

# The Pulse of America 2020 Survey Report (Far West Region)

## Response Counts

Completion Rate:

100%



Complete



555

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**Total: 555**

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

Value	Percent	Responses
Yes	100.0%	555
		<b>Total: 555</b>

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


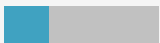
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	116 20.9%	132 23.8%	238 42.9%	69 12.4%	555
Business news Count Row %	152 27.4%	206 37.1%	163 29.4%	34 6.1%	555
Government news Count Row %	208 37.5%	199 35.9%	121 21.8%	27 4.9%	555
High school sports news Count Row %	49 8.8%	73 13.2%	241 43.4%	192 34.6%	555
Crime news Count Row %	208 37.5%	207 37.3%	120 21.6%	20 3.6%	555
Clubs and organizations news Count Row %	60 10.8%	151 27.2%	268 48.3%	76 13.7%	555
Total Total Responses					555

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 %	3 0.5%	14 2.5%	63 11.4%	255 45.9%	211 38.0%	9 1.6%	555
Local news coverage Count Row %	4 0.7%	22 4.0%	59 10.6%	265 47.7%	201 36.2%	4 0.7%	555
Reporting objectivity Count Row %	15 2.7%	48 8.6%	126 22.7%	224 40.4%	129 23.2%	13 2.3%	555
Headline objectivity Count Row %	10 1.8%	43 7.7%	116 20.9%	255 45.9%	124 22.3%	7 1.3%	555
Local school news Count Row %	2 0.4%	9 1.6%	124 22.3%	219 39.5%	114 20.5%	87 15.7%	555
County news coverage Count Row %	6 1.1%	26 4.7%	96 17.3%	289 52.1%	120 21.6%	18 3.2%	555
Local city/community news coverage Count Row %	7 1.3%	20 3.6%	65 11.7%	272 49.0%	184 33.2%	7 1.3%	555
Environmental news coverage Count Row %	7 1.3%	37 6.7%	136 24.5%	242 43.6%	112 20.2%	21 3.8%	555
Courts and cops news coverage Count Row %	6 1.1%	22 4.0%	110 19.8%	290 52.3%	107 19.3%	20 3.6%	555
Local sports coverage Count Row %	2 0.4%	8 1.4%	81 14.6%	200 36.0%	172 31.0%	92 16.6%	555




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage Count Row %	4 0.7%	13 2.3%	90 16.2%	261 47.0%	175 31.5%	12 2.2%	555
People and features coverage Count Row %	5 0.9%	14 2.5%	104 18.7%	255 45.9%	156 28.1%	21 3.8%	555
Total Total Responses							555

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

Value		Percent	Responses
Yes		71.5%	397
No		28.5%	158


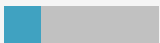
**Total: 555**

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		35.8%	142
No		60.2%	239
None of the above / Does not apply		4.0%	16

**Total: 397**




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

Value		Percent	Responses
Yes		76.2%	423
No		23.8%	132

**Total: 555**


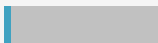


7. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		46.6%	197
No		49.6%	210
None of the above / Does not apply		3.8%	16


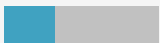
**Total: 423**

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

Value		Percent	Responses
Yes		94.6%	525
No		5.4%	30






Total: 555

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		66.7%	350
No		33.3%	175

**Total: 525**




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

Value		Percent	Responses
1		42.5%	223
2		45.3%	238
3		9.3%	49
4		1.9%	10
5 or more		1.0%	5
			<b>Total: 525</b>






### Statistics

Average 1.7

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













Value		Percent	Responses
Adult male		62.1%	326
Adult female		76.8%	403
Minor under 18		3.2%	17

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

Value		Percent	Responses
Yes, always		21.3%	112
Yes, frequently		32.0%	168
Yes, sometimes		29.5%	155
Seldom		13.1%	69
Never		4.0%	21

Total: 525

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		17.7%	93
Local Daily Newspaper		77.9%	409
Local Paid Weekly Community Newspaper		25.1%	132
Local Free Weekly Print Publication (a Shopper or Newspaper)		54.7%	287
Local Alternative Publication		14.1%	74
Local City or Regional Magazine		28.2%	148
Local Specialty Publication		15.4%	81
Local Business Publication		13.1%	69
Local Ethnic Publication		2.5%	13
Local Parenting Publication		4.8%	25
Local Senior Publication		13.9%	73
None of the above / Does not apply		2.3%	12

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
<b>Classified Ads</b>					
Count	70	100	263	92	525
Row %	13.3%	19.0%	50.1%	17.5%	
<b>Retail Store Ads</b>					
Count	159	202	147	17	525
Row %	30.3%	38.5%	28.0%	3.2%	
<b>Ad Inserts</b>					
Count	139	174	171	41	525
Row %	26.5%	33.1%	32.6%	7.8%	
<b>Real Estate Ads</b>					
Count	35	70	268	152	525
Row %	6.7%	13.3%	51.0%	29.0%	
<b>Automotive Ads</b>					
Count	20	54	258	193	525
Row %	3.8%	10.3%	49.1%	36.8%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	100	189	198	38	525
Row %	19.0%	36.0%	37.7%	7.2%	
<b>Political Ads</b>					
Count	33	90	244	158	525
Row %	6.3%	17.1%	46.5%	30.1%	
<b>Legal Notices</b>					
Count	30	54	240	201	525
Row %	5.7%	10.3%	45.7%	38.3%	
<b>Total</b>					
Total Responses					525






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		48.8%	271
Posted on a Government Website		8.3%	46
No preference		42.9%	238
			<b>Total: 555</b>

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		13.9%	77
No		84.0%	466
Don't know		2.2%	12
			<b>Total: 555</b>

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








Value		Percent	Responses
Excellent response (sold item or got many inquiries)		24.3%	18
Satisfactory response (received many inquiries)		33.8%	25
Poor response (received very few inquiries)		41.9%	31

**Total: 74**

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






















Value		Percent	Responses
Yes		39.5%	219
No		60.5%	336
			<b>Total: 555</b>

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

Value		Percent	Responses
Daily		14.4%	80
Couple times week		10.6%	59
Weekly		5.4%	30
Couple times month		11.9%	66
Monthly		4.0%	22
Less Monthly		22.3%	124
Have not visited / Does not apply		31.4%	174














**Total: 555**

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		5.6%	31
Auto Detailing Shop		6.3%	35
Auto Glass Repair Shop		6.5%	36
Oil Change Station		42.2%	234
Auto Parts Store		35.3%	196
Auto Repair Shop		23.1%	128
Auto Salvage Yard		6.7%	37
Auto Battery Store		7.9%	44
Car Wash		63.6%	353
Gas Station		80.2%	445
New Vehicle Dealership		10.3%	57
Used Vehicle Dealership		9.2%	51
Pick and Pull Lot		5.6%	31
Recreation Vehicle (RV) Dealership		3.2%	18
Tire Store		31.0%	172
None of the above / Does not apply		6.5%	36
Auto Paint Shop		1.6%	9
Auto Towing Service		1.3%	7
Auto Window Tinting		2.7%	15
Auto Stereo Installation		2.3%	13
Car Audio Store		1.6%	9









Value		Percent	Responses
Commercial Truck Dealership		0.2%	1
Commercial Truck Repair Shop		0.4%	2
RV or Camper Repair		2.9%	16
Trailer & Utility Trailer		0.7%	4
Trailer Rental Service		0.7%	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		1.3%	7
Boating Accessory Store		3.1%	17
Boat Repair Shop		2.2%	12
Boat Rental Service		0.5%	3
All-Terrain Vehicle (ATV) Dealer		2.9%	16
Watercraft Dealer		1.3%	7
Watercraft Rental Shop		1.3%	7
Motorcycle Dealer		2.9%	16
Motorcycle Repair Shop		2.3%	13
Motorcycle Accessory Store		3.2%	18
Golf Cart Dealer		1.4%	8
Boat and RV Storage Facility		1.6%	9
None of the above / Does not apply		86.7%	481








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		0.9%	5
Used Farm Equipment Dealer		1.8%	10
Farm Truck and Tractor Repair Shop		1.6%	9
Agriculture Farm Supply Store		11.4%	63
Agricultural Service		1.8%	10
Farming Structure Building Contractor		0.7%	4
Animal Feed Store		15.9%	88
None of the above / Does not apply		75.5%	419

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		16.6%	92
Bakery		61.3%	340
Specialty Cake Bakery		7.9%	44
Cupcake Shop		8.1%	45
Donut Shop		27.0%	150
Beverage Distributor		6.3%	35
Beer Shop		13.5%	75
Brewery or Brew Pub		29.2%	162
Candy Store		18.9%	105
Cheese Shop		13.0%	72
Chocolate Shop		15.5%	86
Coffee & Tea Shop		38.2%	212
Espresso or Coffee Shop		52.8%	293
Cookie Store		4.5%	25
Convenience Store		51.2%	284
Dessert Restaurant		9.4%	52
Distillery		7.4%	41
Ethnic Food Restaurant		42.0%	233
Ice Cream or Frozen Yogurt Shop		34.4%	191
Smoothie or Juice Bar		10.6%	59
Liquor Store		33.3%	185

Value		Percent	Responses
Tea Shop		10.3%	57
Winery		16.2%	90
Wine Shop		14.8%	82
None of the above / Does not apply		6.1%	34
U-Brew Beer or Wine Store		1.6%	9

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		18.6%	103
Grocery Store (Discount)		56.2%	312
Grocery Store (Ethnic)		14.6%	81
Farmers Market		33.7%	187
Grocery Store (Co-op)		25.4%	141
Grocery Store (Independent/Citywide)		41.6%	231
Grocery Store (Major or Regional Chain)		86.7%	481
Meat Market or Butcher Shop		20.9%	116
Grocery Store (Neighborhood/Local/Mom & Pop)		33.9%	188
Seafood Market		9.9%	55
Specialty Food Market		12.6%	70
None of the above / Does not apply		1.1%	6

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		36.8%	204
Day Spa		8.6%	48
Eyelash Extension Salon		4.5%	25
Hair Removal Salon		2.7%	15
Hair and Beauty Salon (Find New or Change Existing)		41.4%	230
Makeup Artist		1.3%	7
Massage Spa		17.5%	97
Nail Salon		27.0%	150
Skin Care Store		6.3%	35
Tanning Salon		3.8%	21
Tattoo Studio		7.0%	39
None of the above / Does not apply		24.1%	134

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		10.6%	59
Arts & Crafts Fair		44.1%	245
Casino		32.3%	179
Community Theatre		24.7%	137
Movie Theater		64.3%	357
Museum		35.9%	199
Live Theater		24.7%	137
Performing Arts Center		22.7%	126
Bingo Hall		6.1%	34
Social Club		7.4%	41
Stadium or Arena		19.3%	107
Rodeo		9.2%	51
Wine Tour		8.5%	47
Music Festival		19.3%	107
Wine Festival		9.4%	52
Food Festival		31.2%	173
Seasonal Festival		32.6%	181
Arts Organization		10.8%	60
Cultural Center		11.2%	62
Local Festival		30.3%	168
Historical Society		12.4%	69
None of the above / Does not apply		9.7%	54

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%	107
Professional Sports Team		15.9%	88
Amusement Center / Park		24.0%	133
Family Play Center		7.4%	41
Family Entertainment Center		14.1%	78
Go Kart Track		6.1%	34
Horseback Riding		6.3%	35
Outdoor Park		38.2%	212
Ice Skating or Roller Rink		9.9%	55
Athletic Club		23.6%	131
Zoo		25.6%	142
None of the above / Does not apply		30.6%	170












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		1.3%	7
CrossFit Gym		2.3%	13
Dance Studio		4.3%	24
Fitness Boot Camp		2.2%	12
Exercise Classes		20.9%	116
Gym, Fitness or Athletic Club		38.2%	212
Martial Arts Studio		2.9%	16
Personal Trainer		5.0%	28
Rock Climbing Gym		1.8%	10
Swimming Lessons		6.3%	35
Yoga Studio		12.8%	71
None of the above / Does not apply		45.6%	253
















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		3.4%	19
Bait & Tackle Shop		13.5%	75
Bicycle Shop		9.2%	51
Bicycle Repair Shop		6.7%	37
Bicycle Rental Service		0.9%	5
Bowling Alley		19.8%	110
Dive Shop		0.7%	4
Fishing Supply Store		16.6%	92
Golf Course		16.0%	89
Golf Driving Range		11.7%	65
Golf Pro Shop		7.0%	39
Gun Shooting Range		14.2%	79
Gun Store		15.3%	85
Miniature Golf Course		12.4%	69
Outdoor Gear Store		17.8%	99
Ski Shop		6.3%	35
New Sporting Goods Store		14.2%	79
Used Sporting Goods Store		8.8%	49
None of the above / Does not apply		38.2%	212

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		3.2%	18
Bar, Lounge or Pub		39.6%	220
Comedy Club		14.6%	81
Dancing or Night Club		8.5%	47
Music or Concert Hall		26.1%	145
Billiard Hall		3.8%	21
Sports Bar		23.2%	129
Wine Bar		12.1%	67
None of the above / Does not apply		42.2%	234

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		3.8%	21
Card or Stationery Store		16.0%	89
Announcement Printing Service		3.2%	18
Catering Service		2.7%	15
Disc Jockey (DJ)		0.9%	5
Event Coordinator		1.8%	10
Hotel Meeting Room or Event Space		3.4%	19
Musician or Band		4.9%	27
Party Supply Store		13.7%	76
Photographer		5.6%	31
Event Space or Venue		6.1%	34
Videographer		0.9%	5
Wedding Venue or Banquet Hall		1.6%	9
Wedding Planner		1.6%	9
None of the above / Does not apply		67.2%	373

