


The Pulse of America 2020 Survey Report (Louisiana)

Response Counts



Total: 385

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	385
			Total: 385

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


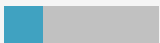
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	142 36.9%	98 25.5%	113 29.4%	32 8.3%	385
Business news Count Row %	100 26.0%	112 29.1%	133 34.5%	40 10.4%	385
Government news Count Row %	133 34.5%	122 31.7%	99 25.7%	31 8.1%	385
High school sports news Count Row %	83 21.6%	77 20.0%	145 37.7%	80 20.8%	385
Crime news Count Row %	190 49.4%	104 27.0%	76 19.7%	15 3.9%	385
Clubs and organizations news Count Row %	65 16.9%	108 28.1%	155 40.3%	57 14.8%	385
Total Total Responses					385

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 %	4 1.0%	11 2.9%	29 7.5%	164 42.6%	165 42.9%	12 3.1%	385
Local news coverage Count Row %	9 2.3%	13 3.4%	39 10.1%	162 42.1%	153 39.7%	9 2.3%	385
Reporting objectivity Count Row %	10 2.6%	21 5.5%	80 20.8%	138 35.8%	116 30.1%	20 5.2%	385
Headline objectivity Count Row %	5 1.3%	20 5.2%	72 18.7%	146 37.9%	128 33.2%	14 3.6%	385
Local school news Count Row %	4 1.0%	11 2.9%	64 16.6%	158 41.0%	123 31.9%	25 6.5%	385
County news coverage Count Row %	7 1.8%	15 3.9%	61 15.8%	152 39.5%	133 34.5%	17 4.4%	385
Local city/community news coverage Count Row %	4 1.0%	17 4.4%	43 11.2%	159 41.3%	151 39.2%	11 2.9%	385
Environmental news coverage Count Row %	4 1.0%	25 6.5%	83 21.6%	141 36.6%	101 26.2%	31 8.1%	385
Courts and cops news coverage Count Row %	5 1.3%	19 4.9%	69 17.9%	136 35.3%	140 36.4%	16 4.2%	385
Local sports coverage Count Row %	5 1.3%	7 1.8%	44 11.4%	134 34.8%	166 43.1%	29 7.5%	385




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	3	14	62	133	153	20	385
Count	0.8%	3.6%	16.1%	34.5%	39.7%	5.2%	
Row %							
People and features coverage	3	11	65	154	135	17	385
Count	0.8%	2.9%	16.9%	40.0%	35.1%	4.4%	
Row %							
Total							
Total Responses							385

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


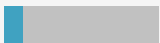
Value		Percent	Responses
Yes		75.3%	290
No		24.7%	95

Total: 385

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		44.8%	130
No		48.3%	140
None of the above / Does not apply		6.9%	20
			Total: 290

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

Value		Percent	Responses
Yes		87.0%	335
No		13.0%	50


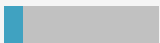
Total: 385

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		51.9%	174
No		43.9%	147
None of the above / Does not apply		4.2%	14



Total: 335

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

Value		Percent	Responses
Yes		88.3%	340
No		11.7%	45

Total: 385

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		56.8%	193
No		43.2%	147

Total: 340




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

Value		Percent	Responses
1		39.7%	135
2		40.6%	138
3		11.8%	40
4		3.5%	12
5 or more		4.4%	15
			Total: 340






Statistics

Average 1.8













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

Value		Percent	Responses
Adult male		60.9%	207
Adult female		80.6%	274
Minor under 18		6.2%	21

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

Value		Percent	Responses
Yes, always		22.9%	78
Yes, frequently		20.9%	71
Yes, sometimes		38.2%	130
Seldom		12.9%	44
Never		5.0%	17
			Total: 340




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		15.9%	54
Local Daily Newspaper		80.6%	274
Local Paid Weekly Community Newspaper		21.2%	72
Local Free Weekly Print Publication (a Shopper or Newspaper)		45.9%	156
Local Alternative Publication		7.1%	24
Local City or Regional Magazine		30.3%	103
Local Specialty Publication		16.2%	55
Local Business Publication		12.6%	43
Local Ethnic Publication		5.0%	17
Local Parenting Publication		3.2%	11
Local Senior Publication		8.8%	30
None of the above / Does not apply		2.4%	8

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




	Always	Frequently	Occasionally	Never	Responses
Classified Ads Count Row %	101 29.7%	95 27.9%	128 37.6%	16 4.7%	340
Retail Store Ads Count Row %	129 37.9%	109 32.1%	86 25.3%	16 4.7%	340
Ad Inserts Count Row %	102 30.0%	101 29.7%	110 32.4%	27 7.9%	340
Real Estate Ads Count Row %	48 14.1%	56 16.5%	159 46.8%	77 22.6%	340
Automotive Ads Count Row %	35 10.3%	45 13.2%	158 46.5%	102 30.0%	340
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.) Count Row %	91 26.8%	98 28.8%	131 38.5%	20 5.9%	340
Political Ads Count Row %	47 13.8%	67 19.7%	158 46.5%	68 20.0%	340
Legal Notices Count Row %	50 14.7%	67 19.7%	160 47.1%	63 18.5%	340
Total Total Responses					340

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		57.9%	223
Posted on a Government Website		8.8%	34
No preference		33.2%	128




Total: 385

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		12.2%	47
No		86.0%	331
Don't know		1.8%	7

Total: 385

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








Value		Percent	Responses
Excellent response (sold item or got many inquiries)		46.7%	21
Satisfactory response (received many inquiries)		40.0%	18
Poor response (received very few inquiries)		13.3%	6
			Total: 45

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

Value		Percent	Responses
Yes		43.1%	166
No		56.9%	219

Total: 385

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

Value		Percent	Responses
Daily		12.2%	47
Couple times week		9.4%	36
Weekly		7.5%	29
Couple times month		13.5%	52
Monthly		4.2%	16
Less Monthly		22.3%	86
Have not visited / Does not apply		30.9%	119














Total: 385

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		5.7%	22
Auto Detailing Shop		6.5%	25
Auto Glass Repair Shop		7.5%	29
Oil Change Station		52.2%	201
Auto Parts Store		32.2%	124
Auto Repair Shop		15.8%	61
Auto Salvage Yard		6.8%	26
Auto Battery Store		9.9%	38
Auto Window Tinting		4.7%	18
Car Wash		55.6%	214
Gas Station		74.5%	287
New Vehicle Dealership		10.9%	42
Used Vehicle Dealership		11.7%	45
Pick and Pull Lot		3.4%	13
Tire Store		26.2%	101
None of the above / Does not apply		9.1%	35
Auto Paint Shop		2.1%	8
Auto Towing Service		2.3%	9
Auto Stereo Installation		2.3%	9
Car Audio Store		2.1%	8
Commercial Truck Dealership		1.0%	4

Value		Percent	Responses
Commercial Truck Repair Shop		0.5%	2
Recreation Vehicle (RV) Dealership		2.1%	8
RV or Camper Repair		2.3%	9
Trailer & Utility Trailer		1.0%	4
Trailer Rental Service		1.0%	4






















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






Value		Percent	Responses
Boat Dealer		2.3%	9
Boating Accessory Store		2.9%	11
Boat Repair Shop		0.8%	3
Boat Rental Service		1.6%	6
All-Terrain Vehicle (ATV) Dealer		3.1%	12
Watercraft Dealer		1.0%	4
Watercraft Rental Shop		1.0%	4
Motorcycle Dealer		1.6%	6
Motorcycle Repair Shop		0.8%	3
Motorcycle Accessory Store		1.0%	4
Golf Cart Dealer		2.1%	8
Boat and RV Storage Facility		1.6%	6
None of the above / Does not apply		86.8%	334

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		1.6%	6
Used Farm Equipment Dealer		2.3%	9
Farm Truck and Tractor Repair Shop		2.1%	8
Agriculture Farm Supply Store		8.8%	34
Agricultural Service		1.3%	5
Farming Structure Building Contractor		1.3%	5
Animal Feed Store		17.4%	67
None of the above / Does not apply		76.6%	295

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		4.2%	16
Bakery		52.2%	201
Specialty Cake Bakery		12.2%	47
Cupcake Shop		15.1%	58
Donut Shop		45.5%	175
Beverage Distributor		7.0%	27
Beer Shop		10.9%	42
Brewery or Brew Pub		11.7%	45
Candy Store		17.7%	68
Cheese Shop		7.0%	27
Chocolate Shop		9.6%	37
Coffee & Tea Shop		27.3%	105
Espresso or Coffee Shop		19.7%	76
Cookie Store		8.8%	34
Convenience Store		66.0%	254
Dessert Restaurant		7.0%	27
Distillery		5.5%	21
Ethnic Food Restaurant		23.6%	91
Ice Cream or Frozen Yogurt Shop		29.6%	114
Smoothie or Juice Bar		13.2%	51
Liquor Store		25.7%	99

Value		Percent	Responses
Winery		6.5%	25
Wine Shop		10.4%	40
None of the above / Does not apply		9.9%	38
Tea Shop		2.9%	11
U-Brew Beer or Wine Store		1.6%	6

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		13.0%	50
Grocery Store (Discount)		51.2%	197
Grocery Store (Ethnic)		7.8%	30
Farmers Market		30.4%	117
Grocery Store (Co-op)		23.1%	89
Grocery Store (Independent/Citywide)		35.3%	136
Grocery Store (Major or Regional Chain)		72.7%	280
Meat Market or Butcher Shop		25.5%	98
Grocery Store (Neighborhood/Local/Mom & Pop)		41.8%	161
Seafood Market		22.6%	87
Specialty Food Market		13.0%	50
None of the above / Does not apply		0.3%	1

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		38.2%	147
Day Spa		8.6%	33
Eyelash Extension Salon		4.7%	18
Hair Removal Salon		3.6%	14
Hair and Beauty Salon (Find New or Change Existing)		44.9%	173
Makeup Artist		5.7%	22
Massage Spa		14.3%	55
Nail Salon		36.4%	140
Skin Care Store		6.0%	23
Tanning Salon		3.6%	14
Tattoo Studio		8.3%	32
None of the above / Does not apply		22.9%	88













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		12.7%	49
Arts & Crafts Fair		32.5%	125
Casino		33.2%	128
Community Theatre		16.4%	63
Movie Theater		54.3%	209
Museum		21.6%	83
Live Theater		12.7%	49
Performing Arts Center		10.6%	41
Bingo Hall		9.4%	36
Social Club		8.3%	32
Stadium or Arena		17.9%	69
Rodeo		10.1%	39
Wine Tour		3.6%	14
Music Festival		20.0%	77
Wine Festival		5.2%	20
Food Festival		34.0%	131
Seasonal Festival		31.7%	122
Arts Organization		9.4%	36
Cultural Center		8.6%	33
Local Festival		34.5%	133
Historical Society		9.9%	38
None of the above / Does not apply		16.9%	65




















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		18.7%	72
Professional Sports Team		10.4%	40
Amusement Center / Park		29.4%	113
Family Play Center		12.5%	48
Family Entertainment Center		21.8%	84
Go Kart Track		7.0%	27
Horseback Riding		4.9%	19
Outdoor Park		35.3%	136
Ice Skating or Roller Rink		4.9%	19
Athletic Club		13.8%	53
Zoo		24.4%	94
None of the above / Does not apply		33.2%	128

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		2.6%	10
CrossFit Gym		3.1%	12
Dance Studio		7.0%	27
Fitness Boot Camp		2.9%	11
Exercise Classes		20.3%	78
Gym, Fitness or Athletic Club		31.7%	122
Martial Arts Studio		2.9%	11
Personal Trainer		4.9%	19
Rock Climbing Gym		1.3%	5
Swimming Lessons		6.0%	23
Yoga Studio		7.0%	27
None of the above / Does not apply		53.2%	205
















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		2.1%	8
Bait & Tackle Shop		19.2%	74
Bicycle Shop		5.5%	21
Bicycle Repair Shop		1.8%	7
Bicycle Rental Service		1.3%	5
Bowling Alley		21.6%	83
Dive Shop		1.0%	4
Fishing Supply Store		18.7%	72
Golf Course		6.0%	23
Golf Driving Range		4.7%	18
Golf Pro Shop		2.9%	11
Gun Shooting Range		15.6%	60
Gun Store		20.3%	78
Miniature Golf Course		7.3%	28
Outdoor Gear Store		10.6%	41
Ski Shop		1.0%	4
New Sporting Goods Store		15.3%	59
Used Sporting Goods Store		6.5%	25
None of the above / Does not apply		44.4%	171






















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		8.3%	32
Bar, Lounge or Pub		30.6%	118
Comedy Club		9.9%	38
Dancing or Night Club		13.2%	51
Music or Concert Hall		19.7%	76
Billiard Hall		5.2%	20
Sports Bar		19.5%	75
Wine Bar		10.1%	39
None of the above / Does not apply		49.1%	189

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		1.0%	4
Card or Stationery Store		11.7%	45
Announcement Printing Service		7.5%	29
Catering Service		8.6%	33
Disc Jockey (DJ)		2.6%	10
Event Coordinator		3.1%	12
Hotel Meeting Room or Event Space		5.7%	22
Musician or Band		4.9%	19
Party Supply Store		19.7%	76
Photographer		8.6%	33
Event Space or Venue		4.9%	19
Videographer		3.1%	12
Wedding Venue or Banquet Hall		2.9%	11
Wedding Planner		3.1%	12
None of the above / Does not apply		61.0%	235

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		10.6%	41
University		13.5%	52
Community College		11.9%	46
Elementary School		9.1%	35
Middle or High School		11.9%	46
Adult Education School		7.5%	29
Art School		4.4%	17
Culinary School		3.4%	13
Beauty School		3.9%	15
Dance Studio		5.2%	20
Driving School		6.0%	23
Musical Instruments and Lessons		4.9%	19
Vocational School		5.2%	20
Graduate school		5.2%	20
Lecture or Seminar Series		4.7%	18
None of the above / Does not apply		51.2%	197
Preschool		2.3%	9
Charter School		2.6%	10
Language School		2.6%	10
Tutoring Center		1.3%	5
Private Elementary School		2.3%	9

