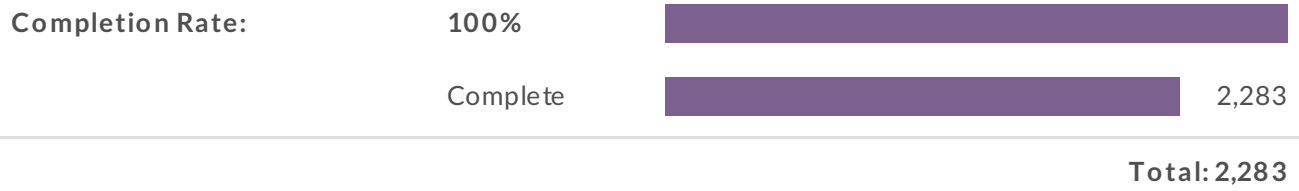


Covid-19 Impact and Local Business Survey California Report - April 2020

Response Counts



1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	2,283
		Total: 2,283

2. What local news sources are you using most now? (Check TOP THREE)

Value		Percent	Responses
Local Newspaper		67.8%	1,549
Local Newspaper Website		48.1%	1,099
Local TV News		63.5%	1,450
National Broadcast News		63.8%	1,456
Local Radio		18.8%	430
Apple News		6.5%	149
Facebook		14.8%	337
Twitter		3.8%	87
Nextdoor		9.7%	222
Other		15.8%	360

3. What is your most trusted source for news now? (Check ONE only)

Value		Percent	Responses
Local Newspaper		19.2%	438
Local Newspaper Website		13.7%	313
Local TV News		18.1%	414
National Broadcast News		28.4%	649
Local Radio		3.2%	72
Apple News		1.2%	27
Facebook		0.4%	8
Twitter		0.4%	9
Other		15.5%	353
			Total: 2,283




4. What news and information is most important to you now? (Check all that apply.)

Value		Percent	Responses
Daily updates on most important local Covid-19 facts		84.4%	1,926
Weekly updates on Covid-19 impact on our community		36.5%	833
Local resources available to our community to lessen impact of Covid-19		61.3%	1,398
Personal stories on the impact of Covid-19 on households		22.2%	507
Stories on the impact of Covid-19 on employment and local economy		49.6%	1,133
Online services being offered in the community		42.3%	965
Unemployment resources for persons laid off		15.6%	357
Assistance resources available for local businesses		19.3%	441
Other		6.8%	155


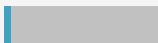
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		65.4%	1,494
New hours		65.3%	1,491
Services that are being offered		81.6%	1,862
New services being offered		57.0%	1,301
Online services being offered		65.1%	1,487
Employment needs		16.5%	377
Other		2.8%	65

6. Which of the following have you or any members of your household done in the past 24 HOURS?













Value		Percent	Responses
Listened to Local Radio		39.3%	897
Watched Local Television		78.2%	1,786
None of the above / Does not apply		12.9%	294

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













Value		Percent	Responses
Yes		96.1%	2,195
No		3.9%	88

Total: 2,283

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

Value		Percent	Responses
National Daily Newspaper		29.9%	657
Local Daily Newspaper		93.4%	2,050
Local Paid Weekly Community Newspaper		16.3%	358
Local Free Weekly Print Publication		20.3%	446
Local Alternative Publication		8.9%	195
Local City or Regional Magazine		24.3%	533
Local Specialty Publication		10.7%	236
Local Business Publication		8.4%	184
Local Ethnic Publication		1.3%	28
Local Parenting Publication		0.7%	15
Local Senior Publication		8.4%	184
None of the above / Does not apply		1.5%	32






9. Which of the following AUTOMOTIVE SERVICE BUSINESSES do you or the members of your household plan to shop at in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Auto Body Shop		3.7%	85
Auto Detailing Shop		3.9%	90
Auto Glass Repair Shop		3.2%	73
Oil Change Station		33.1%	755
Auto Parts Store		13.4%	305
Auto Repair Shop		28.7%	655
New Vehicle Dealership		9.9%	226
Used Vehicle Dealership		2.6%	60
Recreation Vehicle (RV) Dealership		1.0%	22
RV or Camper Repair		1.8%	41
Tire Store		12.9%	294
None of the above / Does not apply		31.6%	722







10. Which of the following FARM EQUIPMENT and AGRICULTURE BUSINESSES do you or the members of your household plan to shop at in the NEXT 3 MONTHS?
 (Check all that apply.)

Value		Percent	Responses
New Farm Equipment Dealer		0.3%	7
Used Farm Equipment Dealer		0.4%	8
Farm Truck and Tractor Repair Shop		1.2%	28
Agriculture Farm Supply Store		7.0%	160
Agricultural Service		1.7%	38
Farming Structure Building Contractor		0.4%	8
Animal Feed Store		11.7%	266
None of the above / Does not apply		84.1%	1,919





11. Which of the following SPECIALTY FOOD BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bakery		49.7%	1,135
Ethnic Food Restaurant		47.4%	1,082
Liquor Store		24.0%	549
Wine Shop		20.0%	457
None of the above / Does not apply		25.3%	577










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

Value		Percent	Responses
Health Food Store		10.4%	238
Farmers Market		30.3%	691
Grocery Store (Co-op)		29.2%	666
Grocery Store (Neighborhood/Local/Mom & Pop)		76.2%	1,740
Specialty Food Market		19.3%	440
None of the above / Does not apply		7.7%	175



13. Which of the following types of BEAUTY and SPA BUSINESSES do you or the members of your household plan to shop at or use the services of in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Barbershop		45.5%	1,039
Day Spa		6.5%	148
Nail Salon		29.1%	665
None of the above / Does not apply		38.8%	885






14. Which of the following types of SPORTING and RECREATION BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bicycle Shop		5.3%	122
Bicycle Repair Shop		7.8%	177
Bicycle Rental Service		0.4%	9
Golf Course		14.7%	335
Gun Shooting Range		5.9%	134
Gun Store		5.3%	122
New Sporting Goods Store		16.1%	368
Used Sporting Goods Store		1.6%	37
None of the above / Does not apply		63.6%	1,452

15. Which of the following types of EVENT PLANNING BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Catering Service		4.1%	94
None of the above / Does not apply		95.9%	2,189







16. Which of the following types of EDUCATION BUSINESSES do you or the members of your household plan to use or look into using in the NEXT 3 MONTHS?
 (Check all that apply.)

Value		Percent	Responses
Continuing Education Courses		11.1%	253
Community College		8.6%	196
Tutoring Center		1.1%	24
Private Tutor		1.9%	44
None of the above / Does not apply		81.6%	1,864








17. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bank		20.4%	466
Credit Union		15.8%	360
Financial Advisor		10.3%	235
Stockbroker		3.6%	83
None of the above / Does not apply		69.0%	1,576





18. Which of the following types of FINANCIAL SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Credit Repair Service		0.4%	10
Debt Consolidation Company		0.9%	21
Payday Loan Company		0.3%	6
Tax Return Service		19.5%	445
Title Loan Company		3.2%	73
None of the above / Does not apply		77.7%	1,773

19. Which of the following types of HEALTH and MEDICAL PRACTITIONERS do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Chiropractor		4.3%	99
Dentist		22.8%	521
General Practitioner		12.7%	290
Family Practitioner		11.5%	263
Optometrist		9.7%	221
Pediatrician		1.0%	23
None of the above / Does not apply		66.7%	1,523















20. Which of the following types of HEALTH and MEDICAL FACILITIES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Dental Clinic		7.0%	160
Hospital		1.7%	39
Medical Clinic		5.8%	132
None of the above / Does not apply		88.9%	2,030



21. Which of the following types of HEALTH and MEDICAL PRACTITIONERS do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Cardiologist		15.7%	358
Mental Health Provider		6.8%	156
Denture or Implant Specialist		8.1%	185
Ear, Nose & Throat Doctor		6.7%	153
Home Health Care Provider		2.6%	59
Internal Medicine Doctor		34.4%	786
Nutritionist or Dietician		2.1%	47
Physical Therapist		11.4%	260
Psychiatrist		3.5%	81
None of the above / Does not apply		44.1%	1,006

















22. Which of the following types of HEALTH and MEDICAL FACILITIES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Alcoholism Treatment Program		0.3%	7
Hearing Aid Center		10.5%	240
Hospice Care Provider		0.2%	4
Laboratory or Medical Testing Facility		33.6%	766
Medical Marijuana Dispensary		6.5%	148
Medical Spa		0.5%	12
Mental Health Clinic		1.8%	41
Medical Supply Store		3.5%	81
Pain Clinic		3.0%	68
Rehabilitation Clinic		0.8%	18
Sleep Disorder Clinic		2.2%	51
Urgent Care Clinic		3.7%	85
Walk-In Clinic		2.8%	65
None of the above / Does not apply		50.8%	1,160






23. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Taxi Service		4.0%	92
None of the above / Does not apply		96.0%	2,191





24. Which of the following types of LOCAL SERVICE BUSINESSES do you or the members of your household plan to shop at or use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bottled Water Delivery Service		3.7%	85
Courier or Delivery Service		20.8%	475
Cremation Service Provider		0.7%	15
Dry Cleaning or Laundry Service		22.6%	516
Electronics Repair Shop		2.5%	57
Funeral Service Provider		0.6%	14
Information Technology (IT) Service		6.4%	145
Marriage Counselor		0.7%	15
Moving Truck Rental Company		1.6%	37
Mobile or Cell Phone Repair Shop		3.8%	87
Propane Dealer		11.1%	253
Self-Storage Facility		8.2%	187
Sewing and Alterations Shop		6.7%	154
Small Engine Repair Shop		1.7%	39
Shipping Center		19.5%	446
None of the above / Does not apply		39.0%	890

25. Which of the following types of COMMUNITY/STATE SERVICES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Charity or Philanthropic Organization		13.8%	314
Church		31.3%	715
Community Organization		8.8%	201
Community Service or Non-Profit Organization		18.4%	420
None of the above / Does not apply		53.2%	1,215















26. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Electrician		8.8%	202
Painting Contractor		7.8%	178
Plumber or Plumbing Contractor		8.1%	186
None of the above / Does not apply		81.4%	1,859

27. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Air Duct Cleaning Service		2.5%	58
Concrete Contractor		2.5%	58
Furnace Contractor		1.4%	31
General Contractor		7.0%	159
Handyman		24.4%	556
Heating & Air Conditioning Service		19.4%	444
Home Security Company		3.6%	82
Junk Removal or Hauling Service		6.7%	152
Kitchen or Bath Remodeling Company		5.1%	116
Landscaping Service		24.1%	550
Mover or Moving Company		1.7%	38
New Home Builder		0.3%	6
Remodeling Contractor		3.7%	84
Roofing Contractor		2.9%	66
Septic Tank Contractor		1.2%	27
None of the above / Does not apply		41.2%	940



28. Which of the following types of HOME SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Carpet Cleaning Service		17.2%	393
Fuel or Oil Home Heating Service		1.1%	25
Furnace Cleaning Service		2.5%	56
Home Theater Installation Service		0.7%	17
Home Gardening Service		25.1%	573
House Cleaning Service		27.2%	622
Landscaper		12.0%	275
Pest Control Service or Exterminator		27.9%	636
Pool Cleaning Service		11.8%	270
Shades & Blinds Installation Service		3.9%	88
Television or Internet Service Provider		24.1%	551
Water Treatment Supply & Service		3.1%	70
Window & Door Installation Service		3.9%	90
None of the above / Does not apply		27.0%	616



29. Which of the following SENIOR CITIZEN related BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
55+ Housing Community		5.6%	128
Adult Day Care		0.5%	11
Assisted Living Facility		0.8%	19
Nursing Home		0.3%	7
Respite Relief Provider		0.7%	16
Retirement Counselor		0.9%	21
Retirement Home		0.8%	19
Senior Center		6.3%	144
None of the above / Does not apply		86.0%	1,964









30. Which of the following CHILD related BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Childcare or Daycare		1.4%	32
None of the above / Does not apply		98.6%	2,251




31. Which of the following CHILD related BUSINESSES do you or members of your household plan to shop at or purchase from, in the NEXT 3 MONTHS? (Check all that apply.)