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		15.9%	88
University		7.4%	41
Community College		14.2%	79
Elementary School		6.5%	36
Middle or High School		6.7%	37
Adult Education School		10.3%	57
Preschool		3.6%	20
Art School		5.0%	28
Culinary School		4.0%	22
Dance Studio		3.1%	17
Driving School		3.4%	19
Musical Instruments and Lessons		6.3%	35
Graduate school		4.0%	22
Lecture or Seminar Series		7.2%	40
None of the above / Does not apply		53.0%	294
Charter School		0.4%	2
Beauty School		0.5%	3
Language School		1.8%	10
Tutoring Center		1.3%	7
Private Elementary School		1.4%	8
Private Middle School		0.2%	1

Value		Percent	Responses
Private High School		0.2%	1
Private K-12 School		0.9%	5
Private Tutor		0.5%	3
Vocational School		2.9%	16
Real Estate School		1.4%	8
Aviation / Flight School		1.1%	6
Parochial School		0.7%	4

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		23.6%	131
Credit Union		23.2%	129
Financial Advisor		11.0%	61
Stockbroker		3.2%	18
None of the above / Does not apply		62.0%	344

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		2.7%	15
Bankruptcy Service		0.7%	4
Business Development Service		1.1%	6
Bookkeeping Service		3.4%	19
Car Leasing Service		1.3%	7
Check Cashing Service		2.2%	12
Credit Repair Service		2.3%	13
Credit Counseling Service		1.6%	9
Debt Consolidation Company		1.6%	9
Money Transfer Service		2.9%	16
Payday Loan Company		1.6%	9
Tax Return Service		31.9%	177
Title Loan Company		3.2%	18
None of the above / Does not apply		57.7%	320
























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		13.5%	75
Dentist		37.8%	210
General Practitioner		22.2%	123
Family Practitioner		20.5%	114
Optometrist		22.5%	125
Pediatrician		3.8%	21
None of the above / Does not apply		46.3%	257

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		23.6%	131
Hospital		7.4%	41
Medical Clinic		20.0%	111
Mental Health Service		6.3%	35
None of the above / Does not apply		64.9%	360

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		11.7%	65
Allergy or Asthma Specialist		6.5%	36
Cardiologist		15.7%	87
Cancer Specialist		4.7%	26
Mental Health Provider		9.9%	55
Dermatologist		23.8%	132
Denture or Implant Specialist		11.9%	66
Cosmetic Dentist		4.5%	25
Obstetrician & Gynecologist		9.9%	55
Oral Surgeon		3.1%	17
Orthodontist		4.0%	22
Ear, Nose & Throat Doctor		12.3%	68
Gastroenterologist		10.1%	56
Home Health Care Provider		3.6%	20
Internal Medicine Doctor		20.2%	112
Massage Therapist		23.6%	131
Naturopathic Practitioner		5.0%	28
Nutritionist or Dietician		3.6%	20
Oncologist		4.7%	26
Ophthalmologist		18.6%	103
Physical Therapist		14.8%	82

Value		Percent	Responses
Psychiatrist		3.4%	19
Podiatrist		5.8%	32
Urologist		6.8%	38
Surgical Specialist		6.3%	35
None of the above / Does not apply		21.3%	118
Cardiovascular Surgeon		0.9%	5
Cosmetic or Plastic Surgeon		2.2%	12
Orthopedist		2.9%	16

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		6.8%	38
Blood Donation Center		8.5%	47
Hearing Aid Center		12.4%	69
Laboratory or Medical Testing Facility		22.2%	123
Medical Marijuana Dispensary		3.6%	20
Medical Imaging Service		17.1%	95
Mental Health Service		5.9%	33
Mental Health Clinic		4.7%	26
Medical Supply Store		3.6%	20
Pain Management Physician		4.0%	22
Pain Clinic		3.6%	20
Sleep Disorder Clinic		5.2%	29
Urgent Care Clinic		9.7%	54
Walk-In Clinic		12.4%	69
None of the above / Does not apply		40.0%	222
Alcoholism Treatment Program		1.4%	8
Alzheimer's or Memory Care Facility		0.7%	4
Drug Addiction Treatment Center		1.4%	8
Drug Testing Service		0.4%	2
Hospice Care Provider		0.5%	3
Laser Eye Surgery Clinic		2.7%	15

Value		Percent	Responses
Memory Care Facility		0.4%	2
Medical Marijuana Authorization		2.2%	12
Medical Spa		1.4%	8
Pain Control Clinic		2.2%	12
Physical Health Center		0.9%	5
Rehabilitation Clinic		0.9%	5
Sports Medicine Clinic		2.2%	12
Vascular Surgeon or Vein Center		1.1%	6








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		58.2%	323
Regional Airport		27.7%	154
Bed & Breakfast		14.1%	78
Campground		25.9%	144
Cruise Line		8.5%	47
Hotel or Motel (Local)		9.9%	55
Hotel or Motel (Out-of-Town)		60.9%	338
Luggage-Travel Store		2.0%	11
RV Rental Company		2.2%	12
Ski Resort		5.9%	33
Tour Company		3.8%	21
Shuttle Service		15.5%	86
Limo Service		1.6%	9
Taxi Service		10.5%	58
Travel Agent		5.6%	31
None of the above / Does not apply		21.8%	121



















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		4.9%	27
Courier or Delivery Service		8.5%	47
Compost / Yard Waste Service		15.5%	86
Dry Cleaning or Laundry Service		25.9%	144
Electronics Repair Shop		4.5%	25
Information Technology (IT) Service		5.0%	28
Jewelry Repair Shop		9.7%	54
Mail Store		21.1%	117
Moving Truck Rental Company		4.7%	26
Printing Service		7.6%	42
Propane Dealer		10.5%	58
Junkyard		7.7%	43
Recycling Center		31.7%	176
Self-Storage Facility		6.7%	37
Sewing and Alterations Shop		7.7%	43
Shipping Center		16.6%	92
Shoe Repair Shop		8.3%	46
Watch or Clock Repair Shop		7.2%	40
Mobile or Cell Phone Repair Shop		5.6%	31
Tool / Equipment Rental Service		5.6%	31
Car Rental Agency		12.1%	67







Value		Percent	Responses
None of the above / Does not apply		23.6%	131
Bottled Water Delivery Service		2.2%	12
Propane Home Heating Service		2.3%	13
Small Engine Repair Shop		2.5%	14
Funeral Service Provider		1.1%	6
Cremation Service Provider		2.7%	15
Marriage Counselor		0.7%	4

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		7.7%	43
Charity or Philanthropic Organization		11.4%	63
Church		40.0%	222
City or Municipal Service		13.3%	74
Community Organization		8.1%	45
Government or Political Service		4.1%	23
Community Service or Non-Profit Organization		12.3%	68
City Center		7.0%	39
City or Town Hall		13.0%	72
Civic Center		4.3%	24
Community Center		20.4%	113
Convention Center		8.1%	45
County Government Office		8.6%	48
Department of Social Services		8.5%	47
Employment Center		4.0%	22
Government Economic Program		1.8%	10
Youth Organization		3.4%	19
None of the above / Does not apply		30.8%	171

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		14.4%	80
Painting Contractor		9.9%	55
Plumber or Plumbing Contractor		11.0%	61
None of the above / Does not apply		75.5%	419

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
Appliance Repair Service		8.8%	49
Air Duct Cleaning Service		9.7%	54
Carpenter or Woodworker		8.6%	48
Carpet Installation Contractor		7.4%	41
Concrete Contractor		5.0%	28
Countertop Contractor		5.0%	28
Drywall Installation or Repair Contractor		3.6%	20
Deck Builder		3.8%	21
Fencing Contractor		7.0%	39
Furnace Contractor		5.6%	31
Flooring Installation Service		6.3%	35
Handyman		20.4%	113
Home Security Company		3.1%	17
Home Maintenance Service		4.1%	23
Heating & Air Conditioning Service		14.6%	81
Garage Door Contractor		3.8%	21
Garbage Collection Service		19.5%	108
General Contractor		5.0%	28
Gutter Installation or Repair Contractor		3.8%	21
Junk Removal or Hauling Service		6.1%	34
Kitchen or Bath Remodeling Company		5.0%	28

Value		Percent	Responses
Landscaping Service		9.9%	55
Roofing Contractor		5.2%	29
Septic Tank Contractor		4.1%	23
Window Installer		5.6%	31
None of the above / Does not apply		40.0%	222
Asphalt / Paving Contractor		2.9%	16
Alternative Energy Service		2.5%	14
Demolition Contractor		1.1%	6
Fire & Water Damage Restoration Service		0.5%	3
Foundation Contractor		1.8%	10
Handicap Access Contractor		0.7%	4
Heavy Construction Machinery		0.7%	4
Garage Builder		0.9%	5
Insulation Installer		1.8%	10
Mover or Moving Company		1.6%	9
New Home Builder		1.1%	6
Landscape Architect		1.8%	10
Remodeling Contractor		2.2%	12
Siding Installation or Repair Contractor		1.1%	6
Stone or Marble Company		1.8%	10
Solar Energy Contractor		2.5%	14
Tile Contractor		2.3%	13
Waterproofing Contractor		0.7%	4

**Value**

**Percent**

**Responses**

Water Well Drilling Contractor






0.7%

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	11.7%	65
Carpet Cleaning Service	16.8%	93
Fuel or Oil Home Heating Service	4.0%	22
Furnace Cleaning Service	8.1%	45
Home Gardening Service	4.3%	24
House Cleaning Service	10.1%	56
Key or Locksmith Service	3.4%	19
Lawn Care Service	16.0%	89
Landscaper	5.0%	28
Pest Control Service or Exterminator	9.9%	55
Shades & Blinds Installation Service	5.8%	32
Television or Internet Service Provider	23.1%	128
Window & Door Installation Service	4.0%	22
None of the above / Does not apply	40.9%	227
Awning & Tent Company	1.6%	9
Bathtub Refinishing Service	2.5%	14
Cabinet Refacing Service	2.2%	12
Furniture Upholstery Service	2.2%	12
Home Theater Installation Service	0.7%	4
Home Pressure Washing Service	2.7%	15
Interior Designer	1.4%	8





Value		Percent	Responses
Pool Cleaning Service		0.7%	4
Water Treatment Supply & Service		1.4%	8
Wallcoverings Store		0.5%	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		1.8%	10
Assisted Living Facility		1.8%	10
Retirement Home		0.4%	2
Nursing Home		0.7%	4
55+ Housing Community		6.8%	38
Senior Center		10.5%	58
Adult Day Care		0.5%	3
Geriatric Physician		0.9%	5
Respite Relief Provider		0.9%	5
Senior Care Placement Agency		1.1%	6
None of the above / Does not apply		81.3%	451











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		4.7%	26
Summer Camp		5.8%	32
Sports Camp		5.4%	30
None of the above / Does not apply		88.6%	492








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		17.8%	99
Children's Shoe Store		8.3%	46
Children's Furniture Store		2.9%	16
None of the above / Does not apply		81.3%	451





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		5.6%	31
Animal Daycare		4.7%	26
Emergency Animal Hospital		4.0%	22
Pet Boarding		7.7%	43
Pet Groomer		19.6%	109
Pet Sitter		8.5%	47
Pet Trainer		2.7%	15
Pet Walker		1.8%	10
Veterinarian		44.1%	245
None of the above / Does not apply		45.6%	253














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		10.6%	59
Bird Specialty Store		2.5%	14
Bird Shop		3.4%	19
Pet Boutique		3.2%	18
Fish or Aquarium Store		3.4%	19
Pet Store		44.0%	244
None of the above / Does not apply		48.6%	270















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		3.4%	19
Realtor		8.1%	45
Real Estate Brokerage Firm		1.4%	8
None of the above / Does not apply		89.2%	495

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		4.7%	26
Developer		0.7%	4
Estate Appraiser		1.8%	10
Estate Liquidator		1.3%	7
Home Inspector		4.0%	22
Home Staging Company		1.1%	6
Manufactured or Modular Home Builder		0.9%	5
New Home Builder		1.6%	9
Mortgage Banker		3.6%	20
Mortgage Broker		2.7%	15
Real Estate Appraiser		5.8%	32
Title & Escrow Company		6.5%	36
None of the above / Does not apply		81.6%	453
























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		61.1%	339
Family Style Restaurant		39.8%	221
Buffet Restaurant		20.4%	113
Fine Dining Restaurant		29.2%	162
Restaurant with Lounge or Bar		34.1%	189
Pizza Restaurant		51.9%	288
Ethnic Restaurant		25.6%	142
Chinese Restaurant		38.7%	215
Mexican Restaurant		50.5%	280
Italian Restaurant		22.9%	127
Japanese or Sushi Restaurant		15.7%	87
Thai Restaurant		26.5%	147
Indian Restaurant		7.6%	42
None of the above / Does not apply		7.2%	40



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
Adult Video or Adult Store		3.2%	18
Art Supply Store		15.7%	87
Art Gallery		8.5%	47
Craft Supply Store		30.6%	170
Home and Office Battery Store		5.2%	29
Bookstore		45.6%	253
Candle Shop		6.7%	37
Comic Book Shop		3.6%	20
Computer Store		10.8%	60
Department Store		61.6%	342
Discount Store		56.6%	314
Drugstore or Pharmacy		63.6%	353
Electronics Store		16.8%	93
Equipment Rental Store		3.1%	17
Fabric Store		25.2%	140
Florist		9.2%	51
Gift Shop		18.2%	101
Herb Shop or Herbalist		6.7%	37
Hobby Shop		19.1%	106
Mobile Phone Store		15.9%	88
Military Surplus Store		3.4%	19

Value		Percent	Responses
Music and Video Store		5.6%	31
Music Instrument Store		4.1%	23
Music Store		4.7%	26
Office Equipment & Supply Store		16.0%	89
Outlet Store		30.3%	168
Pawn Shop		9.2%	51
Flea Market		17.7%	98
Religious Supply or Gift Shop		4.1%	23
Scrap Metal Dealer		3.4%	19
Sewing Studio		3.6%	20
Shopping Center		43.1%	239
Consignment Shop		21.4%	119
Tobacco Store		6.3%	35
Vape or Smoke Shop		4.3%	24
Toy Store		11.4%	63
Record Store		5.4%	30
Vitamin or Supplement Store		15.0%	83
Wholesale, Warehouse or Club Store		37.7%	209
Thrift Store		50.8%	282
Yard Equipment Store		8.5%	47
Camera Store		4.0%	22
Bead Store		6.5%	36
Marijuana Dispensary		14.8%	82

