

The Pulse of America Survey Report (Great Lakes)

Response Counts

Completion Rate:	100%	
Complete		 1,001

Total: 1,001

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	1,001

Total: 1,001

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

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local business news Count Row %	12 1.2%	11 1.1%	87 8.7%	347 34.7%	542 54.1%	2 0.2%	1,001
Local breaking news Count Row %	5 0.5%	1 0.1%	28 2.8%	112 11.2%	847 84.6%	8 0.8%	1,001

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	5	0	26	139	827	4	1,001
Row %	0.5%	0.0%	2.6%	13.9%	82.6%	0.4%	
County news							
Count	12	14	79	335	558	3	1,001
Row %	1.2%	1.4%	7.9%	33.5%	55.7%	0.3%	
Local sports news							
Count	122	124	209	305	236	5	1,001
Row %	12.2%	12.4%	20.9%	30.5%	23.6%	0.5%	
Local school news							
Count	48	48	212	316	372	5	1,001
Row %	4.8%	4.8%	21.2%	31.6%	37.2%	0.5%	
Local crime news							
Count	6	7	46	227	708	7	1,001
Row %	0.6%	0.7%	4.6%	22.7%	70.7%	0.7%	
Local advertising							
Count	31	60	213	382	311	4	1,001
Row %	3.1%	6.0%	21.3%	38.2%	31.1%	0.4%	
Local political news							
Count	59	77	177	350	333	5	1,001
Row %	5.9%	7.7%	17.7%	35.0%	33.3%	0.5%	
Local entertainment news							
Count	27	57	203	393	319	2	1,001
Row %	2.7%	5.7%	20.3%	39.3%	31.9%	0.2%	
Local dining news							
Count	36	46	184	378	354	3	1,001
Row %	3.6%	4.6%	18.4%	37.8%	35.4%	0.3%	
State or national news							
Count	8	16	90	307	570	10	1,001
Row %	0.8%	1.6%	9.0%	30.7%	56.9%	1.0%	

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

Total						
Total Responses						1001

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



	Always	Frequently	Occasionally	Never	Responses
School news					
Count	240	255	399	107	1,001
Row %	24.0%	25.5%	39.9%	10.7%	
Business news					
Count	177	325	401	98	1,001
Row %	17.7%	32.5%	40.1%	9.8%	
Government news					
Count	259	352	311	79	1,001
Row %	25.9%	35.2%	31.1%	7.9%	
High school sports news					
Count	126	168	402	305	1,001
Row %	12.6%	16.8%	40.2%	30.5%	
Crime news					
Count	468	345	163	25	1,001
Row %	46.8%	34.5%	16.3%	2.5%	
Clubs and organizations news					
Count	98	275	476	152	1,001
Row %	9.8%	27.5%	47.6%	15.2%	
Total					
Total Responses					1001

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




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	11 1.1%	40 4.0%	144 14.4%	530 52.9%	262 26.2%	14 1.4%	1,001
Local news coverage Count Row %	10 1.0%	62 6.2%	139 13.9%	502 50.1%	277 27.7%	11 1.1%	1,001
Reporting objectivity Count Row %	32 3.2%	90 9.0%	256 25.6%	424 42.4%	172 17.2%	27 2.7%	1,001
Headline objectivity Count Row %	26 2.6%	75 7.5%	249 24.9%	451 45.1%	175 17.5%	25 2.5%	1,001
Local school news Count Row %	7 0.7%	36 3.6%	259 25.9%	447 44.7%	168 16.8%	84 8.4%	1,001
County news coverage Count Row %	11 1.1%	44 4.4%	217 21.7%	524 52.3%	166 16.6%	39 3.9%	1,001
Local city/community news coverage Count Row %	9 0.9%	41 4.1%	176 17.6%	487 48.7%	274 27.4%	14 1.4%	1,001
Environmental news coverage Count Row %	16 1.6%	85 8.5%	322 32.2%	390 39.0%	119 11.9%	69 6.9%	1,001
Courts and cops news coverage Count Row %	15 1.5%	54 5.4%	203 20.3%	478 47.8%	220 22.0%	31 3.1%	1,001
Local sports coverage Count Row %	9 0.9%	30 3.0%	222 22.2%	391 39.1%	211 21.1%	138 13.8%	1,001
Local arts and entertainment coverage Count Row %	11 1.1%	28 2.8%	234 23.4%	474 47.4%	201 20.1%	53 5.3%	1,001

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	8	21	234	476	221	41	1,001
Count	0.8%	2.1%	23.4%	47.6%	22.1%	4.1%	
Row %							
Total							
Total Responses							1001

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

Value		Percent	Responses
Yes		63.8%	639
No		36.2%	362
			Total: 1,001

6. In the last 30 days, have you or a member of your household made a purchase or sought out more information on a local product or service advertised, after hearing a commercial on a local radio station?

Value		Percent	Responses
Yes		38.2%	244
No		56.8%	363
None of the above / Does not apply		5.0%	32
			Total: 639

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

Value		Percent	Responses
Yes		73.0%	731
No		27.0%	270
			Total: 1,001

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

Value		Percent	Responses
Yes		39.8%	291
No		55.1%	403
None of the above / Does not apply		5.1%	37
			Total: 731

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

Value		Percent	Responses
Yes		88.8%	889
No		11.2%	112
			Total: 1,001

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

Value		Percent	Responses
Yes		57.5%	511
No		42.5%	378
			Total: 889

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

Value	Percent	Responses
1	36.7%	326
2	48.8%	434
3	8.9%	79
4	2.2%	20
5 or more	3.4%	30
		Total: 889

Statistics

Average 1.8

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

Value	Percent	Responses
Adult male	65.1%	579
Adult female	77.4%	688
Minor under 18	3.6%	32

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

Value		Percent	Responses
Yes, always		18.8%	167
Yes, frequently		29.4%	261
Yes, sometimes		30.9%	275
Seldom		17.0%	151
Never		3.9%	35
			Total: 889




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

Value		Percent	Responses
National Daily Newspaper		16.6%	148
Local Daily Newspaper		85.2%	757
Local Paid Weekly Community Newspaper		21.5%	191
Local Free Weekly Print Publication (a Shopper or Newspaper)		50.7%	451
Local Alternative Publication		6.1%	54
Local Specialty Publication		12.1%	108
Local Business Publication		9.8%	87
Local Ethnic Publication		1.6%	14
Local Parenting Publication		3.1%	28
Local Senior Publication		13.3%	118
None of the above / Does not apply		4.3%	38

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

	Always	Frequently	Occasionally	Never	Responses
Classified Ads					
Count	120	205	448	116	889
Row %	13.5%	23.1%	50.4%	13.0%	
Retail Store Ads					
Count	279	319	252	39	889
Row %	31.4%	35.9%	28.3%	4.4%	
Ad Inserts					
Count	276	280	264	69	889
Row %	31.0%	31.5%	29.7%	7.8%	
Real Estate Ads					
Count	37	125	447	280	889
Row %	4.2%	14.1%	50.3%	31.5%	
Automotive Ads					
Count	46	101	447	295	889
Row %	5.2%	11.4%	50.3%	33.2%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	154	289	381	65	889
Row %	17.3%	32.5%	42.9%	7.3%	
Political Ads					
Count	46	157	419	267	889
Row %	5.2%	17.7%	47.1%	30.0%	
Legal Notices					
Count	89	141	400	259	889
Row %	10.0%	15.9%	45.0%	29.1%	
Total					
Total Responses					889

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

Value		Percent	Responses
Published in the Local Newspaper		46.9%	469
Posted on a Government Website		11.5%	115
No preference		41.7%	417

Total: 1,001

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

Value		Percent	Responses
Yes		15.9%	159
No		82.4%	825
Don't know		1.7%	17
			Total: 1,001

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		30.2%	48
Satisfactory response (received many inquiries)		42.1%	67
Poor response (received very few inquiries)		27.7%	44
			Total: 159

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

Value		Percent	Responses
Yes		58.2%	583
No		41.8%	418
			Total: 1,001

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
















Value		Percent	Responses
Daily		17.8%	178
Couple times week		18.2%	182
Weekly		6.3%	63
Couple times month		15.9%	159
Monthly		5.6%	56
Less Monthly		20.9%	209
Have not visited / Does not apply		15.4%	154
			Total: 1,001

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









Value		Percent	Responses
Auto Body Shop		8.0%	80
Auto Detailing Shop		6.2%	62
Oil Change Station		46.5%	465
Auto Parts Store		38.0%	380
Auto Repair Shop		28.8%	288
Auto Salvage Yard		6.8%	68
Auto Battery Store		7.6%	76
Car Wash		71.0%	711
Gas Station		81.9%	820
New Vehicle Dealership		14.7%	147
Used Vehicle Dealership		10.2%	102
Pick and Pull Lot		3.2%	32
Tire Store		21.0%	210

Value		Percent	Responses
None of the above / Does not apply		6.9%	69
Auto Glass Repair Shop		1.8%	18
Auto Paint Shop		2.0%	20
Auto Protective Paint or Coating Shop		0.8%	8
Auto Towing Service		2.1%	21
Auto Window Tinting		2.0%	20
Auto Stereo Installation		1.0%	10
Car Audio Store		1.0%	10
Commercial Truck Dealership		0.8%	8
Commercial Truck Repair Shop		0.5%	5
Recreation Vehicle (RV) Dealership		2.6%	26
RV or Camper Service		2.8%	28
Utility Trailer Dealer		0.6%	6
Trailer Dealer		0.8%	8
Trailer Rental Service		1.4%	14













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

Value		Percent	Responses
Boat Dealer		2.1%	21
Boating Accessory Store		3.3%	33
Boat Repair Shop		1.4%	14
Boat Rental Service		0.7%	7
All-Terrain Vehicle (ATV) Dealer		4.1%	41
Watercraft Dealer		1.1%	11
Watercraft Rental Shop		0.4%	4
Motorcycle Dealer		2.3%	23
Motorcycle Repair Shop		2.4%	24
Motorcycle Accessory Store		3.8%	38
Golf Cart Dealer		0.9%	9
Service		3.9%	39
Boat and RV Storage Facility		2.6%	26
Harley-Davidson Dealer		5.0%	50
None of the above / Does not apply		80.7%	808

23. Which of the following FARMEQUIPMENT and AGRICULTURE BUSINESSES do you or the members of your household plan to shop at in the next 12 months? (Check all that apply.)














Value		Percent	Responses
New Farm Equipment Dealer		1.6%	16
Used Farm Equipment Dealer		1.7%	17
Farm Truck and Tractor Repair Shop		1.4%	14
Agriculture Farm Supply Store		9.4%	94
Agricultural Service		1.0%	10
Farming Structure Building Contractor		1.2%	12
Animal Feed Store		12.3%	123
None of the above / Does not apply		81.4%	815

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













Value		Percent	Responses
Bagel Shop		19.9%	199
Bakery		60.9%	610
Specialty Cake Bakery		8.5%	85
Cupcake Shop		5.8%	58
Donut Shop		32.5%	325
Beverage Distributor		12.3%	123
Beer Shop		23.2%	232
Brewery or Brew Pub		27.8%	278
Candy Store		18.0%	180
Cheese Shop		25.0%	250
Chocolate Shop		16.5%	165
Coffee & Tea Shop		36.4%	364

Value		Percent	Responses
Espresso or Coffee Shop		32.1%	321
Cookie Store		5.8%	58
Dairy Store		7.4%	74
Convenience Store		63.5%	636
Dessert Restaurant		7.2%	72
Distillery		7.2%	72
Food Cart		7.6%	76
Ethnic Food Restaurant		34.0%	340
Ice Cream or Frozen Yogurt Shop		37.5%	375
Smoothie or Juice Bar		7.1%	71
Liquor Store		38.9%	389
Spice Store		10.5%	105
Tea Shop		5.7%	57
Winery		18.7%	187
Wine Shop		11.3%	113
None of the above / Does not apply		5.7%	57
U-Brew Beer or Wine Store		2.2%	22






















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

Value		Percent	Responses
Health Food Store		13.4%	134
Grocery Store (Discount)		49.4%	494
Grocery Store (Ethnic)		8.8%	88
Farmers Market		31.4%	314
Grocery Store (Co-op)		14.6%	146
Grocery Store (Independent)		33.6%	336
Grocery Store (Major or Regional Chain)		81.9%	820
Meat Market or Butcher Shop		28.0%	280
Grocery Store (Neighborhood)		39.1%	391
Seafood Market		8.1%	81
Specialty Food Market		10.3%	103
Grocery Delivery Service		6.4%	64
None of the above / Does not apply		1.2%	12













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

Value		Percent	Responses
Barbershop		18.1%	181
Day Spa		6.7%	67
Eyelash Extension Salon		1.4%	14
Hair Removal Salon		2.0%	20
Hair and Beauty Salon		43.6%	436
Makeup Artist		1.1%	11
Massage Spa		11.9%	119
Nail Salon		20.4%	204
Skin Care Store		2.8%	28
Tanning Salon		6.2%	62
Tattoo Studio		9.1%	91
None of the above / Does not apply		38.1%	381












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

Value		Percent	Responses
Arcade		7.8%	78
Arts & Crafts Fair		40.4%	404
Casino		24.3%	243
Community Theatre		24.7%	247
Movie Theater		64.0%	641
Museum		32.5%	325
Live Theater		23.9%	239
Performing Arts Center		15.5%	155
Bingo Hall		6.5%	65
Social Club		6.3%	63
Stadium or Arena		21.7%	217
Wine Tour		8.3%	83
Music Festival		21.7%	217
Wine Festival		10.2%	102
Food Festival		31.7%	317
Car Show		13.7%	137
Seasonal Festival		35.9%	359
Arts Organization		8.6%	86
Cultural Center		5.6%	56
Local Festival		38.5%	385
Historical Society		11.7%	117
None of the above / Does not apply		11.9%	119
Rodeo		2.9%	29

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

Value		Percent	Responses
Local Sports Team		24.2%	242
Professional Sports Team		24.2%	242
Amusement Center / Park		31.8%	318
Family Play Center		8.8%	88
Family Entertainment Center		13.9%	139
Go Kart Track		8.7%	87
Horseback Riding		6.8%	68
Outdoor Park		37.3%	373
Ice Skating or Roller Rink		14.4%	144
Athletic Club		19.1%	191
Zoo		37.5%	375
None of the above / Does not apply		24.9%	249

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

Value		Percent	Responses
Boxing Gym		1.8%	18
CrossFit Gym		2.1%	21
Dance Studio		4.1%	41
Fitness Boot Camp		2.0%	20
Exercise Classes		17.6%	176
Gym, Fitness or Athletic Club		33.5%	335
Martial Arts Studio		2.9%	29
Personal Trainer		3.1%	31
Rock Climbing Gym		1.6%	16
Swimming Lessons		5.4%	54
Yoga Studio		10.5%	105
None of the above / Does not apply		51.1%	512
















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

Value		Percent	Responses
Archery Range		4.7%	47
Bait & Tackle Shop		17.9%	179
Bicycle Shop		8.4%	84
Bicycle Repair Shop		8.1%	81
Bowling Alley		26.7%	267
Fishing Supply Store		14.5%	145
Golf Course		19.1%	191
Golf Driving Range		10.8%	108
Golf Pro Shop		6.2%	62
Gun Shooting Range		16.1%	161
Gun Store		14.2%	142
Miniature Golf Course		17.5%	175
Outdoor Gear Store		11.3%	113
New Sporting Goods Store		12.4%	124
Used Sporting Goods Store		7.7%	77
Sightseeing Tour Agency		3.2%	32
None of the above / Does not apply		35.1%	351
Bicycle Rental Service		1.1%	11
Dive Shop		0.7%	7
Helicopter Tour Agency		0.6%	6
Ski Shop		2.1%	21






