

# The Pulse of America Survey Report (Plains)

## Response Counts

Completion Rate:	100%	
Complete		 945

Total: 945

## 1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	945

Total: 945

## 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 %	14 1.5%	13 1.4%	68 7.2%	284 30.1%	563 59.6%	3 0.3%	945
Local breaking news Count Row %	2 0.2%	5 0.5%	20 2.1%	108 11.4%	806 85.3%	4 0.4%	945

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	3	2	19	155	760	6	945
Row %	0.3%	0.2%	2.0%	16.4%	80.4%	0.6%	
County news							
Count	4	15	63	335	522	6	945
Row %	0.4%	1.6%	6.7%	35.4%	55.2%	0.6%	
Local sports news							
Count	111	128	171	287	244	4	945
Row %	11.7%	13.5%	18.1%	30.4%	25.8%	0.4%	
Local school news							
Count	33	65	162	301	378	6	945
Row %	3.5%	6.9%	17.1%	31.9%	40.0%	0.6%	
Local crime news							
Count	6	6	58	237	631	7	945
Row %	0.6%	0.6%	6.1%	25.1%	66.8%	0.7%	
Local advertising							
Count	12	42	162	346	383	0	945
Row %	1.3%	4.4%	17.1%	36.6%	40.5%	0.0%	
Local political news							
Count	45	74	179	309	332	6	945
Row %	4.8%	7.8%	18.9%	32.7%	35.1%	0.6%	
Local entertainment news							
Count	16	45	186	355	336	7	945
Row %	1.7%	4.8%	19.7%	37.6%	35.6%	0.7%	
Local dining news							
Count	21	55	200	357	308	4	945
Row %	2.2%	5.8%	21.2%	37.8%	32.6%	0.4%	
State or national news							
Count	11	15	81	313	514	11	945
Row %	1.2%	1.6%	8.6%	33.1%	54.4%	1.2%	

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

Total  
Total Responses 945

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 %	259 27.4%	246 26.0%	346 36.6%	94 9.9%	945
Business news Count Row %	245 25.9%	337 35.7%	309 32.7%	54 5.7%	945
Government news Count Row %	248 26.2%	323 34.2%	309 32.7%	65 6.9%	945
High school sports news Count Row %	145 15.3%	184 19.5%	364 38.5%	252 26.7%	945
Crime news Count Row %	397 42.0%	317 33.5%	198 21.0%	33 3.5%	945
Clubs and organizations news Count Row %	122 12.9%	292 30.9%	421 44.6%	110 11.6%	945
Total Total Responses					945

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




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	6 0.6%	38 4.0%	113 12.0%	460 48.7%	319 33.8%	9 1.0%	945
Local news coverage Count Row %	15 1.6%	43 4.6%	102 10.8%	452 47.8%	322 34.1%	11 1.2%	945
Reporting objectivity Count Row %	22 2.3%	67 7.1%	206 21.8%	383 40.5%	234 24.8%	33 3.5%	945
Headline objectivity Count Row %	13 1.4%	46 4.9%	224 23.7%	409 43.3%	223 23.6%	30 3.2%	945
Local school news Count Row %	4 0.4%	28 3.0%	194 20.5%	405 42.9%	248 26.2%	66 7.0%	945
County news coverage Count Row %	10 1.1%	39 4.1%	179 18.9%	477 50.5%	210 22.2%	30 3.2%	945
Local city/community news coverage Count Row %	10 1.1%	26 2.8%	103 10.9%	465 49.2%	325 34.4%	16 1.7%	945
Environmental news coverage Count Row %	26 2.8%	60 6.3%	289 30.6%	392 41.5%	125 13.2%	53 5.6%	945
Courts and cops news coverage Count Row %	22 2.3%	59 6.2%	176 18.6%	461 48.8%	199 21.1%	28 3.0%	945
Local sports coverage Count Row %	7 0.7%	22 2.3%	188 19.9%	339 35.9%	294 31.1%	95 10.1%	945
Local arts and entertainment coverage Count Row %	6 0.6%	49 5.2%	190 20.1%	440 46.6%	209 22.1%	51 5.4%	945

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	14	43	160	431	267	30	945
Count	1.5%	4.6%	16.9%	45.6%	28.3%	3.2%	
Row %							
Total							
Total Responses							945



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

Value		Percent	Responses
Yes		76.0%	718
No		24.0%	227
<b>Total: 945</b>			




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		44.0%	316
No		51.0%	366
None of the above / Does not apply		5.0%	36
<b>Total: 718</b>			



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

Value		Percent	Responses
Yes		80.4%	760
No		19.6%	185
			<b>Total: 945</b>



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		43.7%	332
No		51.6%	392
None of the above / Does not apply		4.7%	36
			<b>Total: 760</b>

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

Value		Percent	Responses
Yes		94.3%	891
No		5.7%	54
			<b>Total: 945</b>

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		65.7%	585
No		34.3%	306
			<b>Total: 891</b>

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

Value	Percent	Responses
1	32.8%	292
2	48.5%	432
3	10.7%	95
4	3.5%	31
5 or more	4.6%	41
		<b>Total: 891</b>

### Statistics

Average 1.8

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

Value	Percent	Responses
Adult male	68.5%	610
Adult female	80.7%	719
Minor under 18	6.3%	56

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

Value		Percent	Responses
Yes, always		25.7%	229
Yes, frequently		29.7%	265
Yes, sometimes		32.4%	289
Seldom		9.5%	85
Never		2.6%	23

Total: 891

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




Value		Percent	Responses
National Daily Newspaper		18.0%	160
Local Daily Newspaper		71.4%	636
Local Paid Weekly Community Newspaper		40.0%	356
Local Free Weekly Print Publication (a Shopper or Newspaper)		56.2%	501
Local Alternative Publication		8.3%	74
Local Specialty Publication		17.1%	152
Local Business Publication		17.2%	153
Local Ethnic Publication		1.8%	16
Local Parenting Publication		2.7%	24
Local Senior Publication		15.3%	136
None of the above / Does not apply		1.7%	15

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
<b>Classified Ads</b>					
Count	220	293	326	52	891
Row %	24.7%	32.9%	36.6%	5.8%	
<b>Retail Store Ads</b>					
Count	333	334	205	19	891
Row %	37.4%	37.5%	23.0%	2.1%	
<b>Ad Inserts</b>					
Count	293	315	240	43	891
Row %	32.9%	35.4%	26.9%	4.8%	
<b>Real Estate Ads</b>					
Count	80	154	475	182	891
Row %	9.0%	17.3%	53.3%	20.4%	
<b>Automotive Ads</b>					
Count	67	146	485	193	891
Row %	7.5%	16.4%	54.4%	21.7%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	151	311	370	59	891
Row %	16.9%	34.9%	41.5%	6.6%	
<b>Political Ads</b>					
Count	72	146	439	234	891
Row %	8.1%	16.4%	49.3%	26.3%	
<b>Legal Notices</b>					
Count	129	179	413	170	891
Row %	14.5%	20.1%	46.4%	19.1%	
<b>Total</b>					
Total Responses					891

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		63.2%	597
Posted on a Government Website		7.1%	67
No preference		29.7%	281

**Total: 945**

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	24.1%	228
No	72.5%	685
Don't know	3.4%	32
		<b>Total: 945</b>








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

Value	Percent	Responses
Excellent response (sold item or got many inquiries)	28.8%	65
Satisfactory response (received many inquiries)	45.6%	103
Poor response (received very few inquiries)	25.7%	58
		<b>Total: 226</b>

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














Value	Percent	Responses
Yes	43.2%	408
No	56.8%	537
		<b>Total: 945</b>
















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

Value		Percent	Responses
Daily		12.1%	114
Couple times week		12.3%	116
Weekly		6.5%	61
Couple times month		12.9%	122
Monthly		4.0%	38
Less Monthly		22.8%	215
Have not visited / Does not apply		29.5%	279
















Total: 945

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		9.3%	88
Auto Detailing Shop		6.3%	60
Auto Glass Repair Shop		6.9%	65
Oil Change Station		53.3%	504
Auto Parts Store		33.9%	320
Auto Repair Shop		29.2%	276
Auto Salvage Yard		9.1%	86
Auto Battery Store		9.6%	91
Car Wash		70.6%	667
Gas Station		86.6%	818
New Vehicle Dealership		14.7%	139
Used Vehicle Dealership		13.5%	128
Recreation Vehicle (RV) Dealership		3.9%	37

Value		Percent	Responses
RV or Camper Service		4.8%	45
Tire Store		28.4%	268
None of the above / Does not apply		5.7%	54
Auto Paint Shop		2.0%	19
Auto Protective Paint or Coating Shop		1.0%	9
Auto Towing Service		2.3%	22
Auto Window Tinting		2.9%	27
Auto Stereo Installation		0.6%	6
Car Audio Store		1.1%	10
Commercial Truck Dealership		1.6%	15
Commercial Truck Repair Shop		1.6%	15
Pick and Pull Lot		2.6%	25
Utility Trailer Dealer		1.3%	12
Trailer Dealer		2.0%	19
Trailer Rental Service		0.8%	8













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		3.0%	28
Boating Accessory Store		2.9%	27
Boat Repair Shop		1.9%	18
Boat Rental Service		0.3%	3
All-Terrain Vehicle (ATV) Dealer		6.9%	65
Watercraft Dealer		1.2%	11
Watercraft Rental Shop		0.3%	3
Motorcycle Dealer		2.2%	21
Motorcycle Repair Shop		2.1%	20
Motorcycle Accessory Store		2.5%	24
Golf Cart Dealer		3.1%	29
Service		6.8%	64
Boat and RV Storage Facility		1.6%	15
Harley-Davidson Dealer		5.0%	47
None of the above / Does not apply		76.8%	726

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














Value		Percent	Responses
New Farm Equipment Dealer		3.2%	30
Used Farm Equipment Dealer		6.7%	63
Farm Truck and Tractor Repair Shop		7.8%	74
Agriculture Farm Supply Store		20.0%	189
Agricultural Service		8.0%	76
Farming Structure Building Contractor		2.2%	21
Animal Feed Store		17.9%	169
None of the above / Does not apply		71.7%	678

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

Value		Percent	Responses
Bagel Shop		16.4%	155
Bakery		48.0%	454
Specialty Cake Bakery		5.4%	51
Cupcake Shop		6.0%	57
Donut Shop		22.8%	215
Beverage Distributor		8.8%	83
Beer Shop		22.4%	212
Brewery or Brew Pub		21.8%	206
Candy Store		17.1%	162
Cheese Shop		10.8%	102
Chocolate Shop		11.1%	105
Coffee & Tea Shop		30.4%	287

Value		Percent	Responses
Espresso or Coffee Shop		33.8%	319
Cookie Store		8.4%	79
Dairy Store		10.9%	103
Convenience Store		75.8%	716
Dessert Restaurant		7.4%	70
Distillery		4.8%	45
Food Cart		9.7%	92
Ethnic Food Restaurant		27.0%	255
Ice Cream or Frozen Yogurt Shop		29.0%	274
Smoothie or Juice Bar		9.3%	88
Liquor Store		41.7%	394
Spice Store		4.1%	39
Tea Shop		3.9%	37
Winery		11.2%	106
Wine Shop		10.4%	98
None of the above / Does not apply		7.9%	75
U-Brew Beer or Wine Store		2.8%	26

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		18.5%	175
Grocery Store (Discount)		45.7%	432
Grocery Store (Ethnic)		5.0%	47
Farmers Market		25.1%	237
Grocery Store (Co-op)		15.9%	150
Grocery Store (Independent)		45.1%	426
Grocery Store (Major or Regional Chain)		69.6%	658
Meat Market or Butcher Shop		25.5%	241
Grocery Store (Neighborhood)		46.5%	439
Seafood Market		4.7%	44
Specialty Food Market		5.0%	47
Grocery Delivery Service		5.0%	47
None of the above / Does not apply		0.8%	8

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		16.5%	156
Day Spa		5.4%	51
Eyelash Extension Salon		1.2%	11
Hair Removal Salon		2.4%	23
Hair and Beauty Salon		46.1%	436
Makeup Artist		0.8%	8
Massage Spa		13.3%	126
Nail Salon		15.8%	149
Skin Care Store		3.3%	31
Tanning Salon		4.4%	42
Tattoo Studio		5.9%	56
None of the above / Does not apply		40.7%	385













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		6.3%	60
Arts & Crafts Fair		44.0%	416
Casino		29.5%	279
Community Theatre		25.8%	244
Movie Theater		60.7%	574
Museum		22.3%	211
Live Theater		19.9%	188
Performing Arts Center		14.6%	138
Bingo Hall		8.4%	79
Social Club		6.9%	65
Stadium or Arena		22.9%	216
Rodeo		15.8%	149
Wine Tour		3.8%	36
Music Festival		14.8%	140
Wine Festival		5.4%	51
Food Festival		18.6%	176
Car Show		13.4%	127
Seasonal Festival		25.2%	238
Arts Organization		8.0%	76
Cultural Center		8.0%	76
Local Festival		26.0%	246
Historical Society		12.1%	114
None of the above / Does not apply		13.5%	128

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		28.9%	273
Professional Sports Team		18.1%	171
Amusement Center / Park		26.0%	246
Family Play Center		8.3%	78
Family Entertainment Center		12.6%	119
Go Kart Track		8.7%	82
Horseback Riding		6.7%	63
Outdoor Park		37.5%	354
Ice Skating or Roller Rink		10.8%	102
Athletic Club		13.1%	124
Zoo		35.2%	333
None of the above / Does not apply		30.5%	288

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

Value		Percent	Responses
Boxing Gym		1.5%	14
CrossFit Gym		2.3%	22
Dance Studio		4.4%	42
Fitness Boot Camp		1.9%	18
Exercise Classes		15.3%	145
Gym, Fitness or Athletic Club		29.1%	275
Martial Arts Studio		1.9%	18
Personal Trainer		3.7%	35
Rock Climbing Gym		2.2%	21
Swimming Lessons		8.1%	77
Yoga Studio		8.8%	83
None of the above / Does not apply		56.8%	537
















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

Value		Percent	Responses
Archery Range		6.3%	60
Bait & Tackle Shop		21.4%	202
Bicycle Shop		7.8%	74
Bicycle Repair Shop		6.3%	60
Bowling Alley		24.2%	229
Fishing Supply Store		17.9%	169
Golf Course		18.2%	172
Golf Driving Range		9.2%	87
Golf Pro Shop		5.3%	50
Gun Shooting Range		14.8%	140
Gun Store		18.7%	177
Miniature Golf Course		17.5%	165
Outdoor Gear Store		13.8%	130
New Sporting Goods Store		11.6%	110
Used Sporting Goods Store		8.6%	81
Sightseeing Tour Agency		4.9%	46
None of the above / Does not apply		34.2%	323
Bicycle Rental Service		1.6%	15
Dive Shop		0.5%	5
Helicopter Tour Agency		1.2%	11
Ski Shop		2.1%	20






