

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

## Response Counts

Completion Rate:	100%		
	Complete		466

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Total: 466

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

Value	Percent	Responses
Yes	100.0%	466

Total: 466

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


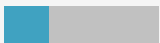
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	127 27.3%	104 22.3%	165 35.4%	70 15.0%	466
Business news Count Row %	104 22.3%	140 30.0%	167 35.8%	55 11.8%	466
Government news Count Row %	177 38.0%	141 30.3%	119 25.5%	29 6.2%	466
High school sports news Count Row %	54 11.6%	59 12.7%	176 37.8%	177 38.0%	466
Crime news Count Row %	209 44.8%	153 32.8%	85 18.2%	19 4.1%	466
Clubs and organizations news Count Row %	78 16.7%	135 29.0%	192 41.2%	61 13.1%	466
Total Total Responses					466

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 %	4 0.9%	14 3.0%	61 13.1%	221 47.4%	156 33.5%	10 2.1%	466
Local news coverage Count Row %	4 0.9%	19 4.1%	47 10.1%	211 45.3%	174 37.3%	11 2.4%	466
Reporting objectivity Count Row %	17 3.6%	39 8.4%	115 24.7%	188 40.3%	87 18.7%	20 4.3%	466
Headline objectivity Count Row %	13 2.8%	28 6.0%	109 23.4%	210 45.1%	94 20.2%	12 2.6%	466
Local school news Count Row %	4 0.9%	5 1.1%	99 21.2%	194 41.6%	118 25.3%	46 9.9%	466
County news coverage Count Row %	8 1.7%	15 3.2%	65 13.9%	246 52.8%	115 24.7%	17 3.6%	466
Local city/community news coverage Count Row %	5 1.1%	9 1.9%	58 12.4%	239 51.3%	146 31.3%	9 1.9%	466
Environmental news coverage Count Row %	5 1.1%	35 7.5%	122 26.2%	202 43.3%	82 17.6%	20 4.3%	466
Courts and cops news coverage Count Row %	4 0.9%	20 4.3%	91 19.5%	204 43.8%	116 24.9%	31 6.7%	466
Local sports coverage Count Row %	3 0.6%	3 0.6%	75 16.1%	180 38.6%	140 30.0%	65 13.9%	466




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	4	18	64	216	137	27	466
Count	0.9%	3.9%	13.7%	46.4%	29.4%	5.8%	
Row %							
People and features coverage	3	22	78	224	121	18	466
Count	0.6%	4.7%	16.7%	48.1%	26.0%	3.9%	
Row %							
Total							
Total Responses							466

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

Value		Percent	Responses
Yes		71.2%	332
No		28.8%	134


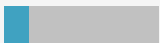
Total: 466

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		35.8%	119
No		56.3%	187
None of the above / Does not apply		7.8%	26

**Total: 332**




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

Value		Percent	Responses
Yes		84.1%	392
No		15.9%	74

**Total: 466**


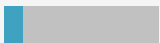


7. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		45.7%	179
No		49.2%	193
None of the above / Does not apply		5.1%	20



**Total: 392**

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

Value		Percent	Responses
Yes		87.1%	406
No		12.9%	60






Total: 466

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		56.2%	228
No		43.8%	178

**Total: 406**

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




Value		Percent	Responses
1		39.7%	161
2		45.6%	185
3		10.3%	42
4		2.0%	8
5 or more		2.5%	10

**Total: 406**






### Statistics

Average 1.7

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













Value		Percent	Responses
Adult male		62.8%	255
Adult female		79.3%	322
Minor under 18		3.7%	15

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

Value		Percent	Responses
Yes, always		21.4%	87
Yes, frequently		27.3%	111
Yes, sometimes		36.0%	146
Seldom		11.8%	48
Never		3.4%	14

Total: 406

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		24.6%	100
Local Daily Newspaper		82.5%	335
Local Paid Weekly Community Newspaper		22.9%	93
Local Free Weekly Print Publication (a Shopper or Newspaper)		57.6%	234
Local Alternative Publication		7.6%	31
Local City or Regional Magazine		19.2%	78
Local Specialty Publication		10.8%	44
Local Business Publication		10.1%	41
Local Ethnic Publication		3.2%	13
Local Parenting Publication		9.6%	39
Local Senior Publication		16.5%	67
None of the above / Does not apply		1.0%	4

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

	Always	Frequently	Occasionally	Never	Responses
<b>Classified Ads</b>					
Count	44	98	187	77	406
Row %	10.8%	24.1%	46.1%	19.0%	
<b>Retail Store Ads</b>					
Count	146	155	89	16	406
Row %	36.0%	38.2%	21.9%	3.9%	
<b>Ad Inserts</b>					
Count	132	131	122	21	406
Row %	32.5%	32.3%	30.0%	5.2%	
<b>Real Estate Ads</b>					
Count	37	65	197	107	406
Row %	9.1%	16.0%	48.5%	26.4%	
<b>Automotive Ads</b>					
Count	15	51	200	140	406
Row %	3.7%	12.6%	49.3%	34.5%	
<b>Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)</b>					
Count	81	142	155	28	406
Row %	20.0%	35.0%	38.2%	6.9%	
<b>Political Ads</b>					
Count	19	89	197	101	406
Row %	4.7%	21.9%	48.5%	24.9%	
<b>Legal Notices</b>					
Count	26	37	173	170	406
Row %	6.4%	9.1%	42.6%	41.9%	
<b>Total</b>					
Total Responses					406






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		47.6%	222
Posted on a Government Website		10.1%	47
No preference		42.3%	197




**Total: 466**

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		14.2%	66
No		83.9%	391
Don't know		1.9%	9



**Total: 466**

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		35.4%	23
Satisfactory response (received many inquiries)		30.8%	20
Poor response (received very few inquiries)		33.8%	22








**Total: 65**

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

Value		Percent	Responses
Yes		53.4%	249
No		46.6%	217

**Total: 466**

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

Value		Percent	Responses
Daily		23.2%	108
Couple times week		15.5%	72
Weekly		6.0%	28
Couple times month		10.7%	50
Monthly		4.7%	22
Less Monthly		16.5%	77
Have not visited / Does not apply		23.4%	109

**Total: 466**

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

Value		Percent	Responses
Auto Body Shop		7.9%	37
Auto Detailing Shop		5.6%	26
Oil Change Station		43.6%	203
Auto Parts Store		28.8%	134
Auto Repair Shop		27.0%	126
Auto Salvage Yard		5.6%	26
Auto Battery Store		5.8%	27
Car Wash		59.9%	279
Gas Station		74.9%	349
New Vehicle Dealership		14.2%	66
Used Vehicle Dealership		6.9%	32
Tire Store		13.7%	64
None of the above / Does not apply		13.3%	62
Auto Glass Repair Shop		1.1%	5
Auto Paint Shop		1.1%	5
Auto Towing Service		1.3%	6
Auto Window Tinting		0.6%	3
Auto Stereo Installation		0.9%	4
Car Audio Store		1.1%	5
Commercial Truck Dealership		0.4%	2
Commercial Truck Repair Shop		0.2%	1

Value		Percent	Responses
Pick and Pull Lot		1.7%	8
Recreation Vehicle (RV) Dealership		2.1%	10
RV or Camper Repair		1.9%	9
Trailer & Utility Trailer		0.9%	4
Trailer Rental Service		1.3%	6

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






















Value		Percent	Responses
Boat Dealer		0.9%	4
Boating Accessory Store		2.4%	11
Boat Repair Shop		1.3%	6
Boat Rental Service		0.4%	2
All-Terrain Vehicle (ATV) Dealer		1.5%	7
Watercraft Dealer		1.9%	9
Watercraft Rental Shop		0.6%	3
Motorcycle Dealer		1.9%	9
Motorcycle Repair Shop		0.9%	4
Motorcycle Accessory Store		1.7%	8
Golf Cart Dealer		0.4%	2
Boat and RV Storage Facility		1.1%	5
None of the above / Does not apply		90.6%	422








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

Value		Percent	Responses
New Farm Equipment Dealer		0.2%	1
Used Farm Equipment Dealer		0.6%	3
Farm Truck and Tractor Repair Shop		1.3%	6
Agriculture Farm Supply Store		7.1%	33
Agricultural Service		0.9%	4
Farming Structure Building Contractor		0.6%	3
Animal Feed Store		8.2%	38
None of the above / Does not apply		85.0%	396

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		49.6%	231
Bakery		65.2%	304
Specialty Cake Bakery		10.7%	50
Cupcake Shop		6.2%	29
Donut Shop		44.6%	208
Beverage Distributor		16.3%	76
Beer Shop		14.4%	67
Brewery or Brew Pub		17.8%	83
Candy Store		16.1%	75
Cheese Shop		15.2%	71
Chocolate Shop		15.9%	74
Coffee & Tea Shop		36.9%	172
Espresso or Coffee Shop		33.0%	154
Cookie Store		11.6%	54
Convenience Store		69.3%	323
Dessert Restaurant		8.4%	39
Distillery		5.2%	24
Ethnic Food Restaurant		26.6%	124
Ice Cream or Frozen Yogurt Shop		35.0%	163
Smoothie or Juice Bar		8.2%	38
Liquor Store		48.3%	225

Value		Percent	Responses
Tea Shop		7.1%	33
Winery		12.2%	57
Wine Shop		20.4%	95
U-Brew Beer or Wine Store		4.1%	19
None of the above / Does not apply		4.1%	19























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		15.9%	74
Grocery Store (Discount)		47.2%	220
Grocery Store (Ethnic)		10.9%	51
Farmers Market		35.4%	165
Grocery Store (Co-op)		18.5%	86
Grocery Store (Independent/Citywide)		26.0%	121
Grocery Store (Major or Regional Chain)		83.0%	387
Meat Market or Butcher Shop		23.6%	110
Grocery Store (Neighborhood/Local/Mom & Pop)		41.6%	194
Seafood Market		16.5%	77
Specialty Food Market		14.8%	69
None of the above / Does not apply		1.1%	5













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

Value		Percent	Responses
Barbershop		37.3%	174
Day Spa		11.4%	53
Eyelash Extension Salon		3.6%	17
Hair Removal Salon		4.1%	19
Hair and Beauty Salon (Find New or Change Existing)		49.4%	230
Makeup Artist		1.9%	9
Massage Spa		13.7%	64
Nail Salon		35.4%	165
Skin Care Store		5.6%	26
Tanning Salon		3.0%	14
Tattoo Studio		5.4%	25
None of the above / Does not apply		18.7%	87

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		9.7%	45
Arts & Crafts Fair		36.7%	171
Casino		29.4%	137
Community Theatre		21.2%	99
Movie Theater		59.9%	279
Museum		32.6%	152
Live Theater		33.0%	154
Performing Arts Center		20.2%	94
Bingo Hall		5.4%	25
Social Club		5.4%	25
Stadium or Arena		18.0%	84
Wine Tour		7.1%	33
Music Festival		15.5%	72
Wine Festival		10.5%	49
Food Festival		25.5%	119
Seasonal Festival		30.5%	142
Arts Organization		9.9%	46
Cultural Center		13.5%	63
Local Festival		26.8%	125
Historical Society		13.7%	64
None of the above / Does not apply		12.4%	58
Rodeo		1.9%	9

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		18.7%	87
Professional Sports Team		17.8%	83
Amusement Center / Park		33.5%	156
Family Play Center		9.7%	45
Family Entertainment Center		14.4%	67
Go Kart Track		6.9%	32
Horseback Riding		7.3%	34
Outdoor Park		36.5%	170
Ice Skating or Roller Rink		13.3%	62
Athletic Club		13.9%	65
Zoo		31.3%	146
None of the above / Does not apply		29.8%	139












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		1.7%	8
CrossFit Gym		2.1%	10
Dance Studio		3.9%	18
Fitness Boot Camp		1.9%	9
Exercise Classes		19.3%	90
Gym, Fitness or Athletic Club		32.8%	153
Martial Arts Studio		2.1%	10
Personal Trainer		3.6%	17
Rock Climbing Gym		1.5%	7
Swimming Lessons		5.2%	24
Yoga Studio		9.2%	43
None of the above / Does not apply		52.8%	246
















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		3.9%	18
Bait & Tackle Shop		11.2%	52
Bicycle Shop		6.2%	29
Bicycle Repair Shop		6.0%	28
Bicycle Rental Service		2.6%	12
Bowling Alley		23.8%	111
Dive Shop		1.7%	8
Fishing Supply Store		10.7%	50
Golf Course		11.4%	53
Golf Driving Range		9.0%	42
Golf Pro Shop		5.4%	25
Gun Shooting Range		8.4%	39
Gun Store		9.4%	44
Miniature Golf Course		12.9%	60
Outdoor Gear Store		8.4%	39
Ski Shop		4.3%	20
New Sporting Goods Store		8.4%	39
Used Sporting Goods Store		5.2%	24
None of the above / Does not apply		45.1%	210






















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

Value		Percent	Responses
Adult Club or Entertainment Company		4.9%	23
Bar, Lounge or Pub		40.8%	190
Comedy Club		17.2%	80
Dancing or Night Club		9.9%	46
Music or Concert Hall		27.3%	127
Billiard Hall		6.4%	30
Sports Bar		24.2%	113
Wine Bar		10.3%	48
None of the above / Does not apply		38.8%	181

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		3.0%	14
Card or Stationery Store		23.0%	107
Announcement Printing Service		4.3%	20
Catering Service		9.0%	42
Disc Jockey (DJ)		1.9%	9
Event Coordinator		1.5%	7
Hotel Meeting Room or Event Space		3.4%	16
Musician or Band		7.1%	33
Party Supply Store		18.9%	88
Photographer		6.2%	29
Event Space or Venue		4.3%	20
Videographer		1.7%	8
Wedding Venue or Banquet Hall		4.3%	20
Wedding Planner		2.4%	11
None of the above / Does not apply		59.4%	277

