

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

Response Counts



Total: 648

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	648
			Total: 648

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

Value		Percent	Responses
Local Newspaper		42.6%	276
Local Newspaper Website		48.1%	312
Local TV News		73.1%	474
National Broadcast News		57.7%	374
Local Radio		16.8%	109
Apple News		4.6%	30
Facebook		38.9%	252
Twitter		4.8%	31
Nextdoor		11.0%	71
Other		8.5%	55

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

Value		Percent	Responses
Local Newspaper		10.3%	67
Local Newspaper Website		13.0%	84
Local TV News		29.6%	192
National Broadcast News		29.6%	192
Local Radio		4.0%	26
Apple News		1.1%	7
Facebook		2.5%	16
Twitter		0.3%	2
Other		9.6%	62
			Total: 648

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

Value		Percent	Responses
Daily updates on most important local Covid-19 facts		80.7%	523
Weekly updates on Covid-19 impact on our community		35.5%	230
Local resources available to our community to lessen impact of Covid-19		60.0%	389
Personal stories on the impact of Covid-19 on households		23.3%	151
Stories on the impact of Covid-19 on employment and local economy		50.6%	328
Online services being offered in the community		41.0%	266
Unemployment resources for persons laid off		20.4%	132
Assistance resources available for local businesses		20.5%	133
Other		4.5%	29

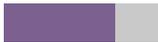
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		67.7%	439
New hours		66.0%	428
Services that are being offered		79.9%	518
New services being offered		54.5%	353
Online services being offered		63.4%	411
Employment needs		24.5%	159
Other		2.0%	13

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		36.3%	235
Watched Local Television		84.9%	550
None of the above / Does not apply		9.3%	60

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

Value		Percent	Responses
Yes		73.0%	473
No		27.0%	175

Total: 648

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		28.5%	135
Local Daily Newspaper		86.0%	407
Local Paid Weekly Community Newspaper		18.8%	89
Local Free Weekly Print Publication		14.2%	67
Local Alternative Publication		3.4%	16
Local City or Regional Magazine		22.4%	106
Local Specialty Publication		7.4%	35
Local Business Publication		9.3%	44
Local Ethnic Publication		1.3%	6
Local Parenting Publication		1.9%	9
Local Senior Publication		5.3%	25
None of the above / Does not apply		2.3%	11

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		4.6%	30
Auto Detailing Shop		6.8%	44
Auto Glass Repair Shop		2.2%	14
Oil Change Station		47.1%	305
Auto Parts Store		21.1%	137
Auto Repair Shop		20.5%	133
New Vehicle Dealership		7.4%	48
Used Vehicle Dealership		4.8%	31
Recreation Vehicle (RV) Dealership		0.8%	5
RV or Camper Repair		0.6%	4
Tire Store		14.2%	92
None of the above / Does not apply		26.4%	171

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		0.2%	1
Used Farm Equipment Dealer		0.5%	3
Farm Truck and Tractor Repair Shop		0.8%	5
Agriculture Farm Supply Store		5.7%	37
Agricultural Service		0.9%	6
Farming Structure Building Contractor		0.3%	2
Animal Feed Store		9.4%	61
None of the above / Does not apply		86.1%	558

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

Value		Percent	Responses
Bakery		42.0%	272
Ethnic Food Restaurant		30.9%	200
Liquor Store		37.3%	242
Wine Shop		13.3%	86
None of the above / Does not apply		31.5%	204

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		8.2%	53
Farmers Market		26.7%	173
Grocery Store (Co-op)		26.9%	174
Grocery Store (Neighborhood/Local/Mom & Pop)		65.4%	424
Specialty Food Market		16.5%	107
None of the above / Does not apply		11.7%	76

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		43.7%	283
Day Spa		6.6%	43
Nail Salon		36.3%	235
None of the above / Does not apply		37.0%	240

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		2.6%	17
Bicycle Repair Shop		4.0%	26
Bicycle Rental Service		0.6%	4
Golf Course		8.6%	56
Gun Shooting Range		11.4%	74
Gun Store		8.3%	54
New Sporting Goods Store		17.3%	112
Used Sporting Goods Store		1.5%	10
None of the above / Does not apply		65.0%	421

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		4.2%	27
None of the above / Does not apply		95.8%	621

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		9.7%	63
Community College		8.5%	55
Tutoring Center		1.4%	9
Private Tutor		1.9%	12
None of the above / Does not apply		82.9%	537

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		21.1%	137
Credit Union		11.6%	75
Financial Advisor		8.8%	57
Stockbroker		2.8%	18
None of the above / Does not apply		71.1%	461

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

Value		Percent	Responses
Credit Repair Service		0.6%	4
Debt Consolidation Company		1.2%	8
Payday Loan Company		0.2%	1
Tax Return Service		15.6%	101
Title Loan Company		0.2%	1
None of the above / Does not apply		82.4%	534

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		6.3%	41
Dentist		26.2%	170
General Practitioner		13.9%	90
Family Practitioner		15.6%	101
Optometrist		9.3%	60
Pediatrician		6.3%	41
None of the above / Does not apply		60.6%	393

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%	65
Hospital		2.6%	17
Medical Clinic		5.9%	38
None of the above / Does not apply		86.0%	557

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		16.7%	108
Mental Health Provider		5.2%	34
Denture or Implant Specialist		8.2%	53
Ear, Nose & Throat Doctor		8.2%	53
Home Health Care Provider		2.5%	16
Internal Medicine Doctor		33.0%	214
Nutritionist or Dietician		1.9%	12
Physical Therapist		6.5%	42
Psychiatrist		3.4%	22
None of the above / Does not apply		46.3%	300

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

Value		Percent	Responses
Alcoholism Treatment Program		0.2%	1
Hearing Aid Center		6.6%	43
Hospice Care Provider		0.2%	1
Laboratory or Medical Testing Facility		15.7%	102
Medical Marijuana Dispensary		0.2%	1
Medical Spa		1.4%	9
Mental Health Clinic		2.0%	13
Medical Supply Store		2.6%	17
Pain Clinic		5.2%	34
Rehabilitation Clinic		0.3%	2
Sleep Disorder Clinic		2.2%	14
Urgent Care Clinic		4.9%	32
Walk-In Clinic		5.2%	34
None of the above / Does not apply		66.0%	428

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		2.6%	17
None of the above / Does not apply		97.4%	631

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		1.4%	9
Courier or Delivery Service		14.2%	92
Cremation Service Provider		0.3%	2
Dry Cleaning or Laundry Service		24.8%	161
Electronics Repair Shop		1.4%	9
Funeral Service Provider		0.5%	3
Information Technology (IT) Service		2.6%	17
Marriage Counselor		0.2%	1
Moving Truck Rental Company		1.7%	11
Mobile or Cell Phone Repair Shop		6.0%	39
Propane Dealer		7.4%	48
Self-Storage Facility		5.9%	38
Sewing and Alterations Shop		7.3%	47
Small Engine Repair Shop		4.9%	32
Shipping Center		14.2%	92
None of the above / Does not apply		47.4%	307

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		12.2%	79
Church		57.1%	370
Community Organization		9.0%	58
Community Service or Non-Profit Organization		15.4%	100
None of the above / Does not apply		36.9%	239

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		7.7%	50
Painting Contractor		10.2%	66
Plumber or Plumbing Contractor		9.7%	63
None of the above / Does not apply		79.6%	516

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		3.5%	23
Concrete Contractor		2.5%	16
Furnace Contractor		0.9%	6
General Contractor		6.5%	42
Handyman		22.2%	144
Heating & Air Conditioning Service		25.0%	162
Home Security Company		4.9%	32
Junk Removal or Hauling Service		7.6%	49
Kitchen or Bath Remodeling Company		4.2%	27
Landscaping Service		27.9%	181
Mover or Moving Company		1.5%	10
New Home Builder		0.2%	1
Remodeling Contractor		4.5%	29
Roofing Contractor		4.8%	31
Septic Tank Contractor		3.1%	20
None of the above / Does not apply		38.9%	252

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		14.2%	92
Fuel or Oil Home Heating Service		0.6%	4
Furnace Cleaning Service		1.9%	12
Home Theater Installation Service		0.2%	1
Home Gardening Service		4.6%	30
House Cleaning Service		17.1%	111
Landscaper		17.7%	115
Pest Control Service or Exterminator		33.8%	219
Pool Cleaning Service		2.9%	19
Shades & Blinds Installation Service		1.7%	11
Television or Internet Service Provider		17.0%	110
Water Treatment Supply & Service		0.8%	5
Window & Door Installation Service		3.1%	20
None of the above / Does not apply		36.9%	239

