

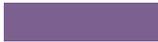
The Pulse of America 2020 Survey Report (Louisiana & Mississippi)

Response Counts

Completion Rate:	100%		
	Complete		592

Total: 592

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	592
			Total: 592

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

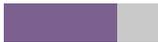
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	243 41.0%	149 25.2%	158 26.7%	42 7.1%	592
Business news Count Row %	175 29.6%	178 30.1%	182 30.7%	57 9.6%	592
Government news Count Row %	206 34.8%	196 33.1%	147 24.8%	43 7.3%	592
High school sports news Count Row %	150 25.3%	119 20.1%	224 37.8%	99 16.7%	592
Crime news Count Row %	322 54.4%	154 26.0%	94 15.9%	22 3.7%	592
Clubs and organizations news Count Row %	117 19.8%	175 29.6%	222 37.5%	78 13.2%	592
Total Total Responses					592

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 %	6 1.0%	16 2.7%	46 7.8%	250 42.2%	260 43.9%	14 2.4%	592
Local news coverage Count Row %	13 2.2%	21 3.5%	50 8.4%	253 42.7%	243 41.0%	12 2.0%	592
Reporting objectivity Count Row %	15 2.5%	29 4.9%	120 20.3%	217 36.7%	184 31.1%	27 4.6%	592
Headline objectivity Count Row %	9 1.5%	26 4.4%	97 16.4%	232 39.2%	207 35.0%	21 3.5%	592
Local school news Count Row %	5 0.8%	18 3.0%	84 14.2%	237 40.0%	219 37.0%	29 4.9%	592
County news coverage Count Row %	11 1.9%	25 4.2%	85 14.4%	235 39.7%	216 36.5%	20 3.4%	592
Local city/community news coverage Count Row %	7 1.2%	24 4.1%	55 9.3%	255 43.1%	236 39.9%	15 2.5%	592
Environmental news coverage Count Row %	6 1.0%	37 6.3%	126 21.3%	220 37.2%	160 27.0%	43 7.3%	592
Courts and cops news coverage Count Row %	8 1.4%	35 5.9%	87 14.7%	216 36.5%	223 37.7%	23 3.9%	592
Local sports coverage Count Row %	6 1.0%	11 1.9%	58 9.8%	220 37.2%	259 43.8%	38 6.4%	592

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage Count Row %	4 0.7%	28 4.7%	92 15.5%	226 38.2%	214 36.1%	28 4.7%	592
People and features coverage Count Row %	3 0.5%	23 3.9%	87 14.7%	249 42.1%	205 34.6%	25 4.2%	592
Total Total Responses							592

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

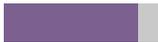
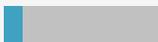
Value		Percent	Responses
Yes		74.0%	438
No		26.0%	154

Total: 592

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		44.3%	194
No		49.8%	218
None of the above / Does not apply		5.9%	26
			Total: 438

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

Value		Percent	Responses
Yes		87.8%	520
No		12.2%	72

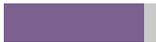
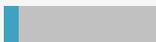
Total: 592

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		50.8%	264
No		44.0%	229
None of the above / Does not apply		5.2%	27

Total: 520

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

Value		Percent	Responses
Yes		90.5%	536
No		9.5%	56

Total: 592

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		57.8%	310
No		42.2%	226

Total: 536

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

Value		Percent	Responses
1		34.7%	186
2		40.9%	219
3		16.2%	87
4		3.4%	18
5 or more		4.9%	26
			Total: 536

Statistics

Average 1.9

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

Value		Percent	Responses
Adult male		60.6%	325
Adult female		81.2%	435
Minor under 18		7.5%	40

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

Value		Percent	Responses
Yes, always		23.7%	127
Yes, frequently		22.6%	121
Yes, sometimes		37.7%	202
Seldom		12.5%	67
Never		3.5%	19

Total: 536

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		16.2%	87
Local Daily Newspaper		76.3%	409
Local Paid Weekly Community Newspaper		27.2%	146
Local Free Weekly Print Publication (a Shopper or Newspaper)		42.7%	229
Local Alternative Publication		6.0%	32
Local City or Regional Magazine		27.4%	147
Local Specialty Publication		13.6%	73
Local Business Publication		14.6%	78
Local Ethnic Publication		3.9%	21
Local Parenting Publication		3.5%	19
Local Senior Publication		7.8%	42
None of the above / Does not apply		1.9%	10

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

	Always	Frequently	Occasionally	Never	Responses
Classified Ads Count Row %	179 33.4%	140 26.1%	196 36.6%	21 3.9%	536
Retail Store Ads Count Row %	218 40.7%	171 31.9%	127 23.7%	20 3.7%	536
Ad Inserts Count Row %	169 31.5%	161 30.0%	170 31.7%	36 6.7%	536
Real Estate Ads Count Row %	84 15.7%	96 17.9%	244 45.5%	112 20.9%	536
Automotive Ads Count Row %	73 13.6%	70 13.1%	255 47.6%	138 25.7%	536
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.) Count Row %	151 28.2%	155 28.9%	198 36.9%	32 6.0%	536
Political Ads Count Row %	89 16.6%	108 20.1%	244 45.5%	95 17.7%	536
Legal Notices Count Row %	104 19.4%	104 19.4%	243 45.3%	85 15.9%	536
Total Total Responses					536

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		60.6%	359
Posted on a Government Website		7.9%	47
No preference		31.4%	186

Total: 592

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

Value		Percent	Responses
Yes		13.9%	82
No		82.3%	487
Don't know		3.9%	23

Total: 592

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		41.3%	33
Satisfactory response (received many inquiries)		43.8%	35
Poor response (received very few inquiries)		15.0%	12
			Total: 80

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

Value		Percent	Responses
Yes		39.5%	234
No		60.5%	358
			Total: 592

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

Value		Percent	Responses
Daily		11.0%	65
Couple times week		9.0%	53
Weekly		8.1%	48
Couple times month		12.8%	76
Monthly		3.9%	23
Less Monthly		22.0%	130
Have not visited / Does not apply		33.3%	197

Total: 592

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		9.5%	56
Auto Detailing Shop		7.6%	45
Auto Glass Repair Shop		9.6%	57
Auto Paint Shop		3.4%	20
Oil Change Station		54.2%	321
Auto Parts Store		37.0%	219
Auto Repair Shop		17.4%	103
Auto Salvage Yard		8.4%	50
Auto Battery Store		12.5%	74
Auto Window Tinting		5.6%	33
Car Wash		55.6%	329
Gas Station		75.0%	444
New Vehicle Dealership		11.8%	70
Used Vehicle Dealership		12.2%	72
Pick and Pull Lot		3.4%	20
Tire Store		31.1%	184
None of the above / Does not apply		7.6%	45
Auto Towing Service		2.4%	14
Auto Stereo Installation		2.2%	13
Car Audio Store		2.2%	13
Commercial Truck Dealership		0.8%	5

Value		Percent	Responses
Commercial Truck Repair Shop		1.0%	6
Recreation Vehicle (RV) Dealership		1.9%	11
RV or Camper Repair		1.7%	10
Trailer & Utility Trailer		1.4%	8
Trailer Rental Service		1.2%	7

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		2.2%	13
Boating Accessory Store		3.7%	22
Boat Repair Shop		1.2%	7
Boat Rental Service		1.2%	7
All-Terrain Vehicle (ATV) Dealer		5.6%	33
Watercraft Dealer		0.8%	5
Watercraft Rental Shop		0.7%	4
Motorcycle Dealer		1.7%	10
Motorcycle Repair Shop		1.0%	6
Motorcycle Accessory Store		1.4%	8
Golf Cart Dealer		1.5%	9
Boat and RV Storage Facility		1.4%	8
None of the above / Does not apply		85.5%	506

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		1.5%	9
Used Farm Equipment Dealer		2.4%	14
Farm Truck and Tractor Repair Shop		2.4%	14
Agriculture Farm Supply Store		12.3%	73
Agricultural Service		1.9%	11
Farming Structure Building Contractor		1.4%	8
Animal Feed Store		18.4%	109
None of the above / Does not apply		73.8%	437

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		4.6%	27
Bakery		51.2%	303
Specialty Cake Bakery		10.1%	60
Cupcake Shop		13.0%	77
Donut Shop		44.8%	265
Beverage Distributor		7.1%	42
Beer Shop		12.7%	75
Brewery or Brew Pub		8.4%	50
Candy Store		19.3%	114
Cheese Shop		5.9%	35
Chocolate Shop		10.0%	59
Coffee & Tea Shop		25.3%	150
Espresso or Coffee Shop		17.1%	101
Cookie Store		10.0%	59
Convenience Store		68.6%	406
Dessert Restaurant		6.8%	40
Distillery		4.4%	26
Ethnic Food Restaurant		21.5%	127
Ice Cream or Frozen Yogurt Shop		30.7%	182
Smoothie or Juice Bar		13.0%	77
Liquor Store		26.5%	157

Value		Percent	Responses
Tea Shop		3.2%	19
Winery		4.7%	28
Wine Shop		10.3%	61
None of the above / Does not apply		8.4%	50
U-Brew Beer or Wine Store		1.4%	8

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		12.5%	74
Grocery Store (Discount)		50.7%	300
Grocery Store (Ethnic)		6.9%	41
Farmers Market		27.5%	163
Grocery Store (Co-op)		23.5%	139
Grocery Store (Independent/Citywide)		34.6%	205
Grocery Store (Major or Regional Chain)		68.4%	405
Meat Market or Butcher Shop		22.3%	132
Grocery Store (Neighborhood/Local/Mom & Pop)		39.7%	235
Seafood Market		20.1%	119
Specialty Food Market		10.1%	60
None of the above / Does not apply		0.3%	2

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		38.5%	228
Day Spa		8.3%	49
Eyelash Extension Salon		4.7%	28
Hair Removal Salon		3.5%	21
Hair and Beauty Salon (Find New or Change Existing)		46.3%	274
Makeup Artist		5.9%	35
Massage Spa		14.0%	83
Nail Salon		36.3%	215
Skin Care Store		6.1%	36
Tanning Salon		4.6%	27
Tattoo Studio		7.9%	47
None of the above / Does not apply		20.8%	123

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		12.8%	76
Arts & Crafts Fair		28.2%	167
Casino		35.0%	207
Community Theatre		14.2%	84
Movie Theater		54.6%	323
Museum		20.3%	120
Live Theater		10.5%	62
Performing Arts Center		9.1%	54
Bingo Hall		9.0%	53
Social Club		7.3%	43
Stadium or Arena		16.0%	95
Rodeo		10.3%	61
Music Festival		19.1%	113
Wine Festival		4.1%	24
Food Festival		28.2%	167
Seasonal Festival		25.7%	152
Arts Organization		6.8%	40
Cultural Center		6.1%	36
Local Festival		29.7%	176
Historical Society		7.8%	46
None of the above / Does not apply		17.4%	103
Wine Tour		2.9%	17

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

Value		Percent	Responses
Local Sports Team		19.8%	117
Professional Sports Team		9.1%	54
Amusement Center / Park		30.1%	178
Family Play Center		12.7%	75
Family Entertainment Center		20.8%	123
Go Kart Track		6.9%	41
Horseback Riding		6.4%	38
Outdoor Park		33.1%	196
Ice Skating or Roller Rink		6.9%	41
Athletic Club		13.3%	79
Zoo		27.0%	160
None of the above / Does not apply		30.9%	183

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		2.7%	16
CrossFit Gym		3.0%	18
Dance Studio		5.9%	35
Fitness Boot Camp		3.0%	18
Exercise Classes		21.8%	129
Gym, Fitness or Athletic Club		31.9%	189
Martial Arts Studio		3.0%	18
Personal Trainer		6.1%	36
Rock Climbing Gym		1.0%	6
Swimming Lessons		6.1%	36
Yoga Studio		5.9%	35
None of the above / Does not apply		53.2%	315

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		2.5%	15
Bait & Tackle Shop		20.3%	120
Bicycle Shop		4.4%	26
Bicycle Repair Shop		2.0%	12
Bicycle Rental Service		2.0%	12
Bowling Alley		23.3%	138
Dive Shop		0.8%	5
Fishing Supply Store		20.8%	123
Golf Course		5.7%	34
Golf Driving Range		3.5%	21
Golf Pro Shop		2.4%	14
Gun Shooting Range		14.4%	85
Gun Store		20.8%	123
Miniature Golf Course		6.6%	39
Outdoor Gear Store		8.4%	50
Ski Shop		1.0%	6
New Sporting Goods Store		12.5%	74
Used Sporting Goods Store		6.8%	40
None of the above / Does not apply		42.7%	253

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

Value		Percent	Responses
Adult Club or Entertainment Company		7.9%	47
Bar, Lounge or Pub		27.4%	162
Comedy Club		9.0%	53
Dancing or Night Club		12.7%	75
Music or Concert Hall		17.2%	102
Billiard Hall		5.1%	30
Sports Bar		17.2%	102
Wine Bar		8.4%	50
None of the above / Does not apply		52.7%	312

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		0.8%	5
Card or Stationery Store		10.8%	64
Announcement Printing Service		6.1%	36
Catering Service		10.0%	59
Disc Jockey (DJ)		2.7%	16
Event Coordinator		3.4%	20
Hotel Meeting Room or Event Space		6.4%	38
Musician or Band		6.4%	38
Party Supply Store		19.1%	113
Photographer		10.8%	64
Event Space or Venue		4.1%	24
Videographer		3.2%	19
Wedding Venue or Banquet Hall		3.4%	20
Wedding Planner		4.2%	25
None of the above / Does not apply		59.6%	353

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		11.3%	67
University		13.5%	80
Community College		14.2%	84
Elementary School		10.6%	63
Middle or High School		12.0%	71
Adult Education School		8.3%	49
Preschool		3.5%	21
Art School		3.7%	22
Culinary School		3.2%	19
Beauty School		5.4%	32
Dance Studio		4.1%	24
Driving School		4.6%	27
Musical Instruments and Lessons		4.2%	25
Vocational School		4.7%	28
Graduate school		5.2%	31
Lecture or Seminar Series		3.5%	21
None of the above / Does not apply		48.5%	287
Charter School		2.0%	12
Language School		1.9%	11
Tutoring Center		1.7%	10
Private Elementary School		2.2%	13

