

# The Daily Star

## Survey Report - April, 2014

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### 1. Are you 18 years of age or older?

Value	Percent
Yes	100.0%

### 2. Do you or any member of your family work for The Daily Star?

Value	Percent
No	100.0%

### 3. Have you or anyone in your household read The Daily Star in the past week?

Value	Percent
Yes	97.0%
No	3.0%

#### 4. Have you personally read The Daily Star in the past week?

Value	Percent
Yes	100.0%

#### 5. How often do you read the following in The Daily Star? (Check ONE each row, press NEXT to continue)

	Always	Frequently	Occasionally	Never
Local	86.6%	12.4%	1.0%	0.0%
Nation/World	56.7%	18.6%	23.7%	1.0%
State	55.7%	27.8%	15.5%	1.0%
Business	28.9%	26.8%	35.1%	9.3%
Sports	19.6%	25.8%	37.1%	17.5%
Obituaries	67.0%	20.6%	10.3%	2.1%
Op Ed	32.0%	26.8%	30.9%	10.3%
Weather	49.5%	21.6%	20.6%	8.2%
Comics	52.6%	7.2%	26.8%	13.4%
Community	47.4%	35.1%	17.5%	0.0%
Religion (Weekend only)	12.4%	21.6%	37.1%	28.9%
Lifestyle	41.2%	28.9%	25.8%	4.1%
Entertainment (Friday only)	34.0%	20.6%	35.1%	10.3%
Classified Ads	26.8%	28.9%	37.1%	7.2%
Retail Ads	21.6%	35.1%	38.1%	5.2%
Ad Inserts	32.0%	30.9%	26.8%	10.3%

## 6. How often do you read the good news "On the Bright Side" on The Daily Star's front page?

<b>Value</b>	<b>Percent</b>
Most of the time	60.8%
Sometimes	27.8%
Almost never	10.3%
Never	1.0%

## 7. When picking up a copy of The Daily Star, which of the following would you be most likely to read first?

<b>Value</b>	<b>Percent</b>
Top story on the front page	77.3%
Sports	5.2%
Obituaries	8.3%
Arrests reports	2.1%
Letters to the editor	2.1%
On the Bright Side	2.1%
None of the above	3.1%

## 8. I would describe The Daily Star as:

<b>Value</b>	<b>Percent</b>
A very conservative newspaper	8.3%
A somewhat conservative newspaper	16.5%
A middle-of-the-road newspaper	44.3%
A very liberal newspaper	15.5%
A somewhat liberal newspaper	15.5%

## 9. Do you currently read the weekly TV Book inside the Daily Star?

<b>Value</b>	<b>Percent</b>
Yes	29.9%
No	69.1%
Don't Know	1.0%

## 10. How does The Daily Star compare to other local news sources in terms of delivering the news that matters to you?

<b>Value</b>	<b>Percent</b>
Superior	11.3%
Somewhat better	26.8%
The same	47.4%
Somewhat worse	9.3%
Much worse	5.2%

## 11. How does The Daily Star compare to other news sources in terms of delivering the sports news that matters to you?

Value	Percent
Superior	6.2%
Somewhat better	29.9%
The same	53.6%
Somewhat worse	6.2%
Much worse	4.1%

## 12. Do you find Daily Star endorsements of candidates in local and national elections:

Value	Percent
Helpful to making an informed choice	38.1%
Not very helpful at all	33.0%
Presumptuous and annoying	12.4%
Evidence of bias by the newspaper	16.5%

## 13. How many people in your household, INCLUDING YOURSELF, read your copy of The Daily Star?

Value	Percent
1	38.1%
2	48.5%
3	11.3%
4	1.0%
5	1.0%

**14. Have you or any member of your household placed a classified ad in The Daily Star in the last 12 months?**

<b>Value</b>	<b>Percent</b>
Yes	16.5%
No	83.5%

**15. What was the response to the ad?**

<b>Value</b>	<b>Percent</b>
Excellent (sold item or service advertised)	31.3%
Satisfactory (received many calls)	43.8%
Poor (received very few calls)	25.0%

**16. Which of the following products or services has anyone in your household bought in the last 30 days in response to an ad in The Daily Star? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Children's products/services	4.1%
Clothing - children's	4.1%
Clothing - jewelry/accessories	1.0%
Clothing - men's	5.2%
Clothing - women's	9.3%
Electronics/computer	3.1%