Value	Percent	Responses
Children's Clothing Store 	7.4%	170
None of the above / Does not apply 	92.6%	2,113







32. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to shop at, use or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Animal Daycare		3.2%	73
Animal Shelter		2.5%	58
Bird Seed Store		7.0%	159
Pet Groomer		17.7%	403
Pet Sitter		3.9%	89
Pet Store		27.8%	634
Veterinarian		33.6%	768
None of the above / Does not apply		47.4%	1,082

33. Which of the following REAL ESTATE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Realtor		3.4%	78
Real Estate Brokerage Firm		1.1%	26
None of the above / Does not apply		96.2%	2,196

34. Which of the following REAL ESTATE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)











Value		Percent	Responses
Apartment Rental Agency		1.9%	43
Estate Liquidator		0.7%	16
Mortgage Banker		3.3%	75
Mortgage Broker		3.5%	81
Real Estate Appraiser		3.6%	83
None of the above / Does not apply		90.3%	2,062

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

Value		Percent	Responses
Fast Food Restaurant		51.9%	1,184
Family Style Restaurant		51.5%	1,176
Food Cart/ Food Truck		9.5%	217
Fine Dining Restaurant		25.3%	578
Restaurant with Lounge or Bar		19.8%	451
Pizza Restaurant		52.2%	1,191
None of the above / Does not apply		18.8%	430

36. Which of the following types of GENERAL RETAIL BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)



















Value		Percent	Responses
Art Supply Store		11.0%	252
Consignment Shop		9.5%	217
Craft Supply Store		20.1%	458
Bookstore		32.9%	750
Christian Book Store		3.0%	68
Computer Store		8.4%	191
Department Store		42.5%	970
Discount Store		31.3%	714
Drugstore or Pharmacy		75.4%	1,722
Fabric Store		14.1%	322
Florist		5.6%	128
Gift Shop		6.3%	143
Gun Shop		5.2%	118
Hobby Shop		10.5%	240
Marijuana Dispensary		9.5%	217
Mobile Phone Store		9.7%	221
Shopping Center		33.6%	767
Thrift Store		19.3%	441
Wholesale, Warehouse or Club Store		49.5%	1,130
Yarn Store		4.6%	104
Yard Equipment Store		11.0%	250

Value		Percent	Responses
Vitamin or Supplement Store		10.1%	230
None of the above / Does not apply		5.8%	133
Equipment Rental Store		1.3%	29
Gold/Silver/Precious Metal Dealer		1.3%	29
Military Surplus Store		1.4%	31
Monument or Memorial Company		0.7%	16
Pawn Shop		0.7%	17
Religious Supply or Gift Shop		2.0%	45
Survival Store		0.6%	14
Security Service		0.7%	17

37. What services do you plan to use from local restaurants over the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Home delivery with fee		28.6%	652
Free delivery		40.8%	932
Drive-thru		54.2%	1,237
Carryout		61.8%	1,412
Curbside carryout		59.3%	1,354
Other		1.4%	31
None of the above / Does not apply		11.7%	268

38. Which of the following types of RETAIL HOME PRODUCT BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Building Supply Store or Lumber Yard		41.5%	947
Carpet Store		3.2%	73
Fireplace, Wood Stove or Barbeque Store		2.7%	62
Flooring Store		5.4%	124
Furniture Store		7.2%	165
Hardware Store		54.1%	1,235
Home & Garden Center		55.3%	1,262
Home Decor Store		7.7%	175
Hot Tub or Spa Dealer		1.5%	34
Major Appliance Store		5.0%	115
Mattress or Bedding Store		3.8%	87
Outdoor Furniture Store		4.5%	102
Plant Nursery & Garden Supply Store		43.1%	984
Paint Store		10.5%	240
Tool Rental Center		1.8%	40
TV & Appliance Store		3.0%	69
Vacuum Store		1.9%	43
None of the above / Does not apply		15.4%	351




39. Which of the following types of RETAIL APPAREL BUSINESSES do you or the members of your household plan to shop at or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Clothing Accessory Store		10.6%	242
Clothing Store		48.1%	1,097
Eyewear & Opticians Store		19.9%	454
Jewelry Store		3.1%	71
Shoe Store		25.0%	571
None of the above / Does not apply		39.3%	898

40. Which of the following types of PROFESSIONAL SERVICE BUSINESSES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Accountant or CPA		7.3%	167
Insurance Agency		4.2%	97
Legal Firm or Attorney		5.3%	122
Tax Advisor		5.6%	128
None of the above / Does not apply		83.4%	1,904



















41. Which of the following types of PROFESSIONAL SERVICE BUSINESSES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Employment or Staffing Agency		2.1%	47
Life Coach		0.8%	18
None of the above / Does not apply		97.3%	2,221









42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.1%	2
Purchase New Class B RV		0.1%	3
Purchase New Class C RV		0.2%	5
Purchase New Travel Trailer or 5th Wheel		0.4%	8
Purchase New Camper Shell		0.0%	1
Purchase Used Class A RV		0.2%	4
Purchase Used Class B RV		0.2%	5
Purchase Used Class C RV		0.2%	4
Purchase Used Travel Trailer or 5th wheel		0.5%	12
Purchase Used Camper Shell		0.1%	2
None of the above / Does not apply		98.7%	2,253

43. Which of the following VEHICLE PURCHASING plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)






















Value		Percent	Responses
New Car		1.9%	44
New Luxury Vehicle - Under \$50,000		0.7%	15
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	13
New Luxury Vehicle - Over \$75,000		0.3%	6
New Van		0.0%	1
New Minivan		0.1%	3
New SUV		1.4%	33
New Truck		1.0%	22
New Hybrid or Electric Vehicle		1.3%	30
Used Car		2.6%	60
Used Luxury Vehicle - Under \$30,000		0.5%	11
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	17
Used Van		0.1%	3
Used Minivan		0.2%	4
Used SUV		1.2%	27
Used Truck		1.1%	24
Used Hybrid or Electric Vehicle		1.0%	22
None of the above / Does not apply		90.2%	2,060

44. What size of vehicle are you or members of your household considering?

Value		Percent	Responses
Compact car		2.1%	48
Full-size car		1.1%	25
Luxury vehicle (any size)		0.9%	20
Midsized car		2.0%	46
Pickup truck		1.8%	42
Sport utility vehicle (SUV)		6.5%	148
Van or minivan		0.6%	13
None of the above		85.0%	1,941



Total: 2,283

45. If your household is planning on purchasing a new or used vehicle in the NEXT 3 MONTHS, which of the following brands will you look at purchasing? (Check all that apply.)

Value		Percent	Responses
Ford		3.1%	71
Honda		4.2%	97
Subaru		3.4%	77
Toyota		6.4%	146
None of the above / Does not apply		83.4%	1,903
Acura		1.3%	29
Audi		0.7%	17
BMW		1.2%	27
Buick		0.7%	16
Cadillac		0.7%	15
Chevrolet		2.6%	60
Chrysler		0.2%	4
Dodge		0.8%	19
Fiat		0.2%	5
GMC		1.3%	29
Hyundai		2.1%	48
Infiniti		0.4%	9
Jeep		0.9%	21
Kia		1.8%	40
Land Rover		0.2%	5
Lexus		1.7%	39

Value		Percent	Responses
Lincoln		0.4%	8
Mazda		1.1%	26
Mercedes-Benz		1.2%	28
Mini		0.1%	2
Mitsubishi		0.0%	1
Nissan		2.0%	45
Porsche		0.4%	8
Saab		0.0%	1
Scion		0.1%	3
Suzuki		0.0%	1
Tesla		1.5%	34
Volkswagen		0.8%	19
Volvo		0.4%	10








46. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing an ad in the local newspaper or publication?

Value		Percent	Responses
Yes		4.3%	99
No		95.7%	2,184















Total: 2,283

47. Do you or anyone in your household plan to buy any of these ELECTRONIC/SMART ITEMS in the NEXT 3 MONTHS? (Check all that apply.)







