

The Pulse of America

2019 Survey Report (Washington)

Response Counts

Completion Rate:	100%	<div></div>	
Complete		<div></div>	407
			Total: 407

Are you 18 years of age or older?

Value		Percent	Responses
Yes	<div></div>	100.0%	407
			Total: 407

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 %	12 2.9%	6 1.5%	45 11.1%	135 33.2%	208 51.1%	1 0.2%	407
Local breaking news Count Row %	3 0.7%	1 0.2%	8 2.0%	57 14.0%	336 82.6%	2 0.5%	407

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news Count Row %	2 0.5%	0 0.0%	11 2.7%	64 15.7%	328 80.6%	2 0.5%	407
County news Count Row %	3 0.7%	3 0.7%	25 6.1%	131 32.2%	243 59.7%	2 0.5%	407
Local sports news Count Row %	57 14.0%	72 17.7%	96 23.6%	116 28.5%	65 16.0%	1 0.2%	407
Local school news Count Row %	35 8.6%	29 7.1%	92 22.6%	144 35.4%	104 25.6%	3 0.7%	407
Local crime news Count Row %	4 1.0%	7 1.7%	29 7.1%	103 25.3%	264 64.9%	0 0.0%	407
Local advertising Count Row %	16 3.9%	22 5.4%	94 23.1%	157 38.6%	116 28.5%	2 0.5%	407
Local political news Count Row %	15 3.7%	33 8.1%	59 14.5%	158 38.8%	140 34.4%	2 0.5%	407
Local entertainment news Count Row %	12 2.9%	21 5.2%	75 18.4%	163 40.0%	134 32.9%	2 0.5%	407
Local dining news Count Row %	10 2.5%	27 6.6%	85 20.9%	150 36.9%	134 32.9%	1 0.2%	407
State or national news Count Row %	6 1.5%	4 1.0%	33 8.1%	138 33.9%	222 54.5%	4 1.0%	407

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Total Total Responses							407

How often do you read the following local news areas in your local paper? (Check one each row)


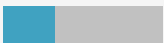
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	59 14.5%	109 26.8%	173 42.5%	66 16.2%	407
Business news Count Row %	67 16.5%	151 37.1%	153 37.6%	36 8.8%	407
Government news Count Row %	116 28.5%	147 36.1%	117 28.7%	27 6.6%	407
High school sports news Count Row %	31 7.6%	61 15.0%	167 41.0%	148 36.4%	407
Crime news Count Row %	159 39.1%	140 34.4%	98 24.1%	10 2.5%	407
Clubs and organizations news Count Row %	41 10.1%	105 25.8%	191 46.9%	70 17.2%	407
Total Total Responses					407

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




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	3 0.7%	10 2.5%	59 14.5%	222 54.5%	105 25.8%	8 2.0%	407
Local news coverage Count Row %	7 1.7%	21 5.2%	57 14.0%	229 56.3%	84 20.6%	9 2.2%	407
Reporting objectivity Count Row %	13 3.2%	51 12.5%	112 27.5%	145 35.6%	62 15.2%	24 5.9%	407
Headline objectivity Count Row %	8 2.0%	36 8.8%	102 25.1%	189 46.4%	60 14.7%	12 2.9%	407
Local school news Count Row %	5 1.2%	11 2.7%	118 29.0%	165 40.5%	60 14.7%	48 11.8%	407
County news coverage Count Row %	5 1.2%	16 3.9%	101 24.8%	198 48.6%	72 17.7%	15 3.7%	407
Local city/community news coverage Count Row %	5 1.2%	22 5.4%	61 15.0%	212 52.1%	98 24.1%	9 2.2%	407
Environmental news coverage Count Row %	9 2.2%	40 9.8%	125 30.7%	150 36.9%	58 14.3%	25 6.1%	407
Courts and cops news coverage Count Row %	9 2.2%	27 6.6%	109 26.8%	171 42.0%	68 16.7%	23 5.7%	407
Local sports coverage Count Row %	5 1.2%	13 3.2%	91 22.4%	161 39.6%	76 18.7%	61 15.0%	407
Local arts and entertainment coverage Count Row %	4 1.0%	8 2.0%	111 27.3%	167 41.0%	97 23.8%	20 4.9%	407

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	5	20	90	178	93	21	407
Count	1.2%	4.9%	22.1%	43.7%	22.9%	5.2%	
Row %							
Total							
Total Responses							407



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

Value		Percent	Responses
Yes		67.3%	274
No		32.7%	133
Total: 407			




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		36.5%	100
No		57.7%	158
None of the above / Does not apply		5.8%	16
Total: 274			



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

Value		Percent	Responses
Yes		58.2%	237
No		41.8%	170
Total: 407			



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		41.8%	99
No		55.7%	132
None of the above / Does not apply		2.5%	6
Total: 237			




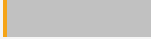

Have you or any member of your household read the local newspaper in the past WEEK?

Value		Percent	Responses
Yes		91.4%	372
No		8.6%	35
Total: 407			

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		61.8%	230
No		38.2%	142
Total: 372			




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

Value		Percent	Responses
1		33.1%	123
2		54.3%	202
3		7.5%	28
4		3.2%	12
5 or more		1.9%	7
			Total: 372

Statistics

Average 1.8

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

Value		Percent	Responses
Adult male		66.7%	248
Adult female		80.4%	299
Minor under 18		2.4%	9

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

Value		Percent	Responses
Yes, always		18.3%	68
Yes, frequently		30.4%	113
Yes, sometimes		29.6%	110
Seldom		18.0%	67
Never		3.8%	14
Total: 372			




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		19.1%	71
Local Daily Newspaper		72.6%	270
Local Paid Weekly Community Newspaper		28.0%	104
Local Free Weekly Print Publication (a Shopper or Newspaper)		48.1%	179
Local Alternative Publication		8.6%	32
Local Specialty Publication		15.1%	56
Local Business Publication		19.4%	72
Local Ethnic Publication		2.7%	10
Local Parenting Publication		2.4%	9
Local Senior Publication		21.8%	81
None of the above / Does not apply		1.9%	7

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	49	79	198	46	372
Row %	13.2%	21.2%	53.2%	12.4%	
Retail Store Ads					
Count	103	140	113	16	372
Row %	27.7%	37.6%	30.4%	4.3%	
Ad Inserts					
Count	77	110	144	41	372
Row %	20.7%	29.6%	38.7%	11.0%	
Real Estate Ads					
Count	23	64	170	115	372
Row %	6.2%	17.2%	45.7%	30.9%	
Automotive Ads					
Count	9	37	191	135	372
Row %	2.4%	9.9%	51.3%	36.3%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	52	114	171	35	372
Row %	14.0%	30.6%	46.0%	9.4%	
Political Ads					
Count	20	57	174	121	372
Row %	5.4%	15.3%	46.8%	32.5%	
Legal Notices					
Count	25	45	148	154	372
Row %	6.7%	12.1%	39.8%	41.4%	
Total					
Total Responses					372

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		56.0%	228
Posted on a Government Website		8.4%	34
No preference		35.6%	145

Total: 407

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		15.5%	63
No		83.8%	341
Don't know		0.7%	3
			Total: 407








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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		29.0%	18
Satisfactory response (received many inquiries)		38.7%	24
Poor response (received very few inquiries)		32.3%	20
			Total: 62














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
















Value		Percent	Responses
Yes		44.5%	181
No		55.5%	226
			Total: 407

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
















Value		Percent	Responses
Daily		15.5%	63
Couple times week		12.5%	51
Weekly		8.6%	35
Couple times month		8.6%	35
Monthly		4.2%	17
Less Monthly		22.6%	92
Have not visited / Does not apply		28.0%	114
			Total: 407

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		6.4%	26
Auto Detailing Shop		5.9%	24
Auto Glass Repair Shop		8.8%	36
Oil Change Station		47.2%	192
Auto Parts Store		38.6%	157
Auto Repair Shop		32.4%	132
Auto Salvage Yard		8.1%	33
Auto Battery Store		9.1%	37
Car Wash		65.8%	268
Gas Station		84.0%	342
New Vehicle Dealership		11.8%	48
Used Vehicle Dealership		8.4%	34
Pick and Pull Lot		4.4%	18

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		4.2%	17
RV or Camper Service		5.9%	24
Tire Store		31.2%	127
None of the above / Does not apply		3.9%	16
Auto Paint Shop		1.5%	6
Auto Protective Paint or Coating Shop		0.7%	3
Auto Towing Service		2.2%	9
Auto Window Tinting		1.7%	7
Auto Stereo Installation		2.0%	8
Car Audio Store		2.0%	8
Commercial Truck Dealership		0.7%	3
Commercial Truck Repair Shop		0.5%	2
Utility Trailer Dealer		2.0%	8
Trailer Dealer		1.2%	5
Trailer Rental Service		0.5%	2

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

Value		Percent	Responses
Boat Dealer		2.7%	11
Boating Accessory Store		4.7%	19
Boat Repair Shop		1.7%	7
Boat Rental Service		0.7%	3
All-Terrain Vehicle (ATV) Dealer		5.4%	22
Watercraft Dealer		0.7%	3
Watercraft Rental Shop		1.5%	6
Motorcycle Dealer		1.5%	6
Motorcycle Repair Shop		2.2%	9
Motorcycle Accessory Store		3.7%	15
Golf Cart Dealer		1.0%	4
Service		5.9%	24
Boat and RV Storage Facility		2.7%	11
Harley-Davidson Dealer		2.0%	8
None of the above / Does not apply		79.4%	323

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

Value		Percent	Responses
New Farm Equipment Dealer		2.2%	9
Used Farm Equipment Dealer		1.7%	7
Farm Truck and Tractor Repair Shop		2.7%	11
Agriculture Farm Supply Store		13.3%	54
Agricultural Service		1.7%	7
Farming Structure Building Contractor		1.0%	4
Animal Feed Store		17.7%	72
None of the above / Does not apply		74.2%	302

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		10.3%	42
Bakery		54.5%	222
Specialty Cake Bakery		7.6%	31
Cupcake Shop		6.1%	25
Donut Shop		21.4%	87
Beverage Distributor		4.2%	17
Beer Shop		12.8%	52
Brewery or Brew Pub		24.1%	98
Candy Store		13.5%	55
Cheese Shop		15.2%	62
Chocolate Shop		13.0%	53
Coffee & Tea Shop		37.8%	154

Value		Percent	Responses
Espresso or Coffee Shop		52.1%	212
Cookie Store		5.2%	21
Dairy Store		6.6%	27
Convenience Store		50.6%	206
Dessert Restaurant		7.4%	30
Distillery		7.4%	30
Food Cart		14.3%	58
Ethnic Food Restaurant		41.5%	169
Ice Cream or Frozen Yogurt Shop		34.4%	140
Smoothie or Juice Bar		9.8%	40
Liquor Store		20.6%	84
Spice Store		6.6%	27
Tea Shop		10.3%	42
Winery		16.5%	67
Wine Shop		10.3%	42
None of the above / Does not apply		7.4%	30
U-Brew Beer or Wine Store		2.7%	11
























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		23.3%	95
Grocery Store (Discount)		49.9%	203
Grocery Store (Ethnic)		9.3%	38
Farmers Market		31.7%	129
Grocery Store (Co-op)		18.2%	74
Grocery Store (Independent)		28.7%	117
Grocery Store (Major or Regional Chain)		86.7%	353
Meat Market or Butcher Shop		16.2%	66
Grocery Store (Neighborhood)		41.0%	167
Seafood Market		10.1%	41
Specialty Food Market		6.4%	26
Grocery Delivery Service		6.6%	27
None of the above / Does not apply		1.2%	5













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		19.7%	80
Day Spa		8.6%	35
Eyelash Extension Salon		1.7%	7
Hair Removal Salon		2.7%	11
Hair and Beauty Salon		39.1%	159
Makeup Artist		1.5%	6
Massage Spa		16.7%	68
Nail Salon		20.4%	83
Skin Care Store		4.9%	20
Tanning Salon		4.7%	19
Tattoo Studio		4.9%	20
None of the above / Does not apply		40.5%	165













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		7.1%	29
Arts & Crafts Fair		42.3%	172
Casino		28.3%	115
Community Theatre		30.7%	125
Movie Theater		64.4%	262
Museum		28.0%	114
Live Theater		23.6%	96
Performing Arts Center		24.1%	98
Bingo Hall		9.1%	37
Social Club		6.4%	26
Stadium or Arena		15.0%	61
Rodeo		13.0%	53
Wine Tour		7.4%	30
Music Festival		19.4%	79
Wine Festival		12.3%	50
Food Festival		27.3%	111
Car Show		14.3%	58
Seasonal Festival		36.6%	149
Arts Organization		10.8%	44
Cultural Center		9.8%	40
Local Festival		37.3%	152
Historical Society		11.5%	47
None of the above / Does not apply		11.5%	47






















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

Value		Percent	Responses
Local Sports Team		18.2%	74
Professional Sports Team		13.0%	53
Amusement Center / Park		24.1%	98
Family Play Center		8.6%	35
Family Entertainment Center		12.8%	52
Go Kart Track		7.1%	29
Horseback Riding		5.7%	23
Outdoor Park		38.3%	156
Ice Skating or Roller Rink		12.3%	50
Athletic Club		21.6%	88
Zoo		25.1%	102
None of the above / Does not apply		29.7%	121










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

Value		Percent	Responses
Boxing Gym		0.5%	2
CrossFit Gym		2.2%	9
Dance Studio		3.9%	16
Fitness Boot Camp		0.2%	1
Exercise Classes		24.3%	99
Gym, Fitness or Athletic Club		31.7%	129
Martial Arts Studio		1.0%	4
Personal Trainer		2.7%	11
Rock Climbing Gym		3.2%	13
Swimming Lessons		6.6%	27
Yoga Studio		12.8%	52
None of the above / Does not apply		51.8%	211
















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		14.5%	59
Bicycle Shop		11.8%	48
Bicycle Repair Shop		12.5%	51
Bowling Alley		22.9%	93
Fishing Supply Store		15.5%	63
Golf Course		13.0%	53
Golf Driving Range		9.6%	39
Golf Pro Shop		5.2%	21
Gun Shooting Range		17.2%	70
Gun Store		17.2%	70
Miniature Golf Course		13.0%	53
Outdoor Gear Store		20.6%	84
Ski Shop		5.4%	22
New Sporting Goods Store		15.2%	62
Used Sporting Goods Store		9.6%	39
Sightseeing Tour Agency		3.7%	15
None of the above / Does not apply		31.9%	130
Archery Range		2.5%	10
Bicycle Rental Service		2.2%	9
Dive Shop		1.0%	4
Helicopter Tour Agency		0.7%	3







