

# The Pulse of America Survey Report (Delta)

## Response Counts

Completion Rate:	100%	
Complete		 858

Total: 858

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

Value	Percent	Responses
Yes	100.0%	858

Total: 858

## 2. On a scale of 1 to 5 with 5 meaning VERY INTERESTED and 1 meaning NOT AT ALL INTERESTED, how interested are you or the members of your household in the following types of information? (Check one each row)

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local business news Count Row %	16 1.9%	15 1.7%	68 7.9%	264 30.8%	491 57.2%	4 0.5%	858
Local breaking news Count Row %	3 0.3%	2 0.2%	19 2.2%	109 12.7%	724 84.4%	1 0.1%	858

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	6	2	16	106	723	5	858
Row %	0.7%	0.2%	1.9%	12.4%	84.3%	0.6%	
County news							
Count	10	7	50	244	542	5	858
Row %	1.2%	0.8%	5.8%	28.4%	63.2%	0.6%	
Local sports news							
Count	100	107	143	248	255	5	858
Row %	11.7%	12.5%	16.7%	28.9%	29.7%	0.6%	
Local school news							
Count	28	50	114	252	402	12	858
Row %	3.3%	5.8%	13.3%	29.4%	46.9%	1.4%	
Local crime news							
Count	8	8	42	163	632	5	858
Row %	0.9%	0.9%	4.9%	19.0%	73.7%	0.6%	
Local advertising							
Count	21	37	140	330	325	5	858
Row %	2.4%	4.3%	16.3%	38.5%	37.9%	0.6%	
Local political news							
Count	39	52	147	274	340	6	858
Row %	4.5%	6.1%	17.1%	31.9%	39.6%	0.7%	
Local entertainment news							
Count	28	42	178	333	273	4	858
Row %	3.3%	4.9%	20.7%	38.8%	31.8%	0.5%	
Local dining news							
Count	39	50	160	318	286	5	858
Row %	4.5%	5.8%	18.6%	37.1%	33.3%	0.6%	
State or national news							
Count	9	10	65	216	550	8	858
Row %	1.0%	1.2%	7.6%	25.2%	64.1%	0.9%	

Not at all interested   Not interested   Neutral   Somewhat interested   Very interested   Not applicable   Responses

Total  
Total Responses 858

3. How often do you read the following local news areas in your local paper? (Check one each row)



	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	296 34.5%	204 23.8%	295 34.4%	63 7.3%	858
Business news Count Row %	209 24.4%	259 30.2%	317 36.9%	73 8.5%	858
Government news Count Row %	261 30.4%	280 32.6%	255 29.7%	62 7.2%	858
High school sports news Count Row %	157 18.3%	164 19.1%	318 37.1%	219 25.5%	858
Crime news Count Row %	423 49.3%	259 30.2%	149 17.4%	27 3.1%	858
Clubs and organizations news Count Row %	126 14.7%	222 25.9%	387 45.1%	123 14.3%	858
Total Total Responses					858

4. On a scale of 1 to 5, with 5 being EXCELLENT and 1 being VERY POOR, please rate your local newspaper (including website) on the following factors: (Check one each row)




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	8 0.9%	19 2.2%	70 8.2%	427 49.8%	325 37.9%	9 1.0%	858
Local news coverage Count Row %	10 1.2%	29 3.4%	80 9.3%	426 49.7%	302 35.2%	11 1.3%	858
Reporting objectivity Count Row %	24 2.8%	48 5.6%	191 22.3%	344 40.1%	221 25.8%	30 3.5%	858
Headline objectivity Count Row %	16 1.9%	34 4.0%	184 21.4%	371 43.2%	224 26.1%	29 3.4%	858
Local school news Count Row %	8 0.9%	21 2.4%	151 17.6%	401 46.7%	226 26.3%	51 5.9%	858
County news coverage Count Row %	9 1.0%	31 3.6%	138 16.1%	428 49.9%	226 26.3%	26 3.0%	858
Local city/community news coverage Count Row %	10 1.2%	24 2.8%	98 11.4%	402 46.9%	306 35.7%	18 2.1%	858
Environmental news coverage Count Row %	17 2.0%	44 5.1%	249 29.0%	346 40.3%	151 17.6%	51 5.9%	858
Courts and cops news coverage Count Row %	15 1.7%	41 4.8%	136 15.9%	409 47.7%	233 27.2%	24 2.8%	858
Local sports coverage Count Row %	5 0.6%	20 2.3%	142 16.6%	349 40.7%	265 30.9%	77 9.0%	858
Local arts and entertainment coverage Count Row %	8 0.9%	37 4.3%	186 21.7%	375 43.7%	210 24.5%	42 4.9%	858

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	10	34	149	390	238	37	858
Count	1.2%	4.0%	17.4%	45.5%	27.7%	4.3%	
Row %							
Total							
Total Responses							858



5. Have you or any members of your household listened to a local radio station in the past 24 HOURS?

Value		Percent	Responses
Yes		71.7%	615
No		28.3%	243
			<b>Total: 858</b>




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, after hearing a commercial on a local radio station?

Value		Percent	Responses
Yes		43.9%	270
No		50.2%	309
None of the above / Does not apply		5.9%	36
			<b>Total: 615</b>



7. Have you or the members of your household watched a local television station in the past 24 HOURS?

Value		Percent	Responses
Yes		84.0%	721
No		16.0%	137
			<b>Total: 858</b>



8. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		47.4%	342
No		48.0%	346
None of the above / Does not apply		4.6%	33
			<b>Total: 721</b>




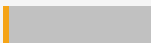

9. Have you or any member of your household read the local newspaper in the past WEEK?

Value		Percent	Responses
Yes		94.4%	810
No		5.6%	48
			<b>Total: 858</b>

10. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised in the local newspaper?

Value		Percent	Responses
Yes		58.6%	475
No		41.4%	335
			<b>Total: 810</b>




11. Including yourself, how many people inside and outside of your home read your copy of the local newspaper?

Value		Percent	Responses
1		30.6%	248
2		46.9%	380
3		13.0%	105
4		4.2%	34
5 or more		5.3%	43
			<b>Total: 810</b>

### Statistics

Average 1.9

12. Including yourself, who reads your copy of the local newspaper? (Check all that apply)

Value		Percent	Responses
Adult male		62.7%	508
Adult female		81.9%	663
Minor under 18		7.4%	60

13. Do you look for and read newspaper ads for products or services you plan to buy?

Value		Percent	Responses
Yes, always		27.2%	220
Yes, frequently		27.0%	219
Yes, sometimes		29.8%	241
Seldom		12.8%	104
Never		3.2%	26
			<b>Total: 810</b>

14. 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		19.8%	160
Local Daily Newspaper		72.3%	586
Local Paid Weekly Community Newspaper		36.3%	294
Local Free Weekly Print Publication (a Shopper or Newspaper)		45.3%	367
Local Alternative Publication		5.8%	47
Local Specialty Publication		13.6%	110
Local Business Publication		14.9%	121
Local Ethnic Publication		3.8%	31
Local Parenting Publication		4.0%	32
Local Senior Publication		11.9%	96
None of the above / Does not apply		2.7%	22

15. How often do you or any members of your household read the following in the local newspaper? (Check one each row)






	Always	Frequently	Occasionally	Never	Responses
<b>Classified Ads</b>					
Count	247	213	293	57	810
Row %	30.5%	26.3%	36.2%	7.0%	
<b>Retail Store Ads</b>					
Count	346	256	178	30	810
Row %	42.7%	31.6%	22.0%	3.7%	
<b>Ad Inserts</b>					
Count	275	237	242	56	810
Row %	34.0%	29.3%	29.9%	6.9%	
<b>Real Estate Ads</b>					
Count	124	132	375	179	810
Row %	15.3%	16.3%	46.3%	22.1%	
<b>Automotive Ads</b>					
Count	85	114	402	209	810
Row %	10.5%	14.1%	49.6%	25.8%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	182	233	330	65	810
Row %	22.5%	28.8%	40.7%	8.0%	
<b>Political Ads</b>					
Count	117	149	381	163	810
Row %	14.4%	18.4%	47.0%	20.1%	
<b>Legal Notices</b>					
Count	141	136	355	178	810
Row %	17.4%	16.8%	43.8%	22.0%	
<b>Total</b>					
Total Responses					810

16. Do you or anyone in your household prefer important public notices to be published in the local newspaper or posted on the web at a government operated web site?




Value		Percent	Responses
Published in the Local Newspaper		62.4%	535
Posted on a Government Website		5.9%	51
No preference		31.7%	272

**Total: 858**



17. Have you or any member of your household placed a classified ad in a local print publication or website in the last 12 months?

Value		Percent	Responses
Yes		20.3%	174
No		76.1%	653
Don't know		3.6%	31
			<b>Total: 858</b>

18. What was the most response to the ad most recently placed?

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		28.7%	50
Satisfactory response (received many inquiries)		44.8%	78
Poor response (received very few inquiries)		26.4%	46
			<b>Total: 174</b>

19. In the last seven days, have you visited your local newspaper's website?

Value		Percent	Responses
Yes		35.1%	301
No		64.9%	557
			<b>Total: 858</b>

20. How frequently do you visit your local newspaper's website?

Value		Percent	Responses
Daily		7.9%	68
Couple times week		9.0%	77
Weekly		7.8%	67
Couple times month		13.9%	119
Monthly		4.8%	41
Less Monthly		23.7%	203
Have not visited / Does not apply		33.0%	283
















Total: 858

21. 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 Body Shop		8.2%	70
Auto Detailing Shop		7.8%	67
Auto Glass Repair Shop		7.0%	60
Auto Paint Shop		3.0%	26
Oil Change Station		55.7%	478
Auto Parts Store		39.9%	342
Auto Repair Shop		23.2%	199
Auto Salvage Yard		8.5%	73
Auto Battery Store		9.9%	85
Auto Window Tinting		4.9%	42
Car Wash		61.8%	530
Gas Station		81.1%	696
New Vehicle Dealership		13.3%	114

Value		Percent	Responses
Used Vehicle Dealership		11.9%	102
Tire Store		29.0%	249
None of the above / Does not apply		5.9%	51
Auto Protective Paint or Coating Shop		1.0%	9
Auto Towing Service		2.2%	19
Auto Stereo Installation		2.2%	19
Car Audio Store		2.7%	23
Commercial Truck Dealership		0.6%	5
Commercial Truck Repair Shop		1.0%	9
Pick and Pull Lot		2.6%	22
Recreation Vehicle (RV) Dealership		2.1%	18
RV or Camper Service		2.6%	22
Utility Trailer Dealer		0.9%	8
Trailer Dealer		1.2%	10
Trailer Rental Service		0.5%	4













22. 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
Boat Dealer		2.3%	20
Boating Accessory Store		2.1%	18
Boat Repair Shop		1.4%	12
Boat Rental Service		1.3%	11
All-Terrain Vehicle (ATV) Dealer		4.5%	39
Watercraft Dealer		0.7%	6
Watercraft Rental Shop		1.0%	9
Motorcycle Dealer		2.6%	22
Motorcycle Repair Shop		1.7%	15
Motorcycle Accessory Store		2.9%	25
Golf Cart Dealer		1.4%	12
Service		4.5%	39
Boat and RV Storage Facility		1.0%	9
Harley-Davidson Dealer		3.1%	27
None of the above / Does not apply		84.0%	721

23. Which of the following FARMEQUIPMENT 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
New Farm Equipment Dealer		2.2%	19
Used Farm Equipment Dealer		3.5%	30
Farm Truck and Tractor Repair Shop		5.4%	46
Agriculture Farm Supply Store		15.7%	135
Agricultural Service		3.3%	28
Farming Structure Building Contractor		1.4%	12
Animal Feed Store		16.7%	143
None of the above / Does not apply		73.3%	629

24. 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		10.4%	89
Bakery		49.5%	425
Specialty Cake Bakery		8.0%	69
Cupcake Shop		9.0%	77
Donut Shop		38.1%	327
Beverage Distributor		7.1%	61
Beer Shop		15.3%	131
Brewery or Brew Pub		9.4%	81
Candy Store		20.4%	175
Cheese Shop		7.9%	68
Chocolate Shop		9.7%	83
Coffee & Tea Shop		24.6%	211













Value		Percent	Responses
Espresso or Coffee Shop		21.3%	183
Cookie Store		10.0%	86
Dairy Store		7.7%	66
Convenience Store		69.8%	599
Dessert Restaurant		9.1%	78
Food Cart		10.7%	92
Ethnic Food Restaurant		23.7%	203
Ice Cream or Frozen Yogurt Shop		30.5%	262
Smoothie or Juice Bar		10.4%	89
Liquor Store		30.5%	262
Spice Store		4.0%	34
Tea Shop		4.0%	34
Winery		8.2%	70
Wine Shop		7.7%	66
None of the above / Does not apply		8.0%	69
Distillery		2.8%	24
U-Brew Beer or Wine Store		1.6%	14

25. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Health Food Store		17.5%	150
Grocery Store (Discount)		51.4%	441
Grocery Store (Ethnic)		5.9%	51
Farmers Market		26.6%	228
Grocery Store (Co-op)		14.5%	124
Grocery Store (Independent)		30.1%	258
Grocery Store (Major or Regional Chain)		69.1%	593
Meat Market or Butcher Shop		17.7%	152
Grocery Store (Neighborhood)		48.0%	412
Seafood Market		10.0%	86
Specialty Food Market		5.5%	47
Grocery Delivery Service		5.0%	43
None of the above / Does not apply		1.2%	10

26. Which of the following types of BEAUTY and SPA 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
Barbershop		22.1%	190
Day Spa		7.0%	60
Eyelash Extension Salon		3.0%	26
Hair Removal Salon		3.1%	27
Hair and Beauty Salon		47.3%	406
Makeup Artist		3.0%	26
Massage Spa		12.8%	110
Nail Salon		25.2%	216
Skin Care Store		4.7%	40
Tanning Salon		4.5%	39
Tattoo Studio		5.1%	44
None of the above / Does not apply		34.3%	294













27. 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
Arcade		10.3%	88
Arts & Crafts Fair		32.1%	275
Casino		27.0%	232
Community Theatre		19.0%	163
Movie Theater		52.7%	452
Museum		23.7%	203
Live Theater		16.8%	144
Performing Arts Center		13.2%	113
Bingo Hall		7.6%	65
Social Club		6.6%	57
Stadium or Arena		18.3%	157
Rodeo		10.6%	91
Wine Tour		4.0%	34
Music Festival		16.1%	138
Wine Festival		5.6%	48
Food Festival		24.1%	207
Car Show		9.9%	85
Seasonal Festival		24.1%	207
Arts Organization		7.2%	62
Cultural Center		6.6%	57
Local Festival		26.7%	229
Historical Society		10.6%	91
None of the above / Does not apply		17.9%	154






















28. 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
Local Sports Team		23.9%	205
Professional Sports Team		11.1%	95
Amusement Center / Park		29.5%	253
Family Play Center		9.7%	83
Family Entertainment Center		15.9%	136
Go Kart Track		8.3%	71
Horseback Riding		6.5%	56
Outdoor Park		31.9%	274
Ice Skating or Roller Rink		8.5%	73
Athletic Club		12.5%	107
Zoo		28.7%	246
None of the above / Does not apply		33.8%	290










29. 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
Boxing Gym		1.0%	9
CrossFit Gym		3.3%	28
Dance Studio		5.8%	50
Fitness Boot Camp		2.1%	18
Exercise Classes		21.8%	187
Gym, Fitness or Athletic Club		28.3%	243
Martial Arts Studio		2.6%	22
Personal Trainer		5.1%	44
Rock Climbing Gym		1.3%	11
Swimming Lessons		5.9%	51
Yoga Studio		7.5%	64
None of the above / Does not apply		54.2%	465
















