

The Pulse of America Survey Report (Far West)

Response Counts

Completion Rate:	100%	
Complete		 480

Total: 480

Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	480

Total: 480

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 %	13 2.7%	6 1.3%	54 11.3%	162 33.8%	243 50.6%	2 0.4%	480
Local breaking news Count Row %	3 0.6%	2 0.4%	9 1.9%	65 13.5%	399 83.1%	2 0.4%	480

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	2	0	15	80	381	2	480
Row %	0.4%	0.0%	3.1%	16.7%	79.4%	0.4%	
County news							
Count	4	4	37	158	275	2	480
Row %	0.8%	0.8%	7.7%	32.9%	57.3%	0.4%	
Local sports news							
Count	68	89	111	136	74	2	480
Row %	14.2%	18.5%	23.1%	28.3%	15.4%	0.4%	
Local school news							
Count	39	38	112	168	120	3	480
Row %	8.1%	7.9%	23.3%	35.0%	25.0%	0.6%	
Local crime news							
Count	7	9	33	120	310	1	480
Row %	1.5%	1.9%	6.9%	25.0%	64.6%	0.2%	
Local advertising							
Count	19	26	114	179	140	2	480
Row %	4.0%	5.4%	23.8%	37.3%	29.2%	0.4%	
Local political news							
Count	19	37	74	181	167	2	480
Row %	4.0%	7.7%	15.4%	37.7%	34.8%	0.4%	
Local entertainment news							
Count	13	26	90	183	166	2	480
Row %	2.7%	5.4%	18.8%	38.1%	34.6%	0.4%	
Local dining news							
Count	13	29	102	173	162	1	480
Row %	2.7%	6.0%	21.3%	36.0%	33.8%	0.2%	
State or national news							
Count	7	5	39	157	267	5	480
Row %	1.5%	1.0%	8.1%	32.7%	55.6%	1.0%	

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

Total
Total Responses 480

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 %	69 14.4%	125 26.0%	201 41.9%	85 17.7%	480
Business news Count Row %	79 16.5%	170 35.4%	187 39.0%	44 9.2%	480
Government news Count Row %	132 27.5%	169 35.2%	144 30.0%	35 7.3%	480
High school sports news Count Row %	36 7.5%	68 14.2%	199 41.5%	177 36.9%	480
Crime news Count Row %	182 37.9%	166 34.6%	118 24.6%	14 2.9%	480
Clubs and organizations news Count Row %	49 10.2%	123 25.6%	229 47.7%	79 16.5%	480
Total Total Responses					480

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 %	3 0.6%	12 2.5%	76 15.8%	255 53.1%	124 25.8%	10 2.1%	480
Local news coverage Count Row %	9 1.9%	26 5.4%	68 14.2%	268 55.8%	98 20.4%	11 2.3%	480
Reporting objectivity Count Row %	17 3.5%	60 12.5%	124 25.8%	176 36.7%	74 15.4%	29 6.0%	480
Headline objectivity Count Row %	10 2.1%	44 9.2%	118 24.6%	222 46.3%	71 14.8%	15 3.1%	480
Local school news Count Row %	7 1.5%	13 2.7%	141 29.4%	193 40.2%	70 14.6%	56 11.7%	480
County news coverage Count Row %	7 1.5%	19 4.0%	122 25.4%	233 48.5%	81 16.9%	18 3.8%	480
Local city/community news coverage Count Row %	7 1.5%	24 5.0%	73 15.2%	252 52.5%	113 23.5%	11 2.3%	480
Environmental news coverage Count Row %	12 2.5%	45 9.4%	143 29.8%	184 38.3%	68 14.2%	28 5.8%	480
Courts and cops news coverage Count Row %	12 2.5%	32 6.7%	126 26.3%	207 43.1%	76 15.8%	27 5.6%	480
Local sports coverage Count Row %	9 1.9%	14 2.9%	110 22.9%	181 37.7%	91 19.0%	75 15.6%	480
Local arts and entertainment coverage Count Row %	7 1.5%	9 1.9%	124 25.8%	198 41.3%	118 24.6%	24 5.0%	480

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	8	21	105	214	107	25	480
Count	1.7%	4.4%	21.9%	44.6%	22.3%	5.2%	
Row %							
Total							
Total Responses							480

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

Value	Percent	Responses
Yes	67.3%	323
No	32.7%	157
		Total: 480

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	39.0%	126
No	55.1%	178
None of the above / Does not apply	5.9%	19
		Total: 323

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

Value		Percent	Responses
Yes		58.8%	282
No		41.3%	198
			Total: 480

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		42.9%	121
No		54.3%	153
None of the above / Does not apply		2.8%	8
			Total: 282

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

Value		Percent	Responses
Yes		91.0%	437
No		9.0%	43
			Total: 480

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		60.6%	265
No		39.4%	172
			Total: 437

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

Value	Percent	Responses
1	33.4%	146
2	53.1%	232
3	8.5%	37
4	3.0%	13
5 or more	2.1%	9

Total: 437

Statistics

Average 1.8

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

Value	Percent	Responses
Adult male	66.8%	292
Adult female	80.3%	351
Minor under 18	2.3%	10

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

Value		Percent	Responses
Yes, always		17.8%	78
Yes, frequently		29.5%	129
Yes, sometimes		30.7%	134
Seldom		17.8%	78
Never		4.1%	18

Total: 437




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		19.7%	86
Local Daily Newspaper		70.9%	310
Local Paid Weekly Community Newspaper		28.8%	126
Local Free Weekly Print Publication (a Shopper or Newspaper)		48.7%	213
Local Alternative Publication		10.5%	46
Local Specialty Publication		16.5%	72
Local Business Publication		17.4%	76
Local Ethnic Publication		3.0%	13
Local Parenting Publication		3.0%	13
Local Senior Publication		20.4%	89
None of the above / Does not apply		1.8%	8

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
Classified Ads					
Count	60	93	227	57	437
Row %	13.7%	21.3%	51.9%	13.0%	
Retail Store Ads					
Count	117	162	139	19	437
Row %	26.8%	37.1%	31.8%	4.3%	
Ad Inserts					
Count	88	129	170	50	437
Row %	20.1%	29.5%	38.9%	11.4%	
Real Estate Ads					
Count	30	77	201	129	437
Row %	6.9%	17.6%	46.0%	29.5%	
Automotive Ads					
Count	15	44	221	157	437
Row %	3.4%	10.1%	50.6%	35.9%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	58	136	202	41	437
Row %	13.3%	31.1%	46.2%	9.4%	
Political Ads					
Count	24	65	207	141	437
Row %	5.5%	14.9%	47.4%	32.3%	
Legal Notices					
Count	33	54	169	181	437
Row %	7.6%	12.4%	38.7%	41.4%	
Total					
Total Responses					437

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		54.2%	260
Posted on a Government Website		9.4%	45
No preference		36.5%	175

Total: 480

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	15.4%	74
No	83.8%	402
Don't know	0.8%	4
		Total: 480

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

Value	Percent	Responses
Excellent response (sold item or got many inquiries)	27.4%	20
Satisfactory response (received many inquiries)	39.7%	29
Poor response (received very few inquiries)	32.9%	24
		Total: 73

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

Value	Percent	Responses
Yes	44.8%	215
No	55.2%	265
		Total: 480
















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

Value		Percent	Responses
Daily		15.6%	75
Couple times week		12.5%	60
Weekly		8.3%	40
Couple times month		9.4%	45
Monthly		4.0%	19
Less Monthly		22.7%	109
Have not visited / Does not apply		27.5%	132
















Total: 480

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		7.3%	35
Auto Detailing Shop		6.3%	30
Auto Glass Repair Shop		9.2%	44
Oil Change Station		46.7%	224
Auto Parts Store		37.5%	180
Auto Repair Shop		32.7%	157
Auto Salvage Yard		7.7%	37
Auto Battery Store		8.5%	41
Car Wash		65.0%	312
Gas Station		81.5%	391
New Vehicle Dealership		12.1%	58
Used Vehicle Dealership		9.0%	43
Pick and Pull Lot		3.8%	18

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		3.8%	18
RV or Camper Service		5.8%	28
Tire Store		30.8%	148
None of the above / Does not apply		5.4%	26
Auto Paint Shop		1.5%	7
Auto Protective Paint or Coating Shop		0.8%	4
Auto Towing Service		1.9%	9
Auto Window Tinting		1.5%	7
Auto Stereo Installation		1.7%	8
Car Audio Store		1.7%	8
Commercial Truck Dealership		0.8%	4
Commercial Truck Repair Shop		0.6%	3
Utility Trailer Dealer		1.7%	8
Trailer Dealer		1.5%	7
Trailer Rental Service		0.4%	2













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		2.5%	12
Boating Accessory Store		4.4%	21
Boat Repair Shop		1.5%	7
Boat Rental Service		0.6%	3
All-Terrain Vehicle (ATV) Dealer		5.0%	24
Watercraft Dealer		0.8%	4
Watercraft Rental Shop		1.3%	6
Motorcycle Dealer		1.9%	9
Motorcycle Repair Shop		2.3%	11
Motorcycle Accessory Store		3.8%	18
Golf Cart Dealer		0.8%	4
Service		5.4%	26
Boat and RV Storage Facility		2.5%	12
Harley-Davidson Dealer		2.1%	10
None of the above / Does not apply		80.2%	385

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		2.1%	10
Used Farm Equipment Dealer		1.5%	7
Farm Truck and Tractor Repair Shop		2.5%	12
Agriculture Farm Supply Store		11.9%	57
Agricultural Service		1.5%	7
Farming Structure Building Contractor		0.8%	4
Animal Feed Store		17.3%	83
None of the above / Does not apply		75.2%	361

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













Value		Percent	Responses
Bagel Shop		12.7%	61
Bakery		56.3%	270
Specialty Cake Bakery		7.7%	37
Cupcake Shop		5.8%	28
Donut Shop		22.7%	109
Beverage Distributor		4.8%	23
Beer Shop		13.5%	65
Brewery or Brew Pub		25.8%	124
Candy Store		15.6%	75
Cheese Shop		15.6%	75
Chocolate Shop		13.8%	66
Coffee & Tea Shop		40.0%	192

Value		Percent	Responses
Espresso or Coffee Shop		51.7%	248
Cookie Store		5.4%	26
Dairy Store		6.5%	31
Convenience Store		51.0%	245
Dessert Restaurant		7.7%	37
Distillery		7.3%	35
Food Cart		14.0%	67
Ethnic Food Restaurant		41.7%	200
Ice Cream or Frozen Yogurt Shop		35.6%	171
Smoothie or Juice Bar		11.9%	57
Liquor Store		23.3%	112
Spice Store		6.7%	32
Tea Shop		10.2%	49
Winery		16.9%	81
Wine Shop		10.4%	50
None of the above / Does not apply		6.7%	32
U-Brew Beer or Wine Store		2.9%	14

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		25.0%	120
Grocery Store (Discount)		49.0%	235
Grocery Store (Ethnic)		9.4%	45
Farmers Market		33.5%	161
Grocery Store (Co-op)		18.5%	89
Grocery Store (Independent)		29.6%	142
Grocery Store (Major or Regional Chain)		84.6%	406
Meat Market or Butcher Shop		15.6%	75
Grocery Store (Neighborhood)		41.0%	197
Seafood Market		10.4%	50
Specialty Food Market		7.3%	35
Grocery Delivery Service		6.0%	29
None of the above / Does not apply		1.0%	5













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		19.8%	95
Day Spa		8.3%	40
Eyelash Extension Salon		1.7%	8
Hair Removal Salon		2.9%	14
Hair and Beauty Salon		39.6%	190
Makeup Artist		1.7%	8
Massage Spa		17.7%	85
Nail Salon		21.0%	101
Skin Care Store		5.8%	28
Tanning Salon		4.6%	22
Tattoo Studio		5.8%	28
None of the above / Does not apply		39.4%	189











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		6.5%	31
Arts & Crafts Fair		43.5%	209
Casino		26.7%	128
Community Theatre		30.6%	147
Movie Theater		65.6%	315
Museum		31.3%	150
Live Theater		24.8%	119
Performing Arts Center		24.2%	116
Bingo Hall		9.0%	43
Social Club		7.1%	34
Stadium or Arena		14.6%	70
Rodeo		12.5%	60
Wine Tour		7.3%	35
Music Festival		20.0%	96
Wine Festival		12.1%	58
Food Festival		27.3%	131
Car Show		13.8%	66
Seasonal Festival		35.2%	169
Arts Organization		11.0%	53
Cultural Center		10.0%	48
Local Festival		37.1%	178
Historical Society		11.3%	54
None of the above / Does not apply		10.6%	51

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		17.1%	82
Professional Sports Team		13.3%	64
Amusement Center / Park		24.2%	116
Family Play Center		9.0%	43
Family Entertainment Center		12.3%	59
Go Kart Track		6.3%	30
Horseback Riding		6.5%	31
Outdoor Park		39.2%	188
Ice Skating or Roller Rink		12.7%	61
Athletic Club		22.7%	109
Zoo		25.0%	120
None of the above / Does not apply		28.8%	138










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		1.3%	6
CrossFit Gym		2.3%	11
Dance Studio		5.4%	26
Fitness Boot Camp		0.8%	4
Exercise Classes		25.2%	121
Gym, Fitness or Athletic Club		31.7%	152
Martial Arts Studio		1.5%	7
Personal Trainer		3.5%	17
Rock Climbing Gym		2.9%	14
Swimming Lessons		6.0%	29
Yoga Studio		13.3%	64
None of the above / Does not apply		50.6%	243
















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

Value		Percent	Responses
Bait & Tackle Shop		14.6%	70
Bicycle Shop		11.7%	56
Bicycle Repair Shop		12.7%	61
Bowling Alley		22.7%	109
Fishing Supply Store		15.8%	76
Golf Course		13.1%	63
Golf Driving Range		9.2%	44
Golf Pro Shop		4.8%	23
Gun Shooting Range		16.5%	79
Gun Store		16.7%	80
Miniature Golf Course		12.3%	59
Outdoor Gear Store		20.2%	97
Ski Shop		4.8%	23
New Sporting Goods Store		15.2%	73
Used Sporting Goods Store		10.6%	51
Sightseeing Tour Agency		4.0%	19
None of the above / Does not apply		31.0%	149
Archery Range		2.7%	13
Bicycle Rental Service		2.7%	13
Dive Shop		0.8%	4
Helicopter Tour Agency		0.8%	4







