

The Pulse of America 2020 Survey Report (Plains Region)

Response Counts

Completion Rate:

100%



Complete



406

Total: 406

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	406
		Total: 406

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


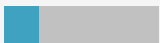
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	107 26.4%	104 25.6%	151 37.2%	44 10.8%	406
Business news Count Row %	97 23.9%	155 38.2%	130 32.0%	24 5.9%	406
Government news Count Row %	115 28.3%	139 34.2%	124 30.5%	28 6.9%	406
High school sports news Count Row %	73 18.0%	78 19.2%	161 39.7%	94 23.2%	406
Crime news Count Row %	172 42.4%	143 35.2%	77 19.0%	14 3.4%	406
Clubs and organizations news Count Row %	50 12.3%	130 32.0%	175 43.1%	51 12.6%	406
Total Total Responses					406

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 %	0 0.0%	17 4.2%	53 13.1%	183 45.1%	149 36.7%	4 1.0%	406
Local news coverage Count Row %	2 0.5%	21 5.2%	38 9.4%	179 44.1%	163 40.1%	3 0.7%	406
Reporting objectivity Count Row %	11 2.7%	31 7.6%	82 20.2%	180 44.3%	94 23.2%	8 2.0%	406
Headline objectivity Count Row %	5 1.2%	19 4.7%	90 22.2%	189 46.6%	97 23.9%	6 1.5%	406
Local school news Count Row %	2 0.5%	11 2.7%	66 16.3%	165 40.6%	139 34.2%	23 5.7%	406
County news coverage Count Row %	3 0.7%	13 3.2%	70 17.2%	188 46.3%	125 30.8%	7 1.7%	406
Local city/community news coverage Count Row %	3 0.7%	13 3.2%	42 10.3%	179 44.1%	166 40.9%	3 0.7%	406
Environmental news coverage Count Row %	6 1.5%	22 5.4%	129 31.8%	154 37.9%	65 16.0%	30 7.4%	406
Courts and cops news coverage Count Row %	7 1.7%	16 3.9%	74 18.2%	184 45.3%	114 28.1%	11 2.7%	406
Local sports coverage Count Row %	2 0.5%	4 1.0%	56 13.8%	151 37.2%	155 38.2%	38 9.4%	406




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	3	17	73	179	112	22	406
Count	0.7%	4.2%	18.0%	44.1%	27.6%	5.4%	
Row %							
People and features coverage	6	9	63	197	121	10	406
Count	1.5%	2.2%	15.5%	48.5%	29.8%	2.5%	
Row %							
Total							
Total Responses							406

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

Value		Percent	Responses
Yes		76.8%	312
No		23.2%	94


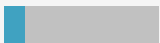
Total: 406

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		44.6%	139
No		51.9%	162
None of the above / Does not apply		3.5%	11




Total: 312

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


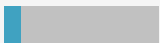
Value		Percent	Responses
Yes		86.2%	350
No		13.8%	56

Total: 406

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		50.3%	176
No		45.7%	160
None of the above / Does not apply		4.0%	14
			Total: 350

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

Value		Percent	Responses
Yes		88.7%	360
No		11.3%	46

Total: 406

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		62.2%	224
No		37.8%	136

Total: 360




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

Value		Percent	Responses
1		33.9%	122
2		52.2%	188
3		7.8%	28
4		3.3%	12
5 or more		2.8%	10
			Total: 360






Statistics

Average 1.8

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













Value		Percent	Responses
Adult male		71.9%	259
Adult female		75.8%	273
Minor under 18		4.7%	17

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

Value		Percent	Responses
Yes, always		19.2%	69
Yes, frequently		32.2%	116
Yes, sometimes		35.3%	127
Seldom		9.2%	33
Never		4.2%	15

Total: 360




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		12.2%	44
Local Daily Newspaper		77.2%	278
Local Paid Weekly Community Newspaper		27.8%	100
Local Free Weekly Print Publication (a Shopper or Newspaper)		40.8%	147
Local Alternative Publication		3.1%	11
Local City or Regional Magazine		23.6%	85
Local Specialty Publication		12.5%	45
Local Business Publication		14.2%	51
Local Ethnic Publication		1.7%	6
Local Parenting Publication		2.5%	9
Local Senior Publication		11.4%	41
None of the above / Does not apply		1.4%	5

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




	Always	Frequently	Occasionally	Never	Responses
Classified Ads					
Count	76	99	155	30	360
Row %	21.1%	27.5%	43.1%	8.3%	
Retail Store Ads					
Count	113	152	85	10	360
Row %	31.4%	42.2%	23.6%	2.8%	
Ad Inserts					
Count	94	134	109	23	360
Row %	26.1%	37.2%	30.3%	6.4%	
Real Estate Ads					
Count	33	55	182	90	360
Row %	9.2%	15.3%	50.6%	25.0%	
Automotive Ads					
Count	19	49	197	95	360
Row %	5.3%	13.6%	54.7%	26.4%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	61	133	150	16	360
Row %	16.9%	36.9%	41.7%	4.4%	
Political Ads					
Count	22	59	165	114	360
Row %	6.1%	16.4%	45.8%	31.7%	
Legal Notices					
Count	40	64	152	104	360
Row %	11.1%	17.8%	42.2%	28.9%	
Total					
Total Responses					360

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

Value		Percent	Responses
Published in the Local Newspaper		56.2%	228
Posted on a Government Website		8.6%	35
No preference		35.2%	143




Total: 406

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		19.7%	80
No		78.3%	318
Don't know		2.0%	8

Total: 406

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








Value		Percent	Responses
Excellent response (sold item or got many inquiries)		31.6%	25
Satisfactory response (received many inquiries)		45.6%	36
Poor response (received very few inquiries)		22.8%	18
			Total: 79

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

Value		Percent	Responses
Yes		57.9%	235
No		42.1%	171






















Total: 406

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

Value		Percent	Responses
Daily		17.5%	71
Couple times week		19.2%	78
Weekly		10.1%	41
Couple times month		16.0%	65
Monthly		3.4%	14
Less Monthly		18.7%	76
Have not visited / Does not apply		15.0%	61














Total: 406

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		7.4%	30
Auto Detailing Shop		4.9%	20
Auto Glass Repair Shop		8.9%	36
Oil Change Station		49.8%	202
Auto Parts Store		34.7%	141
Auto Repair Shop		26.4%	107
Auto Salvage Yard		6.4%	26
Auto Battery Store		10.8%	44
Car Wash		71.9%	292
Gas Station		83.0%	337
New Vehicle Dealership		10.1%	41
Used Vehicle Dealership		14.3%	58
Pick and Pull Lot		3.9%	16
Recreation Vehicle (RV) Dealership		3.9%	16
Tire Store		25.9%	105
None of the above / Does not apply		5.2%	21
Auto Paint Shop		2.0%	8
Auto Towing Service		1.7%	7
Auto Window Tinting		2.2%	9
Auto Stereo Installation		1.5%	6
Car Audio Store		1.2%	5

Value		Percent	Responses
Commercial Truck Dealership		1.0%	4
Commercial Truck Repair Shop		0.7%	3
RV or Camper Repair		1.7%	7
Trailer & Utility Trailer		1.7%	7
Trailer Rental Service		1.0%	4

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

Value		Percent	Responses
Boat Dealer		1.0%	4
Boating Accessory Store		1.5%	6
Boat Repair Shop		2.0%	8
Boat Rental Service		0.5%	2
All-Terrain Vehicle (ATV) Dealer		6.7%	27
Watercraft Dealer		0.2%	1
Watercraft Rental Shop		0.5%	2
Motorcycle Dealer		4.9%	20
Motorcycle Repair Shop		2.5%	10
Motorcycle Accessory Store		4.2%	17
Golf Cart Dealer		1.2%	5
Boat and RV Storage Facility		1.7%	7
None of the above / Does not apply		84.2%	342

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












Value		Percent	Responses
New Farm Equipment Dealer		2.7%	11
Used Farm Equipment Dealer		4.9%	20
Farm Truck and Tractor Repair Shop		5.9%	24
Agriculture Farm Supply Store		19.5%	79
Agricultural Service		4.9%	20
Farming Structure Building Contractor		1.2%	5
Animal Feed Store		14.0%	57
None of the above / Does not apply		72.4%	294

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













Value		Percent	Responses
Bagel Shop		16.7%	68
Bakery		49.5%	201
Specialty Cake Bakery		6.4%	26
Cupcake Shop		6.4%	26
Donut Shop		29.8%	121
Beverage Distributor		6.2%	25
Beer Shop		21.7%	88
Brewery or Brew Pub		24.6%	100
Candy Store		14.5%	59
Cheese Shop		7.1%	29
Chocolate Shop		10.8%	44
Coffee & Tea Shop		36.7%	149
Espresso or Coffee Shop		30.8%	125
Cookie Store		11.8%	48
Convenience Store		78.1%	317
Dessert Restaurant		5.4%	22
Distillery		4.4%	18
Ethnic Food Restaurant		32.3%	131
Ice Cream or Frozen Yogurt Shop		37.4%	152
Smoothie or Juice Bar		8.9%	36
Liquor Store		39.7%	161

Value		Percent	Responses
Tea Shop		3.9%	16
Winery		12.8%	52
Wine Shop		7.6%	31
None of the above / Does not apply		4.9%	20
U-Brew Beer or Wine Store		1.2%	5























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

Value		Percent	Responses
Health Food Store		12.8%	52
Grocery Store (Discount)		52.5%	213
Grocery Store (Ethnic)		4.7%	19
Farmers Market		25.1%	102
Grocery Store (Co-op)		15.8%	64
Grocery Store (Independent/Citywide)		40.1%	163
Grocery Store (Major or Regional Chain)		84.2%	342
Meat Market or Butcher Shop		18.5%	75
Grocery Store (Neighborhood/Local/Mom & Pop)		40.4%	164
Seafood Market		4.4%	18
Specialty Food Market		3.9%	16













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		35.0%	142
Day Spa		7.1%	29
Eyelash Extension Salon		1.0%	4
Hair Removal Salon		2.5%	10
Hair and Beauty Salon (Find New or Change Existing)		54.2%	220
Makeup Artist		0.5%	2
Massage Spa		18.0%	73
Nail Salon		24.6%	100
Skin Care Store		3.0%	12
Tanning Salon		4.2%	17
Tattoo Studio		7.4%	30
None of the above / Does not apply		17.5%	71













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

Value		Percent	Responses
Arcade		8.1%	33
Arts & Crafts Fair		37.4%	152
Casino		29.6%	120
Community Theatre		24.6%	100
Movie Theater		61.6%	250
Museum		28.8%	117
Live Theater		18.0%	73
Performing Arts Center		16.0%	65
Bingo Hall		5.4%	22
Social Club		6.9%	28
Stadium or Arena		26.1%	106
Rodeo		13.1%	53
Wine Tour		3.2%	13
Music Festival		15.3%	62
Wine Festival		5.4%	22
Food Festival		18.5%	75
Seasonal Festival		26.8%	109
Arts Organization		8.6%	35
Cultural Center		6.7%	27
Local Festival		29.3%	119
Historical Society		11.6%	47
None of the above / Does not apply		13.1%	53




















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		28.3%	115
Professional Sports Team		17.2%	70
Amusement Center / Park		27.3%	111
Family Play Center		10.1%	41
Family Entertainment Center		18.7%	76
Go Kart Track		6.7%	27
Horseback Riding		6.7%	27
Outdoor Park		38.9%	158
Ice Skating or Roller Rink		11.8%	48
Athletic Club		13.3%	54
Zoo		35.0%	142
None of the above / Does not apply		27.3%	111










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		1.5%	6
CrossFit Gym		3.2%	13
Dance Studio		3.0%	12
Fitness Boot Camp		1.7%	7
Exercise Classes		19.5%	79
Gym, Fitness or Athletic Club		31.5%	128
Martial Arts Studio		1.5%	6
Personal Trainer		3.4%	14
Rock Climbing Gym		1.0%	4
Swimming Lessons		5.4%	22
Yoga Studio		7.6%	31
None of the above / Does not apply		53.4%	217
















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		7.4%	30
Bait & Tackle Shop		23.2%	94
Bicycle Shop		6.7%	27
Bicycle Repair Shop		6.4%	26
Bicycle Rental Service		0.7%	3
Bowling Alley		24.4%	99
Dive Shop		1.0%	4
Fishing Supply Store		21.2%	86
Golf Course		17.5%	71
Golf Driving Range		10.3%	42
Golf Pro Shop		7.4%	30
Gun Shooting Range		18.5%	75
Gun Store		20.4%	83
Miniature Golf Course		17.0%	69
Outdoor Gear Store		15.8%	64
Ski Shop		3.2%	13
New Sporting Goods Store		16.0%	65
Used Sporting Goods Store		8.1%	33
None of the above / Does not apply		35.2%	143






















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

Value		Percent	Responses
Adult Club or Entertainment Company		4.9%	20
Bar, Lounge or Pub		41.6%	169
Comedy Club		10.3%	42
Dancing or Night Club		5.9%	24
Music or Concert Hall		24.9%	101
Billiard Hall		3.4%	14
Sports Bar		34.2%	139
Wine Bar		9.6%	39
None of the above / Does not apply		39.9%	162

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		2.2%	9
Card or Stationery Store		15.0%	61
Announcement Printing Service		4.7%	19
Catering Service		5.2%	21
Disc Jockey (DJ)		1.2%	5
Event Coordinator		1.5%	6
Hotel Meeting Room or Event Space		8.4%	34
Musician or Band		6.7%	27
Party Supply Store		17.0%	69
Photographer		10.8%	44
Event Space or Venue		6.2%	25
Videographer		1.2%	5
Wedding Venue or Banquet Hall		2.0%	8
Wedding Planner		0.7%	3
None of the above / Does not apply		59.9%	243