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		9.7%	45
University		7.5%	35
Community College		6.4%	30
Elementary School		5.2%	24
Middle or High School		7.5%	35
Adult Education School		8.4%	39
Art School		6.2%	29
Culinary School		3.2%	15
Dance Studio		4.7%	22
Driving School		4.1%	19
Musical Instruments and Lessons		4.1%	19
Graduate school		3.6%	17
Lecture or Seminar Series		3.9%	18
None of the above / Does not apply		60.1%	280
Preschool		2.4%	11
Charter School		0.6%	3
Beauty School		1.1%	5
Language School		1.7%	8
Private Elementary School		0.4%	2
Private High School		1.5%	7
Private K-12 School		0.6%	3

Value		Percent	Responses
Private Tutor		1.3%	6
Vocational School		1.9%	9
Real Estate School		1.1%	5
Aviation / Flight School		0.6%	3
Parochial School		1.3%	6

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		30.9%	144
Credit Union		12.9%	60
Financial Advisor		9.9%	46
Stockbroker		3.9%	18
None of the above / Does not apply		63.7%	297

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		2.4%	11
Bankruptcy Service		0.9%	4
Business Development Service		1.3%	6
Bookkeeping Service		3.0%	14
Car Leasing Service		10.5%	49
Check Cashing Service		5.2%	24
Credit Repair Service		1.9%	9
Credit Counseling Service		1.3%	6
Debt Consolidation Company		1.9%	9
Money Transfer Service		4.1%	19
Payday Loan Company		0.4%	2
Tax Return Service		33.7%	157
Title Loan Company		0.4%	2
None of the above / Does not apply		51.3%	239









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		12.2%	57
Dentist		39.1%	182
General Practitioner		24.9%	116
Family Practitioner		18.9%	88
Optometrist		23.6%	110
Pediatrician		6.4%	30
None of the above / Does not apply		45.5%	212

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		14.8%	69
Hospital		7.7%	36
Medical Clinic		9.2%	43
Mental Health Service		4.9%	23
None of the above / Does not apply		78.5%	366

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		6.7%	31
Allergy or Asthma Specialist		11.8%	55
Cardiologist		26.0%	121
Cancer Specialist		7.3%	34
Mental Health Provider		7.9%	37
Dermatologist		25.3%	118
Denture or Implant Specialist		9.9%	46
Cosmetic Dentist		3.9%	18
Obstetrician & Gynecologist		23.4%	109
Oral Surgeon		5.8%	27
Orthodontist		5.2%	24
Ear, Nose & Throat Doctor		17.6%	82
Gastroenterologist		19.5%	91
Internal Medicine Doctor		28.1%	131
Massage Therapist		12.4%	58
Nutritionist or Dietician		4.1%	19
Oncologist		6.4%	30
Ophthalmologist		24.2%	113
Orthopedist		5.4%	25
Physical Therapist		11.6%	54
Psychiatrist		3.9%	18

















Value		Percent	Responses
Podiatrist		11.8%	55
Urologist		10.9%	51
Surgical Specialist		3.9%	18
None of the above / Does not apply		17.4%	81
Cardiovascular Surgeon		1.9%	9
Cryotherapy		0.6%	3
Cosmetic or Plastic Surgeon		2.1%	10
Home Health Care Provider		2.4%	11
Naturopathic Practitioner		2.1%	10

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		4.7%	22
Blood Donation Center		7.5%	35
Hearing Aid Center		7.5%	35
Laboratory or Medical Testing Facility		22.3%	104
Medical Imaging Service		13.1%	61
Mental Health Service		3.9%	18
Medical Supply Store		4.1%	19
Pain Management Physician		9.7%	45
Pain Clinic		3.2%	15
Sleep Disorder Clinic		4.1%	19
Urgent Care Clinic		10.7%	50
Walk-In Clinic		10.5%	49
Vascular Surgeon or Vein Center		3.2%	15
None of the above / Does not apply		45.3%	211
Alcoholism Treatment Program		0.2%	1
Alzheimer's or Memory Care Facility		1.3%	6
Drug Addiction Treatment Center		0.6%	3
Drug Testing Service		0.9%	4
Laser Eye Surgery Clinic		1.7%	8
Memory Care Facility		0.2%	1
Medical Marijuana Authorization		1.5%	7

Value		Percent	Responses
Medical Marijuana Dispensary		2.4%	11
Medical Spa		0.6%	3
Mental Health Clinic		2.4%	11
Pain Control Clinic		2.8%	13
Physical Health Center		1.7%	8
Rehabilitation Clinic		1.3%	6
Sports Medicine Clinic		0.6%	3

39. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 12 MONTHS? (Check all that apply.)

Value		Percent	Responses
Airline		48.7%	227
Regional Airport		20.2%	94
Bed & Breakfast		8.8%	41
Campground		12.0%	56
Cruise Line		14.8%	69
Hotel or Motel (Local)		10.7%	50
Hotel or Motel (Out-of-Town)		49.6%	231
Luggage-Travel Store		1.9%	9
RV Rental Company		0.4%	2
Ski Resort		3.2%	15
Tour Company		4.5%	21
Shuttle Service		8.4%	39
Limo Service		4.5%	21
Taxi Service		14.2%	66
Travel Agent		9.2%	43
None of the above / Does not apply		27.7%	129



















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

Value		Percent	Responses
Auction House		4.9%	23
Courier or Delivery Service		4.5%	21
Compost / Yard Waste Service		3.9%	18
Dry Cleaning or Laundry Service		32.2%	150
Electronics Repair Shop		4.1%	19
Jewelry Repair Shop		11.2%	52
Mail Store		17.2%	80
Printing Service		7.3%	34
Propane Dealer		11.2%	52
Propane Home Heating Service		4.9%	23
Junkyard		4.9%	23
Recycling Center		13.1%	61
Self-Storage Facility		5.2%	24
Sewing and Alterations Shop		6.4%	30
Small Engine Repair Shop		4.7%	22
Shipping Center		14.8%	69
Shoe Repair Shop		9.2%	43
Watch or Clock Repair Shop		8.2%	38
Mobile or Cell Phone Repair Shop		6.0%	28
Car Rental Agency		9.4%	44
None of the above / Does not apply		28.5%	133







Value		Percent	Responses
Bottled Water Delivery Service		2.1%	10
Information Technology (IT) Service		1.7%	8
Moving Truck Rental Company		2.4%	11
Funeral Service Provider		1.5%	7
Cremation Service Provider		1.3%	6
Marriage Counselor		0.6%	3
Tool / Equipment Rental Service		2.4%	11






















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
























Value		Percent	Responses
Chamber of Commerce		7.5%	35
Charity or Philanthropic Organization		8.2%	38
Church		40.8%	190
City or Municipal Service		8.4%	39
Community Organization		7.9%	37
Government or Political Service		3.0%	14
Community Service or Non-Profit Organization		11.4%	53
City Center		1.7%	8
City or Town Hall		12.7%	59
Civic Center		3.4%	16
Community Center		11.2%	52
Convention Center		2.8%	13
County Government Office		9.9%	46
Department of Social Services		6.7%	31
Employment Center		3.9%	18
Government Economic Program		0.9%	4
Youth Organization		3.9%	18
None of the above / Does not apply		37.6%	175

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		14.8%	69
Painting Contractor		13.3%	62
Plumber or Plumbing Contractor		15.5%	72
None of the above / Does not apply		74.0%	345

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

Value		Percent	Responses
Asphalt / Paving Contractor		5.8%	27
Appliance Repair Service		10.5%	49
Air Duct Cleaning Service		7.9%	37
Carpenter or Woodworker		7.5%	35
Carpet Installation Contractor		4.9%	23
Concrete Contractor		5.4%	25
Drywall Installation or Repair Contractor		5.4%	25
Deck Builder		3.0%	14
Fencing Contractor		5.4%	25
Furnace Contractor		7.5%	35
Flooring Installation Service		6.0%	28
Handyman		23.8%	111
Home Security Company		3.6%	17
Home Maintenance Service		3.4%	16
Heating & Air Conditioning Service		14.6%	68
Garbage Collection Service		7.9%	37
General Contractor		7.5%	35
Gutter Installation or Repair Contractor		3.4%	16
Mover or Moving Company		3.0%	14
Junk Removal or Hauling Service		5.2%	24
Kitchen or Bath Remodeling Company		5.6%	26

Value		Percent	Responses
Landscaping Service		10.9%	51
Roofing Contractor		4.1%	19
Remodeling Contractor		3.2%	15
Septic Tank Contractor		3.2%	15
Window Installer		4.3%	20
None of the above / Does not apply		40.1%	187
Alternative Energy Service		2.1%	10
Countertop Contractor		2.8%	13
Demolition Contractor		0.2%	1
Fire & Water Damage Restoration Service		0.6%	3
Foundation Contractor		1.3%	6
Handicap Access Contractor		1.1%	5
Heavy Construction Machinery		0.2%	1
Garage Door Contractor		1.9%	9
Garage Builder		0.4%	2
Insulation Installer		1.1%	5
New Home Builder		0.9%	4
Landscape Architect		1.5%	7
Siding Installation or Repair Contractor		1.5%	7
Stone or Marble Company		1.1%	5
Solar Energy Contractor		1.9%	9
Tile Contractor		2.1%	10
Waterproofing Contractor		1.3%	6

**Value**

**Percent**

**Responses**

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

















Water Well Drilling Contractor






0.4%

2

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		3.6%	17
Carpet Cleaning Service		7.3%	34
Fuel or Oil Home Heating Service		12.4%	58
Furnace Cleaning Service		13.7%	64
Home Pressure Washing Service		5.2%	24
Home Gardening Service		5.2%	24
House Cleaning Service		7.9%	37
Key or Locksmith Service		4.5%	21
Lawn Care Service		15.7%	73
Landscaper		10.9%	51
Pest Control Service or Exterminator		6.4%	30
Pool Cleaning Service		4.3%	20
Shades & Blinds Installation Service		3.6%	17
Television or Internet Service Provider		18.7%	87
Window & Door Installation Service		4.7%	22
None of the above / Does not apply		42.1%	196
Awning & Tent Company		1.7%	8
Bathtub Refinishing Service		2.6%	12
Cabinet Refacing Service		1.7%	8
Furniture Upholstery Service		2.8%	13
Home Theater Installation Service		0.9%	4





<b>Value</b>		<b>Percent</b>	<b>Responses</b>
Interior Designer		1.1%	5
Water Treatment Supply & Service		1.3%	6
Wallcoverings Store		1.1%	5







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		1.3%	6
Assisted Living Facility		1.5%	7
Retirement Home		1.3%	6
Nursing Home		0.9%	4
55+ Housing Community		5.4%	25
Senior Center		7.3%	34
Adult Day Care		0.4%	2
Geriatric Physician		1.9%	9
Respite Relief Provider		0.4%	2
Senior Care Placement Agency		0.2%	1
None of the above / Does not apply		84.8%	395











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		2.8%	13
Summer Camp		5.4%	25
Sports Camp		3.2%	15
None of the above / Does not apply		91.2%	425








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		25.8%	120
Children's Shoe Store		12.4%	58
Children's Furniture Store		4.1%	19
None of the above / Does not apply		73.0%	340





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

Value		Percent	Responses
Animal Shelter		4.1%	19
Animal Daycare		3.2%	15
Emergency Animal Hospital		4.3%	20
Pet Boarding		6.0%	28
Pet Groomer		17.4%	81
Pet Sitter		5.4%	25
Pet Trainer		1.1%	5
Pet Walker		1.5%	7
Veterinarian		38.6%	180
None of the above / Does not apply		54.3%	253














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

Value		Percent	Responses
Bird Seed Store		9.0%	42
Bird Specialty Store		0.4%	2
Bird Shop		1.1%	5
Pet Boutique		1.5%	7
Fish or Aquarium Store		5.2%	24
Pet Store		38.8%	181
None of the above / Does not apply		55.6%	259















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

Value		Percent	Responses
Property Manager		1.9%	9
Realtor		10.1%	47
Real Estate Brokerage Firm		1.7%	8
None of the above / Does not apply		88.4%	412

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




Value		Percent	Responses
Apartment Rental Agency		3.4%	16
Developer		0.4%	2
Estate Appraiser		1.5%	7
Estate Liquidator		0.9%	4
Home Inspector		3.6%	17
Home Staging Company		0.2%	1
Manufactured or Modular Home Builder		0.9%	4
New Home Builder		1.1%	5
Mortgage Banker		2.6%	12
Mortgage Broker		2.4%	11
Real Estate Appraiser		5.6%	26
Title & Escrow Company		1.5%	7
None of the above / Does not apply		87.1%	406

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


















Value		Percent	Responses
Fast Food Restaurant		53.0%	247
Family Style Restaurant		44.4%	207
Buffet Restaurant		23.0%	107
Fine Dining Restaurant		32.6%	152
Restaurant with Lounge or Bar		32.2%	150
Pizza Restaurant		62.4%	291
Ethnic Restaurant		21.7%	101
Chinese Restaurant		48.5%	226
Mexican Restaurant		26.2%	122
Italian Restaurant		44.6%	208
Japanese or Sushi Restaurant		16.1%	75
Thai Restaurant		11.4%	53
Indian Restaurant		8.6%	40
None of the above / Does not apply		5.8%	27
























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
Adult Video or Adult Store		3.0%	14
Art Supply Store		13.1%	61
Art Gallery		6.9%	32
Craft Supply Store		22.5%	105
Bookstore		37.6%	175
Candle Shop		18.2%	85
Cigar Store		4.5%	21
Comic Book Shop		3.6%	17
Computer Store		12.7%	59
Department Store		64.6%	301
Discount Store		56.9%	265
Drugstore or Pharmacy		69.5%	324
Electronics Store		18.2%	85
Fabric Store		11.2%	52
Florist		12.2%	57
Gift Shop		20.4%	95
Herb Shop or Herbalist		3.0%	14
Hobby Shop		16.1%	75
Mobile Phone Store		17.2%	80
Military Surplus Store		3.6%	17
Music and Video Store		5.4%	25

Value		Percent	Responses
Music Instrument Store		4.7%	22
Music Store		4.1%	19
Office Equipment & Supply Store		12.2%	57
Outlet Store		29.8%	139
Pawn Shop		3.0%	14
Flea Market		20.0%	93
Religious Supply or Gift Shop		3.4%	16
Scrap Metal Dealer		3.2%	15
Shopping Center		39.7%	185
Consignment Shop		15.9%	74
Tobacco Store		5.2%	24
Vape or Smoke Shop		3.9%	18
Toy Store		16.1%	75
Record Store		3.2%	15
Vitamin or Supplement Store		14.8%	69
Wholesale, Warehouse or Club Store		30.7%	143
Thrift Store		27.9%	130
Yard Equipment Store		5.4%	25
Bead Store		3.4%	16
Marijuana Dispensary		3.6%	17
CBD Store		7.1%	33
Gun Shop		7.5%	35
Christian Book Store		4.5%	21

