

The Pulse of America Survey Report (National)

Response Counts

Completion Rate:	100%	
	Complete	 6,843

Total: 6,843

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	6,843

Total: 6,843

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 %	107 1.6%	115 1.7%	625 9.1%	2,324 34.0%	3,651 53.4%	21 0.3%	6,843
Local breaking news Count Row %	26 0.4%	20 0.3%	130 1.9%	826 12.1%	5,796 84.7%	45 0.7%	6,843
Local news Count Row %	25 0.4%	10 0.1%	131 1.9%	974 14.2%	5,657 82.7%	46 0.7%	6,843

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
County news Count Row %	44 0.6%	76 1.1%	427 6.2%	2,254 32.9%	4,006 58.5%	36 0.5%	6,843
Local sports news Count Row %	843 12.3%	867 12.7%	1,325 19.4%	2,039 29.8%	1,720 25.1%	49 0.7%	6,843
Local school news Count Row %	312 4.6%	428 6.3%	1,267 18.5%	2,261 33.0%	2,515 36.8%	60 0.9%	6,843
Local crime news Count Row %	46 0.7%	79 1.2%	389 5.7%	1,626 23.8%	4,636 67.7%	67 1.0%	6,843
Local advertising Count Row %	209 3.1%	400 5.8%	1,369 20.0%	2,704 39.5%	2,133 31.2%	28 0.4%	6,843
Local political news Count Row %	310 4.5%	429 6.3%	1,060 15.5%	2,349 34.3%	2,645 38.7%	50 0.7%	6,843
Local entertainment news Count Row %	171 2.5%	356 5.2%	1,330 19.4%	2,772 40.5%	2,180 31.9%	34 0.5%	6,843
Local dining news Count Row %	215 3.1%	370 5.4%	1,223 17.9%	2,629 38.4%	2,366 34.6%	40 0.6%	6,843
State or national news Count Row %	61 0.9%	91 1.3%	488 7.1%	1,974 28.8%	4,129 60.3%	100 1.5%	6,843
Total Total Responses							6843

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	1,785	1,777	2,587	694	6,843
Row %	26.1%	26.0%	37.8%	10.1%	
Business news					
Count	1,446	2,341	2,525	531	6,843
Row %	21.1%	34.2%	36.9%	7.8%	
Government news					
Count	2,045	2,493	1,898	407	6,843
Row %	29.9%	36.4%	27.7%	5.9%	
High school sports news					
Count	877	1,158	2,764	2,044	6,843
Row %	12.8%	16.9%	40.4%	29.9%	
Crime news					
Count	3,029	2,384	1,231	199	6,843
Row %	44.3%	34.8%	18.0%	2.9%	
Clubs and organizations news					
Count	748	1,843	3,310	942	6,843
Row %	10.9%	26.9%	48.4%	13.8%	
Total					
Total Responses					6843

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	61	213	799	3,582	2,102	86	6,843
Row %	0.9%	3.1%	11.7%	52.3%	30.7%	1.3%	
Local news coverage							
Count	77	298	738	3,514	2,135	81	6,843
Row %	1.1%	4.4%	10.8%	51.4%	31.2%	1.2%	
Reporting objectivity							
Count	209	507	1,575	2,855	1,495	202	6,843
Row %	3.1%	7.4%	23.0%	41.7%	21.8%	3.0%	

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Headline objectivity							
Count	151	429	1,544	3,113	1,432	174	6,843
Row %	2.2%	6.3%	22.6%	45.5%	20.9%	2.5%	
Local school news							
Count	49	185	1,665	3,009	1,316	619	6,843
Row %	0.7%	2.7%	24.3%	44.0%	19.2%	9.0%	
County news coverage							
Count	62	242	1,340	3,571	1,401	227	6,843
Row %	0.9%	3.5%	19.6%	52.2%	20.5%	3.3%	
Local city/community news coverage							
Count	65	237	925	3,481	2,023	112	6,843
Row %	0.9%	3.5%	13.5%	50.9%	29.6%	1.6%	
Environmental news coverage							
Count	115	467	1,940	2,861	1,067	393	6,843
Row %	1.7%	6.8%	28.4%	41.8%	15.6%	5.7%	
Courts and cops news coverage							
Count	106	340	1,323	3,283	1,568	223	6,843
Row %	1.5%	5.0%	19.3%	48.0%	22.9%	3.3%	
Local sports coverage							
Count	62	166	1,376	2,667	1,666	906	6,843
Row %	0.9%	2.4%	20.1%	39.0%	24.3%	13.2%	
Local arts and entertainment coverage							
Count	58	214	1,489	3,242	1,495	345	6,843
Row %	0.8%	3.1%	21.8%	47.4%	21.8%	5.0%	
People and features coverage							
Count	63	218	1,379	3,326	1,602	255	6,843
Row %	0.9%	3.2%	20.2%	48.6%	23.4%	3.7%	
Total							
Total Responses							6843

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

Value		Percent	Responses
Yes		69.8%	4,778
No		30.2%	2,065
			Total: 6,843




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

Value		Percent	Responses
Yes		38.9%	1,861
No		55.8%	2,667
None of the above / Does not apply		5.2%	250
			Total: 4,778

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



Value		Percent	Responses
Yes		79.0%	5,403
No		21.0%	1,439
			Total: 6,842

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		42.4%	2,292
No		53.2%	2,876
None of the above / Does not apply		4.3%	235



Total: 5,403

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

Value		Percent	Responses
Yes		92.6%	6,340
No		7.4%	503

Total: 6,843

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		60.3%	3,821
No		39.7%	2,520

Total: 6,341

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

Value		Percent	Responses
1		34.0%	2,157
2		50.7%	3,217
3		9.5%	604
4		2.7%	174
5 or more		3.0%	188
			Total: 6,340

Statistics

Average 1.8












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

Value		Percent	Responses
Adult male		67.1%	4,254
Adult female		79.6%	5,049
Minor under 18		4.1%	259

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

Value		Percent	Responses
Yes, always		21.4%	1,359
Yes, frequently		28.5%	1,804
Yes, sometimes		31.8%	2,016
Seldom		14.6%	924
Never		3.7%	237
			Total: 6,340




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		20.1%	1,276
Local Daily Newspaper		81.4%	5,163
Local Paid Weekly Community Newspaper		28.6%	1,815
Local Free Weekly Print Publication (a Shopper or Newspaper)		50.3%	3,190
Local Alternative Publication		10.6%	669
Local Specialty Publication		15.9%	1,009
Local Business Publication		14.0%	887
Local Ethnic Publication		2.9%	185
Local Parenting Publication		2.7%	172
Local Senior Publication		15.1%	958
None of the above / Does not apply		2.6%	163

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	1,030	1,468	2,909	933	6,340
Row %	16.2%	23.2%	45.9%	14.7%	
Retail Store Ads					
Count	2,054	2,279	1,739	268	6,340
Row %	32.4%	35.9%	27.4%	4.2%	
Ad Inserts					
Count	1,782	2,039	1,989	530	6,340
Row %	28.1%	32.2%	31.4%	8.4%	
Real Estate Ads					
Count	452	961	3,054	1,873	6,340
Row %	7.1%	15.2%	48.2%	29.5%	
Automotive Ads					
Count	320	772	3,176	2,072	6,340
Row %	5.0%	12.2%	50.1%	32.7%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	1,026	2,145	2,704	465	6,340
Row %	16.2%	33.8%	42.6%	7.3%	
Political Ads					
Count	474	1,099	3,026	1,741	6,340
Row %	7.5%	17.3%	47.7%	27.5%	
Legal Notices					
Count	677	962	2,738	1,963	6,340
Row %	10.7%	15.2%	43.2%	31.0%	
Total					
Total Responses					6340

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		55.4%	3,791
Posted on a Government Website		9.3%	637
No preference		35.3%	2,415

Total: 6,843



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

Value		Percent	Responses
Yes		15.6%	1,067
No		82.4%	5,642
Don't know		2.0%	134
			Total: 6,843








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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		29.4%	312
Satisfactory response (received many inquiries)		44.7%	474
Poor response (received very few inquiries)		25.8%	274
			Total: 1,060














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

Value		Percent	Responses
Yes		49.3%	3,373
No		50.7%	3,470
			Total: 6,843

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

Value		Percent	Responses
Daily		16.7%	1,142
Couple times week		14.5%	992
Weekly		6.5%	445
Couple times month		13.1%	894
Monthly		4.7%	324
Less Monthly		22.4%	1,534
Have not visited / Does not apply		22.1%	1,512
			Total: 6,843

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		7.4%	506
Auto Detailing Shop		7.0%	480
Auto Glass Repair Shop		5.2%	357
Oil Change Station		47.9%	3,279
Auto Parts Store		34.2%	2,340
Auto Repair Shop		26.9%	1,840
Auto Salvage Yard		6.0%	408
Auto Battery Store		8.1%	552
Car Wash		67.4%	4,614
Gas Station		82.7%	5,657
New Vehicle Dealership		14.6%	997
Used Vehicle Dealership		10.4%	714
RV or Camper Service		3.6%	249

Value		Percent	Responses
Tire Store		24.3%	1,663
None of the above / Does not apply		6.7%	460
Auto Paint Shop		1.9%	128
Auto Protective Paint or Coating Shop		0.8%	54
Auto Towing Service		2.0%	134
Auto Window Tinting		2.6%	177
Auto Stereo Installation		1.2%	81
Car Audio Store		1.4%	96
Commercial Truck Dealership		0.7%	51
Commercial Truck Repair Shop		0.8%	52
Pick and Pull Lot		2.6%	180
Recreation Vehicle (RV) Dealership		2.9%	198
Utility Trailer Dealer		1.0%	66
Trailer Dealer		1.2%	84
Trailer Rental Service		0.9%	62













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

Value		Percent	Responses
Boat Dealer		2.2%	152
Boating Accessory Store		3.3%	225
Boat Repair Shop		1.6%	111
Boat Rental Service		0.6%	43
All-Terrain Vehicle (ATV) Dealer		4.7%	319
Watercraft Dealer		0.9%	60
Watercraft Rental Shop		0.5%	36
Motorcycle Dealer		2.1%	145
Motorcycle Repair Shop		1.9%	132
Motorcycle Accessory Store		2.9%	197
Golf Cart Dealer		1.5%	106
Service		4.8%	330
Boat and RV Storage Facility		1.9%	130
Harley-Davidson Dealer		3.3%	227
None of the above / Does not apply		81.7%	5,591

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














Value		Percent	Responses
New Farm Equipment Dealer		1.8%	123
Used Farm Equipment Dealer		2.5%	174
Farm Truck and Tractor Repair Shop		3.2%	216
Agriculture Farm Supply Store		12.9%	883
Agricultural Service		2.7%	187
Farming Structure Building Contractor		1.1%	73
Animal Feed Store		13.5%	923
None of the above / Does not apply		78.3%	5,359

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













Value		Percent	Responses
Bagel Shop		19.1%	1,310
Bakery		55.6%	3,808
Specialty Cake Bakery		7.5%	516
Cupcake Shop		7.5%	516
Donut Shop		33.0%	2,255
Beverage Distributor		12.9%	883
Beer Shop		20.3%	1,390
Brewery or Brew Pub		25.1%	1,718
Candy Store		16.8%	1,153
Cheese Shop		18.1%	1,241
Chocolate Shop		14.9%	1,019
Coffee & Tea Shop		33.8%	2,312

Value		Percent	Responses
Espresso or Coffee Shop		32.5%	2,224
Cookie Store		7.3%	501
Dairy Store		9.6%	660
Convenience Store		67.9%	4,645
Dessert Restaurant		8.3%	571
Distillery		6.7%	456
Food Cart		12.1%	827
Ethnic Food Restaurant		33.7%	2,307
Ice Cream or Frozen Yogurt Shop		33.9%	2,320
Smoothie or Juice Bar		9.0%	614
Liquor Store		40.6%	2,780
Spice Store		8.8%	600
Tea Shop		6.0%	410
Winery		14.2%	974
Wine Shop		13.3%	909
None of the above / Does not apply		6.2%	424
U-Brew Beer or Wine Store		2.8%	189

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		14.9%	1,020
Grocery Store (Discount)		45.7%	3,125
Grocery Store (Ethnic)		7.6%	523
Farmers Market		31.4%	2,149
Grocery Store (Co-op)		16.7%	1,145
Grocery Store (Independent)		34.9%	2,389
Grocery Store (Major or Regional Chain)		80.0%	5,473
Meat Market or Butcher Shop		23.8%	1,628
Grocery Store (Neighborhood)		43.6%	2,984
Seafood Market		12.3%	842
Specialty Food Market		8.2%	560
Grocery Delivery Service		5.5%	376
None of the above / Does not apply		0.9%	64













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		20.2%	1,382
Day Spa		6.8%	463
Eyelash Extension Salon		1.7%	119
Hair Removal Salon		2.4%	167
Hair and Beauty Salon		44.3%	3,031
Makeup Artist		1.2%	81
Massage Spa		13.2%	901
Nail Salon		19.9%	1,364
Skin Care Store		3.1%	211
Tanning Salon		3.9%	267
Tattoo Studio		5.5%	374
None of the above / Does not apply		39.1%	2,674













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

Value		Percent	Responses
Arcade		7.8%	535
Arts & Crafts Fair		39.4%	2,694
Casino		24.4%	1,672
Community Theatre		25.7%	1,758
Movie Theater		61.1%	4,184
Museum		28.7%	1,966
Live Theater		24.9%	1,702
Performing Arts Center		21.4%	1,463
Bingo Hall		7.4%	504
Social Club		7.0%	478
Stadium or Arena		22.1%	1,511
Rodeo		8.4%	574
Wine Tour		6.3%	431
Music Festival		18.4%	1,257
Wine Festival		8.6%	588
Food Festival		27.5%	1,883
Car Show		11.4%	779
Seasonal Festival		29.5%	2,016
Arts Organization		9.6%	657
Cultural Center		10.2%	697
Local Festival		31.6%	2,164
Historical Society		13.2%	902
None of the above / Does not apply		12.8%	876

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		24.9%	1,705
Professional Sports Team		17.9%	1,227
Amusement Center / Park		29.4%	2,011
Family Play Center		8.6%	587
Family Entertainment Center		13.4%	920
Go Kart Track		6.7%	461
Horseback Riding		5.8%	398
Outdoor Park		36.3%	2,482
Ice Skating or Roller Rink		10.2%	700
Athletic Club		17.1%	1,169
Zoo		31.6%	2,164
None of the above / Does not apply		28.5%	1,951










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

Value		Percent	Responses
Boxing Gym		1.3%	90
CrossFit Gym		2.5%	174
Dance Studio		4.2%	288
Fitness Boot Camp		1.9%	129
Exercise Classes		20.2%	1,384
Gym, Fitness or Athletic Club		32.0%	2,187
Martial Arts Studio		2.1%	142
Personal Trainer		4.0%	272
Rock Climbing Gym		1.8%	123
Swimming Lessons		5.6%	386
Yoga Studio		9.9%	676
None of the above / Does not apply		52.1%	3,562
















