

The Pulse of America 2020 Survey Report (Missouri)

Response Counts

Completion Rate:

100%




Complete



593

Total: 593

1. Are you 18 years of age or older?

| Value | | Percent | Responses |
|-------|---|---------|------------|
| Yes |  | 100.0% | 593 |
| | | | Total: 593 |

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


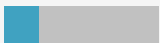
| | Always | Frequently | Occasionally | Never | Responses |
|------------------------------|--------|------------|--------------|-------|-----------|
| School news | | | | | |
| Count | 155 | 161 | 210 | 67 | 593 |
| Row % | 26.1% | 27.2% | 35.4% | 11.3% | |
| Business news | | | | | |
| Count | 154 | 225 | 175 | 39 | 593 |
| Row % | 26.0% | 37.9% | 29.5% | 6.6% | |
| Government news | | | | | |
| Count | 196 | 208 | 151 | 38 | 593 |
| Row % | 33.1% | 35.1% | 25.5% | 6.4% | |
| High school sports news | | | | | |
| Count | 102 | 121 | 229 | 141 | 593 |
| Row % | 17.2% | 20.4% | 38.6% | 23.8% | |
| Crime news | | | | | |
| Count | 243 | 214 | 116 | 20 | 593 |
| Row % | 41.0% | 36.1% | 19.6% | 3.4% | |
| Clubs and organizations news | | | | | |
| Count | 72 | 189 | 252 | 80 | 593 |
| Row % | 12.1% | 31.9% | 42.5% | 13.5% | |
| Total | | | | | |
| Total Responses | | | | | 593 |

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 | 2 | 22 | 70 | 266 | 228 | 5 | 593 |
| Count | 0.3% | 3.7% | 11.8% | 44.9% | 38.4% | 0.8% | |
| Row % | | | | | | | |
| Local news coverage | | | | | | | |
| Count | 2 | 34 | 48 | 268 | 237 | 4 | 593 |
| Row % | 0.3% | 5.7% | 8.1% | 45.2% | 40.0% | 0.7% | |
| Reporting objectivity | | | | | | | |
| Count | 15 | 43 | 144 | 234 | 146 | 11 | 593 |
| Row % | 2.5% | 7.3% | 24.3% | 39.5% | 24.6% | 1.9% | |
| Headline objectivity | | | | | | | |
| Count | 7 | 41 | 137 | 252 | 147 | 9 | 593 |
| Row % | 1.2% | 6.9% | 23.1% | 42.5% | 24.8% | 1.5% | |
| Local school news | | | | | | | |
| Count | 3 | 19 | 95 | 238 | 184 | 54 | 593 |
| Row % | 0.5% | 3.2% | 16.0% | 40.1% | 31.0% | 9.1% | |
| County news coverage | | | | | | | |
| Count | 3 | 24 | 89 | 301 | 168 | 8 | 593 |
| Row % | 0.5% | 4.0% | 15.0% | 50.8% | 28.3% | 1.3% | |
| Local city/community news coverage | | | | | | | |
| Count | 7 | 22 | 59 | 288 | 213 | 4 | 593 |
| Row % | 1.2% | 3.7% | 9.9% | 48.6% | 35.9% | 0.7% | |
| Environmental news coverage | | | | | | | |
| Count | 6 | 35 | 167 | 242 | 94 | 49 | 593 |
| Row % | 1.0% | 5.9% | 28.2% | 40.8% | 15.9% | 8.3% | |
| Courts and cops news coverage | | | | | | | |
| Count | 6 | 20 | 95 | 281 | 174 | 17 | 593 |
| Row % | 1.0% | 3.4% | 16.0% | 47.4% | 29.3% | 2.9% | |
| Local sports coverage | | | | | | | |
| Count | 2 | 6 | 78 | 222 | 222 | 63 | 593 |
| Row % | 0.3% | 1.0% | 13.2% | 37.4% | 37.4% | 10.6% | |

| | Very poor | Poor | Neutral | Good | Excellent | Don't know | Responses |
|---------------------------------------|-----------|------|---------|-------|-----------|------------|-----------|
| Local arts and entertainment coverage | 4 | 32 | 101 | 258 | 173 | 25 | 593 |
| Count | 0.7% | 5.4% | 17.0% | 43.5% | 29.2% | 4.2% | |
| Row % | | | | | | | |
| People and features coverage | 7 | 20 | 92 | 279 | 176 | 19 | 593 |
| Count | 1.2% | 3.4% | 15.5% | 47.0% | 29.7% | 3.2% | |
| Row % | | | | | | | |
| Total | | | | | | | |
| Total Responses | | | | | | | 593 |



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

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 77.1% | 457 |
| No |  | 22.9% | 136 |
| Total: 593 | | | |




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 |  | 42.5% | 194 |
| No |  | 53.4% | 244 |
| None of the above / Does not apply |  | 4.2% | 19 |
| | | | Total: 457 |



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

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 86.5% | 513 |
| No |  | 13.5% | 80 |
| Total: 593 | | | |



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 |  | 47.8% | 245 |
| No |  | 48.9% | 251 |
| None of the above / Does not apply |  | 3.3% | 17 |
| Total: 513 | | | |




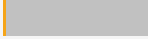

8. Have you or any member of your household read the local newspaper in the past WEEK?

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 89.5% | 531 |
| No |  | 10.5% | 62 |
| Total: 593 | | | |

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

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 59.9% | 318 |
| No |  | 40.1% | 213 |
| Total: 531 | | | |




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

| Value | | Percent | Responses |
|-----------|---|---------|-------------------|
| 1 |  | 37.3% | 198 |
| 2 |  | 49.0% | 260 |
| 3 |  | 9.2% | 49 |
| 4 |  | 2.1% | 11 |
| 5 or more |  | 2.4% | 13 |
| | | | Total: 531 |


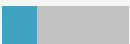



Statistics

| | |
|---------|-----|
| Average | 1.8 |
|---------|-----|

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

| Value | | Percent | Responses |
|----------------|---|---------|-----------|
| Adult male |  | 72.1% | 383 |
| Adult female |  | 75.0% | 398 |
| Minor under 18 |  | 4.7% | 25 |

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

| Value | | Percent | Responses |
|-----------------|---|---------|-------------------|
| Yes, always |  | 20.9% | 111 |
| Yes, frequently |  | 27.7% | 147 |
| Yes, sometimes |  | 35.4% | 188 |
| Seldom |  | 12.1% | 64 |
| Never |  | 4.0% | 21 |
| | | | Total: 531 |




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 | | 14.9% | 79 |
| Local Daily Newspaper | | 80.0% | 425 |
| Local Paid Weekly Community Newspaper | | 25.4% | 135 |
| Local Free Weekly Print Publication (a Shopper or Newspaper) | | 34.7% | 184 |
| Local Alternative Publication | | 4.0% | 21 |
| Local City or Regional Magazine | | 25.4% | 135 |
| Local Specialty Publication | | 11.7% | 62 |
| Local Business Publication | | 14.1% | 75 |
| Local Ethnic Publication | | 1.3% | 7 |
| Local Parenting Publication | | 2.4% | 13 |
| Local Senior Publication | | 11.1% | 59 |
| None of the above / Does not apply | | 1.7% | 9 |




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 | 96 | 134 | 239 | 62 | 531 |
| Row % | 18.1% | 25.2% | 45.0% | 11.7% | |
| Retail Store Ads | | | | | |
| Count | 163 | 199 | 146 | 23 | 531 |
| Row % | 30.7% | 37.5% | 27.5% | 4.3% | |
| Ad Inserts | | | | | |
| Count | 142 | 200 | 154 | 35 | 531 |
| Row % | 26.7% | 37.7% | 29.0% | 6.6% | |
| Real Estate Ads | | | | | |
| Count | 49 | 80 | 259 | 143 | 531 |
| Row % | 9.2% | 15.1% | 48.8% | 26.9% | |
| Automotive Ads | | | | | |
| Count | 27 | 67 | 272 | 165 | 531 |
| Row % | 5.1% | 12.6% | 51.2% | 31.1% | |
| Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.) | | | | | |
| Count | 96 | 172 | 225 | 38 | 531 |
| Row % | 18.1% | 32.4% | 42.4% | 7.2% | |
| Political Ads | | | | | |
| Count | 36 | 92 | 235 | 168 | 531 |
| Row % | 6.8% | 17.3% | 44.3% | 31.6% | |
| Legal Notices | | | | | |
| Count | 55 | 87 | 214 | 175 | 531 |
| Row % | 10.4% | 16.4% | 40.3% | 33.0% | |
| Total | | | | | |
| Total Responses | | | | | 531 |




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 |  | 53.3% | 316 |
| Posted on a Government Website |  | 8.9% | 53 |
| No preference |  | 37.8% | 224 |
| Total: 593 | | | |



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 |  | 17.2% | 102 |
| No |  | 80.6% | 478 |
| Don't know |  | 2.2% | 13 |
| | | | Total: 593 |








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

| Value | | Percent | Responses |
|--|--|---------|-------------------|
| Excellent response (sold item or got many inquiries) |  | 30.7% | 31 |
| Satisfactory response (received many inquiries) |  | 44.6% | 45 |
| Poor response (received very few inquiries) |  | 24.8% | 25 |
| | | | Total: 101 |

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






















| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 55.6% | 330 |
| No |  | 44.4% | 263 |
| Total: 593 | | | |

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

| Value | | Percent | Responses |
|-----------------------------------|---|---------|-----------|
| Daily |  | 16.9% | 100 |
| Couple times week |  | 17.9% | 106 |
| Weekly |  | 10.1% | 60 |
| Couple times month |  | 14.0% | 83 |
| Monthly |  | 4.4% | 26 |
| Less Monthly |  | 19.2% | 114 |
| Have not visited / Does not apply |  | 17.5% | 104 |














Total: 593

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 |  | 6.1% | 36 |
| Auto Detailing Shop |  | 5.7% | 34 |
| Auto Glass Repair Shop |  | 5.7% | 34 |
| Oil Change Station |  | 52.8% | 313 |
| Auto Parts Store |  | 33.7% | 200 |
| Auto Repair Shop |  | 22.4% | 133 |
| Auto Salvage Yard |  | 5.4% | 32 |
| Auto Battery Store |  | 11.1% | 66 |
| Car Wash |  | 70.2% | 416 |
| Gas Station |  | 84.3% | 500 |
| New Vehicle Dealership |  | 14.7% | 87 |
| Used Vehicle Dealership |  | 12.0% | 71 |
| Pick and Pull Lot |  | 3.5% | 21 |
| Recreation Vehicle (RV) Dealership |  | 3.4% | 20 |
| Tire Store |  | 25.3% | 150 |
| None of the above / Does not apply |  | 5.6% | 33 |
| Auto Paint Shop |  | 1.5% | 9 |
| Auto Towing Service |  | 1.9% | 11 |
| Auto Window Tinting |  | 2.5% | 15 |
| Auto Stereo Installation |  | 1.5% | 9 |
| Car Audio Store |  | 1.3% | 8 |

| Value | | Percent | Responses |
|------------------------------|--|---------|-----------|
| Commercial Truck Dealership | | 0.8% | 5 |
| Commercial Truck Repair Shop | | 0.5% | 3 |
| RV or Camper Repair | | 2.4% | 14 |
| Trailer & Utility Trailer | | 1.5% | 9 |
| Trailer Rental Service | | 0.8% | 5 |




















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






| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Boat Dealer |  | 2.2% | 13 |
| Boating Accessory Store |  | 2.5% | 15 |
| Boat Repair Shop |  | 2.2% | 13 |
| Boat Rental Service |  | 0.7% | 4 |
| All-Terrain Vehicle (ATV) Dealer |  | 4.9% | 29 |
| Watercraft Dealer |  | 0.7% | 4 |
| Watercraft Rental Shop |  | 0.7% | 4 |
| Motorcycle Dealer |  | 3.9% | 23 |
| Motorcycle Repair Shop |  | 1.9% | 11 |
| Motorcycle Accessory Store |  | 3.5% | 21 |
| Golf Cart Dealer |  | 1.3% | 8 |
| Boat and RV Storage Facility |  | 2.0% | 12 |
| None of the above / Does not apply |  | 85.7% | 508 |

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 |  | 2.7% | 16 |
| Used Farm Equipment Dealer |  | 4.9% | 29 |
| Farm Truck and Tractor Repair Shop |  | 5.4% | 32 |
| Agriculture Farm Supply Store |  | 21.8% | 129 |
| Agricultural Service |  | 4.2% | 25 |
| Farming Structure Building Contractor |  | 1.5% | 9 |
| Animal Feed Store |  | 15.7% | 93 |
| None of the above / Does not apply |  | 69.6% | 413 |

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 |  | 16.0% | 95 |
| Bakery |  | 54.3% | 322 |
| Specialty Cake Bakery |  | 10.1% | 60 |
| Cupcake Shop |  | 8.9% | 53 |
| Donut Shop |  | 34.1% | 202 |
| Beverage Distributor |  | 6.6% | 39 |
| Beer Shop |  | 19.1% | 113 |
| Brewery or Brew Pub |  | 21.4% | 127 |
| Candy Store |  | 11.8% | 70 |
| Cheese Shop |  | 8.4% | 50 |
| Chocolate Shop |  | 8.9% | 53 |
| Coffee & Tea Shop |  | 34.2% | 203 |
| Espresso or Coffee Shop |  | 28.8% | 171 |
| Cookie Store |  | 11.1% | 66 |
| Convenience Store |  | 74.0% | 439 |
| Dessert Restaurant |  | 6.9% | 41 |
| Distillery |  | 5.1% | 30 |
| Ethnic Food Restaurant |  | 36.1% | 214 |
| Ice Cream or Frozen Yogurt Shop |  | 41.0% | 243 |
| Smoothie or Juice Bar |  | 8.4% | 50 |
| Liquor Store |  | 39.3% | 233 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Tea Shop |  | 5.4% | 32 |
| Winery |  | 11.3% | 67 |
| Wine Shop |  | 9.6% | 57 |
| None of the above / Does not apply |  | 4.6% | 27 |
| U-Brew Beer or Wine Store |  | 1.2% | 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 | | 14.5% | 86 |
| Grocery Store (Discount) | | 55.8% | 331 |
| Grocery Store (Ethnic) | | 5.6% | 33 |
| Farmers Market | | 32.5% | 193 |
| Grocery Store (Co-op) | | 18.2% | 108 |
| Grocery Store (Independent/Citywide) | | 37.9% | 225 |
| Grocery Store (Major or Regional Chain) | | 84.7% | 502 |
| Meat Market or Butcher Shop | | 21.1% | 125 |
| Grocery Store (Neighborhood/Local/Mom & Pop) | | 33.9% | 201 |
| Seafood Market | | 5.2% | 31 |
| Specialty Food Market | | 6.7% | 40 |
| None of the above / Does not apply | | 0.5% | 3 |













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 | | 37.3% | 221 |
| Day Spa | | 8.9% | 53 |
| Eyelash Extension Salon | | 1.2% | 7 |
| Hair Removal Salon | | 2.5% | 15 |
| Hair and Beauty Salon (Find New or Change Existing) | | 54.5% | 323 |
| Makeup Artist | | 0.5% | 3 |
| Massage Spa | | 16.9% | 100 |
| Nail Salon | | 28.7% | 170 |
| Skin Care Store | | 4.4% | 26 |
| Tanning Salon | | 5.4% | 32 |
| Tattoo Studio | | 5.7% | 34 |
| None of the above / Does not apply | | 16.7% | 99 |













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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Arcade |  | 8.4% | 50 |
| Arts & Crafts Fair |  | 38.4% | 228 |
| Casino |  | 24.1% | 143 |
| Community Theatre |  | 26.0% | 154 |
| Movie Theater |  | 62.7% | 372 |
| Museum |  | 34.1% | 202 |
| Live Theater |  | 21.9% | 130 |
| Performing Arts Center |  | 23.1% | 137 |
| Bingo Hall |  | 4.2% | 25 |
| Social Club |  | 5.6% | 33 |
| Stadium or Arena |  | 25.8% | 153 |
| Rodeo |  | 8.9% | 53 |
| Music Festival |  | 17.2% | 102 |
| Wine Festival |  | 5.1% | 30 |
| Food Festival |  | 21.1% | 125 |
| Seasonal Festival |  | 28.2% | 167 |
| Arts Organization |  | 8.6% | 51 |
| Cultural Center |  | 9.1% | 54 |
| Local Festival |  | 29.8% | 177 |
| Historical Society |  | 12.5% | 74 |
| None of the above / Does not apply |  | 12.0% | 71 |
| Wine Tour |  | 2.7% | 16 |




















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 |  | 29.7% | 176 |
| Professional Sports Team |  | 15.2% | 90 |
| Amusement Center / Park |  | 30.2% | 179 |
| Family Play Center |  | 9.6% | 57 |
| Family Entertainment Center |  | 16.9% | 100 |
| Go Kart Track |  | 7.3% | 43 |
| Horseback Riding |  | 5.7% | 34 |
| Outdoor Park |  | 37.1% | 220 |
| Ice Skating or Roller Rink |  | 9.4% | 56 |
| Athletic Club |  | 14.7% | 87 |
| Zoo |  | 32.4% | 192 |
| None of the above / Does not apply |  | 27.0% | 160 |










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 |  | 1.3% | 8 |
| CrossFit Gym |  | 2.9% | 17 |
| Dance Studio |  | 4.0% | 24 |
| Fitness Boot Camp |  | 1.3% | 8 |
| Exercise Classes |  | 17.5% | 104 |
| Gym, Fitness or Athletic Club |  | 31.0% | 184 |
| Martial Arts Studio |  | 1.7% | 10 |
| Personal Trainer |  | 3.0% | 18 |
| Rock Climbing Gym |  | 1.9% | 11 |
| Swimming Lessons |  | 4.0% | 24 |
| Yoga Studio |  | 6.7% | 40 |
| None of the above / Does not apply |  | 54.8% | 325 |
















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 |  | 6.1% | 36 |
| Bait & Tackle Shop |  | 19.9% | 118 |
| Bicycle Shop |  | 7.6% | 45 |
| Bicycle Repair Shop |  | 7.3% | 43 |
| Bicycle Rental Service |  | 1.3% | 8 |
| Bowling Alley |  | 22.8% | 135 |
| Dive Shop |  | 0.7% | 4 |
| Fishing Supply Store |  | 20.4% | 121 |
| Golf Course |  | 14.8% | 88 |
| Golf Driving Range |  | 9.9% | 59 |
| Golf Pro Shop |  | 6.1% | 36 |
| Gun Shooting Range |  | 17.5% | 104 |
| Gun Store |  | 19.9% | 118 |
| Miniature Golf Course |  | 17.2% | 102 |
| Outdoor Gear Store |  | 14.5% | 86 |
| Ski Shop |  | 1.2% | 7 |
| New Sporting Goods Store |  | 15.7% | 93 |
| Used Sporting Goods Store |  | 6.9% | 41 |
| None of the above / Does not apply |  | 36.4% | 216 |






















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 |  | 4.9% | 29 |
| Bar, Lounge or Pub |  | 36.4% | 216 |
| Comedy Club |  | 12.0% | 71 |
| Dancing or Night Club |  | 5.1% | 30 |
| Music or Concert Hall |  | 27.5% | 163 |
| Billiard Hall |  | 3.0% | 18 |
| Sports Bar |  | 28.3% | 168 |
| Wine Bar |  | 6.9% | 41 |
| None of the above / Does not apply |  | 42.7% | 253 |

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 |  | 1.7% | 10 |
| Card or Stationery Store |  | 16.0% | 95 |
| Announcement Printing Service |  | 4.0% | 24 |
| Catering Service |  | 5.1% | 30 |
| Disc Jockey (DJ) |  | 1.9% | 11 |
| Event Coordinator |  | 1.5% | 9 |
| Hotel Meeting Room or Event Space |  | 5.2% | 31 |
| Musician or Band |  | 6.7% | 40 |
| Party Supply Store |  | 15.9% | 94 |
| Photographer |  | 9.1% | 54 |
| Event Space or Venue |  | 5.1% | 30 |
| Videographer |  | 1.2% | 7 |
| Wedding Venue or Banquet Hall |  | 2.7% | 16 |
| Wedding Planner |  | 1.2% | 7 |
| None of the above / Does not apply |  | 62.6% | 371 |

