

3. Are you 18 years of age or older?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	100.0	1393
Total	100.0	1393

4. Do you or any member of your family work for a newspaper?

	WNPA Statewide Survey	
	Reader Total	
	%	#
No	100.0	1393
Total	100.0	1393

6. In which publication did you see the advertisement for this survey? [Choose from drop-down list]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Arlington Times	.1	1
Auburn Reporter	.9	13
Bainbridge Island Review	1.2	17
Ballard News-Tribune	.1	2
Bellevue Reporter	1.4	20
Bonney Lake-Lake Tapps Courier-Herald	.9	12
Bothell/Kenmore Reporter	.6	8
Bremerton Patriot	.5	7
Capitol Hill Times	.4	5
Cashmere Valley Record	.1	1
Central Kitsap Reporter	1.0	14
Courier-Times	.1	1
Covington/Maple Valley Reporter	.1	2
Daily Record	2.7	37
Daily Sun News	.1	1
Dispatch	.5	7
Douglas County Empire Press	.1	1
East County Journal	.7	10
East Washingtonian	.1	1
Enumclaw Courier-Herald	1.6	22
Federal Way Mirror	.2	3

6. In which publication did you see the advertisement for this survey? [Choose from drop-down list]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Grandview Herald	.1	2
Herald	.3	4
Islands' Sounder	.6	8
Issaquah Press	8.0	112
Journal of the San Juan Islands	.6	9
Kent Reporter	.9	12
Kirkland Courier Reporter	.7	10
Lake Chelan Mirror	.2	3
Leavenworth Echo	.1	1
Lynden Tribune	10.4	145
Marysville Globe	.5	7
Mercer Island Reporter	.2	3
Newport Miner	.9	13
Nisqually Valley News	.3	4
North Kitsap Herald	1.1	16
North Seattle Herald - Outlook	.1	2
Northern Kittitas County Tribune	15.3	213
Peninsula Gateway	.7	10
Port Orchard Independent	1.0	14
Port Townsend Leader	10.8	151
Prosser Record-Bulletin	.2	3
Quad City Herald	.1	2
Queen Anne/Magnolia News	.3	4
Record-Journal	3.8	53
Redmond Reporter	.1	2
Renton Reporter	1.2	17
Ritzville Adams County Journal	.1	1
River Current News	.6	8
Sequim Gazette	12.6	175
Skamania County Pioneer	2.1	29
Snoqualmie Valley Record	.6	9
South Whidbey Record	2.9	40
Stanwood/Camano News	.6	8
Tenino Independent	.2	3
Vashon-Maury Island Beachcomber	.9	13
Vidette	.1	2
Whidbey Examiner	1.7	23
Whidbey News-Times	3.0	42
Whitman County Gazette	.7	10

6. In which publication did you see the advertisement for this survey? [Choose from drop-down list]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Wilbur Register	.1	1
Woodinville Weekly	.1	1
Other	1.7	23
Total	100.0	1393

8. How often do you read the following in this publication? [check ONE each row]

		WNPA Statewide Survey	
		Reader Total	
		%	#
Classified ads	Always	35.2	491
	Frequently	25.7	358
	Occasionally	31.9	444
	Never	7.2	100
Retail ads	Always	22.5	313
	Frequently	39.1	544
	Occasionally	33.4	465
	Never	5.1	71
Advertising inserts	Always	21.4	298
	Frequently	32.9	458
	Occasionally	35.0	487
	Never	10.8	150
Total		100.0	1393

9. How many people, including yourself, read your copy of this publication?

	WNPA Statewide Survey	
	Reader Total	
	%	#
1	<i>23.4</i>	<i>326</i>
2	<i>52.9</i>	<i>737</i>
3	<i>12.0</i>	<i>167</i>
4	<i>5.4</i>	<i>75</i>
5	<i>2.5</i>	<i>35</i>
6	<i>.1</i>	<i>2</i>
7	<i>.1</i>	<i>2</i>
8 or more people	<i>1.3</i>	<i>18</i>
Don't know	<i>2.2</i>	<i>31</i>
Total	<i>100.0</i>	<i>1393</i>

9a. Average number of people who read copy

	WNPA Statewide Survey
	Reader Total
Mean (Average)	<i>2.16</i>
Median	<i>2</i>
Mode	<i>2</i>
Maximum	<i>8</i>
Minimum	<i>1</i>
Error range (+/-)	<i>.03</i>
Number of responses	<i>1362</i>

10. Not including yourself, who else in your household reads your copy of this publication? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Spouse	61.0	850
Children under 18	10.4	145
Children 18 and over	8.8	123
Brother	1.4	20
Sister	1.8	25
Roommate	3.0	42
Boyfriend/girlfriend/significant other	6.5	91
I am the only reader	22.9	319
Total respondents	100.0	1393

11. How many of the last 4 issues of this publication have you read?

	WNPA Statewide Survey	
	Reader Total	
	%	#
1 of 4	5.8	81
2 of 4	6.6	92
3 of 4	8.3	115
4 of 4	79.3	1104
Don't know	.1	1
Total	100.0	1393

11a. Average number of last 4 issues read

	WNPA Statewide Survey
	Reader Total
Mean (Average)	4
Median	4
Mode	4
Maximum	4
Minimum	1
Error range (+/-)	0
Number of responses	1392

12. How long do you keep your copy of this publication?

	WNPA Statewide Survey	
	Reader Total	
	%	#
One day	14.5	202
Two days	17.5	244
Three days	19.1	266
One week	32.8	457
More than one week	16.0	223
Don't know	.1	1
Total	100.0	1393

12a. Average days keep copy of publication

	WNPA Statewide Survey
	Reader Total
Mean (Average)	5
Median	3
Mode	7
Maximum	8
Minimum	1
Error range (+/-)	0
Number of responses	1392

13. How long have you been reading this publication?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Less than 6 months	4.3	60
6 months to less than 1 year	6.0	84
1 to 2 years	14.3	199
3 to 5 years	19.5	272
6 to 10 years	18.5	258
11 to 15 years	10.8	151
Over 15 years	26.5	369
Total	100.0	1393

13a. Average number of years have been reading this publication

	WNPA Statewide Survey
	Reader Total
Mean (Average)	8
Median	8
Mode	16
Maximum	16
Minimum	0
Error range (+/-)	0
Number of responses	1393

14. How often do you or other members of your household read legal or public notices such as information on government expenditures in a newspaper?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Frequently	22.9	319
Sometimes	30.8	429
Seldom	32.8	457
Never	13.5	188
Total	100.0	1393

15. Do you believe state and local government should be required to publish legal and public notices in the newspaper on a regular basis?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	86.4	1204
No	13.6	189
Total	100.0	1393

17. Which of these publications have you read in the past week? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
This publication (the one I saw the ad for the survey in)	<i>89.4</i>	<i>1245</i>
Daily newspaper only	<i>15.2</i>	<i>212</i>
Weekly newspaper	<i>27.9</i>	<i>388</i>
Free shopper publication	<i>20.1</i>	<i>280</i>
Real estate publication	<i>10.8</i>	<i>151</i>
Sunday newspaper only	<i>13.1</i>	<i>182</i>
Daily and Sunday newspaper	<i>39.1</i>	<i>544</i>
Auto publication	<i>3.4</i>	<i>48</i>
None of the above	<i>1.2</i>	<i>17</i>
Total respondents	<i>100.0</i>	<i>1393</i>

18. Which of these publications is your primary one?

	WNPA Statewide Survey	
	Reader Total	
	%	#
This publication (the one I saw the ad for the survey in)	<i>43.1</i>	<i>600</i>
Daily newspaper	<i>15.0</i>	<i>209</i>
Weekly newspaper	<i>7.7</i>	<i>107</i>
Free shopper publication	<i>.3</i>	<i>4</i>
Real estate publication	<i>.1</i>	<i>1</i>
Sunday newspaper only	<i>4.9</i>	<i>68</i>
Daily and Sunday newspaper	<i>24.5</i>	<i>341</i>
Auto publication	<i>.1</i>	<i>2</i>
Other	<i>1.4</i>	<i>20</i>
None of the above	<i>2.9</i>	<i>41</i>
Total	<i>100.0</i>	<i>1393</i>

19. Does your household currently subscribe to cable TV or a DSS satellite service?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Cable only	45.6	635
Satellite only	31.3	436
Cable and satellite	3.1	43
None of the above	20.0	279
Total	100.0	1393

20. What do you use the Yellow Pages for? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Find a business	79.8	1111
Get addresses	48.6	677
Look up phone numbers	75.1	1046
Look up prefix	7.5	104
Look up zip codes	20.8	290
Make purchasing decisions	13.9	194
Sales leads	3.8	53
Other	2.9	40
Do not use Yellow Pages	9.5	133
Use White Pages	15.4	215
Total respondents	100.0	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Throw it away - unread	21.8	304
Open it and glance through it	60.0	836
Read all or most of it	15.6	218
Other	2.5	35
Total	100.0	1393

22. How often do you use coupons when you shop?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Once a week or more often	26.2	365
Two or three times per month	27.1	377
Once a month	12.0	167
Less often than once a month	24.7	344
Never	10.1	140
Total	100.0	1393

