

# The Pulse of America Survey Report (Suburban)

## Response Counts

<b>Completion Rate:</b>	<b>100%</b>	
Complete		 987

Total: 987

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

Value	Percent	Responses
Yes	100.0%	987

Total: 987

## 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 %	23 2.3%	19 1.9%	102 10.3%	355 36.0%	487 49.3%	1 0.1%	987
Local breaking news Count Row %	2 0.2%	3 0.3%	20 2.0%	122 12.4%	830 84.1%	10 1.0%	987

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	2	2	19	170	787	7	987
Row %	0.2%	0.2%	1.9%	17.2%	79.7%	0.7%	
County news							
Count	6	8	82	372	514	5	987
Row %	0.6%	0.8%	8.3%	37.7%	52.1%	0.5%	
Local sports news							
Count	131	137	201	254	254	10	987
Row %	13.3%	13.9%	20.4%	25.7%	25.7%	1.0%	
Local school news							
Count	57	71	222	309	319	9	987
Row %	5.8%	7.2%	22.5%	31.3%	32.3%	0.9%	
Local crime news							
Count	4	17	59	238	654	15	987
Row %	0.4%	1.7%	6.0%	24.1%	66.3%	1.5%	
Local advertising							
Count	39	73	215	373	278	9	987
Row %	4.0%	7.4%	21.8%	37.8%	28.2%	0.9%	
Local political news							
Count	37	65	143	348	385	9	987
Row %	3.7%	6.6%	14.5%	35.3%	39.0%	0.9%	
Local entertainment news							
Count	21	59	179	415	302	11	987
Row %	2.1%	6.0%	18.1%	42.0%	30.6%	1.1%	
Local dining news							
Count	21	45	159	357	395	10	987
Row %	2.1%	4.6%	16.1%	36.2%	40.0%	1.0%	
State or national news							
Count	8	14	60	270	614	21	987
Row %	0.8%	1.4%	6.1%	27.4%	62.2%	2.1%	

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

Total  
Total Responses 987

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 %	217 22.0%	262 26.5%	372 37.7%	136 13.8%	987
Business news Count Row %	191 19.4%	338 34.2%	381 38.6%	77 7.8%	987
Government news Count Row %	302 30.6%	381 38.6%	244 24.7%	60 6.1%	987
High school sports news Count Row %	113 11.4%	140 14.2%	383 38.8%	351 35.6%	987
Crime news Count Row %	448 45.4%	339 34.3%	163 16.5%	37 3.7%	987
Clubs and organizations news Count Row %	90 9.1%	257 26.0%	484 49.0%	156 15.8%	987
Total Total Responses					987

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 %	9 0.9%	33 3.3%	113 11.4%	515 52.2%	296 30.0%	21 2.1%	987
Local news coverage Count Row %	13 1.3%	35 3.5%	95 9.6%	513 52.0%	312 31.6%	19 1.9%	987
Reporting objectivity Count Row %	38 3.9%	80 8.1%	216 21.9%	389 39.4%	213 21.6%	51 5.2%	987
Headline objectivity Count Row %	23 2.3%	73 7.4%	214 21.7%	445 45.1%	199 20.2%	33 3.3%	987
Local school news Count Row %	7 0.7%	23 2.3%	256 25.9%	417 42.2%	166 16.8%	118 12.0%	987
County news coverage Count Row %	10 1.0%	34 3.4%	204 20.7%	495 50.2%	197 20.0%	47 4.8%	987
Local city/community news coverage Count Row %	11 1.1%	34 3.4%	119 12.1%	510 51.7%	290 29.4%	23 2.3%	987
Environmental news coverage Count Row %	19 1.9%	68 6.9%	265 26.8%	402 40.7%	165 16.7%	68 6.9%	987
Courts and cops news coverage Count Row %	15 1.5%	49 5.0%	187 18.9%	461 46.7%	228 23.1%	47 4.8%	987
Local sports coverage Count Row %	9 0.9%	26 2.6%	210 21.3%	365 37.0%	218 22.1%	159 16.1%	987
Local arts and entertainment coverage Count Row %	8 0.8%	27 2.7%	184 18.6%	485 49.1%	225 22.8%	58 5.9%	987

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	10	30	200	487	218	42	987
Count	1.0%	3.0%	20.3%	49.3%	22.1%	4.3%	
Row %							
Total							
Total Responses							987



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

Value		Percent	Responses
Yes		70.0%	691
No		30.0%	296
			<b>Total: 987</b>




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

Value		Percent	Responses
Yes		37.0%	256
No		57.0%	394
None of the above / Does not apply		5.9%	41
			<b>Total: 691</b>



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

Value		Percent	Responses
Yes		80.0%	790
No		20.0%	197
			<b>Total: 987</b>



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

Value		Percent	Responses
Yes		42.2%	333
No		53.4%	422
None of the above / Does not apply		4.4%	35
			<b>Total: 790</b>

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

Value		Percent	Responses
Yes		91.5%	903
No		8.5%	84
			<b>Total: 987</b>

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

Value		Percent	Responses
Yes		57.9%	523
No		42.1%	380
			<b>Total: 903</b>

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

Value	Percent	Responses
1	36.9%	333
2	50.6%	457
3	8.5%	77
4	1.9%	17
5 or more	2.1%	19

Total: 903

### Statistics

Average 1.7

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

Value	Percent	Responses
Adult male	67.3%	608
Adult female	79.8%	721
Minor under 18	3.2%	29

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

Value		Percent	Responses
Yes, always		20.9%	189
Yes, frequently		27.0%	244
Yes, sometimes		30.6%	276
Seldom		16.7%	151
Never		4.8%	43
			<b>Total: 903</b>

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		23.9%	216
Local Daily Newspaper		83.2%	751
Local Paid Weekly Community Newspaper		25.7%	232
Local Free Weekly Print Publication (a Shopper or Newspaper)		52.6%	475
Local Alternative Publication		11.2%	101
Local Specialty Publication		18.6%	168
Local Business Publication		14.2%	128
Local Ethnic Publication		2.4%	22
Local Parenting Publication		3.5%	32
Local Senior Publication		16.5%	149
None of the above / Does not apply		2.7%	24

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






	Always	Frequently	Occasionally	Never	Responses
<b>Classified Ads</b>					
Count	94	176	453	180	903
Row %	10.4%	19.5%	50.2%	19.9%	
<b>Retail Store Ads</b>					
Count	280	328	256	39	903
Row %	31.0%	36.3%	28.3%	4.3%	
<b>Ad Inserts</b>					
Count	248	284	292	79	903
Row %	27.5%	31.5%	32.3%	8.7%	
<b>Real Estate Ads</b>					
Count	51	134	421	297	903
Row %	5.6%	14.8%	46.6%	32.9%	
<b>Automotive Ads</b>					
Count	35	92	444	332	903
Row %	3.9%	10.2%	49.2%	36.8%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	139	313	383	68	903
Row %	15.4%	34.7%	42.4%	7.5%	
<b>Political Ads</b>					
Count	52	168	416	267	903
Row %	5.8%	18.6%	46.1%	29.6%	
<b>Legal Notices</b>					
Count	63	101	389	350	903
Row %	7.0%	11.2%	43.1%	38.8%	
<b>Total</b>					
Total Responses					903

16. Do you or anyone in your household prefer important public notices to be published in the local newspaper or posted on the web at a government operated web site?




Value		Percent	Responses
Published in the Local Newspaper		51.2%	505
Posted on a Government Website		10.9%	108
No preference		37.9%	374

**Total: 987**



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 	10.1%	100
No 	88.6%	874
Don't know 	1.3%	13
		<b>Total: 987</b>

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

Value	Percent	Responses
Excellent response (sold item or got many inquiries) 	32.7%	33
Satisfactory response (received many inquiries) 	44.6%	45
Poor response (received very few inquiries) 	22.8%	23
		<b>Total: 101</b>

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

Value	Percent	Responses
Yes 	45.3%	447
No 	54.7%	540
		<b>Total: 987</b>
















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

Value		Percent	Responses
Daily		14.3%	141
Couple times week		15.6%	154
Weekly		5.5%	54
Couple times month		12.5%	123
Monthly		4.9%	48
Less Monthly		23.4%	231
Have not visited / Does not apply		23.9%	236

Total: 987

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		7.1%	70
Auto Detailing Shop		6.1%	60
Auto Glass Repair Shop		4.7%	46
Oil Change Station		48.3%	477
Auto Parts Store		30.6%	302
Auto Repair Shop		30.0%	296
Auto Salvage Yard		3.9%	38
Auto Battery Store		8.0%	79
Car Wash		71.3%	704
Gas Station		83.4%	823
New Vehicle Dealership		16.1%	159
Used Vehicle Dealership		8.9%	88
Tire Store		22.8%	225

Value		Percent	Responses
None of the above / Does not apply		5.3%	52
Auto Paint Shop		1.6%	16
Auto Protective Paint or Coating Shop		0.4%	4
Auto Towing Service		1.8%	18
Auto Window Tinting		1.9%	19
Auto Stereo Installation		1.1%	11
Car Audio Store		1.3%	13
Commercial Truck Dealership		0.6%	6
Commercial Truck Repair Shop		0.4%	4
Pick and Pull Lot		2.6%	26
Recreation Vehicle (RV) Dealership		2.9%	29
RV or Camper Service		2.3%	23
Utility Trailer Dealer		0.5%	5
Trailer Dealer		0.7%	7
Trailer Rental Service		1.0%	10













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

Value		Percent	Responses
Boat Dealer		1.8%	18
Boating Accessory Store		3.4%	34
Boat Repair Shop		1.2%	12
Boat Rental Service		0.3%	3
All-Terrain Vehicle (ATV) Dealer		1.7%	17
Watercraft Dealer		1.2%	12
Watercraft Rental Shop		0.5%	5
Motorcycle Dealer		2.1%	21
Motorcycle Repair Shop		1.7%	17
Motorcycle Accessory Store		2.9%	29
Golf Cart Dealer		1.1%	11
Service		4.1%	40
Boat and RV Storage Facility		1.7%	17
Harley-Davidson Dealer		2.9%	29
None of the above / Does not apply		85.2%	841

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














Value		Percent	Responses
New Farm Equipment Dealer		0.1%	1
Used Farm Equipment Dealer		0.8%	8
Farm Truck and Tractor Repair Shop		0.9%	9
Agriculture Farm Supply Store		5.7%	56
Agricultural Service		0.7%	7
Farming Structure Building Contractor		0.2%	2
Animal Feed Store		7.3%	72
None of the above / Does not apply		88.3%	872

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		27.2%	268
Bakery		61.2%	604
Specialty Cake Bakery		10.3%	102
Cupcake Shop		8.6%	85
Donut Shop		38.5%	380
Beverage Distributor		13.8%	136
Beer Shop		22.0%	217
Brewery or Brew Pub		29.4%	290
Candy Store		19.4%	191
Cheese Shop		21.5%	212
Chocolate Shop		19.9%	196
Coffee & Tea Shop		38.2%	377













Value		Percent	Responses
Espresso or Coffee Shop		35.5%	350
Cookie Store		7.4%	73
Dairy Store		9.9%	98
Convenience Store		67.6%	667
Dessert Restaurant		9.8%	97
Distillery		8.4%	83
Food Cart		12.2%	120
Ethnic Food Restaurant		39.7%	392
Ice Cream or Frozen Yogurt Shop		40.0%	395
Smoothie or Juice Bar		9.7%	96
Liquor Store		44.4%	438
Spice Store		11.0%	109
Tea Shop		7.9%	78
Winery		15.4%	152
Wine Shop		16.0%	158
None of the above / Does not apply		4.0%	39
U-Brew Beer or Wine Store		2.5%	25

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		14.2%	140
Grocery Store (Discount)		45.6%	450
Grocery Store (Ethnic)		8.6%	85
Farmers Market		32.0%	316
Grocery Store (Co-op)		14.7%	145
Grocery Store (Independent)		31.2%	308
Grocery Store (Major or Regional Chain)		85.6%	845
Meat Market or Butcher Shop		22.8%	225
Grocery Store (Neighborhood)		40.9%	404
Seafood Market		14.8%	146
Specialty Food Market		11.3%	112
Grocery Delivery Service		6.1%	60
None of the above / Does not apply		0.6%	6

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		20.0%	197
Day Spa		7.8%	77
Eyelash Extension Salon		1.2%	12
Hair Removal Salon		2.1%	21
Hair and Beauty Salon		40.9%	404
Makeup Artist		0.5%	5
Massage Spa		16.2%	160
Nail Salon		22.7%	224
Skin Care Store		3.4%	34
Tanning Salon		3.2%	32
Tattoo Studio		4.0%	39
None of the above / Does not apply		41.1%	406










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

Value		Percent	Responses
Arcade		9.0%	89
Arts & Crafts Fair		40.3%	398
Casino		24.2%	239
Community Theatre		25.9%	256
Movie Theater		69.6%	687
Museum		32.9%	325
Live Theater		29.1%	287
Performing Arts Center		24.1%	238
Bingo Hall		7.7%	76
Social Club		6.1%	60
Stadium or Arena		26.4%	261
Rodeo		6.4%	63
Wine Tour		7.2%	71
Music Festival		20.6%	203
Wine Festival		9.2%	91
Food Festival		31.9%	315
Car Show		12.1%	119
Seasonal Festival		31.7%	313
Arts Organization		10.0%	99
Cultural Center		12.8%	126
Local Festival		33.2%	328
Historical Society		13.2%	130
None of the above / Does not apply		9.7%	96






















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		25.5%	252
Professional Sports Team		21.6%	213
Amusement Center / Park		29.5%	291
Family Play Center		8.9%	88
Family Entertainment Center		14.6%	144
Go Kart Track		7.4%	73
Horseback Riding		4.8%	47
Outdoor Park		38.5%	380
Ice Skating or Roller Rink		11.4%	113
Athletic Club		22.7%	224
Zoo		34.5%	341
None of the above / Does not apply		24.2%	239










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		2.3%	23
CrossFit Gym		2.7%	27
Dance Studio		4.6%	45
Fitness Boot Camp		2.2%	22
Exercise Classes		22.9%	226
Gym, Fitness or Athletic Club		38.5%	380
Martial Arts Studio		2.9%	29
Personal Trainer		4.8%	47
Rock Climbing Gym		2.8%	28
Swimming Lessons		6.7%	66
Yoga Studio		12.1%	119
None of the above / Does not apply		42.5%	419
















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		3.1%	31
Bait & Tackle Shop		15.6%	154
Bicycle Shop		9.6%	95
Bicycle Repair Shop		11.3%	112
Bowling Alley		21.7%	214
Fishing Supply Store		14.8%	146
Golf Course		16.0%	158
Golf Driving Range		11.6%	114
Golf Pro Shop		6.7%	66
Gun Shooting Range		15.0%	148
Gun Store		13.2%	130
Miniature Golf Course		16.8%	166
Outdoor Gear Store		12.6%	124
Ski Shop		3.2%	32
New Sporting Goods Store		13.0%	128
Used Sporting Goods Store		6.3%	62
Sightseeing Tour Agency		4.1%	40
None of the above / Does not apply		36.4%	359
Bicycle Rental Service		1.6%	16
Dive Shop		1.3%	13
Helicopter Tour Agency		0.5%	5