Value		Percent	Responses
Private Middle School		0.5%	3
Private High School		1.4%	8
Private K-12 School		2.2%	13
Private Tutor		1.5%	9
Real Estate School		2.4%	14
Aviation / Flight School		1.2%	7
Parochial School		1.4%	8

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		32.9%	195
Credit Union		15.7%	93
Financial Advisor		5.9%	35
Stockbroker		2.9%	17
None of the above / Does not apply		59.1%	350

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		2.4%	14
Bankruptcy Service		2.5%	15
Business Development Service		1.7%	10
Bookkeeping Service		5.1%	30
Car Leasing Service		4.1%	24
Check Cashing Service		6.9%	41
Credit Repair Service		6.6%	39
Credit Counseling Service		3.0%	18
Debt Consolidation Company		3.7%	22
Money Transfer Service		3.7%	22
Payday Loan Company		3.5%	21
Tax Return Service		29.4%	174
Title Loan Company		3.0%	18
None of the above / Does not apply		53.9%	319

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		9.0%	53
Dentist		40.9%	242
General Practitioner		18.8%	111
Family Practitioner		25.7%	152
Optometrist		17.4%	103
Pediatrician		7.9%	47
None of the above / Does not apply		42.7%	253

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		29.2%	173
Hospital		11.1%	66
Medical Clinic		22.5%	133
Mental Health Service		5.2%	31
None of the above / Does not apply		59.6%	353

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		10.6%	63
Cardiologist		20.4%	121
Cancer Specialist		4.4%	26
Mental Health Provider		5.9%	35
Dermatologist		19.4%	115
Denture or Implant Specialist		14.4%	85
Cosmetic Dentist		6.1%	36
Obstetrician & Gynecologist		19.8%	117
Oral Surgeon		4.4%	26
Orthodontist		6.4%	38
Ear, Nose & Throat Doctor		14.9%	88
Gastroenterologist		12.8%	76
Home Health Care Provider		3.4%	20
Internal Medicine Doctor		17.6%	104
Massage Therapist		13.5%	80
Nutritionist or Dietician		3.2%	19
Oncologist		3.2%	19
Ophthalmologist		13.2%	78
Orthopedist		4.4%	26
Physical Therapist		8.1%	48
Psychiatrist		4.2%	25

Value		Percent	Responses
Podiatrist		3.5%	21
Urologist		9.3%	55
Surgical Specialist		3.7%	22
None of the above / Does not apply		24.5%	145
Acupuncturist		1.5%	9
Cardiovascular Surgeon		1.4%	8
Cryotherapy		1.2%	7
Cosmetic or Plastic Surgeon		2.4%	14
Naturopathic Practitioner		2.4%	14

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

Value		Percent	Responses
Audiology Clinic		3.2%	19
Blood Donation Center		8.4%	50
Hearing Aid Center		4.4%	26
Laboratory or Medical Testing Facility		13.2%	78
Laser Eye Surgery Clinic		3.9%	23
Medical Imaging Service		7.6%	45
Mental Health Service		3.4%	20
Mental Health Clinic		3.4%	20
Medical Supply Store		6.3%	37
Pain Management Physician		6.3%	37
Pain Clinic		4.6%	27
Pain Control Clinic		3.2%	19
Sleep Disorder Clinic		7.4%	44
Urgent Care Clinic		17.6%	104
Walk-In Clinic		23.1%	137
None of the above / Does not apply		40.9%	242
Alcoholism Treatment Program		0.7%	4
Alzheimer's or Memory Care Facility		0.8%	5
Drug Addiction Treatment Center		0.8%	5
Drug Testing Service		1.0%	6
Hospice Care Provider		0.3%	2

Value		Percent	Responses
Memory Care Facility		0.5%	3
Medical Marijuana Authorization		2.4%	14
Medical Marijuana Dispensary		2.0%	12
Medical Spa		1.2%	7
Physical Health Center		1.4%	8
Rehabilitation Clinic		1.0%	6
Sports Medicine Clinic		1.7%	10
Vascular Surgeon or Vein Center		2.5%	15

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		27.9%	165
Regional Airport		15.5%	92
Bed & Breakfast		11.3%	67
Campground		9.3%	55
Cruise Line		15.2%	90
Hotel or Motel (Local)		15.0%	89
Hotel or Motel (Out-of-Town)		50.7%	300
Luggage-Travel Store		1.0%	6
RV Rental Company		1.5%	9
Ski Resort		1.4%	8
Tour Company		2.7%	16
Shuttle Service		5.1%	30
Limo Service		1.4%	8
Taxi Service		5.9%	35
Travel Agent		7.4%	44
None of the above / Does not apply		33.1%	196

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

Value		Percent	Responses
Auction House		4.2%	25
Bottled Water Delivery Service		4.1%	24
Courier or Delivery Service		6.4%	38
Dry Cleaning or Laundry Service		28.9%	171
Electronics Repair Shop		5.1%	30
Information Technology (IT) Service		3.0%	18
Jewelry Repair Shop		11.1%	66
Mail Store		12.0%	71
Printing Service		7.1%	42
Propane Dealer		8.3%	49
Junkyard		8.3%	49
Recycling Center		10.0%	59
Self-Storage Facility		6.9%	41
Sewing and Alterations Shop		6.4%	38
Small Engine Repair Shop		3.0%	18
Shipping Center		9.8%	58
Shoe Repair Shop		6.1%	36
Watch or Clock Repair Shop		4.7%	28
Mobile or Cell Phone Repair Shop		11.1%	66
Tool / Equipment Rental Service		3.0%	18
Car Rental Agency		13.9%	82

Value		Percent	Responses
None of the above / Does not apply		32.4%	192
Compost / Yard Waste Service		1.9%	11
Moving Truck Rental Company		2.4%	14
Propane Home Heating Service		2.9%	17
Funeral Service Provider		2.9%	17
Cremation Service Provider		1.4%	8
Marriage Counselor		1.4%	8

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		6.4%	38
Charity or Philanthropic Organization		5.2%	31
Church		67.2%	398
City or Municipal Service		8.4%	50
Community Organization		4.4%	26
Government or Political Service		1.7%	10
Community Service or Non-Profit Organization		6.8%	40
City Center		3.5%	21
City or Town Hall		14.4%	85
Civic Center		16.0%	95
Community Center		13.2%	78
Convention Center		4.2%	25
County Government Office		9.1%	54
Department of Social Services		3.9%	23
Employment Center		8.6%	51
Government Economic Program		1.2%	7
Youth Organization		7.4%	44
None of the above / Does not apply		22.5%	133

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

Value		Percent	Responses
Electrician		14.6%	86
Painting Contractor		11.5%	68
Plumber or Plumbing Contractor		15.7%	93
None of the above / Does not apply		73.1%	432

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		11.1%	66
Air Duct Cleaning Service		3.7%	22
Carpenter or Woodworker		14.5%	86
Carpet Installation Contractor		4.4%	26
Concrete Contractor		3.7%	22
Countertop Contractor		4.7%	28
Drywall Installation or Repair Contractor		4.1%	24
Deck Builder		4.2%	25
Flooring Installation Service		9.8%	58
Handyman		13.2%	78
Home Security Company		4.7%	28
Home Maintenance Service		3.2%	19
Heating & Air Conditioning Service		12.8%	76
Garage Door Contractor		3.5%	21
Garbage Collection Service		6.6%	39
General Contractor		6.9%	41
Gutter Installation or Repair Contractor		3.4%	20
Junk Removal or Hauling Service		4.1%	24
Kitchen or Bath Remodeling Company		4.6%	27
Landscaping Service		6.3%	37
Roofing Contractor		5.1%	30

Value		Percent	Responses
Remodeling Contractor		4.9%	29
None of the above / Does not apply		48.1%	285
Asphalt / Paving Contractor		2.2%	13
Alternative Energy Service		1.5%	9
Demolition Contractor		0.5%	3
Fencing Contractor		2.9%	17
Furnace Contractor		1.2%	7
Fire & Water Damage Restoration Service		0.3%	2
Foundation Contractor		1.2%	7
Handicap Access Contractor		0.7%	4
Heavy Construction Machinery		0.5%	3
Garage Builder		1.5%	9
Insulation Installer		1.4%	8
Mover or Moving Company		2.5%	15
New Home Builder		1.9%	11
Landscape Architect		1.5%	9
Septic Tank Contractor		2.7%	16
Siding Installation or Repair Contractor		1.4%	8
Stone or Marble Company		1.2%	7
Solar Energy Contractor		1.0%	6
Tile Contractor		1.5%	9
Water Well Drilling Contractor		0.2%	1
Window Installer		2.9%	17

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
Bathtub Refinishing Service	4.6%	27
Cabinet Refacing Service	4.9%	29
Carpet Cleaning Service	5.7%	34
Furniture Upholstery Service	3.2%	19
Home Pressure Washing Service	7.1%	42
Home Gardening Service	3.5%	21
House Cleaning Service	8.6%	51
Key or Locksmith Service	4.6%	27
Lawn Care Service	15.0%	89
Landscaper	4.1%	24
Pest Control Service or Exterminator	13.5%	80
Television or Internet Service Provider	16.6%	98
Window & Door Installation Service	3.5%	21
None of the above / Does not apply	49.7%	294
Arborist	1.9%	11
Awning & Tent Company	1.0%	6
Fuel or Oil Home Heating Service	1.7%	10
Furnace Cleaning Service	2.4%	14
Home Theater Installation Service	0.3%	2
Interior Designer	2.5%	15
Pool Cleaning Service	1.5%	9

Value		Percent	Responses
Shades & Blinds Installation Service		1.9%	11
Water Treatment Supply & Service		0.7%	4
Wallcoverings Store		1.2%	7

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

Value		Percent	Responses
Retirement Counselor		1.4%	8
Assisted Living Facility		2.5%	15
Retirement Home		1.5%	9
Nursing Home		2.9%	17
55+ Housing Community		2.9%	17
Senior Center		3.5%	21
Adult Day Care		2.2%	13
Geriatric Physician		0.8%	5
Respite Relief Provider		0.7%	4
Senior Care Placement Agency		0.7%	4
None of the above / Does not apply		87.2%	516

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		9.0%	53
Summer Camp		9.1%	54
Sports Camp		6.9%	41
None of the above / Does not apply		81.1%	480

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		37.0%	219
Children's Shoe Store		22.0%	130
Children's Furniture Store		6.1%	36
None of the above / Does not apply		61.5%	364

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		5.9%	35
Animal Daycare		3.5%	21
Emergency Animal Hospital		1.4%	8
Pet Boarding		9.1%	54
Pet Groomer		16.4%	97
Pet Sitter		2.7%	16
Pet Trainer		1.4%	8
Pet Walker		1.4%	8
Veterinarian		35.1%	208
None of the above / Does not apply		56.3%	333

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		3.0%	18
Bird Specialty Store		0.8%	5
Bird Shop		1.7%	10
Pet Boutique		1.9%	11
Fish or Aquarium Store		5.2%	31
Pet Store		31.3%	185
None of the above / Does not apply		62.5%	370

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%	17
Realtor		9.6%	57
Real Estate Brokerage Firm		1.9%	11
None of the above / Does not apply		87.7%	519

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		6.1%	36
Developer		0.5%	3
Estate Appraiser		1.9%	11
Estate Liquidator		0.8%	5
Home Inspector		4.6%	27
Home Staging Company		0.3%	2
Manufactured or Modular Home Builder		2.5%	15
New Home Builder		3.9%	23
Mortgage Banker		4.7%	28
Mortgage Broker		1.0%	6
Real Estate Appraiser		5.4%	32
Title & Escrow Company		2.7%	16
None of the above / Does not apply		79.6%	471

52. Which of the following types of RESTAURANTS have you or the members of your household dined at in the PAST 30 DAYS? (Check all that apply.)

Value		Percent	Responses
Fast Food Restaurant		70.9%	420
Family Style Restaurant		44.4%	263
Buffet Restaurant		47.6%	282
Fine Dining Restaurant		24.3%	144
Restaurant with Lounge or Bar		22.8%	135
Pizza Restaurant		49.5%	293
Ethnic Restaurant		13.9%	82
Chinese Restaurant		44.4%	263
Mexican Restaurant		46.3%	274
Italian Restaurant		15.4%	91
Japanese or Sushi Restaurant		13.0%	77
Thai Restaurant		3.2%	19
Indian Restaurant		2.7%	16
None of the above / Does not apply		7.8%	46

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		4.4%	26
Art Supply Store		11.1%	66
Art Gallery		4.4%	26
Craft Supply Store		20.4%	121
Bookstore		31.4%	186
Candle Shop		15.0%	89
Cigar Store		3.5%	21
Computer Store		11.3%	67
Department Store		60.8%	360
Discount Store		52.7%	312
Drugstore or Pharmacy		60.3%	357
Electronics Store		16.4%	97
Fabric Store		9.8%	58
Florist		10.8%	64
Gift Shop		20.3%	120
Herb Shop or Herbalist		3.0%	18
Hobby Shop		22.5%	133
Mobile Phone Store		20.3%	120
Music and Video Store		6.3%	37
Music Instrument Store		3.7%	22
Music Store		5.6%	33

Value		Percent	Responses
Office Equipment & Supply Store		8.6%	51
Outlet Store		26.5%	157
Pawn Shop		14.0%	83
Flea Market		27.0%	160
Religious Supply or Gift Shop		10.8%	64
Scrap Metal Dealer		4.6%	27
Shopping Center		33.8%	200
Consignment Shop		19.1%	113
Tobacco Store		11.5%	68
Vape or Smoke Shop		3.4%	20
Toy Store		14.5%	86
Vitamin or Supplement Store		14.4%	85
Wedding Supply Store		3.2%	19
Wholesale, Warehouse or Club Store		22.3%	132
Thrift Store		32.8%	194
Yard Equipment Store		6.4%	38
Camera Store		3.7%	22
Bead Store		5.1%	30
CBD Store		4.6%	27
Gun Shop		13.7%	81
Christian Book Store		21.8%	129
Christmas Store		16.0%	95
None of the above / Does not apply		8.6%	51

