

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

## Response Counts

Completion Rate:

100%



Complete




602

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Total: 602

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	602
			<b>Total: 602</b>

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



	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	112 18.6%	125 20.8%	243 40.4%	122 20.3%	602
Business news Count Row %	177 29.4%	230 38.2%	150 24.9%	45 7.5%	602
Government news Count Row %	257 42.7%	217 36.0%	89 14.8%	39 6.5%	602
High school sports news Count Row %	55 9.1%	91 15.1%	244 40.5%	212 35.2%	602
Crime news Count Row %	255 42.4%	227 37.7%	90 15.0%	30 5.0%	602
Clubs and organizations news Count Row %	102 16.9%	197 32.7%	234 38.9%	69 11.5%	602
Total Total Responses					602

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 %	3 0.5%	13 2.2%	64 10.6%	296 49.2%	206 34.2%	20 3.3%	602
Local news coverage Count Row %	6 1.0%	15 2.5%	52 8.6%	274 45.5%	236 39.2%	19 3.2%	602
Reporting objectivity Count Row %	22 3.7%	43 7.1%	133 22.1%	242 40.2%	133 22.1%	29 4.8%	602
Headline objectivity Count Row %	24 4.0%	42 7.0%	112 18.6%	269 44.7%	131 21.8%	24 4.0%	602
Local school news Count Row %	4 0.7%	11 1.8%	110 18.3%	230 38.2%	119 19.8%	128 21.3%	602
County news coverage Count Row %	7 1.2%	21 3.5%	61 10.1%	309 51.3%	183 30.4%	21 3.5%	602
Local city/community news coverage Count Row %	7 1.2%	15 2.5%	47 7.8%	295 49.0%	213 35.4%	25 4.2%	602
Environmental news coverage Count Row %	7 1.2%	20 3.3%	124 20.6%	286 47.5%	128 21.3%	37 6.1%	602
Courts and cops news coverage Count Row %	5 0.8%	13 2.2%	90 15.0%	290 48.2%	168 27.9%	36 6.0%	602
Local sports coverage Count Row %	1 0.2%	6 1.0%	97 16.1%	199 33.1%	163 27.1%	136 22.6%	602




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	2	10	82	270	200	38	602
Count	0.3%	1.7%	13.6%	44.9%	33.2%	6.3%	
Row %							
People and features coverage	3	10	91	283	179	36	602
Count	0.5%	1.7%	15.1%	47.0%	29.7%	6.0%	
Row %							
Total							
Total Responses							602

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

Value		Percent	Responses
Yes		57.5%	346
No		42.5%	256


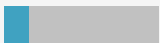
**Total: 602**

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		34.4%	119
No		61.3%	212
None of the above / Does not apply		4.3%	15

**Total: 346**




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

Value		Percent	Responses
Yes		83.6%	503
No		16.4%	99

**Total: 602**


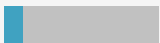


7. In the past 30 days, have you or a member of your household purchased or sought out more information on a local product or service that you saw advertised on a local television station?

Value		Percent	Responses
Yes		37.6%	189
No		58.3%	293
None of the above / Does not apply		4.2%	21



**Total: 503**

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

Value		Percent	Responses
Yes		88.4%	532
No		11.6%	70






**Total: 602**

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		58.3%	310
No		41.7%	222

**Total: 532**




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

Value		Percent	Responses
1		39.3%	209
2		52.1%	277
3		6.2%	33
4		1.3%	7
5 or more		1.1%	6
			<b>Total: 532</b>

### Statistics

Average 1.7

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













Value		Percent	Responses
Adult male		71.4%	380
Adult female		74.1%	394
Minor under 18		1.9%	10

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

Value		Percent	Responses
Yes, always		18.6%	99
Yes, frequently		31.0%	165
Yes, sometimes		32.3%	172
Seldom		16.0%	85
Never		2.1%	11

Total: 532

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		18.6%	99
Local Daily Newspaper		88.0%	468
Local Paid Weekly Community Newspaper		20.7%	110
Local Free Weekly Print Publication (a Shopper or Newspaper)		51.5%	274
Local Alternative Publication		5.6%	30
Local City or Regional Magazine		31.0%	165
Local Specialty Publication		16.7%	89
Local Business Publication		11.3%	60
Local Ethnic Publication		0.8%	4
Local Parenting Publication		0.9%	5
Local Senior Publication		13.5%	72
None of the above / Does not apply		0.9%	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 Row %	61 11.5%	108 20.3%	263 49.4%	100 18.8%	532
Retail Store Ads Count Row %	148 27.8%	212 39.8%	152 28.6%	20 3.8%	532
Ad Inserts Count Row %	126 23.7%	174 32.7%	177 33.3%	55 10.3%	532
Real Estate Ads Count Row %	25 4.7%	91 17.1%	276 51.9%	140 26.3%	532
Automotive Ads Count Row %	19 3.6%	72 13.5%	271 50.9%	170 32.0%	532
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.) Count Row %	83 15.6%	188 35.3%	233 43.8%	28 5.3%	532
Political Ads Count Row %	37 7.0%	85 16.0%	237 44.5%	173 32.5%	532
Legal Notices Count Row %	27 5.1%	41 7.7%	207 38.9%	257 48.3%	532
Total Total Responses					532






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		56.0%	337
Posted on a Government Website		11.0%	66
No preference		33.1%	199

**Total: 602**

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		16.3%	98
No		82.6%	497
Don't know		1.2%	7
			<b>Total: 602</b>

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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		33.7%	33
Satisfactory response (received many inquiries)		34.7%	34
Poor response (received very few inquiries)		31.6%	31








**Total: 98**

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

Value		Percent	Responses
Yes		36.7%	221
No		63.3%	381






















**Total: 602**

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

Value		Percent	Responses
Daily		11.8%	71
Couple times week		11.6%	70
Weekly		6.1%	37
Couple times month		9.3%	56
Monthly		4.0%	24
Less Monthly		23.1%	139
Have not visited / Does not apply		34.1%	205














**Total: 602**

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		3.3%	20
Auto Detailing Shop		6.8%	41
Oil Change Station		43.9%	264
Auto Parts Store		29.9%	180
Auto Repair Shop		22.6%	136
Auto Battery Store		9.1%	55
Auto Window Tinting		3.7%	22
Car Wash		56.5%	340
Gas Station		80.6%	485
New Vehicle Dealership		18.1%	109
Used Vehicle Dealership		8.6%	52
Tire Store		18.8%	113
None of the above / Does not apply		6.5%	39
Auto Glass Repair Shop		1.7%	10
Auto Paint Shop		0.8%	5
Auto Salvage Yard		1.8%	11
Auto Towing Service		1.2%	7
Auto Stereo Installation		0.8%	5
Car Audio Store		0.3%	2
Commercial Truck Dealership		0.5%	3
Pick and Pull Lot		1.2%	7

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		2.8%	17
RV or Camper Repair		2.0%	12
Trailer & Utility Trailer		1.5%	9
Trailer Rental Service		1.2%	7

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		3.3%	20
Boating Accessory Store		7.1%	43
Boat Repair Shop		3.3%	20
Boat Rental Service		2.2%	13
All-Terrain Vehicle (ATV) Dealer		1.2%	7
Watercraft Dealer		0.5%	3
Watercraft Rental Shop		1.0%	6
Motorcycle Dealer		4.2%	25
Motorcycle Repair Shop		3.8%	23
Motorcycle Accessory Store		3.7%	22
Golf Cart Dealer		4.3%	26
Boat and RV Storage Facility		2.8%	17
None of the above / Does not apply		78.1%	470








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













Value		Percent	Responses
New Farm Equipment Dealer		0.5%	3
Used Farm Equipment Dealer		1.0%	6
Farm Truck and Tractor Repair Shop		1.0%	6
Agriculture Farm Supply Store		8.8%	53
Agricultural Service		0.8%	5
Farming Structure Building Contractor		0.5%	3
Animal Feed Store		6.6%	40
None of the above / Does not apply		86.0%	518

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		16.6%	100
Bakery		46.7%	281
Specialty Cake Bakery		5.3%	32
Cupcake Shop		3.5%	21
Donut Shop		28.1%	169
Beverage Distributor		11.3%	68
Beer Shop		15.8%	95
Brewery or Brew Pub		22.6%	136
Candy Store		7.6%	46
Cheese Shop		10.3%	62
Chocolate Shop		8.5%	51
Coffee & Tea Shop		22.8%	137
Espresso or Coffee Shop		24.6%	148
Cookie Store		4.7%	28
Convenience Store		60.5%	364
Dessert Restaurant		6.1%	37
Distillery		5.6%	34
Ethnic Food Restaurant		30.9%	186
Ice Cream or Frozen Yogurt Shop		40.5%	244
Smoothie or Juice Bar		6.8%	41
Liquor Store		53.3%	321

Value		Percent	Responses
Tea Shop		4.0%	24
Winery		7.0%	42
Wine Shop		16.1%	97
None of the above / Does not apply		8.5%	51
U-Brew Beer or Wine Store		2.5%	15























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		21.3%	128
Grocery Store (Discount)		49.2%	296
Grocery Store (Ethnic)		7.1%	43
Farmers Market		49.2%	296
Grocery Store (Co-op)		9.8%	59
Grocery Store (Independent/Citywide)		18.9%	114
Grocery Store (Major or Regional Chain)		93.4%	562
Meat Market or Butcher Shop		23.9%	144
Grocery Store (Neighborhood/Local/Mom & Pop)		15.6%	94
Seafood Market		26.1%	157
Specialty Food Market		11.3%	68
None of the above / Does not apply		1.0%	6

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		42.7%	257
Day Spa		7.6%	46
Eyelash Extension Salon		1.7%	10
Hair Removal Salon		2.0%	12
Hair and Beauty Salon (Find New or Change Existing)		50.5%	304
Makeup Artist		0.5%	3
Massage Spa		13.3%	80
Nail Salon		36.0%	217
Skin Care Store		3.3%	20
Tanning Salon		1.8%	11
Tattoo Studio		3.5%	21
None of the above / Does not apply		17.8%	107

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		3.8%	23
Arts & Crafts Fair		42.7%	257
Casino		16.9%	102
Community Theatre		28.2%	170
Movie Theater		51.8%	312
Museum		25.9%	156
Live Theater		27.9%	168
Performing Arts Center		25.1%	151
Bingo Hall		7.0%	42
Social Club		12.0%	72
Stadium or Arena		19.3%	116
Rodeo		5.6%	34
Wine Tour		5.1%	31
Music Festival		21.1%	127
Wine Festival		7.8%	47
Food Festival		32.7%	197
Seasonal Festival		35.2%	212
Arts Organization		10.0%	60
Cultural Center		22.3%	134
Local Festival		36.2%	218
Historical Society		14.1%	85
None of the above / Does not apply		12.6%	76

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		19.9%	120
Professional Sports Team		23.3%	140
Amusement Center / Park		24.8%	149
Family Play Center		4.2%	25
Family Entertainment Center		10.5%	63
Go Kart Track		3.5%	21
Horseback Riding		3.2%	19
Outdoor Park		35.7%	215
Ice Skating or Roller Rink		4.3%	26
Athletic Club		11.5%	69
Zoo		19.9%	120
None of the above / Does not apply		36.2%	218












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		0.5%	3
CrossFit Gym		1.7%	10
Dance Studio		2.7%	16
Fitness Boot Camp		1.0%	6
Exercise Classes		17.6%	106
Gym, Fitness or Athletic Club		30.2%	182
Martial Arts Studio		1.3%	8
Personal Trainer		2.2%	13
Rock Climbing Gym		0.2%	1
Swimming Lessons		1.5%	9
Yoga Studio		7.8%	47
None of the above / Does not apply		57.1%	344











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		1.5%	9
Bait & Tackle Shop		19.6%	118
Bicycle Shop		9.3%	56
Bicycle Repair Shop		9.8%	59
Bicycle Rental Service		1.5%	9
Bowling Alley		14.6%	88
Dive Shop		1.2%	7
Fishing Supply Store		16.4%	99
Golf Course		24.9%	150
Golf Driving Range		15.9%	96
Golf Pro Shop		13.3%	80
Gun Shooting Range		18.9%	114
Gun Store		14.6%	88
Miniature Golf Course		7.5%	45
Outdoor Gear Store		5.6%	34
Ski Shop		0.2%	1
New Sporting Goods Store		9.0%	54
Used Sporting Goods Store		6.5%	39
None of the above / Does not apply		36.4%	219

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		4.7%	28
Bar, Lounge or Pub		41.7%	251
Comedy Club		18.6%	112
Dancing or Night Club		8.6%	52
Music or Concert Hall		30.1%	181
Billiard Hall		4.2%	25
Sports Bar		29.2%	176
Wine Bar		10.1%	61
None of the above / Does not apply		33.7%	203

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		9.6%	58
Card or Stationery Store		16.8%	101
Announcement Printing Service		3.2%	19
Catering Service		3.8%	23
Disc Jockey (DJ)		0.5%	3
Event Coordinator		1.0%	6
Hotel Meeting Room or Event Space		4.5%	27
Musician or Band		7.1%	43
Party Supply Store		13.1%	79
Photographer		3.7%	22
Event Space or Venue		4.2%	25
Videographer		1.3%	8
Wedding Venue or Banquet Hall		0.8%	5
Wedding Planner		0.5%	3
None of the above / Does not apply		63.1%	380

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















Value		Percent	Responses
Continuing Education Courses		9.5%	57
University		4.7%	28
Community College		3.7%	22
Elementary School		3.5%	21
Middle or High School		4.5%	27
Adult Education School		5.1%	31
Lecture or Seminar Series		5.3%	32
None of the above / Does not apply		69.4%	418
Preschool		1.2%	7
Art School		2.7%	16
Charter School		0.5%	3
Culinary School		2.2%	13
Beauty School		0.7%	4
Dance Studio		2.0%	12
Driving School		1.0%	6
Language School		0.8%	5
Musical Instruments and Lessons		2.5%	15
Tutoring Center		0.8%	5
Private Elementary School		0.5%	3
Private Middle School		0.2%	1
Private High School		0.3%	2