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























Value		Percent	Responses
Adult Club or Entertainment Company		3.2%	13
Bar, Lounge or Pub		37.3%	152
Comedy Club		11.1%	45
Dancing or Night Club		8.8%	36
Music or Concert Hall		25.6%	104
Billiard Hall		3.2%	13
Sports Bar		16.0%	65
Wine Bar		11.8%	48
None of the above / Does not apply		45.2%	184

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		2.2%	9
Card or Stationery Store		14.0%	57
Announcement Printing Service		2.9%	12
Catering Service		4.2%	17
Disc Jockey (DJ)		1.2%	5
Event Coordinator		1.7%	7
Hotel Meeting Room or Event Space		4.4%	18
Musician or Band		3.9%	16
Party Supply Store		12.0%	49
Photographer		5.9%	24
Event Space or Venue		3.7%	15
Videographer		1.2%	5
Wedding Venue or Banquet Hall		2.7%	11
Wedding Planner		0.7%	3
None of the above / Does not apply		69.0%	281

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		18.2%	74
University		6.1%	25
Community College		15.0%	61
Elementary School		6.4%	26
Middle or High School		7.4%	30
Adult Education School		9.3%	38

Value		Percent	Responses
Preschool		3.7%	15
Art School		4.7%	19
Driving School		3.4%	14
Musical Instruments and Lessons		6.1%	25
Lecture or Seminar Series		6.1%	25
None of the above / Does not apply		55.5%	226
Charter School		0.5%	2
Culinary School		2.9%	12
Beauty School		2.9%	12
Dance Studio		2.5%	10
Language School		2.7%	11
Tutoring Center		1.2%	5
Private Elementary School		1.5%	6
Private Middle School		0.2%	1
Private High School		0.2%	1
Private K-12 School		0.7%	3
Private Tutor		1.2%	5
Vocational School		2.5%	10
Real Estate School		2.5%	10
Aviation / Flight School		2.0%	8
Graduate school		2.9%	12
Parochial School		0.2%	1















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

Value		Percent	Responses
Bank		23.1%	94
Credit Union		18.2%	74
Financial Advisor		10.3%	42
Check Cashing Service		1.0%	4
Money Transfer Service		2.0%	8
Stockbroker		2.5%	10
Tax Return Service		15.0%	61
Auto Broker		1.2%	5
Bail Bonds Service		0.2%	1
Bankruptcy Service		0.7%	3
Bookkeeping Service		4.2%	17
Business Development Service		0.5%	2
Car Leasing Service		1.7%	7
Credit Counseling Service		1.2%	5
None of the above / Does not apply		62.2%	253














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		2.2%	9
Credit Repair Service		3.4%	14
Title Loan Company		4.9%	20
None of the above / Does not apply		91.2%	371



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		4.7%	19
Chiropractor		13.5%	55
Dermatologist		9.3%	38
Dentist		33.9%	138
General Practitioner		20.4%	83
Family Practitioner		18.4%	75
Obstetrician & Gynecologist		3.4%	14
Optometrist		18.7%	76
Physical Therapist		8.4%	34
Psychiatrist		2.7%	11
Pediatrician		2.5%	10
Allergist		2.7%	11
Pain Management Physician		3.4%	14
None of the above / Does not apply		43.2%	176
























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		17.7%	72
Hearing Aid Center		6.4%	26
Hospital		5.7%	23
Medical Clinic		12.5%	51
Weight Loss Service		2.9%	12
Alcoholism Treatment Program		0.5%	2
Blood Donation Center		2.0%	8
Mental Health Clinic		2.0%	8
Pain Control Clinic		2.2%	9
Walk-In Clinic		6.6%	27
Mental Health Service		2.9%	12
Drug Testing Service		0.2%	1
None of the above / Does not apply		64.6%	263

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		9.6%	39
Allergy or Asthma Specialist		8.4%	34
Mental Health Provider		9.3%	38
Denture or Implant Specialist		9.6%	39
Cosmetic Dentist		3.4%	14
Oral Surgeon		3.9%	16
Orthodontist		4.7%	19
Cardiologist		14.5%	59
Ear, Nose & Throat Doctor		11.3%	46
Gastroenterologist		10.3%	42
Internal Medicine Doctor		26.3%	107
Massage Therapist		25.6%	104
Naturopathic Practitioner		7.6%	31
Nutritionist or Dietician		3.9%	16
Oncologist		6.4%	26
Ophthalmologist		18.7%	76
Orthopedist		3.7%	15
Podiatrist		7.4%	30
Urologist		6.6%	27
Surgical Specialist		5.7%	23
None of the above / Does not apply		25.8%	105
Cardiovascular Surgeon		1.0%	4
Cosmetic or Plastic Surgeon		2.7%	11
Home Health Care Provider		1.5%	6

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


























Value		Percent	Responses
Audiology Clinic		7.6%	31
Veterans Hospital		4.2%	17
Laboratory or Medical Testing Facility		17.2%	70
Medical Imaging Service		13.5%	55
Medical Supply Store		4.9%	20
Pain Clinic		4.9%	20
Sleep Disorder Clinic		4.4%	18
Urgent Care Clinic		9.3%	38
Medical Walk-In Clinic		13.0%	53
Mental Health Service		4.7%	19
None of the above / Does not apply		48.4%	197
Alzheimer's or Memory Care Facility		1.2%	5
Medical Marijuana Authorization		1.5%	6
Hospice Care Provider		1.2%	5
Laser Eye Surgery Clinic		1.7%	7
Medical Spa		2.0%	8
Memory Care Facility		1.5%	6
Isolation Tank		0.2%	1
Rehabilitation Clinic		1.7%	7
Sports Medicine Clinic		0.7%	3
Medical Transport Service		1.5%	6
Vascular Surgeon or Vein Center		1.5%	6
Physical Health Center		2.7%	11

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

Value		Percent	Responses
Airline		53.6%	218
Regional Airport		25.3%	103
Bed & Breakfast		13.0%	53
Campground		25.1%	102
Cruise Line		11.3%	46
Hotel or Motel (Local)		10.6%	43
Hotel or Motel (Out-of-Town)		58.7%	239
Luggage-Travel Store		1.2%	5
RV Rental Company		1.7%	7
Ski Resort		3.9%	16
Tour Company		2.5%	10
Shuttle Service		17.9%	73
Limo Service		0.5%	2
Taxi Service		7.9%	32
Travel Agent		8.6%	35
None of the above / Does not apply		26.5%	108

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
Courier or Delivery Service		5.4%	22
Dry Cleaning or Laundry Service		21.1%	86
Electronics Repair Shop		4.9%	20

Value		Percent	Responses
Information Technology (IT) Service		5.4%	22
Jewelry Repair Shop		10.8%	44
Mail Store		24.8%	101
Printing Service		7.1%	29
Propane Dealer		14.7%	60
Junkyard		6.9%	28
Recycling Center		28.0%	114
Self-Storage Facility		8.6%	35
Sewing and Alterations Shop		8.6%	35
Small Engine Repair Shop		4.7%	19
Shipping Center		15.0%	61
Shoe Repair Shop		8.6%	35
Watch or Clock Repair Shop		7.4%	30
Mobile or Cell Phone Repair Shop		4.7%	19
Animal Control Service		3.2%	13
Copy Shop		10.3%	42
Tool Rental Service		5.2%	21
Airport Parking Lot		18.7%	76
Car Rental Agency		12.0%	49
None of the above / Does not apply		24.1%	98
Auction House		2.7%	11
Bottled Water Delivery Service		2.5%	10
Moving Truck Rental Company		2.5%	10
Propane Home Heating Service		2.2%	9
Funeral Service Provider		2.0%	8
















Value		Percent	Responses
Cremation Service Provider		2.0%	8
Marketing Agency		0.2%	1
Marketing Consultant		0.5%	2
Marriage Counselor		1.0%	4
Mediation Service		1.2%	5

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		8.1%	33
Charity or Philanthropic Organization		9.1%	37
Church		41.3%	168
City or Municipal Service		11.1%	45
Community Organization		10.1%	41
Community Service or Non-Profit Organization		13.5%	55
City Center		7.9%	32
City or Town Hall		11.3%	46
Civic Center		6.1%	25
Community Center		16.0%	65
Convention Center		6.6%	27
County Government Office		11.8%	48
Department of Motor Vehicles		40.3%	164
Department of Social Services		7.9%	32
Employment Center		4.7%	19
Equipment Rental Agency		3.9%	16

Value		Percent	Responses
Gun Club		8.8%	36
Veterans Center		5.7%	23
Veterans Organization		4.2%	17
Youth Organization		3.9%	16
None of the above / Does not apply		24.1%	98
Government or Political Service		2.9%	12
Adult Foster Care Service		1.2%	5
Foster Care Service		1.0%	4
Government Economic Program		0.7%	3
Unemployment Office		2.2%	9
Farm Bureau		1.5%	6








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		5.9%	24
Paving Contractor		2.2%	9
General Contractor		8.8%	36
Electrician		11.5%	47
Handyman		20.4%	83
Heating & Air Conditioning Service		10.3%	42
Home Maintenance Service		4.7%	19
Landscaping Service		13.8%	56
Painting Contractor		6.4%	26
Plumber or Plumbing Contractor		10.6%	43
Home Security Company		1.5%	6
Countertop Contractor		5.9%	24
Garbage Collection Service		16.7%	68
Deck Builder		5.2%	21
None of the above / Does not apply		48.9%	199

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		17.7%	72
Chimney Cleaning Service		4.4%	18
Fuel or Oil Home Heating Service		3.4%	14
Furnace Cleaning Service		3.7%	15
Home Gardening Service		3.2%	13
Landscaper		4.7%	19
House Cleaning Service		8.4%	34
Pest Control Service or Exterminator		5.2%	21
Pool Cleaning Service		1.0%	4
Television or Internet Service Provider		20.1%	82
House Cleaning Service		4.4%	18
Lawn Care Service		9.8%	40
None of the above / Does not apply		53.8%	219

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		7.4%	30
Carpenter or Woodworker		8.6%	35
Carpet Installation Contractor		4.2%	17
Concrete Contractor		3.4%	14
Fencing Contractor		4.4%	18
Furnace Contractor		3.4%	14
Flooring Installation Service		8.4%	34

Value		Percent	Responses
Garage Door Contractor		3.4%	14
Gutter Installation or Repair Contractor		6.4%	26
Junk Removal or Hauling Service		6.6%	27
Kitchen or Bath Remodeling Company		6.6%	27
Mover or Moving Company		3.2%	13
Roofing Contractor		4.9%	20
Remodeling Contractor		5.7%	23
Window Installer		6.6%	27
None of the above / Does not apply		55.0%	224
Alternative Energy Service		2.5%	10
New Home Builder		1.2%	5
Drywall Installation or Repair Contractor		2.9%	12
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		1.0%	4
Garage Builder		1.5%	6
Insulation Installer		0.5%	2
Landscape Architect		2.9%	12
Septic Tank Contractor		2.7%	11
Siding Installation or Repair Contractor		1.0%	4
Stone or Marble Company		2.2%	9
Tile Contractor		2.2%	9
Waterproofing Contractor		0.2%	1
Solar Energy Contractor		2.5%	10
Asphalt Contractor		2.9%	12





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

Value		Percent	Responses
Awning & Tent Company		0.7%	3
Bathtub Refinishing Service		2.7%	11
Cabinet Refacing Service		2.0%	8
Furniture Upholstery Service		2.0%	8
Home Theater Installation Service		1.2%	5
Interior Designer		1.0%	4
Key or Locksmith Service		6.6%	27
Home Pressure Washing Service		2.7%	11
Shades & Blinds Installation Service		7.4%	30
Arborist		6.6%	27
Water Treatment Supply & Service		1.5%	6
Wallcoverings Store		0.7%	3
Window & Door Installation Service		6.4%	26
None of the above / Does not apply		73.7%	300





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		2.5%	10
Assisted Living Facility		2.7%	11
Retirement Home		1.0%	4
Nursing Home		0.2%	1
55+ Housing Community		6.6%	27
Senior Center		14.7%	60
Adult Day Care		0.7%	3
Geriatric Physician		1.7%	7
Respite Relief Provider		2.0%	8
Senior Care Placement Agency		0.2%	1
None of the above / Does not apply		75.7%	308












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		3.4%	14
Summer Camp		5.2%	21
Sports Camp		3.4%	14
None of the above / Does not apply		91.9%	374








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		20.4%	83
Children's Shoe Store		9.3%	38
Children's Furniture Store		2.5%	10
None of the above / Does not apply		79.1%	322









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

Value		Percent	Responses
Animal Shelter		3.9%	16
Animal Daycare		3.4%	14
Emergency Animal Hospital		3.4%	14
Pet Boarding		7.1%	29
Pet Breeder		1.5%	6
Pet Groomer		20.6%	84
Pet Sitter		10.6%	43
Pet Trainer		1.7%	7
Pet Walker		1.2%	5
Veterinarian		45.5%	185
None of the above / Does not apply		43.7%	178









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

Value		Percent	Responses
Bird Seed Store		11.8%	48
Bird Specialty Store		2.2%	9
Bird Shop		1.2%	5
Pet Boutique		2.5%	10
Fish or Aquarium Store		3.7%	15
Pet Store		43.7%	178
None of the above / Does not apply		49.4%	201

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

Value		Percent	Responses
Mortgage Broker		2.5%	10
Property Manager		1.5%	6
Realtor		9.3%	38
Real Estate Brokerage Firm		1.0%	4
Title & Escrow Company		4.7%	19
Estate Appraiser		2.9%	12
Estate Liquidator		0.7%	3
None of the above / Does not apply		86.7%	353

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		2.9%	12
Home Inspector		4.7%	19
Home Staging Company		0.7%	3
Manufactured or Modular Home Builder		1.5%	6
New Home Builder		1.7%	7
Mortgage Banker		3.7%	15
Real Estate Appraiser		5.9%	24
None of the above / Does not apply		87.0%	354


























