


The Pulse of America Survey Report (Wisconsin)

Response Counts

Completion Rate:	100%	
Complete		 787
		Total: 787

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	787
		Total: 787

2. On a scale of 1 to 5 with 5 meaning VERY INTERESTED and 1 meaning NOT AT ALL INTERESTED, how interested are you or the members of your household in the following types of information? (Check one each row)

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local business news Count Row %	6 0.8%	14 1.8%	59 7.5%	297 37.7%	411 52.2%	0 0.0%	787
Local breaking news Count Row %	0 0.0%	2 0.3%	14 1.8%	94 11.9%	670 85.1%	7 0.9%	787

	Not at all interested	Not interested	Neutral	Somewhat interested	Very interested	Not applicable	Responses
Local news							
Count	1	1	11	101	671	2	787
Row %	0.1%	0.1%	1.4%	12.8%	85.3%	0.3%	
County news							
Count	6	9	61	314	395	2	787
Row %	0.8%	1.1%	7.8%	39.9%	50.2%	0.3%	
Local sports news							
Count	76	115	162	227	202	5	787
Row %	9.7%	14.6%	20.6%	28.8%	25.7%	0.6%	
Local school news							
Count	32	47	162	280	263	3	787
Row %	4.1%	6.0%	20.6%	35.6%	33.4%	0.4%	
Local crime news							
Count	2	9	47	208	517	4	787
Row %	0.3%	1.1%	6.0%	26.4%	65.7%	0.5%	
Local advertising							
Count	27	60	189	307	203	1	787
Row %	3.4%	7.6%	24.0%	39.0%	25.8%	0.1%	
Local political news							
Count	30	37	118	254	343	5	787
Row %	3.8%	4.7%	15.0%	32.3%	43.6%	0.6%	
Local entertainment news							
Count	18	38	137	329	263	2	787
Row %	2.3%	4.8%	17.4%	41.8%	33.4%	0.3%	
Local dining news							
Count	24	33	129	316	282	3	787
Row %	3.0%	4.2%	16.4%	40.2%	35.8%	0.4%	
State or national news							
Count	1	10	46	225	492	13	787
Row %	0.1%	1.3%	5.8%	28.6%	62.5%	1.7%	

Not at all interested Not interested Neutral Somewhat interested Very interested Not applicable Responses

Total
Total Responses 787

3. 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 %	177 22.5%	220 28.0%	310 39.4%	80 10.2%	787
Business news Count Row %	169 21.5%	249 31.6%	309 39.3%	60 7.6%	787
Government news Count Row %	267 33.9%	280 35.6%	201 25.5%	39 5.0%	787
High school sports news Count Row %	86 10.9%	112 14.2%	345 43.8%	244 31.0%	787
Crime news Count Row %	352 44.7%	273 34.7%	146 18.6%	16 2.0%	787
Clubs and organizations news Count Row %	69 8.8%	208 26.4%	391 49.7%	119 15.1%	787
Total Total Responses					787

4. 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 %	8 1.0%	32 4.1%	101 12.8%	426 54.1%	212 26.9%	8 1.0%	787
Local news coverage Count Row %	7 0.9%	35 4.4%	88 11.2%	410 52.1%	241 30.6%	6 0.8%	787
Reporting objectivity Count Row %	23 2.9%	69 8.8%	170 21.6%	341 43.3%	164 20.8%	20 2.5%	787
Headline objectivity Count Row %	19 2.4%	58 7.4%	183 23.3%	356 45.2%	152 19.3%	19 2.4%	787
Local school news Count Row %	4 0.5%	22 2.8%	199 25.3%	353 44.9%	123 15.6%	86 10.9%	787
County news coverage Count Row %	11 1.4%	30 3.8%	176 22.4%	408 51.8%	123 15.6%	39 5.0%	787
Local city/community news coverage Count Row %	7 0.9%	28 3.6%	118 15.0%	389 49.4%	235 29.9%	10 1.3%	787
Environmental news coverage Count Row %	14 1.8%	48 6.1%	225 28.6%	320 40.7%	133 16.9%	47 6.0%	787
Courts and cops news coverage Count Row %	14 1.8%	35 4.4%	171 21.7%	379 48.2%	161 20.5%	27 3.4%	787
Local sports coverage Count Row %	8 1.0%	28 3.6%	171 21.7%	290 36.8%	166 21.1%	124 15.8%	787
Local arts and entertainment coverage Count Row %	9 1.1%	19 2.4%	159 20.2%	386 49.0%	183 23.3%	31 3.9%	787

	Very poor	Poor	Neutral	Good	Excellent	Don't know	Responses
People and features coverage	5	17	154	388	196	27	787
Count	0.6%	2.2%	19.6%	49.3%	24.9%	3.4%	
Row %							
Total							
Total Responses							787



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

Value		Percent	Responses
Yes		65.9%	519
No		34.1%	268
Total: 787			




6. In the last 30 days, have you or a member of your household made a purchase or sought out more information on a local product or service advertised, after hearing a commercial on a local radio station?

Value		Percent	Responses
Yes		34.3%	178
No		61.1%	317
None of the above / Does not apply		4.6%	24
Total: 519			



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

Value		Percent	Responses
Yes		75.3%	593
No		24.7%	194
			Total: 787



8. 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		39.3%	233
No		57.0%	338
None of the above / Does not apply		3.7%	22
			Total: 593




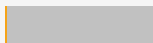

9. Have you or any member of your household read the local newspaper in the past WEEK?

Value		Percent	Responses
Yes		90.1%	709
No		9.9%	78
			Total: 787

10. 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		61.6%	437
No		38.4%	272
			Total: 709




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

Value		Percent	Responses
1		37.7%	267
2		53.2%	377
3		5.4%	38
4		1.6%	11
5 or more		2.3%	16
			Total: 709

Statistics

Average 1.7

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

Value		Percent	Responses
Adult male		66.9%	474
Adult female		77.4%	549
Minor under 18		2.8%	20

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

Value		Percent	Responses
Yes, always		16.4%	116
Yes, frequently		27.6%	196
Yes, sometimes		32.9%	233
Seldom		19.5%	138
Never		3.7%	26
			Total: 709




14. 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		26.2%	186
Local Daily Newspaper		86.0%	610
Local Paid Weekly Community Newspaper		21.3%	151
Local Free Weekly Print Publication (a Shopper or Newspaper)		55.0%	390
Local Alternative Publication		17.9%	127
Local Specialty Publication		16.1%	114
Local Business Publication		10.4%	74
Local Ethnic Publication		4.9%	35
Local Parenting Publication		2.7%	19
Local Senior Publication		13.1%	93
None of the above / Does not apply		3.7%	26

15. 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	58	134	355	162	709
Row %	8.2%	18.9%	50.1%	22.8%	
Retail Store Ads					
Count	190	265	216	38	709
Row %	26.8%	37.4%	30.5%	5.4%	
Ad Inserts					
Count	179	222	228	80	709
Row %	25.2%	31.3%	32.2%	11.3%	
Real Estate Ads					
Count	23	73	340	273	709
Row %	3.2%	10.3%	48.0%	38.5%	
Automotive Ads					
Count	19	61	345	284	709
Row %	2.7%	8.6%	48.7%	40.1%	
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)					
Count	108	230	327	44	709
Row %	15.2%	32.4%	46.1%	6.2%	
Political Ads					
Count	29	137	328	215	709
Row %	4.1%	19.3%	46.3%	30.3%	
Legal Notices					
Count	45	81	316	267	709
Row %	6.3%	11.4%	44.6%	37.7%	
Total					
Total Responses					709

16. 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		46.5%	366
Posted on a Government Website		12.8%	101
No preference		40.7%	320

Total: 787

17. 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%	93
No		87.2%	686
Don't know		1.0%	8
			Total: 787








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

Value		Percent	Responses
Excellent response (sold item or got many inquiries)		33.3%	31
Satisfactory response (received many inquiries)		41.9%	39
Poor response (received very few inquiries)		24.7%	23
			Total: 93

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














Value		Percent	Responses
Yes		60.7%	478
No		39.3%	309
			Total: 787

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

Value		Percent	Responses
Daily		22.9%	180
Couple times week		19.9%	157
Weekly		5.8%	46
Couple times month		13.9%	109
Monthly		5.2%	41
Less Monthly		20.1%	158
Have not visited / Does not apply		12.2%	96
















Total: 787

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









Value		Percent	Responses
Auto Body Shop		7.8%	61
Auto Detailing Shop		6.1%	48
Oil Change Station		42.7%	336
Auto Parts Store		28.5%	224
Auto Repair Shop		29.9%	235
Auto Salvage Yard		4.3%	34
Auto Battery Store		6.1%	48
Car Wash		74.2%	584
Gas Station		83.6%	658
New Vehicle Dealership		16.8%	132
Used Vehicle Dealership		9.9%	78
Tire Store		17.7%	139
None of the above / Does not apply		7.0%	55

Value		Percent	Responses
Auto Glass Repair Shop		1.8%	14
Auto Paint Shop		1.8%	14
Auto Protective Paint or Coating Shop		0.4%	3
Auto Towing Service		2.0%	16
Auto Window Tinting		1.3%	10
Auto Stereo Installation		1.0%	8
Car Audio Store		1.0%	8
Commercial Truck Dealership		0.4%	3
Commercial Truck Repair Shop		0.3%	2
Pick and Pull Lot		2.7%	21
Recreation Vehicle (RV) Dealership		2.7%	21
RV or Camper Service		2.5%	20
Utility Trailer Dealer		0.3%	2
Trailer Dealer		0.8%	6
Trailer Rental Service		1.4%	11













22. 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		2.5%	20
Boating Accessory Store		3.7%	29
Boat Repair Shop		1.9%	15
Boat Rental Service		0.8%	6
All-Terrain Vehicle (ATV) Dealer		2.7%	21
Watercraft Dealer		1.1%	9
Watercraft Rental Shop		0.4%	3
Motorcycle Dealer		2.4%	19
Motorcycle Repair Shop		2.8%	22
Motorcycle Accessory Store		3.3%	26
Golf Cart Dealer		0.8%	6
Service		3.4%	27
Boat and RV Storage Facility		2.0%	16
Harley-Davidson Dealer		3.8%	30
None of the above / Does not apply		82.5%	649

23. Which of the following FARM EQUIPMENT 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		0.3%	2
Used Farm Equipment Dealer		1.0%	8
Farm Truck and Tractor Repair Shop		1.3%	10
Agriculture Farm Supply Store		7.0%	55
Agricultural Service		0.5%	4
Farming Structure Building Contractor		0.3%	2
Animal Feed Store		7.5%	59
None of the above / Does not apply		87.9%	692

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

Value		Percent	Responses
Bagel Shop		25.3%	199
Bakery		67.3%	530
Specialty Cake Bakery		10.2%	80
Cupcake Shop		7.9%	62
Donut Shop		26.7%	210
Beverage Distributor		11.2%	88
Beer Shop		27.6%	217
Brewery or Brew Pub		40.2%	316
Candy Store		14.5%	114
Cheese Shop		37.7%	297
Chocolate Shop		19.4%	153
Coffee & Tea Shop		44.0%	346

Value		Percent	Responses
Espresso or Coffee Shop		40.7%	320
Cookie Store		6.1%	48
Dairy Store		8.1%	64
Convenience Store		64.8%	510
Dessert Restaurant		9.3%	73
Distillery		10.4%	82
Food Cart		18.6%	146
Ethnic Food Restaurant		46.9%	369
Ice Cream or Frozen Yogurt Shop		41.4%	326
Smoothie or Juice Bar		8.1%	64
Liquor Store		49.8%	392
Spice Store		20.3%	160
Tea Shop		8.1%	64
Winery		15.4%	121
Wine Shop		16.6%	131
None of the above / Does not apply		4.6%	36
U-Brew Beer or Wine Store		2.4%	19

25. 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		11.7%	92
Grocery Store (Discount)		42.9%	338
Grocery Store (Ethnic)		14.1%	111
Farmers Market		36.2%	285
Grocery Store (Co-op)		21.1%	166
Grocery Store (Independent)		35.7%	281
Grocery Store (Major or Regional Chain)		83.2%	655
Meat Market or Butcher Shop		30.4%	239
Grocery Store (Neighborhood)		36.6%	288
Seafood Market		10.5%	83
Specialty Food Market		13.0%	102
Grocery Delivery Service		5.6%	44
None of the above / Does not apply		1.0%	8

26. Which of the following types of BEAUTY and SPA 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
Barbershop		17.7%	139
Day Spa		8.3%	65
Eyelash Extension Salon		1.1%	9
Hair Removal Salon		2.0%	16
Hair and Beauty Salon		43.5%	342
Makeup Artist		0.8%	6
Massage Spa		14.9%	117
Nail Salon		20.3%	160
Skin Care Store		2.3%	18
Tanning Salon		3.8%	30
Tattoo Studio		6.9%	54
None of the above / Does not apply		38.2%	301













27. 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		7.6%	60
Arts & Crafts Fair		45.7%	360
Casino		20.6%	162
Community Theatre		30.5%	240
Movie Theater		70.1%	552
Museum		40.0%	315
Live Theater		34.6%	272
Performing Arts Center		26.7%	210
Bingo Hall		5.3%	42
Social Club		6.2%	49
Stadium or Arena		27.3%	215
Wine Tour		7.4%	58
Music Festival		28.8%	227
Wine Festival		7.2%	57
Food Festival		39.9%	314
Car Show		12.8%	101
Seasonal Festival		38.1%	300
Arts Organization		13.2%	104
Cultural Center		11.2%	88
Local Festival		41.9%	330
Historical Society		18.3%	144
None of the above / Does not apply		8.3%	65
Rodeo		2.3%	18












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

Value		Percent	Responses
Local Sports Team		28.6%	225
Professional Sports Team		27.2%	214
Amusement Center / Park		26.0%	205
Family Play Center		6.1%	48
Family Entertainment Center		11.9%	94
Go Kart Track		7.2%	57
Horseback Riding		6.2%	49
Outdoor Park		37.5%	295
Ice Skating or Roller Rink		13.9%	109
Athletic Club		25.9%	204
Zoo		40.9%	322
None of the above / Does not apply		21.7%	171










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

Value		Percent	Responses
Boxing Gym		1.4%	11
CrossFit Gym		2.8%	22
Dance Studio		3.9%	31
Fitness Boot Camp		2.9%	23
Exercise Classes		22.0%	173
Gym, Fitness or Athletic Club		39.4%	310
Martial Arts Studio		3.0%	24
Personal Trainer		4.2%	33
Rock Climbing Gym		2.7%	21
Swimming Lessons		5.8%	46
Yoga Studio		11.7%	92
None of the above / Does not apply		43.6%	343
















