

The Pulse of America

Survey Report (Mid-Atlantic)

Response Counts

Completion Rate:	100%	<div></div>	
Complete		<div></div>	402
Total: 402			

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes	<div></div>	100.0%	402
Total: 402			

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 %	9 2.2%	14 3.5%	41 10.2%	118 29.4%	218 54.2%	2 0.5%	402
Local breaking news Count Row %	0 0.0%	2 0.5%	5 1.2%	43 10.7%	345 85.8%	7 1.7%	402

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news Count Row %	0 0.0%	1 0.2%	5 1.2%	48 11.9%	343 85.3%	5 1.2%	402
County news Count Row %	0 0.0%	5 1.2%	14 3.5%	104 25.9%	274 68.2%	5 1.2%	402
Local sports news Count Row %	33 8.2%	42 10.4%	77 19.2%	124 30.8%	119 29.6%	7 1.7%	402
Local school news Count Row %	15 3.7%	20 5.0%	75 18.7%	140 34.8%	144 35.8%	8 2.0%	402
Local crime news Count Row %	1 0.2%	7 1.7%	19 4.7%	84 20.9%	282 70.1%	9 2.2%	402
Local advertising Count Row %	10 2.5%	17 4.2%	63 15.7%	177 44.0%	131 32.6%	4 1.0%	402
Local political news Count Row %	15 3.7%	26 6.5%	60 14.9%	155 38.6%	142 35.3%	4 1.0%	402
Local entertainment news Count Row %	10 2.5%	17 4.2%	78 19.4%	159 39.6%	135 33.6%	3 0.7%	402
Local dining news Count Row %	12 3.0%	16 4.0%	60 14.9%	175 43.5%	133 33.1%	6 1.5%	402
State or national news Count Row %	2 0.5%	2 0.5%	27 6.7%	119 29.6%	245 60.9%	7 1.7%	402

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Total Total Responses							402

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


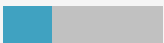
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	121 30.1%	91 22.6%	159 39.6%	31 7.7%	402
Business news Count Row %	87 21.6%	148 36.8%	139 34.6%	28 7.0%	402
Government news Count Row %	119 29.6%	150 37.3%	115 28.6%	18 4.5%	402
High school sports news Count Row %	61 15.2%	55 13.7%	181 45.0%	105 26.1%	402
Crime news Count Row %	191 47.5%	143 35.6%	58 14.4%	10 2.5%	402
Clubs and organizations news Count Row %	58 14.4%	115 28.6%	179 44.5%	50 12.4%	402
Total Total Responses					402

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 %	2 0.5%	15 3.7%	59 14.7%	195 48.5%	128 31.8%	3 0.7%	402
Local news coverage Count Row %	6 1.5%	16 4.0%	45 11.2%	216 53.7%	117 29.1%	2 0.5%	402
Reporting objectivity Count Row %	12 3.0%	22 5.5%	97 24.1%	188 46.8%	72 17.9%	11 2.7%	402
Headline objectivity Count Row %	8 2.0%	25 6.2%	97 24.1%	190 47.3%	75 18.7%	7 1.7%	402
Local school news Count Row %	4 1.0%	8 2.0%	112 27.9%	184 45.8%	66 16.4%	28 7.0%	402
County news coverage Count Row %	4 1.0%	14 3.5%	60 14.9%	225 56.0%	94 23.4%	5 1.2%	402
Local city/community news coverage Count Row %	4 1.0%	15 3.7%	55 13.7%	215 53.5%	109 27.1%	4 1.0%	402
Environmental news coverage Count Row %	6 1.5%	20 5.0%	128 31.8%	173 43.0%	61 15.2%	14 3.5%	402
Courts and cops news coverage Count Row %	3 0.7%	22 5.5%	87 21.6%	178 44.3%	104 25.9%	8 2.0%	402
Local sports coverage Count Row %	2 0.5%	9 2.2%	92 22.9%	154 38.3%	114 28.4%	31 7.7%	402
Local arts and entertainment coverage Count Row %	4 1.0%	12 3.0%	91 22.6%	199 49.5%	84 20.9%	12 3.0%	402

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	5	13	93	204	82	5	402
Count	1.2%	3.2%	23.1%	50.7%	20.4%	1.2%	
Row %							
Total							
Total Responses							402



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

Value		Percent	Responses
Yes		68.7%	276
No		31.3%	126
Total: 402			




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		40.2%	111
No		53.6%	148
None of the above / Does not apply		6.2%	17
Total: 276			



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

Value		Percent	Responses
Yes		80.3%	323
No		19.7%	79
Total: 402			



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		39.3%	127
No		55.7%	180
None of the above / Does not apply		5.0%	16
Total: 323			






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

Value		Percent	Responses
Yes		95.3%	383
No		4.7%	19
Total: 402			

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

Value		Percent	Responses
Yes		58.7%	225
No		41.3%	158
Total: 383			




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

Value		Percent	Responses
1		35.2%	135
2		49.1%	188
3		9.9%	38
4		2.1%	8
5 or more		3.7%	14
			Total: 383

Statistics

Average 1.8

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

Value		Percent	Responses
Adult male		67.6%	259
Adult female		77.0%	295
Minor under 18		2.9%	11

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

Value		Percent	Responses
Yes, always		21.9%	84
Yes, frequently		29.0%	111
Yes, sometimes		35.0%	134
Seldom		12.5%	48
Never		1.6%	6
Total: 383			




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		18.8%	72
Local Daily Newspaper		84.1%	322
Local Paid Weekly Community Newspaper		29.0%	111
Local Free Weekly Print Publication (a Shopper or Newspaper)		50.1%	192
Local Alternative Publication		5.7%	22
Local Specialty Publication		17.2%	66
Local Business Publication		12.0%	46
Local Ethnic Publication		2.3%	9
Local Parenting Publication		3.7%	14
Local Senior Publication		24.0%	92
None of the above / Does not apply		2.9%	11

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	66	96	188	33	383
Row %	17.2%	25.1%	49.1%	8.6%	
Retail Store Ads					
Count	118	146	107	12	383
Row %	30.8%	38.1%	27.9%	3.1%	
Ad Inserts					
Count	111	133	122	17	383
Row %	29.0%	34.7%	31.9%	4.4%	
Real Estate Ads					
Count	35	62	185	101	383
Row %	9.1%	16.2%	48.3%	26.4%	
Automotive Ads					
Count	10	54	189	130	383
Row %	2.6%	14.1%	49.3%	33.9%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	61	121	173	28	383
Row %	15.9%	31.6%	45.2%	7.3%	
Political Ads					
Count	21	77	178	107	383
Row %	5.5%	20.1%	46.5%	27.9%	
Legal Notices					
Count	38	58	176	111	383
Row %	9.9%	15.1%	46.0%	29.0%	
Total					
Total Responses					383

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		60.4%	243
Posted on a Government Website		7.2%	29
No preference		32.3%	130

Total: 402



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		12.2%	49
No		86.8%	349
Don't know		1.0%	4
			Total: 402








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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		29.2%	14
Satisfactory response (received many inquiries)		45.8%	22
Poor response (received very few inquiries)		25.0%	12
			Total: 48














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
















Value		Percent	Responses
Yes		44.5%	179
No		55.5%	223
			Total: 402

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

Value		Percent	Responses
Daily		15.7%	63
Couple times week		13.9%	56
Weekly		5.0%	20
Couple times month		13.2%	53
Monthly		3.5%	14
Less Monthly		24.6%	99
Have not visited / Does not apply		24.1%	97
Total: 402			

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		7.7%	31
Auto Detailing Shop		8.0%	32
Oil Change Station		41.3%	166
Auto Parts Store		34.1%	137
Auto Repair Shop		22.9%	92
Auto Salvage Yard		3.5%	14
Auto Battery Store		7.2%	29
Car Wash		62.4%	251
Gas Station		78.6%	316
New Vehicle Dealership		17.7%	71
Used Vehicle Dealership		10.9%	44
RV or Camper Service		3.0%	12
Tire Store		25.4%	102

Value		Percent	Responses
None of the above / Does not apply		10.4%	42
Auto Glass Repair Shop		2.7%	11
Auto Paint Shop		1.5%	6
Auto Protective Paint or Coating Shop		1.2%	5
Auto Towing Service		1.0%	4
Auto Window Tinting		2.2%	9
Auto Stereo Installation		1.7%	7
Car Audio Store		1.5%	6
Commercial Truck Dealership		0.7%	3
Commercial Truck Repair Shop		0.7%	3
Pick and Pull Lot		2.5%	10
Recreation Vehicle (RV) Dealership		2.7%	11
Utility Trailer Dealer		1.5%	6
Trailer Dealer		1.7%	7
Trailer Rental Service		0.7%	3

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		1.7%	7
Boating Accessory Store		3.0%	12
Boat Repair Shop		1.0%	4
Boat Rental Service		0.7%	3
All-Terrain Vehicle (ATV) Dealer		6.0%	24
Watercraft Dealer		1.0%	4
Watercraft Rental Shop		0.5%	2
Motorcycle Dealer		1.0%	4
Motorcycle Repair Shop		1.0%	4
Motorcycle Accessory Store		1.7%	7
Golf Cart Dealer		2.2%	9
Service		5.5%	22
Boat and RV Storage Facility		2.2%	9
Harley-Davidson Dealer		3.0%	12
None of the above / Does not apply		83.3%	335

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














Value		Percent	Responses
New Farm Equipment Dealer		2.0%	8
Used Farm Equipment Dealer		1.7%	7
Farm Truck and Tractor Repair Shop		2.5%	10
Agriculture Farm Supply Store		16.7%	67
Agricultural Service		2.5%	10
Farming Structure Building Contractor		1.2%	5
Animal Feed Store		14.7%	59
None of the above / Does not apply		74.9%	301

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		16.7%	67
Bakery		49.3%	198
Specialty Cake Bakery		7.5%	30
Cupcake Shop		6.0%	24
Donut Shop		38.8%	156
Beverage Distributor		16.9%	68
Beer Shop		19.2%	77
Brewery or Brew Pub		19.2%	77
Candy Store		17.4%	70
Cheese Shop		11.7%	47
Chocolate Shop		11.4%	46
Coffee & Tea Shop		27.6%	111

Value		Percent	Responses
Espresso or Coffee Shop		21.9%	88
Cookie Store		7.0%	28
Dairy Store		12.9%	52
Convenience Store		75.6%	304
Dessert Restaurant		10.2%	41
Distillery		5.0%	20
Food Cart		9.7%	39
Ethnic Food Restaurant		25.4%	102
Ice Cream or Frozen Yogurt Shop		32.1%	129
Smoothie or Juice Bar		6.7%	27
Liquor Store		36.6%	147
Spice Store		5.2%	21
Tea Shop		8.5%	34
Winery		13.4%	54
Wine Shop		15.4%	62
U-Brew Beer or Wine Store		3.0%	12
None of the above / Does not apply		7.0%	28























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		10.0%	40
Grocery Store (Discount)		48.8%	196
Grocery Store (Ethnic)		6.2%	25
Farmers Market		36.8%	148
Grocery Store (Co-op)		14.7%	59
Grocery Store (Independent)		29.1%	117
Grocery Store (Major or Regional Chain)		84.6%	340
Meat Market or Butcher Shop		22.6%	91
Grocery Store (Neighborhood)		42.8%	172
Seafood Market		15.7%	63
Specialty Food Market		7.0%	28
Grocery Delivery Service		5.2%	21
None of the above / Does not apply		1.5%	6

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		18.2%	73
Day Spa		7.0%	28
Eyelash Extension Salon		1.0%	4
Hair Removal Salon		2.0%	8
Hair and Beauty Salon		38.3%	154
Makeup Artist		0.7%	3
Massage Spa		8.7%	35
Nail Salon		16.4%	66
Skin Care Store		2.2%	9
Tanning Salon		3.5%	14
Tattoo Studio		4.7%	19
None of the above / Does not apply		43.5%	175












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		8.5%	34
Arts & Crafts Fair		36.8%	148
Casino		19.9%	80
Community Theatre		19.4%	78
Movie Theater		55.0%	221
Museum		21.9%	88
Live Theater		21.6%	87
Performing Arts Center		16.9%	68
Bingo Hall		10.9%	44
Social Club		7.2%	29
Stadium or Arena		19.7%	79
Wine Tour		5.7%	23
Music Festival		13.9%	56
Wine Festival		11.4%	46
Food Festival		27.6%	111
Car Show		11.2%	45
Seasonal Festival		29.1%	117
Arts Organization		7.7%	31
Cultural Center		10.4%	42
Local Festival		27.4%	110
Historical Society		11.2%	45
None of the above / Does not apply		16.7%	67
Rodeo		1.5%	6






















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		24.6%	99
Professional Sports Team		13.7%	55
Amusement Center / Park		35.3%	142
Family Play Center		6.2%	25
Family Entertainment Center		11.9%	48
Go Kart Track		5.7%	23
Horseback Riding		4.0%	16
Outdoor Park		32.6%	131
Ice Skating or Roller Rink		7.7%	31
Athletic Club		11.2%	45
Zoo		24.1%	97
None of the above / Does not apply		32.3%	130

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		2.5%	10
CrossFit Gym		2.7%	11
Dance Studio		4.0%	16
Fitness Boot Camp		2.2%	9
Exercise Classes		18.2%	73
Gym, Fitness or Athletic Club		26.9%	108
Martial Arts Studio		1.5%	6
Personal Trainer		3.5%	14
Rock Climbing Gym		1.2%	5
Swimming Lessons		4.7%	19
Yoga Studio		8.5%	34
None of the above / Does not apply		57.2%	230
















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		3.7%	15
Bait & Tackle Shop		14.7%	59
Bicycle Shop		7.5%	30
Bicycle Repair Shop		6.5%	26
Bicycle Rental Service		3.7%	15
Bowling Alley		20.1%	81
Fishing Supply Store		13.7%	55
Golf Course		11.7%	47
Golf Driving Range		6.5%	26
Golf Pro Shop		5.5%	22
Gun Shooting Range		12.9%	52
Gun Store		15.9%	64
Miniature Golf Course		18.4%	74
Outdoor Gear Store		7.7%	31
New Sporting Goods Store		12.9%	52
Used Sporting Goods Store		4.7%	19
Sightseeing Tour Agency		5.7%	23
None of the above / Does not apply		40.3%	162
Dive Shop		0.7%	3
Helicopter Tour Agency		1.7%	7
Ski Shop		2.7%	11






