

Covid-19 Impact and Local Business Survey Central South Regional Report - May 2020

Response Counts

Completion Rate:

100%



Complete













1,570

Total: 1,570

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	1,560
		Total: 1,560

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

Value		Percent	Responses
Local Newspaper		69.2%	1,079
Local Newspaper Website		45.0%	702
Local TV News		72.6%	1,132
National Broadcast News		61.4%	958
Local Radio		17.8%	278
Apple News		5.3%	82
Facebook		16.8%	262
Twitter		4.0%	63
Nextdoor		9.2%	143
Other		12.8%	200

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

Value		Percent	Responses
Local Newspaper		22.2%	347
Local Newspaper Website		12.9%	202
Local TV News		21.7%	339
National Broadcast News		27.3%	426
Local Radio		3.7%	57
Apple News		0.8%	13
Facebook		0.1%	2
Twitter		0.1%	2
Other		11.0%	172
			Total: 1,560




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		80.4%	1,254
Weekly updates on Covid-19 impact on our community		35.7%	557
Local resources available to our community to lessen impact of Covid-19		57.2%	892
Personal stories on the impact of Covid-19 on households		22.3%	348
Stories on the impact of Covid-19 on employment and local economy		49.9%	778
Online services being offered in the community		36.3%	567
Unemployment resources for persons laid off		16.6%	259
Assistance resources available for local businesses		18.6%	290
Other		7.9%	123


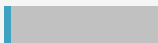
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		63.8%	995
New hours		63.5%	991
Services that are being offered		79.5%	1,240
New services being offered		53.7%	838
Online services being offered		59.2%	923
Employment needs		18.7%	291
Other		3.2%	50

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		42.0%	655
Watched Local Television		84.5%	1,318
None of the above / Does not apply		8.2%	128













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

Value		Percent	Responses
Yes		96.2%	1,500
No		3.8%	60
			Total: 1,560

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		26.6%	402
Local Daily Newspaper		93.5%	1,412
Local Paid Weekly Community Newspaper		14.2%	215
Local Free Weekly Print Publication		13.4%	202
Local Alternative Publication		5.6%	85
Local City or Regional Magazine		25.6%	386
Local Specialty Publication		9.5%	143
Local Business Publication		10.0%	151
Local Ethnic Publication		1.3%	19
Local Parenting Publication		0.6%	9
Local Senior Publication		7.7%	117
None of the above / Does not apply		1.7%	26

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		3.9%	62
Auto Detailing Shop		4.6%	72
Auto Glass Repair Shop		2.5%	39
Oil Change Station		45.1%	708
Auto Parts Store		15.5%	244
Auto Repair Shop		22.9%	360
New Vehicle Dealership		14.5%	228
Used Vehicle Dealership		3.6%	56
Recreation Vehicle (RV) Dealership		1.1%	17
RV or Camper Repair		1.3%	21
Tire Store		13.0%	204
None of the above / Does not apply		26.3%	413







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		0.5%	8
Used Farm Equipment Dealer		0.5%	8
Farm Truck and Tractor Repair Shop		1.8%	28
Agriculture Farm Supply Store		8.5%	133
Agricultural Service		1.6%	25
Farming Structure Building Contractor		0.5%	8
Animal Feed Store		9.9%	155
None of the above / Does not apply		84.5%	1,326

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		42.9%	673
Ethnic Food Restaurant		35.7%	561
Liquor Store		39.9%	626
Wine Shop		17.1%	269
None of the above / Does not apply		26.3%	413

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		11.7%	184
Farmers Market		23.4%	367
Grocery Store (Co-op)		23.5%	369
Grocery Store (Neighborhood/Local/Mom & Pop)		70.0%	1,099
Specialty Food Market		17.3%	272
None of the above / Does not apply		10.8%	169



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		55.2%	867
Day Spa		7.2%	113
Nail Salon		31.8%	500
None of the above / Does not apply		31.3%	492






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		4.1%	65
Bicycle Repair Shop		5.5%	86
Bicycle Rental Service		0.3%	5
Golf Course		16.0%	251
Gun Shooting Range		9.5%	149
Gun Store		8.1%	127
New Sporting Goods Store		17.7%	278
Used Sporting Goods Store		1.5%	24
None of the above / Does not apply		61.4%	964






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		3.2%	50
None of the above / Does not apply		96.8%	1,520

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		10.4%	164
Community College		6.4%	100
Tutoring Center		0.6%	9
Private Tutor		1.3%	20
None of the above / Does not apply		84.7%	1,330








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		24.8%	389
Credit Union		9.7%	153
Financial Advisor		13.7%	215
Stockbroker		4.1%	65
None of the above / Does not apply		68.8%	1,080





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		0.8%	12
Debt Consolidation Company		1.1%	17
Payday Loan Company		0.3%	4
Tax Return Service		20.3%	319
Title Loan Company		1.5%	23
None of the above / Does not apply		77.3%	1,214

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		6.1%	96
Dentist		24.9%	391
General Practitioner		12.4%	195
Family Practitioner		17.8%	280
Optometrist		11.0%	172
Pediatrician		1.7%	26
None of the above / Does not apply		62.2%	977















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		10.3%	162
Hospital		2.3%	36
Medical Clinic		7.9%	124
None of the above / Does not apply		84.6%	1,329



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		19.2%	301
Mental Health Provider		6.2%	98
Denture or Implant Specialist		8.8%	138
Ear, Nose & Throat Doctor		9.4%	148
Home Health Care Provider		2.5%	40
Internal Medicine Doctor		35.5%	557
Nutritionist or Dietician		2.4%	37
Physical Therapist		9.4%	148
Psychiatrist		2.7%	42
None of the above / Does not apply		41.0%	643

















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		0.2%	3
Hearing Aid Center		11.5%	180
Hospice Care Provider		0.4%	7
Laboratory or Medical Testing Facility		22.5%	354
Medical Marijuana Dispensary		1.3%	20
Medical Spa		1.2%	19
Mental Health Clinic		1.2%	19
Medical Supply Store		3.6%	56
Pain Clinic		5.0%	79
Rehabilitation Clinic		1.6%	25
Sleep Disorder Clinic		2.3%	36
Urgent Care Clinic		3.6%	57
Walk-In Clinic		4.1%	65
None of the above / Does not apply		59.4%	933






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		4.1%	64
None of the above / Does not apply		95.9%	1,506





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		2.1%	33
Courier or Delivery Service		14.1%	222
Cremation Service Provider		0.6%	9
Dry Cleaning or Laundry Service		30.4%	477
Electronics Repair Shop		2.7%	43
Funeral Service Provider		0.6%	9
Information Technology (IT) Service		5.4%	84
Marriage Counselor		0.5%	8
Moving Truck Rental Company		2.1%	33
Mobile or Cell Phone Repair Shop		4.8%	75
Propane Dealer		8.5%	134
Self-Storage Facility		8.9%	140
Sewing and Alterations Shop		6.9%	109
Small Engine Repair Shop		3.6%	57
Shipping Center		18.6%	292
None of the above / Does not apply		40.5%	636











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		13.9%	218
Church		54.8%	861
Community Organization		8.6%	135
Community Service or Non-Profit Organization		18.0%	283
None of the above / Does not apply		36.4%	571















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		9.1%	143
Painting Contractor		8.3%	131
Plumber or Plumbing Contractor		10.3%	161
None of the above / Does not apply		79.7%	1,251

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		4.0%	63
Concrete Contractor		2.5%	39
Furnace Contractor		1.6%	25
General Contractor		5.6%	88
Handyman		20.9%	328
Heating & Air Conditioning Service		27.6%	433
Home Security Company		3.5%	55
Junk Removal or Hauling Service		5.2%	81
Kitchen or Bath Remodeling Company		4.3%	68
Landscaping Service		26.1%	410
Mover or Moving Company		2.2%	34
New Home Builder		0.6%	9
Remodeling Contractor		5.0%	78
Roofing Contractor		3.7%	58
Septic Tank Contractor		2.2%	34
None of the above / Does not apply		37.3%	586



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		12.7%	200
Fuel or Oil Home Heating Service		0.4%	7
Furnace Cleaning Service		2.9%	46
Home Theater Installation Service		0.2%	3
Home Gardening Service		7.2%	113
House Cleaning Service		20.4%	320
Landscaper		14.6%	229
Pest Control Service or Exterminator		23.5%	369
Pool Cleaning Service		6.1%	96
Shades & Blinds Installation Service		2.9%	46
Television or Internet Service Provider		23.4%	368
Water Treatment Supply & Service		1.0%	15
Window & Door Installation Service		3.1%	49
None of the above / Does not apply		37.6%	590




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		3.6%	57
Adult Day Care		0.4%	6
Assisted Living Facility		1.1%	18
Nursing Home		0.8%	13
Respite Relief Provider		0.4%	7
Retirement Counselor		1.1%	17
Retirement Home		0.8%	13
Senior Center		5.2%	81
None of the above / Does not apply		88.9%	1,396

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		1.6%	25
None of the above / Does not apply		98.4%	1,545




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		9.0%	142
None of the above / Does not apply		91.0%	1,428







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		3.5%	55
Animal Shelter		2.9%	46
Bird Seed Store		8.2%	129
Pet Groomer		17.4%	273
Pet Sitter		2.7%	42
Pet Store		23.6%	371
Veterinarian		35.5%	558
None of the above / Does not apply		48.5%	761