Value		Percent	Responses
Private Middle School		0.3%	1
Private High School		1.6%	6
Private K-12 School		1.0%	4
Private Tutor		1.6%	6
Real Estate School		2.3%	9
Aviation / Flight School		1.3%	5
Parochial School		1.8%	7








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		30.9%	119
Credit Union		15.6%	60
Financial Advisor		6.8%	26
Stockbroker		3.1%	12
None of the above / Does not apply		60.8%	234

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

Value		Percent	Responses
Auto Broker		2.3%	9
Bankruptcy Service		1.8%	7
Business Development Service		1.6%	6
Bookkeeping Service		4.4%	17
Car Leasing Service		3.9%	15
Check Cashing Service		6.8%	26
Credit Repair Service		5.7%	22
Credit Counseling Service		2.9%	11
Debt Consolidation Company		3.4%	13
Money Transfer Service		3.9%	15
Payday Loan Company		2.9%	11
Tax Return Service		26.5%	102
Title Loan Company		1.6%	6
None of the above / Does not apply		57.1%	220

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		7.8%	30
Dentist		40.0%	154
General Practitioner		18.7%	72
Family Practitioner		26.5%	102
Optometrist		17.1%	66
Pediatrician		7.8%	30
None of the above / Does not apply		43.6%	168

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		27.8%	107
Hospital		10.1%	39
Medical Clinic		19.7%	76
Mental Health Service		5.5%	21
None of the above / Does not apply		61.6%	237









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
Allergy or Asthma Specialist		9.4%	36
Cardiologist		21.0%	81
Cancer Specialist		3.6%	14
Mental Health Provider		6.2%	24
Dermatologist		21.3%	82
Denture or Implant Specialist		12.5%	48
Cosmetic Dentist		5.7%	22
Obstetrician & Gynecologist		21.3%	82
Oral Surgeon		3.6%	14
Orthodontist		7.3%	28
Ear, Nose & Throat Doctor		15.3%	59
Gastroenterologist		12.7%	49
Home Health Care Provider		3.1%	12
Internal Medicine Doctor		19.7%	76
Massage Therapist		15.8%	61
Naturopathic Practitioner		3.1%	12
Nutritionist or Dietician		3.4%	13
Oncologist		3.4%	13
Ophthalmologist		15.1%	58
Orthopedist		4.7%	18
Physical Therapist		8.1%	31

















Value		Percent	Responses
Psychiatrist		4.7%	18
Podiatrist		3.4%	13
Urologist		8.8%	34
Surgical Specialist		4.7%	18
None of the above / Does not apply		25.5%	98
Acupuncturist		1.6%	6
Cardiovascular Surgeon		1.3%	5
Cryotherapy		1.3%	5
Cosmetic or Plastic Surgeon		2.3%	9

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
Blood Donation Center		6.2%	24
Hearing Aid Center		5.2%	20
Laboratory or Medical Testing Facility		15.6%	60
Laser Eye Surgery Clinic		3.6%	14
Medical Imaging Service		8.1%	31
Mental Health Service		3.4%	13
Mental Health Clinic		3.1%	12
Medical Supply Store		6.0%	23
Pain Management Physician		6.0%	23
Pain Clinic		3.1%	12
Sleep Disorder Clinic		6.8%	26
Urgent Care Clinic		21.6%	83
Walk-In Clinic		21.0%	81
Vascular Surgeon or Vein Center		3.1%	12
None of the above / Does not apply		41.8%	161
Audiology Clinic		2.9%	11
Alcoholism Treatment Program		0.5%	2
Alzheimer's or Memory Care Facility		0.8%	3
Drug Addiction Treatment Center		0.8%	3
Drug Testing Service		0.8%	3
Hospice Care Provider		0.5%	2

Value		Percent	Responses
Memory Care Facility		0.3%	1
Medical Marijuana Authorization		2.6%	10
Medical Marijuana Dispensary		2.3%	9
Medical Spa		1.3%	5
Pain Control Clinic		2.1%	8
Physical Health Center		1.3%	5
Rehabilitation Clinic		1.0%	4
Sports Medicine Clinic		1.6%	6

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



















Value		Percent	Responses
Airline		29.1%	112
Regional Airport		17.9%	69
Bed & Breakfast		11.9%	46
Campground		9.9%	38
Cruise Line		14.8%	57
Hotel or Motel (Local)		14.0%	54
Hotel or Motel (Out-of-Town)		51.7%	199
Luggage-Travel Store		1.3%	5
RV Rental Company		1.6%	6
Ski Resort		1.8%	7
Tour Company		2.9%	11
Shuttle Service		6.8%	26
Limo Service		1.6%	6
Taxi Service		5.7%	22
Travel Agent		7.8%	30
None of the above / Does not apply		32.7%	126

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		3.9%	15
Courier or Delivery Service		7.8%	30
Dry Cleaning or Laundry Service		25.5%	98
Electronics Repair Shop		4.2%	16
Information Technology (IT) Service		3.4%	13
Jewelry Repair Shop		10.6%	41
Mail Store		13.0%	50
Printing Service		7.5%	29
Propane Dealer		7.3%	28
Junkyard		6.0%	23
Recycling Center		12.5%	48
Self-Storage Facility		6.8%	26
Sewing and Alterations Shop		7.3%	28
Shipping Center		10.4%	40
Shoe Repair Shop		6.2%	24
Watch or Clock Repair Shop		6.0%	23
Mobile or Cell Phone Repair Shop		9.1%	35
Car Rental Agency		12.2%	47
None of the above / Does not apply		35.6%	137
Bottled Water Delivery Service		2.9%	11
Compost / Yard Waste Service		2.3%	9

Value		Percent	Responses
Moving Truck Rental Company		2.9%	11
Propane Home Heating Service		1.3%	5
Small Engine Repair Shop		1.0%	4
Funeral Service Provider		2.3%	9
Cremation Service Provider		2.1%	8
Marriage Counselor		1.6%	6
Tool / Equipment Rental Service		2.9%	11





















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		4.9%	19
Charity or Philanthropic Organization		6.2%	24
Church		64.4%	248
City or Municipal Service		7.8%	30
Community Organization		5.5%	21
Government or Political Service		1.3%	5
Community Service or Non-Profit Organization		7.8%	30
City Center		4.4%	17
City or Town Hall		12.7%	49
Civic Center		22.1%	85
Community Center		13.2%	51
Convention Center		4.9%	19
County Government Office		9.4%	36
Department of Social Services		2.9%	11
Employment Center		7.8%	30
Government Economic Program		1.6%	6
Youth Organization		8.3%	32
None of the above / Does not apply		25.5%	98

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






















Value		Percent	Responses
Electrician		13.0%	50
Painting Contractor		8.6%	33
Plumber or Plumbing Contractor		14.3%	55
None of the above / Does not apply		76.0%	292




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

Value		Percent	Responses
Appliance Repair Service		10.1%	39
Air Duct Cleaning Service		3.4%	13
Carpenter or Woodworker		14.0%	54
Carpet Installation Contractor		3.9%	15
Concrete Contractor		3.1%	12
Countertop Contractor		4.2%	16
Drywall Installation or Repair Contractor		3.9%	15
Fencing Contractor		3.4%	13
Flooring Installation Service		8.8%	34
Handyman		14.5%	56
Home Security Company		4.9%	19
Home Maintenance Service		3.4%	13
Heating & Air Conditioning Service		13.8%	53
Garbage Collection Service		6.0%	23
General Contractor		7.5%	29
Gutter Installation or Repair Contractor		4.2%	16
Junk Removal or Hauling Service		4.7%	18
Kitchen or Bath Remodeling Company		3.1%	12
Landscaping Service		5.5%	21
Roofing Contractor		4.4%	17
Remodeling Contractor		4.4%	17

Value		Percent	Responses
None of the above / Does not apply		51.7%	199
Asphalt / Paving Contractor		1.6%	6
Alternative Energy Service		1.8%	7
Demolition Contractor		0.5%	2
Deck Builder		2.6%	10
Furnace Contractor		0.5%	2
Fire & Water Damage Restoration Service		0.5%	2
Foundation Contractor		0.8%	3
Handicap Access Contractor		0.8%	3
Heavy Construction Machinery		0.5%	2
Garage Door Contractor		2.9%	11
Garage Builder		1.0%	4
Insulation Installer		1.3%	5
Mover or Moving Company		2.9%	11
New Home Builder		1.0%	4
Landscape Architect		1.3%	5
Septic Tank Contractor		2.3%	9
Siding Installation or Repair Contractor		1.6%	6
Stone or Marble Company		1.0%	4
Solar Energy Contractor		1.0%	4
Tile Contractor		1.3%	5
Window Installer		2.3%	9

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
Cabinet Refacing Service		3.6%	14
Carpet Cleaning Service		5.2%	20
Home Pressure Washing Service		6.0%	23
House Cleaning Service		8.6%	33
Key or Locksmith Service		3.1%	12
Lawn Care Service		14.8%	57
Landscaper		3.1%	12
Pest Control Service or Exterminator		14.0%	54
Television or Internet Service Provider		16.4%	63
Window & Door Installation Service		3.1%	12
None of the above / Does not apply		52.5%	202
Arborist		2.3%	9
Awning & Tent Company		1.0%	4
Bathtub Refinishing Service		2.6%	10
Furniture Upholstery Service		1.8%	7
Fuel or Oil Home Heating Service		0.5%	2
Furnace Cleaning Service		1.8%	7
Home Theater Installation Service		0.5%	2
Home Gardening Service		2.6%	10
Interior Designer		2.9%	11
Pool Cleaning Service		1.3%	5

Value		Percent	Responses
Shades & Blinds Installation Service		1.6%	6
Water Treatment Supply & Service		0.8%	3
Wallcoverings Store		1.3%	5





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		0.8%	3
Assisted Living Facility		0.8%	3
Retirement Home		0.8%	3
Nursing Home		1.0%	4
55+ Housing Community		2.3%	9
Senior Center		4.4%	17
Adult Day Care		1.6%	6
Geriatric Physician		0.8%	3
Respite Relief Provider		0.5%	2
None of the above / Does not apply		89.4%	344











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		7.8%	30
Summer Camp		8.3%	32
Sports Camp		6.8%	26
None of the above / Does not apply		83.1%	320








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		30.4%	117
Children's Shoe Store		18.2%	70
Children's Furniture Store		6.5%	25
None of the above / Does not apply		68.1%	262





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%	20
Animal Daycare		2.9%	11
Emergency Animal Hospital		1.6%	6
Pet Boarding		9.1%	35
Pet Groomer		17.4%	67
Pet Sitter		2.9%	11
Pet Trainer		1.3%	5
Pet Walker		1.3%	5
Veterinarian		37.4%	144
None of the above / Does not apply		55.3%	213

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		3.6%	14
Bird Specialty Store		0.8%	3
Bird Shop		1.6%	6
Pet Boutique		1.6%	6
Fish or Aquarium Store		3.4%	13
Pet Store		33.5%	129
None of the above / Does not apply		61.3%	236















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

Value		Percent	Responses
Property Manager		2.9%	11
Realtor		8.1%	31
Real Estate Brokerage Firm		1.6%	6
None of the above / Does not apply		89.1%	343

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
























Value		Percent	Responses
Apartment Rental Agency		5.5%	21
Developer		0.3%	1
Estate Appraiser		1.3%	5
Estate Liquidator		1.0%	4
Home Inspector		4.4%	17
Home Staging Company		0.3%	1
Manufactured or Modular Home Builder		1.3%	5
New Home Builder		2.9%	11
Mortgage Banker		4.7%	18
Mortgage Broker		0.8%	3
Real Estate Appraiser		4.7%	18
Title & Escrow Company		3.1%	12
None of the above / Does not apply		80.8%	311

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		71.4%	275
Family Style Restaurant		46.2%	178
Buffet Restaurant		46.0%	177
Fine Dining Restaurant		27.5%	106
Restaurant with Lounge or Bar		26.5%	102
Pizza Restaurant		49.9%	192
Ethnic Restaurant		15.6%	60
Chinese Restaurant		42.9%	165
Mexican Restaurant		46.2%	178
Italian Restaurant		17.7%	68
Japanese or Sushi Restaurant		14.3%	55
Thai Restaurant		2.6%	10
Indian Restaurant		3.1%	12
None of the above / Does not apply		7.3%	28






















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
















Value		Percent	Responses
Adult Video or Adult Store		3.6%	14
Art Supply Store		13.2%	51
Art Gallery		4.7%	18
Craft Supply Store		25.2%	97
Bookstore		34.8%	134
Candle Shop		13.5%	52
Cigar Store		3.1%	12
Computer Store		10.6%	41
Department Store		60.8%	234
Discount Store		55.1%	212
Drugstore or Pharmacy		63.6%	245
Electronics Store		19.2%	74
Fabric Store		11.7%	45
Florist		10.1%	39
Gift Shop		21.3%	82
Herb Shop or Herbalist		3.6%	14
Hobby Shop		25.5%	98
Mobile Phone Store		19.5%	75
Music and Video Store		6.2%	24
Music Instrument Store		4.2%	16
Music Store		5.5%	21

Value		Percent	Responses
Office Equipment & Supply Store		10.6%	41
Outlet Store		28.1%	108
Pawn Shop		13.0%	50
Flea Market		26.2%	101
Religious Supply or Gift Shop		12.2%	47
Scrap Metal Dealer		3.9%	15
Shopping Center		34.0%	131
Consignment Shop		17.1%	66
Tobacco Store		9.9%	38
Vape or Smoke Shop		3.6%	14
Toy Store		14.0%	54
Vitamin or Supplement Store		15.1%	58
Wedding Supply Store		3.4%	13
Wholesale, Warehouse or Club Store		25.7%	99
Thrift Store		32.7%	126
Yard Equipment Store		8.1%	31
Camera Store		3.9%	15
Bead Store		4.7%	18
CBD Store		4.2%	16
Gun Shop		14.5%	56
Christian Book Store		21.8%	84
Christmas Store		17.1%	66
Yarn Store		3.1%	12