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
























Value		Percent	Responses
Adult Club or Entertainment Company		4.5%	18
Bar, Lounge or Pub		34.3%	138
Comedy Club		9.2%	37
Dancing or Night Club		9.2%	37
Music or Concert Hall		20.9%	84
Billiard Hall		4.7%	19
Sports Bar		21.6%	87
Wine Bar		12.4%	50
None of the above / Does not apply		45.8%	184

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		3.2%	13
Card or Stationery Store		17.2%	69
Announcement Printing Service		4.2%	17
Catering Service		6.2%	25
Disc Jockey (DJ)		3.0%	12
Event Coordinator		3.0%	12
Hotel Meeting Room or Event Space		3.7%	15
Musician or Band		5.2%	21
Party Supply Store		16.4%	66
Photographer		6.5%	26
Event Space or Venue		5.0%	20
Videographer		1.7%	7
Wedding Venue or Banquet Hall		3.0%	12
Wedding Planner		2.5%	10
None of the above / Does not apply		63.4%	255

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






Value		Percent	Responses
Continuing Education Courses		10.9%	44
University		8.0%	32
Community College		8.0%	32
Elementary School		6.5%	26
Middle or High School		7.0%	28

Value		Percent	Responses
Adult Education School		9.7%	39
Art School		3.0%	12
Dance Studio		3.5%	14
Musical Instruments and Lessons		4.7%	19
Real Estate School		3.2%	13
Graduate school		3.2%	13
Lecture or Seminar Series		5.2%	21
None of the above / Does not apply		62.4%	251
Preschool		2.5%	10
Charter School		1.2%	5
Culinary School		1.5%	6
Beauty School		1.7%	7
Driving School		2.7%	11
Language School		2.0%	8
Tutoring Center		1.2%	5
Private Elementary School		2.0%	8
Private Middle School		1.0%	4
Private High School		1.2%	5
Private K-12 School		2.5%	10
Private Tutor		1.2%	5
Vocational School		2.2%	9
Aviation / Flight School		2.0%	8
Parochial School		2.0%	8















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

Value		Percent	Responses
Bank		27.6%	111
Credit Union		11.7%	47
Financial Advisor		9.5%	38
Check Cashing Service		2.0%	8
Money Transfer Service		0.7%	3
Stockbroker		3.2%	13
Tax Return Service		16.7%	67
Auto Broker		2.2%	9
Bail Bonds Service		0.5%	2
Bankruptcy Service		0.7%	3
Bookkeeping Service		2.5%	10
Business Development Service		1.5%	6
Car Leasing Service		1.0%	4
Credit Counseling Service		2.0%	8
None of the above / Does not apply		58.2%	234















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		1.0%	4
Debt Consolidation Company		4.0%	16
Credit Repair Service		3.2%	13
Title Loan Company		1.5%	6
None of the above / Does not apply		93.3%	375























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		2.7%	11
Chiropractor		7.2%	29
Dermatologist		13.4%	54
Dentist		32.3%	130
General Practitioner		17.4%	70
Family Practitioner		26.9%	108
Obstetrician & Gynecologist		8.5%	34
Optometrist		17.4%	70
Physical Therapist		7.5%	30
Psychiatrist		4.0%	16
Pediatrician		2.2%	9
Allergist		5.5%	22
Pain Management Physician		5.0%	20
None of the above / Does not apply		42.0%	169























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		9.7%	39
Hearing Aid Center		5.7%	23
Hospital		6.0%	24
Medical Clinic		5.7%	23
Weight Loss Service		4.2%	17
Alcoholism Treatment Program		0.7%	3
Blood Donation Center		3.2%	13
Drug Addiction Treatment Center		0.7%	3
Mental Health Clinic		0.7%	3
Pain Control Clinic		2.7%	11
Walk-In Clinic		4.5%	18
Mental Health Service		1.5%	6
Drug Testing Service		0.2%	1
None of the above / Does not apply		75.1%	302

















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		3.5%	14
Allergy or Asthma Specialist		8.2%	33
Cardiovascular Surgeon		3.0%	12
Mental Health Provider		6.0%	24
Denture or Implant Specialist		7.2%	29
Oral Surgeon		3.7%	15
Orthodontist		4.5%	18
Cardiologist		23.6%	95
Ear, Nose & Throat Doctor		12.7%	51
Gastroenterologist		11.9%	48
Internal Medicine Doctor		22.1%	89
Massage Therapist		11.7%	47
Nutritionist or Dietician		3.0%	12
Oncologist		5.7%	23
Ophthalmologist		22.6%	91
Orthopedist		5.0%	20
Podiatrist		8.0%	32
Urologist		10.2%	41
Surgical Specialist		3.7%	15
None of the above / Does not apply		28.6%	115
Cosmetic Dentist		2.7%	11
Cosmetic or Plastic Surgeon		2.7%	11
Home Health Care Provider		2.2%	9
Naturopathic Practitioner		2.5%	10




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		7.7%	31
Veterans Hospital		6.2%	25
Laboratory or Medical Testing Facility		17.7%	71
Medical Imaging Service		10.9%	44
Medical Supply Store		5.2%	21
Pain Clinic		5.0%	20
Sleep Disorder Clinic		3.5%	14
Urgent Care Clinic		10.0%	40
Medical Walk-In Clinic		8.5%	34
Vascular Surgeon or Vein Center		4.0%	16
Physical Health Center		3.0%	12
Mental Health Service		4.0%	16
None of the above / Does not apply		51.7%	208
Alzheimer's or Memory Care Facility		0.5%	2
Medical Marijuana Authorization		1.7%	7
Hospice Care Provider		0.5%	2
Laser Eye Surgery Clinic		1.2%	5
Medical Spa		1.5%	6
Rehabilitation Clinic		1.2%	5
Sports Medicine Clinic		1.5%	6
Medical Transport Service		1.5%	6
Drug Testing Service		0.2%	1

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		41.0%	165
Regional Airport		14.7%	59
Bed & Breakfast		9.7%	39
Campground		10.2%	41
Cruise Line		13.2%	53
Hotel or Motel (Local)		8.5%	34
Hotel or Motel (Out-of-Town)		56.0%	225
Luggage-Travel Store		0.7%	3
RV Rental Company		0.7%	3
Ski Resort		3.0%	12
Tour Company		5.2%	21
Shuttle Service		7.5%	30
Limo Service		2.0%	8
Taxi Service		7.2%	29
Travel Agent		9.5%	38
None of the above / Does not apply		30.3%	122

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		9.2%	37
Dry Cleaning or Laundry Service		26.4%	106
Electronics Repair Shop		4.7%	19

Value		Percent	Responses
Information Technology (IT) Service		3.2%	13
Jewelry Repair Shop		11.4%	46
Mail Store		14.4%	58
Moving Truck Rental Company		3.7%	15
Printing Service		6.0%	24
Propane Dealer		9.7%	39
Propane Home Heating Service		3.2%	13
Junkyard		3.7%	15
Recycling Center		19.7%	79
Self-Storage Facility		5.5%	22
Sewing and Alterations Shop		7.0%	28
Small Engine Repair Shop		4.7%	19
Shipping Center		9.7%	39
Shoe Repair Shop		6.5%	26
Watch or Clock Repair Shop		5.0%	20
Mobile or Cell Phone Repair Shop		4.2%	17
Copy Shop		7.2%	29
Tool Rental Service		3.0%	12
Airport Parking Lot		14.4%	58
Car Rental Agency		10.7%	43
None of the above / Does not apply		29.1%	117
Bottled Water Delivery Service		1.7%	7
Courier or Delivery Service		2.5%	10
Funeral Service Provider		1.7%	7
Cremation Service Provider		1.0%	4

















Value		Percent	Responses
Adoption Agency		0.7%	3
Animal Control Service		1.7%	7
Marketing Agency		0.7%	3
Marketing Consultant		0.5%	2
Marriage Counselor		1.0%	4
Mediation Service		0.5%	2

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%	19
Charity or Philanthropic Organization		5.2%	21
Church		56.2%	226
City or Municipal Service		8.5%	34
Community Organization		7.5%	30
Community Service or Non-Profit Organization		10.0%	40
City or Town Hall		8.5%	34
Civic Center		5.0%	20
Community Center		11.4%	46
Convention Center		5.5%	22
County Government Office		10.0%	40
Department of Motor Vehicles		40.5%	163
Department of Social Services		3.7%	15
Employment Center		3.7%	15
Gun Club		4.7%	19

Value		Percent	Responses
Veterans Center		6.0%	24
Veterans Organization		4.5%	18
Farm Bureau		3.5%	14
None of the above / Does not apply		20.9%	84
Government or Political Service		2.7%	11
Adult Foster Care Service		0.7%	3
City Center		2.5%	10
Equipment Rental Agency		0.7%	3
Foster Care Service		0.7%	3
Government Economic Program		0.5%	2
Unemployment Office		2.2%	9
Youth Organization		1.7%	7

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		4.2%	17
Paving Contractor		4.2%	17
General Contractor		10.7%	43
Electrician		10.9%	44
Handyman		19.7%	79
Heating & Air Conditioning Service		10.9%	44
Home Maintenance Service		3.7%	15
Landscaping Service		12.2%	49
Painting Contractor		5.7%	23
Plumber or Plumbing Contractor		8.5%	34
Home Security Company		2.5%	10
Countertop Contractor		3.7%	15
Demolition Contractor		0.7%	3
Garbage Collection Service		10.0%	40
Deck Builder		5.0%	20
None of the above / Does not apply		56.7%	228

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		12.7%	51
Chimney Cleaning Service		2.5%	10
Fuel or Oil Home Heating Service		3.2%	13
Furnace Cleaning Service		4.7%	19
Home Gardening Service		3.2%	13
Landscaper		7.0%	28
House Cleaning Service		5.7%	23
Pest Control Service or Exterminator		7.0%	28
Pool Cleaning Service		1.0%	4
Television or Internet Service Provider		17.2%	69
House Cleaning Service		2.7%	11
Lawn Care Service		8.7%	35
None of the above / Does not apply		58.0%	233

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		6.5%	26
Carpenter or Woodworker		6.7%	27
Carpet Installation Contractor		5.7%	23
Concrete Contractor		5.0%	20
Drywall Installation or Repair Contractor		5.0%	20
Fencing Contractor		3.2%	13
Furnace Contractor		3.0%	12

Value		Percent	Responses
Flooring Installation Service		7.2%	29
Gutter Installation or Repair Contractor		3.7%	15
Junk Removal or Hauling Service		5.2%	21
Kitchen or Bath Remodeling Company		6.7%	27
Landscape Architect		3.5%	14
Mover or Moving Company		3.0%	12
Roofing Contractor		6.7%	27
Remodeling Contractor		5.7%	23
Septic Tank Contractor		4.5%	18
Window Installer		4.5%	18
Asphalt Contractor		4.0%	16
None of the above / Does not apply		57.5%	231
Alternative Energy Service		1.7%	7
New Home Builder		0.7%	3
Fire & Water Damage Restoration Service		0.7%	3
Foundation Contractor		1.2%	5
Garage Door Contractor		2.7%	11
Garage Builder		0.5%	2
Insulation Installer		2.5%	10
Siding Installation or Repair Contractor		1.0%	4
Stone or Marble Company		0.5%	2
Tile Contractor		1.5%	6
Waterproofing Contractor		0.7%	3
Water Well Drilling Contractor		0.7%	3
Solar Energy Contractor		2.7%	11





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		0.7%	3
Bathtub Refinishing Service		4.0%	16
Cabinet Refacing Service		1.5%	6
Furniture Upholstery Service		2.0%	8
Home Theater Installation Service		0.7%	3
Interior Designer		1.5%	6
Key or Locksmith Service		3.5%	14
Home Pressure Washing Service		7.0%	28
Shades & Blinds Installation Service		5.5%	22
Arborist		4.2%	17
Water Treatment Supply & Service		2.2%	9
Wallcoverings Store		1.5%	6
Window & Door Installation Service		5.7%	23
None of the above / Does not apply		72.4%	291





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		2.2%	9
Assisted Living Facility		0.2%	1
Retirement Home		1.2%	5
Nursing Home		1.5%	6
55+ Housing Community		5.2%	21
Senior Center		12.4%	50
Adult Day Care		0.7%	3
Geriatric Physician		1.2%	5
Respite Relief Provider		0.2%	1
Senior Care Placement Agency		0.5%	2
None of the above / Does not apply		80.1%	322












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		3.2%	13
Summer Camp		4.7%	19
Sports Camp		2.5%	10
None of the above / Does not apply		91.5%	368








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		21.6%	87
Children's Shoe Store		6.5%	26
Children's Furniture Store		1.7%	7
None of the above / Does not apply		78.1%	314









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		3.7%	15
Animal Daycare		3.5%	14
Emergency Animal Hospital		3.5%	14
Pet Boarding		8.7%	35
Pet Breeder		0.7%	3
Pet Groomer		22.9%	92
Pet Sitter		4.2%	17
Pet Trainer		1.0%	4
Pet Walker		0.5%	2
Veterinarian		42.5%	171
None of the above / Does not apply		47.3%	190










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		11.9%	48
Bird Specialty Store		1.2%	5
Bird Shop		1.0%	4
Pet Boutique		2.7%	11
Fish or Aquarium Store		2.5%	10
Pet Store		36.8%	148
None of the above / Does not apply		53.5%	215

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

Value		Percent	Responses
Mortgage Broker		2.0%	8
Property Manager		2.2%	9
Realtor		6.0%	24
Real Estate Brokerage Firm		1.0%	4
Title & Escrow Company		2.0%	8
Estate Appraiser		1.7%	7
Estate Liquidator		1.0%	4
None of the above / Does not apply		90.0%	362

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		3.2%	13
Developer		0.2%	1
Home Inspector		2.7%	11
Home Staging Company		1.0%	4
Manufactured or Modular Home Builder		1.0%	4
New Home Builder		1.7%	7
Mortgage Banker		2.5%	10
Real Estate Appraiser		5.0%	20
None of the above / Does not apply		88.3%	355


