Value		Percent	Responses
Christmas Store		26.0%	121
Yarn Store		8.4%	39
None of the above / Does not apply		6.0%	28
Home and Office Battery Store		1.9%	9
New Age Book Store		1.3%	6
Coin Shop		2.4%	11
Equipment Rental Store		1.5%	7
Knife Store		1.1%	5
Monument or Memorial Company		0.6%	3
Sewing Studio		1.5%	7
Sign Store		0.6%	3
Trophy or Award Store		0.9%	4
Wedding Supply Store		1.7%	8
Survival Store		0.2%	1
Camera Store		2.8%	13
Security Service		1.1%	5
Gold/Silver/Precious Metal Dealer		1.9%	9

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		16.1%	75
Major Appliance Store		11.2%	52
Small Appliance Store		5.6%	26
TV & Appliance Store		7.1%	33
Baby Supply & Furniture Store		6.7%	31
Bath & Accessory Store		23.2%	108
Building Supply Store or Lumber Yard		21.2%	99
Cabinet Store		4.7%	22
Carpet Store		7.7%	36
Fireplace, Wood Stove or Barbeque Store		4.5%	21
Flooring Store		10.1%	47
Frame Shop		4.5%	21
Furniture Store		18.0%	84
Hardware Store		34.5%	161
Home & Garden Center		40.1%	187
Home Decor Store		18.0%	84
Lighting Store		5.6%	26
Mattress or Bedding Store		12.9%	60
Plant Nursery & Garden Supply Store		23.2%	108
Outdoor Furniture Store		6.0%	28
Paint Store		16.3%	76

Value		Percent	Responses
Rug Store		3.6%	17
Pool & Spa Dealer		5.8%	27
Tool Store		6.9%	32
Vacuum Store		4.1%	19
Window Store		3.0%	14
TV Store		5.8%	27
None of the above / Does not apply		24.5%	114
Clock Shop		1.5%	7
Furniture Restoration Shop		2.6%	12
Hot Tub or Spa Dealer		2.4%	11
Rent-to-Own Store		1.1%	5
Solar Energy Equipment Dealer		2.4%	11
Tool Rental Center		2.1%	10
Futon Store		1.7%	8
Used Building Supply Store		1.3%	6








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		23.2%	108
Bridal Shop		3.2%	15
Beauty Supply Store		20.6%	96
Clothing Accessory Store		30.9%	144
Menswear Store		21.0%	98
Women's Clothing Store		51.1%	238
Eyewear & Opticians Store		34.5%	161
Jewelry Store		14.4%	67
Lingerie Store		6.0%	28
Logo Apparel Store		3.6%	17
Outdoor Clothing Store		15.9%	74
Perfume Store		5.8%	27
Shoe Store		42.9%	200
Sportswear Store		12.9%	60
Swimwear Store		8.4%	39
Watch Store		3.6%	17
None of the above / Does not apply		20.8%	97
Fur Store		1.9%	9
Leather Goods Store		2.4%	11
Maternity Store		1.1%	5
Western Wear Store		1.5%	7

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























Value		Percent	Responses
Accountant or CPA		11.6%	54
Disaster Insurance		0.9%	4
Insurance Agency		10.1%	47
Immigration Lawyer / Law		0.2%	1
Legal Firm or Attorney		6.0%	28
Tax Advisor		9.4%	44
None of the above / Does not apply		75.1%	350

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%	4
Architect or Architecture Firm		1.3%	6
Employment or Staffing Agency		5.2%	24
Graphic Designer		1.5%	7
Life Coach		1.9%	9
Private Investigator		0.9%	4
None of the above / Does not apply		90.8%	423






















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

Value		Percent	Responses
Purchase Boat Parts		3.9%	18
None of the above / Does not apply		89.9%	419
Purchase New All-Terrain Vehicle (ATV)		0.9%	4
Purchase New Boat		0.6%	3
Purchase New Personal Watercraft		0.6%	3
Purchase New Motorcycle		0.6%	3
Purchase New Motorcycle Trike		0.2%	1
Purchase New Snowmobile		0.2%	1
Purchase Used All-Terrain Vehicle (ATV)		0.9%	4
Purchase Used Boat		1.3%	6
Purchase Used Personal Watercraft		0.4%	2
Purchase Used Motorcycle		0.4%	2
Purchase Used Motorcycle Trike		0.2%	1
Purchase Used Snowmobile		0.6%	3
Have Motorcycle Repaired		1.1%	5
Purchase Motorcycle Parts		1.7%	8
Have Boat Repaired or Serviced		2.8%	13
Purchase Marine Electronics		1.1%	5
Purchase New Golf Cart		0.6%	3
Purchase Used Golf Cart		0.9%	4
Purchase Motorcycle Apparel		1.1%	5
Rent Snowmobile		0.4%	2


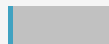






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	1
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.9%	4
Purchase New Travel Trailer or 5th Wheel		0.4%	2
Purchase New Camper Shell		0.4%	2
Purchase Used Class A RV		0.6%	3
Purchase Used Class B RV		0.4%	2
Purchase Used Class C RV		0.6%	3
Purchase Used Travel Trailer or 5th wheel		0.9%	4
Purchase Used Camper Shell		0.4%	2
None of the above / Does not apply		97.2%	453

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		12.0%	56
New Luxury Vehicle - Under \$50,000		4.3%	20
New Luxury Vehicle - \$50,000 - \$75,000		2.1%	10
New Luxury Vehicle - Over \$75,000		0.4%	2
New Van		1.1%	5
New Minivan		1.1%	5
New SUV		9.4%	44
New Truck		3.4%	16
New Hybrid or Electric Vehicle		1.1%	5
Used Car		11.2%	52
Used Luxury Vehicle - Under \$30,000		1.3%	6
Used Luxury Vehicle - \$30,000 - \$50,000		0.9%	4
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		1.5%	7
Used Minivan		1.7%	8
Used SUV		4.7%	22
Used Truck		5.2%	24
Used Hybrid or Electric Vehicle		0.9%	4
None of the above / Does not apply		64.4%	300















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

Value		Percent	Responses
Compact car		5.2%	24
Full-size car		5.2%	24
Luxury vehicle (any size)		2.4%	11
Midsized car		6.0%	28
Pickup truck		5.4%	25
Sport utility vehicle (SUV)		28.3%	132
Van or mini-van		4.7%	22
None of the above		42.9%	200



**Total: 466**

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
BMW		3.2%	15
Buick		3.0%	14
Cadillac		3.4%	16
Chevrolet		15.9%	74
Chrysler		3.6%	17
Dodge		5.2%	24
Ford		9.9%	46
GMC		6.9%	32
Honda		13.9%	65
Hyundai		7.9%	37
Jeep		7.9%	37
Kia		6.2%	29
Lincoln		3.0%	14
Mazda		3.4%	16
Nissan		9.2%	43
Subaru		9.0%	42
Toyota		12.7%	59
Volkswagen		3.0%	14
None of the above / Does not apply		47.2%	220
Aston Martin		0.2%	1
Acura		2.8%	13























Value		Percent	Responses
Audi		2.6%	12
Ferrari		0.6%	3
Fiat		0.2%	1
Infiniti		1.7%	8
Jaguar		0.6%	3
Land Rover		1.5%	7
Lexus		2.4%	11
Mercedes-Benz		1.7%	8
Mini		0.9%	4
Mitsubishi		0.4%	2
Porsche		0.9%	4
Scion		0.2%	1
Tesla		0.9%	4
Volvo		2.6%	12

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











Value		Percent	Responses
Yes		22.3%	104
No		77.7%	362

**Total: 466**

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

Value		Percent	Responses
GPS Device (Handheld or In-Vehicle)		4.9%	23
Office Equipment		6.4%	30
Printer		10.5%	49
Ink or Printer Cartridges		33.9%	158
Wi-Fi for Home		8.2%	38
Headphones		17.6%	82
Portable Speakers		4.3%	20
Customizable Smartphone accessories		4.9%	23
Wireless Speakers		5.4%	25
Smartphone Charger		10.1%	47
Smartwatch		4.1%	19
Phone or Tablet Controlled Home Tech Products		4.1%	19
Noise Canceling Headphones		5.8%	27
Phone Calling Card		6.7%	31
Healthcare Device		4.5%	21
Surge Protector		5.6%	26
Aerial Drone		3.0%	14
Apple Watch		6.4%	30
Batteries for Electronics		31.8%	148
None of the above / Does not apply		34.8%	162
Home Theater System		2.4%	11
Satellite Radio		2.8%	13









Value		Percent	Responses
Satellite TV System		1.3%	6
Stereo System (Home)		2.4%	11
Compact/Mini Projector		0.9%	4
Wearable Electronics		2.1%	10
Aerial Drone Accessories		0.9%	4
Short Wave Radio		1.3%	6
Wireless Hotspot		2.8%	13
Assistive Technology for Hearing		2.1%	10
Virtual Reality Headset		1.3%	6
Smart Sports Equipment		0.6%	3

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 Accessories or Supplies		3.0%	14
Camera Memory Card		4.3%	20
Computer Accessories		6.7%	31
Computer Software		6.0%	28
Portable DVD Player		3.2%	15
E-Reader (Kindle or Similar)		3.2%	15
Tablet (iPad or Similar)		7.9%	37
Personal Computer		6.2%	29
Laptop Computer		13.3%	62
TV (3D)		3.9%	18
4K Ultra HD TV		7.9%	37
Smart TV		15.7%	73
None of the above / Does not apply		53.9%	251
Camera (Digital) - Point and Shoot		1.9%	9
Camera (Digital) SLR		2.4%	11
Mirrorless Camera		0.9%	4
Camera (Film)		1.9%	9
Camera Lens		2.4%	11
TiVo or DVR		1.3%	6
Computer Bag		2.8%	13
Computer or Tablet Support		2.6%	12

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		23.8%	111
Conventional Cell Phone		6.4%	30
Prepaid Cell Phone		4.5%	21
Unlocked Cell Phone		2.6%	12
Large-Screen Smartphone		5.8%	27
None of the above / Does not apply		65.5%	305

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






















Value		Percent	Responses
Anniversary Jewelry		4.3%	20
Necklaces		8.6%	40
Rings (Other)		7.1%	33
Earrings		21.2%	99
Celtic Jewelry		3.6%	17
Diamond Jewelry		3.9%	18
Silver Jewelry		7.3%	34
Gemstone Jewelry		4.1%	19
Men's Jewelry		3.2%	15
Children's Jewelry		4.7%	22
Costume Jewelry		12.2%	57
Men's High-End Watch		3.2%	15
Women's Jewelry		12.4%	58
None of the above / Does not apply		56.4%	263
Engagement Rings		1.3%	6
Wedding Rings		1.7%	8
Graduation Rings		0.9%	4
Pendants		2.8%	13
Pearl Jewelry		1.5%	7
Designer Jewelry		2.6%	12
Custom Designed Jewelry		1.7%	8
Crystal Figurines		1.1%	5

<b>Value</b>		<b>Percent</b>	<b>Responses</b>
Jewelry Box or Organizer		2.1%	10
Women's High-End Watch		1.7%	8


















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

Value		Percent	Responses
Auto Insurance		17.4%	81
Crop Insurance		0.2%	1
Dental Insurance		5.6%	26
Disability Insurance		1.5%	7
Homeowner Insurance		12.0%	56
Life Insurance		9.7%	45
Medical (Health) Insurance		5.8%	27
Medicare		4.5%	21
Long Term Care Insurance		1.3%	6
Pet Insurance		1.9%	9
Renters Insurance		2.1%	10
Professional Liability Insurance		1.1%	5
None of the above / Does not apply		69.3%	323

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
Acupuncture		3.4%	16
Chiropractor		5.6%	26
Counseling & Mental Health Specialist		3.4%	16
Family Practice Doctor		11.8%	55
Hospital		4.1%	19
Optometrist		9.0%	42
Primary Care Provider		6.9%	32
Hearing Aid Center		3.4%	16
Drugstore or Pharmacy		10.3%	48
None of the above / Does not apply		70.0%	326
Audiologist		2.4%	11
Geriatric Specialist		0.9%	4
Home Healthcare		1.5%	7
Medical Clinic		2.8%	13
Pediatric Dentist		1.3%	6
Pediatrician		2.8%	13
Wellness Business		1.3%	6
Substance Abuse Treatment Provider		0.4%	2
Weight Loss Service		2.1%	10
Alternative Care Provider		1.1%	5
Physical Therapy or Rehabilitation service provider		2.8%	13

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
















Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		2.1%	10
Bankruptcy Attorney		0.4%	2
Banking, Partnership & Business Law Attorney		1.3%	6
Child Support Attorney		0.6%	3
Criminal Law Attorney		0.6%	3
Disability & Social Security Attorney		2.4%	11
Divorce & Family Law Attorney		1.3%	6
Employment Discrimination or Labor Issues Attorney		0.2%	1
General Practice Attorney		1.9%	9
Intellectual Property Attorney		0.4%	2
Malpractice Attorney		0.4%	2
Patent, Trademark & Copyright Attorney		0.6%	3
Probate Attorney		0.6%	3
Real Estate Attorney		5.4%	25
Taxation Attorney		1.3%	6
Wills, Trusts & Estates Attorney		11.6%	54
None of the above / Does not apply		77.7%	362
























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%	13
Breast Augmentation		0.9%	4
Ear Surgery		0.4%	2
Eyelid Surgery		0.2%	1
Fat Reduction		0.4%	2
Facelift		0.2%	1
Hair Transplant		0.2%	1
Hair Loss Treatment		0.6%	3
Lap Band		0.2%	1
Lip Augmentation		0.2%	1
Liposuction		0.6%	3
Lasik		0.9%	4
Skin Treatment		4.1%	19
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		91.4%	426