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

Value		Percent	Responses
Archery Range		3.9%	31
Bait & Tackle Shop		18.0%	142
Bicycle Shop		13.9%	109
Bicycle Repair Shop		15.4%	121
Bowling Alley		25.8%	203
Fishing Supply Store		14.9%	117
Golf Course		21.6%	170
Golf Driving Range		12.5%	98
Golf Pro Shop		6.9%	54
Gun Shooting Range		13.2%	104
Gun Store		9.9%	78
Miniature Golf Course		16.9%	133
Outdoor Gear Store		11.3%	89
New Sporting Goods Store		12.2%	96
Used Sporting Goods Store		9.0%	71
Sightseeing Tour Agency		3.3%	26
None of the above / Does not apply		31.8%	250
Bicycle Rental Service		1.9%	15
Dive Shop		1.1%	9
Helicopter Tour Agency		0.8%	6
Ski Shop		2.3%	18






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

Value		Percent	Responses
Adult Club or Entertainment Company		4.2%	33
Bar, Lounge or Pub		59.3%	467
Comedy Club		16.9%	133
Dancing or Night Club		8.4%	66
Music or Concert Hall		31.3%	246
Billiard Hall		3.2%	25
Sports Bar		34.7%	273
Wine Bar		15.6%	123
None of the above / Does not apply		26.8%	211

32. 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		5.3%	42
Card or Stationery Store		11.9%	94
Announcement Printing Service		2.9%	23
Catering Service		7.2%	57
Disc Jockey (DJ)		2.3%	18
Event Coordinator		1.4%	11
Hotel Meeting Room or Event Space		3.9%	31
Musician or Band		6.6%	52
Party Supply Store		15.2%	120
Photographer		5.3%	42
Event Space or Venue		4.6%	36
Videographer		1.1%	9
Wedding Venue or Banquet Hall		2.4%	19
Wedding Planner		1.0%	8
None of the above / Does not apply		66.6%	524

33. 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		13.7%	108
University		10.9%	86
Community College		7.5%	59
Elementary School		6.5%	51
Middle or High School		9.9%	78

Value		Percent	Responses
Adult Education School		10.0%	79
Dance Studio		3.6%	28
Musical Instruments and Lessons		5.3%	42
Lecture or Seminar Series		8.0%	63
None of the above / Does not apply		55.0%	433
Preschool		2.0%	16
Art School		2.5%	20
Charter School		1.8%	14
Culinary School		2.2%	17
Beauty School		0.4%	3
Driving School		1.9%	15
Language School		1.3%	10
Tutoring Center		0.3%	2
Private Elementary School		0.9%	7
Private Middle School		0.3%	2
Private High School		0.5%	4
Private K-12 School		1.0%	8
Private Tutor		0.6%	5
Vocational School		2.4%	19
Real Estate School		1.7%	13
Aviation / Flight School		1.1%	9
Graduate school		2.8%	22
Parochial School		1.1%	9















34. 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		25.4%	200
Credit Union		18.0%	142
Financial Advisor		14.1%	111
Check Cashing Service		0.6%	5
Money Transfer Service		0.8%	6
Stockbroker		1.9%	15
Tax Return Service		17.3%	136
Auto Broker		1.0%	8
Bail Bonds Service		0.3%	2
Bankruptcy Service		0.8%	6
Bookkeeping Service		2.0%	16
Business Development Service		0.8%	6
Car Leasing Service		2.2%	17
Credit Counseling Service		1.4%	11
None of the above / Does not apply		53.4%	420















35. 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
Payday Loan Company		0.6%	5
Debt Consolidation Company		2.3%	18
Credit Repair Service		2.3%	18
Title Loan Company		1.1%	9
None of the above / Does not apply		95.3%	750

36. 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
Medical Marijuana Dispensary		2.2%	17
Chiropractor		9.3%	73
Dermatologist		15.2%	120
Dentist		37.4%	294
General Practitioner		20.3%	160
Family Practitioner		21.3%	168
Obstetrician & Gynecologist		7.2%	57
Optometrist		21.2%	167
Physical Therapist		8.3%	65
Psychiatrist		4.1%	32
Pediatrician		4.1%	32
Allergist		4.7%	37
Pain Management Physician		3.8%	30
None of the above / Does not apply		44.1%	347
























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


Value		Percent	Responses
Dental Clinic		14.4%	113
Hearing Aid Center		3.9%	31
Hospital		7.6%	60
Medical Clinic		11.3%	89
Weight Loss Service		3.3%	26
Alcoholism Treatment Program		0.3%	2
Blood Donation Center		3.9%	31
Drug Addiction Treatment Center		0.4%	3
Mental Health Clinic		1.8%	14
Pain Control Clinic		2.0%	16
Walk-In Clinic		7.6%	60
Mental Health Service		2.3%	18
Drug Testing Service		0.1%	1
None of the above / Does not apply		69.5%	547

38. 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		8.3%	65
Allergy or Asthma Specialist		7.8%	61
Mental Health Provider		7.4%	58
Denture or Implant Specialist		6.1%	48
Oral Surgeon		3.9%	31
Orthodontist		6.1%	48
Cardiologist		15.0%	118
Ear, Nose & Throat Doctor		10.0%	79
Gastroenterologist		11.4%	90
Internal Medicine Doctor		24.4%	192
Massage Therapist		19.9%	157
Naturopathic Practitioner		3.0%	24
Nutritionist or Dietician		3.3%	26
Oncologist		5.3%	42
Ophthalmologist		18.8%	148
Orthopedist		5.0%	39
Podiatrist		7.2%	57
Urologist		8.4%	66
Surgical Specialist		3.8%	30
None of the above / Does not apply		28.0%	220
Cardiovascular Surgeon		1.0%	8
Cosmetic Dentist		2.8%	22
Cosmetic or Plastic Surgeon		1.5%	12
Home Health Care Provider		2.5%	20

39. 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		6.6%	52
Veterans Hospital		4.1%	32
Laboratory or Medical Testing Facility		12.8%	101
Medical Imaging Service		10.5%	83
Laser Eye Surgery Clinic		3.0%	24
Pain Clinic		5.0%	39
Sleep Disorder Clinic		5.5%	43
Sports Medicine Clinic		3.3%	26
Urgent Care Clinic		10.8%	85
Medical Walk-In Clinic		12.5%	98
Mental Health Service		4.2%	33
None of the above / Does not apply		52.7%	415
Alzheimer's or Memory Care Facility		1.0%	8
Medical Marijuana Authorization		1.3%	10
Hospice Care Provider		0.8%	6
Medical Spa		0.4%	3
Medical Supply Store		2.7%	21
Memory Care Facility		0.6%	5
Isolation Tank		0.5%	4
Rehabilitation Clinic		1.5%	12
Medical Transport Service		0.5%	4
Vascular Surgeon or Vein Center		0.8%	6
Physical Health Center		2.5%	20










Value		Percent	Responses
Drug Testing Service		0.4%	3

40. 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		56.2%	442
Regional Airport		26.9%	212
Bed & Breakfast		14.4%	113
Campground		17.3%	136
Cruise Line		8.3%	65
Hotel or Motel (Local)		9.5%	75
Hotel or Motel (Out-of-Town)		68.6%	540
Luggage-Travel Store		1.5%	12
RV Rental Company		1.5%	12
Ski Resort		2.3%	18
Tour Company		5.0%	39
Shuttle Service		11.6%	91
Limo Service		5.0%	39
Taxi Service		10.7%	84
Travel Agent		9.4%	74
None of the above / Does not apply		17.9%	141

41. 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
Courier or Delivery Service		3.7%	29
Dry Cleaning or Laundry Service		26.7%	210
Electronics Repair Shop		4.8%	38
Information Technology (IT) Service		3.7%	29
Jewelry Repair Shop		7.8%	61
Mail Store		12.3%	97
Printing Service		3.8%	30
Propane Dealer		9.7%	76
Junkyard		4.1%	32
Recycling Center		18.7%	147
Self-Storage Facility		4.4%	35
Sewing and Alterations Shop		6.9%	54
Small Engine Repair Shop		6.1%	48
Shipping Center		9.0%	71
Shoe Repair Shop		9.4%	74
Watch or Clock Repair Shop		7.4%	58
Mobile or Cell Phone Repair Shop		6.1%	48
Copy Shop		8.1%	64
Airport Parking Lot		23.8%	187
Car Rental Agency		12.5%	98
None of the above / Does not apply		27.6%	217
Auction House		2.2%	17
Bottled Water Delivery Service		1.9%	15
Moving Truck Rental Company		2.2%	17
Propane Home Heating Service		1.0%	8

Value		Percent	Responses
Funeral Service Provider		1.4%	11
Cremation Service Provider		1.7%	13
Adoption Agency		0.5%	4
Animal Control Service		1.3%	10
Marketing Agency		0.3%	2
Marketing Consultant		0.3%	2
Marriage Counselor		0.8%	6
Mediation Service		0.6%	5
Tool Rental Service		2.9%	23

42. 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		4.3%	34
Charity or Philanthropic Organization		9.3%	73
Church		42.2%	332
City or Municipal Service		17.7%	139
Community Organization		8.0%	63
Government or Political Service		3.0%	24
Community Service or Non-Profit Organization		10.5%	83
City Center		3.2%	25
City or Town Hall		19.7%	155
Civic Center		7.8%	61
Community Center		12.3%	97
Convention Center		5.2%	41

Value		Percent	Responses
County Government Office		8.4%	66
Department of Motor Vehicles		35.7%	281
Employment Center		3.6%	28
Gun Club		4.1%	32
Veterans Center		4.7%	37
Veterans Organization		5.3%	42
None of the above / Does not apply		26.2%	206
Adult Foster Care Service		0.1%	1
Department of Social Services		1.9%	15
Equipment Rental Agency		0.8%	6
Foster Care Service		0.5%	4
Government Economic Program		0.8%	6
Unemployment Office		1.7%	13
Youth Organization		2.9%	23
Farm Bureau		1.1%	9

43. 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
Air Duct Cleaning Service		8.6%	68
Paving Contractor		4.1%	32
General Contractor		8.3%	65
Electrician		11.4%	90
Handyman		18.2%	143
Heating & Air Conditioning Service		14.0%	110
Home Maintenance Service		3.9%	31
Landscaping Service		10.5%	83
Painting Contractor		7.1%	56
Plumber or Plumbing Contractor		8.9%	70
Home Security Company		1.5%	12
Countertop Contractor		4.6%	36
Demolition Contractor		0.4%	3
Garbage Collection Service		5.2%	41
Deck Builder		4.1%	32
None of the above / Does not apply		55.8%	439

44. Which of the following types of HOME 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
Carpet Cleaning Service		13.6%	107
Chimney Cleaning Service		4.4%	35
Fuel or Oil Home Heating Service		1.0%	8
Furnace Cleaning Service		8.4%	66
Home Gardening Service		1.3%	10
Landscaper		7.0%	55
House Cleaning Service		4.6%	36
Pest Control Service or Exterminator		2.4%	19
Pool Cleaning Service		0.1%	1
Television or Internet Service Provider		16.4%	129
House Cleaning Service		1.9%	15
Lawn Care Service		8.3%	65
None of the above / Does not apply		59.6%	469

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












Value		Percent	Responses
Appliance Repair Service		7.5%	59
Carpenter or Woodworker		8.4%	66
Carpet Installation Contractor		6.9%	54
Concrete Contractor		6.1%	48
Drywall Installation or Repair Contractor		4.2%	33
Fencing Contractor		3.2%	25
Furnace Contractor		7.2%	57

Value		Percent	Responses
Flooring Installation Service		7.8%	61
Garage Door Contractor		4.3%	34
Gutter Installation or Repair Contractor		4.4%	35
Junk Removal or Hauling Service		4.3%	34
Kitchen or Bath Remodeling Company		8.6%	68
Roofing Contractor		4.8%	38
Remodeling Contractor		4.4%	35
Window Installer		6.4%	50
Asphalt Contractor		3.9%	31
None of the above / Does not apply		53.2%	419
Alternative Energy Service		2.7%	21
New Home Builder		0.5%	4
Fire & Water Damage Restoration Service		1.3%	10
Foundation Contractor		1.7%	13
Garage Builder		2.0%	16
Insulation Installer		0.9%	7
Landscape Architect		2.9%	23
Mover or Moving Company		2.9%	23
Septic Tank Contractor		2.3%	18
Siding Installation or Repair Contractor		1.9%	15
Stone or Marble Company		1.0%	8
Tile Contractor		2.2%	17
Waterproofing Contractor		0.8%	6
Water Well Drilling Contractor		0.8%	6
Solar Energy Contractor		2.5%	20





46. 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
Awning & Tent Company		1.4%	11
Bathtub Refinishing Service		1.7%	13
Cabinet Refacing Service		2.5%	20
Furniture Upholstery Service		2.4%	19
Home Theater Installation Service		0.5%	4
Interior Designer		2.3%	18
Key or Locksmith Service		3.6%	28
Home Pressure Washing Service		3.3%	26
Shades & Blinds Installation Service		3.8%	30
Arborist		6.9%	54
Water Treatment Supply & Service		2.2%	17
Wallcoverings Store		0.8%	6
Window & Door Installation Service		6.2%	49
None of the above / Does not apply		73.8%	581





47. 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		2.0%	16
Assisted Living Facility		1.4%	11
Retirement Home		0.4%	3
Nursing Home		1.4%	11
55+ Housing Community		5.1%	40
Senior Center		8.1%	64
Adult Day Care		0.1%	1
Geriatric Physician		1.5%	12
Respite Relief Provider		0.4%	3
Senior Care Placement Agency		0.3%	2
None of the above / Does not apply		84.2%	663












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

Value		Percent	Responses
Childcare or Daycare		4.1%	32
Summer Camp		5.6%	44
Sports Camp		2.5%	20
None of the above / Does not apply		90.9%	715








49. 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		17.7%	139
Children's Shoe Store		7.4%	58
Children's Furniture Store		1.9%	15
None of the above / Does not apply		81.6%	642









50. 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		4.4%	35
Animal Daycare		6.2%	49
Emergency Animal Hospital		3.3%	26
Pet Boarding		8.1%	64
Pet Breeder		1.1%	9
Pet Groomer		16.3%	128
Pet Sitter		6.5%	51
Pet Trainer		1.9%	15
Pet Walker		1.3%	10
Veterinarian		44.2%	348
None of the above / Does not apply		48.5%	382










51. 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		11.6%	91
Bird Specialty Store		1.7%	13
Bird Shop		0.8%	6
Pet Boutique		2.5%	20
Fish or Aquarium Store		3.6%	28
Pet Store		40.0%	315
None of the above / Does not apply		52.1%	410

52. 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
Mortgage Broker		2.2%	17
Property Manager		1.5%	12
Realtor		8.3%	65
Real Estate Brokerage Firm		1.1%	9
Title & Escrow Company		3.4%	27
Estate Appraiser		1.7%	13
Estate Liquidator		0.8%	6
None of the above / Does not apply		87.9%	692

