


The Pulse of America 2019 Survey Report (Texas)

Response Counts

| | | | |
|------------------|------|------------------------------------------------------------------------------------|------------|
| Completion Rate: | 100% |  | |
| Complete | |  | 420 |
| | | | Total: 420 |

1. Are you 18 years of age or older?

| Value | | Percent | Responses |
|-------|-------------------------------------------------------------------------------------|---------|------------|
| Yes |  | 100.0% | 420 |
| | | | Total: 420 |

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 % | 5 1.2% | 8 1.9% | 27 6.4% | 121 28.8% | 257 61.2% | 2 0.5% | 420 |
| Local breaking news Count Row % | 2 0.5% | 0 0.0% | 4 1.0% | 42 10.0% | 370 88.1% | 2 0.5% | 420 |

| | Not at all interested | Not interested | Neutral | Somewhat interested | Very interested | Not applicable | Responses |
|--------------------------|-----------------------|----------------|---------|---------------------|-----------------|----------------|-----------|
| Local news | | | | | | | |
| Count | 1 | 0 | 2 | 54 | 361 | 2 | 420 |
| Row % | 0.2% | 0.0% | 0.5% | 12.9% | 86.0% | 0.5% | |
| County news | | | | | | | |
| Count | 2 | 2 | 23 | 125 | 265 | 3 | 420 |
| Row % | 0.5% | 0.5% | 5.5% | 29.8% | 63.1% | 0.7% | |
| Local sports news | | | | | | | |
| Count | 47 | 44 | 90 | 140 | 97 | 2 | 420 |
| Row % | 11.2% | 10.5% | 21.4% | 33.3% | 23.1% | 0.5% | |
| Local school news | | | | | | | |
| Count | 16 | 20 | 66 | 143 | 172 | 3 | 420 |
| Row % | 3.8% | 4.8% | 15.7% | 34.0% | 41.0% | 0.7% | |
| Local crime news | | | | | | | |
| Count | 2 | 0 | 15 | 73 | 325 | 5 | 420 |
| Row % | 0.5% | 0.0% | 3.6% | 17.4% | 77.4% | 1.2% | |
| Local advertising | | | | | | | |
| Count | 6 | 18 | 67 | 154 | 173 | 2 | 420 |
| Row % | 1.4% | 4.3% | 16.0% | 36.7% | 41.2% | 0.5% | |
| Local political news | | | | | | | |
| Count | 13 | 16 | 49 | 179 | 162 | 1 | 420 |
| Row % | 3.1% | 3.8% | 11.7% | 42.6% | 38.6% | 0.2% | |
| Local entertainment news | | | | | | | |
| Count | 4 | 15 | 70 | 184 | 145 | 2 | 420 |
| Row % | 1.0% | 3.6% | 16.7% | 43.8% | 34.5% | 0.5% | |
| Local dining news | | | | | | | |
| Count | 6 | 14 | 73 | 158 | 168 | 1 | 420 |
| Row % | 1.4% | 3.3% | 17.4% | 37.6% | 40.0% | 0.2% | |
| State or national news | | | | | | | |
| Count | 6 | 7 | 25 | 133 | 245 | 4 | 420 |
| Row % | 1.4% | 1.7% | 6.0% | 31.7% | 58.3% | 1.0% | |

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

Total
Total Responses 420

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 % | 133 31.7% | 111 26.4% | 142 33.8% | 34 8.1% | 420 |
| Business news Count Row % | 108 25.7% | 148 35.2% | 139 33.1% | 25 6.0% | 420 |
| Government news Count Row % | 121 28.8% | 167 39.8% | 114 27.1% | 18 4.3% | 420 |
| High school sports news Count Row % | 49 11.7% | 98 23.3% | 171 40.7% | 102 24.3% | 420 |
| Crime news Count Row % | 219 52.1% | 141 33.6% | 54 12.9% | 6 1.4% | 420 |
| Clubs and organizations news Count Row % | 66 15.7% | 129 30.7% | 176 41.9% | 49 11.7% | 420 |
| Total Total Responses | | | | | 420 |

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 % | 4 1.0% | 9 2.1% | 35 8.3% | 217 51.7% | 151 36.0% | 4 1.0% | 420 |
| Local news coverage Count Row % | 6 1.4% | 17 4.0% | 37 8.8% | 207 49.3% | 149 35.5% | 4 1.0% | 420 |
| Reporting objectivity Count Row % | 13 3.1% | 26 6.2% | 112 26.7% | 176 41.9% | 86 20.5% | 7 1.7% | 420 |
| Headline objectivity Count Row % | 8 1.9% | 26 6.2% | 87 20.7% | 196 46.7% | 98 23.3% | 5 1.2% | 420 |
| Local school news Count Row % | 3 0.7% | 10 2.4% | 94 22.4% | 177 42.1% | 99 23.6% | 37 8.8% | 420 |
| County news coverage Count Row % | 3 0.7% | 14 3.3% | 70 16.7% | 216 51.4% | 112 26.7% | 5 1.2% | 420 |
| Local city/community news coverage Count Row % | 6 1.4% | 12 2.9% | 45 10.7% | 206 49.0% | 145 34.5% | 6 1.4% | 420 |
| Environmental news coverage Count Row % | 8 1.9% | 29 6.9% | 113 26.9% | 169 40.2% | 78 18.6% | 23 5.5% | 420 |
| Courts and cops news coverage Count Row % | 7 1.7% | 14 3.3% | 78 18.6% | 205 48.8% | 101 24.0% | 15 3.6% | 420 |
| Local sports coverage Count Row % | 4 1.0% | 11 2.6% | 80 19.0% | 166 39.5% | 107 25.5% | 52 12.4% | 420 |
| Local arts and entertainment coverage Count Row % | 6 1.4% | 7 1.7% | 70 16.7% | 205 48.8% | 110 26.2% | 22 5.2% | 420 |

| | Very poor | Poor | Neutral | Good | Excellent | Don't know | Responses |
|------------------------------|-----------|------|---------|-------|-----------|------------|-----------|
| People and features coverage | 6 | 8 | 73 | 209 | 111 | 13 | 420 |
| Count | 1.4% | 1.9% | 17.4% | 49.8% | 26.4% | 3.1% | |
| Row % | | | | | | | |
| Total | | | | | | | |
| Total Responses | | | | | | | 420 |



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

| Value | | Percent | Responses |
|-------|-----------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 57.6% | 242 |
| No |  | 42.4% | 178 |
| | | | Total: 420 |




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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 40.5% | 98 |
| No |  | 55.0% | 133 |
| None of the above / Does not apply |  | 4.5% | 11 |
| | | | Total: 242 |



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

| Value | | Percent | Responses |
|-------|-----------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 83.8% | 352 |
| No |  | 16.2% | 68 |
| | | | Total: 420 |



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 |  | 47.4% | 167 |
| No |  | 48.0% | 169 |
| None of the above / Does not apply |  | 4.5% | 16 |
| | | | Total: 352 |






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

| Value | | Percent | Responses |
|-------|-------------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 94.3% | 396 |
| No |  | 5.7% | 24 |
| | | | Total: 420 |

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

| Value | | Percent | Responses |
|-------|-------------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 61.1% | 242 |
| No |  | 38.9% | 154 |
| | | | Total: 396 |




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

| Value | | Percent | Responses |
|-----------|-----------------------------------------------------------------------------------|---------|-------------------|
| 1 |  | 39.9% | 158 |
| 2 |  | 44.7% | 177 |
| 3 |  | 10.6% | 42 |
| 4 |  | 1.8% | 7 |
| 5 or more |  | 3.0% | 12 |
| | | | Total: 396 |

Statistics

Average 1.7

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

| Value | | Percent | Responses |
|----------------|-------------------------------------------------------------------------------------|---------|-----------|
| Adult male |  | 61.1% | 242 |
| Adult female |  | 79.3% | 314 |
| Minor under 18 |  | 4.3% | 17 |

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

| Value | | Percent | Responses |
|-----------------|--|---------|-------------------|
| Yes, always | | 27.0% | 107 |
| Yes, frequently | | 24.2% | 96 |
| Yes, sometimes | | 32.8% | 130 |
| Seldom | | 12.9% | 51 |
| Never | | 3.0% | 12 |
| | | | Total: 396 |




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 | | 16.2% | 64 |
| Local Daily Newspaper | | 89.4% | 354 |
| Local Paid Weekly Community Newspaper | | 21.5% | 85 |
| Local Free Weekly Print Publication (a Shopper or Newspaper) | | 43.7% | 173 |
| Local Alternative Publication | | 8.3% | 33 |
| Local Specialty Publication | | 17.2% | 68 |
| Local Business Publication | | 17.4% | 69 |
| Local Ethnic Publication | | 2.5% | 10 |
| Local Parenting Publication | | 2.8% | 11 |
| Local Senior Publication | | 11.9% | 47 |
| None of the above / Does not apply | | 2.5% | 10 |

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




| | Always | Frequently | Occasionally | Never | Responses |
|---------------------------------------------------------------------------------------------------|--------|------------|--------------|-------|-----------|
| Classified Ads | | | | | |
| Count | 83 | 96 | 170 | 47 | 396 |
| Row % | 21.0% | 24.2% | 42.9% | 11.9% | |
| Retail Store Ads | | | | | |
| Count | 152 | 139 | 93 | 12 | 396 |
| Row % | 38.4% | 35.1% | 23.5% | 3.0% | |
| Ad Inserts | | | | | |
| Count | 129 | 123 | 113 | 31 | 396 |
| Row % | 32.6% | 31.1% | 28.5% | 7.8% | |
| Real Estate Ads | | | | | |
| Count | 39 | 66 | 199 | 92 | 396 |
| Row % | 9.8% | 16.7% | 50.3% | 23.2% | |
| Automotive Ads | | | | | |
| Count | 28 | 51 | 206 | 111 | 396 |
| Row % | 7.1% | 12.9% | 52.0% | 28.0% | |
| Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.) | | | | | |
| Count | 81 | 132 | 154 | 29 | 396 |
| Row % | 20.5% | 33.3% | 38.9% | 7.3% | |
| Political Ads | | | | | |
| Count | 46 | 65 | 201 | 84 | 396 |
| Row % | 11.6% | 16.4% | 50.8% | 21.2% | |
| Legal Notices | | | | | |
| Count | 42 | 65 | 183 | 106 | 396 |
| Row % | 10.6% | 16.4% | 46.2% | 26.8% | |
| Total | | | | | |
| Total Responses | | | | | 396 |

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 |  | 56.2% | 236 |
| Posted on a Government Website |  | 7.1% | 30 |
| No preference |  | 36.7% | 154 |

Total: 420



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 |  | 20.2% | 85 |
| No |  | 77.6% | 326 |
| Don't know |  | 2.1% | 9 |
| | | | Total: 420 |

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

| Value | | Percent | Responses |
|------------------------------------------------------|--------------------------------------------------------------------------------------|---------|------------------|
| Excellent response (sold item or got many inquiries) |  | 36.9% | 31 |
| Satisfactory response (received many inquiries) |  | 45.2% | 38 |
| Poor response (received very few inquiries) |  | 17.9% | 15 |
| | | | Total: 84 |

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

| Value | | Percent | Responses |
|-------|-------------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 51.0% | 214 |
| No |  | 49.0% | 206 |
| | | | Total: 420 |
















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

| Value | | Percent | Responses |
|-----------------------------------|--|---------|-----------|
| Daily | | 19.5% | 82 |
| Couple times week | | 13.8% | 58 |
| Weekly | | 6.2% | 26 |
| Couple times month | | 11.4% | 48 |
| Monthly | | 3.3% | 14 |
| Less Monthly | | 23.6% | 99 |
| Have not visited / Does not apply | | 22.1% | 93 |

Total: 420

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









| Value | | Percent | Responses |
|------------------------|--|---------|-----------|
| Auto Body Shop | | 8.1% | 34 |
| Auto Detailing Shop | | 11.7% | 49 |
| Auto Glass Repair Shop | | 6.4% | 27 |
| Auto Paint Shop | | 3.1% | 13 |
| Oil Change Station | | 59.5% | 250 |
| Auto Parts Store | | 40.0% | 168 |
| Auto Repair Shop | | 23.6% | 99 |
| Auto Salvage Yard | | 5.5% | 23 |
| Auto Battery Store | | 9.5% | 40 |
| Auto Window Tinting | | 3.8% | 16 |
| Car Wash | | 70.0% | 294 |
| Gas Station | | 83.1% | 349 |
| New Vehicle Dealership | | 14.0% | 59 |

| Value | | Percent | Responses |
|---------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Used Vehicle Dealership |  | 9.5% | 40 |
| Pick and Pull Lot |  | 3.3% | 14 |
| Recreation Vehicle (RV) Dealership |  | 3.3% | 14 |
| RV or Camper Service |  | 4.0% | 17 |
| Tire Store |  | 30.5% | 128 |
| None of the above / Does not apply |  | 4.0% | 17 |
| Auto Protective Paint or Coating Shop |  | 1.0% | 4 |
| Auto Towing Service |  | 2.4% | 10 |
| Auto Stereo Installation |  | 1.0% | 4 |
| Car Audio Store |  | 1.7% | 7 |
| Commercial Truck Dealership |  | 0.7% | 3 |
| Commercial Truck Repair Shop |  | 1.0% | 4 |
| Utility Trailer Dealer |  | 0.7% | 3 |
| Trailer Dealer |  | 1.9% | 8 |
| Trailer Rental Service |  | 2.6% | 11 |













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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Boat Dealer | | 3.1% | 13 |
| Boating Accessory Store | | 3.6% | 15 |
| Boat Repair Shop | | 1.2% | 5 |
| Boat Rental Service | | 0.7% | 3 |
| All-Terrain Vehicle (ATV) Dealer | | 2.4% | 10 |
| Watercraft Dealer | | 0.7% | 3 |
| Watercraft Rental Shop | | 0.5% | 2 |
| Motorcycle Dealer | | 2.4% | 10 |
| Motorcycle Repair Shop | | 2.1% | 9 |
| Motorcycle Accessory Store | | 3.6% | 15 |
| Golf Cart Dealer | | 2.4% | 10 |
| Service | | 4.5% | 19 |
| Boat and RV Storage Facility | | 2.6% | 11 |
| Harley-Davidson Dealer | | 3.3% | 14 |
| None of the above / Does not apply | | 84.0% | 353 |

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

| Value | | Percent | Responses |
|---------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| New Farm Equipment Dealer |  | 1.9% | 8 |
| Used Farm Equipment Dealer |  | 1.9% | 8 |
| Farm Truck and Tractor Repair Shop |  | 2.6% | 11 |
| Agriculture Farm Supply Store |  | 11.2% | 47 |
| Agricultural Service |  | 1.4% | 6 |
| Farming Structure Building Contractor |  | 1.2% | 5 |
| Animal Feed Store |  | 19.3% | 81 |
| None of the above / Does not apply |  | 76.2% | 320 |

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 |  | 11.4% | 48 |
| Bakery |  | 60.0% | 252 |
| Specialty Cake Bakery |  | 10.5% | 44 |
| Cupcake Shop |  | 12.1% | 51 |
| Donut Shop |  | 49.3% | 207 |
| Beverage Distributor |  | 10.5% | 44 |
| Beer Shop |  | 17.1% | 72 |
| Brewery or Brew Pub |  | 21.4% | 90 |
| Candy Store |  | 15.7% | 66 |
| Cheese Shop |  | 9.3% | 39 |
| Chocolate Shop |  | 9.0% | 38 |
| Coffee & Tea Shop |  | 38.1% | 160 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Espresso or Coffee Shop | | 35.0% | 147 |
| Cookie Store | | 11.0% | 46 |
| Dairy Store | | 6.7% | 28 |
| Convenience Store | | 74.3% | 312 |
| Dessert Restaurant | | 8.8% | 37 |
| Distillery | | 5.7% | 24 |
| Food Cart | | 9.3% | 39 |
| Ethnic Food Restaurant | | 38.1% | 160 |
| Ice Cream or Frozen Yogurt Shop | | 32.1% | 135 |
| Smoothie or Juice Bar | | 15.5% | 65 |
| Liquor Store | | 45.2% | 190 |
| Spice Store | | 3.8% | 16 |
| Tea Shop | | 6.0% | 25 |
| Winery | | 14.5% | 61 |
| Wine Shop | | 14.5% | 61 |
| U-Brew Beer or Wine Store | | 3.3% | 14 |
| None of the above / Does not apply | | 5.2% | 22 |

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 | | 17.1% | 72 |
| Grocery Store (Discount) | | 42.6% | 179 |
| Grocery Store (Ethnic) | | 6.2% | 26 |
| Farmers Market | | 28.1% | 118 |
| Grocery Store (Co-op) | | 9.8% | 41 |
| Grocery Store (Independent) | | 24.0% | 101 |
| Grocery Store (Major or Regional Chain) | | 84.0% | 353 |
| Meat Market or Butcher Shop | | 23.1% | 97 |
| Grocery Store (Neighborhood) | | 41.9% | 176 |
| Seafood Market | | 24.8% | 104 |
| Specialty Food Market | | 6.0% | 25 |
| Grocery Delivery Service | | 9.5% | 40 |
| None of the above / Does not apply | | 0.5% | 2 |













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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Barbershop | | 25.2% | 106 |
| Day Spa | | 9.5% | 40 |
| Eyelash Extension Salon | | 4.5% | 19 |
| Hair Removal Salon | | 3.6% | 15 |
| Hair and Beauty Salon | | 48.6% | 204 |
| Makeup Artist | | 1.9% | 8 |
| Massage Spa | | 17.9% | 75 |
| Nail Salon | | 38.6% | 162 |
| Skin Care Store | | 3.1% | 13 |
| Tanning Salon | | 4.5% | 19 |
| Tattoo Studio | | 5.7% | 24 |
| None of the above / Does not apply | | 30.2% | 127 |












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 | | 11.0% | 46 |
| Arts & Crafts Fair | | 36.4% | 153 |
| Casino | | 26.7% | 112 |
| Community Theatre | | 27.1% | 114 |
| Movie Theater | | 67.9% | 285 |
| Museum | | 33.3% | 140 |
| Live Theater | | 25.5% | 107 |
| Performing Arts Center | | 19.3% | 81 |
| Bingo Hall | | 14.5% | 61 |
| Social Club | | 7.4% | 31 |
| Stadium or Arena | | 18.6% | 78 |
| Rodeo | | 26.0% | 109 |
| Wine Tour | | 7.6% | 32 |
| Music Festival | | 19.0% | 80 |
| Wine Festival | | 12.4% | 52 |
| Food Festival | | 27.9% | 117 |
| Car Show | | 11.9% | 50 |
| Seasonal Festival | | 33.8% | 142 |
| Arts Organization | | 11.7% | 49 |
| Cultural Center | | 8.8% | 37 |
| Local Festival | | 32.1% | 135 |
| Historical Society | | 12.1% | 51 |
| None of the above / Does not apply | | 10.2% | 43 |






















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 |  | 19.8% | 83 |
| Professional Sports Team |  | 20.2% | 85 |
| Amusement Center / Park |  | 32.4% | 136 |
| Family Play Center |  | 12.1% | 51 |
| Family Entertainment Center |  | 25.2% | 106 |
| Go Kart Track |  | 10.0% | 42 |
| Horseback Riding |  | 5.7% | 24 |
| Outdoor Park |  | 36.0% | 151 |
| Ice Skating or Roller Rink |  | 11.7% | 49 |
| Athletic Club |  | 13.3% | 56 |
| Zoo |  | 32.4% | 136 |
| None of the above / Does not apply |  | 27.6% | 116 |

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

| Value | | Percent | Responses |
|------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Boxing Gym |  | 1.4% | 6 |
| CrossFit Gym |  | 1.7% | 7 |
| Dance Studio |  | 5.2% | 22 |
| Fitness Boot Camp |  | 2.4% | 10 |
| Exercise Classes |  | 20.7% | 87 |
| Gym, Fitness or Athletic Club |  | 33.1% | 139 |
| Martial Arts Studio |  | 2.1% | 9 |
| Personal Trainer |  | 4.3% | 18 |
| Rock Climbing Gym |  | 1.4% | 6 |
| Swimming Lessons |  | 6.2% | 26 |
| Yoga Studio |  | 10.5% | 44 |
| None of the above / Does not apply |  | 48.8% | 205 |
















