

The Pulse of America Survey Report (Southeast)

Response Counts

Completion Rate:	100%	
Complete		 423

Total: 423

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	423

Total: 423

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%	4 0.9%	48 11.3%	132 31.2%	229 54.1%	2 0.5%	423
Local breaking news Count Row %	3 0.7%	1 0.2%	10 2.4%	55 13.0%	350 82.7%	4 0.9%	423

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	2	1	9	71	336	4	423
Row %	0.5%	0.2%	2.1%	16.8%	79.4%	0.9%	
County news							
Count	1	4	17	107	291	3	423
Row %	0.2%	0.9%	4.0%	25.3%	68.8%	0.7%	
Local sports news							
Count	69	57	85	135	74	3	423
Row %	16.3%	13.5%	20.1%	31.9%	17.5%	0.7%	
Local school news							
Count	27	28	59	105	200	4	423
Row %	6.4%	6.6%	13.9%	24.8%	47.3%	0.9%	
Local crime news							
Count	1	7	25	88	295	7	423
Row %	0.2%	1.7%	5.9%	20.8%	69.7%	1.7%	
Local advertising							
Count	17	24	84	180	115	3	423
Row %	4.0%	5.7%	19.9%	42.6%	27.2%	0.7%	
Local political news							
Count	27	28	70	153	139	6	423
Row %	6.4%	6.6%	16.5%	36.2%	32.9%	1.4%	
Local entertainment news							
Count	14	18	86	165	137	3	423
Row %	3.3%	4.3%	20.3%	39.0%	32.4%	0.7%	
Local dining news							
Count	14	18	73	149	163	6	423
Row %	3.3%	4.3%	17.3%	35.2%	38.5%	1.4%	
State or national news							
Count	6	10	43	140	215	9	423
Row %	1.4%	2.4%	10.2%	33.1%	50.8%	2.1%	

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

Total
Total Responses 423

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 %	119 28.1%	114 27.0%	135 31.9%	55 13.0%	423
Business news Count Row %	79 18.7%	143 33.8%	153 36.2%	48 11.3%	423
Government news Count Row %	94 22.2%	165 39.0%	131 31.0%	33 7.8%	423
High school sports news Count Row %	54 12.8%	62 14.7%	164 38.8%	143 33.8%	423
Crime news Count Row %	187 44.2%	149 35.2%	69 16.3%	18 4.3%	423
Clubs and organizations news Count Row %	49 11.6%	99 23.4%	203 48.0%	72 17.0%	423
Total Total Responses					423

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




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	6 1.4%	10 2.4%	41 9.7%	218 51.5%	137 32.4%	11 2.6%	423
Local news coverage Count Row %	5 1.2%	14 3.3%	36 8.5%	219 51.8%	139 32.9%	10 2.4%	423
Reporting objectivity Count Row %	8 1.9%	27 6.4%	102 24.1%	169 40.0%	99 23.4%	18 4.3%	423
Headline objectivity Count Row %	8 1.9%	27 6.4%	79 18.7%	189 44.7%	103 24.3%	17 4.0%	423
Local school news Count Row %	3 0.7%	5 1.2%	92 21.7%	181 42.8%	103 24.3%	39 9.2%	423
County news coverage Count Row %	4 0.9%	8 1.9%	68 16.1%	220 52.0%	110 26.0%	13 3.1%	423
Local city/community news coverage Count Row %	4 0.9%	10 2.4%	51 12.1%	211 49.9%	136 32.2%	11 2.6%	423
Environmental news coverage Count Row %	6 1.4%	22 5.2%	128 30.3%	165 39.0%	57 13.5%	45 10.6%	423
Courts and cops news coverage Count Row %	4 0.9%	17 4.0%	63 14.9%	205 48.5%	118 27.9%	16 3.8%	423
Local sports coverage Count Row %	2 0.5%	6 1.4%	70 16.5%	182 43.0%	98 23.2%	65 15.4%	423
Local arts and entertainment coverage Count Row %	4 0.9%	16 3.8%	82 19.4%	201 47.5%	90 21.3%	30 7.1%	423

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	3	13	77	208	101	21	423
Count	0.7%	3.1%	18.2%	49.2%	23.9%	5.0%	
Row %							
Total							
Total Responses							423



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

Value		Percent	Responses
Yes		70.0%	296
No		30.0%	127
Total: 423			




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		43.9%	130
No		51.7%	153
None of the above / Does not apply		4.4%	13
Total: 296			



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

Value		Percent	Responses
Yes		74.0%	313
No		26.0%	110
			Total: 423



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

Value		Percent	Responses
Yes		44.7%	140
No		49.5%	155
None of the above / Does not apply		5.8%	18
			Total: 313






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

Value		Percent	Responses
Yes		85.6%	362
No		14.4%	61
			Total: 423

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		57.7%	209
No		42.3%	153
			Total: 362




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

Value		Percent	Responses
1		33.7%	122
2		45.9%	166
3		13.3%	48
4		4.4%	16
5 or more		2.8%	10
			Total: 362

Statistics

Average 1.9

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

Value		Percent	Responses
Adult male		69.1%	250
Adult female		77.9%	282
Minor under 18		5.8%	21

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

Value		Percent	Responses
Yes, always		25.4%	92
Yes, frequently		22.7%	82
Yes, sometimes		31.2%	113
Seldom		15.5%	56
Never		5.2%	19

Total: 362




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		78.5%	284
Local Paid Weekly Community Newspaper		32.6%	118
Local Free Weekly Print Publication (a Shopper or Newspaper)		40.9%	148
Local Alternative Publication		5.2%	19
Local Specialty Publication		13.8%	50
Local Business Publication		11.9%	43
Local Ethnic Publication		2.8%	10
Local Parenting Publication		3.0%	11
Local Senior Publication		10.8%	39
None of the above / Does not apply		4.1%	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	78	92	145	47	362
Row %	21.5%	25.4%	40.1%	13.0%	
Retail Store Ads					
Count	130	123	88	21	362
Row %	35.9%	34.0%	24.3%	5.8%	
Ad Inserts					
Count	104	117	110	31	362
Row %	28.7%	32.3%	30.4%	8.6%	
Real Estate Ads					
Count	25	66	169	102	362
Row %	6.9%	18.2%	46.7%	28.2%	
Automotive Ads					
Count	25	56	162	119	362
Row %	6.9%	15.5%	44.8%	32.9%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	61	123	150	28	362
Row %	16.9%	34.0%	41.4%	7.7%	
Political Ads					
Count	33	64	167	98	362
Row %	9.1%	17.7%	46.1%	27.1%	
Legal Notices					
Count	45	67	141	109	362
Row %	12.4%	18.5%	39.0%	30.1%	
Total					
Total Responses					362

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		49.4%	209
Posted on a Government Website		14.4%	61
No preference		36.2%	153

Total: 423

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	13.2%	56
No	84.4%	357
Don't know	2.4%	10
		Total: 423

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

Value	Percent	Responses
Excellent response (sold item or got many inquiries)	28.6%	16
Satisfactory response (received many inquiries)	53.6%	30
Poor response (received very few inquiries)	17.9%	10
		Total: 56

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

Value	Percent	Responses
Yes	50.4%	213
No	49.6%	210
		Total: 423

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

Value		Percent	Responses
Daily		17.0%	72
Couple times week		16.8%	71
Weekly		5.9%	25
Couple times month		16.1%	68
Monthly		4.5%	19
Less Monthly		16.1%	68
Have not visited / Does not apply		23.6%	100

Total: 423

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		8.7%	37
Auto Detailing Shop		9.0%	38
Auto Glass Repair Shop		3.1%	13
Oil Change Station		54.8%	232
Auto Parts Store		41.1%	174
Auto Repair Shop		22.7%	96
Auto Salvage Yard		6.6%	28
Auto Battery Store		9.9%	42
Auto Window Tinting		5.4%	23
Car Wash		64.8%	274
Gas Station		83.2%	352
New Vehicle Dealership		10.9%	46
Used Vehicle Dealership		11.1%	47

Value		Percent	Responses
Pick and Pull Lot		4.0%	17
Recreation Vehicle (RV) Dealership		3.8%	16
RV or Camper Service		3.1%	13
Tire Store		27.7%	117
None of the above / Does not apply		7.3%	31
Auto Paint Shop		2.4%	10
Auto Protective Paint or Coating Shop		0.7%	3
Auto Towing Service		2.1%	9
Auto Stereo Installation		1.7%	7
Car Audio Store		2.4%	10
Commercial Truck Dealership		0.5%	2
Commercial Truck Repair Shop		0.5%	2
Utility Trailer Dealer		1.2%	5
Trailer Dealer		0.9%	4
Trailer Rental Service		0.7%	3













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		0.9%	4
Boating Accessory Store		3.8%	16
Boat Repair Shop		0.9%	4
Boat Rental Service		0.7%	3
All-Terrain Vehicle (ATV) Dealer		5.7%	24
Watercraft Dealer		0.5%	2
Watercraft Rental Shop		0.5%	2
Motorcycle Dealer		1.4%	6
Motorcycle Repair Shop		1.2%	5
Motorcycle Accessory Store		2.4%	10
Golf Cart Dealer		1.9%	8
Service		4.0%	17
Boat and RV Storage Facility		0.9%	4
Harley-Davidson Dealer		1.9%	8
None of the above / Does not apply		83.7%	354

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		1.9%	8
Used Farm Equipment Dealer		3.1%	13
Farm Truck and Tractor Repair Shop		3.1%	13
Agriculture Farm Supply Store		15.6%	66
Agricultural Service		3.3%	14
Farming Structure Building Contractor		0.9%	4
Animal Feed Store		16.1%	68
None of the above / Does not apply		74.5%	315

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		13.9%	59
Bakery		55.1%	233
Specialty Cake Bakery		7.8%	33
Cupcake Shop		9.2%	39
Donut Shop		36.4%	154
Beverage Distributor		10.6%	45
Beer Shop		13.9%	59
Brewery or Brew Pub		18.9%	80
Candy Store		17.0%	72
Cheese Shop		9.5%	40
Chocolate Shop		9.5%	40
Coffee & Tea Shop		30.0%	127

Value		Percent	Responses
Espresso or Coffee Shop		24.1%	102
Cookie Store		7.8%	33
Dairy Store		6.9%	29
Convenience Store		67.6%	286
Dessert Restaurant		8.5%	36
Distillery		9.5%	40
Food Cart		11.1%	47
Ethnic Food Restaurant		25.3%	107
Ice Cream or Frozen Yogurt Shop		30.7%	130
Smoothie or Juice Bar		9.5%	40
Liquor Store		32.9%	139
Spice Store		4.5%	19
Tea Shop		4.0%	17
Winery		11.8%	50
Wine Shop		10.6%	45
None of the above / Does not apply		6.6%	28
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		15.4%	65
Grocery Store (Discount)		51.1%	216
Grocery Store (Ethnic)		6.6%	28
Farmers Market		43.7%	185
Grocery Store (Co-op)		13.5%	57
Grocery Store (Independent)		26.7%	113
Grocery Store (Major or Regional Chain)		81.1%	343
Meat Market or Butcher Shop		21.3%	90
Grocery Store (Neighborhood)		39.5%	167
Seafood Market		13.7%	58
Specialty Food Market		9.2%	39
Grocery Delivery Service		7.1%	30
None of the above / Does not apply		0.9%	4













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		25.3%	107
Day Spa		8.7%	37
Eyelash Extension Salon		2.8%	12
Hair Removal Salon		2.6%	11
Hair and Beauty Salon		49.4%	209
Makeup Artist		1.7%	7
Massage Spa		13.0%	55
Nail Salon		24.8%	105
Skin Care Store		3.1%	13
Tanning Salon		6.4%	27
Tattoo Studio		7.3%	31
None of the above / Does not apply		34.5%	146













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		8.7%	37
Arts & Crafts Fair		36.2%	153
Casino		16.5%	70
Community Theatre		25.5%	108
Movie Theater		58.6%	248
Museum		20.8%	88
Live Theater		21.3%	90
Performing Arts Center		18.0%	76
Bingo Hall		5.9%	25
Social Club		5.2%	22
Stadium or Arena		18.2%	77
Rodeo		5.2%	22
Wine Tour		5.2%	22
Music Festival		17.0%	72
Wine Festival		8.7%	37
Food Festival		28.4%	120
Car Show		10.2%	43
Seasonal Festival		25.5%	108
Arts Organization		6.6%	28
Cultural Center		9.5%	40
Local Festival		31.2%	132
Historical Society		7.3%	31
None of the above / Does not apply		16.3%	69






















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		18.2%	77
Professional Sports Team		18.0%	76
Amusement Center / Park		40.0%	169
Family Play Center		12.3%	52
Family Entertainment Center		18.9%	80
Go Kart Track		9.9%	42
Horseback Riding		6.6%	28
Outdoor Park		37.6%	159
Ice Skating or Roller Rink		12.5%	53
Athletic Club		14.2%	60
Zoo		28.6%	121
None of the above / Does not apply		27.2%	115

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

Value		Percent	Responses
Boxing Gym		0.9%	4
CrossFit Gym		3.8%	16
Dance Studio		5.2%	22
Fitness Boot Camp		3.5%	15
Exercise Classes		23.4%	99
Gym, Fitness or Athletic Club		30.7%	130
Martial Arts Studio		1.9%	8
Personal Trainer		5.2%	22
Rock Climbing Gym		1.4%	6
Swimming Lessons		5.2%	22
Yoga Studio		7.8%	33
None of the above / Does not apply		53.0%	224
















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		5.4%	23
Bait & Tackle Shop		19.9%	84
Bicycle Shop		5.7%	24
Bicycle Repair Shop		3.8%	16
Bowling Alley		27.2%	115
Fishing Supply Store		17.5%	74
Golf Course		12.8%	54
Golf Driving Range		7.8%	33
Golf Pro Shop		4.3%	18
Gun Shooting Range		19.9%	84
Gun Store		23.2%	98
Miniature Golf Course		14.9%	63
Outdoor Gear Store		11.8%	50
Ski Shop		3.3%	14
New Sporting Goods Store		10.9%	46
Used Sporting Goods Store		4.7%	20
Sightseeing Tour Agency		4.5%	19
None of the above / Does not apply		35.5%	150
Bicycle Rental Service		2.6%	11
Dive Shop		0.9%	4
Helicopter Tour Agency		0.5%	2






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

Value		Percent	Responses
Adult Club or Entertainment Company		5.9%	25
Bar, Lounge or Pub		29.1%	123
Comedy Club		14.4%	61
Dancing or Night Club		9.0%	38
Music or Concert Hall		23.9%	101
Billiard Hall		3.8%	16
Sports Bar		17.5%	74
Wine Bar		5.4%	23
None of the above / Does not apply		50.1%	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		3.5%	15
Card or Stationery Store		13.2%	56
Announcement Printing Service		4.3%	18
Catering Service		7.1%	30
Disc Jockey (DJ)		2.8%	12
Event Coordinator		2.6%	11
Hotel Meeting Room or Event Space		6.6%	28
Musician or Band		5.9%	25
Party Supply Store		13.0%	55
Photographer		10.2%	43
Event Space or Venue		5.2%	22
Videographer		2.6%	11
Wedding Venue or Banquet Hall		2.6%	11
Wedding Planner		2.8%	12
None of the above / Does not apply		63.8%	270

33. Which of the following types of EDUCATION BUSINESSES do you or the members of your household plan to use or look into using in the NEXT 12 MONTHS? (Check all that apply.)






