

# Covid-19 Impact and Local Business Survey Florida Report - April 2020


## Response Counts

Completion Rate:	100%		
	Complete		662











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Total: 662

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	662
			<b>Total: 662</b>

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

Value		Percent	Responses
Local Newspaper		69.6%	461
Local Newspaper Website		50.5%	334
Local TV News		67.8%	449
National Broadcast News		71.1%	471
Local Radio		10.0%	66
Apple News		6.9%	46
Facebook		13.6%	90
Twitter		6.6%	44
Nextdoor		8.9%	59
Other		13.9%	92

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

Value		Percent	Responses
Local Newspaper		26.7%	177
Local Newspaper Website		14.7%	97
Local TV News		12.7%	84
National Broadcast News		32.6%	216
Local Radio		1.2%	8
Apple News		0.8%	5
Facebook		0.6%	4
Twitter		0.2%	1
Other		10.6%	70
			<b>Total: 662</b>




#### 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		88.5%	586
Weekly updates on Covid-19 impact on our community		29.6%	196
Local resources available to our community to lessen impact of Covid-19		61.5%	407
Personal stories on the impact of Covid-19 on households		21.5%	142
Stories on the impact of Covid-19 on employment and local economy		48.5%	321
Online services being offered in the community		38.1%	252
Unemployment resources for persons laid off		18.9%	125
Assistance resources available for local businesses		21.0%	139
Other		5.4%	36


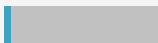
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		61.0%	404
New hours		59.8%	396
Services that are being offered		81.6%	540
New services being offered		53.5%	354
Online services being offered		62.2%	412
Employment needs		18.3%	121
Other		3.3%	22

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		28.1%	186
Watched Local Television		83.2%	551
None of the above / Does not apply		12.2%	81

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

Value		Percent	Responses
Yes		95.2%	630
No		4.8%	32













**Total: 662**



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		36.7%	231
Local Daily Newspaper		94.1%	593
Local Paid Weekly Community Newspaper		10.6%	67
Local Free Weekly Print Publication		25.6%	161
Local Alternative Publication		7.1%	45
Local City or Regional Magazine		21.0%	132
Local Specialty Publication		11.3%	71
Local Business Publication		10.8%	68
Local Ethnic Publication		2.1%	13
Local Parenting Publication		1.1%	7
Local Senior Publication		7.9%	50
None of the above / Does not apply		1.0%	6






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		4.5%	30
Auto Detailing Shop		5.3%	35
Auto Glass Repair Shop		0.8%	5
Oil Change Station		27.9%	185
Auto Parts Store		11.3%	75
Auto Repair Shop		18.4%	122
New Vehicle Dealership		16.0%	106
Used Vehicle Dealership		2.7%	18
Recreation Vehicle (RV) Dealership		1.1%	7
RV or Camper Repair		0.6%	4
Tire Store		6.8%	45
None of the above / Does not apply		39.7%	263







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
Farm Truck and Tractor Repair Shop		0.2%	1
Agriculture Farm Supply Store		1.2%	8
Agricultural Service		0.5%	3
Animal Feed Store		4.8%	32
None of the above / Does not apply		94.3%	624

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		48.9%	324
Ethnic Food Restaurant		43.1%	285
Liquor Store		42.4%	281
Wine Shop		27.5%	182
None of the above / Does not apply		20.5%	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		11.9%	79
Farmers Market		23.0%	152
Grocery Store (Co-op)		24.0%	159
Grocery Store (Neighborhood/Local/Mom & Pop)		67.5%	447
Specialty Food Market		27.5%	182
None of the above / Does not apply		12.5%	83



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		48.9%	324
Day Spa		6.9%	46
Nail Salon		36.6%	242
None of the above / Does not apply		31.4%	208

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		6.2%	41
Bicycle Repair Shop		7.9%	52
Bicycle Rental Service		0.3%	2
Golf Course		13.1%	87
Gun Shooting Range		5.1%	34
Gun Store		3.5%	23
New Sporting Goods Store		8.9%	59
None of the above / Does not apply		68.9%	456

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%	27
None of the above / Does not apply 	95.9%	635









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		10.9%	72
Community College		3.6%	24
Tutoring Center		0.5%	3
Private Tutor		1.4%	9
None of the above / Does not apply		85.5%	566








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		27.9%	185
Credit Union		6.2%	41
Financial Advisor		13.9%	92
Stockbroker		6.2%	41
None of the above / Does not apply		66.3%	439





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		1.2%	8
Debt Consolidation Company		1.1%	7
Payday Loan Company		0.6%	4
Tax Return Service		21.0%	139
Title Loan Company		1.1%	7
None of the above / Does not apply		76.9%	509

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		6.5%	43
Dentist		27.9%	185
General Practitioner		15.7%	104
Family Practitioner		16.0%	106
Optometrist		9.7%	64
Pediatrician		1.2%	8
None of the above / Does not apply		58.0%	384













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		10.0%	66
Hospital		2.0%	13
Medical Clinic		6.0%	40
None of the above / Does not apply		86.4%	572



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		29.8%	197
Mental Health Provider		3.9%	26
Denture or Implant Specialist		8.2%	54
Ear, Nose & Throat Doctor		13.1%	87
Home Health Care Provider		1.8%	12
Internal Medicine Doctor		43.7%	289
Nutritionist or Dietician		2.7%	18
Physical Therapist		9.2%	61
Psychiatrist		3.6%	24
None of the above / Does not apply		34.9%	231

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
Hearing Aid Center		8.0%	53
Laboratory or Medical Testing Facility		31.3%	207
Medical Marijuana Dispensary		3.8%	25
Medical Spa		0.8%	5
Mental Health Clinic		0.6%	4
Medical Supply Store		4.8%	32
Pain Clinic		3.6%	24
Rehabilitation Clinic		1.2%	8
Sleep Disorder Clinic		2.0%	13
Urgent Care Clinic		4.8%	32
Walk-In Clinic		3.2%	21
None of the above / Does not apply		54.5%	361

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		8.0%	53
None of the above / Does not apply		92.0%	609







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		4.4%	29
Courier or Delivery Service		21.5%	142
Cremation Service Provider		0.6%	4
Dry Cleaning or Laundry Service		25.5%	169
Electronics Repair Shop		1.4%	9
Funeral Service Provider		0.5%	3
Information Technology (IT) Service		5.9%	39
Marriage Counselor		0.2%	1
Moving Truck Rental Company		1.5%	10
Mobile or Cell Phone Repair Shop		5.0%	33
Propane Dealer		10.7%	71
Self-Storage Facility		8.9%	59
Sewing and Alterations Shop		5.1%	34
Small Engine Repair Shop		1.4%	9
Shipping Center		18.9%	125
None of the above / Does not apply		41.7%	276













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		10.9%	72
Church		35.6%	236
Community Organization		5.4%	36
Community Service or Non-Profit Organization		11.2%	74
None of the above / Does not apply		53.3%	353















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		8.9%	59
Painting Contractor		7.9%	52
Plumber or Plumbing Contractor		10.0%	66
None of the above / Does not apply		79.2%	524

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		5.6%	37
Concrete Contractor		0.9%	6
Furnace Contractor		0.5%	3
General Contractor		5.6%	37
Handyman		29.3%	194
Heating & Air Conditioning Service		23.7%	157
Home Security Company		4.1%	27
Junk Removal or Hauling Service		3.2%	21
Kitchen or Bath Remodeling Company		4.4%	29
Landscaping Service		26.0%	172
Mover or Moving Company		1.7%	11
New Home Builder		0.3%	2
Remodeling Contractor		4.1%	27
Roofing Contractor		4.2%	28
Septic Tank Contractor		1.1%	7
None of the above / Does not apply		37.0%	245



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		8.9%	59
Fuel or Oil Home Heating Service		1.2%	8
Furnace Cleaning Service		1.2%	8
Home Theater Installation Service		0.6%	4
Home Gardening Service		11.5%	76
House Cleaning Service		22.2%	147
Landscaper		16.6%	110
Pest Control Service or Exterminator		29.0%	192
Pool Cleaning Service		16.9%	112
Shades & Blinds Installation Service		4.2%	28
Television or Internet Service Provider		22.7%	150
Water Treatment Supply & Service		1.8%	12
Window & Door Installation Service		4.1%	27
None of the above / Does not apply		34.1%	226



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

Value		Percent	Responses
55+ Housing Community		5.1%	34
Adult Day Care		0.3%	2
Assisted Living Facility		1.2%	8
Nursing Home		0.5%	3
Respite Relief Provider		0.3%	2
Retirement Counselor		0.9%	6
Senior Center		2.1%	14
None of the above / Does not apply		90.8%	601

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		0.8%	5
None of the above / Does not apply		99.2%	657

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 	6.3%	42
None of the above / Does not apply 	93.7%	620