Value		Percent	Responses
Home and Office Battery Store		1.7%	10
New Age Book Store		1.7%	10
Coin Shop		1.7%	10
Comic Book Shop		2.7%	16
Equipment Rental Store		2.0%	12
Knife Store		1.5%	9
Military Surplus Store		1.9%	11
Monument or Memorial Company		0.5%	3
Sewing Studio		1.5%	9
Sign Store		0.7%	4
Trophy or Award Store		1.5%	9
Record Store		2.7%	16
Survival Store		1.5%	9
Marijuana Dispensary		2.4%	14
Security Service		1.5%	9
Gold/Silver/Precious Metal Dealer		1.9%	11
Yarn Store		2.5%	15

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		20.8%	123
Major Appliance Store		9.1%	54
Small Appliance Store		3.7%	22
TV & Appliance Store		11.1%	66
Baby Supply & Furniture Store		9.1%	54
Bath & Accessory Store		29.2%	173
Building Supply Store or Lumber Yard		26.0%	154
Carpet Store		4.4%	26
Fireplace, Wood Stove or Barbeque Store		3.9%	23
Flooring Store		11.8%	70
Frame Shop		3.2%	19
Furniture Store		20.9%	124
Hardware Store		25.0%	148
Home & Garden Center		34.3%	203
Home Decor Store		17.9%	106
Lighting Store		5.6%	33
Mattress or Bedding Store		12.7%	75
Plant Nursery & Garden Supply Store		14.9%	88
Outdoor Furniture Store		7.1%	42
Paint Store		13.3%	79
Rent-to-Own Store		3.0%	18

Value		Percent	Responses
Rug Store		4.9%	29
Tool Store		6.9%	41
TV Store		6.4%	38
None of the above / Does not apply		23.0%	136
Cabinet Store		2.4%	14
Clock Shop		1.0%	6
Furniture Restoration Shop		2.0%	12
Hot Tub or Spa Dealer		1.0%	6
Solar Energy Equipment Dealer		1.0%	6
Pool & Spa Dealer		2.7%	16
Tool Rental Center		0.7%	4
Vacuum Store		1.5%	9
Window Store		1.7%	10
Futon Store		0.7%	4
Used Building Supply Store		2.4%	14

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		23.6%	140
Bridal Shop		3.5%	21
Beauty Supply Store		36.5%	216
Clothing Accessory Store		42.6%	252
Menswear Store		20.3%	120
Women's Clothing Store		54.1%	320
Eyewear & Opticians Store		32.3%	191
Jewelry Store		17.7%	105
Lingerie Store		10.6%	63
Logo Apparel Store		3.7%	22
Outdoor Clothing Store		12.0%	71
Perfume Store		18.4%	109
Shoe Store		50.2%	297
Sportswear Store		13.0%	77
Swimwear Store		6.4%	38
Watch Store		4.9%	29
Western Wear Store		6.6%	39
None of the above / Does not apply		16.2%	96
Fur Store		1.4%	8
Leather Goods Store		2.5%	15
Maternity Store		1.2%	7

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

Value		Percent	Responses
Accountant or CPA		10.0%	59
Disaster Insurance		1.2%	7
Insurance Agency		16.7%	99
Immigration Lawyer / Law		0.8%	5
Legal Firm or Attorney		5.6%	33
Tax Advisor		8.6%	51
None of the above / Does not apply		71.1%	421

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

Value		Percent	Responses
Commercial Builder		1.0%	6
Architect or Architecture Firm		1.4%	8
Employment or Staffing Agency		6.4%	38
Graphic Designer		1.9%	11
Life Coach		3.2%	19
Private Investigator		1.2%	7
None of the above / Does not apply		88.2%	522

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		3.2%	19
Purchase Boat Parts		4.2%	25
None of the above / Does not apply		85.5%	506
Purchase New All-Terrain Vehicle (ATV)		2.5%	15
Purchase New Boat		1.2%	7
Purchase New Personal Watercraft		0.7%	4
Purchase New Motorcycle		0.7%	4
Purchase New Motorcycle Trike		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		1.9%	11
Purchase Used Boat		1.5%	9
Purchase Used Personal Watercraft		0.3%	2
Purchase Used Motorcycle		0.7%	4
Purchase Used Motorcycle Trike		0.2%	1
Have Motorcycle Repaired		1.4%	8
Purchase Motorcycle Parts		1.5%	9
Purchase Marine Electronics		0.8%	5
Purchase New Golf Cart		1.0%	6
Purchase Used Golf Cart		1.4%	8
Purchase Motorcycle Apparel		1.2%	7
Rent Snowmobile		0.2%	1

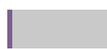
59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		1.9%	11
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		1.0%	6
Purchase New Travel Trailer or 5th Wheel		0.7%	4
Purchase New Camper Shell		0.7%	4
Purchase Used Class A RV		1.4%	8
Purchase Used Class B RV		0.3%	2
Purchase Used Class C RV		0.7%	4
Purchase Used Travel Trailer or 5th wheel		1.7%	10
Purchase Used Camper Shell		0.5%	3
None of the above / Does not apply		93.8%	555

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		13.3%	79
New Luxury Vehicle - Under \$50,000		2.5%	15
New Luxury Vehicle - \$50,000 - \$75,000		1.7%	10
New Luxury Vehicle - Over \$75,000		0.7%	4
New Van		0.2%	1
New Minivan		0.5%	3
New SUV		7.4%	44
New Truck		5.1%	30
Used Car		16.7%	99
Used Luxury Vehicle - Under \$30,000		3.0%	18
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	4
Used Luxury Vehicle - Over \$50,000		0.5%	3
Used Van		0.7%	4
Used Minivan		1.0%	6
Used SUV		8.1%	48
Used Truck		8.6%	51
Used Hybrid or Electric Vehicle		0.3%	2
None of the above / Does not apply		56.4%	334

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

Value		Percent	Responses
Compact car		4.7%	28
Full-size car		10.6%	63
Luxury vehicle (any size)		3.0%	18
Midsized car		6.9%	41
Pickup truck		12.5%	74
Sport utility vehicle (SUV)		17.9%	106
Van or mini-van		2.4%	14
None of the above		41.9%	248

Total: 592

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

Value		Percent	Responses
Acura		3.2%	19
Buick		4.6%	27
Cadillac		3.9%	23
Chevrolet		21.6%	128
Dodge		8.6%	51
Ford		17.6%	104
GMC		13.5%	80
Honda		11.0%	65
Hyundai		4.2%	25
Jeep		5.2%	31
Kia		5.7%	34
Lexus		4.7%	28
Lincoln		3.4%	20
Mazda		3.2%	19
Mercedes-Benz		3.0%	18
Nissan		12.2%	72
Toyota		15.0%	89
Volkswagen		3.2%	19
None of the above / Does not apply		43.1%	255
Audi		2.9%	17
BMW		2.9%	17

Value		Percent	Responses
Chrysler		2.7%	16
Fiat		0.7%	4
Infiniti		2.9%	17
Jaguar		0.8%	5
Land Rover		1.5%	9
Lamborghini		0.2%	1
Mini		0.7%	4
Mitsubishi		1.2%	7
Porsche		0.7%	4
Saab		0.2%	1
Scion		0.3%	2
Subaru		2.5%	15
Suzuki		0.3%	2
Tesla		0.3%	2
Volvo		1.5%	9

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

Value		Percent	Responses
Yes		23.6%	140
No		76.4%	452

Total: 592

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		4.6%	27
GPS Device (Handheld or In-Vehicle)		3.0%	18
Office Equipment		6.6%	39
Printer		11.5%	68
Ink or Printer Cartridges		30.9%	183
Wi-Fi for Home		12.3%	73
Headphones		26.0%	154
Portable Speakers		4.6%	27
Customizable Smartphone accessories		4.7%	28
Wireless Speakers		7.6%	45
Smartphone Charger		16.4%	97
Smartwatch		7.9%	47
Phone or Tablet Controlled Home Tech Products		4.4%	26
Noise Canceling Headphones		4.7%	28
Phone Calling Card		7.6%	45
Surge Protector		7.4%	44
Wireless Hotspot		4.2%	25
Apple Watch		13.3%	79
Batteries for Electronics		30.6%	181
None of the above / Does not apply		32.3%	191
Satellite Radio		2.9%	17
Satellite TV System		2.2%	13

Value		Percent	Responses
Stereo System (Home)		1.9%	11
Compact/Mini Projector		1.5%	9
Wearable Electronics		2.4%	14
Healthcare Device		2.9%	17
Aerial Drone		2.5%	15
Aerial Drone Accessories		0.3%	2
Short Wave Radio		0.2%	1
Assistive Technology for Hearing		0.8%	5
Virtual Reality Headset		1.4%	8
Smart Sports Equipment		0.2%	1

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

Value		Percent	Responses
Camera (Digital) SLR		4.9%	29
Camera Memory Card		4.1%	24
Computer Accessories		7.3%	43
Computer Software		3.7%	22
Tablet (iPad or Similar)		8.6%	51
Personal Computer		8.6%	51
Laptop Computer		15.0%	89
TV (3D)		4.1%	24
4K Ultra HD TV		10.5%	62
Smart TV		21.1%	125
Computer or Tablet Support		3.9%	23
None of the above / Does not apply		43.2%	256
Camera (Digital) - Point and Shoot		2.5%	15
Mirrorless Camera		0.2%	1
Camera (Film)		2.5%	15
Camera Accessories or Supplies		2.4%	14
Camera Lens		2.2%	13
Portable DVD Player		2.7%	16
E-Reader (Kindle or Similar)		2.2%	13
TiVo or DVR		2.4%	14
Computer Bag		2.0%	12

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		28.4%	168
Conventional Cell Phone		7.8%	46
Prepaid Cell Phone		7.3%	43
Unlocked Cell Phone		4.2%	25
Large-Screen Smartphone		10.6%	63
None of the above / Does not apply		55.6%	329

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		7.4%	44
Necklaces		15.0%	89
Rings (Other)		11.8%	70
Earrings		26.9%	159
Pendants		3.9%	23
Diamond Jewelry		8.3%	49
Silver Jewelry		8.8%	52
Gemstone Jewelry		5.1%	30
Pearl Jewelry		4.6%	27
Men's Jewelry		5.7%	34
Children's Jewelry		6.6%	39
Costume Jewelry		14.5%	86
Jewelry Box or Organizer		3.4%	20
Women's Jewelry		16.4%	97
None of the above / Does not apply		50.7%	300
Engagement Rings		2.4%	14
Wedding Rings		2.7%	16
Graduation Rings		2.0%	12
Celtic Jewelry		2.7%	16
Designer Jewelry		2.7%	16
Custom Designed Jewelry		2.0%	12
Crystal Figurines		0.8%	5

Value		Percent	Responses
Men's High-End Watch		1.5%	9
Women's High-End Watch		1.4%	8

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		21.5%	127
Dental Insurance		11.0%	65
Disability Insurance		3.2%	19
Homeowner Insurance		12.3%	73
Life Insurance		12.0%	71
Medical (Health) Insurance		9.1%	54
Medicare		4.1%	24
Long Term Care Insurance		1.9%	11
Pet Insurance		1.5%	9
Renters Insurance		4.9%	29
Agriculture Insurance		0.5%	3
Professional Liability Insurance		0.7%	4
None of the above / Does not apply		62.0%	367

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		4.4%	26
Counseling & Mental Health Specialist		3.9%	23
Family Practice Doctor		14.0%	83
Hospital		5.9%	35
Medical Clinic		7.4%	44
Optometrist		6.8%	40
Primary Care Provider		10.0%	59
Weight Loss Service		4.2%	25
Drugstore or Pharmacy		14.0%	83
None of the above / Does not apply		64.7%	383
Acupuncture		1.5%	9
Audiologist		1.2%	7
Geriatric Specialist		0.2%	1
Home Healthcare		1.7%	10
Pediatric Dentist		1.5%	9
Pediatrician		2.9%	17
Wellness Business		1.0%	6
Substance Abuse Treatment Provider		0.3%	2
Alternative Care Provider		0.5%	3
Physical Therapy or Rehabilitation service provider		1.2%	7
Hearing Aid Center		1.7%	10

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		2.9%	17
Bankruptcy Attorney		1.9%	11
Banking, Partnership & Business Law Attorney		1.9%	11
Child Support Attorney		2.7%	16
Criminal Law Attorney		1.4%	8
Disability & Social Security Attorney		2.9%	17
Divorce & Family Law Attorney		2.4%	14
Employment Discrimination or Labor Issues Attorney		1.2%	7
General Practice Attorney		2.7%	16
Intellectual Property Attorney		0.7%	4
Malpractice Attorney		0.3%	2
Probate Attorney		0.8%	5
Real Estate Attorney		2.5%	15
Taxation Attorney		1.0%	6
Wills, Trusts & Estates Attorney		7.3%	43
None of the above / Does not apply		78.0%	462

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		3.0%	18
Breast Augmentation		1.0%	6
Breast Implants		0.8%	5
Dermabrasion		2.7%	16
Ear Surgery		0.8%	5
Eyelid Surgery		1.4%	8
Fat Reduction		1.9%	11
Facelift		1.5%	9
Forehead Lift		0.7%	4
Hair Transplant		0.5%	3
Hair Loss Treatment		1.0%	6
Lap Band		0.7%	4
Lip Augmentation		0.3%	2
Liposuction		1.5%	9
Lasik		1.7%	10
Skin Treatment		6.4%	38
Rhinoplasty (Nose Job)		0.8%	5
None of the above / Does not apply		83.8%	496

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		44.3%	262
Teeth Cleaning		40.4%	239
Cavity Filling		18.1%	107
Crown		7.4%	44
Oral Surgery		5.2%	31
Braces		6.9%	41
Composite Bonding		1.9%	11
Dental Implants		7.3%	43
Dental Veneers		2.9%	17
Dentures		10.8%	64
Full Mouth Reconstruction		3.0%	18
Inlays or Onlays		0.7%	4
Smile Makeover		2.7%	16
Teeth Whitening		12.8%	76
None of the above / Does not apply		27.9%	165