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		4.2%	66
Real Estate Brokerage Firm		0.8%	13
None of the above / Does not apply		95.5%	1,500

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		1.7%	27
Estate Liquidator		0.8%	12
Mortgage Banker		3.6%	57
Mortgage Broker		2.2%	34
Real Estate Appraiser		3.8%	59
None of the above / Does not apply		91.7%	1,439

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		66.8%	1,049
Family Style Restaurant		58.1%	912
Food Cart/ Food Truck		7.3%	114
Fine Dining Restaurant		26.0%	408
Restaurant with Lounge or Bar		26.0%	408
Pizza Restaurant		54.4%	854
None of the above / Does not apply		13.5%	212

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		8.0%	126
Consignment Shop		8.2%	128
Craft Supply Store		19.8%	311
Bookstore		29.4%	462
Christian Book Store		5.7%	90
Computer Store		10.1%	159
Department Store		49.2%	772
Discount Store		43.3%	680
Drugstore or Pharmacy		77.2%	1,212
Fabric Store		10.6%	166
Florist		5.3%	83
Gift Shop		7.5%	118
Gun Shop		8.0%	126
Hobby Shop		13.9%	219
Mobile Phone Store		12.0%	188
Religious Supply or Gift Shop		3.6%	57
Shopping Center		30.3%	476
Thrift Store		18.5%	291
Wholesale, Warehouse or Club Store		43.6%	685
Yard Equipment Store		12.0%	188
Vitamin or Supplement Store		11.5%	181

Value		Percent	Responses
None of the above / Does not apply		5.8%	91
Equipment Rental Store		1.5%	23
Gold/Silver/Precious Metal Dealer		1.4%	22
Marijuana Dispensary		1.8%	28
Military Surplus Store		1.5%	23
Monument or Memorial Company		0.4%	6
Pawn Shop		1.9%	30
Survival Store		0.7%	11
Security Service		1.1%	18
Yarn Store		2.3%	36

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		23.4%	368
Free delivery		37.0%	581
Drive-thru		71.1%	1,117
Carryout		64.9%	1,019
Curbside carryout		63.7%	1,000
Other		1.8%	28
None of the above / Does not apply		8.5%	134

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		41.6%	653
Carpet Store		2.6%	41
Fireplace, Wood Stove or Barbeque Store		2.9%	46
Flooring Store		4.5%	71
Furniture Store		9.7%	153
Hardware Store		46.4%	729
Home & Garden Center		56.4%	886
Home Decor Store		8.8%	138
Hot Tub or Spa Dealer		1.4%	22
Major Appliance Store		5.4%	84
Mattress or Bedding Store		3.8%	60
Outdoor Furniture Store		4.4%	69
Plant Nursery & Garden Supply Store		40.2%	631
Paint Store		11.5%	181
Tool Rental Center		1.2%	19
TV & Appliance Store		3.4%	54
Vacuum Store		1.8%	28
None of the above / Does not apply		18.0%	282




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		12.3%	193
Clothing Store		52.1%	818
Eyewear & Opticians Store		21.5%	337
Jewelry Store		3.9%	62
Shoe Store		30.3%	475
None of the above / Does not apply		35.9%	564











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		7.4%	116
Insurance Agency		6.8%	107
Legal Firm or Attorney		4.8%	75
Tax Advisor		4.6%	73
None of the above / Does not apply		82.7%	1,299


















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		2.9%	45
Life Coach		0.9%	14
None of the above / Does not apply		96.5%	1,515


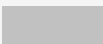






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class B RV		0.1%	1
Purchase New Class C RV		0.1%	1
Purchase New Travel Trailer or 5th Wheel		0.8%	12
Purchase New Camper Shell		0.1%	1
Purchase Used Class A RV		0.2%	3
Purchase Used Class B RV		0.2%	3
Purchase Used Class C RV		0.3%	4
Purchase Used Travel Trailer or 5th wheel		0.6%	10
Purchase Used Camper Shell		0.1%	2
None of the above / Does not apply		98.3%	1,543

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		2.2%	34
New Luxury Vehicle - Under \$50,000		1.0%	15
New Luxury Vehicle - \$50,000 - \$75,000		1.0%	16
New Luxury Vehicle - Over \$75,000		0.4%	7
New Minivan		0.1%	2
New SUV		3.6%	57
New Truck		1.7%	26
New Hybrid or Electric Vehicle		0.7%	11
Used Car		3.5%	55
Used Luxury Vehicle - Under \$30,000		1.1%	17
Used Luxury Vehicle - \$30,000 - \$50,000		0.3%	5
Used Van		0.1%	2
Used Minivan		0.3%	4
Used SUV		2.2%	34
Used Truck		1.9%	30
Used Hybrid or Electric Vehicle		0.4%	7
None of the above / Does not apply		86.2%	1,353

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

Value		Percent	Responses
Compact car		1.3%	21
Full-size car		1.3%	20
Luxury vehicle (any size)		1.8%	29
Midsized car		2.1%	33
Pickup truck		2.7%	43
Sport utility vehicle (SUV)		8.9%	139
Van or minivan		0.9%	14
None of the above		81.0%	1,271



Total: 1,570

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
Chevrolet		5.1%	80
Ford		5.7%	89
GMC		3.1%	49
Honda		4.9%	77
Toyota		5.7%	90
None of the above / Does not apply		79.5%	1,248
Acura		1.3%	20
Audi		1.1%	17
BMW		0.9%	14
Buick		1.3%	20
Cadillac		1.7%	27
Chrysler		0.8%	13
Dodge		2.0%	31
Fiat		0.1%	1
Hyundai		2.6%	41
Infiniti		0.5%	8
Jeep		1.6%	25
Kia		2.1%	33
Land Rover		0.4%	6
Lexus		2.0%	31
Lincoln		1.2%	19

Value		Percent	Responses
Mazda		1.5%	24
Mercedes-Benz		0.8%	12
Mini		0.2%	3
Mitsubishi		0.5%	8
Nissan		2.3%	36
Porsche		0.3%	5
Saab		0.1%	1
Scion		0.1%	1
Subaru		2.9%	45
Suzuki		0.1%	1
Tesla		0.9%	14
Volkswagen		0.9%	14
Volvo		0.6%	9







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		5.2%	81
No		94.8%	1,489















Total: 1,570

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		6.8%	107
Printer		4.5%	71
Ink or Printer Cartridges		44.2%	694
Headphones		7.2%	113
Smartphone Charger		3.9%	61
Healthcare Device		3.4%	54
Assistive Technology for Hearing		3.1%	48
Batteries for Electronics		35.2%	553
None of the above / Does not apply		36.8%	577
Home Theater System		0.6%	10
GPS Device (Handheld or In-Vehicle)		1.0%	15
Satellite Radio		1.1%	18
Satellite TV System		0.8%	13
Stereo System (Home)		0.8%	12
Wi-Fi for Home		2.5%	39
Portable Speakers		1.8%	28
Wireless Speakers		2.2%	35
Smartwatch		2.4%	38
Phone or Tablet Controlled Home Tech Products		2.4%	37
Noise Canceling Headphones		2.0%	32
Phone Calling Card		0.8%	13
Compact/Mini Projector		0.3%	4

Value		Percent	Responses
Wearable Electronics		1.1%	17
Surge Protector		2.7%	42
Aerial Drone		0.7%	11
ShortWave Radio		0.4%	6
Wireless Hotspot		1.1%	18
Virtual Reality Headset		0.3%	4





















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		0.3%	4
Camera (Digital) SLR		1.0%	15
Camera Accessories or Supplies		1.3%	21
Camera Lens		1.2%	19
Computer Accessories		4.5%	71
Computer Software		3.8%	59
E-Reader (Kindle or Similar)		1.1%	17
Tablet (iPad or Similar)		3.9%	62
Personal Computer		3.1%	48
Laptop Computer		6.8%	106
TiVo or DVR		0.4%	7
4K Ultra HD TV		2.8%	44
Smart TV		3.1%	49
None of the above / Does not apply		79.4%	1,247















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		10.2%	160
Conventional Cell Phone		2.7%	43
Prepaid Cell Phone		0.4%	7
Unlocked Cell Phone		1.2%	19
Large-Screen Smartphone		2.2%	34
None of the above / Does not apply		85.3%	1,339






















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		2.0%	31
Necklaces		2.7%	42
Engagement Rings		0.1%	2
Wedding Rings		0.3%	4
Rings (Other)		1.8%	29
Earrings		5.7%	90
Pendants		0.8%	13
Celtic Jewelry		0.4%	7
Diamond Jewelry		1.1%	17
Silver Jewelry		2.4%	37
Gemstone Jewelry		1.1%	18
Pearl Jewelry		0.4%	6
Men's Jewelry		0.6%	9
Costume Jewelry		4.8%	75
Designer Jewelry		1.2%	19
Jewelry Box or Organizer		0.7%	11
Men's High-End Watch		0.4%	7
Women's Watch		0.8%	12
Women's Jewelry		5.1%	80
None of the above / Does not apply		84.7%	1,330



















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 	8.3%	130
Crop Insurance 	0.3%	4
Dental Insurance 	2.0%	32
Disability Insurance 	0.3%	4
Homeowner Insurance 	6.6%	103
Life Insurance 	2.8%	44
Medical (Health) Insurance 	1.7%	27
Medicare 	1.5%	23
Long Term Care Insurance 	0.9%	14
Pet Insurance 	0.6%	10
Renters Insurance 	0.9%	14
Agriculture Insurance 	0.3%	4
Professional Liability Insurance 	0.6%	10
None of the above / Does not apply 	85.4%	1,340