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















| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Continuing Education Courses |  | 11.0% | 65 |
| University |  | 7.4% | 44 |
| Community College |  | 9.1% | 54 |
| Elementary School |  | 8.6% | 51 |
| Middle or High School |  | 10.1% | 60 |
| Adult Education School |  | 6.9% | 41 |
| Preschool |  | 3.7% | 22 |
| Musical Instruments and Lessons |  | 3.2% | 19 |
| Lecture or Seminar Series |  | 3.7% | 22 |
| None of the above / Does not apply |  | 61.2% | 363 |
| Art School |  | 2.2% | 13 |
| Culinary School |  | 1.5% | 9 |
| Beauty School |  | 0.8% | 5 |
| Dance Studio |  | 2.5% | 15 |
| Driving School |  | 0.7% | 4 |
| Language School |  | 0.5% | 3 |
| Tutoring Center |  | 0.7% | 4 |
| Private Elementary School |  | 0.8% | 5 |
| Private Middle School |  | 0.2% | 1 |
| Private High School |  | 0.5% | 3 |
| Private K-12 School |  | 0.3% | 2 |

| Value | | Percent | Responses |
|--------------------------|---|---------|-----------|
| Private Tutor |  | 0.5% | 3 |
| Vocational School |  | 2.2% | 13 |
| Real Estate School |  | 0.8% | 5 |
| Aviation / Flight School |  | 0.8% | 5 |
| Graduate school |  | 2.9% | 17 |
| Parochial School |  | 1.2% | 7 |








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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Bank |  | 27.3% | 162 |
| Credit Union |  | 11.1% | 66 |
| Financial Advisor |  | 9.4% | 56 |
| Stockbroker |  | 3.4% | 20 |
| None of the above / Does not apply |  | 64.9% | 385 |






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 |  | 1.2% | 7 |
| Bankruptcy Service |  | 0.8% | 5 |
| Business Development Service |  | 0.7% | 4 |
| Bookkeeping Service |  | 5.1% | 30 |
| Car Leasing Service |  | 2.9% | 17 |
| Check Cashing Service |  | 2.4% | 14 |
| Credit Repair Service |  | 0.8% | 5 |
| Credit Counseling Service |  | 1.3% | 8 |
| Debt Consolidation Company |  | 1.9% | 11 |
| Money Transfer Service |  | 2.7% | 16 |
| Payday Loan Company |  | 0.3% | 2 |
| Tax Return Service |  | 36.8% | 218 |
| Title Loan Company |  | 1.2% | 7 |
| None of the above / Does not apply |  | 56.3% | 334 |






















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 |  | 15.0% | 89 |
| Dentist |  | 37.8% | 224 |
| General Practitioner |  | 20.9% | 124 |
| Family Practitioner |  | 26.0% | 154 |
| Optometrist |  | 22.9% | 136 |
| Pediatrician |  | 4.0% | 24 |
| None of the above / Does not apply |  | 46.2% | 274 |

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 |  | 21.6% | 128 |
| Hospital |  | 8.1% | 48 |
| Medical Clinic |  | 18.2% | 108 |
| Mental Health Service |  | 4.0% | 24 |
| None of the above / Does not apply |  | 66.9% | 397 |









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

| Value | | Percent | Responses |
|-------------------------------|---|---------|-----------|
| Acupuncturist |  | 5.2% | 31 |
| Allergy or Asthma Specialist |  | 12.6% | 75 |
| Cardiologist |  | 20.9% | 124 |
| Cancer Specialist |  | 5.7% | 34 |
| Mental Health Provider |  | 7.8% | 46 |
| Dermatologist |  | 25.1% | 149 |
| Denture or Implant Specialist |  | 10.3% | 61 |
| Obstetrician & Gynecologist |  | 11.5% | 68 |
| Oral Surgeon |  | 4.6% | 27 |
| Orthodontist |  | 6.1% | 36 |
| Ear, Nose & Throat Doctor |  | 15.2% | 90 |
| Gastroenterologist |  | 8.3% | 49 |
| Internal Medicine Doctor |  | 19.9% | 118 |
| Massage Therapist |  | 19.9% | 118 |
| Oncologist |  | 5.7% | 34 |
| Ophthalmologist |  | 18.0% | 107 |
| Orthopedist |  | 4.4% | 26 |
| Physical Therapist |  | 7.6% | 45 |
| Psychiatrist |  | 3.0% | 18 |
| Podiatrist |  | 5.4% | 32 |
| Urologist |  | 7.3% | 43 |

















| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Surgical Specialist |  | 4.7% | 28 |
| None of the above / Does not apply |  | 21.1% | 125 |
| Cardiovascular Surgeon |  | 1.7% | 10 |
| Cryotherapy |  | 0.3% | 2 |
| Cosmetic or Plastic Surgeon |  | 1.3% | 8 |
| Cosmetic Dentist |  | 1.3% | 8 |
| Home Health Care Provider |  | 2.2% | 13 |
| Naturopathic Practitioner |  | 1.9% | 11 |
| Nutritionist or Dietician |  | 2.9% | 17 |

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















| Value | | Percent | Responses |
|--|---|---------|-----------|
| Audiology Clinic |  | 3.9% | 23 |
| Blood Donation Center |  | 10.8% | 64 |
| Hearing Aid Center |  | 10.5% | 62 |
| Laboratory or Medical Testing Facility |  | 15.9% | 94 |
| Laser Eye Surgery Clinic |  | 3.2% | 19 |
| Medical Marijuana Dispensary |  | 3.9% | 23 |
| Medical Imaging Service |  | 10.6% | 63 |
| Mental Health Service |  | 3.5% | 21 |
| Medical Supply Store |  | 4.9% | 29 |
| Pain Management Physician |  | 6.4% | 38 |
| Pain Clinic |  | 4.7% | 28 |
| Pain Control Clinic |  | 3.5% | 21 |
| Sleep Disorder Clinic |  | 3.5% | 21 |
| Urgent Care Clinic |  | 13.5% | 80 |
| Walk-In Clinic |  | 18.4% | 109 |
| None of the above / Does not apply |  | 40.5% | 240 |
| Alcoholism Treatment Program |  | 0.5% | 3 |
| Alzheimer's or Memory Care Facility |  | 0.7% | 4 |
| Drug Addiction Treatment Center |  | 0.5% | 3 |
| Drug Testing Service |  | 0.7% | 4 |
| Hospice Care Provider |  | 1.0% | 6 |








| Value | | Percent | Responses |
|---------------------------------|---|---------|-----------|
| Memory Care Facility |  | 0.3% | 2 |
| Medical Marijuana Authorization |  | 2.9% | 17 |
| Medical Spa |  | 0.8% | 5 |
| Mental Health Clinic |  | 2.9% | 17 |
| Physical Health Center |  | 1.9% | 11 |
| Rehabilitation Clinic |  | 1.3% | 8 |
| Sports Medicine Clinic |  | 0.7% | 4 |
| Vascular Surgeon or Vein Center |  | 2.2% | 13 |

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 |  | 43.8% | 260 |
| Regional Airport |  | 30.9% | 183 |
| Bed & Breakfast |  | 11.6% | 69 |
| Campground |  | 16.5% | 98 |
| Cruise Line |  | 11.0% | 65 |
| Hotel or Motel (Local) |  | 10.5% | 62 |
| Hotel or Motel (Out-of-Town) |  | 67.3% | 399 |
| Luggage-Travel Store |  | 0.3% | 2 |
| RV Rental Company |  | 1.2% | 7 |
| Ski Resort |  | 1.5% | 9 |
| Tour Company |  | 4.6% | 27 |
| Shuttle Service |  | 9.1% | 54 |
| Limo Service |  | 0.7% | 4 |
| Taxi Service |  | 6.1% | 36 |
| Travel Agent |  | 8.1% | 48 |
| None of the above / Does not apply |  | 21.1% | 125 |

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 |  | 11.1% | 66 |
| Courier or Delivery Service |  | 7.3% | 43 |
| Compost / Yard Waste Service |  | 8.3% | 49 |
| Dry Cleaning or Laundry Service |  | 25.8% | 153 |
| Electronics Repair Shop |  | 5.2% | 31 |
| Information Technology (IT) Service |  | 4.2% | 25 |
| Jewelry Repair Shop |  | 11.8% | 70 |
| Mail Store |  | 16.5% | 98 |
| Printing Service |  | 6.7% | 40 |
| Propane Dealer |  | 12.6% | 75 |
| Propane Home Heating Service |  | 4.0% | 24 |
| Junkyard |  | 6.6% | 39 |
| Recycling Center |  | 26.3% | 156 |
| Self-Storage Facility |  | 7.9% | 47 |
| Sewing and Alterations Shop |  | 7.4% | 44 |
| Small Engine Repair Shop |  | 7.4% | 44 |
| Shipping Center |  | 13.2% | 78 |
| Shoe Repair Shop |  | 5.9% | 35 |
| Watch or Clock Repair Shop |  | 6.9% | 41 |
| Mobile or Cell Phone Repair Shop |  | 9.9% | 59 |
| Tool / Equipment Rental Service |  | 4.7% | 28 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Car Rental Agency |  | 12.1% | 72 |
| None of the above / Does not apply |  | 26.1% | 155 |
| Bottled Water Delivery Service |  | 1.5% | 9 |
| Moving Truck Rental Company |  | 2.5% | 15 |
| Funeral Service Provider |  | 1.7% | 10 |
| Cremation Service Provider |  | 1.2% | 7 |
| Marriage Counselor |  | 0.5% | 3 |






















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 |  | 12.8% | 76 |
| Charity or Philanthropic Organization |  | 10.6% | 63 |
| Church |  | 61.4% | 364 |
| City or Municipal Service |  | 12.0% | 71 |
| Community Organization |  | 9.4% | 56 |
| Government or Political Service |  | 3.2% | 19 |
| Community Service or Non-Profit Organization |  | 9.4% | 56 |
| City Center |  | 3.5% | 21 |
| City or Town Hall |  | 14.5% | 86 |
| Civic Center |  | 5.4% | 32 |
| Community Center |  | 16.4% | 97 |
| Convention Center |  | 5.9% | 35 |
| County Government Office |  | 17.7% | 105 |
| Department of Social Services |  | 5.9% | 35 |
| Employment Center |  | 3.0% | 18 |
| Government Economic Program |  | 0.8% | 5 |
| Youth Organization |  | 2.9% | 17 |
| None of the above / Does not apply |  | 22.6% | 134 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Electrician |  | 13.7% | 81 |
| Painting Contractor |  | 7.1% | 42 |
| Plumber or Plumbing Contractor |  | 13.0% | 77 |
| None of the above / Does not apply |  | 79.8% | 473 |

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 |  | 3.0% | 18 |
| Appliance Repair Service |  | 9.1% | 54 |
| Air Duct Cleaning Service |  | 4.0% | 24 |
| Carpenter or Woodworker |  | 14.2% | 84 |
| Carpet Installation Contractor |  | 7.4% | 44 |
| Concrete Contractor |  | 6.2% | 37 |
| Countertop Contractor |  | 4.0% | 24 |
| Drywall Installation or Repair Contractor |  | 5.7% | 34 |
| Deck Builder |  | 4.2% | 25 |
| Fencing Contractor |  | 5.7% | 34 |
| Furnace Contractor |  | 4.0% | 24 |
| Flooring Installation Service |  | 9.3% | 55 |
| Handyman |  | 19.4% | 115 |
| Heating & Air Conditioning Service |  | 20.2% | 120 |
| Garage Door Contractor |  | 5.1% | 30 |
| Garbage Collection Service |  | 14.3% | 85 |
| General Contractor |  | 4.6% | 27 |
| Gutter Installation or Repair Contractor |  | 4.7% | 28 |
| Junk Removal or Hauling Service |  | 5.1% | 30 |
| Kitchen or Bath Remodeling Company |  | 6.2% | 37 |
| Landscaping Service |  | 9.4% | 56 |

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Roofing Contractor |  | 6.1% | 36 |
| Remodeling Contractor |  | 3.2% | 19 |
| Septic Tank Contractor |  | 3.0% | 18 |
| Siding Installation or Repair Contractor |  | 3.2% | 19 |
| Window Installer |  | 5.7% | 34 |
| None of the above / Does not apply |  | 37.9% | 225 |
| Alternative Energy Service |  | 1.3% | 8 |
| Demolition Contractor |  | 0.8% | 5 |
| Fire & Water Damage Restoration Service |  | 0.3% | 2 |
| Foundation Contractor |  | 0.8% | 5 |
| Handicap Access Contractor |  | 0.7% | 4 |
| Heavy Construction Machinery |  | 0.7% | 4 |
| Home Security Company |  | 2.4% | 14 |
| Home Maintenance Service |  | 2.5% | 15 |
| Garage Builder |  | 1.3% | 8 |
| Insulation Installer |  | 2.2% | 13 |
| Mover or Moving Company |  | 2.9% | 17 |
| New Home Builder |  | 1.2% | 7 |
| Landscape Architect |  | 1.5% | 9 |
| Stone or Marble Company |  | 1.3% | 8 |
| Solar Energy Contractor |  | 2.0% | 12 |
| Tile Contractor |  | 2.0% | 12 |
| Waterproofing Contractor |  | 0.8% | 5 |

Value

Percent

Responses






















Water Well Drilling Contractor






0.7%












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





| Value | | Percent | Responses |
|---|---|---------|-----------|
| Arborist |  | 4.6% | 27 |
| Carpet Cleaning Service |  | 10.3% | 61 |
| Furnace Cleaning Service |  | 3.5% | 21 |
| Home Pressure Washing Service |  | 3.4% | 20 |
| House Cleaning Service |  | 8.1% | 48 |
| Lawn Care Service |  | 19.9% | 118 |
| Landscaper |  | 5.2% | 31 |
| Pest Control Service or Exterminator |  | 15.0% | 89 |
| Television or Internet Service Provider |  | 23.3% | 138 |
| Water Treatment Supply & Service |  | 3.0% | 18 |
| Window & Door Installation Service |  | 5.1% | 30 |
| None of the above / Does not apply |  | 42.5% | 252 |
| Awning & Tent Company |  | 0.3% | 2 |
| Bathtub Refinishing Service |  | 1.2% | 7 |
| Cabinet Refacing Service |  | 1.3% | 8 |
| Furniture Upholstery Service |  | 2.4% | 14 |
| Fuel or Oil Home Heating Service |  | 1.5% | 9 |
| Home Theater Installation Service |  | 0.2% | 1 |
| Home Gardening Service |  | 2.9% | 17 |
| Interior Designer |  | 0.3% | 2 |
| Key or Locksmith Service |  | 2.5% | 15 |

| Value | | Percent | Responses |
|--------------------------------------|---|---------|-----------|
| Pool Cleaning Service |  | 0.8% | 5 |
| Shades & Blinds Installation Service |  | 2.7% | 16 |
| Wallcoverings Store |  | 0.2% | 1 |





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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Retirement Counselor |  | 1.2% | 7 |
| Assisted Living Facility |  | 1.9% | 11 |
| Retirement Home |  | 0.5% | 3 |
| Nursing Home |  | 1.2% | 7 |
| 55+ Housing Community |  | 3.7% | 22 |
| Senior Center |  | 8.9% | 53 |
| Adult Day Care |  | 0.3% | 2 |
| Geriatric Physician |  | 1.5% | 9 |
| Respite Relief Provider |  | 0.3% | 2 |
| Senior Care Placement Agency |  | 0.3% | 2 |
| None of the above / Does not apply |  | 83.5% | 495 |











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 |  | 5.1% | 30 |
| Summer Camp |  | 6.6% | 39 |
| Sports Camp |  | 5.1% | 30 |
| None of the above / Does not apply |  | 88.4% | 524 |








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 |  | 23.3% | 138 |
| Children's Shoe Store |  | 12.1% | 72 |
| Children's Furniture Store |  | 2.4% | 14 |
| None of the above / Does not apply |  | 76.6% | 454 |





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 |  | 6.6% | 39 |
| Animal Daycare |  | 5.7% | 34 |
| Emergency Animal Hospital |  | 2.7% | 16 |
| Pet Boarding |  | 14.0% | 83 |
| Pet Groomer |  | 25.6% | 152 |
| Pet Sitter |  | 5.1% | 30 |
| Pet Trainer |  | 2.2% | 13 |
| Pet Walker |  | 0.2% | 1 |
| Veterinarian |  | 47.7% | 283 |
| None of the above / Does not apply |  | 42.7% | 253 |














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 |  | 9.4% | 56 |
| Bird Specialty Store |  | 0.8% | 5 |
| Bird Shop |  | 0.8% | 5 |
| Pet Boutique |  | 1.9% | 11 |
| Fish or Aquarium Store |  | 3.4% | 20 |
| Pet Store |  | 38.4% | 228 |
| None of the above / Does not apply |  | 53.8% | 319 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Property Manager |  | 1.3% | 8 |
| Realtor |  | 8.4% | 50 |
| Real Estate Brokerage Firm |  | 1.2% | 7 |
| None of the above / Does not apply |  | 89.7% | 532 |

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

| Value | | Percent | Responses |
|--------------------------------------|---|---------|-----------|
| Apartment Rental Agency |  | 4.6% | 27 |
| Developer |  | 0.5% | 3 |
| Estate Appraiser |  | 1.5% | 9 |
| Estate Liquidator |  | 0.7% | 4 |
| Home Inspector |  | 3.5% | 21 |
| Home Staging Company |  | 0.7% | 4 |
| Manufactured or Modular Home Builder |  | 1.0% | 6 |
| New Home Builder |  | 1.7% | 10 |
| Mortgage Banker |  | 4.0% | 24 |
| Mortgage Broker |  | 0.8% | 5 |
| Real Estate Appraiser |  | 6.2% | 37 |
| Title & Escrow Company |  | 5.9% | 35 |
| None of the above / Does not apply |  | 82.8% | 491 |


















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 | | 78.1% | 463 |
| Family Style Restaurant | | 48.1% | 285 |
| Buffet Restaurant | | 35.8% | 212 |
| Fine Dining Restaurant | | 28.8% | 171 |
| Restaurant with Lounge or Bar | | 36.1% | 214 |
| Pizza Restaurant | | 57.8% | 343 |
| Ethnic Restaurant | | 21.4% | 127 |
| Chinese Restaurant | | 42.5% | 252 |
| Mexican Restaurant | | 60.7% | 360 |
| Italian Restaurant | | 26.3% | 156 |
| Japanese or Sushi Restaurant | | 13.0% | 77 |
| Thai Restaurant | | 9.4% | 56 |
| Indian Restaurant | | 3.2% | 19 |
| None of the above / Does not apply | | 4.4% | 26 |






















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 | | 10.5% | 62 |
| Art Gallery | | 4.9% | 29 |
| Craft Supply Store | | 30.4% | 180 |
| Home and Office Battery Store | | 3.0% | 18 |
| Bookstore | | 32.4% | 192 |
| Candle Shop | | 9.6% | 57 |
| Computer Store | | 9.9% | 59 |
| Department Store | | 63.4% | 376 |
| Discount Store | | 58.3% | 346 |
| Drugstore or Pharmacy | | 66.8% | 396 |
| Electronics Store | | 17.9% | 106 |
| Equipment Rental Store | | 4.6% | 27 |
| Fabric Store | | 14.7% | 87 |
| Florist | | 13.7% | 81 |
| Gift Shop | | 19.2% | 114 |
| Herb Shop or Herbalist | | 4.4% | 26 |
| Hobby Shop | | 26.8% | 159 |
| Mobile Phone Store | | 20.4% | 121 |
| Music and Video Store | | 6.2% | 37 |
| Music Instrument Store | | 4.0% | 24 |
| Music Store | | 4.9% | 29 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Office Equipment & Supply Store | | 13.7% | 81 |
| Outlet Store | | 25.3% | 150 |
| Pawn Shop | | 10.8% | 64 |
| Flea Market | | 23.9% | 142 |
| Religious Supply or Gift Shop | | 8.6% | 51 |
| Scrap Metal Dealer | | 3.9% | 23 |
| Sewing Studio | | 3.2% | 19 |
| Shopping Center | | 37.9% | 225 |
| Consignment Shop | | 25.5% | 151 |
| Tobacco Store | | 8.1% | 48 |
| Vape or Smoke Shop | | 3.5% | 21 |
| Toy Store | | 10.6% | 63 |
| Vitamin or Supplement Store | | 13.0% | 77 |
| Wholesale, Warehouse or Club Store | | 28.2% | 167 |
| Thrift Store | | 36.4% | 216 |
| Yard Equipment Store | | 8.9% | 53 |
| Camera Store | | 3.9% | 23 |
| Bead Store | | 4.4% | 26 |
| Marijuana Dispensary | | 3.7% | 22 |
| CBD Store | | 7.1% | 42 |
| Gun Shop | | 13.7% | 81 |
| Christian Book Store | | 14.8% | 88 |
| Christmas Store | | 14.8% | 88 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| None of the above / Does not apply |  | 5.2% | 31 |
| Adult Video or Adult Store |  | 2.5% | 15 |
| New Age Book Store |  | 1.5% | 9 |
| Cigar Store |  | 2.5% | 15 |
| Coin Shop |  | 2.2% | 13 |
| Comic Book Shop |  | 2.0% | 12 |
| Knife Store |  | 2.7% | 16 |
| Military Surplus Store |  | 2.5% | 15 |
| Monument or Memorial Company |  | 1.5% | 9 |
| Sign Store |  | 0.5% | 3 |
| Trophy or Award Store |  | 0.3% | 2 |
| Record Store |  | 2.5% | 15 |
| Wedding Supply Store |  | 1.2% | 7 |
| Survival Store |  | 1.5% | 9 |
| Security Service |  | 1.5% | 9 |
| Gold/Silver/Precious Metal Dealer |  | 2.9% | 17 |
| Yarn Store |  | 2.5% | 15 |