Value		Percent	Responses
None of the above / Does not apply		8.8%	34
Home and Office Battery Store		2.3%	9
New Age Book Store		2.1%	8
Coin Shop		2.1%	8
Comic Book Shop		2.6%	10
Equipment Rental Store		2.9%	11
Knife Store		1.8%	7
Military Surplus Store		2.1%	8
Monument or Memorial Company		0.8%	3
Sewing Studio		2.1%	8
Sign Store		0.8%	3
Trophy or Award Store		1.8%	7
Record Store		2.6%	10
Survival Store		2.1%	8
Marijuana Dispensary		1.8%	7
Security Service		1.6%	6
Gold/Silver/Precious Metal Dealer		1.8%	7

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		22.9%	88
Major Appliance Store		8.8%	34
Small Appliance Store		3.9%	15
TV & Appliance Store		10.4%	40
Baby Supply & Furniture Store		8.3%	32
Bath & Accessory Store		28.6%	110
Building Supply Store or Lumber Yard		25.7%	99
Carpet Store		3.4%	13
Fireplace, Wood Stove or Barbeque Store		3.9%	15
Flooring Store		9.4%	36
Frame Shop		4.2%	16
Furniture Store		19.5%	75
Hardware Store		25.2%	97
Home & Garden Center		35.8%	138
Home Decor Store		18.4%	71
Lighting Store		4.7%	18
Mattress or Bedding Store		11.2%	43
Plant Nursery & Garden Supply Store		17.1%	66
Outdoor Furniture Store		7.0%	27
Paint Store		11.9%	46
Rug Store		4.7%	18

Value		Percent	Responses
Tool Store		5.2%	20
TV Store		6.2%	24
None of the above / Does not apply		23.4%	90
Cabinet Store		1.8%	7
Clock Shop		1.0%	4
Furniture Restoration Shop		2.3%	9
Hot Tub or Spa Dealer		1.0%	4
Rent-to-Own Store		2.6%	10
Solar Energy Equipment Dealer		1.3%	5
Pool & Spa Dealer		2.6%	10
Tool Rental Center		0.8%	3
Vacuum Store		1.3%	5
Window Store		0.8%	3
Futon Store		1.0%	4
Used Building Supply Store		2.1%	8








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

Value		Percent	Responses
Activewear Store		24.2%	93
Beauty Supply Store		36.1%	139
Clothing Accessory Store		42.1%	162
Menswear Store		21.0%	81
Women's Clothing Store		55.1%	212
Eyewear & Opticians Store		32.2%	124
Jewelry Store		17.9%	69
Lingerie Store		9.9%	38
Logo Apparel Store		3.6%	14
Outdoor Clothing Store		13.5%	52
Perfume Store		19.0%	73
Shoe Store		48.3%	186
Sportswear Store		13.8%	53
Swimwear Store		6.8%	26
Watch Store		5.2%	20
Western Wear Store		6.0%	23
None of the above / Does not apply		15.8%	61
Bridal Shop		2.9%	11
Fur Store		1.3%	5
Leather Goods Store		2.9%	11
Maternity Store		1.3%	5


















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		8.3%	32
Disaster Insurance		1.0%	4
Insurance Agency		14.8%	57
Immigration Lawyer / Law		0.5%	2
Legal Firm or Attorney		4.7%	18
Tax Advisor		7.3%	28
None of the above / Does not apply		75.3%	290











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

Value		Percent	Responses
Commercial Builder		0.3%	1
Architect or Architecture Firm		1.0%	4
Employment or Staffing Agency		5.7%	22
Graphic Designer		1.0%	4
Life Coach		2.6%	10
Private Investigator		1.3%	5
None of the above / Does not apply		89.9%	346



















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		3.9%	15
Purchase Boat Parts		4.2%	16
None of the above / Does not apply		85.5%	329
Purchase New All-Terrain Vehicle (ATV)		1.3%	5
Purchase New Boat		0.5%	2
Purchase New Personal Watercraft		0.5%	2
Purchase New Motorcycle		0.5%	2
Purchase Used All-Terrain Vehicle (ATV)		1.3%	5
Purchase Used Boat		1.8%	7
Purchase Used Motorcycle		0.8%	3
Have Motorcycle Repaired		1.6%	6
Purchase Motorcycle Parts		1.8%	7
Purchase Marine Electronics		0.8%	3
Purchase New Golf Cart		1.3%	5
Purchase Used Golf Cart		1.6%	6
Purchase Motorcycle Apparel		0.8%	3
Rent Snowmobile		0.3%	1


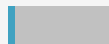






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		1.0%	4
Purchase New Class C RV		1.0%	4
Purchase New Travel Trailer or 5th Wheel		0.5%	2
Purchase New Camper Shell		0.3%	1
Purchase Used Class A RV		1.6%	6
Purchase Used Class B RV		0.5%	2
Purchase Used Class C RV		1.0%	4
Purchase Used Travel Trailer or 5th wheel		1.6%	6
Purchase Used Camper Shell		0.3%	1
None of the above / Does not apply		95.3%	367

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		11.2%	43
New Luxury Vehicle - Under \$50,000		2.6%	10
New Luxury Vehicle - \$50,000 - \$75,000		1.8%	7
New Luxury Vehicle - Over \$75,000		0.8%	3
New Van		0.3%	1
New Minivan		0.5%	2
New SUV		7.5%	29
New Truck		5.2%	20
Used Car		15.3%	59
Used Luxury Vehicle - Under \$30,000		2.6%	10
Used Luxury Vehicle - \$30,000 - \$50,000		0.3%	1
Used Luxury Vehicle - Over \$50,000		0.3%	1
Used Van		0.8%	3
Used Minivan		1.3%	5
Used SUV		8.3%	32
Used Truck		8.1%	31
Used Hybrid or Electric Vehicle		0.5%	2
None of the above / Does not apply		59.7%	230

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

Value		Percent	Responses
Compact car		4.7%	18
Full-size car		7.0%	27
Luxury vehicle (any size)		3.1%	12
Midsized car		6.0%	23
Pickup truck		13.2%	51
Sport utility vehicle (SUV)		17.7%	68
Van or mini-van		2.3%	9
None of the above		46.0%	177

Total: 385

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

Value		Percent	Responses
Chevrolet		19.5%	75
Dodge		8.1%	31
Ford		18.7%	72
GMC		12.5%	48
Honda		8.3%	32
Hyundai		3.1%	12
Jeep		4.9%	19
Kia		6.2%	24
Lexus		4.2%	16
Lincoln		3.1%	12
Nissan		9.4%	36
Toyota		14.0%	54
Volkswagen		3.9%	15
None of the above / Does not apply		47.3%	182
Acura		2.9%	11
Audi		2.9%	11
BMW		2.3%	9
Buick		2.9%	11
Cadillac		2.9%	11
Chrysler		2.6%	10
Fiat		0.8%	3

Value		Percent	Responses
Infiniti		2.9%	11
Jaguar		1.0%	4
Land Rover		1.8%	7
Mazda		2.6%	10
Mercedes-Benz		2.3%	9
Mini		0.8%	3
Mitsubishi		0.8%	3
Porsche		0.8%	3
Saab		0.3%	1
Scion		0.3%	1
Subaru		2.3%	9
Suzuki		0.3%	1
Tesla		0.5%	2
Volvo		1.8%	7











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

Value		Percent	Responses
Yes		22.6%	87
No		77.4%	298

Total: 385

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

Value		Percent	Responses
Home Theater System		4.7%	18
Office Equipment		7.8%	30
Printer		11.2%	43
Ink or Printer Cartridges		33.8%	130
Wi-Fi for Home		11.4%	44
Headphones		23.9%	92
Portable Speakers		5.2%	20
Customizable Smartphone accessories		6.2%	24
Wireless Speakers		7.8%	30
Smartphone Charger		16.1%	62
Smartwatch		7.5%	29
Phone or Tablet Controlled Home Tech Products		5.2%	20
Noise Canceling Headphones		5.7%	22
Phone Calling Card		5.2%	20
Wearable Electronics		3.1%	12
Healthcare Device		3.1%	12
Surge Protector		8.3%	32
Wireless Hotspot		4.4%	17
Apple Watch		11.7%	45
Batteries for Electronics		31.7%	122
None of the above / Does not apply		33.2%	128
GPS Device (Handheld or In-Vehicle)		2.6%	10

Value		Percent	Responses
Satellite Radio		2.1%	8
Satellite TV System		2.1%	8
Stereo System (Home)		1.0%	4
Compact/Mini Projector		2.1%	8
Aerial Drone		2.1%	8
Aerial Drone Accessories		0.5%	2
Short Wave Radio		0.3%	1
Assistive Technology for Hearing		0.3%	1
Virtual Reality Headset		1.3%	5
Smart Sports Equipment		0.3%	1













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

Value		Percent	Responses
Camera (Digital) SLR		4.9%	19
Camera Accessories or Supplies		3.1%	12
Camera Lens		3.1%	12
Camera Memory Card		4.7%	18
Computer Accessories		8.3%	32
Computer Software		4.4%	17
Tablet (iPad or Similar)		8.8%	34
Personal Computer		7.8%	30
Laptop Computer		15.8%	61
TV (3D)		3.9%	15
4K Ultra HD TV		10.6%	41
Smart TV		18.2%	70
None of the above / Does not apply		45.2%	174
Camera (Digital) - Point and Shoot		1.8%	7
Mirrorless Camera		0.3%	1
Camera (Film)		2.6%	10
Portable DVD Player		2.9%	11
E-Reader (Kindle or Similar)		2.3%	9
TiVo or DVR		2.6%	10
Computer Bag		2.6%	10
Computer or Tablet Support		2.9%	11

66. Which of the following types of phones do you and the members of your household plan to purchase in the next 12 months? (Check all that apply.)













Value		Percent	Responses
Smartphone		26.5%	102
Conventional Cell Phone		8.1%	31
Prepaid Cell Phone		6.2%	24
Unlocked Cell Phone		3.9%	15
Large-Screen Smartphone		11.2%	43
None of the above / Does not apply		57.9%	223

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		6.8%	26
Necklaces		12.7%	49
Rings (Other)		10.9%	42
Earrings		23.6%	91
Celtic Jewelry		3.1%	12
Diamond Jewelry		8.1%	31
Silver Jewelry		8.3%	32
Gemstone Jewelry		6.2%	24
Pearl Jewelry		5.2%	20
Men's Jewelry		6.5%	25
Children's Jewelry		6.0%	23
Costume Jewelry		15.1%	58
Jewelry Box or Organizer		3.6%	14
Women's Jewelry		16.9%	65
None of the above / Does not apply		53.2%	205
Engagement Rings		2.3%	9
Wedding Rings		2.6%	10
Graduation Rings		1.3%	5
Pendants		2.6%	10
Designer Jewelry		2.6%	10
Custom Designed Jewelry		2.6%	10
Crystal Figurines		0.8%	3

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

















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		19.0%	73
Dental Insurance		9.6%	37
Disability Insurance		2.1%	8
Homeowner Insurance		11.9%	46
Life Insurance		8.8%	34
Medical (Health) Insurance		8.8%	34
Medicare		4.2%	16
Long Term Care Insurance		1.3%	5
Pet Insurance		2.1%	8
Renters Insurance		4.4%	17
Professional Liability Insurance		1.0%	4
None of the above / Does not apply		65.5%	252








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		4.2%	16
Counseling & Mental Health Specialist		3.6%	14
Family Practice Doctor		11.7%	45
Hospital		5.2%	20
Medical Clinic		6.0%	23
Optometrist		6.2%	24
Pediatrician		3.4%	13
Primary Care Provider		8.8%	34
Weight Loss Service		3.1%	12
Drugstore or Pharmacy		13.0%	50
None of the above / Does not apply		66.5%	256
Acupuncture		1.3%	5
Audiologist		1.0%	4
Home Healthcare		1.3%	5
Pediatric Dentist		1.8%	7
Wellness Business		0.8%	3
Substance Abuse Treatment Provider		0.3%	1
Alternative Care Provider		0.3%	1
Physical Therapy or Rehabilitation service provider		1.0%	4
Hearing Aid Center		1.6%	6
















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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		2.6%	10
Bankruptcy Attorney		1.6%	6
Banking, Partnership & Business Law Attorney		1.8%	7
Child Support Attorney		1.8%	7
Criminal Law Attorney		1.6%	6
Disability & Social Security Attorney		2.1%	8
Divorce & Family Law Attorney		1.6%	6
Employment Discrimination or Labor Issues Attorney		1.0%	4
General Practice Attorney		1.8%	7
Intellectual Property Attorney		0.5%	2
Malpractice Attorney		0.5%	2
Probate Attorney		1.3%	5
Real Estate Attorney		1.8%	7
Taxation Attorney		1.0%	4
Wills, Trusts & Estates Attorney		8.1%	31
None of the above / Does not apply		80.3%	309










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
























Value		Percent	Responses
Botox		3.4%	13
Breast Augmentation		0.8%	3
Breast Implants		0.5%	2
Dermabrasion		2.6%	10
Ear Surgery		0.5%	2
Eyelid Surgery		1.6%	6
Fat Reduction		2.1%	8
Facelift		1.0%	4
Forehead Lift		0.5%	2
Hair Transplant		0.8%	3
Hair Loss Treatment		0.8%	3
Lap Band		0.8%	3
Lip Augmentation		0.5%	2
Liposuction		0.8%	3
Lasik		2.3%	9
Skin Treatment		7.3%	28
Rhinoplasty (Nose Job)		0.8%	3
None of the above / Does not apply		83.9%	323



















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		45.2%	174
Teeth Cleaning		41.3%	159
Cavity Filling		18.4%	71
Crown		7.0%	27
Oral Surgery		5.2%	20
Braces		5.5%	21
Composite Bonding		2.1%	8
Dental Implants		6.2%	24
Dental Veneers		3.1%	12
Dentures		9.9%	38
Full Mouth Reconstruction		2.1%	8
Inlays or Onlays		0.5%	2
Smile Makeover		2.3%	9
Teeth Whitening		13.0%	50
None of the above / Does not apply		28.1%	108

