

The Pulse of America 2020 Survey Report (Central South Region)

Response Counts

Completion Rate:

100%




Complete



400

Total: 400

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	400
			Total: 400

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


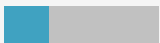
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	84 21.0%	112 28.0%	148 37.0%	56 14.0%	400
Business news Count Row %	122 30.5%	139 34.8%	113 28.3%	26 6.5%	400
Government news Count Row %	168 42.0%	145 36.3%	70 17.5%	17 4.3%	400
High school sports news Count Row %	45 11.3%	75 18.8%	153 38.3%	127 31.8%	400
Crime news Count Row %	160 40.0%	145 36.3%	80 20.0%	15 3.8%	400
Clubs and organizations news Count Row %	55 13.8%	106 26.5%	178 44.5%	61 15.3%	400
Total Total Responses					400

3. 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 %	1 0.3%	7 1.8%	44 11.0%	186 46.5%	160 40.0%	2 0.5%	400
Local news coverage Count Row %	4 1.0%	19 4.8%	23 5.8%	190 47.5%	160 40.0%	4 1.0%	400
Reporting objectivity Count Row %	13 3.3%	29 7.3%	90 22.5%	143 35.8%	112 28.0%	13 3.3%	400
Headline objectivity Count Row %	11 2.8%	32 8.0%	81 20.3%	159 39.8%	108 27.0%	9 2.3%	400
Local school news Count Row %	3 0.8%	13 3.3%	79 19.8%	148 37.0%	100 25.0%	57 14.3%	400
County news coverage Count Row %	4 1.0%	16 4.0%	55 13.8%	202 50.5%	110 27.5%	13 3.3%	400
Local city/community news coverage Count Row %	8 2.0%	14 3.5%	37 9.3%	188 47.0%	147 36.8%	6 1.5%	400
Environmental news coverage Count Row %	4 1.0%	31 7.8%	93 23.3%	168 42.0%	76 19.0%	28 7.0%	400
Courts and cops news coverage Count Row %	7 1.8%	16 4.0%	71 17.8%	180 45.0%	108 27.0%	18 4.5%	400
Local sports coverage Count Row %	2 0.5%	5 1.3%	58 14.5%	135 33.8%	140 35.0%	60 15.0%	400




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage Count Row %	4 1.0%	19 4.8%	50 12.5%	170 42.5%	144 36.0%	13 3.3%	400
People and features coverage Count Row %	1 0.3%	10 2.5%	77 19.3%	170 42.5%	124 31.0%	18 4.5%	400
Total Total Responses							400

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


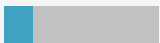
Value		Percent	Responses
Yes		70.0%	280
No		30.0%	120

Total: 400

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




Value		Percent	Responses
Yes		37.0%	104
No		58.4%	164
None of the above / Does not apply		4.6%	13
			Total: 281

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


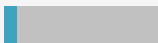
Value		Percent	Responses
Yes		81.3%	325
No		18.8%	75

Total: 400

7. 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		38.2%	124
No		56.6%	184
None of the above / Does not apply		5.2%	17
			Total: 325

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

Value		Percent	Responses
Yes		91.3%	365
No		8.8%	35






Total: 400

9. 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		58.4%	213
No		41.6%	152

Total: 365




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

Value		Percent	Responses
1		46.8%	171
2		44.4%	162
3		5.2%	19
4		1.6%	6
5 or more		1.9%	7
			Total: 365

Statistics

Average 1.6

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













Value		Percent	Responses
Adult male		66.8%	244
Adult female		73.4%	268
Minor under 18		3.0%	11

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

Value		Percent	Responses
Yes, always		20.0%	73
Yes, frequently		24.7%	90
Yes, sometimes		33.2%	121
Seldom		17.0%	62
Never		5.2%	19

Total: 365




13. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

Value		Percent	Responses
National Daily Newspaper		18.6%	68
Local Daily Newspaper		82.2%	300
Local Paid Weekly Community Newspaper		25.2%	92
Local Free Weekly Print Publication (a Shopper or Newspaper)		37.8%	138
Local Alternative Publication		7.7%	28
Local City or Regional Magazine		31.2%	114
Local Specialty Publication		12.9%	47
Local Business Publication		16.2%	59
Local Ethnic Publication		2.5%	9
Local Parenting Publication		1.9%	7
Local Senior Publication		11.0%	40
None of the above / Does not apply		2.7%	10

14. 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	60	79	169	57	365
Row %	16.4%	21.6%	46.3%	15.6%	
Retail Store Ads					
Count	91	141	113	20	365
Row %	24.9%	38.6%	31.0%	5.5%	
Ad Inserts					
Count	86	118	128	33	365
Row %	23.6%	32.3%	35.1%	9.0%	
Real Estate Ads					
Count	31	68	154	112	365
Row %	8.5%	18.6%	42.2%	30.7%	
Automotive Ads					
Count	25	41	164	135	365
Row %	6.8%	11.2%	44.9%	37.0%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	57	122	153	33	365
Row %	15.6%	33.4%	41.9%	9.0%	
Political Ads					
Count	31	65	165	104	365
Row %	8.5%	17.8%	45.2%	28.5%	
Legal Notices					
Count	28	46	135	156	365
Row %	7.7%	12.6%	37.0%	42.7%	
Total					
Total Responses					365

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

Value		Percent	Responses
Published in the Local Newspaper		51.8%	207
Posted on a Government Website		9.8%	39
No preference		38.5%	154




Total: 400

16. 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		15.0%	60
No		83.3%	333
Don't know		1.8%	7



Total: 400

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		25.0%	15
Satisfactory response (received many inquiries)		31.7%	19
Poor response (received very few inquiries)		43.3%	26


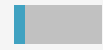



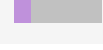

Total: 60

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

Value		Percent	Responses
Yes		48.3%	193
No		51.8%	207






















Total: 400

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

Value		Percent	Responses
Daily		15.3%	61
Couple times week		12.5%	50
Weekly		7.5%	30
Couple times month		11.8%	47
Monthly		5.0%	20
Less Monthly		19.3%	77
Have not visited / Does not apply		28.8%	115

Total: 400

20. 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		6.5%	26
Auto Detailing Shop		7.8%	31
Auto Glass Repair Shop		7.0%	28
Oil Change Station		51.8%	207
Auto Parts Store		29.8%	119
Auto Repair Shop		18.5%	74
Auto Salvage Yard		4.3%	17
Auto Battery Store		10.3%	41
Auto Window Tinting		3.3%	13
Car Wash		67.8%	271
Gas Station		81.5%	326
New Vehicle Dealership		17.8%	71
Used Vehicle Dealership		7.5%	30
Pick and Pull Lot		4.3%	17
Recreation Vehicle (RV) Dealership		4.3%	17
RV or Camper Repair		3.8%	15
Tire Store		27.3%	109
None of the above / Does not apply		6.8%	27
Auto Paint Shop		2.3%	9
Auto Towing Service		1.8%	7
Auto Stereo Installation		1.8%	7

Value		Percent	Responses
Car Audio Store		1.3%	5
Commercial Truck Repair Shop		0.3%	1
Trailer & Utility Trailer		0.8%	3
Trailer Rental Service		1.0%	4

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

Value		Percent	Responses
Boat Dealer		3.5%	14
Boating Accessory Store		2.0%	8
Boat Repair Shop		1.5%	6
Boat Rental Service		0.5%	2
All-Terrain Vehicle (ATV) Dealer		3.8%	15
Watercraft Dealer		0.8%	3
Watercraft Rental Shop		0.5%	2
Motorcycle Dealer		2.5%	10
Motorcycle Repair Shop		1.3%	5
Motorcycle Accessory Store		2.8%	11
Golf Cart Dealer		0.8%	3
Boat and RV Storage Facility		1.5%	6
None of the above / Does not apply		87.3%	349

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













Value		Percent	Responses
New Farm Equipment Dealer		1.3%	5
Used Farm Equipment Dealer		1.8%	7
Farm Truck and Tractor Repair Shop		0.5%	2
Agriculture Farm Supply Store		12.8%	51
Agricultural Service		0.5%	2
Farming Structure Building Contractor		0.8%	3
Animal Feed Store		14.3%	57
None of the above / Does not apply		76.3%	305

23. 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		19.0%	76
Bakery		53.0%	212
Specialty Cake Bakery		8.5%	34
Cupcake Shop		8.3%	33
Donut Shop		34.0%	136
Beverage Distributor		6.8%	27
Beer Shop		14.8%	59
Brewery or Brew Pub		19.0%	76
Candy Store		10.8%	43
Cheese Shop		9.0%	36
Chocolate Shop		8.8%	35
Coffee & Tea Shop		30.8%	123
Espresso or Coffee Shop		29.5%	118
Cookie Store		8.5%	34
Convenience Store		61.5%	246
Dessert Restaurant		8.8%	35
Distillery		5.0%	20
Ethnic Food Restaurant		36.0%	144
Ice Cream or Frozen Yogurt Shop		35.3%	141
Smoothie or Juice Bar		12.3%	49
Liquor Store		36.5%	146

Value		Percent	Responses
Tea Shop		7.5%	30
Winery		10.5%	42
Wine Shop		13.5%	54
None of the above / Does not apply		10.0%	40
U-Brew Beer or Wine Store		1.8%	7

24. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Health Food Store		21.3%	85
Grocery Store (Discount)		50.8%	203
Grocery Store (Ethnic)		7.0%	28
Farmers Market		35.8%	143
Grocery Store (Co-op)		18.5%	74
Grocery Store (Independent/Citywide)		29.8%	119
Grocery Store (Major or Regional Chain)		85.3%	341
Meat Market or Butcher Shop		23.8%	95
Grocery Store (Neighborhood/Local/Mom & Pop)		23.3%	93
Seafood Market		8.8%	35
Specialty Food Market		9.3%	37
None of the above / Does not apply		0.8%	3

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

Value		Percent	Responses
Barbershop		36.0%	144
Day Spa		9.5%	38
Eyelash Extension Salon		1.8%	7
Hair Removal Salon		2.8%	11
Hair and Beauty Salon (Find New or Change Existing)		45.5%	182
Makeup Artist		0.5%	2
Massage Spa		15.3%	61
Nail Salon		35.5%	142
Skin Care Store		6.5%	26
Tanning Salon		3.3%	13
Tattoo Studio		3.8%	15
None of the above / Does not apply		18.8%	75













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

Value		Percent	Responses
Arcade		8.8%	35
Arts & Crafts Fair		42.8%	171
Casino		22.8%	91
Community Theatre		27.8%	111
Movie Theater		65.3%	261
Museum		38.8%	155
Live Theater		26.3%	105
Performing Arts Center		27.3%	109
Bingo Hall		7.3%	29
Social Club		6.8%	27
Stadium or Arena		19.8%	79
Rodeo		11.3%	45
Wine Tour		5.0%	20
Music Festival		22.0%	88
Wine Festival		6.3%	25
Food Festival		26.0%	104
Seasonal Festival		27.3%	109
Arts Organization		10.8%	43
Cultural Center		12.8%	51
Local Festival		31.0%	124
Historical Society		15.3%	61
None of the above / Does not apply		10.0%	40




















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

Value		Percent	Responses
Local Sports Team		19.3%	77
Professional Sports Team		14.0%	56
Amusement Center / Park		27.3%	109
Family Play Center		7.8%	31
Family Entertainment Center		13.8%	55
Go Kart Track		5.8%	23
Horseback Riding		4.3%	17
Outdoor Park		34.8%	139
Ice Skating or Roller Rink		7.3%	29
Athletic Club		18.3%	73
Zoo		26.8%	107
None of the above / Does not apply		31.3%	125










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

Value		Percent	Responses
Boxing Gym		1.0%	4
CrossFit Gym		2.5%	10
Dance Studio		6.0%	24
Fitness Boot Camp		1.5%	6
Exercise Classes		18.8%	75
Gym, Fitness or Athletic Club		38.3%	153
Martial Arts Studio		1.5%	6
Personal Trainer		3.0%	12
Rock Climbing Gym		2.5%	10
Swimming Lessons		2.5%	10
Yoga Studio		9.8%	39
None of the above / Does not apply		45.5%	182
















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

Value		Percent	Responses
Archery Range		3.0%	12
Bait & Tackle Shop		12.5%	50
Bicycle Shop		8.0%	32
Bicycle Repair Shop		7.5%	30
Bicycle Rental Service		1.5%	6
Bowling Alley		19.5%	78
Dive Shop		1.3%	5
Fishing Supply Store		14.5%	58
Golf Course		12.5%	50
Golf Driving Range		8.3%	33
Golf Pro Shop		4.8%	19
Gun Shooting Range		17.0%	68
Gun Store		15.8%	63
Miniature Golf Course		13.8%	55
Outdoor Gear Store		13.5%	54
Ski Shop		1.5%	6
New Sporting Goods Store		15.3%	61
Used Sporting Goods Store		7.8%	31
None of the above / Does not apply		39.3%	157

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






Value		Percent	Responses
Adult Club or Entertainment Company		5.0%	20
Bar, Lounge or Pub		32.8%	131
Comedy Club		13.0%	52
Dancing or Night Club		12.0%	48
Music or Concert Hall		30.5%	122
Billiard Hall		6.8%	27
Sports Bar		20.0%	80
Wine Bar		11.8%	47
None of the above / Does not apply		44.3%	177

31. 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		2.0%	8
Card or Stationery Store		13.8%	55
Announcement Printing Service		1.8%	7
Catering Service		5.3%	21
Disc Jockey (DJ)		2.0%	8
Event Coordinator		2.5%	10
Hotel Meeting Room or Event Space		4.8%	19
Musician or Band		9.8%	39
Party Supply Store		13.3%	53
Photographer		7.5%	30
Event Space or Venue		4.0%	16
Videographer		1.0%	4
Wedding Venue or Banquet Hall		2.5%	10
Wedding Planner		1.5%	6
None of the above / Does not apply		67.3%	269

32. 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		14.3%	57
University		8.8%	35
Community College		13.0%	52
Elementary School		4.5%	18
Middle or High School		6.3%	25
Adult Education School		9.0%	36
Art School		4.3%	17
Beauty School		3.5%	14
Dance Studio		3.3%	13
Musical Instruments and Lessons		3.3%	13
Graduate school		3.5%	14
Lecture or Seminar Series		5.0%	20
None of the above / Does not apply		58.8%	235
Preschool		2.0%	8
Culinary School		2.8%	11
Driving School		1.5%	6
Language School		1.0%	4
Tutoring Center		1.5%	6
Private Elementary School		1.0%	4
Private Middle School		0.5%	2
Private High School		0.3%	1