30. 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
Archery Range		4.2%	36
Bait & Tackle Shop		19.2%	165
Bicycle Shop		5.7%	49
Bicycle Repair Shop		5.2%	45
Bowling Alley		20.2%	173
Fishing Supply Store		18.3%	157
Golf Course		8.2%	70
Golf Driving Range		5.1%	44
Golf Pro Shop		3.0%	26
Gun Shooting Range		12.5%	107
Gun Store		14.7%	126
Miniature Golf Course		9.3%	80
Outdoor Gear Store		8.9%	76
New Sporting Goods Store		9.0%	77
Used Sporting Goods Store		6.5%	56
Sightseeing Tour Agency		5.7%	49
None of the above / Does not apply		43.6%	374
Bicycle Rental Service		1.6%	14
Dive Shop		1.2%	10
Helicopter Tour Agency		1.3%	11
Ski Shop		1.3%	11






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

Value		Percent	Responses
Adult Club or Entertainment Company		4.7%	40
Bar, Lounge or Pub		20.7%	178
Comedy Club		9.6%	82
Dancing or Night Club		9.0%	77
Music or Concert Hall		19.3%	166
Billiard Hall		4.5%	39
Sports Bar		14.8%	127
Wine Bar		5.1%	44
None of the above / Does not apply		59.3%	509

32. 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		2.1%	18
Card or Stationery Store		14.0%	120
Announcement Printing Service		4.2%	36
Catering Service		9.8%	84
Disc Jockey (DJ)		2.3%	20
Event Coordinator		3.7%	32
Hotel Meeting Room or Event Space		6.1%	52
Musician or Band		6.4%	55
Party Supply Store		16.7%	143
Photographer		10.3%	88
Event Space or Venue		5.2%	45
Videographer		2.9%	25
Wedding Venue or Banquet Hall		4.1%	35
Wedding Planner		3.0%	26
None of the above / Does not apply		63.1%	541

33. 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
Continuing Education Courses		10.3%	88
University		10.8%	93
Community College		11.1%	95
Elementary School		7.7%	66
Middle or High School		9.7%	83






Value		Percent	Responses
Adult Education School		9.1%	78
Preschool		3.8%	33
Art School		3.5%	30
Beauty School		4.7%	40
Dance Studio		3.6%	31
Musical Instruments and Lessons		3.7%	32
Vocational School		4.1%	35
Graduate school		4.7%	40
None of the above / Does not apply		54.1%	464
Charter School		0.8%	7
Culinary School		2.6%	22
Driving School		2.3%	20
Language School		0.8%	7
Tutoring Center		1.6%	14
Private Elementary School		1.4%	12
Private Middle School		0.8%	7
Private High School		1.4%	12
Private K-12 School		1.9%	16
Private Tutor		1.0%	9
Real Estate School		2.2%	19
Aviation / Flight School		1.3%	11
Lecture or Seminar Series		2.7%	23
Parochial School		0.9%	8

















34. 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		30.5%	262
Credit Union		10.3%	88
Financial Advisor		7.1%	61
Check Cashing Service		2.3%	20
Money Transfer Service		3.3%	28
Stockbroker		3.8%	33
Tax Return Service		17.6%	151
Auto Broker		1.6%	14
Bail Bonds Service		1.2%	10
Bankruptcy Service		1.4%	12
Bookkeeping Service		2.0%	17
Business Development Service		1.6%	14
Car Leasing Service		2.3%	20
Credit Counseling Service		2.7%	23
None of the above / Does not apply		54.2%	465















35. Which of the following types of FINANCIAL 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
Payday Loan Company		2.7%	23
Debt Consolidation Company		5.2%	45
Credit Repair Service		5.8%	50
Title Loan Company		2.4%	21
None of the above / Does not apply		87.4%	750

36. Which of the following types of HEALTH and MEDICAL PRACTITIONERS 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
Medical Marijuana Dispensary		4.7%	40
Chiropractor		9.3%	80
Dermatologist		12.5%	107
Dentist		38.0%	326
General Practitioner		18.1%	155
Family Practitioner		28.1%	241
Obstetrician & Gynecologist		10.4%	89
Optometrist		19.3%	166
Physical Therapist		5.9%	51
Psychiatrist		4.4%	38
Pediatrician		5.8%	50
Allergist		6.9%	59
Pain Management Physician		8.7%	75
None of the above / Does not apply		40.6%	348
























37. Which of the following types of HEALTH and MEDICAL 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
Dental Clinic		17.6%	151
Hearing Aid Center		5.0%	43
Hospital		8.2%	70
Medical Clinic		14.8%	127
Weight Loss Service		6.6%	57
Alcoholism Treatment Program		0.3%	3
Blood Donation Center		3.5%	30
Drug Addiction Treatment Center		0.9%	8
Mental Health Clinic		2.6%	22
Pain Control Clinic		3.7%	32
Walk-In Clinic		9.0%	77
Mental Health Service		2.7%	23
Drug Testing Service		0.8%	7
None of the above / Does not apply		61.5%	528

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

















Value		Percent	Responses
Allergy or Asthma Specialist		11.3%	97
Mental Health Provider		5.7%	49
Denture or Implant Specialist		12.8%	110
Cosmetic Dentist		3.4%	29
Oral Surgeon		3.3%	28
Orthodontist		4.1%	35
Cardiologist		19.3%	166
Ear, Nose & Throat Doctor		12.4%	106
Gastroenterologist		11.5%	99
Home Health Care Provider		4.3%	37
Internal Medicine Doctor		17.2%	148
Massage Therapist		12.2%	105
Nutritionist or Dietician		3.6%	31
Oncologist		5.2%	45
Ophthalmologist		12.8%	110
Orthopedist		3.4%	29
Podiatrist		5.6%	48
Urologist		8.2%	70
Surgical Specialist		4.0%	34
None of the above / Does not apply		34.7%	298
Acupuncturist		2.3%	20
Cardiovascular Surgeon		1.6%	14
Cosmetic or Plastic Surgeon		2.3%	20
Naturopathic Practitioner		1.9%	16

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

























Value		Percent	Responses
Audiology Clinic		4.5%	39
Medical Marijuana Authorization		3.7%	32
Veterans Hospital		5.7%	49
Laboratory or Medical Testing Facility		9.3%	80
Medical Imaging Service		9.3%	80
Laser Eye Surgery Clinic		4.5%	39
Medical Supply Store		5.1%	44
Pain Clinic		7.7%	66
Sleep Disorder Clinic		5.6%	48
Urgent Care Clinic		9.9%	85
Medical Walk-In Clinic		14.8%	127
Mental Health Service		4.2%	36
None of the above / Does not apply		52.3%	449
Alzheimer's or Memory Care Facility		1.0%	9
Hospice Care Provider		0.8%	7
Medical Spa		2.0%	17
Memory Care Facility		0.7%	6
Isolation Tank		0.8%	7
Rehabilitation Clinic		2.4%	21
Sports Medicine Clinic		1.2%	10
Medical Transport Service		1.3%	11
Vascular Surgeon or Vein Center		1.9%	16
Physical Health Center		2.2%	19

Value		Percent	Responses
Drug Testing Service		0.8%	7

40. 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		29.4%	252
Regional Airport		16.1%	138
Bed & Breakfast		11.3%	97
Campground		10.0%	86
Cruise Line		11.7%	100
Hotel or Motel (Local)		10.7%	92
Hotel or Motel (Out-of-Town)		53.8%	462
Luggage-Travel Store		1.6%	14
RV Rental Company		1.9%	16
Ski Resort		2.6%	22
Tour Company		4.4%	38
Shuttle Service		7.2%	62
Limo Service		2.4%	21
Taxi Service		5.6%	48
Travel Agent		8.3%	71
None of the above / Does not apply		32.2%	276

41. 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		5.2%	45
Courier or Delivery Service		3.3%	28
Dry Cleaning or Laundry Service		26.7%	229
Electronics Repair Shop		4.8%	41
Information Technology (IT) Service		3.7%	32
Jewelry Repair Shop		11.0%	94
Mail Store		11.9%	102
Printing Service		6.5%	56
Propane Dealer		9.2%	79
Propane Home Heating Service		4.0%	34
Junkyard		6.5%	56
Recycling Center		16.0%	137
Self-Storage Facility		5.4%	46
Sewing and Alterations Shop		6.5%	56
Small Engine Repair Shop		4.2%	36
Shipping Center		8.4%	72
Shoe Repair Shop		8.3%	71
Watch or Clock Repair Shop		4.9%	42
Mobile or Cell Phone Repair Shop		7.6%	65
Animal Control Service		3.0%	26
Copy Shop		5.5%	47
Airport Parking Lot		13.2%	113
Car Rental Agency		10.6%	91
None of the above / Does not apply		33.8%	290
Bottled Water Delivery Service		2.3%	20

Value		Percent	Responses
Moving Truck Rental Company		2.6%	22
Funeral Service Provider		2.3%	20
Cremation Service Provider		2.2%	19
Adoption Agency		1.0%	9
Marketing Agency		1.2%	10
Marketing Consultant		1.0%	9
Marriage Counselor		1.5%	13
Mediation Service		1.0%	9
Tool Rental Service		2.4%	21

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

Value		Percent	Responses
Chamber of Commerce		8.4%	72
Charity or Philanthropic Organization		7.1%	61
Church		63.4%	544
City or Municipal Service		8.6%	74
Community Organization		5.6%	48
Community Service or Non-Profit Organization		8.5%	73
City Center		3.8%	33
City or Town Hall		13.9%	119
Civic Center		5.4%	46
Community Center		15.7%	135
Convention Center		6.3%	54
County Government Office		11.0%	94



Value		Percent	Responses
Department of Motor Vehicles		32.8%	281
Department of Social Services		5.2%	45
Employment Center		5.0%	43
Unemployment Office		4.2%	36
Veterans Center		5.5%	47
Veterans Organization		4.4%	38
Youth Organization		3.8%	33
Farm Bureau		8.5%	73
None of the above / Does not apply		18.5%	159
Government or Political Service		1.9%	16
Adult Foster Care Service		0.9%	8
Equipment Rental Agency		1.2%	10
Foster Care Service		0.9%	8
Government Economic Program		1.3%	11
Gun Club		2.7%	23

43. 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
Air Duct Cleaning Service		5.9%	51
Paving Contractor		2.0%	17
General Contractor		6.6%	57
Electrician		12.4%	106
Handyman		18.2%	156
Heating & Air Conditioning Service		12.6%	108
Home Maintenance Service		5.5%	47
Landscaping Service		8.0%	69
Painting Contractor		5.6%	48
Plumber or Plumbing Contractor		9.9%	85
Home Security Company		4.3%	37
Countertop Contractor		4.2%	36
Demolition Contractor		1.2%	10
Garbage Collection Service		11.4%	98
Deck Builder		4.1%	35
None of the above / Does not apply		55.5%	476

44. Which of the following types of HOME 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
Carpet Cleaning Service		11.9%	102
Chimney Cleaning Service		3.6%	31
Fuel or Oil Home Heating Service		1.9%	16
Furnace Cleaning Service		2.9%	25
Home Gardening Service		3.7%	32
Landscaper		5.7%	49
House Cleaning Service		7.9%	68
Pest Control Service or Exterminator		12.1%	104
Pool Cleaning Service		1.6%	14
Television or Internet Service Provider		20.7%	178
House Cleaning Service		4.2%	36
Lawn Care Service		10.6%	91
None of the above / Does not apply		55.0%	472

45. 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
Appliance Repair Service		10.5%	90
Carpenter or Woodworker		8.9%	76
Carpet Installation Contractor		5.7%	49
Concrete Contractor		4.3%	37
Drywall Installation or Repair Contractor		5.4%	46
Fencing Contractor		3.5%	30
Flooring Installation Service		9.6%	82

Value		Percent	Responses
Garage Door Contractor		3.5%	30
Gutter Installation or Repair Contractor		4.1%	35
Junk Removal or Hauling Service		5.8%	50
Kitchen or Bath Remodeling Company		7.8%	67
Roofing Contractor		5.9%	51
Remodeling Contractor		5.5%	47
Septic Tank Contractor		3.1%	27
Window Installer		4.7%	40
None of the above / Does not apply		58.2%	499
Alternative Energy Service		2.6%	22
New Home Builder		1.5%	13
Furnace Contractor		2.3%	20
Fire & Water Damage Restoration Service		0.9%	8
Foundation Contractor		2.7%	23
Garage Builder		1.4%	12
Insulation Installer		1.9%	16
Landscape Architect		2.6%	22
Mover or Moving Company		2.3%	20
Siding Installation or Repair Contractor		1.6%	14
Stone or Marble Company		1.9%	16
Tile Contractor		2.0%	17
Waterproofing Contractor		1.3%	11
Water Well Drilling Contractor		0.9%	8
Solar Energy Contractor		2.0%	17
Asphalt Contractor		1.5%	13





46. 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
Awning & Tent Company		1.4%	12
Bathtub Refinishing Service		4.0%	34
Cabinet Refacing Service		4.8%	41
Furniture Upholstery Service		3.4%	29
Home Theater Installation Service		1.6%	14
Interior Designer		2.6%	22
Key or Locksmith Service		3.6%	31
Home Pressure Washing Service		5.7%	49
Shades & Blinds Installation Service		4.1%	35
Arborist		2.8%	24
Water Treatment Supply & Service		1.4%	12
Wallcoverings Store		1.6%	14
Window & Door Installation Service		6.1%	52
None of the above / Does not apply		76.0%	652





47. Which of the following SENIOR CITIZEN related BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Retirement Counselor		1.4%	12
Assisted Living Facility		2.1%	18
Retirement Home		0.9%	8
Nursing Home		2.1%	18
55+ Housing Community		4.5%	39
Senior Center		6.9%	59
Adult Day Care		2.2%	19
Geriatric Physician		1.9%	16
Respite Relief Provider		1.2%	10
Senior Care Placement Agency		0.9%	8
None of the above / Does not apply		85.7%	735












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

Value		Percent	Responses
Childcare or Daycare		9.1%	78
Summer Camp		6.8%	58
Sports Camp		5.7%	49
None of the above / Does not apply		84.3%	723

49. Which of the following CHILD related BUSINESSES do you or members of your household plan to shop at or purchase from, in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Children's Clothing Store		29.0%	249
Children's Shoe Store		17.7%	152
Children's Furniture Store		3.7%	32
None of the above / Does not apply		69.3%	595

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

Value		Percent	Responses
Animal Shelter		4.9%	42
Animal Daycare		3.5%	30
Emergency Animal Hospital		2.8%	24
Pet Boarding		8.7%	75
Pet Breeder		1.7%	15
Pet Groomer		15.4%	132
Pet Sitter		4.4%	38
Pet Trainer		1.7%	15
Pet Walker		1.2%	10
Veterinarian		40.8%	350
None of the above / Does not apply		50.0%	429

51. 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
Bird Seed Store		6.1%	52
Bird Specialty Store		0.8%	7
Bird Shop		1.0%	9
Pet Boutique		2.6%	22
Fish or Aquarium Store		5.8%	50
Pet Store		30.5%	262
None of the above / Does not apply		61.8%	530

52. 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
Mortgage Broker		2.0%	17
Property Manager		2.4%	21
Realtor		7.8%	67
Real Estate Brokerage Firm		2.1%	18
Title & Escrow Company		3.1%	27
Estate Appraiser		3.1%	27
Estate Liquidator		0.9%	8
None of the above / Does not apply		86.4%	741

53. 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		5.0%	43
Developer		0.8%	7
Home Inspector		5.9%	51
Home Staging Company		1.3%	11
Manufactured or Modular Home Builder		2.1%	18
New Home Builder		4.0%	34
Mortgage Banker		5.1%	44
Real Estate Appraiser		6.4%	55
None of the above / Does not apply		82.8%	710


























54. Which of the following types of RESTAURANTS have you or the members of your household dined at in the PAST 30 DAYS? (Check all that apply.)