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		36.8%	218
Purchase Health Related Products		9.0%	53
Stop Smoking		5.7%	34
Purchase Health and Wellness Supplements		13.2%	78
Receive Treatment for Back Pain		8.3%	49
Have an Eye/Vision Exam		43.6%	258
Purchase Prescription Eyeglasses		22.6%	134
Purchase Prescription Contact Lenses		8.8%	52
Have an Annual Physical or Checkup		35.6%	211
Have X-Rays Taken		11.5%	68
Have Blood Drawn for Testing		30.2%	179
Plan to Visit a Hospital for any Medical Service or Procedure		7.9%	47
Have Foot Problems Diagnosed or Treated		7.4%	44
Senior Travel		3.7%	22
Receive Treatment for a Sleep Disorder		4.4%	26
Purchase Allergy Medications		12.7%	75
Cardiovascular Treatment		5.4%	32
Cancer Treatment		3.0%	18
Chiropractic Care		10.0%	59
Do Corrective Exercises		4.2%	25
Purchase Blood Pressure Monitoring Device		5.1%	30

Value		Percent	Responses
Purchase Diabetes Testing Supplies		8.3%	49
Get Vaccinations at Drug Store or Pharmacy		11.7%	69
Purchase Weight Loss Supplements		4.2%	25
Purchase Vitamins		28.4%	168
Purchase Hemp Based Supplements		3.0%	18
Purchase Anti Anxiety Medication or Supplements		9.3%	55
None of the above / Does not apply		28.9%	171
Purchase Elder Care-Related Products or Services		1.0%	6
Purchase Medical Supplies or Equipment for Home		2.4%	14
Use Physical Rehabilitation Services		2.4%	14
Find Home for Aging Parent		0.8%	5
Participate in a Medical Study		0.8%	5
Purchase a Mobility Device		0.8%	5
Receive Treatment for Vehicle or Workplace Injury		1.0%	6
Handicap Accessible Products		2.0%	12
Have a Scheduled Surgery		2.7%	16
Purchase Orthopedic Shoes		1.5%	9
Purchase Home Medical Testing Equipment or Supplies		1.4%	8
Hire a Personal Care Assistant		0.5%	3
Hire a Caregiver or Respite Worker		0.3%	2
Purchase "Aging in Place" Products		0.8%	5
Purchase a Medical Alert Service		1.0%	6
Have Safety Bars Installed in Bathroom		1.4%	8

Value		Percent	Responses
Use Personal Trainer or Instructor		2.9%	17
Stroke Treatment		0.3%	2
Orthopaedic or Knee Surgery		2.9%	17
Memory or Alzheimer's Care		0.3%	2
Nutritional Counseling		1.4%	8
Spinal and Postural Screening		0.8%	5
Physiotherapy		0.8%	5
Receive Treatment for Substance Abuse		0.3%	2
Receive Aquatic Therapy		0.8%	5
Join a Weight Loss Group		2.5%	15
Purchase Weight Loss Food Plan		2.5%	15
Have Reflexology Treatment		0.8%	5
Hire a Weight Loss Professional		1.0%	6
Have Cataract Surgery		1.7%	10
Discretionary Health Care and Wellness Services and Products		2.2%	13
Purchase Marijuana		1.9%	11
Have Acupuncture		1.0%	6
Receive Treatment for PTSD		1.7%	10

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		0.3%	2
Purchase a "In-the-Ear" Hearing Aid		0.8%	5
Purchase a Digital Hearing Aid		0.7%	4
Purchase a "Behind-the-Ear" Hearing Aid		0.3%	2
Purchase Hearing Aid Cleaning Supplies		0.7%	4
Purchase Hearing Aid Batteries		2.5%	15
Purchase a "In-the-Canal" Hearing Aid		0.7%	4
Have a Hearing Exam		12.3%	73
None of the above / Does not apply		85.1%	504

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		2.9%	17
Pre-purchase a Funeral Plot or Cremation Service		4.7%	28
Purchase a Monument or Headstone		3.0%	18
Use a Funeral Planner		4.2%	25
Purchase Flowers for a Funeral		5.4%	32
Use a Cremation Service		2.4%	14
Hire a Religious or Spiritual Leader for a Funeral Service		1.2%	7
None of the above / Does not apply		83.4%	494

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		0.7%	4
Move into a Assisted Living Facility		1.0%	6
Move into a Nursing Home		0.8%	5
Move into a Alzheimers Care Facility		0.3%	2
Move Into a Hospice Facility		0.5%	3
Hospice to your Home or House		0.8%	5
Move into Residential Care Home		0.8%	5
Utilize a Respite Provider		0.7%	4
None of the above / Does not apply		96.5%	571

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		6.6%	39
Open Savings Account		8.6%	51
Online Banking		31.4%	186
Manage Investments		6.3%	37
Manage Retirement Accounts		7.3%	43
Mortgage Line of Credit		3.5%	21
Financial Consulting		5.9%	35
Financial Services		6.3%	37
Safe Deposit Box Rental		4.4%	26
Obtain New Credit Card		7.1%	42
Payday Loan or Check Cashing Business		2.4%	14
Use Vehicle Title Loan Company		2.4%	14
None of the above / Does not apply		51.2%	303

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		3.5%	21
Certificates of Deposit		5.4%	32
City or State Bonds		0.3%	2
Collectibles, Antiques or Art		2.0%	12
Common or Preferred Stock		3.5%	21
Corporate Bonds or Debentures		0.2%	1
401(k)		18.6%	110
Gold or Precious Metals		2.2%	13
IRA		6.4%	38
Money Market Funds		3.7%	22
Mutual Funds		4.9%	29
Non-US Stocks		0.8%	5
Options		1.0%	6
US Savings Bonds		2.0%	12
US Treasury Notes		1.0%	6
Coins or Stamps		3.9%	23
None of the above / Does not apply		67.1%	397

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%	3
Business Equipment Loan		1.2%	7
Carpeting or Furniture Loan		1.7%	10
College Expenses Loan		4.2%	25
College Tuition Loan		5.7%	34
Debt Consolidation Loan		6.3%	37
Medical Expenses Loan		1.9%	11
New Vehicle Loan		7.8%	46
Used Vehicle Loan		10.3%	61
Vacation or Travel Loan		1.5%	9
Wedding Loan		0.7%	4
None of the above / Does not apply		74.8%	443

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		26.9%	159
Body Jewelry		5.7%	34
Coats		24.0%	142
Lipstick		30.6%	181
Nail Polish		24.3%	144
Eyewear or Sunglasses		38.7%	229
Formal Wear		10.6%	63
Handbags		28.7%	170
Hats		11.8%	70
Intimate Apparel		19.1%	113
Jewelry or Accessories		23.0%	136
Watches		10.5%	62
Luggage or Bags		8.4%	50
Perfume		32.6%	193
Men's Apparel		36.0%	213
Men's Shoes		34.5%	204
Men's Underwear		31.3%	185
Women's Apparel		55.7%	330
Women's Pajamas or Sleepwear		29.7%	176
Women's Shoes		50.8%	301
Women's Underwear		43.9%	260

Value		Percent	Responses
Swimwear		12.0%	71
Socks		40.7%	241
Scarves		9.1%	54
Ties		8.3%	49
Uniforms		11.7%	69
Western Clothing		6.8%	40
Outerwear		17.6%	104
None of the above / Does not apply		14.9%	88
Fur Coat		0.7%	4

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		16.2%	96
Children's Winter Coats		14.4%	85
Children's Swimwear		13.0%	77
Children's Pants		24.8%	147
Children's T-Shirts		24.3%	144
Children's Dresses		18.9%	112
Children's Pajamas or Sleepwear		22.8%	135
Children's Socks		26.7%	158
Children's Party Dresses		8.1%	48
Children's Shorts		19.8%	117
Infant Clothing		13.9%	82
Children's School Uniform		16.9%	100
Children's Athletic Clothing		14.4%	85
None of the above / Does not apply		56.9%	337

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		35.3%	209
Boots (Men's)		19.8%	117
Cowboy Boots (Men's)		8.1%	48
Classic & Fashion Sneakers (Men's)		13.5%	80
Lace-Ups (Men's)		11.8%	70
Sandals (Men's)		6.9%	41
Slippers (Men's)		10.5%	62
Formal & Tuxedo Footwear (Men's)		4.9%	29
Work & Safety (Men's)		12.2%	72
Lace-Up Sneakers (Women's)		22.6%	134
Pumps (Women's)		17.9%	106
Sling-Back Sandals (Women's)		13.3%	79
Classic & Fashion Sneakers (Women's)		22.8%	135
Slippers (Women's)		20.4%	121
Work & Safety (Women's)		7.1%	42
Cowboy Boots (Women's)		7.4%	44
Athletic & Outdoor Shoes (Women's)		43.6%	258
Loafers & Slip-Ons (Women's)		22.1%	131
Slippers (Children's)		7.8%	46
Athletic & Outdoor Shoes (Children's)		21.6%	128
Sandals (Children's)		12.3%	73
Slip-Ons (Children's)		10.0%	59

Value		Percent	Responses
Dress Shoes (Children's)		14.5%	86
Cowboy Boots (Children's)		5.7%	34
None of the above / Does not apply		21.8%	129

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		13.3%	79
Have Clothing Dry Cleaned		29.9%	177
Have Shoes Repaired		9.8%	58
Rent or Purchase a Costume		2.7%	16
Wash Clothing at a Laundromat		10.3%	61
Purchase Custom Made Clothing Items		3.0%	18
None of the above / Does not apply		55.2%	327

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

Value		Percent	Responses
Archery Equipment		4.1%	24
Bicycle or Mountain Bike (Adult)		4.9%	29
Camping or Hiking Equipment		5.1%	30
Exercise or Fitness Equipment		9.5%	56
Fishing Rods or Reels		15.0%	89
Fishing Bait or Attractant		15.5%	92
Fishing Accessories		20.8%	123
Hunting Gear		10.3%	61
Ammunition		21.1%	125
Running or Jogging Equipment		5.1%	30
Sports Equipment (Children)		5.2%	31
Swimming Gear		4.4%	26
Trampoline		3.7%	22
Weight Lifting Equipment		4.7%	28
Rifle		7.9%	47
Hand Gun		13.9%	82
Shotgun		7.3%	43
None of the above / Does not apply		48.3%	286
Bowling Equipment		1.0%	6
High End Bicycle		0.8%	5
Bicycle Tune-Up or Repair		2.0%	12
Bicycle Rental		1.2%	7

Value		Percent	Responses
Golf Clubs or Equipment		2.4%	14
Racquet Equipment		0.7%	4
Scuba, Diving or Snorkeling Equipment		0.7%	4
Skiing Equipment		0.5%	3
Soccer Equipment		1.2%	7
Sports Memorabilia		1.7%	10
Trophies or Plaques		1.5%	9
Used Sporting Equipment		2.4%	14

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		21.1%	125
Bedding Flowers or Perennials		31.8%	188
Chainsaw		5.7%	34
Fertilizer		30.2%	179
Flower Pots		26.7%	158
Fountains		3.2%	19
Garden Ornaments		11.7%	69
Gate		3.0%	18
Gazebo		3.5%	21
Gravel or Rock		11.7%	69
Hand Garden Tools		12.7%	75
Landscaping		8.3%	49
Indoor Garden Supplies		3.2%	19
Decorative Rock		8.3%	49
Lawn Seed, Turf or Sod		5.1%	30
Outdoor Fireplace or Fire Pit		4.6%	27
Outdoor Furniture		11.3%	67
Outdoor Grill		11.5%	68
Outdoor Smoker		4.2%	25
Outdoor Kitchen Equipment		3.5%	21
Patio Cover, Awning or Canopy		3.0%	18
Patio Furniture		9.8%	58

Value		Percent	Responses
Propane		10.5%	62
Lawn Mower (Push)		6.3%	37
Lawn Mower (Riding)		8.4%	50
Screen Porch		3.4%	20
Shrubbery or Trees		7.8%	46
Storage Shed		6.9%	41
Leaf Blower		7.4%	44
Insect or Fungus Control Products		13.7%	81
Outdoor Garden Flags		4.7%	28
None of the above / Does not apply		29.7%	176
Insects (Bees or Other Beneficial Species)		2.5%	15
Patio Heater		2.0%	12
Outdoor Infrared Heater or Fireplace		1.9%	11
Outdoor Entertainment Center		1.7%	10
Pole Shed		1.2%	7
Portable Outdoor Heater		1.9%	11
Power Garden Tools		2.9%	17
Rototiller		0.5%	3
Stone (Cast, Crushed or Natural)		2.5%	15
Greenhouse		1.7%	10

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		13.3%	79
Animal Healthcare Products		10.0%	59
ATV Products and Attachments		3.0%	18
Blowers		3.4%	20
Farm Work Clothes		3.0%	18
Fertilizers, Herbicides or Pesticides		9.0%	53
Mowers, Cutters or Clippers		5.6%	33
Planting and Seeding Equipment		4.4%	26
Plants, Plantings or Agricultural Seed		9.8%	58
Propane, Oils or Fuels		8.4%	50
Rocks, Gravel or Sand		5.9%	35
Scoops or Shovels		3.4%	20
Sprayers or Spreaders		4.4%	26
Straw or Bedding Materials		4.2%	25
None of the above / Does not apply		63.0%	373
Barn or Pole Building		1.7%	10
Steel Farm Building		0.7%	4
Carts or Utility Carriers		2.4%	14
Chippers or Shredders		1.4%	8
Diggers, Drillers or Drivers		1.0%	6
Drainage or Irrigation Equipment		0.8%	5

Value		Percent	Responses
Farm Tool Rental		0.5%	3
Farm Equipment Rental		0.8%	5
Farm Machinery or Tractor Attachments & Implements		0.2%	1
Ground-Working Equipment		1.9%	11
Pallet Forks, Forklifts or Skid Steers		0.3%	2
Pivot		0.3%	2
Rakes or Hay Handling Equipment		1.9%	11
Sweepers or Industrial Vacuums		0.2%	1
Tree Cutters or Tree Maintenance Equipment		2.4%	14

