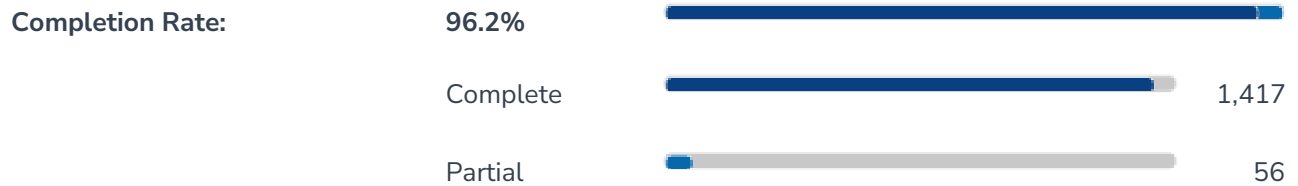


This report is filtered

Only show: #140 Question "What state do you live in?" is one of the following answers ("Kentucky","North Carolina","Virginia","West Virginia")

Report for Pulse of America Shopping Survey

Response Counts

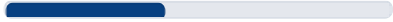
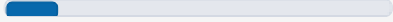
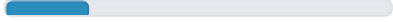
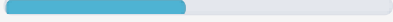


Total: 1,473

1. Which of the following have you or any members of your household done in the past WEEK?

Value	Percent	Responses
Listened to Local Radio	55.3%	815
Watched Local Television	70.3%	1,036
Read the Local Newspaper	74.1%	1,091
None of the above / Does not apply	5.2%	76

2. 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 in the following? (Check all that apply.)

Value	Percent	Responses
Local Publication or Newspaper	41.7% 	614
Local Radio Station	13.7% 	202
Local TV Station	22.3% 	328
None of the above / Does not apply	46.8% 	690

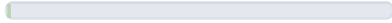
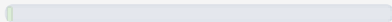
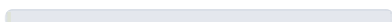
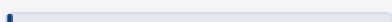
3. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

Value	Percent	Responses
National Daily Newspaper	19.2%	210
Local Daily Newspaper	72.0%	786
Local Paid Weekly Community Newspaper	25.2%	275
Local Free Weekly Print Publication	19.3%	211
Local Alternative Publication	4.1%	45
Local City or Regional Magazine	25.6%	279
Local Specialty Publication	7.8%	85
Local Business Publication	8.9%	97
Local Ethnic Publication	0.8%	9
Local Parenting Publication	0.9%	10
Local Children's Publication	1.9%	21
Local Senior Publication	8.0%	87
None of the above / Does not apply	6.1%	67

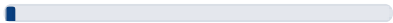
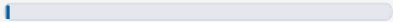
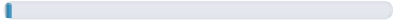
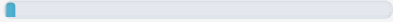
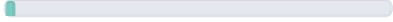
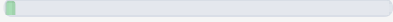

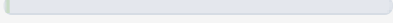
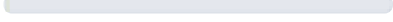

4. Which of the following AUTOMOTIVE SERVICE BUSINESSES do you or the members of your household plan to shop at in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Auto Battery Store	9.9%	146

Value	Percent	Responses
Auto Body Shop	7.9%	117
Auto Detailing Shop	9.4%	138
Auto Parts Store	33.9%	499
Auto Repair Shop	25.3%	373
Auto Salvage Yard	3.7%	54
Auto Window Tinting	3.6%	53
Car Wash	65.7%	968
Gas Station	84.2%	1,241
New Vehicle Dealership	10.5%	155
Oil Change Station	50.8%	748
Tire Store	25.5%	376
Used Vehicle Dealership	8.9%	131
None of the above / Does not apply	3.9%	58
Auto Glass Repair Shop	2.8%	41
Auto Muffler Shop	1.7%	25
Auto Paint Shop	1.6%	23
Auto Stereo Installation	0.9%	13
Auto Towing Service	2.2%	33
Car Audio Store	1.0%	15

Value	Percent	Responses
Commercial Truck Dealership	 0.5%	7
Recreation Vehicle (RV) Dealership	 2.1%	31
Trailer Rental Service	 0.5%	7
Transmission Shop	 1.5%	22

5. 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
All-Terrain Vehicle (ATV) Dealer	2.9% 	43
Boat and RV Storage Facility	1.1% 	16
Boat Dealer	1.6% 	24
Boating Accessory Store	2.9% 	43
Golf Cart Dealer	2.9% 	42
Motorcycle Accessory Store	2.6% 	39
Motorcycle Dealer	1.8% 	27
Motorcycle Repair Shop	1.0% 	15
Watercraft Dealer	1.2% 	18
None of the above / Does not apply	87.8% 	1,294

6. 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
Agriculture Farm Supply Store	23.3%	343
Animal Feed Store	19.8%	291
Agricultural Organization	2.6%	38
Agricultural Service	2.9%	42
Farm Truck and Tractor Repair Shop	3.2%	47
Farming Structure Building Contractor	0.7%	11
Farm Equipment Dealer	5.9%	87
None of the above / Does not apply	63.9%	941

7. 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	15.7%	231
Bakery	55.1%	811
Beer Shop	15.3%	225
Beverage Distributor	6.7%	99

Value	Percent	Responses
Cafe	47.5%	699
Candy Store	13.3%	196
Cheese Shop	7.6%	112
Chocolate Shop	7.6%	112
Coffee Shop	45.8%	674
Convenience Store	69.4%	1,022
Cookie Store	10.2%	150
Cupcake Shop	7.6%	112
Dessert Restaurant	6.0%	89
Distillery	9.0%	132
Donut Shop	37.6%	554
Ethnic Food Restaurant	32.2%	475
Ice Cream or Frozen Yogurt Shop	34.8%	512
Liquor Store	39.7%	585
Meat Market or Butcher Shop	26.6%	392
Seafood Market	18.2%	268
Smoothie or Juice Bar	8.8%	129
Specialty Cake Bakery	7.6%	112

Value	Percent	Responses
Specialty Food Market	12.8%	188
Tea Shop	3.8%	56
Wine Shop	13.0%	192
Winery	13.5%	199
None of the above / Does not apply	5.0%	73
U-Brew Beer or Wine Store	2.2%	33

8. 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	10.9%	160
Farmers Market	37.0%	544
Grocery Store (Discount)	45.2%	666
Grocery Store (Ethnic)	7.2%	106
Grocery Store (Major or Regional Chain)	90.2%	1,328
Grocery Store (Neighborhood/Local/Mom & Pop)	28.6%	421
Grocery Store (Co-op)	17.0%	250
Grocery Store (Independent/Citywide)	23.0%	338
None of the above / Does not apply	0.4%	6

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

Value	Percent	Responses
Barbershop	32.3%	476
Day Spa	8.1%	119
Eyelash Extension Salon	1.8%	26
Hair Salon	68.1%	1,003
Hair Removal Salon	2.6%	38
Health and Beauty Shop	9.3%	137
Health Spa	3.3%	49
Massage	19.8%	292
Makeup Artist	0.7%	10
Nail Salon	34.1%	502
Skin Care Store	4.1%	61
Tanning Salon	4.0%	59
Tattoo Studio	8.3%	122
None of the above / Does not apply	13.1%	193

10. 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
Bait & Tackle Shop	16.7%	246
Bicycle Shop	6.4%	95
Bowling Alley	15.6%	230
Dive Shop	0.7%	11
Fishing Supply Store	13.3%	196
Golf Course	10.3%	152
Golf Driving Range	6.4%	95
Golf Pro Shop	4.7%	69
Gun Shooting Range	12.8%	189
Gun Store	18.0%	265
Miniature Golf Course	8.4%	124
Outdoor Gear Store	10.0%	147
Ski Shop	1.6%	24
Sporting Goods Store	29.5%	435
None of the above / Does not apply	42.0%	619

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

Value	Percent	Responses
Boat Charter	2.4%	36
Card or Stationery Store	15.6%	230
Catering Service	6.1%	90
Event Coordinator	1.6%	24
Hotel Meeting Room or Event Space	5.5%	81
Party Supply Store	16.5%	243
Photographer	7.3%	107
Wedding Planner	1.1%	16
Wedding Venue or Banquet Hall	2.2%	33
None of the above / Does not apply	65.2%	960

12. 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
Arts Organization	14.7%	216
Bingo Hall	4.9%	72
Casino	13.4%	197
Community Theatre	21.1%	311
Concert Hall	15.8%	232
Event Venue	18.9%	279
Food Festival	28.8%	424
Live Theater	16.0%	236
Local Festival	37.1%	546
Movie Theater	49.8%	733
Music Festival	16.6%	245
Performing Arts Center	20.6%	303
Stadium or Arena Events	21.6%	318
Wine Tour	7.5%	111
None of the above / Does not apply	21.6%	318

13. 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
Adventure Sports Center	4.4%	65
Amusement Center / Park	25.7%	378
Athletic Club	8.4%	123
Family Entertainment Center	12.2%	179
Family Play Center	7.1%	105
Horseback Riding	5.4%	80
Ice Skating or Roller Rink	9.0%	132
Local Sports Team	19.6%	288
Museum	29.5%	435
Outdoor Park	42.2%	621
Recreation Center	12.9%	190
Waterpark	15.8%	232
Zoo	28.2%	416
None of the above / Does not apply	27.6%	407

14. 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
Dance Studio	3.9%	58
Exercise Classes	16.7%	246
Fitness Boot Camp	1.4%	20
Gym, Fitness or Athletic Club	32.2%	475
Martial Arts Studio	2.2%	32
Personal Trainer	4.0%	59
Rock Climbing Gym	1.6%	24
Swimming Lessons	5.4%	79
Yoga Studio	8.3%	122
None of the above / Does not apply	54.0%	796

15. 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	2.4%	36
Bar, Lounge or Pub	28.5%	420
Billiard Hall	3.9%	57
Sports Bar	18.5%	272
Wine Bar	9.0%	133
None of the above / Does not apply	63.5%	936

16. 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
Adult Education School	4.0%	59
Community College	9.3%	137
Continuing Education Courses	11.7%	172
Elementary School	9.4%	138
Lecture or Seminar Series	4.4%	65
Middle School or High School	10.4%	153
Musical Instruments and Lessons	4.4%	65
Online/On-demand Programs	9.2%	136

Value	Percent	Responses
Preschool	3.3%	49
University / College	9.0%	132
None of the above / Does not apply	56.3%	830
Beauty School	1.6%	23
Culinary School	1.2%	17
Dance School	1.8%	27
Driving School	2.3%	34
Graduate School	2.2%	32
Language School	0.7%	10
Private Elementary School	1.2%	17
Private High School	0.6%	9
Private K-12 School	0.7%	11
Private Middle School	0.4%	6
Private Tutor	0.7%	11
Tutoring Center	1.0%	14
Trade School	1.0%	14
Training Center	0.9%	13
Vocational School	1.7%	25

17. 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	24.2%	356
Credit Union	15.2%	224
Financial Advisor	8.0%	118
Stockbroker	2.0%	29
Tax Return Service	17.9%	264
None of the above / Does not apply	60.8%	895

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

Value	Percent	Responses
Bookkeeping Service	6.7%	98
Check Cashing Service	3.7%	54
Credit Repair Service	2.7%	40
Debt Consolidation Company	2.4%	36
None of the above / Does not apply	86.8%	1,279

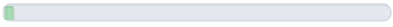
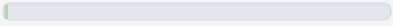
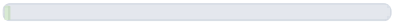
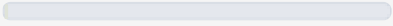
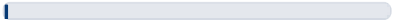
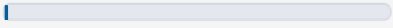
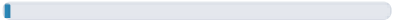
19. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Acupuncturist	4.1%	60
Chiropractor	14.1%	207
Dental Clinic	8.3%	122
Dentist	43.7%	644
Denture or Implant Specialist	5.9%	87
Family Practitioner	26.6%	392
General Practitioner	19.3%	284
Hearing Aid Center	6.0%	89
Hospital	6.9%	102
Medical Clinic	7.7%	114
Optometrist	22.4%	330
Pediatrician	5.7%	84
None of the above / Does not apply	37.2%	548

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

Value	Percent	Responses
Audiology Clinic	6.9%	101
Cardiologist	22.5%	331
Cosmetic or Plastic Surgery	3.5%	52
Dermatologist	35.0%	516
Ear, Nose & Throat Doctor	14.4%	212
Gastroenterologist	16.4%	242
Internal Medicine Doctor	20.1%	296
Laboratory or Medical Testing Facility	20.6%	304
Massage Therapist	14.9%	220
Medical Imaging Service	12.4%	183
Medical Supply Store	4.9%	72
Mental Health Service	7.7%	113
Nutritionist or Dietician	3.8%	56
Obstetrician & Gynecologist	16.4%	241
Oncologist	5.3%	78

Value	Percent	Responses
Ophthalmologist	19.1%	281
Orthodontist	4.5%	66
Orthopedist	5.8%	85
Pain Clinic	6.9%	102
Physical Therapist	9.2%	136
Podiatrist	6.3%	93
Psychiatrist	5.3%	78
Psychologist	3.7%	54
Sleep Disorder Clinic	6.1%	90
Surgical Specialist	4.8%	70
Urgent Care Clinic	13.2%	195
Walk-In Clinic	13.9%	205
Wellness Service	9.8%	144
None of the above / Does not apply	15.4%	227
Addiction Treatment Center	0.6%	9
Alzheimer's or Memory Care Facility	1.3%	19
Cardiovascular Surgeon	2.3%	34
Health Consultant	2.4%	36
Home Health Care Provider	2.4%	36

