

Pulse of America

National Report – Q3 & Q4 - 2013

Question 1-2 are qualifiers and are not displayed

3. Please evaluate local businesses on the following criteria, on a scale of 1 to 5 with 5 being excellent and 1 being very poor:

	1 - Very poor	2	3 - Neutral	4	5 - Excellent	6 - Don't know	Responses
Quality of service	0.7% 25	3.0% 113	17.7% 660	38.1% 1419	38.1% 1419	2.3% 87	3723
Selection	1.7% 64	8.3% 309	23.1% 861	37.6% 1401	26.7% 995	2.5% 93	3723
Competitive pricing	2.6% 96	10.1% 376	27.9% 1037	35.0% 1304	21.8% 810	2.7% 100	3723
Employee knowledge	2.3% 85	8.2% 306	24.9% 928	34.2% 1272	26.9% 1000	3.5% 132	3723
Business hours	1.0% 39	5.4% 200	17.7% 657	35.2% 1312	37.7% 1404	3.0% 110	3722

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

Value	Count	Percent
Yes	3548	95.3%
No	174	4.7%

Statistics	
Total Responses	3,722

5. Including yourself, how many people in your household read this local newspaper?

Value	Count	Percent
0 - do not read	147	4.0%
1	1307	35.1%
2	1881	50.5%
3	289	7.8%
4	76	2.0%
5 or more	23	0.6%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
NATIONAL DAILY newspaper	639	17.2%
LOCAL DAILY newspaper	3253	87.4%
LOCAL PAID WEEKLY COMMUNITY newspaper	668	18.0%
LOCAL FREE WEEKLY (a shopper or newspaper)	1804	48.5%
LOCAL ALTERNATIVE publication	424	11.4%
LOCAL SPECIALTY PUBLICATION	456	12.3%
LOCAL BUSINESS publication	478	12.9%
LOCAL ETHNIC publication	59	1.6%
LOCAL PARENTING publication	125	3.4%
None of the above	118	3.2%

Statistics	
Total Responses	3,721

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

	Always	Frequently	Occasionally	Never	Responses
Classified ads	27.4% 1009	26.2% 964	37.6% 1387	8.8% 326	3686
Retail store ads	42.1% 1552	36.9% 1361	18.2% 672	2.8% 104	3689
Ad inserts	38.9% 1431	33.4% 1229	22.8% 839	4.8% 178	3677
Real Estate ads	7.8% 283	14.1% 510	51.1% 1847	27.0% 974	3614

Automotive ads	5.9% 213	12.5% 450	50.4% 1814	31.1% 1119	3596
Content focused special sections (home improvement, medical, back to school, etc.)	20.1% 737	37.4% 1372	34.8% 1277	7.6% 279	3665

8. If you or any member of your household placed a classified ad in a local print publication in the last 12 months, what was the response to the ad?

Value	Count	Percent
Excellent (sold item or service advertised)	266	7.2%
Satisfactory (received many calls)	298	8.0%
Poor (received very few calls)	195	5.2%
Does not apply	2963	79.6%

Statistics	
Total Responses	3,722

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

Value	Count	Percent
Auto Detailing	342	9.2%
Auto Glass Service	205	5.5%
Auto Oil Change/Lube	2479	66.6%
Auto Parts Store	1405	37.7%
Auto Repair Shop	1015	27.3%

Auto Salvage Yard	250	6.7%
Battery Store	221	5.9%
Body Shop	146	3.9%
Car Stereo Store	88	2.4%
Car Wash	2433	65.4%
Gas & Service Station	3006	80.7%
Industrial/Heavy Truck Dealer New or Used	16	0.4%
Industrial/Heavy Truck Repair/Service	25	0.7%
Motor Sport Dealer (ATV's, jet skis, Go-karts, etc.)	71	1.9%
Motorcycle Dealer	116	3.1%
Motorcycle Repair	79	2.1%
New Vehicle Dealer	447	12.0%
Used Vehicle Dealer	473	12.7%
Parking Garage/Service Business	260	7.0%
Recreation Vehicle (RV) Dealer	144	3.9%
Stereo Installation	56	1.5%
Smog Check Station	237	6.4%
Tire Store	1217	32.7%
Towing Service	98	2.6%
Windshield Installation and Repair	293	7.9%
Window tinting	134	3.6%
None of the above	198	5.3%

Statistics

Total Responses	3,723
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10. Which of the following SPECIALTY FOOD BUSINESSES do you or the members of your household plan to shop, frequent or purchase from in the NEXT 12 MONTHS? (Check all that apply)

Value	Count	Percent
Bagel Store	761	20.5%
Bakery	1891	50.8%
Beer Store	860	23.1%
Brewery & Brew Pub	784	21.1%
Candy Store	596	16.0%
Cheese Shop	437	11.7%
Chocolate Shops	458	12.3%
Coffee & Tea	1126	30.3%
Coffee/Espresso Shop	1216	32.7%
Espresso Cart/Stand	313	8.4%
Cookie Store	262	7.0%
Convenience Store	2492	67.0%
Dessert Restaurant	266	7.2%
Do-It Yourself Food	388	10.4%
Donut Shop	1040	27.9%
Food Cart	367	9.9%
Ethnic Food	807	21.7%
Ice Cream - Frozen Yogurt Store	1401	37.6%
Juice Bars & Smoothies	367	9.9%
Liquor Store	1510	40.6%
Spice Shop	220	5.9%
Tea Shop	258	6.9%
Winery	400	10.8%
Wine Shop	657	17.7%
Golf Course' Restaurant, Bar or Snack bar	459	12.3%
None of the above	210	5.6%

Statistics	
Total Responses	3,722

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

Value	Count	Percent
Farmers Market	1225	33.0%
Grocery or Produce Delivery Service	478	12.9%
Major or Regional Chain Grocery Store	3005	81.0%
Food Co-op	392	10.6%
Fruit and Vegetable Store/Stand	818	22.0%
Meat Market or Butcher Shop	886	23.9%
Seafood Market or Fish Monger	323	8.7%
Local or Independent Grocery Store	1870	50.4%
Alternative/Natural Grocery Store	708	19.1%
Specialty Food Store	445	12.0%
Discount Grocery Store	1585	42.7%
None of the above	29	0.8%

Statistics	
Total Responses	3,712

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

Value	Count	Percent
Barber/Barbershop	1503	40.4%
Cosmetics & Beauty Supply	1061	28.5%
Day Spas	357	9.6%
Eyelash Service	65	1.8%
Hair Removal	173	4.7%
Hair - Beauty Salon	2200	59.1%
Makeup Artist	54	1.5%
Massage	884	23.8%
Medical spa	52	1.4%
Nail Salons/Pedicure	1144	30.7%
Piercing	74	2.0%
Skin Care	217	5.8%
Tanning Salon	210	5.6%
Tattoo Parlor	213	5.7%
None of the above	467	12.6%

Statistics	
Total Responses	3,722

13. Which of the following types of ARTS and ENTERTAINMENT BUSINESSES do you or the members of your household plan to visit, shop or use in the NEXT 12 MONTHS? (Check all that apply)

Value	Count	Percent
Arcade	282	7.6%
Art Gallery Event	541	14.5%
Arts & Crafts Show	1285	34.5%
Casino	1101	29.6%
Cinema (Movie Theater)	2521	67.7%
Festival	1224	32.9%
Museum	1118	30.0%
Performing Arts	1106	29.7%
Professional Sports	605	16.3%
Psychics & Astrologers	72	1.9%
Racetrack	266	7.1%
Social Club	250	6.7%
Stadiums & Arenas	732	19.7%
Winery Tour	364	9.8%
None of the above	451	12.1%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Amateur Sports Teams	742	19.9%
Amusement Parks	883	23.7%
Aquariums	599	16.1%
Family Play Center	390	10.5%
Family entertainment	823	22.1%
Go Kart Track	285	7.7%
Horseback Riding	270	7.3%
Parks	2065	55.5%
Playgrounds	994	26.7%
Skating Rinks	364	9.8%
Sports Club	200	5.4%
Summer Camps	228	6.1%
Zoo	950	25.5%
None of the above	947	25.4%

Statistics	
Total Responses	3,723

15. Which of the following FITNESS BUSINESSES or PROVIDERS do you or the members of your household plan on using in the next 12 months? (Check all that apply).

Value	Count	Percent
Gym, Fitness or Health Club	1402	37.7%
Trainer	129	3.5%
Sports Massage	102	2.7%
Boot Camp	71	1.9%
Nutritionist	212	5.7%
Yoga	452	12.1%
Barre Classes	34	0.9%
Dance Studio	193	5.2%
Rock or Wall climbing	106	2.9%
Boxing	42	1.1%
Martial Arts	99	2.7%
Thai Chi	109	2.9%
Swimming Instruction	231	6.2%
CrossFit	79	2.1%
Fitness Instruction	315	8.5%
None of the above	1812	48.7%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Archery Range	151	4.1%
Bait Shop	466	12.5%
Boat Dealer	151	4.1%
Bicycle Shop	536	14.4%
Bike Rental	75	2.0%
Bowling Alley	968	26.0%
Dive Shop	52	1.4%
Fishing Store	613	16.5%
Golf Course	699	18.8%
Golf Driving Range	473	12.7%
Golf Shop	321	8.6%
Gun Range	437	11.7%
Gun Store	616	16.6%
Hiking Store	313	8.4%
Miniature Golf	498	13.4%
Outdoor Gear Store	610	16.4%
Raft & Kayak Store	211	5.7%
Skate Shop	101	2.7%
Ski Shop	223	6.0%
Sporting Goods Store	1180	31.7%
Taxidermist	56	1.5%
Tennis Shop	71	1.9%
None of the above	1110	29.8%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Adult Entertainment	146	3.9%
Bar/Lounge/Pub	1424	38.3%
Dancing/Night Club	451	12.1%
Sports Bar	855	23.0%
Wine Bar	373	10.0%
Comedy Clubs	448	12.0%
Jazz & Blues	299	8.0%
Karaoke	255	6.9%
Music Venue or Concert Hall	971	26.1%
Pool Hall	236	6.3%
None of the above	1461	39.3%

Statistics	
Total Responses	3,722

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

Value	Count	Percent
Boat Charter	132	3.6%
Cards & Stationery (for event)	328	8.8%
Catering	253	6.8%

DJs	137	3.7%
Hotel (for event)	559	15.0%
Invitations/Announcements	246	6.6%
Musician or Band	226	6.1%
Party & Event Planning	194	5.2%
Party Supply	482	13.0%
Photographer	326	8.8%
Personal Chef	33	0.9%
Venue & Event Space	134	3.6%
Videographer	36	1.0%
Wedding/Banquet Facility	125	3.4%
Wedding Planning	73	2.0%
None of the above	2341	62.9%

Statistics

Total Responses	3,722
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19. 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	Count	Percent
Adult Education	654	17.6%
College & University	893	24.0%
Elementary School	394	10.6%
Middle School & High School	506	13.6%
Preschool	166	4.5%
Specialty School	89	2.4%
Art School	102	2.7%
Cooking School	174	4.7%
Cosmetology School	43	1.2%
Dance School	136	3.7%

Driving School	123	3.3%
Language School	52	1.4%
Massage School	29	0.8%
Musical Instruments & Teachers	177	4.8%
Tutoring Center	48	1.3%
Private School (elementary)	48	1.3%
Private School (middle school)	17	0.5%
Private School (high school)	25	0.7%
Private School: K - 12	33	0.9%
Private Tutor	57	1.5%
None of the above	1844	49.5%

Statistics

Total Responses	3,723
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20. Which of the following types of FINANCIAL SERVICE 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	Count	Percent
Bank	2634	70.8%
Credit Union	1385	37.2%
Financial Planner	714	19.2%
Check Cashing/Pay-day Loan	164	4.4%
Wire/Money Transfer	204	5.5%
Stock Broker	315	8.5%
Debt Consolidation	169	4.5%
Credit Repair	147	4.0%
None of the above	428	11.5%

