

The Pulse of America Survey Report (Southwest)

Response Counts

Completion Rate:	100%	
Complete		 468

Total: 468

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	468

Total: 468

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 1.7%	8 1.7%	36 7.7%	142 30.3%	272 58.1%	2 0.4%	468
Local breaking news Count Row %	3 0.6%	1 0.2%	5 1.1%	56 12.0%	402 85.9%	1 0.2%	468

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	2	1	5	71	388	1	468
Row %	0.4%	0.2%	1.1%	15.2%	82.9%	0.2%	
County news							
Count	2	3	32	134	295	2	468
Row %	0.4%	0.6%	6.8%	28.6%	63.0%	0.4%	
Local sports news							
Count	59	54	105	154	94	2	468
Row %	12.6%	11.5%	22.4%	32.9%	20.1%	0.4%	
Local school news							
Count	22	27	87	149	179	4	468
Row %	4.7%	5.8%	18.6%	31.8%	38.2%	0.9%	
Local crime news							
Count	3	1	16	93	350	5	468
Row %	0.6%	0.2%	3.4%	19.9%	74.8%	1.1%	
Local advertising							
Count	11	23	71	174	187	2	468
Row %	2.4%	4.9%	15.2%	37.2%	40.0%	0.4%	
Local political news							
Count	19	22	62	183	180	2	468
Row %	4.1%	4.7%	13.2%	39.1%	38.5%	0.4%	
Local entertainment news							
Count	6	19	75	192	173	3	468
Row %	1.3%	4.1%	16.0%	41.0%	37.0%	0.6%	
Local dining news							
Count	10	19	80	176	181	2	468
Row %	2.1%	4.1%	17.1%	37.6%	38.7%	0.4%	
State or national news							
Count	6	7	29	147	275	4	468
Row %	1.3%	1.5%	6.2%	31.4%	58.8%	0.9%	

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

Total
Total Responses 468

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 %	129 27.6%	121 25.9%	179 38.2%	39 8.3%	468
Business news Count Row %	104 22.2%	164 35.0%	174 37.2%	26 5.6%	468
Government news Count Row %	132 28.2%	177 37.8%	139 29.7%	20 4.3%	468
High school sports news Count Row %	48 10.3%	97 20.7%	193 41.2%	130 27.8%	468
Crime news Count Row %	230 49.1%	161 34.4%	73 15.6%	4 0.9%	468
Clubs and organizations news Count Row %	71 15.2%	138 29.5%	205 43.8%	54 11.5%	468
Total Total Responses					468

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 %	3 0.6%	10 2.1%	44 9.4%	249 53.2%	160 34.2%	2 0.4%	468
Local news coverage Count Row %	6 1.3%	25 5.3%	41 8.8%	235 50.2%	158 33.8%	3 0.6%	468
Reporting objectivity Count Row %	15 3.2%	31 6.6%	129 27.6%	195 41.7%	92 19.7%	6 1.3%	468
Headline objectivity Count Row %	7 1.5%	29 6.2%	99 21.2%	220 47.0%	107 22.9%	6 1.3%	468
Local school news Count Row %	2 0.4%	12 2.6%	111 23.7%	193 41.2%	114 24.4%	36 7.7%	468
County news coverage Count Row %	3 0.6%	19 4.1%	83 17.7%	243 51.9%	112 23.9%	8 1.7%	468
Local city/community news coverage Count Row %	6 1.3%	16 3.4%	54 11.5%	234 50.0%	153 32.7%	5 1.1%	468
Environmental news coverage Count Row %	7 1.5%	35 7.5%	126 26.9%	194 41.5%	82 17.5%	24 5.1%	468
Courts and cops news coverage Count Row %	7 1.5%	18 3.8%	90 19.2%	227 48.5%	115 24.6%	11 2.4%	468
Local sports coverage Count Row %	5 1.1%	10 2.1%	101 21.6%	191 40.8%	114 24.4%	47 10.0%	468
Local arts and entertainment coverage Count Row %	5 1.1%	13 2.8%	81 17.3%	220 47.0%	128 27.4%	21 4.5%	468

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	5	9	84	232	127	11	468
Count	1.1%	1.9%	17.9%	49.6%	27.1%	2.4%	
Row %							
Total							
Total Responses							468



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

Value		Percent	Responses
Yes		58.8%	275
No		41.2%	193
Total: 468			




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

Value		Percent	Responses
Yes		40.7%	112
No		52.0%	143
None of the above / Does not apply		7.3%	20
Total: 275			



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

Value		Percent	Responses
Yes		77.1%	361
No		22.9%	107
			Total: 468



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

Value		Percent	Responses
Yes		44.9%	162
No		48.5%	175
None of the above / Does not apply		6.6%	24
			Total: 361






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

Value		Percent	Responses
Yes		94.7%	443
No		5.3%	25
			Total: 468

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		61.6%	273
No		38.4%	170
			Total: 443




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

Value		Percent	Responses
1		40.9%	181
2		45.1%	200
3		10.4%	46
4		1.4%	6
5 or more		2.3%	10
			Total: 443

Statistics

Average 1.7

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

Value		Percent	Responses
Adult male		59.6%	264
Adult female		79.9%	354
Minor under 18		3.4%	15

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

Value		Percent	Responses
Yes, always		27.1%	120
Yes, frequently		26.6%	118
Yes, sometimes		30.2%	134
Seldom		12.4%	55
Never		3.6%	16
			Total: 443




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		15.1%	67
Local Daily Newspaper		84.0%	372
Local Paid Weekly Community Newspaper		21.9%	97
Local Free Weekly Print Publication (a Shopper or Newspaper)		47.2%	209
Local Alternative Publication		7.4%	33
Local Specialty Publication		15.3%	68
Local Business Publication		15.8%	70
Local Ethnic Publication		2.0%	9
Local Parenting Publication		2.9%	13
Local Senior Publication		11.3%	50
None of the above / Does not apply		2.7%	12

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	101	115	176	51	443
Row %	22.8%	26.0%	39.7%	11.5%	
Retail Store Ads					
Count	170	149	109	15	443
Row %	38.4%	33.6%	24.6%	3.4%	
Ad Inserts					
Count	143	138	130	32	443
Row %	32.3%	31.2%	29.3%	7.2%	
Real Estate Ads					
Count	44	75	204	120	443
Row %	9.9%	16.9%	46.0%	27.1%	
Automotive Ads					
Count	31	50	228	134	443
Row %	7.0%	11.3%	51.5%	30.2%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	84	147	179	33	443
Row %	19.0%	33.2%	40.4%	7.4%	
Political Ads					
Count	49	67	222	105	443
Row %	11.1%	15.1%	50.1%	23.7%	
Legal Notices					
Count	40	64	197	142	443
Row %	9.0%	14.4%	44.5%	32.1%	
Total					
Total Responses					443

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		55.8%	261
Posted on a Government Website		7.7%	36
No preference		36.5%	171

Total: 468

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	19.9%	93
No	78.2%	366
Don't know	1.9%	9
		Total: 468








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

Value	Percent	Responses
Excellent response (sold item or got many inquiries)	33.7%	31
Satisfactory response (received many inquiries)	44.6%	41
Poor response (received very few inquiries)	21.7%	20
		Total: 92

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














Value	Percent	Responses
Yes	44.4%	208
No	55.6%	260
		Total: 468

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

Value		Percent	Responses
Daily		16.2%	76
Couple times week		11.5%	54
Weekly		5.3%	25
Couple times month		11.8%	55
Monthly		4.1%	19
Less Monthly		24.6%	115
Have not visited / Does not apply		26.5%	124

Total: 468

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









Value		Percent	Responses
Auto Body Shop		9.0%	42
Auto Detailing Shop		10.7%	50
Auto Glass Repair Shop		7.7%	36
Auto Paint Shop		3.2%	15
Oil Change Station		56.4%	264
Auto Parts Store		36.8%	172
Auto Repair Shop		25.2%	118
Auto Salvage Yard		5.1%	24
Auto Battery Store		8.8%	41
Auto Towing Service		3.0%	14
Auto Window Tinting		4.7%	22
Car Wash		70.7%	331
Gas Station		84.6%	396

Value		Percent	Responses
New Vehicle Dealership		12.4%	58
Used Vehicle Dealership		8.5%	40
Pick and Pull Lot		3.2%	15
Recreation Vehicle (RV) Dealership		3.0%	14
RV or Camper Service		3.8%	18
Tire Store		30.1%	141
None of the above / Does not apply		4.7%	22
Auto Protective Paint or Coating Shop		1.3%	6
Auto Stereo Installation		0.6%	3
Car Audio Store		1.5%	7
Commercial Truck Dealership		0.6%	3
Commercial Truck Repair Shop		1.3%	6
Utility Trailer Dealer		0.6%	3
Trailer Dealer		1.5%	7
Trailer Rental Service		2.4%	11













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

Value		Percent	Responses
Boat Dealer		2.4%	11
Boating Accessory Store		2.4%	11
Boat Repair Shop		0.6%	3
Boat Rental Service		0.2%	1
All-Terrain Vehicle (ATV) Dealer		2.8%	13
Watercraft Dealer		0.6%	3
Watercraft Rental Shop		0.4%	2
Motorcycle Dealer		2.1%	10
Motorcycle Repair Shop		2.1%	10
Motorcycle Accessory Store		3.0%	14
Golf Cart Dealer		1.3%	6
Service		3.8%	18
Boat and RV Storage Facility		1.5%	7
Harley-Davidson Dealer		3.2%	15
None of the above / Does not apply		87.0%	407

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		2.1%	10
Used Farm Equipment Dealer		1.3%	6
Farm Truck and Tractor Repair Shop		2.1%	10
Agriculture Farm Supply Store		11.1%	52
Agricultural Service		1.1%	5
Farming Structure Building Contractor		1.3%	6
Animal Feed Store		19.2%	90
None of the above / Does not apply		76.3%	357

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		13.5%	63
Bakery		53.8%	252
Specialty Cake Bakery		9.2%	43
Cupcake Shop		11.1%	52
Donut Shop		44.4%	208
Beverage Distributor		9.4%	44
Beer Shop		14.7%	69
Brewery or Brew Pub		19.9%	93
Candy Store		13.9%	65
Cheese Shop		8.5%	40
Chocolate Shop		10.0%	47
Coffee & Tea Shop		37.2%	174

Value		Percent	Responses
Espresso or Coffee Shop		33.8%	158
Cookie Store		9.8%	46
Dairy Store		7.1%	33
Convenience Store		67.3%	315
Dessert Restaurant		9.0%	42
Distillery		4.7%	22
Food Cart		10.3%	48
Ethnic Food Restaurant		36.1%	169
Ice Cream or Frozen Yogurt Shop		31.0%	145
Smoothie or Juice Bar		15.8%	74
Liquor Store		36.5%	171
Spice Store		4.1%	19
Tea Shop		6.6%	31
Winery		11.8%	55
Wine Shop		13.0%	61
None of the above / Does not apply		7.9%	37
U-Brew Beer or Wine Store		2.8%	13

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		21.2%	99
Grocery Store (Discount)		42.7%	200
Grocery Store (Ethnic)		7.7%	36
Farmers Market		29.7%	139
Grocery Store (Co-op)		12.4%	58
Grocery Store (Independent)		24.4%	114
Grocery Store (Major or Regional Chain)		84.0%	393
Meat Market or Butcher Shop		18.6%	87
Grocery Store (Neighborhood)		40.6%	190
Seafood Market		16.7%	78
Specialty Food Market		7.5%	35
Grocery Delivery Service		8.3%	39
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		23.3%	109
Day Spa		9.4%	44
Eyelash Extension Salon		3.8%	18
Hair Removal Salon		3.4%	16
Hair and Beauty Salon		49.1%	230
Makeup Artist		1.9%	9
Massage Spa		19.4%	91
Nail Salon		35.5%	166
Skin Care Store		3.8%	18
Tanning Salon		4.1%	19
Tattoo Studio		5.1%	24
None of the above / Does not apply		32.7%	153













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		10.5%	49
Arts & Crafts Fair		37.2%	174
Casino		29.3%	137
Community Theatre		27.4%	128
Movie Theater		68.4%	320
Museum		29.9%	140
Live Theater		23.3%	109
Performing Arts Center		19.2%	90
Bingo Hall		13.9%	65
Social Club		7.5%	35
Stadium or Arena		16.5%	77
Rodeo		23.9%	112
Wine Tour		6.0%	28
Music Festival		17.7%	83
Wine Festival		10.3%	48
Food Festival		25.6%	120
Car Show		12.4%	58
Seasonal Festival		31.8%	149
Arts Organization		11.5%	54
Cultural Center		8.5%	40
Local Festival		29.9%	140
Historical Society		9.8%	46
None of the above / Does not apply		9.4%	44






















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		17.5%	82
Professional Sports Team		17.5%	82
Amusement Center / Park		29.1%	136
Family Play Center		10.7%	50
Family Entertainment Center		22.6%	106
Go Kart Track		7.7%	36
Horseback Riding		7.3%	34
Outdoor Park		34.8%	163
Ice Skating or Roller Rink		9.8%	46
Athletic Club		14.5%	68
Zoo		31.8%	149
None of the above / Does not apply		30.6%	143










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

Value		Percent	Responses
Boxing Gym		1.5%	7
CrossFit Gym		2.1%	10
Dance Studio		5.6%	26
Fitness Boot Camp		2.6%	12
Exercise Classes		22.9%	107
Gym, Fitness or Athletic Club		31.2%	146
Martial Arts Studio		1.9%	9
Personal Trainer		4.3%	20
Rock Climbing Gym		1.5%	7
Swimming Lessons		4.9%	23
Yoga Studio		10.7%	50
None of the above / Does not apply		51.5%	241
















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		3.0%	14
Bait & Tackle Shop		16.0%	75
Bicycle Shop		6.6%	31
Bicycle Repair Shop		8.3%	39
Bowling Alley		18.4%	86
Fishing Supply Store		16.0%	75
Golf Course		11.5%	54
Golf Driving Range		8.8%	41
Golf Pro Shop		4.9%	23
Gun Shooting Range		18.4%	86
Gun Store		19.7%	92
Miniature Golf Course		10.7%	50
Outdoor Gear Store		9.8%	46
New Sporting Goods Store		13.7%	64
Used Sporting Goods Store		6.2%	29
Sightseeing Tour Agency		3.6%	17
None of the above / Does not apply		37.8%	177
Bicycle Rental Service		1.1%	5
Dive Shop		1.9%	9
Helicopter Tour Agency		1.1%	5
Ski Shop		1.3%	6