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















Value		Percent	Responses
Continuing Education Courses		11.1%	45
University		5.7%	23
Community College		5.9%	24
Elementary School		10.3%	42
Middle or High School		10.8%	44
Adult Education School		6.9%	28
Preschool		4.9%	20
Musical Instruments and Lessons		4.7%	19
Lecture or Seminar Series		3.2%	13
None of the above / Does not apply		61.1%	248
Art School		1.7%	7
Culinary School		1.0%	4
Beauty School		1.5%	6
Dance Studio		2.7%	11
Driving School		0.7%	3
Tutoring Center		0.5%	2
Private Elementary School		0.7%	3
Private Middle School		0.2%	1
Private High School		0.5%	2
Private K-12 School		0.5%	2
Private Tutor		0.5%	2

Value		Percent	Responses
Vocational School		2.5%	10
Real Estate School		0.7%	3
Aviation / Flight School		0.5%	2
Graduate school		2.0%	8
Parochial School		1.5%	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		29.6%	120
Credit Union		13.5%	55
Financial Advisor		8.9%	36
Stockbroker		2.5%	10
None of the above / Does not apply		63.8%	259

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

Value		Percent	Responses
Auto Broker		1.5%	6
Bankruptcy Service		1.0%	4
Business Development Service		0.2%	1
Bookkeeping Service		6.7%	27
Car Leasing Service		2.0%	8
Check Cashing Service		2.7%	11
Credit Repair Service		1.0%	4
Credit Counseling Service		1.7%	7
Debt Consolidation Company		2.2%	9
Money Transfer Service		3.0%	12
Payday Loan Company		0.5%	2
Tax Return Service		38.2%	155
Title Loan Company		2.0%	8
None of the above / Does not apply		53.2%	216






















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		17.0%	69
Dentist		36.0%	146
General Practitioner		21.4%	87
Family Practitioner		24.6%	100
Optometrist		23.6%	96
Pediatrician		3.4%	14
None of the above / Does not apply		47.3%	192

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





















Value		Percent	Responses
Dental Clinic		20.2%	82
Hospital		10.1%	41
Medical Clinic		19.5%	79
Mental Health Service		4.7%	19
None of the above / Does not apply		66.5%	270









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

Value		Percent	Responses
Acupuncturist		3.7%	15
Allergy or Asthma Specialist		10.1%	41
Cardiologist		19.5%	79
Cancer Specialist		5.2%	21
Mental Health Provider		10.1%	41
Dermatologist		21.9%	89
Denture or Implant Specialist		10.1%	41
Obstetrician & Gynecologist		11.6%	47
Oral Surgeon		4.4%	18
Orthodontist		6.2%	25
Ear, Nose & Throat Doctor		14.0%	57
Gastroenterologist		7.9%	32
Internal Medicine Doctor		17.2%	70
Massage Therapist		19.2%	78
Nutritionist or Dietician		3.7%	15
Oncologist		3.9%	16
Ophthalmologist		16.0%	65
Orthopedist		3.7%	15
Physical Therapist		9.1%	37
Psychiatrist		3.2%	13
Podiatrist		5.4%	22

Value		Percent	Responses
Urologist		7.6%	31
Surgical Specialist		5.9%	24
None of the above / Does not apply		21.9%	89
Cardiovascular Surgeon		2.2%	9
Cryotherapy		0.2%	1
Cosmetic or Plastic Surgeon		2.5%	10
Cosmetic Dentist		1.5%	6
Home Health Care Provider		1.7%	7
Naturopathic Practitioner		2.0%	8

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






















Value		Percent	Responses
Audiology Clinic		4.7%	19
Blood Donation Center		11.6%	47
Hearing Aid Center		10.3%	42
Laboratory or Medical Testing Facility		15.5%	63
Laser Eye Surgery Clinic		3.0%	12
Medical Imaging Service		9.1%	37
Mental Health Service		4.4%	18
Mental Health Clinic		3.7%	15
Medical Supply Store		5.2%	21
Pain Management Physician		6.2%	25
Pain Clinic		4.7%	19
Pain Control Clinic		4.7%	19
Physical Health Center		3.4%	14
Sleep Disorder Clinic		4.4%	18
Urgent Care Clinic		12.3%	50
Walk-In Clinic		18.0%	73
None of the above / Does not apply		40.4%	164
Alcoholism Treatment Program		0.5%	2
Alzheimer's or Memory Care Facility		0.2%	1
Drug Addiction Treatment Center		0.7%	3
Drug Testing Service		1.0%	4

Value		Percent	Responses
Hospice Care Provider		1.0%	4
Memory Care Facility		0.2%	1
Medical Marijuana Authorization		2.5%	10
Medical Marijuana Dispensary		2.5%	10
Medical Spa		0.5%	2
Rehabilitation Clinic		2.0%	8
Sports Medicine Clinic		1.2%	5
Vascular Surgeon or Vein Center		1.7%	7

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		44.6%	181
Regional Airport		30.0%	122
Bed & Breakfast		9.4%	38
Campground		20.4%	83
Cruise Line		6.7%	27
Hotel or Motel (Local)		13.3%	54
Hotel or Motel (Out-of-Town)		64.5%	262
Luggage-Travel Store		0.2%	1
RV Rental Company		1.0%	4
Ski Resort		3.0%	12
Tour Company		4.9%	20
Shuttle Service		10.8%	44
Limo Service		0.7%	3
Taxi Service		5.4%	22
Travel Agent		8.9%	36
None of the above / Does not apply		21.2%	86

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





Value		Percent	Responses
Auction House		11.6%	47
Courier or Delivery Service		8.1%	33
Compost / Yard Waste Service		10.1%	41
Dry Cleaning or Laundry Service		19.2%	78
Electronics Repair Shop		4.7%	19
Information Technology (IT) Service		4.7%	19
Jewelry Repair Shop		10.3%	42
Mail Store		16.7%	68
Printing Service		9.4%	38
Propane Dealer		10.6%	43
Propane Home Heating Service		4.2%	17
Junkyard		8.1%	33
Recycling Center		22.7%	92
Self-Storage Facility		6.9%	28
Sewing and Alterations Shop		6.4%	26
Small Engine Repair Shop		8.6%	35
Shipping Center		12.3%	50
Shoe Repair Shop		4.9%	20
Watch or Clock Repair Shop		5.2%	21
Mobile or Cell Phone Repair Shop		8.9%	36
Tool / Equipment Rental Service		4.7%	19

Value		Percent	Responses
Car Rental Agency		11.1%	45
None of the above / Does not apply		28.1%	114
Bottled Water Delivery Service		1.2%	5
Moving Truck Rental Company		1.7%	7
Funeral Service Provider		1.5%	6
Cremation Service Provider		1.2%	5
Marriage Counselor		0.2%	1






















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		19.5%	79
Charity or Philanthropic Organization		14.0%	57
Church		60.6%	246
City or Municipal Service		13.5%	55
Community Organization		10.6%	43
Government or Political Service		3.4%	14
Community Service or Non-Profit Organization		12.1%	49
City Center		4.9%	20
City or Town Hall		18.2%	74
Civic Center		8.1%	33
Community Center		19.0%	77
Convention Center		6.4%	26
County Government Office		16.7%	68
Department of Social Services		5.7%	23
Employment Center		3.4%	14
Government Economic Program		1.7%	7
Youth Organization		3.9%	16
None of the above / Does not apply		22.2%	90

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%	60
Painting Contractor		5.2%	21
Plumber or Plumbing Contractor		13.8%	56
None of the above / Does not apply		79.3%	322

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

Value		Percent	Responses
Appliance Repair Service		9.1%	37
Air Duct Cleaning Service		5.7%	23
Carpenter or Woodworker		13.5%	55
Carpet Installation Contractor		8.4%	34
Concrete Contractor		7.4%	30
Countertop Contractor		3.0%	12
Drywall Installation or Repair Contractor		6.9%	28
Deck Builder		4.9%	20
Fencing Contractor		3.7%	15
Furnace Contractor		5.4%	22
Flooring Installation Service		11.1%	45
Handyman		15.8%	64
Heating & Air Conditioning Service		17.0%	69
Garage Door Contractor		3.9%	16
Garbage Collection Service		16.3%	66
General Contractor		5.2%	21
Gutter Installation or Repair Contractor		4.2%	17
Mover or Moving Company		3.0%	12
Junk Removal or Hauling Service		4.4%	18
Kitchen or Bath Remodeling Company		4.9%	20
Landscaping Service		7.4%	30

Value		Percent	Responses
Roofing Contractor		6.4%	26
Remodeling Contractor		3.4%	14
Septic Tank Contractor		3.0%	12
Siding Installation or Repair Contractor		3.2%	13
Window Installer		4.9%	20
None of the above / Does not apply		38.9%	158
Asphalt / Paving Contractor		1.5%	6
Alternative Energy Service		0.5%	2
Demolition Contractor		0.7%	3
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		1.2%	5
Handicap Access Contractor		0.7%	3
Heavy Construction Machinery		0.7%	3
Home Security Company		2.0%	8
Home Maintenance Service		2.0%	8
Garage Builder		1.2%	5
Insulation Installer		2.0%	8
New Home Builder		1.0%	4
Landscape Architect		1.0%	4
Stone or Marble Company		1.0%	4
Solar Energy Contractor		1.0%	4
Tile Contractor		2.2%	9
Waterproofing Contractor		0.5%	2

Value**Percent****Responses**























Water Well Drilling Contractor













0.2%

1





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

Value		Percent	Responses
Arborist		4.7%	19
Carpet Cleaning Service		10.8%	44
Furnace Cleaning Service		3.7%	15
House Cleaning Service		6.9%	28
Key or Locksmith Service		3.2%	13
Lawn Care Service		20.4%	83
Landscaper		3.4%	14
Pest Control Service or Exterminator		7.6%	31
Television or Internet Service Provider		22.9%	93
Water Treatment Supply & Service		3.0%	12
Window & Door Installation Service		4.4%	18
None of the above / Does not apply		45.8%	186
Awning & Tent Company		0.5%	2
Bathtub Refinishing Service		1.2%	5
Cabinet Refacing Service		1.5%	6
Furniture Upholstery Service		1.2%	5
Fuel or Oil Home Heating Service		1.5%	6
Home Pressure Washing Service		2.2%	9
Home Gardening Service		1.7%	7
Interior Designer		1.0%	4
Pool Cleaning Service		0.5%	2
Shades & Blinds Installation Service		2.7%	11





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		1.5%	6
Assisted Living Facility		2.2%	9
Retirement Home		0.2%	1
Nursing Home		0.7%	3
55+ Housing Community		4.9%	20
Senior Center		8.9%	36
Adult Day Care		0.2%	1
Geriatric Physician		0.2%	1
Respite Relief Provider		0.5%	2
None of the above / Does not apply		83.5%	339











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

Value		Percent	Responses
Childcare or Daycare		5.4%	22
Summer Camp		6.4%	26
Sports Camp		6.4%	26
None of the above / Does not apply		86.9%	353








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		25.6%	104
Children's Shoe Store		13.1%	53
Children's Furniture Store		3.0%	12
None of the above / Does not apply		74.1%	301





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		4.7%	19
Animal Daycare		6.2%	25
Emergency Animal Hospital		1.7%	7
Pet Boarding		14.3%	58
Pet Groomer		23.6%	96
Pet Sitter		4.2%	17
Pet Trainer		2.5%	10
Pet Walker		0.2%	1
Veterinarian		43.3%	176
None of the above / Does not apply		46.6%	189














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

Value		Percent	Responses
Bird Seed Store		8.4%	34
Bird Specialty Store		0.5%	2
Bird Shop		0.7%	3
Pet Boutique		1.5%	6
Fish or Aquarium Store		3.0%	12
Pet Store		35.2%	143
None of the above / Does not apply		56.7%	230















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

Value		Percent	Responses
Property Manager		2.2%	9
Realtor		8.6%	35
Real Estate Brokerage Firm		1.2%	5
None of the above / Does not apply		88.2%	358








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		3.9%	16
Developer		0.7%	3
Estate Appraiser		1.7%	7
Estate Liquidator		0.5%	2
Home Inspector		3.9%	16
Home Staging Company		0.2%	1
Manufactured or Modular Home Builder		1.5%	6
New Home Builder		1.2%	5
Mortgage Banker		5.4%	22
Mortgage Broker		0.7%	3
Real Estate Appraiser		6.7%	27
Title & Escrow Company		7.1%	29
None of the above / Does not apply		82.5%	335


















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		79.1%	321
Family Style Restaurant		50.7%	206
Buffet Restaurant		38.7%	157
Fine Dining Restaurant		26.6%	108
Restaurant with Lounge or Bar		38.4%	156
Pizza Restaurant		58.1%	236
Ethnic Restaurant		17.2%	70
Chinese Restaurant		48.0%	195
Mexican Restaurant		56.9%	231
Italian Restaurant		19.0%	77
Japanese or Sushi Restaurant		12.1%	49
Thai Restaurant		3.9%	16
Indian Restaurant		2.5%	10
None of the above / Does not apply		3.7%	15






















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		3.2%	13
Art Supply Store		9.9%	40
Art Gallery		3.4%	14
Craft Supply Store		29.3%	119
Bookstore		27.6%	112
Candle Shop		8.1%	33
Computer Store		10.1%	41
Department Store		62.3%	253
Discount Store		58.4%	237
Drugstore or Pharmacy		63.1%	256
Electronics Store		15.8%	64
Equipment Rental Store		4.2%	17
Fabric Store		14.0%	57
Florist		13.1%	53
Gift Shop		21.2%	86
Herb Shop or Herbalist		3.2%	13
Hobby Shop		27.8%	113
Mobile Phone Store		20.9%	85
Military Surplus Store		3.0%	12
Music and Video Store		4.2%	17
Music Instrument Store		3.2%	13