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








| Value | | Percent | Responses |
|---|---|---------|-----------|
| Antique Store |  | 24.5% | 145 |
| Major Appliance Store |  | 8.1% | 48 |
| Small Appliance Store |  | 3.9% | 23 |
| TV & Appliance Store |  | 7.1% | 42 |
| Baby Supply & Furniture Store |  | 4.2% | 25 |
| Bath & Accessory Store |  | 24.6% | 146 |
| Building Supply Store or Lumber Yard |  | 34.9% | 207 |
| Carpet Store |  | 6.7% | 40 |
| Fireplace, Wood Stove or Barbeque Store |  | 5.6% | 33 |
| Flooring Store |  | 10.1% | 60 |
| Furniture Store |  | 19.1% | 113 |
| Furniture Restoration Shop |  | 3.0% | 18 |
| Hardware Store |  | 36.9% | 219 |
| Home & Garden Center |  | 50.1% | 297 |
| Home Decor Store |  | 21.2% | 126 |
| Lighting Store |  | 5.6% | 33 |
| Mattress or Bedding Store |  | 12.6% | 75 |
| Plant Nursery & Garden Supply Store |  | 26.0% | 154 |
| Outdoor Furniture Store |  | 5.7% | 34 |
| Paint Store |  | 14.0% | 83 |
| Tool Rental Center |  | 3.0% | 18 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Tool Store |  | 10.6% | 63 |
| TV Store |  | 4.2% | 25 |
| Used Building Supply Store |  | 3.9% | 23 |
| None of the above / Does not apply |  | 18.9% | 112 |
| Cabinet Store |  | 2.9% | 17 |
| Clock Shop |  | 1.9% | 11 |
| Frame Shop |  | 1.9% | 11 |
| Hot Tub or Spa Dealer |  | 2.9% | 17 |
| Rent-to-Own Store |  | 2.2% | 13 |
| Rug Store |  | 2.4% | 14 |
| Solar Energy Equipment Dealer |  | 1.5% | 9 |
| Pool & Spa Dealer |  | 2.2% | 13 |
| Vacuum Store |  | 2.4% | 14 |
| Window Store |  | 2.9% | 17 |
| Futon Store |  | 0.3% | 2 |








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 | | 26.5% | 157 |
| Beauty Supply Store | | 23.9% | 142 |
| Clothing Accessory Store | | 31.4% | 186 |
| Menswear Store | | 20.2% | 120 |
| Women's Clothing Store | | 54.5% | 323 |
| Eyewear & Opticians Store | | 35.1% | 208 |
| Jewelry Store | | 12.1% | 72 |
| Leather Goods Store | | 3.7% | 22 |
| Lingerie Store | | 6.6% | 39 |
| Logo Apparel Store | | 4.7% | 28 |
| Outdoor Clothing Store | | 17.9% | 106 |
| Perfume Store | | 3.4% | 20 |
| Shoe Store | | 50.4% | 299 |
| Sportswear Store | | 18.9% | 112 |
| Swimwear Store | | 5.7% | 34 |
| Western Wear Store | | 6.7% | 40 |
| None of the above / Does not apply | | 16.0% | 95 |
| Bridal Shop | | 1.3% | 8 |
| Fur Store | | 0.2% | 1 |
| Maternity Store | | 0.7% | 4 |
| Watch Store | | 1.5% | 9 |























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 |  | 11.3% | 67 |
| Disaster Insurance |  | 0.8% | 5 |
| Insurance Agency |  | 14.8% | 88 |
| Immigration Lawyer / Law |  | 0.7% | 4 |
| Legal Firm or Attorney |  | 6.4% | 38 |
| Tax Advisor |  | 7.6% | 45 |
| None of the above / Does not apply |  | 72.0% | 427 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Commercial Builder |  | 1.2% | 7 |
| Architect or Architecture Firm |  | 1.7% | 10 |
| Employment or Staffing Agency |  | 3.4% | 20 |
| Graphic Designer |  | 1.5% | 9 |
| Life Coach |  | 2.0% | 12 |
| Private Investigator |  | 0.7% | 4 |
| None of the above / Does not apply |  | 92.2% | 547 |



















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 |
|---|---|---------|-----------|
| Purchase Motorcycle Parts |  | 3.4% | 20 |
| Have Boat Repaired or Serviced |  | 4.9% | 29 |
| Purchase Boat Parts |  | 3.2% | 19 |
| None of the above / Does not apply |  | 84.7% | 502 |
| Purchase New All-Terrain Vehicle (ATV) |  | 1.9% | 11 |
| Purchase New Boat |  | 1.5% | 9 |
| Purchase New Personal Watercraft |  | 1.2% | 7 |
| Purchase New Motorcycle |  | 1.0% | 6 |
| Purchase New Motorcycle Trike |  | 0.5% | 3 |
| Purchase New Snowmobile |  | 0.3% | 2 |
| Purchase Used All-Terrain Vehicle (ATV) |  | 2.4% | 14 |
| Purchase Used Boat |  | 1.5% | 9 |
| Purchase Used Personal Watercraft |  | 0.3% | 2 |
| Purchase Used Motorcycle |  | 0.7% | 4 |
| Purchase Used Motorcycle Trike |  | 0.3% | 2 |
| Purchase Used Snowmobile |  | 0.3% | 2 |
| Have Motorcycle Repaired |  | 2.7% | 16 |
| Purchase Marine Electronics |  | 1.2% | 7 |
| Purchase New Golf Cart |  | 1.3% | 8 |
| Purchase Used Golf Cart |  | 1.2% | 7 |
| Purchase Motorcycle Apparel |  | 2.7% | 16 |
| Rent Snowmobile |  | 0.5% | 3 |


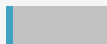






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Purchase New Class A RV | | 0.3% | 2 |
| Purchase New Class B RV | | 0.2% | 1 |
| Purchase New Class C RV | | 0.3% | 2 |
| Purchase New Travel Trailer or 5th Wheel | | 1.5% | 9 |
| Purchase New Camper Shell | | 0.7% | 4 |
| Purchase Used Class A RV | | 0.3% | 2 |
| Purchase Used Class B RV | | 0.7% | 4 |
| Purchase Used Class C RV | | 0.7% | 4 |
| Purchase Used Travel Trailer or 5th wheel | | 1.7% | 10 |
| Purchase Used Camper Shell | | 0.3% | 2 |
| None of the above / Does not apply | | 96.1% | 570 |

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 |  | 7.3% | 43 |
| New Luxury Vehicle - Under \$50,000 |  | 1.0% | 6 |
| New Luxury Vehicle - \$50,000 - \$75,000 |  | 1.0% | 6 |
| New Luxury Vehicle - Over \$75,000 |  | 0.2% | 1 |
| New Van |  | 0.5% | 3 |
| New Minivan |  | 0.5% | 3 |
| New SUV |  | 5.9% | 35 |
| New Truck |  | 2.5% | 15 |
| New Hybrid or Electric Vehicle |  | 1.0% | 6 |
| Used Car |  | 11.1% | 66 |
| Used Luxury Vehicle - Under \$30,000 |  | 1.9% | 11 |
| Used Luxury Vehicle - \$30,000 - \$50,000 |  | 1.0% | 6 |
| Used Van |  | 0.7% | 4 |
| Used Minivan |  | 2.9% | 17 |
| Used SUV |  | 8.3% | 49 |
| Used Truck |  | 7.8% | 46 |
| Used Hybrid or Electric Vehicle |  | 0.2% | 1 |
| None of the above / Does not apply |  | 67.5% | 400 |














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

| Value | | Percent | Responses |
|-----------------------------|---|---------|-----------|
| Compact car |  | 2.7% | 16 |
| Full-size car |  | 5.6% | 33 |
| Luxury vehicle (any size) |  | 2.5% | 15 |
| Midsize car |  | 5.6% | 33 |
| Pickup truck |  | 9.9% | 59 |
| Sport utility vehicle (SUV) |  | 19.9% | 118 |
| Van or mini-van |  | 5.6% | 33 |
| None of the above |  | 48.2% | 286 |



Total: 593

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 |  | 5.7% | 34 |
| Cadillac |  | 3.2% | 19 |
| Chevrolet |  | 18.7% | 111 |
| Chrysler |  | 5.2% | 31 |
| Dodge |  | 10.5% | 62 |
| Ford |  | 17.4% | 103 |
| GMC |  | 12.3% | 73 |
| Honda |  | 11.8% | 70 |
| Hyundai |  | 5.7% | 34 |
| Jeep |  | 7.4% | 44 |
| Kia |  | 4.9% | 29 |
| Nissan |  | 8.8% | 52 |
| Subaru |  | 6.9% | 41 |
| Toyota |  | 16.5% | 98 |
| Volkswagen |  | 3.2% | 19 |
| None of the above / Does not apply |  | 48.2% | 286 |
| Aston Martin |  | 0.2% | 1 |
| Acura |  | 2.7% | 16 |
| Audi |  | 2.0% | 12 |
| BMW |  | 2.5% | 15 |
| Ferrari |  | 0.2% | 1 |

| Value | | Percent | Responses |
|---------------|---|---------|-----------|
| Infiniti |  | 1.2% | 7 |
| Jaguar |  | 0.5% | 3 |
| Land Rover |  | 1.2% | 7 |
| Lexus |  | 2.5% | 15 |
| Lincoln |  | 2.2% | 13 |
| Mazda |  | 2.7% | 16 |
| Mercedes-Benz |  | 2.4% | 14 |
| Mini |  | 0.3% | 2 |
| Mitsubishi |  | 1.0% | 6 |
| Porsche |  | 0.3% | 2 |
| Scion |  | 0.3% | 2 |
| Suzuki |  | 0.8% | 5 |
| Tesla |  | 1.0% | 6 |
| Volvo |  | 1.9% | 11 |

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






















| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 22.3% | 132 |
| No |  | 77.7% | 461 |
| Total: 593 | | | |

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







| Value | | Percent | Responses |
|---|--|---------|-----------|
| Office Equipment | | 8.8% | 52 |
| Printer | | 7.9% | 47 |
| Ink or Printer Cartridges | | 40.5% | 240 |
| Wi-Fi for Home | | 7.4% | 44 |
| Headphones | | 15.2% | 90 |
| Portable Speakers | | 4.0% | 24 |
| Customizable Smartphone accessories | | 3.0% | 18 |
| Wireless Speakers | | 4.6% | 27 |
| Smartphone Charger | | 12.5% | 74 |
| Smartwatch | | 4.2% | 25 |
| Phone or Tablet Controlled Home Tech Products | | 5.1% | 30 |
| Noise Canceling Headphones | | 4.9% | 29 |
| Phone Calling Card | | 5.6% | 33 |
| Healthcare Device | | 3.5% | 21 |
| Surge Protector | | 6.9% | 41 |
| Aerial Drone | | 3.9% | 23 |
| Apple Watch | | 7.3% | 43 |
| Batteries for Electronics | | 35.1% | 208 |
| None of the above / Does not apply | | 31.9% | 189 |
| Home Theater System | | 2.2% | 13 |
| GPS Device (Handheld or In-Vehicle) | | 2.5% | 15 |
| Satellite Radio | | 2.5% | 15 |

| Value | | Percent | Responses |
|----------------------------------|--|---------|-----------|
| Satellite TV System | | 1.7% | 10 |
| Stereo System (Home) | | 1.3% | 8 |
| Compact/Mini Projector | | 1.3% | 8 |
| Wearable Electronics | | 1.9% | 11 |
| Aerial Drone Accessories | | 1.9% | 11 |
| Short Wave Radio | | 0.5% | 3 |
| Wireless Hotspot | | 2.7% | 16 |
| Assistive Technology for Hearing | | 2.4% | 14 |
| Virtual Reality Headset | | 0.3% | 2 |
| 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 |  | 6.2% | 37 |
| Computer Accessories |  | 4.9% | 29 |
| Computer Software |  | 4.2% | 25 |
| Tablet (iPad or Similar) |  | 5.4% | 32 |
| Personal Computer |  | 6.7% | 40 |
| Laptop Computer |  | 12.0% | 71 |
| 4K Ultra HD TV |  | 7.8% | 46 |
| Smart TV |  | 12.0% | 71 |
| None of the above / Does not apply |  | 55.3% | 328 |
| Camera (Digital) - Point and Shoot |  | 2.4% | 14 |
| Camera (Digital) SLR |  | 2.4% | 14 |
| Mirrorless Camera |  | 0.2% | 1 |
| Camera (Film) |  | 1.3% | 8 |
| Camera Accessories or Supplies |  | 2.4% | 14 |
| Camera Lens |  | 1.7% | 10 |
| Portable DVD Player |  | 1.5% | 9 |
| E-Reader (Kindle or Similar) |  | 1.9% | 11 |
| TiVo or DVR |  | 1.2% | 7 |
| Computer Bag |  | 0.8% | 5 |
| TV (3D) |  | 2.7% | 16 |
| Computer or Tablet Support |  | 2.5% | 15 |

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 |  | 22.6% | 134 |
| Conventional Cell Phone |  | 8.4% | 50 |
| Prepaid Cell Phone |  | 4.4% | 26 |
| Unlocked Cell Phone |  | 2.5% | 15 |
| Large-Screen Smartphone |  | 5.1% | 30 |
| None of the above / Does not apply |  | 65.1% | 386 |

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






















| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Anniversary Jewelry |  | 5.7% | 34 |
| Necklaces |  | 9.9% | 59 |
| Rings (Other) |  | 6.4% | 38 |
| Earrings |  | 19.4% | 115 |
| Pendants |  | 3.9% | 23 |
| Diamond Jewelry |  | 4.6% | 27 |
| Silver Jewelry |  | 4.6% | 27 |
| Gemstone Jewelry |  | 5.1% | 30 |
| Children's Jewelry |  | 4.2% | 25 |
| Costume Jewelry |  | 13.3% | 79 |
| Women's Jewelry |  | 10.6% | 63 |
| None of the above / Does not apply |  | 60.9% | 361 |
| Engagement Rings |  | 1.2% | 7 |
| Wedding Rings |  | 1.0% | 6 |
| Graduation Rings |  | 0.8% | 5 |
| Celtic Jewelry |  | 1.9% | 11 |
| Pearl Jewelry |  | 2.4% | 14 |
| Men's Jewelry |  | 2.7% | 16 |
| Designer Jewelry |  | 2.0% | 12 |
| Custom Designed Jewelry |  | 2.0% | 12 |
| Crystal Figurines |  | 0.3% | 2 |
| Jewelry Box or Organizer |  | 2.5% | 15 |

| Value | | Percent | Responses |
|------------------------|---|---------|-----------|
| Men's High-End Watch |  | 1.2% | 7 |
| Women's High-End Watch |  | 0.5% | 3 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Auto Insurance |  | 15.5% | 92 |
| Crop Insurance |  | 0.5% | 3 |
| Dental Insurance |  | 6.7% | 40 |
| Disability Insurance |  | 1.7% | 10 |
| Homeowner Insurance |  | 12.1% | 72 |
| Life Insurance |  | 8.1% | 48 |
| Medical (Health) Insurance |  | 7.1% | 42 |
| Medicare |  | 5.2% | 31 |
| Long Term Care Insurance |  | 2.4% | 14 |
| Pet Insurance |  | 1.9% | 11 |
| Renters Insurance |  | 3.7% | 22 |
| Agriculture Insurance |  | 1.5% | 9 |
| Professional Liability Insurance |  | 1.5% | 9 |
| None of the above / Does not apply |  | 70.0% | 415 |















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 |  | 7.6% | 45 |
| Family Practice Doctor |  | 12.0% | 71 |
| Hospital |  | 4.6% | 27 |
| Medical Clinic |  | 6.1% | 36 |
| Optometrist |  | 6.4% | 38 |
| Primary Care Provider |  | 8.9% | 53 |
| Hearing Aid Center |  | 3.9% | 23 |
| Drugstore or Pharmacy |  | 8.8% | 52 |
| None of the above / Does not apply |  | 67.1% | 398 |
| Acupuncture |  | 1.9% | 11 |
| Audiologist |  | 2.5% | 15 |
| Counseling & Mental Health Specialist |  | 2.4% | 14 |
| Geriatric Specialist |  | 0.8% | 5 |
| Home Healthcare |  | 0.3% | 2 |
| Pediatric Dentist |  | 1.0% | 6 |
| Pediatrician |  | 1.7% | 10 |
| Wellness Business |  | 1.3% | 8 |
| Substance Abuse Treatment Provider |  | 0.3% | 2 |
| Weight Loss Service |  | 2.5% | 15 |
| Alternative Care Provider |  | 1.0% | 6 |
| Physical Therapy or Rehabilitation service provider |  | 2.7% | 16 |
















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

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Accident, Personal Injury & Property Damage Attorney | | 1.7% | 10 |
| Bankruptcy Attorney | | 0.8% | 5 |
| Banking, Partnership & Business Law Attorney | | 2.2% | 13 |
| Child Support Attorney | | 1.0% | 6 |
| Criminal Law Attorney | | 1.0% | 6 |
| Disability & Social Security Attorney | | 1.3% | 8 |
| Divorce & Family Law Attorney | | 2.4% | 14 |
| DWI, DUI, OWI, OUI Attorney | | 0.8% | 5 |
| Employment Discrimination or Labor Issues Attorney | | 0.2% | 1 |
| General Practice Attorney | | 4.9% | 29 |
| Intellectual Property Attorney | | 0.7% | 4 |
| Malpractice Attorney | | 0.3% | 2 |
| Patent, Trademark & Copyright Attorney | | 0.3% | 2 |
| Probate Attorney | | 1.0% | 6 |
| Real Estate Attorney | | 2.7% | 16 |
| Taxation Attorney | | 1.7% | 10 |
| Wills, Trusts & Estates Attorney | | 14.7% | 87 |
| None of the above / Does not apply | | 74.9% | 444 |






















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
























| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Botox |  | 3.9% | 23 |
| Breast Implants |  | 0.2% | 1 |
| Dermabrasion |  | 1.2% | 7 |
| Ear Surgery |  | 0.3% | 2 |
| Eyelid Surgery |  | 1.9% | 11 |
| Fat Reduction |  | 0.7% | 4 |
| Facelift |  | 0.8% | 5 |
| Hair Loss Treatment |  | 0.5% | 3 |
| Lip Augmentation |  | 0.5% | 3 |
| Liposuction |  | 0.5% | 3 |
| Lasik |  | 1.2% | 7 |
| Skin Treatment |  | 4.7% | 28 |
| Rhinoplasty (Nose Job) |  | 0.2% | 1 |
| None of the above / Does not apply |  | 88.7% | 526 |

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 |  | 56.8% | 337 |
| Teeth Cleaning |  | 49.9% | 296 |
| Cavity Filling |  | 15.9% | 94 |
| Crown |  | 9.8% | 58 |
| Oral Surgery |  | 4.0% | 24 |
| Braces |  | 3.0% | 18 |
| Composite Bonding |  | 1.3% | 8 |
| Dental Implants |  | 5.2% | 31 |
| Dental Veneers |  | 0.8% | 5 |
| Dentures |  | 8.4% | 50 |
| Full Mouth Reconstruction |  | 0.8% | 5 |
| Inlays or Onlays |  | 0.5% | 3 |
| Smile Makeover |  | 1.2% | 7 |
| Teeth Whitening |  | 5.7% | 34 |
| None of the above / Does not apply |  | 20.6% | 122 |












73. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS and PLANS do you or any members of your household have in the next 12 months? (Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Fill Medical Prescriptions |  | 48.1% | 285 |
| Purchase Medical Supplies or Equipment for Home |  | 3.9% | 23 |
| Purchase Health Related Products |  | 14.0% | 83 |
| Use Physical Rehabilitation Services |  | 3.0% | 18 |
| Stop Smoking |  | 4.4% | 26 |
| Purchase Health and Wellness Supplements |  | 17.5% | 104 |
| Receive Treatment for Back Pain |  | 10.3% | 61 |
| Have an Eye/Vision Exam |  | 59.9% | 355 |
| Handicap Accessible Products |  | 3.2% | 19 |
| Purchase Prescription Eyeglasses |  | 33.4% | 198 |
| Purchase Prescription Contact Lenses |  | 11.5% | 68 |
| Have an Annual Physical or Checkup |  | 52.3% | 310 |
| Have X-Rays Taken |  | 11.3% | 67 |
| Have a Scheduled Surgery |  | 4.7% | 28 |
| Have Blood Drawn for Testing |  | 44.9% | 266 |
| Plan to Visit a Hospital for any Medical Service or Procedure |  | 12.0% | 71 |
| Have Foot Problems Diagnosed or Treated |  | 6.6% | 39 |
| Senior Travel |  | 6.6% | 39 |
| Receive Treatment for a Sleep Disorder |  | 3.4% | 20 |
| Purchase Allergy Medications |  | 21.6% | 128 |
| Cardiovascular Treatment |  | 7.3% | 43 |









| Value | | Percent | Responses |
|--|---|---------|-----------|
| Cancer Treatment |  | 4.9% | 29 |
| Orthopaedic or Knee Surgery |  | 4.2% | 25 |
| Chiropractic Care |  | 20.2% | 120 |
| Do Corrective Exercises |  | 5.4% | 32 |
| Purchase Diabetes Testing Supplies |  | 10.1% | 60 |
| Get Vaccinations at Drug Store or Pharmacy |  | 20.9% | 124 |
| Join a Weight Loss Group |  | 3.5% | 21 |
| Purchase Weight Loss Supplements |  | 4.7% | 28 |
| Discretionary Health Care and Wellness Services and Products |  | 5.1% | 30 |
| Purchase Marijuana |  | 3.0% | 18 |
| Purchase Vitamins |  | 41.8% | 248 |
| Have Acupuncture |  | 3.5% | 21 |
| Purchase Hemp Based Supplements |  | 4.6% | 27 |
| Purchase Anti Anxiety Medication or Supplements |  | 7.6% | 45 |
| None of the above / Does not apply |  | 16.4% | 97 |
| Purchase Elder Care-Related Products or Services |  | 1.7% | 10 |
| Find Home for Aging Parent |  | 1.3% | 8 |
| Participate in a Medical Study |  | 1.7% | 10 |
| Purchase a Mobility Device |  | 1.3% | 8 |
| Receive Treatment for Vehicle or Workplace Injury |  | 0.3% | 2 |
| Purchase Orthopedic Shoes |  | 2.4% | 14 |
| Purchase Home Medical Testing Equipment or Supplies |  | 2.0% | 12 |
| Hire a Personal Care Assistant |  | 0.5% | 3 |

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Hire a Caregiver or Respite Worker | | 0.5% | 3 |
| Purchase "Aging in Place" Products | | 1.2% | 7 |
| Purchase a Medical Alert Service | | 0.8% | 5 |
| Have Safety Bars Installed in Bathroom | | 1.9% | 11 |
| Use Personal Trainer or Instructor | | 2.4% | 14 |
| Stroke Treatment | | 0.3% | 2 |
| Memory or Alzheimer's Care | | 1.0% | 6 |
| Nutritional Counseling | | 2.2% | 13 |
| Spinal and Postural Screening | | 1.9% | 11 |
| Physiotherapy | | 0.5% | 3 |
| Receive Treatment for Substance Abuse | | 0.5% | 3 |
| Purchase Blood Pressure Monitoring Device | | 2.7% | 16 |
| Receive Aquatic Therapy | | 1.3% | 8 |
| Purchase Weight Loss Food Plan | | 2.4% | 14 |
| Have Reflexology Treatment | | 1.5% | 9 |
| Hire a Weight Loss Professional | | 1.5% | 9 |
| Have Cataract Surgery | | 2.2% | 13 |
| Receive Treatment for PTSD | | 2.0% | 12 |










74. Which of the following HEARING SERVICES, PRODUCTS and PLANS do you or any members of your household plan to use in the next 12 months? (Check all that apply.)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Purchase Phones for Loss of Sight or Hearing |  | 0.5% | 3 |
| Purchase a "In-the-Ear" Hearing Aid |  | 1.3% | 8 |
| Purchase a "Mini Behind-the-Ear" Hearing Aid |  | 1.5% | 9 |
| Purchase a Digital Hearing Aid |  | 1.7% | 10 |
| Purchase a "Behind-the-Ear" Hearing Aid |  | 2.2% | 13 |
| Purchase Hearing Aid Cleaning Supplies |  | 1.5% | 9 |
| Purchase Hearing Aid Batteries |  | 5.1% | 30 |
| Purchase a "In-the-Canal" Hearing Aid |  | 1.2% | 7 |
| Purchase a Analog Hearing Aid |  | 0.5% | 3 |
| Have a Hearing Exam |  | 13.8% | 82 |
| None of the above / Does not apply |  | 83.5% | 495 |














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 |  | 3.0% | 18 |
| Pre-purchase a Funeral Plot or Cremation Service |  | 4.2% | 25 |
| Purchase a Monument or Headstone |  | 2.7% | 16 |
| Use a Funeral Planner |  | 1.9% | 11 |
| Purchase Flowers for a Funeral |  | 6.4% | 38 |
| Use a Cremation Service |  | 2.0% | 12 |
| Hire a Religious or Spiritual Leader for a Funeral Service |  | 0.5% | 3 |
| None of the above / Does not apply |  | 84.8% | 503 |

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

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Move into a Independent Senior Housing Community |  | 0.8% | 5 |
| Move into a Assisted Living Facility |  | 0.5% | 3 |
| Move into a Nursing Home |  | 0.2% | 1 |
| Move into a Alzheimers Care Facility |  | 0.2% | 1 |
| Move Into a Hospice Facility |  | 0.2% | 1 |
| Hospice to your Home or House |  | 0.8% | 5 |
| Move into Residential Care Home |  | 0.2% | 1 |
| Utilize a Respite Provider |  | 0.2% | 1 |
| None of the above / Does not apply |  | 97.8% | 580 |













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 |  | 3.5% | 21 |
| Open Savings Account |  | 5.1% | 30 |
| Online Banking |  | 42.0% | 249 |
| Manage Investments |  | 15.7% | 93 |
| Manage Retirement Accounts |  | 19.4% | 115 |
| Mortgage Line of Credit |  | 3.9% | 23 |
| Financial Consulting |  | 12.1% | 72 |
| Financial Services |  | 14.3% | 85 |
| Safe Deposit Box Rental |  | 9.9% | 59 |
| Obtain New Credit Card |  | 4.4% | 26 |
| Payday Loan or Check Cashing Business |  | 0.8% | 5 |
| Use Vehicle Title Loan Company |  | 0.7% | 4 |
| None of the above / Does not apply |  | 35.6% | 211 |

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










| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Annuities |  | 4.9% | 29 |
| Certificates of Deposit |  | 9.8% | 58 |
| City or State Bonds |  | 2.4% | 14 |
| Collectibles, Antiques or Art |  | 2.5% | 15 |
| Common or Preferred Stock |  | 7.3% | 43 |
| Corporate Bonds or Debentures |  | 2.0% | 12 |
| 401(k) |  | 27.3% | 162 |
| Gold or Precious Metals |  | 3.0% | 18 |
| IRA |  | 13.3% | 79 |
| Money Market Funds |  | 9.9% | 59 |
| Mutual Funds |  | 11.8% | 70 |
| Non-US Stocks |  | 2.4% | 14 |
| Options |  | 1.0% | 6 |
| US Savings Bonds |  | 1.5% | 9 |
| US Treasury Notes |  | 0.7% | 4 |
| Coins or Stamps |  | 3.0% | 18 |
| None of the above / Does not apply |  | 51.3% | 304 |

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 |  | 2.7% | 16 |
| Business Equipment Loan |  | 1.3% | 8 |
| Carpeting or Furniture Loan |  | 0.3% | 2 |
| College Expenses Loan |  | 1.5% | 9 |
| College Tuition Loan |  | 4.4% | 26 |
| Debt Consolidation Loan |  | 3.7% | 22 |
| Medical Expenses Loan |  | 1.5% | 9 |
| New Vehicle Loan |  | 4.6% | 27 |
| Used Vehicle Loan |  | 8.6% | 51 |
| Vacation or Travel Loan |  | 0.5% | 3 |
| Wedding Loan |  | 0.2% | 1 |
| None of the above / Does not apply |  | 79.4% | 471 |

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 | | 32.9% | 195 |
| Coats | | 22.3% | 132 |
| Lipstick | | 29.0% | 172 |
| Nail Polish | | 24.8% | 147 |
| Eyewear or Sunglasses | | 46.2% | 274 |
| Formal Wear | | 5.1% | 30 |
| Handbags | | 23.4% | 139 |
| Hats | | 12.5% | 74 |
| Intimate Apparel | | 19.7% | 117 |
| Jewelry or Accessories | | 19.7% | 117 |
| Watches | | 7.6% | 45 |
| Luggage or Bags | | 4.4% | 26 |
| Perfume | | 19.9% | 118 |
| Men's Apparel | | 47.2% | 280 |
| Men's Shoes | | 42.3% | 251 |
| Men's Underwear | | 40.3% | 239 |
| Women's Apparel | | 67.3% | 399 |
| Women's Pajamas or Sleepwear | | 27.8% | 165 |
| Women's Shoes | | 57.8% | 343 |
| Women's Underwear | | 46.4% | 275 |
| Swimwear | | 21.6% | 128 |




| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Socks |  | 52.6% | 312 |
| Scarves |  | 7.3% | 43 |
| Ties |  | 4.9% | 29 |
| Western Clothing |  | 6.4% | 38 |
| Outerwear |  | 20.7% | 123 |
| None of the above / Does not apply |  | 9.3% | 55 |
| Body Jewelry |  | 2.7% | 16 |
| Fur Coat |  | 0.3% | 2 |
| Uniforms |  | 2.9% | 17 |

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% | 63 |
| Children's Winter Coats |  | 10.5% | 62 |
| Children's Swimwear |  | 12.1% | 72 |
| Children's Pants |  | 20.7% | 123 |
| Children's T-Shirts |  | 20.7% | 123 |
| Children's Dresses |  | 12.6% | 75 |
| Children's Pajamas or Sleepwear |  | 18.4% | 109 |
| Children's Socks |  | 18.4% | 109 |
| Children's Party Dresses |  | 3.9% | 23 |
| Children's Shorts |  | 18.4% | 109 |
| Infant Clothing |  | 9.9% | 59 |
| Children's School Uniform |  | 1.9% | 11 |
| Children's Athletic Clothing |  | 16.2% | 96 |
| None of the above / Does not apply |  | 67.3% | 399 |

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) | | 40.8% | 242 |
| Boots (Men's) | | 14.2% | 84 |
| Cowboy Boots (Men's) | | 5.7% | 34 |
| Classic & Fashion Sneakers (Men's) | | 12.3% | 73 |
| Lace-Ups (Men's) | | 11.5% | 68 |
| Sandals (Men's) | | 6.9% | 41 |
| Slippers (Men's) | | 6.1% | 36 |
| Work & Safety (Men's) | | 9.8% | 58 |
| Lace-Up Sneakers (Women's) | | 19.7% | 117 |
| Pumps (Women's) | | 11.8% | 70 |
| Sling-Back Sandals (Women's) | | 12.3% | 73 |
| Classic & Fashion Sneakers (Women's) | | 21.4% | 127 |
| Slippers (Women's) | | 12.6% | 75 |
| Work & Safety (Women's) | | 4.6% | 27 |
| Cowboy Boots (Women's) | | 3.5% | 21 |
| Athletic & Outdoor Shoes (Women's) | | 47.2% | 280 |
| Loafers & Slip-Ons (Women's) | | 21.8% | 129 |
| Athletic & Outdoor Shoes (Children's) | | 17.5% | 104 |
| Sandals (Children's) | | 7.9% | 47 |
| Slip-Ons (Children's) | | 4.6% | 27 |
| Dress Shoes (Children's) | | 5.1% | 30 |
| None of the above / Does not apply | | 20.6% | 122 |









| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Formal & Tuxedo Footwear (Men's) |  | 1.5% | 9 |
| Slippers (Children's) |  | 2.7% | 16 |
| Cowboy Boots (Children's) |  | 2.7% | 16 |

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

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Have Clothing Altered, Tailored or Mended |  | 12.5% | 74 |
| Have Clothing Dry Cleaned |  | 25.1% | 149 |
| Have Shoes Repaired |  | 8.6% | 51 |
| Rent or Purchase a Costume |  | 3.4% | 20 |
| Wash Clothing at a Laundromat |  | 6.2% | 37 |
| Purchase Custom Made Clothing Items |  | 1.3% | 8 |
| None of the above / Does not apply |  | 63.6% | 377 |






















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Archery Equipment |  | 5.7% | 34 |
| Bicycle or Mountain Bike (Adult) |  | 5.4% | 32 |
| Bicycle Tune-Up or Repair |  | 7.8% | 46 |
| Camping or Hiking Equipment |  | 13.7% | 81 |
| Exercise or Fitness Equipment |  | 11.0% | 65 |
| Fishing Rods or Reels |  | 13.2% | 78 |
| Fishing Bait or Attractant |  | 19.4% | 115 |
| Fishing Accessories |  | 21.1% | 125 |
| Golf Clubs or Equipment |  | 5.9% | 35 |
| Hunting Gear |  | 10.3% | 61 |
| Ammunition |  | 25.0% | 148 |
| Running or Jogging Equipment |  | 5.1% | 30 |
| Sports Equipment (Children) |  | 6.2% | 37 |
| Swimming Gear |  | 5.9% | 35 |
| Weight Lifting Equipment |  | 4.9% | 29 |
| Used Sporting Equipment |  | 3.5% | 21 |
| Rifle |  | 7.3% | 43 |
| Hand Gun |  | 12.6% | 75 |
| Shotgun |  | 6.9% | 41 |
| None of the above / Does not apply |  | 45.2% | 268 |
| Bowling Equipment |  | 1.9% | 11 |
| High End Bicycle |  | 1.2% | 7 |






















| Value | | Percent | Responses |
|---------------------------------------|---|---------|-----------|
| Bicycle Rental |  | 1.9% | 11 |
| Racquet Equipment |  | 0.5% | 3 |
| Scuba, Diving or Snorkeling Equipment |  | 0.5% | 3 |
| Skiing Equipment |  | 1.0% | 6 |
| Soccer Equipment |  | 1.0% | 6 |
| Sports Memorabilia |  | 1.9% | 11 |
| Trampoline |  | 2.0% | 12 |
| Trophies or Plaques |  | 0.5% | 3 |

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 | | 28.5% | 169 |
| Bedding Flowers or Perennials | | 51.3% | 304 |
| Chainsaw | | 5.6% | 33 |
| Fertilizer | | 33.6% | 199 |
| Flower Pots | | 29.3% | 174 |
| Fountains | | 3.2% | 19 |
| Garden Ornaments | | 12.3% | 73 |
| Gravel or Rock | | 18.9% | 112 |
| Hand Garden Tools | | 15.9% | 94 |
| Landscaping | | 12.5% | 74 |
| Indoor Garden Supplies | | 4.7% | 28 |
| Decorative Rock | | 15.5% | 92 |
| Lawn Seed, Turf or Sod | | 13.3% | 79 |
| Outdoor Fireplace or Fire Pit | | 4.6% | 27 |
| Outdoor Furniture | | 8.3% | 49 |
| Outdoor Grill | | 8.1% | 48 |
| Patio Furniture | | 7.9% | 47 |
| Propane | | 18.5% | 110 |
| Lawn Mower (Push) | | 5.7% | 34 |
| Lawn Mower (Riding) | | 4.6% | 27 |
| Shrubbery or Trees | | 11.3% | 67 |
| Stone (Cast, Crushed or Natural) | | 4.2% | 25 |























| Value | | Percent | Responses |
|--|---|---------|-----------|
| Storage Shed |  | 5.1% | 30 |
| Leaf Blower |  | 4.0% | 24 |
| Insect or Fungus Control Products |  | 16.0% | 95 |
| Outdoor Garden Flags |  | 5.7% | 34 |
| None of the above / Does not apply |  | 21.4% | 127 |
| Gate |  | 1.7% | 10 |
| Gazebo |  | 1.3% | 8 |
| Insects (Bees or Other Beneficial Species) |  | 2.0% | 12 |
| Patio Heater |  | 2.0% | 12 |
| Outdoor Infrared Heater or Fireplace |  | 0.7% | 4 |
| Outdoor Smoker |  | 2.4% | 14 |
| Outdoor Kitchen Equipment |  | 0.8% | 5 |
| Outdoor Entertainment Center |  | 0.8% | 5 |
| Patio Cover, Awning or Canopy |  | 1.9% | 11 |
| Pole Shed |  | 1.7% | 10 |
| Portable Outdoor Heater |  | 1.0% | 6 |
| Power Garden Tools |  | 2.9% | 17 |
| Rototiller |  | 1.0% | 6 |
| Screen Porch |  | 2.0% | 12 |
| Snow Blower |  | 1.9% | 11 |
| Greenhouse |  | 1.9% | 11 |

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 |  | 14.7% | 87 |
| Animal Healthcare Products |  | 11.1% | 66 |
| Farm Work Clothes |  | 4.9% | 29 |
| Fertilizers, Herbicides or Pesticides |  | 12.3% | 73 |
| Mowers, Cutters or Clippers |  | 3.4% | 20 |
| Plants, Plantings or Agricultural Seed |  | 10.3% | 61 |
| Propane, Oils or Fuels |  | 10.8% | 64 |
| Rocks, Gravel or Sand |  | 8.9% | 53 |
| Scoops or Shovels |  | 4.2% | 25 |
| Straw or Bedding Materials |  | 6.2% | 37 |
| Tree Cutters or Tree Maintenance Equipment |  | 3.0% | 18 |
| None of the above / Does not apply |  | 64.8% | 384 |
| ATV Products and Attachments |  | 2.9% | 17 |
| Barn or Pole Building |  | 2.5% | 15 |
| Blowers |  | 1.2% | 7 |
| Steel Farm Building |  | 1.7% | 10 |
| Carts or Utility Carriers |  | 1.9% | 11 |
| Cement Mixers or Rollers |  | 0.8% | 5 |
| Chippers or Shredders |  | 1.5% | 9 |
| Diggers, Drillers or Drivers |  | 1.0% | 6 |
| Drainage or Irrigation Equipment |  | 0.8% | 5 |























| Value | | Percent | Responses |
|--|--|---------|-----------|
| Farm Tool Rental | | 1.3% | 8 |
| Farm Equipment Rental | | 1.0% | 6 |
| Farm Machinery or Tractor Attachments & Implements | | 2.7% | 16 |
| Ground-Working Equipment | | 1.5% | 9 |
| Pallet Forks, Forklifts or Skid Steers | | 0.3% | 2 |
| Pivot | | 0.5% | 3 |
| Planting and Seeding Equipment | | 2.4% | 14 |
| Rakes or Hay Handling Equipment | | 1.2% | 7 |
| Sprayers or Spreaders | | 2.5% | 15 |
| Sweepers or Industrial Vacuums | | 0.7% | 4 |