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		6.8%	32
Bar, Lounge or Pub		36.3%	170
Comedy Club		11.3%	53
Dancing or Night Club		13.2%	62
Music or Concert Hall		27.4%	128
Billiard Hall		7.3%	34
Sports Bar		18.8%	88
Wine Bar		10.7%	50
None of the above / Does not apply		45.3%	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		3.2%	15
Card or Stationery Store		13.5%	63
Announcement Printing Service		4.3%	20
Catering Service		7.5%	35
Disc Jockey (DJ)		2.1%	10
Event Coordinator		3.4%	16
Hotel Meeting Room or Event Space		5.6%	26
Musician or Band		6.8%	32
Party Supply Store		16.2%	76
Photographer		8.5%	40
Event Space or Venue		4.5%	21
Videographer		2.1%	10
Wedding Venue or Banquet Hall		3.2%	15
Wedding Planner		1.9%	9
None of the above / Does not apply		63.5%	297

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		13.9%	65
University		10.5%	49
Community College		19.4%	91
Elementary School		8.3%	39
Middle or High School		9.8%	46

Value		Percent	Responses
Adult Education School		12.2%	57
Preschool		3.6%	17
Art School		4.3%	20
Culinary School		4.5%	21
Beauty School		3.8%	18
Dance Studio		4.7%	22
Driving School		4.3%	20
Musical Instruments and Lessons		4.9%	23
Vocational School		3.0%	14
Graduate school		4.9%	23
Lecture or Seminar Series		3.2%	15
None of the above / Does not apply		53.4%	250
Charter School		0.4%	2
Language School		1.7%	8
Tutoring Center		1.3%	6
Private Elementary School		1.5%	7
Private Middle School		0.4%	2
Private High School		1.5%	7
Private K-12 School		1.7%	8
Private Tutor		1.1%	5
Real Estate School		1.9%	9
Aviation / Flight School		1.7%	8
Parochial School		0.9%	4















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		26.7%	125
Credit Union		17.7%	83
Financial Advisor		10.7%	50
Check Cashing Service		2.1%	10
Money Transfer Service		1.5%	7
Stockbroker		2.6%	12
Tax Return Service		17.9%	84
Auto Broker		1.5%	7
Bail Bonds Service		0.6%	3
Bankruptcy Service		0.9%	4
Bookkeeping Service		2.6%	12
Business Development Service		0.6%	3
Car Leasing Service		1.9%	9
Credit Counseling Service		3.0%	14
None of the above / Does not apply		53.6%	251















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

Value		Percent	Responses
Payday Loan Company		1.1%	5
Debt Consolidation Company		4.9%	23
Credit Repair Service		6.2%	29
Title Loan Company		0.9%	4
None of the above / Does not apply		90.2%	422

























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

Value		Percent	Responses
Medical Marijuana Dispensary		3.6%	17
Chiropractor		12.0%	56
Dermatologist		14.7%	69
Dentist		40.8%	191
General Practitioner		22.6%	106
Family Practitioner		27.6%	129
Obstetrician & Gynecologist		11.1%	52
Optometrist		20.9%	98
Physical Therapist		5.1%	24
Psychiatrist		4.5%	21
Pediatrician		6.0%	28
Allergist		4.5%	21
Pain Management Physician		5.1%	24
None of the above / Does not apply		36.5%	171
























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		13.7%	64
Hearing Aid Center		3.0%	14
Hospital		7.3%	34
Medical Clinic		8.3%	39
Weight Loss Service		5.8%	27
Alcoholism Treatment Program		0.4%	2
Blood Donation Center		4.5%	21
Drug Addiction Treatment Center		1.1%	5
Mental Health Clinic		2.1%	10
Pain Control Clinic		3.2%	15
Walk-In Clinic		9.4%	44
Mental Health Service		3.0%	14
Drug Testing Service		1.1%	5
None of the above / Does not apply		66.9%	313

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		7.3%	34
Allergy or Asthma Specialist		9.2%	43
Mental Health Provider		6.4%	30
Denture or Implant Specialist		13.0%	61
Cosmetic Dentist		4.5%	21
Oral Surgeon		3.6%	17
Orthodontist		4.7%	22
Cardiologist		24.6%	115
Ear, Nose & Throat Doctor		14.5%	68
Gastroenterologist		15.4%	72
Home Health Care Provider		3.0%	14
Internal Medicine Doctor		20.3%	95
Massage Therapist		21.4%	100
Naturopathic Practitioner		4.7%	22
Nutritionist or Dietician		3.2%	15
Oncologist		5.3%	25
Ophthalmologist		17.7%	83
Orthopedist		3.0%	14
Podiatrist		8.5%	40
Urologist		9.6%	45
Surgical Specialist		3.0%	14
None of the above / Does not apply		24.8%	116
Cardiovascular Surgeon		1.5%	7
Cosmetic or Plastic Surgeon		2.8%	13

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		6.0%	28
Medical Marijuana Authorization		3.6%	17
Veterans Hospital		4.5%	21
Laboratory or Medical Testing Facility		16.0%	75
Medical Imaging Service		12.6%	59
Laser Eye Surgery Clinic		3.8%	18
Pain Clinic		7.1%	33
Sleep Disorder Clinic		6.4%	30
Urgent Care Clinic		10.5%	49
Medical Walk-In Clinic		8.8%	41
Mental Health Service		4.9%	23
None of the above / Does not apply		50.2%	235
Alzheimer's or Memory Care Facility		0.9%	4
Hospice Care Provider		0.9%	4
Medical Spa		1.9%	9
Medical Supply Store		2.6%	12
Memory Care Facility		0.6%	3
Isolation Tank		0.2%	1
Rehabilitation Clinic		2.1%	10
Sports Medicine Clinic		0.9%	4
Medical Transport Service		0.6%	3
Vascular Surgeon or Vein Center		2.6%	12
Physical Health Center		2.8%	13










Value	Percent	Responses
Drug Testing Service	1.1%	5

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	46.4%	217
Regional Airport	15.4%	72
Bed & Breakfast	13.2%	62
Campground	15.6%	73
Cruise Line	15.8%	74
Hotel or Motel (Local)	11.8%	55
Hotel or Motel (Out-of-Town)	60.7%	284
Luggage-Travel Store	1.1%	5
RV Rental Company	2.1%	10
Ski Resort	0.6%	3
Tour Company	2.8%	13
Shuttle Service	12.4%	58
Limo Service	1.3%	6
Taxi Service	6.0%	28
Travel Agent	7.9%	37
None of the above / Does not apply	23.9%	112

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		4.3%	20
Bottled Water Delivery Service		3.4%	16
Courier or Delivery Service		4.7%	22
Dry Cleaning or Laundry Service		33.5%	157
Electronics Repair Shop		4.3%	20
Jewelry Repair Shop		17.7%	83
Mail Store		18.8%	88
Printing Service		8.5%	40
Propane Dealer		10.7%	50
Junkyard		4.9%	23
Recycling Center		16.0%	75
Self-Storage Facility		11.3%	53
Sewing and Alterations Shop		7.3%	34
Small Engine Repair Shop		4.1%	19
Shipping Center		13.0%	61
Shoe Repair Shop		7.5%	35
Watch or Clock Repair Shop		9.6%	45
Mobile or Cell Phone Repair Shop		10.0%	47
Animal Control Service		4.9%	23
Copy Shop		7.5%	35
Airport Parking Lot		20.3%	95
Car Rental Agency		14.1%	66
None of the above / Does not apply		21.8%	102
Information Technology (IT) Service		2.6%	12
Moving Truck Rental Company		2.6%	12

Value		Percent	Responses
Propane Home Heating Service		1.1%	5
Funeral Service Provider		2.6%	12
Cremation Service Provider		2.4%	11
Adoption Agency		0.6%	3
Marketing Agency		0.9%	4
Marketing Consultant		1.1%	5
Marriage Counselor		1.1%	5
Mediation Service		1.1%	5
Tool Rental Service		2.6%	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		10.7%	50
Charity or Philanthropic Organization		6.0%	28
Church		57.7%	270
City or Municipal Service		15.0%	70
Community Organization		7.5%	35
Community Service or Non-Profit Organization		9.4%	44
City Center		6.6%	31
City or Town Hall		13.2%	62
Civic Center		15.0%	70
Community Center		14.1%	66
Convention Center		4.7%	22
County Government Office		9.6%	45

Value		Percent	Responses
Department of Motor Vehicles		36.5%	171
Department of Social Services		3.4%	16
Employment Center		5.8%	27
Gun Club		7.5%	35
Veterans Center		6.4%	30
Veterans Organization		4.7%	22
None of the above / Does not apply		17.5%	82
Government or Political Service		1.7%	8
Adult Foster Care Service		0.2%	1
Equipment Rental Agency		1.5%	7
Foster Care Service		0.9%	4
Government Economic Program		1.5%	7
Unemployment Office		2.6%	12
Youth Organization		1.5%	7
Farm Bureau		2.8%	13

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		6.6%	31
Paving Contractor		0.9%	4
General Contractor		9.6%	45
Electrician		11.5%	54
Handyman		19.4%	91
Heating & Air Conditioning Service		16.0%	75
Home Maintenance Service		5.1%	24
Landscaping Service		13.9%	65
Painting Contractor		9.2%	43
Plumber or Plumbing Contractor		12.2%	57
Home Security Company		3.4%	16
Countertop Contractor		4.3%	20
Demolition Contractor		0.4%	2
Garbage Collection Service		11.3%	53
Deck Builder		1.9%	9
None of the above / Does not apply		49.4%	231

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		16.7%	78
Chimney Cleaning Service		5.3%	25
Fuel or Oil Home Heating Service		0.9%	4
Furnace Cleaning Service		1.5%	7
Home Gardening Service		2.1%	10
Landscaper		6.8%	32
House Cleaning Service		9.6%	45
Pest Control Service or Exterminator		10.5%	49
Pool Cleaning Service		2.8%	13
Television or Internet Service Provider		17.5%	82
House Cleaning Service		3.4%	16
Lawn Care Service		10.0%	47
None of the above / Does not apply		51.5%	241

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











Value		Percent	Responses
Appliance Repair Service		9.2%	43
Carpenter or Woodworker		8.3%	39
Carpet Installation Contractor		5.8%	27
Concrete Contractor		3.4%	16
Drywall Installation or Repair Contractor		6.0%	28
Fencing Contractor		7.7%	36
Flooring Installation Service		11.3%	53

Value		Percent	Responses
Garage Door Contractor		5.1%	24
Gutter Installation or Repair Contractor		5.3%	25
Junk Removal or Hauling Service		5.1%	24
Kitchen or Bath Remodeling Company		8.8%	41
Mover or Moving Company		3.8%	18
Roofing Contractor		5.6%	26
Remodeling Contractor		6.6%	31
Septic Tank Contractor		5.3%	25
Tile Contractor		3.4%	16
Window Installer		5.1%	24
Solar Energy Contractor		3.0%	14
None of the above / Does not apply		50.4%	236
Alternative Energy Service		2.8%	13
New Home Builder		1.7%	8
Furnace Contractor		0.9%	4
Fire & Water Damage Restoration Service		0.6%	3
Foundation Contractor		1.7%	8
Garage Builder		1.5%	7
Insulation Installer		1.9%	9
Landscape Architect		1.7%	8
Siding Installation or Repair Contractor		1.3%	6
Stone or Marble Company		2.1%	10
Waterproofing Contractor		0.4%	2
Water Well Drilling Contractor		0.9%	4
Asphalt Contractor		1.1%	5





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

Value		Percent	Responses
Awning & Tent Company		2.1%	10
Bathtub Refinishing Service		6.2%	29
Cabinet Refacing Service		3.4%	16
Furniture Upholstery Service		3.6%	17
Home Theater Installation Service		0.6%	3
Interior Designer		2.8%	13
Key or Locksmith Service		5.6%	26
Home Pressure Washing Service		4.9%	23
Shades & Blinds Installation Service		5.8%	27
Arborist		2.1%	10
Water Treatment Supply & Service		2.8%	13
Wallcoverings Store		1.3%	6
Window & Door Installation Service		5.6%	26
None of the above / Does not apply		69.9%	327

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		1.5%	7
Retirement Home		0.4%	2
Nursing Home		1.3%	6
55+ Housing Community		5.8%	27
Senior Center		7.1%	33
Adult Day Care		0.9%	4
Geriatric Physician		1.3%	6
Respite Relief Provider		1.1%	5
None of the above / Does not apply		84.0%	393

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		6.6%	31
Summer Camp		6.8%	32
Sports Camp		4.5%	21
None of the above / Does not apply		86.5%	405

49. Which of the following CHILD related BUSINESSES do you or members of your household plan to shop at or purchase from, in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Children's Clothing Store		25.6%	120
Children's Shoe Store		14.7%	69
Children's Furniture Store		3.2%	15
None of the above / Does not apply		73.7%	345

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		4.3%	20
Animal Daycare		4.9%	23
Emergency Animal Hospital		3.6%	17
Pet Boarding		11.3%	53
Pet Breeder		1.1%	5
Pet Groomer		21.4%	100
Pet Sitter		7.9%	37
Pet Trainer		3.4%	16
Pet Walker		1.3%	6
Veterinarian		45.9%	215
None of the above / Does not apply		43.8%	205

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

Value		Percent	Responses
Bird Seed Store		7.7%	36
Bird Specialty Store		0.6%	3
Bird Shop		1.1%	5
Pet Boutique		2.8%	13
Fish or Aquarium Store		2.4%	11
Pet Store		46.4%	217
None of the above / Does not apply		50.0%	234

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		2.6%	12
Property Manager		2.1%	10
Realtor		12.0%	56
Real Estate Brokerage Firm		1.9%	9
Title & Escrow Company		4.9%	23
Estate Appraiser		3.4%	16
Estate Liquidator		1.3%	6
None of the above / Does not apply		82.3%	385

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		5.1%	24
Developer		1.1%	5
Home Inspector		4.7%	22
Home Staging Company		0.6%	3
Manufactured or Modular Home Builder		1.9%	9
New Home Builder		3.4%	16
Mortgage Banker		3.4%	16
Real Estate Appraiser		6.6%	31
None of the above / Does not apply		83.8%	392


























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		73.7%	345
Family Style Restaurant		49.1%	230
Buffet Restaurant		34.4%	161
Fine Dining Restaurant		28.4%	133
Restaurant with Lounge or Bar		25.6%	120
Pizza Restaurant		56.6%	265
Ethnic Restaurant		23.7%	111
Chinese Restaurant		44.9%	210
Mexican Restaurant		75.4%	353
Italian Restaurant		31.2%	146
Japanese or Sushi Restaurant		14.1%	66
Thai Restaurant		12.8%	60
Indian Restaurant		5.1%	24
None of the above / Does not apply		2.4%	11