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
Chiropractor		3.2%	50
Family Practice Doctor		6.6%	103
Optometrist		3.9%	61
Primary Care Provider		5.4%	84
Drugstore or Pharmacy		6.7%	105
None of the above / Does not apply		80.3%	1,260
Acupuncture		1.2%	19
Audiologist		1.3%	21
Counseling & Mental Health Specialist		1.2%	19
Geriatric Specialist		0.6%	10
Home Healthcare		0.4%	6
Hospital		0.9%	14
Medical Clinic		1.6%	25
Pediatric Dentist		0.3%	4
Pediatrician		0.6%	9
Wellness Business		0.2%	3
Substance Abuse Treatment Provider		0.1%	1
Weight Loss Service		1.1%	17
Alternative Care Provider		0.3%	4
Physical Therapy or Rehabilitation service provider		1.8%	29
Hearing Aid Center		2.4%	37






















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		0.8%	13
Bankruptcy Attorney		0.4%	6
Banking, Partnership & Business Law Attorney		1.5%	23
Child Support Attorney		0.5%	8
Criminal Law Attorney		0.1%	1
Disability & Social Security Attorney		0.6%	10
Divorce & Family Law Attorney		0.7%	11
DWI, DUI, OWI, OUI Attorney		0.2%	3
Employment Discrimination or Labor Issues Attorney		0.3%	5
General Practice Attorney		1.8%	29
Intellectual Property Attorney		0.3%	4
Malpractice Attorney		0.1%	1
Patent, Trademark & Copyright Attorney		0.3%	4
Probate Attorney		1.2%	19
Real Estate Attorney		1.0%	15
Taxation Attorney		1.0%	15
Wills, Trusts & Estates Attorney		15.0%	236
None of the above / Does not apply		79.3%	1,245

















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		50.9%	799
Teeth Cleaning		42.9%	674
Cavity Filling		7.0%	110
Crown		7.6%	119
Oral Surgery		2.4%	37
Braces		2.0%	31
Composite Bonding		1.0%	15
Dental Implants		5.7%	90
Dental Veneers		0.4%	7
Dentures		2.5%	39
Full Mouth Reconstruction		0.3%	4
Inlays or Onlays		0.2%	3
Smile Makeover		0.4%	6
Teeth Whitening		2.5%	40
None of the above / Does not apply		25.3%	397










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		52.9%	830
Purchase Health Related Products		9.0%	142
Use Physical Rehabilitation Services		3.9%	62
Purchase Health and Wellness Supplements		18.4%	289
Receive Treatment for Back Pain		5.3%	83
Have an Eye/Vision Exam		33.6%	527
Purchase Prescription Eyeglasses		15.1%	237
Purchase Prescription Contact Lenses		3.8%	60
Have an Annual Physical or Checkup		32.2%	505
Have X-Rays Taken		4.5%	71
Have a Scheduled Surgery		4.7%	74
Have Blood Drawn for Testing		27.0%	424
Plan to Visit a Hospital for any Medical Service or Procedure		7.1%	111
Have Foot Problems Diagnosed or Treated		5.2%	81
Senior Travel		5.4%	84
Purchase Allergy Medications		19.7%	310
Use Personal Trainer or Instructor		3.6%	57
Cardiovascular Treatment		4.6%	72
Cancer Treatment		3.1%	49
Chiropractic Care		11.7%	183
Do Corrective Exercises		5.0%	79









Value		Percent	Responses
Purchase Diabetes Testing Supplies		7.1%	111
Get Vaccinations at Drug Store or Pharmacy		8.9%	139
Discretionary Health Care and Wellness Services and Products		5.3%	83
Purchase Vitamins		40.5%	636
Purchase Hemp Based Supplements		3.0%	47
Purchase Anti Anxiety Medication or Supplements		5.9%	92
None of the above / Does not apply		17.4%	273
Purchase Elder Care-Related Products or Services		1.6%	25
Purchase Medical Supplies or Equipment for Home		2.2%	35
Find Home for Aging Parent		0.6%	9
Participate in a Medical Study		1.1%	18
Stop Smoking		1.2%	19
Purchase a Mobility Device		0.5%	8
Receive Treatment for Vehicle or Workplace Injury		0.1%	2
Handicap Accessible Products		1.1%	17
Purchase Orthopedic Shoes		0.6%	10
Purchase Home Medical Testing Equipment or Supplies		1.1%	18
Hire a Personal Care Assistant		0.2%	3
Hire a Caregiver or Respite Worker		0.8%	12
Purchase "Aging in Place" Products		1.0%	15
Purchase a Medical Alert Service		0.4%	7
Have Safety Bars Installed in Bathroom		0.9%	14
Receive Treatment for a Sleep Disorder		2.7%	42

Value		Percent	Responses
Stroke Treatment		0.3%	4
Orthopaedic or Knee Surgery		2.1%	33
Memory or Alzheimer's Care		0.8%	12
Nutritional Counseling		1.2%	19
Spinal and Postural Screening		0.5%	8
Physiotherapy		0.5%	8
Receive Treatment for Substance Abuse		0.1%	1
Purchase Blood Pressure Monitoring Device		1.3%	20
Receive Aquatic Therapy		0.6%	9
Join a Weight Loss Group		1.2%	19
Purchase Weight Loss Supplements		1.7%	26
Purchase Weight Loss Food Plan		1.1%	18
Have Reflexology Treatment		0.9%	14
Hire a Weight Loss Professional		0.6%	9
Have Cataract Surgery		2.0%	32
Purchase Marijuana		1.5%	24
Have Acupuncture		1.8%	28
Receive Treatment for PTSD		0.7%	11










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 a "In-the-Ear" Hearing Aid		1.1%	18
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.8%	12
Purchase a Digital Hearing Aid		1.7%	27
Purchase a "Behind-the-Ear" Hearing Aid		1.1%	17
Purchase Hearing Aid Cleaning Supplies		1.5%	23
Purchase Hearing Aid Batteries		6.1%	95
Purchase a "In-the-Canal" Hearing Aid		0.7%	11
Have a Hearing Exam		9.8%	154
None of the above / Does not apply		84.9%	1,333














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		0.6%	10
Pre-purchase a Funeral Plot or Cremation Service		3.1%	49
Purchase a Monument or Headstone		1.0%	15
Use a Funeral Planner		1.1%	18
Purchase Flowers for a Funeral		0.6%	10
Use a Cremation Service		1.3%	20
Hire a Religious or Spiritual Leader for a Funeral Service		0.1%	1
None of the above / Does not apply		93.6%	1,470

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		0.8%	12
Move into a Assisted Living Facility		0.6%	10
Move into a Nursing Home		0.3%	4
Move into a Alzheimer's Care Facility		0.3%	4
Move Into a Hospice Facility		0.1%	1
Hospice to your Home or House		0.6%	9
Move into Residential Care Home		0.3%	5
Utilize a Respite Provider		0.3%	4
None of the above / Does not apply		97.7%	1,534

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		2.0%	31
Open Savings Account		1.8%	29
Online Banking		50.0%	785
Manage Investments		22.2%	348
Manage Retirement Accounts		24.5%	384
Mortgage Line of Credit		2.0%	32
Financial Consulting		14.1%	221
Financial Services		15.2%	239
Safe Deposit Box Rental		5.4%	84
Obtain New Credit Card		2.0%	31
Payday Loan or Check Cashing Business		0.3%	4
Use Vehicle Title Loan Company		0.1%	2
None of the above / Does not apply		31.4%	493

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		3.0%	47
Certificates of Deposit		6.8%	107
City or State Bonds		2.2%	34
Collectibles, Antiques or Art		1.2%	19
Common or Preferred Stock		11.0%	172
Corporate Bonds or Debentures		2.2%	35
401(k)		17.3%	272
Gold or Precious Metals		1.8%	29
IRA		11.5%	181
Money Market Funds		10.0%	157
Mutual Funds		14.2%	223
Non-US Stocks		1.7%	26
Options		0.6%	9
US Savings Bonds		0.8%	13
US Treasury Notes		1.1%	17
Coins or Stamps		1.8%	28
None of the above / Does not apply		60.4%	948

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		0.2%	3
Business Equipment Loan		0.1%	2
Carpeting or Furniture Loan		0.3%	4
College Expenses Loan		0.6%	9
College Tuition Loan		1.0%	15
Debt Consolidation Loan		1.4%	22
Medical Expenses Loan		0.2%	3
New Vehicle Loan		3.2%	50
Used Vehicle Loan		2.8%	44
Vacation or Travel Loan		0.1%	2
None of the above / Does not apply		92.4%	1,451

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		22.1%	347
Nail Polish		9.4%	148
Eyewear or Sunglasses		19.2%	301
Handbags		7.1%	112
Hats		4.2%	66
Intimate Apparel		8.7%	136
Jewelry or Accessories		6.3%	99
Perfume		5.2%	82
Men's Apparel		28.3%	444
Men's Shoes		19.6%	308
Men's Underwear		15.0%	235
Women's Apparel		41.2%	647
Women's Pajamas or Sleepwear		9.2%	144
Women's Shoes		28.3%	444
Women's Underwear		16.5%	259
Socks		16.9%	266
Outerwear		4.1%	64
None of the above / Does not apply		29.4%	461
Coats		1.5%	23
Watches		2.2%	34
Luggage or Bags		1.8%	29