Value		Percent	Responses
CBD Store		13.0%	72
Gun Shop		11.4%	63
Gold/Silver/Precious Metal Dealer		3.6%	20
Christian Book Store		9.4%	52
Christmas Store		8.5%	47
Yarn Store		8.5%	47
None of the above / Does not apply		4.1%	23
New Age Book Store		1.8%	10
Cigar Store		2.5%	14
Coin Shop		2.7%	15
Knife Store		1.6%	9
Monument or Memorial Company		0.7%	4
Sign Store		1.1%	6
Trophy or Award Store		0.7%	4
Wedding Supply Store		0.7%	4
Survival Store		2.0%	11
Security Service		0.7%	4

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		24.7%	137
Major Appliance Store		7.2%	40
TV & Appliance Store		6.3%	35
Baby Supply & Furniture Store		4.7%	26
Bath & Accessory Store		23.2%	129
Building Supply Store or Lumber Yard		33.7%	187
Carpet Store		6.1%	34
Fireplace, Wood Stove or Barbeque Store		6.7%	37
Flooring Store		7.6%	42
Frame Shop		4.7%	26
Furniture Store		15.0%	83
Hardware Store		47.4%	263
Home & Garden Center		51.7%	287
Home Decor Store		16.2%	90
Hot Tub or Spa Dealer		4.0%	22
Lighting Store		5.6%	31
Mattress or Bedding Store		11.4%	63
Plant Nursery & Garden Supply Store		33.5%	186
Outdoor Furniture Store		3.4%	19
Paint Store		15.0%	83
Tool Rental Center		4.7%	26

Value		Percent	Responses
Tool Store		8.8%	49
Used Building Supply Store		5.8%	32
None of the above / Does not apply		15.1%	84
Small Appliance Store		2.3%	13
Cabinet Store		2.2%	12
Clock Shop		2.0%	11
Furniture Restoration Shop		2.7%	15
Rent-to-Own Store		1.6%	9
Rug Store		2.5%	14
Solar Energy Equipment Dealer		1.4%	8
Pool & Spa Dealer		1.8%	10
Vacuum Store		2.9%	16
Window Store		1.8%	10
TV Store		2.9%	16
Futon Store		0.5%	3








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		24.0%	133
Beauty Supply Store		23.1%	128
Clothing Accessory Store		21.3%	118
Menswear Store		17.7%	98
Women's Clothing Store		50.5%	280
Eyewear & Opticians Store		33.9%	188
Jewelry Store		9.7%	54
Lingerie Store		6.7%	37
Logo Apparel Store		3.1%	17
Outdoor Clothing Store		25.8%	143
Perfume Store		5.0%	28
Shoe Store		42.0%	233
Sportswear Store		22.7%	126
Swimwear Store		5.2%	29
Western Wear Store		3.6%	20
None of the above / Does not apply		19.5%	108
Bridal Shop		0.9%	5
Fur Store		0.5%	3
Leather Goods Store		2.7%	15
Maternity Store		0.9%	5
Watch Store		2.0%	11

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		10.3%	57
Disaster Insurance		0.9%	5
Insurance Agency		12.4%	69
Immigration Lawyer / Law		0.5%	3
Legal Firm or Attorney		5.8%	32
Tax Advisor		8.8%	49
None of the above / Does not apply		73.7%	409

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		0.9%	5
Architect or Architecture Firm		0.7%	4
Employment or Staffing Agency		3.6%	20
Graphic Designer		0.9%	5
Life Coach		2.5%	14
Private Investigator		0.5%	3
None of the above / Does not apply		93.2%	517






















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
Purchase Motorcycle Parts	3.2%	18
Have Boat Repaired or Serviced	3.6%	20
Purchase Boat Parts	3.1%	17
None of the above / Does not apply	85.4%	474
Purchase New All-Terrain Vehicle (ATV)	0.5%	3
Purchase New Boat	0.7%	4
Purchase New Personal Watercraft	0.2%	1
Purchase New Motorcycle	0.2%	1
Purchase New Motorcycle Trike	0.4%	2
Purchase New Snowmobile	0.2%	1
Purchase Used All-Terrain Vehicle (ATV)	1.4%	8
Purchase Used Boat	2.2%	12
Purchase Used Personal Watercraft	0.5%	3
Purchase Used Motorcycle	0.9%	5
Purchase Used Motorcycle Trike	0.2%	1
Purchase Used Snowmobile	0.7%	4
Have Motorcycle Repaired	2.5%	14
Purchase Marine Electronics	1.1%	6
Purchase New Golf Cart	0.4%	2
Purchase Used Golf Cart	0.5%	3
Purchase Motorcycle Apparel	1.8%	10
Rent Snowmobile	0.4%	2


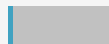






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class C RV		0.4%	2
Purchase New Travel Trailer or 5th Wheel		1.6%	9
Purchase New Camper Shell		0.7%	4
Purchase Used Class A RV		0.7%	4
Purchase Used Class B RV		0.2%	1
Purchase Used Class C RV		0.7%	4
Purchase Used Travel Trailer or 5th wheel		2.5%	14
Purchase Used Camper Shell		0.9%	5
None of the above / Does not apply		93.9%	521

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		6.3%	35
New Luxury Vehicle - Under \$50,000		1.3%	7
New Luxury Vehicle - \$50,000 - \$75,000		0.9%	5
New Luxury Vehicle - Over \$75,000		0.2%	1
New Van		0.2%	1
New Minivan		0.7%	4
New SUV		4.1%	23
New Truck		1.4%	8
New Hybrid or Electric Vehicle		2.5%	14
Used Car		11.9%	66
Used Luxury Vehicle - Under \$30,000		2.0%	11
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	4
Used Luxury Vehicle - Over \$50,000		0.4%	2
Used Van		0.9%	5
Used Minivan		1.8%	10
Used SUV		7.7%	43
Used Truck		4.0%	22
Used Hybrid or Electric Vehicle		2.3%	13
None of the above / Does not apply		70.1%	389

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

Value		Percent	Responses
Compact car		6.1%	34
Full-size car		4.3%	24
Luxury vehicle (any size)		1.8%	10
Midsized car		5.6%	31
Pickup truck		6.5%	36
Sport utility vehicle (SUV)		20.4%	113
Van or mini-van		4.5%	25
None of the above		50.8%	282



Total: 555

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
Chevrolet		10.3%	57
Dodge		6.3%	35
Ford		11.2%	62
GMC		6.1%	34
Honda		14.2%	79
Hyundai		6.8%	38
Jeep		5.2%	29
Kia		5.4%	30
Mazda		4.0%	22
Nissan		5.4%	30
Subaru		12.3%	68
Toyota		21.3%	118
Volkswagen		3.8%	21
None of the above / Does not apply		53.9%	299
Acura		2.3%	13
Audi		2.7%	15
BMW		2.5%	14
Buick		2.9%	16
Cadillac		2.2%	12
Chrysler		2.7%	15
Ferrari		0.2%	1























Value		Percent	Responses
Fiat		0.2%	1
Infiniti		1.4%	8
Jaguar		0.4%	2
Land Rover		1.3%	7
Lexus		1.8%	10
Lincoln		1.8%	10
Mercedes-Benz		1.8%	10
Mini		0.7%	4
Mitsubishi		1.3%	7
Porsche		0.2%	1
Saab		0.2%	1
Scion		0.5%	3
Suzuki		0.7%	4
Tesla		2.5%	14
Volvo		2.2%	12

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		17.8%	99
No		82.2%	456

**Total: 555**

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
Home Theater System		3.4%	19
GPS Device (Handheld or In-Vehicle)		4.0%	22
Office Equipment		6.3%	35
Printer		5.8%	32
Ink or Printer Cartridges		43.6%	242
Wi-Fi for Home		6.3%	35
Headphones		18.9%	105
Portable Speakers		4.3%	24
Customizable Smartphone accessories		5.8%	32
Wireless Speakers		5.9%	33
Smartphone Charger		11.4%	63
Smartwatch		4.5%	25
Phone or Tablet Controlled Home Tech Products		4.7%	26
Noise Canceling Headphones		6.7%	37
Phone Calling Card		5.0%	28
Surge Protector		5.2%	29
Aerial Drone		3.2%	18
Assistive Technology for Hearing		4.0%	22
Apple Watch		6.1%	34
Batteries for Electronics		36.6%	203
None of the above / Does not apply		27.0%	150
Satellite Radio		2.3%	13









Value		Percent	Responses
Satellite TV System		1.1%	6
Stereo System (Home)		2.2%	12
Compact/Mini Projector		2.2%	12
Wearable Electronics		2.0%	11
Healthcare Device		2.5%	14
Aerial Drone Accessories		1.4%	8
Short Wave Radio		0.5%	3
Wireless Hotspot		2.7%	15
Virtual Reality Headset		0.5%	3
Smart Sports Equipment		0.2%	1

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) SLR		3.2%	18
Camera Memory Card		4.5%	25
Computer Accessories		5.4%	30
Computer Software		4.9%	27
E-Reader (Kindle or Similar)		4.3%	24
Tablet (iPad or Similar)		9.2%	51
Personal Computer		6.8%	38
Laptop Computer		15.7%	87
4K Ultra HD TV		7.0%	39
Smart TV		7.9%	44
None of the above / Does not apply		55.9%	310
Camera (Digital) - Point and Shoot		2.5%	14
Mirrorless Camera		0.7%	4
Camera (Film)		1.4%	8
Camera Accessories or Supplies		2.3%	13
Camera Lens		2.0%	11
Portable DVD Player		1.3%	7
TiVo or DVR		0.9%	5
Computer Bag		2.2%	12
TV (3D)		2.3%	13
Computer or Tablet Support		2.0%	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		22.5%	125
Conventional Cell Phone		6.7%	37
Prepaid Cell Phone		2.9%	16
Unlocked Cell Phone		2.9%	16
Large-Screen Smartphone		4.7%	26
None of the above / Does not apply		66.1%	367

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		5.2%	29
Necklaces		9.0%	50
Rings (Other)		6.7%	37
Earrings		23.2%	129
Celtic Jewelry		3.6%	20
Diamond Jewelry		4.1%	23
Silver Jewelry		6.8%	38
Gemstone Jewelry		5.4%	30
Costume Jewelry		8.8%	49
Women's Jewelry		12.4%	69
None of the above / Does not apply		62.9%	349
Engagement Rings		1.3%	7
Wedding Rings		1.4%	8
Graduation Rings		0.9%	5
Pendants		2.5%	14
Pearl Jewelry		1.4%	8
Men's Jewelry		1.3%	7
Children's Jewelry		2.0%	11
Designer Jewelry		0.9%	5
Custom Designed Jewelry		2.7%	15
Crystal Figurines		1.1%	6
Jewelry Box or Organizer		2.0%	11

Value		Percent	Responses
Men's High-End Watch		1.4%	8
Women's High-End Watch		0.5%	3



















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		16.9%	94
Crop Insurance		0.2%	1
Dental Insurance		7.6%	42
Disability Insurance		1.1%	6
Homeowner Insurance		8.5%	47
Life Insurance		5.6%	31
Medical (Health) Insurance		8.5%	47
Medicare		5.0%	28
Long Term Care Insurance		1.8%	10
Pet Insurance		3.1%	17
Renters Insurance		4.9%	27
Agriculture Insurance		0.2%	1
Professional Liability Insurance		0.9%	5
None of the above / Does not apply		67.9%	377

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		4.5%	25
Chiropractor		8.3%	46
Counseling & Mental Health Specialist		5.4%	30
Family Practice Doctor		9.5%	53
Hospital		3.4%	19
Medical Clinic		6.1%	34
Optometrist		6.3%	35
Primary Care Provider		12.3%	68
Physical Therapy or Rehabilitation service provider		3.4%	19
Drugstore or Pharmacy		8.6%	48
None of the above / Does not apply		66.1%	367
Audiologist		2.7%	15
Geriatric Specialist		0.5%	3
Home Healthcare		0.9%	5
Pediatric Dentist		0.7%	4
Pediatrician		0.9%	5
Wellness Business		1.1%	6
Substance Abuse Treatment Provider		0.2%	1
Weight Loss Service		2.0%	11
Alternative Care Provider		2.0%	11
Hearing Aid Center		2.7%	15

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		2.0%	11
Bankruptcy Attorney		0.7%	4
Banking, Partnership & Business Law Attorney		2.5%	14
Child Support Attorney		0.9%	5
Criminal Law Attorney		0.4%	2
Disability & Social Security Attorney		2.0%	11
Divorce & Family Law Attorney		1.6%	9
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.4%	2
General Practice Attorney		2.2%	12
Intellectual Property Attorney		0.5%	3
Malpractice Attorney		1.3%	7
Patent, Trademark & Copyright Attorney		1.1%	6
Probate Attorney		1.6%	9
Real Estate Attorney		2.0%	11
Taxation Attorney		1.3%	7
Wills, Trusts & Estates Attorney		19.1%	106
None of the above / Does not apply		72.6%	403
























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		3.1%	17
Breast Augmentation		0.4%	2
Breast Implants		0.5%	3
Dermabrasion		1.3%	7
Ear Surgery		0.2%	1
Eyelid Surgery		1.4%	8
Fat Reduction		1.4%	8
Facelift		0.2%	1
Forehead Lift		0.2%	1
Hair Loss Treatment		0.2%	1
Lap Band		0.5%	3
Lip Augmentation		0.7%	4
Liposuction		0.7%	4
Lasik		1.3%	7
Skin Treatment		4.1%	23
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		87.6%	486












