

# The Pulse of America 2020 Survey Report (Mountain Region)

## Response Counts

Completion Rate:

100%



Complete




470

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Total: 470

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	470
			<b>Total: 470</b>

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


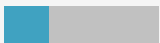
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	102 21.7%	127 27.0%	182 38.7%	59 12.6%	470
Business news Count Row %	119 25.3%	173 36.8%	148 31.5%	30 6.4%	470
Government news Count Row %	142 30.2%	170 36.2%	133 28.3%	25 5.3%	470
High school sports news Count Row %	73 15.5%	84 17.9%	176 37.4%	137 29.1%	470
Crime news Count Row %	193 41.1%	167 35.5%	94 20.0%	16 3.4%	470
Clubs and organizations news Count Row %	71 15.1%	151 32.1%	196 41.7%	52 11.1%	470
Total Total Responses					470

3. On a scale of 1 to 5, with 5 being EXCELLENT and 1 being VERY POOR, please rate your local newspaper (including website) on the following factors: (Check one each row)

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Easy to read and well designed Count Row %	2 0.4%	13 2.8%	65 13.8%	209 44.5%	177 37.7%	4 0.9%	470
Local news coverage Count Row %	8 1.7%	25 5.3%	46 9.8%	214 45.5%	171 36.4%	6 1.3%	470
Reporting objectivity Count Row %	13 2.8%	29 6.2%	112 23.8%	189 40.2%	112 23.8%	15 3.2%	470
Headline objectivity Count Row %	9 1.9%	22 4.7%	106 22.6%	222 47.2%	100 21.3%	11 2.3%	470
Local school news Count Row %	3 0.6%	7 1.5%	92 19.6%	194 41.3%	129 27.4%	45 9.6%	470
County news coverage Count Row %	7 1.5%	23 4.9%	85 18.1%	214 45.5%	123 26.2%	18 3.8%	470
Local city/community news coverage Count Row %	7 1.5%	15 3.2%	49 10.4%	212 45.1%	177 37.7%	10 2.1%	470
Environmental news coverage Count Row %	13 2.8%	28 6.0%	138 29.4%	183 38.9%	78 16.6%	30 6.4%	470
Courts and cops news coverage Count Row %	12 2.6%	22 4.7%	88 18.7%	205 43.6%	123 26.2%	20 4.3%	470
Local sports coverage Count Row %	4 0.9%	4 0.9%	66 14.0%	171 36.4%	164 34.9%	61 13.0%	470




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	7	13	69	219	139	23	470
Count	1.5%	2.8%	14.7%	46.6%	29.6%	4.9%	
Row %							
People and features coverage	5	10	95	221	124	15	470
Count	1.1%	2.1%	20.2%	47.0%	26.4%	3.2%	
Row %							
Total							
Total Responses							470

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

Value		Percent	Responses
Yes		71.1%	334
No		28.9%	136


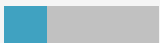
**Total: 470**

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		45.8%	153
No		50.3%	168
None of the above / Does not apply		3.9%	13

**Total: 334**




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

Value		Percent	Responses
Yes		72.3%	340
No		27.7%	130

**Total: 470**


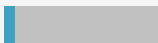


7. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		43.2%	147
No		50.9%	173
None of the above / Does not apply		5.9%	20



**Total: 340**

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

Value		Percent	Responses
Yes		92.6%	435
No		7.4%	35

Total: 470

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		63.2%	275
No		36.8%	160

**Total: 435**




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

Value		Percent	Responses
1		36.8%	160
2		50.8%	221
3		6.4%	28
4		3.9%	17
5 or more		2.1%	9
			<b>Total: 435</b>






### Statistics

Average 1.8

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













Value		Percent	Responses
Adult male		71.0%	309
Adult female		74.3%	323
Minor under 18		3.4%	15

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

Value		Percent	Responses
Yes, always		18.2%	79
Yes, frequently		30.6%	133
Yes, sometimes		34.5%	150
Seldom		13.3%	58
Never		3.4%	15

Total: 435

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		14.5%	63
Local Daily Newspaper		77.5%	337
Local Paid Weekly Community Newspaper		30.6%	133
Local Free Weekly Print Publication (a Shopper or Newspaper)		45.1%	196
Local Alternative Publication		4.4%	19
Local City or Regional Magazine		22.1%	96
Local Specialty Publication		12.9%	56
Local Business Publication		14.3%	62
Local Ethnic Publication		0.9%	4
Local Parenting Publication		0.9%	4
Local Senior Publication		11.0%	48
None of the above / Does not apply		2.3%	10

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

	Always	Frequently	Occasionally	Never	Responses
<b>Classified Ads</b>					
Count	79	130	196	30	435
Row %	18.2%	29.9%	45.1%	6.9%	
<b>Retail Store Ads</b>					
Count	113	196	112	14	435
Row %	26.0%	45.1%	25.7%	3.2%	
<b>Ad Inserts</b>					
Count	107	162	137	29	435
Row %	24.6%	37.2%	31.5%	6.7%	
<b>Real Estate Ads</b>					
Count	32	80	212	111	435
Row %	7.4%	18.4%	48.7%	25.5%	
<b>Automotive Ads</b>					
Count	23	59	232	121	435
Row %	5.3%	13.6%	53.3%	27.8%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	65	154	184	32	435
Row %	14.9%	35.4%	42.3%	7.4%	
<b>Political Ads</b>					
Count	28	63	210	134	435
Row %	6.4%	14.5%	48.3%	30.8%	
<b>Legal Notices</b>					
Count	44	65	195	131	435
Row %	10.1%	14.9%	44.8%	30.1%	
<b>Total</b>					
Total Responses					435






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



Value		Percent	Responses
Published in the Local Newspaper		57.0%	268
Posted on a Government Website		7.7%	36
No preference		35.3%	166

**Total: 470**

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		18.9%	89
No		79.8%	375
Don't know		1.3%	6
			<b>Total: 470</b>

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		28.1%	25
Satisfactory response (received many inquiries)		43.8%	39
Poor response (received very few inquiries)		28.1%	25








**Total: 89**

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

Value		Percent	Responses
Yes		56.6%	266
No		43.4%	204






















**Total: 470**

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

Value		Percent	Responses
Daily		17.9%	84
Couple times week		16.6%	78
Weekly		8.5%	40
Couple times month		14.5%	68
Monthly		3.2%	15
Less Monthly		17.2%	81
Have not visited / Does not apply		22.1%	104














**Total: 470**

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		7.0%	33
Auto Detailing Shop		5.3%	25
Auto Glass Repair Shop		13.0%	61
Oil Change Station		48.7%	229
Auto Parts Store		35.1%	165
Auto Repair Shop		21.5%	101
Auto Salvage Yard		5.5%	26
Auto Battery Store		10.0%	47
Car Wash		69.8%	328
Gas Station		81.9%	385
New Vehicle Dealership		10.4%	49
Used Vehicle Dealership		13.0%	61
Pick and Pull Lot		4.3%	20
Recreation Vehicle (RV) Dealership		4.5%	21
RV or Camper Repair		3.6%	17
Tire Store		29.8%	140
None of the above / Does not apply		7.0%	33
Auto Paint Shop		1.7%	8
Auto Towing Service		2.1%	10
Auto Window Tinting		2.1%	10
Auto Stereo Installation		0.9%	4









Value		Percent	Responses
Car Audio Store		0.6%	3
Commercial Truck Dealership		0.4%	2
Commercial Truck Repair Shop		0.6%	3
Trailer & Utility Trailer		2.1%	10
Trailer Rental Service		0.6%	3

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

Value		Percent	Responses
Boat Dealer		1.1%	5
Boating Accessory Store		1.9%	9
Boat Repair Shop		1.7%	8
Boat Rental Service		0.6%	3
All-Terrain Vehicle (ATV) Dealer		7.4%	35
Watercraft Dealer		0.4%	2
Watercraft Rental Shop		1.1%	5
Motorcycle Dealer		4.3%	20
Motorcycle Repair Shop		2.1%	10
Motorcycle Accessory Store		4.7%	22
Golf Cart Dealer		0.6%	3
Boat and RV Storage Facility		1.5%	7
None of the above / Does not apply		84.7%	398



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













Value		Percent	Responses
New Farm Equipment Dealer		1.9%	9
Used Farm Equipment Dealer		3.6%	17
Farm Truck and Tractor Repair Shop		3.4%	16
Agriculture Farm Supply Store		15.5%	73
Agricultural Service		3.8%	18
Farming Structure Building Contractor		1.3%	6
Animal Feed Store		14.9%	70
None of the above / Does not apply		74.7%	351

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		19.4%	91
Bakery		44.5%	209
Specialty Cake Bakery		5.1%	24
Cupcake Shop		6.8%	32
Donut Shop		25.5%	120
Beverage Distributor		7.0%	33
Beer Shop		20.2%	95
Brewery or Brew Pub		26.6%	125
Candy Store		11.9%	56
Cheese Shop		7.9%	37
Chocolate Shop		13.2%	62
Coffee & Tea Shop		32.6%	153
Espresso or Coffee Shop		31.9%	150
Cookie Store		12.6%	59
Convenience Store		66.6%	313
Dessert Restaurant		6.4%	30
Distillery		5.5%	26
Ethnic Food Restaurant		33.8%	159
Ice Cream or Frozen Yogurt Shop		30.6%	144
Smoothie or Juice Bar		9.1%	43
Liquor Store		37.7%	177

Value		Percent	Responses
Tea Shop		4.0%	19
Winery		9.6%	45
Wine Shop		9.1%	43
None of the above / Does not apply		9.4%	44
U-Brew Beer or Wine Store		1.1%	5

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		18.7%	88
Grocery Store (Discount)		44.5%	209
Grocery Store (Ethnic)		4.7%	22
Farmers Market		26.0%	122
Grocery Store (Co-op)		13.4%	63
Grocery Store (Independent/Citywide)		34.5%	162
Grocery Store (Major or Regional Chain)		83.2%	391
Meat Market or Butcher Shop		16.6%	78
Grocery Store (Neighborhood/Local/Mom & Pop)		34.0%	160
Seafood Market		4.7%	22
Specialty Food Market		6.0%	28
None of the above / Does not apply		0.9%	4













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		30.0%	141
Day Spa		7.7%	36
Eyelash Extension Salon		1.3%	6
Hair Removal Salon		3.2%	15
Hair and Beauty Salon (Find New or Change Existing)		53.6%	252
Makeup Artist		1.1%	5
Massage Spa		18.1%	85
Nail Salon		27.4%	129
Skin Care Store		3.6%	17
Tanning Salon		3.2%	15
Tattoo Studio		6.8%	32
None of the above / Does not apply		20.9%	98

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













Value		Percent	Responses
Arcade		7.0%	33
Arts & Crafts Fair		41.7%	196
Casino		24.9%	117
Community Theatre		28.9%	136
Movie Theater		64.7%	304
Museum		31.5%	148
Live Theater		20.4%	96
Performing Arts Center		18.3%	86
Bingo Hall		6.6%	31
Social Club		8.9%	42
Stadium or Arena		19.1%	90
Rodeo		24.3%	114
Wine Tour		4.3%	20
Music Festival		15.7%	74
Wine Festival		5.5%	26
Food Festival		20.6%	97
Seasonal Festival		27.2%	128
Arts Organization		11.1%	52
Cultural Center		9.4%	44
Local Festival		27.0%	127
Historical Society		14.3%	67
None of the above / Does not apply		12.3%	58

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		21.5%	101
Professional Sports Team		11.7%	55
Amusement Center / Park		24.0%	113
Family Play Center		8.5%	40
Family Entertainment Center		16.6%	78
Go Kart Track		6.2%	29
Horseback Riding		8.5%	40
Outdoor Park		38.7%	182
Ice Skating or Roller Rink		13.4%	63
Athletic Club		15.5%	73
Zoo		29.6%	139
None of the above / Does not apply		31.5%	148












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%	6
CrossFit Gym		2.6%	12
Dance Studio		4.0%	19
Fitness Boot Camp		1.5%	7
Exercise Classes		18.3%	86
Gym, Fitness or Athletic Club		34.0%	160
Martial Arts Studio		2.8%	13
Personal Trainer		4.5%	21
Rock Climbing Gym		2.1%	10
Swimming Lessons		6.0%	28
Yoga Studio		10.2%	48
None of the above / Does not apply		50.6%	238
















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		5.5%	26
Bait & Tackle Shop		17.7%	83
Bicycle Shop		8.1%	38
Bicycle Repair Shop		7.2%	34
Bicycle Rental Service		1.3%	6
Bowling Alley		23.6%	111
Dive Shop		1.5%	7
Fishing Supply Store		16.8%	79
Golf Course		14.9%	70
Golf Driving Range		8.1%	38
Golf Pro Shop		6.8%	32
Gun Shooting Range		17.7%	83
Gun Store		20.4%	96
Miniature Golf Course		12.8%	60
Outdoor Gear Store		17.0%	80
Ski Shop		7.7%	36
New Sporting Goods Store		14.5%	68
Used Sporting Goods Store		11.3%	53
None of the above / Does not apply		37.4%	176

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

Value		Percent	Responses
Adult Club or Entertainment Company		3.4%	16
Bar, Lounge or Pub		39.6%	186
Comedy Club		8.3%	39
Dancing or Night Club		8.7%	41
Music or Concert Hall		24.7%	116
Billiard Hall		4.3%	20
Sports Bar		27.2%	128
Wine Bar		10.4%	49
None of the above / Does not apply		42.8%	201

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%	8
Card or Stationery Store		15.5%	73
Announcement Printing Service		5.3%	25
Catering Service		4.3%	20
Disc Jockey (DJ)		2.3%	11
Event Coordinator		1.7%	8
Hotel Meeting Room or Event Space		9.4%	44
Musician or Band		7.7%	36
Party Supply Store		12.8%	60
Photographer		9.6%	45
Event Space or Venue		4.7%	22
Videographer		0.9%	4
Wedding Venue or Banquet Hall		1.3%	6
Wedding Planner		1.1%	5
None of the above / Does not apply		62.3%	293

