

The Pulse of America 2020 Survey Report (Wisconsin)

Response Counts

Completion Rate:	100%		
	Complete		646

Total: 646

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	646
		Total: 646

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


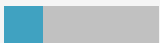
	Always	Frequently	Occasionally	Never	Responses
School news Count Row %	115 17.8%	169 26.2%	258 39.9%	104 16.1%	646
Business news Count Row %	122 18.9%	210 32.5%	240 37.2%	74 11.5%	646
Government news Count Row %	223 34.5%	228 35.3%	144 22.3%	51 7.9%	646
High school sports news Count Row %	62 9.6%	100 15.5%	238 36.8%	246 38.1%	646
Crime news Count Row %	203 31.4%	255 39.5%	155 24.0%	33 5.1%	646
Clubs and organizations news Count Row %	53 8.2%	149 23.1%	312 48.3%	132 20.4%	646
Total Total Responses					646

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%	18 2.8%	86 13.3%	326 50.5%	196 30.3%	17 2.6%	646
Local news coverage Count Row %	6 0.9%	25 3.9%	62 9.6%	320 49.5%	215 33.3%	18 2.8%	646
Reporting objectivity Count Row %	16 2.5%	53 8.2%	117 18.1%	288 44.6%	139 21.5%	33 5.1%	646
Headline objectivity Count Row %	11 1.7%	47 7.3%	133 20.6%	298 46.1%	129 20.0%	28 4.3%	646
Local school news Count Row %	2 0.3%	14 2.2%	120 18.6%	311 48.1%	114 17.6%	85 13.2%	646
County news coverage Count Row %	4 0.6%	24 3.7%	112 17.3%	346 53.6%	127 19.7%	33 5.1%	646
Local city/community news coverage Count Row %	6 0.9%	22 3.4%	66 10.2%	351 54.3%	181 28.0%	20 3.1%	646
Environmental news coverage Count Row %	8 1.2%	56 8.7%	138 21.4%	295 45.7%	105 16.3%	44 6.8%	646
Courts and cops news coverage Count Row %	4 0.6%	30 4.6%	119 18.4%	318 49.2%	144 22.3%	31 4.8%	646
Local sports coverage Count Row %	7 1.1%	9 1.4%	77 11.9%	252 39.0%	186 28.8%	115 17.8%	646




	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
Local arts and entertainment coverage	4	32	89	322	152	47	646
Count	0.6%	5.0%	13.8%	49.8%	23.5%	7.3%	
Row %							
People and features coverage	2	16	112	332	144	40	646
Count	0.3%	2.5%	17.3%	51.4%	22.3%	6.2%	
Row %							
Total							
Total Responses							646

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

Value		Percent	Responses
Yes		74.9%	484
No		25.1%	162


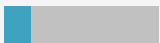
Total: 646

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		36.4%	177
No		60.5%	294
None of the above / Does not apply		3.1%	15




Total: 486

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

Value		Percent	Responses
Yes		81.9%	529
No		18.1%	117


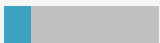
Total: 646

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		37.4%	198
No		59.6%	316
None of the above / Does not apply		3.0%	16



Total: 530

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

Value		Percent	Responses
Yes		81.9%	529
No		18.1%	117

Total: 646

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

Value		Percent	Responses
Yes		56.4%	300
No		43.6%	232

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		38.4%	203
2		51.8%	274
3		6.8%	36
4		1.9%	10
5 or more		1.1%	6
			Total: 529

Statistics

Average 1.7

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













Value		Percent	Responses
Adult male		69.4%	367
Adult female		75.6%	400
Minor under 18		2.8%	15

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

Value		Percent	Responses
Yes, always		15.1%	80
Yes, frequently		26.1%	138
Yes, sometimes		37.1%	196
Seldom		15.3%	81
Never		6.4%	34

Total: 529




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		29.7%	157
Local Daily Newspaper		82.4%	436
Local Paid Weekly Community Newspaper		29.1%	154
Local Free Weekly Print Publication (a Shopper or Newspaper)		60.5%	320
Local Alternative Publication		18.5%	98
Local City or Regional Magazine		30.8%	163
Local Specialty Publication		16.6%	88
Local Business Publication		13.4%	71
Local Ethnic Publication		4.7%	25
Local Parenting Publication		2.1%	11
Local Senior Publication		17.2%	91
None of the above / Does not apply		1.7%	9

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	41	68	280	140	529
Row %	7.8%	12.9%	52.9%	26.5%	
Retail Store Ads					
Count	122	196	182	29	529
Row %	23.1%	37.1%	34.4%	5.5%	
Ad Inserts					
Count	130	164	185	50	529
Row %	24.6%	31.0%	35.0%	9.5%	
Real Estate Ads					
Count	17	57	253	202	529
Row %	3.2%	10.8%	47.8%	38.2%	
Automotive Ads					
Count	14	50	245	220	529
Row %	2.6%	9.5%	46.3%	41.6%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	62	185	234	48	529
Row %	11.7%	35.0%	44.2%	9.1%	
Political Ads					
Count	23	76	233	197	529
Row %	4.3%	14.4%	44.0%	37.2%	
Legal Notices					
Count	32	53	226	218	529
Row %	6.0%	10.0%	42.7%	41.2%	
Total					
Total Responses					529

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		42.1%	272
Posted on a Government Website		16.6%	107
No preference		41.3%	267




Total: 646

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		11.8%	76
No		87.8%	567
Don't know		0.5%	3



Total: 646

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








Value		Percent	Responses
Excellent response (sold item or got many inquiries)		30.7%	23
Satisfactory response (received many inquiries)		41.3%	31
Poor response (received very few inquiries)		28.0%	21

Total: 75

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
















Value		Percent	Responses
Yes		58.8%	380
No		41.2%	266
			Total: 646

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

Value		Percent	Responses
Daily		24.1%	156
Couple times week		19.2%	124
Weekly		6.8%	44
Couple times month		11.1%	72
Monthly		2.9%	19
Less Monthly		17.3%	112
Have not visited / Does not apply		18.4%	119














Total: 646

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		4.8%	31
Auto Detailing Shop		4.3%	28
Oil Change Station		46.3%	299
Auto Parts Store		22.6%	146
Auto Repair Shop		25.5%	165
Auto Salvage Yard		3.1%	20
Auto Battery Store		5.9%	38
Car Wash		71.8%	464
Gas Station		84.7%	547
New Vehicle Dealership		14.4%	93
Used Vehicle Dealership		12.2%	79
Tire Store		16.1%	104
None of the above / Does not apply		6.8%	44
Auto Glass Repair Shop		2.8%	18
Auto Paint Shop		0.9%	6
Auto Towing Service		1.9%	12
Auto Window Tinting		0.9%	6
Auto Stereo Installation		0.6%	4
Car Audio Store		1.2%	8
Commercial Truck Dealership		0.5%	3
Commercial Truck Repair Shop		0.3%	2

Value		Percent	Responses
Pick and Pull Lot		0.8%	5
Recreation Vehicle (RV) Dealership		2.0%	13
RV or Camper Repair		1.7%	11
Trailer & Utility Trailer		1.2%	8
Trailer Rental Service		0.6%	4

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

Value		Percent	Responses
Boat Dealer		1.7%	11
Boating Accessory Store		3.7%	24
Boat Repair Shop		1.5%	10
Boat Rental Service		0.3%	2
All-Terrain Vehicle (ATV) Dealer		3.4%	22
Watercraft Dealer		0.8%	5
Watercraft Rental Shop		0.5%	3
Motorcycle Dealer		2.5%	16
Motorcycle Repair Shop		1.7%	11
Motorcycle Accessory Store		2.5%	16
Golf Cart Dealer		0.8%	5
Boat and RV Storage Facility		2.2%	14
None of the above / Does not apply		86.8%	561

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		0.6%	4
Used Farm Equipment Dealer		1.2%	8
Farm Truck and Tractor Repair Shop		2.2%	14
Agriculture Farm Supply Store		11.0%	71
Agricultural Service		2.0%	13
Farming Structure Building Contractor		0.6%	4
Animal Feed Store		7.4%	48
None of the above / Does not apply		84.4%	545

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		22.8%	147
Bakery		57.9%	374
Specialty Cake Bakery		5.3%	34
Cupcake Shop		7.0%	45
Donut Shop		21.4%	138
Beverage Distributor		9.3%	60
Beer Shop		21.1%	136
Brewery or Brew Pub		39.2%	253
Candy Store		12.8%	83
Cheese Shop		40.9%	264
Chocolate Shop		23.2%	150
Coffee & Tea Shop		36.8%	238
Espresso or Coffee Shop		35.1%	227
Cookie Store		4.3%	28
Convenience Store		72.9%	471
Dessert Restaurant		5.4%	35
Distillery		11.6%	75
Ethnic Food Restaurant		44.7%	289
Ice Cream or Frozen Yogurt Shop		38.1%	246
Smoothie or Juice Bar		8.7%	56
Liquor Store		45.2%	292

Value		Percent	Responses
Tea Shop		5.4%	35
Winery		19.3%	125
Wine Shop		14.2%	92
None of the above / Does not apply		4.5%	29
U-Brew Beer or Wine Store		2.9%	19























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

Value		Percent	Responses
Health Food Store		12.5%	81
Grocery Store (Discount)		51.7%	334
Grocery Store (Ethnic)		11.6%	75
Farmers Market		33.6%	217
Grocery Store (Co-op)		28.8%	186
Grocery Store (Independent/Citywide)		47.7%	308
Grocery Store (Major or Regional Chain)		81.3%	525
Meat Market or Butcher Shop		28.3%	183
Grocery Store (Neighborhood/Local/Mom & Pop)		33.0%	213
Seafood Market		8.7%	56
Specialty Food Market		12.2%	79
None of the above / Does not apply		0.8%	5

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

Value		Percent	Responses
Barbershop		28.5%	184
Day Spa		10.2%	66
Eyelash Extension Salon		0.9%	6
Hair Removal Salon		3.9%	25
Hair and Beauty Salon (Find New or Change Existing)		52.8%	341
Makeup Artist		1.4%	9
Massage Spa		18.3%	118
Nail Salon		23.4%	151
Skin Care Store		4.2%	27
Tanning Salon		4.6%	30
Tattoo Studio		6.5%	42
None of the above / Does not apply		20.3%	131













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

Value		Percent	Responses
Arcade		8.5%	55
Arts & Crafts Fair		44.1%	285
Casino		22.3%	144
Community Theatre		29.9%	193
Movie Theater		67.0%	433
Museum		36.1%	233
Live Theater		36.2%	234
Performing Arts Center		32.4%	209
Bingo Hall		5.3%	34
Social Club		5.1%	33
Stadium or Arena		27.7%	179
Wine Tour		5.9%	38
Music Festival		24.9%	161
Wine Festival		7.1%	46
Food Festival		30.7%	198
Seasonal Festival		30.3%	196
Arts Organization		12.7%	82
Cultural Center		13.0%	84
Local Festival		41.2%	266
Historical Society		15.2%	98
None of the above / Does not apply		10.5%	68
Rodeo		2.5%	16




















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		31.3%	202
Professional Sports Team		24.5%	158
Amusement Center / Park		21.5%	139
Family Play Center		7.4%	48
Family Entertainment Center		9.6%	62
Go Kart Track		4.8%	31
Horseback Riding		5.1%	33
Outdoor Park		39.2%	253
Ice Skating or Roller Rink		10.5%	68
Athletic Club		22.1%	143
Zoo		44.6%	288
None of the above / Does not apply		22.8%	147










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		0.9%	6
CrossFit Gym		1.1%	7
Dance Studio		3.7%	24
Fitness Boot Camp		1.5%	10
Exercise Classes		21.5%	139
Gym, Fitness or Athletic Club		32.5%	210
Martial Arts Studio		2.5%	16
Personal Trainer		4.8%	31
Rock Climbing Gym		1.1%	7
Swimming Lessons		6.0%	39
Yoga Studio		12.1%	78
None of the above / Does not apply		50.8%	328
















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

Value		Percent	Responses
Archery Range		3.3%	21
Bait & Tackle Shop		16.1%	104
Bicycle Shop		13.3%	86
Bicycle Repair Shop		14.4%	93
Bicycle Rental Service		2.9%	19
Bowling Alley		23.1%	149
Dive Shop		0.8%	5
Fishing Supply Store		13.2%	85
Golf Course		19.8%	128
Golf Driving Range		12.7%	82
Golf Pro Shop		7.6%	49
Gun Shooting Range		8.8%	57
Gun Store		7.6%	49
Miniature Golf Course		16.4%	106
Outdoor Gear Store		14.9%	96
Ski Shop		2.6%	17
New Sporting Goods Store		12.1%	78
Used Sporting Goods Store		9.3%	60
None of the above / Does not apply		32.0%	207

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		4.0%	26
Bar, Lounge or Pub		56.2%	363
Comedy Club		13.3%	86
Dancing or Night Club		7.6%	49
Music or Concert Hall		36.8%	238
Billiard Hall		2.3%	15
Sports Bar		34.7%	224
Wine Bar		14.4%	93
None of the above / Does not apply		28.6%	185

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

Value		Percent	Responses
Boat Charter		3.1%	20
Card or Stationery Store		15.2%	98
Announcement Printing Service		3.6%	23
Catering Service		4.8%	31
Disc Jockey (DJ)		1.1%	7
Event Coordinator		2.0%	13
Hotel Meeting Room or Event Space		4.3%	28
Musician or Band		6.8%	44
Party Supply Store		10.7%	69
Photographer		6.2%	40
Event Space or Venue		4.6%	30
Videographer		0.5%	3
Wedding Venue or Banquet Hall		2.0%	13
Wedding Planner		0.5%	3
None of the above / Does not apply		68.6%	443

