


The Pulse of America Survey Report (Pennsylvania)

Response Counts



1. Are you 18 years of age or older?

Value	Percent	Responses
Yes 	100.0%	623

Total: 623

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

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local business news Count Row %	7 1.1%	10 1.6%	65 10.4%	221 35.5%	319 51.2%	1 0.2%	623
Local breaking news Count Row %	0 0.0%	1 0.2%	7 1.1%	45 7.2%	562 90.2%	8 1.3%	623

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	0	0	6	54	555	8	623
Row %	0.0%	0.0%	1.0%	8.7%	89.1%	1.3%	
County news							
Count	0	2	29	186	403	3	623
Row %	0.0%	0.3%	4.7%	29.9%	64.7%	0.5%	
Local sports news							
Count	69	51	112	192	189	10	623
Row %	11.1%	8.2%	18.0%	30.8%	30.3%	1.6%	
Local school news							
Count	28	36	117	224	212	6	623
Row %	4.5%	5.8%	18.8%	36.0%	34.0%	1.0%	
Local crime news							
Count	1	4	26	116	464	12	623
Row %	0.2%	0.6%	4.2%	18.6%	74.5%	1.9%	
Local advertising							
Count	11	20	114	254	220	4	623
Row %	1.8%	3.2%	18.3%	40.8%	35.3%	0.6%	
Local political news							
Count	24	37	106	242	208	6	623
Row %	3.9%	5.9%	17.0%	38.8%	33.4%	1.0%	
Local entertainment news							
Count	12	29	113	265	200	4	623
Row %	1.9%	4.7%	18.1%	42.5%	32.1%	0.6%	
Local dining news							
Count	8	30	92	240	249	4	623
Row %	1.3%	4.8%	14.8%	38.5%	40.0%	0.6%	
State or national news							
Count	4	12	46	185	363	13	623
Row %	0.6%	1.9%	7.4%	29.7%	58.3%	2.1%	

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

Total
Total Responses 623

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



	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	180 28.9%	162 26.0%	228 36.6%	53 8.5%	623
Business news Count Row %	138 22.2%	207 33.2%	231 37.1%	47 7.5%	623
Government news Count Row %	194 31.1%	244 39.2%	162 26.0%	23 3.7%	623
High school sports news Count Row %	122 19.6%	119 19.1%	240 38.5%	142 22.8%	623
Crime news Count Row %	341 54.7%	208 33.4%	68 10.9%	6 1.0%	623
Clubs and organizations news Count Row %	77 12.4%	200 32.1%	304 48.8%	42 6.7%	623
Total Total Responses					623

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 %	5 0.8%	21 3.4%	51 8.2%	358 57.5%	186 29.9%	2 0.3%	623
Local news coverage Count Row %	3 0.5%	20 3.2%	52 8.3%	342 54.9%	205 32.9%	1 0.2%	623
Reporting objectivity Count Row %	12 1.9%	44 7.1%	146 23.4%	274 44.0%	136 21.8%	11 1.8%	623
Headline objectivity Count Row %	10 1.6%	38 6.1%	135 21.7%	307 49.3%	124 19.9%	9 1.4%	623
Local school news Count Row %	3 0.5%	13 2.1%	163 26.2%	302 48.5%	102 16.4%	40 6.4%	623
County news coverage Count Row %	3 0.5%	11 1.8%	94 15.1%	351 56.3%	159 25.5%	5 0.8%	623
Local city/community news coverage Count Row %	5 0.8%	16 2.6%	77 12.4%	356 57.1%	165 26.5%	4 0.6%	623
Environmental news coverage Count Row %	6 1.0%	32 5.1%	180 28.9%	287 46.1%	88 14.1%	30 4.8%	623
Courts and cops news coverage Count Row %	2 0.3%	14 2.2%	90 14.4%	327 52.5%	187 30.0%	3 0.5%	623
Local sports coverage Count Row %	4 0.6%	5 0.8%	119 19.1%	258 41.4%	167 26.8%	70 11.2%	623
Local arts and entertainment coverage Count Row %	3 0.5%	15 2.4%	149 23.9%	320 51.4%	121 19.4%	15 2.4%	623

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	2	12	130	336	128	15	623
Count	0.3%	1.9%	20.9%	53.9%	20.5%	2.4%	
Row %							
Total							
Total Responses							623



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

Value		Percent	Responses
Yes		66.0%	411
No		34.0%	212
			Total: 623

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		37.5%	154
No		58.2%	239
None of the above / Does not apply		4.4%	18
			Total: 411

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

Value		Percent	Responses
Yes		92.0%	573
No		8.0%	50



Total: 623

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		44.9%	257
No		51.0%	292
None of the above / Does not apply		4.2%	24



Total: 573

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

Value		Percent	Responses
Yes		97.3%	606
No		2.7%	17






Total: 623

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		64.3%	390
No		35.7%	217

Total: 607




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

Value		Percent	Responses
1		26.7%	162
2		56.6%	343
3		10.9%	66
4		3.5%	21
5 or more		2.3%	14
			Total: 606

Statistics

Average 1.9

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

Value		Percent	Responses
Adult male		71.9%	436
Adult female		82.2%	498
Minor under 18		1.2%	7

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

Value		Percent	Responses
Yes, always		25.2%	153
Yes, frequently		31.4%	190
Yes, sometimes		32.0%	194
Seldom		9.7%	59
Never		1.7%	10
			Total: 606




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		13.5%	82
Local Daily Newspaper		92.4%	560
Local Paid Weekly Community Newspaper		18.3%	111
Local Free Weekly Print Publication (a Shopper or Newspaper)		48.3%	293
Local Alternative Publication		5.1%	31
Local Specialty Publication		13.5%	82
Local Business Publication		12.2%	74
Local Ethnic Publication		1.0%	6
Local Parenting Publication		0.5%	3
Local Senior Publication		18.5%	112
None of the above / Does not apply		1.5%	9

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

	Always	Frequently	Occasionally	Never	Responses
Classified Ads					
Count	66	142	320	78	606
Row %	10.9%	23.4%	52.8%	12.9%	
Retail Store Ads					
Count	228	243	124	11	606
Row %	37.6%	40.1%	20.5%	1.8%	
Ad Inserts					
Count	218	219	151	18	606
Row %	36.0%	36.1%	24.9%	3.0%	
Real Estate Ads					
Count	21	84	309	192	606
Row %	3.5%	13.9%	51.0%	31.7%	
Automotive Ads					
Count	24	88	316	178	606
Row %	4.0%	14.5%	52.1%	29.4%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	90	238	249	29	606
Row %	14.9%	39.3%	41.1%	4.8%	
Political Ads					
Count	33	105	288	180	606
Row %	5.4%	17.3%	47.5%	29.7%	
Legal Notices					
Count	91	125	263	127	606
Row %	15.0%	20.6%	43.4%	21.0%	
Total					
Total Responses					606

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		64.0%	399
Posted on a Government Website		3.9%	24
No preference		32.1%	200

Total: 623

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	13.0%	81
No	85.4%	532
Don't know	1.6%	10
		Total: 623

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

Value	Percent	Responses
Excellent response (sold item or got many inquiries)	19.8%	16
Satisfactory response (received many inquiries)	49.4%	40
Poor response (received very few inquiries)	30.9%	25
		Total: 81

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

Value	Percent	Responses
Yes	52.6%	328
No	47.4%	295
		Total: 623














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

Value		Percent	Responses
Daily		18.8%	117
Couple times week		14.9%	93
Weekly		5.0%	31
Couple times month		17.2%	107
Monthly		6.6%	41
Less Monthly		23.1%	144
Have not visited / Does not apply		14.4%	90














Total: 623

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		5.6%	35
Auto Detailing Shop		6.1%	38
Oil Change Station		39.6%	247
Auto Parts Store		33.5%	209
Auto Repair Shop		25.4%	158
Auto Salvage Yard		4.3%	27
Auto Battery Store		5.8%	36
Car Wash		60.4%	376
Gas Station		79.9%	498
New Vehicle Dealership		16.1%	100
Used Vehicle Dealership		9.8%	61
Tire Store		22.3%	139
None of the above / Does not apply		9.5%	59

Value		Percent	Responses
Auto Glass Repair Shop		1.3%	8
Auto Paint Shop		1.0%	6
Auto Protective Paint or Coating Shop		0.6%	4
Auto Towing Service		1.6%	10
Auto Window Tinting		1.1%	7
Auto Stereo Installation		1.1%	7
Car Audio Store		1.1%	7
Commercial Truck Dealership		0.3%	2
Commercial Truck Repair Shop		0.2%	1
Pick and Pull Lot		2.1%	13
Recreation Vehicle (RV) Dealership		1.6%	10
RV or Camper Service		1.6%	10
Utility Trailer Dealer		0.3%	2













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%	9
Boating Accessory Store		1.0%	6
Boat Repair Shop		0.8%	5
All-Terrain Vehicle (ATV) Dealer		2.9%	18
Watercraft Dealer		0.6%	4
Motorcycle Dealer		1.6%	10
Motorcycle Repair Shop		1.0%	6
Motorcycle Accessory Store		2.2%	14
Golf Cart Dealer		0.8%	5
Service		5.0%	31
Boat and RV Storage Facility		0.3%	2
Harley-Davidson Dealer		3.7%	23
None of the above / Does not apply		85.2%	531

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














Value		Percent	Responses
New Farm Equipment Dealer		0.8%	5
Used Farm Equipment Dealer		1.0%	6
Farm Truck and Tractor Repair Shop		1.6%	10
Agriculture Farm Supply Store		7.9%	49
Agricultural Service		1.3%	8
Farming Structure Building Contractor		0.5%	3
Animal Feed Store		9.6%	60
None of the above / Does not apply		84.3%	525

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		20.5%	128
Bakery		60.4%	376
Specialty Cake Bakery		9.8%	61
Cupcake Shop		6.9%	43
Donut Shop		51.2%	319
Beverage Distributor		42.4%	264
Beer Shop		29.9%	186
Brewery or Brew Pub		17.5%	109
Candy Store		23.6%	147
Cheese Shop		12.4%	77
Chocolate Shop		14.3%	89
Coffee & Tea Shop		26.8%	167

Value		Percent	Responses
Espresso or Coffee Shop		21.3%	133
Cookie Store		5.6%	35
Dairy Store		14.6%	91
Convenience Store		72.1%	449
Dessert Restaurant		7.4%	46
Distillery		3.0%	19
Food Cart		6.6%	41
Ethnic Food Restaurant		28.4%	177
Ice Cream or Frozen Yogurt Shop		36.8%	229
Liquor Store		50.2%	313
Spice Store		3.5%	22
Tea Shop		3.2%	20
Winery		18.1%	113
Wine Shop		17.5%	109
U-Brew Beer or Wine Store		3.2%	20
None of the above / Does not apply		4.2%	26
Smoothie or Juice Bar		2.6%	16


















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		7.7%	48
Grocery Store (Discount)		47.0%	293
Grocery Store (Ethnic)		4.2%	26
Farmers Market		37.9%	236
Grocery Store (Co-op)		12.5%	78
Grocery Store (Independent)		41.3%	257
Grocery Store (Major or Regional Chain)		83.8%	522
Meat Market or Butcher Shop		34.0%	212
Grocery Store (Neighborhood)		48.2%	300
Seafood Market		21.3%	133
Specialty Food Market		5.9%	37
Grocery Delivery Service		3.0%	19
None of the above / Does not apply		0.3%	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		18.0%	112
Day Spa		4.5%	28
Eyelash Extension Salon		0.5%	3
Hair Removal Salon		1.9%	12
Hair and Beauty Salon		41.9%	261
Makeup Artist		0.2%	1
Massage Spa		8.0%	50
Nail Salon		12.4%	77
Skin Care Store		1.1%	7
Tanning Salon		1.8%	11
Tattoo Studio		3.5%	22
None of the above / Does not apply		45.7%	285










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		4.0%	25
Arts & Crafts Fair		32.4%	202
Casino		36.3%	226
Community Theatre		16.4%	102
Movie Theater		48.6%	303
Museum		14.4%	90
Live Theater		18.0%	112
Performing Arts Center		16.1%	100
Bingo Hall		10.6%	66
Social Club		12.8%	80
Stadium or Arena		29.2%	182
Wine Tour		7.1%	44
Music Festival		14.4%	90
Wine Festival		13.6%	85
Food Festival		32.6%	203
Car Show		10.1%	63
Seasonal Festival		26.6%	166
Arts Organization		5.0%	31
Cultural Center		12.8%	80
Local Festival		30.2%	188
Historical Society		10.3%	64
None of the above / Does not apply		14.6%	91
Rodeo		0.3%	2

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		29.1%	181
Professional Sports Team		21.3%	133
Amusement Center / Park		48.3%	301
Family Play Center		5.8%	36
Family Entertainment Center		9.1%	57
Go Kart Track		2.7%	17
Horseback Riding		2.6%	16
Outdoor Park		28.1%	175
Ice Skating or Roller Rink		4.7%	29
Athletic Club		9.3%	58
Zoo		21.7%	135
None of the above / Does not apply		28.6%	178










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		0.8%	5
CrossFit Gym		1.4%	9
Dance Studio		1.4%	9
Fitness Boot Camp		0.6%	4
Exercise Classes		12.8%	80
Gym, Fitness or Athletic Club		24.4%	152
Martial Arts Studio		1.1%	7
Personal Trainer		2.1%	13
Rock Climbing Gym		0.5%	3
Swimming Lessons		2.1%	13
Yoga Studio		5.5%	34
None of the above / Does not apply		65.8%	410
