Value		Percent	Responses
Continuing Education Courses		11.3%	48
University		9.2%	39
Community College		9.0%	38
Elementary School		9.9%	42
Middle or High School		12.3%	52

Value		Percent	Responses
Adult Education School		7.6%	32
Preschool		4.0%	17
Dance Studio		3.3%	14
Musical Instruments and Lessons		4.7%	20
Vocational School		3.8%	16
Graduate school		6.1%	26
None of the above / Does not apply		57.7%	244
Art School		2.1%	9
Charter School		0.9%	4
Culinary School		1.7%	7
Beauty School		1.4%	6
Driving School		1.4%	6
Language School		0.5%	2
Tutoring Center		1.7%	7
Private Elementary School		0.7%	3
Private Middle School		0.5%	2
Private High School		0.7%	3
Private K-12 School		1.2%	5
Private Tutor		0.7%	3
Real Estate School		1.4%	6
Aviation / Flight School		0.7%	3
Lecture or Seminar Series		1.9%	8
Parochial School		0.7%	3















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		33.6%	142
Credit Union		15.4%	65
Financial Advisor		6.6%	28
Check Cashing Service		1.7%	7
Money Transfer Service		2.1%	9
Stockbroker		3.3%	14
Tax Return Service		17.5%	74
Auto Broker		0.9%	4
Bail Bonds Service		0.7%	3
Bankruptcy Service		2.4%	10
Bookkeeping Service		3.8%	16
Business Development Service		1.2%	5
Car Leasing Service		1.7%	7
Credit Counseling Service		3.3%	14
None of the above / Does not apply		51.3%	217















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		2.6%	11
Debt Consolidation Company		4.0%	17
Credit Repair Service		6.1%	26
Title Loan Company		1.7%	7
None of the above / Does not apply		88.9%	376
















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		10.9%	46
Dermatologist		14.2%	60
Dentist		41.6%	176
General Practitioner		18.9%	80
Family Practitioner		27.4%	116
Obstetrician & Gynecologist		13.5%	57
Optometrist		20.8%	88
Physical Therapist		5.4%	23
Psychiatrist		4.5%	19
Pediatrician		7.1%	30
Allergist		9.0%	38
Pain Management Physician		4.7%	20
None of the above / Does not apply		38.5%	163
























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		12.3%	52
Hearing Aid Center		3.8%	16
Hospital		8.0%	34
Medical Clinic		9.2%	39
Weight Loss Service		7.3%	31
Alcoholism Treatment Program		0.9%	4
Blood Donation Center		4.7%	20
Drug Addiction Treatment Center		0.7%	3
Mental Health Clinic		2.6%	11
Pain Control Clinic		2.4%	10
Walk-In Clinic		10.9%	46
Mental Health Service		3.8%	16
Drug Testing Service		0.2%	1
None of the above / Does not apply		65.7%	278

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		4.3%	18
Allergy or Asthma Specialist		12.3%	52
Mental Health Provider		7.6%	32
Denture or Implant Specialist		11.6%	49
Cosmetic Dentist		3.1%	13
Oral Surgeon		5.0%	21
Orthodontist		5.2%	22
Cardiologist		17.5%	74
Ear, Nose & Throat Doctor		17.5%	74
Gastroenterologist		14.2%	60
Internal Medicine Doctor		18.0%	76
Massage Therapist		11.6%	49
Oncologist		3.8%	16
Ophthalmologist		13.2%	56
Orthopedist		5.2%	22
Podiatrist		5.2%	22
Urologist		7.8%	33
Surgical Specialist		5.2%	22
None of the above / Does not apply		31.4%	133
Cardiovascular Surgeon		1.4%	6
Cosmetic or Plastic Surgeon		1.7%	7
Home Health Care Provider		1.9%	8
Naturopathic Practitioner		2.4%	10
Nutritionist or Dietician		2.8%	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		5.0%	21
Veterans Hospital		5.4%	23
Laboratory or Medical Testing Facility		12.1%	51
Medical Imaging Service		10.2%	43
Laser Eye Surgery Clinic		3.8%	16
Medical Supply Store		4.0%	17
Pain Clinic		5.7%	24
Sleep Disorder Clinic		4.5%	19
Urgent Care Clinic		12.1%	51
Medical Walk-In Clinic		12.1%	51
Mental Health Service		5.7%	24
None of the above / Does not apply		52.2%	221
Alzheimer's or Memory Care Facility		1.4%	6
Medical Marijuana Authorization		1.9%	8
Hospice Care Provider		0.7%	3
Medical Spa		1.2%	5
Memory Care Facility		0.5%	2
Isolation Tank		0.7%	3
Rehabilitation Clinic		2.1%	9
Sports Medicine Clinic		1.9%	8
Medical Transport Service		1.4%	6
Vascular Surgeon or Vein Center		2.1%	9
Physical Health Center		2.1%	9










Value	Percent	Responses
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	36.4%	154
Regional Airport	17.7%	75
Bed & Breakfast	10.6%	45
Campground	17.3%	73
Cruise Line	17.3%	73
Hotel or Motel (Local)	12.8%	54
Hotel or Motel (Out-of-Town)	59.3%	251
Luggage-Travel Store	1.4%	6
RV Rental Company	2.1%	9
Ski Resort	3.8%	16
Tour Company	4.5%	19
Shuttle Service	5.7%	24
Limo Service	2.1%	9
Taxi Service	6.9%	29
Travel Agent	6.4%	27
None of the above / Does not apply	26.2%	111
















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		5.4%	23
Courier or Delivery Service		3.3%	14
Dry Cleaning or Laundry Service		27.0%	114
Electronics Repair Shop		4.7%	20
Jewelry Repair Shop		9.0%	38
Mail Store		16.8%	71
Moving Truck Rental Company		3.3%	14
Printing Service		6.6%	28
Propane Dealer		12.3%	52
Propane Home Heating Service		3.1%	13
Junkyard		7.6%	32
Recycling Center		13.9%	59
Self-Storage Facility		5.0%	21
Sewing and Alterations Shop		7.1%	30
Small Engine Repair Shop		5.7%	24
Shipping Center		11.8%	50
Shoe Repair Shop		5.4%	23
Watch or Clock Repair Shop		4.7%	20
Mobile or Cell Phone Repair Shop		5.2%	22
Copy Shop		5.9%	25
Airport Parking Lot		16.3%	69
Car Rental Agency		13.7%	58
None of the above / Does not apply		32.4%	137
Bottled Water Delivery Service		1.9%	8
Information Technology (IT) Service		1.9%	8

Value		Percent	Responses
Funeral Service Provider		1.7%	7
Cremation Service Provider		1.4%	6
Adoption Agency		0.9%	4
Animal Control Service		2.4%	10
Marketing Agency		0.5%	2
Marketing Consultant		0.9%	4
Marriage Counselor		0.9%	4
Mediation Service		0.7%	3
Tool Rental Service		2.8%	12

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		10.2%	43
Charity or Philanthropic Organization		4.3%	18
Church		55.8%	236
City or Municipal Service		8.3%	35
Community Organization		6.1%	26
Community Service or Non-Profit Organization		7.8%	33
City Center		4.5%	19
City or Town Hall		12.3%	52
Civic Center		6.4%	27
Community Center		11.6%	49
Convention Center		5.7%	24
County Government Office		16.1%	68

Value		Percent	Responses
Department of Motor Vehicles		32.2%	136
Department of Social Services		3.5%	15
Employment Center		4.7%	20
Gun Club		5.7%	24
Veterans Center		5.0%	21
Veterans Organization		3.8%	16
Farm Bureau		11.8%	50
None of the above / Does not apply		20.3%	86
Government or Political Service		1.2%	5
Adult Foster Care Service		0.5%	2
Equipment Rental Agency		1.4%	6
Foster Care Service		1.4%	6
Government Economic Program		0.5%	2
Unemployment Office		1.7%	7
Youth Organization		2.6%	11

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

Value		Percent	Responses
Air Duct Cleaning Service		6.1%	26
Paving Contractor		2.4%	10
General Contractor		7.6%	32
Electrician		13.5%	57
Handyman		14.4%	61
Heating & Air Conditioning Service		14.7%	62
Home Maintenance Service		5.2%	22
Landscaping Service		8.7%	37
Painting Contractor		6.6%	28
Plumber or Plumbing Contractor		10.2%	43
Home Security Company		5.2%	22
Countertop Contractor		4.3%	18
Demolition Contractor		0.9%	4
Garbage Collection Service		9.2%	39
Deck Builder		3.8%	16
None of the above / Does not apply		53.4%	226

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















Value		Percent	Responses
Carpet Cleaning Service		13.9%	59
Chimney Cleaning Service		5.4%	23
Fuel or Oil Home Heating Service		1.4%	6
Furnace Cleaning Service		2.1%	9
Home Gardening Service		3.1%	13
Landscaper		6.9%	29
House Cleaning Service		8.3%	35
Pest Control Service or Exterminator		12.5%	53
Pool Cleaning Service		2.6%	11
Television or Internet Service Provider		18.4%	78
House Cleaning Service		4.3%	18
Lawn Care Service		8.0%	34
None of the above / Does not apply		55.1%	233

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












Value		Percent	Responses
Appliance Repair Service		6.1%	26
Carpenter or Woodworker		7.1%	30
Carpet Installation Contractor		4.5%	19
Concrete Contractor		4.3%	18
Drywall Installation or Repair Contractor		4.5%	19
Fencing Contractor		3.1%	13
Flooring Installation Service		8.7%	37

Value		Percent	Responses
Gutter Installation or Repair Contractor		3.3%	14
Junk Removal or Hauling Service		3.8%	16
Kitchen or Bath Remodeling Company		5.2%	22
Roofing Contractor		4.5%	19
Septic Tank Contractor		5.0%	21
Window Installer		4.0%	17
None of the above / Does not apply		60.8%	257
Alternative Energy Service		1.7%	7
New Home Builder		1.2%	5
Furnace Contractor		1.7%	7
Fire & Water Damage Restoration Service		0.9%	4
Foundation Contractor		1.2%	5
Garage Door Contractor		2.8%	12
Garage Builder		1.9%	8
Insulation Installer		1.2%	5
Landscape Architect		1.4%	6
Mover or Moving Company		2.4%	10
Remodeling Contractor		2.6%	11
Siding Installation or Repair Contractor		0.9%	4
Stone or Marble Company		0.5%	2
Tile Contractor		1.9%	8
Waterproofing Contractor		0.5%	2
Water Well Drilling Contractor		0.9%	4
Solar Energy Contractor		1.2%	5
Asphalt Contractor		2.1%	9





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

Value		Percent	Responses
Awning & Tent Company		0.9%	4
Bathtub Refinishing Service		3.1%	13
Cabinet Refacing Service		1.9%	8
Furniture Upholstery Service		2.6%	11
Home Theater Installation Service		0.5%	2
Interior Designer		1.7%	7
Key or Locksmith Service		5.2%	22
Home Pressure Washing Service		8.3%	35
Shades & Blinds Installation Service		3.1%	13
Arborist		2.1%	9
Water Treatment Supply & Service		1.4%	6
Wallcoverings Store		0.5%	2
Window & Door Installation Service		3.8%	16
None of the above / Does not apply		74.7%	316





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		0.9%	4
Assisted Living Facility		1.9%	8
Retirement Home		0.7%	3
Nursing Home		2.4%	10
55+ Housing Community		5.7%	24
Senior Center		6.6%	28
Adult Day Care		0.9%	4
Geriatric Physician		1.2%	5
Respite Relief Provider		0.5%	2
Senior Care Placement Agency		0.5%	2
None of the above / Does not apply		85.8%	363












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

Value		Percent	Responses
Childcare or Daycare		5.4%	23
Summer Camp		7.8%	33
Sports Camp		5.0%	21
None of the above / Does not apply		87.0%	368

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		30.0%	127
Children's Shoe Store		16.3%	69
Children's Furniture Store		2.8%	12
None of the above / Does not apply		68.8%	291

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

Value		Percent	Responses
Animal Shelter		4.5%	19
Animal Daycare		4.5%	19
Emergency Animal Hospital		3.3%	14
Pet Boarding		14.7%	62
Pet Breeder		1.4%	6
Pet Groomer		20.8%	88
Pet Sitter		6.4%	27
Pet Trainer		0.5%	2
Pet Walker		0.9%	4
Veterinarian		45.2%	191
None of the above / Does not apply		45.9%	194










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		6.1%	26
Bird Specialty Store		0.7%	3
Bird Shop		1.2%	5
Pet Boutique		3.5%	15
Fish or Aquarium Store		3.1%	13
Pet Store		38.3%	162
None of the above / Does not apply		55.8%	236

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		2.1%	9
Property Manager		1.7%	7
Realtor		8.5%	36
Real Estate Brokerage Firm		0.9%	4
Title & Escrow Company		2.8%	12
Estate Appraiser		3.3%	14
Estate Liquidator		0.9%	4
None of the above / Does not apply		86.8%	367

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		3.3%	14
Developer		0.5%	2
Home Inspector		4.7%	20
Home Staging Company		1.2%	5
Manufactured or Modular Home Builder		0.9%	4
New Home Builder		1.4%	6
Mortgage Banker		3.1%	13
Real Estate Appraiser		5.7%	24
None of the above / Does not apply		86.1%	364