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











Value		Percent	Responses
Adult Video or Adult Store		3.0%	14
Art Supply Store		12.2%	57
Art Gallery		9.4%	44
Craft Supply Store		26.3%	123
Home and Office Battery Store		3.4%	16
Bookstore		37.0%	173

Value		Percent	Responses
New Age Book Store		3.2%	15
Candle Shop		11.8%	55
Cigar Store		4.5%	21
Coin Shop		3.8%	18
Comic Book Shop		5.1%	24
Computer Store		13.9%	65
Department Store		67.7%	317
Discount Store		63.2%	296
Drugstore or Pharmacy		68.6%	321
Electronics Store		20.3%	95
Fabric Store		15.4%	72
Florist		9.2%	43
Gift Shop		23.9%	112
Herb Shop or Herbalist		6.4%	30
Hobby Shop		29.5%	138
Mobile Phone Store		18.4%	86
Military Surplus Store		5.3%	25
Music and Video Store		7.9%	37
Music Instrument Store		5.6%	26
Music Store		7.1%	33
Office Equipment & Supply Store		19.7%	92
Outlet Store		30.1%	141
Pawn Shop		12.0%	56
Flea Market		22.0%	103
Religious Supply or Gift Shop		8.8%	41

Value		Percent	Responses
Scrap Metal Dealer		4.3%	20
Shopping Center		42.3%	198
Consignment Shop		21.2%	99
Tobacco Store		5.6%	26
Vape or Smoke Shop		6.0%	28
Toy Store		11.1%	52
Vitamin or Supplement Store		19.7%	92
Wholesale, Warehouse or Club Store		27.1%	127
Thrift Store		42.7%	200
Yard Equipment Store		7.9%	37
Costume Store		3.8%	18
Camera Store		3.6%	17
Bead Store		5.6%	26
Marijuana Dispensary		5.6%	26
Gun Shop		13.5%	63
Christian Book Store		16.0%	75
Christmas Store		14.7%	69
Yarn Store		3.2%	15
None of the above / Does not apply		4.9%	23
Blown Glass Gallery		1.5%	7
Equipment Rental Store		2.8%	13
Knife Store		2.8%	13
Monument or Memorial Company		1.5%	7
Sewing Studio		2.1%	10
Sign Store		1.1%	5

Value		Percent	Responses
Trophy or Award Store		2.4%	11
Record Store		2.8%	13
Wedding Supply Store		1.7%	8
Flag Store		2.1%	10
Survival Store		2.6%	12
Stamp Shop		2.1%	10
Photo Restoration Service		2.4%	11
Security Service		1.5%	7
Gold Dealer		1.9%	9
Coworking Space		0.4%	2

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

Value		Percent	Responses
Antique Store		22.2%	104
Major Appliance Store		9.0%	42
Small Appliance Store		5.1%	24
TV & Appliance Store		9.0%	42
Baby Supply & Furniture Store		6.0%	28
Bath & Accessory Store		27.6%	129
Building Supply Store or Lumber Yard		30.3%	142
Cabinet Store		4.7%	22
Carpet Store		6.2%	29
Fireplace, Wood Stove or Barbeque Store		4.5%	21

Value		Percent	Responses
Flooring Store		13.2%	62
Frame Shop		4.7%	22
Furniture Store		20.3%	95
Furniture Restoration Shop		3.8%	18
Hardware Store		37.6%	176
Home & Garden Center		45.1%	211
Home Decor Store		18.6%	87
Lighting Store		4.1%	19
Mattress or Bedding Store		15.8%	74
Plant Nursery & Garden Supply Store		24.6%	115
Outdoor Furniture Store		5.1%	24
Paint Store		14.7%	69
Rug Store		3.6%	17
Tool Store		7.7%	36
Vacuum Store		4.1%	19
TV Store		4.7%	22
Used Building Supply Store		3.8%	18
None of the above / Does not apply		15.2%	71
Clock Shop		2.6%	12
Hot Tub or Spa Dealer		1.1%	5
Rent-to-Own Store		1.9%	9
Solar Energy Equipment Dealer		2.6%	12
Pool & Spa Dealer		2.1%	10
Tool Rental Center		2.1%	10
Window Store		1.9%	9

Value		Percent	Responses
Futon Store		1.1%	5

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

Value		Percent	Responses
Activewear Store		26.1%	122
Beauty Supply Store		31.6%	148
Clothing Accessory Store		33.5%	157
Menswear Store		19.9%	93
Women's Clothing Store		57.7%	270
Eyewear & Opticians Store		35.3%	165
Jewelry Store		16.7%	78
Leather Goods Store		5.3%	25
Lingerie Store		9.6%	45
Logo Apparel Store		3.8%	18
Outdoor Clothing Store		16.7%	78
Perfume Store		10.0%	47
Shoe Store		51.9%	243
Sportswear Store		18.8%	88
Swimwear Store		7.1%	33
Watch Store		3.8%	18
Western Wear Store		14.5%	68
None of the above / Does not apply		10.9%	51
Bridal Shop		2.6%	12
Fur Store		0.4%	2
Maternity Store		1.3%	6




















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

Value		Percent	Responses
Accountant or CPA		10.3%	48
Insurance Agency		13.0%	61
Legal Firm or Attorney		4.7%	22
Tax Advisor		10.5%	49
None of the above / Does not apply		73.1%	342












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		1.1%	5
Architect or Architecture Firm		0.6%	3
Commercial Builder		2.1%	10
Employment or Staffing Agency		5.6%	26
Graphic Designer		2.8%	13
Telecommunications Provider		5.1%	24
Life Coach		2.6%	12
Private Investigator		1.5%	7
None of the above / Does not apply		84.8%	397

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		3.0%	14
Purchase Boat Parts		3.2%	15
None of the above / Does not apply		88.7%	415
Purchase New All-Terrain Vehicle (ATV)		0.6%	3
Purchase New Boat		1.5%	7
Purchase New Personal Watercraft		0.2%	1
Purchase New Motorcycle		0.6%	3
Purchase New Motorcycle Trike		0.4%	2
Purchase New Snowmobile		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		0.4%	2
Purchase Used Boat		1.5%	7
Purchase Used Motorcycle		1.3%	6
Purchase Used Motorcycle Trike		0.6%	3
Have Motorcycle Repaired		2.6%	12
Purchase Motorcycle Parts		2.6%	12
Purchase Marine Electronics		0.9%	4
Purchase New Golf Cart		0.9%	4
Purchase Used Golf Cart		1.9%	9
Purchase Motorcycle Apparel		2.8%	13

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

Value		Percent	Responses
Purchase New Class A RV		0.2%	1
Purchase New Class B RV		0.4%	2
Purchase New Class C RV		1.1%	5
Purchase New Travel Trailer or 5th Wheel		2.1%	10
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.6%	3
Purchase Used Class B RV		1.1%	5
Purchase Used Class C RV		1.3%	6
Purchase Used Travel Trailer or 5th wheel		3.2%	15
Purchase Used Camper Shell		0.6%	3
None of the above / Does not apply		92.9%	435

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		9.0%	42
New Luxury Vehicle - Under \$50,000		3.0%	14
New Luxury Vehicle - \$50,000 - \$75,000		0.4%	2
New Luxury Vehicle - Over \$75,000		0.4%	2
New Van		0.6%	3
New Minivan		0.2%	1
New SUV		5.3%	25
New Truck		7.7%	36
New Hybrid or Electric Vehicle		0.2%	1
Used Car		15.2%	71
Used Luxury Vehicle - Under \$30,000		2.1%	10
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	3
Used Van		1.3%	6
Used Minivan		0.9%	4
Used SUV		4.9%	23
Used Truck		8.1%	38
Used Hybrid or Electric Vehicle		1.1%	5
None of the above / Does not apply		63.7%	298





















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

Value		Percent	Responses
Compact car		6.2%	29
Full-size car		6.6%	31
Luxury vehicle (any size)		1.3%	6
Midsized car		3.8%	18
Pickup truck		13.5%	63
Sport utility vehicle (SUV)		16.2%	76
Van or mini-van		2.4%	11
None of the above		50.0%	234



Total: 468

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
















Value		Percent	Responses
Buick		3.2%	15
Chevrolet		18.4%	86
Dodge		9.0%	42
Ford		16.5%	77
GMC		10.0%	47
Honda		10.5%	49
Hyundai		4.3%	20
Jeep		5.3%	25
Kia		3.2%	15
Nissan		7.9%	37
Subaru		4.3%	20
Toyota		15.0%	70




















Value		Percent	Responses
None of the above / Does not apply		48.3%	226
Aston Martin		0.6%	3
Acura		1.5%	7
Audi		0.9%	4
BMW		1.5%	7
Cadillac		2.4%	11
Chrysler		2.6%	12
Ferrari		0.2%	1
Infiniti		2.1%	10
Jaguar		0.6%	3
Land Rover		1.5%	7
Lamborghini		0.2%	1
Lexus		2.6%	12
Lincoln		1.9%	9
Mazda		1.7%	8
Mercedes-Benz		1.5%	7
Mini		0.2%	1
Mitsubishi		1.1%	5
Porsche		0.2%	1
Saab		0.2%	1
Scion		0.2%	1
Suzuki		0.6%	3
Tesla		0.4%	2
Volkswagen		2.4%	11
Volvo		1.3%	6

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



Value	Percent	Responses
Yes 	24.4%	114
No 	75.6%	354
Total: 468		


























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
Home Theater System 	4.1%	19
GPS Device (Handheld or In-Vehicle) 	4.5%	21
Office Equipment 	12.6%	59
Printer 	14.3%	67
Ink or Printer Cartridges 	42.7%	200
Satellite Radio 	3.0%	14
Wi-Fi for Home 	10.9%	51
Headphones 	21.6%	101
Portable Speakers 	5.1%	24
Customizable Smartphone accessories 	4.7%	22
Wireless Speakers 	6.8%	32
Smartphone Charger 	12.4%	58
Smartwatch 	4.5%	21
Phone or Tablet Controlled Home Tech Products 	5.6%	26
Noise Canceling Headphones 	5.3%	25

Value		Percent	Responses
Surge Protector		9.2%	43
Assistive Technology for Hearing		3.4%	16
Apple Watch		9.8%	46
Activity Tracker or Pedometer		9.2%	43
Batteries for Electronics		35.9%	168
None of the above / Does not apply		28.8%	135
Satellite TV System		2.4%	11
Stereo System (Home)		2.8%	13
Phone Calling Card		2.4%	11
Compact/Mini Projector		0.9%	4
Wearable Electronics		2.6%	12
Healthcare Device		2.8%	13
Aerial Drone		2.8%	13
Aerial Drone Accessories		2.4%	11
Wireless Hotspot		2.6%	12
Assistive Technology for Vision		2.1%	10
Virtual Reality Headset		1.1%	5
Smartwatch Accessories		1.7%	8
Smart Sports Equipment		0.2%	1

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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		3.0%	14
Camera (Digital) SLR		3.2%	15

Value		Percent	Responses
Camera Accessories or Supplies		3.2%	15
Camera Memory Card		6.0%	28
Computer Accessories		9.8%	46
Computer Software		5.1%	24
E-Reader (Kindle or Similar)		3.6%	17
Tablet (iPad or Similar)		7.7%	36
Personal Computer		6.6%	31
Laptop Computer		14.1%	66
4K Ultra HD TV		7.7%	36
Smart TV		12.6%	59
PC Laptop		5.6%	26
MacBook		4.7%	22
Chromebook		3.6%	17
Computer or Tablet Support		3.4%	16
None of the above / Does not apply		48.1%	225
Mirrorless Camera		0.6%	3
Camera (Film)		2.1%	10
Camera Lens		2.1%	10
Portable DVD Player		1.9%	9
TiVo or DVR		1.5%	7
Computer Bag		2.8%	13
Digital Recording Binoculars or Optics		1.1%	5
TV (3D)		2.6%	12
Curved TV		2.8%	13
OLED TV		0.2%	1

Value		Percent	Responses
Digital TV Tuner or Converter		0.2%	1
Audio Visual Cables and Connectors		2.8%	13
Refurbished Laptop		1.1%	5

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		25.6%	120
Conventional Cell Phone		7.1%	33
Prepaid Cell Phone		3.6%	17
Unlocked Cell Phone		3.4%	16
Large-Screen Smartphone		5.6%	26
None of the above / Does not apply		65.0%	304

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






















Value		Percent	Responses
Anniversary Jewelry		5.8%	27
Necklaces		10.9%	51
Rings (Other)		10.9%	51
Earrings		24.8%	116
Pendants		4.3%	20
Diamond Jewelry		5.1%	24
Silver Jewelry		10.9%	51
Gemstone Jewelry		4.9%	23

Value		Percent	Responses
Men's Jewelry		3.6%	17
Children's Jewelry		4.7%	22
Costume Jewelry		12.8%	60
Custom Designed Jewelry		3.8%	18
Jewelry Box or Organizer		3.2%	15
Women's Jewelry		14.3%	67
None of the above / Does not apply		55.3%	259
Engagement Rings		1.1%	5
Wedding Rings		1.7%	8
Graduation Rings		2.6%	12
Celtic Jewelry		1.7%	8
Pearl Jewelry		2.4%	11
Designer Jewelry		1.9%	9
Crystal Figurines		1.3%	6
Men's High-End Watch		2.4%	11
Women's High-End Watch		0.6%	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		23.9%	112
Crop Insurance		0.2%	1
Dental Insurance		11.5%	54
Disability Insurance		4.1%	19
Homeowner Insurance		15.6%	73
Life Insurance		12.2%	57
Medical (Health) Insurance		9.6%	45
Medicare		6.2%	29
Long Term Care Insurance		2.4%	11
Pet Insurance		2.6%	12
Renters Insurance		5.3%	25
Agriculture Insurance		0.4%	2
Professional Liability Insurance		1.5%	7
None of the above / Does not apply		60.3%	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
Acupuncture		3.8%	18
Chiropractor		7.3%	34
Counseling & Mental Health Specialist		3.4%	16
Family Practice Doctor		15.0%	70
Hospital		3.6%	17
Medical Clinic		4.7%	22
Optometrist		6.6%	31
Primary Care Provider		9.6%	45
Weight Loss Service		3.2%	15
Drugstore or Pharmacy		11.3%	53
None of the above / Does not apply		63.5%	297
Audiologist		2.4%	11
Geriatric Specialist		1.3%	6
Home Healthcare		1.1%	5
Pediatric Dentist		0.6%	3
Pediatrician		1.5%	7
Wellness Business		0.9%	4
Substance Abuse Treatment Provider		0.6%	3
Alternative Care Provider		1.1%	5
Physical Therapy or Rehabilitation service provider		2.6%	12
Hearing Aid Center		2.6%	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		3.8%	18
Bankruptcy Attorney		1.3%	6
Banking, Partnership & Business Law Attorney		2.8%	13
Child Support Attorney		1.5%	7
Criminal Law Attorney		1.3%	6
Disability & Social Security Attorney		1.9%	9
Divorce & Family Law Attorney		1.7%	8
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.9%	4
General Practice Attorney		1.7%	8
Intellectual Property Attorney		0.6%	3
Malpractice Attorney		0.6%	3
Patent, Trademark & Copyright Attorney		0.6%	3
Probate Attorney		1.9%	9
Real Estate Attorney		2.1%	10
Taxation Attorney		0.9%	4
Wills, Trusts & Estates Attorney		12.0%	56
None of the above / Does not apply		77.1%	361