Statistics

Total Responses	3,723
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21. Which of the following types of HEALTH and MEDICAL PRACTITIONERS 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	Count	Percent
Acupuncture	160	4.3%
Allergist (Allergy/Asthma Specialist)	268	7.2%
Audiologist	205	5.5%
Marijuana Provider or Shop	70	1.9%
Cardiovascular/Thoracic Surgeon	72	1.9%
Chiropractor	685	18.4%
Spine Doctor	165	4.4%
Diabetes Specialist	265	7.1%
Counseling & Mental Health	287	7.7%
Dental Service	2296	61.7%
Denture & Implant Specialist	279	7.5%
Cosmetic Dentist	79	2.1%
Oral Surgeon	149	4.0%
Orthodontist	268	7.2%
Cardiologist	410	11.0%
Cosmetic Surgeon	58	1.6%
Dermatologist	640	17.2%
Doctor/General Practitioner	1768	47.5%
Ear Nose & Throat	325	8.7%
Family Practice Doctor	1735	46.6%
Gastroenterologist	322	8.7%
Home Healthcare	65	1.8%
Internal Medicine Doctor	628	16.9%
Laser Eye Surgery	113	3.0%
Medical Spa	48	1.3%
Midwife	15	0.4%
Naturopathic/Holistic	174	4.7%

Neurosurgeon/Brain/Spine Surgeon	144	3.9%
Nutritionist	182	4.9%
Obstetrician and Gynecologist	625	16.8%
Oncologist	166	4.5%
Ophthalmologist	634	17.0%
Optometrist	1159	31.1%
Orthopedist	253	6.8%
Physical Therapy	344	9.2%
Podiatrist	298	8.0%
Psychiatrist	150	4.0%
Physical Health	292	7.8%
Postpartum Doula Service	1	0.0%
Speech Pathologist	33	0.9%
Sports Medicine	108	2.9%
Urologist	266	7.1%
Vascular/Vein Surgeon/Vein & Laser Center	83	2.2%
Walk in Clinic	620	16.7%
Surgical Specialist	171	4.6%
None of the above	175	4.7%

Statistics

Total Responses	3,723
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22. Which of the following types of HEALTH and MEDICAL FACILITIES 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	Count	Percent
Medical Marijuana authorization	109	2.9%
Hearing aid center	300	8.1%
Hospice	33	0.9%
Hospital	466	12.5%
Laboratories & Testing	1063	28.6%
Medical Center	489	13.1%
Medical Clinic	1012	27.2%
Medical Imaging Business	340	9.1%
Medical Spa	42	1.1%
Medical Supplies & Equipment	180	4.8%
Sleep Disorder Clinic	160	4.3%
Substance Abuse Rehabilitation	16	0.4%
Surgical Clinic	109	2.9%
Urgent Care	310	8.3%
Weight Loss Service	206	5.5%
None of the above	1364	36.6%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Regional Airport	1322	35.5%
Bed & Breakfast	386	10.4%
Campground	761	20.4%
Car Rental	810	21.8%
Cruise	409	11.0%
Guest House	84	2.3%
Local Hotel/Motel	417	11.2%
Out of town Hotel/Motel	2021	54.3%
RV Rental	65	1.8%
Ski Resort	197	5.3%
Tour	239	6.4%
Shuttle	278	7.5%
Limo	76	2.0%
Taxis	314	8.4%
Travel Service	321	8.6%
None of the above	922	24.8%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Auction house	219	5.9%
Bottled water delivery	138	3.7%
Church/Mosque/Temple	1474	39.6%
Community Service/Non-Profit	673	18.1%
Courier & Delivery Service	193	5.2%
Dry Cleaning & Laundry	1155	31.0%
Electronics Repair	223	6.0%
Funeral Services, Cemeteries & Cremation	96	2.6%
Garage Rental	37	1.0%
IT Service	159	4.3%
Jewelry Repair	411	11.1%
Mail Store	719	19.3%
Moving Truck Rental	175	4.7%
Moving Trailer Rental	45	1.2%
Music Instrument Rental Shop	67	1.8%
Printing Service	326	8.8%
Recycling Center (Junk Yard)	714	19.2%
Self Storage	274	7.4%
Sewing & Alterations	361	9.7%
Small engine repair	158	4.3%
Shipping Center	452	12.2%
Shoe Repair	325	8.7%
Watch/Clock Repair	336	9.0%
None of the above	740	19.9%

Statistics	
Total Responses	3,721

25. 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	Count	Percent
Air Duct Cleaner	129	3.5%
Alternative Energy Systems Service/Repair	50	1.3%
Appliance Repair Service	239	6.4%
Barn/Specialty Buildings Builder	56	1.5%
Carpenter/Wood Working	215	5.8%
Carpet Installation Contractor	233	6.3%
Concrete Contractor/Repair	141	3.8%
Contractor (General - New Home Builder)	93	2.5%
Drywall Installation Contractor/Repair	108	2.9%
Electrical Repair/Electrician	282	7.6%
Excavation & Wrecking Contractor	25	0.7%
Fire & Water Damage Restoration	21	0.6%
Flooring Installer	241	6.5%
Foundation Contractor	56	1.5%
Garage Door Contractor	147	4.0%
Garage Builder	46	1.2%
Gutter Installation/Repair	158	4.2%
Handyman	624	16.8%
Heating and Air Conditioning/HVAC (service or repair)	526	14.1%
Insulation Installer	74	2.0%
Junk Removal or Hauling	162	4.4%
Kitchen & Bath Remodeler	241	6.5%
Landscape Architect	96	2.6%
Landscaping Service	413	11.1%
Mover	89	2.4%
Painter/Painting Contractor	346	9.3%
Plumber/Plumbing Contractor	402	10.8%

Roofer/Roofing Contractor	204	5.5%
Remodeling Contractor	179	4.8%
Security System Service	117	3.1%
Septic Tank Installer/Repair	114	3.1%
Siding Replacement Contractor	57	1.5%
Stone or Marble Contractor	70	1.9%
Stucco/Exterior Coating Contractor	32	0.9%
Tile Contractor	99	2.7%
Waterproofing Contractor	23	0.6%
Water Well Drilling	19	0.5%
Yard Equipment Repair	146	3.9%
Window Installer	192	5.2%
Solar Heating or Power Contractor	82	2.2%
None of the above	1670	44.9%

Statistics

Total Responses	3,723
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26. Which of the following types of HOME SERVICE BUSINESSES do you or the members of your household plan to shop or use in the NEXT 12 MONTHS? (Check all that apply)

Value	Count	Percent
Awning & Tent Installation	40	1.1%
Bathtub restoration	121	3.3%
Cabinet resurfacing	85	2.3%
Carpet Cleaning Service	604	16.2%
Chimney Cleaning	173	4.7%
Fuel/Oil Heating for Home	340	9.1%
Furnace Cleaning	379	10.2%
Furniture Reupholstery	98	2.6%

Gardeners	234	6.3%
House Cleaning Service	406	10.9%
Home Theater Installer	22	0.6%
Interior Designer	53	1.4%
Keys & Locksmith	199	5.4%
Mold Inspection/Removal	48	1.3%
Pest Control Service	460	12.4%
Pool Cleaner Service	76	2.0%
Pressure Washing	147	4.0%
Shades & Blinds Installer	132	3.6%
Television Service Provider	526	14.1%
Trash Removal	799	21.5%
Tree Services	420	11.3%
Water Treatment Services and Supplies	94	2.5%
Wall Coverings	51	1.4%
Window Washing	240	6.5%
Window Installation	166	4.5%
None of the above	1293	34.7%

Statistics	
Total Responses	3,723

27. Which of the following SENIOR CITIZEN related BUSINESSES do you or members of your household plan to use or looking into using, in the next 12 months? (Check all that apply)

Value	Count	Percent
Life Learning or Senior Adult Education	103	2.8%
Retirement Counselor	40	1.1%
Assisted Living Facility	76	2.1%
Retirement Home	51	1.4%

Nursing Home	72	2.0%
55+ Housing Community	216	5.9%
Senior Center	230	6.3%
Adult Day Care	49	1.4%
Geriatric Specialist	12	0.3%
Caregiver or Respite Relief Provider	84	2.3%
Senior Placement Agency	21	0.6%
None of the above	3039	83.6%

Statistics

Total Responses	3,637
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28. Which of the following CHILD related BUSINESSES do you or members of your household plan to use, or look into using, in the next 12 months? (Check all that apply)

Value	Count	Percent
Child Care or Day Care	255	6.9%
Children's Clothing Store	631	17.0%
Children's Shoe Store	381	10.2%
Party Place	235	6.3%
Children's Entertainment	396	10.6%
Pediatrician	554	14.9%
Pediatric Dentist	370	9.9%
None of the above	2727	73.3%

Statistics

Total Responses	3,723
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29. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to shop or use in the NEXT 12 MONTHS? (Check all that apply)

Value	Count	Percent
Animal Shelter	414	11.1%
Bird Seed Store	311	8.4%
Bird Specialty Store	83	2.2%
Dog and Cat Boutique (clothing and accessories)	141	3.8%
Dog and Cat Spa	82	2.2%
Emergency Care	125	3.4%
Fish/Aquarium Store	171	4.6%
Pet Boarding/Sitting	406	10.9%
Pet Breeder	35	0.9%
Pet Grooming	791	21.3%
Pet Services	270	7.3%
Pet Store	1163	31.3%
Pet Training	81	2.2%
Pet Walker	32	0.9%
Veterinarian	1661	44.6%
None of the above	1318	35.4%

Statistics	
Total Responses	3,721

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

Value	Count	Percent
Apartment	352	9.5%
Home Inspection	125	3.4%
Home Staging	23	0.6%
Manufactured/Modular Home Builder	89	2.4%
Mortgage Broker	162	4.4%
New Home Builder	76	2.0%
Property Management	124	3.3%
Real Estate Appraiser	180	4.8%
Real Estate Agents/Realtor	386	10.4%
Real Estate Brokerage Firm	49	1.3%
Title & Escrow Company	145	3.9%
University Housing	60	1.6%
None of the above	2758	74.1%

Statistics	
Total Responses	3,723

31. Which of the following types of RESTAURANTS have you or the members of your household dined at in the PAST 30 DAYS? (Check all that apply)

Value	Count	Percent
Fast-Food Restaurants	2848	76.5%
Family Style/Casual Dining	2872	77.2%
Buffet	1275	34.3%
Fine Dining	1158	31.1%
Restaurant with lounge/bar	1604	43.1%
None of the above	127	3.4%

Statistics		
Total Responses		3,722

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

Value	Count	Percent
Adult Store/Videos	79	2.1%
Agriculture/Farm Supply	372	10.0%
Art Supply Store	413	11.1%
Art & Craft Store	1100	29.6%
Books, Magazines, Music & Video	1005	27.0%
Battery Store (household/business items)	222	6.0%
Bookstore	1437	38.6%
Cargo Trailer Dealer	25	0.7%
Coin/Stamp Shop	102	2.7%

Comic Book Store	92	2.5%
Computer Store	666	17.9%
Costumes & Rental	114	3.1%
Department Store	2423	65.1%
Discount Store	1880	50.5%
Drug Store/Pharmacy	2417	64.9%
Electronic Store	699	18.8%
Equipment Rental	179	4.8%
Fabric Store	776	20.8%
Florist	681	18.3%
Gift Shop	887	23.8%
Hobby Shop	652	17.5%
Ink Cartridge Store	614	16.5%
Knitting Store	187	5.0%
Mobile Phone Store	970	26.1%
Military Surplus/Survival Store	132	3.6%
Monument/Memorial Company	42	1.1%
Music & DVD Store	572	15.4%
Music Instrument Shop	186	5.0%
Music Store	341	9.2%
Office Equipment & Supply	911	24.5%
Outlet Store	1293	34.7%
Pawn Shop	397	10.7%
Photography Store & Services	238	6.4%
Religious Supplies & Gifts	411	11.0%
Rent-to-Own Store/Home	107	2.9%
Safe Company	19	0.5%
Scrap Metal	192	5.2%
Sewing Center	289	7.8%
Shopping Center	1987	53.4%
Sign Store	50	1.3%
Thrift Store	1735	46.6%
Tobacco Store	306	8.2%
Discount Tobacco Store	273	7.3%
Toy Store	749	20.1%