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		2.3%	15
Adult Day Care		0.2%	1
Assisted Living Facility		1.2%	8
Nursing Home		0.8%	5
Respite Relief Provider		0.5%	3
Retirement Counselor		0.3%	2
Retirement Home		0.8%	5
Senior Center		4.6%	30
None of the above / Does not apply		90.9%	589

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		5.1%	33
None of the above / Does not apply		94.9%	615

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		15.1%	98
None of the above / Does not apply		84.9%	550

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

Value		Percent	Responses
Animal Daycare		3.5%	23
Animal Shelter		0.9%	6
Bird Seed Store		6.9%	45
Pet Groomer		16.7%	108
Pet Sitter		3.9%	25
Pet Store		24.1%	156
Veterinarian		38.1%	247
None of the above / Does not apply		44.9%	291

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		6.6%	43
Real Estate Brokerage Firm		1.1%	7
None of the above / Does not apply		92.7%	601

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		2.2%	14
Estate Liquidator		0.9%	6
Mortgage Banker		3.9%	25
Mortgage Broker		3.9%	25
Real Estate Appraiser		3.9%	25
None of the above / Does not apply		88.9%	576

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		72.7%	471
Family Style Restaurant		53.2%	345
Food Cart / Food Truck		5.7%	37
Fine Dining Restaurant		20.4%	132
Restaurant with Lounge or Bar		22.1%	143
Pizza Restaurant		58.3%	378
None of the above / Does not apply		14.0%	91

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		10.6%	69
Consignment Shop		14.7%	95
Craft Supply Store		22.2%	144
Bookstore		27.8%	180
Christian Book Store		5.4%	35
Computer Store		8.0%	52
Department Store		49.4%	320
Discount Store		44.9%	291
Drugstore or Pharmacy		74.2%	481
Fabric Store		9.7%	63
Florist		4.8%	31
Gift Shop		8.6%	56
Gun Shop		8.6%	56
Hobby Shop		16.0%	104
Mobile Phone Store		10.2%	66
Shopping Center		34.3%	222
Thrift Store		23.1%	150
Wholesale, Warehouse or Club Store		34.1%	221
Yarn Store		3.1%	20
Yard Equipment Store		11.6%	75
Vitamin or Supplement Store		9.3%	60

Value		Percent	Responses
None of the above / Does not apply		7.3%	47
Equipment Rental Store		1.5%	10
Gold/Silver/Precious Metal Dealer		0.5%	3
Marijuana Dispensary		0.5%	3
Military Surplus Store		1.4%	9
Monument or Memorial Company		0.5%	3
Pawn Shop		1.4%	9
Religious Supply or Gift Shop		2.9%	19
Survival Store		0.3%	2
Security Service		0.9%	6

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		22.4%	145
Free delivery		40.0%	259
Drive-thru		78.5%	509
Carryout		64.8%	420
Curbside carryout		63.3%	410
Other		1.4%	9
None of the above / Does not apply		8.0%	52

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		34.9%	226
Carpet Store		3.7%	24
Fireplace, Wood Stove or Barbeque Store		0.8%	5
Flooring Store		5.7%	37
Furniture Store		9.0%	58
Hardware Store		37.7%	244
Home & Garden Center		54.6%	354
Home Decor Store		14.4%	93
Hot Tub or Spa Dealer		0.3%	2
Major Appliance Store		6.0%	39
Mattress or Bedding Store		6.0%	39
Outdoor Furniture Store		3.9%	25
Plant Nursery & Garden Supply Store		31.3%	203
Paint Store		13.0%	84
Tool Rental Center		2.2%	14
TV & Appliance Store		4.2%	27
Vacuum Store		1.1%	7
None of the above / Does not apply		19.6%	127

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		16.0%	104
Clothing Store		55.7%	361
Eyewear & Opticians Store		19.1%	124
Jewelry Store		4.5%	29
Shoe Store		33.5%	217
None of the above / Does not apply		34.0%	220

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		5.4%	35
Insurance Agency		5.6%	36
Legal Firm or Attorney		4.2%	27
Tax Advisor		4.3%	28
None of the above / Does not apply		84.7%	549

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		4.2%	27
Life Coach		0.5%	3
None of the above / Does not apply		95.5%	619

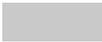
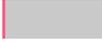
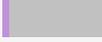
42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class B RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		0.3%	2
Purchase New Camper Shell		0.3%	2
Purchase Used Class B RV		0.2%	1
Purchase Used Class C RV		0.6%	4
Purchase Used Travel Trailer or 5th wheel		0.3%	2
Purchase Used Camper Shell		0.2%	1
None of the above / Does not apply		98.6%	639

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

Value		Percent	Responses
New Car		1.7%	11
New Luxury Vehicle - Under \$50,000		0.2%	1
New Luxury Vehicle - \$50,000 - \$75,000		0.3%	2
New Luxury Vehicle - Over \$75,000		0.2%	1
New Minivan		0.2%	1
New SUV		1.2%	8
New Truck		0.3%	2
New Hybrid or Electric Vehicle		0.3%	2
Used Car		4.0%	26
Used Luxury Vehicle - Under \$30,000		0.3%	2
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	3
Used Minivan		0.5%	3
Used SUV		3.1%	20
Used Truck		1.9%	12
Used Hybrid or Electric Vehicle		0.2%	1
None of the above / Does not apply		90.9%	589

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

Value		Percent	Responses
Compact car		0.8%	5
Full-size car		0.8%	5
Luxury vehicle (any size)		0.5%	3
Midsized car		2.3%	15
Pickup truck		1.7%	11
Sport utility vehicle (SUV)		7.1%	46
Van or minivan		0.6%	4
None of the above		86.3%	559

Total: 648

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		5.2%	34
Ford		4.8%	31
Honda		4.5%	29
Subaru		3.4%	22
Toyota		6.2%	40
None of the above / Does not apply		82.1%	532
Acura		1.9%	12
Audi		0.6%	4
BMW		1.1%	7
Buick		1.2%	8
Cadillac		0.9%	6
Chrysler		0.5%	3
Dodge		2.0%	13
GMC		2.8%	18
Hyundai		2.8%	18
Infiniti		0.8%	5
Jeep		1.4%	9
Kia		1.9%	12
Land Rover		0.6%	4
Lexus		1.5%	10
Mazda		1.2%	8

Value		Percent	Responses
Mercedes-Benz		1.2%	8
Nissan		1.7%	11
Suzuki		0.2%	1
Tesla		0.5%	3
Volkswagen		1.5%	10
Volvo		0.8%	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		4.8%	31
No		95.2%	617

Total: 648

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		6.3%	41
Printer		3.4%	22
Ink or Printer Cartridges		37.3%	242
Headphones		7.3%	47
Smartphone Charger		4.9%	32
Surge Protector		3.4%	22
Batteries for Electronics		28.9%	187
None of the above / Does not apply		46.3%	300
Home Theater System		0.3%	2
GPS Device (Handheld or In-Vehicle)		0.5%	3
Satellite Radio		0.9%	6
Satellite TV System		0.5%	3
Stereo System (Home)		0.2%	1
Wi-Fi for Home		2.6%	17
Portable Speakers		1.1%	7
Wireless Speakers		1.2%	8
Smartwatch		2.8%	18
Phone or Tablet Controlled Home Tech Products		1.9%	12
Noise Canceling Headphones		2.2%	14
Phone Calling Card		0.9%	6
Compact/Mini Projector		0.2%	1
Wearable Electronics		1.2%	8

Value		Percent	Responses
Healthcare Device		1.4%	9
Aerial Drone		0.6%	4
Wireless Hotspot		0.8%	5
Assistive Technology for Hearing		0.6%	4
Virtual Reality Headset		0.5%	3
Smart Sports Equipment		0.2%	1

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		0.8%	5
Camera Accessories or Supplies		0.8%	5
Camera Lens		0.5%	3
Computer Accessories		4.2%	27
Computer Software		3.4%	22
E-Reader (Kindle or Similar)		0.8%	5
Tablet (iPad or Similar)		2.9%	19
Personal Computer		3.4%	22
Laptop Computer		6.5%	42
TiVo or DVR		0.3%	2
4K Ultra HD TV		2.9%	19
Smart TV		4.0%	26
None of the above / Does not apply		81.2%	526