Value		Percent	Responses
Private K-12 School		1.3%	5
Vocational School		2.8%	11
Real Estate School		2.5%	10
Aviation / Flight School		1.3%	5
Parochial School		0.5%	2








33. 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		24.8%	99
Credit Union		12.8%	51
Financial Advisor		12.5%	50
Stockbroker		3.8%	15
None of the above / Does not apply		65.0%	260






34. 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
Auto Broker		2.5%	10
Bankruptcy Service		0.5%	2
Business Development Service		1.5%	6
Bookkeeping Service		3.5%	14
Car Leasing Service		3.5%	14
Check Cashing Service		3.0%	12
Credit Repair Service		4.3%	17
Credit Counseling Service		2.3%	9
Debt Consolidation Company		2.5%	10
Money Transfer Service		5.3%	21
Payday Loan Company		1.5%	6
Tax Return Service		29.5%	118
Title Loan Company		1.3%	5
None of the above / Does not apply		59.3%	237






















35. 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
Chiropractor		12.0%	48
Dentist		40.0%	160
General Practitioner		23.8%	95
Family Practitioner		27.8%	111
Optometrist		22.8%	91
Pediatrician		4.5%	18
None of the above / Does not apply		44.0%	176

36. 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		21.8%	87
Hospital		7.0%	28
Medical Clinic		17.0%	68
Mental Health Service		2.8%	11
None of the above / Does not apply		69.5%	278









37. 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		6.8%	27
Allergy or Asthma Specialist		14.5%	58
Cardiologist		22.5%	90
Cancer Specialist		5.0%	20
Mental Health Provider		4.5%	18
Dermatologist		30.3%	121
Denture or Implant Specialist		12.0%	48
Obstetrician & Gynecologist		9.8%	39
Oral Surgeon		5.0%	20
Orthodontist		3.5%	14
Ear, Nose & Throat Doctor		14.3%	57
Gastroenterologist		8.5%	34
Internal Medicine Doctor		17.0%	68
Massage Therapist		19.8%	79
Naturopathic Practitioner		3.8%	15
Oncologist		6.8%	27
Ophthalmologist		18.5%	74
Orthopedist		4.8%	19
Physical Therapist		8.8%	35
Psychiatrist		3.5%	14
Podiatrist		4.3%	17

Value		Percent	Responses
Urologist		7.0%	28
None of the above / Does not apply		22.0%	88
Cardiovascular Surgeon		1.8%	7
Cryotherapy		0.5%	2
Cosmetic or Plastic Surgeon		1.8%	7
Cosmetic Dentist		2.8%	11
Home Health Care Provider		2.5%	10
Nutritionist or Dietician		2.0%	8
Surgical Specialist		2.5%	10

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






















Value		Percent	Responses
Audiology Clinic		5.5%	22
Blood Donation Center		10.0%	40
Hearing Aid Center		12.0%	48
Laboratory or Medical Testing Facility		19.8%	79
Medical Marijuana Authorization		5.3%	21
Medical Marijuana Dispensary		6.8%	27
Medical Imaging Service		13.5%	54
Medical Supply Store		3.0%	12
Pain Management Physician		7.8%	31
Pain Clinic		5.0%	20
Pain Control Clinic		3.3%	13
Sleep Disorder Clinic		4.5%	18
Urgent Care Clinic		10.5%	42
Walk-In Clinic		15.5%	62
None of the above / Does not apply		40.5%	162
Alcoholism Treatment Program		0.5%	2
Alzheimer's or Memory Care Facility		1.5%	6
Drug Addiction Treatment Center		0.3%	1
Drug Testing Service		0.5%	2
Hospice Care Provider		0.8%	3
Laser Eye Surgery Clinic		2.8%	11








Value		Percent	Responses
Memory Care Facility		1.0%	4
Medical Spa		2.0%	8
Mental Health Service		2.5%	10
Mental Health Clinic		2.0%	8
Physical Health Center		1.8%	7
Rehabilitation Clinic		0.8%	3
Sports Medicine Clinic		0.3%	1
Vascular Surgeon or Vein Center		2.8%	11

39. 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		49.8%	199
Regional Airport		32.8%	131
Bed & Breakfast		13.8%	55
Campground		15.5%	62
Cruise Line		12.8%	51
Hotel or Motel (Local)		8.3%	33
Hotel or Motel (Out-of-Town)		64.8%	259
Luggage-Travel Store		0.8%	3
RV Rental Company		2.0%	8
Ski Resort		2.3%	9
Tour Company		4.3%	17
Shuttle Service		12.8%	51
Limo Service		1.5%	6
Taxi Service		7.0%	28
Travel Agent		7.3%	29
None of the above / Does not apply		22.5%	90

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





Value		Percent	Responses
Auction House		6.0%	24
Bottled Water Delivery Service		3.3%	13
Courier or Delivery Service		7.0%	28
Compost / Yard Waste Service		5.0%	20
Dry Cleaning or Laundry Service		32.8%	131
Electronics Repair Shop		5.8%	23
Information Technology (IT) Service		5.0%	20
Jewelry Repair Shop		13.0%	52
Mail Store		21.0%	84
Moving Truck Rental Company		3.5%	14
Printing Service		5.5%	22
Propane Dealer		14.0%	56
Propane Home Heating Service		3.3%	13
Junkyard		5.0%	20
Recycling Center		22.8%	91
Self-Storage Facility		10.5%	42
Sewing and Alterations Shop		7.0%	28
Small Engine Repair Shop		6.0%	24
Shipping Center		16.0%	64
Shoe Repair Shop		8.5%	34
Watch or Clock Repair Shop		8.8%	35

Value		Percent	Responses
Mobile or Cell Phone Repair Shop		8.5%	34
Tool / Equipment Rental Service		4.5%	18
Car Rental Agency		12.8%	51
None of the above / Does not apply		24.5%	98
Funeral Service Provider		2.3%	9
Cremation Service Provider		1.3%	5
Marriage Counselor		0.5%	2






















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

Value		Percent	Responses
Chamber of Commerce		10.0%	40
Charity or Philanthropic Organization		10.8%	43
Church		51.3%	205
City or Municipal Service		16.3%	65
Community Organization		9.0%	36
Government or Political Service		4.3%	17
Community Service or Non-Profit Organization		11.8%	47
City Center		6.3%	25
City or Town Hall		12.5%	50
Civic Center		8.0%	32
Community Center		15.3%	61
Convention Center		6.8%	27
County Government Office		16.5%	66
Department of Social Services		5.5%	22
Employment Center		5.5%	22
Government Economic Program		1.0%	4
Youth Organization		3.0%	12
None of the above / Does not apply		25.3%	101

42. 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
Electrician		13.0%	52
Painting Contractor		11.0%	44
Plumber or Plumbing Contractor		12.5%	50
None of the above / Does not apply		76.3%	305

43. 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
Asphalt / Paving Contractor		4.0%	16
Appliance Repair Service		9.8%	39
Air Duct Cleaning Service		3.8%	15
Carpenter or Woodworker		12.0%	48
Carpet Installation Contractor		6.3%	25
Concrete Contractor		5.8%	23
Countertop Contractor		4.0%	16
Drywall Installation or Repair Contractor		5.3%	21
Fencing Contractor		8.0%	32
Flooring Installation Service		7.8%	31
Handyman		25.5%	102
Home Security Company		3.5%	14
Home Maintenance Service		3.8%	15
Heating & Air Conditioning Service		19.0%	76
Garage Door Contractor		6.5%	26
Garbage Collection Service		14.3%	57
General Contractor		5.8%	23
Gutter Installation or Repair Contractor		4.5%	18
Mover or Moving Company		3.3%	13
Junk Removal or Hauling Service		5.8%	23
Kitchen or Bath Remodeling Company		5.5%	22

Value		Percent	Responses
Landscaping Service		14.8%	59
Roofing Contractor		3.0%	12
Remodeling Contractor		3.8%	15
Septic Tank Contractor		4.8%	19
Window Installer		5.5%	22
None of the above / Does not apply		36.0%	144
Alternative Energy Service		2.3%	9
Demolition Contractor		0.3%	1
Deck Builder		2.8%	11
Furnace Contractor		2.5%	10
Fire & Water Damage Restoration Service		0.3%	1
Foundation Contractor		1.3%	5
Handicap Access Contractor		1.0%	4
Heavy Construction Machinery		0.3%	1
Garage Builder		1.3%	5
Insulation Installer		2.3%	9
New Home Builder		1.3%	5
Landscape Architect		2.5%	10
Siding Installation or Repair Contractor		2.3%	9
Stone or Marble Company		1.0%	4
Solar Energy Contractor		2.8%	11
Tile Contractor		1.3%	5
Waterproofing Contractor		0.5%	2

Value

Percent

Responses






















Water Well Drilling Contractor



1.0%












4

44. 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
Arborist		5.3%	21
Carpet Cleaning Service		12.8%	51
Furnace Cleaning Service		3.0%	12
Home Pressure Washing Service		3.0%	12
Home Gardening Service		4.3%	17
House Cleaning Service		11.8%	47
Key or Locksmith Service		3.0%	12
Lawn Care Service		19.3%	77
Landscaper		8.8%	35
Pest Control Service or Exterminator		21.5%	86
Shades & Blinds Installation Service		3.0%	12
Television or Internet Service Provider		23.0%	92
Window & Door Installation Service		4.3%	17
None of the above / Does not apply		40.8%	163
Awning & Tent Company		1.3%	5
Bathtub Refinishing Service		2.3%	9
Cabinet Refacing Service		1.5%	6
Furniture Upholstery Service		2.5%	10
Fuel or Oil Home Heating Service		1.5%	6
Home Theater Installation Service		0.3%	1
Interior Designer		0.8%	3

Value		Percent	Responses
Pool Cleaning Service		1.5%	6
Water Treatment Supply & Service		2.5%	10
Wallcoverings Store		0.8%	3





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

Value		Percent	Responses
Retirement Counselor		1.5%	6
Assisted Living Facility		2.3%	9
Retirement Home		1.8%	7
Nursing Home		1.8%	7
55+ Housing Community		5.3%	21
Senior Center		10.0%	40
Adult Day Care		1.8%	7
Geriatric Physician		2.8%	11
Respite Relief Provider		0.8%	3
Senior Care Placement Agency		1.0%	4
None of the above / Does not apply		81.0%	324











46. 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		3.8%	15
Summer Camp		6.8%	27
Sports Camp		4.0%	16
None of the above / Does not apply		90.8%	363








47. 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		16.5%	66
Children's Shoe Store		8.8%	35
Children's Furniture Store		1.8%	7
None of the above / Does not apply		83.5%	334





48. 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		6.3%	25
Animal Daycare		6.0%	24
Emergency Animal Hospital		5.0%	20
Pet Boarding		12.3%	49
Pet Groomer		24.5%	98
Pet Sitter		9.5%	38
Pet Trainer		2.5%	10
Pet Walker		0.5%	2
Veterinarian		51.3%	205
None of the above / Does not apply		40.3%	161

49. 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		11.5%	46
Bird Specialty Store		2.0%	8
Bird Shop		1.8%	7
Pet Boutique		2.3%	9
Fish or Aquarium Store		3.5%	14
Pet Store		40.0%	160
None of the above / Does not apply		50.8%	203















50. 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
Property Manager		2.3%	9
Realtor		10.0%	40
Real Estate Brokerage Firm		1.5%	6
None of the above / Does not apply		88.3%	353






















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
























Value		Percent	Responses
Apartment Rental Agency		5.3%	21
Developer		0.8%	3
Estate Appraiser		1.3%	5
Estate Liquidator		0.8%	3
Home Inspector		3.5%	14
Home Staging Company		1.3%	5
Manufactured or Modular Home Builder		1.8%	7
New Home Builder		2.0%	8
Mortgage Banker		3.5%	14
Mortgage Broker		2.3%	9
Real Estate Appraiser		4.8%	19
Title & Escrow Company		5.3%	21
None of the above / Does not apply		82.3%	329


















52. 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		70.3%	281
Family Style Restaurant		44.0%	176
Buffet Restaurant		27.0%	108
Fine Dining Restaurant		27.3%	109
Restaurant with Lounge or Bar		29.5%	118
Pizza Restaurant		50.8%	203
Ethnic Restaurant		24.8%	99
Chinese Restaurant		39.5%	158
Mexican Restaurant		66.8%	267
Italian Restaurant		30.8%	123
Japanese or Sushi Restaurant		13.8%	55
Thai Restaurant		16.8%	67
Indian Restaurant		5.3%	21
None of the above / Does not apply		6.3%	25






















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
















Value		Percent	Responses
Art Supply Store		12.5%	50
Art Gallery		9.8%	39
Craft Supply Store		28.5%	114
Home and Office Battery Store		5.0%	20
Bookstore		41.3%	165
Candle Shop		11.0%	44
Cigar Store		4.0%	16
Coin Shop		5.0%	20
Comic Book Shop		3.0%	12
Computer Store		11.5%	46
Department Store		63.8%	255
Discount Store		59.3%	237
Drugstore or Pharmacy		66.8%	267
Electronics Store		20.3%	81
Fabric Store		14.0%	56
Florist		9.0%	36
Gift Shop		18.0%	72
Herb Shop or Herbalist		8.3%	33
Hobby Shop		23.3%	93
Knife Store		3.0%	12
Mobile Phone Store		19.8%	79

Value		Percent	Responses
Military Surplus Store		3.8%	15
Music and Video Store		7.3%	29
Music Instrument Store		4.8%	19
Music Store		5.8%	23
Office Equipment & Supply Store		19.3%	77
Outlet Store		21.3%	85
Pawn Shop		13.8%	55
Flea Market		23.8%	95
Religious Supply or Gift Shop		5.3%	21
Scrap Metal Dealer		4.0%	16
Shopping Center		35.3%	141
Consignment Shop		26.5%	106
Tobacco Store		7.5%	30
Toy Store		8.5%	34
Record Store		4.8%	19
Vitamin or Supplement Store		20.3%	81
Wholesale, Warehouse or Club Store		38.5%	154
Thrift Store		43.0%	172
Yard Equipment Store		8.3%	33
Bead Store		6.0%	24
Marijuana Dispensary		7.5%	30
CBD Store		8.0%	32
Gun Shop		11.8%	47