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		69.7%	280
Family Style Restaurant		51.5%	207
Buffet Restaurant		35.6%	143
Fine Dining Restaurant		29.4%	118
Restaurant with Lounge or Bar		27.9%	112
Pizza Restaurant		54.5%	219
Ethnic Restaurant		16.9%	68
Chinese Restaurant		39.1%	157
Mexican Restaurant		32.6%	131
Italian Restaurant		35.6%	143
Japanese or Sushi Restaurant		10.9%	44
Thai Restaurant		7.0%	28
Indian Restaurant		4.7%	19
None of the above / Does not apply		5.2%	21

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
Art Supply Store		8.7%	35
Art Gallery		6.0%	24
Craft Supply Store		23.1%	93
Bookstore		34.6%	139
Candle Shop		10.9%	44
Coin Shop		3.0%	12


























Value		Percent	Responses
Computer Store		10.7%	43
Department Store		68.2%	274
Discount Store		59.5%	239
Drugstore or Pharmacy		64.4%	259
Electronics Store		13.7%	55
Fabric Store		15.7%	63
Florist		13.4%	54
Gift Shop		18.4%	74
Herb Shop or Herbalist		4.0%	16
Hobby Shop		18.2%	73
Mobile Phone Store		16.9%	68
Music and Video Store		7.0%	28
Music Instrument Store		3.7%	15
Music Store		4.5%	18
Office Equipment & Supply Store		13.4%	54
Outlet Store		27.1%	109
Pawn Shop		6.2%	25
Flea Market		30.1%	121
Religious Supply or Gift Shop		5.2%	21
Scrap Metal Dealer		3.2%	13
Sewing Studio		3.2%	13
Shopping Center		44.0%	177
Consignment Shop		26.4%	106
Tobacco Store		6.2%	25
Toy Store		10.4%	42


Value		Percent	Responses
Record Store		3.0%	12
Vitamin or Supplement Store		11.2%	45
Wholesale, Warehouse or Club Store		23.4%	94
Thrift Store		35.1%	141
Yard Equipment Store		8.5%	34
Costume Store		3.0%	12
Camera Store		3.5%	14
Bead Store		4.5%	18
Gun Shop		12.9%	52
Christian Book Store		13.2%	53
Christmas Store		14.9%	60
Yarn Store		5.0%	20
None of the above / Does not apply		4.2%	17
Adult Video or Adult Store		2.0%	8
Blown Glass Gallery		1.5%	6
Home and Office Battery Store		1.7%	7
New Age Book Store		1.0%	4
Cigar Store		2.5%	10
Comic Book Shop		1.2%	5
Equipment Rental Store		1.7%	7
Knife Store		2.0%	8
Military Surplus Store		2.5%	10
Monument or Memorial Company		0.7%	3
Sign Store		1.5%	6
Vape or Smoke Shop		2.7%	11

Value		Percent	Responses
Trophy or Award Store		1.0%	4
Wedding Supply Store		2.0%	8
Flag Store		1.0%	4
Survival Store		0.7%	3
Stamp Shop		1.5%	6
Marijuana Dispensary		2.0%	8
Photo Restoration Service		1.5%	6
Security Service		1.5%	6
Gold Dealer		1.2%	5
Coworking Space		0.5%	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		19.2%	77
Major Appliance Store		11.9%	48
Small Appliance Store		6.2%	25
TV & Appliance Store		8.2%	33
Baby Supply & Furniture Store		4.2%	17
Bath & Accessory Store		22.4%	90
Building Supply Store or Lumber Yard		26.6%	107
Carpet Store		6.7%	27
Fireplace, Wood Stove or Barbeque Store		3.7%	15
Flooring Store		10.0%	40






Value		Percent	Responses
Frame Shop		3.2%	13
Furniture Store		16.4%	66
Hardware Store		36.8%	148
Home & Garden Center		39.3%	158
Home Decor Store		14.9%	60
Lighting Store		5.2%	21
Mattress or Bedding Store		11.9%	48
Plant Nursery & Garden Supply Store		22.1%	89
Outdoor Furniture Store		4.7%	19
Paint Store		12.9%	52
Tool Store		6.7%	27
TV Store		4.7%	19
None of the above / Does not apply		21.4%	86
Cabinet Store		2.7%	11
Clock Shop		2.5%	10
Furniture Restoration Shop		1.7%	7
Hot Tub or Spa Dealer		2.2%	9
Rent-to-Own Store		2.0%	8
Rug Store		2.2%	9
Solar Energy Equipment Dealer		1.5%	6
Pool & Spa Dealer		2.5%	10
Tool Rental Center		2.2%	9
Vacuum Store		2.5%	10
Window Store		1.7%	7
Futon Store		0.7%	3

Value		Percent	Responses
Used Building Supply Store		1.7%	7










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		19.2%	77
Beauty Supply Store		22.9%	92
Clothing Accessory Store		32.3%	130
Menswear Store		21.9%	88
Women's Clothing Store		51.5%	207
Eyewear & Opticians Store		34.1%	137
Jewelry Store		15.4%	62
Leather Goods Store		4.0%	16
Lingerie Store		4.5%	18
Logo Apparel Store		3.5%	14
Outdoor Clothing Store		12.7%	51
Perfume Store		6.0%	24
Shoe Store		49.0%	197
Sportswear Store		10.0%	40
Swimwear Store		5.7%	23
None of the above / Does not apply		16.7%	67
Bridal Shop		2.5%	10
Fur Store		1.0%	4
Maternity Store		0.7%	3
Watch Store		1.5%	6
Western Wear Store		2.2%	9






















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

Value		Percent	Responses
Accountant or CPA		8.7%	35
Insurance Agency		10.4%	42
Legal Firm or Attorney		5.0%	20
Tax Advisor		9.5%	38
None of the above / Does not apply		76.1%	306

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		0.5%	2
Architect or Architecture Firm		1.5%	6
Commercial Builder		0.7%	3
Employment or Staffing Agency		3.7%	15
Graphic Designer		1.0%	4
Telecommunications Provider		6.7%	27
Life Coach		1.7%	7
Private Investigator		0.7%	3
None of the above / Does not apply		87.6%	352

















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 Boat Repaired or Serviced		3.2%	13
None of the above / Does not apply		88.6%	356
Purchase New All-Terrain Vehicle (ATV)		2.0%	8
Purchase New Boat		0.7%	3
Purchase New Personal Watercraft		0.2%	1
Purchase New Motorcycle		1.0%	4
Purchase New Motorcycle Trike		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		1.7%	7
Purchase Used Boat		1.0%	4
Purchase Used Personal Watercraft		0.7%	3
Purchase Used Motorcycle		0.7%	3
Purchase Used Motorcycle Trike		0.5%	2
Purchase Used Snowmobile		0.2%	1
Have Motorcycle Repaired		1.2%	5
Purchase Motorcycle Parts		1.2%	5
Purchase Boat Parts		2.7%	11
Purchase Marine Electronics		0.5%	2
Purchase New Golf Cart		0.7%	3
Purchase Used Golf Cart		1.2%	5
Purchase Motorcycle Apparel		2.0%	8
Rent Snowmobile		0.2%	1




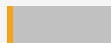




61. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	1
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class C RV		0.7%	3
Purchase Used Travel Trailer or 5th wheel		1.0%	4
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		97.0%	390

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		7.2%	29
New Luxury Vehicle - Under \$50,000		1.0%	4
New Luxury Vehicle - \$50,000 - \$75,000		0.5%	2
New Minivan		0.7%	3
New SUV		4.2%	17
New Truck		2.7%	11
Used Car		12.2%	49
Used Luxury Vehicle - Under \$30,000		1.5%	6
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	2
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		0.2%	1
Used Minivan		1.5%	6
Used SUV		4.5%	18
Used Truck		3.7%	15
Used Hybrid or Electric Vehicle		1.0%	4
None of the above / Does not apply		71.9%	289













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


Value		Percent	Responses
Compact car		7.5%	30
Full-size car		5.5%	22
Luxury vehicle (any size)		1.2%	5
Midsized car		7.0%	28
Pickup truck		7.0%	28
Sport utility vehicle (SUV)		19.9%	80
Van or mini-van		3.5%	14
None of the above		48.5%	195

Total: 402



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		3.5%	14
Chevrolet		12.2%	49
Dodge		4.7%	19
Ford		14.4%	58
GMC		5.2%	21
Honda		9.5%	38
Hyundai		7.2%	29
Jeep		6.0%	24
Kia		4.7%	19
Nissan		7.0%	28
Subaru		9.2%	37
Toyota		10.9%	44

Value		Percent	Responses
None of the above / Does not apply		50.7%	204
Aston Martin		0.5%	2
Acura		1.2%	5
Audi		1.5%	6
BMW		1.0%	4
Cadillac		1.5%	6
Chrysler		2.2%	9
Ferrari		0.2%	1
Fiat		0.5%	2
Infiniti		0.7%	3
Jaguar		0.7%	3
Land Rover		0.2%	1
Lamborghini		0.7%	3
Lexus		0.7%	3
Lincoln		1.2%	5
Mazda		2.2%	9
Mercedes-Benz		1.0%	4
Mini		0.2%	1
Mitsubishi		1.5%	6
Porsche		0.5%	2
Saab		0.2%	1
Scion		0.7%	3
Suzuki		1.0%	4
Tesla		1.0%	4
Volkswagen		1.2%	5














Value		Percent	Responses
Volvo		0.7%	3























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		20.9%	84
No		79.1%	318












Total: 402




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)		4.2%	17
Office Equipment		5.2%	21
Printer		8.7%	35
Ink or Printer Cartridges		35.3%	142
Satellite Radio		3.2%	13
Wi-Fi for Home		5.7%	23
Headphones		10.7%	43
Portable Speakers		4.5%	18
Customizable Smartphone accessories		3.5%	14
Wireless Speakers		3.0%	12
Smartphone Charger		9.0%	36
Phone or Tablet Controlled Home Tech Products		3.5%	14
Noise Canceling Headphones		3.2%	13







Value		Percent	Responses
Phone Calling Card		3.7%	15
Healthcare Device		5.0%	20
Surge Protector		5.5%	22
Aerial Drone		3.0%	12
Apple Watch		4.5%	18
Activity Tracker or Pedometer		7.5%	30
Batteries for Electronics		29.9%	120
None of the above / Does not apply		38.6%	155
Home Theater System		2.0%	8
Satellite TV System		1.5%	6
Stereo System (Home)		0.7%	3
Smartwatch		2.7%	11
Compact/Mini Projector		1.0%	4
Wearable Electronics		0.7%	3
Aerial Drone Accessories		0.7%	3
Short Wave Radio		0.5%	2
Wireless Hotspot		2.7%	11
Assistive Technology for Hearing		2.2%	9
Assistive Technology for Vision		1.2%	5
Virtual Reality Headset		0.7%	3
Smartwatch Accessories		0.7%	3
Smart Sports Equipment		0.5%	2

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		3.2%	13
Camera Memory Card		5.0%	20
Computer Accessories		6.5%	26
Computer Software		3.5%	14
Tablet (iPad or Similar)		8.5%	34
Personal Computer		4.5%	18
Laptop Computer		9.0%	36
TV (3D)		3.0%	12
4K Ultra HD TV		5.5%	22
Smart TV		8.5%	34
PC Laptop		5.2%	21
MacBook		3.7%	15
None of the above / Does not apply		54.0%	217
Camera (Digital) SLR		2.2%	9
Mirrorless Camera		1.2%	5
Camera (Film)		1.2%	5
Camera Accessories or Supplies		2.5%	10
Camera Lens		1.7%	7
Portable DVD Player		2.0%	8
E-Reader (Kindle or Similar)		1.2%	5
TiVo or DVR		1.2%	5
Computer Bag		1.5%	6
Digital Recording Binoculars or Optics		0.5%	2
Curved TV		1.2%	5
OLED TV		1.0%	4



















Value		Percent	Responses
Digital TV Tuner or Converter		0.5%	2
Audio Visual Cables and Connectors		1.7%	7
Chromebook		1.7%	7
Refurbished Laptop		1.0%	4
Computer or Tablet Support		2.5%	10

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		22.1%	89
Conventional Cell Phone		9.0%	36
Prepaid Cell Phone		3.0%	12
Unlocked Cell Phone		2.2%	9
Large-Screen Smartphone		3.2%	13
None of the above / Does not apply		67.7%	272

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		4.0%	16
Necklaces		13.2%	53
Rings (Other)		7.2%	29
Earrings		20.9%	84
Pendants		3.0%	12
Diamond Jewelry		5.5%	22

Value		Percent	Responses
Silver Jewelry		8.2%	33
Gemstone Jewelry		4.7%	19
Children's Jewelry		3.7%	15
Costume Jewelry		11.7%	47
Women's Jewelry		13.2%	53
None of the above / Does not apply		59.7%	240
Engagement Rings		1.0%	4
Wedding Rings		2.0%	8
Graduation Rings		1.5%	6
Celtic Jewelry		1.7%	7
Pearl Jewelry		0.7%	3
Men's Jewelry		1.7%	7
Designer Jewelry		1.2%	5
Custom Designed Jewelry		1.5%	6
Crystal Figurines		0.7%	3
Jewelry Box or Organizer		1.5%	6
Men's High-End Watch		1.5%	6
Women's High-End Watch		1.5%	6

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		11.9%	48
Crop Insurance		0.2%	1
Dental Insurance		6.2%	25
Disability Insurance		1.0%	4
Homeowner Insurance		6.7%	27
Life Insurance		7.7%	31
Medical (Health) Insurance		6.0%	24
Medicare		4.2%	17
Long Term Care Insurance		1.5%	6
Pet Insurance		2.0%	8
Renters Insurance		2.7%	11
Agriculture Insurance		1.0%	4
Professional Liability Insurance		0.2%	1
None of the above / Does not apply		73.4%	295
















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

Value		Percent	Responses
Audiologist		4.0%	16
Chiropractor		4.0%	16
Family Practice Doctor		10.4%	42
Optometrist		4.5%	18
Primary Care Provider		9.0%	36
Drugstore or Pharmacy		10.2%	41
None of the above / Does not apply		70.9%	285
Acupuncture		2.0%	8
Counseling & Mental Health Specialist		2.2%	9
Geriatric Specialist		0.7%	3
Home Healthcare		0.7%	3
Hospital		2.7%	11
Medical Clinic		2.7%	11
Pediatric Dentist		1.2%	5
Pediatrician		1.5%	6
Wellness Business		0.7%	3
Substance Abuse Treatment Provider		0.2%	1
Weight Loss Service		2.2%	9
Alternative Care Provider		1.0%	4
Physical Therapy or Rehabilitation service provider		2.7%	11
Hearing Aid Center		2.7%	11
