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		9.7%	63
Conventional Cell Phone		2.9%	19
Prepaid Cell Phone		0.6%	4
Unlocked Cell Phone		1.2%	8
Large-Screen Smartphone		1.5%	10
None of the above / Does not apply		86.0%	557

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		3.2%	21
Engagement Rings		0.2%	1
Wedding Rings		0.3%	2
Rings (Other)		1.4%	9
Earrings		7.3%	47
Pendants		0.6%	4
Celtic Jewelry		0.5%	3
Diamond Jewelry		0.3%	2
Silver Jewelry		2.0%	13
Gemstone Jewelry		0.5%	3
Pearl Jewelry		0.8%	5
Men's Jewelry		0.5%	3
Costume Jewelry		6.3%	41
Designer Jewelry		0.9%	6
Jewelry Box or Organizer		0.3%	2
Men's High-End Watch		0.5%	3
Women's Watch		1.9%	12
Women's Jewelry		3.7%	24
None of the above / Does not apply		84.9%	550

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%	59
Dental Insurance		1.2%	8
Disability Insurance		0.2%	1
Homeowner Insurance		6.9%	45
Life Insurance		2.2%	14
Medical (Health) Insurance		1.9%	12
Medicare		1.1%	7
Long Term Care Insurance		0.8%	5
Pet Insurance		0.9%	6
Renters Insurance		0.8%	5
Agriculture Insurance		0.2%	1
Professional Liability Insurance		0.6%	4
None of the above / Does not apply		84.4%	547

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

Value		Percent	Responses
Family Practice Doctor		7.1%	46
Optometrist		3.7%	24
Primary Care Provider		7.3%	47
Drugstore or Pharmacy		6.3%	41
None of the above / Does not apply		79.2%	513
Acupuncture		1.1%	7
Audiologist		1.2%	8
Chiropractor		2.8%	18
Counseling & Mental Health Specialist		2.0%	13
Geriatric Specialist		0.3%	2
Home Healthcare		0.3%	2
Hospital		1.1%	7
Medical Clinic		0.8%	5
Pediatric Dentist		0.8%	5
Pediatrician		2.0%	13
Wellness Business		0.3%	2
Weight Loss Service		0.6%	4
Alternative Care Provider		0.2%	1
Physical Therapy or Rehabilitation service provider		1.1%	7
Hearing Aid Center		1.2%	8

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		0.6%	4
Banking, Partnership & Business Law Attorney		1.2%	8
Child Support Attorney		0.3%	2
Divorce & Family Law Attorney		0.5%	3
DWI, DUI, OWI, OUI Attorney		0.2%	1
Employment Discrimination or Labor Issues Attorney		0.3%	2
General Practice Attorney		0.9%	6
Intellectual Property Attorney		0.3%	2
Malpractice Attorney		0.2%	1
Patent, Trademark & Copyright Attorney		0.3%	2
Probate Attorney		0.9%	6
Real Estate Attorney		2.8%	18
Taxation Attorney		0.5%	3
Wills, Trusts & Estates Attorney		8.8%	57
None of the above / Does not apply		83.8%	543

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		45.7%	296
Teeth Cleaning		40.7%	264
Cavity Filling		8.5%	55
Crown		6.6%	43
Oral Surgery		2.3%	15
Braces		4.0%	26
Composite Bonding		0.6%	4
Dental Implants		4.0%	26
Dental Veneers		0.3%	2
Dentures		2.6%	17
Inlays or Onlays		0.2%	1
Smile Makeover		0.3%	2
Teeth Whitening		2.5%	16
None of the above / Does not apply		31.3%	203

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		44.1%	286
Purchase Health Related Products		4.5%	29
Purchase Health and Wellness Supplements		13.1%	85
Receive Treatment for Back Pain		5.1%	33
Have an Eye/Vision Exam		30.1%	195
Purchase Prescription Eyeglasses		11.9%	77
Purchase Prescription Contact Lenses		5.6%	36
Have an Annual Physical or Checkup		27.9%	181
Have X-Rays Taken		3.1%	20
Have a Scheduled Surgery		3.7%	24
Have Blood Drawn for Testing		22.5%	146
Plan to Visit a Hospital for any Medical Service or Procedure		5.1%	33
Have Foot Problems Diagnosed or Treated		5.1%	33
Senior Travel		3.5%	23
Purchase Allergy Medications		18.5%	120
Cardiovascular Treatment		3.4%	22
Cancer Treatment		3.1%	20
Chiropractic Care		10.0%	65
Purchase Diabetes Testing Supplies		6.8%	44
Get Vaccinations at Drug Store or Pharmacy		4.8%	31
Discretionary Health Care and Wellness Services and Products		3.4%	22

Value		Percent	Responses
Purchase Vitamins		35.5%	230
Purchase Anti Anxiety Medication or Supplements		7.1%	46
None of the above / Does not apply		24.2%	157
Purchase Elder Care-Related Products or Services		0.9%	6
Purchase Medical Supplies or Equipment for Home		1.9%	12
Use Physical Rehabilitation Services		2.3%	15
Find Home for Aging Parent		0.5%	3
Participate in a Medical Study		0.6%	4
Stop Smoking		0.6%	4
Purchase a Mobility Device		0.5%	3
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Handicap Accessible Products		1.2%	8
Purchase Orthopedic Shoes		0.8%	5
Purchase Home Medical Testing Equipment or Supplies		0.6%	4
Hire a Personal Care Assistant		0.6%	4
Hire a Caregiver or Respite Worker		0.2%	1
Purchase "Aging in Place" Products		0.9%	6
Have Safety Bars Installed in Bathroom		0.6%	4
Receive Treatment for a Sleep Disorder		1.4%	9
Use Personal Trainer or Instructor		2.0%	13
Orthopaedic or Knee Surgery		1.5%	10
Memory or Alzheimer's Care		0.6%	4
Nutritional Counseling		0.6%	4

Value		Percent	Responses
Spinal and Postural Screening		0.6%	4
Physiotherapy		0.6%	4
Do Corrective Exercises		1.5%	10
Purchase Blood Pressure Monitoring Device		1.1%	7
Receive Aquatic Therapy		0.3%	2
Join a Weight Loss Group		1.1%	7
Purchase Weight Loss Supplements		2.5%	16
Purchase Weight Loss Food Plan		0.9%	6
Have Reflexology Treatment		0.3%	2
Hire a Weight Loss Professional		0.2%	1
Have Cataract Surgery		2.3%	15
Purchase Marijuana		0.5%	3
Have Acupuncture		1.1%	7
Receive Treatment for PTSD		0.9%	6
Purchase Hemp Based Supplements		0.9%	6

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		0.2%	1
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	1
Purchase a Digital Hearing Aid		0.2%	1
Purchase a "Behind-the-Ear" Hearing Aid		0.8%	5
Purchase Hearing Aid Cleaning Supplies		0.8%	5
Purchase Hearing Aid Batteries		2.9%	19
Purchase a "In-the-Canal" Hearing Aid		0.3%	2
Have a Hearing Exam		5.2%	34
None of the above / Does not apply		91.8%	595

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		0.2%	1
Pre-purchase a Funeral Plot or Cremation Service		1.9%	12
Purchase a Monument or Headstone		0.5%	3
Use a Funeral Planner		0.2%	1
Purchase Flowers for a Funeral		0.5%	3
Use a Cremation Service		0.6%	4
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	1
None of the above / Does not apply		96.8%	627

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		0.5%	3
Move into a Assisted Living Facility		0.3%	2
Hospice to your Home or House		0.3%	2
Utilize a Respite Provider		0.6%	4
None of the above / Does not apply		98.3%	637

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		0.9%	6
Open Savings Account		1.9%	12
Online Banking		43.7%	283
Manage Investments		14.0%	91
Manage Retirement Accounts		15.6%	101
Mortgage Line of Credit		2.0%	13
Financial Consulting		8.0%	52
Financial Services		7.6%	49
Safe Deposit Box Rental		3.7%	24
Obtain New Credit Card		1.9%	12
Use Vehicle Title Loan Company		0.2%	1
None of the above / Does not apply		42.9%	278