Value		Percent	Responses
Gold/Silver/Precious Metal Dealer		5.3%	21
Christian Book Store		14.0%	56
Christmas Store		13.3%	53
Yarn Store		4.3%	17
None of the above / Does not apply		5.5%	22
Adult Video or Adult Store		2.3%	9
New Age Book Store		1.5%	6
Equipment Rental Store		2.8%	11
Monument or Memorial Company		1.3%	5
Sewing Studio		2.5%	10
Sign Store		1.3%	5
Vape or Smoke Shop		2.8%	11
Trophy or Award Store		0.8%	3
Wedding Supply Store		1.5%	6
Survival Store		2.0%	8
Camera Store		2.8%	11
Security Service		2.3%	9

54. 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		23.0%	92
Major Appliance Store		9.3%	37
Small Appliance Store		3.8%	15
TV & Appliance Store		7.8%	31
Bath & Accessory Store		24.8%	99
Building Supply Store or Lumber Yard		32.3%	129
Carpet Store		5.5%	22
Clock Shop		3.0%	12
Fireplace, Wood Stove or Barbeque Store		4.5%	18
Flooring Store		9.8%	39
Frame Shop		3.0%	12
Furniture Store		18.0%	72
Hardware Store		36.8%	147
Home & Garden Center		48.8%	195
Home Decor Store		17.3%	69
Lighting Store		5.3%	21
Mattress or Bedding Store		11.8%	47
Plant Nursery & Garden Supply Store		29.3%	117
Outdoor Furniture Store		6.3%	25
Paint Store		12.8%	51
Rug Store		3.0%	12

Value		Percent	Responses
Tool Rental Center		3.5%	14
Tool Store		11.3%	45
Vacuum Store		4.0%	16
Window Store		3.0%	12
TV Store		3.8%	15
Used Building Supply Store		4.8%	19
None of the above / Does not apply		17.5%	70
Baby Supply & Furniture Store		2.3%	9
Cabinet Store		2.8%	11
Furniture Restoration Shop		2.8%	11
Hot Tub or Spa Dealer		1.5%	6
Rent-to-Own Store		2.0%	8
Solar Energy Equipment Dealer		2.8%	11
Pool & Spa Dealer		2.5%	10
Futon Store		0.3%	1








55. 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		22.8%	91
Beauty Supply Store		25.0%	100
Clothing Accessory Store		24.8%	99
Menswear Store		19.8%	79
Women's Clothing Store		50.0%	200
Eyewear & Opticians Store		36.0%	144
Jewelry Store		12.3%	49
Leather Goods Store		4.8%	19
Lingerie Store		6.0%	24
Logo Apparel Store		3.3%	13
Outdoor Clothing Store		19.5%	78
Perfume Store		5.3%	21
Shoe Store		45.3%	181
Sportswear Store		17.8%	71
Swimwear Store		5.3%	21
Western Wear Store		8.5%	34
None of the above / Does not apply		17.3%	69
Bridal Shop		1.5%	6
Fur Store		0.5%	2
Maternity Store		0.8%	3
Watch Store		2.5%	10

56. 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		13.0%	52
Disaster Insurance		0.3%	1
Insurance Agency		14.5%	58
Immigration Lawyer / Law		0.3%	1
Legal Firm or Attorney		5.5%	22
Tax Advisor		8.0%	32
None of the above / Does not apply		71.3%	285












57. 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
Commercial Builder		1.3%	5
Architect or Architecture Firm		2.3%	9
Employment or Staffing Agency		5.8%	23
Graphic Designer		1.5%	6
Life Coach		0.8%	3
Private Investigator		0.8%	3
None of the above / Does not apply		91.3%	365



















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

Value		Percent	Responses
Have Boat Repaired or Serviced		4.3%	17
None of the above / Does not apply		86.3%	345
Purchase New All-Terrain Vehicle (ATV)		1.3%	5
Purchase New Boat		1.3%	5
Purchase New Personal Watercraft		1.0%	4
Purchase New Motorcycle		1.0%	4
Purchase New Motorcycle Trike		1.0%	4
Purchase New Snowmobile		0.3%	1
Purchase Used All-Terrain Vehicle (ATV)		1.5%	6
Purchase Used Boat		1.0%	4
Purchase Used Personal Watercraft		0.3%	1
Purchase Used Motorcycle		1.8%	7
Purchase Used Motorcycle Trike		0.5%	2
Purchase Used Snowmobile		0.5%	2
Have Motorcycle Repaired		2.3%	9
Purchase Motorcycle Parts		2.3%	9
Purchase Boat Parts		2.8%	11
Purchase Marine Electronics		0.8%	3
Purchase New Golf Cart		1.0%	4
Purchase Used Golf Cart		1.5%	6
Purchase Motorcycle Apparel		2.3%	9
Rent Snowmobile		0.5%	2


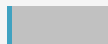






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		1.5%	6
Purchase New Class B RV		0.5%	2
Purchase New Class C RV		0.5%	2
Purchase New Travel Trailer or 5th Wheel		0.3%	1
Purchase New Camper Shell		0.5%	2
Purchase Used Class A RV		0.5%	2
Purchase Used Class B RV		0.5%	2
Purchase Used Class C RV		0.5%	2
Purchase Used Travel Trailer or 5th wheel		1.5%	6
Purchase Used Camper Shell		0.8%	3
None of the above / Does not apply		96.0%	384

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

Value		Percent	Responses
New Car		9.3%	37
New Luxury Vehicle - Under \$50,000		1.0%	4
New Luxury Vehicle - \$50,000 - \$75,000		1.5%	6
New Luxury Vehicle - Over \$75,000		0.5%	2
New Van		0.5%	2
New SUV		4.8%	19
New Truck		3.8%	15
New Hybrid or Electric Vehicle		1.8%	7
Used Car		11.5%	46
Used Luxury Vehicle - Under \$30,000		2.0%	8
Used Luxury Vehicle - \$30,000 - \$50,000		0.8%	3
Used Luxury Vehicle - Over \$50,000		0.8%	3
Used Van		0.8%	3
Used Minivan		0.8%	3
Used SUV		3.5%	14
Used Truck		6.0%	24
Used Hybrid or Electric Vehicle		0.5%	2
None of the above / Does not apply		68.5%	274

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

Value		Percent	Responses
Compact car		4.8%	19
Full-size car		3.8%	15
Luxury vehicle (any size)		4.5%	18
Midsized car		7.8%	31
Pickup truck		11.5%	46
Sport utility vehicle (SUV)		15.0%	60
Van or mini-van		4.8%	19
None of the above		48.0%	192



Total: 400

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

Value		Percent	Responses
Acura		3.3%	13
BMW		3.0%	12
Buick		5.5%	22
Cadillac		3.0%	12
Chevrolet		14.5%	58
Chrysler		3.3%	13
Dodge		9.5%	38
Ford		15.8%	63
GMC		9.3%	37
Honda		15.3%	61
Hyundai		7.8%	31
Jeep		3.8%	15
Kia		5.5%	22
Lexus		3.5%	14
Mazda		4.8%	19
Mercedes-Benz		4.0%	16
Nissan		10.0%	40
Subaru		9.0%	36
Toyota		20.0%	80
Volkswagen		3.3%	13
None of the above / Does not apply		47.8%	191























Value		Percent	Responses
Aston Martin		0.3%	1
Audi		1.5%	6
Ferrari		0.5%	2
Infiniti		2.3%	9
Jaguar		1.0%	4
Land Rover		1.0%	4
Lincoln		2.5%	10
Mini		0.5%	2
Mitsubishi		1.5%	6
Porsche		0.5%	2
Scion		0.3%	1
Suzuki		0.8%	3
Tesla		1.0%	4
Volvo		1.8%	7











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

Value		Percent	Responses
Yes		22.8%	91
No		77.3%	309

Total: 400

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







Value		Percent	Responses
GPS Device (Handheld or In-Vehicle)		3.3%	13
Office Equipment		10.0%	40
Printer		8.3%	33
Ink or Printer Cartridges		37.5%	150
Wi-Fi for Home		7.5%	30
Headphones		15.5%	62
Portable Speakers		5.0%	20
Customizable Smartphone accessories		3.0%	12
Wireless Speakers		4.3%	17
Smartphone Charger		10.3%	41
Smartwatch		5.8%	23
Phone or Tablet Controlled Home Tech Products		4.0%	16
Noise Canceling Headphones		5.3%	21
Phone Calling Card		3.5%	14
Surge Protector		5.0%	20
Wireless Hotspot		3.0%	12
Apple Watch		4.5%	18
Batteries for Electronics		35.8%	143
None of the above / Does not apply		36.5%	146
Home Theater System		1.5%	6
Satellite Radio		2.0%	8
Satellite TV System		1.8%	7

Value		Percent	Responses
Stereo System (Home)		2.3%	9
Compact/Mini Projector		1.5%	6
Wearable Electronics		1.3%	5
Healthcare Device		2.0%	8
Aerial Drone		2.8%	11
Aerial Drone Accessories		2.0%	8
Short Wave Radio		0.5%	2
Assistive Technology for Hearing		1.5%	6
Virtual Reality Headset		0.5%	2
Smart Sports Equipment		0.8%	3

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



Value		Percent	Responses
Camera (Digital) - Point and Shoot		3.5%	14
Camera (Digital) SLR		3.0%	12
Camera Accessories or Supplies		3.8%	15
Camera Memory Card		4.3%	17
Computer Accessories		6.5%	26
Computer Software		6.5%	26
Tablet (iPad or Similar)		7.5%	30
Personal Computer		7.0%	28
Laptop Computer		14.3%	57
TV (3D)		4.0%	16
4K Ultra HD TV		7.8%	31
Smart TV		11.8%	47
None of the above / Does not apply		51.8%	207
Mirrorless Camera		0.3%	1
Camera (Film)		2.0%	8
Camera Lens		1.5%	6
Portable DVD Player		1.0%	4
E-Reader (Kindle or Similar)		2.3%	9
TiVo or DVR		0.3%	1
Computer Bag		1.3%	5
Computer or Tablet Support		2.8%	11

66. 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		23.8%	95
Conventional Cell Phone		8.8%	35
Prepaid Cell Phone		3.3%	13
Unlocked Cell Phone		3.8%	15
Large-Screen Smartphone		4.8%	19
None of the above / Does not apply		64.8%	259

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






















Value		Percent	Responses
Anniversary Jewelry		5.8%	23
Necklaces		9.8%	39
Rings (Other)		8.3%	33
Earrings		19.3%	77
Pendants		4.5%	18
Celtic Jewelry		3.5%	14
Diamond Jewelry		5.5%	22
Silver Jewelry		8.3%	33
Gemstone Jewelry		7.3%	29
Men's Jewelry		3.5%	14
Costume Jewelry		11.8%	47
Designer Jewelry		3.0%	12
Women's Jewelry		12.5%	50
None of the above / Does not apply		59.8%	239
Engagement Rings		1.5%	6
Wedding Rings		2.0%	8
Graduation Rings		2.0%	8
Pearl Jewelry		2.0%	8
Children's Jewelry		2.8%	11
Custom Designed Jewelry		2.3%	9
Crystal Figurines		1.0%	4
Jewelry Box or Organizer		2.8%	11

Value		Percent	Responses
Men's High-End Watch		1.8%	7
Women's High-End Watch		1.3%	5



















68. 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		17.5%	70
Crop Insurance		0.3%	1
Dental Insurance		8.5%	34
Disability Insurance		1.5%	6
Homeowner Insurance		11.5%	46
Life Insurance		7.8%	31
Medical (Health) Insurance		8.0%	32
Medicare		4.0%	16
Long Term Care Insurance		1.8%	7
Pet Insurance		2.5%	10
Renters Insurance		4.3%	17
Agriculture Insurance		0.8%	3
Professional Liability Insurance		1.0%	4
None of the above / Does not apply		69.5%	278

















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

Value		Percent	Responses
Acupuncture		3.3%	13
Audiologist		3.8%	15
Chiropractor		6.5%	26
Family Practice Doctor		11.0%	44
Medical Clinic		5.3%	21
Optometrist		4.8%	19
Primary Care Provider		10.3%	41
Hearing Aid Center		4.0%	16
Drugstore or Pharmacy		10.8%	43
None of the above / Does not apply		64.8%	259
Counseling & Mental Health Specialist		1.5%	6
Geriatric Specialist		0.8%	3
Home Healthcare		0.5%	2
Hospital		2.8%	11
Pediatric Dentist		0.8%	3
Pediatrician		1.0%	4
Wellness Business		1.3%	5
Substance Abuse Treatment Provider		0.3%	1
Weight Loss Service		1.8%	7
Alternative Care Provider		0.5%	2
Physical Therapy or Rehabilitation service provider		2.8%	11

70. 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		1.8%	7
Bankruptcy Attorney		0.8%	3
Banking, Partnership & Business Law Attorney		1.8%	7
Child Support Attorney		1.3%	5
Criminal Law Attorney		1.5%	6
Disability & Social Security Attorney		1.3%	5
Divorce & Family Law Attorney		1.5%	6
DWI, DUI, OWI, OUI Attorney		0.3%	1
Employment Discrimination or Labor Issues Attorney		0.5%	2
General Practice Attorney		2.0%	8
Intellectual Property Attorney		0.8%	3
Malpractice Attorney		0.3%	1
Patent, Trademark & Copyright Attorney		0.8%	3
Probate Attorney		1.0%	4
Real Estate Attorney		2.3%	9
Taxation Attorney		1.3%	5
Wills, Trusts & Estates Attorney		16.5%	66
None of the above / Does not apply		76.0%	304






















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
























Value		Percent	Responses
Botox		4.0%	16
Breast Augmentation		0.3%	1
Breast Implants		0.3%	1
Dermabrasion		1.8%	7
Ear Surgery		0.3%	1
Eyelid Surgery		1.5%	6
Fat Reduction		0.8%	3
Facelift		0.8%	3
Hair Transplant		0.3%	1
Hair Loss Treatment		0.3%	1
Lap Band		0.3%	1
Lip Augmentation		0.5%	2
Liposuction		0.5%	2
Lasik		1.3%	5
Skin Treatment		7.0%	28
None of the above / Does not apply		86.3%	345