23. Would you prefer to have store advertising circulars come inside your newspaper or sent in the mail to your home? Which is more valuable to you in planning your shopping?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Mail	15.1	210
Newspaper	44.3	617
Both	20.1	280
Neither	15.2	212
Don't know	5.3	74
Total	100.0	1393

24. What is the primary reason you listen to radio?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Ad messages	.3	4
Background noise	6.2	86
Music	56.6	788
News	21.0	293
Sports	1.4	20
Weather	2.6	36
Other entertainment	3.8	53
Other	2.6	36
Do not listen to radio	5.5	77
Total	100.0	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Throw away	19.3	269
Use a couple of coupons	54.3	756
Use many coupons	14.7	205
Keep but don't use	5.5	77
Other	1.9	27
Don't get coupon books/does not apply	4.2	59
Total	100.0	1393

26. Which of these websites have you visited in the past WEEK? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
This newspaper's website	40.1	559
Any Washington newspaper website	33.7	470
Any Washington TV station website	23.7	330
Any Washington radio station website	15.0	209
Any national newspaper website	17.1	238
CNN website	18.7	261
Craigslist.com	39.8	554
Drudgereport.com	4.4	61
Google.com/news	43.5	606
MSN.com	33.2	463
Yahoo.com	33.8	471
Other national news website	24.0	335
None of the above	8.9	124
Total respondents	100.0	1393

27. Have you or any member of your household placed a classified ad in this publication in the last 12 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	22.3	310
No	75.7	1054
Don't know	2.1	29
Total	100.0	1393

28. What was the response to the ad?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Excellent (sold item or service advertised)	29.0	90
Satisfactory (received many calls)	42.9	133
Poor (received very few calls)	28.1	87
Total	100.0	310

29, 30, 31 & 32. Which of the following products or services has anyone in your household bought in the last 30 days in response to an ad in ANY NEWSPAPER? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Children's products/services	7.1	99
Clothing - men's	11.3	157
Clothing - women's	19.8	276
Clothing - children's	6.8	95
Clothing - jewelry/accessories	4.5	63
Shoes - men's	4.7	66
Shoes - women's	9.0	126
Shoes - children's	2.4	34
Electronics/computer	10.0	139
Cellular phone	2.7	38
Entertainment products (books, CDs, etc.)	13.4	186
Entertainment services (concert, plays, etc.)	12.2	170
Groceries	64.0	892
Investments/assets	.9	12
Lawn & garden products	16.2	226

29, 30, 31 & 32. Which of the following products or services has anyone in your household bought in the last 30 days in response to an ad in ANY NEWSPAPER? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Lumber & building products	9.0	125
Home products	24.7	344
Furniture	4.3	60
Mattress/bedding	2.4	34
Vehicle products	5.5	76
Vehicle services	4.8	67
Tires	3.9	55
Real estate	.3	4
Rent apartment	.4	6
Rent house	1.8	25
Build home	.1	1
Buy personal residence/home	.7	10
Buy investment property	.2	3
Buy land to build on	.2	3
Buy vacation home	.1	2
Refinance - home	.6	8
Remodel - home	.5	7
Repair - home	4.2	58
Sell home	.1	2
Selected a Realtor - buy real estate	.1	2
Selected a Realtor - sell real estate	.3	4
Selected a Realtor - buy & sell real estate	.2	3
Recreation products/activities	11.1	155
Restaurant dining	36.7	511
Restaurant - fast food	18.7	261
Specialty shops (visited)	10.8	150
Vacation/travel	2.9	41
Insurance (dental, medical, life, etc.)	.9	13
Medical service providers	2.2	30
Eye exam	1.4	20
Hospital	.4	6
Found a job	3.8	53
Personal care services - any	7.0	98
Beauty salon	5.4	75
Dating services	.4	5
Wedding supplies/services	.5	7
Education/classes	4.8	67
Professional care services - any	2.1	29

29, 30, 31 & 32. Which of the following products or services has anyone in your household bought in the last 30 days in response to an ad in ANY NEWSPAPER? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Banking services	<i>3.2</i>	<i>44</i>
Legal	<i>.8</i>	<i>11</i>
Accountant	<i>.2</i>	<i>3</i>
Cellular phone service	<i>2.8</i>	<i>39</i>
Home services	<i>2.5</i>	<i>35</i>
Plumbing repair	<i>1.4</i>	<i>20</i>
Heating repair	<i>1.1</i>	<i>16</i>
Handyman repair	<i>2.7</i>	<i>38</i>
None of the above	<i>18.6</i>	<i>259</i>
Total respondents	<i>100.0</i>	<i>1393</i>

33. Which of the following vehicles has anyone in your household bought in the last 30 days in response to an ad in ANY NEWSPAPER? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
New ATV - all terrain vehicle	.1	1
New boat	.1	2
New car	.9	12
New mini-van	.1	1
New motorcycle	.1	1
New recreation vehicle (RV)	.2	3
New SUV	.1	2
New truck	.3	4
New snowmobile	.0	0
New tractor	.1	2
Other new	.2	3
Pickup with camper	.1	1
Used ATV - all terrain vehicle	.1	2
Used boat	.4	5
Used car	.8	11
Used mini-van	.1	1
Used motorcycle	.1	2
Used recreation vehicle (RV)	.1	2
Used SUV	.1	2
Used truck	.2	3
Used snowmobile	.2	3
Used tractor	.1	2
Other used	.9	12
None of the above	95.3	1327
Total respondents	100.0	1393

34 & 35. Which of the following types of specialty shops have you or someone in your household shopped because of an ad in ANY NEWSPAPER in the past 30 days? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Agricultural/farm supplies/implement	7.5	104
Antiques/collectibles	3.3	46
Arts and crafts store	10.1	140
Bakery	6.5	91
Beauty salon/barber	3.9	54
Bookstore	9.8	136
Catering	.4	6
Cellular phone store	2.3	32
Coffee/espresso shop	11.8	164
Convenience store	1.7	24
Deli	3.2	44
Dry cleaning	1.0	14
Equipment rental - party	.4	6
Equipment rental - power/tool	.9	13
Fabric store	8.5	118
Fine art/gallery	1.7	24
Garden store	11.1	155
Gift shop	5.7	80
Greeting card store	4.3	60
Health food store	7.8	109
Health supplements/nutrition store	5.7	79
Hobby store	4.0	56
Music instrument store	1.3	18
Nail salon	2.2	31
Party supply store	1.7	24
Pawn shop	.4	6
Pet kennel	.6	9
Pet store	8.5	119
Pizza	20.5	285
Music store (CDs, records, etc.)	3.4	48
Printing store	1.7	23
Rent-to-own stores	.2	3
Tobacco shop	1.4	19
None of the above	45.4	632
Total respondents	100.0	1393

37. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Alderwood Mall	9.5	132
Auburn Super Mall	5.0	69
Bellevue Square	13.1	183
Bellis Fair Mall	13.0	181
Blue Mountain Mall	.1	1
Broadmoor Park Outlet Mall	.1	1
Cascade Mall	4.3	60
Commons at Federal Way	2.6	36
Columbia Center Mall	.6	9
Crossroads Mall	4.5	62
Eastgate Mall	.8	11
Factoria Mall	6.1	85
Factory Stores at North Bend	8.8	123
Franklin Park Mall	.1	2
Glennwood Square Mall	.1	1
Kent Station	2.5	35
Lewis County Mall	.6	8
Northgate Mall	3.9	55
North Town Mall	1.1	15
Prime Outlet Mall (Burlington)	2.9	40
Redmond Town Center	5.2	72
Riverpark Square	.6	9
Seattle	7.3	102
Seattle Premium Outlet	2.2	31
South Hill Mall	2.7	37
Southcenter Mall (Westfield)	8.8	123
Spokane Valley Mall	.9	13
Supermall of Great NW	1.4	20
SW Washington	.4	6
Tacoma	1.8	25
Tacoma Mall	3.3	46
Three Rivers Mall	.4	5
Triangle Mall	.1	1
University Village	2.9	40
Valley Mall in Union Gap (Yakima)	8.5	118
Vancouver, BC	1.0	14
Victoria, BC	.9	13
Wenatchee Valley Mall	2.4	34

37. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Westfield Shoppingtown Capital	<i>1.6</i>	<i>22</i>
Westlake Center	<i>2.4</i>	<i>33</i>
Yardbirds Mall	<i>.4</i>	<i>6</i>
None of the above	<i>38.5</i>	<i>536</i>
Total respondents	<i>100.0</i>	<i>1393</i>

