

# The Pulse of America 2020 Survey Report (Mid-Atlantic Region)

## Response Counts



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Total: 931

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

Value	Percent	Responses
Yes	100.0%	931
		<b>Total: 931</b>

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


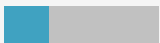
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	231 24.8%	228 24.5%	352 37.8%	120 12.9%	931
Business news Count Row %	236 25.3%	322 34.6%	279 30.0%	94 10.1%	931
Government news Count Row %	388 41.7%	311 33.4%	174 18.7%	58 6.2%	931
High school sports news Count Row %	120 12.9%	131 14.1%	366 39.3%	314 33.7%	931
Crime news Count Row %	413 44.4%	315 33.8%	160 17.2%	43 4.6%	931
Clubs and organizations news Count Row %	110 11.8%	257 27.6%	436 46.8%	128 13.7%	931
Total Total Responses					931

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 %	10 1.1%	23 2.5%	104 11.2%	476 51.1%	300 32.2%	18 1.9%	931
Local news coverage Count Row %	18 1.9%	66 7.1%	126 13.5%	442 47.5%	262 28.1%	17 1.8%	931
Reporting objectivity Count Row %	53 5.7%	75 8.1%	203 21.8%	370 39.7%	195 20.9%	35 3.8%	931
Headline objectivity Count Row %	34 3.7%	73 7.8%	213 22.9%	396 42.5%	194 20.8%	21 2.3%	931
Local school news Count Row %	20 2.1%	54 5.8%	224 24.1%	376 40.4%	142 15.3%	115 12.4%	931
County news coverage Count Row %	16 1.7%	47 5.0%	159 17.1%	485 52.1%	196 21.1%	28 3.0%	931
Local city/community news coverage Count Row %	16 1.7%	70 7.5%	166 17.8%	454 48.8%	200 21.5%	25 2.7%	931
Environmental news coverage Count Row %	11 1.2%	58 6.2%	239 25.7%	417 44.8%	151 16.2%	55 5.9%	931
Courts and cops news coverage Count Row %	20 2.1%	55 5.9%	182 19.5%	450 48.3%	181 19.4%	43 4.6%	931
Local sports coverage Count Row %	18 1.9%	48 5.2%	178 19.1%	336 36.1%	201 21.6%	150 16.1%	931




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	10	37	160	434	238	52	931
Count	1.1%	4.0%	17.2%	46.6%	25.6%	5.6%	
Row %							
People and features coverage	10	34	197	448	197	45	931
Count	1.1%	3.7%	21.2%	48.1%	21.2%	4.8%	
Row %							
Total							
Total Responses							931

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

Value		Percent	Responses
Yes		69.7%	649
No		30.3%	282


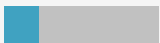
**Total: 931**

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

Value		Percent	Responses
Yes		36.7%	238
No		59.8%	388
None of the above / Does not apply		3.5%	23

Total: 649




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

Value		Percent	Responses
Yes		77.0%	717
No		23.0%	214

**Total: 931**


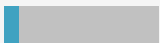


7. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		38.0%	273
No		57.5%	413
None of the above / Does not apply		4.5%	32



**Total: 718**

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

Value		Percent	Responses
Yes		89.7%	835
No		10.3%	96






**Total: 931**

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		48.1%	402
No		51.9%	433

**Total: 835**

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




Value		Percent	Responses
1		42.2%	352
2		47.5%	397
3		7.4%	62
4		1.3%	11
5 or more		1.6%	13
			<b>Total: 835</b>

### Statistics


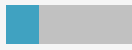



Average

1.7

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













Value		Percent	Responses
Adult male		65.4%	546
Adult female		76.4%	638
Minor under 18		2.3%	19

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

Value		Percent	Responses
Yes, always		17.7%	148
Yes, frequently		25.5%	213
Yes, sometimes		36.5%	305
Seldom		16.3%	136
Never		4.0%	33

Total: 835

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		26.1%	218
Local Daily Newspaper		80.2%	670
Local Paid Weekly Community Newspaper		25.5%	213
Local Free Weekly Print Publication (a Shopper or Newspaper)		53.5%	447
Local Alternative Publication		5.1%	43
Local City or Regional Magazine		26.2%	219
Local Specialty Publication		12.6%	105
Local Business Publication		10.2%	85
Local Ethnic Publication		3.5%	29
Local Parenting Publication		1.8%	15
Local Senior Publication		16.8%	140
None of the above / Does not apply		2.4%	20

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

	Always	Frequently	Occasionally	Never	Responses
<b>Classified Ads</b>					
Count	64	113	413	245	835
Row %	7.7%	13.5%	49.5%	29.3%	
<b>Retail Store Ads</b>					
Count	271	311	229	24	835
Row %	32.5%	37.2%	27.4%	2.9%	
<b>Ad Inserts</b>					
Count	252	285	237	61	835
Row %	30.2%	34.1%	28.4%	7.3%	
<b>Real Estate Ads</b>					
Count	52	138	401	244	835
Row %	6.2%	16.5%	48.0%	29.2%	
<b>Automotive Ads</b>					
Count	31	69	369	366	835
Row %	3.7%	8.3%	44.2%	43.8%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	144	314	316	61	835
Row %	17.2%	37.6%	37.8%	7.3%	
<b>Political Ads</b>					
Count	69	145	367	254	835
Row %	8.3%	17.4%	44.0%	30.4%	
<b>Legal Notices</b>					
Count	45	86	303	401	835
Row %	5.4%	10.3%	36.3%	48.0%	
<b>Total</b>					
Total Responses					835






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

Value		Percent	Responses
Published in the Local Newspaper		48.0%	447
Posted on a Government Website		10.4%	97
No preference		41.6%	387



**Total: 931**

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		10.2%	95
No		88.9%	828
Don't know		0.9%	8



**Total: 931**

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		24.2%	23
Satisfactory response (received many inquiries)		45.3%	43
Poor response (received very few inquiries)		30.5%	29








**Total: 95**

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

Value		Percent	Responses
Yes		43.7%	407
No		56.3%	524

**Total: 931**

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

Value		Percent	Responses
Daily		15.3%	142
Couple times week		13.7%	128
Weekly		4.3%	40
Couple times month		11.8%	110
Monthly		3.0%	28
Less Monthly		21.8%	203
Have not visited / Does not apply		30.1%	280














**Total: 931**

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		8.2%	76
Auto Detailing Shop		4.6%	43
Oil Change Station		39.8%	371
Auto Parts Store		26.3%	245
Auto Repair Shop		27.3%	254
Auto Salvage Yard		3.9%	36
Auto Battery Store		5.7%	53
Car Wash		61.5%	573
Gas Station		75.9%	707
New Vehicle Dealership		17.3%	161
Used Vehicle Dealership		8.6%	80
Tire Store		17.8%	166
None of the above / Does not apply		9.9%	92
Auto Glass Repair Shop		2.3%	21
Auto Paint Shop		1.9%	18
Auto Towing Service		2.1%	20
Auto Window Tinting		1.7%	16
Auto Stereo Installation		1.2%	11
Car Audio Store		1.7%	16
Commercial Truck Dealership		0.5%	5
Commercial Truck Repair Shop		0.5%	5

Value		Percent	Responses
Pick and Pull Lot		1.4%	13
Recreation Vehicle (RV) Dealership		1.4%	13
RV or Camper Repair		1.6%	15
Trailer & Utility Trailer		1.2%	11
Trailer Rental Service		0.6%	6

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

Value		Percent	Responses
Boat Dealer		1.0%	9
Boating Accessory Store		2.3%	21
Boat Repair Shop		0.6%	6
Boat Rental Service		0.9%	8
All-Terrain Vehicle (ATV) Dealer		2.0%	19
Watercraft Dealer		0.4%	4
Watercraft Rental Shop		0.9%	8
Motorcycle Dealer		1.8%	17
Motorcycle Repair Shop		1.1%	10
Motorcycle Accessory Store		2.7%	25
Golf Cart Dealer		1.2%	11
Boat and RV Storage Facility		1.2%	11
None of the above / Does not apply		91.3%	850



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













Value		Percent	Responses
New Farm Equipment Dealer		0.6%	6
Used Farm Equipment Dealer		1.5%	14
Farm Truck and Tractor Repair Shop		1.3%	12
Agriculture Farm Supply Store		6.1%	57
Agricultural Service		1.0%	9
Farming Structure Building Contractor		0.4%	4
Animal Feed Store		7.4%	69
None of the above / Does not apply		88.2%	821

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		58.4%	544
Bakery		63.1%	587
Specialty Cake Bakery		8.6%	80
Cupcake Shop		6.7%	62
Donut Shop		44.4%	413
Beverage Distributor		18.2%	169
Beer Shop		22.3%	208
Brewery or Brew Pub		20.8%	194
Candy Store		17.1%	159
Cheese Shop		14.1%	131
Chocolate Shop		18.0%	168
Coffee & Tea Shop		33.2%	309
Espresso or Coffee Shop		29.1%	271
Cookie Store		6.3%	59
Convenience Store		69.8%	650
Dessert Restaurant		7.8%	73
Distillery		4.7%	44
Ethnic Food Restaurant		31.6%	294
Ice Cream or Frozen Yogurt Shop		40.8%	380
Smoothie or Juice Bar		9.2%	86
Liquor Store		56.6%	527

Value		Percent	Responses
Tea Shop		6.2%	58
Winery		13.7%	128
Wine Shop		21.7%	202
U-Brew Beer or Wine Store		3.7%	34
None of the above / Does not apply		4.5%	42

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		14.4%	134
Grocery Store (Discount)		39.8%	371
Grocery Store (Ethnic)		9.9%	92
Farmers Market		45.9%	427
Grocery Store (Co-op)		14.3%	133
Grocery Store (Independent/Citywide)		18.6%	173
Grocery Store (Major or Regional Chain)		89.2%	830
Meat Market or Butcher Shop		20.8%	194
Grocery Store (Neighborhood/Local/Mom & Pop)		24.2%	225
Seafood Market		16.6%	155
Specialty Food Market		13.7%	128
None of the above / Does not apply		1.1%	10













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		39.1%	364
Day Spa		10.6%	99
Eyelash Extension Salon		1.4%	13
Hair Removal Salon		3.9%	36
Hair and Beauty Salon (Find New or Change Existing)		49.9%	465
Makeup Artist		2.0%	19
Massage Spa		18.5%	172
Nail Salon		35.7%	332
Skin Care Store		4.4%	41
Tanning Salon		2.1%	20
Tattoo Studio		4.7%	44
None of the above / Does not apply		16.9%	157

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

Value		Percent	Responses
Arcade		8.4%	78
Arts & Crafts Fair		33.8%	315
Casino		28.2%	263
Community Theatre		26.1%	243
Movie Theater		63.2%	588
Museum		30.2%	281
Live Theater		28.2%	263
Performing Arts Center		26.0%	242
Bingo Hall		7.6%	71
Social Club		9.0%	84
Stadium or Arena		24.0%	223
Wine Tour		8.3%	77
Music Festival		18.5%	172
Wine Festival		11.6%	108
Food Festival		30.2%	281
Seasonal Festival		29.0%	270
Arts Organization		9.2%	86
Cultural Center		9.2%	86
Local Festival		28.5%	265
Historical Society		12.5%	116
None of the above / Does not apply		11.6%	108
Rodeo		2.4%	22

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		22.0%	205
Professional Sports Team		23.4%	218
Amusement Center / Park		31.4%	292
Family Play Center		5.9%	55
Family Entertainment Center		12.2%	114
Go Kart Track		5.7%	53
Horseback Riding		7.0%	65
Outdoor Park		32.9%	306
Ice Skating or Roller Rink		10.7%	100
Athletic Club		16.9%	157
Zoo		26.3%	245
None of the above / Does not apply		30.3%	282












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

Value		Percent	Responses
Boxing Gym		1.5%	14
CrossFit Gym		2.6%	24
Dance Studio		3.8%	35
Fitness Boot Camp		2.3%	21
Exercise Classes		19.4%	181
Gym, Fitness or Athletic Club		36.9%	344
Martial Arts Studio		2.4%	22
Personal Trainer		5.0%	47
Rock Climbing Gym		1.9%	18
Swimming Lessons		3.8%	35
Yoga Studio		11.6%	108
None of the above / Does not apply		49.6%	462
















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

Value		Percent	Responses
Archery Range		3.0%	28
Bait & Tackle Shop		11.5%	107
Bicycle Shop		7.0%	65
Bicycle Repair Shop		7.1%	66
Bicycle Rental Service		2.8%	26
Bowling Alley		20.2%	188
Dive Shop		0.3%	3
Fishing Supply Store		9.9%	92
Golf Course		14.0%	130
Golf Driving Range		12.6%	117
Golf Pro Shop		7.1%	66
Gun Shooting Range		10.1%	94
Gun Store		7.4%	69
Miniature Golf Course		19.4%	181
Outdoor Gear Store		6.9%	64
Ski Shop		4.4%	41
New Sporting Goods Store		9.7%	90
Used Sporting Goods Store		4.4%	41
None of the above / Does not apply		43.9%	409

30. Which of the following types of NIGHTLIFE 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		4.7%	44
Bar, Lounge or Pub		43.0%	400
Comedy Club		15.3%	142
Dancing or Night Club		8.3%	77
Music or Concert Hall		29.8%	277
Billiard Hall		3.0%	28
Sports Bar		23.8%	222
Wine Bar		10.8%	101
None of the above / Does not apply		37.3%	347

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






Value		Percent	Responses
Boat Charter		3.2%	30
Card or Stationery Store		23.7%	221
Announcement Printing Service		3.1%	29
Catering Service		8.9%	83
Disc Jockey (DJ)		2.9%	27
Event Coordinator		2.3%	21
Hotel Meeting Room or Event Space		3.0%	28
Musician or Band		5.4%	50
Party Supply Store		16.3%	152
Photographer		4.3%	40
Event Space or Venue		4.1%	38
Videographer		1.6%	15
Wedding Venue or Banquet Hall		2.8%	26
Wedding Planner		1.9%	18
None of the above / Does not apply		60.9%	567

32. Which of the following types of EDUCATION BUSINESSES do you or the members of your household plan to use or look into using in the NEXT 12 MONTHS? (Check all that apply.)