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

Value		Percent	Responses
Archery Range		4.0%	274
Bait & Tackle Shop		17.8%	1,216
Bicycle Shop		9.4%	640
Bicycle Repair Shop		9.1%	625
Bowling Alley		22.0%	1,505
Fishing Supply Store		16.1%	1,105
Golf Course		15.6%	1,068
Golf Driving Range		9.7%	664
Golf Pro Shop		6.0%	410
Gun Shooting Range		13.7%	939
Gun Store		15.3%	1,044
Miniature Golf Course		15.2%	1,039
Outdoor Gear Store		12.7%	869
Ski Shop		3.2%	221
New Sporting Goods Store		12.5%	856
Used Sporting Goods Store		6.9%	472
Sightseeing Tour Agency		4.7%	319
None of the above / Does not apply		35.4%	2,424
Bicycle Rental Service		1.9%	128
Dive Shop		1.1%	75
Helicopter Tour Agency		1.0%	71






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		4.3%	294
Bar, Lounge or Pub		40.5%	2,768
Comedy Club		11.6%	794
Dancing or Night Club		8.6%	590
Music or Concert Hall		26.4%	1,806
Billiard Hall		3.8%	258
Sports Bar		23.9%	1,638
Wine Bar		10.0%	687
None of the above / Does not apply		42.3%	2,897

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
















Value		Percent	Responses
Boat Charter		2.9%	199
Card or Stationery Store		14.0%	960
Announcement Printing Service		3.6%	249
Catering Service		6.7%	458
Disc Jockey (DJ)		1.8%	126
Event Coordinator		1.9%	132
Hotel Meeting Room or Event Space		4.8%	327
Musician or Band		6.3%	429
Party Supply Store		14.0%	960
Photographer		6.7%	458
Event Space or Venue		4.3%	295
Videographer		1.4%	95
Wedding Venue or Banquet Hall		2.7%	182
Wedding Planner		1.5%	105
None of the above / Does not apply		65.4%	4,476

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		13.2%	902
University		9.7%	663
Community College		9.3%	637
Elementary School		7.0%	477
Middle or High School		9.0%	618

Value		Percent	Responses
Adult Education School		9.6%	654
Preschool		3.1%	212
Art School		3.4%	230
Dance Studio		3.3%	225
Musical Instruments and Lessons		4.7%	319
Graduate school		3.3%	224
Lecture or Seminar Series		5.6%	384
None of the above / Does not apply		56.9%	3,892
Charter School		0.9%	62
Culinary School		2.1%	146
Beauty School		1.8%	121
Driving School		2.2%	153
Language School		1.3%	88
Tutoring Center		0.9%	59
Private Elementary School		1.0%	69
Private Middle School		0.4%	30
Private High School		0.8%	57
Private K-12 School		1.2%	79
Private Tutor		0.8%	52
Vocational School		2.7%	186
Real Estate School		1.5%	103
Aviation / Flight School		1.2%	81
Parochial School		1.0%	68















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 	27.2%	1,859
Credit Union 	14.8%	1,015
Financial Advisor 	10.4%	715
Check Cashing Service 	1.4%	98
Money Transfer Service 	1.4%	98
Stockbroker 	2.8%	191
Tax Return Service 	17.2%	1,174
Auto Broker 	1.1%	74
Bail Bonds Service 	0.4%	26
Bankruptcy Service 	1.0%	69
Bookkeeping Service 	2.2%	149
Business Development Service 	0.8%	52
Car Leasing Service 	2.1%	146
Credit Counseling Service 	1.5%	105
None of the above / Does not apply 	55.9%	3,827















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		1.3%	90
Debt Consolidation Company		3.2%	216
Credit Repair Service		3.4%	232
Title Loan Company		1.8%	120
None of the above / Does not apply		92.5%	6,329






















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		2.6%	181
Chiropractor		10.9%	744
Dermatologist		12.1%	825
Dentist		35.8%	2,448
General Practitioner		18.6%	1,270
Family Practitioner		24.0%	1,639
Obstetrician & Gynecologist		8.1%	556
Optometrist		19.5%	1,334
Physical Therapist		5.9%	407
Psychiatrist		3.7%	252
Pediatrician		4.0%	274
Allergist		4.7%	323
Pain Management Physician		5.0%	344
None of the above / Does not apply		44.2%	3,026
























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		13.8%	944
Hearing Aid Center		4.2%	286
Hospital		6.5%	444
Medical Clinic		10.8%	736
Weight Loss Service		4.2%	289
Alcoholism Treatment Program		0.4%	30
Blood Donation Center		3.6%	249
Drug Addiction Treatment Center		0.5%	36
Mental Health Clinic		1.8%	126
Pain Control Clinic		2.5%	174
Walk-In Clinic		6.9%	469
Mental Health Service		2.4%	161
Drug Testing Service		0.3%	22
None of the above / Does not apply		69.5%	4,754

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

















Value		Percent	Responses
Acupuncturist		5.2%	359
Allergy or Asthma Specialist		9.1%	621
Mental Health Provider		7.3%	502
Denture or Implant Specialist		8.8%	600
Oral Surgeon		3.5%	237
Orthodontist		5.2%	353
Cardiologist		17.5%	1,196
Ear, Nose & Throat Doctor		12.1%	826
Gastroenterologist		10.9%	744
Internal Medicine Doctor		21.7%	1,488
Massage Therapist		17.5%	1,199
Nutritionist or Dietician		3.3%	229
Oncologist		5.2%	357
Ophthalmologist		17.9%	1,223
Orthopedist		4.2%	290
Podiatrist		7.5%	512
Urologist		7.9%	540
Surgical Specialist		4.4%	298
None of the above / Does not apply		29.7%	2,031
Cardiovascular Surgeon		1.5%	103
Cosmetic Dentist		2.6%	180
Cosmetic or Plastic Surgeon		2.0%	135
Home Health Care Provider		2.5%	169
Naturopathic Practitioner		2.8%	195

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		6.6%	455
Veterans Hospital		4.9%	335
Laboratory or Medical Testing Facility		14.4%	988
Medical Imaging Service		10.8%	742
Medical Supply Store		4.2%	290
Pain Clinic		5.5%	377
Sleep Disorder Clinic		4.7%	321
Urgent Care Clinic		10.3%	703
Medical Walk-In Clinic		11.1%	762
Mental Health Service		4.8%	328
None of the above / Does not apply		52.0%	3,558
Alzheimer's or Memory Care Facility		0.8%	58
Medical Marijuana Authorization		2.1%	141
Hospice Care Provider		0.7%	46
Laser Eye Surgery Clinic		2.8%	195
Medical Spa		1.2%	79
Memory Care Facility		0.5%	32
Isolation Tank		0.5%	33
Rehabilitation Clinic		1.8%	120
Sports Medicine Clinic		1.7%	118
Medical Transport Service		0.8%	54
Vascular Surgeon or Vein Center		1.7%	118
Physical Health Center		2.7%	185










Value		Percent	Responses
Drug Testing Service		0.6%	39

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













Value		Percent	Responses
Airline		45.1%	3,088
Regional Airport		24.0%	1,639
Bed & Breakfast		11.3%	770
Campground		16.5%	1,126
Cruise Line		10.9%	745
Hotel or Motel (Local)		10.3%	705
Hotel or Motel (Out-of-Town)		60.5%	4,140
Luggage-Travel Store		1.3%	92
RV Rental Company		1.5%	100
Ski Resort		3.5%	242
Tour Company		4.3%	297
Shuttle Service		9.8%	674
Limo Service		2.2%	148
Taxi Service		8.6%	590
Travel Agent		9.2%	631
None of the above / Does not apply		24.9%	1,707
















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

Value		Percent	Responses
Auction House		4.6%	315
Courier or Delivery Service		3.5%	240
Dry Cleaning or Laundry Service		25.0%	1,712
Electronics Repair Shop		4.5%	306
Information Technology (IT) Service		3.9%	267
Jewelry Repair Shop		10.2%	698
Mail Store		15.1%	1,034
Printing Service		5.9%	401
Propane Dealer		10.9%	746
Propane Home Heating Service		3.2%	220
Junkyard		5.3%	366
Recycling Center		19.3%	1,324
Self-Storage Facility		6.0%	414
Sewing and Alterations Shop		7.1%	486
Small Engine Repair Shop		5.1%	351
Shipping Center		10.2%	701
Shoe Repair Shop		7.1%	489
Watch or Clock Repair Shop		6.2%	422
Mobile or Cell Phone Repair Shop		6.2%	425
Copy Shop		7.2%	493
Airport Parking Lot		20.6%	1,412
Car Rental Agency		12.1%	829
None of the above / Does not apply		28.9%	1,976
Bottled Water Delivery Service		2.2%	151
Moving Truck Rental Company		2.5%	172

Value		Percent	Responses
Funeral Service Provider		2.0%	135
Cremation Service Provider		1.5%	105
Adoption Agency		0.5%	35
Animal Control Service		2.2%	150
Marketing Agency		0.5%	34
Marketing Consultant		0.6%	38
Marriage Counselor		0.9%	63
Mediation Service		0.7%	49
Tool Rental Service		2.8%	192

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		7.1%	484
Charity or Philanthropic Organization		7.2%	491
Church		51.8%	3,546
City or Municipal Service		13.6%	931
Community Organization		7.8%	536
Community Service or Non-Profit Organization		10.2%	697
City Center		4.5%	309
City or Town Hall		15.8%	1,084
Civic Center		8.1%	551
Community Center		14.1%	963
Convention Center		5.6%	383
County Government Office		10.9%	749

Value		Percent	Responses
Department of Motor Vehicles		37.7%	2,578
Department of Social Services		4.0%	273
Employment Center		4.4%	301
Gun Club		5.1%	346
Veterans Center		5.2%	355
Veterans Organization		4.7%	325
Youth Organization		3.2%	216
Farm Bureau		4.2%	284
None of the above / Does not apply		20.5%	1,400
Government or Political Service		2.4%	164
Adult Foster Care Service		0.5%	31
Equipment Rental Agency		1.5%	105
Foster Care Service		0.7%	45
Government Economic Program		1.0%	70
Unemployment Office		2.5%	173

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


























Value		Percent	Responses
Air Duct Cleaning Service		5.9%	405
Paving Contractor		2.8%	192
General Contractor		8.5%	580
Electrician		11.0%	754
Handyman		17.1%	1,173
Heating & Air Conditioning Service		12.5%	856
Home Maintenance Service		4.2%	285
Landscaping Service		10.0%	685
Painting Contractor		5.9%	405
Plumber or Plumbing Contractor		9.9%	677
Home Security Company		2.5%	169
Countertop Contractor		4.0%	274
Demolition Contractor		0.5%	36
Garbage Collection Service		9.9%	680
Deck Builder		3.8%	263
None of the above / Does not apply		55.3%	3,787

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		13.5%	924
Chimney Cleaning Service		3.9%	266
Fuel or Oil Home Heating Service		2.9%	201
Furnace Cleaning Service		5.9%	402
Home Gardening Service		2.2%	152
Landscaper		5.6%	383
House Cleaning Service		6.1%	416
Pest Control Service or Exterminator		6.6%	453
Pool Cleaning Service		1.1%	73
Television or Internet Service Provider		17.3%	1,187
House Cleaning Service		2.9%	200
Lawn Care Service		8.7%	597
None of the above / Does not apply		57.6%	3,942

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		8.4%	572
Carpenter or Woodworker		8.7%	598
Carpet Installation Contractor		5.9%	407
Concrete Contractor		4.8%	328
Drywall Installation or Repair Contractor		4.4%	302
Fencing Contractor		3.8%	263
Furnace Contractor		4.8%	328

Value		Percent	Responses
Flooring Installation Service		8.0%	548
Garage Door Contractor		3.9%	265
Gutter Installation or Repair Contractor		4.3%	292
Junk Removal or Hauling Service		5.2%	354
Kitchen or Bath Remodeling Company		6.5%	447
Roofing Contractor		5.7%	388
Remodeling Contractor		5.2%	357
Septic Tank Contractor		3.4%	236
Window Installer		5.3%	363
Asphalt Contractor		3.0%	207
None of the above / Does not apply		55.2%	3,775
Alternative Energy Service		2.5%	168
New Home Builder		0.9%	62
Fire & Water Damage Restoration Service		0.6%	42
Foundation Contractor		1.5%	106
Garage Builder		1.4%	98
Insulation Installer		1.5%	105
Landscape Architect		2.1%	146
Mover or Moving Company		2.5%	171
Siding Installation or Repair Contractor		1.6%	110
Stone or Marble Company		1.1%	77
Tile Contractor		1.9%	128
Waterproofing Contractor		0.8%	56
Water Well Drilling Contractor		0.8%	56
Solar Energy Contractor		2.0%	140





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

Value		Percent	Responses
Awning & Tent Company		1.2%	83
Bathtub Refinishing Service		3.0%	204
Cabinet Refacing Service		2.5%	172
Furniture Upholstery Service		2.8%	190
Home Theater Installation Service		0.6%	41
Interior Designer		1.8%	124
Key or Locksmith Service		3.7%	250
Home Pressure Washing Service		4.5%	307
Shades & Blinds Installation Service		4.1%	283
Arborist		4.8%	330
Water Treatment Supply & Service		2.0%	140
Wallcoverings Store		1.0%	66
Window & Door Installation Service		5.5%	376
None of the above / Does not apply		74.7%	5,111





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

Value		Percent	Responses
Retirement Counselor		1.3%	90
Assisted Living Facility		1.5%	104
Retirement Home		0.7%	45
Nursing Home		1.4%	98
55+ Housing Community		4.9%	336
Senior Center		8.8%	603
Adult Day Care		0.8%	55
Geriatric Physician		1.2%	80
Respite Relief Provider		0.7%	49
Senior Care Placement Agency		0.5%	34
None of the above / Does not apply		83.9%	5,740












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		5.1%	347
Summer Camp		6.0%	414
Sports Camp		4.1%	281
None of the above / Does not apply		88.8%	6,080

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		22.3%	1,526
Children's Shoe Store		10.8%	736
Children's Furniture Store		2.4%	165
None of the above / Does not apply		76.9%	5,259

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

Value		Percent	Responses
Animal Shelter		4.4%	298
Animal Daycare		4.4%	301
Emergency Animal Hospital		3.1%	210
Pet Boarding		9.6%	659
Pet Breeder		1.1%	72
Pet Groomer		17.8%	1,217
Pet Sitter		6.3%	428
Pet Trainer		1.8%	121
Pet Walker		1.0%	67
Veterinarian		43.7%	2,989
None of the above / Does not apply		47.9%	3,275










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		11.0%	753
Bird Specialty Store		1.2%	84
Bird Shop		0.9%	61
Pet Boutique		1.9%	132
Fish or Aquarium Store		3.6%	244
Pet Store		36.8%	2,519
None of the above / Does not apply		55.2%	3,777

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

Value		Percent	Responses
Mortgage Broker		1.8%	125
Property Manager		1.8%	121
Realtor		7.9%	541
Real Estate Brokerage Firm		1.2%	81
Title & Escrow Company		2.8%	189
Estate Appraiser		2.3%	155
Estate Liquidator		0.7%	46
None of the above / Does not apply		88.1%	6,029

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		3.8%	261
Developer		0.6%	38
Home Inspector		4.2%	286
Home Staging Company		0.6%	38
Manufactured or Modular Home Builder		1.1%	74
New Home Builder		1.7%	119
Mortgage Banker		3.4%	232
Real Estate Appraiser		5.3%	365
None of the above / Does not apply		86.9%	5,944

