Related Products or Services		0.8%	4
Purchase a Mobility Device		1.4%	7
Purchase Orthopedic Shoes		2.4%	12
Purchase Home Medical Testing Equipment or Supplies		1.4%	7
Purchase "Aging in Place" Products		1.0%	5
Purchase a Medical Alert Service		1.0%	5
Purchase Blood Pressure Monitoring Device		1.8%	9
Purchase Weight Loss Supplements		2.6%	13














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

Value		Percent	Responses
Purchase a Funeral Plot		1.0%	5
Pre-purchase a Funeral Plot or Cremation Service		5.2%	26
Purchase a Monument or Headstone		2.6%	13
Use a Funeral Planner		1.6%	8
Purchase Flowers for a Funeral		2.2%	11
Use a Cremation Service		1.8%	9
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	3
None of the above / Does not apply		90.2%	451



















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

Value		Percent	Responses
Aging in Place Services		1.2%	6
Find Home for Aging Parent		0.8%	4
Memory Care Services		0.8%	4
Move into a Independent Senior Housing Community		1.0%	5
Move into a Assisted Living Facility		0.4%	2
Move into a Nursing Home		0.8%	4
Move into a Alzheimer's Care Facility		0.2%	1
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.2%	1
Move into Residential Care Home		0.4%	2
Utilize a Respite Provider		0.2%	1
Seek Senior Care/Companionship		0.6%	3
Wheelchair - Mobility Store		1.0%	5
None of the above / Does not apply		96.0%	480













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

Value		Percent	Responses
Open Checking Account		3.4%	17
Open Savings Account		4.0%	20
Online Banking		41.2%	206
Manage Investments		21.4%	107
Manage Retirement Accounts		19.6%	98
Mortgage Line of Credit		4.8%	24
Financial Consulting		15.4%	77
Financial Services		14.0%	70
Safe Deposit Box Rental		8.8%	44
Obtain New Credit Card		3.8%	19
Use Vehicle Title Loan Company		1.4%	7
Tax Preparation		30.8%	154
None of the above / Does not apply		36.0%	180























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		7.0%	35
Cash App		1.8%	9
Certificates of Deposit		8.6%	43
City or State Bonds		2.4%	12
Collectibles, Antiques or Art		4.4%	22
Common or Preferred Stock		12.0%	60
Corporate Bonds or Debentures		2.8%	14
401(k)		24.2%	121
Gold or Precious Metals		2.0%	10
IRA		17.6%	88
Money Market Funds		13.2%	66
Mutual Funds		19.4%	97
Non-US Stocks		3.6%	18
Options		1.6%	8
US Savings Bonds		1.6%	8
US Treasury Notes		1.2%	6
Coins or Stamps		2.8%	14
None of the above / Does not apply		49.6%	248

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

Value		Percent	Responses
Agriculture Loan		1.0%	5
Business Equipment Loan		0.6%	3
Carpeting or Furniture Loan		0.6%	3
College Expenses Loan		0.6%	3
College Tuition Loan		2.8%	14
Debt Consolidation Loan		1.2%	6
Medical Expenses Loan		0.4%	2
New Vehicle Loan		3.8%	19
Used Vehicle Loan		5.8%	29
Vacation or Travel Loan		0.6%	3
Wedding Loan		0.4%	2
None of the above / Does not apply		87.4%	437












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

Value		Percent	Responses
Athletic Apparel		29.0%	145
Athleisure Clothing & Apparel		29.6%	148
Coats		19.0%	95
Dress Shoes		12.4%	62
Nail Polish		16.4%	82
Eyewear or Sunglasses		43.8%	219
Handbags		15.2%	76
Hats		11.2%	56
Intimate Apparel		20.6%	103
Jewelry or Accessories		14.2%	71
Watches		6.6%	33
Leisure Wear / Sweatpants		31.0%	155
Luggage or Bags		3.4%	17
Perfume		14.0%	70
Men's Apparel		41.8%	209
Men's Shoes		33.8%	169
Men's Underwear		34.8%	174
Women's Apparel		61.2%	306
Women's Pajamas or Sleepwear		30.0%	150
Women's Shoes		41.8%	209
Women's Underwear		42.8%	214
Socks		40.0%	200

Value		Percent	Responses
Scarves		6.0%	30
Outerwear		19.0%	95
None of the above / Does not apply		8.4%	42
Uniforms		2.0%	10
Western Clothing		1.4%	7










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		5.2%	26
Children's Pants		9.2%	46
Children's T-Shirts		9.8%	49
Children's Dresses		4.4%	22
Children's Pajamas or Sleepwear		8.4%	42
Children's Socks		8.4%	42
Children's Shorts		8.6%	43
Infant Clothing		4.4%	22
Children's School Uniform		1.6%	8
Children's Athletic Clothing		8.0%	40
None of the above / Does not apply		83.8%	419























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)		42.2%	211
Boots (Men's)		9.6%	48
Cowboy Boots (Men's)		1.6%	8
Work & Safety (Men's)		7.0%	35
Sneakers		27.0%	135
Classic & Fashion Sneakers (Women's)		16.6%	83
Work & Safety (Women's)		1.4%	7
Cowboy Boots (Women's)		1.0%	5
Athletic & Outdoor Shoes (Women's)		44.6%	223
Athletic & Outdoor Shoes (Children's)		8.0%	40
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		25.2%	126

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		12.8%	64
Have Clothing Dry Cleaned		22.6%	113
Have Shoes Repaired		7.6%	38
Rent or Purchase a Costume		1.2%	6
Wash Clothing at a Laundromat		6.6%	33
Purchase Custom Made Clothing Items		1.0%	5
None of the above / Does not apply		65.4%	327






















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)		9.6%	48
Bicycle Tune-Up or Repair		12.8%	64
Bicycle Rental		4.0%	20
Camping or Hiking Equipment		10.2%	51
Exercise or Fitness Equipment		11.8%	59
Fishing Rods or Reels		6.8%	34
Fishing Bait or Attractant		12.6%	63
Fishing Accessories		12.8%	64
Golf Clubs or Equipment		10.6%	53
Ammunition		9.0%	45
Running or Jogging Equipment		4.4%	22
Skiing Equipment		3.6%	18
Sports Memorabilia		3.2%	16
Swimming Gear		6.2%	31
Weight Lifting Equipment		4.8%	24
Used Sporting Equipment		3.4%	17
Rifle		3.0%	15
Hand Gun		5.0%	25
Shotgun		3.2%	16
None of the above / Does not apply		47.1%	236
Archery Equipment		2.4%	12
Bicycle or Mountain Bike (Child)		1.4%	7