Value		Percent	Responses
Continuing Education Courses		14.9%	139
University		9.6%	89
Community College		10.8%	101
Elementary School		3.4%	32
Middle or High School		7.1%	66
Adult Education School		12.5%	116
Art School		3.8%	35
Driving School		3.7%	34
Graduate school		3.3%	31
Lecture or Seminar Series		5.8%	54
None of the above / Does not apply		58.9%	548
Preschool		1.3%	12
Charter School		1.3%	12
Culinary School		2.1%	20
Beauty School		1.1%	10
Dance Studio		2.1%	20
Language School		1.3%	12
Musical Instruments and Lessons		2.8%	26
Tutoring Center		1.0%	9
Private Elementary School		0.6%	6
Private Middle School		0.2%	2

Value		Percent	Responses
Private High School		0.6%	6
Private K-12 School		1.0%	9
Private Tutor		0.5%	5
Vocational School		1.4%	13
Real Estate School		1.0%	9
Aviation / Flight School		1.1%	10
Parochial School		1.0%	9

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

Value		Percent	Responses
Bank		31.4%	292
Credit Union		11.2%	104
Financial Advisor		12.7%	118
Stockbroker		4.5%	42
None of the above / Does not apply		61.3%	571

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






Value		Percent	Responses
Auto Broker		2.3%	21
Bankruptcy Service		1.3%	12
Business Development Service		0.8%	7
Bookkeeping Service		1.9%	18
Car Leasing Service		6.2%	58
Check Cashing Service		1.8%	17
Credit Repair Service		1.8%	17
Credit Counseling Service		2.0%	19
Debt Consolidation Company		1.8%	17
Money Transfer Service		2.9%	27
Payday Loan Company		0.8%	7
Tax Return Service		30.9%	288
Title Loan Company		0.8%	7
None of the above / Does not apply		59.5%	554
























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		9.9%	92
Dentist		38.0%	354
General Practitioner		20.3%	189
Family Practitioner		20.2%	188
Optometrist		21.5%	200
Pediatrician		3.2%	30
None of the above / Does not apply		49.0%	456

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		11.9%	111
Hospital		7.2%	67
Medical Clinic		7.0%	65
Mental Health Service		3.8%	35
None of the above / Does not apply		80.2%	747









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

Value		Percent	Responses
Acupuncturist		5.6%	52
Allergy or Asthma Specialist		11.2%	104
Cardiologist		27.7%	258
Cancer Specialist		6.1%	57
Mental Health Provider		7.5%	70
Dermatologist		32.9%	306
Denture or Implant Specialist		11.4%	106
Cosmetic Dentist		4.7%	44
Obstetrician & Gynecologist		20.7%	193
Oral Surgeon		6.3%	59
Orthodontist		3.8%	35
Ear, Nose & Throat Doctor		17.3%	161
Gastroenterologist		19.2%	179
Internal Medicine Doctor		29.1%	271
Massage Therapist		13.5%	126
Nutritionist or Dietician		4.7%	44
Oncologist		5.0%	47
Ophthalmologist		23.2%	216
Orthopedist		7.5%	70
Physical Therapist		12.6%	117
Psychiatrist		5.3%	49

Value		Percent	Responses
Podiatrist		12.0%	112
Urologist		13.3%	124
None of the above / Does not apply		15.7%	146
Cardiovascular Surgeon		1.4%	13
Cryotherapy		0.6%	6
Cosmetic or Plastic Surgeon		2.9%	27
Home Health Care Provider		2.1%	20
Naturopathic Practitioner		2.1%	20
Surgical Specialist		2.9%	27

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		3.3%	31
Blood Donation Center		8.4%	78
Hearing Aid Center		8.5%	79
Laboratory or Medical Testing Facility		25.3%	236
Medical Imaging Service		15.8%	147
Mental Health Service		4.0%	37
Pain Management Physician		5.7%	53
Pain Clinic		3.2%	30
Sleep Disorder Clinic		3.3%	31
Urgent Care Clinic		9.6%	89
Walk-In Clinic		11.8%	110
None of the above / Does not apply		42.7%	398
Alcoholism Treatment Program		0.5%	5
Alzheimer's or Memory Care Facility		0.9%	8
Drug Addiction Treatment Center		0.6%	6
Drug Testing Service		0.8%	7
Hospice Care Provider		0.3%	3
Laser Eye Surgery Clinic		2.7%	25
Memory Care Facility		0.4%	4
Medical Marijuana Authorization		2.7%	25
Medical Marijuana Dispensary		2.9%	27

Value		Percent	Responses
Medical Spa		1.2%	11
Mental Health Clinic		2.0%	19
Medical Supply Store		2.4%	22
Pain Control Clinic		1.9%	18
Physical Health Center		1.8%	17
Rehabilitation Clinic		1.7%	16
Sports Medicine Clinic		1.2%	11
Vascular Surgeon or Vein Center		2.3%	21

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		53.1%	494
Regional Airport		20.1%	187
Bed & Breakfast		11.8%	110
Campground		6.8%	63
Cruise Line		15.1%	141
Hotel or Motel (Local)		8.8%	82
Hotel or Motel (Out-of-Town)		55.7%	519
Luggage-Travel Store		1.7%	16
RV Rental Company		0.8%	7
Ski Resort		4.5%	42
Tour Company		5.2%	48
Shuttle Service		7.6%	71
Limo Service		8.2%	76
Taxi Service		10.3%	96
Travel Agent		9.8%	91
None of the above / Does not apply		24.9%	232



















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		4.4%	41
Courier or Delivery Service		6.2%	58
Compost / Yard Waste Service		3.4%	32
Dry Cleaning or Laundry Service		37.3%	347
Electronics Repair Shop		3.9%	36
Information Technology (IT) Service		3.1%	29
Jewelry Repair Shop		13.4%	125
Mail Store		16.0%	149
Printing Service		4.6%	43
Propane Dealer		10.5%	98
Junkyard		5.2%	48
Recycling Center		21.8%	203
Self-Storage Facility		6.0%	56
Sewing and Alterations Shop		6.6%	61
Small Engine Repair Shop		3.8%	35
Shipping Center		13.2%	123
Shoe Repair Shop		9.3%	87
Watch or Clock Repair Shop		10.1%	94
Mobile or Cell Phone Repair Shop		5.6%	52
Car Rental Agency		11.0%	102
None of the above / Does not apply		27.0%	251







Value		Percent	Responses
Bottled Water Delivery Service		2.8%	26
Moving Truck Rental Company		2.5%	23
Propane Home Heating Service		2.9%	27
Funeral Service Provider		1.3%	12
Cremation Service Provider		1.0%	9
Marriage Counselor		1.0%	9
Tool / Equipment Rental Service		2.1%	20






















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
























Value		Percent	Responses
Chamber of Commerce		4.0%	37
Charity or Philanthropic Organization		9.7%	90
Church		45.6%	425
City or Municipal Service		16.8%	156
Community Organization		8.2%	76
Government or Political Service		3.1%	29
Community Service or Non-Profit Organization		7.8%	73
City Center		2.1%	20
City or Town Hall		17.8%	166
Civic Center		2.8%	26
Community Center		13.6%	127
Convention Center		2.1%	20
County Government Office		8.2%	76
Department of Social Services		5.5%	51
Employment Center		3.8%	35
Government Economic Program		1.9%	18
Youth Organization		3.4%	32
None of the above / Does not apply		32.7%	304

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		14.5%	135
Painting Contractor		11.8%	110
Plumber or Plumbing Contractor		16.1%	150
None of the above / Does not apply		73.7%	686

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

Value		Percent	Responses
Asphalt / Paving Contractor		8.9%	83
Appliance Repair Service		8.4%	78
Air Duct Cleaning Service		9.0%	84
Carpenter or Woodworker		9.8%	91
Carpet Installation Contractor		6.0%	56
Concrete Contractor		3.1%	29
Countertop Contractor		3.7%	34
Drywall Installation or Repair Contractor		5.7%	53
Deck Builder		3.3%	31
Fencing Contractor		4.4%	41
Furnace Contractor		7.1%	66
Flooring Installation Service		8.2%	76
Handyman		22.8%	212
Home Security Company		3.5%	33
Heating & Air Conditioning Service		18.3%	170
Garage Door Contractor		4.5%	42
Garbage Collection Service		9.3%	87
General Contractor		9.5%	88
Gutter Installation or Repair Contractor		3.1%	29
Junk Removal or Hauling Service		6.6%	61
Kitchen or Bath Remodeling Company		5.8%	54

Value		Percent	Responses
Landscaping Service		16.4%	153
Roofing Contractor		5.2%	48
Remodeling Contractor		3.3%	31
Window Installer		4.1%	38
None of the above / Does not apply		33.6%	313
Alternative Energy Service		1.7%	16
Demolition Contractor		0.5%	5
Fire & Water Damage Restoration Service		0.5%	5
Foundation Contractor		0.9%	8
Handicap Access Contractor		0.4%	4
Heavy Construction Machinery		0.3%	3
Home Maintenance Service		2.3%	21
Garage Builder		0.6%	6
Insulation Installer		0.9%	8
Mover or Moving Company		1.8%	17
New Home Builder		0.1%	1
Landscape Architect		1.6%	15
Septic Tank Contractor		2.7%	25
Siding Installation or Repair Contractor		1.1%	10
Stone or Marble Company		0.9%	8
Solar Energy Contractor		1.7%	16
Tile Contractor		2.0%	19
Waterproofing Contractor		1.0%	9

**Value**

**Percent**

**Responses**

Water Well Drilling Contractor






0.3%

3












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

Value	Percent	Responses
Arborist	4.9%	46
Carpet Cleaning Service	9.3%	87
Fuel or Oil Home Heating Service	12.4%	115
Furnace Cleaning Service	13.3%	124
Home Pressure Washing Service	4.9%	46
Home Gardening Service	3.8%	35
House Cleaning Service	10.8%	101
Lawn Care Service	21.4%	199
Landscaper	11.8%	110
Pest Control Service or Exterminator	9.6%	89
Shades & Blinds Installation Service	3.1%	29
Television or Internet Service Provider	19.3%	180
Window & Door Installation Service	4.2%	39
None of the above / Does not apply	37.6%	350
Awning & Tent Company	1.5%	14
Bathtub Refinishing Service	1.7%	16
Cabinet Refacing Service	2.3%	21
Furniture Upholstery Service	2.0%	19
Home Theater Installation Service	0.5%	5
Interior Designer	1.4%	13
Key or Locksmith Service	2.9%	27





Value		Percent	Responses
Pool Cleaning Service		2.5%	23
Water Treatment Supply & Service		2.1%	20
Wallcoverings Store		0.4%	4







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		2.0%	19
Assisted Living Facility		1.1%	10
Retirement Home		1.0%	9
Nursing Home		1.7%	16
55+ Housing Community		10.0%	93
Senior Center		8.5%	79
Adult Day Care		1.4%	13
Geriatric Physician		1.1%	10
Respite Relief Provider		0.6%	6
Senior Care Placement Agency		0.6%	6
None of the above / Does not apply		80.7%	751











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

Value		Percent	Responses
Childcare or Daycare		3.3%	31
Summer Camp		3.9%	36
Sports Camp		2.1%	20
None of the above / Does not apply		93.0%	866








47. Which of the following CHILD related BUSINESSES do you or members of your household plan to shop at or purchase from, in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Children's Clothing Store		19.9%	185
Children's Shoe Store		8.3%	77
Children's Furniture Store		1.8%	17
None of the above / Does not apply		79.5%	740





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		4.0%	37
Animal Daycare		3.8%	35
Emergency Animal Hospital		3.2%	30
Pet Boarding		7.1%	66
Pet Groomer		14.3%	133
Pet Sitter		5.6%	52
Pet Trainer		2.4%	22
Pet Walker		1.7%	16
Veterinarian		39.4%	367
None of the above / Does not apply		53.9%	502














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		6.9%	64
Bird Specialty Store		0.8%	7
Bird Shop		0.6%	6
Pet Boutique		1.2%	11
Fish or Aquarium Store		3.8%	35
Pet Store		37.7%	351
None of the above / Does not apply		56.5%	526















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		2.0%	19
Realtor		8.6%	80
Real Estate Brokerage Firm		1.5%	14
None of the above / Does not apply		89.7%	835

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		3.5%	33
Developer		0.3%	3
Estate Appraiser		1.0%	9
Estate Liquidator		0.2%	2
Home Inspector		4.5%	42
Home Staging Company		0.6%	6
Manufactured or Modular Home Builder		1.3%	12
New Home Builder		1.1%	10
Mortgage Banker		2.5%	23
Mortgage Broker		3.0%	28
Real Estate Appraiser		4.9%	46
Title & Escrow Company		2.7%	25
None of the above / Does not apply		87.4%	814
























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		53.2%	495
Family Style Restaurant		38.6%	359
Buffet Restaurant		19.3%	180
Fine Dining Restaurant		37.6%	350
Restaurant with Lounge or Bar		33.3%	310
Pizza Restaurant		61.9%	576
Ethnic Restaurant		22.0%	205
Chinese Restaurant		42.7%	398
Mexican Restaurant		23.5%	219
Italian Restaurant		48.1%	448
Japanese or Sushi Restaurant		13.6%	127
Thai Restaurant		10.5%	98
Indian Restaurant		6.9%	64
None of the above / Does not apply		5.9%	55
























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
















Value		Percent	Responses
Art Supply Store		10.3%	96
Art Gallery		5.2%	48
Craft Supply Store		23.4%	218
Bookstore		39.2%	365
Candle Shop		13.0%	121
Cigar Store		3.8%	35
Comic Book Shop		3.9%	36
Computer Store		10.8%	101
Department Store		67.2%	626
Discount Store		55.9%	520
Drugstore or Pharmacy		69.8%	650
Electronics Store		16.8%	156
Fabric Store		9.3%	87
Florist		11.2%	104
Gift Shop		20.5%	191
Herb Shop or Herbalist		3.7%	34
Hobby Shop		13.7%	128
Mobile Phone Store		17.9%	167
Music and Video Store		5.0%	47
Music Instrument Store		4.0%	37
Music Store		5.2%	48

Value		Percent	Responses
Office Equipment & Supply Store		17.6%	164
Outlet Store		29.5%	275
Flea Market		23.1%	215
Religious Supply or Gift Shop		4.5%	42
Scrap Metal Dealer		3.4%	32
Shopping Center		48.4%	451
Consignment Shop		19.9%	185
Tobacco Store		3.3%	31
Toy Store		11.3%	105
Record Store		4.4%	41
Vitamin or Supplement Store		14.1%	131
Wholesale, Warehouse or Club Store		30.6%	285
Thrift Store		27.9%	260
Yard Equipment Store		6.9%	64
Camera Store		4.8%	45
Marijuana Dispensary		3.5%	33
CBD Store		4.7%	44
Gun Shop		6.0%	56
Christian Book Store		5.6%	52
Christmas Store		22.8%	212
Yarn Store		3.2%	30
None of the above / Does not apply		4.5%	42
Adult Video or Adult Store		1.7%	16






