38. What is your primary financial institution?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bank of America	21.1	294
Bank of Whitman	.1	1
Bank of the West	.2	3
Banner Bank	.6	8
Boeing Employees Credit Union	4.8	67
Cascade Bank	.3	4
Cashmere Valley	2.2	31
Catholic Credit Union	.1	2
Citibank	.1	2
Columbia Bank	.5	7
First Mutual	.2	3
Frontier Bank	.3	4
Group Health Credit Union	.1	2
Homestreet Bank	.1	1
KeyBank	1.8	25
Mount Rainier Bank	.1	2
Navy Federal Credit Union	1.2	17
Qualstar Credit Union	.1	1
Sterling Savings	2.8	39
US Bank	5.2	73
Venture Bank	.2	3
WA State Teachers CU	1.0	14
Washington Federal Savings & Loan	.4	6
Washington Mutual	10.1	140
Washington Trust Bank	.1	2
Watermark Credit Union	.6	9
Wells Fargo	9.0	125
Wheatland Bank	.1	1
Yakima Federal	.7	10
Other	31.4	437
Don't know/does not apply	4.3	60
Total	100.0	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Albertson's	4.2	59
Cash 'n' Carry	.1	2
Commissary	1.6	22
Costco	8.8	123
Fred Meyer	9.8	136
Green Fresh Market	.1	1
Grocery Outlet	.5	7
Haggen's	2.8	39
Metropolitan Market	.1	2
PCC	.9	12
QFC	9.0	126
Red Apple	1.6	22
Rosauers	1.1	15
Safeway	35.8	498
Sam's Club	.1	2
Super One	2.9	40
Thriftway	1.8	25
Top Foods	.9	12
Trader Joe's	1.2	17
Wal-Mart	3.7	51
Whole Foods	.2	3
Yokes	.1	1
Other	12.0	167
Don't know/does not apply	.8	11
Total	100.0	1393

40. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Computer accessories	23.9	333
Computer software	16.5	230
Digital camera	11.5	160
DVD or VCR	9.9	138
Home computer	14.1	196
Home theater	1.3	18
GPS device (handheld or in vehicle)	5.3	74
MP3 or IPOD or similar device	6.7	94
Blackberry, Palm or other Wireless PDA	3.7	51
PDA, Handspring, PalmPilot (not wireless)	.3	4
Sirius Radio, XM Radio, satellite radio	1.7	23
Satellite system	1.7	24
Stereo system - home	2.6	36
Cell phone	14.3	199
Cell phone with Internet connection	3.2	45
Telephone - not a cell phone	4.3	60
Television - flat screen	9.8	137
Television - HDTV	10.3	144
Television (not flat screen or HDTV)	.6	9
TiVo or other digital video recorder	1.5	21
Video camera	3.2	44
Wi-Fi on laptop or home computer	3.8	53
None of the above	38.0	530
Total respondents	100.0	1393

41. Which of the following insurance providers does anyone in your household plan to change or shop for in the next 12 months? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Auto insurance	16.6	231
Dental insurance	6.2	87
Disability insurance	1.1	16
Homeowner insurance	7.7	107
Life insurance	4.7	66
Medical (health) insurance	14.1	197
Renter insurance	2.5	35
None of the above	68.3	952
Total respondents	100.0	1393

42. Which of the following service providers do you or any members of your household plan to buy or change provider for in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Accountant	5.2	72
Cellular phone provider	7.9	110
Computer services	2.9	41
Financial planner	3.9	55
Florist	3.4	48
Interior designer	.7	10
Internet service provider	7.5	104
Lawyer	4.3	60
Mortgage broker	3.4	47
Retirement home	.1	2
Senior housing	.6	8
Tax advisor/service	6.8	95
Wedding planner	.9	13
None of the above	69.8	973
Total respondents	100.0	1393

43. Which of the following banking services do you plan to set up or change current provider for in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bank	<i>6.6</i>	<i>92</i>
Checking account	<i>7.0</i>	<i>97</i>
Savings account	<i>7.8</i>	<i>108</i>
Online banking	<i>5.5</i>	<i>76</i>
None of the above	<i>84.2</i>	<i>1173</i>
Total respondents	<i>100.0</i>	<i>1393</i>

44. Which of the following medical service providers do you plan to use in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Acupuncture	8.4	117
Alternative care	7.8	109
Audiologist	3.3	46
Chiropractor	18.7	260
Cosmetic surgery	1.6	22
Counseling services	5.4	75
Dentist	68.7	957
Elective surgery	1.8	25
Eye doctor	49.0	683
Geriatrics	.4	6
Home healthcare	.7	10
Hospitals and medical centers	11.6	162
Laboratories	17.6	245
Medical doctor	63.5	884
Medical supplies & equipment	4.6	64
Naturopathic physician	7.5	105
OB/GYN	14.0	195
Nursing home/assisted living	.6	8
Oncologist/cancer care	2.7	37
Orthodontist	7.3	101
Pediatrician	9.8	136
Physical therapy	8.3	116
Speech pathologist	.6	8
Veterinarian	28.4	395
None of the above	8.8	122
Total respondents	100.0	1393

45. Do you or any member of your household plan to buy or invest in any of the following investments/assets in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Annuities	<i>2.6</i>	<i>36</i>
Certificates of Deposit	<i>19.1</i>	<i>266</i>
City or state bonds	<i>2.4</i>	<i>34</i>
Collectibles/antiques/art	<i>2.9</i>	<i>40</i>
Common or preferred stock	<i>9.0</i>	<i>126</i>
Corporate bonds/debentures	<i>1.9</i>	<i>26</i>
401k	<i>16.9</i>	<i>236</i>
Gold/precious metals	<i>3.1</i>	<i>43</i>
IRA	<i>17.6</i>	<i>245</i>
Money market funds	<i>11.3</i>	<i>157</i>
Mutual funds	<i>13.1</i>	<i>182</i>
Non-US stocks	<i>2.6</i>	<i>36</i>
Options	<i>.9</i>	<i>13</i>
US Savings Bonds	<i>4.7</i>	<i>65</i>
US Treasury Notes	<i>2.4</i>	<i>34</i>
None of the above	<i>48.9</i>	<i>681</i>
Total respondents	<i>100.0</i>	<i>1393</i>

46. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Appliances	2.2	30
Carpeting, furniture	1.8	25
College expenses	3.9	55
College tuition	4.7	66
Debt consolidation	3.0	42
Electronics	1.0	14
Home repair/remodel	6.6	92
Lawyer	.6	8
Medical expenses	2.4	33
New home	3.7	51
New vehicle	3.3	46
Used vehicle	4.2	58
Vacation/travel	2.7	37
Wedding	1.0	14
None of the above/does not apply	74.7	1041
Total respondents	100.0	1393

47. Which of the following clothing or apparel items do you or the members of your household plan to buy in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Athletic apparel	<i>30.4</i>	<i>424</i>
Bridal	<i>2.1</i>	<i>29</i>
Coats	<i>19.0</i>	<i>264</i>
Cosmetics	<i>35.3</i>	<i>492</i>
Formal wear	<i>4.4</i>	<i>61</i>
Hats	<i>6.2</i>	<i>86</i>
Intimate apparel	<i>26.3</i>	<i>366</i>
Jewelry/accessories	<i>17.0</i>	<i>237</i>
Luggage	<i>4.2</i>	<i>59</i>
Children's clothing	<i>27.2</i>	<i>379</i>
Children's shoes	<i>18.6</i>	<i>259</i>
Men's clothing	<i>56.1</i>	<i>782</i>
Men's shoes	<i>41.0</i>	<i>571</i>
Women's clothing	<i>74.2</i>	<i>1033</i>
Women's shoes	<i>56.4</i>	<i>785</i>
None of the above	<i>10.6</i>	<i>147</i>
Total respondents	<i>100.0</i>	<i>1393</i>

48. Which of the following recreational products do you or the members of your household plan to buy in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bowling equipment	<i>.9</i>	<i>12</i>
Bicycle/mountain bike - adult	<i>10.1</i>	<i>140</i>
Bicycle/mountain bike - child	<i>2.9</i>	<i>41</i>
Camping/hiking equipment	<i>19.3</i>	<i>269</i>
Equestrian equipment	<i>2.7</i>	<i>37</i>
Exercise/fitness equipment	<i>12.5</i>	<i>174</i>
Fishing gear	<i>13.9</i>	<i>193</i>
Golf clubs or equipment	<i>6.2</i>	<i>87</i>
Hunting gear	<i>7.3</i>	<i>102</i>
Ammunition	<i>11.1</i>	<i>154</i>
Firearms	<i>7.5</i>	<i>105</i>
Jet ski	<i>.8</i>	<i>11</i>
Photo supplies	<i>17.4</i>	<i>242</i>
Racquet equipment	<i>1.1</i>	<i>16</i>
Running/jogging equipment	<i>9.2</i>	<i>128</i>
Scuba/snorkeling equipment	<i>1.4</i>	<i>19</i>
Skiing/snowboarding equipment	<i>5.6</i>	<i>78</i>
Soccer equipment	<i>3.6</i>	<i>50</i>
Sports equipment - children	<i>9.2</i>	<i>128</i>
Swimming equipment	<i>7.4</i>	<i>103</i>
None of the above	<i>40.3</i>	<i>561</i>
Total respondents	<i>100.0</i>	<i>1393</i>

49. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bark dust or mulch	36.4	507
Bedding flowers	51.3	714
Chain saw	3.2	44
Fertilizer	41.3	575
Flower pots	28.4	395
Fountains	5.0	69
Garden ornaments	10.9	152
Gravel/rocks	22.9	319
Hand garden tools	17.2	239
Landscaping	11.5	160
Lawn seed or turf/sod	18.2	254
Outdoor furniture	10.4	145
Outdoor grill	7.3	101
Power garden tools	3.1	43
Push lawn mower	3.9	55
Riding lawn mower	1.8	25
Rototiller	1.2	17
Shrubbery or trees	28.1	392
Other	8.9	124
None of the above	22.4	312
Total respondents	100.0	1393

50. Which of the following building supplies do you currently need or plan to buy in the next 12 months for your home? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Caulk	17.1	238
Ceramic tile	7.5	104
Circular saw	.9	12
Doors	9.8	136
Hand tools	9.2	128
Hardwood products	6.7	93
Lumber	21.4	298
Molding	9.5	133
Paint - exterior	20.7	288
Paint - interior	29.6	412
Paint brushes	22.8	317
Power tools	6.3	88
Roofing	7.6	106
Shed	3.5	49
Siding	3.9	55
Waterproofing	3.1	43
Wet/dry vacuum	3.2	44
Windows	8.2	114
None of the above	41.4	577
Total respondents	100.0	1393

51 & 52. Which of the following products do you currently need or plan to buy in the next 12 months for your home? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Air conditioning (buy)	3.1	43
Carpeting, floor covering	17.4	243
Closet system	3.4	48
Deck	6.7	93
Fencing	10.4	145
Fine art - paintings, pottery, etc	5.0	69
Furniture	15.7	219
Furniture - children's	3.8	53
Furnace	2.3	32
Generator	2.9	41
Home decor/decorating	15.1	211
Hot tub or spa	4.7	66
Kitchen cabinets	4.7	66
Major home appliance	10.1	141
Dishwasher	7.8	109
Mattress or bed	13.1	182
Microwave	5.7	80
Oven/range	6.3	88
Swimming pool	1.0	14
Wall decor	6.8	95
Wallpaper	1.6	22
Window covering	11.1	155
Wood stove/fireplace	5.0	70
None of the above	78.0	1086
Total respondents	100.0	1393

53. Which of the following services do you currently need or plan for your home in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Air conditioning (major repair)	.7	10
Air duct cleaning	4.7	65
Carpet cleaning	20.2	281
Chimney cleaning	8.2	114
Concrete repair	2.4	34
Electrical repair	5.0	69
Furnace cleaning	8.0	111
Gutters	6.5	90
Handyman repair	10.0	139
Heating repair	1.9	27
Home repair	5.5	76
Home remodel	5.2	72
House cleaning services	8.0	111
Landscaping service	9.0	125
Painting	12.3	171
Pest control	4.6	64
Plumbing repair	5.2	73
Roof repair	5.8	81
Security system	1.3	18
Siding replacement	1.3	18
Trash removal	8.3	116
None/does not apply	42.2	588
Total respondents	100.0	1393

54. Which of the following products do you currently need or plan to buy in the next 12 months for your vehicle(s)? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Battery	10.6	148
Camper top	.4	5
Canopy	.8	11
Floor mats	6.5	90
Grill guard	.7	10
Ground effects	.1	2
Lights	5.0	69
Mirror(s)	1.9	26
Performance parts	3.0	42
Running boards	.4	5
Seat covers	4.5	62
Spoiler	.1	1
Step bar	.2	3
Stereo system - auto/car/truck	3.2	44
Tires	22.3	311
Tool box	.5	7
Truck bed liner	.8	11
Visors	.3	4
Winch	.7	10
Wiper blades	42.2	588
None/does not apply	41.1	572
Total respondents	100.0	1393

55. Which of the following services do you currently need for your vehicle(s)? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Alignment	9.1	127
Body work	7.8	108
Brake replacement, adjust	12.9	180
Car wash	38.4	535
Electrical repair	4.1	57
Muffler	2.7	37
Oil change or lube	48.5	675
Painting	3.4	47
Shocks	4.7	65
Transmission, clutch	2.5	35
Tune-up	23.1	322
Upholstery repair	2.2	31
Wheels	4.2	58
Windshield, glass repair	15.4	214
None/does not apply	24.9	347
Total respondents	100.0	1393

56. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Barbershop	33.2	463
Bath and body products	36.8	512
Beauty/hair salon	66.0	919
Beauty supplies	31.2	435
Body piercing/tattoo	4.4	61
Cosmetics	40.6	566
Cosmetology	1.0	14
Dating service	.7	10
Day care/baby-sitting	3.7	52
Day spa	7.4	103
Diet center	2.2	31
Facial	6.0	84
Health club/gym	16.2	225
Manicure	13.2	184
Massage	19.5	271
Massage therapy	11.8	164
Nail salon	10.8	151
Pedicure	20.2	281
Perfume	9.0	125
Skin care	14.9	208
Tanning salon	9.0	126
None/does not apply	12.9	180
Total respondents	100.0	1393

57. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Books	<i>69.5</i>	<i>968</i>
Books - children's	<i>23.5</i>	<i>327</i>
Board games	<i>15.6</i>	<i>218</i>
Buy a lottery ticket	<i>33.7</i>	<i>469</i>
CD's/tapes - music	<i>41.9</i>	<i>583</i>
Comics	<i>2.5</i>	<i>35</i>
Computer games	<i>12.1</i>	<i>168</i>
DVD/VHS movies - buy	<i>32.0</i>	<i>446</i>
DVD/VHS movies - rent	<i>49.2</i>	<i>686</i>
DVD/VHS movies - children's	<i>10.1</i>	<i>140</i>
Magazines	<i>43.5</i>	<i>606</i>
Parenting publications	<i>3.4</i>	<i>48</i>
Toys	<i>16.9</i>	<i>235</i>
Video console games	<i>11.3</i>	<i>158</i>
None of the above	<i>9.1</i>	<i>127</i>
Total respondents	<i>100.0</i>	<i>1393</i>

58. Which of the following entertainment services do you or someone in your household plan to attend in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Concerts	<i>41.9</i>	<i>583</i>
Movie theater	<i>67.6</i>	<i>941</i>
Night clubs/dancing	<i>10.3</i>	<i>143</i>
Plays	<i>35.5</i>	<i>495</i>
Sporting events	<i>27.1</i>	<i>377</i>
Visit a casino	<i>28.9</i>	<i>402</i>
None of the above	<i>15.6</i>	<i>217</i>
Total respondents	<i>100.0</i>	<i>1393</i>

59. Which of the following vacation/travel options might you or someone in your household plan in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Airline flight	66.3	924
Amtrak/train	17.2	239
Book car/vehicle on Internet	22.7	316
Book hotel rooms on Internet	38.3	533
Business travel	11.0	153
Buy travel tickets on Internet	42.0	585
Greyhound/bus travel	2.6	36
Hotel/resort stay	41.0	571
International travel	15.8	220
Take a cruise	12.1	168
Use a travel agent/agency	6.5	90
Vacation outside home state	44.7	622
Vehicle rental	22.2	309
None of the above	17.9	250
Total respondents	100.0	1393

60. Which parts of Washington have you visited in the past year? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Central Washington (Ellensburg, Cle Elum, Roslyn, Suncadia)	45.5	634
Northwest region of state	52.9	737
Northeast region of state	15.9	222
Southwest region of state	27.4	381
Southeast region of state	11.4	159
Puget Sound	63.7	887
Seattle	76.5	1066
Spokane	21.8	304
None - does not apply	5.5	76
Total respondents	100.0	1393

61. What are the primary reasons you or someone in your household took in-state (Washington) trips in the last year? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Shopping	33.8	471
Hunting/fishing	12.8	178
Weekend getaway	38.8	541
Gambling/casino	10.3	143
Skiing	6.2	86
Snowmobiling	1.9	26
Sightseeing	27.6	385
Relaxation	42.9	597
Hiking	15.8	220
Camping	22.8	318
Visit relatives	42.7	595
Just to get away from it all	32.5	453
Other	19.5	271
Does not apply	5.9	82
Total respondents	100.0	1393

62. Which of the following areas do you plan on vacationing in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Washington	60.1	837
Oregon	34.6	482
Idaho	14.4	200
California	28.1	392
Las Vegas	11.2	156
Florida	6.2	87
New York	4.7	66
New Orleans	1.3	18
New England	5.5	77
Other US	24.8	345
Canada	15.6	218
Europe	7.7	107
Asia	2.4	34
Other	18.3	255
No vacation plans	14.3	199
Total respondents	100.0	1393

63. What times of the year will you travel for vacation in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Spring (March, April, May)	41.9	583
Summer (June, July, August)	48.4	674
Fall (September, October, November)	39.2	546
Winter (December, January, February)	25.8	360
Don't know	14.7	205
Does not apply	8.7	121
Total respondents	100.0	1393