Value		Percent	Responses
Music Store		4.2%	17
Office Equipment & Supply Store		12.6%	51
Outlet Store		24.4%	99
Pawn Shop		9.6%	39
Flea Market		18.5%	75
Religious Supply or Gift Shop		8.4%	34
Scrap Metal Dealer		4.2%	17
Shopping Center		36.2%	147
Consignment Shop		24.4%	99
Tobacco Store		7.4%	30
Vape or Smoke Shop		4.2%	17
Toy Store		10.3%	42
Vitamin or Supplement Store		9.6%	39
Wholesale, Warehouse or Club Store		23.2%	94
Thrift Store		37.4%	152
Yard Equipment Store		8.6%	35
Camera Store		4.9%	20
Bead Store		3.4%	14
CBD Store		7.6%	31
Gun Shop		15.8%	64
Christian Book Store		13.5%	55
Christmas Store		12.3%	50
None of the above / Does not apply		4.7%	19

Value		Percent	Responses
Home and Office Battery Store		2.2%	9
New Age Book Store		1.2%	5
Cigar Store		2.5%	10
Coin Shop		2.5%	10
Comic Book Shop		1.7%	7
Knife Store		1.7%	7
Monument or Memorial Company		1.5%	6
Sewing Studio		2.5%	10
Sign Store		1.0%	4
Trophy or Award Store		0.7%	3
Record Store		2.2%	9
Wedding Supply Store		0.5%	2
Survival Store		1.7%	7
Marijuana Dispensary		2.7%	11
Security Service		0.7%	3
Gold/Silver/Precious Metal Dealer		2.5%	10
Yarn Store		2.5%	10

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








Value		Percent	Responses
Antique Store		21.4%	87
Major Appliance Store		8.9%	36
Small Appliance Store		3.7%	15
TV & Appliance Store		7.6%	31
Baby Supply & Furniture Store		5.4%	22
Bath & Accessory Store		22.7%	92
Building Supply Store or Lumber Yard		36.0%	146
Cabinet Store		3.2%	13
Carpet Store		7.4%	30
Fireplace, Wood Stove or Barbeque Store		5.9%	24
Flooring Store		11.8%	48
Furniture Store		19.0%	77
Hardware Store		41.4%	168
Home & Garden Center		46.8%	190
Home Decor Store		20.9%	85
Hot Tub or Spa Dealer		3.2%	13
Lighting Store		4.9%	20
Mattress or Bedding Store		11.3%	46
Plant Nursery & Garden Supply Store		22.7%	92
Outdoor Furniture Store		5.4%	22
Paint Store		14.0%	57

Value		Percent	Responses
Tool Store		8.6%	35
TV Store		3.9%	16
Used Building Supply Store		4.2%	17
None of the above / Does not apply		18.0%	73
Clock Shop		1.5%	6
Frame Shop		1.2%	5
Furniture Restoration Shop		2.2%	9
Rent-to-Own Store		2.0%	8
Rug Store		1.7%	7
Solar Energy Equipment Dealer		1.0%	4
Pool & Spa Dealer		2.2%	9
Tool Rental Center		2.2%	9
Vacuum Store		2.0%	8
Window Store		2.5%	10







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		27.1%	110
Beauty Supply Store		20.9%	85
Clothing Accessory Store		31.0%	126
Menswear Store		18.2%	74
Women's Clothing Store		53.0%	215
Eyewear & Opticians Store		35.7%	145
Jewelry Store		13.1%	53
Leather Goods Store		3.0%	12
Lingerie Store		5.4%	22
Logo Apparel Store		4.9%	20
Outdoor Clothing Store		16.5%	67
Perfume Store		3.9%	16
Shoe Store		49.3%	200
Sportswear Store		18.0%	73
Swimwear Store		4.4%	18
Western Wear Store		7.6%	31
None of the above / Does not apply		16.3%	66
Bridal Shop		1.2%	5
Fur Store		0.2%	1
Maternity Store		0.7%	3
Watch Store		1.0%	4






















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

Value		Percent	Responses
Accountant or CPA		12.3%	50
Disaster Insurance		1.0%	4
Insurance Agency		13.8%	56
Immigration Lawyer / Law		0.7%	3
Legal Firm or Attorney		5.9%	24
Tax Advisor		7.9%	32
None of the above / Does not apply		71.4%	290









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		2.0%	8
Architect or Architecture Firm		0.5%	2
Employment or Staffing Agency		2.5%	10
Graphic Designer		1.5%	6
Life Coach		2.5%	10
None of the above / Does not apply		92.9%	377



















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

Value		Percent	Responses
Purchase Used All-Terrain Vehicle (ATV)		3.0%	12
Have Motorcycle Repaired		3.2%	13
Purchase Motorcycle Parts		4.2%	17
Have Boat Repaired or Serviced		3.7%	15
Purchase Motorcycle Apparel		3.0%	12
None of the above / Does not apply		84.0%	341
Purchase New All-Terrain Vehicle (ATV)		1.7%	7
Purchase New Boat		0.2%	1
Purchase New Personal Watercraft		0.5%	2
Purchase New Motorcycle		1.0%	4
Purchase New Motorcycle Trike		0.2%	1
Purchase New Snowmobile		0.2%	1
Purchase Used Boat		0.7%	3
Purchase Used Personal Watercraft		0.5%	2
Purchase Used Motorcycle		0.7%	3
Purchase Used Motorcycle Trike		0.2%	1
Purchase Boat Parts		2.0%	8
Purchase Marine Electronics		0.7%	3
Purchase New Golf Cart		1.0%	4
Purchase Used Golf Cart		0.7%	3
Rent Snowmobile		1.0%	4


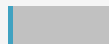






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		2.2%	9
Purchase New Camper Shell		0.5%	2
Purchase Used Class A RV		0.2%	1
Purchase Used Class B RV		0.7%	3
Purchase Used Class C RV		0.5%	2
Purchase Used Travel Trailer or 5th wheel		2.5%	10
None of the above / Does not apply		95.1%	386

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






















Value		Percent	Responses
New Car		4.2%	17
New Luxury Vehicle - Under \$50,000		0.7%	3
New Luxury Vehicle - \$50,000 - \$75,000		0.7%	3
New Luxury Vehicle - Over \$75,000		0.2%	1
New Van		0.7%	3
New Minivan		0.7%	3
New SUV		3.9%	16
New Truck		3.0%	12
New Hybrid or Electric Vehicle		0.5%	2
Used Car		12.8%	52
Used Luxury Vehicle - Under \$30,000		1.5%	6
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		1.2%	5
Used Minivan		2.7%	11
Used SUV		9.4%	38
Used Truck		7.6%	31
Used Hybrid or Electric Vehicle		0.5%	2
None of the above / Does not apply		70.0%	284

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

Value		Percent	Responses
Compact car		2.0%	8
Full-size car		4.9%	20
Luxury vehicle (any size)		1.7%	7
Midsized car		5.9%	24
Pickup truck		11.8%	48
Sport utility vehicle (SUV)		18.7%	76
Van or mini-van		5.7%	23
None of the above		49.3%	200



Total: 406

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

Value		Percent	Responses
Buick		6.7%	27
Chevrolet		20.7%	84
Chrysler		6.4%	26
Dodge		10.8%	44
Ford		18.5%	75
GMC		13.8%	56
Honda		8.4%	34
Hyundai		6.4%	26
Jeep		9.1%	37
Kia		4.9%	20
Nissan		5.9%	24
Subaru		5.4%	22
Toyota		12.8%	52
Volkswagen		3.9%	16
None of the above / Does not apply		50.7%	206
Aston Martin		0.5%	2
Acura		1.7%	7
Audi		2.2%	9
BMW		2.2%	9
Cadillac		2.5%	10
Fiat		0.2%	1

Value		Percent	Responses
Infiniti		1.0%	4
Jaguar		0.5%	2
Land Rover		1.0%	4
Lexus		1.5%	6
Lincoln		2.5%	10
Mazda		1.7%	7
Mercedes-Benz		0.7%	3
Mini		0.7%	3
Mitsubishi		1.2%	5
Scion		0.5%	2
Suzuki		0.7%	3
Tesla		1.7%	7
Volvo		1.7%	7











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		22.4%	91
No		77.6%	315

Total: 406

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







Value		Percent	Responses
Office Equipment		9.1%	37
Printer		8.9%	36
Ink or Printer Cartridges		40.1%	163
Wi-Fi for Home		8.6%	35
Headphones		16.5%	67
Portable Speakers		3.4%	14
Customizable Smartphone accessories		4.2%	17
Wireless Speakers		4.4%	18
Smartphone Charger		14.8%	60
Smartwatch		4.7%	19
Phone or Tablet Controlled Home Tech Products		4.9%	20
Noise Canceling Headphones		4.4%	18
Phone Calling Card		6.2%	25
Healthcare Device		3.9%	16
Surge Protector		7.6%	31
Aerial Drone		3.9%	16
Wireless Hotspot		3.4%	14
Apple Watch		8.6%	35
Batteries for Electronics		34.2%	139
None of the above / Does not apply		31.3%	127
Home Theater System		2.5%	10
GPS Device (Handheld or In-Vehicle)		2.2%	9

Value		Percent	Responses
Satellite Radio		2.0%	8
Satellite TV System		2.0%	8
Stereo System (Home)		1.2%	5
Compact/Mini Projector		1.0%	4
Wearable Electronics		2.2%	9
Aerial Drone Accessories		1.7%	7
Short Wave Radio		0.5%	2
Assistive Technology for Hearing		2.5%	10
Virtual Reality Headset		0.7%	3
Smart Sports Equipment		0.2%	1





















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

Value		Percent	Responses
Camera Memory Card		5.9%	24
Computer Accessories		3.9%	16
Computer Software		4.9%	20
Tablet (iPad or Similar)		6.2%	25
Personal Computer		7.1%	29
Laptop Computer		9.9%	40
4K Ultra HD TV		7.9%	32
Smart TV		12.3%	50
None of the above / Does not apply		57.6%	234
Camera (Digital) - Point and Shoot		1.7%	7
Camera (Digital) SLR		2.5%	10
Camera (Film)		1.2%	5
Camera Accessories or Supplies		1.2%	5
Camera Lens		1.2%	5
Portable DVD Player		1.5%	6
E-Reader (Kindle or Similar)		2.2%	9
TiVo or DVR		1.7%	7
Computer Bag		0.5%	2
TV (3D)		1.7%	7
Computer or Tablet Support		2.7%	11















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

Value		Percent	Responses
Smartphone		23.9%	97
Conventional Cell Phone		7.6%	31
Prepaid Cell Phone		5.7%	23
Unlocked Cell Phone		2.2%	9
Large-Screen Smartphone		5.9%	24
None of the above / Does not apply		64.0%	260






















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

Value		Percent	Responses
Anniversary Jewelry		5.9%	24
Necklaces		10.8%	44
Rings (Other)		6.9%	28
Earrings		20.0%	81
Diamond Jewelry		3.7%	15
Silver Jewelry		4.9%	20
Gemstone Jewelry		3.7%	15
Men's Jewelry		3.0%	12
Children's Jewelry		4.2%	17
Costume Jewelry		12.1%	49
Jewelry Box or Organizer		3.0%	12
Women's Jewelry		9.4%	38
None of the above / Does not apply		60.8%	247
Engagement Rings		1.2%	5
Wedding Rings		0.7%	3
Graduation Rings		0.7%	3
Pendants		2.7%	11
Celtic Jewelry		1.7%	7
Pearl Jewelry		1.7%	7
Designer Jewelry		1.7%	7
Custom Designed Jewelry		1.5%	6
Men's High-End Watch		0.7%	3



















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

Value		Percent	Responses
Auto Insurance		16.5%	67
Crop Insurance		0.5%	2
Dental Insurance		7.1%	29
Disability Insurance		1.2%	5
Homeowner Insurance		13.3%	54
Life Insurance		7.1%	29
Medical (Health) Insurance		10.6%	43
Medicare		5.4%	22
Long Term Care Insurance		2.2%	9
Pet Insurance		1.5%	6
Renters Insurance		3.9%	16
Agriculture Insurance		1.5%	6
Professional Liability Insurance		1.5%	6
None of the above / Does not apply		67.0%	272














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

Value		Percent	Responses
Audiologist		3.0%	12
Chiropractor		8.4%	34
Family Practice Doctor		13.5%	55
Hospital		4.9%	20
Medical Clinic		6.4%	26
Optometrist		7.1%	29
Primary Care Provider		6.7%	27
Weight Loss Service		3.0%	12
Hearing Aid Center		3.0%	12
Drugstore or Pharmacy		8.4%	34
None of the above / Does not apply		67.2%	273
Acupuncture		1.5%	6
Counseling & Mental Health Specialist		2.5%	10
Geriatric Specialist		0.2%	1
Home Healthcare		0.2%	1
Pediatric Dentist		1.2%	5
Pediatrician		2.0%	8
Wellness Business		1.2%	5
Substance Abuse Treatment Provider		0.5%	2
Alternative Care Provider		1.0%	4
Physical Therapy or Rehabilitation service provider		2.0%	8

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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.5%	6
Bankruptcy Attorney		0.7%	3
Banking, Partnership & Business Law Attorney		2.5%	10
Child Support Attorney		1.0%	4
Criminal Law Attorney		0.5%	2
Disability & Social Security Attorney		1.0%	4
Divorce & Family Law Attorney		2.2%	9
DWI, DUI, OWI, OUI Attorney		1.2%	5
Employment Discrimination or Labor Issues Attorney		0.2%	1
General Practice Attorney		5.9%	24
Intellectual Property Attorney		0.5%	2
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		1.0%	4
Real Estate Attorney		2.0%	8
Taxation Attorney		1.7%	7
Wills, Trusts & Estates Attorney		13.3%	54
None of the above / Does not apply		74.4%	302






















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		4.2%	17
Dermabrasion		0.7%	3
Ear Surgery		0.2%	1
Eyelid Surgery		1.2%	5
Fat Reduction		0.7%	3
Facelift		0.7%	3
Hair Loss Treatment		0.5%	2
Lip Augmentation		0.2%	1
Liposuction		0.2%	1
Lasik		1.2%	5
Skin Treatment		3.2%	13
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		91.1%	370



