Value		Percent	Responses
Home and Office Battery Store		2.6%	24
New Age Book Store		1.9%	18
Coin Shop		2.5%	23
Equipment Rental Store		2.4%	22
Knife Store		0.8%	7
Military Surplus Store		1.5%	14
Monument or Memorial Company		0.9%	8
Pawn Shop		2.3%	21
Sewing Studio		1.2%	11
Sign Store		0.5%	5
Vape or Smoke Shop		2.8%	26
Trophy or Award Store		0.5%	5
Wedding Supply Store		1.8%	17
Survival Store		0.5%	5
Bead Store		2.7%	25
Security Service		0.9%	8
Gold/Silver/Precious Metal Dealer		2.6%	24

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		15.4%	143
Major Appliance Store		9.1%	85
Small Appliance Store		4.7%	44
TV & Appliance Store		8.3%	77
Baby Supply & Furniture Store		3.8%	35
Bath & Accessory Store		26.6%	248
Building Supply Store or Lumber Yard		20.3%	189
Carpet Store		7.4%	69
Fireplace, Wood Stove or Barbeque Store		3.7%	34
Flooring Store		9.6%	89
Frame Shop		3.8%	35
Furniture Store		14.7%	137
Hardware Store		35.4%	330
Home & Garden Center		46.0%	428
Home Decor Store		18.7%	174
Lighting Store		4.5%	42
Mattress or Bedding Store		8.8%	82
Plant Nursery & Garden Supply Store		20.8%	194
Outdoor Furniture Store		4.4%	41
Paint Store		13.7%	128
Rug Store		4.7%	44

Value		Percent	Responses
Pool & Spa Dealer		4.0%	37
Tool Store		5.2%	48
Vacuum Store		3.3%	31
TV Store		4.3%	40
None of the above / Does not apply		18.8%	175
Cabinet Store		2.7%	25
Clock Shop		1.8%	17
Furniture Restoration Shop		2.9%	27
Hot Tub or Spa Dealer		1.3%	12
Rent-to-Own Store		1.0%	9
Solar Energy Equipment Dealer		1.1%	10
Tool Rental Center		2.3%	21
Window Store		2.7%	25
Futon Store		0.6%	6
Used Building Supply Store		1.9%	18








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

Value		Percent	Responses
Activewear Store		22.8%	212
Beauty Supply Store		23.8%	222
Clothing Accessory Store		29.5%	275
Menswear Store		22.2%	207
Women's Clothing Store		50.5%	470
Eyewear & Opticians Store		31.8%	296
Jewelry Store		15.5%	144
Lingerie Store		7.9%	74
Outdoor Clothing Store		12.8%	119
Perfume Store		7.0%	65
Shoe Store		44.9%	418
Sportswear Store		16.5%	154
Swimwear Store		7.7%	72
Watch Store		3.4%	32
None of the above / Does not apply		18.7%	174
Bridal Shop		1.8%	17
Fur Store		0.6%	6
Leather Goods Store		2.6%	24
Logo Apparel Store		2.8%	26
Maternity Store		0.8%	7
Western Wear Store		1.5%	14

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		12.1%	113
Disaster Insurance		0.6%	6
Insurance Agency		8.1%	75
Immigration Lawyer / Law		0.8%	7
Legal Firm or Attorney		5.7%	53
Tax Advisor		7.0%	65
None of the above / Does not apply		75.3%	701

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

Value		Percent	Responses
Commercial Builder		0.3%	3
Architect or Architecture Firm		1.4%	13
Employment or Staffing Agency		4.5%	42
Graphic Designer		1.0%	9
Life Coach		1.4%	13
Private Investigator		0.2%	2
None of the above / Does not apply		92.9%	865






















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
None of the above / Does not apply		91.4%	851
Purchase New All-Terrain Vehicle (ATV)		0.8%	7
Purchase New Boat		0.8%	7
Purchase New Personal Watercraft		0.2%	2
Purchase New Motorcycle		0.3%	3
Purchase New Motorcycle Trike		0.3%	3
Purchase New Snowmobile		0.2%	2
Purchase Used All-Terrain Vehicle (ATV)		0.3%	3
Purchase Used Boat		0.9%	8
Purchase Used Personal Watercraft		0.6%	6
Purchase Used Motorcycle		0.8%	7
Purchase Used Motorcycle Trike		0.1%	1
Purchase Used Snowmobile		0.3%	3
Have Motorcycle Repaired		1.9%	18
Purchase Motorcycle Parts		2.0%	19
Have Boat Repaired or Serviced		1.8%	17
Purchase Boat Parts		1.6%	15
Purchase Marine Electronics		0.6%	6
Purchase New Golf Cart		0.6%	6
Purchase Used Golf Cart		0.5%	5
Purchase Motorcycle Apparel		1.8%	17
Rent Snowmobile		0.6%	6


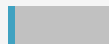






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.5%	5
Purchase New Class B RV		0.2%	2
Purchase New Class C RV		0.4%	4
Purchase New Travel Trailer or 5th Wheel		0.1%	1
Purchase New Camper Shell		0.2%	2
Purchase Used Class A RV		0.4%	4
Purchase Used Class B RV		0.2%	2
Purchase Used Class C RV		0.5%	5
Purchase Used Travel Trailer or 5th wheel		0.8%	7
Purchase Used Camper Shell		0.3%	3
None of the above / Does not apply		97.4%	907

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		10.4%	97
New Luxury Vehicle - Under \$50,000		2.3%	21
New Luxury Vehicle - \$50,000 - \$75,000		1.3%	12
New Luxury Vehicle - Over \$75,000		0.3%	3
New Van		0.6%	6
New Minivan		0.3%	3
New SUV		6.3%	59
New Truck		1.7%	16
New Hybrid or Electric Vehicle		1.1%	10
Used Car		11.6%	108
Used Luxury Vehicle - Under \$30,000		2.0%	19
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	6
Used Luxury Vehicle - Over \$50,000		0.1%	1
Used Van		0.4%	4
Used Minivan		0.9%	8
Used SUV		4.2%	39
Used Truck		2.5%	23
Used Hybrid or Electric Vehicle		0.8%	7
None of the above / Does not apply		67.1%	625













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

Value		Percent	Responses
Compact car		6.3%	59
Full-size car		6.6%	61
Luxury vehicle (any size)		4.1%	38
Midsized car		7.7%	72
Pickup truck		4.2%	39
Sport utility vehicle (SUV)		20.7%	193
Van or mini-van		3.8%	35
None of the above		46.6%	434



**Total: 931**

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		3.4%	32
BMW		4.1%	38
Cadillac		3.9%	36
Chevrolet		10.8%	101
Dodge		4.4%	41
Ford		11.0%	102
GMC		4.7%	44
Honda		13.3%	124
Hyundai		8.2%	76
Jeep		6.0%	56
Kia		4.3%	40
Lexus		3.0%	28
Mazda		4.1%	38
Nissan		7.6%	71
Subaru		8.5%	79
Toyota		13.1%	122
Volvo		3.2%	30
None of the above / Does not apply		52.2%	486
Aston Martin		0.2%	2
Audi		2.4%	22
Buick		2.3%	21























Value		Percent	Responses
Chrysler		2.1%	20
Ferrari		0.3%	3
Fiat		0.2%	2
Infiniti		2.1%	20
Jaguar		1.0%	9
Land Rover		1.4%	13
Lamborghini		0.4%	4
Lincoln		2.5%	23
Mercedes-Benz		1.9%	18
Mini		0.3%	3
Mitsubishi		1.0%	9
Porsche		0.8%	7
Saab		0.4%	4
Scion		0.1%	1
Suzuki		0.4%	4
Tesla		1.8%	17
Volkswagen		2.9%	27

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		19.9%	185
No		80.1%	746

**Total: 931**

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

Value		Percent	Responses
GPS Device (Handheld or In-Vehicle)		3.2%	30
Office Equipment		8.3%	77
Printer		10.4%	97
Ink or Printer Cartridges		45.3%	422
Wi-Fi for Home		6.4%	60
Headphones		16.3%	152
Portable Speakers		3.4%	32
Customizable Smartphone accessories		5.0%	47
Wireless Speakers		4.5%	42
Smartphone Charger		11.2%	104
Smartwatch		4.1%	38
Phone or Tablet Controlled Home Tech Products		5.8%	54
Noise Canceling Headphones		4.0%	37
Healthcare Device		3.3%	31
Surge Protector		6.0%	56
Apple Watch		7.0%	65
Batteries for Electronics		34.6%	322
None of the above / Does not apply		31.0%	289
Home Theater System		1.4%	13
Satellite Radio		2.7%	25
Satellite TV System		0.9%	8
Stereo System (Home)		1.5%	14









Value		Percent	Responses
Phone Calling Card		2.0%	19
Compact/Mini Projector		0.5%	5
Wearable Electronics		2.4%	22
Aerial Drone		2.8%	26
Aerial Drone Accessories		0.9%	8
Short Wave Radio		0.4%	4
Wireless Hotspot		2.5%	23
Assistive Technology for Hearing		1.9%	18
Virtual Reality Headset		1.1%	10
Smart Sports Equipment		0.4%	4

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 Memory Card		4.1%	38
Computer Accessories		8.5%	79
Computer Software		6.0%	56
Tablet (iPad or Similar)		6.6%	61
Personal Computer		7.7%	72
Laptop Computer		12.4%	115
TV (3D)		3.0%	28
4K Ultra HD TV		8.3%	77
Smart TV		11.4%	106
None of the above / Does not apply		56.1%	522
Camera (Digital) - Point and Shoot		1.9%	18
Camera (Digital) SLR		2.3%	21
Mirrorless Camera		0.4%	4
Camera (Film)		1.6%	15
Camera Accessories or Supplies		2.7%	25
Camera Lens		2.0%	19
Portable DVD Player		1.4%	13
E-Reader (Kindle or Similar)		2.4%	22
TiVo or DVR		1.5%	14
Computer Bag		2.3%	21
Computer or Tablet Support		2.7%	25

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















Value		Percent	Responses
Smartphone		23.4%	218
Conventional Cell Phone		7.7%	72
Prepaid Cell Phone		2.1%	20
Unlocked Cell Phone		3.1%	29
Large-Screen Smartphone		4.9%	46
None of the above / Does not apply		66.3%	617

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






















Value		Percent	Responses
Anniversary Jewelry		5.0%	47
Necklaces		8.5%	79
Rings (Other)		6.8%	63
Earrings		21.6%	201
Diamond Jewelry		4.2%	39
Silver Jewelry		8.3%	77
Gemstone Jewelry		4.3%	40
Costume Jewelry		14.1%	131
Women's Jewelry		15.5%	144
None of the above / Does not apply		57.7%	537
Engagement Rings		0.9%	8
Wedding Rings		1.2%	11
Graduation Rings		1.1%	10
Pendants		2.9%	27
Celtic Jewelry		2.4%	22
Pearl Jewelry		2.6%	24
Men's Jewelry		2.4%	22
Children's Jewelry		2.8%	26
Designer Jewelry		2.1%	20
Custom Designed Jewelry		1.7%	16
Crystal Figurines		1.2%	11
Jewelry Box or Organizer		2.6%	24

Value		Percent	Responses
Men's High-End Watch		1.4%	13
Women's High-End Watch		1.0%	9



















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		12.8%	119
Crop Insurance		0.3%	3
Dental Insurance		6.7%	62
Disability Insurance		1.8%	17
Homeowner Insurance		8.2%	76
Life Insurance		6.8%	63
Medical (Health) Insurance		6.9%	64
Medicare		5.2%	48
Long Term Care Insurance		2.6%	24
Pet Insurance		2.5%	23
Renters Insurance		3.0%	28
Agriculture Insurance		0.5%	5
Professional Liability Insurance		0.6%	6
None of the above / Does not apply		73.1%	681

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		3.9%	36
Counseling & Mental Health Specialist		3.0%	28
Family Practice Doctor		10.0%	93
Hospital		3.1%	29
Optometrist		5.4%	50
Primary Care Provider		8.1%	75
Drugstore or Pharmacy		9.8%	91
None of the above / Does not apply		71.2%	663
Acupuncture		2.7%	25
Audiologist		1.4%	13
Geriatric Specialist		0.4%	4
Home Healthcare		0.4%	4
Medical Clinic		2.4%	22
Pediatric Dentist		0.2%	2
Pediatrician		1.0%	9
Wellness Business		0.9%	8
Substance Abuse Treatment Provider		0.3%	3
Weight Loss Service		2.9%	27
Alternative Care Provider		1.0%	9
Physical Therapy or Rehabilitation service provider		2.8%	26
Hearing Aid Center		1.7%	16

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		2.1%	20
Bankruptcy Attorney		1.2%	11
Banking, Partnership & Business Law Attorney		1.4%	13
Child Support Attorney		0.2%	2
Criminal Law Attorney		0.3%	3
Disability & Social Security Attorney		1.0%	9
Divorce & Family Law Attorney		0.9%	8
DWI, DUI, OWI, OUI Attorney		0.1%	1
Employment Discrimination or Labor Issues Attorney		0.9%	8
General Practice Attorney		4.0%	37
Intellectual Property Attorney		0.3%	3
Malpractice Attorney		0.4%	4
Patent, Trademark & Copyright Attorney		0.5%	5
Probate Attorney		0.4%	4
Real Estate Attorney		3.5%	33
Taxation Attorney		1.1%	10
Wills, Trusts & Estates Attorney		14.3%	133
None of the above / Does not apply		75.2%	700























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		2.7%	25
Breast Augmentation		0.5%	5
Breast Implants		0.1%	1
Dermabrasion		1.4%	13
Ear Surgery		0.1%	1
Eyelid Surgery		1.6%	15
Fat Reduction		1.2%	11
Facelift		0.5%	5
Forehead Lift		0.2%	2
Hair Transplant		0.3%	3
Hair Loss Treatment		0.9%	8
Lap Band		0.2%	2
Lip Augmentation		0.4%	4
Liposuction		0.5%	5
Lasik		0.8%	7
Skin Treatment		5.0%	47
Rhinoplasty (Nose Job)		0.1%	1
None of the above / Does not apply		89.9%	837



