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		13.4%	63
University		6.4%	30
Community College		9.4%	44
Elementary School		7.2%	34
Middle or High School		9.1%	43
Adult Education School		9.6%	45
Preschool		3.0%	14
Art School		3.4%	16
Dance Studio		3.0%	14
Musical Instruments and Lessons		6.4%	30
Vocational School		3.2%	15
Lecture or Seminar Series		4.9%	23
None of the above / Does not apply		60.0%	282
Culinary School		2.1%	10
Beauty School		2.8%	13
Driving School		1.3%	6
Language School		0.9%	4
Tutoring Center		0.2%	1
Private Elementary School		0.6%	3
Private Middle School		0.6%	3
Private High School		0.6%	3

Value		Percent	Responses
Private K-12 School		0.9%	4
Private Tutor		0.2%	1
Real Estate School		0.9%	4
Aviation / Flight School		0.6%	3
Graduate school		1.9%	9
Parochial School		1.1%	5

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		28.7%	135
Credit Union		14.7%	69
Financial Advisor		9.4%	44
Stockbroker		2.8%	13
None of the above / Does not apply		64.5%	303

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		1.9%	9
Bankruptcy Service		0.4%	2
Business Development Service		0.9%	4
Bookkeeping Service		6.8%	32
Car Leasing Service		2.8%	13
Check Cashing Service		2.6%	12
Credit Repair Service		2.3%	11
Credit Counseling Service		2.3%	11
Debt Consolidation Company		2.1%	10
Money Transfer Service		4.0%	19
Payday Loan Company		1.1%	5
Tax Return Service		34.3%	161
Title Loan Company		2.3%	11
None of the above / Does not apply		54.5%	256
























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		14.9%	70
Dentist		36.2%	170
General Practitioner		20.2%	95
Family Practitioner		24.3%	114
Optometrist		23.0%	108
Pediatrician		3.0%	14
None of the above / Does not apply		48.3%	227

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		20.9%	98
Hospital		10.6%	50
Medical Clinic		16.6%	78
Mental Health Service		3.8%	18
None of the above / Does not apply		69.4%	326

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		4.9%	23
Allergy or Asthma Specialist		9.4%	44
Cardiologist		16.0%	75
Cancer Specialist		4.3%	20
Mental Health Provider		8.7%	41
Dermatologist		20.2%	95
Denture or Implant Specialist		9.6%	45
Obstetrician & Gynecologist		8.9%	42
Orthodontist		4.3%	20
Ear, Nose & Throat Doctor		10.2%	48
Gastroenterologist		5.1%	24
Internal Medicine Doctor		16.8%	79
Massage Therapist		22.6%	106
Naturopathic Practitioner		4.5%	21
Nutritionist or Dietician		3.4%	16
Oncologist		4.5%	21
Ophthalmologist		13.0%	61
Orthopedist		3.2%	15
Physical Therapist		12.3%	58
Psychiatrist		3.0%	14
Podiatrist		5.1%	24

Value		Percent	Responses
Urologist		6.2%	29
Surgical Specialist		5.5%	26
None of the above / Does not apply		26.2%	123
Cardiovascular Surgeon		2.3%	11
Cryotherapy		0.2%	1
Cosmetic or Plastic Surgeon		2.8%	13
Cosmetic Dentist		2.3%	11
Oral Surgeon		2.1%	10
Home Health Care Provider		1.7%	8

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







Value		Percent	Responses
Audiology Clinic		4.5%	21
Blood Donation Center		10.2%	48
Hearing Aid Center		10.0%	47
Laboratory or Medical Testing Facility		18.1%	85
Medical Marijuana Authorization		3.2%	15
Medical Marijuana Dispensary		3.8%	18
Medical Imaging Service		12.8%	60
Mental Health Service		4.7%	22
Mental Health Clinic		3.6%	17
Medical Supply Store		3.4%	16
Pain Management Physician		6.6%	31
Pain Clinic		3.6%	17
Pain Control Clinic		3.2%	15
Physical Health Center		3.4%	16
Sleep Disorder Clinic		5.5%	26
Urgent Care Clinic		12.6%	59
Walk-In Clinic		17.2%	81
None of the above / Does not apply		39.8%	187
Alcoholism Treatment Program		0.2%	1
Alzheimer's or Memory Care Facility		0.6%	3
Drug Addiction Treatment Center		0.4%	2

Value		Percent	Responses
Drug Testing Service		1.1%	5
Hospice Care Provider		1.1%	5
Laser Eye Surgery Clinic		2.8%	13
Memory Care Facility		0.6%	3
Medical Spa		0.6%	3
Rehabilitation Clinic		1.7%	8
Sports Medicine Clinic		1.3%	6
Vascular Surgeon or Vein Center		2.3%	11








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		51.5%	242
Regional Airport		36.6%	172
Bed & Breakfast		10.6%	50
Campground		25.1%	118
Cruise Line		7.2%	34
Hotel or Motel (Local)		13.2%	62
Hotel or Motel (Out-of-Town)		66.2%	311
Luggage-Travel Store		0.4%	2
RV Rental Company		0.9%	4
Ski Resort		5.3%	25
Tour Company		4.0%	19
Shuttle Service		12.8%	60
Limo Service		1.1%	5
Taxi Service		7.0%	33
Travel Agent		7.9%	37
None of the above / Does not apply		20.6%	97



















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

Value		Percent	Responses
Auction House		7.7%	36
Courier or Delivery Service		7.4%	35
Compost / Yard Waste Service		7.9%	37
Dry Cleaning or Laundry Service		21.3%	100
Electronics Repair Shop		3.8%	18
Information Technology (IT) Service		4.7%	22
Jewelry Repair Shop		11.7%	55
Mail Store		22.3%	105
Printing Service		10.6%	50
Propane Dealer		15.5%	73
Propane Home Heating Service		4.3%	20
Junkyard		6.4%	30
Recycling Center		21.1%	99
Self-Storage Facility		8.1%	38
Sewing and Alterations Shop		6.2%	29
Small Engine Repair Shop		7.0%	33
Shipping Center		17.7%	83
Shoe Repair Shop		4.3%	20
Watch or Clock Repair Shop		6.4%	30
Mobile or Cell Phone Repair Shop		9.1%	43
Tool / Equipment Rental Service		5.3%	25







Value		Percent	Responses
Car Rental Agency		9.8%	46
None of the above / Does not apply		26.8%	126
Bottled Water Delivery Service		2.3%	11
Moving Truck Rental Company		1.9%	9
Funeral Service Provider		1.5%	7
Cremation Service Provider		0.9%	4
Marriage Counselor		0.6%	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		21.1%	99
Charity or Philanthropic Organization		13.8%	65
Church		52.6%	247
City or Municipal Service		16.6%	78
Community Organization		10.4%	49
Government or Political Service		3.8%	18
Community Service or Non-Profit Organization		14.9%	70
City Center		7.4%	35
City or Town Hall		21.7%	102
Civic Center		10.9%	51
Community Center		20.2%	95
Convention Center		8.5%	40
County Government Office		19.4%	91
Department of Social Services		4.9%	23
Employment Center		5.7%	27
Government Economic Program		2.1%	10
Youth Organization		4.3%	20
None of the above / Does not apply		23.0%	108

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		13.2%	62
Painting Contractor		6.0%	28
Plumber or Plumbing Contractor		12.3%	58
None of the above / Does not apply		78.9%	371

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

Value		Percent	Responses
Appliance Repair Service		6.6%	31
Air Duct Cleaning Service		7.0%	33
Carpenter or Woodworker		10.9%	51
Carpet Installation Contractor		8.1%	38
Concrete Contractor		5.5%	26
Countertop Contractor		3.0%	14
Drywall Installation or Repair Contractor		6.2%	29
Deck Builder		3.0%	14
Fencing Contractor		4.3%	20
Furnace Contractor		3.8%	18
Flooring Installation Service		10.0%	47
Handyman		17.7%	83
Heating & Air Conditioning Service		13.8%	65
Garage Door Contractor		5.7%	27
Garbage Collection Service		15.5%	73
General Contractor		5.7%	27
Gutter Installation or Repair Contractor		3.6%	17
Mover or Moving Company		3.0%	14
Junk Removal or Hauling Service		3.2%	15
Kitchen or Bath Remodeling Company		6.0%	28
Landscaping Service		8.3%	39

Value		Percent	Responses
Roofing Contractor		4.0%	19
Remodeling Contractor		3.0%	14
Septic Tank Contractor		3.6%	17
Siding Installation or Repair Contractor		3.4%	16
Window Installer		4.7%	22
None of the above / Does not apply		41.9%	197
Asphalt / Paving Contractor		2.1%	10
Alternative Energy Service		1.3%	6
Demolition Contractor		0.4%	2
Fire & Water Damage Restoration Service		0.6%	3
Foundation Contractor		0.9%	4
Handicap Access Contractor		0.4%	2
Heavy Construction Machinery		0.2%	1
Home Security Company		2.6%	12
Home Maintenance Service		1.7%	8
Garage Builder		1.3%	6
Insulation Installer		1.7%	8
New Home Builder		0.6%	3
Landscape Architect		0.6%	3
Stone or Marble Company		1.1%	5
Solar Energy Contractor		1.3%	6
Tile Contractor		1.5%	7
Waterproofing Contractor		0.2%	1

**Value****Percent****Responses**























Water Well Drilling Contractor



0.2%











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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		4.0%	19
Carpet Cleaning Service		11.7%	55
Furnace Cleaning Service		5.3%	25
Home Gardening Service		3.2%	15
House Cleaning Service		8.7%	41
Key or Locksmith Service		4.5%	21
Lawn Care Service		17.9%	84
Landscaper		4.0%	19
Pest Control Service or Exterminator		7.4%	35
Television or Internet Service Provider		21.5%	101
Water Treatment Supply & Service		3.6%	17
Window & Door Installation Service		3.8%	18
None of the above / Does not apply		46.6%	219
Awning & Tent Company		1.7%	8
Bathtub Refinishing Service		2.1%	10
Cabinet Refacing Service		1.1%	5
Furniture Upholstery Service		1.1%	5
Fuel or Oil Home Heating Service		1.7%	8
Home Pressure Washing Service		0.2%	1
Interior Designer		0.9%	4
Pool Cleaning Service		0.6%	3
Shades & Blinds Installation Service		2.8%	13







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		1.1%	5
Assisted Living Facility		2.3%	11
Retirement Home		0.9%	4
Nursing Home		0.4%	2
55+ Housing Community		4.7%	22
Senior Center		10.6%	50
Adult Day Care		0.6%	3
Geriatric Physician		0.9%	4
Respite Relief Provider		0.6%	3
None of the above / Does not apply		81.5%	383

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

Value		Percent	Responses
Childcare or Daycare		3.6%	17
Summer Camp		6.8%	32
Sports Camp		5.5%	26
None of the above / Does not apply		88.7%	417

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		20.4%	96
Children's Shoe Store		7.4%	35
Children's Furniture Store		1.7%	8
None of the above / Does not apply		79.6%	374





48. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Animal Shelter		5.3%	25
Animal Daycare		5.7%	27
Emergency Animal Hospital		3.8%	18
Pet Boarding		14.5%	68
Pet Groomer		23.4%	110
Pet Sitter		7.7%	36
Pet Trainer		2.6%	12
Pet Walker		0.4%	2
Veterinarian		48.3%	227
None of the above / Does not apply		42.1%	198

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		9.1%	43
Bird Specialty Store		0.9%	4
Bird Shop		1.3%	6
Pet Boutique		1.1%	5
Fish or Aquarium Store		1.5%	7
Pet Store		37.7%	177
None of the above / Does not apply		55.1%	259















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		3.2%	15
Realtor		9.8%	46
Real Estate Brokerage Firm		0.6%	3
None of the above / Does not apply		87.2%	410

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		4.9%	23
Developer		0.6%	3
Estate Appraiser		0.6%	3
Estate Liquidator		0.4%	2
Home Inspector		4.0%	19
Home Staging Company		0.4%	2
Manufactured or Modular Home Builder		2.1%	10
New Home Builder		0.9%	4
Mortgage Banker		4.5%	21
Mortgage Broker		2.6%	12
Real Estate Appraiser		4.9%	23
Title & Escrow Company		5.3%	25
None of the above / Does not apply		84.0%	395
























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		67.9%	319
Family Style Restaurant		48.9%	230
Buffet Restaurant		28.3%	133
Fine Dining Restaurant		25.3%	119
Restaurant with Lounge or Bar		34.0%	160
Pizza Restaurant		51.9%	244
Ethnic Restaurant		20.0%	94
Chinese Restaurant		39.8%	187
Mexican Restaurant		56.6%	266
Italian Restaurant		20.0%	94
Japanese or Sushi Restaurant		13.2%	62
Thai Restaurant		9.4%	44
Indian Restaurant		4.0%	19
None of the above / Does not apply		6.0%	28
























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
















Value		Percent	Responses
Art Supply Store		10.4%	49
Art Gallery		7.7%	36
Craft Supply Store		26.8%	126
Bookstore		31.3%	147
Candle Shop		7.4%	35
Cigar Store		3.0%	14
Coin Shop		3.4%	16
Computer Store		10.0%	47
Department Store		57.2%	269
Discount Store		56.4%	265
Drugstore or Pharmacy		62.6%	294
Electronics Store		13.6%	64
Equipment Rental Store		3.2%	15
Fabric Store		17.2%	81
Florist		11.9%	56
Gift Shop		18.3%	86
Herb Shop or Herbalist		4.9%	23
Hobby Shop		24.0%	113
Mobile Phone Store		21.5%	101
Military Surplus Store		3.4%	16
Music and Video Store		3.4%	16