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

Value		Percent	Responses
Adult Club or Entertainment Company		4.8%	48
Bar, Lounge or Pub		49.9%	499
Comedy Club		16.6%	166
Dancing or Night Club		8.2%	82
Music or Concert Hall		23.5%	235
Billiard Hall		3.3%	33
Sports Bar		28.0%	280
Wine Bar		14.2%	142
None of the above / Does not apply		36.8%	368

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
















Value		Percent	Responses
Boat Charter		4.1%	41
Card or Stationery Store		10.7%	107
Announcement Printing Service		3.1%	31
Catering Service		6.5%	65
Disc Jockey (DJ)		2.2%	22
Event Coordinator		1.1%	11
Hotel Meeting Room or Event Space		3.2%	32
Musician or Band		6.5%	65
Party Supply Store		18.1%	181
Photographer		6.5%	65
Event Space or Venue		3.8%	38
Videographer		1.1%	11
Wedding Venue or Banquet Hall		2.5%	25
Wedding Planner		1.3%	13
None of the above / Does not apply		65.3%	654

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






Value		Percent	Responses
Continuing Education Courses		9.4%	94
University		8.8%	88
Community College		8.4%	84
Elementary School		7.5%	75
Middle or High School		11.4%	114

Value		Percent	Responses
Adult Education School		8.1%	81
Preschool		3.2%	32
Musical Instruments and Lessons		4.4%	44
Lecture or Seminar Series		4.1%	41
None of the above / Does not apply		58.9%	590
Art School		2.9%	29
Charter School		1.6%	16
Culinary School		1.8%	18
Beauty School		0.7%	7
Dance Studio		2.9%	29
Driving School		2.9%	29
Language School		0.5%	5
Tutoring Center		0.4%	4
Private Elementary School		0.8%	8
Private Middle School		0.3%	3
Private High School		0.8%	8
Private K-12 School		1.0%	10
Private Tutor		0.7%	7
Vocational School		2.3%	23
Real Estate School		1.5%	15
Aviation / Flight School		0.8%	8
Graduate school		2.5%	25
Parochial School		1.1%	11















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

Value		Percent	Responses
Bank		26.8%	268
Credit Union		14.9%	149
Financial Advisor		11.0%	110
Check Cashing Service		1.1%	11
Money Transfer Service		1.1%	11
Stockbroker		1.8%	18
Tax Return Service		16.3%	163
Auto Broker		1.4%	14
Bail Bonds Service		0.2%	2
Bankruptcy Service		0.7%	7
Bookkeeping Service		1.8%	18
Business Development Service		0.6%	6
Car Leasing Service		3.0%	30
Credit Counseling Service		1.2%	12
None of the above / Does not apply		53.3%	534















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

Value		Percent	Responses
Payday Loan Company		1.7%	17
Debt Consolidation Company		2.5%	25
Credit Repair Service		2.6%	26
Title Loan Company		1.7%	17
None of the above / Does not apply		93.3%	934

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

Value		Percent	Responses
Medical Marijuana Dispensary		2.8%	28
Chiropractor		11.4%	114
Dermatologist		13.7%	137
Dentist		37.4%	374
General Practitioner		19.5%	195
Family Practitioner		25.8%	258
Obstetrician & Gynecologist		9.7%	97
Optometrist		20.8%	208
Physical Therapist		5.5%	55
Psychiatrist		3.7%	37
Pediatrician		5.2%	52
Allergist		5.6%	56
Pain Management Physician		4.8%	48
None of the above / Does not apply		41.6%	416

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


Value		Percent	Responses
Dental Clinic		14.3%	143
Hearing Aid Center		4.1%	41
Hospital		9.0%	90
Medical Clinic		9.8%	98
Weight Loss Service		4.0%	40
Alcoholism Treatment Program		0.4%	4
Blood Donation Center		3.5%	35
Drug Addiction Treatment Center		0.7%	7
Mental Health Clinic		2.0%	20
Pain Control Clinic		2.4%	24
Walk-In Clinic		8.8%	88
Mental Health Service		2.7%	27
Drug Testing Service		0.3%	3
None of the above / Does not apply		68.1%	682

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

















Value		Percent	Responses
Acupuncturist		5.9%	59
Allergy or Asthma Specialist		8.9%	89
Mental Health Provider		7.7%	77
Denture or Implant Specialist		7.0%	70
Oral Surgeon		4.1%	41
Orthodontist		6.3%	63
Cardiologist		16.3%	163
Ear, Nose & Throat Doctor		10.8%	108
Gastroenterologist		11.1%	111
Internal Medicine Doctor		19.0%	190
Massage Therapist		15.6%	156
Oncologist		5.2%	52
Ophthalmologist		15.2%	152
Orthopedist		3.5%	35
Podiatrist		7.3%	73
Urologist		9.2%	92
Surgical Specialist		4.2%	42
None of the above / Does not apply		32.2%	322
Cardiovascular Surgeon		1.3%	13
Cosmetic Dentist		2.9%	29
Cosmetic or Plastic Surgeon		1.3%	13
Home Health Care Provider		2.5%	25
Naturopathic Practitioner		2.9%	29
Nutritionist or Dietician		2.6%	26

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


























Value		Percent	Responses
Audiology Clinic		5.6%	56
Veterans Hospital		5.0%	50
Laboratory or Medical Testing Facility		13.1%	131
Medical Imaging Service		9.8%	98
Pain Clinic		5.4%	54
Sleep Disorder Clinic		5.3%	53
Urgent Care Clinic		10.8%	108
Medical Walk-In Clinic		13.2%	132
Mental Health Service		4.9%	49
None of the above / Does not apply		53.4%	535
Alzheimer's or Memory Care Facility		0.9%	9
Medical Marijuana Authorization		2.1%	21
Hospice Care Provider		0.7%	7
Laser Eye Surgery Clinic		2.5%	25
Medical Spa		0.3%	3
Medical Supply Store		2.2%	22
Memory Care Facility		0.4%	4
Isolation Tank		0.4%	4
Rehabilitation Clinic		1.3%	13
Sports Medicine Clinic		1.3%	13
Medical Transport Service		0.6%	6
Vascular Surgeon or Vein Center		1.2%	12
Physical Health Center		2.9%	29










Value		Percent	Responses
Drug Testing Service		0.6%	6

40. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 12 MONTHS? (Check all that apply.)













Value		Percent	Responses
Airline		45.9%	459
Regional Airport		15.9%	159
Bed & Breakfast		10.2%	102
Campground		16.4%	164
Cruise Line		9.5%	95
Hotel or Motel (Local)		10.3%	103
Hotel or Motel (Out-of-Town)		59.1%	592
Luggage-Travel Store		1.0%	10
RV Rental Company		1.6%	16
Ski Resort		2.1%	21
Tour Company		3.0%	30
Shuttle Service		9.4%	94
Limo Service		4.6%	46
Taxi Service		6.8%	68
Travel Agent		8.6%	86
None of the above / Does not apply		24.7%	247
















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

Value		Percent	Responses
Auction House		4.3%	43
Courier or Delivery Service		4.4%	44
Dry Cleaning or Laundry Service		22.9%	229
Electronics Repair Shop		4.4%	44
Jewelry Repair Shop		7.9%	79
Mail Store		11.3%	113
Printing Service		4.0%	40
Propane Dealer		8.4%	84
Junkyard		6.5%	65
Recycling Center		15.6%	156
Self-Storage Facility		4.5%	45
Sewing and Alterations Shop		5.2%	52
Small Engine Repair Shop		5.1%	51
Shipping Center		8.2%	82
Shoe Repair Shop		5.4%	54
Watch or Clock Repair Shop		5.0%	50
Mobile or Cell Phone Repair Shop		5.8%	58
Copy Shop		5.2%	52
Airport Parking Lot		16.2%	162
Car Rental Agency		12.5%	125
None of the above / Does not apply		34.6%	346
Bottled Water Delivery Service		2.2%	22
Information Technology (IT) Service		2.7%	27
Moving Truck Rental Company		2.7%	27
Propane Home Heating Service		1.4%	14

Value		Percent	Responses
Funeral Service Provider		1.8%	18
Cremation Service Provider		1.7%	17
Adoption Agency		0.5%	5
Animal Control Service		1.6%	16
Marketing Agency		0.2%	2
Marketing Consultant		0.2%	2
Marriage Counselor		0.7%	7
Mediation Service		0.3%	3
Tool Rental Service		1.9%	19

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

Value		Percent	Responses
Chamber of Commerce		4.7%	47
Charity or Philanthropic Organization		5.6%	56
Church		44.2%	442
City or Municipal Service		10.8%	108
Community Organization		5.5%	55
Community Service or Non-Profit Organization		8.2%	82
City or Town Hall		14.3%	143
Civic Center		3.2%	32
Community Center		10.1%	101
County Government Office		8.5%	85
Department of Motor Vehicles		39.5%	395
Department of Social Services		3.1%	31

Value		Percent	Responses
Employment Center		3.9%	39
Gun Club		4.8%	48
Veterans Center		5.8%	58
Veterans Organization		6.0%	60
Youth Organization		3.1%	31
None of the above / Does not apply		27.6%	276
Government or Political Service		1.8%	18
Adult Foster Care Service		0.1%	1
City Center		2.5%	25
Convention Center		2.4%	24
Equipment Rental Agency		1.1%	11
Foster Care Service		0.4%	4
Government Economic Program		0.7%	7
Unemployment Office		2.6%	26
Farm Bureau		2.3%	23

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


























Value		Percent	Responses
Air Duct Cleaning Service		7.5%	75
Paving Contractor		4.1%	41
General Contractor		7.3%	73
Electrician		9.3%	93
Handyman		15.5%	155
Heating & Air Conditioning Service		12.7%	127
Home Maintenance Service		3.9%	39
Landscaping Service		9.8%	98
Painting Contractor		6.1%	61
Plumber or Plumbing Contractor		7.0%	70
Home Security Company		1.8%	18
Countertop Contractor		3.7%	37
Demolition Contractor		0.2%	2
Garbage Collection Service		9.9%	99
Deck Builder		4.0%	40
None of the above / Does not apply		56.0%	561

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















Value		Percent	Responses
Carpet Cleaning Service		14.1%	141
Chimney Cleaning Service		3.9%	39
Fuel or Oil Home Heating Service		1.3%	13
Furnace Cleaning Service		7.6%	76
Home Gardening Service		1.0%	10
Landscaper		6.7%	67
House Cleaning Service		4.4%	44
Pest Control Service or Exterminator		4.5%	45
Pool Cleaning Service		0.6%	6
Television or Internet Service Provider		16.7%	167
House Cleaning Service		1.9%	19
Lawn Care Service		8.1%	81
None of the above / Does not apply		58.4%	585

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












Value		Percent	Responses
Appliance Repair Service		7.6%	76
Carpenter or Woodworker		7.2%	72
Carpet Installation Contractor		6.8%	68
Concrete Contractor		5.1%	51
Drywall Installation or Repair Contractor		4.2%	42
Fencing Contractor		4.1%	41
Furnace Contractor		7.4%	74

Value		Percent	Responses
Flooring Installation Service		7.5%	75
Garage Door Contractor		4.5%	45
Gutter Installation or Repair Contractor		4.0%	40
Junk Removal or Hauling Service		5.1%	51
Kitchen or Bath Remodeling Company		6.1%	61
Mover or Moving Company		3.1%	31
Roofing Contractor		6.0%	60
Remodeling Contractor		3.6%	36
Septic Tank Contractor		3.8%	38
Window Installer		5.3%	53
Asphalt Contractor		4.7%	47
None of the above / Does not apply		55.2%	553
Alternative Energy Service		2.1%	21
New Home Builder		0.8%	8
Fire & Water Damage Restoration Service		0.4%	4
Foundation Contractor		1.9%	19
Garage Builder		2.1%	21
Insulation Installer		1.3%	13
Landscape Architect		2.7%	27
Siding Installation or Repair Contractor		1.8%	18
Stone or Marble Company		0.9%	9
Tile Contractor		1.6%	16
Waterproofing Contractor		0.6%	6
Water Well Drilling Contractor		0.9%	9
Solar Energy Contractor		2.7%	27





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

Value		Percent	Responses
Awning & Tent Company		1.2%	12
Bathtub Refinishing Service		2.1%	21
Cabinet Refacing Service		2.0%	20
Furniture Upholstery Service		1.9%	19
Home Theater Installation Service		0.5%	5
Interior Designer		1.9%	19
Key or Locksmith Service		3.2%	32
Home Pressure Washing Service		4.1%	41
Shades & Blinds Installation Service		2.3%	23
Arborist		3.1%	31
Water Treatment Supply & Service		1.7%	17
Wallcoverings Store		1.1%	11
Window & Door Installation Service		5.4%	54
None of the above / Does not apply		78.0%	781





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

Value		Percent	Responses
Retirement Counselor		1.6%	16
Assisted Living Facility		1.5%	15
Retirement Home		0.4%	4
Nursing Home		1.4%	14
55+ Housing Community		5.0%	50
Senior Center		6.3%	63
Adult Day Care		0.2%	2
Geriatric Physician		0.5%	5
Respite Relief Provider		0.7%	7
Senior Care Placement Agency		0.5%	5
None of the above / Does not apply		85.9%	860












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

Value		Percent	Responses
Childcare or Daycare		4.3%	43
Summer Camp		6.4%	64
Sports Camp		4.6%	46
None of the above / Does not apply		88.8%	889

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

Value		Percent	Responses
Children's Clothing Store		23.0%	230
Children's Shoe Store		10.4%	104
Children's Furniture Store		2.3%	23
None of the above / Does not apply		75.9%	760

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

Value		Percent	Responses
Animal Shelter		5.5%	55
Animal Daycare		4.2%	42
Emergency Animal Hospital		3.2%	32
Pet Boarding		8.3%	83
Pet Breeder		1.3%	13
Pet Groomer		18.8%	188
Pet Sitter		5.9%	59
Pet Trainer		1.7%	17
Pet Walker		1.1%	11
Veterinarian		47.6%	476
None of the above / Does not apply		44.1%	441










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

Value		Percent	Responses
Bird Seed Store		10.3%	103
Bird Specialty Store		1.0%	10
Bird Shop		0.5%	5
Pet Boutique		1.4%	14
Fish or Aquarium Store		4.0%	40
Pet Store		42.1%	421
None of the above / Does not apply		51.0%	511















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

Value		Percent	Responses
Mortgage Broker		1.8%	18
Property Manager		2.2%	22
Realtor		8.2%	82
Real Estate Brokerage Firm		1.1%	11
Title & Escrow Company		3.0%	30
Estate Appraiser		2.3%	23
Estate Liquidator		0.6%	6
None of the above / Does not apply		87.7%	878







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


























Value		Percent	Responses
Apartment Rental Agency		4.1%	41
Developer		0.5%	5
Home Inspector		4.9%	49
Home Staging Company		0.2%	2
Manufactured or Modular Home Builder		0.9%	9
New Home Builder		1.2%	12
Mortgage Banker		3.9%	39
Real Estate Appraiser		5.3%	53
None of the above / Does not apply		86.4%	865