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		5.1%	48
Bar, Lounge or Pub		44.3%	419
Comedy Club		11.5%	109
Dancing or Night Club		7.9%	75
Music or Concert Hall		24.7%	233
Billiard Hall		4.0%	38
Sports Bar		28.6%	270
Wine Bar		6.1%	58
None of the above / Does not apply		38.9%	368

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

Value		Percent	Responses
Boat Charter		1.6%	15
Card or Stationery Store		13.5%	128
Announcement Printing Service		5.1%	48
Catering Service		5.9%	56
Disc Jockey (DJ)		1.1%	10
Event Coordinator		2.3%	22
Hotel Meeting Room or Event Space		6.8%	64
Musician or Band		6.1%	58
Party Supply Store		14.5%	137
Photographer		8.8%	83
Event Space or Venue		4.6%	43
Videographer		1.1%	10
Wedding Venue or Banquet Hall		2.5%	24
Wedding Planner		1.5%	14
None of the above / Does not apply		65.8%	622
















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		11.2%	106
University		8.7%	82
Community College		7.1%	67
Elementary School		8.3%	78
Middle or High School		9.3%	88






Value		Percent	Responses
Adult Education School		8.4%	79
Preschool		4.4%	42
Dance Studio		3.7%	35
Musical Instruments and Lessons		4.3%	41
Vocational School		4.0%	38
Graduate school		3.5%	33
Lecture or Seminar Series		4.1%	39
None of the above / Does not apply		58.7%	555
Art School		2.9%	27
Charter School		0.6%	6
Culinary School		0.8%	8
Beauty School		1.5%	14
Driving School		1.2%	11
Language School		0.6%	6
Tutoring Center		0.4%	4
Private Elementary School		1.4%	13
Private Middle School		0.3%	3
Private High School		1.4%	13
Private K-12 School		1.4%	13
Private Tutor		0.4%	4
Real Estate School		0.8%	8
Aviation / Flight School		0.8%	8
Parochial School		1.0%	9

















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		28.4%	268
Credit Union		10.7%	101
Financial Advisor		10.3%	97
Check Cashing Service		1.6%	15
Money Transfer Service		1.3%	12
Stockbroker		3.1%	29
Tax Return Service		18.2%	172
Auto Broker		0.8%	8
Bail Bonds Service		0.3%	3
Bankruptcy Service		1.1%	10
Bookkeeping Service		2.6%	25
Business Development Service		0.7%	7
Car Leasing Service		2.0%	19
Credit Counseling Service		1.0%	9
None of the above / Does not apply		57.1%	540















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		0.8%	8
Debt Consolidation Company		2.6%	25
Credit Repair Service		2.3%	22
Title Loan Company		2.2%	21
None of the above / Does not apply		93.0%	879





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		3.1%	29
Chiropractor		15.7%	148
Dermatologist		10.5%	99
Dentist		33.3%	315
General Practitioner		16.0%	151
Family Practitioner		24.3%	230
Obstetrician & Gynecologist		7.6%	72
Optometrist		17.1%	162
Physical Therapist		5.5%	52
Psychiatrist		4.0%	38
Pediatrician		3.6%	34
Allergist		4.9%	46
Pain Management Physician		5.0%	47
None of the above / Does not apply		48.9%	462
























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

Value		Percent	Responses
Dental Clinic		14.8%	140
Hearing Aid Center		4.6%	43
Hospital		6.9%	65
Medical Clinic		14.6%	138
Weight Loss Service		3.9%	37
Alcoholism Treatment Program		0.5%	5
Blood Donation Center		3.6%	34
Drug Addiction Treatment Center		0.3%	3
Mental Health Clinic		2.2%	21
Pain Control Clinic		3.0%	28
Walk-In Clinic		8.0%	76
Mental Health Service		2.6%	25
Drug Testing Service		0.3%	3
None of the above / Does not apply		68.0%	643

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

Value		Percent	Responses
Acupuncturist		4.4%	42
Allergy or Asthma Specialist		10.6%	100
Mental Health Provider		7.9%	75
Denture or Implant Specialist		9.1%	86
Oral Surgeon		3.3%	31
Orthodontist		6.2%	59
Cardiologist		15.4%	146
Ear, Nose & Throat Doctor		11.0%	104
Gastroenterologist		7.6%	72
Internal Medicine Doctor		16.2%	153
Massage Therapist		20.5%	194
Naturopathic Practitioner		3.0%	28
Oncologist		5.1%	48
Ophthalmologist		15.7%	148
Orthopedist		4.4%	42
Podiatrist		4.9%	46
Urologist		6.1%	58
Surgical Specialist		5.0%	47
None of the above / Does not apply		33.1%	313
Cardiovascular Surgeon		1.1%	10
Cosmetic Dentist		1.8%	17
Cosmetic or Plastic Surgeon		1.2%	11
Home Health Care Provider		1.8%	17
Nutritionist or Dietician		2.9%	27

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

Value		Percent	Responses
Audiology Clinic		7.1%	67
Veterans Hospital		5.2%	49
Laboratory or Medical Testing Facility		11.3%	107
Medical Imaging Service		10.1%	95
Medical Supply Store		7.0%	66
Pain Clinic		5.6%	53
Sleep Disorder Clinic		3.8%	36
Urgent Care Clinic		10.5%	99
Medical Walk-In Clinic		15.9%	150
Physical Health Center		3.8%	36
Mental Health Service		5.5%	52
None of the above / Does not apply		52.3%	494
Alzheimer's or Memory Care Facility		0.2%	2
Medical Marijuana Authorization		2.4%	23
Hospice Care Provider		0.6%	6
Laser Eye Surgery Clinic		2.8%	26
Medical Spa		1.4%	13
Memory Care Facility		0.4%	4
Isolation Tank		0.6%	6
Rehabilitation Clinic		1.4%	13
Sports Medicine Clinic		1.7%	16
Medical Transport Service		0.5%	5
Vascular Surgeon or Vein Center		1.7%	16

Value	Percent	Responses
Drug Testing Service	1.1%	10

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

Value	Percent	Responses
Airline	41.6%	393
Regional Airport	23.0%	217
Bed & Breakfast	8.9%	84
Campground	17.8%	168
Cruise Line	7.9%	75
Hotel or Motel (Local)	12.1%	114
Hotel or Motel (Out-of-Town)	62.2%	588
Luggage-Travel Store	1.1%	10
RV Rental Company	1.5%	14
Ski Resort	3.0%	28
Tour Company	2.9%	27
Shuttle Service	10.5%	99
Limo Service	1.5%	14
Taxi Service	9.1%	86
Travel Agent	9.7%	92
None of the above / Does not apply	24.2%	229

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		6.5%	61
Courier or Delivery Service		4.4%	42
Dry Cleaning or Laundry Service		17.7%	167
Electronics Repair Shop		4.4%	42
Information Technology (IT) Service		5.3%	50
Jewelry Repair Shop		9.2%	87
Mail Store		16.4%	155
Printing Service		7.2%	68
Propane Dealer		13.2%	125
Propane Home Heating Service		5.1%	48
Junkyard		6.9%	65
Recycling Center		20.0%	189
Self-Storage Facility		5.5%	52
Sewing and Alterations Shop		7.3%	69
Small Engine Repair Shop		5.5%	52
Shipping Center		10.4%	98
Shoe Repair Shop		4.1%	39
Watch or Clock Repair Shop		4.6%	43
Mobile or Cell Phone Repair Shop		8.0%	76
Copy Shop		6.9%	65
Tool Rental Service		3.0%	28
Airport Parking Lot		18.2%	172
Car Rental Agency		7.5%	71
None of the above / Does not apply		29.1%	275
Bottled Water Delivery Service		2.4%	23

Value		Percent	Responses
Moving Truck Rental Company		2.5%	24
Funeral Service Provider		2.8%	26
Cremation Service Provider		1.3%	12
Adoption Agency		0.7%	7
Animal Control Service		1.7%	16
Marketing Agency		0.3%	3
Marketing Consultant		0.6%	6
Marriage Counselor		0.8%	8
Mediation Service		0.5%	5

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

Value		Percent	Responses
Chamber of Commerce		9.0%	85
Charity or Philanthropic Organization		7.1%	67
Church		62.0%	586
City or Municipal Service		15.4%	146
Community Organization		9.4%	89
Community Service or Non-Profit Organization		10.2%	96
City Center		5.5%	52
City or Town Hall		17.0%	161
Civic Center		8.1%	77
Community Center		18.0%	170
Convention Center		5.4%	51
County Government Office		15.7%	148
















Value		Percent	Responses
Department of Motor Vehicles		39.0%	369
Department of Social Services		6.3%	60
Employment Center		4.9%	46
Gun Club		5.4%	51
Veterans Center		5.8%	55
Veterans Organization		5.8%	55
Youth Organization		5.1%	48
Farm Bureau		5.9%	56
None of the above / Does not apply		13.8%	130
Government or Political Service		2.0%	19
Adult Foster Care Service		0.3%	3
Equipment Rental Agency		2.0%	19
Foster Care Service		0.8%	8
Government Economic Program		2.1%	20
Unemployment Office		1.6%	15








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		6.1%	58
Paving Contractor		1.8%	17
General Contractor		7.3%	69
Electrician		11.1%	105
Handyman		14.6%	138
Heating & Air Conditioning Service		12.1%	114
Home Maintenance Service		4.2%	40
Landscaping Service		7.5%	71
Painting Contractor		4.6%	43
Plumber or Plumbing Contractor		9.6%	91
Home Security Company		1.5%	14
Countertop Contractor		3.0%	28
Demolition Contractor		0.4%	4
Garbage Collection Service		12.0%	113
Deck Builder		4.0%	38
None of the above / Does not apply		58.1%	549

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















Value		Percent	Responses
Carpet Cleaning Service		12.2%	115
Chimney Cleaning Service		1.4%	13
Fuel or Oil Home Heating Service		2.5%	24
Furnace Cleaning Service		5.3%	50
Home Gardening Service		1.3%	12
Landscaper		3.1%	29
House Cleaning Service		4.8%	45
Pest Control Service or Exterminator		5.3%	50
Pool Cleaning Service		0.4%	4
Television or Internet Service Provider		18.4%	174
House Cleaning Service		2.5%	24
Lawn Care Service		5.8%	55
None of the above / Does not apply		62.4%	590

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		9.4%	89
Carpenter or Woodworker		9.5%	90
Carpet Installation Contractor		7.1%	67
Concrete Contractor		5.9%	56
Drywall Installation or Repair Contractor		3.9%	37
Fencing Contractor		3.2%	30
Furnace Contractor		4.4%	42

Value		Percent	Responses
Flooring Installation Service		7.5%	71
Garage Door Contractor		4.4%	42
Gutter Installation or Repair Contractor		5.0%	47
Junk Removal or Hauling Service		5.8%	55
Kitchen or Bath Remodeling Company		5.2%	49
Roofing Contractor		5.9%	56
Remodeling Contractor		5.1%	48
Window Installer		5.0%	47
None of the above / Does not apply		58.5%	553
Alternative Energy Service		2.9%	27
New Home Builder		0.8%	8
Fire & Water Damage Restoration Service		0.5%	5
Foundation Contractor		2.2%	21
Garage Builder		1.5%	14
Insulation Installer		1.9%	18
Landscape Architect		1.1%	10
Mover or Moving Company		2.4%	23
Septic Tank Contractor		2.1%	20
Siding Installation or Repair Contractor		2.9%	27
Stone or Marble Company		0.5%	5
Tile Contractor		1.3%	12
Waterproofing Contractor		1.2%	11
Water Well Drilling Contractor		1.0%	9
Solar Energy Contractor		2.3%	22
Asphalt Contractor		1.3%	12





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

Value		Percent	Responses
Awning & Tent Company		0.5%	5
Bathtub Refinishing Service		2.0%	19
Cabinet Refacing Service		2.2%	21
Furniture Upholstery Service		3.0%	28
Home Theater Installation Service		0.8%	8
Interior Designer		1.9%	18
Key or Locksmith Service		2.6%	25
Home Pressure Washing Service		2.5%	24
Shades & Blinds Installation Service		3.6%	34
Arborist		3.6%	34
Water Treatment Supply & Service		2.4%	23
Wallcoverings Store		1.1%	10
Window & Door Installation Service		4.6%	43
None of the above / Does not apply		79.2%	748





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%	10
Assisted Living Facility		1.4%	13
Retirement Home		0.4%	4
Nursing Home		1.7%	16
55+ Housing Community		3.9%	37
Senior Center		8.9%	84
Adult Day Care		0.2%	2
Geriatric Physician		1.1%	10
Respite Relief Provider		0.4%	4
Senior Care Placement Agency		0.6%	6
None of the above / Does not apply		84.6%	799












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		7.0%	66
Summer Camp		7.2%	68
Sports Camp		6.0%	57
None of the above / Does not apply		86.1%	814








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		25.7%	243
Children's Shoe Store		12.0%	113
Children's Furniture Store		2.9%	27
None of the above / Does not apply		73.4%	694









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

Value		Percent	Responses
Animal Shelter		3.8%	36
Animal Daycare		3.6%	34
Emergency Animal Hospital		3.3%	31
Pet Boarding		10.4%	98
Pet Breeder		1.1%	10
Pet Groomer		17.4%	164
Pet Sitter		3.8%	36
Pet Trainer		1.5%	14
Pet Walker		0.4%	4
Veterinarian		46.6%	440
None of the above / Does not apply		45.8%	433

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		7.3%	69
Bird Specialty Store		0.4%	4
Bird Shop		0.4%	4
Pet Boutique		1.6%	15
Fish or Aquarium Store		2.8%	26
Pet Store		30.6%	289
None of the above / Does not apply		63.1%	596

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

Value		Percent	Responses
Mortgage Broker		1.3%	12
Property Manager		1.1%	10
Realtor		7.5%	71
Real Estate Brokerage Firm		1.3%	12
Title & Escrow Company		2.8%	26
Estate Appraiser		2.1%	20
Estate Liquidator		0.5%	5
None of the above / Does not apply		89.3%	844

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




























Value		Percent	Responses
Apartment Rental Agency		3.4%	32
Developer		0.7%	7
Home Inspector		4.1%	39
Home Staging Company		0.5%	5
Manufactured or Modular Home Builder		1.1%	10
New Home Builder		1.6%	15
Mortgage Banker		4.1%	39
Real Estate Appraiser		5.6%	53
None of the above / Does not apply		87.0%	822


























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		75.4%	713
Family Style Restaurant		53.9%	509
Buffet Restaurant		36.7%	347
Fine Dining Restaurant		23.9%	226
Restaurant with Lounge or Bar		37.2%	352
Pizza Restaurant		54.1%	511
Ethnic Restaurant		13.4%	127
Chinese Restaurant		40.7%	385
Mexican Restaurant		44.0%	416
Italian Restaurant		15.7%	148
Japanese or Sushi Restaurant		7.6%	72
Thai Restaurant		5.6%	53
Indian Restaurant		3.9%	37
None of the above / Does not apply		4.9%	46