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

Value		Percent	Responses
Dental Checkup		56.4%	229
Teeth Cleaning		45.1%	183
Cavity Filling		18.5%	75
Crown		10.8%	44
Oral Surgery		4.4%	18
Braces		3.0%	12
Composite Bonding		1.7%	7
Dental Implants		6.4%	26
Dental Veneers		1.0%	4
Dentures		9.6%	39
Full Mouth Reconstruction		0.7%	3
Inlays or Onlays		0.5%	2
Smile Makeover		1.5%	6
Teeth Whitening		6.2%	25
None of the above / Does not apply		20.4%	83












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		51.0%	207
Purchase Medical Supplies or Equipment for Home		4.4%	18
Purchase Health Related Products		11.8%	48
Use Physical Rehabilitation Services		3.0%	12
Stop Smoking		5.2%	21
Purchase Health and Wellness Supplements		17.2%	70
Receive Treatment for Back Pain		10.3%	42
Have an Eye/Vision Exam		61.6%	250
Handicap Accessible Products		3.2%	13
Purchase Prescription Eyeglasses		33.0%	134
Purchase Prescription Contact Lenses		11.3%	46
Have an Annual Physical or Checkup		51.5%	209
Have X-Rays Taken		11.1%	45
Have a Scheduled Surgery		7.4%	30
Have Blood Drawn for Testing		43.8%	178
Plan to Visit a Hospital for any Medical Service or Procedure		11.8%	48
Have Foot Problems Diagnosed or Treated		7.1%	29
Senior Travel		6.9%	28
Receive Treatment for a Sleep Disorder		3.4%	14
Purchase Allergy Medications		18.7%	76
Cardiovascular Treatment		7.1%	29









Value		Percent	Responses
Cancer Treatment		5.4%	22
Orthopaedic or Knee Surgery		5.2%	21
Nutritional Counseling		3.4%	14
Chiropractic Care		24.4%	99
Do Corrective Exercises		3.7%	15
Purchase Diabetes Testing Supplies		9.1%	37
Get Vaccinations at Drug Store or Pharmacy		16.7%	68
Join a Weight Loss Group		4.9%	20
Purchase Weight Loss Supplements		5.7%	23
Discretionary Health Care and Wellness Services and Products		4.4%	18
Purchase Vitamins		39.9%	162
Purchase Hemp Based Supplements		3.7%	15
Purchase Anti Anxiety Medication or Supplements		7.4%	30
None of the above / Does not apply		15.3%	62
Purchase Elder Care-Related Products or Services		1.2%	5
Find Home for Aging Parent		1.7%	7
Participate in a Medical Study		1.7%	7
Purchase a Mobility Device		1.2%	5
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Purchase Orthopedic Shoes		2.5%	10
Purchase Home Medical Testing Equipment or Supplies		1.5%	6
Hire a Personal Care Assistant		0.2%	1
Hire a Caregiver or Respite Worker		0.5%	2

Value		Percent	Responses
Purchase "Aging in Place" Products		1.0%	4
Purchase a Medical Alert Service		0.7%	3
Have Safety Bars Installed in Bathroom		2.2%	9
Use Personal Trainer or Instructor		2.7%	11
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		0.7%	3
Spinal and Postural Screening		1.2%	5
Physiotherapy		0.2%	1
Receive Treatment for Substance Abuse		0.7%	3
Purchase Blood Pressure Monitoring Device		2.7%	11
Receive Aquatic Therapy		1.7%	7
Purchase Weight Loss Food Plan		2.2%	9
Have Reflexology Treatment		1.2%	5
Hire a Weight Loss Professional		1.5%	6
Have Cataract Surgery		2.2%	9
Purchase Marijuana		2.2%	9
Have Acupuncture		2.2%	9
Receive Treatment for PTSD		2.2%	9







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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		1.7%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.2%	5
Purchase a Digital Hearing Aid		1.0%	4
Purchase a "Behind-the-Ear" Hearing Aid		1.5%	6
Purchase Hearing Aid Cleaning Supplies		1.7%	7
Purchase Hearing Aid Batteries		3.2%	13
Purchase a "In-the-Canal" Hearing Aid		0.5%	2
Purchase a Analog Hearing Aid		0.2%	1
Have a Hearing Exam		15.0%	61
None of the above / Does not apply		82.5%	335














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

Value		Percent	Responses
Purchase a Funeral Plot		2.7%	11
Pre-purchase a Funeral Plot or Cremation Service		3.7%	15
Purchase a Monument or Headstone		2.5%	10
Use a Funeral Planner		2.0%	8
Purchase Flowers for a Funeral		5.9%	24
Use a Cremation Service		1.7%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.7%	3
None of the above / Does not apply		86.2%	350

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.7%	3
Move into a Assisted Living Facility		0.5%	2
Hospice to your Home or House		0.5%	2
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		97.8%	397

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		4.7%	19
Open Savings Account		4.4%	18
Online Banking		42.1%	171
Manage Investments		16.0%	65
Manage Retirement Accounts		18.7%	76
Mortgage Line of Credit		3.7%	15
Financial Consulting		12.6%	51
Financial Services		12.6%	51
Safe Deposit Box Rental		8.9%	36
Obtain New Credit Card		3.2%	13
Payday Loan or Check Cashing Business		0.7%	3
Use Vehicle Title Loan Company		1.5%	6
None of the above / Does not apply		35.0%	142

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










Value		Percent	Responses
Annuities		3.2%	13
Certificates of Deposit		7.9%	32
City or State Bonds		1.7%	7
Collectibles, Antiques or Art		3.0%	12
Common or Preferred Stock		6.7%	27
Corporate Bonds or Debentures		1.7%	7
401(k)		28.3%	115
Gold or Precious Metals		3.0%	12
IRA		13.8%	56
Money Market Funds		9.9%	40
Mutual Funds		13.1%	53
Non-US Stocks		2.0%	8
Options		0.2%	1
US Savings Bonds		1.7%	7
US Treasury Notes		0.2%	1
Coins or Stamps		2.2%	9
None of the above / Does not apply		52.2%	212

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















Value		Percent	Responses
Agriculture Loan		3.9%	16
Business Equipment Loan		2.2%	9
Carpeting or Furniture Loan		0.2%	1
College Expenses Loan		1.5%	6
College Tuition Loan		4.7%	19
Debt Consolidation Loan		4.2%	17
Medical Expenses Loan		1.5%	6
New Vehicle Loan		3.7%	15
Used Vehicle Loan		9.9%	40
Vacation or Travel Loan		0.2%	1
None of the above / Does not apply		76.6%	311

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		35.2%	143
Body Jewelry		3.4%	14
Coats		23.2%	94
Lipstick		25.4%	103
Nail Polish		23.4%	95
Eyewear or Sunglasses		47.5%	193
Formal Wear		4.7%	19
Handbags		21.7%	88
Hats		11.3%	46
Intimate Apparel		19.2%	78
Jewelry or Accessories		18.2%	74
Watches		6.4%	26
Luggage or Bags		5.2%	21
Perfume		20.2%	82
Men's Apparel		45.8%	186
Men's Shoes		41.9%	170
Men's Underwear		40.9%	166
Women's Apparel		68.0%	276
Women's Pajamas or Sleepwear		26.8%	109
Women's Shoes		59.4%	241
Women's Underwear		49.8%	202




Value		Percent	Responses
Swimwear		20.2%	82
Socks		52.5%	213
Scarves		7.1%	29
Ties		4.2%	17
Uniforms		3.0%	12
Western Clothing		6.4%	26
Outerwear		18.7%	76
None of the above / Does not apply		9.4%	38
Fur Coat		0.2%	1

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		11.8%	48
Children's Winter Coats		11.6%	47
Children's Swimwear		13.8%	56
Children's Pants		21.9%	89
Children's T-Shirts		22.9%	93
Children's Dresses		13.3%	54
Children's Pajamas or Sleepwear		20.9%	85
Children's Socks		20.4%	83
Children's Party Dresses		4.7%	19
Children's Shorts		19.2%	78
Infant Clothing		10.6%	43
Children's School Uniform		1.7%	7
Children's Athletic Clothing		16.7%	68
None of the above / Does not apply		65.5%	266

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)		42.6%	173
Boots (Men's)		15.5%	63
Cowboy Boots (Men's)		6.4%	26
Classic & Fashion Sneakers (Men's)		9.4%	38
Lace-Ups (Men's)		11.1%	45
Sandals (Men's)		6.7%	27
Slippers (Men's)		6.7%	27
Work & Safety (Men's)		11.1%	45
Lace-Up Sneakers (Women's)		22.2%	90
Pumps (Women's)		9.9%	40
Sling-Back Sandals (Women's)		10.8%	44
Classic & Fashion Sneakers (Women's)		21.2%	86
Slippers (Women's)		12.6%	51
Work & Safety (Women's)		5.2%	21
Cowboy Boots (Women's)		3.2%	13
Athletic & Outdoor Shoes (Women's)		51.0%	207
Loafers & Slip-Ons (Women's)		18.7%	76
Athletic & Outdoor Shoes (Children's)		17.7%	72
Sandals (Children's)		10.1%	41
Slip-Ons (Children's)		5.7%	23
Dress Shoes (Children's)		6.2%	25
Cowboy Boots (Children's)		3.2%	13

Value		Percent	Responses
None of the above / Does not apply		19.2%	78
Formal & Tuxedo Footwear (Men's)		1.2%	5
Slippers (Children's)		2.7%	11

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		11.1%	45
Have Clothing Dry Cleaned		19.2%	78
Have Shoes Repaired		6.4%	26
Rent or Purchase a Costume		3.0%	12
Wash Clothing at a Laundromat		8.1%	33
Purchase Custom Made Clothing Items		0.7%	3
None of the above / Does not apply		67.5%	274






















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

Value		Percent	Responses
Archery Equipment		5.9%	24
Bicycle or Mountain Bike (Adult)		5.2%	21
Bicycle Tune-Up or Repair		7.4%	30
Camping or Hiking Equipment		14.0%	57
Exercise or Fitness Equipment		12.1%	49
Fishing Rods or Reels		14.0%	57
Fishing Bait or Attractant		22.4%	91
Fishing Accessories		22.7%	92
Golf Clubs or Equipment		6.4%	26
Hunting Gear		12.6%	51
Ammunition		25.6%	104
Running or Jogging Equipment		4.4%	18
Sports Equipment (Children)		5.9%	24
Swimming Gear		7.1%	29
Weight Lifting Equipment		5.9%	24
Used Sporting Equipment		3.7%	15
Rifle		8.9%	36
Hand Gun		13.3%	54
Shotgun		7.9%	32
None of the above / Does not apply		41.1%	167
Bowling Equipment		1.2%	5
High End Bicycle		0.7%	3






















Value		Percent	Responses
Bicycle Rental		1.0%	4
Racquet Equipment		0.5%	2
Scuba, Diving or Snorkeling Equipment		0.7%	3
Skiing Equipment		2.5%	10
Soccer Equipment		1.5%	6
Sports Memorabilia		2.0%	8
Trampoline		1.7%	7
Trophies or Plaques		0.7%	3











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

Value		Percent	Responses
Bark Dust or Mulch		23.4%	95
Bedding Flowers or Perennials		49.5%	201
Chainsaw		4.9%	20
Fertilizer		34.5%	140
Flower Pots		26.1%	106
Fountains		3.4%	14
Garden Ornaments		14.8%	60
Gravel or Rock		17.5%	71
Hand Garden Tools		14.8%	60
Landscaping		10.8%	44
Indoor Garden Supplies		4.2%	17
Decorative Rock		14.8%	60
Lawn Seed, Turf or Sod		14.8%	60
Outdoor Fireplace or Fire Pit		3.7%	15
Outdoor Furniture		7.4%	30
Outdoor Grill		7.1%	29
Patio Furniture		9.4%	38
Propane		18.5%	75
Lawn Mower (Push)		4.4%	18
Lawn Mower (Riding)		3.7%	15
Shrubbery or Trees		9.1%	37
Stone (Cast, Crushed or Natural)		3.2%	13























Value		Percent	Responses
Storage Shed		4.4%	18
Leaf Blower		3.4%	14
Insect or Fungus Control Products		13.1%	53
Outdoor Garden Flags		4.9%	20
None of the above / Does not apply		22.2%	90
Gate		1.7%	7
Gazebo		1.7%	7
Insects (Bees or Other Beneficial Species)		0.7%	3
Patio Heater		2.2%	9
Outdoor Infrared Heater or Fireplace		1.2%	5
Outdoor Smoker		1.7%	7
Outdoor Kitchen Equipment		0.2%	1
Outdoor Entertainment Center		0.7%	3
Patio Cover, Awning or Canopy		2.2%	9
Pole Shed		1.2%	5
Portable Outdoor Heater		0.7%	3
Power Garden Tools		1.7%	7
Rototiller		1.2%	5
Screen Porch		2.2%	9
Snow Blower		2.5%	10
Greenhouse		2.2%	9

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		13.1%	53
Animal Healthcare Products		9.4%	38
Farm Machinery or Tractor Attachments & Implements		3.4%	14
Farm Work Clothes		5.4%	22
Fertilizers, Herbicides or Pesticides		11.1%	45
Planting and Seeding Equipment		3.0%	12
Plants, Plantings or Agricultural Seed		8.4%	34
Propane, Oils or Fuels		10.3%	42
Rocks, Gravel or Sand		8.1%	33
Scoops or Shovels		3.2%	13
Straw or Bedding Materials		4.7%	19
None of the above / Does not apply		68.0%	276
ATV Products and Attachments		2.7%	11
Barn or Pole Building		2.0%	8
Blowers		0.7%	3
Steel Farm Building		1.2%	5
Carts or Utility Carriers		1.7%	7
Cement Mixers or Rollers		0.5%	2
Chippers or Shredders		1.2%	5
Diggers, Drillers or Drivers		1.0%	4
Drainage or Irrigation Equipment		0.7%	3