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		38.2%	147
Purchase Health Related Products		9.6%	37
Use Physical Rehabilitation Services		3.1%	12
Stop Smoking		5.5%	21
Purchase Health and Wellness Supplements		14.5%	56
Receive Treatment for Back Pain		8.6%	33
Have an Eye/Vision Exam		43.9%	169
Purchase Prescription Eyeglasses		22.9%	88
Purchase Prescription Contact Lenses		10.1%	39
Have an Annual Physical or Checkup		36.4%	140
Have X-Rays Taken		10.6%	41
Have a Scheduled Surgery		3.1%	12
Have Blood Drawn for Testing		33.5%	129
Plan to Visit a Hospital for any Medical Service or Procedure		8.8%	34
Have Foot Problems Diagnosed or Treated		6.2%	24
Senior Travel		4.4%	17
Receive Treatment for a Sleep Disorder		4.4%	17
Purchase Allergy Medications		13.5%	52
Use Personal Trainer or Instructor		3.4%	13
Cardiovascular Treatment		4.9%	19
Orthopaedic or Knee Surgery		3.1%	12








Value		Percent	Responses
Chiropractic Care		11.4%	44
Do Corrective Exercises		5.7%	22
Purchase Blood Pressure Monitoring Device		4.7%	18
Purchase Diabetes Testing Supplies		7.5%	29
Get Vaccinations at Drug Store or Pharmacy		13.0%	50
Purchase Weight Loss Supplements		4.7%	18
Purchase Vitamins		32.2%	124
Purchase Anti Anxiety Medication or Supplements		10.9%	42
None of the above / Does not apply		28.8%	111
Purchase Elder Care-Related Products or Services		0.8%	3
Purchase Medical Supplies or Equipment for Home		2.9%	11
Find Home for Aging Parent		1.0%	4
Participate in a Medical Study		1.3%	5
Purchase a Mobility Device		1.3%	5
Receive Treatment for Vehicle or Workplace Injury		1.3%	5
Handicap Accessible Products		2.3%	9
Purchase Orthopedic Shoes		1.3%	5
Purchase Home Medical Testing Equipment or Supplies		1.6%	6
Hire a Personal Care Assistant		0.3%	1
Hire a Caregiver or Respite Worker		0.5%	2
Purchase "Aging in Place" Products		0.8%	3
Purchase a Medical Alert Service		1.0%	4
Have Safety Bars Installed in Bathroom		1.6%	6

Value		Percent	Responses
Stroke Treatment		0.5%	2
Cancer Treatment		2.6%	10
Memory or Alzheimer's Care		0.5%	2
Nutritional Counseling		1.0%	4
Spinal and Postural Screening		0.8%	3
Physiotherapy		1.0%	4
Receive Treatment for Substance Abuse		0.3%	1
Receive Aquatic Therapy		0.8%	3
Join a Weight Loss Group		2.1%	8
Purchase Weight Loss Food Plan		1.3%	5
Have Reflexology Treatment		1.0%	4
Hire a Weight Loss Professional		0.8%	3
Have Cataract Surgery		1.8%	7
Discretionary Health Care and Wellness Services and Products		2.6%	10
Purchase Marijuana		1.8%	7
Have Acupuncture		0.8%	3
Receive Treatment for PTSD		2.3%	9
Purchase Hemp Based Supplements		2.9%	11










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		0.5%	2
Purchase a "In-the-Ear" Hearing Aid		0.3%	1
Purchase a Digital Hearing Aid		0.8%	3
Purchase Hearing Aid Cleaning Supplies		0.8%	3
Purchase Hearing Aid Batteries		2.9%	11
Purchase a "In-the-Canal" Hearing Aid		0.8%	3
Have a Hearing Exam		13.0%	50
None of the above / Does not apply		84.4%	325














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		2.1%	8
Pre-purchase a Funeral Plot or Cremation Service		4.7%	18
Purchase a Monument or Headstone		1.8%	7
Use a Funeral Planner		2.9%	11
Purchase Flowers for a Funeral		4.7%	18
Use a Cremation Service		2.9%	11
None of the above / Does not apply		86.0%	331









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		0.8%	3
Move into a Assisted Living Facility		0.8%	3
Move into a Nursing Home		0.8%	3
Move into a Alzheimers Care Facility		0.5%	2
Move Into a Hospice Facility		0.3%	1
Hospice to your Home or House		0.8%	3
Move into Residential Care Home		0.3%	1
Utilize a Respite Provider		0.8%	3
None of the above / Does not apply		97.1%	374

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		4.9%	19
Open Savings Account		5.2%	20
Online Banking		31.2%	120
Manage Investments		8.1%	31
Manage Retirement Accounts		9.1%	35
Mortgage Line of Credit		3.4%	13
Financial Consulting		6.5%	25
Financial Services		5.2%	20
Safe Deposit Box Rental		4.4%	17
Obtain New Credit Card		7.3%	28
Payday Loan or Check Cashing Business		2.3%	9
Use Vehicle Title Loan Company		1.6%	6
None of the above / Does not apply		53.2%	205

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		4.4%	17
Certificates of Deposit		4.7%	18
City or State Bonds		0.8%	3
Collectibles, Antiques or Art		2.1%	8
Common or Preferred Stock		3.9%	15
Corporate Bonds or Debentures		0.3%	1
401(k)		18.2%	70
Gold or Precious Metals		2.1%	8
IRA		7.5%	29
Money Market Funds		3.6%	14
Mutual Funds		6.2%	24
Non-US Stocks		1.0%	4
Options		1.0%	4
US Savings Bonds		1.8%	7
US Treasury Notes		0.8%	3
Coins or Stamps		4.4%	17
None of the above / Does not apply		66.5%	256

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		0.5%	2
Business Equipment Loan		0.5%	2
Carpeting or Furniture Loan		1.3%	5
College Expenses Loan		3.1%	12
College Tuition Loan		6.0%	23
Debt Consolidation Loan		6.2%	24
Medical Expenses Loan		1.0%	4
New Vehicle Loan		6.2%	24
Used Vehicle Loan		10.1%	39
Vacation or Travel Loan		1.0%	4
Wedding Loan		0.8%	3
None of the above / Does not apply		76.9%	296

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		28.1%	108
Body Jewelry		5.5%	21
Coats		23.6%	91
Lipstick		30.4%	117
Nail Polish		23.6%	91
Eyewear or Sunglasses		38.7%	149
Formal Wear		10.9%	42
Handbags		27.3%	105
Hats		11.9%	46
Intimate Apparel		21.0%	81
Jewelry or Accessories		24.9%	96
Watches		11.2%	43
Luggage or Bags		8.1%	31
Perfume		33.5%	129
Men's Apparel		37.9%	146
Men's Shoes		35.1%	135
Men's Underwear		32.7%	126
Women's Apparel		59.2%	228
Women's Pajamas or Sleepwear		30.9%	119
Women's Shoes		52.5%	202
Women's Underwear		46.2%	178




Value		Percent	Responses
Swimwear		11.7%	45
Socks		43.1%	166
Scarves		8.8%	34
Ties		8.6%	33
Uniforms		12.2%	47
Western Clothing		7.0%	27
Outerwear		19.7%	76
None of the above / Does not apply		14.5%	56
Fur Coat		0.8%	3

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		14.3%	55
Children's Winter Coats		13.5%	52
Children's Swimwear		13.2%	51
Children's Pants		23.4%	90
Children's T-Shirts		21.3%	82
Children's Dresses		17.4%	67
Children's Pajamas or Sleepwear		21.8%	84
Children's Socks		24.2%	93
Children's Party Dresses		7.8%	30
Children's Shorts		18.4%	71
Infant Clothing		12.2%	47
Children's School Uniform		15.3%	59
Children's Athletic Clothing		14.0%	54
None of the above / Does not apply		61.3%	236

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























Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		38.2%	147
Boots (Men's)		16.9%	65
Cowboy Boots (Men's)		8.3%	32
Classic & Fashion Sneakers (Men's)		14.0%	54
Lace-Ups (Men's)		12.7%	49
Sandals (Men's)		6.8%	26
Slippers (Men's)		10.6%	41
Formal & Tuxedo Footwear (Men's)		5.7%	22
Work & Safety (Men's)		11.4%	44
Lace-Up Sneakers (Women's)		22.1%	85
Pumps (Women's)		17.7%	68
Sling-Back Sandals (Women's)		12.2%	47
Classic & Fashion Sneakers (Women's)		23.1%	89
Slippers (Women's)		21.6%	83
Work & Safety (Women's)		6.2%	24
Cowboy Boots (Women's)		7.8%	30
Athletic & Outdoor Shoes (Women's)		45.2%	174
Loafers & Slip-Ons (Women's)		23.4%	90
Slippers (Children's)		7.8%	30
Athletic & Outdoor Shoes (Children's)		20.5%	79
Sandals (Children's)		10.4%	40
Slip-Ons (Children's)		8.6%	33

Value		Percent	Responses
Dress Shoes (Children's)		11.2%	43
Cowboy Boots (Children's)		4.2%	16
None of the above / Does not apply		20.5%	79

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		11.9%	46
Have Clothing Dry Cleaned		29.9%	115
Have Shoes Repaired		6.8%	26
Rent or Purchase a Costume		3.4%	13
Wash Clothing at a Laundromat		8.8%	34
Purchase Custom Made Clothing Items		3.4%	13
None of the above / Does not apply		57.9%	223





















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

Value		Percent	Responses
Archery Equipment		3.6%	14
Bicycle or Mountain Bike (Adult)		4.2%	16
Camping or Hiking Equipment		6.0%	23
Exercise or Fitness Equipment		8.8%	34
Fishing Rods or Reels		14.5%	56
Fishing Bait or Attractant		16.4%	63
Fishing Accessories		19.0%	73
Golf Clubs or Equipment		3.1%	12
Hunting Gear		10.6%	41
Ammunition		21.8%	84
Running or Jogging Equipment		4.9%	19
Sports Equipment (Children)		5.7%	22
Swimming Gear		3.9%	15
Weight Lifting Equipment		4.4%	17
Rifle		6.5%	25
Hand Gun		13.5%	52
Shotgun		6.0%	23
None of the above / Does not apply		50.6%	195
Bowling Equipment		0.3%	1
High End Bicycle		1.3%	5
Bicycle Tune-Up or Repair		2.9%	11
Bicycle Rental		0.8%	3






















Value		Percent	Responses
Racquet Equipment		0.8%	3
Scuba, Diving or Snorkeling Equipment		1.0%	4
Skiing Equipment		0.3%	1
Soccer Equipment		0.8%	3
Sports Memorabilia		2.6%	10
Trampoline		2.3%	9
Trophies or Plaques		1.0%	4
Used Sporting Equipment		2.6%	10







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		22.9%	88
Bedding Flowers or Perennials		33.2%	128
Chainsaw		5.5%	21
Fertilizer		29.9%	115
Flower Pots		26.2%	101
Fountains		3.4%	13
Garden Ornaments		12.2%	47
Gazebo		3.4%	13
Gravel or Rock		9.9%	38
Hand Garden Tools		12.7%	49
Landscaping		8.8%	34
Decorative Rock		7.3%	28
Lawn Seed, Turf or Sod		5.2%	20
Outdoor Fireplace or Fire Pit		4.4%	17
Outdoor Furniture		10.9%	42
Outdoor Grill		9.9%	38
Outdoor Smoker		4.2%	16
Outdoor Kitchen Equipment		3.9%	15
Patio Cover, Awning or Canopy		3.4%	13
Patio Furniture		8.6%	33
Power Garden Tools		3.4%	13
Propane		9.4%	36























Value		Percent	Responses
Lawn Mower (Push)		6.2%	24
Lawn Mower (Riding)		7.8%	30
Shrubbery or Trees		7.3%	28
Storage Shed		6.8%	26
Leaf Blower		6.2%	24
Insect or Fungus Control Products		14.3%	55
Outdoor Garden Flags		5.5%	21
None of the above / Does not apply		31.2%	120
Gate		2.3%	9
Indoor Garden Supplies		2.6%	10
Insects (Bees or Other Beneficial Species)		2.3%	9
Patio Heater		1.8%	7
Outdoor Infrared Heater or Fireplace		2.3%	9
Outdoor Entertainment Center		1.8%	7
Pole Shed		1.6%	6
Portable Outdoor Heater		2.9%	11
Rototiller		0.8%	3
Screen Porch		2.9%	11
Stone (Cast, Crushed or Natural)		1.8%	7
Greenhouse		1.3%	5













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		12.7%	49
Animal Healthcare Products		9.1%	35
Blowers		3.6%	14
Fertilizers, Herbicides or Pesticides		8.1%	31
Mowers, Cutters or Clippers		4.9%	19
Planting and Seeding Equipment		3.4%	13
Plants, Plantings or Agricultural Seed		10.4%	40
Propane, Oils or Fuels		6.8%	26
Rocks, Gravel or Sand		5.5%	21
Sprayers or Spreaders		4.7%	18
Straw or Bedding Materials		4.2%	16
None of the above / Does not apply		65.2%	251
ATV Products and Attachments		2.6%	10
Barn or Pole Building		2.1%	8
Steel Farm Building		0.8%	3
Carts or Utility Carriers		2.9%	11
Chippers or Shredders		0.8%	3
Diggers, Drillers or Drivers		1.0%	4
Drainage or Irrigation Equipment		1.0%	4
Farm Tool Rental		0.5%	2
Farm Equipment Rental		0.8%	3























Value		Percent	Responses
Farm Machinery or Tractor Attachments & Implements		0.5%	2
Farm Work Clothes		2.3%	9
Ground-Working Equipment		1.6%	6
Rakes or Hay Handling Equipment		2.3%	9
Scoops or Shovels		2.3%	9
Tree Cutters or Tree Maintenance Equipment		1.6%	6