Value		Percent	Responses
Office Equipment		6.7%	152
Printer		4.7%	107
Ink or Printer Cartridges		43.1%	983
Headphones		6.1%	139
Smartphone Charger		3.7%	84
Healthcare Device		3.5%	79
Surge Protector		3.2%	72
Batteries for Electronics		32.2%	736
None of the above / Does not apply		38.9%	887
Home Theater System		0.9%	20
GPS Device (Handheld or In-Vehicle)		0.7%	17
Satellite Radio		1.0%	22
Satellite TV System		0.5%	12
Stereo System (Home)		0.7%	15
Wi-Fi for Home		2.6%	59
Portable Speakers		1.2%	27
Wireless Speakers		1.7%	38
Smartwatch		1.8%	40
Phone or Tablet Controlled Home Tech Products		2.4%	54
Noise Canceling Headphones		2.4%	55
Phone Calling Card		0.4%	9
Compact/Mini Projector		0.4%	10

Value		Percent	Responses
Wearable Electronics		0.9%	20
Aerial Drone		0.7%	15
ShortWave Radio		0.2%	4
Wireless Hotspot		1.2%	28
Assistive Technology for Hearing		2.6%	59
Virtual Reality Headset		0.3%	6
Smart Sports Equipment		0.4%	8

48. Do you or anyone in your household plan to buy any of these CAMERA/COMPUTER or TVs in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Camera (Digital) - Point and Shoot		0.6%	14
Camera (Digital) SLR		0.7%	16
Camera Accessories or Supplies		1.4%	33
Camera Lens		1.1%	25
Computer Accessories		4.3%	99
Computer Software		3.9%	88
E-Reader (Kindle or Similar)		1.2%	28
Tablet (iPad or Similar)		4.8%	109
Personal Computer		2.3%	52
Laptop Computer		5.4%	124
TiVo or DVR		0.6%	14
4K Ultra HD TV		2.8%	63
Smart TV		3.4%	78
None of the above / Does not apply		79.0%	1,803

49. Which of the following types of phones do you and the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Smartphone		8.8%	202
Conventional Cell Phone		3.1%	70
Prepaid Cell Phone		0.3%	7
Unlocked Cell Phone		0.8%	19
Large-Screen Smartphone		1.1%	24
None of the above / Does not apply		87.7%	2,003






















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		1.5%	35
Necklaces		1.5%	35
Engagement Rings		0.2%	5
Wedding Rings		0.4%	9
Rings (Other)		1.1%	26
Earrings		4.6%	105
Pendants		0.8%	19
Celtic Jewelry		0.5%	12
Diamond Jewelry		0.5%	12
Silver Jewelry		0.9%	21
Gemstone Jewelry		0.9%	20
Pearl Jewelry		0.4%	10
Men's Jewelry		0.5%	11
Costume Jewelry		2.4%	55
Designer Jewelry		0.7%	15
Jewelry Box or Organizer		0.3%	7
Men's High-End Watch		0.5%	11
Women's Watch		1.0%	22
Women's Jewelry		3.2%	72
None of the above / Does not apply		89.3%	2,038

51. Which of the following types of INSURANCE SERVICES do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value	Percent	Responses
Auto Insurance	5.0%	114
Crop Insurance	0.0%	1
Dental Insurance	1.7%	39
Disability Insurance	0.3%	6
Homeowner Insurance	4.1%	94
Life Insurance	1.3%	30
Medical (Health) Insurance	1.6%	36
Medicare	1.3%	30
Long Term Care Insurance	0.5%	12
Pet Insurance	0.8%	19
Renters Insurance	1.0%	22
Agriculture Insurance	0.2%	4
Professional Liability Insurance	0.2%	5
None of the above / Does not apply	89.3%	2,038

52. Which of the following MEDICAL SERVICE PROVIDERS do you or the members of your household plan to GET NEW or CHANGE YOUR CURRENT PROVIDER FOR, in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Family Practice Doctor		4.3%	99
Optometrist		3.2%	72
Primary Care Provider		5.1%	117
Drugstore or Pharmacy		5.2%	119
None of the above / Does not apply		84.0%	1,918
Acupuncture		1.3%	29
Audiologist		1.1%	24
Chiropractor		2.3%	53
Counseling & Mental Health Specialist		1.4%	31
Geriatric Specialist		0.2%	5
Home Healthcare		0.2%	4
Hospital		0.5%	12
Medical Clinic		1.5%	34
Pediatric Dentist		0.2%	5
Pediatrician		0.3%	7
Wellness Business		0.5%	11
Substance Abuse Treatment Provider		0.1%	2
Weight Loss Service		0.6%	13
Alternative Care Provider		0.3%	7
Physical Therapy or Rehabilitation service provider		1.9%	43
Hearing Aid Center		1.8%	40






















53. Which of the following TYPES of LEGAL SERVICE PROVIDERS do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		0.5%	11
Bankruptcy Attorney		0.2%	4
Banking, Partnership & Business Law Attorney		1.7%	38
Child Support Attorney		0.2%	4
Criminal Law Attorney		0.0%	1
Disability & Social Security Attorney		0.3%	7
Divorce & Family Law Attorney		0.9%	20
DWI, DUI, OWI, OUI Attorney		0.0%	1
Employment Discrimination or Labor Issues Attorney		0.5%	11
General Practice Attorney		1.2%	28
Intellectual Property Attorney		0.2%	5
Malpractice Attorney		0.2%	4
Patent, Trademark & Copyright Attorney		0.1%	3
Probate Attorney		0.5%	12
Real Estate Attorney		1.1%	25
Taxation Attorney		0.4%	9
Wills, Trusts & Estates Attorney		16.9%	386
None of the above / Does not apply		78.5%	1,793



















54. Which of the following DENTAL procedures do you or the members of your household have planned in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Dental Checkup		48.1%	1,099
Teeth Cleaning		48.0%	1,096
Cavity Filling		7.2%	165
Crown		7.6%	173
Oral Surgery		1.8%	40
Braces		1.9%	44
Composite Bonding		0.4%	10
Dental Implants		4.6%	104
Dental Veneers		0.5%	12
Dentures		1.4%	33
Full Mouth Reconstruction		0.1%	3
Inlays or Onlays		0.1%	3
Smile Makeover		0.1%	3
Teeth Whitening		2.4%	55
None of the above / Does not apply		25.8%	589












55. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS and PLANS do you or any members of your household have in the NEXT 3 MONTHS?
(Check all that apply.)

Value		Percent	Responses
Fill Medical Prescriptions		53.6%	1,224
Purchase Health Related Products		10.1%	231
Purchase Health and Wellness Supplements		18.1%	414
Receive Treatment for Back Pain		5.9%	135
Have an Eye/Vision Exam		30.4%	695
Purchase Prescription Eyeglasses		17.2%	392
Purchase Prescription Contact Lenses		3.4%	77
Have an Annual Physical or Checkup		23.9%	545
Have X-Rays Taken		5.0%	114
Have a Scheduled Surgery		4.0%	92
Have Blood Drawn for Testing		31.3%	715
Plan to Visit a Hospital for any Medical Service or Procedure		7.1%	163
Have Foot Problems Diagnosed or Treated		6.1%	140
Senior Travel		5.3%	120
Purchase Allergy Medications		16.5%	377
Use Personal Trainer or Instructor		4.9%	111
Cardiovascular Treatment		5.2%	119
Cancer Treatment		5.0%	115
Chiropractic Care		8.1%	184
Do Corrective Exercises		5.2%	119
Purchase Diabetes Testing Supplies		7.0%	159









Value		Percent	Responses
Get Vaccinations at Drug Store or Pharmacy		6.3%	144
Discretionary Health Care and Wellness Services and Products		5.1%	117
Purchase Marijuana		6.7%	154
Purchase Vitamins		37.7%	860
Have Acupuncture		3.1%	70
Purchase Hemp Based Supplements		3.8%	86
Purchase Anti Anxiety Medication or Supplements		5.7%	130
None of the above / Does not apply		18.0%	412
Purchase Elder Care-Related Products or Services		2.0%	46
Purchase Medical Supplies or Equipment for Home		2.2%	51
Use Physical Rehabilitation Services		2.8%	65
Find Home for Aging Parent		0.5%	12
Participate in a Medical Study		1.4%	33
Stop Smoking		0.7%	15
Purchase a Mobility Device		0.6%	13
Receive Treatment for Vehicle or Workplace Injury		0.4%	9
Handicap Accessible Products		1.4%	31
Purchase Orthopedic Shoes		1.2%	28
Purchase Home Medical Testing Equipment or Supplies		1.5%	34
Hire a Personal Care Assistant		0.0%	1
Hire a Caregiver or Respite Worker		0.7%	17
Purchase "Aging in Place" Products		1.0%	23
Purchase a Medical Alert Service		0.4%	9

Value		Percent	Responses
Have Safety Bars Installed in Bathroom		1.0%	23
Receive Treatment for a Sleep Disorder		2.8%	65
Stroke Treatment		0.2%	5
Orthopaedic or Knee Surgery		1.8%	42
Memory or Alzheimer's Care		0.8%	19
Nutritional Counseling		1.2%	27
Spinal and Postural Screening		0.5%	12
Physiotherapy		1.5%	34
Receive Treatment for Substance Abuse		0.3%	7
Purchase Blood Pressure Monitoring Device		1.2%	28
Receive Aquatic Therapy		0.9%	21
Join a Weight Loss Group		1.1%	25
Purchase Weight Loss Supplements		1.0%	22
Purchase Weight Loss Food Plan		0.6%	14
Have Reflexology Treatment		0.8%	19
Hire a Weight Loss Professional		0.4%	8
Have Cataract Surgery		2.2%	50
Receive Treatment for PTSD		0.7%	17









56. Which of the following HEARING SERVICES, PRODUCTS and PLANS do you or any members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	4
Purchase a "In-the-Ear" Hearing Aid		0.9%	21
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.3%	6
Purchase a Digital Hearing Aid		1.2%	27
Purchase a "Behind-the-Ear" Hearing Aid		1.1%	25
Purchase Hearing Aid Cleaning Supplies		1.4%	32
Purchase Hearing Aid Batteries		6.5%	149
Purchase a "In-the-Canal" Hearing Aid		0.9%	21
Purchase a Analog Hearing Aid		0.1%	2
Have a Hearing Exam		8.4%	191
None of the above / Does not apply		85.5%	1,952














57. Which of the following FUNERAL plans do you or members of your household considering in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase a Funeral Plot		0.3%	6
Pre-purchase a Funeral Plot or Cremation Service		3.0%	68
Purchase a Monument or Headstone		0.6%	14
Use a Funeral Planner		0.8%	18
Purchase Flowers for a Funeral		0.7%	16
Use a Cremation Service		0.9%	20
Hire a Religious or Spiritual Leader for a Funeral Service		0.0%	1
None of the above / Does not apply		95.1%	2,170

58. Which of the following ASSISTED LIVING PLANS apply to you or your someone in your family in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.6%	13
Move into a Assisted Living Facility		0.6%	13
Move into a Alzheimer's Care Facility		0.2%	4
Move Into a Hospice Facility		0.0%	1
Hospice to your Home or House		0.2%	5
Move into Residential Care Home		0.1%	3
Utilize a Respite Provider		0.8%	18
None of the above / Does not apply		97.7%	2,230













59. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Open Checking Account		1.0%	22
Open Savings Account		1.2%	28
Online Banking		51.7%	1,181
Manage Investments		20.5%	468
Manage Retirement Accounts		20.7%	473
Mortgage Line of Credit		2.5%	56
Financial Consulting		12.7%	290
Financial Services		11.4%	260
Safe Deposit Box Rental		3.8%	86
Obtain New Credit Card		1.5%	34
Payday Loan or Check Cashing Business		0.1%	3
Use Vehicle Title Loan Company		0.2%	5
None of the above / Does not apply		33.3%	760

60. Do you or any member of your household plan to buy or invest in any of the following INVESTMENT /ASSETS in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Annuities		2.5%	56
Certificates of Deposit		7.1%	163
City or State Bonds		1.8%	42
Collectibles, Antiques or Art		1.1%	24
Common or Preferred Stock		11.1%	253
Corporate Bonds or Debentures		2.2%	51
401(k)		13.0%	297
Gold or Precious Metals		1.3%	30
IRA		10.4%	238
Money Market Funds		10.2%	234
Mutual Funds		13.2%	302
Non-US Stocks		2.1%	49
Options		0.7%	15
US Savings Bonds		0.9%	21
US Treasury Notes		1.7%	38
Coins or Stamps		1.4%	32
None of the above / Does not apply		63.0%	1,439

61. Which of the following do you or anyone in your household plan to BORROW MONEY or take out a LOAN from a financial institution for in the NEXT 3 MONTHS? (Check all that apply.)