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		77.5%	328
Family Style Restaurant		53.4%	226
Buffet Restaurant		43.3%	183
Fine Dining Restaurant		30.0%	127
Restaurant with Lounge or Bar		26.5%	112
Pizza Restaurant		65.0%	275
Ethnic Restaurant		18.0%	76
Chinese Restaurant		43.0%	182
Mexican Restaurant		56.0%	237
Italian Restaurant		32.6%	138
Japanese or Sushi Restaurant		19.1%	81
Thai Restaurant		10.2%	43
Indian Restaurant		5.0%	21
None of the above / Does not apply		3.8%	16

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		4.5%	19
Art Supply Store		12.3%	52
Art Gallery		3.8%	16
Craft Supply Store		24.1%	102
Home and Office Battery Store		3.8%	16
Bookstore		36.2%	153

Value		Percent	Responses
Candle Shop		12.5%	53
Computer Store		11.3%	48
Department Store		63.8%	270
Discount Store		57.7%	244
Drugstore or Pharmacy		65.0%	275
Electronics Store		18.9%	80
Equipment Rental Store		3.1%	13
Fabric Store		14.9%	63
Florist		9.2%	39
Gift Shop		15.4%	65
Herb Shop or Herbalist		6.4%	27
Hobby Shop		22.9%	97
Mobile Phone Store		18.0%	76
Military Surplus Store		3.8%	16
Music and Video Store		7.1%	30
Music Instrument Store		5.2%	22
Music Store		5.2%	22
Office Equipment & Supply Store		13.0%	55
Outlet Store		33.1%	140
Pawn Shop		13.7%	58
Flea Market		31.0%	131
Religious Supply or Gift Shop		5.9%	25
Scrap Metal Dealer		3.3%	14
Shopping Center		36.4%	154
Consignment Shop		32.4%	137

Value		Percent	Responses
Tobacco Store		8.5%	36
Vape or Smoke Shop		5.0%	21
Toy Store		13.0%	55
Record Store		3.1%	13
Vitamin or Supplement Store		12.1%	51
Wholesale, Warehouse or Club Store		26.5%	112
Thrift Store		37.6%	159
Yard Equipment Store		7.3%	31
Camera Store		4.3%	18
Bead Store		5.9%	25
Gun Shop		14.9%	63
Christian Book Store		20.8%	88
Christmas Store		14.9%	63
Yarn Store		3.8%	16
None of the above / Does not apply		5.9%	25
Blown Glass Gallery		2.6%	11
New Age Book Store		1.9%	8
Cigar Store		2.6%	11
Coin Shop		1.7%	7
Comic Book Shop		2.6%	11
Knife Store		2.6%	11
Monument or Memorial Company		1.4%	6
Sewing Studio		0.9%	4
Sign Store		1.2%	5
Trophy or Award Store		1.2%	5

Value		Percent	Responses
Wedding Supply Store		1.7%	7
Flag Store		0.7%	3
Survival Store		1.4%	6
Stamp Shop		0.9%	4
Costume Store		2.1%	9
Marijuana Dispensary		1.2%	5
Photo Restoration Service		1.2%	5
Security Service		0.9%	4
Gold Dealer		1.2%	5
Coworking Space		0.9%	4

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		21.3%	90
Major Appliance Store		8.7%	37
Small Appliance Store		3.3%	14
TV & Appliance Store		7.8%	33
Baby Supply & Furniture Store		5.9%	25
Bath & Accessory Store		26.7%	113
Building Supply Store or Lumber Yard		25.8%	109
Carpet Store		6.1%	26
Fireplace, Wood Stove or Barbeque Store		4.0%	17
Flooring Store		9.7%	41

Value		Percent	Responses
Furniture Store		19.4%	82
Hardware Store		29.6%	125
Home & Garden Center		38.8%	164
Home Decor Store		21.5%	91
Lighting Store		3.1%	13
Mattress or Bedding Store		10.6%	45
Plant Nursery & Garden Supply Store		14.9%	63
Outdoor Furniture Store		5.9%	25
Paint Store		13.5%	57
Rug Store		3.1%	13
Tool Store		6.6%	28
Used Building Supply Store		3.5%	15
None of the above / Does not apply		22.5%	95
Cabinet Store		2.1%	9
Clock Shop		0.9%	4
Frame Shop		2.4%	10
Furniture Restoration Shop		1.9%	8
Hot Tub or Spa Dealer		2.6%	11
Rent-to-Own Store		1.9%	8
Solar Energy Equipment Dealer		0.9%	4
Pool & Spa Dealer		2.4%	10
Tool Rental Center		2.8%	12
Vacuum Store		1.9%	8
Window Store		1.7%	7
TV Store		2.6%	11










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

Value		Percent	Responses
Activewear Store		24.3%	103
Bridal Shop		4.3%	18
Beauty Supply Store		27.0%	114
Clothing Accessory Store		35.2%	149
Menswear Store		18.7%	79
Women's Clothing Store		53.2%	225
Eyewear & Opticians Store		33.6%	142
Jewelry Store		15.4%	65
Leather Goods Store		3.1%	13
Lingerie Store		8.7%	37
Logo Apparel Store		4.5%	19
Outdoor Clothing Store		16.8%	71
Perfume Store		9.9%	42
Shoe Store		50.6%	214
Sportswear Store		15.4%	65
Swimwear Store		8.0%	34
Watch Store		3.1%	13
None of the above / Does not apply		17.5%	74
Fur Store		0.2%	1
Maternity Store		0.7%	3
Western Wear Store		2.6%	11




















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

Value		Percent	Responses
Accountant or CPA		8.7%	37
Insurance Agency		16.1%	68
Legal Firm or Attorney		6.6%	28
Tax Advisor		8.7%	37
None of the above / Does not apply		72.1%	305












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

Value		Percent	Responses
Digital or Search Marketing Firm		1.4%	6
Architect or Architecture Firm		1.7%	7
Commercial Builder		0.7%	3
Employment or Staffing Agency		5.9%	25
Graphic Designer		1.2%	5
Telecommunications Provider		5.2%	22
Life Coach		1.7%	7
Private Investigator		0.2%	1
None of the above / Does not apply		85.8%	363

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
Have Boat Repaired or Serviced		5.2%	22
Purchase Boat Parts		4.5%	19
None of the above / Does not apply		83.5%	353
Purchase New All-Terrain Vehicle (ATV)		0.2%	1
Purchase New Motorcycle		0.9%	4
Purchase New Motorcycle Trike		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		2.1%	9
Purchase Used Boat		2.6%	11
Purchase Used Personal Watercraft		0.7%	3
Purchase Used Motorcycle		1.2%	5
Purchase Used Motorcycle Trike		0.2%	1
Purchase Used Snowmobile		0.5%	2
Have Motorcycle Repaired		2.4%	10
Purchase Motorcycle Parts		2.4%	10
Purchase Marine Electronics		1.7%	7
Purchase New Golf Cart		0.2%	1
Purchase Used Golf Cart		1.7%	7
Purchase Motorcycle Apparel		1.7%	7
Rent Snowmobile		0.2%	1

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

Value		Percent	Responses
Purchase New Class A RV		0.9%	4
Purchase New Class B RV		1.2%	5
Purchase New Class C RV		1.4%	6
Purchase New Travel Trailer or 5th Wheel		0.5%	2
Purchase New Camper Shell		0.7%	3
Purchase Used Class A RV		1.7%	7
Purchase Used Class B RV		0.9%	4
Purchase Used Class C RV		1.9%	8
Purchase Used Travel Trailer or 5th wheel		0.7%	3
Purchase Used Camper Shell		0.7%	3
None of the above / Does not apply		94.6%	400

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		6.4%	27
New Luxury Vehicle - Under \$50,000		1.2%	5
New Luxury Vehicle - \$50,000 - \$75,000		0.5%	2
New Luxury Vehicle - Over \$75,000		0.2%	1
New Van		0.2%	1
New Minivan		0.7%	3
New SUV		6.6%	28
New Truck		5.4%	23
New Hybrid or Electric Vehicle		0.7%	3
Used Car		13.2%	56
Used Luxury Vehicle - Under \$30,000		1.7%	7
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		0.9%	4
Used Minivan		1.7%	7
Used SUV		11.1%	47
Used Truck		9.7%	41
Used Hybrid or Electric Vehicle		0.5%	2
None of the above / Does not apply		62.9%	266

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

Value		Percent	Responses
Compact car		6.4%	27
Full-size car		6.1%	26
Luxury vehicle (any size)		2.4%	10
Midsized car		3.1%	13
Pickup truck		13.7%	58
Sport utility vehicle (SUV)		18.4%	78
Van or mini-van		4.3%	18
None of the above		45.6%	193



Total: 423

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
Acura		3.8%	16
Buick		3.5%	15
Chevrolet		18.4%	78
Chrysler		3.5%	15
Dodge		8.7%	37
Ford		18.7%	79
GMC		9.9%	42
Honda		12.3%	52
Hyundai		5.4%	23
Jeep		6.6%	28
Kia		6.4%	27
Lexus		3.3%	14

Value		Percent	Responses
Nissan		10.2%	43
Subaru		3.1%	13
Toyota		16.8%	71
None of the above / Does not apply		50.6%	214
Aston Martin		0.2%	1
Audi		2.1%	9
BMW		1.9%	8
Cadillac		2.6%	11
Fiat		0.2%	1
Infiniti		2.6%	11
Jaguar		0.2%	1
Land Rover		1.7%	7
Lamborghini		0.2%	1
Lincoln		1.7%	7
Mazda		2.1%	9
Mercedes-Benz		0.9%	4
Mini		0.5%	2
Mitsubishi		0.5%	2
Scion		0.7%	3
Suzuki		0.5%	2
Tesla		1.2%	5
Volkswagen		2.4%	10
Volvo		0.9%	4

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 	27.2%	115
No 	72.8%	308
Total: 423		


























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 	9.5%	40
Printer 	10.2%	43
Ink or Printer Cartridges 	38.3%	162
Satellite Radio 	3.1%	13
Wi-Fi for Home 	8.3%	35
Headphones 	22.2%	94
Portable Speakers 	5.2%	22
Customizable Smartphone accessories 	5.4%	23
Wireless Speakers 	4.3%	18
Smartphone Charger 	12.3%	52
Smartwatch 	3.8%	16
Phone or Tablet Controlled Home Tech Products 	5.2%	22
Noise Canceling Headphones 	3.8%	16
Phone Calling Card 	7.8%	33
Healthcare Device 	4.0%	17

Value		Percent	Responses
Surge Protector		8.3%	35
Aerial Drone		4.5%	19
Wireless Hotspot		3.5%	15
Apple Watch		7.3%	31
Activity Tracker or Pedometer		7.1%	30
Batteries for Electronics		35.2%	149
None of the above / Does not apply		30.0%	127
Home Theater System		2.4%	10
Satellite TV System		1.9%	8
Stereo System (Home)		2.1%	9
Compact/Mini Projector		1.2%	5
Wearable Electronics		1.9%	8
Aerial Drone Accessories		1.9%	8
Short Wave Radio		0.2%	1
Assistive Technology for Hearing		1.2%	5
Assistive Technology for Vision		0.7%	3
Virtual Reality Headset		0.9%	4
Smartwatch Accessories		0.9%	4
Smart Sports Equipment		0.5%	2







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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		4.3%	18
Camera (Digital) SLR		3.3%	14









Value		Percent	Responses
Camera Memory Card		4.7%	20
Computer Accessories		7.3%	31
Computer Software		5.7%	24
Tablet (iPad or Similar)		9.0%	38
Personal Computer		5.4%	23
Laptop Computer		12.3%	52
4K Ultra HD TV		9.5%	40
Smart TV		11.8%	50
PC Laptop		4.3%	18
MacBook		3.5%	15
Chromebook		4.3%	18
None of the above / Does not apply		47.3%	200
Mirrorless Camera		0.2%	1
Camera (Film)		1.4%	6
Camera Accessories or Supplies		2.8%	12
Camera Lens		1.9%	8
Portable DVD Player		2.6%	11
E-Reader (Kindle or Similar)		2.1%	9
TiVo or DVR		0.9%	4
Computer Bag		1.4%	6
Digital Recording Binoculars or Optics		0.2%	1
TV (3D)		2.4%	10
Curved TV		1.2%	5
OLED TV		0.9%	4
Digital TV Tuner or Converter		0.7%	3

Value		Percent	Responses
Audio Visual Cables and Connectors		1.9%	8
Refurbished Laptop		1.2%	5
Computer or Tablet Support		2.1%	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		25.8%	109
Conventional Cell Phone		5.2%	22
Prepaid Cell Phone		7.8%	33
Unlocked Cell Phone		3.5%	15
Large-Screen Smartphone		6.4%	27
None of the above / Does not apply		61.9%	262

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		8.7%	37
Necklaces		12.1%	51
Wedding Rings		3.1%	13
Rings (Other)		8.5%	36
Earrings		24.1%	102
Diamond Jewelry		5.4%	23
Silver Jewelry		9.0%	38
Gemstone Jewelry		4.0%	17

Value		Percent	Responses
Pearl Jewelry		3.1%	13
Men's Jewelry		3.1%	13
Costume Jewelry		12.3%	52
Women's Jewelry		11.1%	47
None of the above / Does not apply		57.0%	241
Engagement Rings		2.8%	12
Graduation Rings		2.1%	9
Pendants		2.6%	11
Celtic Jewelry		2.6%	11
Children's Jewelry		2.8%	12
Designer Jewelry		2.4%	10
Custom Designed Jewelry		1.4%	6
Crystal Figurines		0.5%	2
Jewelry Box or Organizer		1.4%	6
Men's High-End Watch		0.9%	4
Women's High-End Watch		0.7%	3


















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

Value		Percent	Responses
Auto Insurance		20.6%	87
Crop Insurance		0.7%	3
Dental Insurance		9.5%	40
Disability Insurance		1.2%	5
Homeowner Insurance		11.8%	50
Life Insurance		7.1%	30
Medical (Health) Insurance		9.9%	42
Medicare		5.7%	24
Long Term Care Insurance		1.2%	5
Pet Insurance		1.2%	5
Renters Insurance		3.3%	14
Agriculture Insurance		0.7%	3
Professional Liability Insurance		0.5%	2
None of the above / Does not apply		66.7%	282

