

# The Pulse of America 2020 Survey Report (Great Lakes Region)

## Response Counts

Completion Rate:

100%



Complete




757

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Total: 757

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

Value		Percent	Responses
Yes		100.0%	757
			<b>Total: 757</b>

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


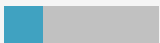
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	162 21.4%	194 25.6%	296 39.1%	105 13.9%	757
Business news Count Row %	174 23.0%	243 32.1%	274 36.2%	66 8.7%	757
Government news Count Row %	261 34.5%	266 35.1%	185 24.4%	45 5.9%	757
High school sports news Count Row %	94 12.4%	136 18.0%	272 35.9%	255 33.7%	757
Crime news Count Row %	267 35.3%	291 38.4%	173 22.9%	26 3.4%	757
Clubs and organizations news Count Row %	89 11.8%	202 26.7%	353 46.6%	113 14.9%	757
Total Total Responses					757

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 0.4%	24 3.2%	94 12.4%	365 48.2%	256 33.8%	15 2.0%	757
Local news coverage Count Row %	8 1.1%	27 3.6%	84 11.1%	358 47.3%	264 34.9%	16 2.1%	757
Reporting objectivity Count Row %	21 2.8%	57 7.5%	147 19.4%	339 44.8%	159 21.0%	34 4.5%	757
Headline objectivity Count Row %	16 2.1%	51 6.7%	154 20.3%	349 46.1%	160 21.1%	27 3.6%	757
Local school news Count Row %	5 0.7%	17 2.2%	130 17.2%	351 46.4%	171 22.6%	83 11.0%	757
County news coverage Count Row %	6 0.8%	30 4.0%	119 15.7%	387 51.1%	180 23.8%	35 4.6%	757
Local city/community news coverage Count Row %	7 0.9%	23 3.0%	88 11.6%	372 49.1%	249 32.9%	18 2.4%	757
Environmental news coverage Count Row %	10 1.3%	56 7.4%	166 21.9%	335 44.3%	138 18.2%	52 6.9%	757
Courts and cops news coverage Count Row %	6 0.8%	37 4.9%	135 17.8%	351 46.4%	189 25.0%	39 5.2%	757
Local sports coverage Count Row %	11 1.5%	8 1.1%	82 10.8%	282 37.3%	244 32.2%	130 17.2%	757




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage Count Row %	6 0.8%	35 4.6%	108 14.3%	365 48.2%	195 25.8%	48 6.3%	757
People and features coverage Count Row %	3 0.4%	21 2.8%	143 18.9%	357 47.2%	190 25.1%	43 5.7%	757
Total Total Responses							757

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


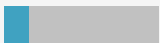
Value		Percent	Responses
Yes		75.3%	570
No		24.7%	187

**Total: 757**

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		36.4%	208
No		60.0%	343
None of the above / Does not apply		3.7%	21
			<b>Total: 572</b>




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

Value		Percent	Responses
Yes		83.0%	628
No		17.0%	129

**Total: 757**


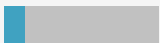


7. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		41.3%	260
No		55.2%	347
None of the above / Does not apply		3.5%	22



**Total: 629**

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

Value		Percent	Responses
Yes		85.9%	650
No		14.1%	107






**Total: 757**

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		59.3%	387
No		40.7%	266

**Total: 653**




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

Value		Percent	Responses
1		36.3%	236
2		52.8%	343
3		7.4%	48
4		2.3%	15
5 or more		1.2%	8
			<b>Total: 650</b>


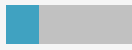



### Statistics

Average 1.8

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













Value		Percent	Responses
Adult male		69.1%	449
Adult female		77.1%	501
Minor under 18		2.6%	17

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

Value		Percent	Responses
Yes, always		18.6%	121
Yes, frequently		26.5%	172
Yes, sometimes		36.2%	235
Seldom		13.7%	89
Never		5.1%	33

Total: 650

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		21.8%	142
Local Daily Newspaper		81.7%	531
Local Paid Weekly Community Newspaper		29.1%	189
Local Free Weekly Print Publication (a Shopper or Newspaper)		54.6%	355
Local Alternative Publication		12.8%	83
Local City or Regional Magazine		26.8%	174
Local Specialty Publication		14.8%	96
Local Business Publication		11.5%	75
Local Ethnic Publication		3.4%	22
Local Parenting Publication		2.0%	13
Local Senior Publication		17.1%	111
None of the above / Does not apply		1.8%	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	83	120	314	133	650
Row %	12.8%	18.5%	48.3%	20.5%	
<b>Retail Store Ads</b>					
Count	181	240	197	32	650
Row %	27.8%	36.9%	30.3%	4.9%	
<b>Ad Inserts</b>					
Count	179	210	211	50	650
Row %	27.5%	32.3%	32.5%	7.7%	
<b>Real Estate Ads</b>					
Count	34	78	312	226	650
Row %	5.2%	12.0%	48.0%	34.8%	
<b>Automotive Ads</b>					
Count	28	74	309	239	650
Row %	4.3%	11.4%	47.5%	36.8%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	87	232	276	55	650
Row %	13.4%	35.7%	42.5%	8.5%	
<b>Political Ads</b>					
Count	34	97	291	228	650
Row %	5.2%	14.9%	44.8%	35.1%	
<b>Legal Notices</b>					
Count	46	87	285	232	650
Row %	7.1%	13.4%	43.8%	35.7%	
<b>Total</b>					
Total Responses					650



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		49.0%	371
Posted on a Government Website		13.2%	100
No preference		37.8%	286




**Total: 757**

16. Have you or any member of your household placed a classified ad in a local print publication or website in the last 12 months?

Value		Percent	Responses
Yes		15.3%	116
No		83.9%	635
Don't know		0.8%	6



**Total: 757**

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		31.6%	36
Satisfactory response (received many inquiries)		42.1%	48
Poor response (received very few inquiries)		26.3%	30








**Total: 114**

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

Value		Percent	Responses
Yes		53.4%	404
No		46.6%	353





















**Total: 757**

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

Value		Percent	Responses
Daily		20.2%	153
Couple times week		16.6%	126
Weekly		6.6%	50
Couple times month		10.4%	79
Monthly		3.6%	27
Less Monthly		20.6%	156
Have not visited / Does not apply		21.9%	166














**Total: 757**

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		5.0%	38
Auto Detailing Shop		4.9%	37
Oil Change Station		46.2%	350
Auto Parts Store		27.2%	206
Auto Repair Shop		24.2%	183
Auto Salvage Yard		3.6%	27
Auto Battery Store		6.2%	47
Car Wash		68.7%	520
Gas Station		84.3%	638
New Vehicle Dealership		15.1%	114
Used Vehicle Dealership		12.4%	94
Tire Store		18.2%	138
None of the above / Does not apply		6.9%	52
Auto Glass Repair Shop		2.6%	20
Auto Paint Shop		1.1%	8
Auto Towing Service		2.1%	16
Auto Window Tinting		1.1%	8
Auto Stereo Installation		0.8%	6
Car Audio Store		1.2%	9
Commercial Truck Dealership		0.4%	3
Commercial Truck Repair Shop		0.5%	4









Value		Percent	Responses
Pick and Pull Lot		0.8%	6
Recreation Vehicle (RV) Dealership		2.4%	18
RV or Camper Repair		1.8%	14
Trailer & Utility Trailer		1.5%	11
Trailer Rental Service		0.7%	5

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		2.1%	16
Boating Accessory Store		3.7%	28
Boat Repair Shop		1.5%	11
Boat Rental Service		0.4%	3
All-Terrain Vehicle (ATV) Dealer		4.1%	31
Watercraft Dealer		1.1%	8
Watercraft Rental Shop		0.5%	4
Motorcycle Dealer		2.9%	22
Motorcycle Repair Shop		1.2%	9
Motorcycle Accessory Store		2.8%	21
Golf Cart Dealer		1.7%	13
Boat and RV Storage Facility		2.5%	19
None of the above / Does not apply		85.5%	647



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













Value		Percent	Responses
New Farm Equipment Dealer		1.1%	8
Used Farm Equipment Dealer		1.5%	11
Farm Truck and Tractor Repair Shop		2.8%	21
Agriculture Farm Supply Store		12.8%	97
Agricultural Service		2.2%	17
Farming Structure Building Contractor		0.5%	4
Animal Feed Store		11.5%	87
None of the above / Does not apply		79.8%	604

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		17.6%	133
Bakery		54.0%	409
Specialty Cake Bakery		4.9%	37
Cupcake Shop		7.0%	53
Donut Shop		24.2%	183
Beverage Distributor		9.2%	70
Beer Shop		19.7%	149
Brewery or Brew Pub		33.8%	256
Candy Store		14.0%	106
Cheese Shop		32.2%	244
Chocolate Shop		18.4%	139
Coffee & Tea Shop		34.3%	260
Espresso or Coffee Shop		31.0%	235
Cookie Store		5.7%	43
Convenience Store		70.4%	533
Dessert Restaurant		5.4%	41
Distillery		9.6%	73
Ethnic Food Restaurant		38.3%	290
Ice Cream or Frozen Yogurt Shop		36.9%	279
Smoothie or Juice Bar		6.6%	50
Liquor Store		40.7%	308

Value		Percent	Responses
Tea Shop		4.6%	35
Winery		18.0%	136
Wine Shop		11.4%	86
None of the above / Does not apply		4.9%	37
U-Brew Beer or Wine Store		2.5%	19

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		13.6%	103
Grocery Store (Discount)		53.6%	406
Grocery Store (Ethnic)		9.2%	70
Farmers Market		33.2%	251
Grocery Store (Co-op)		25.1%	190
Grocery Store (Independent/Citywide)		45.2%	342
Grocery Store (Major or Regional Chain)		81.5%	617
Meat Market or Butcher Shop		27.2%	206
Grocery Store (Neighborhood/Local/Mom & Pop)		32.8%	248
Seafood Market		6.7%	51
Specialty Food Market		10.0%	76
None of the above / Does not apply		0.9%	7

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		30.6%	232
Day Spa		9.4%	71
Eyelash Extension Salon		0.9%	7
Hair Removal Salon		2.8%	21
Hair and Beauty Salon (Find New or Change Existing)		53.2%	403
Makeup Artist		1.2%	9
Massage Spa		16.1%	122
Nail Salon		23.4%	177
Skin Care Store		3.3%	25
Tanning Salon		5.5%	42
Tattoo Studio		6.2%	47
None of the above / Does not apply		21.7%	164

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		6.9%	52
Arts & Crafts Fair		44.5%	337
Casino		25.6%	194
Community Theatre		28.3%	214
Movie Theater		65.1%	493
Museum		33.0%	250
Live Theater		30.0%	227
Performing Arts Center		25.6%	194
Bingo Hall		6.3%	48
Social Club		5.0%	38
Stadium or Arena		23.4%	177
Rodeo		3.8%	29
Wine Tour		4.9%	37
Music Festival		21.7%	164
Wine Festival		7.4%	56
Food Festival		26.2%	198
Seasonal Festival		31.4%	238
Arts Organization		11.5%	87
Cultural Center		10.6%	80
Local Festival		38.0%	288
Historical Society		14.7%	111
None of the above / Does not apply		10.2%	77

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		27.6%	209
Professional Sports Team		20.5%	155
Amusement Center / Park		22.7%	172
Family Play Center		8.3%	63
Family Entertainment Center		9.6%	73
Go Kart Track		4.5%	34
Horseback Riding		4.9%	37
Outdoor Park		37.6%	285
Ice Skating or Roller Rink		10.0%	76
Athletic Club		18.6%	141
Zoo		38.6%	292
None of the above / Does not apply		26.0%	197












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		0.8%	6
CrossFit Gym		1.6%	12
Dance Studio		3.3%	25
Fitness Boot Camp		1.3%	10
Exercise Classes		19.9%	151
Gym, Fitness or Athletic Club		30.8%	233
Martial Arts Studio		2.5%	19
Personal Trainer		3.8%	29
Rock Climbing Gym		1.3%	10
Swimming Lessons		5.0%	38
Yoga Studio		10.4%	79
None of the above / Does not apply		53.0%	401









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%	26
Bait & Tackle Shop		16.6%	126
Bicycle Shop		10.8%	82
Bicycle Repair Shop		10.7%	81
Bicycle Rental Service		2.2%	17
Bowling Alley		23.0%	174
Dive Shop		0.7%	5
Fishing Supply Store		14.0%	106
Golf Course		17.4%	132
Golf Driving Range		10.4%	79
Golf Pro Shop		7.7%	58
Gun Shooting Range		10.4%	79
Gun Store		11.0%	83
Miniature Golf Course		15.7%	119
Outdoor Gear Store		14.3%	108
Ski Shop		2.1%	16
New Sporting Goods Store		12.5%	95
Used Sporting Goods Store		8.2%	62
None of the above / Does not apply		33.4%	253






















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		3.3%	25
Bar, Lounge or Pub		50.3%	381
Comedy Club		11.4%	86
Dancing or Night Club		5.7%	43
Music or Concert Hall		33.6%	254
Billiard Hall		1.6%	12
Sports Bar		30.4%	230
Wine Bar		10.8%	82
None of the above / Does not apply		32.4%	245

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		3.2%	24
Card or Stationery Store		14.8%	112
Announcement Printing Service		2.9%	22
Catering Service		4.8%	36
Disc Jockey (DJ)		1.3%	10
Event Coordinator		1.7%	13
Hotel Meeting Room or Event Space		3.8%	29
Musician or Band		5.4%	41
Party Supply Store		10.4%	79
Photographer		6.3%	48
Event Space or Venue		3.7%	28
Videographer		0.5%	4
Wedding Venue or Banquet Hall		2.0%	15
Wedding Planner		0.5%	4
None of the above / Does not apply		68.2%	516