Trophy/Plaque Store	51	1.4%
Vacuum Store	191	5.1%
Videos & Video Game Rental	437	11.7%
Vinyl Record Store	54	1.5%
Vitamin/Supplement Store	756	20.3%
Wedding Supply Store	71	1.9%
Wholesale/Warehouse/Club Store	1390	37.3%
Yard equipment sales	284	7.6%
None of the above	106	2.9%

Statistics

Total Responses	3,723
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33. Which of the following types of RETAIL HOME PRODUCT BUSINESSES do you or the members of your household plan to shop or use in the NEXT 12 MONTHS? (Check all that apply)

Value	Count	Percent
Antique Store	529	14.2%
Major Appliance Store	385	10.3%
Small Appliance Store	317	8.5%
Art Gallery	192	5.2%
Baby Gear & Furniture	139	3.7%
Bath & Accessories Store	649	17.4%
Building Supplies/Lumber Yard	809	21.7%
Cabinet Store - Kitchen/Bath	128	3.4%
Carpet Store	265	7.1%
Clock Store	69	1.9%
Fireplace/Wood Stove/BBQ Store	187	5.0%
Flooring Store	330	8.9%
Frame Store	138	3.7%

Furniture Store	714	19.2%
Hardware Store	1486	39.9%
Home & Garden	1411	37.9%
Home Decor Store	678	18.2%
Hot Tub or Spa Store	158	4.3%
Kitchen Cabinets Stores	117	3.1%
Lighting Store	213	5.7%
Mattress Store	375	10.1%
Nursery & Gardening Supply	1013	27.2%
Outdoor Furniture Store	280	7.5%
Paint Store	696	18.7%
Rent-to-Own Store	103	2.8%
Rug Store	174	4.7%
Solar Store	80	2.2%
Swimming Pool Store	206	5.5%
Tool Rental Store	136	3.7%
Tool Repair Store	65	1.8%
Tool Store	415	11.2%
Vacuum Cleaner Store	230	6.2%
Wallpaper Store	52	1.4%
Window Store	111	3.0%
None of the above	700	18.8%

Statistics

Total Responses	3,722
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34. Which of the following types of RETAIL APPAREL BUSINESSES do you or the members of your household plan to shop or use in the NEXT 12 MONTHS? (Check all that apply)

Value	Count	Percent
Active Wear Store	1070	28.8%
Bridal Shop	90	2.4%
Clothing Accessories Store	1048	28.2%
Clothing Store - Children's	884	23.8%
Clothing Store - Men's	1629	43.8%
Clothing Store - Women's	2450	65.8%
Cosmetics & Beauty Supply	1141	30.7%
Eyewear & Opticians	1422	38.2%
Jewelry Store	622	16.7%
Leather Goods Store	131	3.5%
Lingerie Store	343	9.2%
Luggage Store	94	2.5%
Maternity Wear Store	36	1.0%
Outdoor Clothing Store	747	20.1%
Personal Shopping	695	18.7%
Shoe Store	1897	51.0%
Sports Wear Store	698	18.8%
Swimwear Store	254	6.8%
Used, Vintage & Consignment	915	24.6%
Watch & Watch Repair Store	254	6.8%
Western Clothing Store	241	6.5%
None of the above	355	9.5%

Statistics	
Total Responses	3,722

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

Value	Count	Percent
Accountant/CPA	1003	26.9%
Architect	40	1.1%
Employment Agency	255	6.9%
Graphic Design	52	1.4%
Internet and SEO Marketing	76	2.0%
Legal Firm or Attorney	524	14.1%
Life Coach	42	1.1%
Private Investigation	18	0.5%
Tax Advisor	590	15.9%
Web Design	79	2.1%
None of the above	1927	51.8%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
New ATV - all terrain vehicle	70	1.9%
New boat	61	1.6%
New Go-kart	12	0.3%
New personal watercraft	20	0.5%
New motorcycle	60	1.6%
New motor trike	15	0.4%

New snowmobile	11	0.3%
Used ATV - all terrain vehicle	86	2.3%
Used boat	102	2.7%
Used Go-kart	20	0.5%
Used personal watercraft	30	0.8%
Used motorcycle	72	1.9%
Used motor trike	6	0.2%
Used snowmobile	29	0.8%
None of the above	3362	90.3%

Statistics

Total Responses	3,723
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37. Which of the following RECREATION VEHICLE purchasing plans does your household have in the next 12 months? (Check all that apply)

Value	Count	Percent
New Class A motor home	21	0.6%
New Class B motor home	14	0.4%
New Class C motor home	12	0.3%
New travel trailer/5th wheel	40	1.1%
New camper shell	18	0.5%
Used Class A motor home	45	1.2%
Used Class B motor home	28	0.8%
Used Class C motor home	29	0.8%
Used travel trailer/5th wheel	84	2.3%
Used camper shell	36	1.0%
None of the above	3488	93.7%

Statistics

Total Responses	3,723
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38. Which of the following VEHICLE PURCHASING plans does your household have in the next 12 months? (Check all that apply)

Value	Count	Percent
New car	307	8.3%
New luxury vehicle - under \$50,000	58	1.6%
New luxury vehicle - \$50,000 - \$75,000	21	0.6%
New luxury vehicle - Over \$75,000	6	0.2%
New mini-van	22	0.6%
New SUV	163	4.4%
New truck	124	3.3%
New hybrid or electric vehicle	41	1.1%
Used car	549	14.8%
Used luxury vehicle - under \$30,000	90	2.4%
Used luxury vehicle - \$30,000 - \$50,000	24	0.6%
Used luxury vehicle - over \$50,000	1	0.0%
Used mini-van	76	2.0%
Used SUV	230	6.2%
Used truck	264	7.1%
Used hybrid or electric vehicle	44	1.2%
Other	40	1.1%
None - does not apply	2370	63.7%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Camera - digital - Point and Shoot	317	8.5%
Camera - digital - SLR	183	4.9%
Camera - digital - Micro Four Thirds (MFT)	20	0.5%
Camera - film	72	1.9%
Camera accessories/supplies	259	7.0%
Computer accessories	704	18.9%
Computer software	528	14.2%
Camcorder	85	2.3%
Blue-ray or HD Disc player	268	7.2%
DVD changer	26	0.7%
DVD recorder	81	2.2%
Portable DVD player	104	2.8%
DVD player	187	5.0%
e-reader (like a Kindle)	261	7.0%
Tablet (like an iPad)	715	19.2%
Personal computer	336	9.0%
Laptop computer	754	20.3%
Home theater	88	2.4%
GPS device (handheld or in vehicle)	171	4.6%
MP3 or IPOD or similar device	173	4.7%
PDA like Blackberry or Palm	16	0.4%
Office equipment	191	5.1%
Printer	244	6.6%
"All in one" printer/scanner/fax machine	360	9.7%
Ink cartridges/printer cartridges	1163	31.3%
Satellite radio	85	2.3%
Satellite system	27	0.7%
Stereo system - home	58	1.6%

TV - Flat-Panel LCD	637	17.1%
TV - Panel Plasma	80	2.2%
TV-DVD combo	61	1.6%
TV - 3D	44	1.2%
Portable and specialty TVs	17	0.5%
TiVo or DVR	54	1.5%
Wi-Fi for home	218	5.9%
Wi-Fi for laptop	109	2.9%
None of the above	996	26.8%

Statistics	
Total Responses	3,721

40. 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	Count	Percent
Smartphone	1349	36.6%
Conventional cellphone	459	12.5%
Prepaid cellphone	384	10.4%
Unlocked cellphone	48	1.3%
None of the above	1759	47.7%

Statistics	
Total Responses	3,685

41. If you or the members of your household plan on purchasing a new Smartphone in the next 12 months, which of the following MOBILE PHONE OPERATING SYSTEM PLATFORMS will you be looking at purchasing? (Check all that apply)

Value	Count	Percent
Android	757	20.3%
BlackBerry	78	2.1%
iOS from Apple	697	18.7%
Windows	226	6.1%
Jolla	8	0.2%
Nokia	83	2.2%
Other	178	4.8%
None - does not apply	2196	59.0%

Statistics	
Total Responses	3,722

42. 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	Count	Percent
Necklaces	706	19.0%
Engagement Rings	81	2.2%
Wedding Rings	122	3.3%
Graduation Rings	75	2.0%
Rings (other)	452	12.1%
Earrings	1124	30.2%

Pendants	258	6.9%
Celtic Jewelry	129	3.5%
Diamond Jewelry	232	6.2%
Silver Jewelry	412	11.1%
Gemstone Jewelry	216	5.8%
Pearl Jewelry	96	2.6%
Men's Jewelry	124	3.3%
Children's Jewelry	166	4.5%
Costume Jewelry	450	12.1%
Designer Jewelry	100	2.7%
Custom designed jewelry	86	2.3%
Crystal figurines	49	1.3%
Jewelry boxes & organizers	115	3.1%
Men's watch (Movado, Rolex and other high end models)	81	2.2%
None of the above	1981	53.2%

Statistics

Total Responses	3,723
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43. Which of the following INSURANCE providers does anyone in your household PLAN TO START USING or CHANGE CURRENT PROVIDER in the next 12 months? (Check all that apply)

Value	Count	Percent
Auto insurance	794	21.3%
Dental insurance	412	11.1%
Disability insurance	83	2.2%
Homeowner insurance	409	11.0%
Life insurance	340	9.1%
Medical (health) insurance	704	18.9%
Medicare	226	6.1%
Pet insurance	81	2.2%

Renter insurance	223	6.0%
None of the above	2224	59.8%

Statistics	
Total Responses	3,722

44. Which of the following MEDICAL SERVICE PROVIDERS do you or any members of your household PLAN TO START USING OR CHANGE CURRENT PROVIDER in the next 12 months? (Check all that apply)

Value	Count	Percent
Audiologist	77	2.1%
Chiropractor	254	6.8%
Counseling & Mental health specialist	129	3.5%
Dentist	881	23.7%
Family Practice	493	13.2%
Geriatric specialist	23	0.6%
Home healthcare	39	1.1%
Hospital	159	4.3%
Medical clinic	231	6.2%
Optometrist	387	10.4%
Pediatric dentist	90	2.4%
Pediatrician	118	3.2%
Primary care provider	571	15.3%
Wellness business	47	1.3%
Weight loss service	131	3.5%
Alternative care provider	68	1.8%
Physical therapy/rehabilitation service provider	98	2.6%
None of the above	2119	56.9%

Statistics	
Total Responses	3,723

45. Which of the following TYPES of LAWYERS do you or any members of your household plan to START USING or CHANGE CURRENT PROVIDER in the next 12 months? (Check all that apply) *

Value	Count	Percent
Accident, Personal Injury & Property Damage	60	1.6%
Bankruptcy	78	2.1%
Banking, Partnership & Business Law	45	1.2%
Child Support	53	1.4%
Criminal Law	26	0.7%
Disability & Social Security	92	2.5%
Divorce & Family Law	88	2.4%
DWI, DUI, OWI, OUI	9	0.2%
Employment Discrimination or Labor Issues	33	0.9%
General Practice	108	2.9%
Intellectual Property	17	0.5%
Malpractice	14	0.4%
Patent, Trademark & Copyright	21	0.6%
Probate	29	0.8%
Real Estate	120	3.2%
Taxation	41	1.1%
Wills, Trusts & Estates	512	13.8%
None of the above	2771	74.4%

Statistics	
Total Responses	3,723

46. 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	Count	Percent
Botox	83	2.2%
Breast augmentation	21	0.6%
Breast implants	19	0.5%
Breast plant removal	4	0.1%
Dermabrasion	63	1.7%
Ear surgery	10	0.3%
Eyelid surgery	42	1.1%
Face-lift	24	0.6%
Forehead lift	4	0.1%
Hair transplant	7	0.2%
Lap band	21	0.6%
Lip augmentation	4	0.1%
Liposuction	21	0.6%
Lasik	57	1.5%
Rhinoplasty (nose job)	5	0.1%
Other	47	1.3%
None - does not apply	3419	91.8%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Composite bonding	52	1.4%
Dental implants	247	6.6%
Dental veneers	60	1.6%
Dentures	229	6.2%
Full mouth reconstruction	34	0.9%
Inlays/onlays	17	0.5%
Smile makeover	42	1.1%
Teeth whitening	331	8.9%
Other	135	3.6%
None - does not apply	2836	76.2%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Elder care related products or services	137	3.7%
Fill medical prescriptions	1769	47.5%
Medical supplies or equipment	338	9.1%
Health related products	535	14.4%