Value	Percent	Responses
Laser Eye Surgery Clinic		2.7% 40
Medical Spa		0.7% 11
Naturopathic Practitioner		2.4% 36
Physical Health Center		1.2% 18
Rehabilitation Clinic		0.8% 12
Sports Medicine Clinic		1.2% 18
Vascular Surgeon or Vein Center		2.1% 31

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

Value	Percent	Responses
55+ Housing Community	2.0%	29
Assisted Living Facility	1.2%	17
Geriatric Physician	1.0%	15
Nursing Home	0.9%	13
Respite Relief Provider	0.7%	10
Retirement Counselor	1.0%	14
Retirement Home	0.6%	9
Senior Care Placement Agency	0.3%	5
Senior Center	6.0%	89
None of the above / Does not apply	89.0%	1,311

22. Which of the following types of CANNABIS BUSINESSES OR PLANS do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Cannabis Marijuana Dispensary	5.8%	85
CBD Store	11.9%	176
Medical Marijuana Dispensary	4.4%	65
Medical Marijuana Authorization	4.3%	64
None of the above / Does not apply	82.9%	1,221

23. 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
Bed & Breakfast	13.8%	204
Campground	12.8%	188
Hotel or Motel (Local)	7.9%	117
Hotel or Motel (Out-of-Town)	63.1%	930
Limo Service	1.5%	22
Luggage-Travel Store	0.9%	13
Local Tourism	11.9%	176
Regional Airport	23.2%	342
Resort	11.5%	169
RV Rental Company	1.4%	20
Shuttle Service	3.9%	58
Ski Resort	2.2%	32
Taxi Service	4.3%	63
Tourist Attraction	20.5%	302
Tourist Information Center	7.9%	117
Travel Agent	5.5%	81
None of the above / Does not apply	23.9%	352

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

Value	Percent	Responses
Auction House	7.7%	114
Car Rental Agency	8.8%	130
Courier or Delivery Service	6.6%	97
Dry Cleaning or Laundry Service	26.1%	385
Electronics Repair Shop	3.9%	57
Information Technology (IT) Service	4.3%	64
Jewelry Repair Shop	10.3%	152
Mail Store	19.7%	290
Mobile or Cell Phone Repair Shop	7.3%	107
Printing Service	5.8%	86
Propane Dealer	17.8%	262
Recycling Center	17.7%	261
Self-Storage Facility	6.3%	93
Sewing and Alterations Shop	6.4%	95
Shipping Center	17.4%	256
Shoe Repair Shop	5.4%	80

Value	Percent	Responses
Small Engine Repair Shop	5.8%	85
Tool / Equipment Rental Service	4.1%	60
Watch or Clock Repair Shop	5.6%	82
None of the above / Does not apply	28.9%	425
Bottled Water Delivery Service		2.3% 34
Funeral Service Provider		2.1% 31
Moving Truck Rental Company		2.8% 41

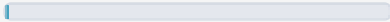
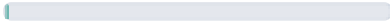
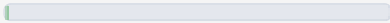
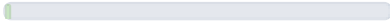
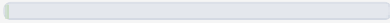
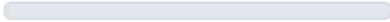
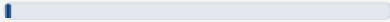
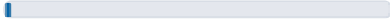
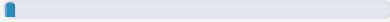
25. Which of the following types of COMMUNITY/STATE SERVICES do you or the members of your household plan to support, follow, or use in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Chamber of Commerce	12.6%	185
Charity or Philanthropic Organization	19.8%	292
Church	56.7%	835
City Center	3.7%	54
City or Municipal Service	12.2%	180
City or Town Hall	12.2%	180
Civic Center	4.3%	63
Community Center	10.3%	151
Community Organization	11.4%	168
Community Service or Non-Profit Organization	17.6%	259
Convention Center	2.9%	42
County Government Office	14.2%	209
Department of Social Services	6.3%	93
Employment Center	1.7%	25
Government Economic Program	1.6%	23
Government or Political Service	3.3%	49
Youth Organization	6.0%	88
None of the above / Does not apply	22.6%	333

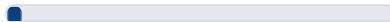
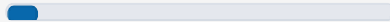
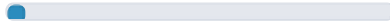
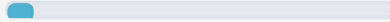
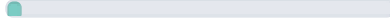
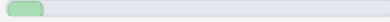
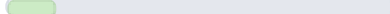
26. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Air Duct Cleaning Service	8.8%	130
Appliance Repair Service	12.0%	177
Asphalt / Paving Contractor	4.3%	63
Carpenter or Woodworker	11.5%	169
Carpet Installation Contractor	4.3%	63
Concrete Contractor	5.4%	79
Countertop Contractor	5.1%	75
Deck Builder	6.3%	93
Drywall Installation or Repair Contractor	6.3%	93
Electrician	17.9%	264
Fencing Contractor	3.9%	58
Flooring Contractor	8.8%	130
Furnace Contractor	4.2%	62
Garage Door Contractor	3.9%	58
Garbage Collection Service	17.2%	253

Value	Percent	Responses
General Contractor	8.1%	119
Gutter Installation or Repair Contractor	4.3%	63
Handyman	21.5%	316
Heating & Air Conditioning Services	24.4%	359
Home Maintenance Service	4.4%	65
Home Security Company	3.7%	54
Junk Removal or Hauling Service	5.7%	84
Kitchen or Bath Remodeling Company	5.4%	80
Landscaping Service	12.8%	188
Painting Contractor	7.6%	112
Plumber or Plumbing Contractor	11.5%	169
Remodeling Contractor	3.7%	55
Roofing Contractor	4.1%	60
Septic Tank Contractor	4.3%	64
None of the above / Does not apply	30.9%	455
Alternative Energy Service		2.2% 32
Fire & Water Damage Restoration Service		0.6% 9
Foundation Contractor		2.4% 36

Value	Percent	Responses
Garage Builder		1.2% 18
Insulation Installer		1.3% 19
Landscape Architect		1.3% 19
Mover or Moving Company		2.2% 33
New Home Construction		1.2% 18
Siding Installation or Repair Contractor		1.4% 20
Solar Energy Contractor		2.0% 29
Stone or Marble Company		1.6% 23
Tile Contractor		2.9% 42

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

Value	Percent	Responses
Arborist	4.3% 	64
Carpet Cleaning Service	7.8% 	115
Chimney Services	4.8% 	70
Fuel or Oil Home Heating Service	6.8% 	100
Furnace Cleaning Service	3.5% 	51
Home Pressure Washing Service	10.1% 	149
House Cleaning Service	13.0% 	191

Value	Percent	Responses
Landscaper	6.7%	98
Lawn Care Service	21.2%	313
Pest Control Service or Exterminator	17.9%	264
Pool Cleaning Service	3.2%	47
Television or Internet Service Provider	25.2%	371
Window & Door Installation	6.7%	98
Window Washing Service	3.6%	53
None of the above / Does not apply	38.2%	562
Awning & Tent Company	0.6%	9
Bathtub Refinishing Service	2.4%	35
Cabinet Refacing Service	1.8%	27
Home Gardening Service	2.9%	42
Home Theater Installation Service	0.3%	5
Masonry Service	1.6%	23
Interior Designer	1.5%	22
Key or Locksmith Service	2.0%	30
Shades & Blinds Installation Service	2.3%	34
Water Treatment Supply & Service	2.5%	37

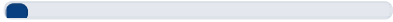
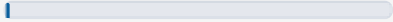

28. Which of the following CHILD related BUSINESSES do you or the members of your household plan to use or shop at in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Childcare or Daycare	5.4%	80
Children's Clothing Store	16.8%	248
Children's Shoe Store	8.3%	122
Summer Camp	6.0%	88
Youth Center	2.4%	36
None of the above / Does not apply	77.9%	1,148

29. 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
Animal Daycare	5.5%	81
Animal Shelter	7.3%	108
Bird Seed Store	10.0%	147
Emergency Animal Hospital	3.3%	49
Feed Store	14.9%	220
Fish or Aquarium Store	3.1%	45
Pet Boarding	11.2%	165
Pet Groomer	21.7%	320
Pet Store	28.2%	416
Pet Trainer	2.0%	29
Pet Walker	0.8%	12
Veterinarian	48.1%	708
None of the above / Does not apply	32.7%	482

30. 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
Realtor	6.1% 	90
Real Estate Brokerage Firm	1.3% 	19
None of the above / Does not apply	93.3% 	1,374

31. 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	3.8%	56
Estate Liquidator	0.7%	10
Home Inspector	3.7%	55
Home Staging Company	0.5%	8
Manufactured or Modular Home Builder	1.6%	24
Mortgage Banker	2.5%	37
Mobile Home Dealer	1.3%	19
Mortgage Broker	2.7%	40
New Home Builder	1.6%	24
Real Estate Appraiser	3.5%	52
Real Estate Rental Agency	2.5%	37
Title & Escrow Company	2.2%	32
None of the above / Does not apply	86.7%	1,277

32. Which of the following types of RESTAURANTS do you or the members of your household plan to use in the NEXT 30 DAYS? (Check all that apply.)

Value	Percent	Responses
Brewery or Brew Pub	22.9%	337
Buffet Restaurant	23.1%	340
Chinese Restaurant	46.5%	684
Ethnic Restaurant	21.7%	319
Family Style Restaurant	51.4%	756
Fast Food Restaurant	72.9%	1,073
Fine Dining Restaurant	31.9%	469
Indian Restaurant	8.5%	125
Italian Restaurant	39.1%	576
Japanese or Sushi Restaurant	27.9%	411
Mexican Restaurant	65.1%	959
Pizza Restaurant	63.5%	934
Restaurant with Lounge or Bar	21.9%	323
Thai Restaurant	16.4%	241
None of the above / Does not apply	3.5%	51

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

Value	Percent	Responses
Art Gallery	8.3%	122
Art Supply Store	11.8%	173
Bead Store	3.5%	51
Bookstore	34.6%	509
Candle Shop	10.5%	154
Christian Book Store	10.7%	158
Christmas Store	12.0%	177
Computer Store	9.0%	133
Consignment Shop	33.6%	495
Craft Supply Store	25.0%	368
Department Store	58.7%	864
Discount Store	53.1%	782
Drugstore or Pharmacy	68.6%	1,010
Electronics Store	10.4%	153
Fabric Store	9.9%	146
Flea Market	24.6%	362
Florist	11.9%	175
Gift Shop	16.5%	243

Value	Percent	Responses
Gun Shop	14.5%	214
Halloween Store	6.3%	92
Herb Shop or Herbalist	4.1%	60
Hobby Shop	19.2%	283
Mobile Phone Store	15.5%	228
Music Instrument Store	3.7%	55
Music Store	5.2%	77
Office Equipment & Supply Store	16.2%	238
Outlet Store	26.3%	387
Pawn Shop	7.5%	110
Religious Supply or Gift Shop	4.6%	68
Scrap Metal Dealer	4.5%	66
Shopping Center	34.0%	501
Thrift Store	38.8%	571
Tobacco Store	6.8%	100
Toy Store	8.6%	127
Vape or Smoke Shop	7.1%	104
Vitamin or Supplement Store	12.2%	179

Value	Percent	Responses
Wholesale, Warehouse or Club Store	27.9%	411
Yard Equipment Store	6.7%	98
Yarn Store	3.7%	54
None of the above / Does not apply	6.3%	93
Adult Video or Adult Store		2.5% 37
Camera Store		2.6% 38
Coin Shop		1.6% 24
Comic Book Shop		2.7% 40
Equipment Rental Store		2.4% 36
Gold/Silver/Precious Metal Dealer		2.1% 31
Knife Store		1.8% 27
Metaphysical Shop		1.2% 18
Monument or Memorial Company		1.4% 20
Record Store		2.9% 43
Security Service		1.5% 22
Sewing Studio		1.6% 23
Sign Store		1.6% 24
Survival Store		1.2% 17
Trophy or Award Store		1.2% 17
Wedding Supply Store		0.7% 10

34. What services do you plan to use from local restaurants over the NEXT 30 DAYS? (Check all that apply.)

Value	Percent	Responses
Home delivery with fee	16.0%	236
Free delivery	23.3%	343
Drive-thru	70.9%	1,044
Carryout	68.1%	1,002
Curbside carryout	29.1%	429
Other	4.1%	61
None of the above / Does not apply	12.4%	183

35. 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	20.9%	308
Baby Supply & Furniture Store	4.7%	69
Bath & Accessory Store	18.4%	271
Building Supply Store or Lumber Yard	31.2%	460
Cabinet Store	3.6%	53
Carpet Store	3.6%	53

Value	Percent	Responses
Fireplace, Wood Stove or Barbeque Store	4.8%	71
Flooring Store	9.2%	135
Frame Shop	4.5%	66
Furniture Store	18.9%	279
Hardware Store	35.5%	523
Home & Garden Store	44.0%	648
Home Decor Store	19.2%	283
Lighting Store	3.7%	55
Major Appliance Store	8.3%	122
Mattress or Bedding Store	9.1%	134
Outdoor Furniture Store	6.2%	92
Paint Store	13.8%	204
Plant Nursery & Garden Supply Store	25.8%	380
Pool & Spa Dealer	3.5%	51
Rug Store	3.1%	46
Small Appliance Store	3.7%	54
Tool Store	7.6%	112

Value	Percent	Responses
TV & Appliance Store	7.0%	103
Used Building Supply Store	3.2%	47
None of the above / Does not apply	19.1%	282
Clock Shop	1.2%	18
Furniture Restoration Shop	2.2%	33
Hot Tub or Spa Dealer	2.0%	30
Rent-to-Own Store	1.8%	27
Solar Energy Equipment Dealer	1.0%	15
Tool Rental Center	2.6%	39
Vacuum Store	1.6%	24
Window Store	2.0%	29