Entertainment products (books, CDs, etc.)	6.2%
Entertainment services (concert, plays, etc.)	8.3%
Furniture	1.0%
Groceries	53.6%
Handyman repair	1.0%
Heating repair	2.1%
Home Services	1.0%
Home products	8.3%
Internet purchasing	3.1%
Investments/assets	2.1%
Lawn & garden products	11.3%
Lumber & building products	5.2%
Mattress/bedding	1.0%
Rent apartment	1.0%
Repair - home	1.0%
Selected a Realtor - buy & sell real estate	1.0%
Selected a Realtor - sell real estate	1.0%
Shoes - children's	2.1%
Shoes - men's	4.1%
Shoes - women's	3.1%
None of the above	41.2%

**17. Which of the following products or services has anyone in your household bought in the last 30 days in response to an ad in The Daily Star? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Accountant	1.0%
Banking services	3.1%
Cellular phone service	1.0%
Education/classes	1.0%

Eye exam	2.1%
Found a job	1.0%
Medical service providers	5.2%
Personal care services - any	1.0%
Professional care services - any	1.0%
Recreation products/activities	5.2%
Restaurant - fast food	12.4%
Restaurant dining	20.6%
Specialty shops (visited)	5.2%
Tires	1.0%
Vacation/travel	2.1%
Vehicle products	1.0%
Vehicle services	1.0%
None of the above	61.9%

**18. Which of the following vehicles has anyone in your household bought in the last 30 days in response to an ad in The Daily Star? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
New car	1.0%
New recreation vehicle (RV)	1.0%
None of the above	97.9%



**19. Which of the following types of specialty shops have you or someone in your household shopped because of an ad in The Daily Star in the past 30 days? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Agricultural/farm supplies/implement	5.2%
Antiques/collectibles	4.1%
Arts and crafts store	1.0%
Beer/wine/spirits	7.2%
Card & stationery store	3.1%
Eyewear (prescription)	3.1%
Fabric store	2.1%
Farm and ranch supplies	5.2%
Fine art/gallery	3.1%
Garden store	8.3%
Gift shop	3.1%
Health supplements/nutrition store	3.1%
Hobby store	1.0%
Music instrument store	2.1%
Pet store	6.2%
Rent-to-own stores	1.0%
Thrift Stores	11.3%
Tobacco shop	1.0%
Venues & event spaces	6.2%
Wholesale stores	6.2%
None of the above	61.9%

**20. Which of these publications have you read in the past MONTH? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
The Daily Star	94.0%
The Cooperstown Crier	18.0%
The O-Town Scene	11.0%
Upstate Life	7.0%
Pennysaver	49.0%
The Freeman's Journal	6.0%
The Hometown Oneonta	42.0%
Other	26.0%
None of the above	2.0%

**21. Which of these publications have you read in the past WEEK? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
The Daily Star	94.0%
The Cooperstown Crier	13.0%
The O-Town Scene	8.0%
Upstate Life	2.0%
Pennysaver	42.0%
The Freeman's Journal	6.0%
The Hometown Oneonta	33.0%
Other	25.0%

**22. Which of these radio stations did you listen to for at least 15 minutes yesterday? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
WZOZ - 103.1	13.0%
WSRK - 103.9	15.0%
WCDO - 100.9	9.0%
WDOS - 730 AM	1.0%
WSQC - 91.7	7.0%
Internet Radio	17.0%
Satellite Radio	15.0%
Other	19.0%
None of the above	35.0%

**23. Which of the following TV stations, if any, did you watch yesterday for at least 15 minutes? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
ABC	38.0%
CBS	52.0%
NBC	36.0%
FOX	30.0%
CW	6.0%
Other	30.0%
None of the above	24.0%

**24. Which of these cable television channels have you watched in the past week? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
ABC/CBS/NBC/CW	56.0%
A&E	22.0%
Animal Planet	12.0%
Cartoon Network	6.0%
Cinemax	3.0%
CNBC	10.0%
CNN	26.0%
Headline News	7.0%
Comedy Central	8.0%
CMT	7.0%
Discovery Channel	25.0%
E!	4.0%
ESPN	20.0%
ESPN2	12.0%
ESPN Classic	1.0%
Family Channel	7.0%
Food Network	17.0%
FOX	28.0%
FOX Family Channel	1.0%
FOX News (FNC)	12.0%
FOX Sports	6.0%
Local FOX station	5.0%
FX	8.0%
HBO	6.0%
HGTV	15.0%
History Channel	25.0%
TLC	14.0%
Lifetime	10.0%