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		69.4%	4,749
Family Style Restaurant		50.5%	3,457
Buffet Restaurant		29.9%	2,045
Fine Dining Restaurant		30.0%	2,052
Restaurant with Lounge or Bar		32.8%	2,243
Pizza Restaurant		56.7%	3,882
Ethnic Restaurant		20.8%	1,421
Chinese Restaurant		41.7%	2,852
Mexican Restaurant		46.6%	3,190
Italian Restaurant		30.1%	2,057
Japanese or Sushi Restaurant		12.2%	837
Thai Restaurant		11.1%	760
Indian Restaurant		6.5%	443
None of the above / Does not apply		4.8%	328

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		11.3%	776
Art Gallery		7.0%	482
Craft Supply Store		27.0%	1,851
Home and Office Battery Store		3.7%	256
Bookstore		37.1%	2,541
Candle Shop		10.1%	693

Value		Percent	Responses
Cigar Store		3.0%	208
Computer Store		12.2%	833
Department Store		65.9%	4,508
Discount Store		59.9%	4,098
Drugstore or Pharmacy		67.0%	4,586
Electronics Store		16.8%	1,149
Fabric Store		16.9%	1,154
Florist		13.7%	940
Gift Shop		20.7%	1,417
Herb Shop or Herbalist		4.8%	329
Hobby Shop		20.0%	1,366
Mobile Phone Store		18.0%	1,230
Music and Video Store		7.5%	513
Music Instrument Store		4.3%	296
Music Store		5.5%	379
Office Equipment & Supply Store		16.0%	1,097
Outlet Store		26.7%	1,824
Pawn Shop		7.4%	509
Flea Market		22.0%	1,507
Religious Supply or Gift Shop		5.8%	399
Scrap Metal Dealer		4.3%	291
Shopping Center		39.9%	2,733
Consignment Shop		22.4%	1,532
Tobacco Store		6.5%	442
Vape or Smoke Shop		3.8%	261

Value		Percent	Responses
Toy Store		10.5%	721
Record Store		3.4%	231
Vitamin or Supplement Store		13.3%	911
Wholesale, Warehouse or Club Store		27.3%	1,865
Thrift Store		39.5%	2,701
Yard Equipment Store		8.7%	594
Camera Store		4.5%	307
Bead Store		5.3%	362
Marijuana Dispensary		3.5%	237
Gun Shop		10.7%	735
Christian Book Store		11.0%	753
Christmas Store		13.0%	891
Yarn Store		5.2%	353
None of the above / Does not apply		5.6%	382
Adult Video or Adult Store		2.8%	194
Blown Glass Gallery		1.7%	119
New Age Book Store		1.5%	106
Coin Shop		2.4%	166
Comic Book Shop		2.7%	186
Equipment Rental Store		2.4%	167
Knife Store		1.5%	106
Military Surplus Store		2.8%	191
Monument or Memorial Company		1.3%	89
Sewing Studio		2.1%	144
Sign Store		1.0%	70

Value		Percent	Responses
Trophy or Award Store		1.2%	80
Wedding Supply Store		1.5%	106
Flag Store		1.0%	68
Survival Store		1.1%	72
Stamp Shop		1.2%	85
Costume Store		2.9%	196
Photo Restoration Service		1.4%	94
Security Service		1.0%	70
Gold Dealer		0.9%	65
Coworking Space		0.4%	27






















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		21.4%	1,466
Major Appliance Store		10.0%	687
Small Appliance Store		4.8%	331
TV & Appliance Store		8.1%	552
Baby Supply & Furniture Store		4.7%	324
Bath & Accessory Store		23.8%	1,632
Building Supply Store or Lumber Yard		28.1%	1,925
Cabinet Store		3.2%	222
Carpet Store		7.1%	488
Fireplace, Wood Stove or Barbeque Store		4.3%	294






Value		Percent	Responses
Flooring Store		11.1%	757
Frame Shop		4.0%	272
Furniture Store		18.5%	1,269
Hardware Store		39.4%	2,694
Home & Garden Center		45.2%	3,091
Home Decor Store		17.0%	1,165
Lighting Store		5.4%	370
Mattress or Bedding Store		11.0%	754
Plant Nursery & Garden Supply Store		22.6%	1,546
Outdoor Furniture Store		5.4%	368
Paint Store		14.9%	1,021
Rug Store		3.1%	215
Tool Store		7.4%	505
Vacuum Store		3.3%	224
TV Store		3.6%	244
Used Building Supply Store		3.7%	254
None of the above / Does not apply		19.2%	1,315
Clock Shop		2.1%	145
Furniture Restoration Shop		2.2%	150
Hot Tub or Spa Dealer		2.4%	166
Rent-to-Own Store		1.4%	96
Solar Energy Equipment Dealer		1.5%	104
Pool & Spa Dealer		2.6%	175
Tool Rental Center		2.4%	162
Window Store		2.4%	162

Value		Percent	Responses
Futon Store		0.6%	40










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		24.1%	1,646
Beauty Supply Store		22.5%	1,542
Clothing Accessory Store		28.2%	1,932
Menswear Store		19.2%	1,314
Women's Clothing Store		52.0%	3,555
Eyewear & Opticians Store		34.0%	2,328
Jewelry Store		13.3%	912
Leather Goods Store		3.1%	210
Lingerie Store		6.8%	468
Logo Apparel Store		3.8%	259
Outdoor Clothing Store		17.9%	1,222
Perfume Store		6.8%	462
Shoe Store		48.1%	3,292
Sportswear Store		16.8%	1,152
Swimwear Store		6.6%	449
Western Wear Store		5.0%	340
None of the above / Does not apply		17.9%	1,226
Bridal Shop		2.4%	166
Fur Store		0.5%	35
Maternity Store		0.9%	62
Watch Store		2.2%	151























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		9.7%	667
Insurance Agency		12.0%	824
Legal Firm or Attorney		6.0%	413
Tax Advisor		9.2%	629
None of the above / Does not apply		74.8%	5,121












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		0.7%	45
Architect or Architecture Firm		1.1%	74
Commercial Builder		1.1%	75
Employment or Staffing Agency		4.0%	271
Graphic Designer		1.1%	78
Telecommunications Provider		7.1%	484
Life Coach		1.6%	108
Private Investigator		0.5%	36
None of the above / Does not apply		86.1%	5,895

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

Value		Percent	Responses
Purchase Motorcycle Parts		3.1%	209
Have Boat Repaired or Serviced		4.2%	284
Purchase Boat Parts		3.3%	223
None of the above / Does not apply		85.7%	5,862
Purchase New All-Terrain Vehicle (ATV)		1.2%	85
Purchase New Boat		0.9%	61
Purchase New Personal Watercraft		0.3%	23
Purchase New Motorcycle		0.9%	59
Purchase New Motorcycle Trike		0.2%	12
Purchase New Snowmobile		0.2%	16
Purchase Used All-Terrain Vehicle (ATV)		1.5%	106
Purchase Used Boat		1.4%	96
Purchase Used Personal Watercraft		0.4%	29
Purchase Used Motorcycle		0.9%	64
Purchase Used Motorcycle Trike		0.3%	21
Purchase Used Snowmobile		0.4%	27
Have Motorcycle Repaired		2.6%	181
Purchase Marine Electronics		1.0%	69
Purchase New Golf Cart		0.4%	26
Purchase Used Golf Cart		0.9%	62
Purchase Motorcycle Apparel		2.7%	184
Rent Snowmobile		0.5%	36

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		0.6%	38
Purchase New Class B RV		0.4%	24
Purchase New Class C RV		0.6%	38
Purchase New Travel Trailer or 5th Wheel		1.0%	69
Purchase New Camper Shell		0.3%	18
Purchase Used Class A RV		0.6%	44
Purchase Used Class B RV		0.5%	31
Purchase Used Class C RV		0.8%	53
Purchase Used Travel Trailer or 5th wheel		1.5%	100
Purchase Used Camper Shell		0.6%	41
None of the above / Does not apply		95.4%	6,529

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		7.5%	510
New Luxury Vehicle - Under \$50,000		1.5%	103
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	41
New Luxury Vehicle - Over \$75,000		0.3%	19
New Van		0.4%	26
New Minivan		0.6%	38
New SUV		5.7%	388
New Truck		3.5%	241
New Hybrid or Electric Vehicle		0.9%	64
Used Car		12.6%	865
Used Luxury Vehicle - Under \$30,000		1.6%	109
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	38
Used Luxury Vehicle - Over \$50,000		0.1%	6
Used Van		1.1%	74
Used Minivan		1.3%	89
Used SUV		6.7%	459
Used Truck		6.1%	419
Used Hybrid or Electric Vehicle		0.9%	61
None of the above / Does not apply		67.4%	4,615


























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

Value		Percent	Responses
Compact car		5.2%	353
Full-size car		4.9%	337
Luxury vehicle (any size)		1.9%	130
Midsized car		6.6%	453
Pickup truck		9.3%	637
Sport utility vehicle (SUV)		19.2%	1,315
Van or mini-van		4.2%	287
None of the above		48.7%	3,331

Total: 6,843

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		5.0%	342
Chevrolet		17.6%	1,202
Chrysler		4.0%	277
Dodge		7.9%	543
Ford		15.8%	1,078
GMC		8.9%	609
Honda		11.4%	779
Hyundai		4.7%	319
Jeep		6.0%	413
Kia		4.2%	290
Nissan		6.6%	450
Subaru		7.5%	516

Value		Percent	Responses
Toyota		14.8%	1,010
None of the above / Does not apply		50.5%	3,456
Aston Martin		0.2%	13
Acura		1.9%	128
Audi		1.7%	114
BMW		1.9%	128
Cadillac		2.4%	164
Ferrari		0.1%	5
Fiat		0.2%	16
Infiniti		1.4%	96
Jaguar		0.4%	27
Land Rover		1.0%	71
Lamborghini		0.1%	10
Lexus		2.0%	135
Lincoln		1.9%	127
Mazda		2.4%	166
Mercedes-Benz		1.3%	91
Mini		0.5%	36
Mitsubishi		1.0%	70
Porsche		0.4%	24
Saab		0.2%	13
Scion		0.3%	20
Suzuki		0.4%	24
Tesla		0.8%	56
Volkswagen		2.3%	156

Value	Percent	Responses
Volvo	1.4%	93























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

Value	Percent	Responses
Yes	22.4%	1,532
No	77.6%	5,311


























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


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

Value	Percent	Responses
GPS Device (Handheld or In-Vehicle)	3.8%	257
Office Equipment	8.6%	587
Printer	8.9%	610
Ink or Printer Cartridges	39.8%	2,725
Wi-Fi for Home	7.5%	515
Headphones	17.5%	1,197
Portable Speakers	4.6%	316
Customizable Smartphone accessories	4.3%	292
Wireless Speakers	4.6%	318
Smartphone Charger	11.2%	765
Smartwatch	3.4%	230
Phone or Tablet Controlled Home Tech Products	4.7%	321
Noise Canceling Headphones	4.7%	322







Value		Percent	Responses
Phone Calling Card		5.6%	381
Healthcare Device		3.1%	215
Surge Protector		6.5%	448
Apple Watch		6.0%	409
Activity Tracker or Pedometer		8.1%	557
Batteries for Electronics		34.3%	2,349
None of the above / Does not apply		32.3%	2,210
Home Theater System		2.3%	156
Satellite Radio		2.9%	197
Satellite TV System		1.7%	115
Stereo System (Home)		1.8%	124
Compact/Mini Projector		0.9%	60
Wearable Electronics		1.9%	133
Aerial Drone		2.7%	185
Aerial Drone Accessories		1.2%	79
Short Wave Radio		0.3%	19
Wireless Hotspot		2.8%	189
Assistive Technology for Hearing		2.8%	192
Assistive Technology for Vision		1.1%	74
Virtual Reality Headset		0.9%	60
Smartwatch Accessories		1.4%	99
Smart Sports Equipment		0.5%	34

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%	222
Camera (Digital) SLR		3.4%	231
Camera Accessories or Supplies		3.1%	209
Camera Memory Card		5.9%	403
Computer Accessories		7.5%	512
Computer Software		4.5%	307
Tablet (iPad or Similar)		7.6%	520
Personal Computer		5.0%	344
Laptop Computer		10.5%	721
4K Ultra HD TV		6.6%	455
Smart TV		10.3%	707
PC Laptop		4.9%	336
MacBook		3.2%	217
None of the above / Does not apply		51.4%	3,515
Mirrorless Camera		0.5%	32
Camera (Film)		1.6%	109
Camera Lens		2.3%	156
Portable DVD Player		1.9%	129
E-Reader (Kindle or Similar)		2.6%	177
TiVo or DVR		1.2%	79
Computer Bag		1.9%	129
Digital Recording Binoculars or Optics		0.4%	28
TV (3D)		2.1%	142
Curved TV		1.2%	81
OLED TV		0.8%	58

Value		Percent	Responses
Digital TV Tuner or Converter		0.8%	53
Audio Visual Cables and Connectors		1.9%	131
Chromebook		2.6%	180
Refurbished Laptop		1.2%	82
Computer or Tablet Support		2.6%	179

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		23.0%	1,571
Conventional Cell Phone		7.0%	478
Prepaid Cell Phone		4.7%	323
Unlocked Cell Phone		2.6%	181
Large-Screen Smartphone		4.9%	337
None of the above / Does not apply		65.3%	4,471

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






















Value		Percent	Responses
Anniversary Jewelry		5.5%	373
Necklaces		10.2%	700
Rings (Other)		7.5%	514
Earrings		20.0%	1,367
Pendants		3.5%	238
Diamond Jewelry		4.9%	333

Value		Percent	Responses
Silver Jewelry		6.9%	470
Gemstone Jewelry		4.5%	306
Children's Jewelry		3.2%	220
Costume Jewelry		10.6%	726
Women's Jewelry		12.1%	826
None of the above / Does not apply		61.7%	4,223
Engagement Rings		1.7%	114
Wedding Rings		2.0%	134
Graduation Rings		1.2%	82
Celtic Jewelry		2.5%	171
Pearl Jewelry		1.8%	121
Men's Jewelry		2.9%	201
Designer Jewelry		2.2%	149
Custom Designed Jewelry		2.0%	140
Crystal Figurines		0.9%	63
Jewelry Box or Organizer		2.3%	160
Men's High-End Watch		1.2%	84
Women's High-End Watch		1.0%	66



















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

Value		Percent	Responses
Auto Insurance		17.2%	1,178
Crop Insurance		0.5%	33
Dental Insurance		8.7%	597
Disability Insurance		1.6%	109
Homeowner Insurance		10.5%	716
Life Insurance		7.6%	521
Medical (Health) Insurance		8.4%	575
Medicare		4.7%	323
Long Term Care Insurance		1.7%	116
Pet Insurance		1.8%	126
Renters Insurance		3.4%	236
Agriculture Insurance		0.7%	46
Professional Liability Insurance		0.8%	53
None of the above / Does not apply		69.3%	4,743

