

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

Response Counts

Completion Rate:	100%		
Complete			443

Total: 443

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	443

Total: 443

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


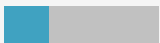
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	131 29.6%	116 26.2%	151 34.1%	45 10.2%	443
Business news Count Row %	116 26.2%	160 36.1%	135 30.5%	32 7.2%	443
Government news Count Row %	157 35.4%	165 37.2%	100 22.6%	21 4.7%	443
High school sports news Count Row %	68 15.3%	83 18.7%	192 43.3%	100 22.6%	443
Crime news Count Row %	213 48.1%	148 33.4%	69 15.6%	13 2.9%	443
Clubs and organizations news Count Row %	79 17.8%	155 35.0%	155 35.0%	54 12.2%	443
Total Total Responses					443

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	8	11	45	218	157	4	443
Count	1.8%	2.5%	10.2%	49.2%	35.4%	0.9%	
Row %							
Local news coverage							
Count	5	16	45	219	154	4	443
Row %	1.1%	3.6%	10.2%	49.4%	34.8%	0.9%	
Reporting objectivity							
Count	7	25	113	188	97	13	443
Row %	1.6%	5.6%	25.5%	42.4%	21.9%	2.9%	
Headline objectivity							
Count	6	20	98	203	104	12	443
Row %	1.4%	4.5%	22.1%	45.8%	23.5%	2.7%	
Local school news							
Count	4	18	74	195	114	38	443
Row %	0.9%	4.1%	16.7%	44.0%	25.7%	8.6%	
County news coverage							
Count	5	16	73	228	110	11	443
Row %	1.1%	3.6%	16.5%	51.5%	24.8%	2.5%	
Local city/community news coverage							
Count	5	13	55	229	131	10	443
Row %	1.1%	2.9%	12.4%	51.7%	29.6%	2.3%	
Environmental news coverage							
Count	8	19	124	183	76	33	443
Row %	1.8%	4.3%	28.0%	41.3%	17.2%	7.4%	
Courts and cops news coverage							
Count	6	16	66	210	131	14	443
Row %	1.4%	3.6%	14.9%	47.4%	29.6%	3.2%	
Local sports coverage							
Count	5	5	52	178	144	59	443
Row %	1.1%	1.1%	11.7%	40.2%	32.5%	13.3%	




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	3	12	82	212	114	20	443
Count	0.7%	2.7%	18.5%	47.9%	25.7%	4.5%	
Row %							
People and features coverage	4	22	71	218	114	14	443
Count	0.9%	5.0%	16.0%	49.2%	25.7%	3.2%	
Row %							
Total							
Total Responses							443

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


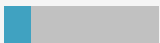
Value		Percent	Responses
Yes		70.2%	311
No		29.8%	132

Total: 443

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		39.5%	123
No		56.6%	176
None of the above / Does not apply		3.9%	12
			Total: 311

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

Value		Percent	Responses
Yes		82.4%	365
No		17.6%	78


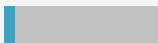
Total: 443

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		45.5%	166
No		52.6%	192
None of the above / Does not apply		1.9%	7



Total: 365

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

Value		Percent	Responses
Yes		93.2%	413
No		6.8%	30






Total: 443

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

Value		Percent	Responses
Yes		57.2%	237
No		42.8%	177

Total: 414




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

Value		Percent	Responses
1		32.9%	136
2		49.4%	204
3		13.8%	57
4		1.0%	4
5 or more		2.9%	12
			Total: 413


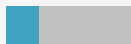



Statistics

Average 1.8













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

Value		Percent	Responses
Adult male		68.0%	281
Adult female		81.1%	335
Minor under 18		2.4%	10

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

Value		Percent	Responses
Yes, always		24.2%	100
Yes, frequently		25.9%	107
Yes, sometimes		35.1%	145
Seldom		12.6%	52
Never		2.2%	9
			Total: 413




13. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

Value		Percent	Responses
National Daily Newspaper		15.3%	63
Local Daily Newspaper		84.5%	349
Local Paid Weekly Community Newspaper		20.6%	85
Local Free Weekly Print Publication (a Shopper or Newspaper)		40.0%	165
Local Alternative Publication		3.6%	15
Local City or Regional Magazine		22.3%	92
Local Specialty Publication		11.4%	47
Local Business Publication		12.8%	53
Local Ethnic Publication		2.2%	9
Local Parenting Publication		1.9%	8
Local Senior Publication		15.3%	63
None of the above / Does not apply		2.7%	11

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




	Always	Frequently	Occasionally	Never	Responses
Classified Ads Count Row %	80 19.4%	108 26.2%	190 46.0%	35 8.5%	413
Retail Store Ads Count Row %	164 39.7%	145 35.1%	95 23.0%	9 2.2%	413
Ad Inserts Count Row %	141 34.1%	148 35.8%	108 26.2%	16 3.9%	413
Real Estate Ads Count Row %	36 8.7%	62 15.0%	201 48.7%	114 27.6%	413
Automotive Ads Count Row %	28 6.8%	55 13.3%	209 50.6%	121 29.3%	413
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.) Count Row %	78 18.9%	130 31.5%	173 41.9%	32 7.7%	413
Political Ads Count Row %	33 8.0%	76 18.4%	199 48.2%	105 25.4%	413
Legal Notices Count Row %	46 11.1%	68 16.5%	187 45.3%	112 27.1%	413
Total Total Responses					413

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		56.9%	252
Posted on a Government Website		7.7%	34
No preference		35.4%	157

Total: 443

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		16.0%	71
No		81.9%	363
Don't know		2.0%	9
			Total: 443

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		28.6%	20
Satisfactory response (received many inquiries)		52.9%	37
Poor response (received very few inquiries)		18.6%	13








Total: 70

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

Value		Percent	Responses
Yes		47.9%	212
No		52.1%	231


Total: 443

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

Value		Percent	Responses
Daily		12.9%	57
Couple times week		12.9%	57
Weekly		7.2%	32
Couple times month		11.7%	52
Monthly		3.4%	15
Less Monthly		26.6%	118
Have not visited / Does not apply		25.3%	112

Total: 443

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









Value		Percent	Responses
Auto Body Shop		5.9%	26
Auto Detailing Shop		7.2%	32
Oil Change Station		49.0%	217
Auto Parts Store		35.7%	158
Auto Repair Shop		16.9%	75
Auto Salvage Yard		3.8%	17
Auto Battery Store		10.6%	47
Auto Window Tinting		3.8%	17
Car Wash		57.1%	253
Gas Station		78.6%	348
New Vehicle Dealership		12.4%	55
Used Vehicle Dealership		11.1%	49
Tire Store		24.6%	109
None of the above / Does not apply		7.4%	33
Auto Glass Repair Shop		2.7%	12
Auto Paint Shop		1.8%	8
Auto Towing Service		0.9%	4
Auto Stereo Installation		2.0%	9
Car Audio Store		1.4%	6
Commercial Truck Dealership		0.9%	4
Commercial Truck Repair Shop		0.7%	3

Value		Percent	Responses
Pick and Pull Lot		2.9%	13
Recreation Vehicle (RV) Dealership		1.6%	7
RV or Camper Repair		1.8%	8
Trailer & Utility Trailer		0.9%	4
Trailer Rental Service		0.5%	2








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		0.9%	4
Boating Accessory Store		2.5%	11
Boat Repair Shop		1.6%	7
Boat Rental Service		0.9%	4
All-Terrain Vehicle (ATV) Dealer		4.3%	19
Watercraft Dealer		0.9%	4
Watercraft Rental Shop		0.5%	2
Motorcycle Dealer		2.5%	11
Motorcycle Repair Shop		1.8%	8
Motorcycle Accessory Store		2.9%	13
Golf Cart Dealer		2.5%	11
Boat and RV Storage Facility		0.5%	2
None of the above / Does not apply		87.4%	387

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		2.3%	10
Used Farm Equipment Dealer		3.4%	15
Farm Truck and Tractor Repair Shop		4.3%	19
Agriculture Farm Supply Store		17.4%	77
Agricultural Service		3.2%	14
Farming Structure Building Contractor		0.9%	4
Animal Feed Store		16.9%	75
None of the above / Does not apply		74.0%	328

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		11.5%	51
Bakery		56.9%	252
Specialty Cake Bakery		8.6%	38
Cupcake Shop		6.8%	30
Donut Shop		37.9%	168
Beverage Distributor		3.2%	14
Beer Shop		9.7%	43
Brewery or Brew Pub		12.4%	55
Candy Store		13.8%	61
Cheese Shop		10.4%	46
Chocolate Shop		9.0%	40
Coffee & Tea Shop		25.1%	111
Espresso or Coffee Shop		16.5%	73
Cookie Store		5.9%	26
Convenience Store		67.9%	301
Dessert Restaurant		5.4%	24
Ethnic Food Restaurant		22.1%	98
Ice Cream or Frozen Yogurt Shop		34.5%	153
Smoothie or Juice Bar		7.4%	33
Liquor Store		27.8%	123
Tea Shop		3.6%	16

Value		Percent	Responses
Winery		7.4%	33
Wine Shop		10.8%	48
None of the above / Does not apply		7.7%	34
Distillery		2.9%	13
U-Brew Beer or Wine Store		1.6%	7

24. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Health Food Store		12.6%	56
Grocery Store (Discount)		52.4%	232
Grocery Store (Ethnic)		5.4%	24
Farmers Market		32.7%	145
Grocery Store (Co-op)		16.9%	75
Grocery Store (Independent/Citywide)		27.8%	123
Grocery Store (Major or Regional Chain)		80.4%	356
Meat Market or Butcher Shop		19.0%	84
Grocery Store (Neighborhood/Local/Mom & Pop)		26.2%	116
Seafood Market		12.2%	54
Specialty Food Market		6.8%	30
None of the above / Does not apply		1.6%	7

25. Which of the following types of BEAUTY and SPA BUSINESSES do you or the members of your household plan to shop at or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Barbershop		38.1%	169
Day Spa		5.0%	22
Eyelash Extension Salon		2.3%	10
Hair Removal Salon		2.9%	13
Hair and Beauty Salon (Find New or Change Existing)		50.8%	225
Makeup Artist		2.0%	9
Massage Spa		14.2%	63
Nail Salon		30.5%	135
Skin Care Store		5.4%	24
Tanning Salon		5.4%	24
Tattoo Studio		5.2%	23
None of the above / Does not apply		18.1%	80













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		7.7%	34
Arts & Crafts Fair		32.3%	143
Casino		10.2%	45
Community Theatre		22.6%	100
Movie Theater		56.2%	249
Museum		21.0%	93
Live Theater		19.0%	84
Performing Arts Center		15.1%	67
Bingo Hall		4.7%	21
Social Club		5.4%	24
Stadium or Arena		15.1%	67
Rodeo		3.6%	16
Wine Tour		3.2%	14
Music Festival		12.6%	56
Wine Festival		8.1%	36
Food Festival		24.8%	110
Seasonal Festival		25.5%	113
Arts Organization		5.9%	26
Cultural Center		6.5%	29
Local Festival		27.8%	123
Historical Society		9.5%	42
None of the above / Does not apply		18.1%	80




















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		16.9%	75
Professional Sports Team		9.9%	44
Amusement Center / Park		30.5%	135
Family Play Center		7.9%	35
Family Entertainment Center		14.0%	62
Go Kart Track		6.8%	30
Horseback Riding		5.6%	25
Outdoor Park		31.8%	141
Ice Skating or Roller Rink		8.6%	38
Athletic Club		8.8%	39
Zoo		28.0%	124
None of the above / Does not apply		31.8%	141










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		1.8%	8
CrossFit Gym		1.6%	7
Dance Studio		4.1%	18
Fitness Boot Camp		1.6%	7
Exercise Classes		20.5%	91
Gym, Fitness or Athletic Club		27.8%	123
Martial Arts Studio		1.8%	8
Personal Trainer		4.3%	19
Rock Climbing Gym		0.5%	2
Swimming Lessons		3.6%	16
Yoga Studio		7.0%	31
None of the above / Does not apply		55.3%	245
















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

Value		Percent	Responses
Archery Range		2.9%	13
Bait & Tackle Shop		16.0%	71
Bicycle Shop		4.7%	21
Bicycle Repair Shop		3.8%	17
Bicycle Rental Service		1.8%	8
Bowling Alley		19.9%	88
Dive Shop		0.5%	2
Fishing Supply Store		14.2%	63
Golf Course		8.4%	37
Golf Driving Range		5.4%	24
Golf Pro Shop		3.8%	17
Gun Shooting Range		12.0%	53
Gun Store		16.5%	73
Miniature Golf Course		10.4%	46
Outdoor Gear Store		6.8%	30
Ski Shop		2.5%	11
New Sporting Goods Store		9.3%	41
Used Sporting Goods Store		4.7%	21
None of the above / Does not apply		44.2%	196






















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

Value		Percent	Responses
Adult Club or Entertainment Company		3.4%	15
Bar, Lounge or Pub		21.9%	97
Comedy Club		9.9%	44
Dancing or Night Club		8.6%	38
Music or Concert Hall		16.5%	73
Billiard Hall		3.4%	15
Sports Bar		14.7%	65
Wine Bar		5.9%	26
None of the above / Does not apply		57.3%	254

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






Value		Percent	Responses
Boat Charter		1.4%	6
Card or Stationery Store		18.5%	82
Announcement Printing Service		4.3%	19
Catering Service		5.2%	23
Disc Jockey (DJ)		2.3%	10
Event Coordinator		2.0%	9
Hotel Meeting Room or Event Space		3.8%	17
Musician or Band		5.2%	23
Party Supply Store		16.5%	73
Photographer		6.8%	30
Event Space or Venue		4.3%	19
Videographer		0.7%	3
Wedding Venue or Banquet Hall		2.3%	10
Wedding Planner		2.7%	12
None of the above / Does not apply		63.4%	281

