




The Pulse of America Survey Report (Northeast)

Response Counts

Completion Rate:	100%		
	Complete		838
			Total: 838

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	838
			Total: 838

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	10 1.2%	14 1.7%	87 10.4%	294 35.1%	431 51.4%	2 0.2%	838
Count							
Row %							

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local breaking news Count Row %	1 0.1%	2 0.2%	11 1.3%	67 8.0%	747 89.1%	10 1.2%	838
Local news Count Row %	0 0.0%	0 0.0%	7 0.8%	79 9.4%	740 88.3%	12 1.4%	838
County news Count Row %	1 0.1%	5 0.6%	41 4.9%	273 32.6%	513 61.2%	5 0.6%	838
Local sports news Count Row %	103 12.3%	92 11.0%	151 18.0%	252 30.1%	228 27.2%	12 1.4%	838
Local school news Count Row %	39 4.7%	53 6.3%	163 19.5%	309 36.9%	264 31.5%	10 1.2%	838
Local crime news Count Row %	1 0.1%	6 0.7%	36 4.3%	161 19.2%	620 74.0%	14 1.7%	838
Local advertising Count Row %	18 2.1%	36 4.3%	146 17.4%	327 39.0%	307 36.6%	4 0.5%	838
Local political news Count Row %	32 3.8%	52 6.2%	140 16.7%	322 38.4%	283 33.8%	9 1.1%	838
Local entertainment news Count Row %	20 2.4%	40 4.8%	146 17.4%	354 42.2%	274 32.7%	4 0.5%	838
Local dining news Count Row %	16 1.9%	44 5.3%	128 15.3%	312 37.2%	333 39.7%	5 0.6%	838

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
State or national news	5	15	59	237	504	18	838
Count	0.6%	1.8%	7.0%	28.3%	60.1%	2.1%	
Row %							
Total							838
Total Responses							

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	230	210	321	77	838
Row %	27.4%	25.1%	38.3%	9.2%	
Business news					
Count	184	273	319	62	838
Row %	22.0%	32.6%	38.1%	7.4%	
Government news					
Count	259	321	222	36	838
Row %	30.9%	38.3%	26.5%	4.3%	
High school sports news					
Count	143	145	330	220	838
Row %	17.1%	17.3%	39.4%	26.3%	
Crime news					
Count	443	277	103	15	838
Row %	52.9%	33.1%	12.3%	1.8%	
Clubs and organizations news					
Count	97	265	404	72	838
Row %	11.6%	31.6%	48.2%	8.6%	
Total					838
Total Responses					

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




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	6 0.7%	25 3.0%	65 7.8%	479 57.2%	256 30.5%	7 0.8%	838
Local news coverage Count Row %	5 0.6%	23 2.7%	71 8.5%	459 54.8%	274 32.7%	6 0.7%	838
Reporting objectivity Count Row %	16 1.9%	55 6.6%	200 23.9%	367 43.8%	180 21.5%	20 2.4%	838
Headline objectivity Count Row %	14 1.7%	42 5.0%	185 22.1%	410 48.9%	170 20.3%	17 2.0%	838
Local school news Count Row %	5 0.6%	15 1.8%	214 25.5%	405 48.3%	133 15.9%	66 7.9%	838
County news coverage Count Row %	6 0.7%	17 2.0%	133 15.9%	477 56.9%	189 22.6%	16 1.9%	838
Local city/community news coverage Count Row %	6 0.7%	24 2.9%	102 12.2%	463 55.3%	234 27.9%	9 1.1%	838
Environmental news coverage Count Row %	9 1.1%	45 5.4%	237 28.3%	388 46.3%	121 14.4%	38 4.5%	838
Courts and cops news coverage Count Row %	5 0.6%	30 3.6%	122 14.6%	435 51.9%	234 27.9%	12 1.4%	838
Local sports coverage Count Row %	5 0.6%	6 0.7%	163 19.5%	355 42.4%	200 23.9%	109 13.0%	838
Local arts and entertainment coverage Count Row %	4 0.5%	20 2.4%	188 22.4%	433 51.7%	165 19.7%	28 3.3%	838

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	4	18	163	455	176	22	838
Count	0.5%	2.1%	19.5%	54.3%	21.0%	2.6%	
Row %							
Total							
Total Responses							838



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

Value	Percent	Responses
Yes 	66.7%	559
No 	33.3%	279
Total: 838		




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 	39.2%	219
No 	56.5%	316
None of the above / Does not apply 	4.3%	24
Total: 559		



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

Value		Percent	Responses
Yes		89.9%	753
No		10.1%	85
			Total: 838



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		45.9%	346
No		50.1%	377
None of the above / Does not apply		4.0%	30
			Total: 753






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

Value		Percent	Responses
Yes		96.9%	812
No		3.1%	26
			Total: 838

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		63.7%	518
No		36.3%	295
			Total: 813




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

Value		Percent	Responses
1		28.2%	229
2		56.2%	456
3		10.2%	83
4		3.2%	26
5 or more		2.2%	18
			Total: 812

Statistics

Average 1.9

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

Value		Percent	Responses
Adult male		70.2%	570
Adult female		81.8%	664
Minor under 18		1.5%	12

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

Value		Percent	Responses
Yes, always		24.3%	197
Yes, frequently		31.9%	259
Yes, sometimes		31.4%	255
Seldom		10.5%	85
Never		2.0%	16
			Total: 812




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		13.7%	111
Local Daily Newspaper		91.0%	739
Local Paid Weekly Community Newspaper		20.0%	162
Local Free Weekly Print Publication (a Shopper or Newspaper)		52.5%	426
Local Alternative Publication		7.1%	58
Local Specialty Publication		14.9%	121
Local Business Publication		12.4%	101
Local Ethnic Publication		1.1%	9
Local Parenting Publication		1.5%	12
Local Senior Publication		20.2%	164
None of the above / Does not apply		1.6%	13

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	89	197	430	96	812
Row %	11.0%	24.3%	53.0%	11.8%	
Retail Store Ads					
Count	310	317	170	15	812
Row %	38.2%	39.0%	20.9%	1.8%	
Ad Inserts					
Count	302	280	203	27	812
Row %	37.2%	34.5%	25.0%	3.3%	
Real Estate Ads					
Count	44	127	413	228	812
Row %	5.4%	15.6%	50.9%	28.1%	
Automotive Ads					
Count	31	110	431	240	812
Row %	3.8%	13.5%	53.1%	29.6%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	139	319	315	39	812
Row %	17.1%	39.3%	38.8%	4.8%	
Political Ads					
Count	50	139	393	230	812
Row %	6.2%	17.1%	48.4%	28.3%	
Legal Notices					
Count	113	149	358	192	812
Row %	13.9%	18.3%	44.1%	23.6%	
Total					
Total Responses					812

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




Value		Percent	Responses
Published in the Local Newspaper		62.5%	524
Posted on a Government Website		5.5%	46
No preference		32.0%	268

Total: 838



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		13.8%	116
No		84.5%	708
Don't know		1.7%	14
			Total: 838








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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		22.8%	26
Satisfactory response (received many inquiries)		50.0%	57
Poor response (received very few inquiries)		27.2%	31
			Total: 114

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














Value		Percent	Responses
Yes		50.2%	421
No		49.8%	417
			Total: 838

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

Value		Percent	Responses
Daily		18.1%	152
Couple times week		13.8%	116
Weekly		5.1%	43
Couple times month		15.0%	126
Monthly		5.7%	48
Less Monthly		25.1%	210
Have not visited / Does not apply		17.1%	143

Total: 838

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		5.5%	46
Auto Detailing Shop		6.2%	52
Oil Change Station		41.2%	345
Auto Parts Store		33.7%	282
Auto Repair Shop		26.8%	225
Auto Salvage Yard		4.4%	37
Auto Battery Store		5.6%	47
Car Wash		62.9%	527
Gas Station		81.5%	683
New Vehicle Dealership		15.9%	133
Used Vehicle Dealership		9.9%	83
Tire Store		21.2%	178
None of the above / Does not apply		8.6%	72

Value		Percent	Responses
Auto Glass Repair Shop		1.6%	13
Auto Paint Shop		0.8%	7
Auto Protective Paint or Coating Shop		0.7%	6
Auto Towing Service		1.4%	12
Auto Window Tinting		1.0%	8
Auto Stereo Installation		0.8%	7
Car Audio Store		1.1%	9
Commercial Truck Dealership		0.4%	3
Commercial Truck Repair Shop		0.1%	1
Pick and Pull Lot		2.0%	17
Recreation Vehicle (RV) Dealership		1.3%	11
RV or Camper Service		1.9%	16
Utility Trailer Dealer		0.4%	3
Trailer Dealer		0.2%	2
Trailer Rental Service		0.1%	1













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

Value		Percent	Responses
Boat Dealer		1.4%	12
Boating Accessory Store		1.7%	14
Boat Repair Shop		0.8%	7
Boat Rental Service		0.2%	2
All-Terrain Vehicle (ATV) Dealer		2.5%	21
Watercraft Dealer		0.7%	6
Watercraft Rental Shop		0.2%	2
Motorcycle Dealer		2.0%	17
Motorcycle Repair Shop		1.3%	11
Motorcycle Accessory Store		2.5%	21
Golf Cart Dealer		0.8%	7
Service		4.8%	40
Boat and RV Storage Facility		0.6%	5
Harley-Davidson Dealer		3.6%	30
None of the above / Does not apply		84.8%	711

23. Which of the following FARM EQUIPMENT 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		0.7%	6
Used Farm Equipment Dealer		1.1%	9
Farm Truck and Tractor Repair Shop		1.8%	15
Agriculture Farm Supply Store		10.1%	85
Agricultural Service		1.4%	12
Farming Structure Building Contractor		0.5%	4
Animal Feed Store		10.5%	88
None of the above / Does not apply		82.2%	689

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		22.0%	184
Bakery		58.6%	491
Specialty Cake Bakery		9.4%	79
Cupcake Shop		7.3%	61
Donut Shop		49.6%	416
Beverage Distributor		34.4%	288
Beer Shop		27.2%	228
Brewery or Brew Pub		19.3%	162
Candy Store		22.7%	190
Cheese Shop		13.7%	115
Chocolate Shop		15.9%	133
Coffee & Tea Shop		29.5%	247

Value		Percent	Responses
Espresso or Coffee Shop		24.1%	202
Cookie Store		5.5%	46
Dairy Store		14.9%	125
Convenience Store		71.4%	598
Dessert Restaurant		8.1%	68
Distillery		4.2%	35
Food Cart		7.9%	66
Ethnic Food Restaurant		29.6%	248
Ice Cream or Frozen Yogurt Shop		34.8%	292
Smoothie or Juice Bar		3.9%	33
Liquor Store		50.4%	422
Spice Store		4.4%	37
Tea Shop		4.2%	35
Winery		18.5%	155
Wine Shop		17.2%	144
U-Brew Beer or Wine Store		3.7%	31
None of the above / Does not apply		3.8%	32























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

Value		Percent	Responses
Health Food Store		10.4%	87
Grocery Store (Discount)		46.9%	393
Grocery Store (Ethnic)		5.1%	43
Farmers Market		35.6%	298
Grocery Store (Co-op)		14.6%	122
Grocery Store (Independent)		38.4%	322
Grocery Store (Major or Regional Chain)		84.7%	710
Meat Market or Butcher Shop		31.7%	266
Grocery Store (Neighborhood)		45.7%	383
Seafood Market		19.2%	161
Specialty Food Market		7.9%	66
Grocery Delivery Service		3.3%	28
None of the above / Does not apply		0.2%	2

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

Value		Percent	Responses
Barbershop		18.9%	158
Day Spa		5.0%	42
Eyelash Extension Salon		0.7%	6
Hair Removal Salon		1.8%	15
Hair and Beauty Salon		41.9%	351
Makeup Artist		0.5%	4
Massage Spa		8.7%	73
Nail Salon		13.5%	113
Skin Care Store		1.7%	14
Tanning Salon		1.9%	16
Tattoo Studio		3.8%	32
None of the above / Does not apply		44.0%	369













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		5.1%	43
Arts & Crafts Fair		35.1%	294
Casino		34.6%	290
Community Theatre		18.3%	153
Movie Theater		51.3%	430
Museum		18.9%	158
Live Theater		19.9%	167
Performing Arts Center		16.6%	139
Bingo Hall		9.5%	80
Social Club		12.4%	104
Stadium or Arena		26.6%	223
Wine Tour		7.9%	66
Music Festival		14.8%	124
Wine Festival		12.8%	107
Food Festival		31.5%	264
Car Show		9.9%	83
Seasonal Festival		27.6%	231
Arts Organization		6.2%	52
Cultural Center		12.4%	104
Local Festival		31.0%	260
Historical Society		11.8%	99
None of the above / Does not apply		14.3%	120
Rodeo		0.5%	4

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		25.5%	214
Professional Sports Team		18.9%	158
Amusement Center / Park		42.8%	359
Family Play Center		6.4%	54
Family Entertainment Center		9.5%	80
Go Kart Track		3.8%	32
Horseback Riding		3.2%	27
Outdoor Park		29.8%	250
Ice Skating or Roller Rink		5.5%	46
Athletic Club		10.0%	84
Zoo		21.6%	181
None of the above / Does not apply		30.7%	257










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		0.7%	6
CrossFit Gym		1.8%	15
Dance Studio		1.8%	15
Fitness Boot Camp		0.7%	6
Exercise Classes		14.2%	119
Gym, Fitness or Athletic Club		26.1%	219
Martial Arts Studio		1.9%	16
Personal Trainer		2.7%	23
Rock Climbing Gym		0.8%	7
Swimming Lessons		2.9%	24
Yoga Studio		6.8%	57
None of the above / Does not apply		61.9%	519

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
Bait & Tackle Shop		12.8%	107
Bicycle Shop		4.8%	40
Bowling Alley		18.4%	154
Fishing Supply Store		11.9%	100
Golf Course		13.0%	109
Golf Driving Range		9.3%	78
Golf Pro Shop		5.6%	47
Gun Shooting Range		9.4%	79
Gun Store		13.6%	114
Miniature Golf Course		18.7%	157
Outdoor Gear Store		8.9%	75
New Sporting Goods Store		13.8%	116
Used Sporting Goods Store		4.1%	34
Sightseeing Tour Agency		6.2%	52
None of the above / Does not apply		42.7%	358
Archery Range		2.1%	18
Bicycle Repair Shop		2.7%	23
Bicycle Rental Service		1.6%	13
Dive Shop		0.6%	5
Helicopter Tour Agency		0.8%	7
Ski Shop		2.9%	24