MSNBC	11.0%
MTV	1.0%
Nickelodeon	5.0%
Sci-Fi Channel	11.0%
Showtime	4.0%
SPIKE TV	4.0%
STARZ	3.0%
TBS	14.0%
TNT	23.0%
Travel Channel	8.0%
USA Network	14.0%
VH1	3.0%
Weather Channel	43.0%
Women's Entertainment (WE)	2.0%
Other	17.0%
None of the above	21.0%

**25. Which of the following publications do you subscribe to? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
The Daily Star	73.0%
The Cooperstown Crier	2.0%
Other	19.0%
None of the above	24.0%

**26. What do you use the Yellow Pages for? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Find a business or service provider	56.0%
Get addresses of businesses I know	23.0%
Look up phone numbers of businesses I know	59.0%
Look up residential phone numbers	28.0%
Look up zip codes	16.0%
Make purchasing decisions	3.0%
Other	5.0%
None of the above	23.0%

**27. What do you normally do with advertising - other than catalogs - that you get delivered to your home?**

<b>Value</b>	<b>Percent</b>
Throw it away - unread	26.0%
Open it and glance through it	49.0%
Read all or most of it	23.0%
Other	2.0%

**28. How often do you use coupons when you shop?**

<b>Value</b>	<b>Percent</b>
All the time	36.0%
Sometimes	54.0%
Never	10.0%

## 29. What do you normally do with coupon books that you get in the mail at your house?

Value	Percent
Throw away	15.0%
Use a couple of coupons	35.0%
Use many coupons	23.0%
Keep but don't use	4.0%
Other	2.0%
Don't get coupon books/does not apply	21.0%

## 30. Which of the following actions have you taken after seeing billboard advertising in the past 6 months? (Check all that apply. Press NEXT to continue)

Value	Percent
Researched a product or service advertised	7.0%
Billboard advertising exposed me to a brand/company/product I was not previously familiar with	9.0%
Does not apply	76.0%
Other	9.0%

### 31. What media is your primary source of local retail store advertising information, information about sales and where to shop in your local area?

Value	Percent
The Daily Star	49.0%
Time Warner Cable	3.0%
Towne Square Media	2.0%
Other newspaper	2.0%
Other Radio	1.0%
Other Television	1.0%
Internet	5.0%
Direct mail/flyers	8.0%
Friends/word of mouth	20.0%
Other	3.0%
Does not apply	6.0%

### 32. How often do you and the members of your household access The Daily Star website, [www.thedailystar.com](http://www.thedailystar.com)?

Value	Percent
Daily	17.0%
Couple of times a week	17.0%
Weekly	3.0%
Couple of times a month	19.0%
Monthly	5.0%
Every other month	5.0%
Couple of times a year	22.0%
Visited once	3.0%
Never visited - does not apply	9.0%



### 33. Have you personally visited The Daily Star website, [www.thedailystar.com](http://www.thedailystar.com), in the past 30 days?

Value	Percent
Yes	96.7%
No	3.3%

### 34. Over the past 7 days, not including today, how many days did you do any of the following?

	0	1	2	3	4	5	6	7	Don't know
Use the Internet	0.0%	0.0%	0.0%	1.7%	0.0%	3.4%	3.4%	91.5%	0.0%
Visit this website, <a href="http://www.thedailystar.com">www.thedailystar.com</a>	15.3%	27.1%	13.6%	10.2%	5.1%	6.8%	10.2%	11.9%	0.0%
Read or look into a printed copy of the Daily or Sunday - The Daily Star	15.3%	10.2%	3.4%	5.1%	5.1%	1.7%	27.1%	32.2%	0.0%

**35. Over the past 30 days, not including today, how many days have you visited this news and information website, www.thedailystar.com?**

<b>Value</b>	<b>Percent</b>
1	10.2%
2	13.6%
3	6.8%
4	5.1%
5	5.1%
6	3.4%
7	6.8%
8	1.7%
10	1.7%
12	1.7%
15	6.8%
18	1.7%
20	6.8%
25	6.8%
27	3.4%
30	10.2%
Don't know/No answer	8.5%

**36. When was the first time you visited [www.thedailystar.com](http://www.thedailystar.com) for news and information?**