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















Value		Percent	Responses
Continuing Education Courses		10.6%	47
University		7.7%	34
Community College		14.0%	62
Elementary School		5.2%	23
Middle or High School		6.5%	29
Adult Education School		7.9%	35
Graduate school		3.2%	14
Lecture or Seminar Series		3.2%	14
None of the above / Does not apply		61.4%	272
Preschool		2.7%	12
Art School		1.8%	8
Charter School		0.9%	4
Culinary School		0.9%	4
Beauty School		1.6%	7
Dance Studio		2.0%	9
Driving School		2.0%	9
Language School		1.1%	5
Musical Instruments and Lessons		2.3%	10
Tutoring Center		0.9%	4
Private Elementary School		0.2%	1
Private Middle School		0.2%	1

Value		Percent	Responses
Private High School		0.2%	1
Private K-12 School		1.6%	7
Private Tutor		0.9%	4
Vocational School		2.0%	9
Real Estate School		0.9%	4
Aviation / Flight School		1.4%	6
Parochial School		0.5%	2

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		25.7%	114
Credit Union		14.7%	65
Financial Advisor		7.7%	34
Stockbroker		2.5%	11
None of the above / Does not apply		63.9%	283






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		2.5%	11
Bankruptcy Service		1.4%	6
Business Development Service		0.7%	3
Bookkeeping Service		2.7%	12
Car Leasing Service		2.9%	13
Check Cashing Service		2.9%	13
Credit Repair Service		3.2%	14
Credit Counseling Service		2.7%	12
Debt Consolidation Company		1.6%	7
Money Transfer Service		3.6%	16
Payday Loan Company		0.2%	1
Tax Return Service		33.2%	147
Title Loan Company		0.5%	2
None of the above / Does not apply		56.7%	251






















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		9.7%	43
Dentist		36.8%	163
General Practitioner		13.1%	58
Family Practitioner		25.3%	112
Optometrist		19.6%	87
Pediatrician		3.2%	14
None of the above / Does not apply		49.2%	218

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		21.0%	93
Hospital		9.0%	40
Medical Clinic		13.5%	60
Mental Health Service		2.5%	11
None of the above / Does not apply		68.8%	305









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		3.4%	15
Allergy or Asthma Specialist		8.1%	36
Cardiologist		22.6%	100
Cancer Specialist		7.2%	32
Mental Health Provider		6.5%	29
Dermatologist		29.1%	129
Denture or Implant Specialist		11.5%	51
Cosmetic Dentist		3.2%	14
Obstetrician & Gynecologist		9.3%	41
Oral Surgeon		4.3%	19
Orthodontist		5.0%	22
Ear, Nose & Throat Doctor		12.2%	54
Gastroenterologist		10.4%	46
Internal Medicine Doctor		17.8%	79
Massage Therapist		14.0%	62
Nutritionist or Dietician		4.1%	18
Oncologist		5.9%	26
Ophthalmologist		16.9%	75
Orthopedist		5.0%	22
Physical Therapist		8.6%	38
Psychiatrist		3.2%	14
















Value		Percent	Responses
Podiatrist		6.5%	29
Urologist		11.3%	50
Surgical Specialist		3.6%	16
None of the above / Does not apply		25.3%	112
Cardiovascular Surgeon		1.4%	6
Cryotherapy		0.2%	1
Cosmetic or Plastic Surgeon		2.3%	10
Home Health Care Provider		2.0%	9
Naturopathic Practitioner		2.0%	9

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






















Value		Percent	Responses
Audiology Clinic		4.1%	18
Blood Donation Center		7.4%	33
Hearing Aid Center		7.9%	35
Laboratory or Medical Testing Facility		13.8%	61
Medical Imaging Service		10.6%	47
Medical Supply Store		5.4%	24
Pain Management Physician		6.1%	27
Pain Clinic		5.0%	22
Sleep Disorder Clinic		4.1%	18
Urgent Care Clinic		10.8%	48
Walk-In Clinic		12.0%	53
Vascular Surgeon or Vein Center		3.8%	17
None of the above / Does not apply		48.3%	214
Alcoholism Treatment Program		0.5%	2
Alzheimer's or Memory Care Facility		0.7%	3
Drug Addiction Treatment Center		1.1%	5
Drug Testing Service		0.5%	2
Hospice Care Provider		1.1%	5
Laser Eye Surgery Clinic		1.6%	7
Memory Care Facility		0.2%	1
Medical Marijuana Authorization		1.4%	6








Value		Percent	Responses
Medical Marijuana Dispensary		1.4%	6
Medical Spa		1.1%	5
Mental Health Service		2.7%	12
Mental Health Clinic		1.8%	8
Pain Control Clinic		2.9%	13
Physical Health Center		1.6%	7
Rehabilitation Clinic		1.6%	7
Sports Medicine Clinic		0.7%	3

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		34.3%	152
Regional Airport		15.8%	70
Bed & Breakfast		9.0%	40
Campground		9.7%	43
Cruise Line		14.9%	66
Hotel or Motel (Local)		9.0%	40
Hotel or Motel (Out-of-Town)		54.4%	241
RV Rental Company		0.2%	1
Ski Resort		1.4%	6
Tour Company		4.5%	20
Shuttle Service		4.7%	21
Limo Service		1.6%	7
Taxi Service		5.0%	22
Travel Agent		8.1%	36
None of the above / Does not apply		30.5%	135

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		7.9%	35
Courier or Delivery Service		6.1%	27
Dry Cleaning or Laundry Service		31.8%	141
Electronics Repair Shop		4.1%	18
Jewelry Repair Shop		14.4%	64
Mail Store		16.9%	75
Printing Service		6.1%	27
Propane Dealer		14.4%	64
Propane Home Heating Service		6.1%	27
Junkyard		6.5%	29
Recycling Center		17.4%	77
Self-Storage Facility		5.9%	26
Sewing and Alterations Shop		8.1%	36
Small Engine Repair Shop		3.8%	17
Shipping Center		10.8%	48
Shoe Repair Shop		7.0%	31
Watch or Clock Repair Shop		7.9%	35
Mobile or Cell Phone Repair Shop		5.9%	26
Car Rental Agency		11.3%	50
None of the above / Does not apply		26.4%	117
Bottled Water Delivery Service		0.9%	4

Value		Percent	Responses
Compost / Yard Waste Service		2.3%	10
Information Technology (IT) Service		2.3%	10
Moving Truck Rental Company		2.5%	11
Funeral Service Provider		2.3%	10
Cremation Service Provider		0.7%	3
Marriage Counselor		0.5%	2
Tool / Equipment Rental Service		1.6%	7





















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
























Value		Percent	Responses
Chamber of Commerce		7.0%	31
Charity or Philanthropic Organization		6.8%	30
Church		59.8%	265
City or Municipal Service		6.8%	30
Community Organization		6.5%	29
Government or Political Service		2.5%	11
Community Service or Non-Profit Organization		7.4%	33
City Center		0.9%	4
City or Town Hall		8.6%	38
Civic Center		8.4%	37
Community Center		14.9%	66
Convention Center		6.1%	27
County Government Office		10.2%	45
Department of Social Services		6.5%	29
Employment Center		4.3%	19
Government Economic Program		1.1%	5
Youth Organization		3.8%	17
None of the above / Does not apply		28.2%	125

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		10.6%	47
Painting Contractor		8.6%	38
Plumber or Plumbing Contractor		12.4%	55
None of the above / Does not apply		78.3%	347

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		5.0%	22
Appliance Repair Service		7.7%	34
Air Duct Cleaning Service		3.8%	17
Carpenter or Woodworker		10.6%	47
Carpet Installation Contractor		5.9%	26
Drywall Installation or Repair Contractor		3.8%	17
Deck Builder		5.0%	22
Flooring Installation Service		7.2%	32
Handyman		18.1%	80
Home Security Company		3.8%	17
Heating & Air Conditioning Service		15.3%	68
Garbage Collection Service		6.3%	28
General Contractor		4.1%	18
Junk Removal or Hauling Service		3.4%	15
Kitchen or Bath Remodeling Company		4.7%	21
Landscaping Service		8.1%	36
Roofing Contractor		5.2%	23
Window Installer		3.4%	15
None of the above / Does not apply		46.3%	205
Alternative Energy Service		0.9%	4
Concrete Contractor		2.7%	12

Value		Percent	Responses
Countertop Contractor		2.7%	12
Demolition Contractor		0.9%	4
Fencing Contractor		2.9%	13
Furnace Contractor		2.5%	11
Fire & Water Damage Restoration Service		0.7%	3
Foundation Contractor		0.9%	4
Handicap Access Contractor		0.2%	1
Heavy Construction Machinery		0.2%	1
Home Maintenance Service		1.8%	8
Garage Door Contractor		2.7%	12
Garage Builder		2.5%	11
Gutter Installation or Repair Contractor		2.7%	12
Insulation Installer		1.6%	7
Mover or Moving Company		1.6%	7
New Home Builder		0.5%	2
Landscape Architect		1.4%	6
Remodeling Contractor		2.3%	10
Septic Tank Contractor		1.8%	8
Siding Installation or Repair Contractor		1.1%	5
Stone or Marble Company		1.4%	6
Solar Energy Contractor		1.6%	7
Tile Contractor		2.3%	10
Waterproofing Contractor		0.7%	3

Value

Percent

Responses

Water Well Drilling Contractor






0.2%











1

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
Carpet Cleaning Service	9.3%	41
Fuel or Oil Home Heating Service	5.0%	22
Furnace Cleaning Service	4.7%	21
Home Pressure Washing Service	7.9%	35
Home Gardening Service	4.1%	18
House Cleaning Service	6.5%	29
Lawn Care Service	14.0%	62
Landscaper	5.9%	26
Pest Control Service or Exterminator	13.1%	58
Television or Internet Service Provider	17.6%	78
Window & Door Installation Service	4.3%	19
None of the above / Does not apply	49.0%	217
Arborist	1.1%	5
Awning & Tent Company	0.9%	4
Bathtub Refinishing Service	2.0%	9
Cabinet Refacing Service	1.6%	7
Furniture Upholstery Service	1.8%	8
Home Theater Installation Service	0.5%	2
Interior Designer	1.1%	5
Key or Locksmith Service	2.9%	13
Pool Cleaning Service	1.6%	7

Value		Percent	Responses
Shades & Blinds Installation Service		2.0%	9
Water Treatment Supply & Service		1.4%	6
Wallcoverings Store		0.7%	3





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

Value		Percent	Responses
Retirement Counselor		2.3%	10
Assisted Living Facility		1.4%	6
Nursing Home		1.1%	5
55+ Housing Community		3.4%	15
Senior Center		10.2%	45
Adult Day Care		0.7%	3
Geriatric Physician		1.6%	7
Respite Relief Provider		0.5%	2
Senior Care Placement Agency		0.5%	2
None of the above / Does not apply		83.1%	368











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		3.6%	16
Summer Camp		4.5%	20
Sports Camp		3.2%	14
None of the above / Does not apply		91.4%	405








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		22.6%	100
Children's Shoe Store		12.0%	53
Children's Furniture Store		2.0%	9
None of the above / Does not apply		77.0%	341





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		4.3%	19
Animal Daycare		2.9%	13
Emergency Animal Hospital		2.0%	9
Pet Boarding		8.6%	38
Pet Groomer		17.8%	79
Pet Sitter		4.5%	20
Pet Trainer		1.1%	5
Pet Walker		0.5%	2
Veterinarian		36.8%	163
None of the above / Does not apply		56.2%	249














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		9.9%	44
Bird Specialty Store		1.1%	5
Bird Shop		0.5%	2
Pet Boutique		1.4%	6
Fish or Aquarium Store		3.8%	17
Pet Store		32.3%	143
None of the above / Does not apply		59.4%	263

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		0.9%	4
Realtor		9.3%	41
Real Estate Brokerage Firm		1.4%	6
None of the above / Does not apply		89.6%	397

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

Value		Percent	Responses
Apartment Rental Agency		5.4%	24
Developer		0.2%	1
Estate Appraiser		1.1%	5
Estate Liquidator		0.7%	3
Home Inspector		5.4%	24
Home Staging Company		0.5%	2
Manufactured or Modular Home Builder		1.4%	6
New Home Builder		2.0%	9
Mortgage Banker		3.4%	15
Mortgage Broker		2.7%	12
Real Estate Appraiser		6.5%	29
Title & Escrow Company		3.8%	17
None of the above / Does not apply		83.7%	371


















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

Value		Percent	Responses
Fast Food Restaurant		70.0%	310
Family Style Restaurant		46.5%	206
Buffet Restaurant		36.8%	163
Fine Dining Restaurant		24.6%	109
Restaurant with Lounge or Bar		21.0%	93
Pizza Restaurant		57.1%	253
Ethnic Restaurant		15.6%	69
Chinese Restaurant		33.2%	147
Mexican Restaurant		39.1%	173
Italian Restaurant		29.3%	130
Japanese or Sushi Restaurant		12.9%	57
Thai Restaurant		6.5%	29
Indian Restaurant		3.6%	16
None of the above / Does not apply		7.0%	31






















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

Value		Percent	Responses
Art Supply Store		10.6%	47
Art Gallery		4.1%	18
Craft Supply Store		22.6%	100
Bookstore		31.8%	141
Candle Shop		11.7%	52
Computer Store		7.7%	34
Department Store		62.3%	276
Discount Store		59.1%	262
Drugstore or Pharmacy		66.6%	295
Electronics Store		10.4%	46
Fabric Store		12.2%	54
Florist		11.7%	52
Gift Shop		15.3%	68
Hobby Shop		21.2%	94
Mobile Phone Store		16.5%	73
Music and Video Store		6.3%	28
Music Store		4.3%	19
Office Equipment & Supply Store		13.3%	59
Outlet Store		27.1%	120
Pawn Shop		8.4%	37
Flea Market		28.2%	125

Value		Percent	Responses
Religious Supply or Gift Shop		7.2%	32
Shopping Center		41.1%	182
Consignment Shop		29.6%	131
Tobacco Store		6.5%	29
Toy Store		13.1%	58
Vitamin or Supplement Store		13.5%	60
Wholesale, Warehouse or Club Store		22.3%	99
Thrift Store		38.8%	172
Yard Equipment Store		4.7%	21
Bead Store		5.2%	23
CBD Store		5.0%	22
Gun Shop		10.8%	48
Christian Book Store		17.6%	78
Christmas Store		19.4%	86
Yarn Store		3.2%	14
None of the above / Does not apply		7.2%	32
Adult Video or Adult Store		2.5%	11
Home and Office Battery Store		2.5%	11
New Age Book Store		1.6%	7
Cigar Store		2.9%	13
Coin Shop		1.8%	8
Comic Book Shop		2.5%	11
Equipment Rental Store		2.5%	11