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		13.2%	100
University		8.3%	63
Community College		10.3%	78
Elementary School		5.4%	41
Middle or High School		9.0%	68
Adult Education School		9.6%	73
Musical Instruments and Lessons		4.0%	30
Lecture or Seminar Series		7.1%	54
None of the above / Does not apply		60.8%	460
Preschool		2.6%	20
Art School		2.0%	15
Charter School		0.8%	6
Culinary School		1.7%	13
Beauty School		0.9%	7
Dance Studio		1.8%	14
Driving School		2.6%	20
Language School		1.1%	8
Tutoring Center		0.5%	4
Private Elementary School		0.1%	1
Private K-12 School		0.5%	4
Private Tutor		0.5%	4

Value		Percent	Responses
Vocational School		2.5%	19
Real Estate School		0.8%	6
Aviation / Flight School		0.8%	6
Graduate school		1.5%	11
Parochial School		1.2%	9

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		26.4%	200
Credit Union		19.7%	149
Financial Advisor		11.9%	90
Stockbroker		2.9%	22
None of the above / Does not apply		62.4%	472

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		0.8%	6
Bankruptcy Service		1.3%	10
Business Development Service		0.8%	6
Bookkeeping Service		4.1%	31
Car Leasing Service		3.7%	28
Check Cashing Service		2.8%	21
Credit Repair Service		1.8%	14
Credit Counseling Service		1.2%	9
Debt Consolidation Company		2.2%	17
Money Transfer Service		1.1%	8
Payday Loan Company		0.8%	6
Tax Return Service		31.2%	236
Title Loan Company		2.9%	22
None of the above / Does not apply		59.0%	447
























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










Value		Percent	Responses
Chiropractor		12.8%	97
Dentist		37.3%	282
General Practitioner		17.7%	134
Family Practitioner		20.3%	154
Optometrist		19.7%	149
Pediatrician		2.6%	20
None of the above / Does not apply		50.9%	385

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%	179
Hospital		7.4%	56
Medical Clinic		16.8%	127
Mental Health Service		4.9%	37
None of the above / Does not apply		68.6%	519

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		4.6%	35
Allergy or Asthma Specialist		8.7%	66
Cardiologist		13.7%	104
Cancer Specialist		5.4%	41
Mental Health Provider		8.7%	66
Dermatologist		18.1%	137
Denture or Implant Specialist		7.3%	55
Obstetrician & Gynecologist		7.0%	53
Orthodontist		3.7%	28
Ear, Nose & Throat Doctor		10.2%	77
Gastroenterologist		8.7%	66
Internal Medicine Doctor		25.4%	192
Massage Therapist		18.2%	138
Nutritionist or Dietician		4.4%	33
Oncologist		3.8%	29
Ophthalmologist		21.4%	162
Orthopedist		3.6%	27
Physical Therapist		10.8%	82
Psychiatrist		5.0%	38
Podiatrist		5.3%	40
Urologist		6.1%	46

Value		Percent	Responses
Surgical Specialist		3.4%	26
None of the above / Does not apply		23.6%	179
Cardiovascular Surgeon		0.9%	7
Cryotherapy		0.8%	6
Cosmetic or Plastic Surgeon		1.3%	10
Cosmetic Dentist		2.4%	18
Oral Surgeon		2.9%	22
Home Health Care Provider		1.2%	9
Naturopathic Practitioner		2.2%	17

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






















Value		Percent	Responses
Audiology Clinic		5.7%	43
Blood Donation Center		8.7%	66
Hearing Aid Center		9.5%	72
Laboratory or Medical Testing Facility		16.6%	126
Laser Eye Surgery Clinic		3.0%	23
Medical Imaging Service		11.2%	85
Mental Health Service		4.2%	32
Mental Health Clinic		3.7%	28
Medical Supply Store		3.0%	23
Pain Management Physician		4.5%	34
Pain Clinic		4.4%	33
Sleep Disorder Clinic		3.8%	29
Urgent Care Clinic		10.4%	79
Walk-In Clinic		12.7%	96
None of the above / Does not apply		43.6%	330
Alcoholism Treatment Program		0.3%	2
Alzheimer's or Memory Care Facility		0.8%	6
Drug Addiction Treatment Center		0.4%	3
Drug Testing Service		0.3%	2
Hospice Care Provider		0.8%	6
Memory Care Facility		0.5%	4

Value		Percent	Responses
Medical Marijuana Authorization		0.8%	6
Medical Marijuana Dispensary		1.6%	12
Medical Spa		0.7%	5
Pain Control Clinic		2.8%	21
Physical Health Center		2.2%	17
Rehabilitation Clinic		1.3%	10
Sports Medicine Clinic		1.6%	12
Vascular Surgeon or Vein Center		1.2%	9








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		50.5%	382
Regional Airport		32.0%	242
Bed & Breakfast		8.6%	65
Campground		19.3%	146
Cruise Line		7.9%	60
Hotel or Motel (Local)		11.9%	90
Hotel or Motel (Out-of-Town)		62.5%	473
Luggage-Travel Store		1.3%	10
RV Rental Company		1.2%	9
Ski Resort		2.9%	22
Tour Company		3.7%	28
Shuttle Service		9.5%	72
Limo Service		0.7%	5
Taxi Service		11.6%	88
Travel Agent		7.8%	59
None of the above / Does not apply		20.3%	154



















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		4.6%	35
Courier or Delivery Service		5.0%	38
Compost / Yard Waste Service		5.4%	41
Dry Cleaning or Laundry Service		20.5%	155
Electronics Repair Shop		3.6%	27
Information Technology (IT) Service		4.8%	36
Jewelry Repair Shop		9.8%	74
Mail Store		14.4%	109
Moving Truck Rental Company		3.3%	25
Printing Service		5.7%	43
Propane Dealer		8.6%	65
Propane Home Heating Service		4.5%	34
Junkyard		4.4%	33
Recycling Center		24.7%	187
Self-Storage Facility		5.4%	41
Sewing and Alterations Shop		7.7%	58
Small Engine Repair Shop		7.3%	55
Shipping Center		14.0%	106
Shoe Repair Shop		7.0%	53
Watch or Clock Repair Shop		7.7%	58
Mobile or Cell Phone Repair Shop		5.0%	38







Value		Percent	Responses
Tool / Equipment Rental Service		3.4%	26
Car Rental Agency		9.4%	71
None of the above / Does not apply		28.4%	215
Bottled Water Delivery Service		1.5%	11
Funeral Service Provider		1.3%	10
Cremation Service Provider		1.6%	12
Marriage Counselor		1.3%	10






















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		7.9%	60
Charity or Philanthropic Organization		11.9%	90
Church		48.6%	368
City or Municipal Service		16.5%	125
Community Organization		9.9%	75
Government or Political Service		3.0%	23
Community Service or Non-Profit Organization		11.9%	90
City Center		5.0%	38
City or Town Hall		15.2%	115
Civic Center		9.5%	72
Community Center		16.1%	122
Convention Center		6.7%	51
County Government Office		10.3%	78
Department of Social Services		4.6%	35
Employment Center		3.3%	25
Government Economic Program		1.2%	9
Youth Organization		4.1%	31
None of the above / Does not apply		26.4%	200

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

Value		Percent	Responses
Electrician		13.3%	101
Painting Contractor		8.9%	67
Plumber or Plumbing Contractor		11.6%	88
None of the above / Does not apply		77.5%	587






















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




Value		Percent	Responses
Asphalt / Paving Contractor		4.4%	33
Appliance Repair Service		9.6%	73
Air Duct Cleaning Service		6.3%	48
Carpenter or Woodworker		10.0%	76
Carpet Installation Contractor		6.9%	52
Concrete Contractor		6.1%	46
Countertop Contractor		4.4%	33
Drywall Installation or Repair Contractor		4.5%	34
Deck Builder		3.8%	29
Furnace Contractor		7.9%	60
Flooring Installation Service		7.3%	55
Handyman		16.6%	126
Heating & Air Conditioning Service		15.9%	120
Garage Door Contractor		4.9%	37
Garbage Collection Service		9.4%	71
General Contractor		6.7%	51
Gutter Installation or Repair Contractor		4.2%	32
Mover or Moving Company		3.0%	23
Junk Removal or Hauling Service		4.2%	32
Kitchen or Bath Remodeling Company		4.9%	37
Landscaping Service		9.1%	69

Value		Percent	Responses
Roofing Contractor		4.9%	37
Remodeling Contractor		3.7%	28
Septic Tank Contractor		3.8%	29
Window Installer		4.4%	33
None of the above / Does not apply		39.9%	302
Alternative Energy Service		2.4%	18
Demolition Contractor		0.5%	4
Fencing Contractor		2.2%	17
Fire & Water Damage Restoration Service		0.5%	4
Foundation Contractor		1.5%	11
Handicap Access Contractor		0.4%	3
Home Security Company		1.6%	12
Home Maintenance Service		1.7%	13
Garage Builder		1.6%	12
Insulation Installer		1.7%	13
New Home Builder		0.8%	6
Landscape Architect		1.6%	12
Siding Installation or Repair Contractor		1.8%	14
Stone or Marble Company		0.9%	7
Solar Energy Contractor		1.6%	12
Tile Contractor		1.3%	10
Waterproofing Contractor		1.2%	9
Water Well Drilling Contractor		0.4%	3














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		7.7%	58
Carpet Cleaning Service		13.5%	102
Fuel or Oil Home Heating Service		3.4%	26
Furnace Cleaning Service		12.5%	95
Home Pressure Washing Service		3.7%	28
House Cleaning Service		7.3%	55
Lawn Care Service		13.5%	102
Landscaper		4.0%	30
Pest Control Service or Exterminator		6.6%	50
Television or Internet Service Provider		19.3%	146
Water Treatment Supply & Service		3.0%	23
Window & Door Installation Service		4.0%	30
None of the above / Does not apply		46.2%	350
Awning & Tent Company		0.8%	6
Bathtub Refinishing Service		2.6%	20
Cabinet Refacing Service		1.5%	11
Furniture Upholstery Service		1.5%	11
Home Theater Installation Service		0.4%	3
Home Gardening Service		2.5%	19
Interior Designer		0.8%	6
Key or Locksmith Service		2.4%	18





Value		Percent	Responses
Pool Cleaning Service		0.7%	5
Shades & Blinds Installation Service		1.5%	11
Wallcoverings Store		0.4%	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		1.3%	10
Assisted Living Facility		1.1%	8
Retirement Home		0.4%	3
Nursing Home		0.8%	6
55+ Housing Community		5.2%	39
Senior Center		11.1%	84
Adult Day Care		0.1%	1
Geriatric Physician		1.1%	8
Respite Relief Provider		0.1%	1
Senior Care Placement Agency		0.7%	5
None of the above / Does not apply		82.3%	623











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

Value		Percent	Responses
Childcare or Daycare		3.2%	24
Summer Camp		5.8%	44
Sports Camp		4.1%	31
None of the above / Does not apply		90.9%	688








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		19.6%	148
Children's Shoe Store		6.5%	49
Children's Furniture Store		1.1%	8
None of the above / Does not apply		80.1%	606





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		5.2%	39
Animal Daycare		4.9%	37
Emergency Animal Hospital		2.2%	17
Pet Boarding		9.5%	72
Pet Groomer		17.7%	134
Pet Sitter		5.5%	42
Pet Trainer		1.5%	11
Pet Walker		1.1%	8
Veterinarian		43.3%	328
None of the above / Does not apply		48.1%	364














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		13.1%	99
Bird Specialty Store		0.9%	7
Bird Shop		0.9%	7
Pet Boutique		2.5%	19
Fish or Aquarium Store		3.4%	26
Pet Store		38.8%	294
None of the above / Does not apply		53.4%	404















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		1.5%	11
Realtor		8.2%	62
Real Estate Brokerage Firm		1.1%	8
None of the above / Does not apply		90.8%	687

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		4.9%	37
Developer		0.4%	3
Estate Appraiser		1.3%	10
Estate Liquidator		0.5%	4
Home Inspector		3.3%	25
Home Staging Company		0.5%	4
Manufactured or Modular Home Builder		0.7%	5
New Home Builder		1.7%	13
Mortgage Banker		3.2%	24
Mortgage Broker		1.8%	14
Real Estate Appraiser		4.1%	31
Title & Escrow Company		4.1%	31
None of the above / Does not apply		85.1%	644






















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		68.7%	520
Family Style Restaurant		50.1%	379
Buffet Restaurant		23.8%	180
Fine Dining Restaurant		28.0%	212
Restaurant with Lounge or Bar		39.1%	296
Pizza Restaurant		53.9%	408
Ethnic Restaurant		21.5%	163
Chinese Restaurant		37.5%	284
Mexican Restaurant		42.5%	322
Italian Restaurant		24.3%	184
Japanese or Sushi Restaurant		10.7%	81
Thai Restaurant		8.7%	66
Indian Restaurant		6.9%	52
None of the above / Does not apply		4.8%	36
























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
















Value		Percent	Responses
Art Supply Store		10.6%	80
Art Gallery		5.5%	42
Craft Supply Store		25.9%	196
Home and Office Battery Store		3.3%	25
Bookstore		41.2%	312
Candle Shop		11.0%	83
Computer Store		12.4%	94
Department Store		62.6%	474
Discount Store		58.3%	441
Drugstore or Pharmacy		67.1%	508
Electronics Store		17.2%	130
Fabric Store		17.2%	130
Florist		10.0%	76
Gift Shop		22.5%	170
Herb Shop or Herbalist		3.6%	27
Hobby Shop		18.2%	138
Mobile Phone Store		17.4%	132
Music and Video Store		7.3%	55
Music Instrument Store		4.0%	30
Music Store		4.1%	31
Office Equipment & Supply Store		14.8%	112

Value		Percent	Responses
Outlet Store		25.5%	193
Pawn Shop		5.5%	42
Flea Market		18.2%	138
Religious Supply or Gift Shop		3.3%	25
Shopping Center		35.8%	271
Consignment Shop		21.9%	166
Tobacco Store		6.1%	46
Toy Store		9.1%	69
Record Store		4.0%	30
Vitamin or Supplement Store		11.2%	85
Wholesale, Warehouse or Club Store		25.1%	190
Thrift Store		42.5%	322
Yard Equipment Store		6.5%	49
Camera Store		5.4%	41
Bead Store		4.0%	30
CBD Store		9.0%	68
Gun Shop		9.1%	69
Christian Book Store		7.8%	59
Christmas Store		13.1%	99
Yarn Store		6.7%	51
None of the above / Does not apply		3.6%	27
Adult Video or Adult Store		2.1%	16
New Age Book Store		1.7%	13