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		7.6%	32
Counseling & Mental Health Specialist		3.3%	14
Family Practice Doctor		12.5%	53
Hospital		4.7%	20
Medical Clinic		3.5%	15
Optometrist		6.4%	27
Pediatrician		3.3%	14
Primary Care Provider		7.8%	33
Weight Loss Service		4.0%	17
Drugstore or Pharmacy		11.1%	47
None of the above / Does not apply		66.7%	282
Acupuncture		1.7%	7
Audiologist		1.2%	5
Geriatric Specialist		0.7%	3
Home Healthcare		0.2%	1
Pediatric Dentist		1.4%	6
Wellness Business		0.7%	3
Substance Abuse Treatment Provider		0.5%	2
Alternative Care Provider		0.5%	2
Physical Therapy or Rehabilitation service provider		1.9%	8
Hearing Aid Center		2.8%	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		2.1%	9
Bankruptcy Attorney		2.6%	11
Banking, Partnership & Business Law Attorney		2.4%	10
Child Support Attorney		1.2%	5
Criminal Law Attorney		0.7%	3
Disability & Social Security Attorney		2.6%	11
Divorce & Family Law Attorney		1.9%	8
Employment Discrimination or Labor Issues Attorney		0.5%	2
General Practice Attorney		1.2%	5
Intellectual Property Attorney		0.2%	1
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.7%	3
Probate Attorney		1.2%	5
Real Estate Attorney		3.3%	14
Taxation Attorney		0.5%	2
Wills, Trusts & Estates Attorney		7.8%	33
None of the above / Does not apply		76.8%	325

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		3.1%	13
Breast Augmentation		0.5%	2
Breast Implants		1.2%	5
Dermabrasion		1.4%	6
Ear Surgery		0.5%	2
Eyelid Surgery		0.7%	3
Fat Reduction		1.9%	8
Forehead Lift		0.5%	2
Hair Transplant		0.5%	2
Hair Loss Treatment		0.7%	3
Lap Band		0.5%	2
Liposuction		1.7%	7
Lasik		2.4%	10
Skin Treatment		3.5%	15
None of the above / Does not apply		88.7%	375


























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		48.2%	204
Teeth Cleaning		44.9%	190
Cavity Filling		18.4%	78
Crown		11.1%	47
Oral Surgery		4.7%	20
Braces		6.1%	26
Composite Bonding		1.9%	8
Dental Implants		6.1%	26
Dental Veneers		2.1%	9
Dentures		9.5%	40
Full Mouth Reconstruction		0.7%	3
Inlays or Onlays		0.2%	1
Smile Makeover		0.7%	3
Teeth Whitening		6.6%	28
None of the above / Does not apply		22.7%	96

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		36.4%	154
Purchase Health Related Products		11.1%	47
Stop Smoking		4.0%	17
Purchase Health and Wellness Supplements		12.3%	52
Receive Treatment for Back Pain		6.1%	26

Value		Percent	Responses
Have an Eye/Vision Exam		49.9%	211
Handicap Accessible Products		3.3%	14
Purchase Prescription Eyeglasses		23.4%	99
Purchase Prescription Contact Lenses		8.5%	36
Have an Annual Physical or Checkup		42.6%	180
Have X-Rays Taken		11.3%	48
Have a Scheduled Surgery		5.7%	24
Have Blood Drawn for Testing		39.0%	165
Plan to Visit a Hospital for any Medical Service or Procedure		6.1%	26
Have Foot Problems Diagnosed or Treated		6.6%	28
Senior Travel		3.1%	13
Receive Treatment for a Sleep Disorder		4.3%	18
Purchase Allergy Medications		16.1%	68
Use Personal Trainer or Instructor		3.1%	13
Cardiovascular Treatment		4.0%	17
Cancer Treatment		3.3%	14
Orthopaedic or Knee Surgery		4.0%	17
Nutritional Counseling		3.3%	14
Chiropractic Care		13.0%	55
Do Corrective Exercises		3.1%	13
Purchase Blood Pressure Monitoring Device		4.3%	18
Purchase Diabetes Testing Supplies		9.2%	39
Get Vaccinations at Drug Store or Pharmacy		14.7%	62
Join a Weight Loss Group		4.5%	19
Purchase Weight Loss Supplements		4.7%	20









Value		Percent	Responses
Purchase Vitamins		31.2%	132
Purchase Hemp Based Supplements		5.0%	21
Purchase Anti Anxiety Medication or Supplements		7.1%	30
None of the above / Does not apply		24.6%	104
Purchase Elder Care-Related Products or Services		0.7%	3
Purchase Medical Supplies or Equipment for Home		1.4%	6
Use Physical Rehabilitation Services		2.1%	9
Find Home for Aging Parent		1.2%	5
Participate in a Medical Study		0.7%	3
Purchase a Mobility Device		0.7%	3
Receive Treatment for Vehicle or Workplace Injury		0.7%	3
Purchase Orthopedic Shoes		0.7%	3
Purchase Home Medical Testing Equipment or Supplies		0.7%	3
Hire a Personal Care Assistant		0.5%	2
Purchase a Medical Alert Service		0.5%	2
Have Safety Bars Installed in Bathroom		1.2%	5
Memory or Alzheimer's Care		0.7%	3
Spinal and Postural Screening		1.7%	7
Physiotherapy		0.5%	2
Receive Treatment for Substance Abuse		0.2%	1
Receive Aquatic Therapy		0.9%	4
Purchase Weight Loss Food Plan		2.4%	10
Have Reflexology Treatment		1.7%	7
Hire a Weight Loss Professional		1.2%	5
Have Cataract Surgery		2.6%	11

Value		Percent	Responses
Discretionary Health Care and Wellness Services and Products		2.1%	9
Purchase Marijuana		1.9%	8
Have Acupuncture		1.4%	6
Receive Treatment for PTSD		2.4%	10









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 a "In-the-Ear" Hearing Aid		1.7%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.7%	3
Purchase a Digital Hearing Aid		1.4%	6
Purchase a "Behind-the-Ear" Hearing Aid		1.7%	7
Purchase Hearing Aid Cleaning Supplies		1.7%	7
Purchase Hearing Aid Batteries		4.0%	17
Purchase a "In-the-Canal" Hearing Aid		2.6%	11
Purchase a Analog Hearing Aid		0.2%	1
Have a Hearing Exam		11.3%	48
None of the above / Does not apply		84.9%	359














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		1.9%	8
Pre-purchase a Funeral Plot or Cremation Service		4.5%	19
Purchase a Monument or Headstone		2.1%	9
Use a Funeral Planner		3.3%	14
Purchase Flowers for a Funeral		3.3%	14
Use a Cremation Service		0.7%	3
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	1
None of the above / Does not apply		88.9%	376

















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		1.4%	6
Move into a Nursing Home		1.4%	6
Move into a Alzheimers Care Facility		0.5%	2
Move Into a Hospice Facility		0.5%	2
Hospice to your Home or House		0.7%	3
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		96.2%	407











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

Value		Percent	Responses
Open Checking Account		4.7%	20
Open Savings Account		5.9%	25
Online Banking		36.6%	155
Manage Investments		9.0%	38
Manage Retirement Accounts		12.1%	51
Mortgage Line of Credit		3.5%	15
Financial Consulting		7.6%	32
Financial Services		9.2%	39
Safe Deposit Box Rental		6.4%	27
Obtain New Credit Card		4.0%	17
Payday Loan or Check Cashing Business		0.7%	3
Use Vehicle Title Loan Company		0.7%	3
None of the above / Does not apply		45.2%	191










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		3.3%	14
Certificates of Deposit		7.3%	31
City or State Bonds		1.7%	7
Collectibles, Antiques or Art		1.9%	8
Common or Preferred Stock		3.5%	15
Corporate Bonds or Debentures		0.2%	1
401(k)		22.0%	93
Gold or Precious Metals		2.6%	11
IRA		9.0%	38
Money Market Funds		4.3%	18
Mutual Funds		5.4%	23
Non-US Stocks		0.9%	4
US Savings Bonds		0.7%	3
US Treasury Notes		0.5%	2
Coins or Stamps		3.3%	14
None of the above / Does not apply		62.9%	266

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		1.4%	6
Carpeting or Furniture Loan		0.9%	4
College Expenses Loan		2.8%	12
College Tuition Loan		6.1%	26
Debt Consolidation Loan		4.0%	17
Medical Expenses Loan		1.7%	7
New Vehicle Loan		4.5%	19
Used Vehicle Loan		10.2%	43
Vacation or Travel Loan		0.7%	3
Wedding Loan		0.9%	4
None of the above / Does not apply		75.2%	318

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		33.8%	143
Body Jewelry		3.5%	15
Coats		23.9%	101
Lipstick		29.8%	126
Nail Polish		21.3%	90
Eyewear or Sunglasses		42.3%	179
Formal Wear		7.1%	30
Handbags		26.2%	111
Hats		11.8%	50

Value		Percent	Responses
Intimate Apparel		20.6%	87
Jewelry or Accessories		18.7%	79
Watches		7.6%	32
Luggage or Bags		3.1%	13
Perfume		22.7%	96
Men's Apparel		44.9%	190
Men's Shoes		40.2%	170
Men's Underwear		34.5%	146
Women's Apparel		64.1%	271
Women's Pajamas or Sleepwear		35.5%	150
Women's Shoes		58.9%	249
Women's Underwear		47.0%	199
Swimwear		20.3%	86
Socks		40.7%	172
Scarves		9.5%	40
Ties		5.7%	24
Uniforms		4.7%	20
Western Clothing		3.8%	16
Outerwear		18.4%	78
None of the above / Does not apply		11.8%	50
Fur Coat		0.5%	2

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		15.8%	67
Children's Winter Coats		11.8%	50
Children's Swimwear		18.0%	76
Children's Pants		25.8%	109
Children's T-Shirts		25.8%	109
Children's Dresses		15.4%	65
Children's Pajamas or Sleepwear		25.8%	109
Children's Socks		25.1%	106
Children's Party Dresses		4.5%	19
Children's Shorts		22.5%	95
Infant Clothing		9.0%	38
Children's School Uniform		2.1%	9
Children's Athletic Clothing		18.7%	79
None of the above / Does not apply		61.5%	260

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		40.9%	173
Boots (Men's)		18.9%	80
Classic & Fashion Sneakers (Men's)		14.2%	60
Lace-Ups (Men's)		12.3%	52
Sandals (Men's)		6.4%	27
Slippers (Men's)		8.0%	34
Work & Safety (Men's)		7.8%	33

















Value		Percent	Responses
Lace-Up Sneakers (Women's)		22.2%	94
Pumps (Women's)		13.7%	58
Sling-Back Sandals (Women's)		15.8%	67
Classic & Fashion Sneakers (Women's)		24.1%	102
Slippers (Women's)		17.3%	73
Work & Safety (Women's)		3.8%	16
Cowboy Boots (Women's)		3.8%	16
Athletic & Outdoor Shoes (Women's)		48.5%	205
Loafers & Slip-Ons (Women's)		18.0%	76
Slippers (Children's)		3.8%	16
Athletic & Outdoor Shoes (Children's)		22.7%	96
Sandals (Children's)		12.1%	51
Slip-Ons (Children's)		6.6%	28
Dress Shoes (Children's)		8.5%	36
None of the above / Does not apply		20.8%	88
Cowboy Boots (Men's)		2.8%	12
Formal & Tuxedo Footwear (Men's)		0.9%	4
Cowboy Boots (Children's)		2.8%	12

85. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the next 12 months? (Check all that apply.)






Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		13.5%	57
Have Clothing Dry Cleaned		26.0%	110
Have Shoes Repaired		7.6%	32
Rent or Purchase a Costume		2.1%	9
Wash Clothing at a Laundromat		5.2%	22
Purchase Custom Made Clothing Items		2.4%	10
None of the above / Does not apply		61.9%	262


























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		6.4%	27
Bicycle or Mountain Bike (Adult)		5.7%	24
Camping or Hiking Equipment		11.6%	49
Exercise or Fitness Equipment		10.4%	44
Fishing Rods or Reels		13.5%	57
Fishing Bait or Attractant		18.2%	77
Fishing Accessories		22.5%	95
Golf Clubs or Equipment		5.2%	22
Hunting Gear		10.4%	44
Ammunition		26.2%	111
Running or Jogging Equipment		3.5%	15
Sports Equipment (Children)		5.0%	21
Swimming Gear		4.5%	19
Trampoline		3.5%	15

Value		Percent	Responses
Weight Lifting Equipment		3.8%	16
Used Sporting Equipment		3.1%	13
Rifle		8.3%	35
Hand Gun		14.4%	61
Shotgun		7.1%	30
None of the above / Does not apply		44.9%	190
Bowling Equipment		2.4%	10
High End Bicycle		0.5%	2
Bicycle Tune-Up or Repair		2.1%	9
Bicycle Rental		1.9%	8
Racquet Equipment		0.5%	2
Scuba, Diving or Snorkeling Equipment		0.5%	2
Skiing Equipment		1.2%	5
Soccer Equipment		2.6%	11
Sports Memorabilia		2.1%	9
Trophies or Plaques		1.4%	6

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		24.6%	104
Bedding Flowers or Perennials		36.2%	153
Chainsaw		4.5%	19
Fertilizer		29.8%	126
Flower Pots		27.9%	118

Value		Percent	Responses
Garden Ornaments		9.9%	42
Gravel or Rock		18.9%	80
Hand Garden Tools		14.2%	60
Landscaping		11.1%	47
Indoor Garden Supplies		5.4%	23
Insects (Bees or Other Beneficial Species)		4.0%	17
Decorative Rock		10.4%	44
Lawn Seed, Turf or Sod		9.0%	38
Outdoor Fireplace or Fire Pit		4.3%	18
Outdoor Furniture		8.5%	36
Outdoor Grill		9.7%	41
Patio Furniture		9.5%	40
Propane		12.5%	53
Lawn Mower (Push)		5.4%	23
Lawn Mower (Riding)		8.3%	35
Shrubbery or Trees		9.0%	38
Storage Shed		4.5%	19
Leaf Blower		6.4%	27
Insect or Fungus Control Products		14.7%	62
Outdoor Garden Flags		3.3%	14
None of the above / Does not apply		27.4%	116
Fountains		2.4%	10
Gate		2.6%	11
Gazebo		1.2%	5
Patio Heater		0.7%	3


























Value		Percent	Responses
Outdoor Infrared Heater or Fireplace		0.7%	3
Outdoor Smoker		2.6%	11
Outdoor Kitchen Equipment		0.5%	2
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		1.4%	6
Pole Shed		1.9%	8
Portable Outdoor Heater		0.5%	2
Power Garden Tools		0.9%	4
Rototiller		0.9%	4
Screen Porch		2.1%	9
Stone (Cast, Crushed or Natural)		2.6%	11
Snow Blower		0.2%	1
Greenhouse		2.1%	9