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		15.5%	100
University		9.1%	59
Community College		10.1%	65
Elementary School		5.1%	33
Middle or High School		9.9%	64
Adult Education School		10.4%	67
Musical Instruments and Lessons		4.5%	29
Lecture or Seminar Series		7.3%	47
None of the above / Does not apply		57.6%	372
Preschool		1.7%	11
Art School		2.3%	15
Charter School		0.8%	5
Culinary School		1.7%	11
Beauty School		0.6%	4
Dance Studio		2.3%	15
Driving School		2.2%	14
Language School		1.4%	9
Tutoring Center		0.8%	5
Private Elementary School		0.2%	1
Private High School		0.2%	1
Private K-12 School		0.9%	6

Value		Percent	Responses
Private Tutor		0.9%	6
Vocational School		2.5%	16
Real Estate School		0.6%	4
Aviation / Flight School		0.8%	5
Graduate school		1.5%	10
Parochial School		1.7%	11

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		23.2%	150
Credit Union		21.8%	141
Financial Advisor		13.9%	90
Stockbroker		3.4%	22
None of the above / Does not apply		63.2%	408

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		0.3%	2
Bankruptcy Service		0.8%	5
Business Development Service		0.8%	5
Bookkeeping Service		4.5%	29
Car Leasing Service		2.6%	17
Check Cashing Service		2.3%	15
Credit Repair Service		1.7%	11
Credit Counseling Service		0.9%	6
Debt Consolidation Company		1.4%	9
Money Transfer Service		1.5%	10
Payday Loan Company		0.8%	5
Tax Return Service		31.4%	203
Title Loan Company		2.2%	14
None of the above / Does not apply		60.1%	388






















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		13.0%	84
Dentist		37.5%	242
General Practitioner		18.4%	119
Family Practitioner		17.5%	113
Optometrist		21.4%	138
Pediatrician		2.5%	16
None of the above / Does not apply		51.1%	330

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		23.7%	153
Hospital		5.7%	37
Medical Clinic		16.9%	109
Mental Health Service		5.6%	36
None of the above / Does not apply		68.6%	443

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		6.3%	41
Allergy or Asthma Specialist		7.9%	51
Cardiologist		11.8%	76
Cancer Specialist		5.1%	33
Mental Health Provider		10.8%	70
Dermatologist		15.9%	103
Denture or Implant Specialist		7.4%	48
Obstetrician & Gynecologist		6.7%	43
Orthodontist		3.3%	21
Ear, Nose & Throat Doctor		8.7%	56
Gastroenterologist		7.6%	49
Internal Medicine Doctor		29.9%	193
Massage Therapist		21.4%	138
Nutritionist or Dietician		4.2%	27
Oncologist		4.3%	28
Ophthalmologist		23.7%	153
Orthopedist		4.3%	28
Physical Therapist		12.5%	81
Psychiatrist		5.6%	36
Podiatrist		5.3%	34
Urologist		4.3%	28

Value		Percent	Responses
Surgical Specialist		3.1%	20
None of the above / Does not apply		21.5%	139
Cardiovascular Surgeon		0.9%	6
Cryotherapy		0.6%	4
Cosmetic or Plastic Surgeon		2.2%	14
Cosmetic Dentist		2.6%	17
Oral Surgeon		2.8%	18
Home Health Care Provider		0.9%	6
Naturopathic Practitioner		2.5%	16

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		5.9%	38
Blood Donation Center		11.5%	74
Hearing Aid Center		8.4%	54
Laboratory or Medical Testing Facility		14.9%	96
Medical Imaging Service		9.8%	63
Mental Health Service		5.3%	34
Mental Health Clinic		4.6%	30
Pain Management Physician		4.2%	27
Sleep Disorder Clinic		4.5%	29
Urgent Care Clinic		11.8%	76
Walk-In Clinic		10.1%	65
None of the above / Does not apply		44.6%	288
Alcoholism Treatment Program		0.3%	2
Alzheimer's or Memory Care Facility		0.6%	4
Drug Addiction Treatment Center		0.5%	3
Drug Testing Service		0.2%	1
Hospice Care Provider		0.8%	5
Laser Eye Surgery Clinic		2.5%	16
Memory Care Facility		0.5%	3
Medical Marijuana Authorization		0.5%	3
Medical Marijuana Dispensary		0.9%	6








Value		Percent	Responses
Medical Spa		0.6%	4
Medical Supply Store		2.8%	18
Pain Clinic		2.9%	19
Pain Control Clinic		2.3%	15
Physical Health Center		2.8%	18
Rehabilitation Clinic		1.5%	10
Sports Medicine Clinic		1.7%	11
Vascular Surgeon or Vein Center		1.1%	7

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



















Value		Percent	Responses
Airline		54.6%	353
Regional Airport		38.7%	250
Bed & Breakfast		9.1%	59
Campground		19.2%	124
Cruise Line		7.4%	48
Hotel or Motel (Local)		11.9%	77
Hotel or Motel (Out-of-Town)		64.9%	419
Luggage-Travel Store		2.0%	13
RV Rental Company		0.8%	5
Ski Resort		3.4%	22
Tour Company		4.6%	30
Shuttle Service		9.9%	64
Limo Service		1.4%	9
Taxi Service		13.8%	89
Travel Agent		8.5%	55
None of the above / Does not apply		20.1%	130

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		3.7%	24
Courier or Delivery Service		4.3%	28
Compost / Yard Waste Service		4.5%	29
Dry Cleaning or Laundry Service		20.3%	131
Electronics Repair Shop		3.7%	24
Information Technology (IT) Service		4.3%	28
Jewelry Repair Shop		8.8%	57
Mail Store		15.6%	101
Moving Truck Rental Company		4.2%	27
Printing Service		6.3%	41
Propane Dealer		6.2%	40
Propane Home Heating Service		4.6%	30
Junkyard		4.5%	29
Recycling Center		26.3%	170
Self-Storage Facility		6.0%	39
Sewing and Alterations Shop		7.4%	48
Small Engine Repair Shop		6.3%	41
Shipping Center		13.6%	88
Shoe Repair Shop		6.5%	42
Watch or Clock Repair Shop		7.3%	47
Mobile or Cell Phone Repair Shop		4.6%	30

Value		Percent	Responses
Tool / Equipment Rental Service		3.7%	24
Car Rental Agency		9.4%	61
None of the above / Does not apply		28.0%	181
Bottled Water Delivery Service		1.4%	9
Funeral Service Provider		1.4%	9
Cremation Service Provider		1.4%	9
Marriage Counselor		1.2%	8






















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		8.2%	53
Charity or Philanthropic Organization		13.3%	86
Church		48.6%	314
City or Municipal Service		22.0%	142
Community Organization		12.1%	78
Government or Political Service		3.7%	24
Community Service or Non-Profit Organization		13.0%	84
City Center		5.3%	34
City or Town Hall		19.8%	128
Civic Center		11.5%	74
Community Center		17.6%	114
Convention Center		8.7%	56
County Government Office		8.8%	57
Department of Social Services		4.2%	27
Employment Center		3.3%	21
Government Economic Program		1.5%	10
Youth Organization		3.9%	25
None of the above / Does not apply		24.0%	155

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






















Value		Percent	Responses
Electrician		13.6%	88
Painting Contractor		9.4%	61
Plumber or Plumbing Contractor		12.7%	82
None of the above / Does not apply		76.8%	496

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

Value		Percent	Responses
Asphalt / Paving Contractor		5.0%	32
Appliance Repair Service		9.4%	61
Air Duct Cleaning Service		7.1%	46
Carpenter or Woodworker		9.9%	64
Carpet Installation Contractor		7.0%	45
Concrete Contractor		6.3%	41
Countertop Contractor		4.8%	31
Drywall Installation or Repair Contractor		6.2%	40
Deck Builder		3.4%	22
Furnace Contractor		7.6%	49
Flooring Installation Service		8.5%	55
Handyman		16.7%	108
Heating & Air Conditioning Service		15.0%	97
Garage Door Contractor		3.6%	23
Garbage Collection Service		8.2%	53
General Contractor		6.5%	42
Gutter Installation or Repair Contractor		3.9%	25
Mover or Moving Company		3.4%	22
Junk Removal or Hauling Service		3.7%	24
Kitchen or Bath Remodeling Company		4.5%	29
Landscaping Service		7.6%	49











Value		Percent	Responses
Roofing Contractor		4.8%	31
Remodeling Contractor		3.4%	22
Septic Tank Contractor		4.0%	26
Window Installer		5.0%	32
None of the above / Does not apply		41.8%	270
Alternative Energy Service		2.0%	13
Demolition Contractor		0.3%	2
Fencing Contractor		1.7%	11
Fire & Water Damage Restoration Service		0.5%	3
Foundation Contractor		1.7%	11
Handicap Access Contractor		0.5%	3
Home Security Company		1.9%	12
Home Maintenance Service		1.2%	8
Garage Builder		1.4%	9
Insulation Installer		2.0%	13
New Home Builder		0.9%	6
Landscape Architect		1.4%	9
Siding Installation or Repair Contractor		2.2%	14
Stone or Marble Company		0.6%	4
Solar Energy Contractor		1.5%	10
Tile Contractor		1.7%	11
Waterproofing Contractor		1.4%	9
Water Well Drilling Contractor		0.3%	2

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





Value		Percent	Responses
Arborist		9.8%	63
Carpet Cleaning Service		12.1%	78
Fuel or Oil Home Heating Service		3.6%	23
Furnace Cleaning Service		12.5%	81
House Cleaning Service		8.2%	53
Lawn Care Service		12.5%	81
Landscaper		3.6%	23
Pest Control Service or Exterminator		6.2%	40
Television or Internet Service Provider		20.1%	130
Water Treatment Supply & Service		3.6%	23
Window & Door Installation Service		4.0%	26
None of the above / Does not apply		46.1%	298
Awning & Tent Company		0.9%	6
Bathtub Refinishing Service		2.5%	16
Cabinet Refacing Service		1.5%	10
Furniture Upholstery Service		1.2%	8
Home Theater Installation Service		0.2%	1
Home Pressure Washing Service		2.6%	17
Home Gardening Service		2.3%	15
Interior Designer		0.9%	6
Key or Locksmith Service		2.2%	14

Value		Percent	Responses
Pool Cleaning Service		0.5%	3
Shades & Blinds Installation Service		1.4%	9
Wallcoverings Store		0.2%	1





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

Value		Percent	Responses
Retirement Counselor		1.7%	11
Assisted Living Facility		0.9%	6
Retirement Home		0.6%	4
Nursing Home		0.9%	6
55+ Housing Community		5.0%	32
Senior Center		11.0%	71
Geriatric Physician		1.1%	7
Respite Relief Provider		0.2%	1
Senior Care Placement Agency		0.6%	4
None of the above / Does not apply		82.4%	532











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		2.5%	16
Summer Camp		5.4%	35
Sports Camp		4.0%	26
None of the above / Does not apply		91.3%	590








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		18.0%	116
Children's Shoe Store		6.0%	39
Children's Furniture Store		0.9%	6
None of the above / Does not apply		81.9%	529





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		4.6%	30
Animal Daycare		5.4%	35
Emergency Animal Hospital		2.6%	17
Pet Boarding		10.2%	66
Pet Groomer		16.4%	106
Pet Sitter		7.1%	46
Pet Trainer		1.7%	11
Pet Walker		1.4%	9
Veterinarian		43.3%	280
None of the above / Does not apply		49.1%	317

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		12.7%	82
Bird Specialty Store		1.2%	8
Bird Shop		1.1%	7
Pet Boutique		2.3%	15
Fish or Aquarium Store		3.1%	20
Pet Store		39.5%	255
None of the above / Does not apply		52.8%	341















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		0.9%	6
Realtor		7.7%	50
Real Estate Brokerage Firm		1.1%	7
None of the above / Does not apply		91.3%	590

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		5.3%	34
Developer		0.5%	3
Estate Appraiser		0.9%	6
Estate Liquidator		0.3%	2
Home Inspector		3.6%	23
Home Staging Company		0.6%	4
Manufactured or Modular Home Builder		0.3%	2
New Home Builder		1.9%	12
Mortgage Banker		3.6%	23
Mortgage Broker		1.7%	11
Real Estate Appraiser		4.3%	28
Title & Escrow Company		4.6%	30
None of the above / Does not apply		84.2%	544

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		69.7%	450
Family Style Restaurant		46.0%	297
Buffet Restaurant		22.8%	147
Fine Dining Restaurant		29.1%	188
Restaurant with Lounge or Bar		40.9%	264
Pizza Restaurant		50.9%	329
Ethnic Restaurant		26.0%	168
Chinese Restaurant		37.5%	242
Mexican Restaurant		43.2%	279
Italian Restaurant		25.2%	163
Japanese or Sushi Restaurant		12.8%	83
Thai Restaurant		12.2%	79
Indian Restaurant		9.9%	64
None of the above / Does not apply		4.0%	26






















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
















Value		Percent	Responses
Art Supply Store		11.0%	71
Art Gallery		7.0%	45
Craft Supply Store		25.5%	165
Home and Office Battery Store		3.4%	22
Bookstore		44.4%	287
Candle Shop		9.1%	59
Computer Store		13.8%	89
Department Store		60.8%	393
Discount Store		57.1%	369
Drugstore or Pharmacy		68.0%	439
Electronics Store		15.8%	102
Fabric Store		16.7%	108
Florist		11.1%	72
Gift Shop		22.4%	145
Herb Shop or Herbalist		3.3%	21
Hobby Shop		15.0%	97
Mobile Phone Store		17.2%	111
Music and Video Store		7.3%	47
Music Instrument Store		4.6%	30
Music Store		5.3%	34
Office Equipment & Supply Store		17.0%	110

Value		Percent	Responses
Outlet Store		25.1%	162
Pawn Shop		5.1%	33
Flea Market		14.4%	93
Scrap Metal Dealer		3.6%	23
Shopping Center		37.0%	239
Consignment Shop		20.9%	135
Tobacco Store		3.9%	25
Toy Store		8.2%	53
Record Store		5.4%	35
Vitamin or Supplement Store		10.4%	67
Wholesale, Warehouse or Club Store		24.8%	160
Thrift Store		45.2%	292
Yard Equipment Store		7.0%	45
Camera Store		6.5%	42
Bead Store		4.2%	27
CBD Store		9.8%	63
Gun Shop		6.8%	44
Christian Book Store		4.8%	31
Christmas Store		11.0%	71
Yarn Store		6.2%	40
None of the above / Does not apply		3.3%	21
Adult Video or Adult Store		2.3%	15
New Age Book Store		1.5%	10