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











Value		Percent	Responses
Fast Food Restaurant		70.7%	708
Family Style Restaurant		53.8%	539
Buffet Restaurant		26.0%	260
Fine Dining Restaurant		32.9%	329
Restaurant with Lounge or Bar		37.3%	373
Pizza Restaurant		61.6%	617
Ethnic Restaurant		19.4%	194
Chinese Restaurant		43.0%	430
Mexican Restaurant		50.6%	507
Italian Restaurant		38.3%	383
Japanese or Sushi Restaurant		10.9%	109
Thai Restaurant		6.9%	69
Indian Restaurant		3.4%	34
None of the above / Does not apply		4.6%	46

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











Value		Percent	Responses
Adult Video or Adult Store		3.0%	30
Art Supply Store		12.0%	120
Art Gallery		6.3%	63
Craft Supply Store		26.7%	267
Bookstore		34.4%	344
Candle Shop		12.7%	127


























Value		Percent	Responses
Cigar Store		4.1%	41
Computer Store		9.0%	90
Department Store		67.0%	671
Discount Store		61.0%	611
Drugstore or Pharmacy		67.8%	679
Electronics Store		19.3%	193
Fabric Store		17.3%	173
Florist		13.7%	137
Gift Shop		22.1%	221
Herb Shop or Herbalist		4.2%	42
Hobby Shop		22.3%	223
Mobile Phone Store		17.4%	174
Music and Video Store		8.5%	85
Music Instrument Store		4.5%	45
Music Store		5.5%	55
Office Equipment & Supply Store		14.9%	149
Outlet Store		29.0%	290
Pawn Shop		4.2%	42
Flea Market		21.7%	217
Religious Supply or Gift Shop		4.4%	44
Scrap Metal Dealer		4.9%	49
Shopping Center		38.3%	383
Consignment Shop		19.2%	192
Tobacco Store		8.4%	84
Vape or Smoke Shop		5.3%	53

Value		Percent	Responses
Toy Store		11.6%	116
Record Store		3.9%	39
Vitamin or Supplement Store		13.1%	131
Wholesale, Warehouse or Club Store		25.3%	253
Thrift Store		38.6%	386
Yard Equipment Store		8.5%	85
Costume Store		3.0%	30
Camera Store		4.3%	43
Bead Store		4.6%	46
Gun Shop		11.9%	119
Christian Book Store		8.2%	82
Christmas Store		12.3%	123
Yarn Store		5.9%	59
None of the above / Does not apply		6.1%	61
Blown Glass Gallery		2.1%	21
Home and Office Battery Store		2.7%	27
New Age Book Store		1.6%	16
Coin Shop		1.8%	18
Comic Book Shop		2.2%	22
Equipment Rental Store		2.3%	23
Knife Store		0.7%	7
Military Surplus Store		2.6%	26
Monument or Memorial Company		1.0%	10
Sewing Studio		1.6%	16
Sign Store		1.3%	13

Value		Percent	Responses
Trophy or Award Store		1.4%	14
Wedding Supply Store		1.8%	18
Flag Store		1.4%	14
Survival Store		0.5%	5
Stamp Shop		0.9%	9
Marijuana Dispensary		2.9%	29
Photo Restoration Service		1.3%	13
Security Service		0.9%	9
Gold Dealer		0.4%	4
Coworking Space		0.2%	2






















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

Value		Percent	Responses
Antique Store		22.4%	224
Major Appliance Store		10.6%	106
Small Appliance Store		3.1%	31
TV & Appliance Store		7.0%	70
Baby Supply & Furniture Store		5.5%	55
Bath & Accessory Store		23.4%	234
Building Supply Store or Lumber Yard		26.3%	263
Carpet Store		7.9%	79
Fireplace, Wood Stove or Barbeque Store		3.5%	35
Flooring Store		11.7%	117

Value		Percent	Responses
Frame Shop		3.5%	35
Furniture Store		17.9%	179
Hardware Store		40.1%	401
Home & Garden Center		45.2%	452
Home Decor Store		17.8%	178
Lighting Store		3.9%	39
Mattress or Bedding Store		9.6%	96
Plant Nursery & Garden Supply Store		19.8%	198
Outdoor Furniture Store		6.5%	65
Paint Store		13.3%	133
Pool & Spa Dealer		3.4%	34
Tool Store		6.3%	63
Vacuum Store		3.1%	31
TV Store		3.1%	31
Used Building Supply Store		3.5%	35
None of the above / Does not apply		20.9%	209
Cabinet Store		2.9%	29
Clock Shop		1.9%	19
Furniture Restoration Shop		1.6%	16
Hot Tub or Spa Dealer		2.5%	25
Rent-to-Own Store		1.0%	10
Rug Store		2.7%	27
Solar Energy Equipment Dealer		1.4%	14
Tool Rental Center		1.9%	19
Window Store		2.1%	21

Value		Percent	Responses
Futon Store		0.2%	2

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

Value		Percent	Responses
Activewear Store		25.6%	256
Bridal Shop		3.0%	30
Beauty Supply Store		22.0%	220
Clothing Accessory Store		29.9%	299
Menswear Store		19.7%	197
Women's Clothing Store		51.3%	514
Eyewear & Opticians Store		35.0%	350
Jewelry Store		12.4%	124
Lingerie Store		6.6%	66
Logo Apparel Store		5.3%	53
Outdoor Clothing Store		16.7%	167
Perfume Store		5.9%	59
Shoe Store		47.8%	478
Sportswear Store		16.5%	165
Swimwear Store		6.7%	67
None of the above / Does not apply		18.1%	181
Fur Store		0.2%	2
Leather Goods Store		2.4%	24
Maternity Store		0.7%	7
Watch Store		2.1%	21
Western Wear Store		1.8%	18






















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

Value		Percent	Responses
Accountant or CPA		10.5%	105
Insurance Agency		11.8%	118
Legal Firm or Attorney		5.3%	53
Tax Advisor		8.1%	81
None of the above / Does not apply		74.9%	750












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

Value		Percent	Responses
Digital or Search Marketing Firm		0.4%	4
Architect or Architecture Firm		1.4%	14
Commercial Builder		1.2%	12
Employment or Staffing Agency		3.7%	37
Graphic Designer		0.9%	9
Telecommunications Provider		6.3%	63
Life Coach		1.2%	12
Private Investigator		0.2%	2
None of the above / Does not apply		86.8%	869

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

Value		Percent	Responses
Have Motorcycle Repaired		3.4%	34
Purchase Motorcycle Parts		4.1%	41
Have Boat Repaired or Serviced		3.6%	36
Purchase Boat Parts		3.1%	31
Purchase Motorcycle Apparel		3.7%	37
None of the above / Does not apply		83.6%	837
Purchase New All-Terrain Vehicle (ATV)		1.4%	14
Purchase New Boat		1.0%	10
Purchase New Personal Watercraft		0.7%	7
Purchase New Motorcycle		1.4%	14
Purchase New Snowmobile		0.5%	5
Purchase Used All-Terrain Vehicle (ATV)		1.2%	12
Purchase Used Boat		1.8%	18
Purchase Used Personal Watercraft		0.6%	6
Purchase Used Motorcycle		0.8%	8
Purchase Used Motorcycle Trike		0.3%	3
Purchase Used Snowmobile		0.6%	6
Purchase Marine Electronics		1.1%	11
Purchase New Golf Cart		0.2%	2
Purchase Used Golf Cart		0.9%	9
Rent Snowmobile		0.3%	3

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

Value		Percent	Responses
Purchase New Class A RV		1.0%	10
Purchase New Class B RV		0.7%	7
Purchase New Class C RV		0.4%	4
Purchase New Travel Trailer or 5th Wheel		0.6%	6
Purchase New Camper Shell		0.1%	1
Purchase Used Class A RV		0.9%	9
Purchase Used Class B RV		0.7%	7
Purchase Used Class C RV		0.6%	6
Purchase Used Travel Trailer or 5th wheel		0.8%	8
Purchase Used Camper Shell		0.7%	7
None of the above / Does not apply		96.0%	961

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

Value		Percent	Responses
New Car		8.2%	82
New Luxury Vehicle - Under \$50,000		1.1%	11
New Luxury Vehicle - \$50,000 - \$75,000		0.2%	2
New Luxury Vehicle - Over \$75,000		0.2%	2
New Van		0.3%	3
New Minivan		1.2%	12
New SUV		6.1%	61
New Truck		3.5%	35
New Hybrid or Electric Vehicle		0.6%	6
Used Car		14.4%	144
Used Luxury Vehicle - Under \$30,000		1.4%	14
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	6
Used Van		1.2%	12
Used Minivan		1.9%	19
Used SUV		7.3%	73
Used Truck		6.0%	60
Used Hybrid or Electric Vehicle		0.8%	8
None of the above / Does not apply		64.4%	645











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

Value		Percent	Responses
Compact car		4.3%	43
Full-size car		5.2%	52
Luxury vehicle (any size)		1.9%	19
Midsize car		7.9%	79
Pickup truck		8.6%	86
Sport utility vehicle (SUV)		22.6%	226
Van or mini-van		7.1%	71
None of the above		42.5%	425



Total: 1,001

64. If your household is planning on purchasing a new or used vehicle in the next 12 months, which of the following brands will you look at purchasing? (Check all that apply.)

















Value		Percent	Responses
Buick		6.2%	62
Cadillac		3.1%	31
Chevrolet		21.2%	212
Chrysler		7.4%	74
Dodge		10.2%	102
Ford		16.8%	168
GMC		9.7%	97
Honda		13.7%	137
Hyundai		5.6%	56
Jeep		9.9%	99
Kia		6.1%	61
Nissan		5.1%	51




















Value		Percent	Responses
Subaru		6.2%	62
Toyota		13.6%	136
None of the above / Does not apply		46.8%	468
Aston Martin		0.2%	2
Acura		1.4%	14
Audi		1.1%	11
BMW		1.7%	17
Fiat		0.3%	3
Infiniti		0.9%	9
Jaguar		0.1%	1
Land Rover		0.4%	4
Lexus		0.9%	9
Lincoln		1.9%	19
Mazda		2.0%	20
Mercedes-Benz		0.7%	7
Mini		0.8%	8
Mitsubishi		1.2%	12
Porsche		0.4%	4
Saab		0.1%	1
Scion		0.1%	1
Suzuki		0.2%	2
Tesla		0.6%	6
Volkswagen		2.9%	29
Volvo		1.0%	10

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



Value	Percent	Responses
Yes 	22.7%	227
No 	77.3%	774
Total: 1,001		







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




Value	Percent	Responses
GPS Device (Handheld or In-Vehicle) 	3.1%	31
Office Equipment 	7.6%	76
Printer 	7.6%	76
Ink or Printer Cartridges 	39.4%	394
Satellite Radio 	3.1%	31
Wi-Fi for Home 	6.9%	69
Headphones 	20.6%	206
Portable Speakers 	5.4%	54
Customizable Smartphone accessories 	4.1%	41
Wireless Speakers 	5.1%	51
Smartphone Charger 	13.1%	131
Smartwatch 	3.3%	33
Phone or Tablet Controlled Home Tech Products 	5.4%	54
Noise Canceling Headphones 	4.7%	47
Phone Calling Card 	4.8%	48
Healthcare Device 	3.0%	30

Value		Percent	Responses
Surge Protector		5.3%	53
Apple Watch		6.4%	64
Activity Tracker or Pedometer		8.9%	89
Batteries for Electronics		31.6%	316
None of the above / Does not apply		32.9%	329
Home Theater System		2.0%	20
Satellite TV System		1.3%	13
Stereo System (Home)		1.5%	15
Compact/Mini Projector		1.0%	10
Wearable Electronics		2.1%	21
Aerial Drone		2.6%	26
Aerial Drone Accessories		1.1%	11
Short Wave Radio		0.4%	4
Wireless Hotspot		2.3%	23
Assistive Technology for Hearing		2.5%	25
Assistive Technology for Vision		1.2%	12
Virtual Reality Headset		0.6%	6
Smartwatch Accessories		1.5%	15
Smart Sports Equipment		0.3%	3







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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		3.0%	30
Camera (Digital) SLR		3.0%	30









Value		Percent	Responses
Camera Accessories or Supplies		3.2%	32
Camera Memory Card		4.3%	43
Computer Accessories		6.0%	60
Computer Software		4.4%	44
Tablet (iPad or Similar)		7.5%	75
Personal Computer		5.7%	57
Laptop Computer		9.0%	90
4K Ultra HD TV		6.5%	65
Smart TV		10.6%	106
PC Laptop		4.0%	40
Chromebook		3.5%	35
None of the above / Does not apply		51.3%	514
Mirrorless Camera		0.1%	1
Camera (Film)		1.2%	12
Camera Lens		2.7%	27
Portable DVD Player		1.4%	14
E-Reader (Kindle or Similar)		2.0%	20
TiVo or DVR		0.9%	9
Computer Bag		2.2%	22
Digital Recording Binoculars or Optics		0.1%	1
TV (3D)		1.8%	18
Curved TV		1.0%	10
OLED TV		0.6%	6
Digital TV Tuner or Converter		0.5%	5
Audio Visual Cables and Connectors		1.8%	18

Value		Percent	Responses
MacBook		2.9%	29
Refurbished Laptop		0.9%	9
Computer or Tablet Support		1.8%	18

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















Value		Percent	Responses
Smartphone		25.3%	253
Conventional Cell Phone		7.7%	77
Prepaid Cell Phone		3.7%	37
Unlocked Cell Phone		2.5%	25
Large-Screen Smartphone		5.6%	56
None of the above / Does not apply		62.6%	627

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






















Value		Percent	Responses
Anniversary Jewelry		5.9%	59
Necklaces		10.7%	107
Rings (Other)		7.7%	77
Earrings		20.0%	200
Pendants		3.7%	37
Diamond Jewelry		4.7%	47
Silver Jewelry		6.1%	61
Gemstone Jewelry		4.3%	43

Value		Percent	Responses
Men's Jewelry		4.1%	41
Children's Jewelry		4.2%	42
Costume Jewelry		9.9%	99
Women's Jewelry		10.7%	107
None of the above / Does not apply		60.7%	608
Engagement Rings		2.0%	20
Wedding Rings		2.3%	23
Graduation Rings		0.7%	7
Celtic Jewelry		2.9%	29
Pearl Jewelry		1.2%	12
Designer Jewelry		2.2%	22
Custom Designed Jewelry		2.3%	23
Crystal Figurines		0.8%	8
Jewelry Box or Organizer		2.0%	20
Men's High-End Watch		1.0%	10
Women's High-End Watch		0.9%	9

















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

Value		Percent	Responses
Auto Insurance		17.3%	173
Crop Insurance		0.5%	5
Dental Insurance		7.3%	73
Disability Insurance		2.2%	22
Homeowner Insurance		11.0%	110
Life Insurance		7.3%	73
Medical (Health) Insurance		8.5%	85
Medicare		4.1%	41
Long Term Care Insurance		1.4%	14
Pet Insurance		1.8%	18
Renters Insurance		4.0%	40
Agriculture Insurance		0.5%	5
Professional Liability Insurance		0.7%	7
None of the above / Does not apply		69.1%	692

