64 & 65. Which of the following CASINOS have you visited in the last 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
7 Cedars Casino	11.6	161
All Star Lanes & Casino	.7	10
BC MacDonald's Casino	.1	1
Benny's Riverside Inn	.0	0
Billie's Casino	.0	0
BJ's Bingo	.0	0
Blue Yonder Cafe	.0	0
Cafe Arizona	.0	0
Cascade Lanes Restaurant & Lounge	.2	3
Chewelah Casino	.5	7
Chip's Casino Tukwila	.0	0
Club Broadway Entertainment	.1	2
Coulee Dam Casino	.5	7
Diamond Lil's Cardroom	.2	3
Emerald Queen Casino	5.0	70
Freddie's Club - Everett	.0	0
Freddie's Club - Fife	.3	4
Freddie's Club - Renton	.3	4
Golden Nugget	.9	13
Grand Central Casino	.1	2
Great American Casino - Everett	.4	5
Great American Casino - Kent	.3	4
Great American Casino - Tukwilla	.5	7
Great Wall Casino Restaurant & Lounge	.1	2
Hank's Casino	.0	0

64 & 65. Which of the following CASINOS have you visited in the last 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Hi-Joy Bowl	.1	2
Iron Horse Casino	.4	5
Legends Casino	3.6	50
Little Creek Casino Hotel	3.9	54
Lucky Dog Casino	1.3	18
Midway Casino	.1	1
Mill Bay Casino	.6	8
Muckleshoot Casino	7.5	105
Northern Quest Casino	.9	13
Oak Bowl	.1	1
Okanogan Bingo-Casino	.2	3
Paradise Bowl and Casino	.1	1
PJ Pockets Casino	.1	2
The Point Casino	2.2	30
Quinault Beach Resort and Casino	3.5	49
Royal Casino	.1	1
Silver Dollar Casino & Restaurant - Mt. Lake Territory	.1	1
Silver Dollar Casino & Restaurant - Sea Tac	.1	2
Silver Dollar Casino & Restaurant - Tacoma	.1	1
The Skagit	3.3	46
Skyway Bowl and Casino	.0	0
Slo Pitch Pub & Casino	.5	7
Suquamish Clearwater Casino & Resort	6.0	84
Swinomish Northern Lights Casino	2.7	37
Tower Inn & Lanes Cardroom	.1	1
Treasure Island	.7	10
Two Rivers Casino	.3	4
Tulalip Casino	7.4	103
Vito's Cardroom	.0	0
Wild Goose - Ellensburg	.7	10
Wizards Restaurant & Casino	.0	0
Other	4.0	56
None of the above	78.0	1086
Total respondents	100.0	1393

66. Approximately, how much will your household spend on CASINOS or GAMBLING in the next 12 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	58.6	816
\$1 - \$100	20.0	279
\$101 - \$200	6.3	88
\$201 - \$300	3.2	45
\$301 - \$400	2.3	32
\$401 - \$500	3.1	43
\$501 - \$600	1.1	16
\$601 - \$700	.6	8
\$701 - \$800	.2	3
\$801 - \$900	.4	6
\$901 - \$1,000	1.3	18
More than \$1,000 per year	2.8	39
Total	100.0	1393

66a. Average amount will spend on casinos or gambling

	WNPA Statewide Survey
	Reader Total
Mean (Average)	\$253.79
Median	\$150
Mode	\$50
Maximum	\$1,001
Minimum	\$50
Error range (+/-)	\$12.33
Number of responses	577

67. Do you or your family members visit vineyards/vineries in Washington State?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	32.8	457
No	67.2	936
Total	100.0	1393

68. Do you or any family members participate in wine tasting (either at a winery or store)?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	40.5	564
No	59.5	829
Total	100.0	1393

69. How many bottles of wine does your household typically purchase in a month?

	WNPA Statewide Survey	
	Reader Total	
	%	#
0 - household does not purchase wine	38.1	531
1 - 3 bottles	38.8	540
4 - 6 bottles	12.6	175
6 - 10 bottles	6.6	92
More than 10 bottles per month	3.9	54
Total	100.0	1392

69a. Average number of bottles of wine purchased in a month

	WNPA Statewide Survey
	Reader Total
Mean (Average)	4
Median	2
Mode	2
Maximum	11
Minimum	2
Error range (+/-)	0
Number of responses	861

70. How far are you willing to travel to go wine tasting?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Do not participate in wine tastings	54.3	756
Less than 15 miles	9.3	129
15 miles - 25 miles	8.8	122
26 miles - 50 miles	8.1	113
51 miles - 100 miles	6.9	96
More than 100 miles	12.6	176
Total	100.0	1392

70a. Average miles willing to travel for wine tasting

	WNPA Statewide Survey
	Reader Total
Mean (Average)	51
Median	38
Mode	101
Maximum	101
Minimum	8
Error range (+/-)	1
Number of responses	636

71. How many times do you visit a casino in a year?

	WNPA Statewide Survey	
	Reader Total	
	%	#
1 time	12.1	169
2 times	7.8	108
3 times	5.2	72
4 times	4.7	66
5 times	2.1	29
6 times	3.2	45
7 times	.5	7
8 times	.6	8
9 times	.3	4
10 times	1.9	27
11 times	.2	3
12 times	1.8	25
More than 12 times	4.5	62
Does not apply - do not visit casinos	55.1	767
Total	100.0	1392

71a. Average times per year visit a casino

	WNPA Statewide Survey
	Reader Total
Mean (Average)	5
Median	3
Mode	1
Maximum	13
Minimum	1
Error range (+/-)	0
Number of responses	625

72. 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]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Attend college/University - Full Time	9.8	136
Attend college/University - Take 1 or more classes	11.1	154
Language lessons - adult	5.0	70
Arts/crafts lessons - adult	11.1	154
Music lessons - adult	5.2	72
Sports lessons - adult	2.3	32
Cooking lessons - adult	4.9	68
Culinary school	.8	11
Trade school	2.2	30
Attend lecture/seminar/special class	18.2	254
Camp - summer - child	6.7	93
Child education (tutoring, etc)	2.9	40
Dance lessons - child	3.7	51
Music lessons - child	6.3	88
Sports lessons - child	9.5	132
Language lessons - child	.9	13
Arts/crafts lessons - child	4.2	58
None of the above	47.7	664
Total respondents	100.0	1393

73. If you are employed, are you responsible for making the purchasing decisions at your business?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	33.6	468
No	31.6	440
Not employed	34.8	485
Total	100.0	1393

74. Which of the following types of Food and Dining options have you or someone in your household purchased from or frequented in the past 30 days? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bakery	50.8	708
Banquet rooms	2.9	41
Bars, pubs, and clubs	26.3	366
Butcher shop	12.9	180
Candy and sweets	22.3	310
Catering	1.8	25
Coffee or espresso shop	60.1	837
Convenience stores	36.0	502
Culinary schools and classes	.7	10
Delivery services	7.1	99
Fast food restaurants	57.9	806
Grocery stores	83.1	1158
Health food store	28.1	392
Ice cream and frozen yogurt	26.0	362
Natural and organics	24.6	342
Pizza restaurants	48.6	677
Produce	46.5	648
Restaurants	75.2	1047
Seafood shop	10.9	152
Specialty food stores	13.1	183
Wine or liquor stores	31.4	438
None of the above	2.6	36
Total respondents	100.0	1393

75. Which of the following stores have you shopped in the past 30 days? ? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bath & Body Works	11.9	166
Best Buy	12.3	172
Cabela's	9.1	127
Coles	1.7	23
Gottschalks	5.6	78
Herbergers	.1	2
Home Depot	45.8	638
Kmart	11.2	156
Lewis	.0	0
Lowe's	27.2	379
Macy's	27.5	383
Marshall Fields	.7	10
Menards	.2	3
ShopKo	3.5	49
JC Penney	30.1	419
Sears	20.1	280
Target	43.6	607
Wal-Mart	55.6	774
Internet stores	40.4	563
Ebay auction	16.1	224
Total respondents	100.0	1393

76. Which of the following real estate plans does your household have in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Purchase personal residence	5.2	73
Purchase condominium/townhouse	.9	13
Purchase investment property	1.7	24
Purchase commercial/business property	.5	7
Purchase manufactured home	.5	7
Purchase vacation property	1.0	14
Purchase other	.7	10
Sell personal residence	5.0	69
Sell condominium/townhouse	.7	10
Sell investment property	2.5	35
Sell commercial/business property	.1	2
Sell manufactured home	.9	12
Sell vacation property	.7	10
Sell other	.8	11
Build a home	2.4	34
None of the above	83.0	1156
Total respondents	100.0	1393

77. Which of the following real estate plans apply to you in the next 12 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Use a Realtor to sell real estate	6.2	87
Use a Realtor to buy real estate	4.2	59
Use a Realtor to buy and sell real estate	1.8	25
Plan to sell property myself	3.2	45
None of the above	84.5	1177
Total	100.0	1393

78. Which of the following real estate plans does your household have in the next 12 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Refinance home	10.9	152
Remodel home	6.5	91
Rent new apartment	2.3	32
Rent house - residence	5.8	81
Repair home	19.2	267
None of the above	62.6	872
Total respondents	100.0	1393