Physical rehabilitation services	121	3.3%
Weight loss products	439	11.8%
Find home for aging parent	64	1.7%
Participate in a medical study	122	3.3%
Stop smoking	255	6.9%
Purchase a hearing aid	116	3.1%
Mobility devices	85	2.3%
Purchase health and wellness supplements	774	20.8%
None of the above	1364	36.7%

Statistics

Total Responses	3,721
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49. Which of the following FUNERAL plans do you or members of your household have in the next 12 months? (Check all that apply)

Value	Count	Percent
Purchase a funeral plot	65	1.8%
Purchase a monument or headstone	61	1.6%
Funeral planning	169	4.5%
Purchase flowers for a funeral	87	2.3%
Cremation services	137	3.7%
None - does not apply	3322	89.3%

Statistics

Total Responses	3,722
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50. Which of the following SERVICE PROVIDERS do you or any members of your household plan to START USING or CHANGE CURRENT PROVIDER in the next 12 months? (Check all that apply)

Value	Count	Percent
Accountant	207	5.6%
Architect	20	0.5%
Bank	517	13.9%
Cellular phone provider	518	13.9%
Computer services	173	4.7%
Credit Union	252	6.8%
Financial planner	130	3.5%
Florist	143	3.8%
Insurance agent	271	7.3%
Interior designer	22	0.6%
Internet service provider	325	8.7%
IT Services & Networking	32	0.9%
Cable service provider	386	10.4%
Satellite service provider	156	4.2%
Phone service provider	271	7.3%
Lawyer	197	5.3%
Mortgage banker	58	1.6%
Mortgage broker	47	1.3%
Notary Public	126	3.4%
Retirement home	9	0.2%
Senior housing	51	1.4%
Switch to Co-op for electricity	14	0.4%
Tax advisor/service	188	5.1%
Wedding planner	22	0.6%
None of the above	2158	58.0%

Statistics		
Total Responses		3,723

51. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to USE, SET UP OR CHANGE CURRENT PROVIDER in the next 12 months? (Check all that apply)

Value	Count	Percent
Open checking account	421	11.3%
Open savings account	395	10.6%
Online banking	895	24.1%
Manage investments (Buy/Sell stocks, bonds, etc.)	354	9.5%
Manage retirement accounts	419	11.3%
Mortgage line of credit	113	3.0%
Financial services	224	6.0%
Safe deposit box rental	205	5.5%
Obtain new Credit Card	213	5.7%
Payday loan or check cashing business	82	2.2%
None of the above	2095	56.3%

Statistics	
Total Responses	3,721

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

Value	Count	Percent
Annuities	141	3.8%
Certificates of Deposit	194	5.2%
City or state bonds	72	1.9%

Collectibles/antiques/art	101	2.7%
Common or preferred stock	252	6.8%
Corporate bonds/debentures	48	1.3%
401k	679	18.2%
Gold/precious metals	131	3.5%
IRA	445	12.0%
Money market funds	232	6.2%
Mutual funds	343	9.2%
Non-US stocks	54	1.5%
Options	28	0.8%
US Savings Bonds	113	3.0%
US Treasury Notes	23	0.6%
None of the above	2364	63.5%

Statistics

Total Responses	3,722
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53. Which of the following do you or anyone in your household plan to BORROW MONEY for in the next 12 months? (Check all that apply)

Value	Count	Percent
Agricultural financing	20	0.5%
Appliances	100	2.7%
Business equipment loans	26	0.7%
Business related borrowing	71	1.9%
Carpeting, furniture	89	2.4%
College expenses	184	4.9%
College tuition	232	6.2%
Crop loans	6	0.2%
Debt consolidation	154	4.1%
Electronics	50	1.3%

Farming equipment loans	13	0.4%
Home repair/remodel	203	5.5%
Legal services	31	0.8%
Medical expenses	96	2.6%
New home	153	4.1%
New vehicle	215	5.8%
Used vehicle	351	9.4%
Vacation/travel	119	3.2%
Wedding	36	1.0%
None of the above/does not apply	2576	69.2%

Statistics

Total Responses	3,723
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54. 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	Count	Percent
Athletic apparel	1229	33.0%
Bike apparel	179	4.8%
Body jewelry	122	3.3%
Bridal	80	2.2%
Coats	1059	28.4%
Cosmetics	1710	45.9%
Lipstick	1221	32.8%
Nail polish	1257	33.8%
Eyewear	1272	34.2%
Formal wear	197	5.3%
Handbags	1131	30.4%
Hats	505	13.6%

Intimate apparel	915	24.6%
Jewelry/accessories	909	24.4%
Watches	381	10.2%
Luggage, bags and travel	235	6.3%
Perfume	885	23.8%
Children's apparel	1002	26.9%
Children's shoes	728	19.6%
Men's apparel	1876	50.4%
Men's pajamas/sleepwear	467	12.5%
Men's shoes	1417	38.1%
Men's underwear	1379	37.0%
Women's apparel	2437	65.5%
Women's pajamas/sleepwear	1157	31.1%
Women's shoes	2144	57.6%
Women's underwear	1885	50.6%
Swimming wear	735	19.7%
Socks	1978	53.1%
Scarves	544	14.6%
Ties	230	6.2%
Uniforms	177	4.8%
Western clothing	202	5.4%
None of the above	285	7.7%

Statistics

Total Responses	3,723
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55. 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	Count	Percent
Sweaters	645	17.3%
Rain coats	211	5.7%
Winter coats	561	15.1%
Swim wear	510	13.7%
Pants	1118	30.0%
T-shirts	1087	29.2%
Dresses	647	17.4%
Underwear	854	22.9%
Pajamas/sleepwear	924	24.8%
Socks	982	26.4%
Party dresses	249	6.7%
Button down shirts	388	10.4%
Slacks	492	13.2%
Shorts	747	20.1%
None of the above	2166	58.2%

Statistics	
Total Responses	3,723

56. 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	Count	Percent
Athletic & Outdoor - men's	1578	42.4%
Boat shoes - men's	134	3.6%
Boots - men's	481	12.9%
Cowboy boots - men's	168	4.5%
Classic & Fashion sneakers - men's	486	13.1%
Loafers & slip-ones - men's	432	11.6%
Lace-ups - men's	392	10.5%
Sandals - men's	436	11.7%
Slippers - men's	421	11.3%
Formal & Tuxedo Footwear - men's	90	2.4%
Work & Safety - men's	368	9.9%
Lace-up sneakers - women's	1162	31.2%
Pumps - women's	550	14.8%
Shoes - women's	1896	50.9%
Sling back Sandals - women's	611	16.4%
Classic & Fashion sneakers - women's	611	16.4%
Slippers - women's	717	19.3%
Work & Safety - women's	175	4.7%
Cowboy boots - women's	204	5.5%
Athletic & Outdoor - women's	1011	27.2%
Loafers & slip-ons - women's	548	14.7%
Shoes - children's	660	17.7%
Slippers - children's	257	6.9%
Athletic & Outdoor Shoes - children's	452	12.1%
Sandals - children's	372	10.0%
Slip-ons - children's	272	7.3%
Dress shoes - children's	267	7.2%
Orthopedic shoes	95	2.6%

Cowboy boots - children's	74	2.0%
None of the above	491	13.2%

Statistics		
Total Responses		3,723

57. 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	Count	Percent
Have clothing altered, mended	623	16.7%
Have clothing dry cleaned	1120	30.1%
Have shoes repaired	462	12.4%
Costume rental or purchase	83	2.2%
None of the above	2209	59.4%

Statistics		
Total Responses		3,722

58. 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	Count	Percent
Archery equipment	186	5.0%
Bowling equipment	109	2.9%
Bicycle/mountain bike - adult	356	9.6%
High end bicycle	57	1.5%
Bicycle tune-up or repair	295	7.9%
Bicycle rental	36	1.0%
Camping/hiking equipment	530	14.2%
Exercise/fitness equipment	411	11.0%
Fishing gear	604	16.2%
Golf clubs or equipment	301	8.1%
Hunting gear	356	9.6%
Ammunition	604	16.2%
Firearms	440	11.8%
Racquet equipment	53	1.4%
Running/jogging equipment	251	6.7%
Scuba/diving/snorkeling equipment	44	1.2%
Skiing/snowboarding equipment	166	4.5%
Soccer equipment	99	2.7%
Sports equipment - children	235	6.3%
Swimming gear	254	6.8%
Trampoline	92	2.5%
Trophies or plaques	27	0.7%
Weight lifting equipment	158	4.2%
None of the above	1732	46.5%

Statistics	
Total Responses	3,723

59. Which of the following SENIOR CITIZEN related PRODUCTS and SERVICES do you or members of your household currently need or plan to buy in the next 12 months? (Check all that apply)

Value	Count	Percent
"Aging in place" products	101	2.8%
Senior travel	234	6.4%
Phones for loss of sight or hearing	43	1.2%
Hearing aids	170	4.7%
New glasses	921	25.2%
Personal Assistant to help with shopping, doctor visits, etc.	36	1.0%
Caregiving Agencies	73	2.0%
Mobility products	91	2.5%
Medical Alert	62	1.7%
GPS unit	85	2.3%
Safety bars in the bathroom	149	4.1%
Have a trust	114	3.1%
retirement investments	158	4.3%
None of the above	2388	65.3%

Statistics	
Total Responses	3,658

60. 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	Count	Percent
Bark dust or mulch	1000	26.9%
Bedding flowers or perennials	1633	43.9%
Chain saw	168	4.5%
Fertilizer	1369	36.8%
Flower pots	1009	27.1%
Fountains	116	3.1%
Garden ornaments	477	12.8%
Gate	99	2.7%
Gazebo	66	1.8%
Gravel/rock	569	15.3%
Hand garden tools	555	14.9%
Landscaping	446	12.0%
Lawn seed or turf/sod	803	21.6%
Outdoor fireplace/fire pit	240	6.5%
Patio heater	65	1.8%
Outdoor infrared heater or fireplace	42	1.1%
Outdoor furniture	354	9.5%
Outdoor grill	364	9.8%
Outdoor smoker	84	2.3%
Outdoor kitchen equipment	54	1.5%
Outdoor entertainment center	34	0.9%
Patio cover/awning/canopy	119	3.2%
Patio furniture	367	9.9%
Pole shed	41	1.1%
Portable outdoor heater	35	0.9%
Power garden tools	142	3.8%
Push lawn mower	179	4.8%

Riding lawn mower	126	3.4%
Rototiller	64	1.7%
Screen porch	81	2.2%
Shrubbery or trees	587	15.8%
Stone - cast/crushed/natural	240	6.5%
Storage shed	218	5.9%
Other	108	2.9%
None of the above	1033	27.8%

Statistics

Total Responses	3,723
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61. Which of the following AGRICULTURE/FARMING products and supplies do you or the members of your household intend to purchase in the past 12 months? (Check all that apply)

Value	Count	Percent
Agricultural/farm supplies/implements (general)	115	3.1%
Animal feed/grain/hay/minerals	276	7.4%
Animal health care products	314	8.4%
ATV products and attachments	51	1.4%
Barn/Pole building	52	1.4%
Blowers	64	1.7%
Building structure (like farm steel structure)	28	0.8%
Carts/utility carriers	49	1.3%
Cement mixers/rollers	18	0.5%
Chippers/shredders	30	0.8%
Diggers/drillers/drivers	26	0.7%
Drainage/irrigation equipment	25	0.7%
Farm tool rental	29	0.8%
Farm equipment rental	32	0.9%