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		11.1%	66
Bird Seed		9.3%	55
Cat Food		20.9%	124
Dog Food		37.3%	221
Fish Food		5.6%	33
Specialized Pet Food		3.5%	21
Other Pet Food		4.4%	26
Pet Accessories		14.9%	88
Pet Clothing		5.2%	31
Pet Toys		17.7%	105
Fish Supplies		3.9%	23
Annual Pet Vaccinations		28.2%	167
Annual Pet Checkups		23.1%	137
Preventative Care		5.6%	33
Adopt or Rescue a Pet		7.4%	44
Purchase Pet Medication		7.9%	47
Purchase Dog Bed		5.7%	34
Board a Pet Overnight		4.6%	27
Pet Dental Care		3.7%	22
None of the above / Does not apply		42.9%	254
Pet Enclosure		2.0%	12
Aquarium or Tank		2.9%	17

Value		Percent	Responses
Bird House		2.2%	13
Disease Diagnosis		0.7%	4
Pet Travel Cage		2.4%	14
Pet Travel Accessories		2.0%	12
Cremation or Burial Services		0.2%	1
Purchase a Pet		1.9%	11
Holistic or Alternative Pet Care		0.7%	4
Pet Tracking Device		2.0%	12
Animal Training Classes		2.2%	13
Hemp Based Pet Supplements		0.5%	3
THC Based Pet Supplements		0.7%	4
Holistic or Alternative Pet Supplements		0.8%	5
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	12

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 a Room		3.9%	23
Add or Replace Deck		5.2%	31
Add a Fence or Wall Structure		9.3%	55
Remodel Kitchen		5.9%	35
Cabinet Refacing or Resurfacing		3.0%	18
Remodel Bathroom		8.1%	48
Build a Storage Shed		6.3%	37
General Remodeling		8.8%	52
Have Furniture Restored		3.2%	19
Install Security or Monitoring System		3.0%	18
Replace Carpet		5.2%	31
Replace Flooring		12.3%	73
Replace Windows		4.7%	28
None of the above / Does not apply		59.3%	351
Add a Home Office		1.7%	10
Refinish Bathtub		1.5%	9
Install a Glass Shower		2.0%	12
Remodel or Finish Basement Living Area		0.3%	2
Replace Garage Door		1.4%	8
Build a Garage		1.9%	11
Build Out-Building		0.8%	5
Add a Swimming Pool		2.5%	15

Value		Percent	Responses
Switch from Gas to Electric		1.2%	7
Switch from Electric to Gas		1.4%	8
Install a Stair Lift		0.3%	2
Install "Aging In Place" Products		1.9%	11
Install a Solar Energy System		0.3%	2
Resurface or Build New Driveway		2.5%	15
Stone or Marble Work (Bathroom or Kitchen)		1.7%	10
Sealcoating		0.8%	5
Asphalt Repair		0.7%	4
Asphalt Resurfacing		0.5%	3
Residential Paving		1.2%	7
Build a "Tiny House"		0.7%	4
Install Handicap Accessible Addition		0.8%	5

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		8.3%	49
Circular Saw		3.9%	23
Decking		6.8%	40
Doors (Exterior)		11.1%	66
Doors (Interior)		7.9%	47
Electrical Supplies		5.9%	35
Fencing		8.6%	51
Generator		4.4%	26
Hand Tools		11.5%	68
Hardwood Products		4.4%	26
Home Security Doorbell Camera		5.4%	32
Kitchen Cabinets		5.1%	30
Lighting and Fixtures		9.1%	54
Lock Sets		4.7%	28
Lumber		9.1%	54
Molding		4.1%	24
Paint (Exterior)		12.8%	76
Paint (Interior)		20.9%	124
Plywood		7.6%	45
Plumbing Supplies		7.6%	45
Power Tools		4.9%	29

Value		Percent	Responses
Rain Gutters		4.9%	29
Roofing (Other)		5.4%	32
Security Door		3.5%	21
Security Locks		3.9%	23
Screen Door		5.1%	30
None of the above / Does not apply		47.8%	283
Furnace		1.7%	10
Insulation		2.7%	16
Mill Work		1.0%	6
Roofing (Composition)		1.7%	10
Security Window Film		1.5%	9
Siding		2.7%	16
Solar Screen		1.0%	6
Waterproofing		0.8%	5
Water Softener System or Supplies		0.5%	3
Wet or Dry Vacuum		2.9%	17
Wood Stove or Fireplace		1.7%	10
Window Guards		0.8%	5
Windows (Double-Hung)		2.2%	13
Windows (Casement)		1.0%	6
Windows (Picture)		1.4%	8
Windows (Slider)		1.0%	6
Windows (Bay or Bow)		0.8%	5

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		12.8%	76
Air Duct Cleaning		5.7%	34
Appliance Repair		8.6%	51
Blinds Cleaning		4.9%	29
Carpenter or Woodworking		6.4%	38
Carpet Cleaning		6.3%	37
Drywall Installation or Repair		4.9%	29
Electrical Repair		6.6%	39
Flooring - Ceramic Tile (Installation or Repair)		4.4%	26
Flooring - Laminate (Installation or Repair)		6.3%	37
Flooring - Wood (Installation or Repair)		5.1%	30
Flooring - Other (Installation or Repair)		3.9%	23
Gardening Services		3.4%	20
Handyman Services		8.6%	51
Home Repair		7.3%	43
Home Remodel		5.1%	30
None of the above / Does not apply		54.4%	322
Alternative Energy Systems Installation		1.4%	8
Alternative Energy Systems (Service or Repair)		1.4%	8
Chimney Cleaning		2.7%	16
Concrete Repair		1.7%	10

Value		Percent	Responses
Electrical Panel Replacement		1.0%	6
Excavation & Wrecking		0.3%	2
Fire & Water Damage Restoration		1.0%	6
Flooring - Linoleum (Installation or Repair)		2.9%	17
Foundation Repair		2.2%	13
Furnace Cleaning		1.0%	6
Furnace Repair		1.4%	8
Furniture Reupholster		1.5%	9
Gutter Installation or Repair		2.4%	14
Heating Repair		2.5%	15
Home Computer Repair		2.2%	13
Home Electronics Repair		1.2%	7
Home Heating Oil or Fuel Service		0.7%	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%	29
House Cleaning Service		9.1%	54
Junk or Yard Waste Removal		3.0%	18
Recycle		3.2%	19
Sell Scrap Metal		4.2%	25
Landscaping Service		6.8%	40
Painting		13.3%	79
Pest Control		11.8%	70
Plumbing Repair		7.6%	45
Pressure Washing		7.3%	43
Roof Repair		5.4%	32
Security System		4.1%	24
Trash Removal		3.5%	21
Computer Repair		5.6%	33
Mobile or Cell Phone Repair		5.4%	32
None of the above / Does not apply		51.9%	307
Insulation Installation or Maintenance		2.0%	12
Interior Design		2.5%	15
Movers		2.9%	17
Mold Inspection or Removal		1.5%	9
Party Equipment Rental		0.7%	4

Value		Percent	Responses
Pool Cleaning Service		1.4%	8
Preventative Home Maintenance		2.9%	17
Septic Tank Cleaning or Repair		2.4%	14
Siding Replacement		1.7%	10
Snow Removal		0.3%	2
Solar Heating or Power System Installation or Repair		0.7%	4
Stucco or Exterior Coating		0.5%	3
Tool Rental		1.2%	7
Tornado or Storm Shelter Building or Repair		1.7%	10
Water Well Drilling		0.7%	4
Waterproofing		1.0%	6
Window Installation		2.5%	15
Window Tinting for Home		1.5%	9
Yard Equipment Rental		1.2%	7

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)		8.3%	49
Awning		3.2%	19
Window Blinds (Venetian or Mini)		8.1%	48
Emergency Preparedness Kit or Supplies		3.9%	23
Batteries (Home or Office)		27.0%	160
Candles		24.8%	147
Firewood		5.4%	32
Carpeting		5.2%	31
Flooring Tile		7.1%	42
Hardwood Flooring		5.2%	31
Rugs		11.8%	70
Clocks		6.8%	40
Curtains or Drapes		15.4%	91
Cutlery, Flatware or Silverware		5.6%	33
Fire Extinguisher		6.1%	36
Fine Art (Paintings, Pottery, Etc.)		3.4%	20
Furniture (Bedroom)		9.8%	58
Furniture (Children's)		4.7%	28
Furniture (Dining Room)		4.9%	29
Furniture (Living Room)		11.5%	68
Christmas Tree		12.3%	73

Value		Percent	Responses
Holiday Decorations		12.0%	71
Laminate Flooring		4.7%	28
Mirror		5.6%	33
Storage Boxes or Tubs		7.1%	42
Floral Arrangements		4.1%	24
Picture Frames		8.8%	52
Sewing Machine		3.4%	20
Linens (Bathroom)		9.6%	57
Reclining Chair		7.4%	44
Indoor Flowers		5.9%	35
Linens (Dining Room or Kitchen)		4.2%	25
Tankless Water Heater		3.0%	18
None of the above / Does not apply		35.8%	212
Oriental Carpeting		0.3%	2
Rugs (Persian)		1.4%	8
Closet System		2.7%	16
Ductless Heat Pumps		0.2%	1
Custom Built Furniture		1.2%	7
Reconditioned Furniture		2.0%	12
Crib		1.4%	8
Furniture (Home Office)		2.7%	16
Furnace		0.7%	4
Futon		0.8%	5

Value		Percent	Responses
Glass Table		0.5%	3
Safe		2.4%	14
Hot Tub or Spa (Used)		0.7%	4
Wallpaper		2.9%	17
Signs or Banners		1.0%	6
Hot Tub or Spa (New)		0.5%	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		12.8%	76
Adjustable Mattress		6.8%	40
Innerspring Mattress		4.9%	29
Pillow Top Mattress		8.3%	49
Foam Mattress		8.8%	52
Linens (Bedroom)		16.4%	97
Memory Foam Mattress		6.3%	37
Queen Size Bed		8.8%	52
King Size Bed		10.1%	60
Water Heater		3.2%	19
Smoke Alarm or Detector		7.4%	44
Remote Home Monitoring Video Camera		3.4%	20
Shutters		4.2%	25
Window Coverings		5.1%	30
None of the above / Does not apply		49.2%	291
Gas Burning Freestanding Stoves		1.5%	9
Water Purification System (Drinking)		2.5%	15
Solar Water Heater		0.8%	5
Latex Mattress		0.8%	5
Gel Mattress		2.9%	17
Twin Size Bed		2.4%	14

Value		Percent	Responses
Swimming Pool (Above Ground)		1.9%	11
Swimming Pool (In-Ground)		1.7%	10
Reclaimed Wood Furniture		1.2%	7
Patriotic Flags		2.9%	17
Sports Team Flags		1.5%	9

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		12.0%	71
Fine Art		5.9%	35
Photographs		9.5%	56
Pottery		6.8%	40
Blown Glass		3.2%	19
Stone Carvings		2.5%	15
Sculpture		2.9%	17
Artistic Wall Decor		9.6%	57
Wood Carvings		4.4%	26
Poster Art		3.2%	19
Religious Art		6.6%	39
Stained Glass		3.7%	22
Ceramics		5.6%	33
Metal Work Art		3.5%	21
Music Memorabilia		2.9%	17
Movie Memorabilia		1.5%	9
None of the above / Does not apply		69.3%	410

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		13.0%	77
Portable Dishwasher		0.7%	4
Dishwasher		8.8%	52
Freezer		7.4%	44
Range		7.3%	43
Range Hood		4.4%	26
Wall Oven		2.2%	13
Washer		9.3%	55
Dryer		12.0%	71
Blender		10.1%	60
Tea Kettle		2.5%	15
Microwave		12.8%	76
Window Air Conditioner		5.6%	33
Coffee or Espresso Machine		12.0%	71
Vacuum Cleaner		9.1%	54
None of the above / Does not apply		51.4%	304

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		3.9%	23
Battery		13.5%	80
Child Car Seat		5.7%	34
Floor Mats		10.8%	64
Lights		7.1%	42
Seat Covers		9.3%	55
Tires		23.3%	138
Wheels or Rims		3.4%	20
Wiper Blades		21.1%	125
None of the above / Does not apply		45.8%	271
Canopy		1.2%	7
Grill Guard		1.4%	8
Ground Effects		0.5%	3
Mirror(s)		2.7%	16
Motorcycle Accessories		1.2%	7
Motorcycle Parts		0.8%	5
Performance Parts		1.4%	8
RV Accessories or Supplies		1.4%	8
Roof Rack (For Bike, Kayak, Etc.)		0.3%	2
Roof Rack (Luggage or Equipment Container)		1.2%	7
Running Boards		0.8%	5
Spoiler		0.5%	3

Value		Percent	Responses
Step Bar		0.7%	4
Stereo System (Auto, Car or Truck)		2.4%	14
Tool Box		1.4%	8
Trailer Hitch		1.2%	7
Truck Bed Liner		0.3%	2
Visor		0.5%	3
Winch		1.0%	6
Window Tinting Equipment (Auto)		2.2%	13
Cargo Trailer (Vehicle Hauler)		1.0%	6
Cargo Trailer (Flat)		1.0%	6
Cargo Trailer (Motorcycle)		0.3%	2
Cargo Trailer (Boat)		0.7%	4
Cargo Trailer (Box)		0.7%	4

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

Value		Percent	Responses
Dealership		32.8%	194
National chain service center (e.g. Jiffy Lube)		15.0%	89
Private service center		20.3%	120
Friend/Family		17.7%	105
Other		14.2%	84
			Total: 592

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		7.8%	46
60,000 Mile Service		6.3%	37
100,000 Mile Service		10.6%	63
Auto Detailing		8.1%	48
Auto Repair (General)		8.8%	52
Alignment		11.7%	69
Body Work		5.7%	34
Brake Replacement, Adjustment		6.9%	41
Car Wash		35.3%	209
Electrical Repair		3.4%	20
Gas or Service Station Services		13.0%	77
Oil Change or Lube		38.7%	229
Painting		3.2%	19
Preventative Maintenance		8.8%	52
Safety Inspection		5.1%	30
Shocks		5.9%	35
Tire Mounting or Installation		7.4%	44
Tune-Up		13.7%	81
Vehicle Air Conditioning Repair		4.7%	28
Windshield or Glass Repair		8.8%	52
Windshield or Window Tinting		3.7%	22
None of the above / Does not apply		27.5%	163