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		60.9%	248
Family Style Restaurant		45.2%	184
Buffet Restaurant		18.4%	75
Fine Dining Restaurant		28.3%	115
Restaurant with Lounge or Bar		28.7%	117
Pizza Restaurant		45.5%	185
Ethnic Restaurant		25.3%	103
Chinese Restaurant		38.3%	156
Mexican Restaurant		52.1%	212
Italian Restaurant		22.1%	90
Japanese or Sushi Restaurant		14.3%	58
Thai Restaurant		23.8%	97
Indian Restaurant		7.1%	29
None of the above / Does not apply		8.1%	33

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

Value		Percent	Responses
Art Supply Store		14.3%	58
Art Gallery		9.1%	37
Craft Supply Store		36.1%	147
Home and Office Battery Store		3.7%	15
Bookstore		35.9%	146
New Age Book Store		3.2%	13


























Value		Percent	Responses
Candle Shop		7.4%	30
Coin Shop		3.7%	15
Computer Store		14.5%	59
Department Store		63.1%	257
Discount Store		59.5%	242
Drugstore or Pharmacy		67.8%	276
Electronics Store		17.0%	69
Equipment Rental Store		4.7%	19
Fabric Store		24.1%	98
Florist		12.0%	49
Gift Shop		17.4%	71
Herb Shop or Herbalist		8.6%	35
Hobby Shop		17.2%	70
Mobile Phone Store		20.6%	84
Military Surplus Store		3.7%	15
Music and Video Store		7.4%	30
Music Instrument Store		3.9%	16
Music Store		5.7%	23
Office Equipment & Supply Store		16.7%	68
Outlet Store		29.2%	119
Pawn Shop		9.1%	37
Flea Market		16.7%	68
Religious Supply or Gift Shop		5.4%	22
Scrap Metal Dealer		3.4%	14
Shopping Center		40.0%	163


Value		Percent	Responses
Consignment Shop		21.1%	86
Tobacco Store		5.9%	24
Vape or Smoke Shop		4.4%	18
Toy Store		9.3%	38
Vitamin or Supplement Store		18.7%	76
Wholesale, Warehouse or Club Store		41.3%	168
Thrift Store		46.4%	189
Yard Equipment Store		9.6%	39
Costume Store		3.7%	15
Camera Store		4.2%	17
Bead Store		9.1%	37
Marijuana Dispensary		13.8%	56
Gun Shop		12.0%	49
Christian Book Store		12.3%	50
Christmas Store		8.1%	33
Yarn Store		6.9%	28
None of the above / Does not apply		8.1%	33
Adult Video or Adult Store		2.9%	12
Blown Glass Gallery		2.5%	10
Cigar Store		2.9%	12
Comic Book Shop		2.0%	8
Knife Store		2.2%	9
Monument or Memorial Company		1.0%	4
Sewing Studio		2.9%	12
Sign Store		1.0%	4

Value		Percent	Responses
Trophy or Award Store		0.7%	3
Record Store		2.9%	12
Wedding Supply Store		1.7%	7
Flag Store		0.7%	3
Survival Store		2.0%	8
Stamp Shop		1.2%	5
Photo Restoration Service		1.2%	5
Security Service		1.0%	4
Gold Dealer		1.7%	7
Coworking Space		0.7%	3

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		23.6%	96
Major Appliance Store		11.3%	46
Small Appliance Store		4.9%	20
TV & Appliance Store		6.6%	27
Baby Supply & Furniture Store		4.9%	20
Bath & Accessory Store		23.6%	96
Building Supply Store or Lumber Yard		31.7%	129
Cabinet Store		4.2%	17
Carpet Store		6.1%	25
Clock Shop		3.2%	13






Value		Percent	Responses
Fireplace, Wood Stove or Barbeque Store		5.4%	22
Flooring Store		11.1%	45
Frame Shop		3.4%	14
Furniture Store		17.4%	71
Hardware Store		45.7%	186
Home & Garden Center		60.2%	245
Home Decor Store		17.0%	69
Hot Tub or Spa Dealer		6.1%	25
Lighting Store		7.4%	30
Mattress or Bedding Store		9.8%	40
Plant Nursery & Garden Supply Store		29.5%	120
Outdoor Furniture Store		5.7%	23
Paint Store		17.9%	73
Pool & Spa Dealer		3.7%	15
Tool Rental Center		3.9%	16
Tool Store		9.1%	37
Window Store		3.4%	14
TV Store		3.7%	15
Used Building Supply Store		4.7%	19
None of the above / Does not apply		15.7%	64
Furniture Restoration Shop		1.5%	6
Rent-to-Own Store		1.0%	4
Rug Store		2.7%	11
Solar Energy Equipment Dealer		2.0%	8
Vacuum Store		2.5%	10

Value		Percent	Responses
Futon Store		0.5%	2










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

Value		Percent	Responses
Activewear Store		26.5%	108
Beauty Supply Store		21.6%	88
Clothing Accessory Store		23.1%	94
Menswear Store		16.2%	66
Women's Clothing Store		50.6%	206
Eyewear & Opticians Store		33.2%	135
Jewelry Store		11.1%	45
Leather Goods Store		3.4%	14
Lingerie Store		6.4%	26
Outdoor Clothing Store		26.5%	108
Perfume Store		5.2%	21
Shoe Store		40.3%	164
Sportswear Store		22.1%	90
Swimwear Store		7.4%	30
Western Wear Store		6.4%	26
None of the above / Does not apply		21.4%	87
Bridal Shop		1.2%	5
Fur Store		0.5%	2
Logo Apparel Store		2.0%	8
Maternity Store		0.5%	2
Watch Store		1.2%	5





















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		10.6%	43
Insurance Agency		12.0%	49
Legal Firm or Attorney		6.6%	27
Tax Advisor		9.6%	39
None of the above / Does not apply		74.0%	301

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

Value		Percent	Responses
Digital or Search Marketing Firm		0.2%	1
Architect or Architecture Firm		2.2%	9
Commercial Builder		1.0%	4
Employment or Staffing Agency		2.9%	12
Graphic Designer		1.2%	5
Telecommunications Provider		9.6%	39
Life Coach		2.2%	9
Private Investigator		1.2%	5
None of the above / Does not apply		82.8%	337



















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

Value		Percent	Responses
Purchase Motorcycle Parts		3.4%	14
Have Boat Repaired or Serviced		3.2%	13
Purchase Boat Parts		4.7%	19
None of the above / Does not apply		86.2%	351
Purchase New All-Terrain Vehicle (ATV)		1.0%	4
Purchase New Boat		1.7%	7
Purchase New Personal Watercraft		0.2%	1
Purchase New Motorcycle		1.2%	5
Purchase New Motorcycle Trike		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		1.0%	4
Purchase Used Boat		1.5%	6
Purchase Used Personal Watercraft		0.5%	2
Purchase Used Motorcycle		1.5%	6
Purchase Used Motorcycle Trike		0.2%	1
Purchase Used Snowmobile		0.2%	1
Have Motorcycle Repaired		2.5%	10
Purchase Marine Electronics		1.5%	6
Purchase Used Golf Cart		0.5%	2
Purchase Motorcycle Apparel		2.9%	12
Rent Snowmobile		0.5%	2




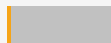




Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.5%	2
Purchase New Class B RV		0.5%	2
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		2.0%	8
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class B RV		0.5%	2
Purchase Used Class C RV		1.2%	5
Purchase Used Travel Trailer or 5th wheel		1.2%	5
Purchase Used Camper Shell		1.0%	4
None of the above / Does not apply		93.9%	382

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		5.7%	23
New Luxury Vehicle - Under \$50,000		1.5%	6
New Luxury Vehicle - \$50,000 - \$75,000		0.5%	2
New Luxury Vehicle - Over \$75,000		0.7%	3
New Van		0.2%	1
New Minivan		0.2%	1
New SUV		5.7%	23
New Truck		2.9%	12
New Hybrid or Electric Vehicle		2.2%	9
Used Car		11.1%	45
Used Luxury Vehicle - Under \$30,000		1.5%	6
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		1.7%	7
Used Minivan		1.2%	5
Used SUV		5.7%	23
Used Truck		7.9%	32
Used Hybrid or Electric Vehicle		1.5%	6
None of the above / Does not apply		71.3%	290












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


Value		Percent	Responses
Compact car		5.9%	24
Full-size car		3.4%	14
Luxury vehicle (any size)		1.7%	7
Midsize car		5.2%	21
Pickup truck		10.6%	43
Sport utility vehicle (SUV)		15.2%	62
Van or mini-van		4.7%	19
None of the above		53.3%	217

Total: 407



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
Cadillac		3.2%	13
Chevrolet		12.0%	49
Chrysler		4.2%	17
Dodge		7.9%	32
Ford		15.7%	64
GMC		6.9%	28
Honda		12.5%	51
Hyundai		3.2%	13
Jeep		5.2%	21
Kia		4.9%	20
Mercedes-Benz		3.4%	14
Nissan		6.9%	28

Value		Percent	Responses
Subaru		12.0%	49
Toyota		18.4%	75
None of the above / Does not apply		55.8%	227
Aston Martin		0.5%	2
Acura		1.7%	7
Audi		2.5%	10
BMW		1.2%	5
Buick		2.9%	12
Ferrari		0.2%	1
Fiat		0.2%	1
Infiniti		1.7%	7
Jaguar		0.7%	3
Land Rover		1.7%	7
Lamborghini		0.2%	1
Lexus		2.0%	8
Lincoln		2.5%	10
Mazda		2.7%	11
Mini		0.5%	2
Mitsubishi		1.2%	5
Porsche		0.7%	3
Saab		1.0%	4
Scion		1.0%	4
Suzuki		0.5%	2
Tesla		1.5%	6
Volkswagen		2.5%	10














Value		Percent	Responses
Volvo		1.7%	7























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		15.5%	63
No		84.5%	344


























Total: 407

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

Value		Percent	Responses
GPS Device (Handheld or In-Vehicle)		4.7%	19
Office Equipment		9.1%	37
Printer		7.9%	32
Ink or Printer Cartridges		41.8%	170
Wi-Fi for Home		7.6%	31
Headphones		16.2%	66
Portable Speakers		7.1%	29
Customizable Smartphone accessories		3.9%	16
Wireless Speakers		6.4%	26
Smartphone Charger		11.5%	47
Smartwatch		3.4%	14
Phone or Tablet Controlled Home Tech Products		3.2%	13
Noise Canceling Headphones		7.1%	29

Value		Percent	Responses
Phone Calling Card		7.9%	32
Healthcare Device		3.9%	16
Surge Protector		9.1%	37
Wireless Hotspot		3.2%	13
Assistive Technology for Hearing		5.2%	21
Apple Watch		4.4%	18
Activity Tracker or Pedometer		9.8%	40
Batteries for Electronics		32.2%	131
None of the above / Does not apply		32.4%	132
Home Theater System		2.9%	12
Satellite Radio		2.9%	12
Satellite TV System		2.0%	8
Stereo System (Home)		2.2%	9
Compact/Mini Projector		1.5%	6
Wearable Electronics		1.5%	6
Aerial Drone		2.2%	9
Aerial Drone Accessories		1.7%	7
Short Wave Radio		0.2%	1
Assistive Technology for Vision		2.5%	10
Virtual Reality Headset		1.5%	6
Smartwatch Accessories		0.7%	3
Smart Sports Equipment		0.2%	1

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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		4.4%	18
Camera (Digital) SLR		3.7%	15
Camera Accessories or Supplies		4.2%	17
Camera Lens		3.7%	15
Camera Memory Card		6.1%	25
Computer Accessories		7.4%	30
Computer Software		3.9%	16
Tablet (iPad or Similar)		8.4%	34
Personal Computer		3.9%	16
Laptop Computer		12.5%	51
4K Ultra HD TV		6.6%	27
Smart TV		7.6%	31
PC Laptop		5.2%	21
MacBook		3.9%	16
None of the above / Does not apply		52.8%	215
Mirrorless Camera		0.7%	3
Camera (Film)		1.0%	4
Portable DVD Player		2.5%	10
E-Reader (Kindle or Similar)		2.2%	9
TiVo or DVR		1.0%	4
Computer Bag		2.5%	10
Digital Recording Binoculars or Optics		0.7%	3
TV (3D)		1.5%	6
Curved TV		1.5%	6
OLED TV		1.2%	5

Value		Percent	Responses
Digital TV Tuner or Converter		0.5%	2
Audio Visual Cables and Connectors		1.2%	5
Chromebook		2.5%	10
Refurbished Laptop		1.7%	7
Computer or Tablet Support		2.0%	8

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		22.6%	92
Conventional Cell Phone		3.9%	16
Prepaid Cell Phone		3.4%	14
Unlocked Cell Phone		2.7%	11
Large-Screen Smartphone		4.7%	19
None of the above / Does not apply		67.8%	276

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		4.9%	20
Necklaces		10.1%	41
Rings (Other)		7.1%	29
Earrings		18.4%	75
Pendants		3.9%	16
Diamond Jewelry		4.4%	18

Value		Percent	Responses
Silver Jewelry		6.1%	25
Gemstone Jewelry		4.9%	20
Men's Jewelry		3.2%	13
Costume Jewelry		6.4%	26
Designer Jewelry		3.2%	13
Jewelry Box or Organizer		3.4%	14
Women's Jewelry		11.8%	48
None of the above / Does not apply		65.6%	267
Engagement Rings		1.5%	6
Wedding Rings		1.5%	6
Graduation Rings		0.5%	2
Celtic Jewelry		2.0%	8
Pearl Jewelry		1.5%	6
Children's Jewelry		2.2%	9
Custom Designed Jewelry		1.2%	5
Crystal Figurines		1.2%	5
Men's High-End Watch		1.5%	6
Women's High-End Watch		1.2%	5

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		17.9%	73
Crop Insurance		1.0%	4
Dental Insurance		9.3%	38
Disability Insurance		1.7%	7
Homeowner Insurance		10.3%	42
Life Insurance		7.1%	29
Medical (Health) Insurance		8.8%	36
Medicare		5.2%	21
Long Term Care Insurance		2.5%	10
Pet Insurance		4.4%	18
Renters Insurance		3.2%	13
Agriculture Insurance		1.0%	4
Professional Liability Insurance		0.2%	1
None of the above / Does not apply		69.5%	283

