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

Value	Percent	Responses
Activewear Store	23.9%	352
Beauty Supply Store	22.4%	330
Bridal Shop	1.2%	17
Clothing Accessories Store	25.3%	373
Jewelry Store	12.8%	189
Leather Goods Store	2.4%	35
Lingerie Store	5.4%	79
Logo Apparel Store	4.1%	61
Men's Clothing Store	26.7%	394
Optician or Eyeglasses Store	30.9%	455
Outdoor Clothing Store	14.2%	209
Shoe Store	50.5%	744
Sportswear Store	14.7%	216
Swimwear Store	6.8%	100
Watch Store	0.8%	12
Western Wear Store	4.0%	59
Women's Clothing Store	52.7%	777
None of the above / Does not apply	17.9%	264

37. 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	9.0%	132
Insurance Agency	12.9%	190
Legal Firm or Attorney	5.7%	84
Tax Advisor	8.6%	126
None of the above / Does not apply	74.1%	1,091

38. 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
Architect or Architecture Firm	1.6%	24
Business Consultant	1.2%	18
Business Development Service	0.7%	10
Commercial Builder	1.0%	15
Employment or Staffing Agency	1.9%	28
Graphic Designer	1.2%	18
Life Coach	1.2%	17
Private Investigator	0.4%	6
SEO Consultant	0.6%	9
Security Consultant	0.5%	8
None of the above / Does not apply	92.7%	1,366

39. 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	0.5%	7
Purchase New Class B RV	0.7%	11
Purchase New Class C RV	0.7%	11
Purchase New Travel Trailer or 5th Wheel	0.9%	13
Purchase New Camper Shell	0.3%	4
Purchase New Camper Van	0.2%	3
Purchase Used Class A RV	0.6%	9
Purchase Used Class B RV	0.4%	6
Purchase Used Class C RV	0.9%	13
Purchase Used Travel Trailer or 5th wheel	1.5%	22
Purchase Used Camper Shell	0.2%	3
Purchase Used Camper Van	0.5%	7
None of the above / Does not apply	95.9%	1,412

40. Which of the following VEHICLE PURCHASING plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
New Car	5.8%	86

Value	Percent	Responses
New SUV	4.8%	71
Used Car	10.5%	154
Used SUV	5.2%	76
Used Truck	4.8%	71
None of the above / Does not apply	71.4%	1,051
New Luxury Vehicle - Under \$50,000	1.5%	22
New Luxury Vehicle - \$50,000 - \$75,000	1.3%	19
New Luxury Vehicle - Over \$75,000	0.5%	8
New Motorcycle	0.5%	8
New Van	0.2%	3
New Minivan	0.4%	6
New Truck	2.8%	41
New Hybrid Vehicle	1.3%	19
New Electric Vehicle	0.8%	12
New Side x Side (UTV)	0.5%	8
New Sport ATV	0.3%	5
New Utility ATV	0.1%	2
New Commercial Vehicle	0.2%	3
Used Luxury Vehicle - Under \$30,000	1.8%	27
Used Luxury Vehicle - \$30,000 - \$50,000	1.0%	15
Used Luxury Vehicle - Over \$50,000	0.3%	4
Used Motorcycle	0.7%	10

Value	Percent	Responses
Used Van		0.6% 9
Used Minivan		1.2% 17
Used Hybrid Vehicle		0.9% 13
Used Electric Vehicle		0.3% 5
Used Side x Side (UTV)		0.4% 6
Used Sport ATV		0.5% 7
Used Hybrid or Electric Vehicle		0.5% 8
Used Utility ATV		0.3% 4
Used Commercial Vehicle		0.3% 5

41. What size of vehicle are you or members of your household considering? (Check all that apply.)

Value	Percent	Responses
Compact car	4.9% 	72
Full-size car	8.8% 	130
Luxury vehicle (any size)	3.2% 	47
Midsized car	8.2% 	121
Pickup truck	12.2% 	179
Sport utility vehicle (SUV)	24.7% 	364
Van or minivan	6.4% 	95
None of the above	52.5% 	773

42. Do you plan to buy an Electric or Hybrid Vehicle in the next 12 months?

Value	Percent	Responses
New Electric Vehicle	1.2%	18
Used Electric Vehicle	0.8%	12
New Hybrid Vehicle	2.9%	42
Used Hybrid Vehicle	2.5%	37
None of the above	92.6%	1,364
		Total: 1,473

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

Value	Percent	Responses
Buick	3.5%	51
Chevrolet	12.4%	182
Dodge	5.5%	81
Ford	12.1%	178
GMC	6.5%	96
Honda	11.7%	172

Value	Percent	Responses
Hyundai	4.8%	70
Jeep	5.2%	77
Kia	5.4%	79
Nissan	7.2%	106
Subaru	4.8%	71
Toyota	17.0%	251
None of the above / Does not apply	57.6%	848
Acura	1.8%	26
Audi	1.0%	15
BMW	2.1%	31
Cadillac	2.3%	34
Chrysler	1.8%	26
Fiat	0.1%	2
Infiniti	1.2%	17
Land Rover	1.0%	15
Lexus	2.6%	38
Lincoln	1.9%	28
Mazda	2.0%	29
Mercedes-Benz	1.9%	28
Mini	0.3%	4
Mitsubishi	0.7%	11

Value	Percent	Responses
Porsche		0.3% 5
Saab		0.1% 2
Scion		0.1% 1
Suzuki		0.4% 6
Tesla		1.0% 14
Volkswagen		2.7% 40
Volvo		1.4% 20

44. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing or hearing an ad from a local media source?

Value	Percent	Responses
Yes	12.6% 	186
No	87.4% 	1,287

Total: 1,473

45. 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
Aerial Drone	2.7%	40
Assistive Technology for Hearing	4.4%	65
Batteries for Electronics	42.9%	632
Headphones	16.8%	248
Healthcare Device	3.7%	55
Home Theater System	1.8%	26
Ink or Printer Cartridges	43.3%	638
GPS Device (Handheld or In-Vehicle)	3.4%	50
Office Equipment	10.5%	155
Satellite Radio	2.4%	35
Satellite TV System	2.0%	29
Smartwatch	9.6%	142
Stereo System (Home)	1.2%	18
Wearable Electronics	4.1%	60
Wi-Fi for Home	8.8%	130
Wireless Speakers	7.5%	111
None of the above / Does not apply	30.5%	449

46. 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) - Point and Shoot	1.2%	18
Camera (Digital) SLR	2.2%	32
Camera Accessories or Supplies	2.2%	33
Camera Lens	2.6%	38
Computer Accessories	6.7%	99
Computer Software	5.0%	73
E-Reader (Kindle or Similar)	2.2%	32
Tablet (iPad or Similar)	9.0%	132
Personal Computer	6.2%	91
Laptop Computer	12.6%	185
TiVo or DVR	0.5%	8
4K Ultra HD TV	7.1%	105
Smart TV	12.5%	184
None of the above / Does not apply	64.6%	951

47. 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	31.6%	466
Prepaid Cell Phone	5.4%	79
None of the above / Does not apply	65.0%	958

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

Value	Percent	Responses
Anniversary Jewelry	5.7%	84
Necklaces	9.8%	144
Rings (Other)	6.9%	102
Earrings	19.6%	289
Diamond Jewelry	4.5%	66
Gold Jewelry	5.8%	86
Silver Jewelry	7.5%	110
Gemstone Jewelry	4.0%	59
Costume Jewelry	10.9%	161

Value	Percent	Responses
Women's Watch	3.1%	45
Women's Jewelry	12.3%	181
None of the above / Does not apply	64.0%	943
Engagement Rings	1.6%	24
Wedding Rings	1.7%	25
Pendants	2.4%	35
Celtic Jewelry	1.4%	21
Pearl Jewelry	1.6%	23
Men's Jewelry	2.6%	39
Designer Jewelry	2.1%	31
Jewelry Box or Organizer	2.4%	36
Men's High-End Watch	1.0%	14

49. 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	13.0%	192
Homeowner Insurance	10.3%	152
Life Insurance	7.2%	106
Medical (Health) Insurance	10.2%	150
None of the above / Does not apply	75.8%	1,116

50. Which of the following types of INSURANCE SERVICES do you or the members of your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Agriculture Insurance	1.2%	17
Crop Insurance	0.4%	6
Dental Insurance	26.1%	385
Disability Insurance	4.2%	62
Disaster Insurance	0.8%	12
Medicare	20.7%	305
Long Term Care Insurance	3.5%	51
Pet Insurance	3.3%	49
Professional Liability Insurance	3.4%	50
Renters Insurance	5.5%	81
None of the above / Does not apply	57.8%	851

51. Which of the following MEDICAL SERVICE PROVIDERS do you or the members of your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Acupuncture	4.5%	66
Audiologist	7.5%	110
Counseling & Mental Health Services	9.0%	133

Value	Percent	Responses
Checkup	46.0%	678
Geriatric Specialist	1.1%	16
Home Healthcare	1.5%	22
Hospital	8.8%	129
Medical Services	19.1%	282
Optometrist	29.5%	435
Pediatric Dentist	5.6%	83
Pediatrician	8.6%	126
Primary Care	42.6%	628
Wellness Services	8.3%	122
Substance Abuse Treatment	0.4%	6
Weight Loss Service	6.0%	89
Alternative Care	2.2%	33
Physical Therapy or Rehabilitation service provider	8.4%	124
Hearing Aid Center	8.7%	128
Prescription Drugs	50.6%	746
None of the above / Does not apply	23.2%	342

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

Value	Percent	Responses
Accident, Personal Injury & Property Damage Attorney	1.8%	27
Bankruptcy Attorney	0.3%	5
Banking, Partnership & Business Law Attorney	1.6%	23
Child Support Attorney	0.9%	13
Criminal Law Attorney	0.7%	11
Disability & Social Security Attorney	1.3%	19
Divorce & Family Law Attorney	1.6%	23
DWI, DUI, OWI, OUI Attorney	0.3%	5
Employment Discrimination or Labor Issues Attorney	0.3%	5
General Practice Attorney	2.9%	43
Malpractice Attorney	0.2%	3
Patent, Trademark & Copyright Attorney	0.6%	9
Probate Attorney	0.7%	10
Real Estate Attorney	3.3%	49
Taxation Attorney	0.4%	6
Wills, Trusts & Estates Attorney	14.6%	215
None of the above / Does not apply	75.8%	1,116

53. 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	63.9%	941
Teeth Cleaning	54.2%	799
Cavity Filling	17.7%	260
Crown	12.0%	177
Oral Surgery	4.6%	68
Braces	5.4%	79
Composite Bonding	1.6%	23
Dental Implants	6.5%	96
Dental Veneers	1.3%	19
Dentures	6.9%	102
Full Mouth Reconstruction	0.8%	12
Inlays or Onlays	0.2%	3
Smile Makeover	0.9%	13
Teeth Whitening	6.7%	98
None of the above / Does not apply	15.0%	221

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

Value	Percent	Responses
Botox	4.5%	66
Breast Augmentation	0.6%	9
Breast Implants	0.5%	7
Cosmetic Surgery	1.2%	18
Dermabrasion	1.4%	20
Ear Surgery	0.5%	7
Eyelid Surgery	1.2%	18
Facelift	0.4%	6
Forehead Lift	0.2%	3
Hair Loss Treatment	1.0%	14
Hair Transplant	0.2%	3
Lap Band	0.2%	3
Lasik	1.2%	17
Lip Augmentation	0.4%	6
Liposuction	0.7%	10
Skin Treatment	3.3%	48
None of the above / Does not apply	89.1%	1,313

55. Which of the following HEALTH / WELLNESS SERVICES and PLANS do you or any members of your household have in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Cancer Treatment	4.5%	66
Cardiovascular Treatment	6.4%	95
Do Corrective Exercises	4.0%	59
Endocrinology Services	6.3%	93
Fill Medical Prescriptions	53.1%	782
Get Vaccinations at Doctors Office	29.1%	428
Get Vaccinations at Drug Store or Pharmacy	36.7%	540
Have Acupuncture	3.7%	54
Have an Annual Physical or Checkup	59.4%	875
Have an Eye/Vision Exam	62.1%	914
Have a Scheduled Surgery	5.8%	86
Have Cataract Surgery	3.5%	52
Have Foot Problems Diagnosed or Treated	8.5%	125
Have X-Rays Taken	11.1%	164
Join a Weight Loss Group	3.1%	46
Orthopaedic or Knee Surgery	4.0%	59

Value	Percent	Responses
Plan to Visit a Hospital for any Medical Service or Procedure	9.4%	138
Receive Treatment for Back Pain	9.6%	142
Receive Treatment for a Sleep Disorder	5.2%	77
Senior Travel	3.8%	56
Topical Skincare	3.5%	52
Women's Diagnostics	5.9%	87
Women's Health Care	20.4%	301
None of the above / Does not apply	18.3%	269
Have Reflexology Treatment	1.0%	14
Have Safety Bars Installed in Bathroom	2.1%	31
Hire a Caregiver or Respite Worker	1.0%	14
Hire a Personal Care Assistant	0.2%	3
Hire a Weight Loss Professional	1.1%	16
In Home Medical Care	1.0%	15
Infectious Disease Care	0.6%	9
Infertility and Reproductive Services	0.8%	12
Medical Transportation	0.7%	11
Memory or Alzheimer's Care	0.5%	8
Memory Care Services	0.2%	3
Men's Diagnostics	1.9%	28
Nutritional Counseling	2.9%	42