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











Value		Percent	Responses
Adult Video or Adult Store		3.3%	31
Art Supply Store		9.3%	88
Art Gallery		5.5%	52
Craft Supply Store		30.6%	289
Home and Office Battery Store		4.1%	39
Bookstore		32.9%	311

Value		Percent	Responses
Candle Shop		8.9%	84
Computer Store		13.2%	125
Department Store		62.5%	591
Discount Store		63.6%	601
Drugstore or Pharmacy		61.8%	584
Electronics Store		14.6%	138
Equipment Rental Store		3.1%	29
Fabric Store		18.5%	175
Florist		18.4%	174
Gift Shop		24.4%	231
Herb Shop or Herbalist		3.6%	34
Hobby Shop		25.8%	244
Mobile Phone Store		18.8%	178
Music and Video Store		7.3%	69
Music Instrument Store		3.9%	37
Music Store		5.2%	49
Office Equipment & Supply Store		14.7%	139
Outlet Store		21.4%	202
Pawn Shop		11.0%	104
Flea Market		22.2%	210
Religious Supply or Gift Shop		8.1%	77
Scrap Metal Dealer		4.9%	46
Shopping Center		40.5%	383
Consignment Shop		27.6%	261
Tobacco Store		6.3%	60

Value		Percent	Responses
Vape or Smoke Shop		3.3%	31
Toy Store		12.9%	122
Record Store		3.2%	30
Vitamin or Supplement Store		15.4%	146
Wholesale, Warehouse or Club Store		26.8%	253
Thrift Store		47.2%	446
Yard Equipment Store		8.5%	80
Camera Store		4.3%	41
Bead Store		4.8%	45
Gun Shop		12.0%	113
Christian Book Store		12.8%	121
Christmas Store		14.5%	137
Yarn Store		4.4%	42
None of the above / Does not apply		5.2%	49
Blown Glass Gallery		1.2%	11
New Age Book Store		1.2%	11
Cigar Store		2.4%	23
Coin Shop		2.5%	24
Comic Book Shop		2.5%	24
Knife Store		1.2%	11
Military Surplus Store		2.3%	22
Monument or Memorial Company		1.3%	12
Sewing Studio		2.8%	26
Sign Store		1.3%	12
Trophy or Award Store		1.2%	11

Value		Percent	Responses
Wedding Supply Store		1.5%	14
Flag Store		0.7%	7
Survival Store		0.6%	6
Stamp Shop		1.5%	14
Costume Store		2.9%	27
Marijuana Dispensary		2.6%	25
Photo Restoration Service		1.9%	18
Security Service		0.8%	8
Gold Dealer		0.5%	5
Coworking Space		0.7%	7

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		24.7%	233
Major Appliance Store		10.7%	101
Small Appliance Store		5.4%	51
TV & Appliance Store		10.7%	101
Baby Supply & Furniture Store		6.0%	57
Bath & Accessory Store		21.7%	205
Building Supply Store or Lumber Yard		25.2%	238
Carpet Store		9.3%	88
Fireplace, Wood Stove or Barbeque Store		4.4%	42
Flooring Store		11.7%	111

Value		Percent	Responses
Frame Shop		3.1%	29
Furniture Store		19.7%	186
Hardware Store		38.7%	366
Home & Garden Center		41.1%	388
Home Decor Store		20.3%	192
Lighting Store		4.8%	45
Mattress or Bedding Store		11.4%	108
Plant Nursery & Garden Supply Store		22.0%	208
Outdoor Furniture Store		6.0%	57
Paint Store		14.9%	141
Rug Store		3.2%	30
Tool Store		9.4%	89
Vacuum Store		3.4%	32
Window Store		3.6%	34
TV Store		4.3%	41
Used Building Supply Store		4.3%	41
None of the above / Does not apply		20.7%	196
Cabinet Store		2.3%	22
Clock Shop		2.3%	22
Furniture Restoration Shop		2.4%	23
Hot Tub or Spa Dealer		1.9%	18
Rent-to-Own Store		1.0%	9
Solar Energy Equipment Dealer		1.6%	15
Pool & Spa Dealer		1.8%	17
Tool Rental Center		2.0%	19

Value		Percent	Responses
Futon Store		0.5%	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		24.6%	232
Beauty Supply Store		21.9%	207
Clothing Accessory Store		26.9%	254
Menswear Store		17.6%	166
Women's Clothing Store		54.6%	516
Eyewear & Opticians Store		35.1%	332
Jewelry Store		13.5%	128
Leather Goods Store		3.8%	36
Lingerie Store		6.5%	61
Logo Apparel Store		4.7%	44
Outdoor Clothing Store		17.0%	161
Perfume Store		6.2%	59
Shoe Store		47.6%	450
Sportswear Store		16.0%	151
Swimwear Store		7.0%	66
Western Wear Store		10.3%	97
None of the above / Does not apply		18.4%	174
Bridal Shop		2.1%	20
Fur Store		0.6%	6
Maternity Store		1.2%	11
Watch Store		1.6%	15

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
























Value		Percent	Responses
Accountant or CPA		9.7%	92
Insurance Agency		13.9%	131
Legal Firm or Attorney		6.1%	58
Tax Advisor		9.3%	88
None of the above / Does not apply		75.1%	710












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		1.0%	9
Architect or Architecture Firm		0.6%	6
Commercial Builder		1.1%	10
Employment or Staffing Agency		4.2%	40
Graphic Designer		0.7%	7
Telecommunications Provider		8.1%	77
Life Coach		1.8%	17
Private Investigator		0.4%	4
None of the above / Does not apply		85.0%	803



















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

Value		Percent	Responses
Purchase Used All-Terrain Vehicle (ATV)		3.2%	30
Have Motorcycle Repaired		3.2%	30
Purchase Motorcycle Parts		3.6%	34
Have Boat Repaired or Serviced		5.2%	49
Purchase Boat Parts		3.8%	36
None of the above / Does not apply		82.1%	776
Purchase New All-Terrain Vehicle (ATV)		2.2%	21
Purchase New Boat		1.3%	12
Purchase New Personal Watercraft		0.4%	4
Purchase New Motorcycle		0.6%	6
Purchase New Snowmobile		0.3%	3
Purchase Used Boat		1.3%	12
Purchase Used Personal Watercraft		0.5%	5
Purchase Used Motorcycle		1.1%	10
Purchase Used Motorcycle Trike		0.3%	3
Purchase Used Snowmobile		0.7%	7
Purchase Marine Electronics		0.7%	7
Purchase New Golf Cart		0.7%	7
Purchase Used Golf Cart		1.2%	11
Purchase Motorcycle Apparel		2.9%	27
Rent Snowmobile		1.3%	12

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		0.4%	4
Purchase New Class B RV		0.1%	1
Purchase New Class C RV		0.6%	6
Purchase New Travel Trailer or 5th Wheel		1.4%	13
Purchase New Camper Shell		0.3%	3
Purchase Used Class A RV		0.7%	7
Purchase Used Class B RV		0.2%	2
Purchase Used Class C RV		0.7%	7
Purchase Used Travel Trailer or 5th wheel		2.8%	26
Purchase Used Camper Shell		0.7%	7
None of the above / Does not apply		93.5%	884

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		4.7%	44
New Luxury Vehicle - Under \$50,000		1.2%	11
New Luxury Vehicle - \$50,000 - \$75,000		0.3%	3
New Luxury Vehicle - Over \$75,000		0.1%	1
New Van		0.3%	3
New Minivan		0.4%	4
New SUV		4.8%	45
New Truck		3.4%	32
New Hybrid or Electric Vehicle		0.6%	6
Used Car		14.1%	133
Used Luxury Vehicle - Under \$30,000		1.7%	16
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	5
Used Van		2.3%	22
Used Minivan		1.9%	18
Used SUV		9.2%	87
Used Truck		9.1%	86
Used Hybrid or Electric Vehicle		1.2%	11
None of the above / Does not apply		64.1%	606

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

Value		Percent	Responses
Compact car		3.9%	37
Full-size car		4.2%	40
Luxury vehicle (any size)		1.7%	16
Midsize car		6.3%	60
Pickup truck		12.4%	117
Sport utility vehicle (SUV)		18.8%	178
Van or mini-van		5.2%	49
None of the above		47.4%	448



Total: 945

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		7.2%	68
Chevrolet		24.3%	230
Chrysler		6.1%	58
Dodge		11.0%	104
Ford		20.4%	193
GMC		13.9%	131
Honda		8.7%	82
Hyundai		3.8%	36
Jeep		7.1%	67
Kia		4.2%	40
Nissan		5.6%	53
Subaru		5.8%	55




















Value		Percent	Responses
Toyota		13.2%	125
None of the above / Does not apply		45.6%	431
Acura		1.6%	15
Audi		1.4%	13
BMW		2.0%	19
Cadillac		1.9%	18
Infiniti		0.7%	7
Jaguar		0.2%	2
Land Rover		1.2%	11
Lexus		1.9%	18
Lincoln		2.9%	27
Mazda		1.9%	18
Mercedes-Benz		1.3%	12
Mini		0.5%	5
Mitsubishi		1.4%	13
Porsche		0.3%	3
Saab		0.2%	2
Scion		0.3%	3
Suzuki		0.4%	4
Tesla		0.6%	6
Volkswagen		1.8%	17
Volvo		1.0%	9

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 	24.7%	233
No 	75.3%	712
<b>Total: 945</b>		

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


























Value	Percent	Responses
GPS Device (Handheld or In-Vehicle) 	4.1%	39
Office Equipment 	9.5%	90
Printer 	10.2%	96
Ink or Printer Cartridges 	36.7%	347
Satellite Radio 	3.0%	28
Wi-Fi for Home 	10.2%	96
Headphones 	18.5%	175
Portable Speakers 	4.0%	38
Customizable Smartphone accessories 	4.8%	45
Wireless Speakers 	5.2%	49
Smartphone Charger 	11.7%	111
Smartwatch 	4.7%	44
Phone or Tablet Controlled Home Tech Products 	5.8%	55
Noise Canceling Headphones 	4.9%	46
Phone Calling Card 	9.0%	85
Surge Protector 	7.7%	73




Value		Percent	Responses
Wireless Hotspot		3.6%	34
Assistive Technology for Hearing		3.2%	30
Apple Watch		6.8%	64
Activity Tracker or Pedometer		8.4%	79
Batteries for Electronics		35.8%	338
None of the above / Does not apply		34.9%	330
Home Theater System		2.4%	23
Satellite TV System		2.1%	20
Stereo System (Home)		1.8%	17
Compact/Mini Projector		0.6%	6
Wearable Electronics		2.5%	24
Healthcare Device		2.9%	27
Aerial Drone		2.2%	21
Aerial Drone Accessories		0.3%	3
Short Wave Radio		0.2%	2
Assistive Technology for Vision		0.8%	8
Virtual Reality Headset		1.2%	11
Smartwatch Accessories		2.1%	20
Smart Sports Equipment		1.0%	9

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







Value		Percent	Responses
Camera (Digital) - Point and Shoot		3.7%	35
Camera (Digital) SLR		4.0%	38











Value		Percent	Responses
Camera Accessories or Supplies		4.0%	38
Camera Memory Card		6.8%	64
Computer Accessories		7.3%	69
Computer Software		5.3%	50
Tablet (iPad or Similar)		8.1%	77
Personal Computer		5.3%	50
Laptop Computer		10.9%	103
4K Ultra HD TV		5.6%	53
Smart TV		10.9%	103
PC Laptop		5.7%	54
MacBook		3.2%	30
Chromebook		3.2%	30
None of the above / Does not apply		51.1%	483
Mirrorless Camera		0.6%	6
Camera (Film)		1.7%	16
Camera Lens		2.8%	26
Portable DVD Player		2.3%	22
E-Reader (Kindle or Similar)		2.8%	26
TiVo or DVR		1.3%	12
Computer Bag		2.2%	21
Digital Recording Binoculars or Optics		0.4%	4
TV (3D)		2.6%	25
Curved TV		1.5%	14
OLED TV		0.6%	6
Digital TV Tuner or Converter		0.8%	8

















Value		Percent	Responses
Audio Visual Cables and Connectors		1.7%	16
Refurbished Laptop		1.7%	16
Computer or Tablet Support		2.4%	23

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		24.0%	227
Conventional Cell Phone		7.8%	74
Prepaid Cell Phone		6.7%	63
Unlocked Cell Phone		2.9%	27
Large-Screen Smartphone		4.6%	43
None of the above / Does not apply		62.6%	592

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






















Value		Percent	Responses
Anniversary Jewelry		5.3%	50
Necklaces		11.1%	105
Rings (Other)		8.8%	83
Earrings		20.5%	194
Pendants		4.2%	40
Celtic Jewelry		3.1%	29
Diamond Jewelry		6.0%	57
Silver Jewelry		6.7%	63

Value		Percent	Responses
Gemstone Jewelry		5.1%	48
Children's Jewelry		3.4%	32
Costume Jewelry		11.3%	107
Jewelry Box or Organizer		3.1%	29
Women's Jewelry		14.0%	132
None of the above / Does not apply		59.0%	558
Engagement Rings		1.5%	14
Wedding Rings		1.4%	13
Graduation Rings		1.6%	15
Pearl Jewelry		2.3%	22
Men's Jewelry		2.8%	26
Designer Jewelry		2.5%	24
Custom Designed Jewelry		1.7%	16
Crystal Figurines		1.3%	12
Men's High-End Watch		1.1%	10
Women's High-End Watch		1.0%	9



















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

Value		Percent	Responses
Auto Insurance		16.5%	156
Crop Insurance		1.3%	12
Dental Insurance		9.0%	85
Disability Insurance		1.2%	11
Homeowner Insurance		10.5%	99
Life Insurance		8.4%	79
Medical (Health) Insurance		10.7%	101
Medicare		4.3%	41
Long Term Care Insurance		2.1%	20
Pet Insurance		1.5%	14
Renters Insurance		3.6%	34
Agriculture Insurance		1.4%	13
Professional Liability Insurance		0.6%	6
None of the above / Does not apply		68.5%	647


















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

Value		Percent	Responses
Audiologist		3.4%	32
Chiropractor		7.5%	71
Family Practice Doctor		10.5%	99
Hospital		4.4%	42
Medical Clinic		7.9%	75
Optometrist		4.8%	45
Primary Care Provider		6.3%	60
Hearing Aid Center		3.2%	30
Drugstore or Pharmacy		7.0%	66
None of the above / Does not apply		69.8%	660
Acupuncture		1.5%	14
Counseling & Mental Health Specialist		2.4%	23
Geriatric Specialist		0.2%	2
Home Healthcare		0.6%	6
Pediatric Dentist		0.8%	8
Pediatrician		1.8%	17
Wellness Business		0.4%	4
Substance Abuse Treatment Provider		0.3%	3
Weight Loss Service		2.3%	22
Alternative Care Provider		0.7%	7
Physical Therapy or Rehabilitation service provider		2.1%	20
