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		50.0%	233
Teeth Cleaning		44.2%	206
Cavity Filling		18.9%	88
Crown		11.6%	54
Oral Surgery		3.9%	18
Braces		3.0%	14
Composite Bonding		1.7%	8
Dental Implants		8.4%	39
Dental Veneers		1.1%	5
Dentures		5.6%	26
Full Mouth Reconstruction		0.4%	2
Inlays or Onlays		0.6%	3
Smile Makeover		1.1%	5
Teeth Whitening		6.4%	30
None of the above / Does not apply		24.0%	112












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

Value		Percent	Responses
Fill Medical Prescriptions		40.8%	190
Purchase Medical Supplies or Equipment for Home		3.6%	17
Purchase Health Related Products		7.9%	37
Use Physical Rehabilitation Services		4.1%	19
Stop Smoking		3.2%	15
Purchase Health and Wellness Supplements		12.7%	59
Receive Treatment for Back Pain		9.4%	44
Have an Eye/Vision Exam		50.9%	237
Handicap Accessible Products		3.4%	16
Purchase Prescription Eyeglasses		28.3%	132
Purchase Prescription Contact Lenses		3.9%	18
Have an Annual Physical or Checkup		46.1%	215
Have X-Rays Taken		12.7%	59
Have a Scheduled Surgery		3.9%	18
Have Blood Drawn for Testing		44.4%	207
Plan to Visit a Hospital for any Medical Service or Procedure		7.5%	35
Have Foot Problems Diagnosed or Treated		11.2%	52
Senior Travel		5.4%	25
Receive Treatment for a Sleep Disorder		3.9%	18
Purchase Allergy Medications		15.2%	71
Use Personal Trainer or Instructor		3.2%	15









Value		Percent	Responses
Cardiovascular Treatment		7.1%	33
Cancer Treatment		6.7%	31
Orthopaedic or Knee Surgery		3.4%	16
Chiropractic Care		9.9%	46
Do Corrective Exercises		4.3%	20
Purchase Diabetes Testing Supplies		6.4%	30
Get Vaccinations at Drug Store or Pharmacy		18.5%	86
Purchase Vitamins		38.2%	178
Have Acupuncture		3.6%	17
Purchase Hemp Based Supplements		3.4%	16
Purchase Anti Anxiety Medication or Supplements		6.2%	29
None of the above / Does not apply		21.7%	101
Purchase Elder Care-Related Products or Services		1.1%	5
Find Home for Aging Parent		1.1%	5
Participate in a Medical Study		0.9%	4
Purchase a Mobility Device		1.1%	5
Receive Treatment for Vehicle or Workplace Injury		1.9%	9
Purchase Orthopedic Shoes		1.3%	6
Purchase Home Medical Testing Equipment or Supplies		1.9%	9
Hire a Personal Care Assistant		0.6%	3
Hire a Caregiver or Respite Worker		1.1%	5
Purchase "Aging in Place" Products		0.9%	4
Purchase a Medical Alert Service		0.6%	3

Value		Percent	Responses
Have Safety Bars Installed in Bathroom		1.7%	8
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		0.2%	1
Nutritional Counseling		2.6%	12
Spinal and Postural Screening		0.6%	3
Physiotherapy		0.2%	1
Receive Treatment for Substance Abuse		0.6%	3
Purchase Blood Pressure Monitoring Device		2.8%	13
Receive Aquatic Therapy		1.1%	5
Join a Weight Loss Group		2.6%	12
Purchase Weight Loss Supplements		2.8%	13
Purchase Weight Loss Food Plan		2.8%	13
Have Reflexology Treatment		1.3%	6
Hire a Weight Loss Professional		1.1%	5
Have Cataract Surgery		2.8%	13
Discretionary Health Care and Wellness Services and Products		2.6%	12
Purchase Marijuana		2.8%	13
Receive Treatment for PTSD		0.6%	3









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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.4%	2
Purchase a "In-the-Ear" Hearing Aid		2.1%	10
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.4%	2
Purchase a Digital Hearing Aid		0.9%	4
Purchase a "Behind-the-Ear" Hearing Aid		1.5%	7
Purchase Hearing Aid Cleaning Supplies		1.5%	7
Purchase Hearing Aid Batteries		3.9%	18
Purchase a "In-the-Canal" Hearing Aid		0.6%	3
Purchase a Analog Hearing Aid		0.2%	1
Have a Hearing Exam		14.4%	67
None of the above / Does not apply		82.6%	385

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		1.7%	8
Pre-purchase a Funeral Plot or Cremation Service		2.8%	13
Purchase a Monument or Headstone		1.3%	6
Use a Funeral Planner		0.9%	4
Purchase Flowers for a Funeral		1.5%	7
Use a Cremation Service		1.7%	8
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	1
None of the above / Does not apply		92.7%	432

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		1.7%	8
Move into a Assisted Living Facility		0.4%	2
Move into a Alzheimers Care Facility		0.2%	1
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.2%	1
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		97.6%	455



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		4.3%	20
Open Savings Account		4.9%	23
Online Banking		36.7%	171
Manage Investments		13.7%	64
Manage Retirement Accounts		14.4%	67
Mortgage Line of Credit		3.4%	16
Financial Consulting		9.0%	42
Financial Services		10.3%	48
Safe Deposit Box Rental		4.3%	20
Obtain New Credit Card		5.8%	27
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		0.9%	4
None of the above / Does not apply		48.3%	225

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		6.0%	28
Certificates of Deposit		10.7%	50
City or State Bonds		2.1%	10
Collectibles, Antiques or Art		3.6%	17
Common or Preferred Stock		6.9%	32
Corporate Bonds or Debentures		1.5%	7
401(k)		19.5%	91
Gold or Precious Metals		1.9%	9
IRA		12.0%	56
Money Market Funds		9.2%	43
Mutual Funds		9.2%	43
Non-US Stocks		2.4%	11
Options		1.9%	9
US Savings Bonds		3.4%	16
US Treasury Notes		1.3%	6
Coins or Stamps		3.6%	17
None of the above / Does not apply		60.9%	284

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
Business Equipment Loan		0.9%	4
Carpeting or Furniture Loan		0.9%	4
College Expenses Loan		1.9%	9
College Tuition Loan		3.6%	17
Debt Consolidation Loan		3.6%	17
Medical Expenses Loan		1.3%	6
New Vehicle Loan		5.6%	26
Used Vehicle Loan		5.8%	27
Vacation or Travel Loan		1.3%	6
Wedding Loan		0.6%	3
None of the above / Does not apply		83.9%	391

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		28.1%	131
Coats		27.9%	130
Lipstick		25.8%	120
Nail Polish		20.8%	97
Eyewear or Sunglasses		42.7%	199
Formal Wear		8.4%	39
Handbags		26.2%	122
Hats		11.6%	54
Intimate Apparel		19.1%	89
Jewelry or Accessories		17.8%	83
Watches		8.2%	38
Luggage or Bags		6.2%	29
Perfume		20.0%	93
Men's Apparel		42.5%	198
Men's Shoes		32.4%	151
Men's Underwear		33.5%	156
Women's Apparel		59.0%	275
Women's Pajamas or Sleepwear		30.0%	140
Women's Shoes		51.1%	238
Women's Underwear		44.0%	205
Swimwear		19.7%	92




Value		Percent	Responses
Socks		43.1%	201
Scarves		11.2%	52
Ties		5.2%	24
Uniforms		4.1%	19
Outerwear		26.0%	121
None of the above / Does not apply		12.7%	59
Body Jewelry		2.6%	12
Fur Coat		1.3%	6
Western Clothing		1.7%	8

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		12.7%	59
Children's Winter Coats		12.2%	57
Children's Swimwear		13.9%	65
Children's Pants		19.5%	91
Children's T-Shirts		18.0%	84
Children's Dresses		9.2%	43
Children's Pajamas or Sleepwear		20.2%	94
Children's Socks		17.2%	80
Children's Party Dresses		5.6%	26
Children's Shorts		15.7%	73
Infant Clothing		10.3%	48
Children's School Uniform		2.1%	10
Children's Athletic Clothing		12.9%	60
None of the above / Does not apply		66.7%	311

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)		36.7%	171
Boots (Men's)		15.2%	71
Classic & Fashion Sneakers (Men's)		18.2%	85
Lace-Ups (Men's)		10.9%	51
Sandals (Men's)		8.2%	38
Slippers (Men's)		12.9%	60
Formal & Tuxedo Footwear (Men's)		3.0%	14
Work & Safety (Men's)		8.8%	41
Lace-Up Sneakers (Women's)		21.0%	98
Pumps (Women's)		12.7%	59
Sling-Back Sandals (Women's)		13.9%	65
Classic & Fashion Sneakers (Women's)		25.3%	118
Slippers (Women's)		19.3%	90
Work & Safety (Women's)		4.5%	21
Athletic & Outdoor Shoes (Women's)		44.0%	205
Loafers & Slip-Ons (Women's)		19.5%	91
Slippers (Children's)		4.7%	22
Athletic & Outdoor Shoes (Children's)		15.7%	73
Sandals (Children's)		9.4%	44
Slip-Ons (Children's)		4.7%	22
Dress Shoes (Children's)		5.6%	26
None of the above / Does not apply		24.0%	112























Value		Percent	Responses
Cowboy Boots (Men's)		1.5%	7
Cowboy Boots (Women's)		1.5%	7
Cowboy Boots (Children's)		1.3%	6











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		20.0%	93
Have Clothing Dry Cleaned		35.0%	163
Have Shoes Repaired		12.4%	58
Rent or Purchase a Costume		3.4%	16
Wash Clothing at a Laundromat		12.0%	56
Purchase Custom Made Clothing Items		2.8%	13
None of the above / Does not apply		51.5%	240

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		3.6%	17
Bowling Equipment		3.9%	18
Bicycle or Mountain Bike (Adult)		6.9%	32
Bicycle Tune-Up or Repair		6.4%	30
Camping or Hiking Equipment		7.9%	37
Exercise or Fitness Equipment		10.1%	47
Fishing Rods or Reels		8.2%	38
Fishing Bait or Attractant		9.0%	42
Fishing Accessories		10.5%	49
Golf Clubs or Equipment		6.0%	28
Hunting Gear		4.7%	22
Ammunition		8.6%	40
Running or Jogging Equipment		3.6%	17
Sports Equipment (Children)		4.5%	21
Swimming Gear		4.3%	20
Weight Lifting Equipment		3.4%	16
Used Sporting Equipment		3.0%	14
Rifle		3.0%	14
Hand Gun		4.7%	22
None of the above / Does not apply		58.8%	274
High End Bicycle		0.9%	4
Bicycle Rental		1.7%	8






















Value		Percent	Responses
Racquet Equipment		0.9%	4
Scuba, Diving or Snorkeling Equipment		1.1%	5
Skiing Equipment		2.4%	11
Soccer Equipment		1.5%	7
Sports Memorabilia		2.8%	13
Trampoline		0.6%	3
Trophies or Plaques		0.6%	3
Shotgun		2.8%	13










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

Value		Percent	Responses
Bark Dust or Mulch		27.3%	127
Bedding Flowers or Perennials		39.3%	183
Fertilizer		23.8%	111
Flower Pots		25.3%	118
Fountains		3.2%	15
Garden Ornaments		14.8%	69
Gravel or Rock		11.8%	55
Hand Garden Tools		13.9%	65
Landscaping		9.0%	42
Indoor Garden Supplies		4.7%	22
Insects (Bees or Other Beneficial Species)		3.9%	18
Decorative Rock		8.2%	38
Lawn Seed, Turf or Sod		10.9%	51
Outdoor Fireplace or Fire Pit		3.0%	14
Outdoor Furniture		7.7%	36
Outdoor Grill		7.7%	36
Patio Cover, Awning or Canopy		3.4%	16
Patio Furniture		6.4%	30
Propane		19.1%	89
Lawn Mower (Push)		3.9%	18
Shrubbery or Trees		7.7%	36
Stone (Cast, Crushed or Natural)		5.2%	24























Value		Percent	Responses
Storage Shed		6.0%	28
Leaf Blower		3.6%	17
Insect or Fungus Control Products		11.6%	54
Outdoor Garden Flags		3.9%	18
None of the above / Does not apply		32.6%	152
Chainsaw		2.6%	12
Gate		1.9%	9
Gazebo		2.4%	11
Patio Heater		1.3%	6
Outdoor Infrared Heater or Fireplace		0.6%	3
Outdoor Smoker		1.5%	7
Outdoor Kitchen Equipment		1.3%	6
Outdoor Entertainment Center		0.6%	3
Pole Shed		0.4%	2
Portable Outdoor Heater		0.6%	3
Power Garden Tools		2.1%	10
Lawn Mower (Riding)		2.6%	12
Rototiller		1.5%	7
Screen Porch		2.1%	10
Snow Blower		2.8%	13
Greenhouse		1.7%	8

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















Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		6.0%	28
Animal Healthcare Products		6.4%	30
Fertilizers, Herbicides or Pesticides		4.5%	21
Planting and Seeding Equipment		3.4%	16
Plants, Plantings or Agricultural Seed		9.9%	46
Propane, Oils or Fuels		8.6%	40
Rocks, Gravel or Sand		4.1%	19
None of the above / Does not apply		70.4%	328
ATV Products and Attachments		1.5%	7
Barn or Pole Building		0.4%	2
Blowers		1.9%	9
Steel Farm Building		0.4%	2
Carts or Utility Carriers		1.3%	6
Cement Mixers or Rollers		0.9%	4
Chippers or Shredders		0.9%	4
Diggers, Drillers or Drivers		0.6%	3
Drainage or Irrigation Equipment		1.1%	5
Farm Equipment Rental		0.4%	2
Farm Machinery or Tractor Attachments & Implements		0.2%	1
Farm Work Clothes		1.1%	5
Ground-Working Equipment		1.5%	7

Value		Percent	Responses
Mowers, Cutters or Clippers		2.6%	12
Pallet Forks, Forklifts or Skid Steers		0.4%	2
Pivot		0.2%	1
Rakes or Hay Handling Equipment		1.1%	5
Scoops or Shovels		1.3%	6
Sprayers or Spreaders		1.3%	6
Straw or Bedding Materials		1.7%	8
Sweepers or Industrial Vacuums		0.6%	3
Tree Cutters or Tree Maintenance Equipment		2.6%	12