Value		Percent	Responses
Agriculture Loan		0.3%	6
Business Equipment Loan		0.4%	10
Carpeting or Furniture Loan		0.2%	5
College Expenses Loan		0.4%	9
College Tuition Loan		0.8%	18
Debt Consolidation Loan		1.3%	29
Medical Expenses Loan		0.0%	1
New Vehicle Loan		1.8%	40
Used Vehicle Loan		1.7%	39
Vacation or Travel Loan		0.1%	3
Wedding Loan		0.0%	1
None of the above / Does not apply		94.7%	2,161

62. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		20.5%	468
Nail Polish		6.0%	137
Eyewear or Sunglasses		18.4%	420
Handbags		4.6%	104
Hats		4.1%	93
Intimate Apparel		9.5%	217
Jewelry or Accessories		4.5%	103
Men's Apparel		25.1%	574
Men's Shoes		15.9%	363
Men's Underwear		14.5%	330
Women's Apparel		40.2%	918
Women's Pajamas or Sleepwear		8.7%	198
Women's Shoes		24.2%	553
Women's Underwear		17.1%	391
Socks		15.8%	361
Outerwear		5.0%	114
None of the above / Does not apply		31.0%	707
Coats		1.4%	31
Watches		1.3%	30
Luggage or Bags		1.8%	41
Perfume		2.9%	67

Value		Percent	Responses
Scarves		2.1%	49
Uniforms		0.9%	21
Western Clothing		1.9%	44








63. Which of the following CHILDREN'S CLOTHING ITEMS do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Children's Sweaters		1.1%	26
Children's Pants		4.6%	104
Children's T-Shirts		7.0%	159
Children's Dresses		3.9%	88
Children's Pajamas or Sleepwear		4.4%	101
Children's Socks		3.2%	74
Children's Shorts		6.7%	152
Infant Clothing		4.1%	93
Children's School Uniform		0.4%	8
Children's Athletic Clothing		4.0%	92
None of the above / Does not apply		87.3%	1,994

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		23.4%	534
Boots (Men's)		1.8%	41
Cowboy Boots (Men's)		0.7%	17
Work & Safety (Men's)		1.8%	40
Sneakers		10.0%	228
Classic & Fashion Sneakers (Women's)		8.5%	195
Work & Safety (Women's)		1.3%	29
Cowboy Boots (Women's)		0.7%	16
Athletic & Outdoor Shoes (Women's)		26.2%	598
Athletic & Outdoor Shoes (Children's)		5.4%	123
Cowboy Boots (Children's)		0.1%	2
None of the above / Does not apply		51.6%	1,179

65. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		9.2%	211
Have Clothing Dry Cleaned		21.9%	501
Have Shoes Repaired		5.0%	114
Rent or Purchase a Costume		0.4%	8
Wash Clothing at a Laundromat		3.4%	78
Purchase Custom Made Clothing Items		0.6%	14
None of the above / Does not apply		69.3%	1,581

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.1%	70
Bicycle Tune-Up or Repair		8.8%	202
Camping or Hiking Equipment		5.4%	124
Exercise or Fitness Equipment		7.4%	168
Fishing Bait or Attractant		3.7%	85
Fishing Accessories		5.1%	117
Golf Clubs or Equipment		5.3%	120
Ammunition		6.3%	143
Swimming Gear		4.4%	101
None of the above / Does not apply		66.9%	1,528
Archery Equipment		0.5%	11
High End Bicycle		0.2%	5
Bicycle Rental		0.6%	13
Fishing Rods or Reels		1.8%	41
Hunting Gear		0.6%	14
Running or Jogging Equipment		2.7%	62
Soccer Equipment		0.6%	14
Sports Equipment (Children)		1.2%	27
Trampoline		0.2%	5
Trophies or Plaques		0.2%	4
Weight Lifting Equipment		2.5%	57
Used Sporting Equipment		1.1%	25























Value		Percent	Responses
Rifle		1.1%	25
Hand Gun		2.9%	67
Shotgun		1.5%	34

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

Value		Percent	Responses
Bark Dust or Mulch		26.3%	601
Bedding Flowers or Perennials		41.7%	951
Fertilizer		27.2%	622
Flower Pots		13.8%	316
Garden Ornaments		6.1%	140
Gravel or Rock		8.5%	193
Hand Garden Tools		9.5%	218
Landscaping		8.6%	197
Indoor Garden Supplies		3.0%	68
Decorative Rock		6.1%	139
Lawn Seed, Turf or Sod		4.2%	97
Outdoor Furniture		5.4%	124
Patio Cover, Awning or Canopy		3.0%	68
Patio Furniture		5.4%	124
Propane		13.8%	316
Shrubbery or Trees		8.8%	201
Insect or Fungus Control Products		9.9%	227
None of the above / Does not apply		30.4%	695
Chainsaw		0.7%	15
Fountains		1.5%	34
Gate		1.7%	38
Gazebo		0.7%	15























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		1.9%	44
Outdoor Fireplace or Fire Pit		1.9%	44
Patio Heater		0.7%	15
Outdoor Infrared Heater or Fireplace		0.3%	7
Outdoor Grill		2.5%	58
Outdoor Smoker		0.3%	6
Outdoor Kitchen Equipment		0.7%	16
Outdoor Entertainment Center		0.3%	6
Pole Shed		0.1%	3
Portable Outdoor Heater		0.4%	8
Power Garden Tools		1.2%	27
Lawn Mower (Push)		1.1%	26
Lawn Mower (Riding)		0.3%	6
Rototiller		0.3%	7
Screen Porch		0.3%	7
Stone (Cast, Crushed or Natural)		2.4%	54
Storage Shed		2.4%	55
Leaf Blower		1.2%	27
Outdoor Garden Flags		1.0%	23
Snow Blower		0.0%	1
Greenhouse		0.4%	10

68. Which of the following PET SUPPLIES or SERVICES do you or the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Any Pet-Related Products or Services		15.6%	357
Bird Seed		11.9%	272
Cat Food		28.5%	650
Dog Food		34.5%	787
Fish Food		3.2%	73
Specialized Pet Food		4.6%	104
Other Pet Food		5.7%	129
Pet Accessories		6.4%	147
Pet Toys		9.7%	221
Annual Pet Vaccinations		20.5%	467
Annual Pet Checkups		19.4%	442
Adopt or Rescue a Pet		4.6%	106
Purchase Pet Medication		9.8%	223
None of the above / Does not apply		38.7%	884
Pet Clothing		0.7%	15
Pet Enclosure		0.4%	9
Aquarium or Tank		0.4%	10
Fish Supplies		1.5%	35
Disease Diagnosis		0.7%	16
Pet Travel Cage		0.5%	12
Pet Travel Accessories		0.3%	6
Cremation or Burial Services		0.5%	11

Value		Percent	Responses
Purchase a Pet		1.0%	22
Holistic or Alternative Pet Care		0.7%	15
Board a Pet Overnight		2.5%	58
Pet Tracking Device		0.3%	7
Pet Dental Care		2.9%	67
Animal Training Classes		1.8%	41
Hemp Based Pet Supplements		0.7%	15
THC Based Pet Supplements		0.6%	13
Holistic or Alternative Pet Supplements		0.6%	14
Anti Anxiety or Stress Pet Medication for Holidays		1.1%	24



















69. Which of the following do you or anyone in your household plan for your home in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Add a Fence or Wall Structure		6.3%	144
Remodel Bathroom		5.0%	115
General Remodeling		3.1%	70
Replace Carpet		3.9%	89
Replace Flooring		6.0%	137
None of the above / Does not apply		72.0%	1,644
Add a Room		0.4%	8
Add a Home Office		0.4%	10
Add or Replace Deck		1.4%	32
Remodel Kitchen		2.1%	47
Cabinet Refacing or Resurfacing		2.3%	52
Refinish Bathtub		0.8%	18
Install a Glass Shower		1.5%	35
Remodel or Finish Basement Living Area		0.1%	2
Replace Garage Door		1.0%	23
Build a Garage		0.3%	7
Build Out-Building		0.4%	8
Build a Storage Shed		1.8%	41
Have Furniture Restored		1.4%	32
Switch from Gas to Electric		0.4%	9
Switch from Electric to Gas		0.2%	5
Install a Stair Lift		0.0%	1






















Value		Percent	Responses
Install "Aging In Place" Products		0.8%	18
Install a Solar Energy System		1.0%	23
Install Security or Monitoring System		0.7%	16
Resurface or Build New Driveway		1.3%	30
Stone or Marble Work (Bathroom or Kitchen)		0.8%	19
Sealcoating		1.3%	29
Asphalt Repair		0.7%	17
Asphalt Resurfacing		1.2%	28
Residential Paving		0.7%	16
Build a "Tiny House"		0.3%	7
Replace Windows		2.8%	65
Install Handicap Accessible Addition		0.2%	5

70. Which of the following BUILDING SUPPLIES or PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS for your home? (Check all that apply.)

Value		Percent	Responses
Ceramic Tile		3.1%	71
Doors (Exterior)		3.4%	78
Electrical Supplies		3.6%	83
Fencing		8.7%	199
Hand Tools		4.9%	113
Lighting and Fixtures		5.8%	132
Lumber		6.5%	149
Paint (Exterior)		8.8%	201
Paint (Interior)		12.9%	294
Plumbing Supplies		5.4%	123
Screen Door		3.9%	89
None of the above / Does not apply		58.9%	1,344
Circular Saw		0.2%	4
Decking		1.9%	43
Doors (Interior)		2.5%	56
Furnace		0.5%	12
Generator		0.8%	18
Hardwood Products		2.4%	54
Home Security Doorbell Camera		2.5%	57
Kitchen Cabinets		1.5%	34
Lock Sets		2.3%	52






















Value		Percent	Responses
Mill Work		0.6%	13
Molding		1.9%	44
Plywood		2.8%	64
Power Tools		1.8%	40
Rain Gutters		1.9%	44
Roofing (Composition)		0.9%	21
Roofing (Other)		0.4%	10
Security Door		1.8%	40
Security Locks		0.9%	20
Security Window Film		0.2%	4
Siding		0.4%	10
Solar Screen		0.4%	9
Water Softener System or Supplies		2.1%	48
Wet or Dry Vacuum		0.7%	16
Wood Stove or Fireplace		0.5%	12
Window Guards		0.2%	4
Windows (Double-Hung)		0.8%	19
Windows (Casement)		0.9%	20
Windows (Picture)		0.5%	12
Windows (Slider)		1.4%	33
Windows (Bay or Bow)		0.2%	4

71. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 3 MONTHS? (Check all that apply.)
Part 1 of 2.