72. 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		53.8%	215
Teeth Cleaning		52.0%	208
Cavity Filling		14.5%	58
Crown		12.0%	48
Oral Surgery		4.5%	18
Braces		3.3%	13
Composite Bonding		1.3%	5
Dental Implants		7.8%	31
Dental Veneers		1.3%	5
Dentures		6.0%	24
Full Mouth Reconstruction		0.8%	3
Smile Makeover		0.5%	2
Teeth Whitening		6.8%	27
None of the above / Does not apply		21.3%	85

73. 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
Purchase Elder Care-Related Products or Services		3.0%	12
Fill Medical Prescriptions		44.3%	177
Purchase Medical Supplies or Equipment for Home		3.5%	14
Purchase Health Related Products		14.0%	56
Use Physical Rehabilitation Services		3.0%	12
Stop Smoking		4.3%	17
Purchase Health and Wellness Supplements		17.5%	70
Receive Treatment for Back Pain		9.0%	36
Have an Eye/Vision Exam		56.8%	227
Handicap Accessible Products		3.3%	13
Purchase Prescription Eyeglasses		30.0%	120
Purchase Prescription Contact Lenses		7.0%	28
Have an Annual Physical or Checkup		50.5%	202
Have X-Rays Taken		11.5%	46
Have a Scheduled Surgery		3.0%	12
Have Blood Drawn for Testing		42.5%	170
Plan to Visit a Hospital for any Medical Service or Procedure		7.8%	31
Have Foot Problems Diagnosed or Treated		7.0%	28
Senior Travel		6.0%	24
Receive Treatment for a Sleep Disorder		4.8%	19
Purchase Allergy Medications		21.8%	87









Value		Percent	Responses
Cardiovascular Treatment		4.8%	19
Cancer Treatment		4.3%	17
Chiropractic Care		15.5%	62
Do Corrective Exercises		7.8%	31
Purchase Blood Pressure Monitoring Device		3.3%	13
Purchase Diabetes Testing Supplies		9.3%	37
Get Vaccinations at Drug Store or Pharmacy		25.8%	103
Have Cataract Surgery		3.0%	12
Discretionary Health Care and Wellness Services and Products		5.3%	21
Purchase Marijuana		7.0%	28
Purchase Vitamins		44.8%	179
Have Acupuncture		4.8%	19
Purchase Hemp Based Supplements		7.5%	30
Purchase Anti Anxiety Medication or Supplements		8.0%	32
None of the above / Does not apply		18.0%	72
Find Home for Aging Parent		1.0%	4
Participate in a Medical Study		2.3%	9
Purchase a Mobility Device		1.3%	5
Receive Treatment for Vehicle or Workplace Injury		0.3%	1
Purchase Orthopedic Shoes		2.0%	8
Purchase Home Medical Testing Equipment or Supplies		2.0%	8
Hire a Personal Care Assistant		1.0%	4
Hire a Caregiver or Respite Worker		0.8%	3

Value		Percent	Responses
Purchase "Aging in Place" Products		2.5%	10
Purchase a Medical Alert Service		1.3%	5
Have Safety Bars Installed in Bathroom		1.0%	4
Use Personal Trainer or Instructor		2.0%	8
Stroke Treatment		0.3%	1
Orthopaedic or Knee Surgery		2.3%	9
Memory or Alzheimer's Care		1.3%	5
Nutritional Counseling		1.8%	7
Spinal and Postural Screening		1.8%	7
Physiotherapy		1.3%	5
Receive Treatment for Substance Abuse		0.3%	1
Receive Aquatic Therapy		1.3%	5
Join a Weight Loss Group		1.3%	5
Purchase Weight Loss Supplements		2.5%	10
Purchase Weight Loss Food Plan		1.3%	5
Have Reflexology Treatment		2.3%	9
Hire a Weight Loss Professional		0.5%	2
Receive Treatment for PTSD		2.0%	8










74. 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		0.8%	3
Purchase a "In-the-Ear" Hearing Aid		1.3%	5
Purchase a "Mini Behind-the-Ear" Hearing Aid		2.0%	8
Purchase a Digital Hearing Aid		1.5%	6
Purchase a "Behind-the-Ear" Hearing Aid		2.3%	9
Purchase Hearing Aid Cleaning Supplies		1.3%	5
Purchase Hearing Aid Batteries		6.5%	26
Purchase a "In-the-Canal" Hearing Aid		2.3%	9
Purchase a Analog Hearing Aid		0.5%	2
Have a Hearing Exam		19.0%	76
None of the above / Does not apply		77.8%	311














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

Value		Percent	Responses
Purchase a Funeral Plot		1.0%	4
Pre-purchase a Funeral Plot or Cremation Service		4.0%	16
Purchase a Monument or Headstone		1.5%	6
Use a Funeral Planner		2.3%	9
Purchase Flowers for a Funeral		4.3%	17
Use a Cremation Service		1.8%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.8%	3
None of the above / Does not apply		88.0%	352

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		1.5%	6
Move into a Assisted Living Facility		1.3%	5
Move into a Nursing Home		0.3%	1
Move into a Alzheimers Care Facility		0.8%	3
Move Into a Hospice Facility		0.8%	3
Hospice to your Home or House		1.5%	6
Move into Residential Care Home		0.8%	3
Utilize a Respite Provider		0.3%	1
None of the above / Does not apply		95.8%	383

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

Value		Percent	Responses
Open Checking Account		2.3%	9
Open Savings Account		4.5%	18
Online Banking		44.8%	179
Manage Investments		16.3%	65
Manage Retirement Accounts		16.5%	66
Mortgage Line of Credit		5.8%	23
Financial Consulting		12.5%	50
Financial Services		13.8%	55
Safe Deposit Box Rental		8.0%	32
Obtain New Credit Card		6.0%	24
Payday Loan or Check Cashing Business		1.0%	4
Use Vehicle Title Loan Company		0.8%	3
None of the above / Does not apply		37.5%	150

78. Do you or any member of your household plan to buy or invest in any of the following INVESTMENT /ASSETS in the next 12 months? (Check all that apply.)










Value		Percent	Responses
Annuities		5.5%	22
Certificates of Deposit		10.5%	42
City or State Bonds		2.5%	10
Collectibles, Antiques or Art		3.8%	15
Common or Preferred Stock		7.3%	29
Corporate Bonds or Debentures		2.3%	9
401(k)		21.3%	85
Gold or Precious Metals		4.5%	18
IRA		12.3%	49
Money Market Funds		9.3%	37
Mutual Funds		11.3%	45
Non-US Stocks		2.0%	8
Options		1.3%	5
US Savings Bonds		1.8%	7
US Treasury Notes		1.5%	6
Coins or Stamps		5.3%	21
None of the above / Does not apply		54.0%	216

79. 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		0.3%	1
Business Equipment Loan		0.8%	3
Carpeting or Furniture Loan		1.5%	6
College Expenses Loan		1.8%	7
College Tuition Loan		4.0%	16
Debt Consolidation Loan		3.3%	13
Medical Expenses Loan		1.3%	5
New Vehicle Loan		5.3%	21
Used Vehicle Loan		8.8%	35
Vacation or Travel Loan		0.8%	3
Wedding Loan		0.8%	3
None of the above / Does not apply		79.8%	319

80. 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		27.3%	109
Body Jewelry		4.3%	17
Coats		19.5%	78
Lipstick		31.5%	126
Nail Polish		20.8%	83
Eyewear or Sunglasses		40.3%	161
Formal Wear		3.8%	15
Handbags		22.0%	88
Hats		12.5%	50
Intimate Apparel		16.3%	65
Jewelry or Accessories		18.0%	72
Watches		8.0%	32
Luggage or Bags		4.3%	17
Perfume		18.3%	73
Men's Apparel		41.8%	167
Men's Shoes		36.3%	145
Men's Underwear		34.5%	138
Women's Apparel		58.8%	235
Women's Pajamas or Sleepwear		25.3%	101
Women's Shoes		51.3%	205
Women's Underwear		37.0%	148




Value		Percent	Responses
Swimwear		16.5%	66
Socks		44.0%	176
Scarves		7.5%	30
Ties		3.8%	15
Western Clothing		7.5%	30
Outerwear		18.5%	74
None of the above / Does not apply		12.8%	51
Fur Coat		0.3%	1
Uniforms		2.8%	11

81. 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		8.8%	35
Children's Winter Coats		7.8%	31
Children's Swimwear		7.3%	29
Children's Pants		15.3%	61
Children's T-Shirts		13.8%	55
Children's Dresses		10.0%	40
Children's Pajamas or Sleepwear		13.3%	53
Children's Socks		13.8%	55
Children's Party Dresses		2.8%	11
Children's Shorts		12.0%	48
Infant Clothing		6.8%	27
Children's School Uniform		3.3%	13
Children's Athletic Clothing		9.8%	39
None of the above / Does not apply		75.0%	300

82. 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)		35.0%	140
Boots (Men's)		10.3%	41
Cowboy Boots (Men's)		4.0%	16
Classic & Fashion Sneakers (Men's)		14.0%	56
Lace-Ups (Men's)		8.5%	34
Sandals (Men's)		6.8%	27
Slippers (Men's)		7.5%	30
Work & Safety (Men's)		7.3%	29
Lace-Up Sneakers (Women's)		14.0%	56
Pumps (Women's)		12.5%	50
Sling-Back Sandals (Women's)		12.5%	50
Classic & Fashion Sneakers (Women's)		19.8%	79
Slippers (Women's)		15.8%	63
Cowboy Boots (Women's)		5.5%	22
Athletic & Outdoor Shoes (Women's)		36.0%	144
Loafers & Slip-Ons (Women's)		21.0%	84
Slippers (Children's)		4.0%	16
Athletic & Outdoor Shoes (Children's)		12.8%	51
Sandals (Children's)		6.0%	24
Slip-Ons (Children's)		4.0%	16
Dress Shoes (Children's)		3.5%	14
None of the above / Does not apply		22.0%	88

Value		Percent	Responses
Formal & Tuxedo Footwear (Men's)		2.0%	8
Work & Safety (Women's)		2.8%	11
Cowboy Boots (Children's)		2.3%	9

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























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		13.0%	52
Have Clothing Dry Cleaned		29.8%	119
Have Shoes Repaired		12.0%	48
Rent or Purchase a Costume		2.8%	11
Wash Clothing at a Laundromat		6.8%	27
Purchase Custom Made Clothing Items		1.3%	5
None of the above / Does not apply		58.0%	232

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

Value	Percent	Responses
Bicycle or Mountain Bike (Adult)	6.5%	26
Bicycle Tune-Up or Repair	7.8%	31
Camping or Hiking Equipment	13.0%	52
Exercise or Fitness Equipment	11.0%	44
Fishing Rods or Reels	9.3%	37
Fishing Bait or Attractant	12.5%	50
Fishing Accessories	16.3%	65
Golf Clubs or Equipment	7.0%	28
Hunting Gear	5.8%	23
Ammunition	20.3%	81
Running or Jogging Equipment	6.0%	24
Sports Equipment (Children)	4.3%	17
Swimming Gear	4.8%	19
Weight Lifting Equipment	4.0%	16
Rifle	6.3%	25
Hand Gun	13.0%	52
Shotgun	4.5%	18
None of the above / Does not apply	46.8%	187
Archery Equipment	2.5%	10
Bowling Equipment	1.8%	7
High End Bicycle	1.0%	4
Bicycle Rental	1.8%	7






















Value		Percent	Responses
Racquet Equipment		0.8%	3
Scuba, Diving or Snorkeling Equipment		1.3%	5
Skiing Equipment		1.0%	4
Soccer Equipment		0.8%	3
Sports Memorabilia		1.5%	6
Trampoline		1.8%	7
Trophies or Plaques		0.3%	1
Used Sporting Equipment		2.8%	11











85. 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		25.3%	101
Bedding Flowers or Perennials		42.8%	171
Chainsaw		4.8%	19
Fertilizer		34.0%	136
Flower Pots		28.0%	112
Garden Ornaments		9.0%	36
Gravel or Rock		16.3%	65
Hand Garden Tools		17.0%	68
Landscaping		11.8%	47
Indoor Garden Supplies		7.0%	28
Decorative Rock		12.8%	51
Lawn Seed, Turf or Sod		10.8%	43
Outdoor Fireplace or Fire Pit		3.5%	14
Outdoor Furniture		9.0%	36
Outdoor Grill		7.5%	30
Patio Furniture		7.3%	29
Power Garden Tools		4.0%	16
Propane		16.5%	66
Lawn Mower (Push)		6.5%	26
Lawn Mower (Riding)		3.0%	12
Screen Porch		3.3%	13
Shrubbery or Trees		11.0%	44























Value		Percent	Responses
Stone (Cast, Crushed or Natural)		6.8%	27
Storage Shed		6.0%	24
Leaf Blower		4.8%	19
Insect or Fungus Control Products		17.3%	69
Outdoor Garden Flags		3.5%	14
Greenhouse		3.0%	12
None of the above / Does not apply		26.3%	105
Fountains		2.5%	10
Gate		2.8%	11
Gazebo		0.8%	3
Insects (Bees or Other Beneficial Species)		2.8%	11
Patio Heater		1.5%	6
Outdoor Infrared Heater or Fireplace		1.0%	4
Outdoor Smoker		2.8%	11
Outdoor Kitchen Equipment		2.3%	9
Outdoor Entertainment Center		0.8%	3
Patio Cover, Awning or Canopy		2.3%	9
Pole Shed		1.0%	4
Portable Outdoor Heater		2.0%	8
Rototiller		0.3%	1
Snow Blower		0.3%	1















86. 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%	47
Animal Healthcare Products		8.0%	32
Fertilizers, Herbicides or Pesticides		11.0%	44
Mowers, Cutters or Clippers		4.5%	18
Plants, Plantings or Agricultural Seed		11.3%	45
Propane, Oils or Fuels		8.5%	34
Rocks, Gravel or Sand		6.3%	25
Straw or Bedding Materials		4.0%	16
None of the above / Does not apply		68.8%	275
ATV Products and Attachments		1.8%	7
Barn or Pole Building		1.5%	6
Blowers		1.5%	6
Steel Farm Building		1.3%	5
Carts or Utility Carriers		1.5%	6
Cement Mixers or Rollers		1.0%	4
Chippers or Shredders		1.3%	5
Diggers, Drillers or Drivers		0.8%	3
Drainage or Irrigation Equipment		0.8%	3
Farm Tool Rental		0.8%	3
Farm Equipment Rental		0.3%	1
Farm Machinery or Tractor Attachments & Implements		0.5%	2