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 |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Bait & Tackle Shop |  | 19.8% | 83 |
| Bicycle Shop |  | 6.4% | 27 |
| Bicycle Repair Shop |  | 8.3% | 35 |
| Bowling Alley |  | 20.5% | 86 |
| Fishing Supply Store |  | 19.5% | 82 |
| Golf Course |  | 12.6% | 53 |
| Golf Driving Range |  | 9.5% | 40 |
| Golf Pro Shop |  | 5.2% | 22 |
| Gun Shooting Range |  | 20.5% | 86 |
| Gun Store |  | 19.5% | 82 |
| Miniature Golf Course |  | 10.5% | 44 |
| Outdoor Gear Store |  | 10.5% | 44 |
| New Sporting Goods Store |  | 15.5% | 65 |
| Used Sporting Goods Store |  | 3.8% | 16 |
| Sightseeing Tour Agency |  | 3.6% | 15 |
| None of the above / Does not apply |  | 34.3% | 144 |
| Archery Range |  | 2.4% | 10 |
| Bicycle Rental Service |  | 1.4% | 6 |
| Dive Shop |  | 2.1% | 9 |
| Helicopter Tour Agency |  | 1.2% | 5 |
| Ski Shop |  | 1.2% | 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 | | 6.0% | 25 |
| Bar, Lounge or Pub | | 39.0% | 164 |
| Comedy Club | | 11.7% | 49 |
| Dancing or Night Club | | 13.3% | 56 |
| Music or Concert Hall | | 27.6% | 116 |
| Billiard Hall | | 6.4% | 27 |
| Sports Bar | | 21.9% | 92 |
| Wine Bar | | 13.1% | 55 |
| None of the above / Does not apply | | 43.6% | 183 |

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 |  | 3.3% | 14 |
| Card or Stationery Store |  | 15.0% | 63 |
| Announcement Printing Service |  | 4.8% | 20 |
| Catering Service |  | 9.8% | 41 |
| Disc Jockey (DJ) |  | 2.6% | 11 |
| Event Coordinator |  | 3.6% | 15 |
| Hotel Meeting Room or Event Space |  | 6.7% | 28 |
| Musician or Band |  | 7.6% | 32 |
| Party Supply Store |  | 19.0% | 80 |
| Photographer |  | 9.3% | 39 |
| Event Space or Venue |  | 6.0% | 25 |
| Videographer |  | 2.4% | 10 |
| Wedding Venue or Banquet Hall |  | 4.3% | 18 |
| Wedding Planner |  | 2.4% | 10 |
| None of the above / Does not apply |  | 59.0% | 248 |

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 |  | 15.7% | 66 |
| University |  | 12.4% | 52 |
| Community College |  | 18.6% | 78 |
| Elementary School |  | 7.6% | 32 |
| Middle or High School |  | 9.8% | 41 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Adult Education School | | 12.1% | 51 |
| Preschool | | 3.8% | 16 |
| Art School | | 4.3% | 18 |
| Culinary School | | 4.3% | 18 |
| Dance Studio | | 4.5% | 19 |
| Driving School | | 4.5% | 19 |
| Musical Instruments and Lessons | | 4.3% | 18 |
| Graduate school | | 5.0% | 21 |
| Lecture or Seminar Series | | 3.8% | 16 |
| None of the above / Does not apply | | 51.4% | 216 |
| Charter School | | 0.7% | 3 |
| Beauty School | | 2.6% | 11 |
| Language School | | 1.4% | 6 |
| Tutoring Center | | 1.7% | 7 |
| Private Elementary School | | 1.7% | 7 |
| Private Middle School | | 0.7% | 3 |
| Private High School | | 1.0% | 4 |
| Private K-12 School | | 1.2% | 5 |
| Private Tutor | | 1.2% | 5 |
| Vocational School | | 2.6% | 11 |
| Real Estate School | | 1.4% | 6 |
| Aviation / Flight School | | 2.1% | 9 |
| Parochial School | | 1.0% | 4 |















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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Bank |  | 26.9% | 113 |
| Credit Union |  | 20.0% | 84 |
| Financial Advisor |  | 11.4% | 48 |
| Check Cashing Service |  | 2.6% | 11 |
| Money Transfer Service |  | 1.7% | 7 |
| Stockbroker |  | 2.6% | 11 |
| Tax Return Service |  | 16.9% | 71 |
| Auto Broker |  | 1.4% | 6 |
| Bail Bonds Service |  | 1.0% | 4 |
| Bankruptcy Service |  | 0.7% | 3 |
| Bookkeeping Service |  | 2.1% | 9 |
| Business Development Service |  | 1.0% | 4 |
| Car Leasing Service |  | 2.4% | 10 |
| Credit Counseling Service |  | 3.1% | 13 |
| None of the above / Does not apply |  | 53.3% | 224 |















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

| Value | | Percent | Responses |
|------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Payday Loan Company |  | 1.2% | 5 |
| Debt Consolidation Company |  | 5.0% | 21 |
| Credit Repair Service |  | 7.4% | 31 |
| Title Loan Company |  | 0.7% | 3 |
| None of the above / Does not apply |  | 89.0% | 374 |
























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 |  | 2.1% | 9 |
| Chiropractor |  | 13.1% | 55 |
| Dermatologist |  | 15.0% | 63 |
| Dentist |  | 41.2% | 173 |
| General Practitioner |  | 22.9% | 96 |
| Family Practitioner |  | 28.3% | 119 |
| Obstetrician & Gynecologist |  | 11.4% | 48 |
| Optometrist |  | 20.2% | 85 |
| Physical Therapist |  | 4.5% | 19 |
| Psychiatrist |  | 3.8% | 16 |
| Pediatrician |  | 6.2% | 26 |
| Allergist |  | 4.3% | 18 |
| Pain Management Physician |  | 6.0% | 25 |
| None of the above / Does not apply |  | 36.9% | 155 |
























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 |  | 15.2% | 64 |
| Hearing Aid Center |  | 3.6% | 15 |
| Hospital |  | 6.0% | 25 |
| Medical Clinic |  | 9.8% | 41 |
| Weight Loss Service |  | 6.4% | 27 |
| Alcoholism Treatment Program |  | 0.7% | 3 |
| Blood Donation Center |  | 5.0% | 21 |
| Drug Addiction Treatment Center |  | 1.2% | 5 |
| Mental Health Clinic |  | 2.6% | 11 |
| Pain Control Clinic |  | 3.6% | 15 |
| Walk-In Clinic |  | 8.8% | 37 |
| Mental Health Service |  | 2.9% | 12 |
| Drug Testing Service |  | 1.2% | 5 |
| None of the above / Does not apply |  | 63.8% | 268 |

















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 |  | 5.5% | 23 |
| Allergy or Asthma Specialist |  | 8.8% | 37 |
| Mental Health Provider |  | 6.9% | 29 |
| Denture or Implant Specialist |  | 12.1% | 51 |
| Cosmetic Dentist |  | 5.5% | 23 |
| Oral Surgeon |  | 3.1% | 13 |
| Orthodontist |  | 4.3% | 18 |
| Cardiologist |  | 24.8% | 104 |
| Cosmetic or Plastic Surgeon |  | 3.6% | 15 |
| Ear, Nose & Throat Doctor |  | 16.2% | 68 |
| Gastroenterologist |  | 14.5% | 61 |
| Internal Medicine Doctor |  | 21.4% | 90 |
| Massage Therapist |  | 20.5% | 86 |
| Naturopathic Practitioner |  | 3.3% | 14 |
| Nutritionist or Dietician |  | 3.3% | 14 |
| Oncologist |  | 6.2% | 26 |
| Ophthalmologist |  | 18.3% | 77 |
| Orthopedist |  | 3.6% | 15 |
| Podiatrist |  | 8.8% | 37 |
| Urologist |  | 10.2% | 43 |
| None of the above / Does not apply |  | 22.4% | 94 |
| Cardiovascular Surgeon |  | 1.4% | 6 |
| Home Health Care Provider |  | 2.6% | 11 |
| Surgical Specialist |  | 2.6% | 11 |



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
























| Value | | Percent | Responses |
|----------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Audiology Clinic |  | 5.5% | 23 |
| Veterans Hospital |  | 4.3% | 18 |
| Laboratory or Medical Testing Facility |  | 14.5% | 61 |
| Medical Imaging Service |  | 11.7% | 49 |
| Laser Eye Surgery Clinic |  | 3.1% | 13 |
| Pain Clinic |  | 7.4% | 31 |
| Rehabilitation Clinic |  | 3.1% | 13 |
| Sleep Disorder Clinic |  | 6.0% | 25 |
| Urgent Care Clinic |  | 9.8% | 41 |
| Medical Walk-In Clinic |  | 7.6% | 32 |
| Mental Health Service |  | 4.3% | 18 |
| None of the above / Does not apply |  | 49.3% | 207 |
| Alzheimer's or Memory Care Facility |  | 0.7% | 3 |
| Medical Marijuana Authorization |  | 1.9% | 8 |
| Hospice Care Provider |  | 0.7% | 3 |
| Medical Spa |  | 2.6% | 11 |
| Medical Supply Store |  | 1.7% | 7 |
| Memory Care Facility |  | 0.7% | 3 |
| Sports Medicine Clinic |  | 1.0% | 4 |
| Medical Transport Service |  | 0.7% | 3 |
| Vascular Surgeon or Vein Center |  | 1.9% | 8 |
| Physical Health Center |  | 2.4% | 10 |
| Drug Testing Service |  | 1.0% | 4 |








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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Airline |  | 46.4% | 195 |
| Regional Airport |  | 14.8% | 62 |
| Bed & Breakfast |  | 13.8% | 58 |
| Campground |  | 14.3% | 60 |
| Cruise Line |  | 18.1% | 76 |
| Hotel or Motel (Local) |  | 11.0% | 46 |
| Hotel or Motel (Out-of-Town) |  | 63.6% | 267 |
| Luggage-Travel Store |  | 1.2% | 5 |
| RV Rental Company |  | 2.4% | 10 |
| Ski Resort |  | 1.4% | 6 |
| Tour Company |  | 2.9% | 12 |
| Shuttle Service |  | 9.3% | 39 |
| Limo Service |  | 2.1% | 9 |
| Taxi Service |  | 6.9% | 29 |
| Travel Agent |  | 8.6% | 36 |
| None of the above / Does not apply |  | 23.3% | 98 |















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 |  | 3.1% | 13 |
| Bottled Water Delivery Service |  | 3.8% | 16 |

| Value | | Percent | Responses |
|-------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Courier or Delivery Service |  | 5.0% | 21 |
| Dry Cleaning or Laundry Service |  | 38.3% | 161 |
| Electronics Repair Shop |  | 5.5% | 23 |
| Information Technology (IT) Service |  | 4.8% | 20 |
| Jewelry Repair Shop |  | 18.1% | 76 |
| Mail Store |  | 19.8% | 83 |
| Printing Service |  | 9.3% | 39 |
| Propane Dealer |  | 9.8% | 41 |
| Junkyard |  | 4.0% | 17 |
| Recycling Center |  | 15.0% | 63 |
| Self-Storage Facility |  | 13.6% | 57 |
| Sewing and Alterations Shop |  | 8.3% | 35 |
| Small Engine Repair Shop |  | 4.5% | 19 |
| Shipping Center |  | 12.4% | 52 |
| Shoe Repair Shop |  | 8.6% | 36 |
| Watch or Clock Repair Shop |  | 10.0% | 42 |
| Mobile or Cell Phone Repair Shop |  | 9.8% | 41 |
| Animal Control Service |  | 4.8% | 20 |
| Copy Shop |  | 8.3% | 35 |
| Tool Rental Service |  | 3.1% | 13 |
| Airport Parking Lot |  | 23.3% | 98 |
| Car Rental Agency |  | 15.2% | 64 |
| None of the above / Does not apply |  | 20.0% | 84 |
| Moving Truck Rental Company |  | 1.7% | 7 |
| Propane Home Heating Service |  | 1.0% | 4 |

| Value | | Percent | Responses |
|----------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Funeral Service Provider |  | 2.6% | 11 |
| Cremation Service Provider |  | 2.4% | 10 |
| Adoption Agency |  | 0.5% | 2 |
| Marketing Agency |  | 1.0% | 4 |
| Marketing Consultant |  | 1.4% | 6 |
| Marriage Counselor |  | 1.2% | 5 |
| Mediation Service |  | 1.0% | 4 |

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 |  | 13.8% | 58 |
| Charity or Philanthropic Organization |  | 6.9% | 29 |
| Church |  | 60.2% | 253 |
| City or Municipal Service |  | 17.6% | 74 |
| Community Organization |  | 7.6% | 32 |
| Community Service or Non-Profit Organization |  | 10.0% | 42 |
| City Center |  | 6.4% | 27 |
| City or Town Hall |  | 17.4% | 73 |
| Civic Center |  | 16.4% | 69 |
| Community Center |  | 13.6% | 57 |
| Convention Center |  | 6.2% | 26 |
| County Government Office |  | 11.9% | 50 |
| Department of Motor Vehicles |  | 36.7% | 154 |
| Department of Social Services |  | 3.8% | 16 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Employment Center | | 6.0% | 25 |
| Gun Club | | 8.3% | 35 |
| Veterans Center | | 6.2% | 26 |
| Veterans Organization | | 5.7% | 24 |
| None of the above / Does not apply | | 15.0% | 63 |
| Government or Political Service | | 2.1% | 9 |
| Adult Foster Care Service | | 0.2% | 1 |
| Equipment Rental Agency | | 2.1% | 9 |
| Foster Care Service | | 1.0% | 4 |
| Government Economic Program | | 1.0% | 4 |
| Unemployment Office | | 2.4% | 10 |
| Youth Organization | | 1.7% | 7 |
| Farm Bureau | | 2.9% | 12 |

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 | | 7.1% | 30 |
| Paving Contractor | | 0.7% | 3 |
| General Contractor | | 10.5% | 44 |
| Electrician | | 12.4% | 52 |
| Handyman | | 17.6% | 74 |
| Heating & Air Conditioning Service | | 15.7% | 66 |
| Home Maintenance Service | | 5.0% | 21 |
| Landscaping Service | | 13.8% | 58 |
| Painting Contractor | | 8.8% | 37 |
| Plumber or Plumbing Contractor | | 12.4% | 52 |
| Home Security Company | | 3.1% | 13 |
| Countertop Contractor | | 4.3% | 18 |
| Demolition Contractor | | 0.7% | 3 |
| Garbage Collection Service | | 10.2% | 43 |
| Deck Builder | | 2.9% | 12 |
| None of the above / Does not apply | | 50.2% | 211 |

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 | | 14.0% | 59 |
| Chimney Cleaning Service | | 6.0% | 25 |
| Fuel or Oil Home Heating Service | | 0.5% | 2 |
| Furnace Cleaning Service | | 1.2% | 5 |
| Home Gardening Service | | 2.6% | 11 |
| Landscaper | | 6.9% | 29 |
| House Cleaning Service | | 9.5% | 40 |
| Pest Control Service or Exterminator | | 8.8% | 37 |
| Pool Cleaning Service | | 3.6% | 15 |
| Television or Internet Service Provider | | 18.1% | 76 |
| House Cleaning Service | | 4.0% | 17 |
| Lawn Care Service | | 14.3% | 60 |
| None of the above / Does not apply | | 51.4% | 216 |

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 | | 10.0% | 42 |
| Carpenter or Woodworker | | 8.6% | 36 |
| Carpet Installation Contractor | | 6.4% | 27 |
| Concrete Contractor | | 4.5% | 19 |
| Drywall Installation or Repair Contractor | | 6.7% | 28 |
| Fencing Contractor | | 9.5% | 40 |
| Flooring Installation Service | | 10.0% | 42 |

| Value | | Percent | Responses |
|------------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Garage Door Contractor |  | 5.2% | 22 |
| Gutter Installation or Repair Contractor |  | 5.0% | 21 |
| Junk Removal or Hauling Service |  | 4.5% | 19 |
| Kitchen or Bath Remodeling Company |  | 9.5% | 40 |
| Mover or Moving Company |  | 3.3% | 14 |
| Roofing Contractor |  | 5.0% | 21 |
| Remodeling Contractor |  | 7.1% | 30 |
| Septic Tank Contractor |  | 4.5% | 19 |
| Tile Contractor |  | 3.3% | 14 |
| Window Installer |  | 5.7% | 24 |
| None of the above / Does not apply |  | 50.7% | 213 |
| Alternative Energy Service |  | 1.9% | 8 |
| New Home Builder |  | 1.7% | 7 |
| Furnace Contractor |  | 0.7% | 3 |
| Fire & Water Damage Restoration Service |  | 0.7% | 3 |
| Foundation Contractor |  | 1.9% | 8 |
| Garage Builder |  | 1.7% | 7 |
| Insulation Installer |  | 2.4% | 10 |
| Landscape Architect |  | 1.9% | 8 |
| Siding Installation or Repair Contractor |  | 1.0% | 4 |
| Stone or Marble Company |  | 1.9% | 8 |
| Waterproofing Contractor |  | 0.5% | 2 |
| Water Well Drilling Contractor |  | 1.0% | 4 |
| Solar Energy Contractor |  | 1.7% | 7 |
| Asphalt Contractor |  | 0.7% | 3 |





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 |  | 1.4% | 6 |
| Bathtub Refinishing Service |  | 6.2% | 26 |
| Cabinet Refacing Service |  | 2.9% | 12 |
| Furniture Upholstery Service |  | 4.5% | 19 |
| Home Theater Installation Service |  | 0.5% | 2 |
| Interior Designer |  | 2.4% | 10 |
| Key or Locksmith Service |  | 5.5% | 23 |
| Home Pressure Washing Service |  | 5.7% | 24 |
| Shades & Blinds Installation Service |  | 5.2% | 22 |
| Arborist |  | 1.7% | 7 |
| Water Treatment Supply & Service |  | 2.1% | 9 |
| Wallcoverings Store |  | 1.4% | 6 |
| Window & Door Installation Service |  | 6.9% | 29 |
| None of the above / Does not apply |  | 70.0% | 294 |

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

| Value | | Percent | Responses |
|------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Retirement Counselor |  | 0.7% | 3 |
| Assisted Living Facility |  | 1.7% | 7 |
| Retirement Home |  | 1.0% | 4 |
| Nursing Home |  | 1.9% | 8 |
| 55+ Housing Community |  | 5.7% | 24 |
| Senior Center |  | 5.7% | 24 |
| Adult Day Care |  | 1.2% | 5 |
| Geriatric Physician |  | 1.9% | 8 |
| Respite Relief Provider |  | 1.2% | 5 |
| Senior Care Placement Agency |  | 0.2% | 1 |
| None of the above / Does not apply |  | 85.0% | 357 |

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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Childcare or Daycare |  | 6.4% | 27 |
| Summer Camp |  | 7.9% | 33 |
| Sports Camp |  | 4.3% | 18 |
| None of the above / Does not apply |  | 85.5% | 359 |

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 | | 29.3% | 123 |
| Children's Shoe Store | | 17.6% | 74 |
| Children's Furniture Store | | 4.0% | 17 |
| None of the above / Does not apply | | 69.8% | 293 |

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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Animal Shelter | | 5.2% | 22 |
| Animal Daycare | | 4.3% | 18 |
| Emergency Animal Hospital | | 3.1% | 13 |
| Pet Boarding | | 11.9% | 50 |
| Pet Breeder | | 1.0% | 4 |
| Pet Groomer | | 21.2% | 89 |
| Pet Sitter | | 6.4% | 27 |
| Pet Trainer | | 3.6% | 15 |
| Pet Walker | | 1.2% | 5 |
| Veterinarian | | 49.0% | 206 |
| None of the above / Does not apply | | 42.4% | 178 |










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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Bird Seed Store | | 5.5% | 23 |
| Bird Specialty Store | | 0.5% | 2 |
| Bird Shop | | 1.0% | 4 |
| Pet Boutique | | 2.9% | 12 |
| Fish or Aquarium Store | | 2.6% | 11 |
| Pet Store | | 45.7% | 192 |
| None of the above / Does not apply | | 50.7% | 213 |

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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Mortgage Broker | | 3.1% | 13 |
| Property Manager | | 2.4% | 10 |
| Realtor | | 11.9% | 50 |
| Real Estate Brokerage Firm | | 1.9% | 8 |
| Title & Escrow Company | | 5.0% | 21 |
| Estate Appraiser | | 3.3% | 14 |
| Estate Liquidator | | 1.4% | 6 |
| None of the above / Does not apply | | 81.9% | 344 |

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 |  | 6.2% | 26 |
| Developer |  | 1.0% | 4 |
| Home Inspector |  | 3.3% | 14 |
| Home Staging Company |  | 0.7% | 3 |
| Manufactured or Modular Home Builder |  | 2.4% | 10 |
| New Home Builder |  | 3.8% | 16 |
| Mortgage Banker |  | 3.3% | 14 |
| Real Estate Appraiser |  | 6.0% | 25 |
| None of the above / Does not apply |  | 82.9% | 348 |


























54. Which of the following types of RESTAURANTS have you or the members of your household dined at in the PAST 30 DAYS? (Check all that apply.)











| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Fast Food Restaurant | | 77.1% | 324 |
| Family Style Restaurant | | 50.7% | 213 |
| Buffet Restaurant | | 36.2% | 152 |
| Fine Dining Restaurant | | 31.9% | 134 |
| Restaurant with Lounge or Bar | | 29.8% | 125 |
| Pizza Restaurant | | 57.1% | 240 |
| Ethnic Restaurant | | 26.7% | 112 |
| Chinese Restaurant | | 48.8% | 205 |
| Mexican Restaurant | | 78.8% | 331 |
| Italian Restaurant | | 36.0% | 151 |
| Japanese or Sushi Restaurant | | 15.0% | 63 |
| Thai Restaurant | | 10.7% | 45 |
| Indian Restaurant | | 5.2% | 22 |
| None of the above / Does not apply | | 1.4% | 6 |

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











| Value | | Percent | Responses |
|-------------------------------|--|---------|-----------|
| Adult Video or Adult Store | | 3.3% | 14 |
| Art Supply Store | | 11.9% | 50 |
| Art Gallery | | 10.2% | 43 |
| Craft Supply Store | | 24.8% | 104 |
| Home and Office Battery Store | | 5.7% | 24 |
| Bookstore | | 36.9% | 155 |

| Value | | Percent | Responses |
|---------------------------------|--|---------|-----------|
| Candle Shop | | 12.6% | 53 |
| Cigar Store | | 5.5% | 23 |
| Comic Book Shop | | 5.5% | 23 |
| Computer Store | | 15.7% | 66 |
| Department Store | | 69.0% | 290 |
| Discount Store | | 63.6% | 267 |
| Drugstore or Pharmacy | | 71.7% | 301 |
| Electronics Store | | 22.4% | 94 |
| Equipment Rental Store | | 3.6% | 15 |
| Fabric Store | | 12.4% | 52 |
| Florist | | 11.4% | 48 |
| Gift Shop | | 23.6% | 99 |
| Herb Shop or Herbalist | | 5.0% | 21 |
| Hobby Shop | | 30.7% | 129 |
| Mobile Phone Store | | 19.3% | 81 |
| Military Surplus Store | | 3.6% | 15 |
| Music and Video Store | | 6.9% | 29 |
| Music Instrument Store | | 4.3% | 18 |
| Music Store | | 5.7% | 24 |
| Office Equipment & Supply Store | | 25.2% | 106 |
| Outlet Store | | 30.2% | 127 |
| Pawn Shop | | 12.1% | 51 |
| Flea Market | | 19.5% | 82 |
| Religious Supply or Gift Shop | | 8.3% | 35 |
| Scrap Metal Dealer | | 3.6% | 15 |

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Shopping Center |  | 41.2% | 173 |
| Consignment Shop |  | 18.8% | 79 |
| Tobacco Store |  | 5.2% | 22 |
| Vape or Smoke Shop |  | 5.2% | 22 |
| Toy Store |  | 12.4% | 52 |
| Vitamin or Supplement Store |  | 18.1% | 76 |
| Wholesale, Warehouse or Club Store |  | 25.2% | 106 |
| Thrift Store |  | 37.9% | 159 |
| Yard Equipment Store |  | 8.3% | 35 |
| Costume Store |  | 4.3% | 18 |
| Camera Store |  | 3.8% | 16 |
| Bead Store |  | 3.6% | 15 |
| Marijuana Dispensary |  | 3.1% | 13 |
| Gun Shop |  | 13.8% | 58 |
| Christian Book Store |  | 17.6% | 74 |
| Christmas Store |  | 15.5% | 65 |
| None of the above / Does not apply |  | 4.3% | 18 |
| Blown Glass Gallery |  | 1.9% | 8 |
| New Age Book Store |  | 2.4% | 10 |
| Coin Shop |  | 2.4% | 10 |
| Knife Store |  | 1.9% | 8 |
| Monument or Memorial Company |  | 1.4% | 6 |
| Sewing Studio |  | 1.9% | 8 |
| Sign Store |  | 2.4% | 10 |
| Trophy or Award Store |  | 2.9% | 12 |

| Value | | Percent | Responses |
|---------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Record Store |  | 2.9% | 12 |
| Wedding Supply Store |  | 2.1% | 9 |
| Flag Store |  | 2.4% | 10 |
| Survival Store |  | 1.0% | 4 |
| Stamp Shop |  | 2.1% | 9 |
| Photo Restoration Service |  | 1.9% | 8 |
| Security Service |  | 1.9% | 8 |
| Gold Dealer |  | 1.4% | 6 |
| Coworking Space |  | 0.5% | 2 |
| Yarn Store |  | 2.9% | 12 |

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

| Value | | Percent | Responses |
|-----------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Antique Store |  | 24.8% | 104 |
| Major Appliance Store |  | 10.0% | 42 |
| Small Appliance Store |  | 5.5% | 23 |
| TV & Appliance Store |  | 11.9% | 50 |
| Baby Supply & Furniture Store |  | 6.2% | 26 |
| Bath & Accessory Store |  | 28.1% | 118 |
| Building Supply Store or Lumber Yard |  | 31.9% | 134 |
| Cabinet Store |  | 5.0% | 21 |
| Carpet Store |  | 6.9% | 29 |
| Fireplace, Wood Stove or Barbeque Store |  | 4.5% | 19 |

| Value | | Percent | Responses |
|-------------------------------------|--|---------|-----------|
| Flooring Store | | 13.3% | 56 |
| Frame Shop | | 7.1% | 30 |
| Furniture Store | | 22.4% | 94 |
| Furniture Restoration Shop | | 4.8% | 20 |
| Hardware Store | | 38.1% | 160 |
| Home & Garden Center | | 46.7% | 196 |
| Home Decor Store | | 21.9% | 92 |
| Lighting Store | | 5.2% | 22 |
| Mattress or Bedding Store | | 17.4% | 73 |
| Plant Nursery & Garden Supply Store | | 26.4% | 111 |
| Outdoor Furniture Store | | 6.2% | 26 |
| Paint Store | | 13.8% | 58 |
| Rug Store | | 3.1% | 13 |
| Pool & Spa Dealer | | 4.0% | 17 |
| Tool Store | | 9.0% | 38 |
| Vacuum Store | | 3.1% | 13 |
| TV Store | | 5.2% | 22 |
| Used Building Supply Store | | 3.3% | 14 |
| None of the above / Does not apply | | 14.5% | 61 |
| Clock Shop | | 2.4% | 10 |
| Hot Tub or Spa Dealer | | 1.4% | 6 |
| Rent-to-Own Store | | 1.7% | 7 |
| Solar Energy Equipment Dealer | | 1.7% | 7 |
| Tool Rental Center | | 2.6% | 11 |
| Window Store | | 2.4% | 10 |

| Value | | Percent | Responses |
|-------------|--|---------|-----------|
| Futon Store | | 1.4% | 6 |

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 | | 30.2% | 127 |
| Bridal Shop | | 3.6% | 15 |
| Beauty Supply Store | | 33.3% | 140 |
| Clothing Accessory Store | | 36.2% | 152 |
| Menswear Store | | 22.1% | 93 |
| Women's Clothing Store | | 59.3% | 249 |
| Eyewear & Opticians Store | | 38.6% | 162 |
| Jewelry Store | | 19.0% | 80 |
| Leather Goods Store | | 5.2% | 22 |
| Lingerie Store | | 11.4% | 48 |
| Logo Apparel Store | | 5.2% | 22 |
| Outdoor Clothing Store | | 16.2% | 68 |
| Perfume Store | | 11.0% | 46 |
| Shoe Store | | 55.0% | 231 |
| Sportswear Store | | 21.7% | 91 |
| Swimwear Store | | 8.8% | 37 |
| Watch Store | | 4.3% | 18 |
| Western Wear Store | | 13.3% | 56 |
| None of the above / Does not apply | | 10.0% | 42 |
| Fur Store | | 0.7% | 3 |
| Maternity Store | | 1.4% | 6 |





















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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Accountant or CPA | | 10.5% | 44 |
| Insurance Agency | | 14.3% | 60 |
| Legal Firm or Attorney | | 6.2% | 26 |
| Tax Advisor | | 9.8% | 41 |
| None of the above / Does not apply | | 71.9% | 302 |












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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Digital or Search Marketing Firm | | 1.2% | 5 |
| Architect or Architecture Firm | | 0.5% | 2 |
| Commercial Builder | | 2.4% | 10 |
| Employment or Staffing Agency | | 5.5% | 23 |
| Graphic Designer | | 3.8% | 16 |
| Telecommunications Provider | | 6.7% | 28 |
| Life Coach | | 2.1% | 9 |
| Private Investigator | | 1.4% | 6 |
| None of the above / Does not apply | | 83.3% | 350 |




















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

| Value | | Percent | Responses |
|-----------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Have Motorcycle Repaired |  | 3.1% | 13 |
| Purchase Motorcycle Parts |  | 3.3% | 14 |
| Have Boat Repaired or Serviced |  | 4.5% | 19 |
| Purchase Boat Parts |  | 4.3% | 18 |
| None of the above / Does not apply |  | 85.7% | 360 |
| Purchase New All-Terrain Vehicle (ATV) |  | 0.7% | 3 |
| Purchase New Boat |  | 2.1% | 9 |
| Purchase New Personal Watercraft |  | 0.2% | 1 |
| Purchase New Motorcycle |  | 0.5% | 2 |
| Purchase New Motorcycle Trike |  | 0.2% | 1 |
| Purchase New Snowmobile |  | 0.2% | 1 |
| Purchase Used All-Terrain Vehicle (ATV) |  | 0.5% | 2 |
| Purchase Used Boat |  | 2.1% | 9 |
| Purchase Used Personal Watercraft |  | 0.5% | 2 |
| Purchase Used Motorcycle |  | 1.2% | 5 |
| Purchase Used Motorcycle Trike |  | 1.0% | 4 |
| Purchase Marine Electronics |  | 1.2% | 5 |
| Purchase New Golf Cart |  | 1.0% | 4 |
| Purchase Used Golf Cart |  | 2.4% | 10 |
| Purchase Motorcycle Apparel |  | 2.9% | 12 |

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

| Value | | Percent | Responses |
|-------------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Purchase New Class A RV |  | 0.2% | 1 |
| Purchase New Class B RV |  | 0.5% | 2 |
| Purchase New Class C RV |  | 1.2% | 5 |
| Purchase New Travel Trailer or 5th Wheel |  | 1.9% | 8 |
| Purchase New Camper Shell |  | 0.2% | 1 |
| Purchase Used Class A RV |  | 0.7% | 3 |
| Purchase Used Class B RV |  | 1.0% | 4 |
| Purchase Used Class C RV |  | 1.4% | 6 |
| Purchase Used Travel Trailer or 5th wheel |  | 2.1% | 9 |
| Purchase Used Camper Shell |  | 1.0% | 4 |
| None of the above / Does not apply |  | 93.8% | 394 |

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 |  | 10.5% | 44 |
| New Luxury Vehicle - Under \$50,000 |  | 3.3% | 14 |
| New Luxury Vehicle - \$50,000 - \$75,000 |  | 1.0% | 4 |
| New Luxury Vehicle - Over \$75,000 |  | 0.5% | 2 |
| New Van |  | 0.5% | 2 |
| New Minivan |  | 0.2% | 1 |
| New SUV |  | 6.0% | 25 |
| New Truck |  | 8.3% | 35 |
| New Hybrid or Electric Vehicle |  | 0.2% | 1 |
| Used Car |  | 13.1% | 55 |
| Used Luxury Vehicle - Under \$30,000 |  | 2.1% | 9 |
| Used Luxury Vehicle - \$30,000 - \$50,000 |  | 1.4% | 6 |
| Used Luxury Vehicle - Over \$50,000 |  | 0.2% | 1 |
| Used Van |  | 1.0% | 4 |
| Used Minivan |  | 0.7% | 3 |
| Used SUV |  | 5.2% | 22 |
| Used Truck |  | 8.3% | 35 |
| Used Hybrid or Electric Vehicle |  | 0.5% | 2 |
| None of the above / Does not apply |  | 63.3% | 266 |

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

| Value | | Percent | Responses |
|-----------------------------|--|---------|-----------|
| Compact car | | 5.2% | 22 |
| Full-size car | | 6.9% | 29 |
| Luxury vehicle (any size) | | 2.1% | 9 |
| Midsize car | | 4.5% | 19 |
| Pickup truck | | 12.6% | 53 |
| Sport utility vehicle (SUV) | | 16.7% | 70 |
| Van or mini-van | | 2.4% | 10 |
| None of the above | | 49.5% | 208 |



Total: 420

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 | | 4.3% | 18 |
| Chevrolet | | 18.6% | 78 |
| Dodge | | 8.3% | 35 |
| Ford | | 18.6% | 78 |
| GMC | | 10.0% | 42 |
| Honda | | 9.8% | 41 |
| Hyundai | | 3.3% | 14 |
| Jeep | | 4.3% | 18 |
| Nissan | | 6.7% | 28 |
| Toyota | | 12.9% | 54 |
| None of the above / Does not apply | | 47.6% | 200 |
| Aston Martin | | 0.5% | 2 |



















| Value | | Percent | Responses |
|---------------|--|---------|-----------|
| Acura | | 1.9% | 8 |
| Audi | | 1.0% | 4 |
| BMW | | 1.7% | 7 |
| Cadillac | | 2.9% | 12 |
| Chrysler | | 2.4% | 10 |
| Ferrari | | 0.2% | 1 |
| Infiniti | | 1.9% | 8 |
| Jaguar | | 0.7% | 3 |
| Kia | | 2.9% | 12 |
| Land Rover | | 1.4% | 6 |
| Lamborghini | | 0.2% | 1 |
| Lexus | | 2.1% | 9 |
| Lincoln | | 2.1% | 9 |
| Mazda | | 1.7% | 7 |
| Mercedes-Benz | | 1.7% | 7 |
| Mini | | 0.2% | 1 |
| Mitsubishi | | 1.0% | 4 |
| Scion | | 0.2% | 1 |
| Subaru | | 2.4% | 10 |
| Suzuki | | 0.2% | 1 |
| Tesla | | 0.2% | 1 |
| Volkswagen | | 1.9% | 8 |
| Volvo | | 1.7% | 7 |

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




| Value | Percent | Responses |
|---------------------------------------------------------------------------------------|---------|-----------|
| Yes  | 24.0% | 101 |
| No  | 76.0% | 319 |
| Total: 420 | | |

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



| Value | Percent | Responses |
|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| Home Theater System  | 3.1% | 13 |
| GPS Device (Handheld or In-Vehicle)  | 4.0% | 17 |
| Office Equipment  | 14.3% | 60 |
| Printer  | 13.3% | 56 |
| Ink or Printer Cartridges  | 43.8% | 184 |
| Wi-Fi for Home  | 10.7% | 45 |
| Headphones  | 23.1% | 97 |
| Portable Speakers  | 5.7% | 24 |
| Customizable Smartphone accessories  | 5.5% | 23 |
| Wireless Speakers  | 5.7% | 24 |
| Smartphone Charger  | 15.2% | 64 |
| Smartwatch  | 5.2% | 22 |
| Phone or Tablet Controlled Home Tech Products  | 6.0% | 25 |
| Noise Canceling Headphones  | 5.5% | 23 |
| Healthcare Device  | 3.3% | 14 |
| Surge Protector  | 9.3% | 39 |

| Value | | Percent | Responses |
|------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Wireless Hotspot |  | 3.6% | 15 |
| Assistive Technology for Hearing |  | 3.8% | 16 |
| Apple Watch |  | 11.4% | 48 |
| Activity Tracker or Pedometer |  | 8.8% | 37 |
| Batteries for Electronics |  | 37.4% | 157 |
| None of the above / Does not apply |  | 26.0% | 109 |
| Satellite Radio |  | 2.6% | 11 |
| Satellite TV System |  | 2.4% | 10 |
| Stereo System (Home) |  | 2.4% | 10 |
| Phone Calling Card |  | 2.1% | 9 |
| Compact/Mini Projector |  | 1.0% | 4 |
| Wearable Electronics |  | 2.9% | 12 |
| Aerial Drone |  | 2.9% | 12 |
| Aerial Drone Accessories |  | 2.4% | 10 |
| Assistive Technology for Vision |  | 2.6% | 11 |
| Virtual Reality Headset |  | 1.2% | 5 |
| Smartwatch Accessories |  | 2.4% | 10 |
| Smart Sports Equipment |  | 0.7% | 3 |







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

| Value | | Percent | Responses |
|--------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Camera (Digital) SLR |  | 4.0% | 17 |
| Camera Accessories or Supplies |  | 3.1% | 13 |
| Camera Memory Card |  | 5.5% | 23 |










| Value | | Percent | Responses |
|----------------------------------------|--|---------|-----------|
| Computer Accessories | | 11.0% | 46 |
| Computer Software | | 5.0% | 21 |
| E-Reader (Kindle or Similar) | | 4.3% | 18 |
| Tablet (iPad or Similar) | | 8.3% | 35 |
| Personal Computer | | 6.0% | 25 |
| Laptop Computer | | 12.9% | 54 |
| Computer Bag | | 3.1% | 13 |
| 4K Ultra HD TV | | 7.9% | 33 |
| Smart TV | | 14.0% | 59 |
| PC Laptop | | 4.8% | 20 |
| MacBook | | 4.3% | 18 |
| Chromebook | | 3.3% | 14 |
| None of the above / Does not apply | | 46.9% | 197 |
| Camera (Digital) - Point and Shoot | | 2.4% | 10 |
| Mirrorless Camera | | 0.7% | 3 |
| Camera (Film) | | 2.6% | 11 |
| Camera Lens | | 2.1% | 9 |
| Portable DVD Player | | 1.7% | 7 |
| TiVo or DVR | | 1.7% | 7 |
| Digital Recording Binoculars or Optics | | 0.7% | 3 |
| TV (3D) | | 2.6% | 11 |
| Curved TV | | 2.1% | 9 |
| OLED TV | | 0.5% | 2 |
| Digital TV Tuner or Converter | | 0.7% | 3 |
| Audio Visual Cables and Connectors | | 1.7% | 7 |

| Value | | Percent | Responses |
|----------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Refurbished Laptop |  | 0.7% | 3 |
| Computer or Tablet Support |  | 2.6% | 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 |  | 26.2% | 110 |
| Conventional Cell Phone |  | 7.1% | 30 |
| Prepaid Cell Phone |  | 2.6% | 11 |
| Unlocked Cell Phone |  | 2.1% | 9 |
| Large-Screen Smartphone |  | 6.2% | 26 |
| None of the above / Does not apply |  | 64.3% | 270 |

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 |  | 6.2% | 26 |
| Necklaces |  | 12.4% | 52 |
| Rings (Other) |  | 11.9% | 50 |
| Earrings |  | 27.4% | 115 |
| Pendants |  | 5.0% | 21 |
| Diamond Jewelry |  | 5.5% | 23 |
| Silver Jewelry |  | 11.7% | 49 |
| Gemstone Jewelry |  | 4.8% | 20 |
| Men's Jewelry |  | 4.0% | 17 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Children's Jewelry | | 5.0% | 21 |
| Costume Jewelry | | 13.3% | 56 |
| Custom Designed Jewelry | | 4.0% | 17 |
| Jewelry Box or Organizer | | 3.3% | 14 |
| Women's Jewelry | | 15.5% | 65 |
| None of the above / Does not apply | | 52.1% | 219 |
| Engagement Rings | | 1.4% | 6 |
| Wedding Rings | | 2.6% | 11 |
| Graduation Rings | | 2.1% | 9 |
| Celtic Jewelry | | 2.4% | 10 |
| Pearl Jewelry | | 1.9% | 8 |
| Designer Jewelry | | 2.4% | 10 |
| Crystal Figurines | | 1.2% | 5 |
| Men's High-End Watch | | 2.6% | 11 |
| Women's High-End Watch | | 0.5% | 2 |


















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 |  | 24.5% | 103 |
| Crop Insurance |  | 0.2% | 1 |
| Dental Insurance |  | 12.1% | 51 |
| Disability Insurance |  | 4.0% | 17 |
| Homeowner Insurance |  | 15.5% | 65 |
| Life Insurance |  | 11.4% | 48 |
| Medical (Health) Insurance |  | 10.5% | 44 |
| Medicare |  | 6.4% | 27 |
| Long Term Care Insurance |  | 2.4% | 10 |
| Pet Insurance |  | 1.2% | 5 |
| Renters Insurance |  | 6.7% | 28 |
| Agriculture Insurance |  | 1.0% | 4 |
| Professional Liability Insurance |  | 1.9% | 8 |
| None of the above / Does not apply |  | 58.8% | 247 |


