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

Value		Percent	Responses
Acupuncture		3.0%	30
Chiropractor		6.0%	60
Family Practice Doctor		11.3%	113
Hospital		3.7%	37
Optometrist		7.2%	72
Primary Care Provider		7.3%	73
Drugstore or Pharmacy		7.4%	74
None of the above / Does not apply		69.6%	697
Audiologist		1.7%	17
Counseling & Mental Health Specialist		2.5%	25
Geriatric Specialist		0.1%	1
Home Healthcare		0.4%	4
Medical Clinic		2.9%	29
Pediatric Dentist		1.6%	16
Pediatrician		2.1%	21
Wellness Business		0.6%	6
Substance Abuse Treatment Provider		0.3%	3
Weight Loss Service		2.0%	20
Alternative Care Provider		0.8%	8
Physical Therapy or Rehabilitation service provider		2.5%	25
Hearing Aid Center		2.7%	27

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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		2.3%	23
Bankruptcy Attorney		1.5%	15
Banking, Partnership & Business Law Attorney		1.7%	17
Child Support Attorney		0.9%	9
Criminal Law Attorney		0.8%	8
Disability & Social Security Attorney		1.4%	14
Divorce & Family Law Attorney		1.5%	15
Employment Discrimination or Labor Issues Attorney		0.4%	4
General Practice Attorney		2.5%	25
Malpractice Attorney		0.3%	3
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		0.7%	7
Real Estate Attorney		2.8%	28
Taxation Attorney		1.0%	10
Wills, Trusts & Estates Attorney		14.6%	146
None of the above / Does not apply		74.8%	749

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


























Value		Percent	Responses
Botox		2.0%	20
Breast Augmentation		0.5%	5
Breast Implants		0.4%	4
Dermabrasion		0.8%	8
Ear Surgery		0.4%	4
Eyelid Surgery		1.3%	13
Fat Reduction		0.7%	7
Facelift		0.6%	6
Forehead Lift		0.2%	2
Lap Band		0.2%	2
Lip Augmentation		0.2%	2
Liposuction		0.4%	4
Lasik		1.4%	14
Skin Treatment		3.3%	33
Rhinoplasty (Nose Job)		0.2%	2
None of the above / Does not apply		90.5%	906

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


Value		Percent	Responses
Dental Checkup		52.1%	522
Teeth Cleaning		47.7%	477
Cavity Filling		20.2%	202
Crown		12.6%	126
Oral Surgery		4.5%	45
Braces		5.6%	56
Composite Bonding		1.5%	15
Dental Implants		6.8%	68
Dental Veneers		0.9%	9
Dentures		6.9%	69
Full Mouth Reconstruction		0.5%	5
Inlays or Onlays		0.2%	2
Smile Makeover		0.6%	6
Teeth Whitening		7.3%	73
None of the above / Does not apply		21.7%	217

75. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS and PLANS do you or any members of your household have in the next 12 months? (Check all that apply.)












Value		Percent	Responses
Fill Medical Prescriptions		41.5%	415
Purchase Health Related Products		10.1%	101
Use Physical Rehabilitation Services		3.5%	35
Stop Smoking		4.9%	49
Purchase Health and Wellness Supplements		15.2%	152

Value		Percent	Responses
Receive Treatment for Back Pain		9.1%	91
Have an Eye/Vision Exam		54.3%	544
Purchase Prescription Eyeglasses		28.9%	289
Purchase Prescription Contact Lenses		11.3%	113
Have an Annual Physical or Checkup		48.3%	483
Have X-Rays Taken		12.0%	120
Have a Scheduled Surgery		3.7%	37
Have Blood Drawn for Testing		43.6%	436
Plan to Visit a Hospital for any Medical Service or Procedure		11.9%	119
Have Foot Problems Diagnosed or Treated		7.2%	72
Senior Travel		3.9%	39
Receive Treatment for a Sleep Disorder		5.5%	55
Purchase Allergy Medications		11.9%	119
Cardiovascular Treatment		4.4%	44
Cancer Treatment		3.3%	33
Orthopaedic or Knee Surgery		3.2%	32
Chiropractic Care		15.2%	152
Do Corrective Exercises		4.8%	48
Purchase Diabetes Testing Supplies		9.5%	95
Get Vaccinations at Drug Store or Pharmacy		15.6%	156
Join a Weight Loss Group		3.1%	31
Purchase Weight Loss Supplements		3.9%	39
Discretionary Health Care and Wellness Services and Products		3.9%	39
Purchase Vitamins		40.9%	409
Have Acupuncture		4.3%	43









Value		Percent	Responses
Purchase Hemp Based Supplements		3.8%	38
Purchase Anti Anxiety Medication or Supplements		6.5%	65
None of the above / Does not apply		19.9%	199
Purchase Elder Care-Related Products or Services		1.1%	11
Purchase Medical Supplies or Equipment for Home		2.6%	26
Find Home for Aging Parent		1.1%	11
Participate in a Medical Study		0.9%	9
Purchase a Mobility Device		0.5%	5
Receive Treatment for Vehicle or Workplace Injury		0.7%	7
Handicap Accessible Products		2.7%	27
Purchase Orthopedic Shoes		1.6%	16
Purchase Home Medical Testing Equipment or Supplies		1.7%	17
Hire a Personal Care Assistant		0.3%	3
Hire a Caregiver or Respite Worker		0.8%	8
Purchase "Aging in Place" Products		0.7%	7
Purchase a Medical Alert Service		0.9%	9
Have Safety Bars Installed in Bathroom		1.5%	15
Use Personal Trainer or Instructor		2.0%	20
Stroke Treatment		0.3%	3
Memory or Alzheimer's Care		0.5%	5
Nutritional Counseling		1.9%	19
Spinal and Postural Screening		1.4%	14
Physiotherapy		0.6%	6
Receive Treatment for Substance Abuse		0.5%	5
Purchase Blood Pressure Monitoring Device		2.0%	20

Value		Percent	Responses
Receive Aquatic Therapy		1.1%	11
Purchase Weight Loss Food Plan		1.6%	16
Have Reflexology Treatment		1.1%	11
Hire a Weight Loss Professional		0.7%	7
Have Cataract Surgery		1.5%	15
Purchase Marijuana		1.9%	19
Receive Treatment for PTSD		2.2%	22










76. Which of the following HEARING SERVICES, PRODUCTS and PLANS do you or any members of your household plan to use in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.4%	4
Purchase a "In-the-Ear" Hearing Aid		1.0%	10
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	2
Purchase a Digital Hearing Aid		1.2%	12
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	13
Purchase Hearing Aid Cleaning Supplies		1.2%	12
Purchase Hearing Aid Batteries		3.8%	38
Purchase a "In-the-Canal" Hearing Aid		0.6%	6
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		12.8%	128
None of the above / Does not apply		84.7%	848














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

Value		Percent	Responses
Purchase a Funeral Plot		1.3%	13
Pre-purchase a Funeral Plot or Cremation Service		3.7%	37
Purchase a Monument or Headstone		1.4%	14
Use a Funeral Planner		1.9%	19
Purchase Flowers for a Funeral		2.9%	29
Use a Cremation Service		1.5%	15
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	4
None of the above / Does not apply		89.5%	896

78. Which of the following ASSISTED LIVING PLANS apply to you or your someone in your family in the next 12 months? (Check all that apply)

Value		Percent	Responses
Move into a Independent Senior Housing Community		1.4%	14
Move into a Assisted Living Facility		0.9%	9
Move into a Nursing Home		0.6%	6
Move into a Alzheimers Care Facility		0.1%	1
Move Into a Hospice Facility		0.2%	2
Hospice to your Home or House		0.7%	7
Move into Residential Care Home		0.2%	2
Utilize a Respite Provider		0.4%	4
None of the above / Does not apply		96.4%	965













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

Value		Percent	Responses
Open Checking Account		4.9%	49
Open Savings Account		4.1%	41
Online Banking		41.7%	417
Manage Investments		11.0%	110
Manage Retirement Accounts		15.8%	158
Mortgage Line of Credit		3.7%	37
Financial Consulting		10.8%	108
Financial Services		12.3%	123
Safe Deposit Box Rental		5.6%	56
Obtain New Credit Card		4.9%	49
Payday Loan or Check Cashing Business		1.0%	10
Use Vehicle Title Loan Company		1.4%	14
None of the above / Does not apply		40.5%	405










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

Value		Percent	Responses
Annuities		4.7%	47
Certificates of Deposit		7.2%	72
City or State Bonds		1.5%	15
Collectibles, Antiques or Art		3.2%	32
Common or Preferred Stock		5.9%	59
Corporate Bonds or Debentures		0.8%	8
401(k)		25.5%	255
Gold or Precious Metals		1.8%	18
IRA		14.4%	144
Money Market Funds		7.0%	70
Mutual Funds		9.4%	94
Non-US Stocks		0.8%	8
Options		0.7%	7
US Savings Bonds		2.0%	20
US Treasury Notes		0.3%	3
Coins or Stamps		2.9%	29
None of the above / Does not apply		58.9%	590

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















Value		Percent	Responses
Agriculture Loan		0.6%	6
Business Equipment Loan		0.4%	4
Carpeting or Furniture Loan		0.7%	7
College Expenses Loan		2.7%	27
College Tuition Loan		5.2%	52
Debt Consolidation Loan		3.8%	38
Medical Expenses Loan		0.4%	4
New Vehicle Loan		6.4%	64
Used Vehicle Loan		7.5%	75
Vacation or Travel Loan		0.9%	9
Wedding Loan		0.3%	3
None of the above / Does not apply		79.0%	791

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








Value		Percent	Responses
Athletic Apparel		32.5%	325
Body Jewelry		4.7%	47
Coats		25.5%	255
Lipstick		22.5%	225
Nail Polish		19.5%	195
Eyewear or Sunglasses		41.8%	418
Formal Wear		6.4%	64
Handbags		21.9%	219
Hats		13.7%	137



















Value		Percent	Responses
Intimate Apparel		16.8%	168
Jewelry or Accessories		18.6%	186
Watches		5.3%	53
Luggage or Bags		3.9%	39
Perfume		20.0%	200
Men's Apparel		45.8%	458
Men's Shoes		39.9%	399
Men's Underwear		33.9%	339
Women's Apparel		61.4%	615
Women's Pajamas or Sleepwear		31.1%	311
Women's Shoes		54.6%	547
Women's Underwear		45.0%	450
Swimwear		18.9%	189
Socks		48.0%	480
Scarves		9.9%	99
Ties		4.3%	43
Uniforms		3.9%	39
Outerwear		22.0%	220
None of the above / Does not apply		11.7%	117
Fur Coat		0.2%	2
Western Clothing		2.7%	27

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

Value		Percent	Responses
Children's Sweaters		13.2%	132
Children's Winter Coats		11.4%	114
Children's Swimwear		14.0%	140
Children's Pants		20.6%	206
Children's T-Shirts		21.5%	215
Children's Dresses		10.7%	107
Children's Pajamas or Sleepwear		20.5%	205
Children's Socks		19.8%	198
Children's Party Dresses		5.1%	51
Children's Shorts		18.6%	186
Infant Clothing		10.2%	102
Children's School Uniform		2.4%	24
Children's Athletic Clothing		14.7%	147
None of the above / Does not apply		68.0%	681

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		44.4%	444
Boots (Men's)		16.7%	167
Classic & Fashion Sneakers (Men's)		12.1%	121
Lace-Ups (Men's)		9.3%	93
Sandals (Men's)		9.3%	93
Slippers (Men's)		9.4%	94
Work & Safety (Men's)		9.9%	99

















Value		Percent	Responses
Lace-Up Sneakers (Women's)		19.1%	191
Pumps (Women's)		10.5%	105
Sling-Back Sandals (Women's)		12.5%	125
Classic & Fashion Sneakers (Women's)		22.4%	224
Slippers (Women's)		17.4%	174
Work & Safety (Women's)		4.1%	41
Cowboy Boots (Women's)		3.0%	30
Athletic & Outdoor Shoes (Women's)		50.8%	509
Loafers & Slip-Ons (Women's)		19.1%	191
Slippers (Children's)		4.4%	44
Athletic & Outdoor Shoes (Children's)		18.4%	184
Sandals (Children's)		8.8%	88
Slip-Ons (Children's)		5.5%	55
Dress Shoes (Children's)		6.1%	61
None of the above / Does not apply		19.9%	199
Cowboy Boots (Men's)		2.0%	20
Formal & Tuxedo Footwear (Men's)		1.9%	19
Cowboy Boots (Children's)		1.4%	14

85. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the next 12 months? (Check all that apply.)






Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		10.9%	109
Have Clothing Dry Cleaned		23.0%	230
Have Shoes Repaired		7.8%	78
Rent or Purchase a Costume		1.8%	18
Wash Clothing at a Laundromat		7.4%	74
Purchase Custom Made Clothing Items		1.1%	11
None of the above / Does not apply		64.8%	649


























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














Value		Percent	Responses
Archery Equipment		5.5%	55
Bowling Equipment		3.4%	34
Bicycle or Mountain Bike (Adult)		6.0%	60
Bicycle Tune-Up or Repair		8.0%	80
Camping or Hiking Equipment		11.5%	115
Exercise or Fitness Equipment		9.8%	98
Fishing Rods or Reels		9.3%	93
Fishing Bait or Attractant		15.7%	157
Fishing Accessories		16.3%	163
Golf Clubs or Equipment		7.1%	71
Hunting Gear		6.8%	68
Ammunition		18.4%	184
Running or Jogging Equipment		3.9%	39
Sports Equipment (Children)		4.5%	45

Value		Percent	Responses
Swimming Gear		5.5%	55
Weight Lifting Equipment		3.0%	30
Rifle		4.8%	48
Hand Gun		8.8%	88
Shotgun		4.3%	43
None of the above / Does not apply		48.3%	483
High End Bicycle		0.7%	7
Bicycle Rental		0.8%	8
Racquet Equipment		0.4%	4
Scuba, Diving or Snorkeling Equipment		0.5%	5
Skiing Equipment		1.2%	12
Soccer Equipment		2.2%	22
Sports Memorabilia		2.5%	25
Trampoline		1.2%	12
Trophies or Plaques		1.0%	10
Used Sporting Equipment		2.8%	28








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















Value		Percent	Responses
Bark Dust or Mulch		31.3%	313
Bedding Flowers or Perennials		42.9%	429
Chainsaw		4.6%	46
Fertilizer		27.5%	275
Flower Pots		25.9%	259

Value		Percent	Responses
Garden Ornaments		15.4%	154
Gravel or Rock		14.3%	143
Hand Garden Tools		12.6%	126
Landscaping		12.4%	124
Indoor Garden Supplies		5.5%	55
Decorative Rock		9.8%	98
Lawn Seed, Turf or Sod		11.4%	114
Outdoor Fireplace or Fire Pit		4.1%	41
Outdoor Furniture		9.7%	97
Outdoor Grill		7.8%	78
Patio Furniture		7.3%	73
Propane		16.4%	164
Lawn Mower (Push)		3.2%	32
Shrubbery or Trees		10.1%	101
Stone (Cast, Crushed or Natural)		4.6%	46
Storage Shed		5.0%	50
Insect or Fungus Control Products		11.6%	116
Outdoor Garden Flags		3.5%	35
None of the above / Does not apply		28.2%	282
Fountains		2.9%	29
Gate		2.4%	24
Gazebo		1.2%	12
Insects (Bees or Other Beneficial Species)		2.7%	27
Patio Heater		0.5%	5
Outdoor Infrared Heater or Fireplace		0.5%	5
























Value		Percent	Responses
Outdoor Smoker		1.9%	19
Outdoor Kitchen Equipment		0.6%	6
Outdoor Entertainment Center		1.0%	10
Patio Cover, Awning or Canopy		2.8%	28
Pole Shed		1.1%	11
Portable Outdoor Heater		0.6%	6
Power Garden Tools		2.2%	22
Lawn Mower (Riding)		2.9%	29
Rototiller		1.5%	15
Screen Porch		1.0%	10
Leaf Blower		2.5%	25
Snow Blower		2.2%	22
Greenhouse		1.8%	18