Value		Percent	Responses
Air Conditioning Repair		4.4%	101
Air Duct Cleaning		3.9%	88
Appliance Repair		3.8%	86
Carpet Cleaning		13.0%	296
Electrical Repair		3.7%	84
Furnace Cleaning		3.1%	71
Gardening Services		15.6%	357
Handyman Services		16.2%	369
Home Repair		3.9%	89
None of the above / Does not apply		49.4%	1,127
Alternative Energy Systems Installation		0.7%	17
Alternative Energy Systems (Service or Repair)		0.4%	10
Blinds Cleaning		2.8%	64
Carpenter or Woodworking		1.9%	44
Chimney Cleaning		2.5%	58
Concrete Repair		1.8%	42
Drywall Installation or Repair		1.8%	42
Electrical Panel Replacement		0.5%	11
Excavation & Wrecking		0.3%	7
Fire & Water Damage Restoration		0.4%	9
Flooring - Ceramic Tile (Installation or Repair)		1.7%	38






















Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.9%	67
Flooring - Linoleum (Installation or Repair)		0.8%	19
Flooring - Wood (Installation or Repair)		2.5%	57
Flooring - Other (Installation or Repair)		1.8%	40
Foundation Repair		0.4%	9
Furnace Repair		0.8%	18
Furniture Reupholster		1.4%	32
Gutter Installation or Repair		1.8%	41
Heating Repair		0.7%	17
Home Computer Repair		2.0%	45
Home Electronics Repair		0.1%	3
Home Heating Oil or Fuel Service		0.1%	2
Home Remodel		1.5%	34
























72. Which of the following HOME SERVICES do you or anyone in your household currently need or plan for your home in the NEXT 3 MONTHS? (Check all that apply.)
Part 2 of 2.



Value		Percent	Responses
House Cleaning Service		18.9%	431
Junk or Yard Waste Removal		7.6%	173
Recycle		7.5%	171
Landscaping Service		14.8%	339
Painting		9.2%	210
Pest Control		16.1%	367
Plumbing Repair		3.9%	89
Pool Cleaning Service		7.1%	162
Preventative Home Maintenance		3.1%	71
Trash Removal		6.6%	151
Computer Repair		4.1%	94
None of the above / Does not apply		44.2%	1,008
Home Security Service		2.5%	57
Insulation Installation or Maintenance		0.7%	15
Interior Design		0.9%	21
Sell Scrap Metal		1.0%	23
Movers		1.2%	27
Mold Inspection or Removal		0.7%	16
Party Equipment Rental		0.2%	5
Pressure Washing		2.9%	66
Roof Repair		2.1%	47

Value		Percent	Responses
Security System		1.3%	30
Septic Tank Cleaning or Repair		0.8%	19
Siding Replacement		0.4%	9
Snow Removal		0.1%	3
Solar Heating or Power System Installation or Repair		1.2%	27
Stucco or Exterior Coating		0.7%	17
Tool Rental		0.8%	19
Water Well Drilling		0.0%	1
Waterproofing		0.3%	7
Window Installation		1.7%	39
Window Tinting for Home		0.3%	6
Yard Equipment Rental		0.8%	19
Mobile or Cell Phone Repair		1.2%	28
























73. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS for your home? (Check all that apply.) Part 1 of 2.

Value		Percent	Responses
Emergency Preparedness Kit or Supplies		4.0%	91
Batteries (Home or Office)		27.6%	631
Candles		7.1%	163
Carpeting		3.0%	69
Rugs		3.8%	86
Curtains or Drapes		3.5%	80
Furniture (Living Room)		3.7%	85
Storage Boxes or Tubs		3.9%	88
Floral Arrangements		3.6%	82
Picture Frames		3.1%	70
Indoor Flowers		5.2%	118
None of the above / Does not apply		51.8%	1,182
Air Conditioning (Buy)		1.6%	36
Awning		1.4%	31
Window Blinds (Venetian or Mini)		2.8%	64
Firewood		1.5%	35
Oriental Carpeting		0.1%	2
Flooring Tile		1.8%	41
Hardwood Flooring		1.6%	37
Rugs (Persian)		0.3%	7
Clocks		1.9%	44

Value		Percent	Responses
Closet System		1.4%	31
Cutlery, Flatware or Silverware		1.2%	28
Ductless Heat Pumps		0.2%	5
Fire Extinguisher		2.4%	54
Fine Art (Paintings, Pottery, Etc.)		1.3%	29
Custom Built Furniture		0.6%	13
Reconditioned Furniture		0.3%	6
Furniture (Bedroom)		2.1%	48
Furniture (Children's)		0.3%	6
Crib		0.2%	4
Furniture (Dining Room)		0.9%	21
Furniture (Home Office)		1.3%	30
Furnace		0.6%	14
Futon		0.4%	8
Safe		0.6%	13
Laminate Flooring		2.2%	50
Hot Tub or Spa (Used)		0.2%	4
Sewing Machine		1.0%	23
Linens (Bathroom)		2.7%	62
Reclining Chair		1.9%	43
Wallpaper		0.4%	10
Signs or Banners		0.2%	5
Hot Tub or Spa (New)		0.7%	17

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.3%	29
Tankless Water Heater		1.5%	35
















74. Which of the following HOME PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS for your home? (Check all that apply.) Part 2 of 2.

Value		Percent	Responses
Home Decor or Decorating		3.9%	88
Linens (Bedroom)		5.6%	127
Window Coverings		3.1%	70
None of the above / Does not apply		79.5%	1,816
Gas Burning Freestanding Stoves		0.1%	3
Water Purification System (Drinking)		0.9%	20
Solar Water Heater		0.2%	5
Latex Mattress		0.1%	2
Innerspring Mattress		1.9%	43
Pillow Top Mattress		1.4%	31
Foam Mattress		1.3%	29
Memory Foam Mattress		1.5%	35
Gel Mattress		0.6%	14
Twin Size Bed		0.5%	11
Queen Size Bed		1.3%	29
King Size Bed		1.7%	39
Water Heater		1.8%	40
Smoke Alarm or Detector		1.9%	44
Remote Home Monitoring Video Camera		0.8%	18
Shutters		0.7%	17
Reclaimed Wood Furniture		0.2%	5
Patriotic Flags		1.8%	40
Sports Team Flags		0.4%	9

75. Which of the following types of ART do you or members of your households plan to purchase in the NEXT 3 MONTHS?

Value		Percent	Responses
Paintings		3.2%	73
Fine Art		2.0%	45
Photographs		2.9%	66
Pottery		2.1%	48
Blown Glass		0.7%	17
Stone Carvings		0.2%	5
Sculpture		0.7%	17
Artistic Wall Decor		3.0%	69
Wood Carvings		0.3%	7
Poster Art		1.7%	38
Religious Art		0.4%	9
Stained Glass		0.6%	14
Ceramics		1.3%	30
Metal Work Art		1.1%	25
Music Memorabilia		0.7%	15
Movie Memorabilia		0.5%	11
None of the above / Does not apply		88.8%	2,027

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























Value		Percent	Responses
Refrigerator		2.8%	63
Portable Dishwasher		0.0%	1
Dishwasher		2.7%	61
Freezer		0.9%	20
Range		1.6%	36
Range Hood		1.1%	25
Wall Oven		0.9%	20
Washer		1.7%	39
Dryer		1.4%	33
Blender		1.4%	31
Instant Pot		1.6%	37
Microwave		3.1%	71
Window Air Conditioner		0.3%	6
Coffee or Espresso Machine		3.2%	73
Vacuum Cleaner		2.1%	48
None of the above / Does not apply		83.0%	1,894

77. Which of the following VEHICLE PRODUCTS do you or anyone in your household currently need or plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Battery		3.6%	83
Tires		5.7%	130
Wiper Blades		10.5%	240
None of the above / Does not apply		76.2%	1,740
Aftermarket Products		1.9%	44
Canopy		0.3%	7
Child Car Seat		0.4%	8
Floor Mats		2.6%	60
Grill Guard		0.1%	3
Lights		0.9%	20
Mirror(s)		0.4%	9
Motorcycle Accessories		0.6%	13
Motorcycle Parts		1.1%	25
Performance Parts		0.3%	7
RV Accessories or Supplies		2.4%	54
Roof Rack (For Bike, Kayak, Etc.)		0.4%	8
Roof Rack (Luggage or Equipment Container)		0.2%	5
Running Boards		0.2%	5
Seat Covers		1.6%	37
Spoiler		0.0%	1
Step Bar		0.1%	3
Stereo System (Auto, Car or Truck)		0.3%	6























Value		Percent	Responses
Tool Box		0.2%	5
Trailer Hitch		0.4%	10
Truck Bed Liner		0.2%	5
Visor		0.2%	4
Wheels or Rims		0.0%	1
Winch		0.0%	1
Window Tinting Equipment (Auto)		0.3%	6
Cargo Trailer (Boat)		0.0%	1
Cargo Trailer (Box)		0.1%	2

78. Which of the following VEHICLE SERVICES do you or anyone in your household currently need? (Check all that apply.)

Value		Percent	Responses
30,000 Mile Service		7.2%	165
60,000 Mile Service		6.7%	153
100,000 Mile Service		6.0%	137
Auto Detailing		4.1%	94
Auto Repair (General)		4.9%	111
Auto Warranty Work (Work Covered by Warranty)		3.1%	71
Brake Replacement, Adjustment		3.0%	69
Car Wash		41.6%	950
Gas or Service Station Services		15.7%	358
Oil Change or Lube		35.4%	809
Preventative Maintenance		13.3%	304
Smog Check		7.0%	159
Tune-Up		6.3%	144
Windshield or Glass Repair		3.9%	90
None of the above / Does not apply		27.4%	625
Alignment		2.8%	65
Body Work		2.4%	55
Car Rental		1.1%	26
DEQ Inspection		0.1%	3
Electrical Repair		0.3%	6
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	5
Motor Repair or Replacement		0.2%	4

Value		Percent	Responses
Motorcycle Repair		0.4%	10
Muffler		0.1%	2
Painting		1.0%	23
RV Maintenance or Service		1.2%	27
Safety Inspection		1.8%	40
Shocks		1.0%	23
Stereo Installation		0.4%	8
Tire Mounting or Installation		2.8%	64
Transmission or Clutch Repair		0.4%	10
Upholstery Repair		0.7%	17
Vehicle Air Conditioning Repair		0.9%	21
Vehicle Storage		0.6%	14
Vehicle Towing		0.1%	3
Windshield or Window Tinting		0.7%	17

79. If you or a member of your household were to purchase an automobile in the NEXT 3 MONTHS, where would you look to find a vehicle? (Check all that apply.)