Value		Percent	Responses
Fast Food Restaurant		73.7%	632
Family Style Restaurant		49.3%	423
Buffet Restaurant		43.5%	373
Fine Dining Restaurant		18.8%	161
Restaurant with Lounge or Bar		16.9%	145
Pizza Restaurant		53.0%	455
Ethnic Restaurant		13.2%	113
Chinese Restaurant		42.4%	364
Mexican Restaurant		51.0%	438
Italian Restaurant		18.5%	159
Japanese or Sushi Restaurant		10.7%	92
Thai Restaurant		6.8%	58
Indian Restaurant		3.7%	32
None of the above / Does not apply		4.8%	41

55. 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
Adult Video or Adult Store		4.5%	39
Art Supply Store		9.9%	85
Art Gallery		8.0%	69
Craft Supply Store		21.3%	183
Home and Office Battery Store		3.1%	27
Bookstore		33.4%	287

Value		Percent	Responses
Candle Shop		11.0%	94
Computer Store		12.8%	110
Department Store		61.0%	523
Discount Store		56.8%	487
Drugstore or Pharmacy		60.6%	520
Electronics Store		14.8%	127
Fabric Store		13.1%	112
Florist		11.7%	100
Gift Shop		21.1%	181
Herb Shop or Herbalist		4.3%	37
Hobby Shop		21.3%	183
Mobile Phone Store		18.5%	159
Military Surplus Store		3.0%	26
Music and Video Store		7.0%	60
Music Instrument Store		3.1%	27
Music Store		5.9%	51
Office Equipment & Supply Store		10.7%	92
Outlet Store		23.2%	199
Pawn Shop		12.8%	110
Flea Market		30.8%	264
Religious Supply or Gift Shop		10.1%	87
Scrap Metal Dealer		6.4%	55
Shopping Center		34.8%	299
Consignment Shop		24.8%	213
Tobacco Store		10.5%	90

Value		Percent	Responses
Vape or Smoke Shop		5.0%	43
Toy Store		11.4%	98
Vitamin or Supplement Store		13.3%	114
Wedding Supply Store		3.0%	26
Wholesale, Warehouse or Club Store		24.1%	207
Thrift Store		36.7%	315
Yard Equipment Store		5.2%	45
Costume Store		3.1%	27
Camera Store		3.8%	33
Bead Store		4.8%	41
Marijuana Dispensary		3.4%	29
Gun Shop		9.6%	82
Christian Book Store		20.3%	174
Christmas Store		13.8%	118
Yarn Store		3.3%	28
None of the above / Does not apply		8.0%	69
Blown Glass Gallery		1.4%	12
New Age Book Store		1.6%	14
Cigar Store		2.6%	22
Coin Shop		2.0%	17
Comic Book Shop		2.1%	18
Equipment Rental Store		2.3%	20
Knife Store		2.3%	20
Monument or Memorial Company		2.6%	22
Sewing Studio		2.2%	19

Value		Percent	Responses
Sign Store		1.3%	11
Trophy or Award Store		1.3%	11
Record Store		2.4%	21
Flag Store		0.7%	6
Survival Store		0.8%	7
Stamp Shop		1.5%	13
Photo Restoration Service		1.3%	11
Security Service		1.3%	11
Gold Dealer		1.3%	11
Coworking Space		0.6%	5

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

Value		Percent	Responses
Antique Store		22.6%	194
Major Appliance Store		9.8%	84
Small Appliance Store		4.8%	41
TV & Appliance Store		8.5%	73
Baby Supply & Furniture Store		7.2%	62
Bath & Accessory Store		23.4%	201
Building Supply Store or Lumber Yard		23.7%	203
Cabinet Store		4.1%	35
Carpet Store		6.2%	53
Fireplace, Wood Stove or Barbeque Store		4.1%	35

Value		Percent	Responses
Flooring Store		12.7%	109
Frame Shop		3.4%	29
Furniture Store		19.9%	171
Hardware Store		29.4%	252
Home & Garden Center		34.7%	298
Home Decor Store		16.9%	145
Lighting Store		5.4%	46
Mattress or Bedding Store		14.0%	120
Plant Nursery & Garden Supply Store		17.5%	150
Outdoor Furniture Store		4.7%	40
Paint Store		13.3%	114
Rug Store		4.2%	36
Tool Store		6.3%	54
Vacuum Store		3.5%	30
TV Store		4.7%	40
Used Building Supply Store		4.0%	34
None of the above / Does not apply		25.1%	215
Clock Shop		2.1%	18
Furniture Restoration Shop		2.0%	17
Hot Tub or Spa Dealer		1.7%	15
Rent-to-Own Store		2.9%	25
Solar Energy Equipment Dealer		1.7%	15
Pool & Spa Dealer		1.9%	16
Tool Rental Center		1.4%	12
Window Store		2.6%	22

Value		Percent	Responses
Futon Store		1.2%	10

57. 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		21.7%	186
Bridal Shop		4.1%	35
Beauty Supply Store		31.1%	267
Clothing Accessory Store		34.4%	295
Menswear Store		17.7%	152
Women's Clothing Store		55.6%	477
Eyewear & Opticians Store		31.8%	273
Jewelry Store		15.7%	135
Leather Goods Store		4.2%	36
Lingerie Store		8.9%	76
Logo Apparel Store		4.7%	40
Outdoor Clothing Store		13.8%	118
Perfume Store		14.1%	121
Shoe Store		50.1%	430
Sportswear Store		13.8%	118
Swimwear Store		4.7%	40
Western Wear Store		7.5%	64
None of the above / Does not apply		18.2%	156
Fur Store		1.6%	14
Maternity Store		2.7%	23
Watch Store		2.3%	20

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

























Value		Percent	Responses
Accountant or CPA		8.0%	69
Insurance Agency		15.6%	134
Legal Firm or Attorney		7.3%	63
Tax Advisor		9.4%	81
None of the above / Does not apply		72.3%	620












59. 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
Digital or Search Marketing Firm		0.8%	7
Architect or Architecture Firm		1.2%	10
Commercial Builder		1.4%	12
Employment or Staffing Agency		5.6%	48
Graphic Designer		1.0%	9
Telecommunications Provider		6.4%	55
Life Coach		2.0%	17
Private Investigator		0.8%	7
None of the above / Does not apply		85.5%	734

60. Which of the following MOTOR SPORT purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase Motorcycle Apparel		3.1%	27
None of the above / Does not apply		87.2%	748
Purchase New All-Terrain Vehicle (ATV)		1.9%	16
Purchase New Boat		1.0%	9
Purchase New Personal Watercraft		0.3%	3
Purchase New Motorcycle		1.4%	12
Purchase New Motorcycle Trike		0.6%	5
Purchase New Snowmobile		0.3%	3
Purchase Used All-Terrain Vehicle (ATV)		2.3%	20
Purchase Used Boat		2.0%	17
Purchase Used Personal Watercraft		0.5%	4
Purchase Used Motorcycle		1.4%	12
Purchase Used Motorcycle Trike		0.8%	7
Purchase Used Snowmobile		0.3%	3
Have Motorcycle Repaired		2.2%	19
Purchase Motorcycle Parts		2.9%	25
Have Boat Repaired or Serviced		2.3%	20
Purchase Boat Parts		2.6%	22
Purchase Marine Electronics		0.6%	5
Purchase New Golf Cart		0.6%	5
Purchase Used Golf Cart		1.0%	9
Rent Snowmobile		0.6%	5

61. 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		1.2%	10
Purchase New Class B RV		0.5%	4
Purchase New Class C RV		1.3%	11
Purchase New Travel Trailer or 5th Wheel		1.7%	15
Purchase New Camper Shell		0.7%	6
Purchase Used Class A RV		0.9%	8
Purchase Used Class B RV		0.3%	3
Purchase Used Class C RV		0.8%	7
Purchase Used Travel Trailer or 5th wheel		2.6%	22
Purchase Used Camper Shell		1.0%	9
None of the above / Does not apply		93.5%	802

62. Which of the following VEHICLE PURCHASING plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
New Car		9.0%	77
New Luxury Vehicle - Under \$50,000		2.1%	18
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	9
New Luxury Vehicle - Over \$75,000		0.3%	3
New Van		0.6%	5
New Minivan		0.6%	5
New SUV		5.5%	47
New Truck		4.1%	35
New Hybrid or Electric Vehicle		0.9%	8
Used Car		15.4%	132
Used Luxury Vehicle - Under \$30,000		2.3%	20
Used Luxury Vehicle - \$30,000 - \$50,000		1.0%	9
Used Luxury Vehicle - Over \$50,000		0.2%	2
Used Van		0.9%	8
Used Minivan		2.0%	17
Used SUV		7.3%	63
Used Truck		8.3%	71
Used Hybrid or Electric Vehicle		1.0%	9
None of the above / Does not apply		62.9%	540

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

Value		Percent	Responses
Compact car		4.8%	41
Full-size car		7.6%	65
Luxury vehicle (any size)		3.7%	32
Midsized car		7.3%	63
Pickup truck		11.5%	99
Sport utility vehicle (SUV)		16.2%	139
Van or mini-van		3.7%	32
None of the above		45.1%	387



Total: 858

64. 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
Buick		6.1%	52
Chevrolet		21.2%	182
Chrysler		4.4%	38
Dodge		8.7%	75
Ford		15.2%	130
GMC		9.9%	85
Honda		11.2%	96
Hyundai		4.0%	34
Infiniti		3.4%	29
Jeep		4.2%	36
Kia		4.4%	38
Lexus		3.4%	29

Value		Percent	Responses
Nissan		9.1%	78
Subaru		3.5%	30
Toyota		15.4%	132
None of the above / Does not apply		46.5%	399
Aston Martin		0.2%	2
Acura		2.4%	21
Audi		1.9%	16
BMW		2.3%	20
Cadillac		2.6%	22
Ferrari		0.1%	1
Jaguar		0.2%	2
Land Rover		1.7%	15
Lamborghini		0.1%	1
Lincoln		2.1%	18
Mazda		2.0%	17
Mercedes-Benz		1.5%	13
Mitsubishi		0.6%	5
Porsche		0.3%	3
Suzuki		0.2%	2
Tesla		0.3%	3
Volkswagen		1.5%	13
Volvo		1.4%	12

65. In the past 12 months, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing an ad in the local newspaper or publication?

Value	Percent	Responses
Yes 	23.5%	202
No 	76.5%	656
		<b>Total: 858</b>

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


























Value	Percent	Responses
Home Theater System 	3.6%	31
GPS Device (Handheld or In-Vehicle) 	4.9%	42
Office Equipment 	8.4%	72
Printer 	9.6%	82
Ink or Printer Cartridges 	32.9%	282
Satellite Radio 	4.1%	35
Satellite TV System 	3.8%	33
Wi-Fi for Home 	11.7%	100
Headphones 	21.1%	181
Portable Speakers 	5.1%	44
Customizable Smartphone accessories 	4.5%	39
Wireless Speakers 	5.4%	46
Smartphone Charger 	12.8%	110
Smartwatch 	4.4%	38
Phone or Tablet Controlled Home Tech Products 	6.4%	55
Noise Canceling Headphones 	3.8%	33




Value		Percent	Responses
Phone Calling Card		9.6%	82
Healthcare Device		3.1%	27
Surge Protector		7.9%	68
Aerial Drone		3.4%	29
Wireless Hotspot		4.2%	36
Apple Watch		8.9%	76
Activity Tracker or Pedometer		7.5%	64
Batteries for Electronics		34.3%	294
None of the above / Does not apply		30.4%	261
Stereo System (Home)		2.1%	18
Compact/Mini Projector		1.3%	11
Wearable Electronics		2.9%	25
Aerial Drone Accessories		1.0%	9
Short Wave Radio		0.6%	5
Assistive Technology for Hearing		2.4%	21
Assistive Technology for Vision		0.8%	7
Virtual Reality Headset		0.8%	7
Smartwatch Accessories		2.6%	22
Smart Sports Equipment		0.9%	8

67. 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		4.5%	39
Camera (Digital) SLR		4.3%	37











Value		Percent	Responses
Camera Accessories or Supplies		3.7%	32
Camera Memory Card		5.8%	50
Computer Accessories		9.1%	78
Computer Software		4.0%	34
Tablet (iPad or Similar)		9.3%	80
Personal Computer		5.7%	49
Laptop Computer		12.0%	103
4K Ultra HD TV		6.9%	59
Smart TV		14.7%	126
PC Laptop		5.2%	45
Chromebook		3.4%	29
None of the above / Does not apply		48.1%	413
Mirrorless Camera		0.5%	4
Camera (Film)		2.7%	23
Camera Lens		1.9%	16
Portable DVD Player		2.9%	25
E-Reader (Kindle or Similar)		2.3%	20
TiVo or DVR		1.6%	14
Computer Bag		2.1%	18
Digital Recording Binoculars or Optics		0.7%	6
TV (3D)		2.1%	18
Curved TV		1.3%	11
OLED TV		0.8%	7
Digital TV Tuner or Converter		1.7%	15
Audio Visual Cables and Connectors		2.0%	17

Value		Percent	Responses
MacBook		2.7%	23
Refurbished Laptop		1.5%	13
Computer or Tablet Support		2.8%	24

68. 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		25.6%	220
Conventional Cell Phone		7.6%	65
Prepaid Cell Phone		7.6%	65
Unlocked Cell Phone		3.0%	26
Large-Screen Smartphone		6.5%	56
None of the above / Does not apply		61.4%	527

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






















Value		Percent	Responses
Anniversary Jewelry		8.4%	72
Necklaces		11.5%	99
Engagement Rings		3.3%	28
Wedding Rings		3.4%	29
Graduation Rings		3.0%	26
Rings (Other)		9.3%	80
Earrings		22.8%	196
Pendants		4.5%	39

Value		Percent	Responses
Diamond Jewelry		7.6%	65
Silver Jewelry		7.3%	63
Gemstone Jewelry		4.7%	40
Pearl Jewelry		3.0%	26
Men's Jewelry		5.0%	43
Children's Jewelry		4.8%	41
Costume Jewelry		13.1%	112
Designer Jewelry		3.4%	29
Women's Jewelry		13.9%	119
None of the above / Does not apply		55.7%	478
Celtic Jewelry		2.0%	17
Custom Designed Jewelry		1.9%	16
Crystal Figurines		1.6%	14
Jewelry Box or Organizer		2.8%	24
Men's High-End Watch		2.1%	18
Women's High-End Watch		1.4%	12



















70. 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		22.7%	195
Crop Insurance		0.7%	6
Dental Insurance		12.8%	110
Disability Insurance		3.5%	30
Homeowner Insurance		11.4%	98
Life Insurance		12.8%	110
Medical (Health) Insurance		11.3%	97
Medicare		5.2%	45
Long Term Care Insurance		2.9%	25
Pet Insurance		2.3%	20
Renters Insurance		4.3%	37
Agriculture Insurance		1.0%	9
Professional Liability Insurance		1.5%	13
None of the above / Does not apply		60.1%	516



















71. Which of the following MEDICAL SERVICE PROVIDERS 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
Audiologist		3.3%	28
Chiropractor		5.8%	50
Family Practice Doctor		13.3%	114
Hospital		7.0%	60
Medical Clinic		6.8%	58
Optometrist		6.4%	55
Pediatrician		3.1%	27
Primary Care Provider		8.6%	74
Weight Loss Service		4.4%	38
Hearing Aid Center		4.2%	36
Drugstore or Pharmacy		12.2%	105
None of the above / Does not apply		64.7%	555
Acupuncture		1.9%	16
Counseling & Mental Health Specialist		2.9%	25
Geriatric Specialist		0.8%	7
Home Healthcare		1.2%	10
Pediatric Dentist		2.0%	17
Wellness Business		1.6%	14
Substance Abuse Treatment Provider		0.5%	4
Alternative Care Provider		0.9%	8
Physical Therapy or Rehabilitation service provider		2.6%	22
















