

The Pulse of America

Survey Report (Rocky Mountain)

Response Counts

Completion Rate:	100%	
Complete		 417

Total: 417

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	417

Total: 417

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 %	8 1.9%	15 3.6%	48 11.5%	157 37.6%	189 45.3%	0 0.0%	417
Local breaking news Count Row %	1 0.2%	1 0.2%	9 2.2%	40 9.6%	365 87.5%	1 0.2%	417

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	1	2	13	70	329	2	417
Row %	0.2%	0.5%	3.1%	16.8%	78.9%	0.5%	
County news							
Count	2	7	31	151	223	3	417
Row %	0.5%	1.7%	7.4%	36.2%	53.5%	0.7%	
Local sports news							
Count	65	60	89	123	77	3	417
Row %	15.6%	14.4%	21.3%	29.5%	18.5%	0.7%	
Local school news							
Count	22	32	63	141	158	1	417
Row %	5.3%	7.7%	15.1%	33.8%	37.9%	0.2%	
Local crime news							
Count	2	7	27	102	274	5	417
Row %	0.5%	1.7%	6.5%	24.5%	65.7%	1.2%	
Local advertising							
Count	19	25	87	190	94	2	417
Row %	4.6%	6.0%	20.9%	45.6%	22.5%	0.5%	
Local political news							
Count	25	32	75	146	138	1	417
Row %	6.0%	7.7%	18.0%	35.0%	33.1%	0.2%	
Local entertainment news							
Count	16	33	78	176	113	1	417
Row %	3.8%	7.9%	18.7%	42.2%	27.1%	0.2%	
Local dining news							
Count	23	31	79	180	103	1	417
Row %	5.5%	7.4%	18.9%	43.2%	24.7%	0.2%	
State or national news							
Count	4	3	21	132	251	6	417
Row %	1.0%	0.7%	5.0%	31.7%	60.2%	1.4%	

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

Total
Total Responses 417

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 %	111 26.6%	97 23.3%	165 39.6%	44 10.6%	417
Business news Count Row %	62 14.9%	136 32.6%	167 40.0%	52 12.5%	417
Government news Count Row %	98 23.5%	156 37.4%	125 30.0%	38 9.1%	417
High school sports news Count Row %	41 9.8%	66 15.8%	156 37.4%	154 36.9%	417
Crime news Count Row %	168 40.3%	146 35.0%	84 20.1%	19 4.6%	417
Clubs and organizations news Count Row %	32 7.7%	93 22.3%	226 54.2%	66 15.8%	417
Total Total Responses					417

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 %	10 2.4%	26 6.2%	71 17.0%	223 53.5%	82 19.7%	5 1.2%	417
Local news coverage Count Row %	6 1.4%	47 11.3%	67 16.1%	217 52.0%	74 17.7%	6 1.4%	417
Reporting objectivity Count Row %	26 6.2%	61 14.6%	118 28.3%	149 35.7%	56 13.4%	7 1.7%	417
Headline objectivity Count Row %	17 4.1%	57 13.7%	119 28.5%	161 38.6%	56 13.4%	7 1.7%	417
Local school news Count Row %	7 1.7%	25 6.0%	131 31.4%	163 39.1%	48 11.5%	43 10.3%	417
County news coverage Count Row %	6 1.4%	31 7.4%	120 28.8%	194 46.5%	49 11.8%	17 4.1%	417
Local city/community news coverage Count Row %	9 2.2%	33 7.9%	79 18.9%	216 51.8%	72 17.3%	8 1.9%	417
Environmental news coverage Count Row %	10 2.4%	47 11.3%	141 33.8%	152 36.5%	38 9.1%	29 7.0%	417
Courts and cops news coverage Count Row %	15 3.6%	38 9.1%	106 25.4%	190 45.6%	53 12.7%	15 3.6%	417
Local sports coverage Count Row %	11 2.6%	18 4.3%	110 26.4%	164 39.3%	56 13.4%	58 13.9%	417
Local arts and entertainment coverage Count Row %	2 0.5%	27 6.5%	113 27.1%	188 45.1%	53 12.7%	34 8.2%	417

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	5	26	106	196	61	23	417
Count	1.2%	6.2%	25.4%	47.0%	14.6%	5.5%	
Row %							
Total							
Total Responses							417



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

Value		Percent	Responses
Yes		66.4%	277
No		33.6%	140
			Total: 417

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




Value		Percent	Responses
Yes		40.1%	111
No		56.0%	155
None of the above / Does not apply		4.0%	11
			Total: 277

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

Value		Percent	Responses
Yes		73.1%	305
No		26.9%	112



Total: 417

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

Value		Percent	Responses
Yes		45.2%	138
No		50.8%	155
None of the above / Does not apply		3.9%	12



Total: 305

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

Value		Percent	Responses
Yes		86.6%	361
No		13.4%	56






Total: 417

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

Value		Percent	Responses
Yes		58.7%	212
No		41.3%	149

Total: 361




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

Value		Percent	Responses
1		38.2%	138
2		49.0%	177
3		10.5%	38
4		1.1%	4
5 or more		1.1%	4
			Total: 361

Statistics

Average 1.7

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

Value		Percent	Responses
Adult male		66.2%	239
Adult female		77.3%	279
Minor under 18		6.4%	23

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

Value		Percent	Responses
Yes, always		21.1%	76
Yes, frequently		26.9%	97
Yes, sometimes		31.9%	115
Seldom		14.7%	53
Never		5.5%	20
			Total: 361




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

Value		Percent	Responses
National Daily Newspaper		18.8%	68
Local Daily Newspaper		82.5%	298
Local Paid Weekly Community Newspaper		19.1%	69
Local Free Weekly Print Publication (a Shopper or Newspaper)		39.9%	144
Local Alternative Publication		6.9%	25
Local Specialty Publication		13.9%	50
Local Business Publication		14.4%	52
Local Ethnic Publication		1.9%	7
Local Parenting Publication		2.2%	8
Local Senior Publication		11.1%	40
None of the above / Does not apply		4.2%	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
Classified Ads					
Count	43	76	184	58	361
Row %	11.9%	21.1%	51.0%	16.1%	
Retail Store Ads					
Count	98	138	104	21	361
Row %	27.1%	38.2%	28.8%	5.8%	
Ad Inserts					
Count	70	134	119	38	361
Row %	19.4%	37.1%	33.0%	10.5%	
Real Estate Ads					
Count	18	61	178	104	361
Row %	5.0%	16.9%	49.3%	28.8%	
Automotive Ads					
Count	13	37	180	131	361
Row %	3.6%	10.2%	49.9%	36.3%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	50	128	151	32	361
Row %	13.9%	35.5%	41.8%	8.9%	
Political Ads					
Count	16	61	169	115	361
Row %	4.4%	16.9%	46.8%	31.9%	
Legal Notices					
Count	33	49	152	127	361
Row %	9.1%	13.6%	42.1%	35.2%	
Total					
Total Responses					361

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		51.3%	214
Posted on a Government Website		12.0%	50
No preference		36.7%	153

Total: 417

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

Value	Percent	Responses
Yes	13.4%	56
No	85.6%	357
Don't know	1.0%	4
		Total: 417








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

Value	Percent	Responses
Excellent response (sold item or got many inquiries)	31.6%	18
Satisfactory response (received many inquiries)	40.4%	23
Poor response (received very few inquiries)	28.1%	16
		Total: 57

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














Value	Percent	Responses
Yes	54.4%	227
No	45.6%	190
		Total: 417

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

Value		Percent	Responses
Daily		19.9%	83
Couple times week		16.8%	70
Weekly		6.5%	27
Couple times month		14.4%	60
Monthly		3.4%	14
Less Monthly		20.6%	86
Have not visited / Does not apply		18.5%	77















Total: 417

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		4.1%	17
Auto Detailing Shop		6.2%	26
Auto Glass Repair Shop		13.7%	57
Oil Change Station		53.7%	224
Auto Parts Store		34.3%	143
Auto Repair Shop		19.2%	80
Auto Salvage Yard		5.5%	23
Auto Battery Store		8.2%	34
Auto Window Tinting		3.6%	15
Car Wash		71.7%	299
Gas Station		80.1%	334
New Vehicle Dealership		12.2%	51
Used Vehicle Dealership		8.2%	34

Value		Percent	Responses
Pick and Pull Lot		3.4%	14
Recreation Vehicle (RV) Dealership		6.5%	27
RV or Camper Service		8.4%	35
Tire Store		28.3%	118
None of the above / Does not apply		7.4%	31
Auto Paint Shop		1.0%	4
Auto Protective Paint or Coating Shop		1.0%	4
Auto Towing Service		1.0%	4
Auto Stereo Installation		1.2%	5
Car Audio Store		1.2%	5
Commercial Truck Dealership		0.7%	3
Commercial Truck Repair Shop		0.5%	2
Utility Trailer Dealer		2.2%	9
Trailer Dealer		1.2%	5
Trailer Rental Service		0.2%	1













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

Value		Percent	Responses
Boat Dealer		2.4%	10
Boating Accessory Store		3.6%	15
Boat Repair Shop		1.4%	6
Boat Rental Service		0.2%	1
All-Terrain Vehicle (ATV) Dealer		9.1%	38
Watercraft Dealer		0.5%	2
Motorcycle Dealer		2.2%	9
Motorcycle Repair Shop		2.4%	10
Motorcycle Accessory Store		3.4%	14
Golf Cart Dealer		0.7%	3
Service		3.4%	14
Boat and RV Storage Facility		1.9%	8
Harley-Davidson Dealer		2.2%	9
None of the above / Does not apply		81.5%	340

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














Value		Percent	Responses
New Farm Equipment Dealer		1.2%	5
Used Farm Equipment Dealer		1.7%	7
Farm Truck and Tractor Repair Shop		1.2%	5
Agriculture Farm Supply Store		9.8%	41
Agricultural Service		1.4%	6
Farming Structure Building Contractor		1.0%	4
Animal Feed Store		11.8%	49
None of the above / Does not apply		82.0%	342

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		28.1%	117
Bakery		50.8%	212
Specialty Cake Bakery		3.6%	15
Cupcake Shop		6.0%	25
Donut Shop		27.1%	113
Beverage Distributor		5.8%	24
Beer Shop		16.1%	67
Brewery or Brew Pub		27.3%	114
Candy Store		14.1%	59
Cheese Shop		10.3%	43
Chocolate Shop		11.0%	46
Coffee & Tea Shop		31.4%	131

Value		Percent	Responses
Espresso or Coffee Shop		39.1%	163
Cookie Store		12.5%	52
Dairy Store		7.0%	29
Convenience Store		61.4%	256
Dessert Restaurant		7.9%	33
Distillery		3.6%	15
Food Cart		11.8%	49
Ethnic Food Restaurant		35.0%	146
Ice Cream or Frozen Yogurt Shop		36.2%	151
Smoothie or Juice Bar		17.0%	71
Liquor Store		34.3%	143
Spice Store		4.3%	18
Tea Shop		4.3%	18
Winery		4.3%	18
Wine Shop		12.0%	50
None of the above / Does not apply		8.6%	36
U-Brew Beer or Wine Store		1.7%	7

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		15.1%	63
Grocery Store (Discount)		34.8%	145
Grocery Store (Ethnic)		3.6%	15
Farmers Market		26.9%	112
Grocery Store (Co-op)		11.3%	47
Grocery Store (Independent)		36.5%	152
Grocery Store (Major or Regional Chain)		87.1%	363
Meat Market or Butcher Shop		14.6%	61
Grocery Store (Neighborhood)		44.8%	187
Seafood Market		2.9%	12
Specialty Food Market		4.1%	17
Grocery Delivery Service		3.8%	16
None of the above / Does not apply		2.2%	9













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

Value		Percent	Responses
Barbershop		18.7%	78
Day Spa		7.2%	30
Eyelash Extension Salon		3.4%	14
Hair Removal Salon		3.6%	15
Hair and Beauty Salon		44.8%	187
Makeup Artist		1.0%	4
Massage Spa		14.9%	62
Nail Salon		16.3%	68
Skin Care Store		3.1%	13
Tanning Salon		5.0%	21
Tattoo Studio		6.0%	25
None of the above / Does not apply		38.1%	159













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		9.6%	40
Arts & Crafts Fair		36.9%	154
Casino		14.6%	61
Community Theatre		30.2%	126
Movie Theater		65.2%	272
Museum		31.7%	132
Live Theater		24.5%	102
Performing Arts Center		30.2%	126
Bingo Hall		4.3%	18
Social Club		3.4%	14
Stadium or Arena		19.7%	82
Rodeo		16.5%	69
Wine Tour		3.4%	14
Music Festival		16.8%	70
Wine Festival		6.2%	26
Food Festival		21.3%	89
Car Show		13.9%	58
Seasonal Festival		23.5%	98
Arts Organization		8.4%	35
Cultural Center		9.1%	38
Local Festival		20.4%	85
Historical Society		9.6%	40
None of the above / Does not apply		13.2%	55

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		21.8%	91
Professional Sports Team		10.6%	44
Amusement Center / Park		30.5%	127
Family Play Center		14.4%	60
Family Entertainment Center		17.7%	74
Go Kart Track		5.0%	21
Horseback Riding		7.7%	32
Outdoor Park		41.0%	171
Ice Skating or Roller Rink		9.8%	41
Athletic Club		28.1%	117
Zoo		32.9%	137
None of the above / Does not apply		25.7%	107










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		1.4%	6
CrossFit Gym		4.1%	17
Dance Studio		5.0%	21
Fitness Boot Camp		2.2%	9
Exercise Classes		18.0%	75
Gym, Fitness or Athletic Club		39.3%	164
Martial Arts Studio		2.4%	10
Personal Trainer		4.6%	19
Rock Climbing Gym		1.7%	7
Swimming Lessons		8.9%	37
Yoga Studio		10.6%	44
None of the above / Does not apply		46.0%	192
















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		6.0%	25
Bait & Tackle Shop		17.3%	72
Bicycle Shop		12.7%	53
Bicycle Repair Shop		10.8%	45
Bowling Alley		22.5%	94
Fishing Supply Store		20.9%	87
Golf Course		16.3%	68
Golf Driving Range		11.5%	48
Golf Pro Shop		7.4%	31
Gun Shooting Range		18.0%	75
Gun Store		19.7%	82
Miniature Golf Course		15.8%	66
Outdoor Gear Store		17.3%	72
Ski Shop		10.8%	45
New Sporting Goods Store		14.4%	60
Used Sporting Goods Store		8.6%	36
Sightseeing Tour Agency		3.6%	15
None of the above / Does not apply		26.1%	109
Bicycle Rental Service		1.4%	6
Dive Shop		2.6%	11
Helicopter Tour Agency		1.7%	7