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		4.7%	22
Breast Augmentation		1.3%	6
Breast Implants		1.3%	6
Dermabrasion		2.4%	11
Ear Surgery		0.6%	3
Eyelid Surgery		1.5%	7
Fat Reduction		2.8%	13
Facelift		0.6%	3
Hair Transplant		0.4%	2
Hair Loss Treatment		2.1%	10
Lap Band		0.2%	1
Lip Augmentation		0.4%	2
Liposuction		0.9%	4
Lasik		2.1%	10
Skin Treatment		6.6%	31
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		81.6%	382

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

Value		Percent	Responses
Dental Checkup		55.3%	259
Teeth Cleaning		52.8%	247
Cavity Filling		20.3%	95
Crown		13.0%	61
Oral Surgery		3.6%	17
Braces		5.6%	26
Composite Bonding		0.9%	4
Dental Implants		10.0%	47
Dental Veneers		1.9%	9
Dentures		7.3%	34
Full Mouth Reconstruction		1.5%	7
Inlays or Onlays		0.4%	2
Smile Makeover		1.7%	8
Teeth Whitening		12.2%	57
None of the above / Does not apply		17.9%	84

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		45.1%	211
Purchase Health Related Products		10.9%	51
Stop Smoking		3.2%	15
Purchase Health and Wellness Supplements		19.7%	92
Receive Treatment for Back Pain		8.5%	40

Value		Percent	Responses
Have an Eye/Vision Exam		56.2%	263
Purchase Prescription Eyeglasses		29.5%	138
Purchase Prescription Contact Lenses		10.7%	50
Have an Annual Physical or Checkup		43.2%	202
Have X-Rays Taken		13.7%	64
Have a Scheduled Surgery		5.8%	27
Have Blood Drawn for Testing		44.0%	206
Plan to Visit a Hospital for any Medical Service or Procedure		9.6%	45
Have Foot Problems Diagnosed or Treated		7.5%	35
Senior Travel		4.9%	23
Receive Treatment for a Sleep Disorder		5.3%	25
Purchase Allergy Medications		15.8%	74
Use Personal Trainer or Instructor		3.0%	14
Cardiovascular Treatment		5.6%	26
Cancer Treatment		4.7%	22
Chiropractic Care		12.8%	60
Do Corrective Exercises		6.0%	28
Purchase Blood Pressure Monitoring Device		4.9%	23
Purchase Diabetes Testing Supplies		10.0%	47
Get Vaccinations at Drug Store or Pharmacy		22.2%	104
Purchase Weight Loss Supplements		3.6%	17
Have Cataract Surgery		4.5%	21
Discretionary Health Care and Wellness Services and Products		4.5%	21
Purchase Marijuana		4.9%	23
Purchase Vitamins		41.7%	195









Value		Percent	Responses
Have Acupuncture		4.3%	20
Purchase Hemp Based Supplements		5.1%	24
Purchase Anti Anxiety Medication or Supplements		8.1%	38
None of the above / Does not apply		16.2%	76
Purchase Elder Care-Related Products or Services		1.1%	5
Purchase Medical Supplies or Equipment for Home		1.9%	9
Use Physical Rehabilitation Services		1.9%	9
Find Home for Aging Parent		1.5%	7
Participate in a Medical Study		2.6%	12
Purchase a Mobility Device		0.9%	4
Receive Treatment for Vehicle or Workplace Injury		0.4%	2
Handicap Accessible Products		2.4%	11
Purchase Orthopedic Shoes		1.3%	6
Purchase Home Medical Testing Equipment or Supplies		1.9%	9
Hire a Personal Care Assistant		0.6%	3
Hire a Caregiver or Respite Worker		1.5%	7
Purchase "Aging in Place" Products		0.9%	4
Purchase a Medical Alert Service		0.4%	2
Have Safety Bars Installed in Bathroom		2.6%	12
Stroke Treatment		0.4%	2
Orthopaedic or Knee Surgery		2.6%	12
Memory or Alzheimer's Care		0.9%	4
Nutritional Counseling		2.8%	13
Spinal and Postural Screening		2.1%	10
Physiotherapy		0.4%	2

Value		Percent	Responses
Receive Treatment for Substance Abuse		0.6%	3
Receive Aquatic Therapy		1.1%	5
Join a Weight Loss Group		2.8%	13
Purchase Weight Loss Food Plan		1.5%	7
Have Reflexology Treatment		1.5%	7
Hire a Weight Loss Professional		1.7%	8
Receive Treatment for PTSD		1.3%	6









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		2.4%	11
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.6%	3
Purchase a Digital Hearing Aid		1.3%	6
Purchase a "Behind-the-Ear" Hearing Aid		1.7%	8
Purchase Hearing Aid Cleaning Supplies		0.9%	4
Purchase Hearing Aid Batteries		3.8%	18
Purchase a "In-the-Canal" Hearing Aid		2.4%	11
Purchase a Analog Hearing Aid		0.6%	3
Have a Hearing Exam		15.4%	72
None of the above / Does not apply		81.2%	380












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		3.2%	15
Pre-purchase a Funeral Plot or Cremation Service		6.2%	29
Purchase a Monument or Headstone		3.2%	15
Use a Funeral Planner		3.6%	17
Purchase Flowers for a Funeral		3.6%	17
Use a Cremation Service		2.6%	12
Hire a Religious or Spiritual Leader for a Funeral Service		1.1%	5
None of the above / Does not apply		85.7%	401

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		1.1%	5
Move into a Assisted Living Facility		1.1%	5
Move into a Nursing Home		0.9%	4
Move into a Alzheimers Care Facility		0.4%	2
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		1.3%	6
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		96.8%	453










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

Value		Percent	Responses
Open Checking Account		2.1%	10
Open Savings Account		4.5%	21
Online Banking		41.7%	195
Manage Investments		13.9%	65
Manage Retirement Accounts		14.3%	67
Mortgage Line of Credit		3.2%	15
Financial Consulting		10.3%	48
Financial Services		9.6%	45
Safe Deposit Box Rental		8.3%	39
Obtain New Credit Card		5.3%	25
Use Vehicle Title Loan Company		0.6%	3
None of the above / Does not apply		40.8%	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		5.6%	26
Certificates of Deposit		5.3%	25
City or State Bonds		1.7%	8
Collectibles, Antiques or Art		3.2%	15
Common or Preferred Stock		6.2%	29
Corporate Bonds or Debentures		0.6%	3
401(k)		19.9%	93
Gold or Precious Metals		1.7%	8
IRA		11.8%	55
Money Market Funds		8.3%	39
Mutual Funds		9.2%	43
Non-US Stocks		0.4%	2
Options		0.9%	4
US Savings Bonds		2.4%	11
US Treasury Notes		0.9%	4
Coins or Stamps		4.3%	20
None of the above / Does not apply		61.8%	289

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















Value		Percent	Responses
Agriculture Loan		0.2%	1
Business Equipment Loan		0.6%	3
Carpeting or Furniture Loan		1.7%	8
College Expenses Loan		3.4%	16
College Tuition Loan		6.6%	31
Debt Consolidation Loan		3.6%	17
Medical Expenses Loan		1.5%	7
New Vehicle Loan		6.2%	29
Used Vehicle Loan		6.6%	31
Vacation or Travel Loan		1.3%	6
Wedding Loan		0.6%	3
None of the above / Does not apply		78.0%	365

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		31.0%	145
Body Jewelry		3.6%	17
Coats		16.2%	76
Lipstick		33.3%	156
Nail Polish		21.8%	102
Eyewear or Sunglasses		42.9%	201
Formal Wear		7.1%	33
Handbags		26.7%	125
Hats		11.5%	54



















Value		Percent	Responses
Intimate Apparel		22.9%	107
Jewelry or Accessories		23.7%	111
Watches		8.3%	39
Luggage or Bags		5.1%	24
Perfume		26.9%	126
Men's Apparel		41.7%	195
Men's Shoes		37.4%	175
Men's Underwear		36.8%	172
Women's Apparel		65.2%	305
Women's Pajamas or Sleepwear		27.6%	129
Women's Shoes		57.7%	270
Women's Underwear		49.6%	232
Swimwear		17.9%	84
Socks		46.4%	217
Scarves		8.3%	39
Ties		4.9%	23
Uniforms		3.6%	17
Western Clothing		10.5%	49
Outerwear		18.4%	86
None of the above / Does not apply		8.3%	39
Fur Coat		0.4%	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		11.3%	53
Children's Winter Coats		8.1%	38
Children's Swimwear		11.5%	54
Children's Pants		20.5%	96
Children's T-Shirts		19.7%	92
Children's Dresses		14.3%	67
Children's Pajamas or Sleepwear		20.9%	98
Children's Socks		19.2%	90
Children's Party Dresses		6.4%	30
Children's Shorts		17.5%	82
Infant Clothing		9.6%	45
Children's School Uniform		3.2%	15
Children's Athletic Clothing		11.5%	54
None of the above / Does not apply		66.9%	313

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)		37.6%	176
Boots (Men's)		14.3%	67
Cowboy Boots (Men's)		8.8%	41
Classic & Fashion Sneakers (Men's)		11.5%	54
Lace-Ups (Men's)		8.8%	41
Sandals (Men's)		7.3%	34
Slippers (Men's)		6.8%	32
















Value		Percent	Responses
Work & Safety (Men's)		8.8%	41
Lace-Up Sneakers (Women's)		19.7%	92
Pumps (Women's)		18.4%	86
Sling-Back Sandals (Women's)		16.9%	79
Classic & Fashion Sneakers (Women's)		21.2%	99
Slippers (Women's)		18.2%	85
Work & Safety (Women's)		4.3%	20
Cowboy Boots (Women's)		7.5%	35
Athletic & Outdoor Shoes (Women's)		46.2%	216
Loafers & Slip-Ons (Women's)		20.7%	97
Slippers (Children's)		4.5%	21
Athletic & Outdoor Shoes (Children's)		16.7%	78
Sandals (Children's)		7.9%	37
Slip-Ons (Children's)		5.3%	25
Dress Shoes (Children's)		5.1%	24
Cowboy Boots (Children's)		3.4%	16
None of the above / Does not apply		20.1%	94
Formal & Tuxedo Footwear (Men's)		0.9%	4

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.)





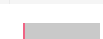
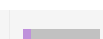
Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		14.7%	69
Have Clothing Dry Cleaned		35.0%	164
Have Shoes Repaired		9.6%	45
Rent or Purchase a Costume		2.4%	11
Wash Clothing at a Laundromat		6.8%	32
Purchase Custom Made Clothing Items		1.7%	8
None of the above / Does not apply		53.6%	251

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













Value		Percent	Responses
Archery Equipment		3.0%	14
Bicycle or Mountain Bike (Adult)		6.8%	32
Bicycle Tune-Up or Repair		6.8%	32
Camping or Hiking Equipment		10.0%	47
Exercise or Fitness Equipment		11.5%	54
Fishing Rods or Reels		10.0%	47
Fishing Bait or Attractant		13.9%	65
Fishing Accessories		17.1%	80
Golf Clubs or Equipment		4.5%	21
Hunting Gear		5.8%	27
Ammunition		21.2%	99
Running or Jogging Equipment		4.1%	19
Swimming Gear		4.5%	21
Weight Lifting Equipment		4.1%	19

Value		Percent	Responses
Used Sporting Equipment		3.2%	15
Rifle		4.9%	23
Hand Gun		12.2%	57
Shotgun		5.1%	24
None of the above / Does not apply		49.1%	230
Bowling Equipment		1.7%	8
High End Bicycle		1.5%	7
Bicycle Rental		0.9%	4
Scuba, Diving or Snorkeling Equipment		0.6%	3
Skiing Equipment		0.6%	3
Soccer Equipment		0.9%	4
Sports Equipment (Children)		2.8%	13
Sports Memorabilia		1.5%	7
Trampoline		1.1%	5
Trophies or Plaques		1.3%	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		28.2%	132
Bedding Flowers or Perennials		37.8%	177
Fertilizer		32.7%	153
Flower Pots		25.0%	117
Fountains		3.0%	14
Garden Ornaments		10.5%	49

Value		Percent	Responses
Gate		3.4%	16
Gravel or Rock		16.0%	75
Hand Garden Tools		14.5%	68
Landscaping		12.0%	56
Indoor Garden Supplies		3.6%	17
Insects (Bees or Other Beneficial Species)		3.0%	14
Decorative Rock		13.2%	62
Lawn Seed, Turf or Sod		6.0%	28
Outdoor Fireplace or Fire Pit		4.9%	23
Outdoor Furniture		7.7%	36
Outdoor Grill		9.2%	43
Patio Cover, Awning or Canopy		4.3%	20
Patio Furniture		6.4%	30
Propane		14.7%	69
Lawn Mower (Push)		5.3%	25
Lawn Mower (Riding)		3.8%	18
Shrubbery or Trees		9.2%	43
Stone (Cast, Crushed or Natural)		4.1%	19
Storage Shed		5.8%	27
Leaf Blower		3.6%	17
Insect or Fungus Control Products		16.7%	78
None of the above / Does not apply		28.2%	132
Chainsaw		2.6%	12
Gazebo		1.5%	7
Patio Heater		1.7%	8


