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

Value		Percent	Responses
Any Pet-Related Products or Services		14.2%	66
Bird Seed		15.5%	72
Cat Food		25.8%	120
Dog Food		31.8%	148
Fish Food		5.8%	27
Specialized Pet Food		4.9%	23
Other Pet Food		7.1%	33
Pet Accessories		14.8%	69
Pet Clothing		6.7%	31
Pet Toys		22.7%	106
Aquarium or Tank		3.2%	15
Fish Supplies		4.1%	19
Annual Pet Vaccinations		31.1%	145
Annual Pet Checkups		30.7%	143
Preventative Care		5.6%	26
Adopt or Rescue a Pet		8.4%	39
Purchase Pet Medication		9.4%	44
Purchase Dog Bed		6.0%	28
Board a Pet Overnight		4.1%	19
Pet Dental Care		6.2%	29
Animal Training Classes		3.0%	14
None of the above / Does not apply		40.3%	188



Value		Percent	Responses
Pet Enclosure		1.3%	6
Bird House		2.1%	10
Disease Diagnosis		1.1%	5
Pet Travel Cage		1.7%	8
Pet Travel Accessories		2.6%	12
Cremation or Burial Services		1.1%	5
Purchase a Pet		1.1%	5
Holistic or Alternative Pet Care		1.3%	6
Pet Tracking Device		2.1%	10
Bird Health Care		0.9%	4
Hemp Based Pet Supplements		1.1%	5
THC Based Pet Supplements		0.4%	2
Holistic or Alternative Pet Supplements		1.3%	6
Anti Anxiety or Stress Pet Medication for Holidays		1.9%	9

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

Value		Percent	Responses
Add or Replace Deck		5.6%	26
Add a Fence or Wall Structure		6.7%	31
Remodel Kitchen		5.8%	27
Cabinet Refacing or Resurfacing		3.9%	18
Remodel Bathroom		8.2%	38
Build a Storage Shed		3.4%	16
General Remodeling		7.1%	33
Resurface or Build New Driveway		4.1%	19
Sealcoating		4.5%	21
Replace Carpet		6.0%	28
Asphalt Repair		3.2%	15
Asphalt Resurfacing		3.4%	16
Replace Flooring		8.8%	41
Replace Windows		4.7%	22
None of the above / Does not apply		63.3%	295
Add a Room		1.5%	7
Add a Home Office		1.1%	5
Refinish Bathtub		1.5%	7
Install a Glass Shower		1.1%	5
Remodel or Finish Basement Living Area		2.4%	11
Replace Garage Door		1.7%	8
Build a Garage		0.6%	3






















Value		Percent	Responses
Build Out-Building		0.6%	3
Have Furniture Restored		2.8%	13
Add a Swimming Pool		1.3%	6
Switch from Gas to Electric		0.9%	4
Switch from Electric to Gas		0.4%	2
Install a Stair Lift		0.4%	2
Install "Aging In Place" Products		0.6%	3
Install a Solar Energy System		1.1%	5
Install Security or Monitoring System		2.1%	10
Stone or Marble Work (Bathroom or Kitchen)		0.6%	3
Residential Paving		1.7%	8
Build a "Tiny House"		1.3%	6
Install Handicap Accessible Addition		0.4%	2














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

Value		Percent	Responses
Ceramic Tile		6.7%	31
Decking		6.2%	29
Doors (Exterior)		7.5%	35
Doors (Interior)		5.6%	26
Electrical Supplies		5.6%	26
Fencing		5.4%	25
Generator		3.9%	18
Hand Tools		6.2%	29
Hardwood Products		3.9%	18
Home Security Doorbell Camera		4.1%	19
Insulation		4.5%	21
Kitchen Cabinets		5.2%	24
Lighting and Fixtures		9.2%	43
Lumber		6.4%	30
Molding		4.9%	23
Paint (Exterior)		8.8%	41
Paint (Interior)		25.5%	119
Plywood		3.2%	15
Plumbing Supplies		5.8%	27
Power Tools		4.3%	20
Screen Door		5.2%	24






















Value		Percent	Responses
None of the above / Does not apply		50.0%	233
Circular Saw		1.7%	8
Furnace		2.8%	13
Lock Sets		2.6%	12
Mill Work		0.9%	4
Rain Gutters		2.1%	10
Roofing (Composition)		1.5%	7
Roofing (Other)		2.1%	10
Security Door		0.6%	3
Security Locks		0.6%	3
Security Window Film		0.4%	2
Siding		1.7%	8
Solar Screen		0.4%	2
Waterproofing		0.6%	3
Water Softener System or Supplies		1.1%	5
Wet or Dry Vacuum		1.5%	7
Wood Stove or Fireplace		1.9%	9
Window Guards		0.6%	3
Windows (Double-Hung)		2.4%	11
Windows (Casement)		1.3%	6
Windows (Picture)		0.6%	3
Windows (Slider)		1.9%	9
Windows (Bay or Bow)		1.1%	5

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		3.6%	17
Air Duct Cleaning		8.2%	38
Appliance Repair		7.1%	33
Carpenter or Woodworking		3.2%	15
Carpet Cleaning		9.7%	45
Chimney Cleaning		4.9%	23
Concrete Repair		3.4%	16
Electrical Repair		6.0%	28
Flooring - Ceramic Tile (Installation or Repair)		3.6%	17
Flooring - Laminate (Installation or Repair)		3.9%	18
Flooring - Wood (Installation or Repair)		3.4%	16
Flooring - Other (Installation or Repair)		3.6%	17
Furnace Cleaning		10.5%	49
Furnace Repair		3.0%	14
Gardening Services		4.5%	21
Gutter Installation or Repair		3.4%	16
Handyman Services		14.6%	68
Heating Repair		3.2%	15
Home Repair		5.4%	25
Home Remodel		3.6%	17
None of the above / Does not apply		49.6%	231

Value		Percent	Responses
Alternative Energy Systems Installation		0.9%	4
Alternative Energy Systems (Service or Repair)		0.9%	4
Blinds Cleaning		1.5%	7
Drywall Installation or Repair		2.8%	13
Electrical Panel Replacement		1.3%	6
Excavation & Wrecking		0.6%	3
Fire & Water Damage Restoration		0.6%	3
Flooring - Linoleum (Installation or Repair)		0.9%	4
Foundation Repair		2.8%	13
Furniture Reupholster		1.3%	6
Home Computer Repair		1.9%	9
Home Electronics Repair		1.1%	5
Home Heating Oil or Fuel Service		2.6%	12

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
Home Security Service		3.2%	15
House Cleaning Service		7.5%	35
Junk or Yard Waste Removal		6.4%	30
Recycle		5.8%	27
Landscaping Service		7.9%	37
Movers		3.4%	16
Painting		15.2%	71
Pest Control		5.6%	26
Plumbing Repair		5.4%	25
Pressure Washing		5.2%	24
Preventative Home Maintenance		3.2%	15
Roof Repair		3.0%	14
Septic Tank Cleaning or Repair		3.2%	15
Snow Removal		8.8%	41
Trash Removal		8.4%	39
Window Installation		3.2%	15
Computer Repair		3.6%	17
Mobile or Cell Phone Repair		3.6%	17
None of the above / Does not apply		49.6%	231
Insulation Installation or Maintenance		1.9%	9
Interior Design		1.1%	5










Value		Percent	Responses
Sell Scrap Metal		2.4%	11
Mold Inspection or Removal		1.5%	7
Party Equipment Rental		0.6%	3
Pool Cleaning Service		2.1%	10
Security System		1.9%	9
Siding Replacement		2.1%	10
Solar Heating or Power System Installation or Repair		0.9%	4
Stucco or Exterior Coating		0.6%	3
Tool Rental		1.1%	5
Tornado or Storm Shelter Building or Repair		0.4%	2
Water Well Drilling		0.4%	2
Waterproofing		0.9%	4
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.6%	3






















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)		7.9%	37
Window Blinds (Venetian or Mini)		6.4%	30
Batteries (Home or Office)		32.4%	151
Candles		20.0%	93
Firewood		4.9%	23
Carpeting		7.1%	33
Flooring Tile		4.7%	22
Hardwood Flooring		3.2%	15
Rugs		11.2%	52
Clocks		6.4%	30
Curtains or Drapes		14.2%	66
Fire Extinguisher		5.2%	24
Fine Art (Paintings, Pottery, Etc.)		3.0%	14
Furniture (Bedroom)		8.2%	38
Furniture (Dining Room)		3.2%	15
Furniture (Living Room)		9.9%	46
Christmas Tree		12.0%	56
Holiday Decorations		8.6%	40
Laminate Flooring		3.4%	16
Storage Boxes or Tubs		8.6%	40
Floral Arrangements		3.6%	17

Value		Percent	Responses
Picture Frames		7.9%	37
Linens (Bathroom)		9.9%	46
Reclining Chair		5.4%	25
Indoor Flowers		6.4%	30
Linens (Dining Room or Kitchen)		5.2%	24
None of the above / Does not apply		35.2%	164
Awning		2.1%	10
Emergency Preparedness Kit or Supplies		2.4%	11
Oriental Carpeting		1.1%	5
Rugs (Persian)		1.3%	6
Closet System		2.4%	11
Cutlery, Flatware or Silverware		2.6%	12
Ductless Heat Pumps		0.9%	4
Custom Built Furniture		0.9%	4
Reconditioned Furniture		1.5%	7
Furniture (Children's)		2.8%	13
Crib		1.7%	8
Furniture (Home Office)		1.7%	8
Furnace		1.9%	9
Futon		1.1%	5
Glass Table		0.2%	1
Glass Railing		0.2%	1
Safe		1.7%	8

Value		Percent	Responses
Mirror		2.8%	13
Hot Tub or Spa (Used)		0.4%	2
Sewing Machine		1.7%	8
Wallpaper		1.9%	9
Signs or Banners		1.3%	6
Hot Tub or Spa (New)		2.1%	10
Tankless Water Heater		0.6%	3

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

Value		Percent	Responses
Home Decor or Decorating		10.7%	50
Adjustable Mattress		4.5%	21
Pillow Top Mattress		3.9%	18
Foam Mattress		4.5%	21
Linens (Bedroom)		15.7%	73
Memory Foam Mattress		3.9%	18
Queen Size Bed		6.7%	31
King Size Bed		6.0%	28
Smoke Alarm or Detector		4.7%	22
Window Coverings		5.6%	26
Patriotic Flags		6.2%	29
None of the above / Does not apply		56.0%	261
Gas Burning Freestanding Stoves		0.6%	3
Water Purification System (Drinking)		1.9%	9
Solar Water Heater		0.6%	3
Latex Mattress		0.2%	1
Innerspring Mattress		2.8%	13
Gel Mattress		2.4%	11
Twin Size Bed		2.1%	10
Swimming Pool (Above Ground)		0.9%	4
Water Heater		2.6%	12

Value		Percent	Responses
Swimming Pool (In-Ground)		0.6%	3
Remote Home Monitoring Video Camera		1.1%	5
Shutters		0.4%	2
Reclaimed Wood Furniture		1.5%	7
Sports Team Flags		2.1%	10

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























Value		Percent	Responses
Paintings		10.3%	48
Fine Art		4.5%	21
Photographs		10.3%	48
Pottery		4.5%	21
Blown Glass		3.2%	15
Stone Carvings		2.1%	10
Sculpture		2.1%	10
Artistic Wall Decor		6.7%	31
Wood Carvings		3.0%	14
Poster Art		5.2%	24
Religious Art		2.8%	13
Stained Glass		4.1%	19
Ceramics		3.6%	17
Metal Work Art		1.9%	9
Music Memorabilia		2.6%	12
Movie Memorabilia		3.0%	14
None of the above / Does not apply		73.0%	340












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		9.2%	43
Portable Dishwasher		1.3%	6
Dishwasher		6.9%	32
Freezer		3.6%	17
Range		6.2%	29
Range Hood		3.6%	17
Wall Oven		1.7%	8
Washer		5.8%	27
Dryer		6.0%	28
Blender		6.9%	32
Tea Kettle		3.4%	16
Microwave		7.9%	37
Window Air Conditioner		6.4%	30
Coffee or Espresso Machine		10.7%	50
Vacuum Cleaner		11.4%	53
None of the above / Does not apply		59.4%	277



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

Value		Percent	Responses
Aftermarket Products		3.2%	15
Battery		8.4%	39
Child Car Seat		3.2%	15
Floor Mats		7.7%	36
Lights		3.2%	15
Seat Covers		4.9%	23
Tires		12.9%	60
Wiper Blades		24.7%	115
None of the above / Does not apply		57.1%	266
Canopy		0.4%	2
Grill Guard		0.9%	4
Ground Effects		0.2%	1
Mirror(s)		1.1%	5
Motorcycle Accessories		1.3%	6
Motorcycle Parts		1.1%	5
Performance Parts		0.4%	2
RV Accessories or Supplies		1.5%	7
Roof Rack (For Bike, Kayak, Etc.)		1.1%	5
Roof Rack (Luggage or Equipment Container)		0.6%	3
Running Boards		0.2%	1
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		0.4%	2























Value		Percent	Responses
Tool Box		1.1%	5
Trailer Hitch		0.9%	4
Visor		0.4%	2
Wheels or Rims		1.9%	9
Winch		0.4%	2
Window Tinting Equipment (Auto)		0.2%	1
Cargo Trailer (Vehicle Hauler)		0.2%	1
Cargo Trailer (Flat)		0.2%	1
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Boat)		0.4%	2
Cargo Trailer (Box)		0.2%	1















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

Value		Percent	Responses
Dealership		27.5%	128
National chain service center (e.g. Jiffy Lube)		9.2%	43
Private service center		38.6%	180
Friend/Family		12.7%	59
Other		12.0%	56





