

The Pulse of America 2020 Survey Report (National)

Response Counts



Total: 5,307

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	5,307
		Total: 5,307

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


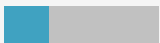
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	1,335 25.2%	1,321 24.9%	1,964 37.0%	687 12.9%	5,307
Business news Count Row %	1,382 26.0%	1,842 34.7%	1,635 30.8%	448 8.4%	5,307
Government news Count Row %	1,998 37.6%	1,836 34.6%	1,158 21.8%	315 5.9%	5,307
High school sports news Count Row %	732 13.8%	867 16.3%	2,086 39.3%	1,622 30.6%	5,307
Crime news Count Row %	2,265 42.7%	1,858 35.0%	975 18.4%	209 3.9%	5,307
Clubs and organizations news Count Row %	760 14.3%	1,538 29.0%	2,295 43.2%	714 13.5%	5,307
Total Total Responses					5307

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 %	38 0.7%	144 2.7%	594 11.2%	2,530 47.7%	1,902 35.8%	99 1.9%	5,307
Local news coverage Count Row %	67 1.3%	234 4.4%	529 10.0%	2,469 46.5%	1,914 36.1%	94 1.8%	5,307
Reporting objectivity Count Row %	173 3.3%	392 7.4%	1,155 21.8%	2,156 40.6%	1,235 23.3%	196 3.7%	5,307
Headline objectivity Count Row %	128 2.4%	344 6.5%	1,103 20.8%	2,341 44.1%	1,246 23.5%	145 2.7%	5,307
Local school news Count Row %	46 0.9%	154 2.9%	1,019 19.2%	2,191 41.3%	1,271 23.9%	626 11.8%	5,307
County news coverage Count Row %	66 1.2%	221 4.2%	813 15.3%	2,653 50.0%	1,377 25.9%	177 3.3%	5,307
Local city/community news coverage Count Row %	66 1.2%	205 3.9%	619 11.7%	2,573 48.5%	1,721 32.4%	123 2.3%	5,307
Environmental news coverage Count Row %	72 1.4%	331 6.2%	1,290 24.3%	2,279 42.9%	1,012 19.1%	323 6.1%	5,307
Courts and cops news coverage Count Row %	70 1.3%	238 4.5%	934 17.6%	2,446 46.1%	1,379 26.0%	240 4.5%	5,307
Local sports coverage Count Row %	51 1.0%	97 1.8%	754 14.2%	1,941 36.6%	1,681 31.7%	783 14.8%	5,307

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	42	191	819	2,421	1,570	264	5,307
Count	0.8%	3.6%	15.4%	45.6%	29.6%	5.0%	
Row %							
People and features coverage	41	163	937	2,492	1,440	234	5,307
Count	0.8%	3.1%	17.7%	47.0%	27.1%	4.4%	
Row %							
Total							
Total Responses							5307


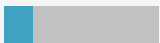
4. Have you or any members of your household listened to a local radio station in the past 24 HOURS?

Value		Percent	Responses
Yes		70.6%	3,748
No		29.4%	1,559
			Total: 5,307

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		38.5%	1,444
No		57.1%	2,140
None of the above / Does not apply		4.5%	167
			Total: 3,751

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

Value		Percent	Responses
Yes		81.3%	4,316
No		18.7%	991


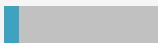
Total: 5,307

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		43.0%	1,857
No		52.8%	2,279
None of the above / Does not apply		4.2%	182



Total: 4,318

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

Value		Percent	Responses
Yes		89.9%	4,770
No		10.1%	537

Total: 5,307

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

Value		Percent	Responses
Yes		57.8%	2,761
No		42.2%	2,013
			Total: 4,774




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

Value		Percent	Responses
1		38.7%	1,844
2		48.0%	2,290
3		9.1%	435
4		2.2%	103
5 or more		2.1%	98
			Total: 4,770

Statistics

Average 1.7













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

Value		Percent	Responses
Adult male		66.8%	3,185
Adult female		77.1%	3,676
Minor under 18		3.4%	164

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

Value		Percent	Responses
Yes, always		20.1%	958
Yes, frequently		27.3%	1,301
Yes, sometimes		35.0%	1,670
Seldom		13.8%	659
Never		3.8%	182
			Total: 4,770




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		20.0%	952
Local Daily Newspaper		80.8%	3,854
Local Paid Weekly Community Newspaper		25.6%	1,222
Local Free Weekly Print Publication (a Shopper or Newspaper)		49.5%	2,362
Local Alternative Publication		7.9%	379
Local City or Regional Magazine		26.5%	1,264
Local Specialty Publication		13.7%	654
Local Business Publication		12.2%	584
Local Ethnic Publication		2.7%	128
Local Parenting Publication		3.0%	145
Local Senior Publication		13.8%	658
None of the above / Does not apply		2.0%	94




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

	Always	Frequently	Occasionally	Never	Responses
Classified Ads					
Count	742	990	2,223	815	4,770
Row %	15.6%	20.8%	46.6%	17.1%	
Retail Store Ads					
Count	1,517	1,792	1,281	180	4,770
Row %	31.8%	37.6%	26.9%	3.8%	
Ad Inserts					
Count	1,351	1,592	1,470	357	4,770
Row %	28.3%	33.4%	30.8%	7.5%	
Real Estate Ads					
Count	376	747	2,316	1,331	4,770
Row %	7.9%	15.7%	48.6%	27.9%	
Automotive Ads					
Count	267	550	2,301	1,652	4,770
Row %	5.6%	11.5%	48.2%	34.6%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	852	1,655	1,925	338	4,770
Row %	17.9%	34.7%	40.4%	7.1%	
Political Ads					
Count	379	824	2,188	1,379	4,770
Row %	7.9%	17.3%	45.9%	28.9%	
Legal Notices					
Count	409	605	1,993	1,763	4,770
Row %	8.6%	12.7%	41.8%	37.0%	
Total					
Total Responses					4770




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		52.1%	2,766
Posted on a Government Website		9.9%	526
No preference		38.0%	2,015
			Total: 5,307



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		14.6%	776
No		83.7%	4,441
Don't know		1.7%	90
			Total: 5,307








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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		31.4%	241
Satisfactory response (received many inquiries)		40.0%	307
Poor response (received very few inquiries)		28.6%	219
			Total: 767

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




















Value		Percent	Responses
Yes		46.8%	2,483
No		53.2%	2,824
			Total: 5,307






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

Value		Percent	Responses
Daily		16.2%	858
Couple times week		13.6%	720
Weekly		6.6%	349
Couple times month		11.7%	621
Monthly		3.8%	203
Less Monthly		21.1%	1,118
Have not visited / Does not apply		27.1%	1,438














Total: 5,307

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









Value		Percent	Responses
Auto Body Shop		6.6%	352
Auto Detailing Shop		6.0%	317
Auto Glass Repair Shop		4.7%	247
Oil Change Station		46.3%	2,457
Auto Parts Store		31.2%	1,657
Auto Repair Shop		23.0%	1,223
Auto Salvage Yard		4.8%	254
Auto Battery Store		8.3%	443
Car Wash		63.0%	3,343
Gas Station		79.6%	4,225
New Vehicle Dealership		14.3%	759
Used Vehicle Dealership		10.0%	529
Tire Store		22.8%	1,209
None of the above / Does not apply		7.8%	414
Auto Paint Shop		1.7%	89
Auto Towing Service		1.8%	94
Auto Window Tinting		2.5%	132
Auto Stereo Installation		1.4%	72
Car Audio Store		1.3%	68
Commercial Truck Dealership		0.5%	28
Commercial Truck Repair Shop		0.5%	27

Value		Percent	Responses
Pick and Pull Lot		2.4%	130
Recreation Vehicle (RV) Dealership		2.5%	133
RV or Camper Repair		2.1%	114
Trailer & Utility Trailer		1.2%	66
Trailer Rental Service		0.8%	45

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		1.8%	95
Boating Accessory Store		3.4%	178
Boat Repair Shop		1.6%	86
Boat Rental Service		0.8%	45
All-Terrain Vehicle (ATV) Dealer		3.4%	183
Watercraft Dealer		0.9%	47
Watercraft Rental Shop		0.8%	42
Motorcycle Dealer		2.7%	144
Motorcycle Repair Shop		1.7%	90
Motorcycle Accessory Store		2.8%	150
Golf Cart Dealer		1.6%	87
Boat and RV Storage Facility		1.6%	87
None of the above / Does not apply		86.3%	4,578

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		1.1%	58
Used Farm Equipment Dealer		1.9%	103
Farm Truck and Tractor Repair Shop		2.1%	114
Agriculture Farm Supply Store		11.5%	611
Agricultural Service		1.8%	94
Farming Structure Building Contractor		0.8%	42
Animal Feed Store		12.1%	641
None of the above / Does not apply		79.8%	4,235

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		25.7%	1,363
Bakery		55.8%	2,963
Specialty Cake Bakery		7.6%	404
Cupcake Shop		7.2%	382
Donut Shop		34.3%	1,818
Beverage Distributor		10.4%	551
Beer Shop		17.0%	902
Brewery or Brew Pub		22.5%	1,195
Candy Store		14.7%	780
Cheese Shop		14.8%	785
Chocolate Shop		13.9%	739
Coffee & Tea Shop		31.5%	1,672
Espresso or Coffee Shop		30.2%	1,605
Cookie Store		7.1%	379
Convenience Store		66.4%	3,525
Dessert Restaurant		7.0%	374
Distillery		6.1%	326
Ethnic Food Restaurant		32.2%	1,710
Ice Cream or Frozen Yogurt Shop		36.5%	1,938
Smoothie or Juice Bar		9.1%	484
Liquor Store		42.0%	2,227

Value		Percent	Responses
Tea Shop		5.5%	290
Winery		12.0%	635
Wine Shop		14.5%	772
None of the above / Does not apply		6.5%	343
U-Brew Beer or Wine Store		2.3%	123

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		15.8%	839
Grocery Store (Discount)		49.3%	2,618
Grocery Store (Ethnic)		8.8%	466
Farmers Market		36.5%	1,937
Grocery Store (Co-op)		18.9%	1,004
Grocery Store (Independent/Citywide)		31.8%	1,686
Grocery Store (Major or Regional Chain)		83.7%	4,440
Meat Market or Butcher Shop		22.4%	1,191
Grocery Store (Neighborhood/Local/Mom & Pop)		30.7%	1,629
Seafood Market		13.6%	721
Specialty Food Market		10.8%	574
None of the above / Does not apply		1.0%	51













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		36.8%	1,953
Day Spa		9.0%	476
Eyelash Extension Salon		2.3%	121
Hair Removal Salon		3.2%	168
Hair and Beauty Salon (Find New or Change Existing)		49.6%	2,630
Makeup Artist		1.8%	96
Massage Spa		15.9%	845
Nail Salon		31.6%	1,678
Skin Care Store		4.7%	248
Tanning Salon		3.8%	202
Tattoo Studio		5.7%	301
None of the above / Does not apply		19.4%	1,030













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

Value		Percent	Responses
Arcade		8.6%	455
Arts & Crafts Fair		38.5%	2,041
Casino		25.4%	1,347
Community Theatre		24.9%	1,321
Movie Theater		60.9%	3,230
Museum		30.1%	1,597
Live Theater		25.3%	1,343
Performing Arts Center		21.9%	1,163
Bingo Hall		6.6%	349
Social Club		7.6%	402
Stadium or Arena		20.7%	1,099
Rodeo		7.0%	372
Wine Tour		5.7%	300
Music Festival		19.0%	1,006
Wine Festival		7.9%	419
Food Festival		27.7%	1,472
Seasonal Festival		30.0%	1,590
Arts Organization		9.6%	509
Cultural Center		11.3%	601
Local Festival		31.6%	1,677
Historical Society		12.7%	673
None of the above / Does not apply		12.5%	664




















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

Value		Percent	Responses
Local Sports Team		22.0%	1,168
Professional Sports Team		17.8%	943
Amusement Center / Park		27.7%	1,468
Family Play Center		8.0%	424
Family Entertainment Center		13.6%	724
Go Kart Track		5.7%	303
Horseback Riding		5.9%	312
Outdoor Park		35.8%	1,901
Ice Skating or Roller Rink		9.5%	504
Athletic Club		16.0%	847
Zoo		29.1%	1,544
None of the above / Does not apply		30.1%	1,599










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%	71
CrossFit Gym		2.2%	116
Dance Studio		4.0%	211
Fitness Boot Camp		1.9%	102
Exercise Classes		19.7%	1,045
Gym, Fitness or Athletic Club		33.5%	1,776
Martial Arts Studio		2.3%	122
Personal Trainer		4.2%	225
Rock Climbing Gym		1.4%	74
Swimming Lessons		4.6%	242
Yoga Studio		9.7%	514
None of the above / Does not apply		51.6%	2,741
















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

Value		Percent	Responses
Archery Range		3.4%	181
Bait & Tackle Shop		16.0%	850
Bicycle Shop		7.8%	412
Bicycle Repair Shop		7.3%	385
Bicycle Rental Service		2.0%	107
Bowling Alley		21.1%	1,118
Dive Shop		0.9%	47
Fishing Supply Store		15.1%	803
Golf Course		14.7%	782
Golf Driving Range		10.3%	545
Golf Pro Shop		6.9%	364
Gun Shooting Range		13.5%	718
Gun Store		14.1%	750
Miniature Golf Course		13.4%	709
Outdoor Gear Store		11.2%	592
Ski Shop		3.2%	172
New Sporting Goods Store		12.0%	635
Used Sporting Goods Store		7.1%	375
None of the above / Does not apply		39.2%	2,079






















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








Value		Percent	Responses
Adult Club or Entertainment Company		4.6%	246
Bar, Lounge or Pub		39.4%	2,091
Comedy Club		13.5%	718
Dancing or Night Club		8.9%	474
Music or Concert Hall		27.1%	1,439
Billiard Hall		3.9%	209
Sports Bar		24.6%	1,305
Wine Bar		10.4%	550
None of the above / Does not apply		40.9%	2,173

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

Value		Percent	Responses
Boat Charter		3.4%	179
Card or Stationery Store		17.2%	913
Announcement Printing Service		3.7%	199
Catering Service		6.2%	328
Disc Jockey (DJ)		1.7%	91
Event Coordinator		2.0%	105
Hotel Meeting Room or Event Space		4.5%	237
Musician or Band		6.4%	338
Party Supply Store		14.9%	792
Photographer		6.7%	353
Event Space or Venue		4.4%	233
Videographer		1.4%	73
Wedding Venue or Banquet Hall		2.4%	125
Wedding Planner		1.6%	86
None of the above / Does not apply		63.5%	3,369