Value		Percent	Responses
Private K-12 School		0.5%	3
Private Tutor		1.0%	6
Vocational School		1.8%	11
Real Estate School		1.2%	7
Aviation / Flight School		1.0%	6
Graduate school		2.2%	13
Parochial School		0.2%	1

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		26.2%	158
Credit Union		13.1%	79
Financial Advisor		11.1%	67
Stockbroker		4.7%	28
None of the above / Does not apply		65.1%	392

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

Value		Percent	Responses
Auto Broker		2.0%	12
Bankruptcy Service		0.5%	3
Business Development Service		1.2%	7
Bookkeeping Service		4.3%	26
Car Leasing Service		4.2%	25
Check Cashing Service		2.2%	13
Credit Repair Service		0.8%	5
Credit Counseling Service		1.0%	6
Debt Consolidation Company		1.8%	11
Money Transfer Service		3.0%	18
Payday Loan Company		0.7%	4
Tax Return Service		31.6%	190
Title Loan Company		1.2%	7
None of the above / Does not apply		58.5%	352



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		9.3%	56
Dentist		38.7%	233
General Practitioner		23.9%	144
Family Practitioner		21.6%	130
Optometrist		20.1%	121
Pediatrician		3.7%	22
None of the above / Does not apply		45.3%	273

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		19.6%	118
Hospital		6.0%	36
Medical Clinic		9.6%	58
Mental Health Service		2.8%	17
None of the above / Does not apply		72.1%	434

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

Value		Percent	Responses
Acupuncturist		6.5%	39
Allergy or Asthma Specialist		9.5%	57
Cardiologist		33.2%	200
Cancer Specialist		8.3%	50
Mental Health Provider		5.3%	32
Dermatologist		42.4%	255
Denture or Implant Specialist		12.1%	73
Cosmetic Dentist		3.2%	19
Obstetrician & Gynecologist		11.3%	68
Oral Surgeon		3.2%	19
Ear, Nose & Throat Doctor		14.1%	85
Gastroenterologist		13.5%	81
Internal Medicine Doctor		28.4%	171
Massage Therapist		16.6%	100
Oncologist		5.5%	33
Ophthalmologist		22.9%	138
Orthopedist		7.3%	44
Physical Therapist		11.1%	67
Podiatrist		8.1%	49
Urologist		14.5%	87
None of the above / Does not apply		12.8%	77

















Value		Percent	Responses
Cardiovascular Surgeon		2.8%	17
Cryotherapy		0.3%	2
Cosmetic or Plastic Surgeon		1.8%	11
Orthodontist		2.7%	16
Home Health Care Provider		1.7%	10
Naturopathic Practitioner		1.3%	8
Nutritionist or Dietician		2.2%	13
Psychiatrist		2.8%	17
Surgical Specialist		2.8%	17

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

Value		Percent	Responses
Audiology Clinic		7.3%	44
Blood Donation Center		8.3%	50
Hearing Aid Center		16.4%	99
Laboratory or Medical Testing Facility		30.9%	186
Medical Imaging Service		18.6%	112
Medical Supply Store		3.2%	19
Pain Management Physician		9.1%	55
Pain Clinic		3.7%	22
Sleep Disorder Clinic		3.8%	23
Urgent Care Clinic		6.3%	38
Walk-In Clinic		14.5%	87
Vascular Surgeon or Vein Center		3.7%	22
None of the above / Does not apply		34.2%	206
Alcoholism Treatment Program		0.3%	2
Alzheimer's or Memory Care Facility		1.3%	8
Drug Addiction Treatment Center		0.2%	1
Drug Testing Service		0.5%	3
Hospice Care Provider		0.3%	2
Laser Eye Surgery Clinic		2.8%	17
Memory Care Facility		0.3%	2
Medical Marijuana Authorization		2.8%	17

Value		Percent	Responses
Medical Marijuana Dispensary		2.8%	17
Medical Spa		0.8%	5
Mental Health Service		2.0%	12
Mental Health Clinic		1.3%	8
Pain Control Clinic		2.7%	16
Physical Health Center		1.5%	9
Rehabilitation Clinic		1.2%	7
Sports Medicine Clinic		0.7%	4








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		63.3%	381
Regional Airport		39.5%	238
Bed & Breakfast		10.0%	60
Campground		9.8%	59
Cruise Line		22.9%	138
Hotel or Motel (Local)		7.1%	43
Hotel or Motel (Out-of-Town)		64.0%	385
Luggage-Travel Store		0.7%	4
RV Rental Company		1.0%	6
Ski Resort		0.3%	2
Tour Company		5.8%	35
Shuttle Service		11.6%	70
Limo Service		3.3%	20
Taxi Service		7.5%	45
Travel Agent		9.1%	55
None of the above / Does not apply		17.8%	107



















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

Value		Percent	Responses
Auction House		5.1%	31
Courier or Delivery Service		5.3%	32
Compost / Yard Waste Service		4.3%	26
Dry Cleaning or Laundry Service		23.1%	139
Electronics Repair Shop		4.5%	27
Information Technology (IT) Service		3.5%	21
Jewelry Repair Shop		14.0%	84
Mail Store		29.7%	179
Printing Service		5.5%	33
Propane Dealer		13.5%	81
Junkyard		3.5%	21
Recycling Center		16.4%	99
Self-Storage Facility		9.1%	55
Sewing and Alterations Shop		6.8%	41
Shipping Center		22.6%	136
Shoe Repair Shop		4.0%	24
Watch or Clock Repair Shop		11.3%	68
Mobile or Cell Phone Repair Shop		4.3%	26
Tool / Equipment Rental Service		3.7%	22
Car Rental Agency		14.5%	87
None of the above / Does not apply		23.9%	144







Value		Percent	Responses
Bottled Water Delivery Service		1.7%	10
Moving Truck Rental Company		1.5%	9
Propane Home Heating Service		1.5%	9
Small Engine Repair Shop		2.8%	17
Funeral Service Provider		1.2%	7
Cremation Service Provider		1.5%	9
Marriage Counselor		0.7%	4






















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

Value		Percent	Responses
Chamber of Commerce		12.1%	73
Charity or Philanthropic Organization		10.8%	65
Church		46.0%	277
City or Municipal Service		14.6%	88
Community Organization		7.8%	47
Government or Political Service		3.2%	19
Community Service or Non-Profit Organization		9.6%	58
City Center		4.0%	24
City or Town Hall		13.1%	79
Civic Center		5.3%	32
Community Center		16.8%	101
Convention Center		3.8%	23
County Government Office		19.6%	118
Department of Social Services		3.8%	23
Employment Center		2.0%	12
Government Economic Program		0.8%	5
Youth Organization		2.8%	17
None of the above / Does not apply		28.6%	172

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		14.5%	87
Painting Contractor		13.3%	80
Plumber or Plumbing Contractor		13.5%	81
None of the above / Does not apply		71.6%	431

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		10.1%	61
Air Duct Cleaning Service		8.6%	52
Carpenter or Woodworker		5.8%	35
Carpet Installation Contractor		4.7%	28
Concrete Contractor		3.7%	22
Countertop Contractor		5.1%	31
Drywall Installation or Repair Contractor		4.7%	28
Deck Builder		3.0%	18
Fencing Contractor		3.3%	20
Furnace Contractor		3.0%	18
Flooring Installation Service		9.1%	55
Handyman		27.9%	168
Home Security Company		4.0%	24
Home Maintenance Service		4.0%	24
Heating & Air Conditioning Service		34.1%	205
Garage Door Contractor		3.5%	21
Garbage Collection Service		15.8%	95
General Contractor		5.0%	30
Gutter Installation or Repair Contractor		4.0%	24
Junk Removal or Hauling Service		3.5%	21
Kitchen or Bath Remodeling Company		4.5%	27

Value		Percent	Responses
Landscaping Service		16.1%	97
Roofing Contractor		6.0%	36
Septic Tank Contractor		3.7%	22
Tile Contractor		3.5%	21
Window Installer		4.2%	25
None of the above / Does not apply		28.1%	169
Asphalt / Paving Contractor		1.5%	9
Alternative Energy Service		1.5%	9
Demolition Contractor		0.7%	4
Fire & Water Damage Restoration Service		0.2%	1
Foundation Contractor		0.8%	5
Garage Builder		1.2%	7
Insulation Installer		0.8%	5
Mover or Moving Company		2.7%	16
New Home Builder		1.7%	10
Landscape Architect		0.7%	4
Remodeling Contractor		2.8%	17
Siding Installation or Repair Contractor		1.2%	7
Stone or Marble Company		1.7%	10
Solar Energy Contractor		1.8%	11
Waterproofing Contractor		0.5%	3
Water Well Drilling Contractor		1.0%	6

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





Value		Percent	Responses
Arborist		3.8%	23
Carpet Cleaning Service		9.3%	56
Furnace Cleaning Service		4.8%	29
Home Pressure Washing Service		12.8%	77
Home Gardening Service		4.5%	27
House Cleaning Service		13.3%	80
Key or Locksmith Service		3.7%	22
Lawn Care Service		30.7%	185
Landscaper		8.3%	50
Pest Control Service or Exterminator		29.7%	179
Pool Cleaning Service		15.9%	96
Shades & Blinds Installation Service		3.3%	20
Television or Internet Service Provider		26.4%	159
Water Treatment Supply & Service		3.7%	22
Window & Door Installation Service		4.2%	25
None of the above / Does not apply		32.6%	196
Awning & Tent Company		1.0%	6
Bathtub Refinishing Service		1.5%	9
Cabinet Refacing Service		2.0%	12
Furniture Upholstery Service		2.3%	14
Fuel or Oil Home Heating Service		1.8%	11
Interior Designer		1.3%	8
Wallcoverings Store		0.3%	2

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		0.7%	4
Assisted Living Facility		1.7%	10
Retirement Home		0.8%	5
Nursing Home		0.7%	4
55+ Housing Community		9.1%	55
Senior Center		5.6%	34
Adult Day Care		0.3%	2
Geriatric Physician		1.5%	9
Respite Relief Provider		0.3%	2
Senior Care Placement Agency		0.3%	2
None of the above / Does not apply		83.6%	503













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

Value		Percent	Responses
Childcare or Daycare		2.2%	13
Summer Camp		2.8%	17
Sports Camp		1.5%	9
None of the above / Does not apply		95.2%	573

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		12.1%	73
Children's Shoe Store		5.1%	31
Children's Furniture Store		1.3%	8
None of the above / Does not apply		87.7%	528





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		4.8%	29
Animal Daycare		3.8%	23
Emergency Animal Hospital		3.3%	20
Pet Boarding		9.6%	58
Pet Groomer		18.4%	111
Pet Sitter		8.0%	48
Pet Trainer		0.8%	5
Pet Walker		0.5%	3
Veterinarian		42.0%	253
None of the above / Does not apply		50.8%	306














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		5.5%	33
Bird Specialty Store		0.8%	5
Bird Shop		0.3%	2
Pet Boutique		1.3%	8
Fish or Aquarium Store		2.3%	14
Pet Store		36.0%	217
None of the above / Does not apply		58.8%	354

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

Value		Percent	Responses
Property Manager		1.8%	11
Realtor		7.3%	44
Real Estate Brokerage Firm		2.0%	12
None of the above / Does not apply		90.7%	546

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		1.8%	11
Developer		0.5%	3
Estate Appraiser		1.3%	8
Estate Liquidator		0.7%	4
Home Inspector		4.2%	25
Home Staging Company		0.5%	3
Manufactured or Modular Home Builder		0.7%	4
New Home Builder		2.0%	12
Mortgage Banker		2.7%	16
Mortgage Broker		3.0%	18
Real Estate Appraiser		5.1%	31
Title & Escrow Company		4.7%	28
None of the above / Does not apply		87.2%	525
























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		60.5%	364
Family Style Restaurant		45.8%	276
Buffet Restaurant		23.4%	141
Fine Dining Restaurant		38.9%	234
Restaurant with Lounge or Bar		39.9%	240
Pizza Restaurant		54.8%	330
Ethnic Restaurant		20.1%	121
Chinese Restaurant		37.4%	225
Mexican Restaurant		45.0%	271
Italian Restaurant		44.5%	268
Japanese or Sushi Restaurant		15.8%	95
Thai Restaurant		15.6%	94
Indian Restaurant		6.1%	37
None of the above / Does not apply		4.7%	28

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






















Value		Percent	Responses
Art Supply Store		6.5%	39
Art Gallery		5.0%	30
Craft Supply Store		24.6%	148
Home and Office Battery Store		5.0%	30
Bookstore		30.2%	182
Candle Shop		7.3%	44
Cigar Store		4.5%	27
Computer Store		13.3%	80
Department Store		67.4%	406
Discount Store		63.6%	383
Drugstore or Pharmacy		75.6%	455
Electronics Store		18.3%	110
Fabric Store		13.1%	79
Florist		8.1%	49
Gift Shop		16.1%	97
Herb Shop or Herbalist		3.8%	23
Hobby Shop		17.6%	106
Mobile Phone Store		18.8%	113
Music and Video Store		3.8%	23
Music Instrument Store		3.0%	18
Music Store		3.8%	23


















Value		Percent	Responses
Office Equipment & Supply Store		23.1%	139
Outlet Store		37.7%	227
Pawn Shop		5.0%	30
Flea Market		28.9%	174
Religious Supply or Gift Shop		3.8%	23
Shopping Center		46.5%	280
Consignment Shop		31.7%	191
Tobacco Store		4.7%	28
Vape or Smoke Shop		3.7%	22
Toy Store		4.8%	29
Record Store		3.0%	18
Vitamin or Supplement Store		14.8%	89
Wholesale, Warehouse or Club Store		31.7%	191
Thrift Store		42.5%	256
Yard Equipment Store		5.6%	34
Bead Store		4.0%	24
Marijuana Dispensary		3.8%	23
CBD Store		8.1%	49
Gun Shop		13.8%	83
Christian Book Store		6.3%	38
Christmas Store		9.8%	59
Yarn Store		3.3%	20
None of the above / Does not apply		4.5%	27






