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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		3.0%	26
Bankruptcy Attorney		2.0%	17
Banking, Partnership & Business Law Attorney		2.3%	20
Child Support Attorney		1.7%	15
Criminal Law Attorney		1.7%	15
Disability & Social Security Attorney		3.7%	32
Divorce & Family Law Attorney		1.6%	14
DWI, DUI, OWI, OUI Attorney		0.9%	8
Employment Discrimination or Labor Issues Attorney		1.4%	12
General Practice Attorney		3.0%	26
Intellectual Property Attorney		0.7%	6
Malpractice Attorney		0.8%	7
Patent, Trademark & Copyright Attorney		0.7%	6
Probate Attorney		1.4%	12
Real Estate Attorney		2.2%	19
Taxation Attorney		1.2%	10
Wills, Trusts & Estates Attorney		10.6%	91
None of the above / Does not apply		77.3%	663





73. 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		3.4%	29
Breast Augmentation		1.5%	13
Breast Implants		0.9%	8
Dermabrasion		1.7%	15
Ear Surgery		0.6%	5
Eyelid Surgery		1.4%	12
Fat Reduction		2.8%	24
Facelift		0.9%	8
Forehead Lift		0.3%	3
Hair Transplant		0.6%	5
Hair Loss Treatment		1.9%	16
Lap Band		1.0%	9
Lip Augmentation		0.6%	5
Liposuction		1.4%	12
Lasik		1.9%	16
Skin Treatment		5.4%	46
Rhinoplasty (Nose Job)		0.5%	4
None of the above / Does not apply		86.9%	746



















74. 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		50.0%	429
Teeth Cleaning		45.2%	388
Cavity Filling		17.7%	152
Crown		11.4%	98
Oral Surgery		4.7%	40
Braces		5.4%	46
Composite Bonding		1.2%	10
Dental Implants		8.9%	76
Dental Veneers		1.6%	14
Dentures		12.0%	103
Full Mouth Reconstruction		1.4%	12
Inlays or Onlays		0.7%	6
Smile Makeover		2.2%	19
Teeth Whitening		11.7%	100
None of the above / Does not apply		22.0%	189








75. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS 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		40.2%	345
Purchase Medical Supplies or Equipment for Home		4.0%	34
Purchase Health Related Products		11.0%	94
Stop Smoking		5.6%	48
Purchase Health and Wellness Supplements		14.0%	120














Value		Percent	Responses
Receive Treatment for Back Pain		9.1%	78
Have an Eye/Vision Exam		49.0%	420
Purchase Prescription Eyeglasses		26.2%	225
Purchase Prescription Contact Lenses		7.7%	66
Have an Annual Physical or Checkup		40.4%	347
Have X-Rays Taken		11.3%	97
Have a Scheduled Surgery		4.0%	34
Have Blood Drawn for Testing		34.8%	299
Plan to Visit a Hospital for any Medical Service or Procedure		8.4%	72
Have Foot Problems Diagnosed or Treated		7.9%	68
Senior Travel		4.7%	40
Have Safety Bars Installed in Bathroom		3.0%	26
Receive Treatment for a Sleep Disorder		4.8%	41
Purchase Allergy Medications		14.5%	124
Cardiovascular Treatment		5.5%	47
Cancer Treatment		4.1%	35
Orthopaedic or Knee Surgery		3.1%	27
Chiropractic Care		10.8%	93
Do Corrective Exercises		4.1%	35
Purchase Blood Pressure Monitoring Device		4.5%	39
Purchase Diabetes Testing Supplies		11.7%	100
Get Vaccinations at Drug Store or Pharmacy		16.2%	139
Purchase Weight Loss Supplements		5.4%	46
Discretionary Health Care and Wellness Services and Products		4.7%	40
Purchase Marijuana		3.4%	29









Value		Percent	Responses
Purchase Vitamins		34.8%	299
Purchase Hemp Based Supplements		4.2%	36
Purchase Anti Anxiety Medication or Supplements		8.7%	75
None of the above / Does not apply		25.8%	221
Purchase Elder Care-Related Products or Services		1.5%	13
Use Physical Rehabilitation Services		2.7%	23
Find Home for Aging Parent		1.3%	11
Participate in a Medical Study		2.0%	17
Purchase a Mobility Device		1.4%	12
Receive Treatment for Vehicle or Workplace Injury		0.7%	6
Handicap Accessible Products		2.3%	20
Purchase Orthopedic Shoes		2.2%	19
Purchase Home Medical Testing Equipment or Supplies		1.0%	9
Hire a Personal Care Assistant		0.3%	3
Hire a Caregiver or Respite Worker		1.3%	11
Purchase "Aging in Place" Products		0.8%	7
Purchase a Medical Alert Service		0.7%	6
Use Personal Trainer or Instructor		2.2%	19
Stroke Treatment		0.5%	4
Memory or Alzheimer's Care		0.7%	6
Nutritional Counseling		2.7%	23
Spinal and Postural Screening		0.6%	5
Physiotherapy		0.5%	4
Receive Treatment for Substance Abuse		0.8%	7
Receive Aquatic Therapy		1.7%	15

Value		Percent	Responses
Join a Weight Loss Group		2.8%	24
Purchase Weight Loss Food Plan		2.3%	20
Have Reflexology Treatment		1.2%	10
Hire a Weight Loss Professional		1.5%	13
Have Cataract Surgery		2.3%	20
Have Acupuncture		2.0%	17
Receive Treatment for PTSD		2.1%	18










76. Which of the following HEARING SERVICES, 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 Phones for Loss of Sight or Hearing		0.3%	3
Purchase a "In-the-Ear" Hearing Aid		2.0%	17
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.9%	8
Purchase a Digital Hearing Aid		1.0%	9
Purchase a "Behind-the-Ear" Hearing Aid		1.7%	15
Purchase Hearing Aid Cleaning Supplies		1.7%	15
Purchase Hearing Aid Batteries		4.5%	39
Purchase a "In-the-Canal" Hearing Aid		1.6%	14
Purchase a Analog Hearing Aid		0.5%	4
Have a Hearing Exam		15.2%	130
None of the above / Does not apply		81.0%	695














77. Which of the following FUNERAL plans do you or members of your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase a Funeral Plot		3.0%	26
Pre-purchase a Funeral Plot or Cremation Service		4.0%	34
Purchase a Monument or Headstone		4.4%	38
Use a Funeral Planner		2.8%	24
Purchase Flowers for a Funeral		4.9%	42
Use a Cremation Service		2.6%	22
Hire a Religious or Spiritual Leader for a Funeral Service		1.2%	10
None of the above / Does not apply		85.3%	732


















78. 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
Move into a Independent Senior Housing Community		1.4%	12
Move into a Assisted Living Facility		1.3%	11
Move into a Nursing Home		1.4%	12
Move into a Alzheimers Care Facility		0.6%	5
Move Into a Hospice Facility		0.6%	5
Hospice to your Home or House		1.4%	12
Move into Residential Care Home		0.7%	6
Utilize a Respite Provider		0.5%	4
None of the above / Does not apply		95.1%	816







79. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to use in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Open Checking Account		5.4%	46
Open Savings Account		6.6%	57
Online Banking		35.3%	303
Manage Investments		8.4%	72
Manage Retirement Accounts		10.4%	89
Mortgage Line of Credit		2.8%	24
Financial Consulting		8.3%	71
Financial Services		8.7%	75
Safe Deposit Box Rental		9.3%	80
Obtain New Credit Card		4.3%	37
Payday Loan or Check Cashing Business		1.4%	12
Use Vehicle Title Loan Company		1.2%	10
None of the above / Does not apply		48.4%	415










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

Value		Percent	Responses
Annuities		3.4%	29
Certificates of Deposit		8.2%	70
City or State Bonds		0.6%	5
Collectibles, Antiques or Art		3.4%	29
Common or Preferred Stock		3.5%	30
Corporate Bonds or Debentures		1.3%	11
401(k)		19.0%	163
Gold or Precious Metals		1.6%	14
IRA		9.9%	85
Money Market Funds		5.1%	44
Mutual Funds		7.5%	64
Non-US Stocks		0.8%	7
Options		0.8%	7
US Savings Bonds		2.3%	20
US Treasury Notes		0.7%	6
Coins or Stamps		4.0%	34
None of the above / Does not apply		65.2%	559

81. 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%	9
Business Equipment Loan		0.9%	8
Carpeting or Furniture Loan		1.6%	14
College Expenses Loan		2.2%	19
College Tuition Loan		3.7%	32
Debt Consolidation Loan		4.5%	39
Medical Expenses Loan		1.7%	15
New Vehicle Loan		4.9%	42
Used Vehicle Loan		9.2%	79
Vacation or Travel Loan		1.2%	10
Wedding Loan		0.5%	4
None of the above / Does not apply		80.5%	691

82. 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		21.7%	186
Body Jewelry		3.7%	32
Coats		21.4%	184
Lipstick		26.8%	230
Nail Polish		22.1%	190
Eyewear or Sunglasses		34.1%	293
Formal Wear		6.9%	59
Handbags		27.4%	235
Hats		11.2%	96

Value		Percent	Responses
Intimate Apparel		17.6%	151
Jewelry or Accessories		21.0%	180
Watches		7.7%	66
Luggage or Bags		6.1%	52
Perfume		27.9%	239
Men's Apparel		38.0%	326
Men's Shoes		33.7%	289
Men's Underwear		31.9%	274
Women's Apparel		59.7%	512
Women's Pajamas or Sleepwear		27.3%	234
Women's Shoes		52.7%	452
Women's Underwear		40.1%	344
Swimwear		11.7%	100
Socks		41.7%	358
Scarves		9.0%	77
Ties		4.9%	42
Uniforms		7.1%	61
Western Clothing		6.3%	54
Outerwear		18.2%	156
None of the above / Does not apply		12.5%	107
Fur Coat		0.9%	8

83. 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		15.0%	129
Children's Winter Coats		14.1%	121
Children's Swimwear		10.7%	92
Children's Pants		22.7%	195
Children's T-Shirts		21.4%	184
Children's Dresses		14.1%	121
Children's Pajamas or Sleepwear		21.1%	181
Children's Socks		21.8%	187
Children's Party Dresses		4.7%	40
Children's Shorts		16.6%	142
Infant Clothing		10.6%	91
Children's School Uniform		7.7%	66
Children's Athletic Clothing		12.9%	111
None of the above / Does not apply		62.0%	532

84. 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)		35.8%	307
Boots (Men's)		14.7%	126
Cowboy Boots (Men's)		5.8%	50
Classic & Fashion Sneakers (Men's)		12.8%	110
Lace-Ups (Men's)		10.7%	92
Sandals (Men's)		5.8%	50
Slippers (Men's)		8.3%	71

Value		Percent	Responses
Work & Safety (Men's)		9.3%	80
Lace-Up Sneakers (Women's)		19.0%	163
Pumps (Women's)		16.0%	137
Sling-Back Sandals (Women's)		11.7%	100
Classic & Fashion Sneakers (Women's)		23.4%	201
Slippers (Women's)		17.1%	147
Work & Safety (Women's)		5.0%	43
Cowboy Boots (Women's)		7.6%	65
Athletic & Outdoor Shoes (Women's)		41.3%	354
Loafers & Slip-Ons (Women's)		19.1%	164
Slippers (Children's)		6.1%	52
Athletic & Outdoor Shoes (Children's)		19.3%	166
Sandals (Children's)		9.7%	83
Slip-Ons (Children's)		7.6%	65
Dress Shoes (Children's)		8.3%	71
Cowboy Boots (Children's)		5.2%	45
None of the above / Does not apply		23.8%	204
Formal & Tuxedo Footwear (Men's)		2.8%	24

85. 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		12.2%	105
Have Clothing Dry Cleaned		27.0%	232
Have Shoes Repaired		10.4%	89
Rent or Purchase a Costume		2.7%	23
Wash Clothing at a Laundromat		8.6%	74
Purchase Custom Made Clothing Items		2.4%	21
None of the above / Does not apply		60.0%	515


























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

Value		Percent	Responses
Archery Equipment		4.7%	40
Bicycle or Mountain Bike (Adult)		4.7%	40
Bicycle Tune-Up or Repair		4.2%	36
Camping or Hiking Equipment		6.2%	53
Exercise or Fitness Equipment		8.5%	73
Fishing Rods or Reels		13.2%	113
Fishing Bait or Attractant		16.2%	139
Fishing Accessories		19.8%	170
Hunting Gear		7.8%	67
Ammunition		19.8%	170
Sports Equipment (Children)		3.5%	30
Swimming Gear		4.8%	41
Trampoline		4.1%	35
Rifle		4.7%	40

Value		Percent	Responses
Hand Gun		10.0%	86
Shotgun		4.8%	41
None of the above / Does not apply		51.7%	444
Bowling Equipment		2.3%	20
High End Bicycle		1.3%	11
Bicycle Rental		0.9%	8
Golf Clubs or Equipment		2.8%	24
Racquet Equipment		1.0%	9
Running or Jogging Equipment		2.8%	24
Scuba, Diving or Snorkeling Equipment		0.8%	7
Skiing Equipment		0.8%	7
Soccer Equipment		0.9%	8
Sports Memorabilia		2.2%	19
Trophies or Plaques		1.0%	9
Weight Lifting Equipment		2.4%	21
Used Sporting Equipment		2.1%	18

87. 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		25.6%	220
Bedding Flowers or Perennials		35.8%	307
Chainsaw		4.7%	40
Fertilizer		26.9%	231
Flower Pots		23.5%	202

Value		Percent	Responses
Fountains		3.4%	29
Garden Ornaments		12.0%	103
Gravel or Rock		15.3%	131
Hand Garden Tools		12.4%	106
Landscaping		8.3%	71
Indoor Garden Supplies		4.2%	36
Insects (Bees or Other Beneficial Species)		3.3%	28
Decorative Rock		11.4%	98
Lawn Seed, Turf or Sod		8.2%	70
Outdoor Fireplace or Fire Pit		5.8%	50
Outdoor Furniture		8.4%	72
Outdoor Grill		8.5%	73
Outdoor Smoker		3.3%	28
Patio Cover, Awning or Canopy		3.4%	29
Patio Furniture		7.5%	64
Propane		11.7%	100
Lawn Mower (Push)		6.4%	55
Lawn Mower (Riding)		6.6%	57
Shrubbery or Trees		9.2%	79
Stone (Cast, Crushed or Natural)		3.4%	29
Storage Shed		5.5%	47
Leaf Blower		5.4%	46
Insect or Fungus Control Products		16.0%	137
Outdoor Garden Flags		4.4%	38
None of the above / Does not apply		32.5%	279
























Value		Percent	Responses
Gate		2.9%	25
Gazebo		2.4%	21
Patio Heater		2.4%	21
Outdoor Infrared Heater or Fireplace		1.3%	11
Outdoor Kitchen Equipment		1.5%	13
Outdoor Entertainment Center		1.6%	14
Pole Shed		1.2%	10
Portable Outdoor Heater		2.0%	17
Power Garden Tools		2.0%	17
Rototiller		1.0%	9
Screen Porch		2.1%	18
Snow Blower		0.7%	6
Greenhouse		2.2%	19

88. Which of the following AGRICULTURE/FARMING products and services do you or the members of your household intend to purchase in the next 12 months? (Check all that apply.)














Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		14.6%	125
Animal Healthcare Products		12.0%	103
Blowers		3.0%	26
Farm Work Clothes		3.0%	26
Fertilizers, Herbicides or Pesticides		9.0%	77
Mowers, Cutters or Clippers		4.5%	39
Plants, Plantings or Agricultural Seed		10.5%	90

Value		Percent	Responses
Propane, Oils or Fuels		8.4%	72
Rocks, Gravel or Sand		8.5%	73
Scoops or Shovels		3.0%	26
Sprayers or Spreaders		3.6%	31
Straw or Bedding Materials		4.8%	41
None of the above / Does not apply		61.2%	525
ATV Products and Attachments		2.9%	25
Barn or Pole Building		2.4%	21
Steel Farm Building		1.0%	9
Carts or Utility Carriers		1.9%	16
Cement Mixers or Rollers		0.8%	7
Chippers or Shredders		1.2%	10
Diggers, Drillers or Drivers		0.8%	7
Drainage or Irrigation Equipment		1.0%	9
Farm Tool Rental		1.3%	11
Farm Equipment Rental		0.9%	8
Farm Machinery or Tractor Attachments & Implements		1.7%	15
Ground-Working Equipment		2.0%	17
Pallet Forks, Forklifts or Skid Steers		0.5%	4
Pivot		0.3%	3
Planting and Seeding Equipment		2.9%	25
Rakes or Hay Handling Equipment		2.6%	22
Sweepers or Industrial Vacuums		1.2%	10
Tree Cutters or Tree Maintenance Equipment		2.9%	25









89. 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		13.8%	118
Bird Seed		12.7%	109
Cat Food		26.2%	225
Dog Food		38.9%	334
Fish Food		5.4%	46
Specialized Pet Food		3.4%	29
Other Pet Food		6.8%	58
Pet Accessories		13.8%	118
Pet Clothing		5.6%	48
Pet Toys		18.6%	160
Fish Supplies		3.4%	29
Annual Pet Vaccinations		29.7%	255
Annual Pet Checkups		26.0%	223
Preventative Care		5.5%	47
Adopt or Rescue a Pet		5.8%	50
Purchase Pet Medication		9.0%	77
Purchase Dog Bed		5.6%	48
Board a Pet Overnight		4.8%	41
Pet Dental Care		5.6%	48
None of the above / Does not apply		38.0%	326
Pet Enclosure		1.6%	14
Aquarium or Tank		2.8%	24
Bird House		2.8%	24



Value		Percent	Responses
Disease Diagnosis		0.6%	5
Pet Travel Cage		1.3%	11
Pet Travel Accessories		1.9%	16
Cremation or Burial Services		0.6%	5
Purchase a Pet		2.1%	18
Holistic or Alternative Pet Care		0.9%	8
Pet Tracking Device		1.9%	16
Bird Health Care		0.8%	7
Animal Training Classes		2.2%	19
Hemp Based Pet Supplements		1.4%	12
THC Based Pet Supplements		1.2%	10
Holistic or Alternative Pet Supplements		1.3%	11
Anti Anxiety or Stress Pet Medication for Holidays		1.5%	13

90. Which of the following do you or anyone in your household plan for your home in the next 12 months? (Check all that apply.)


























Value		Percent	Responses
Add a Room		3.5%	30
Add or Replace Deck		5.8%	50
Add a Fence or Wall Structure		7.8%	67
Remodel Kitchen		7.3%	63
Cabinet Refacing or Resurfacing		4.7%	40
Remodel Bathroom		11.8%	101
Refinish Bathtub		3.1%	27
Build a Storage Shed		4.4%	38

Value		Percent	Responses
General Remodeling		8.5%	73
Install Security or Monitoring System		3.3%	28
Replace Carpet		9.0%	77
Replace Flooring		12.5%	107
Replace Windows		5.5%	47
None of the above / Does not apply		57.3%	492
Add a Home Office		1.3%	11
Install a Glass Shower		2.7%	23
Remodel or Finish Basement Living Area		1.0%	9
Replace Garage Door		1.9%	16
Build a Garage		1.7%	15
Build Out-Building		1.5%	13
Have Furniture Restored		2.2%	19
Add a Swimming Pool		2.7%	23
Switch from Gas to Electric		0.6%	5
Switch from Electric to Gas		0.9%	8
Install a Stair Lift		0.8%	7
Install "Aging In Place" Products		1.3%	11
Install a Solar Energy System		2.0%	17
Resurface or Build New Driveway		1.9%	16
Stone or Marble Work (Bathroom or Kitchen)		2.9%	25
Sealcoating		1.5%	13
Asphalt Repair		2.2%	19
Asphalt Resurfacing		1.2%	10
Residential Paving		1.5%	13

Value		Percent	Responses
Build a "Tiny House"		0.8%	7
Install Handicap Accessible Addition		1.6%	14

91. 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		7.5%	64
Decking		7.0%	60
Doors (Exterior)		11.2%	96
Doors (Interior)		8.5%	73
Electrical Supplies		4.9%	42
Furnace		3.5%	30
Fencing		8.0%	69
Generator		4.3%	37
Hand Tools		9.3%	80
Hardwood Products		5.6%	48
Home Security Doorbell Camera		5.9%	51
Insulation		4.4%	38
Kitchen Cabinets		5.8%	50
Lighting and Fixtures		11.2%	96
Lock Sets		5.5%	47
Lumber		10.0%	86
Molding		4.2%	36
Paint (Exterior)		12.7%	109

Value		Percent	Responses
Paint (Interior)		22.6%	194
Plywood		7.5%	64
Plumbing Supplies		7.6%	65
Power Tools		3.6%	31
Rain Gutters		4.8%	41
Roofing (Composition)		3.8%	33
Roofing (Other)		5.5%	47
Screen Door		5.6%	48
Wet or Dry Vacuum		3.1%	27
Windows (Double-Hung)		3.4%	29
None of the above / Does not apply		45.9%	394
Circular Saw		1.7%	15
Mill Work		2.0%	17
Security Door		2.3%	20
Security Locks		2.9%	25
Security Window Film		1.2%	10
Siding		2.2%	19
Solar Screen		0.8%	7
Waterproofing		1.2%	10
Water Softener System or Supplies		1.4%	12
Wood Stove or Fireplace		1.9%	16
Window Guards		1.2%	10
Windows (Casement)		1.7%	15
Windows (Picture)		1.2%	10
Windows (Slider)		1.3%	11








Value	Percent	Responses
Windows (Bay or Bow)	1.0%	9

92. 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	9.7%	83
Air Duct Cleaning	8.2%	70
Appliance Repair	8.3%	71
Blinds Cleaning	6.6%	57
Carpenter or Woodworking	4.1%	35
Carpet Cleaning	13.4%	115
Chimney Cleaning	3.3%	28
Concrete Repair	3.8%	33
Drywall Installation or Repair	3.3%	28
Electrical Repair	6.9%	59
Flooring - Ceramic Tile (Installation or Repair)	3.1%	27
Flooring - Laminate (Installation or Repair)	5.1%	44
Flooring - Linoleum (Installation or Repair)	4.0%	34
Flooring - Wood (Installation or Repair)	5.8%	50
Flooring - Other (Installation or Repair)	5.2%	45
Foundation Repair	3.8%	33
Furnace Cleaning	3.3%	28
Handyman Services	11.8%	101
Home Repair	6.8%	58
Home Remodel	4.8%	41

Value		Percent	Responses
None of the above / Does not apply		50.0%	429
Alternative Energy Systems Installation		1.4%	12
Alternative Energy Systems (Service or Repair)		1.2%	10
Electrical Panel Replacement		1.5%	13
Excavation & Wrecking		0.3%	3
Fire & Water Damage Restoration		1.3%	11
Furnace Repair		1.4%	12
Furniture Reupholster		1.6%	14
Gardening Services		2.2%	19
Gutter Installation or Repair		2.7%	23
Heating Repair		2.8%	24
Home Computer Repair		2.3%	20
Home Electronics Repair		0.9%	8
Home Heating Oil or Fuel Service		1.4%	12

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

Value		Percent	Responses
Home Security Service		5.2%	45
House Cleaning Service		9.4%	81
Junk or Yard Waste Removal		8.3%	71
Recycle		5.5%	47
Sell Scrap Metal		4.5%	39
Landscaping Service		7.5%	64
Painting		13.2%	113

Value		Percent	Responses
Pest Control		11.9%	102
Plumbing Repair		6.4%	55
Pressure Washing		5.9%	51
Preventative Home Maintenance		3.3%	28
Roof Repair		5.1%	44
Security System		3.0%	26
Septic Tank Cleaning or Repair		3.1%	27
Trash Removal		9.0%	77
Computer Repair		7.0%	60
Mobile or Cell Phone Repair		3.7%	32
None of the above / Does not apply		48.6%	417
Insulation Installation or Maintenance		2.4%	21
Interior Design		2.7%	23
Movers		2.0%	17
Mold Inspection or Removal		1.5%	13
Party Equipment Rental		0.8%	7
Pool Cleaning Service		1.3%	11
Siding Replacement		1.5%	13
Snow Removal		1.4%	12
Solar Heating or Power System Installation or Repair		1.0%	9
Stucco or Exterior Coating		0.5%	4
Tool Rental		1.6%	14
Tornado or Storm Shelter Building or Repair		1.7%	15
Water Well Drilling		0.3%	3
Waterproofing		0.9%	8










Value	Percent	Responses
Window Installation	2.9%	25
Window Tinting for Home	0.5%	4
Yard Equipment Rental	0.3%	3

94. 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.)  
Part 1 of 2.












Value	Percent	Responses
Air Conditioning (Buy)	5.9%	51
Window Blinds (Venetian or Mini)	6.8%	58
Emergency Preparedness Kit or Supplies	4.4%	38
Batteries (Home or Office)	31.4%	269
Candles	22.8%	196
Firewood	4.5%	39
Carpeting	8.9%	76
Flooring Tile	5.9%	51
Hardwood Flooring	4.9%	42
Rugs	13.2%	113
Clocks	5.2%	45
Closet System	4.2%	36
Curtains or Drapes	14.3%	123
Cutlery, Flatware or Silverware	5.1%	44
Fire Extinguisher	6.3%	54
Fine Art (Paintings, Pottery, Etc.)	3.6%	31
Furniture (Bedroom)	10.1%	87



Value		Percent	Responses
Furniture (Children's)		3.7%	32
Furniture (Dining Room)		5.8%	50
Furniture (Living Room)		10.5%	90
Christmas Tree		11.4%	98
Holiday Decorations		10.5%	90
Laminate Flooring		4.8%	41
Mirror		3.7%	32
Storage Boxes or Tubs		7.6%	65
Floral Arrangements		4.5%	39
Picture Frames		7.8%	67
Linens (Bathroom)		9.1%	78
Reclining Chair		6.1%	52
Indoor Flowers		7.1%	61
Linens (Dining Room or Kitchen)		4.8%	41
None of the above / Does not apply		35.2%	302
Awning		1.9%	16
Oriental Carpeting		0.7%	6
Rugs (Persian)		1.0%	9
Ductless Heat Pumps		0.5%	4
Custom Built Furniture		1.6%	14
Reconditioned Furniture		1.4%	12
Crib		1.9%	16
Furniture (Home Office)		2.3%	20
Furnace		1.0%	9
Futon		1.5%	13

Value		Percent	Responses
Glass Table		0.5%	4
Glass Railing		0.2%	2
Safe		1.9%	16
Hot Tub or Spa (Used)		0.8%	7
Sewing Machine		2.4%	21
Wallpaper		2.0%	17
Signs or Banners		1.3%	11
Hot Tub or Spa (New)		1.3%	11
Tankless Water Heater		2.3%	20

95. 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.)  
Part 2 of 2.

Value		Percent	Responses
Home Decor or Decorating		12.0%	103
Adjustable Mattress		5.5%	47
Innerspring Mattress		3.0%	26
Pillow Top Mattress		8.0%	69
Foam Mattress		6.5%	56
Linens (Bedroom)		17.0%	146
Memory Foam Mattress		6.4%	55
Twin Size Bed		3.1%	27
Queen Size Bed		7.5%	64
King Size Bed		9.2%	79
Water Heater		3.1%	27

Value		Percent	Responses
Smoke Alarm or Detector		5.2%	45
Remote Home Monitoring Video Camera		4.0%	34
Window Coverings		5.1%	44
Patriotic Flags		4.2%	36
Alexa for Home		3.4%	29
None of the above / Does not apply		50.9%	437
Gas Burning Freestanding Stoves		1.7%	15
Water Purification System (Drinking)		2.1%	18
Solar Water Heater		1.5%	13
Latex Mattress		0.9%	8
Gel Mattress		2.3%	20
Swimming Pool (Above Ground)		2.8%	24
Swimming Pool (In-Ground)		0.8%	7
Shutters		2.3%	20
Reclaimed Wood Furniture		1.7%	15
Sports Team Flags		1.5%	13
Smart Home Products		2.3%	20
Smart Appliances		2.9%	25
Smart Lock / Front Door		2.1%	18

96. Which of the following types of ART do you or members of your households plan to purchase in the next 12 months?


























Value		Percent	Responses
Paintings		9.2%	79
Fine Art		4.8%	41
Photographs		9.0%	77
Pottery		5.0%	43
Blown Glass		4.2%	36
Stone Carvings		2.0%	17
Sculpture		2.2%	19
Artistic Wall Decor		6.6%	57
Wood Carvings		4.4%	38
Poster Art		2.8%	24
Religious Art		6.5%	56
Stained Glass		4.0%	34
Ceramics		4.9%	42
Metal Work Art		4.2%	36
Music Memorabilia		2.4%	21
Movie Memorabilia		2.1%	18
None of the above / Does not apply		72.5%	622

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

Value		Percent	Responses
Refrigerator		10.4%	89
Portable Dishwasher		1.6%	14
Dishwasher		8.4%	72
Freezer		6.8%	58
Range		6.5%	56
Range Hood		4.9%	42
Wall Oven		2.8%	24
Washer		8.4%	72
Dryer		8.0%	69
Blender		6.8%	58
Tea Kettle		3.3%	28
Microwave		11.0%	94
Window Air Conditioner		4.2%	36
Coffee or Espresso Machine		11.0%	94
Vacuum Cleaner		10.1%	87
None of the above / Does not apply		53.8%	462






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

Value		Percent	Responses
Aftermarket Products		4.0%	34
Battery		13.1%	112
Child Car Seat		5.2%	45
Floor Mats		9.6%	82
Lights		5.2%	45

Value		Percent	Responses
Mirror(s)		3.4%	29
Seat Covers		6.5%	56
Tires		19.8%	170
Wheels or Rims		3.3%	28
Wiper Blades		19.5%	167
None of the above / Does not apply		49.0%	420
Canopy		1.2%	10
Grill Guard		1.2%	10
Ground Effects		1.0%	9
Motorcycle Accessories		2.1%	18
Motorcycle Parts		2.0%	17
Performance Parts		1.4%	12
RV Accessories or Supplies		1.6%	14
Roof Rack (For Bike, Kayak, Etc.)		0.3%	3
Roof Rack (Luggage or Equipment Container)		0.6%	5
Running Boards		1.4%	12
Spoiler		0.7%	6
Step Bar		1.0%	9
Stereo System (Auto, Car or Truck)		2.7%	23
Tool Box		1.6%	14
Trailer Hitch		1.4%	12
Truck Bed Liner		1.6%	14
Visor		0.9%	8
Winch		0.5%	4
Window Tinting Equipment (Auto)		2.0%	17







Value		Percent	Responses
Cargo Trailer (Vehicle Hauler)		0.7%	6
Cargo Trailer (Flat)		0.9%	8
Cargo Trailer (Motorcycle)		0.7%	6
Cargo Trailer (Boat)		0.7%	6
Cargo Trailer (Box)		0.7%	6


























99. Where do you or members of your household go for regular auto maintenance and service? (Check one only)

Value		Percent	Responses
Dealership		35.3%	303
National chain service center (e.g. Jiffy Lube)		14.6%	125
Private service center		22.5%	193
Friend/Family		14.2%	122
Other		13.4%	115






Total: 858

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

Value		Percent	Responses
30,000 Mile Service		8.0%	69
60,000 Mile Service		6.8%	58
100,000 Mile Service		10.8%	93
Auto Detailing		9.0%	77
Auto Repair (General)		9.0%	77
Auto Warranty Work (Work Covered by Warranty)		3.1%	27

Value		Percent	Responses
Alignment		9.3%	80
Body Work		5.4%	46
Brake Replacement, Adjustment		8.2%	70
Car Wash		34.3%	294
Gas or Service Station Services		14.7%	126
Oil Change or Lube		36.0%	309
Painting		3.0%	26
Preventative Maintenance		8.9%	76
Safety Inspection		4.1%	35
Shocks		4.3%	37
Tire Mounting or Installation		6.3%	54
Tune-Up		12.4%	106
Vehicle Air Conditioning Repair		3.0%	26
Windshield or Glass Repair		7.9%	68
Windshield or Window Tinting		4.2%	36
None of the above / Does not apply		26.9%	231
Car Rental		2.9%	25
DEQ Inspection		0.5%	4
Electrical Repair		2.0%	17
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.0%	9
Motor Repair or Replacement		1.6%	14
Motorcycle Repair		1.2%	10
Muffler		1.4%	12
RV Maintenance or Service		1.4%	12
Smog Check		0.6%	5





















Value		Percent	Responses
Stereo Installation		2.3%	20
Transmission or Clutch Repair		1.0%	9
Upholstery Repair		2.9%	25
Vehicle Storage		0.7%	6
Vehicle Towing		1.2%	10

101. If you or a member of your household were to purchase an automobile in the next 12 months, where would you look to find a vehicle? (Check all that apply.)