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

Value		Percent	Responses
Adult Club or Entertainment Company		3.4%	14
Bar, Lounge or Pub		31.4%	131
Comedy Club		8.9%	37
Dancing or Night Club		7.4%	31
Music or Concert Hall		23.7%	99
Billiard Hall		3.4%	14
Sports Bar		19.9%	83
Wine Bar		6.5%	27
None of the above / Does not apply		50.8%	212

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		1.0%	4
Card or Stationery Store		10.3%	43
Announcement Printing Service		4.1%	17
Catering Service		3.8%	16
Disc Jockey (DJ)		1.2%	5
Event Coordinator		1.7%	7
Hotel Meeting Room or Event Space		4.6%	19
Musician or Band		5.3%	22
Party Supply Store		10.1%	42
Photographer		6.7%	28
Event Space or Venue		2.6%	11
Videographer		1.0%	4
Wedding Venue or Banquet Hall		0.7%	3
Wedding Planner		0.5%	2
None of the above / Does not apply		67.9%	283

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		21.3%	89
University		14.6%	61
Community College		7.0%	29
Elementary School		9.8%	41
Middle or High School		13.2%	55

Value		Percent	Responses
Adult Education School		14.1%	59
Preschool		5.0%	21
Art School		4.3%	18
Dance Studio		3.8%	16
Musical Instruments and Lessons		5.8%	24
Vocational School		3.1%	13
Graduate school		4.3%	18
Lecture or Seminar Series		5.8%	24
None of the above / Does not apply		42.4%	177
Charter School		2.9%	12
Culinary School		1.9%	8
Beauty School		2.2%	9
Driving School		1.7%	7
Language School		1.9%	8
Tutoring Center		0.2%	1
Private Elementary School		1.2%	5
Private Middle School		0.7%	3
Private High School		0.2%	1
Private K-12 School		1.0%	4
Private Tutor		0.5%	2
Real Estate School		1.4%	6
Aviation / Flight School		1.4%	6
Parochial School		0.2%	1















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		23.5%	98
Credit Union		20.6%	86
Financial Advisor		7.9%	33
Check Cashing Service		1.2%	5
Money Transfer Service		1.9%	8
Stockbroker		1.7%	7
Tax Return Service		18.2%	76
Auto Broker		1.2%	5
Bail Bonds Service		0.2%	1
Bankruptcy Service		1.7%	7
Bookkeeping Service		1.0%	4
Business Development Service		0.2%	1
Car Leasing Service		0.5%	2
Credit Counseling Service		1.0%	4
None of the above / Does not apply		54.7%	228














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

Value		Percent	Responses
Payday Loan Company		1.2%	5
Debt Consolidation Company		3.4%	14
Credit Repair Service		2.9%	12
Title Loan Company		1.7%	7
None of the above / Does not apply		93.0%	388

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

Value		Percent	Responses
Medical Marijuana Dispensary		1.2%	5
Chiropractor		12.7%	53
Dermatologist		11.0%	46
Dentist		38.1%	159
General Practitioner		19.7%	82
Family Practitioner		24.9%	104
Obstetrician & Gynecologist		9.1%	38
Optometrist		19.9%	83
Physical Therapist		4.6%	19
Psychiatrist		4.3%	18
Pediatrician		4.8%	20
Allergist		3.4%	14
Pain Management Physician		4.3%	18
None of the above / Does not apply		42.7%	178

























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		14.1%	59
Hearing Aid Center		4.3%	18
Hospital		4.8%	20
Medical Clinic		11.8%	49
Weight Loss Service		4.3%	18
Alcoholism Treatment Program		0.5%	2
Blood Donation Center		5.5%	23
Drug Addiction Treatment Center		0.5%	2
Mental Health Clinic		2.2%	9
Pain Control Clinic		1.0%	4
Walk-In Clinic		7.9%	33
Mental Health Service		2.6%	11
None of the above / Does not apply		66.2%	276

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		4.8%	20
Allergy or Asthma Specialist		7.2%	30
Mental Health Provider		10.6%	44
Denture or Implant Specialist		6.5%	27
Orthodontist		7.4%	31
Cardiologist		9.1%	38
Ear, Nose & Throat Doctor		11.5%	48
Gastroenterologist		12.9%	54
Internal Medicine Doctor		12.2%	51
Massage Therapist		24.5%	102
Naturopathic Practitioner		3.1%	13
Nutritionist or Dietician		4.3%	18
Ophthalmologist		11.5%	48
Orthopedist		3.8%	16
Podiatrist		5.8%	24
Urologist		6.0%	25
Surgical Specialist		4.8%	20
None of the above / Does not apply		29.5%	123
Cardiovascular Surgeon		1.2%	5
Cosmetic Dentist		1.0%	4
Oral Surgeon		2.4%	10
Cosmetic or Plastic Surgeon		1.9%	8
Home Health Care Provider		2.4%	10
Oncologist		2.9%	12

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

























Value		Percent	Responses
Audiology Clinic		7.7%	32
Veterans Hospital		4.1%	17
Laboratory or Medical Testing Facility		12.7%	53
Medical Imaging Service		12.5%	52
Laser Eye Surgery Clinic		4.1%	17
Medical Supply Store		5.0%	21
Sleep Disorder Clinic		3.8%	16
Urgent Care Clinic		17.3%	72
Medical Walk-In Clinic		14.1%	59
Mental Health Service		7.4%	31
None of the above / Does not apply		47.2%	197
Alzheimer's or Memory Care Facility		1.2%	5
Medical Marijuana Authorization		1.4%	6
Hospice Care Provider		0.7%	3
Medical Spa		1.7%	7
Pain Clinic		2.9%	12
Memory Care Facility		0.2%	1
Isolation Tank		1.0%	4
Rehabilitation Clinic		1.0%	4
Sports Medicine Clinic		0.7%	3
Medical Transport Service		1.0%	4
Vascular Surgeon or Vein Center		0.7%	3
Physical Health Center		1.4%	6
Drug Testing Service		0.5%	2





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

Value		Percent	Responses
Airline		51.3%	214
Regional Airport		29.0%	121
Bed & Breakfast		7.2%	30
Campground		32.6%	136
Cruise Line		7.9%	33
Hotel or Motel (Local)		9.8%	41
Hotel or Motel (Out-of-Town)		63.5%	265
Luggage-Travel Store		1.0%	4
RV Rental Company		1.4%	6
Ski Resort		11.8%	49
Tour Company		1.9%	8
Shuttle Service		14.9%	62
Limo Service		0.7%	3
Taxi Service		5.0%	21
Travel Agent		5.8%	24
None of the above / Does not apply		19.7%	82

















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












Value		Percent	Responses
Auction House		5.3%	22
Dry Cleaning or Laundry Service		22.3%	93
Electronics Repair Shop		4.3%	18

Value		Percent	Responses
Information Technology (IT) Service		4.1%	17
Jewelry Repair Shop		7.2%	30
Mail Store		18.0%	75
Printing Service		4.8%	20
Propane Dealer		16.3%	68
Junkyard		6.0%	25
Recycling Center		20.1%	84
Self-Storage Facility		8.6%	36
Sewing and Alterations Shop		8.2%	34
Small Engine Repair Shop		4.1%	17
Shipping Center		12.9%	54
Shoe Repair Shop		8.6%	36
Watch or Clock Repair Shop		3.6%	15
Mobile or Cell Phone Repair Shop		6.0%	25
Animal Control Service		3.4%	14
Copy Shop		7.9%	33
Airport Parking Lot		25.9%	108
Car Rental Agency		13.4%	56
None of the above / Does not apply		23.0%	96
Bottled Water Delivery Service		2.4%	10
Courier or Delivery Service		2.4%	10
Moving Truck Rental Company		1.9%	8
Propane Home Heating Service		2.9%	12
Funeral Service Provider		1.2%	5
Cremation Service Provider		1.4%	6

Value		Percent	Responses
Marketing Agency		1.0%	4
Marketing Consultant		0.7%	3
Marriage Counselor		1.7%	7
Mediation Service		0.7%	3
Tool Rental Service		2.6%	11

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













Value		Percent	Responses
Chamber of Commerce		7.0%	29
Charity or Philanthropic Organization		6.0%	25
Church		46.3%	193
City or Municipal Service		12.0%	50
Community Organization		4.3%	18
Community Service or Non-Profit Organization		9.6%	40
City Center		7.9%	33
City or Town Hall		15.1%	63
Civic Center		6.5%	27
Community Center		11.5%	48
Convention Center		4.1%	17
County Government Office		11.0%	46
Department of Motor Vehicles		45.6%	190
Department of Social Services		4.1%	17
Employment Center		4.3%	18
Unemployment Office		3.6%	15

Value		Percent	Responses
Gun Club		6.5%	27
Veterans Center		4.3%	18
Veterans Organization		4.6%	19
Youth Organization		4.1%	17
Farm Bureau		6.2%	26
None of the above / Does not apply		19.2%	80
Government or Political Service		1.2%	5
Adult Foster Care Service		0.5%	2
Equipment Rental Agency		1.7%	7
Foster Care Service		0.5%	2
Government Economic Program		1.2%	5









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		7.0%	29
Paving Contractor		3.1%	13
General Contractor		6.7%	28
Electrician		7.9%	33
Handyman		16.8%	70
Heating & Air Conditioning Service		9.1%	38
Home Maintenance Service		2.4%	10
Landscaping Service		10.8%	45
Painting Contractor		3.8%	16
Plumber or Plumbing Contractor		10.3%	43
Home Security Company		2.2%	9
Countertop Contractor		5.0%	21
Demolition Contractor		0.5%	2
Garbage Collection Service		12.5%	52
Deck Builder		5.0%	21
None of the above / Does not apply		55.2%	230

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		19.7%	82
Chimney Cleaning Service		2.2%	9
Fuel or Oil Home Heating Service		1.0%	4
Furnace Cleaning Service		3.4%	14
Home Gardening Service		2.2%	9
Landscaper		3.6%	15
House Cleaning Service		5.8%	24
Pest Control Service or Exterminator		7.9%	33
Television or Internet Service Provider		18.0%	75
House Cleaning Service		2.4%	10
Lawn Care Service		11.5%	48
None of the above / Does not apply		55.6%	232

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
Alternative Energy Service		4.8%	20
Appliance Repair Service		8.9%	37
Carpenter or Woodworker		7.0%	29
Carpet Installation Contractor		6.7%	28
Concrete Contractor		5.3%	22
Drywall Installation or Repair Contractor		4.1%	17
Fencing Contractor		6.7%	28
Furnace Contractor		4.3%	18

Value		Percent	Responses
Flooring Installation Service		7.0%	29
Garage Door Contractor		4.3%	18
Gutter Installation or Repair Contractor		3.4%	14
Junk Removal or Hauling Service		3.6%	15
Kitchen or Bath Remodeling Company		4.3%	18
Roofing Contractor		4.6%	19
Remodeling Contractor		5.3%	22
Window Installer		5.5%	23
Asphalt Contractor		3.8%	16
None of the above / Does not apply		56.1%	234
New Home Builder		1.2%	5
Fire & Water Damage Restoration Service		0.7%	3
Foundation Contractor		1.2%	5
Garage Builder		1.0%	4
Insulation Installer		2.4%	10
Landscape Architect		1.9%	8
Mover or Moving Company		1.2%	5
Septic Tank Contractor		2.6%	11
Siding Installation or Repair Contractor		2.6%	11
Stone or Marble Company		1.7%	7
Tile Contractor		1.2%	5
Waterproofing Contractor		0.2%	1
Water Well Drilling Contractor		0.7%	3
Solar Energy Contractor		2.4%	10





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

Value		Percent	Responses
Awning & Tent Company		1.7%	7
Bathtub Refinishing Service		1.9%	8
Cabinet Refacing Service		2.4%	10
Furniture Upholstery Service		2.2%	9
Home Theater Installation Service		0.2%	1
Interior Designer		0.7%	3
Key or Locksmith Service		5.5%	23
Home Pressure Washing Service		1.2%	5
Shades & Blinds Installation Service		3.6%	15
Arborist		5.5%	23
Water Treatment Supply & Service		1.9%	8
Wallcoverings Store		0.5%	2
Window & Door Installation Service		4.6%	19
None of the above / Does not apply		76.3%	318

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		0.7%	3
Assisted Living Facility		2.4%	10
Retirement Home		0.5%	2
Nursing Home		1.0%	4
55+ Housing Community		2.4%	10
Senior Center		8.4%	35
Adult Day Care		1.0%	4
Geriatric Physician		0.5%	2
Respite Relief Provider		1.2%	5
Senior Care Placement Agency		0.2%	1
None of the above / Does not apply		86.6%	361

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		7.2%	30
Summer Camp		4.3%	18
Sports Camp		3.4%	14
None of the above / Does not apply		87.5%	365








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		19.9%	83
Children's Shoe Store		11.8%	49
Children's Furniture Store		2.9%	12
None of the above / Does not apply		79.1%	330









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		5.5%	23
Animal Daycare		7.2%	30
Emergency Animal Hospital		2.6%	11
Pet Boarding		11.8%	49
Pet Breeder		1.0%	4
Pet Groomer		25.2%	105
Pet Sitter		5.3%	22
Pet Trainer		4.1%	17
Pet Walker		0.7%	3
Veterinarian		45.3%	189
None of the above / Does not apply		41.2%	172









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		5.0%	21
Bird Specialty Store		1.4%	6
Bird Shop		0.5%	2
Pet Boutique		1.0%	4
Fish or Aquarium Store		4.6%	19
Pet Store		41.5%	173
None of the above / Does not apply		54.4%	227















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		3.4%	14
Property Manager		3.1%	13
Realtor		7.4%	31
Real Estate Brokerage Firm		1.0%	4
Title & Escrow Company		2.2%	9
Estate Appraiser		2.2%	9
Estate Liquidator		0.2%	1
None of the above / Does not apply		87.5%	365







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		3.1%	13
Developer		0.7%	3
Home Inspector		4.1%	17
Manufactured or Modular Home Builder		0.7%	3
New Home Builder		2.2%	9
Mortgage Banker		2.6%	11
Real Estate Appraiser		5.0%	21
None of the above / Does not apply		88.7%	370