Value		Percent	Responses
Herb Shop or Herbalist		2.3%	10
Knife Store		2.0%	9
Military Surplus Store		2.3%	10
Monument or Memorial Company		0.9%	4
Music Instrument Store		2.7%	12
Scrap Metal Dealer		2.3%	10
Sewing Studio		2.7%	12
Sign Store		0.2%	1
Vape or Smoke Shop		2.7%	12
Trophy or Award Store		0.9%	4
Record Store		2.7%	12
Wedding Supply Store		1.8%	8
Survival Store		0.5%	2
Camera Store		2.0%	9
Marijuana Dispensary		1.1%	5
Security Service		0.9%	4
Gold/Silver/Precious Metal Dealer		2.3%	10

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

Value		Percent	Responses
Antique Store		21.9%	97
Major Appliance Store		5.4%	24
Small Appliance Store		4.5%	20
TV & Appliance Store		7.7%	34
Baby Supply & Furniture Store		3.6%	16
Bath & Accessory Store		23.5%	104
Building Supply Store or Lumber Yard		20.5%	91
Cabinet Store		3.8%	17
Carpet Store		5.2%	23
Fireplace, Wood Stove or Barbeque Store		3.2%	14
Flooring Store		9.9%	44
Furniture Store		17.4%	77
Hardware Store		27.8%	123
Home & Garden Center		35.4%	157
Home Decor Store		19.9%	88
Lighting Store		4.1%	18
Mattress or Bedding Store		9.3%	41
Plant Nursery & Garden Supply Store		17.2%	76
Outdoor Furniture Store		5.0%	22
Paint Store		10.8%	48
Pool & Spa Dealer		3.2%	14

Value		Percent	Responses
Tool Store		6.1%	27
None of the above / Does not apply		23.3%	103
Clock Shop		1.1%	5
Frame Shop		2.3%	10
Furniture Restoration Shop		1.8%	8
Hot Tub or Spa Dealer		1.8%	8
Rent-to-Own Store		1.6%	7
Rug Store		2.0%	9
Solar Energy Equipment Dealer		0.7%	3
Tool Rental Center		2.0%	9
Vacuum Store		2.3%	10
Window Store		2.0%	9
TV Store		2.9%	13
Futon Store		0.9%	4
Used Building Supply Store		1.1%	5








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		18.5%	82
Beauty Supply Store		25.5%	113
Clothing Accessory Store		30.9%	137
Menswear Store		19.2%	85
Women's Clothing Store		53.3%	236
Eyewear & Opticians Store		26.4%	117
Jewelry Store		11.1%	49
Lingerie Store		5.6%	25
Outdoor Clothing Store		11.1%	49
Perfume Store		5.9%	26
Shoe Store		45.6%	202
Sportswear Store		12.6%	56
Swimwear Store		6.5%	29
Western Wear Store		3.8%	17
None of the above / Does not apply		18.5%	82
Bridal Shop		2.3%	10
Fur Store		0.2%	1
Leather Goods Store		1.8%	8
Logo Apparel Store		2.9%	13
Maternity Store		0.7%	3
Watch Store		1.6%	7






















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

Value		Percent	Responses
Accountant or CPA		6.8%	30
Disaster Insurance		0.5%	2
Insurance Agency		11.3%	50
Immigration Lawyer / Law		1.4%	6
Legal Firm or Attorney		5.2%	23
Tax Advisor		7.4%	33
None of the above / Does not apply		77.7%	344

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		0.7%	3
Architect or Architecture Firm		1.4%	6
Employment or Staffing Agency		4.3%	19
Graphic Designer		0.5%	2
Life Coach		1.8%	8
Private Investigator		0.2%	1
None of the above / Does not apply		92.1%	408




















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

Value		Percent	Responses
Have Boat Repaired or Serviced		3.4%	15
None of the above / Does not apply		86.9%	385
Purchase New All-Terrain Vehicle (ATV)		1.1%	5
Purchase New Boat		0.9%	4
Purchase New Personal Watercraft		0.5%	2
Purchase New Motorcycle		0.2%	1
Purchase New Motorcycle Trike		0.9%	4
Purchase New Snowmobile		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		1.4%	6
Purchase Used Boat		1.1%	5
Purchase Used Personal Watercraft		0.2%	1
Purchase Used Motorcycle		0.9%	4
Purchase Used Motorcycle Trike		0.2%	1
Have Motorcycle Repaired		2.3%	10
Purchase Motorcycle Parts		2.9%	13
Purchase Boat Parts		2.9%	13
Purchase Marine Electronics		1.1%	5
Purchase New Golf Cart		1.1%	5
Purchase Used Golf Cart		1.1%	5
Purchase Motorcycle Apparel		2.5%	11
Rent Snowmobile		0.5%	2


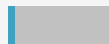






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.5%	2
Purchase New Class C RV		0.7%	3
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase New Camper Shell		0.5%	2
Purchase Used Class A RV		0.2%	1
Purchase Used Class B RV		0.7%	3
Purchase Used Class C RV		0.5%	2
Purchase Used Travel Trailer or 5th wheel		0.7%	3
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		97.5%	432

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		8.6%	38
New Luxury Vehicle - Under \$50,000		1.6%	7
New Luxury Vehicle - \$50,000 - \$75,000		0.9%	4
New Luxury Vehicle - Over \$75,000		0.2%	1
New Van		0.5%	2
New Minivan		0.7%	3
New SUV		7.2%	32
New Truck		2.9%	13
New Hybrid or Electric Vehicle		0.5%	2
Used Car		11.7%	52
Used Luxury Vehicle - Under \$30,000		2.3%	10
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	2
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		1.1%	5
Used Minivan		2.0%	9
Used SUV		8.4%	37
Used Truck		7.0%	31
Used Hybrid or Electric Vehicle		0.7%	3
None of the above / Does not apply		64.1%	284

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

Value		Percent	Responses
Compact car		4.3%	19
Full-size car		7.0%	31
Luxury vehicle (any size)		0.9%	4
Midsized car		7.2%	32
Pickup truck		8.4%	37
Sport utility vehicle (SUV)		19.9%	88
Van or mini-van		5.9%	26
None of the above		46.5%	206



Total: 443

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

Value		Percent	Responses
Buick		3.8%	17
Chevrolet		15.8%	70
Chrysler		3.4%	15
Dodge		4.7%	21
Ford		13.3%	59
GMC		6.3%	28
Honda		12.4%	55
Hyundai		6.3%	28
Jeep		6.3%	28
Kia		6.1%	27
Mazda		3.8%	17
Nissan		12.2%	54
Subaru		5.0%	22
Toyota		15.6%	69
None of the above / Does not apply		50.6%	224
Acura		2.7%	12
Audi		1.8%	8
BMW		2.3%	10
Cadillac		2.9%	13
Infiniti		1.8%	8
Jaguar		0.5%	2























Value		Percent	Responses
Land Rover		0.9%	4
Lexus		1.4%	6
Lincoln		2.0%	9
Mercedes-Benz		1.4%	6
Mitsubishi		0.9%	4
Porsche		0.2%	1
Suzuki		0.2%	1
Tesla		0.9%	4
Volkswagen		2.0%	9
Volvo		2.3%	10

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		21.4%	95
No		78.6%	348

Total: 443

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)		4.1%	18
Office Equipment		5.0%	22
Printer		7.7%	34
Ink or Printer Cartridges		35.0%	155
Satellite Radio		4.1%	18
Wi-Fi for Home		6.3%	28
Headphones		18.7%	83
Portable Speakers		4.5%	20
Wireless Speakers		5.4%	24
Smartphone Charger		9.3%	41
Smartwatch		4.5%	20
Phone or Tablet Controlled Home Tech Products		4.5%	20
Noise Canceling Headphones		3.6%	16
Phone Calling Card		6.3%	28
Surge Protector		5.0%	22
Aerial Drone		3.6%	16
Apple Watch		7.2%	32
Batteries for Electronics		32.1%	142
None of the above / Does not apply		34.5%	153
Home Theater System		2.5%	11
Satellite TV System		1.1%	5
Stereo System (Home)		2.0%	9

Value		Percent	Responses
Customizable Smartphone accessories		2.9%	13
Compact/Mini Projector		0.7%	3
Wearable Electronics		2.9%	13
Healthcare Device		2.5%	11
Aerial Drone Accessories		0.5%	2
Short Wave Radio		0.2%	1
Wireless Hotspot		2.0%	9
Assistive Technology for Hearing		1.8%	8
Virtual Reality Headset		0.2%	1
Smart Sports Equipment		0.2%	1

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


Value		Percent	Responses
Camera Memory Card		5.0%	22
Computer Accessories		4.5%	20
Tablet (iPad or Similar)		7.4%	33
Personal Computer		6.1%	27
Laptop Computer		13.8%	61
4K Ultra HD TV		5.6%	25
Smart TV		13.8%	61
None of the above / Does not apply		55.3%	245
Camera (Digital) - Point and Shoot		2.7%	12
Camera (Digital) SLR		2.7%	12
Camera (Film)		1.4%	6
Camera Accessories or Supplies		1.8%	8
Camera Lens		1.4%	6
Computer Software		2.7%	12
Portable DVD Player		1.8%	8
E-Reader (Kindle or Similar)		1.8%	8
TiVo or DVR		0.9%	4
Computer Bag		2.7%	12
TV (3D)		2.7%	12
Computer or Tablet Support		1.8%	8

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		21.9%	97
Conventional Cell Phone		7.9%	35
Prepaid Cell Phone		2.5%	11
Unlocked Cell Phone		1.8%	8
Large-Screen Smartphone		4.7%	21
None of the above / Does not apply		66.4%	294

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





















Value		Percent	Responses
Anniversary Jewelry		4.3%	19
Necklaces		12.2%	54
Rings (Other)		8.1%	36
Earrings		25.7%	114
Pendants		4.1%	18
Diamond Jewelry		3.4%	15
Silver Jewelry		7.4%	33
Gemstone Jewelry		6.5%	29
Pearl Jewelry		5.2%	23
Children's Jewelry		3.6%	16
Costume Jewelry		17.8%	79
Jewelry Box or Organizer		3.6%	16
Women's Jewelry		14.9%	66
None of the above / Does not apply		55.8%	247
Engagement Rings		0.5%	2
Wedding Rings		2.3%	10
Graduation Rings		1.6%	7
Celtic Jewelry		1.4%	6
Men's Jewelry		2.0%	9
Designer Jewelry		2.9%	13
Custom Designed Jewelry		2.5%	11
Crystal Figurines		0.5%	2

Value		Percent	Responses
Men's High-End Watch		0.7%	3
Women's High-End Watch		1.1%	5

















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		13.3%	59
Crop Insurance		0.2%	1
Dental Insurance		6.3%	28
Disability Insurance		1.8%	8
Homeowner Insurance		8.8%	39
Life Insurance		9.5%	42
Medical (Health) Insurance		8.8%	39
Medicare		4.7%	21
Long Term Care Insurance		2.7%	12
Pet Insurance		1.1%	5
Renters Insurance		2.9%	13
Agriculture Insurance		1.1%	5
Professional Liability Insurance		1.1%	5
None of the above / Does not apply		70.4%	312
















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		5.2%	23
Family Practice Doctor		9.9%	44
Hospital		4.7%	21
Optometrist		5.2%	23
Primary Care Provider		7.4%	33
Drugstore or Pharmacy		8.4%	37
None of the above / Does not apply		69.8%	309
Acupuncture		2.5%	11
Audiologist		2.7%	12
Counseling & Mental Health Specialist		2.7%	12
Geriatric Specialist		0.9%	4
Home Healthcare		0.5%	2
Medical Clinic		2.7%	12
Pediatrician		1.4%	6
Wellness Business		0.2%	1
Substance Abuse Treatment Provider		0.5%	2
Weight Loss Service		2.7%	12
Alternative Care Provider		0.5%	2
Physical Therapy or Rehabilitation service provider		1.8%	8
Hearing Aid Center		2.7%	12

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		1.6%	7
Bankruptcy Attorney		1.4%	6
Banking, Partnership & Business Law Attorney		1.1%	5
Child Support Attorney		0.2%	1
Criminal Law Attorney		0.5%	2
Disability & Social Security Attorney		1.4%	6
Divorce & Family Law Attorney		1.6%	7
Employment Discrimination or Labor Issues Attorney		1.4%	6
General Practice Attorney		3.2%	14
Intellectual Property Attorney		0.5%	2
Patent, Trademark & Copyright Attorney		0.7%	3
Probate Attorney		0.7%	3
Real Estate Attorney		3.8%	17
Taxation Attorney		1.1%	5
Wills, Trusts & Estates Attorney		10.6%	47
None of the above / Does not apply		78.3%	347






















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		2.9%	13
Breast Implants		0.5%	2
Dermabrasion		1.4%	6
Ear Surgery		0.7%	3
Eyelid Surgery		0.7%	3
Fat Reduction		0.9%	4
Facelift		0.2%	1
Forehead Lift		0.2%	1
Hair Transplant		0.2%	1
Hair Loss Treatment		1.4%	6
Lip Augmentation		0.5%	2
Liposuction		0.7%	3
Lasik		0.7%	3
Skin Treatment		6.3%	28
None of the above / Does not apply		87.8%	389




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		51.2%	227
Teeth Cleaning		47.2%	209
Cavity Filling		15.3%	68
Crown		9.0%	40
Oral Surgery		3.4%	15
Braces		4.1%	18
Composite Bonding		0.9%	4
Dental Implants		7.7%	34
Dental Veneers		0.5%	2
Dentures		7.9%	35
Full Mouth Reconstruction		1.4%	6
Inlays or Onlays		0.7%	3
Smile Makeover		1.6%	7
Teeth Whitening		7.2%	32
None of the above / Does not apply		23.7%	105