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

Value		Percent	Responses
Apartment Rental Agency		3.7%	29
Developer		0.5%	4
Home Inspector		5.2%	41
Home Staging Company		0.5%	4
Manufactured or Modular Home Builder		0.5%	4
New Home Builder		1.3%	10
Mortgage Banker		4.6%	36
Real Estate Appraiser		5.0%	39
None of the above / Does not apply		86.9%	684

54. 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		66.3%	522
Family Style Restaurant		44.9%	353
Buffet Restaurant		18.2%	143
Fine Dining Restaurant		38.5%	303
Restaurant with Lounge or Bar		45.4%	357
Pizza Restaurant		58.7%	462
Ethnic Restaurant		29.5%	232
Chinese Restaurant		40.2%	316
Mexican Restaurant		52.5%	413
Italian Restaurant		42.8%	337
Japanese or Sushi Restaurant		13.6%	107
Thai Restaurant		14.7%	116
Indian Restaurant		9.5%	75
None of the above / Does not apply		5.1%	40

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











Value		Percent	Responses
Adult Video or Adult Store		3.2%	25
Art Supply Store		12.8%	101
Art Gallery		8.9%	70
Craft Supply Store		26.4%	208
Home and Office Battery Store		3.7%	29
Bookstore		40.0%	315


























Value		Percent	Responses
Candle Shop		8.9%	70
Cigar Store		3.2%	25
Computer Store		10.4%	82
Department Store		66.5%	523
Discount Store		56.3%	443
Drugstore or Pharmacy		71.7%	564
Electronics Store		21.2%	167
Fabric Store		16.1%	127
Florist		14.5%	114
Gift Shop		23.1%	182
Herb Shop or Herbalist		3.8%	30
Hobby Shop		20.2%	159
Mobile Phone Store		17.4%	137
Music and Video Store		8.3%	65
Music Instrument Store		5.1%	40
Music Store		6.2%	49
Office Equipment & Supply Store		17.7%	139
Outlet Store		29.9%	235
Flea Market		18.9%	149
Scrap Metal Dealer		3.6%	28
Shopping Center		38.4%	302
Consignment Shop		16.8%	132
Tobacco Store		4.2%	33
Vape or Smoke Shop		3.3%	26
Toy Store		10.3%	81

Value		Percent	Responses
Record Store		5.6%	44
Vitamin or Supplement Store		10.2%	80
Wholesale, Warehouse or Club Store		26.0%	205
Thrift Store		40.0%	315
Yard Equipment Store		9.7%	76
Camera Store		6.1%	48
Bead Store		3.6%	28
Gun Shop		8.6%	68
Christian Book Store		4.2%	33
Christmas Store		8.4%	66
Yarn Store		5.8%	46
None of the above / Does not apply		5.6%	44
Blown Glass Gallery		1.8%	14
New Age Book Store		1.7%	13
Coin Shop		2.3%	18
Comic Book Shop		2.8%	22
Equipment Rental Store		2.3%	18
Knife Store		1.4%	11
Military Surplus Store		2.3%	18
Monument or Memorial Company		0.9%	7
Pawn Shop		2.0%	16
Religious Supply or Gift Shop		2.7%	21
Sewing Studio		1.4%	11
Sign Store		0.8%	6
Trophy or Award Store		1.7%	13

Value		Percent	Responses
Wedding Supply Store		1.3%	10
Flag Store		0.9%	7
Survival Store		0.4%	3
Stamp Shop		1.0%	8
Costume Store		2.9%	23
Marijuana Dispensary		2.7%	21
Photo Restoration Service		1.7%	13
Security Service		0.9%	7
Gold Dealer		0.5%	4
Coworking Space		0.3%	2






















56. 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		22.2%	175
Major Appliance Store		10.3%	81
Small Appliance Store		3.6%	28
TV & Appliance Store		7.8%	61
Baby Supply & Furniture Store		5.3%	42
Bath & Accessory Store		23.4%	184
Building Supply Store or Lumber Yard		26.8%	211
Carpet Store		8.4%	66
Fireplace, Wood Stove or Barbeque Store		3.7%	29
Flooring Store		11.7%	92

Value		Percent	Responses
Frame Shop		4.2%	33
Furniture Store		18.4%	145
Hardware Store		44.1%	347
Home & Garden Center		48.9%	385
Home Decor Store		17.5%	138
Lighting Store		5.5%	43
Mattress or Bedding Store		8.6%	68
Plant Nursery & Garden Supply Store		22.6%	178
Outdoor Furniture Store		5.7%	45
Paint Store		14.4%	113
Tool Store		5.3%	42
TV Store		3.4%	27
Used Building Supply Store		5.2%	41
None of the above / Does not apply		17.9%	141
Cabinet Store		2.8%	22
Clock Shop		2.0%	16
Furniture Restoration Shop		1.8%	14
Hot Tub or Spa Dealer		1.8%	14
Rent-to-Own Store		0.4%	3
Rug Store		1.9%	15
Solar Energy Equipment Dealer		1.3%	10
Pool & Spa Dealer		2.5%	20
Tool Rental Center		2.4%	19
Vacuum Store		2.9%	23
Window Store		2.8%	22

Value		Percent	Responses
Futon Store		0.5%	4

57. 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		26.7%	210
Beauty Supply Store		20.6%	162
Clothing Accessory Store		26.0%	205
Menswear Store		20.2%	159
Women's Clothing Store		52.0%	409
Eyewear & Opticians Store		35.7%	281
Jewelry Store		12.1%	95
Lingerie Store		6.7%	53
Logo Apparel Store		4.4%	35
Outdoor Clothing Store		17.9%	141
Perfume Store		4.1%	32
Shoe Store		48.9%	385
Sportswear Store		16.6%	131
Swimwear Store		7.6%	60
None of the above / Does not apply		18.2%	143
Bridal Shop		2.5%	20
Fur Store		0.3%	2
Leather Goods Store		1.9%	15
Maternity Store		1.0%	8
Watch Store		2.3%	18
Western Wear Store		1.3%	10

58. 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		8.9%	70
Insurance Agency		9.0%	71
Legal Firm or Attorney		4.3%	34
Tax Advisor		9.0%	71
None of the above / Does not apply		78.3%	616












59. 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
Digital or Search Marketing Firm		0.3%	2
Architect or Architecture Firm		1.4%	11
Commercial Builder		1.4%	11
Employment or Staffing Agency		2.7%	21
Graphic Designer		1.0%	8
Telecommunications Provider		8.0%	63
Life Coach		0.8%	6
Private Investigator		0.1%	1
None of the above / Does not apply		86.0%	677

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

Value		Percent	Responses
Have Motorcycle Repaired		3.7%	29
Purchase Motorcycle Parts		3.4%	27
Have Boat Repaired or Serviced		4.2%	33
Purchase Motorcycle Apparel		3.2%	25
None of the above / Does not apply		85.4%	672
Purchase New All-Terrain Vehicle (ATV)		0.8%	6
Purchase New Boat		0.9%	7
Purchase New Personal Watercraft		0.5%	4
Purchase New Motorcycle		1.0%	8
Purchase New Snowmobile		0.3%	2
Purchase Used All-Terrain Vehicle (ATV)		0.9%	7
Purchase Used Boat		1.5%	12
Purchase Used Personal Watercraft		0.5%	4
Purchase Used Motorcycle		0.9%	7
Purchase Used Motorcycle Trike		0.3%	2
Purchase Used Snowmobile		0.4%	3
Purchase Boat Parts		2.9%	23
Purchase Marine Electronics		1.1%	9
Purchase New Golf Cart		0.1%	1
Purchase Used Golf Cart		0.6%	5
Rent Snowmobile		0.1%	1




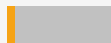




61. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.8%	6
Purchase New Class B RV		0.6%	5
Purchase New Class C RV		0.4%	3
Purchase New Travel Trailer or 5th Wheel		0.4%	3
Purchase New Camper Shell		0.1%	1
Purchase Used Class A RV		0.8%	6
Purchase Used Class B RV		0.6%	5
Purchase Used Class C RV		0.8%	6
Purchase Used Travel Trailer or 5th wheel		0.9%	7
Purchase Used Camper Shell		0.3%	2
None of the above / Does not apply		96.7%	761

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













Value		Percent	Responses
New Car		8.1%	64
New Luxury Vehicle - Under \$50,000		1.5%	12
New Luxury Vehicle - \$50,000 - \$75,000		0.8%	6
New Luxury Vehicle - Over \$75,000		0.3%	2
New Van		0.3%	2
New Minivan		1.5%	12
New SUV		5.3%	42
New Truck		2.4%	19
New Hybrid or Electric Vehicle		1.7%	13
Used Car		11.4%	90
Used Luxury Vehicle - Under \$30,000		1.8%	14
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	4
Used Van		1.0%	8
Used Minivan		2.2%	17
Used SUV		5.5%	43
Used Truck		3.4%	27
Used Hybrid or Electric Vehicle		1.1%	9
None of the above / Does not apply		69.5%	547

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

Value		Percent	Responses
Compact car		5.6%	44
Full-size car		3.7%	29
Luxury vehicle (any size)		2.3%	18
Midsize car		7.8%	61
Pickup truck		5.5%	43
Sport utility vehicle (SUV)		21.1%	166
Van or mini-van		6.2%	49
None of the above		47.9%	377



Total: 787

64. 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		5.3%	42
Chevrolet		16.9%	133
Chrysler		6.0%	47
Dodge		7.6%	60
Ford		12.5%	98
GMC		7.2%	57
Honda		13.2%	104
Hyundai		5.0%	39
Jeep		7.4%	58
Kia		5.2%	41
Nissan		4.1%	32
Subaru		6.6%	52




















Value		Percent	Responses
Toyota		15.9%	125
Volkswagen		3.3%	26
None of the above / Does not apply		52.4%	412
Aston Martin		0.1%	1
Acura		1.8%	14
Audi		1.5%	12
BMW		2.0%	16
Cadillac		2.8%	22
Fiat		0.5%	4
Infiniti		0.9%	7
Jaguar		0.3%	2
Land Rover		0.3%	2
Lexus		1.4%	11
Lincoln		1.8%	14
Mazda		2.3%	18
Mercedes-Benz		1.1%	9
Mini		1.1%	9
Mitsubishi		1.1%	9
Porsche		0.8%	6
Saab		0.1%	1
Scion		0.1%	1
Suzuki		0.3%	2
Tesla		1.0%	8
Volvo		1.4%	11

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



Value	Percent	Responses
Yes 	21.1%	166
No 	78.9%	621
Total: 787		
























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

Value	Percent	Responses
Office Equipment 	7.5%	59
Printer 	8.1%	64
Ink or Printer Cartridges 	43.6%	343
Wi-Fi for Home 	6.4%	50
Headphones 	18.7%	147
Portable Speakers 	5.0%	39
Customizable Smartphone accessories 	3.4%	27
Wireless Speakers 	4.7%	37
Smartphone Charger 	9.3%	73
Smartwatch 	3.2%	25
Phone or Tablet Controlled Home Tech Products 	4.8%	38
Noise Canceling Headphones 	6.1%	48
Healthcare Device 	3.2%	25
Surge Protector 	5.1%	40
Apple Watch 	6.5%	51
Activity Tracker or Pedometer 	8.8%	69

Value		Percent	Responses
Batteries for Electronics		32.7%	257
None of the above / Does not apply		30.9%	243
Home Theater System		1.8%	14
GPS Device (Handheld or In-Vehicle)		2.5%	20
Satellite Radio		2.2%	17
Satellite TV System		0.9%	7
Stereo System (Home)		1.1%	9
Phone Calling Card		2.2%	17
Compact/Mini Projector		1.1%	9
Wearable Electronics		2.2%	17
Aerial Drone		1.8%	14
Aerial Drone Accessories		0.6%	5
Short Wave Radio		0.1%	1
Wireless Hotspot		1.7%	13
Assistive Technology for Hearing		2.8%	22
Assistive Technology for Vision		0.6%	5
Virtual Reality Headset		0.9%	7
Smartwatch Accessories		1.7%	13
Smart Sports Equipment		0.4%	3







67. 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		3.3%	26
Camera Accessories or Supplies		3.6%	28










Value		Percent	Responses
Camera Memory Card		5.1%	40
Computer Accessories		5.2%	41
Computer Software		3.9%	31
Tablet (iPad or Similar)		7.4%	58
Personal Computer		4.2%	33
Laptop Computer		7.9%	62
4K Ultra HD TV		6.6%	52
Smart TV		8.4%	66
PC Laptop		3.7%	29
Chromebook		3.0%	24
None of the above / Does not apply		54.8%	431
Camera (Digital) - Point and Shoot		2.7%	21
Mirrorless Camera		0.3%	2
Camera (Film)		1.3%	10
Camera Lens		2.5%	20
Portable DVD Player		1.0%	8
E-Reader (Kindle or Similar)		2.3%	18
TiVo or DVR		0.8%	6
Computer Bag		2.4%	19
TV (3D)		1.5%	12
Curved TV		1.1%	9
OLED TV		1.0%	8
Digital TV Tuner or Converter		0.6%	5
Audio Visual Cables and Connectors		1.8%	14
MacBook		2.8%	22

Value		Percent	Responses
Refurbished Laptop		1.0%	8
Computer or Tablet Support		2.0%	16

68. 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%	182
Conventional Cell Phone		6.9%	54
Prepaid Cell Phone		2.7%	21
Unlocked Cell Phone		2.2%	17
Large-Screen Smartphone		4.7%	37
None of the above / Does not apply		65.6%	516

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






















Value		Percent	Responses
Anniversary Jewelry		4.8%	38
Necklaces		8.5%	67
Rings (Other)		5.2%	41
Earrings		16.8%	132
Pendants		3.0%	24
Diamond Jewelry		4.2%	33
Silver Jewelry		5.3%	42
Gemstone Jewelry		4.2%	33
Children's Jewelry		3.2%	25

Value		Percent	Responses
Costume Jewelry		9.8%	77
Women's Jewelry		9.1%	72
None of the above / Does not apply		66.5%	523
Engagement Rings		0.9%	7
Wedding Rings		1.1%	9
Graduation Rings		0.5%	4
Celtic Jewelry		2.9%	23
Pearl Jewelry		0.8%	6
Men's Jewelry		2.7%	21
Designer Jewelry		1.3%	10
Custom Designed Jewelry		1.8%	14
Crystal Figurines		0.5%	4
Jewelry Box or Organizer		1.3%	10
Men's High-End Watch		0.9%	7
Women's High-End Watch		0.8%	6


