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%	12
Bankruptcy Attorney		1.4%	13
Banking, Partnership & Business Law Attorney		2.8%	26
Child Support Attorney		0.8%	8
Criminal Law Attorney		0.6%	6
Disability & Social Security Attorney		2.0%	19
Divorce & Family Law Attorney		1.0%	9
DWI, DUI, OWI, OUI Attorney		0.6%	6
Employment Discrimination or Labor Issues Attorney		0.7%	7
General Practice Attorney		3.7%	35
Intellectual Property Attorney		0.6%	6
Malpractice Attorney		0.4%	4
Patent, Trademark & Copyright Attorney		0.7%	7
Probate Attorney		0.3%	3
Real Estate Attorney		2.2%	21
Taxation Attorney		1.3%	12
Wills, Trusts & Estates Attorney		12.9%	122
None of the above / Does not apply		76.7%	725





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		1.4%	13
Breast Augmentation		0.5%	5
Breast Implants		0.5%	5
Dermabrasion		1.1%	10
Ear Surgery		0.6%	6
Eyelid Surgery		1.1%	10
Fat Reduction		2.0%	19
Facelift		0.1%	1
Hair Transplant		0.1%	1
Hair Loss Treatment		1.0%	9
Lap Band		0.3%	3
Lip Augmentation		0.2%	2
Liposuction		0.6%	6
Lasik		1.6%	15
Skin Treatment		3.7%	35
Rhinoplasty (Nose Job)		0.1%	1
None of the above / Does not apply		90.4%	854


























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

Value		Percent	Responses
Dental Checkup		55.6%	525
Teeth Cleaning		49.3%	466
Cavity Filling		20.8%	197
Crown		10.7%	101
Oral Surgery		4.4%	42
Braces		4.7%	44
Composite Bonding		0.6%	6
Dental Implants		6.0%	57
Dental Veneers		1.2%	11
Dentures		6.7%	63
Full Mouth Reconstruction		0.6%	6
Inlays or Onlays		0.4%	4
Smile Makeover		0.8%	8
Teeth Whitening		7.5%	71
None of the above / Does not apply		21.2%	200




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

Value		Percent	Responses
Fill Medical Prescriptions		41.6%	393
Purchase Medical Supplies or Equipment for Home		3.3%	31
Purchase Health Related Products		13.0%	123
Use Physical Rehabilitation Services		3.1%	29
Stop Smoking		4.3%	41














Value		Percent	Responses
Purchase Health and Wellness Supplements		18.5%	175
Receive Treatment for Back Pain		9.3%	88
Have an Eye/Vision Exam		55.4%	524
Purchase Prescription Eyeglasses		29.4%	278
Purchase Prescription Contact Lenses		9.4%	89
Have an Annual Physical or Checkup		47.2%	446
Have X-Rays Taken		10.2%	96
Have a Scheduled Surgery		4.9%	46
Have Blood Drawn for Testing		39.5%	373
Plan to Visit a Hospital for any Medical Service or Procedure		9.5%	90
Have Foot Problems Diagnosed or Treated		7.3%	69
Senior Travel		5.4%	51
Receive Treatment for a Sleep Disorder		4.6%	43
Purchase Allergy Medications		16.0%	151
Cardiovascular Treatment		4.7%	44
Cancer Treatment		4.3%	41
Orthopaedic or Knee Surgery		3.4%	32
Chiropractic Care		22.3%	211
Do Corrective Exercises		6.0%	57
Purchase Blood Pressure Monitoring Device		3.0%	28
Purchase Diabetes Testing Supplies		9.3%	88
Get Vaccinations at Drug Store or Pharmacy		18.0%	170
Join a Weight Loss Group		3.1%	29
Purchase Weight Loss Supplements		4.2%	40
Discretionary Health Care and Wellness Services and Products		4.9%	46









Value		Percent	Responses
Purchase Vitamins		43.7%	413
Purchase Hemp Based Supplements		4.4%	42
Purchase Anti Anxiety Medication or Supplements		8.1%	77
None of the above / Does not apply		19.4%	183
Purchase Elder Care-Related Products or Services		0.8%	8
Find Home for Aging Parent		1.6%	15
Participate in a Medical Study		1.7%	16
Purchase a Mobility Device		1.2%	11
Receive Treatment for Vehicle or Workplace Injury		0.6%	6
Handicap Accessible Products		2.5%	24
Purchase Orthopedic Shoes		2.1%	20
Purchase Home Medical Testing Equipment or Supplies		2.0%	19
Hire a Personal Care Assistant		0.3%	3
Hire a Caregiver or Respite Worker		0.4%	4
Purchase "Aging in Place" Products		0.8%	8
Purchase a Medical Alert Service		0.5%	5
Have Safety Bars Installed in Bathroom		1.6%	15
Use Personal Trainer or Instructor		2.6%	25
Stroke Treatment		0.7%	7
Memory or Alzheimer's Care		0.6%	6
Nutritional Counseling		2.5%	24
Spinal and Postural Screening		1.0%	9
Physiotherapy		0.6%	6
Receive Treatment for Substance Abuse		0.4%	4
Receive Aquatic Therapy		1.6%	15

Value		Percent	Responses
Purchase Weight Loss Food Plan		2.2%	21
Have Reflexology Treatment		1.4%	13
Hire a Weight Loss Professional		0.8%	8
Have Cataract Surgery		2.1%	20
Purchase Marijuana		2.6%	25
Have Acupuncture		2.8%	26
Receive Treatment for PTSD		2.0%	19










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.4%	4
Purchase a "In-the-Ear" Hearing Aid		1.8%	17
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.0%	9
Purchase a Digital Hearing Aid		0.8%	8
Purchase a "Behind-the-Ear" Hearing Aid		1.8%	17
Purchase Hearing Aid Cleaning Supplies		1.1%	10
Purchase Hearing Aid Batteries		5.1%	48
Purchase a "In-the-Canal" Hearing Aid		1.1%	10
Purchase a Analog Hearing Aid		0.2%	2
Have a Hearing Exam		15.4%	146
None of the above / Does not apply		81.0%	765

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		2.0%	19
Pre-purchase a Funeral Plot or Cremation Service		3.0%	28
Purchase a Monument or Headstone		2.5%	24
Use a Funeral Planner		2.9%	27
Purchase Flowers for a Funeral		4.3%	41
Use a Cremation Service		1.4%	13
Hire a Religious or Spiritual Leader for a Funeral Service		0.8%	8
None of the above / Does not apply		87.6%	828

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		1.5%	14
Move into a Assisted Living Facility		1.2%	11
Move into a Nursing Home		0.6%	6
Move into a Alzheimers Care Facility		0.3%	3
Move Into a Hospice Facility		0.3%	3
Hospice to your Home or House		0.5%	5
Move into Residential Care Home		0.4%	4
Utilize a Respite Provider		0.6%	6
None of the above / Does not apply		96.5%	912

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

Value		Percent	Responses
Open Checking Account		4.6%	43
Open Savings Account		3.6%	34
Online Banking		42.4%	401
Manage Investments		15.0%	142
Manage Retirement Accounts		14.5%	137
Mortgage Line of Credit		3.4%	32
Financial Consulting		9.4%	89
Financial Services		12.9%	122
Safe Deposit Box Rental		9.3%	88
Obtain New Credit Card		3.6%	34
Payday Loan or Check Cashing Business		1.1%	10
Use Vehicle Title Loan Company		1.2%	11
None of the above / Does not apply		39.8%	376

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

Value		Percent	Responses
Annuities		5.3%	50
Certificates of Deposit		9.8%	93
City or State Bonds		1.0%	9
Collectibles, Antiques or Art		1.7%	16
Common or Preferred Stock		4.3%	41
Corporate Bonds or Debentures		0.5%	5
401(k)		27.2%	257
Gold or Precious Metals		2.3%	22
IRA		16.8%	159
Money Market Funds		9.1%	86
Mutual Funds		11.2%	106
Non-US Stocks		1.0%	9
Options		0.8%	8
US Savings Bonds		2.8%	26
US Treasury Notes		0.6%	6
Coins or Stamps		3.0%	28
None of the above / Does not apply		55.6%	525

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		5.5%	52
Business Equipment Loan		0.8%	8
Carpeting or Furniture Loan		0.8%	8
College Expenses Loan		2.6%	25
College Tuition Loan		4.9%	46
Debt Consolidation Loan		3.2%	30
Medical Expenses Loan		1.1%	10
New Vehicle Loan		4.7%	44
Used Vehicle Loan		10.3%	97
Vacation or Travel Loan		1.0%	9
Wedding Loan		0.8%	8
None of the above / Does not apply		76.2%	720















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		27.5%	260
Body Jewelry		3.1%	29
Coats		26.5%	250
Lipstick		21.9%	207
Nail Polish		19.6%	185
Eyewear or Sunglasses		40.4%	382
Formal Wear		6.0%	57
Handbags		21.4%	202
Hats		10.1%	95








Value		Percent	Responses
Intimate Apparel		18.9%	179
Jewelry or Accessories		20.4%	193
Watches		5.1%	48
Luggage or Bags		5.5%	52
Perfume		20.0%	189
Men's Apparel		41.5%	392
Men's Shoes		36.7%	347
Men's Underwear		35.6%	336
Women's Apparel		65.5%	619
Women's Pajamas or Sleepwear		26.1%	247
Women's Shoes		53.8%	508
Women's Underwear		45.3%	428
Swimwear		16.9%	160
Socks		48.9%	462
Scarves		9.6%	91
Ties		4.3%	41
Uniforms		4.8%	45
Western Clothing		8.4%	79
Outerwear		23.0%	217
None of the above / Does not apply		10.6%	100
Fur Coat		0.3%	3

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		11.9%	112
Children's Winter Coats		12.3%	116
Children's Swimwear		12.1%	114
Children's Pants		20.6%	195
Children's T-Shirts		21.1%	199
Children's Dresses		11.7%	111
Children's Pajamas or Sleepwear		20.4%	193
Children's Socks		19.3%	182
Children's Party Dresses		2.8%	26
Children's Shorts		15.7%	148
Infant Clothing		10.7%	101
Children's School Uniform		0.8%	8
Children's Athletic Clothing		13.9%	131
None of the above / Does not apply		67.2%	635

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		35.1%	332
Boots (Men's)		17.8%	168
Cowboy Boots (Men's)		7.3%	69
Classic & Fashion Sneakers (Men's)		11.9%	112
Lace-Ups (Men's)		9.0%	85
Sandals (Men's)		7.3%	69
Slippers (Men's)		6.9%	65

















Value		Percent	Responses
Work & Safety (Men's)		10.3%	97
Lace-Up Sneakers (Women's)		19.7%	186
Pumps (Women's)		10.6%	100
Sling-Back Sandals (Women's)		11.2%	106
Classic & Fashion Sneakers (Women's)		24.1%	228
Slippers (Women's)		14.5%	137
Work & Safety (Women's)		5.6%	53
Cowboy Boots (Women's)		5.8%	55
Athletic & Outdoor Shoes (Women's)		45.9%	434
Loafers & Slip-Ons (Women's)		21.4%	202
Slippers (Children's)		4.3%	41
Athletic & Outdoor Shoes (Children's)		17.2%	163
Sandals (Children's)		8.8%	83
Slip-Ons (Children's)		5.9%	56
Dress Shoes (Children's)		5.4%	51
Cowboy Boots (Children's)		3.7%	35
None of the above / Does not apply		21.6%	204
Formal & Tuxedo Footwear (Men's)		1.3%	12

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		11.4%	108
Have Clothing Dry Cleaned		19.3%	182
Have Shoes Repaired		7.1%	67
Rent or Purchase a Costume		2.3%	22
Wash Clothing at a Laundromat		7.6%	72
Purchase Custom Made Clothing Items		0.8%	8
None of the above / Does not apply		68.1%	644


























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		6.7%	63
Bowling Equipment		3.7%	35
Bicycle or Mountain Bike (Adult)		5.3%	50
Bicycle Tune-Up or Repair		5.3%	50
Camping or Hiking Equipment		11.3%	107
Exercise or Fitness Equipment		10.9%	103
Fishing Rods or Reels		13.3%	126
Fishing Bait or Attractant		19.4%	183
Fishing Accessories		21.7%	205
Golf Clubs or Equipment		6.1%	58
Hunting Gear		9.7%	92
Ammunition		25.2%	238
Running or Jogging Equipment		4.2%	40
Sports Equipment (Children)		4.7%	44

Value		Percent	Responses
Sports Memorabilia		3.0%	28
Swimming Gear		7.2%	68
Weight Lifting Equipment		4.6%	43
Used Sporting Equipment		3.0%	28
Rifle		6.8%	64
Hand Gun		11.1%	105
Shotgun		5.5%	52
None of the above / Does not apply		45.6%	431
High End Bicycle		0.7%	7
Bicycle Rental		0.7%	7
Racquet Equipment		0.6%	6
Scuba, Diving or Snorkeling Equipment		0.8%	8
Skiing Equipment		1.4%	13
Soccer Equipment		0.6%	6
Trampoline		2.2%	21
Trophies or Plaques		1.2%	11

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		21.3%	201
Bedding Flowers or Perennials		46.9%	443
Chainsaw		4.2%	40
Fertilizer		32.8%	310
Flower Pots		25.7%	243

Value		Percent	Responses
Garden Ornaments		15.1%	143
Gravel or Rock		16.5%	156
Hand Garden Tools		13.9%	131
Landscaping		10.6%	100
Indoor Garden Supplies		6.1%	58
Decorative Rock		12.2%	115
Lawn Seed, Turf or Sod		13.8%	130
Outdoor Fireplace or Fire Pit		4.9%	46
Outdoor Furniture		7.2%	68
Outdoor Grill		7.3%	69
Patio Furniture		8.4%	79
Propane		19.3%	182
Lawn Mower (Push)		4.9%	46
Lawn Mower (Riding)		4.6%	43
Shrubbery or Trees		12.0%	113
Stone (Cast, Crushed or Natural)		3.3%	31
Storage Shed		5.4%	51
Leaf Blower		3.1%	29
Insect or Fungus Control Products		13.8%	130
Outdoor Garden Flags		3.8%	36
Greenhouse		3.1%	29
None of the above / Does not apply		25.0%	236
Fountains		2.9%	27
Gate		1.7%	16
Gazebo		1.1%	10
























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		2.5%	24
Patio Heater		2.1%	20
Outdoor Infrared Heater or Fireplace		1.1%	10
Outdoor Smoker		2.8%	26
Outdoor Kitchen Equipment		1.5%	14
Outdoor Entertainment Center		1.2%	11
Patio Cover, Awning or Canopy		2.5%	24
Pole Shed		1.6%	15
Portable Outdoor Heater		1.4%	13
Power Garden Tools		2.6%	25
Rototiller		1.1%	10
Screen Porch		1.4%	13
Snow Blower		2.2%	21