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		71.5%	298
Family Style Restaurant		51.8%	216
Buffet Restaurant		30.5%	127
Fine Dining Restaurant		30.0%	125
Restaurant with Lounge or Bar		29.7%	124
Pizza Restaurant		53.5%	223
Ethnic Restaurant		22.3%	93
Chinese Restaurant		47.7%	199
Mexican Restaurant		59.5%	248
Italian Restaurant		25.2%	105
Japanese or Sushi Restaurant		14.1%	59
Thai Restaurant		16.3%	68
Indian Restaurant		8.6%	36
None of the above / Does not apply		5.0%	21

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












Value		Percent	Responses
Adult Video or Adult Store		3.6%	15
Art Supply Store		12.5%	52
Art Gallery		5.3%	22
Craft Supply Store		35.5%	148
Home and Office Battery Store		6.2%	26
Bookstore		32.6%	136


























Value		Percent	Responses
Candle Shop		6.5%	27
Computer Store		11.8%	49
Department Store		59.2%	247
Discount Store		59.2%	247
Drugstore or Pharmacy		60.9%	254
Electronics Store		15.6%	65
Fabric Store		25.7%	107
Florist		12.7%	53
Gift Shop		15.8%	66
Herb Shop or Herbalist		3.4%	14
Hobby Shop		29.7%	124
Mobile Phone Store		19.9%	83
Military Surplus Store		6.0%	25
Music and Video Store		6.7%	28
Music Instrument Store		6.0%	25
Music Store		4.8%	20
Office Equipment & Supply Store		13.7%	57
Outlet Store		19.9%	83
Pawn Shop		8.9%	37
Flea Market		14.6%	61
Religious Supply or Gift Shop		8.2%	34
Shopping Center		36.7%	153
Consignment Shop		13.7%	57
Tobacco Store		5.3%	22
Vape or Smoke Shop		3.6%	15

Value		Percent	Responses
Toy Store		7.7%	32
Vitamin or Supplement Store		12.9%	54
Wholesale, Warehouse or Club Store		31.2%	130
Thrift Store		40.5%	169
Yard Equipment Store		9.8%	41
Costume Store		4.3%	18
Camera Store		4.1%	17
Bead Store		7.0%	29
Gun Shop		14.6%	61
Christian Book Store		9.1%	38
Christmas Store		8.4%	35
Yarn Store		6.0%	25
None of the above / Does not apply		6.2%	26
Blown Glass Gallery		1.2%	5
New Age Book Store		1.2%	5
Cigar Store		1.4%	6
Coin Shop		1.4%	6
Comic Book Shop		2.6%	11
Equipment Rental Store		1.4%	6
Knife Store		1.0%	4
Monument or Memorial Company		1.7%	7
Scrap Metal Dealer		2.9%	12
Sewing Studio		2.6%	11
Sign Store		1.0%	4
Trophy or Award Store		1.2%	5

Value		Percent	Responses
Record Store		1.4%	6
Wedding Supply Store		0.7%	3
Flag Store		1.0%	4
Survival Store		1.7%	7
Stamp Shop		0.2%	1
Marijuana Dispensary		2.9%	12
Photo Restoration Service		0.5%	2
Security Service		0.5%	2
Gold Dealer		0.5%	2

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

Value		Percent	Responses
Antique Store		21.1%	88
Major Appliance Store		7.7%	32
Small Appliance Store		5.0%	21
TV & Appliance Store		4.8%	20
Baby Supply & Furniture Store		3.1%	13
Bath & Accessory Store		30.9%	129
Building Supply Store or Lumber Yard		38.8%	162
Cabinet Store		4.1%	17
Carpet Store		7.7%	32
Fireplace, Wood Stove or Barbeque Store		4.3%	18
Flooring Store		12.9%	54

Value		Percent	Responses
Furniture Store		17.5%	73
Hardware Store		37.9%	158
Home & Garden Center		47.2%	197
Home Decor Store		13.9%	58
Hot Tub or Spa Dealer		6.0%	25
Lighting Store		4.8%	20
Mattress or Bedding Store		11.0%	46
Plant Nursery & Garden Supply Store		26.1%	109
Outdoor Furniture Store		3.1%	13
Paint Store		17.5%	73
Tool Store		11.3%	47
Vacuum Store		4.1%	17
TV Store		3.1%	13
Used Building Supply Store		3.4%	14
None of the above / Does not apply		17.3%	72
Clock Shop		1.0%	4
Frame Shop		2.9%	12
Furniture Restoration Shop		1.2%	5
Rent-to-Own Store		1.9%	8
Rug Store		1.9%	8
Solar Energy Equipment Dealer		1.7%	7
Pool & Spa Dealer		1.4%	6
Tool Rental Center		2.9%	12
Window Store		1.4%	6
Futon Store		0.2%	1

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		22.8%	95
Beauty Supply Store		23.7%	99
Clothing Accessory Store		22.1%	92
Menswear Store		17.0%	71
Women's Clothing Store		44.4%	185
Eyewear & Opticians Store		30.9%	129
Jewelry Store		12.5%	52
Lingerie Store		6.2%	26
Outdoor Clothing Store		20.6%	86
Perfume Store		5.0%	21
Shoe Store		43.4%	181
Sportswear Store		18.5%	77
Swimwear Store		4.8%	20
Western Wear Store		6.5%	27
None of the above / Does not apply		21.8%	91
Bridal Shop		0.5%	2
Fur Store		0.2%	1
Leather Goods Store		1.7%	7
Logo Apparel Store		2.6%	11
Maternity Store		1.0%	4
Watch Store		0.7%	3



















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		11.8%	49
Insurance Agency		11.8%	49
Legal Firm or Attorney		7.2%	30
Tax Advisor		9.6%	40
None of the above / Does not apply		72.7%	303

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

Value		Percent	Responses
Digital or Search Marketing Firm		0.7%	3
Architect or Architecture Firm		1.2%	5
Commercial Builder		1.4%	6
Employment or Staffing Agency		4.1%	17
Graphic Designer		1.2%	5
Telecommunications Provider		7.4%	31
Life Coach		1.4%	6
Private Investigator		0.5%	2
None of the above / Does not apply		84.4%	352


















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

Value		Percent	Responses
Purchase Used All-Terrain Vehicle (ATV)		3.1%	13
Have Motorcycle Repaired		3.8%	16
Have Boat Repaired or Serviced		3.8%	16
Purchase Boat Parts		3.1%	13
None of the above / Does not apply		83.5%	348
Purchase New All-Terrain Vehicle (ATV)		2.2%	9
Purchase New Boat		0.2%	1
Purchase New Motorcycle		1.0%	4
Purchase New Motorcycle Trike		0.2%	1
Purchase New Snowmobile		0.5%	2
Purchase Used Boat		0.5%	2
Purchase Used Motorcycle		0.7%	3
Purchase Used Snowmobile		1.0%	4
Purchase Motorcycle Parts		2.9%	12
Purchase Marine Electronics		0.7%	3
Purchase New Golf Cart		0.2%	1
Purchase Motorcycle Apparel		2.4%	10
Rent Snowmobile		1.4%	6

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		0.5%	2
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.7%	3
Purchase New Travel Trailer or 5th Wheel		2.2%	9
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.7%	3
Purchase Used Class B RV		0.5%	2
Purchase Used Class C RV		1.0%	4
Purchase Used Travel Trailer or 5th wheel		3.1%	13
Purchase Used Camper Shell		0.5%	2
None of the above / Does not apply		92.3%	385

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		4.8%	20
New Luxury Vehicle - Under \$50,000		0.7%	3
New Luxury Vehicle - \$50,000 - \$75,000		0.7%	3
New Luxury Vehicle - Over \$75,000		0.5%	2
New Van		0.7%	3
New SUV		4.6%	19
New Truck		2.2%	9
New Hybrid or Electric Vehicle		1.0%	4
Used Car		10.8%	45
Used Luxury Vehicle - Under \$30,000		1.2%	5
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		1.0%	4
Used Minivan		0.2%	1
Used SUV		5.5%	23
Used Truck		5.0%	21
Used Hybrid or Electric Vehicle		1.0%	4
None of the above / Does not apply		73.1%	305

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

Value		Percent	Responses
Compact car		4.1%	17
Full-size car		3.1%	13
Luxury vehicle (any size)		0.7%	3
Midsized car		4.6%	19
Pickup truck		9.4%	39
Sport utility vehicle (SUV)		20.1%	84
Van or mini-van		2.9%	12
None of the above		55.2%	230



Total: 417

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
















Value		Percent	Responses
Buick		3.1%	13
Chevrolet		14.6%	61
Dodge		8.4%	35
Ford		16.5%	69
GMC		10.6%	44
Honda		9.8%	41
Hyundai		4.6%	19
Jeep		4.8%	20
Nissan		7.9%	33
Subaru		12.2%	51
Toyota		13.2%	55
None of the above / Does not apply		57.1%	238

Value		Percent	Responses
Acura		0.2%	1
Audi		1.9%	8
BMW		2.2%	9
Cadillac		1.9%	8
Chrysler		2.6%	11
Ferrari		0.2%	1
Fiat		0.2%	1
Infiniti		0.7%	3
Jaguar		0.5%	2
Kia		2.9%	12
Land Rover		1.0%	4
Lamborghini		0.2%	1
Lexus		1.4%	6
Lincoln		0.7%	3
Mazda		2.9%	12
Mercedes-Benz		0.7%	3
Mini		0.2%	1
Mitsubishi		1.2%	5
Porsche		0.7%	3
Saab		0.2%	1
Scion		0.5%	2
Suzuki		0.2%	1
Tesla		1.4%	6
Volkswagen		2.4%	10
Volvo		0.7%	3

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

Value	Percent	Responses
Yes 	20.1%	84
No 	79.9%	333
Total: 417		


























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



Value	Percent	Responses
GPS Device (Handheld or In-Vehicle) 	3.1%	13
Office Equipment 	7.7%	32
Printer 	7.9%	33
Ink or Printer Cartridges 	41.2%	172
Wi-Fi for Home 	7.2%	30
Headphones 	19.4%	81
Portable Speakers 	3.6%	15
Customizable Smartphone accessories 	4.6%	19
Wireless Speakers 	4.1%	17
Smartphone Charger 	12.5%	52
Noise Canceling Headphones 	5.5%	23
Phone Calling Card 	3.6%	15
Surge Protector 	6.7%	28
Aerial Drone 	3.6%	15
Assistive Technology for Hearing 	3.4%	14

Value		Percent	Responses
Apple Watch		5.3%	22
Activity Tracker or Pedometer		10.8%	45
Batteries for Electronics		34.8%	145
None of the above / Does not apply		28.5%	119
Home Theater System		2.2%	9
Satellite Radio		2.6%	11
Satellite TV System		1.0%	4
Stereo System (Home)		1.7%	7
Smartwatch		1.9%	8
Phone or Tablet Controlled Home Tech Products		2.4%	10
Compact/Mini Projector		0.7%	3
Wearable Electronics		1.4%	6
Healthcare Device		2.2%	9
Aerial Drone Accessories		1.7%	7
Short Wave Radio		0.5%	2
Wireless Hotspot		1.7%	7
Assistive Technology for Vision		0.5%	2
Virtual Reality Headset		1.4%	6
Smartwatch Accessories		2.6%	11
Smart Sports Equipment		0.2%	1







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) SLR		4.3%	18










Value		Percent	Responses
Camera Memory Card		5.5%	23
Computer Accessories		8.2%	34
Computer Software		3.8%	16
E-Reader (Kindle or Similar)		3.1%	13
Tablet (iPad or Similar)		7.2%	30
Personal Computer		5.5%	23
Laptop Computer		10.3%	43
4K Ultra HD TV		8.2%	34
Smart TV		7.4%	31
PC Laptop		4.8%	20
None of the above / Does not apply		52.5%	219
Camera (Digital) - Point and Shoot		2.9%	12
Camera (Film)		1.2%	5
Camera Accessories or Supplies		1.7%	7
Camera Lens		2.4%	10
Portable DVD Player		0.5%	2
TiVo or DVR		0.7%	3
Computer Bag		1.9%	8
TV (3D)		0.7%	3
Curved TV		1.9%	8
OLED TV		1.2%	5
Digital TV Tuner or Converter		0.2%	1
Audio Visual Cables and Connectors		1.9%	8
MacBook		2.9%	12
Chromebook		0.7%	3
















Value		Percent	Responses
Refurbished Laptop		0.7%	3
Computer or Tablet Support		2.2%	9

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		25.7%	107
Conventional Cell Phone		7.4%	31
Prepaid Cell Phone		3.4%	14
Unlocked Cell Phone		2.4%	10
Large-Screen Smartphone		4.6%	19
None of the above / Does not apply		63.5%	265

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		7.2%	30
Necklaces		8.6%	36
Rings (Other)		7.0%	29
Earrings		16.1%	67
Pendants		3.1%	13
Celtic Jewelry		3.1%	13
Diamond Jewelry		5.0%	21
Silver Jewelry		5.0%	21
Gemstone Jewelry		4.8%	20

Value		Percent	Responses
Costume Jewelry		7.9%	33
Women's Jewelry		7.9%	33
None of the above / Does not apply		66.7%	278
Engagement Rings		1.0%	4
Wedding Rings		2.2%	9
Graduation Rings		0.2%	1
Pearl Jewelry		1.9%	8
Men's Jewelry		1.9%	8
Children's Jewelry		1.7%	7
Designer Jewelry		1.0%	4
Custom Designed Jewelry		2.2%	9
Crystal Figurines		0.5%	2
Jewelry Box or Organizer		1.9%	8
Men's High-End Watch		1.2%	5
Women's High-End Watch		1.2%	5
















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		15.1%	63
Crop Insurance		0.2%	1
Dental Insurance		7.9%	33
Disability Insurance		0.7%	3
Homeowner Insurance		8.9%	37
Life Insurance		5.3%	22
Medical (Health) Insurance		8.9%	37
Medicare		3.8%	16
Long Term Care Insurance		0.7%	3
Pet Insurance		1.2%	5
Renters Insurance		2.9%	12
Agriculture Insurance		0.2%	1
Professional Liability Insurance		0.5%	2
None of the above / Does not apply		71.0%	296
