<b>Value</b>	<b>Percent</b>
Today	1.9%
Within the past week	3.7%
1-6 months ago	13.0%
7-12 months ago	5.6%
1-3 years ago	16.7%
3 or more years ago	53.7%
Not sure	5.6%

**37. Thinking about the last 5 weekdays (Monday-Friday), and not including today, how many days did you visit this news and information website, [www.thedailystar.com](http://www.thedailystar.com)?**

<b>Value</b>	<b>Percent</b>
0	29.2%
1	22.9%
2	14.6%
3	6.3%
4	6.3%
5	25.0%

**38. On the last weekday (Monday-Friday) you visited, not including today, how many different times did you visit this news and information website, [www.thedailystar.com](http://www.thedailystar.com)?**

<b>Value</b>	<b>Percent</b>
1	32.4%
2	11.8%
3	2.9%
4	8.8%
5	17.7%
6 or more	5.9%
Not sure	20.6%

**39. Thinking about the last weekend (Saturday and Sunday), not including today, how many days did you visit this news and information website, [www.thedailystar.com](http://www.thedailystar.com)?**

<b>Value</b>	<b>Percent</b>
0 Days	54.2%
1 Day	27.1%
2 Days	14.6%
Don't know/Not Sure	4.2%

40. On the last weekend day (Saturday and Sunday) you visited, how many different times in that day did you visit this news and information website, [www.thedailystar.com](http://www.thedailystar.com)?

Value	Percent
1	65.0%
2	20.0%
4	5.0%
Don't know/Not Sure	10.0%

41. Which of the following sections on [www.thedailystar.com](http://www.thedailystar.com) do you typically visit? (Check all that apply. Press NEXT to continue)

Value	Percent
Homepage	68.5%
Obituaries	51.9%
Local News	61.1%
Local Sports	31.5%
Classified ads	25.9%
Other	20.4%

**42. Including yourself, how many members of your household visit www.thedailystar.com?**

<b>Value</b>	<b>Percent</b>
1	82.0%
2	14.8%
3	3.3%

**43. Which of the following websites have you visited in the last 30 days? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
thedailystar.com	71.0%
coopcrier.com	1.0%
allotsego.com	7.0%
sweethomeoneonta.com	8.0%
pennysaveronline.com	15.0%
None of the above	26.0%

#### 44. Which website is your primary source for local news?

Value	Percent
thedailystar.com	42.0%
allotsego.com	1.0%
sweethomeoneonta.com	2.0%
pennysaveronline.com	1.0%
None of the above	43.0%
Other	11.0%

#### 45. 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. Press NEXT to continue) Value

Value	Percent
Odbr.com	6.0%
Local newspaper website	4.0%
Local Realtor website	7.0%
Local Real Estate firm website	2.0%
Realtor.com	2.0%
Realty.com	4.0%
Trulia.com	6.0%
Zillow.com	11.0%
Other	2.0%
None - does not apply	75.0%

**46. Which of the following websites have you or members of your household used in the past 90 days to review vehicles or to help make a vehicle purchasing decision? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Countryclubautogroup.com	6.0%
Audioneonta.com	1.0%
Royalchrysler.com	3.0%
Empiretoyota.com	3.0%
AutoTrader.com	3.0%
CarMax.com	1.0%
Cars.com	2.0%
CarsDirect.com	1.0%
Craigslist.com	9.0%
Ebaymotors.com	2.0%
Edmunds.com	5.0%
Local vehicle dealer website	6.0%
MotorTrend.com	3.0%
Other	7.0%
None - does not apply	77.0%



**47. In the last 30 days, have you or anyone in your household clicked on a sponsor on Google search results?**

<b>Value</b>	<b>Percent</b>
Yes	27.0%
No	57.0%
Don't know	16.0%

**48. In the last 30 days, have you or anyone in your household posted an ad on Craigslist?**

<b>Value</b>	<b>Percent</b>
Yes	10.0%
No	90.0%

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

<b>Value</b>	<b>Percent</b>
Yes	11.0%
No	89.0%

## 50. In the last 30 days, have you or anyone in your household visited a business Facebook page?

Value	Percent
Yes	43.0%
No	57.0%

## 51. How often do you or anyone in your household use the following online and electronic services? (Check one each row. Press NEXT to continue)