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		15.9%	150
Animal Healthcare Products		13.1%	124
ATV Products and Attachments		4.6%	43
Barn or Pole Building		3.0%	28
Farm Machinery or Tractor Attachments & Implements		3.3%	31
Farm Work Clothes		6.3%	60
Fertilizers, Herbicides or Pesticides		8.3%	78

Value		Percent	Responses
Planting and Seeding Equipment		3.8%	36
Plants, Plantings or Agricultural Seed		11.0%	104
Propane, Oils or Fuels		11.9%	112
Rocks, Gravel or Sand		8.6%	81
Scoops or Shovels		3.2%	30
Straw or Bedding Materials		3.9%	37
None of the above / Does not apply		66.1%	625
Blowers		1.1%	10
Steel Farm Building		1.5%	14
Carts or Utility Carriers		1.4%	13
Cement Mixers or Rollers		0.3%	3
Chippers or Shredders		0.7%	7
Diggers, Drillers or Drivers		1.0%	9
Drainage or Irrigation Equipment		0.5%	5
Farm Tool Rental		0.8%	8
Farm Equipment Rental		1.3%	12
Ground-Working Equipment		1.9%	18
Mowers, Cutters or Clippers		2.9%	27
Pallet Forks, Forklifts or Skid Steers		0.7%	7
Pivot		0.2%	2
Rakes or Hay Handling Equipment		2.0%	19
Sprayers or Spreaders		2.3%	22
Sweepers or Industrial Vacuums		0.5%	5
Tree Cutters or Tree Maintenance Equipment		1.9%	18









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		13.9%	131
Bird Seed		15.3%	145
Cat Food		28.1%	266
Dog Food		41.7%	394
Fish Food		4.7%	44
Specialized Pet Food		3.7%	35
Other Pet Food		7.2%	68
Pet Accessories		16.2%	153
Pet Clothing		3.7%	35
Pet Toys		21.2%	200
Fish Supplies		3.1%	29
Annual Pet Vaccinations		38.9%	368
Annual Pet Checkups		29.6%	280
Preventative Care		6.3%	60
Adopt or Rescue a Pet		5.9%	56
Purchase Pet Medication		7.1%	67
Purchase Dog Bed		5.9%	56
Board a Pet Overnight		5.5%	52
Pet Dental Care		5.2%	49
None of the above / Does not apply		33.3%	315
Pet Enclosure		1.3%	12
Aquarium or Tank		1.7%	16
Bird House		2.1%	20



Value		Percent	Responses
Disease Diagnosis		0.4%	4
Pet Travel Cage		1.4%	13
Pet Travel Accessories		1.4%	13
Cremation or Burial Services		0.5%	5
Purchase a Pet		1.4%	13
Holistic or Alternative Pet Care		1.0%	9
Pet Tracking Device		1.4%	13
Bird Health Care		0.3%	3
Animal Training Classes		2.5%	24
Hemp Based Pet Supplements		1.0%	9
THC Based Pet Supplements		0.6%	6
Holistic or Alternative Pet Supplements		1.6%	15
Anti Anxiety or Stress Pet Medication for Holidays		1.3%	12

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

Value		Percent	Responses
Add or Replace Deck		5.6%	53
Add a Fence or Wall Structure		7.5%	71
Remodel Kitchen		5.6%	53
Cabinet Refacing or Resurfacing		4.0%	38
Remodel Bathroom		10.5%	99
Replace Garage Door		3.0%	28
Build a Storage Shed		5.7%	54
General Remodeling		9.1%	86

Value		Percent	Responses
Resurface or Build New Driveway		3.0%	28
Replace Carpet		10.7%	101
Replace Flooring		11.1%	105
Replace Windows		8.0%	76
None of the above / Does not apply		58.0%	548
Add a Room		2.9%	27
Add a Home Office		0.7%	7
Refinish Bathtub		1.8%	17
Install a Glass Shower		1.5%	14
Remodel or Finish Basement Living Area		2.5%	24
Build a Garage		1.8%	17
Build Out-Building		2.0%	19
Have Furniture Restored		1.8%	17
Add a Swimming Pool		1.7%	16
Switch from Gas to Electric		0.5%	5
Switch from Electric to Gas		1.3%	12
Install a Stair Lift		0.1%	1
Install "Aging In Place" Products		0.5%	5
Install a Solar Energy System		1.5%	14
Install Security or Monitoring System		1.7%	16
Stone or Marble Work (Bathroom or Kitchen)		1.4%	13
Sealcoating		1.6%	15
Asphalt Repair		1.4%	13
Asphalt Resurfacing		1.3%	12
Residential Paving		0.7%	7

Value	Percent	Responses
Build a "Tiny House"	1.3%	12
Install Handicap Accessible Addition	0.6%	6

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	5.7%	54
Decking	7.8%	74
Doors (Exterior)	8.9%	84
Doors (Interior)	6.8%	64
Electrical Supplies	5.3%	50
Fencing	8.4%	79
Hand Tools	10.4%	98
Hardwood Products	4.1%	39
Home Security Doorbell Camera	3.3%	31
Insulation	5.3%	50
Kitchen Cabinets	5.2%	49
Lighting and Fixtures	9.5%	90
Lock Sets	4.2%	40
Lumber	11.6%	110
Molding	3.9%	37
Paint (Exterior)	12.4%	117
Paint (Interior)	23.8%	225
Plywood	7.0%	66

Value		Percent	Responses
Plumbing Supplies		6.8%	64
Power Tools		6.0%	57
Rain Gutters		5.3%	50
Roofing (Composition)		3.8%	36
Roofing (Other)		4.4%	42
Screen Door		5.9%	56
Siding		4.3%	41
Water Softener System or Supplies		4.6%	43
Windows (Double-Hung)		4.4%	42
None of the above / Does not apply		44.8%	423
Circular Saw		1.7%	16
Furnace		2.5%	24
Generator		2.8%	26
Mill Work		2.2%	21
Security Door		1.6%	15
Security Locks		2.5%	24
Security Window Film		0.7%	7
Solar Screen		0.6%	6
Waterproofing		1.5%	14
Wet or Dry Vacuum		2.1%	20
Wood Stove or Fireplace		1.6%	15
Window Guards		0.8%	8
Windows (Casement)		1.9%	18
Windows (Picture)		2.5%	24
Windows (Slider)		2.1%	20

Value	Percent	Responses
Windows (Bay or Bow)	1.3%	12


























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




Value	Percent	Responses
Air Conditioning Repair	6.1%	58
Air Duct Cleaning	9.1%	86
Appliance Repair	6.0%	57
Carpenter or Woodworking	5.0%	47
Carpet Cleaning	13.5%	128
Concrete Repair	4.1%	39
Drywall Installation or Repair	3.4%	32
Electrical Repair	5.7%	54
Flooring - Laminate (Installation or Repair)	5.0%	47
Flooring - Wood (Installation or Repair)	4.0%	38
Flooring - Other (Installation or Repair)	4.9%	46
Furnace Cleaning	7.1%	67
Furnace Repair	3.6%	34
Gutter Installation or Repair	3.4%	32
Handyman Services	11.4%	108
Home Repair	6.5%	61
Home Remodel	3.5%	33
None of the above / Does not apply	49.3%	466
Alternative Energy Systems Installation	1.3%	12
Alternative Energy Systems (Service or Repair)	0.5%	5

Value		Percent	Responses
Blinds Cleaning		2.9%	27
Chimney Cleaning		2.4%	23
Electrical Panel Replacement		1.6%	15
Excavation & Wrecking		0.7%	7
Fire & Water Damage Restoration		0.8%	8
Flooring - Ceramic Tile (Installation or Repair)		2.6%	25
Flooring - Linoleum (Installation or Repair)		2.8%	26
Foundation Repair		2.6%	25
Furniture Reupholster		1.5%	14
Gardening Services		1.8%	17
Heating Repair		2.3%	22
Home Computer Repair		2.6%	25
Home Electronics Repair		0.4%	4
Home Heating Oil or Fuel Service		1.8%	17


















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		6.8%	64
Junk or Yard Waste Removal		7.2%	68
Recycle		9.0%	85
Sell Scrap Metal		3.8%	36
Landscaping Service		5.9%	56
Painting		11.9%	112
Pest Control		6.1%	58

Value		Percent	Responses
Plumbing Repair		5.3%	50
Pressure Washing		3.6%	34
Preventative Home Maintenance		4.3%	41
Roof Repair		5.6%	53
Snow Removal		5.9%	56
Trash Removal		14.2%	134
Window Installation		5.0%	47
Computer Repair		8.0%	76
None of the above / Does not apply		48.9%	462
Home Security Service		2.4%	23
Insulation Installation or Maintenance		2.1%	20
Interior Design		2.2%	21
Movers		2.4%	23
Mold Inspection or Removal		1.8%	17
Party Equipment Rental		0.3%	3
Pool Cleaning Service		0.3%	3
Security System		1.3%	12
Septic Tank Cleaning or Repair		2.8%	26
Siding Replacement		2.1%	20
Solar Heating or Power System Installation or Repair		1.5%	14
Stucco or Exterior Coating		0.3%	3
Tool Rental		1.5%	14
Tornado or Storm Shelter Building or Repair		1.0%	9
Water Well Drilling		0.6%	6
Waterproofing		1.1%	10










Value		Percent	Responses
Window Tinting for Home		0.5%	5
Yard Equipment Rental		1.1%	10
Mobile or Cell Phone Repair		2.6%	25

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)		3.5%	33
Window Blinds (Venetian or Mini)		6.0%	57
Emergency Preparedness Kit or Supplies		3.1%	29
Batteries (Home or Office)		36.1%	341
Candles		18.4%	174
Firewood		3.6%	34
Carpeting		10.7%	101
Flooring Tile		5.3%	50
Hardwood Flooring		4.0%	38
Rugs		11.1%	105
Clocks		5.4%	51
Closet System		3.3%	31
Curtains or Drapes		12.1%	114
Cutlery, Flatware or Silverware		4.7%	44
Fire Extinguisher		4.2%	40
Fine Art (Paintings, Pottery, Etc.)		3.6%	34
Furniture (Bedroom)		7.7%	73



Value		Percent	Responses
Furniture (Dining Room)		3.8%	36
Furniture (Living Room)		9.4%	89
Christmas Tree		10.3%	97
Holiday Decorations		10.9%	103
Laminate Flooring		5.3%	50
Mirror		3.2%	30
Storage Boxes or Tubs		9.0%	85
Floral Arrangements		6.1%	58
Picture Frames		7.8%	74
Linens (Bathroom)		8.1%	77
Reclining Chair		5.5%	52
Indoor Flowers		5.9%	56
Linens (Dining Room or Kitchen)		4.6%	43
None of the above / Does not apply		35.8%	338
Awning		0.8%	8
Oriental Carpeting		0.4%	4
Rugs (Persian)		0.6%	6
Ductless Heat Pumps		0.5%	5
Custom Built Furniture		0.8%	8
Reconditioned Furniture		1.2%	11
Furniture (Children's)		2.3%	22
Crib		1.0%	9
Furniture (Home Office)		2.8%	26
Furnace		2.2%	21
Futon		0.8%	8

Value		Percent	Responses
Glass Table		0.1%	1
Glass Railing		0.1%	1
Safe		1.9%	18
Hot Tub or Spa (Used)		1.1%	10
Sewing Machine		2.1%	20
Wallpaper		1.5%	14
Signs or Banners		1.2%	11
Hot Tub or Spa (New)		1.5%	14
Tankless Water Heater		1.9%	18

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		11.4%	108
Water Purification System (Drinking)		3.1%	29
Adjustable Mattress		3.5%	33
Innerspring Mattress		3.8%	36
Pillow Top Mattress		4.0%	38
Foam Mattress		3.4%	32
Linens (Bedroom)		12.7%	120
Memory Foam Mattress		5.6%	53
Queen Size Bed		7.8%	74
King Size Bed		5.6%	53
Smoke Alarm or Detector		3.4%	32

Value		Percent	Responses
Window Coverings		5.1%	48
Patriotic Flags		3.0%	28
Alexa for Home		3.8%	36
None of the above / Does not apply		55.3%	523
Gas Burning Freestanding Stoves		0.6%	6
Solar Water Heater		0.6%	6
Latex Mattress		0.4%	4
Gel Mattress		1.9%	18
Twin Size Bed		2.3%	22
Swimming Pool (Above Ground)		1.2%	11
Water Heater		2.4%	23
Swimming Pool (In-Ground)		0.4%	4
Remote Home Monitoring Video Camera		1.4%	13
Shutters		1.3%	12
Reclaimed Wood Furniture		1.0%	9
Sports Team Flags		1.6%	15
Smart Home Products		2.8%	26
Smart Appliances		2.8%	26
Smart Lock / Front Door		2.0%	19

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		6.5%	61
Fine Art		2.8%	26
Photographs		10.7%	101
Pottery		3.7%	35
Blown Glass		2.9%	27
Stone Carvings		1.8%	17
Sculpture		2.0%	19
Artistic Wall Decor		7.4%	70
Wood Carvings		4.1%	39
Poster Art		2.2%	21
Religious Art		4.7%	44
Stained Glass		2.6%	25
Ceramics		3.0%	28
Metal Work Art		4.9%	46
Music Memorabilia		2.0%	19
Movie Memorabilia		1.8%	17
None of the above / Does not apply		72.8%	688






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

Value		Percent	Responses
Refrigerator		7.8%	74
Portable Dishwasher		1.8%	17
Dishwasher		6.9%	65
Freezer		4.3%	41
Range		5.7%	54
Range Hood		2.6%	25
Wall Oven		1.0%	9
Washer		6.0%	57
Dryer		6.0%	57
Blender		4.6%	43
Tea Kettle		2.9%	27
Microwave		8.4%	79
Window Air Conditioner		1.8%	17
Coffee or Espresso Machine		11.1%	105
Vacuum Cleaner		7.3%	69
None of the above / Does not apply		61.0%	576






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		4.2%	40
Battery		12.6%	119
Child Car Seat		3.5%	33
Floor Mats		7.7%	73
Lights		4.8%	45

Value		Percent	Responses
Seat Covers		4.8%	45
Tires		20.7%	196
Wiper Blades		25.5%	241
None of the above / Does not apply		50.5%	477
Canopy		0.7%	7
Grill Guard		1.6%	15
Ground Effects		0.5%	5
Mirror(s)		2.4%	23
Motorcycle Accessories		2.2%	21
Motorcycle Parts		2.2%	21
Performance Parts		1.7%	16
RV Accessories or Supplies		1.8%	17
Roof Rack (For Bike, Kayak, Etc.)		0.5%	5
Roof Rack (Luggage or Equipment Container)		0.4%	4
Running Boards		1.5%	14
Spoiler		0.4%	4
Step Bar		0.7%	7
Stereo System (Auto, Car or Truck)		1.2%	11
Tool Box		0.8%	8
Trailer Hitch		0.8%	8
Truck Bed Liner		0.7%	7
Visor		0.7%	7
Wheels or Rims		2.1%	20
Winch		0.3%	3
Window Tinting Equipment (Auto)		0.8%	8