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		4.7%	19
Chiropractor		8.6%	35
Family Practice Doctor		10.8%	44
Medical Clinic		6.1%	25
Optometrist		5.9%	24
Primary Care Provider		8.6%	35
Drugstore or Pharmacy		7.4%	30
None of the above / Does not apply		67.1%	273
Audiologist		2.7%	11
Counseling & Mental Health Specialist		2.9%	12
Geriatric Specialist		0.7%	3
Home Healthcare		1.0%	4
Hospital		2.2%	9
Pediatric Dentist		0.7%	3
Pediatrician		1.0%	4
Wellness Business		1.0%	4
Substance Abuse Treatment Provider		0.5%	2
Weight Loss Service		2.7%	11
Alternative Care Provider		2.0%	8
Physical Therapy or Rehabilitation service provider		2.7%	11
Hearing Aid Center		2.7%	11

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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		3.4%	14
Bankruptcy Attorney		1.5%	6
Banking, Partnership & Business Law Attorney		2.9%	12
Child Support Attorney		1.0%	4
Criminal Law Attorney		0.5%	2
Disability & Social Security Attorney		1.7%	7
Divorce & Family Law Attorney		1.7%	7
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.5%	2
General Practice Attorney		3.4%	14
Intellectual Property Attorney		1.0%	4
Malpractice Attorney		1.0%	4
Patent, Trademark & Copyright Attorney		1.0%	4
Probate Attorney		1.2%	5
Real Estate Attorney		2.7%	11
Taxation Attorney		2.2%	9
Wills, Trusts & Estates Attorney		19.7%	80
None of the above / Does not apply		70.8%	288

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		1.5%	6
Breast Augmentation		0.5%	2
Breast Implants		0.5%	2
Dermabrasion		1.0%	4
Eyelid Surgery		2.0%	8
Fat Reduction		2.9%	12
Facelift		1.2%	5
Hair Transplant		0.7%	3
Hair Loss Treatment		1.0%	4
Lap Band		0.2%	1
Lip Augmentation		0.7%	3
Liposuction		0.7%	3
Lasik		1.5%	6
Skin Treatment		5.4%	22
Rhinoplasty (Nose Job)		0.5%	2
None of the above / Does not apply		89.4%	364


























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		57.0%	232
Teeth Cleaning		56.0%	228
Cavity Filling		19.9%	81
Crown		13.3%	54
Oral Surgery		3.7%	15
Braces		3.7%	15
Composite Bonding		2.0%	8
Dental Implants		10.3%	42
Dental Veneers		2.9%	12
Dentures		5.9%	24
Full Mouth Reconstruction		1.2%	5
Inlays or Onlays		0.5%	2
Smile Makeover		1.5%	6
Teeth Whitening		8.6%	35
None of the above / Does not apply		15.2%	62

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%	195
Purchase Health Related Products		14.5%	59
Use Physical Rehabilitation Services		4.7%	19
Find Home for Aging Parent		3.4%	14
Purchase Health and Wellness Supplements		22.1%	90
Receive Treatment for Back Pain		11.3%	46

Value		Percent	Responses
Have an Eye/Vision Exam		53.1%	216
Handicap Accessible Products		3.7%	15
Purchase Prescription Eyeglasses		32.9%	134
Purchase Prescription Contact Lenses		8.8%	36
Have an Annual Physical or Checkup		49.6%	202
Have X-Rays Taken		11.5%	47
Have a Scheduled Surgery		5.4%	22
Have Blood Drawn for Testing		41.8%	170
Plan to Visit a Hospital for any Medical Service or Procedure		9.8%	40
Have Foot Problems Diagnosed or Treated		6.9%	28
Senior Travel		11.8%	48
Receive Treatment for a Sleep Disorder		6.1%	25
Purchase Allergy Medications		15.0%	61
Use Personal Trainer or Instructor		4.2%	17
Cardiovascular Treatment		5.4%	22
Cancer Treatment		4.9%	20
Orthopaedic or Knee Surgery		3.2%	13
Nutritional Counseling		3.4%	14
Chiropractic Care		20.6%	84
Do Corrective Exercises		8.1%	33
Purchase Diabetes Testing Supplies		7.4%	30
Get Vaccinations at Drug Store or Pharmacy		20.4%	83
Purchase Weight Loss Supplements		4.4%	18
Have Cataract Surgery		4.2%	17
Discretionary Health Care and Wellness Services and Products		4.7%	19

Value		Percent	Responses
Purchase Marijuana		9.8%	40
Purchase Vitamins		46.2%	188
Have Acupuncture		7.4%	30
Purchase Hemp Based Supplements		6.6%	27
Purchase Anti Anxiety Medication or Supplements		8.6%	35
None of the above / Does not apply		16.5%	67
Purchase Elder Care-Related Products or Services		2.0%	8
Purchase Medical Supplies or Equipment for Home		2.2%	9
Participate in a Medical Study		1.2%	5
Stop Smoking		2.5%	10
Purchase a Mobility Device		1.2%	5
Receive Treatment for Vehicle or Workplace Injury		0.5%	2
Purchase Orthopedic Shoes		2.9%	12
Purchase Home Medical Testing Equipment or Supplies		1.7%	7
Hire a Personal Care Assistant		1.0%	4
Hire a Caregiver or Respite Worker		2.0%	8
Purchase "Aging in Place" Products		1.7%	7
Purchase a Medical Alert Service		0.5%	2
Have Safety Bars Installed in Bathroom		2.2%	9
Stroke Treatment		0.5%	2
Memory or Alzheimer's Care		0.7%	3
Spinal and Postural Screening		2.2%	9
Physiotherapy		1.7%	7
Purchase Blood Pressure Monitoring Device		2.0%	8
Receive Aquatic Therapy		2.2%	9

Value		Percent	Responses
Join a Weight Loss Group		2.9%	12
Purchase Weight Loss Food Plan		2.7%	11
Have Reflexology Treatment		1.5%	6
Hire a Weight Loss Professional		1.5%	6
Receive Treatment for PTSD		2.0%	8

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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		1.5%	6
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.7%	7
Purchase a Digital Hearing Aid		1.7%	7
Purchase a "Behind-the-Ear" Hearing Aid		1.2%	5
Purchase Hearing Aid Cleaning Supplies		1.7%	7
Purchase Hearing Aid Batteries		3.9%	16
Purchase a "In-the-Canal" Hearing Aid		1.7%	7
Have a Hearing Exam		16.0%	65
None of the above / Does not apply		80.1%	326














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

Value		Percent	Responses
Purchase a Funeral Plot		0.7%	3
Pre-purchase a Funeral Plot or Cremation Service		3.9%	16
Purchase a Monument or Headstone		0.2%	1
Use a Funeral Planner		0.5%	2
Purchase Flowers for a Funeral		3.2%	13
Use a Cremation Service		1.7%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.7%	3
None of the above / Does not apply		90.7%	369


















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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.7%	3
Move into a Assisted Living Facility		1.0%	4
Move into a Nursing Home		0.7%	3
Move into a Alzheimers Care Facility		0.7%	3
Hospice to your Home or House		0.7%	3
Move into Residential Care Home		0.5%	2
Utilize a Respite Provider		1.0%	4
None of the above / Does not apply		96.1%	391











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

Value		Percent	Responses
Open Checking Account		4.7%	19
Open Savings Account		5.9%	24
Online Banking		44.2%	180
Manage Investments		16.0%	65
Manage Retirement Accounts		18.2%	74
Mortgage Line of Credit		3.2%	13
Financial Consulting		12.0%	49
Financial Services		12.8%	52
Safe Deposit Box Rental		7.4%	30
Obtain New Credit Card		3.4%	14
Payday Loan or Check Cashing Business		0.5%	2
Use Vehicle Title Loan Company		0.7%	3
None of the above / Does not apply		38.3%	156










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		4.9%	20
Certificates of Deposit		8.1%	33
City or State Bonds		1.2%	5
Collectibles, Antiques or Art		3.9%	16
Common or Preferred Stock		7.9%	32
Corporate Bonds or Debentures		2.0%	8
401(k)		20.1%	82
Gold or Precious Metals		3.7%	15
IRA		15.5%	63
Money Market Funds		8.1%	33
Mutual Funds		16.0%	65
Non-US Stocks		2.2%	9
Options		1.0%	4
US Savings Bonds		2.2%	9
US Treasury Notes		0.7%	3
Coins or Stamps		4.9%	20
None of the above / Does not apply		56.5%	230

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		0.5%	2
Business Equipment Loan		0.5%	2
Carpeting or Furniture Loan		0.5%	2
College Expenses Loan		1.0%	4
College Tuition Loan		2.0%	8
Debt Consolidation Loan		2.7%	11
Medical Expenses Loan		1.0%	4
New Vehicle Loan		3.9%	16
Used Vehicle Loan		5.9%	24
Vacation or Travel Loan		0.5%	2
Wedding Loan		0.7%	3
None of the above / Does not apply		86.0%	350

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








Value		Percent	Responses
Athletic Apparel		31.4%	128
Coats		19.9%	81
Lipstick		24.3%	99
Nail Polish		19.2%	78
Eyewear or Sunglasses		40.0%	163
Handbags		18.9%	77
Hats		11.1%	45
Intimate Apparel		21.4%	87
Jewelry or Accessories		18.9%	77

Value		Percent	Responses
Watches		5.7%	23
Luggage or Bags		6.6%	27
Perfume		17.2%	70
Men's Apparel		41.5%	169
Men's Shoes		34.9%	142
Men's Underwear		33.7%	137
Women's Apparel		62.4%	254
Women's Pajamas or Sleepwear		29.5%	120
Women's Shoes		54.8%	223
Women's Underwear		49.4%	201
Swimwear		17.7%	72
Socks		47.9%	195
Scarves		11.1%	45
Ties		4.9%	20
Western Clothing		5.9%	24
Outerwear		22.4%	91
None of the above / Does not apply		14.0%	57
Body Jewelry		2.5%	10
Formal Wear		2.5%	10
Fur Coat		0.5%	2
Uniforms		2.5%	10

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








Value		Percent	Responses
Children's Sweaters		10.1%	41
Children's Winter Coats		8.4%	34
Children's Swimwear		9.1%	37
Children's Pants		14.0%	57
Children's T-Shirts		15.2%	62
Children's Dresses		9.1%	37
Children's Pajamas or Sleepwear		13.8%	56
Children's Socks		11.1%	45
Children's Party Dresses		2.2%	9
Children's Shorts		12.0%	49
Infant Clothing		9.6%	39
Children's School Uniform		0.5%	2
Children's Athletic Clothing		8.4%	34
None of the above / Does not apply		75.7%	308

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















Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		37.6%	153
Boots (Men's)		14.0%	57
Cowboy Boots (Men's)		3.2%	13
Classic & Fashion Sneakers (Men's)		10.8%	44
Lace-Ups (Men's)		9.8%	40
Sandals (Men's)		6.1%	25
Slippers (Men's)		9.8%	40

















Value		Percent	Responses
Work & Safety (Men's)		8.6%	35
Lace-Up Sneakers (Women's)		18.4%	75
Pumps (Women's)		9.8%	40
Sling-Back Sandals (Women's)		10.3%	42
Classic & Fashion Sneakers (Women's)		19.9%	81
Slippers (Women's)		20.9%	85
Work & Safety (Women's)		5.9%	24
Cowboy Boots (Women's)		3.7%	15
Athletic & Outdoor Shoes (Women's)		46.7%	190
Loafers & Slip-Ons (Women's)		18.2%	74
Slippers (Children's)		4.9%	20
Athletic & Outdoor Shoes (Children's)		13.5%	55
Sandals (Children's)		7.1%	29
Slip-Ons (Children's)		6.1%	25
Dress Shoes (Children's)		4.2%	17
None of the above / Does not apply		24.6%	100
Formal & Tuxedo Footwear (Men's)		1.2%	5
Cowboy Boots (Children's)		1.7%	7

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		16.2%	66
Have Clothing Dry Cleaned		23.6%	96
Have Shoes Repaired		13.0%	53
Rent or Purchase a Costume		2.7%	11
Wash Clothing at a Laundromat		6.4%	26
Purchase Custom Made Clothing Items		1.7%	7
None of the above / Does not apply		59.7%	243


























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

Value		Percent	Responses
Archery Equipment		3.2%	13
Bicycle or Mountain Bike (Adult)		7.9%	32
Bicycle Tune-Up or Repair		10.3%	42
Camping or Hiking Equipment		18.9%	77
Exercise or Fitness Equipment		13.5%	55
Fishing Rods or Reels		9.1%	37
Fishing Bait or Attractant		16.5%	67
Fishing Accessories		17.7%	72
Golf Clubs or Equipment		6.4%	26
Hunting Gear		4.7%	19
Ammunition		18.9%	77
Running or Jogging Equipment		3.4%	14
Skiing Equipment		3.9%	16
Sports Equipment (Children)		3.9%	16

Value		Percent	Responses
Swimming Gear		4.9%	20
Weight Lifting Equipment		3.7%	15
Used Sporting Equipment		5.2%	21
Rifle		6.6%	27
Hand Gun		10.1%	41
Shotgun		4.9%	20
None of the above / Does not apply		47.7%	194
Bowling Equipment		2.5%	10
High End Bicycle		2.0%	8
Bicycle Rental		2.5%	10
Racquet Equipment		1.2%	5
Scuba, Diving or Snorkeling Equipment		2.0%	8
Soccer Equipment		1.7%	7
Sports Memorabilia		1.2%	5
Trampoline		1.7%	7
Trophies or Plaques		0.2%	1

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		32.7%	133
Bedding Flowers or Perennials		53.6%	218
Chainsaw		3.7%	15
Fertilizer		41.0%	167
Flower Pots		29.5%	120

Value		Percent	Responses
Fountains		3.4%	14
Garden Ornaments		16.2%	66
Gate		4.4%	18
Gravel or Rock		20.6%	84
Hand Garden Tools		19.4%	79
Landscaping		11.5%	47
Indoor Garden Supplies		6.9%	28
Insects (Bees or Other Beneficial Species)		3.4%	14
Decorative Rock		11.1%	45
Lawn Seed, Turf or Sod		11.8%	48
Outdoor Fireplace or Fire Pit		7.4%	30
Outdoor Furniture		11.3%	46
Outdoor Grill		7.4%	30
Patio Cover, Awning or Canopy		5.9%	24
Patio Furniture		9.1%	37
Power Garden Tools		3.7%	15
Propane		20.9%	85
Lawn Mower (Push)		4.4%	18
Lawn Mower (Riding)		3.2%	13
Shrubbery or Trees		12.5%	51
Stone (Cast, Crushed or Natural)		5.2%	21
Storage Shed		6.1%	25
Leaf Blower		3.4%	14
Insect or Fungus Control Products		14.7%	60
Greenhouse		3.9%	16


