70. 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		13.7%	108
Crop Insurance		0.1%	1
Dental Insurance		7.0%	55
Disability Insurance		1.5%	12
Homeowner Insurance		10.2%	80
Life Insurance		5.5%	43
Medical (Health) Insurance		7.0%	55
Medicare		4.1%	32
Long Term Care Insurance		1.3%	10
Pet Insurance		1.0%	8
Renters Insurance		3.2%	25
Agriculture Insurance		0.3%	2
Professional Liability Insurance		0.4%	3
None of the above / Does not apply		74.1%	583

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

Value		Percent	Responses
Acupuncture		3.6%	28
Chiropractor		4.1%	32
Family Practice Doctor		8.6%	68
Medical Clinic		3.2%	25
Optometrist		6.9%	54
Primary Care Provider		7.4%	58
Drugstore or Pharmacy		6.7%	53
None of the above / Does not apply		72.4%	570
Audiologist		1.8%	14
Counseling & Mental Health Specialist		1.9%	15
Geriatric Specialist		0.4%	3
Home Healthcare		0.5%	4
Hospital		2.8%	22
Pediatric Dentist		1.4%	11
Pediatrician		1.9%	15
Wellness Business		0.8%	6
Substance Abuse Treatment Provider		0.1%	1
Weight Loss Service		1.3%	10
Alternative Care Provider		0.8%	6
Physical Therapy or Rehabilitation service provider		2.3%	18
Hearing Aid Center		2.2%	17

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

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		2.0%	16
Bankruptcy Attorney		1.1%	9
Banking, Partnership & Business Law Attorney		1.4%	11
Child Support Attorney		1.0%	8
Criminal Law Attorney		0.4%	3
Disability & Social Security Attorney		0.9%	7
Divorce & Family Law Attorney		1.4%	11
Employment Discrimination or Labor Issues Attorney		0.4%	3
General Practice Attorney		1.9%	15
Intellectual Property Attorney		0.3%	2
Malpractice Attorney		0.1%	1
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		0.9%	7
Real Estate Attorney		2.9%	23
Taxation Attorney		1.1%	9
Wills, Trusts & Estates Attorney		16.6%	131
None of the above / Does not apply		75.2%	592

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

Value		Percent	Responses
Botox		2.8%	22
Breast Augmentation		0.3%	2
Breast Implants		0.5%	4
Dermabrasion		0.6%	5
Ear Surgery		0.3%	2
Eyelid Surgery		1.0%	8
Fat Reduction		1.0%	8
Facelift		0.5%	4
Forehead Lift		0.1%	1
Hair Transplant		0.1%	1
Hair Loss Treatment		0.5%	4
Lap Band		0.1%	1
Lip Augmentation		0.4%	3
Liposuction		0.6%	5
Lasik		0.8%	6
Skin Treatment		3.2%	25
Rhinoplasty (Nose Job)		0.1%	1
None of the above / Does not apply		90.7%	714

74. 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		57.6%	453
Teeth Cleaning		52.2%	411
Cavity Filling		17.2%	135
Crown		13.7%	108
Oral Surgery		3.6%	28
Braces		4.6%	36
Composite Bonding		1.4%	11
Dental Implants		6.2%	49
Dental Veneers		1.1%	9
Dentures		3.6%	28
Full Mouth Reconstruction		0.3%	2
Inlays or Onlays		0.3%	2
Smile Makeover		0.3%	2
Teeth Whitening		5.7%	45
None of the above / Does not apply		16.6%	131

75. 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		44.9%	353
Purchase Health Related Products		12.8%	101
Use Physical Rehabilitation Services		3.6%	28
Stop Smoking		3.0%	24
Purchase Health and Wellness Supplements		17.4%	137

Value		Percent	Responses
Receive Treatment for Back Pain		7.9%	62
Have an Eye/Vision Exam		59.3%	467
Purchase Prescription Eyeglasses		30.0%	236
Purchase Prescription Contact Lenses		11.9%	94
Have an Annual Physical or Checkup		54.6%	430
Have X-Rays Taken		11.4%	90
Have a Scheduled Surgery		3.3%	26
Have Blood Drawn for Testing		44.5%	350
Plan to Visit a Hospital for any Medical Service or Procedure		10.4%	82
Have Foot Problems Diagnosed or Treated		6.6%	52
Senior Travel		5.7%	45
Receive Treatment for a Sleep Disorder		4.3%	34
Purchase Allergy Medications		11.7%	92
Use Personal Trainer or Instructor		3.7%	29
Cardiovascular Treatment		4.4%	35
Cancer Treatment		3.0%	24
Nutritional Counseling		3.2%	25
Chiropractic Care		13.2%	104
Do Corrective Exercises		6.7%	53
Purchase Diabetes Testing Supplies		9.0%	71
Get Vaccinations at Drug Store or Pharmacy		18.4%	145
Join a Weight Loss Group		3.0%	24
Purchase Weight Loss Supplements		3.3%	26
Discretionary Health Care and Wellness Services and Products		4.6%	36
Purchase Vitamins		43.2%	340








Value		Percent	Responses
Have Acupuncture		5.7%	45
Purchase Hemp Based Supplements		4.3%	34
Purchase Anti Anxiety Medication or Supplements		6.9%	54
None of the above / Does not apply		15.8%	124
Purchase Elder Care-Related Products or Services		1.8%	14
Purchase Medical Supplies or Equipment for Home		2.8%	22
Find Home for Aging Parent		1.1%	9
Participate in a Medical Study		1.8%	14
Purchase a Mobility Device		0.4%	3
Receive Treatment for Vehicle or Workplace Injury		0.5%	4
Handicap Accessible Products		2.2%	17
Purchase Orthopedic Shoes		1.4%	11
Purchase Home Medical Testing Equipment or Supplies		1.5%	12
Hire a Personal Care Assistant		0.5%	4
Hire a Caregiver or Respite Worker		0.9%	7
Purchase "Aging in Place" Products		1.0%	8
Purchase a Medical Alert Service		0.3%	2
Have Safety Bars Installed in Bathroom		1.4%	11
Stroke Treatment		0.5%	4
Orthopaedic or Knee Surgery		2.9%	23
Memory or Alzheimer's Care		0.6%	5
Spinal and Postural Screening		0.8%	6
Physiotherapy		1.0%	8
Receive Treatment for Substance Abuse		0.1%	1
Purchase Blood Pressure Monitoring Device		1.3%	10

Value		Percent	Responses
Receive Aquatic Therapy		1.0%	8
Purchase Weight Loss Food Plan		1.3%	10
Have Reflexology Treatment		0.8%	6
Hire a Weight Loss Professional		0.6%	5
Have Cataract Surgery		2.9%	23
Purchase Marijuana		2.3%	18
Receive Treatment for PTSD		1.0%	8










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.3%	2
Purchase a "In-the-Ear" Hearing Aid		1.3%	10
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.3%	2
Purchase a Digital Hearing Aid		1.7%	13
Purchase a "Behind-the-Ear" Hearing Aid		2.2%	17
Purchase Hearing Aid Cleaning Supplies		1.3%	10
Purchase Hearing Aid Batteries		4.1%	32
Purchase a "In-the-Canal" Hearing Aid		0.5%	4
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		11.6%	91
None of the above / Does not apply		86.3%	679














77. 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%	11
Pre-purchase a Funeral Plot or Cremation Service		3.7%	29
Purchase a Monument or Headstone		1.3%	10
Use a Funeral Planner		1.5%	12
Purchase Flowers for a Funeral		2.2%	17
Use a Cremation Service		1.1%	9
None of the above / Does not apply		91.0%	716

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		1.4%	11
Move into a Assisted Living Facility		1.1%	9
Move into a Nursing Home		0.3%	2
Move into a Alzheimers Care Facility		0.3%	2
Move Into a Hospice Facility		0.1%	1
Hospice to your Home or House		0.4%	3
Move into Residential Care Home		0.1%	1
Utilize a Respite Provider		0.3%	2
None of the above / Does not apply		96.8%	762













79. 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		3.9%	31
Open Savings Account		2.5%	20
Online Banking		44.2%	348
Manage Investments		17.0%	134
Manage Retirement Accounts		21.5%	169
Mortgage Line of Credit		4.7%	37
Financial Consulting		16.1%	127
Financial Services		16.4%	129
Safe Deposit Box Rental		9.0%	71
Obtain New Credit Card		3.7%	29
Payday Loan or Check Cashing Business		0.3%	2
Use Vehicle Title Loan Company		1.0%	8
None of the above / Does not apply		35.3%	278










80. 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		5.6%	44
Certificates of Deposit		11.3%	89
City or State Bonds		2.4%	19
Collectibles, Antiques or Art		3.0%	24
Common or Preferred Stock		8.8%	69
Corporate Bonds or Debentures		1.4%	11
401(k)		26.7%	210
Gold or Precious Metals		1.7%	13
IRA		18.7%	147
Money Market Funds		11.7%	92
Mutual Funds		15.0%	118
Non-US Stocks		2.4%	19
Options		0.8%	6
US Savings Bonds		2.3%	18
US Treasury Notes		0.9%	7
Coins or Stamps		2.4%	19
None of the above / Does not apply		52.7%	415

81. 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		0.3%	2
Business Equipment Loan		0.3%	2
Carpeting or Furniture Loan		0.4%	3
College Expenses Loan		2.3%	18
College Tuition Loan		5.1%	40
Debt Consolidation Loan		2.4%	19
Medical Expenses Loan		0.3%	2
New Vehicle Loan		6.0%	47
Used Vehicle Loan		6.4%	50
Vacation or Travel Loan		0.4%	3
Wedding Loan		0.3%	2
None of the above / Does not apply		82.5%	649

82. 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		37.4%	294
Body Jewelry		3.4%	27
Coats		24.8%	195
Lipstick		22.4%	176
Nail Polish		16.4%	129
Eyewear or Sunglasses		44.3%	349
Formal Wear		4.8%	38
Handbags		18.3%	144
Hats		12.2%	96

Value		Percent	Responses
Intimate Apparel		17.7%	139
Jewelry or Accessories		16.5%	130
Watches		4.1%	32
Luggage or Bags		5.6%	44
Perfume		14.7%	116
Men's Apparel		47.5%	374
Men's Shoes		38.8%	305
Men's Underwear		33.4%	263
Women's Apparel		64.4%	507
Women's Pajamas or Sleepwear		28.0%	220
Women's Shoes		54.3%	427
Women's Underwear		45.5%	358
Swimwear		19.6%	154
Socks		47.4%	373
Scarves		8.5%	67
Ties		3.4%	27
Outerwear		21.7%	171
None of the above / Does not apply		10.3%	81
Uniforms		2.8%	22
Western Clothing		1.7%	13

83. 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		9.8%	77
Children's Winter Coats		7.8%	61
Children's Swimwear		11.6%	91
Children's Pants		15.2%	120
Children's T-Shirts		16.4%	129
Children's Dresses		8.1%	64
Children's Pajamas or Sleepwear		14.7%	116
Children's Socks		13.7%	108
Children's Party Dresses		3.6%	28
Children's Shorts		13.9%	109
Infant Clothing		8.0%	63
Children's School Uniform		1.3%	10
Children's Athletic Clothing		11.1%	87
None of the above / Does not apply		74.5%	586

84. 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)		44.6%	351
Boots (Men's)		9.7%	76
Classic & Fashion Sneakers (Men's)		10.5%	83
Lace-Ups (Men's)		8.1%	64
Sandals (Men's)		8.3%	65
Slippers (Men's)		6.9%	54
Work & Safety (Men's)		7.4%	58

















Value		Percent	Responses
Lace-Up Sneakers (Women's)		17.2%	135
Pumps (Women's)		10.3%	81
Sling-Back Sandals (Women's)		12.6%	99
Classic & Fashion Sneakers (Women's)		19.6%	154
Slippers (Women's)		13.0%	102
Athletic & Outdoor Shoes (Women's)		53.9%	424
Loafers & Slip-Ons (Women's)		15.8%	124
Athletic & Outdoor Shoes (Children's)		13.0%	102
Sandals (Children's)		6.2%	49
Dress Shoes (Children's)		3.3%	26
None of the above / Does not apply		19.9%	157
Cowboy Boots (Men's)		1.3%	10
Formal & Tuxedo Footwear (Men's)		1.8%	14
Work & Safety (Women's)		1.9%	15
Cowboy Boots (Women's)		1.5%	12
Slippers (Children's)		2.8%	22
Slip-Ons (Children's)		2.8%	22
Cowboy Boots (Children's)		0.3%	2

85. 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		15.4%	121
Have Clothing Dry Cleaned		29.5%	232
Have Shoes Repaired		11.2%	88
Rent or Purchase a Costume		1.9%	15
Wash Clothing at a Laundromat		7.5%	59
Purchase Custom Made Clothing Items		0.8%	6
None of the above / Does not apply		57.6%	453


























86. 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		4.4%	35
Bowling Equipment		3.6%	28
Bicycle or Mountain Bike (Adult)		6.1%	48
Bicycle Tune-Up or Repair		15.9%	125
Camping or Hiking Equipment		11.1%	87
Exercise or Fitness Equipment		10.4%	82
Fishing Rods or Reels		7.1%	56
Fishing Bait or Attractant		14.9%	117
Fishing Accessories		16.1%	127
Golf Clubs or Equipment		8.0%	63
Hunting Gear		5.8%	46
Ammunition		13.0%	102
Running or Jogging Equipment		4.6%	36
Sports Equipment (Children)		3.2%	25

Value		Percent	Responses
Sports Memorabilia		3.0%	24
Swimming Gear		5.2%	41
Rifle		3.2%	25
Hand Gun		5.2%	41
None of the above / Does not apply		47.0%	370
High End Bicycle		1.1%	9
Bicycle Rental		1.1%	9
Racquet Equipment		0.6%	5
Scuba, Diving or Snorkeling Equipment		1.1%	9
Skiing Equipment		1.3%	10
Soccer Equipment		1.3%	10
Trampoline		0.8%	6
Trophies or Plaques		0.8%	6
Weight Lifting Equipment		1.4%	11
Used Sporting Equipment		2.5%	20
Shotgun		2.5%	20

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

Value		Percent	Responses
Bark Dust or Mulch		33.9%	267
Bedding Flowers or Perennials		46.0%	362
Fertilizer		29.6%	233
Flower Pots		26.4%	208
Garden Ornaments		12.8%	101

Value		Percent	Responses
Gravel or Rock		12.2%	96
Hand Garden Tools		13.0%	102
Landscaping		11.8%	93
Indoor Garden Supplies		4.3%	34
Decorative Rock		8.4%	66
Lawn Seed, Turf or Sod		13.3%	105
Outdoor Fireplace or Fire Pit		3.4%	27
Outdoor Furniture		6.9%	54
Outdoor Grill		6.1%	48
Patio Furniture		6.0%	47
Propane		14.9%	117
Shrubbery or Trees		10.0%	79
Stone (Cast, Crushed or Natural)		3.8%	30
Storage Shed		3.6%	28
Insect or Fungus Control Products		9.8%	77
None of the above / Does not apply		26.4%	208
Chainsaw		2.2%	17
Fountains		1.0%	8
Gate		1.5%	12
Gazebo		0.6%	5
Insects (Bees or Other Beneficial Species)		1.4%	11
Patio Heater		0.6%	5
Outdoor Infrared Heater or Fireplace		0.3%	2
Outdoor Smoker		0.9%	7
Outdoor Kitchen Equipment		0.6%	5


