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 |  | 3.1% | 13 |
| Chiropractor |  | 7.1% | 30 |
| Counseling & Mental Health Specialist |  | 3.1% | 13 |
| Family Practice Doctor |  | 15.2% | 64 |
| Medical Clinic |  | 6.2% | 26 |
| Optometrist |  | 7.4% | 31 |
| Primary Care Provider |  | 10.2% | 43 |
| Weight Loss Service |  | 3.3% | 14 |
| Drugstore or Pharmacy |  | 9.3% | 39 |
| None of the above / Does not apply |  | 64.0% | 269 |
| Audiologist |  | 2.4% | 10 |
| Geriatric Specialist |  | 0.7% | 3 |
| Home Healthcare |  | 1.0% | 4 |
| Hospital |  | 2.9% | 12 |
| Pediatric Dentist |  | 0.5% | 2 |
| Pediatrician |  | 1.0% | 4 |
| Wellness Business |  | 0.7% | 3 |
| Substance Abuse Treatment Provider |  | 1.0% | 4 |
| Alternative Care Provider |  | 0.7% | 3 |
| Physical Therapy or Rehabilitation service provider |  | 2.6% | 11 |
| Hearing Aid Center |  | 2.6% | 11 |
















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 |  | 4.0% | 17 |
| Bankruptcy Attorney |  | 1.2% | 5 |
| Banking, Partnership & Business Law Attorney |  | 2.4% | 10 |
| Child Support Attorney |  | 1.7% | 7 |
| Criminal Law Attorney |  | 1.4% | 6 |
| Disability & Social Security Attorney |  | 2.6% | 11 |
| Divorce & Family Law Attorney |  | 1.9% | 8 |
| DWI, DUI, OWI, OUI Attorney |  | 0.5% | 2 |
| Employment Discrimination or Labor Issues Attorney |  | 0.7% | 3 |
| General Practice Attorney |  | 1.9% | 8 |
| Malpractice Attorney |  | 0.5% | 2 |
| Patent, Trademark & Copyright Attorney |  | 0.2% | 1 |
| Probate Attorney |  | 2.1% | 9 |
| Real Estate Attorney |  | 2.1% | 9 |
| Taxation Attorney |  | 0.2% | 1 |
| Wills, Trusts & Estates Attorney |  | 11.7% | 49 |
| None of the above / Does not apply |  | 76.4% | 321 |

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


























| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Botox |  | 4.0% | 17 |
| Breast Augmentation |  | 1.4% | 6 |
| Breast Implants |  | 1.7% | 7 |
| Dermabrasion |  | 2.9% | 12 |
| Ear Surgery |  | 0.7% | 3 |
| Eyelid Surgery |  | 1.9% | 8 |
| Fat Reduction |  | 3.6% | 15 |
| Facelift |  | 1.0% | 4 |
| Hair Transplant |  | 0.5% | 2 |
| Hair Loss Treatment |  | 2.4% | 10 |
| Lap Band |  | 0.2% | 1 |
| Lip Augmentation |  | 0.5% | 2 |
| Liposuction |  | 0.7% | 3 |
| Lasik |  | 2.9% | 12 |
| Skin Treatment |  | 6.4% | 27 |
| Rhinoplasty (Nose Job) |  | 0.2% | 1 |
| None of the above / Does not apply |  | 80.0% | 336 |


























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 |  | 57.1% | 240 |
| Teeth Cleaning |  | 54.0% | 227 |
| Cavity Filling |  | 19.8% | 83 |
| Crown |  | 13.3% | 56 |
| Oral Surgery |  | 2.9% | 12 |
| Braces |  | 6.0% | 25 |
| Composite Bonding |  | 1.2% | 5 |
| Dental Implants |  | 9.8% | 41 |
| Dental Veneers |  | 2.6% | 11 |
| Dentures |  | 6.7% | 28 |
| Full Mouth Reconstruction |  | 1.0% | 4 |
| Inlays or Onlays |  | 0.7% | 3 |
| Smile Makeover |  | 2.1% | 9 |
| Teeth Whitening |  | 13.6% | 57 |
| None of the above / Does not apply |  | 16.7% | 70 |

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 |  | 47.9% | 201 |
| Purchase Health Related Products |  | 9.8% | 41 |
| Use Physical Rehabilitation Services |  | 3.1% | 13 |
| Stop Smoking |  | 4.3% | 18 |
| Purchase Health and Wellness Supplements |  | 18.1% | 76 |

| Value | | Percent | Responses |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------|---------|-----------|
| Receive Treatment for Back Pain |  | 9.0% | 38 |
| Have an Eye/Vision Exam |  | 60.2% | 253 |
| Handicap Accessible Products |  | 3.3% | 14 |
| Purchase Prescription Eyeglasses |  | 31.0% | 130 |
| Purchase Prescription Contact Lenses |  | 11.9% | 50 |
| Have an Annual Physical or Checkup |  | 46.9% | 197 |
| Have X-Rays Taken |  | 12.9% | 54 |
| Have a Scheduled Surgery |  | 5.5% | 23 |
| Have Blood Drawn for Testing |  | 44.5% | 187 |
| Plan to Visit a Hospital for any Medical Service or Procedure |  | 9.3% | 39 |
| Have Foot Problems Diagnosed or Treated |  | 8.8% | 37 |
| Senior Travel |  | 6.0% | 25 |
| Receive Treatment for a Sleep Disorder |  | 4.3% | 18 |
| Purchase Allergy Medications |  | 18.3% | 77 |
| Cardiovascular Treatment |  | 5.7% | 24 |
| Cancer Treatment |  | 4.5% | 19 |
| Chiropractic Care |  | 12.4% | 52 |
| Do Corrective Exercises |  | 5.0% | 21 |
| Purchase Blood Pressure Monitoring Device |  | 5.7% | 24 |
| Purchase Diabetes Testing Supplies |  | 10.7% | 45 |
| Get Vaccinations at Drug Store or Pharmacy |  | 23.8% | 100 |
| Purchase Weight Loss Supplements |  | 4.8% | 20 |
| Have Cataract Surgery |  | 4.5% | 19 |
| Discretionary Health Care and Wellness Services and Products |  | 4.3% | 18 |
| Purchase Marijuana |  | 3.6% | 15 |









| Value | | Percent | Responses |
|-----------------------------------------------------|---------------------------------------------------------------------------------------|---------|-----------|
| Purchase Vitamins |  | 41.9% | 176 |
| Have Acupuncture |  | 3.6% | 15 |
| Purchase Hemp Based Supplements |  | 4.5% | 19 |
| Purchase Anti Anxiety Medication or Supplements |  | 8.1% | 34 |
| None of the above / Does not apply |  | 14.5% | 61 |
| Purchase Elder Care-Related Products or Services |  | 1.9% | 8 |
| Purchase Medical Supplies or Equipment for Home |  | 1.9% | 8 |
| Find Home for Aging Parent |  | 2.1% | 9 |
| Participate in a Medical Study |  | 2.4% | 10 |
| Purchase a Mobility Device |  | 1.2% | 5 |
| Receive Treatment for Vehicle or Workplace Injury |  | 0.7% | 3 |
| Purchase Orthopedic Shoes |  | 1.7% | 7 |
| Purchase Home Medical Testing Equipment or Supplies |  | 1.4% | 6 |
| Hire a Personal Care Assistant |  | 0.5% | 2 |
| Hire a Caregiver or Respite Worker |  | 1.4% | 6 |
| Purchase "Aging in Place" Products |  | 1.2% | 5 |
| Purchase a Medical Alert Service |  | 0.5% | 2 |
| Have Safety Bars Installed in Bathroom |  | 2.6% | 11 |
| Use Personal Trainer or Instructor |  | 2.9% | 12 |
| Stroke Treatment |  | 0.7% | 3 |
| Orthopaedic or Knee Surgery |  | 2.9% | 12 |
| Memory or Alzheimer's Care |  | 1.0% | 4 |
| Nutritional Counseling |  | 2.9% | 12 |
| Spinal and Postural Screening |  | 1.2% | 5 |
| Receive Treatment for Substance Abuse |  | 0.7% | 3 |

| Value | | Percent | Responses |
|---------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Receive Aquatic Therapy |  | 1.2% | 5 |
| Join a Weight Loss Group |  | 2.6% | 11 |
| Purchase Weight Loss Food Plan |  | 1.7% | 7 |
| Have Reflexology Treatment |  | 1.4% | 6 |
| Hire a Weight Loss Professional |  | 1.4% | 6 |
| Receive Treatment for PTSD |  | 1.9% | 8 |









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 |  | 0.5% | 2 |
| Purchase a "In-the-Ear" Hearing Aid |  | 2.4% | 10 |
| Purchase a "Mini Behind-the-Ear" Hearing Aid |  | 0.7% | 3 |
| Purchase a Digital Hearing Aid |  | 1.4% | 6 |
| Purchase a "Behind-the-Ear" Hearing Aid |  | 2.1% | 9 |
| Purchase Hearing Aid Cleaning Supplies |  | 1.7% | 7 |
| Purchase Hearing Aid Batteries |  | 4.3% | 18 |
| Purchase a "In-the-Canal" Hearing Aid |  | 2.4% | 10 |
| Purchase a Analog Hearing Aid |  | 1.0% | 4 |
| Have a Hearing Exam |  | 15.7% | 66 |
| None of the above / Does not apply |  | 81.4% | 342 |














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

| Value | | Percent | Responses |
|------------------------------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Purchase a Funeral Plot |  | 3.3% | 14 |
| Pre-purchase a Funeral Plot or Cremation Service |  | 7.4% | 31 |
| Purchase a Monument or Headstone |  | 3.1% | 13 |
| Use a Funeral Planner |  | 4.0% | 17 |
| Purchase Flowers for a Funeral |  | 4.3% | 18 |
| Use a Cremation Service |  | 2.9% | 12 |
| Hire a Religious or Spiritual Leader for a Funeral Service |  | 1.2% | 5 |
| None of the above / Does not apply |  | 84.3% | 354 |

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% | 4 |
| Move into a Assisted Living Facility |  | 1.4% | 6 |
| Move into a Nursing Home |  | 1.2% | 5 |
| Move into a Alzheimers Care Facility |  | 0.5% | 2 |
| Move Into a Hospice Facility |  | 0.2% | 1 |
| Hospice to your Home or House |  | 1.2% | 5 |
| Utilize a Respite Provider |  | 0.7% | 3 |
| None of the above / Does not apply |  | 96.2% | 404 |













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 |  | 3.1% | 13 |
| Open Savings Account |  | 4.8% | 20 |
| Online Banking |  | 42.4% | 178 |
| Manage Investments |  | 15.2% | 64 |
| Manage Retirement Accounts |  | 17.4% | 73 |
| Mortgage Line of Credit |  | 3.3% | 14 |
| Financial Consulting |  | 12.1% | 51 |
| Financial Services |  | 10.7% | 45 |
| Safe Deposit Box Rental |  | 9.0% | 38 |
| Obtain New Credit Card |  | 5.7% | 24 |
| Payday Loan or Check Cashing Business |  | 0.2% | 1 |
| Use Vehicle Title Loan Company |  | 0.7% | 3 |
| None of the above / Does not apply |  | 39.5% | 166 |










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 | | 6.4% | 27 |
| Certificates of Deposit | | 6.7% | 28 |
| City or State Bonds | | 1.9% | 8 |
| Collectibles, Antiques or Art | | 3.3% | 14 |
| Common or Preferred Stock | | 7.4% | 31 |
| Corporate Bonds or Debentures | | 1.2% | 5 |
| 401(k) | | 23.1% | 97 |
| Gold or Precious Metals | | 1.7% | 7 |
| IRA | | 11.4% | 48 |
| Money Market Funds | | 10.0% | 42 |
| Mutual Funds | | 11.4% | 48 |
| Non-US Stocks | | 1.0% | 4 |
| Options | | 0.7% | 3 |
| US Savings Bonds | | 2.6% | 11 |
| US Treasury Notes | | 1.2% | 5 |
| Coins or Stamps | | 4.5% | 19 |
| None of the above / Does not apply | | 57.1% | 240 |

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

| Value | | Percent | Responses |
|------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Agriculture Loan |  | 0.2% | 1 |
| Business Equipment Loan |  | 1.0% | 4 |
| Carpeting or Furniture Loan |  | 0.7% | 3 |
| College Expenses Loan |  | 3.3% | 14 |
| College Tuition Loan |  | 6.9% | 29 |
| Debt Consolidation Loan |  | 4.0% | 17 |
| Medical Expenses Loan |  | 1.7% | 7 |
| New Vehicle Loan |  | 6.7% | 28 |
| Used Vehicle Loan |  | 7.6% | 32 |
| Vacation or Travel Loan |  | 1.7% | 7 |
| Wedding Loan |  | 1.0% | 4 |
| None of the above / Does not apply |  | 76.4% | 321 |

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 |  | 32.9% | 138 |
| Body Jewelry |  | 3.6% | 15 |
| Coats |  | 16.0% | 67 |
| Lipstick |  | 36.0% | 151 |
| Nail Polish |  | 23.1% | 97 |
| Eyewear or Sunglasses |  | 46.0% | 193 |
| Formal Wear |  | 8.3% | 35 |
| Handbags |  | 29.8% | 125 |
| Hats |  | 11.4% | 48 |



















| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Intimate Apparel | | 25.7% | 108 |
| Jewelry or Accessories | | 26.9% | 113 |
| Watches | | 6.7% | 28 |
| Luggage or Bags | | 6.0% | 25 |
| Perfume | | 29.3% | 123 |
| Men's Apparel | | 45.5% | 191 |
| Men's Shoes | | 40.5% | 170 |
| Men's Underwear | | 40.2% | 169 |
| Women's Apparel | | 66.4% | 279 |
| Women's Pajamas or Sleepwear | | 33.1% | 139 |
| Women's Shoes | | 59.5% | 250 |
| Women's Underwear | | 53.3% | 224 |
| Swimwear | | 22.9% | 96 |
| Socks | | 48.1% | 202 |
| Scarves | | 7.1% | 30 |
| Ties | | 6.0% | 25 |
| Uniforms | | 4.0% | 17 |
| Western Clothing | | 9.0% | 38 |
| Outerwear | | 17.4% | 73 |
| None of the above / Does not apply | | 8.1% | 34 |
| Fur Coat | | 0.5% | 2 |

83. Which of the following CHILDREN'S CLOTHING ITEMS do you or the members of your household plan to buy in the next 12 months? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Children's Sweaters | | 11.9% | 50 |
| Children's Winter Coats | | 7.4% | 31 |
| Children's Swimwear | | 14.5% | 61 |
| Children's Pants | | 22.1% | 93 |
| Children's T-Shirts | | 22.4% | 94 |
| Children's Dresses | | 15.0% | 63 |
| Children's Pajamas or Sleepwear | | 23.3% | 98 |
| Children's Socks | | 20.7% | 87 |
| Children's Party Dresses | | 6.2% | 26 |
| Children's Shorts | | 20.2% | 85 |
| Infant Clothing | | 9.8% | 41 |
| Children's School Uniform | | 4.3% | 18 |
| Children's Athletic Clothing | | 12.9% | 54 |
| None of the above / Does not apply | | 64.3% | 270 |

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) | | 41.0% | 172 |
| Boots (Men's) | | 15.7% | 66 |
| Cowboy Boots (Men's) | | 9.5% | 40 |
| Classic & Fashion Sneakers (Men's) | | 12.1% | 51 |
| Lace-Ups (Men's) | | 9.8% | 41 |
| Sandals (Men's) | | 8.3% | 35 |
| Slippers (Men's) | | 7.6% | 32 |

| Value | | Percent | Responses |
|---------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Work & Safety (Men's) |  | 10.5% | 44 |
| Lace-Up Sneakers (Women's) |  | 19.8% | 83 |
| Pumps (Women's) |  | 20.0% | 84 |
| Sling-Back Sandals (Women's) |  | 19.5% | 82 |
| Classic & Fashion Sneakers (Women's) |  | 23.1% | 97 |
| Slippers (Women's) |  | 16.9% | 71 |
| Work & Safety (Women's) |  | 3.8% | 16 |
| Cowboy Boots (Women's) |  | 8.8% | 37 |
| Athletic & Outdoor Shoes (Women's) |  | 48.3% | 203 |
| Loafers & Slip-Ons (Women's) |  | 23.8% | 100 |
| Slippers (Children's) |  | 5.0% | 21 |
| Athletic & Outdoor Shoes (Children's) |  | 17.9% | 75 |
| Sandals (Children's) |  | 11.4% | 48 |
| Slip-Ons (Children's) |  | 6.9% | 29 |
| Dress Shoes (Children's) |  | 5.5% | 23 |
| Cowboy Boots (Children's) |  | 3.8% | 16 |
| None of the above / Does not apply |  | 16.4% | 69 |
| Formal & Tuxedo Footwear (Men's) |  | 1.7% | 7 |

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 | | 17.6% | 74 |
| Have Clothing Dry Cleaned | | 42.9% | 180 |
| Have Shoes Repaired | | 10.7% | 45 |
| Rent or Purchase a Costume | | 2.4% | 10 |
| Wash Clothing at a Laundromat | | 7.4% | 31 |
| Purchase Custom Made Clothing Items | | 1.9% | 8 |
| None of the above / Does not apply | | 47.9% | 201 |


























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 |
|----------------------------------|--|---------|-----------|
| Bicycle or Mountain Bike (Adult) | | 5.5% | 23 |
| Bicycle Tune-Up or Repair | | 6.7% | 28 |
| Camping or Hiking Equipment | | 8.6% | 36 |
| Exercise or Fitness Equipment | | 11.2% | 47 |
| Fishing Rods or Reels | | 13.8% | 58 |
| Fishing Bait or Attractant | | 17.9% | 75 |
| Fishing Accessories | | 23.3% | 98 |
| Golf Clubs or Equipment | | 5.0% | 21 |
| Hunting Gear | | 6.2% | 26 |
| Ammunition | | 23.8% | 100 |
| Running or Jogging Equipment | | 4.5% | 19 |
| Sports Equipment (Children) | | 3.6% | 15 |
| Swimming Gear | | 6.2% | 26 |
| Weight Lifting Equipment | | 3.8% | 16 |

| Value | | Percent | Responses |
|---------------------------------------|--|---------|-----------|
| Rifle | | 5.0% | 21 |
| Hand Gun | | 13.1% | 55 |
| Shotgun | | 6.0% | 25 |
| None of the above / Does not apply | | 46.7% | 196 |
| Archery Equipment | | 2.9% | 12 |
| Bowling Equipment | | 1.9% | 8 |
| High End Bicycle | | 1.4% | 6 |
| Bicycle Rental | | 1.0% | 4 |
| Scuba, Diving or Snorkeling Equipment | | 0.7% | 3 |
| Skiing Equipment | | 0.7% | 3 |
| Soccer Equipment | | 0.5% | 2 |
| Sports Memorabilia | | 1.9% | 8 |
| Trampoline | | 1.2% | 5 |
| Trophies or Plaques | | 1.7% | 7 |
| Used Sporting Equipment | | 2.9% | 12 |









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 | | 36.0% | 151 |
| Bedding Flowers or Perennials | | 41.7% | 175 |
| Chainsaw | | 3.6% | 15 |
| Fertilizer | | 39.5% | 166 |
| Flower Pots | | 27.1% | 114 |
| Garden Ornaments | | 14.0% | 59 |

| Value | | Percent | Responses |
|--------------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Gate |  | 3.8% | 16 |
| Gravel or Rock |  | 14.8% | 62 |
| Hand Garden Tools |  | 16.2% | 68 |
| Landscaping |  | 12.9% | 54 |
| Indoor Garden Supplies |  | 3.8% | 16 |
| Insects (Bees or Other Beneficial Species) |  | 4.3% | 18 |
| Decorative Rock |  | 13.6% | 57 |
| Lawn Seed, Turf or Sod |  | 6.2% | 26 |
| Outdoor Fireplace or Fire Pit |  | 5.0% | 21 |
| Outdoor Furniture |  | 8.6% | 36 |
| Outdoor Grill |  | 11.9% | 50 |
| Patio Cover, Awning or Canopy |  | 5.0% | 21 |
| Patio Furniture |  | 8.6% | 36 |
| Propane |  | 15.5% | 65 |
| Lawn Mower (Push) |  | 6.4% | 27 |
| Lawn Mower (Riding) |  | 4.8% | 20 |
| Shrubbery or Trees |  | 11.0% | 46 |
| Stone (Cast, Crushed or Natural) |  | 5.5% | 23 |
| Storage Shed |  | 5.5% | 23 |
| Leaf Blower |  | 4.8% | 20 |
| Insect or Fungus Control Products |  | 20.2% | 85 |
| Outdoor Garden Flags |  | 3.8% | 16 |
| None of the above / Does not apply |  | 23.8% | 100 |
| Fountains |  | 2.6% | 11 |
| Gazebo |  | 1.2% | 5 |

| Value | | Percent | Responses |
|--------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Patio Heater |  | 2.1% | 9 |
| Outdoor Infrared Heater or Fireplace |  | 0.7% | 3 |
| Outdoor Smoker |  | 1.9% | 8 |
| Outdoor Kitchen Equipment |  | 0.7% | 3 |
| Outdoor Entertainment Center |  | 0.5% | 2 |
| Pole Shed |  | 0.2% | 1 |
| Portable Outdoor Heater |  | 1.4% | 6 |
| Power Garden Tools |  | 1.9% | 8 |
| Rototiller |  | 1.2% | 5 |
| Screen Porch |  | 1.2% | 5 |
| Snow Blower |  | 0.2% | 1 |
| Greenhouse |  | 1.2% | 5 |