Value		Percent	Responses
Scarves		1.5%	24
Uniforms		1.1%	17
Western Clothing		2.4%	38

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		0.4%	6
Children's Pants		4.5%	71
Children's T-Shirts		7.6%	119
Children's Dresses		4.0%	63
Children's Pajamas or Sleepwear		3.9%	62
Children's Socks		3.9%	62
Children's Shorts		7.5%	117
Infant Clothing		4.5%	70
Children's School Uniform		0.8%	13
Children's Athletic Clothing		5.0%	78
None of the above / Does not apply		85.8%	1,347























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)		25.7%	404
Boots (Men's)		1.8%	28
Cowboy Boots (Men's)		1.6%	25
Work & Safety (Men's)		2.7%	43
Sneakers		12.4%	194
Classic & Fashion Sneakers (Women's)		9.3%	146
Work & Safety (Women's)		1.4%	22
Cowboy Boots (Women's)		1.0%	15
Athletic & Outdoor Shoes (Women's)		23.8%	373
Athletic & Outdoor Shoes (Children's)		5.3%	83
Cowboy Boots (Children's)		0.3%	5
None of the above / Does not apply		50.3%	790

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		11.3%	178
Have Clothing Dry Cleaned		30.1%	472
Have Shoes Repaired		5.5%	87
Rent or Purchase a Costume		0.4%	6
Wash Clothing at a Laundromat		3.2%	51
Purchase Custom Made Clothing Items		0.6%	9
None of the above / Does not apply		63.0%	989





















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)		3.2%	50
Bicycle Tune-Up or Repair		6.1%	96
Camping or Hiking Equipment		4.3%	67
Exercise or Fitness Equipment		6.5%	102
Fishing Rods or Reels		3.8%	59
Fishing Bait or Attractant		7.1%	112
Fishing Accessories		7.9%	124
Golf Clubs or Equipment		7.2%	113
Ammunition		11.7%	183
Running or Jogging Equipment		3.4%	54
Swimming Gear		4.4%	69
Hand Gun		5.0%	79
None of the above / Does not apply		62.1%	975
Archery Equipment		1.0%	16
High End Bicycle		0.3%	4
Bicycle Rental		0.6%	9
Hunting Gear		1.7%	26
Soccer Equipment		0.4%	6
Sports Equipment (Children)		1.5%	23
Trampoline		0.3%	4
Trophies or Plaques		0.3%	4
Weight Lifting Equipment		2.3%	36























Value		Percent	Responses
Used Sporting Equipment		0.9%	14
Rifle		1.7%	26
Shotgun		2.2%	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		37.8%	594
Bedding Flowers or Perennials		48.2%	756
Fertilizer		31.5%	494
Flower Pots		16.4%	257
Garden Ornaments		5.7%	89
Gravel or Rock		11.9%	187
Hand Garden Tools		8.9%	140
Landscaping		11.9%	187
Indoor Garden Supplies		3.1%	48
Decorative Rock		9.6%	151
Lawn Seed, Turf or Sod		10.2%	160
Outdoor Furniture		4.8%	76
Outdoor Grill		3.3%	52
Patio Furniture		5.4%	84
Propane		13.8%	217
Lawn Mower (Push)		3.0%	47
Shrubbery or Trees		9.4%	147
Stone (Cast, Crushed or Natural)		4.1%	65
Insect or Fungus Control Products		12.2%	192
None of the above / Does not apply		25.7%	403
Chainsaw		1.0%	16
Fountains		1.1%	18























Value		Percent	Responses
Gate		0.8%	12
Gazebo		0.5%	8
Insects (Bees or Other Beneficial Species)		1.3%	20
Outdoor Fireplace or Fire Pit		1.7%	27
Patio Heater		0.1%	2
Outdoor Infrared Heater or Fireplace		0.2%	3
Outdoor Smoker		1.0%	15
Outdoor Kitchen Equipment		0.4%	7
Outdoor Entertainment Center		0.3%	4
Patio Cover, Awning or Canopy		1.5%	23
Pole Shed		0.2%	3
Power Garden Tools		1.3%	21
Lawn Mower (Riding)		0.8%	13
Rototiller		0.3%	4
Screen Porch		0.6%	10
Storage Shed		1.8%	28
Leaf Blower		1.4%	22
Outdoor Garden Flags		2.2%	34
Snow Blower		0.1%	1
Greenhouse		0.4%	7










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		14.8%	233
Bird Seed		14.6%	229
Cat Food		23.8%	373
Dog Food		35.9%	564
Fish Food		3.1%	49
Specialized Pet Food		4.3%	68
Other Pet Food		4.3%	67
Pet Accessories		6.2%	98
Pet Toys		9.1%	143
Annual Pet Vaccinations		23.4%	367
Annual Pet Checkups		20.0%	314
Purchase Pet Medication		9.4%	148
Board a Pet Overnight		3.2%	51
Pet Dental Care		3.1%	48
None of the above / Does not apply		40.7%	639
Pet Clothing		0.7%	11
Pet Enclosure		0.3%	5
Aquarium or Tank		0.4%	7
Fish Supplies		1.6%	25
Disease Diagnosis		0.6%	9
Pet Travel Cage		0.4%	6
Pet Travel Accessories		0.3%	4

Value		Percent	Responses
Cremation or Burial Services		0.4%	7
Adopt or Rescue a Pet		2.9%	46
Purchase a Pet		0.7%	11
Holistic or Alternative Pet Care		0.3%	5
Pet Tracking Device		0.2%	3
Animal Training Classes		1.5%	23
Hemp Based Pet Supplements		0.8%	12
THC Based Pet Supplements		0.1%	2
Holistic or Alternative Pet Supplements		0.6%	9
Anti Anxiety or Stress Pet Medication for Holidays		1.4%	22















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		5.0%	78
Remodel Bathroom		4.2%	66
General Remodeling		4.2%	66
Replace Carpet		3.6%	57
Replace Flooring		4.4%	69
Replace Windows		3.0%	47
None of the above / Does not apply		72.9%	1,144
Add a Room		0.5%	8
Add a Home Office		0.5%	8
Add or Replace Deck		2.8%	44
Remodel Kitchen		2.4%	37
Cabinet Refacing or Resurfacing		1.8%	28
Refinish Bathtub		0.7%	11
Install a Glass Shower		1.1%	18
Remodel or Finish Basement Living Area		0.6%	9
Replace Garage Door		1.1%	18
Build a Garage		0.4%	7
Build Out-Building		0.1%	2
Build a Storage Shed		1.9%	30
Have Furniture Restored		1.5%	23
Switch from Gas to Electric		0.1%	2
Switch from Electric to Gas		0.2%	3

Value		Percent	Responses
Install a Stair Lift		0.1%	1
Install "Aging In Place" Products		0.7%	11
Install a Solar Energy System		0.3%	5
Install Security or Monitoring System		0.8%	12
Resurface or Build New Driveway		1.5%	23
Stone or Marble Work (Bathroom or Kitchen)		1.0%	16
Sealcoating		0.9%	14
Asphalt Repair		0.4%	6
Asphalt Resurfacing		0.4%	7
Residential Paving		0.3%	4
Build a "Tiny House"		0.3%	4
Install Handicap Accessible Addition		0.2%	3













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		3.3%	52
Decking		3.5%	55
Doors (Exterior)		4.3%	67
Electrical Supplies		3.1%	49
Fencing		5.4%	84
Hand Tools		5.1%	80
Lighting and Fixtures		4.3%	68
Lumber		6.6%	104
Paint (Exterior)		8.8%	138
Paint (Interior)		14.1%	221
Plumbing Supplies		4.1%	65
Rain Gutters		3.4%	53
Screen Door		3.1%	48
None of the above / Does not apply		58.7%	922
Circular Saw		0.5%	8
Doors (Interior)		2.2%	35
Furnace		0.6%	9
Generator		0.9%	14
Hardwood Products		2.7%	42
Home Security Doorbell Camera		2.5%	39
Kitchen Cabinets		1.0%	15






















Value		Percent	Responses
Lock Sets		1.9%	30
Mill Work		0.6%	9
Molding		2.0%	32
Plywood		2.6%	41
Power Tools		1.9%	30
Roofing (Composition)		1.7%	27
Roofing (Other)		0.1%	2
Security Door		0.8%	13
Security Locks		0.9%	14
Security Window Film		0.1%	1
Siding		0.7%	11
Solar Screen		0.2%	3
Water Softener System or Supplies		1.5%	24
Wet or Dry Vacuum		0.5%	8
Wood Stove or Fireplace		0.2%	3
Window Guards		0.1%	1
Windows (Double-Hung)		1.6%	25
Windows (Casement)		0.7%	11
Windows (Picture)		0.2%	3
Windows (Slider)		0.4%	6
Windows (Bay or Bow)		0.2%	3