Value		Percent	Responses
Outdoor Entertainment Center		0.6%	5
Patio Cover, Awning or Canopy		1.9%	15
Pole Shed		0.4%	3
Portable Outdoor Heater		0.3%	2
Power Garden Tools		2.0%	16
Lawn Mower (Push)		2.8%	22
Lawn Mower (Riding)		1.5%	12
Rototiller		0.8%	6
Screen Porch		1.1%	9
Leaf Blower		1.7%	13
Outdoor Garden Flags		2.2%	17
Snow Blower		1.9%	15
Greenhouse		1.0%	8












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

Value		Percent	Responses
Animal Feed, Grain, Hay or Minerals		4.8%	38
Animal Healthcare Products		5.0%	39
Fertilizers, Herbicides or Pesticides		5.2%	41
Plants, Plantings or Agricultural Seed		6.4%	50
Propane, Oils or Fuels		4.3%	34
Rocks, Gravel or Sand		3.0%	24
None of the above / Does not apply		80.6%	634











Value		Percent	Responses
ATV Products and Attachments		0.8%	6
Barn or Pole Building		0.5%	4
Blowers		0.1%	1
Carts or Utility Carriers		0.3%	2
Cement Mixers or Rollers		0.1%	1
Chippers or Shredders		0.5%	4
Drainage or Irrigation Equipment		0.1%	1
Farm Tool Rental		0.3%	2
Farm Equipment Rental		0.3%	2
Farm Machinery or Tractor Attachments & Implements		0.4%	3
Farm Work Clothes		1.1%	9
Ground-Working Equipment		0.1%	1
Mowers, Cutters or Clippers		1.4%	11
Pallet Forks, Forklifts or Skid Steers		0.1%	1
Planting and Seeding Equipment		1.3%	10
Rakes or Hay Handling Equipment		0.1%	1
Scoops or Shovels		0.9%	7
Sprayers or Spreaders		0.5%	4
Straw or Bedding Materials		2.2%	17
Sweepers or Industrial Vacuums		0.1%	1
Tree Cutters or Tree Maintenance Equipment		1.5%	12

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

Value		Percent	Responses
Any Pet-Related Products or Services		14.5%	114
Bird Seed		19.9%	157
Cat Food		24.8%	195
Dog Food		32.9%	259
Fish Food		6.0%	47
Specialized Pet Food		4.2%	33
Other Pet Food		6.5%	51
Pet Accessories		16.0%	126
Pet Clothing		3.4%	27
Pet Toys		24.8%	195
Fish Supplies		4.1%	32
Annual Pet Vaccinations		36.5%	287
Annual Pet Checkups		35.6%	280
Preventative Care		6.0%	47
Adopt or Rescue a Pet		8.4%	66
Purchase Pet Medication		7.9%	62
Purchase Dog Bed		3.7%	29
Board a Pet Overnight		4.8%	38
Pet Dental Care		5.7%	45
Animal Training Classes		3.4%	27
None of the above / Does not apply		38.5%	303
Pet Enclosure		0.3%	2
Aquarium or Tank		1.8%	14
Bird House		2.3%	18
Disease Diagnosis		0.9%	7
























Value		Percent	Responses
Pet Travel Cage		0.6%	5
Pet Travel Accessories		0.3%	2
Cremation or Burial Services		1.7%	13
Purchase a Pet		2.5%	20
Holistic or Alternative Pet Care		1.3%	10
Pet Tracking Device		1.0%	8
Bird Health Care		0.4%	3
Hemp Based Pet Supplements		1.1%	9
THC Based Pet Supplements		0.5%	4
Holistic or Alternative Pet Supplements		1.7%	13
Anti Anxiety or Stress Pet Medication for Holidays		2.2%	17






















90. 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		5.5%	43
Add a Fence or Wall Structure		5.3%	42
Remodel Kitchen		6.4%	50
Cabinet Refacing or Resurfacing		3.3%	26
Remodel Bathroom		7.4%	58
Build a Storage Shed		4.3%	34
General Remodeling		8.6%	68
Sealcoating		3.3%	26
Replace Carpet		9.4%	74
Asphalt Resurfacing		3.6%	28


























Value		Percent	Responses
Replace Flooring		10.3%	81
Replace Windows		8.4%	66
None of the above / Does not apply		56.2%	442
Add a Room		0.8%	6
Add a Home Office		0.9%	7
Refinish Bathtub		1.8%	14
Install a Glass Shower		1.7%	13
Remodel or Finish Basement Living Area		2.5%	20
Replace Garage Door		2.8%	22
Build a Garage		1.3%	10
Build Out-Building		0.6%	5
Have Furniture Restored		2.3%	18
Add a Swimming Pool		1.0%	8
Switch from Electric to Gas		0.4%	3
Install a Stair Lift		0.5%	4
Install "Aging In Place" Products		1.4%	11
Install a Solar Energy System		1.4%	11
Install Security or Monitoring System		0.6%	5
Resurface or Build New Driveway		2.5%	20
Stone or Marble Work (Bathroom or Kitchen)		1.5%	12
Asphalt Repair		2.9%	23
Residential Paving		1.4%	11
Build a "Tiny House"		0.5%	4










91. 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		6.5%	51
Decking		5.5%	43
Doors (Exterior)		6.2%	49
Doors (Interior)		5.5%	43
Electrical Supplies		4.1%	32
Fencing		5.0%	39
Hand Tools		6.6%	52
Hardwood Products		3.2%	25
Insulation		3.0%	24
Kitchen Cabinets		4.4%	35
Lighting and Fixtures		7.0%	55
Lumber		7.4%	58
Molding		3.2%	25
Paint (Exterior)		7.8%	61
Paint (Interior)		20.7%	163
Plywood		4.1%	32
Plumbing Supplies		4.8%	38
Screen Door		4.6%	36
Windows (Double-Hung)		4.4%	35
None of the above / Does not apply		50.3%	396
Circular Saw		0.8%	6
Furnace		1.9%	15
Generator		0.8%	6













Value		Percent	Responses
Home Security Doorbell Camera		2.0%	16
Lock Sets		2.3%	18
Mill Work		1.9%	15
Power Tools		2.7%	21
Rain Gutters		2.4%	19
Roofing (Composition)		2.2%	17
Roofing (Other)		1.4%	11
Security Door		0.9%	7
Security Locks		1.8%	14
Security Window Film		0.4%	3
Siding		2.2%	17
Solar Screen		0.4%	3
Waterproofing		1.4%	11
Water Softener System or Supplies		2.9%	23
Wet or Dry Vacuum		0.6%	5
Wood Stove or Fireplace		0.8%	6
Window Guards		0.6%	5
Windows (Casement)		2.8%	22
Windows (Picture)		1.9%	15
Windows (Slider)		1.8%	14
Windows (Bay or Bow)		1.0%	8

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

Value		Percent	Responses
Air Conditioning Repair		5.2%	41
Air Duct Cleaning		9.3%	73
Appliance Repair		3.7%	29
Carpenter or Woodworking		4.6%	36
Carpet Cleaning		13.1%	103
Chimney Cleaning		5.5%	43
Concrete Repair		3.6%	28
Electrical Repair		4.3%	34
Flooring - Laminate (Installation or Repair)		3.9%	31
Flooring - Wood (Installation or Repair)		3.6%	28
Flooring - Other (Installation or Repair)		4.2%	33
Furnace Cleaning		13.0%	102
Gardening Services		3.7%	29
Handyman Services		10.7%	84
Home Repair		3.7%	29
Home Remodel		4.4%	35
None of the above / Does not apply		48.4%	381
Alternative Energy Systems Installation		0.6%	5
Alternative Energy Systems (Service or Repair)		0.4%	3
Blinds Cleaning		2.4%	19
Drywall Installation or Repair		2.9%	23
Electrical Panel Replacement		1.3%	10
Excavation & Wrecking		0.3%	2
Fire & Water Damage Restoration		0.6%	5
Flooring - Ceramic Tile (Installation or Repair)		2.8%	22

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		2.3%	18
Foundation Repair		1.5%	12
Furnace Repair		2.8%	22
Furniture Reupholster		1.1%	9
Gutter Installation or Repair		2.5%	20
Heating Repair		1.4%	11
Home Computer Repair		0.9%	7
Home Electronics Repair		0.4%	3
Home Heating Oil or Fuel Service		0.9%	7

93. 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		8.0%	63
Junk or Yard Waste Removal		4.7%	37
Recycle		6.2%	49
Landscaping Service		9.9%	78
Painting		11.3%	89
Pest Control		3.9%	31
Plumbing Repair		4.3%	34
Pressure Washing		4.7%	37
Preventative Home Maintenance		3.3%	26
Snow Removal		6.2%	49
Trash Removal		5.6%	44
Window Installation		5.5%	43

Value		Percent	Responses
Computer Repair		6.1%	48
None of the above / Does not apply		53.7%	423
Home Security Service		2.0%	16
Insulation Installation or Maintenance		1.5%	12
Interior Design		1.1%	9
Sell Scrap Metal		2.2%	17
Movers		1.8%	14
Mold Inspection or Removal		0.8%	6
Party Equipment Rental		0.4%	3
Pool Cleaning Service		0.3%	2
Roof Repair		2.8%	22
Security System		1.0%	8
Septic Tank Cleaning or Repair		1.7%	13
Siding Replacement		1.0%	8
Solar Heating or Power System Installation or Repair		0.8%	6
Stucco or Exterior Coating		0.4%	3
Tool Rental		1.8%	14
Tornado or Storm Shelter Building or Repair		0.1%	1
Water Well Drilling		0.3%	2
Waterproofing		0.6%	5
Yard Equipment Rental		0.9%	7
Mobile or Cell Phone Repair		2.0%	16



















94. 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)		4.7%	37
Window Blinds (Venetian or Mini)		4.8%	38
Batteries (Home or Office)		30.7%	242
Candles		16.8%	132
Firewood		5.3%	42
Carpeting		9.0%	71
Flooring Tile		4.1%	32
Hardwood Flooring		3.6%	28
Rugs		8.9%	70
Clocks		4.1%	32
Curtains or Drapes		8.0%	63
Fine Art (Paintings, Pottery, Etc.)		3.4%	27
Furniture (Bedroom)		6.0%	47
Furniture (Living Room)		7.9%	62
Christmas Tree		10.8%	85
Holiday Decorations		7.9%	62
Laminate Flooring		3.6%	28
Storage Boxes or Tubs		6.1%	48
Floral Arrangements		4.7%	37
Picture Frames		7.1%	56
Linens (Bathroom)		9.4%	74
Reclining Chair		4.4%	35
Indoor Flowers		4.7%	37

Value		Percent	Responses
Linens (Dining Room or Kitchen)		3.0%	24
None of the above / Does not apply		34.6%	272
Awning		1.4%	11
Emergency Preparedness Kit or Supplies		1.4%	11
Oriental Carpeting		0.5%	4
Rugs (Persian)		0.8%	6
Closet System		2.7%	21
Cutlery, Flatware or Silverware		2.2%	17
Ductless Heat Pumps		0.3%	2
Fire Extinguisher		2.8%	22
Custom Built Furniture		0.5%	4
Reconditioned Furniture		0.8%	6
Furniture (Children's)		1.5%	12
Crib		1.0%	8
Furniture (Dining Room)		2.3%	18
Furniture (Home Office)		1.5%	12
Furnace		1.7%	13
Futon		0.6%	5
Glass Table		0.1%	1
Safe		0.9%	7
Mirror		2.5%	20
Hot Tub or Spa (Used)		0.6%	5
Sewing Machine		1.3%	10
Wallpaper		0.4%	3
Signs or Banners		0.8%	6


















Value		Percent	Responses
Hot Tub or Spa (New)		0.8%	6
Tankless Water Heater		1.9%	15

95. 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		8.1%	64
Innerspring Mattress		3.3%	26
Foam Mattress		3.2%	25
Linens (Bedroom)		11.2%	88
Memory Foam Mattress		3.2%	25
Queen Size Bed		5.1%	40
King Size Bed		4.2%	33
Window Coverings		4.4%	35
Smart Home Products		3.3%	26
Alexa for Home		3.2%	25
None of the above / Does not apply		61.5%	484
Gas Burning Freestanding Stoves		0.8%	6
Water Purification System (Drinking)		0.9%	7
Solar Water Heater		0.6%	5
Adjustable Mattress		2.4%	19
Latex Mattress		0.4%	3
Pillow Top Mattress		2.7%	21
Gel Mattress		0.8%	6

Value		Percent	Responses
Twin Size Bed		1.1%	9
Swimming Pool (Above Ground)		1.0%	8
Water Heater		2.4%	19
Smoke Alarm or Detector		2.7%	21
Swimming Pool (In-Ground)		0.1%	1
Remote Home Monitoring Video Camera		1.4%	11
Shutters		1.3%	10
Reclaimed Wood Furniture		0.9%	7
Patriotic Flags		1.8%	14
Sports Team Flags		1.7%	13
Smart Appliances		2.3%	18
Smart Lock / Front Door		1.3%	10






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


























Value		Percent	Responses
Paintings		8.9%	70
Fine Art		4.8%	38
Photographs		8.4%	66
Pottery		5.0%	39
Blown Glass		3.4%	27
Stone Carvings		1.1%	9
Sculpture		1.8%	14
Artistic Wall Decor		8.3%	65
Wood Carvings		3.2%	25
Poster Art		3.0%	24
Religious Art		1.5%	12
Stained Glass		3.7%	29
Ceramics		4.6%	36
Metal Work Art		3.3%	26
Music Memorabilia		2.7%	21
Movie Memorabilia		1.8%	14
None of the above / Does not apply		71.9%	566




97. 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		6.6%	52
Portable Dishwasher		0.8%	6
Dishwasher		5.8%	46
Freezer		2.9%	23
Range		3.7%	29
Range Hood		2.3%	18
Wall Oven		0.9%	7
Washer		4.1%	32
Dryer		4.6%	36
Blender		3.6%	28
Tea Kettle		2.7%	21
Microwave		5.7%	45
Window Air Conditioner		0.9%	7
Coffee or Espresso Machine		6.6%	52
Vacuum Cleaner		6.0%	47
None of the above / Does not apply		67.1%	528






98. 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%	36
Battery		7.5%	59
Floor Mats		8.1%	64
Tires		15.0%	118
Wiper Blades		26.2%	206