Value		Percent	Responses
AutoTrader.com		7.1%	162
CarFax		11.1%	254
CarGurus.com		4.7%	108
CarMax.com		13.2%	302
Cars.com		5.5%	125
Craigslist Auto		5.7%	131
KBB.com		6.3%	144
Edmunds.com		7.1%	161
Local Dealer Site		34.1%	779
Other Local Website		3.8%	86
None of the above / Does not apply		51.6%	1,178
Yahoo! Autos		0.1%	2
Automotive.com		0.7%	16
Autoblog.com		0.3%	6
CarsDirect.com		1.7%	38
eBay Motors		1.3%	29
Facebook Dealer Page		1.2%	28
MotorTrend.com		1.8%	41
UsedCars.com		1.8%	42
Local TV Site		0.7%	15
Local Radio Site		0.2%	5
The Car Connection		0.5%	11


















80. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bath and Body Products		33.6%	766
Beauty Products		25.1%	573
Cosmetics		28.6%	652
Babysitting		0.7%	17
Hair Care Products		42.0%	960
Hair Coloring		26.4%	603
Hair Cut		70.3%	1,605
Manicure		20.4%	466
Massage Therapy		15.5%	354
Pedicure		30.0%	686
None of the above / Does not apply		14.1%	323




















81. Which of the following ENTERTAINMENT PRODUCTS do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Books (New)		43.8%	1,001
Books (Used)		25.5%	583
Books (Children's)		8.7%	198
Board Games		9.0%	205
Lottery Ticket		15.6%	357
Collectibles		1.9%	44
Comics		1.2%	28
Graphic Novels		1.4%	32
Computer Games		6.2%	141
Magazines		22.9%	523
Toys		5.0%	114
Video Console Games		3.4%	78
None of the above / Does not apply		32.5%	742











82. Which of the following HOBBY & ART and CRAFT SUPPLIES might you or someone in your household purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Gems, Rocks & Minerals		1.5%	34
Ceramics and Pottery		2.1%	47
Collectables		2.1%	49
Comic Books and Related Collectables		1.0%	22
Do-It-Yourself (DIY)		11.7%	266
Games or Puzzles		15.5%	355
Beer Brewing Supplies		1.6%	36
Wine Making Supplies		0.9%	20
Jewelry Making Supplies or Beads		2.9%	66
Knitting		7.4%	169
Making Arts and Crafts		7.5%	172
Paper Crafts		3.2%	72
Quilting		4.5%	102
Scrapbooking		3.0%	69
Toy Collecting		0.3%	7
Trains, Plane & Car Model Kits		1.8%	41
None of the above / Does not apply		60.3%	1,377

83. Which of the following EDUCATION/CLASSES do you or someone in your household plan to attend in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Attend Online College or University (Full Time)		3.3%	76
Attend Online College or University (Part Time)		2.4%	54
Attend Online Graduate School		0.9%	21
Attend Online Classes at Community College		4.2%	96
Learning Center		0.7%	15
Online Trade School		0.5%	11
Online Continuing Education Courses		5.0%	115
Online Professional Certification or Accreditation Courses		2.9%	67
Online Language Lessons (Adult)		4.2%	95
Online Music Lessons (Adult)		2.4%	55
Attend Paid Online Lecture, Seminar or Special Class		4.7%	107
Online Real Estate Classes		0.6%	14
Online Child Education or Tutoring		2.2%	51
Online Music lessons (Child)		0.7%	17
Online Language Lessons (Child)		0.3%	6
Change Online School		0.1%	2
Attend an Online Religion Based School		0.4%	9
Attend an Online Local Workshop		2.9%	66
None of the above / Does not apply		75.7%	1,728




















84. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Brushes		6.5%	149
Oil paints		1.8%	42
Acrylic Paints		7.7%	176
Markers		4.8%	109
Specialty Paper		4.9%	113
Fabric Craft Supplies		9.2%	211
Beads		2.2%	50
Art Pencils and Pens		7.7%	175
Scrapbooking Supplies		3.2%	72
None of the above / Does not apply		76.6%	1,748

85. Which of the following MUSICAL INSTRUMENTS do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bass Guitar		0.6%	13
Clarinet		0.1%	3
Drums		0.4%	8
Flute		0.1%	2
Acoustic Guitar		1.0%	22
Electric Guitar		0.6%	14
Electric Keyboard		0.5%	11
Piano		0.5%	11
Piano (High End)		0.0%	1
Trombone		0.1%	2
Trumpet		0.1%	2
Violin		0.1%	2
None of the above / Does not apply		96.8%	2,209

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













Value		Percent	Responses
Greek		11.5%	262
French		5.8%	133
Asian		41.5%	947
German		3.5%	81
American (New)		31.4%	716
Italian		47.0%	1,074
Cajun or Creole		5.2%	119
Indian		14.0%	319
Chinese		49.5%	1,131
American (Traditional)		59.7%	1,362
Thai		28.8%	657
Middle Eastern		9.6%	219
Japanese		26.2%	599
Mexican		68.8%	1,571
Vietnamese		12.2%	278
Southern		6.7%	154
Tex-Mex		14.8%	339
Spanish		6.8%	156
Mediterranean		20.8%	476
None of the above / Does not apply		15.3%	350

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












Value		Percent	Responses
Hot Dogs		12.9%	295
Fish & Chips		20.5%	467
Golf Course Restaurant, Bar or Snack Bar		5.7%	129
Barbeque		24.8%	566
Deli		26.9%	613
Breakfast or Brunch		31.1%	711
Appetizers		22.3%	509
Dessert		16.9%	386
Chicken Wings		10.6%	243
Hamburgers		48.2%	1,101
Chicken		35.4%	809
Frozen Yogurt		9.6%	219
Live or Raw food		3.5%	79
Tapas or Small Plates		7.0%	159
Theme Restaurants		4.6%	105
Soup		22.4%	512
Salad		33.4%	762
Pizza (Dine In)		7.1%	161
Pizza (Delivery)		20.3%	463
Steak		19.8%	452
Juice or Smoothies		10.3%	236
Sandwiches		42.5%	970

Value		Percent	Responses
Pizza (Carry Out)		43.5%	993
Pizza (Take & Bake)		16.0%	366
Seafood		26.2%	599
Vegan		3.1%	71
Steakhouse		12.8%	293
Sushi		19.3%	440
Vegetarian		9.7%	221
Pho		8.8%	201
None of the above / Does not apply		16.4%	374






88. Which of the following Real Estate PURCHASING Plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.3%	7
Purchase Commercial or Business Property		0.3%	6
Purchase Condominium or Townhouse		0.4%	10
Purchase Manufactured or Modular Home		0.1%	2
Purchase Investment Property		1.1%	24
Purchase Personal Residence		1.4%	33
Purchase Custom Built Home		0.4%	8
Purchase Residential Real Estate at an Auction		0.2%	5
Purchase Land or Agricultural Property		0.3%	6
Purchase Vacation Property		0.4%	8
Purchase Other		0.2%	5
None of the above / Does not apply		96.5%	2,204

89. Which of the following Real Estate SELLING Plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Sell Home in Senior Housing Community		0.3%	7
Sell Personal Residence		1.6%	37
Sell Vacation Property		0.7%	17
Sell Condominium or Townhouse		0.1%	3
Sell Investment Property		1.0%	22
Sell Land or Agricultural Property		0.7%	16
Sell Commercial or Business Property		0.3%	7
Sell Manufactured or Modular Home		0.1%	3
Plan to Sell Home in Master-Planned Community		0.1%	3
Sell Other		0.7%	15
None of the above / Does not apply		95.2%	2,173







90. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply.)

Value		Percent	Responses
New home in master planned community; new development		30.3%	10
New home, but outside of development		33.3%	11
New home that I will have contractor build		9.1%	3
Existing home less than 10 years old		75.8%	25
Existing home more than 10 years old		69.7%	23











91. Which of the following real estate rental plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Rent New Apartment		0.8%	18
Rent House (Residence)		3.1%	70
Rent Manufactured or Modular Home		0.2%	5
Rent or Lease Commercial Property		0.2%	4
Rent Agricultural Land		0.2%	4
Rent Subsidized Housing		0.3%	6
Rent Condo/Townhouse		0.9%	21
Rent Section 8 Housing		0.2%	5
None of the above / Does not apply		95.2%	2,174



















92. Which of the following real estate plans apply to you or your household in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Use a Realtor to Sell Real Estate		2.6%	60
Use a Realtor to Buy Real Estate		1.8%	42
Use a Realtor to Buy and Sell Real Estate		1.4%	32
Plan to Sell Property Myself		0.8%	19
Use a Real Estate Broker		1.1%	26
None of the above / Does not apply		93.6%	2,137












93. Which of the following types of REAL ESTATE LOANS do you or anyone in your household plan to apply for in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
New Home Loan		1.4%	32
Home Remodel or Renovation Loan		0.9%	20
Business Construction Loan		0.2%	4
Home Construction Loan		0.4%	8
Equity Loan		1.4%	33
Land Loan		0.1%	3
Reverse Mortgage		0.4%	9
Real Estate Loan for existing home		1.0%	23
Refinance Home		6.6%	151
None of the above / Does not apply		89.3%	2,039



94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

Value		Percent	Responses
Craigslist Homes		1.9%	44
Facebook		0.9%	20
Google		3.2%	72
Auction.com		0.5%	11
Homes & Land		1.8%	41
Homes.com		2.5%	56
HomeFinder		4.0%	91
MLS.com		11.1%	254
National Real Estate Co. Site		2.3%	53
Local MLS Site		17.1%	391
RealEstate.com		4.2%	96
Realtor.com		15.6%	356
Realty.com		2.6%	59
Redfin		9.7%	222
Trulia		9.2%	210
Zillow		32.5%	742
ZipRealty.com		1.0%	22
None of the above / Does not apply		56.2%	1,282



95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		6.3%	143
Apartmentguide.com		3.5%	79
Craigslist		8.4%	191
Forrent.com		0.4%	10
HomeFinder.com		5.6%	127
Hotpads.com		0.9%	20
Rent.com		4.9%	113
Sublet.com		0.3%	6
Trulia		5.5%	125
Zillow		17.4%	397
None of the above / Does not apply		75.1%	1,714