Value		Percent	Responses
High End Bicycle		1.4%	7
Hunting Gear		2.8%	14
Scuba, Diving or Snorkeling Equipment		1.8%	9
Soccer Equipment		2.4%	12
Sports Equipment (Children)		2.4%	12
Trampoline		1.4%	7
Trophies or Plaques		0.8%	4

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		32.1%	161
Bedding Flowers or Perennials		41.5%	208
Chainsaw		3.0%	15
Fertilizer		24.8%	124
Flower Pots		20.0%	100
Garden Ornaments		11.0%	55
Gravel or Rock		10.2%	51
Hand Garden Tools		12.4%	62
Landscaping		9.6%	48
Indoor Garden Supplies		6.0%	30
Decorative Rock		8.6%	43
Lawn Seed, Turf or Sod		10.2%	51
Outdoor Fireplace or Fire Pit		4.6%	23
Outdoor Furniture		9.2%	46
Outdoor Grill		7.4%	37
Patio Furniture		5.4%	27
Power Garden Tools		3.2%	16
Propane		15.2%	76
Lawn Mower (Push)		3.8%	19
Shrubbery or Trees		9.6%	48
Stone (Cast, Crushed or Natural)		4.6%	23
Storage Shed		3.0%	15

Value		Percent	Responses
Insect or Fungus Control Products		11.4%	57
None of the above / Does not apply		29.1%	146
Fountains		1.8%	9
Gate		1.8%	9
Gazebo		1.2%	6
Insects (Bees or Other Beneficial Species)		1.8%	9
Patio Heater		1.4%	7
Outdoor Infrared Heater or Fireplace		0.6%	3
Outdoor Smoker		1.0%	5
Outdoor Kitchen Equipment		0.6%	3
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		2.6%	13
Pole Shed		2.0%	10
Portable Outdoor Heater		0.6%	3
Lawn Mower (Riding)		2.6%	13
Rototiller		0.6%	3
Screen Porch		1.6%	8
Leaf Blower		2.4%	12
Outdoor Garden Flags		2.4%	12
Snow Blower		2.0%	10
Greenhouse		1.8%	9























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		52.8%	264
Book Hotel Room		57.8%	289
Book Local Lodging for Guests		5.6%	28
Business Travel		7.0%	35
Buy Luggage		3.2%	16
Buy Travel Tickets		22.6%	113
Gamble at a Casino		14.4%	72
Golf Vacation		3.0%	15
Hotel or Resort Stay		39.8%	199
International Travel		14.8%	74
Play Bingo		4.6%	23
Rent a Car		23.4%	117
Stay at a Casino		6.0%	30
Take a Cruise		6.6%	33
Train Trip		8.6%	43
Travel Packages		9.0%	45
Use a Travel Agent or Agency		7.6%	38
Vacation Inside Home State		30.4%	152
Vacation Outside Home State (within the Continental US)		41.2%	206
None of the above / Does not apply		17.0%	85
Charter a Boat		2.6%	13
Chartered Fishing Trip		2.8%	14


























Value		Percent	Responses
Rent RV		2.4%	12
Ski Resort Stay		2.2%	11
Stay at an RV Park		2.8%	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		16.0%	80
Bird Seed		20.6%	103
Cat Food		25.7%	129
Dog Food		32.1%	161
Fish Food		4.2%	21
Specialized Pet Food		3.8%	19
Other Pet Food		5.0%	25
Pet Accessories		18.2%	91
Pet Clothing		4.6%	23
Pet Toys		22.6%	113
Fish Supplies		3.4%	17
Annual Pet Vaccinations		35.7%	179
Annual Pet Checkups		37.1%	186
Adopt or Rescue a Pet		7.6%	38
Purchase Pet Medication		10.8%	54
Board a Pet Overnight		7.6%	38
Pet Dental Care		7.0%	35
Pet Grooming Services		14.2%	71
Pet Sitting Services		6.0%	30
None of the above / Does not apply		38.5%	193
Pet Enclosure		0.8%	4
Aquarium or Tank		1.2%	6



















Value		Percent	Responses
Disease Diagnosis		1.8%	9
Find a New Veterinarian		2.2%	11
Pet Travel Cage		1.4%	7
Pet Travel Accessories		1.6%	8
Cremation or Burial Services		1.4%	7
Purchase a Pet		2.6%	13
Holistic or Alternative Pet Care		1.8%	9
Pet Tracking Device		1.6%	8
Animal Training Classes		2.8%	14
Hemp Based Pet Supplements		1.4%	7
THC Based Pet Supplements		1.4%	7
Holistic or Alternative Pet Supplements		1.8%	9
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	10











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

Value		Percent	Responses
Add or Replace Deck		5.8%	29
Add a Fence or Wall Structure		5.8%	29
Remodel Kitchen		4.2%	21
Remodel Bathroom		7.8%	39
Build a Storage Shed		3.4%	17
General Remodeling		7.6%	38
Resurface or Build New Driveway		4.2%	21
Sealcoating		3.2%	16
Replace Carpet		8.4%	42
Asphalt Resurfacing		3.2%	16
Replace Flooring		11.4%	57
Replace Windows		7.6%	38
None of the above / Does not apply		58.6%	293
Add a Room		1.4%	7
Add a Home Office		1.6%	8
Remodel Closet		1.4%	7
Cabinet Refacing or Resurfacing		2.6%	13
Refinish Bathtub		1.2%	6
Install a Glass Shower		2.4%	12
Remodel or Finish Basement Living Area		2.6%	13
Replace Garage Door		2.4%	12
Build a Garage		1.8%	9
Build Out-Building		1.2%	6























Value		Percent	Responses
Have Furniture Restored		1.8%	9
Add a Swimming Pool		2.2%	11
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		1.6%	8
Install a Stair Lift		0.4%	2
Install "Aging In Place" Products		1.2%	6
Install a Solar Energy System		1.8%	9
Install Security or Monitoring System		1.2%	6
Stone or Marble Work (Bathroom or Kitchen)		2.6%	13
Asphalt Repair		1.2%	6
Residential Paving		1.6%	8
Build a "Tiny House"		0.6%	3
Install Handicap Accessible Addition		0.6%	3