Value		Percent	Responses
AutoTrader.com		9.4%	81
CarFax		15.3%	131
CarGurus.com		8.3%	71
CarMax.com		5.5%	47
Cars.com		6.1%	52
Craigslist Auto		9.0%	77
KBB.com		5.1%	44
Facebook Dealer Page		5.7%	49
Edmunds.com		3.3%	28
Local Dealer Site		42.2%	362
UsedCars.com		6.4%	55
Local TV Site		4.7%	40
Local Radio Site		3.3%	28
Other Local Website		8.2%	70
None of the above / Does not apply		34.7%	298
Yahoo! Autos		1.0%	9
Automotive.com		2.1%	18
Autoblog.com		0.9%	8
CarsDirect.com		0.9%	8
eBay Motors		2.7%	23
MotorTrend.com		1.4%	12
The Car Connection		0.5%	4
























102. 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		46.7%	401
Beauty Products		37.4%	321
Cosmetics		43.2%	371
Babysitting		5.5%	47
Facial		14.2%	122
Hair Care Products		54.5%	468
Hair Coloring		29.0%	249
Hair Cut		51.7%	444
Hair Removal		6.4%	55
Hair Extensions, Wigs or Weaves		7.7%	66
Manicure		22.1%	190
Massage Therapy		14.5%	124
Pedicure		26.6%	228
Tanning Products		3.4%	29
Tanning Bed or Spray Tan		4.3%	37
Tattoo or Piercing		5.7%	49
Spa Bed (Red Light Therapy or Hydration station)		1.5%	13
None of the above / Does not apply		15.6%	134


















103. 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)		29.4%	252
Books (Used)		26.2%	225
Books (Children's)		21.2%	182
Board Games		20.2%	173
Lottery Ticket		40.9%	351
Collectibles		8.4%	72
Vinyl Records		3.8%	33
Fire Works		8.9%	76
Computer Games		10.6%	91
DVD Movies (Buy)		21.9%	188
DVD Movies (Rent)		14.2%	122
DVD Movies (Children's)		11.5%	99
Magazines		25.2%	216
TV or Movie Themed Toys		5.9%	51
Toys		19.1%	164
Video Game Console		4.5%	39
Video Console Games		9.1%	78
Handheld Console Games		3.1%	27
None of the above / Does not apply		19.9%	171
Comics		2.7%	23
Graphic Novels		2.0%	17
Handheld Game Console		2.6%	22



104. Which of the following SPECIAL OCCASION related PLANS, PRODUCTS and SERVICES might you or someone in your household purchase or use the services of in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase a Wedding Dress		3.4%	29
Hire a Musician or Band for Wedding or Special Event		3.5%	30
Purchase a Wedding Cake		3.4%	29
Hire a Caterer for Wedding or Special Event		3.8%	33
Use a Florist for a Wedding or Special Event		3.7%	32
Go on a Honeymoon		5.1%	44
Purchase Wedding or Special Occasion Gifts		6.3%	54
Hire a Photographer for Wedding or Special Event		4.1%	35
Host or Attend a Retirement Party		4.3%	37
Host or Attend a Graduation Party		10.6%	91
Purchase Gourmet Cupcakes		5.8%	50
Purchase Cake, Tart or Pastries for Special Occasion		9.4%	81
None of the above / Does not apply		71.7%	615
Purchase a Tuxedo		1.2%	10
Rent a Tuxedo		2.4%	21
Purchase a Bridesmaid Dress		1.9%	16
Rent a Hall or Event Space for Wedding or Special Event		2.9%	25
Use a Wedding Planner		1.6%	14
Use a Party Planner		2.2%	19
Rent a Chauffeured Vehicle		2.1%	18
Hire a Videographer for Wedding or Special Event		2.3%	20
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.5%	4
Host or Attend a Quinceanera Party		0.6%	5

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

Value		Percent	Responses
Gems, Rocks & Minerals		4.5%	39
Ceramics and Pottery		5.2%	45
Collectables		8.7%	75
Comic Books and Related Collectables		3.0%	26
Do-It-Yourself (DIY)		25.3%	217
Games or Puzzles		20.0%	172
Beer Brewing Supplies		2.9%	25
Wine Making Supplies		1.4%	12
Jewelry Making Supplies or Beads		8.2%	70
Knitting		5.0%	43
Making Arts and Crafts		13.9%	119
Paper Crafts		5.7%	49
Quilting		7.5%	64
Scrapbooking		6.6%	57
Toy Collecting		2.6%	22
Trains, Plane & Car Model Kits		1.6%	14
None of the above / Does not apply		48.8%	419

106. 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		31.8%	273
Train Trip		9.6%	82

Value		Percent	Responses
Book Hotel Room		43.9%	377
Business Travel		5.7%	49
Buy Travel Tickets		12.5%	107
Buy Luggage		4.1%	35
Hotel or Resort Stay		25.5%	219
International Travel		6.6%	57
Take a Cruise		12.4%	106
Travel Packages		8.0%	69
Use a Travel Agent or Agency		6.3%	54
Vacation Inside Home State		18.4%	158
Vacation Outside Home State		28.3%	243
Rent a Car		14.6%	125
Book Local Lodging for Guests		4.0%	34
Stay at an RV Park		3.8%	33
Stay at a Casino		9.6%	82
Gamble at a Casino		17.7%	152
Play Bingo		7.0%	60
Does not apply		29.4%	252
Charter a Boat		1.9%	16
Chartered Fishing Trip		2.3%	20
Golf Vacation		1.7%	15
Ski Resort Stay		2.0%	17
Rent RV		1.5%	13











107. 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 College or University (Full Time)		9.1%	78
Attend College or University (Part Time)		5.2%	45
Attend Classes at Community College		5.9%	51
Online Continuing Education Courses		6.4%	55
Arts or Crafts Lessons (Adult)		5.7%	49
Cooking Lessons (Adult)		3.1%	27
Attend a Free Lecture or Seminar		9.6%	82
Attend Paid Lecture, Seminar or Special Class		3.4%	29
Dance Lessons		5.0%	43
Yoga, Pilates, or Zumba		5.5%	47
Personal Physical Training		3.1%	27
Attend a Local Workshop		5.5%	47
None of the above / Does not apply		59.7%	512
Attend Graduate School		2.8%	24
Business School		1.2%	10
Learning Center		1.0%	9
Culinary School		1.5%	13
Trade School		1.5%	13
Professional Certification or Accreditation Courses		2.6%	22
Language Lessons (Adult)		1.5%	13
Music Lessons (Adult)		2.8%	24
Sports Lessons (Adult)		1.2%	10
Real Estate Classes		2.4%	21
Child Education or Tutoring		2.4%	21
















Value		Percent	Responses
Music lessons (Child)		2.1%	18
Sports lessons (Child)		1.6%	14
Language Lessons (Child)		0.9%	8
Arts or Crafts Lessons (Child)		1.9%	16
Change School		0.8%	7
Attend a Religion Based School		1.7%	15

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

Value		Percent	Responses
Brushes		15.2%	130
Oil paints		7.5%	64
Acrylic Paints		14.8%	127
Markers		15.3%	131
Specialty Paper		7.8%	67
Fabric Craft Supplies		12.6%	108
Beads		8.3%	71
Art Pencils and Pens		14.9%	128
Scrapbooking Supplies		7.8%	67
None of the above / Does not apply		62.2%	534

109. 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
Bass Guitar		2.3%	20
Clarinet		0.8%	7
Drums		3.0%	26
Flute		0.7%	6
Acoustic Guitar		3.6%	31
Electric Guitar		1.9%	16
Electric Keyboard		3.3%	28
Piano		3.6%	31
Piano (High End)		0.9%	8
Trombone		0.6%	5
Trumpet		0.7%	6
Violin		1.3%	11
None of the above / Does not apply		87.4%	750






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

Value		Percent	Responses
Greek		7.8%	67
French		4.7%	40
Asian		21.0%	180
German		5.0%	43
American (New)		30.5%	262
Italian		35.9%	308
Cajun or Creole		19.1%	164
Indian		6.3%	54
Chinese		49.5%	425
American (Traditional)		64.8%	556
Thai		8.5%	73
Middle Eastern		2.8%	24
Japanese		15.0%	129
Mexican		60.8%	522
Vietnamese		3.4%	29
Southern		34.0%	292
Tex-Mex		20.7%	178
Spanish		6.4%	55
Mediterranean		7.0%	60
None of the above / Does not apply		10.0%	86















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

Value		Percent	Responses
Hot Dogs		21.4%	184















Value		Percent	Responses
Fish & Chips		29.5%	253
Golf Course Restaurant, Bar or Snack Bar		3.4%	29
Barbeque		42.2%	362
Deli		25.9%	222
Breakfast or Brunch		43.6%	374
Appetizers		44.4%	381
Dessert		37.1%	318
Chicken Wings		28.6%	245
Hamburgers		65.0%	558
Chicken		56.9%	488
Frozen Yogurt		15.2%	130
Tapas or Small Plates		4.0%	34
Theme Restaurants		4.7%	40
Soup		25.9%	222
Salad		47.8%	410
Pizza (Dine In)		28.3%	243
Pizza (Delivery)		18.1%	155
Steak		34.5%	296
Juice or Smoothies		14.6%	125
Sandwiches		45.2%	388
Pizza (Carry Out)		50.2%	431
Pizza (Take & Bake)		12.2%	105
Seafood		36.8%	316
Steakhouse		26.6%	228
Sushi		8.3%	71

Value		Percent	Responses
Vegetarian		4.5%	39
None of the above / Does not apply		7.3%	63
Live or Raw food		2.9%	25
Vegan		1.9%	16
Pho		1.9%	16

















112. Which of the following menu trends are important to you and family members when deciding on where to eat out? (Check all that apply.)

Value		Percent	Responses
Locally Sourced Meats and Seafood		15.3%	131
Locally Grown Produce		23.7%	203
Healthful Children's Dining		8.2%	70
Environmental Sustainability		12.8%	110
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.4%	38
Hyper-Local Sourcing		1.4%	12
Gluten Free Cuisine		6.5%	56
Sustainable Seafood		6.8%	58
Raw or Live Food Options		2.6%	22
Specialty Appetizers		11.7%	100
Specialty Salads		15.6%	134
Specialty Soups		9.9%	85
Specialty Desserts		13.4%	115
None of the above / Does not apply		51.7%	444

113. Which of the following do you and family members seek out when dining? (Check all that apply.)

Value		Percent	Responses
Patio or Outdoor Dining		14.7%	126
Non-Smoking Environment		40.9%	351
Child Friendly		24.0%	206
Serve Alcohol		13.1%	112
Pool Tables		3.5%	30
Locally Brewed Beer		4.8%	41
Live Music		10.1%	87
Bar		11.7%	100
Large Craft Beer Selection		3.5%	30
Large Wine Selection		4.4%	38
Hand Crafted Cocktails		3.5%	30
Farm to Table Dining		15.6%	134
Senior Discounts		35.0%	300
None of the above / Does not apply		22.7%	195

114. When out at a restaurant, bar, pub or club, which of the following drinks do you and the members of your party typically order? (Check all that apply.)












Value		Percent	Responses
Craft Beer		14.7%	126
Foreign Beer		4.5%	39
Red Wine		15.3%	131
White Wine		14.0%	120
Dessert Wine		4.9%	42
Mixed Drinks		23.5%	202
Hand Crafted Cocktails		7.9%	68
Beer Cocktails		6.3%	54
"Top Shelf" Spirits		7.0%	60
Champagne		4.7%	40
Champagne Cocktails		3.1%	27
Energy Drink based Mixed Drinks		2.1%	18
Premium Tequila		4.1%	35
Alcoholic Cider		1.5%	13
Locally Distilled Spirits		2.3%	20
None of the above / Does not apply		55.8%	479

115. 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		0.5%	4
Purchase Commercial or Business Property		0.8%	7
Purchase Condominium or Townhouse		0.8%	7
Purchase Manufactured or Modular Home		2.6%	22
Purchase Investment Property		2.3%	20
Purchase Personal Residence		5.8%	50
Purchase Custom Built Home		2.4%	21
Purchase Residential Real Estate at an Auction		1.3%	11
Purchase Land or Agricultural Property		2.0%	17
Purchase Vacation Property		1.4%	12
Purchase Other		2.1%	18
None of the above / Does not apply		85.0%	729

116. Which of the following Real Estate SELLING Plans does your household have in the next 12 months? (Check all that apply.)



Value		Percent	Responses
Sell Home in Senior Housing Community		0.6%	5
Sell Personal Residence		5.5%	47
Sell Vacation Property		0.9%	8
Sell Condominium or Townhouse		0.9%	8
Sell Investment Property		2.4%	21
Sell Land or Agricultural Property		2.1%	18
Sell Commercial or Business Property		1.3%	11
Sell Manufactured or Modular Home		1.2%	10
Plan to Sell Home in Master-Planned Community		0.8%	7
Sell Other		1.4%	12
None of the above / Does not apply		88.5%	759

117. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply)

Value		Percent	Responses
New home in master planned community; new development		12.0%	6
New home, but outside of development		20.0%	10
New home that I will have contractor build		22.0%	11
Existing home less than 10 years old		60.0%	30
Existing home more than 10 years old		44.0%	22
Other		8.0%	4

118. Which of the following real estate rental plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Rent New Apartment		3.6%	31
Rent House (Residence)		7.7%	66
Rent Manufactured or Modular Home		1.9%	16
Rent or Lease Commercial Property		0.8%	7
Rent Agricultural Land		0.5%	4
Rent Subsidized Housing		2.1%	18
Rent Condo/Townhouse		3.0%	26
Rent Section 8 Housing		3.6%	31
None of the above / Does not apply		84.0%	721

119. Which of the following real estate plans apply to you or your household in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.0%	34
Use a Realtor to Buy Real Estate		3.1%	27
Use a Realtor to Buy and Sell Real Estate		3.3%	28
Plan to Sell Property Myself		4.7%	40
Use a Real Estate Broker		2.1%	18
None of the above / Does not apply		87.2%	748

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

Value		Percent	Responses
New Home Loan		5.1%	44
Home Remodel or Renovation Loan		3.7%	32
Business Construction Loan		1.6%	14
Home Construction Loan		2.6%	22
Equity Loan		3.4%	29
Land Loan		1.4%	12
Reverse Mortgage		0.3%	3
Real Estate Loan for existing home		1.7%	15
Refinance Home		1.9%	16
None of the above / Does not apply		86.0%	738

121. If you or a member of your household were to purchase a new home in the next 12 months, which of the following NATIONAL sources would you use to for your local home search? (Check all that apply.)