Value		Percent	Responses
Cigar Store		1.8%	14
Coin Shop		1.5%	11
Comic Book Shop		1.7%	13
Equipment Rental Store		1.8%	14
Knife Store		1.2%	9
Military Surplus Store		1.5%	11
Monument or Memorial Company		0.5%	4
Scrap Metal Dealer		2.9%	22
Sewing Studio		2.2%	17
Sign Store		1.2%	9
Vape or Smoke Shop		2.6%	20
Trophy or Award Store		0.9%	7
Wedding Supply Store		0.4%	3
Survival Store		0.7%	5
Marijuana Dispensary		2.6%	20
Security Service		0.9%	7
Gold/Silver/Precious Metal Dealer		2.2%	17

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		21.0%	159
Major Appliance Store		7.9%	60
Small Appliance Store		3.3%	25
TV & Appliance Store		9.4%	71
Baby Supply & Furniture Store		4.0%	30
Bath & Accessory Store		20.6%	156
Building Supply Store or Lumber Yard		25.9%	196
Carpet Store		7.3%	55
Clock Shop		3.0%	23
Fireplace, Wood Stove or Barbeque Store		3.7%	28
Flooring Store		8.6%	65
Frame Shop		4.0%	30
Furniture Store		18.0%	136
Hardware Store		42.3%	320
Home & Garden Center		44.1%	334
Home Decor Store		17.4%	132
Lighting Store		5.2%	39
Mattress or Bedding Store		9.2%	70
Plant Nursery & Garden Supply Store		23.2%	176
Outdoor Furniture Store		3.4%	26
Paint Store		13.2%	100







Value		Percent	Responses
Tool Store		5.3%	40
Vacuum Store		3.2%	24
TV Store		3.3%	25
Used Building Supply Store		3.7%	28
None of the above / Does not apply		18.9%	143
Cabinet Store		2.9%	22
Furniture Restoration Shop		2.2%	17
Hot Tub or Spa Dealer		1.7%	13
Rent-to-Own Store		0.3%	2
Rug Store		2.9%	22
Solar Energy Equipment Dealer		0.8%	6
Pool & Spa Dealer		1.2%	9
Tool Rental Center		1.8%	14
Window Store		2.1%	16
Futon Store		0.4%	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		25.8%	195
Beauty Supply Store		16.1%	122
Clothing Accessory Store		25.8%	195
Menswear Store		16.5%	125
Women's Clothing Store		50.5%	382
Eyewear & Opticians Store		33.2%	251
Jewelry Store		8.9%	67
Lingerie Store		5.8%	44
Logo Apparel Store		4.5%	34
Outdoor Clothing Store		18.4%	139
Perfume Store		4.8%	36
Shoe Store		45.7%	346
Sportswear Store		16.8%	127
Swimwear Store		7.1%	54
Western Wear Store		3.0%	23
None of the above / Does not apply		16.8%	127
Bridal Shop		1.2%	9
Fur Store		0.1%	1
Leather Goods Store		2.6%	20
Maternity Store		0.3%	2
Watch Store		2.6%	20










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		9.8%	74
Disaster Insurance		0.4%	3
Insurance Agency		12.7%	96
Legal Firm or Attorney		4.5%	34
Tax Advisor		10.4%	79
None of the above / Does not apply		74.1%	561



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

Value		Percent	Responses
Commercial Builder		1.1%	8
Architect or Architecture Firm		1.1%	8
Employment or Staffing Agency		2.4%	18
Graphic Designer		0.9%	7
Life Coach		1.2%	9
Private Investigator		0.4%	3
None of the above / Does not apply		94.3%	714

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


















Value		Percent	Responses
Have Boat Repaired or Serviced		4.6%	35
Purchase Boat Parts		3.6%	27
None of the above / Does not apply		84.3%	638
Purchase New All-Terrain Vehicle (ATV)		1.6%	12
Purchase New Boat		0.4%	3
Purchase New Personal Watercraft		0.3%	2
Purchase New Motorcycle		1.1%	8
Purchase New Motorcycle Trike		0.1%	1
Purchase New Snowmobile		0.1%	1
Purchase Used All-Terrain Vehicle (ATV)		1.5%	11
Purchase Used Boat		1.8%	14
Purchase Used Personal Watercraft		0.5%	4
Purchase Used Motorcycle		1.2%	9
Purchase Used Motorcycle Trike		0.1%	1
Purchase Used Snowmobile		1.1%	8
Have Motorcycle Repaired		2.1%	16
Purchase Motorcycle Parts		2.8%	21
Purchase Marine Electronics		0.9%	7
Purchase New Golf Cart		0.7%	5
Purchase Used Golf Cart		0.8%	6
Purchase Motorcycle Apparel		2.4%	18
Rent Snowmobile		0.8%	6




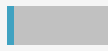






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.7%	5
Purchase New Class B RV		0.4%	3
Purchase New Class C RV		0.3%	2
Purchase New Travel Trailer or 5th Wheel		1.1%	8
Purchase New Camper Shell		0.1%	1
Purchase Used Class A RV		0.3%	2
Purchase Used Class C RV		0.3%	2
Purchase Used Travel Trailer or 5th wheel		2.8%	21
Purchase Used Camper Shell		0.7%	5
None of the above / Does not apply		95.2%	721

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		6.1%	46
New Luxury Vehicle - Under \$50,000		1.5%	11
New Luxury Vehicle - \$50,000 - \$75,000		0.5%	4
New Luxury Vehicle - Over \$75,000		0.3%	2
New Minivan		0.7%	5
New SUV		4.8%	36
New Truck		3.6%	27
New Hybrid or Electric Vehicle		2.6%	20
Used Car		11.0%	83
Used Luxury Vehicle - Under \$30,000		1.7%	13
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	4
Used Van		0.7%	5
Used Minivan		1.5%	11
Used SUV		8.3%	63
Used Truck		5.7%	43
Used Hybrid or Electric Vehicle		1.5%	11
None of the above / Does not apply		67.9%	514

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

Value		Percent	Responses
Compact car		5.2%	39
Full-size car		5.7%	43
Luxury vehicle (any size)		0.5%	4
Midsized car		6.3%	48
Pickup truck		7.9%	60
Sport utility vehicle (SUV)		20.7%	157
Van or mini-van		5.2%	39
None of the above		48.5%	367

Total: 757



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
Buick		4.8%	36
Chevrolet		17.2%	130
Chrysler		4.0%	30
Dodge		7.7%	58
Ford		17.2%	130
GMC		8.6%	65
Honda		11.1%	84
Hyundai		4.5%	34
Jeep		6.5%	49
Kia		5.0%	38
Nissan		5.3%	40
Subaru		8.2%	62
Toyota		15.6%	118
None of the above / Does not apply		51.8%	392
Aston Martin		0.1%	1
Acura		1.8%	14
Audi		1.6%	12
BMW		2.0%	15
Cadillac		2.0%	15
Fiat		0.4%	3
Infiniti		0.9%	7

Value		Percent	Responses
Jaguar		0.1%	1
Land Rover		0.5%	4
Lexus		2.5%	19
Lincoln		1.8%	14
Mazda		2.8%	21
Mercedes-Benz		0.5%	4
Mini		0.5%	4
Mitsubishi		1.1%	8
Porsche		0.3%	2
Saab		0.1%	1
Scion		0.1%	1
Suzuki		0.1%	1
Tesla		1.7%	13
Volkswagen		2.4%	18
Volvo		1.2%	9



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

Value		Percent	Responses
Yes		22.3%	169
No		77.7%	588

**Total: 757**

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
Office Equipment		6.5%	49
Printer		7.8%	59
Ink or Printer Cartridges		41.1%	311
Wi-Fi for Home		6.9%	52
Headphones		14.7%	111
Customizable Smartphone accessories		3.2%	24
Smartphone Charger		9.9%	75
Smartwatch		3.7%	28
Phone or Tablet Controlled Home Tech Products		3.3%	25
Noise Canceling Headphones		5.0%	38
Phone Calling Card		4.1%	31
Surge Protector		5.4%	41
Apple Watch		4.5%	34
Batteries for Electronics		34.3%	260
None of the above / Does not apply		29.6%	224
Home Theater System		1.1%	8
GPS Device (Handheld or In-Vehicle)		2.9%	22
Satellite Radio		2.9%	22
Satellite TV System		1.5%	11
Stereo System (Home)		0.8%	6
Portable Speakers		2.9%	22
Wireless Speakers		2.8%	21

Value		Percent	Responses
Compact/Mini Projector		0.8%	6
Wearable Electronics		2.4%	18
Healthcare Device		2.4%	18
Aerial Drone		2.6%	20
Aerial Drone Accessories		0.8%	6
Short Wave Radio		0.4%	3
Wireless Hotspot		2.0%	15
Assistive Technology for Hearing		1.2%	9
Virtual Reality Headset		0.5%	4
Smart Sports Equipment		0.3%	2























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%	24
Camera Memory Card	5.7%	43
Computer Accessories	4.6%	35
Computer Software	5.0%	38
Tablet (iPad or Similar)	6.3%	48
Personal Computer	5.9%	45
Laptop Computer	13.1%	99
4K Ultra HD TV	7.4%	56
Smart TV	10.2%	77
None of the above / Does not apply	55.2%	418
Camera (Digital) - Point and Shoot	2.5%	19
Mirrorless Camera	0.3%	2
Camera (Film)	0.9%	7
Camera Accessories or Supplies	2.5%	19
Camera Lens	2.0%	15
Portable DVD Player	2.2%	17
E-Reader (Kindle or Similar)	1.2%	9
TiVo or DVR	0.5%	4
Computer Bag	1.7%	13
TV (3D)	2.0%	15
Computer or Tablet Support	2.6%	20

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		24.6%	186
Conventional Cell Phone		7.4%	56
Prepaid Cell Phone		2.6%	20
Unlocked Cell Phone		1.8%	14
Large-Screen Smartphone		3.6%	27
None of the above / Does not apply		65.4%	495

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		4.1%	31
Necklaces		7.4%	56
Rings (Other)		6.5%	49
Earrings		17.7%	134
Silver Jewelry		3.8%	29
Gemstone Jewelry		3.2%	24
Costume Jewelry		7.5%	57
Women's Jewelry		11.5%	87
None of the above / Does not apply		66.2%	501
Engagement Rings		0.9%	7
Wedding Rings		1.5%	11
Graduation Rings		1.2%	9
Pendants		2.9%	22
Celtic Jewelry		2.1%	16
Diamond Jewelry		2.9%	22
Pearl Jewelry		0.9%	7
Men's Jewelry		1.7%	13
Children's Jewelry		1.8%	14
Designer Jewelry		1.3%	10
Custom Designed Jewelry		2.0%	15
Crystal Figurines		0.7%	5
Jewelry Box or Organizer		1.7%	13






















Value		Percent	Responses
Men's High-End Watch		0.4%	3
Women's High-End Watch		0.4%	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		15.6%	118
Crop Insurance		0.4%	3
Dental Insurance		9.4%	71
Disability Insurance		1.5%	11
Homeowner Insurance		10.0%	76
Life Insurance		5.4%	41
Medical (Health) Insurance		9.9%	75
Medicare		6.5%	49
Long Term Care Insurance		1.3%	10
Pet Insurance		2.5%	19
Renters Insurance		4.2%	32
Agriculture Insurance		0.8%	6
Professional Liability Insurance		0.9%	7
None of the above / Does not apply		68.2%	516





















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
Chiropractor		6.6%	50
Family Practice Doctor		7.8%	59
Medical Clinic		4.8%	36
Optometrist		5.0%	38
Primary Care Provider		5.5%	42
Drugstore or Pharmacy		7.0%	53
None of the above / Does not apply		75.2%	569
Acupuncture		1.3%	10
Audiologist		2.0%	15
Counseling & Mental Health Specialist		2.5%	19
Geriatric Specialist		0.8%	6
Home Healthcare		0.4%	3
Hospital		2.9%	22
Pediatric Dentist		0.3%	2
Pediatrician		0.7%	5
Wellness Business		0.8%	6
Substance Abuse Treatment Provider		0.3%	2
Weight Loss Service		1.7%	13
Alternative Care Provider		1.1%	8
Physical Therapy or Rehabilitation service provider		1.3%	10
Hearing Aid Center		2.2%	17



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		0.9%	7
Bankruptcy Attorney		1.1%	8
Banking, Partnership & Business Law Attorney		1.8%	14
Child Support Attorney		0.4%	3
Criminal Law Attorney		0.4%	3
Disability & Social Security Attorney		0.9%	7
Divorce & Family Law Attorney		1.6%	12
DWI, DUI, OWI, OUI Attorney		0.4%	3
Employment Discrimination or Labor Issues Attorney		0.5%	4
General Practice Attorney		1.5%	11
Intellectual Property Attorney		0.3%	2
Malpractice Attorney		0.3%	2
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		1.1%	8
Real Estate Attorney		2.8%	21
Taxation Attorney		0.9%	7
Wills, Trusts & Estates Attorney		15.9%	120
None of the above / Does not apply		75.8%	574






















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		1.5%	11
Breast Augmentation		0.8%	6
Breast Implants		0.1%	1
Dermabrasion		1.5%	11
Ear Surgery		0.1%	1
Eyelid Surgery		0.5%	4
Fat Reduction		0.7%	5
Facelift		0.5%	4
Forehead Lift		0.1%	1
Hair Transplant		0.1%	1
Hair Loss Treatment		0.7%	5
Liposuction		0.7%	5
Lasik		1.5%	11
Skin Treatment		3.6%	27
Rhinoplasty (Nose Job)		0.1%	1
None of the above / Does not apply		91.0%	689



