Value		Percent	Responses
Farm Work Clothes		1.3%	5
Ground-Working Equipment		1.5%	6
Pallet Forks, Forklifts or Skid Steers		0.3%	1
Pivot		0.3%	1
Planting and Seeding Equipment		2.8%	11
Rakes or Hay Handling Equipment		0.8%	3
Scoops or Shovels		2.5%	10
Sprayers or Spreaders		1.5%	6
Sweepers or Industrial Vacuums		1.0%	4
Tree Cutters or Tree Maintenance Equipment		2.8%	11














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

Value		Percent	Responses
Any Pet-Related Products or Services		15.8%	63
Bird Seed		20.8%	83
Cat Food		29.0%	116
Dog Food		43.0%	172
Fish Food		5.0%	20
Specialized Pet Food		4.8%	19
Other Pet Food		6.5%	26
Pet Accessories		16.3%	65
Pet Clothing		4.5%	18
Pet Toys		21.5%	86
Bird House		3.8%	15
Annual Pet Vaccinations		40.8%	163
Annual Pet Checkups		36.8%	147
Preventative Care		8.5%	34
Adopt or Rescue a Pet		9.0%	36
Purchase Pet Medication		10.5%	42
Purchase Dog Bed		5.5%	22
Board a Pet Overnight		6.0%	24
Pet Dental Care		7.5%	30
Animal Training Classes		4.0%	16
None of the above / Does not apply		31.3%	125
Pet Enclosure		1.0%	4

Value		Percent	Responses
Aquarium or Tank		1.5%	6
Fish Supplies		2.8%	11
Disease Diagnosis		1.5%	6
Pet Travel Cage		1.5%	6
Pet Travel Accessories		1.5%	6
Cremation or Burial Services		1.0%	4
Purchase a Pet		2.5%	10
Holistic or Alternative Pet Care		1.3%	5
Pet Tracking Device		2.8%	11
Bird Health Care		0.8%	3
Hemp Based Pet Supplements		1.5%	6
THC Based Pet Supplements		1.3%	5
Holistic or Alternative Pet Supplements		2.0%	8
Anti Anxiety or Stress Pet Medication for Holidays		2.3%	9
























88. 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		3.0%	12
Add a Fence or Wall Structure		8.3%	33
Remodel Kitchen		5.3%	21
Remodel Bathroom		6.3%	25
Build a Storage Shed		4.5%	18
General Remodeling		6.5%	26
Replace Carpet		6.3%	25
Replace Flooring		8.0%	32
Replace Windows		5.0%	20
None of the above / Does not apply		64.5%	258
Add a Room		2.0%	8
Add a Home Office		1.0%	4
Cabinet Refacing or Resurfacing		2.8%	11
Refinish Bathtub		2.5%	10
Install a Glass Shower		1.5%	6
Remodel or Finish Basement Living Area		0.8%	3
Replace Garage Door		1.8%	7
Build a Garage		1.3%	5
Build Out-Building		2.0%	8
Have Furniture Restored		2.0%	8
Add a Swimming Pool		0.8%	3
Switch from Gas to Electric		0.3%	1






















Value		Percent	Responses
Switch from Electric to Gas		1.0%	4
Install a Stair Lift		0.5%	2
Install "Aging In Place" Products		2.0%	8
Install a Solar Energy System		2.0%	8
Install Security or Monitoring System		2.3%	9
Resurface or Build New Driveway		2.5%	10
Stone or Marble Work (Bathroom or Kitchen)		1.0%	4
Sealcoating		1.3%	5
Asphalt Repair		1.3%	5
Asphalt Resurfacing		2.0%	8
Residential Paving		0.8%	3
Build a "Tiny House"		1.3%	5
Install Handicap Accessible Addition		0.5%	2

89. 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		6.8%	27
Decking		5.3%	21
Doors (Exterior)		6.8%	27
Doors (Interior)		3.8%	15
Electrical Supplies		4.8%	19
Fencing		10.0%	40
Hand Tools		11.0%	44
Home Security Doorbell Camera		4.3%	17
Kitchen Cabinets		3.3%	13
Lighting and Fixtures		6.8%	27
Lock Sets		4.3%	17
Lumber		7.5%	30
Paint (Exterior)		10.0%	40
Paint (Interior)		18.8%	75
Plywood		5.8%	23
Plumbing Supplies		5.5%	22
Power Tools		3.5%	14
Rain Gutters		4.3%	17
None of the above / Does not apply		52.8%	211
Circular Saw		1.5%	6
Furnace		2.3%	9






















Value		Percent	Responses
Generator		2.3%	9
Hardwood Products		2.8%	11
Insulation		2.3%	9
Mill Work		1.3%	5
Molding		2.8%	11
Roofing (Composition)		2.0%	8
Roofing (Other)		1.5%	6
Security Door		1.8%	7
Security Locks		2.0%	8
Screen Door		2.5%	10
Security Window Film		0.5%	2
Siding		1.5%	6
Solar Screen		1.5%	6
Waterproofing		2.0%	8
Water Softener System or Supplies		2.8%	11
Wet or Dry Vacuum		2.8%	11
Wood Stove or Fireplace		1.0%	4
Window Guards		0.5%	2
Windows (Double-Hung)		2.3%	9
Windows (Casement)		1.3%	5
Windows (Picture)		1.3%	5
Windows (Slider)		2.3%	9
Windows (Bay or Bow)		1.0%	4















90. 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		8.3%	33
Air Duct Cleaning		6.0%	24
Appliance Repair		7.8%	31
Blinds Cleaning		3.3%	13
Carpenter or Woodworking		3.0%	12
Carpet Cleaning		12.8%	51
Chimney Cleaning		3.5%	14
Concrete Repair		3.5%	14
Drywall Installation or Repair		3.3%	13
Electrical Repair		4.8%	19
Flooring - Wood (Installation or Repair)		3.5%	14
Furnace Cleaning		4.0%	16
Gardening Services		4.0%	16
Handyman Services		18.5%	74
Home Computer Repair		3.3%	13
Home Repair		4.8%	19
None of the above / Does not apply		47.0%	188
Alternative Energy Systems Installation		1.5%	6
Alternative Energy Systems (Service or Repair)		0.5%	2
Electrical Panel Replacement		1.0%	4
Flooring - Ceramic Tile (Installation or Repair)		1.8%	7

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.8%	11
Flooring - Linoleum (Installation or Repair)		0.8%	3
Flooring - Other (Installation or Repair)		2.8%	11
Foundation Repair		1.3%	5
Furnace Repair		1.3%	5
Furniture Reupholster		1.8%	7
Gutter Installation or Repair		2.8%	11
Heating Repair		1.5%	6
Home Electronics Repair		1.5%	6
Home Heating Oil or Fuel Service		0.5%	2
Home Remodel		2.3%	9
























91. 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		3.0%	12
House Cleaning Service		12.5%	50
Junk or Yard Waste Removal		7.0%	28
Recycle		11.3%	45
Sell Scrap Metal		3.0%	12
Landscaping Service		9.0%	36
Movers		4.5%	18
Painting		12.5%	50
Pest Control		18.3%	73
Plumbing Repair		6.3%	25
Pressure Washing		4.5%	18
Preventative Home Maintenance		4.8%	19
Septic Tank Cleaning or Repair		4.3%	17
Trash Removal		12.5%	50
Window Installation		3.5%	14
Computer Repair		7.5%	30
Mobile or Cell Phone Repair		3.5%	14
None of the above / Does not apply		42.5%	170
Insulation Installation or Maintenance		2.0%	8
Interior Design		1.5%	6
Mold Inspection or Removal		0.5%	2

Value		Percent	Responses
Party Equipment Rental		0.8%	3
Pool Cleaning Service		0.8%	3
Roof Repair		2.8%	11
Security System		2.3%	9
Siding Replacement		1.8%	7
Snow Removal		0.8%	3
Solar Heating or Power System Installation or Repair		1.5%	6
Stucco or Exterior Coating		1.3%	5
Tool Rental		1.3%	5
Tornado or Storm Shelter Building or Repair		1.5%	6
Water Well Drilling		0.3%	1
Waterproofing		0.8%	3
Window Tinting for Home		1.3%	5
Yard Equipment Rental		2.5%	10






















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

Value		Percent	Responses
Air Conditioning (Buy)		4.3%	17
Window Blinds (Venetian or Mini)		3.0%	12
Emergency Preparedness Kit or Supplies		3.5%	14
Batteries (Home or Office)		31.3%	125
Candles		18.5%	74
Firewood		6.3%	25
Carpeting		5.8%	23
Flooring Tile		4.3%	17
Hardwood Flooring		3.0%	12
Rugs		11.5%	46
Clocks		4.5%	18
Curtains or Drapes		9.3%	37
Cutlery, Flatware or Silverware		3.0%	12
Fire Extinguisher		5.0%	20
Fine Art (Paintings, Pottery, Etc.)		3.5%	14
Furniture (Bedroom)		6.0%	24
Furniture (Dining Room)		3.5%	14
Furniture (Living Room)		8.3%	33
Christmas Tree		9.8%	39
Holiday Decorations		9.5%	38
Laminate Flooring		3.5%	14

Value		Percent	Responses
Mirror		3.8%	15
Storage Boxes or Tubs		6.3%	25
Floral Arrangements		5.8%	23
Picture Frames		6.3%	25
Linens (Bathroom)		8.8%	35
Reclining Chair		4.5%	18
Indoor Flowers		6.8%	27
Linens (Dining Room or Kitchen)		4.3%	17
Tankless Water Heater		3.8%	15
None of the above / Does not apply		36.8%	147
Awning		0.8%	3
Oriental Carpeting		0.8%	3
Rugs (Persian)		0.8%	3
Closet System		1.8%	7
Ductless Heat Pumps		1.0%	4
Custom Built Furniture		0.8%	3
Reconditioned Furniture		1.3%	5
Furniture (Children's)		1.5%	6
Crib		0.3%	1
Furniture (Home Office)		1.8%	7
Furnace		0.8%	3
Futon		1.3%	5
Glass Table		0.3%	1



Value		Percent	Responses
Glass Railing		0.3%	1
Safe		1.5%	6
Hot Tub or Spa (Used)		0.5%	2
Sewing Machine		2.0%	8
Wallpaper		1.3%	5
Signs or Banners		0.5%	2
Hot Tub or Spa (New)		1.0%	4

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

Value		Percent	Responses
Home Decor or Decorating		10.0%	40
Adjustable Mattress		3.8%	15
Innerspring Mattress		3.0%	12
Pillow Top Mattress		4.3%	17
Foam Mattress		4.3%	17
Linens (Bedroom)		14.0%	56
Memory Foam Mattress		3.5%	14
Queen Size Bed		5.5%	22
King Size Bed		4.0%	16
Smoke Alarm or Detector		4.8%	19
Window Coverings		3.8%	15
Patriotic Flags		4.5%	18
None of the above / Does not apply		60.0%	240
Gas Burning Freestanding Stoves		0.5%	2
Water Purification System (Drinking)		2.5%	10
Solar Water Heater		0.8%	3
Latex Mattress		0.5%	2
Gel Mattress		1.5%	6
Twin Size Bed		2.3%	9
Swimming Pool (Above Ground)		0.8%	3
Water Heater		1.8%	7

Value		Percent	Responses
Swimming Pool (In-Ground)		1.0%	4
Remote Home Monitoring Video Camera		2.8%	11
Shutters		1.5%	6
Reclaimed Wood Furniture		1.3%	5
Sports Team Flags		1.0%	4

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

Value		Percent	Responses
Paintings		9.8%	39
Fine Art		4.3%	17
Photographs		9.8%	39
Pottery		8.0%	32
Blown Glass		3.0%	12
Stone Carvings		1.5%	6
Sculpture		3.0%	12
Artistic Wall Decor		6.0%	24
Wood Carvings		3.8%	15
Poster Art		2.8%	11
Religious Art		4.0%	16
Stained Glass		4.5%	18
Ceramics		4.8%	19
Metal Work Art		3.5%	14
Music Memorabilia		2.8%	11
Movie Memorabilia		0.8%	3
None of the above / Does not apply		70.8%	283

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






Value		Percent	Responses
Refrigerator		7.0%	28
Portable Dishwasher		1.0%	4
Dishwasher		6.0%	24
Freezer		3.5%	14
Range		2.5%	10
Range Hood		1.3%	5
Wall Oven		1.5%	6
Washer		6.3%	25
Dryer		6.0%	24
Blender		6.3%	25
Tea Kettle		4.3%	17
Microwave		6.8%	27
Window Air Conditioner		2.0%	8
Coffee or Espresso Machine		10.3%	41
Vacuum Cleaner		7.3%	29
None of the above / Does not apply		62.8%	251

96. 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		5.3%	21
Battery		10.0%	40
Floor Mats		6.5%	26
Lights		5.0%	20
RV Accessories or Supplies		3.0%	12
Seat Covers		5.5%	22
Tires		19.8%	79
Wiper Blades		25.3%	101
None of the above / Does not apply		50.3%	201
Canopy		0.8%	3
Child Car Seat		2.3%	9
Grill Guard		1.8%	7
Ground Effects		0.8%	3
Mirror(s)		0.8%	3
Motorcycle Accessories		1.5%	6
Motorcycle Parts		1.3%	5
Performance Parts		1.8%	7
Roof Rack (For Bike, Kayak, Etc.)		0.3%	1
Roof Rack (Luggage or Equipment Container)		0.3%	1
Running Boards		0.3%	1
Spoiler		0.3%	1
Step Bar		0.5%	2















Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.3%	5
Tool Box		1.3%	5
Trailer Hitch		0.8%	3
Truck Bed Liner		1.0%	4
Visor		0.8%	3
Wheels or Rims		2.3%	9
Winch		0.3%	1
Window Tinting Equipment (Auto)		2.0%	8
Cargo Trailer (Vehicle Hauler)		0.5%	2
Cargo Trailer (Flat)		0.5%	2
Cargo Trailer (Motorcycle)		0.5%	2
Cargo Trailer (Boat)		0.5%	2
Cargo Trailer (Box)		0.3%	1

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























Value		Percent	Responses
Dealership		41.3%	165
National chain service center (e.g. Jiffy Lube)		17.3%	69
Private service center		22.3%	89
Friend/Family		9.0%	36
Other		10.3%	41
			Total: 400