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

Value		Percent	Responses
Adult Club or Entertainment Company		3.7%	37
Bar, Lounge or Pub		44.3%	437
Comedy Club		14.7%	145
Dancing or Night Club		9.6%	95
Music or Concert Hall		30.1%	297
Billiard Hall		3.3%	33
Sports Bar		28.7%	283
Wine Bar		13.6%	134
None of the above / Does not apply		36.9%	364

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		3.1%	31
Card or Stationery Store		15.1%	149
Announcement Printing Service		2.9%	29
Catering Service		5.6%	55
Disc Jockey (DJ)		1.4%	14
Event Coordinator		1.7%	17
Hotel Meeting Room or Event Space		5.0%	49
Musician or Band		5.3%	52
Party Supply Store		14.9%	147
Photographer		5.6%	55
Event Space or Venue		4.6%	45
Videographer		1.6%	16
Wedding Venue or Banquet Hall		2.4%	24
Wedding Planner		1.1%	11
None of the above / Does not apply		65.7%	648
















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%	137
University		12.2%	120
Community College		10.0%	99
Elementary School		7.3%	72
Middle or High School		10.1%	100






Value		Percent	Responses
Adult Education School		9.5%	94
Art School		3.3%	33
Dance Studio		3.7%	37
Driving School		3.7%	37
Musical Instruments and Lessons		6.6%	65
Graduate school		4.0%	39
Lecture or Seminar Series		5.1%	50
None of the above / Does not apply		53.1%	524
Preschool		2.9%	29
Charter School		0.7%	7
Culinary School		1.9%	19
Beauty School		1.3%	13
Language School		1.9%	19
Tutoring Center		1.3%	13
Private Elementary School		1.4%	14
Private Middle School		0.4%	4
Private High School		1.5%	15
Private K-12 School		1.2%	12
Private Tutor		1.2%	12
Vocational School		1.5%	15
Real Estate School		2.3%	23
Aviation / Flight School		2.0%	20
Parochial School		1.4%	14

















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%	264
Credit Union		14.8%	146
Financial Advisor		11.6%	114
Check Cashing Service		1.0%	10
Money Transfer Service		1.7%	17
Stockbroker		3.6%	36
Tax Return Service		17.7%	175
Auto Broker		0.9%	9
Bail Bonds Service		0.2%	2
Bankruptcy Service		0.7%	7
Bookkeeping Service		2.3%	23
Business Development Service		0.8%	8
Car Leasing Service		2.4%	24
Credit Counseling Service		1.5%	15
None of the above / Does not apply		56.3%	556















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

Value		Percent	Responses
Payday Loan Company		1.2%	12
Debt Consolidation Company		3.5%	35
Credit Repair Service		2.6%	26
Title Loan Company		1.6%	16
None of the above / Does not apply		93.0%	918

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		2.4%	24
Chiropractor		10.4%	103
Dermatologist		13.6%	134
Dentist		38.4%	379
General Practitioner		18.9%	187
Family Practitioner		23.5%	232
Obstetrician & Gynecologist		8.3%	82
Optometrist		18.6%	184
Physical Therapist		6.7%	66
Psychiatrist		4.0%	39
Pediatrician		4.8%	47
Allergist		5.0%	49
Pain Management Physician		4.8%	47
None of the above / Does not apply		43.5%	429
























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


Value		Percent	Responses
Dental Clinic		14.4%	142
Hearing Aid Center		3.5%	35
Hospital		6.3%	62
Medical Clinic		11.2%	111
Weight Loss Service		4.3%	42
Alcoholism Treatment Program		0.2%	2
Blood Donation Center		4.2%	41
Drug Addiction Treatment Center		0.4%	4
Mental Health Clinic		1.6%	16
Pain Control Clinic		2.9%	29
Walk-In Clinic		6.3%	62
Mental Health Service		2.2%	22
Drug Testing Service		0.1%	1
None of the above / Does not apply		68.7%	678

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		5.3%	52
Allergy or Asthma Specialist		10.8%	107
Mental Health Provider		8.4%	83
Denture or Implant Specialist		8.4%	83
Cosmetic Dentist		3.1%	31
Oral Surgeon		3.2%	32
Orthodontist		5.9%	58
Cardiologist		17.2%	170
Ear, Nose & Throat Doctor		12.9%	127
Gastroenterologist		11.0%	109
Internal Medicine Doctor		27.5%	271
Massage Therapist		18.4%	182
Naturopathic Practitioner		3.1%	31
Nutritionist or Dietician		3.9%	38
Oncologist		4.7%	46
Ophthalmologist		21.9%	216
Orthopedist		4.5%	44
Podiatrist		8.1%	80
Urologist		8.5%	84
Surgical Specialist		4.7%	46
None of the above / Does not apply		25.6%	253
Cardiovascular Surgeon		0.9%	9
Cosmetic or Plastic Surgeon		1.7%	17
Home Health Care Provider		1.9%	19

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%	59
Veterans Hospital		4.9%	48
Laboratory or Medical Testing Facility		14.2%	140
Medical Imaging Service		9.6%	95
Medical Supply Store		4.1%	40
Pain Clinic		5.7%	56
Sleep Disorder Clinic		5.9%	58
Urgent Care Clinic		10.6%	105
Medical Walk-In Clinic		10.0%	99
Mental Health Service		4.8%	47
None of the above / Does not apply		52.3%	516
Alzheimer's or Memory Care Facility		1.2%	12
Medical Marijuana Authorization		1.9%	19
Hospice Care Provider		1.0%	10
Laser Eye Surgery Clinic		2.9%	29
Medical Spa		0.5%	5
Memory Care Facility		0.7%	7
Isolation Tank		0.6%	6
Rehabilitation Clinic		2.4%	24
Sports Medicine Clinic		2.4%	24
Medical Transport Service		1.1%	11
Vascular Surgeon or Vein Center		1.7%	17
Physical Health Center		1.9%	19










Value		Percent	Responses
Drug Testing Service		0.6%	6

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		53.1%	524
Regional Airport		27.1%	267
Bed & Breakfast		12.9%	127
Campground		14.0%	138
Cruise Line		12.8%	126
Hotel or Motel (Local)		12.1%	119
Hotel or Motel (Out-of-Town)		62.8%	620
Luggage-Travel Store		1.5%	15
RV Rental Company		2.1%	21
Ski Resort		3.6%	36
Tour Company		4.1%	40
Shuttle Service		12.3%	121
Limo Service		3.1%	31
Taxi Service		10.5%	104
Travel Agent		10.2%	101
None of the above / Does not apply		22.2%	219

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		3.3%	33
Courier or Delivery Service		4.5%	44
Dry Cleaning or Laundry Service		31.5%	311
Electronics Repair Shop		4.3%	42
Information Technology (IT) Service		4.0%	39
Jewelry Repair Shop		11.8%	116
Mail Store		18.7%	185
Moving Truck Rental Company		3.1%	31
Printing Service		6.0%	59
Propane Dealer		8.7%	86
Junkyard		3.7%	37
Recycling Center		19.9%	196
Self-Storage Facility		7.2%	71
Sewing and Alterations Shop		8.4%	83
Small Engine Repair Shop		4.2%	41
Shipping Center		13.2%	130
Shoe Repair Shop		9.0%	89
Watch or Clock Repair Shop		8.9%	88
Mobile or Cell Phone Repair Shop		5.9%	58
Copy Shop		8.2%	81
Tool Rental Service		3.2%	32
Airport Parking Lot		28.6%	282
Car Rental Agency		15.7%	155
None of the above / Does not apply		23.8%	235
Bottled Water Delivery Service		1.6%	16

Value		Percent	Responses
Propane Home Heating Service		2.1%	21
Funeral Service Provider		2.0%	20
Cremation Service Provider		1.4%	14
Adoption Agency		0.3%	3
Animal Control Service		2.0%	20
Marketing Agency		0.5%	5
Marketing Consultant		0.2%	2
Marriage Counselor		1.0%	10
Mediation Service		1.1%	11

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

Value		Percent	Responses
Chamber of Commerce		5.2%	51
Charity or Philanthropic Organization		8.4%	83
Church		50.9%	502
City or Municipal Service		15.3%	151
Community Organization		5.8%	57
Community Service or Non-Profit Organization		8.0%	79
City Center		4.8%	47
City or Town Hall		15.0%	148
Civic Center		8.2%	81
Community Center		12.9%	127
Convention Center		6.6%	65
County Government Office		6.7%	66



Value		Percent	Responses
Department of Motor Vehicles		38.8%	383
Department of Social Services		3.5%	35
Employment Center		3.1%	31
Gun Club		5.5%	54
Veterans Center		5.6%	55
Veterans Organization		4.9%	48
None of the above / Does not apply		21.2%	209
Government or Political Service		1.4%	14
Adult Foster Care Service		0.4%	4
Equipment Rental Agency		1.1%	11
Foster Care Service		0.5%	5
Government Economic Program		0.6%	6
Unemployment Office		2.7%	27
Youth Organization		2.2%	22
Farm Bureau		1.3%	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		7.8%	77
Paving Contractor		2.8%	28
General Contractor		7.9%	78
Electrician		11.7%	115
Handyman		18.1%	179
Heating & Air Conditioning Service		14.1%	139
Home Maintenance Service		3.9%	38
Landscaping Service		13.9%	137
Painting Contractor		6.9%	68
Plumber or Plumbing Contractor		10.2%	101
Home Security Company		3.1%	31
Countertop Contractor		5.0%	49
Demolition Contractor		0.6%	6
Garbage Collection Service		9.6%	95
Deck Builder		4.1%	40
None of the above / Does not apply		51.6%	509

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		14.7%	145
Chimney Cleaning Service		4.1%	40
Fuel or Oil Home Heating Service		2.3%	23
Furnace Cleaning Service		6.3%	62
Home Gardening Service		2.1%	21
Landscaper		7.5%	74
House Cleaning Service		7.1%	70
Pest Control Service or Exterminator		6.0%	59
Pool Cleaning Service		1.7%	17
Television or Internet Service Provider		18.1%	179
House Cleaning Service		2.7%	27
Lawn Care Service		13.5%	133
None of the above / Does not apply		54.1%	534

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		8.5%	84
Carpenter or Woodworker		7.7%	76
Carpet Installation Contractor		5.7%	56
Concrete Contractor		5.0%	49
Drywall Installation or Repair Contractor		4.1%	40
Fencing Contractor		3.7%	37
Furnace Contractor		4.7%	46

Value		Percent	Responses
Flooring Installation Service		6.7%	66
Garage Door Contractor		5.2%	51
Gutter Installation or Repair Contractor		3.5%	35
Junk Removal or Hauling Service		6.1%	60
Kitchen or Bath Remodeling Company		7.7%	76
Mover or Moving Company		3.1%	31
Roofing Contractor		4.7%	46
Remodeling Contractor		5.0%	49
Window Installer		5.1%	50
Asphalt Contractor		3.7%	37
None of the above / Does not apply		55.0%	543
Alternative Energy Service		2.3%	23
New Home Builder		0.6%	6
Fire & Water Damage Restoration Service		0.6%	6
Foundation Contractor		0.8%	8
Garage Builder		1.4%	14
Insulation Installer		0.8%	8
Landscape Architect		2.4%	24
Septic Tank Contractor		2.5%	25
Siding Installation or Repair Contractor		1.7%	17
Stone or Marble Company		1.1%	11
Tile Contractor		1.9%	19
Waterproofing Contractor		0.5%	5
Water Well Drilling Contractor		0.5%	5
Solar Energy Contractor		1.9%	19





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

Value		Percent	Responses
Awning & Tent Company		1.3%	13
Bathtub Refinishing Service		2.5%	25
Cabinet Refacing Service		2.6%	26
Furniture Upholstery Service		3.0%	30
Home Theater Installation Service		0.5%	5
Interior Designer		1.8%	18
Key or Locksmith Service		3.5%	35
Home Pressure Washing Service		5.6%	55
Shades & Blinds Installation Service		5.5%	54
Arborist		5.9%	58
Water Treatment Supply & Service		1.7%	17
Wallcoverings Store		0.5%	5
Window & Door Installation Service		6.0%	59
None of the above / Does not apply		71.2%	703





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

Value		Percent	Responses
Retirement Counselor		1.9%	19
Assisted Living Facility		1.9%	19
Retirement Home		0.7%	7
Nursing Home		2.0%	20
55+ Housing Community		6.1%	60
Senior Center		7.5%	74
Adult Day Care		1.2%	12
Geriatric Physician		1.5%	15
Respite Relief Provider		0.8%	8
Senior Care Placement Agency		0.6%	6
None of the above / Does not apply		82.5%	814












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		4.2%	41
Summer Camp		7.1%	70
Sports Camp		4.0%	39
None of the above / Does not apply		88.9%	877








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		21.4%	211
Children's Shoe Store		9.2%	91
Children's Furniture Store		2.4%	24
None of the above / Does not apply		77.9%	769









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

Value		Percent	Responses
Animal Shelter		3.6%	36
Animal Daycare		4.7%	46
Emergency Animal Hospital		2.1%	21
Pet Boarding		9.7%	96
Pet Breeder		1.9%	19
Pet Groomer		18.3%	181
Pet Sitter		6.6%	65
Pet Trainer		1.8%	18
Pet Walker		0.8%	8
Veterinarian		40.8%	403
None of the above / Does not apply		49.0%	484

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		11.0%	109
Bird Specialty Store		1.4%	14
Bird Shop		1.2%	12
Pet Boutique		1.8%	18
Fish or Aquarium Store		3.3%	33
Pet Store		40.8%	403
None of the above / Does not apply		52.5%	518

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		2.3%	23
Property Manager		1.4%	14
Realtor		7.7%	76
Real Estate Brokerage Firm		1.6%	16
Title & Escrow Company		3.1%	31
Estate Appraiser		2.0%	20
Estate Liquidator		1.2%	12
None of the above / Does not apply		88.2%	871

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




























Value		Percent	Responses
Apartment Rental Agency		3.1%	31
Developer		0.7%	7
Home Inspector		5.1%	50
Home Staging Company		0.7%	7
Manufactured or Modular Home Builder		0.6%	6
New Home Builder		1.5%	15
Mortgage Banker		4.2%	41
Real Estate Appraiser		6.2%	61
None of the above / Does not apply		86.9%	858


























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		67.5%	666
Family Style Restaurant		46.4%	458
Buffet Restaurant		24.6%	243
Fine Dining Restaurant		36.3%	358
Restaurant with Lounge or Bar		36.4%	359
Pizza Restaurant		59.4%	586
Ethnic Restaurant		23.9%	236
Chinese Restaurant		43.8%	432
Mexican Restaurant		48.6%	480
Italian Restaurant		38.3%	378
Japanese or Sushi Restaurant		16.2%	160
Thai Restaurant		14.1%	139
Indian Restaurant		8.1%	80
None of the above / Does not apply		5.9%	58

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











Value		Percent	Responses
Art Supply Store		12.4%	122
Art Gallery		8.5%	84
Craft Supply Store		27.0%	266
Home and Office Battery Store		6.0%	59
Bookstore		42.2%	417
Candle Shop		10.1%	100