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		1.5%	10
Animal Shelter		1.1%	7
Bird Seed Store		4.2%	28
Pet Groomer		13.4%	89
Pet Sitter		3.0%	20
Pet Store		23.0%	152
Veterinarian		28.9%	191
None of the above / Does not apply		55.7%	369

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		4.8%	32
Real Estate Brokerage Firm		1.7%	11
None of the above / Does not apply		94.6%	626

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		1.5%	10
Estate Liquidator		0.2%	1
Mortgage Banker		3.2%	21
Mortgage Broker		2.6%	17
Real Estate Appraiser		3.6%	24
None of the above / Does not apply		91.7%	607

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		46.4%	307
Family Style Restaurant		53.2%	352
Food Cart/ Food Truck		5.0%	33
Fine Dining Restaurant		33.8%	224
Restaurant with Lounge or Bar		26.9%	178
Pizza Restaurant		53.8%	356
None of the above / Does not apply		19.3%	128

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		8.5%	56
Consignment Shop		7.3%	48
Craft Supply Store		11.3%	75
Bookstore		26.6%	176
Computer Store		9.4%	62
Department Store		48.8%	323
Discount Store		35.2%	233
Drugstore or Pharmacy		76.1%	504
Fabric Store		7.3%	48
Florist		3.9%	26
Gift Shop		4.1%	27
Gun Shop		4.2%	28
Hobby Shop		6.6%	44
Marijuana Dispensary		3.9%	26
Mobile Phone Store		11.3%	75
Shopping Center		39.4%	261
Thrift Store		11.0%	73
Wholesale, Warehouse or Club Store		36.6%	242
Yard Equipment Store		3.9%	26
Vitamin or Supplement Store		13.0%	86
None of the above / Does not apply		6.8%	45

Value		Percent	Responses
Christian Book Store		1.7%	11
Equipment Rental Store		1.2%	8
Gold/Silver/Precious Metal Dealer		1.1%	7
Military Surplus Store		0.6%	4
Monument or Memorial Company		0.6%	4
Pawn Shop		0.9%	6
Religious Supply or Gift Shop		1.1%	7
Survival Store		0.3%	2
Security Service		1.2%	8
Yarn Store		1.8%	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		33.7%	223
Free delivery		47.9%	317
Drive-thru		49.1%	325
Carryout		60.9%	403
Curbside carryout		58.5%	387
Other		1.2%	8
None of the above / Does not apply		11.8%	78

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		31.7%	210
Carpet Store		1.5%	10
Fireplace, Wood Stove or Barbeque Store		0.8%	5
Flooring Store		4.2%	28
Furniture Store		9.2%	61
Hardware Store		36.4%	241
Home & Garden Center		38.4%	254
Home Decor Store		8.2%	54
Hot Tub or Spa Dealer		0.9%	6
Major Appliance Store		6.5%	43
Mattress or Bedding Store		3.9%	26
Outdoor Furniture Store		4.2%	28
Plant Nursery & Garden Supply Store		19.8%	131
Paint Store		9.7%	64
Tool Rental Center		1.1%	7
TV & Appliance Store		4.1%	27
Vacuum Store		0.3%	2
None of the above / Does not apply		30.2%	200





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		11.5%	76
Clothing Store		47.9%	317
Eyewear & Opticians Store		19.6%	130
Jewelry Store		3.6%	24
Shoe Store		25.7%	170
None of the above / Does not apply		39.3%	260








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		12.8%	85
Insurance Agency		8.5%	56
Legal Firm or Attorney		7.7%	51
Tax Advisor		5.6%	37
None of the above / Does not apply		75.4%	499

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		3.3%	22
Life Coach		0.9%	6
None of the above / Does not apply		95.9%	635


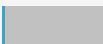






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Travel Trailer or 5th Wheel		0.6%	4
Purchase Used Class A RV		0.3%	2
Purchase Used Class B RV		0.5%	3
Purchase Used Class C RV		0.2%	1
Purchase Used Travel Trailer or 5th wheel		0.3%	2
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		98.3%	651

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		4.4%	29
New Luxury Vehicle - Under \$50,000		1.1%	7
New Luxury Vehicle - \$50,000 - \$75,000		1.5%	10
New Luxury Vehicle - Over \$75,000		0.3%	2
New Van		0.2%	1
New Minivan		0.3%	2
New SUV		4.4%	29
New Truck		1.1%	7
New Hybrid or Electric Vehicle		1.5%	10
Used Car		2.4%	16
Used Luxury Vehicle - Under \$30,000		0.8%	5
Used Luxury Vehicle - \$30,000 - \$50,000		0.3%	2
Used Luxury Vehicle - Over \$50,000		0.2%	1
Used Van		0.2%	1
Used Minivan		0.3%	2
Used SUV		1.7%	11
Used Truck		0.6%	4
Used Hybrid or Electric Vehicle		0.5%	3
None of the above / Does not apply		85.3%	565












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

Value		Percent	Responses
Compact car		1.4%	9
Full-size car		2.3%	15
Luxury vehicle (any size)		2.3%	15
Midsized car		2.4%	16
Pickup truck		1.7%	11
Sport utility vehicle (SUV)		10.9%	72
Van or minivan		0.8%	5
None of the above		78.4%	519

Total: 662



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
BMW		3.8%	25
Chevrolet		4.2%	28
Ford		5.4%	36
Honda		6.9%	46
Hyundai		4.2%	28
Lexus		3.6%	24
Toyota		7.3%	48
None of the above / Does not apply		76.4%	506
Acura		1.2%	8
Audi		1.5%	10
Buick		2.3%	15
Cadillac		2.4%	16
Chrysler		0.3%	2
Dodge		0.6%	4
Fiat		0.2%	1
GMC		1.2%	8
Infiniti		1.5%	10
Jeep		1.1%	7
Kia		2.6%	17
Land Rover		0.3%	2
Lincoln		1.8%	12

Value		Percent	Responses
Mazda		2.7%	18
Mercedes-Benz		2.9%	19
Mini		0.5%	3
Mitsubishi		0.3%	2
Nissan		2.4%	16
Porsche		1.5%	10
Saab		0.2%	1
Subaru		2.6%	17
Tesla		1.1%	7
Volkswagen		1.8%	12
Volvo		2.1%	14































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		7.3%	48
No		92.7%	614

**Total: 662**

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		6.2%	41
Printer		4.8%	32
Ink or Printer Cartridges		38.4%	254
Headphones		5.7%	38
Smartphone Charger		3.3%	22
Noise Canceling Headphones		3.6%	24
Healthcare Device		3.8%	25
Surge Protector		4.2%	28
Batteries for Electronics		27.0%	179
None of the above / Does not apply		44.3%	293
Home Theater System		1.1%	7
GPS Device (Handheld or In-Vehicle)		2.0%	13
Satellite Radio		1.2%	8
Satellite TV System		0.5%	3
Stereo System (Home)		0.5%	3
Wi-Fi for Home		2.4%	16
Portable Speakers		1.8%	12
Wireless Speakers		2.0%	13
Smartwatch		2.1%	14
Phone or Tablet Controlled Home Tech Products		2.0%	13
Phone Calling Card		1.2%	8
Compact/Mini Projector		0.2%	1

Value		Percent	Responses
Wearable Electronics		1.4%	9
Aerial Drone		1.1%	7
Wireless Hotspot		1.1%	7
Assistive Technology for Hearing		2.1%	14
Virtual Reality Headset		0.3%	2
Smart Sports Equipment		0.3%	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		0.3%	2
Camera (Digital) SLR		1.2%	8
Camera Accessories or Supplies		1.2%	8
Camera Lens		0.6%	4
Computer Accessories		5.1%	34
Computer Software		3.6%	24
E-Reader (Kindle or Similar)		1.5%	10
Tablet (iPad or Similar)		3.9%	26
Personal Computer		2.3%	15
Laptop Computer		5.4%	36
TiVo or DVR		0.5%	3
4K Ultra HD TV		4.5%	30
Smart TV		3.8%	25
None of the above / Does not apply		78.9%	522













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

Value		Percent	Responses
Smartphone		8.9%	59
Conventional Cell Phone		3.8%	25
Prepaid Cell Phone		0.6%	4
Unlocked Cell Phone		0.9%	6
Large-Screen Smartphone		2.3%	15
None of the above / Does not apply		84.9%	562





















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		2.3%	15
Necklaces		2.4%	16
Wedding Rings		0.5%	3
Rings (Other)		1.4%	9
Earrings		3.5%	23
Pendants		1.1%	7
Celtic Jewelry		0.5%	3
Diamond Jewelry		0.6%	4
Silver Jewelry		1.4%	9
Gemstone Jewelry		1.5%	10
Pearl Jewelry		0.8%	5
Men's Jewelry		0.5%	3
Costume Jewelry		2.9%	19
Designer Jewelry		0.6%	4
Jewelry Box or Organizer		0.5%	3
Men's High-End Watch		0.8%	5
Women's Watch		1.7%	11
Women's Jewelry		4.1%	27
None of the above / Does not apply		87.6%	580