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



















Value		Percent	Responses
30,000 Mile Service		7.0%	28
60,000 Mile Service		7.0%	28
100,000 Mile Service		8.5%	34
Auto Detailing		8.3%	33
Auto Repair (General)		8.5%	34
Alignment		7.5%	30
Body Work		5.5%	22
Brake Replacement, Adjustment		7.0%	28
Car Wash		44.5%	178
Gas or Service Station Services		15.5%	62
Oil Change or Lube		36.8%	147
Preventative Maintenance		11.3%	45
Safety Inspection		3.3%	13
Tire Mounting or Installation		5.8%	23
Tune-Up		14.3%	57
Windshield or Glass Repair		7.5%	30
None of the above / Does not apply		26.3%	105
Auto Warranty Work (Work Covered by Warranty)		2.3%	9
Car Rental		2.3%	9
DEQ Inspection		0.3%	1
Electrical Repair		1.8%	7
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	2

Value		Percent	Responses
Motor Repair or Replacement		0.5%	2
Motorcycle Repair		1.0%	4
Muffler		0.8%	3
Painting		2.5%	10
RV Maintenance or Service		2.3%	9
Shocks		1.8%	7
Smog Check		0.8%	3
Stereo Installation		1.8%	7
Transmission or Clutch Repair		1.3%	5
Upholstery Repair		2.5%	10
Vehicle Air Conditioning Repair		2.3%	9
Vehicle Storage		0.5%	2
Vehicle Towing		0.8%	3
Windshield or Window Tinting		1.3%	5

99. 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
Automotive.com		3.5%	14
AutoTrader.com		12.0%	48
CarFax		16.8%	67
CarGurus.com		10.5%	42
CarMax.com		9.0%	36
Cars.com		8.8%	35
Craigslist Auto		12.0%	48
eBay Motors		3.3%	13
KBB.com		5.5%	22
Facebook Dealer Page		6.5%	26
Edmunds.com		5.5%	22
Local Dealer Site		43.3%	173
UsedCars.com		4.8%	19
Other Local Website		7.0%	28
None of the above / Does not apply		34.8%	139
Yahoo! Autos		0.8%	3
Autoblog.com		1.0%	4
CarsDirect.com		2.3%	9
MotorTrend.com		1.5%	6
Local TV Site		2.8%	11
Local Radio Site		2.3%	9
The Car Connection		1.3%	5






















100. 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		44.5%	178
Beauty Products		38.8%	155
Cosmetics		46.3%	185
Babysitting		2.8%	11
Facial		15.8%	63
Hair Care Products		52.0%	208
Hair Coloring		32.8%	131
Hair Cut		62.3%	249
Hair Removal		4.3%	17
Hair Extensions, Wigs or Weaves		3.5%	14
Manicure		21.3%	85
Massage Therapy		20.8%	83
Pedicure		31.0%	124
Tanning Products		1.8%	7
Tanning Bed or Spray Tan		4.0%	16
Tattoo or Piercing		5.3%	21
Spa Bed (Red Light Therapy or Hydration station)		1.0%	4
None of the above / Does not apply		13.3%	53

101. 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)		41.5%	166
Books (Used)		35.8%	143
Books (Children's)		17.3%	69
Board Games		21.0%	84
Lottery Ticket		34.3%	137
Collectibles		6.8%	27
Vinyl Records		6.8%	27
Comics		2.3%	9
Fire Works		8.0%	32
Graphic Novels		1.3%	5
Computer Games		7.3%	29
DVD Movies (Buy)		14.5%	58
DVD Movies (Rent)		13.8%	55
DVD Movies (Children's)		4.3%	17
Magazines		29.0%	116
TV or Movie Themed Toys		4.3%	17
Toys		15.0%	60
Video Console Games		5.3%	21
None of the above / Does not apply		20.8%	83

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


Value		Percent	Responses
Hire a Musician or Band for Wedding or Special Event		3.0%	12
Purchase Wedding or Special Occasion Gifts		4.3%	17
Host or Attend a Graduation Party		6.3%	25
Purchase Cake, Tart or Pastries for Special Occasion		9.3%	37
None of the above / Does not apply		77.3%	309
Purchase a Wedding Dress		1.3%	5
Purchase a Bridesmaid Dress		1.3%	5
Rent a Bridesmaid Dress		0.5%	2
Purchase a Tuxedo		0.5%	2
Rent a Tuxedo		1.3%	5
Rent a Hall or Event Space for Wedding or Special Event		2.8%	11
Rent a Chauffeured Vehicle		0.5%	2
Purchase a Wedding Cake		1.3%	5
Use a Wedding Planner		1.0%	4
Use a Party Planner		1.3%	5
Hire a Caterer for Wedding or Special Event		2.8%	11
Use a Florist for a Wedding or Special Event		2.8%	11
Go on a Honeymoon		2.3%	9
Hire a Photographer for Wedding or Special Event		2.8%	11
Hire a Videographer for Wedding or Special Event		1.0%	4
Host or Attend a Retirement Party		1.5%	6

103. 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		8.3%	33
Ceramics and Pottery		5.0%	20
Collectables		5.5%	22
Comic Books and Related Collectables		2.0%	8
Do-It-Yourself (DIY)		28.0%	112
Games or Puzzles		19.0%	76
Beer Brewing Supplies		1.5%	6
Wine Making Supplies		0.8%	3
Jewelry Making Supplies or Beads		8.3%	33
Knitting		6.0%	24
Making Arts and Crafts		15.5%	62
Paper Crafts		5.3%	21
Quilting		5.3%	21
Scrapbooking		7.3%	29
Toy Collecting		3.0%	12
Trains, Plane & Car Model Kits		2.3%	9
None of the above / Does not apply		46.3%	185









104. 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		49.0%	196
Train Trip		10.3%	41
Book Hotel Room		51.8%	207
Business Travel		7.5%	30
Buy Travel Tickets		18.8%	75
Buy Luggage		4.3%	17
Chartered Fishing Trip		3.5%	14
Hotel or Resort Stay		34.3%	137
International Travel		12.5%	50
Take a Cruise		14.8%	59
Travel Packages		7.5%	30
Use a Travel Agent or Agency		8.5%	34
Vacation Inside Home State		20.3%	81
Vacation Outside Home State		34.5%	138
Rent a Car		24.3%	97
Book Local Lodging for Guests		5.0%	20
Stay at an RV Park		6.3%	25
Stay at a Casino		11.3%	45
Gamble at a Casino		18.0%	72
Play Bingo		8.3%	33
Does not apply		24.5%	98
Charter a Boat		1.3%	5











Value		Percent	Responses
Golf Vacation		2.0%	8
Ski Resort Stay		2.3%	9
Rent RV		2.0%	8

105. 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)		4.8%	19
Attend College or University (Part Time)		3.5%	14
Attend Classes at Community College		7.3%	29
Online Continuing Education Courses		8.3%	33
Professional Certification or Accreditation Courses		3.3%	13
Arts or Crafts Lessons (Adult)		10.5%	42
Cooking Lessons (Adult)		4.0%	16
Attend a Free Lecture or Seminar		14.3%	57
Attend Paid Lecture, Seminar or Special Class		6.5%	26
Dance Lessons		5.8%	23
Yoga, Pilates, or Zumba		9.8%	39
Personal Physical Training		4.0%	16
Attend a Local Workshop		10.5%	42
None of the above / Does not apply		55.0%	220
Attend Graduate School		2.8%	11
Business School		1.8%	7
Learning Center		0.5%	2
Culinary School		0.8%	3
Trade School		1.3%	5
Language Lessons (Adult)		2.3%	9
Music Lessons (Adult)		2.8%	11
Sports Lessons (Adult)		2.3%	9

Value		Percent	Responses
Real Estate Classes		2.5%	10
Child Education or Tutoring		2.0%	8
Music lessons (Child)		1.8%	7
Sports lessons (Child)		1.5%	6
Language Lessons (Child)		0.5%	2
Arts or Crafts Lessons (Child)		1.3%	5
Change School		0.5%	2
Attend a Religion Based School		2.3%	9

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

Value		Percent	Responses
Brushes		13.8%	55
Oil paints		5.8%	23
Acrylic Paints		14.5%	58
Markers		14.8%	59
Specialty Paper		9.8%	39
Fabric Craft Supplies		14.8%	59
Beads		8.5%	34
Art Pencils and Pens		16.5%	66
Scrapbooking Supplies		7.0%	28
None of the above / Does not apply		61.3%	245

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

Value		Percent	Responses
Bass Guitar		1.5%	6
Clarinet		1.5%	6
Drums		2.0%	8
Flute		0.8%	3
Acoustic Guitar		4.8%	19
Electric Guitar		2.5%	10
Electric Keyboard		1.0%	4
Piano		3.3%	13
Piano (High End)		0.5%	2
Trombone		1.0%	4
Trumpet		1.0%	4
Violin		1.0%	4
None of the above / Does not apply		90.0%	360

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

Value		Percent	Responses
Greek		17.3%	69
French		6.3%	25
Asian		32.8%	131
German		11.8%	47
American (New)		35.0%	140
Italian		54.0%	216
Cajun or Creole		16.8%	67
Indian		10.5%	42
Chinese		47.5%	190
American (Traditional)		68.0%	272
Thai		25.3%	101
Middle Eastern		4.0%	16
Japanese		19.3%	77
Mexican		74.3%	297
Vietnamese		8.5%	34
Southern		26.0%	104
Tex-Mex		40.8%	163
Spanish		11.8%	47
Mediterranean		14.0%	56
None of the above / Does not apply		6.0%	24

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

Value		Percent	Responses
Hot Dogs		19.3%	77
Fish & Chips		27.8%	111
Golf Course Restaurant, Bar or Snack Bar		4.8%	19
Barbeque		43.5%	174
Deli		25.0%	100
Breakfast or Brunch		52.0%	208
Appetizers		45.3%	181
Dessert		29.3%	117
Chicken Wings		18.5%	74
Hamburgers		67.3%	269
Chicken		52.0%	208
Frozen Yogurt		15.5%	62
Live or Raw food		4.0%	16
Tapas or Small Plates		7.0%	28
Theme Restaurants		6.0%	24
Soup		31.8%	127
Salad		53.8%	215
Pizza (Dine In)		26.3%	105
Pizza (Delivery)		23.0%	92
Steak		37.8%	151
Juice or Smoothies		14.8%	59
Sandwiches		47.0%	188

Value		Percent	Responses
Pizza (Carry Out)		40.8%	163
Pizza (Take & Bake)		15.8%	63
Seafood		40.8%	163
Vegan		5.0%	20
Steakhouse		29.8%	119
Sushi		18.5%	74
Vegetarian		10.0%	40
Pho		8.8%	35
None of the above / Does not apply		6.3%	25

110. 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		18.3%	73
Locally Grown Produce		28.3%	113
Healthful Children's Dining		6.0%	24
Environmental Sustainability		16.8%	67
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		5.0%	20
Hyper-Local Sourcing		4.8%	19
Gluten Free Cuisine		9.5%	38
Sustainable Seafood		11.5%	46
Raw or Live Food Options		3.0%	12
Specialty Appetizers		7.5%	30
Specialty Salads		14.8%	59
Specialty Soups		10.8%	43
Specialty Desserts		8.3%	33
None of the above / Does not apply		51.3%	205













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

Value		Percent	Responses
Patio or Outdoor Dining		19.8%	79
Non-Smoking Environment		43.8%	175
Child Friendly		12.5%	50
Serve Alcohol		23.5%	94
Pool Tables		3.3%	13
Locally Brewed Beer		8.0%	32
Live Music		14.0%	56
Bar		15.0%	60
Large Craft Beer Selection		7.5%	30
Large Wine Selection		6.3%	25
Hand Crafted Cocktails		3.8%	15
Farm to Table Dining		17.0%	68
Senior Discounts		38.3%	153
None of the above / Does not apply		19.3%	77












112. 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		20.3%	81
Foreign Beer		8.8%	35
Red Wine		24.8%	99
White Wine		21.5%	86
Dessert Wine		3.8%	15
Mixed Drinks		25.0%	100
Hand Crafted Cocktails		9.3%	37
Beer Cocktails		7.3%	29
"Top Shelf" Spirits		10.0%	40
Champagne		2.5%	10
Champagne Cocktails		1.5%	6
Energy Drink based Mixed Drinks		1.0%	4
Premium Tequila		5.5%	22
Alcoholic Cider		4.5%	18
Locally Distilled Spirits		3.5%	14
None of the above / Does not apply		42.5%	170







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		1.0%	4
Purchase Commercial or Business Property		0.8%	3
Purchase Condominium or Townhouse		0.8%	3
Purchase Manufactured or Modular Home		2.3%	9
Purchase Investment Property		4.8%	19
Purchase Personal Residence		8.0%	32
Purchase Custom Built Home		2.0%	8
Purchase Residential Real Estate at an Auction		1.0%	4
Purchase Land or Agricultural Property		3.5%	14
Purchase Vacation Property		0.8%	3
Purchase Other		1.5%	6
None of the above / Does not apply		84.8%	339

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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.3%	1
Sell Personal Residence		7.0%	28
Sell Vacation Property		0.5%	2
Sell Condominium or Townhouse		0.8%	3
Sell Investment Property		1.8%	7
Sell Land or Agricultural Property		3.3%	13
Sell Commercial or Business Property		1.3%	5
Sell Manufactured or Modular Home		1.0%	4
Plan to Sell Home in Master-Planned Community		0.8%	3
Sell Other		2.0%	8
None of the above / Does not apply		85.3%	341







115. 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		12.5%	4
New home, but outside of development		25.0%	8
New home that I will have contractor build		18.8%	6
Existing home less than 10 years old		37.5%	12
Existing home more than 10 years old		46.9%	15
Other		15.6%	5

116. 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		5.3%	21
Rent House (Residence)		7.8%	31
Rent Manufactured or Modular Home		1.5%	6
Rent or Lease Commercial Property		1.0%	4
Rent Agricultural Land		0.3%	1
Rent Subsidized Housing		1.8%	7
Rent Condo/Townhouse		3.0%	12
Rent Section 8 Housing		1.3%	5
None of the above / Does not apply		85.8%	343

117. 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		6.5%	26
Use a Realtor to Buy Real Estate		5.0%	20
Use a Realtor to Buy and Sell Real Estate		6.3%	25
Plan to Sell Property Myself		4.3%	17
Use a Real Estate Broker		2.5%	10
None of the above / Does not apply		82.0%	328