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		41.5%	184
Purchase Health Related Products		9.9%	44
Stop Smoking		3.2%	14
Purchase Health and Wellness Supplements		14.7%	65
Receive Treatment for Back Pain		7.2%	32
Have an Eye/Vision Exam		48.8%	216
Purchase Prescription Eyeglasses		23.9%	106
Purchase Prescription Contact Lenses		9.9%	44
Have an Annual Physical or Checkup		44.2%	196
Have X-Rays Taken		12.4%	55
Have a Scheduled Surgery		4.3%	19
Have Blood Drawn for Testing		37.2%	165
Plan to Visit a Hospital for any Medical Service or Procedure		8.1%	36
Have Foot Problems Diagnosed or Treated		5.9%	26
Senior Travel		5.0%	22
Purchase Allergy Medications		16.5%	73
Cardiovascular Treatment		5.0%	22
Cancer Treatment		6.1%	27
Chiropractic Care		10.6%	47
Do Corrective Exercises		5.4%	24
Purchase Diabetes Testing Supplies		9.3%	41









Value		Percent	Responses
Get Vaccinations at Drug Store or Pharmacy		19.6%	87
Have Cataract Surgery		3.4%	15
Purchase Vitamins		36.8%	163
Purchase Hemp Based Supplements		3.4%	15
Purchase Anti Anxiety Medication or Supplements		5.2%	23
None of the above / Does not apply		21.9%	97
Purchase Elder Care-Related Products or Services		0.9%	4
Purchase Medical Supplies or Equipment for Home		2.0%	9
Use Physical Rehabilitation Services		2.0%	9
Find Home for Aging Parent		1.6%	7
Participate in a Medical Study		1.8%	8
Purchase a Mobility Device		0.7%	3
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Handicap Accessible Products		2.5%	11
Purchase Orthopedic Shoes		1.4%	6
Purchase Home Medical Testing Equipment or Supplies		1.1%	5
Hire a Personal Care Assistant		0.5%	2
Hire a Caregiver or Respite Worker		0.5%	2
Purchase "Aging in Place" Products		0.9%	4
Purchase a Medical Alert Service		0.7%	3
Have Safety Bars Installed in Bathroom		2.0%	9
Receive Treatment for a Sleep Disorder		2.5%	11
Use Personal Trainer or Instructor		2.3%	10

Value		Percent	Responses
Stroke Treatment		0.2%	1
Orthopaedic or Knee Surgery		2.9%	13
Memory or Alzheimer's Care		0.5%	2
Nutritional Counseling		2.0%	9
Spinal and Postural Screening		0.7%	3
Physiotherapy		0.2%	1
Receive Treatment for Substance Abuse		0.5%	2
Purchase Blood Pressure Monitoring Device		2.5%	11
Receive Aquatic Therapy		0.5%	2
Join a Weight Loss Group		1.8%	8
Purchase Weight Loss Supplements		2.3%	10
Purchase Weight Loss Food Plan		2.0%	9
Have Reflexology Treatment		1.6%	7
Hire a Weight Loss Professional		1.1%	5
Discretionary Health Care and Wellness Services and Products		1.8%	8
Purchase Marijuana		1.8%	8
Have Acupuncture		2.3%	10
Receive Treatment for PTSD		0.9%	4








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		1.1%	5
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	1
Purchase a Digital Hearing Aid		1.4%	6
Purchase a "Behind-the-Ear" Hearing Aid		0.7%	3
Purchase Hearing Aid Cleaning Supplies		1.1%	5
Purchase Hearing Aid Batteries		4.3%	19
Purchase a "In-the-Canal" Hearing Aid		0.9%	4
Have a Hearing Exam		14.7%	65
None of the above / Does not apply		81.7%	362













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

Value		Percent	Responses
Purchase a Funeral Plot		2.5%	11
Pre-purchase a Funeral Plot or Cremation Service		4.1%	18
Purchase a Monument or Headstone		2.3%	10
Use a Funeral Planner		3.2%	14
Purchase Flowers for a Funeral		3.8%	17
Use a Cremation Service		2.3%	10
Hire a Religious or Spiritual Leader for a Funeral Service		1.1%	5
None of the above / Does not apply		86.0%	381








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		1.6%	7
Move into a Assisted Living Facility		0.9%	4
Move into a Nursing Home		0.2%	1
Hospice to your Home or House		1.4%	6
Move into Residential Care Home		0.5%	2
Utilize a Respite Provider		0.5%	2
None of the above / Does not apply		96.4%	427

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

Value		Percent	Responses
Open Checking Account		3.2%	14
Open Savings Account		5.4%	24
Online Banking		36.6%	162
Manage Investments		9.7%	43
Manage Retirement Accounts		13.1%	58
Mortgage Line of Credit		4.1%	18
Financial Consulting		7.4%	33
Financial Services		8.6%	38
Safe Deposit Box Rental		6.3%	28
Obtain New Credit Card		4.3%	19
Use Vehicle Title Loan Company		0.5%	2
None of the above / Does not apply		45.8%	203

78. Do you or any member of your household plan to buy or invest in any of the following INVESTMENT /ASSETS in the next 12 months? (Check all that apply.)










Value		Percent	Responses
Annuities		3.8%	17
Certificates of Deposit		6.8%	30
City or State Bonds		0.7%	3
Collectibles, Antiques or Art		2.3%	10
Common or Preferred Stock		3.2%	14
Corporate Bonds or Debentures		0.2%	1
401(k)		20.5%	91
Gold or Precious Metals		1.1%	5
IRA		9.9%	44
Money Market Funds		5.9%	26
Mutual Funds		9.0%	40
Non-US Stocks		0.7%	3
Options		0.9%	4
US Savings Bonds		0.7%	3
Coins or Stamps		3.2%	14
None of the above / Does not apply		61.9%	274

79. Which of the following do you or anyone in your household plan to BORROW MONEY or take out a LOAN from a financial institution for in the next 12 months? (Check all that apply.)















Value		Percent	Responses
Agriculture Loan		0.5%	2
Business Equipment Loan		0.5%	2
Carpeting or Furniture Loan		0.5%	2
College Expenses Loan		1.1%	5
College Tuition Loan		2.3%	10
Debt Consolidation Loan		2.0%	9
Medical Expenses Loan		0.9%	4
New Vehicle Loan		5.6%	25
Used Vehicle Loan		8.8%	39
Vacation or Travel Loan		1.8%	8
Wedding Loan		0.5%	2
None of the above / Does not apply		81.7%	362

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		23.3%	103
Coats		21.9%	97
Lipstick		26.6%	118
Nail Polish		21.0%	93
Eyewear or Sunglasses		36.6%	162
Formal Wear		5.9%	26
Handbags		22.6%	100
Hats		11.1%	49
Intimate Apparel		18.3%	81
Jewelry or Accessories		20.3%	90
Watches		7.0%	31
Perfume		21.7%	96
Men's Apparel		44.9%	199
Men's Shoes		37.7%	167
Men's Underwear		36.6%	162
Women's Apparel		59.6%	264
Women's Pajamas or Sleepwear		30.0%	133
Women's Shoes		53.3%	236
Women's Underwear		43.6%	193
Swimwear		15.1%	67
Socks		40.6%	180

Value		Percent	Responses
Scarves		9.0%	40
Ties		5.0%	22
Uniforms		4.1%	18
Western Clothing		3.4%	15
Outerwear		18.7%	83
None of the above / Does not apply		11.3%	50
Body Jewelry		2.9%	13
Fur Coat		0.5%	2
Luggage or Bags		2.9%	13

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		10.6%	47
Children's Winter Coats		10.6%	47
Children's Swimwear		8.6%	38
Children's Pants		17.8%	79
Children's T-Shirts		16.9%	75
Children's Dresses		9.7%	43
Children's Pajamas or Sleepwear		16.3%	72
Children's Socks		13.8%	61
Children's Party Dresses		2.7%	12
Children's Shorts		13.3%	59
Infant Clothing		9.9%	44
Children's School Uniform		0.9%	4
Children's Athletic Clothing		12.6%	56
None of the above / Does not apply		68.2%	302

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)		33.4%	148
Boots (Men's)		13.8%	61
Classic & Fashion Sneakers (Men's)		9.7%	43
Lace-Ups (Men's)		9.3%	41
Sandals (Men's)		3.4%	15
Slippers (Men's)		8.6%	38
Work & Safety (Men's)		8.4%	37
Lace-Up Sneakers (Women's)		20.1%	89
Pumps (Women's)		13.3%	59
Sling-Back Sandals (Women's)		12.0%	53
Classic & Fashion Sneakers (Women's)		21.0%	93
Slippers (Women's)		15.8%	70
Athletic & Outdoor Shoes (Women's)		40.6%	180
Loafers & Slip-Ons (Women's)		18.5%	82
Slippers (Children's)		3.6%	16
Athletic & Outdoor Shoes (Children's)		15.1%	67
Sandals (Children's)		7.7%	34
Slip-Ons (Children's)		3.8%	17
Dress Shoes (Children's)		5.9%	26
None of the above / Does not apply		23.9%	106
Cowboy Boots (Men's)		2.7%	12
Formal & Tuxedo Footwear (Men's)		1.1%	5

Value		Percent	Responses
Work & Safety (Women's)		2.5%	11
Cowboy Boots (Women's)		2.7%	12
Cowboy Boots (Children's)		1.1%	5

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























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		16.0%	71
Have Clothing Dry Cleaned		31.2%	138
Have Shoes Repaired		9.7%	43
Rent or Purchase a Costume		1.8%	8
Wash Clothing at a Laundromat		7.2%	32
Purchase Custom Made Clothing Items		0.9%	4
None of the above / Does not apply		58.0%	257






















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)		4.1%	18
Bicycle Tune-Up or Repair		3.8%	17
Camping or Hiking Equipment		9.3%	41
Exercise or Fitness Equipment		8.1%	36
Fishing Rods or Reels		10.2%	45
Fishing Bait or Attractant		15.1%	67
Fishing Accessories		16.9%	75
Golf Clubs or Equipment		3.4%	15
Hunting Gear		4.3%	19
Ammunition		18.5%	82
Swimming Gear		3.8%	17
Rifle		3.6%	16
Hand Gun		8.8%	39
None of the above / Does not apply		53.7%	238
Archery Equipment		2.7%	12
Bowling Equipment		2.0%	9
High End Bicycle		0.7%	3
Bicycle Rental		1.8%	8
Racquet Equipment		1.1%	5
Running or Jogging Equipment		2.7%	12
Scuba, Diving or Snorkeling Equipment		1.1%	5
Skiing Equipment		0.9%	4






















Value		Percent	Responses
Soccer Equipment		0.9%	4
Sports Equipment (Children)		2.9%	13
Sports Memorabilia		0.5%	2
Trampoline		1.8%	8
Trophies or Plaques		0.7%	3
Weight Lifting Equipment		2.7%	12
Used Sporting Equipment		1.4%	6
Shotgun		2.7%	12











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		27.3%	121
Bedding Flowers or Perennials		34.5%	153
Chainsaw		4.5%	20
Fertilizer		26.4%	117
Flower Pots		25.1%	111
Fountains		3.2%	14
Garden Ornaments		8.8%	39
Gravel or Rock		14.2%	63
Hand Garden Tools		11.5%	51
Landscaping		10.2%	45
Indoor Garden Supplies		3.4%	15
Decorative Rock		7.0%	31
Lawn Seed, Turf or Sod		8.6%	38
Outdoor Fireplace or Fire Pit		3.8%	17
Outdoor Furniture		9.0%	40
Outdoor Grill		7.2%	32
Patio Furniture		6.1%	27
Power Garden Tools		3.4%	15
Propane		17.2%	76
Lawn Mower (Push)		4.1%	18
Lawn Mower (Riding)		4.5%	20
Shrubbery or Trees		10.8%	48























Value		Percent	Responses
Stone (Cast, Crushed or Natural)		4.1%	18
Leaf Blower		3.8%	17
Insect or Fungus Control Products		16.5%	73
Outdoor Garden Flags		9.9%	44
None of the above / Does not apply		31.4%	139
Gate		1.8%	8
Gazebo		0.9%	4
Insects (Bees or Other Beneficial Species)		2.9%	13
Patio Heater		1.8%	8
Outdoor Infrared Heater or Fireplace		0.5%	2
Outdoor Smoker		1.4%	6
Outdoor Kitchen Equipment		0.5%	2
Outdoor Entertainment Center		0.5%	2
Patio Cover, Awning or Canopy		1.1%	5
Pole Shed		0.7%	3
Portable Outdoor Heater		0.5%	2
Rototiller		0.7%	3
Screen Porch		1.1%	5
Storage Shed		2.9%	13
Snow Blower		0.9%	4
Greenhouse		1.8%	8















86. Which of the following AGRICULTURE/FARMING products and services do you or the members of your household intend to purchase in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		11.3%	50
Animal Healthcare Products		9.3%	41
Fertilizers, Herbicides or Pesticides		9.3%	41
Mowers, Cutters or Clippers		3.8%	17
Plants, Plantings or Agricultural Seed		11.3%	50
Propane, Oils or Fuels		9.3%	41
Rocks, Gravel or Sand		5.9%	26
Straw or Bedding Materials		5.9%	26
None of the above / Does not apply		63.4%	281
ATV Products and Attachments		2.7%	12
Barn or Pole Building		1.6%	7
Blowers		2.9%	13
Steel Farm Building		0.2%	1
Carts or Utility Carriers		1.1%	5
Cement Mixers or Rollers		0.7%	3
Chippers or Shredders		1.6%	7
Diggers, Drillers or Drivers		1.1%	5
Drainage or Irrigation Equipment		0.7%	3
Farm Tool Rental		0.7%	3
Farm Equipment Rental		0.7%	3
Farm Machinery or Tractor Attachments & Implements		1.1%	5