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		9.1%	60
Dental Insurance		1.8%	12
Disability Insurance		0.2%	1
Homeowner Insurance		8.0%	53
Life Insurance		1.7%	11
Medical (Health) Insurance		1.8%	12
Medicare		2.4%	16
Long Term Care Insurance		1.2%	8
Pet Insurance		1.1%	7
Renters Insurance		0.6%	4
Professional Liability Insurance		0.9%	6
None of the above / Does not apply		82.8%	548

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		4.1%	27
Family Practice Doctor		6.3%	42
Optometrist		4.5%	30
Primary Care Provider		7.4%	49
Drugstore or Pharmacy		8.0%	53
None of the above / Does not apply		78.5%	520
Acupuncture		1.4%	9
Audiologist		2.0%	13
Counseling & Mental Health Specialist		1.1%	7
Geriatric Specialist		0.5%	3
Home Healthcare		0.5%	3
Hospital		0.8%	5
Medical Clinic		1.1%	7
Pediatric Dentist		0.2%	1
Pediatrician		0.5%	3
Wellness Business		0.6%	4
Weight Loss Service		1.1%	7
Alternative Care Provider		0.5%	3
Physical Therapy or Rehabilitation service provider		1.5%	10
Hearing Aid Center		1.8%	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		0.9%	6
Bankruptcy Attorney		0.3%	2
Banking, Partnership & Business Law Attorney		3.5%	23
Child Support Attorney		0.3%	2
Disability & Social Security Attorney		0.5%	3
Divorce & Family Law Attorney		0.3%	2
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.6%	4
General Practice Attorney		3.8%	25
Intellectual Property Attorney		0.5%	3
Patent, Trademark & Copyright Attorney		0.5%	3
Probate Attorney		1.2%	8
Real Estate Attorney		3.9%	26
Taxation Attorney		2.1%	14
Wills, Trusts & Estates Attorney		20.5%	136
None of the above / Does not apply		70.7%	468
















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

Value		Percent	Responses
Dental Checkup		48.8%	323
Teeth Cleaning		47.3%	313
Cavity Filling		6.8%	45
Crown		9.1%	60
Oral Surgery		3.0%	20
Braces		1.2%	8
Composite Bonding		1.1%	7
Dental Implants		6.2%	41
Dental Veneers		0.9%	6
Dentures		1.2%	8
Full Mouth Reconstruction		0.3%	2
Inlays or Onlays		0.3%	2
Smile Makeover		0.3%	2
Teeth Whitening		2.4%	16
None of the above / Does not apply		25.7%	170











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		47.0%	311
Purchase Health Related Products		8.6%	57
Use Physical Rehabilitation Services		3.0%	20
Purchase Health and Wellness Supplements		15.1%	100
Receive Treatment for Back Pain		7.1%	47
Have an Eye/Vision Exam		33.8%	224
Purchase Prescription Eyeglasses		15.7%	104
Purchase Prescription Contact Lenses		4.4%	29
Have an Annual Physical or Checkup		30.4%	201
Have X-Rays Taken		5.9%	39
Have a Scheduled Surgery		3.2%	21
Have Blood Drawn for Testing		32.8%	217
Plan to Visit a Hospital for any Medical Service or Procedure		5.4%	36
Have Foot Problems Diagnosed or Treated		6.5%	43
Senior Travel		5.1%	34
Purchase Allergy Medications		12.2%	81
Use Personal Trainer or Instructor		5.7%	38
Cardiovascular Treatment		6.3%	42
Cancer Treatment		4.8%	32
Chiropractic Care		9.1%	60
Do Corrective Exercises		4.5%	30









Value		Percent	Responses
Purchase Diabetes Testing Supplies		5.1%	34
Get Vaccinations at Drug Store or Pharmacy		9.2%	61
Discretionary Health Care and Wellness Services and Products		5.0%	33
Purchase Marijuana		3.0%	20
Purchase Vitamins		39.7%	263
Purchase Anti Anxiety Medication or Supplements		5.9%	39
None of the above / Does not apply		19.0%	126
Purchase Elder Care-Related Products or Services		0.8%	5
Purchase Medical Supplies or Equipment for Home		2.3%	15
Find Home for Aging Parent		0.3%	2
Participate in a Medical Study		1.2%	8
Stop Smoking		0.3%	2
Purchase a Mobility Device		0.6%	4
Receive Treatment for Vehicle or Workplace Injury		0.9%	6
Handicap Accessible Products		1.2%	8
Purchase Orthopedic Shoes		0.8%	5
Purchase Home Medical Testing Equipment or Supplies		1.4%	9
Hire a Personal Care Assistant		0.3%	2
Hire a Caregiver or Respite Worker		0.3%	2
Purchase "Aging in Place" Products		0.6%	4
Purchase a Medical Alert Service		0.3%	2
Have Safety Bars Installed in Bathroom		0.8%	5
Receive Treatment for a Sleep Disorder		2.3%	15

Value		Percent	Responses
Stroke Treatment		0.2%	1
Orthopaedic or Knee Surgery		1.1%	7
Memory or Alzheimer's Care		0.9%	6
Nutritional Counseling		1.5%	10
Spinal and Postural Screening		0.3%	2
Physiotherapy		1.4%	9
Purchase Blood Pressure Monitoring Device		2.3%	15
Receive Aquatic Therapy		0.6%	4
Join a Weight Loss Group		1.1%	7
Purchase Weight Loss Supplements		0.6%	4
Purchase Weight Loss Food Plan		1.1%	7
Have Reflexology Treatment		0.8%	5
Hire a Weight Loss Professional		0.6%	4
Have Cataract Surgery		1.7%	11
Have Acupuncture		2.7%	18
Receive Treatment for PTSD		0.3%	2
Purchase Hemp Based Supplements		2.6%	17




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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	1
Purchase a "In-the-Ear" Hearing Aid		0.8%	5
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	3
Purchase a Digital Hearing Aid		1.7%	11
Purchase a "Behind-the-Ear" Hearing Aid		0.8%	5
Purchase Hearing Aid Cleaning Supplies		1.2%	8
Purchase Hearing Aid Batteries		3.9%	26
Purchase a "In-the-Canal" Hearing Aid		0.8%	5
Have a Hearing Exam		6.8%	45
None of the above / Does not apply		89.4%	592

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%	4
Pre-purchase a Funeral Plot or Cremation Service		3.0%	20
Purchase a Monument or Headstone		0.6%	4
Use a Funeral Planner		0.6%	4
Purchase Flowers for a Funeral		0.9%	6
Use a Cremation Service		0.5%	3
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	2
None of the above / Does not apply		95.0%	629

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 Nursing Home		0.2%	1
Utilize a Respite Provider		0.3%	2
None of the above / Does not apply		99.5%	659



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%	8
Open Savings Account		1.4%	9
Online Banking		51.7%	342
Manage Investments		24.6%	163
Manage Retirement Accounts		22.8%	151
Mortgage Line of Credit		3.9%	26
Financial Consulting		13.1%	87
Financial Services		13.9%	92
Safe Deposit Box Rental		5.7%	38
Obtain New Credit Card		2.3%	15
Payday Loan or Check Cashing Business		0.5%	3
Use Vehicle Title Loan Company		0.5%	3
None of the above / Does not apply		31.7%	210

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		3.2%	21
Certificates of Deposit		7.6%	50
City or State Bonds		3.2%	21
Collectibles, Antiques or Art		1.4%	9
Common or Preferred Stock		14.8%	98
Corporate Bonds or Debentures		3.9%	26
401(k)		15.3%	101
Gold or Precious Metals		2.0%	13
IRA		12.7%	84
Money Market Funds		12.4%	82
Mutual Funds		14.5%	96
Non-US Stocks		3.2%	21
Options		1.4%	9
US Savings Bonds		2.1%	14
US Treasury Notes		2.1%	14
Coins or Stamps		2.0%	13
None of the above / Does not apply		59.7%	395

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%	1
Business Equipment Loan		0.9%	6
College Expenses Loan		0.3%	2
College Tuition Loan		0.8%	5
Debt Consolidation Loan		1.1%	7
Medical Expenses Loan		0.3%	2
New Vehicle Loan		4.1%	27
Used Vehicle Loan		1.4%	9
Vacation or Travel Loan		0.3%	2
None of the above / Does not apply		92.6%	613