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

Value		Percent	Responses
Annuities		2.0%	13
Certificates of Deposit		4.9%	32
City or State Bonds		1.1%	7
Collectibles, Antiques or Art		0.8%	5
Common or Preferred Stock		7.6%	49
Corporate Bonds or Debentures		1.4%	9
401(k)		17.7%	115
Gold or Precious Metals		0.9%	6
IRA		8.0%	52
Money Market Funds		5.1%	33
Mutual Funds		9.7%	63
Non-US Stocks		1.5%	10
Options		1.7%	11
US Savings Bonds		1.1%	7
US Treasury Notes		0.5%	3
Coins or Stamps		1.7%	11
None of the above / Does not apply		63.6%	412

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		0.6%	4
Carpeting or Furniture Loan		0.3%	2
College Expenses Loan		0.8%	5
College Tuition Loan		2.0%	13
Debt Consolidation Loan		1.4%	9
New Vehicle Loan		0.6%	4
Used Vehicle Loan		2.0%	13
None of the above / Does not apply		93.5%	606

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		23.0%	149
Nail Polish		8.3%	54
Eyewear or Sunglasses		21.1%	137
Handbags		9.0%	58
Hats		5.1%	33
Intimate Apparel		10.3%	67
Jewelry or Accessories		6.9%	45
Perfume		4.3%	28
Men's Apparel		28.5%	185
Men's Shoes		17.7%	115
Men's Underwear		14.8%	96
Women's Apparel		46.6%	302
Women's Pajamas or Sleepwear		13.1%	85
Women's Shoes		32.4%	210
Women's Underwear		19.9%	129
Socks		13.9%	90
Outerwear		3.9%	25
None of the above / Does not apply		30.2%	196
Coats		1.7%	11
Watches		2.0%	13
Luggage or Bags		1.5%	10

Value		Percent	Responses
Scarves		1.5%	10
Uniforms		0.8%	5
Western Clothing		0.9%	6

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

Value		Percent	Responses
Children's Sweaters		1.4%	9
Children's Pants		7.9%	51
Children's T-Shirts		14.8%	96
Children's Dresses		6.8%	44
Children's Pajamas or Sleepwear		8.3%	54
Children's Socks		7.9%	51
Children's Shorts		16.2%	105
Infant Clothing		6.0%	39
Children's School Uniform		1.9%	12
Children's Athletic Clothing		10.5%	68
None of the above / Does not apply		77.5%	502

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)		21.9%	142
Boots (Men's)		2.3%	15
Cowboy Boots (Men's)		0.8%	5
Work & Safety (Men's)		2.6%	17
Sneakers		14.8%	96
Classic & Fashion Sneakers (Women's)		8.8%	57
Work & Safety (Women's)		1.1%	7
Cowboy Boots (Women's)		0.2%	1
Athletic & Outdoor Shoes (Women's)		29.6%	192
Athletic & Outdoor Shoes (Children's)		14.4%	93
Cowboy Boots (Children's)		0.6%	4
None of the above / Does not apply		48.9%	317

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		9.4%	61
Have Clothing Dry Cleaned		23.1%	150
Have Shoes Repaired		5.1%	33
Rent or Purchase a Costume		0.3%	2
Wash Clothing at a Laundromat		1.5%	10
Purchase Custom Made Clothing Items		0.9%	6
None of the above / Does not apply		70.4%	456

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.1%	20
Bicycle Tune-Up or Repair		3.9%	25
Camping or Hiking Equipment		3.5%	23
Exercise or Fitness Equipment		5.6%	36
Fishing Rods or Reels		5.1%	33
Fishing Bait or Attractant		7.4%	48
Fishing Accessories		8.2%	53
Ammunition		13.6%	88
Swimming Gear		6.5%	42
Hand Gun		5.1%	33
None of the above / Does not apply		65.0%	421
Archery Equipment		0.9%	6
High End Bicycle		0.2%	1
Bicycle Rental		0.6%	4
Golf Clubs or Equipment		2.6%	17
Hunting Gear		1.2%	8
Running or Jogging Equipment		2.5%	16
Soccer Equipment		1.4%	9
Sports Equipment (Children)		1.7%	11
Trampoline		0.6%	4
Trophies or Plaques		0.3%	2
Weight Lifting Equipment		2.3%	15

Value		Percent	Responses
Used Sporting Equipment		0.6%	4
Rifle		2.5%	16
Shotgun		2.5%	16

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		24.1%	156
Bedding Flowers or Perennials		38.4%	249
Fertilizer		22.5%	146
Flower Pots		17.6%	114
Garden Ornaments		5.7%	37
Gravel or Rock		9.4%	61
Hand Garden Tools		8.6%	56
Landscaping		11.4%	74
Indoor Garden Supplies		3.9%	25
Decorative Rock		6.9%	45
Lawn Seed, Turf or Sod		7.3%	47
Outdoor Furniture		5.1%	33
Outdoor Grill		3.5%	23
Patio Furniture		4.5%	29
Propane		11.3%	73
Lawn Mower (Push)		3.4%	22
Shrubbery or Trees		8.3%	54
Insect or Fungus Control Products		11.3%	73
Outdoor Garden Flags		3.1%	20
None of the above / Does not apply		31.8%	206
Chainsaw		1.4%	9
Fountains		1.1%	7

Value		Percent	Responses
Gate		1.5%	10
Gazebo		1.1%	7
Insects (Bees or Other Beneficial Species)		1.2%	8
Outdoor Fireplace or Fire Pit		1.5%	10
Patio Heater		0.3%	2
Outdoor Infrared Heater or Fireplace		0.3%	2
Outdoor Smoker		0.5%	3
Outdoor Kitchen Equipment		0.3%	2
Outdoor Entertainment Center		0.3%	2
Patio Cover, Awning or Canopy		1.1%	7
Pole Shed		0.3%	2
Portable Outdoor Heater		0.2%	1
Power Garden Tools		1.2%	8
Lawn Mower (Riding)		0.9%	6
Rototiller		0.5%	3
Screen Porch		1.2%	8
Stone (Cast, Crushed or Natural)		1.9%	12
Storage Shed		2.2%	14
Leaf Blower		1.5%	10
Snow Blower		0.2%	1
Greenhouse		0.5%	3

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		11.7%	76
Bird Seed		15.4%	100
Cat Food		26.4%	171
Dog Food		40.3%	261
Fish Food		4.9%	32
Specialized Pet Food		3.5%	23
Other Pet Food		4.9%	32
Pet Accessories		8.8%	57
Pet Toys		11.9%	77
Annual Pet Vaccinations		23.3%	151
Annual Pet Checkups		20.1%	130
Purchase Pet Medication		10.6%	69
Board a Pet Overnight		3.9%	25
None of the above / Does not apply		36.0%	233
Pet Clothing		1.1%	7
Pet Enclosure		1.1%	7
Aquarium or Tank		0.8%	5
Fish Supplies		2.8%	18
Disease Diagnosis		0.6%	4
Pet Travel Cage		0.3%	2
Pet Travel Accessories		0.3%	2
Cremation or Burial Services		0.6%	4

Value		Percent	Responses
Adopt or Rescue a Pet		2.5%	16
Purchase a Pet		0.8%	5
Pet Tracking Device		0.8%	5
Pet Dental Care		1.4%	9
Animal Training Classes		2.2%	14
Hemp Based Pet Supplements		0.9%	6
THC Based Pet Supplements		0.3%	2
Holistic or Alternative Pet Supplements		0.2%	1
Anti Anxiety or Stress Pet Medication for Holidays		0.5%	3

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 or Replace Deck		3.9%	25
Add a Fence or Wall Structure		5.1%	33
Remodel Bathroom		6.0%	39
General Remodeling		5.1%	33
Replace Carpet		3.9%	25
Replace Flooring		6.3%	41
None of the above / Does not apply		71.0%	460
Add a Home Office		0.5%	3
Remodel Kitchen		2.6%	17
Cabinet Refacing or Resurfacing		1.5%	10
Refinish Bathtub		0.8%	5
Install a Glass Shower		1.1%	7
Remodel or Finish Basement Living Area		0.5%	3
Replace Garage Door		0.9%	6
Build a Garage		0.6%	4
Build Out-Building		0.9%	6
Build a Storage Shed		2.5%	16
Have Furniture Restored		1.5%	10
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		0.3%	2
Install a Stair Lift		0.2%	1
Install "Aging In Place" Products		1.5%	10