Value		Percent	Responses
Cigar Store		1.9%	12
Coin Shop		1.9%	12
Comic Book Shop		2.0%	13
Equipment Rental Store		2.8%	18
Knife Store		1.7%	11
Military Surplus Store		1.4%	9
Monument or Memorial Company		0.3%	2
Religious Supply or Gift Shop		2.0%	13
Sewing Studio		1.9%	12
Sign Store		1.1%	7
Vape or Smoke Shop		2.5%	16
Trophy or Award Store		1.1%	7
Wedding Supply Store		0.6%	4
Survival Store		0.8%	5
Marijuana Dispensary		2.8%	18
Security Service		0.8%	5
Gold/Silver/Precious Metal Dealer		2.0%	13

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







Value		Percent	Responses
Antique Store		21.1%	136
Major Appliance Store		7.9%	51
Small Appliance Store		3.3%	21
TV & Appliance Store		10.2%	66
Baby Supply & Furniture Store		3.4%	22
Bath & Accessory Store		21.8%	141
Building Supply Store or Lumber Yard		24.1%	156
Cabinet Store		3.1%	20
Carpet Store		6.5%	42
Clock Shop		3.4%	22
Fireplace, Wood Stove or Barbeque Store		4.2%	27
Flooring Store		8.7%	56
Frame Shop		5.4%	35
Furniture Store		18.6%	120
Hardware Store		43.0%	278
Home & Garden Center		47.2%	305
Home Decor Store		18.0%	116
Lighting Store		5.9%	38
Mattress or Bedding Store		8.8%	57
Plant Nursery & Garden Supply Store		25.1%	162
Outdoor Furniture Store		4.3%	28

Value		Percent	Responses
Paint Store		13.6%	88
Rug Store		3.4%	22
Tool Store		6.0%	39
Vacuum Store		3.7%	24
Used Building Supply Store		4.8%	31
None of the above / Does not apply		17.5%	113
Furniture Restoration Shop		1.9%	12
Hot Tub or Spa Dealer		1.1%	7
Rent-to-Own Store		0.2%	1
Solar Energy Equipment Dealer		0.6%	4
Pool & Spa Dealer		0.9%	6
Tool Rental Center		2.6%	17
Window Store		1.9%	12
TV Store		2.8%	18
Futon Store		0.5%	3








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

Value		Percent	Responses
Activewear Store		27.4%	177
Beauty Supply Store		17.0%	110
Clothing Accessory Store		23.4%	151
Menswear Store		17.6%	114
Women's Clothing Store		52.5%	339
Eyewear & Opticians Store		33.3%	215
Jewelry Store		7.3%	47
Leather Goods Store		3.3%	21
Lingerie Store		5.4%	35
Logo Apparel Store		4.0%	26
Outdoor Clothing Store		19.3%	125
Perfume Store		4.0%	26
Shoe Store		47.2%	305
Sportswear Store		17.5%	113
Swimwear Store		7.3%	47
None of the above / Does not apply		16.1%	104
Bridal Shop		1.5%	10
Maternity Store		0.2%	1
Watch Store		2.9%	19
Western Wear Store		2.0%	13

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		10.7%	69
Disaster Insurance		0.5%	3
Insurance Agency		12.8%	83
Legal Firm or Attorney		4.2%	27
Tax Advisor		10.4%	67
None of the above / Does not apply		74.1%	479










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

Value		Percent	Responses
Commercial Builder		0.9%	6
Architect or Architecture Firm		1.5%	10
Employment or Staffing Agency		2.3%	15
Graphic Designer		1.2%	8
Life Coach		1.4%	9
Private Investigator		0.5%	3
None of the above / Does not apply		93.7%	605



















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

Value	Percent	Responses
Have Boat Repaired or Serviced	4.0%	26
Purchase Boat Parts	3.3%	21
None of the above / Does not apply	85.8%	554
Purchase New All-Terrain Vehicle (ATV)	1.4%	9
Purchase New Boat	0.3%	2
Purchase New Personal Watercraft	0.3%	2
Purchase New Motorcycle	1.2%	8
Purchase New Motorcycle Trike	0.3%	2
Purchase New Snowmobile	0.2%	1
Purchase Used All-Terrain Vehicle (ATV)	1.2%	8
Purchase Used Boat	1.1%	7
Purchase Used Personal Watercraft	0.6%	4
Purchase Used Motorcycle	1.1%	7
Purchase Used Motorcycle Trike	0.2%	1
Purchase Used Snowmobile	0.8%	5
Have Motorcycle Repaired	2.2%	14
Purchase Motorcycle Parts	2.8%	18
Purchase Marine Electronics	1.2%	8
Purchase New Golf Cart	0.8%	5
Purchase Used Golf Cart	0.3%	2
Purchase Motorcycle Apparel	2.0%	13
Rent Snowmobile	0.8%	5


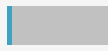





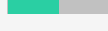
59. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.8%	5
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		0.5%	3
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.3%	2
Purchase Used Class C RV		0.5%	3
Purchase Used Travel Trailer or 5th wheel		1.5%	10
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		96.9%	626

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		5.1%	33
New Luxury Vehicle - Under \$50,000		1.1%	7
New Luxury Vehicle - \$50,000 - \$75,000		0.3%	2
New Luxury Vehicle - Over \$75,000		0.2%	1
New Minivan		0.8%	5
New SUV		4.3%	28
New Truck		2.3%	15
New Hybrid or Electric Vehicle		2.9%	19
Used Car		11.0%	71
Used Luxury Vehicle - Under \$30,000		1.5%	10
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	3
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		0.3%	2
Used Minivan		1.1%	7
Used SUV		8.2%	53
Used Truck		4.6%	30
Used Hybrid or Electric Vehicle		1.5%	10
None of the above / Does not apply		69.7%	450

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

Value		Percent	Responses
Compact car		5.9%	38
Full-size car		4.6%	30
Luxury vehicle (any size)		0.5%	3
Midsized car		6.3%	41
Pickup truck		6.2%	40
Sport utility vehicle (SUV)		20.3%	131
Van or mini-van		5.4%	35
None of the above		50.8%	328



Total: 646

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

Value		Percent	Responses
Buick		4.2%	27
Chevrolet		13.9%	90
Chrysler		3.7%	24
Dodge		7.3%	47
Ford		14.2%	92
GMC		6.8%	44
Honda		12.4%	80
Hyundai		5.3%	34
Jeep		5.4%	35
Kia		5.1%	33
Nissan		5.9%	38
Subaru		9.3%	60
Toyota		16.9%	109
None of the above / Does not apply		54.8%	354
Aston Martin		0.2%	1
Acura		2.9%	19
Audi		2.2%	14
BMW		2.0%	13
Cadillac		1.9%	12
Fiat		0.3%	2
Infiniti		1.4%	9























Value		Percent	Responses
Jaguar		0.3%	2
Land Rover		0.9%	6
Lexus		2.9%	19
Lincoln		2.2%	14
Mazda		2.9%	19
Mercedes-Benz		0.3%	2
Mini		0.6%	4
Mitsubishi		0.9%	6
Porsche		0.6%	4
Saab		0.3%	2
Scion		0.3%	2
Suzuki		0.2%	1
Tesla		2.2%	14
Volkswagen		2.8%	18
Volvo		1.5%	10











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		19.8%	128
No		80.2%	518

Total: 646

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)		3.1%	20
Office Equipment		6.5%	42
Printer		8.2%	53
Ink or Printer Cartridges		41.8%	270
Wi-Fi for Home		7.1%	46
Headphones		14.2%	92
Portable Speakers		3.7%	24
Customizable Smartphone accessories		3.9%	25
Wireless Speakers		3.4%	22
Smartphone Charger		9.3%	60
Smartwatch		3.7%	24
Phone or Tablet Controlled Home Tech Products		3.3%	21
Noise Canceling Headphones		5.7%	37
Surge Protector		4.8%	31
Apple Watch		4.2%	27
Batteries for Electronics		37.0%	239
None of the above / Does not apply		28.6%	185
Home Theater System		0.9%	6
Satellite Radio		2.6%	17
Satellite TV System		1.1%	7
Stereo System (Home)		1.1%	7
Phone Calling Card		2.9%	19

Value		Percent	Responses
Compact/Mini Projector		0.6%	4
Wearable Electronics		2.2%	14
Healthcare Device		2.5%	16
Aerial Drone		2.3%	15
Aerial Drone Accessories		0.8%	5
Short Wave Radio		0.3%	2
Wireless Hotspot		1.2%	8
Assistive Technology for Hearing		1.9%	12
Virtual Reality Headset		0.6%	4
Smart Sports Equipment		0.2%	1

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

Value		Percent	Responses
Camera (Digital) SLR		3.6%	23
Camera Memory Card		4.8%	31
Computer Accessories		5.7%	37
Computer Software		5.4%	35
Tablet (iPad or Similar)		7.0%	45
Personal Computer		5.4%	35
Laptop Computer		12.4%	80
4K Ultra HD TV		7.1%	46
Smart TV		9.8%	63
None of the above / Does not apply		56.2%	363
Camera (Digital) - Point and Shoot		2.2%	14
Mirrorless Camera		0.5%	3
Camera (Film)		0.9%	6
Camera Accessories or Supplies		2.3%	15
Camera Lens		2.3%	15
Portable DVD Player		2.3%	15
E-Reader (Kindle or Similar)		1.5%	10
TiVo or DVR		0.8%	5
Computer Bag		1.5%	10
TV (3D)		2.0%	13
Computer or Tablet Support		2.3%	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		23.1%	149
Conventional Cell Phone		7.4%	48
Prepaid Cell Phone		2.6%	17
Unlocked Cell Phone		1.7%	11
Large-Screen Smartphone		3.1%	20
None of the above / Does not apply		66.7%	431

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
Necklaces		6.7%	43
Rings (Other)		5.6%	36
Earrings		16.1%	104
Silver Jewelry		5.0%	32
Gemstone Jewelry		3.4%	22
Costume Jewelry		7.6%	49
Women's Jewelry		10.7%	69
None of the above / Does not apply		68.9%	445
Anniversary Jewelry		2.5%	16
Engagement Rings		0.8%	5
Wedding Rings		1.1%	7
Graduation Rings		0.8%	5
Pendants		2.8%	18
Celtic Jewelry		2.5%	16
Diamond Jewelry		2.8%	18
Pearl Jewelry		0.8%	5
Men's Jewelry		1.7%	11
Children's Jewelry		1.7%	11
Designer Jewelry		0.8%	5
Custom Designed Jewelry		2.3%	15
Crystal Figurines		0.5%	3
Jewelry Box or Organizer		1.1%	7

Value		Percent	Responses
Men's High-End Watch		0.9%	6
Women's High-End Watch		0.5%	3



















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

Value		Percent	Responses
Auto Insurance		14.2%	92
Crop Insurance		0.5%	3
Dental Insurance		8.2%	53
Disability Insurance		0.9%	6
Homeowner Insurance		8.7%	56
Life Insurance		5.1%	33
Medical (Health) Insurance		9.0%	58
Medicare		6.7%	43
Long Term Care Insurance		1.1%	7
Pet Insurance		2.6%	17
Renters Insurance		3.6%	23
Agriculture Insurance		0.6%	4
Professional Liability Insurance		0.9%	6
None of the above / Does not apply		69.8%	451

















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

Value		Percent	Responses
Chiropractor		6.5%	42
Counseling & Mental Health Specialist		3.3%	21
Family Practice Doctor		6.0%	39
Medical Clinic		5.0%	32
Optometrist		6.3%	41
Primary Care Provider		5.0%	32
Hearing Aid Center		3.1%	20
Drugstore or Pharmacy		6.0%	39
None of the above / Does not apply		74.3%	480
Acupuncture		1.7%	11
Audiologist		2.3%	15
Geriatric Specialist		0.8%	5
Home Healthcare		0.3%	2
Hospital		2.2%	14
Pediatric Dentist		0.2%	1
Pediatrician		0.3%	2
Wellness Business		1.4%	9
Substance Abuse Treatment Provider		0.2%	1
Weight Loss Service		1.1%	7
Alternative Care Provider		1.4%	9
Physical Therapy or Rehabilitation service provider		1.4%	9
















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		0.9%	6
Bankruptcy Attorney		0.8%	5
Banking, Partnership & Business Law Attorney		2.0%	13
Child Support Attorney		0.5%	3
Criminal Law Attorney		0.5%	3
Disability & Social Security Attorney		0.9%	6
Divorce & Family Law Attorney		1.7%	11
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.5%	3
General Practice Attorney		1.2%	8
Intellectual Property Attorney		0.2%	1
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		1.2%	8
Real Estate Attorney		2.9%	19
Taxation Attorney		0.9%	6
Wills, Trusts & Estates Attorney		16.7%	108
None of the above / Does not apply		75.5%	488






















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		1.7%	11
Breast Augmentation		0.3%	2
Breast Implants		0.2%	1
Dermabrasion		1.7%	11
Ear Surgery		0.2%	1
Eyelid Surgery		0.6%	4
Fat Reduction		0.6%	4
Facelift		0.5%	3
Forehead Lift		0.2%	1
Hair Transplant		0.2%	1
Hair Loss Treatment		0.5%	3
Liposuction		0.6%	4
Lasik		0.9%	6
Skin Treatment		3.7%	24
Rhinoplasty (Nose Job)		0.2%	1
None of the above / Does not apply		91.8%	593


