	Daily	Weekly	Monthly	Less than monthly	Does not apply
Registered for "Deal of the Day" online or mobile coupon offerings (Groupon, LivingSocial, etc.)	4.1%	2.1%	2.1%	12.4%	79.4%
Online Gaming (Mafia Wars, Poker, etc.)	6.3%	5.2%	3.1%	4.2%	81.3%
Google Maps	4.1%	20.4%	19.4%	40.8%	15.3%
Text messaging on cell phone	44.2%	8.4%	6.3%	7.4%	33.7%
Phone game applications	9.3%	8.2%	6.2%	7.2%	69.1%
Purchase books for reading on iPhone or eReader	2.1%	10.4%	13.5%	21.9%	52.1%
Instant messaging (IM) on computer	12.5%	10.4%	5.2%	7.3%	64.6%
Subscribe to Netflix	17.5%	5.2%	8.2%	4.1%	64.9%
Access online information (sports, news, etc.) on cell phone or other mobile device	27.8%	14.4%	4.1%	8.2%	45.4%
Use computer video camera for live telephone calls (Skype, etc.)	1.0%	4.2%	12.5%	17.7%	64.6%
Purchase audio books for listening on computer, iPod or other device	0.0%	3.1%	7.3%	13.5%	76.0%
Download custom ringtones for cell phone	0.0%	0.0%	2.1%	13.7%	84.2%
Buy phone apps for iPhone or other smartphone	0.0%	1.1%	14.9%	21.3%	62.8%

**52. How often do you or anyone in your household use the following online applications? (Check one each row. Press NEXT to continue)**

	Daily	Weekly	Monthly	Less than monthly	Does not apply
Facebook	60.0%	18.0%	1.0%	4.0%	17.0%
LinkedIn	1.1%	15.1%	2.2%	16.1%	65.6%
Flickr	0.0%	0.0%	2.1%	10.6%	87.2%
MySpace	1.1%	0.0%	0.0%	5.3%	93.7%
Twitter	5.4%	4.3%	5.4%	11.8%	73.1%
YouTube	10.3%	28.9%	12.4%	19.6%	28.9%
Four Square	1.1%	0.0%	1.1%	4.3%	93.5%
Other	6.5%	3.2%	1.1%	3.2%	86.0%
Google Places - Hotpot	1.1%	3.3%	1.1%	8.9%	85.6%
Yahoo!	30.9%	8.2%	12.4%	10.3%	38.1%
Read a blog	5.3%	17.9%	14.7%	13.7%	48.4%
Subscribe to RSS	6.5%	3.2%	2.2%	3.2%	84.9%
Subscribe to Business Email	8.6%	2.2%	5.4%	7.5%	76.3%

**53. Which of the following DEPARTMENT stores did you or a member of your household visit in the past 30 days, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

Value	Percent
JC Penney	52.0%
Kohl's	21.0%
Target	21.0%
Walmart	75.0%
Other	16.0%
None of the above	12.0%

**54. Which of the following major DISCOUNT stores did you or a member of your household visit in the past 30 days, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
KMart	24.0%
Ollie's	6.0%
Walmart	77.0%
Other	8.0%
None of the above	17.0%

**55. Which of the following shopping areas or malls have you or someone in your household shopped in the past 30 days, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Albany, NY	23.0%
Binghamton, NY	28.0%
Cobleskill, NY	10.0%
Colonie Mall	15.0%
Crossroads Mall	5.0%
Southside Mall	72.0%
Other	18.0%
None of the above	11.0%

**56. Which of the following HOTELS have you or members of your household visited or used in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Best Western	11.0%
Clarion	7.0%
Courtyard By Marriott	11.0%
Hampton Inn	16.0%
Holiday Inn	14.0%
Holiday Inn Express	6.0%
Otesaga Hotel	11.0%
The Cooper Inn	1.0%
Other	11.0%
None of the above	53.0%

**57. Which of the following GOLF COURSES have you or members of your household visited or used the services of in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Afton Golf Course	3.0%
Cobleskill Country Club	1.0%
Colonial Ridge	3.0%
Leatherstocking Golf Club	1.0%
Oneonta Country Club	6.0%
Stamford Golf Course	3.0%
SUNY Delhi Golf Course	8.0%
Other	5.0%
None of the above	83.0%