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

Value		Percent	Responses
Adult Club or Entertainment Company		3.5%	17
Bar, Lounge or Pub		38.1%	183
Comedy Club		12.1%	58
Dancing or Night Club		10.2%	49
Music or Concert Hall		27.7%	133
Billiard Hall		3.5%	17
Sports Bar		17.1%	82
Wine Bar		11.9%	57
None of the above / Does not apply		43.8%	210

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		2.7%	13
Card or Stationery Store		14.8%	71
Announcement Printing Service		3.1%	15
Catering Service		4.6%	22
Disc Jockey (DJ)		1.9%	9
Event Coordinator		2.1%	10
Hotel Meeting Room or Event Space		4.8%	23
Musician or Band		5.0%	24
Party Supply Store		12.7%	61
Photographer		6.0%	29
Event Space or Venue		4.0%	19
Videographer		1.0%	5
Wedding Venue or Banquet Hall		2.5%	12
Wedding Planner		0.6%	3
None of the above / Does not apply		67.5%	324

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		17.9%	86
University		7.3%	35
Community College		14.8%	71
Elementary School		6.7%	32
Middle or High School		7.5%	36
Adult Education School		11.3%	54

Value		Percent	Responses
Preschool		3.3%	16
Art School		5.0%	24
Culinary School		3.1%	15
Dance Studio		4.4%	21
Driving School		3.5%	17
Musical Instruments and Lessons		6.5%	31
Lecture or Seminar Series		6.5%	31
None of the above / Does not apply		53.1%	255
Charter School		0.6%	3
Beauty School		2.9%	14
Language School		2.9%	14
Tutoring Center		1.9%	9
Private Elementary School		1.7%	8
Private Middle School		0.2%	1
Private High School		0.2%	1
Private K-12 School		0.6%	3
Private Tutor		1.0%	5
Vocational School		2.1%	10
Real Estate School		2.1%	10
Aviation / Flight School		1.9%	9
Graduate school		2.7%	13
Parochial School		0.2%	1















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		24.8%	119
Credit Union		17.9%	86
Financial Advisor		10.0%	48
Check Cashing Service		0.8%	4
Money Transfer Service		2.1%	10
Stockbroker		2.9%	14
Tax Return Service		15.8%	76
Auto Broker		1.5%	7
Bail Bonds Service		0.2%	1
Bankruptcy Service		0.8%	4
Bookkeeping Service		5.0%	24
Business Development Service		0.6%	3
Car Leasing Service		2.5%	12
Credit Counseling Service		1.5%	7
None of the above / Does not apply		59.2%	284

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		1.5%	7
Debt Consolidation Company		2.5%	12
Credit Repair Service		3.8%	18
Title Loan Company		5.0%	24
None of the above / Does not apply		90.2%	433

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		5.0%	24
Chiropractor		14.6%	70
Dermatologist		11.9%	57
Dentist		36.3%	174
General Practitioner		20.8%	100
Family Practitioner		19.6%	94
Obstetrician & Gynecologist		4.2%	20
Optometrist		19.0%	91
Physical Therapist		8.8%	42
Psychiatrist		2.9%	14
Pediatrician		2.9%	14
Allergist		3.1%	15
Pain Management Physician		4.4%	21
None of the above / Does not apply		39.8%	191

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		18.8%	90
Hearing Aid Center		6.5%	31
Hospital		6.0%	29
Medical Clinic		12.7%	61
Weight Loss Service		3.1%	15
Alcoholism Treatment Program		0.4%	2
Blood Donation Center		2.1%	10
Mental Health Clinic		1.9%	9
Pain Control Clinic		2.5%	12
Walk-In Clinic		8.3%	40
Mental Health Service		2.7%	13
Drug Testing Service		0.2%	1
None of the above / Does not apply		63.1%	303

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
Acupuncturist		9.8%	47
Allergy or Asthma Specialist		9.0%	43
Mental Health Provider		9.4%	45
Denture or Implant Specialist		9.6%	46
Cosmetic Dentist		3.8%	18
Oral Surgeon		4.8%	23
Orthodontist		4.6%	22
Cardiologist		14.6%	70
Ear, Nose & Throat Doctor		10.6%	51
Gastroenterologist		10.4%	50
Internal Medicine Doctor		25.4%	122
Massage Therapist		25.6%	123
Naturopathic Practitioner		7.5%	36
Nutritionist or Dietician		4.6%	22
Oncologist		6.7%	32
Ophthalmologist		18.3%	88
Orthopedist		4.0%	19
Podiatrist		7.3%	35
Urologist		6.3%	30
Surgical Specialist		5.2%	25
None of the above / Does not apply		25.0%	120
Cardiovascular Surgeon		1.3%	6
Cosmetic or Plastic Surgeon		2.3%	11
Home Health Care Provider		2.1%	10

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		6.5%	31
Veterans Hospital		4.2%	20
Laboratory or Medical Testing Facility		17.1%	82
Medical Imaging Service		12.5%	60
Medical Supply Store		4.4%	21
Pain Clinic		5.2%	25
Sleep Disorder Clinic		4.4%	21
Urgent Care Clinic		10.4%	50
Medical Walk-In Clinic		12.5%	60
Physical Health Center		3.1%	15
Mental Health Service		4.8%	23
None of the above / Does not apply		49.0%	235
Alzheimer's or Memory Care Facility		1.3%	6
Medical Marijuana Authorization		2.1%	10
Hospice Care Provider		1.3%	6
Laser Eye Surgery Clinic		1.9%	9
Medical Spa		1.9%	9
Memory Care Facility		1.3%	6
Isolation Tank		0.2%	1
Rehabilitation Clinic		1.7%	8
Sports Medicine Clinic		0.6%	3
Medical Transport Service		1.5%	7
Vascular Surgeon or Vein Center		1.7%	8
Drug Testing Service		0.2%	1






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		54.4%	261
Regional Airport		25.0%	120
Bed & Breakfast		13.1%	63
Campground		24.6%	118
Cruise Line		10.6%	51
Hotel or Motel (Local)		12.1%	58
Hotel or Motel (Out-of-Town)		58.8%	282
Luggage-Travel Store		2.1%	10
RV Rental Company		1.9%	9
Ski Resort		4.0%	19
Tour Company		2.9%	14
Shuttle Service		17.3%	83
Limo Service		0.8%	4
Taxi Service		9.6%	46
Travel Agent		7.7%	37
None of the above / Does not apply		24.4%	117

















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
Courier or Delivery Service		5.0%	24
Dry Cleaning or Laundry Service		22.5%	108
Electronics Repair Shop		4.4%	21
Information Technology (IT) Service		4.8%	23

Value		Percent	Responses
Jewelry Repair Shop		11.3%	54
Mail Store		24.2%	116
Printing Service		8.1%	39
Propane Dealer		14.4%	69
Junkyard		6.0%	29
Recycling Center		28.1%	135
Self-Storage Facility		9.8%	47
Sewing and Alterations Shop		8.8%	42
Small Engine Repair Shop		4.0%	19
Shipping Center		15.4%	74
Shoe Repair Shop		9.2%	44
Watch or Clock Repair Shop		7.5%	36
Mobile or Cell Phone Repair Shop		5.2%	25
Animal Control Service		3.5%	17
Copy Shop		10.8%	52
Tool Rental Service		4.8%	23
Airport Parking Lot		19.6%	94
Car Rental Agency		12.7%	61
None of the above / Does not apply		23.1%	111
Auction House		2.3%	11
Bottled Water Delivery Service		2.5%	12
Moving Truck Rental Company		2.7%	13
Propane Home Heating Service		1.9%	9
Funeral Service Provider		2.1%	10
Cremation Service Provider		1.7%	8

Value		Percent	Responses
Adoption Agency		0.2%	1
Marketing Agency		0.2%	1
Marketing Consultant		0.4%	2
Marriage Counselor		0.8%	4
Mediation Service		1.5%	7

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		8.3%	40
Charity or Philanthropic Organization		10.2%	49
Church		42.1%	202
City or Municipal Service		11.3%	54
Community Organization		11.3%	54
Community Service or Non-Profit Organization		13.8%	66
City Center		8.3%	40
City or Town Hall		11.5%	55
Civic Center		5.8%	28
Community Center		16.3%	78
Convention Center		6.9%	33
County Government Office		10.6%	51
Department of Motor Vehicles		40.6%	195
Department of Social Services		8.1%	39
Employment Center		5.6%	27
Equipment Rental Agency		3.3%	16

Value		Percent	Responses
Gun Club		8.3%	40
Veterans Center		5.2%	25
Veterans Organization		4.0%	19
Youth Organization		4.4%	21
None of the above / Does not apply		23.1%	111
Government or Political Service		2.7%	13
Adult Foster Care Service		1.3%	6
Foster Care Service		1.0%	5
Government Economic Program		0.8%	4
Unemployment Office		2.9%	14
Farm Bureau		1.3%	6

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		5.6%	27
Paving Contractor		2.5%	12
General Contractor		9.6%	46
Electrician		11.0%	53
Handyman		19.4%	93
Heating & Air Conditioning Service		10.6%	51
Home Maintenance Service		4.6%	22
Landscaping Service		12.9%	62
Painting Contractor		5.8%	28
Plumber or Plumbing Contractor		9.8%	47
Home Security Company		1.5%	7
Countertop Contractor		5.2%	25
Garbage Collection Service		15.2%	73
Deck Builder		5.4%	26
None of the above / Does not apply		50.6%	243

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		17.7%	85
Chimney Cleaning Service		4.0%	19
Fuel or Oil Home Heating Service		3.1%	15
Furnace Cleaning Service		3.8%	18
Home Gardening Service		3.1%	15
Landscaper		4.8%	23
House Cleaning Service		8.3%	40
Pest Control Service or Exterminator		4.8%	23
Pool Cleaning Service		1.0%	5
Television or Internet Service Provider		20.6%	99
House Cleaning Service		5.0%	24
Lawn Care Service		9.2%	44
None of the above / Does not apply		53.3%	256

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		7.1%	34
Carpenter or Woodworker		7.7%	37
Carpet Installation Contractor		4.0%	19
Concrete Contractor		3.8%	18
Drywall Installation or Repair Contractor		3.3%	16
Fencing Contractor		4.6%	22
Furnace Contractor		4.0%	19

Value		Percent	Responses
Flooring Installation Service		7.9%	38
Garage Door Contractor		3.5%	17
Gutter Installation or Repair Contractor		6.5%	31
Junk Removal or Hauling Service		6.0%	29
Kitchen or Bath Remodeling Company		6.0%	29
Mover or Moving Company		3.1%	15
Roofing Contractor		4.4%	21
Remodeling Contractor		5.4%	26
Window Installer		6.0%	29
None of the above / Does not apply		55.6%	267
Alternative Energy Service		2.5%	12
New Home Builder		1.0%	5
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		0.8%	4
Garage Builder		1.5%	7
Insulation Installer		0.4%	2
Landscape Architect		2.7%	13
Septic Tank Contractor		2.7%	13
Siding Installation or Repair Contractor		1.0%	5
Stone or Marble Company		1.9%	9
Tile Contractor		2.1%	10
Waterproofing Contractor		0.2%	1
Water Well Drilling Contractor		0.4%	2
Solar Energy Contractor		2.3%	11
Asphalt Contractor		2.7%	13





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		0.6%	3
Bathtub Refinishing Service		2.7%	13
Cabinet Refacing Service		1.9%	9
Furniture Upholstery Service		1.9%	9
Home Theater Installation Service		1.0%	5
Interior Designer		1.5%	7
Key or Locksmith Service		6.3%	30
Home Pressure Washing Service		2.9%	14
Shades & Blinds Installation Service		6.9%	33
Arborist		6.5%	31
Water Treatment Supply & Service		1.5%	7
Wallcoverings Store		0.8%	4
Window & Door Installation Service		6.0%	29
None of the above / Does not apply		73.5%	353

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		2.1%	10
Assisted Living Facility		2.9%	14
Retirement Home		1.5%	7
Nursing Home		0.8%	4
55+ Housing Community		6.9%	33
Senior Center		14.2%	68
Adult Day Care		0.8%	4
Geriatric Physician		1.7%	8
Respite Relief Provider		1.7%	8
Senior Care Placement Agency		0.6%	3
None of the above / Does not apply		76.3%	366

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		4.2%	20
Summer Camp		5.6%	27
Sports Camp		3.5%	17
None of the above / Does not apply		90.8%	436

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		20.2%	97
Children's Shoe Store		9.4%	45
Children's Furniture Store		2.7%	13
None of the above / Does not apply		79.2%	380

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		4.6%	22
Animal Daycare		4.4%	21
Emergency Animal Hospital		3.8%	18
Pet Boarding		7.1%	34
Pet Breeder		1.7%	8
Pet Groomer		19.4%	93
Pet Sitter		11.0%	53
Pet Trainer		1.7%	8
Pet Walker		1.7%	8
Veterinarian		42.7%	205
None of the above / Does not apply		45.6%	219









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		11.3%	54
Bird Specialty Store		2.1%	10
Bird Shop		1.0%	5
Pet Boutique		2.7%	13
Fish or Aquarium Store		3.3%	16
Pet Store		43.8%	210
None of the above / Does not apply		49.8%	239

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		2.5%	12
Property Manager		2.7%	13
Realtor		10.0%	48
Real Estate Brokerage Firm		1.0%	5
Title & Escrow Company		4.0%	19
Estate Appraiser		3.1%	15
Estate Liquidator		0.6%	3
None of the above / Does not apply		85.2%	409

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		4.2%	20
Home Inspector		4.6%	22
Home Staging Company		0.6%	3
Manufactured or Modular Home Builder		1.5%	7
New Home Builder		1.5%	7
Mortgage Banker		3.8%	18
Real Estate Appraiser		6.0%	29
None of the above / Does not apply		85.2%	409


























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		60.0%	288
Family Style Restaurant		45.4%	218
Buffet Restaurant		17.5%	84
Fine Dining Restaurant		28.1%	135
Restaurant with Lounge or Bar		29.2%	140
Pizza Restaurant		47.9%	230
Ethnic Restaurant		25.2%	121
Chinese Restaurant		38.8%	186
Mexican Restaurant		53.5%	257
Italian Restaurant		22.7%	109
Japanese or Sushi Restaurant		16.0%	77
Thai Restaurant		23.8%	114
Indian Restaurant		7.7%	37
None of the above / Does not apply		8.1%	39