Value		Percent	Responses
Music Instrument Store		4.3%	20
Music Store		4.7%	22
Office Equipment & Supply Store		16.6%	78
Outlet Store		19.4%	91
Pawn Shop		10.0%	47
Flea Market		14.7%	69
Religious Supply or Gift Shop		5.7%	27
Scrap Metal Dealer		3.6%	17
Shopping Center		37.2%	175
Consignment Shop		23.2%	109
Tobacco Store		6.6%	31
Vape or Smoke Shop		4.3%	20
Toy Store		8.7%	41
Record Store		3.8%	18
Vitamin or Supplement Store		13.4%	63
Wholesale, Warehouse or Club Store		29.6%	139
Thrift Store		43.2%	203
Yard Equipment Store		10.2%	48
Camera Store		4.7%	22
Bead Store		5.7%	27
Marijuana Dispensary		6.4%	30
CBD Store		9.8%	46
Gun Shop		16.4%	77

Value		Percent	Responses
Gold/Silver/Precious Metal Dealer		3.8%	18
Christian Book Store		13.2%	62
Christmas Store		10.2%	48
Yarn Store		4.5%	21
None of the above / Does not apply		6.2%	29
Adult Video or Adult Store		2.8%	13
Home and Office Battery Store		2.8%	13
New Age Book Store		0.9%	4
Comic Book Shop		1.7%	8
Knife Store		1.3%	6
Monument or Memorial Company		1.3%	6
Sewing Studio		2.3%	11
Sign Store		1.7%	8
Trophy or Award Store		1.1%	5
Wedding Supply Store		1.5%	7
Survival Store		2.3%	11
Security Service		1.5%	7

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








Value		Percent	Responses
Antique Store		22.8%	107
Major Appliance Store		10.4%	49
Small Appliance Store		3.6%	17
TV & Appliance Store		5.7%	27
Baby Supply & Furniture Store		3.2%	15
Bath & Accessory Store		21.3%	100
Building Supply Store or Lumber Yard		32.1%	151
Carpet Store		6.0%	28
Fireplace, Wood Stove or Barbeque Store		6.4%	30
Flooring Store		9.8%	46
Furniture Store		15.5%	73
Hardware Store		44.0%	207
Home & Garden Center		46.0%	216
Home Decor Store		18.1%	85
Hot Tub or Spa Dealer		3.6%	17
Lighting Store		4.3%	20
Mattress or Bedding Store		10.6%	50
Plant Nursery & Garden Supply Store		24.7%	116
Outdoor Furniture Store		5.5%	26
Paint Store		12.8%	60
Tool Rental Center		3.0%	14

Value		Percent	Responses
Tool Store		9.8%	46
Vacuum Store		3.2%	15
TV Store		3.0%	14
Used Building Supply Store		4.7%	22
None of the above / Does not apply		18.3%	86
Cabinet Store		2.3%	11
Clock Shop		1.9%	9
Frame Shop		2.3%	11
Furniture Restoration Shop		1.7%	8
Rent-to-Own Store		1.5%	7
Rug Store		1.5%	7
Solar Energy Equipment Dealer		1.3%	6
Pool & Spa Dealer		2.6%	12
Window Store		1.7%	8
Futon Store		0.4%	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		22.6%	106
Beauty Supply Store		22.8%	107
Clothing Accessory Store		27.4%	129
Menswear Store		15.5%	73
Women's Clothing Store		50.0%	235
Eyewear & Opticians Store		35.1%	165
Jewelry Store		13.0%	61
Leather Goods Store		3.2%	15
Lingerie Store		5.3%	25
Logo Apparel Store		4.7%	22
Outdoor Clothing Store		19.8%	93
Perfume Store		4.0%	19
Shoe Store		42.8%	201
Sportswear Store		16.0%	75
Swimwear Store		4.9%	23
Western Wear Store		12.8%	60
None of the above / Does not apply		19.6%	92
Bridal Shop		1.7%	8
Fur Store		0.4%	2
Maternity Store		0.6%	3
Watch Store		1.3%	6

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























Value		Percent	Responses
Accountant or CPA		12.6%	59
Disaster Insurance		1.1%	5
Insurance Agency		11.1%	52
Immigration Lawyer / Law		0.6%	3
Legal Firm or Attorney		5.3%	25
Tax Advisor		7.0%	33
None of the above / Does not apply		73.4%	345

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		1.3%	6
Architect or Architecture Firm		0.4%	2
Employment or Staffing Agency		4.0%	19
Graphic Designer		2.1%	10
Life Coach		1.5%	7
Private Investigator		0.2%	1
None of the above / Does not apply		91.9%	432






















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 Used All-Terrain Vehicle (ATV)		3.0%	14
Purchase Motorcycle Parts		3.0%	14
None of the above / Does not apply		84.5%	397
Purchase New All-Terrain Vehicle (ATV)		2.1%	10
Purchase New Boat		0.6%	3
Purchase New Personal Watercraft		0.6%	3
Purchase New Motorcycle		1.5%	7
Purchase New Motorcycle Trike		0.9%	4
Purchase New Snowmobile		0.2%	1
Purchase Used Boat		1.1%	5
Purchase Used Personal Watercraft		0.9%	4
Purchase Used Motorcycle		1.5%	7
Purchase Used Motorcycle Trike		0.6%	3
Purchase Used Snowmobile		0.2%	1
Have Motorcycle Repaired		2.3%	11
Have Boat Repaired or Serviced		2.8%	13
Purchase Boat Parts		2.6%	12
Purchase Marine Electronics		1.1%	5
Purchase New Golf Cart		0.4%	2
Purchase Used Golf Cart		0.4%	2
Purchase Motorcycle Apparel		2.6%	12
Rent Snowmobile		1.9%	9


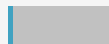






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.6%	3
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		1.9%	9
Purchase New Camper Shell		0.4%	2
Purchase Used Class A RV		0.4%	2
Purchase Used Class B RV		0.4%	2
Purchase Used Class C RV		0.2%	1
Purchase Used Travel Trailer or 5th wheel		2.3%	11
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		95.3%	448

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		4.5%	21
New Luxury Vehicle - Under \$50,000		1.1%	5
New Luxury Vehicle - \$50,000 - \$75,000		0.9%	4
New Luxury Vehicle - Over \$75,000		0.2%	1
New Van		0.9%	4
New Minivan		0.9%	4
New SUV		3.4%	16
New Truck		2.8%	13
New Hybrid or Electric Vehicle		0.4%	2
Used Car		11.9%	56
Used Luxury Vehicle - Under \$30,000		1.7%	8
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	2
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		1.5%	7
Used Minivan		1.5%	7
Used SUV		6.0%	28
Used Truck		8.1%	38
Used Hybrid or Electric Vehicle		0.9%	4
None of the above / Does not apply		71.3%	335

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

Value		Percent	Responses
Compact car		4.0%	19
Full-size car		4.0%	19
Luxury vehicle (any size)		1.5%	7
Midsized car		5.5%	26
Pickup truck		12.3%	58
Sport utility vehicle (SUV)		16.6%	78
Van or mini-van		5.5%	26
None of the above		50.4%	237



Total: 470

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		4.7%	22
Chevrolet		17.9%	84
Chrysler		4.7%	22
Dodge		8.5%	40
Ford		16.0%	75
GMC		10.2%	48
Honda		8.7%	41
Hyundai		7.0%	33
Jeep		6.8%	32
Kia		4.9%	23
Nissan		6.6%	31
Subaru		7.7%	36
Toyota		13.8%	65
Volkswagen		3.0%	14
None of the above / Does not apply		53.4%	251
Aston Martin		0.2%	1
Acura		1.1%	5
Audi		0.6%	3
BMW		1.3%	6
Cadillac		2.6%	12
Fiat		0.2%	1























Value		Percent	Responses
Infiniti		1.1%	5
Jaguar		0.4%	2
Land Rover		0.6%	3
Lexus		1.5%	7
Lincoln		1.5%	7
Mazda		2.1%	10
Mercedes-Benz		0.4%	2
Mini		1.3%	6
Mitsubishi		1.1%	5
Porsche		0.2%	1
Saab		0.2%	1
Scion		0.4%	2
Suzuki		0.6%	3
Tesla		1.3%	6
Volvo		0.9%	4

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%	105
No		77.7%	365

**Total: 470**






















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		8.1%	38
Printer		9.4%	44
Ink or Printer Cartridges		38.1%	179
Wi-Fi for Home		7.2%	34
Headphones		13.6%	64
Portable Speakers		3.8%	18
Customizable Smartphone accessories		4.5%	21
Wireless Speakers		3.6%	17
Smartphone Charger		11.1%	52
Smartwatch		5.3%	25
Phone or Tablet Controlled Home Tech Products		3.4%	16
Noise Canceling Headphones		4.7%	22
Phone Calling Card		6.2%	29
Healthcare Device		3.4%	16
Surge Protector		5.5%	26
Apple Watch		6.6%	31
Batteries for Electronics		31.9%	150
None of the above / Does not apply		36.0%	169
Home Theater System		1.9%	9
GPS Device (Handheld or In-Vehicle)		2.1%	10
Satellite Radio		2.8%	13
Satellite TV System		1.5%	7









Value		Percent	Responses
Stereo System (Home)		1.1%	5
Compact/Mini Projector		1.1%	5
Wearable Electronics		2.3%	11
Aerial Drone		1.9%	9
Aerial Drone Accessories		1.3%	6
Short Wave Radio		0.2%	1
Wireless Hotspot		2.6%	12
Assistive Technology for Hearing		1.5%	7
Virtual Reality Headset		0.6%	3
Smart Sports Equipment		0.4%	2

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



Value		Percent	Responses
Camera (Digital) SLR		3.8%	18
Camera Accessories or Supplies		3.2%	15
Camera Memory Card		5.1%	24
Computer Accessories		4.9%	23
Computer Software		5.7%	27
Tablet (iPad or Similar)		6.2%	29
Personal Computer		6.0%	28
Laptop Computer		11.3%	53
4K Ultra HD TV		6.2%	29
Smart TV		10.2%	48
None of the above / Does not apply		58.9%	277
Camera (Digital) - Point and Shoot		2.6%	12
Mirrorless Camera		0.4%	2
Camera (Film)		1.3%	6
Camera Lens		1.3%	6
Portable DVD Player		1.5%	7
E-Reader (Kindle or Similar)		2.3%	11
TiVo or DVR		1.3%	6
Computer Bag		1.7%	8
TV (3D)		2.8%	13
Computer or Tablet Support		2.3%	11

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















Value		Percent	Responses
Smartphone		24.3%	114
Conventional Cell Phone		6.4%	30
Prepaid Cell Phone		5.7%	27
Unlocked Cell Phone		3.2%	15
Large-Screen Smartphone		4.9%	23
None of the above / Does not apply		65.5%	308

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%	27
Necklaces		11.9%	56
Rings (Other)		7.9%	37
Earrings		18.9%	89
Pendants		3.0%	14
Diamond Jewelry		3.0%	14
Silver Jewelry		6.4%	30
Gemstone Jewelry		4.5%	21
Children's Jewelry		3.4%	16
Costume Jewelry		10.4%	49
Women's Jewelry		10.4%	49
None of the above / Does not apply		63.0%	296
Engagement Rings		1.1%	5
Wedding Rings		1.1%	5
Graduation Rings		0.6%	3
Celtic Jewelry		1.9%	9
Pearl Jewelry		1.5%	7
Men's Jewelry		1.7%	8
Designer Jewelry		0.9%	4
Custom Designed Jewelry		1.7%	8
Crystal Figurines		0.4%	2
Jewelry Box or Organizer		2.8%	13

Value		Percent	Responses
Men's High-End Watch		0.4%	2
Women's High-End Watch		0.4%	2



















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		17.0%	80
Crop Insurance		0.4%	2
Dental Insurance		6.4%	30
Disability Insurance		1.3%	6
Homeowner Insurance		10.0%	47
Life Insurance		5.5%	26
Medical (Health) Insurance		9.4%	44
Medicare		3.4%	16
Long Term Care Insurance		1.3%	6
Pet Insurance		2.1%	10
Renters Insurance		3.8%	18
Agriculture Insurance		1.3%	6
Professional Liability Insurance		0.9%	4
None of the above / Does not apply		70.9%	333

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
Audiologist		3.4%	16
Chiropractor		7.4%	35
Family Practice Doctor		11.9%	56
Hospital		4.5%	21
Medical Clinic		6.2%	29
Optometrist		6.8%	32
Primary Care Provider		7.2%	34
Hearing Aid Center		3.2%	15
Drugstore or Pharmacy		7.7%	36
None of the above / Does not apply		71.3%	335
Acupuncture		2.1%	10
Counseling & Mental Health Specialist		2.6%	12
Geriatric Specialist		0.2%	1
Home Healthcare		0.4%	2
Pediatric Dentist		1.3%	6
Pediatrician		1.3%	6
Wellness Business		0.4%	2
Substance Abuse Treatment Provider		0.4%	2
Weight Loss Service		2.1%	10
Alternative Care Provider		0.6%	3
Physical Therapy or Rehabilitation service provider		1.7%	8

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		1.9%	9
Bankruptcy Attorney		0.9%	4
Banking, Partnership & Business Law Attorney		2.1%	10
Child Support Attorney		0.9%	4
Criminal Law Attorney		0.4%	2
Disability & Social Security Attorney		0.6%	3
Divorce & Family Law Attorney		2.3%	11
DWI, DUI, OWI, OUI Attorney		0.9%	4
Employment Discrimination or Labor Issues Attorney		0.4%	2
General Practice Attorney		4.3%	20
Intellectual Property Attorney		0.4%	2
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.4%	2
Probate Attorney		0.2%	1
Real Estate Attorney		2.1%	10
Taxation Attorney		0.9%	4
Wills, Trusts & Estates Attorney		13.4%	63
None of the above / Does not apply		76.2%	358
























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		3.2%	15
Breast Augmentation		0.9%	4
Breast Implants		0.4%	2
Dermabrasion		0.6%	3
Ear Surgery		0.2%	1
Eyelid Surgery		1.3%	6
Fat Reduction		0.6%	3
Facelift		0.4%	2
Hair Transplant		0.2%	1
Hair Loss Treatment		0.6%	3
Lip Augmentation		0.6%	3
Liposuction		0.2%	1
Lasik		1.7%	8
Skin Treatment		3.4%	16
None of the above / Does not apply		91.1%	428