Farm hardware/rope lines/chain/cables/winches	40	1.1%
Farm machinery/tractor attachments and implements	35	0.9%
Farm work clothes	81	2.2%
Fencing/fencing materials/kennels	151	4.1%
Fertilizers/herbicides/pesticides	201	5.4%
Foam markers/sprayer foam markers	6	0.2%
Ground-working equipment	34	0.9%
Grain storage building	10	0.3%
Large farm machinery/yard and barn tractors	17	0.5%
Log splitters/axes/saws/forestry tongs	38	1.0%
Mowers/cutters/clippers	114	3.1%
Pallet forks/forklifts/skid steers	9	0.2%
Pivot	4	0.1%
Planting and seeding equipment	87	2.3%
Plants/plantings/agricultural seed	247	6.6%
Propane/oils/fuels	266	7.1%
Rakes/hay-handling equipment	47	1.3%
Rocks/gravel/sand	169	4.5%
Scoops/shovels	83	2.2%
Sprayers/spreaders	74	2.0%
Straw/bedding materials	98	2.6%
Sweepers/industrial vacuums	10	0.3%
Tree cutters/tree maintenance equipment	73	2.0%
Water tanks/troughs/waterers/buckets	57	1.5%
None of the above	2740	73.6%

Statistics

Total Responses	3,723
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62. 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	Count	Percent
Any pet related products or services	620	16.7%
Bird seed	591	15.9%
Cat food	1129	30.3%
Dog food	1657	44.5%
Fish food	280	7.5%
Specialized pet food	336	9.0%
Other pet food	468	12.6%
Pet accessories	618	16.6%
Pet clothing	180	4.8%
Pet toys	1014	27.2%
Pet enclosure	80	2.2%
Pet door	86	2.3%
Aquarium	75	2.0%
Fish supplies	211	5.7%
Bird house	104	2.8%
Disease diagnosis	81	2.2%
Annual pet vaccinations	1159	31.1%
Annual pet checkups	1055	28.3%
Preventative care	542	14.6%
Pet travel cage	88	2.4%
Pet travel accessories	69	1.9%
Cremation/and or burial services	42	1.1%
Adopt or rescue a pet	183	4.9%
Purchase a pet	104	2.8%
None of the above	1073	28.8%

Statistics	
Total Responses	3,723

**63. 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	Count	Percent
Add a room	84	2.3%
Add a home office	40	1.1%
Add or replace deck	167	4.5%
Remodel kitchen	261	7.0%
Cabinet refacing/resurfacing	165	4.4%
Remodel bathroom	422	11.3%
Bathtub refinishing	115	3.1%
Remodel/finish basement living area	93	2.5%
Replace garage door	99	2.7%
Build a garage	64	1.7%
Build "out" building	67	1.8%
Build a storage shed	131	3.5%
General remodeling	234	6.3%
Put in a Swimming pool	31	0.8%
Switch heating/appliances from gas to electric	14	0.4%
Switch heating/appliances from electric to gas	23	0.6%
Install a stair lift	15	0.4%
Install a solar energy system	91	2.4%
Install security system/video monitoring system	73	2.0%
Stone or Marble work - bathroom or kitchen	88	2.4%
None of the above	2561	68.8%

Statistics	
Total Responses	3,723

64. Which of the following BUILDING SUPPLIES 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	Count	Percent
Caulk	865	23.2%
Ceramic tile	283	7.6%
Circular saw	76	2.0%
Decking	288	7.7%
Doors - exterior	315	8.5%
Doors - interior	225	6.0%
Electrical Supplies	288	7.7%
Fencing	308	8.3%
Generator	114	3.1%
Hand tools	481	12.9%
Hardwood products	195	5.2%
Insulation	226	6.1%
Kitchen cabinets	167	4.5%
Lighting and fixtures	437	11.7%
Lock sets	204	5.5%
Lumber	438	11.8%
Mill work	65	1.8%
Molding	219	5.9%
Paint - exterior	585	15.7%
Paint - interior	1149	30.9%
Paint brushes	842	22.6%
Plywood	277	7.4%
Plumbing Supplies	327	8.8%
Power tools	201	5.4%
Roofing - composition	87	2.3%
Roofing - other	155	4.2%
Siding	112	3.0%

Sheet rock	209	5.6%
Waterproofing	93	2.5%
Water softener system/supplies	166	4.5%
Wet/dry vacuum	109	2.9%
Windows	257	6.9%
Wood stove/fireplace	91	2.4%
None of the above	1541	41.4%

Statistics	
Total Responses	3,723

65. 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)

Value	Count	Percent
Air conditioning (repair)	223	6.0%
Air duct cleaning	234	6.3%
Alternative energy systems installation	69	1.9%
Alternative energy systems (service/repair)	36	1.0%
Appliance repair	214	5.8%
Blinds Cleaning	142	3.8%
Carpenter/wood working	155	4.2%
Carpet cleaning	675	18.1%
Chimney cleaning	168	4.5%
Concrete repair	137	3.7%
Drywall installation/repair	123	3.3%
Electrical repair	179	4.8%
Electrical panel replacement	42	1.1%
Excavation and wrecking	20	0.5%
Fire and water damage restoration	17	0.5%

Flooring - ceramic tile - installation/repair	145	3.9%
Flooring - laminate - installation/repair	124	3.3%
Flooring - linoleum - installation/repair	80	2.2%
Flooring - wood - installation/repair	180	4.8%
Flooring - other - installation/repair	121	3.3%
Foundation repair	74	2.0%
Furnace cleaning	281	7.6%
Furniture reupholster	67	1.8%
Gardener	145	3.9%
Gutter installation/repair	116	3.1%
Handyman services	397	10.7%
Heating repair	90	2.4%
Home computer repair	148	4.0%
Home electronics repair	39	1.1%
Home heating oil/fuel service	105	2.8%
Home repair	190	5.1%
Home remodel	127	3.4%
Home security service	68	1.8%
House cleaning service	192	5.2%
Insulation	105	2.8%
Interior design	42	1.1%
Junk/yard waste hauled/removed from home	181	4.9%
Recycle	422	11.3%
Sell scrap metal	159	4.3%
Landscaping service	200	5.4%
Movers	70	1.9%
Mold inspection/removal	40	1.1%
Painting	456	12.3%
Party equipment rental	20	0.5%
Pest control	278	7.5%
Plumbing repair	174	4.7%
Pool cleaning service	41	1.1%
Pressure washing	120	3.2%
Roof repair	153	4.1%
Security system	82	2.2%

Septic tank cleaning/repair	114	3.1%
Siding replacement	54	1.5%
Snow removal	138	3.7%
Solar heating/power system installation/repair	56	1.5%
Stucco/exterior coating	15	0.4%
Tool rental	59	1.6%
Tornado or storm shelter building/repair	15	0.4%
Trash removal	348	9.4%
Water well drilling	9	0.2%
Waterproofing	34	0.9%
Window installation	165	4.4%
Window tinting for home	27	0.7%
Yard equipment rental	66	1.8%
None of the above	1413	38.0%

Statistics

Total Responses	3,723
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66. 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	Count	Percent
Air conditioning (buy)	169	4.5%
Awning	84	2.3%
Blinds - Venetian or mini (Window)	373	10.0%
Batteries for home or office	769	20.7%
Carpeting	395	10.6%
Oriental carpeting	26	0.7%
Floor tile	267	7.2%
Hardwood flooring	246	6.6%

Rugs - Persian	41	1.1%
Rugs	458	12.3%
Clocks	205	5.5%
Closet system	142	3.8%
Curtains/drapes	483	13.0%
Cutlery/flatware/silverware	204	5.5%
Dishes	342	9.2%
Ductless heat pumps	19	0.5%
Emergency preparedness supplies	153	4.1%
Fire extinguisher	222	6.0%
Fine art - paintings, pottery, etc.	92	2.5%
First aid supplies	349	9.4%
Furniture - bedroom	332	8.9%
Furniture - children's	122	3.3%
Furniture - dining room	157	4.2%
Furniture - living room	445	12.0%
Furniture - home office	126	3.4%
Furnace	55	1.5%
Futon	54	1.5%
Safe - fire	85	2.3%
Safe - gun	116	3.1%
None of the above	1497	40.2%

Statistics

Total Responses	3,723
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67. 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	Count	Percent
Gas burning free standing stoves	43	1.2%
Home decor/decorating	465	12.5%
Hot tub or spa - new	76	2.0%
Hot tub or spa - used	55	1.5%
Indoor sauna	22	0.6%
Indoor flowers	240	6.5%
Floral arrangements	217	5.8%
Linens - bathroom	732	19.7%
Linens - bedroom	977	26.2%
Linens - dining room/kitchen	283	7.6%
Mattress or bed	623	16.7%
Picture frames	448	12.0%
Reclining chair	323	8.7%
Remote home/business monitoring video camera	58	1.6%
Sewing machine	132	3.6%
Signs or banners	49	1.3%
Smoke alarm/detector	187	5.0%
Solar water heaters	52	1.4%
Storage boxes/tubs	241	6.5%
Swimming pool - above ground	39	1.1%
Swimming pool - in ground	28	0.8%
Tankless water heaters	74	2.0%
Wall decor	357	9.6%
Wallpaper	61	1.6%
Water heater	76	2.0%
Water purification system (drinking)	95	2.6%
Window coverings	291	7.8%
Window tinting equipment for home	28	0.8%

Religious supplies and gifts	297	8.0%
None of the above	1438	38.6%

Statistics		
Total Responses	3,723	

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

Value	Count	Percent
Paintings	406	11.0%
Fine art	119	3.2%
Photographs	550	14.9%
Pottery	279	7.6%
Blown glass	136	3.7%
Sculpture	101	2.7%
Other wall decor	558	15.2%
Does not apply	2482	67.4%

Statistics		
Total Responses	3,683	

69. 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	Count	Percent
Refrigerator	388	10.4%
Cook tops	114	3.1%
Wine cellars	23	0.6%

Portable dishwasher	33	0.9%
Dishwashers	247	6.6%
Freezers	194	5.2%
Ranges	216	5.8%
Trash compactors	31	0.8%
Range hoods	97	2.6%
Wall ovens	59	1.6%
Food waste disposers	40	1.1%
Washer	274	7.4%
Dryer	267	7.2%
Blender	174	4.7%
Tea Kettle	151	4.1%
Microwave	316	8.5%
Dehumidifiers	91	2.4%
Window air conditioners	66	1.8%
Kegeator	20	0.5%
Food slicers & meat grinders	74	2.0%
Coffee & Espresso machines	300	8.1%
Spice/coffee grinder	69	1.9%
Juicer	141	3.8%
Vacuum sealers	80	2.2%
Knife sharpeners	85	2.3%
Portable indoor heater	103	2.8%
None of the above	1807	48.5%
Vacuum cleaner	487	13.1%

Statistics

Total Responses

3,723

70. 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	Count	Percent
After-market products	101	2.7%
Battery	310	8.3%
Canopy	21	0.6%
Floor mats	319	8.6%
Grill guard	30	0.8%
Ground effects	13	0.4%
Lights	144	3.9%
Mirror(s)	54	1.5%
Motorcycle parts	76	2.0%
Performance parts	53	1.4%
RV accessories or supplies	95	2.6%
Roof rack (bike, skis, canoe, kayak, etc.)	47	1.3%
Roof rack luggage/equipment container/basket	32	0.9%
Running boards	35	0.9%
Seat covers	228	6.1%
Spoiler	6	0.2%
Step bar	28	0.8%
Stereo system - auto/car/truck	84	2.3%
Tires	867	23.3%
Tool box	56	1.5%
Trailer hitch	79	2.1%
Truck bed liner	35	0.9%
Visor	19	0.5%
Wheels/rims	82	2.2%
Winch	19	0.5%
Wiper blades	1112	29.9%
Window tinting equipment	36	1.0%

Cargo trailer - vehicle hauler	16	0.4%
Cargo trailer - flat	24	0.6%
Cargo trailer - motorcycle	12	0.3%
Cargo trailer - jet ski	5	0.1%
Cargo trailer - box	26	0.7%
None/does not apply	1772	47.6%

Statistics

Total Responses	3,721
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71. Which of the following VEHICLE SERVICES do you or anyone in your household currently need? (Check all that apply)