79. If you were to BUY real estate, including a home, in the next 12 months, which REAL ESTATE FIRM would you use?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Century 21	1.1	16
Coldwell Banker	4.3	60
ERA Realty	.3	4
Ewing & Clark	.1	1
Help U Sell	.2	3
Ingram Realty	.3	4
Keller Williams	.6	8
Kelley Realty	.4	6
John L. Scott	8.3	115
Maguire Hill Real Estate	.1	1
Mellergaard	.1	2
Prudential NW Realty	.6	9
Realty Executives	.1	2
Redfin Realty	.5	7
ReMax	4.5	62
Sageland Properties	.1	2
Tomlinson	.1	2
Windermere	17.3	241
Other	9.7	135
Don't know	51.1	712
Total	100.0	1392

80. If you were to SELL real estate, including a home, in the next 12 months, which REAL ESTATE FIRM would you use?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Brio Realty	<i>.1</i>	<i>2</i>
Century 21	<i>1.1</i>	<i>15</i>
Coldwell Banker	<i>4.3</i>	<i>60</i>
ERA Realty	<i>.3</i>	<i>4</i>
Ewing & Clark	<i>.1</i>	<i>2</i>
Help U Sell	<i>.3</i>	<i>4</i>
Ingram Realty	<i>.4</i>	<i>5</i>
Keller Williams	<i>.6</i>	<i>9</i>
Kelley Realty	<i>.3</i>	<i>4</i>
John L. Scott	<i>8.3</i>	<i>115</i>
Maguire Hill Real Estate	<i>.1</i>	<i>2</i>
Mellergaard	<i>.1</i>	<i>1</i>
Prudential NW Realty	<i>.7</i>	<i>10</i>
Realty Executives	<i>.1</i>	<i>2</i>
Redfin Realty	<i>.6</i>	<i>8</i>
ReMax	<i>4.6</i>	<i>64</i>
Sageland Properties	<i>.2</i>	<i>3</i>
Tomlinson	<i>.2</i>	<i>3</i>
Windermere	<i>17.7</i>	<i>246</i>
Other	<i>10.5</i>	<i>146</i>
Don't know	<i>49.4</i>	<i>687</i>
Total	<i>100.0</i>	<i>1392</i>

82. Approximately, how much does your household spend on RESTAURANT DINING (not fast food) in at typical MONTH?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	6.4	89
\$1 - \$100	53.9	751
\$101 - \$200	23.9	333
\$201 - \$300	9.9	138
\$301 - \$400	3.0	42
\$401 - \$500	1.2	17
\$501 - \$600	.7	10
\$601 - \$700	.1	2
\$801 - \$900	.1	2
\$901 - \$1,000	.2	3
More than \$1,000 per month	.4	6
Total	100.0	1393

82a. Average amount spends on restaurant dining

	WNPA Statewide Survey
	Reader Total
Mean (Average)	\$124.01
Median	\$50
Mode	\$50
Maximum	\$1,001
Minimum	\$50
Error range (+/-)	\$3.48
Number of responses	1304

83. Approximately, how much does your household spend on FAST FOOD in at typical MONTH?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	<i>22.1</i>	<i>308</i>
\$1 - \$100	<i>67.3</i>	<i>937</i>
\$101 - \$200	<i>6.2</i>	<i>87</i>
\$201 - \$300	<i>1.6</i>	<i>22</i>
\$301 - \$400	<i>.3</i>	<i>4</i>
More than \$500 per month	<i>.1</i>	<i>1</i>
No response	<i>2.4</i>	<i>34</i>
Total	<i>100.0</i>	<i>1393</i>

83a. Average amount spends on fast food dining

	WNPA Statewide Survey
	Reader Total
Mean (Average)	<i>\$64.04</i>
Median	<i>\$50</i>
Mode	<i>\$50</i>
Maximum	<i>\$501</i>
Minimum	<i>\$50</i>
Error range (+/-)	<i>\$1.38</i>
Number of responses	<i>1051</i>

84. Approximately, how much does your household spend on GROCERIES in at typical MONTH?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	.4	6
\$1 - \$100	2.7	38
\$101 - \$200	13.3	185
\$201 - \$300	22.6	315
\$301 - \$400	24.3	338
\$401 - \$500	17.2	240
\$501 - \$600	8.5	118
\$601 - \$700	4.7	66
\$701 - \$800	2.4	34
\$801 - \$900	1.7	24
\$901 - \$1,000	1.1	15
More than \$1,000 per month	.6	9
No response	.4	5
Total	100.0	1393

84a. Average amount spends on groceries

	WNPA Statewide Survey
	Reader Total
Mean (Average)	\$370.23
Median	\$350
Mode	\$350
Maximum	\$1,001
Minimum	\$50
Error range (+/-)	\$4.97
Number of responses	1382

85. Approximately, how much does your household spend on apartment/house RENT or HOME MORTGAGE in a typical MONTH?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	22.5	313
\$1 - \$750	16.5	230
\$751 - \$1,000	16.2	226
\$1,001 - \$1,500	18.3	255
\$1,501 - \$2,000	10.8	150
\$2,001 - \$2,500	6.5	90
\$2,501 - \$3,000	3.7	52
\$3,001 - \$3,500	1.6	22
\$3,501 - \$4,000	1.1	16
More than \$4,000 per month	1.3	18
No response	1.5	21
Total	100.0	1393

85a. Average amount spends on apartment house rent/home mortgage in typical month

	WNPA Statewide Survey
	Reader Total
Mean (Average)	\$1,335.47
Median	\$1,250
Mode	\$1,250
Maximum	\$4,001
Minimum	\$375
Error range (+/-)	\$26.20
Number of responses	1059

86. Approximately, how much will your household spend on HOME REMODEL/REPAIR in the next 12 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	<i>22.0</i>	<i>307</i>
\$1 - \$3,000	<i>54.6</i>	<i>760</i>
\$3,001 - \$5,000	<i>9.3</i>	<i>130</i>
\$5,001 - \$7,000	<i>4.4</i>	<i>61</i>
\$7,001 - \$10,000	<i>3.2</i>	<i>45</i>
\$10,001 - \$13,000	<i>.9</i>	<i>13</i>
\$13,001 - \$16,000	<i>.5</i>	<i>7</i>
\$16,001 - \$20,000	<i>1.0</i>	<i>14</i>
\$20,001 - \$30,000	<i>.8</i>	<i>11</i>
More than \$30,000	<i>1.9</i>	<i>27</i>
No response	<i>1.3</i>	<i>18</i>
Total	<i>100.0</i>	<i>1393</i>

86a. Average amount spends on home remodel/repair in next 12 months

	WNPA Statewide Survey
	Reader Total
Mean (Average)	<i>\$6,059.48</i>
Median	<i>\$1,500</i>
Mode	<i>\$1,500</i>
Maximum	<i>\$250,000</i>
Minimum	<i>\$1,500</i>
Error range (+/-)	<i>\$777.89</i>
Number of responses	<i>1068</i>

87. Approximately, how much will your household spend on LAND in the next 12 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	<i>91.8</i>	<i>2352</i>
\$1 - \$10,000	<i>2.7</i>	<i>69</i>
\$10,001 - \$20,000	<i>.9</i>	<i>23</i>
\$20,001 - \$40,000	<i>.7</i>	<i>19</i>
\$40,001 - \$60,000	<i>.4</i>	<i>9</i>
\$60,001 - \$80,000	<i>.3</i>	<i>7</i>
\$80,001 - \$100,000	<i>.4</i>	<i>10</i>
\$100,001 - \$150,000	<i>.2</i>	<i>6</i>
\$150,001 - \$200,000	<i>.3</i>	<i>8</i>
More than \$200,000	<i>1.5</i>	<i>39</i>
No response	<i>.8</i>	<i>20</i>
Total	<i>100.0</i>	<i>2562</i>

87a. Average amount will spend on land in next 12 months

	WNPA Statewide Survey
	Reader Total
Mean (Average)	<i>\$34,768.21</i>
Median	<i>\$15,000</i>
Mode	<i>\$5,000</i>
Maximum	<i>\$175,000</i>
Minimum	<i>\$5,000</i>
Error range (+/-)	<i>\$3,747.06</i>
Number of responses	<i>151</i>

88. How often do you or any members of your household visit your primary newspaper's website?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Daily	12.5	174
3-4 times a week	11.5	160
Weekly	11.8	165
2-3 times a month	9.0	126
Monthly	6.0	83
Less than monthly	24.1	336
Visited only once	7.7	107
Never	17.4	242
Total	100.0	1393

89. Including you, how many members of your household visit your primary newspaper's website?

	WNPA Statewide Survey	
	Reader Total	
	%	#
1	48.7	345
2	36.9	261
3	3.7	26
4 or more	1.1	8
Don't know	9.6	68
Total	100.0	708

89a. Average people in household who visit newspaper's website?

	WNPA Statewide Survey
	Reader Total
Mean (Average)	2
Median	1
Mode	1
Maximum	4
Minimum	1
Error range (+/-)	0
Number of responses	640

90. Do you personally visit your primary newspaper's website?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	92.9	658
No	7.1	50
Total	100.0	708

91. Which of the following areas on your community newspaper's website have you visited in the last 30 days? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Local news	91.9	605
Business news	37.8	249
Sports news	24.6	162
Blogs	10.5	69
Classifieds	55.6	366
Local store ads	23.6	155
Online classified ads	23.1	152
Total respondents	100.0	658

92. How much time in the average visit do you spend on your primary newspaper's website?

	WNPA Statewide Survey	
	Reader Total	
	%	#
5 minutes of less	17.8	117
6 - 10 minutes	43.6	287
11 - 20 minutes	23.6	155
21 - 30 minutes	9.6	63
More than 30 minutes	5.5	36
Total	100.0	658

92a. Average minjutes spend during visit to primary newspaper's website?