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		11.7%	45
Bird Seed		8.6%	33
Cat Food		23.6%	91
Dog Food		37.4%	144
Fish Food		4.4%	17
Specialized Pet Food		3.6%	14
Other Pet Food		5.5%	21
Pet Accessories		16.1%	62
Pet Clothing		6.5%	25
Pet Toys		19.5%	75
Annual Pet Vaccinations		29.9%	115
Annual Pet Checkups		24.9%	96
Preventative Care		6.5%	25
Pet Travel Cage		3.1%	12
Adopt or Rescue a Pet		7.0%	27
Purchase Pet Medication		7.8%	30
Purchase Dog Bed		4.7%	18
Board a Pet Overnight		5.2%	20
Pet Dental Care		5.2%	20
None of the above / Does not apply		41.6%	160
Pet Enclosure		2.9%	11
Aquarium or Tank		2.6%	10














Value		Percent	Responses
Fish Supplies		2.6%	10
Bird House		1.8%	7
Disease Diagnosis		0.5%	2
Pet Travel Accessories		2.9%	11
Cremation or Burial Services		0.3%	1
Purchase a Pet		2.1%	8
Holistic or Alternative Pet Care		1.0%	4
Pet Tracking Device		2.1%	8
Animal Training Classes		2.6%	10
Hemp Based Pet Supplements		0.3%	1
Holistic or Alternative Pet Supplements		1.0%	4
Anti Anxiety or Stress Pet Medication for Holidays		2.9%	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		4.4%	17
Add a Fence or Wall Structure		9.1%	35
Remodel Kitchen		4.4%	17
Remodel Bathroom		8.1%	31
Build a Storage Shed		5.5%	21
General Remodeling		8.1%	31
Install Security or Monitoring System		3.6%	14
Replace Carpet		4.9%	19
Replace Flooring		11.9%	46
Replace Windows		3.4%	13
None of the above / Does not apply		63.4%	244
Add a Room		2.3%	9
Add a Home Office		1.6%	6
Cabinet Refacing or Resurfacing		2.1%	8
Refinish Bathtub		1.6%	6
Install a Glass Shower		2.3%	9
Remodel or Finish Basement Living Area		0.3%	1
Replace Garage Door		1.3%	5
Build a Garage		1.6%	6
Build Out-Building		1.0%	4
Have Furniture Restored		2.6%	10
Add a Swimming Pool		2.1%	8






















Value		Percent	Responses
Switch from Gas to Electric		1.0%	4
Switch from Electric to Gas		1.3%	5
Install a Stair Lift		0.5%	2
Install "Aging In Place" Products		1.8%	7
Install a Solar Energy System		0.3%	1
Resurface or Build New Driveway		2.3%	9
Stone or Marble Work (Bathroom or Kitchen)		1.8%	7
Sealcoating		0.5%	2
Asphalt Repair		0.8%	3
Asphalt Resurfacing		0.3%	1
Residential Paving		0.8%	3
Build a "Tiny House"		0.8%	3
Install Handicap Accessible Addition		0.8%	3

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

Value		Percent	Responses
Ceramic Tile		6.5%	25
Circular Saw		3.4%	13
Decking		6.5%	25
Doors (Exterior)		10.1%	39
Doors (Interior)		5.7%	22
Electrical Supplies		5.5%	21
Fencing		9.1%	35
Generator		4.2%	16
Hand Tools		11.4%	44
Hardwood Products		3.9%	15
Home Security Doorbell Camera		5.2%	20
Kitchen Cabinets		3.4%	13
Lighting and Fixtures		8.1%	31
Lock Sets		4.2%	16
Lumber		9.4%	36
Molding		4.7%	18
Paint (Exterior)		11.9%	46
Paint (Interior)		19.0%	73
Plywood		8.6%	33
Plumbing Supplies		5.5%	21
Power Tools		4.9%	19






















Value		Percent	Responses
Rain Gutters		4.7%	18
Roofing (Other)		3.6%	14
Security Door		3.1%	12
Security Locks		3.9%	15
Screen Door		4.4%	17
None of the above / Does not apply		50.9%	196
Furnace		1.0%	4
Insulation		2.9%	11
Mill Work		1.3%	5
Roofing (Composition)		1.8%	7
Security Window Film		1.3%	5
Siding		1.8%	7
Solar Screen		1.6%	6
Waterproofing		1.0%	4
Water Softener System or Supplies		0.5%	2
Wet or Dry Vacuum		2.9%	11
Wood Stove or Fireplace		1.6%	6
Window Guards		0.8%	3
Windows (Double-Hung)		1.8%	7
Windows (Casement)		1.0%	4
Windows (Picture)		0.8%	3
Windows (Slider)		0.5%	2
Windows (Bay or Bow)		0.5%	2















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		11.2%	43
Air Duct Cleaning		5.5%	21
Appliance Repair		7.8%	30
Blinds Cleaning		3.9%	15
Carpenter or Woodworking		6.0%	23
Carpet Cleaning		5.7%	22
Chimney Cleaning		3.1%	12
Drywall Installation or Repair		3.9%	15
Electrical Repair		6.5%	25
Flooring - Ceramic Tile (Installation or Repair)		4.7%	18
Flooring - Laminate (Installation or Repair)		6.0%	23
Flooring - Wood (Installation or Repair)		4.9%	19
Flooring - Other (Installation or Repair)		3.9%	15
Gutter Installation or Repair		3.1%	12
Handyman Services		9.6%	37
Home Repair		6.8%	26
Home Remodel		4.4%	17
None of the above / Does not apply		55.3%	213
Alternative Energy Systems Installation		1.6%	6
Alternative Energy Systems (Service or Repair)		0.8%	3
Concrete Repair		1.8%	7

Value		Percent	Responses
Electrical Panel Replacement		0.5%	2
Excavation & Wrecking		0.5%	2
Fire & Water Damage Restoration		0.8%	3
Flooring - Linoleum (Installation or Repair)		2.6%	10
Foundation Repair		1.6%	6
Furnace Cleaning		0.5%	2
Furnace Repair		1.3%	5
Furniture Reupholster		1.8%	7
Gardening Services		2.9%	11
Heating Repair		2.3%	9
Home Computer Repair		2.1%	8
Home Electronics Repair		1.0%	4

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






Value		Percent	Responses
Home Security Service		4.9%	19
House Cleaning Service		8.6%	33
Recycle		3.1%	12
Sell Scrap Metal		4.2%	16
Landscaping Service		5.5%	21
Movers		3.1%	12
Painting		11.4%	44
Pest Control		11.2%	43
Plumbing Repair		6.8%	26
Pressure Washing		6.2%	24
Roof Repair		3.6%	14
Security System		4.2%	16
Trash Removal		4.2%	16
Computer Repair		4.7%	18
Mobile or Cell Phone Repair		5.5%	21
None of the above / Does not apply		54.3%	209
Insulation Installation or Maintenance		1.8%	7
Interior Design		1.8%	7
Junk or Yard Waste Removal		2.1%	8
Mold Inspection or Removal		1.3%	5
Party Equipment Rental		0.8%	3

Value		Percent	Responses
Pool Cleaning Service		1.3%	5
Preventative Home Maintenance		2.9%	11
Septic Tank Cleaning or Repair		2.6%	10
Siding Replacement		1.8%	7
Snow Removal		0.5%	2
Solar Heating or Power System Installation or Repair		0.8%	3
Stucco or Exterior Coating		0.5%	2
Tool Rental		1.0%	4
Tornado or Storm Shelter Building or Repair		1.3%	5
Water Well Drilling		0.5%	2
Waterproofing		0.8%	3
Window Installation		2.1%	8
Window Tinting for Home		1.0%	4
Yard Equipment Rental		1.6%	6

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)		5.5%	21
Window Blinds (Venetian or Mini)		7.5%	29
Emergency Preparedness Kit or Supplies		4.7%	18
Batteries (Home or Office)		30.1%	116
Candles		24.9%	96
Firewood		6.0%	23
Carpeting		3.4%	13
Flooring Tile		6.2%	24
Hardwood Flooring		4.7%	18
Rugs		11.7%	45
Clocks		6.2%	24
Closet System		3.4%	13
Curtains or Drapes		14.3%	55
Cutlery, Flatware or Silverware		6.0%	23
Fire Extinguisher		6.2%	24
Fine Art (Paintings, Pottery, Etc.)		3.4%	13
Furniture (Bedroom)		9.6%	37
Furniture (Children's)		4.4%	17
Furniture (Dining Room)		3.9%	15
Furniture (Living Room)		12.2%	47
Christmas Tree		12.7%	49

Value		Percent	Responses
Holiday Decorations		13.5%	52
Laminate Flooring		4.4%	17
Mirror		4.7%	18
Storage Boxes or Tubs		6.8%	26
Floral Arrangements		5.2%	20
Picture Frames		8.3%	32
Sewing Machine		3.9%	15
Linens (Bathroom)		9.9%	38
Reclining Chair		6.8%	26
Indoor Flowers		6.5%	25
Linens (Dining Room or Kitchen)		4.7%	18
Tankless Water Heater		3.6%	14
None of the above / Does not apply		35.8%	138
Awning		2.9%	11
Oriental Carpeting		0.8%	3
Rugs (Persian)		1.3%	5
Custom Built Furniture		1.0%	4
Reconditioned Furniture		2.1%	8
Crib		1.0%	4
Furniture (Home Office)		2.3%	9
Furnace		0.3%	1
Futon		1.0%	4
Glass Table		0.5%	2








Value		Percent	Responses
Safe		2.6%	10
Hot Tub or Spa (Used)		0.5%	2
Wallpaper		2.3%	9
Signs or Banners		1.0%	4
Hot Tub or Spa (New)		0.8%	3

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		12.5%	48
Adjustable Mattress		5.7%	22
Innerspring Mattress		3.9%	15
Pillow Top Mattress		7.3%	28
Foam Mattress		8.3%	32
Linens (Bedroom)		15.6%	60
Memory Foam Mattress		5.7%	22
Gel Mattress		3.4%	13
Queen Size Bed		8.8%	34
King Size Bed		8.8%	34
Smoke Alarm or Detector		6.2%	24
Shutters		3.6%	14
Window Coverings		4.4%	17
Patriotic Flags		3.1%	12
None of the above / Does not apply		53.2%	205
Gas Burning Freestanding Stoves		1.3%	5
Water Purification System (Drinking)		2.9%	11
Solar Water Heater		0.8%	3
Latex Mattress		0.5%	2
Twin Size Bed		1.8%	7
Swimming Pool (Above Ground)		1.0%	4

Value		Percent	Responses
Water Heater		2.1%	8
Swimming Pool (In-Ground)		1.6%	6
Remote Home Monitoring Video Camera		2.9%	11
Reclaimed Wood Furniture		1.3%	5
Sports Team Flags		1.6%	6























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		11.2%	43
Fine Art		5.5%	21
Photographs		9.4%	36
Pottery		6.0%	23
Blown Glass		3.9%	15
Stone Carvings		2.6%	10
Sculpture		2.6%	10
Artistic Wall Decor		9.9%	38
Wood Carvings		3.6%	14
Poster Art		3.1%	12
Religious Art		7.0%	27
Stained Glass		4.2%	16
Ceramics		5.2%	20
Metal Work Art		3.6%	14
Music Memorabilia		2.3%	9
Movie Memorabilia		1.6%	6
None of the above / Does not apply		71.9%	277

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		11.4%	44
Portable Dishwasher		0.3%	1
Dishwasher		7.0%	27
Freezer		4.9%	19
Range		6.8%	26
Range Hood		3.4%	13
Wall Oven		1.8%	7
Washer		5.7%	22
Dryer		9.6%	37
Blender		8.8%	34
Tea Kettle		2.6%	10
Microwave		10.6%	41
Window Air Conditioner		3.9%	15
Coffee or Espresso Machine		11.7%	45
Vacuum Cleaner		7.0%	27
None of the above / Does not apply		55.6%	214

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		4.7%	18
Battery		11.2%	43
Child Car Seat		4.7%	18
Floor Mats		7.8%	30
Lights		5.2%	20
Seat Covers		7.5%	29
Tires		21.3%	82
Wheels or Rims		3.4%	13
Wiper Blades		21.6%	83
None of the above / Does not apply		48.8%	188
Canopy		1.0%	4
Grill Guard		1.3%	5
Ground Effects		0.8%	3
Mirror(s)		2.1%	8
Motorcycle Accessories		1.0%	4
Motorcycle Parts		1.0%	4
Performance Parts		1.6%	6
RV Accessories or Supplies		0.8%	3
Roof Rack (For Bike, Kayak, Etc.)		0.5%	2
Roof Rack (Luggage or Equipment Container)		1.3%	5
Running Boards		0.8%	3
Spoiler		0.3%	1














Value		Percent	Responses
Step Bar		1.0%	4
Stereo System (Auto, Car or Truck)		2.6%	10
Tool Box		0.5%	2
Trailer Hitch		1.0%	4
Truck Bed Liner		0.3%	1
Visor		0.3%	1
Winch		1.0%	4
Window Tinting Equipment (Auto)		2.3%	9
Cargo Trailer (Vehicle Hauler)		0.5%	2
Cargo Trailer (Flat)		0.8%	3
Cargo Trailer (Motorcycle)		0.5%	2
Cargo Trailer (Boat)		0.5%	2
Cargo Trailer (Box)		0.8%	3

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










Value		Percent	Responses
Dealership		35.1%	135
National chain service center (e.g. Jiffy Lube)		15.3%	59
Private service center		20.3%	78
Friend/Family		16.6%	64
Other		12.7%	49
			Total: 385

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



















Value		Percent	Responses
30,000 Mile Service		7.5%	29
60,000 Mile Service		7.0%	27
100,000 Mile Service		11.7%	45
Auto Detailing		7.8%	30
Auto Repair (General)		6.8%	26
Alignment		9.1%	35
Body Work		4.4%	17
Brake Replacement, Adjustment		5.5%	21
Car Wash		34.8%	134
Electrical Repair		3.4%	13
Gas or Service Station Services		11.9%	46
Oil Change or Lube		37.9%	146
Preventative Maintenance		8.8%	34
Safety Inspection		6.2%	24
Shocks		6.2%	24
Tire Mounting or Installation		7.0%	27
Tune-Up		13.2%	51
Vehicle Air Conditioning Repair		3.4%	13
Windshield or Glass Repair		7.8%	30
None of the above / Does not apply		29.6%	114
Auto Warranty Work (Work Covered by Warranty)		1.6%	6
Car Rental		2.3%	9