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		60.7%	392
Teeth Cleaning		54.3%	351
Cavity Filling		16.9%	109
Crown		15.3%	99
Oral Surgery		2.3%	15
Braces		4.0%	26
Composite Bonding		2.2%	14
Dental Implants		6.3%	41
Dental Veneers		0.9%	6
Dentures		4.6%	30
Full Mouth Reconstruction		0.5%	3
Inlays or Onlays		0.3%	2
Smile Makeover		0.5%	3
Teeth Whitening		6.2%	40
None of the above / Does not apply		14.9%	96

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		49.1%	317
Purchase Health Related Products		14.2%	92
Participate in a Medical Study		3.3%	21
Purchase Health and Wellness Supplements		19.8%	128
Receive Treatment for Back Pain		8.4%	54
Have an Eye/Vision Exam		60.5%	391
Purchase Prescription Eyeglasses		32.4%	209
Purchase Prescription Contact Lenses		9.1%	59
Have an Annual Physical or Checkup		57.0%	368
Have X-Rays Taken		10.7%	69
Have a Scheduled Surgery		4.8%	31
Have Blood Drawn for Testing		44.9%	290
Plan to Visit a Hospital for any Medical Service or Procedure		9.3%	60
Have Foot Problems Diagnosed or Treated		7.4%	48
Senior Travel		6.2%	40
Receive Treatment for a Sleep Disorder		5.3%	34
Purchase Allergy Medications		13.3%	86
Use Personal Trainer or Instructor		3.1%	20
Cardiovascular Treatment		3.7%	24
Cancer Treatment		3.6%	23
Nutritional Counseling		3.3%	21









Value		Percent	Responses
Chiropractic Care		19.5%	126
Do Corrective Exercises		6.3%	41
Purchase Diabetes Testing Supplies		7.0%	45
Get Vaccinations at Drug Store or Pharmacy		18.6%	120
Discretionary Health Care and Wellness Services and Products		6.3%	41
Purchase Marijuana		3.7%	24
Purchase Vitamins		43.7%	282
Have Acupuncture		4.5%	29
Purchase Hemp Based Supplements		5.7%	37
Purchase Anti Anxiety Medication or Supplements		7.6%	49
None of the above / Does not apply		13.5%	87
Purchase Elder Care-Related Products or Services		1.1%	7
Purchase Medical Supplies or Equipment for Home		2.8%	18
Use Physical Rehabilitation Services		2.9%	19
Find Home for Aging Parent		2.0%	13
Stop Smoking		2.9%	19
Purchase a Mobility Device		0.6%	4
Receive Treatment for Vehicle or Workplace Injury		0.3%	2
Handicap Accessible Products		2.6%	17
Purchase Orthopedic Shoes		1.5%	10
Purchase Home Medical Testing Equipment or Supplies		1.2%	8
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		0.9%	6
Purchase a Medical Alert Service		0.6%	4
Have Safety Bars Installed in Bathroom		0.9%	6
Stroke Treatment		0.2%	1
Orthopaedic or Knee Surgery		2.8%	18
Memory or Alzheimer's Care		0.2%	1
Spinal and Postural Screening		0.9%	6
Physiotherapy		1.5%	10
Receive Treatment for Substance Abuse		0.3%	2
Purchase Blood Pressure Monitoring Device		0.8%	5
Receive Aquatic Therapy		2.5%	16
Join a Weight Loss Group		0.9%	6
Purchase Weight Loss Supplements		1.2%	8
Purchase Weight Loss Food Plan		1.1%	7
Have Reflexology Treatment		0.9%	6
Have Cataract Surgery		2.3%	15
Receive Treatment for PTSD		2.0%	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		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		0.9%	6
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	3
Purchase a Digital Hearing Aid		1.7%	11
Purchase a "Behind-the-Ear" Hearing Aid		1.9%	12
Purchase Hearing Aid Cleaning Supplies		0.6%	4
Purchase Hearing Aid Batteries		4.5%	29
Purchase a "In-the-Canal" Hearing Aid		0.6%	4
Have a Hearing Exam		15.3%	99
None of the above / Does not apply		81.6%	527














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

Value		Percent	Responses
Purchase a Funeral Plot		1.4%	9
Pre-purchase a Funeral Plot or Cremation Service		4.3%	28
Purchase a Monument or Headstone		1.7%	11
Use a Funeral Planner		1.9%	12
Purchase Flowers for a Funeral		1.5%	10
Use a Cremation Service		0.6%	4
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	2
None of the above / Does not apply		91.3%	590

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.9%	6
Move into a Assisted Living Facility		1.2%	8
Move into a Nursing Home		0.5%	3
Move into a Alzheimers Care Facility		0.5%	3
Move Into a Hospice Facility		0.2%	1
Hospice to your Home or House		0.6%	4
Utilize a Respite Provider		0.6%	4
None of the above / Does not apply		96.7%	625

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		3.6%	23
Open Savings Account		3.3%	21
Online Banking		44.9%	290
Manage Investments		20.4%	132
Manage Retirement Accounts		21.7%	140
Mortgage Line of Credit		4.6%	30
Financial Consulting		12.1%	78
Financial Services		15.6%	101
Safe Deposit Box Rental		10.2%	66
Obtain New Credit Card		3.6%	23
Payday Loan or Check Cashing Business		0.3%	2
Use Vehicle Title Loan Company		0.9%	6
None of the above / Does not apply		35.0%	226

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		5.1%	33
Certificates of Deposit		10.7%	69
City or State Bonds		2.2%	14
Collectibles, Antiques or Art		2.5%	16
Common or Preferred Stock		9.3%	60
Corporate Bonds or Debentures		2.3%	15
401(k)		25.4%	164
Gold or Precious Metals		1.9%	12
IRA		18.6%	120
Money Market Funds		15.5%	100
Mutual Funds		15.8%	102
Non-US Stocks		3.3%	21
Options		0.5%	3
US Savings Bonds		2.6%	17
US Treasury Notes		0.8%	5
Coins or Stamps		3.6%	23
None of the above / Does not apply		53.1%	343

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















Value		Percent	Responses
Agriculture Loan		0.8%	5
Business Equipment Loan		0.8%	5
Carpeting or Furniture Loan		0.9%	6
College Expenses Loan		3.6%	23
College Tuition Loan		6.2%	40
Debt Consolidation Loan		2.6%	17
Medical Expenses Loan		0.5%	3
New Vehicle Loan		3.9%	25
Used Vehicle Loan		9.1%	59
Vacation or Travel Loan		1.1%	7
None of the above / Does not apply		78.3%	506

80. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		35.8%	231
Coats		22.3%	144
Lipstick		17.3%	112
Nail Polish		15.3%	99
Eyewear or Sunglasses		40.4%	261
Formal Wear		4.5%	29
Handbags		19.8%	128
Hats		9.8%	63
Intimate Apparel		19.7%	127
Jewelry or Accessories		15.8%	102
Watches		4.3%	28
Luggage or Bags		4.3%	28
Perfume		10.7%	69
Men's Apparel		40.4%	261
Men's Shoes		35.6%	230
Men's Underwear		33.4%	216
Women's Apparel		62.1%	401
Women's Pajamas or Sleepwear		24.5%	158
Women's Shoes		51.5%	333
Women's Underwear		44.6%	288
Swimwear		14.6%	94




Value		Percent	Responses
Socks		48.5%	313
Scarves		8.2%	53
Outerwear		20.6%	133
None of the above / Does not apply		11.1%	72
Body Jewelry		1.4%	9
Fur Coat		0.2%	1
Ties		2.6%	17
Uniforms		1.5%	10
Western Clothing		2.3%	15

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		6.5%	42
Children's Winter Coats		5.1%	33
Children's Swimwear		7.1%	46
Children's Pants		12.4%	80
Children's T-Shirts		13.2%	85
Children's Dresses		7.3%	47
Children's Pajamas or Sleepwear		12.7%	82
Children's Socks		10.8%	70
Children's Party Dresses		2.2%	14
Children's Shorts		10.7%	69
Infant Clothing		5.4%	35
Children's School Uniform		0.3%	2
Children's Athletic Clothing		9.6%	62
None of the above / Does not apply		76.9%	497

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)		39.3%	254
Boots (Men's)		12.4%	80
Classic & Fashion Sneakers (Men's)		9.3%	60
Lace-Ups (Men's)		7.6%	49
Sandals (Men's)		7.0%	45
Slippers (Men's)		4.5%	29
Work & Safety (Men's)		7.6%	49
Lace-Up Sneakers (Women's)		18.0%	116
Pumps (Women's)		7.0%	45
Sling-Back Sandals (Women's)		8.2%	53
Classic & Fashion Sneakers (Women's)		16.6%	107
Slippers (Women's)		10.5%	68
Athletic & Outdoor Shoes (Women's)		46.6%	301
Loafers & Slip-Ons (Women's)		17.3%	112
Athletic & Outdoor Shoes (Children's)		11.3%	73
Sandals (Children's)		4.6%	30
Slip-Ons (Children's)		3.1%	20
None of the above / Does not apply		20.9%	135
Cowboy Boots (Men's)		2.0%	13
Formal & Tuxedo Footwear (Men's)		0.6%	4
Work & Safety (Women's)		2.6%	17
Cowboy Boots (Women's)		1.4%	9

Value		Percent	Responses
Slippers (Children's)		2.3%	15
Dress Shoes (Children's)		2.3%	15
Cowboy Boots (Children's)		0.8%	5

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		13.8%	89
Have Clothing Dry Cleaned		24.8%	160
Have Shoes Repaired		11.1%	72
Rent or Purchase a Costume		1.1%	7
Wash Clothing at a Laundromat		5.3%	34
Purchase Custom Made Clothing Items		0.6%	4
None of the above / Does not apply		61.3%	396






















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

Value		Percent	Responses
Archery Equipment		3.9%	25
Bicycle or Mountain Bike (Adult)		7.1%	46
Bicycle Tune-Up or Repair		14.1%	91
Camping or Hiking Equipment		11.8%	76
Exercise or Fitness Equipment		9.4%	61
Fishing Rods or Reels		8.0%	52
Fishing Bait or Attractant		15.2%	98
Fishing Accessories		14.2%	92
Golf Clubs or Equipment		7.4%	48
Hunting Gear		5.6%	36
Ammunition		12.7%	82
Running or Jogging Equipment		3.4%	22
Sports Equipment (Children)		3.1%	20
Swimming Gear		4.2%	27
Used Sporting Equipment		3.1%	20
Rifle		3.1%	20
Hand Gun		4.6%	30
None of the above / Does not apply		45.7%	295
Bowling Equipment		2.5%	16
High End Bicycle		1.4%	9
Bicycle Rental		2.2%	14
Racquet Equipment		0.6%	4






















Value		Percent	Responses
Scuba, Diving or Snorkeling Equipment		0.5%	3
Skiing Equipment		1.1%	7
Soccer Equipment		1.2%	8
Sports Memorabilia		1.9%	12
Trampoline		0.5%	3
Trophies or Plaques		0.5%	3
Weight Lifting Equipment		2.8%	18
Shotgun		2.2%	14






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		32.2%	208
Bedding Flowers or Perennials		47.8%	309
Fertilizer		30.7%	198
Flower Pots		20.7%	134
Garden Ornaments		11.3%	73
Gravel or Rock		10.7%	69
Hand Garden Tools		10.5%	68
Landscaping		9.6%	62
Indoor Garden Supplies		6.2%	40
Decorative Rock		7.6%	49
Lawn Seed, Turf or Sod		12.2%	79
Outdoor Furniture		5.4%	35
Outdoor Grill		5.1%	33
Patio Furniture		5.7%	37
Propane		13.3%	86
Lawn Mower (Push)		3.6%	23
Shrubbery or Trees		10.1%	65
Stone (Cast, Crushed or Natural)		3.9%	25
Insect or Fungus Control Products		11.8%	76
None of the above / Does not apply		27.1%	175
Chainsaw		2.8%	18
Fountains		1.7%	11























Value		Percent	Responses
Gate		1.4%	9
Gazebo		0.5%	3
Insects (Bees or Other Beneficial Species)		1.9%	12
Outdoor Fireplace or Fire Pit		2.3%	15
Patio Heater		0.2%	1
Outdoor Infrared Heater or Fireplace		0.2%	1
Outdoor Smoker		1.5%	10
Outdoor Kitchen Equipment		0.2%	1
Outdoor Entertainment Center		0.3%	2
Patio Cover, Awning or Canopy		1.5%	10
Pole Shed		0.9%	6
Portable Outdoor Heater		0.3%	2
Power Garden Tools		1.2%	8
Lawn Mower (Riding)		2.6%	17
Rototiller		0.8%	5
Screen Porch		0.9%	6
Storage Shed		2.3%	15
Leaf Blower		2.6%	17
Outdoor Garden Flags		1.5%	10
Snow Blower		2.5%	16
Greenhouse		2.0%	13















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		7.7%	50
Animal Healthcare Products		5.3%	34
Fertilizers, Herbicides or Pesticides		5.7%	37
Plants, Plantings or Agricultural Seed		6.5%	42
Propane, Oils or Fuels		5.4%	35
Rocks, Gravel or Sand		3.4%	22
None of the above / Does not apply		80.5%	520
ATV Products and Attachments		1.7%	11
Barn or Pole Building		0.6%	4
Blowers		0.2%	1
Steel Farm Building		0.6%	4
Chippers or Shredders		0.8%	5
Drainage or Irrigation Equipment		0.3%	2
Farm Tool Rental		0.3%	2
Farm Equipment Rental		0.5%	3
Farm Machinery or Tractor Attachments & Implements		0.9%	6
Farm Work Clothes		2.0%	13
Ground-Working Equipment		1.1%	7
Mowers, Cutters or Clippers		2.2%	14
Pallet Forks, Forklifts or Skid Steers		0.2%	1
Planting and Seeding Equipment		2.5%	16























Value		Percent	Responses
Rakes or Hay Handling Equipment		0.9%	6
Scoops or Shovels		1.2%	8
Sprayers or Spreaders		0.2%	1
Straw or Bedding Materials		1.9%	12
Tree Cutters or Tree Maintenance Equipment		1.5%	10