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		52.8%	248
Teeth Cleaning		45.1%	212
Cavity Filling		19.4%	91
Crown		10.9%	51
Oral Surgery		3.2%	15
Braces		2.8%	13
Composite Bonding		1.5%	7
Dental Implants		7.9%	37
Dental Veneers		0.9%	4
Dentures		6.2%	29
Full Mouth Reconstruction		0.6%	3
Inlays or Onlays		0.6%	3
Smile Makeover		1.3%	6
Teeth Whitening		5.7%	27
None of the above / Does not apply		23.8%	112












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		48.9%	230
Purchase Medical Supplies or Equipment for Home		3.2%	15
Purchase Health Related Products		12.8%	60
Use Physical Rehabilitation Services		3.4%	16
Stop Smoking		5.3%	25
Purchase Health and Wellness Supplements		20.9%	98
Receive Treatment for Back Pain		10.6%	50
Have an Eye/Vision Exam		59.8%	281
Purchase Prescription Eyeglasses		33.4%	157
Purchase Prescription Contact Lenses		10.0%	47
Have an Annual Physical or Checkup		50.6%	238
Have X-Rays Taken		11.3%	53
Have a Scheduled Surgery		7.0%	33
Have Blood Drawn for Testing		43.4%	204
Plan to Visit a Hospital for any Medical Service or Procedure		10.4%	49
Have Foot Problems Diagnosed or Treated		7.9%	37
Senior Travel		5.7%	27
Receive Treatment for a Sleep Disorder		4.3%	20
Purchase Allergy Medications		18.3%	86
Cardiovascular Treatment		4.5%	21
Cancer Treatment		4.9%	23









Value		Percent	Responses
Orthopaedic or Knee Surgery		4.0%	19
Chiropractic Care		23.0%	108
Do Corrective Exercises		6.0%	28
Purchase Diabetes Testing Supplies		9.6%	45
Get Vaccinations at Drug Store or Pharmacy		19.8%	93
Join a Weight Loss Group		3.0%	14
Purchase Weight Loss Supplements		4.5%	21
Purchase Weight Loss Food Plan		3.2%	15
Have Cataract Surgery		3.2%	15
Discretionary Health Care and Wellness Services and Products		3.2%	15
Purchase Marijuana		4.9%	23
Purchase Vitamins		43.2%	203
Have Acupuncture		3.6%	17
Receive Treatment for PTSD		3.6%	17
Purchase Hemp Based Supplements		6.0%	28
Purchase Anti Anxiety Medication or Supplements		7.7%	36
None of the above / Does not apply		16.4%	77
Purchase Elder Care-Related Products or Services		1.5%	7
Find Home for Aging Parent		1.5%	7
Participate in a Medical Study		1.7%	8
Purchase a Mobility Device		0.6%	3
Receive Treatment for Vehicle or Workplace Injury		0.4%	2
Handicap Accessible Products		2.6%	12

Value		Percent	Responses
Purchase Orthopedic Shoes		1.5%	7
Purchase Home Medical Testing Equipment or Supplies		1.3%	6
Hire a Personal Care Assistant		0.4%	2
Hire a Caregiver or Respite Worker		1.1%	5
Purchase "Aging in Place" Products		1.3%	6
Purchase a Medical Alert Service		1.1%	5
Have Safety Bars Installed in Bathroom		1.3%	6
Use Personal Trainer or Instructor		2.3%	11
Stroke Treatment		0.4%	2
Memory or Alzheimer's Care		1.1%	5
Nutritional Counseling		2.6%	12
Spinal and Postural Screening		0.6%	3
Physiotherapy		0.6%	3
Receive Treatment for Substance Abuse		0.4%	2
Purchase Blood Pressure Monitoring Device		2.6%	12
Receive Aquatic Therapy		1.9%	9
Have Reflexology Treatment		1.3%	6
Hire a Weight Loss Professional		1.3%	6










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		0.4%	2
Purchase a "In-the-Ear" Hearing Aid		1.5%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.1%	5
Purchase a Digital Hearing Aid		1.1%	5
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	6
Purchase Hearing Aid Cleaning Supplies		1.7%	8
Purchase Hearing Aid Batteries		4.9%	23
Purchase a "In-the-Canal" Hearing Aid		1.5%	7
Purchase a Analog Hearing Aid		0.4%	2
Have a Hearing Exam		17.4%	82
None of the above / Does not apply		79.4%	373

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














Value		Percent	Responses
Purchase a Funeral Plot		1.9%	9
Pre-purchase a Funeral Plot or Cremation Service		2.8%	13
Purchase a Monument or Headstone		1.5%	7
Use a Funeral Planner		2.3%	11
Purchase Flowers for a Funeral		3.6%	17
Use a Cremation Service		1.3%	6
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	2
None of the above / Does not apply		90.9%	427

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		0.9%	4
Move into a Assisted Living Facility		0.4%	2
Move into a Nursing Home		0.2%	1
Move into a Alzheimers Care Facility		0.2%	1
Move Into a Hospice Facility		0.4%	2
Hospice to your Home or House		0.4%	2
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		97.9%	460















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		5.1%	24
Open Savings Account		4.9%	23
Online Banking		45.5%	214
Manage Investments		14.5%	68
Manage Retirement Accounts		14.9%	70
Mortgage Line of Credit		3.2%	15
Financial Consulting		9.6%	45
Financial Services		11.1%	52
Safe Deposit Box Rental		6.2%	29
Obtain New Credit Card		3.2%	15
Payday Loan or Check Cashing Business		1.1%	5
Use Vehicle Title Loan Company		1.7%	8
None of the above / Does not apply		37.4%	176

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










Value		Percent	Responses
Annuities		3.4%	16
Certificates of Deposit		6.4%	30
City or State Bonds		1.1%	5
Collectibles, Antiques or Art		4.3%	20
Common or Preferred Stock		6.6%	31
Corporate Bonds or Debentures		1.5%	7
401(k)		24.5%	115
Gold or Precious Metals		3.0%	14
IRA		13.2%	62
Money Market Funds		7.4%	35
Mutual Funds		9.6%	45
Non-US Stocks		1.5%	7
Options		1.1%	5
US Savings Bonds		1.7%	8
US Treasury Notes		0.2%	1
Coins or Stamps		3.0%	14
None of the above / Does not apply		56.8%	267

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		3.4%	16
Business Equipment Loan		1.5%	7
Carpeting or Furniture Loan		1.1%	5
College Expenses Loan		1.3%	6
College Tuition Loan		3.2%	15
Debt Consolidation Loan		4.3%	20
Medical Expenses Loan		1.7%	8
New Vehicle Loan		4.3%	20
Used Vehicle Loan		9.4%	44
Vacation or Travel Loan		0.9%	4
Wedding Loan		0.4%	2
None of the above / Does not apply		77.9%	366

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		29.6%	139
Body Jewelry		4.3%	20
Coats		21.5%	101
Lipstick		22.3%	105
Nail Polish		18.5%	87
Eyewear or Sunglasses		44.3%	208
Formal Wear		4.3%	20
Handbags		18.1%	85
Hats		11.3%	53
Intimate Apparel		20.0%	94
Jewelry or Accessories		18.1%	85
Watches		5.1%	24
Luggage or Bags		4.0%	19
Perfume		16.4%	77
Men's Apparel		41.1%	193
Men's Shoes		36.8%	173
Men's Underwear		34.5%	162
Women's Apparel		62.3%	293
Women's Pajamas or Sleepwear		25.5%	120
Women's Shoes		55.3%	260
Women's Underwear		44.9%	211




Value		Percent	Responses
Swimwear		16.0%	75
Socks		47.0%	221
Scarves		7.9%	37
Ties		3.4%	16
Western Clothing		8.9%	42
Outerwear		17.4%	82
None of the above / Does not apply		12.6%	59
Fur Coat		0.4%	2
Uniforms		2.8%	13

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

Value		Percent	Responses
Children's Sweaters		8.7%	41
Children's Winter Coats		8.9%	42
Children's Swimwear		10.9%	51
Children's Pants		15.7%	74
Children's T-Shirts		16.0%	75
Children's Dresses		9.6%	45
Children's Pajamas or Sleepwear		16.6%	78
Children's Socks		15.7%	74
Children's Party Dresses		3.2%	15
Children's Shorts		12.8%	60
Infant Clothing		8.9%	42
Children's School Uniform		2.3%	11
Children's Athletic Clothing		11.1%	52
None of the above / Does not apply		72.3%	340

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		35.3%	166
Boots (Men's)		17.9%	84
Cowboy Boots (Men's)		6.0%	28
Classic & Fashion Sneakers (Men's)		8.7%	41
Lace-Ups (Men's)		7.7%	36
Sandals (Men's)		8.1%	38
Slippers (Men's)		7.0%	33
Work & Safety (Men's)		11.7%	55
Lace-Up Sneakers (Women's)		18.1%	85
Pumps (Women's)		7.2%	34
Sling-Back Sandals (Women's)		10.2%	48
Classic & Fashion Sneakers (Women's)		21.3%	100
Slippers (Women's)		13.0%	61
Work & Safety (Women's)		4.0%	19
Cowboy Boots (Women's)		6.0%	28
Athletic & Outdoor Shoes (Women's)		43.2%	203
Loafers & Slip-Ons (Women's)		17.4%	82
Slippers (Children's)		3.6%	17
Athletic & Outdoor Shoes (Children's)		13.0%	61
Sandals (Children's)		8.9%	42
Slip-Ons (Children's)		4.9%	23
Dress Shoes (Children's)		5.3%	25























Value		Percent	Responses
None of the above / Does not apply		24.5%	115
Formal & Tuxedo Footwear (Men's)		1.7%	8
Cowboy Boots (Children's)		2.8%	13











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		8.5%	40
Have Clothing Dry Cleaned		19.6%	92
Have Shoes Repaired		6.2%	29
Rent or Purchase a Costume		1.7%	8
Wash Clothing at a Laundromat		8.3%	39
Purchase Custom Made Clothing Items		0.9%	4
None of the above / Does not apply		68.5%	322






















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

Value		Percent	Responses
Archery Equipment		4.5%	21
Bicycle or Mountain Bike (Adult)		7.2%	34
Bicycle Tune-Up or Repair		8.7%	41
Camping or Hiking Equipment		19.4%	91
Exercise or Fitness Equipment		11.3%	53
Fishing Rods or Reels		12.8%	60
Fishing Bait or Attractant		20.4%	96
Fishing Accessories		21.3%	100
Golf Clubs or Equipment		7.0%	33
Hunting Gear		10.9%	51
Ammunition		24.0%	113
Running or Jogging Equipment		5.1%	24
Skiing Equipment		3.2%	15
Sports Equipment (Children)		4.7%	22
Swimming Gear		7.7%	36
Weight Lifting Equipment		5.1%	24
Used Sporting Equipment		3.8%	18
Rifle		7.0%	33
Hand Gun		11.7%	55
Shotgun		5.3%	25
None of the above / Does not apply		43.8%	206
Bowling Equipment		1.7%	8






















Value		Percent	Responses
High End Bicycle		1.3%	6
Bicycle Rental		0.6%	3
Racquet Equipment		0.6%	3
Scuba, Diving or Snorkeling Equipment		1.3%	6
Soccer Equipment		1.7%	8
Sports Memorabilia		2.3%	11
Trampoline		1.7%	8
Trophies or Plaques		0.4%	2











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		17.9%	84
Bedding Flowers or Perennials		47.0%	221
Chainsaw		4.3%	20
Fertilizer		36.0%	169
Flower Pots		25.7%	121
Garden Ornaments		13.0%	61
Gravel or Rock		17.4%	82
Hand Garden Tools		15.1%	71
Landscaping		9.8%	46
Indoor Garden Supplies		5.3%	25
Decorative Rock		11.5%	54
Lawn Seed, Turf or Sod		12.8%	60
Outdoor Fireplace or Fire Pit		4.0%	19
Outdoor Furniture		7.0%	33
Outdoor Grill		5.5%	26
Patio Furniture		7.2%	34
Propane		18.9%	89
Lawn Mower (Push)		3.8%	18
Shrubbery or Trees		9.8%	46
Stone (Cast, Crushed or Natural)		3.2%	15
Storage Shed		4.5%	21
Insect or Fungus Control Products		12.6%	59























Value		Percent	Responses
Outdoor Garden Flags		3.2%	15
Greenhouse		3.0%	14
None of the above / Does not apply		25.1%	118
Fountains		2.6%	12
Gate		1.9%	9
Gazebo		1.1%	5
Insects (Bees or Other Beneficial Species)		2.3%	11
Patio Heater		1.9%	9
Outdoor Infrared Heater or Fireplace		1.1%	5
Outdoor Smoker		1.7%	8
Outdoor Kitchen Equipment		0.4%	2
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		2.8%	13
Pole Shed		1.5%	7
Portable Outdoor Heater		1.3%	6
Power Garden Tools		2.3%	11
Lawn Mower (Riding)		2.6%	12
Rototiller		1.5%	7
Screen Porch		2.3%	11
Leaf Blower		1.9%	9
Snow Blower		2.6%	12

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

Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		12.3%	58
Animal Healthcare Products		8.1%	38
ATV Products and Attachments		5.5%	26
Farm Work Clothes		6.0%	28
Fertilizers, Herbicides or Pesticides		10.2%	48
Plants, Plantings or Agricultural Seed		9.8%	46
Propane, Oils or Fuels		10.6%	50
Rocks, Gravel or Sand		6.6%	31
Straw or Bedding Materials		3.8%	18
None of the above / Does not apply		67.9%	319
Barn or Pole Building		1.9%	9
Blowers		0.6%	3
Steel Farm Building		1.3%	6
Carts or Utility Carriers		1.7%	8
Cement Mixers or Rollers		0.2%	1
Chippers or Shredders		0.6%	3
Diggers, Drillers or Drivers		0.6%	3
Drainage or Irrigation Equipment		0.6%	3
Farm Tool Rental		0.4%	2
Farm Equipment Rental		0.9%	4
Farm Machinery or Tractor Attachments & Implements		2.3%	11