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

Value		Percent	Responses
Ceramic Tile		7.0%	35
Decking		6.4%	32
Doors (Exterior)		8.2%	41
Doors (Interior)		4.4%	22
Electrical Supplies		6.6%	33
Furnace		3.8%	19
Fencing		5.2%	26
Hand Tools		7.4%	37
Hardwood Products		4.2%	21
Home Security Doorbell Camera		4.2%	21
Kitchen Cabinets		4.6%	23
Lighting and Fixtures		8.0%	40
Lumber		9.6%	48
Molding		3.8%	19
Paint (Exterior)		8.0%	40
Paint (Interior)		20.2%	101
Plywood		4.8%	24
Plumbing Supplies		6.6%	33
Power Tools		3.8%	19
Rain Gutters		5.4%	27
Roofing (Other)		3.0%	15
Water Softener System or Supplies		7.8%	39

Value		Percent	Responses
Windows		8.0%	40
None of the above / Does not apply		48.6%	243
Generator		2.4%	12
Mill Work		2.6%	13
Roofing (Composition)		2.6%	13
Security Door		1.2%	6
Security Locks		2.2%	11
Siding		2.4%	12
Wood Stove or Fireplace		1.0%	5
Window Guards		0.4%	2























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

Value		Percent	Responses
Air Conditioning Repair		6.8%	34
Air Duct Cleaning		8.4%	42
Appliance Repair		3.8%	19
Carpenter or Woodworking		5.4%	27
Carpet Cleaning		14.4%	72
Chimney Cleaning & Repair		4.2%	21
Concrete Repair		3.6%	18
Drywall Installation or Repair		5.4%	27
Electrical Repair		5.2%	26
Flooring - Ceramic Tile (Installation or Repair)		3.6%	18
Flooring - Laminate (Installation or Repair)		5.4%	27
Flooring - Wood (Installation or Repair)		4.4%	22
Flooring - Other (Installation or Repair)		4.2%	21
Furnace Cleaning		13.2%	66
Gutter Installation or Repair		4.2%	21
Handyman Services		12.6%	63
Home Repair		4.0%	20
Home Remodel		3.2%	16
None of the above / Does not apply		45.6%	228
Alternative Energy Systems Installation		1.0%	5
Alternative Energy Systems (Service or Repair)		1.0%	5
Blinds Cleaning		2.4%	12

























Value		Percent	Responses
Electrical Panel Replacement		1.4%	7
Excavation & Wrecking		0.8%	4
Fire & Water Damage Restoration		0.2%	1
Flooring - Linoleum (Installation or Repair)		2.6%	13
Foundation Repair		0.8%	4
Furnace Repair		2.8%	14
Furniture Reupholster		0.8%	4
Gardening Services		2.8%	14
Heating Repair		2.0%	10
Home Computer Repair		1.2%	6
Home Electronics Repair		0.2%	1
Home Heating Oil or Fuel Service		1.4%	7



















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		10.0%	50
Black Top Contractors		4.2%	21
Junk or Yard Waste Removal		4.4%	22
Recycle		7.6%	38
Landscaping Service		9.0%	45
Painting		12.0%	60
Pest Control		5.2%	26
Plumbing Repair		3.8%	19
Pressure Washing		4.0%	20
Preventative Home Maintenance		3.0%	15
Septic Tank Cleaning or Repair		4.8%	24
Snow Removal		8.8%	44
Trash Removal		8.8%	44
Window Installation		6.0%	30
Window Washing		7.6%	38
Computer Repair		3.0%	15
None of the above / Does not apply		46.8%	234
Home Security Service		1.8%	9
Insulation Installation or Maintenance		1.0%	5
Interior Design		2.6%	13
Sell Scrap Metal		2.4%	12
Movers		2.6%	13























Value		Percent	Responses
Mold Inspection or Removal		1.0%	5
Party Equipment Rental		1.2%	6
Pool Cleaning Service		0.6%	3
Roof Repair		2.6%	13
Security System		2.8%	14
Siding Replacement		1.2%	6
Solar Heating or Power System Installation or Repair		1.2%	6
Stucco or Exterior Coating		1.2%	6
Tool Rental		1.8%	9
Tornado or Storm Shelter Building or Repair		0.4%	2
Water Well Drilling		0.4%	2
Waterproofing		0.8%	4
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.6%	3
Mobile or Cell Phone Repair		2.4%	12

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

Value		Percent	Responses
Air Conditioning (Buy)		4.8%	24
Batteries (Home or Office)		41.8%	209
Candles		17.8%	89
Clocks		3.4%	17
Curtains or Drapes		9.0%	45
Cutlery, Flatware or Silverware		3.2%	16
Firewood		5.6%	28
Flooring Tile		4.2%	21
Floral Arrangements		9.0%	45
Hardwood Flooring		3.8%	19
Home Decor or Decorating		11.4%	57
Indoor Flowers		10.4%	52
King Size Bed		3.2%	16
Laminate Flooring		4.8%	24
Linens (Bathroom)		12.6%	63
Linens (Bedroom)		16.2%	81
Linens (Dining Room or Kitchen)		4.6%	23
Picture Frames		7.2%	36
Remote Home Monitoring Video Camera		3.4%	17
Smoke Alarm or Detector		3.0%	15
Storage Boxes or Tubs		5.2%	26
Toilet Paper		64.0%	320


















Value		Percent	Responses
Water Purification System (Drinking)		3.8%	19
Window Blinds (Venetian or Mini)		4.6%	23
Window Coverings		5.6%	28
None of the above / Does not apply		20.8%	104
Awning		2.0%	10
Country or State Flags		2.4%	12
Ductless Heat Pumps		0.6%	3
Emergency Preparedness Kit or Supplies		2.2%	11
Hot Tub or Spa (New)		1.2%	6
Hot Tub or Spa (Used)		0.6%	3
Safe		2.4%	12
Sewing Machine		1.4%	7
Shutters		0.8%	4
Signs or Banners		1.0%	5
Solar Water Heater		0.8%	4
Sports Team Flags		1.2%	6
Twin Size Bed		1.6%	8
Wallpaper		2.0%	10