Value		Percent	Responses
Craigslist Homes		6.2%	53
Facebook		10.5%	90
Google		9.7%	83
Auction.com		4.7%	40
Homes & Land		4.7%	40
Homes.com		5.5%	47
HomeFinder		8.2%	70
MLS.com		7.3%	63
National Real Estate Co. Site		2.2%	19
Local MLS Site		12.5%	107
RealEstate.com		8.4%	72
Realtor.com		24.1%	207
Realty.com		5.5%	47
Redfin		0.7%	6
Trulia		9.2%	79
Zillow		28.7%	246
ZipRealty.com		1.3%	11
None of the above / Does not apply		44.8%	384

122. If you or a member of your household were to rent a residence in the next 12 months, which of the following NATIONAL sources would you use to for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		10.3%	88
Apartmentguide.com		6.9%	59
Craigslist		11.1%	95
Forrent.com		2.1%	18
HomeFinder.com		7.8%	67
Hotpads.com		1.5%	13
Rent.com		7.8%	67
Sublet.com		0.6%	5
Trulia		8.0%	69
Zillow		21.8%	187
None of the above / Does not apply		58.2%	499

123. 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		63.3%	543
No, don't know who to call		36.7%	315

Total: 858

124. 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		63.4%	544
No, don't know who to call		36.6%	314

Total: 858





125. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the next 60 days? (Check all that apply.)

Value		Percent	Responses
Imported Beer		4.8%	41
Craft Beer		10.5%	90
Champagne		7.0%	60
Premium Hard Alcohol or Spirits		6.2%	53
White Wine		15.9%	136
Red Wine		17.8%	153
Cigars		4.5%	39
Major Brand Cigarettes		8.5%	73
Vaping Accessories		3.3%	28
Smokeless Tobacco		4.5%	39
Discount Cigarettes		11.8%	101
Discount Hard Alcohol or Spirits		7.2%	62
Domestic Beer		17.4%	149
None of the above / Does not apply		47.2%	405
Recreational Marijuana		2.0%	17
Marijuana Accessories		2.8%	24
Vaping Kit		2.1%	18
Roll Your Own Cigarette Supplies		2.7%	23
E-Liquids / Vape Juice		2.9%	25
Pipe Tobacco		1.7%	15
Electronic Cigarette Supplies		2.6%	22
Hookah Accessories		0.8%	7
Hookah		0.8%	7
Alcoholic Cider		2.9%	25

126. We noticed that you have selected one or more marijuana related responses throughout the survey, could you please let us know what products from the list below that you are interested in purchasing within the next 12 months? (Check all that apply)





Value		Percent	Responses
Cannabis Dry Flower/Bud		32.3%	10
Cannabis Edibles		41.9%	13
Cannabis Tinctures		22.6%	7
Cannabis Vaporizers		25.8%	8
Cannabis Cleaning Tools or Supplies		19.4%	6
Cannabis Concentrates		35.5%	11
Cannabis Pre-Rolls		19.4%	6
Organic Cannabis Products		38.7%	12
Cannabis Oil		51.6%	16
Cannabis Beauty & Skin Care Products		38.7%	12
Cannabis Beverages		25.8%	8
Cannabis Chocolates		38.7%	12
Medical Cannabis		61.3%	19
CBD Cannabis		41.9%	13
None of the above / Does not apply		9.7%	3

127. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Bulk or Discounted Food Items		22.4%	192
Specialty Teas		11.9%	102
Specialty Coffee		21.6%	185
Gourmet Deli Counter Items		14.0%	120



Value		Percent	Responses
Cookies		50.3%	432
Snack Cakes		31.4%	269
Potato Chips		57.8%	496
Soft Drinks		49.7%	426
Energy Drinks		11.0%	94
Energy Bars		12.2%	105
Noodle Bowls		12.2%	105
Cupcakes		19.6%	168
Birthday Cake		22.0%	189
Beef Jerky or Meat Sticks		17.5%	150
Bottled Water		55.9%	480
Candy		45.9%	394
Fruit		68.1%	584
Nuts		40.8%	350
Chocolates		46.0%	395
Ice cream		53.4%	458
Cheese		75.1%	644
Artisan Bread		11.4%	98
Artisan Meats		3.5%	30
Sports Drinks		12.7%	109
Basic Condiments		31.7%	272
Canned Sauces		32.8%	281
Cereal		62.5%	536
Milk		74.9%	643
Chicken		76.1%	653

Value		Percent	Responses
Pork		49.1%	421
Beef		61.3%	526
Game Meats		5.4%	46
Fish		47.8%	410
Pasta		55.1%	473
Snack Mixes		17.1%	147
Vegetables		66.8%	573
Olive Oil		45.1%	387
Balsamic Vinegar		14.3%	123
Frozen Entrees		40.9%	351
Eggs		79.6%	683
Locally Raised Beef, Pork, Poultry		14.5%	124
Locally Grown Fruit and Vegetables		38.1%	327
Locally Produced Honey		18.3%	157
Organic Food		12.1%	104
Pickled Vegetables		15.7%	135
Artisan Cheese		10.1%	87
Alternative "Meat" Products		7.1%	61
Nut Butter		13.8%	118
Sausage		50.7%	435
Donuts		28.2%	242
Pastries		22.8%	196
None of the above / Does not apply		3.5%	30
Artisan Condiments		2.6%	22
Caviar		1.0%	9

128. What is most important to you when deciding on what Grocery store to shop at?  
(Check all that apply)

Value		Percent	Responses
Convenience		67.4%	578
Better Prices		78.7%	675
Variety		36.8%	316
Quality of Selection		47.6%	408
Quality of Produce		56.4%	484
Healthy Options		28.3%	243
Speed of Check Out		30.9%	265
Size of Store		13.6%	117
Number of Checkouts		25.1%	215
Cleanliness of Store		61.7%	529
Parking		34.1%	293
Help with Bagging/Packing		20.7%	178
Loyalty Tokens/Stamps		6.3%	54
Home Delivery		2.8%	24
None of the above / Does not apply		5.0%	43

129. Why do you shop locally rather than make purchases online? (Check all that apply)

Value		Percent	Responses
See, touch, feel and try out items		66.3%	569
Take items home immediately		57.7%	495
Return items more easily		36.1%	310
Enjoy the in-store experience		37.5%	322
Can ask questions to store associates		39.9%	342
To support local businesses		51.3%	440
More secure than online purchase		18.8%	161
Better prices		28.4%	244
Quality of service		28.3%	243
Better Selection		24.7%	212
Local flavor or uniqueness		16.7%	143
None of the above / Does not apply		7.7%	66

130. 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 Religious or Spiritual Services		50.1%	430
Donate to a Charity		38.2%	328
Donate to a Church		46.2%	396
Donate to Political Party or Government Representative		5.6%	48
Join a New Church		5.8%	50
Volunteer at Church		24.6%	211
Volunteer for Nonprofit Group		13.3%	114
Have a Baby		3.0%	26
Get Married		3.6%	31
Retire		3.4%	29
Vote in Upcoming Local Elections		36.5%	313
Vote in Upcoming State or National Elections		36.6%	314
Purchase Season Tickets for Performing Arts		4.2%	36
Attend a Holiday Themed Performance		21.7%	186
Community Activity		26.5%	227
Support an Organization		10.7%	92
Join an Organization		3.7%	32
Make a Donation		27.5%	236
Register to Vote		5.1%	44
None of the above / Does not apply		15.3%	131
Donate Vehicle		0.7%	6
Look into Private Schooling for Children		1.5%	13

131. Which of the following types of events are you likely to attend in the next 12 months?  
(Check all that apply)

Value		Percent	Responses
Sporting Event		26.3%	226
Community Event		47.8%	410
Festival		41.1%	353
Live Performance		29.0%	249
Fundraising Event		19.9%	171
Seminar		8.6%	74
School Event		33.8%	290
Corporate Event		5.9%	51
Trade Show		8.7%	75
Conference		13.3%	114
Networking Event		5.9%	51
Radio Station Sponsored Event		7.3%	63
Television Station Sponsored Event		4.2%	36
Newspaper Sponsored Event		7.6%	65
None of the above / Does not apply		21.3%	183

132. 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
Participate in Organized Athletics		4.8%	41
Use a Zip Line		6.4%	55
Go Camping		15.4%	132
Go Mountain Biking		2.2%	19
Go Touring on a Bicycle		3.5%	30
Go to a Community or City Swimming Pool		9.3%	80
Take a Guided Backpacking or Hiking Trip		3.0%	26
Attend a Horse Race		5.8%	50
Attend a Car, Truck or Motorsport Race		6.6%	57
Participate in City or Municipal Sponsored Programs		8.2%	70
Join or Change Health or Fitness Club		10.0%	86
None of the above / Does not apply		59.2%	508

133. In the last 30 days, which of the following have your or a member of your household viewed or used? (Check all that apply for each row.)

Value		Percent	Responses
Local Business Website		19.5%	167
Local Business Blog		4.3%	37
Local Business Email		7.6%	65
CitySearch		3.6%	31
Snapchat		13.4%	115
Instagram		22.8%	196
Cinema Ads		9.2%	79
Facebook Business Page		21.4%	184
Reviews on Yelp! or Google+		6.6%	57

Value		Percent	Responses
YouTube Promo Video		15.0%	129
Local Business Text Message		4.1%	35
Pandora		16.7%	143
Online Yellow Pages		9.1%	78
Google Search		60.7%	521
eBay		37.3%	320
Spotify		5.7%	49
Pinterest		31.6%	271
Google+ Local		9.9%	85
Clicked on Google Sponsored Ad		16.1%	138
LinkedIn		13.6%	117
Craigslist		20.6%	177
Bing		12.5%	107
Twitter		13.2%	113
Amazon		69.8%	599
None of the above / Does not apply		6.8%	58
Digital Billboard		1.5%	13
Angie's List		2.6%	22
Xing		0.7%	6



134. Are you aware of posts on Facebook that are sponsored by businesses?

Value		Percent	Responses
Yes		75.4%	647
No		24.6%	211



Total: 858













135. Have you ever responded to or clicked on a Facebook post that was sponsored by a business?


























Value	Percent	Responses
Yes 	54.9%	471
No 	45.1%	387
		<b>Total: 858</b>




















136. Do you or any members of your household subscribe to a business email?

Value	Percent	Responses
Yes 	31.2%	268
No 	68.8%	590
		<b>Total: 858</b>



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

Value	Percent	Responses
Apparel and Accessories 	51.9%	445
Arts and Entertainment 	22.8%	196
Automotive - (General) 	20.7%	178
Automotive - (New Vehicle Dealership) 	12.1%	104
Automotive - (Used Vehicle Dealership) 	14.7%	126
Automotive - (Auto Parts store) 	13.3%	114
Automotive - (Auto Repair business) 	6.4%	55
Automotive - (Auto Body shop) 	4.9%	42
Tire Business 	15.5%	133
Beauty and Spa Related Businesses 	15.4%	132

Value		Percent	Responses
Child Related Businesses		6.3%	54
Community and State Services		16.1%	138
Education		14.0%	120
Employment Related Businesses		12.7%	109
Event Planning and Services		7.0%	60
Family Activity Related Businesses		11.0%	94
Farm Equipment and Agriculture Businesses		4.1%	35
Financial Services		8.7%	75
Fitness Businesses or Providers		4.7%	40
General Retail		32.4%	278
Grocery / Market		28.8%	247
Home and Garden Related Businesses		17.6%	151
Building Supply/Lumber Business		10.8%	93
Home Service Businesses		8.4%	72
Home Service Contractors		6.3%	54
Hotel and Travel Related Businesses		23.2%	199
Local Services		20.3%	174
Medical Related Businesses - (General)		16.1%	138
Medical Related Businesses - (Chiropractor)		3.8%	33
Medical Related Businesses - (Dentist)		8.5%	73
Medical Related Businesses - (Hospital)		7.1%	61
Nightlife Related Businesses		4.3%	37
Pet / Animal		20.7%	178
Professional Services		11.1%	95
Real Estate Service Businesses		6.4%	55

Value		Percent	Responses
Recreation Related Businesses		5.0%	43
Restaurant / Bar / Lounge		23.2%	199
Senior Related Businesses		8.2%	70
Specialty Food and Drink		10.4%	89
General Retail - Children's Clothing Store		9.3%	80
General Retail - Clothing Accessory Store		14.3%	123
General Retail - Computer Store		8.5%	73
General Retail - Farming and Agriculture Business		3.6%	31
General Retail - Furniture Store		13.3%	114
General Retail - Hardware Store		9.8%	84
General Retail - Home Entertainment Store		6.2%	53
General Retail - Jewelry Store		6.6%	57
General Retail - Major Appliance Store		9.4%	81
General Retail - Men's Clothing Store		12.4%	106
General Retail - Mobile Phone Store		8.7%	75
General Retail - Shoe Store		16.2%	139
General Retail - Women's Clothing Store		24.2%	208
None of the above / Does not apply		16.7%	143
Motorsport Businesses		1.3%	11

138. Are you considering a change or new employment in the next 12 months?

Value		Percent	Responses
Yes		20.5%	176
No		79.5%	682

Total: 858

139. 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
Get a New Full Time Job	17.4%	149
Get a New Part Time Job	11.7%	100
Get a Temporary or Seasonal Job	5.7%	49
Use an Employment or Temporary Employment Agency	4.1%	35
Use a Career Counselor	0.9%	8
Get a Second (or Third) Job	3.6%	31
Get First Job after High School	1.3%	11
Get First Job after College	1.4%	12
None of the above / Does not apply	69.1%	593

140. 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
Retail	5.4%	46
Admin & Clerical	12.1%	104
Warehouse	3.4%	29
Accounting	4.2%	36
Hotel - Hospitality	4.5%	39
Health Care	8.7%	75
Grocery	4.9%	42
Banking & Finance	3.3%	28
Customer Service	11.3%	97
Child Care	4.5%	39

Value		Percent	Responses
Management		4.8%	41
Education		5.7%	49
NonProfit		3.1%	27
Government		4.3%	37
Restaurant - Food Services		3.7%	32
Executive Level		3.0%	26
Sales & Marketing		3.3%	28
None of the above / Does not apply		60.1%	516
Agriculture		1.4%	12
Automotive		1.5%	13
Construction		2.0%	17
Manufacturing		2.2%	19
Entry Level (New Graduate)		1.4%	12
Real Estate		1.4%	12
Insurance		0.8%	7
Legal		1.4%	12
Media		1.6%	14
Installation - Maintenance - Repair		1.0%	9
Engineering		1.2%	10
Information Technology		2.0%	17
Skilled Labor - Trades		2.1%	18
Transportation		2.7%	23

141. If you were to look for a new job in the next 12 months, where would you go look to find local job listings? (Check all that apply.)

Value		Percent	Responses
Local Business Site		27.5%	236
Local Agency Site		16.2%	139
Craigslist		8.3%	71
Facebook		12.8%	110
Indeed.com		25.2%	216
LinkedIn		10.0%	86
Monster.com		9.9%	85
CareerBuilder		9.2%	79
GlassDoor		4.9%	42
SimplyHired.com		4.0%	34
AOL Jobs		2.2%	19
SnagAJob.com		4.8%	41
Dice.com		0.8%	7
USAjobs.gov		9.1%	78
USAjobs.org		6.1%	52
ZipRecruiter		5.9%	51
JobDiagnosis		1.3%	11
TheLadders		1.0%	9
None of the above / Does not apply		45.3%	389

142. 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		20.4%	175
Yellow Pages directory		4.5%	39
Direct mail flyer		13.1%	112
Deal program/offer		6.3%	54
Facebook business page offer		9.3%	80
Billboard advertising		4.1%	35
None of the above / Does not apply		66.0%	566

143. Which of the following apply to the members of your household with regards to local online deals: (Check all that apply.)