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		12.5%	664
University		8.4%	444
Community College		10.2%	539
Elementary School		5.9%	312
Middle or High School		8.1%	428
Adult Education School		9.0%	480
Art School		3.4%	183
Musical Instruments and Lessons		4.0%	210
Graduate school		3.1%	167
Lecture or Seminar Series		5.1%	271
None of the above / Does not apply		58.8%	3,121
Preschool		2.4%	128
Charter School		0.8%	43
Culinary School		2.4%	130
Beauty School		1.7%	92
Dance Studio		2.8%	146
Driving School		2.7%	141
Language School		1.2%	65
Tutoring Center		0.9%	47
Private Elementary School		0.8%	43
Private Middle School		0.2%	12

Value		Percent	Responses
Private High School		0.5%	29
Private K-12 School		0.9%	49
Private Tutor		0.8%	41
Vocational School		2.5%	132
Real Estate School		1.2%	66
Aviation / Flight School		1.0%	52
Parochial School		0.9%	49

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		28.2%	1,497
Credit Union		15.5%	825
Financial Advisor		10.6%	560
Stockbroker		3.5%	185
None of the above / Does not apply		62.6%	3,322

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

Value		Percent	Responses
Auto Broker		2.0%	104
Bankruptcy Service		1.1%	57
Business Development Service		1.1%	57
Bookkeeping Service		4.0%	211
Car Leasing Service		4.3%	230
Check Cashing Service		3.2%	168
Credit Repair Service		2.5%	131
Credit Counseling Service		1.8%	94
Debt Consolidation Company		2.1%	110
Money Transfer Service		3.1%	166
Payday Loan Company		1.1%	61
Tax Return Service		32.1%	1,704
Title Loan Company		1.8%	95
None of the above / Does not apply		56.8%	3,017






















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		11.6%	616
Dentist		38.1%	2,024
General Practitioner		20.6%	1,093
Family Practitioner		22.1%	1,174
Optometrist		21.0%	1,117
Pediatrician		4.2%	224
None of the above / Does not apply		47.1%	2,502

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		20.2%	1,072
Hospital		7.9%	420
Medical Clinic		14.4%	764
Mental Health Service		4.3%	227
None of the above / Does not apply		70.7%	3,754

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

Value		Percent	Responses
Acupuncturist		5.6%	299
Allergy or Asthma Specialist		10.0%	529
Cardiologist		22.0%	1,169
Cancer Specialist		5.9%	313
Mental Health Provider		7.6%	402
Dermatologist		26.8%	1,420
Denture or Implant Specialist		10.7%	569
Cosmetic Dentist		3.6%	189
Obstetrician & Gynecologist		13.9%	739
Oral Surgeon		4.3%	227
Orthodontist		4.3%	230
Ear, Nose & Throat Doctor		13.8%	733
Gastroenterologist		12.5%	663
Internal Medicine Doctor		23.4%	1,243
Massage Therapist		17.0%	904
Nutritionist or Dietician		3.7%	194
Oncologist		5.0%	268
Ophthalmologist		19.6%	1,042
Orthopedist		5.0%	267
Physical Therapist		11.1%	590
Psychiatrist		4.0%	210

Value		Percent	Responses
Podiatrist		7.3%	388
Urologist		9.6%	509
Surgical Specialist		3.9%	209
None of the above / Does not apply		20.3%	1,078
Cardiovascular Surgeon		1.5%	80
Cryotherapy		0.5%	28
Cosmetic or Plastic Surgeon		2.2%	118
Home Health Care Provider		2.2%	117
Naturopathic Practitioner		2.5%	135

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		4.9%	259
Blood Donation Center		8.9%	474
Hearing Aid Center		9.6%	509
Laboratory or Medical Testing Facility		20.4%	1,084
Medical Imaging Service		13.1%	693
Mental Health Service		3.8%	204
Medical Supply Store		3.7%	199
Pain Management Physician		6.2%	331
Pain Clinic		3.9%	205
Sleep Disorder Clinic		4.6%	242
Urgent Care Clinic		11.0%	584
Walk-In Clinic		14.5%	767
None of the above / Does not apply		41.7%	2,213
Alcoholism Treatment Program		0.5%	26
Alzheimer's or Memory Care Facility		0.9%	48
Drug Addiction Treatment Center		0.6%	34
Drug Testing Service		0.6%	33
Hospice Care Provider		0.5%	29
Laser Eye Surgery Clinic		2.7%	144
Memory Care Facility		0.4%	23
Medical Marijuana Authorization		2.2%	116








Value		Percent	Responses
Medical Marijuana Dispensary		2.7%	144
Medical Spa		1.0%	54
Mental Health Clinic		2.9%	154
Pain Control Clinic		2.8%	146
Physical Health Center		1.8%	93
Rehabilitation Clinic		1.4%	72
Sports Medicine Clinic		1.1%	61
Vascular Surgeon or Vein Center		2.3%	123

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		49.5%	2,627
Regional Airport		27.0%	1,432
Bed & Breakfast		10.8%	571
Campground		14.6%	774
Cruise Line		13.2%	699
Hotel or Motel (Local)		10.4%	553
Hotel or Motel (Out-of-Town)		59.2%	3,140
Luggage-Travel Store		1.2%	65
RV Rental Company		1.1%	59
Ski Resort		3.0%	161
Tour Company		4.5%	239
Shuttle Service		9.4%	499
Limo Service		3.0%	158
Taxi Service		9.3%	492
Travel Agent		8.2%	435
None of the above / Does not apply		23.8%	1,265

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		5.4%	289
Courier or Delivery Service		6.3%	334
Compost / Yard Waste Service		5.5%	292
Dry Cleaning or Laundry Service		28.1%	1,493
Electronics Repair Shop		4.3%	229
Information Technology (IT) Service		3.7%	195
Jewelry Repair Shop		11.6%	618
Mail Store		18.5%	983
Printing Service		6.6%	349
Propane Dealer		11.2%	596
Propane Home Heating Service		3.5%	185
Junkyard		5.7%	304
Recycling Center		20.7%	1,101
Self-Storage Facility		6.9%	366
Sewing and Alterations Shop		7.0%	370
Small Engine Repair Shop		4.6%	244
Shipping Center		14.7%	782
Shoe Repair Shop		7.0%	374
Watch or Clock Repair Shop		8.0%	424
Mobile or Cell Phone Repair Shop		6.7%	354
Tool / Equipment Rental Service		3.4%	183

Value		Percent	Responses
Car Rental Agency		11.6%	616
None of the above / Does not apply		26.8%	1,423
Bottled Water Delivery Service		2.3%	120
Moving Truck Rental Company		2.7%	145
Funeral Service Provider		1.6%	86
Cremation Service Provider		1.3%	71
Marriage Counselor		0.8%	45






















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		9.0%	475
Charity or Philanthropic Organization		9.9%	526
Church		50.2%	2,665
City or Municipal Service		13.9%	736
Community Organization		8.2%	437
Government or Political Service		3.1%	167
Community Service or Non-Profit Organization		10.2%	543
City Center		4.1%	220
City or Town Hall		15.2%	805
Civic Center		7.5%	398
Community Center		15.5%	825
Convention Center		5.2%	277
County Government Office		11.8%	624
Department of Social Services		5.4%	284
Employment Center		4.3%	230
Government Economic Program		1.3%	67
Youth Organization		4.1%	217
None of the above / Does not apply		28.2%	1,498

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

Value		Percent	Responses
Electrician		14.0%	741
Painting Contractor		10.6%	561
Plumber or Plumbing Contractor		13.7%	726
None of the above / Does not apply		75.2%	3,988

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

Value		Percent	Responses
Asphalt / Paving Contractor		4.4%	233
Appliance Repair Service		9.3%	491
Air Duct Cleaning Service		6.9%	368
Carpenter or Woodworker		10.0%	530
Carpet Installation Contractor		6.0%	319
Concrete Contractor		4.6%	242
Countertop Contractor		4.1%	219
Drywall Installation or Repair Contractor		4.9%	259
Deck Builder		3.5%	188
Fencing Contractor		4.2%	222
Furnace Contractor		5.2%	274
Flooring Installation Service		8.2%	433
Handyman		20.3%	1,077
Home Security Company		3.3%	173
Heating & Air Conditioning Service		18.0%	954
Garage Door Contractor		4.0%	210
Garbage Collection Service		11.4%	604
General Contractor		6.6%	350
Gutter Installation or Repair Contractor		3.7%	194
Junk Removal or Hauling Service		4.7%	250
Kitchen or Bath Remodeling Company		5.2%	275

Value		Percent	Responses
Landscaping Service		11.2%	592
Roofing Contractor		5.0%	266
Remodeling Contractor		3.3%	176
Septic Tank Contractor		3.3%	175
Window Installer		4.4%	235
None of the above / Does not apply		39.0%	2,069
Alternative Energy Service		1.8%	94
Demolition Contractor		0.6%	33
Fire & Water Damage Restoration Service		0.5%	24
Foundation Contractor		1.2%	63
Handicap Access Contractor		0.5%	27
Heavy Construction Machinery		0.3%	16
Home Maintenance Service		2.8%	148
Garage Builder		1.2%	64
Insulation Installer		1.4%	76
Mover or Moving Company		2.5%	131
New Home Builder		1.0%	52
Landscape Architect		1.4%	76
Siding Installation or Repair Contractor		1.6%	83
Stone or Marble Company		1.2%	62
Solar Energy Contractor		1.7%	90
Tile Contractor		2.1%	111
Waterproofing Contractor		0.7%	38

Value

Percent

Responses

Water Well Drilling Contractor



0.5%












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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	5.2%	277
Carpet Cleaning Service	10.4%	550
Fuel or Oil Home Heating Service	5.3%	280
Furnace Cleaning Service	8.1%	431
Home Pressure Washing Service	5.3%	283
Home Gardening Service	3.6%	192
House Cleaning Service	9.4%	498
Key or Locksmith Service	3.3%	175
Lawn Care Service	18.4%	976
Landscaper	6.9%	368
Pest Control Service or Exterminator	12.5%	666
Pool Cleaning Service	3.2%	172
Television or Internet Service Provider	20.6%	1,095
Window & Door Installation Service	4.1%	217
None of the above / Does not apply	42.5%	2,256
Awning & Tent Company	1.2%	65
Bathtub Refinishing Service	2.4%	129
Cabinet Refacing Service	2.2%	116
Furniture Upholstery Service	2.1%	114
Home Theater Installation Service	0.4%	19
Interior Designer	1.2%	66

Value		Percent	Responses
Shades & Blinds Installation Service		2.9%	155
Water Treatment Supply & Service		2.2%	119
Wallcoverings Store		0.5%	29





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

Value		Percent	Responses
Retirement Counselor		1.4%	76
Assisted Living Facility		1.6%	87
Retirement Home		0.8%	43
Nursing Home		1.2%	66
55+ Housing Community		6.1%	326
Senior Center		8.4%	445
Adult Day Care		0.8%	44
Geriatric Physician		1.2%	66
Respite Relief Provider		0.5%	27
Senior Care Placement Agency		0.5%	29
None of the above / Does not apply		82.9%	4,401











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		4.0%	213
Summer Camp		5.5%	292
Sports Camp		4.0%	211
None of the above / Does not apply		90.2%	4,785








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		21.6%	1,144
Children's Shoe Store		10.0%	532
Children's Furniture Store		2.5%	135
None of the above / Does not apply		77.8%	4,129





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		5.0%	266
Animal Daycare		4.2%	223
Emergency Animal Hospital		3.1%	163
Pet Boarding		9.2%	490
Pet Groomer		18.2%	967
Pet Sitter		6.1%	324
Pet Trainer		1.7%	91
Pet Walker		1.1%	58
Veterinarian		41.6%	2,207
None of the above / Does not apply		50.3%	2,668














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		8.6%	454
Bird Specialty Store		1.0%	53
Bird Shop		1.2%	63
Pet Boutique		1.8%	95
Fish or Aquarium Store		3.7%	194
Pet Store		37.4%	1,983
None of the above / Does not apply		55.8%	2,962















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

Value		Percent	Responses
Property Manager		2.1%	114
Realtor		8.8%	468
Real Estate Brokerage Firm		1.4%	74
None of the above / Does not apply		89.3%	4,738






















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		4.4%	233
Developer		0.5%	25
Estate Appraiser		1.3%	71
Estate Liquidator		0.6%	34
Home Inspector		4.0%	212
Home Staging Company		0.6%	30
Manufactured or Modular Home Builder		1.2%	62
New Home Builder		1.8%	97
Mortgage Banker		3.4%	181
Mortgage Broker		2.2%	119
Real Estate Appraiser		5.3%	281
Title & Escrow Company		4.1%	216
None of the above / Does not apply		84.3%	4,475

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		63.8%	3,386
Family Style Restaurant		44.6%	2,367
Buffet Restaurant		27.4%	1,454
Fine Dining Restaurant		30.8%	1,633
Restaurant with Lounge or Bar		33.2%	1,763
Pizza Restaurant		55.4%	2,941
Ethnic Restaurant		20.9%	1,107
Chinese Restaurant		40.7%	2,160
Mexican Restaurant		42.3%	2,247
Italian Restaurant		31.8%	1,688
Japanese or Sushi Restaurant		13.9%	740
Thai Restaurant		11.8%	624
Indian Restaurant		5.9%	314
None of the above / Does not apply		5.9%	312






















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		11.2%	593
Art Gallery		6.0%	317
Craft Supply Store		25.3%	1,344
Home and Office Battery Store		3.3%	177
Bookstore		37.2%	1,974
Candle Shop		11.2%	597
Cigar Store		3.2%	171
Computer Store		11.4%	603
Department Store		63.8%	3,386
Discount Store		57.7%	3,061
Drugstore or Pharmacy		67.2%	3,568
Electronics Store		16.6%	879
Fabric Store		14.1%	749
Florist		10.8%	572
Gift Shop		19.5%	1,036
Herb Shop or Herbalist		4.2%	221
Hobby Shop		19.2%	1,019
Mobile Phone Store		18.4%	974
Music and Video Store		5.8%	307
Music Instrument Store		3.9%	208
Music Store		4.8%	254

Value		Percent	Responses
Office Equipment & Supply Store		15.8%	841
Outlet Store		28.3%	1,500
Pawn Shop		7.3%	388
Flea Market		22.2%	1,177
Religious Supply or Gift Shop		5.3%	283
Scrap Metal Dealer		3.3%	175
Shopping Center		40.8%	2,164
Consignment Shop		22.7%	1,207
Tobacco Store		6.1%	324
Vape or Smoke Shop		3.4%	178
Toy Store		11.0%	584
Record Store		3.8%	203
Vitamin or Supplement Store		13.9%	740
Wholesale, Warehouse or Club Store		29.1%	1,545
Thrift Store		38.2%	2,029
Yard Equipment Store		7.0%	371
Camera Store		3.9%	209
Bead Store		4.4%	232
Marijuana Dispensary		4.7%	247
CBD Store		7.5%	398
Gun Shop		11.0%	583
Christian Book Store		10.3%	549
Christmas Store		15.6%	829