**Total: 466**

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



















Value		Percent	Responses
30,000 Mile Service		8.4%	39
60,000 Mile Service		5.6%	26
100,000 Mile Service		4.7%	22
Auto Detailing		4.9%	23
Auto Repair (General)		7.7%	36
Alignment		3.4%	16
Body Work		3.6%	17
Brake Replacement, Adjustment		5.8%	27
Car Wash		33.3%	155
Gas or Service Station Services		12.4%	58
Oil Change or Lube		36.3%	169
Preventative Maintenance		12.7%	59
Safety Inspection		12.9%	60
Tire Mounting or Installation		4.1%	19
Tune-Up		10.1%	47
None of the above / Does not apply		33.0%	154
Auto Warranty Work (Work Covered by Warranty)		1.9%	9
Car Rental		1.3%	6
DEQ Inspection		0.9%	4
Electrical Repair		0.6%	3
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	1
Motor Repair or Replacement		0.9%	4

Value		Percent	Responses
Motorcycle Repair		0.4%	2
Muffler		2.1%	10
Painting		0.9%	4
RV Maintenance or Service		0.2%	1
Shocks		1.9%	9
Smog Check		0.4%	2
Stereo Installation		0.6%	3
Transmission or Clutch Repair		0.9%	4
Upholstery Repair		0.4%	2
Vehicle Air Conditioning Repair		0.4%	2
Vehicle Storage		0.2%	1
Vehicle Towing		0.9%	4
Windshield or Glass Repair		1.9%	9
Windshield or Window Tinting		0.4%	2

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

Value		Percent	Responses
AutoTrader.com		9.2%	43
CarFax		13.9%	65
CarGurus.com		8.6%	40
CarMax.com		6.0%	28
Cars.com		7.1%	33
Craigslist Auto		7.3%	34
KBB.com		6.2%	29
Facebook Dealer Page		3.6%	17
Edmunds.com		7.1%	33
Local Dealer Site		35.8%	167
UsedCars.com		4.1%	19
Other Local Website		6.0%	28
None of the above / Does not apply		44.2%	206
Yahoo! Autos		0.4%	2
Automotive.com		1.1%	5
CarsDirect.com		1.5%	7
eBay Motors		1.9%	9
MotorTrend.com		1.3%	6
Local TV Site		2.6%	12
Local Radio Site		0.9%	4
The Car Connection		0.2%	1

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






















Value		Percent	Responses
Bath and Body Products		50.0%	233
Beauty Products		41.8%	195
Cosmetics		41.6%	194
Babysitting		2.6%	12
Facial		16.5%	77
Hair Care Products		56.0%	261
Hair Coloring		38.2%	178
Hair Cut		61.8%	288
Hair Removal		7.9%	37
Hair Extensions, Wigs or Weaves		2.8%	13
Manicure		27.7%	129
Massage Therapy		15.2%	71
Pedicure		32.2%	150
Tanning Products		1.5%	7
Tanning Bed or Spray Tan		1.5%	7
Tattoo or Piercing		5.6%	26
Spa Bed (Red Light Therapy or Hydration station)		0.9%	4
None of the above / Does not apply		15.2%	71

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)		39.1%	182
Books (Used)		25.1%	117
Books (Children's)		23.2%	108
Board Games		26.2%	122
Lottery Ticket		48.1%	224
Collectibles		8.4%	39
Vinyl Records		4.3%	20
Comics		3.6%	17
Fire Works		2.8%	13
Graphic Novels		3.6%	17
Computer Games		11.4%	53
DVD Movies (Buy)		17.6%	82
DVD Movies (Rent)		11.6%	54
DVD Movies (Children's)		6.0%	28
Magazines		30.5%	142
TV or Movie Themed Toys		8.4%	39
Toys		22.1%	103
Video Console Games		7.7%	36
None of the above / Does not apply		19.3%	90

























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



Value		Percent	Responses
Rent a Tuxedo		3.0%	14
Rent a Hall or Event Space for Wedding or Special Event		3.4%	16
Hire a Musician or Band for Wedding or Special Event		3.9%	18
Hire a Caterer for Wedding or Special Event		3.6%	17
Use a Florist for a Wedding or Special Event		3.4%	16
Purchase Wedding or Special Occasion Gifts		6.9%	32
Hire a Photographer for Wedding or Special Event		3.6%	17
Host or Attend a Retirement Party		4.3%	20
Host or Attend a Graduation Party		10.1%	47
Purchase Cake, Tart or Pastries for Special Occasion		10.3%	48
None of the above / Does not apply		72.3%	337
Purchase a Wedding Dress		1.7%	8
Purchase a Bridesmaid Dress		1.7%	8
Rent a Bridesmaid Dress		0.6%	3
Purchase a Tuxedo		2.4%	11
Rent a Chauffeured Vehicle		2.1%	10
Purchase a Wedding Cake		2.4%	11
Use a Wedding Planner		1.5%	7
Use a Party Planner		1.3%	6
Go on a Honeymoon		2.1%	10
Hire a Videographer for Wedding or Special Event		2.4%	11

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























Value		Percent	Responses
Gems, Rocks & Minerals		5.8%	27
Ceramics and Pottery		5.2%	24
Collectables		10.3%	48
Comic Books and Related Collectables		3.6%	17
Do-It-Yourself (DIY)		24.7%	115
Games or Puzzles		20.8%	97
Beer Brewing Supplies		1.5%	7
Wine Making Supplies		1.7%	8
Jewelry Making Supplies or Beads		8.6%	40
Knitting		11.2%	52
Making Arts and Crafts		16.1%	75
Paper Crafts		5.8%	27
Quilting		4.3%	20
Scrapbooking		5.4%	25
Toy Collecting		2.8%	13
Trains, Plane & Car Model Kits		4.3%	20
None of the above / Does not apply		43.6%	203









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		49.4%	230
Train Trip		9.9%	46
Book Hotel Room		44.4%	207
Business Travel		5.2%	24
Buy Travel Tickets		17.2%	80
Buy Luggage		4.7%	22
Golf Vacation		3.0%	14
Hotel or Resort Stay		26.6%	124
International Travel		13.7%	64
Take a Cruise		15.5%	72
Travel Packages		9.7%	45
Use a Travel Agent or Agency		9.9%	46
Vacation Inside Home State		12.7%	59
Vacation Outside Home State		25.1%	117
Rent a Car		18.7%	87
Book Local Lodging for Guests		4.3%	20
Stay at a Casino		12.9%	60
Gamble at a Casino		18.7%	87
Play Bingo		9.0%	42
Does not apply		24.9%	116
Charter a Boat		2.1%	10
Chartered Fishing Trip		1.9%	9











Value		Percent	Responses
Ski Resort Stay		1.9%	9
Rent RV		0.9%	4
Stay at an RV Park		2.6%	12

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)		7.3%	34
Attend College or University (Part Time)		4.7%	22
Attend Graduate School		4.1%	19
Attend Classes at Community College		4.5%	21
Online Continuing Education Courses		5.2%	24
Language Lessons (Adult)		3.4%	16
Arts or Crafts Lessons (Adult)		7.1%	33
Music Lessons (Adult)		3.0%	14
Cooking Lessons (Adult)		4.7%	22
Attend a Free Lecture or Seminar		11.6%	54
Attend Paid Lecture, Seminar or Special Class		5.2%	24
Dance Lessons		4.5%	21
Yoga, Pilates, or Zumba		9.2%	43
Attend a Local Workshop		7.3%	34
None of the above / Does not apply		59.2%	276
Business School		0.4%	2
Learning Center		1.3%	6
Culinary School		1.1%	5
Trade School		1.9%	9
Professional Certification or Accreditation Courses		2.8%	13
Sports Lessons (Adult)		1.1%	5
Real Estate Classes		1.1%	5

Value		Percent	Responses
Child Education or Tutoring		1.9%	9
Music lessons (Child)		2.1%	10
Sports lessons (Child)		1.9%	9
Personal Physical Training		2.8%	13
Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		1.9%	9
Change School		0.4%	2
Attend a Religion Based School		0.6%	3

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		13.1%	61
Oil paints		6.9%	32
Acrylic Paints		14.6%	68
Markers		15.5%	72
Specialty Paper		7.9%	37
Fabric Craft Supplies		8.8%	41
Beads		8.4%	39
Art Pencils and Pens		15.5%	72
Scrapbooking Supplies		6.0%	28
None of the above / Does not apply		65.9%	307

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%	5
Clarinet		1.5%	7
Drums		1.3%	6
Flute		0.6%	3
Acoustic Guitar		3.6%	17
Electric Guitar		2.6%	12
Electric Keyboard		1.3%	6
Piano		3.6%	17
Piano (High End)		0.4%	2
Trumpet		0.4%	2
Violin		1.5%	7
None of the above / Does not apply		89.1%	415












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		20.8%	97
French		8.2%	38
Asian		27.3%	127
German		10.9%	51
American (New)		33.5%	156
Italian		63.9%	298
Cajun or Creole		8.4%	39
Indian		11.4%	53
Chinese		60.5%	282
American (Traditional)		63.1%	294
Thai		15.9%	74
Middle Eastern		9.2%	43
Japanese		17.6%	82
Mexican		41.8%	195
Vietnamese		7.5%	35
Southern		12.9%	60
Tex-Mex		16.1%	75
Spanish		17.0%	79
Mediterranean		18.9%	88
None of the above / Does not apply		9.4%	44

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















Value		Percent	Responses
Hot Dogs		21.0%	98
Fish & Chips		23.8%	111
Golf Course Restaurant, Bar or Snack Bar		5.2%	24
Barbeque		26.2%	122
Deli		31.3%	146
Breakfast or Brunch		48.9%	228
Appetizers		54.1%	252
Dessert		31.8%	148
Chicken Wings		35.2%	164
Hamburgers		53.4%	249
Chicken		46.8%	218
Frozen Yogurt		11.6%	54
Live or Raw food		6.9%	32
Tapas or Small Plates		9.9%	46
Theme Restaurants		7.7%	36
Soup		36.3%	169
Salad		46.1%	215
Pizza (Dine In)		32.6%	152
Pizza (Delivery)		34.5%	161
Steak		35.4%	165
Juice or Smoothies		12.7%	59
Sandwiches		43.3%	202

Value		Percent	Responses
Pizza (Carry Out)		49.4%	230
Pizza (Take & Bake)		8.8%	41
Seafood		39.5%	184
Vegan		3.9%	18
Steakhouse		28.8%	134
Sushi		16.7%	78
Vegetarian		7.7%	36
Pho		5.2%	24
None of the above / Does not apply		9.2%	43

















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		15.7%	73
Locally Grown Produce		23.8%	111
Healthful Children's Dining		8.2%	38
Environmental Sustainability		14.2%	66
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		3.9%	18
Hyper-Local Sourcing		3.0%	14
Gluten Free Cuisine		7.9%	37
Sustainable Seafood		9.0%	42
Raw or Live Food Options		3.9%	18
Specialty Appetizers		13.3%	62
Specialty Salads		16.5%	77
Specialty Soups		11.6%	54
Specialty Desserts		12.9%	60
None of the above / Does not apply		51.9%	242













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%	109
Non-Smoking Environment		39.5%	184
Child Friendly		19.7%	92
Serve Alcohol		23.6%	110
Pool Tables		2.6%	12
Locally Brewed Beer		8.2%	38
Live Music		14.2%	66
Bar		19.1%	89
Large Craft Beer Selection		8.6%	40
Large Wine Selection		8.6%	40
Hand Crafted Cocktails		5.8%	27
Farm to Table Dining		15.7%	73
Senior Discounts		30.3%	141
None of the above / Does not apply		25.3%	118










112. When out at a restaurant, bar, pub or club, which of the following drinks do you and the members of your party typically order? (Check all that apply.)

Value		Percent	Responses
Craft Beer		21.9%	102
Foreign Beer		11.2%	52
Red Wine		30.0%	140
White Wine		27.3%	127
Dessert Wine		4.7%	22
Mixed Drinks		27.7%	129
Hand Crafted Cocktails		10.7%	50
Beer Cocktails		9.2%	43
"Top Shelf" Spirits		15.2%	71
Champagne		3.0%	14
Champagne Cocktails		2.8%	13
Energy Drink based Mixed Drinks		2.1%	10
Premium Tequila		4.3%	20
Alcoholic Cider		5.4%	25
Locally Distilled Spirits		4.7%	22
None of the above / Does not apply		36.7%	171

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		0.2%	1
Purchase Commercial or Business Property		0.9%	4
Purchase Condominium or Townhouse		2.4%	11
Purchase Manufactured or Modular Home		0.9%	4
Purchase Investment Property		2.8%	13
Purchase Personal Residence		4.9%	23
Purchase Custom Built Home		0.4%	2
Purchase Residential Real Estate at an Auction		0.9%	4
Purchase Land or Agricultural Property		1.1%	5
Purchase Vacation Property		1.7%	8
Purchase Other		1.1%	5
None of the above / Does not apply		88.6%	413

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










Value		Percent	Responses
Sell Personal Residence		5.2%	24
Sell Vacation Property		1.3%	6
Sell Condominium or Townhouse		0.4%	2
Sell Investment Property		1.5%	7
Sell Land or Agricultural Property		1.1%	5
Sell Manufactured or Modular Home		0.2%	1
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		1.1%	5
None of the above / Does not apply		91.0%	424









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		26.1%	6
New home, but outside of development		30.4%	7
New home that I will have contractor build		13.0%	3
Existing home less than 10 years old		65.2%	15
Existing home more than 10 years old		52.2%	12
Other		13.0%	3











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

Value		Percent	Responses
Rent New Apartment		6.7%	31
Rent House (Residence)		5.2%	24
Rent Manufactured or Modular Home		0.9%	4
Rent or Lease Commercial Property		0.4%	2
Rent Agricultural Land		0.6%	3
Rent Subsidized Housing		1.3%	6
Rent Condo/Townhouse		2.8%	13
Rent Section 8 Housing		1.5%	7
None of the above / Does not apply		87.6%	408

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		4.7%	22
Use a Realtor to Buy Real Estate		5.2%	24
Use a Realtor to Buy and Sell Real Estate		3.9%	18
Plan to Sell Property Myself		2.4%	11
Use a Real Estate Broker		3.0%	14
None of the above / Does not apply		85.4%	398

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

Value		Percent	Responses
New Home Loan		3.2%	15
Home Remodel or Renovation Loan		1.5%	7
Business Construction Loan		0.2%	1
Home Construction Loan		0.4%	2
Equity Loan		1.5%	7
Land Loan		0.6%	3
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		0.6%	3
Refinance Home		1.3%	6
None of the above / Does not apply		92.3%	430