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		3.1%	26
Bar, Lounge or Pub		39.1%	328
Comedy Club		8.4%	70
Dancing or Night Club		7.3%	61
Music or Concert Hall		23.0%	193
Billiard Hall		2.5%	21
Sports Bar		21.6%	181
Wine Bar		6.6%	55
None of the above / Does not apply		45.3%	380

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		2.7%	23
Card or Stationery Store		16.8%	141
Announcement Printing Service		2.9%	24
Catering Service		9.2%	77
Disc Jockey (DJ)		1.9%	16
Event Coordinator		1.0%	8
Hotel Meeting Room or Event Space		2.4%	20
Musician or Band		6.4%	54
Party Supply Store		12.5%	105
Photographer		3.9%	33
Event Space or Venue		3.3%	28
Videographer		0.5%	4
Wedding Venue or Banquet Hall		2.0%	17
Wedding Planner		0.6%	5
None of the above / Does not apply		66.3%	556

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		7.5%	63
University		6.9%	58
Community College		5.1%	43
Elementary School		3.5%	29
Middle or High School		4.3%	36

Value		Percent	Responses
Adult Education School		6.9%	58
Musical Instruments and Lessons		3.3%	28
Lecture or Seminar Series		3.7%	31
None of the above / Does not apply		71.7%	601
Preschool		1.9%	16
Art School		2.7%	23
Charter School		0.2%	2
Culinary School		1.1%	9
Beauty School		0.5%	4
Dance Studio		1.7%	14
Driving School		1.2%	10
Language School		1.2%	10
Tutoring Center		0.5%	4
Private Elementary School		0.7%	6
Private Middle School		0.2%	2
Private High School		0.8%	7
Private K-12 School		0.4%	3
Private Tutor		0.6%	5
Vocational School		1.1%	9
Real Estate School		0.8%	7
Aviation / Flight School		0.7%	6
Graduate school		1.4%	12
Parochial School		1.6%	13















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		27.3%	229
Credit Union		13.7%	115
Financial Advisor		10.1%	85
Check Cashing Service		0.7%	6
Money Transfer Service		0.4%	3
Stockbroker		2.4%	20
Tax Return Service		14.2%	119
Auto Broker		0.1%	1
Bankruptcy Service		0.6%	5
Bookkeeping Service		0.6%	5
Business Development Service		0.2%	2
Car Leasing Service		3.1%	26
Credit Counseling Service		0.5%	4
None of the above / Does not apply		58.2%	488

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		0.6%	5
Debt Consolidation Company		2.6%	22
Credit Repair Service		2.0%	17
Title Loan Company		0.5%	4
None of the above / Does not apply		95.0%	796

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		1.8%	15
Chiropractor		10.1%	85
Dermatologist		10.7%	90
Dentist		31.1%	261
General Practitioner		15.4%	129
Family Practitioner		25.5%	214
Obstetrician & Gynecologist		8.1%	68
Optometrist		19.5%	163
Physical Therapist		5.0%	42
Psychiatrist		2.0%	17
Pediatrician		2.3%	19
Allergist		3.8%	32
Pain Management Physician		5.3%	44
None of the above / Does not apply		48.1%	403

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		5.4%	45
Hearing Aid Center		2.9%	24
Hospital		5.0%	42
Medical Clinic		3.0%	25
Weight Loss Service		3.3%	28
Alcoholism Treatment Program		0.4%	3
Blood Donation Center		2.1%	18
Drug Addiction Treatment Center		0.4%	3
Mental Health Clinic		1.0%	8
Pain Control Clinic		2.4%	20
Walk-In Clinic		3.3%	28
Mental Health Service		1.3%	11
Drug Testing Service		0.1%	1
None of the above / Does not apply		82.2%	689






















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		4.1%	34
Allergy or Asthma Specialist		6.9%	58
Mental Health Provider		4.5%	38
Denture or Implant Specialist		7.8%	65
Orthodontist		3.7%	31
Cardiologist		23.5%	197

















Value		Percent	Responses
Ear, Nose & Throat Doctor		14.9%	125
Gastroenterologist		14.9%	125
Internal Medicine Doctor		22.1%	185
Massage Therapist		12.8%	107
Nutritionist or Dietician		3.0%	25
Oncologist		5.6%	47
Ophthalmologist		20.8%	174
Orthopedist		4.5%	38
Podiatrist		12.5%	105
Urologist		11.3%	95
Surgical Specialist		4.4%	37
None of the above / Does not apply		29.2%	245
Cardiovascular Surgeon		2.3%	19
Cosmetic Dentist		2.5%	21
Oral Surgeon		2.3%	19
Cosmetic or Plastic Surgeon		2.5%	21
Home Health Care Provider		2.7%	23
Naturopathic Practitioner		2.5%	21

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






Value		Percent	Responses
Audiology Clinic		5.4%	45
Veterans Hospital		5.5%	46
Laboratory or Medical Testing Facility		22.4%	188


























Value		Percent	Responses
Medical Imaging Service		11.2%	94
Medical Supply Store		3.9%	33
Pain Clinic		5.3%	44
Sleep Disorder Clinic		3.0%	25
Urgent Care Clinic		6.2%	52
Medical Walk-In Clinic		6.3%	53
None of the above / Does not apply		54.9%	460
Alzheimer's or Memory Care Facility		0.8%	7
Medical Marijuana Authorization		1.4%	12
Hospice Care Provider		0.6%	5
Laser Eye Surgery Clinic		2.6%	22
Medical Spa		0.7%	6
Memory Care Facility		0.2%	2
Isolation Tank		0.4%	3
Rehabilitation Clinic		2.1%	18
Sports Medicine Clinic		0.6%	5
Medical Transport Service		0.6%	5
Vascular Surgeon or Vein Center		2.1%	18
Physical Health Center		2.5%	21
Mental Health Service		2.6%	22
Drug Testing Service		0.4%	3





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		35.6%	298
Regional Airport		19.0%	159
Bed & Breakfast		7.3%	61
Campground		9.3%	78
Cruise Line		10.4%	87
Hotel or Motel (Local)		7.5%	63
Hotel or Motel (Out-of-Town)		50.8%	426
Luggage-Travel Store		0.6%	5
RV Rental Company		0.7%	6
Ski Resort		3.2%	27
Tour Company		4.9%	41
Shuttle Service		5.4%	45
Limo Service		2.4%	20
Taxi Service		4.1%	34
Travel Agent		11.9%	100
None of the above / Does not apply		34.4%	288


















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

Value		Percent	Responses
Auction House		5.3%	44
Dry Cleaning or Laundry Service		20.6%	173
Electronics Repair Shop		3.8%	32
Jewelry Repair Shop		11.6%	97
Mail Store		12.9%	108

Value		Percent	Responses
Printing Service		3.1%	26
Propane Dealer		11.2%	94
Propane Home Heating Service		6.4%	54
Junkyard		4.7%	39
Recycling Center		16.5%	138
Self-Storage Facility		3.1%	26
Sewing and Alterations Shop		5.8%	49
Small Engine Repair Shop		4.4%	37
Shipping Center		7.8%	65
Shoe Repair Shop		3.9%	33
Watch or Clock Repair Shop		5.4%	45
Mobile or Cell Phone Repair Shop		3.2%	27
Copy Shop		4.5%	38
Airport Parking Lot		16.2%	136
Car Rental Agency		8.5%	71
None of the above / Does not apply		35.3%	296
Bottled Water Delivery Service		2.7%	23
Courier or Delivery Service		2.0%	17
Information Technology (IT) Service		2.6%	22
Moving Truck Rental Company		1.4%	12
Funeral Service Provider		1.6%	13
Cremation Service Provider		1.0%	8
Adoption Agency		0.1%	1
Animal Control Service		0.7%	6
Marketing Agency		0.4%	3

















Value		Percent	Responses
Marketing Consultant		0.4%	3
Marriage Counselor		0.4%	3
Mediation Service		0.5%	4
Tool Rental Service		2.1%	18

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		3.5%	29
Charity or Philanthropic Organization		4.9%	41
Church		52.7%	442
City or Municipal Service		9.4%	79
Community Organization		6.1%	51
Community Service or Non-Profit Organization		8.2%	69
City or Town Hall		16.3%	137
Community Center		8.4%	70
County Government Office		8.1%	68
Department of Motor Vehicles		38.9%	326
Department of Social Services		3.3%	28
Employment Center		3.7%	31
Gun Club		5.4%	45
Veterans Center		5.6%	47
Veterans Organization		5.8%	49
None of the above / Does not apply		23.0%	193
Government or Political Service		1.9%	16

Value		Percent	Responses
Adult Foster Care Service		0.2%	2
City Center		1.9%	16
Civic Center		2.4%	20
Convention Center		1.7%	14
Equipment Rental Agency		1.1%	9
Foster Care Service		0.2%	2
Government Economic Program		0.7%	6
Unemployment Office		2.1%	18
Youth Organization		2.1%	18
Farm Bureau		1.7%	14

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		1.8%	15
Paving Contractor		4.1%	34
General Contractor		11.3%	95
Electrician		10.3%	86
Handyman		18.0%	151
Heating & Air Conditioning Service		9.1%	76
Home Maintenance Service		2.5%	21
Landscaping Service		8.0%	67
Painting Contractor		4.9%	41
Plumber or Plumbing Contractor		11.0%	92
Home Security Company		1.7%	14
Countertop Contractor		2.6%	22
Demolition Contractor		0.4%	3
Garbage Collection Service		8.1%	68
Deck Builder		3.0%	25
None of the above / Does not apply		60.5%	507

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		8.0%	67
Chimney Cleaning Service		5.3%	44
Fuel or Oil Home Heating Service		8.8%	74
Furnace Cleaning Service		10.9%	91
Home Gardening Service		1.8%	15
Landscaper		5.1%	43
House Cleaning Service		3.3%	28
Pest Control Service or Exterminator		3.6%	30
Pool Cleaning Service		0.8%	7
Television or Internet Service Provider		13.8%	116
House Cleaning Service		1.8%	15
Lawn Care Service		6.8%	57
None of the above / Does not apply		62.1%	520

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











Value		Percent	Responses
Appliance Repair Service		6.3%	53
Carpenter or Woodworker		8.7%	73
Carpet Installation Contractor		4.8%	40
Concrete Contractor		4.2%	35
Furnace Contractor		5.4%	45
Flooring Installation Service		6.0%	50
Garage Door Contractor		3.9%	33

Value		Percent	Responses
Gutter Installation or Repair Contractor		3.1%	26
Junk Removal or Hauling Service		6.4%	54
Kitchen or Bath Remodeling Company		5.6%	47
Roofing Contractor		7.4%	62
Remodeling Contractor		5.6%	47
Septic Tank Contractor		3.1%	26
Window Installer		4.7%	39
Asphalt Contractor		5.5%	46
None of the above / Does not apply		54.4%	456
Alternative Energy Service		1.4%	12
New Home Builder		0.2%	2
Drywall Installation or Repair Contractor		2.5%	21
Fencing Contractor		2.3%	19
Fire & Water Damage Restoration Service		0.2%	2
Foundation Contractor		0.7%	6
Garage Builder		0.6%	5
Insulation Installer		0.5%	4
Landscape Architect		1.0%	8
Mover or Moving Company		1.8%	15
Siding Installation or Repair Contractor		0.5%	4
Stone or Marble Company		1.1%	9
Tile Contractor		1.3%	11
Waterproofing Contractor		1.4%	12
Water Well Drilling Contractor		0.5%	4
Solar Energy Contractor		0.6%	5





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		1.3%	11
Bathtub Refinishing Service		3.1%	26
Cabinet Refacing Service		1.6%	13
Furniture Upholstery Service		1.8%	15
Home Theater Installation Service		0.1%	1
Interior Designer		0.6%	5
Key or Locksmith Service		2.3%	19
Home Pressure Washing Service		4.1%	34
Shades & Blinds Installation Service		1.8%	15
Arborist		3.5%	29
Water Treatment Supply & Service		1.1%	9
Wallcoverings Store		0.7%	6
Window & Door Installation Service		5.5%	46
None of the above / Does not apply		79.2%	664





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		1.1%	9
Assisted Living Facility		1.0%	8
Retirement Home		0.4%	3
Nursing Home		1.4%	12
55+ Housing Community		4.4%	37
Senior Center		8.2%	69
Adult Day Care		0.5%	4
Geriatric Physician		0.7%	6
Senior Care Placement Agency		0.5%	4
None of the above / Does not apply		85.0%	712












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		2.7%	23
Summer Camp		3.1%	26
Sports Camp		2.0%	17
None of the above / Does not apply		93.7%	785

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		17.5%	147
Children's Shoe Store		6.4%	54
Children's Furniture Store		1.4%	12
None of the above / Does not apply		82.2%	689

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

Value		Percent	Responses
Animal Shelter		3.0%	25
Animal Daycare		3.1%	26
Emergency Animal Hospital		2.9%	24
Pet Boarding		7.0%	59
Pet Breeder		0.5%	4
Pet Groomer		15.2%	127
Pet Sitter		4.5%	38
Pet Trainer		0.2%	2
Pet Walker		0.6%	5
Veterinarian		41.8%	350
None of the above / Does not apply		51.4%	431










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		12.8%	107
Bird Specialty Store		0.6%	5
Bird Shop		1.2%	10
Pet Boutique		1.3%	11
Fish or Aquarium Store		2.6%	22
Pet Store		34.6%	290
None of the above / Does not apply		55.6%	466

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		0.8%	7
Property Manager		0.6%	5
Realtor		7.6%	64
Real Estate Brokerage Firm		0.8%	7
Title & Escrow Company		1.6%	13
Estate Appraiser		1.3%	11
Estate Liquidator		0.6%	5
None of the above / Does not apply		90.2%	756

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		2.0%	17
Developer		0.2%	2
Home Inspector		2.1%	18
Home Staging Company		0.2%	2
Manufactured or Modular Home Builder		0.7%	6
New Home Builder		0.4%	3
Mortgage Banker		1.3%	11
Real Estate Appraiser		4.9%	41
None of the above / Does not apply		91.2%	764