Value		Percent	Responses
None of the above / Does not apply		18.9%	77
Gazebo		1.7%	7
Patio Heater		2.0%	8
Outdoor Infrared Heater or Fireplace		1.5%	6
Outdoor Smoker		2.9%	12
Outdoor Kitchen Equipment		1.5%	6
Outdoor Entertainment Center		0.7%	3
Pole Shed		1.2%	5
Portable Outdoor Heater		1.0%	4
Rototiller		1.2%	5
Screen Porch		2.5%	10
Outdoor Garden Flags		2.0%	8
Snow Blower		0.7%	3

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

Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		11.8%	48
Animal Healthcare Products		11.8%	48
Farm Work Clothes		3.4%	14
Fertilizers, Herbicides or Pesticides		10.6%	43
Mowers, Cutters or Clippers		3.2%	13
Planting and Seeding Equipment		3.2%	13
Plants, Plantings or Agricultural Seed		11.5%	47

Value		Percent	Responses
Propane, Oils or Fuels		11.3%	46
Rocks, Gravel or Sand		8.4%	34
Tree Cutters or Tree Maintenance Equipment		3.7%	15
None of the above / Does not apply		64.9%	264
ATV Products and Attachments		1.5%	6
Barn or Pole Building		2.2%	9
Blowers		2.0%	8
Carts or Utility Carriers		1.5%	6
Cement Mixers or Rollers		0.2%	1
Chippers or Shredders		1.7%	7
Drainage or Irrigation Equipment		1.5%	6
Farm Tool Rental		0.5%	2
Farm Equipment Rental		1.2%	5
Farm Machinery or Tractor Attachments & Implements		1.2%	5
Ground-Working Equipment		1.0%	4
Pallet Forks, Forklifts or Skid Steers		0.5%	2
Rakes or Hay Handling Equipment		0.5%	2
Scoops or Shovels		2.5%	10
Sprayers or Spreaders		2.2%	9
Straw or Bedding Materials		2.9%	12
Sweepers or Industrial Vacuums		0.5%	2























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		17.0%	69
Bird Seed		16.2%	66
Cat Food		34.6%	141
Dog Food		38.1%	155
Fish Food		4.7%	19
Specialized Pet Food		6.9%	28
Other Pet Food		6.9%	28
Pet Accessories		18.2%	74
Pet Clothing		5.2%	21
Pet Toys		20.4%	83
Fish Supplies		3.4%	14
Annual Pet Vaccinations		32.4%	132
Annual Pet Checkups		31.7%	129
Preventative Care		7.9%	32
Adopt or Rescue a Pet		9.3%	38
Purchase Pet Medication		10.8%	44
Purchase Dog Bed		6.9%	28
Board a Pet Overnight		3.7%	15
Pet Tracking Device		3.2%	13
Pet Dental Care		4.7%	19
Anti Anxiety or Stress Pet Medication for Holidays		3.4%	14
None of the above / Does not apply		29.2%	119
Pet Enclosure		2.5%	10
Aquarium or Tank		2.9%	12
Bird House		1.7%	7
























Value		Percent	Responses
Disease Diagnosis		1.5%	6
Pet Travel Cage		1.7%	7
Pet Travel Accessories		1.0%	4
Cremation or Burial Services		1.5%	6
Purchase a Pet		2.7%	11
Holistic or Alternative Pet Care		1.7%	7
Animal Training Classes		2.9%	12
Hemp Based Pet Supplements		2.9%	12
THC Based Pet Supplements		1.7%	7
Holistic or Alternative Pet Supplements		2.9%	12






















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		10.3%	42
Add a Fence or Wall Structure		12.5%	51
Remodel Kitchen		6.4%	26
Cabinet Refacing or Resurfacing		3.9%	16
Remodel Bathroom		10.3%	42
Build a Storage Shed		6.9%	28
General Remodeling		9.1%	37
Resurface or Build New Driveway		3.4%	14
Replace Carpet		10.6%	43
Asphalt Repair		3.4%	14
Replace Flooring		12.0%	49


























Value		Percent	Responses
Replace Windows		6.4%	26
None of the above / Does not apply		53.6%	218
Add a Room		2.7%	11
Add a Home Office		0.5%	2
Refinish Bathtub		1.7%	7
Install a Glass Shower		2.2%	9
Remodel or Finish Basement Living Area		2.7%	11
Replace Garage Door		1.2%	5
Build a Garage		1.0%	4
Build Out-Building		2.0%	8
Have Furniture Restored		2.2%	9
Add a Swimming Pool		0.5%	2
Switch from Gas to Electric		0.5%	2
Install "Aging In Place" Products		0.5%	2
Install a Solar Energy System		1.2%	5
Install Security or Monitoring System		1.5%	6
Stone or Marble Work (Bathroom or Kitchen)		1.0%	4
Sealcoating		2.5%	10
Asphalt Resurfacing		2.7%	11
Residential Paving		0.2%	1
Build a "Tiny House"		0.7%	3
Install Handicap Accessible Addition		0.7%	3

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		6.9%	28
Decking		9.8%	40
Doors (Exterior)		6.4%	26
Doors (Interior)		5.4%	22
Electrical Supplies		7.1%	29
Fencing		12.8%	52
Hand Tools		10.6%	43
Hardwood Products		3.9%	16
Home Security Doorbell Camera		3.2%	13
Insulation		3.4%	14
Kitchen Cabinets		3.9%	16
Lighting and Fixtures		9.6%	39
Lumber		10.1%	41
Molding		4.9%	20
Paint (Exterior)		15.5%	63
Paint (Interior)		23.3%	95
Plywood		4.7%	19
Plumbing Supplies		6.4%	26
Power Tools		6.1%	25
Rain Gutters		5.2%	21
Screen Door		5.7%	23
Wet or Dry Vacuum		3.7%	15
None of the above / Does not apply		43.7%	178

Value		Percent	Responses
Circular Saw		1.2%	5
Furnace		1.7%	7
Generator		2.7%	11
Lock Sets		2.0%	8
Mill Work		0.7%	3
Roofing (Composition)		2.9%	12
Roofing (Other)		2.0%	8
Security Door		1.0%	4
Security Locks		0.5%	2
Security Window Film		0.7%	3
Siding		1.5%	6
Solar Screen		0.5%	2
Waterproofing		1.2%	5
Water Softener System or Supplies		1.2%	5
Wood Stove or Fireplace		1.5%	6
Window Guards		0.2%	1
Windows (Double-Hung)		1.5%	6
Windows (Casement)		1.0%	4
Windows (Picture)		1.5%	6
Windows (Slider)		2.5%	10
Windows (Bay or Bow)		0.7%	3























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		4.9%	20
Air Duct Cleaning		8.1%	33
Appliance Repair		5.7%	23
Blinds Cleaning		4.9%	20
Carpenter or Woodworking		4.2%	17
Carpet Cleaning		20.4%	83
Chimney Cleaning		5.2%	21
Concrete Repair		3.9%	16
Drywall Installation or Repair		4.2%	17
Electrical Repair		5.7%	23
Flooring - Ceramic Tile (Installation or Repair)		3.2%	13
Flooring - Laminate (Installation or Repair)		3.9%	16
Flooring - Wood (Installation or Repair)		3.9%	16
Flooring - Other (Installation or Repair)		4.7%	19
Furnace Cleaning		6.1%	25
Gardening Services		6.4%	26
Gutter Installation or Repair		4.4%	18
Handyman Services		13.3%	54
Home Repair		6.4%	26
Home Remodel		3.7%	15
None of the above / Does not apply		45.0%	183
Alternative Energy Systems Installation		1.0%	4
Alternative Energy Systems (Service or Repair)		1.0%	4
Electrical Panel Replacement		1.7%	7
Excavation & Wrecking		0.5%	2


























Value		Percent	Responses
Fire & Water Damage Restoration		0.7%	3
Flooring - Linoleum (Installation or Repair)		2.9%	12
Foundation Repair		0.5%	2
Furnace Repair		2.0%	8
Furniture Reupholster		0.7%	3
Heating Repair		1.0%	4
Home Computer Repair		2.7%	11
Home Electronics Repair		1.2%	5
Home Heating Oil or Fuel Service		2.0%	8


























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		3.2%	13
House Cleaning Service		11.1%	45
Junk or Yard Waste Removal		10.3%	42
Recycle		11.5%	47
Landscaping Service		10.8%	44
Painting		11.3%	46
Pest Control		5.7%	23
Plumbing Repair		5.7%	23
Pressure Washing		4.9%	20
Preventative Home Maintenance		4.7%	19
Roof Repair		3.4%	14
Security System		3.2%	13























Value		Percent	Responses
Septic Tank Cleaning or Repair		4.9%	20
Tool Rental		3.7%	15
Trash Removal		10.6%	43
Window Installation		4.2%	17
Computer Repair		7.1%	29
None of the above / Does not apply		45.5%	185
Insulation Installation or Maintenance		1.0%	4
Interior Design		0.7%	3
Sell Scrap Metal		1.5%	6
Movers		1.2%	5
Mold Inspection or Removal		1.0%	4
Party Equipment Rental		0.5%	2
Pool Cleaning Service		0.5%	2
Siding Replacement		1.0%	4
Snow Removal		2.7%	11
Solar Heating or Power System Installation or Repair		1.0%	4
Stucco or Exterior Coating		0.5%	2
Tornado or Storm Shelter Building or Repair		0.2%	1
Waterproofing		1.7%	7
Window Tinting for Home		0.5%	2
Yard Equipment Rental		0.5%	2
Mobile or Cell Phone Repair		2.0%	8









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)		3.2%	13
Window Blinds (Venetian or Mini)		5.7%	23
Emergency Preparedness Kit or Supplies		7.6%	31
Batteries (Home or Office)		33.2%	135
Candles		20.1%	82
Firewood		7.4%	30
Carpeting		9.1%	37
Flooring Tile		4.4%	18
Hardwood Flooring		3.4%	14
Rugs		10.6%	43
Clocks		4.9%	20
Closet System		4.4%	18
Curtains or Drapes		10.8%	44
Cutlery, Flatware or Silverware		3.9%	16
Fire Extinguisher		4.7%	19
Furniture (Bedroom)		6.6%	27
Furniture (Dining Room)		3.4%	14
Furniture (Living Room)		11.1%	45
Christmas Tree		12.5%	51
Holiday Decorations		7.6%	31
Laminate Flooring		5.7%	23
Mirror		3.9%	16
Storage Boxes or Tubs		8.1%	33
Floral Arrangements		4.9%	20
Picture Frames		9.3%	38


















Value		Percent	Responses
Linens (Bathroom)		8.8%	36
Reclining Chair		5.2%	21
Indoor Flowers		6.9%	28
Linens (Dining Room or Kitchen)		5.2%	21
None of the above / Does not apply		34.2%	139
Awning		2.5%	10
Oriental Carpeting		0.7%	3
Rugs (Persian)		0.7%	3
Ductless Heat Pumps		1.2%	5
Fine Art (Paintings, Pottery, Etc.)		2.7%	11
Custom Built Furniture		1.2%	5
Reconditioned Furniture		1.7%	7
Furniture (Children's)		1.2%	5
Crib		0.5%	2
Furniture (Home Office)		2.0%	8
Furnace		1.2%	5
Futon		1.2%	5
Glass Railing		0.2%	1
Safe		2.0%	8
Hot Tub or Spa (Used)		1.2%	5
Sewing Machine		2.0%	8
Wallpaper		0.7%	3
Signs or Banners		2.5%	10
Hot Tub or Spa (New)		1.5%	6
Tankless Water Heater		1.5%	6

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		11.1%	45
Innerspring Mattress		3.9%	16
Pillow Top Mattress		4.2%	17
Linens (Bedroom)		13.8%	56
Memory Foam Mattress		3.2%	13
Queen Size Bed		5.7%	23
King Size Bed		4.7%	19
Smoke Alarm or Detector		3.9%	16
Window Coverings		6.6%	27
Alexa for Home		3.9%	16
None of the above / Does not apply		54.1%	220
Gas Burning Freestanding Stoves		0.2%	1
Water Purification System (Drinking)		2.2%	9
Solar Water Heater		0.7%	3
Adjustable Mattress		2.5%	10
Latex Mattress		0.5%	2
Foam Mattress		2.0%	8
Gel Mattress		2.2%	9
Twin Size Bed		1.7%	7
Swimming Pool (Above Ground)		1.0%	4
Water Heater		2.5%	10
Swimming Pool (In-Ground)		0.2%	1

Value		Percent	Responses
Remote Home Monitoring Video Camera		1.2%	5
Shutters		1.7%	7
Reclaimed Wood Furniture		1.5%	6
Patriotic Flags		2.7%	11
Sports Team Flags		1.2%	5
Smart Home Products		2.9%	12
Smart Appliances		2.2%	9
Smart Lock / Front Door		1.5%	6






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


























Value		Percent	Responses
Paintings		8.6%	35
Fine Art		4.4%	18
Photographs		8.8%	36
Pottery		5.4%	22
Blown Glass		3.7%	15
Stone Carvings		2.9%	12
Sculpture		3.2%	13
Artistic Wall Decor		9.3%	38
Wood Carvings		4.2%	17
Poster Art		4.9%	20
Religious Art		2.5%	10
Stained Glass		3.7%	15
Ceramics		4.4%	18
Metal Work Art		4.4%	18
Music Memorabilia		1.5%	6
Movie Memorabilia		2.0%	8
None of the above / Does not apply		72.7%	296

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		9.8%	40
Portable Dishwasher		1.0%	4
Dishwasher		8.4%	34
Freezer		4.7%	19
Range		9.1%	37
Range Hood		3.2%	13
Wall Oven		2.0%	8
Washer		5.2%	21
Dryer		3.9%	16
Blender		3.9%	16
Tea Kettle		4.2%	17
Microwave		10.8%	44
Window Air Conditioner		2.7%	11
Coffee or Espresso Machine		9.3%	38
Vacuum Cleaner		7.4%	30
None of the above / Does not apply		55.0%	224

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		5.9%	24
Battery		8.4%	34
Floor Mats		7.9%	32
Lights		6.4%	26
RV Accessories or Supplies		4.4%	18