Value		Percent	Responses
Cargo Trailer (Vehicle Hauler)		0.7%	7
Cargo Trailer (Flat)		0.7%	7
Cargo Trailer (Motorcycle)		0.2%	2
Cargo Trailer (Boat)		0.2%	2
Cargo Trailer (Box)		0.3%	3


























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

Value		Percent	Responses
Dealership		34.8%	329
National chain service center (e.g. Jiffy Lube)		10.2%	96
Private service center		31.5%	298
Friend/Family		15.4%	146
Other		8.0%	76




Total: 945

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		6.7%	63
60,000 Mile Service		5.5%	52
100,000 Mile Service		6.6%	62
Auto Detailing		6.0%	57
Auto Repair (General)		10.2%	96
Alignment		8.5%	80

Value		Percent	Responses
Body Work		7.4%	70
Brake Replacement, Adjustment		6.6%	62
Car Wash		43.5%	411
Gas or Service Station Services		18.9%	179
Oil Change or Lube		42.4%	401
Preventative Maintenance		14.0%	132
Safety Inspection		3.4%	32
Shocks		3.3%	31
Tire Mounting or Installation		8.5%	80
Tune-Up		11.1%	105
Windshield or Glass Repair		9.4%	89
None of the above / Does not apply		23.5%	222
Auto Warranty Work (Work Covered by Warranty)		2.3%	22
Car Rental		1.6%	15
Electrical Repair		2.6%	25
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.3%	12
Motor Repair or Replacement		1.4%	13
Motorcycle Repair		1.4%	13
Muffler		2.2%	21
Painting		1.9%	18
RV Maintenance or Service		1.5%	14
Stereo Installation		1.1%	10
Transmission or Clutch Repair		1.4%	13
Upholstery Repair		2.1%	20
Vehicle Air Conditioning Repair		2.4%	23





















Value		Percent	Responses
Vehicle Storage		0.8%	8
Vehicle Towing		0.7%	7
Windshield or Window Tinting		2.1%	20

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		9.2%	87
CarFax		14.1%	133
CarGurus.com		6.0%	57
CarMax.com		4.1%	39
Cars.com		7.5%	71
Craigslist Auto		11.9%	112
KBB.com		4.9%	46
Facebook Dealer Page		7.4%	70
Edmunds.com		3.3%	31
Local Dealer Site		50.6%	478
UsedCars.com		6.6%	62
Local TV Site		5.0%	47
Local Radio Site		3.8%	36
Other Local Website		12.9%	122
None of the above / Does not apply		32.2%	304
Yahoo! Autos		1.2%	11
Automotive.com		1.8%	17
Autoblog.com		0.8%	8
CarsDirect.com		1.2%	11
eBay Motors		2.6%	25
MotorTrend.com		1.4%	13
The Car Connection		0.2%	2

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		49.4%	467
Beauty Products		39.9%	377
Cosmetics		42.5%	402
Babysitting		7.1%	67
Facial		14.4%	136
Hair Care Products		59.3%	560
Hair Coloring		33.2%	314
Hair Cut		67.7%	640
Hair Removal		7.7%	73
Hair Extensions, Wigs or Weaves		1.9%	18
Manicure		16.1%	152
Massage Therapy		21.1%	199
Pedicure		22.1%	209
Tanning Products		3.0%	28
Tanning Bed or Spray Tan		4.8%	45
Tattoo or Piercing		6.9%	65
Spa Bed (Red Light Therapy or Hydration station)		0.6%	6
None of the above / Does not apply		11.0%	104

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

Value		Percent	Responses
Books (New)		33.9%	320
Books (Used)		31.0%	293
Books (Children's)		22.8%	215
Board Games		24.0%	227
Lottery Ticket		46.3%	438
Collectibles		7.1%	67
Vinyl Records		3.9%	37
Fire Works		11.7%	111
Computer Games		8.8%	83
DVD Movies (Buy)		22.5%	213
DVD Movies (Rent)		15.4%	146
DVD Movies (Children's)		9.1%	86
Magazines		29.9%	283
TV or Movie Themed Toys		5.5%	52
Toys		21.8%	206
Video Game Console		3.4%	32
Video Console Games		8.0%	76
None of the above / Does not apply		16.8%	159
Comics		2.8%	26
Graphic Novels		2.5%	24
Handheld Game Console		2.0%	19
Handheld Console Games		2.3%	22

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	6.0%	57
Host or Attend a Retirement Party	5.5%	52
Host or Attend a Graduation Party	15.4%	146
Purchase Gourmet Cupcakes	3.5%	33
Purchase Cake, Tart or Pastries for Special Occasion	8.9%	84
None of the above / Does not apply	71.6%	677
Purchase a Wedding Dress	1.3%	12
Purchase a Tuxedo	0.8%	8
Rent a Tuxedo	1.1%	10
Purchase a Bridesmaid Dress	1.6%	15
Rent a Hall or Event Space for Wedding or Special Event	2.6%	25
Hire a Musician or Band for Wedding or Special Event	1.8%	17
Purchase a Wedding Cake	1.3%	12
Use a Wedding Planner	0.2%	2
Use a Party Planner	0.3%	3
Hire a Caterer for Wedding or Special Event	1.5%	14
Use a Florist for a Wedding or Special Event	2.0%	19
Rent a Chauffeured Vehicle	0.7%	7
Go on a Honeymoon	2.1%	20
Hire a Photographer for Wedding or Special Event	2.6%	25
Hire a Videographer for Wedding or Special Event	0.7%	7
Host or Attend a Bar Mitzvah or Bat Mitzvah	0.4%	4
Host or Attend a Quinceanera Party	0.5%	5

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		6.2%	59
Ceramics and Pottery		4.2%	40
Collectables		7.6%	72
Comic Books and Related Collectables		3.0%	28
Do-It-Yourself (DIY)		29.8%	282
Games or Puzzles		24.1%	228
Beer Brewing Supplies		3.0%	28
Wine Making Supplies		1.8%	17
Jewelry Making Supplies or Beads		8.5%	80
Knitting		7.9%	75
Making Arts and Crafts		18.2%	172
Paper Crafts		7.8%	74
Quilting		9.3%	88
Scrapbooking		10.1%	95
Toy Collecting		2.8%	26
Trains, Plane & Car Model Kits		2.0%	19
None of the above / Does not apply		41.0%	387

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		45.1%	426
Train Trip		8.3%	78

Value		Percent	Responses
Book Hotel Room		51.9%	490
Business Travel		7.0%	66
Buy Travel Tickets		16.2%	153
Hotel or Resort Stay		27.7%	262
International Travel		7.1%	67
Take a Cruise		8.3%	78
Travel Packages		9.0%	85
Use a Travel Agent or Agency		8.6%	81
Vacation Inside Home State		19.2%	181
Vacation Outside Home State		30.1%	284
Rent a Car		14.7%	139
Book Local Lodging for Guests		4.4%	42
Stay at an RV Park		5.1%	48
Stay at a Casino		10.6%	100
Gamble at a Casino		19.3%	182
Play Bingo		9.7%	92
Does not apply		25.0%	236
Buy Luggage		2.6%	25
Charter a Boat		0.8%	8
Chartered Fishing Trip		2.5%	24
Golf Vacation		2.3%	22
Ski Resort Stay		1.4%	13
Rent RV		1.2%	11











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)		7.2%	68
Attend College or University (Part Time)		3.7%	35
Attend Classes at Community College		3.7%	35
Online Continuing Education Courses		6.3%	60
Professional Certification or Accreditation Courses		3.4%	32
Arts or Crafts Lessons (Adult)		8.0%	76
Attend a Free Lecture or Seminar		11.5%	109
Attend Paid Lecture, Seminar or Special Class		4.3%	41
Dance Lessons		4.4%	42
Music lessons (Child)		3.0%	28
Sports lessons (Child)		3.2%	30
Yoga, Pilates, or Zumba		9.5%	90
Attend a Local Workshop		9.0%	85
None of the above / Does not apply		58.8%	556
Attend Graduate School		2.4%	23
Business School		0.6%	6
Learning Center		0.5%	5
Culinary School		0.8%	8
Trade School		2.2%	21
Language Lessons (Adult)		1.7%	16
Music Lessons (Adult)		2.2%	21
Sports Lessons (Adult)		0.7%	7
Cooking Lessons (Adult)		2.9%	27
Real Estate Classes		0.8%	8
















Value		Percent	Responses
Child Education or Tutoring		1.6%	15
Personal Physical Training		2.4%	23
Language Lessons (Child)		0.4%	4
Arts or Crafts Lessons (Child)		1.8%	17
Change School		0.4%	4
Attend a Religion Based School		1.1%	10

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

Value		Percent	Responses
Brushes		15.0%	142
Oil paints		5.1%	48
Acrylic Paints		15.4%	146
Markers		15.1%	143
Specialty Paper		11.0%	104
Fabric Craft Supplies		16.7%	158
Beads		8.8%	83
Art Pencils and Pens		15.2%	144
Scrapbooking Supplies		11.1%	105
None of the above / Does not apply		57.7%	545

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		0.7%	7
Clarinet		0.5%	5
Drums		1.7%	16
Flute		0.3%	3
Acoustic Guitar		2.4%	23
Electric Guitar		1.5%	14
Electric Keyboard		1.6%	15
Piano		2.4%	23
Piano (High End)		0.4%	4
Trombone		0.1%	1
Trumpet		1.1%	10
Violin		0.8%	8
None of the above / Does not apply		92.4%	873





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		8.3%	78
French		4.3%	41
Asian		22.4%	212
German		10.1%	95
American (New)		33.0%	312
Italian		37.8%	357
Cajun or Creole		7.0%	66
Indian		7.4%	70
Chinese		48.5%	458
American (Traditional)		74.0%	699
Thai		9.1%	86
Middle Eastern		3.3%	31
Japanese		8.6%	81
Mexican		60.5%	572
Vietnamese		4.1%	39
Southern		10.3%	97
Tex-Mex		16.2%	153
Spanish		6.5%	61
Mediterranean		7.1%	67
None of the above / Does not apply		8.5%	80















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		16.7%	158















Value		Percent	Responses
Fish & Chips		18.0%	170
Golf Course Restaurant, Bar or Snack Bar		4.4%	42
Barbeque		28.6%	270
Deli		23.1%	218
Breakfast or Brunch		48.8%	461
Appetizers		45.5%	430
Dessert		28.1%	266
Chicken Wings		25.4%	240
Hamburgers		70.3%	664
Chicken		49.4%	467
Frozen Yogurt		11.3%	107
Live or Raw food		3.1%	29
Theme Restaurants		4.6%	43
Soup		32.4%	306
Salad		44.4%	420
Pizza (Dine In)		31.4%	297
Pizza (Delivery)		23.2%	219
Steak		39.0%	369
Juice or Smoothies		13.0%	123
Sandwiches		49.9%	472
Pizza (Carry Out)		48.3%	456
Pizza (Take & Bake)		22.8%	215
Seafood		27.8%	263
Steakhouse		25.9%	245
Sushi		9.0%	85

Value		Percent	Responses
Vegetarian		3.5%	33
None of the above / Does not apply		7.0%	66
Tapas or Small Plates		2.6%	25
Vegan		1.9%	18
Pho		1.9%	18

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		13.5%	128
Locally Grown Produce		20.8%	197
Healthful Children's Dining		6.2%	59
Environmental Sustainability		11.5%	109
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.8%	45
Hyper-Local Sourcing		1.0%	9
Gluten Free Cuisine		6.8%	64
Sustainable Seafood		6.6%	62
Raw or Live Food Options		1.3%	12
Specialty Appetizers		9.3%	88
Specialty Salads		14.2%	134
Specialty Soups		9.9%	94
Specialty Desserts		8.4%	79
None of the above / Does not apply		56.8%	537

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		17.9%	169
Non-Smoking Environment		44.7%	422
Child Friendly		20.7%	196
Serve Alcohol		21.3%	201
Pool Tables		2.4%	23
Locally Brewed Beer		7.5%	71
Live Music		7.6%	72
Bar		20.1%	190
Large Craft Beer Selection		6.5%	61
Large Wine Selection		4.0%	38
Hand Crafted Cocktails		3.2%	30
Farm to Table Dining		15.4%	146
Senior Discounts		31.6%	299
None of the above / Does not apply		20.5%	194

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		21.4%	202
Foreign Beer		7.1%	67
Red Wine		18.3%	173
White Wine		17.4%	164
Dessert Wine		3.5%	33
Mixed Drinks		31.1%	294
Hand Crafted Cocktails		8.4%	79
Beer Cocktails		12.4%	117
"Top Shelf" Spirits		8.4%	79
Champagne		2.0%	19
Champagne Cocktails		1.4%	13
Energy Drink based Mixed Drinks		2.4%	23
Premium Tequila		3.3%	31
Alcoholic Cider		4.0%	38
Locally Distilled Spirits		3.2%	30
None of the above / Does not apply		41.9%	396

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







Value		Percent	Responses
Purchase Home in Senior Housing Community		0.5%	5
Purchase Commercial or Business Property		0.8%	8
Purchase Condominium or Townhouse		0.6%	6
Purchase Manufactured or Modular Home		1.4%	13
Purchase Investment Property		1.8%	17
Purchase Personal Residence		4.0%	38
Purchase Custom Built Home		1.2%	11
Purchase Residential Real Estate at an Auction		0.7%	7
Purchase Land or Agricultural Property		2.1%	20
Purchase Vacation Property		1.0%	9
Purchase Other		2.2%	21
None of the above / Does not apply		88.7%	838

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












Value		Percent	Responses
Sell Personal Residence		5.3%	50
Sell Vacation Property		0.4%	4
Sell Condominium or Townhouse		0.1%	1
Sell Investment Property		1.2%	11
Sell Land or Agricultural Property		1.6%	15
Sell Commercial or Business Property		0.6%	6
Sell Manufactured or Modular Home		0.3%	3
Plan to Sell Home in Master-Planned Community		0.3%	3
Sell Other		1.3%	12
None of the above / Does not apply		90.1%	851







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

Value		Percent	Responses
New home in master planned community; new development		2.6%	1
New home, but outside of development		18.4%	7
New home that I will have contractor build		13.2%	5
Existing home less than 10 years old		31.6%	12
Existing home more than 10 years old		55.3%	21
Other		10.5%	4

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		3.8%	36
Rent House (Residence)		5.6%	53
Rent Manufactured or Modular Home		1.0%	9
Rent or Lease Commercial Property		0.6%	6
Rent Agricultural Land		2.6%	25
Rent Subsidized Housing		1.4%	13
Rent Condo/Townhouse		2.2%	21
Rent Section 8 Housing		1.8%	17
None of the above / Does not apply		85.9%	812