Value		Percent	Responses
Auto Warranty Work (Work Covered by Warranty)		1.5%	9
Car Rental		2.9%	17
DEQ Inspection		0.3%	2
Upgrade of Car for Smartphone, Hands-Free Device, etc.		2.2%	13
Motor Repair or Replacement		1.9%	11
Motorcycle Repair		0.3%	2
Muffler		1.4%	8
RV Maintenance or Service		0.8%	5
Smog Check		0.5%	3
Stereo Installation		1.9%	11
Transmission or Clutch Repair		1.9%	11
Upholstery Repair		2.5%	15
Vehicle Storage		0.5%	3
Vehicle Towing		1.2%	7

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		3.0%	18
AutoTrader.com		10.8%	64
CarFax		16.9%	100
CarGurus.com		12.3%	73
CarMax.com		9.6%	57
Cars.com		6.4%	38
CarsDirect.com		3.0%	18
Craigslist Auto		5.1%	30
KBB.com		4.9%	29
Facebook Dealer Page		7.4%	44
Local Dealer Site		37.0%	219
UsedCars.com		8.3%	49
Local TV Site		5.7%	34
Local Radio Site		3.2%	19
Other Local Website		9.6%	57
None of the above / Does not apply		38.7%	229
Yahoo! Autos		1.5%	9
Autoblog.com		1.4%	8
eBay Motors		2.9%	17
Edmunds.com		2.7%	16
MotorTrend.com		2.2%	13
The Car Connection		0.8%	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		49.2%	291
Beauty Products		40.5%	240
Cosmetics		41.4%	245
Babysitting		4.6%	27
Facial		16.6%	98
Hair Care Products		54.1%	320
Hair Coloring		28.9%	171
Hair Cut		48.6%	288
Hair Removal		7.1%	42
Hair Extensions, Wigs or Weaves		10.0%	59
Manicure		24.2%	143
Massage Therapy		13.7%	81
Pedicure		28.5%	169
Tanning Products		3.4%	20
Tanning Bed or Spray Tan		4.9%	29
Tattoo or Piercing		8.4%	50
Spa Bed (Red Light Therapy or Hydration station)		2.0%	12
None of the above / Does not apply		17.2%	102

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)		30.2%	179
Books (Used)		21.1%	125
Books (Children's)		22.3%	132
Board Games		26.9%	159
Lottery Ticket		39.4%	233
Collectibles		4.7%	28
Vinyl Records		3.7%	22
Comics		3.0%	18
Fire Works		14.0%	83
Graphic Novels		3.0%	18
Computer Games		12.5%	74
DVD Movies (Buy)		21.5%	127
DVD Movies (Rent)		13.7%	81
DVD Movies (Children's)		11.1%	66
Magazines		19.4%	115
TV or Movie Themed Toys		7.6%	45
Toys		22.6%	134
Video Console Games		12.7%	75
None of the above / Does not apply		22.5%	133

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

Value		Percent	Responses
Rent a Hall or Event Space for Wedding or Special Event		3.9%	23
Hire a Musician or Band for Wedding or Special Event		3.5%	21
Purchase a Wedding Cake		3.7%	22
Hire a Caterer for Wedding or Special Event		4.2%	25
Go on a Honeymoon		6.4%	38
Purchase Wedding or Special Occasion Gifts		5.2%	31
Hire a Photographer for Wedding or Special Event		5.7%	34
Host or Attend a Retirement Party		3.9%	23
Host or Attend a Graduation Party		11.0%	65
Purchase Cake, Tart or Pastries for Special Occasion		11.8%	70
None of the above / Does not apply		69.8%	413
Purchase a Wedding Dress		2.9%	17
Purchase a Bridesmaid Dress		1.9%	11
Rent a Bridesmaid Dress		1.2%	7
Purchase a Tuxedo		1.9%	11
Rent a Tuxedo		1.9%	11
Rent a Chauffeured Vehicle		1.2%	7
Use a Wedding Planner		2.0%	12
Use a Party Planner		2.0%	12
Use a Florist for a Wedding or Special Event		2.9%	17
Hire a Videographer for Wedding or Special Event		2.9%	17

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		4.1%	24
Ceramics and Pottery		6.1%	36
Collectables		9.0%	53
Comic Books and Related Collectables		2.7%	16
Do-It-Yourself (DIY)		28.4%	168
Games or Puzzles		21.8%	129
Beer Brewing Supplies		2.4%	14
Wine Making Supplies		2.9%	17
Jewelry Making Supplies or Beads		8.1%	48
Knitting		6.4%	38
Making Arts and Crafts		14.0%	83
Paper Crafts		5.1%	30
Quilting		7.3%	43
Scrapbooking		7.6%	45
Toy Collecting		2.0%	12
Trains, Plane & Car Model Kits		2.0%	12
None of the above / Does not apply		47.1%	279

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		30.9%	183
Train Trip		7.8%	46
Book Hotel Room		43.6%	258
Business Travel		6.1%	36
Buy Travel Tickets		10.5%	62
Buy Luggage		6.1%	36
Hotel or Resort Stay		23.5%	139
International Travel		5.4%	32
Take a Cruise		15.7%	93
Travel Packages		6.8%	40
Use a Travel Agent or Agency		5.7%	34
Vacation Inside Home State		11.5%	68
Vacation Outside Home State		24.2%	143
Rent a Car		14.7%	87
Stay at an RV Park		3.2%	19
Stay at a Casino		10.8%	64
Gamble at a Casino		17.2%	102
Play Bingo		8.4%	50
Does not apply		30.1%	178
Charter a Boat		0.7%	4
Chartered Fishing Trip		1.7%	10
Golf Vacation		1.0%	6

Value		Percent	Responses
Ski Resort Stay		1.0%	6
Rent RV		0.8%	5
Book Local Lodging for Guests		1.5%	9

105. Which of the following EDUCATION/CLASSES do you or someone in your household plan to attend in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Attend College or University (Full Time)		12.2%	72
Attend College or University (Part Time)		5.6%	33
Attend Classes at Community College		7.3%	43
Online Continuing Education Courses		5.9%	35
Arts or Crafts Lessons (Adult)		7.3%	43
Cooking Lessons (Adult)		4.6%	27
Attend a Free Lecture or Seminar		8.6%	51
Child Education or Tutoring		3.0%	18
Dance Lessons		4.6%	27
Yoga, Pilates, or Zumba		6.4%	38
Personal Physical Training		4.1%	24
Attend a Local Workshop		5.9%	35
None of the above / Does not apply		56.1%	332
Attend Graduate School		2.7%	16
Business School		1.2%	7
Learning Center		0.8%	5
Culinary School		2.5%	15
Trade School		2.0%	12
Professional Certification or Accreditation Courses		2.9%	17
Language Lessons (Adult)		2.5%	15
Music Lessons (Adult)		2.9%	17
Sports Lessons (Adult)		1.0%	6

Value		Percent	Responses
Attend Paid Lecture, Seminar or Special Class		2.5%	15
Real Estate Classes		2.0%	12
Music lessons (Child)		2.5%	15
Sports lessons (Child)		2.7%	16
Language Lessons (Child)		0.7%	4
Arts or Crafts Lessons (Child)		2.4%	14
Change School		0.3%	2
Attend a Religion Based School		2.7%	16

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%	106
Oil paints		9.3%	55
Acrylic Paints		16.4%	97
Markers		16.4%	97
Specialty Paper		10.5%	62
Fabric Craft Supplies		12.2%	72
Beads		9.0%	53
Art Pencils and Pens		17.7%	105
Scrapbooking Supplies		8.1%	48
None of the above / Does not apply		64.4%	381

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		2.2%	13
Clarinet		1.7%	10
Drums		4.2%	25
Flute		1.0%	6
Acoustic Guitar		4.1%	24
Electric Guitar		3.7%	22
Electric Keyboard		4.4%	26
Piano		4.9%	29
Piano (High End)		1.2%	7
Trombone		0.8%	5
Trumpet		1.0%	6
Violin		1.9%	11
None of the above / Does not apply		83.1%	492

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		11.5%	68
French		9.3%	55
Asian		22.3%	132
German		3.4%	20
American (New)		31.1%	184
Italian		37.0%	219
Cajun or Creole		46.6%	276
Indian		4.9%	29
Chinese		49.0%	290
American (Traditional)		64.4%	381
Thai		6.8%	40
Middle Eastern		4.9%	29
Japanese		18.4%	109
Mexican		57.8%	342
Vietnamese		5.7%	34
Southern		41.7%	247
Tex-Mex		23.5%	139
Spanish		7.8%	46
Mediterranean		10.8%	64
None of the above / Does not apply		11.0%	65

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		28.0%	166
Fish & Chips		26.9%	159
Barbeque		43.6%	258
Deli		33.6%	199
Breakfast or Brunch		45.4%	269
Appetizers		55.9%	331
Dessert		42.1%	249
Chicken Wings		42.2%	250
Hamburgers		68.1%	403
Chicken		59.5%	352
Frozen Yogurt		19.9%	118
Live or Raw food		6.1%	36
Tapas or Small Plates		3.9%	23
Theme Restaurants		4.4%	26
Soup		33.4%	198
Salad		54.9%	325
Pizza (Dine In)		26.2%	155
Pizza (Delivery)		24.0%	142
Steak		49.5%	293
Juice or Smoothies		21.5%	127
Sandwiches		47.8%	283
Pizza (Carry Out)		53.0%	314

Value		Percent	Responses
Pizza (Take & Bake)		15.0%	89
Seafood		57.3%	339
Vegan		3.5%	21
Steakhouse		37.0%	219
Sushi		16.4%	97
Vegetarian		5.4%	32
Pho		3.5%	21
None of the above / Does not apply		5.7%	34
Golf Course Restaurant, Bar or Snack Bar		2.9%	17

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		21.1%	125
Locally Grown Produce		22.6%	134
Healthful Children's Dining		10.6%	63
Environmental Sustainability		13.7%	81
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		5.9%	35
Hyper-Local Sourcing		2.5%	15
Gluten Free Cuisine		6.9%	41
Sustainable Seafood		8.1%	48
Raw or Live Food Options		3.9%	23
Specialty Appetizers		12.7%	75
Specialty Salads		17.7%	105
Specialty Soups		10.1%	60
Specialty Desserts		13.5%	80
None of the above / Does not apply		43.8%	259

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		17.7%	105
Non-Smoking Environment		37.0%	219
Child Friendly		26.9%	159
Serve Alcohol		15.5%	92
Pool Tables		5.1%	30
Locally Brewed Beer		3.0%	18
Live Music		15.2%	90
Bar		16.6%	98
Large Craft Beer Selection		3.5%	21
Large Wine Selection		5.9%	35
Hand Crafted Cocktails		6.1%	36
Farm to Table Dining		12.8%	76
Senior Discounts		27.5%	163
None of the above / Does not apply		23.0%	136

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		11.8%	70
Foreign Beer		5.7%	34
Red Wine		18.2%	108
White Wine		15.7%	93
Dessert Wine		5.9%	35
Mixed Drinks		31.9%	189
Hand Crafted Cocktails		8.4%	50
Beer Cocktails		6.3%	37
"Top Shelf" Spirits		12.5%	74
Champagne		6.4%	38
Champagne Cocktails		4.7%	28
Energy Drink based Mixed Drinks		3.2%	19
Premium Tequila		5.2%	31
Alcoholic Cider		2.2%	13
Locally Distilled Spirits		4.1%	24
None of the above / Does not apply		47.5%	281

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		0.3%	2
Purchase Commercial or Business Property		0.5%	3
Purchase Condominium or Townhouse		1.2%	7
Purchase Manufactured or Modular Home		2.4%	14
Purchase Investment Property		2.7%	16
Purchase Personal Residence		6.4%	38
Purchase Custom Built Home		2.5%	15
Purchase Residential Real Estate at an Auction		1.2%	7
Purchase Land or Agricultural Property		2.7%	16
Purchase Vacation Property		1.7%	10
Purchase Other		2.7%	16
None of the above / Does not apply		84.0%	497

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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.5%	3
Sell Personal Residence		3.4%	20
Sell Vacation Property		1.0%	6
Sell Condominium or Townhouse		0.8%	5
Sell Investment Property		1.0%	6
Sell Land or Agricultural Property		1.4%	8
Sell Commercial or Business Property		0.3%	2
Sell Manufactured or Modular Home		0.7%	4
Plan to Sell Home in Master-Planned Community		1.2%	7
Sell Other		1.4%	8
None of the above / Does not apply		90.9%	538

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		15.8%	6
New home, but outside of development		18.4%	7
New home that I will have contractor build		26.3%	10
Existing home less than 10 years old		42.1%	16
Existing home more than 10 years old		42.1%	16
Other		21.1%	8

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

Value		Percent	Responses
Rent New Apartment		4.6%	27
Rent House (Residence)		9.1%	54
Rent Manufactured or Modular Home		1.5%	9
Rent or Lease Commercial Property		0.8%	5
Rent Agricultural Land		0.7%	4
Rent Subsidized Housing		1.9%	11
Rent Condo/Townhouse		3.2%	19
Rent Section 8 Housing		2.7%	16
None of the above / Does not apply		84.0%	497

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		1.9%	11
Use a Realtor to Buy Real Estate		5.2%	31
Use a Realtor to Buy and Sell Real Estate		2.5%	15
Plan to Sell Property Myself		4.2%	25
Use a Real Estate Broker		1.5%	9
None of the above / Does not apply		87.7%	519

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		7.3%	43
Home Remodel or Renovation Loan		2.2%	13
Business Construction Loan		1.0%	6
Home Construction Loan		2.7%	16
Equity Loan		3.2%	19
Land Loan		2.4%	14
Reverse Mortgage		0.8%	5
Real Estate Loan for existing home		2.0%	12
Refinance Home		2.4%	14
None of the above / Does not apply		82.9%	491

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		5.7%	34
Facebook		15.9%	94
Google		12.2%	72
Auction.com		3.0%	18
Homes & Land		6.4%	38
Homes.com		8.6%	51
HomeFinder		18.2%	108
MLS.com		6.1%	36
National Real Estate Co. Site		2.2%	13
Local MLS Site		12.0%	71
RealEstate.com		10.3%	61
Realtor.com		24.7%	146
Realty.com		6.6%	39
Redfin		0.3%	2
Trulia		11.8%	70
Zillow		28.2%	167
ZipRealty.com		2.7%	16
None of the above / Does not apply		45.3%	268