Value	Count	Percent
30,000 mile service	296	8.0%
60,000 mile service	334	9.0%
100,000 mile service	403	10.8%
Auto detailing	354	9.5%
Auto repair (general)	641	17.2%
Auto warranty work (work covered by warranty)	160	4.3%
Alignment	333	9.0%
Body work	213	5.7%
Brake replacement, adjust	365	9.8%
Car wash	1794	48.2%
DEQ inspection	34	0.9%
Electrical repair	67	1.8%
Electronic upgrade of car for iphone, handsfree, etc.	27	0.7%
Gas/service station services	1132	30.4%
Motor repair or replacement	49	1.3%
Motorcycle repair	44	1.2%
Muffler	72	1.9%

Oil change or lube	1922	51.6%
Painting	86	2.3%
Preventative maintenance	582	15.6%
RV maintenance or service	63	1.7%
Safety inspection	323	8.7%
Shocks	141	3.8%
Smog check	131	3.5%
Stereo installation	52	1.4%
Tire mounting/installation	411	11.0%
Transmission, clutch	63	1.7%
Tune-up	521	14.0%
Upholstery repair	54	1.5%
Use ground transportation (taxi, bus, etc.)	93	2.5%
Use paid parking	198	5.3%
Vehicle air conditioning repair	99	2.7%
Vehicle storage	25	0.7%
Vehicle towing	27	0.7%
Windshield, glass repair	237	6.4%
Windshield, window tinting	68	1.8%
None/does not apply	629	16.9%

Statistics	
Total Responses	3,722

72. Which of the following WEBSITES have you or anyone in your household visited in the past 90 days to look at or find out about AUTOMOBILES FOR SALE? (Check all that apply)

Value	Count	Percent
Local newspaper website	1180	31.7%
Automotive.com	111	3.0%

AutoTrader.com	362	9.7%
CarFacts.com (CarFax)	187	5.0%
CarMax.com	138	3.7%
Cars.com	150	4.0%
CarsDirect.com	37	1.0%
Craigslist.com	899	24.2%
Ebaymotors.com	147	4.0%
Edmunds.com	161	4.3%
Local vehicle dealer website	378	10.2%
MotorTrend.com	33	0.9%
UsedCars.com	146	3.9%
Vehix.com	12	0.3%
Other	203	5.5%
None - does not apply	1887	50.7%

Statistics

Total Responses	3,722
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73. Which of the following PERSONAL CARE SERVICES do you or someone in your household plan to purchase in the next 12 months? (Check all that apply)

Value	Count	Percent
Bath and body products	2384	64.0%
Beauty supplies	1584	42.6%
Cosmetics	1935	52.0%
Dating service	53	1.4%
Baby-sitting	121	3.3%
Facial	372	10.0%
Hair care products	2171	58.3%
Hair coloring	1428	38.4%

Hair cut	2600	69.8%
Hair removal	311	8.4%
Hair extensions/wigs/weaves	82	2.2%
Manicure	846	22.7%
Massage	710	19.1%
Massage therapy	299	8.0%
Pedicure	1014	27.2%
Shaving products	1275	34.3%
Tanning	216	5.8%
Tattoo or piercing	244	6.6%
None/does not apply	340	9.1%

Statistics		
Total Responses		3,723

74. 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	Count	Percent
Books - new	1686	45.3%
Books - used	1452	39.0%
E-Books	1118	30.0%
Books - children's	700	18.8%
Board games	528	14.2%
Lottery ticket	1664	44.7%
Collectibles	345	9.3%
CD's	904	24.3%
Vinyl records	87	2.3%
mp3's - music	458	12.3%
Comics	88	2.4%

Graphic novels	80	2.2%
Computer games	349	9.4%
DVD movies - buy	1029	27.6%
DVD movies - rent	1254	33.7%
DVD movies - children's	381	10.2%
Magazines	1303	35.0%
Parenting publications	79	2.1%
Toys	643	17.3%
Video Game Console - PlayStation 3	102	2.7%
Video Game Console - PlayStation 4	99	2.7%
Video Game Console - Xbox 360	172	4.6%
Video Game Console - Wii U	41	1.1%
Video Game Console - Wii	134	3.6%
Nintendo DS	82	2.2%
PlayStation portable	34	0.9%
Video console games	171	4.6%
Video Game Console - Xbox 1	49	1.3%
None of the above	374	10.1%

Statistics

Total Responses	3,723
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75. Which of the following WEDDING related PLANS, PRODUCTS and SERVICES might you or someone in your household purchase or use the services of in the next 12 months? (Check all that apply)

Value	Count	Percent
Purchase a wedding dress	84	2.3%
Purchase Tuxedos	24	0.6%
Rent Tuxedos	73	2.0%
Purchase bridesmaid dresses	57	1.5%

Rent a hall or event space for wedding or rehearsal	87	2.3%
Hire a musician or band for wedding or wedding party	45	1.2%
Purchase a wedding cake	91	2.5%
Use a wedding planner	21	0.6%
Hire a caterer for wedding or rehearsal dinner	58	1.6%
Use a florist for a wedding	72	1.9%
Rent a chauffeured vehicle	33	0.9%
Go on a honeymoon	81	2.2%
Purchase wedding gifts	253	6.8%
Use a wedding videographer	34	0.9%
None of the above	3344	89.9%

Statistics

Total Responses	3,721
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76. 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	Count	Percent
Gems, Rocks & Minerals	231	6.2%
Ceramics and pottery	235	6.3%
Collectables	288	7.7%
Comic books and related collectables	87	2.3%
Do It Yourself (DIY)	808	21.7%
Games, Puzzles	738	19.8%
Home Brewing	112	3.0%
Jewelry making, beads	361	9.7%
Knitting	402	10.8%
Making Arts and Crafts	595	16.0%
Paper Crafts	256	6.9%
Quilting	308	8.3%

Scrapbooking	386	10.4%
Toy collecting	71	1.9%
Trains, planes, cars, model kits	142	3.8%
None of the above	1633	43.9%

Statistics	
Total Responses	3,723

77. 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	Count	Percent
Airline flight	1856	49.9%
Amtrak/train	470	12.6%
Book hotel room	1746	46.9%
Business travel	328	8.8%
Buy travel tickets	773	20.8%
Buy luggage	214	5.8%
Charter a boat	48	1.3%
Chartered fishing trip	106	2.9%
Eco tourism	56	1.5%
Golf vacation	92	2.5%
Greyhound/bus travel	150	4.0%
Hotel/resort stay	1154	31.0%
International travel	368	9.9%
Ski resort	151	4.1%
Take a cruise	421	11.3%
Travel packages	344	9.2%
Use a travel agent/agency	278	7.5%
Vacation inside home state	711	19.1%
Vacation outside home state	1177	31.6%
Rent RV	81	2.2%
Vehicle rental	558	15.0%

Book local lodging for out of town guests	147	4.0%
Book local lodging for extended stay	39	1.1%
Does not apply	1005	27.0%

Statistics

Total Responses	3,723
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78. 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	Count	Percent
Attend college/University - Full Time	442	11.9%
Attend college/University - Part Time	388	10.4%
Learning center	92	2.5%
Language lessons - adult	109	2.9%
Arts/crafts lessons - adult	244	6.6%
Music lessons - adult	121	3.3%
Sports lessons - adult	77	2.1%
Cooking lessons - adult	172	4.6%
Culinary school	32	0.9%
Trade school	74	2.0%
Attend lecture/seminar/special class	366	9.8%
Camp - summer - child	147	4.0%
Child education (tutoring, etc.)	63	1.7%
Dance lessons - child	118	3.2%
Music lessons - child	135	3.6%
Sports lessons - child	202	5.4%
Language lessons - child	29	0.8%
Arts/crafts lessons - child	81	2.2%
None of the above	2175	58.4%

Statistics

Total Responses	3,723
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79. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the next 12 months?

Value	Count	Percent
Brushes	483	13.2%
Water colors	245	6.7%
Oil paints	172	4.7%
Acrylic paints	347	9.5%
Markers	552	15.1%
Specialty paper	425	11.6%
Yarn	586	16.0%
Fabric craft supplies	512	14.0%
Easel	65	1.8%
Canvas	215	5.9%
Adhesives	330	9.0%
Glass art supplies	94	2.6%
Jewelry making supplies	307	8.4%
Wood craft supplies	193	5.3%
Beads	342	9.3%
Art pencils and pens	470	12.8%
Scrapbooking supplies	390	10.6%
Other	246	6.7%
None of the above	1906	52.0%

Statistics	
Total Responses	3,666

80. 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	Count	Percent
Bass Guitar	44	1.2%
Clarinet	22	0.6%
DJ Equipment	17	0.5%
Drums	69	1.9%
Flute	35	0.9%
Guitar	185	5.0%
Piano	93	2.5%
Piano (high end)	11	0.3%
Trombone	12	0.3%
Trumpet	25	0.7%
Violin	43	1.2%
Other	90	2.4%
None of the above	3285	88.2%

Statistics	
Total Responses	3,723

81. Which of the following types of food do you and your family members plan to eat, or eat at, in the NEXT 30 days? (Check all that apply)

Value	Count	Percent
Appetizers	1452	39.0%
American (New)	1249	33.6%
American (Traditional)	2530	68.0%

Asian	1075	28.9%
BBQ	1777	47.7%
Breakfast & Brunch	2044	54.9%
Burgers	2639	70.9%
Cajun/Creole	436	11.7%
Caribbean	164	4.4%
Chicken Wings	1389	37.3%
Chinese	2014	54.1%
Dessert	1783	47.9%
Fish & Chips	1173	31.5%
French	306	8.2%
Frozen Yogurt	1151	30.9%
German	363	9.8%
Greek	475	12.8%
Hawaiian	278	7.5%
Hot Dogs	1530	41.1%
Indian	363	9.8%
Italian	2076	55.8%
None of the above	148	4.0%

Statistics

Total Responses	3,723
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82. Which of the following types of food do you and your family members plan to eat, or eat at, in the NEXT 30 days? (Check all that apply)

Value	Count	Percent
Japanese	475	12.8%
Juice or Smoothies	845	22.7%
Live/Raw Food	166	4.5%
Mexican	2014	54.1%

Middle Eastern	228	6.1%
Mongolian	165	4.4%
Pizza - delivery	1272	34.2%
Pizza - take home	1847	49.6%
Pizza - take and bake	1397	37.5%
Pizza - sit down restaurant	1165	31.3%
Salad	2051	55.1%
Sandwiches	2293	61.6%
Seafood	1695	45.5%
Soul Food	234	6.3%
Soup	1746	46.9%
Southern	562	15.1%
Steak	1786	48.0%
Sushi	540	14.5%
Tapas/Small Plates	216	5.8%
Tex-Mex	687	18.5%
Thai	566	15.2%
Theme Restaurants	282	7.6%
Vegan	183	4.9%
Vegetarian	445	12.0%
Vietnamese	183	4.9%
None of the above	132	3.6%

Statistics

Total Responses	3,723
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83. Which of the following ways have you or someone in your household purchased pizza in the PAST 30 days? (Check all that apply)

Value	Count	Percent
Dine-in	1206	32.4%
Carry-out	2026	54.4%
Delivery	1105	29.7%
Premade from store	898	24.1%
Take & bake	1141	30.7%
None of the above	486	13.1%

Statistics	
Total Responses	3,723

84. Which of the following menu trends are important to you and family members when deciding on where to eat out? (Check all that apply)

Value	Count	Percent
Locally sourced meats and seafood	833	22.4%
Locally grown produce	1279	34.4%
Healthful kids meals	474	12.7%
Environmental sustainability	487	13.1%
Children's nutrition as a culinary theme	137	3.7%
New cuts of meat (i.e. Denver steak, pork flat iron, teres major)	209	5.6%
Hyper-local sourcing (such as restaurant gardens)	168	4.5%
Gluten free cuisine	341	9.2%
Sustainable seafood	480	12.9%
Whole grain items in kids meals	265	7.1%

Paleo cuisine	92	2.5%
Raw/live food options	162	4.4%
None of the above	1837	49.3%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Patio or outdoor dining	1070	28.7%
Non-smoking environment	2156	57.9%
Dancing	111	3.0%
Child friendly	753	20.2%
DJ	53	1.4%
Serve alcohol	1129	30.3%
Pool tables	68	1.8%
Locally brewed beer	473	12.7%
Live music	326	8.8%
Bar	421	11.3%
Large craft beer selection	336	9.0%
Large wine selection	315	8.5%
Hand crafted cocktails	184	4.9%
Farm to table dining	453	12.2%
Senior discounts	1097	29.5%
None of the above	587	15.8%

Statistics	
Total Responses	3,723

86. When out at a restaurant, bar, pub or club, which of the following drinks do you and the members of your party typically order?