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		59.4%	450
Teeth Cleaning		54.2%	410
Cavity Filling		17.8%	135
Crown		13.5%	102
Oral Surgery		2.2%	17
Braces		4.4%	33
Composite Bonding		2.2%	17
Dental Implants		6.3%	48
Dental Veneers		0.7%	5
Dentures		4.9%	37
Full Mouth Reconstruction		0.4%	3
Inlays or Onlays		0.3%	2
Smile Makeover		0.5%	4
Teeth Whitening		6.6%	50
None of the above / Does not apply		16.5%	125

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		48.7%	369
Purchase Health Related Products		12.4%	94
Use Physical Rehabilitation Services		3.0%	23
Stop Smoking		3.0%	23
Purchase Health and Wellness Supplements		18.5%	140
Receive Treatment for Back Pain		7.4%	56
Have an Eye/Vision Exam		58.0%	439
Purchase Prescription Eyeglasses		30.5%	231
Purchase Prescription Contact Lenses		7.7%	58
Have an Annual Physical or Checkup		53.6%	406
Have X-Rays Taken		10.0%	76
Have a Scheduled Surgery		5.5%	42
Have Blood Drawn for Testing		44.1%	334
Plan to Visit a Hospital for any Medical Service or Procedure		10.3%	78
Have Foot Problems Diagnosed or Treated		7.4%	56
Senior Travel		6.5%	49
Receive Treatment for a Sleep Disorder		5.0%	38
Purchase Allergy Medications		13.6%	103
Cardiovascular Treatment		4.6%	35
Cancer Treatment		4.0%	30
Orthopaedic or Knee Surgery		3.2%	24

Value		Percent	Responses
Chiropractic Care		18.5%	140
Do Corrective Exercises		5.5%	42
Purchase Diabetes Testing Supplies		7.9%	60
Get Vaccinations at Drug Store or Pharmacy		19.0%	144
Discretionary Health Care and Wellness Services and Products		5.4%	41
Purchase Marijuana		3.3%	25
Purchase Vitamins		42.5%	322
Have Acupuncture		3.0%	23
Purchase Hemp Based Supplements		5.0%	38
Purchase Anti Anxiety Medication or Supplements		7.5%	57
None of the above / Does not apply		16.0%	121
Purchase Elder Care-Related Products or Services		1.3%	10
Purchase Medical Supplies or Equipment for Home		2.6%	20
Find Home for Aging Parent		1.2%	9
Participate in a Medical Study		2.4%	18
Purchase a Mobility Device		0.7%	5
Receive Treatment for Vehicle or Workplace Injury		0.3%	2
Handicap Accessible Products		2.1%	16
Purchase Orthopedic Shoes		1.2%	9
Purchase Home Medical Testing Equipment or Supplies		1.2%	9
Hire a Personal Care Assistant		0.1%	1
Hire a Caregiver or Respite Worker		0.8%	6
Purchase "Aging in Place" Products		0.9%	7









Value		Percent	Responses
Purchase a Medical Alert Service		0.7%	5
Have Safety Bars Installed in Bathroom		1.6%	12
Use Personal Trainer or Instructor		2.2%	17
Stroke Treatment		0.3%	2
Memory or Alzheimer's Care		0.4%	3
Nutritional Counseling		2.6%	20
Spinal and Postural Screening		0.9%	7
Physiotherapy		1.1%	8
Receive Treatment for Substance Abuse		0.1%	1
Purchase Blood Pressure Monitoring Device		1.8%	14
Receive Aquatic Therapy		2.2%	17
Join a Weight Loss Group		1.7%	13
Purchase Weight Loss Supplements		1.6%	12
Purchase Weight Loss Food Plan		1.7%	13
Have Reflexology Treatment		0.9%	7
Hire a Weight Loss Professional		0.1%	1
Have Cataract Surgery		2.5%	19
Receive Treatment for PTSD		2.1%	16











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		0.1%	1
Purchase a "In-the-Ear" Hearing Aid		0.9%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.3%	2
Purchase a Digital Hearing Aid		1.5%	11
Purchase a "Behind-the-Ear" Hearing Aid		1.6%	12
Purchase Hearing Aid Cleaning Supplies		0.8%	6
Purchase Hearing Aid Batteries		4.9%	37
Purchase a "In-the-Canal" Hearing Aid		0.5%	4
Have a Hearing Exam		15.1%	114
None of the above / Does not apply		81.2%	615














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

Value		Percent	Responses
Purchase a Funeral Plot		1.5%	11
Pre-purchase a Funeral Plot or Cremation Service		4.8%	36
Purchase a Monument or Headstone		1.5%	11
Use a Funeral Planner		2.2%	17
Purchase Flowers for a Funeral		2.0%	15
Use a Cremation Service		0.9%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.5%	4
None of the above / Does not apply		89.8%	680

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		0.4%	3
Move into a Assisted Living Facility		1.2%	9
Move into a Nursing Home		0.3%	2
Move into a Alzheimers Care Facility		0.7%	5
Move Into a Hospice Facility		0.4%	3
Hospice to your Home or House		0.9%	7
Utilize a Respite Provider		0.7%	5
None of the above / Does not apply		96.6%	731

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		3.7%	28
Open Savings Account		4.0%	30
Online Banking		42.4%	321
Manage Investments		17.8%	135
Manage Retirement Accounts		17.8%	135
Mortgage Line of Credit		3.8%	29
Financial Consulting		11.4%	86
Financial Services		13.9%	105
Safe Deposit Box Rental		8.9%	67
Obtain New Credit Card		4.6%	35
Payday Loan or Check Cashing Business		0.3%	2
Use Vehicle Title Loan Company		0.8%	6
None of the above / Does not apply		37.0%	280

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		5.3%	40
Certificates of Deposit		10.0%	76
City or State Bonds		1.6%	12
Collectibles, Antiques or Art		1.7%	13
Common or Preferred Stock		7.7%	58
Corporate Bonds or Debentures		1.6%	12
401(k)		20.9%	158
Gold or Precious Metals		1.3%	10
IRA		16.1%	122
Money Market Funds		11.6%	88
Mutual Funds		11.8%	89
Non-US Stocks		2.2%	17
Options		0.5%	4
US Savings Bonds		2.4%	18
US Treasury Notes		0.9%	7
Coins or Stamps		3.3%	25
None of the above / Does not apply		57.2%	433

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		0.8%	6
Business Equipment Loan		0.9%	7
Carpeting or Furniture Loan		0.9%	7
College Expenses Loan		2.6%	20
College Tuition Loan		5.3%	40
Debt Consolidation Loan		2.9%	22
Medical Expenses Loan		0.4%	3
New Vehicle Loan		4.8%	36
Used Vehicle Loan		10.2%	77
Vacation or Travel Loan		0.8%	6
None of the above / Does not apply		78.6%	595

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		31.8%	241
Coats		24.3%	184
Lipstick		17.7%	134
Nail Polish		16.2%	123
Eyewear or Sunglasses		39.1%	296
Formal Wear		4.2%	32
Handbags		20.5%	155
Hats		9.9%	75
Intimate Apparel		19.9%	151
Jewelry or Accessories		16.5%	125
Watches		3.7%	28
Luggage or Bags		4.1%	31
Perfume		14.1%	107
Men's Apparel		39.5%	299
Men's Shoes		33.4%	253
Men's Underwear		31.8%	241
Women's Apparel		62.1%	470
Women's Pajamas or Sleepwear		25.6%	194
Women's Shoes		50.7%	384
Women's Underwear		43.7%	331
Swimwear		14.5%	110

Value		Percent	Responses
Socks		46.9%	355
Scarves		7.5%	57
Western Clothing		3.2%	24
Outerwear		19.8%	150
None of the above / Does not apply		11.4%	86
Body Jewelry		2.4%	18
Fur Coat		0.4%	3
Ties		2.2%	17
Uniforms		2.0%	15






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

Value		Percent	Responses
Children's Sweaters		8.2%	62
Children's Winter Coats		7.1%	54
Children's Swimwear		7.4%	56
Children's Pants		14.3%	108
Children's T-Shirts		14.5%	110
Children's Dresses		8.3%	63
Children's Pajamas or Sleepwear		15.1%	114
Children's Socks		13.3%	101
Children's Party Dresses		3.0%	23
Children's Shorts		11.5%	87
Infant Clothing		5.9%	45
Children's School Uniform		0.7%	5
Children's Athletic Clothing		10.4%	79
None of the above / Does not apply		74.9%	567

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)		37.9%	287
Boots (Men's)		13.3%	101
Classic & Fashion Sneakers (Men's)		9.0%	68
Lace-Ups (Men's)		7.8%	59
Sandals (Men's)		7.4%	56
Slippers (Men's)		5.2%	39
Work & Safety (Men's)		8.3%	63
Lace-Up Sneakers (Women's)		17.2%	130
Pumps (Women's)		7.4%	56
Sling-Back Sandals (Women's)		8.6%	65
Classic & Fashion Sneakers (Women's)		17.4%	132
Slippers (Women's)		12.5%	95
Work & Safety (Women's)		3.3%	25
Athletic & Outdoor Shoes (Women's)		45.0%	341
Loafers & Slip-Ons (Women's)		17.2%	130
Athletic & Outdoor Shoes (Children's)		12.8%	97
Sandals (Children's)		5.0%	38
Slip-Ons (Children's)		3.6%	27
None of the above / Does not apply		21.9%	166
Cowboy Boots (Men's)		1.8%	14
Formal & Tuxedo Footwear (Men's)		0.5%	4
Cowboy Boots (Women's)		2.2%	17









Value		Percent	Responses
Slippers (Children's)		2.4%	18
Dress Shoes (Children's)		2.8%	21
Cowboy Boots (Children's)		1.1%	8

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		12.2%	92
Have Clothing Dry Cleaned		24.3%	184
Have Shoes Repaired		10.0%	76
Rent or Purchase a Costume		0.4%	3
Wash Clothing at a Laundromat		5.3%	40
Purchase Custom Made Clothing Items		0.7%	5
None of the above / Does not apply		63.7%	482






















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		4.5%	34
Bicycle or Mountain Bike (Adult)		6.3%	48
Bicycle Tune-Up or Repair		10.8%	82
Camping or Hiking Equipment		12.2%	92
Exercise or Fitness Equipment		9.4%	71
Fishing Rods or Reels		8.7%	66
Fishing Bait or Attractant		15.6%	118
Fishing Accessories		16.4%	124
Golf Clubs or Equipment		7.0%	53
Hunting Gear		6.2%	47
Ammunition		14.8%	112
Running or Jogging Equipment		3.0%	23
Swimming Gear		4.6%	35
Weight Lifting Equipment		3.2%	24
Hand Gun		5.4%	41
None of the above / Does not apply		46.5%	352
Bowling Equipment		2.6%	20
High End Bicycle		1.2%	9
Bicycle Rental		2.0%	15
Racquet Equipment		0.7%	5
Scuba, Diving or Snorkeling Equipment		0.5%	4
Skiing Equipment		1.1%	8

Value		Percent	Responses
Soccer Equipment		1.3%	10
Sports Equipment (Children)		2.8%	21
Sports Memorabilia		2.5%	19
Trampoline		1.1%	8
Trophies or Plaques		0.3%	2
Used Sporting Equipment		2.2%	17
Rifle		2.9%	22
Shotgun		2.1%	16






















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		32.9%	249
Bedding Flowers or Perennials		45.4%	344
Chainsaw		3.0%	23
Fertilizer		30.6%	232
Flower Pots		21.1%	160
Garden Ornaments		12.0%	91
Gravel or Rock		12.5%	95
Hand Garden Tools		11.4%	86
Landscaping		9.0%	68
Indoor Garden Supplies		5.4%	41
Decorative Rock		7.9%	60
Lawn Seed, Turf or Sod		10.6%	80
Outdoor Fireplace or Fire Pit		3.3%	25
Outdoor Furniture		5.9%	45
Outdoor Grill		5.5%	42
Patio Furniture		6.2%	47
Propane		14.3%	108
Lawn Mower (Push)		3.7%	28
Lawn Mower (Riding)		3.0%	23
Shrubbery or Trees		9.1%	69
Stone (Cast, Crushed or Natural)		4.9%	37
Storage Shed		3.4%	26

Value		Percent	Responses
Insect or Fungus Control Products		11.9%	90
None of the above / Does not apply		26.4%	200
Fountains		2.1%	16
Gate		1.8%	14
Gazebo		0.9%	7
Insects (Bees or Other Beneficial Species)		1.8%	14
Patio Heater		0.7%	5
Outdoor Infrared Heater or Fireplace		0.3%	2
Outdoor Smoker		1.8%	14
Outdoor Kitchen Equipment		0.1%	1
Outdoor Entertainment Center		0.4%	3
Patio Cover, Awning or Canopy		1.6%	12
Pole Shed		1.1%	8
Portable Outdoor Heater		0.5%	4
Power Garden Tools		1.7%	13
Rototiller		1.5%	11
Screen Porch		1.1%	8
Leaf Blower		2.4%	18
Outdoor Garden Flags		2.6%	20
Snow Blower		2.9%	22
Greenhouse		2.5%	19







































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		10.7%	81
Animal Healthcare Products		7.4%	56
Fertilizers, Herbicides or Pesticides		6.7%	51
Mowers, Cutters or Clippers		3.7%	28
Planting and Seeding Equipment		3.0%	23
Plants, Plantings or Agricultural Seed		7.3%	55
Propane, Oils or Fuels		5.3%	40
Rocks, Gravel or Sand		5.3%	40
Straw or Bedding Materials		3.2%	24
None of the above / Does not apply		75.3%	570
ATV Products and Attachments		1.6%	12
Barn or Pole Building		0.9%	7
Blowers		0.3%	2
Steel Farm Building		0.4%	3
Carts or Utility Carriers		0.1%	1
Cement Mixers or Rollers		0.1%	1
Chippers or Shredders		0.8%	6
Diggers, Drillers or Drivers		0.1%	1
Drainage or Irrigation Equipment		0.3%	2
Farm Tool Rental		0.1%	1
Farm Equipment Rental		0.5%	4