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
Chiropractor		5.9%	404
Family Practice Doctor		10.7%	729
Hospital		3.7%	251
Medical Clinic		4.5%	306
Optometrist		5.9%	406
Primary Care Provider		7.6%	517
Drugstore or Pharmacy		8.6%	586
None of the above / Does not apply		69.9%	4,782
Acupuncture		2.6%	175
Audiologist		2.3%	159
Counseling & Mental Health Specialist		2.3%	156
Geriatric Specialist		0.6%	38
Home Healthcare		0.7%	47
Pediatric Dentist		1.1%	72
Pediatrician		1.7%	115
Wellness Business		0.8%	56
Substance Abuse Treatment Provider		0.3%	20
Weight Loss Service		2.5%	170
Alternative Care Provider		0.8%	56
Physical Therapy or Rehabilitation service provider		2.3%	154
Hearing Aid Center		2.5%	170

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		2.2%	150
Bankruptcy Attorney		1.3%	90
Banking, Partnership & Business Law Attorney		2.1%	141
Child Support Attorney		0.9%	62
Criminal Law Attorney		0.7%	49
Disability & Social Security Attorney		1.8%	122
Divorce & Family Law Attorney		1.5%	102
DWI, DUI, OWI, OUI Attorney		0.3%	21
Employment Discrimination or Labor Issues Attorney		0.6%	43
General Practice Attorney		2.9%	196
Intellectual Property Attorney		0.3%	22
Malpractice Attorney		0.4%	27
Patent, Trademark & Copyright Attorney		0.4%	29
Probate Attorney		0.9%	61
Real Estate Attorney		2.4%	163
Taxation Attorney		1.0%	68
Wills, Trusts & Estates Attorney		14.2%	973
None of the above / Does not apply		75.7%	5,178

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		2.5%	169
Breast Augmentation		0.6%	43
Breast Implants		0.7%	46
Dermabrasion		1.3%	92
Ear Surgery		0.4%	26
Eyelid Surgery		1.2%	79
Fat Reduction		1.6%	109
Facelift		0.5%	35
Forehead Lift		0.2%	12
Hair Transplant		0.3%	19
Hair Loss Treatment		0.8%	58
Lap Band		0.3%	23
Lip Augmentation		0.3%	22
Liposuction		0.6%	43
Lasik		1.5%	102
Skin Treatment		4.5%	308
Rhinoplasty (Nose Job)		0.2%	11
None of the above / Does not apply		89.4%	6,116


























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		55.9%	3,823
Teeth Cleaning		50.5%	3,457
Cavity Filling		18.3%	1,253
Crown		12.4%	846
Oral Surgery		3.8%	257
Braces		4.5%	306
Composite Bonding		1.3%	87
Dental Implants		6.8%	463
Dental Veneers		1.3%	91
Dentures		6.6%	453
Full Mouth Reconstruction		0.7%	51
Inlays or Onlays		0.4%	27
Smile Makeover		1.0%	69
Teeth Whitening		7.5%	516
None of the above / Does not apply		19.7%	1,348

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		44.7%	3,061
Purchase Health Related Products		11.4%	781
Use Physical Rehabilitation Services		3.3%	225
Stop Smoking		3.5%	238
Purchase Health and Wellness Supplements		17.5%	1,200

Value		Percent	Responses
Receive Treatment for Back Pain		8.4%	576
Have an Eye/Vision Exam		55.4%	3,788
Purchase Prescription Eyeglasses		29.0%	1,986
Purchase Prescription Contact Lenses		9.6%	654
Have an Annual Physical or Checkup		48.7%	3,331
Have X-Rays Taken		11.3%	773
Have a Scheduled Surgery		4.7%	323
Have Blood Drawn for Testing		43.2%	2,953
Plan to Visit a Hospital for any Medical Service or Procedure		9.1%	621
Have Foot Problems Diagnosed or Treated		8.0%	547
Senior Travel		5.9%	403
Receive Treatment for a Sleep Disorder		4.5%	311
Purchase Allergy Medications		14.2%	975
Use Personal Trainer or Instructor		3.1%	212
Cardiovascular Treatment		5.1%	352
Cancer Treatment		4.0%	273
Orthopaedic or Knee Surgery		3.2%	217
Nutritional Counseling		3.0%	206
Chiropractic Care		15.0%	1,025
Do Corrective Exercises		5.8%	399
Purchase Diabetes Testing Supplies		8.8%	600
Get Vaccinations at Drug Store or Pharmacy		17.8%	1,217
Purchase Weight Loss Supplements		3.6%	246
Discretionary Health Care and Wellness Services and Products		4.4%	302
Purchase Marijuana		3.0%	206









Value		Percent	Responses
Purchase Vitamins		40.7%	2,784
Have Acupuncture		3.7%	253
Purchase Hemp Based Supplements		4.5%	306
Purchase Anti Anxiety Medication or Supplements		7.6%	521
None of the above / Does not apply		18.9%	1,291
Purchase Elder Care-Related Products or Services		1.3%	88
Purchase Medical Supplies or Equipment for Home		2.8%	191
Find Home for Aging Parent		1.5%	102
Participate in a Medical Study		2.0%	135
Purchase a Mobility Device		0.9%	65
Receive Treatment for Vehicle or Workplace Injury		0.5%	35
Handicap Accessible Products		2.4%	166
Purchase Orthopedic Shoes		1.7%	114
Purchase Home Medical Testing Equipment or Supplies		1.6%	109
Hire a Personal Care Assistant		0.5%	31
Hire a Caregiver or Respite Worker		0.9%	62
Purchase "Aging in Place" Products		0.9%	59
Purchase a Medical Alert Service		0.7%	45
Have Safety Bars Installed in Bathroom		1.9%	131
Stroke Treatment		0.4%	28
Memory or Alzheimer's Care		0.8%	54
Spinal and Postural Screening		1.1%	77
Physiotherapy		0.8%	54
Receive Treatment for Substance Abuse		0.4%	28
Purchase Blood Pressure Monitoring Device		2.8%	192

Value		Percent	Responses
Receive Aquatic Therapy		1.3%	88
Join a Weight Loss Group		2.9%	200
Purchase Weight Loss Food Plan		1.8%	125
Have Reflexology Treatment		1.2%	82
Hire a Weight Loss Professional		1.0%	68
Have Cataract Surgery		2.8%	195
Receive Treatment for PTSD		1.8%	126










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.3%	22
Purchase a "In-the-Ear" Hearing Aid		1.4%	94
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.7%	48
Purchase a Digital Hearing Aid		1.2%	82
Purchase a "Behind-the-Ear" Hearing Aid		1.4%	96
Purchase Hearing Aid Cleaning Supplies		1.5%	103
Purchase Hearing Aid Batteries		4.7%	325
Purchase a "In-the-Canal" Hearing Aid		1.1%	77
Purchase a Analog Hearing Aid		0.2%	15
Have a Hearing Exam		14.6%	1,000
None of the above / Does not apply		81.9%	5,607














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		1.8%	121
Pre-purchase a Funeral Plot or Cremation Service		3.9%	267
Purchase a Monument or Headstone		2.0%	136
Use a Funeral Planner		2.4%	165
Purchase Flowers for a Funeral		3.1%	212
Use a Cremation Service		1.5%	101
Hire a Religious or Spiritual Leader for a Funeral Service		0.5%	36
None of the above / Does not apply		89.0%	6,092

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		1.1%	78
Move into a Assisted Living Facility		1.0%	69
Move into a Nursing Home		0.7%	45
Move into a Alzheimers Care Facility		0.4%	25
Move Into a Hospice Facility		0.2%	16
Hospice to your Home or House		0.6%	44
Move into Residential Care Home		0.3%	20
Utilize a Respite Provider		0.5%	34
None of the above / Does not apply		96.6%	6,612




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

Value		Percent	Responses
Open Checking Account		4.1%	281
Open Savings Account		4.4%	302
Online Banking		41.6%	2,846
Manage Investments		14.0%	957
Manage Retirement Accounts		16.4%	1,119
Mortgage Line of Credit		3.3%	224
Financial Consulting		11.6%	794
Financial Services		12.7%	871
Safe Deposit Box Rental		8.5%	583
Obtain New Credit Card		4.2%	284
Payday Loan or Check Cashing Business		0.7%	47
Use Vehicle Title Loan Company		0.9%	65
None of the above / Does not apply		39.9%	2,731










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		5.4%	367
Certificates of Deposit		9.6%	660
City or State Bonds		1.6%	110
Collectibles, Antiques or Art		2.8%	191
Common or Preferred Stock		6.4%	437
Corporate Bonds or Debentures		1.2%	79
401(k)		22.8%	1,561
Gold or Precious Metals		2.0%	136
IRA		13.8%	947
Money Market Funds		8.6%	588
Mutual Funds		11.3%	772
Non-US Stocks		1.4%	99
Options		0.8%	57
US Savings Bonds		2.3%	158
US Treasury Notes		0.9%	60
Coins or Stamps		3.4%	232
None of the above / Does not apply		57.6%	3,942

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

Value		Percent	Responses
Agriculture Loan		1.3%	87
Business Equipment Loan		0.6%	43
Carpeting or Furniture Loan		0.9%	61
College Expenses Loan		2.1%	142
College Tuition Loan		3.9%	270
Debt Consolidation Loan		3.2%	220
Medical Expenses Loan		0.8%	52
New Vehicle Loan		5.0%	344
Used Vehicle Loan		7.4%	509
Vacation or Travel Loan		0.8%	57
Wedding Loan		0.5%	34
None of the above / Does not apply		81.3%	5,562

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		29.9%	2,044
Body Jewelry		3.2%	219
Coats		22.7%	1,550
Lipstick		24.5%	1,675
Nail Polish		19.6%	1,342
Eyewear or Sunglasses		41.3%	2,823
Formal Wear		5.2%	353
Handbags		22.1%	1,512
Hats		11.9%	815

Value		Percent	Responses
Intimate Apparel		19.4%	1,328
Jewelry or Accessories		18.9%	1,293
Watches		6.2%	425
Luggage or Bags		5.2%	357
Perfume		19.7%	1,346
Men's Apparel		42.7%	2,920
Men's Shoes		35.9%	2,459
Men's Underwear		34.5%	2,359
Women's Apparel		62.1%	4,249
Women's Pajamas or Sleepwear		27.7%	1,896
Women's Shoes		53.6%	3,668
Women's Underwear		44.4%	3,039
Swimwear		18.0%	1,233
Socks		45.5%	3,116
Scarves		9.1%	620
Ties		4.7%	321
Uniforms		4.1%	278
Western Clothing		4.4%	304
Outerwear		20.8%	1,424
None of the above / Does not apply		11.7%	802
Fur Coat		0.4%	25

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		10.8%	738
Children's Winter Coats		9.6%	654
Children's Swimwear		10.9%	749
Children's Pants		17.9%	1,223
Children's T-Shirts		18.6%	1,271
Children's Dresses		10.7%	729
Children's Pajamas or Sleepwear		17.8%	1,216
Children's Socks		16.5%	1,131
Children's Party Dresses		3.7%	254
Children's Shorts		15.3%	1,046
Infant Clothing		8.8%	604
Children's School Uniform		2.7%	184
Children's Athletic Clothing		11.9%	811
None of the above / Does not apply		70.3%	4,811

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)		39.8%	2,721
Boots (Men's)		14.9%	1,022
Cowboy Boots (Men's)		3.5%	242
Classic & Fashion Sneakers (Men's)		11.3%	774
Lace-Ups (Men's)		9.4%	644
Sandals (Men's)		7.0%	482
Slippers (Men's)		7.7%	524

















Value		Percent	Responses
Work & Safety (Men's)		8.4%	578
Lace-Up Sneakers (Women's)		18.9%	1,295
Pumps (Women's)		11.4%	781
Sling-Back Sandals (Women's)		12.3%	844
Classic & Fashion Sneakers (Women's)		21.2%	1,448
Slippers (Women's)		15.4%	1,053
Work & Safety (Women's)		4.0%	275
Cowboy Boots (Women's)		3.7%	252
Athletic & Outdoor Shoes (Women's)		46.6%	3,192
Loafers & Slip-Ons (Women's)		18.6%	1,276
Slippers (Children's)		3.8%	263
Athletic & Outdoor Shoes (Children's)		15.1%	1,030
Sandals (Children's)		7.7%	529
Slip-Ons (Children's)		5.1%	351
Dress Shoes (Children's)		5.2%	359
None of the above / Does not apply		21.8%	1,491
Formal & Tuxedo Footwear (Men's)		1.5%	102
Cowboy Boots (Children's)		2.0%	139

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		13.8%	944
Have Clothing Dry Cleaned		26.7%	1,825
Have Shoes Repaired		9.8%	673
Rent or Purchase a Costume		2.0%	140
Wash Clothing at a Laundromat		7.1%	486
Purchase Custom Made Clothing Items		1.4%	96
None of the above / Does not apply		60.5%	4,140


























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		4.6%	315
Bicycle or Mountain Bike (Adult)		5.7%	393
Bicycle Tune-Up or Repair		8.3%	569
Camping or Hiking Equipment		11.2%	765
Exercise or Fitness Equipment		10.0%	682
Fishing Rods or Reels		10.1%	690
Fishing Bait or Attractant		16.3%	1,118
Fishing Accessories		18.7%	1,282
Golf Clubs or Equipment		6.2%	424
Hunting Gear		7.1%	487
Ammunition		18.9%	1,295
Running or Jogging Equipment		3.8%	257
Sports Equipment (Children)		3.7%	252
Swimming Gear		5.3%	364

Value		Percent	Responses
Weight Lifting Equipment		3.1%	212
Rifle		4.8%	330
Hand Gun		8.8%	603
Shotgun		4.2%	289
None of the above / Does not apply		47.9%	3,281
Bowling Equipment		2.5%	170
High End Bicycle		0.9%	60
Bicycle Rental		1.4%	96
Racquet Equipment		0.7%	46
Scuba, Diving or Snorkeling Equipment		0.9%	60
Skiing Equipment		2.0%	134
Soccer Equipment		1.5%	101
Sports Memorabilia		2.2%	153
Trampoline		1.7%	118
Trophies or Plaques		0.8%	57
Used Sporting Equipment		2.6%	181

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		30.6%	2,097
Bedding Flowers or Perennials		44.8%	3,063
Chainsaw		3.7%	253
Fertilizer		31.9%	2,181
Flower Pots		25.7%	1,762

Value		Percent	Responses
Garden Ornaments		13.2%	902
Gravel or Rock		14.8%	1,016
Hand Garden Tools		14.6%	997
Landscaping		10.6%	727
Indoor Garden Supplies		5.4%	368
Decorative Rock		10.1%	693
Lawn Seed, Turf or Sod		11.4%	782
Outdoor Fireplace or Fire Pit		4.7%	319
Outdoor Furniture		8.2%	558
Outdoor Grill		7.1%	487
Patio Cover, Awning or Canopy		3.0%	206
Patio Furniture		7.4%	508
Propane		16.7%	1,142
Lawn Mower (Push)		4.7%	320
Lawn Mower (Riding)		3.8%	261
Shrubbery or Trees		10.6%	726
Stone (Cast, Crushed or Natural)		4.2%	284
Storage Shed		4.8%	330
Leaf Blower		3.6%	243
Insect or Fungus Control Products		14.1%	963
Outdoor Garden Flags		3.9%	264
None of the above / Does not apply		25.8%	1,768
Fountains		2.6%	176
Gate		2.1%	143
Gazebo		1.3%	91
