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 |  | 15.7% | 93 |
| Bird Seed |  | 16.4% | 97 |
| Cat Food |  | 26.5% | 157 |
| Dog Food |  | 44.5% | 264 |
| Fish Food |  | 4.4% | 26 |
| Specialized Pet Food |  | 4.4% | 26 |
| Other Pet Food |  | 6.6% | 39 |
| Pet Accessories |  | 17.5% | 104 |
| Pet Clothing |  | 4.6% | 27 |
| Pet Toys |  | 23.3% | 138 |
| Annual Pet Vaccinations |  | 39.3% | 233 |
| Annual Pet Checkups |  | 33.6% | 199 |
| Preventative Care |  | 8.3% | 49 |
| Adopt or Rescue a Pet |  | 7.8% | 46 |
| Purchase Pet Medication |  | 11.0% | 65 |
| Purchase Dog Bed |  | 4.9% | 29 |
| Board a Pet Overnight |  | 7.1% | 42 |
| Pet Dental Care |  | 5.4% | 32 |
| None of the above / Does not apply |  | 33.4% | 198 |
| Pet Enclosure |  | 0.8% | 5 |
| Aquarium or Tank |  | 2.7% | 16 |
| Fish Supplies |  | 2.5% | 15 |














| Value | | Percent | Responses |
|--|--|---------|-----------|
| Bird House | | 1.9% | 11 |
| Disease Diagnosis | | 1.7% | 10 |
| Pet Travel Cage | | 1.0% | 6 |
| Pet Travel Accessories | | 1.2% | 7 |
| Cremation or Burial Services | | 1.5% | 9 |
| Purchase a Pet | | 2.5% | 15 |
| Holistic or Alternative Pet Care | | 0.5% | 3 |
| Pet Tracking Device | | 1.7% | 10 |
| Bird Health Care | | 0.8% | 5 |
| Animal Training Classes | | 2.9% | 17 |
| Hemp Based Pet Supplements | | 0.7% | 4 |
| THC Based Pet Supplements | | 0.5% | 3 |
| Holistic or Alternative Pet Supplements | | 1.2% | 7 |
| Anti Anxiety or Stress Pet Medication for Holidays | | 2.0% | 12 |
























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

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Add or Replace Deck |  | 5.2% | 31 |
| Add a Fence or Wall Structure |  | 7.1% | 42 |
| Remodel Kitchen |  | 6.6% | 39 |
| Cabinet Refacing or Resurfacing |  | 3.7% | 22 |
| Remodel Bathroom |  | 9.6% | 57 |
| Remodel or Finish Basement Living Area |  | 3.5% | 21 |
| Build a Storage Shed |  | 5.1% | 30 |
| General Remodeling |  | 9.8% | 58 |
| Resurface or Build New Driveway |  | 3.2% | 19 |
| Replace Carpet |  | 8.3% | 49 |
| Replace Flooring |  | 10.3% | 61 |
| Replace Windows |  | 6.1% | 36 |
| None of the above / Does not apply |  | 59.9% | 355 |
| Add a Room |  | 1.0% | 6 |
| Add a Home Office |  | 0.7% | 4 |
| Refinish Bathtub |  | 1.5% | 9 |
| Install a Glass Shower |  | 1.7% | 10 |
| Replace Garage Door |  | 2.4% | 14 |
| Build a Garage |  | 2.0% | 12 |
| Build Out-Building |  | 2.2% | 13 |
| Have Furniture Restored |  | 2.2% | 13 |
| Add a Swimming Pool |  | 0.8% | 5 |






















| Value | | Percent | Responses |
|--|--|---------|-----------|
| Switch from Gas to Electric | | 0.5% | 3 |
| Switch from Electric to Gas | | 0.5% | 3 |
| Install a Stair Lift | | 0.5% | 3 |
| Install "Aging In Place" Products | | 1.5% | 9 |
| Install a Solar Energy System | | 1.7% | 10 |
| Install Security or Monitoring System | | 1.2% | 7 |
| Stone or Marble Work (Bathroom or Kitchen) | | 1.0% | 6 |
| Sealcoating | | 1.9% | 11 |
| Asphalt Repair | | 0.7% | 4 |
| Asphalt Resurfacing | | 1.0% | 6 |
| Residential Paving | | 0.8% | 5 |
| Build a "Tiny House" | | 1.2% | 7 |
| Install Handicap Accessible Addition | | 0.2% | 1 |

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 |  | 7.9% | 47 |
| Decking |  | 7.1% | 42 |
| Doors (Exterior) |  | 6.6% | 39 |
| Doors (Interior) |  | 5.4% | 32 |
| Electrical Supplies |  | 6.9% | 41 |
| Fencing |  | 7.4% | 44 |
| Hand Tools |  | 12.1% | 72 |
| Hardwood Products |  | 3.0% | 18 |
| Home Security Doorbell Camera |  | 4.9% | 29 |
| Insulation |  | 5.1% | 30 |
| Kitchen Cabinets |  | 4.2% | 25 |
| Lighting and Fixtures |  | 8.4% | 50 |
| Lock Sets |  | 4.7% | 28 |
| Lumber |  | 11.5% | 68 |
| Molding |  | 4.6% | 27 |
| Paint (Exterior) |  | 9.9% | 59 |
| Paint (Interior) |  | 22.8% | 135 |
| Plywood |  | 5.4% | 32 |
| Plumbing Supplies |  | 6.6% | 39 |
| Power Tools |  | 5.1% | 30 |
| Rain Gutters |  | 4.9% | 29 |






















| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Screen Door |  | 4.0% | 24 |
| Water Softener System or Supplies |  | 3.9% | 23 |
| Windows (Double-Hung) |  | 4.6% | 27 |
| None of the above / Does not apply |  | 50.1% | 297 |
| Circular Saw |  | 1.9% | 11 |
| Furnace |  | 2.4% | 14 |
| Generator |  | 1.9% | 11 |
| Mill Work |  | 1.9% | 11 |
| Roofing (Composition) |  | 2.7% | 16 |
| Roofing (Other) |  | 2.7% | 16 |
| Security Door |  | 0.5% | 3 |
| Security Locks |  | 2.2% | 13 |
| Security Window Film |  | 1.0% | 6 |
| Siding |  | 2.0% | 12 |
| Solar Screen |  | 0.7% | 4 |
| Waterproofing |  | 1.7% | 10 |
| Wet or Dry Vacuum |  | 2.5% | 15 |
| Wood Stove or Fireplace |  | 2.5% | 15 |
| Window Guards |  | 0.3% | 2 |
| Windows (Casement) |  | 2.0% | 12 |
| Windows (Picture) |  | 1.3% | 8 |
| Windows (Slider) |  | 0.8% | 5 |
| Windows (Bay or Bow) |  | 0.5% | 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 |  | 8.4% | 50 |
| Air Duct Cleaning |  | 5.6% | 33 |
| Appliance Repair |  | 6.4% | 38 |
| Carpenter or Woodworking |  | 3.4% | 20 |
| Carpet Cleaning |  | 11.8% | 70 |
| Chimney Cleaning |  | 3.4% | 20 |
| Concrete Repair |  | 4.4% | 26 |
| Drywall Installation or Repair |  | 3.9% | 23 |
| Electrical Repair |  | 4.7% | 28 |
| Flooring - Ceramic Tile (Installation or Repair) |  | 4.6% | 27 |
| Flooring - Laminate (Installation or Repair) |  | 3.2% | 19 |
| Flooring - Wood (Installation or Repair) |  | 3.0% | 18 |
| Flooring - Other (Installation or Repair) |  | 4.4% | 26 |
| Furnace Cleaning |  | 5.9% | 35 |
| Gardening Services |  | 3.0% | 18 |
| Gutter Installation or Repair |  | 4.0% | 24 |
| Handyman Services |  | 13.8% | 82 |
| Home Repair |  | 5.9% | 35 |
| Home Remodel |  | 3.9% | 23 |
| None of the above / Does not apply |  | 48.9% | 290 |
| Alternative Energy Systems Installation |  | 0.7% | 4 |






















| Value | | Percent | Responses |
|--|--|---------|-----------|
| Alternative Energy Systems (Service or Repair) | | 0.2% | 1 |
| Blinds Cleaning | | 2.2% | 13 |
| Electrical Panel Replacement | | 1.2% | 7 |
| Excavation & Wrecking | | 0.7% | 4 |
| Fire & Water Damage Restoration | | 0.3% | 2 |
| Flooring - Linoleum (Installation or Repair) | | 1.9% | 11 |
| Foundation Repair | | 1.0% | 6 |
| Furnace Repair | | 1.3% | 8 |
| Furniture Reupholster | | 1.0% | 6 |
| Heating Repair | | 1.9% | 11 |
| Home Computer Repair | | 1.7% | 10 |
| Home Electronics Repair | | 0.3% | 2 |
| Home Heating Oil or Fuel Service | | 0.5% | 3 |
























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 |  | 8.4% | 50 |
| Junk or Yard Waste Removal |  | 8.1% | 48 |
| Recycle |  | 9.3% | 55 |
| Sell Scrap Metal |  | 3.7% | 22 |
| Landscaping Service |  | 7.1% | 42 |
| Movers |  | 3.4% | 20 |
| Painting |  | 10.3% | 61 |
| Pest Control |  | 14.0% | 83 |
| Plumbing Repair |  | 5.9% | 35 |
| Pressure Washing |  | 5.2% | 31 |
| Preventative Home Maintenance |  | 4.2% | 25 |
| Roof Repair |  | 3.7% | 22 |
| Septic Tank Cleaning or Repair |  | 3.7% | 22 |
| Snow Removal |  | 3.9% | 23 |
| Trash Removal |  | 16.7% | 99 |
| Window Installation |  | 4.9% | 29 |
| Computer Repair |  | 5.6% | 33 |
| None of the above / Does not apply |  | 44.7% | 265 |
| Home Security Service |  | 2.5% | 15 |
| Insulation Installation or Maintenance |  | 2.4% | 14 |
| Interior Design |  | 2.0% | 12 |

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Mold Inspection or Removal | | 0.8% | 5 |
| Party Equipment Rental | | 0.7% | 4 |
| Pool Cleaning Service | | 0.7% | 4 |
| Security System | | 2.2% | 13 |
| Siding Replacement | | 2.0% | 12 |
| Solar Heating or Power System Installation or Repair | | 0.8% | 5 |
| Stucco or Exterior Coating | | 0.3% | 2 |
| Tool Rental | | 2.5% | 15 |
| Tornado or Storm Shelter Building or Repair | | 1.3% | 8 |
| Water Well Drilling | | 0.2% | 1 |
| Waterproofing | | 0.7% | 4 |
| Window Tinting for Home | | 0.8% | 5 |
| Yard Equipment Rental | | 2.7% | 16 |
| Mobile or Cell Phone Repair | | 2.9% | 17 |






















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






| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Air Conditioning (Buy) |  | 5.2% | 31 |
| Window Blinds (Venetian or Mini) |  | 4.7% | 28 |
| Batteries (Home or Office) |  | 32.2% | 191 |
| Candles |  | 19.4% | 115 |
| Firewood |  | 5.4% | 32 |
| Carpeting |  | 7.9% | 47 |
| Flooring Tile |  | 6.6% | 39 |
| Hardwood Flooring |  | 3.2% | 19 |
| Rugs |  | 11.5% | 68 |
| Clocks |  | 3.9% | 23 |
| Closet System |  | 3.4% | 20 |
| Curtains or Drapes |  | 10.1% | 60 |
| Fire Extinguisher |  | 4.2% | 25 |
| Furniture (Bedroom) |  | 6.9% | 41 |
| Furniture (Living Room) |  | 10.8% | 64 |
| Christmas Tree |  | 8.6% | 51 |
| Holiday Decorations |  | 13.0% | 77 |
| Laminate Flooring |  | 4.9% | 29 |
| Mirror |  | 4.4% | 26 |
| Storage Boxes or Tubs |  | 9.1% | 54 |
| Floral Arrangements |  | 5.9% | 35 |

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Picture Frames |  | 5.7% | 34 |
| Linens (Bathroom) |  | 8.1% | 48 |
| Reclining Chair |  | 6.7% | 40 |
| Indoor Flowers |  | 5.1% | 30 |
| Linens (Dining Room or Kitchen) |  | 5.6% | 33 |
| None of the above / Does not apply |  | 34.9% | 207 |
| Awning |  | 0.3% | 2 |
| Emergency Preparedness Kit or Supplies |  | 2.4% | 14 |
| Oriental Carpeting |  | 0.5% | 3 |
| Rugs (Persian) |  | 0.3% | 2 |
| Cutlery, Flatware or Silverware |  | 2.2% | 13 |
| Ductless Heat Pumps |  | 0.7% | 4 |
| Fine Art (Paintings, Pottery, Etc.) |  | 2.5% | 15 |
| Custom Built Furniture |  | 0.5% | 3 |
| Reconditioned Furniture |  | 0.7% | 4 |
| Furniture (Children's) |  | 2.2% | 13 |
| Crib |  | 0.8% | 5 |
| Furniture (Dining Room) |  | 2.7% | 16 |
| Furniture (Home Office) |  | 1.5% | 9 |
| Furnace |  | 2.9% | 17 |
| Futon |  | 1.0% | 6 |
| Glass Table |  | 0.2% | 1 |
| Glass Railing |  | 0.2% | 1 |

| Value | | Percent | Responses |
|-----------------------|---|---------|-----------|
| Safe |  | 2.2% | 13 |
| Hot Tub or Spa (Used) |  | 0.7% | 4 |
| Sewing Machine |  | 1.9% | 11 |
| Wallpaper |  | 0.8% | 5 |
| Signs or Banners |  | 0.7% | 4 |
| Hot Tub or Spa (New) |  | 1.7% | 10 |
| Tankless Water Heater |  | 2.4% | 14 |

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 |  | 13.0% | 77 |
| Adjustable Mattress |  | 3.0% | 18 |
| Innerspring Mattress |  | 5.1% | 30 |
| Pillow Top Mattress |  | 4.6% | 27 |
| Foam Mattress |  | 3.0% | 18 |
| Linens (Bedroom) |  | 12.6% | 75 |
| Memory Foam Mattress |  | 3.7% | 22 |
| Queen Size Bed |  | 5.9% | 35 |
| King Size Bed |  | 4.2% | 25 |
| Smoke Alarm or Detector |  | 4.6% | 27 |
| Window Coverings |  | 5.4% | 32 |
| Patriotic Flags |  | 4.4% | 26 |
| None of the above / Does not apply |  | 58.7% | 348 |
| Gas Burning Freestanding Stoves |  | 0.8% | 5 |
| Water Purification System (Drinking) |  | 1.7% | 10 |
| Solar Water Heater |  | 0.5% | 3 |
| Latex Mattress |  | 0.5% | 3 |
| Gel Mattress |  | 2.2% | 13 |
| Twin Size Bed |  | 2.0% | 12 |
| Swimming Pool (Above Ground) |  | 1.2% | 7 |
| Water Heater |  | 1.9% | 11 |

| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Swimming Pool (In-Ground) |  | 0.8% | 5 |
| Remote Home Monitoring Video Camera |  | 2.7% | 16 |
| Shutters |  | 1.2% | 7 |
| Reclaimed Wood Furniture |  | 1.9% | 11 |
| Sports Team Flags |  | 1.9% | 11 |























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 |  | 7.4% | 44 |
| Fine Art |  | 2.2% | 13 |
| Photographs |  | 9.8% | 58 |
| Pottery |  | 5.4% | 32 |
| Blown Glass |  | 4.2% | 25 |
| Stone Carvings |  | 0.8% | 5 |
| Sculpture |  | 1.3% | 8 |
| Artistic Wall Decor |  | 6.6% | 39 |
| Wood Carvings |  | 4.2% | 25 |
| Poster Art |  | 3.4% | 20 |
| Religious Art |  | 2.9% | 17 |
| Stained Glass |  | 5.4% | 32 |
| Ceramics |  | 2.9% | 17 |
| Metal Work Art |  | 3.7% | 22 |
| Music Memorabilia |  | 2.2% | 13 |
| Movie Memorabilia |  | 1.7% | 10 |
| None of the above / Does not apply |  | 72.2% | 428 |

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 |  | 6.4% | 38 |
| Portable Dishwasher |  | 1.2% | 7 |
| Dishwasher |  | 5.9% | 35 |
| Freezer |  | 3.4% | 20 |
| Range |  | 4.0% | 24 |
| Range Hood |  | 1.7% | 10 |
| Wall Oven |  | 1.3% | 8 |
| Washer |  | 3.9% | 23 |
| Dryer |  | 3.5% | 21 |
| Blender |  | 4.0% | 24 |
| Tea Kettle |  | 2.2% | 13 |
| Microwave |  | 6.6% | 39 |
| Window Air Conditioner |  | 2.0% | 12 |
| Coffee or Espresso Machine |  | 9.6% | 57 |
| Vacuum Cleaner |  | 8.6% | 51 |
| None of the above / Does not apply |  | 65.1% | 386 |

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 |  | 3.7% | 22 |
| Battery |  | 10.3% | 61 |
| Child Car Seat |  | 3.0% | 18 |
| Floor Mats |  | 4.7% | 28 |
| Lights |  | 3.2% | 19 |
| Motorcycle Accessories |  | 3.0% | 18 |
| Seat Covers |  | 5.1% | 30 |
| Tires |  | 19.2% | 114 |
| Wiper Blades |  | 25.3% | 150 |
| None of the above / Does not apply |  | 53.6% | 318 |
| Canopy |  | 0.2% | 1 |
| Grill Guard |  | 1.0% | 6 |
| Ground Effects |  | 1.0% | 6 |
| Mirror(s) |  | 0.5% | 3 |
| Motorcycle Parts |  | 2.9% | 17 |
| Performance Parts |  | 0.8% | 5 |
| RV Accessories or Supplies |  | 2.7% | 16 |
| Roof Rack (For Bike, Kayak, Etc.) |  | 0.5% | 3 |
| Roof Rack (Luggage or Equipment Container) |  | 0.5% | 3 |
| Running Boards |  | 0.8% | 5 |
| Spoiler |  | 0.2% | 1 |
| Step Bar |  | 0.7% | 4 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Stereo System (Auto, Car or Truck) | | 1.7% | 10 |
| Tool Box | | 1.5% | 9 |
| Trailer Hitch | | 0.8% | 5 |
| Truck Bed Liner | | 0.7% | 4 |
| Visor | | 0.2% | 1 |
| Wheels or Rims | | 1.7% | 10 |
| Winch | | 0.5% | 3 |
| Window Tinting Equipment (Auto) | | 2.4% | 14 |
| Cargo Trailer (Vehicle Hauler) | | 0.2% | 1 |
| Cargo Trailer (Flat) | | 0.5% | 3 |
| Cargo Trailer (Motorcycle) | | 0.3% | 2 |
| Cargo Trailer (Boat) | | 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 |  | 38.8% | 230 |
| National chain service center (e.g. Jiffy Lube) |  | 15.3% | 91 |
| Private service center |  | 25.0% | 148 |
| Friend/Family |  | 12.0% | 71 |
| Other |  | 8.9% | 53 |
| | | | Total: 593 |

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

| Value | | Percent | Responses |
|--|--|---------|-----------|
| 30,000 Mile Service |  | 8.3% | 49 |
| 60,000 Mile Service |  | 6.4% | 38 |
| 100,000 Mile Service |  | 9.1% | 54 |
| Auto Detailing |  | 8.8% | 52 |
| Auto Repair (General) |  | 11.1% | 66 |
| Alignment |  | 8.4% | 50 |
| Body Work |  | 4.7% | 28 |
| Brake Replacement, Adjustment |  | 6.4% | 38 |
| Car Rental |  | 3.7% | 22 |
| Car Wash |  | 48.6% | 288 |
| Gas or Service Station Services |  | 20.2% | 120 |
| Oil Change or Lube |  | 43.2% | 256 |
| Preventative Maintenance |  | 13.5% | 80 |
| Tire Mounting or Installation |  | 6.2% | 37 |
| Tune-Up |  | 11.5% | 68 |
| Vehicle Air Conditioning Repair |  | 3.2% | 19 |
| Windshield or Glass Repair |  | 8.8% | 52 |
| None of the above / Does not apply |  | 23.6% | 140 |
| Auto Warranty Work (Work Covered by Warranty) |  | 2.4% | 14 |
| DEQ Inspection |  | 0.3% | 2 |
| Electrical Repair |  | 1.9% | 11 |
| Upgrade of Car for Smartphone, Hands-Free Device, etc. |  | 0.3% | 2 |

| Value | | Percent | Responses |
|-------------------------------|--|---------|-----------|
| Motor Repair or Replacement | | 0.7% | 4 |
| Motorcycle Repair | | 0.8% | 5 |
| Muffler | | 1.3% | 8 |
| Painting | | 2.4% | 14 |
| RV Maintenance or Service | | 2.0% | 12 |
| Safety Inspection | | 2.7% | 16 |
| Shocks | | 2.7% | 16 |
| Smog Check | | 0.2% | 1 |
| Stereo Installation | | 1.5% | 9 |
| Transmission or Clutch Repair | | 2.4% | 14 |
| Upholstery Repair | | 2.9% | 17 |
| Vehicle Storage | | 0.3% | 2 |
| Vehicle Towing | | 0.7% | 4 |
| Windshield or Window Tinting | | 2.2% | 13 |




