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

Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		9.0%	90
Animal Healthcare Products		7.3%	73
Fertilizers, Herbicides or Pesticides		6.2%	62
Plants, Plantings or Agricultural Seed		7.6%	76
Propane, Oils or Fuels		7.4%	74
Rocks, Gravel or Sand		5.4%	54
Straw or Bedding Materials		3.3%	33









Value		Percent	Responses
None of the above / Does not apply		73.0%	731
ATV Products and Attachments		1.6%	16
Barn or Pole Building		1.2%	12
Blowers		0.6%	6
Steel Farm Building		0.5%	5
Carts or Utility Carriers		0.7%	7
Cement Mixers or Rollers		0.3%	3
Chippers or Shredders		0.8%	8
Diggers, Drillers or Drivers		0.2%	2
Drainage or Irrigation Equipment		0.6%	6
Farm Tool Rental		0.3%	3
Farm Equipment Rental		0.2%	2
Farm Machinery or Tractor Attachments & Implements		1.0%	10
Farm Work Clothes		1.8%	18
Ground-Working Equipment		0.7%	7
Mowers, Cutters or Clippers		2.7%	27
Pallet Forks, Forklifts or Skid Steers		0.1%	1
Pivot		0.1%	1
Planting and Seeding Equipment		1.8%	18
Rakes or Hay Handling Equipment		0.7%	7
Scoops or Shovels		2.3%	23
Sprayers or Spreaders		1.5%	15
Sweepers or Industrial Vacuums		0.5%	5
Tree Cutters or Tree Maintenance Equipment		2.1%	21

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

Value		Percent	Responses
Any Pet-Related Products or Services		14.6%	146
Bird Seed		18.3%	183
Cat Food		29.4%	294
Dog Food		39.0%	390
Fish Food		6.7%	67
Specialized Pet Food		4.6%	46
Other Pet Food		8.6%	86
Pet Accessories		17.9%	179
Pet Clothing		4.4%	44
Pet Toys		26.9%	269
Fish Supplies		4.6%	46
Bird House		3.1%	31
Annual Pet Vaccinations		37.6%	376
Annual Pet Checkups		35.3%	353
Preventative Care		7.1%	71
Adopt or Rescue a Pet		8.8%	88
Purchase Pet Medication		9.0%	90
Purchase Dog Bed		4.5%	45
Board a Pet Overnight		4.2%	42
Pet Dental Care		4.9%	49
None of the above / Does not apply		32.6%	326
Pet Enclosure		0.8%	8
Aquarium or Tank		2.6%	26

Value		Percent	Responses
Disease Diagnosis		1.1%	11
Pet Travel Cage		1.2%	12
Pet Travel Accessories		0.5%	5
Cremation or Burial Services		1.5%	15
Purchase a Pet		2.2%	22
Holistic or Alternative Pet Care		1.5%	15
Pet Tracking Device		1.4%	14
Bird Health Care		0.1%	1
Animal Training Classes		2.8%	28
Hemp Based Pet Supplements		1.0%	10
THC Based Pet Supplements		0.6%	6
Holistic or Alternative Pet Supplements		1.7%	17
Anti Anxiety or Stress Pet Medication for Holidays		2.4%	24

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

Value		Percent	Responses
Add or Replace Deck		6.1%	61
Add a Fence or Wall Structure		7.1%	71
Remodel Kitchen		7.1%	71
Cabinet Refacing or Resurfacing		3.4%	34
Remodel Bathroom		9.1%	91
Remodel or Finish Basement Living Area		3.7%	37
Build a Storage Shed		5.4%	54
General Remodeling		9.0%	90

Value		Percent	Responses
Sealcoating		4.2%	42
Replace Carpet		9.7%	97
Asphalt Repair		3.7%	37
Asphalt Resurfacing		4.0%	40
Replace Flooring		11.8%	118
Replace Windows		6.4%	64
None of the above / Does not apply		55.7%	558
Add a Room		1.4%	14
Add a Home Office		1.2%	12
Refinish Bathtub		1.8%	18
Install a Glass Shower		2.0%	20
Replace Garage Door		2.8%	28
Build a Garage		2.0%	20
Build Out-Building		1.0%	10
Have Furniture Restored		2.0%	20
Add a Swimming Pool		1.7%	17
Switch from Gas to Electric		0.2%	2
Switch from Electric to Gas		0.5%	5
Install a Stair Lift		0.7%	7
Install "Aging In Place" Products		1.0%	10
Install a Solar Energy System		1.4%	14
Install Security or Monitoring System		2.0%	20
Resurface or Build New Driveway		2.1%	21
Stone or Marble Work (Bathroom or Kitchen)		1.9%	19
Residential Paving		1.5%	15

Value	Percent	Responses
Build a "Tiny House"	0.8%	8
Install Handicap Accessible Addition	0.2%	2

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















Value	Percent	Responses
Ceramic Tile	8.4%	84
Decking	6.8%	68
Doors (Exterior)	7.9%	79
Doors (Interior)	6.5%	65
Electrical Supplies	4.6%	46
Fencing	6.9%	69
Hand Tools	9.1%	91
Hardwood Products	4.1%	41
Home Security Doorbell Camera	3.3%	33
Insulation	5.2%	52
Kitchen Cabinets	5.2%	52
Lighting and Fixtures	7.2%	72
Lock Sets	4.1%	41
Lumber	9.4%	94
Molding	4.3%	43
Paint (Exterior)	8.8%	88
Paint (Interior)	22.2%	222
Plywood	5.6%	56

Value		Percent	Responses
Plumbing Supplies		5.2%	52
Power Tools		3.3%	33
Rain Gutters		3.5%	35
Roofing (Composition)		3.0%	30
Screen Door		5.8%	58
Windows (Double-Hung)		4.3%	43
None of the above / Does not apply		50.2%	503
Circular Saw		1.8%	18
Furnace		2.6%	26
Generator		1.9%	19
Mill Work		1.7%	17
Roofing (Other)		2.8%	28
Security Door		1.2%	12
Security Locks		1.9%	19
Security Window Film		0.5%	5
Siding		2.8%	28
Solar Screen		0.6%	6
Waterproofing		2.1%	21
Water Softener System or Supplies		2.3%	23
Wet or Dry Vacuum		2.1%	21
Wood Stove or Fireplace		1.4%	14
Window Guards		0.6%	6
Windows (Casement)		2.1%	21
Windows (Picture)		2.2%	22
Windows (Slider)		1.5%	15








Value	Percent	Responses
Windows (Bay or Bow)	1.0%	10


























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




Value	Percent	Responses
Air Conditioning Repair	5.2%	52
Air Duct Cleaning	8.8%	88
Appliance Repair	4.7%	47
Carpenter or Woodworking	3.4%	34
Carpet Cleaning	13.3%	133
Chimney Cleaning	4.6%	46
Concrete Repair	3.2%	32
Drywall Installation or Repair	3.4%	34
Electrical Repair	3.9%	39
Flooring - Ceramic Tile (Installation or Repair)	3.3%	33
Flooring - Laminate (Installation or Repair)	3.5%	35
Flooring - Wood (Installation or Repair)	3.6%	36
Flooring - Other (Installation or Repair)	3.9%	39
Furnace Cleaning	11.7%	117
Handyman Services	10.2%	102
Home Repair	3.9%	39
Home Remodel	4.1%	41
None of the above / Does not apply	51.4%	515
Alternative Energy Systems Installation	1.5%	15
Alternative Energy Systems (Service or Repair)	0.5%	5

Value		Percent	Responses
Blinds Cleaning		2.3%	23
Electrical Panel Replacement		0.8%	8
Excavation & Wrecking		0.2%	2
Fire & Water Damage Restoration		0.3%	3
Flooring - Linoleum (Installation or Repair)		1.7%	17
Foundation Repair		1.4%	14
Furnace Repair		2.6%	26
Furniture Reupholster		0.6%	6
Gardening Services		2.4%	24
Gutter Installation or Repair		2.3%	23
Heating Repair		1.6%	16
Home Computer Repair		1.4%	14
Home Electronics Repair		0.3%	3
Home Heating Oil or Fuel Service		1.5%	15


















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

Value		Percent	Responses
House Cleaning Service		5.9%	59
Junk or Yard Waste Removal		5.2%	52
Recycle		6.4%	64
Sell Scrap Metal		3.6%	36
Landscaping Service		8.3%	83
Painting		10.6%	106
Pest Control		5.0%	50









Value		Percent	Responses
Plumbing Repair		3.5%	35
Pressure Washing		5.2%	52
Preventative Home Maintenance		3.4%	34
Roof Repair		3.8%	38
Septic Tank Cleaning or Repair		3.6%	36
Snow Removal		6.2%	62
Trash Removal		10.0%	100
Window Installation		4.4%	44
Computer Repair		6.1%	61
None of the above / Does not apply		53.6%	537
Home Security Service		1.8%	18
Insulation Installation or Maintenance		1.8%	18
Interior Design		1.4%	14
Movers		1.9%	19
Mold Inspection or Removal		1.2%	12
Party Equipment Rental		0.4%	4
Pool Cleaning Service		0.4%	4
Security System		1.6%	16
Siding Replacement		0.9%	9
Solar Heating or Power System Installation or Repair		1.1%	11
Stucco or Exterior Coating		0.1%	1
Tool Rental		1.2%	12
Tornado or Storm Shelter Building or Repair		0.1%	1
Water Well Drilling		0.5%	5
Waterproofing		0.7%	7

Value		Percent	Responses
Window Tinting for Home		0.4%	4
Yard Equipment Rental		0.5%	5
Mobile or Cell Phone Repair		2.3%	23













94. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the next 12 months for your home? (Check all that apply.)
Part 1 of 2.



















Value		Percent	Responses
Air Conditioning (Buy)		6.0%	60
Window Blinds (Venetian or Mini)		6.1%	61
Batteries (Home or Office)		30.0%	300
Candles		20.4%	204
Firewood		6.1%	61
Carpeting		8.9%	89
Flooring Tile		5.1%	51
Hardwood Flooring		3.3%	33
Rugs		10.4%	104
Clocks		4.9%	49
Closet System		3.3%	33
Curtains or Drapes		10.3%	103
Cutlery, Flatware or Silverware		4.0%	40
Fire Extinguisher		4.8%	48
Fine Art (Paintings, Pottery, Etc.)		3.5%	35
Furniture (Bedroom)		6.4%	64
Furniture (Living Room)		9.5%	95

Value		Percent	Responses
Christmas Tree		9.8%	98
Holiday Decorations		9.5%	95
Laminate Flooring		4.0%	40
Mirror		3.4%	34
Storage Boxes or Tubs		6.6%	66
Floral Arrangements		4.6%	46
Picture Frames		8.3%	83
Linens (Bathroom)		9.2%	92
Reclining Chair		5.5%	55
Indoor Flowers		4.6%	46
Linens (Dining Room or Kitchen)		5.0%	50
None of the above / Does not apply		36.7%	367
Awning		1.6%	16
Emergency Preparedness Kit or Supplies		2.3%	23
Oriental Carpeting		0.3%	3
Rugs (Persian)		0.4%	4
Ductless Heat Pumps		0.5%	5
Custom Built Furniture		0.6%	6
Reconditioned Furniture		1.2%	12
Furniture (Children's)		2.0%	20
Crib		1.1%	11
Furniture (Dining Room)		2.7%	27
Furniture (Home Office)		1.5%	15
Furnace		2.2%	22
Futon		0.7%	7

Value		Percent	Responses
Glass Table		0.4%	4
Safe		1.6%	16
Hot Tub or Spa (Used)		0.8%	8
Sewing Machine		1.8%	18
Wallpaper		0.3%	3
Signs or Banners		1.0%	10
Hot Tub or Spa (New)		1.3%	13
Tankless Water Heater		2.3%	23

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

Value		Percent	Responses
Home Decor or Decorating		10.4%	104
Adjustable Mattress		3.2%	32
Pillow Top Mattress		3.8%	38
Foam Mattress		4.4%	44
Linens (Bedroom)		14.7%	147
Memory Foam Mattress		4.8%	48
Queen Size Bed		6.3%	63
King Size Bed		5.1%	51
Smoke Alarm or Detector		3.3%	33
Window Coverings		4.9%	49
Patriotic Flags		3.1%	31
Smart Home Products		3.1%	31

Value		Percent	Responses
Alexa for Home		3.4%	34
None of the above / Does not apply		57.4%	575
Gas Burning Freestanding Stoves		0.7%	7
Water Purification System (Drinking)		2.0%	20
Solar Water Heater		1.0%	10
Latex Mattress		0.4%	4
Innerspring Mattress		2.7%	27
Gel Mattress		1.9%	19
Twin Size Bed		2.7%	27
Swimming Pool (Above Ground)		1.7%	17
Water Heater		2.9%	29
Swimming Pool (In-Ground)		0.2%	2
Remote Home Monitoring Video Camera		1.9%	19
Shutters		1.4%	14
Reclaimed Wood Furniture		1.1%	11
Sports Team Flags		1.8%	18
Smart Appliances		2.7%	27
Smart Lock / Front Door		1.4%	14

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

Value		Percent	Responses
Paintings		8.6%	86
Fine Art		3.1%	31
Photographs		9.4%	94
Pottery		5.1%	51
Blown Glass		3.7%	37
Stone Carvings		2.0%	20
Sculpture		2.0%	20
Artistic Wall Decor		8.4%	84
Wood Carvings		4.3%	43
Poster Art		3.3%	33
Religious Art		2.1%	21
Stained Glass		4.4%	44
Ceramics		4.9%	49
Metal Work Art		3.7%	37
Music Memorabilia		2.5%	25
Movie Memorabilia		2.0%	20
None of the above / Does not apply		72.2%	723


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

Value		Percent	Responses
Refrigerator		8.7%	87
Portable Dishwasher		1.4%	14
Dishwasher		6.1%	61
Freezer		3.4%	34
Range		5.2%	52
Range Hood		2.8%	28
Wall Oven		0.9%	9
Washer		4.9%	49
Dryer		5.8%	58
Blender		4.3%	43
Tea Kettle		2.7%	27
Microwave		7.9%	79
Window Air Conditioner		2.9%	29
Coffee or Espresso Machine		9.4%	94
Vacuum Cleaner		7.6%	76
None of the above / Does not apply		61.6%	617






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

Value		Percent	Responses
Aftermarket Products		5.7%	57
Battery		9.9%	99
Child Car Seat		3.7%	37
Floor Mats		8.3%	83
Seat Covers		4.3%	43

Value		Percent	Responses
Tires		17.8%	178
Wiper Blades		26.7%	267
None of the above / Does not apply		47.9%	479
Canopy		0.7%	7
Grill Guard		0.9%	9
Ground Effects		0.3%	3
Lights		2.6%	26
Mirror(s)		1.1%	11
Motorcycle Accessories		2.9%	29
Motorcycle Parts		2.6%	26
Performance Parts		1.5%	15
RV Accessories or Supplies		1.9%	19
Roof Rack (For Bike, Kayak, Etc.)		0.8%	8
Roof Rack (Luggage or Equipment Container)		0.2%	2
Running Boards		0.5%	5
Spoiler		0.2%	2
Step Bar		0.6%	6
Stereo System (Auto, Car or Truck)		1.0%	10
Tool Box		1.2%	12
Trailer Hitch		2.0%	20
Truck Bed Liner		0.7%	7
Visor		0.4%	4
Wheels or Rims		2.0%	20
Winch		0.4%	4
Window Tinting Equipment (Auto)		0.5%	5