Value		Percent	Responses
Install a Solar Energy System		0.2%	1
Install Security or Monitoring System		1.2%	8
Resurface or Build New Driveway		1.9%	12
Stone or Marble Work (Bathroom or Kitchen)		1.4%	9
Sealcoating		0.6%	4
Asphalt Repair		1.2%	8
Asphalt Resurfacing		0.9%	6
Build a "Tiny House"		0.5%	3
Replace Windows		2.6%	17
Install Handicap Accessible Addition		0.6%	4

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		4.3%	28
Decking		4.8%	31
Doors (Exterior)		4.3%	28
Fencing		4.8%	31
Hand Tools		5.4%	35
Home Security Doorbell Camera		3.5%	23
Lighting and Fixtures		4.8%	31
Lumber		5.7%	37
Paint (Exterior)		8.6%	56
Paint (Interior)		17.1%	111
Plumbing Supplies		3.7%	24
Screen Door		3.7%	24
None of the above / Does not apply		59.6%	386
Circular Saw		0.3%	2
Doors (Interior)		2.2%	14
Electrical Supplies		2.2%	14
Furnace		0.5%	3
Generator		0.2%	1
Hardwood Products		2.6%	17
Kitchen Cabinets		1.9%	12
Lock Sets		2.3%	15

Value		Percent	Responses
Mill Work		0.3%	2
Molding		1.7%	11
Plywood		2.3%	15
Power Tools		2.2%	14
Rain Gutters		2.5%	16
Roofing (Composition)		0.5%	3
Roofing (Other)		0.6%	4
Security Door		0.6%	4
Security Locks		1.4%	9
Security Window Film		0.3%	2
Siding		1.1%	7
Water Softener System or Supplies		0.8%	5
Wet or Dry Vacuum		1.1%	7
Wood Stove or Fireplace		0.3%	2
Window Guards		0.2%	1
Windows (Double-Hung)		1.7%	11
Windows (Casement)		0.5%	3
Windows (Bay or Bow)		0.5%	3

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

Value		Percent	Responses
Air Conditioning Repair		9.6%	62
Air Duct Cleaning		4.5%	29
Appliance Repair		3.7%	24
Carpet Cleaning		10.3%	67
Flooring - Laminate (Installation or Repair)		3.4%	22
Gardening Services		4.9%	32
Gutter Installation or Repair		4.0%	26
Handyman Services		13.7%	89
Home Repair		5.4%	35
None of the above / Does not apply		55.4%	359
Blinds Cleaning		1.2%	8
Carpenter or Woodworking		2.8%	18
Chimney Cleaning		2.2%	14
Concrete Repair		1.9%	12
Drywall Installation or Repair		2.8%	18
Electrical Repair		2.9%	19
Excavation & Wrecking		0.2%	1
Fire & Water Damage Restoration		0.5%	3
Flooring - Ceramic Tile (Installation or Repair)		2.5%	16
Flooring - Linoleum (Installation or Repair)		0.9%	6
Flooring - Wood (Installation or Repair)		2.3%	15

Value		Percent	Responses
Flooring - Other (Installation or Repair)		2.6%	17
Foundation Repair		0.8%	5
Furnace Cleaning		1.1%	7
Furnace Repair		0.5%	3
Furniture Reupholster		0.9%	6
Heating Repair		0.3%	2
Home Computer Repair		1.7%	11
Home Electronics Repair		0.3%	2
Home Heating Oil or Fuel Service		0.2%	1
Home Remodel		0.9%	6

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%	73
Junk or Yard Waste Removal		8.2%	53
Recycle		5.1%	33
Landscaping Service		15.7%	102
Painting		11.3%	73
Pest Control		15.7%	102
Plumbing Repair		4.5%	29
Pressure Washing		10.2%	66
Trash Removal		7.3%	47
None of the above / Does not apply		47.2%	306
Home Security Service		2.5%	16
Insulation Installation or Maintenance		1.2%	8
Interior Design		1.5%	10
Sell Scrap Metal		2.0%	13
Movers		1.9%	12
Mold Inspection or Removal		0.3%	2
Party Equipment Rental		0.2%	1
Pool Cleaning Service		1.7%	11
Preventative Home Maintenance		2.5%	16
Roof Repair		1.9%	12
Security System		1.9%	12

Value		Percent	Responses
Septic Tank Cleaning or Repair		2.6%	17
Siding Replacement		1.1%	7
Stucco or Exterior Coating		0.6%	4
Tool Rental		0.9%	6
Tornado or Storm Shelter Building or Repair		0.3%	2
Waterproofing		0.5%	3
Window Installation		0.8%	5
Window Tinting for Home		0.2%	1
Yard Equipment Rental		1.1%	7
Computer Repair		2.9%	19
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)		3.5%	23
Batteries (Home or Office)		25.3%	164
Candles		10.5%	68
Flooring Tile		3.2%	21
Rugs		5.7%	37
Curtains or Drapes		6.3%	41
Fire Extinguisher		3.1%	20
Laminate Flooring		4.0%	26
Storage Boxes or Tubs		3.1%	20
Picture Frames		3.5%	23
Linens (Bathroom)		4.9%	32
Indoor Flowers		3.1%	20
None of the above / Does not apply		53.7%	348
Awning		0.5%	3
Window Blinds (Venetian or Mini)		2.8%	18
Emergency Preparedness Kit or Supplies		1.9%	12
Firewood		1.5%	10
Carpeting		2.9%	19
Oriental Carpeting		0.5%	3
Hardwood Flooring		1.7%	11
Rugs (Persian)		0.3%	2

Value		Percent	Responses
Clocks		1.2%	8
Closet System		1.4%	9
Cutlery, Flatware or Silverware		2.2%	14
Ductless Heat Pumps		0.5%	3
Fine Art (Paintings, Pottery, Etc.)		0.3%	2
Custom Built Furniture		0.3%	2
Reconditioned Furniture		0.6%	4
Furniture (Bedroom)		2.5%	16
Furniture (Children's)		1.4%	9
Crib		0.3%	2
Furniture (Dining Room)		0.9%	6
Furniture (Living Room)		2.3%	15
Furniture (Home Office)		0.9%	6
Furnace		1.1%	7
Futon		0.5%	3
Safe		0.9%	6
Floral Arrangements		2.9%	19
Hot Tub or Spa (Used)		0.2%	1
Sewing Machine		0.5%	3
Reclining Chair		1.4%	9
Wallpaper		0.3%	2
Signs or Banners		1.2%	8
Hot Tub or Spa (New)		0.3%	2

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.7%	11
Tankless Water Heater		0.5%	3

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%	41
Innerspring Mattress		3.5%	23
Linens (Bedroom)		6.0%	39
None of the above / Does not apply		76.5%	496
Water Purification System (Drinking)		0.5%	3
Pillow Top Mattress		2.2%	14
Foam Mattress		0.6%	4
Memory Foam Mattress		1.5%	10
Gel Mattress		0.9%	6
Twin Size Bed		0.8%	5
Queen Size Bed		2.6%	17
King Size Bed		2.8%	18
Water Heater		1.5%	10
Smoke Alarm or Detector		2.2%	14
Remote Home Monitoring Video Camera		1.2%	8
Shutters		0.8%	5
Window Coverings		2.5%	16
Reclaimed Wood Furniture		0.2%	1
Patriotic Flags		2.2%	14
Sports Team Flags		1.5%	10

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		3.1%	20
Fine Art		1.7%	11
Photographs		3.9%	25
Pottery		2.6%	17
Blown Glass		0.8%	5
Stone Carvings		0.3%	2
Sculpture		1.1%	7
Artistic Wall Decor		2.9%	19
Wood Carvings		0.9%	6
Poster Art		1.2%	8
Religious Art		1.2%	8
Stained Glass		0.6%	4
Ceramics		1.1%	7
Metal Work Art		1.1%	7
Music Memorabilia		1.4%	9
Movie Memorabilia		1.1%	7
None of the above / Does not apply		87.8%	569

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

Value		Percent	Responses
Refrigerator		2.8%	18
Portable Dishwasher		0.3%	2
Dishwasher		4.6%	30
Freezer		1.7%	11
Range		2.5%	16
Range Hood		0.8%	5
Wall Oven		0.9%	6
Washer		2.5%	16
Dryer		1.5%	10
Blender		1.5%	10
Instant Pot		1.7%	11
Microwave		4.5%	29
Window Air Conditioner		1.2%	8
Coffee or Espresso Machine		2.2%	14
Vacuum Cleaner		2.3%	15
None of the above / Does not apply		81.8%	530