Value		Percent	Responses
Outdoor Infrared Heater or Fireplace		0.9%	4
Outdoor Smoker		1.9%	9
Outdoor Kitchen Equipment		0.4%	2
Outdoor Entertainment Center		0.6%	3
Pole Shed		0.2%	1
Portable Outdoor Heater		1.5%	7
Power Garden Tools		2.8%	13
Rototiller		1.3%	6
Screen Porch		1.9%	9
Outdoor Garden Flags		2.4%	11
Snow Blower		0.2%	1
Greenhouse		1.9%	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		12.4%	58
Animal Healthcare Products		13.0%	61
Fertilizers, Herbicides or Pesticides		7.9%	37
Mowers, Cutters or Clippers		4.1%	19
Planting and Seeding Equipment		3.4%	16
Plants, Plantings or Agricultural Seed		10.0%	47
Propane, Oils or Fuels		8.1%	38
Rocks, Gravel or Sand		9.2%	43











Value		Percent	Responses
Scoops or Shovels		3.0%	14
None of the above / Does not apply		66.7%	312
ATV Products and Attachments		2.4%	11
Barn or Pole Building		1.1%	5
Blowers		0.9%	4
Steel Farm Building		0.9%	4
Carts or Utility Carriers		1.9%	9
Cement Mixers or Rollers		0.2%	1
Chippers or Shredders		0.4%	2
Diggers, Drillers or Drivers		0.9%	4
Drainage or Irrigation Equipment		0.9%	4
Farm Tool Rental		0.4%	2
Farm Equipment Rental		0.2%	1
Farm Machinery or Tractor Attachments & Implements		1.1%	5
Farm Work Clothes		1.7%	8
Ground-Working Equipment		0.6%	3
Rakes or Hay Handling Equipment		1.3%	6
Sprayers or Spreaders		1.7%	8
Straw or Bedding Materials		1.7%	8
Sweepers or Industrial Vacuums		0.2%	1
Tree Cutters or Tree Maintenance Equipment		2.6%	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		16.5%	77
Bird Seed		14.1%	66
Cat Food		26.3%	123
Dog Food		43.8%	205
Fish Food		5.1%	24
Specialized Pet Food		5.1%	24
Other Pet Food		7.9%	37
Pet Accessories		17.7%	83
Pet Clothing		6.2%	29
Pet Toys		22.6%	106
Fish Supplies		3.2%	15
Annual Pet Vaccinations		39.3%	184
Annual Pet Checkups		32.5%	152
Preventative Care		8.1%	38
Adopt or Rescue a Pet		7.5%	35
Purchase Pet Medication		10.7%	50
Purchase Dog Bed		8.3%	39
Board a Pet Overnight		5.8%	27
Pet Dental Care		5.1%	24
Animal Training Classes		3.0%	14
None of the above / Does not apply		32.7%	153
Pet Enclosure		0.9%	4
Aquarium or Tank		2.8%	13
Bird House		2.1%	10
Disease Diagnosis		1.3%	6

Value		Percent	Responses
Pet Travel Cage		2.4%	11
Pet Travel Accessories		1.3%	6
Cremation or Burial Services		0.9%	4
Purchase a Pet		2.1%	10
Holistic or Alternative Pet Care		0.6%	3
Pet Tracking Device		2.1%	10
Bird Health Care		1.9%	9
Hemp Based Pet Supplements		0.6%	3
THC Based Pet Supplements		0.9%	4
Holistic or Alternative Pet Supplements		1.3%	6
Anti Anxiety or Stress Pet Medication for Holidays		1.1%	5

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		6.2%	29
Add a Fence or Wall Structure		10.3%	48
Remodel Kitchen		6.6%	31
Cabinet Refacing or Resurfacing		3.4%	16
Remodel Bathroom		11.1%	52
Refinish Bathtub		4.1%	19
Replace Garage Door		3.2%	15
Build a Storage Shed		4.7%	22
General Remodeling		9.4%	44
Have Furniture Restored		4.9%	23

Value		Percent	Responses
Resurface or Build New Driveway		3.4%	16
Replace Carpet		8.3%	39
Replace Flooring		13.2%	62
Replace Windows		4.9%	23
None of the above / Does not apply		53.2%	249
Add a Room		1.9%	9
Add a Home Office		1.7%	8
Install a Glass Shower		2.6%	12
Remodel or Finish Basement Living Area		0.2%	1
Build a Garage		2.6%	12
Build Out-Building		0.4%	2
Add a Swimming Pool		1.3%	6
Switch from Gas to Electric		0.6%	3
Switch from Electric to Gas		0.4%	2
Install "Aging In Place" Products		0.9%	4
Install a Solar Energy System		2.1%	10
Install Security or Monitoring System		2.8%	13
Stone or Marble Work (Bathroom or Kitchen)		1.5%	7
Sealcoating		1.5%	7
Asphalt Repair		1.5%	7
Asphalt Resurfacing		1.3%	6
Residential Paving		1.1%	5
Build a "Tiny House"		1.1%	5
Install Handicap Accessible Addition		0.6%	3

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		9.8%	46
Decking		6.0%	28
Doors (Exterior)		8.3%	39
Doors (Interior)		6.2%	29
Electrical Supplies		4.5%	21
Fencing		9.8%	46
Generator		3.2%	15
Hand Tools		9.2%	43
Hardwood Products		3.6%	17
Home Security Doorbell Camera		5.8%	27
Insulation		3.6%	17
Kitchen Cabinets		6.6%	31
Lighting and Fixtures		7.9%	37
Lock Sets		3.6%	17
Lumber		9.0%	42
Molding		4.9%	23
Paint (Exterior)		12.2%	57
Paint (Interior)		18.6%	87
Plywood		5.8%	27
Plumbing Supplies		7.5%	35
Power Tools		4.9%	23
Rain Gutters		6.0%	28
Security Door		4.1%	19

Value		Percent	Responses
Security Locks		3.2%	15
Screen Door		6.4%	30
None of the above / Does not apply		47.6%	223
Circular Saw		1.7%	8
Furnace		0.9%	4
Mill Work		0.9%	4
Roofing (Composition)		2.1%	10
Roofing (Other)		2.8%	13
Security Window Film		0.9%	4
Siding		1.9%	9
Solar Screen		1.7%	8
Waterproofing		1.9%	9
Water Softener System or Supplies		2.6%	12
Wet or Dry Vacuum		1.7%	8
Wood Stove or Fireplace		1.9%	9
Window Guards		0.4%	2
Windows (Double-Hung)		1.7%	8
Windows (Casement)		0.6%	3
Windows (Picture)		0.6%	3
Windows (Slider)		0.6%	3
Windows (Bay or Bow)		1.1%	5




















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		12.2%	57
Air Duct Cleaning		9.0%	42
Appliance Repair		8.8%	41
Blinds Cleaning		4.7%	22
Carpet Cleaning		15.0%	70
Chimney Cleaning		6.4%	30
Drywall Installation or Repair		5.1%	24
Electrical Repair		5.6%	26
Flooring - Ceramic Tile (Installation or Repair)		5.6%	26
Flooring - Laminate (Installation or Repair)		6.8%	32
Flooring - Wood (Installation or Repair)		4.9%	23
Flooring - Other (Installation or Repair)		6.2%	29
Furnace Cleaning		3.0%	14
Gardening Services		4.9%	23
Gutter Installation or Repair		3.4%	16
Handyman Services		13.5%	63
Home Repair		6.0%	28
Home Remodel		5.6%	26
None of the above / Does not apply		46.8%	219
Alternative Energy Systems Installation		1.3%	6
Alternative Energy Systems (Service or Repair)		1.1%	5
Carpenter or Woodworking		2.4%	11
Concrete Repair		1.9%	9
Electrical Panel Replacement		0.9%	4
Excavation & Wrecking		0.9%	4

Value		Percent	Responses
Fire & Water Damage Restoration		1.3%	6
Flooring - Linoleum (Installation or Repair)		1.3%	6
Foundation Repair		2.8%	13
Furnace Repair		0.6%	3
Furniture Reupholster		2.6%	12
Heating Repair		1.3%	6
Home Computer Repair		1.1%	5
Home Electronics Repair		0.6%	3
Home Heating Oil or Fuel Service		0.2%	1

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		4.9%	23
House Cleaning Service		10.9%	51
Interior Design		3.0%	14
Junk or Yard Waste Removal		5.1%	24
Recycle		7.5%	35
Sell Scrap Metal		3.6%	17
Landscaping Service		12.2%	57
Painting		16.0%	75
Pest Control		13.0%	61
Plumbing Repair		5.6%	26
Pressure Washing		5.8%	27
Roof Repair		6.0%	28

Value		Percent	Responses
Septic Tank Cleaning or Repair		3.2%	15
Trash Removal		7.1%	33
Computer Repair		6.4%	30
Mobile or Cell Phone Repair		4.3%	20
None of the above / Does not apply		45.7%	214
Insulation Installation or Maintenance		1.1%	5
Movers		0.9%	4
Mold Inspection or Removal		1.3%	6
Pool Cleaning Service		2.6%	12
Preventative Home Maintenance		2.8%	13
Security System		2.8%	13
Siding Replacement		2.1%	10
Solar Heating or Power System Installation or Repair		1.3%	6
Stucco or Exterior Coating		0.4%	2
Tool Rental		0.9%	4
Waterproofing		0.2%	1
Window Installation		2.6%	12
Window Tinting for Home		0.6%	3
Yard Equipment Rental		0.4%	2
























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)		5.1%	24

Value		Percent	Responses
Window Blinds (Venetian or Mini)		6.4%	30
Emergency Preparedness Kit or Supplies		5.6%	26
Batteries (Home or Office)		33.5%	157
Candles		20.9%	98
Firewood		7.9%	37
Carpeting		8.5%	40
Flooring Tile		7.7%	36
Hardwood Flooring		4.9%	23
Rugs		14.1%	66
Clocks		5.1%	24
Curtains or Drapes		12.6%	59
Cutlery, Flatware or Silverware		4.7%	22
Fire Extinguisher		7.7%	36
Fine Art (Paintings, Pottery, Etc.)		3.4%	16
Furniture (Bedroom)		7.1%	33
Furniture (Children's)		3.2%	15
Furniture (Dining Room)		4.5%	21
Furniture (Living Room)		10.5%	49
Christmas Tree		10.5%	49
Holiday Decorations		11.8%	55
Safe		3.2%	15
Laminate Flooring		5.8%	27
Mirror		3.0%	14
Storage Boxes or Tubs		8.8%	41
Floral Arrangements		5.1%	24


















Value		Percent	Responses
Picture Frames		7.3%	34
Linens (Bathroom)		10.0%	47
Reclining Chair		6.8%	32
Indoor Flowers		3.4%	16
Linens (Dining Room or Kitchen)		4.9%	23
None of the above / Does not apply		31.4%	147
Awning		1.9%	9
Oriental Carpeting		0.4%	2
Rugs (Persian)		0.2%	1
Closet System		2.1%	10
Ductless Heat Pumps		0.2%	1
Custom Built Furniture		0.9%	4
Reconditioned Furniture		2.6%	12
Crib		1.1%	5
Furniture (Home Office)		2.4%	11
Furnace		0.6%	3
Futon		1.9%	9
Glass Table		0.2%	1
Hot Tub or Spa (Used)		0.4%	2
Sewing Machine		2.4%	11
Wallpaper		0.9%	4
Signs or Banners		0.9%	4
Hot Tub or Spa (New)		0.4%	2
Tankless Water Heater		1.1%	5

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		10.9%	51
Adjustable Mattress		4.9%	23
Pillow Top Mattress		6.4%	30
Foam Mattress		3.4%	16
Linens (Bedroom)		15.6%	73
Memory Foam Mattress		5.6%	26
Twin Size Bed		3.6%	17
Queen Size Bed		8.1%	38
King Size Bed		7.5%	35
Water Heater		3.2%	15
Smoke Alarm or Detector		4.9%	23
Remote Home Monitoring Video Camera		3.0%	14
Shutters		3.0%	14
Window Coverings		3.6%	17
Patriotic Flags		4.5%	21
Smart Home Products		4.3%	20
Smart Appliances		3.4%	16
Alexa for Home		5.8%	27
None of the above / Does not apply		48.9%	229
Water Purification System (Drinking)		1.9%	9
Solar Water Heater		0.6%	3
Latex Mattress		1.1%	5
Innerspring Mattress		2.1%	10

Value		Percent	Responses
Gel Mattress		1.7%	8
Swimming Pool (Above Ground)		1.5%	7
Swimming Pool (In-Ground)		0.9%	4
Reclaimed Wood Furniture		1.7%	8
Sports Team Flags		0.9%	4
Smart Lock / Front Door		1.3%	6

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

Value		Percent	Responses
Paintings		10.5%	49
Fine Art		2.8%	13
Photographs		11.1%	52
Pottery		6.4%	30
Blown Glass		2.6%	12
Stone Carvings		1.7%	8
Sculpture		3.0%	14
Artistic Wall Decor		9.2%	43
Wood Carvings		4.1%	19
Poster Art		5.6%	26
Religious Art		5.6%	26
Stained Glass		3.8%	18
Ceramics		4.7%	22
Metal Work Art		3.4%	16
Music Memorabilia		3.6%	17
Movie Memorabilia		1.9%	9
None of the above / Does not apply		68.8%	322





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		8.3%	39
Portable Dishwasher		0.2%	1
Dishwasher		6.8%	32
Freezer		3.2%	15
Range		3.8%	18
Range Hood		2.4%	11
Wall Oven		1.9%	9
Washer		6.6%	31
Dryer		8.1%	38
Blender		6.0%	28
Tea Kettle		4.1%	19
Microwave		10.7%	50
Window Air Conditioner		2.6%	12
Coffee or Espresso Machine		12.4%	58
Vacuum Cleaner		10.5%	49
None of the above / Does not apply		56.2%	263






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		4.9%	23
Battery		10.5%	49
Child Car Seat		3.6%	17
Floor Mats		9.8%	46
Lights		6.4%	30

Value		Percent	Responses
RV Accessories or Supplies		3.0%	14
Seat Covers		6.6%	31
Stereo System (Auto, Car or Truck)		3.0%	14
Tires		19.7%	92
Wiper Blades		24.1%	113
None of the above / Does not apply		46.4%	217
Canopy		0.6%	3
Grill Guard		1.5%	7
Mirror(s)		2.1%	10
Motorcycle Accessories		1.3%	6
Motorcycle Parts		1.5%	7
Performance Parts		1.5%	7
Roof Rack (For Bike, Kayak, Etc.)		0.4%	2
Roof Rack (Luggage or Equipment Container)		0.9%	4
Running Boards		0.9%	4
Spoiler		0.2%	1
Step Bar		0.4%	2
Tool Box		1.1%	5
Trailer Hitch		0.9%	4
Truck Bed Liner		1.3%	6
Visor		1.7%	8
Wheels or Rims		2.4%	11
Winch		0.4%	2
Window Tinting Equipment (Auto)		1.5%	7
Cargo Trailer (Vehicle Hauler)		0.4%	2