Value		Percent	Responses
Seat Covers		6.4%	26
Tires		18.2%	74
Wiper Blades		32.9%	134
None of the above / Does not apply		44.2%	180
Canopy		2.7%	11
Child Car Seat		1.0%	4
Grill Guard		1.5%	6
Ground Effects		0.5%	2
Mirror(s)		1.5%	6
Motorcycle Accessories		1.7%	7
Motorcycle Parts		2.7%	11
Performance Parts		1.5%	6
Roof Rack (For Bike, Kayak, Etc.)		1.5%	6
Roof Rack (Luggage or Equipment Container)		0.7%	3
Running Boards		0.5%	2
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		2.2%	9
Tool Box		1.5%	6
Trailer Hitch		2.2%	9
Truck Bed Liner		0.5%	2
Visor		0.2%	1
Wheels or Rims		2.7%	11
Winch		0.5%	2
Window Tinting Equipment (Auto)		1.2%	5
Cargo Trailer (Vehicle Hauler)		0.7%	3

Value		Percent	Responses
Cargo Trailer (Flat)		0.5%	2
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Box)		0.7%	3


























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




Value		Percent	Responses
Dealership		34.6%	141
National chain service center (e.g. Jiffy Lube)		14.7%	60
Private service center		30.5%	124
Friend/Family		10.6%	43
Other		9.6%	39

Total: 407























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		5.4%	22
60,000 Mile Service		6.6%	27
100,000 Mile Service		7.9%	32
Auto Detailing		8.8%	36
Auto Repair (General)		12.0%	49
Alignment		6.9%	28
Body Work		5.9%	24
Brake Replacement, Adjustment		6.6%	27

Value		Percent	Responses
Car Rental		4.2%	17
Car Wash		43.7%	178
Gas or Service Station Services		15.0%	61
Oil Change or Lube		41.5%	169
Painting		3.4%	14
Preventative Maintenance		16.2%	66
Shocks		3.4%	14
Tire Mounting or Installation		6.9%	28
Tune-Up		13.8%	56
Windshield or Glass Repair		10.3%	42
None of the above / Does not apply		25.3%	103
Auto Warranty Work (Work Covered by Warranty)		2.5%	10
DEQ Inspection		0.7%	3
Electrical Repair		2.9%	12
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.0%	4
Motor Repair or Replacement		0.5%	2
Motorcycle Repair		1.0%	4
Muffler		2.0%	8
RV Maintenance or Service		2.5%	10
Safety Inspection		2.9%	12
Smog Check		0.2%	1
Stereo Installation		1.5%	6
Transmission or Clutch Repair		2.9%	12
Upholstery Repair		1.7%	7
Vehicle Air Conditioning Repair		2.5%	10

Value		Percent	Responses
Vehicle Storage		0.5%	2
Vehicle Towing		0.2%	1
Windshield or Window Tinting		2.2%	9

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		14.0%	57
CarFax		17.4%	71
CarGurus.com		8.4%	34
CarMax.com		6.1%	25
Cars.com		4.4%	18
Craigslist Auto		18.9%	77
KBB.com		5.7%	23
Facebook Dealer Page		4.4%	18
Edmunds.com		7.4%	30
Local Dealer Site		42.0%	171
UsedCars.com		5.4%	22
Other Local Website		8.6%	35
None of the above / Does not apply		34.9%	142
Yahoo! Autos		0.2%	1
Automotive.com		2.2%	9
Autoblog.com		0.5%	2
CarsDirect.com		1.2%	5
eBay Motors		2.0%	8
MotorTrend.com		2.2%	9
Local TV Site		1.7%	7
Local Radio Site		1.5%	6
The Car Connection		1.2%	5
























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		43.7%	178
Beauty Products		42.0%	171
Cosmetics		45.9%	187
Babysitting		2.9%	12
Facial		18.2%	74
Hair Care Products		57.0%	232
Hair Coloring		30.5%	124
Hair Cut		65.6%	267
Hair Removal		5.9%	24
Hair Extensions, Wigs or Weaves		0.7%	3
Manicure		22.6%	92
Massage Therapy		27.0%	110
Pedicure		31.2%	127
Tanning Products		2.7%	11
Tanning Bed or Spray Tan		4.2%	17
Tattoo or Piercing		6.6%	27
Spa Bed (Red Light Therapy or Hydration station)		0.2%	1
None of the above / Does not apply		9.1%	37


















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

Value		Percent	Responses
Books (New)		37.8%	154
Books (Used)		35.1%	143
Books (Children's)		18.9%	77
Board Games		22.4%	91
Lottery Ticket		38.1%	155
Collectibles		10.1%	41
Vinyl Records		5.2%	21
Fire Works		6.9%	28
Graphic Novels		3.2%	13
Computer Games		10.1%	41
DVD Movies (Buy)		19.4%	79
DVD Movies (Rent)		18.7%	76
DVD Movies (Children's)		6.4%	26
Magazines		30.0%	122
TV or Movie Themed Toys		4.2%	17
Toys		14.7%	60
Video Console Games		7.6%	31
None of the above / Does not apply		15.0%	61
Comics		2.7%	11
Video Game Console		2.2%	9
Handheld Game Console		1.2%	5
Handheld Console Games		1.7%	7



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
























Value		Percent	Responses
Purchase Wedding or Special Occasion Gifts		5.2%	21
Host or Attend a Retirement Party		5.9%	24
Host or Attend a Graduation Party		7.6%	31
Purchase Gourmet Cupcakes		3.9%	16
Purchase Cake, Tart or Pastries for Special Occasion		7.6%	31
None of the above / Does not apply		77.1%	314
Purchase a Wedding Dress		2.0%	8
Purchase a Tuxedo		1.0%	4
Rent a Tuxedo		1.0%	4
Purchase a Bridesmaid Dress		1.0%	4
Rent a Hall or Event Space for Wedding or Special Event		2.9%	12
Hire a Musician or Band for Wedding or Special Event		1.7%	7
Purchase a Wedding Cake		2.2%	9
Use a Wedding Planner		0.7%	3
Use a Party Planner		0.5%	2
Hire a Caterer for Wedding or Special Event		2.9%	12
Use a Florist for a Wedding or Special Event		2.7%	11
Rent a Chauffeured Vehicle		1.0%	4
Go on a Honeymoon		2.5%	10
Hire a Photographer for Wedding or Special Event		2.9%	12
Hire a Videographer for Wedding or Special Event		1.2%	5
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.2%	1
Host or Attend a Quinceanera Party		0.5%	2

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		9.3%	38
Ceramics and Pottery		6.6%	27
Collectables		7.4%	30
Comic Books and Related Collectables		1.7%	7
Do-It-Yourself (DIY)		29.0%	118
Games or Puzzles		22.6%	92
Beer Brewing Supplies		2.0%	8
Wine Making Supplies		2.0%	8
Jewelry Making Supplies or Beads		9.1%	37
Knitting		11.8%	48
Making Arts and Crafts		17.2%	70
Paper Crafts		8.8%	36
Quilting		8.4%	34
Scrapbooking		5.4%	22
Toy Collecting		1.7%	7
Trains, Plane & Car Model Kits		3.2%	13
None of the above / Does not apply		38.6%	157







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		57.7%	235
Train Trip		14.0%	57











Value		Percent	Responses
Book Hotel Room		50.1%	204
Business Travel		7.6%	31
Buy Travel Tickets		27.3%	111
Buy Luggage		7.9%	32
Chartered Fishing Trip		3.9%	16
Hotel or Resort Stay		31.4%	128
International Travel		15.0%	61
Take a Cruise		13.0%	53
Travel Packages		9.6%	39
Use a Travel Agent or Agency		8.1%	33
Vacation Inside Home State		23.8%	97
Vacation Outside Home State		36.6%	149
Rent a Car		22.4%	91
Book Local Lodging for Guests		6.6%	27
Stay at an RV Park		10.1%	41
Stay at a Casino		7.9%	32
Gamble at a Casino		19.9%	81
Play Bingo		9.1%	37
Does not apply		22.6%	92
Charter a Boat		1.0%	4
Golf Vacation		2.2%	9
Ski Resort Stay		2.7%	11
Rent RV		2.0%	8

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)		4.9%	20
Attend Classes at Community College		9.1%	37
Online Continuing Education Courses		9.3%	38
Professional Certification or Accreditation Courses		4.4%	18
Language Lessons (Adult)		4.7%	19
Arts or Crafts Lessons (Adult)		11.1%	45
Music Lessons (Adult)		4.7%	19
Cooking Lessons (Adult)		5.7%	23
Attend a Free Lecture or Seminar		16.2%	66
Attend Paid Lecture, Seminar or Special Class		7.9%	32
Dance Lessons		3.9%	16
Yoga, Pilates, or Zumba		17.7%	72
Personal Physical Training		3.2%	13
Attend a Local Workshop		12.0%	49
None of the above / Does not apply		52.1%	212
Attend College or University (Part Time)		2.9%	12
Attend Graduate School		2.7%	11
Business School		1.2%	5
Learning Center		0.2%	1
Culinary School		1.0%	4
Trade School		0.7%	3
Sports Lessons (Adult)		2.2%	9
Real Estate Classes		1.7%	7
Child Education or Tutoring		2.2%	9

Value		Percent	Responses
Music lessons (Child)		2.5%	10
Sports lessons (Child)		2.0%	8
Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		1.7%	7
Change School		0.7%	3
Attend a Religion Based School		0.5%	2

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		17.7%	72
Oil paints		5.4%	22
Acrylic Paints		13.0%	53
Markers		15.2%	62
Specialty Paper		11.5%	47
Fabric Craft Supplies		14.7%	60
Beads		9.6%	39
Art Pencils and Pens		17.7%	72
Scrapbooking Supplies		6.4%	26
None of the above / Does not apply		59.5%	242


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		1.2%	5
Clarinet		0.2%	1
Drums		1.0%	4
Flute		0.5%	2
Acoustic Guitar		3.9%	16
Electric Guitar		2.2%	9
Electric Keyboard		1.7%	7
Piano		2.2%	9
Piano (High End)		0.7%	3
Trombone		0.5%	2
Trumpet		0.2%	1
Violin		1.0%	4
None of the above / Does not apply		92.4%	376






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		12.8%	52
French		6.1%	25
Asian		39.3%	160
German		10.1%	41
American (New)		31.9%	130
Italian		41.0%	167
Cajun or Creole		8.4%	34
Indian		13.5%	55
Chinese		47.2%	192
American (Traditional)		71.5%	291
Thai		33.9%	138
Middle Eastern		8.4%	34
Japanese		18.2%	74
Mexican		67.3%	274
Vietnamese		13.0%	53
Southern		10.6%	43
Tex-Mex		12.3%	50
Spanish		8.4%	34
Mediterranean		14.0%	57
None of the above / Does not apply		7.9%	32















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		9.3%	38















Value		Percent	Responses
Fish & Chips		40.0%	163
Golf Course Restaurant, Bar or Snack Bar		6.4%	26
Barbeque		23.3%	95
Deli		24.6%	100
Breakfast or Brunch		50.4%	205
Appetizers		39.6%	161
Dessert		27.8%	113
Chicken Wings		11.3%	46
Hamburgers		57.2%	233
Chicken		37.8%	154
Frozen Yogurt		13.3%	54
Live or Raw food		5.9%	24
Tapas or Small Plates		7.1%	29
Theme Restaurants		6.1%	25
Soup		30.0%	122
Salad		48.9%	199
Pizza (Dine In)		21.1%	86
Pizza (Delivery)		17.9%	73
Steak		33.7%	137
Juice or Smoothies		12.0%	49
Sandwiches		38.8%	158
Pizza (Carry Out)		37.6%	153
Pizza (Take & Bake)		29.0%	118
Seafood		37.3%	152
Vegan		4.9%	20

Value		Percent	Responses
Steakhouse		17.0%	69
Sushi		12.0%	49
Vegetarian		9.6%	39
Pho		11.8%	48
None of the above / Does not apply		9.3%	38

















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		24.6%	100
Locally Grown Produce		35.4%	144
Healthful Children's Dining		6.6%	27
Environmental Sustainability		21.4%	87
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		3.7%	15
Hyper-Local Sourcing		4.7%	19
Gluten Free Cuisine		9.8%	40
Sustainable Seafood		17.0%	69
Raw or Live Food Options		4.4%	18
Specialty Appetizers		9.6%	39
Specialty Salads		15.7%	64
Specialty Soups		12.5%	51
Specialty Desserts		10.8%	44
None of the above / Does not apply		45.9%	187

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

Value		Percent	Responses
Patio or Outdoor Dining		25.3%	103
Non-Smoking Environment		49.1%	200
Child Friendly		13.0%	53
Serve Alcohol		21.1%	86
Pool Tables		2.2%	9
Locally Brewed Beer		10.6%	43
Live Music		9.8%	40
Bar		12.5%	51
Large Craft Beer Selection		9.8%	40
Large Wine Selection		8.1%	33
Hand Crafted Cocktails		5.9%	24
Farm to Table Dining		18.2%	74
Senior Discounts		36.1%	147
None of the above / Does not apply		21.6%	88

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

Value		Percent	Responses
Craft Beer		27.5%	112
Foreign Beer		9.6%	39
Red Wine		25.1%	102
White Wine		20.9%	85
Dessert Wine		3.7%	15
Mixed Drinks		23.6%	96
Hand Crafted Cocktails		10.1%	41
Beer Cocktails		5.9%	24
"Top Shelf" Spirits		12.3%	50
Champagne		2.9%	12
Champagne Cocktails		1.7%	7
Energy Drink based Mixed Drinks		1.5%	6
Premium Tequila		2.5%	10
Alcoholic Cider		9.1%	37
Locally Distilled Spirits		7.6%	31
None of the above / Does not apply		40.0%	163

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		0.5%	2
Purchase Condominium or Townhouse		1.0%	4
Purchase Manufactured or Modular Home		2.2%	9
Purchase Investment Property		2.9%	12
Purchase Personal Residence		5.4%	22
Purchase Custom Built Home		2.0%	8
Purchase Residential Real Estate at an Auction		0.7%	3
Purchase Land or Agricultural Property		2.2%	9
Purchase Vacation Property		2.5%	10
Purchase Other		0.2%	1
None of the above / Does not apply		88.0%	358

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

Value		Percent	Responses
Sell Personal Residence		4.9%	20
Sell Vacation Property		0.5%	2
Sell Investment Property		1.7%	7
Sell Land or Agricultural Property		0.7%	3
Sell Commercial or Business Property		0.5%	2
Sell Manufactured or Modular Home		0.7%	3
Plan to Sell Home in Master-Planned Community		0.7%	3
Sell Other		1.2%	5
None of the above / Does not apply		90.2%	367