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

Value		Percent	Responses
Dental Checkup		59.4%	553
Teeth Cleaning		49.3%	459
Cavity Filling		17.4%	162
Crown		12.2%	114
Oral Surgery		4.1%	38
Braces		2.9%	27
Composite Bonding		2.8%	26
Dental Implants		8.4%	78
Dental Veneers		1.5%	14
Dentures		5.4%	50
Full Mouth Reconstruction		1.2%	11
Inlays or Onlays		0.4%	4
Smile Makeover		1.4%	13
Teeth Whitening		6.6%	61
None of the above / Does not apply		18.3%	170











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		43.9%	409
Purchase Health Related Products		11.3%	105
Use Physical Rehabilitation Services		4.9%	46
Stop Smoking		3.0%	28
Purchase Health and Wellness Supplements		16.4%	153
Receive Treatment for Back Pain		8.9%	83
Have an Eye/Vision Exam		60.7%	565
Purchase Prescription Eyeglasses		27.8%	259
Purchase Prescription Contact Lenses		9.5%	88
Have an Annual Physical or Checkup		52.7%	491
Have X-Rays Taken		10.8%	101
Have a Scheduled Surgery		4.1%	38
Have Blood Drawn for Testing		47.8%	445
Plan to Visit a Hospital for any Medical Service or Procedure		9.0%	84
Have Foot Problems Diagnosed or Treated		9.8%	91
Senior Travel		6.7%	62
Purchase Allergy Medications		14.5%	135
Use Personal Trainer or Instructor		4.0%	37
Cardiovascular Treatment		6.2%	58
Cancer Treatment		4.3%	40
Orthopaedic or Knee Surgery		3.5%	33









Value		Percent	Responses
Chiropractic Care		13.0%	121
Do Corrective Exercises		7.4%	69
Purchase Diabetes Testing Supplies		7.6%	71
Get Vaccinations at Drug Store or Pharmacy		21.6%	201
Purchase Marijuana		3.7%	34
Purchase Vitamins		43.0%	400
Have Acupuncture		3.7%	34
Purchase Hemp Based Supplements		3.5%	33
Purchase Anti Anxiety Medication or Supplements		7.7%	72
None of the above / Does not apply		16.8%	156
Purchase Elder Care-Related Products or Services		1.1%	10
Purchase Medical Supplies or Equipment for Home		1.8%	17
Find Home for Aging Parent		1.2%	11
Participate in a Medical Study		1.6%	15
Purchase a Mobility Device		0.8%	7
Receive Treatment for Vehicle or Workplace Injury		0.8%	7
Handicap Accessible Products		1.7%	16
Purchase Orthopedic Shoes		1.9%	18
Purchase Home Medical Testing Equipment or Supplies		1.2%	11
Hire a Personal Care Assistant		0.1%	1
Hire a Caregiver or Respite Worker		0.9%	8
Purchase "Aging in Place" Products		0.9%	8
Purchase a Medical Alert Service		0.8%	7

Value		Percent	Responses
Have Safety Bars Installed in Bathroom		1.7%	16
Receive Treatment for a Sleep Disorder		2.5%	23
Stroke Treatment		0.5%	5
Memory or Alzheimer's Care		0.9%	8
Nutritional Counseling		2.7%	25
Spinal and Postural Screening		1.3%	12
Physiotherapy		1.4%	13
Receive Treatment for Substance Abuse		0.2%	2
Purchase Blood Pressure Monitoring Device		2.6%	24
Receive Aquatic Therapy		0.9%	8
Join a Weight Loss Group		2.5%	23
Purchase Weight Loss Supplements		2.8%	26
Purchase Weight Loss Food Plan		1.9%	18
Have Reflexology Treatment		1.9%	18
Hire a Weight Loss Professional		1.3%	12
Have Cataract Surgery		2.7%	25
Discretionary Health Care and Wellness Services and Products		2.8%	26
Receive Treatment for PTSD		1.0%	9









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 a "In-the-Ear" Hearing Aid		1.5%	14
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.4%	4
Purchase a Digital Hearing Aid		1.0%	9
Purchase a "Behind-the-Ear" Hearing Aid		1.0%	9
Purchase Hearing Aid Cleaning Supplies		1.5%	14
Purchase Hearing Aid Batteries		4.2%	39
Purchase a "In-the-Canal" Hearing Aid		0.6%	6
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		15.5%	144
None of the above / Does not apply		81.2%	756

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

Value		Percent	Responses
Purchase a Funeral Plot		1.0%	9
Pre-purchase a Funeral Plot or Cremation Service		2.1%	20
Purchase a Monument or Headstone		1.1%	10
Use a Funeral Planner		1.2%	11
Purchase Flowers for a Funeral		1.1%	10
Use a Cremation Service		0.9%	8
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	6
None of the above / Does not apply		94.2%	877

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


Value		Percent	Responses
Move into a Independent Senior Housing Community		1.3%	12
Move into a Assisted Living Facility		0.8%	7
Move into a Nursing Home		0.2%	2
Move into a Alzheimers Care Facility		0.3%	3
Hospice to your Home or House		0.8%	7
Move into Residential Care Home		0.4%	4
Utilize a Respite Provider		0.3%	3
None of the above / Does not apply		96.8%	901















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

Value		Percent	Responses
Open Checking Account		2.9%	27
Open Savings Account		5.3%	49
Online Banking		40.4%	376
Manage Investments		16.9%	157
Manage Retirement Accounts		17.5%	163
Mortgage Line of Credit		3.3%	31
Financial Consulting		14.1%	131
Financial Services		13.3%	124
Safe Deposit Box Rental		9.5%	88
Obtain New Credit Card		4.7%	44
Payday Loan or Check Cashing Business		0.4%	4
Use Vehicle Title Loan Company		0.6%	6
None of the above / Does not apply		40.7%	379

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		7.2%	67
Certificates of Deposit		11.3%	105
City or State Bonds		3.0%	28
Collectibles, Antiques or Art		2.1%	20
Common or Preferred Stock		8.5%	79
Corporate Bonds or Debentures		1.4%	13
401(k)		23.4%	218
Gold or Precious Metals		1.4%	13
IRA		13.5%	126
Money Market Funds		11.9%	111
Mutual Funds		14.0%	130
Non-US Stocks		1.5%	14
Options		1.3%	12
US Savings Bonds		2.4%	22
US Treasury Notes		1.0%	9
Coins or Stamps		2.9%	27
None of the above / Does not apply		55.3%	515

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		0.4%	4
Business Equipment Loan		0.3%	3
Carpeting or Furniture Loan		0.5%	5
College Expenses Loan		1.2%	11
College Tuition Loan		4.8%	45
Debt Consolidation Loan		3.0%	28
Medical Expenses Loan		0.4%	4
New Vehicle Loan		5.4%	50
Used Vehicle Loan		5.8%	54
Vacation or Travel Loan		0.8%	7
Wedding Loan		0.4%	4
None of the above / Does not apply		83.5%	777

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		33.3%	310
Coats		23.0%	214
Lipstick		26.7%	249
Nail Polish		21.1%	196
Eyewear or Sunglasses		40.2%	374
Formal Wear		6.4%	60
Handbags		24.1%	224
Hats		10.2%	95
Intimate Apparel		18.9%	176
Jewelry or Accessories		18.0%	168
Watches		6.0%	56
Luggage or Bags		4.9%	46
Perfume		19.9%	185
Men's Apparel		43.5%	405
Men's Shoes		33.1%	308
Men's Underwear		35.0%	326
Women's Apparel		61.4%	572
Women's Pajamas or Sleepwear		27.4%	255
Women's Shoes		48.3%	450
Women's Underwear		42.5%	396
Swimwear		20.3%	189




Value		Percent	Responses
Socks		42.6%	397
Scarves		10.4%	97
Ties		4.2%	39
Uniforms		3.3%	31
Outerwear		22.8%	212
None of the above / Does not apply		10.8%	101
Body Jewelry		2.5%	23
Fur Coat		0.8%	7
Western Clothing		2.4%	22

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

Value		Percent	Responses
Children's Sweaters		10.1%	94
Children's Winter Coats		7.3%	68
Children's Swimwear		9.0%	84
Children's Pants		12.2%	114
Children's T-Shirts		11.9%	111
Children's Dresses		7.2%	67
Children's Pajamas or Sleepwear		14.4%	134
Children's Socks		10.3%	96
Children's Party Dresses		4.0%	37
Children's Shorts		10.8%	101
Infant Clothing		7.9%	74
Children's School Uniform		1.6%	15
Children's Athletic Clothing		9.6%	89
None of the above / Does not apply		75.8%	706

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		37.9%	353
Boots (Men's)		11.9%	111
Classic & Fashion Sneakers (Men's)		13.3%	124
Lace-Ups (Men's)		9.8%	91
Sandals (Men's)		6.1%	57
Slippers (Men's)		9.5%	88
Work & Safety (Men's)		6.3%	59
Lace-Up Sneakers (Women's)		17.7%	165
Pumps (Women's)		14.7%	137
Sling-Back Sandals (Women's)		13.4%	125
Classic & Fashion Sneakers (Women's)		22.2%	207
Slippers (Women's)		16.2%	151
Athletic & Outdoor Shoes (Women's)		44.7%	416
Loafers & Slip-Ons (Women's)		19.9%	185
Athletic & Outdoor Shoes (Children's)		9.8%	91
Sandals (Children's)		5.0%	47
Slip-Ons (Children's)		3.3%	31
Dress Shoes (Children's)		4.0%	37
None of the above / Does not apply		22.6%	210
Cowboy Boots (Men's)		0.5%	5
Formal & Tuxedo Footwear (Men's)		2.7%	25
Work & Safety (Women's)		2.8%	26























Value		Percent	Responses
Cowboy Boots (Women's)		1.1%	10
Slippers (Children's)		2.6%	24
Cowboy Boots (Children's)		0.8%	7



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		18.6%	173
Have Clothing Dry Cleaned		39.5%	368
Have Shoes Repaired		12.4%	115
Rent or Purchase a Costume		1.9%	18
Wash Clothing at a Laundromat		9.2%	86
Purchase Custom Made Clothing Items		1.0%	9
None of the above / Does not apply		48.8%	454

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		6.0%	56
Bicycle Tune-Up or Repair		5.0%	47
Camping or Hiking Equipment		4.7%	44
Exercise or Fitness Equipment		7.9%	74
Fishing Rods or Reels		5.8%	54
Fishing Bait or Attractant		9.2%	86
Fishing Accessories		9.8%	91
Golf Clubs or Equipment		5.8%	54
Ammunition		7.2%	67
Running or Jogging Equipment		3.8%	35
Swimming Gear		3.2%	30
Weight Lifting Equipment		3.3%	31
Hand Gun		4.1%	38
None of the above / Does not apply		60.5%	563
Archery Equipment		1.7%	16
Bowling Equipment		2.5%	23
High End Bicycle		0.5%	5
Bicycle Rental		2.0%	19
Hunting Gear		1.9%	18
Racquet Equipment		0.9%	8
Scuba, Diving or Snorkeling Equipment		0.3%	3
Skiing Equipment		1.7%	16






















Value		Percent	Responses
Soccer Equipment		0.9%	8
Sports Equipment (Children)		2.9%	27
Sports Memorabilia		1.8%	17
Trampoline		0.6%	6
Trophies or Plaques		0.3%	3
Used Sporting Equipment		1.3%	12
Rifle		2.0%	19
Shotgun		1.6%	15











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		33.3%	310
Bedding Flowers or Perennials		38.0%	354
Fertilizer		25.8%	240
Flower Pots		20.8%	194
Garden Ornaments		11.0%	102
Gravel or Rock		9.3%	87
Hand Garden Tools		11.5%	107
Landscaping		13.1%	122
Indoor Garden Supplies		4.5%	42
Decorative Rock		5.8%	54
Lawn Seed, Turf or Sod		11.9%	111
Outdoor Fireplace or Fire Pit		3.5%	33
Outdoor Furniture		7.0%	65
Outdoor Grill		5.4%	50
Patio Furniture		6.3%	59
Propane		17.2%	160
Lawn Mower (Push)		3.3%	31
Shrubbery or Trees		8.3%	77
Stone (Cast, Crushed or Natural)		4.9%	46
Storage Shed		3.9%	36
Leaf Blower		3.7%	34
Insect or Fungus Control Products		9.8%	91























Value		Percent	Responses
Outdoor Garden Flags		5.8%	54
None of the above / Does not apply		30.4%	283
Chainsaw		2.4%	22
Fountains		1.8%	17
Gate		1.2%	11
Gazebo		0.5%	5
Insects (Bees or Other Beneficial Species)		0.9%	8
Patio Heater		1.3%	12
Outdoor Infrared Heater or Fireplace		1.0%	9
Outdoor Smoker		1.2%	11
Outdoor Kitchen Equipment		0.6%	6
Outdoor Entertainment Center		0.6%	6
Patio Cover, Awning or Canopy		2.6%	24
Pole Shed		0.6%	6
Portable Outdoor Heater		0.8%	7
Power Garden Tools		1.9%	18
Lawn Mower (Riding)		1.6%	15
Rototiller		0.4%	4
Screen Porch		1.1%	10
Snow Blower		1.9%	18
Greenhouse		0.6%	6

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		4.6%	43
Animal Healthcare Products		4.8%	45
Fertilizers, Herbicides or Pesticides		5.7%	53
Plants, Plantings or Agricultural Seed		8.7%	81
Propane, Oils or Fuels		7.7%	72
Rocks, Gravel or Sand		3.8%	35
None of the above / Does not apply		77.4%	721
ATV Products and Attachments		0.9%	8
Barn or Pole Building		0.2%	2
Blowers		1.4%	13
Steel Farm Building		0.3%	3
Carts or Utility Carriers		0.6%	6
Cement Mixers or Rollers		0.3%	3
Chippers or Shredders		0.4%	4
Diggers, Drillers or Drivers		0.4%	4
Drainage or Irrigation Equipment		0.3%	3
Farm Tool Rental		0.5%	5
Farm Equipment Rental		0.6%	6
Farm Machinery or Tractor Attachments & Implements		0.6%	6
Farm Work Clothes		1.0%	9
Ground-Working Equipment		0.6%	6