Value		Percent	Responses
Subscribe to local online deals provider (like Groupon)		15.6%	134
Purchased an online deal to a local business in the past 3 months		11.2%	96
None of the above / Does not apply		78.7%	675

144. 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		11.8%	101
Read ads and keep them - using one or two		40.0%	343
Read ads and keep them - without using any		5.2%	45
Read ads but throw away without using any		16.8%	144
Throw ads away unread		14.0%	120
Do not receive direct mail or advertisements at home or PO Box		12.2%	105

Total: 858

145. 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 %	47 5.5%	181 21.1%	362 42.2%	26 3.0%	44 5.1%	112 13.1%	86 10.0%	858
County election Count Row %	49 5.7%	178 20.7%	351 40.9%	33 3.8%	40 4.7%	114 13.3%	93 10.8%	858
State election Count Row %	34 4.0%	255 29.7%	274 31.9%	27 3.1%	62 7.2%	120 14.0%	86 10.0%	858
Total Total Responses								858

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

Value	Percent	Responses
Yes	85.8%	736
No	14.2%	122

Total: 858

147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	88.8%	762
No	11.2%	96








Total: 858



148. Which of the following AUTOMOTIVE and MOTORSPORT business categories have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
New Vehicle Dealership		4.9%	42
Used Vehicle Dealership		5.7%	49
New and Used Vehicle Dealership		7.9%	68
Automotive Service		9.9%	85
Tire Store		11.0%	94
Auto Parts Store		15.2%	130
Recreation Vehicle (RV) Dealership		1.2%	10
RV or Camper Service		2.0%	17
Boat Dealer		1.5%	13
Boat Service		0.9%	8
Motorcycle Dealer		1.3%	11
Motorcycle Repair Shop		0.7%	6
None of the above / Does not apply		66.1%	567

149. Which of the following PROFESSIONAL SERVICE business categories have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Accountant or CPA		3.1%	27
Legal Firm or Attorney		2.3%	20
Insurance Agency		7.8%	67
Tax Advisor		2.9%	25
Telecommunications Provider		3.0%	26
Internet Service Provider		7.8%	67
None of the above / Does not apply		80.8%	693

150. Which of the following MEDICAL SERVICE business categories have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Alzheimer's or Memory Care Facility		1.3%	11
Hearing Aid Center		1.4%	12
Cardiologist		4.3%	37
Chiropractor		3.1%	27
Dentist		14.3%	123
Dermatologist		4.2%	36
Hospital		5.9%	51
Mental Health Provider		2.3%	20
Optometrist		3.5%	30
Pediatrician		1.6%	14
General Practitioner		7.9%	68
Rehabilitation Clinic		0.8%	7
Urgent Care Clinic		4.1%	35
Surgical Specialist		2.6%	22
Weight Loss Service		3.6%	31
None of the above / Does not apply		70.5%	605







151. Which of the following HOME RELATED SERVICE CONTRACTORS have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Carpet Cleaning Service		3.1%	27
Electrician		3.4%	29
Handyman		5.5%	47
Heating & Air Conditioning Service		3.3%	28
Remodeling Contractor		1.9%	16
General Contractor		3.1%	27
Landscaper		2.0%	17
New Home Builder		1.4%	12
Painting Contractor		1.3%	11
Plumber or Plumbing Contractor		3.4%	29
Roofing Contractor		2.1%	18
None of the above / Does not apply		83.9%	720









152. Which of the following REAL ESTATE SERVICES have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Apartment Rental Agency		3.1%	27
Home Inspector		1.7%	15
Mortgage Broker		1.4%	12
Property Manager		2.3%	20
Realtor		6.6%	57
None of the above / Does not apply		88.3%	758

153. Which of the following FINANCIAL SERVICES have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Real Estate Loan Provider		1.9%	16
Automotive Loan Provider		2.1%	18
Financial Advisor		2.9%	25
Bank		15.3%	131
Credit Union		7.6%	65
None of the above / Does not apply		77.9%	668

154. Which of the following types of RESTAURANTS have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Buffet Restaurant		19.1%	164
Ethnic Restaurant		6.2%	53
Family Style Restaurant		21.8%	187
Fast Food Restaurant		18.4%	158
Fine Dining Restaurant		11.8%	101
Pizza Restaurant		22.8%	196
Restaurant with Bar or Lounge		7.2%	62
None of the above / Does not apply		52.3%	449

155. Which of the following RETAIL BUSINESS categories have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Building Supply-Lumber Yard		9.7%	83
Clothing Accessory Store		10.1%	87
Major Appliance Store		6.1%	52
Computer Store		5.5%	47
Farming and Agriculture Business		3.0%	26
Furniture Store		10.5%	90
Grocery Store		18.3%	157
Hardware Store		7.2%	62
Home Entertainment Store		2.6%	22
Jewelry Store		5.1%	44
Mobile Phone Store		3.7%	32
Shoe Store		12.5%	107
Specialty Food Business		2.2%	19
Women's Clothing Store		19.8%	170
Men's Clothing Store		6.9%	59
Children's Clothing Store		8.9%	76
None of the above / Does not apply		52.6%	451

156. Which of the following GENERAL BUSINESS categories have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Any Beauty Related Business		7.2%	62
Any Child Related Business		4.3%	37
Any Event Planning Business		2.1%	18
Any Education Business		4.8%	41
Any Fitness Business		3.5%	30
Any Pet Related Business		9.1%	78
Any Senior Related Business		6.1%	52
None of the above / Does not apply		76.1%	653

157. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

Value		Percent	Responses
Yes		18.9%	162
No		49.8%	427
Does not apply		31.4%	269

Total: 858















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

Value		Percent	Responses
Apparel and Accessories		6.2%	10
Automotive		3.7%	6
Child Related Businesses		4.3%	7
Education		7.4%	12
Financial Services		3.1%	5
Health and Medical		4.9%	8
Home Service Businesses		4.9%	8
Local Services		4.3%	7
Pet / Animal		4.3%	7
Real Estate		11.1%	18
Other		34.6%	56
Arts and Entertainment		1.2%	2
Beauty and Spa		1.9%	3
General Retail		0.6%	1
Grocery and Specialty Food/Drink		1.2%	2
Home and Garden		2.5%	4
Hotel and Travel		0.6%	1
Nightlife		0.6%	1
Pizza Restaurant Types		0.6%	1
Recreation		0.6%	1
Restaurant / Bar / Lounge		1.2%	2







Total: 162

159. 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.		35.8%	58
Computer Hardware		11.7%	19
Office Copier		6.8%	11
Business Logo Apparel		18.5%	30
Networking Hardware or Software		6.8%	11
Office Furniture, Fixtures or Interiors		9.3%	15
Office Cleaning Supplies		18.5%	30
Office Supplies		36.4%	59
Office Printer		7.4%	12
Promotional Items		10.5%	17
Security System		3.7%	6
Telephone Systems		5.6%	9
Uniforms or Work Clothing		9.3%	15
None of the above / Does not apply		32.7%	53

160. Which of the following BUSINESS SERVICES do you/your household, or does your company, plan to GET NEW or CHANGE PROVIDER in the next 12 months? (Check all that apply.)











Value		Percent	Responses
Business Accounting or CPA		9.3%	15
Business Advertising		8.6%	14
Business Financial Consulting		3.7%	6
Business Bottled Water Delivery		4.3%	7
Business Cellular Phone Service		3.1%	5
Business Employment Agency		3.1%	5

Value		Percent	Responses
Business Internet Services		6.2%	10
Business Internet Service Provider		4.3%	7
Business Legal Services or Attorney		3.7%	6
Business Marketing Services		3.7%	6
Business Printing Services		3.7%	6
Business Recruitment		3.7%	6
Business General Broadcast Media Service		3.7%	6
None of the above / Does not apply		70.4%	114
Business Advisory Services		2.5%	4
Business Computer Consulting		2.5%	4
Business Construction Contractor		1.9%	3
Business Meetings or Conventions		1.9%	3
Business Moving or Storage		1.9%	3
Business Payroll Services		1.9%	3
Business Realty Services		2.5%	4
Business Security Services		0.6%	1
Business Sign Company Services		1.9%	3
Business Shuttle or Limo Services		0.6%	1
Business Staffing or Temp Services		1.9%	3
Business Travel Agency		0.6%	1
Business Radio Media Service		1.2%	2









161. Which of the following business real estate plans does your company have planned in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Rent New Office		2.5%	4
Buy New Office		4.3%	7
Add New Locations		4.3%	7
Renovate Existing Facilities		9.3%	15
Construct New Facilities		5.6%	9
Buy or Rent Industrial Space		2.5%	4
Buy or Rent Warehouse space		1.9%	3
Install New Commercial Carpeting		2.5%	4
None of the above / Does not apply		82.7%	134

162. Which of the following business automotive purchasing plans does your company have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		3.1%	5
Purchase Used Business Automobiles		1.9%	3
Purchase New Business Trucks		3.1%	5
Purchase Used Business Trucks		1.9%	3
Lease New Business Automobiles		4.9%	8
Lease New Business Trucks		2.5%	4
Purchase New Business Delivery Vehicles		1.9%	3
Purchase New Heavy Duty or Commercial Business Trucks		0.6%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.9%	3
None of the above / Does not apply		87.7%	142

163. Which of the following employee benefit and insurance programs does your company plan to start or change in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Business Insurance		4.3%	7
Business Health Insurance		6.8%	11
Business Dental Insurance		5.6%	9
Business 401K or Retirement Program		4.3%	7
Business "Key Man" Insurance		2.5%	4
Business Property Insurance		2.5%	4
Business Commercial Insurance		4.3%	7
None of the above / Does not apply		87.0%	141

164. What forms of advertising do you find most successful for your business? (Check all that apply.)

Value		Percent	Responses
Local Newspaper		37.0%	60
Local Newspaper Site		13.0%	21
Local Radio		17.3%	28
Local Television		9.9%	16
Local Free or Alternative publication		8.6%	14
Other Print Publications		6.8%	11
Facebook		32.7%	53
Other Social Media		12.3%	20
Search Engine Optimization (SEO, SEM)		6.8%	11
Word of Mouth or Referrals		44.4%	72
Billboards		11.1%	18
Direct Mail		11.7%	19
Coupons or "Deal of the Day"		10.5%	17
Fliers or Door Hangers		6.8%	11
Sign "Spinners"		3.1%	5
Yellow Pages		6.2%	10
Banner Ads		13.6%	22
Online Advertising		17.3%	28
None of the above / Does not apply		11.7%	19
Twitter		2.5%	4
Telemarketing		1.2%	2
Retargeting Web Ads		1.2%	2




165. Which of the following do you invest in to drive your business? (Check all that apply)

Value		Percent	Responses
Have an ongoing digital marketing campaign		4.3%	7
Use social media for promoting business		19.1%	31
Website optimized for mobile (responsive)		9.3%	15
Ongoing search optimization (SEO, SEM)		6.8%	11
Banner ads		7.4%	12
Cost-per-click ads (CPC, PPC)		3.1%	5
Cost-per-mille ads (CPM)		1.2%	2
Programmatic ads		0.6%	1
Retargeting ads		0.6%	1
Video ads		3.1%	5
Google ads (Adwords)		10.5%	17
Facebook ads		22.2%	36
Sponsored content		1.2%	2
Email advertising		9.3%	15
Site analytics		2.5%	4
Use a Digital Agency		1.2%	2
Digital ads through newspaper		5.6%	9
None of the above/Does not apply		53.1%	86

166. 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		5.6%	9
Use social media for promoting business		17.3%	28
Website optimized for mobile (responsive)		6.8%	11
Ongoing search optimization (SEO, SEM)		6.2%	10
Banner ads		9.9%	16
Cost-per-click ads (CPC, PPC)		4.9%	8
Cost-per-mille ads (CPM)		2.5%	4
Programmatic ads		1.2%	2
Retargeting ads		2.5%	4
Video ads		4.9%	8
Google ads (Adwords)		9.3%	15
Facebook ads		18.5%	30
Sponsored content		3.1%	5
Email advertising		14.2%	23
Site analytics		3.1%	5
Use a Digital Agency		1.9%	3
Digital ads through newspaper		9.3%	15
None of the above/Does not apply		54.9%	89

167. Would you like help in putting together a comprehensive advertising plan for your business?

Value		Percent	Responses
Yes		7.5%	12
No		81.3%	130
Don't know		11.3%	18

**Total: 160**

168. Including groceries, approximately what percent of your household shopping dollars are spent out of your local area? (This includes online purchases)

Value		Percent	Responses
0%		5.7%	49
1% - 25%		36.5%	313
26% - 50%		21.0%	180
51% - 75%		17.9%	154
76% - 100%		18.9%	162

**Total: 858**

Average 40%

169. Which age brackets do you fall into?



Value		Percent	Responses
18 - 19		0.6%	5
20 - 24		1.6%	14
25 - 30		3.8%	33
31 - 34		3.1%	27
35 - 40		6.2%	53
41 - 45		5.9%	51
46 - 49		6.4%	55
50 - 54		10.3%	88
55 - 60		19.9%	171
61 - 69		26.5%	227
70 or older		15.6%	134

**Total: 858**

Average

56

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

Value		Percent	Responses
Metro / Urban		6.5%	56
Small/Mid-Size Town		45.5%	390
Suburban		8.3%	71
Rural		35.4%	304
Vacation community		1.2%	10
Other		3.1%	27

Total: 858

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.6%	5
Some High School (Not Graduate)		2.9%	25
High School Graduate (12th grade)		17.6%	151
Vocational or Technical Training		6.2%	53
Some College		27.0%	232
College Graduate		27.0%	232
Some Post-Graduate Study (No Advanced Degree)		3.3%	28
Post-Graduate Degree		15.4%	132

Total: 858

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

Value		Percent	Responses
Under \$20,000		21.1%	178
\$20,000 - \$24,999		10.7%	90
\$25,000 - \$29,999		7.0%	59
\$30,000 - \$34,999		7.2%	61
\$35,000 - \$39,999		4.9%	41
\$40,000 - \$44,999		5.3%	45
\$45,000 - \$49,999		6.6%	56
\$50,000 - \$74,999		14.7%	124
\$75,000 - \$99,999		9.8%	83
\$100,000 - \$124,999		5.9%	50
\$125,000 - \$149,999		2.5%	21
\$150,000 - \$200,000		2.6%	22
Over \$200,000		1.5%	13

**Total: 843**

Average

\$53,072

### 174. Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.7%	15
Black or African-American		22.3%	191
Asian		0.6%	5
White or Caucasian		64.7%	555
Hispanic		0.5%	4
Other		2.1%	18
Prefer not to answer		8.2%	70

**Total: 858**

175. Are you...

Value	Percent	Responses
Male	16.3%	140
Female	79.5%	682
Other	0.1%	1
Prefer not to answer	4.1%	35

Total: 858

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

Value	Percent	Responses
Single Family Home	78.4%	672
Apartment	8.2%	70
Condominium	0.9%	8
Mobile Home	7.2%	62
Other	5.3%	45




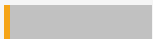

Total: 857

177. 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	73.4%	630
Rented	19.5%	167
Occupied Without Payment of Rent	2.9%	25
Other	4.2%	36

Total: 858

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

Value		Percent	Responses
None		71.1%	609
1		13.0%	111
2		9.3%	80
3		3.9%	33
4 or more		2.8%	24
			<b>Total: 857</b>

179. If available, would you like to receive coupons or special promotions from businesses in your area for the products & services you indicated in the survey that your household plans to buy?

Value		Percent	Responses
Yes		56.8%	485
No		43.2%	369
			<b>Total: 854</b>