Value		Percent	Responses
None of the above / Does not apply		51.7%	407
Canopy		0.4%	3
Child Car Seat		2.3%	18
Grill Guard		0.6%	5
Lights		1.7%	13
Mirror(s)		0.6%	5
Motorcycle Accessories		2.3%	18
Motorcycle Parts		2.8%	22
Performance Parts		1.4%	11
RV Accessories or Supplies		1.8%	14
Roof Rack (For Bike, Kayak, Etc.)		1.1%	9
Roof Rack (Luggage or Equipment Container)		0.3%	2
Running Boards		0.4%	3
Seat Covers		2.5%	20
Step Bar		0.5%	4
Stereo System (Auto, Car or Truck)		0.8%	6
Tool Box		0.4%	3
Trailer Hitch		1.4%	11
Truck Bed Liner		0.3%	2
Visor		0.1%	1
Wheels or Rims		0.6%	5
Winch		0.4%	3
Window Tinting Equipment (Auto)		0.3%	2
Cargo Trailer (Vehicle Hauler)		0.3%	2
Cargo Trailer (Flat)		0.4%	3









Value		Percent	Responses
Cargo Trailer (Motorcycle)		0.3%	2
Cargo Trailer (Boat)		0.3%	2
Cargo Trailer (Box)		0.6%	5


























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




Value		Percent	Responses
Dealership		42.6%	335
National chain service center (e.g. Jiffy Lube)		10.4%	82
Private service center		30.2%	238
Friend/Family		9.3%	73
Other		7.5%	59

Total: 787

100. 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		6.2%	49
60,000 Mile Service		8.4%	66
100,000 Mile Service		7.2%	57
Auto Detailing		6.4%	50
Auto Repair (General)		8.0%	63
Auto Warranty Work (Work Covered by Warranty)		3.3%	26
Alignment		3.8%	30
Body Work		4.2%	33



















Value		Percent	Responses
Brake Replacement, Adjustment		5.1%	40
Car Wash		42.9%	338
Gas or Service Station Services		13.1%	103
Oil Change or Lube		39.5%	311
Preventative Maintenance		13.2%	104
Tire Mounting or Installation		5.3%	42
Tune-Up		8.6%	68
None of the above / Does not apply		25.8%	203
Car Rental		1.7%	13
DEQ Inspection		0.1%	1
Electrical Repair		0.6%	5
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	4
Motor Repair or Replacement		0.4%	3
Motorcycle Repair		2.0%	16
Muffler		1.9%	15
Painting		0.5%	4
RV Maintenance or Service		0.5%	4
Safety Inspection		0.9%	7
Shocks		1.3%	10
Smog Check		0.1%	1
Stereo Installation		0.3%	2
Transmission or Clutch Repair		1.4%	11
Upholstery Repair		0.4%	3
Vehicle Air Conditioning Repair		1.1%	9
Vehicle Storage		0.6%	5

Value		Percent	Responses
Vehicle Towing		0.1%	1
Windshield or Glass Repair		2.0%	16
Windshield or Window Tinting		0.3%	2























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

Value		Percent	Responses
AutoTrader.com		11.2%	88
CarFax		15.6%	123
CarGurus.com		8.1%	64
CarMax.com		11.8%	93
Cars.com		9.9%	78
Craigslist Auto		10.0%	79
KBB.com		7.6%	60
Facebook Dealer Page		3.3%	26
Edmunds.com		9.1%	72
Local Dealer Site		43.5%	342
UsedCars.com		3.3%	26
Other Local Website		7.9%	62
None of the above / Does not apply		36.1%	284
Yahoo! Autos		0.4%	3
Automotive.com		1.3%	10
Autoblog.com		0.8%	6
CarsDirect.com		1.5%	12
eBay Motors		2.5%	20
MotorTrend.com		2.3%	18
Local TV Site		1.8%	14
Local Radio Site		1.3%	10
The Car Connection		0.4%	3
























102. 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		47.4%	373
Beauty Products		38.4%	302
Cosmetics		42.7%	336
Babysitting		2.7%	21
Facial		13.1%	103
Hair Care Products		56.4%	444
Hair Coloring		33.5%	264
Hair Cut		71.5%	563
Hair Removal		5.1%	40
Hair Extensions, Wigs or Weaves		1.0%	8
Manicure		20.7%	163
Massage Therapy		22.2%	175
Pedicure		26.3%	207
Tanning Products		2.2%	17
Tanning Bed or Spray Tan		3.9%	31
Tattoo or Piercing		7.1%	56
Spa Bed (Red Light Therapy or Hydration station)		1.3%	10
None of the above / Does not apply		11.7%	92

103. 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)		42.6%	335
Books (Used)		32.9%	259
Books (Children's)		19.8%	156
Board Games		21.3%	168
Lottery Ticket		37.0%	291
Collectibles		7.5%	59
Vinyl Records		5.6%	44
Comics		3.4%	27
Fire Works		4.3%	34
Computer Games		7.6%	60
DVD Movies (Buy)		20.3%	160
DVD Movies (Rent)		18.0%	142
DVD Movies (Children's)		4.7%	37
Magazines		29.2%	230
TV or Movie Themed Toys		5.5%	43
Toys		16.9%	133
Video Game Console		3.4%	27
Video Console Games		9.0%	71
None of the above / Does not apply		16.5%	130
Graphic Novels		2.9%	23
Handheld Game Console		1.1%	9
Handheld Console Games		2.3%	18

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

Value		Percent	Responses
Rent a Hall or Event Space for Wedding or Special Event		3.4%	27
Purchase Wedding or Special Occasion Gifts		5.6%	44
Host or Attend a Retirement Party		7.2%	57
Host or Attend a Graduation Party		9.5%	75
Purchase Gourmet Cupcakes		3.8%	30
Purchase Cake, Tart or Pastries for Special Occasion		9.5%	75
None of the above / Does not apply		72.2%	568
Purchase a Wedding Dress		1.5%	12
Purchase a Tuxedo		0.4%	3
Rent a Tuxedo		1.0%	8
Purchase a Bridesmaid Dress		1.1%	9
Hire a Musician or Band for Wedding or Special Event		2.0%	16
Purchase a Wedding Cake		1.9%	15
Use a Wedding Planner		0.4%	3
Use a Party Planner		0.1%	1
Hire a Caterer for Wedding or Special Event		2.9%	23
Use a Florist for a Wedding or Special Event		1.8%	14
Rent a Chauffeured Vehicle		1.7%	13
Go on a Honeymoon		2.4%	19
Hire a Photographer for Wedding or Special Event		2.3%	18
Hire a Videographer for Wedding or Special Event		1.0%	8
Host or Attend a Bar Mitzvah or Bat Mitzvah		0.4%	3
Host or Attend a Quinceanera Party		0.3%	2

105. 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		4.7%	37
Ceramics and Pottery		4.7%	37
Collectables		7.5%	59
Comic Books and Related Collectables		2.5%	20
Do-It-Yourself (DIY)		22.7%	179
Games or Puzzles		20.6%	162
Beer Brewing Supplies		3.8%	30
Wine Making Supplies		1.8%	14
Jewelry Making Supplies or Beads		4.6%	36
Knitting		8.9%	70
Making Arts and Crafts		14.6%	115
Paper Crafts		5.2%	41
Quilting		4.6%	36
Scrapbooking		6.1%	48
Toy Collecting		2.0%	16
Trains, Plane & Car Model Kits		2.5%	20
None of the above / Does not apply		47.0%	370

106. 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		56.3%	443
Train Trip		9.8%	77

Value		Percent	Responses
Book Hotel Room		56.7%	446
Business Travel		7.8%	61
Buy Travel Tickets		21.3%	168
Buy Luggage		6.2%	49
Golf Vacation		3.2%	25
Hotel or Resort Stay		35.7%	281
International Travel		15.0%	118
Take a Cruise		8.9%	70
Travel Packages		8.9%	70
Use a Travel Agent or Agency		10.3%	81
Vacation Inside Home State		25.2%	198
Vacation Outside Home State		38.1%	300
Rent a Car		23.6%	186
Book Local Lodging for Guests		4.1%	32
Stay at an RV Park		3.9%	31
Stay at a Casino		5.7%	45
Gamble at a Casino		15.6%	123
Play Bingo		5.3%	42
Does not apply		20.7%	163
Charter a Boat		2.0%	16
Chartered Fishing Trip		2.9%	23
Ski Resort Stay		1.8%	14
Rent RV		1.3%	10

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














Value		Percent	Responses
Attend College or University (Full Time)		7.5%	59
Attend College or University (Part Time)		3.6%	28
Attend Classes at Community College		5.1%	40
Online Continuing Education Courses		6.5%	51
Professional Certification or Accreditation Courses		3.4%	27
Language Lessons (Adult)		3.9%	31
Arts or Crafts Lessons (Adult)		8.6%	68
Music Lessons (Adult)		3.4%	27
Cooking Lessons (Adult)		4.3%	34
Attend a Free Lecture or Seminar		17.4%	137
Attend Paid Lecture, Seminar or Special Class		6.2%	49
Dance Lessons		4.4%	35
Yoga, Pilates, or Zumba		13.6%	107
Personal Physical Training		3.3%	26
Attend a Local Workshop		10.4%	82
None of the above / Does not apply		53.0%	417
Attend Graduate School		1.9%	15
Business School		0.3%	2
Learning Center		0.3%	2
Culinary School		0.8%	6
Trade School		0.6%	5
Sports Lessons (Adult)		2.5%	20
Real Estate Classes		0.8%	6
Child Education or Tutoring		0.5%	4

Value		Percent	Responses
Music lessons (Child)		2.5%	20
Sports lessons (Child)		2.8%	22
Language Lessons (Child)		0.3%	2
Arts or Crafts Lessons (Child)		1.4%	11
Change School		0.5%	4
Attend a Religion Based School		1.0%	8

108. 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		11.8%	93
Oil paints		3.8%	30
Acrylic Paints		10.9%	86
Markers		11.7%	92
Specialty Paper		8.4%	66
Fabric Craft Supplies		10.9%	86
Beads		4.8%	38
Art Pencils and Pens		14.9%	117
Scrapbooking Supplies		7.4%	58
None of the above / Does not apply		64.4%	507

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


























Value		Percent	Responses
Bass Guitar		1.1%	9
Clarinet		0.3%	2
Drums		1.0%	8
Flute		0.3%	2
Acoustic Guitar		2.8%	22
Electric Guitar		1.5%	12
Electric Keyboard		1.0%	8
Piano		1.8%	14
Piano (High End)		0.4%	3
Trombone		0.4%	3
Trumpet		0.6%	5
Violin		0.9%	7
None of the above / Does not apply		91.9%	723

110. 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		14.7%	116
French		7.2%	57
Asian		33.3%	262
German		15.4%	121
American (New)		39.1%	308
Italian		59.6%	469
Cajun or Creole		9.1%	72
Indian		13.3%	105
Chinese		48.5%	382
American (Traditional)		72.0%	567
Thai		21.2%	167
Middle Eastern		9.7%	76
Japanese		15.8%	124
Mexican		66.1%	520
Vietnamese		7.9%	62
Southern		13.5%	106
Tex-Mex		18.0%	142
Spanish		8.9%	70
Mediterranean		18.4%	145
None of the above / Does not apply		7.9%	62

111. 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		14.7%	116

Value		Percent	Responses
Fish & Chips		28.2%	222
Golf Course Restaurant, Bar or Snack Bar		4.6%	36
Barbeque		26.0%	205
Deli		22.1%	174
Breakfast or Brunch		60.2%	474
Appetizers		47.9%	377
Dessert		26.0%	205
Chicken Wings		23.3%	183
Hamburgers		60.7%	478
Chicken		44.0%	346
Frozen Yogurt		9.9%	78
Live or Raw food		4.4%	35
Tapas or Small Plates		10.0%	79
Theme Restaurants		5.7%	45
Soup		39.0%	307
Salad		46.1%	363
Pizza (Dine In)		35.1%	276
Pizza (Delivery)		32.8%	258
Steak		34.3%	270
Juice or Smoothies		10.7%	84
Sandwiches		48.8%	384
Pizza (Carry Out)		43.7%	344
Pizza (Take & Bake)		16.0%	126
Seafood		34.9%	275
Steakhouse		22.7%	179

Value		Percent	Responses
Sushi		15.9%	125
Vegetarian		10.0%	79
Pho		6.0%	47
None of the above / Does not apply		6.5%	51
Vegan		2.9%	23

112. 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		23.9%	188
Locally Grown Produce		34.3%	270
Healthful Children's Dining		5.2%	41
Environmental Sustainability		21.9%	172
New Cuts of Meat (i.e. Denver Steak, Pork Flat Iron)		3.6%	28
Hyper-Local Sourcing		5.7%	45
Gluten Free Cuisine		5.5%	43
Sustainable Seafood		11.3%	89
Raw or Live Food Options		2.5%	20
Specialty Appetizers		9.1%	72
Specialty Salads		13.9%	109
Specialty Soups		12.7%	100
Specialty Desserts		9.7%	76
None of the above / Does not apply		49.6%	390













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

Value		Percent	Responses
Patio or Outdoor Dining		28.8%	227
Non-Smoking Environment		45.0%	354
Child Friendly		14.0%	110
Serve Alcohol		29.6%	233
Pool Tables		0.9%	7
Locally Brewed Beer		17.4%	137
Live Music		9.4%	74
Bar		29.6%	233
Large Craft Beer Selection		15.8%	124
Large Wine Selection		8.4%	66
Hand Crafted Cocktails		8.9%	70
Farm to Table Dining		19.4%	153
Senior Discounts		25.4%	200
None of the above / Does not apply		17.5%	138










114. 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		33.8%	266
Foreign Beer		10.7%	84
Red Wine		29.1%	229
White Wine		27.2%	214
Dessert Wine		3.0%	24
Mixed Drinks		34.6%	272
Hand Crafted Cocktails		16.0%	126
Beer Cocktails		12.3%	97
"Top Shelf" Spirits		17.0%	134
Champagne		2.5%	20
Champagne Cocktails		2.5%	20
Energy Drink based Mixed Drinks		1.3%	10
Premium Tequila		4.1%	32
Alcoholic Cider		7.1%	56
Locally Distilled Spirits		6.7%	53
None of the above / Does not apply		28.6%	225

115. 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		0.9%	7
Purchase Commercial or Business Property		0.4%	3
Purchase Condominium or Townhouse		1.8%	14
Purchase Manufactured or Modular Home		0.5%	4
Purchase Investment Property		1.1%	9
Purchase Personal Residence		3.6%	28
Purchase Custom Built Home		1.1%	9
Purchase Residential Real Estate at an Auction		0.8%	6
Purchase Land or Agricultural Property		1.1%	9
Purchase Vacation Property		0.9%	7
Purchase Other		0.5%	4
None of the above / Does not apply		90.7%	714