Value		Percent	Responses
Farm Machinery or Tractor Attachments & Implements		0.9%	7
Farm Work Clothes		2.4%	18
Ground-Working Equipment		1.5%	11
Pallet Forks, Forklifts or Skid Steers		0.1%	1
Rakes or Hay Handling Equipment		1.2%	9
Scoops or Shovels		1.3%	10
Sprayers or Spreaders		0.5%	4
Sweepers or Industrial Vacuums		0.1%	1
Tree Cutters or Tree Maintenance Equipment		1.6%	12













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		18.4%	139
Bird Seed		21.5%	163
Cat Food		28.8%	218
Dog Food		32.0%	242
Fish Food		5.4%	41
Specialized Pet Food		4.2%	32
Other Pet Food		6.2%	47
Pet Accessories		17.3%	131
Pet Clothing		5.3%	40
Pet Toys		20.3%	154
Fish Supplies		4.2%	32
Bird House		3.7%	28
Annual Pet Vaccinations		35.5%	269
Annual Pet Checkups		34.7%	263
Preventative Care		7.3%	55
Adopt or Rescue a Pet		7.8%	59
Purchase Pet Medication		9.8%	74
Purchase Dog Bed		4.0%	30
Board a Pet Overnight		5.3%	40
Pet Dental Care		5.7%	43
Animal Training Classes		3.3%	25
None of the above / Does not apply		36.5%	276
















Value		Percent	Responses
Pet Enclosure		1.1%	8
Aquarium or Tank		1.7%	13
Disease Diagnosis		1.5%	11
Pet Travel Cage		1.2%	9
Pet Travel Accessories		1.3%	10
Cremation or Burial Services		0.8%	6
Purchase a Pet		2.6%	20
Holistic or Alternative Pet Care		0.9%	7
Pet Tracking Device		0.9%	7
Bird Health Care		0.3%	2
Hemp Based Pet Supplements		0.8%	6
THC Based Pet Supplements		0.7%	5
Holistic or Alternative Pet Supplements		1.5%	11
Anti Anxiety or Stress Pet Medication for Holidays		1.5%	11

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		5.8%	44
Add a Fence or Wall Structure		4.9%	37
Remodel Kitchen		4.2%	32
Remodel Bathroom		7.9%	60
Build a Storage Shed		3.0%	23
General Remodeling		8.9%	67
Resurface or Build New Driveway		3.4%	26
Sealcoating		3.0%	23
Replace Carpet		9.8%	74
Replace Flooring		7.8%	59
Replace Windows		7.0%	53
None of the above / Does not apply		59.4%	450
Add a Room		0.7%	5
Add a Home Office		0.9%	7
Cabinet Refacing or Resurfacing		2.2%	17
Refinish Bathtub		1.8%	14
Install a Glass Shower		1.6%	12
Remodel or Finish Basement Living Area		2.4%	18
Replace Garage Door		2.9%	22
Build a Garage		1.2%	9
Build Out-Building		1.3%	10
Have Furniture Restored		1.3%	10

Value		Percent	Responses
Add a Swimming Pool		0.7%	5
Switch from Electric to Gas		0.5%	4
Install a Stair Lift		0.1%	1
Install "Aging In Place" Products		1.1%	8
Install a Solar Energy System		1.6%	12
Install Security or Monitoring System		1.7%	13
Stone or Marble Work (Bathroom or Kitchen)		0.9%	7
Asphalt Repair		1.8%	14
Asphalt Resurfacing		1.8%	14
Residential Paving		1.5%	11
Build a "Tiny House"		0.5%	4
Install Handicap Accessible Addition		0.3%	2






















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

Value		Percent	Responses
Ceramic Tile		5.8%	44
Decking		5.9%	45
Doors (Exterior)		7.4%	56
Doors (Interior)		4.0%	30
Electrical Supplies		4.1%	31
Fencing		4.9%	37
Hand Tools		6.1%	46
Hardwood Products		3.0%	23
Home Security Doorbell Camera		3.6%	27
Insulation		3.6%	27
Kitchen Cabinets		3.2%	24
Lighting and Fixtures		7.1%	54
Lumber		7.4%	56
Molding		3.7%	28
Paint (Exterior)		8.7%	66
Paint (Interior)		21.4%	162
Plywood		3.4%	26
Plumbing Supplies		5.3%	40
Power Tools		3.2%	24
Rain Gutters		4.0%	30
Screen Door		3.7%	28

Value		Percent	Responses
Water Softener System or Supplies		5.7%	43
Windows (Double-Hung)		3.8%	29
None of the above / Does not apply		51.7%	391
Circular Saw		1.2%	9
Furnace		2.6%	20
Generator		2.0%	15
Lock Sets		2.9%	22
Mill Work		1.5%	11
Roofing (Composition)		2.4%	18
Roofing (Other)		2.6%	20
Security Door		1.3%	10
Security Locks		2.1%	16
Security Window Film		0.4%	3
Siding		2.5%	19
Solar Screen		0.1%	1
Waterproofing		1.6%	12
Wet or Dry Vacuum		1.2%	9
Wood Stove or Fireplace		1.6%	12
Windows (Casement)		2.0%	15
Windows (Picture)		1.1%	8
Windows (Slider)		1.2%	9
Windows (Bay or Bow)		0.4%	3
























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		4.0%	30
Air Duct Cleaning		5.3%	40
Appliance Repair		5.3%	40
Carpenter or Woodworking		3.3%	25
Carpet Cleaning		12.8%	97
Concrete Repair		3.2%	24
Drywall Installation or Repair		3.7%	28
Electrical Repair		4.4%	33
Flooring - Laminate (Installation or Repair)		3.3%	25
Flooring - Wood (Installation or Repair)		3.8%	29
Flooring - Other (Installation or Repair)		3.7%	28
Furnace Cleaning		11.5%	87
Gutter Installation or Repair		3.6%	27
Handyman Services		10.4%	79
Home Repair		3.7%	28
Home Remodel		4.0%	30
None of the above / Does not apply		49.9%	378
Alternative Energy Systems Installation		1.1%	8
Alternative Energy Systems (Service or Repair)		0.4%	3
Blinds Cleaning		2.4%	18
Chimney Cleaning		2.8%	21

Value		Percent	Responses
Electrical Panel Replacement		0.7%	5
Excavation & Wrecking		0.7%	5
Fire & Water Damage Restoration		0.5%	4
Flooring - Ceramic Tile (Installation or Repair)		2.9%	22
Flooring - Linoleum (Installation or Repair)		1.6%	12
Foundation Repair		2.0%	15
Furnace Repair		1.8%	14
Furniture Reupholster		0.7%	5
Gardening Services		1.3%	10
Heating Repair		0.9%	7
Home Computer Repair		1.6%	12
Home Electronics Repair		0.4%	3
Home Heating Oil or Fuel Service		1.2%	9

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

Value		Percent	Responses
House Cleaning Service		7.5%	57
Junk or Yard Waste Removal		5.5%	42
Recycle		8.1%	61
Landscaping Service		7.7%	58
Painting		10.7%	81
Pest Control		4.2%	32
Plumbing Repair		4.8%	36
Pressure Washing		4.4%	33
Preventative Home Maintenance		3.6%	27
Roof Repair		4.2%	32
Septic Tank Cleaning or Repair		3.4%	26
Snow Removal		7.9%	60
Trash Removal		11.5%	87
Window Installation		3.3%	25
Computer Repair		6.6%	50
None of the above / Does not apply		49.3%	373
Home Security Service		2.2%	17
Insulation Installation or Maintenance		1.8%	14
Interior Design		1.8%	14
Sell Scrap Metal		2.0%	15
Movers		2.0%	15

Value		Percent	Responses
Mold Inspection or Removal		1.3%	10
Party Equipment Rental		0.3%	2
Pool Cleaning Service		0.4%	3
Security System		1.5%	11
Siding Replacement		1.2%	9
Solar Heating or Power System Installation or Repair		0.9%	7
Stucco or Exterior Coating		0.1%	1
Tool Rental		1.1%	8
Water Well Drilling		0.1%	1
Waterproofing		1.3%	10
Window Tinting for Home		0.1%	1
Yard Equipment Rental		0.8%	6
Mobile or Cell Phone Repair		1.8%	14

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

Value		Percent	Responses
Air Conditioning (Buy)		4.1%	31
Window Blinds (Venetian or Mini)		3.7%	28
Batteries (Home or Office)		32.5%	246
Candles		17.0%	129
Firewood		4.0%	30
Carpeting		8.1%	61
Flooring Tile		3.6%	27
Rugs		9.1%	69
Clocks		3.8%	29
Curtains or Drapes		9.9%	75
Cutlery, Flatware or Silverware		3.4%	26
Fire Extinguisher		4.6%	35
Furniture (Bedroom)		3.7%	28
Furniture (Dining Room)		3.3%	25
Furniture (Living Room)		7.8%	59
Christmas Tree		11.9%	90
Holiday Decorations		9.2%	70
Laminate Flooring		4.1%	31
Storage Boxes or Tubs		6.1%	46
Floral Arrangements		4.8%	36
Picture Frames		7.5%	57





Value		Percent	Responses
Linens (Bathroom)		7.5%	57
Reclining Chair		3.7%	28
Indoor Flowers		5.7%	43
Linens (Dining Room or Kitchen)		3.8%	29
None of the above / Does not apply		36.7%	278
Awning		1.3%	10
Emergency Preparedness Kit or Supplies		1.7%	13
Oriental Carpeting		0.1%	1
Hardwood Flooring		2.9%	22
Rugs (Persian)		0.5%	4
Closet System		1.5%	11
Ductless Heat Pumps		0.1%	1
Fine Art (Paintings, Pottery, Etc.)		2.1%	16
Custom Built Furniture		1.2%	9
Reconditioned Furniture		1.3%	10
Furniture (Children's)		0.7%	5
Crib		0.1%	1
Furniture (Home Office)		1.2%	9
Furnace		2.8%	21
Futon		0.7%	5
Safe		1.3%	10
Mirror		1.7%	13
Hot Tub or Spa (Used)		0.5%	4

Value		Percent	Responses
Sewing Machine		2.0%	15
Wallpaper		0.4%	3
Signs or Banners		2.1%	16
Hot Tub or Spa (New)		0.7%	5
Tankless Water Heater		1.7%	13




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		7.0%	53
Innerspring Mattress		3.7%	28
Linens (Bedroom)		11.5%	87
Memory Foam Mattress		3.0%	23
Queen Size Bed		4.5%	34
King Size Bed		4.2%	32
Smoke Alarm or Detector		4.8%	36
Window Coverings		4.6%	35
Patriotic Flags		3.4%	26
None of the above / Does not apply		64.1%	485
Gas Burning Freestanding Stoves		0.4%	3
Water Purification System (Drinking)		1.5%	11
Solar Water Heater		0.7%	5
Adjustable Mattress		2.8%	21
Latex Mattress		0.4%	3
Pillow Top Mattress		2.9%	22
Foam Mattress		2.0%	15
Gel Mattress		1.7%	13
Twin Size Bed		1.1%	8
Swimming Pool (Above Ground)		0.5%	4
Water Heater		1.8%	14



Value		Percent	Responses
Remote Home Monitoring Video Camera		1.7%	13
Shutters		0.7%	5
Reclaimed Wood Furniture		0.5%	4
Sports Team Flags		1.1%	8























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		7.1%	54
Fine Art		3.3%	25
Photographs		9.1%	69
Pottery		5.3%	40
Blown Glass		4.0%	30
Stone Carvings		1.5%	11
Sculpture		2.5%	19
Artistic Wall Decor		7.7%	58
Wood Carvings		3.3%	25
Poster Art		3.2%	24
Religious Art		2.0%	15
Stained Glass		3.4%	26
Ceramics		3.2%	24
Metal Work Art		3.3%	25
Music Memorabilia		3.0%	23
Movie Memorabilia		1.1%	8
None of the above / Does not apply		74.2%	562

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		5.7%	43
Portable Dishwasher		0.5%	4
Dishwasher		6.6%	50
Freezer		2.4%	18
Range		4.9%	37
Range Hood		2.1%	16
Wall Oven		1.2%	9
Washer		4.4%	33
Dryer		4.9%	37
Blender		3.2%	24
Tea Kettle		2.6%	20
Microwave		6.7%	51
Window Air Conditioner		1.5%	11
Coffee or Espresso Machine		7.3%	55
Vacuum Cleaner		5.8%	44
None of the above / Does not apply		66.8%	506

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		4.0%	30
Battery		7.7%	58
Floor Mats		6.1%	46
Lights		3.3%	25
Tires		15.6%	118
Wiper Blades		24.8%	188
None of the above / Does not apply		53.1%	402
Canopy		0.4%	3
Child Car Seat		1.8%	14
Grill Guard		0.7%	5
Ground Effects		0.3%	2
Mirror(s)		0.7%	5
Motorcycle Accessories		2.0%	15
Motorcycle Parts		2.5%	19
Performance Parts		1.5%	11
RV Accessories or Supplies		1.3%	10
Roof Rack (For Bike, Kayak, Etc.)		0.9%	7
Roof Rack (Luggage or Equipment Container)		0.8%	6
Running Boards		0.5%	4
Seat Covers		2.9%	22
Spoiler		0.1%	1
Step Bar		0.3%	2

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.8%	6
Tool Box		0.5%	4
Trailer Hitch		0.9%	7
Truck Bed Liner		0.4%	3
Wheels or Rims		1.8%	14
Winch		0.1%	1
Window Tinting Equipment (Auto)		0.7%	5
Cargo Trailer (Vehicle Hauler)		0.1%	1
Cargo Trailer (Flat)		0.5%	4
Cargo Trailer (Boat)		0.3%	2
Cargo Trailer (Box)		0.7%	5

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

Value		Percent	Responses
Dealership		44.0%	333
National chain service center (e.g. Jiffy Lube)		9.6%	73
Private service center		28.7%	217
Friend/Family		9.5%	72
Other		8.2%	62
			<b>Total: 757</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%	49
60,000 Mile Service		4.9%	37
100,000 Mile Service		5.9%	45
Auto Detailing		5.4%	41
Auto Repair (General)		8.9%	67
Alignment		5.8%	44
Body Work		3.4%	26
Brake Replacement, Adjustment		6.2%	47
Car Wash		41.5%	314
Gas or Service Station Services		18.2%	138
Oil Change or Lube		41.0%	310
Preventative Maintenance		13.3%	101
Tire Mounting or Installation		6.2%	47
Tune-Up		8.6%	65
Windshield or Glass Repair		3.3%	25
None of the above / Does not apply		25.6%	194
Auto Warranty Work (Work Covered by Warranty)		2.0%	15
Car Rental		2.2%	17
Electrical Repair		1.5%	11
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.1%	8
Motor Repair or Replacement		0.3%	2
Motorcycle Repair		0.5%	4