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 |  | 13.3% | 56 |
| Animal Healthcare Products |  | 14.0% | 59 |
| Fertilizers, Herbicides or Pesticides |  | 9.3% | 39 |
| Mowers, Cutters or Clippers |  | 3.6% | 15 |
| Plants, Plantings or Agricultural Seed |  | 10.0% | 42 |
| Propane, Oils or Fuels |  | 6.7% | 28 |
| Rocks, Gravel or Sand |  | 7.4% | 31 |
| None of the above / Does not apply |  | 66.2% | 278 |

| Value | | Percent | Responses |
|----------------------------------------------------|--|---------|-----------|
| ATV Products and Attachments | | 1.9% | 8 |
| Barn or Pole Building | | 1.2% | 5 |
| Blowers | | 1.4% | 6 |
| Steel Farm Building | | 0.5% | 2 |
| Carts or Utility Carriers | | 1.9% | 8 |
| Cement Mixers or Rollers | | 0.2% | 1 |
| Diggers, Drillers or Drivers | | 0.5% | 2 |
| Drainage or Irrigation Equipment | | 1.0% | 4 |
| Farm Tool Rental | | 0.7% | 3 |
| Farm Equipment Rental | | 0.7% | 3 |
| Farm Machinery or Tractor Attachments & Implements | | 1.2% | 5 |
| Farm Work Clothes | | 2.1% | 9 |
| Ground-Working Equipment | | 0.7% | 3 |
| Planting and Seeding Equipment | | 2.1% | 9 |
| Rakes or Hay Handling Equipment | | 1.2% | 5 |
| Scoops or Shovels | | 2.1% | 9 |
| Sprayers or Spreaders | | 1.7% | 7 |
| Straw or Bedding Materials | | 1.7% | 7 |
| Sweepers or Industrial Vacuums | | 0.2% | 1 |
| Tree Cutters or Tree Maintenance Equipment | | 2.9% | 12 |












89. Which of the following PET SUPPLIES or SERVICES do you or the members of your household plan to purchase in the next 12 months? (Check all that apply.)

| Value | | Percent | Responses |
|--------------------------------------|--|---------|-----------|
| Any Pet-Related Products or Services | | 16.7% | 70 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Bird Seed | | 12.9% | 54 |
| Cat Food | | 28.6% | 120 |
| Dog Food | | 45.2% | 190 |
| Fish Food | | 6.0% | 25 |
| Specialized Pet Food | | 6.0% | 25 |
| Other Pet Food | | 6.7% | 28 |
| Pet Accessories | | 19.5% | 82 |
| Pet Clothing | | 6.2% | 26 |
| Pet Toys | | 26.2% | 110 |
| Aquarium or Tank | | 3.1% | 13 |
| Fish Supplies | | 4.0% | 17 |
| Annual Pet Vaccinations | | 40.7% | 171 |
| Annual Pet Checkups | | 35.5% | 149 |
| Preventative Care | | 6.9% | 29 |
| Adopt or Rescue a Pet | | 7.4% | 31 |
| Purchase Pet Medication | | 12.6% | 53 |
| Purchase Dog Bed | | 9.8% | 41 |
| Board a Pet Overnight | | 5.0% | 21 |
| Pet Dental Care | | 5.0% | 21 |
| Animal Training Classes | | 3.6% | 15 |
| None of the above / Does not apply | | 32.1% | 135 |
| Pet Enclosure | | 1.0% | 4 |
| Bird House | | 1.9% | 8 |
| Disease Diagnosis | | 1.2% | 5 |
| Pet Travel Cage | | 1.7% | 7 |
























| Value | | Percent | Responses |
|----------------------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Pet Travel Accessories |  | 1.4% | 6 |
| Cremation or Burial Services |  | 1.2% | 5 |
| Purchase a Pet |  | 1.7% | 7 |
| Holistic or Alternative Pet Care |  | 0.7% | 3 |
| Pet Tracking Device |  | 2.1% | 9 |
| Bird Health Care |  | 1.2% | 5 |
| Hemp Based Pet Supplements |  | 1.0% | 4 |
| THC Based Pet Supplements |  | 1.0% | 4 |
| Holistic or Alternative Pet Supplements |  | 0.7% | 3 |
| Anti Anxiety or Stress Pet Medication for Holidays |  | 1.4% | 6 |

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 |  | 7.1% | 30 |
| Add a Fence or Wall Structure |  | 10.7% | 45 |
| Remodel Kitchen |  | 6.4% | 27 |
| Remodel Bathroom |  | 10.0% | 42 |
| Refinish Bathtub |  | 4.0% | 17 |
| Replace Garage Door |  | 3.3% | 14 |
| Build a Storage Shed |  | 4.0% | 17 |
| General Remodeling |  | 10.2% | 43 |
| Have Furniture Restored |  | 4.8% | 20 |
| Install Security or Monitoring System |  | 3.3% | 14 |
| Replace Carpet |  | 8.3% | 35 |

| Value | | Percent | Responses |
|--------------------------------------------|--|---------|-----------|
| Replace Flooring | | 12.6% | 53 |
| Replace Windows | | 5.5% | 23 |
| None of the above / Does not apply | | 52.1% | 219 |
| Add a Room | | 1.7% | 7 |
| Add a Home Office | | 1.7% | 7 |
| Cabinet Refacing or Resurfacing | | 2.9% | 12 |
| Install a Glass Shower | | 2.4% | 10 |
| Remodel or Finish Basement Living Area | | 0.2% | 1 |
| Build a Garage | | 2.1% | 9 |
| Build Out-Building | | 0.7% | 3 |
| Add a Swimming Pool | | 1.2% | 5 |
| Switch from Gas to Electric | | 0.5% | 2 |
| Switch from Electric to Gas | | 0.5% | 2 |
| Install "Aging In Place" Products | | 0.7% | 3 |
| Install a Solar Energy System | | 1.7% | 7 |
| Resurface or Build New Driveway | | 2.9% | 12 |
| Stone or Marble Work (Bathroom or Kitchen) | | 1.2% | 5 |
| Sealcoating | | 1.0% | 4 |
| Asphalt Repair | | 1.4% | 6 |
| Asphalt Resurfacing | | 1.0% | 4 |
| Residential Paving | | 1.2% | 5 |
| Build a "Tiny House" | | 1.2% | 5 |
| Install Handicap Accessible Addition | | 0.7% | 3 |









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

| Value | | Percent | Responses |
|-------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Ceramic Tile |  | 10.2% | 43 |
| Decking |  | 6.0% | 25 |
| Doors (Exterior) |  | 9.5% | 40 |
| Doors (Interior) |  | 6.4% | 27 |
| Electrical Supplies |  | 5.2% | 22 |
| Fencing |  | 11.2% | 47 |
| Generator |  | 3.1% | 13 |
| Hand Tools |  | 10.0% | 42 |
| Hardwood Products |  | 4.0% | 17 |
| Home Security Doorbell Camera |  | 6.2% | 26 |
| Insulation |  | 3.6% | 15 |
| Kitchen Cabinets |  | 6.9% | 29 |
| Lighting and Fixtures |  | 8.6% | 36 |
| Lock Sets |  | 4.0% | 17 |
| Lumber |  | 10.7% | 45 |
| Molding |  | 4.3% | 18 |
| Paint (Exterior) |  | 14.8% | 62 |
| Paint (Interior) |  | 18.3% | 77 |
| Plywood |  | 6.4% | 27 |
| Plumbing Supplies |  | 7.6% | 32 |
| Power Tools |  | 4.8% | 20 |
| Rain Gutters |  | 6.0% | 25 |
| Security Door |  | 3.3% | 14 |














| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Security Locks | | 3.6% | 15 |
| Screen Door | | 6.2% | 26 |
| None of the above / Does not apply | | 46.2% | 194 |
| Circular Saw | | 1.9% | 8 |
| Furnace | | 0.5% | 2 |
| Mill Work | | 1.0% | 4 |
| Roofing (Composition) | | 2.6% | 11 |
| Roofing (Other) | | 2.9% | 12 |
| Security Window Film | | 0.7% | 3 |
| Siding | | 1.2% | 5 |
| Solar Screen | | 1.2% | 5 |
| Waterproofing | | 1.4% | 6 |
| Water Softener System or Supplies | | 1.9% | 8 |
| Wet or Dry Vacuum | | 2.1% | 9 |
| Wood Stove or Fireplace | | 1.7% | 7 |
| Window Guards | | 0.5% | 2 |
| Windows (Double-Hung) | | 1.7% | 7 |
| Windows (Casement) | | 1.2% | 5 |
| Windows (Picture) | | 1.0% | 4 |
| Windows (Slider) | | 0.7% | 3 |
| Windows (Bay or Bow) | | 1.4% | 6 |






















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 | | 15.0% | 63 |
| Air Duct Cleaning | | 10.0% | 42 |
| Appliance Repair | | 7.9% | 33 |
| Blinds Cleaning | | 4.8% | 20 |
| Carpenter or Woodworking | | 3.6% | 15 |
| Carpet Cleaning | | 12.9% | 54 |
| Chimney Cleaning | | 7.1% | 30 |
| Drywall Installation or Repair | | 5.7% | 24 |
| Electrical Repair | | 6.4% | 27 |
| Flooring - Ceramic Tile (Installation or Repair) | | 4.8% | 20 |
| Flooring - Laminate (Installation or Repair) | | 7.1% | 30 |
| Flooring - Wood (Installation or Repair) | | 5.2% | 22 |
| Flooring - Other (Installation or Repair) | | 6.9% | 29 |
| Foundation Repair | | 3.6% | 15 |
| Furnace Cleaning | | 3.1% | 13 |
| Furniture Reupholster | | 3.1% | 13 |
| Gardening Services | | 5.5% | 23 |
| Gutter Installation or Repair | | 4.0% | 17 |
| Handyman Services | | 12.4% | 52 |
| Home Repair | | 6.0% | 25 |
| Home Remodel | | 4.8% | 20 |
| None of the above / Does not apply | | 46.2% | 194 |
| Alternative Energy Systems Installation | | 1.4% | 6 |
| Alternative Energy Systems (Service or Repair) | | 1.0% | 4 |
| Concrete Repair | | 2.6% | 11 |

| Value | | Percent | Responses |
|----------------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Electrical Panel Replacement |  | 1.0% | 4 |
| Excavation & Wrecking |  | 0.7% | 3 |
| Fire & Water Damage Restoration |  | 1.2% | 5 |
| Flooring - Linoleum (Installation or Repair) |  | 1.2% | 5 |
| Furnace Repair |  | 0.7% | 3 |
| Heating Repair |  | 1.4% | 6 |
| Home Computer Repair |  | 1.7% | 7 |
| Home Electronics Repair |  | 1.2% | 5 |

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 |  | 6.4% | 27 |
| House Cleaning Service |  | 12.1% | 51 |
| Interior Design |  | 3.1% | 13 |
| Junk or Yard Waste Removal |  | 4.3% | 18 |
| Recycle |  | 8.1% | 34 |
| Sell Scrap Metal |  | 3.6% | 15 |
| Landscaping Service |  | 11.2% | 47 |
| Painting |  | 15.0% | 63 |
| Pest Control |  | 15.5% | 65 |
| Plumbing Repair |  | 6.2% | 26 |
| Pool Cleaning Service |  | 3.3% | 14 |
| Pressure Washing |  | 6.7% | 28 |
| Preventative Home Maintenance |  | 3.1% | 13 |

| Value | | Percent | Responses |
|------------------------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Roof Repair |  | 7.1% | 30 |
| Security System |  | 3.3% | 14 |
| Septic Tank Cleaning or Repair |  | 3.1% | 13 |
| Trash Removal |  | 6.0% | 25 |
| Window Installation |  | 3.1% | 13 |
| Computer Repair |  | 6.4% | 27 |
| Mobile or Cell Phone Repair |  | 4.5% | 19 |
| None of the above / Does not apply |  | 43.6% | 183 |
| Insulation Installation or Maintenance |  | 0.7% | 3 |
| Movers |  | 1.0% | 4 |
| Mold Inspection or Removal |  | 1.9% | 8 |
| Party Equipment Rental |  | 0.2% | 1 |
| Siding Replacement |  | 2.4% | 10 |
| Solar Heating or Power System Installation or Repair |  | 0.7% | 3 |
| Stucco or Exterior Coating |  | 0.5% | 2 |
| Tool Rental |  | 1.0% | 4 |
| Tornado or Storm Shelter Building or Repair |  | 0.2% | 1 |
| Water Well Drilling |  | 0.2% | 1 |
| Waterproofing |  | 0.2% | 1 |
| Window Tinting for Home |  | 0.5% | 2 |
| Yard Equipment Rental |  | 0.7% | 3 |




















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












| Value | | Percent | Responses |
|----------------------------------------|--|---------|-----------|
| Air Conditioning (Buy) | | 5.7% | 24 |
| Window Blinds (Venetian or Mini) | | 6.0% | 25 |
| Emergency Preparedness Kit or Supplies | | 5.2% | 22 |
| Batteries (Home or Office) | | 36.2% | 152 |
| Candles | | 23.8% | 100 |
| Firewood | | 7.6% | 32 |
| Carpeting | | 7.9% | 33 |
| Flooring Tile | | 8.1% | 34 |
| Hardwood Flooring | | 4.8% | 20 |
| Rugs | | 16.0% | 67 |
| Clocks | | 6.2% | 26 |
| Curtains or Drapes | | 14.3% | 60 |
| Cutlery, Flatware or Silverware | | 6.2% | 26 |
| Fire Extinguisher | | 9.3% | 39 |
| Fine Art (Paintings, Pottery, Etc.) | | 4.3% | 18 |
| Furniture (Bedroom) | | 8.3% | 35 |
| Furniture (Children's) | | 4.0% | 17 |
| Furniture (Dining Room) | | 5.5% | 23 |
| Furniture (Living Room) | | 12.4% | 52 |
| Christmas Tree | | 10.7% | 45 |
| Holiday Decorations | | 12.1% | 51 |
| Safe | | 3.6% | 15 |
| Laminate Flooring | | 5.5% | 23 |
| Mirror | | 3.1% | 13 |
| Storage Boxes or Tubs | | 8.3% | 35 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Floral Arrangements | | 5.2% | 22 |
| Picture Frames | | 8.1% | 34 |
| Linens (Bathroom) | | 11.4% | 48 |
| Reclining Chair | | 7.6% | 32 |
| Indoor Flowers | | 3.3% | 14 |
| Linens (Dining Room or Kitchen) | | 6.2% | 26 |
| None of the above / Does not apply | | 28.1% | 118 |
| Awning | | 1.9% | 8 |
| Oriental Carpeting | | 0.7% | 3 |
| Rugs (Persian) | | 0.5% | 2 |
| Closet System | | 1.9% | 8 |
| Ductless Heat Pumps | | 0.2% | 1 |
| Custom Built Furniture | | 1.4% | 6 |
| Reconditioned Furniture | | 1.4% | 6 |
| Crib | | 1.2% | 5 |
| Furniture (Home Office) | | 2.6% | 11 |
| Furnace | | 0.7% | 3 |
| Futon | | 1.2% | 5 |
| Glass Table | | 0.5% | 2 |
| Glass Railing | | 0.2% | 1 |
| Hot Tub or Spa (Used) | | 0.5% | 2 |
| Sewing Machine | | 1.9% | 8 |
| Wallpaper | | 1.2% | 5 |
| Signs or Banners | | 1.4% | 6 |
| Hot Tub or Spa (New) | | 0.7% | 3 |


















| Value | | Percent | Responses |
|-----------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Tankless Water Heater |  | 1.2% | 5 |

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

| Value | | Percent | Responses |
|-------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Home Decor or Decorating |  | 11.2% | 47 |
| Adjustable Mattress |  | 5.2% | 22 |
| Innerspring Mattress |  | 3.6% | 15 |
| Pillow Top Mattress |  | 6.7% | 28 |
| Foam Mattress |  | 3.8% | 16 |
| Linens (Bedroom) |  | 17.4% | 73 |
| Memory Foam Mattress |  | 5.5% | 23 |
| Twin Size Bed |  | 3.8% | 16 |
| Queen Size Bed |  | 9.3% | 39 |
| King Size Bed |  | 9.0% | 38 |
| Smoke Alarm or Detector |  | 5.2% | 22 |
| Remote Home Monitoring Video Camera |  | 3.3% | 14 |
| Shutters |  | 3.3% | 14 |
| Window Coverings |  | 3.8% | 16 |
| Patriotic Flags |  | 5.7% | 24 |
| Smart Home Products |  | 5.2% | 22 |
| Smart Appliances |  | 5.0% | 21 |
| Alexa for Home |  | 6.9% | 29 |
| None of the above / Does not apply |  | 45.0% | 189 |

| Value | | Percent | Responses |
|--------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Gas Burning Freestanding Stoves |  | 0.2% | 1 |
| Water Purification System (Drinking) |  | 1.7% | 7 |
| Solar Water Heater |  | 0.7% | 3 |
| Latex Mattress |  | 0.7% | 3 |
| Gel Mattress |  | 2.1% | 9 |
| Swimming Pool (Above Ground) |  | 1.2% | 5 |
| Water Heater |  | 2.9% | 12 |
| Swimming Pool (In-Ground) |  | 0.7% | 3 |
| Reclaimed Wood Furniture |  | 1.7% | 7 |
| Sports Team Flags |  | 1.7% | 7 |
| Smart Lock / Front Door |  | 2.1% | 9 |

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 |  | 11.7% | 49 |
| Fine Art |  | 4.0% | 17 |
| Photographs |  | 12.1% | 51 |
| Pottery |  | 5.7% | 24 |
| Blown Glass |  | 2.9% | 12 |
| Stone Carvings |  | 2.9% | 12 |
| Sculpture |  | 3.3% | 14 |
| Artistic Wall Decor |  | 10.0% | 42 |
| Wood Carvings |  | 5.0% | 21 |
| Poster Art |  | 5.7% | 24 |
| Religious Art |  | 4.5% | 19 |
| Stained Glass |  | 4.5% | 19 |
| Ceramics |  | 5.5% | 23 |
| Metal Work Art |  | 4.5% | 19 |
| Music Memorabilia |  | 3.6% | 15 |
| Movie Memorabilia |  | 1.9% | 8 |
| None of the above / Does not apply |  | 67.4% | 283 |





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 | | 7.9% | 33 |
| Portable Dishwasher | | 0.5% | 2 |
| Dishwasher | | 7.9% | 33 |
| Freezer | | 3.3% | 14 |
| Range | | 4.0% | 17 |
| Range Hood | | 3.3% | 14 |
| Wall Oven | | 2.1% | 9 |
| Washer | | 7.4% | 31 |
| Dryer | | 9.3% | 39 |
| Blender | | 6.0% | 25 |
| Tea Kettle | | 2.4% | 10 |
| Microwave | | 11.4% | 48 |
| Window Air Conditioner | | 2.4% | 10 |
| Coffee or Espresso Machine | | 12.4% | 52 |
| Vacuum Cleaner | | 10.5% | 44 |
| None of the above / Does not apply | | 55.2% | 232 |






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 | | 4.8% | 20 |
| Battery | | 11.2% | 47 |
| Child Car Seat | | 3.3% | 14 |
| Floor Mats | | 11.4% | 48 |
| Lights | | 6.7% | 28 |

| Value | | Percent | Responses |
|--------------------------------------------|--|---------|-----------|
| Seat Covers | | 6.9% | 29 |
| Tires | | 20.2% | 85 |
| Wiper Blades | | 26.7% | 112 |
| None of the above / Does not apply | | 42.4% | 178 |
| Canopy | | 1.2% | 5 |
| Grill Guard | | 1.9% | 8 |
| Ground Effects | | 0.2% | 1 |
| Mirror(s) | | 1.9% | 8 |
| Motorcycle Accessories | | 1.9% | 8 |
| Motorcycle Parts | | 2.1% | 9 |
| Performance Parts | | 1.4% | 6 |
| RV Accessories or Supplies | | 2.9% | 12 |
| Roof Rack (For Bike, Kayak, Etc.) | | 0.5% | 2 |
| Roof Rack (Luggage or Equipment Container) | | 0.2% | 1 |
| Running Boards | | 1.4% | 6 |
| Spoiler | | 0.5% | 2 |
| Step Bar | | 0.7% | 3 |
| Stereo System (Auto, Car or Truck) | | 2.1% | 9 |
| Tool Box | | 1.0% | 4 |
| Trailer Hitch | | 1.2% | 5 |
| Truck Bed Liner | | 1.0% | 4 |
| Visor | | 1.4% | 6 |
| Wheels or Rims | | 2.4% | 10 |
| Window Tinting Equipment (Auto) | | 1.4% | 6 |
| Cargo Trailer (Vehicle Hauler) | | 0.2% | 1 |








| Value | | Percent | Responses |
|----------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Cargo Trailer (Flat) |  | 1.2% | 5 |
| Cargo Trailer (Motorcycle) |  | 0.2% | 1 |
| Cargo Trailer (Boat) |  | 1.4% | 6 |
| Cargo Trailer (Box) |  | 0.5% | 2 |


