Value		Percent	Responses
DEQ Inspection		0.5%	2
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.6%	6
Motor Repair or Replacement		2.1%	8
Motorcycle Repair		0.5%	2
Muffler		1.0%	4
Painting		2.3%	9
RV Maintenance or Service		0.5%	2
Smog Check		0.3%	1
Stereo Installation		1.6%	6
Transmission or Clutch Repair		1.0%	4
Upholstery Repair		2.9%	11
Vehicle Towing		1.6%	6
Windshield or Window Tinting		2.9%	11

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

Value		Percent	Responses
Automotive.com		3.9%	15
AutoTrader.com		11.2%	43
CarFax		18.2%	70
CarGurus.com		13.2%	51
CarMax.com		10.1%	39
Cars.com		7.5%	29
CarsDirect.com		3.4%	13
Craigslist Auto		3.6%	14
eBay Motors		3.1%	12
KBB.com		5.5%	21
Facebook Dealer Page		7.0%	27
Edmunds.com		3.4%	13
Local Dealer Site		35.8%	138
MotorTrend.com		3.1%	12
UsedCars.com		8.1%	31
Local TV Site		4.9%	19
Local Radio Site		3.6%	14
Other Local Website		10.1%	39
None of the above / Does not apply		40.0%	154
Yahoo! Autos		1.6%	6
Autoblog.com		1.6%	6
The Car Connection		1.3%	5






















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

Value		Percent	Responses
Bath and Body Products		52.2%	201
Beauty Products		42.1%	162
Cosmetics		42.9%	165
Babysitting		3.6%	14
Facial		16.4%	63
Hair Care Products		56.1%	216
Hair Coloring		33.0%	127
Hair Cut		52.5%	202
Hair Removal		7.3%	28
Hair Extensions, Wigs or Weaves		8.6%	33
Manicure		25.2%	97
Massage Therapy		14.8%	57
Pedicure		29.1%	112
Tanning Products		2.9%	11
Tanning Bed or Spray Tan		3.6%	14
Tattoo or Piercing		8.6%	33
Spa Bed (Red Light Therapy or Hydration station)		2.1%	8
None of the above / Does not apply		16.6%	64


















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)		33.2%	128
Books (Used)		23.9%	92
Books (Children's)		21.8%	84
Board Games		27.8%	107
Lottery Ticket		36.1%	139
Collectibles		5.5%	21
Vinyl Records		3.9%	15
Comics		2.6%	10
Fire Works		14.3%	55
Graphic Novels		3.9%	15
Computer Games		12.2%	47
DVD Movies (Buy)		19.7%	76
DVD Movies (Rent)		13.8%	53
DVD Movies (Children's)		9.1%	35
Magazines		20.5%	79
TV or Movie Themed Toys		7.5%	29
Toys		20.8%	80
Video Console Games		12.2%	47
None of the above / Does not apply		23.4%	90

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 a Wedding Dress		3.1%	12
Rent a Hall or Event Space for Wedding or Special Event		4.9%	19
Hire a Musician or Band for Wedding or Special Event		3.1%	12
Purchase a Wedding Cake		3.6%	14
Hire a Caterer for Wedding or Special Event		4.4%	17
Use a Florist for a Wedding or Special Event		3.1%	12
Go on a Honeymoon		6.2%	24
Purchase Wedding or Special Occasion Gifts		5.7%	22
Hire a Photographer for Wedding or Special Event		5.5%	21
Host or Attend a Graduation Party		10.4%	40
Purchase Cake, Tart or Pastries for Special Occasion		13.2%	51
None of the above / Does not apply		68.8%	265
Purchase a Bridesmaid Dress		1.8%	7
Rent a Bridesmaid Dress		1.0%	4
Purchase a Tuxedo		2.6%	10
Rent a Tuxedo		2.3%	9
Rent a Chauffeured Vehicle		1.8%	7
Use a Wedding Planner		2.3%	9
Use a Party Planner		1.6%	6
Hire a Videographer for Wedding or Special Event		2.6%	10
Host or Attend a Retirement Party		2.9%	11

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		3.9%	15
Ceramics and Pottery		6.5%	25
Collectables		7.3%	28
Comic Books and Related Collectables		2.6%	10
Do-It-Yourself (DIY)		29.6%	114
Games or Puzzles		21.0%	81
Beer Brewing Supplies		2.1%	8
Wine Making Supplies		3.9%	15
Jewelry Making Supplies or Beads		8.6%	33
Knitting		7.5%	29
Making Arts and Crafts		15.6%	60
Paper Crafts		5.5%	21
Quilting		7.0%	27
Scrapbooking		8.1%	31
Toy Collecting		1.3%	5
Trains, Plane & Car Model Kits		1.3%	5
None of the above / Does not apply		48.6%	187









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		33.5%	129
Train Trip		6.5%	25
Book Hotel Room		44.9%	173
Business Travel		6.5%	25
Buy Travel Tickets		11.4%	44
Buy Luggage		5.2%	20
Hotel or Resort Stay		24.4%	94
International Travel		6.2%	24
Take a Cruise		15.8%	61
Travel Packages		6.5%	25
Use a Travel Agent or Agency		7.0%	27
Vacation Inside Home State		10.6%	41
Vacation Outside Home State		27.0%	104
Rent a Car		14.0%	54
Stay at a Casino		9.4%	36
Gamble at a Casino		15.3%	59
Play Bingo		8.3%	32
Does not apply		31.2%	120
Charter a Boat		0.5%	2
Chartered Fishing Trip		1.0%	4
Golf Vacation		1.3%	5
Ski Resort Stay		1.0%	4











Value		Percent	Responses
Rent RV		0.8%	3
Book Local Lodging for Guests		1.0%	4
Stay at an RV Park		2.9%	11

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)		12.7%	49
Attend College or University (Part Time)		6.2%	24
Attend Classes at Community College		6.5%	25
Online Continuing Education Courses		7.0%	27
Professional Certification or Accreditation Courses		3.4%	13
Language Lessons (Adult)		3.4%	13
Arts or Crafts Lessons (Adult)		8.6%	33
Music Lessons (Adult)		3.9%	15
Cooking Lessons (Adult)		4.2%	16
Attend a Free Lecture or Seminar		10.1%	39
Attend Paid Lecture, Seminar or Special Class		3.1%	12
Child Education or Tutoring		3.6%	14
Dance Lessons		4.4%	17
Yoga, Pilates, or Zumba		8.1%	31
Personal Physical Training		4.4%	17
Attend a Local Workshop		5.5%	21
None of the above / Does not apply		54.8%	211
Attend Graduate School		2.3%	9
Business School		0.8%	3
Learning Center		0.8%	3
Culinary School		2.3%	9
Trade School		2.1%	8

Value		Percent	Responses
Sports Lessons (Adult)		1.0%	4
Real Estate Classes		1.6%	6
Music lessons (Child)		2.6%	10
Sports lessons (Child)		2.6%	10
Language Lessons (Child)		0.5%	2
Arts or Crafts Lessons (Child)		2.6%	10
Change School		0.5%	2
Attend a Religion Based School		2.1%	8

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		17.9%	69
Oil paints		9.1%	35
Acrylic Paints		17.7%	68
Markers		15.6%	60
Specialty Paper		11.9%	46
Fabric Craft Supplies		13.5%	52
Beads		10.1%	39
Art Pencils and Pens		18.4%	71
Scrapbooking Supplies		8.8%	34
None of the above / Does not apply		64.4%	248























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		1.8%	7
Clarinet		1.8%	7
Drums		2.9%	11
Flute		0.8%	3
Acoustic Guitar		3.9%	15
Electric Guitar		2.6%	10
Electric Keyboard		3.9%	15
Piano		3.4%	13
Piano (High End)		1.0%	4
Trombone		0.5%	2
Trumpet		1.0%	4
Violin		1.3%	5
None of the above / Does not apply		84.7%	326

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

Value		Percent	Responses
Greek		14.0%	54
French		10.6%	41
Asian		25.2%	97
German		3.6%	14
American (New)		32.5%	125
Italian		41.6%	160
Cajun or Creole		57.9%	223
Indian		4.9%	19
Chinese		48.8%	188
American (Traditional)		67.3%	259
Thai		7.3%	28
Middle Eastern		6.2%	24
Japanese		20.0%	77
Mexican		59.5%	229
Vietnamese		7.0%	27
Southern		43.1%	166
Tex-Mex		30.9%	119
Spanish		8.1%	31
Mediterranean		12.5%	48
None of the above / Does not apply		7.8%	30

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		27.0%	104
Fish & Chips		22.9%	88
Golf Course Restaurant, Bar or Snack Bar		3.6%	14
Barbeque		40.8%	157
Deli		32.7%	126
Breakfast or Brunch		46.2%	178
Appetizers		56.6%	218
Dessert		42.1%	162
Chicken Wings		39.5%	152
Hamburgers		69.9%	269
Chicken		59.0%	227
Frozen Yogurt		20.3%	78
Live or Raw food		7.0%	27
Tapas or Small Plates		4.4%	17
Theme Restaurants		5.7%	22
Soup		35.3%	136
Salad		54.0%	208
Pizza (Dine In)		27.8%	107
Pizza (Delivery)		23.1%	89
Steak		50.9%	196
Juice or Smoothies		19.7%	76
Sandwiches		46.2%	178

Value		Percent	Responses
Pizza (Carry Out)		51.4%	198
Pizza (Take & Bake)		14.8%	57
Seafood		57.7%	222
Vegan		3.4%	13
Steakhouse		36.9%	142
Sushi		19.5%	75
Vegetarian		4.9%	19
Pho		5.2%	20
None of the above / Does not apply		5.5%	21

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		22.6%	87
Locally Grown Produce		22.9%	88
Healthful Children's Dining		8.3%	32
Environmental Sustainability		13.0%	50
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		6.0%	23
Hyper-Local Sourcing		3.4%	13
Gluten Free Cuisine		7.3%	28
Sustainable Seafood		9.1%	35
Raw or Live Food Options		4.4%	17
Specialty Appetizers		12.5%	48
Specialty Salads		16.9%	65
Specialty Soups		11.4%	44
Specialty Desserts		11.4%	44
None of the above / Does not apply		45.2%	174

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

Value		Percent	Responses
Patio or Outdoor Dining		19.0%	73
Non-Smoking Environment		37.4%	144
Child Friendly		25.7%	99
Serve Alcohol		17.7%	68
Pool Tables		4.7%	18
Locally Brewed Beer		3.9%	15
Live Music		15.6%	60
Bar		16.4%	63
Large Craft Beer Selection		3.6%	14
Large Wine Selection		6.8%	26
Hand Crafted Cocktails		6.0%	23
Farm to Table Dining		11.4%	44
Senior Discounts		26.5%	102
None of the above / Does not apply		22.6%	87











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		13.0%	50
Foreign Beer		7.5%	29
Red Wine		19.5%	75
White Wine		16.1%	62
Dessert Wine		6.8%	26
Mixed Drinks		32.5%	125
Hand Crafted Cocktails		10.4%	40
Beer Cocktails		6.5%	25
"Top Shelf" Spirits		14.8%	57
Champagne		5.7%	22
Champagne Cocktails		4.2%	16
Energy Drink based Mixed Drinks		3.1%	12
Premium Tequila		5.7%	22
Alcoholic Cider		2.1%	8
Locally Distilled Spirits		5.7%	22
None of the above / Does not apply		44.4%	171

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		0.5%	2
Purchase Commercial or Business Property		0.3%	1
Purchase Condominium or Townhouse		1.3%	5
Purchase Manufactured or Modular Home		1.3%	5
Purchase Investment Property		1.6%	6
Purchase Personal Residence		5.7%	22
Purchase Custom Built Home		2.1%	8
Purchase Residential Real Estate at an Auction		1.3%	5
Purchase Land or Agricultural Property		2.1%	8
Purchase Vacation Property		1.0%	4
Purchase Other		2.1%	8
None of the above / Does not apply		87.3%	336










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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.3%	1
Sell Personal Residence		4.4%	17
Sell Vacation Property		0.8%	3
Sell Condominium or Townhouse		0.5%	2
Sell Investment Property		0.8%	3
Sell Land or Agricultural Property		1.0%	4
Sell Commercial or Business Property		0.3%	1
Plan to Sell Home in Master-Planned Community		1.6%	6
Sell Other		1.6%	6
None of the above / Does not apply		91.2%	351







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

Value		Percent	Responses
New home in master planned community; new development		9.1%	2
New home, but outside of development		22.7%	5
New home that I will have contractor build		13.6%	3
Existing home less than 10 years old		36.4%	8
Existing home more than 10 years old		54.5%	12
Other		22.7%	5

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

Value		Percent	Responses
Rent New Apartment		5.2%	20
Rent House (Residence)		8.3%	32
Rent Manufactured or Modular Home		1.3%	5
Rent or Lease Commercial Property		1.0%	4
Rent Agricultural Land		0.5%	2
Rent Subsidized Housing		2.6%	10
Rent Condo/Townhouse		2.9%	11
Rent Section 8 Housing		3.4%	13
None of the above / Does not apply		85.2%	328

















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		2.1%	8
Use a Realtor to Buy Real Estate		4.2%	16
Use a Realtor to Buy and Sell Real Estate		2.6%	10
Plan to Sell Property Myself		3.9%	15
Use a Real Estate Broker		1.6%	6
None of the above / Does not apply		88.3%	340

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		6.2%	24
Home Remodel or Renovation Loan		1.6%	6
Business Construction Loan		0.8%	3
Home Construction Loan		2.1%	8
Equity Loan		1.8%	7
Land Loan		2.1%	8
Reverse Mortgage		0.8%	3
Real Estate Loan for existing home		1.8%	7
Refinance Home		1.8%	7
None of the above / Does not apply		85.7%	330



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		6.0%	23
Facebook		14.5%	56
Google		12.7%	49
Auction.com		3.4%	13
Homes & Land		6.8%	26
Homes.com		9.1%	35
HomeFinder		22.1%	85
MLS.com		6.5%	25
National Real Estate Co. Site		2.3%	9
Local MLS Site		11.2%	43
RealEstate.com		10.1%	39
Realtor.com		27.8%	107
Realty.com		7.0%	27
Redfin		0.5%	2
Trulia		15.3%	59
Zillow		31.9%	123
ZipRealty.com		3.4%	13
None of the above / Does not apply		43.4%	167

120. If you or a member of your household were to rent a residence in the next 12 months, which of the following NATIONAL sources would you use to for your local rental search? (Check all that apply.)