Value		Percent	Responses
Mowers, Cutters or Clippers		1.7%	16
Pallet Forks, Forklifts or Skid Steers		0.3%	3
Pivot		0.1%	1
Planting and Seeding Equipment		1.6%	15
Rakes or Hay Handling Equipment		0.8%	7
Scoops or Shovels		1.4%	13
Sprayers or Spreaders		0.9%	8
Straw or Bedding Materials		1.2%	11
Sweepers or Industrial Vacuums		0.2%	2
Tree Cutters or Tree Maintenance Equipment		1.0%	9

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		14.0%	130
Bird Seed		16.0%	149
Cat Food		22.2%	207
Dog Food		29.5%	275
Fish Food		4.5%	42
Specialized Pet Food		3.5%	33
Other Pet Food		5.6%	52
Pet Accessories		13.6%	127
Pet Clothing		3.5%	33
Pet Toys		20.8%	194
Fish Supplies		3.0%	28
Annual Pet Vaccinations		30.1%	280
Annual Pet Checkups		30.5%	284
Preventative Care		6.7%	62
Adopt or Rescue a Pet		7.2%	67
Purchase Pet Medication		8.3%	77
Board a Pet Overnight		4.1%	38
Pet Dental Care		3.9%	36
None of the above / Does not apply		43.2%	402
Pet Enclosure		0.4%	4
Aquarium or Tank		1.8%	17
Bird House		2.0%	19



Value		Percent	Responses
Disease Diagnosis		0.9%	8
Pet Travel Cage		1.4%	13
Pet Travel Accessories		1.0%	9
Cremation or Burial Services		0.4%	4
Purchase a Pet		1.8%	17
Holistic or Alternative Pet Care		0.3%	3
Purchase Dog Bed		2.8%	26
Pet Tracking Device		0.5%	5
Bird Health Care		0.2%	2
Animal Training Classes		2.1%	20
Hemp Based Pet Supplements		0.8%	7
THC Based Pet Supplements		0.5%	5
Holistic or Alternative Pet Supplements		1.1%	10
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	19
























88. Which of the following do you or anyone in your household plan for your home in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Add or Replace Deck		4.8%	45
Add a Fence or Wall Structure		5.6%	52
Remodel Kitchen		4.3%	40
Remodel Bathroom		7.4%	69
Replace Garage Door		3.1%	29
General Remodeling		6.6%	61
Resurface or Build New Driveway		3.1%	29
Sealcoating		6.7%	62
Replace Carpet		7.8%	73
Asphalt Repair		5.0%	47
Asphalt Resurfacing		5.6%	52
Replace Flooring		8.7%	81
Replace Windows		4.5%	42
None of the above / Does not apply		59.5%	554
Add a Room		1.5%	14
Add a Home Office		1.2%	11
Cabinet Refacing or Resurfacing		2.4%	22
Refinish Bathtub		2.3%	21
Install a Glass Shower		2.0%	19
Remodel or Finish Basement Living Area		2.5%	23
Build a Garage		0.9%	8
Build Out-Building		0.5%	5






















Value		Percent	Responses
Build a Storage Shed		2.7%	25
Have Furniture Restored		1.7%	16
Add a Swimming Pool		1.1%	10
Switch from Gas to Electric		0.3%	3
Switch from Electric to Gas		0.3%	3
Install a Stair Lift		0.5%	5
Install "Aging In Place" Products		1.5%	14
Install a Solar Energy System		0.9%	8
Install Security or Monitoring System		0.9%	8
Stone or Marble Work (Bathroom or Kitchen)		0.4%	4
Residential Paving		1.9%	18
Build a "Tiny House"		0.5%	5
Install Handicap Accessible Addition		0.6%	6














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

Value		Percent	Responses
Ceramic Tile		5.6%	52
Decking		4.2%	39
Doors (Exterior)		6.4%	60
Doors (Interior)		3.7%	34
Electrical Supplies		5.2%	48
Fencing		6.0%	56
Hand Tools		7.1%	66
Hardwood Products		3.0%	28
Home Security Doorbell Camera		3.1%	29
Insulation		3.5%	33
Kitchen Cabinets		3.1%	29
Lighting and Fixtures		6.2%	58
Lumber		5.6%	52
Molding		4.1%	38
Paint (Exterior)		7.9%	74
Paint (Interior)		24.0%	223
Plywood		3.2%	30
Plumbing Supplies		5.4%	50
Screen Door		4.0%	37
Windows (Double-Hung)		3.0%	28
None of the above / Does not apply		53.8%	501






















Value		Percent	Responses
Circular Saw		1.3%	12
Furnace		1.8%	17
Generator		2.6%	24
Lock Sets		2.7%	25
Mill Work		1.3%	12
Power Tools		1.9%	18
Rain Gutters		2.5%	23
Roofing (Composition)		1.4%	13
Roofing (Other)		1.9%	18
Security Door		0.8%	7
Security Locks		1.3%	12
Security Window Film		0.9%	8
Siding		1.1%	10
Solar Screen		0.2%	2
Waterproofing		0.8%	7
Water Softener System or Supplies		2.5%	23
Wet or Dry Vacuum		1.9%	18
Wood Stove or Fireplace		1.6%	15
Window Guards		0.8%	7
Windows (Casement)		1.2%	11
Windows (Picture)		1.1%	10
Windows (Slider)		0.5%	5
Windows (Bay or Bow)		0.9%	8

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		6.0%	56
Air Duct Cleaning		10.1%	94
Appliance Repair		5.6%	52
Carpenter or Woodworking		4.4%	41
Carpet Cleaning		11.6%	108
Chimney Cleaning		6.1%	57
Concrete Repair		3.1%	29
Drywall Installation or Repair		3.7%	34
Electrical Repair		5.4%	50
Flooring - Laminate (Installation or Repair)		4.1%	38
Flooring - Wood (Installation or Repair)		4.3%	40
Furnace Cleaning		11.9%	111
Gardening Services		4.9%	46
Handyman Services		14.6%	136
Home Heating Oil or Fuel Service		4.5%	42
Home Repair		3.9%	36
None of the above / Does not apply		44.4%	413
Alternative Energy Systems Installation		1.5%	14
Alternative Energy Systems (Service or Repair)		0.4%	4
Blinds Cleaning		2.0%	19
Electrical Panel Replacement		0.4%	4

Value		Percent	Responses
Excavation & Wrecking		0.3%	3
Fire & Water Damage Restoration		0.3%	3
Flooring - Ceramic Tile (Installation or Repair)		2.9%	27
Flooring - Linoleum (Installation or Repair)		1.5%	14
Flooring - Other (Installation or Repair)		2.9%	27
Foundation Repair		1.0%	9
Furnace Repair		1.5%	14
Furniture Reupholster		0.9%	8
Gutter Installation or Repair		1.9%	18
Heating Repair		1.7%	16
Home Computer Repair		1.5%	14
Home Electronics Repair		0.3%	3
Home Remodel		1.8%	17






















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

Value		Percent	Responses
House Cleaning Service		10.6%	99
Junk or Yard Waste Removal		5.9%	55
Recycle		7.9%	74
Landscaping Service		11.6%	108
Painting		13.4%	125
Pest Control		5.6%	52
Plumbing Repair		5.4%	50
Pressure Washing		6.8%	63
Preventative Home Maintenance		3.1%	29
Snow Removal		7.8%	73
Trash Removal		10.7%	100
Computer Repair		5.3%	49
None of the above / Does not apply		48.9%	455
Home Security Service		2.4%	22
Insulation Installation or Maintenance		1.5%	14
Interior Design		1.7%	16
Sell Scrap Metal		2.1%	20
Movers		2.4%	22
Mold Inspection or Removal		1.2%	11
Party Equipment Rental		0.1%	1
Pool Cleaning Service		1.9%	18









Value		Percent	Responses
Roof Repair		2.8%	26
Security System		1.1%	10
Septic Tank Cleaning or Repair		2.7%	25
Siding Replacement		0.8%	7
Solar Heating or Power System Installation or Repair		1.0%	9
Stucco or Exterior Coating		0.1%	1
Tool Rental		1.2%	11
Tornado or Storm Shelter Building or Repair		0.2%	2
Water Well Drilling		0.4%	4
Waterproofing		1.0%	9
Window Installation		2.4%	22
Window Tinting for Home		0.1%	1
Yard Equipment Rental		0.9%	8
Mobile or Cell Phone Repair		1.9%	18






















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






Value		Percent	Responses
Air Conditioning (Buy)		4.7%	44
Window Blinds (Venetian or Mini)		4.2%	39
Batteries (Home or Office)		29.9%	278
Candles		17.8%	166
Firewood		3.8%	35
Carpeting		7.5%	70
Flooring Tile		3.2%	30
Hardwood Flooring		3.2%	30
Rugs		7.8%	73
Clocks		3.1%	29
Curtains or Drapes		10.0%	93
Fire Extinguisher		4.3%	40
Furniture (Bedroom)		4.5%	42
Furniture (Living Room)		7.5%	70
Christmas Tree		13.1%	122
Holiday Decorations		10.0%	93
Laminate Flooring		3.3%	31
Storage Boxes or Tubs		4.5%	42
Floral Arrangements		4.3%	40
Picture Frames		6.2%	58
Linens (Bathroom)		9.2%	86

Value		Percent	Responses
Reclining Chair		3.8%	35
Indoor Flowers		7.2%	67
Linens (Dining Room or Kitchen)		4.1%	38
None of the above / Does not apply		37.4%	348
Awning		1.7%	16
Emergency Preparedness Kit or Supplies		2.3%	21
Oriental Carpeting		0.4%	4
Rugs (Persian)		0.9%	8
Closet System		2.0%	19
Cutlery, Flatware or Silverware		2.8%	26
Ductless Heat Pumps		0.1%	1
Fine Art (Paintings, Pottery, Etc.)		1.8%	17
Custom Built Furniture		0.8%	7
Reconditioned Furniture		1.1%	10
Furniture (Children's)		0.8%	7
Crib		0.6%	6
Furniture (Dining Room)		1.7%	16
Furniture (Home Office)		2.0%	19
Furnace		1.5%	14
Futon		0.9%	8
Glass Table		0.2%	2
Glass Railing		0.2%	2
Safe		1.0%	9












Value		Percent	Responses
Mirror		2.7%	25
Sewing Machine		1.1%	10
Wallpaper		1.1%	10
Signs or Banners		0.9%	8
Hot Tub or Spa (New)		0.3%	3
Tankless Water Heater		1.4%	13

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

Value		Percent	Responses
Home Decor or Decorating		8.5%	79
Adjustable Mattress		3.7%	34
Innerspring Mattress		4.3%	40
Pillow Top Mattress		3.7%	34
Foam Mattress		3.7%	34
Linens (Bedroom)		12.4%	115
Memory Foam Mattress		3.7%	34
Queen Size Bed		6.0%	56
Smoke Alarm or Detector		4.9%	46
Window Coverings		3.9%	36
Patriotic Flags		3.4%	32
None of the above / Does not apply		61.7%	574
Gas Burning Freestanding Stoves		0.3%	3
Water Purification System (Drinking)		1.5%	14
Solar Water Heater		0.1%	1
Latex Mattress		0.6%	6
Gel Mattress		2.1%	20
Twin Size Bed		1.6%	15
King Size Bed		2.6%	24
Swimming Pool (Above Ground)		0.6%	6
Water Heater		1.9%	18

<b>Value</b>		<b>Percent</b>	<b>Responses</b>
Swimming Pool (In-Ground)		0.9%	8
Remote Home Monitoring Video Camera		2.4%	22
Shutters		1.2%	11
Reclaimed Wood Furniture		0.5%	5
Sports Team Flags		1.1%	10

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

Value		Percent	Responses
Paintings		7.0%	65
Fine Art		3.9%	36
Photographs		6.7%	62
Pottery		3.2%	30
Blown Glass		2.5%	23
Stone Carvings		0.8%	7
Sculpture		2.5%	23
Artistic Wall Decor		5.6%	52
Wood Carvings		2.0%	19
Poster Art		2.0%	19
Religious Art		2.0%	19
Stained Glass		2.8%	26
Ceramics		3.7%	34
Metal Work Art		2.0%	19
Music Memorabilia		2.0%	19
Movie Memorabilia		1.7%	16
None of the above / Does not apply		78.9%	735

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

Value		Percent	Responses
Refrigerator		7.8%	73
Portable Dishwasher		1.1%	10
Dishwasher		6.0%	56
Freezer		2.0%	19
Range		5.3%	49
Range Hood		2.6%	24
Wall Oven		1.9%	18
Washer		3.9%	36
Dryer		3.5%	33
Blender		5.0%	47
Tea Kettle		5.3%	49
Microwave		6.6%	61
Window Air Conditioner		3.4%	32
Coffee or Espresso Machine		8.6%	80
Vacuum Cleaner		8.1%	75
None of the above / Does not apply		64.7%	602








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%	36
Battery		8.4%	78
Floor Mats		5.9%	55
Lights		3.9%	36
Seat Covers		3.7%	34
Tires		15.8%	147
Wiper Blades		26.2%	244
None of the above / Does not apply		56.3%	524
Canopy		0.5%	5
Child Car Seat		1.0%	9
Grill Guard		0.6%	6
Ground Effects		0.4%	4
Mirror(s)		1.3%	12
Motorcycle Accessories		1.5%	14
Motorcycle Parts		1.5%	14
Performance Parts		1.0%	9
RV Accessories or Supplies		0.9%	8
Roof Rack (For Bike, Kayak, Etc.)		0.8%	7
Roof Rack (Luggage or Equipment Container)		0.5%	5
Running Boards		1.0%	9
Spoiler		0.3%	3
Step Bar		0.6%	6















Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.2%	11
Tool Box		1.1%	10
Trailer Hitch		0.6%	6
Truck Bed Liner		0.5%	5
Visor		0.5%	5
Wheels or Rims		1.1%	10
Winch		0.4%	4
Window Tinting Equipment (Auto)		1.1%	10
Cargo Trailer (Vehicle Hauler)		0.3%	3
Cargo Trailer (Flat)		0.2%	2
Cargo Trailer (Motorcycle)		0.2%	2
Cargo Trailer (Box)		0.5%	5

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























Value		Percent	Responses
Dealership		40.4%	376
National chain service center (e.g. Jiffy Lube)		13.3%	124
Private service center		30.5%	284
Friend/Family		7.6%	71
Other		8.2%	76
			<b>Total: 931</b>