116. 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		4.4%	35
Sell Vacation Property		0.8%	6
Sell Condominium or Townhouse		0.9%	7
Sell Investment Property		1.0%	8
Sell Land or Agricultural Property		1.1%	9
Sell Commercial or Business Property		0.3%	2
Sell Manufactured or Modular Home		0.5%	4
Sell Other		1.0%	8
None of the above / Does not apply		90.5%	712







117. 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		10.7%	3
New home, but outside of development		32.1%	9
New home that I will have contractor build		32.1%	9
Existing home less than 10 years old		50.0%	14
Existing home more than 10 years old		71.4%	20











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

Value		Percent	Responses
Rent New Apartment		4.3%	34
Rent House (Residence)		4.8%	38
Rent Manufactured or Modular Home		0.3%	2
Rent or Lease Commercial Property		0.5%	4
Rent Agricultural Land		0.5%	4
Rent Subsidized Housing		0.8%	6
Rent Condo/Townhouse		2.9%	23
Rent Section 8 Housing		0.6%	5
None of the above / Does not apply		88.1%	693

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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		4.3%	34
Use a Realtor to Buy Real Estate		4.1%	32
Use a Realtor to Buy and Sell Real Estate		3.6%	28
Plan to Sell Property Myself		2.0%	16
Use a Real Estate Broker		1.3%	10
None of the above / Does not apply		87.5%	689

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

Value		Percent	Responses
New Home Loan		4.3%	34
Home Remodel or Renovation Loan		2.3%	18
Business Construction Loan		0.3%	2
Home Construction Loan		1.4%	11
Equity Loan		2.2%	17
Land Loan		0.9%	7
Reverse Mortgage		0.4%	3
Real Estate Loan for existing home		1.4%	11
Refinance Home		1.8%	14
None of the above / Does not apply		89.2%	702

121. 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		4.7%	37
Facebook		4.2%	33
Google		5.8%	46
Auction.com		1.3%	10
Homes & Land		0.8%	6
Homes.com		4.6%	36
HomeFinder		5.1%	40
MLS.com		14.1%	111
National Real Estate Co. Site		1.5%	12
Local MLS Site		23.3%	183
RealEstate.com		5.8%	46
Realtor.com		25.2%	198
Realty.com		3.8%	30
Redfin		6.0%	47
Trulia		14.7%	116
Zillow		37.6%	296
ZipRealty.com		0.4%	3
None of the above / Does not apply		45.5%	358

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

Value		Percent	Responses
Apartments.com		13.7%	108
Apartmentguide.com		4.7%	37
Craigslist		8.5%	67
Forrent.com		1.5%	12
HomeFinder.com		4.8%	38
Hotpads.com		1.0%	8
Rent.com		9.3%	73
Sublet.com		0.4%	3
Trulia		9.7%	76
Zillow		26.7%	210
None of the above / Does not apply		60.2%	474

123. 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		71.4%	562
No, don't know who to call		28.6%	225

























Total: 787

124. 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		72.0%	567
No, don't know who to call		28.0%	220

Total: 787







125. 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		15.0%	118
Craft Beer		34.1%	268
Champagne		9.7%	76
Premium Hard Alcohol or Spirits		16.3%	128
White Wine		34.2%	269
Red Wine		34.6%	272
Cigars		3.8%	30
Major Brand Cigarettes		6.0%	47
E-Liquids / Vape Juice		3.2%	25
Discount Cigarettes		3.3%	26
Discount Hard Alcohol or Spirits		9.4%	74
Domestic Beer		34.9%	275
Alcoholic Cider		9.8%	77
None of the above / Does not apply		24.3%	191
Recreational Marijuana		2.8%	22
Marijuana Accessories		1.7%	13
Vaping Kit		0.5%	4
Vaping Accessories		2.4%	19
Roll Your Own Cigarette Supplies		1.3%	10
Smokeless Tobacco		0.9%	7
Pipe Tobacco		1.1%	9
Electronic Cigarette Supplies		2.2%	17
Hookah Accessories		0.3%	2
Hookah		0.3%	2

126. 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		28.0%	7
Cannabis Edibles		68.0%	17
Cannabis Vaporizers		12.0%	3
Cannabis Concentrates		20.0%	5
Cannabis Pre-Rolls		16.0%	4
Organic Cannabis Products		8.0%	2
Cannabis Oil		52.0%	13
Cannabis Beauty & Skin Care Products		20.0%	5
Cannabis Beverages		12.0%	3
Cannabis Chocolates		24.0%	6
Medical Cannabis		28.0%	7
CBD Cannabis		32.0%	8
None of the above / Does not apply		8.0%	2

127. 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		21.9%	172
Specialty Teas		15.2%	120
Specialty Coffee		30.0%	236
Gourmet Deli Counter Items		20.5%	161
Cookies		40.5%	319
Snack Cakes		12.1%	95

Value		Percent	Responses
Potato Chips		48.3%	380
Soft Drinks		45.1%	355
Energy Drinks		7.9%	62
Energy Bars		12.2%	96
Noodle Bowls		8.5%	67
Cupcakes		12.2%	96
Birthday Cake		16.1%	127
Beef Jerky or Meat Sticks		19.6%	154
Bottled Water		46.9%	369
Candy		34.8%	274
Fruit		73.3%	577
Nuts		45.6%	359
Chocolates		47.8%	376
Ice cream		50.3%	396
Cheese		77.1%	607
Artisan Bread		26.2%	206
Artisan Meats		6.4%	50
Sports Drinks		11.2%	88
Basic Condiments		35.2%	277
Artisan Condiments		5.6%	44
Canned Sauces		25.2%	198
Cereal		59.5%	468
Milk		75.9%	597
Chicken		78.4%	617
Pork		49.6%	390

Value		Percent	Responses
Beef		63.8%	502
Fish		51.5%	405
Pasta		61.2%	482
Snack Mixes		13.3%	105
Vegetables		68.6%	540
Olive Oil		52.0%	409
Balsamic Vinegar		19.6%	154
Frozen Entrees		34.4%	271
Eggs		83.2%	655
Locally Raised Beef, Pork, Poultry		18.3%	144
Locally Grown Fruit and Vegetables		44.1%	347
Locally Produced Honey		17.5%	138
Organic Food		22.9%	180
Pickled Vegetables		12.2%	96
Artisan Cheese		26.0%	205
Alternative "Meat" Products		7.6%	60
Nut Butter		16.3%	128
Sausage		43.5%	342
Donuts		25.5%	201
Pastries		21.6%	170
Game Meats		2.5%	20
Caviar		0.4%	3
None of the above / Does not apply		2.0%	16

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

Value		Percent	Responses
Convenience		65.6%	516
Better Prices		76.9%	605
Variety		37.4%	294
Quality of Selection		59.8%	471
Quality of Produce		67.9%	534
Healthy Options		32.4%	255
Speed of Check Out		29.1%	229
Size of Store		15.5%	122
Number of Checkouts		22.6%	178
Cleanliness of Store		60.7%	478
Parking		36.0%	283
Help with Bagging/Packing		18.3%	144
Loyalty Tokens/Stamps		5.6%	44
Home Delivery		3.8%	30
None of the above / Does not apply		2.0%	16

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

Value		Percent	Responses
See, touch, feel and try out items		71.8%	565
Take items home immediately		61.9%	487
Return items more easily		27.2%	214
Enjoy the in-store experience		37.1%	292
Can ask questions to store associates		35.1%	276
To support local businesses		61.2%	482
More secure than online purchase		14.7%	116
Better prices		28.6%	225
Quality of service		27.3%	215
Better Selection		28.3%	223
Local flavor or uniqueness		22.4%	176
None of the above / Does not apply		4.4%	35













130. 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		39.9%	314
Donate to a Charity		58.3%	459
Donate to a Church		36.6%	288
Donate to Political Party or Government Representative		15.9%	125
Volunteer at Church		16.6%	131
Volunteer for Nonprofit Group		26.2%	206
Retire		3.9%	31
Vote in Upcoming Local Elections		50.8%	400
Vote in Upcoming State or National Elections		51.1%	402
Purchase Season Tickets for Performing Arts		8.3%	65
Attend a Holiday Themed Performance		22.5%	177
Community Activity		32.4%	255
Support an Organization		16.1%	127
Join an Organization		3.6%	28
Make a Donation		37.4%	294
Register to Vote		3.8%	30
None of the above / Does not apply		13.3%	105
Join a New Church		2.3%	18
Donate Vehicle		1.0%	8
Have a Baby		2.2%	17
Get Married		1.9%	15
Look into Private Schooling for Children		0.5%	4










131. 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		37.6%	296
Community Event		53.5%	421
Festival		63.7%	501
Live Performance		50.1%	394
Fundraising Event		27.8%	219
Seminar		12.6%	99
School Event		24.7%	194
Corporate Event		8.1%	64
Trade Show		8.8%	69
Conference		15.4%	121
Networking Event		7.2%	57
Radio Station Sponsored Event		8.0%	63
Television Station Sponsored Event		3.2%	25
Newspaper Sponsored Event		9.1%	72
None of the above / Does not apply		12.7%	100

132. 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		7.0%	55
Use a Zip Line		5.0%	39
Go Camping		23.3%	183
Go Mountain Biking		3.3%	26
Go Touring on a Bicycle		9.5%	75
Go to a Community or City Swimming Pool		14.6%	115
Take a Guided Backpacking or Hiking Trip		2.9%	23
Attend a Horse Race		2.3%	18
Attend a Car, Truck or Motorsport Race		8.8%	69
Participate in City or Municipal Sponsored Programs		10.8%	85
Join or Change Health or Fitness Club		10.4%	82
None of the above / Does not apply		47.5%	374

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

Value		Percent	Responses
Local Business Website		26.0%	205
Local Business Blog		3.4%	27
Local Business Email		10.7%	84
Snapchat		17.5%	138
Instagram		24.0%	189
Cinema Ads		16.1%	127
Facebook Business Page		16.3%	128
Reviews on Yelp! or Google+		17.2%	135
YouTube Promo Video		11.2%	88

Value		Percent	Responses
Local Business Text Message		3.4%	27
Pandora		20.5%	161
Online Yellow Pages		6.1%	48
Google Search		62.5%	492
eBay		33.8%	266
Spotify		13.1%	103
Pinterest		33.7%	265
Google+ Local		7.0%	55
Clicked on Google Sponsored Ad		11.8%	93
LinkedIn		25.7%	202
Angie's List		4.6%	36
Craigslist		26.3%	207
Bing		11.9%	94
Twitter		21.0%	165
Amazon		83.1%	654
None of the above / Does not apply		4.3%	34
CitySearch		2.7%	21
Digital Billboard		0.4%	3

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

Value		Percent	Responses
Yes		77.6%	611
No		22.4%	176

Total: 787

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


























Value		Percent	Responses
Yes		48.7%	383
No		51.3%	404
			Total: 787




















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

Value		Percent	Responses
Yes		32.3%	254
No		67.7%	533
			Total: 787



137. 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		49.8%	392
Arts and Entertainment		38.9%	306
Automotive - (General)		21.0%	165
Automotive - (New Vehicle Dealership)		15.4%	121
Automotive - (Used Vehicle Dealership)		13.9%	109
Automotive - (Auto Parts store)		12.5%	98
Automotive - (Auto Repair business)		7.0%	55
Automotive - (Auto Body shop)		4.4%	35
Tire Business		17.8%	140
Beauty and Spa Related Businesses		18.4%	145

Value		Percent	Responses
Child Related Businesses		4.8%	38
Community and State Services		19.6%	154
Education		13.0%	102
Employment Related Businesses		9.7%	76
Event Planning and Services		6.9%	54
Family Activity Related Businesses		11.2%	88
Farm Equipment and Agriculture Businesses		3.4%	27
Financial Services		9.4%	74
Fitness Businesses or Providers		7.2%	57
General Retail		39.4%	310
Grocery / Market		32.1%	253
Home and Garden Related Businesses		19.2%	151
Building Supply/Lumber Business		11.2%	88
Home Service Businesses		9.3%	73
Home Service Contractors		9.1%	72
Hotel and Travel Related Businesses		26.6%	209
Local Services		27.3%	215
Medical Related Businesses - (General)		13.2%	104
Medical Related Businesses - (Chiropractor)		3.4%	27
Medical Related Businesses - (Dentist)		8.9%	70
Medical Related Businesses - (Hospital)		5.6%	44
Nightlife Related Businesses		10.3%	81
Pet / Animal		26.4%	208
Professional Services		14.4%	113
Real Estate Service Businesses		6.0%	47










Value		Percent	Responses
Recreation Related Businesses		6.6%	52
Restaurant / Bar / Lounge		42.4%	334
Senior Related Businesses		8.5%	67
Specialty Food and Drink		17.3%	136
General Retail - Children's Clothing Store		6.4%	50
General Retail - Clothing Accessory Store		13.0%	102
General Retail - Computer Store		9.3%	73
General Retail - Furniture Store		13.3%	105
General Retail - Hardware Store		13.7%	108
General Retail - Home Entertainment Store		5.5%	43
General Retail - Jewelry Store		5.1%	40
General Retail - Major Appliance Store		11.7%	92
General Retail - Men's Clothing Store		11.8%	93
General Retail - Mobile Phone Store		7.4%	58
General Retail - Shoe Store		16.1%	127
General Retail - Women's Clothing Store		26.3%	207
None of the above / Does not apply		13.5%	106
Motorsport Businesses		2.8%	22
General Retail - Farming and Agriculture Business		2.7%	21

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











Value		Percent	Responses
Yes		17.5%	138
No		82.5%	649

Total: 787

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


Value		Percent	Responses
Get a New Full Time Job		13.1%	103
Get a New Part Time Job		9.9%	78
Get a Temporary or Seasonal Job		3.9%	31
Use an Employment or Temporary Employment Agency		2.5%	20
Use a Career Counselor		1.3%	10
Get a Second (or Third) Job		3.3%	26
Get First Job after High School		0.5%	4
Get First Job after College		1.7%	13
None of the above / Does not apply		75.5%	594

140. 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		4.2%	33
Admin & Clerical		6.9%	54
Accounting		3.0%	24
Health Care		6.1%	48
Customer Service		5.8%	46
Management		3.3%	26
Education		4.7%	37
NonProfit		4.4%	35
Government		4.2%	33
None of the above / Does not apply		70.8%	557