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		2.5%	10
Bankruptcy Attorney		1.0%	4
Banking, Partnership & Business Law Attorney		0.7%	3
Child Support Attorney		0.7%	3
Criminal Law Attorney		0.5%	2
Disability & Social Security Attorney		1.2%	5
Divorce & Family Law Attorney		1.7%	7
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.7%	3
General Practice Attorney		2.7%	11
Intellectual Property Attorney		0.2%	1
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.5%	2
Probate Attorney		0.7%	3
Real Estate Attorney		1.5%	6
Taxation Attorney		0.7%	3
Wills, Trusts & Estates Attorney		14.2%	57
None of the above / Does not apply		78.9%	317






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		2.7%	11
Breast Augmentation		0.7%	3
Breast Implants		0.5%	2
Dermabrasion		1.2%	5
Eyelid Surgery		0.7%	3
Fat Reduction		1.5%	6
Hair Transplant		0.2%	1
Hair Loss Treatment		0.5%	2
Lap Band		0.2%	1
Lip Augmentation		0.5%	2
Liposuction		0.5%	2
Lasik		1.0%	4
Skin Treatment		3.5%	14
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		90.8%	365

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		54.2%	218
Teeth Cleaning		47.8%	192
Cavity Filling		14.7%	59
Crown		8.0%	32
Oral Surgery		3.5%	14
Braces		3.5%	14
Composite Bonding		1.5%	6
Dental Implants		5.2%	21
Dental Veneers		2.5%	10
Dentures		6.5%	26
Full Mouth Reconstruction		0.2%	1
Inlays or Onlays		0.5%	2
Smile Makeover		0.7%	3
Teeth Whitening		5.0%	20
None of the above / Does not apply		23.9%	96

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		43.8%	176
Purchase Health Related Products		10.7%	43
Use Physical Rehabilitation Services		3.2%	13
Purchase Health and Wellness Supplements		12.7%	51
Receive Treatment for Back Pain		5.0%	20

Value		Percent	Responses
Have an Eye/Vision Exam		54.5%	219
Purchase Prescription Eyeglasses		25.6%	103
Purchase Prescription Contact Lenses		7.0%	28
Have an Annual Physical or Checkup		48.8%	196
Have X-Rays Taken		11.4%	46
Have a Scheduled Surgery		5.0%	20
Have Blood Drawn for Testing		48.5%	195
Plan to Visit a Hospital for any Medical Service or Procedure		10.2%	41
Have Foot Problems Diagnosed or Treated		7.5%	30
Senior Travel		4.5%	18
Receive Treatment for a Sleep Disorder		3.7%	15
Purchase Allergy Medications		12.4%	50
Cardiovascular Treatment		7.0%	28
Cancer Treatment		5.0%	20
Orthopaedic or Knee Surgery		3.2%	13
Nutritional Counseling		3.2%	13
Chiropractic Care		8.7%	35
Do Corrective Exercises		4.5%	18
Purchase Blood Pressure Monitoring Device		3.2%	13
Purchase Diabetes Testing Supplies		10.2%	41
Get Vaccinations at Drug Store or Pharmacy		15.9%	64
Join a Weight Loss Group		3.0%	12
Discretionary Health Care and Wellness Services and Products		4.0%	16
Purchase Vitamins		33.8%	136
Purchase Anti Anxiety Medication or Supplements		5.5%	22

Value		Percent	Responses
None of the above / Does not apply		20.9%	84
Purchase Elder Care-Related Products or Services		0.2%	1
Purchase Medical Supplies or Equipment for Home		1.7%	7
Find Home for Aging Parent		0.7%	3
Participate in a Medical Study		2.0%	8
Stop Smoking		2.0%	8
Purchase a Mobility Device		1.2%	5
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Handicap Accessible Products		2.7%	11
Purchase Orthopedic Shoes		1.0%	4
Purchase Home Medical Testing Equipment or Supplies		2.7%	11
Hire a Caregiver or Respite Worker		0.5%	2
Purchase "Aging in Place" Products		1.0%	4
Purchase a Medical Alert Service		1.0%	4
Have Safety Bars Installed in Bathroom		2.5%	10
Use Personal Trainer or Instructor		1.7%	7
Stroke Treatment		0.7%	3
Memory or Alzheimer's Care		1.5%	6
Spinal and Postural Screening		0.7%	3
Physiotherapy		1.0%	4
Receive Treatment for Substance Abuse		0.2%	1
Receive Aquatic Therapy		1.7%	7
Purchase Weight Loss Supplements		1.5%	6
Purchase Weight Loss Food Plan		1.5%	6
Have Reflexology Treatment		1.5%	6

Value		Percent	Responses
Hire a Weight Loss Professional		0.2%	1
Have Cataract Surgery		2.5%	10
Purchase Marijuana		1.7%	7
Have Acupuncture		2.5%	10
Receive Treatment for PTSD		0.7%	3
Purchase Hemp Based Supplements		2.5%	10

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		0.5%	2
Purchase a "In-the-Ear" Hearing Aid		0.5%	2
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	2
Purchase a Digital Hearing Aid		0.2%	1
Purchase a "Behind-the-Ear" Hearing Aid		0.5%	2
Purchase Hearing Aid Cleaning Supplies		1.2%	5
Purchase Hearing Aid Batteries		3.7%	15
Purchase a "In-the-Canal" Hearing Aid		0.7%	3
Purchase a Analog Hearing Aid		0.2%	1
Have a Hearing Exam		12.9%	52
None of the above / Does not apply		84.1%	338














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		1.7%	7
Pre-purchase a Funeral Plot or Cremation Service		3.2%	13
Purchase a Monument or Headstone		1.2%	5
Use a Funeral Planner		1.7%	7
Purchase Flowers for a Funeral		3.2%	13
Use a Cremation Service		0.5%	2
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	1
None of the above / Does not apply		89.8%	361















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		1.2%	5
Move into a Assisted Living Facility		0.5%	2
Move into a Nursing Home		0.2%	1
Move into a Alzheimers Care Facility		0.2%	1
Hospice to your Home or House		0.7%	3
Utilize a Respite Provider		0.5%	2
None of the above / Does not apply		97.3%	391












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		3.5%	14
Open Savings Account		4.2%	17
Online Banking		34.3%	138
Manage Investments		12.4%	50
Manage Retirement Accounts		13.4%	54
Mortgage Line of Credit		1.7%	7
Financial Consulting		11.2%	45
Financial Services		12.4%	50
Safe Deposit Box Rental		8.2%	33
Obtain New Credit Card		2.5%	10
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		1.0%	4
None of the above / Does not apply		46.8%	188










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		6.5%	26
Certificates of Deposit		7.7%	31
City or State Bonds		2.0%	8
Collectibles, Antiques or Art		2.0%	8
Common or Preferred Stock		5.2%	21
Corporate Bonds or Debentures		1.5%	6
401(k)		18.9%	76
Gold or Precious Metals		1.7%	7
IRA		10.0%	40
Money Market Funds		7.5%	30
Mutual Funds		11.4%	46
Non-US Stocks		1.5%	6
Options		1.0%	4
US Savings Bonds		2.2%	9
US Treasury Notes		1.2%	5
Coins or Stamps		4.7%	19
None of the above / Does not apply		61.7%	248

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		0.2%	1
Business Equipment Loan		1.2%	5
Carpeting or Furniture Loan		1.0%	4
College Expenses Loan		1.2%	5
College Tuition Loan		1.2%	5
Debt Consolidation Loan		3.7%	15
Medical Expenses Loan		0.5%	2
New Vehicle Loan		5.0%	20
Used Vehicle Loan		7.0%	28
Vacation or Travel Loan		1.0%	4
Wedding Loan		0.7%	3
None of the above / Does not apply		84.8%	341

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








Value		Percent	Responses
Athletic Apparel		21.4%	86
Coats		18.4%	74
Lipstick		25.4%	102
Nail Polish		19.9%	80
Eyewear or Sunglasses		40.8%	164
Formal Wear		4.0%	16
Handbags		22.9%	92
Hats		8.0%	32
Intimate Apparel		17.9%	72

Value		Percent	Responses
Jewelry or Accessories		21.4%	86
Watches		8.2%	33
Luggage or Bags		4.7%	19
Perfume		16.9%	68
Men's Apparel		42.3%	170
Men's Shoes		35.8%	144
Men's Underwear		34.1%	137
Women's Apparel		58.2%	234
Women's Pajamas or Sleepwear		25.1%	101
Women's Shoes		53.0%	213
Women's Underwear		42.5%	171
Swimwear		16.4%	66
Socks		40.0%	161
Scarves		9.0%	36
Ties		4.7%	19
Uniforms		5.0%	20
Outerwear		16.9%	68
None of the above / Does not apply		13.4%	54
Body Jewelry		2.7%	11
Fur Coat		0.5%	2
Western Clothing		2.2%	9

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		9.2%	37
Children's Winter Coats		8.0%	32
Children's Swimwear		10.4%	42
Children's Pants		14.2%	57
Children's T-Shirts		17.4%	70
Children's Dresses		10.4%	42
Children's Pajamas or Sleepwear		16.7%	67
Children's Socks		13.7%	55
Children's Party Dresses		3.5%	14
Children's Shorts		14.9%	60
Infant Clothing		7.7%	31
Children's School Uniform		2.7%	11
Children's Athletic Clothing		8.7%	35
None of the above / Does not apply		72.6%	292

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)		38.1%	153
Boots (Men's)		15.7%	63
Classic & Fashion Sneakers (Men's)		10.9%	44
Lace-Ups (Men's)		7.5%	30
Sandals (Men's)		5.5%	22
Slippers (Men's)		6.2%	25
Work & Safety (Men's)		6.7%	27

















Value		Percent	Responses
Lace-Up Sneakers (Women's)		17.9%	72
Pumps (Women's)		13.4%	54
Sling-Back Sandals (Women's)		10.7%	43
Classic & Fashion Sneakers (Women's)		19.2%	77
Slippers (Women's)		11.4%	46
Work & Safety (Women's)		3.7%	15
Athletic & Outdoor Shoes (Women's)		38.8%	156
Loafers & Slip-Ons (Women's)		20.4%	82
Slippers (Children's)		3.7%	15
Athletic & Outdoor Shoes (Children's)		12.4%	50
Sandals (Children's)		7.0%	28
Slip-Ons (Children's)		4.7%	19
Dress Shoes (Children's)		4.5%	18
None of the above / Does not apply		23.6%	95
Cowboy Boots (Men's)		1.5%	6
Formal & Tuxedo Footwear (Men's)		1.7%	7
Cowboy Boots (Women's)		1.2%	5
Cowboy Boots (Children's)		1.0%	4

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		15.9%	64
Have Clothing Dry Cleaned		28.6%	115
Have Shoes Repaired		10.9%	44
Rent or Purchase a Costume		1.2%	5
Wash Clothing at a Laundromat		8.2%	33
Purchase Custom Made Clothing Items		1.5%	6
None of the above / Does not apply		57.0%	229


























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

Value		Percent	Responses
Archery Equipment		4.0%	16
Bicycle or Mountain Bike (Adult)		4.5%	18
Bicycle Tune-Up or Repair		4.2%	17
Camping or Hiking Equipment		4.0%	16
Exercise or Fitness Equipment		5.7%	23
Fishing Rods or Reels		6.2%	25
Fishing Bait or Attractant		12.2%	49
Fishing Accessories		15.4%	62
Golf Clubs or Equipment		5.0%	20
Hunting Gear		6.7%	27
Ammunition		19.4%	78
Swimming Gear		4.5%	18
Weight Lifting Equipment		4.2%	17
Rifle		4.7%	19

Value		Percent	Responses
Hand Gun		8.2%	33
None of the above / Does not apply		53.5%	215
Bowling Equipment		2.2%	9
High End Bicycle		1.0%	4
Bicycle Rental		2.7%	11
Racquet Equipment		0.2%	1
Running or Jogging Equipment		2.7%	11
Scuba, Diving or Snorkeling Equipment		0.2%	1
Skiing Equipment		1.0%	4
Soccer Equipment		1.5%	6
Sports Equipment (Children)		1.7%	7
Sports Memorabilia		2.5%	10
Trampoline		1.7%	7
Trophies or Plaques		0.5%	2
Used Sporting Equipment		2.2%	9
Shotgun		2.5%	10

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		32.6%	131
Bedding Flowers or Perennials		43.8%	176
Chainsaw		4.5%	18
Fertilizer		26.1%	105
Flower Pots		22.4%	90

Value		Percent	Responses
Garden Ornaments		11.9%	48
Gravel or Rock		14.9%	60
Hand Garden Tools		10.9%	44
Landscaping		10.9%	44
Indoor Garden Supplies		4.5%	18
Decorative Rock		9.2%	37
Lawn Seed, Turf or Sod		10.2%	41
Outdoor Fireplace or Fire Pit		3.7%	15
Outdoor Furniture		8.2%	33
Outdoor Grill		7.7%	31
Patio Cover, Awning or Canopy		3.0%	12
Patio Furniture		7.0%	28
Propane		17.9%	72
Lawn Mower (Push)		4.2%	17
Lawn Mower (Riding)		4.2%	17
Shrubby or Trees		9.0%	36
Stone (Cast, Crushed or Natural)		4.5%	18
Leaf Blower		4.7%	19
Insect or Fungus Control Products		11.9%	48
Outdoor Garden Flags		7.2%	29
Snow Blower		3.2%	13
None of the above / Does not apply		28.1%	113
Fountains		2.7%	11
Gate		0.5%	2
Gazebo		2.2%	9
























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		2.7%	11
Patio Heater		1.0%	4
Outdoor Infrared Heater or Fireplace		0.7%	3
Outdoor Smoker		0.5%	2
Outdoor Kitchen Equipment		0.2%	1
Outdoor Entertainment Center		0.5%	2
Pole Shed		0.5%	2
Portable Outdoor Heater		0.5%	2
Power Garden Tools		1.2%	5
Rototiller		0.7%	3
Screen Porch		2.5%	10
Storage Shed		2.5%	10
Greenhouse		1.0%	4