96. If you or a member of your household were to buy real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		72.2%	1,649
No, don't know who to call		27.8%	634
			Total: 2,283
















97. If you or a member of your household were to sell real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		73.0%	1,666
No, don't know who to call		27.0%	617
			Total: 2,283

98. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Imported Beer		20.1%	458
Craft Beer		24.8%	567
Champagne		11.8%	270
Premium Hard Alcohol or Spirits		20.2%	462
White Wine		41.9%	957
Red Wine		47.4%	1,082
Major Brand Cigarettes		3.4%	78
Recreational Marijuana		6.2%	142
Marijuana Accessories		2.6%	60
Smokeless Tobacco		0.7%	16
Pipe Tobacco		0.3%	7
Discount Cigarettes		1.6%	37
Discount Hard Alcohol or Spirits		8.8%	201
Domestic Beer		21.9%	500
Electronic Cigarette Supplies		0.7%	16
Alcoholic Cider		6.1%	139
None of the above / Does not apply		28.9%	659








99. Which of the following CANNABIS related products do you or the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Cannabis Dry Flower/Bud		3.7%	84
Cannabis Edibles		6.9%	158
Cannabis Tinctures		1.4%	32
Cannabis Vaporizers		1.2%	28
Cannabis Cleaning Tools or Supplies		0.4%	8
Cannabis Concentrates		1.5%	34
Cannabis Pre-Rolls		1.6%	36
Organic Cannabis Products		1.6%	36
Cannabis Oil		3.2%	74
Cannabis Beauty & Skin Care Products		1.4%	32
Cannabis Beverages		0.2%	4
Cannabis Chocolates		2.1%	49
Medical Cannabis		3.7%	85
CBD Cannabis		7.2%	164
None of the above / Does not apply		82.7%	1,889

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

Value		Percent	Responses
Bulk or Discounted Food Items		21.2%	484
Specialty Teas		15.8%	361
Specialty Coffee		34.7%	793
Gourmet Deli Counter Items		23.3%	532
Cookies		42.1%	961
Snack Cakes		6.1%	140
Potato Chips		49.2%	1,124
Soft Drinks		32.7%	747
Energy Drinks		6.8%	155
Energy Bars		17.7%	405
Noodle Bowls		12.7%	289
Cupcakes		6.4%	145
Birthday Cake		8.6%	197
Beef Jerky or Meat Sticks		9.2%	211
Bottled Water		35.5%	810
Candy		32.3%	737
Fruit		80.2%	1,830
Nuts		59.9%	1,368
Chocolates		43.0%	981
Ice cream		56.3%	1,285
Cheese		79.9%	1,825
Artisan Bread		39.1%	893








Value		Percent	Responses
Artisan Meats		8.6%	196
Sports Drinks		7.4%	170
Basic Condiments		44.9%	1,024
Artisan Condiments		7.0%	159
Canned Sauces		32.2%	736
Cereal		62.2%	1,419
Milk		77.3%	1,765
Chicken		82.4%	1,882
Pork		51.1%	1,167
Beef		64.3%	1,467
Fish		57.4%	1,311
Pasta		64.3%	1,469
Snack Mixes		10.6%	243
Vegetables		76.3%	1,742
Olive Oil		52.5%	1,198
Balsamic Vinegar		24.5%	560
Frozen Entrees		42.2%	963
Eggs		87.2%	1,991
Locally Raised Beef, Pork, Poultry		22.4%	512
Locally Grown Fruit and Vegetables		69.4%	1,584
Locally Produced Honey		17.4%	398
Organic Food		30.4%	693
Pickled Vegetables		13.1%	299

Value		Percent	Responses
Artisan Cheese		29.2%	666
Alternative "Meat" Products		12.0%	273
Sausage		41.4%	946
Donuts		13.7%	312
Pastries		23.0%	525
Game Meats		1.6%	36
None of the above / Does not apply		1.1%	26

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







Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		21.9%	500
Attend Online Religious or Spiritual Services		19.3%	441
Donate to a Charity		51.9%	1,186
Donate to a Church		27.5%	628
Donate to Political Party or Government Representative		22.0%	503
Volunteer at Church		11.9%	272
Volunteer for Nonprofit Group		21.6%	492
Vote in Upcoming Local Elections		44.3%	1,012
Vote in Upcoming State or National Elections		49.3%	1,125
Purchase Season Tickets for Performing Arts		7.5%	172
Community Activity		17.4%	397
Support an Organization		19.4%	444
Make a Donation		39.8%	908
None of the above / Does not apply		13.8%	315
Join a New Church		0.5%	12
Donate Vehicle		0.7%	17
Have a Baby		0.2%	5
Get Married		0.4%	8
Retire		1.8%	42
Look into Private Schooling for Children		0.4%	9
Attend a Holiday Themed Performance		2.8%	64
Register to Vote		1.3%	30

102. Which of the following activities do you or members of your household plan to participate in over the NEXT 3 MONTHS? (Check all that apply.)



Value		Percent	Responses
Go Touring on a Bicycle		4.6%	106
Go Mountain Biking		3.9%	88
Go Camping		14.5%	331
Go Hiking		27.5%	627
Go Fishing		9.3%	213
Go Backpacking		3.9%	88
None of the above / Does not apply		61.3%	1,400

103. In the LAST 30 DAYS, which of the following have you or a member of your household viewed or used? (Check all that apply for each row.)



Value		Percent	Responses
Local Business Website		32.2%	734
Local Business Blog		3.7%	84
Local Business Email		15.1%	345
Snapchat		6.0%	137
Instagram		26.0%	594
Cinema Ads		6.7%	154
Facebook Business Page		8.2%	188
Reviews on Yelp! or Google+		23.0%	524
YouTube Promo Video		10.0%	228
Local Business Text Message		6.3%	144
Pandora		16.7%	382
Online Yellow Pages		3.9%	90
Google Search		66.1%	1,508
eBay		25.7%	587
Spotify		9.7%	221
Pinterest		20.1%	459
Google+ Local		6.9%	157
Clicked on Google Sponsored Ad		14.5%	332
LinkedIn		18.4%	420
Angie's List		3.7%	84
Craigslist		17.4%	397
Bing		9.7%	221

Value		Percent	Responses
Twitter		16.0%	366
Amazon		84.0%	1,918
None of the above / Does not apply		4.0%	91
CitySearch		1.4%	32
Digital Billboard		0.3%	6
Xing		0.1%	2



104. Are you aware of posts on Facebook that are sponsored by businesses?

Value		Percent	Responses
Yes		71.3%	1,628
No		28.7%	655
			Total: 2,283























105. Have you ever responded to or clicked on a Facebook post that was sponsored by a business?

Value		Percent	Responses
Yes		42.0%	960
No		58.0%	1,323
			Total: 2,283










106. Do you or any members of your household subscribe to a business email?

Value		Percent	Responses
Yes		39.0%	890
No		61.0%	1,393
			Total: 2,283



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

Value		Percent	Responses
Apparel and Accessories		45.6%	1,041
Arts and Entertainment		33.5%	764
Automotive - (General)		16.6%	378
Automotive - (New Vehicle Dealership)		15.3%	349
Automotive - (Used Vehicle Dealership)		8.1%	184
Automotive - (Auto Parts store)		10.2%	232
Automotive - (Auto Repair business)		7.9%	180
Automotive - (Auto Body shop)		4.0%	91
Tire Business		14.0%	319
Beauty and Spa Related Businesses		15.0%	343
Community and State Services		26.0%	593
Education		13.4%	305
Employment Related Businesses		6.3%	143
Event Planning and Services		6.5%	149
Family Activity Related Businesses		6.9%	157
Financial Services		9.5%	218
Fitness Businesses or Providers		7.4%	169
General Retail		43.9%	1,002
Grocery / Market		45.3%	1,035
Home and Garden Related Businesses		31.7%	724
Building Supply/Lumber Business		16.8%	383
Home Service Businesses		11.7%	266











Value		Percent	Responses
Home Service Contractors		11.4%	260
Hotel and Travel Related Businesses		29.7%	679
Local Services		26.8%	611
Medical Related Businesses - (General)		12.2%	278
Medical Related Businesses - (Dentist)		5.4%	124
Nightlife Related Businesses		5.5%	126
Pet / Animal		24.2%	553
Professional Services		14.8%	339
Real Estate Service Businesses		4.6%	104
Recreation Related Businesses		8.1%	185
Restaurant / Bar / Lounge		42.4%	969
Senior Related Businesses		9.6%	220
Specialty Food and Drink		17.7%	405
General Retail - Children's Clothing Store		4.9%	112
General Retail - Clothing Accessory Store		11.6%	265
General Retail - Computer Store		11.7%	266
General Retail - Furniture Store		11.3%	258
General Retail - Hardware Store		22.4%	512
General Retail - Home Entertainment Store		5.9%	134
General Retail - Jewelry Store		3.0%	68
General Retail - Major Appliance Store		11.5%	262
General Retail - Men's Clothing Store		10.8%	247
General Retail - Mobile Phone Store		5.3%	121

Value		Percent	Responses
General Retail - Shoe Store		12.7%	291
General Retail - Women's Clothing Store		22.3%	509
None of the above / Does not apply		12.6%	287
Child Related Businesses		2.8%	63
Farm Equipment and Agriculture Businesses		2.8%	63
Medical Related Businesses - (Chiropractor)		2.3%	52
Medical Related Businesses - (Hospital)		2.8%	64
Motorsport Businesses		1.9%	44
General Retail - Farming and Agriculture Business		2.2%	50

108. Are you considering a change or new employment in the NEXT 3 MONTHS?












Value		Percent	Responses
Yes		5.7%	129
No		94.3%	2,154
			Total: 2,283

109. Which of the following employment related activities do you or the members of your household plan to do over the NEXT 3 MONTHS? (Check all that apply.)


Value		Percent	Responses
Get a New Full Time Job		4.1%	94
Get a New Part Time Job		4.2%	96
Get a Temporary or Seasonal Job		3.1%	71
Use an Employment or Temporary Employment Agency		1.4%	33
Use a Career Counselor		0.4%	9
Get a Second (or Third) Job		1.5%	35
Get First Job after High School		0.4%	9
Get First Job after College		0.5%	12
Apply for Unemployment Benefits		6.9%	157
None of the above / Does not apply		86.0%	1,964

110. If you are looking to find a new job, get a second job, etc. in the NEXT 3 MONTHS, what are the primary fields you will be looking at employment in? (Check all that apply.)