Value	Count	Percent
Craft beer	919	24.7%
Foreign beer	422	11.3%
Red wine	934	25.1%
White wine	822	22.1%
Dessert wine	104	2.8%
Sake	96	2.6%
Sake based cocktails	24	0.6%
Mixed drinks	1093	29.4%
Hand crafted cocktails	342	9.2%
Beer cocktails	339	9.1%
"Top shelf" spirits	312	8.4%
Champagne	125	3.4%
Champagne cocktails	65	1.8%
Energy drink based mixed drinks	61	1.6%
Premium tequila	189	5.1%
None of the above - does not apply	1419	38.1%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Purchase home in 55+ housing community	60	1.6%
Purchase commercial/business property	24	0.6%
Purchase condominium/townhouse	53	1.4%
Purchase manufactured or modular home	69	1.9%
Purchase investment property	69	1.9%
Purchase personal residence	212	5.7%
purchase residential real estate at an auction	24	0.6%
Purchase land/property	126	3.4%
Purchase vacation property	39	1.1%
Purchase other	36	1.0%
None of the above	3234	86.9%

Statistics	
Total Responses	3,722

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

Value	Count	Percent
Sell home in 55+ housing community	10	0.3%
Sell personal residence	243	6.5%
Sell vacation property	34	0.9%
Sell condominium/townhouse	18	0.5%
Sell investment property	49	1.3%

Sell land/property	85	2.3%
Sell commercial/business property	15	0.4%
Sell manufactured or modular home	26	0.7%
Sell other	26	0.7%
None of the above	3303	88.7%

Statistics	
Total Responses	3,722

89. Which of the following real estate plans apply to you or your household in the next 12 months? (Check one only)

Value	Count	Percent
Use a Realtor to sell real estate	218	5.9%
Use a Realtor to buy real estate	228	6.1%
Use a Realtor to buy and sell real estate	99	2.7%
Plan to sell property myself	127	3.4%
Use a real estate broker	36	1.0%
Move into 55+ housing community	75	2.0%
None of the above	3109	83.5%

Statistics	
Total Responses	3,722

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

Value	Count	Percent
Rent new apartment	259	7.0%
Rent house - residence	314	8.4%
Rent manufactured or modular home	74	2.0%
Rent or lease commercial property	28	0.8%
None of the above	3203	86.0%

Statistics	
Total Responses	3,723

91. 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?

Value	Count	Percent
Business construction loan	19	0.5%
Home construction loan	67	1.8%
Land loan	53	1.4%
Real estate loan	229	6.2%
Refinance home	155	4.2%
Other	71	1.9%
None - does not apply	3209	86.2%

Statistics	
Total Responses	3,722

92. Which of the following WEBSITES have you or anyone in your household visited in the past 90 days to look at or find out about REAL ESTATE? (Check all that apply)

Value	Count	Percent
Local newspaper website	989	26.6%
Local Real Estate firm	329	8.8%
National Real Estate firm like Century 21	156	4.2%
ForRent.com	165	4.4%
Homesandland.com	63	1.7%
Homesbyowner.com	89	2.4%
Local Real Estate website	247	6.6%
Multiplelistingservice.com	119	3.2%
Realestate.com	81	2.2%
Realtor.com	262	7.0%
Realty.com	62	1.7%
Redfin.com	40	1.1%
Trulia.com	269	7.2%
Google	598	16.1%
Yahoo!	372	10.0%
Zillow	593	15.9%
Ziprealty.com	30	0.8%
Facebook	448	12.0%
Local MLS Real Estate website	227	6.1%
FrontDoor Real Estate website	10	0.3%
MSN Real Estate	26	0.7%
Homeaway.com	44	1.2%
AOL Real Estate	11	0.3%
None of the above/Does not apply	1945	52.2%

Statistics	
Total Responses	3,723

93. Which of the following types of auctions or estate sales do you or the members of your household plan to attend in the next 12 months? (Check all that apply)

Value	Count	Percent
Auto auction	117	3.2%
Livestock auction	77	2.1%
Business supply auction	36	1.0%
Real estate auction	88	2.4%
Estate auction	358	9.7%
Garage sale	1387	37.5%
Estate sale	794	21.5%
Art auction	51	1.4%
Other auction not listed	116	3.1%
Does not apply	2069	55.9%

Statistics	
Total Responses	3,701

94. Which of the following FOOD/DRINK/TOBACCO shopping and purchasing plans you or members of your household have in the next 12 months? [Check all that apply]

Value	Count	Percent
Imported beer	819	22.0%
Craft beer	769	20.7%
Domestic beer	1480	39.8%
Cheese	2110	56.7%
Champagne	341	9.2%

Hard alcohol	1135	30.5%
White wine	1112	29.9%
Premium spirits	429	11.5%
Red wine	1299	34.9%
Bulk or discounted food items	1199	32.2%
Long term food storage items	514	13.8%
Cigars	125	3.4%
Cigarettes	584	15.7%
Other tobacco products and accessories	210	5.7%
Specialty teas	646	17.4%
Specialty coffee	1004	27.0%
Gourmet deli counter items	646	17.4%
None of the above	509	13.7%

Statistics

Total Responses	3,720
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**95. 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	Count	Percent
Attend religious/spiritual services	1465	39.4%
Change job or careers	522	14.0%
Donate to a charity	1774	47.7%
Donate vehicle	42	1.1%
Join a new church	196	5.3%
Volunteer at church	822	22.1%
Volunteer	1375	36.9%
Have a baby	88	2.4%
Get married	108	2.9%
Retire	152	4.1%

Vote in upcoming local elections	1979	53.2%
Vote in upcoming state or national elections	1929	51.8%
Donate to a church	1233	33.1%
None of the above	536	14.4%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Published in the local newspaper	2002	53.8%
Posted on a government website	166	4.5%
No preference	1555	41.8%

Statistics	
Total Responses	3,723

97. Which of the following websites or search engines have you or anyone in your household visited in the past 30 days? (Check all that apply)

Value	Count	Percent
NATIONAL NEWSPAPER website	888	23.9%
LOCAL NEWSPAPER website	2440	65.5%

LOCAL ALTERNATIVE publication website	243	6.5%
LOCAL PARENTING publication website	48	1.3%
Local business website	786	21.1%
AngiesList.com	188	5.1%
Bing	906	24.3%
CitySearch	94	2.5%
Craigslist	1827	49.1%
eBay	1453	39.0%
Facebook	2602	69.9%
Google	2843	76.4%
Instagram	394	10.6%
MySpace	73	2.0%
Pinterest	975	26.2%
Tumblr.com	94	2.5%
Twitter	505	13.6%
Yahoo!	1614	43.4%
Yellowpages.com	635	17.1%
Yelp!	330	8.9%
YouTube	1822	48.9%
None of the above	113	3.0%

Statistics

Total Responses	3,723
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98. How often do you or anyone in your household use or do any of the following? (Check one each row. Press NEXT to continue)

	Daily	Weekly	Monthly	Less than monthly	Does not apply	Responses
Facebook	56.3% 1982	14.5% 512	5.6% 199	5.9% 209	17.6% 621	3523
LinkedIn	3.2% 104	7.4% 240	8.2% 265	14.2% 461	67.1% 2178	3248
Flickr	1.0% 30	1.1% 34	1.8% 57	6.1% 191	90.1% 2839	3151
MySpace	0.9% 27	0.9% 27	1.4% 43	5.1% 161	91.9% 2914	3172
Twitter	8.3% 267	4.6% 148	4.7% 152	7.9% 254	74.5% 2400	3221
YouTube	14.4% 489	24.5% 834	17.5% 594	18.0% 614	25.6% 871	3402
Four Square	0.5% 17	0.8% 26	1.7% 53	4.5% 142	92.4% 2902	3140
Other social media	11.7% 376	7.6% 244	6.0% 192	9.3% 298	65.4% 2096	3206
Google+	26.5% 904	16.7% 569	10.6% 360	11.0% 375	35.2% 1200	3408
Google Local	11.2% 368	11.1% 364	9.5% 310	11.4% 375	56.7% 1859	3276
Google Maps	5.6% 191	19.1% 655	24.6% 843	29.2% 1001	21.5% 738	3428
Google Places	8.1% 264	11.3% 370	9.9% 323	12.8% 418	58.0% 1900	3275
Instagram	7.2% 230	4.5% 143	3.1% 98	5.4% 174	79.9% 2566	3211
Pinterest	9.0% 296	11.3% 374	9.3% 306	10.4% 343	60.0% 1978	3297
Tumblr	1.3% 40	1.2% 39	1.9% 61	4.5% 143	91.0% 2865	3148
Yahoo!	30.6% 1045	13.9% 474	9.1% 312	12.9% 440	33.6% 1147	3418

Read a blog	7.3% 235	9.8% 315	9.2% 296	16.2% 522	57.6% 1858	3226
Subscribe to RSS	1.8% 56	1.0% 33	2.1% 65	4.2% 133	90.9% 2867	3154
Subscribe to Business Email	6.1% 197	5.0% 160	5.0% 160	8.9% 286	74.9% 2401	3204
Angie's List	0.5% 16	1.2% 37	3.0% 95	9.1% 290	86.3% 2758	3196
Purchase "deal of the day" (Groupon, Living Social, etc.)	1.7% 55	4.1% 135	8.0% 259	19.6% 639	66.6% 2167	3255
DeviantArt	0.3% 10	0.7% 21	1.3% 41	3.4% 106	94.4% 2973	3151
LiveJournal	0.5% 15	0.7% 21	1.1% 34	3.7% 116	94.1% 2977	3163
Tagged	1.6% 51	2.4% 76	2.2% 69	5.4% 171	88.4% 2801	3168
Purchase from Amazon	1.1% 36	6.8% 230	23.0% 781	39.9% 1353	29.2% 989	3389

99. In the last 30 days, how many times have you or anyone in your household visited a business Facebook page?

Value	Count	Percent
Zero times	1174	31.6%
One time	318	8.6%
Two times	309	8.3%
Three times	233	6.3%
Four times	169	4.5%
Five or more times	986	26.5%
Don't know	531	14.3%

Statistics	
Total Responses	3,720

100. In the last 30 days, have many times have you or anyone in your household responded to a business Facebook offer?

Value	Count	Percent
Zero times	2293	61.6%
One time	276	7.4%
Two times	187	5.0%
Three times	102	2.7%
Four times	41	1.1%
Five or more times	121	3.3%
Don't know	701	18.8%

Statistics	
Total Responses	3,721

101. In the last 30 days, which of the following have you or a household member done on Craigslist?

Value	Count	Percent
Responded to an ad	782	21.0%
Posted an ad	707	19.0%
Does not apply	2558	68.8%

Statistics	
Total Responses	3,720

102. In the last 30 days, have how many times have you or anyone in your household clicked on a local sponsor on Google search results?

Value	Count	Percent
Zero times	1381	37.1%
One time	317	8.5%
Two times	338	9.1%
Three times	265	7.1%
Four times	114	3.1%
Five or more times	418	11.2%
Don't know	888	23.9%

Statistics	
Total Responses	3,721

103. How important to you are online referrals/ratings in making a decision to make to purchase at a local business on a scale of 1 to 5 with 5 being very important and 1 being not important.