Value		Percent	Responses
Farm Tool Rental		1.5%	6
Farm Equipment Rental		1.0%	4
Ground-Working Equipment		1.5%	6
Mowers, Cutters or Clippers		2.0%	8
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Pivot		0.5%	2
Rakes or Hay Handling Equipment		0.7%	3
Sprayers or Spreaders		2.2%	9
Sweepers or Industrial Vacuums		0.2%	1
Tree Cutters or Tree Maintenance Equipment		2.5%	10














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

Value		Percent	Responses
Any Pet-Related Products or Services		16.3%	66
Bird Seed		12.6%	51
Cat Food		26.8%	109
Dog Food		41.1%	167
Fish Food		4.9%	20
Specialized Pet Food		4.7%	19
Other Pet Food		5.2%	21
Pet Accessories		18.0%	73
Pet Clothing		3.2%	13
Pet Toys		24.9%	101
Annual Pet Vaccinations		35.2%	143
Annual Pet Checkups		32.0%	130
Preventative Care		6.7%	27
Adopt or Rescue a Pet		6.2%	25
Purchase Pet Medication		8.9%	36
Purchase Dog Bed		4.9%	20
Board a Pet Overnight		7.1%	29
Pet Dental Care		4.9%	20
Animal Training Classes		3.7%	15
None of the above / Does not apply		36.2%	147
Pet Enclosure		1.2%	5
Aquarium or Tank		2.5%	10

Value		Percent	Responses
Fish Supplies		2.2%	9
Bird House		1.5%	6
Disease Diagnosis		0.7%	3
Pet Travel Cage		1.5%	6
Pet Travel Accessories		2.0%	8
Cremation or Burial Services		1.2%	5
Purchase a Pet		2.0%	8
Pet Tracking Device		1.2%	5
Bird Health Care		0.7%	3
Hemp Based Pet Supplements		0.7%	3
THC Based Pet Supplements		0.7%	3
Holistic or Alternative Pet Supplements		0.5%	2
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	8

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		6.7%	27
Add a Fence or Wall Structure		6.7%	27
Remodel Kitchen		6.4%	26
Cabinet Refacing or Resurfacing		4.2%	17
Remodel Bathroom		9.4%	38
Remodel or Finish Basement Living Area		4.4%	18
Build a Storage Shed		4.2%	17
General Remodeling		11.8%	48
Replace Carpet		8.6%	35
Replace Flooring		10.6%	43
Replace Windows		5.9%	24
None of the above / Does not apply		59.9%	243
Add a Room		1.0%	4
Add a Home Office		0.5%	2
Refinish Bathtub		0.7%	3
Install a Glass Shower		0.7%	3
Replace Garage Door		2.5%	10
Build a Garage		1.5%	6
Build Out-Building		2.0%	8
Have Furniture Restored		1.5%	6
Add a Swimming Pool		0.2%	1
Switch from Gas to Electric		0.5%	2






















Value		Percent	Responses
Switch from Electric to Gas		0.5%	2
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		1.2%	5
Install a Solar Energy System		1.0%	4
Install Security or Monitoring System		1.2%	5
Resurface or Build New Driveway		2.7%	11
Stone or Marble Work (Bathroom or Kitchen)		1.2%	5
Sealcoating		1.7%	7
Asphalt Repair		0.5%	2
Asphalt Resurfacing		0.7%	3
Residential Paving		0.7%	3
Build a "Tiny House"		1.7%	7
Install Handicap Accessible Addition		0.2%	1

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

Value		Percent	Responses
Ceramic Tile		6.7%	27
Decking		7.6%	31
Doors (Exterior)		7.6%	31
Doors (Interior)		6.4%	26
Electrical Supplies		6.2%	25
Fencing		7.1%	29
Hand Tools		11.6%	47
Hardwood Products		3.7%	15
Home Security Doorbell Camera		5.4%	22
Insulation		6.7%	27
Kitchen Cabinets		3.7%	15
Lighting and Fixtures		9.9%	40
Lock Sets		5.2%	21
Lumber		12.1%	49
Molding		5.7%	23
Paint (Exterior)		9.1%	37
Paint (Interior)		22.2%	90
Plywood		4.9%	20
Plumbing Supplies		6.7%	27
Power Tools		5.9%	24
Rain Gutters		5.4%	22






















Value		Percent	Responses
Screen Door		4.9%	20
Water Softener System or Supplies		4.4%	18
Wet or Dry Vacuum		3.0%	12
Windows (Double-Hung)		4.9%	20
None of the above / Does not apply		51.0%	207
Circular Saw		2.0%	8
Furnace		2.0%	8
Generator		1.2%	5
Mill Work		1.5%	6
Roofing (Composition)		2.7%	11
Roofing (Other)		2.0%	8
Security Door		0.2%	1
Security Locks		2.2%	9
Security Window Film		0.2%	1
Siding		2.2%	9
Solar Screen		0.2%	1
Waterproofing		0.7%	3
Wood Stove or Fireplace		2.5%	10
Window Guards		0.5%	2
Windows (Casement)		2.7%	11
Windows (Picture)		1.5%	6
Windows (Slider)		0.2%	1
Windows (Bay or Bow)		0.5%	2













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

Value		Percent	Responses
Air Conditioning Repair		5.4%	22
Air Duct Cleaning		5.7%	23
Appliance Repair		4.9%	20
Carpenter or Woodworking		3.2%	13
Carpet Cleaning		14.8%	60
Chimney Cleaning		3.4%	14
Concrete Repair		6.2%	25
Drywall Installation or Repair		5.2%	21
Electrical Repair		4.2%	17
Flooring - Ceramic Tile (Installation or Repair)		3.4%	14
Flooring - Laminate (Installation or Repair)		3.9%	16
Flooring - Wood (Installation or Repair)		3.0%	12
Flooring - Other (Installation or Repair)		6.2%	25
Furnace Cleaning		5.7%	23
Gutter Installation or Repair		3.7%	15
Handyman Services		9.4%	38
Home Repair		5.7%	23
Home Remodel		3.9%	16
None of the above / Does not apply		50.7%	206
Alternative Energy Systems Installation		0.2%	1
Blinds Cleaning		1.7%	7






















Value		Percent	Responses
Electrical Panel Replacement		1.5%	6
Excavation & Wrecking		0.7%	3
Fire & Water Damage Restoration		0.5%	2
Flooring - Linoleum (Installation or Repair)		1.7%	7
Foundation Repair		1.5%	6
Furnace Repair		2.2%	9
Furniture Reupholster		0.5%	2
Gardening Services		1.7%	7
Heating Repair		2.0%	8
Home Computer Repair		1.7%	7
Home Heating Oil or Fuel Service		0.5%	2

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

Value		Percent	Responses
House Cleaning Service		7.4%	30
Junk or Yard Waste Removal		8.4%	34
Recycle		6.7%	27
Sell Scrap Metal		3.9%	16
Landscaping Service		6.7%	27
Painting		8.9%	36
Pest Control		7.4%	30
Plumbing Repair		5.2%	21
Pressure Washing		3.2%	13
Preventative Home Maintenance		3.7%	15
Roof Repair		3.2%	13
Septic Tank Cleaning or Repair		3.2%	13
Snow Removal		7.4%	30
Trash Removal		20.2%	82
Window Installation		4.7%	19
Computer Repair		4.4%	18
Mobile or Cell Phone Repair		3.0%	12
None of the above / Does not apply		46.3%	188
Home Security Service		1.7%	7
Insulation Installation or Maintenance		2.7%	11
Interior Design		2.0%	8

Value		Percent	Responses
Movers		2.5%	10
Mold Inspection or Removal		0.5%	2
Party Equipment Rental		0.5%	2
Pool Cleaning Service		0.2%	1
Security System		1.5%	6
Siding Replacement		2.0%	8
Solar Heating or Power System Installation or Repair		0.2%	1
Tool Rental		2.0%	8
Tornado or Storm Shelter Building or Repair		0.7%	3
Water Well Drilling		0.2%	1
Waterproofing		0.7%	3
Yard Equipment Rental		2.5%	10






















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





Value		Percent	Responses
Air Conditioning (Buy)		4.9%	20
Window Blinds (Venetian or Mini)		5.7%	23
Batteries (Home or Office)		32.8%	133
Candles		19.0%	77
Firewood		3.7%	15
Carpeting		8.1%	33
Flooring Tile		6.2%	25
Rugs		12.8%	52
Clocks		4.9%	20
Closet System		3.4%	14
Curtains or Drapes		12.1%	49
Fire Extinguisher		3.4%	14
Furniture (Bedroom)		7.1%	29
Furniture (Children's)		3.0%	12
Furniture (Dining Room)		3.4%	14
Furniture (Living Room)		12.1%	49
Furnace		3.0%	12
Christmas Tree		8.4%	34
Holiday Decorations		12.3%	50
Laminate Flooring		5.7%	23
Mirror		5.7%	23

Value		Percent	Responses
Storage Boxes or Tubs		9.4%	38
Floral Arrangements		4.2%	17
Picture Frames		5.7%	23
Linens (Bathroom)		6.2%	25
Reclining Chair		7.1%	29
Indoor Flowers		3.4%	14
Linens (Dining Room or Kitchen)		4.4%	18
None of the above / Does not apply		36.9%	150
Awning		0.7%	3
Emergency Preparedness Kit or Supplies		1.7%	7
Oriental Carpeting		0.2%	1
Hardwood Flooring		2.5%	10
Rugs (Persian)		0.2%	1
Cutlery, Flatware or Silverware		2.0%	8
Ductless Heat Pumps		0.5%	2
Fine Art (Paintings, Pottery, Etc.)		2.2%	9
Custom Built Furniture		0.7%	3
Reconditioned Furniture		1.0%	4
Crib		0.7%	3
Furniture (Home Office)		1.5%	6
Futon		0.7%	3
Safe		1.7%	7
Hot Tub or Spa (Used)		0.2%	1













Value		Percent	Responses
Sewing Machine		1.5%	6
Wallpaper		1.0%	4
Signs or Banners		1.5%	6
Hot Tub or Spa (New)		1.5%	6
Tankless Water Heater		1.7%	7

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

Value		Percent	Responses
Home Decor or Decorating		13.8%	56
Innerspring Mattress		3.7%	15
Pillow Top Mattress		4.2%	17
Foam Mattress		3.0%	12
Linens (Bedroom)		13.5%	55
Memory Foam Mattress		4.2%	17
Queen Size Bed		5.2%	21
King Size Bed		4.2%	17
Smoke Alarm or Detector		4.9%	20
Window Coverings		6.4%	26
Patriotic Flags		4.4%	18
None of the above / Does not apply		57.1%	232
Gas Burning Freestanding Stoves		0.5%	2
Water Purification System (Drinking)		1.2%	5
Solar Water Heater		0.2%	1
Adjustable Mattress		2.7%	11
Latex Mattress		0.2%	1
Gel Mattress		2.2%	9
Twin Size Bed		2.5%	10
Swimming Pool (Above Ground)		0.7%	3
Water Heater		1.5%	6

Value		Percent	Responses
Remote Home Monitoring Video Camera		2.5%	10
Shutters		1.0%	4
Reclaimed Wood Furniture		1.7%	7
Sports Team Flags		2.0%	8























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










Value		Percent	Responses
Paintings		7.4%	30
Fine Art		1.7%	7
Photographs		11.1%	45
Pottery		3.2%	13
Blown Glass		4.7%	19
Stone Carvings		0.5%	2
Sculpture		0.5%	2
Artistic Wall Decor		6.7%	27
Wood Carvings		3.4%	14
Poster Art		3.7%	15
Religious Art		3.2%	13
Stained Glass		4.9%	20
Ceramics		2.2%	9
Metal Work Art		3.2%	13
Music Memorabilia		1.7%	7
Movie Memorabilia		2.0%	8
None of the above / Does not apply		72.9%	296

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






Value		Percent	Responses
Refrigerator		6.7%	27
Portable Dishwasher		1.7%	7
Dishwasher		6.2%	25
Freezer		3.2%	13
Range		5.7%	23
Range Hood		2.2%	9
Wall Oven		1.5%	6
Washer		3.7%	15
Dryer		3.0%	12
Blender		3.7%	15
Tea Kettle		2.5%	10
Microwave		7.4%	30
Window Air Conditioner		1.7%	7
Coffee or Espresso Machine		11.3%	46
Vacuum Cleaner		9.4%	38
None of the above / Does not apply		62.8%	255

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		3.9%	16
Battery		9.6%	39
Child Car Seat		3.2%	13
Floor Mats		4.9%	20
Motorcycle Accessories		3.2%	13
Motorcycle Parts		3.9%	16
Seat Covers		4.4%	18
Tires		19.0%	77
Wiper Blades		25.4%	103
None of the above / Does not apply		52.5%	213
Canopy		0.2%	1
Grill Guard		1.0%	4
Ground Effects		0.7%	3
Lights		2.2%	9
Mirror(s)		1.0%	4
Performance Parts		0.7%	3
RV Accessories or Supplies		2.2%	9
Roof Rack (For Bike, Kayak, Etc.)		0.5%	2
Roof Rack (Luggage or Equipment Container)		0.5%	2
Running Boards		1.0%	4
Step Bar		1.0%	4
Stereo System (Auto, Car or Truck)		2.2%	9













Value		Percent	Responses
Tool Box		1.7%	7
Trailer Hitch		0.7%	3
Truck Bed Liner		0.2%	1
Visor		0.5%	2
Wheels or Rims		1.5%	6
Winch		0.5%	2
Window Tinting Equipment (Auto)		2.2%	9
Cargo Trailer (Flat)		0.2%	1
Cargo Trailer (Motorcycle)		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		32.5%	132
National chain service center (e.g. Jiffy Lube)		13.3%	54
Private service center		31.5%	128
Friend/Family		13.3%	54
Other		9.4%	38
			Total: 406