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











Value		Percent	Responses
Art Supply Store		15.6%	75
Art Gallery		10.0%	48
Craft Supply Store		35.4%	170
Home and Office Battery Store		3.8%	18
Bookstore		37.1%	178
New Age Book Store		3.8%	18


























Value		Percent	Responses
Candle Shop		7.3%	35
Coin Shop		4.0%	19
Computer Store		13.3%	64
Department Store		61.5%	295
Discount Store		57.3%	275
Drugstore or Pharmacy		65.8%	316
Electronics Store		15.8%	76
Equipment Rental Store		4.4%	21
Fabric Store		22.3%	107
Florist		12.1%	58
Gift Shop		16.7%	80
Herb Shop or Herbalist		9.0%	43
Hobby Shop		16.9%	81
Mobile Phone Store		19.6%	94
Military Surplus Store		3.5%	17
Music and Video Store		8.1%	39
Music Instrument Store		4.0%	19
Music Store		6.5%	31
Office Equipment & Supply Store		16.0%	77
Outlet Store		29.2%	140
Pawn Shop		9.6%	46
Flea Market		17.9%	86
Religious Supply or Gift Shop		5.4%	26
Scrap Metal Dealer		3.3%	16
Shopping Center		40.4%	194

Value		Percent	Responses
Consignment Shop		21.9%	105
Tobacco Store		5.8%	28
Vape or Smoke Shop		4.4%	21
Toy Store		9.4%	45
Vitamin or Supplement Store		19.6%	94
Wholesale, Warehouse or Club Store		39.8%	191
Thrift Store		46.3%	222
Yard Equipment Store		8.8%	42
Costume Store		3.8%	18
Camera Store		4.6%	22
Bead Store		9.4%	45
Marijuana Dispensary		14.0%	67
Gun Shop		11.3%	54
Christian Book Store		12.1%	58
Christmas Store		9.4%	45
Yarn Store		6.5%	31
None of the above / Does not apply		7.7%	37
Adult Video or Adult Store		2.9%	14
Blown Glass Gallery		2.5%	12
Cigar Store		2.9%	14
Comic Book Shop		2.5%	12
Knife Store		2.7%	13
Monument or Memorial Company		1.0%	5
Sewing Studio		2.9%	14
Sign Store		0.8%	4

Value		Percent	Responses
Trophy or Award Store		0.8%	4
Record Store		2.9%	14
Wedding Supply Store		1.5%	7
Flag Store		0.6%	3
Survival Store		2.3%	11
Stamp Shop		1.9%	9
Photo Restoration Service		1.3%	6
Security Service		0.8%	4
Gold Dealer		1.7%	8
Coworking Space		0.6%	3






















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		23.8%	114
Major Appliance Store		10.8%	52
Small Appliance Store		4.4%	21
TV & Appliance Store		6.9%	33
Baby Supply & Furniture Store		4.6%	22
Bath & Accessory Store		23.1%	111
Building Supply Store or Lumber Yard		29.4%	141
Cabinet Store		3.5%	17
Carpet Store		6.3%	30
Clock Shop		3.3%	16






Value		Percent	Responses
Fireplace, Wood Stove or Barbeque Store		5.0%	24
Flooring Store		10.4%	50
Frame Shop		4.4%	21
Furniture Store		17.7%	85
Hardware Store		43.8%	210
Home & Garden Center		56.7%	272
Home Decor Store		17.3%	83
Hot Tub or Spa Dealer		5.4%	26
Lighting Store		7.9%	38
Mattress or Bedding Store		9.8%	47
Plant Nursery & Garden Supply Store		27.9%	134
Outdoor Furniture Store		5.8%	28
Paint Store		17.5%	84
Rug Store		3.5%	17
Pool & Spa Dealer		3.1%	15
Tool Rental Center		3.8%	18
Tool Store		8.8%	42
Window Store		3.1%	15
TV Store		3.8%	18
Used Building Supply Store		4.2%	20
None of the above / Does not apply		16.0%	77
Furniture Restoration Shop		2.3%	11
Rent-to-Own Store		1.3%	6
Solar Energy Equipment Dealer		2.1%	10
Vacuum Store		2.9%	14

Value		Percent	Responses
Futon Store		0.4%	2










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		26.9%	129
Beauty Supply Store		23.5%	113
Clothing Accessory Store		23.1%	111
Menswear Store		16.3%	78
Women's Clothing Store		50.8%	244
Eyewear & Opticians Store		31.9%	153
Jewelry Store		11.5%	55
Leather Goods Store		4.2%	20
Lingerie Store		7.1%	34
Outdoor Clothing Store		26.0%	125
Perfume Store		6.5%	31
Shoe Store		40.6%	195
Sportswear Store		22.9%	110
Swimwear Store		7.9%	38
Western Wear Store		6.0%	29
None of the above / Does not apply		20.4%	98
Bridal Shop		1.3%	6
Fur Store		0.6%	3
Logo Apparel Store		2.1%	10
Maternity Store		0.6%	3
Watch Store		1.7%	8

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		11.0%	53
Insurance Agency		11.3%	54
Legal Firm or Attorney		6.9%	33
Tax Advisor		10.4%	50
None of the above / Does not apply		73.8%	354












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		0.4%	2
Architect or Architecture Firm		2.1%	10
Commercial Builder		0.8%	4
Employment or Staffing Agency		4.0%	19
Graphic Designer		1.5%	7
Telecommunications Provider		9.2%	44
Life Coach		2.3%	11
Private Investigator		1.3%	6
None of the above / Does not apply		82.5%	396

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 Parts		3.3%	16
Have Boat Repaired or Serviced		3.3%	16
Purchase Boat Parts		4.4%	21
None of the above / Does not apply		86.7%	416
Purchase New All-Terrain Vehicle (ATV)		0.8%	4
Purchase New Boat		1.5%	7
Purchase New Personal Watercraft		0.2%	1
Purchase New Motorcycle		1.3%	6
Purchase New Motorcycle Trike		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		0.8%	4
Purchase Used Boat		1.3%	6
Purchase Used Personal Watercraft		0.4%	2
Purchase Used Motorcycle		1.3%	6
Purchase Used Motorcycle Trike		0.2%	1
Purchase Used Snowmobile		0.2%	1
Have Motorcycle Repaired		2.5%	12
Purchase Marine Electronics		1.5%	7
Purchase Used Golf Cart		0.4%	2
Purchase Motorcycle Apparel		2.5%	12
Rent Snowmobile		0.4%	2

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

Value		Percent	Responses
Purchase New Class A RV		0.8%	4
Purchase New Class B RV		0.4%	2
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		1.7%	8
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.4%	2
Purchase Used Class B RV		0.6%	3
Purchase Used Class C RV		1.3%	6
Purchase Used Travel Trailer or 5th wheel		1.0%	5
Purchase Used Camper Shell		0.8%	4
None of the above / Does not apply		94.0%	451

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

Value		Percent	Responses
New Car		5.8%	28
New Luxury Vehicle - Under \$50,000		1.3%	6
New Luxury Vehicle - \$50,000 - \$75,000		0.4%	2
New Luxury Vehicle - Over \$75,000		0.6%	3
New Van		0.2%	1
New Minivan		0.2%	1
New SUV		5.2%	25
New Truck		3.5%	17
New Hybrid or Electric Vehicle		2.5%	12
Used Car		11.5%	55
Used Luxury Vehicle - Under \$30,000		1.9%	9
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		1.7%	8
Used Minivan		1.5%	7
Used SUV		5.6%	27
Used Truck		7.7%	37
Used Hybrid or Electric Vehicle		1.7%	8
None of the above / Does not apply		70.8%	340


























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

Value		Percent	Responses
Compact car		6.5%	31
Full-size car		3.5%	17
Luxury vehicle (any size)		1.7%	8
Midsized car		6.3%	30
Pickup truck		10.4%	50
Sport utility vehicle (SUV)		15.2%	73
Van or mini-van		4.4%	21
None of the above		52.1%	250

Total: 480

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		3.1%	15
Chevrolet		11.7%	56
Chrysler		3.8%	18
Dodge		7.5%	36
Ford		15.2%	73
GMC		6.7%	32
Honda		12.7%	61
Hyundai		3.1%	15
Jeep		5.6%	27
Kia		5.0%	24
Mazda		3.1%	15
Mercedes-Benz		3.1%	15

Value		Percent	Responses
Nissan		7.1%	34
Subaru		11.0%	53
Toyota		18.3%	88
None of the above / Does not apply		55.2%	265
Aston Martin		0.4%	2
Acura		1.9%	9
Audi		2.3%	11
BMW		1.5%	7
Cadillac		2.9%	14
Ferrari		0.2%	1
Fiat		0.2%	1
Infiniti		1.5%	7
Jaguar		0.6%	3
Land Rover		1.9%	9
Lamborghini		0.2%	1
Lexus		2.1%	10
Lincoln		2.3%	11
Mini		0.4%	2
Mitsubishi		1.3%	6
Porsche		0.6%	3
Saab		1.0%	5
Scion		0.8%	4
Suzuki		0.4%	2
Tesla		1.5%	7
Volkswagen		2.5%	12

Value	Percent	Responses
Volvo	2.1%	10

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	16.3%	78
No	83.8%	402

Total: 480





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
GPS Device (Handheld or In-Vehicle)	4.2%	20
Office Equipment	8.8%	42
Printer	8.5%	41
Ink or Printer Cartridges	40.2%	193
Wi-Fi for Home	7.1%	34
Headphones	18.1%	87
Portable Speakers	7.5%	36
Customizable Smartphone accessories	3.5%	17
Wireless Speakers	7.1%	34
Smartphone Charger	11.7%	56
Smartwatch	3.8%	18
Noise Canceling Headphones	7.1%	34
Phone Calling Card	7.5%	36







Value		Percent	Responses
Healthcare Device		4.0%	19
Surge Protector		8.1%	39
Wireless Hotspot		3.3%	16
Assistive Technology for Hearing		5.0%	24
Apple Watch		5.2%	25
Activity Tracker or Pedometer		9.6%	46
Batteries for Electronics		31.9%	153
None of the above / Does not apply		32.7%	157
Home Theater System		2.7%	13
Satellite Radio		2.9%	14
Satellite TV System		1.9%	9
Stereo System (Home)		1.9%	9
Phone or Tablet Controlled Home Tech Products		2.9%	14
Compact/Mini Projector		1.7%	8
Wearable Electronics		1.5%	7
Aerial Drone		2.5%	12
Aerial Drone Accessories		1.5%	7
Short Wave Radio		0.2%	1
Assistive Technology for Vision		2.1%	10
Virtual Reality Headset		1.7%	8
Smartwatch Accessories		0.8%	4
Smart Sports Equipment		0.2%	1

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		4.4%	21
Camera (Digital) SLR		3.8%	18
Camera Accessories or Supplies		4.4%	21
Camera Lens		4.0%	19
Camera Memory Card		6.5%	31
Computer Accessories		6.7%	32
Computer Software		4.2%	20
Portable DVD Player		3.1%	15
Tablet (iPad or Similar)		7.7%	37
Personal Computer		4.0%	19
Laptop Computer		12.7%	61
4K Ultra HD TV		7.3%	35
Smart TV		8.1%	39
PC Laptop		6.0%	29
MacBook		4.6%	22
None of the above / Does not apply		50.0%	240
Mirrorless Camera		0.8%	4
Camera (Film)		2.5%	12
E-Reader (Kindle or Similar)		2.3%	11
TiVo or DVR		1.3%	6
Computer Bag		2.3%	11
Digital Recording Binoculars or Optics		0.8%	4
TV (3D)		1.9%	9
Curved TV		1.3%	6
OLED TV		1.0%	5

Value		Percent	Responses
Digital TV Tuner or Converter		1.3%	6
Audio Visual Cables and Connectors		1.3%	6
Chromebook		2.5%	12
Refurbished Laptop		1.5%	7
Computer or Tablet Support		2.1%	10

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		23.3%	112
Conventional Cell Phone		4.6%	22
Prepaid Cell Phone		4.0%	19
Unlocked Cell Phone		2.7%	13
Large-Screen Smartphone		5.2%	25
None of the above / Does not apply		66.0%	317

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






















Value		Percent	Responses
Anniversary Jewelry		5.0%	24
Necklaces		10.2%	49
Rings (Other)		7.7%	37
Earrings		19.0%	91
Pendants		4.0%	19
Diamond Jewelry		4.2%	20

Value		Percent	Responses
Silver Jewelry		7.1%	34
Gemstone Jewelry		5.4%	26
Men's Jewelry		3.5%	17
Costume Jewelry		6.3%	30
Designer Jewelry		3.1%	15
Jewelry Box or Organizer		3.5%	17
Women's Jewelry		12.3%	59
None of the above / Does not apply		64.4%	309
Engagement Rings		1.9%	9
Wedding Rings		1.9%	9
Graduation Rings		0.4%	2
Celtic Jewelry		1.7%	8
Pearl Jewelry		1.5%	7
Children's Jewelry		2.1%	10
Custom Designed Jewelry		1.3%	6
Crystal Figurines		1.0%	5
Men's High-End Watch		1.3%	6
Women's High-End Watch		1.3%	6



















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		18.1%	87
Crop Insurance		0.8%	4
Dental Insurance		9.8%	47
Disability Insurance		2.1%	10
Homeowner Insurance		9.6%	46
Life Insurance		7.1%	34
Medical (Health) Insurance		9.4%	45
Medicare		6.3%	30
Long Term Care Insurance		2.5%	12
Pet Insurance		4.6%	22
Renters Insurance		3.5%	17
Agriculture Insurance		0.8%	4
Professional Liability Insurance		0.2%	1
None of the above / Does not apply		67.9%	326

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
Acupuncture		4.8%	23
Chiropractor		8.5%	41
Family Practice Doctor		10.6%	51
Hospital		3.1%	15
Medical Clinic		6.7%	32
Optometrist		6.0%	29
Primary Care Provider		8.8%	42
Drugstore or Pharmacy		7.7%	37
None of the above / Does not apply		64.6%	310
Audiologist		2.5%	12
Counseling & Mental Health Specialist		2.5%	12
Geriatric Specialist		0.8%	4
Home Healthcare		1.3%	6
Pediatric Dentist		0.8%	4
Pediatrician		1.0%	5
Wellness Business		1.5%	7
Substance Abuse Treatment Provider		0.4%	2
Weight Loss Service		2.5%	12
Alternative Care Provider		2.3%	11
Physical Therapy or Rehabilitation service provider		2.7%	13
Hearing Aid Center		2.5%	12