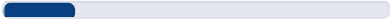
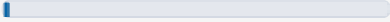
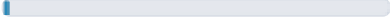
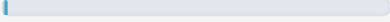
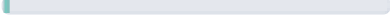
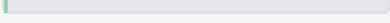
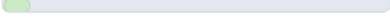
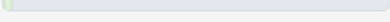
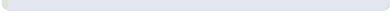
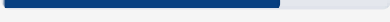
Value	Percent	Responses
Online Therapy		2.9% 43
Participate in a Medical Study		1.6% 24
Physiotherapy		0.5% 7
Receive Aquatic Therapy		0.6% 9
Receive Treatment for PTSD		2.1% 31
Receive Treatment for Substance Abuse		0.3% 4
Receive Treatment for Vehicle or Workplace Injury		0.6% 9
Spinal and Postural Screening		1.0% 14
Stop Smoking		2.0% 30
Stroke Treatment		0.8% 12
Use Personal Trainer or Instructor		1.6% 24
Use Physical Rehabilitation Services		2.5% 37
Vasectomy		0.7% 10
Weight Loss Surgery and Procedures		1.7% 25

56. Which of the following HEALTH / WELLNESS 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 Medical Supplies or Equipment for Home	4.9% 	72
Purchase Health and Wellness Supplements	21.9% 	323
Handicap Accessible Products	4.5% 	66

Value	Percent	Responses
Purchase Prescription Eyeglasses	37.1%	546
Purchase Prescription Contact Lenses	12.1%	178
Purchase Home Medical Testing Equipment or Supplies	3.0%	44
Purchase Allergy Medications	29.0%	427
Purchase Blood Pressure Monitoring Device	5.2%	77
Purchase Diabetes Testing Supplies	12.3%	181
Purchase Weight Loss Supplements	5.0%	74
Discretionary Health Care and Wellness Services and Products	6.0%	89
Purchase Vitamins	48.2%	710
Purchase Hemp Based Supplements	5.7%	84
Purchase Anti Anxiety Medication or Supplements	13.7%	202
None of the above / Does not apply	27.4%	404
Purchase Elder Care-Related Products or Services	2.2%	32
Purchase a Mobility Device	2.1%	31
Purchase Orthopedic Shoes	2.6%	39
Purchase "Aging in Place" Products	2.6%	39
Purchase a Medical Alert Service	1.9%	28
Purchase Weight Loss Food Plan	2.4%	36

57. Which of the following HEALTH / HEARING PRODUCTS or SERVICES do you or any members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Have a Hearing Exam	19.1% 	281
Purchase a "Behind-the-Ear" Hearing Aid	1.6% 	24
Purchase a Digital Hearing Aid	1.5% 	22
Purchase a "In-the-Canal" Hearing Aid	1.0% 	15
Purchase a "In-the-Ear" Hearing Aid	2.0% 	30
Purchase a "Mini Behind-the-Ear" Hearing Aid	1.0% 	14
Purchase Invisible Hearing Aids	7.0% 	103
Purchase Hearing Aid Batteries	3.2% 	47
Purchase Hearing Aid Cleaning Supplies	1.4% 	20
None of the above / Does not apply	71.9% 	1,059

58. Which of the following FUNERAL plans are you or members of your household considering in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Purchase a Funeral Plot	2.1%	31
Pre-purchase a Funeral Plot or Cremation Service	4.1%	60
Purchase a Monument or Headstone	2.9%	43
Use a Funeral Planner	2.0%	29
Purchase Flowers for a Funeral	3.9%	58
Use a Cremation Service	1.1%	16
Hire a Religious or Spiritual Leader for a Funeral Service	0.7%	11
None of the above / Does not apply	88.2%	1,299

59. 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
Aging in Place Services	2.2%	33
Find Home for Aging Parent	1.1%	16
Memory Care Services	1.1%	16
Move into a Independent Senior Housing Community	0.7%	11
Move into a Assisted Living Facility	0.7%	11
Move into a Nursing Home	0.5%	7
Move into a Alzheimer's Care Facility	0.4%	6
Hospice to your Home or House	0.5%	8
Move into Residential Care Home	0.1%	2
Utilize a Respite Provider	0.6%	9
Seek Senior Care/Companionship	0.9%	13
Wheelchair - Mobility Store	2.0%	29
None of the above / Does not apply	94.0%	1,384

60. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to shop for or use the services of in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Open Checking Account	4.5%	66
Open Savings Account	4.9%	72
Online Banking	42.7%	629
Manage Investments	13.7%	202
Manage Retirement Accounts	13.1%	193
Mortgage Line of Credit	4.1%	60
Financial Consulting	9.4%	138
Financial Services	9.2%	135
Safe Deposit Box Rental	5.8%	85
Obtain New Credit Card	4.6%	68
Payday Loan or Check Cashing Business	0.9%	13
Use Vehicle Title Loan Company	0.5%	8
Tax Preparation	34.4%	506
None of the above / Does not apply	34.0%	501

61. 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
401(k)	24.5%	361
Annuities	4.1%	61
Cash App	5.4%	79
Certificates of Deposit	8.3%	122
City or State Bonds	1.4%	21
Coins or Stamps	2.6%	39
Collectibles, Antiques or Art	1.9%	28
Common or Preferred Stock	6.9%	102
Corporate Bonds or Debentures	1.5%	22
Gold or Precious Metals	2.9%	42
IRA	12.4%	182
Money Market Funds	8.6%	126
Mutual Funds	9.2%	135
Non-US Stocks	1.2%	17
Options	0.8%	12
US Savings Bonds	3.1%	45
US Treasury Notes	1.8%	27
None of the above / Does not apply	55.1%	811

62. 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	1.1%	16
Business Equipment Loan	0.7%	10
Carpeting or Furniture Loan	1.0%	14
College Expenses Loan	1.1%	16
College Tuition Loan	3.1%	45
Debt Consolidation Loan	2.9%	43
Medical Expenses Loan	1.2%	17
New Vehicle Loan	4.8%	71
Used Vehicle Loan	7.2%	106
Vacation or Travel Loan	0.7%	11
Wedding Loan	0.3%	4
None of the above / Does not apply	83.5%	1,230

63. 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	24.0%	354
Athleisure Clothing & Apparel	24.6%	363
Coats	19.5%	287
Dress Shoes	20.8%	307
Eyewear or Sunglasses	39.8%	586
Handbags	22.9%	338
Hats	10.7%	157
Intimate Apparel	17.4%	257
Jewelry or Accessories	17.0%	251
Leisure Wear / Sweatpants	29.5%	435
Luggage or Bags	4.9%	72
Men's Apparel	44.5%	655
Men's Shoes	36.0%	530
Men's Underwear	31.6%	466
Outerwear	16.2%	238
Perfume	15.3%	226
Scarves	5.0%	73
Socks	36.9%	544

Value	Percent	Responses
Uniforms	3.8%	56
Watches	4.8%	71
Western Clothing	4.0%	59
Women's Apparel	61.3%	903
Women's Pajamas or Sleepwear	29.0%	427
Women's Shoes	50.7%	747
Women's Underwear	42.0%	619
None of the above / Does not apply	13.0%	191
Maternity Wear	0.8%	12

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

Value	Percent	Responses
Children's Sweaters	11.3%	167
Children's Pants	19.3%	285
Children's T-Shirts	18.9%	279
Children's Dresses	9.5%	140
Children's Pajamas or Sleepwear	16.6%	244
Children's Socks	16.6%	245
Children's Shorts	17.0%	250
Children's School Uniform	1.7%	25
Children's Athletic Clothing	14.1%	208
Infant Clothing	6.6%	97
None of the above / Does not apply	72.7%	1,071

65. Which of the following SHOE TYPES do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)

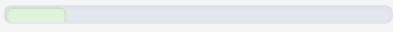

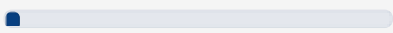

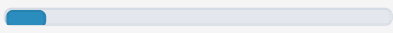
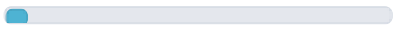
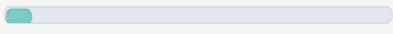
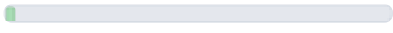
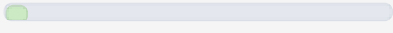
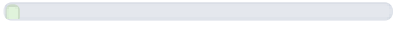
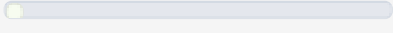
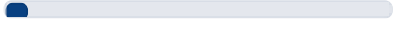
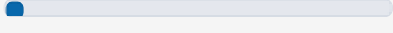
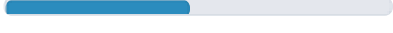
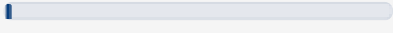
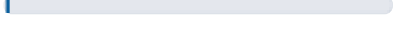
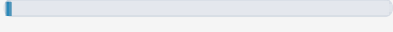
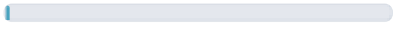
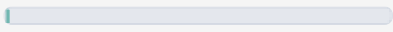
Value	Percent	Responses
Athletic & Outdoor Shoes (Men's)	39.9%	587
Boots (Men's)	13.0%	191
Cowboy Boots (Men's)	4.0%	59
Work & Safety (Men's)	10.0%	147
Sneakers	33.7%	496
Classic & Fashion Sneakers (Women's)	23.4%	344
Work & Safety (Women's)	4.8%	71
Cowboy Boots (Women's)	3.9%	57
Athletic & Outdoor Shoes (Women's)	49.8%	733
Athletic & Outdoor Shoes (Children's)	16.2%	238
Cowboy Boots (Children's)	2.0%	29
None of the above / Does not apply	24.4%	360

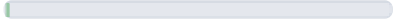
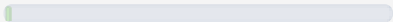
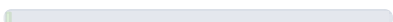
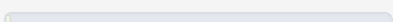

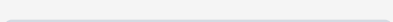
66. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Have Clothing Altered, Tailored or Mended	12.6%	185
Have Clothing Dry Cleaned	23.8%	350
Have Shoes Repaired	6.5%	96
Rent or Purchase a Costume	2.2%	33
Wash Clothing at a Laundromat	5.1%	75
Purchase Custom Made Clothing Items	1.8%	26
None of the above / Does not apply	64.2%	945

67. 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
Ammunition	25.4%	374
Archery Equipment	4.4%	65
Bicycle or Mountain Bike (Adult)	4.7%	69
Bicycle Tune-Up or Repair	4.4%	65
Camping or Hiking Equipment	9.9%	146
Exercise or Fitness Equipment	9.1%	134
Fishing Rods or Reels	10.1%	149

Value	Percent	Responses
Fishing Bait or Attractant	16.1% 	237
Fishing Accessories	16.0% 	235
Golf Clubs or Equipment	3.7% 	54
Gun Safe	4.1% 	61
Hand Gun	11.1% 	163
Hunting Gear	5.6% 	82
Rifle	6.6% 	97
Running or Jogging Equipment	3.1% 	46
Shotgun	5.9% 	87
Sports Equipment (Children)	3.9% 	58
Sporting Gear	5.0% 	73
Swimming Gear	5.8% 	86
Weight Lifting Equipment	4.9% 	72
None of the above / Does not apply	48.1% 	708
Bicycle or Mountain Bike (Child)		2.0% 30
Bicycle Rental		0.8% 12
Golf Cart		2.2% 33
High End Bicycle		0.5% 7
Scuba, Diving or Snorkeling Equipment		0.6% 9

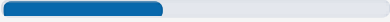

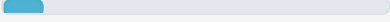
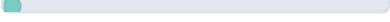
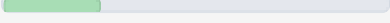
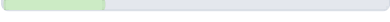
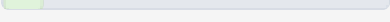
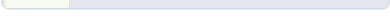
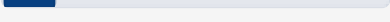
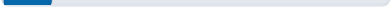
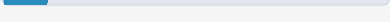
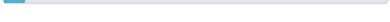
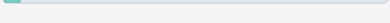
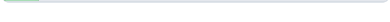
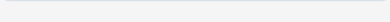
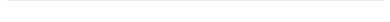
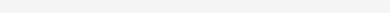
Value	Percent	Responses
Skiing Equipment		1.0% 14
Soccer Equipment		1.6% 23
Sports Memorabilia		1.6% 24
Trampoline		1.6% 24
Trophies or Plaques		0.5% 7
Used Sporting Equipment		2.2% 32

68. Which of the following BOAT and WATERCRAFT PRODUCTS do you or the members of your household plan to buy in the NEXT 12 MONTHS? (Check all that apply.)

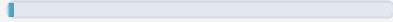
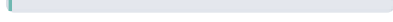
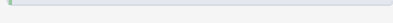

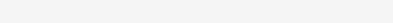

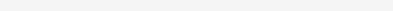

Value	Percent	Responses
Boat Rental	3.2%	47
Boat Service and Repair	2.7%	40
Boat Trailer	0.7%	10
Fishing Boat	1.6%	23
Jet Boat	0.2%	3
Jet Ski	0.7%	11
Motor Boat	0.5%	8
Sail Boat	0.3%	5
Ski and Wakeboard Boat	0.1%	2
Skiff Boat	0.3%	5
Watercraft	0.7%	11
Watercraft Rental	1.0%	15
None of the above / Does not apply	91.6%	1,350

69. 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.)