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

Value		Percent	Responses
Apartments.com		13.5%	80
Apartmentguide.com		8.4%	50
Craigslist		8.4%	50
Forrent.com		2.5%	15
HomeFinder.com		13.5%	80
Hotpads.com		3.0%	18
Rent.com		10.3%	61
Sublet.com		1.4%	8
Trulia		12.3%	73
Zillow		26.5%	157
None of the above / Does not apply		53.4%	316

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		59.3%	351
No, don't know who to call		40.7%	241

Total: 592

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		58.4%	346
No, don't know who to call		41.6%	246

Total: 592

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		8.3%	49
Craft Beer		8.8%	52
Champagne		10.0%	59
Premium Hard Alcohol or Spirits		9.1%	54
White Wine		16.2%	96
Red Wine		19.8%	117
Cigars		5.6%	33
Major Brand Cigarettes		7.4%	44
Recreational Marijuana		3.4%	20
Marijuana Accessories		3.9%	23
Discount Cigarettes		11.0%	65
Discount Hard Alcohol or Spirits		8.4%	50
Domestic Beer		16.4%	97
None of the above / Does not apply		47.3%	280
Vaping Kit		1.9%	11
Vaping Accessories		2.9%	17
Roll Your Own Cigarette Supplies		1.9%	11
Smokeless Tobacco		2.9%	17
E-Liquids / Vape Juice		2.5%	15
Pipe Tobacco		0.8%	5
Electronic Cigarette Supplies		2.4%	14
Hookah Accessories		0.5%	3

Value		Percent	Responses
Hookah		1.0%	6
Alcoholic Cider		2.9%	17

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		37.5%	12
Cannabis Edibles		37.5%	12
Cannabis Tinctures		6.3%	2
Cannabis Vaporizers		18.8%	6
Cannabis Cleaning Tools or Supplies		15.6%	5
Cannabis Concentrates		18.8%	6
Cannabis Pre-Rolls		12.5%	4
Organic Cannabis Products		21.9%	7
Cannabis Oil		40.6%	13
Cannabis Beauty & Skin Care Products		37.5%	12
Cannabis Beverages		21.9%	7
Cannabis Chocolates		15.6%	5
Medical Cannabis		34.4%	11
CBD Cannabis		46.9%	15
None of the above / Does not apply		15.6%	5

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

Value		Percent	Responses
Bulk or Discounted Food Items		22.3%	132
Specialty Teas		13.0%	77
Specialty Coffee		20.6%	122
Gourmet Deli Counter Items		15.5%	92
Cookies		51.5%	305
Snack Cakes		33.6%	199
Potato Chips		54.7%	324
Soft Drinks		50.7%	300
Energy Drinks		14.7%	87
Energy Bars		14.9%	88
Noodle Bowls		17.7%	105
Cupcakes		24.7%	146
Birthday Cake		25.5%	151
Beef Jerky or Meat Sticks		19.9%	118
Bottled Water		64.7%	383
Candy		45.6%	270
Fruit		67.7%	401
Nuts		45.6%	270
Chocolates		49.3%	292
Ice cream		51.5%	305
Cheese		68.4%	405
Artisan Bread		10.8%	64

Value		Percent	Responses
Artisan Meats		3.5%	21
Sports Drinks		18.6%	110
Basic Condiments		33.3%	197
Artisan Condiments		3.4%	20
Canned Sauces		35.1%	208
Cereal		64.2%	380
Milk		71.3%	422
Chicken		77.9%	461
Pork		50.8%	301
Beef		64.5%	382
Game Meats		7.8%	46
Fish		54.6%	323
Pasta		51.9%	307
Snack Mixes		21.8%	129
Vegetables		60.3%	357
Olive Oil		44.1%	261
Balsamic Vinegar		16.2%	96
Frozen Entrees		38.2%	226
Eggs		77.5%	459
Locally Raised Beef, Pork, Poultry		17.2%	102
Locally Grown Fruit and Vegetables		42.6%	252
Locally Produced Honey		20.9%	124
Organic Food		14.5%	86

Value		Percent	Responses
Pickled Vegetables		14.7%	87
Artisan Cheese		10.1%	60
Alternative "Meat" Products		6.3%	37
Sausage		56.3%	333
Donuts		34.0%	201
Pastries		21.1%	125
None of the above / Does not apply		4.6%	27

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%	386
Better Prices		81.3%	481
Variety		34.8%	206
Quality of Selection		47.1%	279
Quality of Produce		52.5%	311
Healthy Options		26.0%	154
Speed of Check Out		38.3%	227
Size of Store		13.5%	80
Number of Checkouts		33.6%	199
Cleanliness of Store		64.5%	382
Parking		35.8%	212
Help with Bagging/Packing		21.6%	128
Loyalty Tokens/Stamps		8.4%	50
Home Delivery		4.1%	24
None of the above / Does not apply		4.6%	27

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		62.5%	370
Take items home immediately		56.6%	335
Return items more easily		36.8%	218
Enjoy the in-store experience		35.3%	209
Can ask questions to store associates		35.6%	211
To support local businesses		50.2%	297
More secure than online purchase		18.6%	110
Better prices		25.2%	149
Quality of service		27.0%	160
Better Selection		25.5%	151
Local flavor or uniqueness		16.6%	98
None of the above / Does not apply		9.3%	55

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		50.2%	297
Donate to a Charity		38.3%	227
Donate to a Church		45.6%	270
Donate to Political Party or Government Representative		5.4%	32
Join a New Church		4.9%	29
Volunteer at Church		23.3%	138
Volunteer for Nonprofit Group		13.5%	80
Get Married		3.2%	19
Vote in Upcoming Local Elections		35.3%	209
Vote in Upcoming State or National Elections		37.8%	224
Attend a Holiday Themed Performance		21.6%	128
Community Activity		27.9%	165
Support an Organization		12.3%	73
Make a Donation		22.6%	134
Register to Vote		5.2%	31
None of the above / Does not apply		16.7%	99
Donate Vehicle		1.5%	9
Have a Baby		2.5%	15
Retire		2.9%	17
Look into Private Schooling for Children		2.4%	14
Purchase Season Tickets for Performing Arts		1.9%	11

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		26.9%	159
Community Event		44.8%	265
Festival		46.5%	275
Live Performance		28.5%	169
Fundraising Event		19.8%	117
Seminar		10.6%	63
School Event		37.7%	223
Corporate Event		6.6%	39
Trade Show		9.8%	58
Conference		14.0%	83
Networking Event		5.1%	30
Radio Station Sponsored Event		6.9%	41
Television Station Sponsored Event		3.5%	21
Newspaper Sponsored Event		6.4%	38
None of the above / Does not apply		21.3%	126

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.)

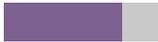
Value		Percent	Responses
Participate in Organized Athletics		5.6%	33
Use a Zip Line		5.2%	31
Go Camping		14.0%	83
Go Mountain Biking		1.2%	7
Go Touring on a Bicycle		1.9%	11
Go to a Community or City Swimming Pool		7.1%	42
Take a Guided Backpacking or Hiking Trip		2.4%	14
Attend a Horse Race		5.9%	35
Attend a Car, Truck or Motorsport Race		5.7%	34
Participate in City or Municipal Sponsored Programs		8.1%	48
Join or Change Health or Fitness Club		9.0%	53
None of the above / Does not apply		59.5%	352

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		16.2%	96
Local Business Blog		5.1%	30
Local Business Email		5.2%	31
CitySearch		4.9%	29
Snapchat		16.4%	97
Instagram		24.3%	144
Cinema Ads		10.1%	60
Facebook Business Page		22.6%	134
Reviews on Yelp! or Google+		6.9%	41
YouTube Promo Video		16.2%	96
Local Business Text Message		3.2%	19
Pandora		22.6%	134
Online Yellow Pages		9.3%	55
Google Search		57.1%	338
eBay		35.5%	210
Spotify		9.1%	54
Pinterest		34.0%	201
Google+ Local		12.3%	73
Clicked on Google Sponsored Ad		14.4%	85
LinkedIn		14.0%	83
Angie's List		3.9%	23
Craigslist		13.9%	82

Value		Percent	Responses
Bing		10.5%	62
Twitter		15.9%	94
Amazon		75.0%	444
None of the above / Does not apply		6.8%	40
Digital Billboard		2.0%	12
Xing		0.3%	2

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

Value		Percent	Responses
Yes		76.5%	453
No		23.5%	139
			Total: 592

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

Value		Percent	Responses
Yes		56.8%	336
No		43.2%	256

Total: 592

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

Value		Percent	Responses
Yes		29.2%	173
No		70.8%	419
			Total: 592

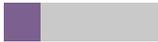
135. Which of the following business categories would you do a Google search to find a business to shop or use if you were planning to buy? (Check all that apply)

Value		Percent	Responses
Apparel and Accessories		56.8%	336
Arts and Entertainment		22.3%	132
Automotive - (General)		24.0%	142
Automotive - (New Vehicle Dealership)		12.7%	75
Automotive - (Used Vehicle Dealership)		16.0%	95
Automotive - (Auto Parts store)		14.5%	86
Automotive - (Auto Repair business)		7.8%	46
Automotive - (Auto Body shop)		5.6%	33
Tire Business		16.9%	100
Beauty and Spa Related Businesses		16.0%	95
Child Related Businesses		7.9%	47
Community and State Services		12.7%	75
Education		17.6%	104
Employment Related Businesses		13.9%	82
Event Planning and Services		7.1%	42
Family Activity Related Businesses		12.2%	72
Farm Equipment and Agriculture Businesses		3.0%	18
Financial Services		9.3%	55
Fitness Businesses or Providers		4.6%	27
General Retail		30.9%	183
Grocery / Market		31.1%	184
Home and Garden Related Businesses		14.7%	87

Value		Percent	Responses
Building Supply/Lumber Business		11.1%	66
Home Service Businesses		5.6%	33
Home Service Contractors		5.2%	31
Hotel and Travel Related Businesses		19.4%	115
Local Services		20.9%	124
Medical Related Businesses - (General)		12.8%	76
Medical Related Businesses - (Chiropractor)		4.2%	25
Medical Related Businesses - (Dentist)		8.3%	49
Medical Related Businesses - (Hospital)		5.6%	33
Nightlife Related Businesses		5.2%	31
Pet / Animal		22.5%	133
Professional Services		9.1%	54
Real Estate Service Businesses		5.9%	35
Recreation Related Businesses		4.9%	29
Restaurant / Bar / Lounge		19.8%	117
Senior Related Businesses		5.9%	35
Specialty Food and Drink		12.0%	71
General Retail - Children's Clothing Store		11.3%	67
General Retail - Clothing Accessory Store		14.9%	88
General Retail - Computer Store		7.3%	43
General Retail - Farming and Agriculture Business		3.0%	18
General Retail - Furniture Store		13.3%	79
General Retail - Hardware Store		9.0%	53

Value		Percent	Responses
General Retail - Home Entertainment Store		6.8%	40
General Retail - Jewelry Store		9.0%	53
General Retail - Major Appliance Store		9.6%	57
General Retail - Men's Clothing Store		13.3%	79
General Retail - Mobile Phone Store		8.3%	49
General Retail - Shoe Store		17.7%	105
General Retail - Women's Clothing Store		24.3%	144
None of the above / Does not apply		16.0%	95
Motorsport Businesses		2.2%	13

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

Value		Percent	Responses
Yes		23.8%	141
No		76.2%	451
			Total: 592

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		20.3%	120
Get a New Part Time Job		11.3%	67
Get a Temporary or Seasonal Job		4.6%	27
Use an Employment or Temporary Employment Agency		3.2%	19
Use a Career Counselor		1.2%	7
Get a Second (or Third) Job		6.8%	40
Get First Job after High School		0.8%	5
Get First Job after College		1.4%	8
None of the above / Does not apply		62.8%	372

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		4.6%	27
Admin & Clerical		12.5%	74
Warehouse		3.2%	19
Accounting		4.7%	28
Hotel - Hospitality		3.7%	22
Health Care		7.4%	44
Grocery		3.7%	22
Banking & Finance		3.7%	22
Customer Service		10.1%	60
Child Care		3.9%	23
Management		4.1%	24
Education		6.6%	39
Government		3.9%	23
Restaurant - Food Services		3.7%	22
Sales & Marketing		3.5%	21
Skilled Labor - Trades		4.1%	24
Transportation		4.6%	27
None of the above / Does not apply		55.9%	331
Agriculture		1.7%	10
Automotive		1.4%	8
Construction		2.2%	13

Value		Percent	Responses
Manufacturing		2.5%	15
Entry Level (New Graduate)		1.0%	6
Real Estate		1.4%	8
Insurance		0.8%	5
Legal		1.7%	10
Media		1.7%	10
NonProfit		2.7%	16
Installation - Maintenance - Repair		1.7%	10
Executive Level		1.0%	6
Engineering		0.7%	4
Information Technology		1.9%	11

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		26.4%	156
Local Agency Site		16.6%	98
Craigslist		5.6%	33
Facebook		13.7%	81
Indeed.com		28.5%	169
LinkedIn		14.0%	83
Monster.com		8.6%	51
CareerBuilder		12.3%	73
GlassDoor		5.7%	34
SimplyHired.com		3.9%	23
AOL Jobs		2.0%	12
SnagAJob.com		4.4%	26
Dice.com		0.8%	5
USAjobs.gov		9.6%	57
USAjobs.org		5.2%	31
ZipRecruiter		11.1%	66
JobDiagnosis		1.4%	8
TheLadders		0.7%	4
None of the above / Does not apply		41.2%	244

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		18.8%	111
Yellow Pages directory		3.4%	20
Direct mail flyer		15.5%	92
Deal program/offer		6.4%	38
Facebook business page offer		12.7%	75
Billboard advertising		5.1%	30
None of the above / Does not apply		63.7%	377

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)		15.2%	90
Purchased an online deal to a local business in the past 3 months		11.7%	69
None of the above / Does not apply		77.7%	460

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		13.9%	82
Read ads and keep them - using one or two		35.8%	212
Read ads and keep them - without using any		6.4%	38
Read ads but throw away without using any		18.4%	109
Throw ads away unread		13.2%	78
Do not receive direct mail or advertisements at home or PO Box		12.3%	73