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
Aftermarket Products		3.4%	22
Floor Mats		3.1%	20
Tires		8.6%	56
Wiper Blades		11.9%	77
None of the above / Does not apply		75.8%	491
Battery		2.3%	15
Canopy		0.3%	2
Child Car Seat		0.8%	5
Grill Guard		0.2%	1
Ground Effects		0.2%	1
Lights		1.7%	11
Mirror(s)		0.2%	1
Motorcycle Accessories		0.2%	1
Motorcycle Parts		0.6%	4
Performance Parts		0.5%	3
RV Accessories or Supplies		0.6%	4
Roof Rack (For Bike, Kayak, Etc.)		0.3%	2
Roof Rack (Luggage or Equipment Container)		0.2%	1
Running Boards		0.2%	1
Seat Covers		1.1%	7
Stereo System (Auto, Car or Truck)		0.6%	4
Tool Box		0.2%	1

Value		Percent	Responses
Wheels or Rims		0.2%	1
Window Tinting Equipment (Auto)		0.5%	3
Cargo Trailer (Flat)		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		5.7%	37
60,000 Mile Service		7.3%	47
100,000 Mile Service		5.6%	36
Auto Detailing		5.6%	36
Auto Repair (General)		5.1%	33
Alignment		6.0%	39
Brake Replacement, Adjustment		4.6%	30
Car Wash		36.4%	236
Gas or Service Station Services		11.7%	76
Oil Change or Lube		38.1%	247
Preventative Maintenance		10.2%	66
Tire Mounting or Installation		3.7%	24
Tune-Up		6.3%	41
None of the above / Does not apply		32.3%	209
Auto Warranty Work (Work Covered by Warranty)		1.5%	10
Body Work		2.2%	14
Car Rental		1.5%	10
DEQ Inspection		0.2%	1
Electrical Repair		0.5%	3
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	5
Motor Repair or Replacement		0.5%	3
Motorcycle Repair		0.5%	3

Value		Percent	Responses
Muffler		0.5%	3
Painting		0.9%	6
RV Maintenance or Service		0.3%	2
Safety Inspection		1.1%	7
Shocks		1.1%	7
Smog Check		0.9%	6
Stereo Installation		0.6%	4
Transmission or Clutch Repair		0.8%	5
Upholstery Repair		0.8%	5
Vehicle Air Conditioning Repair		1.2%	8
Vehicle Storage		0.2%	1
Windshield or Glass Repair		1.7%	11
Windshield or Window Tinting		1.1%	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		10.0%	65
CarFax		12.0%	78
CarGurus.com		7.1%	46
CarMax.com		12.7%	82
Cars.com		5.9%	38
KBB.com		6.8%	44
Facebook Dealer Page		3.7%	24
Edmunds.com		8.0%	52
Local Dealer Site		32.6%	211
Other Local Website		5.4%	35
None of the above / Does not apply		50.0%	324
Yahoo! Autos		0.3%	2
Automotive.com		0.5%	3
CarsDirect.com		1.9%	12
Craigslist Auto		2.3%	15
eBay Motors		1.1%	7
MotorTrend.com		1.1%	7
UsedCars.com		1.2%	8
Local TV Site		1.4%	9
Local Radio Site		0.9%	6
The Car Connection		0.6%	4

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		36.9%	239
Beauty Products		24.1%	156
Cosmetics		33.3%	216
Babysitting		2.3%	15
Hair Care Products		41.4%	268
Hair Coloring		28.4%	184
Hair Cut		63.9%	414
Manicure		25.2%	163
Massage Therapy		9.9%	64
Pedicure		33.2%	215
None of the above / Does not apply		16.5%	107

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)		29.5%	191
Books (Used)		22.2%	144
Books (Children's)		10.6%	69
Board Games		11.3%	73
Lottery Ticket		21.9%	142
Collectibles		3.2%	21
Comics		2.3%	15
Graphic Novels		1.9%	12
Computer Games		6.5%	42
Magazines		16.8%	109
Toys		7.9%	51
Video Console Games		6.0%	39
None of the above / Does not apply		36.6%	237

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		2.0%	13
Ceramics and Pottery		2.5%	16
Collectables		3.2%	21
Comic Books and Related Collectables		1.2%	8
Do-It-Yourself (DIY)		17.6%	114
Games or Puzzles		15.1%	98
Beer Brewing Supplies		0.9%	6
Wine Making Supplies		0.6%	4
Jewelry Making Supplies or Beads		3.5%	23
Knitting		5.1%	33
Making Arts and Crafts		10.3%	67
Paper Crafts		2.3%	15
Quilting		3.2%	21
Scrapbooking		2.2%	14
Toy Collecting		0.8%	5
Trains, Plane & Car Model Kits		1.7%	11
None of the above / Does not apply		60.3%	391

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)		5.6%	36
Attend Online College or University (Part Time)		4.0%	26
Attend Online Graduate School		0.8%	5
Attend Online Classes at Community College		2.0%	13
Learning Center		0.5%	3
Online Continuing Education Courses		4.0%	26
Online Professional Certification or Accreditation Courses		2.2%	14
Online Language Lessons (Adult)		1.2%	8
Online Music Lessons (Adult)		0.5%	3
Attend Paid Online Lecture, Seminar or Special Class		1.2%	8
Online Real Estate Classes		1.2%	8
Online Child Education or Tutoring		2.9%	19
Online Music lessons (Child)		0.9%	6
Online Language Lessons (Child)		0.8%	5
Attend an Online Religion Based School		0.6%	4
Attend an Online Local Workshop		2.3%	15
None of the above / Does not apply		78.7%	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		10.0%	65
Oil paints		2.6%	17
Acrylic Paints		10.5%	68
Markers		4.9%	32
Specialty Paper		5.1%	33
Fabric Craft Supplies		7.7%	50
Beads		3.4%	22
Art Pencils and Pens		8.5%	55
Scrapbooking Supplies		2.8%	18
None of the above / Does not apply		76.4%	495

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

Value		Percent	Responses
Bass Guitar		0.3%	2
Clarinet		0.2%	1
Drums		0.6%	4
Flute		0.2%	1
Acoustic Guitar		1.4%	9
Electric Guitar		0.5%	3
Electric Keyboard		0.5%	3
Piano		0.6%	4
Trombone		0.2%	1
Violin		0.2%	1
None of the above / Does not apply		96.3%	624

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		18.4%	119
French		3.4%	22
Asian		28.9%	187
German		2.3%	15
American (New)		31.5%	204
Italian		49.1%	318
Cajun or Creole		9.6%	62
Indian		4.6%	30
Chinese		43.5%	282
American (Traditional)		69.3%	449
Thai		16.0%	104
Middle Eastern		4.0%	26
Japanese		17.9%	116
Mexican		62.5%	405
Vietnamese		4.8%	31
Southern		37.0%	240
Tex-Mex		29.0%	188
Spanish		8.2%	53
Mediterranean		13.3%	86
None of the above / Does not apply		13.9%	90

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		20.5%	133
Fish & Chips		19.9%	129
Barbeque		45.4%	294
Deli		26.1%	169
Breakfast or Brunch		36.6%	237
Appetizers		29.3%	190
Dessert		22.2%	144
Chicken Wings		34.3%	222
Hamburgers		58.0%	376
Chicken		49.4%	320
Frozen Yogurt		6.9%	45
Tapas or Small Plates		4.0%	26
Theme Restaurants		3.2%	21
Soup		21.0%	136
Salad		39.7%	257
Pizza (Dine In)		10.8%	70
Pizza (Delivery)		25.2%	163
Steak		29.0%	188
Juice or Smoothies		9.7%	63
Sandwiches		43.5%	282
Pizza (Carry Out)		50.2%	325
Pizza (Take & Bake)		7.3%	47

Value		Percent	Responses
Seafood		38.0%	246
Steakhouse		22.7%	147
Sushi		11.7%	76
Vegetarian		3.9%	25
Pho		5.2%	34
None of the above / Does not apply		13.0%	84
Golf Course Restaurant, Bar or Snack Bar		2.5%	16
Live or Raw food		2.6%	17
Vegan		2.2%	14