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

Value		Percent	Responses
Carpeting		10.0%	50
Closet System		3.4%	17
Fine Art (Paintings, Pottery, Etc.)		5.0%	25
Furnace		3.0%	15
Furniture (Bedroom)		8.2%	41
Furniture (Dining Room)		3.2%	16
Furniture (Living Room)		12.8%	64
Innerspring Mattress		3.6%	18
Memory Foam Mattress		4.6%	23
Pillow Top Mattress		4.0%	20
Reclining Chair		6.4%	32
Rugs		9.6%	48
Water Heater		3.2%	16
None of the above / Does not apply		55.6%	278
Crib		0.6%	3
Custom Built Furniture		1.8%	9
Foam Mattress		2.2%	11
Furniture (Children's)		1.0%	5
Furniture (Home Office)		2.8%	14
Futon		0.6%	3
Gas Burning Freestanding Stoves		1.0%	5
Latex Mattress		0.6%	3















Value		Percent	Responses
Oriental Carpeting		0.4%	2
Queen Size Bed		2.8%	14
Reclaimed Wood Furniture		0.6%	3
Reconditioned Furniture		1.2%	6
Rugs (Persian)		0.8%	4
Swimming Pool (Above Ground)		0.6%	3
Swimming Pool (In-Ground)		1.4%	7
Tankless Water Heater		1.8%	9

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		8.4%	42
Fine Art		5.0%	25
Photographs		7.8%	39
Pottery		5.6%	28
Blown Glass		3.0%	15
Stone Carvings		1.2%	6
Sculpture		2.4%	12
Artistic Wall Decor		8.4%	42
Wood Carvings		1.6%	8
Poster Art		3.2%	16
Religious Art		1.4%	7
Stained Glass		3.0%	15
Ceramics		4.0%	20
Metal Work Art		3.0%	15
Music Memorabilia		2.8%	14
Movie Memorabilia		1.8%	9
None of the above / Does not apply		75.6%	378










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
























Value		Percent	Responses
Refrigerator		8.2%	41
Dishwasher		5.8%	29
Freezer		2.2%	11
Range		4.6%	23
Oven		4.2%	21
Washer		4.6%	23
Dryer		3.6%	18
Blender		3.2%	16
Instant Pot		2.2%	11
Microwave		5.8%	29
Window Air Conditioner		1.6%	8
Coffee or Espresso Machine		7.8%	39
Vacuum Cleaner		6.2%	31
None of the above / Does not apply		68.2%	341

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

Value		Percent	Responses
Aftermarket Products		4.4%	22
Battery		7.0%	35
Floor Mats		3.6%	18
Seat Covers		3.2%	16
Tires		15.8%	79
Wiper Blades		24.4%	122
None of the above / Does not apply		56.0%	280
Canopy		0.2%	1
Cargo Trailer		0.6%	3
Child Car Seat		1.2%	6
Grill Guard		0.4%	2
Ground Effects		0.2%	1
Lights		2.8%	14
Mirror(s)		0.6%	3
Motorcycle Accessories		1.2%	6
Motorcycle Parts		2.0%	10
Performance Parts		0.6%	3
RV Accessories or Supplies		2.0%	10
Roof Rack		2.2%	11
Running Boards		0.4%	2
Step Bar		0.4%	2
Stereo System (Auto, Car or Truck)		1.2%	6

Value		Percent	Responses
Tool Box		0.4%	2
Trailer Hitch		2.0%	10
Truck Bed Liner		0.6%	3
Visor		0.4%	2
Wheels or Rims		1.4%	7
Winch		0.6%	3
Window Tinting Equipment (Auto)		0.6%	3

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		4.6%	23
60,000 Mile Service		7.2%	36
100,000 Mile Service		9.0%	45
Auto Detailing		6.4%	32
Auto Repair (General)		8.2%	41
Alignment		8.6%	43
Body Work		3.6%	18
Brake Replacement, Adjustment		4.0%	20
Car Wash		51.6%	258
Gas or Service Station Services		23.0%	115
Oil Change or Lube		52.6%	263
Preventative Maintenance		21.2%	106
Tire Mounting or Installation		4.8%	24
Tune-Up		12.8%	64
None of the above / Does not apply		20.4%	102
Auto Warranty Work (Work Covered by Warranty)		1.6%	8
Car Rental		2.8%	14
Electrical Repair		1.0%	5
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.0%	5
Motor Repair or Replacement		0.8%	4
Motorcycle Repair		1.4%	7
Muffler		1.6%	8
Painting		1.0%	5

Value		Percent	Responses
RV Maintenance or Service		1.4%	7
Safety Inspection		2.6%	13
Shocks		0.6%	3
Smog Check		0.4%	2
Stereo Installation		0.6%	3
Transmission or Clutch Repair		0.8%	4
Upholstery Repair		0.8%	4
Vehicle Air Conditioning Repair		2.0%	10
Vehicle Storage		1.0%	5
Vehicle Towing		0.6%	3
Windshield or Glass Repair		2.6%	13
Windshield or Window Tinting		1.0%	5

















87. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bath and Body Products		49.4%	247
Beauty Products		33.8%	169
Cosmetics		35.4%	177
Babysitting		2.0%	10
Facial		12.0%	60
Hair Care Products		54.2%	271
Hair Coloring		27.8%	139
Hair Cut		71.2%	356
Hair Removal		4.2%	21
Hair Extensions, Wigs or Weaves		1.6%	8
Manicure		14.4%	72
Massage Therapy		20.6%	103
Pedicure		27.6%	138
Skin Cleaning Products		20.8%	104
Skin Repairing / Conditioning Products		7.8%	39
Tanning Bed or Spray Tan		1.8%	9
Tattoo or Piercing		6.6%	33
None of the above / Does not apply		9.0%	45

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)		44.6%	223
Books (Used)		36.6%	183
Books (Children's)		13.2%	66
Board Games		18.0%	90
Lottery Ticket		32.6%	163
Collectibles		9.4%	47
Comics		3.8%	19
Graphic Novels		5.0%	25
Computer Games		8.0%	40
Magazines		31.2%	156
Toys		10.2%	51
Video Console Games		7.8%	39
None of the above / Does not apply		21.4%	107