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



















Value		Percent	Responses
30,000 Mile Service		8.6%	80
60,000 Mile Service		6.7%	62
100,000 Mile Service		6.3%	59
Auto Detailing		4.8%	45
Auto Repair (General)		7.5%	70
Auto Warranty Work (Work Covered by Warranty)		3.0%	28
Alignment		4.7%	44
Body Work		4.5%	42
Brake Replacement, Adjustment		5.7%	53
Car Wash		38.5%	358
Gas or Service Station Services		15.0%	140
Oil Change or Lube		36.7%	342
Preventative Maintenance		14.2%	132
Safety Inspection		6.0%	56
Shocks		3.2%	30
Tire Mounting or Installation		4.8%	45
Tune-Up		10.3%	96
None of the above / Does not apply		29.3%	273
Car Rental		2.9%	27
DEQ Inspection		0.4%	4
Electrical Repair		0.2%	2
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	5

Value		Percent	Responses
Motor Repair or Replacement		0.6%	6
Motorcycle Repair		0.6%	6
Muffler		1.2%	11
Painting		1.4%	13
RV Maintenance or Service		0.3%	3
Smog Check		0.1%	1
Stereo Installation		0.5%	5
Transmission or Clutch Repair		1.7%	16
Upholstery Repair		1.1%	10
Vehicle Air Conditioning Repair		1.3%	12
Vehicle Storage		0.2%	2
Vehicle Towing		0.9%	8
Windshield or Glass Repair		2.0%	19
Windshield or Window Tinting		1.3%	12

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

Value		Percent	Responses
AutoTrader.com		9.7%	90
CarFax		19.7%	183
CarGurus.com		11.9%	111
CarMax.com		9.5%	88
Cars.com		8.6%	80
Craigslist Auto		4.5%	42
KBB.com		7.8%	73
Edmunds.com		11.2%	104
Local Dealer Site		41.8%	389
MotorTrend.com		3.0%	28
UsedCars.com		4.8%	45
Other Local Website		4.6%	43
None of the above / Does not apply		35.8%	333
Yahoo! Autos		0.8%	7
Automotive.com		1.5%	14
Autoblog.com		1.1%	10
CarsDirect.com		2.6%	24
eBay Motors		1.9%	18
Facebook Dealer Page		2.6%	24
Local TV Site		1.4%	13
Local Radio Site		0.8%	7
The Car Connection		0.3%	3

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






















Value		Percent	Responses
Bath and Body Products		43.8%	408
Beauty Products		40.3%	375
Cosmetics		41.8%	389
Babysitting		2.1%	20
Facial		16.4%	153
Hair Care Products		53.2%	495
Hair Coloring		35.8%	333
Hair Cut		65.4%	609
Hair Removal		4.2%	39
Hair Extensions, Wigs or Weaves		2.1%	20
Manicure		28.5%	265
Massage Therapy		17.3%	161
Pedicure		30.3%	282
Tanning Products		1.4%	13
Tanning Bed or Spray Tan		1.5%	14
Tattoo or Piercing		4.6%	43
Spa Bed (Red Light Therapy or Hydration station)		0.4%	4
None of the above / Does not apply		13.4%	125

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


















Value		Percent	Responses
Books (New)		41.9%	390
Books (Used)		22.8%	212
Books (Children's)		13.5%	126
Board Games		17.0%	158
Lottery Ticket		49.3%	459
Collectibles		6.9%	64
Vinyl Records		5.6%	52
Comics		3.8%	35
Fire Works		2.5%	23
Graphic Novels		2.5%	23
Computer Games		7.7%	72
DVD Movies (Buy)		13.4%	125
DVD Movies (Rent)		12.9%	120
DVD Movies (Children's)		3.1%	29
Magazines		30.8%	287
TV or Movie Themed Toys		4.4%	41
Toys		15.3%	142
Video Console Games		6.2%	58
None of the above / Does not apply		17.0%	158



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




Value		Percent	Responses
Purchase Wedding or Special Occasion Gifts		3.7%	34
Host or Attend a Retirement Party		4.0%	37
Host or Attend a Graduation Party		8.9%	83
Purchase Cake, Tart or Pastries for Special Occasion		11.5%	107
None of the above / Does not apply		76.6%	713
Purchase a Wedding Dress		1.1%	10
Purchase a Bridesmaid Dress		0.6%	6
Rent a Bridesmaid Dress		0.2%	2
Purchase a Tuxedo		0.8%	7
Rent a Tuxedo		1.5%	14
Rent a Hall or Event Space for Wedding or Special Event		2.5%	23
Rent a Chauffeured Vehicle		1.6%	15
Hire a Musician or Band for Wedding or Special Event		1.9%	18
Purchase a Wedding Cake		0.9%	8
Use a Wedding Planner		0.9%	8
Use a Party Planner		0.9%	8
Hire a Caterer for Wedding or Special Event		2.0%	19
Use a Florist for a Wedding or Special Event		1.4%	13
Go on a Honeymoon		1.7%	16
Hire a Photographer for Wedding or Special Event		1.9%	18
Hire a Videographer for Wedding or Special Event		1.2%	11

103. Which of the following HOBBY & ART and CRAFT SUPPLIES might you or someone in your household purchase in the next 12 months? (Check all that apply.)























Value		Percent	Responses
Gems, Rocks & Minerals		2.8%	26
Ceramics and Pottery		2.9%	27
Collectables		5.7%	53
Comic Books and Related Collectables		3.2%	30
Do-It-Yourself (DIY)		20.7%	193
Games or Puzzles		19.4%	181
Beer Brewing Supplies		2.1%	20
Wine Making Supplies		1.4%	13
Jewelry Making Supplies or Beads		4.7%	44
Knitting		8.4%	78
Making Arts and Crafts		11.4%	106
Paper Crafts		3.9%	36
Quilting		2.6%	24
Scrapbooking		3.0%	28
Toy Collecting		1.5%	14
Trains, Plane & Car Model Kits		3.5%	33
None of the above / Does not apply		52.5%	489









104. Which of the following VACATION/TRAVEL PLANS might you or someone in your household plan in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Airline Flight		53.2%	495
Train Trip		9.5%	88
Book Hotel Room		50.7%	472
Business Travel		6.2%	58
Buy Travel Tickets		18.6%	173
Buy Luggage		4.4%	41
Golf Vacation		3.2%	30
Hotel or Resort Stay		30.9%	288
International Travel		15.6%	145
Take a Cruise		16.9%	157
Travel Packages		10.1%	94
Use a Travel Agent or Agency		10.1%	94
Vacation Inside Home State		13.4%	125
Vacation Outside Home State		35.1%	327
Rent a Car		19.2%	179
Book Local Lodging for Guests		3.0%	28
Stay at a Casino		9.2%	86
Gamble at a Casino		16.9%	157
Play Bingo		7.0%	65
Does not apply		22.4%	209
Charter a Boat		0.9%	8
Chartered Fishing Trip		2.4%	22











Value		Percent	Responses
Ski Resort Stay		2.7%	25
Rent RV		0.8%	7
Stay at an RV Park		2.3%	21

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)		8.5%	79
Attend College or University (Part Time)		4.8%	45
Attend Classes at Community College		7.3%	68
Online Continuing Education Courses		7.0%	65
Professional Certification or Accreditation Courses		4.0%	37
Language Lessons (Adult)		3.4%	32
Arts or Crafts Lessons (Adult)		6.6%	61
Cooking Lessons (Adult)		4.1%	38
Attend a Free Lecture or Seminar		14.3%	133
Attend Paid Lecture, Seminar or Special Class		5.6%	52
Yoga, Pilates, or Zumba		11.8%	110
Personal Physical Training		4.4%	41
Attend a Local Workshop		9.1%	85
None of the above / Does not apply		55.6%	518
Attend Graduate School		2.9%	27
Business School		0.6%	6
Learning Center		0.4%	4
Culinary School		1.2%	11
Trade School		0.9%	8
Music Lessons (Adult)		2.7%	25
Sports Lessons (Adult)		1.5%	14
Real Estate Classes		1.6%	15

Value		Percent	Responses
Child Education or Tutoring		1.1%	10
Dance Lessons		2.4%	22
Music lessons (Child)		1.3%	12
Sports lessons (Child)		1.5%	14
Language Lessons (Child)		0.2%	2
Arts or Crafts Lessons (Child)		1.0%	9
Change School		0.1%	1
Attend a Religion Based School		0.8%	7

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



















Value		Percent	Responses
Brushes		10.5%	98
Oil paints		4.0%	37
Acrylic Paints		10.5%	98
Markers		10.3%	96
Specialty Paper		6.3%	59
Fabric Craft Supplies		8.4%	78
Beads		5.0%	47
Art Pencils and Pens		10.0%	93
Scrapbooking Supplies		2.9%	27
None of the above / Does not apply		73.9%	688

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

Value		Percent	Responses
Bass Guitar		0.5%	5
Clarinet		0.5%	5
Drums		1.3%	12
Flute		0.6%	6
Acoustic Guitar		2.6%	24
Electric Guitar		1.2%	11
Electric Keyboard		1.3%	12
Piano		2.5%	23
Piano (High End)		0.4%	4
Trombone		0.3%	3
Trumpet		0.9%	8
Violin		1.6%	15
None of the above / Does not apply		91.2%	849












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		13.1%	122
French		7.2%	67
Asian		27.0%	251
German		9.3%	87
American (New)		33.1%	308
Italian		69.7%	649
Cajun or Creole		7.8%	73
Indian		11.5%	107
Chinese		52.3%	487
American (Traditional)		69.7%	649
Thai		16.9%	157
Middle Eastern		8.2%	76
Japanese		18.3%	170
Mexican		37.7%	351
Vietnamese		4.8%	45
Southern		12.6%	117
Tex-Mex		15.5%	144
Spanish		14.8%	138
Mediterranean		16.2%	151
None of the above / Does not apply		8.4%	78

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		21.3%	198
Fish & Chips		20.9%	195
Golf Course Restaurant, Bar or Snack Bar		4.8%	45
Barbeque		22.4%	209
Deli		32.9%	306
Breakfast or Brunch		53.9%	502
Appetizers		53.0%	493
Dessert		36.4%	339
Chicken Wings		28.2%	263
Hamburgers		56.3%	524
Chicken		46.1%	429
Frozen Yogurt		13.1%	122
Live or Raw food		5.3%	49
Tapas or Small Plates		7.9%	74
Theme Restaurants		6.6%	61
Soup		40.0%	372
Salad		50.7%	472
Pizza (Dine In)		29.2%	272
Pizza (Delivery)		25.9%	241
Steak		38.0%	354
Juice or Smoothies		11.7%	109
Sandwiches		49.8%	464

Value		Percent	Responses
Pizza (Carry Out)		54.5%	507
Pizza (Take & Bake)		7.2%	67
Seafood		44.9%	418
Vegan		4.6%	43
Steakhouse		32.8%	305
Sushi		16.5%	154
Vegetarian		9.5%	88
Pho		3.4%	32
None of the above / Does not apply		5.9%	55

















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%	196
Locally Grown Produce		32.5%	303
Healthful Children's Dining		4.6%	43
Environmental Sustainability		17.7%	165
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		5.8%	54
Hyper-Local Sourcing		2.6%	24
Gluten Free Cuisine		8.3%	77
Sustainable Seafood		9.7%	90
Raw or Live Food Options		3.1%	29
Specialty Appetizers		12.8%	119
Specialty Salads		15.0%	140
Specialty Soups		14.0%	130
Specialty Desserts		11.4%	106
None of the above / Does not apply		47.3%	440













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

Value		Percent	Responses
Patio or Outdoor Dining		23.2%	216
Non-Smoking Environment		46.0%	428
Child Friendly		10.1%	94
Serve Alcohol		24.3%	226
Pool Tables		1.8%	17
Locally Brewed Beer		8.4%	78
Live Music		11.8%	110
Bar		22.4%	209
Large Craft Beer Selection		7.9%	74
Large Wine Selection		7.9%	74
Hand Crafted Cocktails		6.9%	64
Farm to Table Dining		19.8%	184
Senior Discounts		32.4%	302
None of the above / Does not apply		20.9%	195












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		22.6%	210
Foreign Beer		11.1%	103
Red Wine		33.4%	311
White Wine		33.1%	308
Dessert Wine		4.7%	44
Mixed Drinks		29.1%	271
Hand Crafted Cocktails		11.0%	102
Beer Cocktails		9.0%	84
"Top Shelf" Spirits		14.8%	138
Champagne		3.5%	33
Champagne Cocktails		3.2%	30
Energy Drink based Mixed Drinks		1.4%	13
Premium Tequila		4.2%	39
Alcoholic Cider		4.5%	42
Locally Distilled Spirits		4.7%	44
None of the above / Does not apply		34.5%	321

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		0.8%	7
Purchase Commercial or Business Property		0.3%	3
Purchase Condominium or Townhouse		1.3%	12
Purchase Manufactured or Modular Home		1.4%	13
Purchase Investment Property		2.3%	21
Purchase Personal Residence		3.8%	35
Purchase Custom Built Home		0.4%	4
Purchase Residential Real Estate at an Auction		0.9%	8
Purchase Land or Agricultural Property		0.8%	7
Purchase Vacation Property		1.5%	14
Purchase Other		1.6%	15
None of the above / Does not apply		91.0%	847

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		0.1%	1
Sell Personal Residence		4.9%	46
Sell Vacation Property		0.5%	5
Sell Condominium or Townhouse		0.8%	7
Sell Investment Property		0.5%	5
Sell Land or Agricultural Property		0.4%	4
Sell Commercial or Business Property		0.2%	2
Sell Manufactured or Modular Home		0.3%	3
Plan to Sell Home in Master-Planned Community		0.3%	3
Sell Other		0.9%	8
None of the above / Does not apply		92.6%	862









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		28.6%	10
New home, but outside of development		20.0%	7
New home that I will have contractor build		11.4%	4
Existing home less than 10 years old		40.0%	14
Existing home more than 10 years old		51.4%	18
Other		20.0%	7

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		4.4%	41
Rent House (Residence)		3.5%	33
Rent Manufactured or Modular Home		1.0%	9
Rent or Lease Commercial Property		0.4%	4
Rent Agricultural Land		0.3%	3
Rent Subsidized Housing		1.6%	15
Rent Condo/Townhouse		3.2%	30
Rent Section 8 Housing		1.3%	12
None of the above / Does not apply		88.7%	826










117. Which of the following real estate plans apply to you or your household in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.4%	32
Use a Realtor to Buy Real Estate		4.3%	40
Use a Realtor to Buy and Sell Real Estate		3.9%	36
Plan to Sell Property Myself		1.6%	15
Use a Real Estate Broker		3.1%	29
None of the above / Does not apply		88.7%	826