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

Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		14.4%	61
Animal Healthcare Products		9.9%	42
Barn or Pole Building		3.5%	15
Farm Work Clothes		3.8%	16
Fertilizers, Herbicides or Pesticides		8.0%	34
Mowers, Cutters or Clippers		4.3%	18
Planting and Seeding Equipment		3.1%	13











Value		Percent	Responses
Plants, Plantings or Agricultural Seed		10.9%	46
Propane, Oils or Fuels		10.2%	43
Rocks, Gravel or Sand		8.5%	36
Sprayers or Spreaders		4.5%	19
Straw or Bedding Materials		4.5%	19
None of the above / Does not apply		63.4%	268
ATV Products and Attachments		2.8%	12
Blowers		1.7%	7
Steel Farm Building		0.2%	1
Carts or Utility Carriers		2.1%	9
Cement Mixers or Rollers		0.2%	1
Chippers or Shredders		0.7%	3
Diggers, Drillers or Drivers		0.5%	2
Drainage or Irrigation Equipment		0.2%	1
Farm Tool Rental		0.7%	3
Farm Equipment Rental		0.7%	3
Farm Machinery or Tractor Attachments & Implements		2.1%	9
Ground-Working Equipment		1.7%	7
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Rakes or Hay Handling Equipment		0.5%	2
Scoops or Shovels		1.9%	8
Tree Cutters or Tree Maintenance Equipment		2.8%	12

























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		12.1%	51
Bird Seed		10.4%	44
Cat Food		25.3%	107
Dog Food		42.6%	180
Fish Food		4.7%	20
Specialized Pet Food		3.8%	16
Other Pet Food		7.1%	30
Pet Accessories		16.1%	68
Pet Clothing		6.1%	26
Pet Toys		20.3%	86
Annual Pet Vaccinations		37.8%	160
Annual Pet Checkups		31.4%	133
Preventative Care		5.4%	23
Adopt or Rescue a Pet		6.4%	27
Purchase Pet Medication		9.5%	40
Purchase Dog Bed		5.4%	23
Board a Pet Overnight		6.6%	28
Pet Dental Care		3.8%	16
None of the above / Does not apply		40.0%	169
Pet Enclosure		1.7%	7
Aquarium or Tank		1.2%	5
Fish Supplies		2.4%	10
Bird House		1.4%	6
Disease Diagnosis		1.2%	5
Pet Travel Cage		1.2%	5

Value		Percent	Responses
Pet Travel Accessories		1.9%	8
Cremation or Burial Services		0.5%	2
Purchase a Pet		2.8%	12
Holistic or Alternative Pet Care		1.9%	8
Pet Tracking Device		1.9%	8
Bird Health Care		0.7%	3
Animal Training Classes		2.8%	12
Hemp Based Pet Supplements		2.1%	9
THC Based Pet Supplements		0.9%	4
Holistic or Alternative Pet Supplements		1.2%	5
Anti Anxiety or Stress Pet Medication for Holidays		2.6%	11

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

Value		Percent	Responses
Add or Replace Deck		5.9%	25
Add a Fence or Wall Structure		7.1%	30
Remodel Kitchen		6.6%	28
Remodel Bathroom		10.6%	45
Install a Glass Shower		3.1%	13
Build a Storage Shed		4.3%	18
General Remodeling		9.0%	38
Resurface or Build New Driveway		3.3%	14
Replace Carpet		9.7%	41
Replace Flooring		9.9%	42

Value		Percent	Responses
Replace Windows		4.5%	19
None of the above / Does not apply		57.4%	243
Add a Room		1.9%	8
Add a Home Office		1.7%	7
Cabinet Refacing or Resurfacing		2.4%	10
Refinish Bathtub		1.7%	7
Remodel or Finish Basement Living Area		2.6%	11
Replace Garage Door		0.9%	4
Build a Garage		0.9%	4
Build Out-Building		1.4%	6
Have Furniture Restored		1.7%	7
Add a Swimming Pool		1.4%	6
Switch from Gas to Electric		0.9%	4
Switch from Electric to Gas		1.2%	5
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		0.7%	3
Install a Solar Energy System		1.2%	5
Install Security or Monitoring System		2.1%	9
Stone or Marble Work (Bathroom or Kitchen)		0.5%	2
Sealcoating		1.9%	8
Asphalt Repair		2.6%	11
Asphalt Resurfacing		2.4%	10
Residential Paving		0.9%	4
Build a "Tiny House"		0.5%	2









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

Value		Percent	Responses
Ceramic Tile		7.3%	31
Decking		7.6%	32
Doors (Exterior)		7.3%	31
Doors (Interior)		5.7%	24
Electrical Supplies		4.3%	18
Fencing		7.3%	31
Generator		3.5%	15
Hand Tools		9.2%	39
Hardwood Products		4.7%	20
Home Security Doorbell Camera		4.3%	18
Insulation		3.1%	13
Kitchen Cabinets		5.7%	24
Lighting and Fixtures		7.1%	30
Lock Sets		4.3%	18
Lumber		8.0%	34
Molding		4.3%	18
Paint (Exterior)		10.2%	43
Paint (Interior)		21.3%	90
Plywood		5.9%	25
Plumbing Supplies		6.4%	27
Power Tools		4.3%	18
Rain Gutters		3.3%	14
Roofing (Other)		4.3%	18














Value		Percent	Responses
Screen Door		4.3%	18
None of the above / Does not apply		50.6%	214
Circular Saw		0.7%	3
Furnace		1.4%	6
Mill Work		1.2%	5
Roofing (Composition)		2.4%	10
Security Door		2.4%	10
Security Locks		1.7%	7
Security Window Film		0.2%	1
Siding		2.8%	12
Solar Screen		0.2%	1
Waterproofing		0.5%	2
Water Softener System or Supplies		0.9%	4
Wet or Dry Vacuum		0.9%	4
Wood Stove or Fireplace		1.2%	5
Window Guards		0.2%	1
Windows (Double-Hung)		2.4%	10
Windows (Casement)		0.7%	3
Windows (Picture)		1.4%	6
Windows (Slider)		0.7%	3
Windows (Bay or Bow)		0.5%	2























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

Value		Percent	Responses
Air Conditioning Repair		10.2%	43
Air Duct Cleaning		7.1%	30
Appliance Repair		4.3%	18
Blinds Cleaning		3.5%	15
Carpet Cleaning		12.8%	54
Chimney Cleaning		3.1%	13
Drywall Installation or Repair		3.8%	16
Electrical Repair		4.3%	18
Flooring - Laminate (Installation or Repair)		4.5%	19
Flooring - Wood (Installation or Repair)		3.5%	15
Flooring - Other (Installation or Repair)		5.0%	21
Gardening Services		3.3%	14
Handyman Services		8.3%	35
Home Repair		5.4%	23
None of the above / Does not apply		53.7%	227
Alternative Energy Systems Installation		1.9%	8
Alternative Energy Systems (Service or Repair)		0.7%	3
Carpenter or Woodworking		2.8%	12
Concrete Repair		2.1%	9
Electrical Panel Replacement		1.2%	5
Excavation & Wrecking		0.5%	2
Flooring - Ceramic Tile (Installation or Repair)		2.8%	12
Flooring - Linoleum (Installation or Repair)		1.7%	7
Foundation Repair		0.7%	3
Furnace Cleaning		1.7%	7

Value		Percent	Responses
Furnace Repair		1.4%	6
Furniture Reupholster		0.9%	4
Gutter Installation or Repair		1.9%	8
Heating Repair		1.7%	7
Home Computer Repair		1.2%	5
Home Electronics Repair		0.2%	1
Home Heating Oil or Fuel Service		0.9%	4
Home Remodel		2.8%	12


























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

Value		Percent	Responses
Home Security Service		4.7%	20
House Cleaning Service		8.0%	34
Junk or Yard Waste Removal		4.7%	20
Recycle		3.3%	14
Landscaping Service		8.0%	34
Painting		10.9%	46
Pest Control		10.4%	44
Plumbing Repair		5.2%	22
Pressure Washing		8.0%	34
Roof Repair		3.8%	16
Septic Tank Cleaning or Repair		4.3%	18
Trash Removal		5.9%	25
Computer Repair		5.4%	23























Value		Percent	Responses
None of the above / Does not apply		54.1%	229
Insulation Installation or Maintenance		0.5%	2
Interior Design		0.7%	3
Sell Scrap Metal		2.8%	12
Movers		1.7%	7
Mold Inspection or Removal		1.7%	7
Party Equipment Rental		0.9%	4
Pool Cleaning Service		0.9%	4
Preventative Home Maintenance		2.1%	9
Security System		1.9%	8
Siding Replacement		0.9%	4
Snow Removal		0.2%	1
Solar Heating or Power System Installation or Repair		0.7%	3
Stucco or Exterior Coating		0.2%	1
Tool Rental		0.7%	3
Tornado or Storm Shelter Building or Repair		0.5%	2
Water Well Drilling		0.2%	1
Waterproofing		0.2%	1
Window Installation		2.8%	12
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.5%	2
Mobile or Cell Phone Repair		1.4%	6









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)		6.6%	28
Window Blinds (Venetian or Mini)		4.7%	20
Batteries (Home or Office)		26.7%	113
Candles		19.1%	81
Firewood		4.7%	20
Carpeting		6.4%	27
Flooring Tile		4.3%	18
Hardwood Flooring		4.5%	19
Rugs		12.1%	51
Clocks		4.7%	20
Curtains or Drapes		12.5%	53
Cutlery, Flatware or Silverware		5.4%	23
Fire Extinguisher		7.1%	30
Furniture (Bedroom)		7.6%	32
Furniture (Dining Room)		4.0%	17
Furniture (Living Room)		10.6%	45
Christmas Tree		10.4%	44
Holiday Decorations		7.6%	32
Laminate Flooring		3.8%	16
Storage Boxes or Tubs		6.6%	28
Floral Arrangements		3.5%	15
Picture Frames		6.1%	26
Linens (Bathroom)		7.1%	30

Value		Percent	Responses
Reclining Chair		5.9%	25
Indoor Flowers		5.4%	23
Linens (Dining Room or Kitchen)		5.0%	21
None of the above / Does not apply		41.1%	174
Awning		0.7%	3
Emergency Preparedness Kit or Supplies		2.1%	9
Rugs (Persian)		1.2%	5
Closet System		0.9%	4
Fine Art (Paintings, Pottery, Etc.)		2.1%	9
Custom Built Furniture		0.5%	2
Reconditioned Furniture		0.5%	2
Furniture (Children's)		2.8%	12
Crib		0.9%	4
Furniture (Home Office)		2.8%	12
Furnace		1.7%	7
Futon		0.5%	2
Glass Table		0.2%	1
Safe		2.4%	10
Mirror		1.7%	7
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		0.7%	3
Wallpaper		1.4%	6
Signs or Banners		0.9%	4
Hot Tub or Spa (New)		1.2%	5
Tankless Water Heater		1.9%	8

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

Value		Percent	Responses
Home Decor or Decorating		11.3%	48
Adjustable Mattress		4.3%	18
Pillow Top Mattress		4.3%	18
Foam Mattress		4.5%	19
Linens (Bedroom)		15.4%	65
Memory Foam Mattress		5.4%	23
Queen Size Bed		4.3%	18
King Size Bed		5.0%	21
Smoke Alarm or Detector		4.7%	20
Window Coverings		3.1%	13
Patriotic Flags		3.5%	15
Smart Appliances		3.1%	13
Alexa for Home		5.9%	25
None of the above / Does not apply		54.6%	231
Gas Burning Freestanding Stoves		0.5%	2
Water Purification System (Drinking)		1.7%	7
Solar Water Heater		0.2%	1
Latex Mattress		0.5%	2
Innerspring Mattress		2.6%	11
Gel Mattress		1.9%	8
Twin Size Bed		1.4%	6
Swimming Pool (Above Ground)		1.7%	7

Value		Percent	Responses
Water Heater		1.2%	5
Swimming Pool (In-Ground)		0.5%	2
Remote Home Monitoring Video Camera		2.1%	9
Shutters		1.7%	7
Reclaimed Wood Furniture		0.5%	2
Sports Team Flags		2.1%	9
Smart Home Products		2.6%	11
Smart Lock / Front Door		2.4%	10

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		8.0%	34
Fine Art		1.4%	6
Photographs		9.5%	40
Pottery		4.0%	17
Blown Glass		1.9%	8
Stone Carvings		1.9%	8
Sculpture		2.1%	9
Artistic Wall Decor		8.0%	34
Wood Carvings		3.5%	15
Poster Art		2.4%	10
Religious Art		3.8%	16
Stained Glass		2.6%	11
Ceramics		2.6%	11
Metal Work Art		3.8%	16
Music Memorabilia		2.1%	9
Movie Memorabilia		2.1%	9
None of the above / Does not apply		74.7%	316




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

Value		Percent	Responses
Refrigerator		7.6%	32
Portable Dishwasher		0.7%	3
Dishwasher		8.7%	37
Freezer		7.1%	30
Range		5.7%	24
Range Hood		3.8%	16
Wall Oven		2.4%	10
Washer		6.9%	29
Dryer		8.3%	35
Blender		6.9%	29
Tea Kettle		3.5%	15
Microwave		10.9%	46
Window Air Conditioner		3.5%	15
Coffee or Espresso Machine		11.1%	47
Vacuum Cleaner		9.7%	41
None of the above / Does not apply		59.3%	251






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

Value		Percent	Responses
Aftermarket Products		4.3%	18
Battery		9.9%	42
Child Car Seat		3.8%	16
Floor Mats		8.7%	37
Lights		3.8%	16

Value		Percent	Responses
Tires		21.3%	90
Wiper Blades		23.2%	98
None of the above / Does not apply		50.4%	213
Canopy		0.7%	3
Grill Guard		0.5%	2
Ground Effects		0.2%	1
Mirror(s)		1.2%	5
Motorcycle Accessories		0.9%	4
Motorcycle Parts		0.9%	4
Performance Parts		0.7%	3
RV Accessories or Supplies		2.4%	10
Roof Rack (For Bike, Kayak, Etc.)		0.5%	2
Roof Rack (Luggage or Equipment Container)		0.2%	1
Running Boards		1.2%	5
Seat Covers		2.6%	11
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		1.9%	8
Tool Box		0.2%	1
Trailer Hitch		0.7%	3
Truck Bed Liner		0.7%	3
Wheels or Rims		2.1%	9
Winch		0.2%	1
Window Tinting Equipment (Auto)		1.9%	8
Cargo Trailer (Vehicle Hauler)		0.2%	1
Cargo Trailer (Flat)		0.2%	1









