


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

Response Counts













Total: 567

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	567
			Total: 567










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

Value		Percent	Responses
Local Newspaper		66.7%	378
Local Newspaper Website		39.5%	224
Local TV News		72.0%	408
National Broadcast News		63.5%	360
Local Radio		16.4%	93
Apple News		5.3%	30
Facebook		27.2%	154
Twitter		3.7%	21
Nextdoor		3.2%	18
Other		13.4%	76

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

Value		Percent	Responses
Local Newspaper		22.2%	126
Local Newspaper Website		10.9%	62
Local TV News		22.6%	128
National Broadcast News		26.5%	150
Local Radio		3.0%	17
Apple News		0.9%	5
Facebook		1.6%	9
Twitter		0.5%	3
Other		11.8%	67
			Total: 567




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		81.5%	462
Weekly updates on Covid-19 impact on our community		34.2%	194
Local resources available to our community to lessen impact of Covid-19		58.0%	329
Personal stories on the impact of Covid-19 on households		25.2%	143
Stories on the impact of Covid-19 on employment and local economy		50.3%	285
Online services being offered in the community		39.9%	226
Unemployment resources for persons laid off		16.6%	94
Assistance resources available for local businesses		17.3%	98
Other		6.5%	37


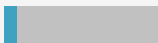
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		63.3%	359
New hours		62.6%	355
Services that are being offered		79.7%	452
New services being offered		52.2%	296
Online services being offered		60.5%	343
Employment needs		22.6%	128
Other		2.5%	14

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		40.7%	231
Watched Local Television		82.9%	470
None of the above / Does not apply		8.6%	49

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













Value		Percent	Responses
Yes		90.7%	514
No		9.3%	53

Total: 567

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		23.0%	118
Local Daily Newspaper		91.1%	468
Local Paid Weekly Community Newspaper		16.7%	86
Local Free Weekly Print Publication		13.6%	70
Local Alternative Publication		4.5%	23
Local City or Regional Magazine		27.0%	139
Local Specialty Publication		10.3%	53
Local Business Publication		11.5%	59
Local Ethnic Publication		0.8%	4
Local Parenting Publication		1.8%	9
Local Senior Publication		6.2%	32
None of the above / Does not apply		1.8%	9

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		4.4%	25
Auto Detailing Shop		7.4%	42
Auto Glass Repair Shop		4.2%	24
Oil Change Station		49.9%	283
Auto Parts Store		17.3%	98
Auto Repair Shop		18.9%	107
New Vehicle Dealership		14.1%	80
Used Vehicle Dealership		6.3%	36
Recreation Vehicle (RV) Dealership		1.4%	8
RV or Camper Repair		1.4%	8
Tire Store		11.8%	67
None of the above / Does not apply		23.8%	135







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%	3
Used Farm Equipment Dealer		0.9%	5
Farm Truck and Tractor Repair Shop		2.3%	13
Agriculture Farm Supply Store		13.8%	78
Agricultural Service		1.8%	10
Farming Structure Building Contractor		0.5%	3
Animal Feed Store		12.7%	72
None of the above / Does not apply		78.1%	443

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		45.5%	258
Ethnic Food Restaurant		38.1%	216
Liquor Store		45.5%	258
Wine Shop		19.8%	112
None of the above / Does not apply		24.0%	136










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		12.5%	71
Farmers Market		30.7%	174
Grocery Store (Co-op)		29.6%	168
Grocery Store (Neighborhood/Local/Mom & Pop)		75.3%	427
Specialty Food Market		16.6%	94
None of the above / Does not apply		8.5%	48

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		51.1%	290
Day Spa		6.0%	34
Nail Salon		30.2%	171
None of the above / Does not apply		34.2%	194






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		4.8%	27
Bicycle Repair Shop		5.3%	30
Bicycle Rental Service		0.4%	2
Golf Course		10.8%	61
Gun Shooting Range		10.8%	61
Gun Store		10.2%	58
New Sporting Goods Store		19.0%	108
Used Sporting Goods Store		2.5%	14
None of the above / Does not apply		62.3%	353

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%	23
None of the above / Does not apply	95.9%	544







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		11.3%	64
Community College		6.3%	36
Tutoring Center		0.4%	2
Private Tutor		1.1%	6
None of the above / Does not apply		83.6%	474








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		26.8%	152
Credit Union		13.6%	77
Financial Advisor		9.9%	56
Stockbroker		5.3%	30
None of the above / Does not apply		65.3%	370





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		1.8%	10
Debt Consolidation Company		1.2%	7
Payday Loan Company		0.4%	2
Tax Return Service		18.9%	107
Title Loan Company		2.3%	13
None of the above / Does not apply		77.6%	440

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		6.2%	35
Dentist		26.5%	150
General Practitioner		14.8%	84
Family Practitioner		18.2%	103
Optometrist		10.2%	58
Pediatrician		1.6%	9
None of the above / Does not apply		60.8%	345















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		13.9%	79
Hospital		3.0%	17
Medical Clinic		10.4%	59
None of the above / Does not apply		80.6%	457



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		22.0%	125
Mental Health Provider		6.5%	37
Denture or Implant Specialist		10.9%	62
Ear, Nose & Throat Doctor		12.3%	70
Home Health Care Provider		3.5%	20
Internal Medicine Doctor		36.2%	205
Nutritionist or Dietician		2.6%	15
Physical Therapist		7.9%	45
Psychiatrist		4.4%	25
None of the above / Does not apply		38.4%	218
















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		0.5%	3
Hearing Aid Center		10.6%	60
Hospice Care Provider		1.1%	6
Laboratory or Medical Testing Facility		22.9%	130
Medical Marijuana Dispensary		2.8%	16
Medical Spa		1.1%	6
Mental Health Clinic		2.3%	13
Medical Supply Store		3.9%	22
Pain Clinic		4.4%	25
Rehabilitation Clinic		2.1%	12
Sleep Disorder Clinic		3.5%	20
Urgent Care Clinic		6.0%	34
Walk-In Clinic		8.5%	48
None of the above / Does not apply		54.7%	310

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		3.5%	20
None of the above / Does not apply		96.5%	547

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		3.2%	18
Courier or Delivery Service		13.8%	78
Cremation Service Provider		1.4%	8
Dry Cleaning or Laundry Service		22.8%	129
Electronics Repair Shop		2.3%	13
Funeral Service Provider		1.9%	11
Information Technology (IT) Service		3.7%	21
Marriage Counselor		0.4%	2
Moving Truck Rental Company		3.7%	21
Mobile or Cell Phone Repair Shop		7.6%	43
Propane Dealer		9.9%	56
Self-Storage Facility		9.3%	53
Sewing and Alterations Shop		5.8%	33
Small Engine Repair Shop		6.5%	37
Shipping Center		18.7%	106
None of the above / Does not apply		40.9%	232




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%	78
Church		60.5%	343
Community Organization		10.8%	61
Community Service or Non-Profit Organization		17.6%	100
None of the above / Does not apply		31.7%	180















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		8.1%	46
Painting Contractor		9.2%	52
Plumber or Plumbing Contractor		11.6%	66
None of the above / Does not apply		79.2%	449










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		2.1%	12
Concrete Contractor		3.9%	22
Furnace Contractor		1.1%	6
General Contractor		5.3%	30
Handyman		22.8%	129
Heating & Air Conditioning Service		20.5%	116
Home Security Company		3.4%	19
Junk Removal or Hauling Service		4.6%	26
Kitchen or Bath Remodeling Company		4.4%	25
Landscaping Service		21.3%	121
Mover or Moving Company		2.3%	13
New Home Builder		0.7%	4
Remodeling Contractor		5.6%	32
Roofing Contractor		5.3%	30
Septic Tank Contractor		2.8%	16
None of the above / Does not apply		44.3%	251



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		10.4%	59
Fuel or Oil Home Heating Service		0.7%	4
Furnace Cleaning Service		1.9%	11
Home Theater Installation Service		0.7%	4
Home Gardening Service		6.7%	38
House Cleaning Service		15.2%	86
Landscaper		13.1%	74
Pest Control Service or Exterminator		24.5%	139
Pool Cleaning Service		3.2%	18
Shades & Blinds Installation Service		2.5%	14
Television or Internet Service Provider		24.2%	137
Water Treatment Supply & Service		2.1%	12
Window & Door Installation Service		2.6%	15
None of the above / Does not apply		43.7%	248



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		2.1%	12
Adult Day Care		0.2%	1
Assisted Living Facility		1.6%	9
Nursing Home		1.1%	6
Respite Relief Provider		1.4%	8
Retirement Counselor		1.6%	9
Retirement Home		1.1%	6
Senior Center		7.6%	43
None of the above / Does not apply		85.7%	486

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		2.6%	15
None of the above / Does not apply		97.4%	552




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		10.4%	59
None of the above / Does not apply		89.6%	508