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		2.8%	192
Patio Heater		1.2%	84
Outdoor Infrared Heater or Fireplace		0.7%	49
Outdoor Smoker		1.9%	131
Outdoor Kitchen Equipment		0.8%	58
Outdoor Entertainment Center		0.7%	48
Pole Shed		1.0%	66
Portable Outdoor Heater		0.9%	64
Power Garden Tools		2.1%	147
Rototiller		1.0%	70
Screen Porch		1.4%	94
Snow Blower		1.9%	128
Greenhouse		1.9%	130

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		10.4%	710
Animal Healthcare Products		8.9%	610
Fertilizers, Herbicides or Pesticides		7.6%	522
Plants, Plantings or Agricultural Seed		9.6%	660
Propane, Oils or Fuels		8.8%	605
Rocks, Gravel or Sand		6.2%	425
Straw or Bedding Materials		3.0%	206

Value		Percent	Responses
None of the above / Does not apply		69.6%	4,766
ATV Products and Attachments		2.2%	149
Barn or Pole Building		1.5%	103
Blowers		1.2%	83
Steel Farm Building		0.6%	38
Carts or Utility Carriers		1.2%	83
Cement Mixers or Rollers		0.3%	21
Chippers or Shredders		0.7%	49
Diggers, Drillers or Drivers		0.5%	33
Drainage or Irrigation Equipment		0.7%	46
Farm Tool Rental		0.5%	37
Farm Equipment Rental		0.6%	43
Farm Machinery or Tractor Attachments & Implements		1.3%	91
Farm Work Clothes		2.6%	177
Ground-Working Equipment		1.1%	75
Mowers, Cutters or Clippers		2.9%	201
Pallet Forks, Forklifts or Skid Steers		0.3%	21
Pivot		0.1%	9
Planting and Seeding Equipment		2.7%	184
Rakes or Hay Handling Equipment		1.1%	78
Scoops or Shovels		2.1%	146
Sprayers or Spreaders		1.8%	126
Sweepers or Industrial Vacuums		0.4%	29
Tree Cutters or Tree Maintenance Equipment		2.5%	172

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

Value		Percent	Responses
Any Pet-Related Products or Services		14.8%	1,012
Bird Seed		17.8%	1,219
Cat Food		28.0%	1,918
Dog Food		36.7%	2,512
Fish Food		5.2%	353
Specialized Pet Food		4.3%	295
Other Pet Food		6.7%	457
Pet Accessories		15.9%	1,091
Pet Clothing		4.3%	296
Pet Toys		21.9%	1,498
Fish Supplies		3.3%	225
Annual Pet Vaccinations		34.8%	2,382
Annual Pet Checkups		31.7%	2,167
Preventative Care		6.9%	471
Adopt or Rescue a Pet		6.8%	463
Purchase Pet Medication		9.0%	616
Purchase Dog Bed		5.0%	342
Board a Pet Overnight		4.9%	336
Pet Dental Care		4.8%	327
None of the above / Does not apply		35.7%	2,446
Pet Enclosure		1.0%	70
Aquarium or Tank		2.1%	146
Bird House		2.5%	173

Value		Percent	Responses
Disease Diagnosis		1.0%	66
Pet Travel Cage		1.3%	91
Pet Travel Accessories		1.0%	66
Cremation or Burial Services		1.0%	70
Purchase a Pet		1.8%	125
Holistic or Alternative Pet Care		1.1%	75
Pet Tracking Device		1.4%	93
Bird Health Care		0.6%	40
Animal Training Classes		2.9%	196
Hemp Based Pet Supplements		1.1%	73
THC Based Pet Supplements		0.7%	49
Holistic or Alternative Pet Supplements		1.2%	82
Anti Anxiety or Stress Pet Medication for Holidays		1.8%	125

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		5.8%	399
Add a Fence or Wall Structure		7.3%	502
Remodel Kitchen		6.2%	422
Cabinet Refacing or Resurfacing		3.4%	235
Remodel Bathroom		9.5%	647
Build a Storage Shed		4.2%	288
General Remodeling		8.9%	609
Resurface or Build New Driveway		3.0%	208

Value		Percent	Responses
Replace Carpet		9.2%	628
Asphalt Repair		3.0%	203
Replace Flooring		11.0%	752
Replace Windows		6.4%	439
None of the above / Does not apply		56.6%	3,876
Add a Room		2.0%	138
Add a Home Office		0.8%	58
Refinish Bathtub		2.2%	148
Install a Glass Shower		1.9%	133
Remodel or Finish Basement Living Area		2.1%	144
Replace Garage Door		2.4%	162
Build a Garage		1.4%	98
Build Out-Building		1.1%	76
Have Furniture Restored		2.2%	151
Add a Swimming Pool		1.2%	81
Switch from Gas to Electric		0.4%	27
Switch from Electric to Gas		0.7%	48
Install a Stair Lift		0.4%	24
Install "Aging In Place" Products		1.0%	67
Install a Solar Energy System		1.3%	92
Install Security or Monitoring System		1.9%	129
Stone or Marble Work (Bathroom or Kitchen)		1.4%	98
Sealcoating		2.9%	199
Asphalt Resurfacing		2.8%	194
Residential Paving		1.1%	77

Value	Percent	Responses
Build a "Tiny House"	0.8%	53
Install Handicap Accessible Addition	0.5%	31

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















Value	Percent	Responses
Ceramic Tile	7.0%	480
Decking	6.6%	451
Doors (Exterior)	7.9%	541
Doors (Interior)	5.7%	388
Electrical Supplies	5.1%	350
Fencing	7.2%	493
Hand Tools	8.9%	609
Hardwood Products	4.0%	274
Home Security Doorbell Camera	3.7%	250
Insulation	4.1%	281
Kitchen Cabinets	4.8%	328
Lighting and Fixtures	8.6%	590
Lock Sets	3.5%	238
Lumber	9.1%	621
Molding	3.8%	260
Paint (Exterior)	11.2%	768
Paint (Interior)	22.2%	1,521
Plywood	5.4%	367

Value		Percent	Responses
Plumbing Supplies		6.2%	426
Power Tools		4.1%	283
Rain Gutters		4.2%	287
Roofing (Other)		3.3%	226
Screen Door		5.2%	356
Water Softener System or Supplies		3.0%	206
Windows (Double-Hung)		3.2%	220
None of the above / Does not apply		47.5%	3,248
Circular Saw		1.5%	100
Furnace		2.0%	136
Generator		2.4%	167
Mill Work		1.4%	97
Roofing (Composition)		2.6%	181
Security Door		1.5%	106
Security Locks		2.1%	143
Security Window Film		0.5%	37
Siding		2.4%	161
Solar Screen		0.6%	42
Waterproofing		1.6%	107
Wet or Dry Vacuum		2.0%	136
Wood Stove or Fireplace		1.4%	98
Window Guards		0.4%	30
Windows (Casement)		1.7%	118
Windows (Picture)		1.4%	97
Windows (Slider)		1.7%	114








Value	Percent	Responses
Windows (Bay or Bow)	0.9%	63


























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	6.4%	437
Air Duct Cleaning	7.7%	528
Appliance Repair	5.6%	382
Blinds Cleaning	3.4%	231
Carpenter or Woodworking	4.1%	281
Carpet Cleaning	14.2%	974
Chimney Cleaning	4.5%	310
Concrete Repair	3.7%	253
Drywall Installation or Repair	3.6%	246
Electrical Repair	5.1%	347
Flooring - Ceramic Tile (Installation or Repair)	3.1%	209
Flooring - Laminate (Installation or Repair)	4.4%	302
Flooring - Wood (Installation or Repair)	4.1%	283
Flooring - Other (Installation or Repair)	4.2%	290
Furnace Cleaning	9.8%	674
Gardening Services	3.4%	235
Gutter Installation or Repair	3.0%	202
Handyman Services	11.4%	781
Home Repair	5.5%	374
Home Remodel	3.9%	269

Value		Percent	Responses
None of the above / Does not apply		48.5%	3,317
Alternative Energy Systems Installation		1.3%	87
Alternative Energy Systems (Service or Repair)		0.7%	51
Electrical Panel Replacement		1.1%	76
Excavation & Wrecking		0.5%	32
Fire & Water Damage Restoration		0.6%	44
Flooring - Linoleum (Installation or Repair)		2.3%	158
Foundation Repair		2.0%	134
Furnace Repair		2.1%	145
Furniture Reupholster		1.3%	92
Heating Repair		1.7%	116
Home Computer Repair		1.8%	123
Home Electronics Repair		0.6%	42
Home Heating Oil or Fuel Service		2.2%	152


















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		3.2%	219
House Cleaning Service		8.3%	566
Junk or Yard Waste Removal		6.3%	431
Recycle		7.5%	512
Sell Scrap Metal		3.0%	202
Landscaping Service		8.5%	584
Painting		12.3%	840










Value		Percent	Responses
Pest Control		7.6%	517
Plumbing Repair		5.4%	371
Pressure Washing		5.2%	354
Preventative Home Maintenance		3.6%	243
Roof Repair		4.6%	316
Septic Tank Cleaning or Repair		3.3%	227
Snow Removal		4.7%	322
Trash Removal		9.6%	660
Window Installation		4.1%	281
Computer Repair		6.5%	443
None of the above / Does not apply		49.4%	3,382
Insulation Installation or Maintenance		1.6%	111
Interior Design		1.5%	106
Movers		1.8%	124
Mold Inspection or Removal		1.5%	102
Party Equipment Rental		0.4%	28
Pool Cleaning Service		0.9%	62
Security System		2.0%	134
Siding Replacement		1.3%	91
Solar Heating or Power System Installation or Repair		1.0%	71
Stucco or Exterior Coating		0.4%	24
Tool Rental		1.4%	96
Tornado or Storm Shelter Building or Repair		0.4%	30
Water Well Drilling		0.4%	28
Waterproofing		1.0%	70

Value		Percent	Responses
Window Tinting for Home		0.4%	28
Yard Equipment Rental		0.8%	55
Mobile or Cell Phone Repair		2.4%	165












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)		5.3%	361
Window Blinds (Venetian or Mini)		5.8%	398
Emergency Preparedness Kit or Supplies		3.3%	228
Batteries (Home or Office)		32.5%	2,223
Candles		18.4%	1,257
Firewood		5.1%	348
Carpeting		8.7%	595
Flooring Tile		4.9%	338
Hardwood Flooring		3.8%	259
Rugs		10.7%	729
Clocks		4.5%	308
Curtains or Drapes		11.6%	793
Cutlery, Flatware or Silverware		3.8%	257
Fire Extinguisher		5.2%	359
Fine Art (Paintings, Pottery, Etc.)		3.0%	208
Furniture (Bedroom)		6.5%	442
Furniture (Dining Room)		3.3%	229

Value		Percent	Responses
Furniture (Living Room)		9.2%	631
Christmas Tree		10.9%	749
Holiday Decorations		9.6%	659
Laminate Flooring		4.6%	315
Mirror		3.1%	211
Storage Boxes or Tubs		7.5%	510
Floral Arrangements		5.0%	339
Picture Frames		7.7%	525
Linens (Bathroom)		8.9%	609
Reclining Chair		5.5%	378
Indoor Flowers		5.8%	397
Linens (Dining Room or Kitchen)		4.6%	315
None of the above / Does not apply		34.8%	2,382
Awning		1.5%	103
Oriental Carpeting		0.5%	34
Rugs (Persian)		0.6%	44
Closet System		2.8%	192
Ductless Heat Pumps		0.4%	29
Custom Built Furniture		0.9%	62
Reconditioned Furniture		1.1%	76
Furniture (Children's)		2.0%	135
Crib		0.9%	62
Furniture (Home Office)		2.0%	138
Furnace		1.7%	117
Futon		0.9%	62

Value		Percent	Responses
Glass Table		0.3%	19
Glass Railing		0.1%	7
Safe		1.7%	113
Hot Tub or Spa (Used)		0.6%	42
Sewing Machine		1.6%	108
Wallpaper		1.1%	77
Signs or Banners		1.0%	71
Hot Tub or Spa (New)		1.1%	75
Tankless Water Heater		1.7%	115

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		9.9%	679
Adjustable Mattress		3.1%	215
Innerspring Mattress		3.3%	223
Pillow Top Mattress		4.3%	294
Foam Mattress		3.6%	246
Linens (Bedroom)		13.9%	952
Memory Foam Mattress		4.4%	301
Queen Size Bed		5.8%	400
King Size Bed		5.1%	352
Smoke Alarm or Detector		4.1%	281
Window Coverings		4.8%	328

Value		Percent	Responses
Patriotic Flags		3.4%	235
Alexa for Home		3.5%	241
None of the above / Does not apply		56.6%	3,872
Gas Burning Freestanding Stoves		0.7%	45
Water Purification System (Drinking)		1.8%	125
Solar Water Heater		0.6%	39
Latex Mattress		0.5%	36
Gel Mattress		1.7%	116
Twin Size Bed		2.2%	152
Swimming Pool (Above Ground)		1.3%	87
Water Heater		2.3%	154
Swimming Pool (In-Ground)		0.4%	27
Remote Home Monitoring Video Camera		1.9%	130
Shutters		1.7%	116
Reclaimed Wood Furniture		1.0%	70
Sports Team Flags		1.6%	109
Smart Home Products		2.8%	195
Smart Appliances		2.6%	178
Smart Lock / Front Door		1.6%	107






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


























Value		Percent	Responses
Paintings		8.1%	555
Fine Art		3.7%	250
Photographs		9.6%	659
Pottery		5.0%	340
Blown Glass		2.8%	194
Stone Carvings		1.6%	111
Sculpture		2.1%	147
Artistic Wall Decor		7.6%	520
Wood Carvings		3.5%	239
Poster Art		3.3%	226
Religious Art		3.4%	234
Stained Glass		3.4%	230
Ceramics		4.0%	272
Metal Work Art		3.7%	255
Music Memorabilia		2.2%	148
Movie Memorabilia		1.9%	128
None of the above / Does not apply		73.5%	5,030



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		7.7%	529
Portable Dishwasher		0.9%	65
Dishwasher		6.7%	457
Freezer		3.8%	263
Range		5.2%	359
Range Hood		2.8%	195
Wall Oven		1.4%	96
Washer		5.7%	388
Dryer		5.7%	387
Blender		4.6%	318
Tea Kettle		3.1%	212
Microwave		8.5%	580
Window Air Conditioner		2.8%	191
Coffee or Espresso Machine		9.6%	659
Vacuum Cleaner		7.7%	525
None of the above / Does not apply		61.1%	4,183






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		4.3%	297
Battery		9.3%	636
Floor Mats		7.6%	521
Lights		4.0%	273
Seat Covers		4.6%	312

Value		Percent	Responses
Tires		17.9%	1,227
Wiper Blades		25.7%	1,760
None of the above / Does not apply		50.3%	3,444
Canopy		0.8%	57
Child Car Seat		2.9%	201
Grill Guard		0.9%	63
Ground Effects		0.4%	27
Mirror(s)		1.4%	98
Motorcycle Accessories		1.9%	129
Motorcycle Parts		2.0%	139
Performance Parts		1.2%	80
RV Accessories or Supplies		2.2%	152
Roof Rack (For Bike, Kayak, Etc.)		0.9%	61
Roof Rack (Luggage or Equipment Container)		0.4%	25
Running Boards		0.8%	56
Spoiler		0.3%	18
Step Bar		0.5%	37
Stereo System (Auto, Car or Truck)		1.4%	96
Tool Box		0.8%	58
Trailer Hitch		1.3%	86
Truck Bed Liner		0.7%	49
Visor		0.6%	38
Wheels or Rims		1.8%	122
Winch		0.4%	24
Window Tinting Equipment (Auto)		0.8%	55