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		8.0%	125
Air Duct Cleaning		4.3%	67
Appliance Repair		3.8%	59
Carpet Cleaning		9.4%	148
Electrical Repair		4.3%	67
Gardening Services		6.2%	98
Handyman Services		13.7%	215
Home Repair		4.6%	72
None of the above / Does not apply		54.0%	848
Alternative Energy Systems Installation		0.2%	3
Alternative Energy Systems (Service or Repair)		0.1%	2
Blinds Cleaning		1.4%	22
Carpenter or Woodworking		2.9%	45
Chimney Cleaning		2.2%	34
Concrete Repair		2.0%	32
Drywall Installation or Repair		2.5%	40
Electrical Panel Replacement		0.7%	11
Excavation & Wrecking		0.3%	4
Fire & Water Damage Restoration		0.5%	8
Flooring - Ceramic Tile (Installation or Repair)		1.3%	20
Flooring - Laminate (Installation or Repair)		2.5%	39

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		0.6%	9
Flooring - Wood (Installation or Repair)		2.5%	40
Flooring - Other (Installation or Repair)		1.5%	23
Foundation Repair		2.0%	31
Furnace Cleaning		2.7%	42
Furnace Repair		0.4%	7
Furniture Reupholster		0.9%	14
Gutter Installation or Repair		2.7%	42
Heating Repair		0.5%	8
Home Computer Repair		1.3%	20
Home Electronics Repair		0.7%	11
Home Remodel		1.8%	28
























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		16.1%	252
Junk or Yard Waste Removal		7.0%	110
Recycle		7.8%	123
Landscaping Service		14.8%	233
Painting		9.3%	146
Pest Control		14.1%	221
Plumbing Repair		5.3%	83
Pool Cleaning Service		3.6%	57
Pressure Washing		4.0%	63
Preventative Home Maintenance		3.1%	49
Trash Removal		9.1%	143
Computer Repair		4.6%	73
None of the above / Does not apply		43.9%	689
Home Security Service		2.0%	32
Insulation Installation or Maintenance		0.6%	10
Interior Design		1.0%	15
Sell Scrap Metal		1.4%	22
Movers		1.5%	23
Mold Inspection or Removal		0.3%	5
Party Equipment Rental		0.1%	1
Roof Repair		2.2%	34

Value		Percent	Responses
Security System		1.6%	25
Septic Tank Cleaning or Repair		1.7%	26
Siding Replacement		0.7%	11
Snow Removal		0.3%	4
Solar Heating or Power System Installation or Repair		0.3%	4
Stucco or Exterior Coating		0.3%	4
Tool Rental		0.6%	10
Tornado or Storm Shelter Building or Repair		0.1%	2
Waterproofing		0.5%	8
Window Installation		1.6%	25
Window Tinting for Home		0.1%	2
Yard Equipment Rental		1.0%	16
Mobile or Cell Phone Repair		1.6%	25

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
Batteries (Home or Office)		28.4%	446
Candles		8.0%	126
Rugs		3.8%	60
Curtains or Drapes		3.9%	62
Furniture (Living Room)		4.6%	73
Storage Boxes or Tubs		4.7%	74
Floral Arrangements		3.2%	50
Picture Frames		3.9%	62
Linens (Bathroom)		3.2%	51
Indoor Flowers		4.3%	67
None of the above / Does not apply		50.6%	794
Air Conditioning (Buy)		2.3%	36
Awning		0.8%	13
Window Blinds (Venetian or Mini)		2.5%	39
Emergency Preparedness Kit or Supplies		2.0%	32
Firewood		1.3%	21
Carpeting		2.9%	46
Oriental Carpeting		0.1%	2
Flooring Tile		1.7%	27
Hardwood Flooring		1.6%	25
Rugs (Persian)		0.6%	9

Value		Percent	Responses
Clocks		1.5%	24
Closet System		1.3%	21
Cutlery, Flatware or Silverware		1.1%	18
Ductless Heat Pumps		0.1%	2
Fire Extinguisher		2.7%	42
Fine Art (Paintings, Pottery, Etc.)		1.3%	20
Custom Built Furniture		0.6%	9
Reconditioned Furniture		0.2%	3
Furniture (Bedroom)		2.2%	35
Furniture (Children's)		0.4%	7
Crib		0.4%	6
Furniture (Dining Room)		0.5%	8
Furniture (Home Office)		1.6%	25
Furnace		0.7%	11
Futon		0.2%	3
Safe		0.6%	10
Laminate Flooring		2.6%	41
Sewing Machine		1.0%	16
Reclining Chair		2.2%	34
Wallpaper		0.6%	9
Signs or Banners		0.4%	6
Hot Tub or Spa (New)		0.6%	9
Linens (Dining Room or Kitchen)		1.0%	16

Value**Percent****Responses**
























Tankless Water Heater



1.0%

16

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		5.5%	86
Linens (Bedroom)		5.9%	93
None of the above / Does not apply		75.9%	1,192
Gas Burning Freestanding Stoves		0.1%	2
Water Purification System (Drinking)		0.8%	12
Solar Water Heater		0.1%	1
Latex Mattress		0.3%	5
Innerspring Mattress		1.7%	26
Pillow Top Mattress		1.8%	28
Foam Mattress		2.0%	32
Memory Foam Mattress		2.2%	35
Gel Mattress		0.8%	13
Twin Size Bed		0.6%	10
Queen Size Bed		1.7%	27
King Size Bed		1.7%	27
Water Heater		1.3%	21
Smoke Alarm or Detector		2.4%	37
Remote Home Monitoring Video Camera		1.4%	22
Shutters		0.9%	14
Window Coverings		2.4%	37
Reclaimed Wood Furniture		0.1%	2
Patriotic Flags		2.5%	40
Sports Team Flags		1.0%	16

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		3.6%	56
Fine Art		1.1%	18
Photographs		3.1%	49
Pottery		2.0%	31
Blown Glass		1.0%	15
Stone Carvings		0.3%	4
Sculpture		0.8%	12
Artistic Wall Decor		2.9%	46
Wood Carvings		0.6%	9
Poster Art		1.1%	18
Religious Art		1.1%	18
Stained Glass		0.7%	11
Ceramics		1.4%	22
Metal Work Art		1.8%	28
Music Memorabilia		0.8%	13
Movie Memorabilia		0.5%	8
None of the above / Does not apply		88.2%	1,384

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		2.7%	42
Dishwasher		3.3%	52
Freezer		1.0%	16
Range		1.7%	26
Range Hood		0.6%	9
Wall Oven		1.1%	17
Washer		2.2%	34
Dryer		1.8%	28
Blender		1.8%	28
Instant Pot		1.5%	24
Microwave		3.1%	49
Window Air Conditioner		0.5%	8
Coffee or Espresso Machine		2.9%	45
Vacuum Cleaner		1.6%	25
None of the above / Does not apply		82.6%	1,297















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		4.3%	68
Tires		8.0%	126
Wiper Blades		12.9%	203
None of the above / Does not apply		72.3%	1,135
Aftermarket Products		2.8%	44
Child Car Seat		0.7%	11
Floor Mats		2.8%	44
Grill Guard		0.4%	7
Lights		1.2%	19
Mirror(s)		0.1%	1
Motorcycle Accessories		0.5%	8
Motorcycle Parts		0.8%	12
Performance Parts		0.3%	5
RV Accessories or Supplies		1.7%	26
Roof Rack (For Bike, Kayak, Etc.)		0.1%	2
Roof Rack (Luggage or Equipment Container)		0.1%	2
Seat Covers		1.1%	18
Step Bar		0.3%	4
Stereo System (Auto, Car or Truck)		0.5%	8
Tool Box		0.1%	2
Trailer Hitch		0.4%	7
Truck Bed Liner		0.3%	4























Value		Percent	Responses
Visor		0.3%	5
Wheels or Rims		0.3%	4
Winch		0.1%	2
Window Tinting Equipment (Auto)		0.2%	3
Cargo Trailer (Vehicle Hauler)		0.1%	1
Cargo Trailer (Flat)		0.1%	1
Cargo Trailer (Motorcycle)		0.1%	1
Cargo Trailer (Boat)		0.1%	2
Cargo Trailer (Box)		0.2%	3

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		7.1%	111
60,000 Mile Service		5.8%	91
100,000 Mile Service		5.4%	84
Auto Detailing		3.9%	61
Auto Repair (General)		5.7%	89
Auto Warranty Work (Work Covered by Warranty)		3.0%	47
Alignment		4.9%	77
Brake Replacement, Adjustment		3.0%	47
Car Wash		44.3%	696
Gas or Service Station Services		15.8%	248
Oil Change or Lube		42.7%	670
Preventative Maintenance		12.4%	194
Safety Inspection		11.3%	177
Tire Mounting or Installation		3.3%	52
Tune-Up		4.9%	77
Windshield or Glass Repair		3.3%	52
None of the above / Does not apply		24.8%	390
Body Work		2.6%	41
Car Rental		1.1%	18
DEQ Inspection		0.5%	8
Electrical Repair		0.6%	10
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	12

Value		Percent	Responses
Motor Repair or Replacement		0.2%	3
Motorcycle Repair		0.3%	5
Muffler		0.2%	3
Painting		0.6%	9
RV Maintenance or Service		0.8%	12
Shocks		1.1%	18
Smog Check		0.6%	10
Stereo Installation		0.8%	12
Transmission or Clutch Repair		0.4%	7
Upholstery Repair		1.3%	20
Vehicle Air Conditioning Repair		1.6%	25
Vehicle Storage		0.4%	6
Vehicle Towing		0.4%	7
Windshield or Window Tinting		0.7%	11