Value		Percent	Responses
Adult Video or Adult Store		1.5%	9
New Age Book Store		0.7%	4
Coin Shop		2.8%	17
Comic Book Shop		1.3%	8
Equipment Rental Store		2.0%	12
Knife Store		0.3%	2
Military Surplus Store		2.7%	16
Monument or Memorial Company		1.0%	6
Scrap Metal Dealer		1.2%	7
Sewing Studio		2.3%	14
Sign Store		1.5%	9
Trophy or Award Store		0.5%	3
Wedding Supply Store		0.8%	5
Survival Store		0.5%	3
Camera Store		2.0%	12
Security Service		1.2%	7
Gold/Silver/Precious Metal Dealer		2.0%	12

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		14.6%	88
Major Appliance Store		7.6%	46
Small Appliance Store		3.3%	20
TV & Appliance Store		7.0%	42
Bath & Accessory Store		21.9%	132
Building Supply Store or Lumber Yard		29.9%	180
Cabinet Store		3.8%	23
Carpet Store		5.0%	30
Flooring Store		11.1%	67
Furniture Store		17.8%	107
Hardware Store		48.3%	291
Home & Garden Center		55.1%	332
Home Decor Store		19.1%	115
Lighting Store		6.0%	36
Mattress or Bedding Store		9.3%	56
Plant Nursery & Garden Supply Store		26.9%	162
Outdoor Furniture Store		8.0%	48
Paint Store		13.1%	79
Pool & Spa Dealer		6.6%	40
Tool Store		6.5%	39
TV Store		3.0%	18

Value		Percent	Responses
None of the above / Does not apply		14.1%	85
Baby Supply & Furniture Store		2.2%	13
Clock Shop		2.8%	17
Fireplace, Wood Stove or Barbeque Store		1.8%	11
Frame Shop		2.3%	14
Furniture Restoration Shop		1.2%	7
Hot Tub or Spa Dealer		2.0%	12
Rent-to-Own Store		0.5%	3
Rug Store		2.8%	17
Solar Energy Equipment Dealer		1.0%	6
Tool Rental Center		1.8%	11
Vacuum Store		2.3%	14
Window Store		2.2%	13
Futon Store		0.7%	4
Used Building Supply Store		2.5%	15








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		19.8%	119
Beauty Supply Store		18.6%	112
Clothing Accessory Store		22.8%	137
Menswear Store		21.8%	131
Women's Clothing Store		47.7%	287
Eyewear & Opticians Store		32.4%	195
Jewelry Store		12.0%	72
Lingerie Store		6.1%	37
Logo Apparel Store		3.0%	18
Outdoor Clothing Store		10.5%	63
Perfume Store		4.3%	26
Shoe Store		40.4%	243
Sportswear Store		15.8%	95
Swimwear Store		9.8%	59
None of the above / Does not apply		22.3%	134
Bridal Shop		0.7%	4
Fur Store		0.2%	1
Leather Goods Store		0.8%	5
Maternity Store		0.2%	1
Watch Store		2.3%	14
Western Wear Store		1.7%	10



















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

Value		Percent	Responses
Accountant or CPA		10.5%	63
Disaster Insurance		1.5%	9
Insurance Agency		15.8%	95
Legal Firm or Attorney		5.1%	31
Tax Advisor		8.0%	48
None of the above / Does not apply		72.1%	434

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









Value		Percent	Responses
Commercial Builder		1.0%	6
Architect or Architecture Firm		1.0%	6
Employment or Staffing Agency		1.8%	11
Graphic Designer		1.3%	8
Life Coach		0.8%	5
Private Investigator		0.2%	1
None of the above / Does not apply		94.7%	570

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

Value		Percent	Responses
Have Motorcycle Repaired		3.8%	23
Purchase Motorcycle Parts		4.2%	25
Have Boat Repaired or Serviced		10.0%	60
Purchase Boat Parts		7.3%	44
Purchase Motorcycle Apparel		3.0%	18
None of the above / Does not apply		78.2%	471
Purchase New All-Terrain Vehicle (ATV)		0.3%	2
Purchase New Boat		1.2%	7
Purchase New Personal Watercraft		0.2%	1
Purchase New Motorcycle		0.5%	3
Purchase New Motorcycle Trike		0.5%	3
Purchase Used All-Terrain Vehicle (ATV)		0.3%	2
Purchase Used Boat		2.2%	13
Purchase Used Motorcycle		1.0%	6
Purchase Used Motorcycle Trike		0.7%	4
Purchase Marine Electronics		2.7%	16
Purchase New Golf Cart		1.3%	8
Purchase Used Golf Cart		1.5%	9




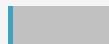






59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.3%	2
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase Used Class A RV		0.5%	3
Purchase Used Class C RV		0.7%	4
Purchase Used Travel Trailer or 5th wheel		0.8%	5
Purchase Used Camper Shell		0.3%	2
None of the above / Does not apply		97.2%	585

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






















Value		Percent	Responses
New Car		7.1%	43
New Luxury Vehicle - Under \$50,000		2.2%	13
New Luxury Vehicle - \$50,000 - \$75,000		1.3%	8
New Luxury Vehicle - Over \$75,000		0.2%	1
New Minivan		0.5%	3
New SUV		5.5%	33
New Truck		1.8%	11
Used Car		9.1%	55
Used Luxury Vehicle - Under \$30,000		2.3%	14
Used Luxury Vehicle - \$30,000 - \$50,000		0.8%	5
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		0.3%	2
Used Minivan		0.7%	4
Used SUV		5.1%	31
Used Truck		2.8%	17
Used Hybrid or Electric Vehicle		0.7%	4
None of the above / Does not apply		74.3%	447

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

Value		Percent	Responses
Compact car		4.2%	25
Full-size car		3.8%	23
Luxury vehicle (any size)		3.2%	19
Midsized car		5.1%	31
Pickup truck		5.8%	35
Sport utility vehicle (SUV)		18.8%	113
Van or mini-van		5.3%	32
None of the above		53.8%	324



Total: 602

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

Value		Percent	Responses
Buick		3.8%	23
Cadillac		3.3%	20
Chevrolet		10.1%	61
Chrysler		3.8%	23
Dodge		4.8%	29
Ford		13.3%	80
GMC		7.0%	42
Honda		8.8%	53
Hyundai		6.8%	41
Jeep		5.5%	33
Kia		9.0%	54
Lexus		3.3%	20
Nissan		7.3%	44
Subaru		6.0%	36
Toyota		12.1%	73
None of the above / Does not apply		56.5%	340
Aston Martin		0.2%	1
Acura		1.8%	11
Audi		2.2%	13
BMW		2.2%	13
Ferrari		0.2%	1























Value		Percent	Responses
Fiat		0.7%	4
Infiniti		1.7%	10
Jaguar		0.8%	5
Land Rover		0.3%	2
Lamborghini		0.2%	1
Lincoln		2.3%	14
Mazda		2.8%	17
Mercedes-Benz		1.7%	10
Mini		0.5%	3
Mitsubishi		1.0%	6
Porsche		0.3%	2
Saab		0.2%	1
Scion		0.2%	1
Tesla		1.5%	9
Volkswagen		1.7%	10
Volvo		1.5%	9











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		25.4%	153
No		74.6%	449

**Total: 602**





















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

Value		Percent	Responses
GPS Device (Handheld or In-Vehicle)		3.3%	20
Office Equipment		8.5%	51
Printer		6.3%	38
Ink or Printer Cartridges		46.5%	280
Satellite Radio		3.5%	21
Wi-Fi for Home		6.6%	40
Headphones		13.0%	78
Portable Speakers		3.8%	23
Customizable Smartphone accessories		3.3%	20
Wireless Speakers		4.7%	28
Smartphone Charger		7.0%	42
Smartwatch		3.8%	23
Phone or Tablet Controlled Home Tech Products		4.3%	26
Noise Canceling Headphones		3.5%	21
Surge Protector		7.1%	43
Wireless Hotspot		3.8%	23
Assistive Technology for Hearing		3.5%	21
Apple Watch		5.5%	33
Batteries for Electronics		38.4%	231
None of the above / Does not apply		30.6%	184
Home Theater System		2.0%	12
Satellite TV System		1.5%	9







Value		Percent	Responses
Stereo System (Home)		1.2%	7
Phone Calling Card		2.8%	17
Compact/Mini Projector		0.8%	5
Wearable Electronics		1.0%	6
Healthcare Device		2.8%	17
Aerial Drone		1.8%	11
Aerial Drone Accessories		0.7%	4
Short Wave Radio		0.7%	4
Virtual Reality Headset		0.3%	2
Smart Sports Equipment		0.3%	2



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



Value		Percent	Responses
Camera (Digital) SLR		3.0%	18
Camera Memory Card		4.3%	26
Computer Accessories		6.0%	36
Computer Software		7.0%	42
Tablet (iPad or Similar)		6.3%	38
Personal Computer		4.7%	28
Laptop Computer		10.6%	64
4K Ultra HD TV		8.1%	49
Smart TV		9.5%	57
None of the above / Does not apply		56.3%	339
Camera (Digital) - Point and Shoot		1.8%	11
Camera (Film)		0.5%	3
Camera Accessories or Supplies		2.0%	12
Camera Lens		1.2%	7
Portable DVD Player		1.8%	11
E-Reader (Kindle or Similar)		2.0%	12
TiVo or DVR		0.5%	3
Computer Bag		1.0%	6
TV (3D)		2.2%	13
Computer or Tablet Support		2.5%	15

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













Value		Percent	Responses
Smartphone		20.4%	123
Conventional Cell Phone		7.1%	43
Prepaid Cell Phone		3.5%	21
Unlocked Cell Phone		2.8%	17
Large-Screen Smartphone		4.7%	28
None of the above / Does not apply		68.6%	413

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		5.8%	35
Necklaces		6.6%	40
Rings (Other)		4.5%	27
Earrings		19.6%	118
Pendants		3.3%	20
Diamond Jewelry		4.0%	24
Silver Jewelry		5.8%	35
Gemstone Jewelry		4.8%	29
Costume Jewelry		12.0%	72
Women's Jewelry		12.0%	72
None of the above / Does not apply		65.3%	393
Engagement Rings		0.5%	3
Wedding Rings		1.2%	7
Graduation Rings		1.0%	6
Celtic Jewelry		2.7%	16
Pearl Jewelry		1.5%	9
Men's Jewelry		2.3%	14
Children's Jewelry		1.5%	9
Designer Jewelry		1.7%	10
Custom Designed Jewelry		1.7%	10
Crystal Figurines		0.8%	5
Jewelry Box or Organizer		1.0%	6

Value		Percent	Responses
Men's High-End Watch		1.2%	7
Women's High-End Watch		0.8%	5



















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		21.4%	129
Dental Insurance		8.1%	49
Disability Insurance		0.7%	4
Homeowner Insurance		15.9%	96
Life Insurance		5.3%	32
Medical (Health) Insurance		8.6%	52
Medicare		7.1%	43
Long Term Care Insurance		1.5%	9
Pet Insurance		1.2%	7
Renters Insurance		1.8%	11
Professional Liability Insurance		1.2%	7
None of the above / Does not apply		65.8%	396


















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		3.3%	20
Chiropractor		5.6%	34
Family Practice Doctor		12.8%	77
Hospital		3.0%	18
Optometrist		7.0%	42
Primary Care Provider		10.6%	64
Hearing Aid Center		4.3%	26
Drugstore or Pharmacy		9.6%	58
None of the above / Does not apply		65.9%	397
Acupuncture		2.5%	15
Counseling & Mental Health Specialist		1.5%	9
Geriatric Specialist		0.3%	2
Home Healthcare		0.8%	5
Medical Clinic		1.5%	9
Pediatric Dentist		0.7%	4
Pediatrician		0.7%	4
Wellness Business		0.5%	3
Substance Abuse Treatment Provider		0.2%	1
Weight Loss Service		1.2%	7
Alternative Care Provider		1.0%	6
Physical Therapy or Rehabilitation service provider		2.7%	16

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
















Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.8%	11
Bankruptcy Attorney		0.7%	4
Banking, Partnership & Business Law Attorney		1.7%	10
Child Support Attorney		0.2%	1
Criminal Law Attorney		0.2%	1
Disability & Social Security Attorney		0.7%	4
Divorce & Family Law Attorney		1.0%	6
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.3%	2
General Practice Attorney		1.5%	9
Intellectual Property Attorney		0.3%	2
Malpractice Attorney		0.5%	3
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		1.0%	6
Real Estate Attorney		5.5%	33
Taxation Attorney		1.0%	6
Wills, Trusts & Estates Attorney		15.4%	93
None of the above / Does not apply		76.6%	461

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






















Value		Percent	Responses
Botox		2.8%	17
Breast Augmentation		0.2%	1
Breast Implants		0.5%	3
Dermabrasion		1.5%	9
Ear Surgery		0.2%	1
Eyelid Surgery		2.7%	16
Fat Reduction		1.2%	7
Facelift		1.3%	8
Forehead Lift		0.3%	2
Hair Transplant		0.2%	1
Hair Loss Treatment		0.3%	2
Lap Band		0.3%	2
Lip Augmentation		0.2%	1
Liposuction		0.7%	4
Lasik		1.0%	6
Skin Treatment		6.0%	36
None of the above / Does not apply		87.2%	525











































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		60.1%	362
Teeth Cleaning		53.5%	322
Cavity Filling		12.5%	75
Crown		13.3%	80
Oral Surgery		3.3%	20
Braces		1.8%	11
Composite Bonding		1.7%	10
Dental Implants		5.3%	32
Dental Veneers		0.7%	4
Dentures		7.3%	44
Full Mouth Reconstruction		0.2%	1
Inlays or Onlays		0.2%	1
Smile Makeover		0.3%	2
Teeth Whitening		4.8%	29
None of the above / Does not apply		18.1%	109