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		12.5%	78
Bicycle Shop		3.4%	21
Bowling Alley		18.0%	112
Fishing Supply Store		12.0%	75
Golf Course		12.5%	78
Golf Driving Range		9.5%	59
Golf Pro Shop		5.8%	36
Gun Shooting Range		8.7%	54
Gun Store		14.0%	87
Miniature Golf Course		19.7%	123
Outdoor Gear Store		7.7%	48
New Sporting Goods Store		15.4%	96
Used Sporting Goods Store		3.2%	20
Sightseeing Tour Agency		5.9%	37
None of the above / Does not apply		43.3%	270
Archery Range		1.6%	10
Bicycle Repair Shop		1.6%	10
Bicycle Rental Service		1.0%	6
Dive Shop		0.5%	3
Helicopter Tour Agency		0.6%	4
Ski Shop		1.8%	11






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
























Value		Percent	Responses
Adult Club or Entertainment Company		3.5%	22
Bar, Lounge or Pub		38.8%	242
Comedy Club		7.7%	48
Dancing or Night Club		6.7%	42
Music or Concert Hall		21.2%	132
Billiard Hall		1.8%	11
Sports Bar		22.3%	139
Wine Bar		5.0%	31
None of the above / Does not apply		45.4%	283

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		2.2%	14
Card or Stationery Store		15.2%	95
Announcement Printing Service		2.9%	18
Catering Service		9.8%	61
Disc Jockey (DJ)		2.1%	13
Event Coordinator		1.0%	6
Hotel Meeting Room or Event Space		1.9%	12
Musician or Band		5.9%	37
Party Supply Store		11.4%	71
Photographer		4.2%	26
Event Space or Venue		2.4%	15
Videographer		0.6%	4
Wedding Venue or Banquet Hall		2.1%	13
Wedding Planner		0.5%	3
None of the above / Does not apply		67.4%	420

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		5.8%	36
University		6.3%	39
Community College		3.2%	20
Elementary School		3.4%	21
Middle or High School		4.5%	28

Value		Percent	Responses
Adult Education School		3.9%	24
None of the above / Does not apply		75.0%	467
Preschool		2.1%	13
Art School		1.6%	10
Charter School		0.2%	1
Culinary School		0.8%	5
Beauty School		0.2%	1
Dance Studio		1.3%	8
Driving School		0.8%	5
Language School		0.6%	4
Musical Instruments and Lessons		2.6%	16
Tutoring Center		0.2%	1
Private Elementary School		0.6%	4
Private Middle School		0.2%	1
Private High School		0.6%	4
Private K-12 School		0.3%	2
Private Tutor		0.3%	2
Vocational School		1.4%	9
Real Estate School		0.3%	2
Aviation / Flight School		0.8%	5
Graduate school		1.8%	11
Lecture or Seminar Series		2.7%	17
Parochial School		1.6%	10















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

Value		Percent	Responses
Bank		27.6%	172
Credit Union		13.3%	83
Financial Advisor		9.6%	60
Check Cashing Service		0.3%	2
Money Transfer Service		0.2%	1
Stockbroker		2.4%	15
Tax Return Service		14.1%	88
Bankruptcy Service		0.8%	5
Bookkeeping Service		0.6%	4
Business Development Service		0.3%	2
Car Leasing Service		2.4%	15
Credit Counseling Service		0.3%	2
None of the above / Does not apply		57.9%	361

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%	4
Debt Consolidation Company		2.2%	14
Credit Repair Service		2.2%	14
Title Loan Company		0.3%	2
None of the above / Does not apply		95.2%	593

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		1.6%	10
Chiropractor		10.8%	67
Dermatologist		10.3%	64
Dentist		31.0%	193
General Practitioner		14.8%	92
Family Practitioner		28.6%	178
Obstetrician & Gynecologist		7.9%	49
Optometrist		20.2%	126
Physical Therapist		4.0%	25
Psychiatrist		1.8%	11
Pediatrician		2.1%	13
Allergist		3.5%	22
Pain Management Physician		5.6%	35
None of the above / Does not apply		47.7%	297

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		5.0%	31
Hearing Aid Center		2.4%	15
Hospital		4.3%	27
Medical Clinic		2.4%	15
Weight Loss Service		2.6%	16
Alcoholism Treatment Program		0.2%	1
Blood Donation Center		1.4%	9
Mental Health Clinic		0.6%	4
Pain Control Clinic		2.1%	13
Walk-In Clinic		2.6%	16
Mental Health Service		1.1%	7
Drug Testing Service		0.2%	1
None of the above / Does not apply		84.4%	526

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
Allergy or Asthma Specialist		6.7%	42
Mental Health Provider		4.2%	26
Denture or Implant Specialist		6.7%	42
Orthodontist		3.9%	24
Cardiologist		24.4%	152
Ear, Nose & Throat Doctor		15.9%	99
Gastroenterologist		13.3%	83

Value		Percent	Responses
Internal Medicine Doctor		22.3%	139
Massage Therapist		10.6%	66
Oncologist		6.1%	38
Ophthalmologist		22.2%	138
Orthopedist		4.3%	27
Podiatrist		13.0%	81
Urologist		12.4%	77
Surgical Specialist		4.3%	27
None of the above / Does not apply		29.2%	182
Acupuncturist		2.9%	18
Cardiovascular Surgeon		2.1%	13
Cosmetic Dentist		2.4%	15
Oral Surgeon		2.1%	13
Cosmetic or Plastic Surgeon		2.2%	14
Home Health Care Provider		2.9%	18
Naturopathic Practitioner		1.4%	9
Nutritionist or Dietician		2.7%	17

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		5.0%	31
Veterans Hospital		5.6%	35
Laboratory or Medical Testing Facility		22.2%	138
Medical Imaging Service		10.9%	68
Medical Supply Store		3.4%	21
Pain Clinic		5.3%	33
Urgent Care Clinic		5.3%	33
Medical Walk-In Clinic		5.6%	35
None of the above / Does not apply		57.0%	355
Alzheimer's or Memory Care Facility		0.5%	3
Medical Marijuana Authorization		1.4%	9
Hospice Care Provider		0.6%	4
Laser Eye Surgery Clinic		2.2%	14
Medical Spa		0.6%	4
Isolation Tank		0.2%	1
Rehabilitation Clinic		1.8%	11
Sleep Disorder Clinic		2.7%	17
Sports Medicine Clinic		0.5%	3
Medical Transport Service		0.6%	4
Vascular Surgeon or Vein Center		1.8%	11
Physical Health Center		2.2%	14
Mental Health Service		2.6%	16
Drug Testing Service		0.3%	2






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		33.1%	206
Regional Airport		16.4%	102
Bed & Breakfast		6.1%	38
Campground		8.7%	54
Cruise Line		11.4%	71
Hotel or Motel (Local)		6.4%	40
Hotel or Motel (Out-of-Town)		50.6%	315
Luggage-Travel Store		0.5%	3
RV Rental Company		0.3%	2
Ski Resort		2.1%	13
Tour Company		5.1%	32
Shuttle Service		5.8%	36
Limo Service		1.9%	12
Taxi Service		3.5%	22
Travel Agent		13.6%	85
None of the above / Does not apply		35.5%	221

















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		5.5%	34
Dry Cleaning or Laundry Service		19.1%	119
Electronics Repair Shop		3.4%	21

Value		Percent	Responses
Jewelry Repair Shop		11.7%	73
Mail Store		12.2%	76
Propane Dealer		11.7%	73
Propane Home Heating Service		4.7%	29
Junkyard		5.0%	31
Recycling Center		14.9%	93
Sewing and Alterations Shop		5.0%	31
Small Engine Repair Shop		4.0%	25
Shipping Center		5.9%	37
Watch or Clock Repair Shop		4.3%	27
Copy Shop		3.2%	20
Airport Parking Lot		14.6%	91
Car Rental Agency		7.1%	44
None of the above / Does not apply		38.0%	237
Bottled Water Delivery Service		2.7%	17
Courier or Delivery Service		2.1%	13
Information Technology (IT) Service		1.9%	12
Moving Truck Rental Company		1.1%	7
Printing Service		2.7%	17
Self-Storage Facility		2.6%	16
Shoe Repair Shop		2.9%	18
Mobile or Cell Phone Repair Shop		2.2%	14
Funeral Service Provider		1.6%	10
Cremation Service Provider		0.8%	5
Animal Control Service		0.5%	3

















Value		Percent	Responses
Marketing Agency		0.2%	1
Marketing Consultant		0.2%	1
Marriage Counselor		0.5%	3
Mediation Service		0.5%	3
Tool Rental Service		1.6%	10

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
Charity or Philanthropic Organization		4.5%	28
Church		55.9%	348
City or Municipal Service		8.3%	52
Community Organization		5.5%	34
Community Service or Non-Profit Organization		7.1%	44
City or Town Hall		8.2%	51
Community Center		6.9%	43
County Government Office		9.1%	57
Department of Motor Vehicles		35.8%	223
Employment Center		3.0%	19
Gun Club		5.6%	35
Veterans Center		5.6%	35
Veterans Organization		5.1%	32
None of the above / Does not apply		25.2%	157
Chamber of Commerce		1.8%	11
Government or Political Service		1.6%	10

Value		Percent	Responses
City Center		1.3%	8
Civic Center		1.6%	10
Convention Center		1.8%	11
Department of Social Services		1.9%	12
Equipment Rental Agency		0.5%	3
Government Economic Program		0.8%	5
Unemployment Office		2.2%	14
Youth Organization		2.1%	13
Farm Bureau		1.8%	11








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%	11
Paving Contractor		4.5%	28
General Contractor		12.5%	78
Electrician		9.6%	60
Handyman		17.8%	111
Heating & Air Conditioning Service		9.1%	57
Home Maintenance Service		2.6%	16
Landscaping Service		8.2%	51
Painting Contractor		4.7%	29
Plumber or Plumbing Contractor		11.2%	70
Home Security Company		1.9%	12
Countertop Contractor		2.2%	14
Demolition Contractor		0.3%	2
Garbage Collection Service		9.1%	57
Deck Builder		2.9%	18
None of the above / Does not apply		60.2%	375

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%	50
Chimney Cleaning Service		4.7%	29
Fuel or Oil Home Heating Service		8.0%	50
Furnace Cleaning Service		9.6%	60
Home Gardening Service		1.9%	12
Landscaper		5.1%	32
House Cleaning Service		2.4%	15
Pest Control Service or Exterminator		3.4%	21
Pool Cleaning Service		1.0%	6
Television or Internet Service Provider		13.3%	83
House Cleaning Service		1.4%	9
Lawn Care Service		7.4%	46
None of the above / Does not apply		63.2%	394

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		6.7%	42
Carpenter or Woodworker		6.7%	42
Carpet Installation Contractor		5.5%	34
Concrete Contractor		4.8%	30
Furnace Contractor		5.3%	33
Flooring Installation Service		5.1%	32
Garage Door Contractor		3.7%	23

Value		Percent	Responses
Gutter Installation or Repair Contractor		3.4%	21
Junk Removal or Hauling Service		5.5%	34
Kitchen or Bath Remodeling Company		5.3%	33
Roofing Contractor		8.3%	52
Remodeling Contractor		5.6%	35
Window Installer		5.0%	31
Asphalt Contractor		6.3%	39
None of the above / Does not apply		54.4%	339
Alternative Energy Service		1.1%	7
New Home Builder		0.2%	1
Drywall Installation or Repair Contractor		1.9%	12
Fencing Contractor		1.9%	12
Foundation Contractor		1.0%	6
Garage Builder		0.3%	2
Insulation Installer		0.2%	1
Landscape Architect		1.3%	8
Mover or Moving Company		1.8%	11
Septic Tank Contractor		1.9%	12
Siding Installation or Repair Contractor		0.6%	4
Stone or Marble Company		0.5%	3
Tile Contractor		0.8%	5
Waterproofing Contractor		1.3%	8
Water Well Drilling Contractor		0.6%	4
Solar Energy Contractor		0.6%	4





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		1.8%	11
Bathtub Refinishing Service		2.9%	18
Cabinet Refacing Service		1.4%	9
Furniture Upholstery Service		1.3%	8
Home Theater Installation Service		0.2%	1
Interior Designer		0.5%	3
Key or Locksmith Service		2.4%	15
Home Pressure Washing Service		4.2%	26
Shades & Blinds Installation Service		1.1%	7
Arborist		3.4%	21
Water Treatment Supply & Service		1.0%	6
Wallcoverings Store		0.5%	3
Window & Door Installation Service		5.0%	31
None of the above / Does not apply		80.1%	499

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%	7
Assisted Living Facility		0.8%	5
Retirement Home		0.5%	3
Nursing Home		1.8%	11
55+ Housing Community		3.4%	21
Senior Center		5.9%	37
Adult Day Care		0.5%	3
Geriatric Physician		0.3%	2
Senior Care Placement Agency		0.5%	3
None of the above / Does not apply		87.8%	547

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		2.9%	18
Summer Camp		2.4%	15
Sports Camp		1.8%	11
None of the above / Does not apply		93.7%	584

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		16.5%	103
Children's Shoe Store		6.7%	42
Children's Furniture Store		1.0%	6
None of the above / Does not apply		83.3%	519

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		2.9%	18
Animal Daycare		1.6%	10
Emergency Animal Hospital		2.7%	17
Pet Boarding		6.7%	42
Pet Breeder		0.5%	3
Pet Groomer		15.2%	95
Pet Sitter		3.4%	21
Pet Walker		0.3%	2
Veterinarian		40.6%	253
None of the above / Does not apply		53.1%	331








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		9.8%	61
Bird Shop		0.6%	4
Pet Boutique		1.1%	7
Fish or Aquarium Store		2.2%	14
Pet Store		33.9%	211
None of the above / Does not apply		57.6%	359















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%	5
Property Manager		0.3%	2
Realtor		7.1%	44
Real Estate Brokerage Firm		0.5%	3
Title & Escrow Company		1.8%	11
Estate Appraiser		1.3%	8
Estate Liquidator		0.5%	3
None of the above / Does not apply		90.9%	566

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		1.3%	8
Home Inspector		1.9%	12
Manufactured or Modular Home Builder		0.5%	3
New Home Builder		0.5%	3
Mortgage Banker		1.0%	6
Real Estate Appraiser		5.0%	31
None of the above / Does not apply		92.6%	577