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		2.6%	15
Animal Shelter		2.3%	13
Bird Seed Store		9.3%	53
Pet Groomer		16.9%	96
Pet Sitter		3.2%	18
Pet Store		19.0%	108
Veterinarian		39.5%	224
None of the above / Does not apply		43.7%	248

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		4.6%	26
Real Estate Brokerage Firm		1.2%	7
None of the above / Does not apply		94.5%	536






















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		3.7%	21
Estate Liquidator		0.5%	3
Mortgage Banker		3.2%	18
Mortgage Broker		2.1%	12
Real Estate Appraiser		4.2%	24
None of the above / Does not apply		89.4%	507

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		66.1%	375
Family Style Restaurant		57.7%	327
Food Cart/ Food Truck		13.9%	79
Fine Dining Restaurant		26.5%	150
Restaurant with Lounge or Bar		27.5%	156
Pizza Restaurant		59.3%	336
None of the above / Does not apply		15.5%	88

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		9.9%	56
Consignment Shop		12.9%	73
Craft Supply Store		22.9%	130
Bookstore		30.0%	170
Christian Book Store		7.4%	42
Computer Store		8.8%	50
Department Store		52.4%	297
Discount Store		43.2%	245
Drugstore or Pharmacy		73.2%	415
Fabric Store		11.3%	64
Florist		6.2%	35
Gift Shop		8.3%	47
Gun Shop		10.4%	59
Hobby Shop		17.1%	97
Marijuana Dispensary		3.9%	22
Mobile Phone Store		12.3%	70
Pawn Shop		3.4%	19
Religious Supply or Gift Shop		3.4%	19
Shopping Center		34.0%	193
Thrift Store		26.5%	150
Wholesale, Warehouse or Club Store		37.2%	211

Value		Percent	Responses
Yard Equipment Store		12.9%	73
Vitamin or Supplement Store		13.2%	75
None of the above / Does not apply		5.5%	31
Equipment Rental Store		2.8%	16
Gold/Silver/Precious Metal Dealer		1.1%	6
Military Surplus Store		2.6%	15
Monument or Memorial Company		1.1%	6
Survival Store		1.4%	8
Security Service		1.2%	7
Yarn Store		2.1%	12

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		21.2%	120
Free delivery		31.6%	179
Drive-thru		75.1%	426
Carryout		62.6%	355
Curbside carryout		64.4%	365
Other		2.1%	12
None of the above / Does not apply		10.4%	59






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		47.3%	268
Carpet Store		2.6%	15
Fireplace, Wood Stove or Barbeque Store		1.6%	9
Flooring Store		5.1%	29
Furniture Store		10.8%	61
Hardware Store		33.3%	189
Home & Garden Center		55.2%	313
Home Decor Store		11.6%	66
Hot Tub or Spa Dealer		0.5%	3
Major Appliance Store		7.4%	42
Mattress or Bedding Store		8.1%	46
Outdoor Furniture Store		5.1%	29
Plant Nursery & Garden Supply Store		38.3%	217
Paint Store		15.7%	89
Tool Rental Center		3.0%	17
TV & Appliance Store		3.9%	22
Vacuum Store		1.8%	10
None of the above / Does not apply		17.3%	98




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		13.8%	78
Clothing Store		53.8%	305
Eyewear & Opticians Store		24.7%	140
Jewelry Store		5.1%	29
Shoe Store		36.0%	204
None of the above / Does not apply		32.5%	184

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		6.3%	36
Insurance Agency		8.5%	48
Legal Firm or Attorney		6.0%	34
Tax Advisor		4.6%	26
None of the above / Does not apply		82.0%	465

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		2.5%	14
Life Coach		0.2%	1
None of the above / Does not apply		97.4%	552


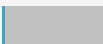






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	1
Purchase New Class B RV		0.2%	1
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase New Camper Shell		0.2%	1
Purchase Used Class A RV		0.7%	4
Purchase Used Class B RV		0.2%	1
Purchase Used Class C RV		0.4%	2
Purchase Used Travel Trailer or 5th wheel		1.2%	7
Purchase Used Camper Shell		0.4%	2
None of the above / Does not apply		98.2%	557

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		2.8%	16
New Luxury Vehicle - Under \$50,000		0.5%	3
New Luxury Vehicle - \$50,000 - \$75,000		0.4%	2
New Minivan		0.4%	2
New SUV		1.9%	11
New Truck		1.1%	6
New Hybrid or Electric Vehicle		1.1%	6
Used Car		4.8%	27
Used Luxury Vehicle - Under \$30,000		1.2%	7
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	2
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		0.4%	2
Used Minivan		0.7%	4
Used SUV		3.5%	20
Used Truck		2.8%	16
Used Hybrid or Electric Vehicle		0.7%	4
None of the above / Does not apply		85.0%	482











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

Value		Percent	Responses
Compact car		0.9%	5
Full-size car		1.6%	9
Luxury vehicle (any size)		0.5%	3
Midsized car		2.6%	15
Pickup truck		4.6%	26
Sport utility vehicle (SUV)		7.4%	42
Van or minivan		1.6%	9
None of the above		80.8%	458



Total: 567

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		5.8%	33
Dodge		3.9%	22
Ford		7.8%	44
GMC		4.4%	25
Honda		5.1%	29
Hyundai		3.7%	21
Jeep		3.2%	18
Nissan		4.2%	24
Subaru		3.5%	20
Toyota		8.6%	49
None of the above / Does not apply		77.4%	439
Acura		0.5%	3
Audi		0.7%	4
BMW		1.2%	7
Buick		1.2%	7
Cadillac		0.9%	5
Chrysler		1.2%	7
Fiat		0.4%	2
Infiniti		1.2%	7
Kia		1.6%	9
Land Rover		0.9%	5

Value		Percent	Responses
Lexus		1.4%	8
Lincoln		1.1%	6
Mazda		1.9%	11
Mercedes-Benz		1.2%	7
Mini		0.4%	2
Mitsubishi		0.2%	1
Porsche		0.2%	1
Tesla		0.7%	4
Volkswagen		1.8%	10
Volvo		0.9%	5

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		5.3%	30
No		94.7%	537















Total: 567

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		5.5%	31
Printer		7.8%	44
Ink or Printer Cartridges		40.0%	227
Wi-Fi for Home		4.4%	25
Headphones		7.1%	40
Wireless Speakers		3.0%	17
Smartphone Charger		7.4%	42
Smartwatch		5.1%	29
Healthcare Device		3.5%	20
Surge Protector		5.3%	30
Batteries for Electronics		35.1%	199
None of the above / Does not apply		37.4%	212
Home Theater System		1.4%	8
GPS Device (Handheld or In-Vehicle)		2.1%	12
Satellite Radio		1.1%	6
Satellite TV System		0.4%	2
Stereo System (Home)		0.5%	3
Portable Speakers		2.6%	15
Phone or Tablet Controlled Home Tech Products		2.5%	14
Noise Canceling Headphones		2.5%	14
Phone Calling Card		2.6%	15
Compact/Mini Projector		0.4%	2

Value		Percent	Responses
Wearable Electronics		1.2%	7
Aerial Drone		1.4%	8
ShortWave Radio		0.5%	3
Wireless Hotspot		1.8%	10
Assistive Technology for Hearing		2.3%	13
Virtual Reality Headset		0.4%	2
Smart Sports Equipment		0.4%	2





















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		1.1%	6
Camera (Digital) SLR		1.4%	8
Camera Accessories or Supplies		2.5%	14
Camera Lens		1.1%	6
Computer Accessories		4.6%	26
Computer Software		3.5%	20
E-Reader (Kindle or Similar)		1.9%	11
Tablet (iPad or Similar)		4.8%	27
Personal Computer		3.2%	18
Laptop Computer		7.9%	45
TiVo or DVR		0.9%	5
4K Ultra HD TV		3.2%	18
Smart TV		5.1%	29
None of the above / Does not apply		77.6%	440














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		13.6%	77
Conventional Cell Phone		2.6%	15
Prepaid Cell Phone		1.8%	10
Unlocked Cell Phone		1.4%	8
Large-Screen Smartphone		2.3%	13
None of the above / Does not apply		81.7%	463




















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		1.6%	9
Necklaces		3.4%	19
Engagement Rings		0.7%	4
Wedding Rings		0.5%	3
Rings (Other)		2.6%	15
Earrings		6.3%	36
Pendants		1.1%	6
Celtic Jewelry		1.1%	6
Diamond Jewelry		2.8%	16
Silver Jewelry		2.3%	13
Gemstone Jewelry		2.3%	13
Pearl Jewelry		0.9%	5
Men's Jewelry		0.4%	2
Costume Jewelry		4.2%	24
Designer Jewelry		1.6%	9
Jewelry Box or Organizer		0.4%	2
Men's High-End Watch		0.5%	3
Women's Watch		2.5%	14
Women's Jewelry		3.9%	22
None of the above / Does not apply		84.3%	478
