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		7.5%	118
CarFax		10.4%	163
CarGurus.com		6.2%	97
CarMax.com		8.8%	138
Cars.com		7.6%	119
Craigslist Auto		4.0%	63
KBB.com		5.5%	87
Edmunds.com		8.3%	131
Local Dealer Site		39.0%	612
Other Local Website		3.7%	58
None of the above / Does not apply		47.6%	747
Yahoo! Autos		0.2%	3
Automotive.com		1.0%	16
Autoblog.com		0.2%	3
CarsDirect.com		1.0%	15
eBay Motors		1.8%	28
Facebook Dealer Page		1.6%	25
MotorTrend.com		1.6%	25
UsedCars.com		1.8%	29
Local TV Site		0.5%	8
Local Radio Site		0.3%	5
The Car Connection		0.2%	3


















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		37.6%	591
Beauty Products		29.7%	466
Cosmetics		34.8%	547
Babysitting		0.8%	13
Hair Care Products		45.9%	720
Hair Coloring		24.8%	390
Hair Cut		70.4%	1,105
Manicure		23.4%	368
Massage Therapy		15.0%	236
Pedicure		29.7%	466
None of the above / Does not apply		14.1%	221




















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)		35.7%	560
Books (Used)		22.5%	354
Books (Children's)		8.3%	130
Board Games		7.6%	119
Lottery Ticket		19.7%	310
Collectibles		3.2%	50
Comics		1.0%	16
Graphic Novels		1.3%	21
Computer Games		4.9%	77
Magazines		20.5%	322
Toys		5.0%	79
Video Console Games		3.3%	52
None of the above / Does not apply		34.8%	547











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%	24
Ceramics and Pottery		1.2%	19
Collectables		2.9%	46
Comic Books and Related Collectables		1.0%	15
Do-It-Yourself (DIY)		11.3%	177
Games or Puzzles		13.6%	214
Beer Brewing Supplies		1.1%	17
Wine Making Supplies		0.6%	10
Jewelry Making Supplies or Beads		2.0%	31
Knitting		4.3%	67
Making Arts and Crafts		7.3%	114
Paper Crafts		3.0%	47
Quilting		4.3%	67
Scrapbooking		2.6%	41
Toy Collecting		0.4%	6
Trains, Plane & Car Model Kits		1.3%	20
None of the above / Does not apply		65.7%	1,031












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)		2.5%	40
Attend Online College or University (Part Time)		2.4%	38
Attend Online Graduate School		1.2%	19
Attend Online Classes at Community College		2.4%	37
Learning Center		0.6%	10
Online Trade School		0.2%	3
Online Continuing Education Courses		4.6%	72
Online Professional Certification or Accreditation Courses		3.1%	48
Online Language Lessons (Adult)		2.1%	33
Online Music Lessons (Adult)		1.1%	18
Attend Paid Online Lecture, Seminar or Special Class		3.3%	52
Online Real Estate Classes		0.7%	11
Online Child Education or Tutoring		1.2%	19
Online Music lessons (Child)		0.6%	9
Online Language Lessons (Child)		0.3%	4
Change Online School		0.1%	1
Attend an Online Religion Based School		0.6%	10
Attend an Online Local Workshop		2.5%	39
None of the above / Does not apply		81.8%	1,284

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		5.2%	81
Oil paints		1.6%	25
Acrylic Paints		6.8%	106
Markers		4.6%	73
Specialty Paper		4.0%	63
Fabric Craft Supplies		7.3%	115
Beads		2.4%	37
Art Pencils and Pens		5.9%	92
Scrapbooking Supplies		2.8%	44
None of the above / Does not apply		79.9%	1,255























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		0.3%	4
Clarinet		0.1%	2
Drums		0.3%	4
Flute		0.1%	2
Acoustic Guitar		0.8%	13
Electric Guitar		0.5%	8
Electric Keyboard		0.3%	5
Piano		0.3%	5
Trumpet		0.1%	2
Violin		0.2%	3
None of the above / Does not apply		97.5%	1,530

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		11.2%	176
French		6.4%	100
Asian		32.1%	504
German		8.1%	127
American (New)		27.4%	430
Italian		51.6%	810
Cajun or Creole		13.5%	212
Indian		7.8%	123
Chinese		42.4%	665
American (Traditional)		72.9%	1,145
Thai		16.6%	260
Middle Eastern		6.4%	100
Japanese		10.1%	159
Mexican		66.0%	1,036
Vietnamese		8.5%	133
Southern		20.4%	320
Tex-Mex		48.5%	761
Spanish		4.8%	75
Mediterranean		16.0%	251
None of the above / Does not apply		11.9%	187

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		13.4%	210
Fish & Chips		19.6%	308
Golf Course Restaurant, Bar or Snack Bar		5.2%	82
Barbeque		52.2%	820
Deli		24.8%	390
Breakfast or Brunch		38.6%	606
Appetizers		27.0%	424
Dessert		20.4%	320
Chicken Wings		16.1%	253
Hamburgers		63.5%	997
Chicken		49.2%	772
Frozen Yogurt		8.9%	140
Tapas or Small Plates		4.9%	77
Theme Restaurants		4.1%	64
Soup		21.0%	329
Salad		36.4%	571
Pizza (Dine In)		9.9%	156
Pizza (Delivery)		23.4%	368
Steak		28.2%	442
Juice or Smoothies		7.4%	116
Sandwiches		43.2%	678
Pizza (Carry Out)		46.8%	734

Value		Percent	Responses
Pizza (Take & Bake)		11.7%	183
Seafood		34.2%	537
Steakhouse		21.9%	344
Sushi		8.5%	134
Vegetarian		4.7%	74
Pho		6.6%	104
None of the above / Does not apply		11.7%	184
Live or Raw food		2.3%	36
Vegan		2.2%	35







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		0.1%	2
Purchase Commercial or Business Property		0.3%	5
Purchase Condominium or Townhouse		0.5%	8
Purchase Manufactured or Modular Home		0.1%	1
Purchase Investment Property		1.0%	15
Purchase Personal Residence		2.0%	31
Purchase Custom Built Home		0.6%	10
Purchase Residential Real Estate at an Auction		0.2%	3
Purchase Land or Agricultural Property		0.8%	13
Purchase Vacation Property		0.3%	5
Purchase Other		0.1%	1
None of the above / Does not apply		95.7%	1,502










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 Personal Residence		2.6%	41
Sell Vacation Property		0.6%	10
Sell Condominium or Townhouse		0.2%	3
Sell Investment Property		1.1%	18
Sell Land or Agricultural Property		1.0%	15
Sell Commercial or Business Property		0.4%	6
Plan to Sell Home in Master-Planned Community		0.3%	5
Sell Other		0.3%	5
None of the above / Does not apply		93.9%	1,475







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		16.1%	5
New home, but outside of development		6.5%	2
New home that I will have contractor build		12.9%	4
Existing home less than 10 years old		48.4%	15
Existing home more than 10 years old		54.8%	17
Other		3.2%	1











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		1.3%	20
Rent House (Residence)		1.7%	27
Rent Manufactured or Modular Home		0.1%	2
Rent or Lease Commercial Property		0.2%	3
Rent Agricultural Land		0.2%	3
Rent Subsidized Housing		0.1%	1
Rent Condo/Townhouse		1.2%	19
Rent Section 8 Housing		0.2%	3
None of the above / Does not apply		96.0%	1,507



















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		3.2%	50
Use a Realtor to Buy Real Estate		1.9%	30
Use a Realtor to Buy and Sell Real Estate		2.2%	35
Plan to Sell Property Myself		1.3%	21
Use a Real Estate Broker		1.1%	18
None of the above / Does not apply		92.7%	1,456

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		1.5%	23
Home Remodel or Renovation Loan		1.2%	19
Business Construction Loan		0.1%	2
Home Construction Loan		0.5%	8
Equity Loan		1.3%	21
Land Loan		0.1%	2
Reverse Mortgage		0.3%	5
Real Estate Loan for existing home		0.6%	10
Refinance Home		3.9%	61
None of the above / Does not apply		91.9%	1,443



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		1.3%	21
Facebook		2.0%	32
Google		3.4%	53
Auction.com		1.0%	15
Homes & Land		1.3%	20
Homes.com		3.1%	48
HomeFinder		5.7%	89
MLS.com		11.7%	184
National Real Estate Co. Site		2.7%	42
Local MLS Site		16.5%	259
RealEstate.com		5.0%	79
Realtor.com		22.7%	356
Realty.com		2.9%	45
Redfin		3.5%	55
Trulia		8.2%	129
Zillow		31.1%	489
ZipRealty.com		0.7%	11
None of the above / Does not apply		53.6%	842



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		9.7%	153
Apartmentguide.com		4.8%	76
Craigslist		2.6%	41
Forrent.com		0.6%	10
HomeFinder.com		4.8%	76
Hotpads.com		0.3%	5
Rent.com		5.7%	90
Sublet.com		0.1%	2
Trulia		5.4%	84
Zillow		17.3%	272
None of the above / Does not apply		73.7%	1,157

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		71.3%	1,119
No, don't know who to call		28.7%	451
			Total: 1,570
















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		72.0%	1,131
No, don't know who to call		28.0%	439
			Total: 1,570