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		66.2%	555
Family Style Restaurant		55.5%	465
Buffet Restaurant		28.2%	236
Fine Dining Restaurant		32.9%	276
Restaurant with Lounge or Bar		32.2%	270
Pizza Restaurant		64.8%	543
Ethnic Restaurant		16.3%	137
Chinese Restaurant		43.0%	360
Mexican Restaurant		20.3%	170
Italian Restaurant		46.2%	387
Japanese or Sushi Restaurant		11.0%	92
Thai Restaurant		8.0%	67
Indian Restaurant		4.2%	35
None of the above / Does not apply		4.4%	37

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











Value		Percent	Responses
Art Supply Store		8.8%	74
Art Gallery		3.0%	25
Craft Supply Store		26.6%	223
Bookstore		31.6%	265
Candle Shop		13.1%	110
Cigar Store		4.4%	37

Value		Percent	Responses
Computer Store		9.2%	77
Department Store		72.7%	609
Discount Store		63.1%	529
Drugstore or Pharmacy		72.0%	603
Electronics Store		14.7%	123
Fabric Store		11.5%	96
Florist		11.0%	92
Gift Shop		19.7%	165
Herb Shop or Herbalist		4.3%	36
Hobby Shop		12.6%	106
Mobile Phone Store		15.0%	126
Music and Video Store		6.1%	51
Music Store		4.1%	34
Office Equipment & Supply Store		13.2%	111
Outlet Store		31.6%	265
Flea Market		24.5%	205
Religious Supply or Gift Shop		4.9%	41
Scrap Metal Dealer		5.5%	46
Shopping Center		44.4%	372
Consignment Shop		20.4%	171
Tobacco Store		6.4%	54
Vape or Smoke Shop		3.1%	26
Toy Store		9.7%	81
Vitamin or Supplement Store		10.3%	86
Wholesale, Warehouse or Club Store		24.2%	203

Value		Percent	Responses
Thrift Store		30.7%	257
Yard Equipment Store		7.4%	62
Bead Store		4.4%	37
Gun Shop		9.9%	83
Christian Book Store		5.8%	49
Christmas Store		20.0%	168
Yarn Store		5.3%	44
None of the above / Does not apply		4.7%	39
Adult Video or Adult Store		1.6%	13
Blown Glass Gallery		1.7%	14
Home and Office Battery Store		2.7%	23
New Age Book Store		0.5%	4
Coin Shop		2.7%	23
Comic Book Shop		2.9%	24
Equipment Rental Store		1.7%	14
Knife Store		0.6%	5
Military Surplus Store		1.7%	14
Monument or Memorial Company		1.4%	12
Music Instrument Store		2.7%	23
Pawn Shop		2.1%	18
Sewing Studio		1.1%	9
Sign Store		0.5%	4
Trophy or Award Store		0.6%	5
Record Store		2.5%	21
Wedding Supply Store		0.6%	5

Value		Percent	Responses
Flag Store		1.2%	10
Survival Store		1.0%	8
Stamp Shop		1.1%	9
Costume Store		2.0%	17
Camera Store		2.9%	24
Marijuana Dispensary		2.4%	20
Photo Restoration Service		1.3%	11
Security Service		1.0%	8
Gold Dealer		1.0%	8
Coworking Space		0.1%	1






















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		16.9%	142
Major Appliance Store		10.5%	88
Small Appliance Store		5.6%	47
TV & Appliance Store		6.7%	56
Bath & Accessory Store		19.8%	166
Building Supply Store or Lumber Yard		27.0%	226
Carpet Store		7.5%	63
Fireplace, Wood Stove or Barbeque Store		5.0%	42
Flooring Store		7.9%	66
Furniture Store		15.4%	129

Value		Percent	Responses
Hardware Store		37.6%	315
Home & Garden Center		47.0%	394
Home Decor Store		13.6%	114
Lighting Store		4.9%	41
Mattress or Bedding Store		8.0%	67
Plant Nursery & Garden Supply Store		18.3%	153
Outdoor Furniture Store		4.5%	38
Paint Store		13.4%	112
Pool & Spa Dealer		3.8%	32
Tool Store		6.4%	54
None of the above / Does not apply		19.7%	165
Baby Supply & Furniture Store		2.7%	23
Cabinet Store		2.9%	24
Clock Shop		1.7%	14
Frame Shop		2.4%	20
Furniture Restoration Shop		1.7%	14
Hot Tub or Spa Dealer		1.4%	12
Rent-to-Own Store		1.1%	9
Rug Store		2.6%	22
Solar Energy Equipment Dealer		0.7%	6
Tool Rental Center		1.8%	15
Vacuum Store		2.4%	20
Window Store		2.0%	17
TV Store		2.1%	18
Futon Store		0.2%	2

Value		Percent	Responses
Used Building Supply Store		1.0%	8

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

Value		Percent	Responses
Activewear Store		19.3%	162
Beauty Supply Store		17.7%	148
Clothing Accessory Store		27.3%	229
Menswear Store		19.7%	165
Women's Clothing Store		49.3%	413
Eyewear & Opticians Store		32.1%	269
Jewelry Store		12.5%	105
Lingerie Store		4.8%	40
Outdoor Clothing Store		13.7%	115
Perfume Store		4.7%	39
Shoe Store		46.3%	388
Sportswear Store		14.7%	123
Swimwear Store		6.2%	52
None of the above / Does not apply		19.0%	159
Bridal Shop		1.9%	16
Fur Store		0.1%	1
Leather Goods Store		2.0%	17
Logo Apparel Store		1.7%	14
Maternity Store		0.2%	2
Watch Store		1.6%	13
Western Wear Store		0.7%	6




















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

Value		Percent	Responses
Accountant or CPA		8.4%	70
Insurance Agency		9.2%	77
Legal Firm or Attorney		6.1%	51
Tax Advisor		6.4%	54
None of the above / Does not apply		78.8%	660









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		0.2%	2
Architect or Architecture Firm		0.5%	4
Commercial Builder		0.5%	4
Employment or Staffing Agency		2.7%	23
Graphic Designer		0.7%	6
Telecommunications Provider		4.2%	35
Life Coach		0.7%	6
Private Investigator		0.4%	3
None of the above / Does not apply		92.4%	774

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
None of the above / Does not apply		90.6%	759
Purchase New All-Terrain Vehicle (ATV)		0.7%	6
Purchase New Boat		0.5%	4
Purchase New Personal Watercraft		0.2%	2
Purchase New Motorcycle		0.6%	5
Purchase New Motorcycle Trike		0.1%	1
Purchase Used All-Terrain Vehicle (ATV)		0.6%	5
Purchase Used Boat		0.5%	4
Purchase Used Motorcycle		0.7%	6
Purchase Used Motorcycle Trike		0.1%	1
Have Motorcycle Repaired		1.9%	16
Purchase Motorcycle Parts		2.3%	19
Have Boat Repaired or Serviced		2.5%	21
Purchase Boat Parts		1.6%	13
Purchase Marine Electronics		0.7%	6
Purchase New Golf Cart		0.1%	1
Purchase Used Golf Cart		0.1%	1
Purchase Motorcycle Apparel		2.4%	20
Rent Snowmobile		0.4%	3

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

Value		Percent	Responses
Purchase New Class A RV		0.2%	2
Purchase New Class C RV		0.4%	3
Purchase New Travel Trailer or 5th Wheel		0.2%	2
Purchase New Camper Shell		0.1%	1
Purchase Used Class A RV		0.2%	2
Purchase Used Class C RV		0.5%	4
Purchase Used Travel Trailer or 5th wheel		0.4%	3
None of the above / Does not apply		98.2%	823

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

Value		Percent	Responses
New Car		8.5%	71
New Luxury Vehicle - Under \$50,000		1.4%	12
New Luxury Vehicle - \$50,000 - \$75,000		0.4%	3
New Luxury Vehicle - Over \$75,000		0.2%	2
New Van		0.5%	4
New Minivan		0.6%	5
New SUV		6.7%	56
New Truck		2.4%	20
New Hybrid or Electric Vehicle		0.5%	4
Used Car		12.3%	103
Used Luxury Vehicle - Under \$30,000		1.2%	10
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	3
Used Luxury Vehicle - Over \$50,000		0.1%	1
Used Van		0.5%	4
Used Minivan		0.5%	4
Used SUV		5.0%	42
Used Truck		4.1%	34
None of the above / Does not apply		69.8%	585


























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

Value		Percent	Responses
Compact car		4.3%	36
Full-size car		5.0%	42
Luxury vehicle (any size)		1.4%	12
Midsized car		8.2%	69
Pickup truck		7.8%	65
Sport utility vehicle (SUV)		22.1%	185
Van or mini-van		2.4%	20
None of the above		48.8%	409



Total: 838

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
















Value		Percent	Responses
Buick		3.6%	30
Chevrolet		16.3%	137
Dodge		5.5%	46
Ford		14.1%	118
GMC		6.0%	50
Honda		9.1%	76
Hyundai		6.8%	57
Jeep		6.6%	55
Kia		3.8%	32
Nissan		6.0%	50
Subaru		11.5%	96
Toyota		13.2%	111





















Value		Percent	Responses
None of the above / Does not apply		50.2%	421
Aston Martin		0.1%	1
Acura		1.7%	14
Audi		0.8%	7
BMW		1.0%	8
Cadillac		1.6%	13
Chrysler		2.4%	20
Fiat		0.2%	2
Infiniti		0.8%	7
Jaguar		0.2%	2
Land Rover		0.4%	3
Lamborghini		0.1%	1
Lexus		1.1%	9
Lincoln		1.2%	10
Mazda		2.9%	24
Mercedes-Benz		1.0%	8
Mini		0.4%	3
Mitsubishi		0.5%	4
Porsche		0.1%	1
Saab		0.1%	1
Scion		0.1%	1
Suzuki		0.4%	3
Tesla		0.2%	2
Volkswagen		2.0%	17
Volvo		1.2%	10

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

Value	Percent	Responses
Yes 	24.1%	202
No 	75.9%	636
Total: 838		

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%	32
Office Equipment 	6.1%	51
Printer 	7.6%	64
Ink or Printer Cartridges 	39.0%	327
Satellite Radio 	3.3%	28
Wi-Fi for Home 	5.0%	42
Headphones 	8.9%	75
Smartphone Charger 	8.7%	73
Phone or Tablet Controlled Home Tech Products 	3.1%	26
Phone Calling Card 	6.0%	50
Surge Protector 	5.1%	43
Apple Watch 	3.0%	25
Activity Tracker or Pedometer 	6.7%	56
Batteries for Electronics 	31.0%	260
None of the above / Does not apply 	37.9%	318

Value		Percent	Responses
Home Theater System		0.7%	6
Satellite TV System		0.6%	5
Stereo System (Home)		1.3%	11
Portable Speakers		2.3%	19
Customizable Smartphone accessories		2.9%	24
Wireless Speakers		2.5%	21
Smartwatch		1.3%	11
Noise Canceling Headphones		2.9%	24
Compact/Mini Projector		0.2%	2
Wearable Electronics		1.2%	10
Healthcare Device		2.9%	24
Aerial Drone		1.9%	16
Aerial Drone Accessories		1.0%	8
Short Wave Radio		0.1%	1
Wireless Hotspot		1.6%	13
Assistive Technology for Hearing		1.4%	12
Assistive Technology for Vision		0.6%	5
Virtual Reality Headset		0.4%	3
Smartwatch Accessories		0.7%	6
Smart Sports Equipment		0.5%	4







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 Memory Card		5.6%	47








Value		Percent	Responses
Computer Accessories		6.9%	58
Tablet (iPad or Similar)		6.1%	51
Personal Computer		4.7%	39
Laptop Computer		9.1%	76
4K Ultra HD TV		4.9%	41
Smart TV		9.7%	81
PC Laptop		5.5%	46
None of the above / Does not apply		53.3%	447
Camera (Digital) - Point and Shoot		2.4%	20
Camera (Digital) SLR		2.0%	17
Mirrorless Camera		0.1%	1
Camera (Film)		1.0%	8
Camera Accessories or Supplies		1.2%	10
Camera Lens		1.0%	8
Computer Software		2.7%	23
Portable DVD Player		1.7%	14
E-Reader (Kindle or Similar)		2.5%	21
TiVo or DVR		1.3%	11
Computer Bag		0.8%	7
Digital Recording Binoculars or Optics		0.5%	4
TV (3D)		1.9%	16
Curved TV		0.6%	5
OLED TV		0.6%	5
Digital TV Tuner or Converter		0.5%	4
Audio Visual Cables and Connectors		1.7%	14

Value		Percent	Responses
MacBook		1.7%	14
Chromebook		0.8%	7
Refurbished Laptop		0.6%	5
Computer or Tablet Support		2.1%	18

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














Value		Percent	Responses
Smartphone		17.2%	144
Conventional Cell Phone		8.8%	74
Prepaid Cell Phone		5.0%	42
Unlocked Cell Phone		1.7%	14
Large-Screen Smartphone		3.1%	26
None of the above / Does not apply		68.7%	576

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		3.8%	32
Necklaces		9.1%	76
Rings (Other)		5.8%	49
Earrings		16.3%	137
Celtic Jewelry		3.0%	25
Diamond Jewelry		3.6%	30
Silver Jewelry		6.9%	58

Value		Percent	Responses
Gemstone Jewelry		3.7%	31
Children's Jewelry		3.1%	26
Costume Jewelry		11.5%	96
Women's Jewelry		12.4%	104
None of the above / Does not apply		65.6%	550
Engagement Rings		1.1%	9
Wedding Rings		1.3%	11
Graduation Rings		0.4%	3
Pendants		2.6%	22
Pearl Jewelry		1.3%	11
Men's Jewelry		1.1%	9
Designer Jewelry		1.7%	14
Custom Designed Jewelry		2.5%	21
Crystal Figurines		0.8%	7
Jewelry Box or Organizer		2.0%	17
Men's High-End Watch		0.6%	5
Women's High-End Watch		0.7%	6


















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

Value		Percent	Responses
Auto Insurance		14.4%	121
Dental Insurance		7.2%	60
Disability Insurance		0.4%	3
Homeowner Insurance		10.0%	84
Life Insurance		6.1%	51
Medical (Health) Insurance		5.0%	42
Medicare		3.3%	28
Long Term Care Insurance		0.7%	6
Pet Insurance		1.0%	8
Renters Insurance		1.9%	16
Agriculture Insurance		0.2%	2
Professional Liability Insurance		0.6%	5
None of the above / Does not apply		75.7%	634


