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		4.5%	1
New home, but outside of development		31.8%	7
New home that I will have contractor build		22.7%	5
Existing home less than 10 years old		59.1%	13
Existing home more than 10 years old		72.7%	16
Other		4.5%	1

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

Value		Percent	Responses
Rent New Apartment		3.7%	15
Rent House (Residence)		6.1%	25
Rent Manufactured or Modular Home		1.2%	5
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		2.0%	8
Rent Condo/Townhouse		2.7%	11
Rent Section 8 Housing		1.7%	7
None of the above / Does not apply		88.2%	359



















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.9%	20
Use a Realtor to Buy Real Estate		5.2%	21
Use a Realtor to Buy and Sell Real Estate		3.7%	15
Plan to Sell Property Myself		3.9%	16
Use a Real Estate Broker		2.5%	10
None of the above / Does not apply		85.3%	347












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

Value		Percent	Responses
New Home Loan		4.2%	17
Home Remodel or Renovation Loan		1.5%	6
Business Construction Loan		0.5%	2
Home Construction Loan		1.7%	7
Equity Loan		2.2%	9
Land Loan		1.5%	6
Reverse Mortgage		1.2%	5
Real Estate Loan for existing home		2.2%	9
Refinance Home		3.9%	16
None of the above / Does not apply		87.5%	356



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		14.0%	57
Facebook		6.6%	27
Google		6.1%	25
Auction.com		2.2%	9
Homes & Land		5.9%	24
Homes.com		4.7%	19
HomeFinder		11.5%	47
MLS.com		16.5%	67
National Real Estate Co. Site		2.0%	8
Local MLS Site		25.6%	104
RealEstate.com		8.6%	35
Realtor.com		17.9%	73
Realty.com		5.2%	21
Redfin		15.7%	64
Trulia		11.1%	45
Zillow		38.1%	155
ZipRealty.com		1.2%	5
None of the above / Does not apply		42.3%	172

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		8.8%	36
Apartmentguide.com		5.7%	23
Craigslist		22.4%	91
Forrent.com		1.5%	6
HomeFinder.com		7.9%	32
Hotpads.com		1.2%	5
Rent.com		7.1%	29
Sublet.com		0.5%	2
Trulia		9.8%	40
Zillow		28.5%	116
None of the above / Does not apply		55.8%	227

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		71.3%	290
No, don't know who to call		28.7%	117























Total: 407

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		72.7%	296
No, don't know who to call		27.3%	111

Total: 407






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		14.0%	57
Craft Beer		23.8%	97
Champagne		9.8%	40
Premium Hard Alcohol or Spirits		8.8%	36
White Wine		25.3%	103
Red Wine		31.7%	129
Cigars		3.7%	15
Major Brand Cigarettes		5.2%	21
Recreational Marijuana		8.8%	36
Marijuana Accessories		6.4%	26
Discount Cigarettes		7.1%	29
Discount Hard Alcohol or Spirits		10.1%	41
Domestic Beer		21.9%	89
Alcoholic Cider		13.5%	55
None of the above / Does not apply		35.4%	144
Vaping Kit		0.5%	2
Vaping Accessories		2.7%	11
Roll Your Own Cigarette Supplies		2.0%	8
Smokeless Tobacco		0.5%	2
E-Liquids / Vape Juice		2.7%	11
Pipe Tobacco		1.2%	5
Electronic Cigarette Supplies		1.2%	5
























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		51.2%	22
Cannabis Edibles		51.2%	22
Cannabis Tinctures		34.9%	15
Cannabis Vaporizers		20.9%	9
Cannabis Cleaning Tools or Supplies		9.3%	4
Cannabis Concentrates		32.6%	14
Cannabis Pre-Rolls		27.9%	12
Organic Cannabis Products		23.3%	10
Cannabis Oil		27.9%	12
Cannabis Beauty & Skin Care Products		14.0%	6
Cannabis Beverages		9.3%	4
Cannabis Chocolates		23.3%	10
Medical Cannabis		30.2%	13
CBD Cannabis		39.5%	17

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

Value		Percent	Responses
Bulk or Discounted Food Items		34.9%	142
Specialty Teas		21.6%	88
Specialty Coffee		29.7%	121
Gourmet Deli Counter Items		19.9%	81
Cookies		39.8%	162

Value		Percent	Responses
Snack Cakes		9.3%	38
Potato Chips		50.9%	207
Soft Drinks		33.9%	138
Energy Drinks		10.6%	43
Energy Bars		19.9%	81
Noodle Bowls		17.0%	69
Cupcakes		10.1%	41
Birthday Cake		14.5%	59
Beef Jerky or Meat Sticks		22.9%	93
Bottled Water		40.8%	166
Candy		37.1%	151
Fruit		72.5%	295
Nuts		49.9%	203
Chocolates		39.1%	159
Ice cream		52.6%	214
Cheese		75.7%	308
Artisan Bread		34.9%	142
Artisan Meats		8.6%	35
Sports Drinks		10.8%	44
Basic Condiments		39.1%	159
Artisan Condiments		5.9%	24
Canned Sauces		27.3%	111
Cereal		51.4%	209
Milk		72.0%	293
Chicken		76.2%	310

Value		Percent	Responses
Pork		49.6%	202
Beef		60.0%	244
Game Meats		5.2%	21
Fish		52.8%	215
Pasta		58.2%	237
Snack Mixes		14.0%	57
Vegetables		72.2%	294
Olive Oil		55.5%	226
Balsamic Vinegar		24.8%	101
Frozen Entrees		42.3%	172
Eggs		80.1%	326
Locally Raised Beef, Pork, Poultry		26.8%	109
Locally Grown Fruit and Vegetables		59.7%	243
Locally Produced Honey		23.8%	97
Organic Food		28.7%	117
Pickled Vegetables		19.4%	79
Artisan Cheese		24.3%	99
Alternative "Meat" Products		6.9%	28
Nut Butter		24.8%	101
Sausage		45.9%	187
Donuts		24.6%	100
Pastries		23.1%	94
Caviar		1.0%	4
None of the above / Does not apply		2.0%	8

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

Value		Percent	Responses
Convenience		65.4%	266
Better Prices		76.4%	311
Variety		40.8%	166
Quality of Selection		58.7%	239
Quality of Produce		72.5%	295
Healthy Options		35.9%	146
Speed of Check Out		33.2%	135
Size of Store		12.5%	51
Number of Checkouts		25.8%	105
Cleanliness of Store		56.8%	231
Parking		41.8%	170
Help with Bagging/Packing		17.2%	70
Loyalty Tokens/Stamps		9.8%	40
Home Delivery		4.4%	18
None of the above / Does not apply		2.9%	12
















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

Value		Percent	Responses
See, touch, feel and try out items		64.6%	263
Take items home immediately		62.9%	256
Return items more easily		35.1%	143
Enjoy the in-store experience		36.1%	147
Can ask questions to store associates		42.8%	174
To support local businesses		62.4%	254
More secure than online purchase		17.4%	71
Better prices		22.9%	93
Quality of service		26.5%	108
Better Selection		24.1%	98
Local flavor or uniqueness		22.4%	91
None of the above / Does not apply		6.4%	26













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		36.9%	150
Donate to a Charity		51.6%	210
Donate to a Church		31.9%	130
Donate to Political Party or Government Representative		10.8%	44
Join a New Church		3.9%	16
Volunteer at Church		17.4%	71
Volunteer for Nonprofit Group		25.8%	105
Retire		4.2%	17
Vote in Upcoming Local Elections		45.9%	187
Vote in Upcoming State or National Elections		47.2%	192
Purchase Season Tickets for Performing Arts		6.1%	25
Attend a Holiday Themed Performance		25.6%	104
Community Activity		36.6%	149
Support an Organization		18.7%	76
Join an Organization		3.9%	16
Make a Donation		35.4%	144
Register to Vote		3.4%	14
None of the above / Does not apply		14.7%	60
Donate Vehicle		1.2%	5
Get Married		1.5%	6
Look into Private Schooling for Children		0.7%	3










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



















Value		Percent	Responses
Sporting Event		27.5%	112
Community Event		56.8%	231
Festival		52.6%	214
Live Performance		43.0%	175
Fundraising Event		21.9%	89
Seminar		12.0%	49
School Event		28.7%	117
Corporate Event		4.2%	17
Trade Show		15.5%	63
Conference		14.3%	58
Networking Event		7.1%	29
Radio Station Sponsored Event		6.4%	26
Television Station Sponsored Event		2.2%	9
Newspaper Sponsored Event		7.6%	31
None of the above / Does not apply		17.2%	70

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		4.9%	20
Use a Zip Line		9.3%	38
Go Camping		34.2%	139
Go Mountain Biking		6.6%	27
Go Touring on a Bicycle		7.1%	29
Go to a Community or City Swimming Pool		16.2%	66
Take a Guided Backpacking or Hiking Trip		5.4%	22
Attend a Horse Race		3.2%	13
Attend a Car, Truck or Motorsport Race		8.1%	33
Participate in City or Municipal Sponsored Programs		9.1%	37
Join or Change Health or Fitness Club		14.0%	57
None of the above / Does not apply		41.5%	169

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

Value		Percent	Responses
Local Business Website		21.1%	86
Local Business Email		8.1%	33
CitySearch		3.7%	15
Snapchat		10.8%	44
Instagram		25.3%	103
Cinema Ads		15.0%	61
Facebook Business Page		19.2%	78
Reviews on Yelp! or Google+		16.0%	65
YouTube Promo Video		14.3%	58



Value		Percent	Responses
Local Business Text Message		3.2%	13
Pandora		24.6%	100
Online Yellow Pages		5.4%	22
Google Search		58.5%	238
eBay		37.8%	154
Spotify		7.6%	31
Pinterest		36.1%	147
Google+ Local		6.1%	25
Clicked on Google Sponsored Ad		16.5%	67
LinkedIn		16.5%	67
Angie's List		3.9%	16
Craigslist		40.3%	164
Bing		13.8%	56
Twitter		16.0%	65
Amazon		83.3%	339
None of the above / Does not apply		5.4%	22
Local Business Blog		2.9%	12
Digital Billboard		0.7%	3

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



Value		Percent	Responses
Yes		78.4%	319
No		21.6%	88

Total: 407











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

























Value		Percent	Responses
Yes		50.6%	206
No		49.4%	201
Total: 407			

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

Value		Percent	Responses
Yes		33.2%	135
No		66.8%	272
Total: 407			

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

Value		Percent	Responses
Apparel and Accessories		45.7%	186
Arts and Entertainment		31.7%	129
Automotive - (General)		22.6%	92
Automotive - (New Vehicle Dealership)		13.5%	55
Automotive - (Used Vehicle Dealership)		14.3%	58
Automotive - (Auto Parts store)		12.3%	50
Automotive - (Auto Repair business)		8.4%	34
Automotive - (Auto Body shop)		4.7%	19
Tire Business		15.7%	64
Beauty and Spa Related Businesses		19.4%	79

Value		Percent	Responses
Child Related Businesses		5.9%	24
Community and State Services		20.4%	83
Education		15.2%	62
Employment Related Businesses		9.3%	38
Event Planning and Services		6.6%	27
Family Activity Related Businesses		13.0%	53
Farm Equipment and Agriculture Businesses		5.4%	22
Financial Services		10.3%	42
Fitness Businesses or Providers		5.2%	21
General Retail		40.0%	163
Grocery / Market		32.4%	132
Home and Garden Related Businesses		23.1%	94
Building Supply/Lumber Business		12.8%	52
Home Service Businesses		11.3%	46
Home Service Contractors		11.3%	46
Hotel and Travel Related Businesses		26.5%	108
Local Services		29.2%	119
Medical Related Businesses - (General)		14.5%	59
Medical Related Businesses - (Chiropractor)		5.9%	24
Medical Related Businesses - (Dentist)		9.1%	37
Medical Related Businesses - (Hospital)		4.2%	17
Nightlife Related Businesses		5.4%	22
Pet / Animal		28.5%	116
Professional Services		13.8%	56
Real Estate Service Businesses		5.9%	24

Value		Percent	Responses
Recreation Related Businesses		8.6%	35
Restaurant / Bar / Lounge		31.9%	130
Senior Related Businesses		10.3%	42
Specialty Food and Drink		14.7%	60
General Retail - Children's Clothing Store		7.4%	30
General Retail - Clothing Accessory Store		16.5%	67
General Retail - Computer Store		9.6%	39
General Retail - Farming and Agriculture Business		4.4%	18
General Retail - Furniture Store		12.5%	51
General Retail - Hardware Store		17.0%	69
General Retail - Home Entertainment Store		8.1%	33
General Retail - Jewelry Store		6.9%	28
General Retail - Major Appliance Store		9.6%	39
General Retail - Men's Clothing Store		10.3%	42
General Retail - Mobile Phone Store		9.1%	37
General Retail - Shoe Store		18.7%	76
General Retail - Women's Clothing Store		27.3%	111
None of the above / Does not apply		18.7%	76
Motorsport Businesses		1.7%	7

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

Value		Percent	Responses
Yes		18.9%	77
No		81.1%	330























Total: 407

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

Value		Percent	Responses
Get a New Full Time Job		12.3%	50
Get a New Part Time Job		12.5%	51
Get a Temporary or Seasonal Job		3.9%	16
Use an Employment or Temporary Employment Agency		2.5%	10
Use a Career Counselor		1.0%	4
Get a Second (or Third) Job		3.2%	13
Get First Job after High School		0.5%	2
Get First Job after College		0.7%	3
None of the above / Does not apply		74.0%	301

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








Value		Percent	Responses
Retail		4.4%	18
Admin & Clerical		9.1%	37
Warehouse		3.7%	15
Accounting		3.9%	16
Health Care		5.4%	22
Customer Service		8.4%	34
Management		3.9%	16
NonProfit		3.4%	14
Government		3.4%	14
Information Technology		4.4%	18

Value		Percent	Responses
Skilled Labor - Trades		3.7%	15
None of the above / Does not apply		66.3%	270
Agriculture		0.7%	3
Automotive		1.0%	4
Construction		2.0%	8
Hotel - Hospitality		2.9%	12
Manufacturing		1.5%	6
Entry Level (New Graduate)		1.0%	4
Grocery		2.9%	12
Banking & Finance		2.9%	12
Child Care		1.5%	6
Real Estate		2.0%	8
Insurance		0.7%	3
Legal		0.7%	3
Education		2.7%	11
Media		2.0%	8
Installation - Maintenance - Repair		0.5%	2
Restaurant - Food Services		2.2%	9
Executive Level		2.0%	8
Engineering		2.5%	10
Sales & Marketing		2.2%	9
Transportation		2.7%	11