Value		Percent	Responses
Cargo Trailer (Vehicle Hauler)		0.4%	29
Cargo Trailer (Flat)		0.7%	46
Cargo Trailer (Motorcycle)		0.3%	21
Cargo Trailer (Boat)		0.4%	28
Cargo Trailer (Box)		0.6%	39


























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

Value		Percent	Responses
Dealership		39.6%	2,710
National chain service center (e.g. Jiffy Lube)		11.7%	798
Private service center		28.3%	1,939
Friend/Family		11.7%	798
Other		8.7%	598

Total: 6,843

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		7.0%	477
60,000 Mile Service		6.3%	432
100,000 Mile Service		7.8%	533
Auto Detailing		7.0%	476
Auto Repair (General)		8.8%	599
Alignment		7.3%	497



















Value		Percent	Responses
Body Work		5.1%	350
Brake Replacement, Adjustment		6.1%	417
Car Wash		41.4%	2,833
Gas or Service Station Services		15.7%	1,072
Oil Change or Lube		40.1%	2,746
Preventative Maintenance		13.4%	916
Safety Inspection		4.5%	305
Tire Mounting or Installation		6.4%	438
Tune-Up		10.2%	695
Windshield or Glass Repair		6.0%	408
None of the above / Does not apply		25.5%	1,746
Auto Warranty Work (Work Covered by Warranty)		2.8%	193
Car Rental		2.2%	149
DEQ Inspection		0.3%	21
Electrical Repair		1.6%	108
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	55
Motor Repair or Replacement		0.8%	52
Motorcycle Repair		1.1%	76
Muffler		1.7%	119
Painting		1.9%	130
RV Maintenance or Service		1.1%	77
Shocks		2.6%	175
Smog Check		0.4%	28
Stereo Installation		0.8%	58
Transmission or Clutch Repair		1.2%	83

Value		Percent	Responses
Upholstery Repair		1.5%	103
Vehicle Air Conditioning Repair		1.8%	123
Vehicle Storage		0.7%	45
Vehicle Towing		0.6%	40
Windshield or Window Tinting		1.9%	129























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

Value		Percent	Responses
AutoTrader.com		11.0%	755
CarFax		15.7%	1,074
CarGurus.com		7.4%	505
CarMax.com		7.5%	513
Cars.com		6.9%	471
Craigslist Auto		9.4%	640
KBB.com		6.0%	411
Facebook Dealer Page		5.1%	352
Edmunds.com		6.0%	411
Local Dealer Site		45.4%	3,108
UsedCars.com		5.0%	345
Local TV Site		3.1%	215
Other Local Website		8.7%	594
None of the above / Does not apply		35.1%	2,400
Yahoo! Autos		0.6%	39
Automotive.com		1.5%	105
Autoblog.com		0.7%	51
CarsDirect.com		1.3%	92
eBay Motors		2.3%	158
MotorTrend.com		1.7%	114
Local Radio Site		2.2%	149
The Car Connection		0.6%	39
























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		47.5%	3,250
Beauty Products		37.7%	2,581
Cosmetics		43.0%	2,943
Babysitting		3.6%	246
Facial		14.7%	1,009
Hair Care Products		55.7%	3,813
Hair Coloring		31.7%	2,172
Hair Cut		65.8%	4,502
Hair Removal		5.6%	385
Hair Extensions, Wigs or Weaves		2.7%	187
Manicure		20.2%	1,384
Massage Therapy		19.2%	1,313
Pedicure		26.1%	1,789
Tanning Products		2.5%	170
Tanning Bed or Spray Tan		4.2%	289
Tattoo or Piercing		6.3%	430
Spa Bed (Red Light Therapy or Hydration station)		0.9%	62
None of the above / Does not apply		13.1%	895


















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

Value		Percent	Responses
Books (New)		38.2%	2,611
Books (Used)		31.8%	2,179
Books (Children's)		19.6%	1,344
Board Games		21.7%	1,483
Lottery Ticket		43.7%	2,988
Collectibles		7.6%	521
Vinyl Records		4.7%	319
Fire Works		7.4%	503
Computer Games		8.9%	608
DVD Movies (Buy)		20.6%	1,410
DVD Movies (Rent)		17.0%	1,160
DVD Movies (Children's)		7.1%	483
Magazines		29.9%	2,046
TV or Movie Themed Toys		5.2%	355
Toys		17.4%	1,191
Video Game Console		3.3%	226
Video Console Games		8.1%	555
None of the above / Does not apply		17.0%	1,165
Comics		2.8%	192
Graphic Novels		2.5%	174
Handheld Game Console		1.7%	113
Handheld Console Games		2.6%	180



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

Value		Percent	Responses
Purchase Wedding or Special Occasion Gifts		5.5%	377
Host or Attend a Retirement Party		5.4%	372
Host or Attend a Graduation Party		10.2%	700
Purchase Gourmet Cupcakes		3.9%	266
Purchase Cake, Tart or Pastries for Special Occasion		8.8%	605
None of the above / Does not apply		73.0%	4,993
Purchase a Wedding Dress		1.7%	113
Purchase a Tuxedo		0.9%	62
Rent a Tuxedo		1.4%	94
Purchase a Bridesmaid Dress		1.3%	92
Rent a Hall or Event Space for Wedding or Special Event		2.7%	184
Hire a Musician or Band for Wedding or Special Event		2.1%	146
Purchase a Wedding Cake		1.9%	133
Use a Wedding Planner		0.6%	42
Use a Party Planner		0.6%	41
Hire a Caterer for Wedding or Special Event		2.6%	181
Use a Florist for a Wedding or Special Event		2.5%	172
Rent a Chauffeured Vehicle		1.2%	80
Go on a Honeymoon		2.6%	180
Hire a Photographer for Wedding or Special Event		2.8%	189
Hire a Videographer for Wedding or Special Event		1.2%	82
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.3%	23
Host or Attend a Quinceanera Party		0.5%	35

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

Value		Percent	Responses
Gems, Rocks & Minerals		5.2%	359
Ceramics and Pottery		4.9%	332
Collectables		7.5%	514
Comic Books and Related Collectables		2.5%	173
Do-It-Yourself (DIY)		26.3%	1,800
Games or Puzzles		21.1%	1,447
Beer Brewing Supplies		2.6%	178
Wine Making Supplies		1.7%	117
Jewelry Making Supplies or Beads		6.9%	471
Knitting		8.8%	602
Making Arts and Crafts		15.0%	1,028
Paper Crafts		6.0%	409
Quilting		7.3%	500
Scrapbooking		6.5%	445
Toy Collecting		2.0%	134
Trains, Plane & Car Model Kits		2.3%	159
None of the above / Does not apply		44.7%	3,056







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		47.9%	3,277
Train Trip		9.3%	636











Value		Percent	Responses
Book Hotel Room		50.5%	3,455
Business Travel		6.6%	451
Buy Travel Tickets		19.2%	1,315
Buy Luggage		4.4%	301
Hotel or Resort Stay		30.1%	2,061
International Travel		11.3%	773
Take a Cruise		11.5%	789
Travel Packages		9.0%	619
Use a Travel Agent or Agency		9.1%	625
Vacation Inside Home State		19.4%	1,327
Vacation Outside Home State		32.7%	2,241
Rent a Car		19.2%	1,312
Book Local Lodging for Guests		4.2%	288
Stay at an RV Park		4.8%	327
Stay at a Casino		8.5%	582
Gamble at a Casino		18.1%	1,240
Play Bingo		7.1%	485
Does not apply		24.2%	1,655
Charter a Boat		1.4%	96
Chartered Fishing Trip		2.9%	201
Golf Vacation		2.5%	172
Ski Resort Stay		1.9%	128
Rent RV		1.2%	85

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)		6.9%	473
Attend College or University (Part Time)		4.4%	302
Attend Classes at Community College		6.2%	425
Online Continuing Education Courses		6.1%	420
Professional Certification or Accreditation Courses		3.1%	212
Language Lessons (Adult)		3.0%	207
Arts or Crafts Lessons (Adult)		8.1%	554
Music Lessons (Adult)		3.2%	216
Cooking Lessons (Adult)		3.9%	264
Attend a Free Lecture or Seminar		14.4%	988
Attend Paid Lecture, Seminar or Special Class		5.6%	382
Dance Lessons		3.8%	259
Yoga, Pilates, or Zumba		10.8%	738
Personal Physical Training		3.0%	202
Attend a Local Workshop		9.6%	655
None of the above / Does not apply		56.9%	3,897
Attend Graduate School		2.5%	170
Business School		0.6%	39
Learning Center		0.5%	36
Culinary School		1.0%	66
Trade School		1.1%	76
Sports Lessons (Adult)		1.3%	87
Real Estate Classes		1.4%	93
Child Education or Tutoring		1.2%	85

Value		Percent	Responses
Music lessons (Child)		2.4%	162
Sports lessons (Child)		2.4%	164
Language Lessons (Child)		0.4%	28
Arts or Crafts Lessons (Child)		1.6%	107
Change School		0.4%	29
Attend a Religion Based School		1.1%	78

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		13.6%	930
Oil paints		4.9%	338
Acrylic Paints		13.3%	909
Markers		13.5%	922
Specialty Paper		8.8%	604
Fabric Craft Supplies		12.8%	873
Beads		7.2%	490
Art Pencils and Pens		15.1%	1,033
Scrapbooking Supplies		7.5%	510
None of the above / Does not apply		63.2%	4,324


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

Value		Percent	Responses
Bass Guitar		1.2%	79
Clarinet		0.7%	45
Drums		1.6%	107
Flute		0.5%	37
Acoustic Guitar		3.3%	224
Electric Guitar		1.6%	111
Electric Keyboard		1.5%	104
Piano		2.4%	166
Piano (High End)		0.5%	36
Trombone		0.3%	23
Trumpet		0.6%	44
Violin		1.1%	72
None of the above / Does not apply		90.9%	6,221

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

Value		Percent	Responses
Greek		12.3%	842
French		6.0%	413
Asian		26.6%	1,822
German		9.5%	648
American (New)		34.5%	2,361
Italian		50.5%	3,457
Cajun or Creole		11.5%	787
Indian		10.4%	713
Chinese		50.0%	3,422
American (Traditional)		72.5%	4,960
Thai		16.1%	1,101
Middle Eastern		6.5%	442
Japanese		15.2%	1,042
Mexican		60.4%	4,132
Vietnamese		6.6%	453
Southern		17.7%	1,208
Tex-Mex		19.5%	1,336
Spanish		8.4%	576
Mediterranean		12.6%	859
None of the above / Does not apply		7.8%	532

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		19.6%	1,340

Value		Percent	Responses
Fish & Chips		26.4%	1,808
Golf Course Restaurant, Bar or Snack Bar		5.1%	348
Barbeque		30.4%	2,079
Deli		24.6%	1,681
Breakfast or Brunch		52.9%	3,623
Appetizers		46.2%	3,162
Dessert		30.4%	2,080
Chicken Wings		26.7%	1,824
Hamburgers		63.0%	4,314
Chicken		48.5%	3,318
Frozen Yogurt		12.1%	829
Live or Raw food		4.1%	278
Tapas or Small Plates		6.3%	433
Theme Restaurants		5.2%	359
Soup		35.7%	2,440
Salad		49.5%	3,386
Pizza (Dine In)		28.8%	1,974
Pizza (Delivery)		25.7%	1,758
Steak		38.0%	2,599
Juice or Smoothies		12.8%	874
Sandwiches		48.6%	3,326
Pizza (Carry Out)		48.5%	3,320
Pizza (Take & Bake)		17.4%	1,193
Seafood		39.6%	2,710
Vegan		3.1%	209

Value		Percent	Responses
Steakhouse		27.7%	1,898
Sushi		11.8%	808
Vegetarian		6.8%	468
Pho		5.0%	340
None of the above / Does not apply		6.5%	448

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		19.5%	1,334
Locally Grown Produce		28.8%	1,968
Healthful Children's Dining		6.5%	448
Environmental Sustainability		16.2%	1,110
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.6%	312
Hyper-Local Sourcing		3.1%	214
Gluten Free Cuisine		6.7%	459
Sustainable Seafood		10.3%	702
Raw or Live Food Options		2.4%	166
Specialty Appetizers		9.5%	652
Specialty Salads		14.8%	1,012
Specialty Soups		11.3%	774
Specialty Desserts		9.5%	648
None of the above / Does not apply		50.7%	3,467

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		22.2%	1,517
Non-Smoking Environment		45.9%	3,141
Child Friendly		16.4%	1,123
Serve Alcohol		22.0%	1,507
Pool Tables		2.3%	156
Locally Brewed Beer		10.2%	695
Live Music		9.5%	650
Bar		20.4%	1,395
Large Craft Beer Selection		9.4%	644
Large Wine Selection		6.3%	430
Hand Crafted Cocktails		5.8%	399
Farm to Table Dining		17.4%	1,194
Senior Discounts		33.1%	2,266
None of the above / Does not apply		20.5%	1,401












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

Value		Percent	Responses
Craft Beer		24.0%	1,645
Foreign Beer		8.1%	554
Red Wine		23.1%	1,584
White Wine		21.0%	1,439
Dessert Wine		3.4%	235
Mixed Drinks		28.7%	1,967
Hand Crafted Cocktails		10.8%	741
Beer Cocktails		9.3%	634
"Top Shelf" Spirits		11.7%	800
Champagne		2.7%	184
Champagne Cocktails		2.1%	142
Energy Drink based Mixed Drinks		1.5%	103
Premium Tequila		4.4%	300
Alcoholic Cider		4.4%	303
Locally Distilled Spirits		4.9%	333
None of the above / Does not apply		41.2%	2,822







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.7%	48
Purchase Commercial or Business Property		0.5%	35
Purchase Condominium or Townhouse		1.0%	69
Purchase Manufactured or Modular Home		1.3%	88
Purchase Investment Property		1.7%	118
Purchase Personal Residence		4.3%	296
Purchase Custom Built Home		1.1%	78
Purchase Residential Real Estate at an Auction		0.6%	43
Purchase Land or Agricultural Property		1.7%	114
Purchase Vacation Property		1.1%	78
Purchase Other		1.3%	87
None of the above / Does not apply		89.4%	6,117

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		0.2%	12
Sell Personal Residence		5.1%	351
Sell Vacation Property		0.7%	49
Sell Condominium or Townhouse		0.5%	35
Sell Investment Property		1.3%	92
Sell Land or Agricultural Property		1.2%	82
Sell Commercial or Business Property		0.6%	41
Sell Manufactured or Modular Home		0.5%	32
Plan to Sell Home in Master-Planned Community		0.3%	22
Sell Other		1.3%	89
None of the above / Does not apply		90.1%	6,167

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		10.1%	30
New home, but outside of development		18.6%	55
New home that I will have contractor build		16.6%	49
Existing home less than 10 years old		45.6%	135
Existing home more than 10 years old		58.1%	172
Other		8.8%	26

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		4.1%	278
Rent House (Residence)		5.4%	370
Rent Manufactured or Modular Home		0.9%	62
Rent or Lease Commercial Property		0.7%	46
Rent Agricultural Land		0.8%	54
Rent Subsidized Housing		1.3%	92
Rent Condo/Townhouse		2.7%	185
Rent Section 8 Housing		1.7%	115
None of the above / Does not apply		87.3%	5,973