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		50.7%	305
Purchase Health Related Products		11.5%	69
Use Physical Rehabilitation Services		3.8%	23
Purchase Health and Wellness Supplements		18.9%	114
Receive Treatment for Back Pain		10.6%	64
Have an Eye/Vision Exam		61.0%	367
Purchase Prescription Eyeglasses		30.2%	182
Purchase Prescription Contact Lenses		5.8%	35
Have an Annual Physical or Checkup		58.6%	353
Have X-Rays Taken		14.8%	89
Have a Scheduled Surgery		3.5%	21
Have Blood Drawn for Testing		55.0%	331
Plan to Visit a Hospital for any Medical Service or Procedure		7.5%	45
Have Foot Problems Diagnosed or Treated		9.6%	58
Senior Travel		7.1%	43
Receive Treatment for a Sleep Disorder		5.0%	30
Purchase Allergy Medications		14.3%	86
Cardiovascular Treatment		8.5%	51
Cancer Treatment		4.5%	27
Orthopaedic or Knee Surgery		3.7%	22
Chiropractic Care		12.6%	76








Value		Percent	Responses
Do Corrective Exercises		5.6%	34
Purchase Diabetes Testing Supplies		8.8%	53
Get Vaccinations at Drug Store or Pharmacy		26.6%	160
Have Cataract Surgery		3.8%	23
Discretionary Health Care and Wellness Services and Products		6.1%	37
Purchase Marijuana		3.8%	23
Purchase Vitamins		47.7%	287
Have Acupuncture		3.7%	22
Purchase Hemp Based Supplements		6.1%	37
Purchase Anti Anxiety Medication or Supplements		6.6%	40
None of the above / Does not apply		15.4%	93
Purchase Elder Care-Related Products or Services		1.5%	9
Purchase Medical Supplies or Equipment for Home		1.8%	11
Find Home for Aging Parent		0.3%	2
Participate in a Medical Study		1.0%	6
Stop Smoking		2.3%	14
Purchase a Mobility Device		0.8%	5
Receive Treatment for Vehicle or Workplace Injury		0.5%	3
Handicap Accessible Products		2.2%	13
Purchase Orthopedic Shoes		1.7%	10
Purchase Home Medical Testing Equipment or Supplies		1.5%	9
Hire a Personal Care Assistant		0.2%	1
Hire a Caregiver or Respite Worker		0.8%	5

Value		Percent	Responses
Purchase "Aging in Place" Products		1.3%	8
Purchase a Medical Alert Service		0.5%	3
Have Safety Bars Installed in Bathroom		2.7%	16
Use Personal Trainer or Instructor		1.7%	10
Stroke Treatment		0.2%	1
Memory or Alzheimer's Care		0.7%	4
Nutritional Counseling		1.7%	10
Spinal and Postural Screening		1.2%	7
Physiotherapy		1.5%	9
Purchase Blood Pressure Monitoring Device		1.8%	11
Receive Aquatic Therapy		0.5%	3
Join a Weight Loss Group		2.0%	12
Purchase Weight Loss Supplements		2.2%	13
Purchase Weight Loss Food Plan		1.7%	10
Have Reflexology Treatment		0.8%	5
Hire a Weight Loss Professional		0.3%	2
Receive Treatment for PTSD		2.2%	13










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		0.3%	2
Purchase a "In-the-Ear" Hearing Aid		0.8%	5
Purchase a "Mini Behind-the-Ear" Hearing Aid		1.2%	7
Purchase a Digital Hearing Aid		1.2%	7
Purchase a "Behind-the-Ear" Hearing Aid		2.7%	16
Purchase Hearing Aid Cleaning Supplies		3.0%	18
Purchase Hearing Aid Batteries		8.1%	49
Purchase a "In-the-Canal" Hearing Aid		0.3%	2
Have a Hearing Exam		22.8%	137
None of the above / Does not apply		73.1%	440













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		0.7%	4
Pre-purchase a Funeral Plot or Cremation Service		4.5%	27
Purchase a Monument or Headstone		0.7%	4
Use a Funeral Planner		1.0%	6
Purchase Flowers for a Funeral		1.7%	10
Use a Cremation Service		2.0%	12
None of the above / Does not apply		91.2%	549

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%	4
Move into a Assisted Living Facility		0.5%	3
Move into a Nursing Home		0.2%	1
Move into a Alzheimers Care Facility		0.2%	1
Move Into a Hospice Facility		0.3%	2
Hospice to your Home or House		0.7%	4
Move into Residential Care Home		0.3%	2
Utilize a Respite Provider		0.3%	2
None of the above / Does not apply		97.3%	586

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		2.0%	12
Open Savings Account		2.7%	16
Online Banking		46.3%	279
Manage Investments		19.3%	116
Manage Retirement Accounts		19.1%	115
Mortgage Line of Credit		3.5%	21
Financial Consulting		10.1%	61
Financial Services		14.6%	88
Safe Deposit Box Rental		9.0%	54
Obtain New Credit Card		3.8%	23
Payday Loan or Check Cashing Business		0.2%	1
None of the above / Does not apply		37.9%	228



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		3.8%	23
Certificates of Deposit		8.8%	53
City or State Bonds		1.7%	10
Collectibles, Antiques or Art		1.0%	6
Common or Preferred Stock		10.6%	64
Corporate Bonds or Debentures		1.7%	10
401(k)		15.3%	92
Gold or Precious Metals		2.3%	14
IRA		12.6%	76
Money Market Funds		12.0%	72
Mutual Funds		13.1%	79
Non-US Stocks		2.3%	14
Options		0.2%	1
US Savings Bonds		2.0%	12
US Treasury Notes		1.8%	11
Coins or Stamps		2.7%	16
None of the above / Does not apply		60.0%	361

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
Carpeting or Furniture Loan		0.8%	5
College Expenses Loan		0.7%	4
College Tuition Loan		1.8%	11
Debt Consolidation Loan		3.5%	21
Medical Expenses Loan		0.7%	4
New Vehicle Loan		3.7%	22
Used Vehicle Loan		4.5%	27
Vacation or Travel Loan		0.7%	4
None of the above / Does not apply		88.7%	534

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		26.7%	161
Coats		5.0%	30
Lipstick		27.6%	166
Nail Polish		20.9%	126
Eyewear or Sunglasses		41.9%	252
Formal Wear		3.8%	23
Handbags		22.3%	134
Hats		6.1%	37
Intimate Apparel		21.1%	127
Jewelry or Accessories		17.4%	105
Watches		6.1%	37
Luggage or Bags		6.6%	40
Perfume		17.8%	107
Men's Apparel		48.5%	292
Men's Shoes		38.4%	231
Men's Underwear		35.5%	214
Women's Apparel		62.1%	374
Women's Pajamas or Sleepwear		25.9%	156
Women's Shoes		51.7%	311
Women's Underwear		44.7%	269
Swimwear		24.8%	149




Value		Percent	Responses
Socks		31.6%	190
Scarves		4.3%	26
Outerwear		12.0%	72
None of the above / Does not apply		11.5%	69
Body Jewelry		2.0%	12
Ties		2.2%	13
Uniforms		2.8%	17
Western Clothing		2.8%	17

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

Value		Percent	Responses
Children's Sweaters		5.1%	31
Children's Winter Coats		3.2%	19
Children's Swimwear		7.1%	43
Children's Pants		9.3%	56
Children's T-Shirts		10.1%	61
Children's Dresses		7.6%	46
Children's Pajamas or Sleepwear		10.8%	65
Children's Socks		9.0%	54
Children's Party Dresses		2.5%	15
Children's Shorts		10.5%	63
Infant Clothing		6.1%	37
Children's School Uniform		2.2%	13
Children's Athletic Clothing		6.0%	36
None of the above / Does not apply		82.9%	499

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)		42.9%	258
Boots (Men's)		4.7%	28
Classic & Fashion Sneakers (Men's)		12.3%	74
Lace-Ups (Men's)		7.6%	46
Sandals (Men's)		11.8%	71
Slippers (Men's)		5.3%	32
Work & Safety (Men's)		4.0%	24
Lace-Up Sneakers (Women's)		15.9%	96
Pumps (Women's)		9.3%	56
Sling-Back Sandals (Women's)		18.6%	112
Classic & Fashion Sneakers (Women's)		17.1%	103
Slippers (Women's)		10.3%	62
Athletic & Outdoor Shoes (Women's)		40.7%	245
Loafers & Slip-Ons (Women's)		17.8%	107
Athletic & Outdoor Shoes (Children's)		8.3%	50
Sandals (Children's)		4.3%	26
Slip-Ons (Children's)		3.2%	19
Dress Shoes (Children's)		3.2%	19
None of the above / Does not apply		22.8%	137
Cowboy Boots (Men's)		1.7%	10
Formal & Tuxedo Footwear (Men's)		1.2%	7
Work & Safety (Women's)		2.2%	13






















Value		Percent	Responses
Cowboy Boots (Women's)		2.2%	13
Slippers (Children's)		1.5%	9
Cowboy Boots (Children's)		1.2%	7

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		12.0%	72
Have Clothing Dry Cleaned		22.4%	135
Have Shoes Repaired		5.5%	33
Rent or Purchase a Costume		2.5%	15
Wash Clothing at a Laundromat		4.3%	26
Purchase Custom Made Clothing Items		0.8%	5
None of the above / Does not apply		67.9%	409



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
Bicycle or Mountain Bike (Adult)		6.0%	36
Bicycle Tune-Up or Repair		9.8%	59
Camping or Hiking Equipment		5.5%	33
Exercise or Fitness Equipment		6.1%	37
Fishing Rods or Reels		10.0%	60
Fishing Bait or Attractant		14.5%	87
Fishing Accessories		15.9%	96
Golf Clubs or Equipment		13.3%	80
Hunting Gear		3.0%	18
Ammunition		17.8%	107
Swimming Gear		4.3%	26
Rifle		4.5%	27
Hand Gun		8.5%	51
Shotgun		4.5%	27
None of the above / Does not apply		48.2%	290
Archery Equipment		1.8%	11
Bowling Equipment		1.8%	11
High End Bicycle		1.0%	6
Bicycle Rental		1.2%	7
Racquet Equipment		2.0%	12
Running or Jogging Equipment		2.8%	17
Scuba, Diving or Snorkeling Equipment		2.2%	13






















Value		Percent	Responses
Skiing Equipment		0.2%	1
Soccer Equipment		1.0%	6
Sports Equipment (Children)		2.7%	16
Sports Memorabilia		2.2%	13
Trampoline		0.8%	5
Trophies or Plaques		0.3%	2
Weight Lifting Equipment		1.2%	7
Used Sporting Equipment		2.2%	13

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

Value		Percent	Responses
Bark Dust or Mulch		33.6%	202
Bedding Flowers or Perennials		37.4%	225
Chainsaw		3.3%	20
Fertilizer		29.2%	176
Flower Pots		19.3%	116
Garden Ornaments		10.6%	64
Gravel or Rock		15.0%	90
Hand Garden Tools		12.8%	77
Landscaping		10.1%	61
Indoor Garden Supplies		3.8%	23
Decorative Rock		12.8%	77
Lawn Seed, Turf or Sod		6.8%	41
Outdoor Fireplace or Fire Pit		4.2%	25
Outdoor Furniture		8.1%	49
Outdoor Grill		6.3%	38
Patio Furniture		8.3%	50
Propane		21.6%	130
Shrubbery or Trees		10.5%	63
Stone (Cast, Crushed or Natural)		6.1%	37
Storage Shed		3.7%	22
Insect or Fungus Control Products		19.8%	119
Outdoor Garden Flags		5.0%	30























Value		Percent	Responses
None of the above / Does not apply		24.9%	150
Fountains		1.3%	8
Gate		1.0%	6
Gazebo		1.2%	7
Insects (Bees or Other Beneficial Species)		1.3%	8
Patio Heater		1.2%	7
Outdoor Infrared Heater or Fireplace		0.2%	1
Outdoor Smoker		1.0%	6
Outdoor Kitchen Equipment		0.7%	4
Outdoor Entertainment Center		0.5%	3
Patio Cover, Awning or Canopy		1.5%	9
Pole Shed		0.2%	1
Portable Outdoor Heater		0.8%	5
Power Garden Tools		1.8%	11
Lawn Mower (Push)		1.3%	8
Lawn Mower (Riding)		2.7%	16
Rototiller		0.3%	2
Screen Porch		1.7%	10
Leaf Blower		1.8%	11
Snow Blower		0.2%	1
Greenhouse		0.7%	4

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		4.2%	25
Animal Healthcare Products		4.7%	28
Fertilizers, Herbicides or Pesticides		6.8%	41
Plants, Plantings or Agricultural Seed		8.0%	48
Propane, Oils or Fuels		8.3%	50
Rocks, Gravel or Sand		5.0%	30
None of the above / Does not apply		74.3%	447
ATV Products and Attachments		0.3%	2
Barn or Pole Building		0.5%	3
Blowers		0.5%	3
Steel Farm Building		0.3%	2
Carts or Utility Carriers		0.5%	3
Cement Mixers or Rollers		0.2%	1
Chippers or Shredders		0.3%	2
Diggers, Drillers or Drivers		0.3%	2
Drainage or Irrigation Equipment		1.0%	6
Farm Tool Rental		0.2%	1
Farm Equipment Rental		0.3%	2
Farm Work Clothes		0.5%	3
Ground-Working Equipment		0.3%	2
Mowers, Cutters or Clippers		2.0%	12

Value		Percent	Responses
Planting and Seeding Equipment		0.7%	4
Rakes or Hay Handling Equipment		0.2%	1
Scoops or Shovels		0.7%	4
Sprayers or Spreaders		2.0%	12
Straw or Bedding Materials		1.2%	7
Tree Cutters or Tree Maintenance Equipment		2.3%	14