Value		Percent	Responses
Cigar Store		3.2%	32
Coin Shop		3.0%	30
Computer Store		14.3%	141
Department Store		69.1%	682
Discount Store		61.0%	602
Drugstore or Pharmacy		71.1%	702
Electronics Store		19.0%	188
Fabric Store		16.9%	167
Florist		15.5%	153
Gift Shop		21.7%	214
Herb Shop or Herbalist		3.7%	37
Hobby Shop		20.3%	200
Mobile Phone Store		18.2%	180
Music and Video Store		8.6%	85
Music Instrument Store		4.8%	47
Music Store		5.6%	55
Office Equipment & Supply Store		16.1%	159
Outlet Store		31.4%	310
Pawn Shop		5.5%	54
Flea Market		20.3%	200
Religious Supply or Gift Shop		6.0%	59
Scrap Metal Dealer		3.6%	36
Shopping Center		44.3%	437
Consignment Shop		23.0%	227
Tobacco Store		4.5%	44

Value		Percent	Responses
Vape or Smoke Shop		3.7%	37
Toy Store		10.2%	101
Record Store		4.3%	42
Vitamin or Supplement Store		14.6%	144
Wholesale, Warehouse or Club Store		33.3%	329
Thrift Store		40.5%	400
Yard Equipment Store		9.9%	98
Costume Store		4.3%	42
Camera Store		4.4%	43
Bead Store		5.6%	55
Marijuana Dispensary		3.6%	36
Gun Shop		10.6%	105
Christian Book Store		10.9%	108
Christmas Store		15.0%	148
Yarn Store		4.8%	47
None of the above / Does not apply		4.3%	42
Adult Video or Adult Store		2.0%	20
Blown Glass Gallery		1.3%	13
New Age Book Store		1.5%	15
Comic Book Shop		2.5%	25
Equipment Rental Store		2.3%	23
Knife Store		1.3%	13
Military Surplus Store		2.7%	27
Monument or Memorial Company		0.8%	8
Sewing Studio		1.8%	18

Value		Percent	Responses
Sign Store		1.0%	10
Trophy or Award Store		1.2%	12
Wedding Supply Store		1.0%	10
Flag Store		0.9%	9
Survival Store		1.0%	10
Stamp Shop		1.4%	14
Photo Restoration Service		0.9%	9
Security Service		1.5%	15
Gold Dealer		1.4%	14
Coworking Space		0.2%	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		19.4%	191
Major Appliance Store		10.3%	102
Small Appliance Store		4.8%	47
TV & Appliance Store		9.4%	93
Baby Supply & Furniture Store		4.0%	39
Bath & Accessory Store		25.5%	252
Building Supply Store or Lumber Yard		25.5%	252
Cabinet Store		3.6%	36
Carpet Store		6.5%	64
Fireplace, Wood Stove or Barbeque Store		3.9%	38

Value		Percent	Responses
Flooring Store		9.9%	98
Frame Shop		4.1%	40
Furniture Store		18.8%	186
Hardware Store		42.0%	415
Home & Garden Center		48.5%	479
Home Decor Store		21.0%	207
Lighting Store		6.5%	64
Mattress or Bedding Store		10.9%	108
Plant Nursery & Garden Supply Store		21.5%	212
Outdoor Furniture Store		6.0%	59
Paint Store		15.0%	148
Rug Store		3.2%	32
Pool & Spa Dealer		3.9%	38
Tool Store		6.9%	68
Vacuum Store		4.2%	41
TV Store		3.5%	35
None of the above / Does not apply		17.5%	173
Clock Shop		2.3%	23
Furniture Restoration Shop		2.3%	23
Hot Tub or Spa Dealer		1.9%	19
Rent-to-Own Store		1.3%	13
Solar Energy Equipment Dealer		2.3%	23
Tool Rental Center		2.3%	23
Window Store		1.7%	17
Futon Store		0.2%	2

Value		Percent	Responses
Used Building Supply Store		2.2%	22

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		27.1%	267
Beauty Supply Store		25.8%	255
Clothing Accessory Store		31.3%	309
Menswear Store		21.5%	212
Women's Clothing Store		54.0%	533
Eyewear & Opticians Store		32.1%	317
Jewelry Store		14.4%	142
Leather Goods Store		3.3%	33
Lingerie Store		6.9%	68
Logo Apparel Store		4.8%	47
Outdoor Clothing Store		17.1%	169
Perfume Store		7.2%	71
Shoe Store		50.3%	496
Sportswear Store		17.9%	177
Swimwear Store		8.0%	79
Watch Store		3.1%	31
None of the above / Does not apply		16.9%	167
Bridal Shop		1.7%	17
Fur Store		0.6%	6
Maternity Store		0.8%	8
Western Wear Store		2.6%	26

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		10.5%	104
Insurance Agency		11.0%	109
Legal Firm or Attorney		6.5%	64
Tax Advisor		12.4%	122
None of the above / Does not apply		73.7%	727











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

Value		Percent	Responses
Digital or Search Marketing Firm		0.3%	3
Architect or Architecture Firm		1.6%	16
Commercial Builder		1.1%	11
Employment or Staffing Agency		4.1%	40
Graphic Designer		0.8%	8
Telecommunications Provider		7.0%	69
Life Coach		1.8%	18
Private Investigator		0.4%	4
None of the above / Does not apply		86.0%	849

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

Value		Percent	Responses
Purchase Motorcycle Parts		3.6%	36
Have Boat Repaired or Serviced		3.5%	35
None of the above / Does not apply		87.4%	863
Purchase New All-Terrain Vehicle (ATV)		0.6%	6
Purchase New Boat		0.9%	9
Purchase New Personal Watercraft		0.5%	5
Purchase New Motorcycle		0.3%	3
Purchase New Motorcycle Trike		0.4%	4
Purchase New Snowmobile		0.1%	1
Purchase Used All-Terrain Vehicle (ATV)		0.7%	7
Purchase Used Boat		1.3%	13
Purchase Used Personal Watercraft		0.6%	6
Purchase Used Motorcycle		1.2%	12
Purchase Used Snowmobile		0.3%	3
Have Motorcycle Repaired		1.8%	18
Purchase Boat Parts		2.9%	29
Purchase Marine Electronics		0.7%	7
Purchase New Golf Cart		0.4%	4
Purchase Used Golf Cart		0.9%	9
Purchase Motorcycle Apparel		2.4%	24
Rent Snowmobile		0.4%	4

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		0.1%	1
Purchase New Class B RV		0.3%	3
Purchase New Class C RV		0.3%	3
Purchase New Travel Trailer or 5th Wheel		1.0%	10
Purchase Used Class A RV		0.7%	7
Purchase Used Class B RV		0.4%	4
Purchase Used Class C RV		0.7%	7
Purchase Used Travel Trailer or 5th wheel		1.0%	10
Purchase Used Camper Shell		0.8%	8
None of the above / Does not apply		95.9%	947

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		7.5%	74
New Luxury Vehicle - Under \$50,000		2.2%	22
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	6
New Luxury Vehicle - Over \$75,000		0.4%	4
New Van		0.3%	3
New Minivan		0.8%	8
New SUV		5.3%	52
New Truck		3.3%	33
New Hybrid or Electric Vehicle		1.1%	11
Used Car		13.1%	129
Used Luxury Vehicle - Under \$30,000		1.7%	17
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	6
Used Van		0.6%	6
Used Minivan		1.1%	11
Used SUV		6.0%	59
Used Truck		4.4%	43
Used Hybrid or Electric Vehicle		1.2%	12
None of the above / Does not apply		67.5%	666


























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

Value		Percent	Responses
Compact car		6.2%	61
Full-size car		4.5%	44
Luxury vehicle (any size)		3.0%	30
Midsize car		7.8%	77
Pickup truck		7.5%	74
Sport utility vehicle (SUV)		19.3%	190
Van or mini-van		4.7%	46
None of the above		47.1%	465



Total: 987

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		4.8%	47
Chevrolet		14.3%	141
Chrysler		3.5%	35
Dodge		6.3%	62
Ford		14.4%	142
GMC		7.7%	76
Honda		13.9%	137
Hyundai		6.8%	67
Jeep		5.6%	55
Kia		4.7%	46
Mazda		3.6%	36
Nissan		7.4%	73

Value		Percent	Responses
Subaru		8.6%	85
Toyota		16.7%	165
Volkswagen		3.0%	30
None of the above / Does not apply		49.0%	484
Acura		2.4%	24
Audi		2.0%	20
BMW		2.8%	28
Cadillac		2.6%	26
Ferrari		0.1%	1
Fiat		0.4%	4
Infiniti		0.9%	9
Jaguar		0.6%	6
Land Rover		1.1%	11
Lamborghini		0.1%	1
Lexus		2.4%	24
Lincoln		0.9%	9
Mercedes-Benz		1.7%	17
Mini		0.6%	6
Mitsubishi		0.8%	8
Porsche		0.3%	3
Saab		0.2%	2
Scion		0.2%	2
Suzuki		0.3%	3
Tesla		1.2%	12
Volvo		1.8%	18

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 	22.9%	226
No 	77.1%	761
<b>Total: 987</b>		

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

Value	Percent	Responses
GPS Device (Handheld or In-Vehicle) 	3.7%	37
Office Equipment 	9.7%	96
Printer 	10.0%	99
Ink or Printer Cartridges 	42.6%	420
Satellite Radio 	3.0%	30
Wi-Fi for Home 	7.7%	76
Headphones 	17.2%	170
Portable Speakers 	4.8%	47
Customizable Smartphone accessories 	4.9%	48
Wireless Speakers 	5.0%	49
Smartphone Charger 	10.5%	104
Smartwatch 	3.5%	35
Phone or Tablet Controlled Home Tech Products 	4.6%	45
Noise Canceling Headphones 	6.0%	59
Healthcare Device 	3.6%	36





Value		Percent	Responses
Surge Protector		5.5%	54
Apple Watch		7.0%	69
Activity Tracker or Pedometer		8.9%	88
Batteries for Electronics		35.3%	348
None of the above / Does not apply		32.1%	317
Home Theater System		1.9%	19
Satellite TV System		1.5%	15
Stereo System (Home)		1.3%	13
Phone Calling Card		2.8%	28
Compact/Mini Projector		0.8%	8
Wearable Electronics		2.1%	21
Aerial Drone		2.2%	22
Aerial Drone Accessories		0.9%	9
Short Wave Radio		0.2%	2
Wireless Hotspot		1.9%	19
Assistive Technology for Hearing		2.4%	24
Assistive Technology for Vision		1.6%	16
Virtual Reality Headset		0.6%	6
Smartwatch Accessories		1.6%	16
Smart Sports Equipment		0.5%	5

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







Value		Percent	Responses
Camera (Digital) SLR		3.0%	30










Value		Percent	Responses
Camera Accessories or Supplies		3.9%	38
Camera Memory Card		5.5%	54
Computer Accessories		7.3%	72
Computer Software		5.6%	55
E-Reader (Kindle or Similar)		3.1%	31
Tablet (iPad or Similar)		7.4%	73
Personal Computer		5.2%	51
Laptop Computer		12.0%	118
4K Ultra HD TV		7.8%	77
Smart TV		10.0%	99
PC Laptop		5.2%	51
MacBook		3.1%	31
Computer or Tablet Support		3.7%	37
None of the above / Does not apply		49.6%	490
Camera (Digital) - Point and Shoot		2.6%	26
Mirrorless Camera		0.6%	6
Camera (Film)		1.8%	18
Camera Lens		2.2%	22
Portable DVD Player		1.7%	17
TiVo or DVR		1.3%	13
Computer Bag		1.9%	19
Digital Recording Binoculars or Optics		0.1%	1
TV (3D)		1.5%	15
Curved TV		1.4%	14
OLED TV		1.2%	12

Value		Percent	Responses
Digital TV Tuner or Converter		0.5%	5
Audio Visual Cables and Connectors		2.6%	26
Chromebook		2.4%	24
Refurbished Laptop		1.1%	11

68. Which of the following types of phones do you and the members of your household plan to purchase in the next 12 months? (Check all that apply.)















Value		Percent	Responses
Smartphone		21.3%	210
Conventional Cell Phone		5.9%	58
Prepaid Cell Phone		3.4%	34
Unlocked Cell Phone		2.4%	24
Large-Screen Smartphone		4.8%	47
None of the above / Does not apply		68.7%	678

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%	57
Necklaces		10.1%	100
Rings (Other)		6.9%	68
Earrings		20.4%	201
Pendants		3.9%	38
Diamond Jewelry		6.5%	64
Silver Jewelry		6.9%	68

Value		Percent	Responses
Gemstone Jewelry		4.5%	44
Men's Jewelry		3.5%	35
Costume Jewelry		11.7%	115
Women's Jewelry		12.2%	120
None of the above / Does not apply		61.1%	603
Engagement Rings		0.7%	7
Wedding Rings		1.0%	10
Graduation Rings		0.9%	9
Celtic Jewelry		2.2%	22
Pearl Jewelry		1.8%	18
Children's Jewelry		2.6%	26
Designer Jewelry		2.2%	22
Custom Designed Jewelry		2.8%	28
Crystal Figurines		0.4%	4
Jewelry Box or Organizer		2.9%	29
Men's High-End Watch		1.7%	17
Women's High-End Watch		1.3%	13



















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

Value		Percent	Responses
Auto Insurance		16.2%	160
Crop Insurance		0.2%	2
Dental Insurance		9.6%	95
Disability Insurance		1.9%	19
Homeowner Insurance		10.5%	104
Life Insurance		7.5%	74
Medical (Health) Insurance		8.0%	79
Medicare		4.5%	44
Long Term Care Insurance		2.0%	20
Pet Insurance		1.6%	16
Renters Insurance		2.7%	27
Agriculture Insurance		0.1%	1
Professional Liability Insurance		0.1%	1
None of the above / Does not apply		69.8%	689



















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		3.3%	33
Chiropractor		6.1%	60
Family Practice Doctor		10.9%	108
Hospital		3.6%	36
Medical Clinic		4.9%	48
Optometrist		6.6%	65
Primary Care Provider		8.8%	87
Drugstore or Pharmacy		8.0%	79
None of the above / Does not apply		67.9%	670
Audiologist		2.2%	22
Counseling & Mental Health Specialist		2.8%	28
Geriatric Specialist		0.7%	7
Home Healthcare		0.6%	6
Pediatric Dentist		0.7%	7
Pediatrician		1.5%	15
Wellness Business		0.6%	6
Substance Abuse Treatment Provider		0.2%	2
Weight Loss Service		2.9%	29
Alternative Care Provider		0.8%	8
Physical Therapy or Rehabilitation service provider		2.1%	21
Hearing Aid Center		2.0%	20