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		3.5%	17
Bankruptcy Attorney		1.7%	8
Banking, Partnership & Business Law Attorney		3.1%	15
Child Support Attorney		1.0%	5
Criminal Law Attorney		0.6%	3
Disability & Social Security Attorney		1.9%	9
Divorce & Family Law Attorney		1.7%	8
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.6%	3
General Practice Attorney		3.1%	15
Intellectual Property Attorney		0.8%	4
Malpractice Attorney		0.8%	4
Patent, Trademark & Copyright Attorney		0.8%	4
Probate Attorney		1.3%	6
Real Estate Attorney		2.9%	14
Taxation Attorney		2.1%	10
Wills, Trusts & Estates Attorney		18.8%	90
None of the above / Does not apply		70.8%	340

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











Value		Percent	Responses
Botox		2.7%	13
Breast Augmentation		0.6%	3
Breast Implants		0.6%	3
Dermabrasion		0.8%	4
Eyelid Surgery		1.9%	9
Fat Reduction		2.5%	12
Facelift		1.0%	5
Hair Transplant		0.6%	3
Hair Loss Treatment		1.3%	6
Lap Band		0.2%	1
Lip Augmentation		0.6%	3
Liposuction		0.6%	3
Lasik		1.5%	7
Skin Treatment		5.6%	27
Rhinoplasty (Nose Job)		0.4%	2
None of the above / Does not apply		88.5%	425

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		55.8%	268
Teeth Cleaning		56.7%	272
Cavity Filling		20.4%	98
Crown		13.5%	65
Oral Surgery		4.0%	19
Braces		3.8%	18
Composite Bonding		1.7%	8
Dental Implants		10.2%	49
Dental Veneers		2.7%	13
Dentures		6.3%	30
Full Mouth Reconstruction		1.5%	7
Inlays or Onlays		0.4%	2
Smile Makeover		1.5%	7
Teeth Whitening		9.8%	47
None of the above / Does not apply		14.6%	70

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		45.8%	220
Purchase Health Related Products		14.0%	67
Use Physical Rehabilitation Services		4.8%	23
Find Home for Aging Parent		3.1%	15
Purchase Health and Wellness Supplements		21.7%	104
Receive Treatment for Back Pain		10.4%	50

Value		Percent	Responses
Have an Eye/Vision Exam		52.7%	253
Handicap Accessible Products		3.5%	17
Purchase Prescription Eyeglasses		31.0%	149
Purchase Prescription Contact Lenses		9.0%	43
Have an Annual Physical or Checkup		47.3%	227
Have X-Rays Taken		11.0%	53
Have a Scheduled Surgery		5.2%	25
Have Blood Drawn for Testing		40.2%	193
Plan to Visit a Hospital for any Medical Service or Procedure		8.8%	42
Purchase Orthopedic Shoes		3.1%	15
Have Foot Problems Diagnosed or Treated		6.7%	32
Senior Travel		11.3%	54
Receive Treatment for a Sleep Disorder		5.8%	28
Purchase Allergy Medications		14.8%	71
Use Personal Trainer or Instructor		4.4%	21
Cardiovascular Treatment		5.6%	27
Cancer Treatment		5.4%	26
Orthopaedic or Knee Surgery		3.5%	17
Nutritional Counseling		4.2%	20
Chiropractic Care		20.2%	97
Do Corrective Exercises		7.9%	38
Purchase Diabetes Testing Supplies		7.3%	35
Get Vaccinations at Drug Store or Pharmacy		19.6%	94
Join a Weight Loss Group		3.1%	15
Purchase Weight Loss Supplements		4.2%	20









Value		Percent	Responses
Have Cataract Surgery		4.4%	21
Discretionary Health Care and Wellness Services and Products		4.4%	21
Purchase Marijuana		9.8%	47
Purchase Vitamins		45.2%	217
Have Acupuncture		7.5%	36
Purchase Hemp Based Supplements		6.7%	32
Purchase Anti Anxiety Medication or Supplements		8.8%	42
None of the above / Does not apply		16.7%	80
Purchase Elder Care-Related Products or Services		1.9%	9
Purchase Medical Supplies or Equipment for Home		2.3%	11
Participate in a Medical Study		1.7%	8
Stop Smoking		2.7%	13
Purchase a Mobility Device		1.3%	6
Receive Treatment for Vehicle or Workplace Injury		0.4%	2
Purchase Home Medical Testing Equipment or Supplies		2.1%	10
Hire a Personal Care Assistant		1.3%	6
Hire a Caregiver or Respite Worker		2.1%	10
Purchase "Aging in Place" Products		1.5%	7
Purchase a Medical Alert Service		0.6%	3
Have Safety Bars Installed in Bathroom		1.9%	9
Stroke Treatment		0.4%	2
Memory or Alzheimer's Care		1.0%	5
Spinal and Postural Screening		1.9%	9
Physiotherapy		1.5%	7
Receive Treatment for Substance Abuse		0.4%	2

Value		Percent	Responses
Purchase Blood Pressure Monitoring Device		1.9%	9
Receive Aquatic Therapy		1.9%	9
Purchase Weight Loss Food Plan		2.7%	13
Have Reflexology Treatment		1.7%	8
Hire a Weight Loss Professional		1.7%	8
Receive Treatment for PTSD		2.5%	12









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		0.4%	2
Purchase a "In-the-Ear" Hearing Aid		1.3%	6
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.5%	7
Purchase a Digital Hearing Aid		1.5%	7
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	6
Purchase Hearing Aid Cleaning Supplies		1.7%	8
Purchase Hearing Aid Batteries		4.8%	23
Purchase a "In-the-Canal" Hearing Aid		1.5%	7
Have a Hearing Exam		15.4%	74
None of the above / Does not apply		79.8%	383

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		0.8%	4
Pre-purchase a Funeral Plot or Cremation Service		3.8%	18
Purchase a Monument or Headstone		0.4%	2
Use a Funeral Planner		0.8%	4
Purchase Flowers for a Funeral		3.1%	15
Use a Cremation Service		1.7%	8
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	3
None of the above / Does not apply		91.0%	437


















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		0.8%	4
Move into a Assisted Living Facility		1.0%	5
Move into a Nursing Home		0.8%	4
Move into a Alzheimers Care Facility		0.6%	3
Hospice to your Home or House		0.6%	3
Move into Residential Care Home		0.4%	2
Utilize a Respite Provider		0.8%	4
None of the above / Does not apply		96.5%	463



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		4.8%	23
Open Savings Account		6.0%	29
Online Banking		43.8%	210
Manage Investments		14.6%	70
Manage Retirement Accounts		16.7%	80
Mortgage Line of Credit		3.3%	16
Financial Consulting		12.5%	60
Financial Services		12.3%	59
Safe Deposit Box Rental		6.9%	33
Obtain New Credit Card		3.8%	18
Payday Loan or Check Cashing Business		0.6%	3
Use Vehicle Title Loan Company		1.0%	5
None of the above / Does not apply		38.8%	186










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		4.4%	21
Certificates of Deposit		7.9%	38
City or State Bonds		1.3%	6
Collectibles, Antiques or Art		3.8%	18
Common or Preferred Stock		7.1%	34
Corporate Bonds or Debentures		1.7%	8
401(k)		22.7%	109
Gold or Precious Metals		3.8%	18
IRA		15.0%	72
Money Market Funds		7.7%	37
Mutual Funds		14.4%	69
Non-US Stocks		1.9%	9
Options		1.0%	5
US Savings Bonds		2.1%	10
US Treasury Notes		0.8%	4
Coins or Stamps		4.6%	22
None of the above / Does not apply		55.4%	266

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















Value		Percent	Responses
Agriculture Loan		0.4%	2
Business Equipment Loan		0.4%	2
Carpeting or Furniture Loan		0.4%	2
College Expenses Loan		1.0%	5
College Tuition Loan		2.5%	12
Debt Consolidation Loan		2.5%	12
Medical Expenses Loan		0.8%	4
New Vehicle Loan		4.2%	20
Used Vehicle Loan		6.9%	33
Vacation or Travel Loan		0.6%	3
Wedding Loan		0.6%	3
None of the above / Does not apply		84.6%	406

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








Value		Percent	Responses
Athletic Apparel		31.0%	149
Body Jewelry		3.5%	17
Coats		19.8%	95
Lipstick		25.4%	122
Nail Polish		19.8%	95
Eyewear or Sunglasses		39.6%	190
Handbags		18.1%	87
Hats		12.3%	59
Intimate Apparel		21.9%	105

Value		Percent	Responses
Jewelry or Accessories		19.0%	91
Watches		6.0%	29
Luggage or Bags		7.1%	34
Perfume		18.5%	89
Men's Apparel		41.7%	200
Men's Shoes		35.0%	168
Men's Underwear		33.8%	162
Women's Apparel		61.5%	295
Women's Pajamas or Sleepwear		29.2%	140
Women's Shoes		54.8%	263
Women's Underwear		48.3%	232
Swimwear		17.1%	82
Socks		47.1%	226
Scarves		10.2%	49
Ties		4.8%	23
Western Clothing		5.4%	26
Outerwear		22.3%	107
None of the above / Does not apply		13.8%	66
Formal Wear		2.9%	14
Fur Coat		0.4%	2
Uniforms		2.3%	11

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		9.8%	47
Children's Winter Coats		8.1%	39
Children's Swimwear		8.8%	42
Children's Pants		13.3%	64
Children's T-Shirts		14.8%	71
Children's Dresses		9.0%	43
Children's Pajamas or Sleepwear		13.1%	63
Children's Socks		11.0%	53
Children's Party Dresses		2.1%	10
Children's Shorts		11.0%	53
Infant Clothing		9.0%	43
Children's School Uniform		0.8%	4
Children's Athletic Clothing		8.5%	41
None of the above / Does not apply		75.6%	363

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)		38.3%	184
Boots (Men's)		14.2%	68
Classic & Fashion Sneakers (Men's)		10.8%	52
Lace-Ups (Men's)		10.8%	52
Sandals (Men's)		5.8%	28
Slippers (Men's)		10.2%	49
Work & Safety (Men's)		9.4%	45

Value		Percent	Responses
Lace-Up Sneakers (Women's)		19.4%	93
Pumps (Women's)		11.3%	54
Sling-Back Sandals (Women's)		11.0%	53
Classic & Fashion Sneakers (Women's)		19.6%	94
Slippers (Women's)		21.5%	103
Work & Safety (Women's)		6.7%	32
Cowboy Boots (Women's)		3.1%	15
Athletic & Outdoor Shoes (Women's)		48.1%	231
Loafers & Slip-Ons (Women's)		17.9%	86
Slippers (Children's)		4.6%	22
Athletic & Outdoor Shoes (Children's)		12.9%	62
Sandals (Children's)		6.7%	32
Slip-Ons (Children's)		5.6%	27
Dress Shoes (Children's)		3.8%	18
None of the above / Does not apply		23.1%	111
Cowboy Boots (Men's)		2.7%	13
Formal & Tuxedo Footwear (Men's)		1.3%	6
Cowboy Boots (Children's)		1.5%	7

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		16.3%	78
Have Clothing Dry Cleaned		24.2%	116
Have Shoes Repaired		13.1%	63
Rent or Purchase a Costume		2.7%	13
Wash Clothing at a Laundromat		7.9%	38
Purchase Custom Made Clothing Items		1.7%	8
None of the above / Does not apply		58.1%	279


























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














Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		8.1%	39
Bicycle Tune-Up or Repair		9.8%	47
Camping or Hiking Equipment		18.8%	90
Exercise or Fitness Equipment		13.5%	65
Fishing Rods or Reels		10.0%	48
Fishing Bait or Attractant		16.5%	79
Fishing Accessories		18.1%	87
Golf Clubs or Equipment		5.8%	28
Hunting Gear		5.0%	24
Ammunition		18.1%	87
Running or Jogging Equipment		4.4%	21
Skiing Equipment		3.5%	17
Sports Equipment (Children)		3.8%	18
Swimming Gear		5.0%	24

Value		Percent	Responses
Weight Lifting Equipment		4.8%	23
Used Sporting Equipment		5.2%	25
Rifle		6.0%	29
Hand Gun		9.2%	44
Shotgun		4.2%	20
None of the above / Does not apply		47.3%	227
Archery Equipment		2.9%	14
Bowling Equipment		2.1%	10
High End Bicycle		1.7%	8
Bicycle Rental		2.1%	10
Racquet Equipment		1.0%	5
Scuba, Diving or Snorkeling Equipment		1.7%	8
Soccer Equipment		1.5%	7
Sports Memorabilia		1.9%	9
Trampoline		1.9%	9
Trophies or Plaques		0.4%	2








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		31.0%	149
Bedding Flowers or Perennials		50.2%	241
Chainsaw		3.5%	17
Fertilizer		40.0%	192
Flower Pots		29.4%	141

Value		Percent	Responses
Fountains		3.5%	17
Garden Ornaments		15.2%	73
Gate		3.8%	18
Gravel or Rock		18.5%	89
Hand Garden Tools		18.3%	88
Landscaping		10.4%	50
Indoor Garden Supplies		6.5%	31
Insects (Bees or Other Beneficial Species)		3.5%	17
Decorative Rock		10.4%	50
Lawn Seed, Turf or Sod		10.8%	52
Outdoor Fireplace or Fire Pit		6.5%	31
Outdoor Furniture		11.0%	53
Outdoor Grill		7.1%	34
Patio Cover, Awning or Canopy		5.6%	27
Patio Furniture		9.4%	45
Power Garden Tools		3.1%	15
Propane		20.4%	98
Lawn Mower (Push)		4.2%	20
Shrubbery or Trees		11.5%	55
Stone (Cast, Crushed or Natural)		4.8%	23
Storage Shed		5.6%	27
Leaf Blower		3.1%	15
Insect or Fungus Control Products		14.2%	68
Greenhouse		3.5%	17
None of the above / Does not apply		21.5%	103


























Value		Percent	Responses
Gazebo		1.5%	7
Patio Heater		1.7%	8
Outdoor Infrared Heater or Fireplace		1.3%	6
Outdoor Smoker		2.5%	12
Outdoor Kitchen Equipment		1.5%	7
Outdoor Entertainment Center		0.6%	3
Pole Shed		1.0%	5
Portable Outdoor Heater		0.8%	4
Lawn Mower (Riding)		2.7%	13
Rototiller		1.0%	5
Screen Porch		2.1%	10
Outdoor Garden Flags		2.3%	11
Snow Blower		0.8%	4