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

Value		Percent	Responses
Any Pet-Related Products or Services		14.3%	86
Bird Seed		10.8%	65
Cat Food		22.3%	134
Dog Food		33.7%	203
Fish Food		4.0%	24
Specialized Pet Food		3.7%	22
Other Pet Food		4.8%	29
Pet Accessories		13.8%	83
Pet Toys		20.4%	123
Annual Pet Vaccinations		36.4%	219
Annual Pet Checkups		34.4%	207
Preventative Care		6.5%	39
Adopt or Rescue a Pet		6.5%	39
Purchase Pet Medication		10.1%	61
Purchase Dog Bed		5.5%	33
Board a Pet Overnight		5.5%	33
Pet Dental Care		5.0%	30
None of the above / Does not apply		42.5%	256
Pet Clothing		2.2%	13
Pet Enclosure		0.7%	4
Aquarium or Tank		1.3%	8
Fish Supplies		2.5%	15

Value		Percent	Responses
Bird House		1.0%	6
Disease Diagnosis		1.0%	6
Pet Travel Cage		1.0%	6
Pet Travel Accessories		1.3%	8
Cremation or Burial Services		1.2%	7
Purchase a Pet		0.7%	4
Holistic or Alternative Pet Care		0.8%	5
Pet Tracking Device		1.2%	7
Bird Health Care		0.5%	3
Animal Training Classes		1.3%	8
Hemp Based Pet Supplements		1.7%	10
THC Based Pet Supplements		0.8%	5
Holistic or Alternative Pet Supplements		0.8%	5
Anti Anxiety or Stress Pet Medication for Holidays		1.7%	10
























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 a Fence or Wall Structure		6.3%	38
Remodel Kitchen		6.5%	39
Cabinet Refacing or Resurfacing		3.5%	21
Remodel Bathroom		7.5%	45
General Remodeling		4.5%	27
Replace Carpet		6.8%	41
Replace Flooring		9.8%	59
Replace Windows		4.8%	29
None of the above / Does not apply		61.5%	370
Add a Room		0.5%	3
Add a Home Office		1.0%	6
Add or Replace Deck		2.2%	13
Refinish Bathtub		1.5%	9
Install a Glass Shower		2.0%	12
Remodel or Finish Basement Living Area		0.3%	2
Replace Garage Door		1.8%	11
Build a Garage		1.0%	6
Build Out-Building		0.5%	3
Build a Storage Shed		2.8%	17
Have Furniture Restored		2.2%	13
Add a Swimming Pool		2.5%	15
Switch from Electric to Gas		0.3%	2






















Value		Percent	Responses
Install "Aging In Place" Products		0.5%	3
Install a Solar Energy System		0.7%	4
Install Security or Monitoring System		2.2%	13
Resurface or Build New Driveway		2.2%	13
Stone or Marble Work (Bathroom or Kitchen)		1.7%	10
Sealcoating		2.2%	13
Asphalt Repair		0.8%	5
Asphalt Resurfacing		0.3%	2
Residential Paving		0.8%	5
Build a "Tiny House"		0.7%	4
Install Handicap Accessible Addition		0.2%	1














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

Value		Percent	Responses
Ceramic Tile		7.6%	46
Decking		3.5%	21
Doors (Exterior)		4.7%	28
Doors (Interior)		3.7%	22
Electrical Supplies		5.3%	32
Fencing		5.5%	33
Generator		3.5%	21
Hand Tools		9.3%	56
Hardwood Products		4.7%	28
Home Security Doorbell Camera		6.1%	37
Kitchen Cabinets		4.5%	27
Lighting and Fixtures		9.0%	54
Lock Sets		3.7%	22
Lumber		6.1%	37
Paint (Exterior)		12.3%	74
Paint (Interior)		19.3%	116
Plywood		4.3%	26
Plumbing Supplies		7.6%	46
Power Tools		3.5%	21
Screen Door		4.3%	26
None of the above / Does not apply		47.0%	283






















Value		Percent	Responses
Circular Saw		0.7%	4
Furnace		1.0%	6
Insulation		2.3%	14
Mill Work		1.2%	7
Molding		2.0%	12
Rain Gutters		2.7%	16
Roofing (Composition)		1.7%	10
Roofing (Other)		2.0%	12
Security Door		0.3%	2
Security Locks		1.3%	8
Siding		0.7%	4
Solar Screen		0.7%	4
Waterproofing		0.5%	3
Water Softener System or Supplies		2.5%	15
Wet or Dry Vacuum		2.5%	15
Wood Stove or Fireplace		0.2%	1
Window Guards		0.3%	2
Windows (Double-Hung)		2.8%	17
Windows (Casement)		1.0%	6
Windows (Picture)		0.7%	4
Windows (Slider)		1.7%	10
Windows (Bay or Bow)		0.3%	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		14.5%	87
Air Duct Cleaning		8.8%	53
Appliance Repair		5.3%	32
Carpet Cleaning		12.1%	73
Concrete Repair		3.2%	19
Electrical Repair		4.7%	28
Flooring - Ceramic Tile (Installation or Repair)		4.0%	24
Flooring - Laminate (Installation or Repair)		7.1%	43
Flooring - Wood (Installation or Repair)		3.5%	21
Flooring - Other (Installation or Repair)		3.3%	20
Furnace Cleaning		3.7%	22
Gardening Services		4.7%	28
Gutter Installation or Repair		3.5%	21
Handyman Services		18.6%	112
Home Repair		5.3%	32
Home Remodel		3.2%	19
None of the above / Does not apply		46.2%	278
Alternative Energy Systems Installation		0.5%	3
Alternative Energy Systems (Service or Repair)		0.5%	3
Blinds Cleaning		2.8%	17
Carpenter or Woodworking		2.7%	16

Value		Percent	Responses
Chimney Cleaning		1.2%	7
Drywall Installation or Repair		2.8%	17
Electrical Panel Replacement		0.5%	3
Excavation & Wrecking		0.3%	2
Fire & Water Damage Restoration		0.3%	2
Flooring - Linoleum (Installation or Repair)		1.0%	6
Foundation Repair		0.5%	3
Furnace Repair		0.5%	3
Furniture Reupholster		0.5%	3
Heating Repair		0.7%	4
Home Computer Repair		1.7%	10
Home Electronics Repair		1.0%	6
Home Heating Oil or Fuel Service		0.5%	3

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
























Value		Percent	Responses
Home Security Service		3.8%	23
House Cleaning Service		13.1%	79
Junk or Yard Waste Removal		6.5%	39
Recycle		5.1%	31
Landscaping Service		12.0%	72
Painting		11.1%	67
Pest Control		19.9%	120
Plumbing Repair		4.2%	25
Pool Cleaning Service		9.0%	54
Pressure Washing		13.8%	83
Preventative Home Maintenance		3.5%	21
Roof Repair		4.2%	25
Septic Tank Cleaning or Repair		4.3%	26
Trash Removal		9.3%	56
Computer Repair		6.3%	38
None of the above / Does not apply		40.2%	242
Insulation Installation or Maintenance		0.5%	3
Interior Design		1.2%	7
Sell Scrap Metal		1.0%	6
Movers		2.8%	17
Mold Inspection or Removal		0.8%	5








Value		Percent	Responses
Party Equipment Rental		0.3%	2
Security System		2.8%	17
Siding Replacement		0.2%	1
Snow Removal		0.5%	3
Solar Heating or Power System Installation or Repair		1.2%	7
Stucco or Exterior Coating		0.5%	3
Tool Rental		1.5%	9
Tornado or Storm Shelter Building or Repair		0.2%	1
Water Well Drilling		0.5%	3
Waterproofing		0.3%	2
Window Installation		2.7%	16
Window Tinting for Home		0.3%	2
Yard Equipment Rental		0.5%	3
Mobile or Cell Phone Repair		0.8%	5



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)		3.5%	21
Window Blinds (Venetian or Mini)		4.2%	25
Emergency Preparedness Kit or Supplies		3.3%	20
Batteries (Home or Office)		32.1%	193
Candles		12.5%	75
Carpeting		5.1%	31
Flooring Tile		4.5%	27
Rugs		7.3%	44
Clocks		3.2%	19
Curtains or Drapes		7.3%	44
Fire Extinguisher		4.8%	29
Furniture (Bedroom)		4.7%	28
Furniture (Living Room)		8.8%	53
Christmas Tree		8.8%	53
Holiday Decorations		8.3%	50
Laminate Flooring		4.8%	29
Mirror		3.0%	18
Storage Boxes or Tubs		4.3%	26
Floral Arrangements		3.3%	20
Picture Frames		4.2%	25
Linens (Bathroom)		7.1%	43

Value		Percent	Responses
Reclining Chair		6.8%	41
Indoor Flowers		4.7%	28
Linens (Dining Room or Kitchen)		3.3%	20
None of the above / Does not apply		36.4%	219
Awning		0.5%	3
Firewood		2.0%	12
Oriental Carpeting		0.7%	4
Hardwood Flooring		2.7%	16
Rugs (Persian)		0.5%	3
Closet System		2.2%	13
Cutlery, Flatware or Silverware		2.7%	16
Ductless Heat Pumps		0.2%	1
Fine Art (Paintings, Pottery, Etc.)		1.2%	7
Custom Built Furniture		0.2%	1
Reconditioned Furniture		0.7%	4
Furniture (Children's)		1.5%	9
Crib		0.5%	3
Furniture (Dining Room)		2.5%	15
Furniture (Home Office)		1.0%	6
Furnace		0.3%	2
Futon		0.8%	5
Glass Table		0.3%	2
Glass Railing		0.2%	1












Value		Percent	Responses
Safe		1.3%	8
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		1.2%	7
Wallpaper		1.0%	6
Signs or Banners		1.7%	10
Hot Tub or Spa (New)		0.8%	5
Tankless Water Heater		1.5%	9

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


Value		Percent	Responses
Home Decor or Decorating		9.1%	55
Pillow Top Mattress		3.8%	23
Linens (Bedroom)		9.1%	55
Queen Size Bed		4.3%	26
King Size Bed		4.0%	24
Window Coverings		4.2%	25
Patriotic Flags		3.0%	18
None of the above / Does not apply		65.6%	395
Gas Burning Freestanding Stoves		0.7%	4
Water Purification System (Drinking)		1.7%	10
Solar Water Heater		0.3%	2
Adjustable Mattress		2.8%	17
Latex Mattress		0.2%	1
Innerspring Mattress		2.7%	16
Foam Mattress		2.0%	12
Memory Foam Mattress		2.8%	17
Gel Mattress		1.3%	8
Twin Size Bed		1.0%	6
Swimming Pool (Above Ground)		0.7%	4
Water Heater		1.7%	10
Smoke Alarm or Detector		1.8%	11

Value		Percent	Responses
Swimming Pool (In-Ground)		1.7%	10
Remote Home Monitoring Video Camera		2.2%	13
Shutters		1.3%	8
Reclaimed Wood Furniture		0.2%	1
Sports Team Flags		1.8%	11

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

Value		Percent	Responses
Paintings		5.6%	34
Fine Art		1.5%	9
Photographs		5.8%	35
Pottery		3.8%	23
Blown Glass		2.8%	17
Stone Carvings		1.5%	9
Sculpture		1.7%	10
Artistic Wall Decor		7.6%	46
Wood Carvings		2.8%	17
Poster Art		2.5%	15
Religious Art		1.5%	9
Stained Glass		1.3%	8
Ceramics		1.7%	10
Metal Work Art		3.8%	23
Music Memorabilia		2.0%	12
Movie Memorabilia		1.7%	10
None of the above / Does not apply		77.6%	467

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		7.1%	43
Portable Dishwasher		0.7%	4
Dishwasher		6.1%	37
Freezer		0.7%	4
Range		4.2%	25
Range Hood		1.8%	11
Wall Oven		0.7%	4
Washer		3.0%	18
Dryer		2.5%	15
Blender		3.3%	20
Tea Kettle		1.8%	11
Microwave		7.1%	43
Window Air Conditioner		1.2%	7
Coffee or Espresso Machine		6.3%	38
Vacuum Cleaner		6.0%	36
None of the above / Does not apply		69.8%	420






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

Value		Percent	Responses
Aftermarket Products		4.5%	27
Battery		8.8%	53
Floor Mats		5.3%	32
Seat Covers		3.7%	22
Tires		14.3%	86
Wiper Blades		24.3%	146
None of the above / Does not apply		53.5%	322
Canopy		0.2%	1
Child Car Seat		1.3%	8
Grill Guard		0.3%	2
Lights		2.5%	15
Mirror(s)		0.2%	1
Motorcycle Accessories		2.3%	14
Motorcycle Parts		2.7%	16
Performance Parts		1.3%	8
RV Accessories or Supplies		2.7%	16
Roof Rack (For Bike, Kayak, Etc.)		0.5%	3
Running Boards		0.3%	2
Step Bar		0.5%	3
Stereo System (Auto, Car or Truck)		1.2%	7
Tool Box		0.3%	2
Trailer Hitch		1.5%	9

























Value		Percent	Responses
Truck Bed Liner		0.5%	3
Visor		0.3%	2
Wheels or Rims		1.3%	8
Winch		0.3%	2
Window Tinting Equipment (Auto)		2.3%	14
Cargo Trailer (Boat)		0.2%	1
Cargo Trailer (Box)		0.3%	2

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























Value		Percent	Responses
Dealership		44.2%	266
National chain service center (e.g. Jiffy Lube)		16.1%	97
Private service center		27.6%	166
Friend/Family		7.0%	42
Other		5.1%	31
			<b>Total: 602</b>