Value	Count	Percent
1 - Not Important	678	18.2%
2	159	4.3%
3 - Neutral	1190	32.0%
4	1005	27.0%
5 - Very Important	689	18.5%

Statistics	
Total Responses	3,721

104. How frequently do you make purchases with your mobile phone?

Value	Count	Percent
Daily	24	0.6%
Couple of times a week	57	1.5%
Weekly	63	1.7%
Couple of times a month	222	6.0%
Monthly	157	4.2%
Less than monthly	513	13.8%
Never	1841	49.5%
Does not apply	844	22.7%

Statistics	
Total Responses	3,721

105. In a typical month how much do you spend on purchases made with your mobile phone?

Value	Count	Percent
\$0	1508	40.6%
\$1 - \$25	344	9.3%
\$26 - \$50	223	6.0%
\$51 - \$75	116	3.1%
\$76 - \$100	124	3.3%
\$101 - \$150	62	1.7%
\$151 - \$200	47	1.3%
\$201 - \$300	39	1.1%
\$301 - \$400	17	0.5%
\$401 - \$500	8	0.2%

More than \$500	6	0.2%
Does not apply	1220	32.9%

Statistics		
Total Responses		3,714
Avg		\$92

106. Which of the following business categories have you used a search engine to find information on in the last 30 days? [Check all that apply]

Value	Count	Percent
Active Life (sports, athletic events, etc.)	576	15.5%
Arts & Entertainment	1204	32.3%
Automotive dealers	389	10.5%
Automotive Services	342	9.2%
Automotive Supply	261	7.0%
Beauty & Spa	514	13.8%
Building Supply	278	7.5%
Education	530	14.2%
Food	1545	41.5%
Health & Medical	1047	28.1%
Hotel & Travel	1158	31.1%
Nightlife	184	4.9%
Pet/Animal	657	17.7%
Restaurant	1463	39.3%
Event Planning	92	2.5%
Financial Service	180	4.8%
Home Service	132	3.6%
Contractor	96	2.6%
Local Service	399	10.7%
Professional Service	143	3.8%

Real Estate	315	8.5%
Shopping - Apparel & Accessories	987	26.5%
Shopping - General	1352	36.3%
Shopping - Home	579	15.6%
Children's Products and Services	364	9.8%
Senior citizen Products or Service Providers	141	3.8%
Electronics	704	18.9%
Mobile phones or tablets	542	14.6%
Wedding Products or Service Providers	50	1.3%
Funeral Service Providers	20	0.5%
None - does not apply	644	17.3%

Statistics	
Total Responses	3,723

107. Which of the following mobile devices do you or anyone in your household currently own? (Check all that apply)

Value	Count	Percent
NetBook	120	3.2%
Tablet like an iPad or Kindle Fire	1543	41.5%
PDA	66	1.8%
Ultra-Mobile PC (UMPC)	30	0.8%
Android	1002	26.9%
Blackberry	121	3.3%
iPhone	1266	34.0%
Other Smartphone	538	14.5%
None - does not apply	1021	27.4%

Statistics	
Total Responses	3,723

108. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

Value	Count	Percent
Yes	856	23.0%
No	1963	52.7%
Not employed	903	24.3%

Statistics	
Total Responses	3,722

109. 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	Count	Percent
Business cards, letterhead, etc.	382	44.2%
Cellular/PCS phone	153	17.7%
Computer hardware/software	281	32.5%
Copier	95	11.0%
Logo apparel	145	16.8%
Networking hardware/software	69	8.0%
Office furniture, fixtures, interiors	141	16.3%
Office cleaning supplies	200	23.2%
Office supplies	466	53.9%
Printer	132	15.3%

Promotional items	129	14.9%
Shredder	75	8.7%
Safe	35	4.1%
Security system	58	6.7%
Telephone systems	62	7.2%
Uniforms or work clothing	103	11.9%
None of the above/Does not apply	166	19.2%

Statistics

Total Responses	864
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110. Which of the following BUSINESS SERVICES do you/your household, or does your company, plan to START USING or CHANGE PROVIDER in the next 12 months? (Check all that apply)

Value	Count	Percent
Accounting/CPA	94	10.9%
Advertising	100	11.6%
Banking/consulting/financial services	89	10.3%
Bottled water delivery	26	3.0%
Business advisory services	20	2.3%
Business Insurance	50	5.8%
Cellular phone service	80	9.3%
Collection agency	13	1.5%
Computer consulting	40	4.7%
Construction/sub contractors	30	3.5%
Document/record shredding	15	1.7%
Employment agency	13	1.5%
Employee benefits	40	4.7%
Internet and SEO marketing	27	3.1%
Internet services	72	8.4%

Internet service provider	58	6.7%
Legal services/attorney	35	4.1%
Marketing services	42	4.9%
Media company	16	1.9%
Meetings/conventions	18	2.1%
Moving/storage	13	1.5%
Office cleaning services	20	2.3%
Payroll services	30	3.5%
Printing services	47	5.5%
Public relations firm	7	0.8%
Realty services	15	1.7%
Recruitment/out-placing	5	0.6%
Rental car	39	4.5%
Security services	16	1.9%
Sign company services	28	3.3%
Shuttle/limo services	6	0.7%
Staffing/temp services	15	1.7%
Travel agency	19	2.2%
Uniform or linen cleaning	27	3.1%
None of the above/Does not apply	503	58.4%

Statistics

Total Responses	861
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111. Which of the following business real estate plans does your company have planned in the next 12 months?

Value	Count	Percent
Rent new office	38	4.4%
Buy new office	10	1.2%
Add new locations	23	2.7%
Renovate existing facilities	66	7.7%
Construct new facilities	27	3.1%
None of the above	719	83.6%

Statistics		
Total Responses		860

112. Which of the following business automotive purchasing plans does your company have in the next 12 months?

Value	Count	Percent
Purchase new automobiles	22	2.6%
Purchase used automobiles	34	4.0%
Purchase new trucks	26	3.0%
Purchase used trucks	35	4.1%
Lease new automobiles	7	0.8%
Lease new trucks	7	0.8%
Purchase new delivery vehicles	11	1.3%
Purchase used delivery vehicles	10	1.2%
Lease automobile or truck	7	0.8%
None of the above	748	86.9%

Statistics		
Total Responses		861

113. Which of the following employee benefit and insurance programs does your company plan to start or change in the next 12 months?

Value	Count	Percent
Business insurance	40	4.7%
Health insurance	123	14.3%
Dental insurance	60	7.0%
401K or retirement program	46	5.4%
Key Man insurance	6	0.7%
Property insurance	30	3.5%
Commercial insurance	26	3.0%
None of the above	686	79.9%

Statistics	
Total Responses	859

114. What forms of advertising does your business currently use? (Check all that apply)

Value	Count	Percent
Local newspaper	302	35.2%
Local alternative publication	74	8.6%
Local radio	130	15.2%
Local television	88	10.3%
Other print publications	136	15.9%
Facebook	319	37.2%
Twitter	101	11.8%
Other social media	111	13.0%
Search Engine Optimization (SEO)	87	10.2%

Word of mouth/referrals	391	45.6%
Local free publication/alternative publication	69	8.1%
Billboards	53	6.2%
Direct Mail	122	14.2%
Coupons/Deal of the Day	47	5.5%
Fliers/door hangers	64	7.5%
Sign "spinners"	25	2.9%
Telemarketing	16	1.9%
Yellow Pages	115	13.4%
Other	120	14.0%
Don't know/does not apply	183	21.4%

Statistics	
Total Responses	857

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

Value	Count	Percent
Local newspaper	210	24.5%
Local alternative publication	38	4.4%
Local radio	86	10.0%
Local television	47	5.5%
Other print publications	55	6.4%
Facebook	175	20.4%
Twitter	35	4.1%
Other social media	59	6.9%
Search Engine Optimization (SEO)	47	5.5%
Word of mouth/referrals	374	43.6%
Local free publication/alternative publication	38	4.4%
Billboards	30	3.5%
Direct Mail	67	7.8%

Coupons/Deal of the Day	24	2.8%
Fliers/door hangers	27	3.2%
Sign "spinners"	8	0.9%
Telemarketing	12	1.4%
Yellow Pages	48	5.6%
Other	65	7.6%
Don't know/does not apply	199	23.2%

Statistics	
Total Responses	857

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

Value	Count	Percent
0%	313	8.4%
1% - 25%	1763	47.4%
26% - 50%	672	18.1%
51% - 75%	491	13.2%
76% - 100%	484	13.0%

Statistics	
Total Responses	3,723
Avg	32%

117. Which of the following business categories have you or the members of your household searched for outside of your local area, in the past 30 days? (Check all that apply)

Value	Count	Percent
Active Life (sports, athletic events, etc.)	333	8.9%
Arts & Entertainment	574	15.4%
Automotive dealers	259	7.0%
Automotive Services	128	3.4%
Automotive Supply	143	3.8%
Beauty & Spa	275	7.4%
Building Supply	136	3.7%
Education	249	6.7%
Food & Restaurant	1021	27.4%
Health & Medical	328	8.8%
Hotel & Travel	1100	29.6%
Nightlife	148	4.0%
Pet or Animal	248	6.7%
Restaurant	799	21.5%
Event Planning	35	0.9%
Financial Service	74	2.0%
Home Service	38	1.0%
Contractor	46	1.2%
Local Service	58	1.6%
Professional Service	46	1.2%
Real Estate	116	3.1%
Shopping - Apparel & Accessories	812	21.8%
Shopping - General	1021	27.4%
Shopping - Home	402	10.8%
Children's Products and Services	210	5.6%
Senior citizen Products or Service Providers	73	2.0%
Electronics	439	11.8%

Mobile phones or tablets	289	7.8%
Wedding Products or Service Providers	41	1.1%
Funeral Service Providers	10	0.3%
None - does not apply	1086	29.2%

Statistics	
Total Responses	3,723

118. What is your age?

Value	Count	Percent
18 - 24	78	2.1%
25 - 29	101	2.7%
30 - 34	173	4.7%
35 - 39	210	5.6%
40 - 44	266	7.1%
45 - 49	356	9.6%
50 - 54	547	14.7%
55 - 59	604	16.2%
60 - 64	533	14.3%
65 - 70	461	12.4%
Over 70	394	10.6%

Statistics	
Total Responses	3,723
Avg	54

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

Value	Count	Percent
Grade school (8th grade or less)	7	0.2%
Some high school (not graduate)	59	1.6%
High school graduate (12th grade)	457	12.3%
Vocational or technical training	252	6.8%
Some college	938	25.2%
College graduate	1119	30.1%
Some post graduate study (no advanced degree)	252	6.8%
Post graduate degree	639	17.2%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
Under \$20,000	455	12.5%
\$20,000 - \$24,999	231	6.4%
\$25,000 - \$29,999	224	6.2%
\$30,000 - \$34,999	251	6.9%
\$35,000 - \$39,999	202	5.6%
\$40,000 - \$44,999	248	6.8%
\$45,000 - \$49,999	244	6.7%
\$50,000 - \$74,999	706	19.5%
\$75,000 - \$99,999	466	12.8%
\$100,000 - \$124,999	319	8.8%

\$125,000 - \$149,999	144	4.0%
\$150,000 or more	140	3.9%

Statistics		
Total Responses		3,630
Avg		\$59,860

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

Value	Count	Percent
American Indian, Eskimo or Alaska native	51	1.4%
Black or African-American	118	3.2%
Asian	59	1.6%
White or Caucasian	3083	82.8%
Hispanic	130	3.5%
Other	65	1.8%
Prefer not to answer	216	5.8%

Statistics		
Total Responses		3,722

124. Are you...

Value	Count	Percent
Male	937	25.2%
Female	2786	74.8%

Statistics		
Total Responses		3,723

125. Which of the following best describes your primary residence?

Value	Count	Percent
Single family home	2849	76.5%
Apartment	440	11.8%
Condominium	101	2.7%
Mobile home	215	5.8%
Other	118	3.2%

Statistics	
Total Responses	3,723

126. 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	Count	Percent
Owned	2720	73.1%
Rented	825	22.2%
Occupied without payment of rent	68	1.8%
Other	110	3.0%

Statistics	
Total Responses	3,723

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

Value	Count	Percent
None	2652	71.2%
1	451	12.1%
2	389	10.5%
3	146	3.9%
4 or more	85	2.3%

Statistics	
Total Responses	3,723