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

Value		Percent	Responses
Chiropractor		7.4%	31
Counseling & Mental Health Specialist		3.1%	13
Family Practice Doctor		10.1%	42
Medical Clinic		3.1%	13
Optometrist		6.5%	27
Primary Care Provider		8.9%	37
Drugstore or Pharmacy		7.0%	29
None of the above / Does not apply		68.1%	284
Acupuncture		2.2%	9
Audiologist		2.2%	9
Geriatric Specialist		0.2%	1
Home Healthcare		0.5%	2
Hospital		2.6%	11
Pediatric Dentist		2.2%	9
Pediatrician		2.4%	10
Wellness Business		1.2%	5
Weight Loss Service		2.4%	10
Alternative Care Provider		0.7%	3
Physical Therapy or Rehabilitation service provider		1.4%	6
Hearing Aid Center		2.9%	12
















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		1.7%	7
Bankruptcy Attorney		1.9%	8
Banking, Partnership & Business Law Attorney		1.4%	6
Child Support Attorney		1.2%	5
Criminal Law Attorney		0.2%	1
Disability & Social Security Attorney		1.2%	5
Divorce & Family Law Attorney		2.9%	12
Employment Discrimination or Labor Issues Attorney		0.5%	2
General Practice Attorney		2.9%	12
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		0.5%	2
Real Estate Attorney		1.0%	4
Taxation Attorney		0.5%	2
Wills, Trusts & Estates Attorney		13.7%	57
None of the above / Does not apply		76.3%	318






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


























Value		Percent	Responses
Botox		2.9%	12
Breast Augmentation		0.7%	3
Breast Implants		0.7%	3
Dermabrasion		3.1%	13
Ear Surgery		0.5%	2
Eyelid Surgery		1.4%	6
Fat Reduction		1.2%	5
Facelift		0.2%	1
Hair Transplant		0.2%	1
Lap Band		0.2%	1
Lip Augmentation		0.5%	2
Lasik		2.9%	12
Skin Treatment		6.5%	27
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		86.6%	361

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		58.8%	245
Teeth Cleaning		51.6%	215
Cavity Filling		17.7%	74
Crown		13.7%	57
Oral Surgery		2.6%	11
Braces		6.5%	27
Composite Bonding		1.2%	5
Dental Implants		7.2%	30
Dental Veneers		0.5%	2
Dentures		5.5%	23
Full Mouth Reconstruction		0.5%	2
Inlays or Onlays		0.2%	1
Smile Makeover		0.2%	1
Teeth Whitening		9.4%	39
None of the above / Does not apply		16.3%	68

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












Value		Percent	Responses
Fill Medical Prescriptions		44.1%	184
Purchase Health Related Products		9.1%	38
Purchase Health and Wellness Supplements		20.1%	84
Receive Treatment for Back Pain		9.4%	39
Have an Eye/Vision Exam		54.2%	226

Value		Percent	Responses
Purchase Prescription Eyeglasses		28.1%	117
Purchase Prescription Contact Lenses		11.8%	49
Have an Annual Physical or Checkup		48.7%	203
Have X-Rays Taken		9.8%	41
Have a Scheduled Surgery		6.2%	26
Have Blood Drawn for Testing		40.5%	169
Plan to Visit a Hospital for any Medical Service or Procedure		6.2%	26
Have Foot Problems Diagnosed or Treated		5.3%	22
Senior Travel		4.1%	17
Receive Treatment for a Sleep Disorder		5.3%	22
Purchase Allergy Medications		12.7%	53
Use Personal Trainer or Instructor		4.3%	18
Cardiovascular Treatment		3.1%	13
Orthopaedic or Knee Surgery		4.1%	17
Nutritional Counseling		3.8%	16
Chiropractic Care		18.2%	76
Do Corrective Exercises		4.1%	17
Purchase Diabetes Testing Supplies		7.7%	32
Get Vaccinations at Drug Store or Pharmacy		19.7%	82
Purchase Weight Loss Supplements		4.6%	19
Discretionary Health Care and Wellness Services and Products		5.3%	22
Purchase Vitamins		41.7%	174
Receive Treatment for PTSD		3.4%	14
Purchase Hemp Based Supplements		4.6%	19
Purchase Anti Anxiety Medication or Supplements		12.2%	51









Value		Percent	Responses
None of the above / Does not apply		16.8%	70
Purchase Elder Care-Related Products or Services		0.7%	3
Purchase Medical Supplies or Equipment for Home		2.2%	9
Use Physical Rehabilitation Services		1.9%	8
Find Home for Aging Parent		0.7%	3
Participate in a Medical Study		0.7%	3
Stop Smoking		2.6%	11
Purchase a Mobility Device		0.2%	1
Receive Treatment for Vehicle or Workplace Injury		0.7%	3
Handicap Accessible Products		1.4%	6
Purchase Orthopedic Shoes		1.4%	6
Purchase Home Medical Testing Equipment or Supplies		1.2%	5
Hire a Personal Care Assistant		0.5%	2
Hire a Caregiver or Respite Worker		0.5%	2
Purchase "Aging in Place" Products		0.5%	2
Purchase a Medical Alert Service		1.0%	4
Have Safety Bars Installed in Bathroom		0.7%	3
Stroke Treatment		0.5%	2
Cancer Treatment		2.9%	12
Memory or Alzheimer's Care		1.0%	4
Spinal and Postural Screening		0.7%	3
Physiotherapy		0.2%	1
Receive Treatment for Substance Abuse		0.2%	1
Purchase Blood Pressure Monitoring Device		1.4%	6
Receive Aquatic Therapy		0.5%	2

Value		Percent	Responses
Join a Weight Loss Group		2.9%	12
Purchase Weight Loss Food Plan		1.7%	7
Have Reflexology Treatment		1.7%	7
Hire a Weight Loss Professional		1.4%	6
Have Cataract Surgery		2.9%	12
Purchase Marijuana		2.9%	12
Have Acupuncture		2.9%	12








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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		2.4%	10
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.0%	4
Purchase a Digital Hearing Aid		1.7%	7
Purchase a "Behind-the-Ear" Hearing Aid		1.9%	8
Purchase Hearing Aid Cleaning Supplies		2.6%	11
Purchase Hearing Aid Batteries		7.7%	32
Purchase a "In-the-Canal" Hearing Aid		1.4%	6
Purchase a Analog Hearing Aid		0.2%	1
Have a Hearing Exam		18.0%	75
None of the above / Does not apply		76.7%	320










77. Which of the following FUNERAL plans do you or members of your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase a Funeral Plot		1.0%	4
Pre-purchase a Funeral Plot or Cremation Service		3.8%	16
Purchase a Monument or Headstone		1.7%	7
Use a Funeral Planner		1.9%	8
Purchase Flowers for a Funeral		3.1%	13
Use a Cremation Service		1.4%	6
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	1
None of the above / Does not apply		89.0%	371

















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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.7%	3
Move into a Assisted Living Facility		0.7%	3
Move into a Nursing Home		0.5%	2
Move into a Alzheimers Care Facility		0.7%	3
Hospice to your Home or House		0.5%	2
Utilize a Respite Provider		0.7%	3
None of the above / Does not apply		96.6%	403












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

Value		Percent	Responses
Open Checking Account		3.4%	14
Open Savings Account		3.4%	14
Online Banking		47.7%	199
Manage Investments		9.8%	41
Manage Retirement Accounts		14.9%	62
Mortgage Line of Credit		1.9%	8
Financial Consulting		8.4%	35
Financial Services		9.1%	38
Safe Deposit Box Rental		4.8%	20
Obtain New Credit Card		3.4%	14
Payday Loan or Check Cashing Business		1.0%	4
Use Vehicle Title Loan Company		0.7%	3
None of the above / Does not apply		37.9%	158











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		3.6%	15
Certificates of Deposit		6.7%	28
City or State Bonds		0.5%	2
Collectibles, Antiques or Art		3.1%	13
Common or Preferred Stock		4.6%	19
Corporate Bonds or Debentures		1.0%	4
401(k)		28.1%	117
Gold or Precious Metals		1.7%	7
IRA		11.3%	47
Money Market Funds		6.2%	26
Mutual Funds		9.8%	41
Non-US Stocks		1.2%	5
US Savings Bonds		1.0%	4
US Treasury Notes		0.5%	2
Coins or Stamps		1.9%	8
None of the above / Does not apply		58.5%	244

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

Value		Percent	Responses
Agriculture Loan		0.7%	3
Business Equipment Loan		0.2%	1
Carpeting or Furniture Loan		1.4%	6
College Expenses Loan		2.4%	10
College Tuition Loan		3.8%	16
Debt Consolidation Loan		2.6%	11
Medical Expenses Loan		0.5%	2
New Vehicle Loan		3.8%	16
Used Vehicle Loan		6.2%	26
Vacation or Travel Loan		0.7%	3
None of the above / Does not apply		82.0%	342

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		33.6%	140
Body Jewelry		3.6%	15
Coats		20.1%	84
Lipstick		20.9%	87
Nail Polish		18.0%	75
Eyewear or Sunglasses		42.2%	176
Handbags		17.0%	71
Hats		16.5%	69
Intimate Apparel		16.3%	68
Jewelry or Accessories		15.3%	64

Value		Percent	Responses
Watches		5.8%	24
Luggage or Bags		5.0%	21
Perfume		15.6%	65
Men's Apparel		38.8%	162
Men's Shoes		34.1%	142
Men's Underwear		27.1%	113
Women's Apparel		60.0%	250
Women's Pajamas or Sleepwear		23.3%	97
Women's Shoes		48.2%	201
Women's Underwear		36.5%	152
Swimwear		19.9%	83
Socks		44.1%	184
Scarves		6.5%	27
Ties		5.5%	23
Uniforms		3.1%	13
Western Clothing		3.8%	16
Outerwear		22.1%	92
None of the above / Does not apply		13.7%	57
Formal Wear		1.7%	7
Fur Coat		0.2%	1

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		8.6%	36
Children's Winter Coats		7.9%	33
Children's Swimwear		11.3%	47
Children's Pants		18.2%	76
Children's T-Shirts		18.5%	77
Children's Dresses		9.8%	41
Children's Pajamas or Sleepwear		16.3%	68
Children's Socks		15.8%	66
Children's Party Dresses		2.4%	10
Children's Shorts		15.1%	63
Infant Clothing		9.4%	39
Children's School Uniform		2.2%	9
Children's Athletic Clothing		11.0%	46
None of the above / Does not apply		71.0%	296

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)		43.2%	180
Boots (Men's)		15.8%	66
Classic & Fashion Sneakers (Men's)		10.3%	43
Lace-Ups (Men's)		9.1%	38
Sandals (Men's)		7.4%	31
Slippers (Men's)		6.7%	28
Work & Safety (Men's)		8.2%	34

Value		Percent	Responses
Lace-Up Sneakers (Women's)		18.7%	78
Pumps (Women's)		8.2%	34
Sling-Back Sandals (Women's)		10.8%	45
Classic & Fashion Sneakers (Women's)		16.8%	70
Slippers (Women's)		10.8%	45
Work & Safety (Women's)		3.8%	16
Cowboy Boots (Women's)		3.8%	16
Athletic & Outdoor Shoes (Women's)		47.2%	197
Loafers & Slip-Ons (Women's)		15.1%	63
Athletic & Outdoor Shoes (Children's)		16.1%	67
Sandals (Children's)		8.6%	36
Slip-Ons (Children's)		5.8%	24
Dress Shoes (Children's)		4.1%	17
None of the above / Does not apply		20.6%	86
Cowboy Boots (Men's)		2.9%	12
Formal & Tuxedo Footwear (Men's)		0.5%	2
Slippers (Children's)		2.9%	12
Cowboy Boots (Children's)		0.7%	3

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		11.8%	49
Have Clothing Dry Cleaned		23.0%	96
Have Shoes Repaired		12.0%	50
Rent or Purchase a Costume		2.2%	9
Wash Clothing at a Laundromat		5.5%	23
Purchase Custom Made Clothing Items		1.4%	6
None of the above / Does not apply		62.6%	261


























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%	28
Bicycle or Mountain Bike (Adult)		8.2%	34
Bicycle Tune-Up or Repair		10.6%	44
Camping or Hiking Equipment		22.8%	95
Exercise or Fitness Equipment		10.8%	45
Fishing Rods or Reels		12.2%	51
Fishing Bait or Attractant		20.9%	87
Fishing Accessories		27.1%	113
Golf Clubs or Equipment		6.2%	26
Hunting Gear		8.9%	37
Ammunition		27.3%	114
Running or Jogging Equipment		4.1%	17
Skiing Equipment		4.6%	19
Sports Equipment (Children)		4.3%	18

Value		Percent	Responses
Swimming Gear		4.8%	20
Rifle		6.7%	28
Hand Gun		10.8%	45
Shotgun		6.5%	27
None of the above / Does not apply		36.7%	153
Bowling Equipment		2.4%	10
High End Bicycle		0.7%	3
Bicycle Rental		1.2%	5
Racquet Equipment		1.9%	8
Scuba, Diving or Snorkeling Equipment		1.2%	5
Soccer Equipment		2.4%	10
Sports Memorabilia		2.4%	10
Trampoline		1.7%	7
Trophies or Plaques		0.7%	3
Weight Lifting Equipment		1.4%	6
Used Sporting Equipment		1.9%	8








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		27.3%	114
Bedding Flowers or Perennials		52.8%	220
Fertilizer		40.8%	170
Flower Pots		27.6%	115
Garden Ornaments		14.4%	60

Value		Percent	Responses
Gate		3.8%	16
Gravel or Rock		12.2%	51
Hand Garden Tools		21.3%	89
Landscaping		10.3%	43
Indoor Garden Supplies		6.5%	27
Insects (Bees or Other Beneficial Species)		4.6%	19
Decorative Rock		12.7%	53
Lawn Seed, Turf or Sod		15.6%	65
Outdoor Fireplace or Fire Pit		7.0%	29
Outdoor Furniture		6.2%	26
Outdoor Grill		4.3%	18
Patio Furniture		5.8%	24
Propane		21.3%	89
Lawn Mower (Push)		5.3%	22
Shrubbery or Trees		11.3%	47
Storage Shed		5.0%	21
Insect or Fungus Control Products		14.1%	59
Snow Blower		3.1%	13
None of the above / Does not apply		19.9%	83
Chainsaw		2.9%	12
Fountains		2.2%	9
Gazebo		1.2%	5
Patio Heater		1.4%	6
Outdoor Infrared Heater or Fireplace		0.7%	3
Outdoor Smoker		1.4%	6


