Value		Percent	Responses
Cargo Trailer (Flat)		1.1%	5
Cargo Trailer (Motorcycle)		0.4%	2
Cargo Trailer (Boat)		1.1%	5
Cargo Trailer (Box)		0.4%	2


























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

Value		Percent	Responses
Dealership		39.5%	185
National chain service center (e.g. Jiffy Lube)		18.8%	88
Private service center		21.4%	100
Friend/Family		12.2%	57
Other		8.1%	38

Total: 468

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		7.9%	37
60,000 Mile Service		7.7%	36
100,000 Mile Service		11.5%	54
Auto Detailing		10.3%	48
Auto Repair (General)		8.8%	41
Auto Warranty Work (Work Covered by Warranty)		5.3%	25
Alignment		10.5%	49



















Value		Percent	Responses
Body Work		6.4%	30
Brake Replacement, Adjustment		7.5%	35
Car Rental		3.4%	16
Car Wash		48.7%	228
Gas or Service Station Services		16.0%	75
Oil Change or Lube		41.0%	192
Painting		3.0%	14
Preventative Maintenance		11.8%	55
Safety Inspection		11.8%	55
Shocks		3.8%	18
Tire Mounting or Installation		5.8%	27
Tune-Up		13.0%	61
Upholstery Repair		3.4%	16
Windshield or Glass Repair		9.4%	44
Windshield or Window Tinting		3.4%	16
None of the above / Does not apply		17.7%	83
DEQ Inspection		0.6%	3
Electrical Repair		2.4%	11
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	2
Motor Repair or Replacement		0.9%	4
Motorcycle Repair		1.1%	5
Muffler		1.5%	7
RV Maintenance or Service		0.9%	4
Smog Check		0.4%	2
Stereo Installation		1.1%	5

Value		Percent	Responses
Transmission or Clutch Repair		1.9%	9
Vehicle Air Conditioning Repair		1.5%	7
Vehicle Storage		0.2%	1
Vehicle Towing		0.4%	2



















101. If you or a member of your household were to purchase an automobile in the next 12 months, where would you look to find a vehicle? (Check all that apply.)

Value		Percent	Responses
AutoTrader.com		12.2%	57
CarFax		18.4%	86
CarGurus.com		8.5%	40
CarMax.com		9.4%	44
Cars.com		5.3%	25
Craigslist Auto		6.4%	30
KBB.com		4.5%	21
Facebook Dealer Page		3.8%	18
Edmunds.com		5.6%	26
Local Dealer Site		40.4%	189
UsedCars.com		4.5%	21
Other Local Website		9.0%	42
None of the above / Does not apply		37.0%	173
Yahoo! Autos		0.6%	3
Automotive.com		0.9%	4
Autoblog.com		0.4%	2
CarsDirect.com		1.3%	6
eBay Motors		0.9%	4
MotorTrend.com		0.9%	4
Local TV Site		2.6%	12
Local Radio Site		1.7%	8
The Car Connection		0.6%	3
























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

Value		Percent	Responses
Bath and Body Products		51.7%	242
Beauty Products		40.6%	190
Cosmetics		52.4%	245
Babysitting		3.0%	14
Facial		17.9%	84
Hair Care Products		59.6%	279
Hair Coloring		34.6%	162
Hair Cut		68.2%	319
Hair Removal		7.1%	33
Hair Extensions, Wigs or Weaves		4.3%	20
Manicure		31.8%	149
Massage Therapy		22.6%	106
Pedicure		39.1%	183
Tanning Products		2.1%	10
Tanning Bed or Spray Tan		3.8%	18
Tattoo or Piercing		6.4%	30
Spa Bed (Red Light Therapy or Hydration station)		1.3%	6
None of the above / Does not apply		11.5%	54

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)		37.4%	175
Books (Used)		38.9%	182
Books (Children's)		20.9%	98
Board Games		21.6%	101
Lottery Ticket		48.3%	226
Collectibles		7.7%	36
Vinyl Records		5.8%	27
Comics		3.8%	18
Fire Works		9.0%	42
Graphic Novels		3.4%	16
Computer Games		8.5%	40
DVD Movies (Buy)		23.1%	108
DVD Movies (Rent)		16.9%	79
DVD Movies (Children's)		6.4%	30
Magazines		29.3%	137
TV or Movie Themed Toys		4.9%	23
Toys		19.0%	89
Video Game Console		5.3%	25
Video Console Games		9.4%	44
Handheld Console Games		4.3%	20
None of the above / Does not apply		15.6%	73
Handheld Game Console		2.8%	13

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		3.2%	15
Use a Florist for a Wedding or Special Event		3.4%	16
Purchase Wedding or Special Occasion Gifts		6.4%	30
Host or Attend a Retirement Party		4.5%	21
Host or Attend a Graduation Party		9.4%	44
Purchase Gourmet Cupcakes		3.6%	17
Purchase Cake, Tart or Pastries for Special Occasion		8.5%	40
None of the above / Does not apply		72.4%	339
Purchase a Wedding Dress		1.5%	7
Purchase a Tuxedo		1.3%	6
Rent a Tuxedo		1.9%	9
Purchase a Bridesmaid Dress		2.4%	11
Rent a Hall or Event Space for Wedding or Special Event		2.4%	11
Hire a Musician or Band for Wedding or Special Event		2.1%	10
Purchase a Wedding Cake		1.5%	7
Use a Wedding Planner		0.9%	4
Use a Party Planner		0.9%	4
Rent a Chauffeured Vehicle		1.7%	8
Go on a Honeymoon		2.4%	11
Hire a Photographer for Wedding or Special Event		2.8%	13
Hire a Videographer for Wedding or Special Event		0.9%	4
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.2%	1
Host or Attend a Quinceanera Party		1.9%	9

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

Value		Percent	Responses
Gems, Rocks & Minerals		6.0%	28
Ceramics and Pottery		5.6%	26
Collectables		7.7%	36
Comic Books and Related Collectables		3.0%	14
Do-It-Yourself (DIY)		32.7%	153
Games or Puzzles		20.9%	98
Beer Brewing Supplies		2.4%	11
Wine Making Supplies		1.5%	7
Jewelry Making Supplies or Beads		9.0%	42
Knitting		8.5%	40
Making Arts and Crafts		14.7%	69
Paper Crafts		6.0%	28
Quilting		6.8%	32
Scrapbooking		6.2%	29
Toy Collecting		1.9%	9
Trains, Plane & Car Model Kits		3.0%	14
None of the above / Does not apply		42.7%	200







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		50.2%	235
Train Trip		9.0%	42











Value		Percent	Responses
Book Hotel Room		48.5%	227
Business Travel		6.0%	28
Buy Travel Tickets		17.5%	82
Buy Luggage		5.8%	27
Chartered Fishing Trip		3.8%	18
Hotel or Resort Stay		30.8%	144
International Travel		9.2%	43
Take a Cruise		15.4%	72
Travel Packages		10.5%	49
Use a Travel Agent or Agency		8.1%	38
Vacation Inside Home State		16.5%	77
Vacation Outside Home State		24.1%	113
Rent a Car		21.6%	101
Book Local Lodging for Guests		4.1%	19
Stay at an RV Park		6.2%	29
Stay at a Casino		15.4%	72
Gamble at a Casino		22.9%	107
Play Bingo		10.9%	51
Does not apply		20.5%	96
Charter a Boat		0.6%	3
Golf Vacation		1.9%	9
Ski Resort Stay		0.2%	1
Rent RV		1.9%	9

107. Which of the following EDUCATION/CLASSES do you or someone in your household plan to attend in the next 12 months? (Check all that apply.)














Value		Percent	Responses
Attend College or University (Full Time)		7.7%	36
Attend College or University (Part Time)		9.0%	42
Attend Classes at Community College		13.0%	61
Online Continuing Education Courses		6.0%	28
Language Lessons (Adult)		3.8%	18
Arts or Crafts Lessons (Adult)		10.0%	47
Music Lessons (Adult)		3.4%	16
Cooking Lessons (Adult)		5.1%	24
Attend a Free Lecture or Seminar		10.7%	50
Attend Paid Lecture, Seminar or Special Class		3.8%	18
Dance Lessons		5.3%	25
Music lessons (Child)		3.0%	14
Yoga, Pilates, or Zumba		10.7%	50
Attend a Local Workshop		10.0%	47
None of the above / Does not apply		56.0%	262
Attend Graduate School		2.8%	13
Business School		0.6%	3
Learning Center		0.4%	2
Culinary School		1.5%	7
Trade School		0.4%	2
Professional Certification or Accreditation Courses		1.9%	9
Sports Lessons (Adult)		0.4%	2
Real Estate Classes		2.6%	12
Child Education or Tutoring		1.5%	7

Value		Percent	Responses
Sports lessons (Child)		1.5%	7
Personal Physical Training		2.4%	11
Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		2.4%	11
Change School		0.2%	1
Attend a Religion Based School		1.9%	9

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

Value		Percent	Responses
Brushes		15.8%	74
Oil paints		6.0%	28
Acrylic Paints		15.6%	73
Markers		15.0%	70
Specialty Paper		8.3%	39
Fabric Craft Supplies		11.1%	52
Beads		7.9%	37
Art Pencils and Pens		17.9%	84
Scrapbooking Supplies		9.0%	42
None of the above / Does not apply		60.7%	284

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		1.5%	7
Clarinet		0.4%	2
Drums		1.9%	9
Flute		0.4%	2
Acoustic Guitar		4.5%	21
Electric Guitar		2.4%	11
Electric Keyboard		1.9%	9
Piano		2.4%	11
Piano (High End)		0.4%	2
Trombone		0.4%	2
Trumpet		0.6%	3
Violin		0.4%	2
None of the above / Does not apply		88.7%	415






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

Value		Percent	Responses
Greek		12.2%	57
French		5.8%	27
Asian		30.1%	141
German		13.7%	64
American (New)		36.8%	172
Italian		50.6%	237
Cajun or Creole		25.9%	121
Indian		8.3%	39
Chinese		54.3%	254
American (Traditional)		73.7%	345
Thai		18.6%	87
Middle Eastern		4.1%	19
Japanese		16.5%	77
Mexican		77.6%	363
Vietnamese		9.8%	46
Southern		28.4%	133
Tex-Mex		53.0%	248
Spanish		12.8%	60
Mediterranean		10.7%	50
None of the above / Does not apply		4.9%	23















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		22.2%	104

Value		Percent	Responses
Fish & Chips		23.3%	109
Golf Course Restaurant, Bar or Snack Bar		4.9%	23
Barbeque		49.4%	231
Deli		28.8%	135
Breakfast or Brunch		56.6%	265
Appetizers		48.7%	228
Dessert		34.2%	160
Chicken Wings		30.3%	142
Hamburgers		70.3%	329
Chicken		53.0%	248
Frozen Yogurt		16.2%	76
Live or Raw food		6.0%	28
Tapas or Small Plates		6.4%	30
Theme Restaurants		4.7%	22
Soup		36.3%	170
Salad		52.4%	245
Pizza (Dine In)		17.7%	83
Pizza (Delivery)		28.6%	134
Steak		41.2%	193
Juice or Smoothies		17.3%	81
Sandwiches		49.1%	230
Pizza (Carry Out)		51.7%	242
Pizza (Take & Bake)		11.5%	54
Seafood		52.8%	247
Vegan		3.6%	17

Value		Percent	Responses
Steakhouse		34.2%	160
Sushi		16.7%	78
Vegetarian		6.0%	28
Pho		10.5%	49
None of the above / Does not apply		3.8%	18

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

Value		Percent	Responses
Locally Sourced Meats and Seafood		22.2%	104
Locally Grown Produce		25.9%	121
Healthful Children's Dining		6.2%	29
Environmental Sustainability		15.2%	71
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.7%	22
Hyper-Local Sourcing		3.2%	15
Gluten Free Cuisine		9.2%	43
Sustainable Seafood		9.2%	43
Raw or Live Food Options		2.1%	10
Specialty Appetizers		9.4%	44
Specialty Salads		15.4%	72
Specialty Soups		11.1%	52
Specialty Desserts		8.3%	39
None of the above / Does not apply		50.4%	236

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		23.9%	112
Non-Smoking Environment		46.8%	219
Child Friendly		17.3%	81
Serve Alcohol		20.7%	97
Pool Tables		2.4%	11
Locally Brewed Beer		8.8%	41
Live Music		13.7%	64
Bar		16.2%	76
Large Craft Beer Selection		8.3%	39
Large Wine Selection		6.6%	31
Hand Crafted Cocktails		6.8%	32
Farm to Table Dining		15.0%	70
Senior Discounts		38.5%	180
None of the above / Does not apply		20.1%	94











114. When out at a restaurant, bar, pub or club, which of the following drinks do you and the members of your party typically order? (Check all that apply.)