**58. What is your primary financial institution?**

<b>Value</b>	<b>Percent</b>
Community Bank	26.0%
Delaware National Bank of Delhi	7.0%
Key Bank	3.0%
Leatherstocking Federal Credit Union	2.0%
NBT Bank	24.0%
Sidney Federal Credit Union	20.0%
Other	15.0%
Don't Know	3.0%

**59. Which store does your household consider as its primary grocery store?**

<b>Value</b>	<b>Percent</b>
Aldi	14.0%
Hannaford	23.0%
Price Chopper	45.0%
Walmart	10.0%
Walton Big M	1.0%
Other	6.0%
Don't know	1.0%

**60. Which of the following stores have you or members of your household shopped for MEN'S, WOMEN'S, CHILDREN'S CLOTHING/APPAREL ITEMS in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Casual Male	1.0%
JC Penney	61.0%
Label Shopper	1.0%
McLaughlin's	22.0%
Men's Warehouse	7.0%
Shoe Department	17.0%
Silks and Treasures	13.0%
TJ Maxx	40.0%
Any consignment store	24.0%
Internet auction	5.0%
Internet retail	39.0%
Other	23.0%
Have not shopped	8.0%

**61. Which of the following stores have you or members of your household shopped for JEWELRY in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Goldsmith and Silversmith	1.0%
Kay's	3.0%
Teleky's	10.0%
Wolf Wilde Goldsmith	11.0%
Internet auction	2.0%
Internet retail	15.0%
Other	8.0%
Have not shopped	63.0%

**62. Which of the following stores have you or members of your household shopped for FURNITURE in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Huck Finn's Warehouse	1.0%
Old Brick	1.0%
Raymour and Flannigan	2.0%
Scholet	23.0%
Taft	1.0%
Any consignment store	8.0%
Internet retail	10.0%
Other	11.0%
Have not shopped	60.0%



**63. Which of the following stores have you or members of your household shopped for MAJOR APPLIANCES in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Advantage Maytag	9.0%
Home Depot	21.0%
Lowe's	32.0%
Sears	13.0%
Internet auction	1.0%
Internet retail	6.0%
Other	4.0%
Have not shopped	60.0%

**64. Which of the following stores have you or members of your household shopped for HOME ENTERTAINMENT or COMPUTER EQUIPMENT in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Best Buy	20.0%
Edison Computers	4.0%
ISD	2.0%
Office Max	38.0%
Walmart	30.0%
Internet auction	5.0%
Internet retail	28.0%
Other	11.0%
Have not shopped	32.0%

**65. Which of the following stores have you or members of your household shopped for TELECOM/WIRELESS services in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
AT&T	19.0%
ISD	2.0%
Verizon Wireless	36.0%
Internet auction	1.0%
Internet retail	12.0%
Other	9.0%
Have not shopped	39.0%

**66. Which of the following PHARMACIES or DRUG STORES have you or members of your household shopped in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
CVS	25.0%
Rite Aid	53.0%
Walgreens	45.0%
Internet	10.0%
Other	33.0%
Have not shopped	5.0%

**67. Which of the following stores have you or members of your household shopped for LUMBER/HARDWARE or GARDEN SUPPLIES in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Bruce Hall ACE Hardware	7.0%
Home Depot	64.0%
Lowe's	72.0%
Munson's True Value	34.0%
Pickett's Supply	11.0%
Wightman's Specialty Woods	11.0%
Internet auction	1.0%
Internet retail	9.0%
Other	16.0%
Have not shopped	13.0%

**68. Which of the following stores have you or members of your household shopped for AUTO PARTS in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Advance Auto Parts	37.0%
Monser Brothers	7.0%
Munro Muffler	4.0%
NAPA	24.0%

Rowe's Auto Parts	5.0%
Vic's Auto Service	2.0%
Vehicle dealership	18.0%
Internet retail	7.0%
Other	7.0%
Have not shopped	37.0%

**69. Which of the following stores have you or members of your household shopped for TIRES in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Kost Tire	5.0%
McCarthy Tire	9.0%
Monser Brothers	9.0%
Vehicle dealership	5.0%
Internet auction	1.0%
Internet retail	7.0%
Other	29.0%
Have not shopped	49.0%

**70. Which of the following dealerships have you or members of your household shopped for a NEW VEHICLE in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Carbone Auto Group	1.0%
Country Club Auto Group	13.0%
Empire Toyota	4.0%
Five Star Subaru	9.0%
Matthews Auto Group	4.0%
Royal Chrysler	5.0%
Scoville-Meno Honda	5.0%
Skinner and Damullis	1.0%
Smith Ford	1.0%
Internet retail	1.0%
Other	5.0%
Have not shopped	65.0%