Value		Percent	Responses
Cargo Trailer (Vehicle Hauler)		0.3%	3
Cargo Trailer (Flat)		0.6%	6
Cargo Trailer (Motorcycle)		0.3%	3
Cargo Trailer (Boat)		0.3%	3
Cargo Trailer (Box)		0.8%	8


























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





Value		Percent	Responses
Dealership		36.0%	360
National chain service center (e.g. Jiffy Lube)		12.1%	121
Private service center		29.7%	297
Friend/Family		12.8%	128
Other		9.5%	95

Total: 1,001

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

Value		Percent	Responses
30,000 Mile Service		6.4%	64
60,000 Mile Service		5.9%	59
100,000 Mile Service		6.8%	68
Auto Detailing		6.0%	60
Auto Repair (General)		9.9%	99
Alignment		6.5%	65



















Value		Percent	Responses
Body Work		4.5%	45
Brake Replacement, Adjustment		6.6%	66
Car Wash		40.5%	405
Gas or Service Station Services		12.1%	121
Oil Change or Lube		41.2%	412
Preventative Maintenance		12.2%	122
Tire Mounting or Installation		6.0%	60
Tune-Up		9.7%	97
None of the above / Does not apply		28.4%	284
Auto Warranty Work (Work Covered by Warranty)		2.5%	25
Car Rental		1.3%	13
DEQ Inspection		0.2%	2
Electrical Repair		1.3%	13
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	5
Motor Repair or Replacement		0.5%	5
Motorcycle Repair		1.5%	15
Muffler		2.8%	28
Painting		1.6%	16
RV Maintenance or Service		0.5%	5
Safety Inspection		1.6%	16
Shocks		2.8%	28
Smog Check		0.3%	3
Stereo Installation		0.3%	3
Transmission or Clutch Repair		1.2%	12
Upholstery Repair		0.3%	3

Value		Percent	Responses
Vehicle Air Conditioning Repair		2.2%	22
Vehicle Storage		1.0%	10
Vehicle Towing		0.3%	3
Windshield or Glass Repair		2.1%	21
Windshield or Window Tinting		1.2%	12























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

Value		Percent	Responses
AutoTrader.com		11.7%	117
CarFax		15.5%	155
CarGurus.com		8.6%	86
CarMax.com		9.9%	99
Cars.com		9.2%	92
Craigslist Auto		10.2%	102
KBB.com		6.3%	63
Facebook Dealer Page		5.8%	58
Edmunds.com		5.3%	53
Local Dealer Site		42.4%	424
UsedCars.com		4.4%	44
Other Local Website		8.1%	81
None of the above / Does not apply		35.7%	357
Yahoo! Autos		0.3%	3
Automotive.com		1.5%	15
Autoblog.com		0.5%	5
CarsDirect.com		2.0%	20
eBay Motors		2.9%	29
MotorTrend.com		2.0%	20
Local TV Site		2.1%	21
Local Radio Site		1.8%	18
The Car Connection		1.1%	11

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

Value		Percent	Responses
Bath and Body Products		48.8%	488
Beauty Products		39.5%	395
Cosmetics		42.8%	428
Babysitting		4.2%	42
Facial		15.0%	150
Hair Care Products		55.7%	558
Hair Coloring		33.0%	330
Hair Cut		66.4%	665
Hair Removal		5.1%	51
Hair Extensions, Wigs or Weaves		1.7%	17
Manicure		20.3%	203
Massage Therapy		19.5%	195
Pedicure		24.7%	247
Tanning Products		3.2%	32
Tanning Bed or Spray Tan		5.7%	57
Tattoo or Piercing		9.2%	92
Spa Bed (Red Light Therapy or Hydration station)		1.2%	12
None of the above / Does not apply		13.1%	131

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

Value		Percent	Responses
Books (New)		38.0%	380
Books (Used)		27.2%	272
Books (Children's)		22.0%	220
Board Games		25.8%	258
Lottery Ticket		44.8%	448
Collectibles		7.9%	79
Vinyl Records		4.6%	46
Fire Works		6.2%	62
Computer Games		10.3%	103
DVD Movies (Buy)		22.7%	227
DVD Movies (Rent)		18.0%	180
DVD Movies (Children's)		7.6%	76
Magazines		27.1%	271
TV or Movie Themed Toys		7.1%	71
Toys		20.9%	209
Video Game Console		5.1%	51
Video Console Games		12.0%	120
None of the above / Does not apply		17.3%	173
Comics		2.8%	28
Graphic Novels		2.6%	26
Handheld Game Console		1.7%	17
Handheld Console Games		2.9%	29

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

Value	Percent	Responses
Rent a Hall or Event Space for Wedding or Special Event	4.0%	40
Hire a Caterer for Wedding or Special Event	3.0%	30
Go on a Honeymoon	3.2%	32
Purchase Wedding or Special Occasion Gifts	4.5%	45
Hire a Photographer for Wedding or Special Event	3.0%	30
Host or Attend a Retirement Party	5.8%	58
Host or Attend a Graduation Party	10.5%	105
Purchase Gourmet Cupcakes	3.2%	32
Purchase Cake, Tart or Pastries for Special Occasion	8.5%	85
None of the above / Does not apply	73.2%	733
Purchase a Wedding Dress	1.8%	18
Purchase a Tuxedo	0.9%	9
Rent a Tuxedo	1.3%	13
Purchase a Bridesmaid Dress	1.5%	15
Hire a Musician or Band for Wedding or Special Event	2.6%	26
Purchase a Wedding Cake	2.4%	24
Use a Wedding Planner	0.9%	9
Use a Party Planner	0.5%	5
Use a Florist for a Wedding or Special Event	2.5%	25
Rent a Chauffeured Vehicle	1.7%	17
Hire a Videographer for Wedding or Special Event	2.0%	20
Host or Attend a Bar Mitzvah or Bat Mitzvah	0.2%	2
Host or Attend a Quinceanera Party	0.3%	3

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

Value		Percent	Responses
Gems, Rocks & Minerals		5.0%	50
Ceramics and Pottery		6.4%	64
Collectables		8.9%	89
Comic Books and Related Collectables		2.2%	22
Do-It-Yourself (DIY)		27.6%	276
Games or Puzzles		21.0%	210
Beer Brewing Supplies		2.8%	28
Wine Making Supplies		1.7%	17
Jewelry Making Supplies or Beads		6.5%	65
Knitting		8.4%	84
Making Arts and Crafts		15.7%	157
Paper Crafts		5.4%	54
Quilting		6.7%	67
Scrapbooking		7.3%	73
Toy Collecting		2.2%	22
Trains, Plane & Car Model Kits		3.4%	34
None of the above / Does not apply		45.4%	454







106. Which of the following VACATION/TRAVEL PLANS might you or someone in your household plan in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Airline Flight		48.4%	484
Train Trip		8.8%	88











Value		Percent	Responses
Book Hotel Room		47.9%	479
Business Travel		5.9%	59
Buy Travel Tickets		17.4%	174
Buy Luggage		3.9%	39
Chartered Fishing Trip		3.3%	33
Golf Vacation		3.1%	31
Hotel or Resort Stay		29.6%	296
International Travel		9.1%	91
Take a Cruise		10.1%	101
Travel Packages		8.6%	86
Use a Travel Agent or Agency		8.5%	85
Vacation Inside Home State		17.2%	172
Vacation Outside Home State		32.8%	328
Rent a Car		19.9%	199
Book Local Lodging for Guests		3.2%	32
Stay at an RV Park		4.3%	43
Stay at a Casino		6.8%	68
Gamble at a Casino		17.4%	174
Play Bingo		6.1%	61
Does not apply		27.0%	270
Charter a Boat		2.3%	23
Ski Resort Stay		1.1%	11
Rent RV		1.4%	14

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














Value		Percent	Responses
Attend College or University (Full Time)		8.1%	81
Attend College or University (Part Time)		3.7%	37
Attend Classes at Community College		5.0%	50
Online Continuing Education Courses		5.9%	59
Professional Certification or Accreditation Courses		3.2%	32
Arts or Crafts Lessons (Adult)		7.6%	76
Cooking Lessons (Adult)		3.5%	35
Attend a Free Lecture or Seminar		10.5%	105
Attend Paid Lecture, Seminar or Special Class		4.1%	41
Yoga, Pilates, or Zumba		9.3%	93
Attend a Local Workshop		7.1%	71
None of the above / Does not apply		61.7%	618
Attend Graduate School		2.4%	24
Business School		0.5%	5
Learning Center		0.3%	3
Culinary School		0.8%	8
Trade School		1.0%	10
Language Lessons (Adult)		2.1%	21
Music Lessons (Adult)		2.4%	24
Sports Lessons (Adult)		1.2%	12
Real Estate Classes		1.3%	13
Child Education or Tutoring		1.1%	11
Dance Lessons		2.7%	27
Music lessons (Child)		2.4%	24

Value		Percent	Responses
Sports lessons (Child)		2.8%	28
Personal Physical Training		2.4%	24
Language Lessons (Child)		0.4%	4
Arts or Crafts Lessons (Child)		2.0%	20
Change School		0.4%	4
Attend a Religion Based School		1.4%	14

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

Value		Percent	Responses
Brushes		15.2%	152
Oil paints		4.7%	47
Acrylic Paints		15.0%	150
Markers		15.2%	152
Specialty Paper		8.9%	89
Fabric Craft Supplies		13.0%	130
Beads		7.1%	71
Art Pencils and Pens		16.3%	163
Scrapbooking Supplies		8.9%	89
None of the above / Does not apply		61.7%	618


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

Value		Percent	Responses
Bass Guitar		1.5%	15
Clarinet		0.6%	6
Drums		1.3%	13
Flute		0.3%	3
Acoustic Guitar		4.1%	41
Electric Guitar		2.0%	20
Electric Keyboard		1.3%	13
Piano		2.4%	24
Piano (High End)		0.4%	4
Trombone		0.3%	3
Trumpet		0.6%	6
Violin		1.5%	15
None of the above / Does not apply		89.4%	895

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

Value		Percent	Responses
Greek		12.5%	125
French		5.5%	55
Asian		23.6%	236
German		12.6%	126
American (New)		36.2%	362
Italian		58.9%	590
Cajun or Creole		6.6%	66
Indian		6.1%	61
Chinese		52.4%	525
American (Traditional)		73.1%	732
Thai		12.6%	126
Middle Eastern		4.1%	41
Japanese		11.9%	119
Mexican		65.2%	653
Vietnamese		4.0%	40
Southern		15.5%	155
Tex-Mex		14.4%	144
Spanish		9.3%	93
Mediterranean		10.4%	104
None of the above / Does not apply		8.5%	85

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

Value		Percent	Responses
Hot Dogs		20.3%	203

Value		Percent	Responses
Fish & Chips		24.9%	249
Golf Course Restaurant, Bar or Snack Bar		4.5%	45
Barbeque		29.5%	295
Deli		22.9%	229
Breakfast or Brunch		58.2%	583
Appetizers		51.2%	513
Dessert		30.5%	305
Chicken Wings		30.0%	300
Hamburgers		64.7%	648
Chicken		48.9%	489
Frozen Yogurt		11.7%	117
Live or Raw food		3.2%	32
Tapas or Small Plates		5.7%	57
Theme Restaurants		6.7%	67
Soup		40.2%	402
Salad		48.4%	484
Pizza (Dine In)		29.8%	298
Pizza (Delivery)		35.9%	359
Steak		40.2%	402
Juice or Smoothies		13.4%	134
Sandwiches		52.2%	523
Pizza (Carry Out)		53.2%	533
Pizza (Take & Bake)		13.6%	136
Seafood		34.5%	345
Vegan		3.4%	34

Value		Percent	Responses
Steakhouse		27.2%	272
Sushi		12.7%	127
Vegetarian		5.8%	58
Pho		3.7%	37
None of the above / Does not apply		5.9%	59

















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

Value		Percent	Responses
Locally Sourced Meats and Seafood		16.4%	164
Locally Grown Produce		24.4%	244
Healthful Children's Dining		6.1%	61
Environmental Sustainability		12.9%	129
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.9%	49
Hyper-Local Sourcing		2.8%	28
Gluten Free Cuisine		5.7%	57
Sustainable Seafood		6.9%	69
Raw or Live Food Options		2.2%	22
Specialty Appetizers		10.5%	105
Specialty Salads		15.0%	150
Specialty Soups		12.7%	127
Specialty Desserts		10.6%	106
None of the above / Does not apply		55.1%	552

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

Value		Percent	Responses
Patio or Outdoor Dining		24.6%	246
Non-Smoking Environment		40.8%	408
Child Friendly		18.1%	181
Serve Alcohol		24.3%	243
Pool Tables		2.4%	24
Locally Brewed Beer		9.9%	99
Live Music		9.4%	94
Bar		25.1%	251
Large Craft Beer Selection		9.8%	98
Large Wine Selection		5.8%	58
Hand Crafted Cocktails		7.3%	73
Farm to Table Dining		14.0%	140
Senior Discounts		26.3%	263
None of the above / Does not apply		22.2%	222












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

Value		Percent	Responses
Craft Beer		24.3%	243
Foreign Beer		7.1%	71
Red Wine		22.4%	224
White Wine		20.4%	204
Dessert Wine		3.5%	35
Mixed Drinks		32.7%	327
Hand Crafted Cocktails		12.8%	128
Beer Cocktails		12.0%	120
"Top Shelf" Spirits		16.0%	160
Champagne		2.2%	22
Champagne Cocktails		2.2%	22
Energy Drink based Mixed Drinks		1.6%	16
Premium Tequila		4.6%	46
Alcoholic Cider		5.5%	55
Locally Distilled Spirits		5.1%	51
None of the above / Does not apply		37.2%	372







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.8%	8
Purchase Commercial or Business Property		0.4%	4
Purchase Condominium or Townhouse		1.2%	12
Purchase Manufactured or Modular Home		0.8%	8
Purchase Investment Property		1.6%	16
Purchase Personal Residence		4.8%	48
Purchase Custom Built Home		1.3%	13
Purchase Residential Real Estate at an Auction		1.1%	11
Purchase Land or Agricultural Property		1.9%	19
Purchase Vacation Property		1.2%	12
Purchase Other		1.6%	16
None of the above / Does not apply		88.8%	889

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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.1%	1
Sell Personal Residence		4.5%	45
Sell Vacation Property		0.9%	9
Sell Condominium or Townhouse		0.3%	3
Sell Investment Property		1.7%	17
Sell Land or Agricultural Property		1.0%	10
Sell Commercial or Business Property		0.4%	4
Sell Manufactured or Modular Home		0.6%	6
Plan to Sell Home in Master-Planned Community		0.2%	2
Sell Other		1.4%	14
None of the above / Does not apply		90.4%	905

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

Value		Percent	Responses
New home in master planned community; new development		8.3%	4
New home, but outside of development		20.8%	10
New home that I will have contractor build		25.0%	12
Existing home less than 10 years old		39.6%	19
Existing home more than 10 years old		68.8%	33
Other		6.3%	3