	WNPA Statewide Survey
	Reader Total
Mean (Average)	12
Median	8
Mode	8
Maximum	31
Minimum	3
Error range (+/-)	0
Number of responses	658

93. Do you have your primary newspaper's website book marked?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	56.2	370
No	41.2	271
Don't know	2.6	17
Total	100.0	658

94. Have you or any member of your household placed a classified ad on your primary newspaper's website in the last 12 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	17.2	122
No	79.2	561
Don't know	3.5	25
Total	100.0	708

95. What was the response to the ad?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Excellent (sold item or service advertised)	32.0	39
Satisfactory (received many calls)	37.7	46
Poor (received very few calls)	30.3	37
Total	100.0	122

96, 97, 98 & 99. Which of the following products or services have you searched online for product or service information or to find local stores or pricing in the last 12 months on your community newspaper's website? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Children's products/services	5.1	71
Clothing - men's	6.0	84
Clothing - women's	9.9	138
Clothing - children's	3.6	50
Clothing - jewelry/accessories	3.9	54
Shoes - men's	3.4	47
Shoes - women's	7.5	105
Shoes - children's	1.7	23
Electronics/computer	9.4	131
Cellular phone	5.0	69
Entertainment products (CD/DVD, etc.)	7.0	98
Entertainment services (play/concert, etc.)	7.5	104
Groceries	9.5	132
Investments/assets	1.9	27
Lawn & garden products	7.0	98
Lumber & building products	4.6	64
Home products	12.4	173
Furniture	7.1	99
Mattress/bedding	3.9	54
Vehicle products	6.1	85
Vehicle services	3.0	42
Tires	3.4	48
Real estate	4.6	64
Rent apartment	2.2	31
Rent house	4.2	59

96, 97, 98 & 99. Which of the following products or services have you searched online for product or service information or to find local stores or pricing in the last 12 months on your community newspaper's website? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Build home	1.0	14
Buy personal residence/home	2.0	28
Buy investment property	.6	9
Buy land to build on	1.1	16
Buy vacation home	.2	3
Refinance - home	1.8	25
Remodel - home	.8	11
Repair - home	2.9	40
Sell home	.9	12
Selected a Realtor - buy real estate	.3	4
Selected a Realtor - sell real estate	.4	5
Selected a Realtor - buy & sell real estate	.3	4
Recreation products/activities	11.3	157
Restaurant dining	14.8	206
Restaurant - fast food	4.3	60
Specialty shops (visited)	5.2	73
Vacation/travel	11.1	155
Insurance (dental, medical, life, etc.)	2.8	39
Medical service providers	3.0	42
Eye exam	1.7	24
Hospital	1.1	15
Found a job	5.3	74
Personal care services	3.8	53
Beauty salon	2.3	32
Dating services	.3	4
Wedding supplies/services	.6	9
Education/classes	5.2	72
Professional care services - any	1.6	22
Banking services	4.5	63
Legal	1.0	14
Accountant	.2	3
Cellular phone service	3.8	53
Home services	2.2	31
Plumbing repair	1.1	16
Heating repair	.9	12
Handyman repair	2.0	28

96, 97, 98 & 99. Which of the following products or services have you searched online for product or service information or to find local stores or pricing in the last 12 months on your community newspaper's website? [check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
None of the above	13.6	190
Total respondents	100.0	1393

100. Which of the following vehicles have you searched online for product or service information or to find local stores or pricing in the last 12 months on your community newspaper's website? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
New ATV - all terrain vehicle	.8	11
New boat	.6	9
New car	4.2	59
New mini-van	.4	5
New motorcycle	.4	6
New recreation vehicle (RV)	.6	8
New SUV	.8	11
New truck	1.4	19
New snowmobile	.4	6
New tractor	.5	7
Other new	.4	6
Pickup with camper	.3	4
Used ATV - all terrain	.6	8
Used boat	1.4	19
Used car	6.0	83
Used mini-van	.5	7
Used motorcycle	.9	13
Used recreation vehicle (RV)	1.2	17
Used SUV	1.7	24
Used truck	2.4	33
Used snowmobile	.4	5
Used tractor	1.0	14
Other used	1.1	16
None of the above	36.1	503
Total respondents	100.0	1393

101 & 102. Which of the following specialty stores have you or someone in your household shopped because of an ad on your community newspaper's website in the past 30 days? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Agricultural/farm supplies/implement	3.4	48
Antiques/collectibles	.9	12
Arts and crafts store	2.7	38
Bakery	3.2	45
Beauty salon/barber	1.6	22
Bookstore	5.3	74
Catering	.1	2
Cellular phone store	1.9	27
Coffee/espresso shop	5.8	81
Convenience store	1.1	16
Deli	1.7	24
Dry cleaning	.6	8
Equipment rental - party	.1	1
Equipment rental - power/tool	.4	6
Fabric store	2.9	41
Fine art/gallery	.7	10
Garden store	4.2	59
Gift shop	2.3	32
Greeting card store	1.4	19
Health food store	3.2	45
Health supplements/nutrition store	2.7	38
Hobby store	1.9	26
Music instrument store	.9	12
Nail salon	.6	9
Party supply store	.8	11
Pawn shop	.2	3
Pet kennel	.3	4
Pet store	3.5	49
Pizza	8.2	114
Music store (CDs, records, etc.)	1.6	22
Printing store	.6	8
Rent-to-own stores	.1	2
Tobacco shop	.9	13
None of the above	29.5	411
Total respondents	100.0	1393

104. Have you PURCHASED any products or services over the Internet in the past 3 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	81.5	1135
No	18.5	258
Total	100.0	1393

105. Which of the following have you or someone in your household purchased over the Internet in the last 3 months? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Airline ticket	34.2	477
TV, stereo, VCR, DVD	4.0	56
Movie tickets	7.5	104
Clothing	35.8	498
Computer software	12.6	175
Stock market purchases	5.5	77
Videos/DVD	16.7	233
Sporting goods	10.1	140
Magazine subscription	8.8	122
Books	38.1	531
Music CD's	14.6	203
Hotel reservations	22.8	317
Computer hardware	8.8	122
Games or toys	11.3	157
Used vehicle	1.7	24
New vehicle	.1	1
Collectibles	4.6	64
Concert tickets	10.7	149
Total respondents	100.0	1393

106. Approximately, how much have you spent on Internet purchases in the past 3 months?

	WNPA Statewide Survey	
	Reader Total	
	%	#
\$0	.1	2
\$1 - \$100	15.3	213
\$101 - \$200	15.4	215
\$201 - \$300	11.4	159
\$301 - \$400	7.6	106
\$401 - \$500	7.6	106
\$501 - \$750	6.7	93
\$751 - \$1,000	5.1	71
\$1,001 - \$1,250	2.8	39
\$1,251 - \$1,500	2.2	31
\$1,501 - \$1,750	1.0	14
\$1,751 - \$2,000	1.1	16
More than \$2,000	5.0	69
No response	18.6	259
Total	100.0	1393

106a. Average amount spent on Internet purchases past 3 months

	WNPA Statewide Survey
	Reader Total
Mean (Average)	\$499.13
Median	\$250
Mode	\$150
Maximum	\$2,001
Minimum	\$50
Error range (+/-)	\$16.20
Number of responses	1132

107. Please tell me which of the following statements best applies to you?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Use Internet for product info then buy locally	46.3	645
Buy products/service on Internet that used to buy locally	41.6	580
Do not use the Internet for shopping	12.1	168
Total	100.0	1393

108. Which of the following websites have you visited in the last 30 days? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Daily newspaper website	48.5	676
CNN.com	22.7	316
Ebay.com	32.9	458
Craigslist.com	48.2	672
Google.com	74.0	1031
Yahoo.com	40.0	557
Realtor.com	5.3	74
None of the above	5.6	78
Total respondents	100.0	1393

110. Including groceries, approximately what percent of your household shopping dollars are spent out of your local area?

	WNPA Statewide Survey	
	Reader Total	
	%	#
0%	6.7	94
1% - 20%	40.6	565
21% - 40%	19.9	277
41% - 60%	12.4	173
61% - 80%	11.9	166
81% - 100%	8.5	118
Total	100.0	1393

110a. Including groceries, approximately what percent of your household shopping dollars are spent out of your local area?