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 |  | 14.0% | 83 |
| CarFax |  | 15.3% | 91 |
| CarGurus.com |  | 13.0% | 77 |
| CarMax.com |  | 5.2% | 31 |
| Cars.com |  | 9.3% | 55 |
| Craigslist Auto |  | 8.9% | 53 |
| KBB.com |  | 8.1% | 48 |
| Facebook Dealer Page |  | 8.6% | 51 |
| Edmunds.com |  | 3.9% | 23 |
| Local Dealer Site |  | 51.8% | 307 |
| UsedCars.com |  | 4.0% | 24 |
| Local TV Site |  | 5.6% | 33 |
| Local Radio Site |  | 3.0% | 18 |
| Other Local Website |  | 9.6% | 57 |
| None of the above / Does not apply |  | 27.7% | 164 |
| Yahoo! Autos |  | 0.3% | 2 |
| Automotive.com |  | 2.7% | 16 |
| Autoblog.com |  | 0.7% | 4 |
| CarsDirect.com |  | 1.3% | 8 |
| eBay Motors |  | 1.7% | 10 |
| MotorTrend.com |  | 1.2% | 7 |
| The Car Connection |  | 1.2% | 7 |






















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

| Value | | Percent | Responses |
|--|--|---------|-----------|
| Bath and Body Products | | 50.3% | 298 |
| Beauty Products | | 40.8% | 242 |
| Cosmetics | | 48.6% | 288 |
| Babysitting | | 3.2% | 19 |
| Facial | | 17.0% | 101 |
| Hair Care Products | | 58.2% | 345 |
| Hair Coloring | | 34.9% | 207 |
| Hair Cut | | 71.7% | 425 |
| Hair Removal | | 5.1% | 30 |
| Hair Extensions, Wigs or Weaves | | 1.2% | 7 |
| Manicure | | 21.8% | 129 |
| Massage Therapy | | 21.1% | 125 |
| Pedicure | | 30.2% | 179 |
| Tanning Products | | 3.7% | 22 |
| Tanning Bed or Spray Tan | | 5.6% | 33 |
| Tattoo or Piercing | | 6.1% | 36 |
| Spa Bed (Red Light Therapy or Hydration station) | | 1.2% | 7 |
| None of the above / Does not apply | | 12.3% | 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) |  | 35.4% | 210 |
| Books (Used) |  | 30.4% | 180 |
| Books (Children's) |  | 21.9% | 130 |
| Board Games |  | 23.4% | 139 |
| Lottery Ticket |  | 39.3% | 233 |
| Collectibles |  | 7.8% | 46 |
| Vinyl Records |  | 6.1% | 36 |
| Comics |  | 2.0% | 12 |
| Fire Works |  | 15.3% | 91 |
| Graphic Novels |  | 1.7% | 10 |
| Computer Games |  | 7.8% | 46 |
| DVD Movies (Buy) |  | 17.0% | 101 |
| DVD Movies (Rent) |  | 15.2% | 90 |
| DVD Movies (Children's) |  | 6.4% | 38 |
| Magazines |  | 25.0% | 148 |
| TV or Movie Themed Toys |  | 4.2% | 25 |
| Toys |  | 19.9% | 118 |
| Video Console Games |  | 7.9% | 47 |
| None of the above / Does not apply |  | 20.4% | 121 |























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



| Value | | Percent | Responses |
|---|--|---------|-----------|
| Rent a Hall or Event Space for Wedding or Special Event |  | 3.5% | 21 |
| Use a Florist for a Wedding or Special Event |  | 3.0% | 18 |
| Purchase Wedding or Special Occasion Gifts |  | 5.4% | 32 |
| Hire a Photographer for Wedding or Special Event |  | 3.2% | 19 |
| Host or Attend a Retirement Party |  | 4.7% | 28 |
| Host or Attend a Graduation Party |  | 10.3% | 61 |
| Purchase Cake, Tart or Pastries for Special Occasion |  | 10.1% | 60 |
| None of the above / Does not apply |  | 74.0% | 439 |
| Purchase a Wedding Dress |  | 1.2% | 7 |
| Purchase a Bridesmaid Dress |  | 1.0% | 6 |
| Rent a Bridesmaid Dress |  | 0.7% | 4 |
| Purchase a Tuxedo |  | 0.8% | 5 |
| Rent a Tuxedo |  | 1.7% | 10 |
| Rent a Chauffeured Vehicle |  | 0.7% | 4 |
| Hire a Musician or Band for Wedding or Special Event |  | 2.5% | 15 |
| Purchase a Wedding Cake |  | 1.3% | 8 |
| Use a Wedding Planner |  | 0.7% | 4 |
| Use a Party Planner |  | 0.3% | 2 |
| Hire a Caterer for Wedding or Special Event |  | 1.9% | 11 |
| Go on a Honeymoon |  | 2.2% | 13 |
| Hire a Videographer for Wedding or Special Event |  | 1.0% | 6 |

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 |  | 6.7% | 40 |
| Ceramics and Pottery |  | 4.4% | 26 |
| Collectables |  | 7.9% | 47 |
| Comic Books and Related Collectables |  | 2.4% | 14 |
| Do-It-Yourself (DIY) |  | 27.7% | 164 |
| Games or Puzzles |  | 21.4% | 127 |
| Beer Brewing Supplies |  | 1.9% | 11 |
| Wine Making Supplies |  | 1.5% | 9 |
| Jewelry Making Supplies or Beads |  | 7.1% | 42 |
| Knitting |  | 5.6% | 33 |
| Making Arts and Crafts |  | 15.9% | 94 |
| Paper Crafts |  | 6.1% | 36 |
| Quilting |  | 6.4% | 38 |
| Scrapbooking |  | 5.7% | 34 |
| Toy Collecting |  | 2.5% | 15 |
| Trains, Plane & Car Model Kits |  | 1.5% | 9 |
| None of the above / Does not apply |  | 45.0% | 267 |

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 |  | 46.7% | 277 |
| Train Trip |  | 8.9% | 53 |
| Book Hotel Room |  | 58.2% | 345 |
| Business Travel |  | 9.3% | 55 |
| Buy Travel Tickets |  | 16.2% | 96 |
| Buy Luggage |  | 4.2% | 25 |
| Golf Vacation |  | 3.5% | 21 |
| Hotel or Resort Stay |  | 34.9% | 207 |
| International Travel |  | 11.3% | 67 |
| Take a Cruise |  | 12.3% | 73 |
| Travel Packages |  | 7.8% | 46 |
| Use a Travel Agent or Agency |  | 9.9% | 59 |
| Vacation Inside Home State |  | 21.4% | 127 |
| Vacation Outside Home State |  | 37.1% | 220 |
| Rent a Car |  | 20.9% | 124 |
| Book Local Lodging for Guests |  | 4.0% | 24 |
| Stay at an RV Park |  | 5.7% | 34 |
| Stay at a Casino |  | 8.4% | 50 |
| Gamble at a Casino |  | 17.4% | 103 |
| Play Bingo |  | 5.4% | 32 |
| Does not apply |  | 22.9% | 136 |
| Charter a Boat |  | 1.0% | 6 |











| Value | | Percent | Responses |
|------------------------|---|---------|-----------|
| Chartered Fishing Trip |  | 2.2% | 13 |
| Ski Resort Stay |  | 1.2% | 7 |
| Rent RV |  | 1.9% | 11 |

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














| Value | | Percent | Responses |
|---|--|---------|-----------|
| Attend College or University (Full Time) |  | 7.1% | 42 |
| Attend Classes at Community College |  | 3.9% | 23 |
| Online Continuing Education Courses |  | 5.4% | 32 |
| Professional Certification or Accreditation Courses |  | 3.0% | 18 |
| Arts or Crafts Lessons (Adult) |  | 7.1% | 42 |
| Cooking Lessons (Adult) |  | 3.0% | 18 |
| Attend a Free Lecture or Seminar |  | 14.3% | 85 |
| Attend Paid Lecture, Seminar or Special Class |  | 5.4% | 32 |
| Dance Lessons |  | 4.9% | 29 |
| Music lessons (Child) |  | 3.4% | 20 |
| Sports lessons (Child) |  | 3.9% | 23 |
| Yoga, Pilates, or Zumba |  | 7.4% | 44 |
| Attend a Local Workshop |  | 11.3% | 67 |
| None of the above / Does not apply |  | 58.7% | 348 |
| Attend College or University (Part Time) |  | 2.5% | 15 |
| Attend Graduate School |  | 2.2% | 13 |
| Business School |  | 0.3% | 2 |
| Learning Center |  | 0.3% | 2 |
| Culinary School |  | 0.7% | 4 |
| Trade School |  | 1.3% | 8 |
| Language Lessons (Adult) |  | 2.0% | 12 |
| Music Lessons (Adult) |  | 2.5% | 15 |

| Value | | Percent | Responses |
|--------------------------------|--|---------|-----------|
| Sports Lessons (Adult) | | 0.8% | 5 |
| Real Estate Classes | | 1.5% | 9 |
| Child Education or Tutoring | | 1.9% | 11 |
| Personal Physical Training | | 2.7% | 16 |
| Language Lessons (Child) | | 0.3% | 2 |
| Arts or Crafts Lessons (Child) | | 1.0% | 6 |
| Change School | | 0.7% | 4 |
| Attend a Religion Based School | | 1.2% | 7 |

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

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Brushes |  | 16.5% | 98 |
| Oil paints |  | 5.4% | 32 |
| Acrylic Paints |  | 16.7% | 99 |
| Markers |  | 15.2% | 90 |
| Specialty Paper |  | 10.1% | 60 |
| Fabric Craft Supplies |  | 15.5% | 92 |
| Beads |  | 7.8% | 46 |
| Art Pencils and Pens |  | 17.7% | 105 |
| Scrapbooking Supplies |  | 6.2% | 37 |
| None of the above / Does not apply |  | 61.9% | 367 |























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 |  | 0.8% | 5 |
| Clarinet |  | 0.5% | 3 |
| Drums |  | 1.7% | 10 |
| Flute |  | 0.7% | 4 |
| Acoustic Guitar |  | 3.0% | 18 |
| Electric Guitar |  | 1.9% | 11 |
| Electric Keyboard |  | 1.2% | 7 |
| Piano |  | 2.4% | 14 |
| Piano (High End) |  | 0.3% | 2 |
| Trombone |  | 0.5% | 3 |
| Trumpet |  | 1.2% | 7 |
| Violin |  | 0.8% | 5 |
| None of the above / Does not apply |  | 91.7% | 544 |

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















| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Greek | | 13.7% | 81 |
| French | | 5.6% | 33 |
| Asian | | 26.5% | 157 |
| German | | 7.3% | 43 |
| American (New) | | 33.4% | 198 |
| Italian | | 48.6% | 288 |
| Cajun or Creole | | 13.0% | 77 |
| Indian | | 7.4% | 44 |
| Chinese | | 52.3% | 310 |
| American (Traditional) | | 73.9% | 438 |
| Thai | | 16.4% | 97 |
| Middle Eastern | | 3.2% | 19 |
| Japanese | | 16.2% | 96 |
| Mexican | | 71.8% | 426 |
| Vietnamese | | 4.7% | 28 |
| Southern | | 25.8% | 153 |
| Tex-Mex | | 28.2% | 167 |
| Spanish | | 6.7% | 40 |
| Mediterranean | | 9.6% | 57 |
| None of the above / Does not apply | | 6.1% | 36 |

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















| Value | | Percent | Responses |
|--|---|---------|-----------|
| Hot Dogs |  | 21.2% | 126 |
| Fish & Chips |  | 23.9% | 142 |
| Golf Course Restaurant, Bar or Snack Bar |  | 4.4% | 26 |
| Barbeque |  | 39.6% | 235 |
| Deli |  | 27.2% | 161 |
| Breakfast or Brunch |  | 53.6% | 318 |
| Appetizers |  | 47.4% | 281 |
| Dessert |  | 28.0% | 166 |
| Chicken Wings |  | 24.1% | 143 |
| Hamburgers |  | 70.3% | 417 |
| Chicken |  | 55.8% | 331 |
| Frozen Yogurt |  | 12.1% | 72 |
| Tapas or Small Plates |  | 3.2% | 19 |
| Theme Restaurants |  | 5.1% | 30 |
| Soup |  | 27.5% | 163 |
| Salad |  | 54.8% | 325 |
| Pizza (Dine In) |  | 31.5% | 187 |
| Pizza (Delivery) |  | 23.1% | 137 |
| Steak |  | 41.8% | 248 |
| Juice or Smoothies |  | 11.3% | 67 |
| Sandwiches |  | 48.4% | 287 |
| Pizza (Carry Out) |  | 52.8% | 313 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Pizza (Take & Bake) |  | 13.8% | 82 |
| Seafood |  | 36.6% | 217 |
| Steakhouse |  | 31.9% | 189 |
| Sushi |  | 13.0% | 77 |
| Vegetarian |  | 4.6% | 27 |
| Pho |  | 3.5% | 21 |
| None of the above / Does not apply |  | 6.1% | 36 |
| Live or Raw food |  | 2.4% | 14 |
| Vegan |  | 1.3% | 8 |

















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 |  | 16.0% | 95 |
| Locally Grown Produce |  | 24.1% | 143 |
| Healthful Children's Dining |  | 5.2% | 31 |
| Environmental Sustainability |  | 13.5% | 80 |
| New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron) |  | 4.0% | 24 |
| Hyper-Local Sourcing |  | 2.4% | 14 |
| Gluten Free Cuisine |  | 6.4% | 38 |
| Sustainable Seafood |  | 7.6% | 45 |
| Raw or Live Food Options |  | 1.7% | 10 |
| Specialty Appetizers |  | 7.9% | 47 |
| Specialty Salads |  | 13.2% | 78 |
| Specialty Soups |  | 6.7% | 40 |
| Specialty Desserts |  | 7.9% | 47 |
| None of the above / Does not apply |  | 57.0% | 338 |













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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Patio or Outdoor Dining |  | 17.4% | 103 |
| Non-Smoking Environment |  | 42.7% | 253 |
| Child Friendly |  | 17.0% | 101 |
| Serve Alcohol |  | 19.7% | 117 |
| Pool Tables |  | 2.2% | 13 |
| Locally Brewed Beer |  | 7.8% | 46 |
| Live Music |  | 9.4% | 56 |
| Bar |  | 17.7% | 105 |
| Large Craft Beer Selection |  | 6.1% | 36 |
| Large Wine Selection |  | 3.2% | 19 |
| Hand Crafted Cocktails |  | 2.7% | 16 |
| Farm to Table Dining |  | 15.9% | 94 |
| Senior Discounts |  | 33.1% | 196 |
| None of the above / Does not apply |  | 23.6% | 140 |

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 |  | 21.8% | 129 |
| Foreign Beer |  | 6.9% | 41 |
| Red Wine |  | 17.0% | 101 |
| White Wine |  | 16.4% | 97 |
| Dessert Wine |  | 2.9% | 17 |
| Mixed Drinks |  | 26.6% | 158 |
| Hand Crafted Cocktails |  | 7.8% | 46 |
| Beer Cocktails |  | 12.5% | 74 |
| "Top Shelf" Spirits |  | 9.9% | 59 |
| Champagne |  | 0.8% | 5 |
| Champagne Cocktails |  | 1.0% | 6 |
| Energy Drink based Mixed Drinks |  | 0.8% | 5 |
| Premium Tequila |  | 3.5% | 21 |
| Alcoholic Cider |  | 3.9% | 23 |
| Locally Distilled Spirits |  | 3.0% | 18 |
| None of the above / Does not apply |  | 46.5% | 276 |







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% | 3 |
| Purchase Commercial or Business Property |  | 1.0% | 6 |
| Purchase Condominium or Townhouse |  | 0.5% | 3 |
| Purchase Manufactured or Modular Home |  | 1.0% | 6 |
| Purchase Investment Property |  | 2.0% | 12 |
| Purchase Personal Residence |  | 6.1% | 36 |
| Purchase Custom Built Home |  | 1.3% | 8 |
| Purchase Residential Real Estate at an Auction |  | 0.8% | 5 |
| Purchase Land or Agricultural Property |  | 4.2% | 25 |
| Purchase Vacation Property |  | 1.2% | 7 |
| Purchase Other |  | 1.2% | 7 |
| None of the above / Does not apply |  | 87.0% | 516 |










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

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Sell Home in Senior Housing Community | | 0.2% | 1 |
| Sell Personal Residence | | 5.7% | 34 |
| Sell Vacation Property | | 0.8% | 5 |
| Sell Condominium or Townhouse | | 0.3% | 2 |
| Sell Investment Property | | 1.7% | 10 |
| Sell Land or Agricultural Property | | 2.9% | 17 |
| Sell Commercial or Business Property | | 2.2% | 13 |
| Sell Manufactured or Modular Home | | 0.7% | 4 |
| Plan to Sell Home in Master-Planned Community | | 0.2% | 1 |
| Sell Other | | 2.4% | 14 |
| None of the above / Does not apply | | 87.7% | 520 |







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 |  | 2.8% | 1 |
| New home, but outside of development |  | 22.2% | 8 |
| New home that I will have contractor build |  | 16.7% | 6 |
| Existing home less than 10 years old |  | 47.2% | 17 |
| Existing home more than 10 years old |  | 61.1% | 22 |
| Other |  | 2.8% | 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 |  | 2.2% | 13 |
| Rent House (Residence) |  | 6.1% | 36 |
| Rent Manufactured or Modular Home |  | 1.2% | 7 |
| Rent or Lease Commercial Property |  | 0.5% | 3 |
| Rent Agricultural Land |  | 1.0% | 6 |
| Rent Subsidized Housing |  | 1.0% | 6 |
| Rent Condo/Townhouse |  | 2.5% | 15 |
| Rent Section 8 Housing |  | 1.0% | 6 |
| None of the above / Does not apply |  | 89.0% | 528 |


















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 |  | 5.9% | 35 |
| Use a Realtor to Buy Real Estate |  | 4.7% | 28 |
| Use a Realtor to Buy and Sell Real Estate |  | 4.0% | 24 |
| Plan to Sell Property Myself |  | 3.5% | 21 |
| Use a Real Estate Broker |  | 2.4% | 14 |
| None of the above / Does not apply |  | 84.3% | 500 |












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 |  | 4.0% | 24 |
| Home Remodel or Renovation Loan |  | 2.4% | 14 |
| Business Construction Loan |  | 0.7% | 4 |
| Home Construction Loan |  | 1.5% | 9 |
| Equity Loan |  | 1.2% | 7 |
| Land Loan |  | 2.2% | 13 |
| Reverse Mortgage |  | 0.3% | 2 |
| Real Estate Loan for existing home |  | 1.5% | 9 |
| Refinance Home |  | 2.2% | 13 |
| None of the above / Does not apply |  | 87.9% | 521 |


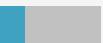
119. If you or a member of your household were to purchase a new home in the next 12 months, which of the following NATIONAL sources would you use to for your local home search? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Craigslist Homes |  | 5.6% | 33 |
| Facebook |  | 9.3% | 55 |
| Google |  | 8.9% | 53 |
| Auction.com |  | 2.2% | 13 |
| Homes & Land |  | 4.2% | 25 |
| Homes.com |  | 3.5% | 21 |
| HomeFinder |  | 7.6% | 45 |
| MLS.com |  | 11.6% | 69 |
| National Real Estate Co. Site |  | 3.2% | 19 |
| Local MLS Site |  | 18.0% | 107 |
| RealEstate.com |  | 8.1% | 48 |
| Realtor.com |  | 31.4% | 186 |
| Realty.com |  | 5.6% | 33 |
| Redfin |  | 1.0% | 6 |
| Trulia |  | 10.6% | 63 |
| Zillow |  | 39.0% | 231 |
| ZipRealty.com |  | 1.3% | 8 |
| None of the above / Does not apply |  | 38.8% | 230 |

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 |  | 11.0% | 65 |
| Apartmentguide.com |  | 5.2% | 31 |
| Craigslist |  | 7.6% | 45 |
| Forrent.com |  | 0.8% | 5 |
| HomeFinder.com |  | 7.4% | 44 |
| Hotpads.com |  | 1.5% | 9 |
| Rent.com |  | 7.8% | 46 |
| Sublet.com |  | 0.3% | 2 |
| Trulia |  | 8.6% | 51 |
| Zillow |  | 31.2% | 185 |
| None of the above / Does not apply |  | 58.3% | 346 |

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 |  | 75.2% | 446 |
| No, don't know who to call |  | 24.8% | 147 |



Total: 593

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 |  | 76.1% | 451 |
| No, don't know who to call |  | 23.9% | 142 |
| Total: 593 | | | |

123. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the next 60 days? (Check all that apply.)