Value		Percent	Responses
Ground-Working Equipment		2.1%	10
Mowers, Cutters or Clippers		2.6%	12
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Pivot		0.2%	1
Planting and Seeding Equipment		2.8%	13
Rakes or Hay Handling Equipment		1.1%	5
Scoops or Shovels		2.8%	13
Sprayers or Spreaders		2.3%	11
Sweepers or Industrial Vacuums		0.4%	2
Tree Cutters or Tree Maintenance Equipment		2.1%	10























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		16.2%	76
Bird Seed		15.1%	71
Cat Food		29.6%	139
Dog Food		42.6%	200
Fish Food		4.7%	22
Specialized Pet Food		4.7%	22
Other Pet Food		5.7%	27
Pet Accessories		17.0%	80
Pet Toys		26.4%	124
Annual Pet Vaccinations		40.0%	188
Annual Pet Checkups		36.2%	170
Preventative Care		5.7%	27
Adopt or Rescue a Pet		7.4%	35
Purchase Pet Medication		8.3%	39
Purchase Dog Bed		7.2%	34
Board a Pet Overnight		7.2%	34
Pet Dental Care		6.4%	30
Animal Training Classes		4.3%	20
Anti Anxiety or Stress Pet Medication for Holidays		3.0%	14
None of the above / Does not apply		33.4%	157
Pet Clothing		2.8%	13
Pet Enclosure		1.9%	9



Value		Percent	Responses
Aquarium or Tank		0.6%	3
Fish Supplies		1.7%	8
Bird House		1.9%	9
Disease Diagnosis		0.6%	3
Pet Travel Cage		2.3%	11
Pet Travel Accessories		1.5%	7
Cremation or Burial Services		0.6%	3
Purchase a Pet		2.1%	10
Holistic or Alternative Pet Care		0.9%	4
Pet Tracking Device		1.9%	9
Bird Health Care		0.4%	2
Hemp Based Pet Supplements		1.5%	7
THC Based Pet Supplements		1.3%	6
Holistic or Alternative Pet Supplements		1.1%	5

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

Value		Percent	Responses
Add or Replace Deck		4.0%	19
Add a Fence or Wall Structure		7.4%	35
Remodel Kitchen		4.9%	23
Remodel Bathroom		7.4%	35
Remodel or Finish Basement Living Area		4.0%	19
Replace Garage Door		3.0%	14
Build a Storage Shed		3.8%	18
General Remodeling		9.6%	45
Resurface or Build New Driveway		3.0%	14
Replace Carpet		9.4%	44
Replace Flooring		10.0%	47
Replace Windows		6.0%	28
None of the above / Does not apply		62.1%	292
Add a Room		1.3%	6
Add a Home Office		0.9%	4
Cabinet Refacing or Resurfacing		2.8%	13
Refinish Bathtub		1.1%	5
Install a Glass Shower		0.2%	1
Build a Garage		1.3%	6
Build Out-Building		2.6%	12
Have Furniture Restored		0.6%	3
Add a Swimming Pool		0.6%	3






















Value		Percent	Responses
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		0.6%	3
Install a Stair Lift		0.4%	2
Install "Aging In Place" Products		0.6%	3
Install a Solar Energy System		0.9%	4
Install Security or Monitoring System		1.7%	8
Stone or Marble Work (Bathroom or Kitchen)		1.7%	8
Sealcoating		1.9%	9
Asphalt Repair		0.9%	4
Asphalt Resurfacing		1.1%	5
Residential Paving		0.4%	2
Build a "Tiny House"		1.3%	6
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		7.7%	36
Decking		5.7%	27
Doors (Exterior)		5.5%	26
Doors (Interior)		5.5%	26
Electrical Supplies		4.5%	21
Fencing		8.1%	38
Hand Tools		11.1%	52
Hardwood Products		3.8%	18
Home Security Doorbell Camera		3.6%	17
Insulation		4.5%	21
Kitchen Cabinets		3.2%	15
Lighting and Fixtures		9.1%	43
Lock Sets		4.0%	19
Lumber		9.6%	45
Molding		4.9%	23
Paint (Exterior)		10.4%	49
Paint (Interior)		20.0%	94
Plywood		5.3%	25
Plumbing Supplies		5.7%	27
Power Tools		5.5%	26
Rain Gutters		4.0%	19






















Value		Percent	Responses
Screen Door		4.9%	23
Water Softener System or Supplies		3.6%	17
Wood Stove or Fireplace		3.0%	14
Windows (Double-Hung)		3.2%	15
None of the above / Does not apply		48.9%	230
Circular Saw		1.5%	7
Furnace		1.9%	9
Generator		2.1%	10
Mill Work		0.6%	3
Roofing (Composition)		1.5%	7
Roofing (Other)		2.1%	10
Security Door		1.1%	5
Security Locks		2.1%	10
Security Window Film		0.6%	3
Siding		2.3%	11
Solar Screen		0.9%	4
Waterproofing		0.9%	4
Wet or Dry Vacuum		2.8%	13
Window Guards		0.6%	3
Windows (Casement)		1.3%	6
Windows (Picture)		1.1%	5
Windows (Slider)		1.7%	8
Windows (Bay or Bow)		0.4%	2

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












Value		Percent	Responses
Air Conditioning Repair		5.5%	26
Air Duct Cleaning		7.7%	36
Appliance Repair		4.7%	22
Carpenter or Woodworking		3.0%	14
Carpet Cleaning		16.4%	77
Chimney Cleaning		4.0%	19
Concrete Repair		4.9%	23
Drywall Installation or Repair		5.1%	24
Electrical Repair		4.7%	22
Flooring - Ceramic Tile (Installation or Repair)		3.2%	15
Flooring - Laminate (Installation or Repair)		3.2%	15
Flooring - Wood (Installation or Repair)		4.0%	19
Flooring - Other (Installation or Repair)		5.5%	26
Furnace Cleaning		7.2%	34
Gutter Installation or Repair		3.0%	14
Handyman Services		9.8%	46
Home Repair		5.3%	25
None of the above / Does not apply		48.7%	229
Alternative Energy Systems Installation		0.2%	1
Alternative Energy Systems (Service or Repair)		0.9%	4
Blinds Cleaning		2.1%	10

Value		Percent	Responses
Electrical Panel Replacement		0.9%	4
Excavation & Wrecking		0.9%	4
Fire & Water Damage Restoration		0.6%	3
Flooring - Linoleum (Installation or Repair)		1.7%	8
Foundation Repair		1.3%	6
Furnace Repair		2.6%	12
Furniture Reupholster		0.9%	4
Gardening Services		1.9%	9
Heating Repair		2.6%	12
Home Computer Repair		2.6%	12
Home Electronics Repair		0.4%	2
Home Heating Oil or Fuel Service		0.4%	2
Home Remodel		2.8%	13






















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		7.9%	37
Junk or Yard Waste Removal		7.0%	33
Recycle		9.1%	43
Landscaping Service		7.0%	33
Painting		10.4%	49
Pest Control		6.0%	28
Plumbing Repair		5.7%	27
Preventative Home Maintenance		3.2%	15
Septic Tank Cleaning or Repair		3.6%	17
Snow Removal		6.4%	30
Trash Removal		20.0%	94
Window Installation		3.2%	15
Computer Repair		5.1%	24
Mobile or Cell Phone Repair		3.4%	16
None of the above / Does not apply		47.4%	223
Home Security Service		1.9%	9
Insulation Installation or Maintenance		2.3%	11
Interior Design		1.7%	8
Sell Scrap Metal		2.6%	12
Movers		2.3%	11
Mold Inspection or Removal		0.6%	3



Value		Percent	Responses
Party Equipment Rental		0.6%	3
Pool Cleaning Service		0.2%	1
Pressure Washing		1.1%	5
Roof Repair		2.8%	13
Security System		1.3%	6
Siding Replacement		1.7%	8
Solar Heating or Power System Installation or Repair		0.4%	2
Stucco or Exterior Coating		0.9%	4
Tool Rental		0.6%	3
Water Well Drilling		0.2%	1
Waterproofing		0.9%	4
Window Tinting for Home		0.4%	2
Yard Equipment Rental		2.1%	10






















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





Value		Percent	Responses
Air Conditioning (Buy)		4.5%	21
Window Blinds (Venetian or Mini)		5.5%	26
Emergency Preparedness Kit or Supplies		3.6%	17
Batteries (Home or Office)		33.2%	156
Candles		17.0%	80
Firewood		5.7%	27
Carpeting		8.3%	39
Flooring Tile		6.0%	28
Rugs		13.2%	62
Clocks		4.7%	22
Closet System		3.0%	14
Curtains or Drapes		10.2%	48
Cutlery, Flatware or Silverware		3.0%	14
Fire Extinguisher		4.5%	21
Fine Art (Paintings, Pottery, Etc.)		3.8%	18
Furniture (Bedroom)		6.0%	28
Furniture (Dining Room)		3.8%	18
Furniture (Living Room)		9.8%	46
Christmas Tree		8.9%	42
Holiday Decorations		9.4%	44
Laminate Flooring		3.6%	17

Value		Percent	Responses
Mirror		4.9%	23
Storage Boxes or Tubs		8.1%	38
Floral Arrangements		4.5%	21
Picture Frames		5.7%	27
Linens (Bathroom)		8.5%	40
Reclining Chair		5.3%	25
Indoor Flowers		4.5%	21
Linens (Dining Room or Kitchen)		3.8%	18
None of the above / Does not apply		37.9%	178
Awning		1.3%	6
Oriental Carpeting		0.4%	2
Hardwood Flooring		2.3%	11
Rugs (Persian)		0.2%	1
Ductless Heat Pumps		0.2%	1
Custom Built Furniture		0.4%	2
Reconditioned Furniture		0.9%	4
Furniture (Children's)		2.8%	13
Crib		0.9%	4
Furniture (Home Office)		2.1%	10
Furnace		1.9%	9
Futon		0.6%	3
Glass Table		0.4%	2
Safe		1.7%	8










Value		Percent	Responses
Hot Tub or Spa (Used)		0.4%	2
Sewing Machine		2.3%	11
Wallpaper		0.4%	2
Signs or Banners		1.3%	6
Hot Tub or Spa (New)		1.9%	9
Tankless Water Heater		2.1%	10

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		11.5%	54
Pillow Top Mattress		3.0%	14
Foam Mattress		3.4%	16
Linens (Bedroom)		11.9%	56
Queen Size Bed		4.9%	23
King Size Bed		4.3%	20
Smoke Alarm or Detector		4.5%	21
Window Coverings		5.3%	25
Patriotic Flags		4.9%	23
None of the above / Does not apply		60.2%	283
Gas Burning Freestanding Stoves		0.4%	2
Water Purification System (Drinking)		2.3%	11
Solar Water Heater		0.6%	3
Adjustable Mattress		2.6%	12
Latex Mattress		0.4%	2
Innerspring Mattress		2.8%	13
Memory Foam Mattress		2.3%	11
Gel Mattress		1.7%	8
Twin Size Bed		2.1%	10
Swimming Pool (Above Ground)		0.9%	4
Water Heater		2.3%	11

Value		Percent	Responses
Remote Home Monitoring Video Camera		1.9%	9
Shutters		0.9%	4
Reclaimed Wood Furniture		1.1%	5
Sports Team Flags		1.3%	6

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

Value		Percent	Responses
Paintings		10.4%	49
Fine Art		4.3%	20
Photographs		10.4%	49
Pottery		5.7%	27
Blown Glass		4.9%	23
Stone Carvings		1.5%	7
Sculpture		1.7%	8
Artistic Wall Decor		7.2%	34
Wood Carvings		2.8%	13
Poster Art		3.0%	14
Religious Art		3.0%	14
Stained Glass		3.0%	14
Ceramics		2.1%	10
Metal Work Art		3.8%	18
Music Memorabilia		1.9%	9
Movie Memorabilia		1.5%	7
None of the above / Does not apply		71.3%	335













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		8.1%	38
Portable Dishwasher		2.3%	11
Dishwasher		6.2%	29
Freezer		1.9%	9
Range		5.3%	25
Range Hood		1.7%	8
Wall Oven		0.6%	3
Washer		3.8%	18
Dryer		3.8%	18
Blender		5.5%	26
Tea Kettle		3.4%	16
Microwave		6.8%	32
Window Air Conditioner		1.5%	7
Coffee or Espresso Machine		9.1%	43
Vacuum Cleaner		9.1%	43
None of the above / Does not apply		64.3%	302








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		5.1%	24
Battery		11.7%	55
Floor Mats		6.0%	28
Lights		4.9%	23
RV Accessories or Supplies		3.2%	15
Seat Covers		6.4%	30
Tires		21.7%	102
Wiper Blades		28.1%	132
None of the above / Does not apply		46.0%	216
Canopy		0.9%	4
Child Car Seat		2.1%	10
Grill Guard		1.9%	9
Ground Effects		0.4%	2
Mirror(s)		1.3%	6
Motorcycle Accessories		2.6%	12
Motorcycle Parts		1.9%	9
Performance Parts		1.3%	6
Roof Rack (For Bike, Kayak, Etc.)		0.9%	4
Roof Rack (Luggage or Equipment Container)		0.2%	1
Running Boards		1.1%	5
Spoiler		0.2%	1
Step Bar		1.1%	5















Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.7%	8
Tool Box		1.1%	5
Trailer Hitch		1.1%	5
Truck Bed Liner		1.1%	5
Visor		0.9%	4
Wheels or Rims		1.9%	9
Winch		1.1%	5
Window Tinting Equipment (Auto)		1.7%	8
Cargo Trailer (Vehicle Hauler)		0.4%	2
Cargo Trailer (Flat)		0.6%	3
Cargo Trailer (Boat)		0.4%	2
Cargo Trailer (Box)		0.6%	3