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		8.1%	33
60,000 Mile Service		7.9%	32
100,000 Mile Service		9.4%	38
Auto Detailing		6.9%	28
Auto Repair (General)		11.8%	48
Alignment		7.6%	31
Body Work		5.2%	21
Brake Replacement, Adjustment		6.2%	25
Car Rental		3.9%	16
Car Wash		49.3%	200
Gas or Service Station Services		23.2%	94
Oil Change or Lube		45.6%	185
Preventative Maintenance		14.8%	60
Safety Inspection		3.9%	16
Shocks		3.4%	14
Tire Mounting or Installation		8.6%	35
Tune-Up		10.6%	43
Upholstery Repair		3.2%	13
Vehicle Air Conditioning Repair		3.0%	12
Windshield or Glass Repair		10.1%	41
None of the above / Does not apply		22.7%	92
Auto Warranty Work (Work Covered by Warranty)		2.5%	10

Value		Percent	Responses
DEQ Inspection		0.2%	1
Electrical Repair		1.7%	7
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	2
Motor Repair or Replacement		0.5%	2
Motorcycle Repair		0.5%	2
Muffler		2.2%	9
Painting		2.2%	9
RV Maintenance or Service		1.5%	6
Stereo Installation		1.5%	6
Transmission or Clutch Repair		2.2%	9
Vehicle Towing		0.5%	2
Windshield or Window Tinting		2.2%	9

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

Value		Percent	Responses
AutoTrader.com		12.3%	50
CarFax		11.6%	47
CarGurus.com		11.1%	45
CarMax.com		3.0%	12
Cars.com		7.4%	30
Craigslist Auto		7.9%	32
KBB.com		6.9%	28
Facebook Dealer Page		9.1%	37
Edmunds.com		3.4%	14
Local Dealer Site		52.0%	211
UsedCars.com		4.2%	17
Local TV Site		5.2%	21
Local Radio Site		3.7%	15
Other Local Website		10.6%	43
None of the above / Does not apply		30.0%	122
Yahoo! Autos		0.2%	1
Automotive.com		1.7%	7
Autoblog.com		1.0%	4
CarsDirect.com		1.0%	4
eBay Motors		1.2%	5
MotorTrend.com		1.0%	4
The Car Connection		1.5%	6





















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		51.0%	207
Beauty Products		39.4%	160
Cosmetics		47.5%	193
Babysitting		3.2%	13
Facial		16.7%	68
Hair Care Products		60.8%	247
Hair Coloring		33.7%	137
Hair Cut		73.4%	298
Hair Removal		4.9%	20
Hair Extensions, Wigs or Weaves		1.0%	4
Manicure		20.0%	81
Massage Therapy		20.0%	81
Pedicure		29.1%	118
Tanning Products		3.2%	13
Tanning Bed or Spray Tan		4.7%	19
Tattoo or Piercing		7.6%	31
Spa Bed (Red Light Therapy or Hydration station)		1.0%	4
None of the above / Does not apply		11.1%	45

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)		33.5%	136
Books (Used)		28.3%	115
Books (Children's)		23.4%	95
Board Games		27.8%	113
Lottery Ticket		44.8%	182
Collectibles		7.1%	29
Vinyl Records		5.2%	21
Comics		1.7%	7
Fire Works		18.7%	76
Graphic Novels		2.0%	8
Computer Games		7.6%	31
DVD Movies (Buy)		17.0%	69
DVD Movies (Rent)		15.3%	62
DVD Movies (Children's)		7.6%	31
Magazines		23.2%	94
TV or Movie Themed Toys		4.7%	19
Toys		20.7%	84
Video Console Games		8.4%	34
None of the above / Does not apply		19.7%	80

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

Value		Percent	Responses
Rent a Hall or Event Space for Wedding or Special Event		3.2%	13
Purchase Wedding or Special Occasion Gifts		4.4%	18
Hire a Photographer for Wedding or Special Event		3.0%	12
Host or Attend a Retirement Party		5.9%	24
Host or Attend a Graduation Party		13.5%	55
Purchase Cake, Tart or Pastries for Special Occasion		9.6%	39
None of the above / Does not apply		71.4%	290
Purchase a Wedding Dress		0.5%	2
Purchase a Bridesmaid Dress		0.5%	2
Rent a Bridesmaid Dress		0.2%	1
Purchase a Tuxedo		0.7%	3
Rent a Tuxedo		1.0%	4
Rent a Chauffeured Vehicle		0.7%	3
Hire a Musician or Band for Wedding or Special Event		1.5%	6
Purchase a Wedding Cake		0.7%	3
Use a Wedding Planner		0.2%	1
Hire a Caterer for Wedding or Special Event		1.5%	6
Use a Florist for a Wedding or Special Event		2.2%	9
Go on a Honeymoon		1.2%	5
Hire a Videographer for Wedding or Special Event		0.7%	3

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























Value		Percent	Responses
Gems, Rocks & Minerals		6.9%	28
Ceramics and Pottery		4.2%	17
Collectables		6.4%	26
Comic Books and Related Collectables		2.0%	8
Do-It-Yourself (DIY)		28.6%	116
Games or Puzzles		22.2%	90
Beer Brewing Supplies		2.2%	9
Wine Making Supplies		2.0%	8
Jewelry Making Supplies or Beads		6.7%	27
Knitting		7.4%	30
Making Arts and Crafts		17.7%	72
Paper Crafts		6.7%	27
Quilting		6.4%	26
Scrapbooking		5.7%	23
Toy Collecting		1.2%	5
Trains, Plane & Car Model Kits		1.7%	7
None of the above / Does not apply		44.3%	180








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		49.0%	199
Train Trip		7.1%	29
Book Hotel Room		57.1%	232
Business Travel		8.9%	36
Buy Travel Tickets		16.0%	65
Buy Luggage		3.4%	14
Golf Vacation		3.9%	16
Hotel or Resort Stay		30.8%	125
International Travel		9.4%	38
Take a Cruise		8.4%	34
Travel Packages		7.1%	29
Use a Travel Agent or Agency		8.9%	36
Vacation Inside Home State		20.7%	84
Vacation Outside Home State		36.7%	149
Rent a Car		18.2%	74
Book Local Lodging for Guests		3.4%	14
Stay at an RV Park		6.7%	27
Stay at a Casino		10.1%	41
Gamble at a Casino		22.4%	91
Play Bingo		6.2%	25
Does not apply		23.4%	95
Charter a Boat		0.5%	2











Value		Percent	Responses
Chartered Fishing Trip		2.0%	8
Ski Resort Stay		0.7%	3
Rent RV		1.2%	5

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














Value		Percent	Responses
Attend College or University (Full Time)		6.4%	26
Attend Classes at Community College		3.0%	12
Online Continuing Education Courses		4.9%	20
Arts or Crafts Lessons (Adult)		6.9%	28
Attend a Free Lecture or Seminar		16.0%	65
Attend Paid Lecture, Seminar or Special Class		5.4%	22
Dance Lessons		5.4%	22
Music lessons (Child)		4.7%	19
Sports lessons (Child)		4.4%	18
Yoga, Pilates, or Zumba		9.6%	39
Attend a Local Workshop		13.8%	56
None of the above / Does not apply		56.9%	231
Attend College or University (Part Time)		1.7%	7
Attend Graduate School		1.7%	7
Learning Center		0.2%	1
Culinary School		0.5%	2
Trade School		1.5%	6
Professional Certification or Accreditation Courses		2.5%	10
Language Lessons (Adult)		1.7%	7
Music Lessons (Adult)		1.5%	6
Sports Lessons (Adult)		0.7%	3
Cooking Lessons (Adult)		2.0%	8

Value		Percent	Responses
Real Estate Classes		1.7%	7
Child Education or Tutoring		1.5%	6
Personal Physical Training		2.7%	11
Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		1.5%	6
Change School		0.7%	3
Attend a Religion Based School		0.7%	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		17.0%	69
Oil paints		4.9%	20
Acrylic Paints		17.5%	71
Markers		16.3%	66
Specialty Paper		10.3%	42
Fabric Craft Supplies		14.5%	59
Beads		6.9%	28
Art Pencils and Pens		18.5%	75
Scrapbooking Supplies		6.4%	26
None of the above / Does not apply		63.1%	256























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		1.0%	4
Clarinet		0.5%	2
Drums		2.2%	9
Flute		0.5%	2
Acoustic Guitar		2.5%	10
Electric Guitar		1.5%	6
Electric Keyboard		1.7%	7
Piano		2.0%	8
Piano (High End)		0.2%	1
Trombone		0.2%	1
Trumpet		1.5%	6
Violin		1.0%	4
None of the above / Does not apply		91.4%	371

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















Value		Percent	Responses
Greek		10.3%	42
French		4.2%	17
Asian		23.2%	94
German		6.2%	25
American (New)		32.3%	131
Italian		41.9%	170
Cajun or Creole		11.3%	46
Indian		6.9%	28
Chinese		56.2%	228
American (Traditional)		76.8%	312
Thai		12.3%	50
Middle Eastern		3.0%	12
Japanese		12.6%	51
Mexican		70.7%	287
Vietnamese		3.9%	16
Southern		15.3%	62
Tex-Mex		22.7%	92
Spanish		7.4%	30
Mediterranean		6.4%	26
None of the above / Does not apply		6.4%	26

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		18.2%	74
Fish & Chips		20.4%	83
Golf Course Restaurant, Bar or Snack Bar		4.9%	20
Barbeque		33.3%	135
Deli		25.4%	103
Breakfast or Brunch		55.2%	224
Appetizers		47.3%	192
Dessert		26.1%	106
Chicken Wings		26.4%	107
Hamburgers		70.4%	286
Chicken		52.7%	214
Frozen Yogurt		9.1%	37
Theme Restaurants		4.7%	19
Soup		29.6%	120
Salad		53.2%	216
Pizza (Dine In)		28.8%	117
Pizza (Delivery)		25.6%	104
Steak		43.8%	178
Juice or Smoothies		11.8%	48
Sandwiches		47.3%	192
Pizza (Carry Out)		54.9%	223
Pizza (Take & Bake)		18.5%	75

Value		Percent	Responses
Seafood		32.8%	133
Steakhouse		31.3%	127
Sushi		13.3%	54
None of the above / Does not apply		5.9%	24
Live or Raw food		1.7%	7
Tapas or Small Plates		2.2%	9
Vegan		1.5%	6
Vegetarian		2.0%	8
Pho		1.2%	5

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		15.5%	63
Locally Grown Produce		21.4%	87
Healthful Children's Dining		5.2%	21
Environmental Sustainability		11.6%	47
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		5.2%	21
Hyper-Local Sourcing		2.2%	9
Gluten Free Cuisine		4.4%	18
Sustainable Seafood		5.7%	23
Raw or Live Food Options		1.5%	6
Specialty Appetizers		8.4%	34
Specialty Salads		10.8%	44
Specialty Soups		7.4%	30
Specialty Desserts		7.6%	31
None of the above / Does not apply		60.3%	245












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

Value		Percent	Responses
Patio or Outdoor Dining		17.0%	69
Non-Smoking Environment		42.6%	173
Child Friendly		19.5%	79
Serve Alcohol		20.7%	84
Pool Tables		2.2%	9
Locally Brewed Beer		8.1%	33
Live Music		9.1%	37
Bar		22.2%	90
Large Craft Beer Selection		4.9%	20
Large Wine Selection		1.7%	7
Hand Crafted Cocktails		3.9%	16
Farm to Table Dining		13.3%	54
Senior Discounts		31.5%	128
None of the above / Does not apply		22.4%	91

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

Value		Percent	Responses
Craft Beer		23.9%	97
Foreign Beer		6.9%	28
Red Wine		15.3%	62
White Wine		15.0%	61
Dessert Wine		2.2%	9
Mixed Drinks		28.6%	116
Hand Crafted Cocktails		6.9%	28
Beer Cocktails		16.0%	65
"Top Shelf" Spirits		10.1%	41
Champagne Cocktails		0.7%	3
Energy Drink based Mixed Drinks		1.0%	4
Premium Tequila		3.7%	15
Alcoholic Cider		3.2%	13
Locally Distilled Spirits		3.0%	12
None of the above / Does not apply		43.8%	178

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 Commercial or Business Property		1.2%	5
Purchase Condominium or Townhouse		0.5%	2
Purchase Manufactured or Modular Home		1.5%	6
Purchase Investment Property		1.7%	7
Purchase Personal Residence		5.2%	21
Purchase Custom Built Home		0.7%	3
Purchase Residential Real Estate at an Auction		0.5%	2
Purchase Land or Agricultural Property		3.4%	14
Purchase Vacation Property		1.5%	6
Purchase Other		1.5%	6
None of the above / Does not apply		86.7%	352









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

Value		Percent	Responses
Sell Personal Residence		5.7%	23
Sell Vacation Property		0.7%	3
Sell Investment Property		1.5%	6
Sell Land or Agricultural Property		2.2%	9
Sell Commercial or Business Property		2.2%	9
Sell Manufactured or Modular Home		1.0%	4
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		1.7%	7
None of the above / Does not apply		87.9%	357







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, but outside of development		9.5%	2
New home that I will have contractor build		4.8%	1
Existing home less than 10 years old		38.1%	8
Existing home more than 10 years old		61.9%	13

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

Value		Percent	Responses
Rent New Apartment		2.7%	11
Rent House (Residence)		7.9%	32
Rent Manufactured or Modular Home		1.5%	6
Rent Agricultural Land		1.0%	4
Rent Subsidized Housing		2.2%	9
Rent Condo/Townhouse		3.2%	13
Rent Section 8 Housing		2.0%	8
None of the above / Does not apply		86.0%	349









117. Which of the following real estate plans apply to you or your household in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Use a Realtor to Sell Real Estate		5.7%	23
Use a Realtor to Buy Real Estate		4.4%	18
Use a Realtor to Buy and Sell Real Estate		3.2%	13
Plan to Sell Property Myself		3.0%	12
Use a Real Estate Broker		1.7%	7
None of the above / Does not apply		85.2%	346