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

Value		Percent	Responses
Gems, Rocks & Minerals		3.4%	17
Ceramics and Pottery		3.0%	15
Collectables		6.8%	34
Do-It-Yourself (DIY)		14.8%	74
Games or Puzzles		23.2%	116
Beer Brewing Supplies		1.6%	8
Wine Making Supplies		1.4%	7
Jewelry Making Supplies or Beads		5.0%	25
Knitting		11.8%	59
Making Arts and Crafts		9.6%	48
Paper Crafts		4.0%	20
Quilting		5.0%	25
Scrapbooking		3.0%	15
Toy Collecting		2.0%	10
Trains, Plane & Car Model Kits		2.8%	14
None of the above / Does not apply		48.8%	244













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











Value		Percent	Responses
Attend Online College or University (Part Time)		4.2%	21
Online Continuing Education Courses		4.8%	24
Online Language Lessons (Adult)		5.2%	26
Arts or Crafts Lessons (Adult)		5.6%	28
Cooking Lessons (Adult)		3.4%	17
Attend a Free Lecture or Seminar		15.4%	77
Attend Paid Online Lecture, Seminar or Special Class		6.0%	30
Yoga, Pilates, or Zumba		10.4%	52
Personal Physical Training		3.8%	19
Attend an Online Local Workshop		6.8%	34
None of the above / Does not apply		59.6%	298
Attend Online College or University (Full Time)		2.4%	12
Attend Online Graduate School		1.0%	5
Attend Online Classes at Community College		2.6%	13
Learning Center		0.2%	1
Culinary School		0.4%	2
Online Trade School		0.2%	1
Online Professional Certification or Accreditation Courses		2.4%	12
Online Music Lessons (Adult)		1.4%	7
Sports Lessons (Adult)		1.6%	8
Online Real Estate Classes		0.4%	2
Online Child Education or Tutoring		0.2%	1

Value		Percent	Responses
Dance Lessons		1.8%	9
Online Music Lessons (Child)		0.4%	2
Sports lessons (Child)		2.4%	12
Arts or Crafts Lessons (Child)		1.0%	5
Change Online School		0.2%	1
Attend an Online Religion Based School		0.8%	4





















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

Value		Percent	Responses
Brushes		11.4%	57
Oil paints		3.6%	18
Acrylic Paints		10.6%	53
Markers		11.0%	55
Specialty Paper		9.6%	48
Fabric Craft Supplies		6.2%	31
Beads		4.2%	21
Art Pencils and Pens		11.4%	57
Scrapbooking Supplies		4.2%	21
None of the above / Does not apply		72.4%	362

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		0.2%	1
Drums		1.8%	9
Flute		0.2%	1
Acoustic Guitar		3.4%	17
Electric Guitar		1.8%	9
Electric Keyboard		0.8%	4
Piano		1.0%	5
Piano (High End)		0.2%	1
Violin		0.4%	2
None of the above / Does not apply		92.6%	463

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

Value		Percent	Responses
Greek		16.8%	84
French		6.4%	32
Asian		37.8%	189
German		9.6%	48
American (New)		37.6%	188
Italian		52.8%	264
Cajun or Creole		13.2%	66
Indian		16.2%	81
Chinese		50.6%	253
American (Traditional)		74.4%	372
Thai		23.6%	118
Middle Eastern		11.0%	55
Japanese		16.8%	84
Mexican		63.8%	319
Vietnamese		11.0%	55
Southern		12.0%	60
Tex-Mex		25.2%	126
Spanish		6.4%	32
Mediterranean		21.8%	109
None of the above / Does not apply		5.8%	29

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		19.2%	96
Fish & Chips		33.4%	167
Golf Course Restaurant, Bar or Snack Bar		12.0%	60
Barbeque		33.8%	169
Deli		27.4%	137
Breakfast or Brunch		51.0%	255
Appetizers		44.8%	224
Dessert		26.8%	134
Chicken Wings		22.4%	112
Hamburgers		63.4%	317
Chicken		43.2%	216
Frozen Yogurt		11.8%	59
Live or Raw food		3.4%	17
Tapas or Small Plates		7.4%	37
Theme Restaurants		6.0%	30
Soup		25.0%	125
Salad		43.0%	215
Pizza (Dine In)		22.0%	110
Pizza (Delivery)		29.4%	147
Steak		30.0%	150
Juice or Smoothies		12.4%	62
Sandwiches		55.6%	278
Pizza (Carry Out)		49.2%	246









Value		Percent	Responses
Pizza (Take & Bake)		21.0%	105
Seafood		38.4%	192
Vegan		4.2%	21
Steakhouse		22.2%	111
Sushi		16.8%	84
Vegetarian		11.2%	56
Pho		7.6%	38
None of the above / Does not apply		5.2%	26

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










Value		Percent	Responses
Purchase Home in Senior Housing Community		0.6%	3
Purchase Commercial or Business Property		0.4%	2
Purchase Condominium or Townhouse		1.8%	9
Purchase Manufactured or Modular Home		0.6%	3
Purchase Investment Property		1.2%	6
Purchase Personal Residence		3.0%	15
Purchase Custom Built Home		1.4%	7
Purchase Residential Real Estate at an Auction		0.4%	2
Purchase Land or Agricultural Property		1.8%	9
Purchase Vacation Property		1.6%	8
None of the above / Does not apply		92.2%	462









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

Value		Percent	Responses
Sell Personal Residence		3.0%	15
Sell Vacation Property		1.0%	5
Sell Condominium or Townhouse		1.0%	5
Sell Investment Property		0.8%	4
Sell Land or Agricultural Property		0.2%	1
Sell Manufactured or Modular Home		0.2%	1
Plan to Sell Home in Master-Planned Community		0.2%	1
None of the above / Does not apply		94.6%	474











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

Value		Percent	Responses
Rent New Apartment		4.8%	24
Rent House (Residence)		3.4%	17
Rent Manufactured or Modular Home		0.8%	4
Rent or Lease Commercial Property		0.4%	2
Rent Agricultural Land		0.4%	2
Rent Subsidized Housing		1.2%	6
Rent Condo/Townhouse		4.0%	20
Rent Section 8 Housing		0.4%	2
None of the above / Does not apply		89.8%	450