Value		Percent	Responses
Muffler		1.7%	13
Painting		1.1%	8
RV Maintenance or Service		0.5%	4
Safety Inspection		1.8%	14
Shocks		2.0%	15
Smog Check		0.1%	1
Stereo Installation		0.5%	4
Transmission or Clutch Repair		0.5%	4
Upholstery Repair		0.7%	5
Vehicle Air Conditioning Repair		2.8%	21
Vehicle Storage		0.9%	7
Vehicle Towing		0.5%	4
Windshield or Window Tinting		1.3%	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		13.6%	103
CarFax		18.4%	139
CarGurus.com		9.2%	70
CarMax.com		7.3%	55
Cars.com		7.9%	60
Craigslist Auto		9.9%	75
KBB.com		7.9%	60
Facebook Dealer Page		6.2%	47
Edmunds.com		6.6%	50
Local Dealer Site		51.9%	393
UsedCars.com		3.6%	27
Other Local Website		7.7%	58
None of the above / Does not apply		30.5%	231
Yahoo! Autos		0.5%	4
Automotive.com		1.5%	11
Autoblog.com		0.5%	4
CarsDirect.com		1.7%	13
eBay Motors		2.4%	18
MotorTrend.com		1.7%	13
Local TV Site		2.2%	17
Local Radio Site		1.3%	10
The Car Connection		0.9%	7
























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		50.1%	379
Beauty Products		35.4%	268
Cosmetics		38.8%	294
Babysitting		2.4%	18
Facial		14.7%	111
Hair Care Products		56.8%	430
Hair Coloring		28.1%	213
Hair Cut		68.4%	518
Hair Removal		3.3%	25
Hair Extensions, Wigs or Weaves		0.5%	4
Manicure		18.6%	141
Massage Therapy		19.2%	145
Pedicure		24.0%	182
Tanning Products		2.2%	17
Tanning Bed or Spray Tan		4.1%	31
Tattoo or Piercing		6.9%	52
Spa Bed (Red Light Therapy or Hydration station)		0.5%	4
None of the above / Does not apply		12.4%	94

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)		36.9%	279
Books (Used)		36.5%	276
Books (Children's)		18.5%	140
Board Games		22.1%	167
Lottery Ticket		36.3%	275
Collectibles		8.1%	61
Vinyl Records		4.6%	35
Comics		2.0%	15
Fire Works		4.4%	33
Graphic Novels		1.6%	12
Computer Games		6.3%	48
DVD Movies (Buy)		17.6%	133
DVD Movies (Rent)		13.3%	101
DVD Movies (Children's)		5.4%	41
Magazines		30.1%	228
TV or Movie Themed Toys		5.3%	40
Toys		16.2%	123
Video Console Games		7.4%	56
None of the above / Does not apply		17.6%	133

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		4.9%	37
Host or Attend a Retirement Party		5.8%	44
Host or Attend a Graduation Party		11.1%	84
Purchase Cake, Tart or Pastries for Special Occasion		7.5%	57
None of the above / Does not apply		75.8%	574
Purchase a Wedding Dress		1.1%	8
Purchase a Bridesmaid Dress		0.7%	5
Rent a Bridesmaid Dress		0.3%	2
Purchase a Tuxedo		0.7%	5
Rent a Tuxedo		1.2%	9
Rent a Hall or Event Space for Wedding or Special Event		2.5%	19
Rent a Chauffeured Vehicle		0.9%	7
Hire a Musician or Band for Wedding or Special Event		1.6%	12
Purchase a Wedding Cake		1.3%	10
Use a Wedding Planner		0.5%	4
Use a Party Planner		0.5%	4
Hire a Caterer for Wedding or Special Event		2.5%	19
Use a Florist for a Wedding or Special Event		1.1%	8
Go on a Honeymoon		1.7%	13
Hire a Photographer for Wedding or Special Event		2.6%	20
Hire a Videographer for Wedding or Special Event		1.1%	8




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		5.4%	41
Ceramics and Pottery		3.7%	28
Collectables		9.1%	69
Comic Books and Related Collectables		1.6%	12
Do-It-Yourself (DIY)		23.1%	175
Games or Puzzles		23.2%	176
Beer Brewing Supplies		2.8%	21
Wine Making Supplies		0.8%	6
Jewelry Making Supplies or Beads		6.7%	51
Knitting		12.2%	92
Making Arts and Crafts		14.0%	106
Paper Crafts		6.7%	51
Quilting		7.1%	54
Scrapbooking		5.5%	42
Toy Collecting		1.1%	8
Trains, Plane & Car Model Kits		2.4%	18
None of the above / Does not apply		43.7%	331























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		53.6%	406
Train Trip		9.1%	69
Book Hotel Room		54.6%	413
Business Travel		6.1%	46
Buy Travel Tickets		20.7%	157
Buy Luggage		3.4%	26
Golf Vacation		3.4%	26
Hotel or Resort Stay		30.8%	233
International Travel		11.0%	83
Take a Cruise		8.9%	67
Travel Packages		8.3%	63
Use a Travel Agent or Agency		10.2%	77
Vacation Inside Home State		17.8%	135
Vacation Outside Home State		33.0%	250
Rent a Car		21.1%	160
Book Local Lodging for Guests		4.4%	33
Stay at an RV Park		4.2%	32
Stay at a Casino		8.5%	64
Gamble at a Casino		18.2%	138
Play Bingo		6.7%	51
Does not apply		20.7%	157
Charter a Boat		0.7%	5













Value		Percent	Responses
Chartered Fishing Trip		2.4%	18
Ski Resort Stay		1.6%	12
Rent RV		0.9%	7

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)		6.5%	49
Attend College or University (Part Time)		4.0%	30
Attend Classes at Community College		6.2%	47
Online Continuing Education Courses		5.0%	38
Arts or Crafts Lessons (Adult)		11.1%	84
Cooking Lessons (Adult)		4.0%	30
Attend a Free Lecture or Seminar		17.3%	131
Attend Paid Lecture, Seminar or Special Class		5.4%	41
Sports lessons (Child)		3.4%	26
Yoga, Pilates, or Zumba		13.2%	100
Personal Physical Training		3.0%	23
Attend a Local Workshop		12.2%	92
None of the above / Does not apply		54.3%	411
Attend Graduate School		2.4%	18
Business School		0.3%	2
Learning Center		0.4%	3
Culinary School		0.3%	2
Trade School		1.1%	8
Professional Certification or Accreditation Courses		1.7%	13
Language Lessons (Adult)		2.8%	21
Music Lessons (Adult)		2.5%	19
Sports Lessons (Adult)		1.6%	12

Value		Percent	Responses
Real Estate Classes		0.3%	2
Child Education or Tutoring		1.5%	11
Dance Lessons		2.2%	17
Music lessons (Child)		2.5%	19
Language Lessons (Child)		0.4%	3
Arts or Crafts Lessons (Child)		1.8%	14
Change School		0.3%	2
Attend a Religion Based School		0.9%	7

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		12.9%	98
Oil paints		4.6%	35
Acrylic Paints		13.2%	100
Markers		12.7%	96
Specialty Paper		9.2%	70
Fabric Craft Supplies		9.9%	75
Beads		5.8%	44
Art Pencils and Pens		14.1%	107
Scrapbooking Supplies		6.9%	52
None of the above / Does not apply		66.3%	502























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

Value		Percent	Responses
Bass Guitar		1.3%	10
Clarinet		0.3%	2
Drums		0.9%	7
Flute		0.5%	4
Acoustic Guitar		3.0%	23
Electric Guitar		1.3%	10
Electric Keyboard		1.1%	8
Piano		1.5%	11
Piano (High End)		0.3%	2
Trombone		0.3%	2
Trumpet		0.1%	1
Violin		0.4%	3
None of the above / Does not apply		92.7%	702

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		10.2%	77
French		7.1%	54
Asian		26.0%	197
German		9.9%	75
American (New)		31.8%	241
Italian		44.0%	333
Cajun or Creole		8.7%	66
Indian		11.6%	88
Chinese		48.6%	368
American (Traditional)		73.2%	554
Thai		14.8%	112
Middle Eastern		6.6%	50
Japanese		13.2%	100
Mexican		58.3%	441
Vietnamese		4.9%	37
Southern		10.2%	77
Tex-Mex		16.6%	126
Spanish		7.3%	55
Mediterranean		12.5%	95
None of the above / Does not apply		8.3%	63















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		13.2%	100
Fish & Chips		31.4%	238
Golf Course Restaurant, Bar or Snack Bar		5.5%	42
Barbeque		23.0%	174
Deli		22.1%	167
Breakfast or Brunch		52.7%	399
Appetizers		39.9%	302
Dessert		25.9%	196
Chicken Wings		20.2%	153
Hamburgers		60.2%	456
Chicken		42.9%	325
Frozen Yogurt		10.3%	78
Live or Raw food		4.0%	30
Tapas or Small Plates		5.9%	45
Theme Restaurants		5.4%	41
Soup		33.0%	250
Salad		43.7%	331
Pizza (Dine In)		30.5%	231
Pizza (Delivery)		23.9%	181
Steak		32.1%	243
Juice or Smoothies		10.6%	80
Sandwiches		48.3%	366

Value		Percent	Responses
Pizza (Carry Out)		43.2%	327
Pizza (Take & Bake)		19.9%	151
Seafood		33.7%	255
Steakhouse		22.5%	170
Sushi		11.4%	86
Vegetarian		7.5%	57
Pho		4.9%	37
None of the above / Does not apply		7.3%	55
Vegan		1.8%	14



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		24.3%	184
Locally Grown Produce		33.7%	255
Healthful Children's Dining		5.8%	44
Environmental Sustainability		19.8%	150
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		3.3%	25
Hyper-Local Sourcing		3.6%	27
Gluten Free Cuisine		8.1%	61
Sustainable Seafood		10.6%	80
Raw or Live Food Options		2.9%	22
Specialty Appetizers		7.8%	59
Specialty Salads		11.9%	90
Specialty Soups		9.5%	72
Specialty Desserts		7.7%	58
None of the above / Does not apply		48.1%	364

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		23.2%	176
Non-Smoking Environment		43.5%	329
Child Friendly		13.3%	101
Serve Alcohol		27.9%	211
Pool Tables		1.7%	13
Locally Brewed Beer		14.9%	113
Live Music		10.2%	77
Bar		24.8%	188
Large Craft Beer Selection		11.2%	85
Large Wine Selection		5.7%	43
Hand Crafted Cocktails		7.5%	57
Farm to Table Dining		19.3%	146
Senior Discounts		33.0%	250
None of the above / Does not apply		17.8%	135

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		32.5%	246
Foreign Beer		5.7%	43
Red Wine		23.0%	174
White Wine		23.1%	175
Dessert Wine		2.9%	22
Mixed Drinks		34.9%	264
Hand Crafted Cocktails		12.4%	94
Beer Cocktails		9.5%	72
"Top Shelf" Spirits		11.2%	85
Champagne		2.2%	17
Champagne Cocktails		1.1%	8
Energy Drink based Mixed Drinks		0.5%	4
Premium Tequila		3.7%	28
Alcoholic Cider		5.5%	42
Locally Distilled Spirits		7.7%	58
None of the above / Does not apply		32.8%	248







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		0.9%	7
Purchase Commercial or Business Property		0.4%	3
Purchase Condominium or Townhouse		1.7%	13
Purchase Manufactured or Modular Home		0.5%	4
Purchase Investment Property		0.8%	6
Purchase Personal Residence		4.4%	33
Purchase Custom Built Home		1.1%	8
Purchase Residential Real Estate at an Auction		0.1%	1
Purchase Land or Agricultural Property		0.9%	7
Purchase Vacation Property		1.8%	14
Purchase Other		0.8%	6
None of the above / Does not apply		90.8%	687










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 Personal Residence		4.9%	37
Sell Vacation Property		0.9%	7
Sell Condominium or Townhouse		1.3%	10
Sell Investment Property		1.6%	12
Sell Land or Agricultural Property		1.6%	12
Sell Commercial or Business Property		0.8%	6
Sell Manufactured or Modular Home		0.3%	2
Plan to Sell Home in Master-Planned Community		0.3%	2
Sell Other		1.2%	9
None of the above / Does not apply		90.4%	684







115. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply)

Value		Percent	Responses
New home in master planned community; new development		12.1%	4
New home, but outside of development		21.2%	7
New home that I will have contractor build		27.3%	9
Existing home less than 10 years old		51.5%	17
Existing home more than 10 years old		66.7%	22
Other		3.0%	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		4.8%	36
Rent House (Residence)		5.3%	40
Rent Manufactured or Modular Home		0.5%	4
Rent or Lease Commercial Property		0.3%	2
Rent Agricultural Land		0.4%	3
Rent Subsidized Housing		0.9%	7
Rent Condo/Townhouse		3.8%	29
Rent Section 8 Housing		1.6%	12
None of the above / Does not apply		85.7%	649

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		3.7%	28
Use a Realtor to Buy Real Estate		2.5%	19
Use a Realtor to Buy and Sell Real Estate		3.4%	26
Plan to Sell Property Myself		2.1%	16
Use a Real Estate Broker		2.1%	16
None of the above / Does not apply		88.2%	668



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		2.9%	22
Home Remodel or Renovation Loan		1.6%	12
Business Construction Loan		0.8%	6
Home Construction Loan		1.7%	13
Equity Loan		2.1%	16
Land Loan		0.7%	5
Reverse Mortgage		0.5%	4
Real Estate Loan for existing home		1.1%	8
Refinance Home		3.3%	25
None of the above / Does not apply		88.6%	671