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		19.2%	302
Craft Beer		19.7%	309
Champagne		7.9%	124
Premium Hard Alcohol or Spirits		21.8%	342
White Wine		36.3%	570
Red Wine		37.4%	587
Major Brand Cigarettes		5.7%	89
Recreational Marijuana		1.7%	27
Marijuana Accessories		1.1%	17
Smokeless Tobacco		1.3%	21
Pipe Tobacco		0.4%	7
Discount Cigarettes		2.4%	38
Discount Hard Alcohol or Spirits		9.3%	146
Domestic Beer		29.8%	468
Electronic Cigarette Supplies		1.4%	22
Alcoholic Cider		5.3%	83
None of the above / Does not apply		30.8%	484








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		1.2%	19
Cannabis Edibles		2.1%	33
Cannabis Tinctures		0.6%	9
Cannabis Vaporizers		0.2%	3
Cannabis Cleaning Tools or Supplies		0.1%	1
Cannabis Concentrates		0.6%	9
Cannabis Pre-Rolls		0.4%	6
Organic Cannabis Products		0.4%	7
Cannabis Oil		3.4%	53
Cannabis Beauty & Skin Care Products		0.6%	10
Cannabis Beverages		0.1%	1
Cannabis Chocolates		0.6%	10
Medical Cannabis		1.3%	20
CBD Cannabis		4.0%	63
None of the above / Does not apply		91.0%	1,429

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		22.5%	353
Specialty Teas		14.8%	232
Specialty Coffee		29.1%	457
Gourmet Deli Counter Items		16.6%	261
Cookies		45.5%	715
Snack Cakes		11.8%	185
Potato Chips		57.1%	896
Soft Drinks		46.9%	737
Energy Drinks		6.9%	108
Energy Bars		15.5%	244
Noodle Bowls		8.3%	131
Cupcakes		8.2%	128
Birthday Cake		10.3%	161
Beef Jerky or Meat Sticks		10.3%	161
Bottled Water		41.0%	644
Candy		38.1%	598
Fruit		76.5%	1,201
Nuts		56.9%	893
Chocolates		45.0%	707
Ice cream		58.0%	910
Cheese		79.7%	1,252
Artisan Bread		26.4%	414

Value		Percent	Responses
Artisan Meats		5.6%	88
Sports Drinks		11.6%	182
Basic Condiments		45.0%	707
Artisan Condiments		4.2%	66
Canned Sauces		32.7%	513
Cereal		66.4%	1,043
Milk		81.4%	1,278
Chicken		83.2%	1,306
Pork		57.8%	907
Beef		74.7%	1,173
Fish		56.2%	882
Pasta		62.0%	973
Snack Mixes		11.9%	187
Vegetables		75.4%	1,183
Olive Oil		47.1%	740
Balsamic Vinegar		19.6%	308
Frozen Entrees		45.0%	706
Eggs		86.4%	1,356
Locally Raised Beef, Pork, Poultry		15.5%	244
Locally Grown Fruit and Vegetables		48.9%	767
Locally Produced Honey		18.4%	289
Organic Food		16.4%	257
Pickled Vegetables		12.2%	192

Value		Percent	Responses
Artisan Cheese		18.7%	293
Alternative "Meat" Products		6.9%	109
Sausage		48.2%	756
Donuts		18.6%	292
Pastries		22.7%	356
Game Meats		1.2%	19
None of the above / Does not apply		1.1%	17

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		40.0%	628
Attend Online Religious or Spiritual Services		35.4%	556
Donate to a Charity		47.6%	747
Donate to a Church		46.8%	735
Donate to Political Party or Government Representative		17.6%	276
Volunteer at Church		21.9%	344
Volunteer for Nonprofit Group		19.4%	304
Vote in Upcoming Local Elections		53.2%	835
Vote in Upcoming State or National Elections		53.8%	845
Purchase Season Tickets for Performing Arts		8.0%	125
Attend a Holiday Themed Performance		4.1%	65
Community Activity		16.6%	261
Support an Organization		16.1%	252
Make a Donation		35.1%	551
Register to Vote		3.4%	53
None of the above / Does not apply		10.5%	165
Join a New Church		2.0%	31
Donate Vehicle		0.4%	6
Have a Baby		0.1%	2
Get Married		0.3%	4
Retire		2.3%	36
Look into Private Schooling for Children		0.2%	3

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		4.1%	64
Go Mountain Biking		2.6%	41
Go Camping		9.7%	153
Go Hiking		16.0%	251
Go Fishing		15.7%	246
Go Backpacking		2.4%	37
None of the above / Does not apply		68.0%	1,067

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		31.8%	500
Local Business Blog		3.9%	61
Local Business Email		15.9%	249
Snapchat		5.3%	83
Instagram		23.1%	363
Cinema Ads		8.0%	125
Facebook Business Page		13.8%	217
Reviews on Yelp! or Google+		15.8%	248
YouTube Promo Video		12.5%	196
Local Business Text Message		8.5%	134
Pandora		15.5%	244
Google Search		65.0%	1,021
eBay		24.1%	378
Spotify		8.9%	139
Pinterest		22.4%	351
Google+ Local		6.1%	95
Clicked on Google Sponsored Ad		15.5%	243
LinkedIn		22.3%	350
Angie's List		4.5%	70
Craigslist		10.1%	159
Bing		12.9%	202
Twitter		20.3%	319

Value		Percent	Responses
Amazon		81.6%	1,281
None of the above / Does not apply		4.6%	72
CitySearch		1.8%	28
Digital Billboard		0.9%	14
Online Yellow Pages		2.9%	45
Xing		0.1%	1



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

Value		Percent	Responses
Yes		74.5%	1,170
No		25.5%	400
			Total: 1,570























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

Value		Percent	Responses
Yes		45.7%	717
No		54.3%	853
			Total: 1,570




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

Value		Percent	Responses
Yes		41.8%	657
No		58.2%	913
			Total: 1,570



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		45.0%	707
Arts and Entertainment		33.2%	522
Automotive - (General)		18.1%	284
Automotive - (New Vehicle Dealership)		17.3%	272
Automotive - (Used Vehicle Dealership)		9.5%	149
Automotive - (Auto Parts store)		10.3%	162
Automotive - (Auto Repair business)		7.4%	116
Automotive - (Auto Body shop)		3.9%	61
Tire Business		15.2%	239
Beauty and Spa Related Businesses		15.2%	238
Community and State Services		21.3%	334
Education		10.7%	168
Employment Related Businesses		6.8%	107
Event Planning and Services		7.1%	112
Family Activity Related Businesses		7.8%	123
Farm Equipment and Agriculture Businesses		3.2%	50
Financial Services		9.7%	153
Fitness Businesses or Providers		7.2%	113
General Retail		41.4%	650
Grocery / Market		44.0%	691
Home and Garden Related Businesses		28.6%	449
Building Supply/Lumber Business		13.4%	210











Value		Percent	Responses
Home Service Businesses		10.8%	169
Home Service Contractors		12.7%	200
Hotel and Travel Related Businesses		25.2%	396
Local Services		24.0%	377
Medical Related Businesses - (General)		13.9%	219
Medical Related Businesses - (Dentist)		5.7%	89
Medical Related Businesses - (Hospital)		3.8%	59
Nightlife Related Businesses		6.5%	102
Pet / Animal		21.1%	331
Professional Services		13.6%	214
Real Estate Service Businesses		5.0%	78
Recreation Related Businesses		7.5%	118
Restaurant / Bar / Lounge		41.4%	650
Senior Related Businesses		8.2%	128
Specialty Food and Drink		15.7%	246
General Retail - Children's Clothing Store		4.9%	77
General Retail - Clothing Accessory Store		11.9%	187
General Retail - Computer Store		11.8%	186
General Retail - Furniture Store		11.9%	187
General Retail - Hardware Store		18.4%	289
General Retail - Home Entertainment Store		5.5%	86
General Retail - Jewelry Store		4.6%	73
General Retail - Major Appliance Store		11.3%	178

Value		Percent	Responses
General Retail - Men's Clothing Store		14.2%	223
General Retail - Mobile Phone Store		6.8%	106
General Retail - Shoe Store		17.4%	273
General Retail - Women's Clothing Store		21.3%	335
None of the above / Does not apply		13.5%	212
Child Related Businesses		2.7%	42
Medical Related Businesses - (Chiropractor)		2.5%	39
Motorsport Businesses		2.0%	32
General Retail - Farming and Agriculture Business		2.9%	45






















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












Value		Percent	Responses
Yes		8.4%	132
No		91.6%	1,438
			Total: 1,570

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		4.8%	76
Get a New Part Time Job		4.8%	75
Get a Temporary or Seasonal Job		3.7%	58
Use an Employment or Temporary Employment Agency		1.2%	19
Use a Career Counselor		0.4%	7
Get a Second (or Third) Job		1.9%	30
Get First Job after High School		0.1%	2
Get First Job after College		0.4%	6
Apply for Unemployment Benefits		7.2%	113
None of the above / Does not apply		84.8%	1,332

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
Admin & Clerical		3.3%	52
Customer Service		3.6%	57
Management		3.4%	54
Education		4.0%	63
None of the above / Does not apply		80.5%	1,264
Agriculture		0.3%	4
Automotive		0.5%	8
Retail		1.7%	26
Warehouse		1.3%	20
Construction		0.6%	9
Accounting		1.8%	28
Hotel - Hospitality		1.5%	23
Health Care		2.8%	44
Manufacturing		1.5%	24
Entry Level (New Graduate)		0.6%	9
Grocery		2.0%	32
Banking & Finance		1.2%	19
Child Care		0.2%	3
Real Estate		0.6%	9
Insurance		0.4%	7
Legal		0.4%	7

Value		Percent	Responses
Media		1.2%	19
NonProfit		2.3%	36
Government		2.0%	31
Installation - Maintenance - Repair		0.3%	5
Restaurant - Food Services		0.6%	10
Executive Level		1.8%	29
Engineering		0.9%	14
Sales & Marketing		2.8%	44
Information Technology		1.9%	30
Skilled Labor - Trades		0.4%	7
Transportation		1.4%	22







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		13.9%	218
Local Agency Site		7.4%	116
Craigslist		2.5%	39
Facebook		3.2%	51
Indeed.com		16.3%	256
LinkedIn		18.5%	291
Monster.com		9.3%	146
CareerBuilder		10.2%	160
GlassDoor		4.8%	76
SimplyHired.com		1.5%	23
AOL Jobs		0.4%	7
SnagAJob.com		1.1%	18
Dice.com		0.6%	10
USAjobs.gov		6.1%	95
USAjobs.org		3.2%	50
ZipRecruiter		8.4%	132
JobDiagnosis		0.2%	3
TheLadders		1.4%	22
None of the above / Does not apply		65.2%	1,023

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		11.1%	175
Yellow Pages directory		1.5%	23
Direct mail flyer		15.2%	238
Deal program/offer		8.3%	130
Facebook business page offer		8.3%	130
Billboard advertising		1.5%	23
None of the above / Does not apply		70.1%	1,100


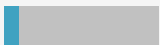
113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?