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		9.7%	39
Animal Healthcare Products		7.7%	31
Fertilizers, Herbicides or Pesticides		9.5%	38
Planting and Seeding Equipment		3.2%	13
Plants, Plantings or Agricultural Seed		9.7%	39
Propane, Oils or Fuels		10.7%	43
Rocks, Gravel or Sand		6.2%	25

Value		Percent	Responses
Straw or Bedding Materials		3.0%	12
None of the above / Does not apply		67.9%	273
ATV Products and Attachments		2.5%	10
Barn or Pole Building		0.7%	3
Blowers		1.7%	7
Steel Farm Building		0.5%	2
Carts or Utility Carriers		1.0%	4
Cement Mixers or Rollers		0.5%	2
Chippers or Shredders		0.5%	2
Diggers, Drillers or Drivers		0.7%	3
Drainage or Irrigation Equipment		1.2%	5
Farm Tool Rental		0.2%	1
Farm Equipment Rental		0.5%	2
Farm Machinery or Tractor Attachments & Implements		0.2%	1
Farm Work Clothes		1.0%	4
Ground-Working Equipment		1.2%	5
Mowers, Cutters or Clippers		2.5%	10
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Pivot		0.2%	1
Rakes or Hay Handling Equipment		0.5%	2
Scoops or Shovels		2.2%	9
Sprayers or Spreaders		2.0%	8
Sweepers or Industrial Vacuums		0.2%	1
Tree Cutters or Tree Maintenance Equipment		2.7%	11


























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		15.7%	63
Bird Seed		22.1%	89
Cat Food		32.6%	131
Dog Food		33.1%	133
Fish Food		4.5%	18
Specialized Pet Food		4.2%	17
Other Pet Food		7.0%	28
Pet Accessories		18.2%	73
Pet Clothing		5.5%	22
Pet Toys		23.6%	95
Bird House		4.5%	18
Annual Pet Vaccinations		37.1%	149
Annual Pet Checkups		33.3%	134
Preventative Care		7.7%	31
Adopt or Rescue a Pet		6.7%	27
Purchase Pet Medication		11.7%	47
Purchase Dog Bed		4.2%	17
Board a Pet Overnight		5.0%	20
Pet Dental Care		5.0%	20
None of the above / Does not apply		33.3%	134
Pet Enclosure		1.0%	4
Aquarium or Tank		2.0%	8
Fish Supplies		2.0%	8






















Value		Percent	Responses
Disease Diagnosis		1.7%	7
Pet Travel Cage		2.0%	8
Pet Travel Accessories		0.7%	3
Cremation or Burial Services		1.2%	5
Purchase a Pet		0.7%	3
Holistic or Alternative Pet Care		1.0%	4
Pet Tracking Device		1.7%	7
Bird Health Care		1.0%	4
Animal Training Classes		2.0%	8
Hemp Based Pet Supplements		0.5%	2
Holistic or Alternative Pet Supplements		1.0%	4
Anti Anxiety or Stress Pet Medication for Holidays		1.5%	6

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		4.5%	18
Add a Fence or Wall Structure		5.7%	23
Remodel Kitchen		4.7%	19
Remodel Bathroom		8.2%	33
Build a Storage Shed		3.5%	14
General Remodeling		7.0%	28
Sealcoating		4.5%	18
Replace Carpet		7.0%	28
Asphalt Repair		4.0%	16

Value		Percent	Responses
Asphalt Resurfacing		5.0%	20
Replace Flooring		9.2%	37
Replace Windows		4.7%	19
None of the above / Does not apply		61.2%	246
Add a Room		2.0%	8
Add a Home Office		1.0%	4
Cabinet Refacing or Resurfacing		2.2%	9
Refinish Bathtub		2.0%	8
Install a Glass Shower		1.5%	6
Remodel or Finish Basement Living Area		2.2%	9
Replace Garage Door		1.5%	6
Build a Garage		0.5%	2
Build Out-Building		1.2%	5
Have Furniture Restored		1.0%	4
Add a Swimming Pool		1.2%	5
Switch from Electric to Gas		0.2%	1
Install a Stair Lift		0.7%	3
Install "Aging In Place" Products		1.5%	6
Install a Solar Energy System		1.2%	5
Install Security or Monitoring System		1.5%	6
Resurface or Build New Driveway		2.5%	10
Stone or Marble Work (Bathroom or Kitchen)		1.7%	7
Residential Paving		2.0%	8
Build a "Tiny House"		0.5%	2
Install Handicap Accessible Addition		0.2%	1










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		6.7%	27
Decking		7.2%	29
Doors (Exterior)		7.7%	31
Doors (Interior)		3.7%	15
Electrical Supplies		5.7%	23
Fencing		4.5%	18
Generator		3.2%	13
Hand Tools		4.2%	17
Insulation		3.2%	13
Kitchen Cabinets		3.2%	13
Lighting and Fixtures		7.7%	31
Lumber		7.2%	29
Molding		3.5%	14
Paint (Exterior)		8.2%	33
Paint (Interior)		21.6%	87
Plywood		3.2%	13
Plumbing Supplies		4.5%	18
Rain Gutters		3.5%	14
Screen Door		5.0%	20
Windows (Double-Hung)		3.7%	15
None of the above / Does not apply		53.0%	213
Circular Saw		1.0%	4













Value		Percent	Responses
Furnace		1.2%	5
Hardwood Products		2.5%	10
Home Security Doorbell Camera		2.0%	8
Lock Sets		1.7%	7
Mill Work		1.0%	4
Power Tools		2.7%	11
Roofing (Composition)		2.2%	9
Roofing (Other)		2.5%	10
Security Door		1.5%	6
Security Locks		1.2%	5
Security Window Film		0.5%	2
Siding		2.2%	9
Solar Screen		0.2%	1
Waterproofing		1.7%	7
Water Softener System or Supplies		1.7%	7
Wet or Dry Vacuum		0.7%	3
Wood Stove or Fireplace		1.0%	4
Window Guards		0.2%	1
Windows (Casement)		2.0%	8
Windows (Picture)		0.7%	3
Windows (Slider)		1.7%	7
Windows (Bay or Bow)		0.5%	2
























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		4.7%	19
Air Duct Cleaning		6.2%	25
Appliance Repair		4.5%	18
Blinds Cleaning		3.7%	15
Carpet Cleaning		12.4%	50
Chimney Cleaning		4.5%	18
Drywall Installation or Repair		3.7%	15
Electrical Repair		4.5%	18
Flooring - Ceramic Tile (Installation or Repair)		3.5%	14
Flooring - Laminate (Installation or Repair)		5.2%	21
Flooring - Wood (Installation or Repair)		5.0%	20
Flooring - Other (Installation or Repair)		3.0%	12
Furnace Cleaning		9.2%	37
Gutter Installation or Repair		3.0%	12
Handyman Services		11.9%	48
Home Repair		5.7%	23
Home Remodel		3.5%	14
None of the above / Does not apply		49.5%	199
Alternative Energy Systems Installation		1.7%	7
Alternative Energy Systems (Service or Repair)		1.2%	5
Carpenter or Woodworking		2.7%	11
Concrete Repair		2.7%	11
Electrical Panel Replacement		1.2%	5
Excavation & Wrecking		0.5%	2
Fire & Water Damage Restoration		0.5%	2

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		2.5%	10
Foundation Repair		2.0%	8
Furnace Repair		1.0%	4
Furniture Reupholster		1.0%	4
Gardening Services		2.7%	11
Heating Repair		1.2%	5
Home Computer Repair		0.5%	2
Home Electronics Repair		0.5%	2
Home Heating Oil or Fuel Service		2.2%	9
























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


























Value		Percent	Responses
Home Security Service		4.2%	17
House Cleaning Service		7.2%	29
Junk or Yard Waste Removal		5.0%	20
Recycle		8.5%	34
Sell Scrap Metal		3.2%	13
Landscaping Service		8.2%	33
Painting		10.7%	43
Pest Control		6.0%	24
Plumbing Repair		6.7%	27
Pressure Washing		8.5%	34
Preventative Home Maintenance		4.0%	16
Roof Repair		5.7%	23

Value		Percent	Responses
Septic Tank Cleaning or Repair		3.0%	12
Snow Removal		4.0%	16
Trash Removal		9.2%	37
Window Installation		3.0%	12
Computer Repair		6.7%	27
None of the above / Does not apply		50.7%	204
Insulation Installation or Maintenance		2.5%	10
Interior Design		0.7%	3
Movers		2.2%	9
Mold Inspection or Removal		1.5%	6
Party Equipment Rental		0.5%	2
Pool Cleaning Service		1.5%	6
Security System		2.0%	8
Siding Replacement		1.7%	7
Solar Heating or Power System Installation or Repair		1.0%	4
Stucco or Exterior Coating		0.2%	1
Tool Rental		0.7%	3
Tornado or Storm Shelter Building or Repair		0.2%	1
Water Well Drilling		0.7%	3
Waterproofing		1.2%	5
Window Tinting for Home		0.7%	3
Yard Equipment Rental		0.7%	3
Mobile or Cell Phone Repair		1.2%	5

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

Part 1 of 2.














Value		Percent	Responses
Air Conditioning (Buy)		5.0%	20
Window Blinds (Venetian or Mini)		6.2%	25
Emergency Preparedness Kit or Supplies		3.0%	12
Batteries (Home or Office)		30.1%	121
Candles		14.7%	59
Firewood		3.7%	15
Carpeting		6.5%	26
Flooring Tile		6.0%	24
Hardwood Flooring		4.0%	16
Rugs		10.0%	40
Clocks		4.7%	19
Closet System		3.0%	12
Curtains or Drapes		12.4%	50
Fire Extinguisher		5.7%	23
Furniture (Bedroom)		4.0%	16
Furniture (Dining Room)		3.0%	12
Furniture (Living Room)		8.5%	34
Christmas Tree		9.7%	39
Holiday Decorations		9.7%	39
Laminate Flooring		4.7%	19
Mirror		3.7%	15
Storage Boxes or Tubs		6.7%	27
Floral Arrangements		4.5%	18

Value		Percent	Responses
Picture Frames		6.5%	26
Linens (Bathroom)		9.2%	37
Reclining Chair		7.5%	30
Indoor Flowers		3.5%	14
Linens (Dining Room or Kitchen)		4.5%	18
None of the above / Does not apply		31.8%	128
Awning		2.5%	10
Oriental Carpeting		0.7%	3
Rugs (Persian)		1.0%	4
Cutlery, Flatware or Silverware		2.7%	11
Ductless Heat Pumps		1.2%	5
Fine Art (Paintings, Pottery, Etc.)		2.0%	8
Custom Built Furniture		0.7%	3
Reconditioned Furniture		0.7%	3
Furniture (Children's)		1.5%	6
Crib		1.0%	4
Furniture (Home Office)		1.2%	5
Furnace		2.0%	8
Futon		0.7%	3
Glass Table		0.7%	3
Glass Railing		0.2%	1
Safe		1.7%	7
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		1.7%	7
Wallpaper		1.0%	4


















Value		Percent	Responses
Signs or Banners		1.2%	5
Hot Tub or Spa (New)		0.7%	3
Tankless Water Heater		1.5%	6

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		8.7%	35
Innerspring Mattress		3.0%	12
Pillow Top Mattress		3.2%	13
Foam Mattress		3.5%	14
Linens (Bedroom)		12.7%	51
Queen Size Bed		3.2%	13
King Size Bed		4.0%	16
Smoke Alarm or Detector		3.5%	14
Window Coverings		3.2%	13
Patriotic Flags		4.0%	16
Smart Appliances		3.0%	12
Alexa for Home		3.5%	14
None of the above / Does not apply		60.0%	241
Gas Burning Freestanding Stoves		0.7%	3
Water Purification System (Drinking)		1.5%	6
Solar Water Heater		0.5%	2
Adjustable Mattress		1.0%	4

Value		Percent	Responses
Latex Mattress		0.5%	2
Memory Foam Mattress		2.5%	10
Gel Mattress		1.7%	7
Twin Size Bed		2.2%	9
Swimming Pool (Above Ground)		1.7%	7
Water Heater		1.2%	5
Swimming Pool (In-Ground)		0.2%	1
Remote Home Monitoring Video Camera		1.0%	4
Shutters		2.5%	10
Reclaimed Wood Furniture		0.7%	3
Sports Team Flags		1.2%	5
Smart Home Products		1.7%	7
Smart Lock / Front Door		1.7%	7






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		5.5%	22
Fine Art		2.2%	9
Photographs		5.7%	23
Pottery		4.2%	17
Blown Glass		1.2%	5
Stone Carvings		0.2%	1
Sculpture		2.0%	8
Artistic Wall Decor		4.0%	16
Wood Carvings		1.7%	7
Poster Art		2.7%	11
Religious Art		3.2%	13
Stained Glass		3.0%	12
Ceramics		4.0%	16
Metal Work Art		2.2%	9
Music Memorabilia		2.5%	10
Movie Memorabilia		1.7%	7
None of the above / Does not apply		77.6%	312

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		6.5%	26
Portable Dishwasher		0.5%	2
Dishwasher		5.7%	23
Freezer		3.2%	13
Range		5.0%	20
Range Hood		3.0%	12
Wall Oven		1.0%	4
Washer		8.0%	32
Dryer		7.2%	29
Blender		5.0%	20
Tea Kettle		2.2%	9
Microwave		9.2%	37
Window Air Conditioner		2.7%	11
Coffee or Espresso Machine		10.2%	41
Vacuum Cleaner		7.2%	29
None of the above / Does not apply		59.0%	237

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

Value		Percent	Responses
Aftermarket Products		4.0%	16
Battery		6.5%	26
Floor Mats		5.7%	23
Lights		3.5%	14
Seat Covers		4.5%	18