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%	47
Dental Insurance		2.5%	14
Disability Insurance		0.4%	2
Homeowner Insurance		7.9%	45
Life Insurance		4.4%	25
Medical (Health) Insurance		2.5%	14
Medicare		1.9%	11
Long Term Care Insurance		1.1%	6
Pet Insurance		0.2%	1
Renters Insurance		1.9%	11
Agriculture Insurance		0.2%	1
Professional Liability Insurance		0.5%	3
None of the above / Does not apply		83.2%	472

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		4.6%	26
Family Practice Doctor		6.7%	38
Medical Clinic		3.2%	18
Optometrist		3.7%	21
Primary Care Provider		5.3%	30
Drugstore or Pharmacy		9.0%	51
None of the above / Does not apply		78.0%	442
Acupuncture		0.9%	5
Audiologist		1.6%	9
Counseling & Mental Health Specialist		1.6%	9
Home Healthcare		0.9%	5
Hospital		1.9%	11
Pediatric Dentist		0.4%	2
Pediatrician		0.2%	1
Wellness Business		0.2%	1
Weight Loss Service		0.7%	4
Alternative Care Provider		0.5%	3
Physical Therapy or Rehabilitation service provider		1.1%	6
Hearing Aid Center		2.1%	12






















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		1.1%	6
Bankruptcy Attorney		0.2%	1
Banking, Partnership & Business Law Attorney		2.1%	12
Child Support Attorney		0.5%	3
Criminal Law Attorney		0.2%	1
Disability & Social Security Attorney		0.5%	3
Divorce & Family Law Attorney		1.4%	8
Employment Discrimination or Labor Issues Attorney		0.2%	1
General Practice Attorney		2.3%	13
Malpractice Attorney		0.2%	1
Probate Attorney		0.7%	4
Real Estate Attorney		2.1%	12
Taxation Attorney		0.9%	5
Wills, Trusts & Estates Attorney		15.7%	89
None of the above / Does not apply		78.3%	444


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		49.2%	279
Teeth Cleaning		45.7%	259
Cavity Filling		8.8%	50
Crown		5.8%	33
Oral Surgery		3.5%	20
Braces		2.6%	15
Composite Bonding		1.2%	7
Dental Implants		4.8%	27
Dental Veneers		0.7%	4
Dentures		3.9%	22
Full Mouth Reconstruction		0.4%	2
Inlays or Onlays		0.4%	2
Smile Makeover		0.4%	2
Teeth Whitening		2.6%	15
None of the above / Does not apply		27.7%	157











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		54.9%	311
Purchase Health Related Products		8.3%	47
Purchase Health and Wellness Supplements		19.0%	108
Receive Treatment for Back Pain		7.6%	43
Have an Eye/Vision Exam		35.8%	203
Purchase Prescription Eyeglasses		18.5%	105
Purchase Prescription Contact Lenses		6.7%	38
Have an Annual Physical or Checkup		29.6%	168
Have X-Rays Taken		5.8%	33
Have a Scheduled Surgery		3.9%	22
Have Blood Drawn for Testing		29.8%	169
Plan to Visit a Hospital for any Medical Service or Procedure		6.5%	37
Have Foot Problems Diagnosed or Treated		4.4%	25
Senior Travel		4.9%	28
Receive Treatment for a Sleep Disorder		4.1%	23
Purchase Allergy Medications		18.7%	106
Use Personal Trainer or Instructor		3.2%	18
Cardiovascular Treatment		6.7%	38
Cancer Treatment		3.4%	19
Chiropractic Care		10.2%	58
Do Corrective Exercises		6.2%	35









Value		Percent	Responses
Purchase Diabetes Testing Supplies		9.0%	51
Get Vaccinations at Drug Store or Pharmacy		7.1%	40
Discretionary Health Care and Wellness Services and Products		4.8%	27
Purchase Vitamins		39.0%	221
Purchase Anti Anxiety Medication or Supplements		6.7%	38
None of the above / Does not apply		18.3%	104
Purchase Elder Care-Related Products or Services		1.2%	7
Purchase Medical Supplies or Equipment for Home		2.1%	12
Use Physical Rehabilitation Services		2.3%	13
Find Home for Aging Parent		1.1%	6
Participate in a Medical Study		0.2%	1
Stop Smoking		2.3%	13
Purchase a Mobility Device		0.2%	1
Receive Treatment for Vehicle or Workplace Injury		0.5%	3
Handicap Accessible Products		2.6%	15
Purchase Orthopedic Shoes		1.4%	8
Purchase Home Medical Testing Equipment or Supplies		1.6%	9
Hire a Personal Care Assistant		0.5%	3
Purchase "Aging in Place" Products		0.7%	4
Purchase a Medical Alert Service		1.2%	7
Have Safety Bars Installed in Bathroom		2.3%	13
Stroke Treatment		0.7%	4
Orthopaedic or Knee Surgery		1.2%	7

Value		Percent	Responses
Memory or Alzheimer's Care		0.9%	5
Nutritional Counseling		1.6%	9
Spinal and Postural Screening		1.1%	6
Physiotherapy		0.7%	4
Receive Treatment for Substance Abuse		0.5%	3
Purchase Blood Pressure Monitoring Device		2.6%	15
Receive Aquatic Therapy		0.5%	3
Join a Weight Loss Group		1.1%	6
Purchase Weight Loss Supplements		1.6%	9
Purchase Weight Loss Food Plan		1.4%	8
Have Reflexology Treatment		0.4%	2
Hire a Weight Loss Professional		0.5%	3
Have Cataract Surgery		2.1%	12
Purchase Marijuana		2.6%	15
Have Acupuncture		1.6%	9
Receive Treatment for PTSD		1.6%	9
Purchase Hemp Based Supplements		2.8%	16










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		0.4%	2
Purchase a "In-the-Ear" Hearing Aid		0.4%	2
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	1
Purchase a Digital Hearing Aid		0.7%	4
Purchase a "Behind-the-Ear" Hearing Aid		0.7%	4
Purchase Hearing Aid Cleaning Supplies		1.8%	10
Purchase Hearing Aid Batteries		7.2%	41
Purchase a "In-the-Canal" Hearing Aid		1.4%	8
Have a Hearing Exam		9.3%	53
None of the above / Does not apply		84.3%	478














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		1.1%	6
Pre-purchase a Funeral Plot or Cremation Service		3.0%	17
Purchase a Monument or Headstone		1.8%	10
Use a Funeral Planner		2.3%	13
Purchase Flowers for a Funeral		1.6%	9
Use a Cremation Service		1.4%	8
Hire a Religious or Spiritual Leader for a Funeral Service		0.7%	4
None of the above / Does not apply		91.0%	516


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		0.7%	4
Move into a Assisted Living Facility		0.7%	4
Move into a Nursing Home		0.2%	1
Move into a Alzheimer's Care Facility		0.4%	2
Move Into a Hospice Facility		0.4%	2
Hospice to your Home or House		0.9%	5
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.7%	4
None of the above / Does not apply		97.2%	551











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		1.2%	7
Open Savings Account		3.4%	19
Online Banking		47.4%	269
Manage Investments		20.6%	117
Manage Retirement Accounts		20.3%	115
Mortgage Line of Credit		3.7%	21
Financial Consulting		10.8%	61
Financial Services		10.2%	58
Safe Deposit Box Rental		8.5%	48
Obtain New Credit Card		2.6%	15
Payday Loan or Check Cashing Business		0.2%	1
Use Vehicle Title Loan Company		1.1%	6
None of the above / Does not apply		32.3%	183

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		5.3%	30
Certificates of Deposit		6.9%	39
City or State Bonds		2.1%	12
Collectibles, Antiques or Art		0.7%	4
Common or Preferred Stock		10.2%	58
Corporate Bonds or Debentures		1.8%	10
401(k)		15.5%	88
Gold or Precious Metals		1.8%	10
IRA		10.1%	57
Money Market Funds		10.9%	62
Mutual Funds		13.9%	79
Non-US Stocks		1.4%	8
Options		0.2%	1
US Savings Bonds		1.2%	7
US Treasury Notes		1.1%	6
Coins or Stamps		1.6%	9
None of the above / Does not apply		62.1%	352

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		0.4%	2
Business Equipment Loan		1.4%	8
Carpeting or Furniture Loan		0.2%	1
College Expenses Loan		0.7%	4
College Tuition Loan		1.8%	10
Debt Consolidation Loan		1.4%	8
Medical Expenses Loan		0.2%	1
New Vehicle Loan		3.0%	17
Used Vehicle Loan		3.2%	18
None of the above / Does not apply		91.0%	516