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		3.4%	32
Home Remodel or Renovation Loan		1.4%	13
Business Construction Loan		0.4%	4
Home Construction Loan		0.8%	7
Equity Loan		2.6%	24
Land Loan		0.5%	5
Reverse Mortgage		0.8%	7
Real Estate Loan for existing home		1.3%	12
Refinance Home		1.9%	18
None of the above / Does not apply		90.2%	840



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		2.5%	23
Facebook		3.9%	36
Google		7.5%	70
Auction.com		2.5%	23
Homes & Land		2.1%	20
Homes.com		5.3%	49
HomeFinder		8.9%	83
MLS.com		13.5%	126
National Real Estate Co. Site		3.8%	35
Local MLS Site		17.7%	165
RealEstate.com		9.6%	89
Realtor.com		28.1%	262
Realty.com		4.6%	43
Redfin		4.0%	37
Trulia		16.1%	150
Zillow		39.7%	370
ZipRealty.com		1.6%	15
None of the above / Does not apply		43.2%	402

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



Value		Percent	Responses
Apartments.com		14.8%	138
Apartmentguide.com		7.5%	70
Craigslist		5.4%	50
Forrent.com		0.9%	8
HomeFinder.com		7.1%	66
Hotpads.com		2.5%	23
Rent.com		10.5%	98
Sublet.com		0.8%	7
Trulia		13.3%	124
Zillow		31.0%	289
None of the above / Does not apply		55.4%	516

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		66.8%	622
No, don't know who to call		33.2%	309

**Total: 931**























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		66.5%	619
No, don't know who to call		33.5%	312

**Total: 931**



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		18.9%	176
Craft Beer		20.5%	191
Champagne		13.2%	123
Premium Hard Alcohol or Spirits		12.1%	113
White Wine		39.5%	368
Red Wine		38.8%	361
Cigars		5.3%	49
Major Brand Cigarettes		5.7%	53
Discount Cigarettes		3.5%	33
Discount Hard Alcohol or Spirits		8.2%	76
Domestic Beer		30.3%	282
Alcoholic Cider		8.6%	80
None of the above / Does not apply		31.5%	293
Recreational Marijuana		2.4%	22
Marijuana Accessories		1.3%	12
Vaping Kit		0.6%	6
Vaping Accessories		1.4%	13
Roll Your Own Cigarette Supplies		0.9%	8
Smokeless Tobacco		0.8%	7
E-Liquids / Vape Juice		1.4%	13
Pipe Tobacco		0.8%	7
Electronic Cigarette Supplies		2.0%	19

Value		Percent	Responses
Hookah Accessories		0.4%	4
Hookah		0.3%	3








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		46.4%	13
Cannabis Edibles		50.0%	14
Cannabis Tinctures		17.9%	5
Cannabis Vaporizers		21.4%	6
Cannabis Cleaning Tools or Supplies		21.4%	6
Cannabis Concentrates		28.6%	8
Cannabis Pre-Rolls		25.0%	7
Organic Cannabis Products		28.6%	8
Cannabis Oil		35.7%	10
Cannabis Beauty & Skin Care Products		32.1%	9
Cannabis Beverages		21.4%	6
Cannabis Chocolates		35.7%	10
Medical Cannabis		50.0%	14
CBD Cannabis		28.6%	8

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		20.3%	189
Specialty Teas		17.3%	161
Specialty Coffee		24.6%	229
Gourmet Deli Counter Items		20.6%	192
Cookies		52.0%	484
Snack Cakes		18.2%	169
Potato Chips		53.1%	494
Soft Drinks		36.4%	339
Energy Drinks		8.2%	76
Energy Bars		17.6%	164
Noodle Bowls		8.1%	75
Cupcakes		18.9%	176
Birthday Cake		23.7%	221
Beef Jerky or Meat Sticks		9.8%	91
Bottled Water		56.8%	529
Candy		38.1%	355
Fruit		70.7%	658
Nuts		50.1%	466
Chocolates		43.6%	406
Ice cream		57.0%	531
Cheese		73.9%	688
Artisan Bread		26.5%	247

Value		Percent	Responses
Artisan Meats		5.6%	52
Sports Drinks		11.4%	106
Basic Condiments		39.3%	366
Artisan Condiments		4.3%	40
Canned Sauces		24.6%	229
Cereal		64.6%	601
Milk		77.6%	722
Chicken		78.8%	734
Pork		49.4%	460
Beef		62.4%	581
Fish		55.7%	519
Pasta		67.2%	626
Snack Mixes		14.5%	135
Vegetables		71.9%	669
Olive Oil		52.0%	484
Balsamic Vinegar		29.9%	278
Frozen Entrees		37.1%	345
Eggs		82.0%	763
Locally Raised Beef, Pork, Poultry		14.7%	137
Locally Grown Fruit and Vegetables		48.4%	451
Locally Produced Honey		16.2%	151
Organic Food		18.9%	176
Pickled Vegetables		12.2%	114

Value		Percent	Responses
Artisan Cheese		21.9%	204
Alternative "Meat" Products		8.5%	79
Sausage		43.8%	408
Donuts		25.3%	236
Pastries		26.3%	245
None of the above / Does not apply		3.2%	30
Game Meats		2.7%	25

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

Value		Percent	Responses
Convenience		71.5%	666
Better Prices		81.0%	754
Variety		38.3%	357
Quality of Selection		59.3%	552
Quality of Produce		65.0%	605
Healthy Options		31.4%	292
Speed of Check Out		33.8%	315
Size of Store		14.7%	137
Number of Checkouts		25.5%	237
Cleanliness of Store		65.6%	611
Parking		42.1%	392
Help with Bagging/Packing		11.0%	102
Loyalty Tokens/Stamps		10.0%	93
Home Delivery		4.5%	42
None of the above / Does not apply		2.7%	25

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

Value		Percent	Responses
See, touch, feel and try out items		74.9%	697
Take items home immediately		62.2%	579
Return items more easily		32.4%	302
Enjoy the in-store experience		39.3%	366
Can ask questions to store associates		39.3%	366
To support local businesses		49.5%	461
More secure than online purchase		14.9%	139
Better prices		28.9%	269
Quality of service		27.1%	252
Better Selection		29.1%	271
Local flavor or uniqueness		18.8%	175
None of the above / Does not apply		5.0%	47















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		39.2%	365
Donate to a Charity		57.4%	534
Donate to a Church		37.6%	350
Donate to Political Party or Government Representative		10.6%	99
Volunteer at Church		14.9%	139
Volunteer for Nonprofit Group		18.7%	174
Retire		5.2%	48
Vote in Upcoming Local Elections		46.0%	428
Vote in Upcoming State or National Elections		52.4%	488
Purchase Season Tickets for Performing Arts		6.1%	57
Attend a Holiday Themed Performance		25.3%	236
Community Activity		25.3%	236
Support an Organization		14.4%	134
Make a Donation		38.8%	361
Register to Vote		4.5%	42
None of the above / Does not apply		12.5%	116
Join a New Church		2.6%	24
Donate Vehicle		1.4%	13
Have a Baby		1.3%	12
Get Married		1.9%	18
Look into Private Schooling for Children		0.9%	8

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		30.3%	282
Community Event		47.3%	440
Festival		43.0%	400
Live Performance		44.0%	410
Fundraising Event		19.7%	183
Seminar		10.6%	99
School Event		24.5%	228
Corporate Event		6.8%	63
Trade Show		7.9%	74
Conference		11.5%	107
Networking Event		6.7%	62
Radio Station Sponsored Event		7.4%	69
Television Station Sponsored Event		2.3%	21
Newspaper Sponsored Event		5.7%	53
None of the above / Does not apply		19.2%	179

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		5.4%	50
Use a Zip Line		4.6%	43
Go Camping		10.3%	96
Go Mountain Biking		3.7%	34
Go Touring on a Bicycle		4.3%	40
Go to a Community or City Swimming Pool		11.3%	105
Take a Guided Backpacking or Hiking Trip		4.0%	37
Attend a Horse Race		6.0%	56
Attend a Car, Truck or Motorsport Race		5.0%	47
Participate in City or Municipal Sponsored Programs		11.5%	107
Join or Change Health or Fitness Club		10.6%	99
None of the above / Does not apply		57.6%	536

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		18.6%	173
Local Business Email		6.3%	59
Snapchat		10.0%	93
Instagram		25.1%	234
Cinema Ads		12.9%	120
Facebook Business Page		12.6%	117
Reviews on Yelp! or Google+		16.6%	155
YouTube Promo Video		9.5%	88
Pandora		16.0%	149
Online Yellow Pages		5.0%	47
Google Search		64.3%	599
eBay		33.4%	311
Spotify		8.7%	81
Pinterest		24.6%	229
Google+ Local		8.9%	83
Clicked on Google Sponsored Ad		14.1%	131
LinkedIn		24.2%	225
Angie's List		4.9%	46
Craigslist		16.3%	152
Bing		12.9%	120
Twitter		15.9%	148
Amazon		80.5%	749

Value		Percent	Responses
None of the above / Does not apply		6.3%	59
Local Business Blog		2.0%	19
CitySearch		2.4%	22
Digital Billboard		1.6%	15
Local Business Text Message		2.9%	27
Xing		0.3%	3

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



Value		Percent	Responses
Yes		69.8%	650
No		30.2%	281
			<b>Total: 931</b>

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

Value		Percent	Responses
Yes		42.4%	395
No		57.6%	536

**Total: 931**























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

Value		Percent	Responses
Yes		27.8%	259
No		72.2%	672










**Total: 931**



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

Value		Percent	Responses
Apparel and Accessories		49.5%	461
Arts and Entertainment		32.7%	304
Automotive - (General)		21.9%	204
Automotive - (New Vehicle Dealership)		17.3%	161
Automotive - (Used Vehicle Dealership)		11.1%	103
Automotive - (Auto Parts store)		9.3%	87
Automotive - (Auto Repair business)		4.5%	42
Automotive - (Auto Body shop)		3.3%	31
Tire Business		14.5%	135
Beauty and Spa Related Businesses		14.8%	138
Child Related Businesses		3.4%	32
Community and State Services		18.4%	171
Education		10.6%	99
Employment Related Businesses		9.3%	87
Event Planning and Services		6.1%	57
Family Activity Related Businesses		7.2%	67
Financial Services		8.7%	81
Fitness Businesses or Providers		4.1%	38
General Retail		38.2%	356
Grocery / Market		27.9%	260
Home and Garden Related Businesses		14.6%	136
Building Supply/Lumber Business		7.2%	67

Value		Percent	Responses
Home Service Businesses		7.1%	66
Home Service Contractors		10.2%	95
Hotel and Travel Related Businesses		21.4%	199
Local Services		21.3%	198
Medical Related Businesses - (General)		14.9%	139
Medical Related Businesses - (Dentist)		5.3%	49
Medical Related Businesses - (Hospital)		3.0%	28
Nightlife Related Businesses		5.9%	55
Pet / Animal		21.6%	201
Professional Services		13.1%	122
Real Estate Service Businesses		4.9%	46
Recreation Related Businesses		5.9%	55
Restaurant / Bar / Lounge		32.4%	302
Senior Related Businesses		8.8%	82
Specialty Food and Drink		13.0%	121
General Retail - Children's Clothing Store		6.3%	59
General Retail - Clothing Accessory Store		13.4%	125
General Retail - Computer Store		9.2%	86
General Retail - Furniture Store		11.5%	107
General Retail - Hardware Store		9.8%	91
General Retail - Home Entertainment Store		5.5%	51
General Retail - Jewelry Store		4.7%	44
General Retail - Major Appliance Store		10.3%	96










Value		Percent	Responses
General Retail - Men's Clothing Store		12.0%	112
General Retail - Mobile Phone Store		7.2%	67
General Retail - Shoe Store		14.1%	131
General Retail - Women's Clothing Store		24.0%	223
None of the above / Does not apply		14.3%	133
Farm Equipment and Agriculture Businesses		2.7%	25
Medical Related Businesses - (Chiropractor)		2.3%	21
Motorsport Businesses		1.6%	15
General Retail - Farming and Agriculture Business		2.0%	19

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

Value	Percent	Responses
Yes	17.6%	164
No	82.4%	767

Total: 931

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




















Value		Percent	Responses
Get a New Full Time Job		12.6%	117
Get a New Part Time Job		9.9%	92
Get a Temporary or Seasonal Job		3.5%	33
Use an Employment or Temporary Employment Agency		2.8%	26
Use a Career Counselor		1.6%	15
Get a Second (or Third) Job		3.8%	35
Get First Job after High School		0.9%	8
Get First Job after College		1.8%	17
None of the above / Does not apply		75.4%	702

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		3.4%	32
Admin & Clerical		6.1%	57
Health Care		5.8%	54
Customer Service		8.2%	76
Management		4.0%	37
Education		4.2%	39
Government		3.1%	29
Sales & Marketing		3.1%	29
None of the above / Does not apply		69.7%	649
Agriculture		0.6%	6
Automotive		0.8%	7
Warehouse		2.7%	25
Construction		1.2%	11
Accounting		2.8%	26
Hotel - Hospitality		1.8%	17
Manufacturing		1.0%	9
Entry Level (New Graduate)		1.9%	18
Grocery		2.9%	27
Banking & Finance		2.9%	27
Child Care		1.1%	10
Real Estate		1.5%	14








Value		Percent	Responses
Insurance		0.5%	5
Legal		1.5%	14
Media		1.5%	14
NonProfit		1.7%	16
Installation - Maintenance - Repair		0.8%	7
Restaurant - Food Services		2.7%	25
Executive Level		2.0%	19
Engineering		1.6%	15
Information Technology		2.9%	27
Skilled Labor - Trades		1.2%	11
Transportation		1.7%	16

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		14.9%	139
Local Agency Site		8.2%	76
Craigslist		6.9%	64
Facebook		5.3%	49
Indeed.com		27.0%	251
LinkedIn		21.1%	196
Monster.com		11.5%	107
CareerBuilder		13.9%	129
GlassDoor		6.2%	58
SimplyHired.com		2.9%	27
AOL Jobs		1.7%	16
SnagAJob.com		1.9%	18
Dice.com		0.9%	8
USAjobs.gov		5.6%	52
USAjobs.org		3.3%	31
ZipRecruiter		10.0%	93
JobDiagnosis		0.4%	4
TheLadders		1.8%	17
None of the above / Does not apply		54.6%	508









140. Have you or the members of your household purchased something from any of the following sources in the past 90 days? (Check all that apply.)