**71. Which of the following dealerships have you or members of your household shopped for a USED VEHICLE in the last 12 months, whether or not you bought anything? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Certified Auto	2.0%
Country Club Auto Group	5.0%

Empire Toyota	4.0%
Five Star Subaru	4.0%
Matthews Auto Group	1.0%
Oneonta Ford	2.0%
Royal Chrysler	2.0%
Scoville-Meno Honda	4.0%
Skinner and Damullis	1.0%
Smith Ford	2.0%
Internet retail	1.0%
Other	9.0%
Have not shopped	79.0%

## 72. If you were to BUY real estate in the next 12 months, which real estate firm would you use?

Value	Percent
Benson Real Estate	13.0%
Chesser Realty	1.0%
Exit Realty	3.0%
John Mitchell Realty	1.0%
Prudential Fox Properties	6.0%
Realty USA	7.0%
Other	5.0%
Don't know	64.0%

**73. If you were to SELL real estate in the next 12 months, which real estate firm would you use?**

<b>Value</b>	<b>Percent</b>
Benson Real Estate	10.0%
Chesser Realty	2.0%
Exit Realty	2.0%
John Mitchell Realty	1.0%
Prudential Fox Properties	7.0%
Realty USA	6.0%
Other	5.0%
Don't know	67.0%

**74. If you were to require non-emergency medical attention/procedure, which hospital or medical facility would be your first choice to receive medical attention/procedure? (Check one only)**

<b>Value</b>	<b>Percent</b>
Bassett Hospital	46.0%
Fox Care	18.0%
Fox Hospital	13.0%
UHS Norwich	2.0%
Other	17.0%
Don't know	4.0%

**75. If you were in need of FUNERAL SERVICES, which provider would be your first choice to use?**

<b>Value</b>	<b>Percent</b>
Bookhout	9.0%
Connell, Dow and Deysenroth	2.0%
Grummons	13.0%
Hall & Peet	3.0%
Heller	2.0%
Johnston Funeral Home	5.0%
Lewis, Hurley and Pietrobono	17.0%
MacArthur	7.0%
Westcott	3.0%
Other	12.0%
Don't know	27.0%

**76. Which of the following FAST FOOD/QUICK SERVICE RESTAURANTS have you eaten at in the past 30 days? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Arby's	10.1%
Daddy Al's	8.1%
Jake's	2.0%
KFC	8.1%
McDonalds	48.5%
Oneonta Hots	1.0%
Subway	17.2%
Taco Bell	12.1%



Undercover Eggplant	19.2%
Wendy's	15.2%
Other	18.2%
Does not apply	18.2%

**77. Which of the following RESTAURANTS have you eaten at in the past 30 days? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Alfredo's	3.0%
Applebee's	27.3%
Autumn Cafe	14.1%
Bella Michael's	7.1%
Brooks BBQ	31.3%
Budreaux and Thibideaux's	10.1%
China 19	5.1%
Christopher's	6.1%
Friendly's	12.1%
Morey's	11.1%
Mt. Fuji	6.1%
Nina's	8.1%
Pondo's	4.0%
Sabbatini's	4.0%
Sal's	6.1%
Simply Thai	10.1%
Sloan's NY Grill	11.1%
Stella Luna	6.1%
The Farmhouse	7.1%
Tino's	7.1%
Other	24.2%
Does not apply	22.2%

**78. Which of the following PET STORES/ANIMAL SERVICE PROVIDERS have you shopped at or used the services of in the past 12 months? (Check all that apply. Press NEXT to continue) \***

<b>Value</b>	<b>Percent</b>
Brandow's	24.0%
Community Vet	16.7%
Fin & Feather	3.1%
Hillside Kennels	2.1%
Joan Puritz	9.4%
Petco	19.8%
Valley Vet	3.1%
Other	28.1%
Don't Know	32.3%

**79. Including groceries, approximately what percent of your household shopping dollars are spent out of Otsego, Chenango, Delaware and Schoharie Counties?**

<b>Value</b>	<b>Percent</b>
0%	6.1%
1% - 20%	45.5%
21% - 40%	11.1%
41% - 60%	11.1%
61% - 80%	14.1%
81% - 100%	12.1%