72. Which of the following TYPES of LEGAL SERVICE PROVIDERS do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		2.2%	22
Bankruptcy Attorney		1.4%	14
Banking, Partnership & Business Law Attorney		1.9%	19
Child Support Attorney		1.1%	11
Criminal Law Attorney		0.5%	5
Disability & Social Security Attorney		1.3%	13
Divorce & Family Law Attorney		2.0%	20
DWI, DUI, OWI, OUI Attorney		0.2%	2
Employment Discrimination or Labor Issues Attorney		0.7%	7
General Practice Attorney		1.8%	18
Intellectual Property Attorney		0.3%	3
Malpractice Attorney		0.4%	4
Patent, Trademark & Copyright Attorney		0.5%	5
Probate Attorney		0.6%	6
Real Estate Attorney		2.5%	25
Taxation Attorney		0.8%	8
Wills, Trusts & Estates Attorney		13.5%	133
None of the above / Does not apply		75.9%	749

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

Value		Percent	Responses
Botox		3.3%	33
Breast Augmentation		0.7%	7
Breast Implants		0.7%	7
Dermabrasion		1.8%	18
Ear Surgery		0.3%	3
Eyelid Surgery		0.8%	8
Fat Reduction		1.8%	18
Facelift		0.5%	5
Forehead Lift		0.1%	1
Hair Transplant		0.3%	3
Hair Loss Treatment		1.0%	10
Lap Band		0.1%	1
Lip Augmentation		0.3%	3
Liposuction		0.4%	4
Lasik		1.4%	14
Skin Treatment		5.6%	55
Rhinoplasty (Nose Job)		0.1%	1
None of the above / Does not apply		87.6%	865


























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


























Value		Percent	Responses
Dental Checkup		58.7%	579
Teeth Cleaning		51.6%	509
Cavity Filling		16.4%	162
Crown		13.6%	134
Oral Surgery		3.0%	30
Braces		4.7%	46
Composite Bonding		1.5%	15
Dental Implants		7.9%	78
Dental Veneers		1.6%	16
Dentures		5.4%	53
Full Mouth Reconstruction		1.0%	10
Inlays or Onlays		0.3%	3
Smile Makeover		0.6%	6
Teeth Whitening		8.0%	79
None of the above / Does not apply		17.3%	171








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		45.2%	446
Purchase Health Related Products		11.3%	112
Use Physical Rehabilitation Services		3.6%	36
Purchase Health and Wellness Supplements		18.1%	179
Receive Treatment for Back Pain		8.9%	88














Value		Percent	Responses
Have an Eye/Vision Exam		56.7%	560
Purchase Prescription Eyeglasses		30.2%	298
Purchase Prescription Contact Lenses		11.7%	115
Have an Annual Physical or Checkup		51.9%	512
Have X-Rays Taken		10.2%	101
Have a Scheduled Surgery		4.8%	47
Have Blood Drawn for Testing		45.8%	452
Plan to Visit a Hospital for any Medical Service or Procedure		9.1%	90
Have Foot Problems Diagnosed or Treated		7.7%	76
Senior Travel		7.2%	71
Receive Treatment for a Sleep Disorder		4.7%	46
Purchase Allergy Medications		16.8%	166
Use Personal Trainer or Instructor		4.8%	47
Cardiovascular Treatment		5.7%	56
Cancer Treatment		3.9%	38
Orthopaedic or Knee Surgery		3.3%	33
Nutritional Counseling		4.1%	40
Chiropractic Care		14.2%	140
Do Corrective Exercises		6.6%	65
Purchase Diabetes Testing Supplies		8.4%	83
Get Vaccinations at Drug Store or Pharmacy		18.2%	180
Join a Weight Loss Group		3.0%	30
Purchase Weight Loss Supplements		4.3%	42
Have Cataract Surgery		3.4%	34
Discretionary Health Care and Wellness Services and Products		6.3%	62









Value		Percent	Responses
Purchase Vitamins		44.2%	436
Have Acupuncture		4.1%	40
Purchase Hemp Based Supplements		4.6%	45
Purchase Anti Anxiety Medication or Supplements		6.9%	68
None of the above / Does not apply		16.9%	167
Purchase Elder Care-Related Products or Services		1.7%	17
Purchase Medical Supplies or Equipment for Home		2.5%	25
Find Home for Aging Parent		2.3%	23
Participate in a Medical Study		2.5%	25
Stop Smoking		2.8%	28
Purchase a Mobility Device		0.9%	9
Receive Treatment for Vehicle or Workplace Injury		0.8%	8
Handicap Accessible Products		2.1%	21
Purchase Orthopedic Shoes		2.1%	21
Purchase Home Medical Testing Equipment or Supplies		1.5%	15
Hire a Personal Care Assistant		1.0%	10
Hire a Caregiver or Respite Worker		1.3%	13
Purchase "Aging in Place" Products		1.6%	16
Purchase a Medical Alert Service		0.7%	7
Have Safety Bars Installed in Bathroom		2.0%	20
Stroke Treatment		0.6%	6
Memory or Alzheimer's Care		1.2%	12
Spinal and Postural Screening		1.1%	11
Physiotherapy		1.4%	14
Receive Treatment for Substance Abuse		0.3%	3

Value		Percent	Responses
Purchase Blood Pressure Monitoring Device		2.3%	23
Receive Aquatic Therapy		1.5%	15
Purchase Weight Loss Food Plan		1.6%	16
Have Reflexology Treatment		1.2%	12
Hire a Weight Loss Professional		1.3%	13
Purchase Marijuana		2.8%	28
Receive Treatment for PTSD		1.4%	14










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.7%	7
Purchase a "In-the-Ear" Hearing Aid		1.6%	16
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.8%	8
Purchase a Digital Hearing Aid		1.7%	17
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	13
Purchase Hearing Aid Cleaning Supplies		1.9%	19
Purchase Hearing Aid Batteries		5.5%	54
Purchase a "In-the-Canal" Hearing Aid		1.2%	12
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		15.0%	148
None of the above / Does not apply		81.6%	805














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		0.9%	9
Pre-purchase a Funeral Plot or Cremation Service		3.4%	34
Purchase a Monument or Headstone		0.8%	8
Use a Funeral Planner		2.0%	20
Purchase Flowers for a Funeral		3.1%	31
Use a Cremation Service		1.6%	16
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	4
None of the above / Does not apply		91.2%	900

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		1.0%	10
Move into a Assisted Living Facility		1.5%	15
Move into a Nursing Home		0.9%	9
Move into a Alzheimers Care Facility		0.3%	3
Move Into a Hospice Facility		0.2%	2
Hospice to your Home or House		0.9%	9
Move into Residential Care Home		0.7%	7
Utilize a Respite Provider		0.6%	6
None of the above / Does not apply		95.8%	946












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

Value		Percent	Responses
Open Checking Account		3.7%	37
Open Savings Account		4.1%	40
Online Banking		43.2%	426
Manage Investments		16.9%	167
Manage Retirement Accounts		19.7%	194
Mortgage Line of Credit		4.0%	39
Financial Consulting		13.9%	137
Financial Services		16.6%	164
Safe Deposit Box Rental		8.2%	81
Obtain New Credit Card		5.0%	49
Payday Loan or Check Cashing Business		0.2%	2
Use Vehicle Title Loan Company		1.2%	12
None of the above / Does not apply		37.9%	374











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		7.1%	70
Certificates of Deposit		10.1%	100
City or State Bonds		1.7%	17
Collectibles, Antiques or Art		2.3%	23
Common or Preferred Stock		8.0%	79
Corporate Bonds or Debentures		1.6%	16
401(k)		25.3%	250
Gold or Precious Metals		1.8%	18
IRA		17.6%	174
Money Market Funds		10.6%	105
Mutual Funds		15.7%	155
Non-US Stocks		2.0%	20
Options		1.1%	11
US Savings Bonds		2.4%	24
US Treasury Notes		1.3%	13
Coins or Stamps		2.8%	28
None of the above / Does not apply		52.6%	519

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
Business Equipment Loan		0.3%	3
Carpeting or Furniture Loan		0.6%	6
College Expenses Loan		3.5%	35
College Tuition Loan		4.9%	48
Debt Consolidation Loan		3.4%	34
Medical Expenses Loan		0.6%	6
New Vehicle Loan		6.3%	62
Used Vehicle Loan		7.3%	72
Vacation or Travel Loan		0.9%	9
Wedding Loan		0.5%	5
None of the above / Does not apply		80.6%	796















82. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		33.2%	328
Coats		23.6%	233
Lipstick		27.8%	274
Nail Polish		20.3%	200
Eyewear or Sunglasses		41.7%	412
Formal Wear		5.0%	49
Handbags		21.6%	213
Hats		11.9%	117
Intimate Apparel		20.5%	202
Jewelry or Accessories		19.8%	195








Value		Percent	Responses
Watches		6.8%	67
Luggage or Bags		5.4%	53
Perfume		19.9%	196
Men's Apparel		45.1%	445
Men's Shoes		37.6%	371
Men's Underwear		33.8%	334
Women's Apparel		62.0%	612
Women's Pajamas or Sleepwear		29.2%	288
Women's Shoes		53.7%	530
Women's Underwear		45.0%	444
Swimwear		20.8%	205
Socks		46.6%	460
Scarves		9.5%	94
Ties		7.1%	70
Uniforms		3.5%	35
Western Clothing		3.0%	30
Outerwear		19.7%	194
None of the above / Does not apply		12.8%	126
Body Jewelry		2.8%	28
Fur Coat		0.5%	5

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		10.1%	100
Children's Winter Coats		7.8%	77
Children's Swimwear		12.4%	122
Children's Pants		17.2%	170
Children's T-Shirts		18.5%	183
Children's Dresses		10.2%	101
Children's Pajamas or Sleepwear		18.7%	185
Children's Socks		16.4%	162
Children's Party Dresses		3.7%	37
Children's Shorts		14.7%	145
Infant Clothing		8.0%	79
Children's School Uniform		2.8%	28
Children's Athletic Clothing		11.1%	110
None of the above / Does not apply		70.9%	700

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)		44.8%	442
Boots (Men's)		11.8%	116
Classic & Fashion Sneakers (Men's)		12.8%	126
Lace-Ups (Men's)		9.6%	95
Sandals (Men's)		8.6%	85
Slippers (Men's)		7.9%	78
Work & Safety (Men's)		6.8%	67

















Value		Percent	Responses
Lace-Up Sneakers (Women's)		18.0%	178
Pumps (Women's)		13.1%	129
Sling-Back Sandals (Women's)		12.2%	120
Classic & Fashion Sneakers (Women's)		20.6%	203
Slippers (Women's)		13.1%	129
Work & Safety (Women's)		3.3%	33
Cowboy Boots (Women's)		3.0%	30
Athletic & Outdoor Shoes (Women's)		49.2%	486
Loafers & Slip-Ons (Women's)		19.1%	189
Athletic & Outdoor Shoes (Children's)		13.9%	137
Sandals (Children's)		7.0%	69
Slip-Ons (Children's)		3.9%	38
Dress Shoes (Children's)		4.4%	43
None of the above / Does not apply		21.0%	207
Cowboy Boots (Men's)		2.9%	29
Formal & Tuxedo Footwear (Men's)		2.1%	21
Slippers (Children's)		2.6%	26
Cowboy Boots (Children's)		1.0%	10

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		17.4%	172
Have Clothing Dry Cleaned		32.7%	323
Have Shoes Repaired		12.8%	126
Rent or Purchase a Costume		1.8%	18
Wash Clothing at a Laundromat		6.3%	62
Purchase Custom Made Clothing Items		1.5%	15
None of the above / Does not apply		54.4%	537


























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%	30
Bicycle or Mountain Bike (Adult)		6.7%	66
Bicycle Tune-Up or Repair		9.4%	93
Camping or Hiking Equipment		9.8%	97
Exercise or Fitness Equipment		9.6%	95
Fishing Rods or Reels		8.3%	82
Fishing Bait or Attractant		14.4%	142
Fishing Accessories		16.7%	165
Golf Clubs or Equipment		6.0%	59
Hunting Gear		5.5%	54
Ammunition		15.2%	150
Running or Jogging Equipment		3.9%	38
Sports Equipment (Children)		3.6%	36
Sports Memorabilia		3.2%	32

Value		Percent	Responses
Swimming Gear		6.8%	67
Used Sporting Equipment		3.0%	30
Rifle		3.6%	36
Hand Gun		7.6%	75
Shotgun		3.2%	32
None of the above / Does not apply		50.9%	502
Bowling Equipment		2.7%	27
High End Bicycle		0.9%	9
Bicycle Rental		1.7%	17
Racquet Equipment		0.9%	9
Scuba, Diving or Snorkeling Equipment		1.3%	13
Skiing Equipment		1.8%	18
Soccer Equipment		1.6%	16
Trampoline		0.9%	9
Trophies or Plaques		0.4%	4
Weight Lifting Equipment		2.6%	26








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		35.0%	345
Bedding Flowers or Perennials		45.8%	452
Fertilizer		33.3%	329
Flower Pots		27.4%	270
Garden Ornaments		13.7%	135

Value		Percent	Responses
Gravel or Rock		11.7%	115
Hand Garden Tools		14.6%	144
Landscaping		11.2%	111
Indoor Garden Supplies		5.7%	56
Decorative Rock		9.8%	97
Lawn Seed, Turf or Sod		11.7%	115
Outdoor Fireplace or Fire Pit		4.3%	42
Outdoor Furniture		7.7%	76
Outdoor Grill		5.5%	54
Patio Furniture		8.0%	79
Propane		16.0%	158
Lawn Mower (Push)		3.7%	37
Shrubbery or Trees		10.0%	99
Stone (Cast, Crushed or Natural)		4.1%	40
Storage Shed		3.6%	36
Leaf Blower		4.7%	46
Insect or Fungus Control Products		12.5%	123
Outdoor Garden Flags		3.9%	38
None of the above / Does not apply		23.8%	235
Chainsaw		2.2%	22
Fountains		2.5%	25
Gate		1.3%	13
Gazebo		0.8%	8
Insects (Bees or Other Beneficial Species)		1.6%	16
Patio Heater		1.4%	14
























Value		Percent	Responses
Outdoor Infrared Heater or Fireplace		1.1%	11
Outdoor Smoker		1.7%	17
Outdoor Kitchen Equipment		0.6%	6
Outdoor Entertainment Center		0.8%	8
Patio Cover, Awning or Canopy		2.8%	28
Pole Shed		0.4%	4
Portable Outdoor Heater		0.6%	6
Power Garden Tools		2.1%	21
Lawn Mower (Riding)		2.5%	25
Rototiller		0.5%	5
Screen Porch		0.6%	6
Snow Blower		2.1%	21
Greenhouse		1.4%	14

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		4.3%	42
Animal Healthcare Products		5.0%	49
Fertilizers, Herbicides or Pesticides		6.2%	61
Plants, Plantings or Agricultural Seed		7.1%	70
Propane, Oils or Fuels		6.1%	60
Rocks, Gravel or Sand		3.1%	31
None of the above / Does not apply		79.1%	781