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%	35
Use a Realtor to Buy Real Estate		3.0%	28
Use a Realtor to Buy and Sell Real Estate		2.5%	24
Plan to Sell Property Myself		3.0%	28
Use a Real Estate Broker		1.5%	14
None of the above / Does not apply		89.2%	843

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

Value		Percent	Responses
New Home Loan		4.0%	38
Home Remodel or Renovation Loan		3.0%	28
Business Construction Loan		0.7%	7
Home Construction Loan		2.1%	20
Equity Loan		2.5%	24
Land Loan		1.7%	16
Reverse Mortgage		0.3%	3
Real Estate Loan for existing home		1.9%	18
Refinance Home		1.8%	17
None of the above / Does not apply		87.0%	822

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

Value		Percent	Responses
Craigslist Homes		6.7%	63
Facebook		8.7%	82
Google		7.0%	66
Auction.com		2.2%	21
Homes & Land		2.5%	24
Homes.com		3.7%	35
HomeFinder		6.6%	62
MLS.com		10.6%	100
National Real Estate Co. Site		1.2%	11
Local MLS Site		20.4%	193
RealEstate.com		6.9%	65
Realtor.com		21.1%	199
Realty.com		3.9%	37
Redfin		0.5%	5
Trulia		9.5%	90
Zillow		30.3%	286
ZipRealty.com		1.0%	9
None of the above / Does not apply		45.5%	430

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

Value		Percent	Responses
Apartments.com		11.9%	112
Apartmentguide.com		5.8%	55
Craigslist		11.9%	112
Forrent.com		1.2%	11
HomeFinder.com		6.7%	63
Hotpads.com		0.4%	4
Rent.com		7.9%	75
Trulia		7.1%	67
Zillow		21.2%	200
None of the above / Does not apply		60.8%	575

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		73.3%	693
No, don't know who to call		26.7%	252

























Total: 945

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		74.0%	699
No, don't know who to call		26.0%	246

Total: 945




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		7.9%	75
Craft Beer		17.2%	163
Champagne		4.3%	41
Premium Hard Alcohol or Spirits		8.0%	76
White Wine		22.2%	210
Red Wine		23.5%	222
Cigars		3.0%	28
Major Brand Cigarettes		5.8%	55
Smokeless Tobacco		3.0%	28
Discount Cigarettes		8.6%	81
Discount Hard Alcohol or Spirits		9.8%	93
Domestic Beer		32.5%	307
Alcoholic Cider		4.9%	46
None of the above / Does not apply		36.3%	343
Recreational Marijuana		2.3%	22
Marijuana Accessories		1.6%	15
Vaping Kit		1.0%	9
Vaping Accessories		1.9%	18
Roll Your Own Cigarette Supplies		2.1%	20
E-Liquids / Vape Juice		1.4%	13
Pipe Tobacco		1.8%	17
Electronic Cigarette Supplies		1.6%	15
Hookah Accessories		0.5%	5
Hookah		0.3%	3

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

Value		Percent	Responses
Cannabis Dry Flower/Bud		48.0%	12
Cannabis Edibles		48.0%	12
Cannabis Tinctures		20.0%	5
Cannabis Vaporizers		16.0%	4
Cannabis Cleaning Tools or Supplies		12.0%	3
Cannabis Concentrates		24.0%	6
Cannabis Pre-Rolls		24.0%	6
Organic Cannabis Products		32.0%	8
Cannabis Oil		56.0%	14
Cannabis Beauty & Skin Care Products		24.0%	6
Cannabis Beverages		28.0%	7
Cannabis Chocolates		44.0%	11
Medical Cannabis		40.0%	10
CBD Cannabis		36.0%	9
None of the above / Does not apply		16.0%	4


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		25.8%	244
Specialty Teas		12.0%	113
Specialty Coffee		23.4%	221
















Value		Percent	Responses
Gourmet Deli Counter Items		11.9%	112
Cookies		41.3%	390
Snack Cakes		17.8%	168
Potato Chips		55.1%	521
Soft Drinks		47.7%	451
Energy Drinks		9.8%	93
Energy Bars		14.1%	133
Noodle Bowls		8.8%	83
Cupcakes		15.8%	149
Birthday Cake		17.8%	168
Beef Jerky or Meat Sticks		25.4%	240
Bottled Water		46.5%	439
Candy		41.6%	393
Fruit		68.5%	647
Nuts		41.9%	396
Chocolates		44.2%	418
Ice cream		54.8%	518
Cheese		77.2%	730
Artisan Bread		15.0%	142
Artisan Meats		3.2%	30
Sports Drinks		11.7%	111
Basic Condiments		30.5%	288
Canned Sauces		34.7%	328
Cereal		62.5%	591
Milk		79.4%	750



Value		Percent	Responses
Chicken		74.1%	700
Pork		49.6%	469
Beef		63.9%	604
Game Meats		4.0%	38
Fish		39.2%	370
Pasta		59.5%	562
Snack Mixes		17.9%	169
Vegetables		67.4%	637
Olive Oil		43.6%	412
Balsamic Vinegar		13.3%	126
Frozen Entrees		38.0%	359
Eggs		80.0%	756
Locally Raised Beef, Pork, Poultry		21.3%	201
Locally Grown Fruit and Vegetables		36.8%	348
Locally Produced Honey		19.4%	183
Organic Food		12.4%	117
Pickled Vegetables		13.9%	131
Artisan Cheese		11.5%	109
Alternative "Meat" Products		5.8%	55
Nut Butter		13.4%	127
Sausage		42.2%	399
Donuts		28.3%	267
Pastries		21.5%	203
Artisan Condiments		2.1%	20
Caviar		0.2%	2

Value		Percent	Responses
None of the above / Does not apply		2.8%	26

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

Value		Percent	Responses
Convenience		64.6%	610
Better Prices		78.0%	737
Variety		36.1%	341
Quality of Selection		51.7%	489
Quality of Produce		60.0%	567
Healthy Options		27.1%	256
Speed of Check Out		27.9%	264
Size of Store		12.4%	117
Number of Checkouts		17.9%	169
Cleanliness of Store		55.9%	528
Parking		32.8%	310
Help with Bagging/Packing		16.2%	153
Loyalty Tokens/Stamps		7.8%	74
Home Delivery		2.0%	19
None of the above / Does not apply		4.0%	38

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		65.5%	619
Take items home immediately		61.4%	580
Return items more easily		36.8%	348
Enjoy the in-store experience		38.9%	368
Can ask questions to store associates		38.1%	360
To support local businesses		65.0%	614
More secure than online purchase		17.8%	168
Better prices		23.5%	222
Quality of service		27.4%	259
Better Selection		21.3%	201
Local flavor or uniqueness		17.2%	163
None of the above / Does not apply		6.1%	58













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		50.6%	478
Donate to a Charity		46.1%	436
Donate to a Church		51.6%	488
Donate to Political Party or Government Representative		7.0%	66
Join a New Church		4.3%	41
Volunteer at Church		26.7%	252
Volunteer for Nonprofit Group		18.9%	179
Retire		4.9%	46
Vote in Upcoming Local Elections		39.4%	372
Vote in Upcoming State or National Elections		39.0%	369
Purchase Season Tickets for Performing Arts		4.3%	41
Attend a Holiday Themed Performance		24.2%	229
Community Activity		37.2%	352
Support an Organization		13.8%	130
Join an Organization		3.0%	28
Make a Donation		33.0%	312
Register to Vote		4.8%	45
None of the above / Does not apply		13.7%	129
Donate Vehicle		0.3%	3
Have a Baby		2.8%	26
Get Married		2.4%	23
Look into Private Schooling for Children		0.8%	8










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		33.7%	318
Community Event		57.7%	545
Festival		39.0%	369
Live Performance		38.6%	365
Fundraising Event		29.4%	278
Seminar		7.4%	70
School Event		40.5%	383
Corporate Event		5.4%	51
Trade Show		14.2%	134
Conference		15.1%	143
Networking Event		6.5%	61
Radio Station Sponsored Event		9.6%	91
Television Station Sponsored Event		3.8%	36
Newspaper Sponsored Event		12.3%	116
None of the above / Does not apply		14.8%	140

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



Value		Percent	Responses
Participate in Organized Athletics		6.1%	58
Use a Zip Line		6.3%	60
Go Camping		26.1%	247
Go Mountain Biking		3.2%	30
Go Touring on a Bicycle		3.8%	36
Go to a Community or City Swimming Pool		21.3%	201
Take a Guided Backpacking or Hiking Trip		2.9%	27
Attend a Horse Race		5.7%	54
Attend a Car, Truck or Motorsport Race		9.2%	87
Participate in City or Municipal Sponsored Programs		11.3%	107
Join or Change Health or Fitness Club		7.6%	72
None of the above / Does not apply		46.3%	438

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		23.6%	223
Local Business Blog		4.0%	38
Local Business Email		10.4%	98
CitySearch		3.9%	37
Snapchat		19.6%	185
Instagram		21.7%	205
Cinema Ads		9.5%	90
Facebook Business Page		21.6%	204
Reviews on Yelp! or Google+		7.9%	75

Value		Percent	Responses
YouTube Promo Video		10.4%	98
Local Business Text Message		4.9%	46
Pandora		17.5%	165
Online Yellow Pages		6.1%	58
Google Search		58.8%	556
eBay		35.0%	331
Spotify		7.9%	75
Pinterest		36.6%	346
Google+ Local		8.6%	81
Clicked on Google Sponsored Ad		13.1%	124
LinkedIn		13.5%	128
Craigslist		25.5%	241
Bing		12.2%	115
Twitter		14.4%	136
Amazon		73.9%	698
None of the above / Does not apply		6.5%	61
Digital Billboard		1.5%	14
Angie's List		2.5%	24
Xing		0.2%	2

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

Value		Percent	Responses
Yes		79.5%	751
No		20.5%	194

Total: 945

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

Value	Percent	Responses
Yes	54.6%	516
No	45.4%	429
<b>Total: 945</b>		


























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




















Value	Percent	Responses
Yes	35.4%	335
No	64.6%	610
<b>Total: 945</b>		

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



Value	Percent	Responses
Apparel and Accessories	50.7%	479
Arts and Entertainment	25.7%	243
Automotive - (General)	22.9%	216
Automotive - (New Vehicle Dealership)	10.9%	103
Automotive - (Used Vehicle Dealership)	15.9%	150
Automotive - (Auto Parts store)	11.3%	107
Automotive - (Auto Repair business)	6.8%	64
Automotive - (Auto Body shop)	4.6%	43
Tire Business	16.1%	152
Beauty and Spa Related Businesses	14.8%	140



Value		Percent	Responses
Child Related Businesses		6.0%	57
Community and State Services		16.6%	157
Education		12.7%	120
Employment Related Businesses		12.1%	114
Event Planning and Services		6.6%	62
Family Activity Related Businesses		11.4%	108
Farm Equipment and Agriculture Businesses		7.4%	70
Financial Services		7.4%	70
Fitness Businesses or Providers		4.4%	42
General Retail		34.6%	327
Grocery / Market		27.5%	260
Home and Garden Related Businesses		15.7%	148
Building Supply/Lumber Business		11.1%	105
Home Service Businesses		6.9%	65
Home Service Contractors		5.3%	50
Hotel and Travel Related Businesses		24.8%	234
Local Services		25.0%	236
Medical Related Businesses - (General)		14.1%	133
Medical Related Businesses - (Chiropractor)		3.7%	35
Medical Related Businesses - (Dentist)		7.7%	73
Medical Related Businesses - (Hospital)		5.3%	50
Nightlife Related Businesses		5.7%	54
Pet / Animal		22.8%	215
Professional Services		10.7%	101
Real Estate Service Businesses		6.2%	59

Value		Percent	Responses
Recreation Related Businesses		4.8%	45
Restaurant / Bar / Lounge		26.7%	252
Senior Related Businesses		7.2%	68
Specialty Food and Drink		9.7%	92
General Retail - Children's Clothing Store		8.1%	77
General Retail - Clothing Accessory Store		13.9%	131
General Retail - Computer Store		8.5%	80
General Retail - Farming and Agriculture Business		4.2%	40
General Retail - Furniture Store		10.7%	101
General Retail - Hardware Store		10.5%	99
General Retail - Home Entertainment Store		4.6%	43
General Retail - Jewelry Store		5.5%	52
General Retail - Major Appliance Store		7.6%	72
General Retail - Men's Clothing Store		12.1%	114
General Retail - Mobile Phone Store		7.1%	67
General Retail - Shoe Store		14.9%	141
General Retail - Women's Clothing Store		24.3%	230
None of the above / Does not apply		16.8%	159
Motorsport Businesses		2.5%	24

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

Value		Percent	Responses
Yes		18.7%	177
No		81.3%	768























Total: 945

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	14.2%	134
Get a New Part Time Job	9.7%	92
Get a Temporary or Seasonal Job	5.7%	54
Use an Employment or Temporary Employment Agency	2.9%	27
Use a Career Counselor	0.6%	6
Get a Second (or Third) Job	4.9%	46
Get First Job after High School	0.5%	5
Get First Job after College	1.0%	9
None of the above / Does not apply	73.2%	692

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
Agriculture	3.0%	28
Retail	4.8%	45
Admin & Clerical	9.4%	89
Accounting	3.4%	32
Hotel - Hospitality	3.9%	37
Health Care	7.6%	72
Grocery	4.3%	41
Customer Service	9.4%	89
Management	5.2%	49
Education	5.1%	48

Value		Percent	Responses
NonProfit		3.5%	33
Government		4.6%	43
Restaurant - Food Services		3.3%	31
Sales & Marketing		4.1%	39
None of the above / Does not apply		65.6%	620
Automotive		1.4%	13
Warehouse		2.9%	27
Construction		1.5%	14
Manufacturing		2.0%	19
Entry Level (New Graduate)		1.5%	14
Banking & Finance		2.6%	25
Child Care		2.3%	22
Real Estate		1.2%	11
Insurance		1.3%	12
Legal		1.5%	14
Media		1.8%	17
Installation - Maintenance - Repair		0.7%	7
Executive Level		2.5%	24
Engineering		0.4%	4
Information Technology		1.7%	16
Skilled Labor - Trades		2.2%	21
Transportation		2.1%	20




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		29.7%	281
Local Agency Site		17.0%	161
Craigslist		9.0%	85
Facebook		12.8%	121
Indeed.com		20.7%	196
LinkedIn		11.4%	108
Monster.com		7.9%	75
CareerBuilder		7.2%	68
GlassDoor		3.9%	37
SimplyHired.com		3.3%	31
AOL Jobs		1.2%	11
SnagAJob.com		2.3%	22
Dice.com		0.3%	3
USAjobs.gov		8.5%	80
USAjobs.org		5.4%	51
ZipRecruiter		5.0%	47
JobDiagnosis		0.4%	4
TheLadders		0.4%	4
None of the above / Does not apply		47.2%	446