Value		Percent	Responses
Outdoor Kitchen Equipment		0.7%	3
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		2.4%	10
Pole Shed		0.5%	2
Portable Outdoor Heater		0.7%	3
Power Garden Tools		0.7%	3
Lawn Mower (Riding)		1.0%	4
Rototiller		0.5%	2
Screen Porch		0.5%	2
Stone (Cast, Crushed or Natural)		2.9%	12
Leaf Blower		1.9%	8
Outdoor Garden Flags		2.4%	10
Greenhouse		1.4%	6











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		11.5%	48
Animal Healthcare Products		7.9%	33
Fertilizers, Herbicides or Pesticides		8.6%	36
Plants, Plantings or Agricultural Seed		6.5%	27
Propane, Oils or Fuels		8.2%	34
Rocks, Gravel or Sand		4.8%	20
None of the above / Does not apply		72.2%	301












Value		Percent	Responses
ATV Products and Attachments		2.9%	12
Barn or Pole Building		1.0%	4
Blowers		0.5%	2
Steel Farm Building		0.5%	2
Carts or Utility Carriers		1.7%	7
Chippers or Shredders		0.7%	3
Diggers, Drillers or Drivers		0.2%	1
Drainage or Irrigation Equipment		0.7%	3
Farm Tool Rental		0.2%	1
Farm Equipment Rental		0.7%	3
Farm Machinery or Tractor Attachments & Implements		0.5%	2
Farm Work Clothes		1.7%	7
Ground-Working Equipment		0.7%	3
Mowers, Cutters or Clippers		2.4%	10
Pivot		0.2%	1
Planting and Seeding Equipment		1.7%	7
Rakes or Hay Handling Equipment		1.0%	4
Scoops or Shovels		0.7%	3
Sprayers or Spreaders		1.0%	4
Straw or Bedding Materials		2.9%	12
Sweepers or Industrial Vacuums		0.2%	1
Tree Cutters or Tree Maintenance Equipment		2.2%	9

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		18.0%	75
Bird Seed		11.3%	47
Cat Food		28.1%	117
Dog Food		45.8%	191
Fish Food		7.0%	29
Specialized Pet Food		3.4%	14
Other Pet Food		7.9%	33
Pet Accessories		18.9%	79
Pet Clothing		4.1%	17
Pet Toys		23.5%	98
Fish Supplies		5.3%	22
Annual Pet Vaccinations		39.1%	163
Annual Pet Checkups		36.2%	151
Preventative Care		7.4%	31
Adopt or Rescue a Pet		9.6%	40
Purchase Pet Medication		8.9%	37
Purchase Dog Bed		5.3%	22
Board a Pet Overnight		5.3%	22
Pet Dental Care		6.7%	28
Animal Training Classes		4.8%	20
None of the above / Does not apply		31.4%	131
Pet Enclosure		1.0%	4
Aquarium or Tank		2.6%	11
Bird House		1.7%	7
Disease Diagnosis		0.5%	2

Value		Percent	Responses
Pet Travel Cage		1.7%	7
Pet Travel Accessories		1.7%	7
Cremation or Burial Services		1.9%	8
Purchase a Pet		2.2%	9
Pet Tracking Device		1.2%	5
Bird Health Care		0.2%	1
Hemp Based Pet Supplements		1.0%	4
THC Based Pet Supplements		0.5%	2
Holistic or Alternative Pet Supplements		0.7%	3
Anti Anxiety or Stress Pet Medication for Holidays		2.2%	9






















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		8.9%	37
Add a Fence or Wall Structure		10.1%	42
Remodel Kitchen		7.0%	29
Cabinet Refacing or Resurfacing		4.1%	17
Remodel Bathroom		9.6%	40
Build a Storage Shed		4.1%	17
General Remodeling		10.3%	43
Replace Carpet		9.6%	40
Replace Flooring		9.1%	38
Replace Windows		5.3%	22
None of the above / Does not apply		56.1%	234


























Value		Percent	Responses
Add a Room		2.2%	9
Add a Home Office		0.2%	1
Refinish Bathtub		1.9%	8
Install a Glass Shower		1.0%	4
Remodel or Finish Basement Living Area		2.9%	12
Replace Garage Door		2.4%	10
Build a Garage		1.2%	5
Build Out-Building		0.7%	3
Have Furniture Restored		1.9%	8
Add a Swimming Pool		0.2%	1
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		1.4%	6
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		0.7%	3
Install a Solar Energy System		0.7%	3
Install Security or Monitoring System		1.7%	7
Resurface or Build New Driveway		2.9%	12
Stone or Marble Work (Bathroom or Kitchen)		1.0%	4
Sealcoating		1.4%	6
Asphalt Repair		1.9%	8
Asphalt Resurfacing		1.9%	8
Residential Paving		1.0%	4
Build a "Tiny House"		0.7%	3
Install Handicap Accessible Addition		0.2%	1










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

Value		Percent	Responses
Ceramic Tile		7.2%	30
Decking		7.9%	33
Doors (Exterior)		8.2%	34
Doors (Interior)		7.2%	30
Electrical Supplies		7.2%	30
Fencing		11.0%	46
Hand Tools		12.2%	51
Hardwood Products		5.3%	22
Home Security Doorbell Camera		4.1%	17
Insulation		5.8%	24
Kitchen Cabinets		5.8%	24
Lighting and Fixtures		8.9%	37
Lock Sets		5.0%	21
Lumber		10.3%	43
Molding		5.0%	21
Paint (Exterior)		11.3%	47
Paint (Interior)		22.1%	92
Plywood		7.4%	31
Plumbing Supplies		6.5%	27
Power Tools		4.3%	18
Rain Gutters		5.5%	23
Screen Door		5.8%	24
Siding		4.1%	17













Value		Percent	Responses
Water Softener System or Supplies		5.5%	23
Windows (Slider)		4.6%	19
None of the above / Does not apply		43.9%	183
Circular Saw		1.7%	7
Furnace		2.6%	11
Generator		1.0%	4
Mill Work		0.5%	2
Roofing (Composition)		2.4%	10
Roofing (Other)		2.9%	12
Security Door		1.9%	8
Security Locks		2.6%	11
Security Window Film		0.7%	3
Solar Screen		1.2%	5
Waterproofing		1.7%	7
Wet or Dry Vacuum		1.7%	7
Wood Stove or Fireplace		1.7%	7
Window Guards		0.7%	3
Windows (Double-Hung)		1.9%	8
Windows (Casement)		1.7%	7
Windows (Picture)		1.2%	5
Windows (Bay or Bow)		0.7%	3






















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 Duct Cleaning		7.4%	31
Appliance Repair		5.5%	23
Blinds Cleaning		4.3%	18
Carpenter or Woodworking		4.3%	18
Carpet Cleaning		21.1%	88
Concrete Repair		5.5%	23
Drywall Installation or Repair		4.6%	19
Electrical Repair		5.5%	23
Flooring - Laminate (Installation or Repair)		6.0%	25
Flooring - Wood (Installation or Repair)		3.4%	14
Flooring - Other (Installation or Repair)		5.5%	23
Furnace Cleaning		6.0%	25
Gardening Services		3.8%	16
Gutter Installation or Repair		3.1%	13
Handyman Services		10.3%	43
Home Repair		5.3%	22
Home Remodel		4.8%	20
None of the above / Does not apply		48.0%	200
Air Conditioning Repair		2.9%	12
Alternative Energy Systems Installation		1.4%	6
Alternative Energy Systems (Service or Repair)		1.0%	4
Chimney Cleaning		2.4%	10
Electrical Panel Replacement		1.0%	4
Excavation & Wrecking		0.7%	3
Fire & Water Damage Restoration		0.5%	2

Value		Percent	Responses
Flooring - Ceramic Tile (Installation or Repair)		2.4%	10
Flooring - Linoleum (Installation or Repair)		1.2%	5
Foundation Repair		1.7%	7
Furnace Repair		1.9%	8
Furniture Reupholster		1.4%	6
Heating Repair		1.4%	6
Home Computer Repair		1.2%	5
Home Electronics Repair		0.5%	2
Home Heating Oil or Fuel Service		0.7%	3

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		6.5%	27
Junk or Yard Waste Removal		4.8%	20
Recycle		10.1%	42
Landscaping Service		9.4%	39
Painting		11.8%	49
Pest Control		10.1%	42
Plumbing Repair		5.0%	21
Preventative Home Maintenance		4.1%	17
Roof Repair		5.3%	22
Septic Tank Cleaning or Repair		3.4%	14
Snow Removal		5.3%	22
Trash Removal		9.1%	38

Value		Percent	Responses
Window Installation		4.3%	18
Computer Repair		5.3%	22
Mobile or Cell Phone Repair		3.1%	13
None of the above / Does not apply		49.6%	207
Home Security Service		2.9%	12
Insulation Installation or Maintenance		2.6%	11
Interior Design		1.2%	5
Sell Scrap Metal		1.9%	8
Movers		1.9%	8
Mold Inspection or Removal		1.9%	8
Party Equipment Rental		0.2%	1
Pressure Washing		1.7%	7
Security System		2.4%	10
Siding Replacement		1.7%	7
Solar Heating or Power System Installation or Repair		1.4%	6
Stucco or Exterior Coating		1.0%	4
Tool Rental		1.0%	4
Water Well Drilling		1.0%	4
Waterproofing		1.2%	5
Window Tinting for Home		0.7%	3
Yard Equipment Rental		0.7%	3







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

Value		Percent	Responses
Air Conditioning (Buy)		6.2%	26
Window Blinds (Venetian or Mini)		5.0%	21
Emergency Preparedness Kit or Supplies		5.0%	21
Batteries (Home or Office)		33.1%	138
Candles		16.8%	70
Firewood		5.0%	21
Carpeting		10.8%	45
Flooring Tile		4.3%	18
Hardwood Flooring		3.1%	13
Rugs		8.9%	37
Clocks		3.8%	16
Curtains or Drapes		12.5%	52
Cutlery, Flatware or Silverware		4.6%	19
Fire Extinguisher		6.5%	27
Furniture (Bedroom)		7.0%	29
Furniture (Dining Room)		3.6%	15
Furniture (Living Room)		7.7%	32
Furnace		3.1%	13
Christmas Tree		10.3%	43
Holiday Decorations		11.5%	48
Laminate Flooring		6.5%	27
Mirror		3.1%	13
Storage Boxes or Tubs		7.7%	32
Floral Arrangements		4.3%	18
Picture Frames		9.8%	41


















Value		Percent	Responses
Linens (Bathroom)		8.4%	35
Reclining Chair		4.8%	20
Indoor Flowers		6.2%	26
Linens (Dining Room or Kitchen)		3.4%	14
None of the above / Does not apply		32.4%	135
Awning		1.0%	4
Closet System		2.2%	9
Ductless Heat Pumps		0.2%	1
Fine Art (Paintings, Pottery, Etc.)		2.9%	12
Custom Built Furniture		0.5%	2
Reconditioned Furniture		0.5%	2
Furniture (Children's)		1.9%	8
Crib		0.2%	1
Furniture (Home Office)		1.4%	6
Futon		0.7%	3
Glass Table		0.7%	3
Safe		1.7%	7
Hot Tub or Spa (Used)		0.5%	2
Sewing Machine		1.7%	7
Wallpaper		1.7%	7
Signs or Banners		1.4%	6
Hot Tub or Spa (New)		2.4%	10
Tankless Water Heater		1.7%	7

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

Value		Percent	Responses
Home Decor or Decorating		9.4%	39
Pillow Top Mattress		3.6%	15
Linens (Bedroom)		13.4%	56
Memory Foam Mattress		4.1%	17
Queen Size Bed		6.0%	25
King Size Bed		3.6%	15
Water Heater		3.1%	13
Smoke Alarm or Detector		4.6%	19
Window Coverings		4.8%	20
Patriotic Flags		3.6%	15
Smart Home Products		4.1%	17
Alexa for Home		3.4%	14
None of the above / Does not apply		59.2%	247
Gas Burning Freestanding Stoves		1.2%	5
Water Purification System (Drinking)		1.4%	6
Solar Water Heater		0.5%	2
Adjustable Mattress		2.9%	12
Latex Mattress		0.2%	1
Innerspring Mattress		2.2%	9
Foam Mattress		2.9%	12
Gel Mattress		1.2%	5
Twin Size Bed		2.4%	10
Swimming Pool (Above Ground)		0.2%	1

Value		Percent	Responses
Remote Home Monitoring Video Camera		1.9%	8
Shutters		1.0%	4
Reclaimed Wood Furniture		0.2%	1
Sports Team Flags		1.7%	7
Smart Appliances		2.4%	10
Smart Lock / Front Door		2.6%	11

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


























Value		Percent	Responses
Paintings		8.6%	36
Fine Art		3.6%	15
Photographs		13.2%	55
Pottery		4.3%	18
Blown Glass		1.9%	8
Stone Carvings		0.2%	1
Sculpture		2.2%	9
Artistic Wall Decor		7.9%	33
Wood Carvings		3.8%	16
Poster Art		4.1%	17
Religious Art		3.8%	16
Stained Glass		2.4%	10
Ceramics		3.1%	13
Metal Work Art		5.0%	21
Music Memorabilia		1.9%	8
Movie Memorabilia		2.2%	9
None of the above / Does not apply		72.2%	301





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

Value		Percent	Responses
Refrigerator		6.2%	26
Portable Dishwasher		0.7%	3
Dishwasher		6.0%	25
Freezer		2.9%	12
Range		4.6%	19
Range Hood		1.2%	5
Wall Oven		0.7%	3
Washer		4.3%	18
Dryer		5.3%	22
Blender		5.5%	23
Tea Kettle		3.8%	16
Microwave		6.2%	26
Window Air Conditioner		2.4%	10
Coffee or Espresso Machine		8.6%	36
Vacuum Cleaner		6.5%	27
None of the above / Does not apply		64.0%	267






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		4.6%	19
Battery		8.2%	34
Floor Mats		6.2%	26
Lights		4.1%	17
RV Accessories or Supplies		6.7%	28