Value		Percent	Responses
ATV Products and Attachments		0.8%	8
Barn or Pole Building		0.7%	7
Blowers		1.0%	10
Steel Farm Building		0.2%	2
Carts or Utility Carriers		0.9%	9
Cement Mixers or Rollers		0.2%	2
Chippers or Shredders		0.4%	4
Diggers, Drillers or Drivers		0.3%	3
Drainage or Irrigation Equipment		0.2%	2
Farm Tool Rental		0.3%	3
Farm Equipment Rental		0.3%	3
Farm Machinery or Tractor Attachments & Implements		0.4%	4
Farm Work Clothes		0.6%	6
Ground-Working Equipment		0.5%	5
Mowers, Cutters or Clippers		2.1%	21
Pallet Forks, Forklifts or Skid Steers		0.3%	3
Pivot		0.1%	1
Planting and Seeding Equipment		1.9%	19
Rakes or Hay Handling Equipment		0.6%	6
Scoops or Shovels		1.0%	10
Sprayers or Spreaders		1.1%	11
Straw or Bedding Materials		1.3%	13
Sweepers or Industrial Vacuums		0.4%	4
Tree Cutters or Tree Maintenance Equipment		2.2%	22









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		15.6%	154
Bird Seed		17.3%	171
Cat Food		25.2%	249
Dog Food		32.8%	324
Fish Food		5.5%	54
Specialized Pet Food		4.5%	44
Other Pet Food		6.6%	65
Pet Accessories		15.2%	150
Pet Clothing		3.7%	37
Pet Toys		22.9%	226
Fish Supplies		3.5%	35
Annual Pet Vaccinations		35.4%	349
Annual Pet Checkups		32.2%	318
Preventative Care		6.9%	68
Adopt or Rescue a Pet		5.7%	56
Purchase Pet Medication		8.8%	87
Purchase Dog Bed		4.7%	46
Board a Pet Overnight		5.4%	53
Pet Dental Care		5.4%	53
Animal Training Classes		3.4%	34
None of the above / Does not apply		37.4%	369
Pet Enclosure		1.1%	11
Aquarium or Tank		2.2%	22



Value		Percent	Responses
Bird House		2.2%	22
Disease Diagnosis		0.6%	6
Pet Travel Cage		1.4%	14
Pet Travel Accessories		1.0%	10
Cremation or Burial Services		0.9%	9
Purchase a Pet		2.1%	21
Holistic or Alternative Pet Care		1.0%	10
Pet Tracking Device		1.3%	13
Bird Health Care		0.6%	6
Hemp Based Pet Supplements		0.5%	5
THC Based Pet Supplements		0.8%	8
Holistic or Alternative Pet Supplements		1.2%	12
Anti Anxiety or Stress Pet Medication for Holidays		2.3%	23

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

Value		Percent	Responses
Add or Replace Deck		5.1%	50
Add a Fence or Wall Structure		5.4%	53
Remodel Kitchen		7.4%	73
Cabinet Refacing or Resurfacing		4.1%	40
Remodel Bathroom		8.9%	88
General Remodeling		8.5%	84
Sealcoating		4.2%	41
Replace Carpet		9.3%	92

Value		Percent	Responses
Asphalt Repair		4.2%	41
Asphalt Resurfacing		3.5%	35
Replace Flooring		9.9%	98
Replace Windows		6.5%	64
None of the above / Does not apply		59.3%	585
Add a Room		0.8%	8
Add a Home Office		0.5%	5
Refinish Bathtub		1.8%	18
Install a Glass Shower		1.7%	17
Remodel or Finish Basement Living Area		1.9%	19
Replace Garage Door		2.3%	23
Build a Garage		1.0%	10
Build Out-Building		0.6%	6
Build a Storage Shed		2.9%	29
Have Furniture Restored		1.8%	18
Add a Swimming Pool		0.8%	8
Switch from Gas to Electric		0.2%	2
Switch from Electric to Gas		0.6%	6
Install a Stair Lift		0.4%	4
Install "Aging In Place" Products		0.9%	9
Install a Solar Energy System		1.0%	10
Install Security or Monitoring System		1.8%	18
Resurface or Build New Driveway		2.8%	28
Stone or Marble Work (Bathroom or Kitchen)		1.3%	13
Residential Paving		1.0%	10

Value	Percent	Responses
Build a "Tiny House"	0.5%	5
Install Handicap Accessible Addition	0.4%	4

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

Value	Percent	Responses
Ceramic Tile	7.0%	69
Decking	5.7%	56
Doors (Exterior)	6.4%	63
Doors (Interior)	4.9%	48
Electrical Supplies	4.4%	43
Fencing	5.7%	56
Hand Tools	8.0%	79
Hardwood Products	4.6%	45
Home Security Doorbell Camera	4.1%	40
Insulation	3.3%	33
Kitchen Cabinets	5.1%	50
Lighting and Fixtures	9.1%	90
Lock Sets	3.3%	33
Lumber	6.5%	64
Paint (Exterior)	9.1%	90
Paint (Interior)	21.7%	214
Plywood	3.3%	33
Plumbing Supplies	4.1%	40

Value		Percent	Responses
Rain Gutters		3.5%	35
Screen Door		4.0%	39
None of the above / Does not apply		49.8%	492
Circular Saw		1.5%	15
Furnace		1.3%	13
Generator		1.5%	15
Mill Work		1.4%	14
Molding		2.8%	28
Power Tools		2.5%	25
Roofing (Composition)		2.0%	20
Roofing (Other)		2.1%	21
Security Door		1.5%	15
Security Locks		1.7%	17
Security Window Film		0.4%	4
Siding		1.5%	15
Solar Screen		0.5%	5
Waterproofing		1.0%	10
Water Softener System or Supplies		2.6%	26
Wet or Dry Vacuum		1.6%	16
Wood Stove or Fireplace		1.2%	12
Window Guards		0.2%	2
Windows (Double-Hung)		1.9%	19
Windows (Casement)		1.9%	19
Windows (Picture)		1.0%	10
Windows (Slider)		1.2%	12

Value	Percent	Responses
Windows (Bay or Bow)	0.8%	8


























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




Value	Percent	Responses
Air Conditioning Repair	6.8%	67
Air Duct Cleaning	9.4%	93
Appliance Repair	5.8%	57
Carpenter or Woodworking	3.1%	31
Carpet Cleaning	15.9%	157
Chimney Cleaning	5.1%	50
Concrete Repair	4.0%	39
Electrical Repair	4.6%	45
Flooring - Ceramic Tile (Installation or Repair)	3.2%	32
Flooring - Laminate (Installation or Repair)	3.7%	37
Flooring - Wood (Installation or Repair)	4.4%	43
Flooring - Other (Installation or Repair)	4.1%	40
Furnace Cleaning	10.6%	105
Gardening Services	4.6%	45
Handyman Services	12.6%	124
Home Repair	4.2%	41
Home Remodel	4.6%	45
None of the above / Does not apply	47.8%	472
Alternative Energy Systems Installation	0.4%	4
Alternative Energy Systems (Service or Repair)	1.0%	10

Value		Percent	Responses
Blinds Cleaning		2.0%	20
Drywall Installation or Repair		2.9%	29
Electrical Panel Replacement		1.2%	12
Excavation & Wrecking		0.4%	4
Fire & Water Damage Restoration		0.7%	7
Flooring - Linoleum (Installation or Repair)		1.7%	17
Foundation Repair		0.8%	8
Furnace Repair		1.7%	17
Furniture Reupholster		1.7%	17
Gutter Installation or Repair		2.5%	25
Heating Repair		1.7%	17
Home Computer Repair		2.2%	22
Home Electronics Repair		0.8%	8
Home Heating Oil or Fuel Service		1.7%	17


















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

Value		Percent	Responses
Home Security Service		4.3%	42
House Cleaning Service		9.7%	96
Junk or Yard Waste Removal		7.5%	74
Recycle		8.1%	80
Landscaping Service		9.7%	96
Painting		13.1%	129
Pest Control		7.8%	77


























Value		Percent	Responses
Plumbing Repair		4.0%	39
Pressure Washing		6.7%	66
Preventative Home Maintenance		3.9%	38
Roof Repair		3.6%	36
Septic Tank Cleaning or Repair		3.2%	32
Snow Removal		5.0%	49
Trash Removal		10.0%	99
Window Installation		4.2%	41
Computer Repair		6.0%	59
None of the above / Does not apply		49.0%	484
Insulation Installation or Maintenance		0.6%	6
Interior Design		1.4%	14
Sell Scrap Metal		2.4%	24
Movers		2.3%	23
Mold Inspection or Removal		1.0%	10
Party Equipment Rental		0.5%	5
Pool Cleaning Service		1.9%	19
Security System		2.3%	23
Siding Replacement		1.3%	13
Solar Heating or Power System Installation or Repair		1.0%	10
Stucco or Exterior Coating		0.2%	2
Tool Rental		1.4%	14
Tornado or Storm Shelter Building or Repair		0.4%	4
Water Well Drilling		0.2%	2
Waterproofing		0.8%	8

Value		Percent	Responses
Window Tinting for Home		0.3%	3
Yard Equipment Rental		0.8%	8
Mobile or Cell Phone Repair		2.3%	23

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)		4.4%	43
Window Blinds (Venetian or Mini)		4.9%	48
Batteries (Home or Office)		33.6%	332
Candles		19.0%	188
Firewood		4.9%	48
Carpeting		8.1%	80
Flooring Tile		4.6%	45
Hardwood Flooring		4.3%	42
Rugs		10.4%	103
Clocks		3.9%	38
Curtains or Drapes		10.6%	105
Cutlery, Flatware or Silverware		4.1%	40
Fire Extinguisher		4.9%	48
Fine Art (Paintings, Pottery, Etc.)		3.5%	35
Furniture (Bedroom)		6.8%	67
Furniture (Dining Room)		3.3%	33
Furniture (Living Room)		9.3%	92



Value		Percent	Responses
Christmas Tree		11.1%	110
Holiday Decorations		11.0%	109
Laminate Flooring		4.5%	44
Storage Boxes or Tubs		7.5%	74
Floral Arrangements		4.9%	48
Picture Frames		8.1%	80
Linens (Bathroom)		9.2%	91
Reclining Chair		4.8%	47
Indoor Flowers		6.5%	64
Linens (Dining Room or Kitchen)		4.0%	39
None of the above / Does not apply		34.9%	344
Awning		1.9%	19
Emergency Preparedness Kit or Supplies		2.9%	29
Oriental Carpeting		0.5%	5
Rugs (Persian)		0.9%	9
Closet System		2.3%	23
Ductless Heat Pumps		0.3%	3
Custom Built Furniture		1.3%	13
Reconditioned Furniture		0.9%	9
Furniture (Children's)		1.2%	12
Crib		0.6%	6
Furniture (Home Office)		1.8%	18
Furnace		1.4%	14
Futon		0.9%	9
Glass Table		0.4%	4


















Value		Percent	Responses
Glass Railing		0.1%	1
Safe		1.7%	17
Mirror		2.8%	28
Hot Tub or Spa (Used)		0.7%	7
Sewing Machine		1.3%	13
Wallpaper		1.1%	11
Signs or Banners		1.2%	12
Hot Tub or Spa (New)		1.2%	12
Tankless Water Heater		1.3%	13

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

Value		Percent	Responses
Home Decor or Decorating		11.0%	109
Innerspring Mattress		3.6%	36
Pillow Top Mattress		3.1%	31
Linens (Bedroom)		14.7%	145
Memory Foam Mattress		4.2%	41
Queen Size Bed		6.2%	61
King Size Bed		4.5%	44
Smoke Alarm or Detector		3.3%	33
Window Coverings		4.8%	47
Patriotic Flags		3.3%	33
Smart Home Products		4.4%	43

Value		Percent	Responses
Alexa for Home		3.9%	38
None of the above / Does not apply		56.7%	560
Gas Burning Freestanding Stoves		0.2%	2
Water Purification System (Drinking)		1.5%	15
Solar Water Heater		0.5%	5
Adjustable Mattress		2.4%	24
Latex Mattress		0.5%	5
Foam Mattress		2.7%	27
Gel Mattress		1.4%	14
Twin Size Bed		1.5%	15
Swimming Pool (Above Ground)		0.9%	9
Water Heater		2.0%	20
Swimming Pool (In-Ground)		0.1%	1
Remote Home Monitoring Video Camera		1.6%	16
Shutters		1.3%	13
Reclaimed Wood Furniture		1.1%	11
Sports Team Flags		2.0%	20
Smart Appliances		2.6%	26
Smart Lock / Front Door		2.2%	22

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		9.0%	89
Fine Art		4.4%	43
Photographs		9.1%	90
Pottery		4.5%	44
Blown Glass		2.3%	23
Stone Carvings		1.8%	18
Sculpture		2.5%	25
Artistic Wall Decor		9.7%	96
Wood Carvings		3.2%	32
Poster Art		4.4%	43
Religious Art		2.8%	28
Stained Glass		3.5%	35
Ceramics		4.3%	42
Metal Work Art		3.1%	31
Music Memorabilia		2.1%	21
Movie Memorabilia		1.8%	18
None of the above / Does not apply		71.6%	707


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

Value		Percent	Responses
Refrigerator		7.0%	69
Portable Dishwasher		0.6%	6
Dishwasher		7.2%	71
Freezer		2.7%	27
Range		4.2%	41
Range Hood		2.4%	24
Wall Oven		1.5%	15
Washer		5.6%	55
Dryer		5.2%	51
Blender		4.3%	42
Tea Kettle		2.6%	26
Microwave		7.3%	72
Window Air Conditioner		1.4%	14
Coffee or Espresso Machine		8.5%	84
Vacuum Cleaner		6.0%	59
None of the above / Does not apply		63.6%	628






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

Value		Percent	Responses
Aftermarket Products		4.3%	42
Battery		8.0%	79
Floor Mats		8.5%	84
Lights		4.2%	41
Seat Covers		3.2%	32

Value		Percent	Responses
Tires		16.5%	163
Wiper Blades		25.5%	252
None of the above / Does not apply		51.0%	503
Canopy		0.8%	8
Child Car Seat		2.7%	27
Grill Guard		0.6%	6
Ground Effects		0.5%	5
Mirror(s)		1.5%	15
Motorcycle Accessories		1.5%	15
Motorcycle Parts		2.2%	22
Performance Parts		1.3%	13
RV Accessories or Supplies		1.9%	19
Roof Rack (For Bike, Kayak, Etc.)		1.3%	13
Roof Rack (Luggage or Equipment Container)		0.4%	4
Running Boards		0.5%	5
Spoiler		0.3%	3
Step Bar		0.2%	2
Stereo System (Auto, Car or Truck)		1.5%	15
Tool Box		0.3%	3
Trailer Hitch		1.0%	10
Truck Bed Liner		0.4%	4
Visor		0.4%	4
Wheels or Rims		0.7%	7
Winch		0.3%	3
Window Tinting Equipment (Auto)		0.4%	4







Value		Percent	Responses
Cargo Trailer (Vehicle Hauler)		0.5%	5
Cargo Trailer (Flat)		0.6%	6
Cargo Trailer (Motorcycle)		0.1%	1
Cargo Trailer (Boat)		0.5%	5
Cargo Trailer (Box)		0.5%	5


























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

Value		Percent	Responses
Dealership		44.1%	435
National chain service center (e.g. Jiffy Lube)		13.9%	137
Private service center		27.0%	266
Friend/Family		8.0%	79
Other		7.1%	70