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		68.4%	426
Family Style Restaurant		55.9%	348
Buffet Restaurant		31.5%	196
Fine Dining Restaurant		33.7%	210
Restaurant with Lounge or Bar		33.4%	208
Pizza Restaurant		68.2%	425
Ethnic Restaurant		16.7%	104
Chinese Restaurant		41.9%	261
Mexican Restaurant		19.3%	120
Italian Restaurant		49.8%	310
Japanese or Sushi Restaurant		10.8%	67
Thai Restaurant		6.3%	39
Indian Restaurant		2.7%	17
None of the above / Does not apply		4.0%	25

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		7.7%	48
Craft Supply Store		25.4%	158
Bookstore		27.9%	174
Candle Shop		12.2%	76
Cigar Store		4.7%	29
Computer Store		8.7%	54
Department Store		72.6%	452
Discount Store		62.9%	392
Drugstore or Pharmacy		70.8%	441
Electronics Store		13.5%	84
Fabric Store		8.3%	52
Florist		10.1%	63
Gift Shop		18.0%	112
Hobby Shop		10.4%	65
Mobile Phone Store		13.8%	86
Music and Video Store		5.6%	35
Music Store		3.5%	22
Office Equipment & Supply Store		11.6%	72
Outlet Store		29.5%	184
Flea Market		25.4%	158
Religious Supply or Gift Shop		4.8%	30
Scrap Metal Dealer		6.1%	38

Value		Percent	Responses
Shopping Center		44.0%	274
Consignment Shop		16.1%	100
Tobacco Store		7.1%	44
Toy Store		9.1%	57
Vitamin or Supplement Store		9.0%	56
Wholesale, Warehouse or Club Store		21.8%	136
Thrift Store		27.0%	168
Yard Equipment Store		6.4%	40
Bead Store		3.9%	24
Gun Shop		10.1%	63
Christian Book Store		5.3%	33
Christmas Store		18.5%	115
Yarn Store		4.3%	27
None of the above / Does not apply		4.7%	29
Adult Video or Adult Store		1.3%	8
Art Gallery		2.2%	14
Blown Glass Gallery		1.1%	7
Home and Office Battery Store		1.9%	12
Coin Shop		2.6%	16
Comic Book Shop		2.6%	16
Equipment Rental Store		1.0%	6
Herb Shop or Herbalist		2.2%	14
Knife Store		0.6%	4
Military Surplus Store		1.1%	7
Monument or Memorial Company		1.3%	8

Value		Percent	Responses
Music Instrument Store		2.1%	13
Pawn Shop		2.1%	13
Sewing Studio		1.0%	6
Sign Store		0.3%	2
Vape or Smoke Shop		2.9%	18
Trophy or Award Store		0.6%	4
Record Store		2.2%	14
Wedding Supply Store		0.3%	2
Flag Store		1.1%	7
Survival Store		0.5%	3
Stamp Shop		1.1%	7
Costume Store		1.6%	10
Camera Store		1.0%	6
Marijuana Dispensary		1.9%	12
Photo Restoration Service		0.8%	5
Security Service		0.8%	5
Gold Dealer		0.6%	4
Coworking Space		0.2%	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		14.4%	90
Major Appliance Store		11.1%	69

Value		Percent	Responses
Small Appliance Store		5.5%	34
TV & Appliance Store		7.1%	44
Baby Supply & Furniture Store		3.0%	19
Bath & Accessory Store		17.7%	110
Building Supply Store or Lumber Yard		24.6%	153
Carpet Store		8.2%	51
Fireplace, Wood Stove or Barbeque Store		3.9%	24
Flooring Store		7.7%	48
Furniture Store		14.3%	89
Hardware Store		37.7%	235
Home & Garden Center		45.7%	285
Home Decor Store		12.4%	77
Lighting Store		4.7%	29
Mattress or Bedding Store		7.9%	49
Plant Nursery & Garden Supply Store		16.4%	102
Outdoor Furniture Store		5.0%	31
Paint Store		11.7%	73
Pool & Spa Dealer		3.9%	24
Tool Store		6.7%	42
None of the above / Does not apply		20.4%	127
Cabinet Store		2.4%	15
Clock Shop		1.6%	10
Frame Shop		2.1%	13
Furniture Restoration Shop		1.6%	10
Hot Tub or Spa Dealer		1.1%	7

Value		Percent	Responses
Rent-to-Own Store		1.3%	8
Rug Store		2.9%	18
Solar Energy Equipment Dealer		0.8%	5
Tool Rental Center		1.1%	7
Vacuum Store		1.9%	12
Window Store		1.9%	12
TV Store		2.4%	15
Futon Store		0.2%	1
Used Building Supply Store		0.8%	5

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		18.8%	117
Beauty Supply Store		15.2%	95
Clothing Accessory Store		27.4%	171
Menswear Store		21.0%	131
Women's Clothing Store		47.8%	298
Eyewear & Opticians Store		32.1%	200
Jewelry Store		12.5%	78
Lingerie Store		4.3%	27
Outdoor Clothing Store		11.4%	71
Perfume Store		4.0%	25
Shoe Store		45.9%	286
Sportswear Store		15.6%	97
Swimwear Store		5.9%	37
None of the above / Does not apply		18.6%	116
Bridal Shop		1.6%	10
Fur Store		0.2%	1
Leather Goods Store		1.8%	11
Logo Apparel Store		1.8%	11
Maternity Store		0.2%	1
Watch Store		1.9%	12
Western Wear Store		0.3%	2

















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		8.2%	51
Insurance Agency		9.8%	61
Legal Firm or Attorney		5.9%	37
Tax Advisor		6.1%	38
None of the above / Does not apply		79.6%	496









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%	1
Architect or Architecture Firm		0.5%	3
Commercial Builder		0.5%	3
Employment or Staffing Agency		1.9%	12
Graphic Designer		0.5%	3
Telecommunications Provider		3.5%	22
Life Coach		0.2%	1
Private Investigator		0.3%	2
None of the above / Does not apply		94.2%	587

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		91.3%	569
Purchase New All-Terrain Vehicle (ATV)		0.8%	5
Purchase New Boat		0.2%	1
Purchase New Motorcycle		0.5%	3
Purchase Used All-Terrain Vehicle (ATV)		0.8%	5
Purchase Used Boat		0.2%	1
Purchase Used Motorcycle		0.8%	5
Purchase Used Motorcycle Trike		0.2%	1
Have Motorcycle Repaired		1.6%	10
Purchase Motorcycle Parts		2.2%	14
Have Boat Repaired or Serviced		2.4%	15
Purchase Boat Parts		1.8%	11
Purchase Marine Electronics		0.3%	2
Purchase New Golf Cart		0.2%	1
Purchase Motorcycle Apparel		2.4%	15
Rent Snowmobile		0.2%	1

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

Value		Percent	Responses
Purchase New Class A RV		0.3%	2
Purchase New Class C RV		0.5%	3
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class C RV		0.5%	3
Purchase Used Travel Trailer or 5th wheel		0.5%	3
None of the above / Does not apply		98.1%	611

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		8.8%	55
New Luxury Vehicle - Under \$50,000		1.4%	9
New Luxury Vehicle - \$50,000 - \$75,000		0.5%	3
New Luxury Vehicle - Over \$75,000		0.2%	1
New Van		0.3%	2
New Minivan		0.5%	3
New SUV		7.1%	44
New Truck		2.4%	15
New Hybrid or Electric Vehicle		0.3%	2
Used Car		11.6%	72
Used Luxury Vehicle - Under \$30,000		1.1%	7
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	3
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		0.2%	1
Used Minivan		0.3%	2
Used SUV		4.8%	30
Used Truck		4.2%	26
None of the above / Does not apply		70.0%	436

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

Value		Percent	Responses
Compact car		4.2%	26
Full-size car		5.8%	36
Luxury vehicle (any size)		1.6%	10
Midsized car		8.0%	50
Pickup truck		7.4%	46
Sport utility vehicle (SUV)		23.4%	146
Van or mini-van		2.6%	16
None of the above		47.0%	293



Total: 623

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		3.7%	23
Chevrolet		17.3%	108
Dodge		5.6%	35
Ford		14.9%	93
GMC		5.3%	33
Honda		7.9%	49
Hyundai		7.1%	44
Jeep		7.4%	46
Kia		3.4%	21
Nissan		6.6%	41
Subaru		12.0%	75
Toyota		11.7%	73




















Value		Percent	Responses
None of the above / Does not apply		49.9%	311
Aston Martin		0.2%	1
Acura		1.8%	11
Audi		0.6%	4
BMW		1.1%	7
Cadillac		1.0%	6
Chrysler		2.4%	15
Infiniti		1.1%	7
Jaguar		0.2%	1
Land Rover		0.5%	3
Lamborghini		0.2%	1
Lexus		1.3%	8
Lincoln		1.1%	7
Mazda		2.6%	16
Mercedes-Benz		1.3%	8
Mitsubishi		0.3%	2
Porsche		0.2%	1
Saab		0.2%	1
Scion		0.2%	1
Suzuki		0.3%	2
Tesla		0.3%	2
Volkswagen		1.9%	12
Volvo		1.1%	7

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%	150
No 	75.9%	473
Total: 623		

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) 	3.7%	23
Office Equipment 	5.5%	34
Printer 	6.9%	43
Ink or Printer Cartridges 	38.5%	240
Satellite Radio 	4.0%	25
Wi-Fi for Home 	4.2%	26
Headphones 	8.3%	52
Customizable Smartphone accessories 	3.2%	20
Smartphone Charger 	7.2%	45
Phone Calling Card 	5.8%	36
Surge Protector 	5.6%	35
Activity Tracker or Pedometer 	5.5%	34
Batteries for Electronics 	29.5%	184
None of the above / Does not apply 	40.3%	251
Home Theater System 	0.3%	2
Satellite TV System 	0.6%	4

Value		Percent	Responses
Stereo System (Home)		0.5%	3
Portable Speakers		2.1%	13
Wireless Speakers		2.2%	14
Smartwatch		1.4%	9
Phone or Tablet Controlled Home Tech Products		2.9%	18
Noise Canceling Headphones		1.8%	11
Compact/Mini Projector		0.2%	1
Wearable Electronics		0.8%	5
Healthcare Device		2.9%	18
Aerial Drone		1.9%	12
Aerial Drone Accessories		0.6%	4
Short Wave Radio		0.2%	1
Wireless Hotspot		1.1%	7
Assistive Technology for Hearing		1.0%	6
Assistive Technology for Vision		0.5%	3
Virtual Reality Headset		0.2%	1
Smartwatch Accessories		0.6%	4
Apple Watch		2.9%	18
Smart Sports Equipment		0.5%	3

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

Value		Percent	Responses
Camera Memory Card		5.0%	31
Computer Accessories		7.1%	44

Value		Percent	Responses
Tablet (iPad or Similar)		5.9%	37
Personal Computer		4.7%	29
Laptop Computer		8.5%	53
4K Ultra HD TV		5.3%	33
Smart TV		9.5%	59
PC Laptop		5.3%	33
None of the above / Does not apply		53.1%	331
Camera (Digital) - Point and Shoot		2.6%	16
Camera (Digital) SLR		1.6%	10
Mirrorless Camera		0.2%	1
Camera (Film)		0.8%	5
Camera Accessories or Supplies		0.5%	3
Camera Lens		1.0%	6
Computer Software		2.4%	15
Portable DVD Player		1.6%	10
E-Reader (Kindle or Similar)		2.4%	15
TiVo or DVR		1.4%	9
Computer Bag		0.8%	5
Digital Recording Binoculars or Optics		0.6%	4
TV (3D)		2.1%	13
Curved TV		0.5%	3
OLED TV		0.6%	4
Digital TV Tuner or Converter		0.6%	4
Audio Visual Cables and Connectors		1.6%	10
MacBook		1.4%	9

















Value		Percent	Responses
Chromebook		0.5%	3
Refurbished Laptop		0.5%	3
Computer or Tablet Support		1.8%	11

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		17.0%	106
Conventional Cell Phone		9.3%	58
Prepaid Cell Phone		5.1%	32
Unlocked Cell Phone		1.0%	6
Large-Screen Smartphone		2.7%	17
None of the above / Does not apply		69.3%	432

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		3.7%	23
Necklaces		9.3%	58
Rings (Other)		5.1%	32
Earrings		15.7%	98
Diamond Jewelry		3.5%	22
Silver Jewelry		5.8%	36
Children's Jewelry		3.4%	21
Costume Jewelry		10.6%	66

Value		Percent	Responses
Women's Jewelry		11.9%	74
None of the above / Does not apply		66.9%	417
Engagement Rings		0.8%	5
Wedding Rings		1.3%	8
Graduation Rings		0.3%	2
Pendants		2.4%	15
Celtic Jewelry		2.9%	18
Gemstone Jewelry		2.9%	18
Pearl Jewelry		1.0%	6
Men's Jewelry		1.0%	6
Designer Jewelry		1.4%	9
Custom Designed Jewelry		2.4%	15
Crystal Figurines		0.6%	4
Jewelry Box or Organizer		1.8%	11
Men's High-End Watch		0.8%	5
Women's High-End Watch		0.5%	3
















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		13.6%	85
Dental Insurance		6.7%	42
Disability Insurance		0.5%	3
Homeowner Insurance		10.8%	67
Life Insurance		6.7%	42
Medical (Health) Insurance		5.0%	31
Medicare		3.5%	22
Long Term Care Insurance		0.6%	4
Pet Insurance		1.3%	8
Renters Insurance		1.4%	9
Agriculture Insurance		0.3%	2
Professional Liability Insurance		0.8%	5
None of the above / Does not apply		76.1%	474


