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		21.3%	121
Nail Polish		9.7%	55
Eyewear or Sunglasses		22.9%	130
Handbags		8.1%	46
Hats		4.4%	25
Intimate Apparel		12.0%	68
Jewelry or Accessories		6.5%	37
Watches		4.1%	23
Perfume		7.2%	41
Men's Apparel		27.5%	156
Men's Shoes		19.0%	108
Men's Underwear		17.3%	98
Women's Apparel		42.3%	240
Women's Pajamas or Sleepwear		10.9%	62
Women's Shoes		31.7%	180
Women's Underwear		22.0%	125
Socks		15.0%	85
Outerwear		5.5%	31
None of the above / Does not apply		27.9%	158
Coats		1.4%	8
Luggage or Bags		1.2%	7

Value		Percent	Responses
Scarves		1.4%	8
Uniforms		2.3%	13
Western Clothing		0.7%	4

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		2.3%	13
Children's Pants		5.8%	33
Children's T-Shirts		7.9%	45
Children's Dresses		5.5%	31
Children's Pajamas or Sleepwear		5.5%	31
Children's Socks		6.3%	36
Children's Shorts		9.2%	52
Infant Clothing		3.9%	22
Children's School Uniform		1.8%	10
Children's Athletic Clothing		6.2%	35
None of the above / Does not apply		84.3%	478





















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)		24.9%	141
Boots (Men's)		3.2%	18
Cowboy Boots (Men's)		1.2%	7
Work & Safety (Men's)		2.3%	13
Sneakers		13.2%	75
Classic & Fashion Sneakers (Women's)		12.0%	68
Work & Safety (Women's)		3.0%	17
Cowboy Boots (Women's)		1.1%	6
Athletic & Outdoor Shoes (Women's)		26.3%	149
Athletic & Outdoor Shoes (Children's)		7.1%	40
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		46.2%	262

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		10.1%	57
Have Clothing Dry Cleaned		24.0%	136
Have Shoes Repaired		8.1%	46
Wash Clothing at a Laundromat		3.4%	19
Purchase Custom Made Clothing Items		0.9%	5
None of the above / Does not apply		66.1%	375

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%	18
Bicycle Tune-Up or Repair		7.4%	42
Camping or Hiking Equipment		4.9%	28
Exercise or Fitness Equipment		3.9%	22
Fishing Rods or Reels		7.1%	40
Fishing Bait or Attractant		10.4%	59
Fishing Accessories		13.6%	77
Golf Clubs or Equipment		3.9%	22
Ammunition		15.9%	90
Swimming Gear		5.3%	30
Hand Gun		6.2%	35
None of the above / Does not apply		59.6%	338
Archery Equipment		1.8%	10
High End Bicycle		0.2%	1
Bicycle Rental		0.4%	2
Hunting Gear		1.4%	8
Running or Jogging Equipment		2.6%	15
Soccer Equipment		0.4%	2
Sports Equipment (Children)		1.9%	11
Trampoline		1.1%	6
Weight Lifting Equipment		1.2%	7
Used Sporting Equipment		1.2%	7























Value		Percent	Responses
Rifle		2.8%	16
Shotgun		2.3%	13











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		29.6%	168
Bedding Flowers or Perennials		45.0%	255
Fertilizer		28.9%	164
Flower Pots		19.9%	113
Garden Ornaments		7.2%	41
Gravel or Rock		10.6%	60
Hand Garden Tools		10.9%	62
Landscaping		10.6%	60
Indoor Garden Supplies		3.0%	17
Decorative Rock		8.1%	46
Lawn Seed, Turf or Sod		7.8%	44
Outdoor Furniture		4.8%	27
Outdoor Grill		4.8%	27
Patio Cover, Awning or Canopy		3.0%	17
Patio Furniture		6.2%	35
Power Garden Tools		3.0%	17
Propane		14.6%	83
Shrubbery or Trees		9.3%	53
Insect or Fungus Control Products		17.1%	97
Outdoor Garden Flags		4.4%	25
None of the above / Does not apply		26.5%	150
Chainsaw		1.4%	8























Value		Percent	Responses
Fountains		2.6%	15
Gate		1.6%	9
Gazebo		0.4%	2
Insects (Bees or Other Beneficial Species)		2.8%	16
Outdoor Fireplace or Fire Pit		2.3%	13
Outdoor Smoker		1.4%	8
Outdoor Kitchen Equipment		0.9%	5
Outdoor Entertainment Center		0.2%	1
Pole Shed		0.5%	3
Lawn Mower (Push)		2.3%	13
Lawn Mower (Riding)		2.5%	14
Rototiller		1.1%	6
Screen Porch		1.8%	10
Stone (Cast, Crushed or Natural)		1.9%	11
Storage Shed		2.3%	13
Leaf Blower		2.1%	12
Greenhouse		0.9%	5












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		12.2%	69
Bird Seed		18.7%	106
Cat Food		25.9%	147
Dog Food		41.1%	233
Specialized Pet Food		4.9%	28
Other Pet Food		6.5%	37
Pet Accessories		10.6%	60
Pet Toys		11.1%	63
Annual Pet Vaccinations		28.2%	160
Annual Pet Checkups		24.9%	141
Adopt or Rescue a Pet		3.4%	19
Purchase Pet Medication		11.5%	65
Board a Pet Overnight		4.1%	23
None of the above / Does not apply		37.4%	212
Fish Food		2.8%	16
Pet Clothing		0.9%	5
Pet Enclosure		0.7%	4
Aquarium or Tank		0.7%	4
Fish Supplies		1.2%	7
Disease Diagnosis		1.8%	10
Pet Travel Cage		0.5%	3
Pet Travel Accessories		0.4%	2

Value		Percent	Responses
Cremation or Burial Services		0.2%	1
Purchase a Pet		1.2%	7
Holistic or Alternative Pet Care		0.4%	2
Pet Tracking Device		0.4%	2
Pet Dental Care		2.8%	16
Animal Training Classes		0.9%	5
Hemp Based Pet Supplements		0.7%	4
THC Based Pet Supplements		0.2%	1
Holistic or Alternative Pet Supplements		0.4%	2
Anti Anxiety or Stress Pet Medication for Holidays		0.7%	4




















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		4.9%	28
Remodel Kitchen		3.5%	20
Remodel Bathroom		7.8%	44
General Remodeling		5.1%	29
Replace Carpet		4.1%	23
Replace Flooring		6.0%	34
None of the above / Does not apply		71.8%	407
Add a Room		0.9%	5
Add a Home Office		0.2%	1
Add or Replace Deck		2.6%	15
Cabinet Refacing or Resurfacing		2.5%	14
Refinish Bathtub		1.2%	7
Install a Glass Shower		2.3%	13
Remodel or Finish Basement Living Area		0.2%	1
Replace Garage Door		1.4%	8
Build a Garage		0.9%	5
Build Out-Building		1.1%	6
Build a Storage Shed		2.8%	16
Have Furniture Restored		2.6%	15
Switch from Electric to Gas		0.7%	4
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		1.4%	8






















Value		Percent	Responses
Install a Solar Energy System		0.2%	1
Install Security or Monitoring System		1.1%	6
Resurface or Build New Driveway		2.1%	12
Stone or Marble Work (Bathroom or Kitchen)		1.2%	7
Sealcoating		1.1%	6
Asphalt Repair		0.5%	3
Asphalt Resurfacing		0.5%	3
Residential Paving		0.4%	2
Build a "Tiny House"		0.2%	1
Replace Windows		2.6%	15
Install Handicap Accessible Addition		0.4%	2

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		5.6%	32
Decking		3.2%	18
Doors (Exterior)		6.5%	37
Electrical Supplies		3.9%	22
Fencing		6.7%	38
Hand Tools		5.3%	30
Lighting and Fixtures		6.0%	34
Lumber		9.5%	54
Paint (Exterior)		12.2%	69
Paint (Interior)		16.9%	96
Plywood		4.4%	25
Plumbing Supplies		6.3%	36
Power Tools		3.4%	19
Rain Gutters		3.5%	20
None of the above / Does not apply		55.4%	314
Circular Saw		0.7%	4
Doors (Interior)		2.8%	16
Furnace		0.7%	4
Generator		0.7%	4
Hardwood Products		2.1%	12
Home Security Doorbell Camera		2.6%	15






















Value		Percent	Responses
Kitchen Cabinets		2.3%	13
Lock Sets		2.8%	16
Mill Work		1.1%	6
Molding		2.3%	13
Roofing (Composition)		1.8%	10
Roofing (Other)		2.3%	13
Security Door		0.9%	5
Security Locks		0.7%	4
Screen Door		2.8%	16
Security Window Film		0.2%	1
Siding		1.8%	10
Water Softener System or Supplies		0.5%	3
Wet or Dry Vacuum		0.7%	4
Wood Stove or Fireplace		1.2%	7
Windows (Double-Hung)		2.6%	15
Windows (Casement)		1.2%	7
Windows (Picture)		0.9%	5
Windows (Slider)		1.1%	6
Windows (Bay or Bow)		0.2%	1