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		11.3%	54
Animal Healthcare Products		11.5%	55
Fertilizers, Herbicides or Pesticides		9.4%	45
Planting and Seeding Equipment		3.5%	17
Plants, Plantings or Agricultural Seed		11.0%	53
Propane, Oils or Fuels		10.6%	51
Rocks, Gravel or Sand		7.5%	36












Value		Percent	Responses
Tree Cutters or Tree Maintenance Equipment		3.1%	15
None of the above / Does not apply		65.8%	316
ATV Products and Attachments		1.3%	6
Barn or Pole Building		1.9%	9
Blowers		1.7%	8
Carts or Utility Carriers		1.3%	6
Cement Mixers or Rollers		0.2%	1
Chippers or Shredders		1.5%	7
Drainage or Irrigation Equipment		1.3%	6
Farm Tool Rental		0.4%	2
Farm Equipment Rental		1.0%	5
Farm Machinery or Tractor Attachments & Implements		1.0%	5
Farm Work Clothes		2.9%	14
Ground-Working Equipment		0.8%	4
Mowers, Cutters or Clippers		2.7%	13
Pallet Forks, Forklifts or Skid Steers		0.4%	2
Rakes or Hay Handling Equipment		0.4%	2
Scoops or Shovels		2.3%	11
Sprayers or Spreaders		1.9%	9
Straw or Bedding Materials		2.7%	13
Sweepers or Industrial Vacuums		0.4%	2
























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

Value		Percent	Responses
Any Pet-Related Products or Services		16.3%	78
Bird Seed		16.0%	77
Cat Food		32.9%	158
Dog Food		36.5%	175
Fish Food		4.8%	23
Specialized Pet Food		6.3%	30
Other Pet Food		6.7%	32
Pet Accessories		18.1%	87
Pet Clothing		5.4%	26
Pet Toys		20.2%	97
Fish Supplies		3.5%	17
Annual Pet Vaccinations		31.0%	149
Annual Pet Checkups		30.4%	146
Preventative Care		7.9%	38
Adopt or Rescue a Pet		9.6%	46
Purchase a Pet		3.1%	15
Purchase Pet Medication		10.4%	50
Purchase Dog Bed		6.9%	33
Board a Pet Overnight		3.3%	16
Pet Dental Care		5.0%	24
None of the above / Does not apply		31.9%	153
Pet Enclosure		2.5%	12
Aquarium or Tank		2.9%	14
Bird House		1.7%	8
Disease Diagnosis		1.5%	7

Value		Percent	Responses
Pet Travel Cage		1.9%	9
Pet Travel Accessories		1.0%	5
Cremation or Burial Services		1.7%	8
Holistic or Alternative Pet Care		1.7%	8
Pet Tracking Device		2.9%	14
Animal Training Classes		2.9%	14
Hemp Based Pet Supplements		2.5%	12
THC Based Pet Supplements		1.7%	8
Holistic or Alternative Pet Supplements		2.5%	12
Anti Anxiety or Stress Pet Medication for Holidays		2.9%	14






















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

Value		Percent	Responses
Add or Replace Deck		9.8%	47
Add a Fence or Wall Structure		11.3%	54
Remodel Kitchen		6.3%	30
Cabinet Refacing or Resurfacing		3.5%	17
Remodel Bathroom		9.6%	46
Build a Storage Shed		5.8%	28
General Remodeling		9.6%	46
Resurface or Build New Driveway		3.5%	17
Replace Carpet		9.8%	47
Replace Flooring		11.0%	53
Replace Windows		6.3%	30


























Value		Percent	Responses
None of the above / Does not apply		56.3%	270
Add a Room		2.7%	13
Add a Home Office		0.4%	2
Refinish Bathtub		1.7%	8
Install a Glass Shower		2.3%	11
Remodel or Finish Basement Living Area		2.5%	12
Replace Garage Door		1.5%	7
Build a Garage		1.0%	5
Build Out-Building		1.7%	8
Have Furniture Restored		2.3%	11
Add a Swimming Pool		0.4%	2
Switch from Gas to Electric		0.8%	4
Switch from Electric to Gas		0.2%	1
Install "Aging In Place" Products		0.4%	2
Install a Solar Energy System		1.7%	8
Install Security or Monitoring System		1.3%	6
Stone or Marble Work (Bathroom or Kitchen)		1.0%	5
Sealcoating		2.1%	10
Asphalt Repair		2.9%	14
Asphalt Resurfacing		2.3%	11
Residential Paving		0.4%	2
Build a "Tiny House"		0.6%	3
Install Handicap Accessible Addition		0.6%	3

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

Value		Percent	Responses
Ceramic Tile		6.9%	33
Decking		9.2%	44
Doors (Exterior)		6.0%	29
Doors (Interior)		5.0%	24
Electrical Supplies		6.9%	33
Fencing		11.7%	56
Hand Tools		10.6%	51
Hardwood Products		3.3%	16
Insulation		3.3%	16
Kitchen Cabinets		4.8%	23
Lighting and Fixtures		9.0%	43
Lumber		9.2%	44
Molding		4.4%	21
Paint (Exterior)		14.6%	70
Paint (Interior)		21.7%	104
Plywood		4.4%	21
Plumbing Supplies		6.0%	29
Power Tools		6.0%	29
Rain Gutters		5.0%	24
Screen Door		5.8%	28
Wet or Dry Vacuum		3.1%	15
None of the above / Does not apply		46.3%	222
Circular Saw		1.0%	5

Value		Percent	Responses
Furnace		1.5%	7
Generator		2.3%	11
Home Security Doorbell Camera		2.7%	13
Lock Sets		1.9%	9
Mill Work		0.6%	3
Roofing (Composition)		2.7%	13
Roofing (Other)		1.7%	8
Security Door		1.0%	5
Security Locks		0.4%	2
Security Window Film		0.6%	3
Siding		1.5%	7
Solar Screen		0.4%	2
Waterproofing		1.0%	5
Water Softener System or Supplies		1.0%	5
Wood Stove or Fireplace		1.3%	6
Window Guards		0.2%	1
Windows (Double-Hung)		1.3%	6
Windows (Casement)		0.8%	4
Windows (Picture)		1.7%	8
Windows (Slider)		2.9%	14
Windows (Bay or Bow)		0.6%	3























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		4.4%	21
Air Duct Cleaning		7.7%	37
Appliance Repair		5.4%	26
Blinds Cleaning		4.6%	22
Carpenter or Woodworking		4.4%	21
Carpet Cleaning		19.0%	91
Chimney Cleaning		5.0%	24
Concrete Repair		4.6%	22
Drywall Installation or Repair		3.8%	18
Electrical Repair		5.0%	24
Flooring - Laminate (Installation or Repair)		4.0%	19
Flooring - Wood (Installation or Repair)		4.0%	19
Flooring - Other (Installation or Repair)		4.4%	21
Furnace Cleaning		6.0%	29
Gardening Services		6.0%	29
Gutter Installation or Repair		4.2%	20
Handyman Services		12.3%	59
Home Repair		5.8%	28
Home Remodel		3.5%	17
None of the above / Does not apply		46.9%	225
Alternative Energy Systems Installation		1.0%	5
Alternative Energy Systems (Service or Repair)		0.8%	4
Electrical Panel Replacement		1.7%	8
Excavation & Wrecking		0.4%	2
Fire & Water Damage Restoration		0.6%	3


























Value		Percent	Responses
Flooring - Ceramic Tile (Installation or Repair)		2.9%	14
Flooring - Linoleum (Installation or Repair)		2.7%	13
Foundation Repair		0.4%	2
Furnace Repair		1.7%	8
Furniture Reupholster		0.6%	3
Heating Repair		1.5%	7
Home Computer Repair		2.7%	13
Home Electronics Repair		1.3%	6
Home Heating Oil or Fuel Service		1.7%	8

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

Value		Percent	Responses
Home Security Service		3.5%	17
House Cleaning Service		10.6%	51
Junk or Yard Waste Removal		10.0%	48
Recycle		12.5%	60
Landscaping Service		10.6%	51
Painting		11.5%	55
Pest Control		5.2%	25
Plumbing Repair		5.4%	26
Pressure Washing		4.8%	23
Preventative Home Maintenance		4.4%	21
Roof Repair		3.1%	15
Septic Tank Cleaning or Repair		4.6%	22























Value		Percent	Responses
Tool Rental		3.5%	17
Trash Removal		10.0%	48
Window Installation		3.8%	18
Computer Repair		7.3%	35
None of the above / Does not apply		45.8%	220
Insulation Installation or Maintenance		1.3%	6
Interior Design		0.8%	4
Sell Scrap Metal		1.3%	6
Movers		1.3%	6
Mold Inspection or Removal		0.8%	4
Party Equipment Rental		0.4%	2
Pool Cleaning Service		0.6%	3
Security System		2.7%	13
Siding Replacement		0.8%	4
Snow Removal		2.5%	12
Solar Heating or Power System Installation or Repair		1.0%	5
Stucco or Exterior Coating		0.4%	2
Tornado or Storm Shelter Building or Repair		0.2%	1
Waterproofing		1.5%	7
Window Tinting for Home		0.8%	4
Yard Equipment Rental		0.4%	2
Mobile or Cell Phone Repair		1.9%	9









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)		3.3%	16
Window Blinds (Venetian or Mini)		5.4%	26
Emergency Preparedness Kit or Supplies		7.1%	34
Batteries (Home or Office)		32.7%	157
Candles		20.6%	99
Firewood		6.9%	33
Carpeting		8.5%	41
Flooring Tile		4.2%	20
Hardwood Flooring		3.8%	18
Rugs		10.8%	52
Clocks		5.0%	24
Closet System		4.0%	19
Curtains or Drapes		11.0%	53
Cutlery, Flatware or Silverware		3.3%	16
Fire Extinguisher		4.6%	22
Furniture (Bedroom)		6.9%	33
Furniture (Dining Room)		3.8%	18
Furniture (Living Room)		10.6%	51
Christmas Tree		12.7%	61
Holiday Decorations		7.9%	38
Laminate Flooring		5.2%	25
Mirror		4.4%	21
Storage Boxes or Tubs		7.9%	38
Floral Arrangements		5.0%	24
Picture Frames		9.8%	47


















Value		Percent	Responses
Linens (Bathroom)		8.8%	42
Reclining Chair		5.0%	24
Indoor Flowers		7.3%	35
Linens (Dining Room or Kitchen)		4.4%	21
None of the above / Does not apply		33.8%	162
Awning		2.3%	11
Oriental Carpeting		0.6%	3
Rugs (Persian)		0.6%	3
Ductless Heat Pumps		1.0%	5
Fine Art (Paintings, Pottery, Etc.)		2.5%	12
Custom Built Furniture		1.3%	6
Reconditioned Furniture		1.9%	9
Furniture (Children's)		1.3%	6
Crib		0.4%	2
Furniture (Home Office)		2.1%	10
Furnace		1.3%	6
Futon		1.0%	5
Glass Railing		0.2%	1
Safe		1.7%	8
Hot Tub or Spa (Used)		1.0%	5
Sewing Machine		1.7%	8
Wallpaper		1.0%	5
Signs or Banners		2.1%	10
Hot Tub or Spa (New)		1.3%	6
Tankless Water Heater		1.5%	7

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		11.9%	57
Innerspring Mattress		3.5%	17
Pillow Top Mattress		4.8%	23
Linens (Bedroom)		13.1%	63
Memory Foam Mattress		3.8%	18
Queen Size Bed		6.7%	32
King Size Bed		5.2%	25
Smoke Alarm or Detector		3.3%	16
Window Coverings		6.0%	29
Alexa for Home		3.5%	17
None of the above / Does not apply		52.7%	253
Gas Burning Freestanding Stoves		0.2%	1
Water Purification System (Drinking)		2.1%	10
Solar Water Heater		0.6%	3
Adjustable Mattress		2.5%	12
Latex Mattress		0.4%	2
Foam Mattress		2.7%	13
Gel Mattress		2.7%	13
Twin Size Bed		1.5%	7
Swimming Pool (Above Ground)		0.8%	4
Water Heater		2.3%	11
Swimming Pool (In-Ground)		0.2%	1

Value		Percent	Responses
Remote Home Monitoring Video Camera		1.3%	6
Shutters		1.5%	7
Reclaimed Wood Furniture		1.3%	6
Patriotic Flags		2.7%	13
Sports Team Flags		1.3%	6
Smart Home Products		2.9%	14
Smart Appliances		2.5%	12
Smart Lock / Front Door		1.7%	8

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%	44
Fine Art		4.2%	20
Photographs		10.4%	50
Pottery		6.0%	29
Blown Glass		3.8%	18
Stone Carvings		3.5%	17
Sculpture		3.5%	17
Artistic Wall Decor		9.4%	45
Wood Carvings		5.0%	24
Poster Art		5.4%	26
Religious Art		2.9%	14
Stained Glass		4.6%	22
Ceramics		4.4%	21
Metal Work Art		4.0%	19
Music Memorabilia		1.5%	7
Movie Memorabilia		2.3%	11
None of the above / Does not apply		70.8%	340




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		9.8%	47
Portable Dishwasher		0.8%	4
Dishwasher		8.5%	41
Freezer		4.4%	21
Range		8.5%	41
Range Hood		3.1%	15
Wall Oven		1.9%	9
Washer		5.4%	26
Dryer		4.0%	19
Blender		4.4%	21
Tea Kettle		4.8%	23
Microwave		10.8%	52
Window Air Conditioner		2.3%	11
Coffee or Espresso Machine		9.8%	47
Vacuum Cleaner		8.1%	39
None of the above / Does not apply		55.6%	267






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

Value		Percent	Responses
Aftermarket Products		5.2%	25
Battery		8.1%	39
Floor Mats		7.5%	36
Lights		5.6%	27
RV Accessories or Supplies		4.2%	20

Value		Percent	Responses
Seat Covers		6.7%	32
Tires		17.7%	85
Wiper Blades		31.9%	153
None of the above / Does not apply		46.5%	223
Canopy		2.3%	11
Child Car Seat		1.3%	6
Grill Guard		1.3%	6
Ground Effects		0.4%	2
Mirror(s)		1.5%	7
Motorcycle Accessories		1.7%	8
Motorcycle Parts		2.5%	12
Performance Parts		1.3%	6
Roof Rack (For Bike, Kayak, Etc.)		1.3%	6
Roof Rack (Luggage or Equipment Container)		0.6%	3
Running Boards		0.6%	3
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		2.1%	10
Tool Box		1.5%	7
Trailer Hitch		1.9%	9
Truck Bed Liner		0.6%	3
Visor		0.4%	2
Wheels or Rims		2.5%	12
Winch		0.4%	2
Window Tinting Equipment (Auto)		1.0%	5
Cargo Trailer (Vehicle Hauler)		0.6%	3