Value		Percent	Responses
Customer Service		3.1%	71
Education		3.3%	75
None of the above / Does not apply		82.9%	1,893
Agriculture		0.6%	13
Automotive		0.3%	6
Retail		1.9%	43
Admin & Clerical		2.9%	66
Warehouse		0.8%	19
Construction		1.0%	23
Accounting		1.6%	37
Hotel - Hospitality		0.7%	15
Health Care		2.1%	47
Manufacturing		0.4%	8
Entry Level (New Graduate)		1.1%	26
Grocery		1.7%	38
Banking & Finance		0.8%	19
Child Care		0.3%	7
Real Estate		0.7%	16
Insurance		0.4%	8
Legal		0.6%	13
Management		2.0%	45

Value		Percent	Responses
Media		1.2%	27
NonProfit		2.9%	66
Government		2.8%	65
Installation - Maintenance - Repair		0.2%	5
Restaurant - Food Services		1.7%	39
Executive Level		1.4%	33
Engineering		0.8%	19
Sales & Marketing		1.7%	38
Information Technology		1.7%	38
Skilled Labor - Trades		0.7%	15
Transportation		1.1%	26







111. If you were to look for a new job in the NEXT 3 MONTHS, where would you go look to find local job listings? (Check all that apply.)

Value		Percent	Responses
Local Business Site		11.8%	270
Local Agency Site		7.1%	161
Craigslist		6.4%	146
Facebook		1.9%	44
Indeed.com		12.5%	286
LinkedIn		14.5%	332
Monster.com		6.4%	146
CareerBuilder		5.2%	119
GlassDoor		4.4%	100
SimplyHired.com		1.0%	23
AOL Jobs		0.7%	17
SnagAJob.com		0.7%	17
Dice.com		0.7%	17
USAjobs.gov		4.6%	104
USAjobs.org		1.7%	39
ZipRecruiter		5.1%	117
JobDiagnosis		0.2%	5
TheLadders		1.1%	24
None of the above / Does not apply		70.9%	1,619

112. Have you or the members of your household purchased something from any of the following sources in the PAST 90 DAYS? (Check all that apply.)

Value		Percent	Responses
Coupon book		9.5%	217
Yellow Pages directory		1.7%	39
Direct mail flyer		11.1%	254
Deal program/offer		7.8%	179
Facebook business page offer		6.3%	144
Billboard advertising		1.1%	26
None of the above / Does not apply		74.7%	1,706

113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?



Value		Percent	Responses
Read ads and keep them - using three or more		3.5%	81
Read ads and keep them - using one or two		32.2%	734
Read ads and keep them - without using any		3.5%	79
Read ads but throw away without using any		24.2%	552
Throw ads away unread		34.7%	792
Do not receive direct mail or advertisements at home or PO Box		2.0%	45

Total: 2,283

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



	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	73 3.2%	252 11.0%	1,297 56.8%	110 4.8%	128 5.6%	308 13.5%	115 5.0%	2,283
County election Count Row %	68 3.0%	239 10.5%	1,332 58.3%	114 5.0%	113 4.9%	300 13.1%	117 5.1%	2,283
State election Count Row %	69 3.0%	310 13.6%	1,165 51.0%	87 3.8%	154 6.7%	383 16.8%	115 5.0%	2,283
Total Total Responses								2283

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

Value		Percent	Responses
Yes		96.1%	2,195
No		3.9%	88




Total: 2,283

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		97.7%	2,230
No		2.3%	53

Total: 2,283



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

Value		Percent	Responses
Yes		16.3%	372
No		39.9%	911
Does not apply		43.8%	1,000
			Total: 2,283

118. Which of the following categories does your business fall into?

Value		Percent	Responses
Arts and Entertainment		4.8%	18
Business Consulting		6.1%	23
Education		6.1%	23
Financial Services		5.6%	21
Health and Medical		8.2%	31
Home Service Businesses		4.2%	16
Local Services		3.4%	13
Real Estate		7.4%	28
Other		34.2%	129
Apparel and Accessories		0.8%	3
Automotive		1.9%	7
Beauty and Spa		1.1%	4
Child Related Businesses		0.3%	1
Event Planning and Services		1.1%	4
Fitness Businesses or Providers		0.5%	2
General Retail		2.1%	8
Grocery and Specialty Food/Drink		2.1%	8
Home and Garden		2.4%	9
Hotel and Travel		2.1%	8
Pet / Animal		2.4%	9
Pizza Restaurant Types		0.3%	1
Recreation		1.3%	5

Total: 377

Value		Percent	Responses
Restaurant / Bar / Lounge		1.3%	5
Sales Training		0.3%	1

Total: 377

119. Which of the following are you interested in doing in the NEXT 3 MONTHS to drive your business? (Check all that apply.)










Value		Percent	Responses
Have an ongoing digital marketing campaign		8.8%	33
Use social media for promoting business		17.4%	65
Website optimized for mobile (responsive)		9.4%	35
Ongoing search optimization (SEO, SEM)		3.5%	13
Banner ads		3.2%	12
Cost-per-click ads (CPC, PPC)		3.5%	13
Cost-per-mille ads (CPM)		0.8%	3
Programmatic ads		0.8%	3
Retargeting ads		2.4%	9
Video ads		1.9%	7
Google ads (Adwords)		7.0%	26
Facebook ads		10.2%	38
Sponsored content		0.8%	3
Email advertising		10.4%	39
Site analytics		4.5%	17
Use a Digital Agency		1.1%	4
Digital ads through newspaper		2.7%	10
None of the above/Does not apply		68.4%	256

120. Which of the following BUSINESS SERVICES do you/your household, or does your company, plan to GET NEW or CHANGE PROVIDER in the NEXT 3 MONTHS? (Check all that apply.)











Value		Percent	Responses
Business Accounting or CPA		4.3%	16
Business Online Meetings		4.0%	15
None of the above / Does not apply		83.3%	310
Business Advertising		2.4%	9
Business Financial Consulting		0.8%	3
Business Bottled Water Delivery		0.8%	3
Business Advisory Services		0.8%	3
Business Cellular Phone Service		0.8%	3
Business Computer Consulting		1.3%	5
Business Construction Contractor		1.3%	5
Business Employment Agency		0.5%	2
Business Internet Service Provider		1.1%	4
Business Legal Services or Attorney		1.6%	6
Business Marketing Services		2.4%	9
Business Meetings or Conventions		0.5%	2
Business Moving or Storage		0.5%	2
Business Payroll Services		1.3%	5
Business Printing Services		2.2%	8
Business Realty Services		1.1%	4
Business Recruitment		0.3%	1
Business Security Services		1.1%	4

Value		Percent	Responses
Business Sign Company Services		0.8%	3
Business Staffing or Temp Services		1.1%	4
Selling Small Business		1.1%	4
Business General Broadcast Media Service		0.3%	1

121. Which of the following business real estate plans does your company have planned in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Rent New Office		2.4%	9
Buy New Office		0.3%	1
Add New Locations		1.9%	7
Renovate Existing Facilities		2.7%	10
Construct New Facilities		0.8%	3
Buy or Rent Industrial Space		1.1%	4
Buy or Rent Warehouse space		0.3%	1
Install New Commercial Carpeting		0.3%	1
None of the above / Does not apply		94.1%	350






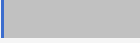




122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		2.2%	8
Purchase Used Business Automobiles		1.1%	4
Purchase New Business Trucks		1.6%	6
Purchase Used Business Trucks		1.3%	5
Lease New Business Automobiles		0.8%	3
Lease New Business Trucks		1.1%	4
Purchase Used Business Delivery Vehicles		0.3%	1
Purchase New Heavy Duty or Commercial Business Trucks		1.6%	6
Purchase Used Heavy Duty or Commercial Business Trucks		0.5%	2
None of the above / Does not apply		94.4%	351

123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		3.5%	13
Business Health Insurance		2.2%	8
Business Dental Insurance		1.3%	5
Business 401K or Retirement Program		1.6%	6
Business "Key Man" Insurance		1.6%	6
Business Property Insurance		2.7%	10
Business Commercial Insurance		1.9%	7
None of the above / Does not apply		92.5%	344


124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.4%	8
25 - 30		0.7%	17
31 - 34		0.6%	14
35 - 40		1.6%	36
41 - 45		2.5%	56
46 - 49		2.1%	48
50 - 54		4.0%	91
55 - 60		9.7%	222
61 - 69		31.6%	722
70 or older		46.8%	1,068






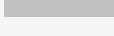
Total: 2,282

Avg 68

125. What state do you live in?









Value		Percent	Responses
California		100.0%	2,283
			Total: 2,283

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

Value		Percent	Responses
Metro / Urban		18.7%	426
Small/Mid-Size Town		29.0%	661
Suburban		37.1%	847
Rural		13.0%	296
Vacation community		1.2%	28
Other		1.1%	25

Total: 2,283

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.0%	1
Some High School (Not Graduate)		0.3%	6
High School Graduate (12th grade)		2.5%	57
Vocational or Technical Training		1.6%	37
Some College		17.3%	396
College Graduate		28.2%	644
Some Post-Graduate Study (No Advanced Degree)		10.6%	242
Post-Graduate Degree		39.4%	900

Total: 2,283






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

Value		Percent	Responses
Under \$20,000		2.5%	54
\$20,000 - \$24,999		1.8%	38
\$25,000 - \$29,999		1.9%	42
\$30,000 - \$34,999		2.6%	57
\$35,000 - \$39,999		2.2%	47
\$40,000 - \$44,999		2.8%	60
\$45,000 - \$49,999		4.1%	89
\$50,000 - \$74,999		16.0%	346
\$75,000 - \$99,999		17.8%	386
\$100,000 - \$124,999		15.6%	337
\$125,000 - \$149,999		10.5%	228
\$150,000 - \$200,000		13.3%	289
Over \$200,000		8.9%	192
			Total: 2,165
			Avg \$110,932

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	11
Black or African-American		0.8%	19
Asian		4.0%	91
White or Caucasian		81.9%	1,870
Hispanic		4.9%	113
Other		1.8%	41
Prefer not to answer		6.0%	138
			Total: 2,283





130. Are you...

Value		Percent	Responses
Male		39.9%	910
Female		57.1%	1,303
Transgender Male		0.0%	1
Gender Variant / Non-conforming		0.1%	3
Prefer not to answer		2.9%	66
			Total: 2,283

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


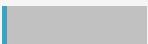



Value	Percent	Responses
Single Family Home	88.5%	2,020
Apartment	4.6%	104
Condominium	3.3%	75
Mobile Home	2.5%	56
Other	1.2%	28
		Total: 2,283

132. Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?

Value		Percent	Responses
Owned		88.8%	2,028
Rented		9.7%	221
Occupied Without Payment of Rent		0.6%	14
Other		0.9%	20

Total: 2,283

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

Value		Percent	Responses
None		91.4%	2,087
1		4.2%	96
2		3.5%	81
3		0.5%	12
4 or more		0.3%	7
			Total: 2,283