Value		Percent	Responses
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Boat)		0.7%	3
Cargo Trailer (Box)		1.2%	5


























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



Value		Percent	Responses
Dealership		32.2%	136
National chain service center (e.g. Jiffy Lube)		13.5%	57
Private service center		28.8%	122
Friend/Family		15.1%	64
Other		10.4%	44

Total: 423

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

Value		Percent	Responses
30,000 Mile Service		7.3%	31
60,000 Mile Service		6.6%	28
100,000 Mile Service		8.5%	36
Auto Detailing		8.7%	37
Auto Repair (General)		8.3%	35
Alignment		9.9%	42
Body Work		5.2%	22
Brake Replacement, Adjustment		7.6%	32



















Value		Percent	Responses
Car Wash		38.3%	162
Gas or Service Station Services		14.7%	62
Oil Change or Lube		39.5%	167
Preventative Maintenance		12.1%	51
Tire Mounting or Installation		7.1%	30
Tune-Up		11.8%	50
None of the above / Does not apply		26.0%	110
Auto Warranty Work (Work Covered by Warranty)		2.4%	10
Car Rental		2.4%	10
Electrical Repair		1.4%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.9%	8
Motor Repair or Replacement		0.7%	3
Motorcycle Repair		0.5%	2
Muffler		1.4%	6
Painting		2.6%	11
RV Maintenance or Service		1.7%	7
Safety Inspection		1.2%	5
Shocks		2.4%	10
Smog Check		0.2%	1
Stereo Installation		0.9%	4
Transmission or Clutch Repair		1.4%	6
Upholstery Repair		1.9%	8
Vehicle Air Conditioning Repair		0.9%	4
Vehicle Storage		0.2%	1
Vehicle Towing		1.2%	5

Value		Percent	Responses
Windshield or Glass Repair		2.8%	12
Windshield or Window Tinting		2.4%	10

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		15.1%	64
CarFax		15.4%	65
CarGurus.com		8.7%	37
CarMax.com		11.6%	49
Cars.com		9.0%	38
Craigslist Auto		7.1%	30
KBB.com		6.6%	28
Facebook Dealer Page		6.9%	29
Edmunds.com		3.1%	13
Local Dealer Site		37.1%	157
UsedCars.com		6.9%	29
Local TV Site		4.5%	19
Other Local Website		8.5%	36
None of the above / Does not apply		40.4%	171
Yahoo! Autos		1.2%	5
Automotive.com		1.2%	5
Autoblog.com		1.2%	5
CarsDirect.com		1.9%	8
eBay Motors		2.1%	9
MotorTrend.com		1.2%	5
Local Radio Site		2.8%	12
The Car Connection		0.5%	2
























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

Value		Percent	Responses
Bath and Body Products		48.7%	206
Beauty Products		37.4%	158
Cosmetics		44.9%	190
Babysitting		4.3%	18
Facial		13.7%	58
Hair Care Products		53.0%	224
Hair Coloring		32.9%	139
Hair Cut		60.3%	255
Hair Removal		4.7%	20
Hair Extensions, Wigs or Weaves		5.0%	21
Manicure		25.8%	109
Massage Therapy		13.2%	56
Pedicure		27.9%	118
Tanning Products		3.8%	16
Tanning Bed or Spray Tan		6.6%	28
Tattoo or Piercing		8.5%	36
Spa Bed (Red Light Therapy or Hydration station)		0.7%	3
None of the above / Does not apply		15.4%	65


















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)		34.3%	145
Books (Used)		28.6%	121
Books (Children's)		23.6%	100
Board Games		27.4%	116
Lottery Ticket		43.3%	183
Collectibles		7.3%	31
Vinyl Records		5.9%	25
Fire Works		7.3%	31
Computer Games		10.9%	46
DVD Movies (Buy)		21.5%	91
DVD Movies (Rent)		18.0%	76
DVD Movies (Children's)		9.0%	38
Magazines		26.7%	113
TV or Movie Themed Toys		6.9%	29
Toys		20.6%	87
Video Game Console		5.0%	21
Video Console Games		11.8%	50
Handheld Console Games		4.5%	19
None of the above / Does not apply		20.6%	87
Comics		2.8%	12
Graphic Novels		1.9%	8
Handheld Game Console		2.4%	10



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
Hire a Caterer for Wedding or Special Event		3.1%	13
Go on a Honeymoon		3.3%	14
Purchase Wedding or Special Occasion Gifts		5.0%	21
Hire a Photographer for Wedding or Special Event		4.5%	19
Host or Attend a Retirement Party		4.0%	17
Host or Attend a Graduation Party		7.3%	31
Purchase Gourmet Cupcakes		4.3%	18
Purchase Cake, Tart or Pastries for Special Occasion		10.2%	43
None of the above / Does not apply		70.7%	299
Purchase a Wedding Dress		2.6%	11
Purchase a Tuxedo		0.7%	3
Rent a Tuxedo		0.7%	3
Purchase a Bridesmaid Dress		1.4%	6
Rent a Hall or Event Space for Wedding or Special Event		1.9%	8
Hire a Musician or Band for Wedding or Special Event		2.6%	11
Purchase a Wedding Cake		2.6%	11
Use a Wedding Planner		0.7%	3
Use a Party Planner		0.2%	1
Use a Florist for a Wedding or Special Event		1.9%	8
Rent a Chauffeured Vehicle		0.5%	2
Hire a Videographer for Wedding or Special Event		1.9%	8
Host or Attend a Bar Mitzvah or Bat Mitzvah		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		3.5%	15
Ceramics and Pottery		5.0%	21
Collectables		7.1%	30
Comic Books and Related Collectables		3.1%	13
Do-It-Yourself (DIY)		28.1%	119
Games or Puzzles		20.3%	86
Beer Brewing Supplies		2.6%	11
Wine Making Supplies		2.6%	11
Jewelry Making Supplies or Beads		6.1%	26
Knitting		6.4%	27
Making Arts and Crafts		17.3%	73
Paper Crafts		2.1%	9
Quilting		8.5%	36
Scrapbooking		6.9%	29
Toy Collecting		2.1%	9
Trains, Plane & Car Model Kits		1.4%	6
None of the above / Does not apply		45.4%	192







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		40.2%	170
Train Trip		7.6%	32











Value		Percent	Responses
Book Hotel Room		51.1%	216
Business Travel		7.3%	31
Buy Travel Tickets		13.9%	59
Hotel or Resort Stay		30.0%	127
International Travel		9.9%	42
Take a Cruise		16.8%	71
Travel Packages		8.7%	37
Use a Travel Agent or Agency		6.6%	28
Vacation Inside Home State		16.3%	69
Vacation Outside Home State		32.4%	137
Rent a Car		19.9%	84
Book Local Lodging for Guests		4.3%	18
Stay at an RV Park		4.0%	17
Stay at a Casino		6.9%	29
Gamble at a Casino		14.2%	60
Play Bingo		5.4%	23
Does not apply		26.2%	111
Buy Luggage		2.1%	9
Charter a Boat		1.9%	8
Chartered Fishing Trip		2.8%	12
Golf Vacation		2.6%	11
Ski Resort Stay		2.6%	11
Rent RV		1.2%	5

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)		9.0%	38
Attend College or University (Part Time)		6.4%	27
Attend Graduate School		3.3%	14
Attend Classes at Community College		5.7%	24
Online Continuing Education Courses		5.0%	21
Arts or Crafts Lessons (Adult)		6.1%	26
Music Lessons (Adult)		3.3%	14
Attend a Free Lecture or Seminar		9.7%	41
Dance Lessons		3.5%	15
Music lessons (Child)		3.1%	13
Sports lessons (Child)		3.1%	13
Yoga, Pilates, or Zumba		9.0%	38
Personal Physical Training		3.1%	13
Attend a Local Workshop		7.1%	30
None of the above / Does not apply		58.4%	247
Business School		0.7%	3
Learning Center		0.2%	1
Culinary School		0.7%	3
Trade School		1.7%	7
Professional Certification or Accreditation Courses		2.6%	11
Language Lessons (Adult)		2.4%	10
Sports Lessons (Adult)		0.9%	4
Cooking Lessons (Adult)		2.6%	11
Attend Paid Lecture, Seminar or Special Class		2.1%	9

Value		Percent	Responses
Real Estate Classes		1.2%	5
Child Education or Tutoring		1.2%	5
Language Lessons (Child)		0.7%	3
Arts or Crafts Lessons (Child)		1.4%	6
Change School		0.2%	1
Attend a Religion Based School		0.7%	3

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

Value		Percent	Responses
Brushes		14.2%	60
Oil paints		5.7%	24
Acrylic Paints		13.9%	59
Markers		15.4%	65
Specialty Paper		7.3%	31
Fabric Craft Supplies		13.5%	57
Beads		7.3%	31
Art Pencils and Pens		14.9%	63
Scrapbooking Supplies		6.4%	27
None of the above / Does not apply		64.8%	274


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		2.4%	10
Clarinet		1.7%	7
Drums		2.8%	12
Flute		1.4%	6
Acoustic Guitar		4.3%	18
Electric Guitar		2.4%	10
Electric Keyboard		1.7%	7
Piano		3.1%	13
Piano (High End)		0.9%	4
Trombone		0.5%	2
Trumpet		1.9%	8
Violin		1.7%	7
None of the above / Does not apply		85.8%	363

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

Value		Percent	Responses
Greek		12.1%	51
French		5.4%	23
Asian		24.1%	102
German		7.3%	31
American (New)		35.0%	148
Italian		51.8%	219
Cajun or Creole		12.1%	51
Indian		8.7%	37
Chinese		50.8%	215
American (Traditional)		73.5%	311
Thai		12.5%	53
Middle Eastern		5.7%	24
Japanese		24.3%	103
Mexican		66.2%	280
Vietnamese		5.4%	23
Southern		39.0%	165
Tex-Mex		22.2%	94
Spanish		10.9%	46
Mediterranean		13.5%	57
None of the above / Does not apply		10.4%	44

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		34.3%	145















Value		Percent	Responses
Fish & Chips		33.1%	140
Golf Course Restaurant, Bar or Snack Bar		5.9%	25
Barbeque		42.1%	178
Deli		31.4%	133
Breakfast or Brunch		52.7%	223
Appetizers		52.7%	223
Dessert		36.9%	156
Chicken Wings		40.4%	171
Hamburgers		65.2%	276
Chicken		58.6%	248
Frozen Yogurt		19.1%	81
Live or Raw food		5.9%	25
Tapas or Small Plates		5.7%	24
Theme Restaurants		6.6%	28
Soup		36.9%	156
Salad		54.1%	229
Pizza (Dine In)		31.7%	134
Pizza (Delivery)		26.2%	111
Steak		48.7%	206
Juice or Smoothies		16.5%	70
Sandwiches		53.0%	224
Pizza (Carry Out)		56.3%	238
Pizza (Take & Bake)		13.9%	59
Seafood		42.1%	178
Vegan		3.3%	14

Value		Percent	Responses
Steakhouse		40.0%	169
Sushi		14.4%	61
Vegetarian		4.5%	19
Pho		5.2%	22
None of the above / Does not apply		7.6%	32

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

Value		Percent	Responses
Locally Sourced Meats and Seafood		19.6%	83
Locally Grown Produce		28.4%	120
Healthful Children's Dining		7.8%	33
Environmental Sustainability		13.0%	55
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		5.0%	21
Hyper-Local Sourcing		1.9%	8
Gluten Free Cuisine		8.0%	34
Sustainable Seafood		8.7%	37
Raw or Live Food Options		2.6%	11
Specialty Appetizers		12.3%	52
Specialty Salads		15.1%	64
Specialty Soups		11.1%	47
Specialty Desserts		13.7%	58
None of the above / Does not apply		47.3%	200

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		21.3%	90
Non-Smoking Environment		40.0%	169
Child Friendly		22.0%	93
Serve Alcohol		18.9%	80
Pool Tables		1.9%	8
Locally Brewed Beer		6.9%	29
Live Music		12.3%	52
Bar		15.8%	67
Large Craft Beer Selection		8.0%	34
Large Wine Selection		5.0%	21
Hand Crafted Cocktails		5.7%	24
Farm to Table Dining		23.2%	98
Senior Discounts		33.8%	143
None of the above / Does not apply		21.3%	90











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		17.5%	74
Foreign Beer		7.6%	32
Red Wine		16.8%	71
White Wine		16.5%	70
Dessert Wine		4.5%	19
Mixed Drinks		26.2%	111
Hand Crafted Cocktails		9.9%	42
Beer Cocktails		6.1%	26
"Top Shelf" Spirits		11.8%	50
Champagne		3.3%	14
Champagne Cocktails		2.1%	9
Energy Drink based Mixed Drinks		2.1%	9
Premium Tequila		4.7%	20
Alcoholic Cider		3.8%	16
Locally Distilled Spirits		4.3%	18
None of the above / Does not apply		51.1%	216







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.7%	3
Purchase Commercial or Business Property		0.5%	2
Purchase Condominium or Townhouse		0.5%	2
Purchase Manufactured or Modular Home		1.9%	8
Purchase Investment Property		1.9%	8
Purchase Personal Residence		4.5%	19
Purchase Custom Built Home		1.7%	7
Purchase Residential Real Estate at an Auction		0.9%	4
Purchase Land or Agricultural Property		2.4%	10
Purchase Vacation Property		0.7%	3
Purchase Other		1.2%	5
None of the above / Does not apply		87.2%	369

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

Value		Percent	Responses
Sell Personal Residence		5.2%	22
Sell Vacation Property		0.7%	3
Sell Condominium or Townhouse		0.2%	1
Sell Investment Property		0.7%	3
Sell Land or Agricultural Property		0.9%	4
Sell Commercial or Business Property		0.9%	4
Sell Manufactured or Modular Home		0.7%	3
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		0.5%	2
None of the above / Does not apply		91.7%	388