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

Value		Percent	Responses
New Home Loan		4.2%	17
Home Remodel or Renovation Loan		2.2%	9
Business Construction Loan		1.0%	4
Home Construction Loan		1.2%	5
Equity Loan		2.0%	8
Land Loan		3.0%	12
Reverse Mortgage		0.5%	2
Real Estate Loan for existing home		1.7%	7
Refinance Home		2.7%	11
None of the above / Does not apply		85.2%	346



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		3.7%	15
Facebook		11.1%	45
Google		8.4%	34
Auction.com		1.5%	6
Homes & Land		3.7%	15
Homes.com		1.7%	7
HomeFinder		6.4%	26
MLS.com		9.9%	40
National Real Estate Co. Site		1.2%	5
Local MLS Site		16.5%	67
RealEstate.com		5.4%	22
Realtor.com		31.0%	126
Realty.com		3.4%	14
Redfin		0.2%	1
Trulia		10.3%	42
Zillow		35.2%	143
ZipRealty.com		1.2%	5
None of the above / Does not apply		41.4%	168

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


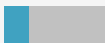
Value		Percent	Responses
Apartments.com		9.1%	37
Apartmentguide.com		3.2%	13
Craigslist		7.1%	29
Forrent.com		0.5%	2
HomeFinder.com		7.6%	31
Hotpads.com		1.2%	5
Rent.com		7.4%	30
Sublet.com		0.2%	1
Trulia		8.6%	35
Zillow		29.6%	120
None of the above / Does not apply		59.9%	243

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		74.1%	301
No, don't know who to call		25.9%	105

Total: 406

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		74.9%	304
No, don't know who to call		25.1%	102
















Total: 406

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

Value		Percent	Responses
Imported Beer		9.6%	39
Craft Beer		17.7%	72
Champagne		5.9%	24
Premium Hard Alcohol or Spirits		9.1%	37
White Wine		22.4%	91
Red Wine		20.4%	83
Cigars		3.0%	12
Major Brand Cigarettes		8.9%	36
Smokeless Tobacco		3.9%	16
Discount Cigarettes		8.1%	33
Discount Hard Alcohol or Spirits		7.9%	32
Domestic Beer		32.5%	132
Alcoholic Cider		6.7%	27
None of the above / Does not apply		33.5%	136
Recreational Marijuana		2.7%	11
Marijuana Accessories		2.2%	9
Vaping Kit		1.0%	4
Vaping Accessories		2.2%	9
Roll Your Own Cigarette Supplies		1.0%	4
E-Liquids / Vape Juice		2.2%	9
Pipe Tobacco		1.7%	7
Electronic Cigarette Supplies		2.7%	11

Value		Percent	Responses
Hookah Accessories		0.5%	2
Hookah		0.5%	2








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		38.5%	5
Cannabis Edibles		53.8%	7
Cannabis Tinctures		7.7%	1
Cannabis Vaporizers		15.4%	2
Cannabis Cleaning Tools or Supplies		15.4%	2
Cannabis Concentrates		30.8%	4
Cannabis Pre-Rolls		23.1%	3
Organic Cannabis Products		7.7%	1
Cannabis Oil		46.2%	6
Cannabis Beauty & Skin Care Products		23.1%	3
Cannabis Beverages		30.8%	4
Cannabis Chocolates		38.5%	5
Medical Cannabis		46.2%	6
CBD Cannabis		46.2%	6
None of the above / Does not apply		7.7%	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		28.6%	116
Specialty Teas		13.1%	53
Specialty Coffee		22.7%	92
Gourmet Deli Counter Items		15.0%	61
Cookies		45.3%	184
Snack Cakes		21.2%	86
Potato Chips		62.8%	255
Soft Drinks		48.5%	197
Energy Drinks		8.4%	34
Energy Bars		14.0%	57
Noodle Bowls		7.9%	32
Cupcakes		14.8%	60
Birthday Cake		18.0%	73
Beef Jerky or Meat Sticks		30.8%	125
Bottled Water		49.3%	200
Candy		43.1%	175
Fruit		69.0%	280
Nuts		48.0%	195
Chocolates		45.8%	186
Ice cream		52.7%	214
Cheese		79.8%	324
Artisan Bread		15.5%	63

Value		Percent	Responses
Sports Drinks		13.8%	56
Basic Condiments		38.2%	155
Canned Sauces		33.7%	137
Cereal		64.5%	262
Milk		78.8%	320
Chicken		80.5%	327
Pork		58.4%	237
Beef		75.1%	305
Game Meats		3.9%	16
Fish		39.9%	162
Pasta		62.8%	255
Snack Mixes		17.5%	71
Vegetables		68.2%	277
Olive Oil		42.9%	174
Balsamic Vinegar		15.8%	64
Frozen Entrees		44.3%	180
Eggs		83.5%	339
Locally Raised Beef, Pork, Poultry		19.2%	78
Locally Grown Fruit and Vegetables		36.5%	148
Locally Produced Honey		21.2%	86
Organic Food		10.8%	44
Pickled Vegetables		14.3%	58
Artisan Cheese		12.3%	50

Value		Percent	Responses
Alternative "Meat" Products		4.7%	19
Sausage		47.3%	192
Donuts		30.3%	123
Pastries		22.7%	92
None of the above / Does not apply		3.2%	13
Artisan Meats		1.0%	4
Artisan Condiments		1.5%	6

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

Value		Percent	Responses
Convenience		64.3%	261
Better Prices		80.5%	327
Variety		34.2%	139
Quality of Selection		52.0%	211
Quality of Produce		60.1%	244
Healthy Options		22.9%	93
Speed of Check Out		29.6%	120
Size of Store		10.3%	42
Number of Checkouts		20.7%	84
Cleanliness of Store		58.1%	236
Parking		30.5%	124
Help with Bagging/Packing		12.1%	49
Loyalty Tokens/Stamps		6.4%	26
Home Delivery		2.0%	8
None of the above / Does not apply		2.7%	11

127. Why do you shop locally rather than make purchases online? (Check all that apply)

Value		Percent	Responses
See, touch, feel and try out items		66.5%	270
Take items home immediately		62.8%	255
Return items more easily		34.5%	140
Enjoy the in-store experience		38.9%	158
Can ask questions to store associates		36.7%	149
To support local businesses		63.8%	259
More secure than online purchase		17.2%	70
Better prices		24.1%	98
Quality of service		29.8%	121
Better Selection		18.7%	76
Local flavor or uniqueness		17.0%	69
None of the above / Does not apply		5.2%	21













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		48.3%	196
Donate to a Charity		48.3%	196
Donate to a Church		47.5%	193
Donate to Political Party or Government Representative		9.6%	39
Volunteer at Church		26.8%	109
Volunteer for Nonprofit Group		21.4%	87
Vote in Upcoming Local Elections		47.0%	191
Vote in Upcoming State or National Elections		49.5%	201
Purchase Season Tickets for Performing Arts		6.7%	27
Attend a Holiday Themed Performance		24.4%	99
Community Activity		37.7%	153
Support an Organization		16.5%	67
Make a Donation		34.7%	141
Register to Vote		7.1%	29
None of the above / Does not apply		14.0%	57
Join a New Church		2.5%	10
Donate Vehicle		0.7%	3
Have a Baby		2.0%	8
Get Married		1.0%	4
Retire		2.7%	11
Look into Private Schooling for Children		0.2%	1

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		38.7%	157
Community Event		58.6%	238
Festival		40.6%	165
Live Performance		38.7%	157
Fundraising Event		28.3%	115
Seminar		9.9%	40
School Event		41.6%	169
Corporate Event		10.1%	41
Trade Show		15.8%	64
Conference		17.2%	70
Networking Event		6.7%	27
Radio Station Sponsored Event		8.4%	34
Television Station Sponsored Event		3.4%	14
Newspaper Sponsored Event		10.3%	42
None of the above / Does not apply		16.5%	67

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.)


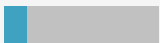
Value		Percent	Responses
Participate in Organized Athletics		8.6%	35
Use a Zip Line		4.9%	20
Go Camping		30.8%	125
Go Mountain Biking		3.4%	14
Go Touring on a Bicycle		3.7%	15
Go to a Community or City Swimming Pool		25.9%	105
Take a Guided Backpacking or Hiking Trip		2.5%	10
Attend a Horse Race		8.6%	35
Attend a Car, Truck or Motorsport Race		9.4%	38
Participate in City or Municipal Sponsored Programs		13.8%	56
Join or Change Health or Fitness Club		10.8%	44
None of the above / Does not apply		37.7%	153

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

Value		Percent	Responses
Local Business Website		24.9%	101
Local Business Blog		5.4%	22
Local Business Email		16.7%	68
CitySearch		4.9%	20
Snapchat		23.4%	95
Instagram		23.2%	94
Cinema Ads		13.3%	54
Facebook Business Page		34.5%	140
Reviews on Yelp! or Google+		6.9%	28
YouTube Promo Video		12.1%	49
Local Business Text Message		5.4%	22
Pandora		19.0%	77
Online Yellow Pages		6.9%	28
Google Search		60.8%	247
eBay		34.0%	138
Spotify		10.8%	44
Pinterest		39.4%	160
Google+ Local		8.1%	33
Clicked on Google Sponsored Ad		19.7%	80
LinkedIn		16.3%	66
Craigslist		20.9%	85
Bing		11.8%	48



Value		Percent	Responses
Twitter		20.0%	81
Amazon		76.8%	312
None of the above / Does not apply		5.4%	22
Digital Billboard		1.2%	5
Angie's List		2.0%	8

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

Value		Percent	Responses
Yes		84.7%	344
No		15.3%	62



Total: 406

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

Value		Percent	Responses
Yes		61.1%	248
No		38.9%	158























Total: 406

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










Value		Percent	Responses
Yes		37.7%	153
No		62.3%	253

Total: 406



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		54.9%	223
Arts and Entertainment		24.1%	98
Automotive - (General)		22.9%	93
Automotive - (New Vehicle Dealership)		13.3%	54
Automotive - (Used Vehicle Dealership)		16.7%	68
Automotive - (Auto Parts store)		11.8%	48
Automotive - (Auto Repair business)		4.9%	20
Automotive - (Auto Body shop)		3.0%	12
Tire Business		14.3%	58
Beauty and Spa Related Businesses		16.5%	67
Child Related Businesses		5.2%	21
Community and State Services		16.7%	68
Education		11.3%	46
Employment Related Businesses		10.1%	41
Event Planning and Services		5.7%	23
Family Activity Related Businesses		8.4%	34
Farm Equipment and Agriculture Businesses		6.7%	27
Financial Services		6.4%	26
Fitness Businesses or Providers		4.4%	18
General Retail		39.2%	159
Grocery / Market		27.8%	113
Home and Garden Related Businesses		18.5%	75

Value		Percent	Responses
Building Supply/Lumber Business		11.6%	47
Home Service Businesses		5.9%	24
Home Service Contractors		5.9%	24
Hotel and Travel Related Businesses		24.4%	99
Local Services		26.1%	106
Medical Related Businesses - (General)		12.6%	51
Medical Related Businesses - (Chiropractor)		4.9%	20
Medical Related Businesses - (Dentist)		8.9%	36
Medical Related Businesses - (Hospital)		3.2%	13
Nightlife Related Businesses		5.7%	23
Pet / Animal		24.9%	101
Professional Services		9.6%	39
Real Estate Service Businesses		5.9%	24
Recreation Related Businesses		8.1%	33
Restaurant / Bar / Lounge		31.8%	129
Senior Related Businesses		7.6%	31
Specialty Food and Drink		10.6%	43
General Retail - Children's Clothing Store		7.9%	32
General Retail - Clothing Accessory Store		14.0%	57
General Retail - Computer Store		7.4%	30
General Retail - Farming and Agriculture Business		5.4%	22
General Retail - Furniture Store		13.8%	56
General Retail - Hardware Store		11.6%	47










Value		Percent	Responses
General Retail - Home Entertainment Store		5.2%	21
General Retail - Jewelry Store		4.9%	20
General Retail - Major Appliance Store		8.6%	35
General Retail - Men's Clothing Store		14.8%	60
General Retail - Mobile Phone Store		6.2%	25
General Retail - Shoe Store		16.3%	66
General Retail - Women's Clothing Store		27.3%	111
None of the above / Does not apply		15.8%	64
Motorsport Businesses		2.0%	8

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




















Value		Percent	Responses
Yes		17.2%	70
No		82.8%	336












Total: 406

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

Value		Percent	Responses
Get a New Full Time Job		13.1%	53
Get a New Part Time Job		10.3%	42
Get a Temporary or Seasonal Job		5.7%	23
Use an Employment or Temporary Employment Agency		2.2%	9
Use a Career Counselor		0.5%	2
Get a Second (or Third) Job		5.2%	21
Get First Job after High School		0.5%	2
Get First Job after College		0.5%	2
None of the above / Does not apply		74.4%	302

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

Value		Percent	Responses
Retail		4.4%	18
Admin & Clerical		8.4%	34
Hotel - Hospitality		4.7%	19
Health Care		6.7%	27
Grocery		3.2%	13
Customer Service		8.1%	33
Management		3.7%	15
Education		3.9%	16
Government		3.9%	16
Restaurant - Food Services		3.2%	13
None of the above / Does not apply		70.2%	285
Agriculture		1.7%	7
Automotive		2.7%	11
Warehouse		2.5%	10
Construction		2.0%	8
Accounting		2.2%	9
Manufacturing		2.0%	8
Entry Level (New Graduate)		1.7%	7
Banking & Finance		1.7%	7
Child Care		1.7%	7
Real Estate		0.7%	3

Value		Percent	Responses
Insurance		1.2%	5
Legal		1.2%	5
Media		2.0%	8
NonProfit		2.5%	10
Installation - Maintenance - Repair		1.2%	5
Executive Level		2.2%	9
Engineering		1.2%	5
Sales & Marketing		2.7%	11
Information Technology		0.7%	3
Skilled Labor - Trades		1.7%	7
Transportation		1.7%	7