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

Value		Percent	Responses
New Home Loan		5.0%	20
Home Remodel or Renovation Loan		2.0%	8
Business Construction Loan		0.8%	3
Home Construction Loan		1.0%	4
Equity Loan		2.3%	9
Land Loan		1.0%	4
Reverse Mortgage		0.5%	2
Real Estate Loan for existing home		2.0%	8
Refinance Home		3.5%	14
None of the above / Does not apply		86.3%	345



119. 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		8.5%	34
Facebook		9.0%	36
Google		11.5%	46
Auction.com		2.5%	10
Homes & Land		4.3%	17
Homes.com		6.8%	27
HomeFinder		8.8%	35
MLS.com		15.0%	60
National Real Estate Co. Site		3.8%	15
Local MLS Site		19.3%	77
RealEstate.com		10.3%	41
Realtor.com		28.5%	114
Realty.com		6.5%	26
Redfin		3.5%	14
Trulia		15.8%	63
Zillow		41.5%	166
ZipRealty.com		2.5%	10
None of the above / Does not apply		35.3%	141

120. 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		14.0%	56
Apartmentguide.com		8.5%	34
Craigslist		12.5%	50
Forrent.com		1.8%	7
HomeFinder.com		7.8%	31
Hotpads.com		2.5%	10
Rent.com		10.3%	41
Sublet.com		0.8%	3
Trulia		12.0%	48
Zillow		32.0%	128
None of the above / Does not apply		53.0%	212

121. 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		71.0%	284
No, don't know who to call		29.0%	116

Total: 400

122. 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		71.5%	286
No, don't know who to call		28.5%	114
















Total: 400

123. 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		12.3%	49
Craft Beer		14.5%	58
Champagne		8.5%	34
Premium Hard Alcohol or Spirits		12.3%	49
White Wine		30.5%	122
Red Wine		32.3%	129
Cigars		6.0%	24
Major Brand Cigarettes		5.3%	21
Recreational Marijuana		3.8%	15
Marijuana Accessories		5.0%	20
Smokeless Tobacco		3.3%	13
Discount Cigarettes		5.5%	22
Discount Hard Alcohol or Spirits		8.8%	35
Domestic Beer		24.5%	98
Alcoholic Cider		5.8%	23
None of the above / Does not apply		35.0%	140
Vaping Kit		0.3%	1
Vaping Accessories		1.8%	7
Roll Your Own Cigarette Supplies		1.3%	5
E-Liquids / Vape Juice		2.5%	10
Pipe Tobacco		1.0%	4
Electronic Cigarette Supplies		1.5%	6

Value		Percent	Responses
Hookah Accessories		0.8%	3
Hookah		0.8%	3

124. 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		58.3%	14
Cannabis Edibles		58.3%	14
Cannabis Tinctures		20.8%	5
Cannabis Vaporizers		25.0%	6
Cannabis Cleaning Tools or Supplies		16.7%	4
Cannabis Concentrates		16.7%	4
Cannabis Pre-Rolls		25.0%	6
Organic Cannabis Products		20.8%	5
Cannabis Oil		41.7%	10
Cannabis Beauty & Skin Care Products		25.0%	6
Cannabis Beverages		16.7%	4
Cannabis Chocolates		25.0%	6
Medical Cannabis		50.0%	12
CBD Cannabis		41.7%	10
None of the above / Does not apply		4.2%	1

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

Value		Percent	Responses
Bulk or Discounted Food Items		22.5%	90
Specialty Teas		15.5%	62
Specialty Coffee		26.0%	104
Gourmet Deli Counter Items		17.8%	71
Cookies		44.5%	178
Snack Cakes		15.3%	61
Potato Chips		51.8%	207
Soft Drinks		44.5%	178
Energy Drinks		11.8%	47
Energy Bars		14.5%	58
Noodle Bowls		13.0%	52
Cupcakes		14.5%	58
Birthday Cake		16.5%	66
Beef Jerky or Meat Sticks		17.3%	69
Bottled Water		50.5%	202
Candy		35.0%	140
Fruit		70.5%	282
Nuts		56.0%	224
Chocolates		44.0%	176
Ice cream		51.5%	206
Cheese		76.0%	304
Artisan Bread		26.3%	105

Value		Percent	Responses
Artisan Meats		5.5%	22
Sports Drinks		12.3%	49
Basic Condiments		41.3%	165
Artisan Condiments		5.3%	21
Canned Sauces		31.0%	124
Cereal		59.3%	237
Milk		70.5%	282
Chicken		78.8%	315
Pork		50.0%	200
Beef		63.8%	255
Game Meats		3.5%	14
Fish		51.8%	207
Pasta		55.3%	221
Snack Mixes		18.3%	73
Vegetables		69.3%	277
Olive Oil		52.5%	210
Balsamic Vinegar		25.5%	102
Frozen Entrees		44.0%	176
Eggs		79.8%	319
Locally Raised Beef, Pork, Poultry		14.8%	59
Locally Grown Fruit and Vegetables		41.3%	165
Locally Produced Honey		23.5%	94
Organic Food		22.3%	89

Value		Percent	Responses
Pickled Vegetables		17.0%	68
Artisan Cheese		22.5%	90
Alternative "Meat" Products		9.0%	36
Sausage		48.3%	193
Donuts		22.8%	91
Pastries		20.8%	83
None of the above / Does not apply		3.3%	13






















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

Value		Percent	Responses
Convenience		66.0%	264
Better Prices		80.3%	321
Variety		41.3%	165
Quality of Selection		52.3%	209
Quality of Produce		63.8%	255
Healthy Options		31.8%	127
Speed of Check Out		31.0%	124
Size of Store		12.5%	50
Number of Checkouts		24.8%	99
Cleanliness of Store		61.5%	246
Parking		36.5%	146
Help with Bagging/Packing		17.8%	71
Loyalty Tokens/Stamps		5.3%	21
Home Delivery		3.3%	13
None of the above / Does not apply		2.5%	10
















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

Value		Percent	Responses
See, touch, feel and try out items		67.3%	269
Take items home immediately		58.8%	235
Return items more easily		34.3%	137
Enjoy the in-store experience		37.3%	149
Can ask questions to store associates		32.3%	129
To support local businesses		53.0%	212
More secure than online purchase		18.3%	73
Better prices		27.3%	109
Quality of service		25.8%	103
Better Selection		27.3%	109
Local flavor or uniqueness		20.8%	83
None of the above / Does not apply		5.5%	22













128. 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		43.3%	173
Donate to a Charity		47.0%	188
Donate to a Church		40.5%	162
Donate to Political Party or Government Representative		13.0%	52
Join a New Church		6.0%	24
Volunteer at Church		18.8%	75
Volunteer for Nonprofit Group		19.8%	79
Get Married		3.5%	14
Retire		3.8%	15
Vote in Upcoming Local Elections		47.5%	190
Vote in Upcoming State or National Elections		56.3%	225
Purchase Season Tickets for Performing Arts		5.8%	23
Attend a Holiday Themed Performance		25.3%	101
Community Activity		26.5%	106
Support an Organization		16.0%	64
Make a Donation		33.5%	134
Register to Vote		9.8%	39
None of the above / Does not apply		11.5%	46
Donate Vehicle		1.5%	6
Have a Baby		1.5%	6
Look into Private Schooling for Children		1.3%	5

129. 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		28.3%	113
Community Event		46.5%	186
Festival		47.8%	191
Live Performance		41.8%	167
Fundraising Event		18.0%	72
Seminar		11.0%	44
School Event		25.8%	103
Corporate Event		9.3%	37
Trade Show		12.3%	49
Conference		13.8%	55
Networking Event		5.8%	23
Radio Station Sponsored Event		6.5%	26
Television Station Sponsored Event		3.0%	12
Newspaper Sponsored Event		6.3%	25
None of the above / Does not apply		19.5%	78

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



Value		Percent	Responses
Participate in Organized Athletics		7.5%	30
Use a Zip Line		6.3%	25
Go Camping		23.5%	94
Go Mountain Biking		5.0%	20
Go Touring on a Bicycle		4.8%	19
Go to a Community or City Swimming Pool		14.5%	58
Take a Guided Backpacking or Hiking Trip		5.5%	22
Attend a Horse Race		7.8%	31
Attend a Car, Truck or Motorsport Race		6.3%	25
Participate in City or Municipal Sponsored Programs		11.0%	44
Join or Change Health or Fitness Club		11.0%	44
None of the above / Does not apply		46.3%	185

131. 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		20.8%	83
Local Business Blog		3.3%	13
Local Business Email		8.0%	32
CitySearch		4.0%	16
Snapchat		10.0%	40
Instagram		25.5%	102
Cinema Ads		15.0%	60
Facebook Business Page		17.3%	69
Reviews on Yelp! or Google+		16.8%	67
YouTube Promo Video		13.3%	53
Local Business Text Message		4.8%	19
Pandora		21.8%	87
Online Yellow Pages		6.5%	26
Google Search		63.0%	252
eBay		35.8%	143
Spotify		11.3%	45
Pinterest		33.0%	132
Google+ Local		9.8%	39
Clicked on Google Sponsored Ad		16.0%	64
LinkedIn		23.0%	92
Angie's List		5.5%	22
Craigslist		31.8%	127



Value		Percent	Responses
Bing		11.8%	47
Twitter		18.5%	74
Amazon		81.3%	325
None of the above / Does not apply		4.8%	19
Digital Billboard		1.0%	4

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

Value		Percent	Responses
Yes		73.8%	295
No		26.3%	105



Total: 400

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

Value		Percent	Responses
Yes		46.3%	185
No		53.8%	215























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










Value		Percent	Responses
Yes		36.5%	146
No		63.5%	254

Total: 400



135. 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		50.0%	200
Arts and Entertainment		34.3%	137
Automotive - (General)		25.5%	102
Automotive - (New Vehicle Dealership)		14.8%	59
Automotive - (Used Vehicle Dealership)		13.0%	52
Automotive - (Auto Parts store)		13.5%	54
Automotive - (Auto Repair business)		8.3%	33
Automotive - (Auto Body shop)		4.3%	17
Tire Business		18.5%	74
Beauty and Spa Related Businesses		13.3%	53
Child Related Businesses		4.3%	17
Community and State Services		19.5%	78
Education		14.0%	56
Employment Related Businesses		11.3%	45
Event Planning and Services		7.5%	30
Family Activity Related Businesses		9.8%	39
Farm Equipment and Agriculture Businesses		5.3%	21
Financial Services		10.3%	41
Fitness Businesses or Providers		6.5%	26
General Retail		38.0%	152
Grocery / Market		32.3%	129
Home and Garden Related Businesses		21.0%	84

Value		Percent	Responses
Building Supply/Lumber Business		14.3%	57
Home Service Businesses		9.8%	39
Home Service Contractors		11.3%	45
Hotel and Travel Related Businesses		27.5%	110
Local Services		27.5%	110
Medical Related Businesses - (General)		16.5%	66
Medical Related Businesses - (Chiropractor)		4.3%	17
Medical Related Businesses - (Dentist)		8.8%	35
Medical Related Businesses - (Hospital)		4.8%	19
Motorsport Businesses		3.3%	13
Nightlife Related Businesses		10.5%	42
Pet / Animal		28.3%	113
Professional Services		12.8%	51
Real Estate Service Businesses		6.5%	26
Recreation Related Businesses		9.0%	36
Restaurant / Bar / Lounge		34.8%	139
Senior Related Businesses		10.5%	42
Specialty Food and Drink		15.3%	61
General Retail - Children's Clothing Store		7.3%	29
General Retail - Clothing Accessory Store		12.8%	51
General Retail - Computer Store		11.8%	47
General Retail - Farming and Agriculture Business		3.8%	15
General Retail - Furniture Store		16.8%	67










Value		Percent	Responses
General Retail - Hardware Store		15.8%	63
General Retail - Home Entertainment Store		7.3%	29
General Retail - Jewelry Store		8.0%	32
General Retail - Major Appliance Store		8.5%	34
General Retail - Men's Clothing Store		14.8%	59
General Retail - Mobile Phone Store		8.0%	32
General Retail - Shoe Store		20.3%	81
General Retail - Women's Clothing Store		23.8%	95
None of the above / Does not apply		14.0%	56

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

Value		Percent	Responses
Yes		20.0%	80
No		80.0%	320












Total: 400

137. 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		11.3%	45
Get a New Part Time Job		12.3%	49
Get a Temporary or Seasonal Job		4.0%	16
Use an Employment or Temporary Employment Agency		3.3%	13
Use a Career Counselor		0.8%	3
Get a Second (or Third) Job		4.3%	17
Get First Job after High School		0.3%	1
Get First Job after College		0.5%	2
None of the above / Does not apply		75.8%	303

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








Value		Percent	Responses
Retail		5.0%	20
Admin & Clerical		6.0%	24
Accounting		3.3%	13
Health Care		5.0%	20
Grocery		3.0%	12
Customer Service		7.8%	31
Child Care		3.0%	12
Management		6.0%	24
Education		5.5%	22
NonProfit		3.0%	12
Executive Level		3.0%	12
Sales & Marketing		3.8%	15
None of the above / Does not apply		67.0%	268
Agriculture		1.5%	6
Automotive		1.3%	5
Warehouse		2.0%	8
Construction		1.3%	5
Hotel - Hospitality		2.5%	10
Manufacturing		2.0%	8
Entry Level (New Graduate)		1.5%	6
Banking & Finance		2.0%	8

Value		Percent	Responses
Real Estate		2.5%	10
Insurance		1.3%	5
Legal		2.3%	9
Media		1.8%	7
Government		2.5%	10
Installation - Maintenance - Repair		1.0%	4
Restaurant - Food Services		2.8%	11
Engineering		1.0%	4
Information Technology		1.3%	5
Skilled Labor - Trades		1.5%	6
Transportation		2.0%	8


139. 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		19.8%	79
Local Agency Site		11.8%	47
Craigslist		11.3%	45
Facebook		6.3%	25
Indeed.com		26.0%	104
LinkedIn		18.5%	74
Monster.com		8.8%	35
CareerBuilder		7.8%	31
GlassDoor		5.3%	21
SimplyHired.com		2.5%	10
AOL Jobs		0.8%	3
SnagAJob.com		1.8%	7
Dice.com		0.3%	1
USAjobs.gov		6.5%	26
USAjobs.org		3.8%	15
ZipRecruiter		6.8%	27
JobDiagnosis		1.0%	4
TheLadders		1.0%	4
None of the above / Does not apply		50.5%	202