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

Value		Percent	Responses
Any Pet-Related Products or Services		19.8%	128
Bird Seed		22.1%	143
Cat Food		29.4%	190
Dog Food		30.0%	194
Fish Food		5.1%	33
Specialized Pet Food		4.8%	31
Other Pet Food		5.3%	34
Pet Accessories		15.6%	101
Pet Clothing		5.1%	33
Pet Toys		20.3%	131
Fish Supplies		4.2%	27
Bird House		3.4%	22
Annual Pet Vaccinations		37.0%	239
Annual Pet Checkups		37.3%	241
Preventative Care		7.4%	48
Adopt or Rescue a Pet		8.2%	53
Purchase a Pet		3.1%	20
Purchase Pet Medication		9.3%	60
Purchase Dog Bed		4.2%	27
Board a Pet Overnight		5.9%	38
Pet Dental Care		5.3%	34
Animal Training Classes		3.7%	24










Value		Percent	Responses
None of the above / Does not apply		37.6%	243
Pet Enclosure		1.2%	8
Aquarium or Tank		1.2%	8
Disease Diagnosis		1.9%	12
Pet Travel Cage		1.1%	7
Pet Travel Accessories		1.4%	9
Cremation or Burial Services		0.9%	6
Holistic or Alternative Pet Care		0.6%	4
Pet Tracking Device		0.8%	5
Bird Health Care		0.3%	2
Hemp Based Pet Supplements		0.8%	5
THC Based Pet Supplements		0.6%	4
Holistic or Alternative Pet Supplements		1.2%	8
Anti Anxiety or Stress Pet Medication for Holidays		1.5%	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 or Replace Deck		5.6%	36
Add a Fence or Wall Structure		5.1%	33
Remodel Kitchen		4.3%	28
Remodel Bathroom		7.7%	50
General Remodeling		9.0%	58
Resurface or Build New Driveway		3.3%	21
Sealcoating		3.1%	20
Replace Carpet		8.7%	56
Replace Flooring		8.2%	53
Replace Windows		7.4%	48
None of the above / Does not apply		60.2%	389
Add a Room		0.9%	6
Add a Home Office		0.8%	5
Cabinet Refacing or Resurfacing		2.3%	15
Refinish Bathtub		1.4%	9
Install a Glass Shower		1.2%	8
Remodel or Finish Basement Living Area		2.5%	16
Replace Garage Door		2.8%	18
Build a Garage		0.9%	6
Build Out-Building		0.6%	4
Build a Storage Shed		2.6%	17
Have Furniture Restored		1.7%	11






















Value		Percent	Responses
Add a Swimming Pool		0.2%	1
Switch from Electric to Gas		0.5%	3
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		1.1%	7
Install a Solar Energy System		1.5%	10
Install Security or Monitoring System		2.0%	13
Stone or Marble Work (Bathroom or Kitchen)		0.8%	5
Asphalt Repair		1.7%	11
Asphalt Resurfacing		1.9%	12
Residential Paving		0.9%	6
Build a "Tiny House"		0.5%	3
Install Handicap Accessible Addition		0.2%	1














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

Value		Percent	Responses
Ceramic Tile		6.0%	39
Decking		5.3%	34
Doors (Exterior)		7.0%	45
Doors (Interior)		3.9%	25
Electrical Supplies		4.6%	30
Fencing		3.7%	24
Hand Tools		5.7%	37
Home Security Doorbell Camera		3.4%	22
Insulation		3.7%	24
Kitchen Cabinets		3.4%	22
Lighting and Fixtures		7.1%	46
Lumber		7.3%	47
Molding		4.2%	27
Paint (Exterior)		7.9%	51
Paint (Interior)		19.2%	124
Plywood		3.1%	20
Plumbing Supplies		6.3%	41
Power Tools		3.1%	20
Rain Gutters		3.6%	23
Screen Door		3.4%	22
Water Softener System or Supplies		7.0%	45






















Value		Percent	Responses
Windows (Double-Hung)		4.5%	29
None of the above / Does not apply		53.1%	343
Circular Saw		1.1%	7
Furnace		2.8%	18
Generator		1.4%	9
Hardwood Products		2.9%	19
Lock Sets		2.9%	19
Mill Work		1.9%	12
Roofing (Composition)		2.2%	14
Roofing (Other)		2.5%	16
Security Door		1.2%	8
Security Locks		1.7%	11
Security Window Film		0.3%	2
Siding		2.3%	15
Waterproofing		1.5%	10
Wet or Dry Vacuum		1.4%	9
Wood Stove or Fireplace		1.5%	10
Windows (Casement)		1.9%	12
Windows (Picture)		0.9%	6
Windows (Slider)		1.7%	11
Windows (Bay or Bow)		0.8%	5

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

Value		Percent	Responses
Air Conditioning Repair		4.6%	30
Air Duct Cleaning		6.3%	41
Appliance Repair		5.6%	36
Carpenter or Woodworking		4.0%	26
Carpet Cleaning		12.5%	81
Concrete Repair		3.9%	25
Drywall Installation or Repair		4.5%	29
Electrical Repair		3.9%	25
Flooring - Laminate (Installation or Repair)		4.2%	27
Flooring - Wood (Installation or Repair)		4.2%	27
Flooring - Other (Installation or Repair)		4.3%	28
Furnace Cleaning		12.8%	83
Gutter Installation or Repair		3.4%	22
Handyman Services		11.0%	71
Home Remodel		4.3%	28
None of the above / Does not apply		48.3%	312
Alternative Energy Systems Installation		1.1%	7
Alternative Energy Systems (Service or Repair)		0.3%	2
Blinds Cleaning		1.9%	12
Chimney Cleaning		2.8%	18
Electrical Panel Replacement		0.8%	5






















Value		Percent	Responses
Excavation & Wrecking		0.6%	4
Fire & Water Damage Restoration		0.6%	4
Flooring - Ceramic Tile (Installation or Repair)		2.5%	16
Flooring - Linoleum (Installation or Repair)		1.4%	9
Foundation Repair		1.9%	12
Furnace Repair		1.1%	7
Furniture Reupholster		0.5%	3
Gardening Services		1.5%	10
Heating Repair		0.6%	4
Home Computer Repair		1.1%	7
Home Electronics Repair		0.5%	3
Home Heating Oil or Fuel Service		1.1%	7
Home Repair		2.8%	18
























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




Value		Percent	Responses
House Cleaning Service		7.9%	51
Junk or Yard Waste Removal		5.1%	33
Recycle		5.7%	37
Landscaping Service		6.3%	41
Painting		10.5%	68
Pest Control		3.6%	23
Plumbing Repair		5.4%	35
Pressure Washing		3.4%	22
Preventative Home Maintenance		4.5%	29
Roof Repair		3.3%	21
Septic Tank Cleaning or Repair		3.9%	25
Snow Removal		9.0%	58
Trash Removal		7.9%	51
Window Installation		3.1%	20
Computer Repair		4.8%	31
None of the above / Does not apply		52.3%	338
Home Security Service		2.6%	17
Insulation Installation or Maintenance		2.0%	13
Interior Design		2.0%	13
Sell Scrap Metal		1.9%	12
Movers		2.3%	15

Value		Percent	Responses
Mold Inspection or Removal		0.9%	6
Party Equipment Rental		0.2%	1
Pool Cleaning Service		0.3%	2
Security System		1.7%	11
Siding Replacement		1.1%	7
Solar Heating or Power System Installation or Repair		0.6%	4
Stucco or Exterior Coating		0.2%	1
Tool Rental		1.1%	7
Water Well Drilling		0.2%	1
Waterproofing		1.4%	9
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.9%	6
Mobile or Cell Phone Repair		1.5%	10






















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





Value		Percent	Responses
Air Conditioning (Buy)		4.6%	30
Window Blinds (Venetian or Mini)		3.9%	25
Batteries (Home or Office)		34.2%	221
Candles		15.6%	101
Firewood		3.6%	23
Carpeting		7.6%	49
Flooring Tile		4.0%	26
Hardwood Flooring		3.3%	21
Rugs		9.8%	63
Clocks		3.9%	25
Curtains or Drapes		9.0%	58
Cutlery, Flatware or Silverware		3.1%	20
Fire Extinguisher		4.2%	27
Fine Art (Paintings, Pottery, Etc.)		3.1%	20
Furniture (Bedroom)		4.0%	26
Furniture (Living Room)		8.8%	57
Christmas Tree		13.3%	86
Holiday Decorations		9.9%	64
Laminate Flooring		4.5%	29
Storage Boxes or Tubs		6.7%	43
Floral Arrangements		5.7%	37

Value		Percent	Responses
Picture Frames		8.5%	55
Linens (Bathroom)		7.6%	49
Reclining Chair		4.6%	30
Indoor Flowers		6.5%	42
Linens (Dining Room or Kitchen)		3.9%	25
None of the above / Does not apply		35.8%	231
Awning		1.1%	7
Emergency Preparedness Kit or Supplies		2.0%	13
Oriental Carpeting		0.2%	1
Rugs (Persian)		0.6%	4
Closet System		2.2%	14
Ductless Heat Pumps		0.2%	1
Custom Built Furniture		1.2%	8
Reconditioned Furniture		1.1%	7
Furniture (Children's)		0.8%	5
Furniture (Dining Room)		2.9%	19
Furniture (Home Office)		1.7%	11
Furnace		2.9%	19
Futon		0.6%	4
Safe		1.1%	7
Mirror		1.5%	10
Hot Tub or Spa (Used)		0.8%	5
Sewing Machine		1.5%	10

Value		Percent	Responses
Wallpaper		0.8%	5
Signs or Banners		1.4%	9
Hot Tub or Spa (New)		0.3%	2
Tankless Water Heater		1.9%	12

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		6.8%	44
Innerspring Mattress		4.3%	28
Linens (Bedroom)		10.2%	66
Queen Size Bed		5.3%	34
King Size Bed		3.3%	21
Smoke Alarm or Detector		4.3%	28
Window Coverings		5.3%	34
None of the above / Does not apply		65.0%	420
Gas Burning Freestanding Stoves		0.3%	2
Water Purification System (Drinking)		1.5%	10
Solar Water Heater		0.6%	4
Adjustable Mattress		2.6%	17
Latex Mattress		0.3%	2
Pillow Top Mattress		2.5%	16
Foam Mattress		2.2%	14
Memory Foam Mattress		2.8%	18
Gel Mattress		1.7%	11
Twin Size Bed		0.9%	6
Swimming Pool (Above Ground)		0.2%	1
Water Heater		1.7%	11
Remote Home Monitoring Video Camera		1.9%	12

Value		Percent	Responses
Shutters		0.6%	4
Reclaimed Wood Furniture		0.5%	3
Patriotic Flags		2.6%	17
Sports Team Flags		0.9%	6























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









Value		Percent	Responses
Paintings		7.7%	50
Fine Art		4.2%	27
Photographs		10.4%	67
Pottery		5.7%	37
Blown Glass		3.4%	22
Stone Carvings		1.4%	9
Sculpture		2.2%	14
Artistic Wall Decor		8.8%	57
Wood Carvings		3.6%	23
Poster Art		3.9%	25
Religious Art		1.5%	10
Stained Glass		2.8%	18
Ceramics		3.4%	22
Metal Work Art		3.6%	23
Music Memorabilia		3.6%	23
Movie Memorabilia		1.2%	8
None of the above / Does not apply		73.2%	473

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






Value		Percent	Responses
Refrigerator		6.3%	41
Portable Dishwasher		0.2%	1
Dishwasher		5.4%	35
Freezer		2.3%	15
Range		4.2%	27
Range Hood		2.6%	17
Wall Oven		1.2%	8
Washer		3.9%	25
Dryer		4.6%	30
Blender		2.6%	17
Tea Kettle		3.4%	22
Microwave		6.3%	41
Window Air Conditioner		1.2%	8
Coffee or Espresso Machine		6.7%	43
Vacuum Cleaner		5.3%	34
None of the above / Does not apply		69.5%	449

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		4.6%	30
Battery		7.0%	45
Floor Mats		6.2%	40
Tires		15.9%	103
Wiper Blades		23.4%	151
None of the above / Does not apply		53.9%	348
Child Car Seat		1.2%	8
Grill Guard		0.8%	5
Ground Effects		0.3%	2
Lights		2.8%	18
Mirror(s)		0.6%	4
Motorcycle Accessories		1.9%	12
Motorcycle Parts		2.3%	15
Performance Parts		1.4%	9
RV Accessories or Supplies		1.5%	10
Roof Rack (For Bike, Kayak, Etc.)		1.5%	10
Roof Rack (Luggage or Equipment Container)		0.8%	5
Running Boards		0.5%	3
Seat Covers		2.9%	19
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		0.6%	4
Tool Box		0.3%	2












Value		Percent	Responses
Trailer Hitch		1.4%	9
Truck Bed Liner		0.6%	4
Wheels or Rims		1.4%	9
Winch		0.3%	2
Window Tinting Equipment (Auto)		0.5%	3
Cargo Trailer (Vehicle Hauler)		0.3%	2
Cargo Trailer (Flat)		0.2%	1
Cargo Trailer (Box)		0.5%	3

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























Value		Percent	Responses
Dealership		47.5%	307
National chain service center (e.g. Jiffy Lube)		7.9%	51
Private service center		30.3%	196
Friend/Family		6.8%	44
Other		7.4%	48
			Total: 646

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		5.7%	37
60,000 Mile Service		6.2%	40
100,000 Mile Service		6.3%	41
Auto Detailing		4.3%	28
Auto Repair (General)		9.3%	60
Alignment		5.9%	38
Body Work		4.3%	28
Brake Replacement, Adjustment		5.7%	37
Car Wash		43.2%	279
Gas or Service Station Services		18.3%	118
Oil Change or Lube		41.0%	265
Preventative Maintenance		14.1%	91
Tire Mounting or Installation		5.1%	33
Tune-Up		9.0%	58
Windshield or Glass Repair		3.9%	25
None of the above / Does not apply		23.8%	154
Auto Warranty Work (Work Covered by Warranty)		1.9%	12
Car Rental		1.5%	10
Electrical Repair		1.1%	7
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	5
Motorcycle Repair		0.8%	5
Muffler		1.5%	10