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

Value		Percent	Responses
Dealership		31.9%	150
National chain service center (e.g. Jiffy Lube)		15.7%	74
Private service center		30.2%	142
Friend/Family		11.7%	55
Other		10.4%	49
			<b>Total: 470</b>

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



















Value		Percent	Responses
30,000 Mile Service		6.6%	31
60,000 Mile Service		7.2%	34
100,000 Mile Service		8.3%	39
Auto Detailing		6.4%	30
Auto Repair (General)		10.9%	51
Alignment		6.8%	32
Body Work		5.1%	24
Brake Replacement, Adjustment		6.6%	31
Car Rental		3.0%	14
Car Wash		47.9%	225
Gas or Service Station Services		20.4%	96
Oil Change or Lube		44.9%	211
Preventative Maintenance		12.3%	58
Shocks		3.2%	15
Tire Mounting or Installation		8.9%	42
Tune-Up		12.3%	58
Windshield or Glass Repair		12.8%	60
None of the above / Does not apply		21.5%	101
Auto Warranty Work (Work Covered by Warranty)		2.8%	13
DEQ Inspection		0.2%	1
Electrical Repair		1.3%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.1%	5

Value		Percent	Responses
Motor Repair or Replacement		0.6%	3
Motorcycle Repair		0.4%	2
Muffler		2.1%	10
Painting		1.7%	8
RV Maintenance or Service		2.6%	12
Safety Inspection		1.7%	8
Smog Check		0.2%	1
Stereo Installation		1.3%	6
Transmission or Clutch Repair		1.7%	8
Upholstery Repair		2.3%	11
Vehicle Air Conditioning Repair		1.9%	9
Vehicle Storage		0.9%	4
Vehicle Towing		0.9%	4
Windshield or Window Tinting		2.6%	12

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

Value		Percent	Responses
AutoTrader.com		12.6%	59
CarFax		14.3%	67
CarGurus.com		8.3%	39
CarMax.com		6.0%	28
Cars.com		7.2%	34
Craigslist Auto		9.6%	45
KBB.com		6.0%	28
Facebook Dealer Page		6.6%	31
Edmunds.com		3.8%	18
Local Dealer Site		49.6%	233
UsedCars.com		5.3%	25
Local TV Site		3.6%	17
Local Radio Site		3.0%	14
Other Local Website		11.3%	53
None of the above / Does not apply		33.6%	158
Yahoo! Autos		0.9%	4
Automotive.com		1.5%	7
Autoblog.com		1.1%	5
CarsDirect.com		1.7%	8
eBay Motors		1.9%	9
MotorTrend.com		1.5%	7
The Car Connection		1.5%	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		47.0%	221
Beauty Products		38.3%	180
Cosmetics		46.4%	218
Babysitting		4.5%	21
Facial		14.5%	68
Hair Care Products		58.3%	274
Hair Coloring		35.1%	165
Hair Cut		68.7%	323
Hair Removal		5.7%	27
Hair Extensions, Wigs or Weaves		2.3%	11
Manicure		19.8%	93
Massage Therapy		22.3%	105
Pedicure		27.4%	129
Tanning Products		1.9%	9
Tanning Bed or Spray Tan		3.8%	18
Tattoo or Piercing		7.2%	34
Spa Bed (Red Light Therapy or Hydration station)		1.9%	9
None of the above / Does not apply		11.9%	56

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)		37.2%	175
Books (Used)		32.1%	151
Books (Children's)		19.8%	93
Board Games		25.3%	119
Lottery Ticket		37.7%	177
Collectibles		6.6%	31
Vinyl Records		6.0%	28
Comics		2.3%	11
Fire Works		11.9%	56
Graphic Novels		2.3%	11
Computer Games		7.9%	37
DVD Movies (Buy)		18.9%	89
DVD Movies (Rent)		14.9%	70
DVD Movies (Children's)		7.4%	35
Magazines		26.6%	125
TV or Movie Themed Toys		5.1%	24
Toys		17.0%	80
Video Console Games		7.2%	34
None of the above / Does not apply		20.0%	94



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

Value		Percent	Responses
Purchase Wedding or Special Occasion Gifts		3.6%	17
Host or Attend a Retirement Party		4.3%	20
Host or Attend a Graduation Party		10.9%	51
Purchase Cake, Tart or Pastries for Special Occasion		8.3%	39
None of the above / Does not apply		76.6%	360
Purchase a Wedding Dress		0.9%	4
Purchase a Bridesmaid Dress		0.9%	4
Rent a Bridesmaid Dress		0.2%	1
Purchase a Tuxedo		0.4%	2
Rent a Tuxedo		1.1%	5
Rent a Hall or Event Space for Wedding or Special Event		2.3%	11
Hire a Musician or Band for Wedding or Special Event		1.9%	9
Purchase a Wedding Cake		0.9%	4
Use a Party Planner		0.4%	2
Hire a Caterer for Wedding or Special Event		2.6%	12
Use a Florist for a Wedding or Special Event		2.1%	10
Go on a Honeymoon		1.9%	9
Hire a Photographer for Wedding or Special Event		2.3%	11
Hire a Videographer for Wedding or Special Event		1.3%	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		7.7%	36
Ceramics and Pottery		5.1%	24
Collectables		5.3%	25
Comic Books and Related Collectables		2.6%	12
Do-It-Yourself (DIY)		30.6%	144
Games or Puzzles		22.8%	107
Beer Brewing Supplies		2.3%	11
Wine Making Supplies		0.9%	4
Jewelry Making Supplies or Beads		8.7%	41
Knitting		8.5%	40
Making Arts and Crafts		18.3%	86
Paper Crafts		7.0%	33
Quilting		8.1%	38
Scrapbooking		6.2%	29
Toy Collecting		2.1%	10
Trains, Plane & Car Model Kits		3.6%	17
None of the above / Does not apply		42.8%	201









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		54.3%	255
Train Trip		7.4%	35
Book Hotel Room		55.3%	260
Business Travel		7.9%	37
Buy Travel Tickets		20.0%	94
Buy Luggage		3.2%	15
Golf Vacation		3.4%	16
Hotel or Resort Stay		28.5%	134
International Travel		9.1%	43
Take a Cruise		8.7%	41
Travel Packages		6.2%	29
Use a Travel Agent or Agency		9.4%	44
Vacation Inside Home State		22.6%	106
Vacation Outside Home State		36.0%	169
Rent a Car		20.2%	95
Book Local Lodging for Guests		5.1%	24
Stay at an RV Park		9.4%	44
Stay at a Casino		9.1%	43
Gamble at a Casino		20.9%	98
Play Bingo		7.2%	34
Does not apply		20.9%	98
Charter a Boat		1.1%	5











Value		Percent	Responses
Chartered Fishing Trip		2.6%	12
Ski Resort Stay		1.5%	7
Rent RV		1.3%	6

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)		5.1%	24
Attend Classes at Community College		5.7%	27
Online Continuing Education Courses		8.7%	41
Professional Certification or Accreditation Courses		3.6%	17
Arts or Crafts Lessons (Adult)		10.9%	51
Cooking Lessons (Adult)		3.4%	16
Attend a Free Lecture or Seminar		15.7%	74
Attend Paid Lecture, Seminar or Special Class		6.2%	29
Dance Lessons		4.9%	23
Music lessons (Child)		4.5%	21
Sports lessons (Child)		3.0%	14
Yoga, Pilates, or Zumba		11.1%	52
Personal Physical Training		3.8%	18
Attend a Local Workshop		15.5%	73
None of the above / Does not apply		53.4%	251
Attend College or University (Part Time)		2.8%	13
Attend Graduate School		1.7%	8
Business School		1.1%	5
Learning Center		0.6%	3
Culinary School		0.6%	3
Trade School		2.3%	11
Language Lessons (Adult)		2.1%	10

Value		Percent	Responses
Music Lessons (Adult)		2.6%	12
Sports Lessons (Adult)		1.1%	5
Real Estate Classes		1.5%	7
Child Education or Tutoring		0.9%	4
Language Lessons (Child)		0.4%	2
Arts or Crafts Lessons (Child)		2.3%	11
Change School		0.6%	3
Attend a Religion Based School		0.9%	4

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


Value		Percent	Responses
Brushes		16.0%	75
Oil paints		5.5%	26
Acrylic Paints		16.0%	75
Markers		13.4%	63
Specialty Paper		9.8%	46
Fabric Craft Supplies		15.5%	73
Beads		8.1%	38
Art Pencils and Pens		16.2%	76
Scrapbooking Supplies		6.2%	29
None of the above / Does not apply		62.1%	292

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























Value		Percent	Responses
Bass Guitar		2.1%	10
Clarinet		0.4%	2
Drums		3.4%	16
Flute		0.9%	4
Acoustic Guitar		3.6%	17
Electric Guitar		2.1%	10
Electric Keyboard		1.3%	6
Piano		2.3%	11
Piano (High End)		0.2%	1
Trombone		0.6%	3
Trumpet		1.5%	7
Violin		1.7%	8
None of the above / Does not apply		89.6%	421



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		10.6%	50
French		4.9%	23
Asian		28.3%	133
German		7.9%	37
American (New)		30.4%	143
Italian		42.1%	198
Cajun or Creole		10.6%	50
Indian		8.9%	42
Chinese		51.3%	241
American (Traditional)		74.5%	350
Thai		16.4%	77
Middle Eastern		3.0%	14
Japanese		16.6%	78
Mexican		70.4%	331
Vietnamese		4.7%	22
Southern		11.7%	55
Tex-Mex		20.2%	95
Spanish		10.2%	48
Mediterranean		8.3%	39
None of the above / Does not apply		7.9%	37

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		17.2%	81
Fish & Chips		24.9%	117
Golf Course Restaurant, Bar or Snack Bar		4.3%	20
Barbeque		27.2%	128
Deli		21.7%	102
Breakfast or Brunch		53.4%	251
Appetizers		44.0%	207
Dessert		26.8%	126
Chicken Wings		23.4%	110
Hamburgers		67.7%	318
Chicken		46.8%	220
Frozen Yogurt		10.4%	49
Live or Raw food		3.4%	16
Tapas or Small Plates		5.1%	24
Theme Restaurants		5.3%	25
Soup		34.3%	161
Salad		49.4%	232
Pizza (Dine In)		25.3%	119
Pizza (Delivery)		23.0%	108
Steak		42.8%	201
Juice or Smoothies		13.4%	63
Sandwiches		47.4%	223

Value		Percent	Responses
Pizza (Carry Out)		49.1%	231
Pizza (Take & Bake)		21.1%	99
Seafood		35.7%	168
Vegan		3.2%	15
Steakhouse		29.8%	140
Sushi		17.2%	81
Vegetarian		4.5%	21
Pho		3.0%	14
None of the above / Does not apply		7.7%	36

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		17.0%	80
Locally Grown Produce		22.8%	107
Healthful Children's Dining		4.3%	20
Environmental Sustainability		11.1%	52
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.9%	23
Hyper-Local Sourcing		3.8%	18
Gluten Free Cuisine		5.1%	24
Sustainable Seafood		6.2%	29
Raw or Live Food Options		3.0%	14
Specialty Appetizers		8.3%	39
Specialty Salads		11.3%	53
Specialty Soups		9.8%	46
Specialty Desserts		8.5%	40
None of the above / Does not apply		60.4%	284













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

Value		Percent	Responses
Patio or Outdoor Dining		19.1%	90
Non-Smoking Environment		44.0%	207
Child Friendly		14.5%	68
Serve Alcohol		23.8%	112
Pool Tables		2.8%	13
Locally Brewed Beer		10.2%	48
Live Music		8.7%	41
Bar		20.6%	97
Large Craft Beer Selection		6.8%	32
Large Wine Selection		3.6%	17
Hand Crafted Cocktails		5.7%	27
Farm to Table Dining		13.4%	63
Senior Discounts		30.6%	144
None of the above / Does not apply		21.5%	101

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		23.2%	109
Foreign Beer		7.7%	36
Red Wine		19.4%	91
White Wine		16.2%	76
Dessert Wine		2.1%	10
Mixed Drinks		28.1%	132
Hand Crafted Cocktails		8.9%	42
Beer Cocktails		13.2%	62
"Top Shelf" Spirits		8.7%	41
Champagne		1.7%	8
Champagne Cocktails		0.4%	2
Energy Drink based Mixed Drinks		1.7%	8
Premium Tequila		3.8%	18
Alcoholic Cider		4.0%	19
Locally Distilled Spirits		4.7%	22
None of the above / Does not apply		43.2%	203

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		0.4%	2
Purchase Commercial or Business Property		0.9%	4
Purchase Condominium or Townhouse		0.2%	1
Purchase Manufactured or Modular Home		2.6%	12
Purchase Investment Property		2.6%	12
Purchase Personal Residence		6.4%	30
Purchase Custom Built Home		0.9%	4
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		2.8%	13
Purchase Vacation Property		0.6%	3
Purchase Other		0.9%	4
None of the above / Does not apply		87.0%	409

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

Value		Percent	Responses
Sell Personal Residence		5.7%	27
Sell Vacation Property		0.2%	1
Sell Condominium or Townhouse		0.2%	1
Sell Investment Property		1.1%	5
Sell Land or Agricultural Property		2.3%	11
Sell Commercial or Business Property		0.9%	4
Sell Manufactured or Modular Home		1.5%	7
Plan to Sell Home in Master-Planned Community		0.4%	2
Sell Other		0.6%	3
None of the above / Does not apply		88.9%	418









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		6.7%	2
New home, but outside of development		26.7%	8
New home that I will have contractor build		3.3%	1
Existing home less than 10 years old		43.3%	13
Existing home more than 10 years old		56.7%	17
Other		10.0%	3

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

Value		Percent	Responses
Rent New Apartment		4.0%	19
Rent House (Residence)		10.0%	47
Rent Manufactured or Modular Home		1.7%	8
Rent or Lease Commercial Property		0.6%	3
Rent Agricultural Land		1.3%	6
Rent Subsidized Housing		1.9%	9
Rent Condo/Townhouse		2.6%	12
Rent Section 8 Housing		0.9%	4
None of the above / Does not apply		84.0%	395