Total: 987

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

Value		Percent	Responses
30,000 Mile Service		6.9%	68
60,000 Mile Service		7.2%	71
100,000 Mile Service		8.2%	81
Auto Detailing		7.2%	71
Auto Repair (General)		8.5%	84
Alignment		6.2%	61

Value		Percent	Responses
Body Work		4.3%	42
Brake Replacement, Adjustment		7.2%	71
Car Wash		44.0%	434
Gas or Service Station Services		15.2%	150
Oil Change or Lube		42.2%	417
Preventative Maintenance		14.2%	140
Safety Inspection		5.2%	51
Tire Mounting or Installation		7.0%	69
Tune-Up		8.8%	87
Windshield or Glass Repair		5.1%	50
None of the above / Does not apply		23.6%	233
Auto Warranty Work (Work Covered by Warranty)		2.9%	29
Car Rental		1.3%	13
DEQ Inspection		0.3%	3
Electrical Repair		1.8%	18
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.7%	7
Motor Repair or Replacement		0.4%	4
Motorcycle Repair		0.7%	7
Muffler		1.0%	10
Painting		1.7%	17
RV Maintenance or Service		0.9%	9
Shocks		2.4%	24
Smog Check		0.4%	4
Stereo Installation		0.9%	9
Transmission or Clutch Repair		1.5%	15





















Value		Percent	Responses
Upholstery Repair		1.0%	10
Vehicle Air Conditioning Repair		1.4%	14
Vehicle Storage		0.6%	6
Vehicle Towing		0.7%	7
Windshield or Window Tinting		1.2%	12























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		11.0%	109
CarFax		15.4%	152
CarGurus.com		7.9%	78
CarMax.com		10.3%	102
Cars.com		7.8%	77
Craigslist Auto		10.0%	99
KBB.com		6.8%	67
Facebook Dealer Page		3.7%	37
Edmunds.com		8.2%	81
Local Dealer Site		43.0%	424
UsedCars.com		5.1%	50
Other Local Website		7.0%	69
None of the above / Does not apply		36.7%	362
Yahoo! Autos		0.8%	8
Automotive.com		1.7%	17
Autoblog.com		0.6%	6
CarsDirect.com		1.7%	17
eBay Motors		2.1%	21
MotorTrend.com		1.7%	17
Local TV Site		2.7%	27
Local Radio Site		1.4%	14
























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		47.6%	470
Beauty Products		40.7%	402
Cosmetics		47.0%	464
Babysitting		2.4%	24
Facial		18.3%	181
Hair Care Products		54.1%	534
Hair Coloring		35.0%	345
Hair Cut		69.8%	689
Hair Removal		5.3%	52
Hair Extensions, Wigs or Weaves		2.6%	26
Manicure		25.7%	254
Massage Therapy		21.0%	207
Pedicure		32.1%	317
Tanning Products		1.7%	17
Tanning Bed or Spray Tan		3.6%	36
Tattoo or Piercing		5.7%	56
Spa Bed (Red Light Therapy or Hydration station)		0.6%	6
None of the above / Does not apply		11.8%	116


















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)		43.6%	430
Books (Used)		34.8%	343
Books (Children's)		19.8%	195
Board Games		22.4%	221
Lottery Ticket		46.3%	457
Collectibles		7.9%	78
Vinyl Records		5.5%	54
Fire Works		5.0%	49
Graphic Novels		3.7%	37
Computer Games		9.9%	98
DVD Movies (Buy)		18.9%	187
DVD Movies (Rent)		19.4%	191
DVD Movies (Children's)		5.7%	56
Magazines		32.5%	321
TV or Movie Themed Toys		5.3%	52
Toys		17.8%	176
Video Game Console		4.4%	43
Video Console Games		9.1%	90
Handheld Console Games		4.2%	41
None of the above / Does not apply		15.7%	155
Comics		2.7%	27
Handheld Game Console		2.0%	20



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
Rent a Hall or Event Space for Wedding or Special Event		3.0%	30
Purchase Wedding or Special Occasion Gifts		5.8%	57
Host or Attend a Retirement Party		5.8%	57
Host or Attend a Graduation Party		10.6%	105
Purchase Gourmet Cupcakes		4.3%	42
Purchase Cake, Tart or Pastries for Special Occasion		11.7%	115
None of the above / Does not apply		72.6%	717
Purchase a Wedding Dress		0.7%	7
Purchase a Tuxedo		1.1%	11
Rent a Tuxedo		1.1%	11
Purchase a Bridesmaid Dress		1.5%	15
Hire a Musician or Band for Wedding or Special Event		2.1%	21
Purchase a Wedding Cake		1.5%	15
Use a Wedding Planner		0.6%	6
Use a Party Planner		0.3%	3
Hire a Caterer for Wedding or Special Event		2.8%	28
Use a Florist for a Wedding or Special Event		2.5%	25
Rent a Chauffeured Vehicle		0.9%	9
Go on a Honeymoon		1.8%	18
Hire a Photographer for Wedding or Special Event		2.7%	27
Hire a Videographer for Wedding or Special Event		1.4%	14
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.3%	3
Host or Attend a Quinceanera Party		0.6%	6

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		5.1%	50
Ceramics and Pottery		5.2%	51
Collectables		8.6%	85
Comic Books and Related Collectables		2.5%	25
Do-It-Yourself (DIY)		25.1%	248
Games or Puzzles		22.1%	218
Beer Brewing Supplies		1.5%	15
Wine Making Supplies		1.4%	14
Jewelry Making Supplies or Beads		7.2%	71
Knitting		10.3%	102
Making Arts and Crafts		13.3%	131
Paper Crafts		5.9%	58
Quilting		5.7%	56
Scrapbooking		6.8%	67
Toy Collecting		2.5%	25
Trains, Plane & Car Model Kits		2.4%	24
None of the above / Does not apply		43.7%	431

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		56.7%	560
Train Trip		9.8%	97

Value		Percent	Responses
Book Hotel Room		57.6%	569
Business Travel		7.1%	70
Buy Travel Tickets		22.2%	219
Buy Luggage		5.5%	54
Hotel or Resort Stay		36.1%	356
International Travel		13.6%	134
Take a Cruise		13.1%	129
Travel Packages		10.7%	106
Use a Travel Agent or Agency		9.9%	98
Vacation Inside Home State		21.3%	210
Vacation Outside Home State		38.1%	376
Rent a Car		22.8%	225
Book Local Lodging for Guests		4.5%	44
Stay at an RV Park		3.1%	31
Stay at a Casino		8.0%	79
Gamble at a Casino		18.2%	180
Play Bingo		7.5%	74
Does not apply		20.8%	205
Charter a Boat		1.3%	13
Chartered Fishing Trip		2.6%	26
Golf Vacation		2.8%	28
Ski Resort Stay		2.3%	23
Rent RV		1.3%	13











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)		7.9%	78
Attend College or University (Part Time)		4.1%	40
Attend Classes at Community College		6.2%	61
Online Continuing Education Courses		5.4%	53
Professional Certification or Accreditation Courses		3.6%	36
Language Lessons (Adult)		3.0%	30
Arts or Crafts Lessons (Adult)		7.4%	73
Music Lessons (Adult)		3.5%	35
Cooking Lessons (Adult)		4.8%	47
Attend a Free Lecture or Seminar		15.2%	150
Attend Paid Lecture, Seminar or Special Class		5.9%	58
Dance Lessons		4.6%	45
Music lessons (Child)		3.3%	33
Sports lessons (Child)		3.2%	32
Yoga, Pilates, or Zumba		13.0%	128
Personal Physical Training		3.7%	37
Attend a Local Workshop		8.8%	87
None of the above / Does not apply		52.6%	519
Attend Graduate School		2.9%	29
Business School		0.1%	1
Learning Center		0.5%	5
Culinary School		1.0%	10
Trade School		0.6%	6
Sports Lessons (Adult)		1.3%	13
















Value		Percent	Responses
Real Estate Classes		2.0%	20
Child Education or Tutoring		1.6%	16
Language Lessons (Child)		0.4%	4
Arts or Crafts Lessons (Child)		1.3%	13
Change School		0.4%	4
Attend a Religion Based School		0.9%	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		13.7%	135
Oil paints		5.6%	55
Acrylic Paints		12.7%	125
Markers		13.1%	129
Specialty Paper		9.5%	94
Fabric Craft Supplies		11.1%	110
Beads		7.9%	78
Art Pencils and Pens		15.9%	157
Scrapbooking Supplies		7.6%	75
None of the above / Does not apply		63.9%	631

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		1.1%	11
Clarinet		0.7%	7
Drums		1.5%	15
Flute		0.6%	6
Acoustic Guitar		3.0%	30
Electric Guitar		1.5%	15
Electric Keyboard		1.3%	13
Piano		2.3%	23
Piano (High End)		0.5%	5
Trombone		0.2%	2
Trumpet		0.9%	9
Violin		0.9%	9
None of the above / Does not apply		91.2%	900






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

Value		Percent	Responses
Greek		17.0%	168
French		8.1%	80
Asian		33.9%	335
German		10.8%	107
American (New)		37.4%	369
Italian		59.3%	585
Cajun or Creole		12.1%	119
Indian		12.7%	125
Chinese		50.7%	500
American (Traditional)		73.5%	725
Thai		20.4%	201
Middle Eastern		7.1%	70
Japanese		20.3%	200
Mexican		61.7%	609
Vietnamese		9.1%	90
Southern		18.5%	183
Tex-Mex		21.6%	213
Spanish		10.6%	105
Mediterranean		16.7%	165
None of the above / Does not apply		7.6%	75















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		19.4%	191

Value		Percent	Responses
Fish & Chips		29.7%	293
Golf Course Restaurant, Bar or Snack Bar		5.7%	56
Barbeque		31.0%	306
Deli		27.0%	266
Breakfast or Brunch		53.6%	529
Appetizers		47.9%	473
Dessert		32.3%	319
Chicken Wings		26.1%	258
Hamburgers		61.4%	606
Chicken		47.6%	470
Frozen Yogurt		12.9%	127
Live or Raw food		4.6%	45
Tapas or Small Plates		8.9%	88
Theme Restaurants		6.1%	60
Soup		39.8%	393
Salad		50.8%	501
Pizza (Dine In)		30.2%	298
Pizza (Delivery)		32.3%	319
Steak		39.0%	385
Juice or Smoothies		14.4%	142
Sandwiches		48.8%	482
Pizza (Carry Out)		45.7%	451
Pizza (Take & Bake)		16.4%	162
Seafood		45.4%	448
Vegan		4.0%	39

Value		Percent	Responses
Steakhouse		30.5%	301
Sushi		15.3%	151
Vegetarian		8.1%	80
Pho		7.1%	70
None of the above / Does not apply		7.0%	69

















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		23.0%	227
Locally Grown Produce		30.5%	301
Healthful Children's Dining		7.0%	69
Environmental Sustainability		18.7%	185
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.8%	47
Hyper-Local Sourcing		3.4%	34
Gluten Free Cuisine		8.4%	83
Sustainable Seafood		13.6%	134
Raw or Live Food Options		2.2%	22
Specialty Appetizers		11.0%	109
Specialty Salads		17.8%	176
Specialty Soups		13.1%	129
Specialty Desserts		10.6%	105
None of the above / Does not apply		48.1%	475

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		28.8%	284
Non-Smoking Environment		51.7%	510
Child Friendly		15.7%	155
Serve Alcohol		24.1%	238
Pool Tables		2.3%	23
Locally Brewed Beer		11.7%	115
Live Music		11.1%	110
Bar		23.8%	235
Large Craft Beer Selection		13.3%	131
Large Wine Selection		8.2%	81
Hand Crafted Cocktails		7.0%	69
Farm to Table Dining		19.0%	188
Senior Discounts		34.0%	336
None of the above / Does not apply		17.0%	168

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		27.4%	270
Foreign Beer		11.4%	113
Red Wine		26.5%	262
White Wine		25.9%	256
Dessert Wine		3.6%	36
Mixed Drinks		29.7%	293
Hand Crafted Cocktails		13.7%	135
Beer Cocktails		7.8%	77
"Top Shelf" Spirits		16.0%	158
Champagne		2.8%	28
Champagne Cocktails		1.9%	19
Energy Drink based Mixed Drinks		1.4%	14
Premium Tequila		5.9%	58
Alcoholic Cider		5.1%	50
Locally Distilled Spirits		5.5%	54
None of the above / Does not apply		36.6%	361

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







Value		Percent	Responses
Purchase Home in Senior Housing Community		0.6%	6
Purchase Commercial or Business Property		0.4%	4
Purchase Condominium or Townhouse		1.6%	16
Purchase Manufactured or Modular Home		0.8%	8
Purchase Investment Property		1.0%	10
Purchase Personal Residence		4.4%	43
Purchase Custom Built Home		1.5%	15
Purchase Residential Real Estate at an Auction		0.4%	4
Purchase Land or Agricultural Property		0.7%	7
Purchase Vacation Property		1.0%	10
Purchase Other		1.0%	10
None of the above / Does not apply		90.3%	891

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



Value		Percent	Responses
Sell Personal Residence		5.3%	52
Sell Vacation Property		0.6%	6
Sell Condominium or Townhouse		0.3%	3
Sell Investment Property		1.5%	15
Sell Land or Agricultural Property		0.2%	2
Sell Commercial or Business Property		0.3%	3
Sell Manufactured or Modular Home		0.1%	1
Plan to Sell Home in Master-Planned Community		0.7%	7
Sell Other		1.7%	17
None of the above / Does not apply		90.5%	893

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		18.6%	8
New home, but outside of development		23.3%	10
New home that I will have contractor build		14.0%	6
Existing home less than 10 years old		46.5%	20
Existing home more than 10 years old		53.5%	23
Other		16.3%	7

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		4.0%	39
Rent House (Residence)		4.1%	40
Rent Manufactured or Modular Home		0.7%	7
Rent or Lease Commercial Property		0.6%	6
Rent Agricultural Land		0.3%	3
Rent Subsidized Housing		1.0%	10
Rent Condo/Townhouse		3.5%	35
Rent Section 8 Housing		1.7%	17
None of the above / Does not apply		89.2%	880

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		4.4%	43
Use a Realtor to Buy Real Estate		3.3%	33
Use a Realtor to Buy and Sell Real Estate		3.3%	33
Plan to Sell Property Myself		2.6%	26
Use a Real Estate Broker		1.4%	14
None of the above / Does not apply		88.1%	870

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

Value		Percent	Responses
New Home Loan		4.3%	42
Home Remodel or Renovation Loan		2.4%	24
Business Construction Loan		0.2%	2
Home Construction Loan		1.4%	14
Equity Loan		3.1%	31
Land Loan		0.5%	5
Reverse Mortgage		0.7%	7
Real Estate Loan for existing home		1.4%	14
Refinance Home		1.9%	19
None of the above / Does not apply		87.6%	865

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

Value		Percent	Responses
Craigslist Homes		5.7%	56
Facebook		4.9%	48
Google		7.5%	74
Auction.com		1.7%	17
Homes & Land		2.9%	29
Homes.com		6.5%	64
HomeFinder		7.6%	75
MLS.com		15.7%	155
National Real Estate Co. Site		3.1%	31
Local MLS Site		22.6%	223
RealEstate.com		7.7%	76
Realtor.com		27.5%	271
Realty.com		3.9%	38
Redfin		5.0%	49
Trulia		14.4%	142
Zillow		36.3%	358
ZipRealty.com		1.6%	16
None of the above / Does not apply		42.7%	421

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		13.5%	133
Apartmentguide.com		7.3%	72
Craigslist		11.0%	109
Forrent.com		1.7%	17
HomeFinder.com		6.9%	68
Hotpads.com		1.4%	14
Rent.com		9.8%	97
Sublet.com		0.3%	3
Trulia		9.6%	95
Zillow		25.9%	256
None of the above / Does not apply		56.2%	555

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		70.8%	699
No, don't know who to call		29.2%	288

Total: 987

124. If you or a member of your household were to sell real estate in the local area in the next 12 months, do you know a firm or realtor to call?
