Value		Percent	Responses
Painting		1.1%	7
RV Maintenance or Service		0.8%	5
Safety Inspection		2.2%	14
Shocks		2.2%	14
Smog Check		0.2%	1
Stereo Installation		0.2%	1
Transmission or Clutch Repair		0.6%	4
Vehicle Air Conditioning Repair		2.9%	19
Vehicle Storage		0.8%	5
Vehicle Towing		0.2%	1
Windshield or Window Tinting		0.6%	4

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		13.0%	84
CarFax		19.7%	127
CarGurus.com		8.5%	55
CarMax.com		8.0%	52
Cars.com		9.0%	58
Craigslist Auto		9.9%	64
KBB.com		9.0%	58
Facebook Dealer Page		5.4%	35
Edmunds.com		8.4%	54
Local Dealer Site		52.9%	342
UsedCars.com		3.4%	22
Other Local Website		9.3%	60
None of the above / Does not apply		28.8%	186
Yahoo! Autos		0.5%	3
Automotive.com		2.0%	13
Autoblog.com		0.6%	4
CarsDirect.com		1.9%	12
eBay Motors		2.3%	15
MotorTrend.com		2.3%	15
Local TV Site		1.9%	12
Local Radio Site		1.2%	8
The Car Connection		1.4%	9






















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

Value		Percent	Responses
Bath and Body Products		51.5%	333
Beauty Products		35.4%	229
Cosmetics		38.9%	251
Babysitting		2.2%	14
Facial		15.5%	100
Hair Care Products		57.1%	369
Hair Coloring		28.8%	186
Hair Cut		71.1%	459
Hair Removal		4.6%	30
Hair Extensions, Wigs or Weaves		0.9%	6
Manicure		17.6%	114
Massage Therapy		22.3%	144
Pedicure		24.6%	159
Tanning Products		1.4%	9
Tanning Bed or Spray Tan		3.4%	22
Tattoo or Piercing		6.5%	42
Spa Bed (Red Light Therapy or Hydration station)		0.6%	4
None of the above / Does not apply		11.5%	74


















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)		38.1%	246
Books (Used)		39.2%	253
Books (Children's)		17.0%	110
Board Games		21.5%	139
Lottery Ticket		35.4%	229
Collectibles		7.7%	50
Vinyl Records		6.2%	40
Comics		2.0%	13
Fire Works		3.3%	21
Graphic Novels		2.5%	16
Computer Games		6.2%	40
DVD Movies (Buy)		18.6%	120
DVD Movies (Rent)		14.6%	94
DVD Movies (Children's)		4.5%	29
Magazines		31.0%	200
TV or Movie Themed Toys		4.8%	31
Toys		14.4%	93
Video Console Games		5.9%	38
None of the above / Does not apply		17.0%	110

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		5.7%	37
Host or Attend a Retirement Party		7.6%	49
Host or Attend a Graduation Party		12.7%	82
Purchase Cake, Tart or Pastries for Special Occasion		8.4%	54
None of the above / Does not apply		73.1%	472
Purchase a Wedding Dress		0.8%	5
Purchase a Bridesmaid Dress		0.9%	6
Rent a Bridesmaid Dress		0.3%	2
Purchase a Tuxedo		0.6%	4
Rent a Tuxedo		1.2%	8
Rent a Hall or Event Space for Wedding or Special Event		2.5%	16
Rent a Chauffeured Vehicle		0.9%	6
Hire a Musician or Band for Wedding or Special Event		1.7%	11
Purchase a Wedding Cake		0.8%	5
Use a Wedding Planner		0.3%	2
Use a Party Planner		0.6%	4
Hire a Caterer for Wedding or Special Event		2.0%	13
Use a Florist for a Wedding or Special Event		0.8%	5
Go on a Honeymoon		1.4%	9
Hire a Photographer for Wedding or Special Event		2.3%	15
Hire a Videographer for Wedding or Special Event		0.9%	6

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























Value		Percent	Responses
Gems, Rocks & Minerals		5.7%	37
Ceramics and Pottery		3.7%	24
Collectables		10.2%	66
Comic Books and Related Collectables		2.0%	13
Do-It-Yourself (DIY)		23.2%	150
Games or Puzzles		25.2%	163
Beer Brewing Supplies		3.1%	20
Wine Making Supplies		0.9%	6
Jewelry Making Supplies or Beads		7.3%	47
Knitting		12.4%	80
Making Arts and Crafts		14.1%	91
Paper Crafts		5.4%	35
Quilting		7.0%	45
Scrapbooking		5.1%	33
Toy Collecting		1.1%	7
Trains, Plane & Car Model Kits		2.0%	13
None of the above / Does not apply		41.8%	270









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		55.6%	359
Train Trip		11.3%	73
Book Hotel Room		57.3%	370
Business Travel		7.6%	49
Buy Travel Tickets		22.1%	143
Buy Luggage		3.1%	20
Golf Vacation		3.7%	24
Hotel or Resort Stay		33.6%	217
International Travel		14.7%	95
Take a Cruise		7.7%	50
Travel Packages		8.8%	57
Use a Travel Agent or Agency		11.1%	72
Vacation Inside Home State		23.2%	150
Vacation Outside Home State		37.2%	240
Rent a Car		22.9%	148
Book Local Lodging for Guests		4.8%	31
Stay at an RV Park		3.4%	22
Stay at a Casino		8.2%	53
Gamble at a Casino		16.4%	106
Play Bingo		5.7%	37
Does not apply		20.7%	134
Charter a Boat		0.9%	6











Value		Percent	Responses
Chartered Fishing Trip		2.2%	14
Ski Resort Stay		2.6%	17
Rent RV		0.8%	5

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

Value		Percent	Responses
Attend College or University (Full Time)		6.7%	43
Attend College or University (Part Time)		4.0%	26
Attend Classes at Community College		6.3%	41
Online Continuing Education Courses		6.0%	39
Language Lessons (Adult)		3.9%	25
Arts or Crafts Lessons (Adult)		11.3%	73
Cooking Lessons (Adult)		4.2%	27
Attend a Free Lecture or Seminar		21.2%	137
Attend Paid Lecture, Seminar or Special Class		7.1%	46
Sports lessons (Child)		4.0%	26
Yoga, Pilates, or Zumba		16.3%	105
Personal Physical Training		3.3%	21
Attend a Local Workshop		12.2%	79
None of the above / Does not apply		49.1%	317
Attend Graduate School		2.5%	16
Business School		0.3%	2
Learning Center		0.5%	3
Culinary School		0.3%	2
Trade School		0.9%	6
Professional Certification or Accreditation Courses		1.7%	11
Music Lessons (Adult)		2.8%	18
Sports Lessons (Adult)		1.5%	10

Value		Percent	Responses
Real Estate Classes		0.6%	4
Child Education or Tutoring		1.2%	8
Dance Lessons		2.3%	15
Music lessons (Child)		2.5%	16
Language Lessons (Child)		0.3%	2
Arts or Crafts Lessons (Child)		1.9%	12
Change School		0.3%	2
Attend a Religion Based School		0.8%	5

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		12.7%	82
Oil paints		4.0%	26
Acrylic Paints		12.5%	81
Markers		12.7%	82
Specialty Paper		9.4%	61
Fabric Craft Supplies		10.8%	70
Beads		6.3%	41
Art Pencils and Pens		14.4%	93
Scrapbooking Supplies		6.2%	40
None of the above / Does not apply		65.9%	426

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		0.9%	6
Clarinet		0.3%	2
Drums		0.8%	5
Flute		0.5%	3
Acoustic Guitar		2.5%	16
Electric Guitar		1.4%	9
Electric Keyboard		0.9%	6
Piano		1.7%	11
Piano (High End)		0.3%	2
Trumpet		0.2%	1
Violin		0.3%	2
None of the above / Does not apply		93.7%	605

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

Value		Percent	Responses
Greek		14.4%	93
French		8.4%	54
Asian		30.7%	198
German		11.0%	71
American (New)		36.4%	235
Italian		44.9%	290
Cajun or Creole		9.8%	63
Indian		17.0%	110
Chinese		50.9%	329
American (Traditional)		73.5%	475
Thai		20.6%	133
Middle Eastern		9.6%	62
Japanese		15.3%	99
Mexican		59.8%	386
Vietnamese		7.7%	50
Southern		10.5%	68
Tex-Mex		20.0%	129
Spanish		7.9%	51
Mediterranean		18.3%	118
None of the above / Does not apply		7.1%	46

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		11.3%	73
Fish & Chips		33.9%	219
Golf Course Restaurant, Bar or Snack Bar		6.0%	39
Barbeque		21.8%	141
Deli		22.6%	146
Breakfast or Brunch		55.4%	358
Appetizers		40.1%	259
Dessert		26.5%	171
Chicken Wings		18.0%	116
Hamburgers		60.5%	391
Chicken		40.6%	262
Frozen Yogurt		10.2%	66
Live or Raw food		4.6%	30
Tapas or Small Plates		8.7%	56
Theme Restaurants		5.6%	36
Soup		34.5%	223
Salad		44.4%	287
Pizza (Dine In)		29.4%	190
Pizza (Delivery)		24.8%	160
Steak		30.7%	198
Juice or Smoothies		11.6%	75
Sandwiches		49.1%	317

Value		Percent	Responses
Pizza (Carry Out)		40.2%	260
Pizza (Take & Bake)		23.4%	151
Seafood		35.9%	232
Steakhouse		19.3%	125
Sushi		13.8%	89
Vegetarian		9.9%	64
Pho		6.7%	43
None of the above / Does not apply		7.1%	46
Vegan		2.8%	18

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		29.1%	188
Locally Grown Produce		39.5%	255
Healthful Children's Dining		4.8%	31
Environmental Sustainability		24.9%	161
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		3.4%	22
Hyper-Local Sourcing		4.6%	30
Gluten Free Cuisine		7.1%	46
Sustainable Seafood		13.9%	90
Raw or Live Food Options		2.5%	16
Specialty Appetizers		8.2%	53
Specialty Salads		11.6%	75
Specialty Soups		11.9%	77
Specialty Desserts		9.1%	59
None of the above / Does not apply		45.2%	292

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		25.2%	163
Non-Smoking Environment		45.7%	295
Child Friendly		11.5%	74
Serve Alcohol		29.4%	190
Pool Tables		1.7%	11
Locally Brewed Beer		19.2%	124
Live Music		11.6%	75
Bar		27.6%	178
Large Craft Beer Selection		13.3%	86
Large Wine Selection		7.1%	46
Hand Crafted Cocktails		9.9%	64
Farm to Table Dining		23.1%	149
Senior Discounts		31.4%	203
None of the above / Does not apply		17.3%	112

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		38.1%	246
Foreign Beer		6.7%	43
Red Wine		27.9%	180
White Wine		24.3%	157
Dessert Wine		3.1%	20
Mixed Drinks		37.3%	241
Hand Crafted Cocktails		16.9%	109
Beer Cocktails		9.0%	58
"Top Shelf" Spirits		13.9%	90
Champagne		2.9%	19
Champagne Cocktails		1.9%	12
Energy Drink based Mixed Drinks		0.6%	4
Premium Tequila		4.0%	26
Alcoholic Cider		7.1%	46
Locally Distilled Spirits		11.3%	73
None of the above / Does not apply		29.7%	192






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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.5%	3
Purchase Commercial or Business Property		0.3%	2
Purchase Condominium or Townhouse		1.5%	10
Purchase Manufactured or Modular Home		0.2%	1
Purchase Investment Property		0.8%	5
Purchase Personal Residence		4.0%	26
Purchase Custom Built Home		1.2%	8
Purchase Land or Agricultural Property		1.2%	8
Purchase Vacation Property		2.0%	13
Purchase Other		1.1%	7
None of the above / Does not apply		90.9%	587

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

Value		Percent	Responses
Sell Personal Residence		4.6%	30
Sell Vacation Property		0.6%	4
Sell Condominium or Townhouse		1.2%	8
Sell Investment Property		1.2%	8
Sell Land or Agricultural Property		1.9%	12
Sell Commercial or Business Property		0.5%	3
Sell Manufactured or Modular Home		0.2%	1
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		1.4%	9
None of the above / Does not apply		90.2%	583







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		19.2%	5
New home, but outside of development		23.1%	6
New home that I will have contractor build		38.5%	10
Existing home less than 10 years old		53.8%	14
Existing home more than 10 years old		53.8%	14

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		5.7%	37
Rent House (Residence)		5.3%	34
Rent Manufactured or Modular Home		0.3%	2
Rent Agricultural Land		0.3%	2
Rent Subsidized Housing		0.9%	6
Rent Condo/Townhouse		4.0%	26
Rent Section 8 Housing		1.5%	10
None of the above / Does not apply		85.3%	551

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		3.7%	24
Use a Realtor to Buy Real Estate		3.1%	20
Use a Realtor to Buy and Sell Real Estate		3.1%	20
Plan to Sell Property Myself		2.2%	14
Use a Real Estate Broker		2.0%	13
None of the above / Does not apply		88.1%	569

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

Value		Percent	Responses
New Home Loan		3.3%	21
Home Remodel or Renovation Loan		1.5%	10
Business Construction Loan		0.6%	4
Home Construction Loan		2.0%	13
Equity Loan		2.5%	16
Land Loan		0.8%	5
Reverse Mortgage		0.3%	2
Real Estate Loan for existing home		0.6%	4
Refinance Home		3.3%	21
None of the above / Does not apply		88.1%	569



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		6.3%	41
Facebook		5.0%	32
Google		6.3%	41
Auction.com		1.5%	10
Homes & Land		0.9%	6
Homes.com		4.2%	27
HomeFinder		5.0%	32
MLS.com		19.0%	123
National Real Estate Co. Site		1.5%	10
Local MLS Site		25.9%	167
RealEstate.com		6.2%	40
Realtor.com		23.2%	150
Realty.com		4.6%	30
Redfin		4.0%	26
Trulia		13.0%	84
Zillow		37.3%	241
ZipRealty.com		0.8%	5
None of the above / Does not apply		39.9%	258