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		6.8%	32
Use a Realtor to Buy Real Estate		4.5%	21
Use a Realtor to Buy and Sell Real Estate		3.8%	18
Plan to Sell Property Myself		3.0%	14
Use a Real Estate Broker		1.7%	8
None of the above / Does not apply		84.7%	398

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		4.9%	23
Home Remodel or Renovation Loan		1.1%	5
Business Construction Loan		0.4%	2
Home Construction Loan		0.9%	4
Equity Loan		2.3%	11
Land Loan		3.0%	14
Reverse Mortgage		0.6%	3
Real Estate Loan for existing home		3.2%	15
Refinance Home		2.8%	13
None of the above / Does not apply		84.7%	398



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

Value		Percent	Responses
Craigslist Homes		4.7%	22
Facebook		10.0%	47
Google		9.8%	46
Auction.com		2.1%	10
Homes & Land		4.0%	19
Homes.com		3.0%	14
HomeFinder		7.9%	37
MLS.com		10.4%	49
National Real Estate Co. Site		1.7%	8
Local MLS Site		16.8%	79
RealEstate.com		7.7%	36
Realtor.com		28.3%	133
Realty.com		4.3%	20
Redfin		1.5%	7
Trulia		12.1%	57
Zillow		38.5%	181
ZipRealty.com		1.9%	9
None of the above / Does not apply		40.2%	189

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		9.6%	45
Apartmentguide.com		2.3%	11
Craigslist		9.6%	45
Forrent.com		0.9%	4
HomeFinder.com		6.2%	29
Hotpads.com		1.3%	6
Rent.com		6.6%	31
Sublet.com		0.4%	2
Trulia		10.2%	48
Zillow		29.8%	140
None of the above / Does not apply		58.9%	277

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		73.4%	345
No, don't know who to call		26.6%	125

**Total: 470**

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		73.8%	347
No, don't know who to call		26.2%	123

**Total: 470**


















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		9.8%	46
Craft Beer		17.0%	80
Champagne		6.8%	32
Premium Hard Alcohol or Spirits		8.5%	40
White Wine		22.8%	107
Red Wine		24.3%	114
Major Brand Cigarettes		7.2%	34
Recreational Marijuana		3.4%	16
Marijuana Accessories		4.0%	19
Smokeless Tobacco		3.4%	16
Discount Cigarettes		6.4%	30
Discount Hard Alcohol or Spirits		8.5%	40
Domestic Beer		27.4%	129
Alcoholic Cider		6.6%	31
None of the above / Does not apply		37.4%	176
Cigars		2.8%	13
Vaping Kit		0.6%	3
Vaping Accessories		2.3%	11
Roll Your Own Cigarette Supplies		1.5%	7
E-Liquids / Vape Juice		2.6%	12
Pipe Tobacco		0.9%	4
Electronic Cigarette Supplies		1.5%	7

Value		Percent	Responses
Hookah Accessories		0.6%	3
Hookah		0.6%	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		58.3%	14
Cannabis Edibles		54.2%	13
Cannabis Tinctures		29.2%	7
Cannabis Vaporizers		25.0%	6
Cannabis Cleaning Tools or Supplies		20.8%	5
Cannabis Concentrates		29.2%	7
Cannabis Pre-Rolls		33.3%	8
Organic Cannabis Products		12.5%	3
Cannabis Oil		50.0%	12
Cannabis Beauty & Skin Care Products		33.3%	8
Cannabis Beverages		25.0%	6
Cannabis Chocolates		45.8%	11
Medical Cannabis		50.0%	12
CBD Cannabis		45.8%	11
None of the above / Does not apply		12.5%	3

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		29.1%	137
Specialty Teas		14.9%	70
Specialty Coffee		25.1%	118
Gourmet Deli Counter Items		14.5%	68
Cookies		42.8%	201
Snack Cakes		15.5%	73
Potato Chips		58.5%	275
Soft Drinks		43.8%	206
Energy Drinks		9.6%	45
Energy Bars		14.0%	66
Noodle Bowls		10.4%	49
Cupcakes		12.1%	57
Birthday Cake		15.1%	71
Beef Jerky or Meat Sticks		28.9%	136
Bottled Water		44.5%	209
Candy		39.6%	186
Fruit		73.4%	345
Nuts		51.9%	244
Chocolates		45.1%	212
Ice cream		51.5%	242
Cheese		77.2%	363
Artisan Bread		21.7%	102

Value		Percent	Responses
Artisan Meats		4.3%	20
Sports Drinks		12.6%	59
Basic Condiments		36.8%	173
Artisan Condiments		3.2%	15
Canned Sauces		36.2%	170
Cereal		60.4%	284
Milk		75.7%	356
Chicken		77.2%	363
Pork		51.9%	244
Beef		70.4%	331
Game Meats		4.7%	22
Fish		42.3%	199
Pasta		62.6%	294
Snack Mixes		18.3%	86
Vegetables		72.3%	340
Olive Oil		45.1%	212
Balsamic Vinegar		18.7%	88
Frozen Entrees		42.8%	201
Eggs		82.8%	389
Locally Raised Beef, Pork, Poultry		21.7%	102
Locally Grown Fruit and Vegetables		36.8%	173
Locally Produced Honey		23.8%	112
Organic Food		15.7%	74

Value		Percent	Responses
Pickled Vegetables		15.7%	74
Artisan Cheese		17.9%	84
Alternative "Meat" Products		6.6%	31
Sausage		45.7%	215
Donuts		28.1%	132
Pastries		22.8%	107
None of the above / Does not apply		2.1%	10

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

Value		Percent	Responses
Convenience		59.6%	280
Better Prices		80.6%	379
Variety		37.0%	174
Quality of Selection		53.0%	249
Quality of Produce		61.5%	289
Healthy Options		26.2%	123
Speed of Check Out		28.1%	132
Size of Store		10.6%	50
Number of Checkouts		17.9%	84
Cleanliness of Store		56.4%	265
Parking		29.6%	139
Help with Bagging/Packing		13.6%	64
Loyalty Tokens/Stamps		9.6%	45
Home Delivery		1.7%	8
None of the above / Does not apply		2.3%	11

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		65.3%	307
Take items home immediately		61.7%	290
Return items more easily		35.5%	167
Enjoy the in-store experience		38.5%	181
Can ask questions to store associates		37.4%	176
To support local businesses		66.0%	310
More secure than online purchase		17.7%	83
Better prices		21.3%	100
Quality of service		26.0%	122
Better Selection		19.1%	90
Local flavor or uniqueness		19.4%	91
None of the above / Does not apply		5.7%	27















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		43.2%	203
Donate to a Charity		46.8%	220
Donate to a Church		43.2%	203
Donate to Political Party or Government Representative		8.5%	40
Join a New Church		4.3%	20
Volunteer at Church		23.4%	110
Volunteer for Nonprofit Group		21.7%	102
Vote in Upcoming Local Elections		46.8%	220
Vote in Upcoming State or National Elections		50.6%	238
Purchase Season Tickets for Performing Arts		5.5%	26
Attend a Holiday Themed Performance		25.1%	118
Community Activity		40.0%	188
Support an Organization		17.2%	81
Make a Donation		33.0%	155
Register to Vote		8.9%	42
None of the above / Does not apply		13.8%	65
Donate Vehicle		1.1%	5
Have a Baby		1.7%	8
Get Married		1.7%	8
Retire		2.6%	12
Look into Private Schooling for Children		0.9%	4

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		33.4%	157
Community Event		61.9%	291
Festival		37.0%	174
Live Performance		38.5%	181
Fundraising Event		26.2%	123
Seminar		9.6%	45
School Event		32.1%	151
Corporate Event		9.6%	45
Trade Show		16.6%	78
Conference		18.7%	88
Networking Event		6.6%	31
Radio Station Sponsored Event		7.9%	37
Television Station Sponsored Event		3.0%	14
Newspaper Sponsored Event		11.3%	53
None of the above / Does not apply		19.4%	91

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		7.9%	37
Use a Zip Line		6.0%	28
Go Camping		39.1%	184
Go Mountain Biking		6.4%	30
Go Touring on a Bicycle		3.8%	18
Go to a Community or City Swimming Pool		24.9%	117
Take a Guided Backpacking or Hiking Trip		2.3%	11
Attend a Horse Race		10.0%	47
Attend a Car, Truck or Motorsport Race		8.3%	39
Participate in City or Municipal Sponsored Programs		15.3%	72
Join or Change Health or Fitness Club		11.9%	56
None of the above / Does not apply		33.4%	157

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		24.9%	117
Local Business Blog		5.1%	24
Local Business Email		13.6%	64
CitySearch		4.7%	22
Snapchat		17.7%	83
Instagram		23.2%	109
Cinema Ads		13.2%	62
Facebook Business Page		27.9%	131
Reviews on Yelp! or Google+		10.2%	48
YouTube Promo Video		13.4%	63
Local Business Text Message		5.1%	24
Pandora		19.6%	92
Online Yellow Pages		7.0%	33
Google Search		60.2%	283
eBay		33.2%	156
Spotify		10.4%	49
Pinterest		37.4%	176
Google+ Local		10.6%	50
Clicked on Google Sponsored Ad		16.6%	78
LinkedIn		14.7%	69
Craigslist		21.3%	100
Bing		10.2%	48



Value		Percent	Responses
Twitter		16.0%	75
Amazon		80.2%	377
None of the above / Does not apply		5.1%	24
Digital Billboard		1.1%	5
Angie's List		1.9%	9

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

Value		Percent	Responses
Yes		78.9%	371
No		21.1%	99



**Total: 470**

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

Value		Percent	Responses
Yes		55.7%	262
No		44.3%	208

**Total: 470**























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

Value		Percent	Responses
Yes		35.5%	167
No		64.5%	303










Total: 470





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		52.3%	246
Arts and Entertainment		26.2%	123
Automotive - (General)		21.9%	103
Automotive - (New Vehicle Dealership)		10.4%	49
Automotive - (Used Vehicle Dealership)		16.2%	76
Automotive - (Auto Parts store)		13.0%	61
Automotive - (Auto Repair business)		5.5%	26
Tire Business		16.0%	75
Beauty and Spa Related Businesses		16.8%	79
Child Related Businesses		5.3%	25
Community and State Services		18.5%	87
Education		12.3%	58
Employment Related Businesses		12.6%	59
Event Planning and Services		5.7%	27
Family Activity Related Businesses		9.4%	44
Farm Equipment and Agriculture Businesses		5.7%	27
Financial Services		7.0%	33
Fitness Businesses or Providers		4.9%	23
General Retail		39.4%	185
Grocery / Market		31.9%	150
Home and Garden Related Businesses		18.5%	87
Building Supply/Lumber Business		11.9%	56

Value		Percent	Responses
Home Service Businesses		6.0%	28
Home Service Contractors		5.7%	27
Hotel and Travel Related Businesses		27.4%	129
Local Services		27.7%	130
Medical Related Businesses - (General)		15.7%	74
Medical Related Businesses - (Chiropractor)		6.4%	30
Medical Related Businesses - (Dentist)		10.0%	47
Medical Related Businesses - (Hospital)		5.7%	27
Nightlife Related Businesses		7.4%	35
Pet / Animal		28.1%	132
Professional Services		12.1%	57
Real Estate Service Businesses		7.4%	35
Recreation Related Businesses		8.5%	40
Restaurant / Bar / Lounge		31.9%	150
Senior Related Businesses		8.1%	38
Specialty Food and Drink		11.9%	56
General Retail - Children's Clothing Store		6.4%	30
General Retail - Clothing Accessory Store		14.3%	67
General Retail - Computer Store		8.7%	41
General Retail - Farming and Agriculture Business		6.2%	29
General Retail - Furniture Store		13.4%	63
General Retail - Hardware Store		12.1%	57
General Retail - Home Entertainment Store		6.2%	29










Value		Percent	Responses
General Retail - Jewelry Store		5.7%	27
General Retail - Major Appliance Store		8.5%	40
General Retail - Men's Clothing Store		13.8%	65
General Retail - Mobile Phone Store		7.2%	34
General Retail - Shoe Store		16.0%	75
General Retail - Women's Clothing Store		28.5%	134
None of the above / Does not apply		15.5%	73
Automotive - (Auto Body shop)		2.3%	11
Motorsport Businesses		2.8%	13

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





















Value		Percent	Responses
Yes		19.8%	93
No		80.2%	377

Total: 470

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

Value		Percent	Responses
Get a New Full Time Job		12.6%	59
Get a New Part Time Job		12.3%	58
Get a Temporary or Seasonal Job		6.4%	30
Use an Employment or Temporary Employment Agency		2.3%	11
Use a Career Counselor		0.4%	2
Get a Second (or Third) Job		6.4%	30
Get First Job after High School		0.4%	2
Get First Job after College		0.4%	2
None of the above / Does not apply		71.9%	338

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		5.7%	27
Admin & Clerical		8.5%	40
Accounting		3.0%	14
Hotel - Hospitality		4.3%	20
Health Care		6.8%	32
Grocery		3.8%	18
Customer Service		10.2%	48
Management		4.3%	20
Education		4.9%	23
Media		3.2%	15
NonProfit		3.6%	17
Government		4.3%	20
Restaurant - Food Services		3.4%	16
Sales & Marketing		3.4%	16
None of the above / Does not apply		65.7%	309
Agriculture		1.5%	7
Automotive		2.3%	11
Warehouse		2.6%	12
Construction		1.9%	9
Manufacturing		1.7%	8
Entry Level (New Graduate)		2.1%	10








Value		Percent	Responses
Banking & Finance		2.6%	12
Child Care		1.7%	8
Real Estate		1.9%	9
Insurance		1.9%	9
Legal		1.1%	5
Installation - Maintenance - Repair		1.1%	5
Executive Level		1.5%	7
Engineering		1.5%	7
Information Technology		1.9%	9
Skilled Labor - Trades		2.1%	10
Transportation		2.3%	11