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		8.3%	47
Air Duct Cleaning		3.4%	19
Appliance Repair		3.5%	20
Carpenter or Woodworking		3.2%	18
Carpet Cleaning		9.0%	51
Drywall Installation or Repair		3.0%	17
Electrical Repair		4.2%	24
Gardening Services		7.8%	44
Gutter Installation or Repair		3.0%	17
Handyman Services		13.9%	79
Home Repair		4.9%	28
None of the above / Does not apply		55.4%	314
Alternative Energy Systems Installation		0.2%	1
Alternative Energy Systems (Service or Repair)		0.2%	1
Blinds Cleaning		1.6%	9
Chimney Cleaning		2.5%	14
Concrete Repair		1.6%	9
Electrical Panel Replacement		0.2%	1
Fire & Water Damage Restoration		0.2%	1
Flooring - Ceramic Tile (Installation or Repair)		1.9%	11
Flooring - Laminate (Installation or Repair)		2.3%	13

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		0.5%	3
Flooring - Wood (Installation or Repair)		2.6%	15
Flooring - Other (Installation or Repair)		1.6%	9
Foundation Repair		0.5%	3
Furnace Cleaning		1.4%	8
Furnace Repair		0.5%	3
Furniture Reupholster		0.9%	5
Heating Repair		0.2%	1
Home Computer Repair		0.5%	3
Home Electronics Repair		0.5%	3
Home Heating Oil or Fuel Service		0.2%	1
Home Remodel		2.3%	13
























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		11.3%	64
Junk or Yard Waste Removal		7.4%	42
Recycle		7.2%	41
Landscaping Service		14.6%	83
Painting		11.5%	65
Pest Control		15.2%	86
Plumbing Repair		5.3%	30
Pressure Washing		9.9%	56
Roof Repair		4.8%	27
Trash Removal		6.5%	37
Computer Repair		3.2%	18
None of the above / Does not apply		43.2%	245
Home Security Service		2.6%	15
Insulation Installation or Maintenance		0.5%	3
Interior Design		1.8%	10
Sell Scrap Metal		2.6%	15
Movers		1.9%	11
Mold Inspection or Removal		0.9%	5
Pool Cleaning Service		1.8%	10
Preventative Home Maintenance		2.8%	16
Security System		1.4%	8

Value		Percent	Responses
Septic Tank Cleaning or Repair		2.5%	14
Siding Replacement		0.2%	1
Solar Heating or Power System Installation or Repair		0.4%	2
Stucco or Exterior Coating		0.4%	2
Tool Rental		1.4%	8
Water Well Drilling		0.2%	1
Waterproofing		0.5%	3
Window Installation		2.3%	13
Window Tinting for Home		0.5%	3
Yard Equipment Rental		0.5%	3
Mobile or Cell Phone Repair		1.8%	10

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
Window Blinds (Venetian or Mini)		3.7%	21
Emergency Preparedness Kit or Supplies		4.1%	23
Batteries (Home or Office)		31.6%	179
Candles		9.9%	56
Carpeting		3.9%	22
Rugs		8.1%	46
Curtains or Drapes		4.6%	26
Furniture (Bedroom)		3.2%	18
Furniture (Living Room)		6.9%	39
Storage Boxes or Tubs		5.6%	32
Picture Frames		5.1%	29
Linens (Bathroom)		5.1%	29
Reclining Chair		3.2%	18
Indoor Flowers		3.5%	20
None of the above / Does not apply		47.1%	267
Air Conditioning (Buy)		2.6%	15
Awning		1.6%	9
Firewood		1.9%	11
Oriental Carpeting		0.4%	2
Flooring Tile		1.9%	11
Hardwood Flooring		1.9%	11

Value		Percent	Responses
Rugs (Persian)		0.5%	3
Clocks		2.8%	16
Closet System		1.6%	9
Cutlery, Flatware or Silverware		1.8%	10
Fire Extinguisher		2.6%	15
Fine Art (Paintings, Pottery, Etc.)		1.6%	9
Custom Built Furniture		0.4%	2
Reconditioned Furniture		0.4%	2
Furniture (Children's)		0.4%	2
Crib		0.2%	1
Furniture (Dining Room)		1.6%	9
Furniture (Home Office)		0.7%	4
Furnace		0.4%	2
Futon		0.5%	3
Safe		0.9%	5
Laminate Flooring		1.9%	11
Floral Arrangements		2.8%	16
Sewing Machine		0.9%	5
Wallpaper		0.5%	3
Signs or Banners		0.9%	5
Hot Tub or Spa (New)		0.7%	4
Linens (Dining Room or Kitchen)		1.8%	10
Tankless Water Heater		1.9%	11

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		6.3%	36
Innerspring Mattress		3.0%	17
Linens (Bedroom)		5.5%	31
Memory Foam Mattress		3.2%	18
Queen Size Bed		4.1%	23
Window Coverings		3.4%	19
Patriotic Flags		4.2%	24
None of the above / Does not apply		70.9%	402
Gas Burning Freestanding Stoves		0.2%	1
Water Purification System (Drinking)		1.1%	6
Solar Water Heater		0.4%	2
Latex Mattress		0.4%	2
Pillow Top Mattress		2.8%	16
Foam Mattress		2.1%	12
Gel Mattress		0.7%	4
Twin Size Bed		1.1%	6
King Size Bed		2.6%	15
Water Heater		1.1%	6
Smoke Alarm or Detector		2.6%	15
Remote Home Monitoring Video Camera		1.9%	11
Shutters		1.4%	8
Reclaimed Wood Furniture		0.4%	2
Sports Team Flags		0.9%	5

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		4.2%	24
Fine Art		1.8%	10
Photographs		5.1%	29
Pottery		1.8%	10
Blown Glass		0.9%	5
Stone Carvings		0.2%	1
Sculpture		0.2%	1
Artistic Wall Decor		4.9%	28
Wood Carvings		0.9%	5
Poster Art		1.6%	9
Religious Art		1.4%	8
Stained Glass		1.2%	7
Ceramics		0.7%	4
Metal Work Art		1.2%	7
Music Memorabilia		0.9%	5
Movie Memorabilia		0.4%	2
None of the above / Does not apply		86.4%	490

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		4.8%	27
Portable Dishwasher		0.2%	1
Dishwasher		3.2%	18
Freezer		3.0%	17
Range		2.8%	16
Range Hood		1.8%	10
Wall Oven		0.2%	1
Washer		3.4%	19
Dryer		3.9%	22
Blender		3.0%	17
Instant Pot		1.8%	10
Microwave		2.5%	14
Window Air Conditioner		1.4%	8
Coffee or Espresso Machine		3.9%	22
Vacuum Cleaner		3.2%	18
None of the above / Does not apply		77.1%	437

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		3.4%	19
Floor Mats		3.2%	18
Tires		6.9%	39
Wiper Blades		13.8%	78
None of the above / Does not apply		70.9%	402
Aftermarket Products		2.5%	14
Child Car Seat		0.9%	5
Lights		1.4%	8
Mirror(s)		0.5%	3
Motorcycle Accessories		1.1%	6
Motorcycle Parts		0.9%	5
Performance Parts		0.5%	3
RV Accessories or Supplies		1.6%	9
Roof Rack (For Bike, Kayak, Etc.)		0.4%	2
Running Boards		0.7%	4
Seat Covers		1.9%	11
Step Bar		0.5%	3
Stereo System (Auto, Car or Truck)		0.5%	3
Tool Box		0.5%	3
Trailer Hitch		0.7%	4
Truck Bed Liner		0.2%	1
Visor		0.5%	3

Value		Percent	Responses
Wheels or Rims		0.7%	4
Winch		0.4%	2
Window Tinting Equipment (Auto)		0.5%	3
Cargo Trailer (Flat)		0.5%	3
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Boat)		0.4%	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		6.9%	39
60,000 Mile Service		8.3%	47
100,000 Mile Service		5.3%	30
Auto Detailing		7.1%	40
Auto Repair (General)		4.1%	23
Alignment		3.5%	20
Brake Replacement, Adjustment		4.1%	23
Car Wash		38.3%	217
Gas or Service Station Services		15.9%	90
Oil Change or Lube		45.5%	258
Preventative Maintenance		14.8%	84
Tire Mounting or Installation		3.0%	17
Tune-Up		5.8%	33
Windshield or Glass Repair		4.9%	28
None of the above / Does not apply		24.9%	141
Auto Warranty Work (Work Covered by Warranty)		2.8%	16
Body Work		2.1%	12
Car Rental		0.9%	5
DEQ Inspection		0.2%	1
Electrical Repair		0.5%	3
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.7%	4
Motor Repair or Replacement		0.4%	2

Value		Percent	Responses
Motorcycle Repair		0.9%	5
Muffler		0.4%	2
Painting		1.1%	6
RV Maintenance or Service		1.2%	7
Safety Inspection		2.5%	14
Shocks		1.1%	6
Stereo Installation		0.4%	2
Transmission or Clutch Repair		0.7%	4
Upholstery Repair		1.1%	6
Vehicle Air Conditioning Repair		1.4%	8
Vehicle Towing		0.4%	2
Windshield or Window Tinting		1.2%	7