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		4.7%	39
Family Practice Doctor		10.5%	88
Optometrist		5.7%	48
Primary Care Provider		6.2%	52
Drugstore or Pharmacy		7.4%	62
None of the above / Does not apply		74.1%	621
Acupuncture		2.0%	17
Audiologist		2.0%	17
Counseling & Mental Health Specialist		0.8%	7
Geriatric Specialist		0.6%	5
Home Healthcare		0.6%	5
Hospital		2.6%	22
Medical Clinic		1.3%	11
Pediatric Dentist		0.2%	2
Pediatrician		1.0%	8
Wellness Business		0.5%	4
Weight Loss Service		2.0%	17
Alternative Care Provider		0.8%	7
Physical Therapy or Rehabilitation service provider		2.0%	17
Hearing Aid Center		1.0%	8

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		1.3%	11
Bankruptcy Attorney		0.5%	4
Banking, Partnership & Business Law Attorney		1.7%	14
Child Support Attorney		0.1%	1
Criminal Law Attorney		0.2%	2
Disability & Social Security Attorney		1.2%	10
Divorce & Family Law Attorney		0.7%	6
DWI, DUI, OWI, OUI Attorney		0.1%	1
Employment Discrimination or Labor Issues Attorney		0.4%	3
General Practice Attorney		3.7%	31
Malpractice Attorney		0.4%	3
Patent, Trademark & Copyright Attorney		0.2%	2
Probate Attorney		0.4%	3
Real Estate Attorney		2.6%	22
Taxation Attorney		0.5%	4
Wills, Trusts & Estates Attorney		15.4%	129
None of the above / Does not apply		76.7%	643

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		1.6%	13
Breast Augmentation		0.2%	2
Breast Implants		0.5%	4
Dermabrasion		0.7%	6
Ear Surgery		0.4%	3
Eyelid Surgery		1.4%	12
Fat Reduction		0.6%	5
Facelift		0.5%	4
Forehead Lift		0.2%	2
Hair Transplant		0.2%	2
Hair Loss Treatment		0.6%	5
Lap Band		0.4%	3
Lip Augmentation		0.2%	2
Liposuction		0.5%	4
Lasik		1.2%	10
Skin Treatment		3.3%	28
None of the above / Does not apply		92.6%	776


























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		57.4%	481
Teeth Cleaning		48.4%	406
Cavity Filling		16.2%	136
Crown		10.3%	86
Oral Surgery		2.3%	19
Braces		2.3%	19
Composite Bonding		1.7%	14
Dental Implants		4.4%	37
Dental Veneers		0.7%	6
Dentures		6.4%	54
Full Mouth Reconstruction		0.6%	5
Inlays or Onlays		0.2%	2
Smile Makeover		0.6%	5
Teeth Whitening		2.7%	23
None of the above / Does not apply		24.3%	204

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		46.8%	392
Purchase Health Related Products		10.3%	86
Use Physical Rehabilitation Services		3.9%	33
Purchase Health and Wellness Supplements		15.0%	126
Receive Treatment for Back Pain		7.9%	66

Value		Percent	Responses
Have an Eye/Vision Exam		56.7%	475
Purchase Prescription Eyeglasses		29.2%	245
Purchase Prescription Contact Lenses		7.8%	65
Have an Annual Physical or Checkup		50.1%	420
Have X-Rays Taken		13.0%	109
Have a Scheduled Surgery		4.8%	40
Have Blood Drawn for Testing		53.2%	446
Plan to Visit a Hospital for any Medical Service or Procedure		9.4%	79
Have Foot Problems Diagnosed or Treated		10.0%	84
Senior Travel		6.2%	52
Receive Treatment for a Sleep Disorder		3.0%	25
Purchase Allergy Medications		12.9%	108
Cardiovascular Treatment		7.3%	61
Cancer Treatment		3.6%	30
Orthopaedic or Knee Surgery		3.0%	25
Chiropractic Care		13.1%	110
Do Corrective Exercises		4.9%	41
Purchase Diabetes Testing Supplies		8.2%	69
Get Vaccinations at Drug Store or Pharmacy		16.9%	142
Have Cataract Surgery		3.8%	32
Purchase Vitamins		38.8%	325
Have Acupuncture		3.1%	26
Purchase Anti Anxiety Medication or Supplements		6.7%	56
None of the above / Does not apply		19.0%	159
Purchase Elder Care-Related Products or Services		1.4%	12









Value		Percent	Responses
Purchase Medical Supplies or Equipment for Home		2.6%	22
Find Home for Aging Parent		1.0%	8
Participate in a Medical Study		1.9%	16
Stop Smoking		2.4%	20
Purchase a Mobility Device		1.1%	9
Receive Treatment for Vehicle or Workplace Injury		0.1%	1
Handicap Accessible Products		1.7%	14
Purchase Orthopedic Shoes		1.7%	14
Purchase Home Medical Testing Equipment or Supplies		1.2%	10
Hire a Personal Care Assistant		0.2%	2
Hire a Caregiver or Respite Worker		0.7%	6
Purchase "Aging in Place" Products		0.7%	6
Purchase a Medical Alert Service		0.4%	3
Have Safety Bars Installed in Bathroom		2.9%	24
Use Personal Trainer or Instructor		1.9%	16
Stroke Treatment		0.2%	2
Memory or Alzheimer's Care		0.5%	4
Nutritional Counseling		2.3%	19
Spinal and Postural Screening		1.3%	11
Physiotherapy		0.7%	6
Receive Treatment for Substance Abuse		0.2%	2
Purchase Blood Pressure Monitoring Device		1.9%	16
Receive Aquatic Therapy		1.0%	8
Join a Weight Loss Group		2.7%	23
Purchase Weight Loss Supplements		2.3%	19

Value		Percent	Responses
Purchase Weight Loss Food Plan		1.3%	11
Have Reflexology Treatment		1.1%	9
Hire a Weight Loss Professional		0.5%	4
Discretionary Health Care and Wellness Services and Products		2.5%	21
Purchase Marijuana		1.6%	13
Receive Treatment for PTSD		1.1%	9
Purchase Hemp Based Supplements		1.9%	16








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		0.1%	1
Purchase a "In-the-Ear" Hearing Aid		1.2%	10
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	4
Purchase a Digital Hearing Aid		1.0%	8
Purchase a "Behind-the-Ear" Hearing Aid		0.6%	5
Purchase Hearing Aid Cleaning Supplies		1.4%	12
Purchase Hearing Aid Batteries		3.8%	32
Purchase a "In-the-Canal" Hearing Aid		0.7%	6
Purchase a Analog Hearing Aid		0.2%	2
Have a Hearing Exam		13.4%	112
None of the above / Does not apply		84.1%	705














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		1.4%	12
Pre-purchase a Funeral Plot or Cremation Service		2.7%	23
Purchase a Monument or Headstone		1.1%	9
Use a Funeral Planner		2.4%	20
Purchase Flowers for a Funeral		1.6%	13
Use a Cremation Service		1.3%	11
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	2
None of the above / Does not apply		92.0%	771

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		0.7%	6
Move into a Assisted Living Facility		0.7%	6
Move into a Nursing Home		0.1%	1
Hospice to your Home or House		0.2%	2
Move into Residential Care Home		0.4%	3
Utilize a Respite Provider		0.2%	2
None of the above / Does not apply		98.1%	822












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		2.9%	24
Open Savings Account		2.9%	24
Online Banking		40.0%	335
Manage Investments		11.1%	93
Manage Retirement Accounts		14.8%	124
Mortgage Line of Credit		2.1%	18
Financial Consulting		9.8%	82
Financial Services		12.5%	105
Safe Deposit Box Rental		4.4%	37
Obtain New Credit Card		3.7%	31
Payday Loan or Check Cashing Business		0.4%	3
Use Vehicle Title Loan Company		1.2%	10
None of the above / Does not apply		42.7%	358










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		5.3%	44
Certificates of Deposit		10.6%	89
City or State Bonds		1.3%	11
Collectibles, Antiques or Art		2.6%	22
Common or Preferred Stock		4.9%	41
Corporate Bonds or Debentures		1.2%	10
401(k)		19.3%	162
Gold or Precious Metals		1.6%	13
IRA		11.2%	94
Money Market Funds		7.5%	63
Mutual Funds		8.4%	70
Non-US Stocks		0.5%	4
Options		0.8%	7
US Savings Bonds		3.0%	25
US Treasury Notes		0.8%	7
Coins or Stamps		3.6%	30
None of the above / Does not apply		62.5%	524

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















Value		Percent	Responses
Agriculture Loan		0.1%	1
Business Equipment Loan		0.1%	1
Carpeting or Furniture Loan		0.4%	3
College Expenses Loan		1.4%	12
College Tuition Loan		2.4%	20
Debt Consolidation Loan		3.0%	25
Medical Expenses Loan		0.1%	1
New Vehicle Loan		5.4%	45
Used Vehicle Loan		6.2%	52
Vacation or Travel Loan		0.4%	3
Wedding Loan		0.4%	3
None of the above / Does not apply		84.6%	709

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		25.3%	212
Coats		24.0%	201
Lipstick		22.8%	191
Nail Polish		19.2%	161
Eyewear or Sunglasses		40.6%	340
Formal Wear		3.7%	31
Handbags		22.2%	186
Hats		9.4%	79
Intimate Apparel		18.3%	153

Value		Percent	Responses
Jewelry or Accessories		16.7%	140
Watches		5.3%	44
Luggage or Bags		3.6%	30
Perfume		17.2%	144
Men's Apparel		42.5%	356
Men's Shoes		31.1%	261
Men's Underwear		38.2%	320
Women's Apparel		60.5%	507
Women's Pajamas or Sleepwear		26.7%	224
Women's Shoes		50.6%	424
Women's Underwear		44.3%	371
Swimwear		17.2%	144
Socks		44.0%	369
Scarves		9.2%	77
Ties		3.9%	33
Uniforms		3.2%	27
Outerwear		21.1%	177
None of the above / Does not apply		12.2%	102
Body Jewelry		1.7%	14
Fur Coat		0.2%	2
Western Clothing		2.0%	17

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








Value		Percent	Responses
Children's Sweaters		9.2%	77
Children's Winter Coats		7.5%	63
Children's Swimwear		8.9%	75
Children's Pants		13.6%	114
Children's T-Shirts		16.1%	135
Children's Dresses		8.5%	71
Children's Pajamas or Sleepwear		16.0%	134
Children's Socks		12.9%	108
Children's Party Dresses		3.3%	28
Children's Shorts		14.4%	121
Infant Clothing		7.3%	61
Children's School Uniform		2.3%	19
Children's Athletic Clothing		10.0%	84
None of the above / Does not apply		75.8%	635

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















Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		38.9%	326
Boots (Men's)		13.4%	112
Classic & Fashion Sneakers (Men's)		10.0%	84
Lace-Ups (Men's)		6.9%	58
Sandals (Men's)		5.4%	45
Slippers (Men's)		8.2%	69
Work & Safety (Men's)		7.5%	63

















Value		Percent	Responses
Lace-Up Sneakers (Women's)		17.9%	150
Pumps (Women's)		8.2%	69
Sling-Back Sandals (Women's)		11.5%	96
Classic & Fashion Sneakers (Women's)		21.4%	179
Slippers (Women's)		16.6%	139
Athletic & Outdoor Shoes (Women's)		44.7%	375
Loafers & Slip-Ons (Women's)		19.2%	161
Slippers (Children's)		3.2%	27
Athletic & Outdoor Shoes (Children's)		10.9%	91
Sandals (Children's)		5.1%	43
Slip-Ons (Children's)		3.7%	31
Dress Shoes (Children's)		4.2%	35
None of the above / Does not apply		22.7%	190
Cowboy Boots (Men's)		0.8%	7
Formal & Tuxedo Footwear (Men's)		0.7%	6
Work & Safety (Women's)		2.4%	20
Cowboy Boots (Women's)		1.1%	9
Cowboy Boots (Children's)		0.2%	2

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		13.4%	112
Have Clothing Dry Cleaned		23.5%	197
Have Shoes Repaired		5.6%	47
Rent or Purchase a Costume		0.4%	3
Wash Clothing at a Laundromat		4.8%	40
Purchase Custom Made Clothing Items		1.0%	8
None of the above / Does not apply		66.7%	559


























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		3.5%	29
Bicycle Tune-Up or Repair		3.7%	31
Camping or Hiking Equipment		5.8%	49
Exercise or Fitness Equipment		6.8%	57
Fishing Rods or Reels		7.2%	60
Fishing Bait or Attractant		13.4%	112
Fishing Accessories		14.8%	124
Golf Clubs or Equipment		6.4%	54
Hunting Gear		6.3%	53
Ammunition		14.4%	121
Sports Equipment (Children)		3.1%	26
Swimming Gear		3.3%	28
Rifle		4.4%	37
Hand Gun		7.6%	64

Value		Percent	Responses
Shotgun		3.5%	29
None of the above / Does not apply		57.6%	483
Bowling Equipment		1.3%	11
Bicycle or Mountain Bike (Adult)		2.7%	23
High End Bicycle		0.4%	3
Bicycle Rental		1.2%	10
Racquet Equipment		0.1%	1
Running or Jogging Equipment		2.0%	17
Scuba, Diving or Snorkeling Equipment		0.4%	3
Skiing Equipment		1.4%	12
Soccer Equipment		0.8%	7
Sports Memorabilia		2.5%	21
Trampoline		0.5%	4
Trophies or Plaques		0.1%	1
Weight Lifting Equipment		1.8%	15
Used Sporting Equipment		1.1%	9








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		35.2%	295
Bedding Flowers or Perennials		43.6%	365
Chainsaw		3.1%	26
Fertilizer		28.6%	240
Flower Pots		21.7%	182

Value		Percent	Responses
Garden Ornaments		13.5%	113
Gravel or Rock		13.5%	113
Hand Garden Tools		15.2%	127
Landscaping		9.5%	80
Indoor Garden Supplies		3.3%	28
Decorative Rock		8.2%	69
Lawn Seed, Turf or Sod		12.9%	108
Outdoor Fireplace or Fire Pit		4.1%	34
Outdoor Furniture		8.8%	74
Outdoor Grill		6.9%	58
Patio Cover, Awning or Canopy		3.1%	26
Patio Furniture		6.1%	51
Propane		19.3%	162
Lawn Mower (Push)		5.0%	42
Lawn Mower (Riding)		3.3%	28
Shrubbery or Trees		7.3%	61
Stone (Cast, Crushed or Natural)		5.6%	47
Storage Shed		4.9%	41
Leaf Blower		4.5%	38
Insect or Fungus Control Products		13.0%	109
Outdoor Garden Flags		6.4%	54
Snow Blower		3.1%	26
None of the above / Does not apply		26.6%	223
Fountains		1.8%	15
Gate		0.6%	5

