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



















Value		Percent	Responses
30,000 Mile Service		7.5%	45
60,000 Mile Service		6.1%	37
100,000 Mile Service		5.6%	34
Auto Detailing		6.6%	40
Auto Repair (General)		7.1%	43
Alignment		5.5%	33
Brake Replacement, Adjustment		4.5%	27
Car Wash		39.5%	238
Gas or Service Station Services		14.0%	84
Oil Change or Lube		39.9%	240
Preventative Maintenance		14.0%	84
Tire Mounting or Installation		4.8%	29
Tune-Up		8.5%	51
Windshield or Glass Repair		3.0%	18
Windshield or Window Tinting		3.8%	23
None of the above / Does not apply		28.7%	173
Auto Warranty Work (Work Covered by Warranty)		2.5%	15
Body Work		2.5%	15
Car Rental		2.7%	16
Electrical Repair		0.7%	4
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	3
Motor Repair or Replacement		0.2%	1

Value		Percent	Responses
Motorcycle Repair		0.8%	5
Muffler		0.5%	3
Painting		1.0%	6
RV Maintenance or Service		1.2%	7
Safety Inspection		1.7%	10
Shocks		1.7%	10
Stereo Installation		0.2%	1
Transmission or Clutch Repair		0.7%	4
Upholstery Repair		1.2%	7
Vehicle Air Conditioning Repair		0.7%	4
Vehicle Storage		0.3%	2
Vehicle Towing		0.3%	2

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

Value		Percent	Responses
AutoTrader.com		14.0%	84
CarFax		18.8%	113
CarGurus.com		9.5%	57
CarMax.com		10.0%	60
Cars.com		7.3%	44
Craigslist Auto		6.1%	37
KBB.com		8.0%	48
Facebook Dealer Page		4.8%	29
Edmunds.com		7.6%	46
Local Dealer Site		49.2%	296
UsedCars.com		4.7%	28
Local TV Site		3.3%	20
Other Local Website		6.1%	37
None of the above / Does not apply		32.1%	193
Yahoo! Autos		1.2%	7
Automotive.com		1.0%	6
Autoblog.com		0.7%	4
CarsDirect.com		2.2%	13
eBay Motors		2.8%	17
MotorTrend.com		2.5%	15
Local Radio Site		1.0%	6
The Car Connection		0.5%	3




















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		42.4%	255
Beauty Products		35.9%	216
Cosmetics		45.0%	271
Babysitting		1.7%	10
Facial		14.3%	86
Hair Care Products		54.0%	325
Hair Coloring		29.6%	178
Hair Cut		69.6%	419
Hair Removal		3.8%	23
Hair Extensions, Wigs or Weaves		1.3%	8
Manicure		26.4%	159
Massage Therapy		16.1%	97
Pedicure		35.9%	216
Tanning Products		1.5%	9
Tanning Bed or Spray Tan		1.2%	7
Tattoo or Piercing		2.7%	16
Spa Bed (Red Light Therapy or Hydration station)		0.5%	3
None of the above / Does not apply		13.0%	78

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


















Value		Percent	Responses
Books (New)		35.2%	212
Books (Used)		27.6%	166
Books (Children's)		10.5%	63
Board Games		14.1%	85
Lottery Ticket		41.4%	249
Collectibles		5.1%	31
Vinyl Records		2.8%	17
Comics		1.5%	9
Fire Works		4.3%	26
Graphic Novels		1.5%	9
Computer Games		7.8%	47
DVD Movies (Buy)		11.6%	70
DVD Movies (Rent)		9.8%	59
DVD Movies (Children's)		3.3%	20
Magazines		28.7%	173
TV or Movie Themed Toys		2.8%	17
Toys		9.3%	56
Video Console Games		5.6%	34
None of the above / Does not apply		22.6%	136

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

Value		Percent	Responses
Purchase Wedding or Special Occasion Gifts		3.5%	21
Host or Attend a Retirement Party		3.0%	18
Host or Attend a Graduation Party		4.3%	26
Purchase Cake, Tart or Pastries for Special Occasion		8.0%	48
None of the above / Does not apply		83.7%	504
Purchase a Wedding Dress		0.2%	1
Purchase a Tuxedo		0.7%	4
Rent a Tuxedo		0.5%	3
Rent a Hall or Event Space for Wedding or Special Event		1.3%	8
Rent a Chauffeured Vehicle		0.2%	1
Hire a Musician or Band for Wedding or Special Event		1.2%	7
Purchase a Wedding Cake		0.5%	3
Use a Wedding Planner		0.5%	3
Use a Party Planner		0.3%	2
Hire a Caterer for Wedding or Special Event		1.2%	7
Use a Florist for a Wedding or Special Event		1.0%	6
Go on a Honeymoon		1.0%	6
Hire a Photographer for Wedding or Special Event		1.3%	8
Hire a Videographer for Wedding or Special Event		0.8%	5




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		3.5%	21
Ceramics and Pottery		3.2%	19
Collectables		5.0%	30
Comic Books and Related Collectables		1.5%	9
Do-It-Yourself (DIY)		25.2%	152
Games or Puzzles		13.1%	79
Beer Brewing Supplies		2.7%	16
Wine Making Supplies		1.8%	11
Jewelry Making Supplies or Beads		6.5%	39
Knitting		5.0%	30
Making Arts and Crafts		12.1%	73
Paper Crafts		3.3%	20
Quilting		4.0%	24
Scrapbooking		3.2%	19
Toy Collecting		0.8%	5
Trains, Plane & Car Model Kits		2.3%	14
None of the above / Does not apply		52.2%	314









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		64.8%	390
Train Trip		7.8%	47
Book Hotel Room		55.1%	332
Business Travel		4.2%	25
Buy Travel Tickets		24.4%	147
Buy Luggage		5.0%	30
Chartered Fishing Trip		7.1%	43
Golf Vacation		3.0%	18
Hotel or Resort Stay		33.2%	200
International Travel		14.0%	84
Take a Cruise		24.8%	149
Travel Packages		9.3%	56
Use a Travel Agent or Agency		10.5%	63
Vacation Inside Home State		19.6%	118
Vacation Outside Home State		36.5%	220
Rent a Car		25.9%	156
Book Local Lodging for Guests		3.7%	22
Stay at an RV Park		5.0%	30
Stay at a Casino		6.0%	36
Gamble at a Casino		15.8%	95
Play Bingo		7.5%	45
Does not apply		14.8%	89











Value		Percent	Responses
Charter a Boat		2.3%	14
Ski Resort Stay		0.5%	3
Rent RV		1.5%	9

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)		4.0%	24
Attend Classes at Community College		3.5%	21
Online Continuing Education Courses		6.0%	36
Arts or Crafts Lessons (Adult)		7.8%	47
Cooking Lessons (Adult)		3.2%	19
Attend a Free Lecture or Seminar		11.8%	71
Attend Paid Lecture, Seminar or Special Class		4.2%	25
Yoga, Pilates, or Zumba		9.8%	59
Personal Physical Training		3.0%	18
Attend a Local Workshop		7.3%	44
None of the above / Does not apply		62.0%	373
Attend College or University (Part Time)		2.7%	16
Attend Graduate School		1.8%	11
Business School		0.5%	3
Learning Center		0.7%	4
Culinary School		1.0%	6
Trade School		0.8%	5
Professional Certification or Accreditation Courses		2.3%	14
Language Lessons (Adult)		2.7%	16
Music Lessons (Adult)		2.5%	15
Sports Lessons (Adult)		2.5%	15
Real Estate Classes		2.8%	17

Value		Percent	Responses
Child Education or Tutoring		0.8%	5
Dance Lessons		1.5%	9
Music lessons (Child)		0.2%	1
Sports lessons (Child)		1.0%	6
Language Lessons (Child)		0.2%	1
Arts or Crafts Lessons (Child)		0.8%	5
Change School		0.3%	2
Attend a Religion Based School		0.3%	2





















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		10.0%	60
Oil paints		3.2%	19
Acrylic Paints		11.5%	69
Markers		7.5%	45
Specialty Paper		5.3%	32
Fabric Craft Supplies		9.5%	57
Beads		5.6%	34
Art Pencils and Pens		7.5%	45
Scrapbooking Supplies		4.8%	29
None of the above / Does not apply		71.3%	429

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

Value		Percent	Responses
Bass Guitar		0.7%	4
Drums		0.7%	4
Flute		0.8%	5
Acoustic Guitar		1.7%	10
Electric Guitar		0.7%	4
Electric Keyboard		1.5%	9
Piano		0.8%	5
Piano (High End)		0.2%	1
Trumpet		0.2%	1
Violin		0.5%	3
None of the above / Does not apply		94.0%	566

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		21.1%	127
French		7.6%	46
Asian		29.6%	178
German		12.3%	74
American (New)		33.2%	200
Italian		62.1%	374
Cajun or Creole		12.3%	74
Indian		8.8%	53
Chinese		49.3%	297
American (Traditional)		78.1%	470
Thai		20.8%	125
Middle Eastern		4.3%	26
Japanese		17.4%	105
Mexican		58.0%	349
Vietnamese		6.6%	40
Southern		25.2%	152
Tex-Mex		21.8%	131
Spanish		9.0%	54
Mediterranean		18.6%	112
None of the above / Does not apply		4.8%	29



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		22.3%	134
Fish & Chips		34.2%	206
Golf Course Restaurant, Bar or Snack Bar		11.1%	67
Barbeque		33.1%	199
Deli		25.1%	151
Breakfast or Brunch		51.7%	311
Appetizers		47.5%	286
Dessert		25.6%	154
Chicken Wings		34.4%	207
Hamburgers		58.3%	351
Chicken		44.7%	269
Frozen Yogurt		9.0%	54
Live or Raw food		5.1%	31
Tapas or Small Plates		9.0%	54
Theme Restaurants		6.3%	38
Soup		35.7%	215
Salad		48.7%	293
Pizza (Dine In)		28.7%	173
Pizza (Delivery)		23.4%	141
Steak		39.0%	235
Juice or Smoothies		8.3%	50
Sandwiches		45.5%	274

Value		Percent	Responses
Pizza (Carry Out)		45.7%	275
Pizza (Take & Bake)		9.1%	55
Seafood		55.3%	333
Vegan		3.8%	23
Steakhouse		33.4%	201
Sushi		15.9%	96
Vegetarian		7.5%	45
Pho		6.3%	38
None of the above / Does not apply		4.8%	29

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		26.2%	158
Locally Grown Produce		31.2%	188
Healthful Children's Dining		3.3%	20
Environmental Sustainability		16.8%	101
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		4.3%	26
Hyper-Local Sourcing		4.3%	26
Gluten Free Cuisine		6.1%	37
Sustainable Seafood		18.1%	109
Raw or Live Food Options		3.8%	23
Specialty Appetizers		9.6%	58
Specialty Salads		13.5%	81
Specialty Soups		11.6%	70
Specialty Desserts		8.6%	52
None of the above / Does not apply		45.8%	276

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		38.4%	231
Non-Smoking Environment		49.5%	298
Child Friendly		7.1%	43
Serve Alcohol		30.7%	185
Pool Tables		1.8%	11
Locally Brewed Beer		8.5%	51
Live Music		18.3%	110
Bar		22.6%	136
Large Craft Beer Selection		9.8%	59
Large Wine Selection		7.8%	47
Hand Crafted Cocktails		5.5%	33
Farm to Table Dining		18.8%	113
Senior Discounts		42.2%	254
None of the above / Does not apply		15.3%	92












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		22.3%	134
Foreign Beer		11.3%	68
Red Wine		34.9%	210
White Wine		33.4%	201
Dessert Wine		3.2%	19
Mixed Drinks		32.9%	198
Hand Crafted Cocktails		9.3%	56
Beer Cocktails		8.8%	53
"Top Shelf" Spirits		17.8%	107
Champagne		2.0%	12
Champagne Cocktails		1.0%	6
Energy Drink based Mixed Drinks		1.0%	6
Premium Tequila		5.1%	31
Alcoholic Cider		3.5%	21
Locally Distilled Spirits		3.3%	20
None of the above / Does not apply		30.6%	184







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		1.0%	6
Purchase Condominium or Townhouse		1.0%	6
Purchase Manufactured or Modular Home		1.2%	7
Purchase Investment Property		2.3%	14
Purchase Personal Residence		4.2%	25
Purchase Custom Built Home		1.7%	10
Purchase Residential Real Estate at an Auction		0.3%	2
Purchase Land or Agricultural Property		1.5%	9
Purchase Vacation Property		0.8%	5
Purchase Other		0.3%	2
None of the above / Does not apply		89.9%	541

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










Value		Percent	Responses
Sell Home in Senior Housing Community		0.8%	5
Sell Personal Residence		6.1%	37
Sell Vacation Property		1.5%	9
Sell Condominium or Townhouse		0.5%	3
Sell Investment Property		2.0%	12
Sell Land or Agricultural Property		3.0%	18
Sell Commercial or Business Property		0.8%	5
Sell Manufactured or Modular Home		1.5%	9
Plan to Sell Home in Master-Planned Community		1.2%	7
Sell Other		1.3%	8
None of the above / Does not apply		86.2%	519

115. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply)







Value		Percent	Responses
New home in master planned community; new development		40.0%	10
New home, but outside of development		32.0%	8
New home that I will have contractor build		16.0%	4
Existing home less than 10 years old		40.0%	10
Existing home more than 10 years old		60.0%	15
Other		4.0%	1



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

Value		Percent	Responses
Rent New Apartment		1.3%	8
Rent House (Residence)		2.8%	17
Rent Manufactured or Modular Home		0.7%	4
Rent or Lease Commercial Property		0.5%	3
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		0.7%	4
Rent Condo/Townhouse		2.2%	13
Rent Section 8 Housing		0.3%	2
None of the above / Does not apply		93.0%	560














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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		6.8%	41
Use a Realtor to Buy Real Estate		3.5%	21
Use a Realtor to Buy and Sell Real Estate		4.2%	25
Plan to Sell Property Myself		5.0%	30
Use a Real Estate Broker		2.7%	16
None of the above / Does not apply		83.6%	503

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		2.7%	16
Home Remodel or Renovation Loan		0.5%	3
Business Construction Loan		0.2%	1
Home Construction Loan		1.0%	6
Equity Loan		1.5%	9
Land Loan		1.0%	6
Reverse Mortgage		0.5%	3
Real Estate Loan for existing home		1.5%	9
Refinance Home		3.3%	20
None of the above / Does not apply		90.7%	546