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Imported Beer |  | 10.1% | 60 |
| Craft Beer |  | 17.0% | 101 |
| Champagne |  | 5.7% | 34 |
| Premium Hard Alcohol or Spirits |  | 10.1% | 60 |
| White Wine |  | 23.9% | 142 |
| Red Wine |  | 22.9% | 136 |
| Cigars |  | 3.7% | 22 |
| Major Brand Cigarettes |  | 6.7% | 40 |
| Smokeless Tobacco |  | 4.2% | 25 |
| Discount Cigarettes |  | 7.4% | 44 |
| Discount Hard Alcohol or Spirits |  | 8.4% | 50 |
| Domestic Beer |  | 29.3% | 174 |
| Alcoholic Cider |  | 5.6% | 33 |
| None of the above / Does not apply |  | 36.3% | 215 |
| Recreational Marijuana |  | 2.2% | 13 |
| Marijuana Accessories |  | 2.4% | 14 |
| Vaping Kit |  | 0.7% | 4 |
| Vaping Accessories |  | 1.9% | 11 |
| Roll Your Own Cigarette Supplies |  | 0.8% | 5 |
| E-Liquids / Vape Juice |  | 2.4% | 14 |
| Pipe Tobacco |  | 1.2% | 7 |
| Electronic Cigarette Supplies |  | 2.0% | 12 |

| Value | | Percent | Responses |
|--------------------|---|---------|-----------|
| Hookah Accessories |  | 0.5% | 3 |
| Hookah |  | 0.5% | 3 |








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

| Value | | Percent | Responses |
|--------------------------------------|---|---------|-----------|
| Cannabis Dry Flower/Bud |  | 44.4% | 8 |
| Cannabis Edibles |  | 66.7% | 12 |
| Cannabis Tinctures |  | 16.7% | 3 |
| Cannabis Vaporizers |  | 22.2% | 4 |
| Cannabis Cleaning Tools or Supplies |  | 22.2% | 4 |
| Cannabis Concentrates |  | 33.3% | 6 |
| Cannabis Pre-Rolls |  | 27.8% | 5 |
| Organic Cannabis Products |  | 16.7% | 3 |
| Cannabis Oil |  | 38.9% | 7 |
| Cannabis Beauty & Skin Care Products |  | 27.8% | 5 |
| Cannabis Beverages |  | 27.8% | 5 |
| Cannabis Chocolates |  | 33.3% | 6 |
| Medical Cannabis |  | 50.0% | 9 |
| CBD Cannabis |  | 55.6% | 10 |
















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 | | 25.8% | 153 |
| Specialty Teas | | 13.3% | 79 |
| Specialty Coffee | | 23.1% | 137 |
| Gourmet Deli Counter Items | | 17.5% | 104 |
| Cookies | | 46.2% | 274 |
| Snack Cakes | | 23.1% | 137 |
| Potato Chips | | 60.5% | 359 |
| Soft Drinks | | 50.4% | 299 |
| Energy Drinks | | 9.9% | 59 |
| Energy Bars | | 13.8% | 82 |
| Noodle Bowls | | 8.4% | 50 |
| Cupcakes | | 14.8% | 88 |
| Birthday Cake | | 18.4% | 109 |
| Beef Jerky or Meat Sticks | | 24.6% | 146 |
| Bottled Water | | 51.3% | 304 |
| Candy | | 41.0% | 243 |
| Fruit | | 70.0% | 415 |
| Nuts | | 50.9% | 302 |
| Chocolates | | 46.4% | 275 |
| Ice cream | | 53.5% | 317 |
| Cheese | | 79.1% | 469 |
| Artisan Bread | | 19.4% | 115 |













| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Sports Drinks | | 14.0% | 83 |
| Basic Condiments | | 39.6% | 235 |
| Canned Sauces | | 34.6% | 205 |
| Cereal | | 63.1% | 374 |
| Milk | | 78.4% | 465 |
| Chicken | | 82.0% | 486 |
| Pork | | 56.8% | 337 |
| Beef | | 72.5% | 430 |
| Game Meats | | 4.4% | 26 |
| Fish | | 43.0% | 255 |
| Pasta | | 60.0% | 356 |
| Snack Mixes | | 16.4% | 97 |
| Vegetables | | 68.5% | 406 |
| Olive Oil | | 45.9% | 272 |
| Balsamic Vinegar | | 19.9% | 118 |
| Frozen Entrees | | 44.0% | 261 |
| Eggs | | 82.6% | 490 |
| Locally Raised Beef, Pork, Poultry | | 17.2% | 102 |
| Locally Grown Fruit and Vegetables | | 41.7% | 247 |
| Locally Produced Honey | | 22.8% | 135 |
| Organic Food | | 14.3% | 85 |
| Pickled Vegetables | | 13.8% | 82 |
| Artisan Cheese | | 15.3% | 91 |

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Alternative "Meat" Products |  | 6.7% | 40 |
| Sausage |  | 47.7% | 283 |
| Donuts |  | 29.0% | 172 |
| Pastries |  | 23.4% | 139 |
| None of the above / Does not apply |  | 3.7% | 22 |
| Artisan Meats |  | 2.7% | 16 |
| Artisan Condiments |  | 2.4% | 14 |

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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Convenience |  | 66.4% | 394 |
| Better Prices |  | 79.1% | 469 |
| Variety |  | 38.1% | 226 |
| Quality of Selection |  | 52.6% | 312 |
| Quality of Produce |  | 61.6% | 365 |
| Healthy Options |  | 25.6% | 152 |
| Speed of Check Out |  | 30.9% | 183 |
| Size of Store |  | 10.5% | 62 |
| Number of Checkouts |  | 21.2% | 126 |
| Cleanliness of Store |  | 60.7% | 360 |
| Parking |  | 32.7% | 194 |
| Help with Bagging/Packing |  | 13.5% | 80 |
| Loyalty Tokens/Stamps |  | 5.6% | 33 |
| Home Delivery |  | 2.4% | 14 |
| None of the above / Does not apply |  | 2.9% | 17 |

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 |  | 66.9% | 397 |
| Take items home immediately |  | 62.1% | 368 |
| Return items more easily |  | 34.2% | 203 |
| Enjoy the in-store experience |  | 38.3% | 227 |
| Can ask questions to store associates |  | 34.7% | 206 |
| To support local businesses |  | 57.5% | 341 |
| More secure than online purchase |  | 16.4% | 97 |
| Better prices |  | 26.0% | 154 |
| Quality of service |  | 28.0% | 166 |
| Better Selection |  | 22.3% | 132 |
| Local flavor or uniqueness |  | 17.5% | 104 |
| None of the above / Does not apply |  | 5.6% | 33 |













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 | | 52.6% | 312 |
| Donate to a Charity | | 49.1% | 291 |
| Donate to a Church | | 49.2% | 292 |
| Donate to Political Party or Government Representative | | 12.1% | 72 |
| Join a New Church | | 3.4% | 20 |
| Volunteer at Church | | 26.5% | 157 |
| Volunteer for Nonprofit Group | | 19.9% | 118 |
| Retire | | 3.9% | 23 |
| Vote in Upcoming Local Elections | | 47.0% | 279 |
| Vote in Upcoming State or National Elections | | 52.1% | 309 |
| Purchase Season Tickets for Performing Arts | | 7.1% | 42 |
| Attend a Holiday Themed Performance | | 25.1% | 149 |
| Community Activity | | 33.2% | 197 |
| Support an Organization | | 16.2% | 96 |
| Make a Donation | | 34.7% | 206 |
| Register to Vote | | 6.2% | 37 |
| None of the above / Does not apply | | 11.0% | 65 |
| Donate Vehicle | | 1.0% | 6 |
| Have a Baby | | 1.9% | 11 |
| Get Married | | 1.9% | 11 |
| Look into Private Schooling for Children | | 0.5% | 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 | | 36.4% | 216 |
| Community Event | | 56.0% | 332 |
| Festival | | 45.4% | 269 |
| Live Performance | | 42.0% | 249 |
| Fundraising Event | | 25.5% | 151 |
| Seminar | | 10.8% | 64 |
| School Event | | 38.4% | 228 |
| Corporate Event | | 10.3% | 61 |
| Trade Show | | 12.1% | 72 |
| Conference | | 15.7% | 93 |
| Networking Event | | 6.1% | 36 |
| Radio Station Sponsored Event | | 7.4% | 44 |
| Television Station Sponsored Event | | 3.2% | 19 |
| Newspaper Sponsored Event | | 8.9% | 53 |
| None of the above / Does not apply | | 16.9% | 100 |

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.)


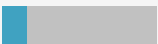
| Value | | Percent | Responses |
|---|--|---------|-----------|
| Participate in Organized Athletics |  | 9.1% | 54 |
| Use a Zip Line |  | 4.9% | 29 |
| Go Camping |  | 24.6% | 146 |
| Go Mountain Biking |  | 2.9% | 17 |
| Go Touring on a Bicycle |  | 4.4% | 26 |
| Go to a Community or City Swimming Pool |  | 20.1% | 119 |
| Take a Guided Backpacking or Hiking Trip |  | 3.9% | 23 |
| Attend a Horse Race |  | 8.9% | 53 |
| Attend a Car, Truck or Motorsport Race |  | 8.9% | 53 |
| Participate in City or Municipal Sponsored Programs |  | 11.8% | 70 |
| Join or Change Health or Fitness Club |  | 10.6% | 63 |
| None of the above / Does not apply |  | 42.5% | 252 |

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

| Value | | Percent | Responses |
|--------------------------------|---|---------|-----------|
| Local Business Website |  | 23.6% | 140 |
| Local Business Blog |  | 4.4% | 26 |
| Local Business Email |  | 13.0% | 77 |
| CitySearch |  | 4.0% | 24 |
| Snapchat |  | 19.9% | 118 |
| Instagram |  | 24.6% | 146 |
| Cinema Ads |  | 12.6% | 75 |
| Facebook Business Page |  | 28.0% | 166 |
| Reviews on Yelp! or Google+ |  | 9.3% | 55 |
| YouTube Promo Video |  | 12.1% | 72 |
| Local Business Text Message |  | 5.2% | 31 |
| Pandora |  | 18.5% | 110 |
| Online Yellow Pages |  | 7.8% | 46 |
| Google Search |  | 61.9% | 367 |
| eBay |  | 36.8% | 218 |
| Spotify |  | 11.0% | 65 |
| Pinterest |  | 39.5% | 234 |
| Google+ Local |  | 7.9% | 47 |
| Clicked on Google Sponsored Ad |  | 18.7% | 111 |
| LinkedIn |  | 20.2% | 120 |
| Angie's List |  | 3.2% | 19 |
| Craigslist |  | 24.1% | 143 |



| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Bing |  | 12.3% | 73 |
| Twitter |  | 21.1% | 125 |
| Amazon |  | 78.8% | 467 |
| None of the above / Does not apply |  | 4.9% | 29 |
| Digital Billboard |  | 1.2% | 7 |

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



| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 82.8% | 491 |
| No |  | 17.2% | 102 |

Total: 593

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

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 58.3% | 346 |
| No |  | 41.7% | 247 |
| Total: 593 | | | |

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










| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 39.8% | 236 |
| No |  | 60.2% | 357 |

Total:593


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 | | 53.8% | 319 |
| Arts and Entertainment | | 27.8% | 165 |
| Automotive - (General) | | 23.9% | 142 |
| Automotive - (New Vehicle Dealership) | | 16.2% | 96 |
| Automotive - (Used Vehicle Dealership) | | 16.0% | 95 |
| Automotive - (Auto Parts store) | | 12.5% | 74 |
| Automotive - (Auto Repair business) | | 6.9% | 41 |
| Automotive - (Auto Body shop) | | 4.4% | 26 |
| Tire Business | | 17.0% | 101 |
| Beauty and Spa Related Businesses | | 14.8% | 88 |
| Child Related Businesses | | 4.4% | 26 |
| Community and State Services | | 17.5% | 104 |
| Education | | 12.5% | 74 |
| Employment Related Businesses | | 10.3% | 61 |
| Event Planning and Services | | 5.9% | 35 |
| Family Activity Related Businesses | | 9.3% | 55 |
| Farm Equipment and Agriculture Businesses | | 8.3% | 49 |
| Financial Services | | 7.9% | 47 |
| Fitness Businesses or Providers | | 4.7% | 28 |
| General Retail | | 37.6% | 223 |
| Grocery / Market | | 29.8% | 177 |
| Home and Garden Related Businesses | | 22.3% | 132 |

| Value | | Percent | Responses |
|---|--|---------|-----------|
| Building Supply/Lumber Business | | 13.2% | 78 |
| Home Service Businesses | | 7.8% | 46 |
| Home Service Contractors | | 7.4% | 44 |
| Hotel and Travel Related Businesses | | 27.8% | 165 |
| Local Services | | 25.8% | 153 |
| Medical Related Businesses - (General) | | 14.2% | 84 |
| Medical Related Businesses - (Chiropractor) | | 5.1% | 30 |
| Medical Related Businesses - (Dentist) | | 8.8% | 52 |
| Medical Related Businesses - (Hospital) | | 4.7% | 28 |
| Nightlife Related Businesses | | 6.7% | 40 |
| Pet / Animal | | 27.2% | 161 |
| Professional Services | | 11.6% | 69 |
| Real Estate Service Businesses | | 5.4% | 32 |
| Recreation Related Businesses | | 9.1% | 54 |
| Restaurant / Bar / Lounge | | 31.7% | 188 |
| Senior Related Businesses | | 8.8% | 52 |
| Specialty Food and Drink | | 12.1% | 72 |
| General Retail - Children's Clothing Store | | 9.1% | 54 |
| General Retail - Clothing Accessory Store | | 15.5% | 92 |
| General Retail - Computer Store | | 9.8% | 58 |
| General Retail - Farming and Agriculture Business | | 6.1% | 36 |
| General Retail - Furniture Store | | 16.4% | 97 |
| General Retail - Hardware Store | | 14.3% | 85 |










| Value | | Percent | Responses |
|---|--|---------|-----------|
| General Retail - Home Entertainment Store |  | 6.1% | 36 |
| General Retail - Jewelry Store |  | 6.2% | 37 |
| General Retail - Major Appliance Store |  | 9.3% | 55 |
| General Retail - Men's Clothing Store |  | 15.5% | 92 |
| General Retail - Mobile Phone Store |  | 7.4% | 44 |
| General Retail - Shoe Store |  | 18.4% | 109 |
| General Retail - Women's Clothing Store |  | 28.0% | 166 |
| None of the above / Does not apply |  | 15.0% | 89 |
| Motorsport Businesses |  | 2.9% | 17 |

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














| Value | | Percent | Responses |
|-------|---|---------|-----------|
| Yes |  | 16.4% | 97 |
| No | | 83.6% | 496 |












Total:593

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 |  | 11.5% | 68 |
| Get a New Part Time Job |  | 9.3% | 55 |
| Get a Temporary or Seasonal Job |  | 5.1% | 30 |
| Use an Employment or Temporary Employment Agency |  | 2.2% | 13 |
| Use a Career Counselor |  | 0.8% | 5 |
| Get a Second (or Third) Job |  | 3.4% | 20 |
| Get First Job after High School |  | 0.3% | 2 |
| Get First Job after College |  | 1.0% | 6 |
| None of the above / Does not apply |  | 77.1% | 457 |

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








| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Retail |  | 4.2% | 25 |
| Admin & Clerical |  | 5.6% | 33 |
| Hotel - Hospitality |  | 3.2% | 19 |
| Health Care |  | 5.7% | 34 |
| Customer Service |  | 5.6% | 33 |
| Management |  | 3.4% | 20 |
| Education |  | 4.7% | 28 |
| Government |  | 3.4% | 20 |
| None of the above / Does not apply |  | 71.7% | 425 |
| Agriculture |  | 1.0% | 6 |
| Automotive |  | 1.7% | 10 |
| Warehouse |  | 1.9% | 11 |
| Construction |  | 1.3% | 8 |
| Accounting |  | 1.5% | 9 |
| Manufacturing |  | 1.9% | 11 |
| Entry Level (New Graduate) |  | 1.5% | 9 |
| Grocery |  | 2.7% | 16 |
| Banking & Finance |  | 1.7% | 10 |
| Child Care |  | 2.0% | 12 |
| Real Estate |  | 1.2% | 7 |
| Insurance |  | 0.8% | 5 |

| Value | | Percent | Responses |
|-------------------------------------|--|---------|-----------|
| Legal |  | 1.5% | 9 |
| Media |  | 1.7% | 10 |
| NonProfit |  | 2.7% | 16 |
| Installation - Maintenance - Repair |  | 1.0% | 6 |
| Restaurant - Food Services |  | 2.7% | 16 |
| Executive Level |  | 2.2% | 13 |
| Engineering |  | 0.8% | 5 |
| Sales & Marketing |  | 2.7% | 16 |
| Information Technology |  | 0.8% | 5 |
| Skilled Labor - Trades |  | 1.3% | 8 |
| Transportation |  | 1.7% | 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 |  | 24.6% | 146 |
| Local Agency Site |  | 13.7% | 81 |
| Craigslist |  | 5.7% | 34 |
| Facebook |  | 10.1% | 60 |
| Indeed.com |  | 22.8% | 135 |
| LinkedIn |  | 14.7% | 87 |
| Monster.com |  | 6.6% | 39 |
| CareerBuilder |  | 6.1% | 36 |
| GlassDoor |  | 4.9% | 29 |
| SimplyHired.com |  | 2.2% | 13 |
| AOL Jobs |  | 0.3% | 2 |
| SnagAJob.com |  | 2.7% | 16 |
| USAjobs.gov |  | 6.9% | 41 |
| USAjobs.org |  | 2.7% | 16 |
| ZipRecruiter |  | 6.6% | 39 |
| JobDiagnosis |  | 0.2% | 1 |
| TheLadders |  | 0.3% | 2 |
| None of the above / Does not apply |  | 51.3% | 304 |







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 |  | 22.4% | 133 |
| Yellow Pages directory |  | 2.2% | 13 |
| Direct mail flyer |  | 19.2% | 114 |
| Deal program/offer |  | 6.6% | 39 |
| Facebook business page offer |  | 12.0% | 71 |
| Billboard advertising |  | 2.5% | 15 |
| None of the above / Does not apply |  | 60.7% | 360 |

141. Which of the following apply to the members of your household with regards to local online deals: (Check all that apply.)

| Value | | Percent | Responses |
|---|---|---------|-----------|
| Subscribe to local online deals provider (like Groupon) |  | 15.3% | 91 |
| Purchased an online deal to a local business in the past 3 months |  | 11.1% | 66 |
| None of the above / Does not apply |  | 78.9% | 468 |

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 |  | 8.9% | 53 |
| Read ads and keep them - using one or two |  | 42.7% | 253 |
| Read ads and keep them - without using any |  | 3.4% | 20 |
| Read ads but throw away without using any |  | 19.4% | 115 |
| Throw ads away unread |  | 18.4% | 109 |
| Do not receive direct mail or advertisements at home or PO Box |  | 7.3% | 43 |

Total: 593


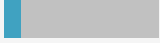
143. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

| | Local radio | Local TV | Local newspaper or print publication | Direct mail flyer | Candidate website | Other | Not applicable | Responses |
|--------------------------------------|----------------|--------------|---|-------------------------|----------------------|-------------|-------------------|-----------|
| Local election Count Row % | 21 3.5% | 120 20.2% | 256 43.2% | 19 3.2% | 32 5.4% | 80 13.5% | 65 11.0% | 593 |
| County election Count Row % | 24 4.0% | 107 18.0% | 281 47.4% | 21 3.5% | 23 3.9% | 70 11.8% | 67 11.3% | 593 |
| State election Count Row % | 19 3.2% | 157 26.5% | 222 37.4% | 10 1.7% | 32 5.4% | 87 14.7% | 66 11.1% | 593 |
| Total Total Responses | | | | | | | | 593 |














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

| Value | | Percent | Responses |
|------------|---|---------|-----------|
| Yes |  | 84.0% | 498 |
| No |  | 16.0% | 95 |
| Total: 593 | | | |