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

Value		Percent	Responses
Chiropractor		5.3%	33
Family Practice Doctor		11.7%	73
Hospital		3.0%	19
Optometrist		6.4%	40
Primary Care Provider		6.6%	41
Drugstore or Pharmacy		8.5%	53
None of the above / Does not apply		72.9%	454
Acupuncture		1.8%	11
Audiologist		2.4%	15
Counseling & Mental Health Specialist		1.0%	6
Geriatric Specialist		0.3%	2
Home Healthcare		0.6%	4
Medical Clinic		1.4%	9
Pediatric Dentist		0.2%	1
Pediatrician		0.8%	5
Wellness Business		0.3%	2
Weight Loss Service		1.9%	12
Alternative Care Provider		1.0%	6
Physical Therapy or Rehabilitation service provider		1.6%	10
Hearing Aid Center		1.0%	6

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%	8
Bankruptcy Attorney		0.6%	4
Banking, Partnership & Business Law Attorney		1.6%	10
Criminal Law Attorney		0.3%	2
Disability & Social Security Attorney		1.1%	7
Divorce & Family Law Attorney		0.8%	5
Employment Discrimination or Labor Issues Attorney		0.3%	2
General Practice Attorney		3.9%	24
Malpractice Attorney		0.3%	2
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		0.2%	1
Real Estate Attorney		2.7%	17
Taxation Attorney		0.5%	3
Wills, Trusts & Estates Attorney		14.1%	88
None of the above / Does not apply		78.3%	488

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		1.3%	8
Breast Augmentation		0.2%	1
Breast Implants		0.5%	3
Dermabrasion		0.6%	4
Ear Surgery		0.3%	2
Eyelid Surgery		1.3%	8
Fat Reduction		0.3%	2
Facelift		0.5%	3
Forehead Lift		0.3%	2
Hair Transplant		0.2%	1
Hair Loss Treatment		0.6%	4
Lap Band		0.5%	3
Lip Augmentation		0.3%	2
Liposuction		0.3%	2
Lasik		1.0%	6
Skin Treatment		3.0%	19
None of the above / Does not apply		94.2%	587

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		56.5%	352
Teeth Cleaning		47.4%	295
Cavity Filling		18.0%	112
Crown		8.7%	54
Oral Surgery		1.9%	12
Braces		2.4%	15
Composite Bonding		1.1%	7
Dental Implants		4.3%	27
Dental Veneers		0.6%	4
Dentures		5.8%	36
Full Mouth Reconstruction		0.5%	3
Inlays or Onlays		0.2%	1
Smile Makeover		0.6%	4
Teeth Whitening		2.4%	15
None of the above / Does not apply		24.6%	153

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












Value		Percent	Responses
Fill Medical Prescriptions		44.9%	280
Purchase Health Related Products		9.3%	58
Use Physical Rehabilitation Services		3.2%	20
Purchase Health and Wellness Supplements		11.1%	69
Receive Treatment for Back Pain		6.9%	43

Value		Percent	Responses
Have an Eye/Vision Exam		55.9%	348
Purchase Prescription Eyeglasses		28.6%	178
Purchase Prescription Contact Lenses		6.6%	41
Have an Annual Physical or Checkup		48.6%	303
Have X-Rays Taken		11.7%	73
Have a Scheduled Surgery		3.9%	24
Have Blood Drawn for Testing		52.6%	328
Plan to Visit a Hospital for any Medical Service or Procedure		8.3%	52
Have Foot Problems Diagnosed or Treated		9.8%	61
Senior Travel		4.5%	28
Purchase Allergy Medications		11.4%	71
Cardiovascular Treatment		7.4%	46
Cancer Treatment		3.5%	22
Chiropractic Care		12.4%	77
Do Corrective Exercises		3.7%	23
Purchase Diabetes Testing Supplies		9.1%	57
Get Vaccinations at Drug Store or Pharmacy		15.9%	99
Have Cataract Surgery		4.0%	25
Purchase Vitamins		36.0%	224
Purchase Anti Anxiety Medication or Supplements		6.7%	42
None of the above / Does not apply		20.5%	128
Purchase Elder Care-Related Products or Services		1.1%	7
Purchase Medical Supplies or Equipment for Home		2.2%	14
Find Home for Aging Parent		0.3%	2
Participate in a Medical Study		1.8%	11









Value		Percent	Responses
Stop Smoking		2.4%	15
Purchase a Mobility Device		1.0%	6
Handicap Accessible Products		1.8%	11
Purchase Orthopedic Shoes		1.8%	11
Purchase Home Medical Testing Equipment or Supplies		0.8%	5
Hire a Personal Care Assistant		0.2%	1
Hire a Caregiver or Respite Worker		0.6%	4
Purchase "Aging in Place" Products		0.6%	4
Purchase a Medical Alert Service		0.2%	1
Have Safety Bars Installed in Bathroom		2.7%	17
Receive Treatment for a Sleep Disorder		2.7%	17
Use Personal Trainer or Instructor		1.3%	8
Stroke Treatment		0.3%	2
Orthopaedic or Knee Surgery		2.6%	16
Memory or Alzheimer's Care		0.3%	2
Nutritional Counseling		2.2%	14
Spinal and Postural Screening		1.1%	7
Physiotherapy		0.3%	2
Receive Treatment for Substance Abuse		0.2%	1
Purchase Blood Pressure Monitoring Device		2.1%	13
Receive Aquatic Therapy		0.8%	5
Join a Weight Loss Group		2.2%	14
Purchase Weight Loss Supplements		1.8%	11
Purchase Weight Loss Food Plan		0.8%	5
Have Reflexology Treatment		1.0%	6

Value		Percent	Responses
Hire a Weight Loss Professional		0.6%	4
Discretionary Health Care and Wellness Services and Products		2.4%	15
Purchase Marijuana		1.0%	6
Have Acupuncture		1.8%	11
Receive Treatment for PTSD		1.1%	7
Purchase Hemp Based Supplements		1.3%	8








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		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		1.1%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	3
Purchase a Digital Hearing Aid		1.0%	6
Purchase a "Behind-the-Ear" Hearing Aid		0.2%	1
Purchase Hearing Aid Cleaning Supplies		1.3%	8
Purchase Hearing Aid Batteries		3.5%	22
Purchase a "In-the-Canal" Hearing Aid		0.5%	3
Purchase a Analog Hearing Aid		0.3%	2
Have a Hearing Exam		13.3%	83
None of the above / Does not apply		84.8%	528









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		1.6%	10
Pre-purchase a Funeral Plot or Cremation Service		2.1%	13
Purchase a Monument or Headstone		1.0%	6
Use a Funeral Planner		2.1%	13
Purchase Flowers for a Funeral		1.6%	10
Use a Cremation Service		1.1%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	1
None of the above / Does not apply		92.6%	577

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		0.8%	5
Move into a Assisted Living Facility		0.8%	5
Move into a Nursing Home		0.2%	1
Hospice to your Home or House		0.3%	2
Move into Residential Care Home		0.3%	2
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		98.1%	611











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		2.2%	14
Open Savings Account		2.2%	14
Online Banking		37.2%	232
Manage Investments		9.8%	61
Manage Retirement Accounts		14.4%	90
Mortgage Line of Credit		1.6%	10
Financial Consulting		9.3%	58
Financial Services		11.7%	73
Safe Deposit Box Rental		4.0%	25
Obtain New Credit Card		3.9%	24
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		0.8%	5
None of the above / Does not apply		45.9%	286












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




















Value		Percent	Responses
Annuities		4.5%	28
Certificates of Deposit		10.8%	67
City or State Bonds		1.4%	9
Collectibles, Antiques or Art		1.4%	9
Common or Preferred Stock		4.5%	28
Corporate Bonds or Debentures		1.1%	7
401(k)		19.1%	119
Gold or Precious Metals		1.6%	10
IRA		10.6%	66
Money Market Funds		7.5%	47
Mutual Funds		7.9%	49
Non-US Stocks		0.3%	2
Options		0.5%	3
US Savings Bonds		2.9%	18
US Treasury Notes		0.8%	5
Coins or Stamps		3.5%	22
None of the above / Does not apply		63.1%	393

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















Value		Percent	Responses
Agriculture Loan		0.2%	1
Business Equipment Loan		0.2%	1
Carpeting or Furniture Loan		0.5%	3
College Expenses Loan		1.0%	6
College Tuition Loan		1.9%	12
Debt Consolidation Loan		3.4%	21
New Vehicle Loan		4.8%	30
Used Vehicle Loan		6.1%	38
Vacation or Travel Loan		0.5%	3
None of the above / Does not apply		84.9%	529

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		24.2%	151
Coats		24.4%	152
Lipstick		22.6%	141
Nail Polish		18.5%	115
Eyewear or Sunglasses		39.2%	244
Formal Wear		3.2%	20
Handbags		23.3%	145
Hats		10.3%	64
Intimate Apparel		16.9%	105
Jewelry or Accessories		14.4%	90
Watches		4.8%	30

Value		Percent	Responses
Luggage or Bags		3.4%	21
Perfume		17.2%	107
Men's Apparel		44.8%	279
Men's Shoes		33.7%	210
Men's Underwear		39.8%	248
Women's Apparel		59.9%	373
Women's Pajamas or Sleepwear		25.0%	156
Women's Shoes		50.4%	314
Women's Underwear		43.0%	268
Swimwear		16.5%	103
Socks		43.8%	273
Scarves		8.5%	53
Ties		4.3%	27
Uniforms		3.0%	19
Outerwear		21.3%	133
None of the above / Does not apply		12.5%	78
Body Jewelry		1.4%	9
Fur Coat		0.2%	1
Western Clothing		1.9%	12

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		9.1%	57
Children's Winter Coats		7.4%	46
Children's Swimwear		9.8%	61
Children's Pants		14.0%	87
Children's T-Shirts		16.5%	103
Children's Dresses		8.3%	52
Children's Pajamas or Sleepwear		16.5%	103
Children's Socks		13.5%	84
Children's Party Dresses		3.5%	22
Children's Shorts		15.2%	95
Infant Clothing		6.6%	41
Children's School Uniform		2.9%	18
Children's Athletic Clothing		10.0%	62
None of the above / Does not apply		75.4%	470

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)		40.8%	254
Boots (Men's)		13.5%	84
Classic & Fashion Sneakers (Men's)		10.4%	65
Lace-Ups (Men's)		7.4%	46
Sandals (Men's)		5.9%	37
Slippers (Men's)		8.3%	52
Work & Safety (Men's)		7.4%	46
















Value		Percent	Responses
Lace-Up Sneakers (Women's)		16.7%	104
Pumps (Women's)		8.5%	53
Sling-Back Sandals (Women's)		11.6%	72
Classic & Fashion Sneakers (Women's)		21.5%	134
Slippers (Women's)		14.9%	93
Athletic & Outdoor Shoes (Women's)		44.5%	277
Loafers & Slip-Ons (Women's)		19.9%	124
Slippers (Children's)		3.2%	20
Athletic & Outdoor Shoes (Children's)		11.1%	69
Sandals (Children's)		5.0%	31
Slip-Ons (Children's)		4.0%	25
Dress Shoes (Children's)		4.5%	28
None of the above / Does not apply		22.6%	141
Cowboy Boots (Men's)		0.8%	5
Formal & Tuxedo Footwear (Men's)		0.5%	3
Work & Safety (Women's)		1.6%	10
Cowboy Boots (Women's)		1.1%	7
Cowboy Boots (Children's)		0.2%	1

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		13.0%	81
Have Clothing Dry Cleaned		23.0%	143
Have Shoes Repaired		4.7%	29
Rent or Purchase a Costume		0.2%	1
Wash Clothing at a Laundromat		4.3%	27
Purchase Custom Made Clothing Items		0.5%	3
None of the above / Does not apply		68.5%	427

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











Value		Percent	Responses
Archery Equipment		4.2%	26
Camping or Hiking Equipment		5.0%	31
Exercise or Fitness Equipment		5.6%	35
Fishing Rods or Reels		7.2%	45
Fishing Bait or Attractant		13.2%	82
Fishing Accessories		14.6%	91
Golf Clubs or Equipment		6.6%	41
Hunting Gear		7.1%	44
Ammunition		15.4%	96
Sports Equipment (Children)		3.0%	19
Sports Memorabilia		3.2%	20
Swimming Gear		3.4%	21
Rifle		5.1%	32
Hand Gun		8.2%	51

Value		Percent	Responses
Shotgun		3.7%	23
None of the above / Does not apply		58.4%	364
Bowling Equipment		1.6%	10
Bicycle or Mountain Bike (Adult)		2.1%	13
Bicycle Tune-Up or Repair		2.6%	16
Bicycle Rental		1.0%	6
Racquet Equipment		0.2%	1
Running or Jogging Equipment		2.2%	14
Scuba, Diving or Snorkeling Equipment		0.3%	2
Skiing Equipment		0.8%	5
Soccer Equipment		0.8%	5
Trampoline		0.3%	2
Trophies or Plaques		0.2%	1
Weight Lifting Equipment		1.8%	11
Used Sporting Equipment		0.8%	5











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







Value		Percent	Responses
Bark Dust or Mulch		31.5%	196
Bedding Flowers or Perennials		40.6%	253
Chainsaw		3.0%	19
Fertilizer		25.7%	160
Flower Pots		22.0%	137
Garden Ornaments		11.6%	72

Value		Percent	Responses
Gravel or Rock		12.8%	80
Hand Garden Tools		13.0%	81
Landscaping		9.6%	60
Decorative Rock		8.0%	50
Lawn Seed, Turf or Sod		12.0%	75
Outdoor Furniture		9.0%	56
Outdoor Grill		6.6%	41
Patio Furniture		5.8%	36
Propane		19.1%	119
Lawn Mower (Push)		5.6%	35
Shrubbery or Trees		6.1%	38
Stone (Cast, Crushed or Natural)		5.6%	35
Storage Shed		4.3%	27
Leaf Blower		4.0%	25
Insect or Fungus Control Products		12.8%	80
Outdoor Garden Flags		7.5%	47
None of the above / Does not apply		27.6%	172
Fountains		1.3%	8
Gate		0.5%	3
Gazebo		1.4%	9
Indoor Garden Supplies		2.4%	15
Insects (Bees or Other Beneficial Species)		1.1%	7
Outdoor Fireplace or Fire Pit		2.6%	16
Patio Heater		0.2%	1
Outdoor Smoker		0.8%	5