Value		Percent	Responses
Read ads and keep them - using three or more		5.5%	86
Read ads and keep them - using one or two		37.1%	583
Read ads and keep them - without using any		3.9%	61
Read ads but throw away without using any		24.8%	390
Throw ads away unread		26.5%	416
Do not receive direct mail or advertisements at home or PO Box		2.2%	34
			Total: 1,570



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 %	43 2.7%	225 14.3%	822 52.4%	54 3.4%	119 7.6%	232 14.8%	75 4.8%	1,570
County election Count Row %	35 2.2%	214 13.6%	878 55.9%	47 3.0%	101 6.4%	216 13.8%	79 5.0%	1,570
State election Count Row %	42 2.7%	282 18.0%	810 51.6%	38 2.4%	114 7.3%	215 13.7%	69 4.4%	1,570
Total Total Responses								1570




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

Value		Percent	Responses
Yes		89.7%	1,409
No		10.3%	161
			Total: 1,570























116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.2%	1,511
No		3.8%	59
			Total: 1,570

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		18.7%	294
No		40.6%	637
Does not apply		40.7%	639
			Total: 1,570

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

Value		Percent	Responses
Arts and Entertainment		4.1%	12
Beauty and Spa		3.4%	10
Business Consulting		7.1%	21
Education		5.8%	17
Financial Services		5.4%	16
Health and Medical		9.2%	27
Home Service Businesses		3.1%	9
Pet / Animal		3.7%	11
Real Estate		8.5%	25
Other		31.5%	93
Apparel and Accessories		1.7%	5
Automotive		2.7%	8
Child Related Businesses		1.0%	3
Event Planning and Services		0.3%	1
Family Activity		0.7%	2
General Retail		2.0%	6
Grocery and Specialty Food/Drink		0.7%	2
Home and Garden		1.0%	3
Hotel and Travel		1.0%	3
Local Services		1.7%	5
Recreation		1.4%	4
Restaurant / Bar / Lounge		2.4%	7






















Total: 295

Value		Percent	Responses
Sales Training		1.7%	5
			Total: 295

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		9.8%	29
Use social media for promoting business		16.6%	49
Website optimized for mobile (responsive)		8.8%	26
Ongoing search optimization (SEO, SEM)		4.1%	12
Banner ads		5.1%	15
Cost-per-click ads (CPC, PPC)		4.1%	12
Cost-per-mille ads (CPM)		0.7%	2
Programmatic ads		1.4%	4
Retargeting ads		1.4%	4
Video ads		2.7%	8
Google ads (Adwords)		4.1%	12
Facebook ads		11.9%	35
Sponsored content		1.4%	4
Email advertising		8.8%	26
Site analytics		3.4%	10
Use a Digital Agency		1.7%	5
Digital ads through newspaper		3.4%	10
None of the above/Does not apply		68.1%	201

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		5.1%	15
Business Advertising		3.4%	10
None of the above / Does not apply		84.7%	250
Business Financial Consulting		0.7%	2
Business Bottled Water Delivery		0.3%	1
Business Advisory Services		0.7%	2
Business Cellular Phone Service		2.0%	6
Business Computer Consulting		1.7%	5
Business Employment Agency		0.3%	1
Business Internet Service Provider		0.7%	2
Business Legal Services or Attorney		2.0%	6
Business Marketing Services		2.7%	8
Business Meetings or Conventions		1.4%	4
Business Moving or Storage		0.7%	2
Business Payroll Services		1.4%	4
Business Printing Services		1.7%	5
Business Realty Services		1.0%	3
Business Recruitment		1.0%	3
Business Sign Company Services		0.3%	1
Business Staffing or Temp Services		1.0%	3
Selling Small Business		0.7%	2

Value		Percent	Responses
Business Online Meetings		1.7%	5
Business Bankruptcy		0.3%	1
Business Travel Agency		0.3%	1
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		1.7%	5
Buy New Office		1.4%	4
Add New Locations		1.0%	3
Renovate Existing Facilities		3.1%	9
Construct New Facilities		0.7%	2
Buy or Rent Industrial Space		1.0%	3
Buy or Rent Warehouse space		1.4%	4
Install New Commercial Carpeting		0.7%	2
None of the above / Does not apply		90.8%	268

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		1.7%	5
Purchase Used Business Automobiles		0.3%	1
Purchase New Business Trucks		1.0%	3
Purchase Used Business Trucks		2.0%	6
Lease New Business Automobiles		1.4%	4
Lease New Business Trucks		1.7%	5
Purchase New Business Delivery Vehicles		0.3%	1
Purchase Used Business Delivery Vehicles		0.3%	1
Purchase New Heavy Duty or Commercial Business Trucks		0.3%	1
Purchase Used Heavy Duty or Commercial Business Trucks		0.3%	1
None of the above / Does not apply		93.2%	275

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		1.7%	5
Business Health Insurance		3.4%	10
Business Dental Insurance		2.4%	7
Business 401K or Retirement Program		3.1%	9
Business "Key Man" Insurance		0.7%	2
Business Property Insurance		0.3%	1
Business Commercial Insurance		2.0%	6
None of the above / Does not apply		93.2%	275






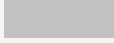
124. Which age brackets do you fall into?

Value	Percent	Responses
20 - 24	0.4%	7
25 - 30	0.9%	14
31 - 34	0.8%	13
35 - 40	2.0%	32
41 - 45	1.9%	30
46 - 49	2.0%	31
50 - 54	6.2%	98
55 - 60	11.2%	176
61 - 69	31.2%	490
70 or older	43.2%	678

Total: 1,569









Avg 67

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

Value		Percent	Responses
Metro / Urban		38.6%	606
Small/Mid-Size Town		10.1%	158
Suburban		40.6%	637
Rural		9.8%	154
Vacation community		0.3%	5
Other		0.6%	10




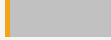

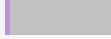

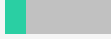





Total: 1,570

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	2
Some High School (Not Graduate)		0.2%	3
High School Graduate (12th grade)		5.1%	80
Vocational or Technical Training		2.3%	36
Some College		17.1%	269
College Graduate		25.5%	401
Some Post-Graduate Study (No Advanced Degree)		12.4%	195
Post-Graduate Degree		37.2%	584

Total: 1,570

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







Value		Percent	Responses
Under \$20,000		2.9%	43
\$20,000 - \$24,999		2.7%	40
\$25,000 - \$29,999		2.2%	33
\$30,000 - \$34,999		3.8%	57
\$35,000 - \$39,999		2.7%	40
\$40,000 - \$44,999		4.0%	60
\$45,000 - \$49,999		4.1%	61
\$50,000 - \$74,999		20.1%	301
\$75,000 - \$99,999		18.0%	270
\$100,000 - \$124,999		12.3%	184
\$125,000 - \$149,999		8.6%	128
\$150,000 - \$200,000		10.2%	152
Over \$200,000		8.5%	127

Total: 1,496
Avg \$102,160

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	8
Black or African-American		3.1%	49
Asian		0.4%	7
White or Caucasian		87.7%	1,376
Hispanic		3.1%	48
Other		0.6%	9
Prefer not to answer		4.6%	72
			Total: 1,569

129. Are you...





Value		Percent	Responses
Male		46.5%	730
Female		51.1%	802
Transgender Male		0.1%	1
Gender Variant / Non-conforming		0.1%	1
Other		0.1%	1
Prefer not to answer		2.2%	35

Total: 1,570

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


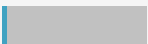



Value	Percent	Responses
Single Family Home	88.0%	1,382
Apartment	5.5%	87
Condominium	3.4%	54
Mobile Home	0.8%	12
Other	2.2%	35
		Total: 1,570

131. 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%	1,394
Rented		8.1%	127
Occupied Without Payment of Rent		1.1%	17
Other		2.0%	32

Total: 1,570

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

Value		Percent	Responses
None		90.8%	1,425
1		4.3%	67
2		3.3%	51
3		1.1%	18
4 or more		0.5%	8
			Total: 1,569