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

| Value | | Percent | Responses |
|-------------------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Dealership |  | 41.7% | 175 |
| National chain service center (e.g. Jiffy Lube) |  | 19.3% | 81 |
| Private service center |  | 20.0% | 84 |
| Friend/Family |  | 12.4% | 52 |
| Other |  | 6.7% | 28 |

Total: 420

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 |  | 9.0% | 38 |
| 60,000 Mile Service |  | 8.6% | 36 |
| 100,000 Mile Service |  | 10.0% | 42 |
| Auto Detailing |  | 11.7% | 49 |
| Auto Repair (General) |  | 9.0% | 38 |
| Auto Warranty Work (Work Covered by Warranty) |  | 3.6% | 15 |
| Alignment |  | 10.0% | 42 |



















| Value | | Percent | Responses |
|--------------------------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Body Work |  | 5.5% | 23 |
| Brake Replacement, Adjustment |  | 6.7% | 28 |
| Car Rental |  | 3.3% | 14 |
| Car Wash |  | 50.7% | 213 |
| Gas or Service Station Services |  | 15.7% | 66 |
| Oil Change or Lube |  | 43.1% | 181 |
| Painting |  | 3.1% | 13 |
| Preventative Maintenance |  | 15.0% | 63 |
| Safety Inspection |  | 15.0% | 63 |
| Tire Mounting or Installation |  | 4.3% | 18 |
| Tune-Up |  | 13.1% | 55 |
| Upholstery Repair |  | 4.0% | 17 |
| Windshield or Glass Repair |  | 8.8% | 37 |
| Windshield or Window Tinting |  | 3.3% | 14 |
| None of the above / Does not apply |  | 16.7% | 70 |
| DEQ Inspection |  | 1.0% | 4 |
| Electrical Repair |  | 1.9% | 8 |
| Upgrade of Car for Smartphone, Hands-Free Device, etc. |  | 1.0% | 4 |
| Motor Repair or Replacement |  | 1.0% | 4 |
| Motorcycle Repair |  | 1.4% | 6 |
| Muffler |  | 1.2% | 5 |
| RV Maintenance or Service |  | 1.2% | 5 |
| Shocks |  | 2.9% | 12 |
| Smog Check |  | 0.5% | 2 |
| Stereo Installation |  | 0.7% | 3 |

| Value | | Percent | Responses |
|---------------------------------|--|---------|-----------|
| Transmission or Clutch Repair | | 2.1% | 9 |
| Vehicle Air Conditioning Repair | | 1.2% | 5 |
| Vehicle Storage | | 0.5% | 2 |
| Vehicle Towing | | 0.7% | 3 |


















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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| AutoTrader.com |  | 12.1% | 51 |
| CarFax |  | 21.0% | 88 |
| CarGurus.com |  | 9.8% | 41 |
| CarMax.com |  | 11.0% | 46 |
| Cars.com |  | 5.7% | 24 |
| Craigslist Auto |  | 4.8% | 20 |
| KBB.com |  | 5.2% | 22 |
| Facebook Dealer Page |  | 3.6% | 15 |
| Edmunds.com |  | 6.0% | 25 |
| Local Dealer Site |  | 45.7% | 192 |
| UsedCars.com |  | 4.0% | 17 |
| Local TV Site |  | 3.3% | 14 |
| Other Local Website |  | 9.0% | 38 |
| None of the above / Does not apply |  | 32.6% | 137 |
| Yahoo! Autos |  | 0.2% | 1 |
| Automotive.com |  | 1.0% | 4 |
| Autoblog.com |  | 0.7% | 3 |
| CarsDirect.com |  | 2.6% | 11 |
| eBay Motors |  | 1.4% | 6 |
| MotorTrend.com |  | 1.4% | 6 |
| Local Radio Site |  | 1.9% | 8 |
| The Car Connection |  | 0.5% | 2 |
























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

| Value | | Percent | Responses |
|--------------------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Bath and Body Products |  | 53.3% | 224 |
| Beauty Products |  | 43.3% | 182 |
| Cosmetics |  | 52.9% | 222 |
| Babysitting |  | 3.6% | 15 |
| Facial |  | 19.5% | 82 |
| Hair Care Products |  | 60.5% | 254 |
| Hair Coloring |  | 36.2% | 152 |
| Hair Cut |  | 71.0% | 298 |
| Hair Removal |  | 7.1% | 30 |
| Hair Extensions, Wigs or Weaves |  | 4.3% | 18 |
| Manicure |  | 36.2% | 152 |
| Massage Therapy |  | 21.7% | 91 |
| Pedicure |  | 44.5% | 187 |
| Tanning Products |  | 2.1% | 9 |
| Tanning Bed or Spray Tan |  | 4.8% | 20 |
| Tattoo or Piercing |  | 6.9% | 29 |
| Spa Bed (Red Light Therapy or Hydration station) |  | 1.0% | 4 |
| None of the above / Does not apply |  | 10.7% | 45 |

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) |  | 40.0% | 168 |
| Books (Used) |  | 37.6% | 158 |
| Books (Children's) |  | 22.9% | 96 |
| Board Games |  | 23.6% | 99 |
| Lottery Ticket |  | 51.4% | 216 |
| Collectibles |  | 7.9% | 33 |
| Vinyl Records |  | 6.4% | 27 |
| Comics |  | 4.8% | 20 |
| Fire Works |  | 10.2% | 43 |
| Graphic Novels |  | 3.3% | 14 |
| Computer Games |  | 10.2% | 43 |
| DVD Movies (Buy) |  | 24.5% | 103 |
| DVD Movies (Rent) |  | 16.7% | 70 |
| DVD Movies (Children's) |  | 7.1% | 30 |
| Magazines |  | 30.0% | 126 |
| TV or Movie Themed Toys |  | 6.9% | 29 |
| Toys |  | 21.2% | 89 |
| Video Game Console |  | 4.8% | 20 |
| Video Console Games |  | 9.3% | 39 |
| Handheld Console Games |  | 4.5% | 19 |
| None of the above / Does not apply |  | 14.5% | 61 |
| Handheld Game Console |  | 2.4% | 10 |

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

| Value | | Percent | Responses |
|---------------------------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Purchase a Bridesmaid Dress |  | 3.1% | 13 |
| Rent a Hall or Event Space for Wedding or Special Event |  | 3.3% | 14 |
| Hire a Musician or Band for Wedding or Special Event |  | 3.1% | 13 |
| Hire a Caterer for Wedding or Special Event |  | 4.8% | 20 |
| Use a Florist for a Wedding or Special Event |  | 4.5% | 19 |
| Go on a Honeymoon |  | 3.8% | 16 |
| Purchase Wedding or Special Occasion Gifts |  | 8.6% | 36 |
| Hire a Photographer for Wedding or Special Event |  | 4.5% | 19 |
| Host or Attend a Retirement Party |  | 5.7% | 24 |
| Host or Attend a Graduation Party |  | 10.5% | 44 |
| Purchase Gourmet Cupcakes |  | 5.7% | 24 |
| Purchase Cake, Tart or Pastries for Special Occasion |  | 12.1% | 51 |
| None of the above / Does not apply |  | 67.1% | 282 |
| Purchase a Wedding Dress |  | 2.1% | 9 |
| Purchase a Tuxedo |  | 1.9% | 8 |
| Rent a Tuxedo |  | 2.6% | 11 |
| Purchase a Wedding Cake |  | 2.4% | 10 |
| Use a Wedding Planner |  | 0.5% | 2 |
| Use a Party Planner |  | 0.7% | 3 |
| Rent a Chauffeured Vehicle |  | 2.1% | 9 |
| Hire a Videographer for Wedding or Special Event |  | 1.7% | 7 |
| Host or Attend a Bar Mitzvah or Bat Mitzvah |  | 0.2% | 1 |
| Host or Attend a Quinceanera Party |  | 2.1% | 9 |

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

























| Value | | Percent | Responses |
|--------------------------------------|--|---------|-----------|
| Gems, Rocks & Minerals | | 4.5% | 19 |
| Ceramics and Pottery | | 6.2% | 26 |
| Collectables | | 6.4% | 27 |
| Comic Books and Related Collectables | | 3.3% | 14 |
| Do-It-Yourself (DIY) | | 31.0% | 130 |
| Games or Puzzles | | 21.4% | 90 |
| Beer Brewing Supplies | | 2.9% | 12 |
| Wine Making Supplies | | 1.4% | 6 |
| Jewelry Making Supplies or Beads | | 8.3% | 35 |
| Knitting | | 7.6% | 32 |
| Making Arts and Crafts | | 13.1% | 55 |
| Paper Crafts | | 6.9% | 29 |
| Quilting | | 5.7% | 24 |
| Scrapbooking | | 6.7% | 28 |
| Toy Collecting | | 1.9% | 8 |
| Trains, Plane & Car Model Kits | | 2.4% | 10 |
| None of the above / Does not apply | | 42.6% | 179 |







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 | | 52.9% | 222 |
| Train Trip | | 7.6% | 32 |











| Value | | Percent | Responses |
|-------------------------------|--|---------|-----------|
| Book Hotel Room | | 54.8% | 230 |
| Business Travel | | 8.1% | 34 |
| Buy Travel Tickets | | 20.7% | 87 |
| Buy Luggage | | 6.7% | 28 |
| Chartered Fishing Trip | | 4.8% | 20 |
| Hotel or Resort Stay | | 34.0% | 143 |
| International Travel | | 11.2% | 47 |
| Take a Cruise | | 19.3% | 81 |
| Travel Packages | | 10.5% | 44 |
| Use a Travel Agent or Agency | | 8.3% | 35 |
| Vacation Inside Home State | | 19.8% | 83 |
| Vacation Outside Home State | | 25.7% | 108 |
| Rent a Car | | 22.4% | 94 |
| Book Local Lodging for Guests | | 6.9% | 29 |
| Stay at an RV Park | | 5.7% | 24 |
| Stay at a Casino | | 16.9% | 71 |
| Gamble at a Casino | | 23.8% | 100 |
| Play Bingo | | 10.7% | 45 |
| Does not apply | | 18.6% | 78 |
| Charter a Boat | | 0.7% | 3 |
| Golf Vacation | | 2.4% | 10 |
| Ski Resort Stay | | 1.0% | 4 |
| Rent RV | | 1.2% | 5 |

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














| Value | | Percent | Responses |
|-----------------------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Attend College or University (Full Time) |  | 9.0% | 38 |
| Attend College or University (Part Time) |  | 8.8% | 37 |
| Attend Graduate School |  | 3.3% | 14 |
| Attend Classes at Community College |  | 12.1% | 51 |
| Online Continuing Education Courses |  | 5.7% | 24 |
| Language Lessons (Adult) |  | 3.1% | 13 |
| Arts or Crafts Lessons (Adult) |  | 9.3% | 39 |
| Music Lessons (Adult) |  | 3.1% | 13 |
| Cooking Lessons (Adult) |  | 5.5% | 23 |
| Attend a Free Lecture or Seminar |  | 11.9% | 50 |
| Attend Paid Lecture, Seminar or Special Class |  | 5.5% | 23 |
| Dance Lessons |  | 6.0% | 25 |
| Yoga, Pilates, or Zumba |  | 9.8% | 41 |
| Attend a Local Workshop |  | 11.7% | 49 |
| None of the above / Does not apply |  | 55.5% | 233 |
| Business School |  | 0.7% | 3 |
| Learning Center |  | 0.2% | 1 |
| Culinary School |  | 0.7% | 3 |
| Trade School |  | 0.5% | 2 |
| Professional Certification or Accreditation Courses |  | 1.9% | 8 |
| Sports Lessons (Adult) |  | 0.7% | 3 |
| Real Estate Classes |  | 1.0% | 4 |
| Child Education or Tutoring |  | 1.4% | 6 |
| Music lessons (Child) |  | 2.6% | 11 |

| Value | | Percent | Responses |
|--------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Sports lessons (Child) |  | 1.7% | 7 |
| Personal Physical Training |  | 2.4% | 10 |
| Language Lessons (Child) |  | 0.7% | 3 |
| Arts or Crafts Lessons (Child) |  | 1.9% | 8 |
| Change School |  | 0.2% | 1 |
| Attend a Religion Based School |  | 1.9% | 8 |

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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Brushes |  | 16.2% | 68 |
| Oil paints |  | 6.2% | 26 |
| Acrylic Paints |  | 14.5% | 61 |
| Markers |  | 16.7% | 70 |
| Specialty Paper |  | 11.0% | 46 |
| Fabric Craft Supplies |  | 11.4% | 48 |
| Beads |  | 6.9% | 29 |
| Art Pencils and Pens |  | 17.9% | 75 |
| Scrapbooking Supplies |  | 10.2% | 43 |
| None of the above / Does not apply |  | 60.7% | 255 |

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 |  | 1.4% | 6 |
| Clarinet |  | 0.7% | 3 |
| Drums |  | 2.1% | 9 |
| Flute |  | 0.7% | 3 |
| Acoustic Guitar |  | 5.0% | 21 |
| Electric Guitar |  | 2.4% | 10 |
| Electric Keyboard |  | 1.9% | 8 |
| Piano |  | 2.9% | 12 |
| Piano (High End) |  | 0.5% | 2 |
| Trombone |  | 0.5% | 2 |
| Trumpet |  | 0.5% | 2 |
| Violin |  | 0.7% | 3 |
| None of the above / Does not apply |  | 88.6% | 372 |

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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Greek |  | 12.9% | 54 |
| French |  | 5.7% | 24 |
| Asian |  | 30.0% | 126 |
| German |  | 14.3% | 60 |
| American (New) |  | 37.1% | 156 |
| Italian |  | 55.2% | 232 |
| Cajun or Creole |  | 32.4% | 136 |
| Indian |  | 7.9% | 33 |
| Chinese |  | 56.0% | 235 |
| American (Traditional) |  | 78.3% | 329 |
| Thai |  | 15.5% | 65 |
| Middle Eastern |  | 3.3% | 14 |
| Japanese |  | 16.0% | 67 |
| Mexican |  | 79.3% | 333 |
| Vietnamese |  | 11.4% | 48 |
| Southern |  | 32.1% | 135 |
| Tex-Mex |  | 66.0% | 277 |
| Spanish |  | 12.4% | 52 |
| Mediterranean |  | 11.4% | 48 |
| None of the above / Does not apply |  | 3.8% | 16 |

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 |  | 24.3% | 102 |

| Value | | Percent | Responses |
|------------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Fish & Chips |  | 21.7% | 91 |
| Golf Course Restaurant, Bar or Snack Bar |  | 4.3% | 18 |
| Barbeque |  | 57.6% | 242 |
| Deli |  | 32.9% | 138 |
| Breakfast or Brunch |  | 56.2% | 236 |
| Appetizers |  | 54.8% | 230 |
| Dessert |  | 37.6% | 158 |
| Chicken Wings |  | 31.0% | 130 |
| Hamburgers |  | 74.5% | 313 |
| Chicken |  | 58.8% | 247 |
| Frozen Yogurt |  | 16.7% | 70 |
| Live or Raw food |  | 7.4% | 31 |
| Tapas or Small Plates |  | 5.0% | 21 |
| Theme Restaurants |  | 5.2% | 22 |
| Soup |  | 38.6% | 162 |
| Salad |  | 54.8% | 230 |
| Pizza (Dine In) |  | 18.3% | 77 |
| Pizza (Delivery) |  | 34.3% | 144 |
| Steak |  | 44.0% | 185 |
| Juice or Smoothies |  | 18.3% | 77 |
| Sandwiches |  | 52.6% | 221 |
| Pizza (Carry Out) |  | 51.4% | 216 |
| Pizza (Take & Bake) |  | 11.2% | 47 |
| Seafood |  | 62.1% | 261 |
| Steakhouse |  | 36.9% | 155 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Sushi | | 16.7% | 70 |
| Vegetarian | | 6.0% | 25 |
| Pho | | 13.3% | 56 |
| None of the above / Does not apply | | 3.6% | 15 |
| Vegan | | 2.9% | 12 |

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 | | 23.8% | 100 |
| Locally Grown Produce | | 24.3% | 102 |
| Healthful Children's Dining | | 7.6% | 32 |
| Environmental Sustainability | | 15.5% | 65 |
| New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron) | | 4.5% | 19 |
| Hyper-Local Sourcing | | 2.6% | 11 |
| Gluten Free Cuisine | | 7.9% | 33 |
| Sustainable Seafood | | 11.2% | 47 |
| Raw or Live Food Options | | 3.3% | 14 |
| Specialty Appetizers | | 11.0% | 46 |
| Specialty Salads | | 16.2% | 68 |
| Specialty Soups | | 13.1% | 55 |
| Specialty Desserts | | 9.3% | 39 |
| None of the above / Does not apply | | 50.5% | 212 |

113. Which of the following do you and family members seek out when dining? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Patio or Outdoor Dining | | 23.3% | 98 |
| Non-Smoking Environment | | 46.2% | 194 |
| Child Friendly | | 19.5% | 82 |
| Serve Alcohol | | 23.3% | 98 |
| Pool Tables | | 2.6% | 11 |
| Locally Brewed Beer | | 8.8% | 37 |
| Live Music | | 15.2% | 64 |
| Bar | | 18.8% | 79 |
| Large Craft Beer Selection | | 9.3% | 39 |
| Large Wine Selection | | 7.6% | 32 |
| Hand Crafted Cocktails | | 6.9% | 29 |
| Farm to Table Dining | | 12.6% | 53 |
| Senior Discounts | | 35.7% | 150 |
| None of the above / Does not apply | | 19.3% | 81 |











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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Craft Beer | | 21.2% | 89 |
| Foreign Beer | | 11.2% | 47 |
| Red Wine | | 24.5% | 103 |
| White Wine | | 21.4% | 90 |
| Dessert Wine | | 3.6% | 15 |
| Mixed Drinks | | 36.9% | 155 |
| Hand Crafted Cocktails | | 12.6% | 53 |
| Beer Cocktails | | 8.3% | 35 |
| "Top Shelf" Spirits | | 20.2% | 85 |
| Champagne | | 3.3% | 14 |
| Champagne Cocktails | | 4.5% | 19 |
| Energy Drink based Mixed Drinks | | 2.4% | 10 |
| Premium Tequila | | 11.0% | 46 |
| Alcoholic Cider | | 3.8% | 16 |
| Locally Distilled Spirits | | 5.0% | 21 |
| None of the above / Does not apply | | 37.4% | 157 |







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

| Value | | Percent | Responses |
|------------------------------------------------|--|---------|-----------|
| Purchase Home in Senior Housing Community | | 0.5% | 2 |
| Purchase Commercial or Business Property | | 0.7% | 3 |
| Purchase Condominium or Townhouse | | 1.0% | 4 |
| Purchase Manufactured or Modular Home | | 1.7% | 7 |
| Purchase Investment Property | | 2.4% | 10 |
| Purchase Personal Residence | | 5.7% | 24 |
| Purchase Custom Built Home | | 1.2% | 5 |
| Purchase Residential Real Estate at an Auction | | 0.2% | 1 |
| Purchase Land or Agricultural Property | | 3.6% | 15 |
| Purchase Vacation Property | | 1.4% | 6 |
| Purchase Other | | 1.9% | 8 |
| None of the above / Does not apply | | 85.0% | 357 |

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

| Value | | Percent | Responses |
|-----------------------------------------------|------------------------------------------------------------------------------------|---------|-----------|
| Sell Home in Senior Housing Community |  | 0.2% | 1 |
| Sell Personal Residence |  | 5.5% | 23 |
| Sell Vacation Property |  | 0.5% | 2 |
| Sell Condominium or Townhouse |  | 0.2% | 1 |
| Sell Investment Property |  | 1.4% | 6 |
| Sell Land or Agricultural Property |  | 2.4% | 10 |
| Sell Commercial or Business Property |  | 0.2% | 1 |
| Plan to Sell Home in Master-Planned Community |  | 0.5% | 2 |
| Sell Other |  | 1.7% | 7 |
| None of the above / Does not apply |  | 88.6% | 372 |

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 |  | 16.7% | 4 |
| New home, but outside of development |  | 12.5% | 3 |
| New home that I will have contractor build |  | 20.8% | 5 |
| Existing home less than 10 years old |  | 50.0% | 12 |
| Existing home more than 10 years old |  | 50.0% | 12 |
| Other |  | 16.7% | 4 |