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		15.2%	98
Apartmentguide.com		5.7%	37
Craigslist		15.6%	101
Forrent.com		1.4%	9
HomeFinder.com		6.3%	41
Hotpads.com		0.3%	2
Rent.com		8.5%	55
Sublet.com		1.1%	7
Trulia		8.8%	57
Zillow		26.2%	169
None of the above / Does not apply		56.3%	364






















121. If you or a member of your household were to buy real estate in the local area in the next 12 months, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		68.6%	443
No, don't know who to call		31.4%	203
			Total: 646
















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		70.3%	454
No, don't know who to call		29.7%	192
			Total: 646

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		12.8%	83
Craft Beer		33.9%	219
Champagne		10.1%	65
Premium Hard Alcohol or Spirits		14.4%	93
White Wine		31.1%	201
Red Wine		32.8%	212
Cigars		3.3%	21
Major Brand Cigarettes		7.9%	51
Recreational Marijuana		3.4%	22
Discount Cigarettes		3.7%	24
Discount Hard Alcohol or Spirits		10.5%	68
Domestic Beer		31.1%	201
Alcoholic Cider		10.4%	67
None of the above / Does not apply		28.8%	186
Marijuana Accessories		2.6%	17
Vaping Kit		0.6%	4
Vaping Accessories		1.9%	12
Roll Your Own Cigarette Supplies		1.4%	9
Smokeless Tobacco		0.8%	5
E-Liquids / Vape Juice		2.6%	17
Pipe Tobacco		0.9%	6
Electronic Cigarette Supplies		1.9%	12
Hookah		0.2%	1








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		58.6%	17
Cannabis Edibles		58.6%	17
Cannabis Tinctures		17.2%	5
Cannabis Vaporizers		27.6%	8
Cannabis Cleaning Tools or Supplies		17.2%	5
Cannabis Concentrates		31.0%	9
Cannabis Pre-Rolls		20.7%	6
Organic Cannabis Products		27.6%	8
Cannabis Oil		51.7%	15
Cannabis Beauty & Skin Care Products		17.2%	5
Cannabis Beverages		31.0%	9
Cannabis Chocolates		37.9%	11
Medical Cannabis		41.4%	12
CBD Cannabis		44.8%	13
None of the above / Does not apply		10.3%	3

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

Value		Percent	Responses
Bulk or Discounted Food Items		22.9%	148
Specialty Teas		12.1%	78
Specialty Coffee		28.8%	186
Gourmet Deli Counter Items		17.8%	115
Cookies		39.8%	257
Snack Cakes		11.3%	73
Potato Chips		48.6%	314
Soft Drinks		42.3%	273
Energy Drinks		10.1%	65
Energy Bars		14.1%	91
Noodle Bowls		8.4%	54
Cupcakes		11.1%	72
Birthday Cake		12.2%	79
Beef Jerky or Meat Sticks		16.7%	108
Bottled Water		36.4%	235
Candy		35.9%	232
Fruit		75.9%	490
Nuts		57.3%	370
Chocolates		42.6%	275
Ice cream		55.7%	360
Cheese		77.7%	502
Artisan Bread		28.0%	181

Value		Percent	Responses
Artisan Meats		7.0%	45
Sports Drinks		11.8%	76
Basic Condiments		40.4%	261
Artisan Condiments		6.3%	41
Canned Sauces		30.7%	198
Cereal		60.5%	391
Milk		78.6%	508
Chicken		77.1%	498
Pork		50.3%	325
Beef		65.2%	421
Game Meats		3.1%	20
Fish		52.5%	339
Pasta		59.3%	383
Snack Mixes		15.5%	100
Vegetables		75.7%	489
Olive Oil		48.8%	315
Balsamic Vinegar		19.7%	127
Frozen Entrees		39.8%	257
Eggs		84.5%	546
Locally Raised Beef, Pork, Poultry		23.4%	151
Locally Grown Fruit and Vegetables		47.2%	305
Locally Produced Honey		21.5%	139
Organic Food		22.3%	144

Value		Percent	Responses
Pickled Vegetables		14.7%	95
Artisan Cheese		29.9%	193
Alternative "Meat" Products		11.6%	75
Sausage		42.0%	271
Donuts		25.2%	163
Pastries		23.4%	151
None of the above / Does not apply		1.1%	7

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

Value		Percent	Responses
Convenience		67.3%	435
Better Prices		80.0%	517
Variety		44.4%	287
Quality of Selection		60.5%	391
Quality of Produce		69.5%	449
Healthy Options		31.6%	204
Speed of Check Out		29.9%	193
Size of Store		17.6%	114
Number of Checkouts		21.8%	141
Cleanliness of Store		55.3%	357
Parking		39.2%	253
Help with Bagging/Packing		19.8%	128
Loyalty Tokens/Stamps		7.9%	51
Home Delivery		3.6%	23
None of the above / Does not apply		1.9%	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		74.8%	483
Take items home immediately		64.1%	414
Return items more easily		29.9%	193
Enjoy the in-store experience		39.0%	252
Can ask questions to store associates		38.9%	251
To support local businesses		62.5%	404
More secure than online purchase		15.6%	101
Better prices		24.6%	159
Quality of service		28.9%	187
Better Selection		25.1%	162
Local flavor or uniqueness		26.5%	171
None of the above / Does not apply		5.9%	38













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

Value		Percent	Responses
Attend Religious or Spiritual Services		43.5%	281
Donate to a Charity		59.8%	386
Donate to a Church		39.5%	255
Donate to Political Party or Government Representative		16.1%	104
Volunteer at Church		18.6%	120
Volunteer for Nonprofit Group		30.3%	196
Retire		4.0%	26
Vote in Upcoming Local Elections		59.0%	381
Vote in Upcoming State or National Elections		63.3%	409
Purchase Season Tickets for Performing Arts		6.5%	42
Attend a Holiday Themed Performance		25.4%	164
Community Activity		36.4%	235
Support an Organization		20.7%	134
Make a Donation		36.2%	234
Register to Vote		11.6%	75
None of the above / Does not apply		9.0%	58
Join a New Church		2.2%	14
Donate Vehicle		1.1%	7
Have a Baby		0.8%	5
Get Married		1.7%	11
Look into Private Schooling for Children		0.6%	4

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






Value		Percent	Responses
Sporting Event		39.6%	256
Community Event		56.5%	365
Festival		56.7%	366
Live Performance		52.6%	340
Fundraising Event		25.1%	162
Seminar		11.3%	73
School Event		28.6%	185
Corporate Event		7.4%	48
Trade Show		9.3%	60
Conference		15.6%	101
Networking Event		7.6%	49
Radio Station Sponsored Event		10.2%	66
Television Station Sponsored Event		3.6%	23
Newspaper Sponsored Event		7.6%	49
None of the above / Does not apply		12.8%	83

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



Value		Percent	Responses
Participate in Organized Athletics		7.9%	51
Use a Zip Line		2.5%	16
Go Camping		24.3%	157
Go Mountain Biking		4.3%	28
Go Touring on a Bicycle		12.7%	82
Go to a Community or City Swimming Pool		17.3%	112
Take a Guided Backpacking or Hiking Trip		2.3%	15
Attend a Horse Race		2.3%	15
Attend a Car, Truck or Motorsport Race		6.2%	40
Participate in City or Municipal Sponsored Programs		11.8%	76
Join or Change Health or Fitness Club		9.8%	63
None of the above / Does not apply		46.3%	299

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		26.2%	169
Local Business Blog		3.1%	20
Local Business Email		12.1%	78
CitySearch		3.4%	22
Snapchat		13.8%	89
Instagram		27.7%	179
Cinema Ads		17.2%	111
Facebook Business Page		17.0%	110
Reviews on Yelp! or Google+		17.2%	111
YouTube Promo Video		9.4%	61
Local Business Text Message		3.1%	20
Pandora		15.2%	98
Online Yellow Pages		5.3%	34
Google Search		63.8%	412
eBay		34.2%	221
Spotify		9.8%	63
Pinterest		32.0%	207
Google+ Local		9.4%	61
Clicked on Google Sponsored Ad		19.8%	128
LinkedIn		22.1%	143
Angie's List		4.5%	29
Craigslist		34.1%	220



Value		Percent	Responses
Bing		10.4%	67
Twitter		19.5%	126
Amazon		82.0%	530
None of the above / Does not apply		3.9%	25
Digital Billboard		0.5%	3

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

Value		Percent	Responses
Yes		79.3%	512
No		20.7%	134

Total: 646

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























Value		Percent	Responses
Yes		51.5%	333
No		48.5%	313

Total: 646










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

Value		Percent	Responses
Yes		37.6%	243
No		62.4%	403
			Total: 646



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		50.8%	328
Arts and Entertainment		33.9%	219
Automotive - (General)		21.1%	136
Automotive - (New Vehicle Dealership)		13.9%	90
Automotive - (Used Vehicle Dealership)		17.0%	110
Automotive - (Auto Parts store)		11.3%	73
Automotive - (Auto Repair business)		6.2%	40
Automotive - (Auto Body shop)		4.0%	26
Tire Business		17.8%	115
Beauty and Spa Related Businesses		15.6%	101
Child Related Businesses		4.5%	29
Community and State Services		20.4%	132
Education		13.9%	90
Employment Related Businesses		9.8%	63
Event Planning and Services		7.0%	45
Family Activity Related Businesses		8.8%	57
Farm Equipment and Agriculture Businesses		4.2%	27
Financial Services		7.1%	46
Fitness Businesses or Providers		6.8%	44
General Retail		44.3%	286
Grocery / Market		33.9%	219
Home and Garden Related Businesses		20.9%	135

Value		Percent	Responses
Building Supply/Lumber Business		10.4%	67
Home Service Businesses		8.4%	54
Home Service Contractors		9.0%	58
Hotel and Travel Related Businesses		25.9%	167
Local Services		27.6%	178
Medical Related Businesses - (General)		10.4%	67
Medical Related Businesses - (Chiropractor)		3.7%	24
Medical Related Businesses - (Dentist)		7.0%	45
Medical Related Businesses - (Hospital)		3.6%	23
Nightlife Related Businesses		8.7%	56
Pet / Animal		25.1%	162
Professional Services		12.8%	83
Real Estate Service Businesses		5.3%	34
Recreation Related Businesses		7.4%	48
Restaurant / Bar / Lounge		44.3%	286
Senior Related Businesses		7.6%	49
Specialty Food and Drink		16.7%	108
General Retail - Children's Clothing Store		6.7%	43
General Retail - Clothing Accessory Store		13.2%	85
General Retail - Computer Store		8.7%	56
General Retail - Farming and Agriculture Business		3.1%	20
General Retail - Furniture Store		13.2%	85
General Retail - Hardware Store		14.2%	92










Value		Percent	Responses
General Retail - Home Entertainment Store		6.3%	41
General Retail - Jewelry Store		4.8%	31
General Retail - Major Appliance Store		9.0%	58
General Retail - Men's Clothing Store		12.1%	78
General Retail - Mobile Phone Store		8.2%	53
General Retail - Shoe Store		16.7%	108
General Retail - Women's Clothing Store		26.5%	171
None of the above / Does not apply		11.8%	76
Motorsport Businesses		2.8%	18

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






















Value		Percent	Responses
Yes		18.9%	122
No		81.1%	524

Total: 646

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

Value		Percent	Responses
Get a New Full Time Job		13.0%	84
Get a New Part Time Job		11.1%	72
Get a Temporary or Seasonal Job		5.9%	38
Use an Employment or Temporary Employment Agency		2.0%	13
Use a Career Counselor		0.8%	5
Get a Second (or Third) Job		3.9%	25
Get First Job after High School		0.2%	1
Get First Job after College		0.8%	5
None of the above / Does not apply		74.5%	481

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		4.6%	30
Admin & Clerical		6.3%	41
Health Care		5.4%	35
Grocery		4.0%	26
Customer Service		8.7%	56
Management		3.1%	20
Education		6.7%	43
NonProfit		5.0%	32
Government		3.6%	23
None of the above / Does not apply		69.0%	446
Agriculture		1.2%	8
Automotive		0.9%	6
Warehouse		2.3%	15
Construction		1.2%	8
Accounting		2.2%	14
Hotel - Hospitality		2.8%	18
Manufacturing		1.5%	10
Entry Level (New Graduate)		1.9%	12
Banking & Finance		1.7%	11
Child Care		1.2%	8
Real Estate		0.5%	3

Value		Percent	Responses
Insurance		0.3%	2
Legal		0.8%	5
Media		2.6%	17
Installation - Maintenance - Repair		1.4%	9
Restaurant - Food Services		2.6%	17
Executive Level		1.9%	12
Engineering		0.6%	4
Sales & Marketing		2.8%	18
Information Technology		2.3%	15
Skilled Labor - Trades		2.2%	14
Transportation		2.3%	15

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

Value		Percent	Responses
Local Business Site		21.7%	140
Local Agency Site		12.1%	78
Craigslist		11.5%	74
Facebook		8.2%	53
Indeed.com		23.2%	150
LinkedIn		19.0%	123
Monster.com		8.4%	54
CareerBuilder		8.2%	53
GlassDoor		6.2%	40
SimplyHired.com		2.2%	14
AOL Jobs		0.6%	4
SnagAJob.com		0.5%	3
Dice.com		0.6%	4
USAjobs.gov		4.6%	30
USAjobs.org		2.5%	16
ZipRecruiter		6.7%	43
JobDiagnosis		0.6%	4
TheLadders		0.9%	6
None of the above / Does not apply		52.3%	338







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		24.8%	160
Yellow Pages directory		1.4%	9
Direct mail flyer		20.7%	134
Deal program/offer		11.1%	72
Facebook business page offer		7.9%	51
Billboard advertising		2.9%	19
None of the above / Does not apply		57.3%	370