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		18.1%	120
Nail Polish		10.6%	70
Eyewear or Sunglasses		16.2%	107
Handbags		6.9%	46
Intimate Apparel		6.9%	46
Jewelry or Accessories		4.8%	32
Luggage or Bags		3.2%	21
Perfume		6.8%	45
Men's Apparel		21.5%	142
Men's Shoes		14.2%	94
Men's Underwear		12.5%	83
Women's Apparel		40.0%	265
Women's Pajamas or Sleepwear		10.1%	67
Women's Shoes		23.3%	154
Women's Underwear		15.6%	103
Socks		11.2%	74
None of the above / Does not apply		35.5%	235
Coats		0.6%	4
Hats		2.1%	14
Watches		1.8%	12
Scarves		2.3%	15

Value		Percent	Responses
Uniforms		0.9%	6
Western Clothing		1.1%	7
Outerwear		2.0%	13

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		0.8%	5
Children's Pants		2.1%	14
Children's T-Shirts		4.2%	28
Children's Dresses		2.7%	18
Children's Pajamas or Sleepwear		2.7%	18
Children's Socks		2.7%	18
Children's Shorts		3.5%	23
Infant Clothing		4.7%	31
Children's School Uniform		1.2%	8
Children's Athletic Clothing		3.5%	23
None of the above / Does not apply		88.1%	583

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)		19.6%	130
Boots (Men's)		1.2%	8
Cowboy Boots (Men's)		0.8%	5
Work & Safety (Men's)		1.7%	11
Sneakers		14.4%	95
Classic & Fashion Sneakers (Women's)		8.0%	53
Work & Safety (Women's)		1.5%	10
Cowboy Boots (Women's)		0.2%	1
Athletic & Outdoor Shoes (Women's)		20.1%	133
Athletic & Outdoor Shoes (Children's)		3.8%	25
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		57.6%	381

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		9.8%	65
Have Clothing Dry Cleaned		26.3%	174
Have Shoes Repaired		7.9%	52
Rent or Purchase a Costume		0.3%	2
Wash Clothing at a Laundromat		2.1%	14
Purchase Custom Made Clothing Items		0.5%	3
None of the above / Does not apply		65.7%	435





















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)		3.9%	26
Bicycle Tune-Up or Repair		7.3%	48
Exercise or Fitness Equipment		5.0%	33
Fishing Bait or Attractant		4.5%	30
Fishing Accessories		5.0%	33
Golf Clubs or Equipment		5.0%	33
Ammunition		5.9%	39
Swimming Gear		4.2%	28
None of the above / Does not apply		70.4%	466
Archery Equipment		0.8%	5
High End Bicycle		0.5%	3
Bicycle Rental		0.3%	2
Camping or Hiking Equipment		0.8%	5
Fishing Rods or Reels		2.7%	18
Hunting Gear		0.2%	1
Running or Jogging Equipment		2.6%	17
Soccer Equipment		0.6%	4
Sports Equipment (Children)		0.6%	4
Trampoline		0.5%	3
Trophies or Plaques		0.2%	1
Weight Lifting Equipment		2.9%	19
Used Sporting Equipment		0.6%	4























Value		Percent	Responses
Rifle		1.2%	8
Hand Gun		2.6%	17
Shotgun		0.8%	5








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		22.1%	146
Bedding Flowers or Perennials		19.5%	129
Fertilizer		18.6%	123
Flower Pots		12.5%	83
Garden Ornaments		4.1%	27
Gravel or Rock		6.5%	43
Hand Garden Tools		5.3%	35
Landscaping		9.7%	64
Decorative Rock		4.2%	28
Lawn Seed, Turf or Sod		3.8%	25
Outdoor Furniture		3.0%	20
Outdoor Grill		3.6%	24
Patio Furniture		3.3%	22
Propane		10.7%	71
Shrubbery or Trees		4.5%	30
Insect or Fungus Control Products		6.6%	44
None of the above / Does not apply		45.6%	302
Chainsaw		0.5%	3
Fountains		1.4%	9
Gate		0.5%	3
Gazebo		0.2%	1
Indoor Garden Supplies		2.7%	18





















Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		0.6%	4
Outdoor Fireplace or Fire Pit		0.9%	6
Patio Heater		0.3%	2
Outdoor Infrared Heater or Fireplace		0.2%	1
Outdoor Smoker		0.9%	6
Outdoor Kitchen Equipment		0.6%	4
Outdoor Entertainment Center		0.3%	2
Patio Cover, Awning or Canopy		1.2%	8
Pole Shed		0.5%	3
Power Garden Tools		0.6%	4
Lawn Mower (Push)		0.5%	3
Lawn Mower (Riding)		0.5%	3
Screen Porch		0.9%	6
Stone (Cast, Crushed or Natural)		1.7%	11
Storage Shed		1.5%	10
Leaf Blower		1.4%	9
Outdoor Garden Flags		1.1%	7
Greenhouse		0.3%	2







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		12.4%	82
Bird Seed		8.9%	59
Cat Food		21.9%	145
Dog Food		28.7%	190
Specialized Pet Food		4.2%	28
Other Pet Food		3.9%	26
Pet Accessories		5.7%	38
Pet Toys		8.9%	59
Annual Pet Vaccinations		16.6%	110
Annual Pet Checkups		15.0%	99
Adopt or Rescue a Pet		3.5%	23
Purchase Pet Medication		8.8%	58
None of the above / Does not apply		49.7%	329
Fish Food		2.6%	17
Pet Clothing		0.5%	3
Pet Enclosure		0.3%	2
Aquarium or Tank		0.5%	3
Fish Supplies		1.2%	8
Disease Diagnosis		0.6%	4
Pet Travel Cage		0.5%	3
Pet Travel Accessories		0.2%	1
Cremation or Burial Services		0.5%	3

Value		Percent	Responses
Board a Pet Overnight		1.5%	10
Pet Tracking Device		0.3%	2
Pet Dental Care		2.1%	14
Animal Training Classes		1.5%	10
Hemp Based Pet Supplements		0.8%	5
THC Based Pet Supplements		0.6%	4
Anti Anxiety or Stress Pet Medication for Holidays		1.4%	9

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		4.2%	28
Remodel Kitchen		3.2%	21
Remodel Bathroom		6.0%	40
General Remodeling		3.2%	21
Replace Flooring		3.2%	21
None of the above / Does not apply		73.6%	487
Add a Room		0.5%	3
Add a Home Office		1.4%	9
Add or Replace Deck		1.8%	12
Cabinet Refacing or Resurfacing		2.3%	15
Refinish Bathtub		1.1%	7
Install a Glass Shower		0.9%	6
Replace Garage Door		0.5%	3
Build a Storage Shed		1.1%	7
Have Furniture Restored		1.7%	11
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		0.2%	1
Install "Aging In Place" Products		0.8%	5
Install a Solar Energy System		1.1%	7
Install Security or Monitoring System		0.9%	6
Resurface or Build New Driveway		1.1%	7
Stone or Marble Work (Bathroom or Kitchen)		1.1%	7

Value		Percent	Responses
Sealcoating		2.3%	15
Replace Carpet		2.3%	15
Asphalt Repair		1.7%	11
Asphalt Resurfacing		1.7%	11
Residential Paving		1.2%	8
Replace Windows		2.9%	19



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		3.8%	25
Doors (Exterior)		4.5%	30
Electrical Supplies		3.3%	22
Hand Tools		3.0%	20
Lighting and Fixtures		5.9%	39
Lumber		3.0%	20
Paint (Exterior)		8.5%	56
Paint (Interior)		12.5%	83
Plumbing Supplies		3.8%	25
None of the above / Does not apply		64.5%	427
Circular Saw		0.3%	2
Decking		2.0%	13
Doors (Interior)		2.1%	14
Fencing		2.9%	19
Generator		1.7%	11
Hardwood Products		1.5%	10
Home Security Doorbell Camera		1.7%	11
Kitchen Cabinets		2.3%	15
Lock Sets		1.5%	10
Mill Work		0.5%	3
Molding		1.5%	10






















Value		Percent	Responses
Plywood		0.9%	6
Power Tools		1.5%	10
Rain Gutters		2.3%	15
Roofing (Composition)		0.6%	4
Roofing (Other)		1.8%	12
Security Door		0.5%	3
Security Locks		1.1%	7
Screen Door		2.0%	13
Security Window Film		0.5%	3
Siding		0.3%	2
Solar Screen		0.6%	4
Water Softener System or Supplies		0.9%	6
Wet or Dry Vacuum		0.5%	3
Wood Stove or Fireplace		0.3%	2
Window Guards		0.5%	3
Windows (Double-Hung)		1.5%	10
Windows (Casement)		0.9%	6
Windows (Picture)		0.9%	6
Windows (Slider)		0.9%	6
Windows (Bay or Bow)		0.3%	2