Value		Percent	Responses
Cargo Trailer (Flat)		0.4%	2
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Box)		0.6%	3


























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




Value		Percent	Responses
Dealership		33.8%	162
National chain service center (e.g. Jiffy Lube)		13.5%	65
Private service center		31.5%	151
Friend/Family		11.3%	54
Other		10.0%	48

Total: 480























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		5.2%	25
60,000 Mile Service		6.0%	29
100,000 Mile Service		8.1%	39
Auto Detailing		8.8%	42
Auto Repair (General)		11.9%	57
Alignment		7.3%	35
Body Work		5.4%	26
Brake Replacement, Adjustment		6.5%	31



















Value		Percent	Responses
Car Rental		3.5%	17
Car Wash		43.3%	208
Gas or Service Station Services		15.4%	74
Oil Change or Lube		40.6%	195
Painting		3.3%	16
Preventative Maintenance		15.8%	76
Shocks		3.1%	15
Tire Mounting or Installation		6.9%	33
Transmission or Clutch Repair		3.3%	16
Tune-Up		13.1%	63
Windshield or Glass Repair		9.4%	45
None of the above / Does not apply		25.8%	124
Auto Warranty Work (Work Covered by Warranty)		2.3%	11
DEQ Inspection		0.6%	3
Electrical Repair		2.7%	13
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	4
Motor Repair or Replacement		1.0%	5
Motorcycle Repair		1.0%	5
Muffler		1.7%	8
RV Maintenance or Service		2.7%	13
Safety Inspection		2.7%	13
Smog Check		1.3%	6
Stereo Installation		1.3%	6
Upholstery Repair		1.7%	8
Vehicle Air Conditioning Repair		2.3%	11

Value		Percent	Responses
Vehicle Storage		0.6%	3
Vehicle Towing		0.4%	2
Windshield or Window Tinting		2.3%	11























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		14.0%	67
CarFax		17.1%	82
CarGurus.com		7.5%	36
CarMax.com		6.3%	30
Cars.com		4.4%	21
Craigslist Auto		19.0%	91
KBB.com		5.4%	26
Facebook Dealer Page		4.6%	22
Edmunds.com		7.3%	35
Local Dealer Site		40.2%	193
UsedCars.com		5.2%	25
Other Local Website		9.0%	43
None of the above / Does not apply		35.4%	170
Yahoo! Autos		0.6%	3
Automotive.com		2.5%	12
Autoblog.com		0.6%	3
CarsDirect.com		1.3%	6
eBay Motors		2.1%	10
MotorTrend.com		2.5%	12
Local TV Site		2.1%	10
Local Radio Site		1.9%	9
The Car Connection		1.5%	7

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		44.4%	213
Beauty Products		41.7%	200
Cosmetics		45.6%	219
Babysitting		3.1%	15
Facial		17.9%	86
Hair Care Products		56.9%	273
Hair Coloring		30.8%	148
Hair Cut		63.3%	304
Hair Removal		6.7%	32
Hair Extensions, Wigs or Weaves		0.8%	4
Manicure		22.7%	109
Massage Therapy		27.3%	131
Pedicure		31.5%	151
Tanning Products		2.5%	12
Tanning Bed or Spray Tan		4.2%	20
Tattoo or Piercing		6.9%	33
Spa Bed (Red Light Therapy or Hydration station)		0.4%	2
None of the above / Does not apply		9.4%	45

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)		37.9%	182
Books (Used)		35.2%	169
Books (Children's)		18.5%	89
Board Games		21.9%	105
Lottery Ticket		37.5%	180
Collectibles		9.8%	47
Vinyl Records		5.0%	24
Fire Works		6.0%	29
Graphic Novels		3.1%	15
Computer Games		10.0%	48
DVD Movies (Buy)		18.5%	89
DVD Movies (Rent)		19.0%	91
DVD Movies (Children's)		6.7%	32
Magazines		29.4%	141
TV or Movie Themed Toys		4.0%	19
Toys		15.0%	72
Video Console Games		9.0%	43
None of the above / Does not apply		15.8%	76
Comics		2.9%	14
Video Game Console		2.5%	12
Handheld Game Console		1.3%	6
Handheld Console Games		1.9%	9

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 Wedding or Special Occasion Gifts	5.0%	24
Host or Attend a Retirement Party	5.6%	27
Host or Attend a Graduation Party	7.1%	34
Purchase Gourmet Cupcakes	4.0%	19
Purchase Cake, Tart or Pastries for Special Occasion	7.7%	37
None of the above / Does not apply	76.7%	368
Purchase a Wedding Dress	1.9%	9
Purchase a Tuxedo	0.8%	4
Rent a Tuxedo	0.8%	4
Purchase a Bridesmaid Dress	0.8%	4
Rent a Hall or Event Space for Wedding or Special Event	2.7%	13
Hire a Musician or Band for Wedding or Special Event	1.9%	9
Purchase a Wedding Cake	1.9%	9
Use a Wedding Planner	0.6%	3
Use a Party Planner	0.6%	3
Hire a Caterer for Wedding or Special Event	2.7%	13
Use a Florist for a Wedding or Special Event	2.3%	11
Rent a Chauffeured Vehicle	1.0%	5
Go on a Honeymoon	2.7%	13
Hire a Photographer for Wedding or Special Event	2.5%	12
Hire a Videographer for Wedding or Special Event	1.0%	5
Host or Attend a Bar Mitzvah or Bat Mitzvah	0.4%	2
Host or Attend a Quinceanera Party	0.8%	4

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		9.4%	45
Ceramics and Pottery		6.5%	31
Collectables		8.3%	40
Comic Books and Related Collectables		2.3%	11
Do-It-Yourself (DIY)		27.7%	133
Games or Puzzles		22.1%	106
Beer Brewing Supplies		3.1%	15
Wine Making Supplies		2.1%	10
Jewelry Making Supplies or Beads		10.0%	48
Knitting		11.3%	54
Making Arts and Crafts		18.1%	87
Paper Crafts		8.8%	42
Quilting		7.7%	37
Scrapbooking		5.8%	28
Toy Collecting		2.1%	10
Trains, Plane & Car Model Kits		2.9%	14
None of the above / Does not apply		38.8%	186







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		58.1%	279
Train Trip		14.6%	70











Value		Percent	Responses
Book Hotel Room		50.0%	240
Business Travel		7.5%	36
Buy Travel Tickets		26.7%	128
Buy Luggage		7.5%	36
Chartered Fishing Trip		3.5%	17
Hotel or Resort Stay		30.6%	147
International Travel		14.8%	71
Take a Cruise		12.1%	58
Travel Packages		8.8%	42
Use a Travel Agent or Agency		7.5%	36
Vacation Inside Home State		22.5%	108
Vacation Outside Home State		34.8%	167
Rent a Car		21.9%	105
Book Local Lodging for Guests		6.5%	31
Stay at an RV Park		9.8%	47
Stay at a Casino		7.3%	35
Gamble at a Casino		19.0%	91
Play Bingo		8.5%	41
Does not apply		21.7%	104
Charter a Boat		0.8%	4
Golf Vacation		2.3%	11
Ski Resort Stay		2.3%	11
Rent RV		1.9%	9

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)		5.8%	28
Attend Classes at Community College		9.8%	47
Online Continuing Education Courses		8.8%	42
Professional Certification or Accreditation Courses		4.6%	22
Language Lessons (Adult)		4.6%	22
Arts or Crafts Lessons (Adult)		11.7%	56
Music Lessons (Adult)		5.0%	24
Cooking Lessons (Adult)		5.8%	28
Attend a Free Lecture or Seminar		16.9%	81
Attend Paid Lecture, Seminar or Special Class		8.1%	39
Dance Lessons		4.8%	23
Yoga, Pilates, or Zumba		16.9%	81
Personal Physical Training		3.3%	16
Attend a Local Workshop		12.5%	60
None of the above / Does not apply		51.0%	245
Attend College or University (Part Time)		2.9%	14
Attend Graduate School		2.9%	14
Business School		1.0%	5
Learning Center		0.2%	1
Culinary School		1.0%	5
Trade School		0.6%	3
Sports Lessons (Adult)		1.9%	9
Real Estate Classes		1.5%	7
Child Education or Tutoring		2.3%	11

Value		Percent	Responses
Music lessons (Child)		2.3%	11
Sports lessons (Child)		2.1%	10
Language Lessons (Child)		0.4%	2
Arts or Crafts Lessons (Child)		1.9%	9
Change School		0.8%	4
Attend a Religion Based School		0.4%	2

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		17.9%	86
Oil paints		6.3%	30
Acrylic Paints		13.8%	66
Markers		15.0%	72
Specialty Paper		11.7%	56
Fabric Craft Supplies		15.0%	72
Beads		10.6%	51
Art Pencils and Pens		18.3%	88
Scrapbooking Supplies		6.9%	33
None of the above / Does not apply		59.0%	283


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		1.0%	5
Clarinet		0.2%	1
Drums		1.5%	7
Flute		0.6%	3
Acoustic Guitar		4.8%	23
Electric Guitar		2.5%	12
Electric Keyboard		2.3%	11
Piano		3.1%	15
Piano (High End)		0.6%	3
Trombone		0.4%	2
Trumpet		0.2%	1
Violin		1.3%	6
None of the above / Does not apply		90.6%	435

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		12.7%	61
French		6.9%	33
Asian		36.9%	177
German		9.8%	47
American (New)		33.1%	159
Italian		40.8%	196
Cajun or Creole		9.0%	43
Indian		15.0%	72
Chinese		46.9%	225
American (Traditional)		68.8%	330
Thai		33.8%	162
Middle Eastern		9.0%	43
Japanese		20.0%	96
Mexican		67.1%	322
Vietnamese		12.7%	61
Southern		9.6%	46
Tex-Mex		11.9%	57
Spanish		9.2%	44
Mediterranean		14.6%	70
None of the above / Does not apply		7.5%	36

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		11.3%	54

Value		Percent	Responses
Fish & Chips		39.0%	187
Golf Course Restaurant, Bar or Snack Bar		6.0%	29
Barbeque		23.8%	114
Deli		25.4%	122
Breakfast or Brunch		50.2%	241
Appetizers		40.4%	194
Dessert		28.8%	138
Chicken Wings		13.5%	65
Hamburgers		56.5%	271
Chicken		39.4%	189
Frozen Yogurt		13.8%	66
Live or Raw food		6.0%	29
Tapas or Small Plates		8.3%	40
Theme Restaurants		6.3%	30
Soup		30.0%	144
Salad		48.3%	232
Pizza (Dine In)		21.5%	103
Pizza (Delivery)		19.4%	93
Steak		33.1%	159
Juice or Smoothies		13.8%	66
Sandwiches		38.5%	185
Pizza (Carry Out)		37.1%	178
Pizza (Take & Bake)		26.9%	129
Seafood		37.7%	181
Vegan		5.4%	26

Value		Percent	Responses
Steakhouse		17.3%	83
Sushi		14.4%	69
Vegetarian		10.6%	51
Pho		12.1%	58
None of the above / Does not apply		8.8%	42

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		24.0%	115
Locally Grown Produce		35.4%	170
Healthful Children's Dining		7.1%	34
Environmental Sustainability		21.0%	101
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		5.2%	25
Hyper-Local Sourcing		5.4%	26
Gluten Free Cuisine		10.2%	49
Sustainable Seafood		17.1%	82
Raw or Live Food Options		4.8%	23
Specialty Appetizers		10.2%	49
Specialty Salads		16.0%	77
Specialty Soups		12.7%	61
Specialty Desserts		11.0%	53
None of the above / Does not apply		44.2%	212

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

Value		Percent	Responses
Patio or Outdoor Dining		26.0%	125
Non-Smoking Environment		47.9%	230
Child Friendly		12.7%	61
Serve Alcohol		22.1%	106
Pool Tables		2.3%	11
Locally Brewed Beer		10.6%	51
Live Music		11.0%	53
Bar		13.3%	64
Large Craft Beer Selection		10.2%	49
Large Wine Selection		7.7%	37
Hand Crafted Cocktails		7.3%	35
Farm to Table Dining		18.8%	90
Senior Discounts		34.8%	167
None of the above / Does not apply		21.9%	105











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		26.9%	129
Foreign Beer		9.6%	46
Red Wine		25.8%	124
White Wine		21.0%	101
Dessert Wine		3.5%	17
Mixed Drinks		25.0%	120
Hand Crafted Cocktails		10.8%	52
Beer Cocktails		6.7%	32
"Top Shelf" Spirits		11.9%	57
Champagne		3.1%	15
Champagne Cocktails		2.3%	11
Energy Drink based Mixed Drinks		2.3%	11
Premium Tequila		4.6%	22
Alcoholic Cider		8.5%	41
Locally Distilled Spirits		7.3%	35
None of the above / Does not apply		38.8%	186







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.4%	2
Purchase Commercial or Business Property		0.6%	3
Purchase Condominium or Townhouse		1.5%	7
Purchase Manufactured or Modular Home		1.9%	9
Purchase Investment Property		3.3%	16
Purchase Personal Residence		5.6%	27
Purchase Custom Built Home		1.9%	9
Purchase Residential Real Estate at an Auction		0.6%	3
Purchase Land or Agricultural Property		2.1%	10
Purchase Vacation Property		2.1%	10
Purchase Other		0.4%	2
None of the above / Does not apply		87.5%	420

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		0.4%	2
Sell Personal Residence		5.4%	26
Sell Vacation Property		0.6%	3
Sell Investment Property		1.7%	8
Sell Land or Agricultural Property		1.0%	5
Sell Commercial or Business Property		0.6%	3
Sell Manufactured or Modular Home		0.8%	4
Plan to Sell Home in Master-Planned Community		0.6%	3
Sell Other		1.7%	8
None of the above / Does not apply		89.4%	429

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		3.7%	1
New home, but outside of development		25.9%	7
New home that I will have contractor build		22.2%	6
Existing home less than 10 years old		48.1%	13
Existing home more than 10 years old		74.1%	20
Other		3.7%	1

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		5.2%	25
Rent House (Residence)		7.3%	35
Rent Manufactured or Modular Home		1.5%	7
Rent or Lease Commercial Property		0.2%	1
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		2.3%	11
Rent Condo/Townhouse		2.9%	14
Rent Section 8 Housing		2.3%	11
None of the above / Does not apply		85.0%	408

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		6.0%	29
Use a Realtor to Buy Real Estate		5.4%	26
Use a Realtor to Buy and Sell Real Estate		4.8%	23
Plan to Sell Property Myself		4.0%	19
Use a Real Estate Broker		3.3%	16
None of the above / Does not apply		83.5%	401












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

Value		Percent	Responses
New Home Loan		4.8%	23
Home Remodel or Renovation Loan		1.3%	6
Business Construction Loan		0.4%	2
Home Construction Loan		1.5%	7
Equity Loan		1.9%	9
Land Loan		1.3%	6
Reverse Mortgage		1.0%	5
Real Estate Loan for existing home		2.3%	11
Refinance Home		3.5%	17
None of the above / Does not apply		87.5%	420


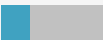
If you or a member of your household were to purchase a new home in the next 12 months, which of the following NATIONAL sources would you use to for your local home search? (Check all that apply.)