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		3.3%	20
Facebook		4.2%	25
Google		6.8%	41
Auction.com		1.2%	7
Homes & Land		4.3%	26
Homes.com		3.7%	22
HomeFinder		7.8%	47
MLS.com		16.3%	98
National Real Estate Co. Site		3.7%	22
Local MLS Site		27.1%	163
RealEstate.com		7.3%	44
Realtor.com		27.4%	165
Realty.com		3.5%	21
Redfin		3.7%	22
Trulia		12.5%	75
Zillow		42.9%	258
ZipRealty.com		1.5%	9
None of the above / Does not apply		37.4%	225

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



Value		Percent	Responses
Apartments.com		9.6%	58
Apartmentguide.com		3.7%	22
Craigslist		5.3%	32
Forrent.com		1.0%	6
HomeFinder.com		6.1%	37
Hotpads.com		1.7%	10
Rent.com		6.6%	40
Sublet.com		0.5%	3
Trulia		9.1%	55
Zillow		28.7%	173
None of the above / Does not apply		61.5%	370

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		77.4%	466
No, don't know who to call		22.6%	136

**Total: 602**

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		77.7%	468
No, don't know who to call		22.3%	134
















**Total: 602**

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		17.1%	103
Craft Beer		15.8%	95
Champagne		11.3%	68
Premium Hard Alcohol or Spirits		16.6%	100
White Wine		38.9%	234
Red Wine		38.0%	229
Cigars		6.1%	37
Major Brand Cigarettes		4.2%	25
Recreational Marijuana		3.2%	19
Discount Cigarettes		5.1%	31
Discount Hard Alcohol or Spirits		14.0%	84
Domestic Beer		33.9%	204
Alcoholic Cider		3.5%	21
None of the above / Does not apply		26.9%	162
Marijuana Accessories		2.7%	16
Vaping Kit		1.0%	6
Vaping Accessories		2.8%	17
Roll Your Own Cigarette Supplies		1.5%	9
Smokeless Tobacco		1.0%	6
E-Liquids / Vape Juice		2.8%	17
Pipe Tobacco		0.5%	3
Electronic Cigarette Supplies		2.2%	13
Hookah		0.3%	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		44.4%	12
Cannabis Edibles		48.1%	13
Cannabis Tinctures		14.8%	4
Cannabis Vaporizers		29.6%	8
Cannabis Cleaning Tools or Supplies		11.1%	3
Cannabis Concentrates		44.4%	12
Cannabis Pre-Rolls		18.5%	5
Organic Cannabis Products		22.2%	6
Cannabis Oil		33.3%	9
Cannabis Beauty & Skin Care Products		3.7%	1
Cannabis Beverages		14.8%	4
Cannabis Chocolates		25.9%	7
Medical Cannabis		63.0%	17
CBD Cannabis		29.6%	8
None of the above / Does not apply		14.8%	4

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		20.6%	124
Specialty Teas		10.8%	65
Specialty Coffee		23.1%	139
Gourmet Deli Counter Items		19.1%	115
Cookies		44.0%	265
Snack Cakes		14.3%	86
Potato Chips		54.0%	325
Soft Drinks		47.5%	286
Energy Drinks		9.1%	55
Energy Bars		13.3%	80
Noodle Bowls		9.8%	59
Cupcakes		11.6%	70
Birthday Cake		15.3%	92
Beef Jerky or Meat Sticks		11.0%	66
Bottled Water		52.8%	318
Candy		34.9%	210
Fruit		73.3%	441
Nuts		54.2%	326
Chocolates		44.5%	268
Ice cream		55.8%	336
Cheese		77.2%	465
Artisan Bread		21.3%	128

Value		Percent	Responses
Artisan Meats		5.8%	35
Sports Drinks		11.5%	69
Basic Condiments		42.4%	255
Artisan Condiments		4.8%	29
Canned Sauces		27.4%	165
Cereal		58.5%	352
Milk		75.6%	455
Chicken		81.6%	491
Pork		60.5%	364
Beef		70.3%	423
Fish		62.6%	377
Pasta		62.3%	375
Snack Mixes		12.8%	77
Vegetables		74.8%	450
Olive Oil		59.0%	355
Balsamic Vinegar		29.1%	175
Frozen Entrees		45.5%	274
Eggs		86.2%	519
Locally Raised Beef, Pork, Poultry		17.4%	105
Locally Grown Fruit and Vegetables		52.5%	316
Locally Produced Honey		23.4%	141
Organic Food		18.3%	110
Pickled Vegetables		13.8%	83

Value		Percent	Responses
Artisan Cheese		21.3%	128
Alternative "Meat" Products		6.3%	38
Sausage		50.8%	306
Donuts		21.3%	128
Pastries		21.9%	132
Game Meats		2.2%	13
None of the above / Does not apply		1.5%	9






















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

Value		Percent	Responses
Convenience		66.6%	401
Better Prices		76.2%	459
Variety		36.5%	220
Quality of Selection		64.3%	387
Quality of Produce		71.4%	430
Healthy Options		29.6%	178
Speed of Check Out		34.9%	210
Size of Store		15.8%	95
Number of Checkouts		27.7%	167
Cleanliness of Store		69.3%	417
Parking		41.0%	247
Help with Bagging/Packing		14.3%	86
Loyalty Tokens/Stamps		5.3%	32
Home Delivery		2.5%	15
None of the above / Does not apply		2.0%	12

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		70.8%	426
Take items home immediately		62.8%	378
Return items more easily		38.5%	232
Enjoy the in-store experience		39.9%	240
Can ask questions to store associates		45.2%	272
To support local businesses		59.5%	358
More secure than online purchase		18.8%	113
Better prices		20.6%	124
Quality of service		30.4%	183
Better Selection		24.3%	146
Local flavor or uniqueness		20.1%	121
None of the above / Does not apply		4.2%	25

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		41.9%	252
Donate to a Charity		53.8%	324
Donate to a Church		36.2%	218
Donate to Political Party or Government Representative		12.5%	75
Join a New Church		4.0%	24
Volunteer at Church		14.5%	87
Volunteer for Nonprofit Group		22.1%	133
Vote in Upcoming Local Elections		53.5%	322
Vote in Upcoming State or National Elections		58.5%	352
Purchase Season Tickets for Performing Arts		8.8%	53
Attend a Holiday Themed Performance		28.1%	169
Community Activity		31.2%	188
Support an Organization		14.6%	88
Make a Donation		35.7%	215
Register to Vote		4.8%	29
None of the above / Does not apply		10.1%	61
Donate Vehicle		1.2%	7
Have a Baby		0.7%	4
Get Married		0.5%	3
Retire		1.2%	7
Look into Private Schooling for Children		0.5%	3



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







Value		Percent	Responses
Sporting Event		30.6%	184
Community Event		54.2%	326
Festival		53.3%	321
Live Performance		47.7%	287
Fundraising Event		19.8%	119
Seminar		12.1%	73
School Event		16.6%	100
Corporate Event		3.8%	23
Trade Show		8.8%	53
Conference		10.6%	64
Networking Event		6.5%	39
Radio Station Sponsored Event		5.6%	34
Television Station Sponsored Event		2.8%	17
Newspaper Sponsored Event		9.8%	59
None of the above / Does not apply		15.8%	95

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



Value		Percent	Responses
Participate in Organized Athletics		6.3%	38
Use a Zip Line		3.0%	18
Go Camping		13.5%	81
Go Mountain Biking		1.3%	8
Go Touring on a Bicycle		4.7%	28
Go to a Community or City Swimming Pool		9.3%	56
Take a Guided Backpacking or Hiking Trip		1.7%	10
Attend a Horse Race		1.8%	11
Attend a Car, Truck or Motorsport Race		7.0%	42
Participate in City or Municipal Sponsored Programs		10.3%	62
Join or Change Health or Fitness Club		11.0%	66
None of the above / Does not apply		56.8%	342

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		21.9%	132
Local Business Email		10.8%	65
CitySearch		4.0%	24
Snapchat		8.6%	52
Instagram		20.3%	122
Cinema Ads		12.0%	72
Facebook Business Page		15.6%	94
Reviews on Yelp! or Google+		15.9%	96
YouTube Promo Video		10.6%	64
Local Business Text Message		3.8%	23
Pandora		17.4%	105
Online Yellow Pages		6.6%	40
Google Search		65.4%	394
eBay		36.4%	219
Spotify		5.8%	35
Pinterest		25.9%	156
Google+ Local		9.1%	55
Clicked on Google Sponsored Ad		18.1%	109
LinkedIn		13.3%	80
Angie's List		3.5%	21
Craigslist		21.3%	128
Bing		12.5%	75



Value		Percent	Responses
Twitter		12.6%	76
Amazon		83.6%	503
None of the above / Does not apply		4.7%	28
Local Business Blog		2.7%	16
Digital Billboard		0.5%	3
Xing		0.3%	2

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

Value		Percent	Responses
Yes		74.8%	450
No		25.2%	152



**Total: 602**

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























Value		Percent	Responses
Yes		46.5%	280
No		53.5%	322

**Total: 602**

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

Value		Percent	Responses
Yes		33.9%	204
No		66.1%	398
			<b>Total: 602</b>

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		45.0%	271
Arts and Entertainment		28.7%	173
Automotive - (General)		22.9%	138
Automotive - (New Vehicle Dealership)		17.8%	107
Automotive - (Used Vehicle Dealership)		12.0%	72
Automotive - (Auto Parts store)		15.0%	90
Automotive - (Auto Repair business)		8.5%	51
Automotive - (Auto Body shop)		4.2%	25
Tire Business		18.9%	114
Beauty and Spa Related Businesses		12.6%	76
Community and State Services		15.6%	94
Education		7.5%	45
Employment Related Businesses		6.3%	38
Event Planning and Services		3.7%	22
Family Activity Related Businesses		6.3%	38
Financial Services		8.0%	48
Fitness Businesses or Providers		4.0%	24
General Retail		44.5%	268
Grocery / Market		32.1%	193
Home and Garden Related Businesses		21.8%	131
Building Supply/Lumber Business		12.8%	77
Home Service Businesses		10.3%	62



Value		Percent	Responses
Home Service Contractors		11.1%	67
Hotel and Travel Related Businesses		24.8%	149
Local Services		25.1%	151
Medical Related Businesses - (General)		16.9%	102
Medical Related Businesses - (Dentist)		8.3%	50
Medical Related Businesses - (Hospital)		5.6%	34
Nightlife Related Businesses		7.8%	47
Pet / Animal		21.6%	130
Professional Services		12.6%	76
Real Estate Service Businesses		4.3%	26
Recreation Related Businesses		6.5%	39
Restaurant / Bar / Lounge		36.9%	222
Senior Related Businesses		6.8%	41
Specialty Food and Drink		10.8%	65
General Retail - Children's Clothing Store		6.0%	36
General Retail - Clothing Accessory Store		13.5%	81
General Retail - Computer Store		11.8%	71
General Retail - Furniture Store		15.4%	93
General Retail - Hardware Store		15.9%	96
General Retail - Home Entertainment Store		6.1%	37
General Retail - Jewelry Store		6.3%	38
General Retail - Major Appliance Store		13.3%	80
General Retail - Men's Clothing Store		13.6%	82










Value		Percent	Responses
General Retail - Mobile Phone Store		8.0%	48
General Retail - Shoe Store		14.8%	89
General Retail - Women's Clothing Store		22.3%	134
None of the above / Does not apply		13.0%	78
Child Related Businesses		2.8%	17
Farm Equipment and Agriculture Businesses		2.0%	12
Medical Related Businesses - (Chiropractor)		2.8%	17
Motorsport Businesses		2.5%	15
General Retail - Farming and Agriculture Business		1.8%	11

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






















Value		Percent	Responses
Yes		9.0%	54
No		91.0%	548

**Total: 602**

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		5.5%	33
Get a New Part Time Job		8.6%	52
Get a Temporary or Seasonal Job		3.8%	23
Use an Employment or Temporary Employment Agency		1.2%	7
Use a Career Counselor		0.3%	2
Get a Second (or Third) Job		1.3%	8
Get First Job after High School		0.2%	1
Get First Job after College		0.3%	2
None of the above / Does not apply		84.1%	506

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		4.5%	27
Admin & Clerical		4.2%	25
Health Care		3.3%	20
Grocery		3.0%	18
Customer Service		5.8%	35
Education		3.0%	18
NonProfit		3.8%	23
None of the above / Does not apply		78.6%	473
Agriculture		0.5%	3
Automotive		0.8%	5
Warehouse		1.5%	9
Construction		0.3%	2
Accounting		2.3%	14
Hotel - Hospitality		2.2%	13
Manufacturing		0.5%	3
Entry Level (New Graduate)		0.7%	4
Banking & Finance		0.8%	5
Child Care		0.7%	4
Real Estate		1.3%	8
Insurance		0.7%	4
Legal		0.8%	5

Value		Percent	Responses
Management		2.2%	13
Media		1.2%	7
Government		2.5%	15
Installation - Maintenance - Repair		0.3%	2
Restaurant - Food Services		1.7%	10
Executive Level		1.5%	9
Engineering		0.5%	3
Sales & Marketing		2.0%	12
Information Technology		1.3%	8
Skilled Labor - Trades		1.8%	11
Transportation		1.7%	10

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

Value		Percent	Responses
Local Business Site		15.4%	93
Local Agency Site		9.0%	54
Craigslist		5.0%	30
Facebook		3.3%	20
Indeed.com		15.9%	96
LinkedIn		8.3%	50
Monster.com		7.8%	47
CareerBuilder		5.8%	35
GlassDoor		3.7%	22
SimplyHired.com		1.7%	10
AOL Jobs		1.5%	9
SnagAJob.com		1.7%	10
Dice.com		0.8%	5
USAjobs.gov		4.3%	26
USAjobs.org		2.5%	15
ZipRecruiter		6.5%	39
JobDiagnosis		0.8%	5
TheLadders		0.8%	5
None of the above / Does not apply		64.8%	390