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		11.6%	77
Air Duct Cleaning		6.5%	43
Appliance Repair		3.5%	23
Carpet Cleaning		7.1%	47
Electrical Repair		4.5%	30
Gardening Services		6.0%	40
Handyman Services		16.6%	110
Home Repair		3.6%	24
None of the above / Does not apply		55.3%	366
Alternative Energy Systems Installation		0.5%	3
Alternative Energy Systems (Service or Repair)		0.2%	1
Blinds Cleaning		1.8%	12
Carpenter or Woodworking		2.3%	15
Chimney Cleaning		0.3%	2
Concrete Repair		0.9%	6
Drywall Installation or Repair		2.1%	14
Electrical Panel Replacement		0.9%	6
Fire & Water Damage Restoration		0.6%	4
Flooring - Ceramic Tile (Installation or Repair)		1.8%	12
Flooring - Laminate (Installation or Repair)		0.9%	6
Flooring - Linoleum (Installation or Repair)		0.3%	2

Value		Percent	Responses
Flooring - Wood (Installation or Repair)		1.5%	10
Flooring - Other (Installation or Repair)		1.7%	11
Furnace Cleaning		0.6%	4
Furniture Reupholster		0.9%	6
Gutter Installation or Repair		2.1%	14
Home Computer Repair		0.8%	5
Home Electronics Repair		0.8%	5
Home Heating Oil or Fuel Service		0.3%	2
Home Remodel		1.4%	9
























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		17.7%	117
Junk or Yard Waste Removal		3.9%	26
Recycle		4.5%	30
Landscaping Service		13.4%	89
Painting		7.4%	49
Pest Control		13.1%	87
Plumbing Repair		5.9%	39
Pool Cleaning Service		8.9%	59
Pressure Washing		7.4%	49
Trash Removal		6.3%	42
Computer Repair		4.4%	29
None of the above / Does not apply		47.9%	317
Home Security Service		2.6%	17
Insulation Installation or Maintenance		0.3%	2
Interior Design		1.4%	9
Sell Scrap Metal		0.3%	2
Movers		1.2%	8
Mold Inspection or Removal		1.4%	9
Preventative Home Maintenance		2.6%	17
Roof Repair		2.7%	18
Security System		1.5%	10

Value		Percent	Responses
Septic Tank Cleaning or Repair		1.1%	7
Siding Replacement		0.2%	1
Solar Heating or Power System Installation or Repair		0.3%	2
Stucco or Exterior Coating		0.6%	4
Tool Rental		0.8%	5
Waterproofing		0.3%	2
Window Installation		2.4%	16
Window Tinting for Home		0.2%	1
Yard Equipment Rental		0.2%	1
Mobile or Cell Phone Repair		1.7%	11
























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
Air Conditioning (Buy)		3.3%	22
Emergency Preparedness Kit or Supplies		5.0%	33
Batteries (Home or Office)		25.7%	170
Candles		7.9%	52
Rugs		3.5%	23
Curtains or Drapes		3.2%	21
Furniture (Bedroom)		3.5%	23
Furniture (Living Room)		3.8%	25
Storage Boxes or Tubs		3.0%	20
Indoor Flowers		4.7%	31
None of the above / Does not apply		52.7%	349
Awning		1.1%	7
Window Blinds (Venetian or Mini)		2.7%	18
Firewood		0.5%	3
Carpeting		2.9%	19
Flooring Tile		1.8%	12
Hardwood Flooring		0.6%	4
Rugs (Persian)		0.3%	2
Clocks		1.5%	10
Closet System		1.2%	8
Cutlery, Flatware or Silverware		1.4%	9

Value		Percent	Responses
Fire Extinguisher		1.5%	10
Fine Art (Paintings, Pottery, Etc.)		1.7%	11
Custom Built Furniture		0.6%	4
Reconditioned Furniture		0.2%	1
Furniture (Children's)		0.3%	2
Crib		0.2%	1
Furniture (Dining Room)		1.4%	9
Furniture (Home Office)		1.7%	11
Furnace		0.2%	1
Futon		0.9%	6
Safe		0.6%	4
Laminate Flooring		1.2%	8
Floral Arrangements		2.4%	16
Picture Frames		2.9%	19
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		0.6%	4
Linens (Bathroom)		2.9%	19
Reclining Chair		1.7%	11
Wallpaper		0.2%	1
Signs or Banners		0.6%	4
Hot Tub or Spa (New)		0.6%	4
Linens (Dining Room or Kitchen)		1.1%	7
Tankless Water Heater		1.8%	12


















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		4.4%	29
Linens (Bedroom)		6.0%	40
None of the above / Does not apply		78.4%	519
Gas Burning Freestanding Stoves		0.2%	1
Water Purification System (Drinking)		0.5%	3
Solar Water Heater		0.2%	1
Latex Mattress		0.6%	4
Innerspring Mattress		1.1%	7
Pillow Top Mattress		2.0%	13
Foam Mattress		1.8%	12
Memory Foam Mattress		1.5%	10
Gel Mattress		1.2%	8
Twin Size Bed		0.6%	4
Queen Size Bed		1.7%	11
King Size Bed		2.7%	18
Water Heater		1.2%	8
Smoke Alarm or Detector		1.7%	11
Remote Home Monitoring Video Camera		0.5%	3
Shutters		1.4%	9
Window Coverings		2.4%	16
Reclaimed Wood Furniture		0.2%	1
Patriotic Flags		2.0%	13
Sports Team Flags		0.9%	6

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		3.3%	22
Fine Art		2.1%	14
Photographs		3.0%	20
Pottery		1.4%	9
Blown Glass		1.1%	7
Stone Carvings		0.5%	3
Sculpture		0.9%	6
Artistic Wall Decor		2.6%	17
Wood Carvings		0.5%	3
Poster Art		1.1%	7
Religious Art		0.6%	4
Stained Glass		0.9%	6
Ceramics		1.4%	9
Metal Work Art		1.1%	7
Music Memorabilia		0.6%	4
Movie Memorabilia		0.6%	4
None of the above / Does not apply		90.0%	596

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		3.5%	23
Dishwasher		2.9%	19
Freezer		1.1%	7
Range		2.0%	13
Range Hood		0.9%	6
Wall Oven		0.5%	3
Washer		2.9%	19
Dryer		1.7%	11
Blender		1.5%	10
Instant Pot		1.8%	12
Microwave		1.8%	12
Window Air Conditioner		0.2%	1
Coffee or Espresso Machine		4.5%	30
Vacuum Cleaner		1.7%	11
None of the above / Does not apply		82.3%	545

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		3.0%	20
Tires		6.2%	41
Wiper Blades		14.2%	94
None of the above / Does not apply		75.1%	497
Aftermarket Products		1.7%	11
Canopy		0.2%	1
Child Car Seat		0.2%	1
Floor Mats		2.0%	13
Grill Guard		0.2%	1
Ground Effects		0.2%	1
Lights		0.9%	6
Mirror(s)		0.3%	2
Motorcycle Accessories		0.3%	2
Motorcycle Parts		0.6%	4
Performance Parts		0.3%	2
RV Accessories or Supplies		1.1%	7
Roof Rack (For Bike, Kayak, Etc.)		0.5%	3
Roof Rack (Luggage or Equipment Container)		0.2%	1
Running Boards		0.2%	1
Seat Covers		1.1%	7
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		0.2%	1

Value		Percent	Responses
Tool Box		0.2%	1
Trailer Hitch		0.6%	4
Truck Bed Liner		0.3%	2
Visor		0.3%	2
Wheels or Rims		0.3%	2
Window Tinting Equipment (Auto)		0.3%	2
Cargo Trailer (Motorcycle)		0.2%	1

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		7.3%	48
60,000 Mile Service		6.5%	43
100,000 Mile Service		3.8%	25
Auto Detailing		5.7%	38
Auto Repair (General)		3.3%	22
Body Work		3.5%	23
Car Wash		33.4%	221
Gas or Service Station Services		10.7%	71
Oil Change or Lube		33.2%	220
Preventative Maintenance		11.3%	75
Tune-Up		5.1%	34
None of the above / Does not apply		32.9%	218
Auto Warranty Work (Work Covered by Warranty)		2.7%	18
Alignment		2.7%	18
Brake Replacement, Adjustment		1.8%	12
Car Rental		1.1%	7
Electrical Repair		0.3%	2
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	1
Motor Repair or Replacement		0.3%	2
Motorcycle Repair		0.3%	2
Painting		1.1%	7
RV Maintenance or Service		0.8%	5












Value		Percent	Responses
Safety Inspection		1.2%	8
Shocks		0.2%	1
Stereo Installation		0.2%	1
Tire Mounting or Installation		2.4%	16
Upholstery Repair		0.9%	6
Vehicle Air Conditioning Repair		1.4%	9
Windshield or Glass Repair		1.1%	7
Windshield or Window Tinting		0.8%	5