Value		Percent	Responses
Yarn Store		4.8%	256
None of the above / Does not apply		5.3%	279
Adult Video or Adult Store		2.6%	137
New Age Book Store		1.5%	77
Coin Shop		2.4%	127
Comic Book Shop		2.7%	142
Equipment Rental Store		2.5%	131
Knife Store		1.4%	73
Military Surplus Store		2.4%	129
Monument or Memorial Company		0.8%	42
Sewing Studio		2.1%	112
Sign Store		0.9%	48
Trophy or Award Store		0.8%	43
Wedding Supply Store		1.4%	76
Survival Store		1.1%	57
Security Service		1.1%	59
Gold/Silver/Precious Metal Dealer		2.6%	136

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		19.8%	1,049
Major Appliance Store		8.6%	455
Small Appliance Store		3.9%	206
TV & Appliance Store		8.0%	427
Baby Supply & Furniture Store		4.5%	241
Bath & Accessory Store		23.9%	1,271
Building Supply Store or Lumber Yard		26.8%	1,420
Cabinet Store		3.0%	160
Carpet Store		6.2%	331
Fireplace, Wood Stove or Barbeque Store		4.3%	226
Flooring Store		9.9%	525
Frame Shop		3.5%	184
Furniture Store		17.1%	909
Hardware Store		38.4%	2,037
Home & Garden Center		45.4%	2,410
Home Decor Store		18.4%	977
Lighting Store		5.2%	274
Mattress or Bedding Store		10.5%	557
Plant Nursery & Garden Supply Store		23.5%	1,246
Outdoor Furniture Store		5.4%	284
Paint Store		13.7%	726

Value		Percent	Responses
Rug Store		3.3%	176
Pool & Spa Dealer		3.3%	177
Tool Store		7.1%	377
TV Store		4.0%	210
Used Building Supply Store		3.2%	168
None of the above / Does not apply		18.8%	1,000
Clock Shop		2.0%	108
Furniture Restoration Shop		2.3%	121
Hot Tub or Spa Dealer		2.1%	109
Rent-to-Own Store		1.4%	72
Solar Energy Equipment Dealer		1.3%	67
Tool Rental Center		2.4%	126
Vacuum Store		2.9%	154
Window Store		2.3%	122
Futon Store		0.6%	33








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

Value		Percent	Responses
Activewear Store		23.3%	1,234
Beauty Supply Store		23.0%	1,219
Clothing Accessory Store		28.5%	1,514
Menswear Store		19.8%	1,051
Women's Clothing Store		51.2%	2,719
Eyewear & Opticians Store		32.8%	1,742
Jewelry Store		12.6%	671
Lingerie Store		6.9%	367
Logo Apparel Store		3.7%	195
Outdoor Clothing Store		16.4%	870
Perfume Store		6.7%	354
Shoe Store		45.1%	2,391
Sportswear Store		16.5%	877
Swimwear Store		7.0%	374
Western Wear Store		4.1%	220
None of the above / Does not apply		18.4%	977
Bridal Shop		1.7%	92
Fur Store		0.6%	33
Leather Goods Store		2.6%	137
Maternity Store		0.7%	35
Watch Store		2.7%	145























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

Value	Percent	Responses
Accountant or CPA 	10.9%	579
Disaster Insurance 	0.8%	43
Insurance Agency 	12.4%	660
Immigration Lawyer / Law 	0.4%	23
Legal Firm or Attorney 	5.3%	283
Tax Advisor 	8.4%	446
None of the above / Does not apply 	73.7%	3,910












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

Value		Percent	Responses
Commercial Builder		0.9%	48
Architect or Architecture Firm		1.2%	64
Employment or Staffing Agency		4.0%	210
Graphic Designer		1.2%	66
Life Coach		1.7%	90
Private Investigator		0.5%	25
None of the above / Does not apply		92.4%	4,904




















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

Value		Percent	Responses
Have Boat Repaired or Serviced		4.0%	213
Purchase Boat Parts		3.5%	185
None of the above / Does not apply		85.7%	4,548
Purchase New All-Terrain Vehicle (ATV)		1.2%	63
Purchase New Boat		0.8%	44
Purchase New Personal Watercraft		0.4%	22
Purchase New Motorcycle		0.7%	36
Purchase New Motorcycle Trike		0.4%	22
Purchase New Snowmobile		0.1%	7
Purchase Used All-Terrain Vehicle (ATV)		1.3%	67
Purchase Used Boat		1.5%	79
Purchase Used Personal Watercraft		0.5%	24
Purchase Used Motorcycle		0.9%	47
Purchase Used Motorcycle Trike		0.3%	14
Purchase Used Snowmobile		0.4%	22
Have Motorcycle Repaired		2.3%	120
Purchase Motorcycle Parts		2.8%	146
Purchase Marine Electronics		1.1%	60
Purchase New Golf Cart		0.8%	41
Purchase Used Golf Cart		0.9%	50
Purchase Motorcycle Apparel		2.1%	110
Rent Snowmobile		0.6%	32


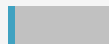






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.6%	32
Purchase New Class B RV		0.2%	10
Purchase New Class C RV		0.4%	23
Purchase New Travel Trailer or 5th Wheel		0.7%	39
Purchase New Camper Shell		0.3%	18
Purchase Used Class A RV		0.5%	28
Purchase Used Class B RV		0.3%	15
Purchase Used Class C RV		0.5%	29
Purchase Used Travel Trailer or 5th wheel		1.6%	85
Purchase Used Camper Shell		0.5%	24
None of the above / Does not apply		96.0%	5,094

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






















Value		Percent	Responses
New Car		8.4%	447
New Luxury Vehicle - Under \$50,000		1.9%	102
New Luxury Vehicle - \$50,000 - \$75,000		1.2%	63
New Luxury Vehicle - Over \$75,000		0.3%	17
New Van		0.3%	18
New Minivan		0.6%	32
New SUV		6.0%	317
New Truck		2.8%	151
New Hybrid or Electric Vehicle		1.1%	59
Used Car		11.8%	628
Used Luxury Vehicle - Under \$30,000		2.0%	106
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	36
Used Luxury Vehicle - Over \$50,000		0.2%	12
Used Van		0.8%	42
Used Minivan		1.3%	69
Used SUV		6.6%	348
Used Truck		5.2%	275
Used Hybrid or Electric Vehicle		0.9%	49
None of the above / Does not apply		67.2%	3,566

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

Value		Percent	Responses
Compact car		4.9%	261
Full-size car		5.8%	306
Luxury vehicle (any size)		2.5%	133
Midsized car		6.4%	337
Pickup truck		7.8%	414
Sport utility vehicle (SUV)		20.1%	1,069
Van or mini-van		4.5%	240
None of the above		48.0%	2,547



Total: 5,307

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























Value		Percent	Responses
Buick		3.9%	205
Cadillac		3.0%	157
Chevrolet		14.9%	790
Chrysler		3.4%	182
Dodge		6.5%	347
Ford		14.0%	745
GMC		8.0%	427
Honda		11.8%	628
Hyundai		6.2%	330
Jeep		6.1%	324
Kia		5.5%	294
Mazda		3.3%	176
Nissan		7.8%	416
Subaru		7.4%	394
Toyota		15.1%	804
None of the above / Does not apply		50.9%	2,703
Aston Martin		0.2%	8
Acura		2.6%	137
Audi		2.2%	117
BMW		2.7%	142
Ferrari		0.2%	10











Value		Percent	Responses
Fiat		0.3%	16
Infiniti		1.7%	92
Jaguar		0.6%	34
Land Rover		1.1%	56
Lamborghini		0.1%	6
Lexus		2.7%	144
Lincoln		2.4%	126
Mercedes-Benz		1.7%	91
Mini		0.5%	29
Mitsubishi		1.0%	55
Porsche		0.5%	27
Saab		0.2%	10
Scion		0.2%	13
Suzuki		0.3%	18
Tesla		1.4%	74
Volkswagen		2.8%	148
Volvo		2.0%	105

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

Value		Percent	Responses
Yes		21.8%	1,156
No		78.2%	4,151
			Total: 5,307

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







Value		Percent	Responses
GPS Device (Handheld or In-Vehicle)		3.3%	177
Office Equipment		7.4%	391
Printer		8.8%	466
Ink or Printer Cartridges		40.3%	2,137
Wi-Fi for Home		7.5%	399
Headphones		17.2%	912
Portable Speakers		4.1%	215
Customizable Smartphone accessories		4.3%	226
Wireless Speakers		4.9%	261
Smartphone Charger		11.0%	582
Smartwatch		4.8%	253
Phone or Tablet Controlled Home Tech Products		4.5%	240
Noise Canceling Headphones		4.8%	256
Phone Calling Card		4.6%	243
Healthcare Device		3.0%	157
Surge Protector		6.0%	320
Apple Watch		6.8%	361
Batteries for Electronics		34.6%	1,834
None of the above / Does not apply		31.5%	1,673
Home Theater System		2.3%	120
Satellite Radio		2.8%	148
Satellite TV System		1.4%	76

Value		Percent	Responses
Stereo System (Home)		1.7%	88
Compact/Mini Projector		1.1%	57
Wearable Electronics		2.1%	113
Aerial Drone		2.8%	147
Aerial Drone Accessories		1.0%	53
Short Wave Radio		0.5%	25
Wireless Hotspot		2.8%	150
Assistive Technology for Hearing		2.1%	113
Virtual Reality Headset		0.8%	40
Smart Sports Equipment		0.4%	19

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	3.1%	166
Camera Memory Card	4.7%	249
Computer Accessories	6.2%	328
Computer Software	5.4%	284
Tablet (iPad or Similar)	7.4%	391
Personal Computer	6.7%	356
Laptop Computer	13.0%	689
4K Ultra HD TV	7.8%	413
Smart TV	12.2%	647
None of the above / Does not apply	53.9%	2,862
Camera (Digital) - Point and Shoot	2.4%	125
Mirrorless Camera	0.4%	19
Camera (Film)	1.5%	78
Camera Accessories or Supplies	2.4%	129
Camera Lens	1.9%	99
Portable DVD Player	1.9%	100
E-Reader (Kindle or Similar)	2.4%	127
TiVo or DVR	1.1%	61
Computer Bag	1.8%	96
TV (3D)	2.8%	146
Computer or Tablet Support	2.6%	139

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

Value		Percent	Responses
Smartphone		23.7%	1,256
Conventional Cell Phone		7.4%	395
Prepaid Cell Phone		3.7%	199
Unlocked Cell Phone		2.8%	148
Large-Screen Smartphone		5.4%	286
None of the above / Does not apply		64.8%	3,440

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		5.2%	277
Necklaces		9.5%	504
Rings (Other)		7.2%	384
Earrings		21.3%	1,128
Pendants		3.1%	167
Diamond Jewelry		4.4%	232
Silver Jewelry		6.7%	357
Gemstone Jewelry		4.5%	240
Children's Jewelry		3.2%	171
Costume Jewelry		12.2%	645
Women's Jewelry		12.9%	683
None of the above / Does not apply		60.2%	3,196
Engagement Rings		1.1%	61
Wedding Rings		1.5%	80
Graduation Rings		1.2%	64
Celtic Jewelry		2.7%	141
Pearl Jewelry		2.2%	116
Men's Jewelry		2.6%	139
Designer Jewelry		1.9%	103
Custom Designed Jewelry		2.0%	105
Crystal Figurines		0.8%	43
Jewelry Box or Organizer		2.4%	127

Value		Percent	Responses
Men's High-End Watch		1.3%	71
Women's High-End Watch		0.8%	45



















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		16.8%	889
Crop Insurance		0.2%	12
Dental Insurance		7.8%	414
Disability Insurance		1.6%	84
Homeowner Insurance		10.8%	573
Life Insurance		7.3%	385
Medical (Health) Insurance		8.4%	445
Medicare		5.2%	278
Long Term Care Insurance		1.9%	99
Pet Insurance		2.0%	108
Renters Insurance		3.6%	190
Agriculture Insurance		0.5%	29
Professional Liability Insurance		0.9%	49
None of the above / Does not apply		68.4%	3,632



















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

Value		Percent	Responses
Chiropractor		6.0%	318
Counseling & Mental Health Specialist		3.0%	161
Family Practice Doctor		10.8%	573
Hospital		3.8%	200
Medical Clinic		4.3%	226
Optometrist		6.3%	336
Primary Care Provider		8.5%	453
Drugstore or Pharmacy		9.6%	510
None of the above / Does not apply		68.9%	3,657
Acupuncture		2.4%	130
Audiologist		2.3%	124
Geriatric Specialist		0.5%	28
Home Healthcare		0.8%	41
Pediatric Dentist		0.7%	38
Pediatrician		1.4%	74
Wellness Business		0.9%	48
Substance Abuse Treatment Provider		0.3%	15
Weight Loss Service		2.3%	120
Alternative Care Provider		1.0%	54
Physical Therapy or Rehabilitation service provider		2.2%	119
Hearing Aid Center		2.8%	151

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		1.8%	96
Bankruptcy Attorney		0.9%	50
Banking, Partnership & Business Law Attorney		1.8%	95
Child Support Attorney		0.8%	44
Criminal Law Attorney		0.6%	30
Disability & Social Security Attorney		1.4%	73
Divorce & Family Law Attorney		1.5%	80
DWI, DUI, OWI, OUI Attorney		0.2%	12
Employment Discrimination or Labor Issues Attorney		0.6%	31
General Practice Attorney		2.7%	143
Intellectual Property Attorney		0.4%	21
Malpractice Attorney		0.4%	23
Patent, Trademark & Copyright Attorney		0.4%	22
Probate Attorney		0.8%	44
Real Estate Attorney		3.3%	177
Taxation Attorney		1.1%	58
Wills, Trusts & Estates Attorney		13.9%	739
None of the above / Does not apply		76.0%	4,034






















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
























Value		Percent	Responses
Botox		2.8%	149
Breast Augmentation		0.5%	28
Breast Implants		0.3%	17
Dermabrasion		1.4%	74
Ear Surgery		0.3%	16
Eyelid Surgery		1.3%	69
Fat Reduction		1.0%	53
Facelift		0.6%	33
Forehead Lift		0.2%	10
Hair Transplant		0.2%	10
Hair Loss Treatment		0.6%	34
Lap Band		0.2%	13
Lip Augmentation		0.3%	17
Liposuction		0.6%	34
Lasik		1.1%	58
Skin Treatment		5.0%	267
Rhinoplasty (Nose Job)		0.2%	10
None of the above / Does not apply		88.7%	4,707



















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		55.2%	2,930
Teeth Cleaning		49.1%	2,608
Cavity Filling		16.8%	893
Crown		11.8%	625
Oral Surgery		3.7%	197
Braces		3.6%	190
Composite Bonding		1.9%	103
Dental Implants		7.3%	386
Dental Veneers		1.1%	61
Dentures		6.7%	355
Full Mouth Reconstruction		0.9%	48
Inlays or Onlays		0.4%	21
Smile Makeover		1.1%	56
Teeth Whitening		7.3%	388
None of the above / Does not apply		20.5%	1,086