Value		Percent	Responses
Outdoor Kitchen Equipment		0.6%	4
Patio Cover, Awning or Canopy		2.9%	18
Pole Shed		1.1%	7
Portable Outdoor Heater		0.6%	4
Power Garden Tools		2.2%	14
Lawn Mower (Riding)		2.6%	16
Rototiller		0.6%	4
Screen Porch		0.6%	4
Snow Blower		2.9%	18
Greenhouse		0.6%	4


























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








Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		5.3%	33
Animal Healthcare Products		3.7%	23
Fertilizers, Herbicides or Pesticides		4.8%	30
Plants, Plantings or Agricultural Seed		8.3%	52
Propane, Oils or Fuels		8.5%	53
Rocks, Gravel or Sand		4.7%	29
None of the above / Does not apply		74.5%	464
ATV Products and Attachments		1.3%	8
Barn or Pole Building		0.8%	5
Blowers		0.5%	3

Value		Percent	Responses
Carts or Utility Carriers		0.5%	3
Chippers or Shredders		0.2%	1
Drainage or Irrigation Equipment		0.3%	2
Farm Tool Rental		0.2%	1
Farm Equipment Rental		0.2%	1
Farm Machinery or Tractor Attachments & Implements		0.5%	3
Farm Work Clothes		0.5%	3
Ground-Working Equipment		0.5%	3
Mowers, Cutters or Clippers		1.6%	10
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Planting and Seeding Equipment		2.1%	13
Rakes or Hay Handling Equipment		0.5%	3
Scoops or Shovels		1.3%	8
Sprayers or Spreaders		1.0%	6
Straw or Bedding Materials		1.6%	10
Sweepers or Industrial Vacuums		0.3%	2
Tree Cutters or Tree Maintenance Equipment		2.2%	14















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		10.8%	67
Bird Seed		16.2%	101
Cat Food		27.1%	169
Dog Food		30.5%	190

Value		Percent	Responses
Fish Food		4.2%	26
Specialized Pet Food		3.7%	23
Other Pet Food		5.0%	31
Pet Accessories		11.9%	74
Pet Toys		20.5%	128
Annual Pet Vaccinations		28.3%	176
Annual Pet Checkups		30.0%	187
Preventative Care		5.0%	31
Adopt or Rescue a Pet		5.8%	36
Purchase Pet Medication		5.9%	37
None of the above / Does not apply		39.8%	248
Pet Clothing		2.6%	16
Pet Enclosure		0.2%	1
Aquarium or Tank		1.9%	12
Fish Supplies		2.1%	13
Bird House		1.3%	8
Disease Diagnosis		1.0%	6
Pet Travel Cage		0.3%	2
Pet Travel Accessories		0.5%	3
Cremation or Burial Services		0.8%	5
Purchase a Pet		1.1%	7
Holistic or Alternative Pet Care		0.6%	4
Purchase Dog Bed		2.7%	17
Board a Pet Overnight		2.6%	16
Pet Tracking Device		0.6%	4

Value		Percent	Responses
Pet Dental Care		2.6%	16
Bird Health Care		0.3%	2
Animal Training Classes		0.5%	3
Hemp Based Pet Supplements		0.5%	3
THC Based Pet Supplements		0.2%	1
Holistic or Alternative Pet Supplements		0.6%	4
Anti Anxiety or Stress Pet Medication for Holidays		1.3%	8

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

Value		Percent	Responses
Add or Replace Deck		4.5%	28
Add a Fence or Wall Structure		5.1%	32
Remodel Kitchen		3.9%	24
Remodel Bathroom		8.0%	50
Build a Storage Shed		3.0%	19
General Remodeling		9.6%	60
Sealcoating		6.6%	41
Replace Carpet		9.5%	59
Asphalt Repair		5.5%	34
Asphalt Resurfacing		6.7%	42
Replace Flooring		7.9%	49
Replace Windows		6.7%	42
None of the above / Does not apply		55.7%	347
Add a Room		0.6%	4

Value		Percent	Responses
Add a Home Office		0.2%	1
Cabinet Refacing or Resurfacing		1.4%	9
Refinish Bathtub		2.1%	13
Install a Glass Shower		1.4%	9
Remodel or Finish Basement Living Area		1.8%	11
Replace Garage Door		2.2%	14
Build a Garage		0.5%	3
Build Out-Building		0.3%	2
Have Furniture Restored		0.8%	5
Add a Swimming Pool		0.6%	4
Switch from Electric to Gas		0.5%	3
Install a Stair Lift		0.5%	3
Install "Aging In Place" Products		1.0%	6
Install a Solar Energy System		0.6%	4
Install Security or Monitoring System		0.8%	5
Resurface or Build New Driveway		2.6%	16
Stone or Marble Work (Bathroom or Kitchen)		1.0%	6
Residential Paving		1.8%	11

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		3.7%	23
Decking		4.7%	29



Value		Percent	Responses
Doors (Exterior)		6.3%	39
Electrical Supplies		3.9%	24
Fencing		3.9%	24
Hand Tools		6.3%	39
Lighting and Fixtures		5.8%	36
Lumber		6.7%	42
Paint (Exterior)		11.2%	70
Paint (Interior)		19.9%	124
Plywood		3.2%	20
Plumbing Supplies		6.3%	39
Rain Gutters		3.5%	22
Roofing (Other)		3.0%	19
Screen Door		4.2%	26
Windows (Double-Hung)		3.9%	24
None of the above / Does not apply		54.1%	337
Circular Saw		1.3%	8
Doors (Interior)		2.6%	16
Furnace		1.4%	9
Generator		2.1%	13
Hardwood Products		2.1%	13
Home Security Doorbell Camera		2.7%	17
Insulation		2.6%	16
Kitchen Cabinets		2.2%	14
Lock Sets		1.0%	6
Mill Work		1.1%	7

Value		Percent	Responses
Molding		2.9%	18
Power Tools		2.7%	17
Roofing (Composition)		1.8%	11
Security Door		0.2%	1
Security Locks		1.6%	10
Security Window Film		0.3%	2
Siding		1.3%	8
Solar Screen		0.3%	2
Waterproofing		2.4%	15
Water Softener System or Supplies		1.3%	8
Wet or Dry Vacuum		1.8%	11
Wood Stove or Fireplace		1.4%	9
Windows (Casement)		1.1%	7
Windows (Picture)		1.1%	7
Windows (Slider)		1.0%	6
Windows (Bay or Bow)		1.0%	6




















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













Value		Percent	Responses
Air Conditioning Repair		4.3%	27
Appliance Repair		4.0%	25
Carpenter or Woodworking		3.0%	19
Carpet Cleaning		10.9%	68
Chimney Cleaning		6.7%	42

Value		Percent	Responses
Concrete Repair		5.8%	36
Electrical Repair		4.3%	27
Flooring - Laminate (Installation or Repair)		3.0%	19
Flooring - Wood (Installation or Repair)		3.5%	22
Furnace Cleaning		16.9%	105
Gardening Services		3.2%	20
Handyman Services		9.0%	56
Home Heating Oil or Fuel Service		8.2%	51
Home Repair		5.5%	34
None of the above / Does not apply		50.1%	312
Air Duct Cleaning		2.7%	17
Alternative Energy Systems Installation		0.6%	4
Alternative Energy Systems (Service or Repair)		0.5%	3
Blinds Cleaning		1.0%	6
Drywall Installation or Repair		1.8%	11
Electrical Panel Replacement		0.3%	2
Fire & Water Damage Restoration		0.2%	1
Flooring - Ceramic Tile (Installation or Repair)		2.6%	16
Flooring - Linoleum (Installation or Repair)		1.9%	12
Flooring - Other (Installation or Repair)		2.6%	16
Foundation Repair		1.8%	11
Furnace Repair		1.9%	12
Furniture Reupholster		0.6%	4
Gutter Installation or Repair		2.2%	14
Heating Repair		1.6%	10









Value		Percent	Responses
Home Computer Repair		0.6%	4
Home Remodel		2.2%	14

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		3.5%	22
Junk or Yard Waste Removal		5.0%	31
Recycle		5.0%	31
Landscaping Service		5.9%	37
Painting		11.1%	69
Pest Control		4.2%	26
Plumbing Repair		5.8%	36
Pressure Washing		5.0%	31
Preventative Home Maintenance		3.5%	22
Roof Repair		6.4%	40
Snow Removal		6.4%	40
Trash Removal		10.9%	68
Window Installation		3.5%	22
Computer Repair		5.0%	31
None of the above / Does not apply		54.3%	338
Home Security Service		2.2%	14
Insulation Installation or Maintenance		0.3%	2
Interior Design		0.2%	1
Sell Scrap Metal		2.9%	18

Value		Percent	Responses
Movers		1.3%	8
Mold Inspection or Removal		1.0%	6
Pool Cleaning Service		1.3%	8
Security System		1.9%	12
Septic Tank Cleaning or Repair		1.6%	10
Siding Replacement		0.2%	1
Solar Heating or Power System Installation or Repair		0.3%	2
Stucco or Exterior Coating		0.2%	1
Tool Rental		1.0%	6
Water Well Drilling		0.3%	2
Waterproofing		1.4%	9
Mobile or Cell Phone Repair		0.6%	4



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


























Value		Percent	Responses
Air Conditioning (Buy)		6.7%	42
Window Blinds (Venetian or Mini)		3.5%	22
Batteries (Home or Office)		28.9%	180
Candles		13.3%	83
Carpeting		9.1%	57
Flooring Tile		3.2%	20
Rugs		6.9%	43
Curtains or Drapes		9.5%	59



Value		Percent	Responses
Fire Extinguisher		4.0%	25
Furniture (Bedroom)		3.7%	23
Furniture (Living Room)		7.2%	45
Christmas Tree		6.3%	39
Holiday Decorations		7.9%	49
Laminate Flooring		3.9%	24
Storage Boxes or Tubs		6.7%	42
Picture Frames		4.8%	30
Linens (Bathroom)		6.6%	41
Reclining Chair		4.3%	27
None of the above / Does not apply		39.3%	245
Awning		1.8%	11
Emergency Preparedness Kit or Supplies		1.0%	6
Firewood		2.1%	13
Oriental Carpeting		0.3%	2
Hardwood Flooring		2.1%	13
Rugs (Persian)		0.3%	2
Clocks		2.6%	16
Closet System		1.3%	8
Cutlery, Flatware or Silverware		0.8%	5
Ductless Heat Pumps		0.2%	1
Fine Art (Paintings, Pottery, Etc.)		0.5%	3
Custom Built Furniture		0.8%	5
Reconditioned Furniture		0.2%	1
Furniture (Children's)		1.1%	7

Value		Percent	Responses
Crib		0.5%	3
Furniture (Dining Room)		1.4%	9
Furniture (Home Office)		0.6%	4
Furnace		1.1%	7
Futon		0.5%	3
Glass Table		0.2%	1
Glass Railing		0.2%	1
Safe		0.8%	5
Mirror		1.6%	10
Floral Arrangements		2.1%	13
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		0.5%	3
Wallpaper		1.4%	9
Signs or Banners		0.2%	1
Hot Tub or Spa (New)		0.6%	4
Indoor Flowers		2.9%	18
Linens (Dining Room or Kitchen)		2.1%	13
Tankless Water Heater		1.0%	6


















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

Value		Percent	Responses
Home Decor or Decorating		5.9%	37
Innerspring Mattress		3.5%	22

Value		Percent	Responses
Linens (Bedroom)		10.1%	63
Queen Size Bed		3.2%	20
Smoke Alarm or Detector		4.5%	28
Window Coverings		3.9%	24
Patriotic Flags		4.2%	26
Alexa for Home		3.4%	21
None of the above / Does not apply		63.9%	398
Gas Burning Freestanding Stoves		0.5%	3
Water Purification System (Drinking)		1.3%	8
Solar Water Heater		0.2%	1
Adjustable Mattress		1.0%	6
Pillow Top Mattress		2.4%	15
Foam Mattress		2.2%	14
Memory Foam Mattress		1.8%	11
Gel Mattress		1.0%	6
Twin Size Bed		1.4%	9
King Size Bed		2.9%	18
Swimming Pool (Above Ground)		1.1%	7
Water Heater		1.0%	6
Swimming Pool (In-Ground)		0.5%	3
Remote Home Monitoring Video Camera		0.5%	3
Shutters		1.6%	10
Reclaimed Wood Furniture		0.8%	5
Sports Team Flags		1.4%	9
Smart Home Products		1.0%	6

Value		Percent	Responses
Smart Appliances		1.4%	9
Smart Lock / Front Door		1.0%	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		2.4%	15
Fine Art		1.0%	6
Photographs		5.6%	35
Pottery		1.6%	10
Blown Glass		0.8%	5
Stone Carvings		0.3%	2
Sculpture		0.8%	5
Artistic Wall Decor		3.4%	21
Wood Carvings		1.6%	10
Poster Art		1.8%	11
Religious Art		1.1%	7
Stained Glass		1.6%	10
Ceramics		2.6%	16
Metal Work Art		1.0%	6
Music Memorabilia		1.0%	6
Movie Memorabilia		1.3%	8
None of the above / Does not apply		85.2%	531

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	5.9%	37
Portable Dishwasher	0.3%	2
Dishwasher	5.3%	33
Freezer	2.1%	13
Range	3.9%	24
Range Hood	1.4%	9
Wall Oven	0.8%	5
Washer	5.0%	31
Dryer	3.5%	22
Blender	1.1%	7
Tea Kettle	3.0%	19
Microwave	6.9%	43
Window Air Conditioner	5.0%	31
Coffee or Espresso Machine	8.5%	53
Vacuum Cleaner	5.8%	36
None of the above / Does not apply	63.4%	395