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

Value		Percent	Responses
Subscribe to local online deals provider (like Groupon)		25.2%	163
Purchased an online deal to a local business in the past 3 months		18.9%	122
None of the above / Does not apply		66.9%	432

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


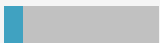
Value		Percent	Responses
Read ads and keep them - using three or more		9.0%	58
Read ads and keep them - using one or two		42.1%	272
Read ads and keep them - without using any		5.0%	32
Read ads but throw away without using any		20.1%	130
Throw ads away unread		20.1%	130
Do not receive direct mail or advertisements at home or PO Box		3.7%	24

Total: 646

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 %	28 4.3%	119 18.4%	279 43.2%	26 4.0%	33 5.1%	106 16.4%	55 8.5%	646
County election Count Row %	24 3.7%	119 18.4%	279 43.2%	27 4.2%	32 5.0%	106 16.4%	59 9.1%	646
State election Count Row %	25 3.9%	155 24.0%	233 36.1%	18 2.8%	39 6.0%	121 18.7%	55 8.5%	646
Total Total Responses								646

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

Value		Percent	Responses
Yes		87.2%	563
No		12.8%	83














Total: 646

145. Did you vote in the last presidential election?








Value		Percent	Responses
Yes		92.6%	598
No		7.4%	48

Total: 646

















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

Value		Percent	Responses
New Vehicle Dealership		4.5%	29
Used Vehicle Dealership		6.3%	41
New and Used Vehicle Dealership		8.8%	57
Automotive Service		8.5%	55
Tire Store		7.1%	46
Auto Parts Store		9.8%	63
Recreation Vehicle (RV) Dealership		1.2%	8
RV or Camper Repair		1.2%	8
Boat Dealer		0.8%	5
Boat Service		0.6%	4
Motorcycle Dealer		1.2%	8
Motorcycle Repair Shop		1.1%	7
None of the above / Does not apply		69.5%	449

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		1.7%	11
Legal Firm or Attorney		1.9%	12
Insurance Agency		4.5%	29
Tax Advisor		2.0%	13
Telecommunications Provider		2.8%	18
Internet Service Provider		3.7%	24
None of the above / Does not apply		87.0%	562







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%	8
Hearing Aid Center		1.2%	8
Cardiologist		1.1%	7
Chiropractor		2.0%	13
Dentist		8.2%	53
Dermatologist		1.2%	8
Hospital		1.4%	9
Mental Health Provider		1.9%	12
Optometrist		4.2%	27
Pediatrician		0.3%	2
General Practitioner		4.2%	27
Rehabilitation Clinic		0.2%	1
Urgent Care Clinic		1.9%	12
Surgical Specialist		1.1%	7
Weight Loss Service		0.5%	3
None of the above / Does not apply		81.6%	527

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

Value		Percent	Responses
Carpet Cleaning Service		5.3%	34
Electrician		1.9%	12
Handyman		2.9%	19
Heating & Air Conditioning Service		3.9%	25
Remodeling Contractor		1.4%	9
General Contractor		2.0%	13
Landscaper		0.8%	5
New Home Builder		0.5%	3
Painting Contractor		1.4%	9
Plumber or Plumbing Contractor		1.9%	12
Roofing Contractor		2.2%	14
None of the above / Does not apply		82.8%	535

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

Value		Percent	Responses
Apartment Rental Agency		1.4%	9
Home Inspector		0.8%	5
Mortgage Broker		1.1%	7
Property Manager		0.8%	5
Realtor		6.3%	41
None of the above / Does not apply		91.5%	591


















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		0.6%	4
Automotive Loan Provider		0.6%	4
Financial Advisor		1.4%	9
Bank		8.5%	55
Credit Union		9.9%	64
None of the above / Does not apply		83.0%	536









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		8.7%	56
Ethnic Restaurant		17.2%	111
Family Style Restaurant		19.0%	123
Fast Food Restaurant		16.6%	107
Fine Dining Restaurant		19.2%	124
Pizza Restaurant		20.4%	132
Restaurant with Bar or Lounge		19.0%	123
None of the above / Does not apply		43.0%	278




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

Value		Percent	Responses
Building Supply-Lumber Yard		8.4%	54
Clothing Accessory Store		7.1%	46
Major Appliance Store		3.3%	21
Computer Store		5.6%	36
Farming and Agriculture Business		2.0%	13
Furniture Store		9.6%	62
Grocery Store		20.9%	135
Hardware Store		9.4%	61
Home Entertainment Store		1.9%	12
Jewelry Store		2.3%	15
Mobile Phone Store		4.5%	29
Shoe Store		9.8%	63
Specialty Food Business		4.3%	28
Women's Clothing Store		16.3%	105
Men's Clothing Store		5.7%	37
Children's Clothing Store		4.2%	27
None of the above / Does not apply		53.7%	347






















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

Value		Percent	Responses
Any Beauty Related Business		6.0%	39
Any Child Related Business		2.5%	16
Any Event Planning Business		1.5%	10
Any Education Business		2.8%	18
Any Fitness Business		5.9%	38
Any Pet Related Business		10.7%	69
Any Senior Related Business		5.0%	32
None of the above / Does not apply		76.2%	492

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		17.8%	115
No		56.5%	365
Does not apply		25.7%	166
			Total: 646

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
















Value		Percent	Responses
Apparel and Accessories		3.3%	4
Education		8.3%	10
Financial Services		5.0%	6
Health and Medical		5.8%	7
Home and Garden		5.0%	6
Home Service Businesses		4.2%	5
Local Services		4.2%	5
Pet / Animal		3.3%	4
Real Estate		6.7%	8
Other		39.2%	47
Arts and Entertainment		2.5%	3
Automotive		0.8%	1
Beauty and Spa		1.7%	2
Child Related Businesses		0.8%	1
Event Planning and Services		0.8%	1
Family Activity		0.8%	1
Grocery and Specialty Food/Drink		0.8%	1
Hotel and Travel		1.7%	2
Nightlife		0.8%	1
Recreation		1.7%	2
Restaurant / Bar / Lounge		2.5%	3

Total: 120







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.		33.3%	39
Computer Hardware		18.8%	22
Office Copier		4.3%	5
Business Logo Apparel		17.1%	20
Networking Hardware or Software		7.7%	9
Office Furniture, Fixtures or Interiors		6.8%	8
Office Cleaning Supplies		8.5%	10
Office Supplies		43.6%	51
Office Printer		12.0%	14
Promotional Items		15.4%	18
Security System		4.3%	5
Telephone Systems		2.6%	3
Uniforms or Work Clothing		5.1%	6
None of the above / Does not apply		32.5%	38











158. Which of the following BUSINESS SERVICES do you/your household, or does your company, plan to GET NEW or CHANGE PROVIDER in the next 12 months?
(Check all that apply.)

Value		Percent	Responses
Business Accounting or CPA		7.7%	9
Business Advertising		4.3%	5
Business Internet Services		5.1%	6
Business Internet Service Provider		4.3%	5
None of the above / Does not apply		81.2%	95
Business Cellular Phone Service		1.7%	2
Business Construction Contractor		0.9%	1
Business Employment Agency		1.7%	2
Business Legal Services or Attorney		0.9%	1
Business Printing Services		1.7%	2
Business Recruitment		0.9%	1
Business Sign Company Services		0.9%	1
Business Shuttle or Limo Services		0.9%	1
Business Television Media Service		0.9%	1
Business Radio Media Service		0.9%	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		1.7%	2
Buy New Office		0.9%	1
Add New Locations		2.6%	3
Renovate Existing Facilities		6.8%	8
Construct New Facilities		4.3%	5
None of the above / Does not apply		87.2%	102






















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

Value		Percent	Responses
Purchase New Business Automobiles		2.6%	3
Purchase Used Business Automobiles		0.9%	1
Purchase New Business Trucks		1.7%	2
Purchase Used Business Trucks		1.7%	2
Lease New Business Automobiles		0.9%	1
Lease New Business Trucks		2.6%	3
Purchase Used Business Delivery Vehicles		0.9%	1
Purchase New Heavy Duty or Commercial Business Trucks		1.7%	2
Purchase Used Heavy Duty or Commercial Business Trucks		2.6%	3
None of the above / Does not apply		91.5%	107

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

Value		Percent	Responses
Business Insurance		1.7%	2
Business Health Insurance		2.6%	3
Business Dental Insurance		0.9%	1
Business 401K or Retirement Program		1.7%	2
Business "Key Man" Insurance		1.7%	2
Business Property Insurance		2.6%	3
None of the above / Does not apply		91.5%	107

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

Value		Percent	Responses
Local Newspaper		15.4%	18
Local Newspaper Site		7.7%	9
Local Radio		12.8%	15
Local Television		7.7%	9
Local Free or Alternative publication		3.4%	4
Other Print Publications		3.4%	4
Facebook		27.4%	32
Twitter		4.3%	5
Other Social Media		17.9%	21
Search Engine Optimization (SEO, SEM)		4.3%	5
Word of Mouth or Referrals		46.2%	54
Billboards		5.1%	6
Direct Mail		17.1%	20
Fliers or Door Hangers		3.4%	4
Yellow Pages		6.0%	7
Banner Ads		4.3%	5
Online Advertising		16.2%	19
None of the above / Does not apply		24.8%	29
Coupons or "Deal of the Day"		2.6%	3
Telemarketing		1.7%	2
Retargeting Web Ads		2.6%	3




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

Value		Percent	Responses
Have an ongoing digital marketing campaign		6.8%	8
Use social media for promoting business		17.1%	20
Website optimized for mobile (responsive)		10.3%	12
Ongoing search optimization (SEO, SEM)		5.1%	6
Banner ads		6.0%	7
Cost-per-click ads (CPC, PPC)		5.1%	6
Cost-per-mille ads (CPM)		2.6%	3
Programmatic ads		0.9%	1
Retargeting ads		0.9%	1
Video ads		2.6%	3
Google ads (Adwords)		4.3%	5
Facebook ads		17.1%	20
Email advertising		12.0%	14
Site analytics		6.8%	8
Digital ads through newspaper		2.6%	3
None of the above/Does not apply		61.5%	72

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		9.5%	11
Use social media for promoting business		19.0%	22
Website optimized for mobile (responsive)		7.8%	9
Ongoing search optimization (SEO, SEM)		8.6%	10
Banner ads		6.9%	8
Cost-per-click ads (CPC, PPC)		3.4%	4
Cost-per-mille ads (CPM)		1.7%	2
Programmatic ads		1.7%	2
Video ads		4.3%	5
Google ads (Adwords)		8.6%	10
Facebook ads		15.5%	18
Sponsored content		1.7%	2
Email advertising		14.7%	17
Site analytics		5.2%	6
Use a Digital Agency		0.9%	1
Digital ads through newspaper		1.7%	2
None of the above/Does not apply		60.3%	70

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




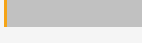


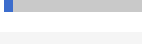
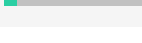
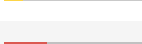
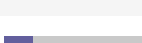

Value		Percent	Responses
Yes		2.6%	3
No		89.7%	104
Don't know		7.8%	9

Total: 116

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

Value		Percent	Responses
0%		4.8%	31
1% - 25%		46.4%	300
26% - 50%		24.3%	157
51% - 75%		17.0%	110
76% - 100%		7.4%	48
			Total: 646
			Avg 32%


167. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	2
20 - 24		1.7%	11
25 - 30		1.9%	12
31 - 34		2.0%	13
35 - 40		5.0%	32
41 - 45		6.4%	41
46 - 49		5.6%	36
50 - 54		9.0%	58
55 - 60		14.3%	92
61 - 69		31.8%	205
70 or older		22.2%	143






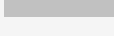
Total: 645

Avg 59

168. What state do you live in?








Value		Percent	Responses
Wisconsin		100.0%	646
			Total: 646

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

Value		Percent	Responses
Metro / Urban		30.5%	197
Small/Mid-Size Town		31.0%	200
Suburban		17.5%	113
Rural		20.4%	132
Vacation community		0.2%	1
Other		0.5%	3

Total: 646

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

Value		Percent	Responses
Some High School (Not Graduate)		0.9%	6
High School Graduate (12th grade)		9.8%	63
Vocational or Technical Training		10.4%	67
Some College		18.4%	119
College Graduate		25.1%	162
Some Post-Graduate Study (No Advanced Degree)		8.8%	57
Post-Graduate Degree		26.6%	172

Total: 646

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

Value		Percent	Responses
Under \$20,000		7.3%	46
\$20,000 - \$24,999		4.3%	27
\$25,000 - \$29,999		3.8%	24
\$30,000 - \$34,999		5.7%	36
\$35,000 - \$39,999		5.5%	35
\$40,000 - \$44,999		5.5%	35
\$45,000 - \$49,999		4.9%	31
\$50,000 - \$74,999		19.2%	122
\$75,000 - \$99,999		20.5%	130
\$100,000 - \$124,999		10.6%	67
\$125,000 - \$149,999		5.2%	33
\$150,000 - \$200,000		4.3%	27
Over \$200,000		3.3%	21





Total: 634
Avg \$76,757

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		1.2%	8
Asian		0.5%	3
White or Caucasian		89.5%	578
Hispanic		1.7%	11
Other		1.4%	9
Prefer not to answer		5.3%	34

Total: 646

173. Are you...





Value		Percent	Responses
Male		30.7%	198
Female		65.3%	422
Transgender Male		0.3%	2
Prefer not to answer		3.7%	24

Total: 646

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


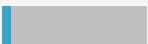



Value	Percent	Responses
Single Family Home	72.0%	465
Apartment	14.2%	92
Condominium	8.7%	56
Mobile Home	1.4%	9
Other	3.7%	24
		Total: 646

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		75.9%	490
Rented		20.1%	130
Occupied Without Payment of Rent		1.5%	10
Other		2.5%	16

Total: 646

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

Value		Percent	Responses
None		84.3%	543
1		7.0%	45
2		6.1%	39
3		2.0%	13
4 or more		0.6%	4
			Total: 644

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		38.4%	244
No		61.6%	392

Total: 636