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		54.6%	303
Teeth Cleaning		52.8%	293
Cavity Filling		17.8%	99
Crown		13.3%	74
Oral Surgery		3.4%	19
Braces		2.9%	16
Composite Bonding		2.5%	14
Dental Implants		9.7%	54
Dental Veneers		0.7%	4
Dentures		6.7%	37
Full Mouth Reconstruction		0.5%	3
Inlays or Onlays		0.2%	1
Smile Makeover		0.5%	3
Teeth Whitening		9.2%	51
None of the above / Does not apply		18.4%	102












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
Fill Medical Prescriptions		50.3%	279
Purchase Medical Supplies or Equipment for Home		4.3%	24
Purchase Health Related Products		13.7%	76
Use Physical Rehabilitation Services		3.6%	20
Stop Smoking		3.8%	21
Purchase Health and Wellness Supplements		22.7%	126
Receive Treatment for Back Pain		9.5%	53
Have an Eye/Vision Exam		55.9%	310
Handicap Accessible Products		3.4%	19
Purchase Prescription Eyeglasses		32.4%	180
Purchase Prescription Contact Lenses		9.5%	53
Have an Annual Physical or Checkup		51.0%	283
Have X-Rays Taken		13.2%	73
Have a Scheduled Surgery		6.3%	35
Have Blood Drawn for Testing		44.7%	248
Plan to Visit a Hospital for any Medical Service or Procedure		9.7%	54
Have Foot Problems Diagnosed or Treated		9.0%	50
Senior Travel		7.6%	42
Receive Treatment for a Sleep Disorder		5.4%	30
Purchase Allergy Medications		15.0%	83
Use Personal Trainer or Instructor		4.0%	22









Value		Percent	Responses
Cardiovascular Treatment		5.4%	30
Cancer Treatment		3.6%	20
Orthopaedic or Knee Surgery		3.4%	19
Nutritional Counseling		3.2%	18
Chiropractic Care		16.8%	93
Do Corrective Exercises		8.5%	47
Purchase Diabetes Testing Supplies		8.6%	48
Get Vaccinations at Drug Store or Pharmacy		22.3%	124
Have Cataract Surgery		4.7%	26
Discretionary Health Care and Wellness Services and Products		6.7%	37
Purchase Marijuana		11.5%	64
Purchase Vitamins		49.4%	274
Have Acupuncture		7.2%	40
Receive Treatment for PTSD		4.3%	24
Purchase Hemp Based Supplements		6.7%	37
Purchase Anti Anxiety Medication or Supplements		8.5%	47
None of the above / Does not apply		15.3%	85
Purchase Elder Care-Related Products or Services		2.2%	12
Find Home for Aging Parent		1.8%	10
Participate in a Medical Study		2.5%	14
Purchase a Mobility Device		1.1%	6
Receive Treatment for Vehicle or Workplace Injury		0.9%	5
Purchase Orthopedic Shoes		2.3%	13

Value		Percent	Responses
Purchase Home Medical Testing Equipment or Supplies		1.3%	7
Hire a Personal Care Assistant		0.2%	1
Hire a Caregiver or Respite Worker		1.1%	6
Purchase "Aging in Place" Products		1.8%	10
Purchase a Medical Alert Service		0.4%	2
Have Safety Bars Installed in Bathroom		2.7%	15
Stroke Treatment		0.5%	3
Memory or Alzheimer's Care		0.5%	3
Spinal and Postural Screening		1.1%	6
Physiotherapy		0.9%	5
Receive Treatment for Substance Abuse		1.3%	7
Purchase Blood Pressure Monitoring Device		2.9%	16
Receive Aquatic Therapy		2.3%	13
Join a Weight Loss Group		2.5%	14
Purchase Weight Loss Supplements		2.7%	15
Purchase Weight Loss Food Plan		1.3%	7
Have Reflexology Treatment		0.7%	4
Hire a Weight Loss Professional		0.9%	5









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		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		2.2%	12
Purchase a "Mini Behind-the-Ear" Hearing Aid		2.5%	14
Purchase a Digital Hearing Aid		2.9%	16
Purchase a "Behind-the-Ear" Hearing Aid		1.8%	10
Purchase Hearing Aid Cleaning Supplies		1.6%	9
Purchase Hearing Aid Batteries		5.6%	31
Purchase a "In-the-Canal" Hearing Aid		1.8%	10
Purchase a Analog Hearing Aid		0.5%	3
Have a Hearing Exam		18.6%	103
None of the above / Does not apply		77.7%	431

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		0.7%	4
Pre-purchase a Funeral Plot or Cremation Service		4.3%	24
Purchase a Monument or Headstone		1.3%	7
Use a Funeral Planner		0.5%	3
Purchase Flowers for a Funeral		1.4%	8
Use a Cremation Service		2.3%	13
Hire a Religious or Spiritual Leader for a Funeral Service		0.5%	3
None of the above / Does not apply		91.7%	509

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		0.9%	5
Move into a Assisted Living Facility		1.3%	7
Move into a Nursing Home		0.4%	2
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.5%	3
Move into Residential Care Home		0.4%	2
Utilize a Respite Provider		0.7%	4
None of the above / Does not apply		96.6%	536















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		5.6%	31
Open Savings Account		6.7%	37
Online Banking		42.9%	238
Manage Investments		16.0%	89
Manage Retirement Accounts		17.3%	96
Mortgage Line of Credit		3.8%	21
Financial Consulting		13.2%	73
Financial Services		13.0%	72
Safe Deposit Box Rental		5.9%	33
Obtain New Credit Card		5.6%	31
Payday Loan or Check Cashing Business		1.4%	8
Use Vehicle Title Loan Company		0.9%	5
None of the above / Does not apply		37.1%	206

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		5.0%	28
Certificates of Deposit		9.2%	51
City or State Bonds		1.8%	10
Collectibles, Antiques or Art		4.3%	24
Common or Preferred Stock		9.7%	54
Corporate Bonds or Debentures		1.8%	10
401(k)		23.8%	132
Gold or Precious Metals		3.6%	20
IRA		16.8%	93
Money Market Funds		10.6%	59
Mutual Funds		14.2%	79
Non-US Stocks		2.2%	12
Options		0.9%	5
US Savings Bonds		1.8%	10
US Treasury Notes		1.8%	10
Coins or Stamps		4.9%	27
None of the above / Does not apply		54.8%	304

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		0.2%	1
Business Equipment Loan		0.4%	2
Carpeting or Furniture Loan		0.4%	2
College Expenses Loan		2.2%	12
College Tuition Loan		2.9%	16
Debt Consolidation Loan		3.1%	17
Medical Expenses Loan		0.5%	3
New Vehicle Loan		3.4%	19
Used Vehicle Loan		6.3%	35
Vacation or Travel Loan		0.7%	4
Wedding Loan		0.2%	1
None of the above / Does not apply		84.3%	468

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		31.9%	177
Body Jewelry		4.0%	22
Coats		23.4%	130
Lipstick		26.3%	146
Nail Polish		19.1%	106
Eyewear or Sunglasses		39.5%	219
Formal Wear		3.8%	21
Handbags		17.5%	97
Hats		11.9%	66
Intimate Apparel		24.0%	133
Jewelry or Accessories		16.9%	94
Watches		3.8%	21
Luggage or Bags		7.7%	43
Perfume		15.7%	87
Men's Apparel		42.2%	234
Men's Shoes		34.1%	189
Men's Underwear		33.2%	184
Women's Apparel		62.3%	346
Women's Pajamas or Sleepwear		28.3%	157
Women's Shoes		48.8%	271
Women's Underwear		45.9%	255




Value		Percent	Responses
Swimwear		13.9%	77
Socks		45.6%	253
Scarves		8.1%	45
Uniforms		3.4%	19
Western Clothing		4.5%	25
Outerwear		21.1%	117
None of the above / Does not apply		13.5%	75
Fur Coat		0.4%	2
Ties		2.9%	16

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		10.1%	56
Children's Winter Coats		7.6%	42
Children's Swimwear		8.5%	47
Children's Pants		13.9%	77
Children's T-Shirts		15.9%	88
Children's Dresses		7.6%	42
Children's Pajamas or Sleepwear		13.9%	77
Children's Socks		13.5%	75
Children's Party Dresses		3.6%	20
Children's Shorts		11.4%	63
Infant Clothing		8.3%	46
Children's School Uniform		0.7%	4
Children's Athletic Clothing		7.9%	44
None of the above / Does not apply		75.1%	417

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)		38.0%	211
Boots (Men's)		13.2%	73
Classic & Fashion Sneakers (Men's)		11.5%	64
Lace-Ups (Men's)		10.3%	57
Sandals (Men's)		8.8%	49
Slippers (Men's)		8.3%	46
Work & Safety (Men's)		7.0%	39
Lace-Up Sneakers (Women's)		20.0%	111
Pumps (Women's)		8.1%	45
Sling-Back Sandals (Women's)		11.4%	63
Classic & Fashion Sneakers (Women's)		20.2%	112
Slippers (Women's)		18.4%	102
Work & Safety (Women's)		5.0%	28
Cowboy Boots (Women's)		4.0%	22
Athletic & Outdoor Shoes (Women's)		47.2%	262
Loafers & Slip-Ons (Women's)		18.4%	102
Slippers (Children's)		3.4%	19
Athletic & Outdoor Shoes (Children's)		12.4%	69
Sandals (Children's)		6.3%	35
Slip-Ons (Children's)		4.0%	22
Dress Shoes (Children's)		3.6%	20
None of the above / Does not apply		20.0%	111























Value		Percent	Responses
Cowboy Boots (Men's)		1.6%	9
Formal & Tuxedo Footwear (Men's)		1.4%	8
Cowboy Boots (Children's)		0.9%	5



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		12.3%	68
Have Clothing Dry Cleaned		26.1%	145
Have Shoes Repaired		12.3%	68
Rent or Purchase a Costume		2.7%	15
Wash Clothing at a Laundromat		7.0%	39
Purchase Custom Made Clothing Items		1.3%	7
None of the above / Does not apply		60.4%	335

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
Archery Equipment		3.2%	18
Bicycle or Mountain Bike (Adult)		7.0%	39
Bicycle Tune-Up or Repair		7.4%	41
Camping or Hiking Equipment		18.7%	104
Exercise or Fitness Equipment		10.3%	57
Fishing Rods or Reels		8.8%	49
Fishing Bait or Attractant		13.9%	77
Fishing Accessories		17.5%	97
Golf Clubs or Equipment		5.8%	32
Hunting Gear		7.4%	41
Ammunition		16.2%	90
Running or Jogging Equipment		5.6%	31
Sports Equipment (Children)		3.1%	17
Swimming Gear		6.7%	37
Weight Lifting Equipment		5.0%	28
Used Sporting Equipment		3.8%	21
Rifle		4.9%	27
Hand Gun		8.5%	47
Shotgun		3.2%	18
None of the above / Does not apply		45.6%	253
Bowling Equipment		2.0%	11
High End Bicycle		0.4%	2






















Value		Percent	Responses
Bicycle Rental		1.3%	7
Racquet Equipment		1.3%	7
Scuba, Diving or Snorkeling Equipment		1.6%	9
Skiing Equipment		2.5%	14
Soccer Equipment		0.7%	4
Sports Memorabilia		1.4%	8
Trampoline		1.3%	7
Trophies or Plaques		0.4%	2

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		35.7%	198
Bedding Flowers or Perennials		50.6%	281
Fertilizer		41.4%	230
Flower Pots		28.3%	157
Fountains		4.1%	23
Garden Ornaments		12.8%	71
Gate		4.1%	23
Gravel or Rock		18.7%	104
Hand Garden Tools		21.4%	119
Landscaping		8.8%	49
Indoor Garden Supplies		9.5%	53
Insects (Bees or Other Beneficial Species)		4.0%	22
Decorative Rock		8.1%	45
Lawn Seed, Turf or Sod		10.6%	59
Outdoor Fireplace or Fire Pit		5.2%	29
Outdoor Furniture		7.7%	43
Outdoor Grill		7.7%	43
Patio Cover, Awning or Canopy		3.1%	17
Patio Furniture		7.9%	44
Propane		17.5%	97
Lawn Mower (Push)		4.3%	24
Shrubbery or Trees		13.5%	75























Value		Percent	Responses
Storage Shed		3.6%	20
Insect or Fungus Control Products		14.1%	78
Greenhouse		3.8%	21
None of the above / Does not apply		20.7%	115
Chainsaw		2.0%	11
Gazebo		1.4%	8
Patio Heater		0.9%	5
Outdoor Infrared Heater or Fireplace		1.3%	7
Outdoor Smoker		1.8%	10
Outdoor Kitchen Equipment		0.5%	3
Outdoor Entertainment Center		0.9%	5
Pole Shed		1.1%	6
Portable Outdoor Heater		0.9%	5
Power Garden Tools		2.7%	15
Lawn Mower (Riding)		2.3%	13
Rototiller		0.9%	5
Screen Porch		1.1%	6
Stone (Cast, Crushed or Natural)		2.9%	16
Leaf Blower		2.2%	12
Outdoor Garden Flags		2.5%	14
Snow Blower		1.4%	8

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		11.9%	66
Animal Healthcare Products		10.3%	57
Fertilizers, Herbicides or Pesticides		6.7%	37
Mowers, Cutters or Clippers		4.0%	22
Plants, Plantings or Agricultural Seed		12.1%	67
Propane, Oils or Fuels		7.9%	44
Rocks, Gravel or Sand		8.1%	45
Straw or Bedding Materials		4.3%	24
None of the above / Does not apply		66.1%	367
ATV Products and Attachments		1.3%	7
Barn or Pole Building		2.2%	12
Blowers		0.4%	2
Steel Farm Building		0.2%	1
Carts or Utility Carriers		0.5%	3
Chippers or Shredders		0.9%	5
Diggers, Drillers or Drivers		0.2%	1
Drainage or Irrigation Equipment		1.1%	6
Farm Tool Rental		0.9%	5
Farm Equipment Rental		1.3%	7
Farm Machinery or Tractor Attachments & Implements		0.7%	4
Farm Work Clothes		2.0%	11