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

Value	Percent	Responses
Aftermarket Products	4.0%	25
Battery	5.1%	32
Floor Mats	5.9%	37
Lights	3.0%	19

Value		Percent	Responses
Tires		19.6%	122
Wiper Blades		29.1%	181
None of the above / Does not apply		52.6%	328
Canopy		0.2%	1
Child Car Seat		1.8%	11
Ground Effects		0.3%	2
Mirror(s)		0.3%	2
Motorcycle Accessories		1.4%	9
Motorcycle Parts		1.0%	6
Performance Parts		1.0%	6
RV Accessories or Supplies		1.1%	7
Roof Rack (For Bike, Kayak, Etc.)		0.2%	1
Roof Rack (Luggage or Equipment Container)		0.2%	1
Running Boards		0.6%	4
Seat Covers		2.9%	18
Step Bar		0.6%	4
Stereo System (Auto, Car or Truck)		0.3%	2
Tool Box		0.5%	3
Trailer Hitch		0.8%	5
Truck Bed Liner		0.5%	3
Visor		0.2%	1
Wheels or Rims		0.8%	5
Winch		0.5%	3
Cargo Trailer (Vehicle Hauler)		0.3%	2
Cargo Trailer (Flat)		0.3%	2

Value	Percent	Responses
Cargo Trailer (Boat)	0.2%	1


























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

Value	Percent	Responses
Dealership	38.7%	241
National chain service center (e.g. Jiffy Lube)	7.2%	45
Private service center	37.4%	233
Friend/Family	9.5%	59
Other	7.2%	45

Total: 623

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%	43
60,000 Mile Service	5.0%	31
100,000 Mile Service	3.5%	22
Auto Detailing	5.6%	35
Auto Repair (General)	6.4%	40
Alignment	5.6%	35
Body Work	3.7%	23
Brake Replacement, Adjustment	4.8%	30
Car Wash	32.1%	200
Gas or Service Station Services	14.0%	87



















Value		Percent	Responses
Oil Change or Lube		38.4%	239
Preventative Maintenance		11.6%	72
Safety Inspection		12.5%	78
Tire Mounting or Installation		5.8%	36
Tune-Up		4.3%	27
None of the above / Does not apply		31.8%	198
Auto Warranty Work (Work Covered by Warranty)		2.4%	15
Car Rental		0.5%	3
DEQ Inspection		0.3%	2
Electrical Repair		0.8%	5
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.3%	2
Motor Repair or Replacement		0.2%	1
Motorcycle Repair		0.3%	2
Muffler		1.0%	6
Painting		0.8%	5
RV Maintenance or Service		0.8%	5
Shocks		1.6%	10
Smog Check		0.5%	3
Stereo Installation		0.3%	2
Transmission or Clutch Repair		0.2%	1
Upholstery Repair		0.2%	1
Vehicle Air Conditioning Repair		1.4%	9
Vehicle Storage		0.3%	2
Vehicle Towing		0.5%	3
Windshield or Glass Repair		1.4%	9

Value	Percent	Responses
Windshield or Window Tinting	0.2%	1























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		8.2%	51
CarFax		11.1%	69
CarGurus.com		6.1%	38
CarMax.com		4.2%	26
Cars.com		6.4%	40
Craigslist Auto		4.7%	29
KBB.com		5.6%	35
Facebook Dealer Page		3.9%	24
Edmunds.com		6.6%	41
Local Dealer Site		45.3%	282
UsedCars.com		3.5%	22
Local TV Site		3.5%	22
Other Local Website		7.1%	44
None of the above / Does not apply		37.4%	233
Yahoo! Autos		0.2%	1
Automotive.com		0.6%	4
Autoblog.com		0.6%	4
CarsDirect.com		1.0%	6
eBay Motors		2.6%	16
MotorTrend.com		1.1%	7
Local Radio Site		1.4%	9
The Car Connection		0.5%	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		44.9%	280
Beauty Products		33.7%	210
Cosmetics		37.7%	235
Babysitting		1.9%	12
Facial		11.6%	72
Hair Care Products		50.2%	313
Hair Coloring		31.1%	194
Hair Cut		64.5%	402
Hair Removal		3.5%	22
Hair Extensions, Wigs or Weaves		1.0%	6
Manicure		15.1%	94
Massage Therapy		11.2%	70
Pedicure		17.2%	107
Tanning Products		1.6%	10
Tanning Bed or Spray Tan		2.2%	14
Tattoo or Piercing		3.9%	24
Spa Bed (Red Light Therapy or Hydration station)		0.2%	1
None of the above / Does not apply		17.3%	108


















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)		31.1%	194
Books (Used)		22.8%	142
Books (Children's)		13.2%	82
Board Games		14.9%	93
Lottery Ticket		58.9%	367
Collectibles		7.2%	45
Fire Works		4.7%	29
Computer Games		7.2%	45
DVD Movies (Buy)		16.1%	100
DVD Movies (Rent)		12.5%	78
DVD Movies (Children's)		4.7%	29
Magazines		29.4%	183
TV or Movie Themed Toys		3.4%	21
Toys		14.8%	92
Video Console Games		4.7%	29
None of the above / Does not apply		19.6%	122
Vinyl Records		2.6%	16
Comics		2.1%	13
Graphic Novels		1.8%	11
Video Game Console		1.8%	11
Handheld Game Console		0.8%	5
Handheld Console Games		1.1%	7



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		3.7%	23
Host or Attend a Retirement Party		3.2%	20
Host or Attend a Graduation Party		8.3%	52
Purchase Cake, Tart or Pastries for Special Occasion		6.7%	42
None of the above / Does not apply		78.2%	487
Purchase a Wedding Dress		0.6%	4
Purchase a Tuxedo		1.0%	6
Rent a Tuxedo		1.3%	8
Purchase a Bridesmaid Dress		0.6%	4
Rent a Hall or Event Space for Wedding or Special Event		1.6%	10
Hire a Musician or Band for Wedding or Special Event		1.6%	10
Purchase a Wedding Cake		1.1%	7
Use a Wedding Planner		0.2%	1
Use a Party Planner		0.2%	1
Hire a Caterer for Wedding or Special Event		2.2%	14
Use a Florist for a Wedding or Special Event		1.6%	10
Rent a Chauffeured Vehicle		1.1%	7
Go on a Honeymoon		1.6%	10
Hire a Photographer for Wedding or Special Event		1.8%	11
Hire a Videographer for Wedding or Special Event		0.5%	3
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.3%	2
Host or Attend a Quinceanera Party		0.2%	1
Purchase Gourmet Cupcakes		2.2%	14

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

Value		Percent	Responses
Gems, Rocks & Minerals		2.7%	17
Ceramics and Pottery		2.4%	15
Collectables		5.8%	36
Comic Books and Related Collectables		2.6%	16
Do-It-Yourself (DIY)		18.5%	115
Games or Puzzles		16.7%	104
Beer Brewing Supplies		1.3%	8
Wine Making Supplies		2.2%	14
Jewelry Making Supplies or Beads		3.4%	21
Knitting		5.3%	33
Making Arts and Crafts		10.6%	66
Paper Crafts		4.0%	25
Quilting		3.0%	19
Scrapbooking		4.0%	25
Toy Collecting		0.8%	5
Trains, Plane & Car Model Kits		2.4%	15
None of the above / Does not apply		52.5%	327





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		35.6%	222
Train Trip		5.6%	35











Value		Percent	Responses
Book Hotel Room		41.7%	260
Business Travel		4.0%	25
Buy Travel Tickets		14.1%	88
Hotel or Resort Stay		28.3%	176
International Travel		7.5%	47
Take a Cruise		11.1%	69
Travel Packages		9.0%	56
Use a Travel Agent or Agency		12.5%	78
Vacation Inside Home State		11.4%	71
Vacation Outside Home State		31.1%	194
Rent a Car		10.8%	67
Stay at a Casino		7.9%	49
Gamble at a Casino		23.9%	149
Play Bingo		9.3%	58
Does not apply		31.3%	195
Buy Luggage		2.4%	15
Charter a Boat		0.6%	4
Chartered Fishing Trip		1.9%	12
Golf Vacation		2.4%	15
Ski Resort Stay		0.8%	5
Rent RV		0.2%	1
Book Local Lodging for Guests		1.4%	9
Stay at an RV Park		2.6%	16

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)		4.3%	27
Arts or Crafts Lessons (Adult)		3.7%	23
Attend a Free Lecture or Seminar		7.5%	47
Yoga, Pilates, or Zumba		4.5%	28
Attend a Local Workshop		5.9%	37
None of the above / Does not apply		74.6%	465
Attend College or University (Part Time)		2.4%	15
Attend Graduate School		1.8%	11
Attend Classes at Community College		1.4%	9
Business School		0.3%	2
Learning Center		0.2%	1
Culinary School		0.6%	4
Trade School		0.2%	1
Online Continuing Education Courses		2.9%	18
Professional Certification or Accreditation Courses		2.4%	15
Language Lessons (Adult)		1.6%	10
Music Lessons (Adult)		1.6%	10
Sports Lessons (Adult)		1.1%	7
Cooking Lessons (Adult)		1.9%	12
Attend Paid Lecture, Seminar or Special Class		1.9%	12
Child Education or Tutoring		0.3%	2
Dance Lessons		1.6%	10
Music lessons (Child)		0.6%	4
Sports lessons (Child)		1.1%	7

Value		Percent	Responses
Personal Physical Training		1.4%	9
Arts or Crafts Lessons (Child)		0.3%	2
Change School		0.2%	1
Attend a Religion Based School		0.5%	3

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		9.0%	56
Oil paints		2.4%	15
Acrylic Paints		8.2%	51
Markers		8.3%	52
Specialty Paper		5.5%	34
Fabric Craft Supplies		7.7%	48
Beads		3.2%	20
Art Pencils and Pens		9.6%	60
Scrapbooking Supplies		4.5%	28
None of the above / Does not apply		76.1%	474

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%	3
Clarinet		0.6%	4
Flute		0.3%	2
Acoustic Guitar		1.6%	10
Electric Guitar		0.6%	4
Piano		0.5%	3
Piano (High End)		0.3%	2
Trombone		0.3%	2
Trumpet		0.5%	3
Violin		0.5%	3
None of the above / Does not apply		95.5%	595





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		9.6%	60
French		2.9%	18
Asian		16.7%	104
German		6.4%	40
American (New)		32.6%	203
Italian		71.6%	446
Cajun or Creole		5.1%	32
Indian		3.9%	24
Chinese		51.0%	318
American (Traditional)		75.1%	468
Thai		9.0%	56
Middle Eastern		3.7%	23
Japanese		13.5%	84
Mexican		32.4%	202
Vietnamese		2.2%	14
Southern		6.4%	40
Tex-Mex		10.4%	65
Spanish		4.7%	29
Mediterranean		7.5%	47
None of the above / Does not apply		7.4%	46















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		23.9%	149

Value		Percent	Responses
Fish & Chips		22.0%	137
Golf Course Restaurant, Bar or Snack Bar		4.7%	29
Barbeque		18.9%	118
Deli		24.7%	154
Breakfast or Brunch		58.4%	364
Appetizers		43.5%	271
Dessert		27.8%	173
Chicken Wings		33.1%	206
Hamburgers		61.8%	385
Chicken		48.5%	302
Frozen Yogurt		7.4%	46
Tapas or Small Plates		4.5%	28
Theme Restaurants		4.0%	25
Soup		41.7%	260
Salad		51.0%	318
Pizza (Dine In)		38.2%	238
Pizza (Delivery)		24.1%	150
Steak		37.6%	234
Juice or Smoothies		7.4%	46
Sandwiches		47.5%	296
Pizza (Carry Out)		62.1%	387
Pizza (Take & Bake)		11.4%	71
Seafood		46.1%	287
Steakhouse		32.3%	201
Sushi		7.4%	46

Value		Percent	Responses
Vegetarian		4.3%	27
None of the above / Does not apply		4.7%	29
Live or Raw food		2.6%	16
Vegan		1.9%	12
Pho		0.8%	5

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		13.6%	85
Locally Grown Produce		26.5%	165
Healthful Children's Dining		4.7%	29
Environmental Sustainability		10.0%	62
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.8%	30
Hyper-Local Sourcing		0.6%	4
Gluten Free Cuisine		3.5%	22
Sustainable Seafood		7.5%	47
Raw or Live Food Options		1.1%	7
Specialty Appetizers		6.7%	42
Specialty Salads		14.4%	90
Specialty Soups		11.7%	73
Specialty Desserts		7.9%	49
None of the above / Does not apply		56.3%	351

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

Value		Percent	Responses
Patio or Outdoor Dining		19.4%	121
Non-Smoking Environment		47.5%	296
Child Friendly		11.6%	72
Serve Alcohol		20.7%	129
Pool Tables		1.0%	6
Locally Brewed Beer		6.7%	42
Live Music		5.5%	34
Bar		19.9%	124
Large Craft Beer Selection		5.6%	35
Large Wine Selection		4.3%	27
Hand Crafted Cocktails		3.5%	22
Farm to Table Dining		12.2%	76
Senior Discounts		40.0%	249
None of the above / Does not apply		21.8%	136

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		19.9%	124
Foreign Beer		8.0%	50
Red Wine		22.5%	140
White Wine		19.4%	121
Dessert Wine		2.4%	15
Mixed Drinks		24.6%	153
Hand Crafted Cocktails		7.7%	48
Beer Cocktails		9.6%	60
"Top Shelf" Spirits		8.7%	54
Champagne		0.5%	3
Champagne Cocktails		1.0%	6
Premium Tequila		1.8%	11
Alcoholic Cider		2.9%	18
Locally Distilled Spirits		2.6%	16
None of the above / Does not apply		46.5%	290





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		0.2%	1
Purchase Condominium or Townhouse		0.3%	2
Purchase Manufactured or Modular Home		0.6%	4
Purchase Investment Property		0.3%	2
Purchase Personal Residence		2.1%	13
Purchase Custom Built Home		0.5%	3
Purchase Land or Agricultural Property		0.2%	1
Purchase Vacation Property		0.6%	4
Purchase Other		0.6%	4
None of the above / Does not apply		95.7%	596