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		9.9%	56
CarFax		12.2%	69
CarGurus.com		7.2%	41
CarMax.com		6.3%	36
Cars.com		6.0%	34
Craigslist Auto		5.1%	29
KBB.com		7.2%	41
Facebook Dealer Page		4.8%	27
Edmunds.com		6.9%	39
Local Dealer Site		43.2%	245
Other Local Website		4.9%	28
None of the above / Does not apply		45.3%	257
Yahoo! Autos		0.4%	2
Automotive.com		1.1%	6
Autoblog.com		0.2%	1
CarsDirect.com		2.3%	13
eBay Motors		1.4%	8
MotorTrend.com		0.9%	5
UsedCars.com		1.4%	8
Local TV Site		1.9%	11
Local Radio Site		0.5%	3
The Car Connection		0.2%	1

















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		40.6%	230
Beauty Products		31.0%	176
Cosmetics		34.0%	193
Babysitting		1.4%	8
Hair Care Products		45.1%	256
Hair Coloring		25.4%	144
Hair Cut		67.9%	385
Manicure		22.9%	130
Massage Therapy		10.8%	61
Pedicure		27.7%	157
None of the above / Does not apply		14.1%	80




















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)		34.7%	197
Books (Used)		25.0%	142
Books (Children's)		8.5%	48
Board Games		8.5%	48
Lottery Ticket		19.4%	110
Collectibles		2.5%	14
Comics		1.2%	7
Graphic Novels		1.1%	6
Computer Games		5.1%	29
Magazines		20.5%	116
Toys		5.1%	29
Video Console Games		3.0%	17
None of the above / Does not apply		35.6%	202











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		1.6%	9
Ceramics and Pottery		1.8%	10
Collectables		1.1%	6
Comic Books and Related Collectables		1.1%	6
Do-It-Yourself (DIY)		16.2%	92
Games or Puzzles		15.3%	87
Beer Brewing Supplies		0.9%	5
Wine Making Supplies		0.9%	5
Jewelry Making Supplies or Beads		3.7%	21
Knitting		3.4%	19
Making Arts and Crafts		7.4%	42
Paper Crafts		2.3%	13
Quilting		4.2%	24
Scrapbooking		3.0%	17
Trains, Plane & Car Model Kits		1.1%	6
None of the above / Does not apply		62.1%	352











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)		4.9%	28
Attend Online College or University (Part Time)		1.4%	8
Attend Online Graduate School		1.2%	7
Attend Online Classes at Community College		1.6%	9
Learning Center		0.2%	1
Online Trade School		0.5%	3
Online Continuing Education Courses		4.4%	25
Online Professional Certification or Accreditation Courses		3.0%	17
Online Language Lessons (Adult)		1.6%	9
Online Music Lessons (Adult)		1.8%	10
Attend Paid Online Lecture, Seminar or Special Class		2.5%	14
Online Real Estate Classes		0.7%	4
Online Child Education or Tutoring		2.3%	13
Online Music lessons (Child)		0.9%	5
Online Language Lessons (Child)		0.7%	4
Change Online School		0.2%	1
Attend an Online Religion Based School		1.1%	6
Attend an Online Local Workshop		1.8%	10
None of the above / Does not apply		81.1%	460




















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		7.6%	43
Oil paints		2.8%	16
Acrylic Paints		9.0%	51
Markers		4.4%	25
Specialty Paper		5.1%	29
Fabric Craft Supplies		7.9%	45
Beads		3.7%	21
Art Pencils and Pens		5.8%	33
Scrapbooking Supplies		3.7%	21
None of the above / Does not apply		75.7%	429























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		0.2%	1
Drums		0.5%	3
Flute		0.2%	1
Acoustic Guitar		1.4%	8
Electric Guitar		0.2%	1
Electric Keyboard		0.9%	5
Piano		0.9%	5
Piano (High End)		0.2%	1
Violin		0.2%	1
None of the above / Does not apply		97.0%	550

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		15.3%	87
French		5.6%	32
Asian		30.7%	174
German		3.5%	20
American (New)		30.7%	174
Italian		45.7%	259
Cajun or Creole		30.9%	175
Indian		9.0%	51
Chinese		38.6%	219
American (Traditional)		68.3%	387
Thai		18.9%	107
Middle Eastern		5.5%	31
Japanese		13.4%	76
Mexican		64.6%	366
Vietnamese		8.1%	46
Southern		35.1%	199
Tex-Mex		37.0%	210
Spanish		5.5%	31
Mediterranean		16.6%	94
None of the above / Does not apply		14.6%	83

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		16.6%	94
Fish & Chips		15.2%	86
Golf Course Restaurant, Bar or Snack Bar		4.4%	25
Barbeque		41.3%	234
Deli		24.2%	137
Breakfast or Brunch		38.4%	218
Appetizers		28.9%	164
Dessert		21.3%	121
Chicken Wings		16.2%	92
Hamburgers		59.8%	339
Chicken		47.1%	267
Frozen Yogurt		10.8%	61
Live or Raw food		4.2%	24
Tapas or Small Plates		4.9%	28
Theme Restaurants		4.6%	26
Soup		21.9%	124
Salad		42.3%	240
Pizza (Dine In)		14.1%	80
Pizza (Delivery)		23.6%	134
Steak		33.0%	187
Juice or Smoothies		10.2%	58
Sandwiches		45.5%	258

Value		Percent	Responses
Pizza (Carry Out)		51.9%	294
Pizza (Take & Bake)		8.5%	48
Seafood		42.3%	240
Steakhouse		24.9%	141
Sushi		11.1%	63
Vegetarian		3.7%	21
Pho		7.4%	42
None of the above / Does not apply		13.4%	76
Vegan		2.6%	15






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		0.2%	1
Purchase Commercial or Business Property		0.5%	3
Purchase Condominium or Townhouse		0.4%	2
Purchase Manufactured or Modular Home		0.4%	2
Purchase Investment Property		1.1%	6
Purchase Personal Residence		2.1%	12
Purchase Custom Built Home		0.5%	3
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		1.1%	6
Purchase Vacation Property		0.5%	3
Purchase Other		0.2%	1
None of the above / Does not apply		95.1%	539

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		3.9%	22
Sell Vacation Property		0.4%	2
Sell Condominium or Townhouse		0.4%	2
Sell Investment Property		1.6%	9
Sell Land or Agricultural Property		2.1%	12
Sell Commercial or Business Property		0.7%	4
Sell Manufactured or Modular Home		0.4%	2
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		0.5%	3
None of the above / Does not apply		92.1%	522







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		16.7%	2
New home, but outside of development		25.0%	3
New home that I will have contractor build		25.0%	3
Existing home less than 10 years old		25.0%	3
Existing home more than 10 years old		50.0%	6











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		2.8%	16
Rent House (Residence)		4.4%	25
Rent Manufactured or Modular Home		0.4%	2
Rent or Lease Commercial Property		0.2%	1
Rent Agricultural Land		0.2%	1
Rent Subsidized Housing		0.4%	2
Rent Condo/Townhouse		2.3%	13
Rent Section 8 Housing		0.5%	3
None of the above / Does not apply		91.7%	520







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		3.9%	22
Use a Realtor to Buy Real Estate		2.3%	13
Use a Realtor to Buy and Sell Real Estate		2.3%	13
Plan to Sell Property Myself		1.8%	10
Use a Real Estate Broker		0.7%	4
None of the above / Does not apply		90.8%	515

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		1.2%	7
Home Remodel or Renovation Loan		1.2%	7
Business Construction Loan		0.4%	2
Home Construction Loan		0.4%	2
Equity Loan		1.1%	6
Land Loan		0.7%	4
Reverse Mortgage		0.4%	2
Real Estate Loan for existing home		1.4%	8
Refinance Home		3.0%	17
None of the above / Does not apply		92.2%	523


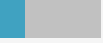
94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

Value		Percent	Responses
Craigslist Homes		3.0%	17
Facebook		5.8%	33
Google		5.8%	33
Auction.com		1.4%	8
Homes & Land		1.9%	11
Homes.com		3.5%	20
HomeFinder		5.6%	32
MLS.com		10.4%	59
National Real Estate Co. Site		2.1%	12
Local MLS Site		19.8%	112
RealEstate.com		4.8%	27
Realtor.com		23.1%	131
Realty.com		3.0%	17
Redfin		1.6%	9
Trulia		14.1%	80
Zillow		37.6%	213
ZipRealty.com		0.7%	4
None of the above / Does not apply		48.5%	275

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.)