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		7.3%	34
Facebook		6.2%	29
Google		9.7%	45
Auction.com		2.4%	11
Homes & Land		4.1%	19
Homes.com		6.0%	28
HomeFinder		9.4%	44
MLS.com		12.2%	57
National Real Estate Co. Site		2.8%	13
Local MLS Site		17.8%	83
RealEstate.com		6.7%	31
Realtor.com		24.9%	116
Realty.com		6.9%	32
Redfin		2.4%	11
Trulia		16.7%	78
Zillow		39.5%	184
ZipRealty.com		1.7%	8
None of the above / Does not apply		43.8%	204

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		13.7%	64
Apartmentguide.com		4.1%	19
Craigslist		12.9%	60
Forrent.com		1.1%	5
HomeFinder.com		10.7%	50
Hotpads.com		2.6%	12
Rent.com		7.1%	33
Sublet.com		0.9%	4
Trulia		14.2%	66
Zillow		33.0%	154
None of the above / Does not apply		53.0%	247

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		68.2%	318
No, don't know who to call		31.8%	148

**Total: 466**
























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		67.8%	316
No, don't know who to call		32.2%	150
















**Total: 466**



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		13.3%	62
Craft Beer		15.7%	73
Champagne		9.2%	43
Premium Hard Alcohol or Spirits		9.4%	44
White Wine		32.0%	149
Red Wine		36.1%	168
Cigars		6.0%	28
Major Brand Cigarettes		4.5%	21
Recreational Marijuana		3.0%	14
Discount Cigarettes		7.5%	35
Discount Hard Alcohol or Spirits		7.7%	36
Domestic Beer		24.2%	113
Alcoholic Cider		6.9%	32
None of the above / Does not apply		32.8%	153
Marijuana Accessories		1.9%	9
Vaping Kit		0.9%	4
Vaping Accessories		2.1%	10
Roll Your Own Cigarette Supplies		0.6%	3
Smokeless Tobacco		1.5%	7
E-Liquids / Vape Juice		1.9%	9
Pipe Tobacco		0.9%	4
Electronic Cigarette Supplies		1.5%	7
Hookah		0.4%	2








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		47.4%	9
Cannabis Edibles		47.4%	9
Cannabis Tinctures		21.1%	4
Cannabis Vaporizers		15.8%	3
Cannabis Cleaning Tools or Supplies		21.1%	4
Cannabis Concentrates		26.3%	5
Cannabis Pre-Rolls		21.1%	4
Organic Cannabis Products		5.3%	1
Cannabis Oil		36.8%	7
Cannabis Beauty & Skin Care Products		26.3%	5
Cannabis Beverages		21.1%	4
Cannabis Chocolates		15.8%	3
Medical Cannabis		42.1%	8
CBD Cannabis		36.8%	7
None of the above / Does not apply		5.3%	1

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

Value		Percent	Responses
Bulk or Discounted Food Items		25.1%	117
Specialty Teas		18.7%	87
Specialty Coffee		24.0%	112
Gourmet Deli Counter Items		21.5%	100
Cookies		50.4%	235
Snack Cakes		18.5%	86
Potato Chips		49.1%	229
Soft Drinks		36.5%	170
Energy Drinks		8.6%	40
Energy Bars		18.2%	85
Noodle Bowls		9.0%	42
Cupcakes		18.7%	87
Birthday Cake		26.6%	124
Beef Jerky or Meat Sticks		12.7%	59
Bottled Water		54.1%	252
Candy		37.6%	175
Fruit		67.6%	315
Nuts		47.0%	219
Chocolates		46.1%	215
Ice cream		57.5%	268
Cheese		71.5%	333
Artisan Bread		30.0%	140

Value		Percent	Responses
Artisan Meats		6.7%	31
Sports Drinks		10.1%	47
Basic Condiments		38.0%	177
Artisan Condiments		5.2%	24
Canned Sauces		29.8%	139
Cereal		65.5%	305
Milk		73.4%	342
Chicken		80.7%	376
Pork		42.9%	200
Beef		55.4%	258
Game Meats		5.6%	26
Fish		52.6%	245
Pasta		65.7%	306
Snack Mixes		11.8%	55
Vegetables		65.2%	304
Olive Oil		52.8%	246
Balsamic Vinegar		32.4%	151
Frozen Entrees		35.8%	167
Eggs		81.1%	378
Locally Raised Beef, Pork, Poultry		14.6%	68
Locally Grown Fruit and Vegetables		42.9%	200
Locally Produced Honey		19.3%	90
Organic Food		19.3%	90

Value		Percent	Responses
Pickled Vegetables		12.2%	57
Artisan Cheese		23.8%	111
Alternative "Meat" Products		10.9%	51
Sausage		44.8%	209
Donuts		31.5%	147
Pastries		27.0%	126
None of the above / Does not apply		4.1%	19

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






















Value		Percent	Responses
Convenience		64.4%	300
Better Prices		80.3%	374
Variety		39.7%	185
Quality of Selection		52.4%	244
Quality of Produce		62.4%	291
Healthy Options		33.7%	157
Speed of Check Out		30.5%	142
Size of Store		13.9%	65
Number of Checkouts		24.9%	116
Cleanliness of Store		68.9%	321
Parking		41.8%	195
Help with Bagging/Packing		12.4%	58
Loyalty Tokens/Stamps		8.2%	38
Home Delivery		7.3%	34
None of the above / Does not apply		3.9%	18

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		72.1%	336
Take items home immediately		59.2%	276
Return items more easily		27.7%	129
Enjoy the in-store experience		37.3%	174
Can ask questions to store associates		36.7%	171
To support local businesses		48.3%	225
More secure than online purchase		16.7%	78
Better prices		29.2%	136
Quality of service		24.7%	115
Better Selection		24.2%	113
Local flavor or uniqueness		16.7%	78
None of the above / Does not apply		6.7%	31















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

Value		Percent	Responses
Attend Religious or Spiritual Services		30.0%	140
Donate to a Charity		41.4%	193
Donate to a Church		31.8%	148
Donate to Political Party or Government Representative		9.9%	46
Volunteer at Church		10.1%	47
Volunteer for Nonprofit Group		12.4%	58
Have a Baby		3.0%	14
Retire		5.2%	24
Vote in Upcoming Local Elections		36.7%	171
Vote in Upcoming State or National Elections		41.8%	195
Purchase Season Tickets for Performing Arts		3.6%	17
Attend a Holiday Themed Performance		24.9%	116
Community Activity		21.7%	101
Support an Organization		13.5%	63
Make a Donation		30.5%	142
Register to Vote		6.2%	29
None of the above / Does not apply		17.4%	81
Join a New Church		1.5%	7
Donate Vehicle		1.9%	9
Get Married		2.8%	13
Look into Private Schooling for Children		1.3%	6

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		25.1%	117
Community Event		39.9%	186
Festival		41.4%	193
Live Performance		41.0%	191
Fundraising Event		25.5%	119
Seminar		7.3%	34
School Event		25.1%	117
Corporate Event		6.7%	31
Trade Show		9.2%	43
Conference		10.1%	47
Networking Event		6.4%	30
Radio Station Sponsored Event		3.6%	17
Television Station Sponsored Event		3.6%	17
Newspaper Sponsored Event		6.7%	31
None of the above / Does not apply		23.6%	110

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		6.2%	29
Use a Zip Line		5.6%	26
Go Camping		15.2%	71
Go Mountain Biking		3.2%	15
Go Touring on a Bicycle		3.6%	17
Go to a Community or City Swimming Pool		8.2%	38
Take a Guided Backpacking or Hiking Trip		3.0%	14
Attend a Horse Race		7.9%	37
Attend a Car, Truck or Motorsport Race		5.8%	27
Participate in City or Municipal Sponsored Programs		6.7%	31
Join or Change Health or Fitness Club		11.4%	53
None of the above / Does not apply		58.2%	271

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		13.7%	64
Local Business Email		6.0%	28
CitySearch		3.0%	14
Snapchat		11.6%	54
Instagram		25.3%	118
Cinema Ads		10.9%	51
Facebook Business Page		15.5%	72
Reviews on Yelp! or Google+		10.9%	51
YouTube Promo Video		8.8%	41
Pandora		16.3%	76
Online Yellow Pages		4.9%	23
Google Search		59.0%	275
eBay		35.2%	164
Spotify		8.4%	39
Pinterest		29.2%	136
Google+ Local		10.3%	48
Clicked on Google Sponsored Ad		12.7%	59
LinkedIn		16.7%	78
Angie's List		4.3%	20
Craigslist		21.5%	100
Bing		9.7%	45
Twitter		13.7%	64



Value		Percent	Responses
Amazon		76.4%	356
None of the above / Does not apply		8.2%	38
Local Business Blog		2.8%	13
Digital Billboard		0.4%	2
Local Business Text Message		1.5%	7

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

Value		Percent	Responses
Yes		71.7%	334
No		28.3%	132



**Total: 466**

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

Value		Percent	Responses
Yes		48.3%	225
No		51.7%	241

Total: 466

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

Value		Percent	Responses
Yes		28.1%	131
No		71.9%	335










**Total: 466**





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		55.8%	260
Arts and Entertainment		33.0%	154
Automotive - (General)		19.5%	91
Automotive - (New Vehicle Dealership)		14.4%	67
Automotive - (Used Vehicle Dealership)		9.9%	46
Automotive - (Auto Parts store)		9.0%	42
Automotive - (Auto Repair business)		5.6%	26
Automotive - (Auto Body shop)		3.0%	14
Tire Business		10.9%	51
Beauty and Spa Related Businesses		14.4%	67
Child Related Businesses		6.4%	30
Community and State Services		16.5%	77
Education		12.2%	57
Employment Related Businesses		8.8%	41
Event Planning and Services		7.5%	35
Family Activity Related Businesses		10.7%	50
Financial Services		6.9%	32
Fitness Businesses or Providers		4.3%	20
General Retail		36.7%	171
Grocery / Market		31.3%	146
Home and Garden Related Businesses		15.2%	71
Building Supply/Lumber Business		8.6%	40

Value		Percent	Responses
Home Service Businesses		6.7%	31
Home Service Contractors		7.5%	35
Hotel and Travel Related Businesses		18.5%	86
Local Services		19.5%	91
Medical Related Businesses - (General)		14.6%	68
Medical Related Businesses - (Chiropractor)		3.6%	17
Medical Related Businesses - (Dentist)		7.7%	36
Medical Related Businesses - (Hospital)		4.1%	19
Nightlife Related Businesses		6.0%	28
Pet / Animal		24.0%	112
Professional Services		9.9%	46
Real Estate Service Businesses		4.9%	23
Recreation Related Businesses		4.5%	21
Restaurant / Bar / Lounge		27.0%	126
Senior Related Businesses		5.2%	24
Specialty Food and Drink		11.6%	54
General Retail - Children's Clothing Store		7.7%	36
General Retail - Clothing Accessory Store		12.4%	58
General Retail - Computer Store		8.2%	38
General Retail - Furniture Store		11.2%	52
General Retail - Hardware Store		8.4%	39
General Retail - Home Entertainment Store		5.2%	24
General Retail - Jewelry Store		7.1%	33










Value		Percent	Responses
General Retail - Major Appliance Store		8.2%	38
General Retail - Men's Clothing Store		13.3%	62
General Retail - Mobile Phone Store		7.1%	33
General Retail - Shoe Store		15.7%	73
General Retail - Women's Clothing Store		22.7%	106
None of the above / Does not apply		13.9%	65
Farm Equipment and Agriculture Businesses		1.3%	6
Motorsport Businesses		1.1%	5
General Retail - Farming and Agriculture Business		1.3%	6

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






















Value		Percent	Responses
Yes		15.2%	71
No		84.8%	395












Total: 466

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		14.6%	68
Get a New Part Time Job		9.9%	46
Get a Temporary or Seasonal Job		4.9%	23
Use an Employment or Temporary Employment Agency		2.1%	10
Use a Career Counselor		1.5%	7
Get a Second (or Third) Job		4.3%	20
Get First Job after High School		0.6%	3
Get First Job after College		0.6%	3
None of the above / Does not apply		74.0%	345

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		4.1%	19
Admin & Clerical		6.4%	30
Health Care		7.1%	33
Customer Service		7.5%	35
Management		3.6%	17
Education		4.3%	20
Sales & Marketing		3.2%	15
None of the above / Does not apply		69.3%	323
Agriculture		0.2%	1
Automotive		0.4%	2
Warehouse		1.3%	6
Construction		0.6%	3
Accounting		2.6%	12
Hotel - Hospitality		1.7%	8
Manufacturing		1.3%	6
Entry Level (New Graduate)		0.9%	4
Grocery		2.4%	11
Banking & Finance		2.1%	10
Child Care		2.1%	10
Real Estate		1.3%	6
Insurance		0.6%	3








Value		Percent	Responses
Legal		2.4%	11
Media		2.6%	12
NonProfit		1.3%	6
Government		2.6%	12
Installation - Maintenance - Repair		0.2%	1
Restaurant - Food Services		2.6%	12
Executive Level		0.9%	4
Engineering		0.6%	3
Information Technology		1.9%	9
Skilled Labor - Trades		1.1%	5
Transportation		2.8%	13

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		17.6%	82
Local Agency Site		11.8%	55
Craigslist		9.9%	46
Facebook		7.7%	36
Indeed.com		20.6%	96
LinkedIn		15.7%	73
Monster.com		9.9%	46
CareerBuilder		8.2%	38
GlassDoor		5.2%	24
SimplyHired.com		3.4%	16
AOL Jobs		1.5%	7
SnagAJob.com		2.4%	11
Dice.com		0.6%	3
USAjobs.gov		4.5%	21
USAjobs.org		3.2%	15
ZipRecruiter		7.7%	36
JobDiagnosis		0.6%	3
TheLadders		1.7%	8
None of the above / Does not apply		55.6%	259









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		20.0%	93
Yellow Pages directory		2.4%	11
Direct mail flyer		18.5%	86
Deal program/offer		7.1%	33
Facebook business page offer		9.9%	46
Billboard advertising		2.1%	10
None of the above / Does not apply		62.2%	290