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		45.7%	2,426
Purchase Health Related Products		11.4%	603
Use Physical Rehabilitation Services		3.5%	186
Stop Smoking		3.7%	195
Purchase Health and Wellness Supplements		17.4%	922
Receive Treatment for Back Pain		9.0%	475
Have an Eye/Vision Exam		56.3%	2,989
Purchase Prescription Eyeglasses		28.9%	1,536
Purchase Prescription Contact Lenses		8.4%	445
Have an Annual Physical or Checkup		50.1%	2,660
Have X-Rays Taken		11.9%	632
Have a Scheduled Surgery		4.5%	238
Have Blood Drawn for Testing		44.2%	2,348
Plan to Visit a Hospital for any Medical Service or Procedure		9.0%	479
Have Foot Problems Diagnosed or Treated		8.4%	448
Senior Travel		6.1%	324
Receive Treatment for a Sleep Disorder		4.1%	218
Purchase Allergy Medications		15.2%	809
Cardiovascular Treatment		5.9%	313
Cancer Treatment		4.4%	235
Orthopaedic or Knee Surgery		3.4%	178









Value		Percent	Responses
Chiropractic Care		14.7%	780
Do Corrective Exercises		6.0%	320
Purchase Diabetes Testing Supplies		8.3%	440
Get Vaccinations at Drug Store or Pharmacy		20.6%	1,092
Have Cataract Surgery		3.0%	157
Discretionary Health Care and Wellness Services and Products		4.1%	220
Purchase Marijuana		4.2%	221
Purchase Vitamins		41.8%	2,217
Have Acupuncture		3.6%	190
Purchase Hemp Based Supplements		4.8%	253
Purchase Anti Anxiety Medication or Supplements		7.4%	395
None of the above / Does not apply		18.3%	972
Purchase Elder Care-Related Products or Services		1.4%	72
Purchase Medical Supplies or Equipment for Home		2.7%	145
Find Home for Aging Parent		1.2%	64
Participate in a Medical Study		1.7%	90
Purchase a Mobility Device		0.8%	44
Receive Treatment for Vehicle or Workplace Injury		0.7%	35
Handicap Accessible Products		2.5%	131
Purchase Orthopedic Shoes		1.8%	96
Purchase Home Medical Testing Equipment or Supplies		1.4%	75
Hire a Personal Care Assistant		0.3%	17
Hire a Caregiver or Respite Worker		0.8%	41

Value		Percent	Responses
Purchase "Aging in Place" Products		1.1%	60
Purchase a Medical Alert Service		0.7%	36
Have Safety Bars Installed in Bathroom		1.8%	96
Use Personal Trainer or Instructor		2.9%	152
Stroke Treatment		0.3%	18
Memory or Alzheimer's Care		0.6%	34
Nutritional Counseling		2.4%	127
Spinal and Postural Screening		1.0%	53
Physiotherapy		1.0%	51
Receive Treatment for Substance Abuse		0.4%	20
Purchase Blood Pressure Monitoring Device		2.7%	142
Receive Aquatic Therapy		1.3%	70
Join a Weight Loss Group		2.3%	122
Purchase Weight Loss Supplements		2.9%	153
Purchase Weight Loss Food Plan		1.9%	103
Have Reflexology Treatment		1.2%	62
Hire a Weight Loss Professional		0.8%	41
Receive Treatment for PTSD		1.9%	100










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		0.2%	13
Purchase a "In-the-Ear" Hearing Aid		1.4%	73
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.8%	42
Purchase a Digital Hearing Aid		1.3%	68
Purchase a "Behind-the-Ear" Hearing Aid		1.5%	78
Purchase Hearing Aid Cleaning Supplies		1.4%	75
Purchase Hearing Aid Batteries		4.8%	256
Purchase a "In-the-Canal" Hearing Aid		0.9%	47
Purchase a Analog Hearing Aid		0.2%	9
Have a Hearing Exam		16.4%	868
None of the above / Does not apply		80.3%	4,261














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		1.5%	78
Pre-purchase a Funeral Plot or Cremation Service		3.8%	202
Purchase a Monument or Headstone		1.6%	83
Use a Funeral Planner		1.9%	99
Purchase Flowers for a Funeral		2.6%	139
Use a Cremation Service		1.6%	83
Hire a Religious or Spiritual Leader for a Funeral Service		0.6%	31
None of the above / Does not apply		90.0%	4,776


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

Value		Percent	Responses
Move into a Independent Senior Housing Community		1.0%	54
Move into a Assisted Living Facility		0.8%	45
Move into a Nursing Home		0.3%	16
Move into a Alzheimers Care Facility		0.3%	16
Move Into a Hospice Facility		0.3%	14
Hospice to your Home or House		0.7%	39
Move into Residential Care Home		0.4%	19
Utilize a Respite Provider		0.4%	23
None of the above / Does not apply		96.9%	5,140

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		4.0%	213
Open Savings Account		5.0%	267
Online Banking		40.9%	2,170
Manage Investments		15.1%	802
Manage Retirement Accounts		16.0%	849
Mortgage Line of Credit		3.8%	203
Financial Consulting		10.7%	570
Financial Services		12.1%	644
Safe Deposit Box Rental		7.3%	390
Obtain New Credit Card		4.9%	261
Payday Loan or Check Cashing Business		0.8%	41
Use Vehicle Title Loan Company		0.9%	50
None of the above / Does not apply		40.8%	2,164

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










Value		Percent	Responses
Annuities		4.9%	261
Certificates of Deposit		9.1%	483
City or State Bonds		1.8%	96
Collectibles, Antiques or Art		2.6%	138
Common or Preferred Stock		7.4%	395
Corporate Bonds or Debentures		1.4%	74
401(k)		21.4%	1,135
Gold or Precious Metals		2.3%	121
IRA		13.1%	694
Money Market Funds		9.8%	520
Mutual Funds		11.5%	608
Non-US Stocks		1.9%	99
Options		0.9%	49
US Savings Bonds		2.1%	111
US Treasury Notes		1.1%	57
Coins or Stamps		3.5%	187
None of the above / Does not apply		57.9%	3,071

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















Value		Percent	Responses
Agriculture Loan		0.6%	33
Business Equipment Loan		0.8%	40
Carpeting or Furniture Loan		0.8%	42
College Expenses Loan		1.9%	103
College Tuition Loan		4.0%	214
Debt Consolidation Loan		3.5%	188
Medical Expenses Loan		0.8%	45
New Vehicle Loan		5.0%	264
Used Vehicle Loan		7.6%	401
Vacation or Travel Loan		1.0%	52
Wedding Loan		0.3%	16
None of the above / Does not apply		81.5%	4,325

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		30.0%	1,593
Body Jewelry		3.2%	168
Coats		21.3%	1,132
Lipstick		25.7%	1,362
Nail Polish		20.3%	1,077
Eyewear or Sunglasses		40.8%	2,164
Formal Wear		5.7%	303
Handbags		22.5%	1,195
Hats		10.7%	567
Intimate Apparel		19.8%	1,053
Jewelry or Accessories		18.3%	970
Watches		6.3%	336
Luggage or Bags		5.6%	299
Perfume		19.4%	1,029
Men's Apparel		43.0%	2,280
Men's Shoes		35.7%	1,896
Men's Underwear		34.6%	1,834
Women's Apparel		61.4%	3,256
Women's Pajamas or Sleepwear		27.6%	1,466
Women's Shoes		51.3%	2,725
Women's Underwear		44.1%	2,342




Value		Percent	Responses
Swimwear		17.4%	926
Socks		43.2%	2,293
Scarves		8.3%	441
Ties		4.1%	217
Uniforms		4.0%	214
Western Clothing		4.2%	223
Outerwear		19.7%	1,043
None of the above / Does not apply		11.9%	631
Fur Coat		0.5%	26

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

Value		Percent	Responses
Children's Sweaters		10.0%	533
Children's Winter Coats		8.5%	453
Children's Swimwear		9.6%	510
Children's Pants		15.9%	842
Children's T-Shirts		16.0%	848
Children's Dresses		9.8%	518
Children's Pajamas or Sleepwear		16.1%	852
Children's Socks		14.7%	781
Children's Party Dresses		3.9%	208
Children's Shorts		13.3%	706
Infant Clothing		8.5%	453
Children's School Uniform		3.2%	171
Children's Athletic Clothing		10.6%	563
None of the above / Does not apply		72.1%	3,825

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)		38.0%	2,015
Boots (Men's)		13.2%	702
Cowboy Boots (Men's)		3.0%	158
Classic & Fashion Sneakers (Men's)		12.2%	649
Lace-Ups (Men's)		9.6%	509
Sandals (Men's)		7.5%	398
Slippers (Men's)		8.0%	426
Work & Safety (Men's)		8.2%	436
Lace-Up Sneakers (Women's)		18.9%	1,002
Pumps (Women's)		11.6%	618
Sling-Back Sandals (Women's)		12.6%	668
Classic & Fashion Sneakers (Women's)		20.7%	1,099
Slippers (Women's)		15.3%	811
Work & Safety (Women's)		3.8%	201
Cowboy Boots (Women's)		3.3%	173
Athletic & Outdoor Shoes (Women's)		44.0%	2,333
Loafers & Slip-Ons (Women's)		19.4%	1,029
Slippers (Children's)		3.5%	188
Athletic & Outdoor Shoes (Children's)		13.3%	704
Sandals (Children's)		7.0%	370
Slip-Ons (Children's)		4.5%	237
Dress Shoes (Children's)		5.2%	278

Value		Percent	Responses
None of the above / Does not apply		21.9%	1,164
Formal & Tuxedo Footwear (Men's)		2.0%	107
Cowboy Boots (Children's)		1.9%	99

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		14.3%	760
Have Clothing Dry Cleaned		29.2%	1,547
Have Shoes Repaired		10.0%	532
Rent or Purchase a Costume		2.2%	117
Wash Clothing at a Laundromat		7.7%	409
Purchase Custom Made Clothing Items		1.3%	71
None of the above / Does not apply		58.5%	3,104






















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		3.4%	180
Bicycle or Mountain Bike (Adult)		6.1%	323
Bicycle Tune-Up or Repair		7.1%	376
Camping or Hiking Equipment		10.2%	542
Exercise or Fitness Equipment		9.3%	493
Fishing Rods or Reels		9.7%	517
Fishing Bait or Attractant		14.2%	751
Fishing Accessories		16.0%	851
Golf Clubs or Equipment		6.6%	348
Hunting Gear		6.2%	327
Ammunition		16.2%	859
Running or Jogging Equipment		4.2%	221
Sports Equipment (Children)		3.7%	196
Swimming Gear		4.9%	258
Weight Lifting Equipment		3.7%	194
Rifle		4.7%	252
Hand Gun		8.4%	447
Shotgun		3.9%	208
None of the above / Does not apply		49.9%	2,646
Bowling Equipment		2.2%	117
High End Bicycle		0.9%	47
Bicycle Rental		1.6%	87






















Value		Percent	Responses
Racquet Equipment		1.0%	51
Scuba, Diving or Snorkeling Equipment		1.0%	53
Skiing Equipment		1.5%	77
Soccer Equipment		1.1%	59
Sports Memorabilia		1.8%	98
Trampoline		1.5%	77
Trophies or Plaques		0.5%	28
Used Sporting Equipment		2.5%	132











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		29.9%	1,586
Bedding Flowers or Perennials		41.6%	2,206
Chainsaw		3.6%	190
Fertilizer		30.8%	1,632
Flower Pots		24.0%	1,272
Garden Ornaments		11.8%	628
Gravel or Rock		13.6%	723
Hand Garden Tools		13.8%	733
Landscaping		10.2%	540
Indoor Garden Supplies		5.2%	276
Decorative Rock		9.0%	480
Lawn Seed, Turf or Sod		10.2%	540
Outdoor Fireplace or Fire Pit		3.9%	207
Outdoor Furniture		7.9%	420
Outdoor Grill		7.1%	377
Patio Furniture		7.3%	387
Propane		17.1%	905
Lawn Mower (Push)		4.0%	210
Lawn Mower (Riding)		3.4%	182
Shrubbery or Trees		9.8%	520
Stone (Cast, Crushed or Natural)		4.4%	231
Storage Shed		4.4%	235























Value		Percent	Responses
Leaf Blower		3.5%	185
Insect or Fungus Control Products		13.7%	727
Outdoor Garden Flags		4.6%	243
None of the above / Does not apply		26.9%	1,427
Fountains		2.6%	138
Gate		2.1%	112
Gazebo		1.4%	75
Insects (Bees or Other Beneficial Species)		2.4%	125
Patio Heater		1.3%	71
Outdoor Infrared Heater or Fireplace		0.8%	43
Outdoor Smoker		1.9%	101
Outdoor Kitchen Equipment		1.0%	54
Outdoor Entertainment Center		0.7%	38
Patio Cover, Awning or Canopy		2.3%	124
Pole Shed		0.9%	46
Portable Outdoor Heater		0.9%	49
Power Garden Tools		2.3%	121
Rototiller		0.8%	44
Screen Porch		1.8%	93
Snow Blower		1.5%	82
Greenhouse		2.0%	104

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		9.3%	491
Animal Healthcare Products		7.4%	394
Fertilizers, Herbicides or Pesticides		7.4%	394
Mowers, Cutters or Clippers		3.1%	166
Plants, Plantings or Agricultural Seed		9.3%	491
Propane, Oils or Fuels		8.1%	432
Rocks, Gravel or Sand		5.5%	294
Straw or Bedding Materials		3.2%	169
None of the above / Does not apply		70.6%	3,748
ATV Products and Attachments		1.8%	98
Barn or Pole Building		1.1%	61
Blowers		1.3%	70
Steel Farm Building		0.5%	28
Carts or Utility Carriers		1.0%	52
Cement Mixers or Rollers		0.3%	17
Chippers or Shredders		0.9%	46
Diggers, Drillers or Drivers		0.5%	27
Drainage or Irrigation Equipment		0.7%	36
Farm Tool Rental		0.5%	26
Farm Equipment Rental		0.7%	36
Farm Machinery or Tractor Attachments & Implements		0.8%	43























Value		Percent	Responses
Farm Work Clothes		2.2%	115
Ground-Working Equipment		1.1%	56
Pallet Forks, Forklifts or Skid Steers		0.2%	11
Pivot		0.1%	7
Planting and Seeding Equipment		2.5%	135
Rakes or Hay Handling Equipment		1.1%	60
Scoops or Shovels		1.8%	98
Sprayers or Spreaders		1.7%	90
Sweepers or Industrial Vacuums		0.3%	14
Tree Cutters or Tree Maintenance Equipment		2.1%	110