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		2.8%	14
Use a Realtor to Buy Real Estate		3.6%	18
Use a Realtor to Buy and Sell Real Estate		3.2%	16
Plan to Sell Property Myself		0.8%	4
Use a Real Estate Broker		2.2%	11
None of the above / Does not apply		91.2%	457



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

Value		Percent	Responses
New Home Loan		4.2%	21
Home Remodel or Renovation Loan		1.6%	8
Business Construction Loan		0.2%	1
Home Construction Loan		1.2%	6
Equity Loan		2.6%	13
Land Loan		0.6%	3
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		1.2%	6
Refinance Home		4.0%	20
None of the above / Does not apply		88.2%	442


















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		73.5%	368
No, don't know who to call		26.5%	133
Total: 501			





















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		73.9%	370
No, don't know who to call		26.1%	131
Total: 501			

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		24.0%	120
Craft Beer		39.6%	198
Champagne		15.6%	78
Premium Hard Alcohol or Spirits		26.0%	130
White Wine		42.4%	212
Red Wine		44.2%	221
Major Brand Cigarettes		4.8%	24
Recreational Marijuana		5.6%	28
Marijuana Accessories		4.2%	21
Smokeless Tobacco		0.8%	4
Pipe Tobacco		1.0%	5
Discount Cigarettes		3.0%	15
Discount Hard Alcohol or Spirits		11.4%	57
Domestic Beer		42.8%	214
Electronic Cigarette Supplies		1.8%	9
Alcoholic Cider		14.6%	73
None of the above / Does not apply		22.8%	114

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		4.0%	20
Marijuana Delivery		0.8%	4
Cannabis Dry Flower/Bud		3.6%	18
Cannabis Edibles		7.4%	37
Cannabis Tinctures		2.0%	10
Cannabis Vaporizers		1.4%	7
Cannabis Cleaning Tools or Supplies		1.2%	6
Cannabis Concentrates		1.4%	7
Cannabis Pre-Rolls		2.2%	11
Organic Cannabis Products		1.4%	7
Cannabis Oil		4.0%	20
Cannabis Beauty & Skin Care Products		2.4%	12
Cannabis Beverages		1.6%	8
Cannabis Chocolates		3.0%	15
Medical Cannabis		0.8%	4
CBD Cannabis		6.6%	33
CBG Cannabis		0.8%	4
Recreational Cannabis		4.8%	24
Medical Cannabis		0.8%	4
None of the above / Does not apply		83.8%	419









104. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the NEXT MONTH?  
(Check all that apply.)

Value		Percent	Responses
Bulk or Discounted Food Items		24.8%	124
Specialty Teas		16.4%	82
Specialty Coffee		36.7%	184
Gourmet Deli Counter Items		25.3%	127
Cookies		43.1%	216
Potato Chips		62.9%	315
Soft Drinks		51.3%	257
Energy Drinks		13.4%	67
Energy Bars		18.6%	93
Birthday Cake		18.2%	91
Beef Jerky or Meat Sticks		24.2%	121
Candy		43.9%	220
Fruit		77.8%	390
Nuts		67.5%	338
Chocolates		50.5%	253
Ice cream		70.9%	355
Artisan Bread		41.9%	210
Artisan Meats		11.2%	56
Sports Drinks		15.8%	79
Artisan Condiments		9.8%	49
Canned Sauces		37.9%	190
Chicken		81.8%	410

Value		Percent	Responses
Pork		53.5%	268
Beef		63.7%	319
Game Meats		3.0%	15
Fish		63.3%	317
Snack Mixes		28.9%	145
Vegetables		69.1%	346
Frozen Entrees		45.3%	227
Meal Kit Prep & Delivery		5.2%	26
Locally Raised Beef, Pork, Poultry		31.1%	156
Locally Grown Fruit and Vegetables		68.1%	341
Locally Produced Honey		26.5%	133
Organic Food		28.3%	142
Pickled Vegetables		18.6%	93
Artisan Cheese		36.7%	184
Alternative "Meat" Products		16.0%	80
Sausage		44.3%	222
Donuts		37.3%	187
Pastries		35.1%	176
Juice		48.7%	244
Olives		44.1%	221
Meal Kits		6.2%	31
Mac and Cheese		36.5%	183
Pizza		71.5%	358
Cookie Dough		12.0%	60

Value		Percent	Responses
Cereal		64.5%	323
Bagged Salad		55.5%	278
None of the above / Does not apply		1.6%	8




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

Value		Percent	Responses
Coupons		8.6%	43
Quality		38.9%	195
Selection		34.3%	172
Excellent Customer Service		6.4%	32
Clean Environment		8.0%	40
None of the above / Does not apply		3.8%	19








**Total: 501**

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		32.8%	164
Attend Online Religious or Spiritual Services		15.0%	75
Consider Leaving Current Job for Better Opportunity		6.0%	30
Donate to a Charity		61.0%	305
Donate to a Church		33.6%	168
Donate to Political Party or Government Representative		19.2%	96
Find New Local Golf Course		4.6%	23
Volunteer at Church		14.6%	73
Volunteer for Nonprofit Group		27.2%	136
Retire		3.8%	19
Vote in Upcoming Local Elections		56.4%	282
Vote in Upcoming State or National Elections		58.8%	294
Purchase Season Tickets for Performing Arts		8.0%	40
Attend a Holiday Themed Performance		15.4%	77
Community Activity		31.6%	158
Support an Organization		23.0%	115
Make a Donation		44.0%	220
Register to Vote		8.0%	40
None of the above / Does not apply		9.4%	47
Join a Golf Course		0.2%	1
Use Drone Photography Services		0.4%	2
Join a new Church		1.8%	9
Donate Vehicle		1.2%	6

Value		Percent	Responses
Have a Baby		0.6%	3
Get Married		1.2%	6
Look into Private Schooling for Children		0.4%	2

























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		9.8%	49
Go Mountain Biking		7.0%	35
Go Camping		23.8%	119
Go Hiking		34.4%	172
Go Fishing		23.4%	117
Go Backpacking		7.6%	38
None of the above / Does not apply		47.0%	235