Value		Percent	Responses
Agriculture		0.9%	7
Automotive		1.0%	8
Warehouse		2.7%	21
Construction		0.8%	6
Hotel - Hospitality		0.9%	7
Manufacturing		1.9%	15
Entry Level (New Graduate)		1.8%	14
Grocery		1.8%	14
Banking & Finance		2.0%	16
Child Care		0.3%	2
Real Estate		0.3%	2
Insurance		0.6%	5
Legal		1.0%	8
Media		1.4%	11
Installation - Maintenance - Repair		0.5%	4
Restaurant - Food Services		2.0%	16
Executive Level		1.1%	9
Engineering		1.3%	10
Sales & Marketing		2.4%	19
Information Technology		2.4%	19
Skilled Labor - Trades		1.7%	13
Transportation		2.0%	16




141. 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		19.7%	155
Local Agency Site		11.8%	93
Craigslist		6.5%	51
Facebook		5.0%	39
Indeed.com		24.5%	193
LinkedIn		20.7%	163
Monster.com		13.3%	105
CareerBuilder		9.0%	71
GlassDoor		7.5%	59
SimplyHired.com		2.8%	22
AOL Jobs		0.8%	6
SnagAJob.com		1.4%	11
Dice.com		0.6%	5
USAjobs.gov		5.1%	40
USAjobs.org		2.4%	19
ZipRecruiter		7.2%	57
JobDiagnosis		0.5%	4
TheLadders		1.5%	12
None of the above / Does not apply		54.5%	429







142. 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		17.4%	137
Yellow Pages directory		1.5%	12
Direct mail flyer		14.5%	114
Deal program/offer		7.8%	61
Facebook business page offer		7.8%	61
Billboard advertising		2.0%	16
None of the above / Does not apply		67.0%	527

143. 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)		24.1%	190
Purchased an online deal to a local business in the past 3 months		15.4%	121
None of the above / Does not apply		69.5%	547

144. 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		8.0%	63
Read ads and keep them - using one or two		37.5%	295
Read ads and keep them - without using any		5.2%	41
Read ads but throw away without using any		19.9%	157
Throw ads away unread		24.3%	191
Do not receive direct mail or advertisements at home or PO Box		5.1%	40

Total: 787

145. 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 %	34 4.3%	120 15.2%	402 51.1%	10 1.3%	43 5.5%	119 15.1%	59 7.5%	787
County election Count Row %	31 3.9%	122 15.5%	395 50.2%	6 0.8%	48 6.1%	115 14.6%	70 8.9%	787
State election Count Row %	31 3.9%	166 21.1%	335 42.6%	5 0.6%	50 6.4%	137 17.4%	63 8.0%	787
Total Total Responses								787














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

Value	Percent	Responses
Yes	91.5%	720
No	8.5%	67
		Total: 787








147. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	93.5%	736
No	6.5%	51
		Total: 787

















148. 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		4.7%	37
Used Vehicle Dealership		4.8%	38
New and Used Vehicle Dealership		6.2%	49
Automotive Service		9.9%	78
Tire Store		7.2%	57
Auto Parts Store		11.2%	88
Recreation Vehicle (RV) Dealership		1.5%	12
RV or Camper Service		1.9%	15
Boat Dealer		1.5%	12
Boat Service		1.8%	14
Motorcycle Dealer		1.3%	10
Motorcycle Repair Shop		1.1%	9
None of the above / Does not apply		69.0%	543

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

Value		Percent	Responses
Accountant or CPA		2.3%	18
Legal Firm or Attorney		3.0%	24
Insurance Agency		3.9%	31
Tax Advisor		2.3%	18
Telecommunications Provider		2.8%	22
Internet Service Provider		3.3%	26
None of the above / Does not apply		86.9%	684

150. 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		0.8%	6
Hearing Aid Center		1.5%	12
Cardiologist		1.7%	13
Chiropractor		4.3%	34
Dentist		9.4%	74
Dermatologist		4.1%	32
Hospital		3.9%	31
Mental Health Provider		1.5%	12
Optometrist		3.6%	28
Pediatrician		1.0%	8
General Practitioner		6.9%	54
Rehabilitation Clinic		0.4%	3
Urgent Care Clinic		3.2%	25
Surgical Specialist		2.0%	16
Weight Loss Service		1.7%	13
None of the above / Does not apply		73.7%	580







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

Value		Percent	Responses
Carpet Cleaning Service		3.3%	26
Electrician		2.3%	18
Handyman		5.0%	39
Heating & Air Conditioning Service		4.4%	35
Remodeling Contractor		0.9%	7
General Contractor		1.9%	15
Landscaper		1.0%	8
New Home Builder		0.3%	2
Painting Contractor		1.3%	10
Plumber or Plumbing Contractor		3.4%	27
Roofing Contractor		0.9%	7
None of the above / Does not apply		84.1%	662









152. 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		1.9%	15
Home Inspector		0.8%	6
Mortgage Broker		0.8%	6
Property Manager		0.1%	1
Realtor		3.3%	26
None of the above / Does not apply		94.3%	742

153. 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		0.5%	4
Automotive Loan Provider		0.6%	5
Financial Advisor		2.8%	22
Bank		10.5%	83
Credit Union		8.6%	68
None of the above / Does not apply		82.6%	650









154. 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		5.1%	40
Ethnic Restaurant		17.4%	137
Family Style Restaurant		19.8%	156
Fast Food Restaurant		15.5%	122
Fine Dining Restaurant		22.4%	176
Pizza Restaurant		22.1%	174
Restaurant with Bar or Lounge		19.7%	155
None of the above / Does not apply		43.6%	343




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

Value		Percent	Responses
Building Supply-Lumber Yard		7.2%	57
Clothing Accessory Store		7.8%	61
Major Appliance Store		3.4%	27
Computer Store		6.2%	49
Farming and Agriculture Business		1.0%	8
Furniture Store		8.0%	63
Grocery Store		21.1%	166
Hardware Store		11.3%	89
Home Entertainment Store		2.4%	19
Jewelry Store		2.2%	17
Mobile Phone Store		4.1%	32
Shoe Store		10.9%	86
Specialty Food Business		3.7%	29
Women's Clothing Store		18.6%	146
Men's Clothing Store		6.6%	52
Children's Clothing Store		6.1%	48
None of the above / Does not apply		51.1%	402

156. 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%	47
Any Child Related Business		2.5%	20
Any Event Planning Business		1.8%	14
Any Education Business		3.0%	24
Any Fitness Business		6.7%	53
Any Pet Related Business		12.1%	95
Any Senior Related Business		4.3%	34
None of the above / Does not apply		76.2%	600

157. 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		15.2%	120
No		62.8%	494
Does not apply		22.0%	173

Total: 787

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

Value		Percent	Responses
Apparel and Accessories		3.3%	4
Arts and Entertainment		5.8%	7
Automotive		3.3%	4
Education		15.0%	18
Financial Services		4.2%	5
General Retail		4.2%	5
Health and Medical		7.5%	9
Other		36.7%	44
Beauty and Spa		2.5%	3
Child Related Businesses		0.8%	1
Event Planning and Services		2.5%	3
Fitness Businesses or Providers		1.7%	2
Grocery and Specialty Food/Drink		0.8%	1
Home and Garden		1.7%	2
Home Service Businesses		2.5%	3
Local Services		2.5%	3
Pizza Restaurant Types		1.7%	2
Real Estate		2.5%	3
Restaurant / Bar / Lounge		0.8%	1
			Total: 120








159. 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.		35.8%	43
Computer Hardware		18.3%	22
Office Copier		6.7%	8
Business Logo Apparel		16.7%	20
Networking Hardware or Software		7.5%	9
Office Furniture, Fixtures or Interiors		10.0%	12
Office Cleaning Supplies		20.0%	24
Office Supplies		52.5%	63
Office Printer		10.0%	12
Promotional Items		25.8%	31
Security System		4.2%	5
Telephone Systems		6.7%	8
Uniforms or Work Clothing		7.5%	9
None of the above / Does not apply		29.2%	35











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

Value		Percent	Responses
Business Accounting or CPA		5.0%	6
Business Advertising		5.8%	7
Business Printing Services		4.2%	5
None of the above / Does not apply		84.2%	101
Business Bottled Water Delivery		0.8%	1
Business Advisory Services		1.7%	2
Business Cellular Phone Service		1.7%	2
Business Computer Consulting		0.8%	1
Business Internet Services		2.5%	3
Business Internet Service Provider		2.5%	3
Business Legal Services or Attorney		0.8%	1
Business Recruitment		0.8%	1
Business Sign Company Services		2.5%	3
Business General Broadcast Media Service		1.7%	2
Business Television Media Service		0.8%	1
Business Radio Media Service		2.5%	3








161. 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		4.2%	5
Buy New Office		0.8%	1
Add New Locations		2.5%	3
Renovate Existing Facilities		1.7%	2
Construct New Facilities		1.7%	2
Buy or Rent Industrial Space		1.7%	2
None of the above / Does not apply		90.0%	108

162. 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		2.5%	3
Purchase Used Business Automobiles		0.8%	1
Purchase New Business Trucks		0.8%	1
Purchase Used Business Trucks		1.7%	2
Lease New Business Automobiles		2.5%	3
Lease New Business Trucks		0.8%	1
Purchase New Business Delivery Vehicles		0.8%	1
Purchase New Heavy Duty or Commercial Business Trucks		1.7%	2
Purchase Used Heavy Duty or Commercial Business Trucks		1.7%	2
None of the above / Does not apply		89.2%	107


















163. 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		0.8%	1
Business Health Insurance		1.7%	2
Business 401K or Retirement Program		0.8%	1
Business "Key Man" Insurance		0.8%	1
Business Property Insurance		0.8%	1
Business Commercial Insurance		0.8%	1
None of the above / Does not apply		95.0%	114

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

Value		Percent	Responses
Local Newspaper		20.0%	24
Local Newspaper Site		7.5%	9
Local Radio		8.3%	10
Local Television		5.0%	6
Local Free or Alternative publication		7.5%	9
Other Print Publications		9.2%	11
Facebook		33.3%	40
Twitter		10.0%	12
Other Social Media		15.8%	19
Search Engine Optimization (SEO, SEM)		10.0%	12
Word of Mouth or Referrals		50.8%	61
Billboards		3.3%	4
Direct Mail		14.2%	17
Coupons or "Deal of the Day"		3.3%	4
Fliers or Door Hangers		5.0%	6
Banner Ads		6.7%	8
Online Advertising		19.2%	23
None of the above / Does not apply		15.8%	19
Telemarketing		1.7%	2
Yellow Pages		1.7%	2
Retargeting Web Ads		1.7%	2




165. 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		8.3%	10
Use social media for promoting business		22.5%	27
Website optimized for mobile (responsive)		15.0%	18
Ongoing search optimization (SEO, SEM)		5.8%	7
Banner ads		5.0%	6
Cost-per-click ads (CPC, PPC)		8.3%	10
Programmatic ads		0.8%	1
Retargeting ads		0.8%	1
Video ads		1.7%	2
Google ads (Adwords)		7.5%	9
Facebook ads		17.5%	21
Sponsored content		3.3%	4
Email advertising		10.8%	13
Site analytics		2.5%	3
Use a Digital Agency		1.7%	2
Digital ads through newspaper		4.2%	5
None of the above/Does not apply		55.0%	66

166. 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		6.7%	8
Use social media for promoting business		16.7%	20
Website optimized for mobile (responsive)		9.2%	11
Ongoing search optimization (SEO, SEM)		6.7%	8
Banner ads		3.3%	4
Cost-per-click ads (CPC, PPC)		5.0%	6
Cost-per-mille ads (CPM)		0.8%	1
Programmatic ads		1.7%	2
Retargeting ads		2.5%	3
Video ads		3.3%	4
Google ads (Adwords)		7.5%	9
Facebook ads		16.7%	20
Sponsored content		4.2%	5
Email advertising		10.8%	13
Site analytics		2.5%	3
Use a Digital Agency		0.8%	1
Digital ads through newspaper		4.2%	5
None of the above/Does not apply		66.7%	80

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

Value		Percent	Responses
Yes		5.0%	6
No		89.9%	107
Don't know		5.0%	6

Total: 119












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

Value		Percent	Responses
0%		5.2%	41
1% - 25%		45.1%	355
26% - 50%		22.0%	173
51% - 75%		16.6%	131
76% - 100%		11.1%	87

Total: 787

Average 34%







169. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.6%	5
20 - 24		0.6%	5
25 - 30		3.3%	26
31 - 34		2.5%	20
35 - 40		5.3%	42
41 - 45		6.0%	47
46 - 49		6.2%	49
50 - 54		9.3%	73
55 - 60		16.8%	132
61 - 69		31.1%	245
70 or older		18.2%	143

Total: 787









Average 58

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

Value		Percent	Responses
Metro / Urban		32.4%	255
Small/Mid-Size Town		31.6%	249
Suburban		18.8%	148
Rural		15.4%	121
Vacation community		0.3%	2
Other		1.5%	12





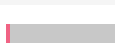

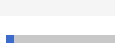
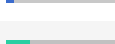
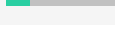



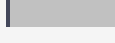
Total: 787

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		0.4%	3
High School Graduate (12th grade)		11.9%	94
Vocational or Technical Training		7.9%	62
Some College		17.4%	137
College Graduate		31.0%	244
Some Post-Graduate Study (No Advanced Degree)		6.5%	51
Post-Graduate Degree		24.8%	195

Total: 787



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

Value		Percent	Responses
Under \$20,000		4.3%	33
\$20,000 - \$24,999		3.5%	27
\$25,000 - \$29,999		3.9%	30
\$30,000 - \$34,999		3.9%	30
\$35,000 - \$39,999		4.7%	36
\$40,000 - \$44,999		5.9%	45
\$45,000 - \$49,999		7.5%	57
\$50,000 - \$74,999		22.2%	170
\$75,000 - \$99,999		16.9%	129
\$100,000 - \$124,999		12.4%	95
\$125,000 - \$149,999		6.4%	49
\$150,000 - \$200,000		4.8%	37
Over \$200,000		3.5%	27

Total: 765





Average \$79,860

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.3%	2
Black or African-American		1.0%	8
Asian		0.5%	4
White or Caucasian		89.2%	702
Hispanic		0.8%	6
Other		1.1%	9
Prefer not to answer		7.1%	56






Total: 787

174. Are you...

Value		Percent	Responses
Male		31.8%	250
Female		64.7%	509
Transgender Female		0.1%	1
Prefer not to answer		3.4%	27





Total: 787

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

Value		Percent	Responses
Single Family Home		77.1%	607
Apartment		11.3%	89
Condominium		8.5%	67
Mobile Home		1.5%	12
Other		1.5%	12




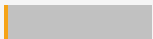

Total: 787

176. 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		81.6%	642
Rented		15.6%	123
Occupied Without Payment of Rent		0.5%	4
Other		2.3%	18

Total: 787

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

Value		Percent	Responses
None		81.0%	637
1		9.0%	71
2		6.4%	50
3		2.7%	21
4 or more		0.9%	7
			Total: 786

178. 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		36.2%	284
No		63.8%	501
			Total: 785