Value		Percent	Responses
Tires		17.2%	69
Wiper Blades		26.1%	105
None of the above / Does not apply		54.2%	218
Canopy		1.2%	5
Child Car Seat		2.0%	8
Grill Guard		0.7%	3
Ground Effects		0.2%	1
Mirror(s)		1.2%	5
Motorcycle Accessories		2.0%	8
Motorcycle Parts		1.2%	5
Performance Parts		0.7%	3
RV Accessories or Supplies		2.0%	8
Roof Rack (For Bike, Kayak, Etc.)		1.5%	6
Roof Rack (Luggage or Equipment Container)		0.5%	2
Running Boards		0.7%	3
Spoiler		0.2%	1
Step Bar		0.7%	3
Stereo System (Auto, Car or Truck)		0.7%	3
Tool Box		0.2%	1
Trailer Hitch		1.0%	4
Truck Bed Liner		0.7%	3
Visor		0.7%	3
Wheels or Rims		1.5%	6
Winch		0.5%	2
Window Tinting Equipment (Auto)		0.2%	1

Value		Percent	Responses
Cargo Trailer (Vehicle Hauler)		0.7%	3
Cargo Trailer (Flat)		0.5%	2
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Boat)		0.7%	3
Cargo Trailer (Box)		0.5%	2


























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

Value		Percent	Responses
Dealership		41.0%	165
National chain service center (e.g. Jiffy Lube)		9.5%	38
Private service center		30.6%	123
Friend/Family		10.4%	42
Other		8.5%	34

Total: 402

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

Value		Percent	Responses
30,000 Mile Service		8.5%	34
60,000 Mile Service		7.0%	28
100,000 Mile Service		5.7%	23
Auto Detailing		7.7%	31
Auto Repair (General)		8.2%	33
Alignment		7.2%	29



















Value		Percent	Responses
Body Work		5.0%	20
Brake Replacement, Adjustment		5.5%	22
Car Wash		35.6%	143
Gas or Service Station Services		14.7%	59
Oil Change or Lube		34.3%	138
Preventative Maintenance		10.0%	40
Safety Inspection		8.2%	33
Tire Mounting or Installation		6.5%	26
Tune-Up		7.5%	30
None of the above / Does not apply		28.4%	114
Auto Warranty Work (Work Covered by Warranty)		1.7%	7
Car Rental		1.7%	7
DEQ Inspection		0.7%	3
Electrical Repair		1.2%	5
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	1
Motor Repair or Replacement		0.2%	1
Motorcycle Repair		0.7%	3
Muffler		1.7%	7
Painting		2.0%	8
RV Maintenance or Service		1.0%	4
Shocks		2.0%	8
Smog Check		0.5%	2
Stereo Installation		0.7%	3
Transmission or Clutch Repair		0.2%	1
Upholstery Repair		0.2%	1

Value		Percent	Responses
Vehicle Air Conditioning Repair		2.2%	9
Vehicle Storage		0.5%	2
Vehicle Towing		0.5%	2
Windshield or Glass Repair		1.0%	4
Windshield or Window Tinting		1.5%	6














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		14.4%	58
CarFax		16.7%	67
CarGurus.com		5.5%	22
CarMax.com		8.7%	35
Cars.com		7.7%	31
Craigslist Auto		5.5%	22
KBB.com		6.5%	26
Facebook Dealer Page		4.5%	18
Edmunds.com		7.0%	28
Local Dealer Site		41.0%	165
UsedCars.com		4.0%	16
Local TV Site		3.5%	14
Other Local Website		8.5%	34
None of the above / Does not apply		40.0%	161
Yahoo! Autos		0.5%	2
Automotive.com		1.7%	7
Autoblog.com		1.0%	4
CarsDirect.com		1.0%	4
eBay Motors		2.7%	11
MotorTrend.com		1.0%	4
Local Radio Site		2.0%	8
























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%	196
Beauty Products		35.3%	142
Cosmetics		38.3%	154
Babysitting		1.7%	7
Facial		12.2%	49
Hair Care Products		48.3%	194
Hair Coloring		27.6%	111
Hair Cut		62.7%	252
Hair Removal		5.2%	21
Hair Extensions, Wigs or Weaves		2.7%	11
Manicure		20.4%	82
Massage Therapy		14.2%	57
Pedicure		23.4%	94
Tanning Products		2.7%	11
Tanning Bed or Spray Tan		4.2%	17
Tattoo or Piercing		5.5%	22
Spa Bed (Red Light Therapy or Hydration station)		1.0%	4
None of the above / Does not apply		17.7%	71

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)		36.8%	148
Books (Used)		26.6%	107
Books (Children's)		15.7%	63
Board Games		16.9%	68
Lottery Ticket		49.8%	200
Collectibles		7.2%	29
Vinyl Records		4.0%	16
Fire Works		3.5%	14
Computer Games		5.7%	23
DVD Movies (Buy)		18.9%	76
DVD Movies (Rent)		13.9%	56
DVD Movies (Children's)		6.5%	26
Magazines		30.8%	124
TV or Movie Themed Toys		3.7%	15
Toys		16.9%	68
Video Console Games		5.2%	21
Handheld Console Games		3.0%	12
None of the above / Does not apply		19.9%	80
Comics		2.2%	9
Graphic Novels		2.7%	11
Video Game Console		1.2%	5
Handheld Game Console		1.2%	5

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
Hire a Musician or Band for Wedding or Special Event		3.7%	15
Purchase a Wedding Cake		4.0%	16
Hire a Caterer for Wedding or Special Event		4.0%	16
Use a Florist for a Wedding or Special Event		3.0%	12
Go on a Honeymoon		3.0%	12
Purchase Wedding or Special Occasion Gifts		5.7%	23
Hire a Photographer for Wedding or Special Event		3.2%	13
Host or Attend a Retirement Party		3.2%	13
Host or Attend a Graduation Party		6.5%	26
Purchase Gourmet Cupcakes		4.0%	16
Purchase Cake, Tart or Pastries for Special Occasion		9.7%	39
None of the above / Does not apply		73.1%	294
Purchase a Wedding Dress		2.2%	9
Purchase a Tuxedo		2.2%	9
Rent a Tuxedo		1.5%	6
Purchase a Bridesmaid Dress		1.7%	7
Rent a Hall or Event Space for Wedding or Special Event		2.7%	11
Use a Wedding Planner		0.7%	3
Use a Party Planner		0.7%	3
Rent a Chauffeured Vehicle		2.0%	8
Hire a Videographer for Wedding or Special Event		1.7%	7
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.7%	3
Host or Attend a Quinceanera Party		0.7%	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		2.7%	11
Ceramics and Pottery		4.7%	19
Collectables		6.0%	24
Comic Books and Related Collectables		2.2%	9
Do-It-Yourself (DIY)		19.7%	79
Games or Puzzles		19.9%	80
Beer Brewing Supplies		2.0%	8
Wine Making Supplies		1.7%	7
Jewelry Making Supplies or Beads		5.7%	23
Knitting		6.7%	27
Making Arts and Crafts		13.4%	54
Paper Crafts		4.7%	19
Quilting		7.7%	31
Scrapbooking		5.5%	22
Toy Collecting		2.0%	8
Trains, Plane & Car Model Kits		1.5%	6
None of the above / Does not apply		48.8%	196

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		41.0%	165
Train Trip		9.5%	38

Value		Percent	Responses
Book Hotel Room		48.0%	193
Business Travel		5.7%	23
Buy Travel Tickets		13.7%	55
Buy Luggage		3.2%	13
Hotel or Resort Stay		28.1%	113
International Travel		9.5%	38
Take a Cruise		12.4%	50
Travel Packages		9.0%	36
Use a Travel Agent or Agency		7.5%	30
Vacation Inside Home State		14.4%	58
Vacation Outside Home State		32.3%	130
Rent a Car		13.7%	55
Book Local Lodging for Guests		4.7%	19
Stay at an RV Park		3.2%	13
Stay at a Casino		5.5%	22
Gamble at a Casino		16.9%	68
Play Bingo		9.7%	39
Does not apply		26.9%	108
Charter a Boat		1.2%	5
Chartered Fishing Trip		2.7%	11
Golf Vacation		2.7%	11
Ski Resort Stay		1.7%	7
Rent RV		0.7%	3

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)		5.7%	23
Attend Graduate School		3.2%	13
Attend Classes at Community College		7.2%	29
Online Continuing Education Courses		5.0%	20
Arts or Crafts Lessons (Adult)		8.5%	34
Cooking Lessons (Adult)		3.7%	15
Attend a Free Lecture or Seminar		14.7%	59
Attend Paid Lecture, Seminar or Special Class		4.5%	18
Dance Lessons		4.5%	18
Yoga, Pilates, or Zumba		8.7%	35
Attend a Local Workshop		8.0%	32
None of the above / Does not apply		60.2%	242
Attend College or University (Part Time)		2.0%	8
Business School		0.5%	2
Learning Center		0.5%	2
Culinary School		0.7%	3
Trade School		1.2%	5
Professional Certification or Accreditation Courses		2.5%	10
Language Lessons (Adult)		2.7%	11
Music Lessons (Adult)		1.7%	7
Sports Lessons (Adult)		0.5%	2
Real Estate Classes		1.2%	5
Child Education or Tutoring		0.5%	2
Music lessons (Child)		1.2%	5

Value		Percent	Responses
Sports lessons (Child)		2.0%	8
Personal Physical Training		2.5%	10
Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		1.0%	4
Change School		0.5%	2
Attend a Religion Based School		1.2%	5

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		11.4%	46
Oil paints		4.7%	19
Acrylic Paints		10.7%	43
Markers		10.9%	44
Specialty Paper		6.5%	26
Fabric Craft Supplies		13.9%	56
Beads		6.5%	26
Art Pencils and Pens		12.7%	51
Scrapbooking Supplies		5.7%	23
None of the above / Does not apply		66.4%	267

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		0.2%	1
Clarinet		1.0%	4
Drums		0.7%	3
Flute		0.5%	2
Acoustic Guitar		3.5%	14
Electric Guitar		0.7%	3
Electric Keyboard		0.5%	2
Piano		2.7%	11
Piano (High End)		0.7%	3
Trombone		0.5%	2
Trumpet		0.2%	1
Violin		1.7%	7
None of the above / Does not apply		92.5%	372






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		11.7%	47
French		7.0%	28
Asian		23.4%	94
German		8.7%	35
American (New)		30.3%	122
Italian		57.2%	230
Cajun or Creole		9.2%	37
Indian		11.2%	45
Chinese		50.0%	201
American (Traditional)		76.1%	306
Thai		10.9%	44
Middle Eastern		7.2%	29
Japanese		18.9%	76
Mexican		48.5%	195
Vietnamese		6.5%	26
Southern		20.1%	81
Tex-Mex		11.9%	48
Spanish		7.0%	28
Mediterranean		11.4%	46
None of the above / Does not apply		8.0%	32















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		27.1%	109















Value		Percent	Responses
Fish & Chips		26.1%	105
Golf Course Restaurant, Bar or Snack Bar		3.2%	13
Barbeque		26.1%	105
Deli		22.1%	89
Breakfast or Brunch		51.7%	208
Appetizers		45.5%	183
Dessert		29.6%	119
Chicken Wings		32.1%	129
Hamburgers		59.7%	240
Chicken		50.5%	203
Frozen Yogurt		11.7%	47
Live or Raw food		3.7%	15
Tapas or Small Plates		5.5%	22
Theme Restaurants		4.5%	18
Soup		35.3%	142
Salad		52.0%	209
Pizza (Dine In)		26.9%	108
Pizza (Delivery)		22.1%	89
Steak		41.8%	168
Juice or Smoothies		12.9%	52
Sandwiches		50.2%	202
Pizza (Carry Out)		51.2%	206
Pizza (Take & Bake)		12.2%	49
Seafood		46.0%	185
Vegan		3.2%	13

Value		Percent	Responses
Steakhouse		35.3%	142
Sushi		8.7%	35
Vegetarian		7.5%	30
Pho		4.2%	17
None of the above / Does not apply		7.0%	28

















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		20.4%	82
Locally Grown Produce		30.8%	124
Healthful Children's Dining		5.7%	23
Environmental Sustainability		14.7%	59
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.5%	18
Hyper-Local Sourcing		1.5%	6
Gluten Free Cuisine		7.5%	30
Sustainable Seafood		10.2%	41
Raw or Live Food Options		2.7%	11
Specialty Appetizers		8.0%	32
Specialty Salads		13.9%	56
Specialty Soups		13.2%	53
Specialty Desserts		8.0%	32
None of the above / Does not apply		52.5%	211

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		19.2%	77
Non-Smoking Environment		47.0%	189
Child Friendly		11.2%	45
Serve Alcohol		18.7%	75
Pool Tables		2.2%	9
Locally Brewed Beer		7.0%	28
Live Music		8.0%	32
Bar		16.4%	66
Large Craft Beer Selection		8.0%	32
Large Wine Selection		6.7%	27
Hand Crafted Cocktails		5.5%	22
Farm to Table Dining		16.7%	67
Senior Discounts		39.6%	159
None of the above / Does not apply		21.9%	88

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		18.9%	76
Foreign Beer		9.0%	36
Red Wine		20.4%	82
White Wine		18.7%	75
Dessert Wine		4.2%	17
Mixed Drinks		25.6%	103
Hand Crafted Cocktails		8.2%	33
Beer Cocktails		8.7%	35
"Top Shelf" Spirits		11.4%	46
Champagne		2.0%	8
Champagne Cocktails		2.5%	10
Energy Drink based Mixed Drinks		1.0%	4
Premium Tequila		3.5%	14
Alcoholic Cider		4.5%	18
Locally Distilled Spirits		3.7%	15
None of the above / Does not apply		48.0%	193

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		1.5%	6
Purchase Commercial or Business Property		0.7%	3
Purchase Condominium or Townhouse		0.5%	2
Purchase Manufactured or Modular Home		1.5%	6
Purchase Investment Property		2.2%	9
Purchase Personal Residence		4.0%	16
Purchase Custom Built Home		1.2%	5
Purchase Residential Real Estate at an Auction		0.5%	2
Purchase Land or Agricultural Property		1.2%	5
Purchase Vacation Property		1.5%	6
Purchase Other		2.7%	11
None of the above / Does not apply		89.3%	359

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		0.5%	2
Sell Personal Residence		4.7%	19
Sell Vacation Property		0.5%	2
Sell Condominium or Townhouse		1.2%	5
Sell Investment Property		1.5%	6
Sell Land or Agricultural Property		0.7%	3
Sell Commercial or Business Property		0.7%	3
Sell Manufactured or Modular Home		0.7%	3
Plan to Sell Home in Master-Planned Community		0.5%	2
Sell Other		2.2%	9
None of the above / Does not apply		89.8%	361