Value		Percent	Responses
Craigslist Homes		14.8%	71
Facebook		7.5%	36
Google		6.9%	33
Auction.com		1.9%	9
Homes & Land		6.3%	30
Homes.com		4.2%	20
HomeFinder		10.8%	52
MLS.com		16.0%	77
National Real Estate Co. Site		2.3%	11
Local MLS Site		24.2%	116
RealEstate.com		8.5%	41
Realtor.com		18.8%	90
Realty.com		5.0%	24
Redfin		15.0%	72
Trulia		12.3%	59
Zillow		38.1%	183
ZipRealty.com		1.5%	7
None of the above / Does not apply		41.3%	198

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.)


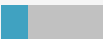
Value		Percent	Responses
Apartments.com		9.6%	46
Apartmentguide.com		6.7%	32
Craigslist		25.0%	120
Forrent.com		1.5%	7
HomeFinder.com		7.9%	38
Hotpads.com		1.7%	8
Rent.com		9.0%	43
Sublet.com		0.6%	3
Trulia		10.2%	49
Zillow		28.3%	136
None of the above / Does not apply		52.5%	252

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		71.0%	341
No, don't know who to call		29.0%	139
























Total: 480

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		72.1%	346
No, don't know who to call		27.9%	134

Total: 480




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		14.8%	71
Craft Beer		25.0%	120
Champagne		10.8%	52
Premium Hard Alcohol or Spirits		8.5%	41
White Wine		26.3%	126
Red Wine		31.5%	151
Cigars		3.8%	18
Major Brand Cigarettes		4.8%	23
Recreational Marijuana		9.4%	45
Marijuana Accessories		6.9%	33
Discount Cigarettes		6.9%	33
Discount Hard Alcohol or Spirits		10.2%	49
Domestic Beer		21.9%	105
Alcoholic Cider		12.7%	61
None of the above / Does not apply		35.2%	169
Vaping Kit		0.8%	4
Vaping Accessories		2.7%	13
Roll Your Own Cigarette Supplies		1.9%	9
Smokeless Tobacco		0.6%	3
E-Liquids / Vape Juice		2.5%	12
Pipe Tobacco		1.0%	5
Electronic Cigarette Supplies		1.3%	6
Hookah		0.2%	1

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		52.7%	29
Cannabis Edibles		47.3%	26
Cannabis Tinctures		32.7%	18
Cannabis Vaporizers		21.8%	12
Cannabis Cleaning Tools or Supplies		10.9%	6
Cannabis Concentrates		32.7%	18
Cannabis Pre-Rolls		27.3%	15
Organic Cannabis Products		23.6%	13
Cannabis Oil		30.9%	17
Cannabis Beauty & Skin Care Products		14.5%	8
Cannabis Beverages		10.9%	6
Cannabis Chocolates		21.8%	12
Medical Cannabis		34.5%	19
CBD Cannabis		43.6%	24
None of the above / Does not apply		5.5%	3

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		33.3%	160
Specialty Teas		21.0%	101
Specialty Coffee		30.4%	146

Value		Percent	Responses
Gourmet Deli Counter Items		19.8%	95
Cookies		40.8%	196
Snack Cakes		9.4%	45
Potato Chips		49.6%	238
Soft Drinks		32.7%	157
Energy Drinks		10.2%	49
Energy Bars		20.2%	97
Noodle Bowls		16.9%	81
Cupcakes		10.0%	48
Birthday Cake		15.8%	76
Beef Jerky or Meat Sticks		23.5%	113
Bottled Water		42.3%	203
Candy		37.7%	181
Fruit		72.1%	346
Nuts		49.8%	239
Chocolates		40.4%	194
Ice cream		52.3%	251
Cheese		75.0%	360
Artisan Bread		33.5%	161
Artisan Meats		8.1%	39
Sports Drinks		11.7%	56
Basic Condiments		36.9%	177
Artisan Condiments		5.6%	27
Canned Sauces		27.3%	131
Cereal		52.3%	251

Value		Percent	Responses
Milk		70.8%	340
Chicken		76.3%	366
Pork		47.5%	228
Beef		59.2%	284
Game Meats		5.4%	26
Fish		51.7%	248
Pasta		58.8%	282
Snack Mixes		14.2%	68
Vegetables		71.0%	341
Olive Oil		55.8%	268
Balsamic Vinegar		24.2%	116
Frozen Entrees		40.4%	194
Eggs		78.5%	377
Locally Raised Beef, Pork, Poultry		25.8%	124
Locally Grown Fruit and Vegetables		58.3%	280
Locally Produced Honey		23.3%	112
Organic Food		29.4%	141
Pickled Vegetables		19.8%	95
Artisan Cheese		24.6%	118
Alternative "Meat" Products		6.7%	32
Nut Butter		24.0%	115
Sausage		44.6%	214
Donuts		24.4%	117
Pastries		22.9%	110
Caviar		0.8%	4

Value		Percent	Responses
None of the above / Does not apply		1.9%	9

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

Value		Percent	Responses
Convenience		64.8%	311
Better Prices		77.1%	370
Variety		40.2%	193
Quality of Selection		57.3%	275
Quality of Produce		71.3%	342
Healthy Options		35.6%	171
Speed of Check Out		32.9%	158
Size of Store		12.7%	61
Number of Checkouts		25.8%	124
Cleanliness of Store		56.3%	270
Parking		41.7%	200
Help with Bagging/Packing		16.3%	78
Loyalty Tokens/Stamps		10.6%	51
Home Delivery		4.6%	22
None of the above / Does not apply		2.9%	14

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

Value		Percent	Responses
See, touch, feel and try out items		64.8%	311
Take items home immediately		61.3%	294
Return items more easily		33.8%	162
Enjoy the in-store experience		34.8%	167
Can ask questions to store associates		41.0%	197
To support local businesses		59.2%	284
More secure than online purchase		16.7%	80
Better prices		24.8%	119
Quality of service		26.9%	129
Better Selection		23.3%	112
Local flavor or uniqueness		22.3%	107
None of the above / Does not apply		6.5%	31













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		36.0%	173
Donate to a Charity		50.4%	242
Donate to a Church		30.8%	148
Donate to Political Party or Government Representative		10.2%	49
Join a New Church		4.4%	21
Volunteer at Church		17.1%	82
Volunteer for Nonprofit Group		24.8%	119
Retire		4.2%	20
Vote in Upcoming Local Elections		43.1%	207
Vote in Upcoming State or National Elections		44.6%	214
Purchase Season Tickets for Performing Arts		5.6%	27
Attend a Holiday Themed Performance		26.9%	129
Community Activity		36.5%	175
Support an Organization		17.5%	84
Join an Organization		4.2%	20
Make a Donation		34.8%	167
Register to Vote		3.8%	18
None of the above / Does not apply		14.8%	71
Donate Vehicle		1.3%	6
Have a Baby		0.8%	4
Get Married		1.3%	6
Look into Private Schooling for Children		0.6%	3










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		26.9%	129
Community Event		56.5%	271
Festival		51.7%	248
Live Performance		43.1%	207
Fundraising Event		20.8%	100
Seminar		12.3%	59
School Event		27.7%	133
Corporate Event		4.6%	22
Trade Show		15.2%	73
Conference		13.8%	66
Networking Event		7.5%	36
Radio Station Sponsored Event		6.7%	32
Television Station Sponsored Event		2.5%	12
Newspaper Sponsored Event		7.5%	36
None of the above / Does not apply		16.5%	79

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		5.0%	24
Use a Zip Line		8.8%	42
Go Camping		34.0%	163
Go Mountain Biking		6.5%	31
Go Touring on a Bicycle		6.3%	30
Go to a Community or City Swimming Pool		16.0%	77
Take a Guided Backpacking or Hiking Trip		5.2%	25
Attend a Horse Race		3.1%	15
Attend a Car, Truck or Motorsport Race		7.9%	38
Participate in City or Municipal Sponsored Programs		9.2%	44
Join or Change Health or Fitness Club		14.0%	67
None of the above / Does not apply		41.7%	200

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		19.8%	95
Local Business Email		8.1%	39
CitySearch		3.5%	17
Snapchat		11.3%	54
Instagram		24.6%	118
Cinema Ads		14.4%	69
Facebook Business Page		18.1%	87
Reviews on Yelp! or Google+		15.4%	74
YouTube Promo Video		14.4%	69

Value		Percent	Responses
Pandora		23.8%	114
Online Yellow Pages		5.6%	27
Google Search		57.3%	275
eBay		37.3%	179
Spotify		8.3%	40
Pinterest		34.8%	167
Google+ Local		6.9%	33
Clicked on Google Sponsored Ad		15.6%	75
LinkedIn		17.1%	82
Angie's List		3.5%	17
Craigslist		42.1%	202
Bing		13.3%	64
Twitter		15.2%	73
Amazon		83.3%	400
None of the above / Does not apply		5.2%	25
Local Business Blog		2.7%	13
Digital Billboard		0.6%	3
Local Business Text Message		2.9%	14

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

Value		Percent	Responses
Yes		77.5%	372
No		22.5%	108

Total: 480

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


























Value		Percent	Responses
Yes		49.2%	236
No		50.8%	244
			Total: 480




















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

Value		Percent	Responses
Yes		33.1%	159
No		66.9%	321
			Total: 480



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		45.6%	219
Arts and Entertainment		32.5%	156
Automotive - (General)		22.5%	108
Automotive - (New Vehicle Dealership)		12.5%	60
Automotive - (Used Vehicle Dealership)		14.6%	70
Automotive - (Auto Parts store)		11.9%	57
Automotive - (Auto Repair business)		8.5%	41
Automotive - (Auto Body shop)		4.0%	19
Tire Business		16.3%	78
Beauty and Spa Related Businesses		20.8%	100

Value		Percent	Responses
Child Related Businesses		5.8%	28
Community and State Services		19.8%	95
Education		15.2%	73
Employment Related Businesses		9.4%	45
Event Planning and Services		6.0%	29
Family Activity Related Businesses		12.3%	59
Farm Equipment and Agriculture Businesses		4.6%	22
Financial Services		10.6%	51
Fitness Businesses or Providers		5.8%	28
General Retail		38.5%	185
Grocery / Market		31.5%	151
Home and Garden Related Businesses		21.5%	103
Building Supply/Lumber Business		11.5%	55
Home Service Businesses		10.4%	50
Home Service Contractors		10.2%	49
Hotel and Travel Related Businesses		26.3%	126
Local Services		28.3%	136
Medical Related Businesses - (General)		14.6%	70
Medical Related Businesses - (Chiropractor)		6.0%	29
Medical Related Businesses - (Dentist)		9.4%	45
Medical Related Businesses - (Hospital)		4.2%	20
Nightlife Related Businesses		5.8%	28
Pet / Animal		27.9%	134
Professional Services		12.7%	61
Real Estate Service Businesses		5.8%	28

Value		Percent	Responses
Recreation Related Businesses		8.1%	39
Restaurant / Bar / Lounge		31.0%	149
Senior Related Businesses		10.6%	51
Specialty Food and Drink		15.2%	73
General Retail - Children's Clothing Store		7.5%	36
General Retail - Clothing Accessory Store		15.6%	75
General Retail - Computer Store		8.8%	42
General Retail - Farming and Agriculture Business		4.0%	19
General Retail - Furniture Store		12.7%	61
General Retail - Hardware Store		15.2%	73
General Retail - Home Entertainment Store		7.5%	36
General Retail - Jewelry Store		6.7%	32
General Retail - Major Appliance Store		8.5%	41
General Retail - Men's Clothing Store		10.8%	52
General Retail - Mobile Phone Store		8.3%	40
General Retail - Shoe Store		17.9%	86
General Retail - Women's Clothing Store		27.1%	130
None of the above / Does not apply		17.7%	85
Motorsport Businesses		1.9%	9

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

Value		Percent	Responses
Yes		19.2%	92
No		80.8%	388

Total: 480

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	14.4%	69
Get a New Part Time Job	11.9%	57
Get a Temporary or Seasonal Job	4.2%	20
Use an Employment or Temporary Employment Agency	2.9%	14
Use a Career Counselor	1.0%	5
Get a Second (or Third) Job	3.8%	18
Get First Job after High School	0.6%	3
Get First Job after College	1.3%	6
None of the above / Does not apply	72.1%	346

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	4.6%	22
Admin & Clerical	8.8%	42
Warehouse	3.8%	18
Accounting	3.5%	17
Hotel - Hospitality	3.8%	18
Health Care	6.0%	29
Grocery	3.3%	16
Customer Service	8.3%	40
Management	4.4%	21
NonProfit	4.0%	19

Value		Percent	Responses
Government		4.0%	19
Sales & Marketing		3.1%	15
Information Technology		4.6%	22
Skilled Labor - Trades		3.8%	18
None of the above / Does not apply		65.4%	314
Agriculture		0.6%	3
Automotive		0.8%	4
Construction		1.9%	9
Manufacturing		1.7%	8
Entry Level (New Graduate)		1.0%	5
Banking & Finance		2.7%	13
Child Care		1.9%	9
Real Estate		1.9%	9
Insurance		0.6%	3
Legal		0.8%	4
Education		2.7%	13
Media		1.7%	8
Installation - Maintenance - Repair		0.6%	3
Restaurant - Food Services		2.5%	12
Executive Level		2.1%	10
Engineering		2.5%	12
Transportation		2.5%	12




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		19.8%	95
Local Agency Site		13.8%	66
Craigslist		20.8%	100
Facebook		11.5%	55
Indeed.com		20.2%	97
LinkedIn		15.6%	75
Monster.com		11.7%	56
CareerBuilder		7.5%	36
GlassDoor		5.6%	27
SimplyHired.com		2.7%	13
AOL Jobs		0.8%	4
SnagAJob.com		1.5%	7
Dice.com		1.3%	6
USAjobs.gov		7.1%	34
USAjobs.org		4.6%	22
ZipRecruiter		7.9%	38
JobDiagnosis		0.4%	2
TheLadders		1.5%	7
None of the above / Does not apply		52.1%	250







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		24.2%	116
Yellow Pages directory		2.5%	12
Direct mail flyer		15.8%	76
Deal program/offer		7.9%	38
Facebook business page offer		7.9%	38
Billboard advertising		0.8%	4
None of the above / Does not apply		62.9%	302

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)		21.9%	105
Purchased an online deal to a local business in the past 3 months		13.8%	66
None of the above / Does not apply		72.7%	349

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

Value		Percent	Responses
Read ads and keep them - using three or more		8.1%	39
Read ads and keep them - using one or two		36.9%	177
Read ads and keep them - without using any		3.3%	16
Read ads but throw away without using any		19.4%	93
Throw ads away unread		22.7%	109
Do not receive direct mail or advertisements at home or PO Box		9.6%	46

Total: 480

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 %	24 5.0%	55 11.5%	194 40.4%	33 6.9%	44 9.2%	83 17.3%	47 9.8%	480
County election Count Row %	22 4.6%	59 12.3%	198 41.3%	25 5.2%	37 7.7%	84 17.5%	55 11.5%	480
State election Count Row %	19 4.0%	80 16.7%	161 33.5%	24 5.0%	43 9.0%	96 20.0%	57 11.9%	480
Total Total Responses								480

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

Value	Percent	Responses
Yes	88.1%	423
No	11.9%	57














Total: 480

Did you vote in the last presidential election?