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		6.8%	45
CarFax		11.5%	76
CarGurus.com		5.3%	35
CarMax.com		8.8%	58
Cars.com		6.2%	41
KBB.com		5.9%	39
Edmunds.com		8.8%	58
Local Dealer Site		38.5%	255
Other Local Website		3.3%	22
None of the above / Does not apply		48.0%	318
Yahoo! Autos		0.8%	5
Automotive.com		1.4%	9
Autoblog.com		0.6%	4
CarsDirect.com		1.1%	7
Craigslist Auto		2.4%	16
eBay Motors		0.9%	6
Facebook Dealer Page		1.4%	9
MotorTrend.com		1.5%	10
UsedCars.com		1.1%	7
Local TV Site		1.4%	9
Local Radio Site		0.6%	4
The Car Connection		0.5%	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		32.6%	216
Beauty Products		26.4%	175
Cosmetics		29.2%	193
Babysitting		0.3%	2
Hair Care Products		44.1%	292
Hair Coloring		29.8%	197
Hair Cut		66.0%	437
Manicure		32.2%	213
Massage Therapy		13.6%	90
Pedicure		36.1%	239
None of the above / Does not apply		14.2%	94



















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)		36.3%	240
Books (Used)		14.4%	95
Books (Children's)		4.7%	31
Board Games		4.8%	32
Lottery Ticket		22.1%	146
Collectibles		3.0%	20
Comics		0.8%	5
Graphic Novels		0.9%	6
Computer Games		5.9%	39
Magazines		21.6%	143
Toys		3.9%	26
Video Console Games		1.2%	8
None of the above / Does not apply		38.1%	252











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		0.8%	5
Ceramics and Pottery		2.0%	13
Collectables		1.7%	11
Comic Books and Related Collectables		1.1%	7
Do-It-Yourself (DIY)		6.0%	40
Games or Puzzles		13.6%	90
Beer Brewing Supplies		0.5%	3
Wine Making Supplies		0.8%	5
Jewelry Making Supplies or Beads		2.1%	14
Knitting		3.0%	20
Making Arts and Crafts		5.3%	35
Paper Crafts		2.1%	14
Quilting		0.8%	5
Scrapbooking		0.8%	5
Toy Collecting		0.6%	4
Trains, Plane & Car Model Kits		1.2%	8
None of the above / Does not apply		73.4%	486








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)		2.4%	16
Attend Online College or University (Part Time)		2.4%	16
Attend Online Graduate School		1.2%	8
Attend Online Classes at Community College		1.5%	10
Learning Center		0.3%	2
Online Trade School		0.2%	1
Online Continuing Education Courses		5.9%	39
Online Professional Certification or Accreditation Courses		3.3%	22
Online Language Lessons (Adult)		4.1%	27
Online Music Lessons (Adult)		0.9%	6
Attend Paid Online Lecture, Seminar or Special Class		3.3%	22
Online Real Estate Classes		0.6%	4
Online Child Education or Tutoring		1.1%	7
Online Music lessons (Child)		0.6%	4
Online Language Lessons (Child)		0.6%	4
Attend an Online Religion Based School		0.8%	5
Attend an Online Local Workshop		3.8%	25
None of the above / Does not apply		77.0%	510

















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		4.1%	27
Oil paints		2.4%	16
Acrylic Paints		5.7%	38
Markers		2.7%	18
Specialty Paper		2.6%	17
Fabric Craft Supplies		3.5%	23
Beads		3.2%	21
Art Pencils and Pens		4.4%	29
Scrapbooking Supplies		1.5%	10
None of the above / Does not apply		86.0%	569

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		0.6%	4
Acoustic Guitar		1.4%	9
Electric Keyboard		0.6%	4
Piano		0.5%	3
Trumpet		0.2%	1
None of the above / Does not apply		97.4%	645

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		19.2%	127
French		12.8%	85
Asian		32.6%	216
German		8.5%	56
American (New)		29.5%	195
Italian		59.4%	393
Cajun or Creole		6.0%	40
Indian		12.7%	84
Chinese		38.2%	253
American (Traditional)		65.0%	430
Thai		25.5%	169
Middle Eastern		10.9%	72
Japanese		20.1%	133
Mexican		41.7%	276
Vietnamese		6.5%	43
Southern		15.1%	100
Tex-Mex		15.7%	104
Spanish		20.4%	135
Mediterranean		22.4%	148
None of the above / Does not apply		16.0%	106



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		15.7%	104
Fish & Chips		16.2%	107
Golf Course Restaurant, Bar or Snack Bar		5.6%	37
Barbeque		31.4%	208
Deli		29.9%	198
Breakfast or Brunch		35.8%	237
Appetizers		33.4%	221
Dessert		19.2%	127
Chicken Wings		24.0%	159
Hamburgers		46.8%	310
Chicken		40.3%	267
Frozen Yogurt		8.9%	59
Live or Raw food		4.5%	30
Tapas or Small Plates		8.9%	59
Theme Restaurants		4.4%	29
Soup		23.3%	154
Salad		37.8%	250
Pizza (Dine In)		10.7%	71
Pizza (Delivery)		31.7%	210
Steak		27.3%	181
Juice or Smoothies		9.8%	65
Sandwiches		40.8%	270

Value		Percent	Responses
Pizza (Carry Out)		41.2%	273
Pizza (Take & Bake)		4.1%	27
Seafood		41.7%	276
Vegan		4.1%	27
Steakhouse		20.2%	134
Sushi		17.7%	117
Vegetarian		8.0%	53
Pho		5.6%	37
None of the above / Does not apply		15.1%	100







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		0.5%	3
Purchase Commercial or Business Property		0.5%	3
Purchase Condominium or Townhouse		0.9%	6
Purchase Manufactured or Modular Home		0.2%	1
Purchase Investment Property		0.9%	6
Purchase Personal Residence		2.6%	17
Purchase Land or Agricultural Property		0.2%	1
Purchase Vacation Property		0.8%	5
Purchase Other		0.2%	1
None of the above / Does not apply		95.0%	629








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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.3%	2
Sell Personal Residence		2.7%	18
Sell Vacation Property		0.9%	6
Sell Condominium or Townhouse		1.7%	11
Sell Investment Property		1.7%	11
Sell Land or Agricultural Property		0.6%	4
Sell Manufactured or Modular Home		0.2%	1
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		0.2%	1
None of the above / Does not apply		92.6%	613







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		11.8%	2
New home, but outside of development		17.6%	3
New home that I will have contractor build		11.8%	2
Existing home less than 10 years old		52.9%	9
Existing home more than 10 years old		64.7%	11
Other		5.9%	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		1.1%	7
Rent House (Residence)		1.4%	9
Rent Manufactured or Modular Home		0.2%	1
Rent or Lease Commercial Property		0.8%	5
Rent Condo/Townhouse		2.1%	14
Rent Section 8 Housing		0.2%	1
None of the above / Does not apply		95.2%	630

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		3.5%	23
Use a Realtor to Buy Real Estate		1.8%	12
Use a Realtor to Buy and Sell Real Estate		3.6%	24
Plan to Sell Property Myself		0.9%	6
Use a Real Estate Broker		2.1%	14
None of the above / Does not apply		91.1%	603

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		2.1%	14
Home Remodel or Renovation Loan		0.6%	4
Business Construction Loan		0.5%	3
Home Construction Loan		0.6%	4
Equity Loan		1.8%	12
Land Loan		0.5%	3
Reverse Mortgage		0.5%	3
Real Estate Loan for existing home		0.9%	6
Refinance Home		5.0%	33
None of the above / Does not apply		90.2%	597





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		0.6%	4
Facebook		1.5%	10
Google		3.9%	26
Auction.com		0.6%	4
Homes & Land		1.5%	10
Homes.com		2.7%	18
HomeFinder		4.5%	30
MLS.com		16.6%	110
National Real Estate Co. Site		3.3%	22
Local MLS Site		15.3%	101
RealEstate.com		5.3%	35
Realtor.com		23.9%	158
Realty.com		2.4%	16
Redfin		3.8%	25
Trulia		9.7%	64
Zillow		37.6%	249
ZipRealty.com		0.9%	6
None of the above / Does not apply		50.8%	336

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		11.0%	73
Apartmentguide.com		3.2%	21
Craigslist		2.1%	14
Forrent.com		0.8%	5
HomeFinder.com		4.7%	31
Hotpads.com		0.6%	4
Rent.com		6.5%	43
Sublet.com		0.2%	1
Trulia		6.8%	45
Zillow		21.0%	139
None of the above / Does not apply		71.9%	476

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		74.2%	491
No, don't know who to call		25.8%	171

**Total: 662**

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		75.2%	498
No, don't know who to call		24.8%	164

**Total: 662**

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		25.7%	170
Craft Beer		15.9%	105
Champagne		13.7%	91
Premium Hard Alcohol or Spirits		24.3%	161
White Wine		44.7%	296
Red Wine		48.6%	322
Major Brand Cigarettes		4.1%	27
Recreational Marijuana		1.2%	8
Marijuana Accessories		1.2%	8
Smokeless Tobacco		0.5%	3
Pipe Tobacco		0.5%	3
Discount Cigarettes		1.7%	11
Discount Hard Alcohol or Spirits		9.8%	65
Domestic Beer		28.4%	188
Electronic Cigarette Supplies		1.1%	7
Alcoholic Cider		3.6%	24
None of the above / Does not apply		25.2%	167