Value		Percent	Responses
Seat Covers		5.8%	24
Tires		14.4%	60
Wiper Blades		24.9%	104
None of the above / Does not apply		48.0%	200
Canopy		1.2%	5
Child Car Seat		2.2%	9
Grill Guard		0.7%	3
Ground Effects		0.2%	1
Mirror(s)		1.4%	6
Motorcycle Accessories		1.7%	7
Motorcycle Parts		1.9%	8
Performance Parts		1.4%	6
Roof Rack (For Bike, Kayak, Etc.)		1.9%	8
Roof Rack (Luggage or Equipment Container)		0.2%	1
Running Boards		0.7%	3
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		2.4%	10
Tool Box		0.5%	2
Trailer Hitch		2.2%	9
Truck Bed Liner		0.2%	1
Visor		0.7%	3
Wheels or Rims		1.7%	7
Winch		0.7%	3
Window Tinting Equipment (Auto)		0.7%	3
Cargo Trailer (Vehicle Hauler)		0.7%	3






Value		Percent	Responses
Cargo Trailer (Flat)		1.4%	6
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Boat)		0.7%	3
Cargo Trailer (Box)		0.7%	3


























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

Value		Percent	Responses
Dealership		38.1%	159
National chain service center (e.g. Jiffy Lube)		17.3%	72
Private service center		23.3%	97
Friend/Family		11.8%	49
Other		9.6%	40

Total: 417























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

Value		Percent	Responses
30,000 Mile Service		8.9%	37
60,000 Mile Service		4.1%	17
100,000 Mile Service		8.6%	36
Auto Detailing		8.2%	34
Auto Repair (General)		8.6%	36
Alignment		8.2%	34
Body Work		4.6%	19



















Value		Percent	Responses
Brake Replacement, Adjustment		3.8%	16
Car Wash		43.6%	182
Gas or Service Station Services		15.6%	65
Oil Change or Lube		40.5%	169
Preventative Maintenance		14.9%	62
Tire Mounting or Installation		6.7%	28
Tune-Up		10.6%	44
Windshield or Glass Repair		16.5%	69
Windshield or Window Tinting		3.4%	14
None of the above / Does not apply		22.5%	94
Auto Warranty Work (Work Covered by Warranty)		2.2%	9
Car Rental		1.4%	6
DEQ Inspection		0.2%	1
Electrical Repair		1.4%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.7%	3
Motor Repair or Replacement		0.5%	2
Motorcycle Repair		1.0%	4
Muffler		1.0%	4
Painting		1.9%	8
RV Maintenance or Service		2.2%	9
Safety Inspection		1.4%	6
Shocks		1.7%	7
Smog Check		0.7%	3
Stereo Installation		1.0%	4
Transmission or Clutch Repair		1.7%	7

Value		Percent	Responses
Upholstery Repair		1.7%	7
Vehicle Air Conditioning Repair		1.4%	6
Vehicle Storage		0.7%	3
Vehicle Towing		0.5%	2

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		12.2%	51
CarFax		17.3%	72
CarGurus.com		8.4%	35
CarMax.com		5.8%	24
Cars.com		5.0%	21
Craigslist Auto		13.7%	57
KBB.com		5.3%	22
Facebook Dealer Page		7.0%	29
Edmunds.com		5.3%	22
Local Dealer Site		48.7%	203
UsedCars.com		4.3%	18
Other Local Website		7.9%	33
None of the above / Does not apply		34.1%	142
Yahoo! Autos		0.2%	1
Automotive.com		0.7%	3
Autoblog.com		0.5%	2
CarsDirect.com		1.0%	4
eBay Motors		2.6%	11
MotorTrend.com		0.7%	3
Local TV Site		2.9%	12
Local Radio Site		1.4%	6
The Car Connection		0.7%	3

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

Value		Percent	Responses
Bath and Body Products		46.8%	195
Beauty Products		38.4%	160
Cosmetics		45.1%	188
Babysitting		3.6%	15
Facial		15.3%	64
Hair Care Products		54.9%	229
Hair Coloring		33.1%	138
Hair Cut		69.1%	288
Hair Removal		7.4%	31
Hair Extensions, Wigs or Weaves		2.2%	9
Manicure		18.5%	77
Massage Therapy		24.9%	104
Pedicure		26.9%	112
Tanning Products		2.9%	12
Tanning Bed or Spray Tan		5.5%	23
Tattoo or Piercing		8.4%	35
Spa Bed (Red Light Therapy or Hydration station)		1.2%	5
None of the above / Does not apply		12.5%	52

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)		41.7%	174
Books (Used)		31.2%	130
Books (Children's)		20.6%	86
Board Games		23.5%	98
Lottery Ticket		38.6%	161
Collectibles		5.3%	22
Vinyl Records		3.6%	15
Fire Works		15.6%	65
Computer Games		9.4%	39
DVD Movies (Buy)		28.5%	119
DVD Movies (Rent)		23.5%	98
DVD Movies (Children's)		10.1%	42
Magazines		27.1%	113
TV or Movie Themed Toys		7.4%	31
Toys		15.6%	65
Video Game Console		3.4%	14
Video Console Games		8.4%	35
None of the above / Does not apply		15.8%	66
Comics		2.6%	11
Graphic Novels		0.7%	3
Handheld Game Console		1.7%	7
Handheld Console Games		1.7%	7

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

Value	Percent	Responses
Purchase Wedding or Special Occasion Gifts	4.6%	19
Host or Attend a Retirement Party	3.8%	16
Host or Attend a Graduation Party	6.2%	26
Purchase Gourmet Cupcakes	3.1%	13
Purchase Cake, Tart or Pastries for Special Occasion	6.5%	27
None of the above / Does not apply	78.2%	326
Purchase a Wedding Dress	1.0%	4
Purchase a Tuxedo	0.5%	2
Rent a Tuxedo	1.0%	4
Purchase a Bridesmaid Dress	0.5%	2
Rent a Hall or Event Space for Wedding or Special Event	1.4%	6
Hire a Musician or Band for Wedding or Special Event	1.2%	5
Purchase a Wedding Cake	1.2%	5
Use a Wedding Planner	0.2%	1
Use a Party Planner	0.7%	3
Hire a Caterer for Wedding or Special Event	1.7%	7
Use a Florist for a Wedding or Special Event	1.2%	5
Rent a Chauffeured Vehicle	0.5%	2
Go on a Honeymoon	2.9%	12
Hire a Photographer for Wedding or Special Event	2.2%	9
Hire a Videographer for Wedding or Special Event	0.2%	1
Host or Attend a Quinceanera Party	0.2%	1

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


























Value		Percent	Responses
Gems, Rocks & Minerals		7.2%	30
Ceramics and Pottery		4.6%	19
Collectables		6.2%	26
Comic Books and Related Collectables		2.6%	11
Do-It-Yourself (DIY)		34.3%	143
Games or Puzzles		22.8%	95
Beer Brewing Supplies		2.6%	11
Wine Making Supplies		1.0%	4
Jewelry Making Supplies or Beads		8.4%	35
Knitting		11.3%	47
Making Arts and Crafts		18.7%	78
Paper Crafts		8.4%	35
Quilting		11.0%	46
Scrapbooking		8.6%	36
Toy Collecting		1.4%	6
Trains, Plane & Car Model Kits		2.6%	11
None of the above / Does not apply		37.9%	158






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		53.7%	224
Train Trip		4.8%	20
Book Hotel Room		54.4%	227











Value		Percent	Responses
Business Travel		9.4%	39
Buy Travel Tickets		21.1%	88
Buy Luggage		4.6%	19
Hotel or Resort Stay		29.5%	123
International Travel		9.4%	39
Take a Cruise		9.8%	41
Travel Packages		7.4%	31
Use a Travel Agent or Agency		8.6%	36
Vacation Inside Home State		18.7%	78
Vacation Outside Home State		29.3%	122
Rent a Car		18.7%	78
Book Local Lodging for Guests		3.8%	16
Stay at an RV Park		9.8%	41
Stay at a Casino		9.4%	39
Gamble at a Casino		15.1%	63
Play Bingo		3.8%	16
Does not apply		21.8%	91
Charter a Boat		1.0%	4
Chartered Fishing Trip		1.4%	6
Golf Vacation		1.9%	8
Ski Resort Stay		1.4%	6
Rent RV		1.7%	7

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)		8.4%	35
Attend College or University (Part Time)		5.3%	22
Attend Graduate School		3.8%	16
Attend Classes at Community College		6.5%	27
Online Continuing Education Courses		8.6%	36
Professional Certification or Accreditation Courses		4.8%	20
Language Lessons (Adult)		4.1%	17
Arts or Crafts Lessons (Adult)		10.1%	42
Music Lessons (Adult)		3.1%	13
Cooking Lessons (Adult)		3.4%	14
Attend a Free Lecture or Seminar		15.6%	65
Attend Paid Lecture, Seminar or Special Class		7.0%	29
Dance Lessons		4.3%	18
Music lessons (Child)		4.8%	20
Sports lessons (Child)		4.1%	17
Yoga, Pilates, or Zumba		12.5%	52
Personal Physical Training		4.3%	18
Attend a Local Workshop		9.6%	40
None of the above / Does not apply		49.4%	206
Business School		0.2%	1
Learning Center		1.0%	4
Culinary School		0.2%	1
Trade School		1.2%	5
Sports Lessons (Adult)		1.9%	8
Real Estate Classes		2.2%	9

Value		Percent	Responses
Child Education or Tutoring		1.9%	8
Language Lessons (Child)		0.7%	3
Arts or Crafts Lessons (Child)		2.6%	11
Change School		0.2%	1
Attend a Religion Based School		1.9%	8

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		18.5%	77
Oil paints		5.8%	24
Acrylic Paints		18.9%	79
Markers		16.5%	69
Specialty Paper		12.0%	50
Fabric Craft Supplies		15.1%	63
Beads		8.4%	35
Art Pencils and Pens		18.9%	79
Scrapbooking Supplies		9.1%	38
None of the above / Does not apply		55.2%	230

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

Value		Percent	Responses
Bass Guitar		0.2%	1
Clarinet		0.7%	3
Drums		2.2%	9
Flute		0.7%	3
Acoustic Guitar		3.6%	15
Electric Guitar		2.6%	11
Electric Keyboard		1.0%	4
Piano		2.9%	12
Trombone		0.5%	2
Trumpet		0.5%	2
Violin		0.5%	2
None of the above / Does not apply		89.7%	374






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		17.0%	71
French		6.0%	25
Asian		30.5%	127
German		5.0%	21
American (New)		36.9%	154
Italian		47.0%	196
Cajun or Creole		9.1%	38
Indian		10.8%	45
Chinese		53.7%	224
American (Traditional)		76.7%	320
Thai		22.8%	95
Middle Eastern		6.7%	28
Japanese		18.0%	75
Mexican		75.1%	313
Vietnamese		4.3%	18
Southern		10.3%	43
Tex-Mex		18.9%	79
Spanish		8.4%	35
Mediterranean		10.6%	44
None of the above / Does not apply		6.0%	25















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		14.9%	62















Value		Percent	Responses
Fish & Chips		21.6%	90
Golf Course Restaurant, Bar or Snack Bar		4.1%	17
Barbeque		24.2%	101
Deli		21.8%	91
Breakfast or Brunch		51.3%	214
Appetizers		40.5%	169
Dessert		24.9%	104
Chicken Wings		21.3%	89
Hamburgers		67.9%	283
Chicken		43.9%	183
Frozen Yogurt		13.4%	56
Live or Raw food		3.8%	16
Theme Restaurants		3.6%	15
Soup		33.3%	139
Salad		47.2%	197
Pizza (Dine In)		19.4%	81
Pizza (Delivery)		27.8%	116
Steak		38.6%	161
Juice or Smoothies		18.0%	75
Sandwiches		52.0%	217
Pizza (Carry Out)		46.3%	193
Pizza (Take & Bake)		34.1%	142
Seafood		31.9%	133
Steakhouse		27.8%	116
Sushi		14.1%	59

Value		Percent	Responses
Vegetarian		4.3%	18
Pho		5.5%	23
None of the above / Does not apply		7.7%	32
Tapas or Small Plates		1.7%	7
Vegan		2.6%	11

















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		12.0%	50
Locally Grown Produce		22.1%	92
Healthful Children's Dining		7.2%	30
Environmental Sustainability		11.5%	48
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		3.6%	15
Hyper-Local Sourcing		1.9%	8
Gluten Free Cuisine		6.5%	27
Sustainable Seafood		5.0%	21
Raw or Live Food Options		1.4%	6
Specialty Appetizers		7.7%	32
Specialty Salads		9.1%	38
Specialty Soups		7.2%	30
Specialty Desserts		6.5%	27
None of the above / Does not apply		58.3%	243

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		15.6%	65
Non-Smoking Environment		46.0%	192
Child Friendly		19.7%	82
Serve Alcohol		18.7%	78
Pool Tables		1.4%	6
Locally Brewed Beer		9.4%	39
Live Music		4.3%	18
Bar		16.3%	68
Large Craft Beer Selection		8.4%	35
Large Wine Selection		5.8%	24
Hand Crafted Cocktails		2.6%	11
Farm to Table Dining		9.4%	39
Senior Discounts		28.1%	117
None of the above / Does not apply		24.2%	101

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		23.0%	96
Foreign Beer		4.8%	20
Red Wine		18.9%	79
White Wine		17.0%	71
Dessert Wine		2.2%	9
Mixed Drinks		22.3%	93
Hand Crafted Cocktails		7.7%	32
Beer Cocktails		6.5%	27
"Top Shelf" Spirits		8.6%	36
Champagne		1.7%	7
Champagne Cocktails		1.0%	4
Energy Drink based Mixed Drinks		1.0%	4
Premium Tequila		3.6%	15
Alcoholic Cider		1.9%	8
Locally Distilled Spirits		2.2%	9
None of the above / Does not apply		47.5%	198







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 Commercial or Business Property		0.2%	1
Purchase Condominium or Townhouse		0.2%	1
Purchase Manufactured or Modular Home		0.2%	1
Purchase Investment Property		1.2%	5
Purchase Personal Residence		4.3%	18
Purchase Custom Built Home		1.2%	5
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		1.2%	5
Purchase Vacation Property		0.7%	3
Purchase Other		0.7%	3
None of the above / Does not apply		91.1%	380










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

Value		Percent	Responses
Sell Personal Residence		6.0%	25
Sell Vacation Property		1.0%	4
Sell Condominium or Townhouse		0.5%	2
Sell Investment Property		0.7%	3
Sell Land or Agricultural Property		0.7%	3
Sell Commercial or Business Property		0.7%	3
Sell Other		0.7%	3
None of the above / Does not apply		90.9%	379