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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Rent New Apartment | | 8.8% | 37 |
| Rent House (Residence) | | 8.8% | 37 |
| Rent Manufactured or Modular Home | | 1.2% | 5 |
| Rent or Lease Commercial Property | | 1.2% | 5 |
| Rent Agricultural Land | | 1.0% | 4 |
| Rent Subsidized Housing | | 0.7% | 3 |
| Rent Condo/Townhouse | | 2.6% | 11 |
| Rent Section 8 Housing | | 1.7% | 7 |
| None of the above / Does not apply | | 82.6% | 347 |

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

| Value | | Percent | Responses |
|-------------------------------------------|--|---------|-----------|
| Use a Realtor to Sell Real Estate | | 3.8% | 16 |
| Use a Realtor to Buy Real Estate | | 6.7% | 28 |
| Use a Realtor to Buy and Sell Real Estate | | 3.1% | 13 |
| Plan to Sell Property Myself | | 4.0% | 17 |
| Use a Real Estate Broker | | 2.6% | 11 |
| None of the above / Does not apply | | 83.8% | 352 |

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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| New Home Loan | | 6.2% | 26 |
| Home Remodel or Renovation Loan | | 2.4% | 10 |
| Business Construction Loan | | 0.7% | 3 |
| Home Construction Loan | | 1.9% | 8 |
| Equity Loan | | 2.1% | 9 |
| Land Loan | | 2.6% | 11 |
| Reverse Mortgage | | 1.2% | 5 |
| Real Estate Loan for existing home | | 1.7% | 7 |
| Refinance Home | | 2.4% | 10 |
| None of the above / Does not apply | | 84.3% | 354 |

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 | | 4.8% | 20 |
| Facebook | | 9.3% | 39 |
| Google | | 10.2% | 43 |
| Auction.com | | 1.9% | 8 |
| Homes & Land | | 3.8% | 16 |
| Homes.com | | 6.7% | 28 |
| HomeFinder | | 9.3% | 39 |
| MLS.com | | 11.7% | 49 |
| National Real Estate Co. Site | | 3.1% | 13 |
| Local MLS Site | | 21.4% | 90 |
| RealEstate.com | | 11.9% | 50 |
| Realtor.com | | 23.1% | 97 |
| Realty.com | | 4.0% | 17 |
| Redfin | | 1.4% | 6 |
| Trulia | | 15.0% | 63 |
| Zillow | | 33.8% | 142 |
| ZipRealty.com | | 1.0% | 4 |
| None of the above / Does not apply | | 39.8% | 167 |

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 | | 17.4% | 73 |
| Apartmentguide.com | | 9.0% | 38 |
| Craigslist | | 5.5% | 23 |
| Forrent.com | | 1.2% | 5 |
| HomeFinder.com | | 8.3% | 35 |
| Hotpads.com | | 0.7% | 3 |
| Rent.com | | 7.4% | 31 |
| Sublet.com | | 0.2% | 1 |
| Trulia | | 11.7% | 49 |
| Zillow | | 30.2% | 127 |
| None of the above / Does not apply | | 55.0% | 231 |

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 | | 69.8% | 293 |
| No, don't know who to call | | 30.2% | 127 |

Total: 420

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
















| Value | | Percent | Responses |
|-----------------------------|--|---------|-----------|
| Yes, have a firm or realtor | | 69.5% | 292 |
| No, don't know who to call | | 30.5% | 128 |

Total: 420





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 | | 17.6% | 74 |
| Craft Beer | | 18.3% | 77 |
| Champagne | | 13.1% | 55 |
| Premium Hard Alcohol or Spirits | | 16.9% | 71 |
| White Wine | | 27.9% | 117 |
| Red Wine | | 31.4% | 132 |
| Cigars | | 7.1% | 30 |
| Major Brand Cigarettes | | 8.3% | 35 |
| Recreational Marijuana | | 3.8% | 16 |
| Marijuana Accessories | | 3.6% | 15 |
| E-Liquids / Vape Juice | | 4.0% | 17 |
| Discount Cigarettes | | 8.6% | 36 |
| Discount Hard Alcohol or Spirits | | 10.2% | 43 |
| Domestic Beer | | 28.8% | 121 |
| Electronic Cigarette Supplies | | 3.1% | 13 |
| Alcoholic Cider | | 5.5% | 23 |
| None of the above / Does not apply | | 29.0% | 122 |
| Vaping Kit | | 1.4% | 6 |
| Vaping Accessories | | 1.9% | 8 |
| Roll Your Own Cigarette Supplies | | 1.0% | 4 |
| Smokeless Tobacco | | 2.6% | 11 |
| Pipe Tobacco | | 1.0% | 4 |
| Hookah Accessories | | 0.7% | 3 |
| Hookah | | 0.7% | 3 |

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

| Value | | Percent | Responses |
|--------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Cannabis Dry Flower/Bud |  | 26.3% | 5 |
| Cannabis Edibles |  | 26.3% | 5 |
| Cannabis Tinctures |  | 5.3% | 1 |
| Cannabis Vaporizers |  | 10.5% | 2 |
| Cannabis Cleaning Tools or Supplies |  | 15.8% | 3 |
| Cannabis Concentrates |  | 21.1% | 4 |
| Cannabis Pre-Rolls |  | 26.3% | 5 |
| Organic Cannabis Products |  | 42.1% | 8 |
| Cannabis Oil |  | 47.4% | 9 |
| Cannabis Beauty & Skin Care Products |  | 21.1% | 4 |
| Cannabis Beverages |  | 5.3% | 1 |
| Cannabis Chocolates |  | 21.1% | 4 |
| Medical Cannabis |  | 36.8% | 7 |
| CBD Cannabis |  | 31.6% | 6 |
| None of the above / Does not apply |  | 21.1% | 4 |

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

| Value | | Percent | Responses |
|-------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Bulk or Discounted Food Items |  | 20.0% | 84 |
| Specialty Teas |  | 18.3% | 77 |
| Specialty Coffee |  | 31.7% | 133 |
| Gourmet Deli Counter Items |  | 18.6% | 78 |

| Value | | Percent | Responses |
|---------------------------|--|---------|-----------|
| Cookies | | 56.2% | 236 |
| Snack Cakes | | 23.8% | 100 |
| Potato Chips | | 62.1% | 261 |
| Soft Drinks | | 52.4% | 220 |
| Energy Drinks | | 12.4% | 52 |
| Energy Bars | | 19.3% | 81 |
| Noodle Bowls | | 15.2% | 64 |
| Cupcakes | | 17.1% | 72 |
| Birthday Cake | | 24.3% | 102 |
| Beef Jerky or Meat Sticks | | 23.8% | 100 |
| Bottled Water | | 63.1% | 265 |
| Candy | | 46.9% | 197 |
| Fruit | | 74.8% | 314 |
| Nuts | | 48.8% | 205 |
| Chocolates | | 50.0% | 210 |
| Ice cream | | 59.3% | 249 |
| Cheese | | 77.4% | 325 |
| Artisan Bread | | 18.1% | 76 |
| Artisan Meats | | 5.5% | 23 |
| Sports Drinks | | 14.3% | 60 |
| Basic Condiments | | 38.1% | 160 |
| Artisan Condiments | | 3.8% | 16 |
| Canned Sauces | | 33.1% | 139 |
| Cereal | | 65.5% | 275 |
| Milk | | 79.3% | 333 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Chicken | | 83.1% | 349 |
| Pork | | 53.1% | 223 |
| Beef | | 71.0% | 298 |
| Game Meats | | 4.8% | 20 |
| Fish | | 52.1% | 219 |
| Pasta | | 60.2% | 253 |
| Snack Mixes | | 18.8% | 79 |
| Vegetables | | 71.0% | 298 |
| Olive Oil | | 52.1% | 219 |
| Balsamic Vinegar | | 21.7% | 91 |
| Frozen Entrees | | 44.0% | 185 |
| Eggs | | 83.6% | 351 |
| Locally Raised Beef, Pork, Poultry | | 16.9% | 71 |
| Locally Grown Fruit and Vegetables | | 41.4% | 174 |
| Locally Produced Honey | | 25.2% | 106 |
| Organic Food | | 16.9% | 71 |
| Pickled Vegetables | | 18.1% | 76 |
| Artisan Cheese | | 18.1% | 76 |
| Alternative "Meat" Products | | 5.0% | 21 |
| Nut Butter | | 17.9% | 75 |
| Sausage | | 58.3% | 245 |
| Donuts | | 29.0% | 122 |
| Pastries | | 25.2% | 106 |
| Caviar | | 1.4% | 6 |
| None of the above / Does not apply | | 1.7% | 7 |























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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Convenience | | 69.3% | 291 |
| Better Prices | | 79.8% | 335 |
| Variety | | 41.0% | 172 |
| Quality of Selection | | 61.0% | 256 |
| Quality of Produce | | 66.2% | 278 |
| Healthy Options | | 29.0% | 122 |
| Speed of Check Out | | 43.6% | 183 |
| Size of Store | | 20.2% | 85 |
| Number of Checkouts | | 38.3% | 161 |
| Cleanliness of Store | | 67.6% | 284 |
| Parking | | 47.1% | 198 |
| Help with Bagging/Packing | | 25.0% | 105 |
| Loyalty Tokens/Stamps | | 8.1% | 34 |
| Home Delivery | | 5.5% | 23 |
| None of the above / Does not apply | | 1.0% | 4 |















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 | | 71.9% | 302 |
| Take items home immediately | | 63.3% | 266 |
| Return items more easily | | 35.5% | 149 |
| Enjoy the in-store experience | | 42.4% | 178 |
| Can ask questions to store associates | | 41.2% | 173 |
| To support local businesses | | 57.1% | 240 |
| More secure than online purchase | | 16.9% | 71 |
| Better prices | | 29.3% | 123 |
| Quality of service | | 28.6% | 120 |
| Better Selection | | 29.0% | 122 |
| Local flavor or uniqueness | | 18.6% | 78 |
| None of the above / Does not apply | | 4.5% | 19 |













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 |  | 48.3% | 203 |
| Donate to a Charity |  | 51.2% | 215 |
| Donate to a Church |  | 44.3% | 186 |
| Donate to Political Party or Government Representative |  | 10.2% | 43 |
| Join a New Church |  | 6.2% | 26 |
| Volunteer at Church |  | 22.4% | 94 |
| Volunteer for Nonprofit Group |  | 21.4% | 90 |
| Get Married |  | 3.6% | 15 |
| Retire |  | 4.0% | 17 |
| Vote in Upcoming Local Elections |  | 43.6% | 183 |
| Vote in Upcoming State or National Elections |  | 44.8% | 188 |
| Purchase Season Tickets for Performing Arts |  | 5.7% | 24 |
| Attend a Holiday Themed Performance |  | 29.5% | 124 |
| Community Activity |  | 30.0% | 126 |
| Support an Organization |  | 15.5% | 65 |
| Join an Organization |  | 6.2% | 26 |
| Make a Donation |  | 37.1% | 156 |
| Register to Vote |  | 7.1% | 30 |
| None of the above / Does not apply |  | 10.7% | 45 |
| Donate Vehicle |  | 1.0% | 4 |
| Have a Baby |  | 2.4% | 10 |
| Look into Private Schooling for Children |  | 1.9% | 8 |










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


| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Sporting Event |  | 26.9% | 113 |
| Community Event |  | 54.0% | 227 |
| Festival |  | 54.5% | 229 |
| Live Performance |  | 39.8% | 167 |
| Fundraising Event |  | 28.3% | 119 |
| Seminar |  | 12.4% | 52 |
| School Event |  | 33.6% | 141 |
| Corporate Event |  | 11.0% | 46 |
| Trade Show |  | 16.2% | 68 |
| Conference |  | 17.6% | 74 |
| Networking Event |  | 9.5% | 40 |
| Radio Station Sponsored Event |  | 3.8% | 16 |
| Television Station Sponsored Event |  | 3.1% | 13 |
| Newspaper Sponsored Event |  | 9.8% | 41 |
| None of the above / Does not apply |  | 15.0% | 63 |

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.)


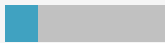
| Value | | Percent | Responses |
|-----------------------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Participate in Organized Athletics |  | 4.8% | 20 |
| Use a Zip Line |  | 5.2% | 22 |
| Go Camping |  | 18.8% | 79 |
| Go Mountain Biking |  | 2.9% | 12 |
| Go Touring on a Bicycle |  | 3.8% | 16 |
| Go to a Community or City Swimming Pool |  | 16.2% | 68 |
| Take a Guided Backpacking or Hiking Trip |  | 3.1% | 13 |
| Attend a Horse Race |  | 4.3% | 18 |
| Attend a Car, Truck or Motorsport Race |  | 8.6% | 36 |
| Participate in City or Municipal Sponsored Programs |  | 14.8% | 62 |
| Join or Change Health or Fitness Club |  | 12.9% | 54 |
| None of the above / Does not apply |  | 49.5% | 208 |

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 |  | 21.0% | 88 |
| Local Business Blog |  | 4.0% | 17 |
| Local Business Email |  | 10.0% | 42 |
| CitySearch |  | 4.8% | 20 |
| Snapchat |  | 15.7% | 66 |
| Instagram |  | 26.2% | 110 |
| Cinema Ads |  | 18.6% | 78 |
| Facebook Business Page |  | 25.5% | 107 |
| Reviews on Yelp! or Google+ |  | 17.1% | 72 |



| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| YouTube Promo Video |  | 13.8% | 58 |
| Local Business Text Message |  | 7.4% | 31 |
| Pandora |  | 23.6% | 99 |
| Online Yellow Pages |  | 4.5% | 19 |
| Google Search |  | 61.9% | 260 |
| eBay |  | 32.9% | 138 |
| Spotify |  | 11.7% | 49 |
| Pinterest |  | 41.2% | 173 |
| Google+ Local |  | 12.4% | 52 |
| Clicked on Google Sponsored Ad |  | 19.3% | 81 |
| LinkedIn |  | 16.7% | 70 |
| Craigslist |  | 15.5% | 65 |
| Bing |  | 10.7% | 45 |
| Twitter |  | 20.7% | 87 |
| Amazon |  | 77.1% | 324 |
| None of the above / Does not apply |  | 5.2% | 22 |
| Digital Billboard |  | 0.7% | 3 |
| Angie's List |  | 2.9% | 12 |

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



| Value | | Percent | Responses |
|-------|-------------------------------------------------------------------------------------|---------|-----------|
| Yes |  | 78.6% | 330 |
| No |  | 21.4% | 90 |

Total: 420











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


























| Value | | Percent | Responses |
|-------|-----------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 58.3% | 245 |
| No |  | 41.7% | 175 |
| | | | Total: 420 |

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

| Value | | Percent | Responses |
|-------|-----------------------------------------------------------------------------------|---------|-------------------|
| Yes |  | 35.2% | 148 |
| No |  | 64.8% | 272 |
| | | | Total: 420 |

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 |  | 53.8% | 226 |
| Arts and Entertainment |  | 34.3% | 144 |
| Automotive - (General) |  | 28.6% | 120 |
| Automotive - (New Vehicle Dealership) |  | 17.4% | 73 |
| Automotive - (Used Vehicle Dealership) |  | 12.1% | 51 |
| Automotive - (Auto Parts store) |  | 13.3% | 56 |
| Automotive - (Auto Repair business) |  | 7.4% | 31 |
| Automotive - (Auto Body shop) |  | 4.3% | 18 |
| Tire Business |  | 16.9% | 71 |
| Beauty and Spa Related Businesses |  | 20.7% | 87 |

| Value | | Percent | Responses |
|---------------------------------------------|--------------------------------------------------------------------------------------|---------|-----------|
| Child Related Businesses |  | 5.5% | 23 |
| Community and State Services |  | 17.6% | 74 |
| Education |  | 17.6% | 74 |
| Employment Related Businesses |  | 15.0% | 63 |
| Event Planning and Services |  | 8.1% | 34 |
| Family Activity Related Businesses |  | 11.7% | 49 |
| Farm Equipment and Agriculture Businesses |  | 5.0% | 21 |
| Financial Services |  | 9.3% | 39 |
| Fitness Businesses or Providers |  | 7.1% | 30 |
| General Retail |  | 39.0% | 164 |
| Grocery / Market |  | 30.0% | 126 |
| Home and Garden Related Businesses |  | 18.3% | 77 |
| Building Supply/Lumber Business |  | 12.6% | 53 |
| Home Service Businesses |  | 9.8% | 41 |
| Home Service Contractors |  | 9.8% | 41 |
| Hotel and Travel Related Businesses |  | 27.9% | 117 |
| Local Services |  | 29.3% | 123 |
| Medical Related Businesses - (General) |  | 19.5% | 82 |
| Medical Related Businesses - (Chiropractor) |  | 3.6% | 15 |
| Medical Related Businesses - (Dentist) |  | 9.5% | 40 |
| Medical Related Businesses - (Hospital) |  | 5.2% | 22 |
| Nightlife Related Businesses |  | 9.8% | 41 |
| Pet / Animal |  | 25.7% | 108 |
| Professional Services |  | 12.1% | 51 |
| Real Estate Service Businesses |  | 6.2% | 26 |

| Value | | Percent | Responses |
|---------------------------------------------------|--|---------|-----------|
| Recreation Related Businesses | | 6.2% | 26 |
| Restaurant / Bar / Lounge | | 35.0% | 147 |
| Senior Related Businesses | | 9.5% | 40 |
| Specialty Food and Drink | | 14.3% | 60 |
| General Retail - Children's Clothing Store | | 7.1% | 30 |
| General Retail - Clothing Accessory Store | | 18.8% | 79 |
| General Retail - Computer Store | | 11.4% | 48 |
| General Retail - Farming and Agriculture Business | | 4.0% | 17 |
| General Retail - Furniture Store | | 16.2% | 68 |
| General Retail - Hardware Store | | 14.3% | 60 |
| General Retail - Home Entertainment Store | | 7.6% | 32 |
| General Retail - Jewelry Store | | 9.5% | 40 |
| General Retail - Major Appliance Store | | 12.1% | 51 |
| General Retail - Men's Clothing Store | | 12.4% | 52 |
| General Retail - Mobile Phone Store | | 8.6% | 36 |
| General Retail - Shoe Store | | 18.6% | 78 |
| General Retail - Women's Clothing Store | | 28.3% | 119 |
| None of the above / Does not apply | | 11.7% | 49 |
| Motorsport Businesses | | 2.6% | 11 |

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

| Value | | Percent | Responses |
|-------|--|---------|-----------|
| Yes | | 21.9% | 92 |
| No | | 78.1% | 328 |























Total: 420

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 | | 15.7% | 66 |
| Get a New Part Time Job | | 10.5% | 44 |
| Get a Temporary or Seasonal Job | | 3.3% | 14 |
| Use an Employment or Temporary Employment Agency | | 3.8% | 16 |
| Use a Career Counselor | | 1.2% | 5 |
| Get a Second (or Third) Job | | 4.5% | 19 |
| Get First Job after High School | | 1.0% | 4 |
| Get First Job after College | | 1.7% | 7 |
| None of the above / Does not apply | | 72.4% | 304 |

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 | | 5.7% | 24 |
| Admin & Clerical | | 10.7% | 45 |
| Warehouse | | 3.1% | 13 |
| Accounting | | 3.6% | 15 |
| Health Care | | 8.3% | 35 |
| Entry Level (New Graduate) | | 3.3% | 14 |
| Grocery | | 3.3% | 14 |
| Customer Service | | 9.5% | 40 |
| Management | | 4.5% | 19 |
| Education | | 6.7% | 28 |

| Value | | Percent | Responses |
|-------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Media |  | 3.6% | 15 |
| NonProfit |  | 3.1% | 13 |
| Government |  | 3.3% | 14 |
| Sales & Marketing |  | 3.1% | 13 |
| None of the above / Does not apply |  | 64.0% | 269 |
| Agriculture |  | 0.2% | 1 |
| Automotive |  | 0.5% | 2 |
| Construction |  | 1.9% | 8 |
| Hotel - Hospitality |  | 2.9% | 12 |
| Manufacturing |  | 0.5% | 2 |
| Banking & Finance |  | 2.6% | 11 |
| Child Care |  | 2.9% | 12 |
| Real Estate |  | 1.0% | 4 |
| Insurance |  | 1.0% | 4 |
| Legal |  | 1.0% | 4 |
| Installation - Maintenance - Repair |  | 0.7% | 3 |
| Restaurant - Food Services |  | 1.2% | 5 |
| Executive Level |  | 1.2% | 5 |
| Engineering |  | 1.0% | 4 |
| Information Technology |  | 1.0% | 4 |
| Skilled Labor - Trades |  | 2.1% | 9 |
| Transportation |  | 1.2% | 5 |