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

Value		Percent	Responses
Subscribe to local online deals provider (like Groupon)		25.1%	117
Purchased an online deal to a local business in the past 3 months		10.9%	51
None of the above / Does not apply		70.6%	329



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		11.6%	54
Read ads and keep them - using one or two		36.3%	169
Read ads and keep them - without using any		5.4%	25
Read ads but throw away without using any		19.7%	92
Throw ads away unread		17.0%	79
Do not receive direct mail or advertisements at home or PO Box		10.1%	47

**Total: 466**


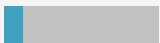


144. Did you vote in the last local / county / state election?

Value		Percent	Responses
Yes		77.0%	359
No		23.0%	107














**Total: 466**

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		86.7%	404
No		13.3%	62

**Total: 466**

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

















Value		Percent	Responses
New Vehicle Dealership		6.0%	28
Used Vehicle Dealership		3.2%	15
New and Used Vehicle Dealership		6.7%	31
Automotive Service		10.1%	47
Tire Store		6.4%	30
Auto Parts Store		11.4%	53
Recreation Vehicle (RV) Dealership		1.5%	7
RV or Camper Repair		1.1%	5
Boat Dealer		0.6%	3
Boat Service		1.7%	8
Motorcycle Dealer		0.6%	3
Motorcycle Repair Shop		0.9%	4
None of the above / Does not apply		70.0%	326

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		2.6%	12
Legal Firm or Attorney		1.9%	9
Insurance Agency		4.7%	22
Tax Advisor		2.1%	10
Telecommunications Provider		1.5%	7
Internet Service Provider		4.7%	22
None of the above / Does not apply		87.6%	408









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		1.1%	5
Hearing Aid Center		1.5%	7
Cardiologist		4.5%	21
Chiropractor		2.1%	10
Dentist		12.7%	59
Dermatologist		5.4%	25
Hospital		5.8%	27
Mental Health Provider		3.6%	17
Optometrist		3.4%	16
Pediatrician		2.4%	11
General Practitioner		8.8%	41
Rehabilitation Clinic		0.4%	2
Urgent Care Clinic		3.6%	17
Surgical Specialist		3.9%	18
Weight Loss Service		1.9%	9
None of the above / Does not apply		67.0%	312







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		3.4%	16
Electrician		3.4%	16
Handyman		5.8%	27
Heating & Air Conditioning Service		4.1%	19
Remodeling Contractor		1.3%	6
General Contractor		3.9%	18
Landscaper		3.2%	15
New Home Builder		0.2%	1
Painting Contractor		1.9%	9
Plumber or Plumbing Contractor		4.3%	20
Roofing Contractor		2.1%	10
None of the above / Does not apply		79.0%	368









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		2.4%	11
Home Inspector		1.3%	6
Mortgage Broker		1.1%	5
Property Manager		0.6%	3
Realtor		6.4%	30
None of the above / Does not apply		91.0%	424


















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

Value		Percent	Responses
Real Estate Loan Provider		1.1%	5
Automotive Loan Provider		0.6%	3
Financial Advisor		3.4%	16
Bank		14.6%	68
Credit Union		6.9%	32
None of the above / Does not apply		79.4%	370









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		11.6%	54
Ethnic Restaurant		15.5%	72
Family Style Restaurant		23.2%	108
Fast Food Restaurant		16.3%	76
Fine Dining Restaurant		20.2%	94
Pizza Restaurant		24.5%	114
Restaurant with Bar or Lounge		13.5%	63
None of the above / Does not apply		42.9%	200




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		6.0%	28
Clothing Accessory Store		8.8%	41
Major Appliance Store		6.4%	30
Computer Store		5.6%	26
Farming and Agriculture Business		0.6%	3
Furniture Store		10.9%	51
Grocery Store		23.2%	108
Hardware Store		10.1%	47
Home Entertainment Store		3.0%	14
Jewelry Store		5.6%	26
Mobile Phone Store		4.5%	21
Shoe Store		10.5%	49
Specialty Food Business		3.6%	17
Women's Clothing Store		19.1%	89
Men's Clothing Store		9.4%	44
Children's Clothing Store		7.9%	37
None of the above / Does not apply		50.6%	236

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		7.5%	35
Any Child Related Business		4.1%	19
Any Event Planning Business		1.7%	8
Any Education Business		3.4%	16
Any Fitness Business		4.5%	21
Any Pet Related Business		10.7%	50
Any Senior Related Business		3.9%	18
None of the above / Does not apply		77.3%	360






















155. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

Value		Percent	Responses
Yes		14.8%	69
No		51.3%	239
Does not apply		33.9%	158

**Total: 466**

















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






















Value		Percent	Responses
Arts and Entertainment		7.1%	5
Automotive		4.3%	3
Education		7.1%	5
Financial Services		5.7%	4
General Retail		5.7%	4
Health and Medical		5.7%	4
Hotel and Travel		4.3%	3
Other		35.7%	25
Apparel and Accessories		2.9%	2
Beauty and Spa		2.9%	2
Child Related Businesses		1.4%	1
Event Planning and Services		1.4%	1
Fitness Businesses or Providers		1.4%	1
Grocery and Specialty Food/Drink		1.4%	1
Home and Garden		1.4%	1
Home Service Businesses		2.9%	2
Local Services		1.4%	1
Nightlife		1.4%	1
Pizza Restaurant Types		1.4%	1
Recreation		1.4%	1
Restaurant / Bar / Lounge		2.9%	2

**Total: 70**

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










Value		Percent	Responses
Business Cards, Letterhead, etc.		34.3%	24
Computer Hardware		22.9%	16
Office Copier		8.6%	6
Business Logo Apparel		22.9%	16
Networking Hardware or Software		14.3%	10
Office Furniture, Fixtures or Interiors		14.3%	10
Office Cleaning Supplies		24.3%	17
Office Supplies		47.1%	33
Office Printer		18.6%	13
Promotional Items		27.1%	19
Security System		4.3%	3
Telephone Systems		5.7%	4
Uniforms or Work Clothing		11.4%	8
None of the above / Does not apply		31.4%	22

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		4.3%	3
Business Advertising		8.6%	6
Business Computer Consulting		4.3%	3
Business Internet Services		8.6%	6
Business Internet Service Provider		7.1%	5
Business Legal Services or Attorney		5.7%	4
Business Marketing Services		4.3%	3
Business Payroll Services		4.3%	3
Business Printing Services		5.7%	4
Business Recruitment		4.3%	3
Business Security Services		4.3%	3
Business Sign Company Services		4.3%	3
None of the above / Does not apply		68.6%	48
Business Financial Consulting		2.9%	2
Business Bottled Water Delivery		1.4%	1
Business Advisory Services		2.9%	2
Business Cellular Phone Service		1.4%	1
Business Construction Contractor		2.9%	2
Business Employment Agency		2.9%	2
Business Meetings or Conventions		1.4%	1
Business Moving or Storage		1.4%	1

Value		Percent	Responses
Business Realty Services		1.4%	1
Business Shuttle or Limo Services		1.4%	1
Business Staffing or Temp Services		2.9%	2
Business Travel Agency		1.4%	1
Business General Broadcast Media Service		2.9%	2
Business Television Media Service		2.9%	2
Business Radio Media Service		2.9%	2








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

Value		Percent	Responses
Rent New Office		2.9%	2
Buy New Office		1.4%	1
Add New Locations		4.3%	3
Renovate Existing Facilities		10.0%	7
Construct New Facilities		5.7%	4
Buy or Rent Industrial Space		1.4%	1
Buy or Rent Warehouse space		1.4%	1
Install New Commercial Carpeting		4.3%	3
None of the above / Does not apply		84.3%	59

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		4.3%	3
Purchase Used Business Automobiles		2.9%	2
Purchase New Business Trucks		5.7%	4
Purchase Used Business Trucks		2.9%	2
Lease New Business Automobiles		1.4%	1
Lease New Business Trucks		1.4%	1
Purchase New Business Delivery Vehicles		2.9%	2
Purchase Used Business Delivery Vehicles		2.9%	2
Purchase New Heavy Duty or Commercial Business Trucks		2.9%	2
Purchase Used Heavy Duty or Commercial Business Trucks		1.4%	1
None of the above / Does not apply		88.6%	62

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		5.7%	4
Business Health Insurance		5.7%	4
Business Dental Insurance		7.1%	5
Business 401K or Retirement Program		2.9%	2
Business Property Insurance		5.7%	4
Business Commercial Insurance		2.9%	2
None of the above / Does not apply		87.1%	61

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

Value		Percent	Responses
Local Newspaper		23.2%	16
Local Newspaper Site		13.0%	9
Local Radio		7.2%	5
Local Television		4.3%	3
Local Free or Alternative publication		8.7%	6
Other Print Publications		11.6%	8
Facebook		26.1%	18
Twitter		10.1%	7
Other Social Media		15.9%	11
Search Engine Optimization (SEO, SEM)		4.3%	3
Word of Mouth or Referrals		40.6%	28
Billboards		4.3%	3
Direct Mail		17.4%	12
Yellow Pages		4.3%	3
Banner Ads		5.8%	4
Online Advertising		18.8%	13
None of the above / Does not apply		31.9%	22
Coupons or "Deal of the Day"		2.9%	2
Fliers or Door Hangers		1.4%	1
Sign "Spinners"		2.9%	2
Telemarketing		1.4%	1
Retargeting Web Ads		2.9%	2






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

Value		Percent	Responses
Have an ongoing digital marketing campaign		7.2%	5
Use social media for promoting business		18.8%	13
Website optimized for mobile (responsive)		11.6%	8
Ongoing search optimization (SEO, SEM)		1.4%	1
Banner ads		5.8%	4
Cost-per-click ads (CPC, PPC)		2.9%	2
Cost-per-mille ads (CPM)		1.4%	1
Programmatic ads		1.4%	1
Retargeting ads		2.9%	2
Video ads		4.3%	3
Google ads (Adwords)		5.8%	4
Facebook ads		15.9%	11
Sponsored content		5.8%	4
Email advertising		8.7%	6
Site analytics		4.3%	3
Use a Digital Agency		2.9%	2
Digital ads through newspaper		10.1%	7
None of the above/Does not apply		52.2%	36

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






Value		Percent	Responses
Have an ongoing digital marketing campaign		8.7%	6
Use social media for promoting business		20.3%	14
Website optimized for mobile (responsive)		13.0%	9
Ongoing search optimization (SEO, SEM)		1.4%	1
Banner ads		8.7%	6
Cost-per-click ads (CPC, PPC)		2.9%	2
Cost-per-mille ads (CPM)		1.4%	1
Programmatic ads		1.4%	1
Retargeting ads		4.3%	3
Video ads		4.3%	3
Google ads (Adwords)		7.2%	5
Facebook ads		20.3%	14
Sponsored content		5.8%	4
Email advertising		14.5%	10
Site analytics		4.3%	3
Use a Digital Agency		1.4%	1
Digital ads through newspaper		7.2%	5
None of the above/Does not apply		58.0%	40

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

Value		Percent	Responses
Yes		7.5%	5
No		80.6%	54
Don't know		11.9%	8

**Total: 67**

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

Value		Percent	Responses
0%		7.9%	37
1% - 25%		34.8%	162
26% - 50%		26.8%	125
51% - 75%		17.4%	81
76% - 100%		13.1%	61

**Total: 466**

**Avg 36%**






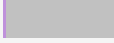
### 167. Which age brackets do you fall into?

Value	Percent	Responses
18 - 19	0.2%	1
20 - 24	0.6%	3
25 - 30	2.4%	11
31 - 34	3.0%	14
35 - 40	2.6%	12
41 - 45	4.3%	20
46 - 49	7.7%	36
50 - 54	10.8%	50
55 - 60	16.6%	77
61 - 69	32.0%	149
70 or older	19.8%	92

**Total: 465**









**Avg 59**

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

Value		Percent	Responses
Metro / Urban		24.7%	115
Small/Mid-Size Town		19.3%	90
Suburban		30.0%	140
Rural		22.5%	105
Vacation community		0.2%	1
Other		3.2%	15














Total: 466

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.4%	2
Some High School (Not Graduate)		1.1%	5
High School Graduate (12th grade)		15.2%	71
Vocational or Technical Training		3.6%	17
Some College		25.5%	119
College Graduate		31.1%	145
Some Post-Graduate Study (No Advanced Degree)		4.7%	22
Post-Graduate Degree		18.2%	85

**Total: 466**








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

Value		Percent	Responses
Under \$20,000		12.4%	56
\$20,000 - \$24,999		4.2%	19
\$25,000 - \$29,999		6.0%	27
\$30,000 - \$34,999		5.1%	23
\$35,000 - \$39,999		4.0%	18
\$40,000 - \$44,999		4.9%	22
\$45,000 - \$49,999		5.1%	23
\$50,000 - \$74,999		19.9%	90
\$75,000 - \$99,999		14.4%	65
\$100,000 - \$124,999		9.5%	43
\$125,000 - \$149,999		5.8%	26
\$150,000 - \$200,000		5.5%	25
Over \$200,000		3.3%	15

**Total: 452**  
**Avg \$74,128**



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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	3
Black or African-American		2.1%	10
Asian		1.3%	6
White or Caucasian		79.8%	372
Hispanic		2.1%	10
Other		1.5%	7
Prefer not to answer		12.4%	58

Total: 466

## 172. Are you...





Value		Percent	Responses
Male		25.1%	117
Female		67.4%	314
Gender Variant / Non-conforming		0.2%	1
Other		0.4%	2
Prefer not to answer		6.9%	32

**Total: 466**

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


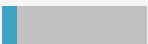



Value	Percent	Responses
Single Family Home	71.5%	333
Apartment	15.0%	70
Condominium	5.2%	24
Mobile Home	2.8%	13
Other	5.6%	26
		<b>Total: 466</b>

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

Value		Percent	Responses
Owned		74.0%	345
Rented		18.5%	86
Occupied Without Payment of Rent		2.4%	11
Other		5.2%	24



**Total: 466**

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

Value		Percent	Responses
None		78.1%	364
1		10.5%	49
2		7.5%	35
3		2.4%	11
4 or more		1.5%	7

**Total: 466**

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		50.0%	232
No		50.0%	232

**Total: 464**