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		2.0%	13
Cannabis Edibles		2.0%	13
Cannabis Tinctures		1.2%	8
Cannabis Vaporizers		1.1%	7
Cannabis Cleaning Tools or Supplies		0.2%	1
Cannabis Concentrates		2.0%	13
Cannabis Pre-Rolls		1.2%	8
Organic Cannabis Products		0.8%	5
Cannabis Oil		3.6%	24
Cannabis Beauty & Skin Care Products		0.8%	5
Cannabis Beverages		0.3%	2
Cannabis Chocolates		0.3%	2
Medical Cannabis		3.9%	26
CBD Cannabis		5.7%	38
None of the above / Does not apply		88.5%	586

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		19.5%	129
Specialty Teas		14.7%	97
Specialty Coffee		30.1%	199
Gourmet Deli Counter Items		24.0%	159
Cookies		43.2%	286
Snack Cakes		5.9%	39
Potato Chips		48.2%	319
Soft Drinks		38.1%	252
Energy Drinks		5.6%	37
Energy Bars		15.4%	102
Noodle Bowls		6.5%	43
Cupcakes		6.6%	44
Birthday Cake		10.1%	67
Beef Jerky or Meat Sticks		5.0%	33
Bottled Water		47.0%	311
Candy		26.9%	178
Fruit		74.6%	494
Nuts		58.3%	386
Chocolates		41.7%	276
Ice cream		54.2%	359
Cheese		77.8%	515
Artisan Bread		27.2%	180

Value		Percent	Responses
Artisan Meats		6.2%	41
Sports Drinks		10.6%	70
Basic Condiments		45.2%	299
Artisan Condiments		7.4%	49
Canned Sauces		28.1%	186
Cereal		61.5%	407
Milk		74.9%	496
Chicken		82.5%	546
Pork		49.8%	330
Beef		64.5%	427
Fish		63.0%	417
Pasta		65.6%	434
Snack Mixes		6.8%	45
Vegetables		72.4%	479
Olive Oil		57.4%	380
Balsamic Vinegar		27.2%	180
Frozen Entrees		39.9%	264
Eggs		85.6%	567
Locally Raised Beef, Pork, Poultry		15.4%	102
Locally Grown Fruit and Vegetables		59.7%	395
Locally Produced Honey		14.0%	93
Organic Food		27.6%	183
Pickled Vegetables		8.8%	58










Value		Percent	Responses
Artisan Cheese		24.8%	164
Alternative "Meat" Products		9.7%	64
Sausage		34.1%	226
Donuts		13.9%	92
Pastries		22.1%	146
Game Meats		1.8%	12
None of the above / Does not apply		1.2%	8

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		23.3%	154
Attend Online Religious or Spiritual Services		21.3%	141
Donate to a Charity		41.4%	274
Donate to a Church		25.8%	171
Donate to Political Party or Government Representative		18.6%	123
Volunteer at Church		8.3%	55
Volunteer for Nonprofit Group		13.7%	91
Vote in Upcoming Local Elections		37.6%	249
Vote in Upcoming State or National Elections		43.2%	286
Purchase Season Tickets for Performing Arts		8.5%	56
Attend a Holiday Themed Performance		3.2%	21
Community Activity		14.2%	94
Support an Organization		13.3%	88
Make a Donation		28.5%	189
None of the above / Does not apply		20.2%	134
Join a New Church		0.8%	5
Donate Vehicle		0.6%	4
Get Married		0.3%	2
Retire		0.9%	6
Look into Private Schooling for Children		0.3%	2
Register to Vote		2.1%	14

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		6.6%	44
Go Mountain Biking		1.8%	12
Go Camping		3.6%	24
Go Hiking		11.0%	73
Go Fishing		10.0%	66
Go Backpacking		1.7%	11
None of the above / Does not apply		77.3%	512

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		29.2%	193
Local Business Blog		3.6%	24
Local Business Email		14.4%	95
Snapchat		5.9%	39
Instagram		30.4%	201
Cinema Ads		5.0%	33
Facebook Business Page		8.9%	59
Reviews on Yelp! or Google+		18.4%	122
YouTube Promo Video		11.2%	74
Local Business Text Message		7.3%	48
Pandora		17.2%	114
Online Yellow Pages		3.5%	23
Google Search		71.8%	475
eBay		27.9%	185
Spotify		10.3%	68
Pinterest		17.5%	116
Google+ Local		6.6%	44
Clicked on Google Sponsored Ad		12.5%	83
LinkedIn		28.1%	186
Angie's List		5.4%	36
Craigslist		9.1%	60
Bing		13.0%	86



Value		Percent	Responses
Twitter		23.9%	158
Amazon		88.2%	584
CitySearch		0.8%	5
Digital Billboard		0.6%	4
Xing		0.3%	2
None of the above / Does not apply		2.4%	16

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

Value		Percent	Responses
Yes		72.7%	481
No		27.3%	181

**Total: 662**

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

Value		Percent	Responses
Yes		39.0%	258
No		61.0%	404

**Total: 662**























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

Value		Percent	Responses
Yes		42.3%	280
No		57.7%	382

**Total: 662**





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		43.2%	286
Arts and Entertainment		33.2%	220
Automotive - (General)		17.2%	114
Automotive - (New Vehicle Dealership)		19.3%	128
Automotive - (Used Vehicle Dealership)		6.6%	44
Automotive - (Auto Parts store)		10.0%	66
Automotive - (Auto Repair business)		6.3%	42
Automotive - (Auto Body shop)		3.9%	26
Tire Business		13.3%	88
Beauty and Spa Related Businesses		16.6%	110
Community and State Services		19.9%	132
Education		8.8%	58
Employment Related Businesses		6.3%	42
Event Planning and Services		6.3%	42
Family Activity Related Businesses		5.6%	37
Financial Services		10.3%	68
Fitness Businesses or Providers		6.8%	45
General Retail		45.2%	299
Grocery / Market		44.9%	297
Home and Garden Related Businesses		19.3%	128
Building Supply/Lumber Business		11.3%	75
Home Service Businesses		11.2%	74

Value		Percent	Responses
Home Service Contractors		11.5%	76
Hotel and Travel Related Businesses		23.9%	158
Local Services		26.3%	174
Medical Related Businesses - (General)		17.7%	117
Medical Related Businesses - (Dentist)		7.6%	50
Medical Related Businesses - (Hospital)		4.2%	28
Nightlife Related Businesses		7.4%	49
Pet / Animal		20.7%	137
Professional Services		15.0%	99
Real Estate Service Businesses		4.8%	32
Recreation Related Businesses		6.9%	46
Restaurant / Bar / Lounge		45.3%	300
Senior Related Businesses		5.9%	39
Specialty Food and Drink		17.7%	117
General Retail - Children's Clothing Store		4.1%	27
General Retail - Clothing Accessory Store		11.8%	78
General Retail - Computer Store		11.2%	74
General Retail - Furniture Store		11.9%	79
General Retail - Hardware Store		12.7%	84
General Retail - Home Entertainment Store		5.7%	38
General Retail - Jewelry Store		5.0%	33
General Retail - Major Appliance Store		10.4%	69
General Retail - Men's Clothing Store		12.2%	81











Value		Percent	Responses
General Retail - Mobile Phone Store		6.3%	42
General Retail - Shoe Store		13.9%	92
General Retail - Women's Clothing Store		19.9%	132
None of the above / Does not apply		13.6%	90
Child Related Businesses		1.4%	9
Farm Equipment and Agriculture Businesses		1.1%	7
Medical Related Businesses - (Chiropractor)		2.7%	18
Motorsport Businesses		1.1%	7
General Retail - Farming and Agriculture Business		1.2%	8

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

Value		Percent	Responses
Yes		7.3%	48
No		92.7%	614

**Total: 662**

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		6.0%	40
Get a New Part Time Job		5.0%	33
Get a Temporary or Seasonal Job		3.5%	23
Use an Employment or Temporary Employment Agency		2.1%	14
Use a Career Counselor		0.9%	6
Get a Second (or Third) Job		1.7%	11
Get First Job after High School		0.2%	1
Get First Job after College		0.5%	3
Apply for Unemployment Benefits		8.0%	53
None of the above / Does not apply		84.0%	556

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		4.1%	27
Customer Service		4.1%	27
Management		3.0%	20
Education		4.8%	32
None of the above / Does not apply		80.5%	533
Agriculture		0.2%	1
Automotive		0.5%	3
Retail		1.7%	11
Warehouse		0.9%	6
Construction		0.6%	4
Accounting		1.8%	12
Hotel - Hospitality		1.5%	10
Health Care		1.7%	11
Manufacturing		0.6%	4
Entry Level (New Graduate)		0.8%	5
Grocery		0.9%	6
Banking & Finance		1.5%	10
Child Care		0.3%	2
Real Estate		0.9%	6
Insurance		0.5%	3
Legal		1.5%	10