145. Did you vote in the last presidential election?

| Value | | Percent | Responses |
|-------|---|---------|-------------------|
| Yes |  | 89.5% | 531 |
| No |  | 10.5% | 62 |
| | | | Total: 593 |

















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| New Vehicle Dealership |  | 6.9% | 41 |
| Used Vehicle Dealership |  | 7.6% | 45 |
| New and Used Vehicle Dealership |  | 11.6% | 69 |
| Automotive Service |  | 10.5% | 62 |
| Tire Store |  | 9.8% | 58 |
| Auto Parts Store |  | 15.2% | 90 |
| Recreation Vehicle (RV) Dealership |  | 2.2% | 13 |
| RV or Camper Repair |  | 1.3% | 8 |
| Boat Dealer |  | 0.5% | 3 |
| Boat Service |  | 0.5% | 3 |
| Motorcycle Dealer |  | 1.7% | 10 |
| Motorcycle Repair Shop |  | 0.7% | 4 |
| None of the above / Does not apply |  | 62.2% | 369 |













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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Accountant or CPA |  | 2.0% | 12 |
| Legal Firm or Attorney |  | 3.4% | 20 |
| Insurance Agency |  | 6.9% | 41 |
| Tax Advisor |  | 2.5% | 15 |
| Telecommunications Provider |  | 1.3% | 8 |
| Internet Service Provider |  | 4.7% | 28 |
| None of the above / Does not apply |  | 84.8% | 503 |







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

| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Alzheimer's or Memory Care Facility |  | 1.3% | 8 |
| Hearing Aid Center |  | 1.9% | 11 |
| Cardiologist |  | 4.2% | 25 |
| Chiropractor |  | 3.9% | 23 |
| Dentist |  | 10.1% | 60 |
| Dermatologist |  | 4.2% | 25 |
| Hospital |  | 4.4% | 26 |
| Mental Health Provider |  | 2.9% | 17 |
| Optometrist |  | 4.9% | 29 |
| Pediatrician |  | 1.3% | 8 |
| General Practitioner |  | 7.4% | 44 |
| Rehabilitation Clinic |  | 1.0% | 6 |
| Urgent Care Clinic |  | 6.9% | 41 |
| Surgical Specialist |  | 2.4% | 14 |
| Weight Loss Service |  | 2.0% | 12 |
| None of the above / Does not apply |  | 71.3% | 423 |







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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Carpet Cleaning Service |  | 5.4% | 32 |
| Electrician |  | 3.2% | 19 |
| Handyman |  | 6.7% | 40 |
| Heating & Air Conditioning Service |  | 5.4% | 32 |
| Remodeling Contractor |  | 1.9% | 11 |
| General Contractor |  | 1.9% | 11 |
| Landscaper |  | 2.4% | 14 |
| New Home Builder |  | 0.3% | 2 |
| Painting Contractor |  | 1.9% | 11 |
| Plumber or Plumbing Contractor |  | 4.2% | 25 |
| Roofing Contractor |  | 3.9% | 23 |
| None of the above / Does not apply |  | 78.8% | 467 |









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 |  | 2.2% | 13 |
| Home Inspector |  | 0.5% | 3 |
| Mortgage Broker |  | 1.0% | 6 |
| Property Manager |  | 1.2% | 7 |
| Realtor |  | 6.1% | 36 |
| None of the above / Does not apply |  | 91.2% | 541 |


















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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Real Estate Loan Provider |  | 0.8% | 5 |
| Automotive Loan Provider |  | 0.7% | 4 |
| Financial Advisor |  | 2.4% | 14 |
| Bank |  | 13.2% | 78 |
| Credit Union |  | 4.4% | 26 |
| None of the above / Does not apply |  | 82.3% | 488 |









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 |  | 10.3% | 61 |
| Ethnic Restaurant |  | 9.6% | 57 |
| Family Style Restaurant |  | 17.5% | 104 |
| Fast Food Restaurant |  | 17.5% | 104 |
| Fine Dining Restaurant |  | 13.7% | 81 |
| Pizza Restaurant |  | 22.3% | 132 |
| Restaurant with Bar or Lounge |  | 12.6% | 75 |
| None of the above / Does not apply |  | 52.4% | 311 |




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 |  | 9.4% | 56 |
| Clothing Accessory Store |  | 7.6% | 45 |
| Major Appliance Store |  | 3.4% | 20 |
| Computer Store |  | 5.1% | 30 |
| Farming and Agriculture Business |  | 3.2% | 19 |
| Furniture Store |  | 8.6% | 51 |
| Grocery Store |  | 17.7% | 105 |
| Hardware Store |  | 8.1% | 48 |
| Home Entertainment Store |  | 2.7% | 16 |
| Jewelry Store |  | 2.7% | 16 |
| Mobile Phone Store |  | 5.2% | 31 |
| Shoe Store |  | 8.4% | 50 |
| Specialty Food Business |  | 3.0% | 18 |
| Women's Clothing Store |  | 17.7% | 105 |
| Men's Clothing Store |  | 7.9% | 47 |
| Children's Clothing Store |  | 5.9% | 35 |
| None of the above / Does not apply |  | 56.0% | 332 |























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 |  | 5.2% | 31 |
| Any Child Related Business |  | 3.2% | 19 |
| Any Event Planning Business |  | 2.4% | 14 |
| Any Education Business |  | 3.7% | 22 |
| Any Fitness Business |  | 4.7% | 28 |
| Any Pet Related Business |  | 11.3% | 67 |
| Any Senior Related Business |  | 4.4% | 26 |
| None of the above / Does not apply |  | 77.4% | 459 |

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 |  | 21.8% | 129 |
| No |  | 51.6% | 306 |
| Does not apply |  | 26.6% | 158 |
| | | | Total: 593 |

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






















| Value | | Percent | Responses |
|----------------------------------|---|---------|-----------|
| Arts and Entertainment |  | 3.1% | 4 |
| Education |  | 4.6% | 6 |
| General Retail |  | 4.6% | 6 |
| Health and Medical |  | 8.4% | 11 |
| Home Service Businesses |  | 3.1% | 4 |
| Local Services |  | 7.6% | 10 |
| Restaurant / Bar / Lounge |  | 5.3% | 7 |
| Other |  | 42.7% | 56 |
| Apparel and Accessories |  | 2.3% | 3 |
| Automotive |  | 1.5% | 2 |
| Beauty and Spa |  | 1.5% | 2 |
| Child Related Businesses |  | 1.5% | 2 |
| Event Planning and Services |  | 0.8% | 1 |
| Family Activity |  | 0.8% | 1 |
| Financial Services |  | 2.3% | 3 |
| Grocery and Specialty Food/Drink |  | 1.5% | 2 |
| Home and Garden |  | 2.3% | 3 |
| Hotel and Travel |  | 1.5% | 2 |
| Motorsport Businesses |  | 0.8% | 1 |
| Pet / Animal |  | 0.8% | 1 |
| Real Estate |  | 2.3% | 3 |
| Recreation |  | 0.8% | 1 |

Total: 131

157. Which of the following BUSINESS PRODUCTS do you/your household, or does your company, plan to purchase or lease in the next 12 months? (Check all that apply.)









| Value | | Percent | Responses |
|---|--|---------|-----------|
| Business Cards, Letterhead, etc. | | 41.9% | 54 |
| Computer Hardware | | 14.7% | 19 |
| Office Copier | | 5.4% | 7 |
| Business Logo Apparel | | 22.5% | 29 |
| Networking Hardware or Software | | 10.1% | 13 |
| Office Furniture, Fixtures or Interiors | | 11.6% | 15 |
| Office Cleaning Supplies | | 19.4% | 25 |
| Office Supplies | | 47.3% | 61 |
| Office Printer | | 12.4% | 16 |
| Promotional Items | | 21.7% | 28 |
| Security System | | 5.4% | 7 |
| Telephone Systems | | 7.0% | 9 |
| Uniforms or Work Clothing | | 10.9% | 14 |
| None of the above / Does not apply | | 25.6% | 33 |

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 |  | 7.0% | 9 |
| Business Advertising |  | 7.0% | 9 |
| Business Internet Services |  | 5.4% | 7 |
| Business Internet Service Provider |  | 3.1% | 4 |
| Business Marketing Services |  | 3.1% | 4 |
| Business Payroll Services |  | 3.1% | 4 |
| Business Printing Services |  | 3.9% | 5 |
| None of the above / Does not apply |  | 79.1% | 102 |
| Business Financial Consulting |  | 1.6% | 2 |
| Business Advisory Services |  | 1.6% | 2 |
| Business Cellular Phone Service |  | 1.6% | 2 |
| Business Computer Consulting |  | 1.6% | 2 |
| Business Construction Contractor |  | 1.6% | 2 |
| Business Employment Agency |  | 0.8% | 1 |
| Business Legal Services or Attorney |  | 0.8% | 1 |
| Business Meetings or Conventions |  | 0.8% | 1 |
| Business Realty Services |  | 0.8% | 1 |
| Business Recruitment |  | 1.6% | 2 |
| Business Security Services |  | 0.8% | 1 |
| Business Sign Company Services |  | 1.6% | 2 |
| Business Shuttle or Limo Services |  | 1.6% | 2 |

| Value | | Percent | Responses |
|------------------------------------|--|---------|-----------|
| Business Staffing or Temp Services | | 1.6% | 2 |
| Business Travel Agency | | 1.6% | 2 |
| Business Television Media Service | | 0.8% | 1 |
| Business Radio Media Service | | 1.6% | 2 |









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

| Value | | Percent | Responses |
|------------------------------------|---|---------|-----------|
| Rent New Office |  | 4.7% | 6 |
| Add New Locations |  | 3.1% | 4 |
| Renovate Existing Facilities |  | 6.2% | 8 |
| Construct New Facilities |  | 7.0% | 9 |
| Buy or Rent Industrial Space |  | 0.8% | 1 |
| Buy or Rent Warehouse space |  | 1.6% | 2 |
| Install New Commercial Carpeting |  | 1.6% | 2 |
| None of the above / Does not apply |  | 82.2% | 106 |























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

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Purchase New Business Automobiles |  | 2.3% | 3 |
| Purchase Used Business Automobiles |  | 3.1% | 4 |
| Purchase New Business Trucks |  | 3.1% | 4 |
| Purchase Used Business Trucks |  | 7.0% | 9 |
| Lease New Business Automobiles |  | 1.6% | 2 |
| Lease New Business Trucks |  | 0.8% | 1 |
| Purchase New Business Delivery Vehicles |  | 0.8% | 1 |
| Purchase Used Business Delivery Vehicles |  | 3.1% | 4 |
| Purchase New Heavy Duty or Commercial Business Trucks |  | 2.3% | 3 |
| Purchase Used Heavy Duty or Commercial Business Trucks |  | 1.6% | 2 |
| None of the above / Does not apply |  | 87.6% | 113 |



















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

| Value | | Percent | Responses |
|-------------------------------------|---|---------|-----------|
| Business Insurance |  | 3.9% | 5 |
| Business Health Insurance |  | 5.4% | 7 |
| Business Dental Insurance |  | 4.7% | 6 |
| Business 401K or Retirement Program |  | 4.7% | 6 |
| Business "Key Man" Insurance |  | 1.6% | 2 |
| Business Property Insurance |  | 4.7% | 6 |
| Business Commercial Insurance |  | 2.3% | 3 |
| None of the above / Does not apply |  | 89.1% | 115 |



















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

| Value | | Percent | Responses |
|---------------------------------------|---|---------|-----------|
| Local Newspaper |  | 28.7% | 37 |
| Local Newspaper Site |  | 7.8% | 10 |
| Local Radio |  | 16.3% | 21 |
| Local Television |  | 9.3% | 12 |
| Local Free or Alternative publication |  | 5.4% | 7 |
| Other Print Publications |  | 7.8% | 10 |
| Facebook |  | 42.6% | 55 |
| Twitter |  | 7.0% | 9 |
| Other Social Media |  | 14.7% | 19 |
| Search Engine Optimization (SEO, SEM) |  | 7.8% | 10 |
| Word of Mouth or Referrals |  | 38.8% | 50 |
| Billboards |  | 3.9% | 5 |
| Direct Mail |  | 13.2% | 17 |
| Coupons or "Deal of the Day" |  | 5.4% | 7 |
| Banner Ads |  | 7.0% | 9 |
| Online Advertising |  | 14.0% | 18 |
| None of the above / Does not apply |  | 17.1% | 22 |
| Fliers or Door Hangers |  | 2.3% | 3 |
| Sign "Spinners" |  | 0.8% | 1 |
| Telemarketing |  | 0.8% | 1 |
| Yellow Pages |  | 2.3% | 3 |
| Retargeting Web Ads |  | 1.6% | 2 |




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

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Have an ongoing digital marketing campaign |  | 7.0% | 9 |
| Use social media for promoting business |  | 28.7% | 37 |
| Website optimized for mobile (responsive) |  | 14.7% | 19 |
| Ongoing search optimization (SEO, SEM) |  | 6.2% | 8 |
| Banner ads |  | 6.2% | 8 |
| Cost-per-click ads (CPC, PPC) |  | 3.9% | 5 |
| Cost-per-mille ads (CPM) |  | 2.3% | 3 |
| Programmatic ads |  | 2.3% | 3 |
| Retargeting ads |  | 0.8% | 1 |
| Video ads |  | 3.9% | 5 |
| Google ads (Adwords) |  | 5.4% | 7 |
| Facebook ads |  | 25.6% | 33 |
| Sponsored content |  | 3.1% | 4 |
| Email advertising |  | 9.3% | 12 |
| Site analytics |  | 8.5% | 11 |
| Use a Digital Agency |  | 3.9% | 5 |
| Digital ads through newspaper |  | 3.1% | 4 |
| None of the above/Does not apply |  | 43.4% | 56 |




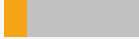

164. Which of the following are you interested in doing in the next 12 months to drive your business? (Check all that apply)

| Value | | Percent | Responses |
|--|---|---------|-----------|
| Have an ongoing digital marketing campaign |  | 7.0% | 9 |
| Use social media for promoting business |  | 18.6% | 24 |
| Website optimized for mobile (responsive) |  | 6.2% | 8 |
| Ongoing search optimization (SEO, SEM) |  | 7.0% | 9 |
| Banner ads |  | 4.7% | 6 |
| Cost-per-click ads (CPC, PPC) |  | 3.9% | 5 |
| Cost-per-mille ads (CPM) |  | 3.1% | 4 |
| Programmatic ads |  | 1.6% | 2 |
| Retargeting ads |  | 2.3% | 3 |
| Video ads |  | 6.2% | 8 |
| Google ads (Adwords) |  | 7.8% | 10 |
| Facebook ads |  | 18.6% | 24 |
| Sponsored content |  | 4.7% | 6 |
| Email advertising |  | 11.6% | 15 |
| Site analytics |  | 8.5% | 11 |
| Use a Digital Agency |  | 3.1% | 4 |
| Digital ads through newspaper |  | 4.7% | 6 |
| None of the above/Does not apply |  | 59.7% | 77 |




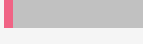


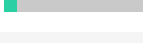
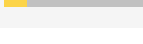

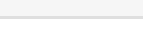
165. Would you like help in putting together a comprehensive advertising plan for your business?

| Value | | Percent | Responses |
|------------|---|---------|------------|
| Yes |  | 1.6% | 2 |
| No |  | 92.9% | 118 |
| Don't know |  | 5.5% | 7 |
| | | | Total: 127 |

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

| Value | | Percent | Responses |
|------------|---|---------|-------------------|
| 0% |  | 4.0% | 24 |
| 1% - 25% |  | 45.5% | 270 |
| 26% - 50% |  | 20.9% | 124 |
| 51% - 75% |  | 16.7% | 99 |
| 76% - 100% |  | 12.8% | 76 |
| | | | Total: 593 |
| | | | Avg 35% |






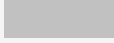
167. Which age brackets do you fall into?

| Value | | Percent | Responses |
|-------------|--|---------|-----------|
| 20 - 24 |  | 1.2% | 7 |
| 25 - 30 |  | 3.2% | 19 |
| 31 - 34 |  | 4.0% | 24 |
| 35 - 40 |  | 6.2% | 37 |
| 41 - 45 |  | 5.4% | 32 |
| 46 - 49 |  | 5.6% | 33 |
| 50 - 54 |  | 9.1% | 54 |
| 55 - 60 |  | 17.2% | 102 |
| 61 - 69 |  | 25.0% | 148 |
| 70 or older |  | 23.1% | 137 |

Total: 593









Avg 58

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

| Value | | Percent | Responses |
|---------------------|---|---------|-----------|
| Metro / Urban |  | 8.1% | 48 |
| Small/Mid-Size Town |  | 51.6% | 306 |
| Suburban |  | 8.6% | 51 |
| Rural |  | 29.8% | 177 |
| Vacation community |  | 0.8% | 5 |
| Other |  | 1.0% | 6 |

Total: 593

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








| Value | | Percent | Responses |
|---|--|---------|-----------|
| Grade School (8th Grade or Less) |  | 0.2% | 1 |
| Some High School (Not Graduate) |  | 1.0% | 6 |
| High School Graduate (12th grade) |  | 12.6% | 75 |
| Vocational or Technical Training |  | 7.6% | 45 |
| Some College |  | 21.8% | 129 |
| College Graduate |  | 28.3% | 168 |
| Some Post-Graduate Study (No Advanced Degree) |  | 7.3% | 43 |
| Post-Graduate Degree |  | 21.2% | 126 |

Total: 593

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





| Value | | Percent | Responses |
|-----------------------|---|---------|---------------------|
| Under \$20,000 |  | 10.2% | 59 |
| \$20,000 - \$24,999 |  | 4.8% | 28 |
| \$25,000 - \$29,999 |  | 4.5% | 26 |
| \$30,000 - \$34,999 |  | 5.9% | 34 |
| \$35,000 - \$39,999 |  | 3.6% | 21 |
| \$40,000 - \$44,999 |  | 5.4% | 31 |
| \$45,000 - \$49,999 |  | 5.7% | 33 |
| \$50,000 - \$74,999 |  | 21.9% | 127 |
| \$75,000 - \$99,999 |  | 15.2% | 88 |
| \$100,000 - \$124,999 |  | 9.5% | 55 |
| \$125,000 - \$149,999 |  | 5.2% | 30 |
| \$150,000 - \$200,000 |  | 4.8% | 28 |
| Over \$200,000 |  | 3.3% | 19 |
| | | | Total: 579 |
| | | | Avg \$74,016 |

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




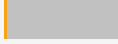

| Value | | Percent | Responses |
|--|---|---------|-----------|
| American Indian, Eskimo or Alaska native |  | 0.8% | 5 |
| Black or African-American |  | 1.7% | 10 |
| Asian |  | 0.2% | 1 |
| White or Caucasian |  | 90.7% | 538 |
| Hispanic |  | 1.5% | 9 |
| Other |  | 1.0% | 6 |
| Prefer not to answer |  | 4.0% | 24 |

Total: 593





172. Are you...

| Value | | Percent | Responses |
|---------------------------------|---|---------|-------------------|
| Male |  | 26.6% | 158 |
| Female | | 69.8% | 414 |
| Transgender Male |  | 0.2% | 1 |
| Gender Variant / Non-conforming |  | 0.2% | 1 |
| Prefer not to answer |  | 3.2% | 19 |
| | | | Total: 593 |

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




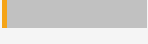

| Value | | Percent | Responses |
|--------------------|---|---------|-------------------|
| Single Family Home |  | 86.5% | 513 |
| Apartment |  | 6.6% | 39 |
| Condominium |  | 2.0% | 12 |
| Mobile Home |  | 2.7% | 16 |
| Other |  | 2.2% | 13 |
| | | | Total: 593 |

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 |  | 81.1% | 481 |
| Rented |  | 14.2% | 84 |
| Occupied Without Payment of Rent |  | 2.0% | 12 |
| Other |  | 2.7% | 16 |

Total: 593

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

| Value | | Percent | Responses |
|-----------|---|---------|-------------------|
| None |  | 77.2% | 458 |
| 1 |  | 8.8% | 52 |
| 2 |  | 7.8% | 46 |
| 3 |  | 4.2% | 25 |
| 4 or more |  | 2.0% | 12 |
| | | | Total: 593 |

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 |  | 44.4% | 262 |
| No |  | 55.6% | 328 |
| Total: 590 | | | |