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

Value		Percent	Responses
Any Pet-Related Products or Services		15.1%	804
Bird Seed		15.8%	838
Cat Food		25.6%	1,358
Dog Food		35.3%	1,873
Fish Food		4.9%	260
Specialized Pet Food		4.1%	216
Other Pet Food		6.0%	319
Pet Accessories		15.7%	832
Pet Clothing		4.5%	238
Pet Toys		21.5%	1,143
Fish Supplies		3.2%	172
Annual Pet Vaccinations		34.0%	1,807
Annual Pet Checkups		32.0%	1,700
Preventative Care		6.7%	357
Adopt or Rescue a Pet		7.7%	410
Purchase Pet Medication		9.2%	489
Purchase Dog Bed		5.0%	264
Board a Pet Overnight		5.1%	269
Pet Dental Care		5.4%	285
None of the above / Does not apply		38.4%	2,038
Pet Enclosure		1.1%	58
Aquarium or Tank		2.1%	112






















Value		Percent	Responses
Bird House		2.2%	116
Disease Diagnosis		1.1%	56
Pet Travel Cage		1.6%	83
Pet Travel Accessories		1.6%	84
Cremation or Burial Services		0.8%	45
Purchase a Pet		2.0%	107
Holistic or Alternative Pet Care		0.8%	40
Pet Tracking Device		1.5%	78
Bird Health Care		0.5%	26
Animal Training Classes		2.7%	142
Hemp Based Pet Supplements		1.1%	60
THC Based Pet Supplements		0.7%	35
Holistic or Alternative Pet Supplements		1.1%	58
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	106

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

Value		Percent	Responses
Add or Replace Deck		4.8%	257
Add a Fence or Wall Structure		7.3%	386
Remodel Kitchen		5.4%	287
Cabinet Refacing or Resurfacing		3.0%	159
Remodel Bathroom		8.1%	429
Build a Storage Shed		3.7%	199
General Remodeling		7.3%	389
Replace Carpet		7.4%	395
Replace Flooring		9.2%	490
Replace Windows		5.2%	277
None of the above / Does not apply		60.4%	3,205
Add a Room		1.5%	81
Add a Home Office		1.2%	62
Refinish Bathtub		1.8%	98
Install a Glass Shower		1.7%	89
Remodel or Finish Basement Living Area		1.9%	101
Replace Garage Door		2.1%	114
Build a Garage		1.4%	72
Build Out-Building		1.3%	69
Have Furniture Restored		2.1%	111
Add a Swimming Pool		1.3%	68
Switch from Gas to Electric		0.4%	19






















Value		Percent	Responses
Switch from Electric to Gas		0.5%	29
Install a Stair Lift		0.3%	18
Install "Aging In Place" Products		1.3%	68
Install a Solar Energy System		1.1%	58
Install Security or Monitoring System		1.9%	101
Resurface or Build New Driveway		2.8%	146
Stone or Marble Work (Bathroom or Kitchen)		1.2%	62
Sealcoating		2.8%	149
Asphalt Repair		2.0%	107
Asphalt Resurfacing		2.2%	118
Residential Paving		1.3%	68
Build a "Tiny House"		1.0%	52
Install Handicap Accessible Addition		0.5%	26

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		7.0%	370
Decking		5.8%	307
Doors (Exterior)		7.0%	374
Doors (Interior)		5.2%	274
Electrical Supplies		5.2%	278
Fencing		6.9%	368
Hand Tools		8.7%	462
Hardwood Products		3.6%	191
Home Security Doorbell Camera		4.3%	229
Insulation		3.7%	195
Kitchen Cabinets		3.9%	209
Lighting and Fixtures		8.0%	422
Lock Sets		3.4%	181
Lumber		7.8%	415
Molding		3.9%	206
Paint (Exterior)		10.1%	538
Paint (Interior)		21.4%	1,137
Plywood		4.8%	255
Plumbing Supplies		6.4%	341
Power Tools		3.6%	191
Rain Gutters		3.6%	193






















Value		Percent	Responses
Screen Door		4.4%	231
Windows (Double-Hung)		3.0%	160
None of the above / Does not apply		49.9%	2,648
Circular Saw		1.6%	86
Furnace		1.9%	103
Generator		2.8%	147
Mill Work		1.1%	60
Roofing (Composition)		2.0%	105
Roofing (Other)		2.5%	134
Security Door		1.2%	65
Security Locks		1.7%	91
Security Window Film		0.6%	33
Siding		1.8%	94
Solar Screen		0.5%	28
Waterproofing		1.1%	61
Water Softener System or Supplies		2.8%	147
Wet or Dry Vacuum		2.1%	114
Wood Stove or Fireplace		1.6%	84
Window Guards		0.5%	25
Windows (Casement)		1.4%	74
Windows (Picture)		1.1%	60
Windows (Slider)		1.5%	77
Windows (Bay or Bow)		0.8%	41















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		7.5%	400
Air Duct Cleaning		7.8%	413
Appliance Repair		6.1%	324
Carpenter or Woodworking		3.7%	198
Carpet Cleaning		12.4%	656
Chimney Cleaning		3.7%	199
Concrete Repair		3.3%	174
Drywall Installation or Repair		3.8%	200
Electrical Repair		4.9%	261
Flooring - Ceramic Tile (Installation or Repair)		3.4%	178
Flooring - Laminate (Installation or Repair)		4.5%	239
Flooring - Wood (Installation or Repair)		3.9%	207
Flooring - Other (Installation or Repair)		3.6%	190
Furnace Cleaning		7.7%	408
Gardening Services		3.7%	195
Gutter Installation or Repair		3.1%	163
Handyman Services		12.9%	685
Home Repair		5.2%	275
Home Remodel		3.3%	175
None of the above / Does not apply		48.1%	2,555
Alternative Energy Systems Installation		0.9%	48

Value		Percent	Responses
Alternative Energy Systems (Service or Repair)		0.5%	29
Blinds Cleaning		2.8%	147
Electrical Panel Replacement		0.9%	48
Excavation & Wrecking		0.5%	26
Fire & Water Damage Restoration		0.5%	25
Flooring - Linoleum (Installation or Repair)		1.7%	91
Foundation Repair		1.6%	84
Furnace Repair		1.5%	81
Furniture Reupholster		1.0%	52
Heating Repair		1.8%	96
Home Computer Repair		1.8%	97
Home Electronics Repair		0.7%	35
Home Heating Oil or Fuel Service		1.8%	93
























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		9.3%	496
Junk or Yard Waste Removal		6.1%	325
Recycle		7.3%	386
Landscaping Service		9.0%	476
Painting		12.1%	642
Pest Control		9.4%	498
Plumbing Repair		5.4%	285
Pressure Washing		6.6%	350
Preventative Home Maintenance		3.7%	198
Roof Repair		3.7%	199
Septic Tank Cleaning or Repair		3.4%	178
Snow Removal		4.8%	253
Trash Removal		10.2%	542
Window Installation		3.0%	160
Computer Repair		5.6%	298
None of the above / Does not apply		47.6%	2,526
Home Security Service		2.9%	156
Insulation Installation or Maintenance		1.6%	85
Interior Design		1.7%	88
Sell Scrap Metal		2.5%	135
Movers		2.7%	143

Value		Percent	Responses
Mold Inspection or Removal		1.1%	59
Party Equipment Rental		0.5%	24
Pool Cleaning Service		2.0%	105
Security System		2.1%	109
Siding Replacement		1.3%	70
Solar Heating or Power System Installation or Repair		0.9%	48
Stucco or Exterior Coating		0.4%	22
Tool Rental		1.3%	69
Tornado or Storm Shelter Building or Repair		0.5%	25
Water Well Drilling		0.4%	21
Waterproofing		0.9%	50
Window Tinting for Home		0.5%	26
Yard Equipment Rental		1.3%	67
Mobile or Cell Phone Repair		2.7%	141






















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






Value		Percent	Responses
Air Conditioning (Buy)		5.2%	275
Window Blinds (Venetian or Mini)		5.0%	267
Emergency Preparedness Kit or Supplies		3.4%	179
Batteries (Home or Office)		31.4%	1,668
Candles		18.7%	990
Firewood		4.7%	249
Carpeting		7.0%	371
Flooring Tile		4.7%	248
Hardwood Flooring		3.3%	176
Rugs		10.1%	536
Clocks		4.4%	235
Curtains or Drapes		10.9%	579
Cutlery, Flatware or Silverware		3.2%	171
Fire Extinguisher		5.0%	266
Furniture (Bedroom)		5.9%	311
Furniture (Dining Room)		3.0%	158
Furniture (Living Room)		9.3%	494
Christmas Tree		11.5%	612
Holiday Decorations		10.0%	531
Laminate Flooring		4.1%	220
Mirror		3.3%	176

Value		Percent	Responses
Storage Boxes or Tubs		6.6%	351
Floral Arrangements		4.5%	239
Picture Frames		6.8%	361
Linens (Bathroom)		8.6%	458
Reclining Chair		5.5%	292
Indoor Flowers		6.1%	326
Linens (Dining Room or Kitchen)		4.2%	224
None of the above / Does not apply		35.4%	1,881
Awning		1.5%	81
Oriental Carpeting		0.5%	26
Rugs (Persian)		0.7%	39
Closet System		2.5%	132
Ductless Heat Pumps		0.4%	21
Fine Art (Paintings, Pottery, Etc.)		2.4%	126
Custom Built Furniture		0.8%	41
Reconditioned Furniture		1.1%	60
Furniture (Children's)		1.9%	101
Crib		0.7%	36
Furniture (Home Office)		1.8%	97
Furnace		1.6%	83
Futon		0.8%	45
Glass Table		0.3%	16
Glass Railing		0.1%	7


Value		Percent	Responses
Safe		1.6%	84
Hot Tub or Spa (Used)		0.5%	29
Sewing Machine		1.9%	100
Wallpaper		1.2%	65
Signs or Banners		1.2%	65
Hot Tub or Spa (New)		0.9%	49
Tankless Water Heater		2.0%	106

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		9.9%	523
Adjustable Mattress		3.7%	198
Innerspring Mattress		3.8%	201
Pillow Top Mattress		4.4%	233
Foam Mattress		4.2%	224
Linens (Bedroom)		13.0%	689
Memory Foam Mattress		3.8%	202
Queen Size Bed		5.8%	307
King Size Bed		4.8%	256
Smoke Alarm or Detector		4.5%	240
Window Coverings		4.8%	254
Patriotic Flags		3.7%	197
None of the above / Does not apply		59.2%	3,144
Gas Burning Freestanding Stoves		0.6%	34
Water Purification System (Drinking)		1.8%	94
Solar Water Heater		0.5%	25
Latex Mattress		0.5%	26
Gel Mattress		2.0%	108
Twin Size Bed		1.9%	101
Swimming Pool (Above Ground)		0.9%	48
Water Heater		2.1%	113

Value		Percent	Responses
Swimming Pool (In-Ground)		0.8%	40
Remote Home Monitoring Video Camera		2.3%	123
Shutters		1.5%	82
Reclaimed Wood Furniture		0.9%	50
Sports Team Flags		1.4%	73

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		8.5%	449
Fine Art		3.9%	209
Photographs		8.8%	467
Pottery		5.0%	268
Blown Glass		3.4%	178
Stone Carvings		1.5%	82
Sculpture		2.2%	117
Artistic Wall Decor		7.3%	388
Wood Carvings		3.3%	175
Poster Art		3.3%	177
Religious Art		3.0%	157
Stained Glass		3.3%	174
Ceramics		3.7%	198
Metal Work Art		3.3%	174
Music Memorabilia		2.6%	137
Movie Memorabilia		1.8%	97
None of the above / Does not apply		74.0%	3,925

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		8.0%	424
Portable Dishwasher		1.0%	52
Dishwasher		6.6%	348
Freezer		3.1%	162
Range		5.2%	274
Range Hood		2.6%	138
Wall Oven		1.4%	72
Washer		5.0%	263
Dryer		5.3%	280
Blender		5.4%	287
Tea Kettle		3.4%	183
Microwave		7.7%	408
Window Air Conditioner		2.9%	153
Coffee or Espresso Machine		9.1%	484
Vacuum Cleaner		8.0%	427
None of the above / Does not apply		62.5%	3,319

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		4.3%	229
Battery		9.4%	499
Floor Mats		7.0%	373
Lights		4.1%	220
Seat Covers		5.2%	275
Tires		17.6%	935
Wiper Blades		25.6%	1,358
None of the above / Does not apply		51.4%	2,730
Canopy		0.6%	32
Child Car Seat		2.3%	122
Grill Guard		0.9%	48
Ground Effects		0.4%	20
Mirror(s)		1.1%	57
Motorcycle Accessories		1.9%	100
Motorcycle Parts		1.8%	96
Performance Parts		1.2%	62
RV Accessories or Supplies		2.1%	112
Roof Rack (For Bike, Kayak, Etc.)		0.8%	44
Roof Rack (Luggage or Equipment Container)		0.6%	32
Running Boards		0.7%	38
Spoiler		0.2%	11
Step Bar		0.6%	31















Value		Percent	Responses
Stereo System (Auto, Car or Truck)		1.5%	78
Tool Box		1.0%	55
Trailer Hitch		1.1%	61
Truck Bed Liner		0.6%	31
Visor		0.5%	29
Wheels or Rims		2.0%	106
Winch		0.6%	34
Window Tinting Equipment (Auto)		1.4%	76
Cargo Trailer (Vehicle Hauler)		0.3%	16
Cargo Trailer (Flat)		0.4%	21
Cargo Trailer (Motorcycle)		0.2%	8
Cargo Trailer (Boat)		0.3%	16
Cargo Trailer (Box)		0.5%	25

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























Value		Percent	Responses
Dealership		38.0%	2,019
National chain service center (e.g. Jiffy Lube)		13.3%	705
Private service center		28.1%	1,491
Friend/Family		11.2%	597
Other		9.3%	495
			Total: 5,307

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



















Value		Percent	Responses
30,000 Mile Service		7.4%	395
60,000 Mile Service		6.2%	330
100,000 Mile Service		7.5%	400
Auto Detailing		6.4%	342
Auto Repair (General)		8.6%	459
Alignment		6.4%	339
Body Work		4.5%	240
Brake Replacement, Adjustment		6.1%	322
Car Wash		40.1%	2,130
Gas or Service Station Services		15.7%	834
Oil Change or Lube		39.1%	2,075
Preventative Maintenance		12.9%	682
Safety Inspection		4.8%	256
Tire Mounting or Installation		5.8%	309
Tune-Up		10.9%	577
Windshield or Glass Repair		5.3%	282
None of the above / Does not apply		27.0%	1,434
Auto Warranty Work (Work Covered by Warranty)		2.3%	122
Car Rental		2.3%	121
DEQ Inspection		0.4%	23
Electrical Repair		1.3%	70
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.9%	48