Value	Percent	Responses
Yes	90.4%	434
No	9.6%	46

Total: 480

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		4.4%	21
Used Vehicle Dealership		4.8%	23
New and Used Vehicle Dealership		6.7%	32
Automotive Service		11.5%	55
Tire Store		9.4%	45
Auto Parts Store		12.3%	59
Recreation Vehicle (RV) Dealership		2.7%	13
RV or Camper Service		3.1%	15
Boat Dealer		1.5%	7
Boat Service		1.3%	6
Motorcycle Dealer		1.5%	7
Motorcycle Repair Shop		1.0%	5
None of the above / Does not apply		70.0%	336

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		2.7%	13
Legal Firm or Attorney		2.3%	11
Insurance Agency		7.3%	35
Tax Advisor		2.5%	12
Telecommunications Provider		2.5%	12
Internet Service Provider		4.2%	20
None of the above / Does not apply		84.8%	407

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		1.0%	5
Hearing Aid Center		3.5%	17
Cardiologist		2.7%	13
Chiropractor		3.1%	15
Dentist		10.8%	52
Dermatologist		3.3%	16
Hospital		5.0%	24
Mental Health Provider		1.9%	9
Optometrist		4.2%	20
Pediatrician		1.0%	5
General Practitioner		10.2%	49
Rehabilitation Clinic		0.6%	3
Urgent Care Clinic		4.4%	21
Surgical Specialist		2.1%	10
Weight Loss Service		1.7%	8
None of the above / Does not apply		72.9%	350







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		6.0%	29
Electrician		1.9%	9
Handyman		6.5%	31
Heating & Air Conditioning Service		3.1%	15
Remodeling Contractor		1.7%	8
General Contractor		4.4%	21
Landscaper		1.0%	5
New Home Builder		0.2%	1
Painting Contractor		1.5%	7
Plumber or Plumbing Contractor		3.1%	15
Roofing Contractor		1.3%	6
None of the above / Does not apply		80.8%	388









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%	15
Home Inspector		0.8%	4
Mortgage Broker		1.7%	8
Property Manager		1.5%	7
Realtor		4.4%	21
None of the above / Does not apply		91.3%	438

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		2.5%	12
Automotive Loan Provider		0.4%	2
Financial Advisor		2.3%	11
Bank		12.9%	62
Credit Union		9.8%	47
None of the above / Does not apply		78.8%	378

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		7.3%	35
Ethnic Restaurant		13.3%	64
Family Style Restaurant		20.4%	98
Fast Food Restaurant		15.4%	74
Fine Dining Restaurant		16.3%	78
Pizza Restaurant		16.7%	80
Restaurant with Bar or Lounge		11.3%	54
None of the above / Does not apply		51.3%	246

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		8.5%	41
Clothing Accessory Store		7.1%	34
Major Appliance Store		5.6%	27
Computer Store		5.0%	24
Farming and Agriculture Business		1.5%	7
Furniture Store		7.7%	37
Grocery Store		19.8%	95
Hardware Store		12.3%	59
Home Entertainment Store		2.1%	10
Jewelry Store		3.3%	16
Mobile Phone Store		2.5%	12
Shoe Store		9.0%	43
Specialty Food Business		3.3%	16
Women's Clothing Store		15.8%	76
Men's Clothing Store		6.9%	33
Children's Clothing Store		4.8%	23
None of the above / Does not apply		58.3%	280

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		6.9%	33
Any Child Related Business		2.9%	14
Any Event Planning Business		1.0%	5
Any Education Business		3.3%	16
Any Fitness Business		7.5%	36
Any Pet Related Business		11.3%	54
Any Senior Related Business		7.3%	35
None of the above / Does not apply		74.8%	359

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















Value		Percent	Responses
Yes		16.9%	81
No		51.9%	249
Does not apply		31.3%	150

Total: 480

Which of the following categories does your business fall into?

Value		Percent	Responses
Arts and Entertainment		3.7%	3
Beauty and Spa		3.7%	3
Education		4.9%	4
General Retail		7.4%	6
Health and Medical		7.4%	6
Home Service Businesses		3.7%	3
Hotel and Travel		3.7%	3
Local Services		4.9%	4
Real Estate		3.7%	3
Other		42.0%	34
Apparel and Accessories		2.5%	2
Automotive		1.2%	1
Child Related Businesses		1.2%	1
Financial Services		1.2%	1
Grocery and Specialty Food/Drink		1.2%	1
Motorsport Businesses		1.2%	1
Pet / Animal		2.5%	2
Recreation		1.2%	1
Restaurant / Bar / Lounge		2.5%	2
			Total: 81







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

Value		Percent	Responses
Business Cards, Letterhead, etc.		39.5%	32
Computer Hardware		14.8%	12
Office Copier		7.4%	6
Business Logo Apparel		23.5%	19
Networking Hardware or Software		7.4%	6
Office Furniture, Fixtures or Interiors		8.6%	7
Office Cleaning Supplies		28.4%	23
Office Supplies		50.6%	41
Office Printer		8.6%	7
Promotional Items		16.0%	13
Security System		6.2%	5
Telephone Systems		4.9%	4
Uniforms or Work Clothing		8.6%	7
None of the above / Does not apply		22.2%	18










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		6.2%	5
Business Advertising		4.9%	4
Business Internet Services		3.7%	3
Business Printing Services		3.7%	3
None of the above / Does not apply		80.2%	65
Business Financial Consulting		2.5%	2
Business Advisory Services		1.2%	1
Business Computer Consulting		1.2%	1
Business Employment Agency		1.2%	1
Business Internet Service Provider		1.2%	1
Business Legal Services or Attorney		1.2%	1
Business Marketing Services		1.2%	1
Business Meetings or Conventions		1.2%	1
Business Payroll Services		1.2%	1
Business Realty Services		2.5%	2
Business Recruitment		1.2%	1
Business Security Services		1.2%	1
Business Sign Company Services		2.5%	2
Business Shuttle or Limo Services		1.2%	1
Business Staffing or Temp Services		1.2%	1
Business General Broadcast Media Service		1.2%	1
Business Television Media Service		1.2%	1
Business Radio Media Service		1.2%	1









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%	2
Add New Locations		4.9%	4
Renovate Existing Facilities		7.4%	6
Buy or Rent Industrial Space		1.2%	1
Install New Commercial Carpeting		2.5%	2
None of the above / Does not apply		88.9%	72

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		3.7%	3
Purchase Used Business Automobiles		1.2%	1
Purchase New Business Trucks		1.2%	1
Purchase Used Business Trucks		2.5%	2
Lease New Business Automobiles		1.2%	1
Lease New Business Trucks		1.2%	1
Purchase New Business Delivery Vehicles		2.5%	2
Purchase New Heavy Duty or Commercial Business Trucks		2.5%	2
None of the above / Does not apply		93.8%	76

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		3.7%	3
Business Health Insurance		4.9%	4
Business Dental Insurance		1.2%	1
Business 401K or Retirement Program		3.7%	3
Business "Key Man" Insurance		1.2%	1
Business Property Insurance		1.2%	1
Business Commercial Insurance		2.5%	2
None of the above / Does not apply		90.1%	73


















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

Value		Percent	Responses
Local Newspaper		19.8%	16
Local Newspaper Site		4.9%	4
Local Radio		9.9%	8
Local Free or Alternative publication		7.4%	6
Other Print Publications		7.4%	6
Facebook		39.5%	32
Other Social Media		21.0%	17
Search Engine Optimization (SEO, SEM)		7.4%	6
Word of Mouth or Referrals		40.7%	33
Billboards		3.7%	3
Direct Mail		12.3%	10
Coupons or "Deal of the Day"		4.9%	4
Yellow Pages		4.9%	4
Banner Ads		9.9%	8
Online Advertising		12.3%	10
None of the above / Does not apply		25.9%	21
Local Television		2.5%	2
Twitter		1.2%	1
Fliers or Door Hangers		2.5%	2
Sign "Spinners"		2.5%	2
Telemarketing		1.2%	1
Retargeting Web Ads		2.5%	2




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		8.6%	7
Use social media for promoting business		22.2%	18
Website optimized for mobile (responsive)		8.6%	7
Ongoing search optimization (SEO, SEM)		8.6%	7
Banner ads		3.7%	3
Cost-per-click ads (CPC, PPC)		7.4%	6
Cost-per-mille ads (CPM)		2.5%	2
Programmatic ads		1.2%	1
Retargeting ads		1.2%	1
Video ads		2.5%	2
Google ads (Adwords)		8.6%	7
Facebook ads		32.1%	26
Sponsored content		3.7%	3
Email advertising		16.0%	13
Site analytics		8.6%	7
Use a Digital Agency		1.2%	1
Digital ads through newspaper		6.2%	5
None of the above/Does not apply		50.6%	41

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		6.2%	5
Use social media for promoting business		17.3%	14
Website optimized for mobile (responsive)		3.7%	3
Ongoing search optimization (SEO, SEM)		6.2%	5
Banner ads		3.7%	3
Cost-per-click ads (CPC, PPC)		4.9%	4
Cost-per-mille ads (CPM)		3.7%	3
Programmatic ads		1.2%	1
Retargeting ads		2.5%	2
Video ads		7.4%	6
Google ads (Adwords)		14.8%	12
Facebook ads		18.5%	15
Sponsored content		4.9%	4
Email advertising		17.3%	14
Site analytics		4.9%	4
Digital ads through newspaper		3.7%	3
None of the above/Does not apply		60.5%	49

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

Value		Percent	Responses
Yes		3.7%	3
No		88.9%	72
Don't know		7.4%	6

Total: 81

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%		4.2%	20
1% - 25%		45.8%	220
26% - 50%		22.9%	110
51% - 75%		16.7%	80
76% - 100%		10.4%	50
			Total: 480
			Avg 34%

Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		1.7%	8
25 - 30		3.1%	15
31 - 34		1.7%	8
35 - 40		5.8%	28
41 - 45		5.6%	27
46 - 49		4.8%	23
50 - 54		9.4%	45
55 - 60		15.4%	74
61 - 69		24.4%	117
70 or older		28.1%	135
			Total: 480
			Avg 60









What state do you live in?

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

Value		Percent	Responses
Metro / Urban		8.1%	39
Small/Mid-Size Town		42.3%	203
Suburban		17.3%	83
Rural		28.5%	137
Vacation community		1.3%	6
Other		2.5%	12

Total: 480

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%	3
Some High School (Not Graduate)		2.1%	10
High School Graduate (12th grade)		8.8%	42
Vocational or Technical Training		5.0%	24
Some College		27.7%	133
College Graduate		30.0%	144
Some Post-Graduate Study (No Advanced Degree)		9.2%	44
Post-Graduate Degree		16.7%	80

Total: 480

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

Value		Percent	Responses
Under \$20,000		11.9%	56
\$20,000 - \$24,999		4.7%	22
\$25,000 - \$29,999		6.6%	31
\$30,000 - \$34,999		4.2%	20
\$35,000 - \$39,999		5.3%	25
\$40,000 - \$44,999		6.6%	31
\$45,000 - \$49,999		5.9%	28
\$50,000 - \$74,999		20.8%	98
\$75,000 - \$99,999		13.1%	62
\$100,000 - \$124,999		8.3%	39
\$125,000 - \$149,999		4.9%	23
\$150,000 - \$200,000		4.9%	23
Over \$200,000		3.0%	14

Total: 472




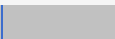
Avg \$69,642

Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		2.1%	10
Black or African-American		1.0%	5
Asian		1.3%	6
White or Caucasian		81.5%	391
Hispanic		3.8%	18
Other		2.5%	12
Prefer not to answer		7.9%	38






Total: 480

Are you...

Value		Percent	Responses
Male		25.2%	121
Female		71.3%	342
Other		0.2%	1
Prefer not to answer		3.3%	16





Total: 480

Which of the following best describe your primary residence?

Value		Percent	Responses
Single Family Home		74.4%	357
Apartment		11.5%	55
Condominium		4.4%	21
Mobile Home		5.2%	25
Other		4.6%	22




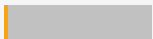

Total: 480

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		77.1%	370
Rented		18.8%	90
Occupied Without Payment of Rent		1.3%	6
Other		2.9%	14

Total: 480

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

Value		Percent	Responses
None		81.6%	391
1		7.9%	38
2		6.1%	29
3		3.1%	15
4 or more		1.3%	6
			Total: 479

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		42.8%	203
No		57.2%	271
			Total: 474