Value		Percent	Responses
Ground-Working Equipment		0.4%	2
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Planting and Seeding Equipment		2.0%	11
Rakes or Hay Handling Equipment		1.3%	7
Scoops or Shovels		1.8%	10
Sprayers or Spreaders		0.7%	4
Tree Cutters or Tree Maintenance Equipment		2.0%	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		18.9%	105
Bird Seed		17.1%	95
Cat Food		32.8%	182
Dog Food		38.9%	216
Fish Food		5.0%	28
Specialized Pet Food		4.9%	27
Other Pet Food		8.3%	46
Pet Accessories		19.6%	109
Pet Clothing		5.9%	33
Pet Toys		27.2%	151
Fish Supplies		3.6%	20
Annual Pet Vaccinations		38.2%	212
Annual Pet Checkups		37.7%	209
Preventative Care		8.1%	45
Adopt or Rescue a Pet		11.7%	65
Purchase a Pet		3.4%	19
Purchase Pet Medication		9.9%	55
Purchase Dog Bed		5.6%	31
Board a Pet Overnight		4.7%	26
Pet Dental Care		9.2%	51
Animal Training Classes		4.5%	25
Anti Anxiety or Stress Pet Medication for Holidays		3.6%	20



Value		Percent	Responses
None of the above / Does not apply		30.3%	168
Pet Enclosure		1.4%	8
Aquarium or Tank		2.2%	12
Bird House		1.4%	8
Disease Diagnosis		1.1%	6
Pet Travel Cage		2.3%	13
Pet Travel Accessories		2.3%	13
Cremation or Burial Services		1.3%	7
Holistic or Alternative Pet Care		1.3%	7
Pet Tracking Device		1.8%	10
Bird Health Care		1.1%	6
Hemp Based Pet Supplements		2.5%	14
THC Based Pet Supplements		0.9%	5
Holistic or Alternative Pet Supplements		1.6%	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		5.2%	29
Add a Fence or Wall Structure		11.9%	66
Remodel Kitchen		5.6%	31
Cabinet Refacing or Resurfacing		3.6%	20
Remodel Bathroom		9.4%	52
Refinish Bathtub		3.1%	17
Build a Storage Shed		3.8%	21
General Remodeling		5.8%	32
Have Furniture Restored		3.1%	17
Replace Carpet		8.3%	46
Replace Flooring		8.3%	46
Replace Windows		4.3%	24
None of the above / Does not apply		59.5%	330
Add a Room		1.6%	9
Add a Home Office		2.2%	12
Install a Glass Shower		2.2%	12
Remodel or Finish Basement Living Area		2.3%	13
Replace Garage Door		1.1%	6
Build a Garage		2.0%	11
Build Out-Building		2.9%	16
Add a Swimming Pool		0.7%	4
Switch from Gas to Electric		0.4%	2






















Value		Percent	Responses
Switch from Electric to Gas		0.7%	4
Install a Stair Lift		0.7%	4
Install "Aging In Place" Products		2.0%	11
Install a Solar Energy System		1.6%	9
Install Security or Monitoring System		2.3%	13
Resurface or Build New Driveway		1.1%	6
Stone or Marble Work (Bathroom or Kitchen)		2.2%	12
Sealcoating		0.9%	5
Asphalt Repair		1.8%	10
Asphalt Resurfacing		1.3%	7
Residential Paving		1.3%	7
Build a "Tiny House"		2.2%	12
Install Handicap Accessible Addition		1.1%	6

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		7.4%	41
Decking		7.0%	39
Doors (Exterior)		6.5%	36
Doors (Interior)		6.7%	37
Electrical Supplies		5.8%	32
Fencing		9.9%	55
Hand Tools		9.9%	55
Hardwood Products		4.1%	23
Home Security Doorbell Camera		5.0%	28
Insulation		4.3%	24
Kitchen Cabinets		3.1%	17
Lighting and Fixtures		8.8%	49
Lock Sets		3.4%	19
Lumber		10.5%	58
Molding		3.4%	19
Paint (Exterior)		12.1%	67
Paint (Interior)		18.4%	102
Plywood		6.5%	36
Plumbing Supplies		7.6%	42
Power Tools		3.8%	21
Rain Gutters		4.9%	27






















Value		Percent	Responses
Roofing (Composition)		4.3%	24
Screen Door		4.9%	27
Windows (Slider)		3.4%	19
None of the above / Does not apply		46.3%	257
Circular Saw		1.3%	7
Furnace		2.0%	11
Generator		2.5%	14
Mill Work		0.7%	4
Roofing (Other)		2.0%	11
Security Door		1.4%	8
Security Locks		1.4%	8
Security Window Film		0.5%	3
Siding		2.3%	13
Solar Screen		0.5%	3
Waterproofing		1.6%	9
Water Softener System or Supplies		2.2%	12
Wet or Dry Vacuum		2.7%	15
Wood Stove or Fireplace		1.4%	8
Window Guards		0.7%	4
Windows (Double-Hung)		2.0%	11
Windows (Casement)		1.8%	10
Windows (Picture)		2.0%	11
Windows (Bay or Bow)		1.1%	6

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		4.9%	27
Air Duct Cleaning		11.4%	63
Appliance Repair		5.9%	33
Blinds Cleaning		3.6%	20
Carpet Cleaning		18.6%	103
Chimney Cleaning		5.2%	29
Concrete Repair		3.6%	20
Drywall Installation or Repair		3.4%	19
Electrical Repair		3.4%	19
Flooring - Laminate (Installation or Repair)		3.2%	18
Flooring - Wood (Installation or Repair)		3.6%	20
Flooring - Other (Installation or Repair)		3.1%	17
Furnace Cleaning		9.9%	55
Gardening Services		6.1%	34
Gutter Installation or Repair		3.4%	19
Handyman Services		12.8%	71
Home Repair		5.8%	32
Home Remodel		3.8%	21
None of the above / Does not apply		45.2%	251
Alternative Energy Systems Installation		0.5%	3
Alternative Energy Systems (Service or Repair)		0.4%	2

Value		Percent	Responses
Carpenter or Woodworking		2.2%	12
Electrical Panel Replacement		2.0%	11
Excavation & Wrecking		0.5%	3
Fire & Water Damage Restoration		0.2%	1
Flooring - Ceramic Tile (Installation or Repair)		2.2%	12
Flooring - Linoleum (Installation or Repair)		2.2%	12
Foundation Repair		1.4%	8
Furnace Repair		1.8%	10
Furniture Reupholster		1.4%	8
Heating Repair		2.3%	13
Home Computer Repair		1.6%	9
Home Electronics Repair		0.9%	5
Home Heating Oil or Fuel Service		2.0%	11

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
House Cleaning Service		9.7%	54
Junk or Yard Waste Removal		9.7%	54
Recycle		10.8%	60
Sell Scrap Metal		3.1%	17
Landscaping Service		9.9%	55
Movers		3.1%	17
Painting		10.1%	56
Pest Control		7.6%	42
Plumbing Repair		3.8%	21
Pressure Washing		5.0%	28
Preventative Home Maintenance		5.8%	32
Roof Repair		3.2%	18
Septic Tank Cleaning or Repair		3.8%	21
Trash Removal		9.7%	54
Computer Repair		6.5%	36
None of the above / Does not apply		47.7%	265
Home Security Service		2.7%	15
Insulation Installation or Maintenance		1.4%	8
Interior Design		1.8%	10
Mold Inspection or Removal		1.3%	7
Party Equipment Rental		0.7%	4



Value		Percent	Responses
Pool Cleaning Service		0.5%	3
Security System		2.0%	11
Siding Replacement		1.6%	9
Snow Removal		2.3%	13
Solar Heating or Power System Installation or Repair		1.3%	7
Stucco or Exterior Coating		0.2%	1
Tool Rental		2.0%	11
Tornado or Storm Shelter Building or Repair		0.2%	1
Water Well Drilling		0.5%	3
Waterproofing		0.9%	5
Window Installation		2.9%	16
Window Tinting for Home		0.5%	3
Yard Equipment Rental		2.0%	11
Mobile or Cell Phone Repair		2.0%	11






















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)		3.6%	20
Window Blinds (Venetian or Mini)		5.6%	31
Emergency Preparedness Kit or Supplies		8.6%	48
Batteries (Home or Office)		33.0%	183
Candles		20.9%	116
Firewood		8.3%	46
Carpeting		8.6%	48
Flooring Tile		3.1%	17
Hardwood Flooring		3.6%	20
Rugs		9.9%	55
Clocks		4.1%	23
Closet System		4.5%	25
Curtains or Drapes		10.5%	58
Cutlery, Flatware or Silverware		4.1%	23
Fire Extinguisher		6.1%	34
Furniture (Bedroom)		6.7%	37
Furniture (Living Room)		9.5%	53
Christmas Tree		11.9%	66
Holiday Decorations		8.5%	47
Laminate Flooring		4.3%	24
Mirror		4.5%	25

Value		Percent	Responses
Storage Boxes or Tubs		8.6%	48
Floral Arrangements		5.0%	28
Picture Frames		5.8%	32
Linens (Bathroom)		8.6%	48
Reclining Chair		6.5%	36
Indoor Flowers		9.0%	50
Linens (Dining Room or Kitchen)		4.7%	26
Tankless Water Heater		3.1%	17
None of the above / Does not apply		30.3%	168
Awning		2.0%	11
Oriental Carpeting		0.5%	3
Rugs (Persian)		1.1%	6
Ductless Heat Pumps		1.1%	6
Fine Art (Paintings, Pottery, Etc.)		2.7%	15
Custom Built Furniture		0.7%	4
Reconditioned Furniture		0.7%	4
Furniture (Children's)		1.8%	10
Crib		0.4%	2
Furniture (Dining Room)		2.7%	15
Furniture (Home Office)		2.0%	11
Furnace		1.4%	8
Futon		0.9%	5
Glass Table		0.7%	4



Value		Percent	Responses
Glass Railing		0.4%	2
Safe		2.7%	15
Hot Tub or Spa (Used)		2.0%	11
Sewing Machine		2.2%	12
Wallpaper		1.4%	8
Signs or Banners		1.1%	6
Hot Tub or Spa (New)		1.1%	6

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		9.4%	52
Adjustable Mattress		4.5%	25
Pillow Top Mattress		4.1%	23
Foam Mattress		5.4%	30
Linens (Bedroom)		14.4%	80
Memory Foam Mattress		5.2%	29
Twin Size Bed		3.4%	19
Queen Size Bed		4.9%	27
King Size Bed		4.7%	26
Remote Home Monitoring Video Camera		3.2%	18
Window Coverings		6.1%	34
Patriotic Flags		3.4%	19
None of the above / Does not apply		56.2%	312
Gas Burning Freestanding Stoves		0.5%	3
Water Purification System (Drinking)		2.2%	12
Solar Water Heater		0.5%	3
Latex Mattress		0.5%	3
Innerspring Mattress		2.9%	16
Gel Mattress		2.9%	16
Swimming Pool (Above Ground)		0.9%	5
Water Heater		2.5%	14

Value		Percent	Responses
Smoke Alarm or Detector		2.9%	16
Swimming Pool (In-Ground)		0.7%	4
Shutters		1.3%	7
Reclaimed Wood Furniture		1.3%	7
Sports Team Flags		1.8%	10

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		10.6%	59
Fine Art		5.9%	33
Photographs		8.3%	46
Pottery		5.9%	33
Blown Glass		4.7%	26
Stone Carvings		2.3%	13
Sculpture		2.3%	13
Artistic Wall Decor		8.5%	47
Wood Carvings		4.3%	24
Poster Art		5.9%	33
Religious Art		2.3%	13
Stained Glass		3.8%	21
Ceramics		5.8%	32
Metal Work Art		4.5%	25
Music Memorabilia		4.1%	23
Movie Memorabilia		3.8%	21
None of the above / Does not apply		71.5%	397














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		7.6%	42
Portable Dishwasher		1.1%	6
Dishwasher		7.0%	39
Freezer		2.9%	16
Range		5.9%	33
Range Hood		2.5%	14
Wall Oven		0.5%	3
Washer		5.6%	31
Dryer		5.8%	32
Blender		6.7%	37
Tea Kettle		4.7%	26
Microwave		7.4%	41
Window Air Conditioner		2.0%	11
Coffee or Espresso Machine		9.4%	52
Vacuum Cleaner		9.2%	51
None of the above / Does not apply		57.3%	318



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		6.1%	34
Battery		8.1%	45
Floor Mats		8.3%	46
Lights		5.0%	28
RV Accessories or Supplies		4.0%	22
Seat Covers		7.4%	41
Stereo System (Auto, Car or Truck)		3.2%	18
Tires		17.7%	98
Wiper Blades		32.8%	182
None of the above / Does not apply		45.0%	250
Canopy		1.3%	7
Child Car Seat		1.6%	9
Grill Guard		0.5%	3
Ground Effects		0.4%	2
Mirror(s)		1.3%	7
Motorcycle Accessories		1.6%	9
Motorcycle Parts		1.8%	10
Performance Parts		1.6%	9
Roof Rack (For Bike, Kayak, Etc.)		1.6%	9
Roof Rack (Luggage or Equipment Container)		0.9%	5
Running Boards		1.4%	8
Spoiler		0.4%	2

Value		Percent	Responses
Step Bar		1.1%	6
Tool Box		1.8%	10
Trailer Hitch		2.0%	11
Truck Bed Liner		0.4%	2
Visor		1.3%	7
Wheels or Rims		2.7%	15
Winch		1.6%	9
Window Tinting Equipment (Auto)		1.4%	8
Cargo Trailer (Vehicle Hauler)		0.2%	1
Cargo Trailer (Flat)		0.4%	2
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Boat)		0.7%	4
Cargo Trailer (Box)		0.5%	3