Value		Percent	Responses
Yes, have a firm or realtor		70.6%	697
No, don't know who to call		29.4%	290

Total: 987





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%	158
Craft Beer		24.8%	245
Champagne		8.8%	87
Premium Hard Alcohol or Spirits		13.2%	130
White Wine		32.0%	316
Red Wine		32.2%	318
Cigars		5.0%	49
Major Brand Cigarettes		4.4%	43
Discount Cigarettes		3.7%	37
Discount Hard Alcohol or Spirits		9.1%	90
Domestic Beer		30.5%	301
Alcoholic Cider		6.3%	62
None of the above / Does not apply		34.1%	337
Recreational Marijuana		2.2%	22
Marijuana Accessories		2.0%	20
Vaping Kit		0.4%	4
Vaping Accessories		1.7%	17
Roll Your Own Cigarette Supplies		1.0%	10
Smokeless Tobacco		1.1%	11
E-Liquids / Vape Juice		2.5%	25
Pipe Tobacco		0.6%	6
Electronic Cigarette Supplies		1.9%	19
Hookah Accessories		0.3%	3
Hookah		0.1%	1

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


























Value		Percent	Responses
Cannabis Dry Flower/Bud		60.7%	17
Cannabis Edibles		64.3%	18
Cannabis Tinctures		3.6%	1
Cannabis Vaporizers		10.7%	3
Cannabis Cleaning Tools or Supplies		21.4%	6
Cannabis Concentrates		28.6%	8
Cannabis Pre-Rolls		21.4%	6
Organic Cannabis Products		21.4%	6
Cannabis Oil		32.1%	9
Cannabis Beauty & Skin Care Products		14.3%	4
Cannabis Beverages		10.7%	3
Cannabis Chocolates		32.1%	9
Medical Cannabis		46.4%	13
CBD Cannabis		35.7%	10
None of the above / Does not apply		3.6%	1

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

Value		Percent	Responses
Bulk or Discounted Food Items		26.7%	264
Specialty Teas		17.4%	172
Specialty Coffee		28.9%	285
Gourmet Deli Counter Items		18.8%	186



Value		Percent	Responses
Cookies		43.5%	429
Snack Cakes		16.0%	158
Potato Chips		53.5%	528
Soft Drinks		45.0%	444
Energy Drinks		10.5%	104
Energy Bars		15.7%	155
Noodle Bowls		12.0%	118
Cupcakes		13.8%	136
Birthday Cake		20.3%	200
Beef Jerky or Meat Sticks		20.8%	205
Bottled Water		50.5%	498
Candy		39.5%	390
Fruit		72.1%	712
Nuts		45.3%	447
Chocolates		43.1%	425
Ice cream		53.2%	525
Cheese		76.0%	750
Artisan Bread		26.1%	258
Artisan Meats		5.4%	53
Sports Drinks		13.4%	132
Basic Condiments		39.6%	391
Artisan Condiments		4.5%	44
Canned Sauces		29.9%	295
Cereal		59.2%	584
Milk		76.7%	757

Value		Percent	Responses
Chicken		76.5%	755
Pork		49.1%	485
Beef		66.0%	651
Game Meats		3.5%	35
Fish		51.3%	506
Pasta		63.6%	628
Snack Mixes		15.0%	148
Vegetables		72.2%	713
Olive Oil		51.2%	505
Balsamic Vinegar		23.5%	232
Frozen Entrees		41.8%	413
Eggs		83.1%	820
Locally Raised Beef, Pork, Poultry		17.5%	173
Locally Grown Fruit and Vegetables		44.2%	436
Locally Produced Honey		19.3%	190
Organic Food		21.9%	216
Pickled Vegetables		13.8%	136
Artisan Cheese		23.1%	228
Alternative "Meat" Products		6.5%	64
Nut Butter		18.2%	180
Sausage		44.5%	439
Donuts		27.8%	274
Pastries		24.0%	237
Caviar		0.9%	9
None of the above / Does not apply		1.9%	19























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

Value		Percent	Responses
Convenience		69.7%	688
Better Prices		78.1%	771
Variety		41.9%	414
Quality of Selection		60.5%	597
Quality of Produce		67.7%	668
Healthy Options		33.1%	327
Speed of Check Out		35.3%	348
Size of Store		17.9%	177
Number of Checkouts		24.7%	244
Cleanliness of Store		64.1%	633
Parking		40.2%	397
Help with Bagging/Packing		16.3%	161
Loyalty Tokens/Stamps		9.4%	93
Home Delivery		4.2%	41
None of the above / Does not apply		1.9%	19
















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		72.3%	714
Take items home immediately		64.4%	636
Return items more easily		31.5%	311
Enjoy the in-store experience		39.5%	390
Can ask questions to store associates		39.2%	387
To support local businesses		55.8%	551
More secure than online purchase		16.8%	166
Better prices		30.3%	299
Quality of service		27.7%	273
Better Selection		29.8%	294
Local flavor or uniqueness		20.6%	203
None of the above / Does not apply		5.6%	55













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		44.4%	438
Donate to a Charity		53.3%	526
Donate to a Church		41.4%	409
Donate to Political Party or Government Representative		8.6%	85
Join a New Church		3.5%	35
Volunteer at Church		21.4%	211
Volunteer for Nonprofit Group		21.9%	216
Retire		5.3%	52
Vote in Upcoming Local Elections		45.7%	451
Vote in Upcoming State or National Elections		46.6%	460
Purchase Season Tickets for Performing Arts		7.1%	70
Attend a Holiday Themed Performance		24.1%	238
Community Activity		28.7%	283
Support an Organization		13.7%	135
Join an Organization		4.0%	39
Make a Donation		35.4%	349
Register to Vote		5.3%	52
None of the above / Does not apply		12.6%	124
Donate Vehicle		0.8%	8
Have a Baby		1.6%	16
Get Married		1.4%	14
Look into Private Schooling for Children		1.2%	12










131. Which of the following types of events are you likely to attend in the next 12 months?  
(Check all that apply)

Value		Percent	Responses
Sporting Event		34.0%	336
Community Event		50.4%	497
Festival		54.3%	536
Live Performance		44.9%	443
Fundraising Event		23.5%	232
Seminar		12.8%	126
School Event		28.1%	277
Corporate Event		9.1%	90
Trade Show		11.4%	113
Conference		14.9%	147
Networking Event		7.3%	72
Radio Station Sponsored Event		6.2%	61
Television Station Sponsored Event		3.4%	34
Newspaper Sponsored Event		7.4%	73
None of the above / Does not apply		15.2%	150

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

Value		Percent	Responses
Participate in Organized Athletics		7.3%	72
Use a Zip Line		5.3%	52
Go Camping		18.3%	181
Go Mountain Biking		4.2%	41
Go Touring on a Bicycle		7.2%	71
Go to a Community or City Swimming Pool		14.0%	138
Take a Guided Backpacking or Hiking Trip		3.7%	37
Attend a Horse Race		4.8%	47
Attend a Car, Truck or Motorsport Race		6.5%	64
Participate in City or Municipal Sponsored Programs		10.0%	99
Join or Change Health or Fitness Club		13.0%	128
None of the above / Does not apply		49.7%	491

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

Value		Percent	Responses
Local Business Website		23.1%	228
Local Business Blog		4.0%	39
Local Business Email		8.3%	82
CitySearch		4.0%	39
Snapchat		14.5%	143
Instagram		24.1%	238
Cinema Ads		17.2%	170
Facebook Business Page		15.4%	152
Reviews on Yelp! or Google+		14.6%	144

Value		Percent	Responses
YouTube Promo Video		13.3%	131
Local Business Text Message		3.4%	34
Pandora		19.6%	193
Online Yellow Pages		6.2%	61
Google Search		62.1%	613
eBay		32.6%	322
Spotify		10.4%	103
Pinterest		29.6%	292
Google+ Local		8.5%	84
Clicked on Google Sponsored Ad		14.9%	147
LinkedIn		22.6%	223
Angie's List		5.5%	54
Craigslist		24.8%	245
Bing		10.7%	106
Twitter		17.9%	177
Amazon		80.4%	794
None of the above / Does not apply		6.4%	63
Digital Billboard		0.8%	8
Xing		0.1%	1



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

Value		Percent	Responses
Yes		76.0%	750
No		24.0%	237



Total: 987













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

Value	Percent	Responses
Yes 	49.4%	488
No 	50.6%	499
<b>Total: 987</b>		




















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

Value	Percent	Responses
Yes 	34.4%	340
No 	65.6%	647
<b>Total: 987</b>		



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

Value	Percent	Responses
Apparel and Accessories 	52.0%	513
Arts and Entertainment 	36.5%	360
Automotive - (General) 	22.9%	226
Automotive - (New Vehicle Dealership) 	13.9%	137
Automotive - (Used Vehicle Dealership) 	13.7%	135
Automotive - (Auto Parts store) 	11.8%	116
Automotive - (Auto Repair business) 	6.4%	63
Automotive - (Auto Body shop) 	4.6%	45
Tire Business 	19.0%	188
Beauty and Spa Related Businesses 	20.3%	200

Value		Percent	Responses
Child Related Businesses		6.3%	62
Community and State Services		19.1%	189
Education		13.1%	129
Employment Related Businesses		10.9%	108
Event Planning and Services		8.3%	82
Family Activity Related Businesses		12.6%	124
Financial Services		10.8%	107
Fitness Businesses or Providers		7.3%	72
General Retail		41.9%	414
Grocery / Market		37.2%	367
Home and Garden Related Businesses		22.4%	221
Building Supply/Lumber Business		13.3%	131
Home Service Businesses		9.7%	96
Home Service Contractors		11.4%	113
Hotel and Travel Related Businesses		25.1%	248
Local Services		27.4%	270
Medical Related Businesses - (General)		17.5%	173
Medical Related Businesses - (Chiropractor)		5.4%	53
Medical Related Businesses - (Dentist)		9.8%	97
Medical Related Businesses - (Hospital)		5.6%	55
Nightlife Related Businesses		7.3%	72
Pet / Animal		27.3%	269
Professional Services		12.5%	123
Real Estate Service Businesses		6.3%	62
Recreation Related Businesses		7.2%	71

Value		Percent	Responses
Restaurant / Bar / Lounge		36.8%	363
Senior Related Businesses		9.1%	90
Specialty Food and Drink		16.0%	158
General Retail - Children's Clothing Store		8.6%	85
General Retail - Clothing Accessory Store		16.2%	160
General Retail - Computer Store		12.1%	119
General Retail - Furniture Store		15.0%	148
General Retail - Hardware Store		14.3%	141
General Retail - Home Entertainment Store		6.9%	68
General Retail - Jewelry Store		7.4%	73
General Retail - Major Appliance Store		12.3%	121
General Retail - Men's Clothing Store		14.8%	146
General Retail - Mobile Phone Store		8.5%	84
General Retail - Shoe Store		19.3%	190
General Retail - Women's Clothing Store		30.3%	299
None of the above / Does not apply		15.9%	157
Farm Equipment and Agriculture Businesses		2.2%	22
Motorsport Businesses		2.2%	22
General Retail - Farming and Agriculture Business		2.2%	22

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

Value		Percent	Responses
Yes		20.4%	201
No		79.6%	786

Total: 987

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		15.3%	151
Get a New Part Time Job		11.1%	110
Get a Temporary or Seasonal Job		4.7%	46
Use an Employment or Temporary Employment Agency		3.1%	31
Use a Career Counselor		0.7%	7
Get a Second (or Third) Job		3.6%	36
Get First Job after High School		0.8%	8
Get First Job after College		2.0%	20
None of the above / Does not apply		72.5%	716

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








Value		Percent	Responses
Retail		4.9%	48
Admin & Clerical		9.0%	89
Health Care		6.6%	65
Grocery		3.4%	34
Customer Service		8.1%	80
Management		4.5%	44
Education		4.9%	48
Media		3.0%	30
NonProfit		3.2%	32
Government		4.2%	41

Value		Percent	Responses
Sales & Marketing		3.5%	35
Information Technology		3.2%	32
None of the above / Does not apply		65.7%	648
Agriculture		0.5%	5
Automotive		0.7%	7
Warehouse		2.4%	24
Construction		1.2%	12
Accounting		2.8%	28
Hotel - Hospitality		2.4%	24
Manufacturing		1.5%	15
Entry Level (New Graduate)		2.0%	20
Banking & Finance		2.1%	21
Child Care		1.5%	15
Real Estate		0.9%	9
Insurance		0.4%	4
Legal		0.9%	9
Installation - Maintenance - Repair		0.6%	6
Restaurant - Food Services		2.6%	26
Executive Level		2.7%	27
Engineering		1.6%	16
Skilled Labor - Trades		2.1%	21
Transportation		2.0%	20




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

Value		Percent	Responses
Local Business Site		21.6%	213
Local Agency Site		12.3%	121
Craigslist		10.5%	104
Facebook		7.8%	77
Indeed.com		26.7%	264
LinkedIn		18.8%	186
Monster.com		15.0%	148
CareerBuilder		10.5%	104
GlassDoor		8.0%	79
SimplyHired.com		4.2%	41
AOL Jobs		1.5%	15
SnagAJob.com		3.1%	31
Dice.com		1.0%	10
USAjobs.gov		7.0%	69
USAjobs.org		3.7%	37
ZipRecruiter		7.6%	75
JobDiagnosis		0.5%	5
TheLadders		2.0%	20
None of the above / Does not apply		48.2%	476







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		23.6%	233
Yellow Pages directory		2.3%	23
Direct mail flyer		18.9%	187
Deal program/offer		7.7%	76
Facebook business page offer		7.7%	76
Billboard advertising		3.0%	30
None of the above / Does not apply		62.3%	615

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)		27.1%	267
Purchased an online deal to a local business in the past 3 months		16.7%	165
None of the above / Does not apply		66.7%	658

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

Value		Percent	Responses
Read ads and keep them - using three or more		10.2%	101
Read ads and keep them - using one or two		41.4%	409
Read ads and keep them - without using any		3.9%	38
Read ads but throw away without using any		18.3%	181
Throw ads away unread		19.7%	194
Do not receive direct mail or advertisements at home or PO Box		6.5%	64