Value		Percent	Responses
Farm Work Clothes		2.9%	13
Ground-Working Equipment		0.5%	2
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Pivot		0.2%	1
Planting and Seeding Equipment		2.5%	11
Rakes or Hay Handling Equipment		2.9%	13
Scoops or Shovels		2.5%	11
Sprayers or Spreaders		2.3%	10
Sweepers or Industrial Vacuums		0.5%	2
Tree Cutters or Tree Maintenance Equipment		2.5%	11












87. Which of the following PET SUPPLIES or SERVICES do you or the members of your household plan to purchase in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Any Pet-Related Products or Services		12.6%	56
Bird Seed		14.4%	64
Cat Food		22.1%	98
Dog Food		36.1%	160
Fish Food		3.8%	17
Other Pet Food		6.3%	28
Pet Accessories		14.4%	64
Pet Clothing		3.8%	17
Pet Toys		16.7%	74
Annual Pet Vaccinations		28.2%	125
Annual Pet Checkups		24.4%	108
Preventative Care		5.9%	26
Adopt or Rescue a Pet		4.3%	19
Purchase Pet Medication		9.5%	42
Purchase Dog Bed		5.6%	25
Board a Pet Overnight		4.3%	19
None of the above / Does not apply		39.5%	175
Specialized Pet Food		2.5%	11
Pet Enclosure		0.9%	4
Aquarium or Tank		2.9%	13
Fish Supplies		2.5%	11
Bird House		1.8%	8



















Value		Percent	Responses
Disease Diagnosis		0.5%	2
Pet Travel Cage		1.8%	8
Pet Travel Accessories		1.1%	5
Cremation or Burial Services		1.1%	5
Purchase a Pet		2.0%	9
Holistic or Alternative Pet Care		0.7%	3
Pet Tracking Device		1.4%	6
Pet Dental Care		2.9%	13
Bird Health Care		0.2%	1
Animal Training Classes		0.5%	2
Hemp Based Pet Supplements		0.2%	1
THC Based Pet Supplements		0.2%	1
Holistic or Alternative Pet Supplements		0.5%	2
Anti Anxiety or Stress Pet Medication for Holidays		1.1%	5

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

Value		Percent	Responses
Add or Replace Deck		5.4%	24
Add a Fence or Wall Structure		6.3%	28
Remodel Kitchen		6.1%	27
Remodel Bathroom		7.7%	34
Build a Storage Shed		4.5%	20
General Remodeling		6.5%	29
Replace Carpet		6.8%	30
Replace Flooring		9.3%	41
Replace Windows		5.0%	22
None of the above / Does not apply		60.3%	267
Add a Room		1.1%	5
Add a Home Office		0.5%	2
Cabinet Refacing or Resurfacing		2.7%	12
Refinish Bathtub		2.5%	11
Install a Glass Shower		1.8%	8
Remodel or Finish Basement Living Area		1.6%	7
Replace Garage Door		1.6%	7
Build a Garage		2.3%	10
Build Out-Building		1.6%	7
Have Furniture Restored		1.4%	6
Add a Swimming Pool		2.0%	9
Switch from Electric to Gas		0.2%	1






















Value		Percent	Responses
Install "Aging In Place" Products		1.1%	5
Install a Solar Energy System		1.1%	5
Install Security or Monitoring System		1.4%	6
Resurface or Build New Driveway		2.7%	12
Stone or Marble Work (Bathroom or Kitchen)		0.7%	3
Sealcoating		2.0%	9
Asphalt Repair		1.8%	8
Asphalt Resurfacing		2.7%	12
Residential Paving		1.6%	7
Build a "Tiny House"		0.2%	1
Install Handicap Accessible Addition		0.5%	2

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

Value		Percent	Responses
Ceramic Tile		7.7%	34
Decking		7.7%	34
Doors (Exterior)		6.1%	27
Doors (Interior)		5.4%	24
Electrical Supplies		5.6%	25
Fencing		5.9%	26
Hand Tools		8.4%	37
Home Security Doorbell Camera		4.1%	18
Insulation		3.4%	15
Kitchen Cabinets		5.0%	22
Lighting and Fixtures		7.2%	32
Lock Sets		3.2%	14
Lumber		8.1%	36
Molding		4.1%	18
Paint (Exterior)		11.1%	49
Paint (Interior)		21.4%	95
Plywood		5.6%	25
Plumbing Supplies		5.0%	22
Rain Gutters		3.2%	14
Screen Door		4.1%	18
Windows (Double-Hung)		3.2%	14






















Value		Percent	Responses
None of the above / Does not apply		49.2%	218
Circular Saw		1.6%	7
Furnace		0.7%	3
Generator		2.0%	9
Hardwood Products		2.7%	12
Mill Work		0.5%	2
Power Tools		2.9%	13
Roofing (Composition)		0.2%	1
Roofing (Other)		2.7%	12
Security Door		1.4%	6
Security Locks		0.5%	2
Security Window Film		0.9%	4
Siding		1.1%	5
Solar Screen		0.2%	1
Waterproofing		2.0%	9
Water Softener System or Supplies		1.1%	5
Wet or Dry Vacuum		1.1%	5
Wood Stove or Fireplace		1.8%	8
Window Guards		0.5%	2
Windows (Casement)		0.7%	3
Windows (Picture)		0.7%	3
Windows (Slider)		0.5%	2
Windows (Bay or Bow)		0.7%	3

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

Value		Percent	Responses
Air Conditioning Repair		9.7%	43
Air Duct Cleaning		4.5%	20
Appliance Repair		6.1%	27
Carpenter or Woodworking		4.3%	19
Carpet Cleaning		12.0%	53
Chimney Cleaning		3.4%	15
Drywall Installation or Repair		4.3%	19
Electrical Repair		5.0%	22
Flooring - Ceramic Tile (Installation or Repair)		3.6%	16
Flooring - Laminate (Installation or Repair)		5.4%	24
Flooring - Wood (Installation or Repair)		4.5%	20
Gardening Services		3.8%	17
Handyman Services		10.2%	45
Home Repair		5.6%	25
None of the above / Does not apply		51.0%	226
Alternative Energy Systems Installation		0.5%	2
Alternative Energy Systems (Service or Repair)		0.2%	1
Blinds Cleaning		2.7%	12
Concrete Repair		2.3%	10
Electrical Panel Replacement		0.5%	2
Excavation & Wrecking		0.5%	2

Value		Percent	Responses
Fire & Water Damage Restoration		0.7%	3
Flooring - Linoleum (Installation or Repair)		2.0%	9
Flooring - Other (Installation or Repair)		2.9%	13
Foundation Repair		1.6%	7
Furnace Cleaning		2.9%	13
Furnace Repair		0.2%	1
Furniture Reupholster		0.7%	3
Gutter Installation or Repair		2.5%	11
Heating Repair		1.6%	7
Home Computer Repair		2.0%	9
Home Electronics Repair		0.2%	1
Home Heating Oil or Fuel Service		2.3%	10
Home Remodel		2.5%	11
























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








Value		Percent	Responses
House Cleaning Service		6.5%	29
Junk or Yard Waste Removal		4.5%	20
Recycle		5.4%	24
Landscaping Service		7.9%	35
Painting		12.6%	56
Pest Control		11.3%	50
Plumbing Repair		4.3%	19
Pressure Washing		11.1%	49
Preventative Home Maintenance		3.6%	16
Roof Repair		5.0%	22
Trash Removal		7.7%	34
Window Installation		3.6%	16
Computer Repair		5.6%	25
None of the above / Does not apply		50.6%	224
Home Security Service		2.9%	13
Insulation Installation or Maintenance		0.9%	4
Interior Design		2.0%	9
Sell Scrap Metal		2.9%	13
Movers		1.1%	5
Mold Inspection or Removal		1.4%	6
Party Equipment Rental		0.5%	2

Value		Percent	Responses
Pool Cleaning Service		1.1%	5
Security System		1.6%	7
Septic Tank Cleaning or Repair		2.0%	9
Siding Replacement		1.6%	7
Snow Removal		2.9%	13
Solar Heating or Power System Installation or Repair		1.1%	5
Stucco or Exterior Coating		0.5%	2
Tool Rental		1.6%	7
Water Well Drilling		0.7%	3
Waterproofing		1.1%	5
Window Tinting for Home		1.1%	5
Yard Equipment Rental		0.9%	4
Mobile or Cell Phone Repair		2.7%	12






















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)		6.8%	30
Window Blinds (Venetian or Mini)		4.3%	19
Batteries (Home or Office)		29.3%	130
Candles		18.1%	80
Firewood		3.6%	16
Carpeting		5.6%	25
Flooring Tile		6.1%	27
Hardwood Flooring		3.6%	16
Rugs		10.4%	46
Clocks		5.0%	22
Curtains or Drapes		10.6%	47
Fire Extinguisher		6.1%	27
Furniture (Bedroom)		6.1%	27
Furniture (Living Room)		9.5%	42
Christmas Tree		10.4%	46
Holiday Decorations		12.4%	55
Laminate Flooring		4.3%	19
Storage Boxes or Tubs		7.2%	32
Floral Arrangements		4.7%	21
Picture Frames		7.4%	33
Linens (Bathroom)		10.4%	46

Value		Percent	Responses
Reclining Chair		5.4%	24
Indoor Flowers		4.7%	21
Linens (Dining Room or Kitchen)		4.5%	20
None of the above / Does not apply		36.1%	160
Awning		0.9%	4
Emergency Preparedness Kit or Supplies		2.5%	11
Oriental Carpeting		0.2%	1
Rugs (Persian)		0.5%	2
Closet System		1.4%	6
Cutlery, Flatware or Silverware		2.7%	12
Ductless Heat Pumps		0.7%	3
Fine Art (Paintings, Pottery, Etc.)		1.6%	7
Custom Built Furniture		0.5%	2
Reconditioned Furniture		0.9%	4
Furniture (Children's)		0.7%	3
Crib		0.5%	2
Furniture (Dining Room)		2.9%	13
Furniture (Home Office)		1.8%	8
Furnace		1.1%	5
Futon		0.9%	4
Glass Table		0.2%	1
Glass Railing		0.2%	1
Safe		1.4%	6


Value		Percent	Responses
Mirror		2.3%	10
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		1.8%	8
Wallpaper		0.7%	3
Signs or Banners		0.5%	2
Hot Tub or Spa (New)		0.9%	4
Tankless Water Heater		2.0%	9

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		10.8%	48
Innerspring Mattress		5.4%	24
Pillow Top Mattress		5.0%	22
Foam Mattress		5.0%	22
Linens (Bedroom)		13.5%	60
Memory Foam Mattress		3.8%	17
Queen Size Bed		6.3%	28
King Size Bed		3.6%	16
Smoke Alarm or Detector		4.1%	18
Window Coverings		3.8%	17
Patriotic Flags		3.8%	17
None of the above / Does not apply		58.9%	261
Gas Burning Freestanding Stoves		0.9%	4
Water Purification System (Drinking)		1.1%	5
Solar Water Heater		0.5%	2
Adjustable Mattress		2.9%	13
Latex Mattress		0.7%	3
Gel Mattress		1.8%	8
Twin Size Bed		2.5%	11
Swimming Pool (Above Ground)		1.6%	7
Water Heater		1.8%	8

Value		Percent	Responses
Swimming Pool (In-Ground)		0.7%	3
Remote Home Monitoring Video Camera		2.3%	10
Shutters		2.9%	13
Reclaimed Wood Furniture		1.1%	5
Sports Team Flags		0.7%	3























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%	31
Fine Art		2.3%	10
Photographs		10.6%	47
Pottery		5.9%	26
Blown Glass		2.0%	9
Stone Carvings		1.6%	7
Sculpture		1.6%	7
Artistic Wall Decor		7.0%	31
Wood Carvings		3.4%	15
Poster Art		2.5%	11
Religious Art		4.5%	20
Stained Glass		2.5%	11
Ceramics		3.4%	15
Metal Work Art		3.2%	14
Music Memorabilia		2.3%	10
Movie Memorabilia		1.6%	7
None of the above / Does not apply		73.8%	327

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		7.4%	33
Portable Dishwasher		1.6%	7
Dishwasher		6.1%	27
Freezer		3.6%	16
Range		4.7%	21
Range Hood		2.5%	11
Wall Oven		1.8%	8
Washer		3.2%	14
Dryer		4.1%	18
Blender		4.5%	20
Tea Kettle		3.2%	14
Microwave		6.3%	28
Window Air Conditioner		3.4%	15
Coffee or Espresso Machine		8.6%	38
Vacuum Cleaner		8.1%	36
None of the above / Does not apply		63.4%	281

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		3.6%	16
Battery		9.7%	43
Floor Mats		8.4%	37
Lights		4.3%	19
Seat Covers		5.4%	24
Tires		21.0%	93
Wiper Blades		25.7%	114
None of the above / Does not apply		49.2%	218
Canopy		0.9%	4
Child Car Seat		2.3%	10
Grill Guard		1.1%	5
Ground Effects		0.2%	1
Mirror(s)		0.7%	3
Motorcycle Accessories		2.7%	12
Motorcycle Parts		1.4%	6
Performance Parts		0.7%	3
RV Accessories or Supplies		2.0%	9
Roof Rack (For Bike, Kayak, Etc.)		0.5%	2
Roof Rack (Luggage or Equipment Container)		0.9%	4
Running Boards		0.5%	2
Spoiler		0.2%	1
Stereo System (Auto, Car or Truck)		0.9%	4














Value		Percent	Responses
Tool Box		0.7%	3
Trailer Hitch		1.6%	7
Truck Bed Liner		1.4%	6
Visor		1.1%	5
Wheels or Rims		2.7%	12
Winch		0.5%	2
Window Tinting Equipment (Auto)		1.4%	6
Cargo Trailer (Flat)		0.2%	1
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Box)		0.2%	1

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

Value		Percent	Responses
Dealership		37.0%	164
National chain service center (e.g. Jiffy Lube)		14.2%	63
Private service center		25.5%	113
Friend/Family		13.8%	61
Other		9.5%	42
			Total: 443