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		6.4%	40
Sell Condominium or Townhouse		0.3%	2
Sell Investment Property		1.1%	7
Sell Land or Agricultural Property		0.5%	3
Sell Commercial or Business Property		0.3%	2
Sell Manufactured or Modular Home		0.5%	3
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		1.1%	7
None of the above / Does not apply		90.0%	561







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, but outside of development		7.7%	1
Existing home less than 10 years old		38.5%	5
Existing home more than 10 years old		84.6%	11
Other		15.4%	2









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		1.3%	8
Rent House (Residence)		1.6%	10
Rent Manufactured or Modular Home		0.3%	2
Rent Subsidized Housing		0.8%	5
Rent Condo/Townhouse		2.6%	16
Rent Section 8 Housing		0.6%	4
None of the above / Does not apply		93.4%	582


















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.7%	23
Use a Realtor to Buy Real Estate		1.4%	9
Use a Realtor to Buy and Sell Real Estate		2.6%	16
Plan to Sell Property Myself		3.5%	22
Use a Real Estate Broker		0.8%	5
None of the above / Does not apply		89.4%	557











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%	8
Home Remodel or Renovation Loan		0.8%	5
Home Construction Loan		0.2%	1
Equity Loan		2.4%	15
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		0.5%	3
Refinance Home		1.0%	6
None of the above / Does not apply		94.7%	590



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		1.3%	8
Facebook		4.0%	25
Google		4.8%	30
Auction.com		1.6%	10
Homes & Land		1.3%	8
Homes.com		4.8%	30
HomeFinder		6.1%	38
MLS.com		5.5%	34
National Real Estate Co. Site		1.3%	8
Local MLS Site		12.0%	75
RealEstate.com		6.6%	41
Realtor.com		23.1%	144
Realty.com		3.0%	19
Redfin		0.8%	5
Trulia		8.3%	52
Zillow		23.9%	149
ZipRealty.com		0.3%	2
None of the above / Does not apply		57.9%	361

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		8.3%	52
Apartmentguide.com		2.1%	13
Craigslist		4.8%	30
Forrent.com		0.3%	2
HomeFinder.com		3.9%	24
Hotpads.com		0.6%	4
Rent.com		5.0%	31
Trulia		5.6%	35
Zillow		17.5%	109
None of the above / Does not apply		70.6%	440

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		64.7%	403
No, don't know who to call		35.3%	220

























Total: 623

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		65.8%	410
No, don't know who to call		34.2%	213

Total: 623

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		14.3%	89
Craft Beer		13.6%	85
Champagne		8.2%	51
Premium Hard Alcohol or Spirits		8.3%	52
White Wine		27.6%	172
Red Wine		34.2%	213
Cigars		4.8%	30
Major Brand Cigarettes		5.8%	36
Discount Cigarettes		6.7%	42
Discount Hard Alcohol or Spirits		3.5%	22
Domestic Beer		39.0%	243
Alcoholic Cider		4.8%	30
None of the above / Does not apply		34.5%	215
Recreational Marijuana		1.1%	7
Marijuana Accessories		0.6%	4
Vaping Kit		0.8%	5
Vaping Accessories		2.2%	14
Roll Your Own Cigarette Supplies		1.4%	9
Smokeless Tobacco		1.6%	10
E-Liquids / Vape Juice		2.2%	14
Pipe Tobacco		1.1%	7
Electronic Cigarette Supplies		1.3%	8
Hookah Accessories		0.2%	1
Hookah		0.2%	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		40.0%	4
Cannabis Edibles		40.0%	4
Cannabis Tinctures		10.0%	1
Cannabis Vaporizers		30.0%	3
Cannabis Cleaning Tools or Supplies		20.0%	2
Cannabis Concentrates		10.0%	1
Cannabis Pre-Rolls		10.0%	1
Organic Cannabis Products		10.0%	1
Cannabis Oil		20.0%	2
Cannabis Beauty & Skin Care Products		20.0%	2
Cannabis Beverages		20.0%	2
Cannabis Chocolates		20.0%	2
Medical Cannabis		70.0%	7
CBD Cannabis		10.0%	1
None of the above / Does not apply		10.0%	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		19.1%	119
Specialty Teas		11.6%	72
Specialty Coffee		18.3%	114

Value		Percent	Responses
Gourmet Deli Counter Items		12.8%	80
Cookies		50.1%	312
Snack Cakes		21.8%	136
Potato Chips		63.1%	393
Soft Drinks		44.8%	279
Energy Drinks		8.0%	50
Energy Bars		10.6%	66
Noodle Bowls		6.3%	39
Cupcakes		28.9%	180
Birthday Cake		22.6%	141
Beef Jerky or Meat Sticks		18.6%	116
Bottled Water		57.0%	355
Candy		46.1%	287
Fruit		70.3%	438
Nuts		37.2%	232
Chocolates		48.8%	304
Ice cream		61.0%	380
Cheese		78.2%	487
Artisan Bread		16.9%	105
Sports Drinks		11.2%	70
Basic Condiments		39.3%	245
Canned Sauces		26.5%	165
Cereal		66.3%	413
Milk		83.6%	521
Chicken		79.8%	497

Value		Percent	Responses
Pork		56.2%	350
Beef		64.5%	402
Fish		56.7%	353
Pasta		74.3%	463
Snack Mixes		15.1%	94
Vegetables		71.7%	447
Olive Oil		44.5%	277
Balsamic Vinegar		22.6%	141
Frozen Entrees		41.7%	260
Eggs		83.9%	523
Locally Raised Beef, Pork, Poultry		14.1%	88
Locally Grown Fruit and Vegetables		49.6%	309
Locally Produced Honey		14.9%	93
Organic Food		10.1%	63
Pickled Vegetables		13.8%	86
Artisan Cheese		11.1%	69
Alternative "Meat" Products		3.4%	21
Nut Butter		10.4%	65
Sausage		50.1%	312
Donuts		36.8%	229
Pastries		31.0%	193
Artisan Meats		2.2%	14
Artisan Condiments		2.6%	16
Game Meats		2.4%	15
Caviar		0.2%	1

Value		Percent	Responses
None of the above / Does not apply		2.1%	13

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

Value		Percent	Responses
Convenience		67.3%	419
Better Prices		85.7%	534
Variety		37.2%	232
Quality of Selection		56.7%	353
Quality of Produce		61.0%	380
Healthy Options		23.1%	144
Speed of Check Out		33.4%	208
Size of Store		14.4%	90
Number of Checkouts		29.4%	183
Cleanliness of Store		67.4%	420
Parking		39.8%	248
Help with Bagging/Packing		14.8%	92
Loyalty Tokens/Stamps		13.6%	85
Home Delivery		1.4%	9
None of the above / Does not apply		1.8%	11

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

Value		Percent	Responses
See, touch, feel and try out items		68.9%	429
Take items home immediately		57.8%	360
Return items more easily		30.2%	188
Enjoy the in-store experience		38.2%	238
Can ask questions to store associates		36.3%	226
To support local businesses		59.4%	370
More secure than online purchase		17.5%	109
Better prices		29.5%	184
Quality of service		26.3%	164
Better Selection		27.6%	172
Local flavor or uniqueness		20.7%	129
None of the above / Does not apply		5.6%	35













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		49.6%	309
Donate to a Charity		45.4%	283
Donate to a Church		49.3%	307
Donate to Political Party or Government Representative		5.8%	36
Volunteer at Church		19.6%	122
Volunteer for Nonprofit Group		15.9%	99
Retire		5.1%	32
Vote in Upcoming Local Elections		41.7%	260
Vote in Upcoming State or National Elections		43.8%	273
Attend a Holiday Themed Performance		18.3%	114
Community Activity		23.0%	143
Support an Organization		11.1%	69
Make a Donation		28.1%	175
None of the above / Does not apply		15.4%	96
Join a New Church		1.6%	10
Donate Vehicle		0.2%	1
Have a Baby		0.3%	2
Get Married		0.6%	4
Look into Private Schooling for Children		0.3%	2
Purchase Season Tickets for Performing Arts		2.9%	18
Join an Organization		1.6%	10
Register to Vote		2.6%	16










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		34.2%	213
Community Event		43.3%	270
Festival		46.5%	290
Live Performance		33.7%	210
Fundraising Event		27.3%	170
Seminar		6.3%	39
School Event		25.2%	157
Corporate Event		3.9%	24
Trade Show		8.5%	53
Conference		9.1%	57
Networking Event		3.2%	20
Radio Station Sponsored Event		6.9%	43
Television Station Sponsored Event		3.7%	23
Newspaper Sponsored Event		8.0%	50
None of the above / Does not apply		19.3%	120

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

Value		Percent	Responses
Participate in Organized Athletics		4.0%	25
Use a Zip Line		3.4%	21
Go Camping		11.9%	74
Go Mountain Biking		2.7%	17
Go Touring on a Bicycle		2.1%	13
Go to a Community or City Swimming Pool		8.8%	55
Take a Guided Backpacking or Hiking Trip		1.6%	10
Attend a Horse Race		5.6%	35
Attend a Car, Truck or Motorsport Race		6.1%	38
Participate in City or Municipal Sponsored Programs		8.8%	55
Join or Change Health or Fitness Club		7.1%	44
None of the above / Does not apply		59.7%	372

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

Value		Percent	Responses
Local Business Website		18.3%	114
Local Business Email		5.9%	37
Snapchat		8.5%	53
Instagram		14.4%	90
Cinema Ads		9.3%	58
Facebook Business Page		10.4%	65
Reviews on Yelp! or Google+		7.1%	44
YouTube Promo Video		6.7%	42
Pandora		14.9%	93



Value		Percent	Responses
Online Yellow Pages		6.1%	38
Google Search		57.1%	356
eBay		36.6%	228
Spotify		6.6%	41
Pinterest		24.2%	151
Google+ Local		6.3%	39
Clicked on Google Sponsored Ad		7.5%	47
LinkedIn		10.3%	64
Craigslist		13.2%	82
Bing		12.2%	76
Twitter		12.7%	79
Amazon		75.4%	470
None of the above / Does not apply		6.4%	40
Local Business Blog		2.6%	16
CitySearch		1.0%	6
Digital Billboard		0.6%	4
Local Business Text Message		1.4%	9
Angie's List		0.6%	4

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



Value		Percent	Responses
Yes		70.8%	441
No		29.2%	182

Total: 623











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

























Value		Percent	Responses
Yes		43.7%	272
No		56.3%	351
			Total: 623

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

Value		Percent	Responses
Yes		25.7%	160
No		74.3%	463
			Total: 623

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		41.3%	257
Arts and Entertainment		20.7%	129
Automotive - (General)		16.5%	103
Automotive - (New Vehicle Dealership)		15.4%	96
Automotive - (Used Vehicle Dealership)		9.6%	60
Automotive - (Auto Parts store)		11.9%	74
Automotive - (Auto Repair business)		3.4%	21
Tire Business		12.8%	80
Beauty and Spa Related Businesses		7.4%	46
Community and State Services		12.2%	76

Value		Percent	Responses
Education		5.6%	35
Employment Related Businesses		6.4%	40
Event Planning and Services		3.2%	20
Family Activity Related Businesses		4.5%	28
Financial Services		5.3%	33
General Retail		33.9%	211
Grocery / Market		27.0%	168
Home and Garden Related Businesses		14.1%	88
Building Supply/Lumber Business		10.0%	62
Home Service Businesses		3.7%	23
Home Service Contractors		5.5%	34
Hotel and Travel Related Businesses		18.8%	117
Local Services		15.9%	99
Medical Related Businesses - (General)		9.1%	57
Medical Related Businesses - (Dentist)		3.5%	22
Nightlife Related Businesses		3.0%	19
Pet / Animal		19.6%	122
Professional Services		5.3%	33
Real Estate Service Businesses		3.0%	19
Restaurant / Bar / Lounge		30.5%	190
Senior Related Businesses		5.1%	32
Specialty Food and Drink		9.5%	59
General Retail - Children's Clothing Store		4.5%	28
General Retail - Clothing Accessory Store		10.4%	65
General Retail - Computer Store		6.7%	42










Value		Percent	Responses
General Retail - Furniture Store		9.3%	58
General Retail - Hardware Store		10.9%	68
General Retail - Home Entertainment Store		3.9%	24
General Retail - Jewelry Store		4.0%	25
General Retail - Major Appliance Store		8.8%	55
General Retail - Men's Clothing Store		8.8%	55
General Retail - Mobile Phone Store		4.5%	28
General Retail - Shoe Store		11.7%	73
General Retail - Women's Clothing Store		21.7%	135
None of the above / Does not apply		19.4%	121
Automotive - (Auto Body shop)		1.6%	10
Child Related Businesses		2.9%	18
Farm Equipment and Agriculture Businesses		1.8%	11
Fitness Businesses or Providers		2.2%	14
Medical Related Businesses - (Chiropractor)		1.8%	11
Medical Related Businesses - (Hospital)		2.9%	18
Motorsport Businesses		1.3%	8
Recreation Related Businesses		2.4%	15
General Retail - Farming and Agriculture Business		1.1%	7

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











Value		Percent	Responses
Yes		11.2%	70
No		88.8%	553

Total: 623

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		8.5%	53
Get a New Part Time Job		7.4%	46
Get a Temporary or Seasonal Job		1.8%	11
Use an Employment or Temporary Employment Agency		1.1%	7
Use a Career Counselor		0.5%	3
Get a Second (or Third) Job		2.6%	16
Get First Job after High School		0.3%	2
Get First Job after College		0.5%	3
None of the above / Does not apply		83.1%	518

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
Admin & Clerical		7.1%	44
Health Care		5.6%	35
Customer Service		4.3%	27
Education		3.9%	24
None of the above / Does not apply		74.5%	464
Agriculture		0.2%	1
Automotive		0.6%	4
Retail		2.7%	17
Warehouse		1.6%	10
Construction		0.8%	5