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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.3%	2
Purchase Commercial or Business Property		0.2%	1
Purchase Condominium or Townhouse		1.1%	7
Purchase Investment Property		1.7%	11
Purchase Personal Residence		2.0%	13
Purchase Custom Built Home		0.2%	1
Purchase Residential Real Estate at an Auction		0.3%	2
Purchase Land or Agricultural Property		0.5%	3
Purchase Vacation Property		0.3%	2
Purchase Other		0.5%	3
None of the above / Does not apply		94.6%	613

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		3.2%	21
Sell Vacation Property		0.2%	1
Sell Investment Property		2.0%	13
Sell Land or Agricultural Property		0.6%	4
Sell Commercial or Business Property		0.6%	4
Sell Manufactured or Modular Home		0.2%	1
Sell Other		1.1%	7
None of the above / Does not apply		92.9%	602

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		7.7%	1
New home, but outside of development		7.7%	1
New home that I will have contractor build		7.7%	1
Existing home less than 10 years old		46.2%	6
Existing home more than 10 years old		69.2%	9
Other		7.7%	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		0.9%	6
Rent House (Residence)		2.9%	19
Rent or Lease Commercial Property		0.3%	2
Rent Agricultural Land		0.3%	2
Rent Subsidized Housing		0.2%	1
Rent Condo/Townhouse		1.5%	10
Rent Section 8 Housing		0.2%	1
None of the above / Does not apply		94.8%	614

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		1.7%	11
Use a Realtor to Buy and Sell Real Estate		2.8%	18
Plan to Sell Property Myself		1.1%	7
Use a Real Estate Broker		0.5%	3
None of the above / Does not apply		91.7%	594

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		2.2%	14
Home Remodel or Renovation Loan		0.5%	3
Business Construction Loan		0.3%	2
Home Construction Loan		0.5%	3
Equity Loan		1.2%	8
Land Loan		0.6%	4
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		1.1%	7
Refinance Home		5.2%	34
None of the above / Does not apply		90.1%	584

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

Value		Percent	Responses
Craigslist Homes		1.1%	7
Facebook		3.4%	22
Google		4.0%	26
Auction.com		1.1%	7
Homes & Land		1.9%	12
Homes.com		4.2%	27
HomeFinder		8.3%	54
MLS.com		15.0%	97
National Real Estate Co. Site		2.2%	14
Local MLS Site		19.0%	123
RealEstate.com		6.0%	39
Realtor.com		22.7%	147
Realty.com		3.1%	20
Redfin		5.2%	34
Trulia		11.4%	74
Zillow		34.7%	225
ZipRealty.com		0.6%	4
None of the above / Does not apply		51.9%	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		11.7%	76
Apartmentguide.com		4.9%	32
Craigslist		1.4%	9
Forrent.com		1.1%	7
HomeFinder.com		6.3%	41
Hotpads.com		1.2%	8
Rent.com		6.8%	44
Sublet.com		0.2%	1
Trulia		6.6%	43
Zillow		20.4%	132
None of the above / Does not apply		71.6%	464

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		68.8%	446
No, don't know who to call		31.2%	202
			Total: 648

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		69.0%	447
No, don't know who to call		31.0%	201
			Total: 648

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		16.2%	105
Craft Beer		16.2%	105
Champagne		5.4%	35
Premium Hard Alcohol or Spirits		19.1%	124
White Wine		28.2%	183
Red Wine		29.5%	191
Major Brand Cigarettes		6.3%	41
Recreational Marijuana		1.1%	7
Marijuana Accessories		0.9%	6
Smokeless Tobacco		1.7%	11
Pipe Tobacco		0.3%	2
Discount Cigarettes		2.5%	16
Discount Hard Alcohol or Spirits		7.7%	50
Domestic Beer		27.5%	178
Electronic Cigarette Supplies		2.8%	18
Alcoholic Cider		5.1%	33
None of the above / Does not apply		38.6%	250

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		0.6%	4
Cannabis Edibles		0.8%	5
Cannabis Tinctures		0.2%	1
Cannabis Cleaning Tools or Supplies		0.2%	1
Cannabis Concentrates		0.2%	1
Organic Cannabis Products		0.5%	3
Cannabis Oil		2.0%	13
Cannabis Beauty & Skin Care Products		0.9%	6
Cannabis Beverages		0.2%	1
Cannabis Chocolates		0.3%	2
Medical Cannabis		0.8%	5
CBD Cannabis		2.3%	15
None of the above / Does not apply		94.8%	614

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

Value		Percent	Responses
Bulk or Discounted Food Items		21.6%	140
Specialty Teas		12.5%	81
Specialty Coffee		24.2%	157
Gourmet Deli Counter Items		17.6%	114
Cookies		51.1%	331
Snack Cakes		19.4%	126
Potato Chips		63.0%	408
Soft Drinks		52.3%	339
Energy Drinks		9.6%	62
Energy Bars		14.7%	95
Noodle Bowls		11.6%	75
Cupcakes		11.6%	75
Birthday Cake		15.9%	103
Beef Jerky or Meat Sticks		10.5%	68
Bottled Water		47.5%	308
Candy		39.8%	258
Fruit		77.5%	502
Nuts		53.4%	346
Chocolates		43.8%	284
Ice cream		58.6%	380
Cheese		79.3%	514
Artisan Bread		19.0%	123

Value		Percent	Responses
Artisan Meats		4.8%	31
Sports Drinks		15.7%	102
Basic Condiments		46.9%	304
Canned Sauces		36.6%	237
Cereal		68.4%	443
Milk		79.9%	518
Chicken		84.3%	546
Pork		55.9%	362
Beef		70.5%	457
Fish		54.3%	352
Pasta		67.3%	436
Snack Mixes		17.6%	114
Vegetables		76.5%	496
Olive Oil		48.6%	315
Balsamic Vinegar		21.9%	142
Frozen Entrees		49.7%	322
Eggs		88.6%	574
Locally Raised Beef, Pork, Poultry		14.2%	92
Locally Grown Fruit and Vegetables		49.7%	322
Locally Produced Honey		19.6%	127
Organic Food		15.7%	102
Pickled Vegetables		13.4%	87
Artisan Cheese		13.9%	90

Value		Percent	Responses
Alternative "Meat" Products		8.0%	52
Sausage		46.3%	300
Donuts		24.2%	157
Pastries		26.9%	174
Artisan Condiments		2.6%	17
Game Meats		1.7%	11
None of the above / Does not apply		2.2%	14

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

Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		40.3%	261
Attend Online Religious or Spiritual Services		34.6%	224
Donate to a Charity		40.1%	260
Donate to a Church		43.2%	280
Donate to Political Party or Government Representative		9.3%	60
Volunteer at Church		23.0%	149
Volunteer for Nonprofit Group		17.6%	114
Vote in Upcoming Local Elections		51.2%	332
Vote in Upcoming State or National Elections		55.7%	361
Purchase Season Tickets for Performing Arts		4.9%	32
Attend a Holiday Themed Performance		3.7%	24
Community Activity		16.2%	105
Support an Organization		13.1%	85
Make a Donation		25.3%	164
None of the above / Does not apply		13.4%	87
Join a New Church		1.4%	9
Donate Vehicle		0.8%	5
Have a Baby		0.8%	5
Get Married		0.8%	5
Retire		1.2%	8
Look into Private Schooling for Children		1.7%	11
Register to Vote		2.6%	17

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		3.4%	22
Go Mountain Biking		2.0%	13
Go Camping		10.8%	70
Go Hiking		20.8%	135
Go Fishing		16.7%	108
Go Backpacking		3.9%	25
None of the above / Does not apply		63.0%	408

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		28.9%	187
Local Business Blog		4.5%	29
Local Business Email		13.3%	86
Snapchat		12.5%	81
Instagram		36.1%	234
Cinema Ads		4.2%	27
Facebook Business Page		20.5%	133
Reviews on Yelp! or Google+		17.1%	111
YouTube Promo Video		10.6%	69
Local Business Text Message		7.4%	48
Pandora		16.8%	109
Online Yellow Pages		3.1%	20
Google Search		61.4%	398
eBay		26.7%	173
Spotify		14.0%	91
Pinterest		32.4%	210
Google+ Local		7.7%	50
Clicked on Google Sponsored Ad		12.3%	80
LinkedIn		23.5%	152
Craigslist		8.8%	57
Bing		10.0%	65
Twitter		21.9%	142