140. 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		23.3%	93
Yellow Pages directory		2.8%	11
Direct mail flyer		18.3%	73
Deal program/offer		6.0%	24
Facebook business page offer		7.3%	29
Billboard advertising		2.0%	8
None of the above / Does not apply		64.3%	257

141. 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)		19.5%	78
Purchased an online deal to a local business in the past 3 months		11.0%	44
None of the above / Does not apply		74.8%	299

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



Value		Percent	Responses
Read ads and keep them - using three or more		10.0%	40
Read ads and keep them - using one or two		37.0%	148
Read ads and keep them - without using any		6.0%	24
Read ads but throw away without using any		19.8%	79
Throw ads away unread		21.0%	84
Do not receive direct mail or advertisements at home or PO Box		6.3%	25

Total: 400

143. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)



	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	16 4.0%	64 16.0%	171 42.8%	19 4.8%	33 8.3%	51 12.8%	46 11.5%	400
County election Count Row %	18 4.5%	55 13.8%	184 46.0%	20 5.0%	30 7.5%	44 11.0%	49 12.3%	400
State election Count Row %	19 4.8%	73 18.3%	161 40.3%	15 3.8%	31 7.8%	51 12.8%	50 12.5%	400
Total Total Responses								400

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

Value		Percent	Responses
Yes		82.0%	328
No		18.0%	72














Total: 400

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		87.3%	349
No		12.8%	51

Total: 400















146. 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		6.8%	27
Used Vehicle Dealership		4.3%	17
New and Used Vehicle Dealership		8.0%	32
Automotive Service		11.3%	45
Tire Store		9.0%	36
Auto Parts Store		15.3%	61
Recreation Vehicle (RV) Dealership		1.3%	5
RV or Camper Repair		2.5%	10
Boat Dealer		0.8%	3
Boat Service		0.5%	2
Motorcycle Dealer		0.8%	3
Motorcycle Repair Shop		0.3%	1
None of the above / Does not apply		65.8%	263

147. 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		2.0%	8
Insurance Agency		7.0%	28
Tax Advisor		3.3%	13
Telecommunications Provider		1.8%	7
Internet Service Provider		5.0%	20
None of the above / Does not apply		84.3%	337







148. 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		1.3%	5
Hearing Aid Center		2.5%	10
Cardiologist		4.8%	19
Chiropractor		3.0%	12
Dentist		13.0%	52
Dermatologist		5.3%	21
Hospital		4.0%	16
Mental Health Provider		1.5%	6
Optometrist		5.0%	20
Pediatrician		1.8%	7
General Practitioner		11.0%	44
Rehabilitation Clinic		0.5%	2
Urgent Care Clinic		6.3%	25
Surgical Specialist		2.5%	10
Weight Loss Service		0.8%	3
None of the above / Does not apply		69.0%	276

149. 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		6.0%	24
Electrician		3.0%	12
Handyman		8.0%	32
Heating & Air Conditioning Service		3.5%	14
Remodeling Contractor		1.5%	6
General Contractor		4.0%	16
Landscaper		3.0%	12
New Home Builder		1.0%	4
Painting Contractor		2.8%	11
Plumber or Plumbing Contractor		2.8%	11
Roofing Contractor		3.3%	13
None of the above / Does not apply		78.3%	313









150. 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		4.5%	18
Home Inspector		0.5%	2
Mortgage Broker		1.8%	7
Property Manager		1.5%	6
Realtor		5.5%	22
None of the above / Does not apply		89.0%	356









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

Value		Percent	Responses
Real Estate Loan Provider		1.5%	6
Automotive Loan Provider		1.5%	6
Financial Advisor		3.5%	14
Bank		13.8%	55
Credit Union		7.8%	31
None of the above / Does not apply		78.3%	313









152. 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		9.3%	37
Ethnic Restaurant		13.0%	52
Family Style Restaurant		19.0%	76
Fast Food Restaurant		17.8%	71
Fine Dining Restaurant		18.3%	73
Pizza Restaurant		19.0%	76
Restaurant with Bar or Lounge		12.5%	50
None of the above / Does not apply		46.3%	185




153. 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%	35
Clothing Accessory Store		6.8%	27
Major Appliance Store		4.0%	16
Computer Store		8.0%	32
Farming and Agriculture Business		1.5%	6
Furniture Store		9.3%	37
Grocery Store		21.0%	84
Hardware Store		9.3%	37
Home Entertainment Store		1.8%	7
Jewelry Store		4.5%	18
Mobile Phone Store		5.8%	23
Shoe Store		9.3%	37
Specialty Food Business		4.3%	17
Women's Clothing Store		15.3%	61
Men's Clothing Store		7.8%	31
Children's Clothing Store		4.8%	19
None of the above / Does not apply		55.0%	220


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

Value		Percent	Responses
Any Beauty Related Business		7.3%	29
Any Child Related Business		3.0%	12
Any Event Planning Business		2.3%	9
Any Education Business		4.5%	18
Any Fitness Business		4.5%	18
Any Pet Related Business		10.3%	41
Any Senior Related Business		4.8%	19
None of the above / Does not apply		76.5%	306

155. 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		17.8%	71
No		53.5%	214
Does not apply		28.8%	115
			Total: 400

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

Value		Percent	Responses
Beauty and Spa		4.2%	3
Education		5.6%	4
Financial Services		5.6%	4
General Retail		4.2%	3
Health and Medical		4.2%	3
Hotel and Travel		4.2%	3
Local Services		5.6%	4
Real Estate		8.3%	6
Restaurant / Bar / Lounge		4.2%	3
Other		31.9%	23
Apparel and Accessories		2.8%	2
Arts and Entertainment		2.8%	2
Automotive		1.4%	1
Child Related Businesses		1.4%	1
Event Planning and Services		1.4%	1
Family Activity		1.4%	1
Grocery and Specialty Food/Drink		2.8%	2
Home and Garden		2.8%	2
Home Service Businesses		2.8%	2
Pet / Animal		1.4%	1
Recreation		1.4%	1

Total: 72









157. 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.		38.0%	27
Computer Hardware		16.9%	12
Office Copier		5.6%	4
Business Logo Apparel		11.3%	8
Networking Hardware or Software		11.3%	8
Office Furniture, Fixtures or Interiors		11.3%	8
Office Cleaning Supplies		15.5%	11
Office Supplies		49.3%	35
Office Printer		14.1%	10
Promotional Items		18.3%	13
Security System		7.0%	5
Telephone Systems		7.0%	5
Uniforms or Work Clothing		11.3%	8
None of the above / Does not apply		26.8%	19












158. 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		7.0%	5
Business Advertising		11.3%	8
Business Advisory Services		4.2%	3
Business Internet Services		5.6%	4
Business Internet Service Provider		4.2%	3
Business Marketing Services		8.5%	6
None of the above / Does not apply		73.2%	52
Business Financial Consulting		2.8%	2
Business Bottled Water Delivery		2.8%	2
Business Cellular Phone Service		1.4%	1
Business Computer Consulting		2.8%	2
Business Construction Contractor		2.8%	2
Business Payroll Services		1.4%	1
Business Printing Services		2.8%	2
Business Realty Services		1.4%	1
Business Recruitment		1.4%	1
Business Security Services		2.8%	2
Business Sign Company Services		2.8%	2
Business Shuttle or Limo Services		2.8%	2
Business Staffing or Temp Services		1.4%	1
Business Travel Agency		2.8%	2
Business Television Media Service		1.4%	1
Business Radio Media Service		2.8%	2









159. 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		5.6%	4
Add New Locations		1.4%	1
Renovate Existing Facilities		4.2%	3
Construct New Facilities		4.2%	3
Buy or Rent Industrial Space		2.8%	2
Buy or Rent Warehouse space		4.2%	3
Install New Commercial Carpeting		1.4%	1
None of the above / Does not apply		84.5%	60























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

Value		Percent	Responses
Purchase New Business Automobiles		2.8%	2
Purchase Used Business Automobiles		5.6%	4
Purchase New Business Trucks		1.4%	1
Purchase Used Business Trucks		4.2%	3
Lease New Business Automobiles		1.4%	1
Lease New Business Trucks		1.4%	1
Purchase New Business Delivery Vehicles		2.8%	2
Purchase Used Business Delivery Vehicles		4.2%	3
Purchase New Heavy Duty or Commercial Business Trucks		1.4%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.4%	1
None of the above / Does not apply		90.1%	64



















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

Value		Percent	Responses
Business Insurance		2.8%	2
Business Health Insurance		9.9%	7
Business Dental Insurance		8.5%	6
Business 401K or Retirement Program		7.0%	5
Business "Key Man" Insurance		2.8%	2
Business Property Insurance		5.6%	4
Business Commercial Insurance		2.8%	2
None of the above / Does not apply		81.7%	58

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

Value		Percent	Responses
Local Newspaper		18.3%	13
Local Newspaper Site		7.0%	5
Local Radio		9.9%	7
Local Television		5.6%	4
Other Print Publications		4.2%	3
Facebook		31.0%	22
Twitter		7.0%	5
Other Social Media		11.3%	8
Search Engine Optimization (SEO, SEM)		9.9%	7
Word of Mouth or Referrals		38.0%	27
Direct Mail		18.3%	13
Coupons or "Deal of the Day"		7.0%	5
Fliers or Door Hangers		4.2%	3
Yellow Pages		4.2%	3
Banner Ads		4.2%	3
Online Advertising		8.5%	6
None of the above / Does not apply		18.3%	13
Local Free or Alternative publication		1.4%	1
Billboards		1.4%	1
Sign "Spinners"		1.4%	1
Telemarketing		2.8%	2
Retargeting Web Ads		2.8%	2




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

Value		Percent	Responses
Have an ongoing digital marketing campaign		7.0%	5
Use social media for promoting business		25.4%	18
Website optimized for mobile (responsive)		12.7%	9
Ongoing search optimization (SEO, SEM)		7.0%	5
Banner ads		8.5%	6
Cost-per-click ads (CPC, PPC)		8.5%	6
Cost-per-mille ads (CPM)		4.2%	3
Programmatic ads		1.4%	1
Retargeting ads		1.4%	1
Video ads		5.6%	4
Google ads (Adwords)		8.5%	6
Facebook ads		25.4%	18
Sponsored content		2.8%	2
Email advertising		14.1%	10
Site analytics		14.1%	10
Use a Digital Agency		7.0%	5
Digital ads through newspaper		4.2%	3
None of the above/Does not apply		45.1%	32

164. 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		8.5%	6
Use social media for promoting business		23.9%	17
Website optimized for mobile (responsive)		5.6%	4
Ongoing search optimization (SEO, SEM)		9.9%	7
Banner ads		4.2%	3
Cost-per-click ads (CPC, PPC)		8.5%	6
Cost-per-mille ads (CPM)		5.6%	4
Programmatic ads		4.2%	3
Retargeting ads		2.8%	2
Video ads		7.0%	5
Google ads (Adwords)		8.5%	6
Facebook ads		22.5%	16
Sponsored content		4.2%	3
Email advertising		14.1%	10
Site analytics		8.5%	6
Use a Digital Agency		5.6%	4
Digital ads through newspaper		7.0%	5
None of the above/Does not apply		52.1%	37

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




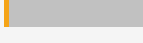


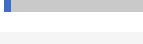
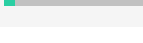
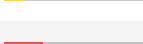
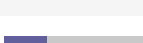

Value		Percent	Responses
Yes		9.9%	7
No		80.3%	57
Don't know		9.9%	7

Total: 71

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

Value		Percent	Responses
0%		5.0%	20
1% - 25%		44.8%	179
26% - 50%		20.3%	81
51% - 75%		15.8%	63
76% - 100%		14.3%	57
			Total: 400
			Avg 35%






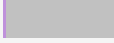
167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.5%	2
20 - 24		0.8%	3
25 - 30		3.3%	13
31 - 34		3.0%	12
35 - 40		4.0%	16
41 - 45		2.5%	10
46 - 49		5.3%	21
50 - 54		8.3%	33
55 - 60		14.0%	56
61 - 69		27.5%	110
70 or older		31.0%	124

Total: 400








Avg 61

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

Value		Percent	Responses
Metro / Urban		14.0%	56
Small/Mid-Size Town		51.0%	204
Suburban		14.8%	59
Rural		16.0%	64
Vacation community		1.0%	4
Other		3.3%	13







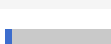
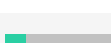
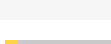
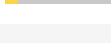
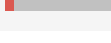


Total: 400

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

Value		Percent	Responses
Some High School (Not Graduate)		1.0%	4
High School Graduate (12th grade)		9.5%	38
Vocational or Technical Training		5.8%	23
Some College		27.8%	111
College Graduate		26.8%	107
Some Post-Graduate Study (No Advanced Degree)		6.3%	25
Post-Graduate Degree		23.0%	92








Total: 400

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

Value		Percent	Responses
Under \$20,000		11.6%	46
\$20,000 - \$24,999		6.6%	26
\$25,000 - \$29,999		4.8%	19
\$30,000 - \$34,999		5.6%	22
\$35,000 - \$39,999		4.0%	16
\$40,000 - \$44,999		5.1%	20
\$45,000 - \$49,999		5.6%	22
\$50,000 - \$74,999		21.2%	84
\$75,000 - \$99,999		12.9%	51
\$100,000 - \$124,999		8.8%	35
\$125,000 - \$149,999		4.5%	18
\$150,000 - \$200,000		6.1%	24
Over \$200,000		3.3%	13

Total: 396
Avg \$72,641

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.5%	6
Black or African-American		2.8%	11
Asian		1.0%	4
White or Caucasian		82.5%	330
Hispanic		4.0%	16
Other		2.3%	9
Prefer not to answer		6.0%	24

Total: 400

173. Are you...





Value		Percent	Responses
Male		32.8%	131
Female		63.5%	254
Gender Variant / Non-conforming		0.3%	1
Prefer not to answer		3.5%	14

Total: 400

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


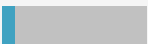



Value	Percent	Responses
Single Family Home	79.5%	318
Apartment	9.5%	38
Condominium	2.3%	9
Mobile Home	5.3%	21
Other	3.5%	14
		Total: 400

175. 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		75.8%	303
Rented		18.5%	74
Occupied Without Payment of Rent		1.8%	7
Other		4.0%	16

Total: 400

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

Value		Percent	Responses
None		80.3%	321
1		9.3%	37
2		6.8%	27
3		2.3%	9
4 or more		1.5%	6
			Total: 400

177. 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		47.2%	188
No		52.8%	210

Total: 398