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		31.3%	5
New home, but outside of development		31.3%	5
New home that I will have contractor build		18.8%	3
Existing home less than 10 years old		56.3%	9
Existing home more than 10 years old		43.8%	7
Other		31.3%	5











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		4.0%	16
Rent House (Residence)		6.0%	24
Rent Manufactured or Modular Home		1.0%	4
Rent or Lease Commercial Property		0.7%	3
Rent Agricultural Land		0.5%	2
Rent Subsidized Housing		0.7%	3
Rent Condo/Townhouse		4.2%	17
Rent Section 8 Housing		2.2%	9
None of the above / Does not apply		88.6%	356



















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		5.5%	22
Use a Realtor to Buy Real Estate		3.0%	12
Use a Realtor to Buy and Sell Real Estate		2.0%	8
Plan to Sell Property Myself		3.2%	13
Use a Real Estate Broker		2.7%	11
None of the above / Does not apply		87.6%	352

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		3.0%	12
Home Remodel or Renovation Loan		1.7%	7
Business Construction Loan		0.5%	2
Home Construction Loan		1.5%	6
Equity Loan		2.2%	9
Land Loan		0.7%	3
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		1.7%	7
Refinance Home		1.0%	4
None of the above / Does not apply		90.8%	365

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		4.7%	19
Facebook		8.7%	35
Google		9.0%	36
Auction.com		4.2%	17
Homes & Land		9.7%	39
Homes.com		6.7%	27
HomeFinder		10.9%	44
MLS.com		8.5%	34
National Real Estate Co. Site		2.5%	10
Local MLS Site		14.9%	60
RealEstate.com		8.7%	35
Realtor.com		27.4%	110
Realty.com		5.5%	22
Redfin		4.0%	16
Trulia		12.9%	52
Zillow		33.1%	133
ZipRealty.com		2.5%	10
None of the above / Does not apply		44.0%	177

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		11.7%	47
Apartmentguide.com		7.7%	31
Craigslist		9.5%	38
Forrent.com		2.2%	9
HomeFinder.com		9.5%	38
Hotpads.com		1.2%	5
Rent.com		9.5%	38
Sublet.com		0.5%	2
Trulia		9.0%	36
Zillow		22.9%	92
None of the above / Does not apply		58.2%	234

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		68.7%	276
No, don't know who to call		31.3%	126

























Total: 402

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		68.9%	277
No, don't know who to call		31.1%	125

Total: 402

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		11.7%	47
Craft Beer		12.2%	49
Champagne		7.7%	31
Premium Hard Alcohol or Spirits		9.0%	36
White Wine		25.1%	101
Red Wine		27.9%	112
Cigars		4.0%	16
Major Brand Cigarettes		4.7%	19
Smokeless Tobacco		3.0%	12
Discount Cigarettes		3.7%	15
Discount Hard Alcohol or Spirits		6.2%	25
Domestic Beer		29.9%	120
Alcoholic Cider		6.0%	24
None of the above / Does not apply		39.8%	160
Recreational Marijuana		2.0%	8
Marijuana Accessories		1.2%	5
Vaping Kit		0.7%	3
Vaping Accessories		0.5%	2
Roll Your Own Cigarette Supplies		1.2%	5
E-Liquids / Vape Juice		1.0%	4
Pipe Tobacco		1.2%	5
Electronic Cigarette Supplies		1.7%	7
Hookah Accessories		0.5%	2
Hookah		0.7%	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		44.4%	4
Cannabis Edibles		55.6%	5
Cannabis Tinctures		22.2%	2
Cannabis Vaporizers		33.3%	3
Cannabis Cleaning Tools or Supplies		11.1%	1
Cannabis Concentrates		11.1%	1
Cannabis Pre-Rolls		22.2%	2
Organic Cannabis Products		11.1%	1
Cannabis Oil		55.6%	5
Cannabis Beauty & Skin Care Products		22.2%	2
Cannabis Beverages		22.2%	2
Cannabis Chocolates		22.2%	2
Medical Cannabis		66.7%	6
CBD Cannabis		33.3%	3
















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

Value		Percent	Responses
Bulk or Discounted Food Items		21.1%	85
Specialty Teas		15.9%	64
Specialty Coffee		22.6%	91
Gourmet Deli Counter Items		12.7%	51
Cookies		47.0%	189

Value		Percent	Responses
Snack Cakes		21.9%	88
Potato Chips		58.0%	233
Soft Drinks		43.5%	175
Energy Drinks		7.2%	29
Energy Bars		13.9%	56
Noodle Bowls		8.2%	33
Cupcakes		20.1%	81
Birthday Cake		21.9%	88
Beef Jerky or Meat Sticks		15.9%	64
Bottled Water		53.0%	213
Candy		41.3%	166
Fruit		66.4%	267
Nuts		40.8%	164
Chocolates		43.0%	173
Ice cream		55.2%	222
Cheese		76.6%	308
Artisan Bread		22.6%	91
Artisan Meats		3.7%	15
Sports Drinks		10.7%	43
Basic Condiments		41.0%	165
Artisan Condiments		3.5%	14
Canned Sauces		31.1%	125
Cereal		67.4%	271
Milk		75.4%	303
Chicken		79.9%	321

Value		Percent	Responses
Pork		51.0%	205
Beef		62.7%	252
Fish		52.5%	211
Pasta		63.4%	255
Snack Mixes		13.4%	54
Vegetables		68.7%	276
Olive Oil		45.3%	182
Balsamic Vinegar		21.4%	86
Frozen Entrees		42.8%	172
Eggs		82.3%	331
Locally Raised Beef, Pork, Poultry		17.4%	70
Locally Grown Fruit and Vegetables		46.8%	188
Locally Produced Honey		17.2%	69
Organic Food		17.2%	69
Pickled Vegetables		15.7%	63
Artisan Cheese		15.4%	62
Alternative "Meat" Products		5.0%	20
Nut Butter		13.4%	54
Sausage		47.3%	190
Donuts		29.6%	119
Pastries		24.1%	97
Game Meats		2.7%	11
Caviar		1.5%	6
None of the above / Does not apply		2.5%	10

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

Value		Percent	Responses
Convenience		70.9%	285
Better Prices		83.1%	334
Variety		36.6%	147
Quality of Selection		55.0%	221
Quality of Produce		62.4%	251
Healthy Options		27.6%	111
Speed of Check Out		37.3%	150
Size of Store		12.2%	49
Number of Checkouts		28.4%	114
Cleanliness of Store		65.7%	264
Parking		41.0%	165
Help with Bagging/Packing		15.2%	61
Loyalty Tokens/Stamps		10.4%	42
Home Delivery		1.2%	5
None of the above / Does not apply		3.2%	13

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%	273
Take items home immediately		60.9%	245
Return items more easily		27.9%	112
Enjoy the in-store experience		41.8%	168
Can ask questions to store associates		36.6%	147
To support local businesses		54.0%	217
More secure than online purchase		14.7%	59
Better prices		28.4%	114
Quality of service		28.6%	115
Better Selection		24.9%	100
Local flavor or uniqueness		18.9%	76
None of the above / Does not apply		7.0%	28













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		46.8%	188
Donate to a Charity		51.0%	205
Donate to a Church		46.3%	186
Donate to Political Party or Government Representative		6.0%	24
Join a New Church		3.0%	12
Volunteer at Church		20.9%	84
Volunteer for Nonprofit Group		22.4%	90
Retire		6.2%	25
Vote in Upcoming Local Elections		35.8%	144
Vote in Upcoming State or National Elections		36.1%	145
Purchase Season Tickets for Performing Arts		4.2%	17
Attend a Holiday Themed Performance		21.6%	87
Community Activity		31.8%	128
Support an Organization		12.9%	52
Join an Organization		4.7%	19
Make a Donation		33.6%	135
Register to Vote		3.0%	12
None of the above / Does not apply		13.7%	55
Donate Vehicle		0.7%	3
Have a Baby		1.7%	7
Get Married		2.0%	8
Look into Private Schooling for Children		1.7%	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		27.6%	111
Community Event		49.3%	198
Festival		46.0%	185
Live Performance		35.6%	143
Fundraising Event		20.4%	82
Seminar		8.5%	34
School Event		24.9%	100
Corporate Event		4.7%	19
Trade Show		10.4%	42
Conference		12.7%	51
Networking Event		6.0%	24
Radio Station Sponsored Event		7.2%	29
Television Station Sponsored Event		4.0%	16
Newspaper Sponsored Event		10.2%	41
None of the above / Does not apply		19.2%	77

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

Value		Percent	Responses
Participate in Organized Athletics		4.2%	17
Use a Zip Line		5.5%	22
Go Camping		13.2%	53
Go Mountain Biking		1.5%	6
Go Touring on a Bicycle		4.0%	16
Go to a Community or City Swimming Pool		12.7%	51
Take a Guided Backpacking or Hiking Trip		0.7%	3
Attend a Horse Race		5.2%	21
Attend a Car, Truck or Motorsport Race		7.7%	31
Participate in City or Municipal Sponsored Programs		9.0%	36
Join or Change Health or Fitness Club		9.2%	37
None of the above / Does not apply		56.2%	226

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		18.4%	74
Local Business Blog		3.7%	15
Local Business Email		8.2%	33
CitySearch		3.2%	13
Snapchat		10.0%	40
Instagram		19.4%	78
Cinema Ads		13.7%	55
Facebook Business Page		16.4%	66
Reviews on Yelp! or Google+		8.7%	35



Value		Percent	Responses
YouTube Promo Video		12.7%	51
Pandora		14.2%	57
Online Yellow Pages		7.7%	31
Google Search		57.2%	230
eBay		35.6%	143
Spotify		5.2%	21
Pinterest		24.6%	99
Google+ Local		8.2%	33
Clicked on Google Sponsored Ad		13.7%	55
LinkedIn		18.7%	75
Angie's List		3.7%	15
Craigslist		17.2%	69
Bing		11.4%	46
Twitter		14.7%	59
Amazon		74.1%	298
None of the above / Does not apply		10.0%	40
Digital Billboard		1.0%	4
Local Business Text Message		2.5%	10
Xing		0.2%	1

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



Value		Percent	Responses
Yes		76.1%	306
No		23.9%	96

Total: 402











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


























Value		Percent	Responses
Yes		51.7%	208
No		48.3%	194
Total: 402			

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

Value		Percent	Responses
Yes		30.3%	122
No		69.7%	280
Total: 402			

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		45.5%	183
Arts and Entertainment		28.4%	114
Automotive - (General)		18.7%	75
Automotive - (New Vehicle Dealership)		16.4%	66
Automotive - (Used Vehicle Dealership)		12.4%	50
Automotive - (Auto Parts store)		11.2%	45
Automotive - (Auto Repair business)		5.0%	20
Automotive - (Auto Body shop)		3.5%	14
Tire Business		13.9%	56
Beauty and Spa Related Businesses		14.7%	59

Value		Percent	Responses
Community and State Services		15.2%	61
Education		10.9%	44
Employment Related Businesses		9.5%	38
Event Planning and Services		5.7%	23
Family Activity Related Businesses		7.2%	29
Financial Services		7.2%	29
Fitness Businesses or Providers		4.2%	17
General Retail		31.6%	127
Grocery / Market		28.6%	115
Home and Garden Related Businesses		14.4%	58
Building Supply/Lumber Business		10.7%	43
Home Service Businesses		5.5%	22
Home Service Contractors		5.7%	23
Hotel and Travel Related Businesses		20.1%	81
Local Services		17.9%	72
Medical Related Businesses - (General)		14.2%	57
Medical Related Businesses - (Chiropractor)		3.5%	14
Medical Related Businesses - (Dentist)		5.0%	20
Medical Related Businesses - (Hospital)		3.7%	15
Nightlife Related Businesses		6.7%	27
Pet / Animal		22.9%	92
Professional Services		9.2%	37
Real Estate Service Businesses		3.7%	15
Recreation Related Businesses		6.0%	24
Restaurant / Bar / Lounge		30.3%	122










Value		Percent	Responses
Senior Related Businesses		8.2%	33
Specialty Food and Drink		10.4%	42
General Retail - Children's Clothing Store		5.7%	23
General Retail - Clothing Accessory Store		14.7%	59
General Retail - Computer Store		10.2%	41
General Retail - Furniture Store		11.2%	45
General Retail - Hardware Store		10.7%	43
General Retail - Home Entertainment Store		5.0%	20
General Retail - Jewelry Store		6.0%	24
General Retail - Major Appliance Store		10.4%	42
General Retail - Men's Clothing Store		11.9%	48
General Retail - Mobile Phone Store		7.2%	29
General Retail - Shoe Store		15.2%	61
General Retail - Women's Clothing Store		22.6%	91
None of the above / Does not apply		18.7%	75
Child Related Businesses		2.7%	11
Farm Equipment and Agriculture Businesses		2.5%	10
Motorsport Businesses		1.7%	7
General Retail - Farming and Agriculture Business		1.7%	7

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











Value		Percent	Responses
Yes		18.9%	76
No		81.1%	326

Total: 402

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		11.7%	47
Get a New Part Time Job		12.2%	49
Get a Temporary or Seasonal Job		4.5%	18
Use an Employment or Temporary Employment Agency		2.0%	8
Use a Career Counselor		0.2%	1
Get a Second (or Third) Job		3.0%	12
Get First Job after High School		0.2%	1
Get First Job after College		1.5%	6
None of the above / Does not apply		76.6%	308

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		5.2%	21
Admin & Clerical		6.5%	26
Accounting		3.5%	14
Health Care		8.2%	33
Customer Service		7.0%	28
Management		4.2%	17
Education		6.5%	26
NonProfit		4.0%	16
Government		7.0%	28
Information Technology		3.0%	12

Value		Percent	Responses
None of the above / Does not apply		67.7%	272
Agriculture		0.5%	2
Automotive		0.2%	1
Warehouse		1.5%	6
Construction		1.2%	5
Hotel - Hospitality		2.7%	11
Manufacturing		0.7%	3
Entry Level (New Graduate)		1.0%	4
Grocery		1.7%	7
Banking & Finance		1.2%	5
Child Care		2.2%	9
Real Estate		0.5%	2
Legal		1.0%	4
Media		1.0%	4
Restaurant - Food Services		2.2%	9
Executive Level		2.2%	9
Engineering		0.7%	3
Sales & Marketing		2.5%	10
Skilled Labor - Trades		1.2%	5
Transportation		1.5%	6