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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.9%	267
Use a Realtor to Buy Real Estate		3.5%	238
Use a Realtor to Buy and Sell Real Estate		3.3%	223
Plan to Sell Property Myself		3.2%	219
Use a Real Estate Broker		1.7%	114
None of the above / Does not apply		87.9%	6,018

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		3.9%	264
Home Remodel or Renovation Loan		2.2%	153
Business Construction Loan		0.5%	37
Home Construction Loan		1.4%	97
Equity Loan		2.6%	176
Land Loan		1.1%	77
Reverse Mortgage		0.5%	33
Real Estate Loan for existing home		1.5%	104
Refinance Home		2.1%	141
None of the above / Does not apply		88.4%	6,049

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

Value		Percent	Responses
Craigslist Homes		6.4%	437
Facebook		7.7%	530
Google		7.5%	511
Auction.com		2.4%	161
Homes & Land		3.4%	233
Homes.com		5.0%	345
HomeFinder		7.9%	543
MLS.com		11.7%	802
National Real Estate Co. Site		2.1%	146
Local MLS Site		19.3%	1,322
RealEstate.com		7.8%	532
Realtor.com		23.0%	1,577
Realty.com		4.4%	304
Redfin		3.3%	229
Trulia		12.7%	866
Zillow		33.3%	2,276
ZipRealty.com		1.1%	76
None of the above / Does not apply		45.2%	3,093

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%	798
Apartmentguide.com		5.8%	398
Craigslist		11.0%	753
Forrent.com		1.4%	97
HomeFinder.com		6.9%	474
Hotpads.com		1.1%	78
Rent.com		8.2%	563
Sublet.com		0.5%	33
Trulia		8.8%	604
Zillow		24.5%	1,678
None of the above / Does not apply		59.4%	4,062

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		69.2%	4,732
No, don't know who to call		30.8%	2,111

Total: 6,843

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		69.8%	4,779
No, don't know who to call		30.2%	2,064

Total: 6,843





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		11.8%	809
Craft Beer		20.7%	1,415
Champagne		7.7%	524
Premium Hard Alcohol or Spirits		10.8%	742
White Wine		26.5%	1,811
Red Wine		29.1%	1,990
Cigars		4.0%	271
Major Brand Cigarettes		6.3%	429
Discount Cigarettes		6.4%	440
Discount Hard Alcohol or Spirits		8.1%	553
Domestic Beer		29.1%	1,990
Alcoholic Cider		6.5%	442
None of the above / Does not apply		35.2%	2,408
Recreational Marijuana		2.7%	186
Marijuana Accessories		2.4%	166
Vaping Kit		1.1%	75
Vaping Accessories		2.1%	146
Roll Your Own Cigarette Supplies		1.7%	115
Smokeless Tobacco		2.1%	144
E-Liquids / Vape Juice		2.6%	181
Pipe Tobacco		1.4%	95
Electronic Cigarette Supplies		1.8%	121
Hookah Accessories		0.4%	27
Hookah		0.4%	26


























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		43.6%	109
Cannabis Edibles		52.4%	131
Cannabis Tinctures		18.4%	46
Cannabis Vaporizers		21.2%	53
Cannabis Cleaning Tools or Supplies		17.2%	43
Cannabis Concentrates		28.0%	70
Cannabis Pre-Rolls		25.6%	64
Organic Cannabis Products		24.0%	60
Cannabis Oil		44.4%	111
Cannabis Beauty & Skin Care Products		22.0%	55
Cannabis Beverages		21.2%	53
Cannabis Chocolates		32.0%	80
Medical Cannabis		41.2%	103
CBD Cannabis		37.6%	94
None of the above / Does not apply		8.4%	21

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

Value		Percent	Responses
Bulk or Discounted Food Items		24.6%	1,682
Specialty Teas		14.7%	1,006
Specialty Coffee		25.8%	1,764
Gourmet Deli Counter Items		16.1%	1,104

Value		Percent	Responses
Cookies		44.9%	3,075
Snack Cakes		19.4%	1,330
Potato Chips		54.7%	3,740
Soft Drinks		44.7%	3,061
Energy Drinks		9.4%	644
Energy Bars		14.6%	1,002
Noodle Bowls		10.7%	730
Cupcakes		16.1%	1,101
Birthday Cake		19.0%	1,301
Beef Jerky or Meat Sticks		20.8%	1,421
Bottled Water		50.2%	3,433
Candy		40.7%	2,782
Fruit		70.7%	4,841
Nuts		44.8%	3,067
Chocolates		45.2%	3,094
Ice cream		53.4%	3,656
Cheese		76.8%	5,254
Artisan Bread		22.2%	1,516
Artisan Meats		5.0%	340
Sports Drinks		12.1%	831
Basic Condiments		35.8%	2,447
Artisan Condiments		3.8%	261
Canned Sauces		30.4%	2,079
Cereal		62.4%	4,273
Milk		77.2%	5,285

Value		Percent	Responses
Chicken		78.0%	5,336
Pork		51.4%	3,519
Beef		64.2%	4,394
Game Meats		4.1%	278
Fish		49.8%	3,407
Pasta		60.8%	4,159
Snack Mixes		15.9%	1,090
Vegetables		69.3%	4,745
Olive Oil		48.7%	3,332
Balsamic Vinegar		20.2%	1,383
Frozen Entrees		39.9%	2,733
Eggs		82.2%	5,625
Locally Raised Beef, Pork, Poultry		18.7%	1,280
Locally Grown Fruit and Vegetables		44.0%	3,014
Locally Produced Honey		19.9%	1,362
Organic Food		18.6%	1,272
Pickled Vegetables		14.9%	1,021
Artisan Cheese		19.0%	1,303
Alternative "Meat" Products		6.4%	437
Nut Butter		16.0%	1,092
Sausage		47.0%	3,217
Donuts		27.9%	1,907
Pastries		24.5%	1,676
Caviar		0.7%	47
None of the above / Does not apply		2.6%	181























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

Value		Percent	Responses
Convenience		65.9%	4,511
Better Prices		79.3%	5,427
Variety		39.0%	2,668
Quality of Selection		56.4%	3,858
Quality of Produce		64.6%	4,420
Healthy Options		30.0%	2,055
Speed of Check Out		32.2%	2,202
Size of Store		14.0%	958
Number of Checkouts		24.7%	1,691
Cleanliness of Store		61.5%	4,206
Parking		37.5%	2,565
Help with Bagging/Packing		17.6%	1,207
Loyalty Tokens/Stamps		8.5%	585
Home Delivery		2.8%	195
None of the above / Does not apply		3.1%	209

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		68.6%	4,696
Take items home immediately		60.9%	4,170
Return items more easily		33.6%	2,300
Enjoy the in-store experience		38.3%	2,619
Can ask questions to store associates		38.4%	2,630
To support local businesses		59.2%	4,053
More secure than online purchase		16.9%	1,154
Better prices		26.5%	1,815
Quality of service		27.7%	1,898
Better Selection		25.6%	1,750
Local flavor or uniqueness		20.5%	1,400
None of the above / Does not apply		6.3%	430













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		44.2%	3,023
Donate to a Charity		49.0%	3,356
Donate to a Church		41.8%	2,860
Donate to Political Party or Government Representative		10.1%	691
Join a New Church		3.7%	254
Volunteer at Church		21.1%	1,442
Volunteer for Nonprofit Group		21.2%	1,451
Retire		4.4%	302
Vote in Upcoming Local Elections		43.3%	2,966
Vote in Upcoming State or National Elections		43.8%	2,999
Purchase Season Tickets for Performing Arts		6.0%	414
Attend a Holiday Themed Performance		22.5%	1,541
Community Activity		32.6%	2,228
Support an Organization		14.5%	993
Join an Organization		3.9%	267
Make a Donation		33.6%	2,296
Register to Vote		4.7%	324
None of the above / Does not apply		14.1%	965
Donate Vehicle		0.7%	51
Have a Baby		1.8%	123
Get Married		2.2%	149
Look into Private Schooling for Children		0.9%	59










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		32.1%	2,195
Community Event		52.9%	3,618
Festival		49.5%	3,386
Live Performance		40.5%	2,768
Fundraising Event		24.9%	1,704
Seminar		10.1%	691
School Event		31.1%	2,131
Corporate Event		6.3%	433
Trade Show		11.5%	785
Conference		14.3%	980
Networking Event		6.6%	454
Radio Station Sponsored Event		7.3%	502
Television Station Sponsored Event		3.5%	239
Newspaper Sponsored Event		9.1%	620
None of the above / Does not apply		16.5%	1,130

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		6.2%	422
Use a Zip Line		5.9%	407
Go Camping		22.7%	1,552
Go Mountain Biking		3.8%	261
Go Touring on a Bicycle		5.9%	404
Go to a Community or City Swimming Pool		14.8%	1,011
Take a Guided Backpacking or Hiking Trip		2.9%	200
Attend a Horse Race		4.6%	313
Attend a Car, Truck or Motorsport Race		7.3%	499
Participate in City or Municipal Sponsored Programs		10.6%	725
Join or Change Health or Fitness Club		9.9%	677
None of the above / Does not apply		49.3%	3,372

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		22.1%	1,515
Local Business Blog		3.4%	235
Local Business Email		8.9%	606
CitySearch		3.2%	221
Snapchat		14.2%	974
Instagram		23.1%	1,580
Cinema Ads		13.6%	933
Facebook Business Page		18.4%	1,258
Reviews on Yelp! or Google+		12.6%	865



Value		Percent	Responses
YouTube Promo Video		11.4%	779
Local Business Text Message		3.7%	256
Pandora		19.9%	1,363
Online Yellow Pages		6.6%	454
Google Search		60.6%	4,144
eBay		34.9%	2,388
Spotify		8.8%	603
Pinterest		33.0%	2,258
Google+ Local		8.3%	570
Clicked on Google Sponsored Ad		14.4%	983
LinkedIn		17.7%	1,208
Angie's List		3.0%	208
Craigslist		23.8%	1,631
Bing		12.6%	865
Twitter		16.0%	1,093
Amazon		77.4%	5,299
None of the above / Does not apply		5.9%	407
Digital Billboard		1.0%	66
Xing		0.2%	11

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



Value		Percent	Responses
Yes		77.1%	5,273
No		22.9%	1,570

Total: 6,843











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

























Value	Percent	Responses
Yes 	51.0%	3,487
No 	49.0%	3,356
		Total: 6,843

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

Value	Percent	Responses
Yes 	32.7%	2,236
No 	67.3%	4,607
		Total: 6,843

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 	48.7%	3,334
Arts and Entertainment 	30.1%	2,059
Automotive - (General) 	21.8%	1,492
Automotive - (New Vehicle Dealership) 	14.0%	958
Automotive - (Used Vehicle Dealership) 	13.6%	932
Automotive - (Auto Parts store) 	11.9%	816
Automotive - (Auto Repair business) 	6.6%	455
Automotive - (Auto Body shop) 	4.3%	295
Tire Business 	16.3%	1,115
Beauty and Spa Related Businesses 	16.3%	1,113

Value		Percent	Responses
Child Related Businesses		5.3%	362
Community and State Services		17.6%	1,207
Education		13.0%	889
Employment Related Businesses		10.7%	735
Event Planning and Services		6.3%	431
Family Activity Related Businesses		10.6%	727
Farm Equipment and Agriculture Businesses		4.2%	289
Financial Services		8.6%	587
Fitness Businesses or Providers		5.5%	374
General Retail		37.1%	2,540
Grocery / Market		30.0%	2,053
Home and Garden Related Businesses		18.1%	1,237
Building Supply/Lumber Business		11.9%	811
Home Service Businesses		7.7%	525
Home Service Contractors		8.0%	546
Hotel and Travel Related Businesses		24.3%	1,664
Local Services		25.3%	1,730
Medical Related Businesses - (General)		14.1%	963
Medical Related Businesses - (Chiropractor)		3.8%	258
Medical Related Businesses - (Dentist)		7.7%	527
Medical Related Businesses - (Hospital)		5.0%	343
Nightlife Related Businesses		6.5%	447
Pet / Animal		24.1%	1,650
Professional Services		11.6%	795
Real Estate Service Businesses		5.6%	386

Value		Percent	Responses
Recreation Related Businesses		6.1%	420
Restaurant / Bar / Lounge		31.9%	2,184
Senior Related Businesses		8.3%	566
Specialty Food and Drink		13.2%	902
General Retail - Children's Clothing Store		7.3%	499
General Retail - Clothing Accessory Store		14.3%	979
General Retail - Computer Store		9.6%	657
General Retail - Farming and Agriculture Business		3.1%	212
General Retail - Furniture Store		13.1%	894
General Retail - Hardware Store		12.6%	864
General Retail - Home Entertainment Store		5.6%	385
General Retail - Jewelry Store		6.5%	442
General Retail - Major Appliance Store		10.1%	689
General Retail - Men's Clothing Store		12.0%	822
General Retail - Mobile Phone Store		7.2%	495
General Retail - Shoe Store		16.5%	1,128
General Retail - Women's Clothing Store		25.1%	1,717
None of the above / Does not apply		16.0%	1,098
Motorsport Businesses		2.1%	145

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

Value		Percent	Responses
Yes		18.3%	1,249
No		81.7%	5,594

Total: 6,843

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		13.4%	920
Get a New Part Time Job		10.1%	690
Get a Temporary or Seasonal Job		4.7%	321
Use an Employment or Temporary Employment Agency		2.9%	196
Use a Career Counselor		0.9%	62
Get a Second (or Third) Job		3.8%	263
Get First Job after High School		0.8%	54
Get First Job after College		1.1%	78
None of the above / Does not apply		74.7%	5,109

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		5.0%	342
Admin & Clerical		8.6%	589
Accounting		3.0%	206
Health Care		6.5%	445
Grocery		3.3%	223
Customer Service		8.3%	570
Management		3.9%	266
Education		4.9%	334
NonProfit		3.3%	227
Government		4.2%	285

Value		Percent	Responses
None of the above / Does not apply		67.7%	4,635
Agriculture		1.3%	88
Automotive		1.1%	76
Warehouse		2.8%	190
Construction		1.4%	98
Hotel - Hospitality		2.8%	189
Manufacturing		2.1%	141
Entry Level (New Graduate)		1.5%	103
Banking & Finance		2.4%	166
Child Care		1.9%	132
Real Estate		0.9%	60
Insurance		0.9%	60
Legal		1.2%	81
Media		1.8%	123
Installation - Maintenance - Repair		0.6%	40
Restaurant - Food Services		2.8%	191
Executive Level		1.8%	120
Engineering		1.1%	75
Sales & Marketing		2.8%	194
Information Technology		2.1%	147
Skilled Labor - Trades		2.0%	134
Transportation		1.9%	132




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		23.0%	1,574
Local Agency Site		13.7%	938
Craigslist		8.5%	583
Facebook		9.1%	626
Indeed.com		22.7%	1,551
LinkedIn		14.3%	977
Monster.com		11.3%	775
CareerBuilder		8.3%	570
GlassDoor		5.0%	345
SimplyHired.com		2.9%	198
AOL Jobs		1.0%	69
SnagAJob.com		2.9%	196
Dice.com		0.5%	37
USAjobs.gov		7.3%	501
USAjobs.org		4.0%	271
ZipRecruiter		6.4%	436
JobDiagnosis		0.5%	37
TheLadders		1.2%	80
None of the above / Does not apply		52.2%	3,573