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		52.4%	262
Arts and Entertainment		35.4%	177
Automotive - (General)		20.4%	102
Automotive - (New Vehicle Dealership)		17.2%	86
Automotive - (Used Vehicle Dealership)		15.6%	78
Automotive - (Auto Parts store)		11.2%	56
Automotive - (Auto Repair business)		7.6%	38
Automotive - (Auto Body shop)		5.0%	25
Tire Business		19.0%	95
Beauty and Spa Related Businesses		18.0%	90
Child Related Businesses		4.6%	23
Community and State Services		22.0%	110
Education		11.0%	55
Employment Related Businesses		7.0%	35
Event Planning and Services		9.2%	46
Family Activity Related Businesses		10.8%	54
Farm Equipment and Agriculture Businesses		4.6%	23
Financial Services		11.8%	59
Fitness Businesses or Providers		6.8%	34
General Retail		38.2%	191
Grocery / Market		34.8%	174
Home and Garden Related Businesses		28.6%	143













Value		Percent	Responses
Building Supply/Lumber Business		15.8%	79
Home Service Businesses		12.6%	63
Home Service Contractors		15.2%	76
Hotel and Travel Related Businesses		34.4%	172
Local Services		28.8%	144
Medical Related Businesses - (General)		10.0%	50
Medical Related Businesses - (Chiropractor)		4.0%	20
Medical Related Businesses - (Dentist)		9.0%	45
Medical Related Businesses - (Hospital)		4.2%	21
Motorsport Businesses		3.2%	16
Nightlife Related Businesses		10.2%	51
Pet / Animal		25.0%	125
Professional Services		16.6%	83
Real Estate Service Businesses		5.2%	26
Recreation Related Businesses		8.0%	40
Restaurant / Bar / Lounge		46.6%	233
Senior Related Businesses		7.6%	38
Specialty Food and Drink		24.2%	121
General Retail - Children's Clothing Store		5.4%	27
General Retail - Clothing Accessory Store		14.8%	74
General Retail - Computer Store		12.6%	63
General Retail - Farming and Agriculture Business		3.2%	16
General Retail - Furniture Store		18.4%	92
General Retail - Hardware Store		19.0%	95

Value		Percent	Responses
General Retail - Home Entertainment Store		5.8%	29
General Retail - Jewelry Store		6.0%	30
General Retail - Major Appliance Store		14.2%	71
General Retail - Men's Clothing Store		16.2%	81
General Retail - Mobile Phone Store		8.0%	40
General Retail - Shoe Store		20.4%	102
General Retail - Women's Clothing Store		26.4%	132
None of the above / Does not apply		9.8%	49























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

Value		Percent	Responses
Yes		13.0%	65
No		87.0%	436
Total: 501			

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%	13
Get a New Full Time Job		8.0%	40
Get a New Part Time Job		7.8%	39
Get a Temporary or Seasonal Job		4.2%	21
Use an Employment or Temporary Employment Agency		1.2%	6
Use a Career Counselor		0.6%	3
Get a Second (or Third) Job		2.2%	11
Get First Job after School		1.2%	6
Apply for Unemployment Benefits		1.2%	6
None of the above / Does not apply		81.6%	409

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		4.8%	24
Customer Service		6.2%	31
Education		3.6%	18
NonProfit		3.2%	16
Retail		4.8%	24
None of the above / Does not apply		77.4%	388
Accounting		2.4%	12
Agriculture		0.6%	3
Automotive		0.2%	1
Banking & Finance		1.4%	7
Child Care		0.6%	3
Construction		1.2%	6
Driver / Transportation		2.2%	11
Engineering		1.2%	6
Executive Level		1.8%	9
Entry Level (New Graduate)		0.8%	4
Government		2.4%	12
Grocery		1.8%	9
Hotel - Hospitality		2.0%	10
Health Care – non nursing		2.2%	11
Health Care - CNA, RN, LPN, MA		1.6%	8
Manufacturing		0.6%	3

Value		Percent	Responses
Installation - Maintenance - Repair		0.8%	4
Information Technology		1.4%	7
Insurance		1.0%	5
Legal		0.8%	4
Management		2.6%	13
Media		1.4%	7
Real Estate		0.4%	2
Restaurant - Food Services		1.8%	9
Sales & Marketing		2.2%	11
Skilled Labor - Trades		1.2%	6
Warehouse		1.0%	5

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		22.8%	114
Yellow Pages directory		1.4%	7
Direct mail flyer		16.6%	83
Deal program/offer		11.6%	58
Facebook business page offer		11.2%	56
Billboard advertising		1.6%	8
None of the above / Does not apply		58.9%	295

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

Value		Percent	Responses
Read ads and keep them - using three or more		6.2%	31
Read ads and keep them - using one or two		40.1%	201
Read ads and keep them - without using any		5.0%	25
Read ads but throw away without using any		23.8%	119
Throw ads away unread		22.2%	111
Do not receive direct mail or advertisements at home or PO Box		2.8%	14



**Total: 501**



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 3.4%	109 21.8%	219 43.7%	14 2.8%	56 11.2%	61 12.2%	25 5.0%	501
County election Count Row %	18 3.6%	110 22.0%	224 44.7%	10 2.0%	52 10.4%	60 12.0%	27 5.4%	501
State election Count Row %	15 3.0%	135 26.9%	208 41.5%	7 1.4%	49 9.8%	64 12.8%	23 4.6%	501
Total Total Responses								501

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

Value		Percent	Responses
Yes		90.4%	453
No		9.6%	48




Total: 501

116. Did you vote in the last presidential election?




















Value		Percent	Responses
Yes		96.8%	485
No		3.2%	16

Total: 501

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		16.4%	82
No		49.9%	250
Does not apply		33.7%	169
			<b>Total: 501</b>

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

Value		Percent	Responses
Beauty and Spa		3.5%	3
Education		9.4%	8
Financial Services		4.7%	4
General Retail		7.1%	6
Health and Medical		8.2%	7
Home Service Businesses		3.5%	3
Real Estate		7.1%	6
Restaurant / Bar / Lounge		3.5%	3
Other		36.5%	31
Apparel and Accessories		1.2%	1
Arts and Entertainment		2.4%	2
Automotive		2.4%	2
Business Consulting		2.4%	2
Child Related Businesses		1.2%	1
Event Planning and Services		1.2%	1
Grocery and Specialty Food/Drink		1.2%	1
Home and Garden		2.4%	2
Hotel and Travel		1.2%	1
Pet / Animal		1.2%	1