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

Value		Percent	Responses
Local Business Site		33.2%	156
Local Agency Site		18.5%	87
Craigslist		8.1%	38
Facebook		14.3%	67
Indeed.com		22.8%	107
LinkedIn		11.5%	54
Monster.com		5.1%	24
CareerBuilder		4.9%	23
GlassDoor		2.3%	11
SimplyHired.com		1.7%	8
AOL Jobs		1.5%	7
SnagAJob.com		2.3%	11
Dice.com		0.4%	2
USAjobs.gov		8.1%	38
USAjobs.org		3.4%	16
ZipRecruiter		5.5%	26
JobDiagnosis		0.4%	2
TheLadders		0.4%	2
None of the above / Does not apply		46.8%	220









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

Value		Percent	Responses
Coupon book		21.1%	99
Yellow Pages directory		1.1%	5
Direct mail flyer		18.3%	86
Deal program/offer		7.0%	33
Facebook business page offer		11.1%	52
Billboard advertising		1.7%	8
None of the above / Does not apply		61.1%	287

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)		14.5%	68
Purchased an online deal to a local business in the past 3 months		11.1%	52
None of the above / Does not apply		79.8%	375

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		7.7%	36
Read ads and keep them - using one or two		39.6%	186
Read ads and keep them - without using any		4.9%	23
Read ads but throw away without using any		21.7%	102
Throw ads away unread		17.7%	83
Do not receive direct mail or advertisements at home or PO Box		8.5%	40

**Total: 470**

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 %	30 6.4%	66 14.0%	227 48.3%	14 3.0%	34 7.2%	54 11.5%	45 9.6%	470
County election Count Row %	22 4.7%	55 11.7%	247 52.6%	16 3.4%	32 6.8%	52 11.1%	46 9.8%	470
State election Count Row %	19 4.0%	88 18.7%	204 43.4%	12 2.6%	45 9.6%	54 11.5%	48 10.2%	470
Total Total Responses								470

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

Value		Percent	Responses
Yes		82.8%	389
No		17.2%	81













**Total: 470**

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		87.2%	410
No		12.8%	60

**Total: 470**

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








Value		Percent	Responses
New Vehicle Dealership		4.9%	23
Used Vehicle Dealership		5.5%	26
New and Used Vehicle Dealership		10.0%	47
Automotive Service		10.0%	47
Tire Store		11.5%	54
Auto Parts Store		18.7%	88
Recreation Vehicle (RV) Dealership		2.6%	12
RV or Camper Repair		1.5%	7
Boat Service		0.4%	2
Motorcycle Dealer		1.7%	8
Motorcycle Repair Shop		0.4%	2
None of the above / Does not apply		63.2%	297

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		2.3%	11
Legal Firm or Attorney		3.0%	14
Insurance Agency		6.4%	30
Tax Advisor		3.6%	17
Telecommunications Provider		2.8%	13
Internet Service Provider		3.8%	18
None of the above / Does not apply		83.6%	393









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		1.5%	7
Hearing Aid Center		1.7%	8
Cardiologist		3.4%	16
Chiropractor		5.1%	24
Dentist		11.5%	54
Dermatologist		4.7%	22
Hospital		6.0%	28
Mental Health Provider		3.6%	17
Optometrist		4.5%	21
Pediatrician		0.6%	3
General Practitioner		8.7%	41
Rehabilitation Clinic		1.7%	8
Urgent Care Clinic		5.7%	27
Surgical Specialist		2.6%	12
Weight Loss Service		1.3%	6
None of the above / Does not apply		71.3%	335







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		5.7%	27
Electrician		3.0%	14
Handyman		4.7%	22
Heating & Air Conditioning Service		4.9%	23
Remodeling Contractor		1.9%	9
General Contractor		2.6%	12
Landscaper		1.5%	7
New Home Builder		0.2%	1
Painting Contractor		0.9%	4
Plumber or Plumbing Contractor		3.8%	18
Roofing Contractor		3.2%	15
None of the above / Does not apply		82.8%	389

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		2.6%	12
Home Inspector		0.2%	1
Mortgage Broker		0.4%	2
Property Manager		2.3%	11
Realtor		7.9%	37
None of the above / Does not apply		90.2%	424


















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

Value		Percent	Responses
Real Estate Loan Provider		1.9%	9
Automotive Loan Provider		0.2%	1
Financial Advisor		2.6%	12
Bank		12.3%	58
Credit Union		6.6%	31
None of the above / Does not apply		80.2%	377









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

Value		Percent	Responses
Buffet Restaurant		9.8%	46
Ethnic Restaurant		8.5%	40
Family Style Restaurant		19.8%	93
Fast Food Restaurant		17.2%	81
Fine Dining Restaurant		13.6%	64
Pizza Restaurant		20.2%	95
Restaurant with Bar or Lounge		13.4%	63
None of the above / Does not apply		54.5%	256




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

Value		Percent	Responses
Building Supply-Lumber Yard		8.1%	38
Clothing Accessory Store		6.8%	32
Major Appliance Store		4.5%	21
Computer Store		4.9%	23
Farming and Agriculture Business		2.8%	13
Furniture Store		8.7%	41
Grocery Store		17.9%	84
Hardware Store		11.5%	54
Home Entertainment Store		1.7%	8
Jewelry Store		2.8%	13
Mobile Phone Store		5.1%	24
Shoe Store		8.7%	41
Specialty Food Business		1.9%	9
Women's Clothing Store		18.1%	85
Men's Clothing Store		5.5%	26
Children's Clothing Store		4.5%	21
None of the above / Does not apply		55.5%	261

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		6.0%	28
Any Child Related Business		3.4%	16
Any Event Planning Business		1.9%	9
Any Education Business		2.6%	12
Any Fitness Business		4.9%	23
Any Pet Related Business		13.0%	61
Any Senior Related Business		5.1%	24
None of the above / Does not apply		74.7%	351




















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		21.1%	99
No		52.6%	247
Does not apply		26.4%	124

**Total: 470**



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

Value		Percent	Responses
Arts and Entertainment		4.0%	4
Automotive		4.0%	4
Beauty and Spa		5.1%	5
Education		4.0%	4
General Retail		4.0%	4
Health and Medical		10.1%	10
Home Service Businesses		5.1%	5
Hotel and Travel		3.0%	3
Local Services		5.1%	5
Other		42.4%	42
Apparel and Accessories		1.0%	1
Fitness Businesses or Providers		1.0%	1
Home and Garden		2.0%	2
Motorsport Businesses		1.0%	1
Nightlife		1.0%	1
Pet / Animal		2.0%	2
Real Estate		2.0%	2
Recreation		1.0%	1
Restaurant / Bar / Lounge		2.0%	2

**Total: 99**






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.		35.4%	35
Computer Hardware		18.2%	18
Office Copier		5.1%	5
Business Logo Apparel		20.2%	20
Networking Hardware or Software		9.1%	9
Office Furniture, Fixtures or Interiors		10.1%	10
Office Cleaning Supplies		24.2%	24
Office Supplies		45.5%	45
Office Printer		9.1%	9
Promotional Items		22.2%	22
Security System		4.0%	4
Telephone Systems		3.0%	3
Uniforms or Work Clothing		13.1%	13
None of the above / Does not apply		28.3%	28






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		7.1%	7
Business Advertising		6.1%	6
Business Internet Services		4.0%	4
Business Printing Services		3.0%	3
None of the above / Does not apply		82.8%	82
Business Financial Consulting		1.0%	1
Business Advisory Services		1.0%	1
Business Computer Consulting		1.0%	1
Business Construction Contractor		1.0%	1
Business Internet Service Provider		2.0%	2
Business Legal Services or Attorney		1.0%	1
Business Marketing Services		2.0%	2
Business Meetings or Conventions		1.0%	1
Business Recruitment		1.0%	1
Business Sign Company Services		2.0%	2
Business General Broadcast Media Service		1.0%	1
Business Radio Media Service		1.0%	1






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

Value		Percent	Responses
Renovate Existing Facilities		7.1%	7
Construct New Facilities		3.0%	3
Buy or Rent Warehouse space		1.0%	1
Install New Commercial Carpeting		1.0%	1
None of the above / Does not apply		87.9%	87




















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		1.0%	1
Purchase New Business Trucks		2.0%	2
Purchase Used Business Trucks		3.0%	3
Lease New Business Automobiles		1.0%	1
None of the above / Does not apply		92.9%	92

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		2.0%	2
Business Health Insurance		2.0%	2
Business Property Insurance		2.0%	2
Business Commercial Insurance		1.0%	1
None of the above / Does not apply		93.9%	93

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

Value		Percent	Responses
Local Newspaper		31.3%	31
Local Newspaper Site		11.1%	11
Local Radio		12.1%	12
Local Television		5.1%	5
Other Print Publications		7.1%	7
Facebook		34.3%	34
Other Social Media		13.1%	13
Search Engine Optimization (SEO, SEM)		6.1%	6
Word of Mouth or Referrals		44.4%	44
Billboards		6.1%	6
Direct Mail		12.1%	12
Coupons or "Deal of the Day"		3.0%	3
Yellow Pages		5.1%	5
Banner Ads		7.1%	7
Online Advertising		17.2%	17
None of the above / Does not apply		18.2%	18
Twitter		2.0%	2
Fliers or Door Hangers		2.0%	2
Retargeting Web Ads		1.0%	1

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




Value		Percent	Responses
Have an ongoing digital marketing campaign		6.1%	6
Use social media for promoting business		20.2%	20
Website optimized for mobile (responsive)		15.2%	15
Ongoing search optimization (SEO, SEM)		5.1%	5
Banner ads		8.1%	8
Cost-per-click ads (CPC, PPC)		7.1%	7
Cost-per-mille ads (CPM)		2.0%	2
Programmatic ads		5.1%	5
Video ads		6.1%	6
Google ads (Adwords)		7.1%	7
Facebook ads		26.3%	26
Sponsored content		1.0%	1
Email advertising		7.1%	7
Site analytics		7.1%	7
Use a Digital Agency		1.0%	1
Digital ads through newspaper		9.1%	9
None of the above/Does not apply		52.5%	52



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		8.1%	8
Use social media for promoting business		14.1%	14
Website optimized for mobile (responsive)		7.1%	7
Ongoing search optimization (SEO, SEM)		8.1%	8
Banner ads		4.0%	4
Cost-per-click ads (CPC, PPC)		5.1%	5
Cost-per-mille ads (CPM)		1.0%	1
Programmatic ads		1.0%	1
Retargeting ads		4.0%	4
Video ads		4.0%	4
Google ads (Adwords)		6.1%	6
Facebook ads		19.2%	19
Sponsored content		1.0%	1
Email advertising		8.1%	8
Site analytics		5.1%	5
Use a Digital Agency		1.0%	1
Digital ads through newspaper		7.1%	7
None of the above/Does not apply		64.6%	64

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








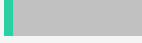



Value		Percent	Responses
Yes		2.0%	2
No		95.9%	94
Don't know		2.0%	2

**Total: 98**

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

Value		Percent	Responses
0%		5.3%	25
1% - 25%		44.9%	211
26% - 50%		22.8%	107
51% - 75%		16.0%	75
76% - 100%		11.1%	52
			<b>Total: 470</b>
			<b>Avg 34%</b>







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

Value		Percent	Responses
18 - 19		0.2%	1
20 - 24		1.9%	9
25 - 30		3.4%	16
31 - 34		3.8%	18
35 - 40		6.6%	31
41 - 45		4.7%	22
46 - 49		5.7%	27
50 - 54		6.8%	32
55 - 60		16.0%	75
61 - 69		29.4%	138
70 or older		21.5%	101

**Total: 470**









**Avg 58**

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

Value		Percent	Responses
Metro / Urban		3.8%	18
Small/Mid-Size Town		56.2%	264
Suburban		6.0%	28
Rural		31.5%	148
Vacation community		0.4%	2
Other		2.1%	10

Total: 470

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		1.1%	5
High School Graduate (12th grade)		12.6%	59
Vocational or Technical Training		9.8%	46
Some College		26.8%	126
College Graduate		26.4%	124
Some Post-Graduate Study (No Advanced Degree)		4.5%	21
Post-Graduate Degree		18.7%	88

**Total: 470**

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

Value		Percent	Responses
Under \$20,000		11.2%	52
\$20,000 - \$24,999		5.2%	24
\$25,000 - \$29,999		5.6%	26
\$30,000 - \$34,999		6.5%	30
\$35,000 - \$39,999		5.2%	24
\$40,000 - \$44,999		6.3%	29
\$45,000 - \$49,999		6.5%	30
\$50,000 - \$74,999		20.9%	97
\$75,000 - \$99,999		14.4%	67
\$100,000 - \$124,999		10.6%	49
\$125,000 - \$149,999		3.4%	16
\$150,000 - \$200,000		3.2%	15
Over \$200,000		1.1%	5

**Total: 464**  
**Avg \$64,705**




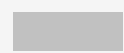

172. Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.9%	9
Asian		0.2%	1
White or Caucasian		89.8%	422
Hispanic		3.4%	16
Other		0.4%	2
Prefer not to answer		4.3%	20

Total: 470



173. Are you...





Value		Percent	Responses
Male		23.8%	112
Female		72.3%	340
Transgender Male		0.2%	1
Transgender Female		0.2%	1
Prefer not to answer		3.4%	16

Total: 470

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


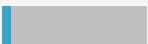



Value	Percent	Responses
Single Family Home	79.8%	375
Apartment	9.1%	43
Condominium	1.5%	7
Mobile Home	6.4%	30
Other	3.2%	15
		<b>Total: 470</b>

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



Value		Percent	Responses
Owned		74.9%	352
Rented		20.6%	97
Occupied Without Payment of Rent		0.6%	3
Other		3.8%	18

**Total: 470**

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

Value		Percent	Responses
None		80.4%	378
1		7.0%	33
2		6.8%	32
3		3.4%	16
4 or more		2.3%	11
			<b>Total: 470</b>

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

Value		Percent	Responses
Yes		40.2%	188
No		59.8%	280

**Total: 468**