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

Value		Percent	Responses
Coupon book		20.1%	1,376
Yellow Pages directory		2.8%	190
Direct mail flyer		16.3%	1,115
Deal program/offer		7.2%	490
Facebook business page offer		8.9%	612
Billboard advertising		2.8%	195
None of the above / Does not apply		64.3%	4,403

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)		19.3%	1,319
Purchased an online deal to a local business in the past 3 months		12.8%	873
None of the above / Does not apply		74.6%	5,105

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		9.4%	642
Read ads and keep them - using one or two		39.4%	2,695
Read ads and keep them - without using any		4.2%	288
Read ads but throw away without using any		20.1%	1,378
Throw ads away unread		19.2%	1,314
Do not receive direct mail or advertisements at home or PO Box		7.7%	526

Total: 6,843

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 %	266 3.9%	1,176 17.2%	3,185 46.5%	253 3.7%	371 5.4%	919 13.4%	673 9.8%	6,843
County election Count Row %	290 4.2%	1,101 16.1%	3,250 47.5%	239 3.5%	358 5.2%	848 12.4%	757 11.1%	6,843
State election Count Row %	256 3.7%	1,655 24.2%	2,648 38.7%	218 3.2%	419 6.1%	944 13.8%	703 10.3%	6,843
Total Total Responses								6843














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

Value	Percent	Responses
Yes	87.4%	5,981
No	12.6%	862
		Total: 6,843








147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	89.4%	6,121
No	10.6%	722
		Total: 6,843

















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		5.3%	361
Used Vehicle Dealership		5.4%	371
New and Used Vehicle Dealership		8.3%	565
Automotive Service		10.6%	725
Tire Store		9.2%	628
Auto Parts Store		13.6%	932
Recreation Vehicle (RV) Dealership		1.4%	96
RV or Camper Service		2.0%	134
Boat Dealer		1.1%	74
Boat Service		1.1%	76
Motorcycle Dealer		1.3%	89
Motorcycle Repair Shop		0.9%	63
None of the above / Does not apply		67.4%	4,610

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		2.6%	177
Legal Firm or Attorney		2.7%	184
Insurance Agency		6.4%	441
Tax Advisor		2.7%	187
Telecommunications Provider		2.4%	167
Internet Service Provider		4.9%	334
None of the above / Does not apply		84.3%	5,767

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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		0.9%	59
Hearing Aid Center		1.6%	110
Cardiologist		2.7%	186
Chiropractor		3.6%	248
Dentist		12.3%	841
Dermatologist		3.7%	251
Hospital		4.6%	313
Mental Health Provider		2.1%	142
Optometrist		4.3%	293
Pediatrician		1.2%	82
General Practitioner		7.6%	518
Rehabilitation Clinic		0.7%	51
Urgent Care Clinic		3.6%	246
Surgical Specialist		2.1%	145
Weight Loss Service		1.9%	133
None of the above / Does not apply		72.3%	4,950







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		3.9%	265
Electrician		2.3%	158
Handyman		5.2%	356
Heating & Air Conditioning Service		3.4%	235
Remodeling Contractor		1.6%	109
General Contractor		3.1%	214
Landscaper		1.6%	112
New Home Builder		0.4%	30
Painting Contractor		1.2%	84
Plumber or Plumbing Contractor		2.8%	195
Roofing Contractor		1.9%	127
None of the above / Does not apply		83.2%	5,692









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

Value		Percent	Responses
Apartment Rental Agency		2.7%	186
Home Inspector		0.9%	65
Mortgage Broker		1.0%	66
Property Manager		1.1%	72
Realtor		4.8%	331
None of the above / Does not apply		91.7%	6,274

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		1.1%	75
Automotive Loan Provider		0.9%	64
Financial Advisor		3.0%	205
Bank		12.8%	878
Credit Union		8.5%	579
None of the above / Does not apply		79.9%	5,470

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		10.5%	716
Ethnic Restaurant		11.8%	806
Family Style Restaurant		21.5%	1,474
Fast Food Restaurant		16.3%	1,113
Fine Dining Restaurant		16.3%	1,115
Pizza Restaurant		21.2%	1,450
Restaurant with Bar or Lounge		13.1%	894
None of the above / Does not apply		48.4%	3,313

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

Value		Percent	Responses
Building Supply-Lumber Yard		8.8%	600
Clothing Accessory Store		7.8%	533
Major Appliance Store		5.0%	341
Computer Store		5.6%	384
Farming and Agriculture Business		2.1%	146
Furniture Store		8.7%	596
Grocery Store		19.1%	1,310
Hardware Store		9.5%	650
Home Entertainment Store		2.1%	147
Jewelry Store		3.7%	250
Mobile Phone Store		4.0%	277
Shoe Store		10.5%	720
Specialty Food Business		2.6%	179
Women's Clothing Store		18.0%	1,233
Men's Clothing Store		7.2%	496
Children's Clothing Store		6.2%	425
None of the above / Does not apply		53.6%	3,666

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		5.9%	407
Any Child Related Business		2.9%	196
Any Event Planning Business		1.3%	92
Any Education Business		3.3%	228
Any Fitness Business		4.9%	336
Any Pet Related Business		10.1%	694
Any Senior Related Business		4.4%	303
None of the above / Does not apply		77.9%	5,333

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		17.4%	1,189
No		54.2%	3,707
Does not apply		28.4%	1,946

Total: 6,842

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















Value		Percent	Responses
Arts and Entertainment		3.3%	40
Education		8.7%	104
Financial Services		3.8%	45
Health and Medical		6.4%	77
Home and Garden		3.1%	37

Total: 1,195







Value		Percent	Responses
Home Service Businesses		3.5%	42
Local Services		3.9%	47
Real Estate		4.8%	57
Other		39.0%	466
Apparel and Accessories		1.9%	23
Automotive		2.7%	32
Beauty and Spa		2.3%	27
Child Related Businesses		1.9%	23
Event Planning and Services		0.8%	9
Family Activity		0.4%	5
Fitness Businesses or Providers		0.8%	9
General Retail		2.7%	32
Grocery and Specialty Food/Drink		1.3%	16
Hotel and Travel		1.4%	17
Motorsport Businesses		0.3%	4
Nightlife		0.3%	3
Pet / Animal		2.3%	27
Pizza Restaurant Types		0.7%	8
Recreation		0.8%	10
Restaurant / Bar / Lounge		2.9%	35

Total: 1,195

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.		34.1%	407
Computer Hardware		17.7%	211
Office Copier		6.8%	81
Business Logo Apparel		16.8%	201
Networking Hardware or Software		8.1%	97
Office Furniture, Fixtures or Interiors		8.3%	99
Office Cleaning Supplies		20.3%	242
Office Supplies		46.1%	551
Office Printer		10.7%	128
Promotional Items		14.9%	178
Security System		3.4%	40
Telephone Systems		5.1%	61
Uniforms or Work Clothing		8.7%	104
None of the above / Does not apply		28.5%	340

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		7.3%	87
Business Advertising		5.5%	66
Business Internet Services		3.4%	41
Business Printing Services		3.1%	37
None of the above / Does not apply		78.9%	941
Business Financial Consulting		1.3%	16

Value		Percent	Responses
Business Bottled Water Delivery		1.8%	21
Business Advisory Services		0.8%	10
Business Cellular Phone Service		2.0%	24
Business Computer Consulting		1.7%	20
Business Construction Contractor		0.8%	9
Business Employment Agency		1.0%	12
Business Internet Service Provider		2.3%	28
Business Legal Services or Attorney		1.6%	19
Business Marketing Services		2.0%	24
Business Meetings or Conventions		1.1%	13
Business Moving or Storage		0.8%	9
Business Payroll Services		1.8%	21
Business Realty Services		0.9%	11
Business Recruitment		1.3%	16
Business Security Services		0.4%	5
Business Sign Company Services		2.0%	24
Business Shuttle or Limo Services		0.5%	6
Business Staffing or Temp Services		0.8%	10
Business Travel Agency		0.9%	11
Business General Broadcast Media Service		1.2%	14
Business Television Media Service		0.5%	6
Business Radio Media Service		1.1%	13









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

Value		Percent	Responses
Rent New Office		2.9%	35
Buy New Office		1.6%	19
Add New Locations		3.4%	40
Renovate Existing Facilities		5.9%	70
Construct New Facilities		2.4%	29
Buy or Rent Industrial Space		1.5%	18
Buy or Rent Warehouse space		1.2%	14
Install New Commercial Carpeting		1.5%	18
None of the above / Does not apply		86.6%	1,033

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		1.6%	19
Purchase Used Business Automobiles		1.2%	14
Purchase New Business Trucks		1.7%	20
Purchase Used Business Trucks		1.9%	23
Lease New Business Automobiles		2.0%	24
Lease New Business Trucks		1.3%	16
Purchase New Business Delivery Vehicles		1.5%	18
Purchase Used Business Delivery Vehicles		0.7%	8
Purchase New Heavy Duty or Commercial Business Trucks		1.0%	12
Purchase Used Heavy Duty or Commercial Business Trucks		1.3%	16
None of the above / Does not apply		90.4%	1,078

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		2.8%	34
Business Health Insurance		4.9%	58
Business Dental Insurance		3.1%	37
Business 401K or Retirement Program		3.5%	42
Business "Key Man" Insurance		1.4%	17
Business Property Insurance		1.7%	20
Business Commercial Insurance		2.4%	29
None of the above / Does not apply		89.2%	1,064

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

Value		Percent	Responses
Local Newspaper		27.4%	327
Local Newspaper Site		7.9%	94
Local Radio		11.5%	137
Local Television		7.4%	88
Local Free or Alternative publication		6.0%	72
Other Print Publications		7.5%	90
Facebook		33.5%	400
Twitter		3.8%	45
Other Social Media		13.7%	164
Search Engine Optimization (SEO, SEM)		6.5%	77
Word of Mouth or Referrals		43.8%	523
Billboards		5.9%	70
Direct Mail		11.5%	137
Coupons or "Deal of the Day"		5.5%	66
Fliers or Door Hangers		3.8%	45
Yellow Pages		4.0%	48
Banner Ads		7.5%	90
Online Advertising		14.8%	176
None of the above / Does not apply		18.8%	224
Sign "Spinners"		1.0%	12
Telemarketing		1.4%	17
Retargeting Web Ads		1.5%	18




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		6.3%	75
Use social media for promoting business		18.5%	220
Website optimized for mobile (responsive)		9.8%	117
Ongoing search optimization (SEO, SEM)		5.5%	66
Banner ads		6.1%	73
Cost-per-click ads (CPC, PPC)		5.5%	65
Cost-per-mille ads (CPM)		1.3%	16
Programmatic ads		1.3%	15
Retargeting ads		1.5%	18
Video ads		3.0%	36
Google ads (Adwords)		6.9%	82
Facebook ads		20.7%	247
Sponsored content		2.4%	29
Email advertising		11.3%	135
Site analytics		3.5%	42
Use a Digital Agency		1.2%	14
Digital ads through newspaper		6.0%	72
None of the above/Does not apply		53.8%	641

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






Value		Percent	Responses
Have an ongoing digital marketing campaign		5.7%	68
Use social media for promoting business		13.3%	158
Website optimized for mobile (responsive)		7.0%	83
Ongoing search optimization (SEO, SEM)		4.2%	50
Banner ads		5.9%	70
Cost-per-click ads (CPC, PPC)		4.0%	48
Cost-per-mille ads (CPM)		1.8%	21
Programmatic ads		1.3%	15
Retargeting ads		2.4%	28
Video ads		3.9%	46
Google ads (Adwords)		6.9%	82
Facebook ads		16.5%	196
Sponsored content		2.4%	28
Email advertising		11.5%	137
Site analytics		2.7%	32
Use a Digital Agency		0.9%	11
Digital ads through newspaper		5.6%	67
None of the above/Does not apply		62.3%	742

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

Value		Percent	Responses
Yes		5.2%	61
No		84.8%	1,004
Don't know		10.1%	119

Total: 1,184

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

Value		Percent	Responses
0%		5.4%	368
1% - 25%		43.3%	2,962
26% - 50%		22.0%	1,503
51% - 75%		17.0%	1,163
76% - 100%		12.4%	846

Total: 6,842

Avg 35%

169. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	20
20 - 24		1.4%	97
25 - 30		2.9%	201
31 - 34		2.7%	184
35 - 40		4.8%	328
41 - 45		5.5%	378
46 - 49		5.5%	375
50 - 54		9.3%	633
55 - 60		16.8%	1,148
61 - 69		29.3%	2,005
70 or older		21.5%	1,471

Total: 6,840

Avg 58

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

Value		Percent	Responses
Metro / Urban		13.0%	887
Small/Mid-Size Town		42.3%	2,897
Suburban		14.4%	987
Rural		27.2%	1,863
Vacation community		1.0%	65
Other		2.1%	143

Total: 6,842

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.3%	18
Some High School (Not Graduate)		1.4%	97
High School Graduate (12th grade)		15.0%	1,027
Vocational or Technical Training		7.2%	493
Some College		22.1%	1,514
College Graduate		27.9%	1,907
Some Post-Graduate Study (No Advanced Degree)		5.9%	406
Post-Graduate Degree		20.2%	1,380

Total: 6,842

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

Value		Percent	Responses
Under \$20,000		10.5%	702
\$20,000 - \$24,999		6.3%	420
\$25,000 - \$29,999		5.7%	383
\$30,000 - \$34,999		5.6%	376
\$35,000 - \$39,999		5.5%	365
\$40,000 - \$44,999		5.6%	372
\$45,000 - \$49,999		6.8%	456
\$50,000 - \$74,999		20.0%	1,334
\$75,000 - \$99,999		13.8%	920
\$100,000 - \$124,999		9.4%	626
\$125,000 - \$149,999		4.2%	283
\$150,000 - \$200,000		3.9%	258
Over \$200,000		2.8%	186

Total: 6,681

Avg \$68,271

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.3%	88
Black or African-American		5.2%	359
Asian		0.5%	36
White or Caucasian		83.6%	5,717
Hispanic		1.7%	117
Other		1.4%	99
Prefer not to answer		6.2%	426

Total: 6,842

175. Are you...

Value		Percent	Responses
Male		25.8%	1,768
Female		70.8%	4,844
Transgender Male		0.0%	1
Transgender Female		0.0%	2
Gender Variant / Non-conforming		0.1%	4
Other		0.1%	8
Prefer not to answer		3.1%	215
			Total: 6,842

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

Value		Percent	Responses
Single Family Home		79.5%	5,439
Apartment		8.7%	598
Condominium		4.2%	286
Mobile Home		4.2%	289
Other		3.3%	229
			Total: 6,841

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		79.6%	5,444
Rented		15.6%	1,064
Occupied Without Payment of Rent		1.8%	124
Other		3.1%	210
			Total: 6,842

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

Value		Percent	Responses
None		79.1%	5,413
1		9.0%	618
2		7.2%	491
3		3.0%	208
4 or more		1.6%	109
			Total: 6,839

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		45.7%	3,108
No		54.3%	3,699
			Total: 6,807