	WNPA Statewide Survey
	Reader Total
Mean (Average)	34.53%
Median	30%
Mode	10%
Maximum	90%
Minimum	10%
Error range (+/-)	.75%
Number of responses	1299

111, 112, 113 & 114. Which of the following products or services have you purchased outside of your local area, through travel, cable television, over the Internet, or through a catalog in the past 12 months? [check all that apply] (of those who spend shopping dollars out of your local area)

	WNPA Statewide Survey	
	Reader Total	
	%	#
Children's products/services	15.0	209
Clothing - men's	33.0	459
Clothing - women's	47.9	667
Clothing - children's	15.2	212
Clothing - jewelry/accessories	14.4	201
Shoes - men's	20.1	280
Shoes - women's	29.4	409
Shoes - children's	6.9	96
Electronics/computer	20.2	281
Cellular phone	11.8	165
Entertainment products (CD/DVD, etc.)	25.5	355
Entertainment services (play/concert, etc.)	15.1	210
Groceries	28.8	401
Investments/assets	6.3	88
Lawn & garden products	13.1	182
Lumber & building products	10.7	149
Home products	28.0	390
Furniture	9.2	128
Mattress/bedding	8.5	118
Vehicle products	11.8	164
Vehicle services	7.5	105
Tires	7.0	98

111, 112, 113 & 114. Which of the following products or services have you purchased outside of your local area, through travel, cable television, over the Internet, or through a catalog in the past 12 months? [check all that apply] (of those who spend shopping dollars out of your local area)

	WNPA Statewide Survey	
	Reader Total	
	%	#
Real estate	.5	7
Rent apartment	.3	4
Rent house	.9	12
Build home	.2	3
Buy personal residence/home	.3	4
Buy investment property	.4	5
Buy land to build on	.1	1
Buy vacation home	.4	6
Refinance - home	1.1	16
Remodel - home	.5	7
Repair - home	2.8	39
Sell home	.3	4
Selected a Realtor - buy real estate	.1	1
Selected a Realtor - sell real estate	.1	2
Selected a Realtor - buy & sell real estate	.2	3
Recreation products/activities	23.2	323
Restaurant dining	45.1	628
Restaurant - fast food	27.1	378
Specialty shops (visited)	22.0	306
Vacation/travel	34.5	481
Insurance (dental, medical, life, etc.)	6.5	91
Medical service providers	12.1	168
Eye exam	5.7	80
Hospital	4.9	68
Found a job	1.4	20
Personal care services - any	9.3	130
Beauty salon	7.2	100
Dating services	.5	7
Wedding supplies/services	1.6	22
Education/classes	7.9	110
Professional care services - any	2.9	41
Banking services	8.1	113
Legal	2.2	31
Accountant	2.7	38
Cellular phone service	10.8	150
Home services	1.6	22
Plumbing repair	1.4	19

111, 112, 113 & 114. Which of the following products or services have you purchased outside of your local area, through travel, cable television, over the Internet, or through a catalog in the past 12 months? [check all that apply] (of those who spend shopping dollars out of your local area)

	WNPA Statewide Survey	
	Reader Total	
	%	#
Heating repair	1.4	19
Handyman repair	1.3	18
None of the above	7.8	109
Total respondents	100.0	1393

115. Which of the following vehicles have you purchased outside of your local area, through travel, cable television, over the Internet, or through a catalog in the past 12 months? [Check all that apply] (of those who spend shopping dollars out of your local area)

	WNPA Statewide Survey	
	Reader Total	
	%	#
New ATV - all terrain vehicle	.1	1
New boat	.2	3
New car	2.3	32
New mini-van	.4	6
New motorcycle	.4	6
New recreation vehicle (RV)	.4	6
New SUV	.5	7
New truck	.8	11
New snowmobile	.1	2
New tractor	.1	2
Other new	.3	4
Pickup with camper	.1	1
Used ATV - all terrain vehicle	.2	3
Used boat	.4	6
Used car	2.9	41
Used mini-van	.3	4
Used motorcycle	.3	4
Used recreation vehicle (RV)	.6	9
Used SUV	.6	8
Used truck	.9	12
Used snowmobile	.1	1
Used tractor	.5	7
Other used	.9	13
None of the above	82.6	1150
Total respondents	100.0	1393

116. What is your age?

	WNPA Statewide Survey	
	Reader Total	
	%	#
18 - 24	4%	60
25 - 29	5%	70
30 - 34	6%	82
35 - 39	7%	103
40 - 44	9%	125
45 - 49	11%	159
50 - 54	14%	198
55 - 59	13%	176
60 - 64	13%	175
65 - 70	10%	136
Over 70	8%	106
Total	100%	1390

116a. Average respondent age: (derived)

	WNPA Statewide Survey
	Reader Total
Mean (Average)	50.5
Median	52.0
Mode	52.0
Maximum	71.0
Minimum	21.0
Error range (+/-)	.4
Number of responses	1390

118. What is your marital status?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Single never married	9%	128
Cohabiting/domestic partner	6%	88
Divorced or separated	12%	173
Married	68%	954
Widowed	4%	50
Total	100%	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	3%	46
No	89%	1194
Don't know	8%	103
Total	100%	1343

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Professional	21%	289
Managerial	9%	121
Technical	5%	67
Administrative support	3%	44
Sales	4%	55
Service worker	3%	37
Armed forces	1%	10
Precision production, craft, repair	1%	13
Farming, forestry, fishing	2%	29
Laborer	5%	66
Education	5%	65
Government other than armed forces	4%	57
Student	0%	4
Retired	23%	320
Not currently employed	4%	59
Other	11%	154
Total	100%	1390

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	20%	276
No	68%	947
Don't know	12%	170
Total	100%	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Grade school (8th grade or less)	0%	2
Some high school (not graduate)	1%	16
High school graduate (12th grade)	12%	160
Vocational or technical training	8%	117
Some college	28%	388
College graduate	26%	357
Some post graduate study (no advanced degree)	10%	132
Post graduate degree	15%	210
Total	100%	1382

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
Under \$20,000	8.0	108
\$20,000 - \$24,999	3.8	51
\$25,000 - \$29,999	4.6	62
\$30,000 - \$34,999	6.0	81
\$35,000 - \$39,999	4.8	65
\$40,000 - \$44,999	6.1	82
\$45,000 - \$49,999	6.3	85
\$50,000 - \$74,999	22.0	295
\$75,000 - \$99,999	15.9	213
\$100,000 - \$124,999	10.3	138
\$125,000 - \$149,999	4.2	56
\$150,000 - \$199,999	4.3	58
\$200,000 - \$249,999	1.6	22
\$250,000 - \$299,999	.8	11
\$300,000 - \$349,999	.2	3
\$350,000 - 399,999	.3	4
\$400,000 or more	.7	9
Total	100.0	1343

123a. Average household income: (derived)

	WNPA Statewide Survey
	Reader Total
Mean (Average)	\$75,223
Median	\$62,500
Mode	\$62,500
Maximum	\$400,001
Minimum	\$10,000
Error range (+/-)	\$1,603
Number of responses	1343

124. How long have you lived in your local area?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Less than 6 months	1.9	27
6 months to less than 1 year	2.7	38
1 to 2 years	7.6	106
3 to 5 years	15.9	222
6 to 10 years	17.6	245
11 to 15 years	13.2	184
16 to 30 years	23.0	321
More than 30 years	17.9	250
Total	100.0	1393

124a. Average time in area: (derived)

	WNPA Statewide Survey
	Reader Total
Mean (Average)	15
Median	13
Mode	23
Maximum	31
Minimum	0
Error range (+/-)	0
Number of responses	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
None	68.5	954
One	11.4	159
Two	13.1	182
Three	4.8	67
Four	1.6	22
Five or more	.6	9
Total	100.0	1393

125a. Average children in household: (derived)

	WNPA Statewide Survey
	Reader Total
Mean (Average)	2
Median	2
Mode	2
Maximum	5
Minimum	1
Error range (+/-)	0
Number of responses	439

126. What best describes your primary residence?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Own single family house	76.0	1053
Own condo	2.4	33
Rent single family house	9.0	125
Rent apartment or condo	6.1	84
Rent or own mobile home	2.5	35
Other	4.0	56
Total	100.0	1386

127. Are you....?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Male	27.2	379
Female	72.8	1014
Total	100.0	1393

128. Are you, yourself, of Hispanic origin or descent that is Mexican, Puerto Rican, Central American, South American or some other Spanish background?

	WNPA Statewide Survey	
	Reader Total	
	%	#
Yes	2.4	33
No	97.6	1360
Total	100.0	1393

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

	WNPA Statewide Survey	
	Reader Total	
	%	#
African-American	.8	11
American Indian, Eskimo or Alaska native	.7	10
Asian or Pacific Islander	1.8	25
Caucasian	89.2	1243
Some other race	2.2	31
Prefer not to answer	5.2	73
Total	100.0	1393

130. Which of the following pets do you own? [Check all that apply]

	WNPA Statewide Survey	
	Reader Total	
	%	#
Bird	<i>5.4</i>	<i>75</i>
Cat	<i>42.3</i>	<i>589</i>
Dog	<i>47.9</i>	<i>667</i>
Fish	<i>9.0</i>	<i>126</i>
Horse	<i>4.6</i>	<i>64</i>
Reptile	<i>1.7</i>	<i>24</i>
Hamster/gerbil/mouse	<i>1.8</i>	<i>25</i>
Other	<i>5.7</i>	<i>79</i>
None - does not apply	<i>28.4</i>	<i>395</i>
Total respondents	<i>100.0</i>	<i>1393</i>