Value		Percent	Responses
Apartments.com		15.8%	61
Apartmentguide.com		10.1%	39
Craigslist		8.1%	31
Forrent.com		2.3%	9
HomeFinder.com		16.6%	64
Hotpads.com		3.9%	15
Rent.com		11.4%	44
Sublet.com		1.8%	7
Trulia		16.4%	63
Zillow		31.4%	121
None of the above / Does not apply		48.6%	187

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		65.5%	252
No, don't know who to call		34.5%	133

Total: 385



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		64.9%	250
No, don't know who to call		35.1%	135
















Total: 385

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		10.4%	40
Craft Beer		8.6%	33
Champagne		10.1%	39
Premium Hard Alcohol or Spirits		11.4%	44
White Wine		18.4%	71
Red Wine		22.1%	85
Cigars		3.4%	13
Major Brand Cigarettes		7.3%	28
Recreational Marijuana		3.4%	13
Discount Cigarettes		10.9%	42
Discount Hard Alcohol or Spirits		10.9%	42
Domestic Beer		20.0%	77
None of the above / Does not apply		44.7%	172
Marijuana Accessories		2.3%	9
Vaping Kit		1.6%	6
Vaping Accessories		2.9%	11
Roll Your Own Cigarette Supplies		1.6%	6
Smokeless Tobacco		1.6%	6
E-Liquids / Vape Juice		2.6%	10
Pipe Tobacco		1.0%	4
Electronic Cigarette Supplies		2.3%	9
Hookah Accessories		0.8%	3

Value		Percent	Responses
Hookah		1.0%	4
Alcoholic Cider		2.9%	11








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		43.8%	7
Cannabis Edibles		43.8%	7
Cannabis Tinctures		6.3%	1
Cannabis Vaporizers		31.3%	5
Cannabis Cleaning Tools or Supplies		18.8%	3
Cannabis Concentrates		18.8%	3
Cannabis Pre-Rolls		18.8%	3
Organic Cannabis Products		37.5%	6
Cannabis Oil		43.8%	7
Cannabis Beauty & Skin Care Products		18.8%	3
Cannabis Beverages		12.5%	2
Cannabis Chocolates		12.5%	2
Medical Cannabis		37.5%	6
CBD Cannabis		56.3%	9
None of the above / Does not apply		6.3%	1

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

Value		Percent	Responses
Bulk or Discounted Food Items		23.6%	91
Specialty Teas		13.0%	50
Specialty Coffee		23.1%	89
Gourmet Deli Counter Items		17.7%	68
Cookies		52.5%	202
Snack Cakes		33.0%	127
Potato Chips		55.1%	212
Soft Drinks		49.6%	191
Energy Drinks		14.3%	55
Energy Bars		16.1%	62
Noodle Bowls		18.2%	70
Cupcakes		23.1%	89
Birthday Cake		24.2%	93
Beef Jerky or Meat Sticks		19.0%	73
Bottled Water		68.1%	262
Candy		43.4%	167
Fruit		68.3%	263
Nuts		47.5%	183
Chocolates		50.9%	196
Ice cream		49.6%	191
Cheese		68.6%	264
Artisan Bread		13.0%	50

Value		Percent	Responses
Artisan Meats		4.2%	16
Sports Drinks		21.6%	83
Basic Condiments		35.1%	135
Artisan Condiments		4.2%	16
Canned Sauces		37.1%	143
Cereal		63.4%	244
Milk		71.7%	276
Chicken		78.7%	303
Pork		52.5%	202
Beef		66.5%	256
Game Meats		7.8%	30
Fish		53.8%	207
Pasta		52.7%	203
Snack Mixes		21.6%	83
Vegetables		61.6%	237
Olive Oil		47.3%	182
Balsamic Vinegar		15.8%	61
Frozen Entrees		39.7%	153
Eggs		77.9%	300
Locally Raised Beef, Pork, Poultry		18.2%	70
Locally Grown Fruit and Vegetables		42.3%	163
Locally Produced Honey		22.6%	87
Organic Food		18.7%	72

Value		Percent	Responses
Pickled Vegetables		15.6%	60
Artisan Cheese		11.7%	45
Alternative "Meat" Products		7.0%	27
Sausage		58.2%	224
Donuts		32.5%	125
Pastries		22.3%	86
None of the above / Does not apply		3.9%	15

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

Value		Percent	Responses
Convenience		65.2%	251
Better Prices		83.9%	323
Variety		38.4%	148
Quality of Selection		50.6%	195
Quality of Produce		55.3%	213
Healthy Options		27.0%	104
Speed of Check Out		38.2%	147
Size of Store		14.0%	54
Number of Checkouts		34.8%	134
Cleanliness of Store		63.6%	245
Parking		35.6%	137
Help with Bagging/Packing		21.0%	81
Loyalty Tokens/Stamps		9.6%	37
Home Delivery		4.4%	17
None of the above / Does not apply		3.4%	13
















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		63.6%	245
Take items home immediately		58.7%	226
Return items more easily		36.4%	140
Enjoy the in-store experience		35.8%	138
Can ask questions to store associates		35.1%	135
To support local businesses		51.4%	198
More secure than online purchase		15.8%	61
Better prices		24.2%	93
Quality of service		27.5%	106
Better Selection		24.4%	94
Local flavor or uniqueness		19.2%	74
None of the above / Does not apply		8.1%	31













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		50.6%	195
Donate to a Charity		41.6%	160
Donate to a Church		46.8%	180
Donate to Political Party or Government Representative		6.5%	25
Join a New Church		4.2%	16
Volunteer at Church		24.2%	93
Volunteer for Nonprofit Group		15.1%	58
Get Married		3.4%	13
Retire		3.4%	13
Vote in Upcoming Local Elections		40.0%	154
Vote in Upcoming State or National Elections		42.1%	162
Attend a Holiday Themed Performance		25.5%	98
Community Activity		30.1%	116
Support an Organization		13.8%	53
Make a Donation		25.5%	98
Register to Vote		5.5%	21
None of the above / Does not apply		15.6%	60
Donate Vehicle		2.1%	8
Have a Baby		2.9%	11
Look into Private Schooling for Children		2.3%	9
Purchase Season Tickets for Performing Arts		2.6%	10





















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		27.0%	104
Community Event		46.8%	180
Festival		50.9%	196
Live Performance		34.0%	131
Fundraising Event		21.3%	82
Seminar		10.4%	40
School Event		37.9%	146
Corporate Event		7.8%	30
Trade Show		11.4%	44
Conference		13.8%	53
Networking Event		5.7%	22
Radio Station Sponsored Event		8.1%	31
Television Station Sponsored Event		4.4%	17
Newspaper Sponsored Event		7.0%	27
None of the above / Does not apply		19.5%	75

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



Value		Percent	Responses
Participate in Organized Athletics		5.5%	21
Use a Zip Line		4.9%	19
Go Camping		14.3%	55
Go Mountain Biking		1.0%	4
Go Touring on a Bicycle		1.8%	7
Go to a Community or City Swimming Pool		8.6%	33
Take a Guided Backpacking or Hiking Trip		2.9%	11
Attend a Horse Race		5.2%	20
Attend a Car, Truck or Motorsport Race		5.2%	20
Participate in City or Municipal Sponsored Programs		8.1%	31
Join or Change Health or Fitness Club		9.4%	36
None of the above / Does not apply		58.7%	226

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		19.5%	75
Local Business Blog		5.2%	20
Local Business Email		6.0%	23
CitySearch		5.2%	20
Snapchat		14.8%	57
Instagram		24.4%	94
Cinema Ads		13.2%	51
Facebook Business Page		23.4%	90
Reviews on Yelp! or Google+		9.4%	36
YouTube Promo Video		16.6%	64
Local Business Text Message		3.9%	15
Pandora		23.1%	89
Online Yellow Pages		9.1%	35
Google Search		58.2%	224
eBay		36.6%	141
Spotify		8.6%	33
Pinterest		36.9%	142
Google+ Local		11.7%	45
Clicked on Google Sponsored Ad		17.4%	67
LinkedIn		15.8%	61
Angie's List		3.4%	13
Craigslist		14.3%	55



Value		Percent	Responses
Bing		10.6%	41
Twitter		16.4%	63
Amazon		78.2%	301
None of the above / Does not apply		5.2%	20
Digital Billboard		2.9%	11
Xing		0.3%	1

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

Value		Percent	Responses
Yes		80.0%	308
No		20.0%	77



Total: 385

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























Value		Percent	Responses
Yes		58.7%	226
No		41.3%	159

Total: 385










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

Value		Percent	Responses
Yes		29.4%	113
No		70.6%	272
			Total: 385



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		61.3%	236
Arts and Entertainment		27.8%	107
Automotive - (General)		24.9%	96
Automotive - (New Vehicle Dealership)		12.5%	48
Automotive - (Used Vehicle Dealership)		17.1%	66
Automotive - (Auto Parts store)		17.4%	67
Automotive - (Auto Repair business)		8.6%	33
Automotive - (Auto Body shop)		6.2%	24
Tire Business		18.2%	70
Beauty and Spa Related Businesses		17.7%	68
Child Related Businesses		9.4%	36
Community and State Services		15.8%	61
Education		16.4%	63
Employment Related Businesses		15.8%	61
Event Planning and Services		8.1%	31
Family Activity Related Businesses		15.1%	58
Farm Equipment and Agriculture Businesses		3.4%	13
Financial Services		9.4%	36
Fitness Businesses or Providers		4.9%	19
General Retail		34.5%	133
Grocery / Market		35.3%	136
Home and Garden Related Businesses		16.4%	63

Value		Percent	Responses
Building Supply/Lumber Business		12.5%	48
Home Service Businesses		6.8%	26
Home Service Contractors		6.8%	26
Hotel and Travel Related Businesses		22.3%	86
Local Services		22.1%	85
Medical Related Businesses - (General)		14.5%	56
Medical Related Businesses - (Chiropractor)		4.9%	19
Medical Related Businesses - (Dentist)		9.4%	36
Medical Related Businesses - (Hospital)		6.5%	25
Nightlife Related Businesses		6.0%	23
Pet / Animal		23.9%	92
Professional Services		10.6%	41
Real Estate Service Businesses		6.8%	26
Recreation Related Businesses		6.0%	23
Restaurant / Bar / Lounge		23.1%	89
Senior Related Businesses		6.8%	26
Specialty Food and Drink		14.5%	56
General Retail - Children's Clothing Store		12.5%	48
General Retail - Clothing Accessory Store		15.6%	60
General Retail - Computer Store		8.8%	34
General Retail - Farming and Agriculture Business		3.6%	14
General Retail - Furniture Store		14.0%	54
General Retail - Hardware Store		9.9%	38










Value		Percent	Responses
General Retail - Home Entertainment Store		6.8%	26
General Retail - Jewelry Store		10.4%	40
General Retail - Major Appliance Store		10.4%	40
General Retail - Men's Clothing Store		13.8%	53
General Retail - Mobile Phone Store		7.8%	30
General Retail - Shoe Store		17.9%	69
General Retail - Women's Clothing Store		26.0%	100
None of the above / Does not apply		15.3%	59
Motorsport Businesses		2.6%	10

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

Value		Percent	Responses
Yes		24.9%	96
No		75.1%	289

Total: 385

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		21.0%	81
Get a New Part Time Job		12.2%	47
Get a Temporary or Seasonal Job		4.4%	17
Use an Employment or Temporary Employment Agency		2.6%	10
Use a Career Counselor		1.3%	5
Get a Second (or Third) Job		6.2%	24
Get First Job after High School		1.3%	5
Get First Job after College		1.3%	5
None of the above / Does not apply		63.4%	244

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








Value	Percent	Responses
Retail	4.2%	16
Admin & Clerical	12.7%	49
Warehouse	3.9%	15
Accounting	4.7%	18
Hotel - Hospitality	4.2%	16
Health Care	6.5%	25
Customer Service	9.4%	36
Child Care	3.1%	12
Management	3.9%	15
Education	7.8%	30
NonProfit	3.4%	13
Government	3.6%	14
Restaurant - Food Services	3.1%	12
Skilled Labor - Trades	4.2%	16
Transportation	4.4%	17
None of the above / Does not apply	57.1%	220
Agriculture	1.6%	6
Automotive	1.3%	5
Construction	2.6%	10
Manufacturing	2.3%	9
Entry Level (New Graduate)	1.0%	4

Value		Percent	Responses
Grocery		1.8%	7
Banking & Finance		2.9%	11
Real Estate		1.0%	4
Insurance		0.5%	2
Legal		1.3%	5
Media		1.0%	4
Installation - Maintenance - Repair		1.0%	4
Executive Level		1.0%	4
Engineering		0.5%	2
Sales & Marketing		2.9%	11
Information Technology		2.6%	10


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		26.5%	102
Local Agency Site		15.6%	60
Craigslist		3.6%	14
Facebook		11.4%	44
Indeed.com		29.1%	112
LinkedIn		16.4%	63
Monster.com		9.4%	36
CareerBuilder		11.2%	43
GlassDoor		6.8%	26
SimplyHired.com		3.6%	14
AOL Jobs		1.8%	7
SnagAJob.com		4.4%	17
Dice.com		0.5%	2
USAjobs.gov		7.8%	30
USAjobs.org		3.6%	14
ZipRecruiter		11.7%	45
JobDiagnosis		0.8%	3
TheLadders		1.0%	4
None of the above / Does not apply		42.9%	165