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		23.4%	94
Local Agency Site		12.4%	50
Craigslist		7.2%	29
Facebook		7.7%	31
Indeed.com		22.6%	91
LinkedIn		13.4%	54
Monster.com		11.9%	48
CareerBuilder		8.0%	32
GlassDoor		4.0%	16
SimplyHired.com		2.7%	11
AOL Jobs		0.5%	2
SnagAJob.com		4.2%	17
Dice.com		1.0%	4
USAjobs.gov		8.5%	34
USAjobs.org		3.5%	14
ZipRecruiter		4.7%	19
JobDiagnosis		0.2%	1
TheLadders		1.0%	4
None of the above / Does not apply		55.5%	223







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		19.2%	77
Yellow Pages directory		2.2%	9
Direct mail flyer		19.7%	79
Deal program/offer		5.2%	21
Facebook business page offer		7.2%	29
Billboard advertising		3.2%	13
None of the above / Does not apply		65.9%	265

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)		14.9%	60
Purchased an online deal to a local business in the past 3 months		9.0%	36
None of the above / Does not apply		80.1%	322

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		12.2%	49
Read ads and keep them - using one or two		39.3%	158
Read ads and keep them - without using any		2.0%	8
Read ads but throw away without using any		22.4%	90
Throw ads away unread		16.2%	65
Do not receive direct mail or advertisements at home or PO Box		8.0%	32

Total: 402

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 %	21 5.2%	61 15.2%	211 52.5%	22 5.5%	11 2.7%	43 10.7%	33 8.2%	402
County election Count Row %	19 4.7%	65 16.2%	216 53.7%	19 4.7%	10 2.5%	36 9.0%	37 9.2%	402
State election Count Row %	17 4.2%	92 22.9%	185 46.0%	20 5.0%	13 3.2%	39 9.7%	36 9.0%	402
Total Total Responses								402

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

Value	Percent	Responses
Yes	86.3%	347
No	13.7%	55














Total: 402

147. Did you vote in the last presidential election?








Value	Percent	Responses
Yes	88.1%	354
No	11.9%	48

Total: 402

















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		7.2%	29
Used Vehicle Dealership		4.7%	19
New and Used Vehicle Dealership		9.5%	38
Automotive Service		9.2%	37
Tire Store		8.0%	32
Auto Parts Store		14.2%	57
Recreation Vehicle (RV) Dealership		1.2%	5
RV or Camper Service		1.7%	7
Boat Dealer		1.0%	4
Boat Service		0.7%	3
Motorcycle Dealer		2.5%	10
Motorcycle Repair Shop		1.2%	5
None of the above / Does not apply		67.7%	272













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		2.0%	8
Legal Firm or Attorney		1.7%	7
Insurance Agency		6.2%	25
Tax Advisor		2.2%	9
Telecommunications Provider		1.5%	6
Internet Service Provider		6.0%	24
None of the above / Does not apply		84.3%	339







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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		1.2%	5
Hearing Aid Center		1.7%	7
Cardiologist		3.5%	14
Chiropractor		2.5%	10
Dentist		11.9%	48
Dermatologist		3.0%	12
Hospital		5.2%	21
Mental Health Provider		1.7%	7
Optometrist		2.7%	11
Pediatrician		1.5%	6
General Practitioner		5.7%	23
Rehabilitation Clinic		1.7%	7
Urgent Care Clinic		2.2%	9
Surgical Specialist		3.2%	13
Weight Loss Service		1.5%	6
None of the above / Does not apply		72.1%	290







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

Value		Percent	Responses
Carpet Cleaning Service		3.5%	14
Electrician		1.5%	6
Handyman		5.5%	22
Heating & Air Conditioning Service		2.7%	11
Remodeling Contractor		0.5%	2
General Contractor		3.2%	13
Landscaper		1.0%	4
New Home Builder		0.2%	1
Painting Contractor		2.0%	8
Plumber or Plumbing Contractor		0.5%	2
Roofing Contractor		1.5%	6
None of the above / Does not apply		85.1%	342









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

Value		Percent	Responses
Apartment Rental Agency		3.0%	12
Home Inspector		0.7%	3
Mortgage Broker		0.2%	1
Property Manager		1.0%	4
Realtor		5.2%	21
None of the above / Does not apply		91.5%	368


















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

Value		Percent	Responses
Real Estate Loan Provider		1.2%	5
Automotive Loan Provider		0.2%	1
Financial Advisor		3.2%	13
Bank		15.7%	63
Credit Union		8.7%	35
None of the above / Does not apply		76.9%	309









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		13.7%	55
Ethnic Restaurant		11.7%	47
Family Style Restaurant		23.6%	95
Fast Food Restaurant		15.2%	61
Fine Dining Restaurant		16.7%	67
Pizza Restaurant		18.9%	76
Restaurant with Bar or Lounge		11.9%	48
None of the above / Does not apply		49.5%	199




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

Value		Percent	Responses
Building Supply-Lumber Yard		9.5%	38
Clothing Accessory Store		9.0%	36
Major Appliance Store		5.5%	22
Computer Store		5.7%	23
Farming and Agriculture Business		1.5%	6
Furniture Store		10.0%	40
Grocery Store		18.4%	74
Hardware Store		9.7%	39
Home Entertainment Store		1.5%	6
Jewelry Store		5.5%	22
Mobile Phone Store		6.2%	25
Shoe Store		11.4%	46
Specialty Food Business		2.2%	9
Women's Clothing Store		17.2%	69
Men's Clothing Store		8.2%	33
Children's Clothing Store		5.2%	21
None of the above / Does not apply		53.2%	214

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.)




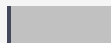












Value		Percent	Responses
Any Beauty Related Business		5.5%	22
Any Child Related Business		2.2%	9
Any Event Planning Business		1.2%	5
Any Education Business		3.0%	12
Any Fitness Business		3.7%	15
Any Pet Related Business		9.0%	36
Any Senior Related Business		4.2%	17
None of the above / Does not apply		78.6%	316

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		12.9%	52
No		52.2%	210
Does not apply		34.8%	140

Total: 402

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

Value		Percent	Responses
Education		15.4%	8
Health and Medical		3.8%	2
Pet / Animal		5.8%	3
Real Estate		3.8%	2
Restaurant / Bar / Lounge		3.8%	2
Other		48.1%	25
Apparel and Accessories		1.9%	1
Arts and Entertainment		1.9%	1
Automotive		1.9%	1
Beauty and Spa		1.9%	1
Financial Services		1.9%	1
General Retail		1.9%	1
Home and Garden		1.9%	1
Hotel and Travel		1.9%	1
Local Services		1.9%	1
Motorsport Businesses		1.9%	1





















Total: 52

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.		38.5%	20
Computer Hardware		21.2%	11
Office Copier		7.7%	4
Business Logo Apparel		17.3%	9
Networking Hardware or Software		9.6%	5
Office Furniture, Fixtures or Interiors		3.8%	2
Office Cleaning Supplies		25.0%	13
Office Supplies		34.6%	18
Office Printer		15.4%	8
Promotional Items		17.3%	9
Security System		3.8%	2
Telephone Systems		3.8%	2
Uniforms or Work Clothing		9.6%	5
None of the above / Does not apply		34.6%	18

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		11.5%	6
Business Advertising		5.8%	3
Business Bottled Water Delivery		5.8%	3
Business Employment Agency		3.8%	2
Business Internet Services		5.8%	3
Business Legal Services or Attorney		3.8%	2

Value		Percent	Responses
Business Marketing Services		3.8%	2
Business Meetings or Conventions		3.8%	2
Business Recruitment		3.8%	2
Business Shuttle or Limo Services		3.8%	2
None of the above / Does not apply		78.8%	41
Business Financial Consulting		1.9%	1
Business Advisory Services		1.9%	1
Business Cellular Phone Service		1.9%	1
Business Computer Consulting		1.9%	1
Business Construction Contractor		1.9%	1
Business Internet Service Provider		1.9%	1
Business Moving or Storage		1.9%	1
Business Payroll Services		1.9%	1
Business Printing Services		1.9%	1
Business Realty Services		1.9%	1
Business Security Services		1.9%	1
Business Sign Company Services		1.9%	1
Business Staffing or Temp Services		1.9%	1
Business Travel Agency		1.9%	1
Business General Broadcast Media Service		1.9%	1









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%	2
Buy New Office		3.8%	2
Add New Locations		1.9%	1
Renovate Existing Facilities		5.8%	3
Install New Commercial Carpeting		1.9%	1
None of the above / Does not apply		84.6%	44

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		1.9%	1
Purchase Used Business Automobiles		1.9%	1
Lease New Business Automobiles		1.9%	1
Lease New Business Trucks		3.8%	2
Purchase Used Business Delivery Vehicles		1.9%	1
None of the above / Does not apply		88.5%	46

















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		3.8%	2
Business Health Insurance		7.7%	4
Business Dental Insurance		3.8%	2
Business 401K or Retirement Program		1.9%	1
Business "Key Man" Insurance		1.9%	1
Business Property Insurance		1.9%	1
Business Commercial Insurance		7.7%	4
None of the above / Does not apply		84.6%	44

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

Value		Percent	Responses
Local Newspaper		32.7%	17
Local Newspaper Site		7.7%	4
Local Radio		5.8%	3
Local Television		7.7%	4
Local Free or Alternative publication		3.8%	2
Other Print Publications		7.7%	4
Facebook		34.6%	18
Twitter		5.8%	3
Other Social Media		15.4%	8
Search Engine Optimization (SEO, SEM)		7.7%	4
Word of Mouth or Referrals		36.5%	19
Billboards		11.5%	6
Direct Mail		13.5%	7
Coupons or "Deal of the Day"		7.7%	4
Fliers or Door Hangers		5.8%	3
Telemarketing		3.8%	2
Banner Ads		11.5%	6
Online Advertising		17.3%	9
None of the above / Does not apply		15.4%	8
Yellow Pages		1.9%	1

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%	4
Use social media for promoting business		17.3%	9
Website optimized for mobile (responsive)		17.3%	9
Ongoing search optimization (SEO, SEM)		15.4%	8
Banner ads		7.7%	4
Cost-per-click ads (CPC, PPC)		5.8%	3
Programmatic ads		5.8%	3
Video ads		5.8%	3
Google ads (Adwords)		15.4%	8
Facebook ads		17.3%	9
Sponsored content		3.8%	2
Email advertising		11.5%	6
Site analytics		3.8%	2
Use a Digital Agency		1.9%	1
Digital ads through newspaper		9.6%	5
None of the above/Does not apply		44.2%	23

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		7.7%	4
Use social media for promoting business		9.6%	5
Website optimized for mobile (responsive)		15.4%	8
Ongoing search optimization (SEO, SEM)		13.5%	7
Banner ads		7.7%	4
Cost-per-click ads (CPC, PPC)		7.7%	4
Cost-per-mille ads (CPM)		3.8%	2
Retargeting ads		3.8%	2
Video ads		1.9%	1
Google ads (Adwords)		17.3%	9
Facebook ads		9.6%	5
Sponsored content		1.9%	1
Email advertising		15.4%	8
Site analytics		3.8%	2
Use a Digital Agency		1.9%	1
Digital ads through newspaper		3.8%	2
None of the above/Does not apply		53.8%	28

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




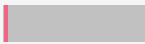






Value		Percent	Responses
Yes		5.8%	3
No		73.1%	38
Don't know		21.2%	11

Total: 52







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%		6.2%	25
1% - 25%		47.5%	191
26% - 50%		22.6%	91
51% - 75%		13.2%	53
76% - 100%		10.4%	42
			Total: 402
			Avg 32%

169. Which age brackets do you fall into?









Value		Percent	Responses
20 - 24		1.2%	5
25 - 30		1.7%	7
31 - 34		1.2%	5
35 - 40		2.7%	11
41 - 45		2.5%	10
46 - 49		4.7%	19
50 - 54		10.7%	43
55 - 60		16.4%	66
61 - 69		33.8%	136
70 or older		24.9%	100
			Total: 402
			Avg 62

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

Value		Percent	Responses
Metro / Urban		8.0%	32
Small/Mid-Size Town		34.6%	139
Suburban		18.2%	73
Rural		36.3%	146
Vacation community		1.5%	6
Other		1.5%	6

Total: 402

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		1.5%	6
High School Graduate (12th grade)		16.4%	66
Vocational or Technical Training		5.7%	23
Some College		20.9%	84
College Graduate		25.9%	104
Some Post-Graduate Study (No Advanced Degree)		6.5%	26
Post-Graduate Degree		22.9%	92

Total: 402

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

Value		Percent	Responses
Under \$20,000		8.6%	34
\$20,000 - \$24,999		5.3%	21
\$25,000 - \$29,999		7.4%	29
\$30,000 - \$34,999		7.9%	31
\$35,000 - \$39,999		5.8%	23
\$40,000 - \$44,999		4.6%	18
\$45,000 - \$49,999		4.1%	16
\$50,000 - \$74,999		21.3%	84
\$75,000 - \$99,999		16.5%	65
\$100,000 - \$124,999		7.1%	28
\$125,000 - \$149,999		5.3%	21
\$150,000 - \$200,000		2.3%	9
Over \$200,000		3.8%	15
			Total: 394
			Avg \$69,302

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	2
Black or African-American		8.5%	34
White or Caucasian		81.8%	329
Hispanic		1.0%	4
Other		1.2%	5
Prefer not to answer		7.0%	28
			Total: 402

175. Are you...

Value		Percent	Responses
Male		26.4%	106
Female		70.6%	284
Prefer not to answer		3.0%	12
			Total: 402




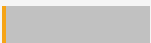

176. Which of the following best describe your primary residence?

Value		Percent	Responses
Single Family Home		82.1%	330
Apartment		8.0%	32
Condominium		3.0%	12
Mobile Home		3.2%	13
Other		3.7%	15
			Total: 402

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		80.3%	323
Rented		14.9%	60
Occupied Without Payment of Rent		1.2%	5
Other		3.5%	14
			Total: 402

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

Value		Percent	Responses
None		85.3%	343
1		7.2%	29
2		4.0%	16
3		2.5%	10
4 or more		1.0%	4

Total: 402

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		50.5%	202
No		49.5%	198

Total: 400