Total: 592

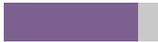
143. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	32 5.4%	141 23.8%	180 30.4%	27 4.6%	31 5.2%	95 16.0%	86 14.5%	592
County election Count Row %	35 5.9%	133 22.5%	183 30.9%	25 4.2%	24 4.1%	104 17.6%	88 14.9%	592
State election Count Row %	30 5.1%	188 31.8%	140 23.6%	24 4.1%	28 4.7%	99 16.7%	83 14.0%	592
Total Total Responses								592

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

Value		Percent	Responses
Yes		83.3%	493
No		16.7%	99
			Total: 592

145. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		88.2%	522
No		11.8%	70
			Total: 592

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		6.1%	36
Used Vehicle Dealership		8.4%	50
New and Used Vehicle Dealership		11.1%	66
Automotive Service		11.7%	69
Tire Store		11.5%	68
Auto Parts Store		21.6%	128
Recreation Vehicle (RV) Dealership		1.0%	6
RV or Camper Repair		1.5%	9
Boat Dealer		1.0%	6
Boat Service		1.0%	6
Motorcycle Dealer		1.2%	7
Motorcycle Repair Shop		0.5%	3
None of the above / Does not apply		59.3%	351

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		2.2%	13
Legal Firm or Attorney		3.5%	21
Insurance Agency		9.5%	56
Tax Advisor		2.5%	15
Telecommunications Provider		2.4%	14
Internet Service Provider		7.4%	44
None of the above / Does not apply		78.7%	466

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		1.0%	6
Hearing Aid Center		1.7%	10
Cardiologist		4.7%	28
Chiropractor		4.6%	27
Dentist		19.3%	114
Dermatologist		6.3%	37
Hospital		7.8%	46
Mental Health Provider		1.9%	11
Optometrist		6.1%	36
Pediatrician		2.5%	15
General Practitioner		8.3%	49
Rehabilitation Clinic		0.8%	5
Urgent Care Clinic		7.3%	43
Surgical Specialist		2.2%	13
Weight Loss Service		4.4%	26
None of the above / Does not apply		61.0%	361

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		2.7%	16
Electrician		4.4%	26
Handyman		6.8%	40
Heating & Air Conditioning Service		5.6%	33
Remodeling Contractor		2.2%	13
General Contractor		4.4%	26
Landscaper		1.9%	11
New Home Builder		1.0%	6
Painting Contractor		0.8%	5
Plumber or Plumbing Contractor		3.0%	18
Roofing Contractor		3.9%	23
None of the above / Does not apply		79.6%	471

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%	23
Home Inspector		3.2%	19
Mortgage Broker		1.2%	7
Property Manager		2.2%	13
Realtor		8.3%	49
None of the above / Does not apply		85.5%	506

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		2.2%	13
Automotive Loan Provider		2.4%	14
Financial Advisor		1.9%	11
Bank		17.9%	106
Credit Union		8.8%	52
None of the above / Does not apply		76.0%	450

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		22.0%	130
Ethnic Restaurant		6.1%	36
Family Style Restaurant		23.5%	139
Fast Food Restaurant		25.0%	148
Fine Dining Restaurant		14.4%	85
Pizza Restaurant		21.1%	125
Restaurant with Bar or Lounge		8.4%	50
None of the above / Does not apply		47.3%	280

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		10.0%	59
Clothing Accessory Store		14.4%	85
Major Appliance Store		5.9%	35
Computer Store		7.9%	47
Farming and Agriculture Business		1.9%	11
Furniture Store		11.5%	68
Grocery Store		24.7%	146
Hardware Store		11.1%	66
Home Entertainment Store		2.7%	16
Jewelry Store		6.6%	39
Mobile Phone Store		7.1%	42
Shoe Store		16.2%	96
Specialty Food Business		2.9%	17
Women's Clothing Store		20.6%	122
Men's Clothing Store		8.8%	52
Children's Clothing Store		12.7%	75
None of the above / Does not apply		47.0%	278

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		10.5%	62
Any Child Related Business		5.6%	33
Any Event Planning Business		1.7%	10
Any Education Business		5.7%	34
Any Fitness Business		4.2%	25
Any Pet Related Business		10.1%	60
Any Senior Related Business		3.9%	23
None of the above / Does not apply		75.7%	448

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		20.6%	122
No		52.5%	311
Does not apply		26.9%	159
			Total: 592

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

Value		Percent	Responses
Apparel and Accessories		3.3%	4
Beauty and Spa		4.9%	6
Education		4.9%	6
Financial Services		4.9%	6
Health and Medical		5.7%	7
Home Service Businesses		3.3%	4
Real Estate		7.3%	9
Restaurant / Bar / Lounge		5.7%	7
Other		39.0%	48
Arts and Entertainment		0.8%	1
Automotive		1.6%	2
Child Related Businesses		0.8%	1
Fitness Businesses or Providers		0.8%	1
General Retail		2.4%	3
Grocery and Specialty Food/Drink		0.8%	1
Home and Garden		2.4%	3
Hotel and Travel		1.6%	2
Local Services		2.4%	3
Motorsport Businesses		0.8%	1
Nightlife		0.8%	1
Pet / Animal		2.4%	3
Pizza Restaurant Types		0.8%	1

Total: 123

Value		Percent	Responses
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Recreation		2.4%	3
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Total: 123

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.		40.2%	49
Computer Hardware		22.1%	27
Office Copier		17.2%	21
Business Logo Apparel		13.9%	17
Networking Hardware or Software		11.5%	14
Office Furniture, Fixtures or Interiors		11.5%	14
Office Cleaning Supplies		27.0%	33
Office Supplies		34.4%	42
Office Printer		13.9%	17
Promotional Items		15.6%	19
Security System		7.4%	9
Telephone Systems		6.6%	8
Uniforms or Work Clothing		15.6%	19
None of the above / Does not apply		30.3%	37

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

Value		Percent	Responses
Business Accounting or CPA		3.3%	4
Business Advertising		10.7%	13
Business Bottled Water Delivery		3.3%	4
Business Advisory Services		3.3%	4
Business Cellular Phone Service		5.7%	7
Business Construction Contractor		5.7%	7
Business Internet Services		7.4%	9
Business Internet Service Provider		5.7%	7
Business Legal Services or Attorney		4.1%	5
Business Marketing Services		5.7%	7
Business Printing Services		3.3%	4
Business Security Services		4.1%	5
Business Sign Company Services		3.3%	4
None of the above / Does not apply		67.2%	82
Business Financial Consulting		1.6%	2
Business Computer Consulting		1.6%	2
Business Employment Agency		2.5%	3
Business Meetings or Conventions		1.6%	2
Business Moving or Storage		2.5%	3
Business Payroll Services		1.6%	2
Business Realty Services		1.6%	2

Value		Percent	Responses
Business Recruitment		2.5%	3
Business Shuttle or Limo Services		1.6%	2
Business Staffing or Temp Services		1.6%	2
Business Travel Agency		0.8%	1
Business General Broadcast Media Service		0.8%	1
Business Television Media Service		1.6%	2
Business Radio Media Service		1.6%	2

159. Which of the following business real estate plans does your company have planned in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Rent New Office		4.1%	5
Buy New Office		2.5%	3
Add New Locations		3.3%	4
Renovate Existing Facilities		10.7%	13
Construct New Facilities		5.7%	7
Buy or Rent Industrial Space		2.5%	3
Buy or Rent Warehouse space		3.3%	4
Install New Commercial Carpeting		3.3%	4
None of the above / Does not apply		76.2%	93

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		5.7%	7
Purchase Used Business Automobiles		5.7%	7
Purchase New Business Trucks		4.9%	6
Purchase Used Business Trucks		6.6%	8
Lease New Business Automobiles		1.6%	2
Lease New Business Trucks		2.5%	3
Purchase New Business Delivery Vehicles		2.5%	3
Purchase Used Business Delivery Vehicles		3.3%	4
Purchase New Heavy Duty or Commercial Business Trucks		1.6%	2
Purchase Used Heavy Duty or Commercial Business Trucks		4.1%	5
None of the above / Does not apply		79.5%	97

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

Value		Percent	Responses
Business Insurance		0.8%	1
Business Health Insurance		2.5%	3
Business Dental Insurance		4.1%	5
Business 401K or Retirement Program		4.9%	6
Business "Key Man" Insurance		3.3%	4
Business Property Insurance		3.3%	4
Business Commercial Insurance		4.1%	5
None of the above / Does not apply		85.2%	104

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

Value		Percent	Responses
Local Newspaper		32.8%	40
Local Newspaper Site		10.7%	13
Local Radio		11.5%	14
Local Television		10.7%	13
Local Free or Alternative publication		10.7%	13
Other Print Publications		10.7%	13
Facebook		42.6%	52
Twitter		3.3%	4
Other Social Media		18.0%	22
Search Engine Optimization (SEO, SEM)		9.0%	11
Word of Mouth or Referrals		36.1%	44
Billboards		9.8%	12
Direct Mail		11.5%	14
Coupons or "Deal of the Day"		10.7%	13
Fliers or Door Hangers		8.2%	10
Sign "Spinners"		4.1%	5
Yellow Pages		10.7%	13
Banner Ads		9.0%	11
Online Advertising		16.4%	20
Retargeting Web Ads		3.3%	4
None of the above / Does not apply		15.6%	19
Telemarketing		1.6%	2

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

Value		Percent	Responses
Have an ongoing digital marketing campaign		6.6%	8
Use social media for promoting business		14.8%	18
Website optimized for mobile (responsive)		6.6%	8
Ongoing search optimization (SEO, SEM)		4.9%	6
Banner ads		11.5%	14
Cost-per-click ads (CPC, PPC)		9.0%	11
Cost-per-mille ads (CPM)		6.6%	8
Programmatic ads		3.3%	4
Retargeting ads		3.3%	4
Video ads		4.9%	6
Google ads (Adwords)		5.7%	7
Facebook ads		27.9%	34
Sponsored content		2.5%	3
Email advertising		13.9%	17
Site analytics		5.7%	7
Use a Digital Agency		3.3%	4
Digital ads through newspaper		9.8%	12
None of the above/Does not apply		46.7%	57

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		5.7%	7
Use social media for promoting business		13.9%	17
Website optimized for mobile (responsive)		5.7%	7
Ongoing search optimization (SEO, SEM)		5.7%	7
Banner ads		11.5%	14
Cost-per-click ads (CPC, PPC)		5.7%	7
Cost-per-mille ads (CPM)		4.1%	5
Programmatic ads		1.6%	2
Retargeting ads		4.1%	5
Video ads		5.7%	7
Google ads (Adwords)		9.8%	12
Facebook ads		19.7%	24
Sponsored content		2.5%	3
Email advertising		12.3%	15
Site analytics		4.1%	5
Use a Digital Agency		3.3%	4
Digital ads through newspaper		9.8%	12
None of the above/Does not apply		54.1%	66

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

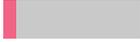
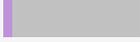
Value		Percent	Responses
Yes		9.2%	11
No		75.0%	90
Don't know		15.8%	19

Total: 120

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%		5.7%	34
1% - 25%		29.6%	175
26% - 50%		26.0%	154
51% - 75%		20.8%	123
76% - 100%		17.9%	106
			Total: 592
			Avg 42%

167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		1.0%	6
20 - 24		0.8%	5
25 - 30		4.7%	28
31 - 34		4.9%	29
35 - 40		9.1%	54
41 - 45		7.1%	42
46 - 49		7.6%	45
50 - 54		11.3%	67
55 - 60		16.9%	100
61 - 69		22.5%	133
70 or older		14.0%	83

Total: 592

Avg 54

168. What state do you live in?

Value		Percent	Responses
Louisiana		47.5%	281
Mississippi		52.5%	311
			Total: 592

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

Value		Percent	Responses
Metro / Urban		7.1%	42
Small/Mid-Size Town		45.1%	267
Suburban		9.1%	54
Rural		35.6%	211
Vacation community		0.2%	1
Other		2.9%	17

Total: 592

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.3%	2
Some High School (Not Graduate)		4.2%	25
High School Graduate (12th grade)		18.4%	109
Vocational or Technical Training		8.1%	48
Some College		25.2%	149
College Graduate		26.0%	154
Some Post-Graduate Study (No Advanced Degree)		5.4%	32
Post-Graduate Degree		12.3%	73

Total: 592

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

Value		Percent	Responses
Under \$20,000		22.3%	130
\$20,000 - \$24,999		9.6%	56
\$25,000 - \$29,999		8.2%	48
\$30,000 - \$34,999		7.7%	45
\$35,000 - \$39,999		4.5%	26
\$40,000 - \$44,999		5.0%	29
\$45,000 - \$49,999		4.1%	24
\$50,000 - \$74,999		13.9%	81
\$75,000 - \$99,999		8.0%	47
\$100,000 - \$124,999		6.7%	39
\$125,000 - \$149,999		3.6%	21
\$150,000 - \$200,000		4.1%	24
Over \$200,000		2.4%	14

Total: 584

Avg \$57,611

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.7%	4
Black or African-American		31.1%	184
White or Caucasian		57.3%	339
Hispanic		0.3%	2
Other		2.0%	12
Prefer not to answer		8.6%	51

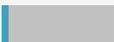
Total: 592

173. Are you...

Value		Percent	Responses
Male		20.9%	124
Female		76.7%	454
Prefer not to answer		2.4%	14

Total: 592

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

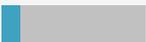
Value	Percent	Responses
Single Family Home 	76.7%	454
Apartment 	6.1%	36
Condominium 	0.2%	1
Mobile Home 	12.3%	73
Other 	4.7%	28
		Total: 592

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

Value		Percent	Responses
Owned		70.3%	416
Rented		20.4%	121
Occupied Without Payment of Rent		2.9%	17
Other		6.4%	38

Total: 592

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

Value		Percent	Responses
None		66.2%	392
1		13.0%	77
2		10.0%	59
3		7.3%	43
4 or more		3.5%	21
			Total: 592

177. If available, would you like to receive coupons or special promotions from businesses in your area for the products & services you indicated in the survey that your household plans to buy?

Value		Percent	Responses
Yes		55.4%	326
No		44.6%	262

Total: 588