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		11.1%	2
New home, but outside of development		22.2%	4
New home that I will have contractor build		22.2%	4
Existing home less than 10 years old		55.6%	10
Existing home more than 10 years old		55.6%	10
Other		5.6%	1

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		3.6%	15
Rent House (Residence)		5.0%	21
Rent Manufactured or Modular Home		1.4%	6
Rent or Lease Commercial Property		1.0%	4
Rent Agricultural Land		1.0%	4
Rent Subsidized Housing		0.7%	3
Rent Condo/Townhouse		2.9%	12
Rent Section 8 Housing		1.7%	7
None of the above / Does not apply		87.5%	365

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		2.6%	11
Use a Realtor to Buy Real Estate		2.4%	10
Use a Realtor to Buy and Sell Real Estate		5.3%	22
Plan to Sell Property Myself		3.6%	15
Use a Real Estate Broker		1.0%	4
None of the above / Does not apply		89.4%	373

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

Value		Percent	Responses
New Home Loan		3.6%	15
Home Remodel or Renovation Loan		1.9%	8
Business Construction Loan		0.2%	1
Home Construction Loan		2.9%	12
Equity Loan		2.4%	10
Land Loan		0.5%	2
Real Estate Loan for existing home		1.4%	6
Refinance Home		2.4%	10
None of the above / Does not apply		87.3%	364

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		8.2%	34
Facebook		10.8%	45
Google		7.2%	30
Auction.com		1.2%	5
Homes & Land		2.6%	11
Homes.com		4.8%	20
HomeFinder		9.6%	40
MLS.com		12.5%	52
National Real Estate Co. Site		1.2%	5
Local MLS Site		23.3%	97
RealEstate.com		8.9%	37
Realtor.com		24.9%	104
Realty.com		3.8%	16
Redfin		1.9%	8
Trulia		12.9%	54
Zillow		34.8%	145
ZipRealty.com		1.0%	4
None of the above / Does not apply		43.6%	182

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

Value		Percent	Responses
Apartments.com		9.8%	41
Apartmentguide.com		3.6%	15
Craigslist		14.6%	61
Forrent.com		1.2%	5
HomeFinder.com		6.0%	25
Hotpads.com		1.4%	6
Rent.com		5.3%	22
Sublet.com		0.5%	2
Trulia		9.1%	38
Zillow		27.8%	116
None of the above / Does not apply		59.2%	247

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		74.3%	310
No, don't know who to call		25.7%	107

Total: 417

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		73.9%	308
No, don't know who to call		26.1%	109

Total: 417




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		10.6%	44
Craft Beer		18.2%	76
Champagne		6.2%	26
Premium Hard Alcohol or Spirits		10.6%	44
White Wine		20.6%	86
Red Wine		23.3%	97
Major Brand Cigarettes		4.6%	19
E-Liquids / Vape Juice		3.1%	13
Discount Cigarettes		4.1%	17
Discount Hard Alcohol or Spirits		5.8%	24
Domestic Beer		26.4%	110
Alcoholic Cider		4.8%	20
None of the above / Does not apply		43.6%	182
Cigars		2.4%	10
Recreational Marijuana		2.4%	10
Marijuana Accessories		2.4%	10
Vaping Kit		0.2%	1
Vaping Accessories		1.2%	5
Smokeless Tobacco		1.4%	6
Pipe Tobacco		1.7%	7
Electronic Cigarette Supplies		1.0%	4
Hookah Accessories		0.5%	2
Hookah		0.5%	2

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		57.1%	8
Cannabis Edibles		57.1%	8
Cannabis Tinctures		14.3%	2
Cannabis Vaporizers		21.4%	3
Cannabis Cleaning Tools or Supplies		14.3%	2
Cannabis Concentrates		35.7%	5
Cannabis Pre-Rolls		28.6%	4
Organic Cannabis Products		7.1%	1
Cannabis Oil		50.0%	7
Cannabis Beauty & Skin Care Products		21.4%	3
Cannabis Beverages		35.7%	5
Cannabis Chocolates		50.0%	7
Medical Cannabis		50.0%	7
CBD Cannabis		64.3%	9
None of the above / Does not apply		7.1%	1

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
















Value		Percent	Responses
Bulk or Discounted Food Items		34.5%	144
Specialty Teas		12.9%	54
Specialty Coffee		23.0%	96

Value		Percent	Responses
Gourmet Deli Counter Items		14.9%	62
Cookies		36.0%	150
Snack Cakes		11.8%	49
Potato Chips		54.2%	226
Soft Drinks		43.9%	183
Energy Drinks		10.3%	43
Energy Bars		14.1%	59
Noodle Bowls		12.5%	52
Cupcakes		9.6%	40
Birthday Cake		18.7%	78
Beef Jerky or Meat Sticks		28.3%	118
Bottled Water		47.7%	199
Candy		35.3%	147
Fruit		67.9%	283
Nuts		45.3%	189
Chocolates		34.8%	145
Ice cream		48.0%	200
Cheese		79.4%	331
Artisan Bread		24.2%	101
Artisan Meats		4.6%	19
Sports Drinks		12.7%	53
Basic Condiments		36.0%	150
Canned Sauces		32.6%	136
Cereal		59.2%	247
Milk		75.5%	315

Value		Percent	Responses
Chicken		76.5%	319
Pork		48.4%	202
Beef		66.9%	279
Game Meats		3.1%	13
Fish		35.5%	148
Pasta		57.6%	240
Snack Mixes		17.3%	72
Vegetables		63.5%	265
Olive Oil		48.2%	201
Balsamic Vinegar		18.2%	76
Frozen Entrees		40.5%	169
Eggs		80.8%	337
Locally Raised Beef, Pork, Poultry		16.1%	67
Locally Grown Fruit and Vegetables		33.1%	138
Locally Produced Honey		18.0%	75
Organic Food		14.9%	62
Pickled Vegetables		11.8%	49
Artisan Cheese		17.3%	72
Alternative "Meat" Products		3.6%	15
Nut Butter		16.3%	68
Sausage		42.7%	178
Donuts		25.7%	107
Pastries		20.9%	87
Artisan Condiments		2.6%	11
Caviar		0.7%	3

Value		Percent	Responses
None of the above / Does not apply		2.4%	10























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

Value		Percent	Responses
Convenience		67.6%	282
Better Prices		81.3%	339
Variety		33.6%	140
Quality of Selection		52.5%	219
Quality of Produce		63.5%	265
Healthy Options		25.2%	105
Speed of Check Out		30.5%	127
Size of Store		9.6%	40
Number of Checkouts		26.9%	112
Cleanliness of Store		57.3%	239
Parking		35.3%	147
Help with Bagging/Packing		13.7%	57
Loyalty Tokens/Stamps		10.8%	45
Home Delivery		2.2%	9
None of the above / Does not apply		1.9%	8
















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

Value		Percent	Responses
See, touch, feel and try out items		68.6%	286
Take items home immediately		60.2%	251
Return items more easily		38.1%	159
Enjoy the in-store experience		34.3%	143
Can ask questions to store associates		36.9%	154
To support local businesses		62.8%	262
More secure than online purchase		16.8%	70
Better prices		25.7%	107
Quality of service		24.2%	101
Better Selection		20.4%	85
Local flavor or uniqueness		19.9%	83
None of the above / Does not apply		6.5%	27













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		42.2%	176
Donate to a Charity		40.0%	167
Donate to a Church		35.7%	149
Donate to Political Party or Government Representative		5.5%	23
Volunteer at Church		20.6%	86
Volunteer for Nonprofit Group		18.7%	78
Retire		4.3%	18
Vote in Upcoming Local Elections		42.7%	178
Vote in Upcoming State or National Elections		43.2%	180
Purchase Season Tickets for Performing Arts		5.3%	22
Attend a Holiday Themed Performance		23.3%	97
Community Activity		34.5%	144
Support an Organization		12.7%	53
Make a Donation		29.7%	124
Register to Vote		5.8%	24
None of the above / Does not apply		15.8%	66
Join a New Church		2.9%	12
Donate Vehicle		1.0%	4
Have a Baby		1.7%	7
Get Married		1.0%	4
Look into Private Schooling for Children		0.7%	3
Join an Organization		2.9%	12










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		33.6%	140
Community Event		55.4%	231
Festival		38.4%	160
Live Performance		44.4%	185
Fundraising Event		23.0%	96
Seminar		8.9%	37
School Event		36.2%	151
Corporate Event		7.2%	30
Trade Show		15.3%	64
Conference		16.3%	68
Networking Event		7.4%	31
Radio Station Sponsored Event		4.1%	17
Television Station Sponsored Event		2.4%	10
Newspaper Sponsored Event		7.0%	29
None of the above / Does not apply		16.3%	68

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		7.4%	31
Use a Zip Line		5.3%	22
Go Camping		49.6%	207
Go Mountain Biking		10.1%	42
Go Touring on a Bicycle		5.5%	23
Go to a Community or City Swimming Pool		24.7%	103
Take a Guided Backpacking or Hiking Trip		2.6%	11
Attend a Horse Race		8.4%	35
Attend a Car, Truck or Motorsport Race		7.4%	31
Participate in City or Municipal Sponsored Programs		11.3%	47
Join or Change Health or Fitness Club		13.9%	58
None of the above / Does not apply		27.8%	116

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		24.0%	100
Local Business Blog		4.8%	20
Local Business Email		9.8%	41
Snapchat		16.3%	68
Instagram		32.6%	136
Cinema Ads		15.1%	63
Facebook Business Page		22.1%	92
Reviews on Yelp! or Google+		15.8%	66
YouTube Promo Video		9.8%	41

Value		Percent	Responses
Local Business Text Message		6.0%	25
Pandora		29.3%	122
Online Yellow Pages		4.6%	19
Google Search		58.3%	243
eBay		37.4%	156
Spotify		13.2%	55
Pinterest		42.9%	179
Google+ Local		8.4%	35
Clicked on Google Sponsored Ad		17.0%	71
LinkedIn		18.9%	79
Craigslist		24.5%	102
Bing		15.1%	63
Twitter		15.3%	64
Amazon		81.8%	341
None of the above / Does not apply		4.6%	19
CitySearch		2.2%	9
Digital Billboard		1.9%	8
Angie's List		1.4%	6
Xing		0.2%	1

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

Value		Percent	Responses
Yes		82.7%	345
No		17.3%	72

Total: 417

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

Value	Percent	Responses
Yes	54.4%	227
No	45.6%	190
		Total: 417




















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

Value	Percent	Responses
Yes	43.4%	181
No	56.6%	236
		Total: 417



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

Value	Percent	Responses
Apparel and Accessories	45.3%	189
Arts and Entertainment	30.9%	129
Automotive - (General)	23.7%	99
Automotive - (New Vehicle Dealership)	12.0%	50
Automotive - (Used Vehicle Dealership)	13.7%	57
Automotive - (Auto Parts store)	12.7%	53
Automotive - (Auto Repair business)	7.4%	31
Automotive - (Auto Body shop)	4.8%	20
Tire Business	13.2%	55
Beauty and Spa Related Businesses	16.1%	67

Value		Percent	Responses
Child Related Businesses		6.0%	25
Community and State Services		18.7%	78
Education		13.2%	55
Employment Related Businesses		11.8%	49
Event Planning and Services		6.5%	27
Family Activity Related Businesses		14.1%	59
Financial Services		7.7%	32
Fitness Businesses or Providers		6.0%	25
General Retail		39.8%	166
Grocery / Market		30.7%	128
Home and Garden Related Businesses		19.9%	83
Building Supply/Lumber Business		15.6%	65
Home Service Businesses		6.7%	28
Home Service Contractors		8.2%	34
Hotel and Travel Related Businesses		24.7%	103
Local Services		26.9%	112
Medical Related Businesses - (General)		16.8%	70
Medical Related Businesses - (Chiropractor)		3.8%	16
Medical Related Businesses - (Dentist)		7.4%	31
Medical Related Businesses - (Hospital)		4.3%	18
Nightlife Related Businesses		6.5%	27
Pet / Animal		27.8%	116
Professional Services		12.0%	50
Real Estate Service Businesses		4.1%	17
Recreation Related Businesses		6.7%	28










Value		Percent	Responses
Restaurant / Bar / Lounge		28.3%	118
Senior Related Businesses		6.0%	25
Specialty Food and Drink		13.2%	55
General Retail - Children's Clothing Store		8.4%	35
General Retail - Clothing Accessory Store		12.2%	51
General Retail - Computer Store		10.1%	42
General Retail - Furniture Store		11.0%	46
General Retail - Hardware Store		12.2%	51
General Retail - Home Entertainment Store		4.6%	19
General Retail - Jewelry Store		5.8%	24
General Retail - Major Appliance Store		8.2%	34
General Retail - Men's Clothing Store		10.6%	44
General Retail - Mobile Phone Store		7.7%	32
General Retail - Shoe Store		14.1%	59
General Retail - Women's Clothing Store		21.3%	89
None of the above / Does not apply		16.8%	70
Farm Equipment and Agriculture Businesses		2.4%	10
Motorsport Businesses		2.4%	10
General Retail - Farming and Agriculture Business		2.2%	9

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











Value		Percent	Responses
Yes		18.2%	76
No		81.8%	341

Total: 417

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		12.7%	53
Get a New Part Time Job		9.1%	38
Get a Temporary or Seasonal Job		4.1%	17
Use an Employment or Temporary Employment Agency		2.2%	9
Use a Career Counselor		0.5%	2
Get a Second (or Third) Job		4.1%	17
Get First Job after High School		1.2%	5
Get First Job after College		1.0%	4
None of the above / Does not apply		76.0%	317

140. If you are looking to find a new job, get a second job, etc. in the next 12 months, what are the primary fields you will be looking at employment in? (Check all that apply.)