Value		Percent	Responses
Craft Beer		21.6%	101
Foreign Beer		10.5%	49
Red Wine		23.1%	108
White Wine		20.5%	96
Dessert Wine		3.0%	14
Mixed Drinks		32.5%	152
Hand Crafted Cocktails		10.0%	47
Beer Cocktails		9.0%	42
"Top Shelf" Spirits		14.1%	66
Champagne		3.8%	18
Champagne Cocktails		3.8%	18
Energy Drink based Mixed Drinks		1.9%	9
Premium Tequila		10.0%	47
Alcoholic Cider		4.3%	20
Locally Distilled Spirits		4.3%	20
None of the above / Does not apply		39.5%	185







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		1.3%	6
Purchase Commercial or Business Property		0.4%	2
Purchase Condominium or Townhouse		1.1%	5
Purchase Manufactured or Modular Home		2.4%	11
Purchase Investment Property		1.7%	8
Purchase Personal Residence		7.1%	33
Purchase Custom Built Home		0.9%	4
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		3.0%	14
Purchase Vacation Property		1.5%	7
Purchase Other		1.5%	7
None of the above / Does not apply		85.3%	399

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 Home in Senior Housing Community		0.2%	1
Sell Personal Residence		7.1%	33
Sell Vacation Property		0.6%	3
Sell Condominium or Townhouse		0.2%	1
Sell Investment Property		1.1%	5
Sell Land or Agricultural Property		1.7%	8
Sell Commercial or Business Property		0.4%	2
Plan to Sell Home in Master-Planned Community		1.1%	5
Sell Other		1.3%	6
None of the above / Does not apply		87.4%	409

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		15.2%	5
New home, but outside of development		9.1%	3
New home that I will have contractor build		15.2%	5
Existing home less than 10 years old		45.5%	15
Existing home more than 10 years old		51.5%	17
Other		15.2%	5

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		7.7%	36
Rent House (Residence)		8.1%	38
Rent Manufactured or Modular Home		1.3%	6
Rent or Lease Commercial Property		1.1%	5
Rent Agricultural Land		0.6%	3
Rent Subsidized Housing		1.1%	5
Rent Condo/Townhouse		2.8%	13
Rent Section 8 Housing		1.7%	8
None of the above / Does not apply		83.8%	392


















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.1%	19
Use a Realtor to Buy Real Estate		6.2%	29
Use a Realtor to Buy and Sell Real Estate		4.3%	20
Plan to Sell Property Myself		3.0%	14
Use a Real Estate Broker		2.1%	10
None of the above / Does not apply		83.5%	391

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		6.2%	29
Home Remodel or Renovation Loan		2.4%	11
Business Construction Loan		0.4%	2
Home Construction Loan		1.9%	9
Equity Loan		1.9%	9
Land Loan		2.1%	10
Reverse Mortgage		1.5%	7
Real Estate Loan for existing home		1.5%	7
Refinance Home		3.0%	14
None of the above / Does not apply		84.0%	393

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		5.8%	27
Facebook		8.8%	41
Google		9.8%	46
Auction.com		1.7%	8
Homes & Land		4.9%	23
Homes.com		6.8%	32
HomeFinder		9.0%	42
MLS.com		12.0%	56
National Real Estate Co. Site		2.6%	12
Local MLS Site		20.1%	94
RealEstate.com		11.3%	53
Realtor.com		19.9%	93
Realty.com		4.1%	19
Redfin		2.1%	10
Trulia		14.5%	68
Zillow		34.6%	162
ZipRealty.com		1.3%	6
None of the above / Does not apply		40.2%	188

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		15.8%	74
Apartmentguide.com		8.8%	41
Craigslist		7.3%	34
Forrent.com		1.7%	8
HomeFinder.com		8.1%	38
Hotpads.com		1.7%	8
Rent.com		8.5%	40
Sublet.com		0.2%	1
Trulia		10.5%	49
Zillow		27.8%	130
None of the above / Does not apply		56.0%	262

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		68.4%	320
No, don't know who to call		31.6%	148
























Total: 468

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		69.2%	324
No, don't know who to call		30.8%	144

Total: 468





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		16.0%	75
Craft Beer		18.2%	85
Champagne		11.8%	55
Premium Hard Alcohol or Spirits		13.7%	64
White Wine		25.6%	120
Red Wine		29.5%	138
Cigars		6.2%	29
Major Brand Cigarettes		7.7%	36
Recreational Marijuana		3.8%	18
Marijuana Accessories		4.5%	21
E-Liquids / Vape Juice		4.3%	20
Discount Cigarettes		7.9%	37
Discount Hard Alcohol or Spirits		8.8%	41
Domestic Beer		26.9%	126
Alcoholic Cider		5.8%	27
None of the above / Does not apply		33.5%	157
Vaping Kit		1.9%	9
Vaping Accessories		2.4%	11
Roll Your Own Cigarette Supplies		1.1%	5
Smokeless Tobacco		2.1%	10
Pipe Tobacco		1.5%	7
Electronic Cigarette Supplies		2.6%	12
Hookah Accessories		1.1%	5
Hookah		0.9%	4


























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		30.8%	8
Cannabis Edibles		34.6%	9
Cannabis Tinctures		7.7%	2
Cannabis Vaporizers		15.4%	4
Cannabis Cleaning Tools or Supplies		34.6%	9
Cannabis Concentrates		26.9%	7
Cannabis Pre-Rolls		34.6%	9
Organic Cannabis Products		42.3%	11
Cannabis Oil		53.8%	14
Cannabis Beauty & Skin Care Products		26.9%	7
Cannabis Beverages		15.4%	4
Cannabis Chocolates		30.8%	8
Medical Cannabis		46.2%	12
CBD Cannabis		34.6%	9
None of the above / Does not apply		11.5%	3

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		22.6%	106
Specialty Teas		18.6%	87
Specialty Coffee		29.1%	136
Gourmet Deli Counter Items		16.5%	77

Value		Percent	Responses
Cookies		52.4%	245
Snack Cakes		20.1%	94
Potato Chips		58.5%	274
Soft Drinks		46.6%	218
Energy Drinks		12.8%	60
Energy Bars		19.2%	90
Noodle Bowls		15.4%	72
Cupcakes		16.0%	75
Birthday Cake		23.3%	109
Beef Jerky or Meat Sticks		22.4%	105
Bottled Water		60.0%	281
Candy		44.9%	210
Fruit		73.7%	345
Nuts		43.8%	205
Chocolates		46.8%	219
Ice cream		56.2%	263
Cheese		75.4%	353
Artisan Bread		18.6%	87
Artisan Meats		4.5%	21
Sports Drinks		15.0%	70
Basic Condiments		36.8%	172
Canned Sauces		32.9%	154
Cereal		64.5%	302
Milk		77.4%	362
Chicken		81.6%	382

Value		Percent	Responses
Pork		50.0%	234
Beef		69.2%	324
Game Meats		4.7%	22
Fish		53.2%	249
Pasta		60.0%	281
Snack Mixes		16.9%	79
Vegetables		68.8%	322
Olive Oil		51.9%	243
Balsamic Vinegar		21.2%	99
Frozen Entrees		42.7%	200
Eggs		83.8%	392
Locally Raised Beef, Pork, Poultry		15.8%	74
Locally Grown Fruit and Vegetables		42.9%	201
Locally Produced Honey		24.1%	113
Organic Food		20.1%	94
Pickled Vegetables		16.7%	78
Artisan Cheese		17.5%	82
Alternative "Meat" Products		5.6%	26
Nut Butter		18.4%	86
Sausage		54.1%	253
Donuts		27.1%	127
Pastries		25.0%	117
Artisan Condiments		2.6%	12
Caviar		1.3%	6
None of the above / Does not apply		1.9%	9

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

Value		Percent	Responses
Convenience		64.1%	300
Better Prices		81.4%	381
Variety		41.2%	193
Quality of Selection		58.3%	273
Quality of Produce		66.5%	311
Healthy Options		30.3%	142
Speed of Check Out		38.7%	181
Size of Store		18.6%	87
Number of Checkouts		33.5%	157
Cleanliness of Store		65.2%	305
Parking		43.6%	204
Help with Bagging/Packing		22.0%	103
Loyalty Tokens/Stamps		9.4%	44
Home Delivery		5.1%	24
None of the above / Does not apply		1.9%	9

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

Value		Percent	Responses
See, touch, feel and try out items		70.1%	328
Take items home immediately		63.7%	298
Return items more easily		36.5%	171
Enjoy the in-store experience		42.1%	197
Can ask questions to store associates		41.0%	192
To support local businesses		58.5%	274
More secure than online purchase		18.6%	87
Better prices		30.3%	142
Quality of service		28.2%	132
Better Selection		30.1%	141
Local flavor or uniqueness		19.7%	92
None of the above / Does not apply		5.6%	26













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		47.6%	223
Donate to a Charity		48.1%	225
Donate to a Church		41.7%	195
Donate to Political Party or Government Representative		8.3%	39
Join a New Church		6.2%	29
Volunteer at Church		21.4%	100
Volunteer for Nonprofit Group		19.2%	90
Retire		3.4%	16
Vote in Upcoming Local Elections		40.6%	190
Vote in Upcoming State or National Elections		44.0%	206
Purchase Season Tickets for Performing Arts		4.9%	23
Attend a Holiday Themed Performance		28.6%	134
Community Activity		31.6%	148
Support an Organization		13.2%	62
Join an Organization		6.2%	29
Make a Donation		35.0%	164
Register to Vote		7.1%	33
None of the above / Does not apply		11.3%	53
Donate Vehicle		1.1%	5
Have a Baby		2.6%	12
Get Married		1.9%	9
Look into Private Schooling for Children		1.5%	7










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		25.6%	120
Community Event		53.4%	250
Festival		53.0%	248
Live Performance		37.0%	173
Fundraising Event		24.8%	116
Seminar		11.8%	55
School Event		30.8%	144
Corporate Event		7.3%	34
Trade Show		14.1%	66
Conference		13.9%	65
Networking Event		6.8%	32
Radio Station Sponsored Event		4.5%	21
Television Station Sponsored Event		3.0%	14
Newspaper Sponsored Event		8.8%	41
None of the above / Does not apply		16.9%	79

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

Value		Percent	Responses
Participate in Organized Athletics		3.8%	18
Use a Zip Line		6.8%	32
Go Camping		20.7%	97
Go Mountain Biking		3.6%	17
Go Touring on a Bicycle		3.2%	15
Go to a Community or City Swimming Pool		14.3%	67
Take a Guided Backpacking or Hiking Trip		3.6%	17
Attend a Horse Race		4.5%	21
Attend a Car, Truck or Motorsport Race		7.9%	37
Participate in City or Municipal Sponsored Programs		12.8%	60
Join or Change Health or Fitness Club		11.1%	52
None of the above / Does not apply		50.4%	236

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		19.0%	89
Local Business Blog		3.2%	15
Local Business Email		8.1%	38
CitySearch		4.9%	23
Snapchat		14.5%	68
Instagram		24.1%	113
Cinema Ads		13.9%	65
Facebook Business Page		21.4%	100
Reviews on Yelp! or Google+		14.1%	66

Value		Percent	Responses
YouTube Promo Video		12.8%	60
Local Business Text Message		4.9%	23
Pandora		21.6%	101
Online Yellow Pages		4.1%	19
Google Search		60.5%	283
eBay		33.3%	156
Spotify		9.6%	45
Pinterest		35.3%	165
Google+ Local		10.0%	47
Clicked on Google Sponsored Ad		16.2%	76
LinkedIn		13.9%	65
Angie's List		3.2%	15
Craigslist		20.7%	97
Bing		9.4%	44
Twitter		17.9%	84
Amazon		75.6%	354
None of the above / Does not apply		6.4%	30
Digital Billboard		0.6%	3

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

Value		Percent	Responses
Yes		77.1%	361
No		22.9%	107

Total: 468

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


























Value		Percent	Responses
Yes		54.1%	253
No		45.9%	215
			Total: 468




















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

Value		Percent	Responses
Yes		30.8%	144
No		69.2%	324
			Total: 468



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		51.7%	242
Arts and Entertainment		30.3%	142
Automotive - (General)		24.1%	113
Automotive - (New Vehicle Dealership)		14.7%	69
Automotive - (Used Vehicle Dealership)		12.2%	57
Automotive - (Auto Parts store)		13.5%	63
Automotive - (Auto Repair business)		7.7%	36
Automotive - (Auto Body shop)		4.5%	21
Tire Business		16.5%	77
Beauty and Spa Related Businesses		18.4%	86

Value		Percent	Responses
Child Related Businesses		4.7%	22
Community and State Services		17.1%	80
Education		17.3%	81
Employment Related Businesses		13.7%	64
Event Planning and Services		6.2%	29
Family Activity Related Businesses		10.5%	49
Farm Equipment and Agriculture Businesses		4.7%	22
Financial Services		7.7%	36
Fitness Businesses or Providers		6.0%	28
General Retail		41.2%	193
Grocery / Market		30.3%	142
Home and Garden Related Businesses		17.5%	82
Building Supply/Lumber Business		12.2%	57
Home Service Businesses		8.3%	39
Home Service Contractors		7.9%	37
Hotel and Travel Related Businesses		24.6%	115
Local Services		28.0%	131
Medical Related Businesses - (General)		17.9%	84
Medical Related Businesses - (Chiropractor)		3.8%	18
Medical Related Businesses - (Dentist)		8.3%	39
Medical Related Businesses - (Hospital)		4.7%	22
Motorsport Businesses		3.0%	14
Nightlife Related Businesses		8.5%	40
Pet / Animal		24.8%	116
Professional Services		12.2%	57

Value		Percent	Responses
Real Estate Service Businesses		5.3%	25
Recreation Related Businesses		5.6%	26
Restaurant / Bar / Lounge		32.3%	151
Senior Related Businesses		7.9%	37
Specialty Food and Drink		12.4%	58
General Retail - Children's Clothing Store		5.6%	26
General Retail - Clothing Accessory Store		18.2%	85
General Retail - Computer Store		9.8%	46
General Retail - Farming and Agriculture Business		3.0%	14
General Retail - Furniture Store		16.0%	75
General Retail - Hardware Store		14.7%	69
General Retail - Home Entertainment Store		6.6%	31
General Retail - Jewelry Store		9.6%	45
General Retail - Major Appliance Store		10.9%	51
General Retail - Men's Clothing Store		10.3%	48
General Retail - Mobile Phone Store		6.6%	31
General Retail - Shoe Store		18.2%	85
General Retail - Women's Clothing Store		28.2%	132
None of the above / Does not apply		12.2%	57

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

Value		Percent	Responses
Yes		22.6%	106
No		77.4%	362

Total: 468

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%	74
Get a New Part Time Job		13.2%	62
Get a Temporary or Seasonal Job		4.7%	22
Use an Employment or Temporary Employment Agency		3.8%	18
Use a Career Counselor		1.1%	5
Get a Second (or Third) Job		5.3%	25
Get First Job after High School		1.1%	5
Get First Job after College		1.5%	7
None of the above / Does not apply		70.7%	331

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		7.1%	33
Admin & Clerical		9.4%	44
Warehouse		3.0%	14
Accounting		3.2%	15
Hotel - Hospitality		3.8%	18
Health Care		7.9%	37
Grocery		4.3%	20
Customer Service		10.9%	51
Child Care		3.4%	16
Management		4.7%	22

Value		Percent	Responses
Education		6.4%	30
Media		3.4%	16
NonProfit		3.4%	16
Government		3.0%	14
Sales & Marketing		3.6%	17
None of the above / Does not apply		62.8%	294
Agriculture		0.6%	3
Automotive		0.6%	3
Construction		1.7%	8
Manufacturing		1.1%	5
Entry Level (New Graduate)		2.8%	13
Banking & Finance		2.4%	11
Real Estate		0.9%	4
Insurance		0.9%	4
Legal		0.9%	4
Installation - Maintenance - Repair		0.4%	2
Restaurant - Food Services		2.1%	10
Executive Level		1.5%	7
Engineering		1.3%	6
Information Technology		0.4%	2
Skilled Labor - Trades		1.7%	8
Transportation		1.9%	9

141. If you were to look for a new job in the next 12 months, where would you go look to find local job listings? (Check all that apply.)