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

Value		Percent	Responses
New home in master planned community; new development		5.3%	1
New home, but outside of development		10.5%	2
New home that I will have contractor build		5.3%	1
Existing home less than 10 years old		47.4%	9
Existing home more than 10 years old		52.6%	10
Other		10.5%	2

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

Value		Percent	Responses
Rent New Apartment		3.1%	13
Rent House (Residence)		7.3%	31
Rent or Lease Commercial Property		1.4%	6
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		1.4%	6
Rent Condo/Townhouse		2.8%	12
Rent Section 8 Housing		1.7%	7
None of the above / Does not apply		86.1%	364

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		2.8%	12
Use a Realtor to Buy Real Estate		4.3%	18
Use a Realtor to Buy and Sell Real Estate		3.1%	13
Plan to Sell Property Myself		2.8%	12
Use a Real Estate Broker		0.7%	3
None of the above / Does not apply		89.1%	377

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		5.7%	24
Home Remodel or Renovation Loan		1.9%	8
Business Construction Loan		0.5%	2
Home Construction Loan		1.4%	6
Equity Loan		3.8%	16
Land Loan		1.4%	6
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		2.1%	9
Refinance Home		2.1%	9
None of the above / Does not apply		85.8%	363

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		5.7%	24
Facebook		13.0%	55
Google		9.5%	40
Auction.com		2.8%	12
Homes & Land		4.0%	17
Homes.com		6.6%	28
HomeFinder		6.4%	27
MLS.com		12.5%	53
National Real Estate Co. Site		3.1%	13
Local MLS Site		13.9%	59
RealEstate.com		9.5%	40
Realtor.com		26.0%	110
Realty.com		5.4%	23
Redfin		1.4%	6
Trulia		15.8%	67
Zillow		37.1%	157
ZipRealty.com		1.7%	7
None of the above / Does not apply		42.6%	180

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		10.2%	43
Apartmentguide.com		5.7%	24
Craigslist		7.8%	33
Forrent.com		1.2%	5
HomeFinder.com		6.1%	26
Hotpads.com		1.4%	6
Rent.com		9.0%	38
Sublet.com		0.2%	1
Trulia		9.5%	40
Zillow		30.0%	127
None of the above / Does not apply		57.7%	244

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		68.8%	291
No, don't know who to call		31.2%	132

Total: 423

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		70.4%	298
No, don't know who to call		29.6%	125

Total: 423




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		8.3%	35
Craft Beer		14.9%	63
Champagne		7.1%	30
Premium Hard Alcohol or Spirits		6.4%	27
White Wine		18.9%	80
Red Wine		22.2%	94
Cigars		4.7%	20
Major Brand Cigarettes		6.6%	28
Smokeless Tobacco		3.5%	15
E-Liquids / Vape Juice		3.8%	16
Discount Cigarettes		6.9%	29
Discount Hard Alcohol or Spirits		9.7%	41
Domestic Beer		23.9%	101
Alcoholic Cider		5.7%	24
None of the above / Does not apply		43.7%	185
Recreational Marijuana		2.1%	9
Marijuana Accessories		2.6%	11
Vaping Kit		1.9%	8
Vaping Accessories		2.8%	12
Roll Your Own Cigarette Supplies		1.9%	8
Pipe Tobacco		2.1%	9
Electronic Cigarette Supplies		1.9%	8
Hookah Accessories		0.2%	1

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

Value		Percent	Responses
Cannabis Dry Flower/Bud		57.1%	8
Cannabis Edibles		64.3%	9
Cannabis Tinctures		28.6%	4
Cannabis Vaporizers		35.7%	5
Cannabis Cleaning Tools or Supplies		50.0%	7
Cannabis Concentrates		42.9%	6
Cannabis Pre-Rolls		35.7%	5
Organic Cannabis Products		35.7%	5
Cannabis Oil		64.3%	9
Cannabis Beauty & Skin Care Products		42.9%	6
Cannabis Beverages		50.0%	7
Cannabis Chocolates		50.0%	7
Medical Cannabis		57.1%	8
CBD Cannabis		35.7%	5
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		21.0%	89
Specialty Teas		13.9%	59
Specialty Coffee		20.6%	87

Value		Percent	Responses
Gourmet Deli Counter Items		17.7%	75
Cookies		46.8%	198
Snack Cakes		35.0%	148
Potato Chips		60.0%	254
Soft Drinks		55.6%	235
Energy Drinks		9.9%	42
Energy Bars		13.9%	59
Noodle Bowls		13.2%	56
Cupcakes		19.9%	84
Birthday Cake		24.1%	102
Beef Jerky or Meat Sticks		22.5%	95
Bottled Water		59.6%	252
Candy		42.3%	179
Fruit		66.4%	281
Nuts		45.2%	191
Chocolates		47.0%	199
Ice cream		49.9%	211
Cheese		75.7%	320
Artisan Bread		18.4%	78
Artisan Meats		4.7%	20
Sports Drinks		14.9%	63
Basic Condiments		37.1%	157
Artisan Condiments		3.5%	15
Canned Sauces		32.6%	138
Cereal		62.9%	266

Value		Percent	Responses
Milk		74.9%	317
Chicken		80.4%	340
Pork		55.6%	235
Beef		64.3%	272
Game Meats		6.1%	26
Fish		46.6%	197
Pasta		56.3%	238
Snack Mixes		18.9%	80
Vegetables		63.1%	267
Olive Oil		44.2%	187
Balsamic Vinegar		22.0%	93
Frozen Entrees		47.0%	199
Eggs		82.3%	348
Locally Raised Beef, Pork, Poultry		18.0%	76
Locally Grown Fruit and Vegetables		48.0%	203
Locally Produced Honey		24.8%	105
Organic Food		17.5%	74
Pickled Vegetables		16.1%	68
Artisan Cheese		16.3%	69
Alternative "Meat" Products		7.8%	33
Nut Butter		17.5%	74
Sausage		50.4%	213
Donuts		32.9%	139
Pastries		26.2%	111
None of the above / Does not apply		5.2%	22

Value		Percent	Responses
Caviar		0.9%	4























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

Value		Percent	Responses
Convenience		61.0%	258
Better Prices		81.3%	344
Variety		39.0%	165
Quality of Selection		51.1%	216
Quality of Produce		56.5%	239
Healthy Options		25.5%	108
Speed of Check Out		35.2%	149
Size of Store		12.5%	53
Number of Checkouts		25.1%	106
Cleanliness of Store		60.8%	257
Parking		31.7%	134
Help with Bagging/Packing		17.3%	73
Loyalty Tokens/Stamps		7.8%	33
Home Delivery		2.4%	10
None of the above / Does not apply		5.0%	21

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		60.8%	257
Take items home immediately		57.4%	243
Return items more easily		32.2%	136
Enjoy the in-store experience		33.3%	141
Can ask questions to store associates		35.7%	151
To support local businesses		49.9%	211
More secure than online purchase		17.0%	72
Better prices		24.8%	105
Quality of service		26.2%	111
Better Selection		23.9%	101
Local flavor or uniqueness		13.2%	56
None of the above / Does not apply		9.0%	38













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		47.3%	200
Donate to a Charity		42.1%	178
Donate to a Church		43.0%	182
Donate to Political Party or Government Representative		4.7%	20
Join a New Church		5.2%	22
Volunteer at Church		22.5%	95
Volunteer for Nonprofit Group		17.5%	74
Get Married		3.8%	16
Retire		4.5%	19
Vote in Upcoming Local Elections		35.9%	152
Vote in Upcoming State or National Elections		35.9%	152
Purchase Season Tickets for Performing Arts		4.0%	17
Attend a Holiday Themed Performance		23.6%	100
Community Activity		31.9%	135
Support an Organization		9.5%	40
Join an Organization		4.0%	17
Make a Donation		23.2%	98
Register to Vote		3.3%	14
None of the above / Does not apply		15.4%	65
Donate Vehicle		0.5%	2
Have a Baby		2.6%	11
Look into Private Schooling for Children		0.9%	4










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		27.4%	116
Community Event		50.8%	215
Festival		50.1%	212
Live Performance		34.8%	147
Fundraising Event		18.4%	78
Seminar		9.2%	39
School Event		37.8%	160
Corporate Event		8.3%	35
Trade Show		6.6%	28
Conference		13.5%	57
Networking Event		8.5%	36
Radio Station Sponsored Event		8.0%	34
Television Station Sponsored Event		2.1%	9
Newspaper Sponsored Event		9.9%	42
None of the above / Does not apply		19.1%	81

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		8.0%	34
Use a Zip Line		7.3%	31
Go Camping		21.0%	89
Go Mountain Biking		2.1%	9
Go Touring on a Bicycle		1.7%	7
Go to a Community or City Swimming Pool		12.1%	51
Take a Guided Backpacking or Hiking Trip		3.5%	15
Attend a Horse Race		5.2%	22
Attend a Car, Truck or Motorsport Race		7.3%	31
Participate in City or Municipal Sponsored Programs		6.6%	28
Join or Change Health or Fitness Club		9.7%	41
None of the above / Does not apply		50.6%	214

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		16.3%	69
Local Business Email		6.4%	27
CitySearch		4.5%	19
Snapchat		16.1%	68
Instagram		28.1%	119
Cinema Ads		11.8%	50
Facebook Business Page		26.2%	111
Reviews on Yelp! or Google+		12.5%	53
YouTube Promo Video		12.5%	53



Value		Percent	Responses
Local Business Text Message		3.1%	13
Pandora		22.5%	95
Online Yellow Pages		6.1%	26
Google Search		60.5%	256
eBay		34.5%	146
Spotify		9.7%	41
Pinterest		39.7%	168
Google+ Local		7.6%	32
Clicked on Google Sponsored Ad		10.6%	45
LinkedIn		18.4%	78
Craigslist		20.3%	86
Bing		11.6%	49
Twitter		19.1%	81
Amazon		79.9%	338
None of the above / Does not apply		6.9%	29
Local Business Blog		2.8%	12
Digital Billboard		1.4%	6
Angie's List		1.7%	7

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



Value		Percent	Responses
Yes		83.7%	354
No		16.3%	69

Total: 423











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


























Value		Percent	Responses
Yes		60.3%	255
No		39.7%	168
			Total: 423




















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

Value		Percent	Responses
Yes		33.1%	140
No		66.9%	283
			Total: 423



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		52.2%	221
Arts and Entertainment		27.4%	116
Automotive - (General)		22.5%	95
Automotive - (New Vehicle Dealership)		12.5%	53
Automotive - (Used Vehicle Dealership)		14.2%	60
Automotive - (Auto Parts store)		13.2%	56
Automotive - (Auto Repair business)		8.5%	36
Automotive - (Auto Body shop)		4.5%	19
Tire Business		18.0%	76
Beauty and Spa Related Businesses		18.9%	80

Value		Percent	Responses
Child Related Businesses		8.3%	35
Community and State Services		15.4%	65
Education		15.4%	65
Employment Related Businesses		11.3%	48
Event Planning and Services		4.7%	20
Family Activity Related Businesses		13.0%	55
Farm Equipment and Agriculture Businesses		5.4%	23
Financial Services		7.1%	30
Fitness Businesses or Providers		6.6%	28
General Retail		33.6%	142
Grocery / Market		30.5%	129
Home and Garden Related Businesses		13.2%	56
Building Supply/Lumber Business		11.1%	47
Home Service Businesses		5.9%	25
Home Service Contractors		6.4%	27
Hotel and Travel Related Businesses		19.9%	84
Local Services		25.3%	107
Medical Related Businesses - (General)		14.9%	63
Medical Related Businesses - (Chiropractor)		4.3%	18
Medical Related Businesses - (Dentist)		8.7%	37
Medical Related Businesses - (Hospital)		5.2%	22
Nightlife Related Businesses		6.1%	26
Pet / Animal		21.5%	91
Professional Services		11.3%	48
Real Estate Service Businesses		7.6%	32










Value		Percent	Responses
Recreation Related Businesses		7.6%	32
Restaurant / Bar / Lounge		23.6%	100
Senior Related Businesses		8.0%	34
Specialty Food and Drink		10.4%	44
General Retail - Children's Clothing Store		10.6%	45
General Retail - Clothing Accessory Store		17.0%	72
General Retail - Computer Store		8.5%	36
General Retail - Farming and Agriculture Business		3.3%	14
General Retail - Furniture Store		13.2%	56
General Retail - Hardware Store		9.7%	41
General Retail - Home Entertainment Store		5.7%	24
General Retail - Jewelry Store		6.9%	29
General Retail - Major Appliance Store		8.3%	35
General Retail - Men's Clothing Store		13.0%	55
General Retail - Mobile Phone Store		6.6%	28
General Retail - Shoe Store		16.1%	68
General Retail - Women's Clothing Store		24.1%	102
None of the above / Does not apply		18.0%	76
Motorsport Businesses		1.7%	7

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











Value		Percent	Responses
Yes		23.2%	98
No		76.8%	325

Total: 423

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		15.8%	67
Get a New Part Time Job		8.5%	36
Get a Temporary or Seasonal Job		4.3%	18
Use an Employment or Temporary Employment Agency		2.6%	11
Use a Career Counselor		1.4%	6
Get a Second (or Third) Job		4.3%	18
Get First Job after High School		1.2%	5
Get First Job after College		1.4%	6
None of the above / Does not apply		71.6%	303

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		4.3%	18
Admin & Clerical		8.5%	36
Warehouse		3.5%	15
Health Care		5.4%	23
Manufacturing		3.3%	14
Customer Service		9.5%	40
Management		4.5%	19
Education		5.0%	21
NonProfit		3.8%	16
Government		3.5%	15

Value		Percent	Responses
Restaurant - Food Services		4.0%	17
Sales & Marketing		3.8%	16
Skilled Labor - Trades		3.3%	14
None of the above / Does not apply		65.0%	275
Agriculture		1.7%	7
Automotive		1.9%	8
Construction		1.7%	7
Accounting		2.6%	11
Hotel - Hospitality		2.4%	10
Entry Level (New Graduate)		0.2%	1
Grocery		2.6%	11
Banking & Finance		1.9%	8
Child Care		1.7%	7
Real Estate		1.4%	6
Insurance		0.7%	3
Legal		1.4%	6
Media		2.8%	12
Installation - Maintenance - Repair		1.2%	5
Executive Level		1.4%	6
Engineering		0.9%	4
Information Technology		1.7%	7
Transportation		2.4%	10

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		22.2%	94
Local Agency Site		13.7%	58
Craigslist		7.8%	33
Facebook		14.7%	62
Indeed.com		28.4%	120
LinkedIn		15.4%	65
Monster.com		12.5%	53
CareerBuilder		10.2%	43
GlassDoor		5.0%	21
SimplyHired.com		4.3%	18
AOL Jobs		0.5%	2
SnagAJob.com		4.5%	19
USAjobs.gov		8.5%	36
USAjobs.org		4.0%	17
ZipRecruiter		8.7%	37
TheLadders		2.1%	9
None of the above / Does not apply		47.8%	202

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

Value		Percent	Responses
Coupon book		18.7%	79
Yellow Pages directory		0.7%	3
Direct mail flyer		13.0%	55
Deal program/offer		5.9%	25
Facebook business page offer		9.2%	39
Billboard advertising		2.8%	12
None of the above / Does not apply		67.4%	285

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)		18.7%	79
Purchased an online deal to a local business in the past 3 months		11.6%	49
None of the above / Does not apply		74.2%	314

144. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?