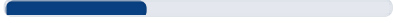

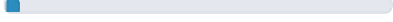
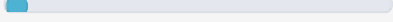
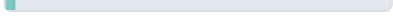
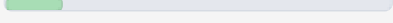
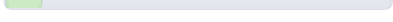
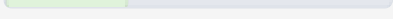
Value	Percent	Responses
Bark Dust or Mulch	30.3%	446

Value	Percent	Responses
Bedding Flowers or Perennials	41.5% 	612
Chainsaw	3.7% 	54
Decorative Rock	10.5% 	154
Farm Supplies	5.2% 	76
Fertilizer	25.5% 	375
Flower Pots	27.1% 	399
Garden Ornaments	10.6% 	156
Gravel or Rock	18.3% 	269
Hand Garden Tools	13.6% 	200
Insect or Fungus Control Products	12.7% 	187
Landscaping	11.6% 	171
Indoor Garden Supplies	5.8% 	86
Lawn Mower (Riding)	4.6% 	68
Lawn Seed, Turf or Sod	10.3% 	152
Leaf Blower	4.2% 	62
Outdoor Fireplace or Fire Pit	5.6% 	83
Outdoor Furniture	9.3% 	137

Value	Percent	Responses
Outdoor Garden Flags	7.6%	112
Outdoor Grill	6.9%	101
Patio Cover, Awning or Canopy	3.0%	44
Patio Furniture	7.5%	110
Propane	18.5%	273
Shrubbery or Trees	10.5%	154
Stone (Cast, Crushed or Natural)	3.9%	58
Storage Shed	4.5%	66
None of the above / Does not apply	27.8%	410
Agricultural Services	1.8%	26
Farm Equipment	2.8%	41
Fountains	2.4%	36
Gate	1.8%	26
Gazebo	1.1%	16
Greenhouse	2.8%	41
Insects (Bees or Other Beneficial Species)	1.2%	17
Lawn Mower (Push)	2.9%	43
Outdoor Infrared Heater or Fireplace	1.2%	18
Outdoor Entertainment Center	1.0%	14
Outdoor Kitchen Equipment	1.2%	18
Outdoor Smoker	1.9%	28

Value	Percent	Responses
Patio Heater		1.5% 22
Pole Shed		0.8% 12
Portable Outdoor Heater		1.0% 14
Power Garden Tools		2.6% 38
Rototiller		0.6% 9
Screen Porch		2.3% 34
Snow Blower		0.3% 4
Tractor		0.6% 9

70. 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	36.8% 	542
Book Hotel Room	49.4% 	727
Book Local Lodging for Guests	4.1% 	61
Business Travel	5.9% 	87
Buy Luggage	3.1% 	45
Buy Travel Tickets	14.7% 	216
Gamble at a Casino	9.6% 	142
Hotel or Resort Stay	31.7% 	467

Value	Percent	Responses
International Travel	8.8%	130
Play Bingo	4.1%	61
Rent a Car	14.8%	218
Stay at a Casino	3.5%	51
Stay at an RV Park	5.0%	74
Take a Cruise	10.9%	160
Train Trip	7.5%	110
Travel Packages	6.2%	91
Use a Travel Agent or Agency	5.5%	81
Vacation Inside Home State	19.7%	290
Vacation Outside Home State (within the Continental US)	29.6%	436
None of the above / Does not apply	28.2%	415
Charter a Boat	0.9%	13
Chartered Fishing Trip	1.6%	24
Golf Vacation	1.7%	25
Rent RV	1.4%	20
Ski Resort Stay	1.6%	23
Spa Resort	2.2%	32

71. 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.)

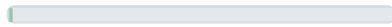
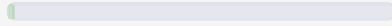
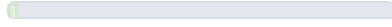
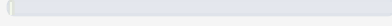
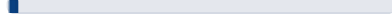
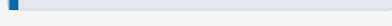
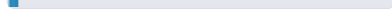
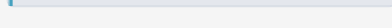
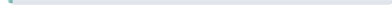
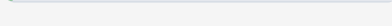
Value	Percent	Responses
Bird Seed	20.9%	308
Cat Food	31.8%	468
Dog Food	42.8%	631
Fish Food	5.7%	84
Specialized Pet Food	5.0%	74
Other Pet Food	6.4%	94
Pet Accessories	18.0%	265
Pet Clothing	6.4%	94
Pet Toys	24.6%	362
Fish Supplies	3.3%	49
Annual Pet Vaccinations	40.7%	600
Annual Pet Checkups	37.5%	553
Adopt or Rescue a Pet	6.4%	95
Purchase Pet Medication	15.5%	228
Board a Pet Overnight	7.7%	114
Pet Dental Care	5.1%	75

Value	Percent	Responses
Pet Grooming Services	14.8%	218
Pet Sitting Services	4.5%	66
None of the above / Does not apply	31.9%	470
Pet Enclosure	1.2%	17
Aquarium or Tank	1.5%	22
Disease Diagnosis	1.8%	27
Pet Travel Cage	1.4%	21
Pet Travel Accessories	0.9%	13
Cremation or Burial Services	1.2%	17
Purchase a Pet	2.0%	29
Pet Tracking Device	2.0%	29
Animal Training Classes	2.6%	39
THC Based Pet Supplements	1.5%	22
Anti Anxiety or Stress Pet Medication for Holidays	2.5%	37


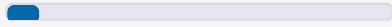
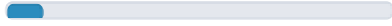
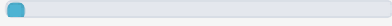
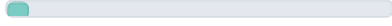
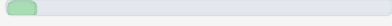
72. Which of the following do you or anyone in your household plan for your home in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Add or Replace Deck	6.6%	97
Add a Fence or Wall Structure	8.8%	130
Remodel Kitchen	6.0%	89

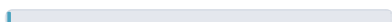
Value	Percent	Responses
Remodel Bathroom	9.7%	143
Build a Storage Shed	4.7%	69
General Remodeling	9.6%	142
Replace Carpet	5.4%	80
Replace Flooring	10.9%	161
Replace Windows	5.0%	73
None of the above / Does not apply	56.7%	835
Add a Room		2.8% 41
Add a Home Office		2.1% 31
Remodel Closet		1.6% 23
Cabinet Refacing or Resurfacing		2.5% 37
Refinish Bathtub		1.4% 21
Install a Glass Shower		2.4% 35
Remodel or Finish Basement Living Area		1.7% 25
Replace Garage Door		1.5% 22
Build a Garage		1.8% 26
Build Out-Building		2.2% 33
Have Furniture Restored		1.9% 28
Add a Swimming Pool		1.3% 19
Switch from Electric to Gas		0.3% 4
Install "Aging In Place" Products		1.2% 17

Value	Percent	Responses
Install a Solar Energy System		1.4% 20
Install Security or Monitoring System		1.8% 27
Resurface or Build New Driveway		2.9% 43
Stone or Marble Work (Bathroom or Kitchen)		2.1% 31
Sealcoating		2.9% 43
Asphalt Repair		2.6% 39
Asphalt Resurfacing		2.6% 39
Residential Paving		1.3% 19
Build a "Tiny House"		1.3% 19
Install Handicap Accessible Addition		0.9% 13

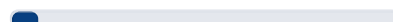
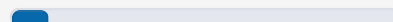
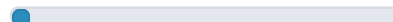
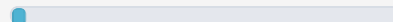
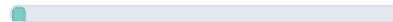
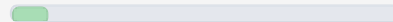
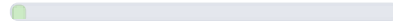
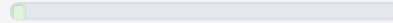
73. Which of the following BUILDING SUPPLIES or PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 12 MONTHS for your home? (Check all that apply.)

Value	Percent	Responses
Ceramic Tile	6.6% 	97
Decking	8.8% 	130
Doors (Exterior)	10.0% 	147
Doors (Interior)	4.5% 	67
Electrical Supplies	5.7% 	84
Fencing	7.5% 	110

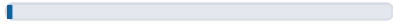
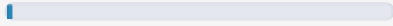
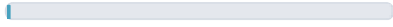
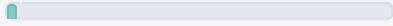
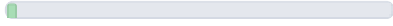
Value	Percent	Responses
Generator	3.6%	53
Hand Tools	9.4%	139
Hardwood Products	4.3%	64
Home Security Doorbell Camera	5.4%	79
Kitchen Cabinets	5.0%	74
Lighting and Fixtures	9.0%	132
Lumber	11.9%	176
Molding	4.3%	63
Paint (Exterior)	11.1%	164
Paint (Interior)	25.3%	372
Plywood	6.6%	97
Plumbing Supplies	7.0%	103
Power Tools	4.6%	68
Rain Gutters	4.3%	63
Roofing (Other)	3.1%	46
Windows	6.5%	96
None of the above / Does not apply	45.6%	672
Furnace	1.4%	21

Value	Percent	Responses
Mill Work		0.9% 13
Roofing (Composition)		2.2% 32
Security Door		1.1% 16
Security Locks		2.0% 30
Siding		2.5% 37
Water Softener System or Supplies		2.4% 35
Wood Stove or Fireplace		1.8% 27
Window Guards		0.4% 6

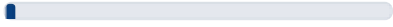
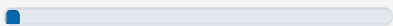
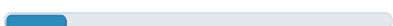
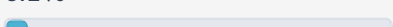

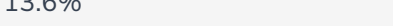

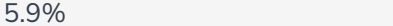

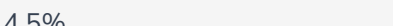
74. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 12 MONTHS? (Check all that apply.) Part 1 of 2.

Value	Percent	Responses
Air Conditioning Repair	7.2% 	106
Air Duct Cleaning	9.8% 	145
Appliance Repair	5.2% 	77
Blinds Cleaning	3.9% 	57
Carpenter or Woodworking	4.3% 	63
Carpet Cleaning	9.6% 	142
Chimney Cleaning & Repair	4.0% 	59
Drywall Installation or Repair	3.9% 	58

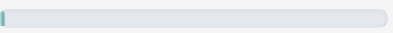
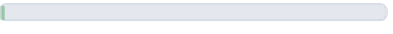
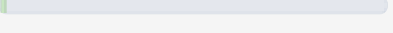
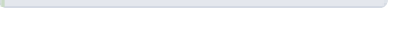
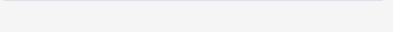

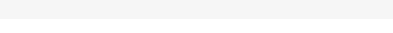
Value	Percent	Responses
Electrical Repair	5.4%	80
Flooring - Laminate (Installation or Repair)	5.4%	80
Flooring - Wood (Installation or Repair)	4.3%	63
Flooring - Other (Installation or Repair)	4.1%	60
Furnace Cleaning	4.2%	62
Gardening Services	3.2%	47
Gutter Installation or Repair	3.1%	46
Handyman Services	16.3%	240
Home Repair	7.4%	109
None of the above / Does not apply	47.8%	704
Alternative Energy Systems Installation	1.2%	17
Alternative Energy Systems (Service or Repair)	1.0%	14
Concrete Repair	2.9%	43
Excavation & Wrecking	0.3%	4
Fire & Water Damage Restoration	0.4%	6
Flooring - Ceramic Tile (Installation or Repair)	2.6%	39
Flooring - Linoleum (Installation or Repair)	2.4%	36
Foundation Repair	2.0%	29
Furnace Repair	2.0%	30
Furniture Reupholster	1.6%	23

Value	Percent	Responses
Heating Repair		2.4% 36
Home Computer Repair		1.7% 25
Home Electronics Repair		0.7% 11
Home Heating Oil or Fuel Service		2.5% 37
Home Remodel		2.6% 39

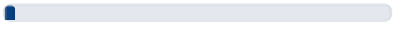
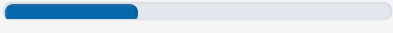
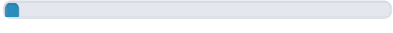
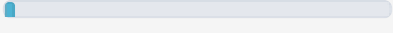
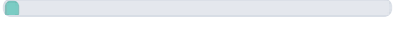
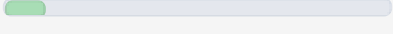
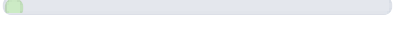
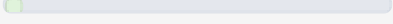
75. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 12 MONTHS? (Check all that apply.) Part 2 of 2.

Value	Percent	Responses
Black Top Contractors	3.1% 	46
Computer Repair	3.5% 	51
House Cleaning	15.8% 	232
Junk or Yard Waste Removal	6.1% 	90
Landscaping for Home	8.9% 	131
Painting	13.6% 	201
Pest Control	12.6% 	185
Plumbing Repair	5.9% 	87
Pressure Washing	10.3% 	151
Preventative Home Maintenance	4.5% 	67

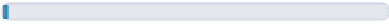
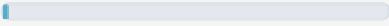
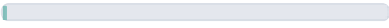
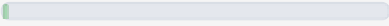
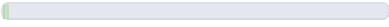
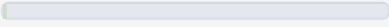
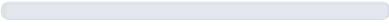
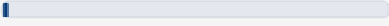
Value	Percent	Responses
Recycle	7.0%	103
Roof Repair	3.1%	45
Sell Scrap Metal	3.0%	44
Septic Tank Cleaning or Repair	4.5%	66
Trash Removal	13.6%	200
Window Installation	3.3%	49
Window Washing	3.9%	58
None of the above / Does not apply	44.3%	652
Home Security Service		1.8% 27
Insulation Installation or Maintenance		1.3% 19
Interior Design		1.6% 23
Mobile Phone Repair		2.2% 32
Mold Inspection or Removal		1.2% 17
Movers		1.8% 27
Party Equipment Rental		0.4% 6
Pool Cleaning		2.2% 32
Security System		2.2% 32
Siding Replacement		1.4% 21
Snow Removal		1.6% 24
Solar Heating or Power System Installation or Repair		1.2% 18
Stucco or Exterior Coating		0.2% 3

Value	Percent	Responses
Tool Rental		1.4% 21
Tornado or Storm Shelter Building or Repair		0.2% 3
Watch or Clock Repair		2.2% 32
Water Well Drilling		0.4% 6
Waterproofing		1.1% 16
Window Tinting for Home		0.4% 6
Yard Equipment Rental		1.3% 19

76. 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.)