Value		Percent	Responses
Retail		4.1%	17
Admin & Clerical		8.6%	36
Accounting		3.6%	15
Health Care		4.6%	19
Banking & Finance		3.4%	14
Customer Service		8.6%	36
Management		4.8%	20
Education		5.5%	23
Government		4.6%	19
None of the above / Does not apply		70.7%	295

Value		Percent	Responses
Agriculture		1.2%	5
Automotive		1.2%	5
Warehouse		1.4%	6
Construction		0.7%	3
Hotel - Hospitality		1.7%	7
Manufacturing		0.5%	2
Entry Level (New Graduate)		2.4%	10
Grocery		2.4%	10
Child Care		1.0%	4
Real Estate		1.4%	6
Insurance		1.4%	6
Legal		1.4%	6
Media		1.4%	6
NonProfit		1.2%	5
Installation - Maintenance - Repair		0.2%	1
Restaurant - Food Services		1.7%	7
Executive Level		2.4%	10
Engineering		1.9%	8
Sales & Marketing		2.6%	11
Information Technology		1.7%	7
Skilled Labor - Trades		1.4%	6
Transportation		0.5%	2

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		22.8%	95
Local Agency Site		15.8%	66
Craigslist		9.4%	39
Facebook		10.3%	43
Indeed.com		24.7%	103
LinkedIn		14.1%	59
Monster.com		6.7%	28
CareerBuilder		6.2%	26
GlassDoor		6.0%	25
SimplyHired.com		2.2%	9
AOL Jobs		0.7%	3
SnagAJob.com		1.9%	8
Dice.com		0.5%	2
USAjobs.gov		10.1%	42
USAjobs.org		4.3%	18
ZipRecruiter		6.0%	25
TheLadders		0.5%	2
None of the above / Does not apply		51.6%	215

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		24.9%	104
Yellow Pages directory		3.6%	15
Direct mail flyer		19.7%	82
Deal program/offer		8.6%	36
Facebook business page offer		12.7%	53
Billboard advertising		4.6%	19
None of the above / Does not apply		58.5%	244

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)		16.8%	70
Purchased an online deal to a local business in the past 3 months		14.4%	60
None of the above / Does not apply		74.3%	310

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		10.3%	43
Read ads and keep them - using one or two		42.7%	178
Read ads and keep them - without using any		2.9%	12
Read ads but throw away without using any		17.0%	71
Throw ads away unread		21.1%	88
Do not receive direct mail or advertisements at home or PO Box		6.0%	25

Total: 417

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 %	29 7.0%	79 18.9%	152 36.5%	16 3.8%	23 5.5%	72 17.3%	46 11.0%	417
County election Count Row %	28 6.7%	74 17.7%	159 38.1%	16 3.8%	25 6.0%	66 15.8%	49 11.8%	417
State election Count Row %	29 7.0%	84 20.1%	148 35.5%	15 3.6%	30 7.2%	62 14.9%	49 11.8%	417
Total Total Responses								417

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

Value	Percent	Responses
Yes	84.7%	353
No	15.3%	64














Total: 417

147. Did you vote in the last presidential election?








Value	Percent	Responses
Yes	85.6%	357
No	14.4%	60

Total: 417

















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		3.6%	15
Used Vehicle Dealership		6.5%	27
New and Used Vehicle Dealership		9.4%	39
Automotive Service		15.6%	65
Tire Store		10.3%	43
Auto Parts Store		14.4%	60
Recreation Vehicle (RV) Dealership		2.6%	11
RV or Camper Service		4.3%	18
Boat Dealer		0.7%	3
Boat Service		1.2%	5
Motorcycle Dealer		1.2%	5
Motorcycle Repair Shop		1.0%	4
None of the above / Does not apply		65.0%	271

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%	13
Legal Firm or Attorney		2.6%	11
Insurance Agency		6.7%	28
Tax Advisor		1.9%	8
Telecommunications Provider		2.4%	10
Internet Service Provider		5.8%	24
None of the above / Does not apply		83.0%	346

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		1.7%	7
Hearing Aid Center		1.4%	6
Cardiologist		1.2%	5
Chiropractor		2.4%	10
Dentist		10.6%	44
Dermatologist		3.8%	16
Hospital		3.6%	15
Mental Health Provider		3.1%	13
Optometrist		4.8%	20
Pediatrician		1.0%	4
General Practitioner		6.5%	27
Rehabilitation Clinic		0.2%	1
Urgent Care Clinic		4.6%	19
Surgical Specialist		2.4%	10
Weight Loss Service		2.2%	9
None of the above / Does not apply		73.1%	305







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		6.2%	26
Electrician		1.4%	6
Handyman		5.0%	21
Heating & Air Conditioning Service		3.1%	13
Remodeling Contractor		1.2%	5
General Contractor		3.6%	15
Landscaper		1.9%	8
New Home Builder		0.2%	1
Painting Contractor		1.0%	4
Plumber or Plumbing Contractor		2.4%	10
Roofing Contractor		1.7%	7
None of the above / Does not apply		82.7%	345









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%	11
Home Inspector		0.7%	3
Mortgage Broker		1.2%	5
Property Manager		2.4%	10
Realtor		4.1%	17
None of the above / Does not apply		91.4%	381

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

Value		Percent	Responses
Real Estate Loan Provider		0.5%	2
Automotive Loan Provider		1.4%	6
Financial Advisor		3.8%	16
Bank		11.3%	47
Credit Union		13.4%	56
None of the above / Does not apply		77.9%	325

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		8.9%	37
Ethnic Restaurant		12.2%	51
Family Style Restaurant		21.8%	91
Fast Food Restaurant		16.3%	68
Fine Dining Restaurant		12.5%	52
Pizza Restaurant		21.6%	90
Restaurant with Bar or Lounge		8.4%	35
None of the above / Does not apply		52.8%	220

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

Value		Percent	Responses
Building Supply-Lumber Yard		9.6%	40
Clothing Accessory Store		6.0%	25
Major Appliance Store		4.3%	18
Computer Store		4.8%	20
Farming and Agriculture Business		1.4%	6
Furniture Store		6.5%	27
Grocery Store		20.4%	85
Hardware Store		13.7%	57
Home Entertainment Store		1.0%	4
Jewelry Store		3.6%	15
Mobile Phone Store		5.0%	21
Shoe Store		7.9%	33
Specialty Food Business		2.6%	11
Women's Clothing Store		15.6%	65
Men's Clothing Store		7.0%	29
Children's Clothing Store		6.0%	25
None of the above / Does not apply		55.4%	231

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

Value		Percent	Responses
Any Beauty Related Business		5.3%	22
Any Child Related Business		3.1%	13
Any Event Planning Business		0.7%	3
Any Education Business		3.4%	14
Any Fitness Business		7.7%	32
Any Pet Related Business		10.6%	44
Any Senior Related Business		2.2%	9
None of the above / Does not apply		75.1%	313

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		19.9%	83
No		52.8%	220
Does not apply		27.3%	114















Total: 417

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

Value		Percent	Responses
Arts and Entertainment		4.8%	4
Beauty and Spa		3.6%	3
Education		12.0%	10
Financial Services		7.2%	6
Health and Medical		7.2%	6
Home and Garden		3.6%	3
Local Services		3.6%	3
Real Estate		4.8%	4
Restaurant / Bar / Lounge		3.6%	3
Other		32.5%	27
Apparel and Accessories		2.4%	2
Automotive		1.2%	1
Child Related Businesses		1.2%	1
Event Planning and Services		1.2%	1
Fitness Businesses or Providers		1.2%	1
General Retail		1.2%	1
Grocery and Specialty Food/Drink		2.4%	2
Home Service Businesses		1.2%	1
Hotel and Travel		2.4%	2
Pet / Animal		1.2%	1
Recreation		1.2%	1

Total: 83









159. Which of the following BUSINESS PRODUCTS do you/your household, or does your company, plan to purchase or lease in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Business Cards, Letterhead, etc.		26.5%	22
Computer Hardware		19.3%	16
Office Copier		3.6%	3
Business Logo Apparel		14.5%	12
Networking Hardware or Software		8.4%	7
Office Furniture, Fixtures or Interiors		9.6%	8
Office Cleaning Supplies		18.1%	15
Office Supplies		43.4%	36
Office Printer		10.8%	9
Promotional Items		16.9%	14
Security System		2.4%	2
Telephone Systems		2.4%	2
Uniforms or Work Clothing		9.6%	8
None of the above / Does not apply		31.3%	26




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

Value		Percent	Responses
Business Accounting or CPA		7.2%	6
Business Advertising		3.6%	3
Business Internet Services		3.6%	3
Business Printing Services		7.2%	6
None of the above / Does not apply		78.3%	65
Business Financial Consulting		1.2%	1
Business Bottled Water Delivery		1.2%	1
Business Cellular Phone Service		1.2%	1
Business Construction Contractor		1.2%	1
Business Employment Agency		2.4%	2
Business Internet Service Provider		1.2%	1
Business Legal Services or Attorney		1.2%	1
Business Marketing Services		2.4%	2
Business Payroll Services		2.4%	2
Business Recruitment		2.4%	2
Business Sign Company Services		1.2%	1
Business Travel Agency		1.2%	1
Business Radio Media Service		1.2%	1








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

Value		Percent	Responses
Rent New Office		2.4%	2
Add New Locations		2.4%	2
Renovate Existing Facilities		4.8%	4
Construct New Facilities		2.4%	2
Buy or Rent Industrial Space		1.2%	1
Buy or Rent Warehouse space		2.4%	2
Install New Commercial Carpeting		2.4%	2
None of the above / Does not apply		85.5%	71

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 Delivery Vehicles		2.4%	2
Purchase New Heavy Duty or Commercial Business Trucks		1.2%	1
None of the above / Does not apply		96.4%	80

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		1.2%	1
Business Health Insurance		6.0%	5
Business Dental Insurance		3.6%	3
Business 401K or Retirement Program		2.4%	2
Business "Key Man" Insurance		2.4%	2
Business Commercial Insurance		1.2%	1
None of the above / Does not apply		88.0%	73

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

Value		Percent	Responses
Local Newspaper		18.1%	15
Local Newspaper Site		7.2%	6
Local Radio		19.3%	16
Local Television		12.0%	10
Facebook		30.1%	25
Other Social Media		14.5%	12
Search Engine Optimization (SEO, SEM)		3.6%	3
Word of Mouth or Referrals		41.0%	34
Billboards		4.8%	4
Direct Mail		6.0%	5
Yellow Pages		3.6%	3
Banner Ads		7.2%	6
Online Advertising		13.3%	11
None of the above / Does not apply		32.5%	27
Local Free or Alternative publication		2.4%	2
Twitter		1.2%	1
Coupons or "Deal of the Day"		1.2%	1
Fliers or Door Hangers		1.2%	1
Telemarketing		1.2%	1
Retargeting Web Ads		1.2%	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		4.8%	4
Use social media for promoting business		13.3%	11
Website optimized for mobile (responsive)		9.6%	8
Ongoing search optimization (SEO, SEM)		3.6%	3
Banner ads		8.4%	7
Cost-per-click ads (CPC, PPC)		2.4%	2
Cost-per-mille ads (CPM)		1.2%	1
Video ads		2.4%	2
Google ads (Adwords)		1.2%	1
Facebook ads		15.7%	13
Sponsored content		1.2%	1
Email advertising		6.0%	5
Site analytics		3.6%	3
Digital ads through newspaper		2.4%	2
None of the above/Does not apply		60.2%	50

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		4.8%	4
Use social media for promoting business		4.8%	4
Website optimized for mobile (responsive)		3.6%	3
Ongoing search optimization (SEO, SEM)		2.4%	2
Banner ads		3.6%	3
Cost-per-click ads (CPC, PPC)		1.2%	1
Cost-per-mille ads (CPM)		1.2%	1
Retargeting ads		2.4%	2
Video ads		3.6%	3
Google ads (Adwords)		1.2%	1
Facebook ads		13.3%	11
Email advertising		6.0%	5
Site analytics		1.2%	1
Digital ads through newspaper		2.4%	2
None of the above/Does not apply		68.7%	57

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

Value		Percent	Responses
Yes		2.4%	2
No		91.6%	76
Don't know		6.0%	5

Total: 83






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

Value	Percent	Responses
0%	6.5%	27
1% - 25%	48.9%	204
26% - 50%	19.9%	83
51% - 75%	13.2%	55
76% - 100%	11.5%	48
		Total: 417
Average	32%	








169. Which age brackets do you fall into?

Value	Percent	Responses
20 - 24	1.0%	4
25 - 30	2.6%	11
31 - 34	3.8%	16
35 - 40	6.7%	28
41 - 45	9.1%	38
46 - 49	7.2%	30
50 - 54	10.8%	45
55 - 60	13.9%	58
61 - 69	24.3%	101
70 or older	20.4%	85
		Total: 416
Average	57	

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




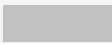









Value		Percent	Responses
Metro / Urban		7.4%	31
Small/Mid-Size Town		52.8%	220
Suburban		16.8%	70
Rural		20.9%	87
Other		2.2%	9
			Total: 417

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







Value		Percent	Responses
Some High School (Not Graduate)		0.2%	1
High School Graduate (12th grade)		10.1%	42
Vocational or Technical Training		7.4%	31
Some College		23.7%	99
College Graduate		29.3%	122
Some Post-Graduate Study (No Advanced Degree)		7.4%	31
Post-Graduate Degree		21.8%	91

Total: 417

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




Value		Percent	Responses
Under \$20,000		9.5%	39
\$20,000 - \$24,999		5.8%	24
\$25,000 - \$29,999		4.9%	20
\$30,000 - \$34,999		7.3%	30
\$35,000 - \$39,999		4.6%	19
\$40,000 - \$44,999		6.1%	25
\$45,000 - \$49,999		8.0%	33
\$50,000 - \$74,999		19.2%	79
\$75,000 - \$99,999		12.9%	53
\$100,000 - \$124,999		12.6%	52
\$125,000 - \$149,999		3.9%	16
\$150,000 - \$200,000		2.7%	11
Over \$200,000		2.7%	11
Average		\$68,269	Total: 412

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.4%	6
Asian		0.7%	3
White or Caucasian		86.1%	359
Hispanic		1.0%	4
Other		1.4%	6
Prefer not to answer		9.4%	39


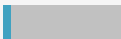



Total: 417

175. Are you...

Value		Percent	Responses
Male		28.1%	117
Female		67.4%	281
Prefer not to answer		4.6%	19

Total: 417

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

Value		Percent	Responses
Single Family Home		86.1%	359
Apartment		7.2%	30
Condominium		1.7%	7
Mobile Home		2.6%	11
Other		2.4%	10

Total: 417

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		82.3%	343
Rented		14.1%	59
Occupied Without Payment of Rent		1.2%	5
Other		2.4%	10
			Total: 417

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

Value		Percent	Responses
None		70.5%	294
1		12.2%	51
2		11.5%	48
3		3.4%	14
4 or more		2.4%	10
			Total: 417

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		40.5%	168
No		59.5%	247
			Total: 415