Value		Percent	Responses
Local Business Site		24.1%	113
Local Agency Site		13.2%	62
Craigslist		7.7%	36
Facebook		9.0%	42
Indeed.com		24.8%	116
LinkedIn		14.5%	68
Monster.com		12.2%	57
CareerBuilder		7.1%	33
GlassDoor		4.9%	23
SimplyHired.com		3.0%	14
AOL Jobs		1.9%	9
SnagAJob.com		4.1%	19
USAjobs.gov		8.1%	38
USAjobs.org		3.6%	17
ZipRecruiter		8.8%	41
JobDiagnosis		1.1%	5
TheLadders		1.3%	6
None of the above / Does not apply		49.8%	233

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		17.3%	81
Yellow Pages directory		3.0%	14
Direct mail flyer		15.8%	74
Deal program/offer		4.9%	23
Facebook business page offer		11.1%	52
Billboard advertising		2.4%	11
None of the above / Does not apply		64.1%	300

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)		18.8%	88
Purchased an online deal to a local business in the past 3 months		7.5%	35
None of the above / Does not apply		78.2%	366

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		11.5%	54
Read ads and keep them - using one or two		40.6%	190
Read ads and keep them - without using any		4.3%	20
Read ads but throw away without using any		18.4%	86
Throw ads away unread		16.0%	75
Do not receive direct mail or advertisements at home or PO Box		9.2%	43

Total: 468

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 %	14 3.0%	92 19.7%	200 42.7%	20 4.3%	33 7.1%	65 13.9%	44 9.4%	468
County election Count Row %	14 3.0%	74 15.8%	204 43.6%	23 4.9%	35 7.5%	63 13.5%	55 11.8%	468
State election Count Row %	17 3.6%	131 28.0%	145 31.0%	20 4.3%	37 7.9%	67 14.3%	51 10.9%	468
Total Total Responses								468

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

Value	Percent	Responses
Yes	85.3%	399
No	14.7%	69














Total: 468

147. Did you vote in the last presidential election?








Value	Percent	Responses
Yes	87.0%	407
No	13.0%	61

Total: 468

















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		7.9%	37
Used Vehicle Dealership		6.6%	31
New and Used Vehicle Dealership		9.0%	42
Automotive Service		12.2%	57
Tire Store		11.5%	54
Auto Parts Store		15.2%	71
Recreation Vehicle (RV) Dealership		1.5%	7
RV or Camper Service		3.2%	15
Boat Dealer		0.6%	3
Boat Service		0.4%	2
Motorcycle Dealer		0.6%	3
Motorcycle Repair Shop		0.9%	4
None of the above / Does not apply		62.0%	290

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		2.6%	12
Legal Firm or Attorney		3.8%	18
Insurance Agency		9.6%	45
Tax Advisor		4.9%	23
Telecommunications Provider		3.2%	15
Internet Service Provider		5.6%	26
None of the above / Does not apply		77.8%	364

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		0.6%	3
Hearing Aid Center		1.7%	8
Cardiologist		4.5%	21
Chiropractor		4.3%	20
Dentist		17.5%	82
Dermatologist		7.1%	33
Hospital		4.7%	22
Mental Health Provider		3.0%	14
Optometrist		5.6%	26
Pediatrician		1.7%	8
General Practitioner		9.8%	46
Rehabilitation Clinic		1.1%	5
Urgent Care Clinic		4.3%	20
Surgical Specialist		2.1%	10
Weight Loss Service		1.7%	8
None of the above / Does not apply		63.9%	299







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		4.7%	22
Electrician		2.1%	10
Handyman		7.1%	33
Heating & Air Conditioning Service		5.3%	25
Remodeling Contractor		3.0%	14
General Contractor		4.5%	21
Landscaper		3.0%	14
New Home Builder		0.2%	1
Painting Contractor		2.4%	11
Plumber or Plumbing Contractor		4.3%	20
Roofing Contractor		2.4%	11
None of the above / Does not apply		77.1%	361









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		3.6%	17
Home Inspector		1.3%	6
Mortgage Broker		1.5%	7
Property Manager		0.9%	4
Realtor		6.2%	29
None of the above / Does not apply		88.9%	416

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

Value		Percent	Responses
Real Estate Loan Provider		1.5%	7
Automotive Loan Provider		1.5%	7
Financial Advisor		2.8%	13
Bank		13.7%	64
Credit Union		12.8%	60
None of the above / Does not apply		75.9%	355









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		13.9%	65
Ethnic Restaurant		11.3%	53
Family Style Restaurant		26.7%	125
Fast Food Restaurant		23.9%	112
Fine Dining Restaurant		13.5%	63
Pizza Restaurant		23.5%	110
Restaurant with Bar or Lounge		14.5%	68
None of the above / Does not apply		43.4%	203




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		10.9%	51
Clothing Accessory Store		7.5%	35
Major Appliance Store		6.0%	28
Computer Store		6.8%	32
Farming and Agriculture Business		2.8%	13
Furniture Store		12.4%	58
Grocery Store		22.6%	106
Hardware Store		10.9%	51
Home Entertainment Store		3.0%	14
Jewelry Store		4.5%	21
Mobile Phone Store		6.2%	29
Shoe Store		12.2%	57
Specialty Food Business		2.6%	12
Women's Clothing Store		20.3%	95
Men's Clothing Store		6.8%	32
Children's Clothing Store		7.1%	33
None of the above / Does not apply		46.8%	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		7.9%	37
Any Child Related Business		2.6%	12
Any Event Planning Business		1.1%	5
Any Education Business		5.3%	25
Any Fitness Business		6.4%	30
Any Pet Related Business		12.2%	57
Any Senior Related Business		4.1%	19
None of the above / Does not apply		74.1%	347

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		18.8%	88
No		49.1%	230
Does not apply		32.1%	150















Total: 468

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

Value		Percent	Responses
Arts and Entertainment		3.4%	3
Beauty and Spa		3.4%	3
Education		11.2%	10
Financial Services		5.6%	5
Health and Medical		4.5%	4
Home and Garden		4.5%	4
Home Service Businesses		9.0%	8
Local Services		7.9%	7
Real Estate		7.9%	7
Other		24.7%	22
Automotive		1.1%	1
Child Related Businesses		2.2%	2
Family Activity		1.1%	1
Fitness Businesses or Providers		1.1%	1
Grocery and Specialty Food/Drink		2.2%	2
Hotel and Travel		1.1%	1
Motorsport Businesses		2.2%	2
Nightlife		1.1%	1
Pet / Animal		2.2%	2
Recreation		1.1%	1
Restaurant / Bar / Lounge		2.2%	2

Total: 89









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.		51.7%	46
Computer Hardware		19.1%	17
Office Copier		7.9%	7
Business Logo Apparel		16.9%	15
Networking Hardware or Software		4.5%	4
Office Furniture, Fixtures or Interiors		5.6%	5
Office Cleaning Supplies		19.1%	17
Office Supplies		44.9%	40
Office Printer		12.4%	11
Promotional Items		13.5%	12
Security System		3.4%	3
Telephone Systems		4.5%	4
Uniforms or Work Clothing		12.4%	11
None of the above / Does not apply		21.3%	19







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

Value		Percent	Responses
Business Accounting or CPA		11.2%	10
Business Advertising		4.5%	4
Business Internet Service Provider		3.4%	3
Business Printing Services		4.5%	4
Business Sign Company Services		4.5%	4
None of the above / Does not apply		76.4%	68
Business Advisory Services		1.1%	1
Business Cellular Phone Service		1.1%	1
Business Computer Consulting		1.1%	1
Business Internet Services		2.2%	2
Business Legal Services or Attorney		2.2%	2
Business Marketing Services		1.1%	1
Business Meetings or Conventions		1.1%	1
Business Recruitment		1.1%	1
Business Staffing or Temp Services		1.1%	1
Business Travel Agency		1.1%	1
Business Radio Media Service		1.1%	1









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

Value		Percent	Responses
Rent New Office		2.2%	2
Buy New Office		1.1%	1
Add New Locations		4.5%	4
Renovate Existing Facilities		4.5%	4
Construct New Facilities		1.1%	1
Buy or Rent Industrial Space		3.4%	3
Buy or Rent Warehouse space		1.1%	1
None of the above / Does not apply		89.9%	80

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

Value		Percent	Responses
Purchase New Business Automobiles		1.1%	1
Purchase Used Business Automobiles		1.1%	1
Purchase New Business Trucks		1.1%	1
Purchase Used Business Trucks		2.2%	2
Lease New Business Automobiles		3.4%	3
None of the above / Does not apply		92.1%	82















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		2.2%	2
Business Health Insurance		6.7%	6
Business Dental Insurance		4.5%	4
Business 401K or Retirement Program		6.7%	6
Business "Key Man" Insurance		3.4%	3
Business Property Insurance		3.4%	3
Business Commercial Insurance		1.1%	1
None of the above / Does not apply		83.1%	74

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

Value		Percent	Responses
Local Newspaper		29.2%	26
Local Newspaper Site		7.9%	7
Local Radio		6.7%	6
Local Television		3.4%	3
Other Print Publications		7.9%	7
Facebook		44.9%	40
Twitter		3.4%	3
Other Social Media		16.9%	15
Search Engine Optimization (SEO, SEM)		4.5%	4
Word of Mouth or Referrals		41.6%	37
Billboards		3.4%	3
Direct Mail		11.2%	10
Coupons or "Deal of the Day"		4.5%	4
Yellow Pages		3.4%	3
Banner Ads		7.9%	7
Online Advertising		20.2%	18
None of the above / Does not apply		16.9%	15
Local Free or Alternative publication		2.2%	2
Fliers or Door Hangers		2.2%	2
Telemarketing		1.1%	1
Retargeting Web Ads		2.2%	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		9.1%	8
Use social media for promoting business		18.2%	16
Website optimized for mobile (responsive)		9.1%	8
Ongoing search optimization (SEO, SEM)		1.1%	1
Banner ads		8.0%	7
Cost-per-click ads (CPC, PPC)		5.7%	5
Retargeting ads		1.1%	1
Video ads		2.3%	2
Google ads (Adwords)		6.8%	6
Facebook ads		23.9%	21
Email advertising		12.5%	11
Site analytics		1.1%	1
Digital ads through newspaper		5.7%	5
None of the above/Does not apply		47.7%	42

166. Which of the following are you interested in doing in the next 12 months to drive your business? (Check all that apply)

Value		Percent	Responses
Have an ongoing digital marketing campaign		6.8%	6
Use social media for promoting business		12.5%	11
Website optimized for mobile (responsive)		5.7%	5
Banner ads		9.1%	8
Cost-per-click ads (CPC, PPC)		4.5%	4
Cost-per-mille ads (CPM)		2.3%	2
Retargeting ads		1.1%	1
Video ads		1.1%	1
Google ads (Adwords)		6.8%	6
Facebook ads		22.7%	20
Sponsored content		1.1%	1
Email advertising		11.4%	10
Site analytics		2.3%	2
Use a Digital Agency		1.1%	1
Digital ads through newspaper		5.7%	5
None of the above/Does not apply		60.2%	53

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

Value		Percent	Responses
Yes		8.0%	7
No		84.1%	74
Don't know		8.0%	7

Total: 88

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%	7.3%	34
1% - 25%	41.2%	193
26% - 50%	21.2%	99
51% - 75%	15.4%	72
76% - 100%	15.0%	70
		Total: 468







Average 36%

169. Which age brackets do you fall into?

Value	Percent	Responses
20 - 24	2.1%	10
25 - 30	3.0%	14
31 - 34	3.4%	16
35 - 40	3.8%	18
41 - 45	5.1%	24
46 - 49	5.6%	26
50 - 54	7.7%	36
55 - 60	16.5%	77
61 - 69	29.9%	140
70 or older	22.9%	107
		Total: 468

Average 59

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

Value		Percent	Responses
Metro / Urban		6.4%	30
Small/Mid-Size Town		54.1%	253
Suburban		14.5%	68
Rural		20.7%	97
Vacation community		1.7%	8
Other		2.6%	12





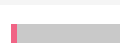

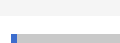
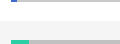
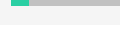



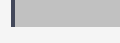
Total: 468

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		1.5%	7
High School Graduate (12th grade)		16.5%	77
Vocational or Technical Training		5.3%	25
Some College		28.0%	131
College Graduate		28.2%	132
Some Post-Graduate Study (No Advanced Degree)		4.5%	21
Post-Graduate Degree		15.8%	74

Total: 468

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








Value		Percent	Responses
Under \$20,000		11.2%	51
\$20,000 - \$24,999		7.0%	32
\$25,000 - \$29,999		7.7%	35
\$30,000 - \$34,999		6.2%	28
\$35,000 - \$39,999		5.7%	26
\$40,000 - \$44,999		6.8%	31
\$45,000 - \$49,999		6.2%	28
\$50,000 - \$74,999		17.4%	79
\$75,000 - \$99,999		11.4%	52
\$100,000 - \$124,999		9.9%	45
\$125,000 - \$149,999		3.5%	16
\$150,000 - \$200,000		5.3%	24
Over \$200,000		1.8%	8

Total: 455

Average

\$65,396

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		2.6%	12
Black or African-American		6.2%	29
Asian		0.6%	3
White or Caucasian		71.2%	333
Hispanic		10.9%	51
Other		2.1%	10
Prefer not to answer		6.4%	30

Total: 468

175. Are you...

Value		Percent	Responses
Male		18.6%	87
Female		79.1%	370
Other		0.2%	1
Prefer not to answer		2.1%	10

Total: 468

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

Value		Percent	Responses
Single Family Home		80.3%	376
Apartment		8.1%	38
Condominium		1.9%	9
Mobile Home		6.4%	30
Other		3.2%	15






Total: 468

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		77.1%	361
Rented		16.7%	78
Occupied Without Payment of Rent		2.1%	10
Other		4.1%	19

Total: 468

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

Value		Percent	Responses
None		78.8%	369
1		8.3%	39
2		7.5%	35
3		3.4%	16
4 or more		1.9%	9
			Total: 468

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		52.2%	244
No		47.8%	223
			Total: 467