Value		Percent	Responses
Media		1.5%	10
NonProfit		2.6%	17
Government		2.7%	18
Installation - Maintenance - Repair		0.2%	1
Restaurant - Food Services		1.2%	8
Executive Level		2.1%	14
Engineering		0.8%	5
Sales & Marketing		1.8%	12
Information Technology		1.8%	12
Skilled Labor - Trades		0.6%	4
Transportation		0.9%	6

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		13.4%	89
Local Agency Site		6.8%	45
Craigslist		3.2%	21
Facebook		2.1%	14
Indeed.com		16.6%	110
LinkedIn		20.1%	133
Monster.com		8.2%	54
CareerBuilder		10.9%	72
GlassDoor		4.8%	32
SimplyHired.com		0.9%	6
AOL Jobs		1.1%	7
SnagAJob.com		0.3%	2
Dice.com		1.1%	7
USAjobs.gov		6.5%	43
USAjobs.org		2.7%	18
ZipRecruiter		7.7%	51
JobDiagnosis		0.3%	2
TheLadders		2.1%	14
None of the above / Does not apply		63.6%	421



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		12.4%	82
Yellow Pages directory		0.8%	5
Direct mail flyer		14.0%	93
Deal program/offer		8.5%	56
Facebook business page offer		4.7%	31
Billboard advertising		1.1%	7
None of the above / Does not apply		73.9%	489

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?


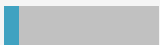
Value		Percent	Responses
Read ads and keep them - using three or more		4.8%	32
Read ads and keep them - using one or two		31.3%	207
Read ads and keep them - without using any		2.7%	18
Read ads but throw away without using any		26.1%	173
Throw ads away unread		32.3%	214
Do not receive direct mail or advertisements at home or PO Box		2.7%	18

**Total: 662**

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 %	14 2.1%	103 15.6%	392 59.2%	13 2.0%	41 6.2%	56 8.5%	43 6.5%	662
County election Count Row %	10 1.5%	101 15.3%	407 61.5%	13 2.0%	37 5.6%	49 7.4%	45 6.8%	662
State election Count Row %	8 1.2%	120 18.1%	371 56.0%	10 1.5%	45 6.8%	67 10.1%	41 6.2%	662
Total Total Responses								662

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

Value		Percent	Responses
Yes		89.9%	595
No		10.1%	67




**Total: 662**

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.2%	637
No		3.8%	25

**Total: 662**

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		23.0%	152
No		37.5%	248
Does not apply		39.6%	262
			<b>Total: 662</b>

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

Value		Percent	Responses
Arts and Entertainment		6.5%	10
Business Consulting		6.5%	10
Education		3.2%	5
Financial Services		7.8%	12
Health and Medical		9.1%	14
Hotel and Travel		3.9%	6
Local Services		3.9%	6
Real Estate		11.7%	18
Other		29.9%	46
Apparel and Accessories		2.6%	4
Automotive		2.6%	4
Beauty and Spa		1.3%	2
Child Related Businesses		0.6%	1
Event Planning and Services		1.3%	2
Family Activity		0.6%	1
General Retail		1.9%	3
Grocery and Specialty Food/Drink		0.6%	1
Home and Garden		2.6%	4
Home Service Businesses		1.3%	2
Pet / Animal		0.6%	1
Recreation		0.6%	1
Sales Training		0.6%	1

**Total: 154**

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		10.4%	16
Use social media for promoting business		16.2%	25
Website optimized for mobile (responsive)		9.7%	15
Ongoing search optimization (SEO, SEM)		6.5%	10
Banner ads		5.2%	8
Cost-per-click ads (CPC, PPC)		3.2%	5
Cost-per-mille ads (CPM)		1.3%	2
Programmatic ads		0.6%	1
Retargeting ads		2.6%	4
Video ads		3.9%	6
Google ads (Adwords)		7.1%	11
Facebook ads		12.3%	19
Sponsored content		3.2%	5
Email advertising		16.2%	25
Site analytics		7.1%	11
Use a Digital Agency		2.6%	4
Digital ads through newspaper		3.2%	5
None of the above/Does not apply		70.1%	108








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		3.2%	5
Business Marketing Services		3.2%	5
Business Printing Services		3.9%	6
Business Online Meetings		3.9%	6
None of the above / Does not apply		82.5%	127
Business Advertising		2.6%	4
Business Financial Consulting		1.3%	2
Business Bottled Water Delivery		0.6%	1
Business Advisory Services		1.3%	2
Business Computer Consulting		1.3%	2
Business Construction Contractor		1.3%	2
Business Internet Service Provider		1.3%	2
Business Legal Services or Attorney		1.3%	2
Business Payroll Services		2.6%	4
Business Realty Services		1.3%	2
Business Security Services		0.6%	1
Business Staffing or Temp Services		0.6%	1
Business Travel Agency		1.3%	2
Business General Broadcast Media Service		1.3%	2









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		1.3%	2
Add New Locations		2.0%	3
Renovate Existing Facilities		2.6%	4
Construct New Facilities		1.3%	2
Install New Commercial Carpeting		0.7%	1
None of the above / Does not apply		95.4%	145

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		0.7%	1
Purchase New Business Trucks		0.7%	1
Purchase Used Business Trucks		0.7%	1
Lease New Business Trucks		0.7%	1
None of the above / Does not apply		97.4%	149

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		0.7%	1
Business Health Insurance		1.3%	2
Business Dental Insurance		0.7%	1
Business 401K or Retirement Program		1.3%	2
Business "Key Man" Insurance		1.3%	2
Business Property Insurance		0.7%	1
Business Commercial Insurance		0.7%	1
None of the above / Does not apply		94.8%	145





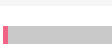
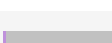
### 124. Which age brackets do you fall into?

Value	Percent	Responses
20 - 24	0.2%	1
31 - 34	0.5%	3
35 - 40	1.1%	7
41 - 45	1.8%	12
46 - 49	2.0%	13
50 - 54	5.6%	37
55 - 60	11.6%	77
61 - 69	34.0%	225
70 or older	43.4%	287
		<b>Total: 662</b>
		<b>Avg 68</b>

125. What state do you live in?








Value	Percent	Responses
Florida	100.0%	662
		Total: 662

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

Value		Percent	Responses
Metro / Urban		33.1%	219
Small/Mid-Size Town		14.7%	97
Suburban		44.0%	291
Rural		2.9%	19
Vacation community		3.9%	26
Other		1.5%	10

Total: 662




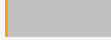

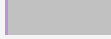

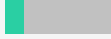




128. What is the highest level of education attained by any member of your household?

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
High School Graduate (12th grade)		5.3%	35
Vocational or Technical Training		2.6%	17
Some College		13.4%	89
College Graduate		30.2%	200
Some Post-Graduate Study (No Advanced Degree)		8.8%	58
Post-Graduate Degree		39.6%	262

**Total: 662**










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

Value		Percent	Responses
Under \$20,000		3.1%	19
\$20,000 - \$24,999		4.1%	25
\$25,000 - \$29,999		2.0%	12
\$30,000 - \$34,999		2.8%	17
\$35,000 - \$39,999		3.3%	20
\$40,000 - \$44,999		2.5%	15
\$45,000 - \$49,999		2.6%	16
\$50,000 - \$74,999		17.5%	107
\$75,000 - \$99,999		17.5%	107
\$100,000 - \$124,999		11.3%	69
\$125,000 - \$149,999		9.3%	57
\$150,000 - \$200,000		11.3%	69
Over \$200,000		12.8%	78




**Total: 611**  
**Avg \$112,558**

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.3%	2
Black or African-American		2.0%	13
Asian		0.3%	2
White or Caucasian		76.6%	507
Hispanic		13.7%	91
Other		0.9%	6
Prefer not to answer		6.2%	41






**Total: 662**

### 131. Are you...





Value		Percent	Responses
Male		44.1%	292
Female		54.1%	358
Prefer not to answer		1.8%	12

**Total: 662**

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


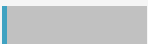



Value		Percent	Responses
Single Family Home		66.6%	441
Apartment		4.1%	27
Condominium		24.0%	159
Mobile Home		3.6%	24
Other		1.7%	11
			<b>Total: 662</b>

133. 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		90.3%	598
Rented		7.6%	50
Occupied Without Payment of Rent		0.9%	6
Other		1.2%	8

**Total: 662**

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

Value		Percent	Responses
None		93.2%	617
1		3.5%	23
2		2.1%	14
3		0.9%	6
4 or more		0.3%	2
			<b>Total: 662</b>