**Total: 85**























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		11.8%	10
Use social media for promoting business		18.8%	16
Website optimized for mobile (responsive)		10.6%	9
Ongoing search optimization (SEO, SEM)		7.1%	6
Banner ads		7.1%	6
Cost-per-click ads (CPC, PPC)		5.9%	5
Programmatic ads		2.4%	2
Retargeting ads		3.5%	3
Video ads		8.2%	7
Google ads (Adwords)		9.4%	8
Facebook ads		22.4%	19
Sponsored content		3.5%	3
Email advertising		14.1%	12
Site analytics		4.7%	4
Use a Digital Agency		3.5%	3
Digital ads through newspaper		2.4%	2
Digital ads through radio station		2.4%	2
Digital ads through TV station		1.2%	1
None of the above/Does not apply		62.4%	53

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

Value		Percent	Responses
Business Cards, Letterhead, etc.		39.8%	33
Business Logo Apparel		15.7%	13
Computer Hardware		14.5%	12
Networking Hardware or Software		9.6%	8
Office Cleaning Supplies		14.5%	12
Office Copier		6.0%	5
Office Furniture, Fixtures or Interiors		6.0%	5
Office Printer		7.2%	6
Office Supplies		45.8%	38
Promotional Items		12.0%	10
Security System		1.2%	1
Telephone Systems		3.6%	3
Uniforms or Work Clothing		7.2%	6
None of the above/Does not apply		31.3%	26










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		28.9%	24
Business Advertising		16.9%	14
Business Bottled Water Delivery		3.6%	3
Business Cellular Phone Service		9.6%	8
Business Computer Consulting		8.4%	7
Business Internet Service Provider		14.5%	12
Business Legal Services or Attorney		7.2%	6
Business Marketing Services		8.4%	7
Business Social Media Marketing		9.6%	8
Business Meetings or Conventions		6.0%	5
Business Printing Services		9.6%	8
Business Security Services		4.8%	4
Business Online Meetings		7.2%	6
None of the above / Does not apply		54.2%	45
Business Financial Consulting		1.2%	1
Business Advisory Services		2.4%	2
Business Payroll Services		2.4%	2
Business Realty Services		2.4%	2
Business Recruitment		1.2%	1
Business Sign Company Services		2.4%	2
Business Staffing or Temp Services		2.4%	2
Business Travel Agency		2.4%	2









Value		Percent	Responses
Business General Broadcast Media Service		1.2%	1
Business Television Media Service		1.2%	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		6.1%	5
Buy New Office		2.4%	2
Add New Locations		4.9%	4
Have Employees Work From Home		2.4%	2
Renovate Existing Facilities		2.4%	2
Reduce Office Space		1.2%	1
Buy or Rent Industrial Space		1.2%	1
Buy or Rent Warehouse Space		1.2%	1
None of the above / Does not apply		86.6%	71











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

Value		Percent	Responses
Purchase New Business Automobiles		4.9%	4
Purchase Used Business Automobiles		2.4%	2
Purchase New Business Trucks		1.2%	1
Purchase Used Business Trucks		1.2%	1
Lease New Business Automobiles		1.2%	1
None of the above / Does not apply		91.5%	75

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

Value		Percent	Responses
Business Insurance		2.4%	2
Business Health Insurance		4.9%	4
Business Dental Insurance		3.7%	3
Business 401K or Retirement Program		3.7%	3
Business Property Insurance		2.4%	2
Business Commercial Insurance		1.2%	1
None of the above / Does not apply		92.7%	76




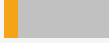


## 125. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.2%	1
25 - 30		1.2%	6
31 - 34		1.0%	5
35 - 40		4.4%	22
41 - 45		3.0%	15
46 - 49		4.4%	22
50 - 54		11.0%	55
55 - 60		14.4%	72
61 - 69		32.2%	161
70 or older		28.2%	141

**Total: 500**








**Avg 62**

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




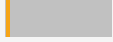



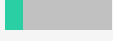



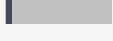

Value		Percent	Responses
Metro / Urban		35.1%	176
Small/Mid-Size Town		27.3%	137
Suburban		22.2%	111
Rural		14.0%	70
Vacation community		0.6%	3
Other		0.8%	4

**Total: 501**

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

Value		Percent	Responses
Some High School (Not Graduate)		0.4%	2
High School Graduate (12th grade)		7.8%	39
Vocational or Technical Training		10.8%	54
Some College		13.4%	67
College Graduate		30.9%	154
Some Post-Graduate Study (No Advanced Degree)		8.4%	42
Post-Graduate Degree		28.3%	141
			<b>Total: 499</b>

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






Value		Percent	Responses
Under \$20,000		5.6%	27
\$20,000 - \$24,999		4.0%	19
\$25,000 - \$29,999		1.7%	8
\$30,000 - \$34,999		4.8%	23
\$35,000 - \$39,999		4.8%	23
\$40,000 - \$44,999		4.8%	23
\$45,000 - \$49,999		5.6%	27
\$50,000 - \$74,999		17.9%	86
\$75,000 - \$99,999		18.1%	87
\$100,000 - \$124,999		13.8%	66
\$125,000 - \$149,999		7.9%	38
\$150,000 - \$200,000		6.0%	29
Over \$200,000		5.0%	24

**Total: 480**

**Avg \$87,492**










## 129. What is your gender?

Value		Percent	Responses
Male		33.1%	165
Female		63.7%	318
Transgender		0.2%	1
Gender Variant / Non-conforming		0.2%	1
Prefer not to answer		2.8%	14






**Total: 499**

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





Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.2%	6
Black or African-American		1.0%	5
Asian		0.2%	1
White or Caucasian		91.0%	454
Hispanic		1.6%	8
Other		1.2%	6
Prefer not to answer		3.8%	19

Total: 499

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






Value		Percent	Responses
Single Family Home		69.7%	348
Apartment		13.4%	67
Condominium		13.6%	68
Mobile Home		0.6%	3
Other		2.6%	13
			<b>Total: 499</b>

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		80.0%	397
Rented		18.5%	92
Occupied Without Payment of Rent		0.8%	4
Other		0.6%	3

**Total: 496**

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

Value		Percent	Responses
None		86.7%	430
1		5.6%	28
2		5.8%	29
3		1.6%	8
4 or more		0.2%	1
			<b>Total: 496</b>

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 ----> )		47.7%	236
No		52.3%	259
Total: 495			