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		20.4%	83
Local Agency Site		12.8%	52
Craigslist		18.9%	77
Facebook		10.6%	43
Indeed.com		19.7%	80
LinkedIn		15.5%	63
Monster.com		11.3%	46
CareerBuilder		7.1%	29
GlassDoor		6.1%	25
SimplyHired.com		2.7%	11
AOL Jobs		0.7%	3
SnagAJob.com		1.5%	6
Dice.com		1.2%	5
USAjobs.gov		7.4%	30
USAjobs.org		5.2%	21
ZipRecruiter		6.9%	28
JobDiagnosis		0.5%	2
TheLadders		1.7%	7
None of the above / Does not apply		54.3%	221







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

Value		Percent	Responses
Coupon book		23.6%	96
Yellow Pages directory		2.0%	8
Direct mail flyer		16.5%	67
Deal program/offer		7.1%	29
Facebook business page offer		8.1%	33
Billboard advertising		1.0%	4
None of the above / Does not apply		63.4%	258

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)		20.4%	83
Purchased an online deal to a local business in the past 3 months		12.5%	51
None of the above / Does not apply		74.9%	305

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		7.4%	30
Read ads and keep them - using one or two		37.1%	151
Read ads and keep them - without using any		3.4%	14
Read ads but throw away without using any		20.1%	82
Throw ads away unread		23.8%	97
Do not receive direct mail or advertisements at home or PO Box		8.1%	33

Total: 407

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 %	19 4.7%	42 10.3%	165 40.5%	27 6.6%	40 9.8%	73 17.9%	41 10.1%	407
County election Count Row %	18 4.4%	46 11.3%	165 40.5%	24 5.9%	33 8.1%	75 18.4%	46 11.3%	407
State election Count Row %	15 3.7%	66 16.2%	133 32.7%	23 5.7%	39 9.6%	82 20.1%	49 12.0%	407
Total Total Responses								407

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

Value	Percent	Responses
Yes	88.0%	358
No	12.0%	49














Total: 407

Did you vote in the last presidential election?








Value	Percent	Responses
Yes	89.9%	366
No	10.1%	41

Total: 407

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		4.7%	19
Used Vehicle Dealership		4.4%	18
New and Used Vehicle Dealership		6.4%	26
Automotive Service		11.5%	47
Tire Store		9.8%	40
Auto Parts Store		12.5%	51
Recreation Vehicle (RV) Dealership		2.5%	10
RV or Camper Service		3.2%	13
Boat Dealer		1.7%	7
Boat Service		1.2%	5
Motorcycle Dealer		1.2%	5
Motorcycle Repair Shop		0.5%	2
None of the above / Does not apply		69.5%	283













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		2.5%	10
Legal Firm or Attorney		2.2%	9
Insurance Agency		7.1%	29
Tax Advisor		1.7%	7
Telecommunications Provider		2.7%	11
Internet Service Provider		4.4%	18
None of the above / Does not apply		85.7%	349







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		3.7%	15
Cardiologist		2.0%	8
Chiropractor		2.7%	11
Dentist		9.3%	38
Dermatologist		2.9%	12
Hospital		4.7%	19
Mental Health Provider		1.5%	6
Optometrist		3.7%	15
Pediatrician		1.0%	4
General Practitioner		9.3%	38
Rehabilitation Clinic		0.7%	3
Urgent Care Clinic		3.9%	16
Surgical Specialist		2.0%	8
Weight Loss Service		1.5%	6
None of the above / Does not apply		74.9%	305







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

Value		Percent	Responses
Carpet Cleaning Service		5.4%	22
Electrician		2.0%	8
Handyman		4.9%	20
Heating & Air Conditioning Service		2.9%	12
Remodeling Contractor		1.5%	6
General Contractor		4.4%	18
Landscaper		0.5%	2
New Home Builder		0.2%	1
Painting Contractor		1.2%	5
Plumber or Plumbing Contractor		2.9%	12
Roofing Contractor		1.5%	6
None of the above / Does not apply		82.1%	334









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		1.2%	5
Home Inspector		1.0%	4
Mortgage Broker		2.0%	8
Property Manager		1.0%	4
Realtor		3.9%	16
None of the above / Does not apply		92.9%	378


















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

Value		Percent	Responses
Real Estate Loan Provider		2.5%	10
Automotive Loan Provider		0.2%	1
Financial Advisor		2.2%	9
Bank		11.8%	48
Credit Union		9.8%	40
None of the above / Does not apply		79.6%	324









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		7.1%	29
Ethnic Restaurant		12.8%	52
Family Style Restaurant		19.9%	81
Fast Food Restaurant		14.5%	59
Fine Dining Restaurant		16.7%	68
Pizza Restaurant		14.7%	60
Restaurant with Bar or Lounge		9.1%	37
None of the above / Does not apply		53.8%	219




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		8.8%	36
Clothing Accessory Store		6.9%	28
Major Appliance Store		5.4%	22
Computer Store		4.9%	20
Farming and Agriculture Business		1.5%	6
Furniture Store		6.4%	26
Grocery Store		18.7%	76
Hardware Store		12.0%	49
Home Entertainment Store		2.0%	8
Jewelry Store		3.2%	13
Mobile Phone Store		2.5%	10
Shoe Store		8.4%	34
Specialty Food Business		3.2%	13
Women's Clothing Store		14.5%	59
Men's Clothing Store		5.9%	24
Children's Clothing Store		4.4%	18
None of the above / Does not apply		60.9%	248

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.)


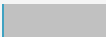















Value		Percent	Responses
Any Beauty Related Business		6.4%	26
Any Child Related Business		2.9%	12
Any Event Planning Business		0.5%	2
Any Education Business		3.4%	14
Any Fitness Business		6.9%	28
Any Pet Related Business		11.3%	46
Any Senior Related Business		6.9%	28
None of the above / Does not apply		76.2%	310

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		16.2%	66
No		51.6%	210
Does not apply		32.2%	131

Total: 407



















Which of the following categories does your business fall into?

Value		Percent	Responses
Apparel and Accessories		3.0%	2
Arts and Entertainment		3.0%	2
Beauty and Spa		4.5%	3
Education		4.5%	3
General Retail		9.1%	6
Health and Medical		6.1%	4
Home Service Businesses		3.0%	2
Hotel and Travel		3.0%	2
Local Services		4.5%	3
Real Estate		4.5%	3
Restaurant / Bar / Lounge		3.0%	2
Other		43.9%	29
Automotive		1.5%	1
Child Related Businesses		1.5%	1
Financial Services		1.5%	1
Pet / Animal		1.5%	1
Recreation		1.5%	1
			Total: 66

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.		36.4%	24
Computer Hardware		13.6%	9
Office Copier		9.1%	6
Business Logo Apparel		21.2%	14
Networking Hardware or Software		7.6%	5
Office Furniture, Fixtures or Interiors		9.1%	6
Office Cleaning Supplies		25.8%	17
Office Supplies		50.0%	33
Office Printer		9.1%	6
Promotional Items		15.2%	10
Security System		6.1%	4
Telephone Systems		3.0%	2
Uniforms or Work Clothing		9.1%	6
None of the above / Does not apply		22.7%	15

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		4.5%	3
Business Advertising		3.0%	2
Business Financial Consulting		3.0%	2
Business Printing Services		4.5%	3
Business Realty Services		3.0%	2
Business Sign Company Services		3.0%	2
None of the above / Does not apply		84.8%	56
Business Computer Consulting		1.5%	1
Business Internet Services		1.5%	1
Business Legal Services or Attorney		1.5%	1
Business Marketing Services		1.5%	1
Business Meetings or Conventions		1.5%	1
Business Payroll Services		1.5%	1
Business Recruitment		1.5%	1
Business Security Services		1.5%	1
Business Shuttle or Limo Services		1.5%	1
Business Television Media Service		1.5%	1
Business Radio Media Service		1.5%	1









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		1.5%	1
Add New Locations		6.1%	4
Renovate Existing Facilities		9.1%	6
Buy or Rent Industrial Space		1.5%	1
Install New Commercial Carpeting		3.0%	2
None of the above / Does not apply		87.9%	58






















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		4.5%	3
Purchase New Business Trucks		1.5%	1
Purchase Used Business Trucks		3.0%	2
Lease New Business Automobiles		1.5%	1
Lease New Business Trucks		1.5%	1
Purchase New Business Delivery Vehicles		3.0%	2
Purchase New Heavy Duty or Commercial Business Trucks		3.0%	2
None of the above / Does not apply		93.9%	62

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		4.5%	3
Business Health Insurance		4.5%	3
Business Dental Insurance		1.5%	1
Business 401K or Retirement Program		3.0%	2
Business "Key Man" Insurance		1.5%	1
Business Property Insurance		1.5%	1
Business Commercial Insurance		3.0%	2
None of the above / Does not apply		90.9%	60


















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

Value		Percent	Responses
Local Newspaper		18.2%	12
Local Newspaper Site		4.5%	3
Local Radio		9.1%	6
Local Television		3.0%	2
Local Free or Alternative publication		6.1%	4
Other Print Publications		6.1%	4
Facebook		37.9%	25
Other Social Media		21.2%	14
Search Engine Optimization (SEO, SEM)		7.6%	5
Word of Mouth or Referrals		43.9%	29
Billboards		3.0%	2
Direct Mail		9.1%	6
Coupons or "Deal of the Day"		4.5%	3
Fliers or Door Hangers		3.0%	2
Sign "Spinners"		3.0%	2
Yellow Pages		6.1%	4
Banner Ads		7.6%	5
Online Advertising		12.1%	8
Retargeting Web Ads		3.0%	2
None of the above / Does not apply		27.3%	18
Telemarketing		1.5%	1




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

Value		Percent	Responses
Have an ongoing digital marketing campaign		9.1%	6
Use social media for promoting business		24.2%	16
Website optimized for mobile (responsive)		7.6%	5
Ongoing search optimization (SEO, SEM)		9.1%	6
Banner ads		4.5%	3
Cost-per-click ads (CPC, PPC)		9.1%	6
Cost-per-mille ads (CPM)		3.0%	2
Programmatic ads		1.5%	1
Retargeting ads		1.5%	1
Video ads		3.0%	2
Google ads (Adwords)		10.6%	7
Facebook ads		30.3%	20
Sponsored content		3.0%	2
Email advertising		16.7%	11
Site analytics		7.6%	5
Digital ads through newspaper		7.6%	5
None of the above/Does not apply		51.5%	34

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		6.1%	4
Use social media for promoting business		16.7%	11
Website optimized for mobile (responsive)		4.5%	3
Ongoing search optimization (SEO, SEM)		7.6%	5
Banner ads		3.0%	2
Cost-per-click ads (CPC, PPC)		4.5%	3
Cost-per-mille ads (CPM)		3.0%	2
Programmatic ads		1.5%	1
Retargeting ads		3.0%	2
Video ads		7.6%	5
Google ads (Adwords)		13.6%	9
Facebook ads		15.2%	10
Sponsored content		6.1%	4
Email advertising		15.2%	10
Site analytics		4.5%	3
Digital ads through newspaper		3.0%	2
None of the above/Does not apply		65.2%	43

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











Value		Percent	Responses
Yes		3.0%	2
No		90.9%	60
Don't know		6.1%	4

Total: 66







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

Value		Percent	Responses
0%		4.7%	19
1% - 25%		47.2%	192
26% - 50%		22.9%	93
51% - 75%		17.0%	69
76% - 100%		8.4%	34
			Total: 407
			Avg 32%

Which age brackets do you fall into?









Value		Percent	Responses
20 - 24		1.2%	5
25 - 30		3.2%	13
31 - 34		1.5%	6
35 - 40		5.9%	24
41 - 45		4.9%	20
46 - 49		4.2%	17
50 - 54		9.1%	37
55 - 60		15.0%	61
61 - 69		24.1%	98
70 or older		31.0%	126
			Total: 407
			Avg 61

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

Value		Percent	Responses
Metro / Urban		7.6%	31
Small/Mid-Size Town		41.0%	167
Suburban		18.4%	75
Rural		30.7%	125
Vacation community		0.7%	3
Other		1.5%	6

Total: 407

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.5%	2
Some High School (Not Graduate)		2.2%	9
High School Graduate (12th grade)		8.4%	34
Vocational or Technical Training		4.4%	18
Some College		28.7%	117
College Graduate		29.7%	121
Some Post-Graduate Study (No Advanced Degree)		8.6%	35
Post-Graduate Degree		17.4%	71

Total: 407




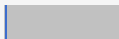
Approximately, what was your total household income before taxes in the past year?

Value		Percent	Responses
Under \$20,000		11.0%	44
\$20,000 - \$24,999		5.0%	20
\$25,000 - \$29,999		6.3%	25
\$30,000 - \$34,999		5.0%	20
\$35,000 - \$39,999		5.5%	22
\$40,000 - \$44,999		5.8%	23
\$45,000 - \$49,999		5.8%	23
\$50,000 - \$74,999		20.8%	83
\$75,000 - \$99,999		13.5%	54
\$100,000 - \$124,999		7.8%	31
\$125,000 - \$149,999		5.0%	20
\$150,000 - \$200,000		5.5%	22
Over \$200,000		3.0%	12
			Total: 399
			Avg \$70,654

Which of the following would you classify yourself as?






Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.2%	5
Black or African-American		0.5%	2
Asian		1.2%	5
White or Caucasian		84.8%	345
Hispanic		2.5%	10
Other		2.2%	9
Prefer not to answer		7.6%	31
			Total: 407

Are you...

Value		Percent	Responses
Male		26.3%	107
Female		70.0%	285
Other		0.2%	1
Prefer not to answer		3.4%	14





Total: 407

Which of the following best describe your primary residence?

Value		Percent	Responses
Single Family Home		79.1%	322
Apartment		7.9%	32
Condominium		3.7%	15
Mobile Home		5.4%	22
Other		3.9%	16






Total: 407

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		80.8%	329
Rented		14.5%	59
Occupied Without Payment of Rent		1.2%	5
Other		3.4%	14

Total: 407

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

Value		Percent	Responses
None		82.5%	335
1		7.4%	30
2		5.7%	23
3		3.0%	12
4 or more		1.5%	6
			Total: 406

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		42.9%	172
No		57.1%	229
			Total: 401