Value		Percent	Responses
Coupon book		23.2%	216
Yellow Pages directory		1.8%	17
Direct mail flyer		25.0%	233
Deal program/offer		8.6%	80
Facebook business page offer		7.1%	66
Billboard advertising		2.0%	19
None of the above / Does not apply		58.5%	545

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)		25.1%	234
Purchased an online deal to a local business in the past 3 months		16.0%	149
None of the above / Does not apply		69.0%	642

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

Value		Percent	Responses
Read ads and keep them - using three or more		9.0%	84
Read ads and keep them - using one or two		42.6%	397
Read ads and keep them - without using any		6.9%	64
Read ads but throw away without using any		19.5%	182
Throw ads away unread		13.9%	129
Do not receive direct mail or advertisements at home or PO Box		8.1%	75

**Total: 931**


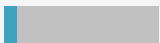


144. Did you vote in the last local / county / state election?

Value	Percent	Responses
Yes	83.1%	774
No	16.9%	157














**Total: 931**

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		91.3%	850
No		8.7%	81

**Total: 931**

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		7.1%	66
Used Vehicle Dealership		5.5%	51
New and Used Vehicle Dealership		7.8%	73
Automotive Service		9.6%	89
Tire Store		8.6%	80
Auto Parts Store		12.4%	115
Recreation Vehicle (RV) Dealership		1.1%	10
RV or Camper Repair		0.9%	8
Boat Dealer		0.5%	5
Boat Service		0.5%	5
Motorcycle Dealer		1.1%	10
Motorcycle Repair Shop		0.3%	3
None of the above / Does not apply		69.3%	645

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













Value		Percent	Responses
Accountant or CPA		2.1%	20
Legal Firm or Attorney		2.8%	26
Insurance Agency		5.0%	47
Tax Advisor		2.4%	22
Telecommunications Provider		1.8%	17
Internet Service Provider		3.9%	36
None of the above / Does not apply		87.1%	811









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%	9
Hearing Aid Center		1.3%	12
Cardiologist		4.2%	39
Chiropractor		2.7%	25
Dentist		11.0%	102
Dermatologist		5.4%	50
Hospital		2.9%	27
Mental Health Provider		2.1%	20
Optometrist		2.6%	24
Pediatrician		0.6%	6
General Practitioner		6.9%	64
Rehabilitation Clinic		0.9%	8
Urgent Care Clinic		3.4%	32
Surgical Specialist		1.8%	17
Weight Loss Service		1.7%	16
None of the above / Does not apply		74.3%	692







149. Which of the following HOME RELATED SERVICE CONTRACTORS have you used a search engine to find information on in the last 30 days? (Check all that apply.)

Value		Percent	Responses
Carpet Cleaning Service		5.0%	47
Electrician		3.8%	35
Handyman		6.3%	59
Heating & Air Conditioning Service		2.8%	26
Remodeling Contractor		1.2%	11
General Contractor		3.7%	34
Landscaper		3.8%	35
New Home Builder		0.5%	5
Painting Contractor		2.4%	22
Plumber or Plumbing Contractor		4.0%	37
Roofing Contractor		1.7%	16
None of the above / Does not apply		79.1%	736









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		2.5%	23
Home Inspector		1.0%	9
Mortgage Broker		1.0%	9
Property Manager		0.8%	7
Realtor		4.2%	39
None of the above / Does not apply		93.1%	867


















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

Value		Percent	Responses
Real Estate Loan Provider		1.3%	12
Automotive Loan Provider		0.5%	5
Financial Advisor		2.9%	27
Bank		12.2%	114
Credit Union		4.7%	44
None of the above / Does not apply		83.6%	778









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

Value		Percent	Responses
Buffet Restaurant		9.6%	89
Ethnic Restaurant		13.5%	126
Family Style Restaurant		22.2%	207
Fast Food Restaurant		12.1%	113
Fine Dining Restaurant		24.1%	224
Pizza Restaurant		20.7%	193
Restaurant with Bar or Lounge		15.3%	142
None of the above / Does not apply		43.2%	402




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		5.3%	49
Clothing Accessory Store		8.3%	77
Major Appliance Store		4.2%	39
Computer Store		6.2%	58
Farming and Agriculture Business		1.2%	11
Furniture Store		8.9%	83
Grocery Store		18.2%	169
Hardware Store		8.4%	78
Home Entertainment Store		2.7%	25
Jewelry Store		4.2%	39
Mobile Phone Store		3.4%	32
Shoe Store		11.5%	107
Specialty Food Business		3.2%	30
Women's Clothing Store		16.9%	157
Men's Clothing Store		8.3%	77
Children's Clothing Store		5.6%	52
None of the above / Does not apply		55.1%	513

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		5.6%	52
Any Child Related Business		1.8%	17
Any Event Planning Business		2.1%	20
Any Education Business		2.0%	19
Any Fitness Business		4.5%	42
Any Pet Related Business		8.9%	83
Any Senior Related Business		5.2%	48
None of the above / Does not apply		77.9%	725






















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		14.1%	131
No		51.5%	479
Does not apply		34.5%	321

**Total: 931**

















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

Value		Percent	Responses
Education		6.1%	8
Financial Services		6.1%	8
General Retail		3.8%	5
Health and Medical		11.5%	15
Home Service Businesses		4.6%	6
Local Services		3.8%	5
Real Estate		6.9%	9
Other		36.6%	48
Apparel and Accessories		0.8%	1
Arts and Entertainment		2.3%	3
Automotive		1.5%	2
Beauty and Spa		2.3%	3
Child Related Businesses		0.8%	1
Event Planning and Services		2.3%	3
Family Activity		0.8%	1
Fitness Businesses or Providers		1.5%	2
Grocery and Specialty Food/Drink		2.3%	3
Home and Garden		2.3%	3
Pet / Animal		1.5%	2
Recreation		0.8%	1
Restaurant / Bar / Lounge		1.5%	2

**Total: 131**

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.		34.4%	45
Computer Hardware		21.4%	28
Office Copier		6.1%	8
Business Logo Apparel		10.7%	14
Networking Hardware or Software		9.2%	12
Office Furniture, Fixtures or Interiors		6.1%	8
Office Cleaning Supplies		12.2%	16
Office Supplies		46.6%	61
Office Printer		9.2%	12
Promotional Items		10.7%	14
Security System		4.6%	6
Telephone Systems		4.6%	6
Uniforms or Work Clothing		9.2%	12
None of the above / Does not apply		30.5%	40

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		6.1%	8
Business Advertising		5.3%	7
Business Internet Services		5.3%	7
Business Legal Services or Attorney		3.8%	5
None of the above / Does not apply		78.6%	103
Business Financial Consulting		2.3%	3
Business Bottled Water Delivery		1.5%	2
Business Advisory Services		0.8%	1
Business Cellular Phone Service		1.5%	2
Business Computer Consulting		0.8%	1
Business Construction Contractor		2.3%	3
Business Employment Agency		0.8%	1
Business Internet Service Provider		1.5%	2
Business Marketing Services		0.8%	1
Business Meetings or Conventions		1.5%	2
Business Payroll Services		2.3%	3
Business Printing Services		0.8%	1
Business Realty Services		2.3%	3
Business Recruitment		0.8%	1
Business Security Services		0.8%	1
Business Sign Company Services		2.3%	3

<b>Value</b>		<b>Percent</b>	<b>Responses</b>
Business Shuttle or Limo Services		0.8%	1
Business Staffing or Temp Services		0.8%	1
Business Travel Agency		1.5%	2
Business Radio Media Service		0.8%	1









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

Value		Percent	Responses
Rent New Office		3.1%	4
Buy New Office		2.3%	3
Add New Locations		3.8%	5
Renovate Existing Facilities		5.3%	7
Construct New Facilities		2.3%	3
Buy or Rent Industrial Space		1.5%	2
Buy or Rent Warehouse space		0.8%	1
Install New Commercial Carpeting		0.8%	1
None of the above / Does not apply		86.3%	113

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

Value		Percent	Responses
Purchase New Business Automobiles		3.8%	5
Purchase Used Business Automobiles		2.3%	3
Purchase New Business Trucks		4.6%	6
Purchase Used Business Trucks		3.8%	5
Lease New Business Automobiles		3.1%	4
Lease New Business Trucks		1.5%	2
Purchase New Heavy Duty or Commercial Business Trucks		3.1%	4
Purchase Used Heavy Duty or Commercial Business Trucks		1.5%	2
None of the above / Does not apply		86.3%	113

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		7.6%	10
Business Health Insurance		9.2%	12
Business Dental Insurance		3.8%	5
Business 401K or Retirement Program		6.9%	9
Business "Key Man" Insurance		2.3%	3
Business Property Insurance		4.6%	6
Business Commercial Insurance		6.1%	8
None of the above / Does not apply		79.4%	104

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

Value		Percent	Responses
Local Newspaper		18.3%	24
Local Newspaper Site		6.9%	9
Local Radio		6.9%	9
Local Television		4.6%	6
Local Free or Alternative publication		6.9%	9
Other Print Publications		6.9%	9
Facebook		22.9%	30
Twitter		3.8%	5
Other Social Media		14.5%	19
Search Engine Optimization (SEO, SEM)		7.6%	10
Word of Mouth or Referrals		51.1%	67
Billboards		6.1%	8
Direct Mail		16.8%	22
Coupons or "Deal of the Day"		5.3%	7
Fliers or Door Hangers		3.8%	5
Yellow Pages		3.1%	4
Banner Ads		9.9%	13
Online Advertising		19.1%	25
None of the above / Does not apply		25.2%	33
Sign "Spinners"		0.8%	1
Telemarketing		0.8%	1
Retargeting Web Ads		2.3%	3






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		6.9%	9
Use social media for promoting business		19.8%	26
Website optimized for mobile (responsive)		16.8%	22
Ongoing search optimization (SEO, SEM)		8.4%	11
Banner ads		7.6%	10
Cost-per-click ads (CPC, PPC)		3.1%	4
Cost-per-mille ads (CPM)		0.8%	1
Programmatic ads		0.8%	1
Retargeting ads		2.3%	3
Google ads (Adwords)		9.2%	12
Facebook ads		13.7%	18
Sponsored content		2.3%	3
Email advertising		21.4%	28
Site analytics		8.4%	11
Use a Digital Agency		2.3%	3
Digital ads through newspaper		3.1%	4
None of the above/Does not apply		58.0%	76

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






Value		Percent	Responses
Have an ongoing digital marketing campaign		4.6%	6
Use social media for promoting business		17.6%	23
Website optimized for mobile (responsive)		8.4%	11
Ongoing search optimization (SEO, SEM)		5.3%	7
Banner ads		4.6%	6
Cost-per-click ads (CPC, PPC)		3.1%	4
Cost-per-mille ads (CPM)		1.5%	2
Retargeting ads		0.8%	1
Video ads		2.3%	3
Google ads (Adwords)		9.2%	12
Facebook ads		13.0%	17
Sponsored content		1.5%	2
Email advertising		14.5%	19
Site analytics		3.1%	4
Use a Digital Agency		2.3%	3
Digital ads through newspaper		3.1%	4
None of the above/Does not apply		67.2%	88

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








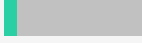



Value		Percent	Responses
Yes		6.9%	9
No		87.0%	114
Don't know		6.1%	8

**Total: 131**

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%		5.6%	52
1% - 25%		42.2%	393
26% - 50%		27.0%	251
51% - 75%		16.8%	156
76% - 100%		8.5%	79
			<b>Total: 931</b>
			<b>Avg 33%</b>


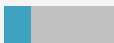




### 167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.2%	2
20 - 24		0.8%	7
25 - 30		1.2%	11
31 - 34		1.4%	13
35 - 40		2.8%	26
41 - 45		3.0%	28
46 - 49		4.3%	40
50 - 54		10.4%	97
55 - 60		19.2%	179
61 - 69		30.4%	283
70 or older		26.2%	244

**Total: 930**









**Avg 62**

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

Value		Percent	Responses
Metro / Urban		7.2%	67
Small/Mid-Size Town		24.8%	231
Suburban		49.4%	460
Rural		16.9%	157
Vacation community		1.0%	9
Other		0.8%	7

**Total: 931**

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	2
Some High School (Not Graduate)		0.5%	5
High School Graduate (12th grade)		14.2%	132
Vocational or Technical Training		3.7%	34
Some College		17.3%	161
College Graduate		30.5%	284
Some Post-Graduate Study (No Advanced Degree)		7.8%	73
Post-Graduate Degree		25.8%	240

**Total: 931**

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








Value		Percent	Responses
Under \$20,000		6.2%	56
\$20,000 - \$24,999		3.6%	32
\$25,000 - \$29,999		3.8%	34
\$30,000 - \$34,999		3.4%	31
\$35,000 - \$39,999		3.8%	34
\$40,000 - \$44,999		4.8%	43
\$45,000 - \$49,999		5.7%	51
\$50,000 - \$74,999		17.6%	158
\$75,000 - \$99,999		18.0%	162
\$100,000 - \$124,999		12.8%	115
\$125,000 - \$149,999		7.2%	65
\$150,000 - \$200,000		7.8%	70
Over \$200,000		5.4%	49

**Total: 900**

**Avg \$89,162**








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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	6
Black or African-American		7.1%	66
Asian		1.3%	12
White or Caucasian		79.6%	741
Hispanic		2.1%	20
Other		1.1%	10
Prefer not to answer		8.2%	76

**Total: 931**

## 172. Are you...





Value		Percent	Responses
Male		32.2%	300
Female		62.4%	581
Transgender Female		0.2%	2
Other		0.1%	1
Prefer not to answer		5.0%	47

**Total: 931**

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


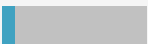



Value	Percent	Responses
Single Family Home	76.7%	714
Apartment	10.5%	98
Condominium	7.2%	67
Mobile Home	1.1%	10
Other	4.5%	42
		<b>Total: 931</b>

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



Value		Percent	Responses
Owned		80.5%	749
Rented		14.9%	139
Occupied Without Payment of Rent		2.0%	19
Other		2.6%	24

**Total: 931**

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

Value		Percent	Responses
None		83.6%	778
1		8.5%	79
2		5.5%	51
3		1.9%	18
4 or more		0.5%	5
			<b>Total: 931</b>

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

Value		Percent	Responses
Yes		49.4%	458
No		50.6%	469

**Total: 927**