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



















Value		Percent	Responses
30,000 Mile Service		7.7%	34
60,000 Mile Service		3.8%	17
100,000 Mile Service		8.4%	37
Auto Detailing		5.4%	24
Auto Repair (General)		7.2%	32
Alignment		6.8%	30
Body Work		4.3%	19
Brake Replacement, Adjustment		6.5%	29
Car Wash		38.4%	170
Gas or Service Station Services		12.6%	56
Oil Change or Lube		36.8%	163
Painting		3.4%	15
Preventative Maintenance		10.2%	45
Safety Inspection		9.9%	44
Shocks		3.4%	15
Tire Mounting or Installation		4.5%	20
Tune-Up		11.1%	49
Windshield or Glass Repair		3.4%	15
None of the above / Does not apply		28.2%	125
Auto Warranty Work (Work Covered by Warranty)		2.7%	12
Car Rental		2.0%	9
DEQ Inspection		0.7%	3

Value		Percent	Responses
Electrical Repair		0.9%	4
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	1
Motor Repair or Replacement		0.7%	3
Motorcycle Repair		0.5%	2
Muffler		0.7%	3
RV Maintenance or Service		1.4%	6
Stereo Installation		0.9%	4
Transmission or Clutch Repair		1.8%	8
Upholstery Repair		2.5%	11
Vehicle Air Conditioning Repair		1.6%	7
Vehicle Storage		0.7%	3
Vehicle Towing		0.7%	3
Windshield or Window Tinting		2.0%	9

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		8.6%	38
CarFax		16.0%	71
CarGurus.com		12.2%	54
CarMax.com		12.6%	56
Cars.com		5.4%	24
Craigslist Auto		5.0%	22
KBB.com		6.3%	28
Facebook Dealer Page		4.1%	18
Edmunds.com		3.8%	17
Local Dealer Site		42.0%	186
UsedCars.com		3.8%	17
Local TV Site		4.1%	18
Other Local Website		6.1%	27
None of the above / Does not apply		35.9%	159
Yahoo! Autos		0.7%	3
Automotive.com		1.1%	5
Autoblog.com		0.5%	2
CarsDirect.com		1.6%	7
eBay Motors		1.1%	5
MotorTrend.com		1.4%	6
Local Radio Site		1.8%	8
The Car Connection		0.5%	2

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		42.7%	189
Beauty Products		35.4%	157
Cosmetics		38.8%	172
Babysitting		2.3%	10
Facial		14.2%	63
Hair Care Products		51.9%	230
Hair Coloring		27.8%	123
Hair Cut		59.8%	265
Hair Removal		3.8%	17
Hair Extensions, Wigs or Weaves		4.1%	18
Manicure		22.3%	99
Massage Therapy		12.6%	56
Pedicure		26.6%	118
Tanning Products		2.5%	11
Tanning Bed or Spray Tan		4.7%	21
Tattoo or Piercing		4.5%	20
Spa Bed (Red Light Therapy or Hydration station)		0.2%	1
None of the above / Does not apply		16.5%	73


















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)		32.1%	142
Books (Used)		27.5%	122
Books (Children's)		16.3%	72
Board Games		16.5%	73
Lottery Ticket		41.3%	183
Collectibles		5.2%	23
Vinyl Records		3.6%	16
Comics		5.2%	23
Fire Works		4.3%	19
Graphic Novels		2.5%	11
Computer Games		6.8%	30
DVD Movies (Buy)		17.2%	76
DVD Movies (Rent)		14.0%	62
DVD Movies (Children's)		7.4%	33
Magazines		26.0%	115
TV or Movie Themed Toys		5.0%	22
Toys		17.4%	77
Video Console Games		7.7%	34
None of the above / Does not apply		21.2%	94

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
Go on a Honeymoon		3.8%	17
Purchase Wedding or Special Occasion Gifts		3.4%	15
Host or Attend a Retirement Party		3.6%	16
Host or Attend a Graduation Party		5.4%	24
Purchase Cake, Tart or Pastries for Special Occasion		8.6%	38
None of the above / Does not apply		80.6%	357
Purchase a Wedding Dress		1.8%	8
Purchase a Bridesmaid Dress		0.5%	2
Purchase a Tuxedo		0.5%	2
Rent a Tuxedo		0.9%	4
Rent a Hall or Event Space for Wedding or Special Event		1.6%	7
Rent a Chauffeured Vehicle		1.1%	5
Hire a Musician or Band for Wedding or Special Event		2.3%	10
Purchase a Wedding Cake		1.6%	7
Use a Wedding Planner		1.1%	5
Use a Party Planner		1.6%	7
Hire a Caterer for Wedding or Special Event		2.0%	9
Use a Florist for a Wedding or Special Event		2.9%	13
Hire a Photographer for Wedding or Special Event		2.5%	11
Hire a Videographer for Wedding or Special Event		0.9%	4

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























Value		Percent	Responses
Gems, Rocks & Minerals		3.8%	17
Ceramics and Pottery		3.2%	14
Collectables		7.2%	32
Comic Books and Related Collectables		2.9%	13
Do-It-Yourself (DIY)		24.4%	108
Games or Puzzles		19.0%	84
Beer Brewing Supplies		2.0%	9
Wine Making Supplies		0.7%	3
Jewelry Making Supplies or Beads		5.9%	26
Knitting		9.3%	41
Making Arts and Crafts		11.7%	52
Paper Crafts		5.0%	22
Quilting		5.4%	24
Scrapbooking		5.0%	22
Toy Collecting		2.0%	9
Trains, Plane & Car Model Kits		2.3%	10
None of the above / Does not apply		47.9%	212









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		35.2%	156
Train Trip		10.2%	45
Book Hotel Room		43.1%	191
Business Travel		3.6%	16
Buy Travel Tickets		9.5%	42
Hotel or Resort Stay		25.7%	114
International Travel		6.5%	29
Take a Cruise		16.0%	71
Travel Packages		7.9%	35
Use a Travel Agent or Agency		8.4%	37
Vacation Inside Home State		16.3%	72
Vacation Outside Home State		26.6%	118
Rent a Car		14.0%	62
Stay at an RV Park		3.4%	15
Gamble at a Casino		9.0%	40
Play Bingo		4.3%	19
Does not apply		29.8%	132
Buy Luggage		2.7%	12
Charter a Boat		0.5%	2
Chartered Fishing Trip		2.0%	9
Golf Vacation		1.8%	8
Ski Resort Stay		1.1%	5











Value		Percent	Responses
Rent RV		0.5%	2
Book Local Lodging for Guests		2.7%	12
Stay at a Casino		2.5%	11

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

Value		Percent	Responses
Attend College or University (Full Time)		6.1%	27
Attend College or University (Part Time)		5.0%	22
Attend Classes at Community College		6.8%	30
Online Continuing Education Courses		6.5%	29
Arts or Crafts Lessons (Adult)		5.0%	22
Attend a Free Lecture or Seminar		7.7%	34
Attend Paid Lecture, Seminar or Special Class		3.4%	15
Yoga, Pilates, or Zumba		5.6%	25
Attend a Local Workshop		8.8%	39
None of the above / Does not apply		64.8%	287
Attend Graduate School		2.0%	9
Business School		0.2%	1
Learning Center		0.5%	2
Culinary School		0.9%	4
Trade School		2.0%	9
Professional Certification or Accreditation Courses		2.0%	9
Language Lessons (Adult)		2.9%	13
Music Lessons (Adult)		2.9%	13
Sports Lessons (Adult)		0.5%	2
Cooking Lessons (Adult)		1.8%	8
Real Estate Classes		1.1%	5
Child Education or Tutoring		1.6%	7

Value		Percent	Responses
Dance Lessons		2.7%	12
Music lessons (Child)		1.8%	8
Sports lessons (Child)		1.6%	7
Personal Physical Training		2.0%	9
Language Lessons (Child)		0.5%	2
Arts or Crafts Lessons (Child)		1.1%	5
Change School		0.2%	1
Attend a Religion Based School		0.9%	4





















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

Value		Percent	Responses
Brushes		11.1%	49
Oil paints		5.6%	25
Acrylic Paints		13.5%	60
Markers		11.5%	51
Specialty Paper		7.0%	31
Fabric Craft Supplies		13.1%	58
Beads		7.0%	31
Art Pencils and Pens		14.0%	62
Scrapbooking Supplies		5.4%	24
None of the above / Does not apply		67.0%	297

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		0.9%	4
Clarinet		0.5%	2
Drums		1.4%	6
Flute		0.9%	4
Acoustic Guitar		2.0%	9
Electric Guitar		1.1%	5
Electric Keyboard		1.6%	7
Piano		2.3%	10
Piano (High End)		0.7%	3
Trumpet		0.5%	2
Violin		1.6%	7
None of the above / Does not apply		92.6%	410

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		9.5%	42
French		4.5%	20
Asian		18.7%	83
German		4.7%	21
American (New)		27.1%	120
Italian		50.6%	224
Cajun or Creole		7.9%	35
Indian		6.1%	27
Chinese		45.1%	200
American (Traditional)		70.2%	311
Thai		8.6%	38
Middle Eastern		2.3%	10
Japanese		21.9%	97
Mexican		51.0%	226
Vietnamese		2.7%	12
Southern		32.7%	145
Tex-Mex		11.1%	49
Spanish		6.3%	28
Mediterranean		6.8%	30
None of the above / Does not apply		9.3%	41

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		35.7%	158
Fish & Chips		25.5%	113
Barbeque		36.6%	162
Deli		23.5%	104
Breakfast or Brunch		47.2%	209
Appetizers		43.3%	192
Dessert		32.3%	143
Chicken Wings		32.5%	144
Hamburgers		65.2%	289
Chicken		57.6%	255
Frozen Yogurt		12.0%	53
Theme Restaurants		3.6%	16
Soup		28.4%	126
Salad		49.9%	221
Pizza (Dine In)		28.9%	128
Pizza (Delivery)		22.8%	101
Steak		41.3%	183
Juice or Smoothies		11.1%	49
Sandwiches		44.0%	195
Pizza (Carry Out)		51.5%	228
Pizza (Take & Bake)		12.2%	54
Seafood		46.5%	206

Value		Percent	Responses
Steakhouse		32.7%	145
Sushi		7.2%	32
Vegetarian		4.7%	21
Pho		3.4%	15
None of the above / Does not apply		6.8%	30
Golf Course Restaurant, Bar or Snack Bar		2.9%	13
Live or Raw food		2.5%	11
Tapas or Small Plates		2.9%	13
Vegan		2.5%	11

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		19.2%	85
Locally Grown Produce		28.7%	127
Healthful Children's Dining		4.5%	20
Environmental Sustainability		14.0%	62
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.5%	20
Hyper-Local Sourcing		1.6%	7
Gluten Free Cuisine		5.6%	25
Sustainable Seafood		8.8%	39
Raw or Live Food Options		1.4%	6
Specialty Appetizers		9.7%	43
Specialty Salads		11.5%	51
Specialty Soups		6.5%	29
Specialty Desserts		7.9%	35
None of the above / Does not apply		50.3%	223

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		13.5%	60
Non-Smoking Environment		40.2%	178
Child Friendly		14.0%	62
Serve Alcohol		14.0%	62
Pool Tables		1.4%	6
Locally Brewed Beer		5.2%	23
Live Music		8.8%	39
Bar		11.3%	50
Large Craft Beer Selection		4.7%	21
Large Wine Selection		4.7%	21
Hand Crafted Cocktails		3.2%	14
Farm to Table Dining		17.6%	78
Senior Discounts		37.9%	168
None of the above / Does not apply		25.1%	111

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		12.9%	57
Foreign Beer		3.6%	16
Red Wine		14.4%	64
White Wine		13.5%	60
Dessert Wine		2.9%	13
Mixed Drinks		21.4%	95
Hand Crafted Cocktails		4.3%	19
Beer Cocktails		5.4%	24
"Top Shelf" Spirits		9.7%	43
Champagne		0.9%	4
Champagne Cocktails		2.5%	11
Energy Drink based Mixed Drinks		1.4%	6
Premium Tequila		3.8%	17
Alcoholic Cider		2.7%	12
Locally Distilled Spirits		1.6%	7
None of the above / Does not apply		60.3%	267







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.5%	2
Purchase Commercial or Business Property		0.2%	1
Purchase Condominium or Townhouse		1.1%	5
Purchase Manufactured or Modular Home		0.7%	3
Purchase Investment Property		2.7%	12
Purchase Personal Residence		4.5%	20
Purchase Custom Built Home		0.9%	4
Purchase Residential Real Estate at an Auction		0.9%	4
Purchase Land or Agricultural Property		2.3%	10
Purchase Vacation Property		2.0%	9
Purchase Other		1.1%	5
None of the above / Does not apply		88.3%	391

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

Value		Percent	Responses
Sell Personal Residence		5.0%	22
Sell Vacation Property		0.5%	2
Sell Condominium or Townhouse		0.9%	4
Sell Investment Property		1.1%	5
Sell Land or Agricultural Property		1.6%	7
Sell Commercial or Business Property		0.5%	2
Sell Manufactured or Modular Home		0.9%	4
Plan to Sell Home in Master-Planned Community		0.5%	2
Sell Other		1.1%	5
None of the above / Does not apply		90.5%	401







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		20.0%	4
New home, but outside of development		15.0%	3
New home that I will have contractor build		35.0%	7
Existing home less than 10 years old		40.0%	8
Existing home more than 10 years old		50.0%	10
Other		5.0%	1

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

Value		Percent	Responses
Rent New Apartment		3.8%	17
Rent House (Residence)		4.7%	21
Rent Manufactured or Modular Home		1.1%	5
Rent or Lease Commercial Property		0.7%	3
Rent Subsidized Housing		1.4%	6
Rent Condo/Townhouse		1.4%	6
Rent Section 8 Housing		0.9%	4
None of the above / Does not apply		90.1%	399












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		5.4%	24
Use a Realtor to Buy Real Estate		4.1%	18
Use a Realtor to Buy and Sell Real Estate		4.1%	18
Plan to Sell Property Myself		3.4%	15
Use a Real Estate Broker		2.3%	10
None of the above / Does not apply		85.3%	378