Total: 987

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 %	33 3.3%	179 18.1%	455 46.1%	31 3.1%	68 6.9%	125 12.7%	96 9.7%	987
County election Count Row %	35 3.5%	177 17.9%	452 45.8%	34 3.4%	68 6.9%	120 12.2%	101 10.2%	987
State election Count Row %	31 3.1%	240 24.3%	400 40.5%	27 2.7%	70 7.1%	125 12.7%	94 9.5%	987
Total Total Responses								987

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

Value	Percent	Responses
Yes	89.3%	881
No	10.7%	106

Total: 987

147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	90.8%	896
No	9.2%	91








Total: 987



















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

Value		Percent	Responses
New Vehicle Dealership		5.8%	57
Used Vehicle Dealership		5.4%	53
New and Used Vehicle Dealership		8.0%	79
Automotive Service		12.0%	118
Tire Store		9.8%	97
Auto Parts Store		12.9%	127
Recreation Vehicle (RV) Dealership		1.3%	13
RV or Camper Service		1.2%	12
Boat Dealer		1.5%	15
Boat Service		1.3%	13
Motorcycle Dealer		1.3%	13
Motorcycle Repair Shop		0.9%	9
None of the above / Does not apply		68.2%	673

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

Value		Percent	Responses
Accountant or CPA		3.5%	35
Legal Firm or Attorney		4.0%	39
Insurance Agency		7.2%	71
Tax Advisor		3.0%	30
Telecommunications Provider		2.2%	22
Internet Service Provider		4.6%	45
None of the above / Does not apply		82.6%	815

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		0.9%	9
Hearing Aid Center		1.8%	18
Cardiologist		2.2%	22
Chiropractor		2.9%	29
Dentist		12.1%	119
Dermatologist		4.4%	43
Hospital		4.0%	39
Mental Health Provider		2.0%	20
Optometrist		5.0%	49
Pediatrician		1.3%	13
General Practitioner		7.5%	74
Rehabilitation Clinic		0.9%	9
Urgent Care Clinic		3.9%	38
Surgical Specialist		1.5%	15
Weight Loss Service		1.5%	15
None of the above / Does not apply		71.8%	709







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

Value		Percent	Responses
Carpet Cleaning Service		5.7%	56
Electrician		2.3%	23
Handyman		5.8%	57
Heating & Air Conditioning Service		4.6%	45
Remodeling Contractor		1.5%	15
General Contractor		3.3%	33
Landscaper		3.2%	32
New Home Builder		0.5%	5
Painting Contractor		1.7%	17
Plumber or Plumbing Contractor		3.0%	30
Roofing Contractor		1.8%	18
None of the above / Does not apply		80.3%	793









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

Value		Percent	Responses
Apartment Rental Agency		2.0%	20
Home Inspector		0.7%	7
Mortgage Broker		1.0%	10
Property Manager		1.1%	11
Realtor		4.0%	39
None of the above / Does not apply		93.2%	920

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

Value		Percent	Responses
Real Estate Loan Provider		1.2%	12
Automotive Loan Provider		0.7%	7
Financial Advisor		4.2%	41
Bank		10.9%	108
Credit Union		8.9%	88
None of the above / Does not apply		80.2%	792

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

Value		Percent	Responses
Buffet Restaurant		8.5%	84
Ethnic Restaurant		14.9%	147
Family Style Restaurant		22.7%	224
Fast Food Restaurant		15.6%	154
Fine Dining Restaurant		19.5%	192
Pizza Restaurant		21.1%	208
Restaurant with Bar or Lounge		16.2%	160
None of the above / Does not apply		45.3%	447

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

Value		Percent	Responses
Building Supply-Lumber Yard		7.0%	69
Clothing Accessory Store		8.9%	88
Major Appliance Store		5.8%	57
Computer Store		6.9%	68
Farming and Agriculture Business		0.9%	9
Furniture Store		9.1%	90
Grocery Store		18.3%	181
Hardware Store		9.4%	93
Home Entertainment Store		2.4%	24
Jewelry Store		4.2%	41
Mobile Phone Store		4.2%	41
Shoe Store		11.1%	110
Specialty Food Business		4.2%	41
Women's Clothing Store		18.4%	182
Men's Clothing Store		8.6%	85
Children's Clothing Store		5.7%	56
None of the above / Does not apply		55.2%	545

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		8.1%	80
Any Child Related Business		2.6%	26
Any Event Planning Business		1.0%	10
Any Education Business		2.9%	29
Any Fitness Business		5.6%	55
Any Pet Related Business		10.8%	107
Any Senior Related Business		5.8%	57
None of the above / Does not apply		75.5%	745

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		18.5%	183
No		54.9%	542
Does not apply		26.5%	262

Total: 987

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

Value		Percent	Responses
Arts and Entertainment		4.9%	9
Education		9.3%	17
Financial Services		4.9%	9
General Retail		3.3%	6
Health and Medical		7.1%	13
Home and Garden		3.3%	6
Local Services		3.8%	7
Real Estate		6.0%	11
Other		37.2%	68
Apparel and Accessories		2.2%	4
Automotive		1.6%	3
Beauty and Spa		2.2%	4
Child Related Businesses		2.2%	4
Event Planning and Services		1.6%	3
Family Activity		0.5%	1
Fitness Businesses or Providers		0.5%	1
Grocery and Specialty Food/Drink		1.1%	2
Home Service Businesses		2.2%	4
Hotel and Travel		2.7%	5
Nightlife		0.5%	1
Pet / Animal		1.1%	2
Restaurant / Bar / Lounge		1.6%	3

**Total: 183**



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

Value		Percent	Responses
Business Cards, Letterhead, etc.		33.9%	62
Computer Hardware		20.2%	37
Office Copier		6.6%	12
Business Logo Apparel		13.1%	24
Networking Hardware or Software		7.7%	14
Office Furniture, Fixtures or Interiors		8.2%	15
Office Cleaning Supplies		19.1%	35
Office Supplies		44.3%	81
Office Printer		11.5%	21
Promotional Items		13.1%	24
Security System		4.9%	9
Telephone Systems		4.9%	9
Uniforms or Work Clothing		8.2%	15
None of the above / Does not apply		32.2%	59

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		5.5%	10
Business Internet Services		3.8%	7
None of the above / Does not apply		84.7%	155
Business Advertising		2.2%	4
Business Financial Consulting		1.1%	2
Business Bottled Water Delivery		2.2%	4
Business Cellular Phone Service		1.6%	3
Business Computer Consulting		1.6%	3
Business Construction Contractor		1.1%	2
Business Employment Agency		1.6%	3
Business Internet Service Provider		2.2%	4
Business Legal Services or Attorney		2.2%	4
Business Marketing Services		1.6%	3
Business Meetings or Conventions		1.1%	2
Business Payroll Services		2.2%	4
Business Printing Services		2.7%	5
Business Realty Services		1.1%	2
Business Recruitment		1.1%	2
Business Sign Company Services		1.6%	3
Business Shuttle or Limo Services		0.5%	1
Business Staffing or Temp Services		0.5%	1
Business Travel Agency		1.6%	3
Business General Broadcast Media Service		1.1%	2









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	3.3%	6
Buy New Office	0.5%	1
Add New Locations	1.6%	3
Renovate Existing Facilities	4.4%	8
Construct New Facilities	1.6%	3
Buy or Rent Industrial Space	0.5%	1
Buy or Rent Warehouse space	1.1%	2
Install New Commercial Carpeting	2.2%	4
None of the above / Does not apply	90.2%	165























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%	2
Purchase Used Business Automobiles	0.5%	1
Purchase New Business Trucks	1.1%	2
Purchase Used Business Trucks	2.2%	4
Lease New Business Automobiles	1.6%	3
Lease New Business Trucks	1.1%	2
Purchase New Business Delivery Vehicles	0.5%	1
Purchase Used Business Delivery Vehicles	1.1%	2
Purchase New Heavy Duty or Commercial Business Trucks	1.1%	2
Purchase Used Heavy Duty or Commercial Business Trucks	1.1%	2
None of the above / Does not apply	92.9%	170

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

Value		Percent	Responses
Business Insurance		3.3%	6
Business Health Insurance		7.7%	14
Business Dental Insurance		3.3%	6
Business 401K or Retirement Program		4.4%	8
Business "Key Man" Insurance		1.6%	3
Business Property Insurance		2.7%	5
Business Commercial Insurance		2.2%	4
None of the above / Does not apply		88.5%	162


















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

Value		Percent	Responses
Local Newspaper		18.6%	34
Local Newspaper Site		3.3%	6
Local Radio		5.5%	10
Local Television		7.1%	13
Local Free or Alternative publication		4.4%	8
Other Print Publications		7.1%	13
Facebook		28.4%	52
Twitter		4.9%	9
Other Social Media		18.6%	34
Search Engine Optimization (SEO, SEM)		8.2%	15
Word of Mouth or Referrals		44.3%	81
Billboards		5.5%	10
Direct Mail		12.0%	22
Coupons or "Deal of the Day"		3.8%	7
Fliers or Door Hangers		3.8%	7
Banner Ads		5.5%	10
Online Advertising		16.4%	30
None of the above / Does not apply		21.9%	40
Sign "Spinners"		1.6%	3
Telemarketing		1.1%	2
Yellow Pages		2.2%	4
Retargeting Web Ads		2.2%	4




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		10.4%	19
Use social media for promoting business		19.1%	35
Website optimized for mobile (responsive)		15.8%	29
Ongoing search optimization (SEO, SEM)		8.7%	16
Banner ads		3.8%	7
Cost-per-click ads (CPC, PPC)		5.5%	10
Cost-per-mille ads (CPM)		0.5%	1
Programmatic ads		2.2%	4
Retargeting ads		0.5%	1
Video ads		5.5%	10
Google ads (Adwords)		12.6%	23
Facebook ads		23.0%	42
Sponsored content		1.6%	3
Email advertising		13.1%	24
Site analytics		3.3%	6
Use a Digital Agency		1.1%	2
Digital ads through newspaper		4.4%	8
None of the above/Does not apply		50.3%	92

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		6.0%	11
Use social media for promoting business		14.8%	27
Website optimized for mobile (responsive)		8.7%	16
Ongoing search optimization (SEO, SEM)		4.4%	8
Banner ads		4.4%	8
Cost-per-click ads (CPC, PPC)		4.4%	8
Cost-per-mille ads (CPM)		1.6%	3
Retargeting ads		1.6%	3
Video ads		4.4%	8
Google ads (Adwords)		11.5%	21
Facebook ads		13.1%	24
Sponsored content		1.6%	3
Email advertising		13.7%	25
Site analytics		4.4%	8
Use a Digital Agency		0.5%	1
Digital ads through newspaper		3.3%	6
None of the above/Does not apply		63.4%	116

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

Value		Percent	Responses
Yes		2.8%	5
No		87.8%	158
Don't know		9.4%	17

Total: 180

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%	4.3%	42
1% - 25%	43.7%	431
26% - 50%	22.6%	223
51% - 75%	17.6%	174
76% - 100%	11.9%	117
		<b>Total: 987</b>

169. Which age brackets do you fall into?







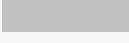



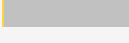

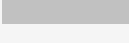

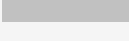


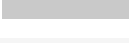
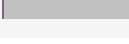

Value	Percent	Responses
18 - 19	0.5%	5
20 - 24	1.4%	14
25 - 30	2.0%	20
31 - 34	2.0%	20
35 - 40	4.9%	48
41 - 45	5.2%	51
46 - 49	5.6%	55
50 - 54	10.8%	107
55 - 60	16.9%	167
61 - 69	28.1%	277
70 or older	22.6%	223
		<b>Total: 987</b>



## 170. What state do you live in?


Value	Percent	Responses
Colorado	3.4%	34
Connecticut	4.2%	41
Idaho	3.0%	30
Minnesota	4.2%	41
Missouri	3.5%	35
Pennsylvania	7.4%	73
Texas	5.8%	57
Washington	7.7%	76
Wisconsin	29.0%	286
Alabama	0.1%	1
Arizona	2.2%	22
Arkansas	2.5%	25
California	0.7%	7
Delaware	0.4%	4
Florida	2.6%	26
Georgia	2.4%	24
Illinois	2.2%	22
Indiana	1.6%	16
Iowa	0.2%	2
Kansas	0.3%	3
Kentucky	1.6%	16
Maryland	2.8%	28
Massachusetts	0.3%	3

**Total: 987**

Value		Percent	Responses
Michigan		0.4%	4
Mississippi		1.3%	13
Montana		0.4%	4
Nebraska		0.1%	1
Nevada		0.1%	1
New Hampshire		1.7%	17
New Jersey		0.2%	2
New York		0.3%	3
North Carolina		0.6%	6
North Dakota		0.4%	4
Ohio		1.7%	17
Oregon		0.1%	1
Rhode Island		0.1%	1
South Carolina		0.2%	2
South Dakota		0.5%	5
Tennessee		0.3%	3
Utah		0.5%	5
Virginia		0.4%	4
West Virginia		2.1%	21
Wyoming		0.1%	1









**Total: 987**

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

Value		Percent	Responses
Suburban		100.0%	987




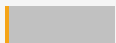









**Total: 987**

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		0.9%	9
High School Graduate (12th grade)		11.9%	117
Vocational or Technical Training		5.4%	53
Some College		18.5%	183
College Graduate		31.3%	309
Some Post-Graduate Study (No Advanced Degree)		7.3%	72
Post-Graduate Degree		24.6%	243

**Total: 987**

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

Value		Percent	Responses
Under \$20,000		6.9%	66
\$20,000 - \$24,999		4.0%	38
\$25,000 - \$29,999		3.5%	34
\$30,000 - \$34,999		4.4%	42
\$35,000 - \$39,999		4.2%	40
\$40,000 - \$44,999		5.6%	54
\$45,000 - \$49,999		6.3%	61
\$50,000 - \$74,999		19.0%	183
\$75,000 - \$99,999		16.8%	162
\$100,000 - \$124,999		11.3%	109
\$125,000 - \$149,999		6.7%	64
\$150,000 - \$200,000		6.1%	59
Over \$200,000		5.2%	50
			<b>Total: 962</b>

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.4%	4
Black or African-American		4.5%	44
Asian		1.0%	10
White or Caucasian		83.0%	819
Hispanic		1.9%	19
Other		1.4%	14
Prefer not to answer		7.8%	77
			<b>Total: 987</b>

175. Are you...

Value		Percent	Responses
Male		29.8%	294
Female		66.4%	655
Other		0.1%	1
Prefer not to answer		3.7%	37

Total: 987

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

Value		Percent	Responses
Single Family Home		81.7%	806
Apartment		6.3%	62
Condominium		7.6%	75
Mobile Home		1.5%	15
Other		2.9%	29




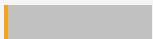

Total: 987

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		83.3%	822
Rented		12.7%	125
Occupied Without Payment of Rent		1.4%	14
Other		2.6%	26

Total: 987

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

Value		Percent	Responses
None		79.4%	784
1		8.1%	80
2		8.5%	84
3		2.6%	26
4 or more		1.3%	13
			<b>Total: 987</b>

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

Value		Percent	Responses
Yes		49.3%	484
No		50.7%	497
			<b>Total: 981</b>