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

Value		Percent	Responses
Rent New Apartment		4.3%	43
Rent House (Residence)		6.0%	60
Rent Manufactured or Modular Home		0.8%	8
Rent or Lease Commercial Property		0.4%	4
Rent Agricultural Land		0.5%	5
Rent Subsidized Housing		1.3%	13
Rent Condo/Townhouse		2.5%	25
Rent Section 8 Housing		1.6%	16
None of the above / Does not apply		86.4%	865

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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.7%	37
Use a Realtor to Buy Real Estate		4.3%	43
Use a Realtor to Buy and Sell Real Estate		3.7%	37
Plan to Sell Property Myself		2.8%	28
Use a Real Estate Broker		1.5%	15
None of the above / Does not apply		87.4%	875

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

Value		Percent	Responses
New Home Loan		4.0%	40
Home Remodel or Renovation Loan		2.3%	23
Business Construction Loan		0.3%	3
Home Construction Loan		1.3%	13
Equity Loan		2.9%	29
Land Loan		1.1%	11
Reverse Mortgage		0.8%	8
Real Estate Loan for existing home		1.8%	18
Refinance Home		2.2%	22
None of the above / Does not apply		87.5%	876

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

Value		Percent	Responses
Craigslist Homes		6.5%	65
Facebook		7.5%	75
Google		7.6%	76
Auction.com		2.9%	29
Homes & Land		2.1%	21
Homes.com		5.9%	59
HomeFinder		9.5%	95
MLS.com		11.4%	114
National Real Estate Co. Site		2.4%	24
Local MLS Site		16.0%	160
RealEstate.com		7.0%	70
Realtor.com		28.2%	282
Realty.com		5.3%	53
Redfin		3.9%	39
Trulia		13.9%	139
Zillow		38.1%	381
ZipRealty.com		0.9%	9
None of the above / Does not apply		44.4%	444

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

Value		Percent	Responses
Apartments.com		13.0%	130
Apartmentguide.com		5.3%	53
Craigslist		9.3%	93
Forrent.com		1.7%	17
HomeFinder.com		7.6%	76
Hotpads.com		0.7%	7
Rent.com		9.7%	97
Sublet.com		0.5%	5
Trulia		9.9%	99
Zillow		29.2%	292
None of the above / Does not apply		57.3%	574

123. If you or a member of your household were to buy real estate in the local area in the next 12 months, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		71.9%	720
No, don't know who to call		28.1%	281

























Total: 1,001

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
















Value		Percent	Responses
Yes, have a firm or realtor		72.2%	723
No, don't know who to call		27.8%	278

Total: 1,001





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

Value		Percent	Responses
Imported Beer		12.1%	121
Craft Beer		22.9%	229
Champagne		8.6%	86
Premium Hard Alcohol or Spirits		13.7%	137
White Wine		27.0%	270
Red Wine		28.2%	282
Cigars		5.5%	55
Major Brand Cigarettes		8.8%	88
Vaping Accessories		3.3%	33
E-Liquids / Vape Juice		4.0%	40
Discount Cigarettes		7.1%	71
Discount Hard Alcohol or Spirits		9.0%	90
Domestic Beer		31.8%	318
Alcoholic Cider		7.8%	78
None of the above / Does not apply		30.0%	300
Recreational Marijuana		2.6%	26
Marijuana Accessories		2.5%	25
Vaping Kit		1.5%	15
Roll Your Own Cigarette Supplies		2.7%	27
Smokeless Tobacco		1.4%	14
Pipe Tobacco		1.8%	18
Electronic Cigarette Supplies		2.4%	24
Hookah Accessories		0.5%	5
Hookah		0.3%	3

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

Value		Percent	Responses
Cannabis Dry Flower/Bud		37.1%	13
Cannabis Edibles		60.0%	21
Cannabis Tinctures		8.6%	3
Cannabis Vaporizers		17.1%	6
Cannabis Cleaning Tools or Supplies		11.4%	4
Cannabis Concentrates		20.0%	7
Cannabis Pre-Rolls		22.9%	8
Organic Cannabis Products		17.1%	6
Cannabis Oil		42.9%	15
Cannabis Beauty & Skin Care Products		22.9%	8
Cannabis Beverages		22.9%	8
Cannabis Chocolates		34.3%	12
Medical Cannabis		31.4%	11
CBD Cannabis		34.3%	12
None of the above / Does not apply		5.7%	2

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

Value		Percent	Responses
Bulk or Discounted Food Items		24.0%	240
Specialty Teas		15.8%	158
Specialty Coffee		26.2%	262
Gourmet Deli Counter Items		19.6%	196

Value		Percent	Responses
Cookies		46.7%	467
Snack Cakes		21.5%	215
Potato Chips		55.2%	553
Soft Drinks		46.5%	465
Energy Drinks		10.3%	103
Energy Bars		13.2%	132
Noodle Bowls		9.8%	98
Cupcakes		16.9%	169
Birthday Cake		20.0%	200
Beef Jerky or Meat Sticks		22.5%	225
Bottled Water		53.3%	534
Candy		41.6%	416
Fruit		70.9%	710
Nuts		39.9%	399
Chocolates		47.7%	477
Ice cream		52.0%	521
Cheese		77.4%	775
Artisan Bread		19.6%	196
Artisan Meats		5.0%	50
Sports Drinks		13.1%	131
Basic Condiments		36.1%	361
Artisan Condiments		3.7%	37
Canned Sauces		30.9%	309
Cereal		64.2%	643
Milk		76.6%	767

Value		Percent	Responses
Chicken		80.6%	807
Pork		53.5%	536
Beef		68.7%	688
Game Meats		3.2%	32
Fish		46.6%	466
Pasta		61.9%	620
Snack Mixes		17.8%	178
Vegetables		67.0%	671
Olive Oil		48.0%	480
Balsamic Vinegar		19.7%	197
Frozen Entrees		37.6%	376
Eggs		82.7%	828
Locally Raised Beef, Pork, Poultry		17.5%	175
Locally Grown Fruit and Vegetables		40.0%	400
Locally Produced Honey		17.5%	175
Organic Food		17.3%	173
Pickled Vegetables		12.6%	126
Artisan Cheese		19.3%	193
Alternative "Meat" Products		6.3%	63
Nut Butter		14.0%	140
Sausage		52.1%	522
Donuts		32.3%	323
Pastries		24.7%	247
Caviar		0.5%	5
None of the above / Does not apply		2.7%	27























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

Value		Percent	Responses
Convenience		63.3%	634
Better Prices		79.1%	792
Variety		39.0%	390
Quality of Selection		57.0%	571
Quality of Produce		64.4%	645
Healthy Options		28.2%	282
Speed of Check Out		32.5%	325
Size of Store		14.2%	142
Number of Checkouts		24.1%	241
Cleanliness of Store		61.4%	615
Parking		33.9%	339
Help with Bagging/Packing		16.3%	163
Loyalty Tokens/Stamps		6.6%	66
Home Delivery		2.9%	29
None of the above / Does not apply		2.9%	29
















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

Value		Percent	Responses
See, touch, feel and try out items		67.9%	680
Take items home immediately		61.3%	614
Return items more easily		29.5%	295
Enjoy the in-store experience		34.5%	345
Can ask questions to store associates		33.2%	332
To support local businesses		54.8%	549
More secure than online purchase		14.4%	144
Better prices		28.1%	281
Quality of service		26.2%	262
Better Selection		28.5%	285
Local flavor or uniqueness		17.8%	178
None of the above / Does not apply		6.0%	60













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

Value		Percent	Responses
Attend Religious or Spiritual Services		39.1%	391
Donate to a Charity		46.9%	469
Donate to a Church		35.2%	352
Donate to Political Party or Government Representative		7.3%	73
Join a New Church		3.6%	36
Volunteer at Church		16.4%	164
Volunteer for Nonprofit Group		18.5%	185
Retire		3.8%	38
Vote in Upcoming Local Elections		36.3%	363
Vote in Upcoming State or National Elections		37.8%	378
Purchase Season Tickets for Performing Arts		4.4%	44
Attend a Holiday Themed Performance		23.3%	233
Community Activity		28.3%	283
Support an Organization		11.2%	112
Join an Organization		3.7%	37
Make a Donation		29.8%	298
Register to Vote		3.1%	31
None of the above / Does not apply		18.1%	181
Donate Vehicle		0.7%	7
Have a Baby		2.3%	23
Get Married		2.8%	28
Look into Private Schooling for Children		0.7%	7










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

Value		Percent	Responses
Sporting Event		35.6%	356
Community Event		49.1%	491
Festival		60.4%	605
Live Performance		38.8%	388
Fundraising Event		27.9%	279
Seminar		7.5%	75
School Event		32.0%	320
Corporate Event		7.0%	70
Trade Show		9.3%	93
Conference		11.4%	114
Networking Event		5.3%	53
Radio Station Sponsored Event		7.5%	75
Television Station Sponsored Event		2.8%	28
Newspaper Sponsored Event		7.9%	79
None of the above / Does not apply		16.2%	162

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



Value		Percent	Responses
Participate in Organized Athletics		7.0%	70
Use a Zip Line		7.4%	74
Go Camping		23.2%	232
Go Mountain Biking		3.5%	35
Go Touring on a Bicycle		5.6%	56
Go to a Community or City Swimming Pool		12.5%	125
Take a Guided Backpacking or Hiking Trip		2.4%	24
Attend a Horse Race		3.3%	33
Attend a Car, Truck or Motorsport Race		10.2%	102
Participate in City or Municipal Sponsored Programs		8.3%	83
Join or Change Health or Fitness Club		9.5%	95
None of the above / Does not apply		48.3%	483

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

Value		Percent	Responses
Local Business Website		21.3%	213
Local Business Blog		3.4%	34
Local Business Email		6.7%	67
CitySearch		3.1%	31
Snapchat		19.6%	196
Instagram		24.5%	245
Cinema Ads		13.6%	136
Facebook Business Page		19.9%	199
Reviews on Yelp! or Google+		13.5%	135



Value		Percent	Responses
YouTube Promo Video		12.0%	120
Pandora		22.6%	226
Online Yellow Pages		7.6%	76
Google Search		59.4%	595
eBay		37.1%	371
Spotify		11.9%	119
Pinterest		35.8%	358
Google+ Local		8.2%	82
Clicked on Google Sponsored Ad		13.7%	137
LinkedIn		18.7%	187
Craigslist		24.3%	243
Bing		11.2%	112
Twitter		19.9%	199
Amazon		81.4%	815
None of the above / Does not apply		5.3%	53
Digital Billboard		0.4%	4
Local Business Text Message		2.6%	26
Angie's List		2.7%	27
Xing		0.1%	1

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



Value		Percent	Responses
Yes		78.6%	787
No		21.4%	214

Total: 1,001











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


























Value	Percent	Responses
Yes 	54.3%	544
No 	45.7%	457
		Total: 1,001




















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

Value	Percent	Responses
Yes 	30.5%	305
No 	69.5%	696
		Total: 1,001



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

Value	Percent	Responses
Apparel and Accessories 	50.7%	508
Arts and Entertainment 	32.1%	321
Automotive - (General) 	24.1%	241
Automotive - (New Vehicle Dealership) 	14.9%	149
Automotive - (Used Vehicle Dealership) 	15.9%	159
Automotive - (Auto Parts store) 	13.1%	131
Automotive - (Auto Repair business) 	6.9%	69
Automotive - (Auto Body shop) 	4.8%	48
Tire Business 	19.0%	190
Beauty and Spa Related Businesses 	18.6%	186

Value		Percent	Responses
Child Related Businesses		6.5%	65
Community and State Services		16.5%	165
Education		11.8%	118
Employment Related Businesses		10.7%	107
Event Planning and Services		6.8%	68
Family Activity Related Businesses		12.3%	123
Farm Equipment and Agriculture Businesses		3.6%	36
Financial Services		9.7%	97
Fitness Businesses or Providers		5.3%	53
General Retail		39.6%	396
Grocery / Market		34.4%	344
Home and Garden Related Businesses		16.8%	168
Building Supply/Lumber Business		11.6%	116
Home Service Businesses		7.3%	73
Home Service Contractors		7.7%	77
Hotel and Travel Related Businesses		22.5%	225
Local Services		26.7%	267
Medical Related Businesses - (General)		14.5%	145
Medical Related Businesses - (Chiropractor)		4.3%	43
Medical Related Businesses - (Dentist)		8.1%	81
Medical Related Businesses - (Hospital)		6.1%	61
Nightlife Related Businesses		7.5%	75
Pet / Animal		27.6%	276
Professional Services		12.3%	123
Real Estate Service Businesses		4.9%	49

Value		Percent	Responses
Recreation Related Businesses		6.2%	62
Restaurant / Bar / Lounge		35.1%	351
Senior Related Businesses		6.6%	66
Specialty Food and Drink		14.9%	149
General Retail - Children's Clothing Store		8.1%	81
General Retail - Clothing Accessory Store		15.4%	154
General Retail - Computer Store		9.1%	91
General Retail - Farming and Agriculture Business		3.2%	32
General Retail - Furniture Store		12.9%	129
General Retail - Hardware Store		13.6%	136
General Retail - Home Entertainment Store		5.6%	56
General Retail - Jewelry Store		7.1%	71
General Retail - Major Appliance Store		10.8%	108
General Retail - Men's Clothing Store		13.6%	136
General Retail - Mobile Phone Store		7.4%	74
General Retail - Shoe Store		17.9%	179
General Retail - Women's Clothing Store		27.2%	272
None of the above / Does not apply		15.4%	154
Motorsport Businesses		2.2%	22

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

Value		Percent	Responses
Yes		19.6%	196
No		80.4%	805

Total: 1,001

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

Value		Percent	Responses
Get a New Full Time Job		15.3%	153
Get a New Part Time Job		10.1%	101
Get a Temporary or Seasonal Job		3.4%	34
Use an Employment or Temporary Employment Agency		3.3%	33
Use a Career Counselor		0.9%	9
Get a Second (or Third) Job		3.9%	39
Get First Job after High School		0.4%	4
Get First Job after College		1.8%	18
None of the above / Does not apply		73.1%	732

140. If you are looking to find a new job, get a second job, etc. in the next 12 months, what are the primary fields you will be looking at employment in? (Check all that apply.)