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		22.1%	209
Yellow Pages directory		3.5%	33
Direct mail flyer		16.7%	158
Deal program/offer		7.5%	71
Facebook business page offer		11.3%	107
Billboard advertising		3.1%	29
None of the above / Does not apply		61.3%	579

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)		16.0%	151
Purchased an online deal to a local business in the past 3 months		11.9%	112
None of the above / Does not apply		77.4%	731

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		8.3%	78
Read ads and keep them - using one or two		43.9%	415
Read ads and keep them - without using any		4.0%	38
Read ads but throw away without using any		20.7%	196
Throw ads away unread		15.4%	146
Do not receive direct mail or advertisements at home or PO Box		7.6%	72

Total: 945

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 %	31 3.3%	157 16.6%	466 49.3%	38 4.0%	36 3.8%	112 11.9%	105 11.1%	945
County election Count Row %	45 4.8%	131 13.9%	487 51.5%	35 3.7%	33 3.5%	105 11.1%	109 11.5%	945
State election Count Row %	34 3.6%	233 24.7%	374 39.6%	41 4.3%	43 4.6%	117 12.4%	103 10.9%	945
Total Total Responses								945

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

Value	Percent	Responses
Yes	86.0%	813
No	14.0%	132














Total: 945

147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	88.5%	836
No	11.5%	109








Total: 945

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		3.7%	35
Used Vehicle Dealership		6.7%	63
New and Used Vehicle Dealership		10.6%	100
Automotive Service		10.9%	103
Tire Store		9.9%	94
Auto Parts Store		12.6%	119
Recreation Vehicle (RV) Dealership		1.9%	18
RV or Camper Service		2.6%	25
Boat Dealer		0.7%	7
Boat Service		0.6%	6
Motorcycle Dealer		1.7%	16
Motorcycle Repair Shop		1.1%	10
None of the above / Does not apply		68.1%	644

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		3.1%	29
Legal Firm or Attorney		2.4%	23
Insurance Agency		6.0%	57
Tax Advisor		3.0%	28
Telecommunications Provider		2.2%	21
Internet Service Provider		5.8%	55
None of the above / Does not apply		84.8%	801

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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		1.0%	9
Hearing Aid Center		1.8%	17
Cardiologist		2.1%	20
Chiropractor		4.6%	43
Dentist		11.2%	106
Dermatologist		3.0%	28
Hospital		5.1%	48
Mental Health Provider		2.1%	20
Optometrist		3.7%	35
Pediatrician		0.7%	7
General Practitioner		6.9%	65
Rehabilitation Clinic		0.7%	7
Urgent Care Clinic		3.0%	28
Surgical Specialist		2.1%	20
Weight Loss Service		2.5%	24
None of the above / Does not apply		75.4%	713







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

Value		Percent	Responses
Carpet Cleaning Service		3.0%	28
Electrician		2.3%	22
Handyman		4.4%	42
Heating & Air Conditioning Service		3.1%	29
Remodeling Contractor		1.1%	10
General Contractor		2.9%	27
Landscaper		1.1%	10
New Home Builder		0.3%	3
Painting Contractor		0.7%	7
Plumber or Plumbing Contractor		3.0%	28
Roofing Contractor		2.4%	23
None of the above / Does not apply		86.7%	819









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

Value		Percent	Responses
Apartment Rental Agency		2.6%	25
Home Inspector		0.7%	7
Mortgage Broker		1.3%	12
Property Manager		1.2%	11
Realtor		5.7%	54
None of the above / Does not apply		91.3%	863


















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

Value		Percent	Responses
Real Estate Loan Provider		1.2%	11
Automotive Loan Provider		1.0%	9
Financial Advisor		3.4%	32
Bank		14.3%	135
Credit Union		4.9%	46
None of the above / Does not apply		81.2%	767









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		10.7%	101
Ethnic Restaurant		7.4%	70
Family Style Restaurant		18.9%	179
Fast Food Restaurant		16.0%	151
Fine Dining Restaurant		9.7%	92
Pizza Restaurant		17.8%	168
Restaurant with Bar or Lounge		11.0%	104
None of the above / Does not apply		57.0%	539




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

Value		Percent	Responses
Building Supply-Lumber Yard		8.9%	84
Clothing Accessory Store		7.9%	75
Major Appliance Store		4.3%	41
Computer Store		5.5%	52
Farming and Agriculture Business		4.8%	45
Furniture Store		7.7%	73
Grocery Store		17.1%	162
Hardware Store		7.3%	69
Home Entertainment Store		2.0%	19
Jewelry Store		3.9%	37
Mobile Phone Store		3.8%	36
Shoe Store		9.2%	87
Specialty Food Business		1.1%	10
Women's Clothing Store		19.2%	181
Men's Clothing Store		5.7%	54
Children's Clothing Store		6.0%	57
None of the above / Does not apply		58.1%	549

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

Value		Percent	Responses
Any Beauty Related Business		6.5%	61
Any Child Related Business		4.0%	38
Any Event Planning Business		1.6%	15
Any Education Business		3.3%	31
Any Fitness Business		3.9%	37
Any Pet Related Business		9.5%	90
Any Senior Related Business		4.1%	39
None of the above / Does not apply		78.5%	742

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		24.0%	227
No		51.4%	486
Does not apply		24.6%	232

Total: 945

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

Value		Percent	Responses
Arts and Entertainment		3.1%	7
Education		5.7%	13
Financial Services		4.4%	10
Health and Medical		7.0%	16
Home and Garden		3.1%	7
Home Service Businesses		4.4%	10
Local Services		5.7%	13
Pet / Animal		4.4%	10
Real Estate		5.7%	13
Other		40.6%	93
Apparel and Accessories		1.7%	4
Automotive		2.6%	6
Beauty and Spa		1.3%	3
Child Related Businesses		2.6%	6
Event Planning and Services		0.4%	1
Family Activity		0.4%	1
Fitness Businesses or Providers		0.4%	1
General Retail		1.7%	4
Grocery and Specialty Food/Drink		1.3%	3
Hotel and Travel		0.9%	2
Recreation		0.4%	1
Restaurant / Bar / Lounge		2.2%	5

**Total: 229**

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.		27.5%	63
Computer Hardware		18.3%	42
Office Copier		6.6%	15
Business Logo Apparel		17.5%	40
Networking Hardware or Software		7.4%	17
Office Furniture, Fixtures or Interiors		6.6%	15
Office Cleaning Supplies		17.9%	41
Office Supplies		44.5%	102
Office Printer		12.2%	28
Promotional Items		13.5%	31
Security System		2.6%	6
Telephone Systems		6.1%	14
Uniforms or Work Clothing		8.3%	19
None of the above / Does not apply		34.9%	80










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		9.2%	21
Business Advertising		5.2%	12
None of the above / Does not apply		81.2%	186
Business Financial Consulting		2.6%	6
Business Bottled Water Delivery		1.3%	3














Value		Percent	Responses
Business Advisory Services		0.4%	1
Business Cellular Phone Service		2.6%	6
Business Computer Consulting		0.9%	2
Business Construction Contractor		1.3%	3
Business Employment Agency		0.4%	1
Business Internet Services		2.2%	5
Business Internet Service Provider		1.7%	4
Business Legal Services or Attorney		1.3%	3
Business Marketing Services		1.3%	3
Business Meetings or Conventions		0.9%	2
Business Payroll Services		1.3%	3
Business Printing Services		2.6%	6
Business Realty Services		1.3%	3
Business Recruitment		0.9%	2
Business Sign Company Services		1.7%	4
Business Shuttle or Limo Services		0.4%	1
Business Staffing or Temp Services		0.4%	1
Business Travel Agency		0.4%	1
Business General Broadcast Media Service		1.3%	3
Business Radio Media Service		1.3%	3









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

Value		Percent	Responses
Rent New Office		1.3%	3
Buy New Office		1.3%	3
Add New Locations		2.6%	6
Renovate Existing Facilities		7.9%	18
Construct New Facilities		2.6%	6
Buy or Rent Industrial Space		0.9%	2
Buy or Rent Warehouse space		1.3%	3
Install New Commercial Carpeting		2.2%	5
None of the above / Does not apply		87.3%	200

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

Value		Percent	Responses
Purchase New Business Automobiles		0.9%	2
Purchase Used Business Automobiles		2.2%	5
Purchase New Business Trucks		1.3%	3
Purchase Used Business Trucks		2.2%	5
Lease New Business Automobiles		1.3%	3
Lease New Business Trucks		1.7%	4
Purchase New Business Delivery Vehicles		0.4%	1
Purchase Used Business Delivery Vehicles		2.2%	5
Purchase New Heavy Duty or Commercial Business Trucks		0.9%	2
Purchase Used Heavy Duty or Commercial Business Trucks		2.2%	5
None of the above / Does not apply		89.1%	204

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

Value		Percent	Responses
Business Insurance		1.7%	4
Business Health Insurance		6.1%	14
Business Dental Insurance		2.6%	6
Business 401K or Retirement Program		3.1%	7
Business "Key Man" Insurance		0.4%	1
Business Property Insurance		1.3%	3
Business Commercial Insurance		1.7%	4
None of the above / Does not apply		90.4%	207

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

Value		Percent	Responses
Local Newspaper		37.6%	86
Local Newspaper Site		11.4%	26
Local Radio		15.3%	35
Local Television		8.3%	19
Local Free or Alternative publication		6.6%	15
Other Print Publications		9.6%	22
Facebook		34.1%	78
Other Social Media		10.9%	25
Search Engine Optimization (SEO, SEM)		3.1%	7
Word of Mouth or Referrals		38.9%	89
Billboards		4.4%	10
Direct Mail		13.1%	30
Coupons or "Deal of the Day"		5.7%	13
Fliers or Door Hangers		5.2%	12
Yellow Pages		3.9%	9
Banner Ads		6.1%	14
Online Advertising		12.7%	29
None of the above / Does not apply		18.3%	42
Twitter		2.6%	6
Sign "Spinners"		0.4%	1
Telemarketing		1.3%	3
Retargeting Web Ads		0.4%	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		3.1%	7
Use social media for promoting business		15.8%	36
Website optimized for mobile (responsive)		8.3%	19
Ongoing search optimization (SEO, SEM)		3.5%	8
Banner ads		7.0%	16
Cost-per-click ads (CPC, PPC)		5.7%	13
Cost-per-mille ads (CPM)		1.8%	4
Programmatic ads		2.6%	6
Retargeting ads		3.1%	7
Video ads		2.6%	6
Google ads (Adwords)		6.1%	14
Facebook ads		20.6%	47
Sponsored content		3.5%	8
Email advertising		10.5%	24
Site analytics		3.9%	9
Use a Digital Agency		0.4%	1
Digital ads through newspaper		9.6%	22
None of the above/Does not apply		57.5%	131

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		3.9%	9
Use social media for promoting business		12.3%	28
Website optimized for mobile (responsive)		6.6%	15
Ongoing search optimization (SEO, SEM)		3.5%	8
Banner ads		4.8%	11
Cost-per-click ads (CPC, PPC)		4.8%	11
Cost-per-mille ads (CPM)		1.3%	3
Programmatic ads		1.3%	3
Retargeting ads		1.3%	3
Video ads		3.1%	7
Google ads (Adwords)		5.7%	13
Facebook ads		17.5%	40
Sponsored content		3.9%	9
Email advertising		9.6%	22
Site analytics		2.2%	5
Use a Digital Agency		0.4%	1
Digital ads through newspaper		7.5%	17
None of the above/Does not apply		64.9%	148





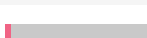
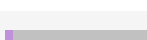
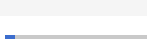
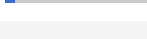
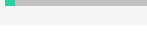
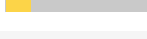
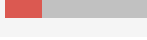
167. Would you like help in putting together a comprehensive advertising plan for your business?

Value		Percent	Responses
Yes		2.2%	5
No		88.1%	200
Don't know		9.7%	22
			<b>Total: 227</b>

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

Value		Percent	Responses
0%		5.0%	47
1% - 25%		37.0%	350
26% - 50%		24.2%	229
51% - 75%		20.5%	194
76% - 100%		13.2%	125
			<b>Total: 945</b>
Average		38%	

169. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.5%	5
20 - 24		2.1%	20
25 - 30		5.2%	49
31 - 34		4.0%	38
35 - 40		5.3%	50
41 - 45		5.7%	54
46 - 49		6.5%	61
50 - 54		8.0%	76
55 - 60		18.0%	170
61 - 69		25.9%	245
70 or older		18.7%	177

**Total: 945**

Average

57



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

Value		Percent	Responses
Metro / Urban		6.9%	65
Small/Mid-Size Town		48.7%	460
Suburban		9.2%	87
Rural		34.1%	322
Vacation community		0.2%	2
Other		1.0%	9




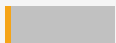








Total: 945

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		1.4%	13
High School Graduate (12th grade)		13.8%	130
Vocational or Technical Training		11.4%	108
Some College		23.7%	224
College Graduate		29.3%	277
Some Post-Graduate Study (No Advanced Degree)		4.8%	45
Post-Graduate Degree		15.6%	147

Total: 945








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

Value		Percent	Responses
Under \$20,000		11.4%	105
\$20,000 - \$24,999		7.6%	70
\$25,000 - \$29,999		5.3%	49
\$30,000 - \$34,999		6.3%	58
\$35,000 - \$39,999		6.4%	59
\$40,000 - \$44,999		5.5%	51
\$45,000 - \$49,999		7.3%	67
\$50,000 - \$74,999		18.8%	174
\$75,000 - \$99,999		14.4%	133
\$100,000 - \$124,999		8.7%	80
\$125,000 - \$149,999		3.0%	28
\$150,000 - \$200,000		3.5%	32
Over \$200,000		1.9%	18
			<b>Total: 924</b>

Average

\$63,892

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		3.3%	31
Black or African-American		1.1%	10
Asian		0.5%	5
White or Caucasian		89.6%	847
Hispanic		0.5%	5
Other		1.2%	11
Prefer not to answer		3.8%	36
			<b>Total: 945</b>

175. Are you...

Value		Percent	Responses
Male		18.9%	179
Female		78.7%	744
Other		0.2%	2
Prefer not to answer		2.1%	20

Total: 945

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

Value		Percent	Responses
Single Family Home		80.6%	761
Apartment		8.8%	83
Condominium		2.0%	19
Mobile Home		3.9%	37
Other		4.7%	44






Total: 944

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



Value		Percent	Responses
Owned		78.6%	743
Rented		16.8%	159
Occupied Without Payment of Rent		1.8%	17
Other		2.8%	26

Total: 945

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

Value		Percent	Responses
None		76.6%	723
1		8.6%	81
2		7.5%	71
3		4.8%	45
4 or more		2.5%	24
			<b>Total: 944</b>

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

Value		Percent	Responses
Yes		48.6%	456
No		51.4%	482
			<b>Total: 938</b>