Value		Percent	Responses
Motor Repair or Replacement		0.6%	33
Motorcycle Repair		0.6%	30
Muffler		1.4%	73
Painting		1.8%	96
RV Maintenance or Service		1.1%	58
Shocks		2.9%	152
Smog Check		0.2%	12
Stereo Installation		1.0%	52
Transmission or Clutch Repair		1.4%	72
Upholstery Repair		1.5%	81
Vehicle Air Conditioning Repair		2.1%	113
Vehicle Storage		0.5%	25
Vehicle Towing		0.7%	36
Windshield or Window Tinting		2.0%	107

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		11.9%	630
CarFax		17.3%	917
CarGurus.com		10.3%	546
CarMax.com		8.8%	468
Cars.com		7.7%	406
Craigslist Auto		8.3%	442
KBB.com		7.1%	377
Facebook Dealer Page		5.4%	285
Edmunds.com		6.7%	356
Local Dealer Site		44.3%	2,350
UsedCars.com		4.9%	261
Local TV Site		3.1%	162
Other Local Website		7.6%	403
None of the above / Does not apply		35.1%	1,861
Yahoo! Autos		0.7%	35
Automotive.com		1.8%	93
Autoblog.com		0.8%	44
CarsDirect.com		2.0%	107
eBay Motors		2.2%	116
MotorTrend.com		2.0%	104
Local Radio Site		1.7%	91
The Car Connection		0.7%	38






















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		46.4%	2,461
Beauty Products		38.0%	2,015
Cosmetics		42.5%	2,255
Babysitting		2.8%	149
Facial		15.4%	817
Hair Care Products		54.8%	2,908
Hair Coloring		31.7%	1,684
Hair Cut		64.5%	3,422
Hair Removal		4.8%	256
Hair Extensions, Wigs or Weaves		2.7%	144
Manicure		23.4%	1,241
Massage Therapy		17.9%	950
Pedicure		29.3%	1,555
Tanning Products		2.1%	114
Tanning Bed or Spray Tan		3.4%	180
Tattoo or Piercing		5.9%	315
Spa Bed (Red Light Therapy or Hydration station)		0.9%	47
None of the above / Does not apply		13.8%	730


















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)		37.8%	2,006
Books (Used)		30.0%	1,592
Books (Children's)		17.8%	945
Board Games		21.4%	1,138
Lottery Ticket		41.6%	2,206
Collectibles		6.7%	358
Vinyl Records		5.0%	263
Comics		2.9%	153
Fire Works		6.7%	354
Graphic Novels		2.5%	135
Computer Games		8.4%	448
DVD Movies (Buy)		17.0%	900
DVD Movies (Rent)		14.0%	742
DVD Movies (Children's)		6.0%	318
Magazines		28.4%	1,505
TV or Movie Themed Toys		5.5%	292
Toys		17.0%	900
Video Console Games		7.5%	400
None of the above / Does not apply		19.0%	1,007























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		4.5%	239
Host or Attend a Retirement Party		4.0%	211
Host or Attend a Graduation Party		8.7%	463
Purchase Cake, Tart or Pastries for Special Occasion		9.3%	496
None of the above / Does not apply		76.4%	4,057
Purchase a Wedding Dress		1.2%	64
Purchase a Bridesmaid Dress		0.9%	49
Rent a Bridesmaid Dress		0.4%	20
Purchase a Tuxedo		0.9%	48
Rent a Tuxedo		1.3%	70
Rent a Hall or Event Space for Wedding or Special Event		2.5%	131
Rent a Chauffeured Vehicle		0.9%	50
Hire a Musician or Band for Wedding or Special Event		2.1%	111
Purchase a Wedding Cake		1.4%	75
Use a Wedding Planner		0.8%	44
Use a Party Planner		0.8%	45
Hire a Caterer for Wedding or Special Event		2.3%	124
Use a Florist for a Wedding or Special Event		1.9%	100
Go on a Honeymoon		2.4%	126
Hire a Photographer for Wedding or Special Event		2.7%	145
Hire a Videographer for Wedding or Special Event		1.3%	70

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		5.3%	281
Ceramics and Pottery		4.4%	231
Collectables		7.7%	408
Comic Books and Related Collectables		2.6%	140
Do-It-Yourself (DIY)		26.1%	1,383
Games or Puzzles		20.9%	1,109
Beer Brewing Supplies		2.3%	122
Wine Making Supplies		1.6%	83
Jewelry Making Supplies or Beads		7.1%	379
Knitting		9.0%	480
Making Arts and Crafts		14.7%	782
Paper Crafts		5.4%	289
Quilting		5.7%	301
Scrapbooking		5.3%	280
Toy Collecting		1.8%	98
Trains, Plane & Car Model Kits		2.8%	146
None of the above / Does not apply		45.8%	2,432









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		51.0%	2,707
Train Trip		9.3%	491
Book Hotel Room		51.3%	2,720
Business Travel		6.3%	334
Buy Travel Tickets		19.0%	1,008
Buy Luggage		4.4%	231
Hotel or Resort Stay		30.3%	1,609
International Travel		12.4%	660
Take a Cruise		14.4%	766
Travel Packages		8.6%	459
Use a Travel Agent or Agency		9.1%	482
Vacation Inside Home State		17.6%	933
Vacation Outside Home State		32.4%	1,719
Rent a Car		20.5%	1,089
Book Local Lodging for Guests		3.7%	194
Stay at an RV Park		4.5%	240
Stay at a Casino		8.8%	465
Gamble at a Casino		17.7%	938
Play Bingo		7.0%	372
Does not apply		22.6%	1,199
Charter a Boat		1.2%	63
Chartered Fishing Trip		2.8%	149











Value		Percent	Responses
Golf Vacation		2.9%	154
Ski Resort Stay		1.7%	89
Rent RV		1.1%	59

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














Value		Percent	Responses
Attend College or University (Full Time)		7.1%	375
Attend College or University (Part Time)		4.1%	219
Attend Classes at Community College		6.0%	317
Online Continuing Education Courses		6.5%	343
Language Lessons (Adult)		3.1%	164
Arts or Crafts Lessons (Adult)		8.3%	442
Cooking Lessons (Adult)		3.9%	208
Attend a Free Lecture or Seminar		13.5%	715
Attend Paid Lecture, Seminar or Special Class		5.2%	278
Dance Lessons		3.4%	180
Yoga, Pilates, or Zumba		10.8%	572
Personal Physical Training		3.4%	179
Attend a Local Workshop		9.6%	507
None of the above / Does not apply		56.3%	2,990
Attend Graduate School		2.6%	138
Business School		0.6%	32
Learning Center		0.6%	33
Culinary School		1.1%	56
Trade School		1.4%	72
Professional Certification or Accreditation Courses		2.9%	155
Music Lessons (Adult)		2.9%	156
Sports Lessons (Adult)		1.4%	75

Value		Percent	Responses
Real Estate Classes		1.6%	83
Child Education or Tutoring		1.5%	79
Music lessons (Child)		2.0%	104
Sports lessons (Child)		2.2%	119
Language Lessons (Child)		0.4%	20
Arts or Crafts Lessons (Child)		1.5%	78
Change School		0.4%	19
Attend a Religion Based School		1.0%	55





















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		13.4%	710
Oil paints		5.5%	292
Acrylic Paints		14.0%	742
Markers		12.8%	681
Specialty Paper		8.9%	471
Fabric Craft Supplies		11.5%	609
Beads		7.2%	381
Art Pencils and Pens		14.3%	759
Scrapbooking Supplies		5.9%	314
None of the above / Does not apply		66.2%	3,511

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		1.1%	60
Clarinet		0.7%	37
Drums		1.8%	93
Flute		0.7%	36
Acoustic Guitar		3.2%	168
Electric Guitar		1.8%	94
Electric Keyboard		1.7%	91
Piano		2.5%	134
Piano (High End)		0.4%	22
Trombone		0.3%	18
Trumpet		0.6%	33
Violin		1.3%	68
None of the above / Does not apply		90.4%	4,797

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		14.3%	760
French		7.2%	381
Asian		27.9%	1,481
German		9.2%	488
American (New)		33.2%	1,762
Italian		52.7%	2,795
Cajun or Creole		13.9%	737
Indian		10.2%	542
Chinese		50.8%	2,696
American (Traditional)		70.2%	3,724
Thai		17.5%	930
Middle Eastern		6.5%	343
Japanese		17.7%	937
Mexican		55.8%	2,963
Vietnamese		6.9%	366
Southern		19.8%	1,051
Tex-Mex		19.9%	1,057
Spanish		10.4%	553
Mediterranean		14.2%	755
None of the above / Does not apply		8.1%	432

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		20.6%	1,091
Fish & Chips		27.8%	1,477
Golf Course Restaurant, Bar or Snack Bar		5.5%	293
Barbeque		30.4%	1,612
Deli		27.4%	1,456
Breakfast or Brunch		51.2%	2,719
Appetizers		47.7%	2,529
Dessert		30.8%	1,637
Chicken Wings		27.8%	1,477
Hamburgers		60.8%	3,226
Chicken		48.0%	2,550
Frozen Yogurt		12.4%	660
Live or Raw food		4.8%	255
Tapas or Small Plates		6.9%	364
Theme Restaurants		5.9%	311
Soup		34.4%	1,825
Salad		49.3%	2,616
Pizza (Dine In)		28.2%	1,495
Pizza (Delivery)		24.6%	1,306
Steak		38.8%	2,057
Juice or Smoothies		13.0%	691
Sandwiches		46.8%	2,485

Value		Percent	Responses
Pizza (Carry Out)		48.5%	2,576
Pizza (Take & Bake)		15.5%	825
Seafood		43.5%	2,311
Vegan		3.6%	190
Steakhouse		29.6%	1,572
Sushi		15.5%	822
Vegetarian		7.7%	409
Pho		6.1%	323
None of the above / Does not apply		6.7%	353

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		22.0%	1,167
Locally Grown Produce		29.5%	1,566
Healthful Children's Dining		5.9%	311
Environmental Sustainability		17.3%	916
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.5%	241
Hyper-Local Sourcing		3.4%	183
Gluten Free Cuisine		7.3%	388
Sustainable Seafood		11.0%	585
Raw or Live Food Options		3.2%	168
Specialty Appetizers		10.4%	554
Specialty Salads		14.3%	759
Specialty Soups		11.0%	586
Specialty Desserts		10.2%	543
None of the above / Does not apply		48.6%	2,577

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

Value		Percent	Responses
Patio or Outdoor Dining		23.4%	1,240
Non-Smoking Environment		43.8%	2,323
Child Friendly		14.5%	772
Serve Alcohol		23.1%	1,227
Pool Tables		2.6%	136
Locally Brewed Beer		9.4%	501
Live Music		12.2%	648
Bar		20.3%	1,079
Large Craft Beer Selection		8.0%	426
Large Wine Selection		6.5%	345
Hand Crafted Cocktails		5.8%	307
Farm to Table Dining		17.6%	936
Senior Discounts		33.7%	1,788
None of the above / Does not apply		20.3%	1,077












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		23.4%	1,241
Foreign Beer		8.6%	456
Red Wine		26.2%	1,393
White Wine		23.9%	1,271
Dessert Wine		3.8%	204
Mixed Drinks		29.8%	1,580
Hand Crafted Cocktails		10.3%	545
Beer Cocktails		8.6%	459
"Top Shelf" Spirits		13.1%	695
Champagne		3.0%	158
Champagne Cocktails		2.4%	125
Energy Drink based Mixed Drinks		1.5%	78
Premium Tequila		4.5%	239
Alcoholic Cider		5.0%	263
Locally Distilled Spirits		5.2%	277
None of the above / Does not apply		39.0%	2,071







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		0.6%	32
Purchase Commercial or Business Property		0.5%	24
Purchase Condominium or Townhouse		1.2%	63
Purchase Manufactured or Modular Home		1.4%	72
Purchase Investment Property		2.1%	111
Purchase Personal Residence		4.9%	259
Purchase Custom Built Home		1.3%	69
Purchase Residential Real Estate at an Auction		0.6%	34
Purchase Land or Agricultural Property		1.9%	101
Purchase Vacation Property		1.5%	79
Purchase Other		1.2%	65
None of the above / Does not apply		88.6%	4,701










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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.2%	11
Sell Personal Residence		5.1%	272
Sell Vacation Property		0.9%	46
Sell Condominium or Townhouse		0.6%	34
Sell Investment Property		1.4%	72
Sell Land or Agricultural Property		1.7%	88
Sell Commercial or Business Property		0.7%	36
Sell Manufactured or Modular Home		0.7%	36
Plan to Sell Home in Master-Planned Community		0.5%	25
Sell Other		1.2%	65
None of the above / Does not apply		89.8%	4,767







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		18.1%	47
New home, but outside of development		23.6%	61
New home that I will have contractor build		19.7%	51
Existing home less than 10 years old		44.4%	115
Existing home more than 10 years old		54.4%	141
Other		10.4%	27

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

Value		Percent	Responses
Rent New Apartment		4.4%	235
Rent House (Residence)		6.0%	321
Rent Manufactured or Modular Home		1.0%	55
Rent or Lease Commercial Property		0.5%	28
Rent Agricultural Land		0.5%	25
Rent Subsidized Housing		1.5%	82
Rent Condo/Townhouse		2.8%	151
Rent Section 8 Housing		1.6%	87
None of the above / Does not apply		87.0%	4,615

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		4.6%	243
Use a Realtor to Buy Real Estate		4.1%	219
Use a Realtor to Buy and Sell Real Estate		3.8%	201
Plan to Sell Property Myself		2.9%	152
Use a Real Estate Broker		2.3%	123
None of the above / Does not apply		86.4%	4,585

118. Which of the following types of REAL ESTATE LOANS do you or anyone in your household plan to apply for in the next 12 months? (Check all that apply.)