Value		Percent	Responses
Read ads and keep them - using three or more		9.7%	41
Read ads and keep them - using one or two		36.6%	155
Read ads and keep them - without using any		5.0%	21
Read ads but throw away without using any		20.6%	87
Throw ads away unread		18.2%	77
Do not receive direct mail or advertisements at home or PO Box		9.9%	42

Total: 423

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 %	16 3.8%	79 18.7%	162 38.3%	11 2.6%	33 7.8%	67 15.8%	55 13.0%	423
County election Count Row %	22 5.2%	70 16.5%	172 40.7%	13 3.1%	30 7.1%	58 13.7%	58 13.7%	423
State election Count Row %	19 4.5%	115 27.2%	117 27.7%	11 2.6%	38 9.0%	68 16.1%	55 13.0%	423
Total Total Responses								423

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

Value	Percent	Responses
Yes	84.6%	358
No	15.4%	65
		Total: 423

147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	86.1%	364
No	13.9%	59
		Total: 423

















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

Value		Percent	Responses
New Vehicle Dealership		5.0%	21
Used Vehicle Dealership		6.1%	26
New and Used Vehicle Dealership		10.6%	45
Automotive Service		11.8%	50
Tire Store		12.5%	53
Auto Parts Store		18.9%	80
Recreation Vehicle (RV) Dealership		0.9%	4
RV or Camper Service		0.7%	3
Boat Dealer		0.7%	3
Boat Service		1.9%	8
Motorcycle Dealer		1.4%	6
Motorcycle Repair Shop		0.9%	4
None of the above / Does not apply		62.6%	265

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

Value		Percent	Responses
Accountant or CPA		1.9%	8
Legal Firm or Attorney		2.4%	10
Insurance Agency		8.5%	36
Tax Advisor		2.4%	10
Telecommunications Provider		3.3%	14
Internet Service Provider		6.6%	28
None of the above / Does not apply		80.6%	341

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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		0.7%	3
Hearing Aid Center		1.4%	6
Cardiologist		2.4%	10
Chiropractor		4.7%	20
Dentist		16.1%	68
Dermatologist		2.6%	11
Hospital		5.0%	21
Mental Health Provider		2.1%	9
Optometrist		5.9%	25
Pediatrician		3.1%	13
General Practitioner		10.2%	43
Rehabilitation Clinic		0.5%	2
Urgent Care Clinic		3.3%	14
Surgical Specialist		1.9%	8
Weight Loss Service		2.4%	10
None of the above / Does not apply		63.6%	269







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		5.2%	22
Electrician		1.4%	6
Handyman		4.7%	20
Heating & Air Conditioning Service		5.4%	23
Remodeling Contractor		3.1%	13
General Contractor		3.5%	15
Landscaper		2.4%	10
New Home Builder		0.9%	4
Painting Contractor		1.4%	6
Plumber or Plumbing Contractor		2.8%	12
Roofing Contractor		2.4%	10
None of the above / Does not apply		80.9%	342









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		2.1%	9
Home Inspector		1.7%	7
Mortgage Broker		1.2%	5
Property Manager		0.5%	2
Realtor		4.7%	20
None of the above / Does not apply		91.5%	387

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		2.4%	10
Automotive Loan Provider		0.7%	3
Financial Advisor		3.3%	14
Bank		14.4%	61
Credit Union		7.1%	30
None of the above / Does not apply		77.3%	327









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		13.2%	56
Ethnic Restaurant		7.1%	30
Family Style Restaurant		24.1%	102
Fast Food Restaurant		19.9%	84
Fine Dining Restaurant		13.9%	59
Pizza Restaurant		21.5%	91
Restaurant with Bar or Lounge		9.5%	40
None of the above / Does not apply		48.9%	207




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

Value		Percent	Responses
Building Supply-Lumber Yard		7.3%	31
Clothing Accessory Store		9.9%	42
Major Appliance Store		5.2%	22
Computer Store		5.0%	21
Farming and Agriculture Business		3.8%	16
Furniture Store		9.2%	39
Grocery Store		22.2%	94
Hardware Store		7.3%	31
Home Entertainment Store		2.4%	10
Jewelry Store		3.8%	16
Mobile Phone Store		5.0%	21
Shoe Store		14.4%	61
Specialty Food Business		2.1%	9
Women's Clothing Store		20.1%	85
Men's Clothing Store		10.9%	46
Children's Clothing Store		9.5%	40
None of the above / Does not apply		51.8%	219

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		7.1%	30
Any Child Related Business		2.6%	11
Any Event Planning Business		1.2%	5
Any Education Business		3.3%	14
Any Fitness Business		5.4%	23
Any Pet Related Business		9.9%	42
Any Senior Related Business		2.6%	11
None of the above / Does not apply		78.7%	333

157. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

Value		Percent	Responses
Yes		18.9%	80
No		53.9%	228
Does not apply		27.2%	115

Total: 423

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




















Value		Percent	Responses
Arts and Entertainment		3.7%	3
Beauty and Spa		3.7%	3
Education		9.9%	8
Event Planning and Services		3.7%	3
Health and Medical		4.9%	4
Local Services		3.7%	3
Real Estate		6.2%	5
Restaurant / Bar / Lounge		3.7%	3
Other		37.0%	30
Automotive		2.5%	2
Child Related Businesses		2.5%	2
Family Activity		1.2%	1
Financial Services		2.5%	2
Fitness Businesses or Providers		1.2%	1
General Retail		2.5%	2
Grocery and Specialty Food/Drink		2.5%	2
Home and Garden		1.2%	1
Home Service Businesses		1.2%	1
Hotel and Travel		1.2%	1
Nightlife		1.2%	1
Pizza Restaurant Types		2.5%	2
Recreation		1.2%	1

Total: 81









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.		33.3%	27
Computer Hardware		18.5%	15
Office Copier		6.2%	5
Business Logo Apparel		16.0%	13
Networking Hardware or Software		9.9%	8
Office Furniture, Fixtures or Interiors		6.2%	5
Office Cleaning Supplies		18.5%	15
Office Supplies		39.5%	32
Office Printer		3.7%	3
Promotional Items		18.5%	15
Security System		2.5%	2
Telephone Systems		1.2%	1
Uniforms or Work Clothing		3.7%	3
None of the above / Does not apply		27.2%	22











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

Value		Percent	Responses
Business Accounting or CPA		3.8%	3
Business Advertising		3.8%	3
Business Computer Consulting		5.0%	4
Business Internet Services		3.8%	3
Business Marketing Services		5.0%	4
Business Payroll Services		6.3%	5
None of the above / Does not apply		77.5%	62
Business Bottled Water Delivery		1.3%	1
Business Cellular Phone Service		2.5%	2
Business Construction Contractor		2.5%	2
Business Legal Services or Attorney		1.3%	1
Business Meetings or Conventions		2.5%	2
Business Moving or Storage		2.5%	2
Business Printing Services		2.5%	2
Business Realty Services		1.3%	1
Business Sign Company Services		2.5%	2
Business Staffing or Temp Services		1.3%	1
Business Travel Agency		1.3%	1
Business General Broadcast Media Service		1.3%	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		2.5%	2
Buy New Office		2.5%	2
Add New Locations		6.3%	5
Renovate Existing Facilities		7.5%	6
Construct New Facilities		2.5%	2
Buy or Rent Warehouse space		3.8%	3
Install New Commercial Carpeting		2.5%	2
None of the above / Does not apply		82.5%	66

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

Value		Percent	Responses
Purchase New Business Automobiles		2.5%	2
Purchase Used Business Automobiles		1.3%	1
Purchase New Business Trucks		1.3%	1
Purchase Used Business Trucks		2.5%	2
Lease New Business Automobiles		1.3%	1
Lease New Business Trucks		1.3%	1
Purchase New Business Delivery Vehicles		3.8%	3
Purchase Used Business Delivery Vehicles		1.3%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.3%	1
None of the above / Does not apply		90.0%	72

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

Value		Percent	Responses
Business Insurance		3.8%	3
Business Health Insurance		2.5%	2
Business Dental Insurance		3.8%	3
Business 401K or Retirement Program		2.5%	2
Business Property Insurance		1.3%	1
Business Commercial Insurance		3.8%	3
None of the above / Does not apply		90.0%	72

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

Value		Percent	Responses
Local Newspaper		28.8%	23
Local Newspaper Site		8.8%	7
Local Radio		7.5%	6
Local Television		6.3%	5
Local Free or Alternative publication		3.8%	3
Facebook		36.3%	29
Other Social Media		10.0%	8
Search Engine Optimization (SEO, SEM)		10.0%	8
Word of Mouth or Referrals		45.0%	36
Billboards		7.5%	6
Direct Mail		10.0%	8
Banner Ads		8.8%	7
Online Advertising		18.8%	15
Retargeting Web Ads		3.8%	3
None of the above / Does not apply		17.5%	14
Other Print Publications		2.5%	2
Twitter		2.5%	2
Coupons or "Deal of the Day"		1.3%	1
Fliers or Door Hangers		2.5%	2
Sign "Spinners"		1.3%	1
Yellow Pages		2.5%	2




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		7.5%	6
Use social media for promoting business		22.5%	18
Website optimized for mobile (responsive)		15.0%	12
Ongoing search optimization (SEO, SEM)		7.5%	6
Banner ads		10.0%	8
Cost-per-click ads (CPC, PPC)		7.5%	6
Cost-per-mille ads (CPM)		6.3%	5
Programmatic ads		2.5%	2
Retargeting ads		5.0%	4
Video ads		5.0%	4
Google ads (Adwords)		2.5%	2
Facebook ads		20.0%	16
Sponsored content		3.8%	3
Email advertising		17.5%	14
Site analytics		5.0%	4
Use a Digital Agency		3.8%	3
Digital ads through newspaper		7.5%	6
None of the above/Does not apply		46.3%	37

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		12.5%	10
Use social media for promoting business		13.8%	11
Website optimized for mobile (responsive)		11.3%	9
Ongoing search optimization (SEO, SEM)		7.5%	6
Banner ads		5.0%	4
Cost-per-click ads (CPC, PPC)		3.8%	3
Cost-per-mille ads (CPM)		3.8%	3
Programmatic ads		3.8%	3
Retargeting ads		8.8%	7
Video ads		10.0%	8
Google ads (Adwords)		3.8%	3
Facebook ads		18.8%	15
Sponsored content		2.5%	2
Email advertising		8.8%	7
Site analytics		3.8%	3
Use a Digital Agency		2.5%	2
Digital ads through newspaper		11.3%	9
None of the above/Does not apply		52.5%	42

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

Value		Percent	Responses
Yes		10.1%	8
No		74.7%	59
Don't know		15.2%	12

Total: 79

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%		3.3%	14
1% - 25%		37.4%	158
26% - 50%		26.5%	112
51% - 75%		20.6%	87
76% - 100%		12.3%	52

Total: 423

Average

38%

169. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.5%	2
20 - 24		2.4%	10
25 - 30		2.8%	12
31 - 34		5.0%	21
35 - 40		8.5%	36
41 - 45		8.3%	35
46 - 49		7.8%	33
50 - 54		9.5%	40
55 - 60		17.0%	72
61 - 69		24.8%	105
70 or older		13.5%	57

Total: 423

Average

55

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

Value		Percent	Responses
Metro / Urban		3.5%	15
Small/Mid-Size Town		38.3%	162
Suburban		15.6%	66
Rural		38.1%	161
Vacation community		1.7%	7
Other		2.8%	12




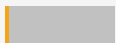









Total: 423

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.7%	3
Some High School (Not Graduate)		2.6%	11
High School Graduate (12th grade)		17.7%	75
Vocational or Technical Training		6.1%	26
Some College		22.7%	96
College Graduate		27.2%	115
Some Post-Graduate Study (No Advanced Degree)		6.4%	27
Post-Graduate Degree		16.5%	70

Total: 423

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

Value		Percent	Responses
Under \$20,000		14.5%	59
\$20,000 - \$24,999		6.6%	27
\$25,000 - \$29,999		4.9%	20
\$30,000 - \$34,999		4.7%	19
\$35,000 - \$39,999		6.1%	25
\$40,000 - \$44,999		4.9%	20
\$45,000 - \$49,999		8.1%	33
\$50,000 - \$74,999		23.3%	95
\$75,000 - \$99,999		10.8%	44
\$100,000 - \$124,999		8.1%	33
\$125,000 - \$149,999		3.4%	14
\$150,000 - \$200,000		2.2%	9
Over \$200,000		2.5%	10
			Total: 408
Average		\$62,223	

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	2
Black or African-American		10.6%	45
Asian		0.9%	4
White or Caucasian		80.4%	340
Hispanic		1.2%	5
Other		1.9%	8
Prefer not to answer		4.5%	19
			Total: 423

175. Are you...

Value		Percent	Responses
Male		20.3%	86
Female		76.4%	323
Transgender Male		0.2%	1
Other		0.2%	1
Prefer not to answer		2.8%	12
			Total: 423

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

Value		Percent	Responses
Single Family Home		78.7%	333
Apartment		6.6%	28
Condominium		3.5%	15
Mobile Home		8.0%	34
Other		3.1%	13
			Total: 423

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		76.1%	322
Rented		16.8%	71
Occupied Without Payment of Rent		3.1%	13
Other		4.0%	17
			Total: 423

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

Value		Percent	Responses
None		68.1%	288
1		15.4%	65
2		10.4%	44
3		4.0%	17
4 or more		2.1%	9
			Total: 423

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		51.1%	215
No		48.9%	206
			Total: 421