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







Value		Percent	Responses
Coupon book		22.4%	135
Yellow Pages directory		3.2%	19
Direct mail flyer		20.1%	121
Deal program/offer		9.1%	55
Facebook business page offer		8.5%	51
Billboard advertising		2.2%	13
None of the above / Does not apply		61.0%	367



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)		16.9%	102
Purchased an online deal to a local business in the past 3 months		12.5%	75
None of the above / Does not apply		77.1%	464

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		6.5%	39
Read ads and keep them - using one or two		41.7%	251
Read ads and keep them - without using any		3.2%	19
Read ads but throw away without using any		21.9%	132
Throw ads away unread		20.9%	126
Do not receive direct mail or advertisements at home or PO Box		5.8%	35

**Total: 602**

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 %	11 1.8%	96 15.9%	300 49.8%	16 2.7%	38 6.3%	83 13.8%	58 9.6%	602
County election Count Row %	11 1.8%	101 16.8%	295 49.0%	21 3.5%	40 6.6%	76 12.6%	58 9.6%	602
State election Count Row %	16 2.7%	131 21.8%	257 42.7%	15 2.5%	40 6.6%	86 14.3%	57 9.5%	602
Total Total Responses								602

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

Value		Percent	Responses
Yes		87.2%	525
No		12.8%	77














**Total: 602**

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		92.7%	558
No		7.3%	44

**Total: 602**

















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		5.6%	34
Used Vehicle Dealership		5.3%	32
New and Used Vehicle Dealership		8.8%	53
Automotive Service		10.0%	60
Tire Store		7.8%	47
Auto Parts Store		12.6%	76
Recreation Vehicle (RV) Dealership		0.5%	3
RV or Camper Repair		1.3%	8
Boat Dealer		0.7%	4
Boat Service		2.2%	13
Motorcycle Dealer		1.2%	7
Motorcycle Repair Shop		0.5%	3
None of the above / Does not apply		68.1%	410

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		1.8%	11
Legal Firm or Attorney		3.5%	21
Insurance Agency		6.6%	40
Tax Advisor		1.8%	11
Telecommunications Provider		3.0%	18
Internet Service Provider		3.8%	23
None of the above / Does not apply		84.6%	509

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

Value		Percent	Responses
Alzheimer's or Memory Care Facility		1.2%	7
Hearing Aid Center		2.3%	14
Cardiologist		5.0%	30
Chiropractor		2.0%	12
Dentist		12.0%	72
Dermatologist		4.7%	28
Hospital		2.7%	16
Mental Health Provider		1.0%	6
Optometrist		2.8%	17
Pediatrician		0.7%	4
General Practitioner		9.1%	55
Rehabilitation Clinic		0.5%	3
Urgent Care Clinic		2.2%	13
Surgical Specialist		2.5%	15
Weight Loss Service		1.0%	6
None of the above / Does not apply		72.4%	436









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

Value		Percent	Responses
Carpet Cleaning Service		3.7%	22
Electrician		3.8%	23
Handyman		7.1%	43
Heating & Air Conditioning Service		5.0%	30
Remodeling Contractor		1.5%	9
General Contractor		2.2%	13
Landscaper		3.0%	18
New Home Builder		0.2%	1
Painting Contractor		2.2%	13
Plumber or Plumbing Contractor		4.7%	28
Roofing Contractor		2.3%	14
None of the above / Does not apply		78.4%	472









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		0.7%	4
Home Inspector		1.2%	7
Mortgage Broker		0.7%	4
Property Manager		0.5%	3
Realtor		4.5%	27
None of the above / Does not apply		93.9%	565


















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		1.5%	9
Automotive Loan Provider		0.8%	5
Financial Advisor		3.0%	18
Bank		10.8%	65
Credit Union		6.1%	37
None of the above / Does not apply		82.1%	494









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

Value		Percent	Responses
Buffet Restaurant		9.6%	58
Ethnic Restaurant		10.5%	63
Family Style Restaurant		22.9%	138
Fast Food Restaurant		12.0%	72
Fine Dining Restaurant		19.8%	119
Pizza Restaurant		22.3%	134
Restaurant with Bar or Lounge		15.0%	90
None of the above / Does not apply		43.7%	263

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

Value		Percent	Responses
Building Supply-Lumber Yard		6.6%	40
Clothing Accessory Store		5.3%	32
Major Appliance Store		5.0%	30
Computer Store		7.0%	42
Farming and Agriculture Business		0.8%	5
Furniture Store		9.1%	55
Grocery Store		18.8%	113
Hardware Store		10.6%	64
Home Entertainment Store		2.3%	14
Jewelry Store		4.7%	28
Mobile Phone Store		5.0%	30
Shoe Store		8.0%	48
Specialty Food Business		3.5%	21
Women's Clothing Store		14.0%	84
Men's Clothing Store		6.5%	39
Children's Clothing Store		2.3%	14
None of the above / Does not apply		52.2%	314

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		4.5%	27
Any Child Related Business		1.8%	11
Any Event Planning Business		1.2%	7
Any Education Business		1.5%	9
Any Fitness Business		3.2%	19
Any Pet Related Business		9.8%	59
Any Senior Related Business		2.8%	17
None of the above / Does not apply		82.1%	494

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		13.8%	83
No		47.2%	284
Does not apply		39.0%	235

**Total: 602**

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

Value		Percent	Responses
Arts and Entertainment		3.6%	3
Education		3.6%	3
Financial Services		4.8%	4
Fitness Businesses or Providers		3.6%	3
Health and Medical		7.2%	6
Home Service Businesses		4.8%	4
Local Services		6.0%	5
Real Estate		14.5%	12
Other		43.4%	36
Automotive		1.2%	1
General Retail		1.2%	1
Grocery and Specialty Food/Drink		1.2%	1
Pet / Animal		1.2%	1
Recreation		2.4%	2
Restaurant / Bar / Lounge		1.2%	1


**Total: 83**











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.		49.4%	41
Computer Hardware		20.5%	17
Office Copier		9.6%	8
Business Logo Apparel		19.3%	16
Networking Hardware or Software		10.8%	9
Office Furniture, Fixtures or Interiors		12.0%	10
Office Cleaning Supplies		22.9%	19
Office Supplies		57.8%	48
Office Printer		12.0%	10
Promotional Items		20.5%	17
Security System		2.4%	2
Telephone Systems		6.0%	5
Uniforms or Work Clothing		12.0%	10
None of the above / Does not apply		20.5%	17







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 Advertising		3.6%	3
Business Internet Services		4.8%	4
Business Legal Services or Attorney		3.6%	3
Business Marketing Services		4.8%	4
Business Printing Services		3.6%	3
Business Sign Company Services		4.8%	4
None of the above / Does not apply		80.7%	67
Business Accounting or CPA		1.2%	1
Business Financial Consulting		1.2%	1
Business Bottled Water Delivery		1.2%	1
Business Advisory Services		2.4%	2
Business Cellular Phone Service		2.4%	2
Business Employment Agency		1.2%	1
Business Internet Service Provider		2.4%	2
Business Meetings or Conventions		1.2%	1
Business Moving or Storage		1.2%	1
Business Payroll Services		2.4%	2
Business Realty Services		1.2%	1
Business Security Services		2.4%	2
Business Staffing or Temp Services		1.2%	1
Business Television Media Service		1.2%	1
Business Radio Media Service		1.2%	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		7.2%	6
Buy New Office		1.2%	1
Add New Locations		1.2%	1
Renovate Existing Facilities		3.6%	3
Construct New Facilities		3.6%	3
Buy or Rent Industrial Space		1.2%	1
Buy or Rent Warehouse space		1.2%	1
None of the above / Does not apply		84.3%	70























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

Value		Percent	Responses
Purchase New Business Automobiles		1.2%	1
Purchase New Business Trucks		2.4%	2
Lease New Business Automobiles		1.2%	1
Purchase New Business Delivery Vehicles		2.4%	2
Purchase New Heavy Duty or Commercial Business Trucks		1.2%	1
None of the above / Does not apply		94.0%	78

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 Health Insurance		4.8%	4
Business 401K or Retirement Program		3.6%	3
None of the above / Does not apply		92.8%	77

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

Value		Percent	Responses
Local Newspaper		22.9%	19
Local Newspaper Site		6.0%	5
Local Radio		9.6%	8
Local Free or Alternative publication		6.0%	5
Other Print Publications		8.4%	7
Facebook		28.9%	24
Twitter		3.6%	3
Other Social Media		16.9%	14
Search Engine Optimization (SEO, SEM)		10.8%	9
Word of Mouth or Referrals		49.4%	41
Billboards		3.6%	3
Direct Mail		14.5%	12
Coupons or "Deal of the Day"		3.6%	3
Sign "Spinners"		3.6%	3
Yellow Pages		6.0%	5
Online Advertising		13.3%	11
Retargeting Web Ads		3.6%	3
None of the above / Does not apply		19.3%	16
Local Television		2.4%	2
Fliers or Door Hangers		2.4%	2
Telemarketing		2.4%	2
Banner Ads		2.4%	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		10.8%	9
Use social media for promoting business		26.5%	22
Website optimized for mobile (responsive)		14.5%	12
Ongoing search optimization (SEO, SEM)		8.4%	7
Banner ads		1.2%	1
Cost-per-click ads (CPC, PPC)		3.6%	3
Cost-per-mille ads (CPM)		2.4%	2
Programmatic ads		2.4%	2
Retargeting ads		3.6%	3
Video ads		4.8%	4
Google ads (Adwords)		8.4%	7
Facebook ads		18.1%	15
Sponsored content		3.6%	3
Email advertising		16.9%	14
Site analytics		7.2%	6
Use a Digital Agency		6.0%	5
Digital ads through newspaper		2.4%	2
None of the above/Does not apply		49.4%	41



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






Value		Percent	Responses
Have an ongoing digital marketing campaign		7.2%	6
Use social media for promoting business		18.1%	15
Website optimized for mobile (responsive)		9.6%	8
Ongoing search optimization (SEO, SEM)		8.4%	7
Banner ads		1.2%	1
Cost-per-click ads (CPC, PPC)		2.4%	2
Cost-per-mille ads (CPM)		1.2%	1
Programmatic ads		2.4%	2
Retargeting ads		3.6%	3
Video ads		7.2%	6
Google ads (Adwords)		8.4%	7
Facebook ads		15.7%	13
Sponsored content		2.4%	2
Email advertising		18.1%	15
Site analytics		8.4%	7
Use a Digital Agency		2.4%	2
Digital ads through newspaper		6.0%	5
None of the above/Does not apply		65.1%	54

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








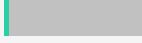



Value		Percent	Responses
Yes		4.8%	4
No		86.7%	72
Don't know		8.4%	7

**Total: 83**

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

Value		Percent	Responses
0%		5.3%	32
1% - 25%		41.9%	252
26% - 50%		22.8%	137
51% - 75%		20.1%	121
76% - 100%		10.0%	60
			<b>Total: 602</b>
			<b>Avg 35%</b>







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

Value		Percent	Responses
18 - 19		0.5%	3
20 - 24		0.7%	4
25 - 30		1.0%	6
31 - 34		1.3%	8
35 - 40		2.2%	13
41 - 45		2.0%	12
46 - 49		3.5%	21
50 - 54		2.8%	17
55 - 60		12.6%	76
61 - 69		26.6%	160
70 or older		46.8%	282

**Total: 602**








**Avg 67**

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

Value		Percent	Responses
Metro / Urban		6.3%	38
Small/Mid-Size Town		43.5%	262
Suburban		29.2%	176
Rural		10.5%	63
Vacation community		6.8%	41
Other		3.7%	22

Total: 602

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

Value		Percent	Responses
Some High School (Not Graduate)		1.0%	6
High School Graduate (12th grade)		11.8%	71
Vocational or Technical Training		4.7%	28
Some College		23.8%	143
College Graduate		31.2%	188
Some Post-Graduate Study (No Advanced Degree)		6.6%	40
Post-Graduate Degree		20.9%	126

**Total: 602**

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

Value		Percent	Responses
Under \$20,000		6.5%	38
\$20,000 - \$24,999		4.6%	27
\$25,000 - \$29,999		5.6%	33
\$30,000 - \$34,999		5.1%	30
\$35,000 - \$39,999		4.4%	26
\$40,000 - \$44,999		5.6%	33
\$45,000 - \$49,999		5.3%	31
\$50,000 - \$74,999		25.0%	146
\$75,000 - \$99,999		15.7%	92
\$100,000 - \$124,999		11.3%	66
\$125,000 - \$149,999		3.4%	20
\$150,000 - \$200,000		4.6%	27
Over \$200,000		2.7%	16

**Total: 585**  
**Avg \$66,684**




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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	3
Black or African-American		1.8%	11
Asian		0.2%	1
White or Caucasian		89.0%	536
Hispanic		1.2%	7
Other		1.7%	10
Prefer not to answer		5.6%	34

**Total: 602**



### 173. Are you...





Value		Percent	Responses
Male		36.5%	220
Female		59.8%	360
Prefer not to answer		3.7%	22

**Total: 602**

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


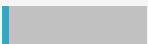



Value	Percent	Responses
Single Family Home	81.1%	488
Apartment	2.8%	17
Condominium	6.3%	38
Mobile Home	7.6%	46
Other	2.2%	13
		<b>Total: 602</b>

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



Value		Percent	Responses
Owned		88.7%	534
Rented		7.8%	47
Occupied Without Payment of Rent		1.3%	8
Other		2.2%	13

**Total: 602**

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

Value		Percent	Responses
None		89.7%	539
1		5.2%	31
2		4.0%	24
3		0.8%	5
4 or more		0.3%	2
			<b>Total: 601</b>

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

Value		Percent	Responses
Yes		42.7%	256
No		57.3%	344

**Total: 600**