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		21.8%	84
Yellow Pages directory		2.3%	9
Direct mail flyer		15.3%	59
Deal program/offer		7.3%	28
Facebook business page offer		12.7%	49
Billboard advertising		5.2%	20
None of the above / Does not apply		62.1%	239

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)		17.7%	68
Purchased an online deal to a local business in the past 3 months		12.5%	48
None of the above / Does not apply		74.8%	288

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		12.5%	48
Read ads and keep them - using one or two		36.4%	140
Read ads and keep them - without using any		6.5%	25
Read ads but throw away without using any		18.4%	71
Throw ads away unread		15.6%	60
Do not receive direct mail or advertisements at home or PO Box		10.6%	41

Total: 385


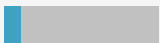
143. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	20 5.2%	91 23.6%	119 30.9%	16 4.2%	23 6.0%	66 17.1%	50 13.0%	385
County election Count Row %	22 5.7%	88 22.9%	118 30.6%	10 2.6%	20 5.2%	71 18.4%	56 14.5%	385
State election Count Row %	21 5.5%	124 32.2%	91 23.6%	9 2.3%	22 5.7%	67 17.4%	51 13.2%	385
Total Total Responses								385

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














Value		Percent	Responses
Yes		83.4%	321
No		16.6%	64
			Total: 385

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		89.4%	344
No		10.6%	41

Total: 385

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

Value		Percent	Responses
New Vehicle Dealership		6.2%	24
Used Vehicle Dealership		9.6%	37
New and Used Vehicle Dealership		10.6%	41
Automotive Service		10.9%	42
Tire Store		10.1%	39
Auto Parts Store		21.0%	81
Recreation Vehicle (RV) Dealership		0.8%	3
RV or Camper Repair		2.1%	8
Boat Dealer		0.8%	3
Boat Service		1.0%	4
Motorcycle Dealer		1.0%	4
Motorcycle Repair Shop		0.5%	2
None of the above / Does not apply		61.3%	236













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

Value		Percent	Responses
Accountant or CPA		2.1%	8
Legal Firm or Attorney		3.9%	15
Insurance Agency		8.6%	33
Tax Advisor		1.8%	7
Telecommunications Provider		3.4%	13
Internet Service Provider		7.0%	27
None of the above / Does not apply		79.5%	306







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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		1.3%	5
Hearing Aid Center		1.3%	5
Cardiologist		4.2%	16
Chiropractor		4.7%	18
Dentist		17.1%	66
Dermatologist		5.2%	20
Hospital		6.2%	24
Mental Health Provider		1.6%	6
Optometrist		5.5%	21
Pediatrician		3.4%	13
General Practitioner		8.3%	32
Rehabilitation Clinic		0.5%	2
Urgent Care Clinic		8.8%	34
Surgical Specialist		2.9%	11
Weight Loss Service		4.4%	17
None of the above / Does not apply		62.3%	240







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		2.3%	9
Electrician		4.4%	17
Handyman		6.8%	26
Heating & Air Conditioning Service		6.0%	23
Remodeling Contractor		2.6%	10
General Contractor		3.6%	14
Landscaper		1.6%	6
New Home Builder		1.0%	4
Painting Contractor		0.5%	2
Plumber or Plumbing Contractor		2.6%	10
Roofing Contractor		4.2%	16
None of the above / Does not apply		78.7%	303









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		3.9%	15
Home Inspector		3.4%	13
Mortgage Broker		1.3%	5
Property Manager		2.1%	8
Realtor		7.8%	30
None of the above / Does not apply		86.0%	331


















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		2.1%	8
Automotive Loan Provider		1.6%	6
Financial Advisor		1.0%	4
Bank		15.8%	61
Credit Union		8.8%	34
None of the above / Does not apply		78.2%	301









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		21.6%	83
Ethnic Restaurant		7.5%	29
Family Style Restaurant		24.9%	96
Fast Food Restaurant		23.1%	89
Fine Dining Restaurant		16.1%	62
Pizza Restaurant		21.3%	82
Restaurant with Bar or Lounge		10.1%	39
None of the above / Does not apply		46.2%	178




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		10.1%	39
Clothing Accessory Store		13.8%	53
Major Appliance Store		5.5%	21
Computer Store		8.1%	31
Farming and Agriculture Business		1.3%	5
Furniture Store		11.4%	44
Grocery Store		25.5%	98
Hardware Store		10.6%	41
Home Entertainment Store		2.1%	8
Jewelry Store		6.0%	23
Mobile Phone Store		7.0%	27
Shoe Store		16.9%	65
Specialty Food Business		3.4%	13
Women's Clothing Store		22.3%	86
Men's Clothing Store		8.8%	34
Children's Clothing Store		10.1%	39
None of the above / Does not apply		46.0%	177












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		11.4%	44
Any Child Related Business		6.5%	25
Any Event Planning Business		1.6%	6
Any Education Business		6.0%	23
Any Fitness Business		4.4%	17
Any Pet Related Business		10.6%	41
Any Senior Related Business		3.4%	13
None of the above / Does not apply		74.8%	288

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		19.7%	76
No		49.6%	191
Does not apply		30.6%	118
			Total: 385

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

Value		Percent	Responses
Beauty and Spa		3.9%	3
Education		6.5%	5
Financial Services		5.2%	4
General Retail		3.9%	3
Health and Medical		6.5%	5
Home Service Businesses		3.9%	3
Real Estate		7.8%	6
Recreation		3.9%	3
Restaurant / Bar / Lounge		5.2%	4
Other		33.8%	26
Apparel and Accessories		2.6%	2
Arts and Entertainment		1.3%	1
Automotive		2.6%	2
Child Related Businesses		1.3%	1
Fitness Businesses or Providers		1.3%	1
Grocery and Specialty Food/Drink		1.3%	1
Home and Garden		2.6%	2
Hotel and Travel		1.3%	1
Local Services		2.6%	2
Motorsport Businesses		1.3%	1
Pet / Animal		1.3%	1

Total: 77

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.		39.5%	30
Computer Hardware		21.1%	16
Office Copier		15.8%	12
Business Logo Apparel		14.5%	11
Networking Hardware or Software		14.5%	11
Office Furniture, Fixtures or Interiors		13.2%	10
Office Cleaning Supplies		30.3%	23
Office Supplies		38.2%	29
Office Printer		10.5%	8
Promotional Items		17.1%	13
Security System		9.2%	7
Telephone Systems		9.2%	7
Uniforms or Work Clothing		14.5%	11
None of the above / Does not apply		27.6%	21












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

Value		Percent	Responses
Business Accounting or CPA		3.9%	3
Business Advertising		7.9%	6
Business Cellular Phone Service		6.6%	5
Business Construction Contractor		5.3%	4
Business Internet Services		5.3%	4
Business Internet Service Provider		5.3%	4
Business Legal Services or Attorney		5.3%	4
Business Marketing Services		6.6%	5
Business Security Services		5.3%	4
None of the above / Does not apply		65.8%	50
Business Bottled Water Delivery		1.3%	1
Business Advisory Services		1.3%	1
Business Computer Consulting		1.3%	1
Business Employment Agency		1.3%	1
Business Meetings or Conventions		1.3%	1
Business Moving or Storage		2.6%	2
Business Payroll Services		1.3%	1
Business Printing Services		2.6%	2
Business Recruitment		2.6%	2
Business Sign Company Services		2.6%	2
Business Staffing or Temp Services		1.3%	1
Business Radio Media Service		1.3%	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		2.6%	2
Buy New Office		3.9%	3
Add New Locations		3.9%	3
Renovate Existing Facilities		13.2%	10
Construct New Facilities		5.3%	4
Buy or Rent Industrial Space		2.6%	2
Buy or Rent Warehouse space		3.9%	3
None of the above / Does not apply		75.0%	57

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		3.9%	3
Purchase Used Business Automobiles		7.9%	6
Purchase New Business Trucks		2.6%	2
Purchase Used Business Trucks		6.6%	5
Lease New Business Automobiles		1.3%	1
Lease New Business Trucks		2.6%	2
Purchase New Business Delivery Vehicles		1.3%	1
Purchase Used Business Delivery Vehicles		3.9%	3
Purchase New Heavy Duty or Commercial Business Trucks		1.3%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.3%	1
None of the above / Does not apply		85.5%	65

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 Health Insurance		2.6%	2
Business Dental Insurance		3.9%	3
Business 401K or Retirement Program		5.3%	4
Business "Key Man" Insurance		2.6%	2
Business Property Insurance		2.6%	2
Business Commercial Insurance		2.6%	2
None of the above / Does not apply		86.8%	66

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

Value		Percent	Responses
Local Newspaper		28.9%	22
Local Newspaper Site		9.2%	7
Local Radio		10.5%	8
Local Television		14.5%	11
Local Free or Alternative publication		11.8%	9
Other Print Publications		10.5%	8
Facebook		46.1%	35
Twitter		3.9%	3
Other Social Media		22.4%	17
Search Engine Optimization (SEO, SEM)		10.5%	8
Word of Mouth or Referrals		39.5%	30
Billboards		11.8%	9
Direct Mail		11.8%	9
Coupons or "Deal of the Day"		11.8%	9
Fliers or Door Hangers		11.8%	9
Sign "Spinners"		3.9%	3
Yellow Pages		6.6%	5
Banner Ads		6.6%	5
Online Advertising		18.4%	14
Retargeting Web Ads		3.9%	3
None of the above / Does not apply		13.2%	10
Telemarketing		1.3%	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		5.3%	4
Use social media for promoting business		15.8%	12
Website optimized for mobile (responsive)		6.6%	5
Ongoing search optimization (SEO, SEM)		3.9%	3
Banner ads		10.5%	8
Cost-per-click ads (CPC, PPC)		9.2%	7
Cost-per-mille ads (CPM)		7.9%	6
Programmatic ads		2.6%	2
Retargeting ads		2.6%	2
Video ads		3.9%	3
Google ads (Adwords)		7.9%	6
Facebook ads		30.3%	23
Sponsored content		2.6%	2
Email advertising		9.2%	7
Site analytics		5.3%	4
Use a Digital Agency		2.6%	2
Digital ads through newspaper		6.6%	5
None of the above/Does not apply		47.4%	36

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		6.6%	5
Use social media for promoting business		15.8%	12
Website optimized for mobile (responsive)		6.6%	5
Ongoing search optimization (SEO, SEM)		6.6%	5
Banner ads		10.5%	8
Cost-per-click ads (CPC, PPC)		6.6%	5
Cost-per-mille ads (CPM)		1.3%	1
Programmatic ads		1.3%	1
Retargeting ads		2.6%	2
Video ads		5.3%	4
Google ads (Adwords)		10.5%	8
Facebook ads		23.7%	18
Sponsored content		2.6%	2
Email advertising		9.2%	7
Site analytics		2.6%	2
Use a Digital Agency		2.6%	2
Digital ads through newspaper		9.2%	7
None of the above/Does not apply		52.6%	40

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








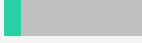



Value		Percent	Responses
Yes		5.3%	4
No		73.3%	55
Don't know		21.3%	16

Total: 75

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






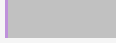
Value		Percent	Responses
0%		5.5%	21
1% - 25%		30.4%	117
26% - 50%		25.7%	99
51% - 75%		22.9%	88
76% - 100%		15.6%	60
			Total: 385
			Avg 41%

167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	1
20 - 24		0.5%	2
25 - 30		4.4%	17
31 - 34		5.2%	20
35 - 40		8.6%	33
41 - 45		8.1%	31
46 - 49		7.8%	30
50 - 54		13.0%	50
55 - 60		15.8%	61
61 - 69		21.6%	83
70 or older		14.8%	57








Total: 385
Avg 55

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

Value		Percent	Responses
Metro / Urban		9.6%	37
Small/Mid-Size Town		43.9%	169
Suburban		12.5%	48
Rural		30.4%	117
Vacation community		0.3%	1
Other		3.4%	13

Total: 385

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

Value		Percent	Responses
Some High School (Not Graduate)		4.4%	17
High School Graduate (12th grade)		16.4%	63
Vocational or Technical Training		10.1%	39
Some College		24.9%	96
College Graduate		24.9%	96
Some Post-Graduate Study (No Advanced Degree)		5.2%	20
Post-Graduate Degree		14.0%	54

Total: 385

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

Value		Percent	Responses
Under \$20,000		19.3%	73
\$20,000 - \$24,999		9.8%	37
\$25,000 - \$29,999		7.1%	27
\$30,000 - \$34,999		6.9%	26
\$35,000 - \$39,999		4.2%	16
\$40,000 - \$44,999		5.3%	20
\$45,000 - \$49,999		4.2%	16
\$50,000 - \$74,999		14.3%	54
\$75,000 - \$99,999		9.5%	36
\$100,000 - \$124,999		7.7%	29
\$125,000 - \$149,999		4.5%	17
\$150,000 - \$200,000		4.5%	17
Over \$200,000		2.6%	10

Total: 378
Avg \$62,079

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.0%	4
Black or African-American		24.2%	93
White or Caucasian		61.8%	238
Hispanic		0.5%	2
Other		2.3%	9
Prefer not to answer		10.1%	39


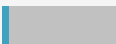



Total: 385

172. Are you...





Value		Percent	Responses
Male		21.8%	84
Female		76.1%	293
Prefer not to answer		2.1%	8

Total: 385

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


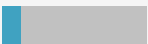



Value	Percent	Responses
Single Family Home 	79.5%	306
Apartment 	6.8%	26
Condominium 	0.3%	1
Mobile Home 	9.6%	37
Other 	3.9%	15
		Total: 385

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		71.9%	277
Rented		20.3%	78
Occupied Without Payment of Rent		2.1%	8
Other		5.7%	22

Total: 385

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

Value		Percent	Responses
None		69.1%	266
1		12.5%	48
2		9.6%	37
3		5.5%	21
4 or more		3.4%	13
			Total: 385

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		54.6%	208
No		45.4%	173

Total: 381