Value		Percent	Responses
Gazebo		1.4%	12
Insects (Bees or Other Beneficial Species)		1.4%	12
Patio Heater		0.5%	4
Outdoor Infrared Heater or Fireplace		0.1%	1
Outdoor Smoker		0.8%	7
Outdoor Kitchen Equipment		0.7%	6
Outdoor Entertainment Center		0.2%	2
Pole Shed		0.8%	7
Portable Outdoor Heater		0.6%	5
Power Garden Tools		2.5%	21
Rototiller		0.7%	6
Screen Porch		0.6%	5
Greenhouse		1.1%	9













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		5.8%	49
Animal Healthcare Products		5.4%	45
Fertilizers, Herbicides or Pesticides		6.1%	51
Plants, Plantings or Agricultural Seed		11.1%	93
Propane, Oils or Fuels		9.9%	83
Rocks, Gravel or Sand		5.4%	45
None of the above / Does not apply		70.6%	592










Value		Percent	Responses
ATV Products and Attachments		1.1%	9
Barn or Pole Building		0.7%	6
Blowers		0.8%	7
Steel Farm Building		0.2%	2
Carts or Utility Carriers		0.4%	3
Cement Mixers or Rollers		0.1%	1
Chippers or Shredders		0.4%	3
Diggers, Drillers or Drivers		0.4%	3
Drainage or Irrigation Equipment		0.2%	2
Farm Tool Rental		0.1%	1
Farm Equipment Rental		0.2%	2
Farm Machinery or Tractor Attachments & Implements		0.6%	5
Farm Work Clothes		0.7%	6
Ground-Working Equipment		0.5%	4
Mowers, Cutters or Clippers		2.0%	17
Pallet Forks, Forklifts or Skid Steers		0.2%	2
Planting and Seeding Equipment		2.9%	24
Rakes or Hay Handling Equipment		0.8%	7
Scoops or Shovels		1.7%	14
Sprayers or Spreaders		0.8%	7
Straw or Bedding Materials		2.0%	17
Sweepers or Industrial Vacuums		0.2%	2
Tree Cutters or Tree Maintenance Equipment		2.9%	24

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		11.5%	96
Bird Seed		19.2%	161
Cat Food		28.8%	241
Dog Food		30.3%	254
Fish Food		3.6%	30
Specialized Pet Food		3.5%	29
Other Pet Food		5.1%	43
Pet Accessories		12.9%	108
Pet Clothing		3.0%	25
Pet Toys		20.0%	168
Annual Pet Vaccinations		31.0%	260
Annual Pet Checkups		31.6%	265
Preventative Care		6.4%	54
Adopt or Rescue a Pet		5.4%	45
Purchase Pet Medication		6.1%	51
Purchase Dog Bed		3.3%	28
Pet Dental Care		3.2%	27
None of the above / Does not apply		37.7%	316
Pet Enclosure		0.4%	3
Aquarium or Tank		1.8%	15
Fish Supplies		1.8%	15
Bird House		2.5%	21
Disease Diagnosis		0.7%	6
Pet Travel Cage		0.6%	5

Value		Percent	Responses
Pet Travel Accessories		0.4%	3
Cremation or Burial Services		0.7%	6
Purchase a Pet		1.0%	8
Holistic or Alternative Pet Care		0.8%	7
Board a Pet Overnight		2.7%	23
Pet Tracking Device		0.6%	5
Bird Health Care		0.6%	5
Animal Training Classes		1.4%	12
Hemp Based Pet Supplements		0.8%	7
THC Based Pet Supplements		0.2%	2
Holistic or Alternative Pet Supplements		1.0%	8
Anti Anxiety or Stress Pet Medication for Holidays		1.3%	11






















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

Value		Percent	Responses
Add or Replace Deck		4.8%	40
Add a Fence or Wall Structure		6.1%	51
Remodel Kitchen		4.4%	37
Remodel Bathroom		7.6%	64
Build a Storage Shed		3.2%	27
General Remodeling		10.5%	88
Resurface or Build New Driveway		3.3%	28
Sealcoating		6.8%	57
Replace Carpet		9.1%	76


























Value		Percent	Responses
Asphalt Repair		5.4%	45
Asphalt Resurfacing		6.1%	51
Replace Flooring		9.1%	76
Replace Windows		6.7%	56
None of the above / Does not apply		54.2%	454
Add a Room		1.0%	8
Add a Home Office		0.2%	2
Cabinet Refacing or Resurfacing		1.9%	16
Refinish Bathtub		1.9%	16
Install a Glass Shower		1.6%	13
Remodel or Finish Basement Living Area		1.7%	14
Replace Garage Door		1.9%	16
Build a Garage		0.8%	7
Build Out-Building		0.7%	6
Have Furniture Restored		1.3%	11
Add a Swimming Pool		0.6%	5
Switch from Electric to Gas		0.4%	3
Install a Stair Lift		0.4%	3
Install "Aging In Place" Products		1.2%	10
Install a Solar Energy System		0.7%	6
Install Security or Monitoring System		1.2%	10
Stone or Marble Work (Bathroom or Kitchen)		0.8%	7
Residential Paving		1.7%	14
Build a "Tiny House"		0.2%	2
Install Handicap Accessible Addition		0.2%	2










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

Value		Percent	Responses
Ceramic Tile		4.8%	40
Decking		5.0%	42
Doors (Exterior)		7.0%	59
Electrical Supplies		4.1%	34
Fencing		4.5%	38
Hand Tools		6.9%	58
Lighting and Fixtures		8.0%	67
Lumber		7.2%	60
Molding		3.0%	25
Paint (Exterior)		11.6%	97
Paint (Interior)		20.8%	174
Plywood		3.7%	31
Plumbing Supplies		6.3%	53
Power Tools		3.5%	29
Rain Gutters		3.6%	30
Roofing (Other)		3.2%	27
Screen Door		4.5%	38
Windows (Double-Hung)		4.1%	34
None of the above / Does not apply		50.5%	423
Circular Saw		1.3%	11
Doors (Interior)		2.6%	22
Furnace		1.2%	10













Value		Percent	Responses
Generator		1.9%	16
Hardwood Products		2.9%	24
Home Security Doorbell Camera		2.6%	22
Insulation		2.7%	23
Kitchen Cabinets		2.7%	23
Lock Sets		1.6%	13
Mill Work		1.3%	11
Roofing (Composition)		1.6%	13
Security Door		0.1%	1
Security Locks		2.0%	17
Security Window Film		0.2%	2
Siding		1.1%	9
Solar Screen		0.2%	2
Waterproofing		2.3%	19
Water Softener System or Supplies		1.3%	11
Wet or Dry Vacuum		1.7%	14
Wood Stove or Fireplace		1.4%	12
Windows (Casement)		1.2%	10
Windows (Picture)		1.0%	8
Windows (Slider)		1.3%	11
Windows (Bay or Bow)		1.3%	11

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		3.3%	28
Air Duct Cleaning		3.0%	25
Appliance Repair		3.8%	32
Carpenter or Woodworking		3.6%	30
Carpet Cleaning		10.0%	84
Chimney Cleaning		6.8%	57
Concrete Repair		5.3%	44
Electrical Repair		3.9%	33
Flooring - Laminate (Installation or Repair)		3.0%	25
Flooring - Wood (Installation or Repair)		3.9%	33
Flooring - Other (Installation or Repair)		3.0%	25
Furnace Cleaning		17.7%	148
Handyman Services		9.7%	81
Home Heating Oil or Fuel Service		8.1%	68
Home Repair		5.8%	49
None of the above / Does not apply		48.9%	410
Alternative Energy Systems Installation		0.7%	6
Alternative Energy Systems (Service or Repair)		0.6%	5
Blinds Cleaning		1.3%	11
Drywall Installation or Repair		1.9%	16
Electrical Panel Replacement		0.6%	5
Excavation & Wrecking		0.1%	1
Fire & Water Damage Restoration		0.4%	3
Flooring - Ceramic Tile (Installation or Repair)		2.4%	20
Flooring - Linoleum (Installation or Repair)		1.8%	15

Value		Percent	Responses
Foundation Repair		1.7%	14
Furnace Repair		1.8%	15
Furniture Reupholster		0.8%	7
Gardening Services		2.9%	24
Gutter Installation or Repair		1.9%	16
Heating Repair		1.3%	11
Home Computer Repair		1.2%	10
Home Electronics Repair		0.1%	1
Home Remodel		2.1%	18

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

Value		Percent	Responses
House Cleaning Service		3.7%	31
Junk or Yard Waste Removal		5.8%	49
Recycle		5.6%	47
Landscaping Service		6.7%	56
Painting		11.1%	93
Pest Control		4.2%	35
Plumbing Repair		5.4%	45
Pressure Washing		4.4%	37
Preventative Home Maintenance		3.1%	26
Roof Repair		5.6%	47
Snow Removal		7.2%	60
Trash Removal		11.0%	92

Value		Percent	Responses
Window Installation		3.8%	32
Computer Repair		6.0%	50
None of the above / Does not apply		52.4%	439
Home Security Service		2.1%	18
Insulation Installation or Maintenance		0.5%	4
Interior Design		0.4%	3
Sell Scrap Metal		2.7%	23
Movers		1.4%	12
Mold Inspection or Removal		1.1%	9
Pool Cleaning Service		1.4%	12
Security System		1.7%	14
Septic Tank Cleaning or Repair		2.4%	20
Siding Replacement		0.1%	1
Solar Heating or Power System Installation or Repair		0.5%	4
Stucco or Exterior Coating		0.1%	1
Tool Rental		1.3%	11
Water Well Drilling		0.2%	2
Waterproofing		1.8%	15
Window Tinting for Home		0.1%	1
Yard Equipment Rental		0.4%	3
Mobile or Cell Phone Repair		1.1%	9




















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)		7.0%	59
Window Blinds (Venetian or Mini)		4.7%	39
Batteries (Home or Office)		30.5%	256
Candles		15.2%	127
Firewood		3.6%	30
Carpeting		8.2%	69
Flooring Tile		3.1%	26
Rugs		7.8%	65
Clocks		3.0%	25
Curtains or Drapes		10.7%	90
Fire Extinguisher		4.4%	37
Furniture (Bedroom)		4.1%	34
Furniture (Living Room)		7.4%	62
Christmas Tree		8.5%	71
Holiday Decorations		9.8%	82
Laminate Flooring		3.8%	32
Storage Boxes or Tubs		6.7%	56
Picture Frames		5.5%	46
Linens (Bathroom)		8.0%	67
Reclining Chair		4.4%	37
Indoor Flowers		3.9%	33
Linens (Dining Room or Kitchen)		3.1%	26
None of the above / Does not apply		37.5%	314
Awning		1.6%	13
Emergency Preparedness Kit or Supplies		1.3%	11

Value		Percent	Responses
Oriental Carpeting		0.6%	5
Hardwood Flooring		2.9%	24
Rugs (Persian)		0.4%	3
Closet System		1.2%	10
Cutlery, Flatware or Silverware		1.3%	11
Ductless Heat Pumps		0.1%	1
Fine Art (Paintings, Pottery, Etc.)		0.8%	7
Custom Built Furniture		0.7%	6
Reconditioned Furniture		0.4%	3
Furniture (Children's)		1.1%	9
Crib		0.4%	3
Furniture (Dining Room)		1.9%	16
Furniture (Home Office)		1.0%	8
Furnace		0.8%	7
Futon		0.5%	4
Glass Table		0.1%	1
Glass Railing		0.1%	1
Safe		1.0%	8
Mirror		1.6%	13
Floral Arrangements		2.6%	22
Hot Tub or Spa (Used)		0.2%	2
Sewing Machine		0.7%	6
Wallpaper		1.3%	11
Signs or Banners		0.2%	2
Hot Tub or Spa (New)		0.5%	4


















Value		Percent	Responses
Tankless Water Heater		1.1%	9

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		6.8%	57
Innerspring Mattress		3.5%	29
Linens (Bedroom)		11.7%	98
Queen Size Bed		3.3%	28
Smoke Alarm or Detector		5.3%	44
Window Coverings		4.1%	34
Patriotic Flags		4.1%	34
Alexa for Home		3.2%	27
None of the above / Does not apply		61.9%	519
Gas Burning Freestanding Stoves		0.4%	3
Water Purification System (Drinking)		1.4%	12
Solar Water Heater		0.1%	1
Adjustable Mattress		1.1%	9
Latex Mattress		0.2%	2
Pillow Top Mattress		2.6%	22
Foam Mattress		2.0%	17
Memory Foam Mattress		2.5%	21
Gel Mattress		0.7%	6
Twin Size Bed		1.6%	13

Value		Percent	Responses
King Size Bed		2.7%	23
Swimming Pool (Above Ground)		1.0%	8
Water Heater		1.1%	9
Swimming Pool (In-Ground)		0.4%	3
Remote Home Monitoring Video Camera		0.5%	4
Shutters		1.8%	15
Reclaimed Wood Furniture		0.6%	5
Sports Team Flags		1.4%	12
Smart Home Products		1.1%	9
Smart Appliances		1.3%	11
Smart Lock / Front Door		0.7%	6






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		3.7%	31
Fine Art		1.7%	14
Photographs		6.3%	53
Pottery		2.4%	20
Blown Glass		1.9%	16
Stone Carvings		0.4%	3
Sculpture		0.8%	7
Artistic Wall Decor		4.4%	37
Wood Carvings		1.9%	16
Poster Art		2.0%	17
Religious Art		1.7%	14
Stained Glass		2.3%	19
Ceramics		2.9%	24
Metal Work Art		1.3%	11
Music Memorabilia		1.3%	11
Movie Memorabilia		1.3%	11
None of the above / Does not apply		82.6%	692




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

Value		Percent	Responses
Refrigerator		6.1%	51
Portable Dishwasher		0.2%	2
Dishwasher		5.3%	44
Freezer		2.3%	19
Range		3.5%	29
Range Hood		1.1%	9
Wall Oven		1.1%	9
Washer		4.7%	39
Dryer		3.7%	31
Blender		1.6%	13
Tea Kettle		3.1%	26
Microwave		6.9%	58
Window Air Conditioner		5.1%	43
Coffee or Espresso Machine		8.4%	70
Vacuum Cleaner		6.0%	50
None of the above / Does not apply		63.4%	531