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























Value		Percent	Responses
Dealership		34.1%	189
National chain service center (e.g. Jiffy Lube)		14.2%	79
Private service center		25.8%	143
Friend/Family		15.1%	84
Other		10.8%	60
			<b>Total: 555</b>

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		6.5%	36
60,000 Mile Service		8.3%	46
100,000 Mile Service		10.1%	56
Auto Detailing		8.6%	48
Auto Repair (General)		11.2%	62
Alignment		5.2%	29
Body Work		5.0%	28
Brake Replacement, Adjustment		6.1%	34
Car Wash		40.5%	225
Gas or Service Station Services		16.6%	92
Oil Change or Lube		37.7%	209
Preventative Maintenance		13.9%	77
Tire Mounting or Installation		6.1%	34
Tune-Up		11.9%	66
Windshield or Glass Repair		8.1%	45
None of the above / Does not apply		25.0%	139
Auto Warranty Work (Work Covered by Warranty)		2.0%	11
Car Rental		1.3%	7
DEQ Inspection		1.4%	8
Electrical Repair		1.4%	8
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.8%	10
Motor Repair or Replacement		0.5%	3

Value		Percent	Responses
Motorcycle Repair		0.4%	2
Muffler		2.0%	11
Painting		2.5%	14
RV Maintenance or Service		2.2%	12
Safety Inspection		2.5%	14
Shocks		2.0%	11
Smog Check		0.4%	2
Stereo Installation		2.0%	11
Transmission or Clutch Repair		2.0%	11
Upholstery Repair		1.6%	9
Vehicle Air Conditioning Repair		2.2%	12
Vehicle Storage		0.4%	2
Vehicle Towing		0.7%	4
Windshield or Window Tinting		1.8%	10

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
AutoTrader.com		14.6%	81
CarFax		20.7%	115
CarGurus.com		10.6%	59
CarMax.com		12.4%	69
Cars.com		9.5%	53
Craigslist Auto		19.3%	107
KBB.com		7.7%	43
Facebook Dealer Page		6.8%	38
Edmunds.com		7.0%	39
Local Dealer Site		40.9%	227
UsedCars.com		6.1%	34
Other Local Website		8.8%	49
None of the above / Does not apply		36.4%	202
Yahoo! Autos		0.2%	1
Automotive.com		2.0%	11
Autoblog.com		1.3%	7
CarsDirect.com		2.0%	11
eBay Motors		2.3%	13
MotorTrend.com		2.3%	13
Local TV Site		1.6%	9
Local Radio Site		1.4%	8
The Car Connection		0.5%	3

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		43.2%	240
Beauty Products		35.7%	198
Cosmetics		42.9%	238
Babysitting		3.6%	20
Facial		14.6%	81
Hair Care Products		52.6%	292
Hair Coloring		29.5%	164
Hair Cut		65.2%	362
Hair Removal		4.0%	22
Hair Extensions, Wigs or Weaves		1.6%	9
Manicure		20.2%	112
Massage Therapy		22.3%	124
Pedicure		29.0%	161
Tanning Products		2.3%	13
Tanning Bed or Spray Tan		4.3%	24
Tattoo or Piercing		7.2%	40
Spa Bed (Red Light Therapy or Hydration station)		1.1%	6
None of the above / Does not apply		14.1%	78

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)		43.8%	243
Books (Used)		44.3%	246
Books (Children's)		18.9%	105
Board Games		24.5%	136
Lottery Ticket		39.6%	220
Collectibles		8.3%	46
Vinyl Records		5.0%	28
Comics		3.4%	19
Fire Works		7.2%	40
Graphic Novels		3.8%	21
Computer Games		9.4%	52
DVD Movies (Buy)		20.5%	114
DVD Movies (Rent)		20.5%	114
DVD Movies (Children's)		7.4%	41
Magazines		31.2%	173
TV or Movie Themed Toys		6.7%	37
Toys		16.0%	89
Video Console Games		7.9%	44
None of the above / Does not apply		14.4%	80



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
Purchase Wedding or Special Occasion Gifts		3.4%	19
Host or Attend a Retirement Party		3.1%	17
Host or Attend a Graduation Party		6.5%	36
Purchase Cake, Tart or Pastries for Special Occasion		7.7%	43
None of the above / Does not apply		79.8%	443
Purchase a Wedding Dress		1.1%	6
Purchase a Bridesmaid Dress		0.9%	5
Rent a Bridesmaid Dress		0.2%	1
Purchase a Tuxedo		0.5%	3
Rent a Tuxedo		0.9%	5
Rent a Hall or Event Space for Wedding or Special Event		1.8%	10
Rent a Chauffeured Vehicle		0.2%	1
Hire a Musician or Band for Wedding or Special Event		1.3%	7
Purchase a Wedding Cake		0.9%	5
Use a Wedding Planner		0.4%	2
Use a Party Planner		0.5%	3
Hire a Caterer for Wedding or Special Event		1.3%	7
Use a Florist for a Wedding or Special Event		1.1%	6
Go on a Honeymoon		2.2%	12
Hire a Photographer for Wedding or Special Event		2.2%	12
Hire a Videographer for Wedding or Special Event		0.7%	4

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%	46
Ceramics and Pottery		6.8%	38
Collectables		9.7%	54
Comic Books and Related Collectables		3.4%	19
Do-It-Yourself (DIY)		33.7%	187
Games or Puzzles		24.9%	138
Beer Brewing Supplies		2.3%	13
Wine Making Supplies		2.2%	12
Jewelry Making Supplies or Beads		9.4%	52
Knitting		13.7%	76
Making Arts and Crafts		20.5%	114
Paper Crafts		9.0%	50
Quilting		7.9%	44
Scrapbooking		6.7%	37
Toy Collecting		2.5%	14
Trains, Plane & Car Model Kits		2.9%	16
None of the above / Does not apply		36.4%	202









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		59.5%	330
Train Trip		11.0%	61
Book Hotel Room		52.6%	292
Business Travel		7.0%	39
Buy Travel Tickets		25.6%	142
Buy Luggage		4.9%	27
Golf Vacation		3.8%	21
Hotel or Resort Stay		32.6%	181
International Travel		18.4%	102
Take a Cruise		10.1%	56
Travel Packages		9.9%	55
Use a Travel Agent or Agency		7.4%	41
Vacation Inside Home State		24.3%	135
Vacation Outside Home State		33.9%	188
Rent a Car		24.9%	138
Book Local Lodging for Guests		3.4%	19
Stay at an RV Park		7.9%	44
Stay at a Casino		8.6%	48
Gamble at a Casino		24.0%	133
Play Bingo		5.6%	31
Does not apply		20.7%	115
Charter a Boat		1.6%	9

Value		Percent	Responses
Chartered Fishing Trip		2.3%	13
Ski Resort Stay		2.2%	12
Rent RV		1.6%	9

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)		6.7%	37
Attend College or University (Part Time)		5.4%	30
Attend Classes at Community College		9.4%	52
Online Continuing Education Courses		8.6%	48
Professional Certification or Accreditation Courses		4.0%	22
Language Lessons (Adult)		5.0%	28
Arts or Crafts Lessons (Adult)		10.5%	58
Music Lessons (Adult)		4.9%	27
Cooking Lessons (Adult)		5.2%	29
Attend a Free Lecture or Seminar		15.5%	86
Attend Paid Lecture, Seminar or Special Class		7.0%	39
Dance Lessons		4.0%	22
Yoga, Pilates, or Zumba		15.5%	86
Personal Physical Training		3.6%	20
Attend a Local Workshop		11.0%	61
None of the above / Does not apply		49.2%	273
Attend Graduate School		2.3%	13
Business School		0.4%	2
Learning Center		1.3%	7
Culinary School		1.1%	6
Trade School		0.5%	3
Sports Lessons (Adult)		1.6%	9

Value		Percent	Responses
Real Estate Classes		2.2%	12
Child Education or Tutoring		1.3%	7
Music lessons (Child)		1.3%	7
Sports lessons (Child)		1.6%	9
Language Lessons (Child)		0.5%	3
Arts or Crafts Lessons (Child)		0.9%	5
Change School		0.4%	2
Attend a Religion Based School		0.7%	4

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		14.6%	81
Oil paints		5.8%	32
Acrylic Paints		17.1%	95
Markers		14.4%	80
Specialty Paper		14.4%	80
Fabric Craft Supplies		14.2%	79
Beads		9.7%	54
Art Pencils and Pens		19.6%	109
Scrapbooking Supplies		7.2%	40
None of the above / Does not apply		58.4%	324

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		0.7%	4
Clarinet		0.5%	3
Drums		1.4%	8
Flute		0.5%	3
Acoustic Guitar		4.5%	25
Electric Guitar		1.3%	7
Electric Keyboard		2.2%	12
Piano		2.7%	15
Piano (High End)		0.2%	1
Trombone		0.4%	2
Trumpet		0.7%	4
Violin		2.9%	16
None of the above / Does not apply		88.8%	493



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		14.4%	80
French		7.7%	43
Asian		39.6%	220
German		11.9%	66
American (New)		38.0%	211
Italian		43.2%	240
Cajun or Creole		6.7%	37
Indian		15.1%	84
Chinese		49.9%	277
American (Traditional)		64.5%	358
Thai		33.9%	188
Middle Eastern		10.6%	59
Japanese		20.7%	115
Mexican		65.0%	361
Vietnamese		17.5%	97
Southern		10.5%	58
Tex-Mex		17.5%	97
Spanish		10.6%	59
Mediterranean		15.5%	86
None of the above / Does not apply		8.6%	48

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		14.4%	80
Fish & Chips		36.6%	203
Golf Course Restaurant, Bar or Snack Bar		6.8%	38
Barbeque		25.4%	141
Deli		25.6%	142
Breakfast or Brunch		52.6%	292
Appetizers		42.7%	237
Dessert		26.3%	146
Chicken Wings		16.6%	92
Hamburgers		53.5%	297
Chicken		39.6%	220
Frozen Yogurt		12.6%	70
Live or Raw food		5.6%	31
Tapas or Small Plates		9.5%	53
Theme Restaurants		6.5%	36
Soup		33.5%	186
Salad		44.7%	248
Pizza (Dine In)		20.9%	116
Pizza (Delivery)		21.1%	117
Steak		33.5%	186
Juice or Smoothies		14.2%	79
Sandwiches		42.5%	236

Value		Percent	Responses
Pizza (Carry Out)		44.9%	249
Pizza (Take & Bake)		32.4%	180
Seafood		38.4%	213
Vegan		6.1%	34
Steakhouse		20.5%	114
Sushi		20.0%	111
Vegetarian		13.3%	74
Pho		18.7%	104
None of the above / Does not apply		6.8%	38

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		29.5%	164
Locally Grown Produce		35.9%	199
Healthful Children's Dining		6.3%	35
Environmental Sustainability		25.2%	140
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.0%	22
Hyper-Local Sourcing		5.4%	30
Gluten Free Cuisine		7.7%	43
Sustainable Seafood		15.0%	83
Raw or Live Food Options		4.0%	22
Specialty Appetizers		10.5%	58
Specialty Salads		16.4%	91
Specialty Soups		13.0%	72
Specialty Desserts		11.5%	64
None of the above / Does not apply		44.0%	244

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		25.9%	144
Non-Smoking Environment		48.8%	271
Child Friendly		13.2%	73
Serve Alcohol		21.4%	119
Pool Tables		4.0%	22
Locally Brewed Beer		13.7%	76
Live Music		8.6%	48
Bar		20.5%	114
Large Craft Beer Selection		9.4%	52
Large Wine Selection		8.1%	45
Hand Crafted Cocktails		5.2%	29
Farm to Table Dining		20.2%	112
Senior Discounts		36.0%	200
None of the above / Does not apply		16.8%	93












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		30.1%	167
Foreign Beer		10.8%	60
Red Wine		30.3%	168
White Wine		21.4%	119
Dessert Wine		4.1%	23
Mixed Drinks		27.9%	155
Hand Crafted Cocktails		12.1%	67
Beer Cocktails		7.0%	39
"Top Shelf" Spirits		13.5%	75
Champagne		4.3%	24
Champagne Cocktails		3.2%	18
Energy Drink based Mixed Drinks		1.3%	7
Premium Tequila		5.9%	33
Alcoholic Cider		10.5%	58
Locally Distilled Spirits		8.5%	47
None of the above / Does not apply		37.5%	208

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		0.2%	1
Purchase Condominium or Townhouse		0.9%	5
Purchase Manufactured or Modular Home		1.8%	10
Purchase Investment Property		1.1%	6
Purchase Personal Residence		3.8%	21
Purchase Custom Built Home		2.0%	11
Purchase Residential Real Estate at an Auction		0.7%	4
Purchase Land or Agricultural Property		2.5%	14
Purchase Vacation Property		1.8%	10
Purchase Other		0.7%	4
None of the above / Does not apply		89.5%	497

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		0.2%	1
Sell Personal Residence		4.7%	26
Sell Vacation Property		0.9%	5
Sell Condominium or Townhouse		0.4%	2
Sell Investment Property		1.3%	7
Sell Land or Agricultural Property		1.4%	8
Sell Commercial or Business Property		0.5%	3
Sell Manufactured or Modular Home		0.9%	5
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		0.9%	5
None of the above / Does not apply		90.6%	503









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		9.5%	2
New home, but outside of development		19.0%	4
New home that I will have contractor build		9.5%	2
Existing home less than 10 years old		38.1%	8
Existing home more than 10 years old		71.4%	15
Other		4.8%	1











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		5.4%	30
Rent House (Residence)		9.5%	53
Rent Manufactured or Modular Home		1.4%	8
Rent or Lease Commercial Property		0.7%	4
Rent Agricultural Land		0.5%	3
Rent Subsidized Housing		2.9%	16
Rent Condo/Townhouse		2.2%	12
Rent Section 8 Housing		3.6%	20
None of the above / Does not apply		82.7%	459