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		3.8%	17
Home Remodel or Renovation Loan		1.4%	6
Business Construction Loan		0.2%	1
Home Construction Loan		1.4%	6
Equity Loan		2.5%	11
Land Loan		0.9%	4
Reverse Mortgage		0.5%	2
Real Estate Loan for existing home		1.8%	8
Refinance Home		3.6%	16
None of the above / Does not apply		87.8%	389



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		4.1%	18
Facebook		6.3%	28
Google		8.4%	37
Auction.com		3.2%	14
Homes & Land		4.7%	21
Homes.com		4.7%	21
HomeFinder		9.7%	43
MLS.com		8.1%	36
National Real Estate Co. Site		2.5%	11
Local MLS Site		16.7%	74
RealEstate.com		10.2%	45
Realtor.com		25.5%	113
Realty.com		6.1%	27
Redfin		2.5%	11
Trulia		10.2%	45
Zillow		35.7%	158
ZipRealty.com		1.6%	7
None of the above / Does not apply		43.8%	194

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



Value		Percent	Responses
Apartments.com		13.8%	61
Apartmentguide.com		7.9%	35
Craigslist		8.6%	38
Forrent.com		0.7%	3
HomeFinder.com		10.8%	48
Hotpads.com		1.8%	8
Rent.com		7.0%	31
Sublet.com		0.2%	1
Trulia		11.3%	50
Zillow		28.9%	128
None of the above / Does not apply		55.1%	244

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		63.7%	282
No, don't know who to call		36.3%	161

Total: 443











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		63.9%	283
No, don't know who to call		36.1%	160
			Total: 443























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		5.6%	25
Craft Beer		11.7%	52
Champagne		6.5%	29
Premium Hard Alcohol or Spirits		6.1%	27
White Wine		18.7%	83
Red Wine		20.3%	90
Cigars		3.2%	14
Major Brand Cigarettes		8.1%	36
Smokeless Tobacco		4.5%	20
Discount Cigarettes		8.1%	36
Discount Hard Alcohol or Spirits		4.1%	18
Domestic Beer		19.0%	84
Alcoholic Cider		3.6%	16
None of the above / Does not apply		46.3%	205
Recreational Marijuana		1.1%	5
Marijuana Accessories		0.2%	1
Vaping Kit		1.4%	6
Vaping Accessories		2.0%	9
Roll Your Own Cigarette Supplies		0.2%	1
E-Liquids / Vape Juice		2.9%	13
Pipe Tobacco		0.7%	3
Electronic Cigarette Supplies		1.8%	8
Hookah Accessories		0.5%	2

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		20.0%	1
Cannabis Edibles		20.0%	1
Cannabis Vaporizers		40.0%	2
Cannabis Concentrates		20.0%	1
Cannabis Pre-Rolls		20.0%	1
Organic Cannabis Products		20.0%	1
Cannabis Beauty & Skin Care Products		20.0%	1
Cannabis Chocolates		20.0%	1
Medical Cannabis		40.0%	2
None of the above / Does not apply		20.0%	1

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

Value		Percent	Responses
Bulk or Discounted Food Items		19.4%	86
Specialty Teas		11.3%	50
Specialty Coffee		22.8%	101
Gourmet Deli Counter Items		13.8%	61
Cookies		54.2%	240
Snack Cakes		31.8%	141
Potato Chips		59.8%	265
Soft Drinks		51.7%	229
Energy Drinks		7.9%	35
Energy Bars		15.3%	68
Noodle Bowls		11.7%	52
Cupcakes		16.7%	74
Birthday Cake		22.1%	98
Beef Jerky or Meat Sticks		15.1%	67
Bottled Water		53.3%	236
Candy		42.9%	190
Fruit		70.9%	314
Nuts		46.3%	205
Chocolates		42.4%	188
Ice cream		53.7%	238
Cheese		75.2%	333
Artisan Bread		15.6%	69

Value		Percent	Responses
Artisan Meats		3.2%	14
Sports Drinks		11.5%	51
Basic Condiments		33.2%	147
Canned Sauces		32.5%	144
Cereal		65.7%	291
Milk		73.4%	325
Chicken		79.9%	354
Pork		49.2%	218
Beef		63.9%	283
Fish		44.7%	198
Pasta		58.2%	258
Snack Mixes		16.5%	73
Vegetables		67.5%	299
Olive Oil		38.6%	171
Balsamic Vinegar		18.5%	82
Frozen Entrees		43.3%	192
Eggs		82.6%	366
Locally Raised Beef, Pork, Poultry		13.8%	61
Locally Grown Fruit and Vegetables		45.1%	200
Locally Produced Honey		17.6%	78
Organic Food		14.4%	64
Pickled Vegetables		12.9%	57
Artisan Cheese		12.4%	55

Value		Percent	Responses
Alternative "Meat" Products		5.2%	23
Sausage		48.3%	214
Donuts		30.2%	134
Pastries		23.3%	103
None of the above / Does not apply		3.4%	15
Artisan Condiments		1.1%	5
Game Meats		2.7%	12

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

Value		Percent	Responses
Convenience		67.9%	301
Better Prices		83.3%	369
Variety		41.5%	184
Quality of Selection		54.9%	243
Quality of Produce		61.6%	273
Healthy Options		26.9%	119
Speed of Check Out		36.1%	160
Size of Store		14.0%	62
Number of Checkouts		29.6%	131
Cleanliness of Store		67.5%	299
Parking		40.4%	179
Help with Bagging/Packing		19.2%	85
Loyalty Tokens/Stamps		7.4%	33
Home Delivery		3.8%	17
None of the above / Does not apply		3.2%	14
















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		73.4%	325
Take items home immediately		59.6%	264
Return items more easily		33.6%	149
Enjoy the in-store experience		39.7%	176
Can ask questions to store associates		40.0%	177
To support local businesses		50.8%	225
More secure than online purchase		20.3%	90
Better prices		28.4%	126
Quality of service		34.1%	151
Better Selection		29.6%	131
Local flavor or uniqueness		19.2%	85
None of the above / Does not apply		7.0%	31













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

Value		Percent	Responses
Attend Religious or Spiritual Services		50.3%	223
Donate to a Charity		40.6%	180
Donate to a Church		44.2%	196
Donate to Political Party or Government Representative		5.2%	23
Join a New Church		4.1%	18
Volunteer at Church		25.7%	114
Volunteer for Nonprofit Group		15.1%	67
Retire		5.9%	26
Vote in Upcoming Local Elections		39.7%	176
Vote in Upcoming State or National Elections		43.6%	193
Purchase Season Tickets for Performing Arts		3.6%	16
Attend a Holiday Themed Performance		26.9%	119
Community Activity		28.0%	124
Support an Organization		10.8%	48
Make a Donation		26.4%	117
Register to Vote		4.1%	18
None of the above / Does not apply		13.3%	59
Donate Vehicle		0.2%	1
Have a Baby		1.6%	7
Get Married		2.0%	9
Look into Private Schooling for Children		0.7%	3


















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		21.2%	94
Community Event		49.9%	221
Festival		43.3%	192
Live Performance		30.5%	135
Fundraising Event		19.2%	85
Seminar		8.4%	37
School Event		30.5%	135
Corporate Event		3.8%	17
Trade Show		8.8%	39
Conference		9.3%	41
Networking Event		3.8%	17
Radio Station Sponsored Event		6.3%	28
Television Station Sponsored Event		2.7%	12
Newspaper Sponsored Event		7.4%	33
None of the above / Does not apply		22.3%	99

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



Value		Percent	Responses
Participate in Organized Athletics		5.0%	22
Use a Zip Line		6.1%	27
Go Camping		16.5%	73
Go Mountain Biking		2.9%	13
Go Touring on a Bicycle		2.5%	11
Go to a Community or City Swimming Pool		12.0%	53
Take a Guided Backpacking or Hiking Trip		2.7%	12
Attend a Horse Race		2.5%	11
Attend a Car, Truck or Motorsport Race		7.0%	31
Participate in City or Municipal Sponsored Programs		8.1%	36
Join or Change Health or Fitness Club		10.6%	47
None of the above / Does not apply		56.7%	251

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



Value		Percent	Responses
Local Business Website		15.1%	67
Local Business Blog		3.2%	14
Local Business Email		4.5%	20
Snapchat		15.1%	67
Instagram		20.1%	89
Cinema Ads		12.0%	53
Facebook Business Page		17.8%	79
Reviews on Yelp! or Google+		7.9%	35
YouTube Promo Video		12.9%	57
Pandora		13.5%	60
Online Yellow Pages		5.6%	25
Google Search		60.9%	270
eBay		38.4%	170
Spotify		5.9%	26
Pinterest		31.8%	141
Google+ Local		10.4%	46
Clicked on Google Sponsored Ad		15.6%	69
LinkedIn		12.6%	56
Angie's List		3.8%	17
Craigslist		18.3%	81
Bing		10.4%	46
Twitter		15.1%	67

Value		Percent	Responses
Amazon		74.7%	331
None of the above / Does not apply		7.7%	34
CitySearch		2.5%	11
Digital Billboard		0.5%	2
Local Business Text Message		2.0%	9

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



Value		Percent	Responses
Yes		74.0%	328
No		26.0%	115
			Total: 443

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























Value		Percent	Responses
Yes		50.6%	224
No		49.4%	219

Total: 443










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

Value		Percent	Responses
Yes		30.2%	134
No		69.8%	309
			Total: 443



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		57.3%	254
Arts and Entertainment		16.9%	75
Automotive - (General)		21.2%	94
Automotive - (New Vehicle Dealership)		12.4%	55
Automotive - (Used Vehicle Dealership)		12.6%	56
Automotive - (Auto Parts store)		11.7%	52
Automotive - (Auto Repair business)		5.6%	25
Automotive - (Auto Body shop)		3.8%	17
Tire Business		14.4%	64
Beauty and Spa Related Businesses		13.1%	58
Child Related Businesses		4.1%	18
Community and State Services		13.3%	59
Education		13.1%	58
Employment Related Businesses		12.0%	53
Event Planning and Services		5.9%	26
Family Activity Related Businesses		7.0%	31
Farm Equipment and Agriculture Businesses		3.8%	17
Financial Services		5.6%	25
Fitness Businesses or Providers		3.4%	15
General Retail		35.7%	158
Grocery / Market		33.4%	148
Home and Garden Related Businesses		13.8%	61

Value		Percent	Responses
Building Supply/Lumber Business		7.2%	32
Home Service Businesses		5.2%	23
Home Service Contractors		6.1%	27
Hotel and Travel Related Businesses		19.4%	86
Local Services		19.6%	87
Medical Related Businesses - (General)		10.4%	46
Medical Related Businesses - (Dentist)		4.5%	20
Nightlife Related Businesses		4.5%	20
Pet / Animal		19.9%	88
Professional Services		8.1%	36
Real Estate Service Businesses		3.6%	16
Recreation Related Businesses		5.2%	23
Restaurant / Bar / Lounge		21.2%	94
Senior Related Businesses		7.4%	33
Specialty Food and Drink		9.0%	40
General Retail - Children's Clothing Store		8.1%	36
General Retail - Clothing Accessory Store		15.1%	67
General Retail - Computer Store		6.5%	29
General Retail - Farming and Agriculture Business		3.4%	15
General Retail - Furniture Store		12.4%	55
General Retail - Hardware Store		10.2%	45
General Retail - Home Entertainment Store		3.2%	14
General Retail - Jewelry Store		6.1%	27










Value		Percent	Responses
General Retail - Major Appliance Store		8.8%	39
General Retail - Men's Clothing Store		9.5%	42
General Retail - Mobile Phone Store		6.3%	28
General Retail - Shoe Store		14.4%	64
General Retail - Women's Clothing Store		24.2%	107
None of the above / Does not apply		15.3%	68
Medical Related Businesses - (Chiropractor)		2.7%	12
Medical Related Businesses - (Hospital)		2.9%	13
Motorsport Businesses		2.0%	9

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



Value		Percent	Responses
Yes		16.5%	73
No		83.5%	370

Total: 443

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		13.1%	58
Get a New Part Time Job		8.8%	39
Get a Temporary or Seasonal Job		2.7%	12
Use an Employment or Temporary Employment Agency		2.5%	11
Use a Career Counselor		1.1%	5
Get a Second (or Third) Job		3.4%	15
Get First Job after High School		0.5%	2
Get First Job after College		1.6%	7
None of the above / Does not apply		76.1%	337

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%	15
Admin & Clerical		8.8%	39
Health Care		7.4%	33
Grocery		3.2%	14
Customer Service		9.5%	42
Management		3.2%	14
Education		5.2%	23
NonProfit		3.2%	14
Government		4.7%	21
None of the above / Does not apply		70.4%	312
Agriculture		0.9%	4
Automotive		0.5%	2
Warehouse		2.5%	11
Construction		0.9%	4
Accounting		2.0%	9
Hotel - Hospitality		2.0%	9
Manufacturing		1.1%	5
Entry Level (New Graduate)		1.1%	5
Banking & Finance		2.5%	11
Child Care		1.6%	7
Real Estate		1.1%	5

Value		Percent	Responses
Insurance		0.5%	2
Legal		0.7%	3
Media		1.1%	5
Installation - Maintenance - Repair		0.2%	1
Restaurant - Food Services		2.7%	12
Executive Level		0.2%	1
Engineering		2.3%	10
Sales & Marketing		1.6%	7
Information Technology		1.8%	8
Skilled Labor - Trades		1.6%	7
Transportation		2.3%	10

139. If you were to look for a new job in the next 12 months, where would you go look to find local job listings? (Check all that apply.)