**80. Which of the following products or services have you purchased outside of Otsego, Chenango, Delaware and Schoharie Counties, through travel, cable television, over the Internet, or through a catalog in the past 12 months? (Check all that apply. Press NEXT to continue)**

<b>Value</b>	<b>Percent</b>
Banking services	12.9%
Children's products/services	12.9%
Clothing/apparel items	63.4%
Education/classes	11.8%
Electronics/computer	32.3%
Entertainment products (CD/DVD, etc.)	23.7%
Entertainment services (play/concert, etc.)	18.3%
Found a job	2.2%
Groceries	28.0%
Home Services	2.2%
Home products	22.6%
Insurance (dental, medical, life, etc.)	9.7%
Investments/assets	4.3%
Lawn & garden products	15.1%
Lumber & building products	5.4%
Medical service providers	16.1%
New/used vehicle (any)	6.5%
Personal care services	6.5%
Professional care services (any)	2.2%
Real estate (any)	1.1%
Recreation products/services	9.7%
Restaurant - fast food	29.0%
Restaurant dining	46.2%
Specialty shops (visited)	21.5%
Vacation/travel	30.1%

Vehicle products	6.5%
Vehicle services	7.5%
Wedding supplies/services	1.1%
None of the above	15.1%

## 81. Do you or anyone in your household plan to get married or remarried in the next 12 months?

Value	Percent
No	93.9%
Don't know	6.1%

## 82. What is your marital status?

Value	Percent
Single never married	7.1%
Cohabiting/domestic partner	6.1%
Divorced or separated	11.1%
Married	60.6%
Widowed	15.2%

### 83. What is the zip code at your home address? (Press next to continue)

Value	Percent
13820	28.3%
Other	71.7%

### 84. What is your age?

Value	Percent
25 - 29	1.0%
30 - 34	2.0%
35 - 39	6.1%
40 - 44	4.1%
45 - 49	4.1%
50 - 54	10.2%
55 - 59	22.5%
60 - 64	12.2%
65 - 70	14.3%
Over 70	23.5%

### 85. Do you plan to find a new job or change careers in the next 12 months?

Value	Percent
Yes	6.1%
No	81.8%
Don't know	12.1%

## 86. What is the highest grade of education you have completed?

<b>Value</b>	<b>Percent</b>
Some high school (not graduate)	3.0%
High school graduate (12th grade)	17.2%
Vocational or technical training	10.1%
Some college	16.2%
College graduate	22.2%
Some post graduate study (no advanced degree)	8.1%
Post graduate degree	23.2%

## 87. What is the occupation of the highest wage earner in your household?

<b>Value</b>	<b>Percent</b>
Professional	16.2%
Managerial	4.0%
Technical	5.1%
Administrative support	3.0%
Sales	4.0%
Precision production, craft, repair	1.0%
Laborer	1.0%
Education	11.1%
Government other than armed forces	2.0%
Retired	40.4%
Not currently employed	4.0%
Other	8.1%

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

<b>Value</b>	<b>Percent</b>
Under \$10,000	1.2%
\$10,000 - \$14,999	6.9%
\$15,000 - \$19,999	5.8%
\$20,000 - \$24,999	4.6%
\$25,000 - \$29,999	4.6%
\$30,000 - \$34,999	6.9%
\$35,000 - \$39,999	3.5%
\$40,000 - \$44,999	6.9%
\$45,000 - \$49,999	4.6%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	16.1%
\$100,000 - \$124,999	9.2%
\$125,000 - \$149,999	4.6%
\$150,000 or more	3.5%

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

<b>Value</b>	<b>Percent</b>
None	80.8%
One	13.1%
Two	5.1%
Three	1.0%

## 90. What best describes your primary residence?

Value	Percent
Own single family house	80.8%
Rent single family house	2.0%
Rent apartment or condo	8.1%
Rent or own mobile home	6.1%
Other	3.0%

## 91. Are you...?

Value	Percent
Male	31.3%
Female	68.7%

## 92. Which of the following would you classify yourself as...

Value	Percent
Asian or Pacific Islander	1.0%
Caucasian	79.8%
Hispanic (any Spanish background)	1.0%
Some other race	2.0%
Prefer not to answer	16.2%

## 94. How did you access this survey?

Value	Percent
Saw ad in publication	69.2%
Clicked on ad on web site	30.9%