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 |  | 26.4% | 111 |
| Local Agency Site |  | 14.3% | 60 |
| Craigslist |  | 5.0% | 21 |
| Facebook |  | 10.0% | 42 |
| Indeed.com |  | 25.7% | 108 |
| LinkedIn |  | 17.4% | 73 |
| Monster.com |  | 13.3% | 56 |
| CareerBuilder |  | 8.8% | 37 |
| GlassDoor |  | 6.2% | 26 |
| SimplyHired.com |  | 2.6% | 11 |
| AOL Jobs |  | 1.7% | 7 |
| SnagAJob.com |  | 4.0% | 17 |
| USAjobs.gov |  | 8.3% | 35 |
| USAjobs.org |  | 4.3% | 18 |
| ZipRecruiter |  | 9.5% | 40 |
| JobDiagnosis |  | 1.0% | 4 |
| TheLadders |  | 1.2% | 5 |
| None of the above / Does not apply |  | 49.3% | 207 |

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 | | 14.3% | 60 |
| Yellow Pages directory | | 2.9% | 12 |
| Direct mail flyer | | 15.2% | 64 |
| Deal program/offer | | 6.7% | 28 |
| Facebook business page offer | | 13.8% | 58 |
| Billboard advertising | | 3.1% | 13 |
| None of the above / Does not apply | | 64.3% | 270 |

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) | | 20.7% | 87 |
| Purchased an online deal to a local business in the past 3 months | | 10.2% | 43 |
| None of the above / Does not apply | | 75.5% | 317 |

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 | | 10.0% | 42 |
| Read ads and keep them - using one or two | | 40.0% | 168 |
| Read ads and keep them - without using any | | 3.6% | 15 |
| Read ads but throw away without using any | | 20.2% | 85 |
| Throw ads away unread | | 17.1% | 72 |
| Do not receive direct mail or advertisements at home or PO Box | | 9.0% | 38 |

Total: 420

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 % | 10 2.4% | 82 19.5% | 196 46.7% | 19 4.5% | 22 5.2% | 54 12.9% | 37 8.8% | 420 |
| County election Count Row % | 9 2.1% | 66 15.7% | 204 48.6% | 20 4.8% | 26 6.2% | 50 11.9% | 45 10.7% | 420 |
| State election Count Row % | 14 3.3% | 127 30.2% | 137 32.6% | 15 3.6% | 28 6.7% | 58 13.8% | 41 9.8% | 420 |
| Total Total Responses | | | | | | | | 420 |

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

| Value | Percent | Responses |
|-------|---------|-----------|
| Yes | 86.4% | 363 |
| No | 13.6% | 57 |














Total: 420

147. Did you vote in the last presidential election?








| Value | Percent | Responses |
|-------|---------|-----------|
| Yes | 87.1% | 366 |
| No | 12.9% | 54 |

Total: 420

















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 |  | 9.8% | 41 |
| Used Vehicle Dealership |  | 6.4% | 27 |
| New and Used Vehicle Dealership |  | 11.0% | 46 |
| Automotive Service |  | 10.5% | 44 |
| Tire Store |  | 10.2% | 43 |
| Auto Parts Store |  | 16.0% | 67 |
| Recreation Vehicle (RV) Dealership |  | 1.4% | 6 |
| RV or Camper Service |  | 2.4% | 10 |
| Boat Dealer |  | 0.7% | 3 |
| Boat Service |  | 1.2% | 5 |
| Motorcycle Dealer |  | 0.5% | 2 |
| Motorcycle Repair Shop |  | 1.2% | 5 |
| None of the above / Does not apply |  | 61.7% | 259 |

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

| Value | | Percent | Responses |
|------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Accountant or CPA |  | 2.6% | 11 |
| Legal Firm or Attorney |  | 4.0% | 17 |
| Insurance Agency |  | 10.0% | 42 |
| Tax Advisor |  | 6.0% | 25 |
| Telecommunications Provider |  | 2.9% | 12 |
| Internet Service Provider |  | 6.7% | 28 |
| None of the above / Does not apply |  | 77.4% | 325 |

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

| Value | | Percent | Responses |
|-------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Alzheimer's or Memory Care Facility |  | 0.7% | 3 |
| Hearing Aid Center |  | 2.1% | 9 |
| Cardiologist |  | 4.3% | 18 |
| Chiropractor |  | 4.5% | 19 |
| Dentist |  | 16.4% | 69 |
| Dermatologist |  | 6.0% | 25 |
| Hospital |  | 5.0% | 21 |
| Mental Health Provider |  | 2.4% | 10 |
| Optometrist |  | 6.2% | 26 |
| Pediatrician |  | 1.7% | 7 |
| General Practitioner |  | 10.7% | 45 |
| Rehabilitation Clinic |  | 1.4% | 6 |
| Urgent Care Clinic |  | 4.5% | 19 |
| Surgical Specialist |  | 1.7% | 7 |
| Weight Loss Service |  | 2.1% | 9 |
| None of the above / Does not apply |  | 64.0% | 269 |







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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Carpet Cleaning Service | | 3.8% | 16 |
| Electrician | | 2.1% | 9 |
| Handyman | | 4.8% | 20 |
| Heating & Air Conditioning Service | | 5.2% | 22 |
| Remodeling Contractor | | 2.4% | 10 |
| General Contractor | | 4.8% | 20 |
| Landscaper | | 2.6% | 11 |
| New Home Builder | | 0.5% | 2 |
| Painting Contractor | | 1.4% | 6 |
| Plumber or Plumbing Contractor | | 4.5% | 19 |
| Roofing Contractor | | 1.7% | 7 |
| None of the above / Does not apply | | 79.5% | 334 |









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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Apartment Rental Agency | | 3.8% | 16 |
| Home Inspector | | 1.2% | 5 |
| Mortgage Broker | | 0.7% | 3 |
| Property Manager | | 0.7% | 3 |
| Realtor | | 6.2% | 26 |
| None of the above / Does not apply | | 89.8% | 377 |

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% | 5 |
| Automotive Loan Provider |  | 1.7% | 7 |
| Financial Advisor |  | 2.6% | 11 |
| Bank |  | 13.8% | 58 |
| Credit Union |  | 13.3% | 56 |
| None of the above / Does not apply |  | 76.7% | 322 |









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 |  | 14.5% | 61 |
| Ethnic Restaurant |  | 10.5% | 44 |
| Family Style Restaurant |  | 27.9% | 117 |
| Fast Food Restaurant |  | 25.0% | 105 |
| Fine Dining Restaurant |  | 17.1% | 72 |
| Pizza Restaurant |  | 22.4% | 94 |
| Restaurant with Bar or Lounge |  | 15.5% | 65 |
| None of the above / Does not apply |  | 42.6% | 179 |




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 | | 11.9% | 50 |
| Clothing Accessory Store | | 7.6% | 32 |
| Major Appliance Store | | 6.7% | 28 |
| Computer Store | | 7.4% | 31 |
| Farming and Agriculture Business | | 2.1% | 9 |
| Furniture Store | | 14.0% | 59 |
| Grocery Store | | 21.4% | 90 |
| Hardware Store | | 11.2% | 47 |
| Home Entertainment Store | | 3.3% | 14 |
| Jewelry Store | | 5.2% | 22 |
| Mobile Phone Store | | 6.2% | 26 |
| Shoe Store | | 12.4% | 52 |
| Specialty Food Business | | 3.6% | 15 |
| Women's Clothing Store | | 21.2% | 89 |
| Men's Clothing Store | | 7.6% | 32 |
| Children's Clothing Store | | 7.6% | 32 |
| None of the above / Does not apply | | 44.8% | 188 |

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 |  | 9.0% | 38 |
| Any Child Related Business |  | 2.4% | 10 |
| Any Event Planning Business |  | 2.1% | 9 |
| Any Education Business |  | 5.2% | 22 |
| Any Fitness Business |  | 6.9% | 29 |
| Any Pet Related Business |  | 14.0% | 59 |
| Any Senior Related Business |  | 5.2% | 22 |
| None of the above / Does not apply |  | 71.2% | 299 |

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 |  | 22.4% | 94 |
| No |  | 48.3% | 203 |
| Does not apply |  | 29.3% | 123 |

Total: 420

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

| Value | | Percent | Responses |
|----------------------------------|--|---------|-----------|
| Arts and Entertainment | | 4.2% | 4 |
| Beauty and Spa | | 3.2% | 3 |
| Education | | 11.6% | 11 |
| Financial Services | | 4.2% | 4 |
| Health and Medical | | 4.2% | 4 |
| Home and Garden | | 3.2% | 3 |
| Home Service Businesses | | 7.4% | 7 |
| Local Services | | 7.4% | 7 |
| Real Estate | | 6.3% | 6 |
| Other | | 28.4% | 27 |
| Automotive | | 2.1% | 2 |
| Child Related Businesses | | 2.1% | 2 |
| Family Activity | | 2.1% | 2 |
| Fitness Businesses or Providers | | 2.1% | 2 |
| General Retail | | 1.1% | 1 |
| Grocery and Specialty Food/Drink | | 1.1% | 1 |
| Hotel and Travel | | 1.1% | 1 |
| Motorsport Businesses | | 2.1% | 2 |
| Nightlife | | 1.1% | 1 |
| Pet / Animal | | 2.1% | 2 |
| Recreation | | 1.1% | 1 |
| Restaurant / Bar / Lounge | | 2.1% | 2 |

Total: 95









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. | | 53.7% | 51 |
| Computer Hardware | | 16.8% | 16 |
| Office Copier | | 10.5% | 10 |
| Business Logo Apparel | | 22.1% | 21 |
| Networking Hardware or Software | | 3.2% | 3 |
| Office Furniture, Fixtures or Interiors | | 8.4% | 8 |
| Office Cleaning Supplies | | 23.2% | 22 |
| Office Supplies | | 45.3% | 43 |
| Office Printer | | 12.6% | 12 |
| Promotional Items | | 16.8% | 16 |
| Security System | | 3.2% | 3 |
| Telephone Systems | | 4.2% | 4 |
| Uniforms or Work Clothing | | 11.6% | 11 |
| None of the above / Does not apply | | 20.0% | 19 |







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

| Value | | Percent | Responses |
|-------------------------------------|--|---------|-----------|
| Business Accounting or CPA | | 12.6% | 12 |
| Business Advertising | | 5.3% | 5 |
| Business Printing Services | | 4.2% | 4 |
| Business Sign Company Services | | 4.2% | 4 |
| None of the above / Does not apply | | 73.7% | 70 |
| Business Bottled Water Delivery | | 1.1% | 1 |
| Business Advisory Services | | 1.1% | 1 |
| Business Cellular Phone Service | | 2.1% | 2 |
| Business Computer Consulting | | 1.1% | 1 |
| Business Internet Services | | 1.1% | 1 |
| Business Internet Service Provider | | 2.1% | 2 |
| Business Legal Services or Attorney | | 1.1% | 1 |
| Business Marketing Services | | 2.1% | 2 |
| Business Meetings or Conventions | | 2.1% | 2 |
| Business Moving or Storage | | 1.1% | 1 |
| Business Recruitment | | 1.1% | 1 |
| Business Staffing or Temp Services | | 1.1% | 1 |
| Business Travel Agency | | 1.1% | 1 |
| Business Radio Media Service | | 1.1% | 1 |









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

| Value | | Percent | Responses |
|------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Rent New Office |  | 4.2% | 4 |
| Buy New Office |  | 1.1% | 1 |
| Add New Locations |  | 4.2% | 4 |
| Renovate Existing Facilities |  | 6.3% | 6 |
| Construct New Facilities |  | 1.1% | 1 |
| Buy or Rent Industrial Space |  | 3.2% | 3 |
| Buy or Rent Warehouse space |  | 1.1% | 1 |
| None of the above / Does not apply |  | 86.3% | 82 |

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

| Value | | Percent | Responses |
|------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Purchase New Business Automobiles |  | 1.1% | 1 |
| Purchase Used Business Automobiles |  | 1.1% | 1 |
| Purchase New Business Trucks |  | 1.1% | 1 |
| Purchase Used Business Trucks |  | 2.1% | 2 |
| Lease New Business Automobiles |  | 3.2% | 3 |
| None of the above / Does not apply |  | 92.6% | 88 |















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

| Value | | Percent | Responses |
|-------------------------------------|-----------------------------------------------------------------------------------|---------|-----------|
| Business Insurance |  | 2.1% | 2 |
| Business Health Insurance |  | 7.4% | 7 |
| Business Dental Insurance |  | 4.2% | 4 |
| Business 401K or Retirement Program |  | 6.3% | 6 |
| Business "Key Man" Insurance |  | 3.2% | 3 |
| Business Property Insurance |  | 3.2% | 3 |
| Business Commercial Insurance |  | 1.1% | 1 |
| None of the above / Does not apply |  | 83.2% | 79 |


















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

| Value | | Percent | Responses |
|---------------------------------------|--|---------|-----------|
| Local Newspaper | | 29.5% | 28 |
| Local Newspaper Site | | 10.5% | 10 |
| Local Radio | | 5.3% | 5 |
| Local Television | | 4.2% | 4 |
| Other Print Publications | | 8.4% | 8 |
| Facebook | | 44.2% | 42 |
| Other Social Media | | 17.9% | 17 |
| Search Engine Optimization (SEO, SEM) | | 7.4% | 7 |
| Word of Mouth or Referrals | | 46.3% | 44 |
| Billboards | | 4.2% | 4 |
| Direct Mail | | 12.6% | 12 |
| Coupons or "Deal of the Day" | | 4.2% | 4 |
| Fliers or Door Hangers | | 3.2% | 3 |
| Yellow Pages | | 3.2% | 3 |
| Banner Ads | | 9.5% | 9 |
| Online Advertising | | 22.1% | 21 |
| None of the above / Does not apply | | 14.7% | 14 |
| Local Free or Alternative publication | | 2.1% | 2 |
| Twitter | | 2.1% | 2 |
| Telemarketing | | 1.1% | 1 |
| Retargeting Web Ads | | 2.1% | 2 |




165. Which of the following do you invest in to drive your business? (Check all that apply)

| Value | | Percent | Responses |
|--------------------------------------------|-------------------------------------------------------------------------------------|---------|-----------|
| Have an ongoing digital marketing campaign |  | 6.4% | 6 |
| Use social media for promoting business |  | 21.3% | 20 |
| Website optimized for mobile (responsive) |  | 7.4% | 7 |
| Ongoing search optimization (SEO, SEM) |  | 2.1% | 2 |
| Banner ads |  | 8.5% | 8 |
| Cost-per-click ads (CPC, PPC) |  | 6.4% | 6 |
| Retargeting ads |  | 1.1% | 1 |
| Video ads |  | 4.3% | 4 |
| Google ads (Adwords) |  | 5.3% | 5 |
| Facebook ads |  | 28.7% | 27 |
| Email advertising |  | 13.8% | 13 |
| Site analytics |  | 2.1% | 2 |
| Digital ads through newspaper |  | 7.4% | 7 |
| None of the above/Does not apply |  | 43.6% | 41 |

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 |  | 6.4% | 6 |
| Use social media for promoting business |  | 12.8% | 12 |
| Website optimized for mobile (responsive) |  | 3.2% | 3 |
| Ongoing search optimization (SEO, SEM) |  | 1.1% | 1 |
| Banner ads |  | 9.6% | 9 |
| Cost-per-click ads (CPC, PPC) |  | 5.3% | 5 |
| Cost-per-mille ads (CPM) |  | 2.1% | 2 |
| Retargeting ads |  | 1.1% | 1 |
| Video ads |  | 2.1% | 2 |
| Google ads (Adwords) |  | 7.4% | 7 |
| Facebook ads |  | 22.3% | 21 |
| Sponsored content |  | 1.1% | 1 |
| Email advertising |  | 10.6% | 10 |
| Site analytics |  | 3.2% | 3 |
| Use a Digital Agency |  | 1.1% | 1 |
| Digital ads through newspaper |  | 6.4% | 6 |
| None of the above/Does not apply |  | 58.5% | 55 |

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

| Value | | Percent | Responses |
|------------|-------------------------------------------------------------------------------------|---------|-----------|
| Yes |  | 7.4% | 7 |
| No |  | 79.8% | 75 |
| Don't know |  | 12.8% | 12 |

Total: 94

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

| Value | Percent | Responses |
|------------|---------|-------------------|
| 0% | 5.5% | 23 |
| 1% - 25% | 43.3% | 182 |
| 26% - 50% | 22.4% | 94 |
| 51% - 75% | 13.1% | 55 |
| 76% - 100% | 15.7% | 66 |
| | | Total: 420 |
| | | Avg 35% |

169. Which age brackets do you fall into?

| Value | Percent | Responses |
|-------------|---------|-------------------|
| 20 - 24 | 2.1% | 9 |
| 25 - 30 | 3.1% | 13 |
| 31 - 34 | 2.4% | 10 |
| 35 - 40 | 3.8% | 16 |
| 41 - 45 | 5.5% | 23 |
| 46 - 49 | 6.2% | 26 |
| 50 - 54 | 8.6% | 36 |
| 55 - 60 | 17.1% | 72 |
| 61 - 69 | 32.6% | 137 |
| 70 or older | 18.6% | 78 |
| | | Total: 420 |
| | | Avg 59 |

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

| Value | | Percent | Responses |
|---------------------|--|---------|-----------|
| Metro / Urban | | 8.3% | 35 |
| Small/Mid-Size Town | | 54.8% | 230 |
| Suburban | | 13.6% | 57 |
| Rural | | 18.1% | 76 |
| Vacation community | | 3.6% | 15 |
| Other | | 1.7% | 7 |

Total: 420

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

| Value | | Percent | Responses |
|-----------------------------------------------|--|---------|-----------|
| Grade School (8th Grade or Less) | | 0.2% | 1 |
| Some High School (Not Graduate) | | 1.2% | 5 |
| High School Graduate (12th grade) | | 16.0% | 67 |
| Vocational or Technical Training | | 5.2% | 22 |
| Some College | | 27.4% | 115 |
| College Graduate | | 26.9% | 113 |
| Some Post-Graduate Study (No Advanced Degree) | | 5.5% | 23 |
| Post-Graduate Degree | | 17.6% | 74 |

Total: 420

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

| Value | | Percent | Responses |
|-----------------------|--|---------|-----------|
| Under \$20,000 | | 9.3% | 38 |
| \$20,000 - \$24,999 | | 5.1% | 21 |
| \$25,000 - \$29,999 | | 6.1% | 25 |
| \$30,000 - \$34,999 | | 5.6% | 23 |
| \$35,000 - \$39,999 | | 5.6% | 23 |
| \$40,000 - \$44,999 | | 6.3% | 26 |
| \$45,000 - \$49,999 | | 6.3% | 26 |
| \$50,000 - \$74,999 | | 17.1% | 70 |
| \$75,000 - \$99,999 | | 12.7% | 52 |
| \$100,000 - \$124,999 | | 11.0% | 45 |
| \$125,000 - \$149,999 | | 4.4% | 18 |
| \$150,000 - \$200,000 | | 7.6% | 31 |
| Over \$200,000 | | 2.9% | 12 |

Total: 410
Avg \$74,077

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

| Value | | Percent | Responses |
|------------------------------------------|--|---------|-----------|
| American Indian, Eskimo or Alaska native | | 1.7% | 7 |
| Black or African-American | | 7.1% | 30 |
| Asian | | 0.5% | 2 |
| White or Caucasian | | 71.0% | 298 |
| Hispanic | | 12.1% | 51 |
| Other | | 1.4% | 6 |
| Prefer not to answer | | 6.2% | 26 |

Total: 420

174. Are you...

| Value | Percent | Responses |
|----------------------|---------|-------------------|
| Male | 21.0% | 88 |
| Female | 76.4% | 321 |
| Prefer not to answer | 2.6% | 11 |
| | | Total: 420 |




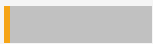

175. Which of the following best describe your primary residence?

| Value | Percent | Responses |
|--------------------|---------|-------------------|
| Single Family Home | 80.0% | 336 |
| Apartment | 10.0% | 42 |
| Condominium | 2.6% | 11 |
| Mobile Home | 5.5% | 23 |
| Other | 1.9% | 8 |
| | | Total: 420 |

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



| Value | Percent | Responses |
|----------------------------------|---------|-------------------|
| Owned | 77.6% | 326 |
| Rented | 17.6% | 74 |
| Occupied Without Payment of Rent | 2.1% | 9 |
| Other | 2.6% | 11 |
| | | Total: 420 |

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

| Value | | Percent | Responses |
|-----------|-----------------------------------------------------------------------------------|---------|-----------|
| None |  | 79.0% | 332 |
| 1 |  | 8.6% | 36 |
| 2 |  | 6.7% | 28 |
| 3 |  | 3.8% | 16 |
| 4 or more |  | 1.9% | 8 |

Total: 420

178. 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 |  | 54.2% | 227 |
| No |  | 45.8% | 192 |

Total: 419