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		4.5%	38
Battery		5.4%	45
Floor Mats		6.1%	51
Seat Covers		3.2%	27
Tires		17.9%	150

Value		Percent	Responses
Wiper Blades		27.9%	234
None of the above / Does not apply		52.6%	441
Canopy		0.1%	1
Child Car Seat		1.8%	15
Grill Guard		0.1%	1
Ground Effects		0.2%	2
Lights		2.9%	24
Mirror(s)		0.5%	4
Motorcycle Accessories		1.3%	11
Motorcycle Parts		1.3%	11
Performance Parts		0.7%	6
RV Accessories or Supplies		1.1%	9
Roof Rack (For Bike, Kayak, Etc.)		0.8%	7
Roof Rack (Luggage or Equipment Container)		0.1%	1
Running Boards		0.6%	5
Spoiler		0.2%	2
Step Bar		0.5%	4
Stereo System (Auto, Car or Truck)		0.2%	2
Tool Box		0.4%	3
Trailer Hitch		0.8%	7
Truck Bed Liner		0.4%	3
Visor		0.2%	2
Wheels or Rims		1.1%	9
Winch		0.5%	4
Cargo Trailer (Vehicle Hauler)		0.4%	3









Value		Percent	Responses
Cargo Trailer (Flat)		0.2%	2
Cargo Trailer (Boat)		0.1%	1
Cargo Trailer (Box)		0.1%	1


























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




Value		Percent	Responses
Dealership		38.8%	325
National chain service center (e.g. Jiffy Lube)		7.5%	63
Private service center		36.5%	306
Friend/Family		10.0%	84
Other		7.2%	60

Total: 838

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

Value		Percent	Responses
30,000 Mile Service		6.9%	58
60,000 Mile Service		5.1%	43
100,000 Mile Service		3.3%	28
Auto Detailing		5.7%	48
Auto Repair (General)		5.8%	49
Alignment		5.7%	48
Body Work		3.6%	30
Brake Replacement, Adjustment		4.7%	39



















Value		Percent	Responses
Car Wash		36.4%	305
Gas or Service Station Services		15.4%	129
Oil Change or Lube		38.2%	320
Preventative Maintenance		13.6%	114
Safety Inspection		12.6%	106
Tire Mounting or Installation		6.2%	52
Tune-Up		4.1%	34
None of the above / Does not apply		29.4%	246
Auto Warranty Work (Work Covered by Warranty)		2.4%	20
Car Rental		0.7%	6
DEQ Inspection		0.4%	3
Electrical Repair		0.7%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	3
Motor Repair or Replacement		0.2%	2
Motorcycle Repair		0.6%	5
Muffler		1.0%	8
Painting		0.8%	7
RV Maintenance or Service		0.8%	7
Shocks		1.2%	10
Smog Check		0.5%	4
Stereo Installation		0.2%	2
Transmission or Clutch Repair		0.2%	2
Upholstery Repair		0.1%	1
Vehicle Air Conditioning Repair		1.2%	10
Vehicle Storage		0.2%	2

Value		Percent	Responses
Vehicle Towing		0.4%	3
Windshield or Glass Repair		1.7%	14
Windshield or Window Tinting		0.4%	3

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		8.7%	73
CarFax		13.1%	110
CarGurus.com		6.3%	53
CarMax.com		5.1%	43
Cars.com		6.0%	50
Craigslist Auto		5.1%	43
KBB.com		5.8%	49
Facebook Dealer Page		3.5%	29
Edmunds.com		6.7%	56
Local Dealer Site		45.2%	379
UsedCars.com		4.2%	35
Local TV Site		3.0%	25
Other Local Website		6.4%	54
None of the above / Does not apply		37.4%	313
Yahoo! Autos		0.2%	2
Automotive.com		0.5%	4
Autoblog.com		0.6%	5
CarsDirect.com		0.7%	6
eBay Motors		2.4%	20
MotorTrend.com		1.1%	9
Local Radio Site		1.1%	9
The Car Connection		0.4%	3
























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

Value		Percent	Responses
Bath and Body Products		46.4%	389
Beauty Products		34.6%	290
Cosmetics		38.3%	321
Babysitting		1.6%	13
Facial		12.1%	101
Hair Care Products		52.1%	437
Hair Coloring		31.6%	265
Hair Cut		64.3%	539
Hair Removal		3.9%	33
Hair Extensions, Wigs or Weaves		1.0%	8
Manicure		14.8%	124
Massage Therapy		12.4%	104
Pedicure		19.9%	167
Tanning Products		1.6%	13
Tanning Bed or Spray Tan		2.4%	20
Tattoo or Piercing		4.2%	35
Spa Bed (Red Light Therapy or Hydration station)		0.1%	1
None of the above / Does not apply		15.9%	133


















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)		33.9%	284
Books (Used)		25.1%	210
Books (Children's)		14.0%	117
Board Games		15.9%	133
Lottery Ticket		59.2%	496
Collectibles		7.8%	65
Vinyl Records		3.1%	26
Fire Works		4.3%	36
Computer Games		8.1%	68
DVD Movies (Buy)		16.8%	141
DVD Movies (Rent)		13.4%	112
DVD Movies (Children's)		4.5%	38
Magazines		31.3%	262
TV or Movie Themed Toys		3.5%	29
Toys		15.4%	129
Video Console Games		5.3%	44
None of the above / Does not apply		17.2%	144
Comics		2.3%	19
Graphic Novels		1.9%	16
Video Game Console		2.1%	18
Handheld Game Console		1.0%	8
Handheld Console Games		1.4%	12



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		4.1%	34
Host or Attend a Retirement Party		3.3%	28
Host or Attend a Graduation Party		8.2%	69
Purchase Gourmet Cupcakes		3.1%	26
Purchase Cake, Tart or Pastries for Special Occasion		8.1%	68
None of the above / Does not apply		77.2%	647
Purchase a Wedding Dress		0.7%	6
Purchase a Tuxedo		1.0%	8
Rent a Tuxedo		1.3%	11
Purchase a Bridesmaid Dress		0.8%	7
Rent a Hall or Event Space for Wedding or Special Event		2.0%	17
Hire a Musician or Band for Wedding or Special Event		1.7%	14
Purchase a Wedding Cake		1.6%	13
Use a Wedding Planner		0.1%	1
Use a Party Planner		0.1%	1
Hire a Caterer for Wedding or Special Event		2.6%	22
Use a Florist for a Wedding or Special Event		2.1%	18
Rent a Chauffeured Vehicle		1.1%	9
Go on a Honeymoon		1.9%	16
Hire a Photographer for Wedding or Special Event		2.3%	19
Hire a Videographer for Wedding or Special Event		0.6%	5
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.2%	2
Host or Attend a Quinceanera Party		0.1%	1

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

























Value		Percent	Responses
Gems, Rocks & Minerals		4.1%	34
Ceramics and Pottery		2.6%	22
Collectables		6.4%	54
Comic Books and Related Collectables		2.1%	18
Do-It-Yourself (DIY)		20.6%	173
Games or Puzzles		17.3%	145
Beer Brewing Supplies		1.6%	13
Wine Making Supplies		2.0%	17
Jewelry Making Supplies or Beads		4.2%	35
Knitting		6.7%	56
Making Arts and Crafts		11.6%	97
Paper Crafts		4.1%	34
Quilting		3.8%	32
Scrapbooking		4.5%	38
Toy Collecting		1.0%	8
Trains, Plane & Car Model Kits		2.5%	21
None of the above / Does not apply		50.4%	422







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		38.2%	320
Train Trip		6.6%	55











Value		Percent	Responses
Book Hotel Room		43.2%	362
Business Travel		4.2%	35
Buy Travel Tickets		15.8%	132
Hotel or Resort Stay		27.8%	233
International Travel		8.7%	73
Take a Cruise		10.7%	90
Travel Packages		8.9%	75
Use a Travel Agent or Agency		11.2%	94
Vacation Inside Home State		12.5%	105
Vacation Outside Home State		32.3%	271
Rent a Car		12.6%	106
Stay at a Casino		8.4%	70
Gamble at a Casino		23.9%	200
Play Bingo		8.9%	75
Does not apply		30.3%	254
Buy Luggage		2.5%	21
Charter a Boat		1.1%	9
Chartered Fishing Trip		2.4%	20
Golf Vacation		2.0%	17
Ski Resort Stay		1.2%	10
Rent RV		0.5%	4
Book Local Lodging for Guests		1.6%	13
Stay at an RV Park		2.5%	21

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)		4.8%	40
Attend College or University (Part Time)		3.8%	32
Attend Classes at Community College		3.7%	31
Online Continuing Education Courses		3.7%	31
Arts or Crafts Lessons (Adult)		4.7%	39
Attend a Free Lecture or Seminar		9.9%	83
Attend Paid Lecture, Seminar or Special Class		3.1%	26
Yoga, Pilates, or Zumba		6.4%	54
Attend a Local Workshop		7.9%	66
None of the above / Does not apply		70.0%	587
Attend Graduate School		1.6%	13
Business School		0.4%	3
Learning Center		0.4%	3
Culinary School		0.7%	6
Trade School		0.5%	4
Professional Certification or Accreditation Courses		2.5%	21
Language Lessons (Adult)		2.0%	17
Music Lessons (Adult)		2.1%	18
Sports Lessons (Adult)		1.3%	11
Cooking Lessons (Adult)		2.0%	17
Real Estate Classes		0.6%	5
Child Education or Tutoring		0.4%	3
Dance Lessons		1.9%	16
Music lessons (Child)		0.8%	7

Value		Percent	Responses
Sports lessons (Child)		1.3%	11
Personal Physical Training		1.7%	14
Language Lessons (Child)		0.2%	2
Arts or Crafts Lessons (Child)		0.5%	4
Change School		0.1%	1
Attend a Religion Based School		0.6%	5

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

Value		Percent	Responses
Brushes		9.7%	81
Oil paints		2.0%	17
Acrylic Paints		8.9%	75
Markers		8.5%	71
Specialty Paper		5.1%	43
Fabric Craft Supplies		9.3%	78
Beads		3.8%	32
Art Pencils and Pens		11.1%	93
Scrapbooking Supplies		4.8%	40
None of the above / Does not apply		73.2%	613

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

Value		Percent	Responses
Bass Guitar		0.5%	4
Clarinet		0.5%	4
Drums		0.1%	1
Flute		0.2%	2
Acoustic Guitar		1.6%	13
Electric Guitar		0.8%	7
Electric Keyboard		0.5%	4
Piano		0.8%	7
Piano (High End)		0.2%	2
Trombone		0.2%	2
Trumpet		0.4%	3
Violin		0.7%	6
None of the above / Does not apply		95.0%	796






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		12.2%	102
French		3.9%	33
Asian		19.1%	160
German		6.7%	56
American (New)		32.1%	269
Italian		69.0%	578
Cajun or Creole		5.5%	46
Indian		6.2%	52
Chinese		51.9%	435
American (Traditional)		74.3%	623
Thai		11.7%	98
Middle Eastern		4.3%	36
Japanese		13.4%	112
Mexican		35.8%	300
Vietnamese		3.1%	26
Southern		7.2%	60
Tex-Mex		10.7%	90
Spanish		6.3%	53
Mediterranean		9.4%	79
None of the above / Does not apply		7.6%	64















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		23.3%	195

Value		Percent	Responses
Fish & Chips		23.0%	193
Golf Course Restaurant, Bar or Snack Bar		4.8%	40
Barbeque		19.7%	165
Deli		25.3%	212
Breakfast or Brunch		56.9%	477
Appetizers		46.1%	386
Dessert		28.3%	237
Chicken Wings		31.7%	266
Hamburgers		59.1%	495
Chicken		47.5%	398
Frozen Yogurt		8.0%	67
Live or Raw food		3.2%	27
Tapas or Small Plates		5.6%	47
Theme Restaurants		4.4%	37
Soup		40.0%	335
Salad		51.6%	432
Pizza (Dine In)		35.6%	298
Pizza (Delivery)		23.3%	195
Steak		37.0%	310
Juice or Smoothies		7.4%	62
Sandwiches		46.5%	390
Pizza (Carry Out)		60.6%	508
Pizza (Take & Bake)		11.1%	93
Seafood		45.3%	380
Steakhouse		31.6%	265

Value		Percent	Responses
Sushi		8.4%	70
Vegetarian		5.7%	48
None of the above / Does not apply		5.1%	43
Vegan		2.5%	21
Pho		1.9%	16

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

Value		Percent	Responses
Locally Sourced Meats and Seafood		16.1%	135
Locally Grown Produce		28.0%	235
Healthful Children's Dining		5.0%	42
Environmental Sustainability		11.5%	96
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.3%	36
Hyper-Local Sourcing		1.7%	14
Gluten Free Cuisine		4.3%	36
Sustainable Seafood		8.2%	69
Raw or Live Food Options		1.3%	11
Specialty Appetizers		7.3%	61
Specialty Salads		15.0%	126
Specialty Soups		11.6%	97
Specialty Desserts		7.8%	65
None of the above / Does not apply		55.3%	463











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		20.9%	175
Non-Smoking Environment		48.4%	406
Child Friendly		11.3%	95
Serve Alcohol		20.4%	171
Pool Tables		1.4%	12
Locally Brewed Beer		6.6%	55
Live Music		6.6%	55
Bar		19.8%	166
Large Craft Beer Selection		6.6%	55
Large Wine Selection		4.9%	41
Hand Crafted Cocktails		4.4%	37
Farm to Table Dining		15.3%	128
Senior Discounts		38.9%	326
None of the above / Does not apply		21.4%	179











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		19.8%	166
Foreign Beer		7.8%	65
Red Wine		23.6%	198
White Wine		21.2%	178
Dessert Wine		2.6%	22
Mixed Drinks		25.1%	210
Hand Crafted Cocktails		9.2%	77
Beer Cocktails		10.3%	86
"Top Shelf" Spirits		9.1%	76
Champagne		1.2%	10
Champagne Cocktails		1.4%	12
Energy Drink based Mixed Drinks		0.1%	1
Premium Tequila		3.0%	25
Alcoholic Cider		3.3%	28
Locally Distilled Spirits		3.1%	26
None of the above / Does not apply		44.3%	371






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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.5%	4
Purchase Condominium or Townhouse		0.6%	5
Purchase Manufactured or Modular Home		0.8%	7
Purchase Investment Property		0.4%	3
Purchase Personal Residence		2.3%	19
Purchase Custom Built Home		0.6%	5
Purchase Land or Agricultural Property		0.4%	3
Purchase Vacation Property		0.8%	7
Purchase Other		0.6%	5
None of the above / Does not apply		95.2%	798