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		6.5%	49
Facebook		6.3%	48
Google		6.6%	50
Auction.com		1.7%	13
Homes & Land		1.5%	11
Homes.com		4.8%	36
HomeFinder		5.5%	42
MLS.com		16.4%	124
National Real Estate Co. Site		2.1%	16
Local MLS Site		23.2%	176
RealEstate.com		8.9%	67
Realtor.com		23.6%	179
Realty.com		4.5%	34
Redfin		2.5%	19
Trulia		13.2%	100
Zillow		37.0%	280
ZipRealty.com		1.1%	8
None of the above / Does not apply		40.7%	308

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		13.1%	99
Apartmentguide.com		6.1%	46
Craigslist		14.5%	110
Forrent.com		1.2%	9
HomeFinder.com		6.9%	52
Hotpads.com		0.5%	4
Rent.com		9.0%	68
Sublet.com		0.8%	6
Trulia		9.2%	70
Zillow		26.6%	201
None of the above / Does not apply		56.1%	425

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		69.0%	522
No, don't know who to call		31.0%	235



**Total: 757**

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		70.3%	532
No, don't know who to call		29.7%	225
			<b>Total: 757</b>

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		10.7%	81
Craft Beer		26.4%	200
Champagne		9.0%	68
Premium Hard Alcohol or Spirits		12.0%	91
White Wine		28.8%	218
Red Wine		28.0%	212
Cigars		3.7%	28
Major Brand Cigarettes		7.7%	58
Recreational Marijuana		3.4%	26
Discount Cigarettes		4.9%	37
Discount Hard Alcohol or Spirits		9.0%	68
Domestic Beer		31.0%	235
Alcoholic Cider		9.0%	68
None of the above / Does not apply		30.6%	232
Marijuana Accessories		2.9%	22
Vaping Kit		0.7%	5
Vaping Accessories		1.8%	14
Roll Your Own Cigarette Supplies		1.6%	12
Smokeless Tobacco		0.9%	7
E-Liquids / Vape Juice		2.9%	22
Pipe Tobacco		1.3%	10
Electronic Cigarette Supplies		1.8%	14

Value		Percent	Responses
Hookah Accessories		0.3%	2
Hookah		0.4%	3

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








Value		Percent	Responses
Cannabis Dry Flower/Bud		58.8%	20
Cannabis Edibles		52.9%	18
Cannabis Tinctures		11.8%	4
Cannabis Vaporizers		23.5%	8
Cannabis Cleaning Tools or Supplies		20.6%	7
Cannabis Concentrates		32.4%	11
Cannabis Pre-Rolls		26.5%	9
Organic Cannabis Products		20.6%	7
Cannabis Oil		55.9%	19
Cannabis Beauty & Skin Care Products		14.7%	5
Cannabis Beverages		23.5%	8
Cannabis Chocolates		38.2%	13
Medical Cannabis		41.2%	14
CBD Cannabis		41.2%	14
None of the above / Does not apply		8.8%	3



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		21.5%	163
Specialty Teas		11.9%	90
Specialty Coffee		25.0%	189
Gourmet Deli Counter Items		16.8%	127
Cookies		40.7%	308
Snack Cakes		13.5%	102
Potato Chips		51.7%	391
Soft Drinks		42.9%	325
Energy Drinks		10.2%	77
Energy Bars		16.5%	125
Noodle Bowls		7.7%	58
Cupcakes		11.5%	87
Birthday Cake		14.0%	106
Beef Jerky or Meat Sticks		18.9%	143
Bottled Water		40.4%	306
Candy		37.4%	283
Fruit		74.0%	560
Nuts		55.6%	421
Chocolates		42.7%	323
Ice cream		56.7%	429
Cheese		76.9%	582
Artisan Bread		23.1%	175

Value		Percent	Responses
Artisan Meats		5.0%	38
Sports Drinks		11.1%	84
Basic Condiments		36.7%	278
Artisan Condiments		4.4%	33
Canned Sauces		31.7%	240
Cereal		60.9%	461
Milk		77.4%	586
Chicken		77.4%	586
Pork		52.0%	394
Beef		67.1%	508
Game Meats		3.8%	29
Fish		50.5%	382
Pasta		55.9%	423
Snack Mixes		15.5%	117
Vegetables		72.7%	550
Olive Oil		49.0%	371
Balsamic Vinegar		17.8%	135
Frozen Entrees		41.3%	313
Eggs		83.1%	629
Locally Raised Beef, Pork, Poultry		21.8%	165
Locally Grown Fruit and Vegetables		45.8%	347
Locally Produced Honey		19.8%	150
Organic Food		19.3%	146

Value		Percent	Responses
Pickled Vegetables		13.6%	103
Artisan Cheese		23.2%	176
Alternative "Meat" Products		9.9%	75
Sausage		45.4%	344
Donuts		25.0%	189
Pastries		22.7%	172
None of the above / Does not apply		2.2%	17

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

Value		Percent	Responses
Convenience		65.3%	494
Better Prices		78.9%	597
Variety		41.2%	312
Quality of Selection		58.4%	442
Quality of Produce		67.4%	510
Healthy Options		30.6%	232
Speed of Check Out		30.4%	230
Size of Store		16.0%	121
Number of Checkouts		22.5%	170
Cleanliness of Store		58.4%	442
Parking		35.5%	269
Help with Bagging/Packing		20.1%	152
Loyalty Tokens/Stamps		7.5%	57
Home Delivery		3.4%	26
None of the above / Does not apply		2.6%	20
















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		72.9%	552
Take items home immediately		61.6%	466
Return items more easily		32.9%	249
Enjoy the in-store experience		39.5%	299
Can ask questions to store associates		39.6%	300
To support local businesses		61.7%	467
More secure than online purchase		15.9%	120
Better prices		24.8%	188
Quality of service		31.2%	236
Better Selection		24.2%	183
Local flavor or uniqueness		23.0%	174
None of the above / Does not apply		6.3%	48













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		44.8%	339
Donate to a Charity		55.5%	420
Donate to a Church		39.4%	298
Donate to Political Party or Government Representative		11.1%	84
Volunteer at Church		19.6%	148
Volunteer for Nonprofit Group		25.5%	193
Retire		3.6%	27
Vote in Upcoming Local Elections		49.5%	375
Vote in Upcoming State or National Elections		55.2%	418
Purchase Season Tickets for Performing Arts		5.4%	41
Attend a Holiday Themed Performance		26.9%	204
Community Activity		33.9%	257
Support an Organization		19.2%	145
Make a Donation		34.7%	263
Register to Vote		9.8%	74
None of the above / Does not apply		9.6%	73
Join a New Church		2.2%	17
Donate Vehicle		1.1%	8
Have a Baby		0.8%	6
Get Married		2.1%	16
Look into Private Schooling for Children		0.3%	2

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		36.1%	273
Community Event		55.5%	420
Festival		56.3%	426
Live Performance		46.6%	353
Fundraising Event		25.0%	189
Seminar		9.9%	75
School Event		29.6%	224
Corporate Event		6.6%	50
Trade Show		7.8%	59
Conference		12.9%	98
Networking Event		5.9%	45
Radio Station Sponsored Event		8.9%	67
Television Station Sponsored Event		3.6%	27
Newspaper Sponsored Event		7.7%	58
None of the above / Does not apply		13.1%	99






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

Value		Percent	Responses
Participate in Organized Athletics		7.5%	57
Use a Zip Line		3.2%	24
Go Camping		24.2%	183
Go Mountain Biking		4.1%	31
Go Touring on a Bicycle		9.2%	70
Go to a Community or City Swimming Pool		17.7%	134
Take a Guided Backpacking or Hiking Trip		2.1%	16
Attend a Horse Race		2.8%	21
Attend a Car, Truck or Motorsport Race		6.9%	52
Participate in City or Municipal Sponsored Programs		10.3%	78
Join or Change Health or Fitness Club		10.6%	80
None of the above / Does not apply		46.9%	355


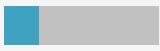


131. In the last 30 days, which of the following have you or a member of your household viewed or used? (Check all that apply for each row.)

Value		Percent	Responses
Local Business Website		21.4%	162
Local Business Email		10.8%	82
CitySearch		3.0%	23
Snapchat		12.4%	94
Instagram		24.6%	186
Cinema Ads		14.3%	108
Facebook Business Page		17.4%	132
Reviews on Yelp! or Google+		14.4%	109
YouTube Promo Video		10.3%	78
Local Business Text Message		3.6%	27
Pandora		15.1%	114
Online Yellow Pages		5.0%	38
Google Search		63.4%	480
eBay		34.2%	259
Spotify		9.1%	69
Pinterest		31.8%	241
Google+ Local		9.0%	68
Clicked on Google Sponsored Ad		17.6%	133
LinkedIn		19.6%	148
Angie's List		3.3%	25
Craigslist		32.1%	243
Bing		11.0%	83



Value		Percent	Responses
Twitter		15.2%	115
Amazon		80.7%	611
None of the above / Does not apply		4.2%	32
Local Business Blog		2.5%	19
Digital Billboard		0.7%	5

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

Value		Percent	Responses
Yes		76.8%	581
No		23.2%	176



Total: 757

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

Value		Percent	Responses
Yes		51.5%	390
No		48.5%	367























**Total: 757**

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










Value		Percent	Responses
Yes		34.1%	258
No		65.9%	499

**Total: 757**

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		49.4%	374
Arts and Entertainment		29.3%	222
Automotive - (General)		19.9%	151
Automotive - (New Vehicle Dealership)		12.5%	95
Automotive - (Used Vehicle Dealership)		15.6%	118
Automotive - (Auto Parts store)		11.5%	87
Automotive - (Auto Repair business)		5.7%	43
Automotive - (Auto Body shop)		3.0%	23
Tire Business		16.4%	124
Beauty and Spa Related Businesses		13.6%	103
Child Related Businesses		4.6%	35
Community and State Services		17.3%	131
Education		11.6%	88
Employment Related Businesses		7.9%	60
Event Planning and Services		5.7%	43
Family Activity Related Businesses		8.3%	63
Farm Equipment and Agriculture Businesses		4.6%	35
Financial Services		6.1%	46
Fitness Businesses or Providers		5.3%	40
General Retail		40.7%	308
Grocery / Market		33.4%	253
Home and Garden Related Businesses		17.8%	135

Value		Percent	Responses
Building Supply/Lumber Business		10.2%	77
Home Service Businesses		7.7%	58
Home Service Contractors		8.1%	61
Hotel and Travel Related Businesses		21.7%	164
Local Services		24.8%	188
Medical Related Businesses - (General)		11.4%	86
Medical Related Businesses - (Chiropractor)		3.6%	27
Medical Related Businesses - (Dentist)		6.5%	49
Medical Related Businesses - (Hospital)		4.0%	30
Nightlife Related Businesses		6.3%	48
Pet / Animal		23.5%	178
Professional Services		10.6%	80
Real Estate Service Businesses		5.4%	41
Recreation Related Businesses		5.8%	44
Restaurant / Bar / Lounge		37.8%	286
Senior Related Businesses		7.9%	60
Specialty Food and Drink		13.5%	102
General Retail - Children's Clothing Store		6.5%	49
General Retail - Clothing Accessory Store		12.8%	97
General Retail - Computer Store		7.8%	59
General Retail - Furniture Store		11.6%	88
General Retail - Hardware Store		13.3%	101
General Retail - Home Entertainment Store		5.5%	42










Value		Percent	Responses
General Retail - Jewelry Store		3.7%	28
General Retail - Major Appliance Store		8.2%	62
General Retail - Men's Clothing Store		10.7%	81
General Retail - Mobile Phone Store		6.5%	49
General Retail - Shoe Store		15.5%	117
General Retail - Women's Clothing Store		23.2%	176
None of the above / Does not apply		12.9%	98
Motorsport Businesses		1.8%	14
General Retail - Farming and Agriculture Business		2.6%	20
























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

Value		Percent	Responses
Yes		18.4%	139
No		81.6%	618
			<b>Total: 757</b>

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		12.9%	98
Get a New Part Time Job		10.4%	79
Get a Temporary or Seasonal Job		5.9%	45
Use an Employment or Temporary Employment Agency		1.3%	10
Use a Career Counselor		0.9%	7
Get a Second (or Third) Job		5.2%	39
Get First Job after High School		0.1%	1
Get First Job after College		1.1%	8
None of the above / Does not apply		74.2%	562

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








Value		Percent	Responses
Retail		5.4%	41
Admin & Clerical		6.7%	51
Health Care		5.5%	42
Grocery		4.8%	36
Customer Service		8.9%	67
Management		3.4%	26
Education		6.1%	46
NonProfit		4.8%	36
Government		4.0%	30
Sales & Marketing		3.7%	28
None of the above / Does not apply		68.7%	520
Agriculture		1.5%	11
Automotive		0.8%	6
Warehouse		2.4%	18
Construction		0.9%	7
Accounting		2.9%	22
Hotel - Hospitality		2.9%	22
Manufacturing		2.2%	17
Entry Level (New Graduate)		1.5%	11
Banking & Finance		2.1%	16
Child Care		1.3%	10

Value		Percent	Responses
Real Estate		0.4%	3
Insurance		0.4%	3
Legal		0.8%	6
Media		2.6%	20
Installation - Maintenance - Repair		1.2%	9
Restaurant - Food Services		2.6%	20
Executive Level		1.8%	14
Engineering		0.7%	5
Information Technology		2.6%	20
Skilled Labor - Trades		2.2%	17
Transportation		2.6%	20


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		24.6%	186
Local Agency Site		13.6%	103
Craigslist		9.8%	74
Facebook		9.6%	73
Indeed.com		24.3%	184
LinkedIn		16.9%	128
Monster.com		9.2%	70
CareerBuilder		8.6%	65
GlassDoor		6.2%	47
SimplyHired.com		2.8%	21
AOL Jobs		0.8%	6
SnagAJob.com		1.1%	8
Dice.com		0.4%	3
USAjobs.gov		4.4%	33
USAjobs.org		2.4%	18
ZipRecruiter		6.7%	51
JobDiagnosis		0.8%	6
TheLadders		0.7%	5
None of the above / Does not apply		51.1%	387