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		4.3%	24
Use a Realtor to Buy Real Estate		3.4%	19
Use a Realtor to Buy and Sell Real Estate		4.1%	23
Plan to Sell Property Myself		1.4%	8
Use a Real Estate Broker		2.2%	12
None of the above / Does not apply		87.7%	487

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		4.1%	23
Home Remodel or Renovation Loan		1.4%	8
Business Construction Loan		0.7%	4
Home Construction Loan		1.6%	9
Equity Loan		1.4%	8
Land Loan		0.9%	5
Reverse Mortgage		0.5%	3
Real Estate Loan for existing home		0.9%	5
Refinance Home		3.6%	20
None of the above / Does not apply		89.0%	494



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		12.8%	71
Facebook		8.5%	47
Google		12.6%	70
Auction.com		3.6%	20
Homes & Land		4.0%	22
Homes.com		4.9%	27
HomeFinder		9.9%	55
MLS.com		13.5%	75
National Real Estate Co. Site		5.6%	31
Local MLS Site		22.5%	125
RealEstate.com		8.3%	46
Realtor.com		22.5%	125
Realty.com		5.4%	30
Redfin		16.2%	90
Trulia		15.0%	83
Zillow		44.5%	247
ZipRealty.com		2.5%	14
None of the above / Does not apply		37.1%	206

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		15.3%	85
Apartmentguide.com		7.2%	40
Craigslist		22.7%	126
Forrent.com		2.2%	12
HomeFinder.com		8.1%	45
Hotpads.com		4.5%	25
Rent.com		11.4%	63
Sublet.com		1.3%	7
Trulia		10.8%	60
Zillow		31.9%	177
None of the above / Does not apply		50.5%	280

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		68.8%	382
No, don't know who to call		31.2%	173

**Total: 555**

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		68.1%	378
No, don't know who to call		31.9%	177

**Total: 555**


















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		13.0%	72
Craft Beer		23.8%	132
Champagne		12.3%	68
Premium Hard Alcohol or Spirits		15.0%	83
White Wine		25.8%	143
Red Wine		32.1%	178
Major Brand Cigarettes		6.1%	34
Recreational Marijuana		10.1%	56
Marijuana Accessories		4.5%	25
Discount Cigarettes		6.1%	34
Discount Hard Alcohol or Spirits		7.9%	44
Domestic Beer		24.5%	136
Alcoholic Cider		11.9%	66
None of the above / Does not apply		33.7%	187
Cigars		2.9%	16
Vaping Kit		0.2%	1
Vaping Accessories		2.0%	11
Roll Your Own Cigarette Supplies		2.5%	14
Smokeless Tobacco		2.7%	15
E-Liquids / Vape Juice		2.2%	12
Pipe Tobacco		1.3%	7
Electronic Cigarette Supplies		1.6%	9

Value		Percent	Responses
Hookah Accessories		0.2%	1
Hookah		0.2%	1








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		51.6%	32
Cannabis Edibles		53.2%	33
Cannabis Tinctures		22.6%	14
Cannabis Vaporizers		19.4%	12
Cannabis Cleaning Tools or Supplies		12.9%	8
Cannabis Concentrates		30.6%	19
Cannabis Pre-Rolls		30.6%	19
Organic Cannabis Products		19.4%	12
Cannabis Oil		35.5%	22
Cannabis Beauty & Skin Care Products		17.7%	11
Cannabis Beverages		11.3%	7
Cannabis Chocolates		35.5%	22
Medical Cannabis		12.9%	8
CBD Cannabis		48.4%	30
None of the above / Does not apply		6.5%	4

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		35.7%	198
Specialty Teas		19.5%	108
Specialty Coffee		30.8%	171
Gourmet Deli Counter Items		22.5%	125
Cookies		37.7%	209
Snack Cakes		7.7%	43
Potato Chips		49.2%	273
Soft Drinks		35.9%	199
Energy Drinks		13.2%	73
Energy Bars		19.1%	106
Noodle Bowls		16.9%	94
Cupcakes		9.0%	50
Birthday Cake		15.5%	86
Beef Jerky or Meat Sticks		21.6%	120
Bottled Water		33.5%	186
Candy		35.1%	195
Fruit		72.6%	403
Nuts		56.9%	316
Chocolates		41.8%	232
Ice cream		52.1%	289
Cheese		76.8%	426
Artisan Bread		38.0%	211

Value		Percent	Responses
Artisan Meats		12.1%	67
Sports Drinks		12.6%	70
Basic Condiments		43.1%	239
Artisan Condiments		9.2%	51
Canned Sauces		28.3%	157
Cereal		56.4%	313
Milk		73.2%	406
Chicken		77.1%	428
Pork		48.8%	271
Beef		60.9%	338
Game Meats		4.7%	26
Fish		56.8%	315
Pasta		58.4%	324
Snack Mixes		14.8%	82
Vegetables		73.7%	409
Olive Oil		54.2%	301
Balsamic Vinegar		25.4%	141
Frozen Entrees		38.4%	213
Eggs		84.3%	468
Locally Raised Beef, Pork, Poultry		26.5%	147
Locally Grown Fruit and Vegetables		53.9%	299
Locally Produced Honey		24.0%	133
Organic Food		34.1%	189

Value		Percent	Responses
Pickled Vegetables		18.6%	103
Artisan Cheese		31.9%	177
Alternative "Meat" Products		11.2%	62
Sausage		43.4%	241
Donuts		21.1%	117
Pastries		23.6%	131
None of the above / Does not apply		1.8%	10

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

Value		Percent	Responses
Convenience		62.7%	348
Better Prices		82.2%	456
Variety		39.3%	218
Quality of Selection		57.3%	318
Quality of Produce		67.7%	376
Healthy Options		35.9%	199
Speed of Check Out		27.7%	154
Size of Store		11.0%	61
Number of Checkouts		20.4%	113
Cleanliness of Store		56.6%	314
Parking		36.9%	205
Help with Bagging/Packing		15.5%	86
Loyalty Tokens/Stamps		11.5%	64
Home Delivery		3.8%	21
None of the above / Does not apply		2.2%	12

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		74.2%	412
Take items home immediately		64.9%	360
Return items more easily		31.2%	173
Enjoy the in-store experience		38.6%	214
Can ask questions to store associates		41.8%	232
To support local businesses		60.9%	338
More secure than online purchase		19.5%	108
Better prices		28.8%	160
Quality of service		29.0%	161
Better Selection		28.6%	159
Local flavor or uniqueness		25.0%	139
None of the above / Does not apply		5.0%	28















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		33.5%	186
Donate to a Charity		52.6%	292
Donate to a Church		29.9%	166
Donate to Political Party or Government Representative		14.8%	82
Join a New Church		3.8%	21
Volunteer at Church		16.8%	93
Volunteer for Nonprofit Group		24.1%	134
Retire		3.6%	20
Vote in Upcoming Local Elections		53.5%	297
Vote in Upcoming State or National Elections		58.2%	323
Purchase Season Tickets for Performing Arts		7.0%	39
Attend a Holiday Themed Performance		23.8%	132
Community Activity		30.6%	170
Support an Organization		20.7%	115
Make a Donation		39.3%	218
Register to Vote		4.3%	24
None of the above / Does not apply		10.1%	56
Donate Vehicle		2.3%	13
Have a Baby		1.8%	10
Get Married		2.2%	12
Look into Private Schooling for Children		0.9%	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		29.7%	165
Community Event		53.2%	295
Festival		45.0%	250
Live Performance		43.1%	239
Fundraising Event		20.4%	113
Seminar		11.2%	62
School Event		21.3%	118
Corporate Event		6.1%	34
Trade Show		12.4%	69
Conference		11.5%	64
Networking Event		8.1%	45
Radio Station Sponsored Event		7.9%	44
Television Station Sponsored Event		4.0%	22
Newspaper Sponsored Event		9.2%	51
None of the above / Does not apply		18.7%	104

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		5.9%	33
Use a Zip Line		7.9%	44
Go Camping		35.5%	197
Go Mountain Biking		6.7%	37
Go Touring on a Bicycle		6.7%	37
Go to a Community or City Swimming Pool		17.1%	95
Take a Guided Backpacking or Hiking Trip		4.3%	24
Attend a Horse Race		2.3%	13
Attend a Car, Truck or Motorsport Race		6.8%	38
Participate in City or Municipal Sponsored Programs		9.4%	52
Join or Change Health or Fitness Club		13.5%	75
None of the above / Does not apply		38.4%	213

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		21.4%	119
Local Business Blog		3.2%	18
Local Business Email		7.9%	44
CitySearch		4.1%	23
Snapchat		11.2%	62
Instagram		30.6%	170
Cinema Ads		16.8%	93
Facebook Business Page		17.8%	99
Reviews on Yelp! or Google+		19.1%	106
YouTube Promo Video		13.5%	75
Pandora		21.8%	121
Online Yellow Pages		5.2%	29
Google Search		66.1%	367
eBay		37.1%	206
Spotify		13.5%	75
Pinterest		34.8%	193
Google+ Local		8.8%	49
Clicked on Google Sponsored Ad		18.9%	105
LinkedIn		16.6%	92
Angie's List		5.4%	30
Craigslist		44.5%	247
Bing		17.3%	96

Value		Percent	Responses
Twitter		15.3%	85
Amazon		82.9%	460
None of the above / Does not apply		3.6%	20
Digital Billboard		1.4%	8
Local Business Text Message		2.7%	15
Xing		0.7%	4

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



Value		Percent	Responses
Yes		72.6%	403
No		27.4%	152
			<b>Total: 555</b>

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

Value		Percent	Responses
Yes		48.6%	270
No		51.4%	285























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


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










Value		Percent	Responses
Yes		33.3%	185
No		66.7%	370
			<b>Total: 555</b>





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		49.5%	275
Arts and Entertainment		36.0%	200
Automotive - (General)		24.9%	138
Automotive - (New Vehicle Dealership)		12.8%	71
Automotive - (Used Vehicle Dealership)		18.4%	102
Automotive - (Auto Parts store)		14.6%	81
Automotive - (Auto Repair business)		10.5%	58
Automotive - (Auto Body shop)		6.3%	35
Tire Business		17.7%	98
Beauty and Spa Related Businesses		18.4%	102
Child Related Businesses		6.1%	34
Community and State Services		20.0%	111
Education		15.5%	86
Employment Related Businesses		11.0%	61
Event Planning and Services		4.7%	26
Family Activity Related Businesses		9.5%	53
Farm Equipment and Agriculture Businesses		5.0%	28
Financial Services		8.6%	48
Fitness Businesses or Providers		7.0%	39
General Retail		43.4%	241
Grocery / Market		34.2%	190
Home and Garden Related Businesses		23.8%	132

Value		Percent	Responses
Building Supply/Lumber Business		14.6%	81
Home Service Businesses		9.4%	52
Home Service Contractors		12.1%	67
Hotel and Travel Related Businesses		25.8%	143
Local Services		24.9%	138
Medical Related Businesses - (General)		13.3%	74
Medical Related Businesses - (Chiropractor)		3.1%	17
Medical Related Businesses - (Dentist)		7.7%	43
Medical Related Businesses - (Hospital)		4.3%	24
Nightlife Related Businesses		7.4%	41
Pet / Animal		30.5%	169
Professional Services		15.0%	83
Real Estate Service Businesses		5.8%	32
Recreation Related Businesses		8.1%	45
Restaurant / Bar / Lounge		33.5%	186
Senior Related Businesses		11.0%	61
Specialty Food and Drink		16.9%	94
General Retail - Children's Clothing Store		6.1%	34
General Retail - Clothing Accessory Store		15.3%	85
General Retail - Computer Store		11.2%	62
General Retail - Farming and Agriculture Business		3.4%	19
General Retail - Furniture Store		14.6%	81
General Retail - Hardware Store		17.5%	97










Value		Percent	Responses
General Retail - Home Entertainment Store		6.7%	37
General Retail - Jewelry Store		5.9%	33
General Retail - Major Appliance Store		10.8%	60
General Retail - Men's Clothing Store		12.1%	67
General Retail - Mobile Phone Store		7.6%	42
General Retail - Shoe Store		15.5%	86
General Retail - Women's Clothing Store		28.3%	157
None of the above / Does not apply		13.5%	75
Motorsport Businesses		2.2%	12

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





















Value		Percent	Responses
Yes		18.0%	100
No		82.0%	455












**Total: 555**

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		12.6%	70
Get a New Part Time Job		10.8%	60
Get a Temporary or Seasonal Job		6.1%	34
Use an Employment or Temporary Employment Agency		2.9%	16
Use a Career Counselor		0.4%	2
Get a Second (or Third) Job		4.3%	24
Get First Job after High School		1.3%	7
Get First Job after College		1.1%	6
None of the above / Does not apply		73.0%	405

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		4.9%	27
Admin & Clerical		7.6%	42
Warehouse		4.1%	23
Hotel - Hospitality		3.1%	17
Health Care		6.8%	38
Manufacturing		3.4%	19
Entry Level (New Graduate)		3.1%	17
Grocery		4.0%	22
Customer Service		8.8%	49
Management		4.3%	24
Education		3.8%	21
NonProfit		5.4%	30
Government		5.0%	28
Sales & Marketing		3.4%	19
None of the above / Does not apply		67.9%	377
Agriculture		1.4%	8
Automotive		1.3%	7
Construction		1.6%	9
Accounting		2.7%	15
Banking & Finance		2.9%	16
Child Care		2.7%	15








Value		Percent	Responses
Real Estate		2.0%	11
Insurance		1.4%	8
Legal		1.4%	8
Media		2.5%	14
Installation - Maintenance - Repair		1.8%	10
Restaurant - Food Services		2.5%	14
Executive Level		1.8%	10
Engineering		0.5%	3
Information Technology		2.0%	11
Skilled Labor - Trades		2.9%	16
Transportation		2.2%	12