Value		Percent	Responses
Local Business Site		19.6%	87
Local Agency Site		12.4%	55
Craigslist		6.5%	29
Facebook		5.9%	26
Indeed.com		28.9%	128
LinkedIn		13.5%	60
Monster.com		9.5%	42
CareerBuilder		10.6%	47
GlassDoor		5.6%	25
SimplyHired.com		3.8%	17
AOL Jobs		1.6%	7
SnagAJob.com		2.9%	13
Dice.com		0.2%	1
USAjobs.gov		8.1%	36
USAjobs.org		4.3%	19
ZipRecruiter		9.3%	41
JobDiagnosis		0.9%	4
TheLadders		0.7%	3
None of the above / Does not apply		51.9%	230







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		23.7%	105
Yellow Pages directory		1.8%	8
Direct mail flyer		19.6%	87
Deal program/offer		6.1%	27
Facebook business page offer		11.3%	50
Billboard advertising		2.7%	12
None of the above / Does not apply		58.7%	260

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)		16.9%	75
Purchased an online deal to a local business in the past 3 months		10.6%	47
None of the above / Does not apply		76.7%	340

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



Value		Percent	Responses
Read ads and keep them - using three or more		13.5%	60
Read ads and keep them - using one or two		43.1%	191
Read ads and keep them - without using any		4.1%	18
Read ads but throw away without using any		14.2%	63
Throw ads away unread		16.7%	74
Do not receive direct mail or advertisements at home or PO Box		8.4%	37

Total: 443



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

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	14 3.2%	78 17.6%	205 46.3%	21 4.7%	18 4.1%	49 11.1%	58 13.1%	443
County election Count Row %	22 5.0%	70 15.8%	219 49.4%	12 2.7%	17 3.8%	43 9.7%	60 13.5%	443
State election Count Row %	15 3.4%	122 27.5%	155 35.0%	15 3.4%	29 6.5%	49 11.1%	58 13.1%	443
Total Total Responses								443

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














Value		Percent	Responses
Yes		79.5%	352
No		20.5%	91
			Total: 443

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		88.5%	392
No		11.5%	51

Total: 443


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

Value		Percent	Responses
New Vehicle Dealership		4.5%	20
Used Vehicle Dealership		6.5%	29
New and Used Vehicle Dealership		8.1%	36
Automotive Service		9.7%	43
Tire Store		11.1%	49
Auto Parts Store		18.1%	80
Recreation Vehicle (RV) Dealership		1.4%	6
RV or Camper Repair		0.9%	4
Boat Dealer		1.1%	5
Boat Service		1.1%	5
Motorcycle Dealer		1.8%	8
Motorcycle Repair Shop		0.9%	4
None of the above / Does not apply		61.4%	272

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

Value		Percent	Responses
Accountant or CPA		1.1%	5
Legal Firm or Attorney		3.6%	16
Insurance Agency		6.1%	27
Tax Advisor		2.3%	10
Telecommunications Provider		1.6%	7
Internet Service Provider		3.6%	16
None of the above / Does not apply		84.9%	376







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		2.3%	10
Hearing Aid Center		1.8%	8
Cardiologist		3.6%	16
Chiropractor		3.6%	16
Dentist		11.7%	52
Dermatologist		4.3%	19
Hospital		4.5%	20
Mental Health Provider		1.6%	7
Optometrist		3.4%	15
Pediatrician		1.1%	5
General Practitioner		7.0%	31
Rehabilitation Clinic		1.1%	5
Urgent Care Clinic		4.7%	21
Surgical Specialist		3.8%	17
Weight Loss Service		2.9%	13
None of the above / Does not apply		69.8%	309







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

Value		Percent	Responses
Carpet Cleaning Service		4.5%	20
Electrician		2.3%	10
Handyman		6.5%	29
Heating & Air Conditioning Service		3.2%	14
Remodeling Contractor		0.9%	4
General Contractor		1.8%	8
Landscaper		2.3%	10
New Home Builder		0.9%	4
Painting Contractor		1.1%	5
Plumber or Plumbing Contractor		3.2%	14
Roofing Contractor		2.5%	11
None of the above / Does not apply		81.5%	361









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		2.3%	10
Home Inspector		2.0%	9
Mortgage Broker		0.7%	3
Property Manager		1.1%	5
Realtor		6.3%	28
None of the above / Does not apply		89.6%	397


















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

Value		Percent	Responses
Real Estate Loan Provider		0.9%	4
Automotive Loan Provider		0.7%	3
Financial Advisor		2.0%	9
Bank		14.9%	66
Credit Union		8.1%	36
None of the above / Does not apply		78.3%	347









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		14.9%	66
Ethnic Restaurant		6.5%	29
Family Style Restaurant		23.0%	102
Fast Food Restaurant		20.8%	92
Fine Dining Restaurant		11.5%	51
Pizza Restaurant		24.6%	109
Restaurant with Bar or Lounge		8.6%	38
None of the above / Does not apply		48.5%	215




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

Value		Percent	Responses
Building Supply-Lumber Yard		8.1%	36
Clothing Accessory Store		11.5%	51
Major Appliance Store		2.5%	11
Computer Store		4.7%	21
Farming and Agriculture Business		2.5%	11
Furniture Store		11.7%	52
Grocery Store		21.9%	97
Hardware Store		9.0%	40
Home Entertainment Store		2.7%	12
Jewelry Store		5.6%	25
Mobile Phone Store		4.5%	20
Shoe Store		12.6%	56
Specialty Food Business		1.8%	8
Women's Clothing Store		20.8%	92
Men's Clothing Store		7.0%	31
Children's Clothing Store		7.4%	33
None of the above / Does not apply		46.3%	205

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%	25
Any Child Related Business		1.8%	8
Any Event Planning Business		1.8%	8
Any Education Business		3.2%	14
Any Fitness Business		5.0%	22
Any Pet Related Business		7.2%	32
Any Senior Related Business		6.5%	29
None of the above / Does not apply		78.1%	346

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		14.0%	62
No		53.0%	235
Does not apply		33.0%	146

Total: 443

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

Value		Percent	Responses
Beauty and Spa		7.9%	5
Education		6.3%	4
Financial Services		3.2%	2
General Retail		3.2%	2
Health and Medical		7.9%	5
Home and Garden		9.5%	6
Home Service Businesses		6.3%	4
Local Services		6.3%	4
Real Estate		6.3%	4
Recreation		3.2%	2
Other		30.2%	19
Arts and Entertainment		1.6%	1
Automotive		1.6%	1
Event Planning and Services		1.6%	1
Family Activity		1.6%	1
Hotel and Travel		1.6%	1
Restaurant / Bar / Lounge		1.6%	1

Total: 63








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.		29.0%	18
Computer Hardware		11.3%	7
Office Copier		6.5%	4
Business Logo Apparel		16.1%	10
Networking Hardware or Software		6.5%	4
Office Furniture, Fixtures or Interiors		4.8%	3
Office Cleaning Supplies		21.0%	13
Office Supplies		43.5%	27
Office Printer		8.1%	5
Promotional Items		12.9%	8
Security System		4.8%	3
Telephone Systems		4.8%	3
Uniforms or Work Clothing		12.9%	8
None of the above / Does not apply		27.4%	17











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

Value		Percent	Responses
Business Accounting or CPA		3.2%	2
Business Advertising		4.8%	3
Business Cellular Phone Service		4.8%	3
Business Internet Services		3.2%	2
Business Internet Service Provider		3.2%	2
Business Meetings or Conventions		3.2%	2
None of the above / Does not apply		80.6%	50
Business Financial Consulting		1.6%	1
Business Bottled Water Delivery		1.6%	1
Business Advisory Services		1.6%	1
Business Construction Contractor		1.6%	1
Business Legal Services or Attorney		1.6%	1
Business Marketing Services		1.6%	1
Business Payroll Services		1.6%	1
Business Realty Services		1.6%	1
Business Recruitment		1.6%	1
Business Security Services		1.6%	1
Business Sign Company Services		1.6%	1
Business Shuttle or Limo Services		1.6%	1
Business Staffing or Temp Services		1.6%	1
Business Travel Agency		1.6%	1
Business Radio Media Service		1.6%	1








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

Value		Percent	Responses
Buy New Office		1.6%	1
Add New Locations		4.8%	3
Renovate Existing Facilities		4.8%	3
Construct New Facilities		1.6%	1
Buy or Rent Industrial Space		3.2%	2
Buy or Rent Warehouse space		1.6%	1
None of the above / Does not apply		88.7%	55






















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		3.2%	2
Purchase Used Business Automobiles		3.2%	2
Purchase New Business Trucks		4.8%	3
Purchase Used Business Trucks		3.2%	2
Lease New Business Automobiles		1.6%	1
Lease New Business Trucks		3.2%	2
Purchase Used Business Delivery Vehicles		1.6%	1
Purchase New Heavy Duty or Commercial Business Trucks		3.2%	2
Purchase Used Heavy Duty or Commercial Business Trucks		3.2%	2
None of the above / Does not apply		87.1%	54

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		9.7%	6
Business Health Insurance		4.8%	3
Business 401K or Retirement Program		3.2%	2
Business "Key Man" Insurance		1.6%	1
Business Property Insurance		4.8%	3
Business Commercial Insurance		6.5%	4
None of the above / Does not apply		85.5%	53

















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

Value		Percent	Responses
Local Newspaper		27.4%	17
Local Newspaper Site		12.9%	8
Local Radio		12.9%	8
Local Television		12.9%	8
Local Free or Alternative publication		8.1%	5
Other Print Publications		9.7%	6
Facebook		22.6%	14
Twitter		4.8%	3
Other Social Media		12.9%	8
Search Engine Optimization (SEO, SEM)		6.5%	4
Word of Mouth or Referrals		43.5%	27
Billboards		4.8%	3
Direct Mail		11.3%	7
Coupons or "Deal of the Day"		4.8%	3
Fliers or Door Hangers		4.8%	3
Sign "Spinners"		3.2%	2
Yellow Pages		3.2%	2
Banner Ads		6.5%	4
Online Advertising		12.9%	8
None of the above / Does not apply		19.4%	12
Retargeting Web Ads		1.6%	1




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

Value		Percent	Responses
Have an ongoing digital marketing campaign		3.2%	2
Use social media for promoting business		19.4%	12
Website optimized for mobile (responsive)		8.1%	5
Ongoing search optimization (SEO, SEM)		6.5%	4
Banner ads		3.2%	2
Cost-per-click ads (CPC, PPC)		1.6%	1
Cost-per-mille ads (CPM)		1.6%	1
Retargeting ads		1.6%	1
Google ads (Adwords)		8.1%	5
Facebook ads		12.9%	8
Sponsored content		1.6%	1
Email advertising		19.4%	12
Site analytics		3.2%	2
Digital ads through newspaper		1.6%	1
None of the above/Does not apply		54.8%	34

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		3.2%	2
Use social media for promoting business		12.9%	8
Website optimized for mobile (responsive)		4.8%	3
Ongoing search optimization (SEO, SEM)		8.1%	5
Banner ads		4.8%	3
Cost-per-mille ads (CPM)		1.6%	1
Programmatic ads		1.6%	1
Retargeting ads		1.6%	1
Video ads		1.6%	1
Google ads (Adwords)		4.8%	3
Facebook ads		14.5%	9
Sponsored content		3.2%	2
Email advertising		11.3%	7
Site analytics		3.2%	2
Digital ads through newspaper		3.2%	2
None of the above/Does not apply		67.7%	42

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




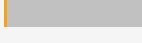


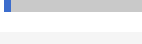
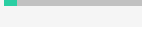
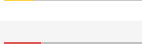
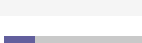

Value		Percent	Responses
Yes		8.1%	5
No		82.3%	51
Don't know		9.7%	6

Total: 62

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






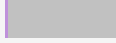
Value		Percent	Responses
0%		7.9%	35
1% - 25%		43.8%	194
26% - 50%		19.4%	86
51% - 75%		16.5%	73
76% - 100%		12.4%	55
			Total: 443
			Avg 34%

167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.5%	2
20 - 24		1.8%	8
25 - 30		2.5%	11
31 - 34		1.8%	8
35 - 40		4.3%	19
41 - 45		4.7%	21
46 - 49		4.7%	21
50 - 54		9.5%	42
55 - 60		20.8%	92
61 - 69		26.9%	119
70 or older		22.6%	100








Total: 443
Avg 59

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

Value		Percent	Responses
Metro / Urban		5.6%	25
Small/Mid-Size Town		37.2%	165
Suburban		15.6%	69
Rural		38.4%	170
Vacation community		0.5%	2
Other		2.7%	12




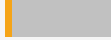

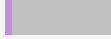

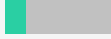





Total: 443

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

Value		Percent	Responses
Some High School (Not Graduate)		0.9%	4
High School Graduate (12th grade)		17.6%	78
Vocational or Technical Training		5.0%	22
Some College		27.5%	122
College Graduate		28.9%	128
Some Post-Graduate Study (No Advanced Degree)		4.5%	20
Post-Graduate Degree		15.6%	69

Total: 443

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

Value		Percent	Responses
Under \$20,000		13.6%	59
\$20,000 - \$24,999		6.9%	30
\$25,000 - \$29,999		7.6%	33
\$30,000 - \$34,999		6.7%	29
\$35,000 - \$39,999		4.4%	19
\$40,000 - \$44,999		6.2%	27
\$45,000 - \$49,999		6.7%	29
\$50,000 - \$74,999		19.6%	85
\$75,000 - \$99,999		11.8%	51
\$100,000 - \$124,999		9.7%	42
\$125,000 - \$149,999		2.8%	12
\$150,000 - \$200,000		2.8%	12
Over \$200,000		1.2%	5





Total: 433
Avg \$60,314

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	2
Black or African-American		13.8%	61
Asian		0.2%	1
White or Caucasian		73.8%	327
Hispanic		1.8%	8
Other		1.4%	6
Prefer not to answer		8.6%	38

Total: 443

172. Are you...





Value		Percent	Responses
Male		21.0%	93
Female		74.7%	331
Gender Variant / Non-conforming		0.2%	1
Prefer not to answer		4.1%	18

Total: 443

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


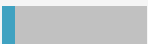



Value	Percent	Responses
Single Family Home	75.2%	333
Apartment	9.9%	44
Condominium	2.0%	9
Mobile Home	7.4%	33
Other	5.4%	24
		Total: 443

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		76.7%	340
Rented		15.6%	69
Occupied Without Payment of Rent		3.4%	15
Other		4.3%	19

Total: 443

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

Value		Percent	Responses
None		81.3%	360
1		8.8%	39
2		6.1%	27
3		3.2%	14
4 or more		0.7%	3
			Total: 443

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		49.1%	216
No		50.9%	224

Total: 440