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		23.2%	176
Yellow Pages directory		1.5%	11
Direct mail flyer		20.1%	152
Deal program/offer		8.2%	62
Facebook business page offer		8.2%	62
Billboard advertising		2.9%	22
None of the above / Does not apply		59.2%	448

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)		20.3%	154
Purchased an online deal to a local business in the past 3 months		16.4%	124
None of the above / Does not apply		71.5%	541

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		9.1%	69
Read ads and keep them - using one or two		42.8%	324
Read ads and keep them - without using any		5.0%	38
Read ads but throw away without using any		19.9%	151
Throw ads away unread		18.2%	138
Do not receive direct mail or advertisements at home or PO Box		4.9%	37



**Total: 757**



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 %	30 4.0%	145 19.2%	325 42.9%	35 4.6%	37 4.9%	112 14.8%	73 9.6%	757
County election Count Row %	33 4.4%	144 19.0%	326 43.1%	34 4.5%	34 4.5%	108 14.3%	78 10.3%	757
State election Count Row %	30 4.0%	191 25.2%	273 36.1%	24 3.2%	40 5.3%	125 16.5%	74 9.8%	757
Total Total Responses								757

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

Value		Percent	Responses
Yes		85.7%	649
No		14.3%	108














**Total: 757**

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		91.1%	690
No		8.9%	67

Total: 757

















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		4.8%	36
Used Vehicle Dealership		6.7%	51
New and Used Vehicle Dealership		8.6%	65
Automotive Service		9.5%	72
Tire Store		7.5%	57
Auto Parts Store		11.2%	85
Recreation Vehicle (RV) Dealership		1.3%	10
RV or Camper Repair		1.2%	9
Boat Dealer		0.9%	7
Boat Service		0.5%	4
Motorcycle Dealer		1.2%	9
Motorcycle Repair Shop		0.8%	6
None of the above / Does not apply		68.6%	519

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		1.8%	14
Legal Firm or Attorney		1.8%	14
Insurance Agency		4.6%	35
Tax Advisor		2.0%	15
Telecommunications Provider		2.5%	19
Internet Service Provider		4.0%	30
None of the above / Does not apply		86.8%	657







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		0.9%	7
Hearing Aid Center		1.3%	10
Cardiologist		1.6%	12
Chiropractor		2.6%	20
Dentist		9.6%	73
Dermatologist		2.1%	16
Hospital		2.5%	19
Mental Health Provider		1.3%	10
Optometrist		4.1%	31
Pediatrician		0.5%	4
General Practitioner		5.5%	42
Rehabilitation Clinic		0.1%	1
Urgent Care Clinic		2.2%	17
Surgical Specialist		1.6%	12
Weight Loss Service		1.3%	10
None of the above / Does not apply		78.3%	593

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		5.9%	45
Electrician		2.2%	17
Handyman		3.6%	27
Heating & Air Conditioning Service		3.6%	27
Remodeling Contractor		1.2%	9
General Contractor		2.1%	16
Landscaper		0.9%	7
New Home Builder		0.3%	2
Painting Contractor		1.3%	10
Plumber or Plumbing Contractor		2.4%	18
Roofing Contractor		2.4%	18
None of the above / Does not apply		80.6%	610

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		1.2%	9
Home Inspector		1.3%	10
Mortgage Broker		1.1%	8
Property Manager		0.9%	7
Realtor		6.5%	49
None of the above / Does not apply		90.8%	687




















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		0.8%	6
Automotive Loan Provider		0.7%	5
Financial Advisor		1.6%	12
Bank		9.0%	68
Credit Union		10.6%	80
None of the above / Does not apply		81.4%	616









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

Value		Percent	Responses
Buffet Restaurant		9.2%	70
Ethnic Restaurant		12.4%	94
Family Style Restaurant		19.7%	149
Fast Food Restaurant		14.9%	113
Fine Dining Restaurant		17.2%	130
Pizza Restaurant		19.8%	150
Restaurant with Bar or Lounge		16.8%	127
None of the above / Does not apply		47.8%	362




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

Value		Percent	Responses
Building Supply-Lumber Yard		8.1%	61
Clothing Accessory Store		6.7%	51
Major Appliance Store		4.1%	31
Computer Store		5.3%	40
Farming and Agriculture Business		2.0%	15
Furniture Store		8.9%	67
Grocery Store		19.8%	150
Hardware Store		9.8%	74
Home Entertainment Store		2.1%	16
Jewelry Store		1.8%	14
Mobile Phone Store		4.4%	33
Shoe Store		8.7%	66
Specialty Food Business		3.0%	23
Women's Clothing Store		16.1%	122
Men's Clothing Store		5.5%	42
Children's Clothing Store		4.9%	37
None of the above / Does not apply		55.2%	418

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		4.9%	37
Any Child Related Business		2.6%	20
Any Event Planning Business		1.6%	12
Any Education Business		1.8%	14
Any Fitness Business		4.5%	34
Any Pet Related Business		10.0%	76
Any Senior Related Business		4.5%	34
None of the above / Does not apply		78.2%	592

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		16.1%	122
No		57.3%	434
Does not apply		26.6%	201















**Total: 757**

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

Value		Percent	Responses
Education		7.0%	9
Financial Services		3.9%	5
Health and Medical		7.0%	9
Home and Garden		5.4%	7
Home Service Businesses		3.9%	5
Local Services		3.9%	5
Pet / Animal		3.1%	4
Real Estate		7.0%	9
Other		43.4%	56
Apparel and Accessories		2.3%	3
Arts and Entertainment		1.6%	2
Automotive		1.6%	2
Beauty and Spa		1.6%	2
Child Related Businesses		0.8%	1
Event Planning and Services		0.8%	1
Family Activity		0.8%	1
General Retail		2.3%	3
Hotel and Travel		0.8%	1
Nightlife		0.8%	1
Recreation		0.8%	1
Restaurant / Bar / Lounge		1.6%	2

**Total: 129**

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.		35.5%	44
Computer Hardware		17.7%	22
Office Copier		4.8%	6
Business Logo Apparel		21.0%	26
Networking Hardware or Software		8.1%	10
Office Furniture, Fixtures or Interiors		9.7%	12
Office Cleaning Supplies		9.7%	12
Office Supplies		49.2%	61
Office Printer		10.5%	13
Promotional Items		20.2%	25
Security System		4.8%	6
Telephone Systems		3.2%	4
Uniforms or Work Clothing		8.9%	11
None of the above / Does not apply		28.2%	35

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		8.9%	11
Business Advertising		4.8%	6
Business Cellular Phone Service		4.0%	5
Business Internet Services		4.8%	6
Business Internet Service Provider		4.8%	6
Business Printing Services		3.2%	4
None of the above / Does not apply		77.4%	96
Business Bottled Water Delivery		0.8%	1
Business Computer Consulting		0.8%	1
Business Construction Contractor		0.8%	1
Business Employment Agency		0.8%	1
Business Legal Services or Attorney		0.8%	1
Business Marketing Services		1.6%	2
Business Moving or Storage		0.8%	1
Business Payroll Services		0.8%	1
Business Recruitment		0.8%	1
Business Sign Company Services		2.4%	3
Business Travel Agency		0.8%	1
Business General Broadcast Media Service		1.6%	2
Business Television Media Service		0.8%	1
Business Radio Media Service		0.8%	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
Rent New Office		3.2%	4
Buy New Office		0.8%	1
Add New Locations		4.0%	5
Renovate Existing Facilities		8.9%	11
Construct New Facilities		4.0%	5
Buy or Rent Industrial Space		0.8%	1
Buy or Rent Warehouse space		0.8%	1
None of the above / Does not apply		83.1%	103






















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

Value		Percent	Responses
Purchase New Business Automobiles		2.4%	3
Purchase Used Business Automobiles		2.4%	3
Purchase New Business Trucks		1.6%	2
Purchase Used Business Trucks		3.2%	4
Lease New Business Automobiles		1.6%	2
Lease New Business Trucks		2.4%	3
Purchase Used Business Delivery Vehicles		0.8%	1
Purchase New Heavy Duty or Commercial Business Trucks		2.4%	3
Purchase Used Heavy Duty or Commercial Business Trucks		3.2%	4
None of the above / Does not apply		87.1%	108

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		2.4%	3
Business Health Insurance		5.6%	7
Business Dental Insurance		1.6%	2
Business 401K or Retirement Program		3.2%	4
Business "Key Man" Insurance		2.4%	3
Business Property Insurance		3.2%	4
Business Commercial Insurance		1.6%	2
None of the above / Does not apply		87.9%	109

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

Value		Percent	Responses
Local Newspaper		21.0%	26
Local Newspaper Site		7.3%	9
Local Radio		12.1%	15
Local Television		9.7%	12
Local Free or Alternative publication		4.8%	6
Other Print Publications		5.6%	7
Facebook		33.1%	41
Twitter		3.2%	4
Other Social Media		16.9%	21
Search Engine Optimization (SEO, SEM)		3.2%	4
Word of Mouth or Referrals		44.4%	55
Billboards		4.8%	6
Direct Mail		16.1%	20
Yellow Pages		5.6%	7
Banner Ads		4.0%	5
Online Advertising		16.9%	21
None of the above / Does not apply		23.4%	29
Coupons or "Deal of the Day"		2.4%	3
Fliers or Door Hangers		2.4%	3
Telemarketing		1.6%	2
Retargeting Web Ads		0.8%	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		5.6%	7
Use social media for promoting business		17.7%	22
Website optimized for mobile (responsive)		10.5%	13
Ongoing search optimization (SEO, SEM)		4.8%	6
Banner ads		7.3%	9
Cost-per-click ads (CPC, PPC)		4.8%	6
Cost-per-mille ads (CPM)		2.4%	3
Programmatic ads		0.8%	1
Retargeting ads		0.8%	1
Video ads		3.2%	4
Google ads (Adwords)		6.5%	8
Facebook ads		25.0%	31
Email advertising		14.5%	18
Site analytics		6.5%	8
Digital ads through newspaper		4.8%	6
None of the above/Does not apply		56.5%	70

164. Which of the following are you interested in doing in the next 12 months to drive your business? (Check all that apply)

Value		Percent	Responses
Have an ongoing digital marketing campaign		8.1%	10
Use social media for promoting business		17.1%	21
Website optimized for mobile (responsive)		5.7%	7
Ongoing search optimization (SEO, SEM)		6.5%	8
Banner ads		6.5%	8
Cost-per-click ads (CPC, PPC)		4.1%	5
Cost-per-mille ads (CPM)		1.6%	2
Programmatic ads		0.8%	1
Retargeting ads		0.8%	1
Video ads		4.9%	6
Google ads (Adwords)		8.9%	11
Facebook ads		21.1%	26
Sponsored content		1.6%	2
Email advertising		16.3%	20
Site analytics		3.3%	4
Digital ads through newspaper		2.4%	3
None of the above/Does not apply		56.1%	69

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

Value		Percent	Responses
Yes		3.3%	4
No		89.4%	110
Don't know		7.3%	9








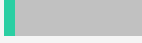



**Total: 123**

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%		4.6%	35
1% - 25%		44.8%	339
26% - 50%		24.6%	186
51% - 75%		17.3%	131
76% - 100%		8.7%	66
			<b>Total: 757</b>
			<b>Avg 33%</b>








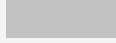
### 167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	2
20 - 24		1.7%	13
25 - 30		2.2%	17
31 - 34		2.5%	19
35 - 40		4.2%	32
41 - 45		5.0%	38
46 - 49		5.0%	38
50 - 54		8.1%	61
55 - 60		14.4%	109
61 - 69		32.0%	242
70 or older		24.5%	185

**Total: 756**









**Avg 60**

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

Value		Percent	Responses
Metro / Urban		20.7%	157
Small/Mid-Size Town		37.1%	281
Suburban		14.1%	107
Rural		26.0%	197
Vacation community		1.5%	11
Other		0.5%	4

**Total: 757**

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		1.2%	9
High School Graduate (12th grade)		12.8%	97
Vocational or Technical Training		9.6%	73
Some College		20.5%	155
College Graduate		24.8%	188
Some Post-Graduate Study (No Advanced Degree)		6.7%	51
Post-Graduate Degree		24.2%	183








**Total: 757**

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

Value		Percent	Responses
Under \$20,000		8.5%	63
\$20,000 - \$24,999		5.0%	37
\$25,000 - \$29,999		5.1%	38
\$30,000 - \$34,999		6.1%	45
\$35,000 - \$39,999		5.9%	44
\$40,000 - \$44,999		6.9%	51
\$45,000 - \$49,999		5.4%	40
\$50,000 - \$74,999		19.5%	145
\$75,000 - \$99,999		19.0%	141
\$100,000 - \$124,999		8.4%	62
\$125,000 - \$149,999		5.3%	39
\$150,000 - \$200,000		2.8%	21
Over \$200,000		2.2%	16





**Total: 742**  
**Avg \$68,813**

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.4%	3
Black or African-American		1.3%	10
Asian		0.3%	2
White or Caucasian		90.8%	687
Hispanic		1.3%	10
Other		1.3%	10
Prefer not to answer		4.6%	35

**Total: 757**

### 172. Are you...





Value		Percent	Responses
Male		29.5%	223
Female		67.5%	511
Transgender Male		0.1%	1
Prefer not to answer		2.9%	22

**Total: 757**

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

Value	Percent	Responses
Single Family Home	75.3%	570
Apartment	11.9%	90
Condominium	7.9%	60
Mobile Home	1.7%	13
Other	3.2%	24
		<b>Total: 757</b>


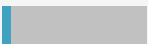



174. Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?

Value		Percent	Responses
Owned		78.1%	591
Rented		17.8%	135
Occupied Without Payment of Rent		1.8%	14
Other		2.2%	17



**Total: 757**



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

Value		Percent	Responses
None		83.6%	631
1		6.9%	52
2		6.2%	47
3		2.3%	17
4 or more		1.1%	8
			<b>Total: 755</b>

176. 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		41.6%	310
No		58.4%	436

**Total: 746**