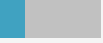
Value		Percent	Responses
Apartments.com		8.8%	50
Apartmentguide.com		5.5%	31
Craigslist		5.6%	32
Forrent.com		0.7%	4
HomeFinder.com		7.2%	41
Hotpads.com		0.9%	5
Rent.com		5.3%	30
Sublet.com		0.5%	3
Trulia		9.2%	52
Zillow		23.6%	134
None of the above / Does not apply		68.8%	390

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		75.1%	426
No, don't know who to call		24.9%	141


















Total: 567

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		75.5%	428
No, don't know who to call		24.5%	139

Total: 567

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		17.8%	101
Craft Beer		17.3%	98
Champagne		7.1%	40
Premium Hard Alcohol or Spirits		21.7%	123
White Wine		31.6%	179
Red Wine		35.1%	199
Major Brand Cigarettes		5.6%	32
Recreational Marijuana		2.8%	16
Marijuana Accessories		1.9%	11
Smokeless Tobacco		3.2%	18
Pipe Tobacco		0.5%	3
Discount Cigarettes		3.2%	18
Discount Hard Alcohol or Spirits		11.8%	67
Domestic Beer		29.6%	168
Electronic Cigarette Supplies		2.5%	14
Alcoholic Cider		4.8%	27
None of the above / Does not apply		32.8%	186

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		1.8%	10
Cannabis Edibles		2.6%	15
Cannabis Tinctures		1.2%	7
Cannabis Vaporizers		0.5%	3
Cannabis Cleaning Tools or Supplies		0.4%	2
Cannabis Concentrates		0.7%	4
Cannabis Pre-Rolls		0.5%	3
Organic Cannabis Products		0.9%	5
Cannabis Oil		2.5%	14
Cannabis Beauty & Skin Care Products		0.9%	5
Cannabis Beverages		0.4%	2
Cannabis Chocolates		0.9%	5
Medical Cannabis		3.5%	20
CBD Cannabis		5.8%	33
None of the above / Does not apply		89.2%	506

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		22.4%	127
Specialty Teas		15.5%	88
Specialty Coffee		26.3%	149
Gourmet Deli Counter Items		19.4%	110
Cookies		47.3%	268
Snack Cakes		19.0%	108
Potato Chips		58.0%	329
Soft Drinks		49.4%	280
Energy Drinks		9.7%	55
Energy Bars		15.2%	86
Noodle Bowls		9.7%	55
Cupcakes		9.3%	53
Birthday Cake		12.0%	68
Beef Jerky or Meat Sticks		13.8%	78
Bottled Water		49.4%	280
Candy		37.0%	210
Fruit		75.7%	429
Nuts		57.3%	325
Chocolates		48.7%	276
Ice cream		58.9%	334
Cheese		84.5%	479
Artisan Bread		22.4%	127








Value		Percent	Responses
Artisan Meats		5.3%	30
Sports Drinks		13.2%	75
Basic Condiments		50.3%	285
Artisan Condiments		5.6%	32
Canned Sauces		38.3%	217
Cereal		68.8%	390
Milk		80.4%	456
Chicken		86.1%	488
Pork		61.4%	348
Beef		75.0%	425
Fish		53.4%	303
Pasta		65.8%	373
Snack Mixes		13.1%	74
Vegetables		78.1%	443
Olive Oil		52.0%	295
Balsamic Vinegar		18.9%	107
Frozen Entrees		41.4%	235
Eggs		85.4%	484
Locally Raised Beef, Pork, Poultry		15.7%	89
Locally Grown Fruit and Vegetables		55.7%	316
Locally Produced Honey		27.2%	154
Organic Food		18.2%	103
Pickled Vegetables		17.1%	97

Value		Percent	Responses
Artisan Cheese		18.0%	102
Alternative "Meat" Products		7.8%	44
Sausage		56.3%	319
Donuts		18.5%	105
Pastries		22.4%	127
Game Meats		2.6%	15
None of the above / Does not apply		1.8%	10

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		39.5%	224
Attend Online Religious or Spiritual Services		35.1%	199
Donate to a Charity		42.9%	243
Donate to a Church		48.7%	276
Donate to Political Party or Government Representative		12.2%	69
Volunteer at Church		23.3%	132
Volunteer for Nonprofit Group		16.9%	96
Vote in Upcoming Local Elections		43.2%	245
Vote in Upcoming State or National Elections		46.9%	266
Purchase Season Tickets for Performing Arts		6.0%	34
Attend a Holiday Themed Performance		3.7%	21
Community Activity		16.6%	94
Support an Organization		16.6%	94
Make a Donation		28.0%	159
None of the above / Does not apply		15.2%	86
Join a New Church		2.6%	15
Donate Vehicle		0.4%	2
Have a Baby		0.5%	3
Get Married		0.5%	3
Retire		2.1%	12
Look into Private Schooling for Children		0.2%	1
Register to Vote		2.8%	16

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		5.3%	30
Go Mountain Biking		2.1%	12
Go Camping		11.8%	67
Go Hiking		24.2%	137
Go Fishing		22.8%	129
Go Backpacking		4.4%	25
None of the above / Does not apply		58.0%	329

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		31.6%	179
Local Business Blog		3.9%	22
Local Business Email		14.5%	82
Snapchat		8.3%	47
Instagram		27.7%	157
Cinema Ads		4.4%	25
Facebook Business Page		18.2%	103
Reviews on Yelp! or Google+		14.3%	81
YouTube Promo Video		16.2%	92
Local Business Text Message		9.2%	52
Pandora		20.6%	117
Online Yellow Pages		5.1%	29
Google Search		66.3%	376
eBay		29.3%	166
Spotify		12.0%	68
Pinterest		28.6%	162
Google+ Local		9.0%	51
Clicked on Google Sponsored Ad		15.9%	90
LinkedIn		17.6%	100
Craigslist		15.0%	85
Bing		12.7%	72
Twitter		19.8%	112



Value		Percent	Responses
Amazon		77.2%	438
None of the above / Does not apply		7.2%	41
CitySearch		1.4%	8
Digital Billboard		0.9%	5
Angie's List		2.6%	15

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

Value		Percent	Responses
Yes		79.9%	453
No		20.1%	114



Total: 567

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























Value		Percent	Responses
Yes		51.9%	294
No		48.1%	273
























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








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

Value		Percent	Responses
Yes		42.5%	241
No		57.5%	326
			Total: 567



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		48.0%	272
Arts and Entertainment		27.0%	153
Automotive - (General)		21.3%	121
Automotive - (New Vehicle Dealership)		19.4%	110
Automotive - (Used Vehicle Dealership)		11.5%	65
Automotive - (Auto Parts store)		11.6%	66
Automotive - (Auto Repair business)		7.6%	43
Automotive - (Auto Body shop)		3.9%	22
Tire Business		17.5%	99
Beauty and Spa Related Businesses		14.6%	83
Child Related Businesses		3.5%	20
Community and State Services		23.3%	132
Education		11.1%	63
Employment Related Businesses		8.6%	49
Event Planning and Services		8.8%	50
Family Activity Related Businesses		8.1%	46
Farm Equipment and Agriculture Businesses		5.8%	33
Financial Services		9.3%	53
Fitness Businesses or Providers		5.3%	30
General Retail		40.7%	231
Grocery / Market		43.7%	248
Home and Garden Related Businesses		29.6%	168

Value		Percent	Responses
Building Supply/Lumber Business		17.1%	97
Home Service Businesses		10.6%	60
Home Service Contractors		13.1%	74
Hotel and Travel Related Businesses		28.2%	160
Local Services		24.5%	139
Medical Related Businesses - (General)		15.9%	90
Medical Related Businesses - (Chiropractor)		3.7%	21
Medical Related Businesses - (Dentist)		8.5%	48
Medical Related Businesses - (Hospital)		3.5%	20
Nightlife Related Businesses		5.5%	31
Pet / Animal		24.2%	137
Professional Services		13.1%	74
Real Estate Service Businesses		5.5%	31
Recreation Related Businesses		7.1%	40
Restaurant / Bar / Lounge		33.7%	191
Senior Related Businesses		8.8%	50
Specialty Food and Drink		15.2%	86
General Retail - Children's Clothing Store		5.5%	31
General Retail - Clothing Accessory Store		13.2%	75
General Retail - Computer Store		10.2%	58
General Retail - Farming and Agriculture Business		3.2%	18
General Retail - Furniture Store		10.6%	60
General Retail - Hardware Store		13.9%	79











Value		Percent	Responses
General Retail - Home Entertainment Store		5.6%	32
General Retail - Jewelry Store		4.8%	27
General Retail - Major Appliance Store		12.2%	69
General Retail - Men's Clothing Store		11.8%	67
General Retail - Mobile Phone Store		5.8%	33
General Retail - Shoe Store		18.0%	102
General Retail - Women's Clothing Store		22.6%	128
None of the above / Does not apply		15.7%	89
Motorsport Businesses		1.4%	8