Value		Percent	Responses
Retail		5.1%	51
Admin & Clerical		7.8%	78
Warehouse		4.1%	41
Health Care		7.1%	71
Manufacturing		4.0%	40
Customer Service		8.7%	87
Management		3.3%	33
Education		4.0%	40
NonProfit		3.3%	33
Government		4.8%	48

Value		Percent	Responses
Restaurant - Food Services		3.4%	34
None of the above / Does not apply		66.6%	667
Agriculture		1.4%	14
Automotive		1.5%	15
Construction		1.8%	18
Accounting		2.8%	28
Hotel - Hospitality		2.1%	21
Entry Level (New Graduate)		2.2%	22
Grocery		2.4%	24
Banking & Finance		2.4%	24
Child Care		1.1%	11
Real Estate		0.5%	5
Insurance		0.7%	7
Legal		1.3%	13
Media		1.0%	10
Installation - Maintenance - Repair		0.8%	8
Executive Level		1.1%	11
Engineering		1.1%	11
Sales & Marketing		2.5%	25
Information Technology		2.1%	21
Skilled Labor - Trades		2.4%	24
Transportation		2.3%	23




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

Value		Percent	Responses
Local Business Site		21.0%	210
Local Agency Site		11.6%	116
Craigslist		6.7%	67
Facebook		8.8%	88
Indeed.com		26.7%	267
LinkedIn		17.1%	171
Monster.com		14.6%	146
CareerBuilder		10.9%	109
GlassDoor		6.4%	64
SimplyHired.com		3.3%	33
AOL Jobs		0.9%	9
SnagAJob.com		3.3%	33
Dice.com		0.6%	6
USAjobs.gov		5.7%	57
USAjobs.org		3.1%	31
ZipRecruiter		7.2%	72
JobDiagnosis		0.8%	8
TheLadders		1.7%	17
None of the above / Does not apply		52.2%	523







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

Value		Percent	Responses
Coupon book		15.8%	158
Yellow Pages directory		1.9%	19
Direct mail flyer		15.6%	156
Deal program/offer		7.1%	71
Facebook business page offer		10.5%	105
Billboard advertising		2.7%	27
None of the above / Does not apply		66.7%	668

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

Value		Percent	Responses
Subscribe to local online deals provider (like Groupon)		21.2%	212
Purchased an online deal to a local business in the past 3 months		13.9%	139
None of the above / Does not apply		72.0%	721

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

Value		Percent	Responses
Read ads and keep them - using three or more		10.3%	103
Read ads and keep them - using one or two		37.3%	373
Read ads and keep them - without using any		5.3%	53
Read ads but throw away without using any		20.8%	208
Throw ads away unread		19.3%	193
Do not receive direct mail or advertisements at home or PO Box		7.1%	71

Total: 1,001

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

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	48 4.8%	171 17.1%	425 42.5%	29 2.9%	64 6.4%	140 14.0%	124 12.4%	1,001
County election Count Row %	50 5.0%	157 15.7%	432 43.2%	26 2.6%	62 6.2%	136 13.6%	138 13.8%	1,001
State election Count Row %	40 4.0%	247 24.7%	335 33.5%	20 2.0%	73 7.3%	152 15.2%	134 13.4%	1,001
Total Total Responses								1001














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

Value	Percent	Responses
Yes	86.3%	864
No	13.7%	137
		Total: 1,001








147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	88.3%	884
No	11.7%	117
		Total: 1,001

















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

Value		Percent	Responses
New Vehicle Dealership		4.1%	41
Used Vehicle Dealership		5.0%	50
New and Used Vehicle Dealership		7.9%	79
Automotive Service		11.7%	117
Tire Store		8.9%	89
Auto Parts Store		14.9%	149
Recreation Vehicle (RV) Dealership		1.3%	13
RV or Camper Service		1.8%	18
Boat Dealer		1.6%	16
Boat Service		1.7%	17
Motorcycle Dealer		1.3%	13
Motorcycle Repair Shop		0.7%	7
None of the above / Does not apply		64.5%	646

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

Value		Percent	Responses
Accountant or CPA		2.7%	27
Legal Firm or Attorney		3.3%	33
Insurance Agency		6.6%	66
Tax Advisor		3.3%	33
Telecommunications Provider		2.5%	25
Internet Service Provider		3.9%	39
None of the above / Does not apply		84.5%	846

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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		0.6%	6
Hearing Aid Center		1.6%	16
Cardiologist		2.6%	26
Chiropractor		5.1%	51
Dentist		13.0%	130
Dermatologist		4.2%	42
Hospital		4.8%	48
Mental Health Provider		2.4%	24
Optometrist		4.8%	48
Pediatrician		1.6%	16
General Practitioner		8.1%	81
Rehabilitation Clinic		0.7%	7
Urgent Care Clinic		3.7%	37
Surgical Specialist		2.0%	20
Weight Loss Service		1.6%	16
None of the above / Does not apply		70.4%	705







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

Value		Percent	Responses
Carpet Cleaning Service		4.1%	41
Electrician		2.2%	22
Handyman		5.2%	52
Heating & Air Conditioning Service		3.3%	33
Remodeling Contractor		1.3%	13
General Contractor		2.5%	25
Landscaper		1.6%	16
New Home Builder		0.3%	3
Painting Contractor		1.0%	10
Plumber or Plumbing Contractor		3.1%	31
Roofing Contractor		2.0%	20
None of the above / Does not apply		82.9%	830









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

Value		Percent	Responses
Apartment Rental Agency		2.2%	22
Home Inspector		0.9%	9
Mortgage Broker		0.8%	8
Property Manager		0.7%	7
Realtor		4.7%	47
None of the above / Does not apply		92.5%	926

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

Value		Percent	Responses
Real Estate Loan Provider		0.7%	7
Automotive Loan Provider		1.0%	10
Financial Advisor		2.9%	29
Bank		13.6%	136
Credit Union		9.0%	90
None of the above / Does not apply		79.3%	794

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

Value		Percent	Responses
Buffet Restaurant		8.7%	87
Ethnic Restaurant		12.3%	123
Family Style Restaurant		22.9%	229
Fast Food Restaurant		18.4%	184
Fine Dining Restaurant		18.4%	184
Pizza Restaurant		26.0%	260
Restaurant with Bar or Lounge		16.6%	166
None of the above / Does not apply		43.9%	439

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

Value		Percent	Responses
Building Supply-Lumber Yard		8.9%	89
Clothing Accessory Store		9.1%	91
Major Appliance Store		4.9%	49
Computer Store		4.5%	45
Farming and Agriculture Business		1.5%	15
Furniture Store		8.8%	88
Grocery Store		22.9%	229
Hardware Store		9.4%	94
Home Entertainment Store		2.9%	29
Jewelry Store		3.8%	38
Mobile Phone Store		4.2%	42
Shoe Store		12.4%	124
Specialty Food Business		3.3%	33
Women's Clothing Store		20.2%	202
Men's Clothing Store		8.0%	80
Children's Clothing Store		8.1%	81
None of the above / Does not apply		49.4%	494

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

Value		Percent	Responses
Any Beauty Related Business		6.6%	66
Any Child Related Business		3.2%	32
Any Event Planning Business		2.1%	21
Any Education Business		3.3%	33
Any Fitness Business		5.2%	52
Any Pet Related Business		12.1%	121
Any Senior Related Business		4.3%	43
None of the above / Does not apply		76.5%	766

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

Value		Percent	Responses
Yes		15.5%	155
No		59.0%	591
Does not apply		25.5%	255

Total: 1,001

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

Value		Percent	Responses
Automotive		3.8%	6
Education		10.8%	17
Financial Services		3.2%	5
General Retail		3.8%	6
Health and Medical		7.6%	12
Home Service Businesses		4.5%	7
Restaurant / Bar / Lounge		5.1%	8
Other		39.5%	62
Apparel and Accessories		2.5%	4
Arts and Entertainment		2.5%	4
Beauty and Spa		1.3%	2
Child Related Businesses		0.6%	1
Event Planning and Services		1.3%	2
Family Activity		0.6%	1
Fitness Businesses or Providers		1.3%	2
Grocery and Specialty Food/Drink		1.3%	2
Home and Garden		1.3%	2
Hotel and Travel		1.3%	2
Local Services		2.5%	4
Pet / Animal		0.6%	1
Pizza Restaurant Types		1.9%	3
Real Estate		2.5%	4

Total: 157










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

Value		Percent	Responses
Business Cards, Letterhead, etc.		41.7%	65
Computer Hardware		18.6%	29
Office Copier		6.4%	10
Business Logo Apparel		22.4%	35
Networking Hardware or Software		10.9%	17
Office Furniture, Fixtures or Interiors		10.3%	16
Office Cleaning Supplies		20.5%	32
Office Supplies		49.4%	77
Office Printer		10.3%	16
Promotional Items		22.4%	35
Security System		3.8%	6
Telephone Systems		3.8%	6
Uniforms or Work Clothing		10.9%	17
None of the above / Does not apply		25.6%	40











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

Value		Percent	Responses
Business Accounting or CPA		3.2%	5
Business Advertising		9.0%	14
None of the above / Does not apply		80.8%	126
Business Bottled Water Delivery		2.6%	4
Business Advisory Services		1.3%	2
Business Cellular Phone Service		0.6%	1
Business Computer Consulting		1.3%	2
Business Internet Services		1.3%	2
Business Internet Service Provider		1.9%	3
Business Marketing Services		1.9%	3
Business Payroll Services		1.9%	3
Business Printing Services		1.9%	3
Business Realty Services		0.6%	1
Business Recruitment		0.6%	1
Business Security Services		0.6%	1
Business Sign Company Services		0.6%	1
Business Travel Agency		2.6%	4
Business General Broadcast Media Service		1.3%	2
Business Television Media Service		1.3%	2
Business Radio Media Service		1.9%	3








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

Value		Percent	Responses
Rent New Office		3.8%	6
Buy New Office		2.6%	4
Add New Locations		4.5%	7
Renovate Existing Facilities		3.2%	5
Construct New Facilities		3.2%	5
Buy or Rent Industrial Space		3.2%	5
Buy or Rent Warehouse space		0.6%	1
Install New Commercial Carpeting		0.6%	1
None of the above / Does not apply		86.5%	135























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

Value		Percent	Responses
Purchase New Business Automobiles		1.3%	2
Purchase Used Business Automobiles		1.9%	3
Purchase New Business Trucks		2.6%	4
Purchase Used Business Trucks		3.8%	6
Lease New Business Automobiles		2.6%	4
Lease New Business Trucks		1.3%	2
Purchase New Business Delivery Vehicles		3.2%	5
Purchase New Heavy Duty or Commercial Business Trucks		1.3%	2
Purchase Used Heavy Duty or Commercial Business Trucks		2.6%	4
None of the above / Does not apply		86.5%	135

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

Value		Percent	Responses
Business Insurance		1.3%	2
Business Health Insurance		2.6%	4
Business Dental Insurance		1.3%	2
Business 401K or Retirement Program		4.5%	7
Business "Key Man" Insurance		1.3%	2
Business Commercial Insurance		1.9%	3
None of the above / Does not apply		91.0%	142

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

Value		Percent	Responses
Local Newspaper		24.4%	38
Local Newspaper Site		5.1%	8
Local Radio		9.6%	15
Local Television		5.8%	9
Local Free or Alternative publication		5.8%	9
Other Print Publications		9.0%	14
Facebook		39.7%	62
Twitter		7.7%	12
Other Social Media		14.7%	23
Search Engine Optimization (SEO, SEM)		11.5%	18
Word of Mouth or Referrals		50.0%	78
Billboards		7.1%	11
Direct Mail		13.5%	21
Coupons or "Deal of the Day"		7.7%	12
Fliers or Door Hangers		5.8%	9
Yellow Pages		3.8%	6
Banner Ads		7.1%	11
Online Advertising		15.4%	24
Retargeting Web Ads		3.8%	6
None of the above / Does not apply		14.1%	22
Sign "Spinners"		1.3%	2
Telemarketing		1.9%	3

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

Value		Percent	Responses
Have an ongoing digital marketing campaign		7.7%	12
Use social media for promoting business		18.6%	29
Website optimized for mobile (responsive)		12.2%	19
Ongoing search optimization (SEO, SEM)		5.8%	9
Banner ads		5.8%	9
Cost-per-click ads (CPC, PPC)		9.6%	15
Cost-per-mille ads (CPM)		0.6%	1
Programmatic ads		0.6%	1
Retargeting ads		1.9%	3
Video ads		3.8%	6
Google ads (Adwords)		8.3%	13
Facebook ads		25.6%	40
Sponsored content		1.9%	3
Email advertising		12.8%	20
Site analytics		3.8%	6
Use a Digital Agency		1.3%	2
Digital ads through newspaper		4.5%	7
None of the above/Does not apply		51.9%	81

166. Which of the following are you interested in doing in the next 12 months to drive your business? (Check all that apply)

Value		Percent	Responses
Have an ongoing digital marketing campaign		4.5%	7
Use social media for promoting business		14.7%	23
Website optimized for mobile (responsive)		9.6%	15
Ongoing search optimization (SEO, SEM)		5.1%	8
Banner ads		6.4%	10
Cost-per-click ads (CPC, PPC)		6.4%	10
Cost-per-mille ads (CPM)		1.3%	2
Programmatic ads		1.3%	2
Retargeting ads		3.2%	5
Video ads		3.8%	6
Google ads (Adwords)		8.3%	13
Facebook ads		21.2%	33
Sponsored content		2.6%	4
Email advertising		16.0%	25
Site analytics		3.8%	6
Use a Digital Agency		0.6%	1
Digital ads through newspaper		4.5%	7
None of the above/Does not apply		60.9%	95

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

Value	Percent	Responses
Yes	5.8%	9
No	85.2%	132
Don't know	9.0%	14
		Total: 155

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

Value	Percent	Responses
0%	4.7%	47
1% - 25%	40.9%	409
26% - 50%	22.4%	224
51% - 75%	18.8%	188
76% - 100%	13.3%	133
		Total: 1,001
Average	37%	




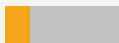


169. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.7%	7
20 - 24		1.5%	15
25 - 30		4.4%	44
31 - 34		3.7%	37
35 - 40		5.9%	59
41 - 45		7.6%	76
46 - 49		6.0%	60
50 - 54		10.9%	109
55 - 60		17.3%	173
61 - 69		26.6%	266
70 or older		15.4%	154
			Total: 1,000

Average









56

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

Value		Percent	Responses
Metro / Urban		13.4%	134
Small/Mid-Size Town		44.0%	440
Suburban		16.2%	162
Rural		23.3%	233
Vacation community		0.7%	7
Other		2.5%	25

Total: 1,001

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.3%	3
Some High School (Not Graduate)		1.4%	14
High School Graduate (12th grade)		19.2%	192
Vocational or Technical Training		7.5%	75
Some College		22.9%	229
College Graduate		29.1%	291
Some Post-Graduate Study (No Advanced Degree)		4.7%	47
Post-Graduate Degree		15.0%	150

Total: 1,001

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

Value		Percent	Responses
Under \$20,000		9.2%	90
\$20,000 - \$24,999		6.4%	63
\$25,000 - \$29,999		6.1%	60
\$30,000 - \$34,999		4.8%	47
\$35,000 - \$39,999		5.9%	58
\$40,000 - \$44,999		6.6%	64
\$45,000 - \$49,999		7.6%	74
\$50,000 - \$74,999		20.6%	201
\$75,000 - \$99,999		14.4%	141
\$100,000 - \$124,999		8.3%	81
\$125,000 - \$149,999		4.9%	48
\$150,000 - \$200,000		2.6%	25
Over \$200,000		2.6%	25

Total: 977

Average






\$66,721

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






Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	5
Black or African-American		1.3%	13
Asian		0.5%	5
White or Caucasian		88.6%	887
Hispanic		1.0%	10
Other		0.8%	8
Prefer not to answer		7.3%	73

Total: 1,001





175. Are you...

Value		Percent	Responses
Male		27.5%	275
Female		69.0%	691
Transgender Female		0.1%	1
Other		0.1%	1
Prefer not to answer		3.3%	33
			Total: 1,001




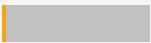

176. Which of the following best describe your primary residence?

Value		Percent	Responses
Single Family Home		79.3%	794
Apartment		10.4%	104
Condominium		5.2%	52
Mobile Home		3.0%	30
Other		2.1%	21
			Total: 1,001



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

Value		Percent	Responses
Owned		78.2%	783
Rented		17.3%	173
Occupied Without Payment of Rent		1.6%	16
Other		2.9%	29
			Total: 1,001

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

Value		Percent	Responses
None		75.5%	755
1		10.7%	107
2		9.2%	92
3		3.0%	30
4 or more		1.6%	16
			Total: 1,000

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

Value		Percent	Responses
Yes		43.8%	438
No		56.2%	561
			Total: 999