Value		Percent	Responses
Accounting		1.6%	10
Hotel - Hospitality		1.4%	9
Manufacturing		1.3%	8
Entry Level (New Graduate)		0.5%	3
Grocery		2.4%	15
Banking & Finance		1.3%	8
Child Care		1.1%	7
Insurance		0.6%	4
Legal		0.8%	5
Management		2.7%	17
Media		1.9%	12
NonProfit		1.8%	11
Government		2.9%	18
Installation - Maintenance - Repair		0.2%	1
Restaurant - Food Services		1.6%	10
Executive Level		1.1%	7
Engineering		1.1%	7
Sales & Marketing		1.8%	11
Information Technology		1.0%	6
Skilled Labor - Trades		1.0%	6
Transportation		1.4%	9

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		17.8%	111
Local Agency Site		8.3%	52
Craigslist		3.5%	22
Facebook		5.5%	34
Indeed.com		16.9%	105
LinkedIn		9.1%	57
Monster.com		11.6%	72
CareerBuilder		7.2%	45
GlassDoor		2.4%	15
SimplyHired.com		1.3%	8
AOL Jobs		0.6%	4
SnagAJob.com		1.0%	6
Dice.com		0.2%	1
USAjobs.gov		4.5%	28
USAjobs.org		1.8%	11
ZipRecruiter		4.5%	28
JobDiagnosis		0.2%	1
TheLadders		0.8%	5
None of the above / Does not apply		64.2%	400

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		18.0%	112
Yellow Pages directory		3.4%	21
Direct mail flyer		19.1%	119
Deal program/offer		6.3%	39
Facebook business page offer		5.3%	33
Billboard advertising		3.5%	22
None of the above / Does not apply		65.7%	409

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%	120
Purchased an online deal to a local business in the past 3 months		11.4%	71
None of the above / Does not apply		76.4%	476

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		8.8%	55
Read ads and keep them - using one or two		41.4%	258
Read ads and keep them - without using any		3.0%	19
Read ads but throw away without using any		23.3%	145
Throw ads away unread		14.9%	93
Do not receive direct mail or advertisements at home or PO Box		8.5%	53

Total: 623

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 %	6 1.0%	116 18.6%	311 49.9%	18 2.9%	19 3.0%	75 12.0%	78 12.5%	623
County election Count Row %	7 1.1%	115 18.5%	320 51.4%	14 2.2%	22 3.5%	65 10.4%	80 12.8%	623
State election Count Row %	4 0.6%	165 26.5%	259 41.6%	15 2.4%	22 3.5%	76 12.2%	82 13.2%	623
Total Total Responses								623

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

Value	Percent	Responses
Yes	86.5%	539
No	13.5%	84













Total: 623

147. Did you vote in the last presidential election?








Value	Percent	Responses
Yes	89.9%	560
No	10.1%	63

Total: 623

















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		6.1%	38
Used Vehicle Dealership		5.5%	34
New and Used Vehicle Dealership		6.9%	43
Automotive Service		7.5%	47
Tire Store		7.1%	44
Auto Parts Store		12.8%	80
Recreation Vehicle (RV) Dealership		1.0%	6
RV or Camper Service		1.3%	8
Boat Dealer		0.2%	1
Motorcycle Dealer		1.3%	8
Motorcycle Repair Shop		0.6%	4
None of the above / Does not apply		71.4%	445

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		1.4%	9
Legal Firm or Attorney		1.8%	11
Insurance Agency		3.7%	23
Tax Advisor		1.4%	9
Telecommunications Provider		1.3%	8
Internet Service Provider		2.2%	14
None of the above / Does not apply		90.9%	566

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		0.3%	2
Hearing Aid Center		1.0%	6
Cardiologist		3.7%	23
Chiropractor		2.7%	17
Dentist		9.6%	60
Dermatologist		3.2%	20
Hospital		3.9%	24
Mental Health Provider		1.4%	9
Optometrist		4.2%	26
Pediatrician		0.3%	2
General Practitioner		7.7%	48
Rehabilitation Clinic		0.8%	5
Urgent Care Clinic		2.2%	14
Surgical Specialist		2.1%	13
Weight Loss Service		1.0%	6
None of the above / Does not apply		76.6%	477







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%	12
Electrician		1.8%	11
Handyman		3.4%	21
Heating & Air Conditioning Service		1.6%	10
Remodeling Contractor		1.1%	7
General Contractor		2.9%	18
Landscaper		1.3%	8
New Home Builder		0.2%	1
Painting Contractor		0.8%	5
Plumber or Plumbing Contractor		1.4%	9
Roofing Contractor		1.1%	7
None of the above / Does not apply		88.8%	553









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		1.1%	7
Home Inspector		0.8%	5
Mortgage Broker		0.2%	1
Property Manager		0.2%	1
Realtor		3.0%	19
None of the above / Does not apply		95.3%	594

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		0.3%	2
Automotive Loan Provider		0.6%	4
Financial Advisor		1.9%	12
Bank		10.4%	65
Credit Union		6.4%	40
None of the above / Does not apply		85.4%	532









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

Value		Percent	Responses
Buffet Restaurant		10.0%	62
Ethnic Restaurant		8.5%	53
Family Style Restaurant		24.4%	152
Fast Food Restaurant		14.6%	91
Fine Dining Restaurant		16.2%	101
Pizza Restaurant		23.8%	148
Restaurant with Bar or Lounge		12.2%	76
None of the above / Does not apply		48.6%	303




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		7.4%	46
Clothing Accessory Store		6.3%	39
Major Appliance Store		5.1%	32
Computer Store		4.2%	26
Farming and Agriculture Business		0.8%	5
Furniture Store		5.8%	36
Grocery Store		17.7%	110
Hardware Store		10.0%	62
Home Entertainment Store		1.0%	6
Jewelry Store		2.7%	17
Mobile Phone Store		2.6%	16
Shoe Store		7.9%	49
Specialty Food Business		1.6%	10
Women's Clothing Store		16.5%	103
Men's Clothing Store		6.6%	41
Children's Clothing Store		4.8%	30
None of the above / Does not apply		57.0%	355

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		3.0%	19
Any Child Related Business		1.9%	12
Any Event Planning Business		0.5%	3
Any Education Business		0.6%	4
Any Fitness Business		1.9%	12
Any Pet Related Business		6.9%	43
Any Senior Related Business		3.7%	23
None of the above / Does not apply		86.0%	536

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		9.8%	61
No		58.4%	364
Does not apply		31.8%	198

Total: 623












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

Value		Percent	Responses
Arts and Entertainment		4.9%	3
Automotive		3.3%	2
Beauty and Spa		3.3%	2
Education		6.6%	4
Financial Services		3.3%	2
General Retail		4.9%	3
Health and Medical		8.2%	5
Home and Garden		3.3%	2
Home Service Businesses		3.3%	2
Recreation		3.3%	2
Restaurant / Bar / Lounge		4.9%	3
Other		39.3%	24
Apparel and Accessories		1.6%	1
Child Related Businesses		1.6%	1
Event Planning and Services		1.6%	1
Hotel and Travel		1.6%	1
Local Services		1.6%	1
Pet / Animal		1.6%	1
Pizza Restaurant Types		1.6%	1
			Total: 61






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.		26.2%	16
Computer Hardware		18.0%	11
Office Copier		6.6%	4
Business Logo Apparel		14.8%	9
Networking Hardware or Software		4.9%	3
Office Furniture, Fixtures or Interiors		11.5%	7
Office Cleaning Supplies		27.9%	17
Office Supplies		50.8%	31
Office Printer		11.5%	7
Promotional Items		9.8%	6
Security System		3.3%	2
Telephone Systems		8.2%	5
Uniforms or Work Clothing		9.8%	6
None of the above / Does not apply		31.1%	19





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

Value		Percent	Responses
Business Accounting or CPA		3.3%	2
Business Cellular Phone Service		3.3%	2
Business Printing Services		3.3%	2
None of the above / Does not apply		86.9%	53
Business Advertising		1.6%	1
Business Computer Consulting		1.6%	1
Business Internet Services		1.6%	1
Business Internet Service Provider		1.6%	1
Business Payroll Services		1.6%	1
Business Sign Company Services		1.6%	1
Business Television Media Service		1.6%	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		1.6%	1
Renovate Existing Facilities		1.6%	1
Construct New Facilities		1.6%	1
Buy or Rent Industrial Space		1.6%	1
None of the above / Does not apply		93.4%	57

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 Trucks		3.3%	2
Purchase Used Business Trucks		1.6%	1
Lease New Business Automobiles		1.6%	1
None of the above / Does not apply		93.4%	57

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		3.3%	2
Business Health Insurance		1.6%	1
Business "Key Man" Insurance		1.6%	1
Business Property Insurance		3.3%	2
Business Commercial Insurance		1.6%	1
None of the above / Does not apply		96.7%	59
















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

Value		Percent	Responses
Local Newspaper		19.7%	12
Local Radio		6.6%	4
Local Television		4.9%	3
Local Free or Alternative publication		6.6%	4
Other Print Publications		6.6%	4
Facebook		29.5%	18
Twitter		4.9%	3
Other Social Media		11.5%	7
Search Engine Optimization (SEO, SEM)		4.9%	3
Word of Mouth or Referrals		45.9%	28
Billboards		4.9%	3
Direct Mail		6.6%	4
Coupons or "Deal of the Day"		4.9%	3
Fliers or Door Hangers		3.3%	2
Telemarketing		3.3%	2
Banner Ads		3.3%	2
Online Advertising		13.1%	8
None of the above / Does not apply		18.0%	11
Local Newspaper Site		1.6%	1
Yellow Pages		1.6%	1
Retargeting Web Ads		1.6%	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		3.3%	2
Use social media for promoting business		16.4%	10
Website optimized for mobile (responsive)		8.2%	5
Ongoing search optimization (SEO, SEM)		3.3%	2
Banner ads		4.9%	3
Cost-per-click ads (CPC, PPC)		3.3%	2
Programmatic ads		1.6%	1
Video ads		3.3%	2
Google ads (Adwords)		8.2%	5
Facebook ads		13.1%	8
Sponsored content		1.6%	1
Email advertising		4.9%	3
Digital ads through newspaper		8.2%	5
None of the above/Does not apply		63.9%	39

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		6.6%	4
Use social media for promoting business		14.8%	9
Website optimized for mobile (responsive)		4.9%	3
Ongoing search optimization (SEO, SEM)		1.6%	1
Banner ads		4.9%	3
Cost-per-click ads (CPC, PPC)		1.6%	1
Retargeting ads		3.3%	2
Video ads		3.3%	2
Google ads (Adwords)		4.9%	3
Facebook ads		16.4%	10
Email advertising		6.6%	4
Site analytics		3.3%	2
Use a Digital Agency		1.6%	1
Digital ads through newspaper		6.6%	4
None of the above/Does not apply		68.9%	42

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

Value		Percent	Responses
Yes		4.9%	3
No		82.0%	50
Don't know		13.1%	8

Total: 61

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%	6.4%	40
1% - 25%	45.7%	285
26% - 50%	22.8%	142
51% - 75%	14.1%	88
76% - 100%	10.9%	68
		Total: 623
Average	32%	

169. Which age brackets do you fall into?

Value	Percent	Responses
20 - 24	0.5%	3
25 - 30	0.8%	5
31 - 34	1.4%	9
35 - 40	2.9%	18
41 - 45	3.9%	24
46 - 49	3.5%	22
50 - 54	9.1%	57
55 - 60	15.9%	99
61 - 69	35.3%	220
70 or older	26.6%	166
		Total: 623
Average	63	

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

Value		Percent	Responses
Metro / Urban		4.8%	30
Small/Mid-Size Town		46.5%	290
Suburban		11.7%	73
Rural		34.0%	212
Vacation community		0.6%	4
Other		2.2%	14

Total: 623

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		0.3%	2
High School Graduate (12th grade)		25.4%	158
Vocational or Technical Training		6.7%	42
Some College		21.0%	131
College Graduate		25.8%	161
Some Post-Graduate Study (No Advanced Degree)		5.3%	33
Post-Graduate Degree		15.2%	95

Total: 623

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

Value		Percent	Responses
Under \$20,000		6.7%	40
\$20,000 - \$24,999		6.9%	41
\$25,000 - \$29,999		6.4%	38
\$30,000 - \$34,999		8.1%	48
\$35,000 - \$39,999		8.4%	50
\$40,000 - \$44,999		6.4%	38
\$45,000 - \$49,999		8.4%	50
\$50,000 - \$74,999		21.0%	125
\$75,000 - \$99,999		12.4%	74
\$100,000 - \$124,999		8.4%	50
\$125,000 - \$149,999		3.2%	19
\$150,000 - \$200,000		1.8%	11
Over \$200,000		2.0%	12

Total: 596

Average

\$62,430

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.2%	1
Black or African-American		0.3%	2
Asian		0.2%	1
White or Caucasian		95.0%	592
Hispanic		0.5%	3
Other		0.3%	2
Prefer not to answer		3.5%	22

Total: 623

174. Are you...

Value		Percent	Responses
Male		34.7%	216
Female		63.1%	393
Gender Variant / Non-conforming		0.3%	2
Prefer not to answer		1.9%	12

Total: 623

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

Value		Percent	Responses
Single Family Home		84.9%	529
Apartment		7.4%	46
Condominium		1.0%	6
Mobile Home		2.2%	14
Other		4.5%	28




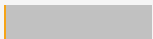

Total: 623

176. 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		84.8%	528
Rented		9.5%	59
Occupied Without Payment of Rent		2.4%	15
Other		3.4%	21

Total: 623

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

Value		Percent	Responses
None		88.3%	550
1		5.9%	37
2		3.4%	21
3		1.6%	10
4 or more		0.8%	5
			Total: 623

178. 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		44.3%	274
No		55.7%	344
			Total: 618