Value		Percent	Responses
New Home Loan		4.0%	213
Home Remodel or Renovation Loan		1.5%	79
Business Construction Loan		0.6%	30
Home Construction Loan		1.4%	73
Equity Loan		2.2%	115
Land Loan		1.2%	62
Reverse Mortgage		0.5%	27
Real Estate Loan for existing home		1.5%	79
Refinance Home		2.8%	148
None of the above / Does not apply		88.2%	4,682



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

Value		Percent	Responses
Craigslist Homes		5.8%	307
Facebook		7.6%	401
Google		8.9%	474
Auction.com		2.2%	117
Homes & Land		3.7%	195
Homes.com		5.0%	267
HomeFinder		9.2%	488
MLS.com		12.7%	674
National Real Estate Co. Site		3.0%	160
Local MLS Site		19.9%	1,055
RealEstate.com		8.5%	451
Realtor.com		25.7%	1,365
Realty.com		5.1%	269
Redfin		4.0%	212
Trulia		13.8%	735
Zillow		38.4%	2,039
ZipRealty.com		1.7%	91
None of the above / Does not apply		41.1%	2,180



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

Value		Percent	Responses
Apartments.com		13.2%	701
Apartmentguide.com		6.3%	336
Craigslist		10.7%	570
Forrent.com		1.3%	71
HomeFinder.com		8.3%	443
Hotpads.com		2.2%	116
Rent.com		8.9%	471
Sublet.com		0.8%	42
Trulia		11.4%	603
Zillow		29.7%	1,575
None of the above / Does not apply		55.5%	2,946























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		68.6%	3,643
No, don't know who to call		31.4%	1,664
			Total: 5,307

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		68.8%	3,651
No, don't know who to call		31.2%	1,656
			Total: 5,307

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		13.0%	689
Craft Beer		18.8%	998
Champagne		10.1%	535
Premium Hard Alcohol or Spirits		11.7%	623
White Wine		29.2%	1,549
Red Wine		30.8%	1,636
Cigars		4.6%	244
Major Brand Cigarettes		6.3%	336
Recreational Marijuana		3.6%	193
Discount Cigarettes		6.3%	334
Discount Hard Alcohol or Spirits		8.7%	460
Domestic Beer		27.2%	1,442
Alcoholic Cider		7.0%	374
None of the above / Does not apply		34.5%	1,829
Marijuana Accessories		2.8%	148
Vaping Kit		0.8%	44
Vaping Accessories		2.1%	111
Roll Your Own Cigarette Supplies		1.3%	71
Smokeless Tobacco		2.1%	111
E-Liquids / Vape Juice		2.4%	125
Pipe Tobacco		0.9%	50
Electronic Cigarette Supplies		1.9%	101

Value		Percent	Responses
Hookah Accessories		0.3%	17
Hookah		0.5%	24

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		48.6%	124
Cannabis Edibles		50.6%	129
Cannabis Tinctures		17.3%	44
Cannabis Vaporizers		22.0%	56
Cannabis Cleaning Tools or Supplies		16.5%	42
Cannabis Concentrates		29.4%	75
Cannabis Pre-Rolls		24.3%	62
Organic Cannabis Products		20.0%	51
Cannabis Oil		40.4%	103
Cannabis Beauty & Skin Care Products		22.4%	57
Cannabis Beverages		19.6%	50
Cannabis Chocolates		30.6%	78
Medical Cannabis		37.3%	95
CBD Cannabis		42.0%	107
None of the above / Does not apply		8.6%	22

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		23.9%	1,271
Specialty Teas		14.6%	774
Specialty Coffee		24.9%	1,319
Gourmet Deli Counter Items		18.5%	983
Cookies		46.4%	2,462
Snack Cakes		18.5%	983
Potato Chips		53.5%	2,837
Soft Drinks		43.0%	2,284
Energy Drinks		10.4%	551
Energy Bars		16.0%	848
Noodle Bowls		11.0%	585
Cupcakes		15.3%	814
Birthday Cake		19.4%	1,029
Beef Jerky or Meat Sticks		17.0%	901
Bottled Water		49.9%	2,647
Candy		38.5%	2,045
Fruit		71.4%	3,789
Nuts		51.7%	2,742
Chocolates		44.5%	2,364
Ice cream		54.7%	2,902
Cheese		75.0%	3,982
Artisan Bread		23.8%	1,263

Value		Percent	Responses
Artisan Meats		5.8%	307
Sports Drinks		12.5%	661
Basic Condiments		38.6%	2,051
Artisan Condiments		4.7%	247
Canned Sauces		30.3%	1,607
Cereal		61.8%	3,282
Milk		75.3%	3,998
Chicken		78.9%	4,186
Pork		51.5%	2,735
Beef		64.7%	3,431
Game Meats		4.2%	223
Fish		52.9%	2,805
Pasta		60.5%	3,212
Snack Mixes		15.8%	841
Vegetables		70.1%	3,722
Olive Oil		50.0%	2,655
Balsamic Vinegar		23.8%	1,264
Frozen Entrees		40.4%	2,144
Eggs		82.3%	4,366
Locally Raised Beef, Pork, Poultry		18.4%	977
Locally Grown Fruit and Vegetables		46.2%	2,454
Locally Produced Honey		20.8%	1,103
Organic Food		19.7%	1,044

Value		Percent	Responses
Pickled Vegetables		14.4%	766
Artisan Cheese		21.3%	1,130
Alternative "Meat" Products		8.4%	444
Sausage		47.4%	2,516
Donuts		26.5%	1,409
Pastries		23.7%	1,259
None of the above / Does not apply		2.9%	155






















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

Value		Percent	Responses
Convenience		66.2%	3,512
Better Prices		80.4%	4,266
Variety		38.6%	2,046
Quality of Selection		56.2%	2,981
Quality of Produce		64.1%	3,402
Healthy Options		30.0%	1,592
Speed of Check Out		32.3%	1,713
Size of Store		13.8%	730
Number of Checkouts		24.9%	1,323
Cleanliness of Store		63.0%	3,342
Parking		38.1%	2,021
Help with Bagging/Packing		15.6%	830
Loyalty Tokens/Stamps		8.2%	436
Home Delivery		3.8%	201
None of the above / Does not apply		3.0%	158

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		71.0%	3,768
Take items home immediately		61.1%	3,244
Return items more easily		33.4%	1,772
Enjoy the in-store experience		38.3%	2,034
Can ask questions to store associates		38.5%	2,042
To support local businesses		55.4%	2,941
More secure than online purchase		17.2%	912
Better prices		26.0%	1,378
Quality of service		28.2%	1,496
Better Selection		25.6%	1,359
Local flavor or uniqueness		20.2%	1,070
None of the above / Does not apply		6.0%	319













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		42.1%	2,233
Donate to a Charity		50.0%	2,654
Donate to a Church		38.8%	2,061
Donate to Political Party or Government Representative		10.8%	572
Join a New Church		3.3%	176
Volunteer at Church		18.5%	980
Volunteer for Nonprofit Group		20.3%	1,075
Retire		3.7%	195
Vote in Upcoming Local Elections		46.7%	2,479
Vote in Upcoming State or National Elections		51.6%	2,740
Purchase Season Tickets for Performing Arts		5.6%	298
Attend a Holiday Themed Performance		25.5%	1,353
Community Activity		29.8%	1,584
Support an Organization		15.9%	844
Make a Donation		34.0%	1,803
Register to Vote		6.3%	335
None of the above / Does not apply		12.3%	651
Donate Vehicle		1.3%	71
Have a Baby		1.6%	83
Get Married		2.0%	107
Look into Private Schooling for Children		0.9%	49










129. Which of the following types of events are you likely to attend in the next 12 months? (Check all that apply)







Value		Percent	Responses
Sporting Event		30.4%	1,615
Community Event		50.8%	2,698
Festival		47.4%	2,513
Live Performance		41.6%	2,210
Fundraising Event		22.1%	1,173
Seminar		10.2%	541
School Event		27.6%	1,467
Corporate Event		6.7%	357
Trade Show		10.3%	545
Conference		12.8%	679
Networking Event		6.4%	341
Radio Station Sponsored Event		7.2%	380
Television Station Sponsored Event		3.2%	169
Newspaper Sponsored Event		8.0%	422
None of the above / Does not apply		18.3%	972

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		6.5%	343
Use a Zip Line		4.9%	262
Go Camping		20.7%	1,097
Go Mountain Biking		3.7%	195
Go Touring on a Bicycle		5.0%	268
Go to a Community or City Swimming Pool		13.7%	729
Take a Guided Backpacking or Hiking Trip		3.0%	159
Attend a Horse Race		4.7%	252
Attend a Car, Truck or Motorsport Race		6.5%	346
Participate in City or Municipal Sponsored Programs		10.3%	548
Join or Change Health or Fitness Club		10.8%	573
None of the above / Does not apply		50.8%	2,696

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		20.1%	1,065
Local Business Blog		3.3%	176
Local Business Email		8.6%	454
CitySearch		3.6%	191
Snapchat		12.8%	681
Instagram		24.9%	1,324
Cinema Ads		13.3%	706
Facebook Business Page		18.2%	967
Reviews on Yelp! or Google+		13.6%	723
YouTube Promo Video		11.6%	615
Local Business Text Message		3.2%	172
Pandora		18.1%	963
Online Yellow Pages		6.1%	322
Google Search		62.6%	3,320
eBay		35.4%	1,877
Spotify		9.1%	483
Pinterest		31.1%	1,651
Google+ Local		9.6%	511
Clicked on Google Sponsored Ad		16.3%	864
LinkedIn		18.0%	955
Angie's List		4.1%	220
Craigslist		24.4%	1,296

Value		Percent	Responses
Bing		12.0%	636
Twitter		16.0%	848
Amazon		79.9%	4,240
None of the above / Does not apply		5.5%	294
Digital Billboard		1.1%	58
Xing		0.2%	11

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



Value		Percent	Responses
Yes		75.0%	3,980
No		25.0%	1,327
			Total: 5,307

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























Value		Percent	Responses
Yes		49.9%	2,650
No		50.1%	2,657
























Total: 5,307










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

Value		Percent	Responses
Yes		32.5%	1,725
No		67.5%	3,582
			Total: 5,307



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		51.8%	2,748
Arts and Entertainment		29.4%	1,561
Automotive - (General)		22.5%	1,195
Automotive - (New Vehicle Dealership)		14.6%	773
Automotive - (Used Vehicle Dealership)		13.9%	736
Automotive - (Auto Parts store)		12.3%	652
Automotive - (Auto Repair business)		6.7%	355
Automotive - (Auto Body shop)		4.0%	213
Tire Business		16.1%	857
Beauty and Spa Related Businesses		14.8%	787
Child Related Businesses		4.9%	262
Community and State Services		16.9%	899
Education		12.5%	663
Employment Related Businesses		9.9%	528
Event Planning and Services		5.9%	315
Family Activity Related Businesses		8.9%	474
Farm Equipment and Agriculture Businesses		3.7%	197
Financial Services		7.7%	410
Fitness Businesses or Providers		4.9%	260
General Retail		39.2%	2,081
Grocery / Market		31.4%	1,668
Home and Garden Related Businesses		18.1%	962










Value		Percent	Responses
Building Supply/Lumber Business		10.8%	575
Home Service Businesses		7.6%	405
Home Service Contractors		8.7%	463
Hotel and Travel Related Businesses		22.9%	1,217
Local Services		23.6%	1,255
Medical Related Businesses - (General)		13.8%	732
Medical Related Businesses - (Chiropractor)		3.4%	183
Medical Related Businesses - (Dentist)		7.3%	386
Medical Related Businesses - (Hospital)		4.3%	228
Nightlife Related Businesses		6.7%	357
Pet / Animal		24.1%	1,281
Professional Services		11.6%	614
Real Estate Service Businesses		5.3%	280
Recreation Related Businesses		6.5%	346
Restaurant / Bar / Lounge		31.9%	1,691
Senior Related Businesses		7.8%	415
Specialty Food and Drink		13.0%	691
General Retail - Children's Clothing Store		7.4%	393
General Retail - Clothing Accessory Store		14.0%	741
General Retail - Computer Store		9.2%	486
General Retail - Farming and Agriculture Business		3.0%	160
General Retail - Furniture Store		13.3%	706
General Retail - Hardware Store		12.5%	663

Value		Percent	Responses
General Retail - Home Entertainment Store		5.9%	314
General Retail - Jewelry Store		6.0%	317
General Retail - Major Appliance Store		9.9%	525
General Retail - Men's Clothing Store		12.8%	678
General Retail - Mobile Phone Store		7.3%	389
General Retail - Shoe Store		15.9%	845
General Retail - Women's Clothing Store		24.9%	1,321
None of the above / Does not apply		14.0%	742
Motorsport Businesses		2.2%	115

















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












Value		Percent	Responses
Yes		17.4%	922
No		82.6%	4,385
			Total: 5,307

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		12.8%	679
Get a New Part Time Job		10.3%	544
Get a Temporary or Seasonal Job		4.7%	250
Use an Employment or Temporary Employment Agency		2.4%	125
Use a Career Counselor		1.0%	51
Get a Second (or Third) Job		4.2%	225
Get First Job after High School		0.6%	30
Get First Job after College		1.0%	55
None of the above / Does not apply		74.3%	3,943

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








Value		Percent	Responses
Retail		4.4%	233
Admin & Clerical		7.2%	383
Health Care		6.0%	319
Grocery		3.4%	181
Customer Service		8.2%	436
Management		3.6%	192
Education		4.8%	257
NonProfit		3.3%	174
Government		3.6%	191
Sales & Marketing		3.1%	163
None of the above / Does not apply		68.6%	3,642
Agriculture		1.0%	53
Automotive		1.1%	56
Warehouse		2.5%	133
Construction		1.2%	65
Accounting		2.9%	152
Hotel - Hospitality		2.7%	141
Manufacturing		1.7%	89
Entry Level (New Graduate)		1.6%	83
Banking & Finance		2.3%	123
Child Care		1.9%	99

Value		Percent	Responses
Real Estate		1.3%	69
Insurance		0.8%	44
Legal		1.4%	75
Media		2.0%	106
Installation - Maintenance - Repair		1.0%	53
Restaurant - Food Services		2.6%	140
Executive Level		1.6%	85
Engineering		1.0%	51
Information Technology		2.0%	105
Skilled Labor - Trades		2.0%	107
Transportation		2.4%	127

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		21.0%	1,115
Local Agency Site		12.5%	665
Craigslist		8.7%	464
Facebook		8.3%	440
Indeed.com		24.1%	1,277
LinkedIn		15.7%	832
Monster.com		9.2%	488
CareerBuilder		9.1%	481
GlassDoor		5.6%	296
SimplyHired.com		2.8%	150
AOL Jobs		1.2%	65
SnagAJob.com		2.4%	126
Dice.com		0.6%	34
USAjobs.gov		6.4%	339
USAjobs.org		3.3%	176
ZipRecruiter		8.0%	423
JobDiagnosis		0.7%	37
TheLadders		1.0%	53
None of the above / Does not apply		52.6%	2,789







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

Value		Percent	Responses
Coupon book		22.2%	1,177
Yellow Pages directory		2.2%	115
Direct mail flyer		19.9%	1,055
Deal program/offer		7.9%	417
Facebook business page offer		9.2%	489
Billboard advertising		2.5%	131
None of the above / Does not apply		60.6%	3,216

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)		20.0%	1,063
Purchased an online deal to a local business in the past 3 months		13.5%	714
None of the above / Does not apply		73.6%	3,906



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

Value		Percent	Responses
Read ads and keep them - using three or more		9.9%	527
Read ads and keep them - using one or two		40.6%	2,155
Read ads and keep them - without using any		5.0%	263
Read ads but throw away without using any		19.7%	1,048
Throw ads away unread		16.8%	894
Do not receive direct mail or advertisements at home or PO Box		7.9%	420
			Total: 5,307


