

Pulse of America June 2021

- ✓ 160-page report
- ✓ 132 questions
- ✓ Unique source
- ✓ Digital *behaviors*
- ✓ Employment choices
- ✓ Lifestyle choices
- ✓ Basic demographics
- ✓ Precisely what businesses want!

50. Which of the following JEWELRY PRODUCTS do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

Value	Percent	Responses
Anniversary Jewelry	2.1%	527
Necklaces	2.3%	582
Engagement Rings	0.3%	72
Wedding Rings	0.5%	116
Rings (Other)	1.8%	459
Earrings	5.5%	1,380
Pendants	1.0%	245
Celtic Jewelry	0.8%	192
Diamond Jewelry	1.0%	262

The Ask?

Push out an email (*best option!*), an intercept, post on social media and publish ads in paper and online that invite users to complete an online survey. Everyone who completes it will be enrolled in a contest and one lucky soul will win \$5,000!

All materials can be found at: www.pulseresearch.com/survey



Our local businesses would really appreciate you sharing what your shopping plans are over the next 12 months. Please take a few minutes to start and complete the online shopping survey at

www.pulsepoll.com

Everyone completing the survey will be entered into a contest to Win

\$5,000

as our way of saying
THANK YOU!



Why?

- ✓ Free (*essentially*) research just for participating
- ✓ Unique local information – differentiation for you and team
- ✓ Exactly what local businesses seek and YOU provide it
- ✓ Content to publish
- ✓ The winner might be local
- ✓ Simply seeing the survey ads will intrigue local advertisers
- ✓ Lead generation
- ✓ 550 categories of shopping intent – prospecting heaven!
- ✓ Sell valuable audience vs. product and price
- ✓ Asking about 12 months supports annual commitments
- ✓ Help in recruiting talent!
- ✓ CONNECT - totally complementary!

Q & A

You've told us "why" – is there any downside?
How long till the research is concluded?
What is the minimum sample to shoot for?
If I don't get my "own", what would I receive?
What's in this for Pulse? Why would you do this?
Will you help once when we have results?