Value	Percent	Responses
Air Conditioning (Buy)	3.3% 	49
Batteries (Home or Office)	35.2% 	518
Branded Merchandise	4.2% 	62
Clocks	3.1% 	46
Country or State Flags	4.1% 	60
Curtains or Drapes	11.0% 	162
Emergency Preparedness Kit or Supplies	5.0% 	74
Firewood	4.5% 	66

Value	Percent	Responses
Flooring Tile	4.9%	72
Floral Arrangements	5.2%	76
Hardwood Flooring	3.9%	57
Home Decor or Decorating	11.4%	168
Indoor Flowers	6.0%	89
Laminate Flooring	5.9%	87
Linens (Bathroom)	12.1%	178
Linens (Bedroom)	14.6%	215
Linens (Dining Room or Kitchen)	5.0%	73
Picture Frames	9.6%	141
Remote Home Monitoring Video Camera	3.1%	45
Smoke Alarm or Detector	4.5%	67
Storage Boxes or Tubs	6.7%	99
Window Blinds (Venetian or Mini)	5.3%	78
Window Coverings	4.1%	60
None of the above / Does not apply	40.4%	595
Awning	1.4%	21
Ductless Heat Pumps	0.9%	13

Value	Percent	Responses
Hot Tub or Spa		1.8% 26
Safe		1.6% 23
Sewing Machine		1.4% 20
Shutters		1.8% 26
Signs or Banners		1.9% 28
Solar Water Heater		0.3% 5
Wallpaper		1.1% 16
Water Purification System (Drinking)		1.6% 23

77. Which of the following HOME FURNISHINGS 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
Carpeting	7.5%	110
Furniture (Bedroom)	7.7%	114
Furniture (Dining Room)	4.7%	69
Furniture (Home Office)	3.1%	46
Furniture (Living Room)	14.9%	219
Reclining Chair	6.6%	97
Rugs	9.9%	146
None of the above / Does not apply	61.5%	906
Closet System	2.4%	35
Custom Built Furniture	1.0%	15
Fine Art (Paintings, Pottery, Etc.)	2.6%	38
Furniture (Children's)	2.9%	43
Gas Burning Freestanding Stoves	1.0%	14
Oriental Carpeting	0.7%	10
Reclaimed Wood Furniture	1.1%	16
Reconditioned Furniture	0.9%	13
Rugs (Persian)	0.7%	11
Swimming Pool (Above Ground)	1.1%	16
Swimming Pool (In-Ground)	0.8%	12
Tankless Water Heater	2.1%	31
Water Heater	2.6%	39

78. Which of the following BEDDING or MATTRESS 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
Crib	1.0%	14
Foam Mattress	2.6%	39
Futon	1.2%	18
Innerspring Mattress	3.2%	47
Latex Mattress	0.3%	5
Memory Foam Mattress	5.8%	85
Pillow Top Mattress	5.2%	76
Children's Bed	2.9%	42
Twin Size Bed	2.0%	30
Queen Size Bed	7.5%	110
King Size Bed	6.7%	99
None of the above / Does not apply	76.2%	1,122

79. Which of the following types of ART do you or members of your households plan to purchase in the NEXT 12 MONTHS?

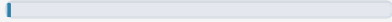
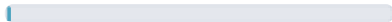
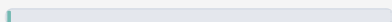
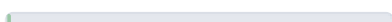
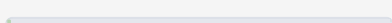

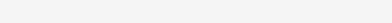

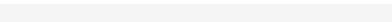
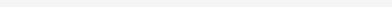
Value	Percent	Responses
Paintings	7.3%	108
Fine Art	3.1%	46
Photographs	9.6%	141
Pottery	5.2%	76
Blown Glass	2.4%	35
Stone Carvings	0.7%	10
Sculpture	2.0%	30
Artistic Wall Decor	6.7%	98
Wood Carvings	2.5%	37
Poster Art	3.0%	44
Religious Art	1.6%	23
Stained Glass	2.9%	43
Ceramics	2.9%	42
Metal Work Art	2.4%	35
Music Memorabilia	2.0%	30
Movie Memorabilia	1.5%	22
None of the above / Does not apply	76.2%	1,122

80. 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.)

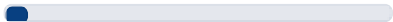
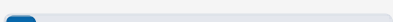

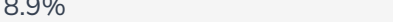

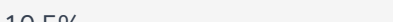

Value	Percent	Responses
Blender	3.7%	55
Coffee or Espresso Machine	8.1%	119
Dishwasher	5.7%	84
Dryer	5.1%	75
Freezer	3.4%	50
Instant Pot	2.2%	32
Microwave	7.3%	108
Oven	4.5%	66
Range	4.4%	65
Refrigerator	8.6%	126
Washer	5.4%	79
Window Air Conditioner	1.2%	18
Vacuum Cleaner	5.9%	87
Vacuum Service or Repair	0.7%	10
None of the above / Does not apply	64.8%	955

81. 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	5.3%	78
Battery	9.9%	146
Floor Mats	5.7%	84
Lights	3.7%	54
Seat Covers	4.7%	69
Tires	18.5%	272
Wiper Blades	28.4%	419
None of the above / Does not apply	48.6%	716
Canopy	0.6%	9
Cargo Trailer	1.0%	14
Child Car Seat	2.5%	37
Grill Guard	0.6%	9
Mirror(s)	1.1%	16
Motorcycle Accessories	1.2%	17
Motorcycle Parts	1.2%	17
Performance Parts	1.3%	19
RV Accessories or Supplies	1.8%	26
Roof Rack	0.7%	11
Running Boards	0.8%	12

Value	Percent	Responses
Spoiler		0.1% 2
Step Bar		0.5% 7
Stereo System (Auto, Car or Truck)		0.9% 13
Tool Box		0.7% 11
Trailer Hitch		1.4% 21
Truck Bed Liner		0.3% 5
Visor		0.2% 3
Wheels or Rims		1.8% 26
Winch		0.5% 8
Window Tinting Equipment (Auto)		1.3% 19

82. 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% 	92
60,000 Mile Service	7.9% 	117
100,000 Mile Service	9.4% 	139
Alignment	8.9% 	131
Auto Detailing	9.2% 	135
Auto Repair (General)	10.5% 	155
Body Work	5.2% 	76

Value	Percent	Responses
Brake Replacement, Adjustment	7.6%	112
Get Car Washed	39.4%	580
Gas or Service Station Services	20.2%	297
Oil Change or Lube	45.2%	666
Preventative Maintenance	17.6%	259
Safety Inspection	15.5%	229
Tire Mounting or Installation	7.3%	108
Tune-Up	11.5%	170
Windshield or Glass Repair	3.7%	55
None of the above / Does not apply	25.1%	369
Auto Warranty Work (Work Covered by Warranty)	2.3%	34
Auto Painting	1.8%	26
DEQ Inspection	1.0%	15
Electrical Repair	0.9%	13
Motor Repair or Replacement	0.9%	13
Motorcycle Repair	0.5%	7
Muffler	1.0%	15
RV Maintenance or Service	1.2%	18
Shocks	2.1%	31

Value	Percent	Responses
Smog Check		0.1% 2
Stereo Installation		1.0% 15
Transmission or Clutch Repair		1.4% 20
Upgrade of Car for Smartphone, Hands-Free Device, etc.		1.0% 14
Upholstery Repair		1.7% 25
Vehicle Air Conditioning Repair		2.1% 31
Vehicle Storage		0.2% 3
Vehicle Towing		0.9% 13
Windshield or Window Tinting		2.2% 32

83. 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	11.5% 	170
CarFax	11.4% 	168
CarGurus.com	5.7% 	84
CarMax.com	11.0% 	162
Cars.com	6.2% 	92
Carvana	7.2% 	106
Craigslist Auto	4.1% 	61

Value	Percent	Responses
Edmunds.com	5.4%	79
Facebook Dealer Page	6.1%	90
KBB.com	6.4%	94
Local Dealer Site	40.9%	602
Other Local Website	7.3%	108
UsedCars.com	3.5%	51
None of the above / Does not apply	42.7%	629
Autoblog.com	0.2%	3
CarandDriver.com	1.4%	21
CarsDirect.com	1.0%	15
eBay Motors	1.6%	24
Local Radio Site	1.0%	15
Local TV Site	2.0%	29
MotorTrend.com	1.3%	19
Rankingsandreviews.com	0.8%	12

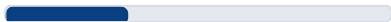
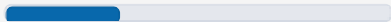
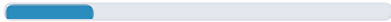
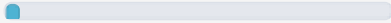

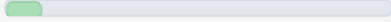
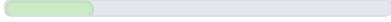
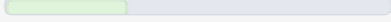
84. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Babysitting	3.5%	52
Bath and Body Products	47.6%	701
Beauty Products	36.0%	530
Cosmetics	41.0%	604
Facial	16.1%	237
Hair Care Products	57.4%	845
Hair Coloring	28.2%	416
Hair Cut	64.4%	948
Hair Removal	5.0%	73
Hair Extensions, Wigs or Weaves	1.9%	28
Manicure	22.5%	331
Massage Therapy	17.1%	252
Pedicure	30.5%	449
Skin Cleaning Products	23.3%	343
Skin Repairing / Conditioning Products	11.0%	162
Tanning Bed or Spray Tan	4.2%	62
Tattoo or Piercing	8.4%	123
None of the above / Does not apply	14.3%	210

85. 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)	37.3%	550
Books (Used)	27.7%	408
Books (Children's)	16.8%	248
Board Games	22.5%	332
Lottery Ticket	35.2%	518
Collectables	6.3%	93
Comics	3.2%	47
Graphic Novels	3.6%	53
Computer Games	8.4%	123
Magazines	19.1%	281
Toys	16.2%	239
Video Console Games	10.7%	157
None of the above / Does not apply	24.9%	367

86. Which of the following ENTERTAINMENT SERVICES do you or someone in your household plan to purchase in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Attend a Concert	32.1% 	473
Attend a Live Performance	29.8% 	439
Attend a Play or a Musical	22.8% 	336
Get Museum Membership	4.4% 	65
Go to a Movie	51.3% 	756
Live Comedy	9.6% 	142
See Live Music	22.7% 	335
None of the above / Does not apply	31.7% 	467

87. 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%	69
Ceramics and Pottery	4.2%	62
Do-It-Yourself (DIY)	26.5%	391
Games or Puzzles	24.4%	360
Beer Brewing Supplies	2.0%	30
Wine Making Supplies	1.2%	18
Jewelry Making Supplies or Beads	7.1%	105
Knitting	6.8%	100
Making Arts and Crafts	16.6%	245
Paper Crafts	5.3%	78
Quilting	5.2%	76
Scrapbooking	4.2%	62
Toy Collecting	1.9%	28
Trains, Plane & Car Model Kits	2.3%	34
None of the above / Does not apply	48.8%	719

88. 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 Online College or University (Full Time)	3.9%	57
Attend Online College or University (Part Time)	4.8%	70
Attend Online Classes at Community College	3.9%	57
Online Continuing Education Courses	4.4%	65
Online Professional Certification or Accreditation Courses	3.1%	45
Arts or Crafts Lessons (Adult)	6.8%	100
Attend a Free Lecture or Seminar	8.9%	131
Attend Paid Online Lecture, Seminar or Special Class	3.3%	49
Yoga, Pilates, or Zumba	9.8%	144
Attend an Online Local Workshop	3.9%	58
Fitness Class	7.9%	116
Music Lessons	3.1%	45
None of the above / Does not apply	59.4%	875
Attend Online Graduate School	1.2%	17
Business School	0.5%	7
Learning Center	0.7%	11
Culinary Education	0.9%	13
Online Language Lessons (Adult)	2.3%	34
Online Music Lessons (Adult)	0.5%	8

Value	Percent	Responses
Sports Lessons (Adult)		0.7% 10
Cooking Lessons (Adult)		2.0% 30
Online Real Estate Classes		0.9% 13
Online Child Education or Tutoring		1.0% 14
Dance Lessons		2.9% 42
Online Music lessons (Child)		0.4% 6
Sports lessons (Child)		2.2% 32
Personal Physical Training		1.2% 18
Online Language Lessons (Child)		0.3% 5
Arts or Crafts Lessons (Child)		1.1% 16
Change Online School		0.2% 3
Attend an Online Religion Based School		0.7% 10
Boxing Class		0.5% 7
Martial Arts Class		1.4% 20
Driving Lessons		1.5% 22

89. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Brushes	13.4%	198
Oil paints	4.5%	66
Acrylic Paints	15.9%	234
Markers	12.8%	188
Specialty Paper	7.9%	116
Fabric Craft Supplies	10.3%	151
Beads	6.3%	93
Art Pencils and Pens	13.7%	202
Scrapbooking Supplies	4.6%	68
None of the above / Does not apply	67.6%	996

90. 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
Clarinet	0.3%	5
Drums	1.3%	19
Flute	0.5%	7
Acoustic Guitar	1.9%	28
Electric Guitar	1.8%	26
Electric Keyboard	0.7%	11
Piano	1.4%	20
Piano (High End)	0.2%	3
Trumpet	0.6%	9
Violin	0.5%	7
None of the above / Does not apply	93.2%	1,373