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






















Value		Percent	Responses
Yes		9.0%	51
No		91.0%	516

Total: 567

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		6.5%	37
Get a New Part Time Job		5.6%	32
Get a Temporary or Seasonal Job		3.9%	22
Use an Employment or Temporary Employment Agency		1.9%	11
Use a Career Counselor		0.2%	1
Get a Second (or Third) Job		2.6%	15
Get First Job after High School		0.4%	2
Get First Job after College		1.2%	7
Apply for Unemployment Benefits		8.1%	46
None of the above / Does not apply		80.2%	455

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		3.5%	20
Health Care		3.9%	22
Customer Service		4.9%	28
Education		3.4%	19
None of the above / Does not apply		77.4%	439
Agriculture		0.7%	4
Automotive		0.5%	3
Retail		1.9%	11
Warehouse		0.7%	4
Construction		1.2%	7
Accounting		1.6%	9
Hotel - Hospitality		1.4%	8
Manufacturing		0.2%	1
Entry Level (New Graduate)		0.9%	5
Grocery		1.9%	11
Banking & Finance		0.7%	4
Child Care		0.7%	4
Real Estate		1.1%	6
Insurance		0.7%	4
Legal		0.9%	5
Management		2.3%	13

Value		Percent	Responses
Media		1.6%	9
NonProfit		0.9%	5
Government		1.8%	10
Installation - Maintenance - Repair		0.9%	5
Restaurant - Food Services		2.1%	12
Executive Level		1.2%	7
Engineering		0.9%	5
Sales & Marketing		1.8%	10
Information Technology		1.6%	9
Skilled Labor - Trades		1.1%	6
Transportation		1.6%	9







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		20.5%	116
Local Agency Site		12.9%	73
Craigslist		4.2%	24
Facebook		7.2%	41
Indeed.com		19.9%	113
LinkedIn		16.6%	94
Monster.com		7.9%	45
CareerBuilder		6.7%	38
GlassDoor		4.4%	25
SimplyHired.com		1.6%	9
AOL Jobs		0.4%	2
SnagAJob.com		0.9%	5
Dice.com		0.9%	5
USAjobs.gov		7.1%	40
USAjobs.org		3.2%	18
ZipRecruiter		8.1%	46
JobDiagnosis		0.4%	2
TheLadders		1.6%	9
None of the above / Does not apply		59.1%	335

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		11.6%	66
Yellow Pages directory		1.6%	9
Direct mail flyer		11.6%	66
Deal program/offer		7.2%	41
Facebook business page offer		12.2%	69
Billboard advertising		1.9%	11
None of the above / Does not apply		68.8%	390

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		3.7%	21
Read ads and keep them - using one or two		31.2%	177
Read ads and keep them - without using any		2.8%	16
Read ads but throw away without using any		26.1%	148
Throw ads away unread		31.7%	180
Do not receive direct mail or advertisements at home or PO Box		4.4%	25

Total: 567

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 %	18 3.2%	101 17.8%	261 46.0%	23 4.1%	48 8.5%	75 13.2%	41 7.2%	567
County election Count Row %	21 3.7%	94 16.6%	279 49.2%	20 3.5%	41 7.2%	68 12.0%	44 7.8%	567
State election Count Row %	15 2.6%	121 21.3%	242 42.7%	17 3.0%	56 9.9%	77 13.6%	39 6.9%	567
Total Total Responses								567

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

Value		Percent	Responses
Yes		87.8%	498
No		12.2%	69




Total: 567

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		94.5%	536
No		5.5%	31

Total: 567

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		18.2%	103
No		40.6%	230
Does not apply		41.3%	234

Total: 567

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

Value		Percent	Responses
Business Consulting		4.8%	5
Education		7.7%	8
General Retail		4.8%	5
Health and Medical		13.5%	14
Local Services		4.8%	5
Real Estate		6.7%	7
Restaurant / Bar / Lounge		6.7%	7
Other		28.8%	30
Apparel and Accessories		2.9%	3
Arts and Entertainment		1.9%	2
Automotive		1.9%	2
Beauty and Spa		1.0%	1
Child Related Businesses		1.0%	1
Event Planning and Services		1.9%	2
Financial Services		2.9%	3
Fitness Businesses or Providers		1.0%	1
Home and Garden		1.9%	2
Home Service Businesses		1.9%	2
Hotel and Travel		1.9%	2
Recreation		1.9%	2

Total: 104







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		10.6%	11
Use social media for promoting business		23.1%	24
Website optimized for mobile (responsive)		12.5%	13
Ongoing search optimization (SEO, SEM)		2.9%	3
Banner ads		5.8%	6
Cost-per-click ads (CPC, PPC)		3.8%	4
Programmatic ads		1.0%	1
Retargeting ads		1.0%	1
Video ads		3.8%	4
Google ads (Adwords)		7.7%	8
Facebook ads		15.4%	16
Sponsored content		3.8%	4
Email advertising		10.6%	11
Site analytics		7.7%	8
Digital ads through newspaper		9.6%	10
None of the above/Does not apply		61.5%	64









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		4.9%	5
None of the above / Does not apply		87.4%	90
Business Advertising		1.0%	1
Business Financial Consulting		1.0%	1
Business Bottled Water Delivery		1.0%	1
Business Cellular Phone Service		1.9%	2
Business Construction Contractor		1.9%	2
Business Internet Service Provider		1.9%	2
Business Legal Services or Attorney		1.9%	2
Business Marketing Services		1.0%	1
Business Payroll Services		1.0%	1
Business Printing Services		1.0%	1
Business Online Meetings		2.9%	3
Business Bankruptcy		1.0%	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		1.9%	2
Add New Locations		1.0%	1
Renovate Existing Facilities		7.8%	8
Construct New Facilities		4.9%	5
Buy or Rent Warehouse space		1.9%	2
None of the above / Does not apply		86.4%	89








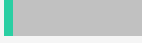



122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.0%	1
Purchase New Business Trucks		1.9%	2
Purchase Used Business Trucks		1.0%	1
Lease New Business Trucks		1.0%	1
Purchase New Business Delivery Vehicles		1.0%	1
Purchase Used Business Delivery Vehicles		1.0%	1
Purchase New Heavy Duty or Commercial Business Trucks		1.0%	1
None of the above / Does not apply		95.1%	98

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		1.0%	1
Business Health Insurance		1.9%	2
Business Dental Insurance		1.0%	1
Business Property Insurance		1.9%	2
Business Commercial Insurance		1.9%	2
None of the above / Does not apply		97.1%	100







124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.2%	1
20 - 24		0.5%	3
25 - 30		1.9%	11
31 - 34		1.8%	10
35 - 40		3.0%	17
41 - 45		2.5%	14
46 - 49		4.4%	25
50 - 54		5.6%	32
55 - 60		16.2%	92
61 - 69		27.7%	157
70 or older		36.2%	205

Total: 567








Avg 64

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

Value		Percent	Responses
Metro / Urban		11.5%	65
Small/Mid-Size Town		47.6%	270
Suburban		16.2%	92
Rural		19.6%	111
Vacation community		3.4%	19
Other		1.8%	10

Total: 567

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

Value		Percent	Responses
Some High School (Not Graduate)		0.5%	3
High School Graduate (12th grade)		6.3%	36
Vocational or Technical Training		5.1%	29
Some College		18.3%	104
College Graduate		25.9%	147
Some Post-Graduate Study (No Advanced Degree)		7.8%	44
Post-Graduate Degree		36.0%	204

Total: 567

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

Value		Percent	Responses
Under \$20,000		5.7%	31
\$20,000 - \$24,999		4.2%	23
\$25,000 - \$29,999		3.3%	18
\$30,000 - \$34,999		5.1%	28
\$35,000 - \$39,999		4.4%	24
\$40,000 - \$44,999		3.5%	19
\$45,000 - \$49,999		4.2%	23
\$50,000 - \$74,999		18.3%	100
\$75,000 - \$99,999		18.3%	100
\$100,000 - \$124,999		13.2%	72
\$125,000 - \$149,999		5.3%	29
\$150,000 - \$200,000		7.2%	39
Over \$200,000		7.2%	39





Total: 545
Avg \$91,022

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.4%	2
Black or African-American		4.4%	25
Asian		0.4%	2
White or Caucasian		89.2%	506
Hispanic		1.2%	7
Other		1.4%	8
Prefer not to answer		3.0%	17


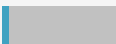



Total: 567

129. Are you...





Value		Percent	Responses
Male		38.6%	219
Female		58.9%	334
Gender Variant / Non-conforming		0.2%	1
Prefer not to answer		2.3%	13

Total: 567

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


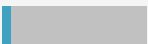



Value	Percent	Responses
Single Family Home 	84.7%	480
Apartment 	7.2%	41
Condominium 	3.4%	19
Mobile Home 	2.6%	15
Other 	2.1%	12
		Total: 567

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		84.5%	479
Rented		11.6%	66
Occupied Without Payment of Rent		1.8%	10
Other		2.1%	12

Total: 567

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

Value		Percent	Responses
None		85.7%	486
1		7.2%	41
2		3.5%	20
3		2.6%	15
4 or more		0.9%	5
			Total: 567