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 Personal Residence		5.8%	49
Sell Vacation Property		0.1%	1
Sell Condominium or Townhouse		0.2%	2
Sell Investment Property		1.1%	9
Sell Land or Agricultural Property		0.6%	5
Sell Commercial or Business Property		0.5%	4
Sell Manufactured or Modular Home		0.4%	3
Plan to Sell Home in Master-Planned Community		0.1%	1
Sell Other		1.6%	13
None of the above / Does not apply		90.0%	754







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		5.3%	1
New home, but outside of development		10.5%	2
Existing home less than 10 years old		31.6%	6
Existing home more than 10 years old		84.2%	16
Other		15.8%	3









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

Value		Percent	Responses
Rent New Apartment		2.0%	17
Rent House (Residence)		1.8%	15
Rent Manufactured or Modular Home		0.4%	3
Rent or Lease Commercial Property		0.1%	1
Rent Subsidized Housing		0.8%	7
Rent Condo/Townhouse		2.4%	20
Rent Section 8 Housing		0.6%	5
None of the above / Does not apply		93.3%	782



















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.2%	35
Use a Realtor to Buy Real Estate		1.6%	13
Use a Realtor to Buy and Sell Real Estate		2.3%	19
Plan to Sell Property Myself		3.5%	29
Use a Real Estate Broker		1.1%	9
None of the above / Does not apply		89.3%	748

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

Value		Percent	Responses
New Home Loan		1.3%	11
Home Remodel or Renovation Loan		1.0%	8
Home Construction Loan		0.1%	1
Equity Loan		1.8%	15
Reverse Mortgage		0.2%	2
Real Estate Loan for existing home		0.5%	4
Refinance Home		1.2%	10
None of the above / Does not apply		94.7%	794

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		2.4%	20
Facebook		4.4%	37
Google		5.0%	42
Auction.com		2.1%	18
Homes & Land		2.0%	17
Homes.com		5.0%	42
HomeFinder		6.9%	58
MLS.com		8.6%	72
National Real Estate Co. Site		1.9%	16
Local MLS Site		13.6%	114
RealEstate.com		7.4%	62
Realtor.com		23.5%	197
Realty.com		3.1%	26
Redfin		1.4%	12
Trulia		10.6%	89
Zillow		27.1%	227
ZipRealty.com		0.7%	6
None of the above / Does not apply		54.4%	456

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		9.1%	76
Apartmentguide.com		2.6%	22
Craigslist		7.4%	62
Forrent.com		0.5%	4
HomeFinder.com		4.2%	35
Hotpads.com		0.7%	6
Rent.com		6.7%	56
Sublet.com		0.5%	4
Trulia		7.2%	60
Zillow		19.1%	160
None of the above / Does not apply		67.2%	563

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		65.6%	550
No, don't know who to call		34.4%	288

























Total: 838

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		66.9%	561
No, don't know who to call		33.1%	277

Total: 838





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		13.6%	114
Craft Beer		13.8%	116
Champagne		9.2%	77
Premium Hard Alcohol or Spirits		9.5%	80
White Wine		28.5%	239
Red Wine		33.4%	280
Cigars		4.7%	39
Major Brand Cigarettes		5.5%	46
Discount Cigarettes		6.2%	52
Discount Hard Alcohol or Spirits		4.8%	40
Domestic Beer		35.1%	294
Alcoholic Cider		5.7%	48
None of the above / Does not apply		35.4%	297
Recreational Marijuana		1.2%	10
Marijuana Accessories		1.0%	8
Vaping Kit		1.0%	8
Vaping Accessories		2.1%	18
Roll Your Own Cigarette Supplies		1.3%	11
Smokeless Tobacco		1.2%	10
E-Liquids / Vape Juice		2.5%	21
Pipe Tobacco		1.1%	9
Electronic Cigarette Supplies		1.9%	16
Hookah Accessories		0.1%	1
Hookah		0.1%	1

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		46.7%	7
Cannabis Edibles		46.7%	7
Cannabis Tinctures		20.0%	3
Cannabis Vaporizers		40.0%	6
Cannabis Cleaning Tools or Supplies		33.3%	5
Cannabis Concentrates		33.3%	5
Cannabis Pre-Rolls		20.0%	3
Organic Cannabis Products		26.7%	4
Cannabis Oil		33.3%	5
Cannabis Beauty & Skin Care Products		20.0%	3
Cannabis Beverages		20.0%	3
Cannabis Chocolates		26.7%	4
Medical Cannabis		60.0%	9
CBD Cannabis		26.7%	4
None of the above / Does not apply		6.7%	1

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

Value		Percent	Responses
Bulk or Discounted Food Items		21.2%	178
Specialty Teas		13.0%	109
Specialty Coffee		20.2%	169
Gourmet Deli Counter Items		13.7%	115

Value		Percent	Responses
Cookies		50.5%	423
Snack Cakes		21.1%	177
Potato Chips		61.3%	514
Soft Drinks		42.1%	353
Energy Drinks		8.1%	68
Energy Bars		12.3%	103
Noodle Bowls		6.9%	58
Cupcakes		25.5%	214
Birthday Cake		21.1%	177
Beef Jerky or Meat Sticks		17.7%	148
Bottled Water		56.2%	471
Candy		44.7%	375
Fruit		71.1%	596
Nuts		39.7%	333
Chocolates		46.9%	393
Ice cream		60.4%	506
Cheese		78.9%	661
Artisan Bread		19.0%	159
Sports Drinks		10.6%	89
Basic Condiments		39.9%	334
Canned Sauces		26.4%	221
Cereal		66.3%	556
Milk		82.7%	693
Chicken		80.0%	670
Pork		56.0%	469

Value		Percent	Responses
Beef		64.3%	539
Fish		58.2%	488
Pasta		72.9%	611
Snack Mixes		14.7%	123
Vegetables		73.4%	615
Olive Oil		48.4%	406
Balsamic Vinegar		24.3%	204
Frozen Entrees		40.7%	341
Eggs		85.1%	713
Locally Raised Beef, Pork, Poultry		14.7%	123
Locally Grown Fruit and Vegetables		51.0%	427
Locally Produced Honey		17.1%	143
Organic Food		13.6%	114
Pickled Vegetables		14.3%	120
Artisan Cheese		13.8%	116
Alternative "Meat" Products		3.8%	32
Nut Butter		12.6%	106
Sausage		49.4%	414
Donuts		34.2%	287
Pastries		31.1%	261
Artisan Meats		2.6%	22
Artisan Condiments		2.7%	23
Game Meats		2.6%	22
Caviar		0.1%	1
None of the above / Does not apply		2.0%	17

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

Value		Percent	Responses
Convenience		66.1%	554
Better Prices		85.4%	716
Variety		37.9%	318
Quality of Selection		58.2%	488
Quality of Produce		64.2%	538
Healthy Options		26.0%	218
Speed of Check Out		33.8%	283
Size of Store		14.8%	124
Number of Checkouts		27.6%	231
Cleanliness of Store		67.9%	569
Parking		40.2%	337
Help with Bagging/Packing		15.0%	126
Loyalty Tokens/Stamps		12.2%	102
Home Delivery		1.9%	16
None of the above / Does not apply		1.8%	15
















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		70.0%	587
Take items home immediately		59.4%	498
Return items more easily		31.7%	266
Enjoy the in-store experience		38.7%	324
Can ask questions to store associates		37.8%	317
To support local businesses		58.8%	493
More secure than online purchase		17.8%	149
Better prices		29.1%	244
Quality of service		25.8%	216
Better Selection		28.5%	239
Local flavor or uniqueness		21.6%	181
None of the above / Does not apply		5.6%	47













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		45.6%	382
Donate to a Charity		46.3%	388
Donate to a Church		45.1%	378
Donate to Political Party or Government Representative		6.0%	50
Volunteer at Church		18.5%	155
Volunteer for Nonprofit Group		17.5%	147
Retire		5.5%	46
Vote in Upcoming Local Elections		41.6%	349
Vote in Upcoming State or National Elections		43.0%	360
Purchase Season Tickets for Performing Arts		3.3%	28
Attend a Holiday Themed Performance		19.2%	161
Community Activity		24.1%	202
Support an Organization		11.3%	95
Make a Donation		30.1%	252
None of the above / Does not apply		16.1%	135
Join a New Church		2.0%	17
Donate Vehicle		0.4%	3
Have a Baby		0.8%	7
Get Married		1.1%	9
Look into Private Schooling for Children		0.2%	2
Join an Organization		1.6%	13
Register to Vote		2.5%	21










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		31.1%	261
Community Event		44.2%	370
Festival		45.7%	383
Live Performance		35.8%	300
Fundraising Event		25.1%	210
Seminar		8.2%	69
School Event		24.3%	204
Corporate Event		4.3%	36
Trade Show		8.8%	74
Conference		9.7%	81
Networking Event		4.1%	34
Radio Station Sponsored Event		7.8%	65
Television Station Sponsored Event		4.1%	34
Newspaper Sponsored Event		8.8%	74
None of the above / Does not apply		19.5%	163

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		3.5%	29
Use a Zip Line		3.9%	33
Go Camping		13.2%	111
Go Mountain Biking		3.1%	26
Go Touring on a Bicycle		3.1%	26
Go to a Community or City Swimming Pool		8.6%	72
Take a Guided Backpacking or Hiking Trip		2.1%	18
Attend a Horse Race		5.3%	44
Attend a Car, Truck or Motorsport Race		6.2%	52
Participate in City or Municipal Sponsored Programs		8.2%	69
Join or Change Health or Fitness Club		7.8%	65
None of the above / Does not apply		58.7%	492

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		20.2%	169
Local Business Email		7.8%	65
Snapchat		9.1%	76
Instagram		15.6%	131
Cinema Ads		10.4%	87
Facebook Business Page		11.3%	95
Reviews on Yelp! or Google+		8.2%	69
YouTube Promo Video		7.4%	62
Pandora		15.8%	132



Value		Percent	Responses
Online Yellow Pages		6.8%	57
Google Search		58.9%	494
eBay		36.0%	302
Spotify		6.4%	54
Pinterest		26.4%	221
Google+ Local		6.2%	52
Clicked on Google Sponsored Ad		10.5%	88
LinkedIn		12.6%	106
Craigslist		17.8%	149
Bing		12.5%	105
Twitter		12.3%	103
Amazon		77.2%	647
None of the above / Does not apply		6.3%	53
Local Business Blog		2.5%	21
CitySearch		1.4%	12
Digital Billboard		0.6%	5
Local Business Text Message		1.6%	13
Angie's List		1.4%	12

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



Value		Percent	Responses
Yes		72.2%	605
No		27.8%	233

Total: 838











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

Value		Percent	Responses
Yes		45.5%	381
No		54.5%	457
			Total: 838

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

Value		Percent	Responses
Yes		26.3%	220
No		73.7%	618
			Total: 838

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		44.0%	369
Arts and Entertainment		23.5%	197
Automotive - (General)		17.4%	146
Automotive - (New Vehicle Dealership)		15.3%	128
Automotive - (Used Vehicle Dealership)		10.4%	87
Automotive - (Auto Parts store)		11.5%	96
Automotive - (Auto Repair business)		4.1%	34
Tire Business		13.1%	110
Beauty and Spa Related Businesses		10.5%	88
Child Related Businesses		3.3%	28

Value		Percent	Responses
Community and State Services		14.1%	118
Education		6.6%	55
Employment Related Businesses		8.5%	71
Event Planning and Services		4.3%	36
Family Activity Related Businesses		5.8%	49
Financial Services		5.6%	47
Fitness Businesses or Providers		3.2%	27
General Retail		36.8%	308
Grocery / Market		28.4%	238
Home and Garden Related Businesses		15.8%	132
Building Supply/Lumber Business		10.3%	86
Home Service Businesses		4.9%	41
Home Service Contractors		7.4%	62
Hotel and Travel Related Businesses		20.4%	171
Local Services		19.6%	164
Medical Related Businesses - (General)		10.3%	86
Medical Related Businesses - (Dentist)		4.8%	40
Medical Related Businesses - (Hospital)		3.5%	29
Nightlife Related Businesses		3.7%	31
Pet / Animal		20.9%	175
Professional Services		6.9%	58
Real Estate Service Businesses		3.7%	31
Recreation Related Businesses		3.3%	28
Restaurant / Bar / Lounge		31.5%	264
Senior Related Businesses		7.4%	62










Value		Percent	Responses
Specialty Food and Drink		9.5%	80
General Retail - Children's Clothing Store		4.8%	40
General Retail - Clothing Accessory Store		12.9%	108
General Retail - Computer Store		8.0%	67
General Retail - Furniture Store		10.7%	90
General Retail - Hardware Store		12.6%	106
General Retail - Home Entertainment Store		4.5%	38
General Retail - Jewelry Store		4.7%	39
General Retail - Major Appliance Store		10.0%	84
General Retail - Men's Clothing Store		10.3%	86
General Retail - Mobile Phone Store		5.0%	42
General Retail - Shoe Store		13.7%	115
General Retail - Women's Clothing Store		23.6%	198
None of the above / Does not apply		17.4%	146
Automotive - (Auto Body shop)		2.0%	17
Farm Equipment and Agriculture Businesses		2.1%	18
Medical Related Businesses - (Chiropractor)		1.8%	15
Motorsport Businesses		1.7%	14
General Retail - Farming and Agriculture Business		1.8%	15

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











Value		Percent	Responses
Yes		12.6%	106
No		87.4%	732

Total: 838

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		9.3%	78
Get a New Part Time Job		8.6%	72
Get a Temporary or Seasonal Job		2.6%	22
Use an Employment or Temporary Employment Agency		1.6%	13
Use a Career Counselor		0.6%	5
Get a Second (or Third) Job		2.9%	24
Get First Job after High School		0.5%	4
Get First Job after College		0.4%	3
None of the above / Does not apply		81.3%	681

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		3.1%	26
Admin & Clerical		8.5%	71
Health Care		5.5%	46
Customer Service		5.6%	47
Education		3.7%	31
None of the above / Does not apply		73.3%	614
Agriculture		0.2%	2
Automotive		0.7%	6
Warehouse		1.7%	14
Construction		1.2%	10