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

Value	Percent	Responses
Greek	12.7%	187
French	5.8%	85
Asian	32.0%	472

Value	Percent	Responses
German	5.4%	79
American (New)	37.6%	554
Italian	52.0%	766
Cajun or Creole	11.9%	176
Indian	8.7%	128
Chinese	49.6%	730
American (Traditional)	73.9%	1,088
Middle Eastern	3.9%	58
Japanese	29.0%	427
Mexican	68.5%	1,009
Vietnamese	5.3%	78
Southern	35.2%	519
Tex-Mex	17.7%	261
Spanish	7.6%	112
Mediterranean	12.6%	186
None of the above / Does not apply	7.7%	113

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

Value	Percent	Responses
Hot Dogs	32.1%	473
Fish & Chips	22.4%	330
Golf Course Restaurant, Bar or Snack Bar	3.9%	58
Barbeque	42.8%	630
Deli	32.6%	480
Breakfast or Brunch	54.3%	800
Appetizers	42.7%	629
Dessert	31.4%	462
Chicken Wings	32.7%	481
Hamburgers	63.6%	937
Chicken	57.8%	851
Frozen Yogurt	10.3%	152
Live or Raw food	4.8%	70
Tapas or Small Plates	6.1%	90
Theme Restaurants	5.0%	74
Soup	31.7%	467

Value	Percent	Responses
Salad	49.1%	723
Pizza (Dine In)	24.4%	359
Pizza (Delivery)	24.3%	358
Steak	39.9%	588
Juice or Smoothies	12.5%	184
Sandwiches	51.4%	757
Pizza (Carry Out)	56.8%	837
Pizza (Take & Bake)	12.4%	182
Seafood	42.5%	626
Steakhouse	32.6%	480
Sushi	19.7%	290
Vegetarian	5.9%	87
Pho	6.0%	88
None of the above / Does not apply	6.6%	97
Vegan	2.9%	43

93. 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	0.4%	6
Purchase Commercial or Business Property	0.5%	7
Purchase Condominium or Townhouse	0.7%	11
Purchase Manufactured or Modular Home	1.2%	17
Purchase Investment Property	2.0%	29
Purchase Personal Residence	3.8%	56
Purchase Custom Built Home	1.0%	15
Purchase Residential Real Estate at an Auction	0.5%	8
Purchase Land or Agricultural Property	1.9%	28
Purchase Vacation Property	1.0%	14
None of the above / Does not apply	91.2%	1,343

94. Which of the following Real Estate SELLING Plans does your household have in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Sell Home in Senior Housing Community	0.1%	2
Sell Personal Residence	3.5%	52
Sell Vacation Property	0.2%	3
Sell Condominium or Townhouse	0.2%	3
Sell Investment Property	1.4%	21
Sell Land or Agricultural Property	1.1%	16
Sell Commercial or Business Property	0.4%	6
Sell Manufactured or Modular Home	0.3%	5
None of the above / Does not apply	94.0%	1,385

95. 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	3.1%	45
Rent House (Residence)	4.8%	71
Rent Manufactured or Modular Home	1.3%	19
Rent or Lease Commercial Property	0.5%	7
Rent Agricultural Land	0.2%	3
Rent Subsidized Housing	0.4%	6
Rent Condo/Townhouse	2.0%	30
Rent Section 8 Housing	1.2%	17
None of the above / Does not apply	90.2%	1,328

96. 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	2.9%	43
Use a Realtor to Buy Real Estate	3.3%	49
Use a Realtor to Buy and Sell Real Estate	2.2%	33
Plan to Sell Property Myself	1.9%	28
Use a Real Estate Broker	1.6%	24
None of the above / Does not apply	90.2%	1,328

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

Value	Percent	Responses
New Home Loan	3.6%	53
Home Remodel or Renovation Loan	1.6%	23
Business Construction Loan	0.4%	6
Home Construction Loan	1.4%	21
Equity Loan	2.5%	37
Land Loan	0.8%	12
Reverse Mortgage	0.5%	7
Real Estate Loan for existing home	0.7%	10
Refinance Home	1.2%	18
None of the above / Does not apply	90.9%	1,339

98. 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 for your local home search? (Check all that apply.)


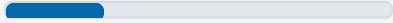
Value	Percent	Responses
Century21.com	9.1%	134
ColdwellBankerHomes.com	7.5%	111
Facebook	6.0%	88
ForSaleByOwner.com	7.9%	117

Value	Percent	Responses
Homes.com	3.3%	48
Local MLS Site	10.0%	147
MLS.com	6.1%	90
RealEstate.com	3.7%	55
Realtor.com	19.1%	282
Redfin	3.8%	56
Remax.com	4.8%	71
Trulia	8.8%	130
Zillow	31.4%	462
None of the above / Does not apply	56.1%	827
Auction.com	1.6%	23
Compass.com	0.3%	4
Craigslist Homes	1.2%	18
Google Real Estate	2.4%	36
HomeFinder	2.7%	40
Movoto.com	0.3%	5
National Real Estate Co. Site	0.7%	11
Nextdoor.com	1.1%	16
Realty.com	2.1%	31


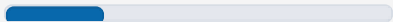
99. If you or a member of your household were to rent a residence in the NEXT 12 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value	Percent	Responses
Apartments.com	9.2%	135
Apartmentguide.com	3.8%	56
Craigslist	3.3%	48
ForRent.com	4.3%	64
HomeFinder.com	3.8%	56
Hotpads.com	0.7%	10
Realtor.com	10.4%	153
Rent.com	4.2%	62
Trulia	5.2%	77
Zillow	21.1%	311
Zumper	0.4%	6
None of the above / Does not apply	70.2%	1,034

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

Value	Percent	Responses
Yes, have a firm or realtor	74.1% 	1,091
No, don't know who to call	25.9% 	382
		Total: 1,473

101. If you or a member of your household were to sell real estate in the local area in the NEXT 12 MONTHS, do you know a firm or realtor to call?

Value	Percent	Responses
Yes, have a firm or realtor	74.4% 	1,096
No, don't know who to call	25.6% 	377
		Total: 1,473

102. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the NEXT 12 MONTHS?
(Check all that apply.)

Value	Percent	Responses
Cigars	4.9%	72
Craft Beer	17.8%	262
Champagne	13.6%	201
Imported Beer	15.1%	223
Premium Hard Alcohol or Spirits	19.0%	280
White Wine	29.5%	434
Red Wine	30.2%	445
Major Brand Cigarettes	7.0%	103
Smokeless Tobacco	3.7%	55
Pipe Tobacco	0.7%	11
Discount Cigarettes	5.5%	81
Discount Hard Alcohol or Spirits	8.7%	128
Domestic Beer	26.5%	390
Electronic Cigarette Supplies	4.1%	61
Alcoholic Cider	9.0%	132
None of the above / Does not apply	37.5%	552

103. Which of the following CANNABIS related products do you or the members of your household plan to purchase in the NEXT 12 MONTHS?
(Check all that apply.)

Value	Percent	Responses
Cannabis Accessories	4.3%	63
Marijuana Delivery	1.3%	19
Cannabis Dry Flower/Bud	4.1%	61
Cannabis Edibles	7.5%	111
Cannabis Tinctures	1.7%	25
Cannabis Vaporizers	1.8%	26
Cannabis Cleaning Tools or Supplies	1.5%	22
Cannabis Concentrates	1.7%	25
Cannabis Pre-Rolls	2.0%	30
Organic Cannabis Products	1.1%	16
Cannabis Oil	3.6%	53
Cannabis Beauty & Skin Care Products	2.3%	34
Cannabis Beverages	0.7%	11
Cannabis Chocolates	2.6%	39
CBD Cannabis	6.0%	88
CBG Cannabis	0.8%	12

Value	Percent	Responses
Recreational Cannabis	4.3%	64
Medical Cannabis	3.8%	56
None of the above / Does not apply	83.6%	1,231

104. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the NEXT MONTH?
(Check all that apply.)

Value	Percent	Responses
Bulk or Discounted Food Items	26.7%	394
Specialty Teas	13.9%	205
Specialty Coffee	27.6%	407
Gourmet Deli Counter Items	19.1%	281
Cookies	42.1%	620
Potato Chips	62.6%	922
Soft Drinks	55.2%	813
Energy Drinks	13.0%	191
Energy Bars	16.8%	247
Cupcakes	17.7%	260
Birthday Cake	24.4%	360

Value	Percent	Responses
Beef Jerky or Meat Sticks	19.4%	286
Candy	44.1%	650
Fruit	67.5%	994
Nuts	54.0%	795
Chocolates	45.3%	668
Ice cream	54.7%	806
Artisan Bread	25.3%	373
Artisan Meats	7.3%	107
Sports Drinks	17.7%	260
Artisan Condiments	5.5%	81
Canned Sauces	40.3%	593
Chicken	81.4%	1,199
Pork	53.6%	790
Beef	64.6%	951
Game Meats	4.0%	59
Fish	50.8%	748
Snack Mixes	26.3%	388

Value	Percent	Responses
Vegetables	66.5%	979
Frozen Entrees	45.8%	675
Meal Kit Prep & Delivery	5.4%	80
Locally Raised Beef, Pork, Poultry	25.3%	372
Locally Grown Fruit and Vegetables	54.9%	808
Locally Produced Honey	31.8%	469
Organic Food	18.3%	270
Pickled Vegetables	16.5%	243
Artisan Cheese	20.9%	308
Alternative "Meat" Products	8.5%	125
Sausage	54.8%	807
Donuts	33.4%	492
Pastries	27.5%	405
Juice	44.9%	661
Olives	33.3%	490
Meal Kits	8.1%	119
Mac and Cheese	41.0%	604
Pizza	62.5%	920

Value	Percent	Responses
Cookie Dough	17.4%	257
Cereal	63.1%	930
Bagged Salad	45.7%	673
None of the above / Does not apply	4.3%	63

105. 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 In-Person Religious or Spiritual Services	44.2%	651
Attend Online Religious or Spiritual Services	19.8%	292
Donate to a Charity	47.5%	699
Donate to a Church	44.1%	649
Donate to Political Party or Government Representative	9.4%	139
Join a new Church	5.2%	76
Volunteer at Church	22.5%	331
Volunteer for Nonprofit Group	18.9%	279
Retire	3.7%	55
Vote in Upcoming Local Elections	39.6%	584

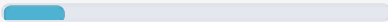
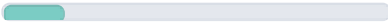
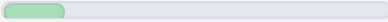
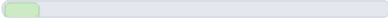
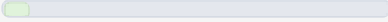
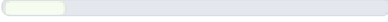
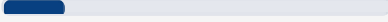
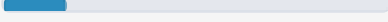
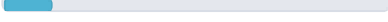
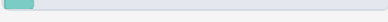
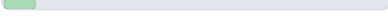
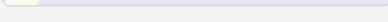
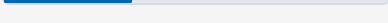
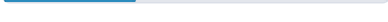
Value	Percent	Responses
Vote in Upcoming State or National Elections	42.7%	629
Purchase Season Tickets for Performing Arts	4.2%	62
Attend a Holiday Themed Performance	20.0%	295
Community Activity	26.0%	383
Support an Organization	16.6%	245
Make a Donation	32.0%	471
Use Photography Services	4.9%	72
Would participate in research study	19.7%	290
Give blood	12.7%	187
Use social services	5.1%	75
Use Government Service	11.7%	172
None of the above / Does not apply	14.1%	208
Find New Local Golf Course	1.0%	14
Join a Golf Course	0.6%	9
Donate Vehicle	0.5%	8
Have a Baby	1.4%	20
Get Married	1.4%	20
Look into Private Schooling for Children	1.0%	14
Register to Vote	2.9%	43
Drug or Alcohol Addiction Treatment	0.6%	9

106. 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
Adventure Sports	5.4%	80
Go Touring on a Bicycle	3.0%	44
Go Mountain Biking	3.1%	45
Go Camping	18.6%	274
Go Hiking	22.3%	328
Go Fishing	25.9%	382
Go Backpacking	4.8%	70
None of the above / Does not apply	54.6%	804

107. Which of the following business categories would you do a Google search to find a business to shop or use if you were planning to buy? (Check all that apply.)