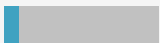
143. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	217 4.1%	898 16.9%	2,303 43.4%	281 5.3%	287 5.4%	709 13.4%	612 11.5%	5,307
County election Count Row %	214 4.0%	873 16.4%	2,361 44.5%	267 5.0%	266 5.0%	672 12.7%	654 12.3%	5,307
State election Count Row %	202 3.8%	1,227 23.1%	1,977 37.3%	221 4.2%	329 6.2%	730 13.8%	621 11.7%	5,307
Total Total Responses								5307














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

Value		Percent	Responses
Yes		83.3%	4,423
No		16.7%	884
			Total: 5,307








145. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		89.8%	4,768
No		10.2%	539
			Total: 5,307
















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		5.8%	306
Used Vehicle Dealership		6.0%	318
New and Used Vehicle Dealership		9.0%	476
Automotive Service		10.1%	536
Tire Store		9.2%	486
Auto Parts Store		14.8%	783
Recreation Vehicle (RV) Dealership		1.4%	73
RV or Camper Repair		1.2%	66
Boat Dealer		0.8%	40
Boat Service		1.0%	55
Motorcycle Dealer		1.2%	65
Motorcycle Repair Shop		0.7%	35
None of the above / Does not apply		66.1%	3,509

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

Value		Percent	Responses
Accountant or CPA		2.2%	115
Legal Firm or Attorney		2.7%	143
Insurance Agency		6.1%	323
Tax Advisor		2.4%	127
Telecommunications Provider		2.2%	115
Internet Service Provider		4.7%	250
None of the above / Does not apply		84.9%	4,507







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		1.2%	65
Hearing Aid Center		1.7%	92
Cardiologist		3.7%	196
Chiropractor		3.2%	169
Dentist		12.5%	664
Dermatologist		4.3%	230
Hospital		4.4%	231
Mental Health Provider		2.3%	124
Optometrist		3.9%	205
Pediatrician		1.2%	66
General Practitioner		7.8%	415
Rehabilitation Clinic		0.7%	39
Urgent Care Clinic		4.5%	239
Surgical Specialist		2.4%	125
Weight Loss Service		1.8%	93
None of the above / Does not apply		70.8%	3,760







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

Value		Percent	Responses
Carpet Cleaning Service		4.5%	237
Electrician		3.2%	168
Handyman		5.9%	311
Heating & Air Conditioning Service		4.1%	220
Remodeling Contractor		1.5%	80
General Contractor		2.8%	146
Landscaper		2.4%	128
New Home Builder		0.5%	25
Painting Contractor		1.6%	86
Plumber or Plumbing Contractor		3.6%	190
Roofing Contractor		2.4%	129
None of the above / Does not apply		80.2%	4,257









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

Value		Percent	Responses
Apartment Rental Agency		2.3%	121
Home Inspector		1.3%	67
Mortgage Broker		1.1%	56
Property Manager		1.3%	67
Realtor		5.9%	315
None of the above / Does not apply		90.7%	4,815


















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

Value		Percent	Responses
Real Estate Loan Provider		1.3%	68
Automotive Loan Provider		1.0%	51
Financial Advisor		2.5%	134
Bank		12.3%	651
Credit Union		7.6%	401
None of the above / Does not apply		80.8%	4,288









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		11.4%	603
Ethnic Restaurant		12.2%	646
Family Style Restaurant		21.3%	1,129
Fast Food Restaurant		16.5%	877
Fine Dining Restaurant		17.8%	944
Pizza Restaurant		21.6%	1,144
Restaurant with Bar or Lounge		13.9%	738
None of the above / Does not apply		46.1%	2,444




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		7.4%	395
Clothing Accessory Store		8.3%	443
Major Appliance Store		4.6%	242
Computer Store		6.3%	333
Farming and Agriculture Business		1.7%	92
Furniture Store		9.7%	514
Grocery Store		20.3%	1,079
Hardware Store		10.0%	531
Home Entertainment Store		2.5%	131
Jewelry Store		4.2%	224
Mobile Phone Store		4.8%	253
Shoe Store		10.6%	563
Specialty Food Business		3.3%	174
Women's Clothing Store		17.3%	920
Men's Clothing Store		7.2%	383
Children's Clothing Store		6.1%	325
None of the above / Does not apply		52.3%	2,775























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		6.2%	329
Any Child Related Business		2.9%	153
Any Event Planning Business		1.8%	94
Any Education Business		2.9%	154
Any Fitness Business		4.5%	237
Any Pet Related Business		10.4%	552
Any Senior Related Business		4.2%	225
None of the above / Does not apply		77.4%	4,109




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		16.5%	876
No		52.2%	2,772
Does not apply		31.3%	1,659
			Total: 5,307

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

Value		Percent	Responses
Arts and Entertainment		3.0%	27
Beauty and Spa		3.0%	27
Education		6.2%	55
Financial Services		4.2%	37
Health and Medical		8.1%	72
Home Service Businesses		4.1%	36
Local Services		3.9%	35
Real Estate		6.8%	60
Other		37.1%	329
Apparel and Accessories		1.7%	15
Automotive		2.0%	18
Child Related Businesses		0.8%	7
Event Planning and Services		1.1%	10
Family Activity		0.6%	5
Fitness Businesses or Providers		1.4%	12
General Retail		2.9%	26
Grocery and Specialty Food/Drink		1.4%	12
Home and Garden		2.8%	25
Hotel and Travel		1.8%	16
Motorsport Businesses		0.2%	2
Nightlife		0.6%	5
Pet / Animal		1.8%	16






















Total: 887








Value		Percent	Responses
Pizza Restaurant Types		0.2%	2
Recreation		1.5%	13
Restaurant / Bar / Lounge		2.8%	25
			Total: 887

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.		36.9%	324
Computer Hardware		19.3%	170
Office Copier		7.5%	66
Business Logo Apparel		16.8%	148
Networking Hardware or Software		9.6%	84
Office Furniture, Fixtures or Interiors		9.1%	80
Office Cleaning Supplies		18.8%	165
Office Supplies		45.2%	397
Office Printer		11.5%	101
Promotional Items		17.4%	153
Security System		4.7%	41
Telephone Systems		5.1%	45
Uniforms or Work Clothing		11.0%	97
None of the above / Does not apply		27.8%	244

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		5.3%	47
Business Advertising		6.6%	58
Business Internet Services		5.3%	47
Business Internet Service Provider		3.4%	30
Business Marketing Services		3.3%	29
Business Sign Company Services		3.0%	26
None of the above / Does not apply		76.6%	673
Business Financial Consulting		1.3%	11
Business Bottled Water Delivery		1.5%	13
Business Advisory Services		1.6%	14
Business Cellular Phone Service		2.6%	23
Business Computer Consulting		1.4%	12
Business Construction Contractor		1.8%	16
Business Employment Agency		1.0%	9
Business Legal Services or Attorney		2.4%	21
Business Meetings or Conventions		0.9%	8
Business Moving or Storage		0.7%	6
Business Payroll Services		1.7%	15
Business Printing Services		2.8%	25
Business Realty Services		0.9%	8
Business Recruitment		1.5%	13

Value		Percent	Responses
Business Security Services		1.5%	13
Business Shuttle or Limo Services		0.8%	7
Business Staffing or Temp Services		0.9%	8
Business Travel Agency		0.8%	7
Business General Broadcast Media Service		0.7%	6
Business Television Media Service		1.0%	9
Business Radio Media Service		1.4%	12









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

Value		Percent	Responses
Rent New Office		3.1%	27
Buy New Office		1.3%	11
Add New Locations		2.7%	24
Renovate Existing Facilities		7.6%	67
Construct New Facilities		3.9%	34
Buy or Rent Industrial Space		1.5%	13
Buy or Rent Warehouse space		1.6%	14
Install New Commercial Carpeting		1.3%	11
None of the above / Does not apply		83.3%	732























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

Value		Percent	Responses
Purchase New Business Automobiles		3.0%	26
Purchase Used Business Automobiles		2.5%	22
Purchase New Business Trucks		3.1%	27
Purchase Used Business Trucks		3.3%	29
Lease New Business Automobiles		1.5%	13
Lease New Business Trucks		1.6%	14
Purchase New Business Delivery Vehicles		1.0%	9
Purchase Used Business Delivery Vehicles		1.3%	11
Purchase New Heavy Duty or Commercial Business Trucks		1.9%	17
Purchase Used Heavy Duty or Commercial Business Trucks		1.8%	16
None of the above / Does not apply		88.1%	774

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

Value		Percent	Responses
Business Insurance		3.4%	30
Business Health Insurance		5.2%	46
Business Dental Insurance		2.8%	25
Business 401K or Retirement Program		4.0%	35
Business "Key Man" Insurance		1.5%	13
Business Property Insurance		3.1%	27
Business Commercial Insurance		2.6%	23
None of the above / Does not apply		87.1%	766

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

Value		Percent	Responses
Local Newspaper		24.5%	215
Local Newspaper Site		9.1%	80
Local Radio		10.3%	90
Local Television		6.0%	53
Local Free or Alternative publication		6.3%	55
Other Print Publications		7.5%	66
Facebook		31.9%	280
Twitter		4.2%	37
Other Social Media		15.6%	137
Search Engine Optimization (SEO, SEM)		6.9%	61
Word of Mouth or Referrals		45.7%	401
Billboards		5.4%	47
Direct Mail		13.7%	120
Coupons or "Deal of the Day"		5.0%	44
Fliers or Door Hangers		4.1%	36
Yellow Pages		4.8%	42
Banner Ads		6.9%	61
Online Advertising		16.2%	142
None of the above / Does not apply		20.3%	178
Sign "Spinners"		1.6%	14
Telemarketing		1.1%	10
Retargeting Web Ads		2.1%	18




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

Value		Percent	Responses
Have an ongoing digital marketing campaign		6.6%	58
Use social media for promoting business		20.6%	181
Website optimized for mobile (responsive)		11.3%	99
Ongoing search optimization (SEO, SEM)		5.7%	50
Banner ads		7.1%	62
Cost-per-click ads (CPC, PPC)		5.2%	46
Cost-per-mille ads (CPM)		2.6%	23
Programmatic ads		1.8%	16
Retargeting ads		1.7%	15
Video ads		3.4%	30
Google ads (Adwords)		7.1%	62
Facebook ads		21.5%	189
Sponsored content		2.2%	19
Email advertising		14.8%	130
Site analytics		6.4%	56
Use a Digital Agency		2.4%	21
Digital ads through newspaper		6.2%	54
None of the above/Does not apply		51.5%	452

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






Value		Percent	Responses
Have an ongoing digital marketing campaign		7.0%	61
Use social media for promoting business		17.0%	149
Website optimized for mobile (responsive)		7.4%	65
Ongoing search optimization (SEO, SEM)		6.4%	56
Banner ads		5.9%	52
Cost-per-click ads (CPC, PPC)		3.8%	33
Cost-per-mille ads (CPM)		1.9%	17
Programmatic ads		1.5%	13
Retargeting ads		2.3%	20
Video ads		5.0%	44
Google ads (Adwords)		8.2%	72
Facebook ads		18.6%	163
Sponsored content		2.6%	23
Email advertising		14.3%	125
Site analytics		4.7%	41
Use a Digital Agency		2.1%	18
Digital ads through newspaper		5.5%	48
None of the above/Does not apply		59.9%	525

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




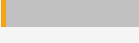


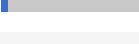
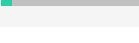
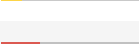
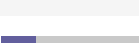

Value		Percent	Responses
Yes		5.5%	48
No		85.6%	745
Don't know		8.9%	77

Total: 870

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%		5.9%	315
1% - 25%		41.2%	2,186
26% - 50%		24.0%	1,276
51% - 75%		17.5%	930
76% - 100%		11.3%	600
			Total: 5,307
			Avg 35%






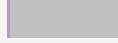
167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	18
20 - 24		1.5%	77
25 - 30		2.5%	134
31 - 34		2.7%	143
35 - 40		4.7%	249
41 - 45		4.1%	218
46 - 49		5.4%	285
50 - 54		8.2%	435
55 - 60		16.2%	861
61 - 69		28.8%	1,528
70 or older		25.6%	1,356

Total: 5,304









Avg 60

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

Value		Percent	Responses
Metro / Urban		13.0%	689
Small/Mid-Size Town		36.3%	1,928
Suburban		23.3%	1,237
Rural		23.9%	1,271
Vacation community		1.5%	81
Other		1.9%	101

Total: 5,307

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	11
Some High School (Not Graduate)		1.5%	77
High School Graduate (12th grade)		13.2%	703
Vocational or Technical Training		6.3%	333
Some College		23.3%	1,239
College Graduate		28.6%	1,520
Some Post-Graduate Study (No Advanced Degree)		6.4%	337
Post-Graduate Degree		20.5%	1,087

Total: 5,307








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

Value		Percent	Responses
Under \$20,000		10.7%	556
\$20,000 - \$24,999		5.2%	269
\$25,000 - \$29,999		5.6%	289
\$30,000 - \$34,999		5.9%	304
\$35,000 - \$39,999		4.6%	237
\$40,000 - \$44,999		5.5%	287
\$45,000 - \$49,999		5.5%	288
\$50,000 - \$74,999		19.1%	994
\$75,000 - \$99,999		15.0%	780
\$100,000 - \$124,999		10.0%	517
\$125,000 - \$149,999		5.1%	264
\$150,000 - \$200,000		4.9%	253
Over \$200,000		3.0%	157
			Total: 5,195
			Avg \$72,591

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.9%	47
Black or African-American		6.5%	344
Asian		0.7%	36
White or Caucasian		81.5%	4,324
Hispanic		1.9%	103
Other		1.5%	82
Prefer not to answer		7.0%	371
			Total: 5,307





172. Are you...

Value		Percent	Responses
Male		28.5%	1,511
Female		67.3%	3,571
Transgender Male		0.1%	3
Transgender Female		0.1%	3
Gender Variant / Non-conforming		0.1%	5
Other		0.1%	5
Prefer not to answer		3.9%	209
			Total: 5,307

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


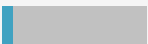



Value	Percent	Responses
Single Family Home	77.5%	4,115
Apartment	9.3%	493
Condominium	4.6%	246
Mobile Home	4.9%	261
Other	3.6%	192
		Total: 5,307

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



Value		Percent	Responses
Owned		78.0%	4,142
Rented		16.6%	880
Occupied Without Payment of Rent		2.0%	107
Other		3.4%	178

Total: 5,307

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

Value		Percent	Responses
None		80.8%	4,288
1		8.4%	443
2		6.5%	343
3		2.9%	155
4 or more		1.4%	75
			Total: 5,304

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

Value		Percent	Responses
Yes		46.4%	2,448
No		53.6%	2,825
			Total: 5,273