Value		Percent	Responses
Accounting		1.8%	15
Hotel - Hospitality		1.7%	14
Manufacturing		1.4%	12
Entry Level (New Graduate)		0.5%	4
Grocery		2.6%	22
Banking & Finance		1.4%	12
Child Care		1.2%	10
Real Estate		0.1%	1
Insurance		0.6%	5
Legal		0.6%	5
Management		2.0%	17
Media		1.8%	15
NonProfit		2.0%	17
Government		2.7%	23
Installation - Maintenance - Repair		0.2%	2
Restaurant - Food Services		1.9%	16
Executive Level		1.0%	8
Engineering		0.8%	7
Sales & Marketing		1.6%	13
Information Technology		1.6%	13
Skilled Labor - Trades		1.2%	10
Transportation		1.4%	12

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		18.3%	153
Local Agency Site		9.8%	82
Craigslist		6.6%	55
Facebook		5.3%	44
Indeed.com		19.2%	161
LinkedIn		9.7%	81
Monster.com		12.3%	103
CareerBuilder		8.2%	69
GlassDoor		3.0%	25
SimplyHired.com		1.7%	14
AOL Jobs		0.7%	6
SnagAJob.com		1.3%	11
Dice.com		0.5%	4
USAjobs.gov		4.9%	41
USAjobs.org		2.6%	22
ZipRecruiter		5.4%	45
JobDiagnosis		0.2%	2
TheLadders		1.1%	9
None of the above / Does not apply		60.6%	508

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

Value		Percent	Responses
Coupon book		19.3%	162
Yellow Pages directory		3.0%	25
Direct mail flyer		20.0%	168
Deal program/offer		6.6%	55
Facebook business page offer		6.6%	55
Billboard advertising		3.3%	28
None of the above / Does not apply		64.0%	536

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%	162
Purchased an online deal to a local business in the past 3 months		13.1%	110
None of the above / Does not apply		75.2%	630

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		9.3%	78
Read ads and keep them - using one or two		41.3%	346
Read ads and keep them - without using any		3.3%	28
Read ads but throw away without using any		21.8%	183
Throw ads away unread		15.6%	131
Do not receive direct mail or advertisements at home or PO Box		8.6%	72

Total: 838

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 %	13 1.6%	160 19.1%	404 48.2%	29 3.5%	34 4.1%	98 11.7%	100 11.9%	838
County election Count Row %	12 1.4%	154 18.4%	419 50.0%	22 2.6%	35 4.2%	86 10.3%	110 13.1%	838
State election Count Row %	13 1.6%	225 26.8%	343 40.9%	21 2.5%	34 4.1%	97 11.6%	105 12.5%	838
Total Total Responses								838

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

Value	Percent	Responses
Yes	85.6%	717
No	14.4%	121














Total: 838

147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	89.6%	751
No	10.4%	87

Total: 838

















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		6.0%	50
Used Vehicle Dealership		5.0%	42
New and Used Vehicle Dealership		6.8%	57
Automotive Service		7.9%	66
Tire Store		6.7%	56
Auto Parts Store		12.2%	102
Recreation Vehicle (RV) Dealership		1.0%	8
RV or Camper Service		1.2%	10
Boat Dealer		0.4%	3
Boat Service		0.4%	3
Motorcycle Dealer		1.0%	8
Motorcycle Repair Shop		0.6%	5
None of the above / Does not apply		70.9%	594

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		1.7%	14
Legal Firm or Attorney		2.3%	19
Insurance Agency		3.5%	29
Tax Advisor		1.6%	13
Telecommunications Provider		1.2%	10
Internet Service Provider		2.6%	22
None of the above / Does not apply		90.1%	755

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		0.5%	4
Hearing Aid Center		1.1%	9
Cardiologist		3.5%	29
Chiropractor		3.1%	26
Dentist		9.8%	82
Dermatologist		3.9%	33
Hospital		3.9%	33
Mental Health Provider		1.3%	11
Optometrist		3.7%	31
Pediatrician		0.5%	4
General Practitioner		7.2%	60
Rehabilitation Clinic		0.8%	7
Urgent Care Clinic		2.5%	21
Surgical Specialist		2.1%	18
Weight Loss Service		1.6%	13
None of the above / Does not apply		75.7%	634







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		1.9%	16
Electrician		2.3%	19
Handyman		3.9%	33
Heating & Air Conditioning Service		1.9%	16
Remodeling Contractor		1.3%	11
General Contractor		2.7%	23
Landscaper		1.3%	11
New Home Builder		0.1%	1
Painting Contractor		0.8%	7
Plumber or Plumbing Contractor		2.1%	18
Roofing Contractor		1.3%	11
None of the above / Does not apply		86.6%	726









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		1.7%	14
Home Inspector		0.6%	5
Mortgage Broker		0.1%	1
Property Manager		0.2%	2
Realtor		3.6%	30
None of the above / Does not apply		94.5%	792

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

Value		Percent	Responses
Real Estate Loan Provider		0.4%	3
Automotive Loan Provider		0.6%	5
Financial Advisor		2.1%	18
Bank		11.0%	92
Credit Union		6.1%	51
None of the above / Does not apply		84.4%	707









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		9.1%	76
Ethnic Restaurant		9.2%	77
Family Style Restaurant		23.6%	198
Fast Food Restaurant		14.3%	120
Fine Dining Restaurant		16.8%	141
Pizza Restaurant		23.2%	194
Restaurant with Bar or Lounge		11.9%	100
None of the above / Does not apply		48.0%	402




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		7.0%	59
Clothing Accessory Store		6.1%	51
Major Appliance Store		4.9%	41
Computer Store		4.3%	36
Farming and Agriculture Business		1.0%	8
Furniture Store		6.1%	51
Grocery Store		19.0%	159
Hardware Store		10.7%	90
Home Entertainment Store		1.3%	11
Jewelry Store		2.9%	24
Mobile Phone Store		2.9%	24
Shoe Store		8.2%	69
Specialty Food Business		1.9%	16
Women's Clothing Store		16.5%	138
Men's Clothing Store		6.6%	55
Children's Clothing Store		5.0%	42
None of the above / Does not apply		56.1%	470

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		3.2%	27
Any Child Related Business		1.8%	15
Any Event Planning Business		0.5%	4
Any Education Business		1.2%	10
Any Fitness Business		2.7%	23
Any Pet Related Business		7.6%	64
Any Senior Related Business		4.4%	37
None of the above / Does not apply		84.4%	707

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		11.1%	93
No		58.2%	488
Does not apply		30.7%	257















Total: 838

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

Value		Percent	Responses
Arts and Entertainment		4.3%	4
Automotive		3.2%	3
Beauty and Spa		3.2%	3
Education		8.6%	8
General Retail		4.3%	4
Health and Medical		7.5%	7
Home and Garden		4.3%	4
Home Service Businesses		4.3%	4
Local Services		3.2%	3
Restaurant / Bar / Lounge		4.3%	4
Other		39.8%	37
Apparel and Accessories		1.1%	1
Child Related Businesses		1.1%	1
Event Planning and Services		1.1%	1
Financial Services		2.2%	2
Hotel and Travel		1.1%	1
Pet / Animal		2.2%	2
Pizza Restaurant Types		1.1%	1
Real Estate		1.1%	1
Recreation		2.2%	2

Total: 93







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.		30.1%	28
Computer Hardware		17.2%	16
Office Copier		5.4%	5
Business Logo Apparel		11.8%	11
Networking Hardware or Software		6.5%	6
Office Furniture, Fixtures or Interiors		7.5%	7
Office Cleaning Supplies		24.7%	23
Office Supplies		48.4%	45
Office Printer		8.6%	8
Promotional Items		7.5%	7
Security System		2.2%	2
Telephone Systems		6.5%	6
Uniforms or Work Clothing		8.6%	8
None of the above / Does not apply		29.0%	27







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		5.4%	5
Business Advertising		3.2%	3
Business Printing Services		3.2%	3
None of the above / Does not apply		84.9%	79
Business Cellular Phone Service		2.2%	2
Business Computer Consulting		1.1%	1
Business Employment Agency		1.1%	1
Business Internet Services		1.1%	1
Business Internet Service Provider		1.1%	1
Business Meetings or Conventions		1.1%	1
Business Moving or Storage		1.1%	1
Business Payroll Services		1.1%	1
Business Recruitment		1.1%	1
Business Sign Company Services		2.2%	2
Business Staffing or Temp Services		1.1%	1
Business Television Media Service		1.1%	1
Business Radio Media Service		1.1%	1









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

Value		Percent	Responses
Add New Locations		1.1%	1
Renovate Existing Facilities		3.2%	3
Construct New Facilities		1.1%	1
Buy or Rent Industrial Space		2.2%	2
Buy or Rent Warehouse space		1.1%	1
None of the above / Does not apply		92.5%	86

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		1.1%	1
Purchase New Business Trucks		4.3%	4
Purchase Used Business Trucks		2.2%	2
Lease New Business Automobiles		1.1%	1
Purchase New Heavy Duty or Commercial Business Trucks		1.1%	1
None of the above / Does not apply		91.4%	85

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

Value		Percent	Responses
Business Insurance		3.2%	3
Business Health Insurance		3.2%	3
Business Dental Insurance		4.3%	4
Business 401K or Retirement Program		2.2%	2
Business "Key Man" Insurance		1.1%	1
Business Property Insurance		3.2%	3
Business Commercial Insurance		1.1%	1
None of the above / Does not apply		91.4%	85

















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

Value		Percent	Responses
Local Newspaper		22.6%	21
Local Radio		6.5%	6
Local Television		6.5%	6
Local Free or Alternative publication		7.5%	7
Other Print Publications		7.5%	7
Facebook		33.3%	31
Twitter		4.3%	4
Other Social Media		11.8%	11
Search Engine Optimization (SEO, SEM)		3.2%	3
Word of Mouth or Referrals		48.4%	45
Billboards		6.5%	6
Direct Mail		10.8%	10
Coupons or "Deal of the Day"		5.4%	5
Yellow Pages		3.2%	3
Banner Ads		6.5%	6
Online Advertising		9.7%	9
None of the above / Does not apply		21.5%	20
Local Newspaper Site		2.2%	2
Fliers or Door Hangers		2.2%	2
Telemarketing		2.2%	2
Retargeting Web Ads		1.1%	1




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

Value		Percent	Responses
Have an ongoing digital marketing campaign		5.4%	5
Use social media for promoting business		15.1%	14
Website optimized for mobile (responsive)		6.5%	6
Ongoing search optimization (SEO, SEM)		2.2%	2
Banner ads		5.4%	5
Cost-per-click ads (CPC, PPC)		3.2%	3
Programmatic ads		1.1%	1
Video ads		2.2%	2
Google ads (Adwords)		7.5%	7
Facebook ads		17.2%	16
Sponsored content		1.1%	1
Email advertising		5.4%	5
Use a Digital Agency		1.1%	1
Digital ads through newspaper		6.5%	6
None of the above/Does not apply		62.4%	58

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		5.4%	5
Use social media for promoting business		12.9%	12
Website optimized for mobile (responsive)		3.2%	3
Ongoing search optimization (SEO, SEM)		1.1%	1
Banner ads		5.4%	5
Cost-per-click ads (CPC, PPC)		1.1%	1
Programmatic ads		1.1%	1
Retargeting ads		3.2%	3
Video ads		4.3%	4
Google ads (Adwords)		3.2%	3
Facebook ads		16.1%	15
Email advertising		7.5%	7
Site analytics		2.2%	2
Use a Digital Agency		1.1%	1
Digital ads through newspaper		6.5%	6
None of the above/Does not apply		67.7%	63

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

Value		Percent	Responses
Yes		5.4%	5
No		81.7%	76
Don't know		12.9%	12

Total: 93







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

Value	Percent	Responses
0%	6.3%	53
1% - 25%	44.2%	370
26% - 50%	23.2%	194
51% - 75%	14.7%	123
76% - 100%	11.7%	98
		Total: 838
Average	33%	

169. Which age brackets do you fall into?









Value	Percent	Responses
18 - 19	0.1%	1
20 - 24	0.8%	7
25 - 30	0.8%	7
31 - 34	1.4%	12
35 - 40	2.4%	20
41 - 45	3.6%	30
46 - 49	3.7%	31
50 - 54	9.5%	80
55 - 60	16.9%	142
61 - 69	35.2%	295
70 or older	25.4%	213
		Total: 838
Average	62	

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

Value		Percent	Responses
Metro / Urban		5.1%	43
Small/Mid-Size Town		44.9%	376
Suburban		13.4%	112
Rural		33.8%	283
Vacation community		0.7%	6
Other		2.1%	18




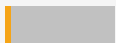









Total: 838

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		0.4%	3
High School Graduate (12th grade)		24.0%	201
Vocational or Technical Training		6.3%	53
Some College		21.0%	176
College Graduate		27.6%	231
Some Post-Graduate Study (No Advanced Degree)		5.0%	42
Post-Graduate Degree		15.6%	131

Total: 838




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

Value		Percent	Responses
Under \$20,000		7.3%	59
\$20,000 - \$24,999		6.6%	53
\$25,000 - \$29,999		6.9%	56
\$30,000 - \$34,999		7.3%	59
\$35,000 - \$39,999		7.7%	62
\$40,000 - \$44,999		6.0%	48
\$45,000 - \$49,999		7.6%	61
\$50,000 - \$74,999		21.8%	176
\$75,000 - \$99,999		12.9%	104
\$100,000 - \$124,999		8.4%	68
\$125,000 - \$149,999		3.0%	24
\$150,000 - \$200,000		2.4%	19
Over \$200,000		2.1%	17

Total: 806





Average \$63,418

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.2%	2
Black or African-American		0.5%	4
Asian		0.2%	2
White or Caucasian		93.9%	787
Hispanic		0.6%	5
Other		0.5%	4
Prefer not to answer		4.1%	34






Total: 838

175. Are you...

Value		Percent	Responses
Male		31.1%	261
Female		66.0%	553
Gender Variant / Non-conforming		0.4%	3
Prefer not to answer		2.5%	21





Total: 838

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

Value		Percent	Responses
Single Family Home		82.6%	692
Apartment		8.1%	68
Condominium		1.9%	16
Mobile Home		3.5%	29
Other		3.9%	33




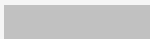

Total: 838

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		83.7%	701
Rented		10.5%	88
Occupied Without Payment of Rent		2.6%	22
Other		3.2%	27

Total: 838

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

Value		Percent	Responses
None		88.5%	742
1		5.3%	44
2		4.2%	35
3		1.4%	12
4 or more		0.6%	5
			Total: 838

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		45.8%	381
No		54.2%	451
			Total: 832