Value	Percent	Responses
Apparel and Accessories	45.7%	673
Arts and Entertainment	26.8%	395
Automotive - (General)	21.9%	323

Value	Percent	Responses
Automotive - (New Vehicle Dealership)	15.6% 	230
Automotive - (Used Vehicle Dealership)	15.9% 	234
Automotive - (Auto Parts store)	15.8% 	232
Automotive - (Auto Repair business)	9.8% 	144
Automotive - (Auto Body shop)	6.5% 	96
Tire Business	16.9% 	249
Beauty and Spa Related Businesses	15.6% 	230
Child Related Businesses	5.5% 	81
Community and State Services	17.0% 	251
Education	13.2% 	195
Employment Related Businesses	7.6% 	112
Event Planning and Services	8.8% 	129
Family Activity Related Businesses	10.5% 	154
Farm Equipment and Agriculture Businesses	6.7% 	98
Financial Services	9.9% 	146
Fitness Businesses or Providers	6.4% 	95
General Retail	34.3% 	505
Grocery / Market	34.8% 	513

Value	Percent	Responses
Home and Garden Related Businesses	21.2%	313
Building Supply/Lumber Business	13.9%	205
Home Service Businesses	8.6%	126
Home Service Contractors	10.5%	155
Hotel and Travel Related Businesses	23.4%	344
Local Services	21.1%	311
Medical Related Businesses - (General)	15.5%	229
Medical Related Businesses - (Chiropractor)	5.6%	82
Medical Related Businesses - (Dentist)	10.7%	157
Medical Related Businesses - (Hospital)	4.6%	68
Nightlife Related Businesses	6.0%	89
Pet / Animal	25.5%	376
Professional Services	12.4%	183
Real Estate Service Businesses	5.4%	80
Recreation Related Businesses	5.3%	78
Restaurant / Bar / Lounge	31.2%	460
Senior Related Businesses	6.2%	92

Value	Percent	Responses
Specialty Food and Drink	14.3%	211
General Retail - Children's Clothing Store	7.9%	117
General Retail - Clothing Accessory Store	14.6%	215
General Retail - Computer Store	9.7%	143
General Retail - Farming and Agriculture Business	4.8%	70
General Retail - Furniture Store	14.0%	206
General Retail - Hardware Store	15.8%	232
General Retail - Home Entertainment Store	6.2%	92
General Retail - Jewelry Store	6.9%	101
General Retail - Major Appliance Store	11.6%	171
General Retail - Men's Clothing Store	14.9%	219
General Retail - Mobile Phone Store	9.2%	135
General Retail - Shoe Store	18.5%	272
General Retail - Women's Clothing Store	24.7%	364
None of the above / Does not apply	20.5%	302
Motorsport Businesses	2.6%	38

108. 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
Consider Leaving Current Job for Better Opportunity	8.3%	122
Start a Business	3.5%	52
Get a New Full Time Job	7.2%	106
Get a New Part Time Job	6.4%	94
Get a Temporary or Seasonal Job	4.3%	64
Use an Employment or Temporary Employment Agency	1.8%	27
Use a Career Counselor	0.5%	7
Get a Second (or Third) Job	4.7%	69
Get First Job after School	0.7%	11
Apply for Unemployment Benefits	1.0%	14
None of the above / Does not apply	77.5%	1,141

109. Are you considering a change or new employment in the NEXT 12 MONTHS?

Value	Percent	Responses
Yes	17.5%	258
No	82.5%	1,215
		Total: 1,473

110. 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
Admin & Clerical	7.3%	108
Customer Service	7.5%	110
Education	3.7%	55
Health Care – non nursing	4.1%	60
Management	3.7%	55
Retail	4.3%	63
None of the above / Does not apply	71.2%	1,049
Accounting	2.2%	32
Agriculture	1.4%	20
Automotive	0.7%	10
Banking & Finance	2.1%	31
Child Care	1.0%	14
Construction	1.6%	23

Value	Percent	Responses
Driver / Transportation		2.5% 37
Engineering		1.0% 14
Executive Level		1.3% 19
Entry Level (New Graduate)		1.0% 15
Government		2.9% 42
Grocery		2.5% 37
Hotel - Hospitality		1.8% 27
Health Care - CNA, RN, LPN, MA		2.2% 33
Manufacturing		1.8% 26
Installation - Maintenance - Repair		0.5% 7
Information Technology		2.3% 34
Insurance		0.6% 9
Legal		0.5% 7
Media		1.8% 26
NonProfit		2.9% 42
Real Estate		1.2% 17
Restaurant - Food Services		1.5% 22
Sales & Marketing		2.3% 34
Skilled Labor - Trades		1.2% 17
Warehouse		1.9% 28

111. 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
AOL Jobs	0.8%	12
CareerBuilder	6.3%	93
Craigslist	2.3%	34
Facebook	7.2%	106
Freejobalert.com	0.5%	8
GlassDoor	4.4%	65
Indeed.com	28.9%	426
Local Agency Site	7.9%	116
Local Business Site	8.1%	119
LinkedIn	18.2%	268
Monster.com	4.9%	72
Payscale.com	0.3%	4
Salary.com	0.7%	10
SimplyHired.com	1.9%	28
SnagAJob.com	1.9%	28
Upwork	0.5%	8
USAjobs.gov	5.5%	81
USAjobs.org	2.3%	34

Value	Percent	Responses
ZipRecruiter	8.1% 	120
None of the above / Does not apply	57.8% 	852

112. Which of the following Digital Media have you used to find information to make a purchase in the last 30 days?

Value	Percent	Responses
Amazon	81.0%	1,178
Facebook	37.3%	542
Facebook (from following a local business)	18.1%	263
Facebook Marketplace	23.3%	339
Google Maps	20.4%	297
Instagram	11.4%	166
LinkedIn	3.6%	52
Nextdoor	5.6%	81
Online article	14.4%	210
Pinterest	10.5%	153
TikTok	8.0%	116
Twitter	3.4%	50
Whatsapp	0.8%	11
Youtube	14.4%	210
Email (direct from local business)	23.4%	341
None of the above / Does not apply	11.8%	172

113. Which of the following Other Media have you used to find information to make a purchase in the last 30 days?

Value	Percent	Responses
Billboard Advertising	5.6%	79
Coupon Book	11.8%	168
Digital Billboard	3.1%	44
Direct Mail	13.0%	185
Email Newsletter	15.2%	215
Local Newspaper	30.6%	434
Local Newspaper website	11.2%	159
Local Publication	9.0%	128
Local Radio Station	12.0%	170
Local TV Station	12.0%	170
Yellow Pages Directory	2.6%	37
None of the above / Does not apply	47.2%	669

114. Which of the following Live TV Streaming Services do you subscribe to?

Value	Percent	Responses
Cable (standard)	37.6% 	533
YouTubeTV	13.1% 	185
Hulu+ Live TV	17.2% 	244
DirecTV Stream	6.6% 	94
fuboTV	1.2% 	17
Sling TV	3.8% 	54
None of the above / Does not apply	38.6% 	547

115. Which of the following Streaming Services do you subscribe to?

Value	Percent	Responses
Amazon Prime Video	57.3%	812
Apple TV+	12.9%	183
Crunchyroll	1.4%	20
Discovery+	12.4%	176
Disney+	29.6%	419
ESPN+	12.6%	178
HBO Max (& HBO)	20.4%	289
Hulu	33.8%	479
Netflix	55.0%	779
Paramount +	23.7%	336
Peacock	22.8%	323
Shudder	0.9%	13
None of the above / Does not apply	24.2%	343

116. 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?


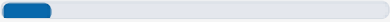
Value	Percent	Responses
Read ads and keep them - using three or more	5.9%	87
Read ads and keep them - using one or two	25.7%	378
Read ads and keep them - without using any	3.9%	57
Read ads but throw away without using any	27.2%	400
Throw ads away unread	32.4%	477
Do not receive direct mail or advertisements at home or PO Box	5.0%	74

Total: 1,473


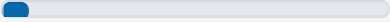
117. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	44 3.0%	246 16.7%	487 33.1%	56 3.8%	163 11.1%	285 19.4%	191 13.0%	1,472
County election Count Row %	50 3.4%	216 14.7%	507 34.4%	63 4.3%	160 10.9%	278 18.9%	199 13.5%	1,473
State election Count Row %	35 2.4%	328 22.3%	369 25.1%	52 3.5%	192 13.0%	307 20.8%	190 12.9%	1,473
Total Total Responses								1473

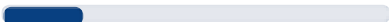
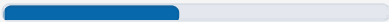

118. Did you vote in the last local / county / state election?

Value	Percent	Responses
Yes	87.0% 	1,281
No	13.0% 	192
		Total: 1,473

119. Did you vote in the last presidential election?

Value	Percent	Responses
Yes	92.7% 	1,365
No	7.3% 	108
		Total: 1,473

120. 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	20.8% 	306
No	46.2% 	681
Does not apply	33.0% 	486
		Total: 1,473

121. 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.	45.0%	138
Business Logo Apparel	30.3%	93
Computer Hardware	23.5%	72
Networking Hardware or Software	14.3%	44
Office Cleaning Supplies	29.6%	91
Office Copier	10.1%	31
Office Furniture, Fixtures or Interiors	15.3%	47
Office Printer	19.5%	60
Office Supplies	56.0%	172
Promotional Items	24.4%	75
Security System for Business	6.2%	19
Telephone Systems	8.8%	27
Uniforms or Work Clothing	15.6%	48
None of the above/Does not apply	17.3%	53

122. Which of the following BUSINESS SERVICES do you, your household, or your company plan to use or shop for in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Business Accounting or CPA	37.8%	116
Business Advertising	16.9%	52
Business Financial Consulting	3.3%	10
Business Bottled Water Delivery	5.5%	17
Business Cellular Phone Service	17.3%	53
Business Computer Consulting	7.2%	22
Business Internet Service Provider	16.0%	49
Business Legal Services or Attorney	6.2%	19
Business Marketing Services	7.2%	22
Business Social Media Marketing	11.7%	36
Business Meetings or Conventions	6.2%	19
Business Payroll Services	8.5%	26
Business Printing Services	14.3%	44
Business Sign Company Services	8.1%	25
Business Online Meetings	9.1%	28
None of the above / Does not apply	38.8%	119
Business Advisory Services	2.3%	7
Business Construction Contractor	1.6%	5

Value	Percent	Responses
Business Employment Agency		2.6% 8
Business Moving or Storage		2.9% 9
Business Realty Services		2.3% 7
Business Recruitment		2.9% 9
Business Security Services		2.0% 6
Business Staffing or Temp Services		2.9% 9
Selling Small Business		1.3% 4
Business Bankruptcy		0.3% 1
Business Travel Agency		1.0% 3
Business General Broadcast Media Service		2.0% 6
Business Television Media Service		1.0% 3
Coworking Space		1.3% 4

123. 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	3.6%	11
Buy New Office	1.6%	5
Add New Locations	3.6%	11
Have Employees Work From Home	3.9%	12
Renovate Existing Facilities	6.5%	20
Reduce Office Space	2.0%	6
Construct New Facilities	3.6%	11
Buy or Rent Industrial Space	1.0%	3
Buy or Rent Warehouse Space	2.0%	6
Install New Commercial Carpeting	1.0%	3
None of the above / Does not apply	80.1%	246

124. Which of the following BUSINESS AUTOMOTIVE PURCHASING PLANS does your company have in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Purchase New Business Automobiles	2.6%	8
Purchase Used Business Automobiles	1.3%	4
Purchase New Business Trucks	2.3%	7
Purchase Used Business Trucks	1.3%	4
Lease New Business Automobiles	2.3%	7
Lease New Business Trucks	0.7%	2
Purchase New Business Delivery Vehicles	0.3%	1
Purchase Used Business Delivery Vehicles	1.0%	3
Purchase New Heavy Duty or Commercial Business Trucks	2.9%	9
Purchase Used Heavy Duty or Commercial Business Trucks	1.6%	5
None of the above / Does not apply	89.2%	273

125. Which of the following EMPLOYEE BENEFIT AND INSURANCE PROGRAMS does your company plan to START OR CHANGE in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Business Insurance	5.9%	18
Business Health Insurance	5.2%	16
Business Dental Insurance	3.9%	12
Business 401K or Retirement Program	5.9%	18
Business "Key Man" Insurance	2.0%	6
Business Property Insurance	4.2%	13
Business Commercial Insurance	3.6%	11
None of the above / Does not apply	83.3%	255

126. Which age brackets do you fall into?

Value	Percent	Responses
18 - 19	0.3%	4
20 - 24	1.1%	16
25 - 30	3.0%	44
31 - 34	3.1%	46
35 - 40	6.5%	96
41 - 45	6.9%	102
46 - 49	4.5%	66
50 - 54	8.8%	129
55 - 60	12.1%	178
61 - 69	27.4%	404
70 or older	26.3%	388
		Total: 1,473

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

Value	Percent	Responses
Metro / Urban	4.1%	61
Small/Mid-Size Town	37.7%	555
Suburban	13.7%	202
Rural	39.6%	583
Vacation community	3.5%	52
Other	1.4%	20
Total: 1,473		

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

Value	Percent	Responses
Grade School (8th Grade or Less)	0.3%	4
Some High School (Not Graduate)	1.0%	15
High School Graduate (12th grade)	12.6%	185
Vocational or Technical Training	5.3%	78
Some College	22.9%	337
College Graduate	29.3%	430
Some Post-Graduate Study (No Advanced Degree)	7.2%	106
Post-Graduate Degree	21.4%	314
		Total: 1,469

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

Value	Percent	Responses
Under \$20,000	7.2%	102
\$20,000 - \$24,999	5.3%	76
\$25,000 - \$29,999	5.3%	75
\$30,000 - \$34,999	4.9%	70
\$35,000 - \$39,999	5.0%	71
\$40,000 - \$44,999	4.9%	70
\$45,000 - \$49,999	6.2%	88
\$50,000 - \$74,999	19.4%	276
\$75,000 - \$99,999	16.3%	233
\$100,000 - \$124,999	10.2%	146
\$125,000 - \$149,999	6.7%	95
\$150,000 - \$200,000	5.7%	81
Over \$200,000	3.0%	43
		Total: 1,426

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

Value	Percent	Responses
American Indian, Eskimo or Alaska native	0.6%	9
Black or African-American	5.9%	86
Asian	0.2%	3
White or Caucasian	86.5%	1,270
Hispanic	0.9%	13
Other	0.7%	11
Prefer not to answer	5.2%	77
		Total: 1,469

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

Value	Percent	Responses
Single Family Home	84.1%	1,236
Apartment	6.9%	101
Condominium	2.1%	31
Mobile Home	4.5%	66
Other	2.4%	35
		Total: 1,469

132. 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	80.8%	1,184
Rented	14.2%	208
Occupied Without Payment of Rent	2.1%	31
Other	2.9%	43

Total: 1,466