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		30.3%	123
Local Agency Site		16.3%	66
Craigslist		5.2%	21
Facebook		13.5%	55
Indeed.com		21.4%	87
LinkedIn		12.6%	51
Monster.com		5.9%	24
CareerBuilder		4.9%	20
GlassDoor		4.4%	18
SimplyHired.com		2.2%	9
AOL Jobs		0.7%	3
SnagAJob.com		3.9%	16
USAjobs.gov		7.1%	29
USAjobs.org		2.7%	11
ZipRecruiter		6.7%	27
JobDiagnosis		0.2%	1
None of the above / Does not apply		51.2%	208







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		19.5%	79
Yellow Pages directory		1.2%	5
Direct mail flyer		18.0%	73
Deal program/offer		6.2%	25
Facebook business page offer		13.1%	53
Billboard advertising		2.2%	9
None of the above / Does not apply		62.3%	253

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)		13.8%	56
Purchased an online deal to a local business in the past 3 months		11.6%	47
None of the above / Does not apply		80.0%	325

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		6.9%	28
Read ads and keep them - using one or two		41.1%	167
Read ads and keep them - without using any		3.4%	14
Read ads but throw away without using any		23.2%	94
Throw ads away unread		16.7%	68
Do not receive direct mail or advertisements at home or PO Box		8.6%	35

Total: 406

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


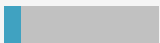
	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	14 3.4%	87 21.4%	182 44.8%	10 2.5%	22 5.4%	47 11.6%	44 10.8%	406
County election Count Row %	15 3.7%	75 18.5%	195 48.0%	14 3.4%	16 3.9%	45 11.1%	46 11.3%	406
State election Count Row %	11 2.7%	113 27.8%	157 38.7%	6 1.5%	24 5.9%	53 13.1%	42 10.3%	406
Total Total Responses								406

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

Value		Percent	Responses
Yes		80.8%	328
No		19.2%	78













Total: 406

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		88.7%	360
No		11.3%	46

Total: 406







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

Value		Percent	Responses
New Vehicle Dealership		5.4%	22
Used Vehicle Dealership		8.4%	34
New and Used Vehicle Dealership		12.6%	51
Automotive Service		11.1%	45
Tire Store		10.6%	43
Auto Parts Store		16.0%	65
Recreation Vehicle (RV) Dealership		2.7%	11
RV or Camper Repair		0.7%	3
Boat Service		0.2%	1
Motorcycle Dealer		1.7%	7
Motorcycle Repair Shop		0.7%	3
None of the above / Does not apply		62.1%	252












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

Value		Percent	Responses
Accountant or CPA		1.5%	6
Legal Firm or Attorney		2.7%	11
Insurance Agency		7.9%	32
Tax Advisor		3.4%	14
Telecommunications Provider		2.2%	9
Internet Service Provider		4.9%	20
None of the above / Does not apply		82.8%	336

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		1.0%	4
Hearing Aid Center		1.7%	7
Cardiologist		4.4%	18
Chiropractor		3.9%	16
Dentist		9.6%	39
Dermatologist		4.4%	18
Hospital		5.2%	21
Mental Health Provider		3.9%	16
Optometrist		3.9%	16
Pediatrician		1.2%	5
General Practitioner		9.1%	37
Rehabilitation Clinic		1.5%	6
Urgent Care Clinic		6.4%	26
Surgical Specialist		1.7%	7
Weight Loss Service		2.5%	10
None of the above / Does not apply		70.0%	284







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

Value		Percent	Responses
Carpet Cleaning Service		5.2%	21
Electrician		2.7%	11
Handyman		5.4%	22
Heating & Air Conditioning Service		5.7%	23
Remodeling Contractor		2.2%	9
General Contractor		1.7%	7
Landscaper		2.0%	8
Painting Contractor		0.7%	3
Plumber or Plumbing Contractor		4.2%	17
Roofing Contractor		3.7%	15
None of the above / Does not apply		80.0%	325









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		1.5%	6
Home Inspector		0.2%	1
Mortgage Broker		0.2%	1
Property Manager		1.2%	5
Realtor		6.4%	26
None of the above / Does not apply		91.6%	372


















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		1.0%	4
Automotive Loan Provider		0.5%	2
Financial Advisor		2.5%	10
Bank		10.3%	42
Credit Union		6.2%	25
None of the above / Does not apply		83.5%	339









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		11.3%	46
Ethnic Restaurant		7.4%	30
Family Style Restaurant		19.2%	78
Fast Food Restaurant		19.2%	78
Fine Dining Restaurant		12.8%	52
Pizza Restaurant		21.7%	88
Restaurant with Bar or Lounge		15.0%	61
None of the above / Does not apply		52.5%	213




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

Value		Percent	Responses
Building Supply-Lumber Yard		8.9%	36
Clothing Accessory Store		7.1%	29
Major Appliance Store		3.2%	13
Computer Store		4.2%	17
Farming and Agriculture Business		3.0%	12
Furniture Store		9.4%	38
Grocery Store		17.7%	72
Hardware Store		8.4%	34
Home Entertainment Store		3.2%	13
Jewelry Store		2.7%	11
Mobile Phone Store		4.9%	20
Shoe Store		9.1%	37
Specialty Food Business		1.7%	7
Women's Clothing Store		17.7%	72
Men's Clothing Store		6.9%	28
Children's Clothing Store		6.7%	27
None of the above / Does not apply		54.9%	223

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		4.2%	17
Any Child Related Business		3.9%	16
Any Event Planning Business		2.5%	10
Any Education Business		3.0%	12
Any Fitness Business		5.7%	23
Any Pet Related Business		12.6%	51
Any Senior Related Business		4.4%	18
None of the above / Does not apply		75.9%	308

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		23.6%	96
No		49.0%	199
Does not apply		27.3%	111
			Total: 406

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

Value		Percent	Responses
Arts and Entertainment		5.2%	5
Education		3.1%	3
General Retail		4.2%	4
Health and Medical		9.4%	9
Home Service Businesses		5.2%	5
Local Services		7.3%	7
Restaurant / Bar / Lounge		5.2%	5
Other		44.8%	43
Apparel and Accessories		2.1%	2
Automotive		2.1%	2
Beauty and Spa		2.1%	2
Child Related Businesses		1.0%	1
Fitness Businesses or Providers		1.0%	1
Hotel and Travel		2.1%	2
Motorsport Businesses		1.0%	1
Nightlife		1.0%	1
Pet / Animal		1.0%	1
Real Estate		2.1%	2

Total: 96








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.		40.6%	39
Computer Hardware		15.6%	15
Office Copier		4.2%	4
Business Logo Apparel		26.0%	25
Networking Hardware or Software		7.3%	7
Office Furniture, Fixtures or Interiors		10.4%	10
Office Cleaning Supplies		21.9%	21
Office Supplies		47.9%	46
Office Printer		10.4%	10
Promotional Items		21.9%	21
Security System		3.1%	3
Telephone Systems		3.1%	3
Uniforms or Work Clothing		12.5%	12
None of the above / Does not apply		21.9%	21








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		9.4%	9
Business Advertising		6.3%	6
Business Computer Consulting		3.1%	3
Business Internet Services		5.2%	5
Business Internet Service Provider		3.1%	3
Business Marketing Services		4.2%	4
Business Payroll Services		3.1%	3
Business Printing Services		4.2%	4
Business Sign Company Services		3.1%	3
None of the above / Does not apply		81.3%	78
Business Financial Consulting		1.0%	1
Business Cellular Phone Service		1.0%	1
Business Construction Contractor		1.0%	1
Business Employment Agency		1.0%	1
Business Legal Services or Attorney		1.0%	1
Business Meetings or Conventions		1.0%	1
Business Recruitment		2.1%	2
Business Staffing or Temp Services		1.0%	1
Business General Broadcast Media Service		1.0%	1
Business Radio Media Service		1.0%	1








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

Value		Percent	Responses
Rent New Office		2.1%	2
Add New Locations		3.1%	3
Renovate Existing Facilities		7.3%	7
Construct New Facilities		7.3%	7
Buy or Rent Warehouse space		1.0%	1
Install New Commercial Carpeting		1.0%	1
None of the above / Does not apply		80.2%	77


















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

Value		Percent	Responses
Purchase New Business Automobiles		2.1%	2
Purchase New Business Trucks		3.1%	3
Purchase Used Business Trucks		6.3%	6
Lease New Business Automobiles		2.1%	2
Purchase New Heavy Duty or Commercial Business Trucks		1.0%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.0%	1
None of the above / Does not apply		88.5%	85

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

Value		Percent	Responses
Business Insurance		3.1%	3
Business Health Insurance		3.1%	3
Business Dental Insurance		1.0%	1
Business 401K or Retirement Program		2.1%	2
Business Property Insurance		3.1%	3
Business Commercial Insurance		3.1%	3
None of the above / Does not apply		90.6%	87

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

Value		Percent	Responses
Local Newspaper		33.3%	32
Local Newspaper Site		9.4%	9
Local Radio		16.7%	16
Local Television		7.3%	7
Local Free or Alternative publication		6.3%	6
Other Print Publications		10.4%	10
Facebook		45.8%	44
Twitter		4.2%	4
Other Social Media		15.6%	15
Search Engine Optimization (SEO, SEM)		5.2%	5
Word of Mouth or Referrals		37.5%	36
Billboards		7.3%	7
Direct Mail		12.5%	12
Coupons or "Deal of the Day"		3.1%	3
Yellow Pages		3.1%	3
Banner Ads		11.5%	11
Online Advertising		19.8%	19
None of the above / Does not apply		16.7%	16
Fliers or Door Hangers		2.1%	2


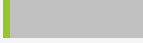
163. Which of the following do you invest in to drive your business? (Check all that apply)

Value		Percent	Responses
Have an ongoing digital marketing campaign		5.2%	5
Use social media for promoting business		22.9%	22
Website optimized for mobile (responsive)		15.6%	15
Ongoing search optimization (SEO, SEM)		4.2%	4
Banner ads		9.4%	9
Cost-per-click ads (CPC, PPC)		4.2%	4
Programmatic ads		3.1%	3
Video ads		5.2%	5
Google ads (Adwords)		4.2%	4
Facebook ads		26.0%	25
Sponsored content		2.1%	2
Email advertising		9.4%	9
Site analytics		4.2%	4
Digital ads through newspaper		6.3%	6
None of the above/Does not apply		44.8%	43

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		10.4%	10
Use social media for promoting business		13.5%	13
Website optimized for mobile (responsive)		6.3%	6
Ongoing search optimization (SEO, SEM)		6.3%	6
Banner ads		5.2%	5
Cost-per-click ads (CPC, PPC)		3.1%	3
Retargeting ads		3.1%	3
Video ads		6.3%	6
Google ads (Adwords)		9.4%	9
Facebook ads		20.8%	20
Sponsored content		3.1%	3
Email advertising		9.4%	9
Site analytics		6.3%	6
Use a Digital Agency		1.0%	1
Digital ads through newspaper		5.2%	5
None of the above/Does not apply		60.4%	58

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

Value		Percent	Responses
No		94.7%	89
Don't know		5.3%	5

Total: 94

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

Value		Percent	Responses
0%		4.2%	17
1% - 25%		43.3%	176
26% - 50%		22.4%	91
51% - 75%		18.0%	73
76% - 100%		12.1%	49
			Total: 406
			Avg 35%







167. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		2.0%	8
25 - 30		3.7%	15
31 - 34		3.4%	14
35 - 40		6.9%	28
41 - 45		6.9%	28
46 - 49		5.9%	24
50 - 54		8.9%	36
55 - 60		15.8%	64
61 - 69		28.3%	115
70 or older		18.2%	74

Total: 406









Avg 60

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

Value		Percent	Responses
Metro / Urban		6.7%	27
Small/Mid-Size Town		54.9%	223
Suburban		6.7%	27
Rural		29.8%	121
Vacation community		1.2%	5
Other		0.7%	3

Total: 406

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		0.7%	3
High School Graduate (12th grade)		13.5%	55
Vocational or Technical Training		10.1%	41
Some College		23.6%	96
College Graduate		27.8%	113
Some Post-Graduate Study (No Advanced Degree)		7.9%	32
Post-Graduate Degree		16.0%	65

Total: 406

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

Value		Percent	Responses
Under \$20,000		9.3%	37
\$20,000 - \$24,999		4.8%	19
\$25,000 - \$29,999		4.8%	19
\$30,000 - \$34,999		5.3%	21
\$35,000 - \$39,999		5.0%	20
\$40,000 - \$44,999		6.3%	25
\$45,000 - \$49,999		6.5%	26
\$50,000 - \$74,999		21.6%	86
\$75,000 - \$99,999		15.5%	62
\$100,000 - \$124,999		11.0%	44
\$125,000 - \$149,999		5.5%	22
\$150,000 - \$200,000		2.5%	10
Over \$200,000		2.0%	8





Total: 399
Avg \$69,649

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.0%	4
Black or African-American		1.7%	7
White or Caucasian		90.6%	368
Hispanic		2.2%	9
Other		0.5%	2
Prefer not to answer		3.9%	16

Total: 406

173. Are you...





Value		Percent	Responses
Male		24.6%	100
Female		71.9%	292
Transgender Male		0.2%	1
Prefer not to answer		3.2%	13

Total: 406

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


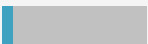



Value	Percent	Responses
Single Family Home	84.5%	343
Apartment	8.4%	34
Condominium	1.7%	7
Mobile Home	3.4%	14
Other	2.0%	8
		Total: 406

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



Value		Percent	Responses
Owned		77.6%	315
Rented		17.7%	72
Occupied Without Payment of Rent		2.0%	8
Other		2.7%	11

Total: 406

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

Value		Percent	Responses
None		75.9%	308
1		8.4%	34
2		8.6%	35
3		4.4%	18
4 or more		2.7%	11
			Total: 406

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

Value		Percent	Responses
Yes		41.6%	168
No		58.4%	236

Total: 404