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		21.3%	118
Local Agency Site		14.1%	78
Craigslist		18.9%	105
Facebook		9.2%	51
Indeed.com		25.8%	143
LinkedIn		17.3%	96
Monster.com		10.8%	60
CareerBuilder		8.1%	45
GlassDoor		7.2%	40
SimplyHired.com		3.2%	18
AOL Jobs		0.9%	5
SnagAJob.com		2.9%	16
Dice.com		1.1%	6
USAjobs.gov		9.2%	51
USAjobs.org		4.0%	22
ZipRecruiter		8.1%	45
JobDiagnosis		0.7%	4
TheLadders		0.7%	4
None of the above / Does not apply		50.6%	281









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		23.6%	131
Yellow Pages directory		2.0%	11
Direct mail flyer		19.8%	110
Deal program/offer		8.6%	48
Facebook business page offer		7.9%	44
Billboard advertising		1.1%	6
None of the above / Does not apply		60.4%	335

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)		22.0%	122
Purchased an online deal to a local business in the past 3 months		15.1%	84
None of the above / Does not apply		71.0%	394

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		9.9%	55
Read ads and keep them - using one or two		42.9%	238
Read ads and keep them - without using any		3.6%	20
Read ads but throw away without using any		20.0%	111
Throw ads away unread		15.0%	83
Do not receive direct mail or advertisements at home or PO Box		8.6%	48

**Total: 555**



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 %	27 4.9%	72 13.0%	257 46.3%	53 9.5%	28 5.0%	66 11.9%	52 9.4%	555
County election Count Row %	20 3.6%	74 13.3%	263 47.4%	51 9.2%	29 5.2%	60 10.8%	58 10.5%	555
State election Count Row %	17 3.1%	101 18.2%	228 41.1%	46 8.3%	38 6.8%	67 12.1%	58 10.5%	555
Total Total Responses								555

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

Value		Percent	Responses
Yes		84.7%	470
No		15.3%	85
			<b>Total: 555</b>

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		89.4%	496
No		10.6%	59

**Total: 555**

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		4.5%	25
Used Vehicle Dealership		5.9%	33
New and Used Vehicle Dealership		10.5%	58
Automotive Service		9.5%	53
Tire Store		11.4%	63
Auto Parts Store		15.9%	88
Recreation Vehicle (RV) Dealership		2.2%	12
RV or Camper Repair		1.6%	9
Boat Dealer		1.1%	6
Boat Service		1.4%	8
Motorcycle Dealer		1.4%	8
Motorcycle Repair Shop		1.1%	6
None of the above / Does not apply		67.2%	373

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		2.7%	15
Legal Firm or Attorney		2.3%	13
Insurance Agency		5.2%	29
Tax Advisor		2.5%	14
Telecommunications Provider		1.8%	10
Internet Service Provider		6.5%	36
None of the above / Does not apply		85.8%	476









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		1.8%	10
Hearing Aid Center		2.0%	11
Cardiologist		2.2%	12
Chiropractor		4.1%	23
Dentist		14.1%	78
Dermatologist		2.7%	15
Hospital		5.0%	28
Mental Health Provider		3.8%	21
Optometrist		4.0%	22
Pediatrician		1.8%	10
General Practitioner		8.5%	47
Rehabilitation Clinic		1.1%	6
Urgent Care Clinic		7.0%	39
Surgical Specialist		1.8%	10
Weight Loss Service		1.3%	7
None of the above / Does not apply		68.1%	378







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		4.7%	26
Electrician		1.8%	10
Handyman		5.6%	31
Heating & Air Conditioning Service		4.5%	25
Remodeling Contractor		1.3%	7
General Contractor		1.1%	6
Landscaper		2.2%	12
New Home Builder		0.2%	1
Painting Contractor		1.3%	7
Plumber or Plumbing Contractor		3.4%	19
Roofing Contractor		1.3%	7
None of the above / Does not apply		84.0%	466









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		1.8%	10
Home Inspector		0.9%	5
Mortgage Broker		1.8%	10
Property Manager		2.0%	11
Realtor		4.9%	27
None of the above / Does not apply		91.5%	508


















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		0.9%	5
Automotive Loan Provider		1.4%	8
Financial Advisor		2.5%	14
Bank		8.8%	49
Credit Union		9.4%	52
None of the above / Does not apply		82.2%	456









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		8.1%	45
Ethnic Restaurant		19.8%	110
Family Style Restaurant		17.5%	97
Fast Food Restaurant		16.2%	90
Fine Dining Restaurant		15.3%	85
Pizza Restaurant		22.2%	123
Restaurant with Bar or Lounge		15.3%	85
None of the above / Does not apply		45.6%	253




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		7.4%	41
Clothing Accessory Store		7.7%	43
Major Appliance Store		4.5%	25
Computer Store		6.7%	37
Farming and Agriculture Business		2.3%	13
Furniture Store		8.8%	49
Grocery Store		19.6%	109
Hardware Store		13.9%	77
Home Entertainment Store		2.5%	14
Jewelry Store		4.1%	23
Mobile Phone Store		4.5%	25
Shoe Store		9.2%	51
Specialty Food Business		4.3%	24
Women's Clothing Store		16.6%	92
Men's Clothing Store		5.9%	33
Children's Clothing Store		4.7%	26
None of the above / Does not apply		52.1%	289

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		6.1%	34
Any Child Related Business		2.0%	11
Any Event Planning Business		1.8%	10
Any Education Business		2.5%	14
Any Fitness Business		5.6%	31
Any Pet Related Business		12.3%	68
Any Senior Related Business		4.3%	24
None of the above / Does not apply		75.3%	418

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		16.6%	92
No		49.5%	275
Does not apply		33.9%	188
			<b>Total: 555</b>



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















Value		Percent	Responses
Arts and Entertainment		3.3%	3
Automotive		3.3%	3
Beauty and Spa		3.3%	3
Education		9.8%	9
Event Planning and Services		3.3%	3
Financial Services		3.3%	3
Fitness Businesses or Providers		4.3%	4
General Retail		3.3%	3
Grocery and Specialty Food/Drink		3.3%	3
Health and Medical		9.8%	9
Home and Garden		4.3%	4
Home Service Businesses		4.3%	4
Pet / Animal		3.3%	3
Real Estate		8.7%	8
Other		23.9%	22
Apparel and Accessories		1.1%	1
Child Related Businesses		1.1%	1
Family Activity		1.1%	1
Hotel and Travel		2.2%	2
Nightlife		1.1%	1
Recreation		1.1%	1
Restaurant / Bar / Lounge		1.1%	1

**Total: 92**









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.		31.5%	29
Computer Hardware		18.5%	17
Office Copier		4.3%	4
Business Logo Apparel		12.0%	11
Networking Hardware or Software		7.6%	7
Office Furniture, Fixtures or Interiors		5.4%	5
Office Cleaning Supplies		15.2%	14
Office Supplies		42.4%	39
Office Printer		7.6%	7
Promotional Items		13.0%	12
Security System		4.3%	4
Telephone Systems		4.3%	4
Uniforms or Work Clothing		8.7%	8
None of the above / Does not apply		26.1%	24









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		3.3%	3
Business Advertising		4.3%	4
Business Sign Company Services		4.3%	4
None of the above / Does not apply		81.5%	75
Business Bottled Water Delivery		1.1%	1
Business Advisory Services		1.1%	1
Business Cellular Phone Service		2.2%	2
Business Internet Services		2.2%	2
Business Marketing Services		1.1%	1
Business Printing Services		1.1%	1
Business Recruitment		2.2%	2
Business Staffing or Temp Services		1.1%	1
Business Television Media Service		1.1%	1
Business Radio Media Service		1.1%	1






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
Buy New Office		1.1%	1
Add New Locations		1.1%	1
Renovate Existing Facilities		13.0%	12
Construct New Facilities		2.2%	2
Buy or Rent Industrial Space		3.3%	3
Buy or Rent Warehouse space		1.1%	1
Install New Commercial Carpeting		1.1%	1
None of the above / Does not apply		80.4%	74




















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		1.1%	1
Purchase Used Business Automobiles		2.2%	2
Purchase New Business Trucks		1.1%	1
Purchase Used Business Trucks		1.1%	1
Lease New Business Trucks		3.3%	3
Purchase New Heavy Duty or Commercial Business Trucks		1.1%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.1%	1
None of the above / Does not apply		90.2%	83

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		2.2%	2
Business Health Insurance		3.3%	3
Business Dental Insurance		2.2%	2
Business 401K or Retirement Program		3.3%	3
None of the above / Does not apply		90.2%	83

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

Value		Percent	Responses
Local Newspaper		18.5%	17
Local Newspaper Site		5.4%	5
Local Radio		6.5%	6
Local Free or Alternative publication		4.3%	4
Other Print Publications		4.3%	4
Facebook		37.0%	34
Other Social Media		15.2%	14
Search Engine Optimization (SEO, SEM)		6.5%	6
Word of Mouth or Referrals		62.0%	57
Billboards		5.4%	5
Direct Mail		8.7%	8
Coupons or "Deal of the Day"		6.5%	6
Fliers or Door Hangers		6.5%	6
Banner Ads		7.6%	7
Online Advertising		17.4%	16
None of the above / Does not apply		14.1%	13
Local Television		1.1%	1
Twitter		2.2%	2
Sign "Spinners"		1.1%	1

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		4.3%	4
Use social media for promoting business		21.7%	20
Website optimized for mobile (responsive)		8.7%	8
Ongoing search optimization (SEO, SEM)		5.4%	5
Banner ads		6.5%	6
Cost-per-click ads (CPC, PPC)		5.4%	5
Cost-per-mille ads (CPM)		3.3%	3
Programmatic ads		1.1%	1
Retargeting ads		1.1%	1
Video ads		2.2%	2
Google ads (Adwords)		9.8%	9
Facebook ads		25.0%	23
Sponsored content		1.1%	1
Email advertising		17.4%	16
Site analytics		1.1%	1
Use a Digital Agency		1.1%	1
Digital ads through newspaper		7.6%	7
None of the above/Does not apply		50.0%	46



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		4.3%	4
Use social media for promoting business		14.1%	13
Website optimized for mobile (responsive)		7.6%	7
Ongoing search optimization (SEO, SEM)		4.3%	4
Banner ads		4.3%	4
Cost-per-click ads (CPC, PPC)		1.1%	1
Cost-per-mille ads (CPM)		1.1%	1
Programmatic ads		1.1%	1
Video ads		6.5%	6
Google ads (Adwords)		7.6%	7
Facebook ads		18.5%	17
Sponsored content		3.3%	3
Email advertising		18.5%	17
Site analytics		2.2%	2
Use a Digital Agency		2.2%	2
Digital ads through newspaper		5.4%	5
None of the above/Does not apply		58.7%	54

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




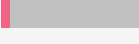


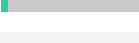
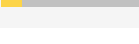

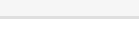
Value		Percent	Responses
Yes		4.4%	4
No		84.6%	77
Don't know		11.0%	10

**Total: 91**

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%		9.4%	52
1% - 25%		43.4%	241
26% - 50%		23.2%	129
51% - 75%		14.2%	79
76% - 100%		9.7%	54
			<b>Total: 555</b>
			<b>Avg 31%</b>






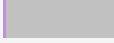
### 167. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		4.3%	24
25 - 30		3.1%	17
31 - 34		2.3%	13
35 - 40		6.3%	35
41 - 45		2.5%	14
46 - 49		3.8%	21
50 - 54		4.7%	26
55 - 60		14.8%	82
61 - 69		31.4%	174
70 or older		26.8%	149

**Total: 555**









**Avg 60**

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

Value		Percent	Responses
Metro / Urban		23.2%	129
Small/Mid-Size Town		25.8%	143
Suburban		24.9%	138
Rural		23.4%	130
Vacation community		1.1%	6
Other		1.6%	9

**Total: 555**

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.4%	2
Some High School (Not Graduate)		2.5%	14
High School Graduate (12th grade)		9.0%	50
Vocational or Technical Training		6.1%	34
Some College		27.6%	153
College Graduate		29.7%	165
Some Post-Graduate Study (No Advanced Degree)		6.7%	37
Post-Graduate Degree		18.0%	100








**Total: 555**

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

Value		Percent	Responses
Under \$20,000		13.1%	72
\$20,000 - \$24,999		4.0%	22
\$25,000 - \$29,999		6.0%	33
\$30,000 - \$34,999		7.5%	41
\$35,000 - \$39,999		4.9%	27
\$40,000 - \$44,999		4.7%	26
\$45,000 - \$49,999		7.1%	39
\$50,000 - \$74,999		17.5%	96
\$75,000 - \$99,999		13.5%	74
\$100,000 - \$124,999		8.2%	45
\$125,000 - \$149,999		6.6%	36
\$150,000 - \$200,000		4.4%	24
Over \$200,000		2.6%	14

**Total: 549**  
**Avg \$69,379**






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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		2.2%	12
Black or African-American		0.9%	5
Asian		1.8%	10
White or Caucasian		83.8%	465
Hispanic		3.1%	17
Other		2.5%	14
Prefer not to answer		5.8%	32

**Total: 555**







173. Are you...

Value		Percent	Responses
Male		29.0%	161
Female		67.0%	372
Gender Variant / Non-conforming		0.4%	2
Other		0.4%	2
Prefer not to answer		3.2%	18
			<b>Total: 555</b>

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


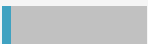



Value	Percent	Responses
Single Family Home	78.2%	434
Apartment	9.5%	53
Condominium	3.8%	21
Mobile Home	5.9%	33
Other	2.5%	14
		<b>Total: 555</b>

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		76.6%	425
Rented		18.9%	105
Occupied Without Payment of Rent		2.0%	11
Other		2.5%	14

**Total: 555**

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

Value		Percent	Responses
None		83.6%	464
1		6.1%	34
2		6.3%	35
3		2.3%	13
4 or more		1.6%	9
			<b>Total: 555</b>

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		43.1%	238
No		56.9%	314

**Total: 552**