Value		Percent	Responses
Amazon		83.6%	542
None of the above / Does not apply		5.2%	34
CitySearch		0.9%	6
Digital Billboard		0.8%	5
Angie's List		2.9%	19
Xing		0.2%	1

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

Value		Percent	Responses
Yes		82.4%	534
No		17.6%	114

Total: 648

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

Value		Percent	Responses
Yes		59.0%	382
No		41.0%	266

Total: 648

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

Value		Percent	Responses
Yes		45.8%	297
No		54.2%	351

Total: 648

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		43.8%	284
Arts and Entertainment		29.9%	194
Automotive - (General)		17.4%	113
Automotive - (New Vehicle Dealership)		14.4%	93
Automotive - (Used Vehicle Dealership)		12.5%	81
Automotive - (Auto Parts store)		11.6%	75
Automotive - (Auto Repair business)		6.6%	43
Automotive - (Auto Body shop)		3.5%	23
Tire Business		15.9%	103
Beauty and Spa Related Businesses		16.8%	109
Child Related Businesses		4.8%	31
Community and State Services		19.9%	129
Education		14.7%	95
Employment Related Businesses		8.8%	57
Event Planning and Services		7.4%	48
Family Activity Related Businesses		11.6%	75
Financial Services		9.7%	63
Fitness Businesses or Providers		6.3%	41
General Retail		37.2%	241
Grocery / Market		43.7%	283
Home and Garden Related Businesses		25.9%	168
Building Supply/Lumber Business		14.5%	94

Value		Percent	Responses
Home Service Businesses		8.5%	55
Home Service Contractors		10.8%	70
Hotel and Travel Related Businesses		22.1%	143
Local Services		22.2%	144
Medical Related Businesses - (General)		13.1%	85
Medical Related Businesses - (Dentist)		5.9%	38
Medical Related Businesses - (Hospital)		4.0%	26
Nightlife Related Businesses		4.3%	28
Pet / Animal		22.4%	145
Professional Services		13.7%	89
Real Estate Service Businesses		4.9%	32
Recreation Related Businesses		4.3%	28
Restaurant / Bar / Lounge		35.0%	227
Senior Related Businesses		6.0%	39
Specialty Food and Drink		12.3%	80
General Retail - Children's Clothing Store		8.2%	53
General Retail - Clothing Accessory Store		11.9%	77
General Retail - Computer Store		7.6%	49
General Retail - Furniture Store		10.0%	65
General Retail - Hardware Store		15.0%	97
General Retail - Home Entertainment Store		5.1%	33
General Retail - Jewelry Store		4.0%	26
General Retail - Major Appliance Store		9.3%	60

Value		Percent	Responses
General Retail - Men's Clothing Store		10.3%	67
General Retail - Mobile Phone Store		5.6%	36
General Retail - Shoe Store		14.2%	92
General Retail - Women's Clothing Store		22.1%	143
None of the above / Does not apply		15.6%	101
Farm Equipment and Agriculture Businesses		2.5%	16
Medical Related Businesses - (Chiropractor)		2.8%	18
Motorsport Businesses		2.0%	13
General Retail - Farming and Agriculture Business		2.6%	17

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

Value		Percent	Responses
Yes		10.3%	67
No		89.7%	581

Total: 648

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		7.1%	46
Get a New Part Time Job		5.4%	35
Get a Temporary or Seasonal Job		4.5%	29
Use an Employment or Temporary Employment Agency		3.1%	20
Use a Career Counselor		0.5%	3
Get a Second (or Third) Job		3.7%	24
Get First Job after High School		0.6%	4
Get First Job after College		1.5%	10
Apply for Unemployment Benefits		9.6%	62
None of the above / Does not apply		77.8%	504

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
Retail		3.4%	22
Admin & Clerical		6.3%	41
Health Care		3.2%	21
Customer Service		6.0%	39
Management		3.9%	25
Education		4.3%	28
Sales & Marketing		3.1%	20
None of the above / Does not apply		75.2%	487
Agriculture		0.5%	3
Automotive		0.5%	3
Warehouse		1.4%	9
Construction		1.2%	8
Accounting		2.6%	17
Hotel - Hospitality		0.9%	6
Manufacturing		0.8%	5
Entry Level (New Graduate)		1.9%	12
Grocery		1.7%	11
Banking & Finance		2.3%	15
Child Care		1.2%	8
Real Estate		0.6%	4
Insurance		1.1%	7

Value		Percent	Responses
Legal		1.4%	9
Media		1.2%	8
NonProfit		2.8%	18
Government		2.9%	19
Installation - Maintenance - Repair		0.5%	3
Restaurant - Food Services		0.8%	5
Executive Level		1.7%	11
Engineering		1.9%	12
Information Technology		2.5%	16
Skilled Labor - Trades		0.8%	5
Transportation		1.2%	8

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		14.4%	93
Local Agency Site		7.6%	49
Craigslist		2.2%	14
Facebook		5.1%	33
Indeed.com		24.1%	156
LinkedIn		20.4%	132
Monster.com		10.5%	68
CareerBuilder		10.2%	66
GlassDoor		7.9%	51
SimplyHired.com		2.2%	14
AOL Jobs		0.9%	6
SnagAJob.com		1.5%	10
Dice.com		0.9%	6
USAjobs.gov		7.7%	50
USAjobs.org		2.9%	19
ZipRecruiter		8.8%	57
JobDiagnosis		0.5%	3
TheLadders		1.2%	8
None of the above / Does not apply		60.0%	389

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		11.4%	74
Yellow Pages directory		0.9%	6
Direct mail flyer		11.3%	73
Deal program/offer		6.0%	39
Facebook business page offer		8.8%	57
Billboard advertising		1.7%	11
None of the above / Does not apply		72.4%	469

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

Value		Percent	Responses
Read ads and keep them - using three or more		5.4%	35
Read ads and keep them - using one or two		33.3%	216
Read ads and keep them - without using any		4.0%	26
Read ads but throw away without using any		27.0%	175
Throw ads away unread		26.9%	174
Do not receive direct mail or advertisements at home or PO Box		3.4%	22

Total: 648

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 %	27 4.2%	133 20.5%	217 33.5%	27 4.2%	92 14.2%	86 13.3%	66 10.2%	648
County election Count Row %	19 2.9%	125 19.3%	245 37.8%	30 4.6%	88 13.6%	78 12.0%	63 9.7%	648
State election Count Row %	37 5.7%	162 25.0%	186 28.7%	21 3.2%	100 15.4%	88 13.6%	54 8.3%	648
Total Total Responses								648

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

Value		Percent	Responses
Yes		90.6%	587
No		9.4%	61

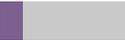
Total: 648

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		93.7%	607
No		6.3%	41

Total: 648

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		18.5%	120
No		44.8%	290
Does not apply		36.7%	238

Total: 648

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

Value		Percent	Responses
Arts and Entertainment		6.5%	8
Beauty and Spa		3.3%	4
Business Consulting		3.3%	4
Education		6.5%	8
Financial Services		4.9%	6
General Retail		3.3%	4
Health and Medical		7.3%	9
Home Service Businesses		4.1%	5
Local Services		7.3%	9
Pet / Animal		3.3%	4
Real Estate		11.4%	14
Restaurant / Bar / Lounge		4.1%	5
Other		26.8%	33
Apparel and Accessories		0.8%	1
Automotive		0.8%	1
Event Planning and Services		0.8%	1
Fitness Businesses or Providers		0.8%	1
Grocery and Specialty Food/Drink		1.6%	2
Hotel and Travel		0.8%	1
Motorsport Businesses		0.8%	1
Recreation		1.6%	2

Total: 123

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

Value		Percent	Responses
Have an ongoing digital marketing campaign		8.3%	10
Use social media for promoting business		24.2%	29
Website optimized for mobile (responsive)		8.3%	10
Ongoing search optimization (SEO, SEM)		5.8%	7
Banner ads		5.0%	6
Cost-per-click ads (CPC, PPC)		4.2%	5
Cost-per-mille ads (CPM)		0.8%	1
Programmatic ads		0.8%	1
Retargeting ads		3.3%	4
Video ads		5.8%	7
Google ads (Adwords)		13.3%	16
Facebook ads		18.3%	22
Sponsored content		2.5%	3
Email advertising		12.5%	15
Site analytics		4.2%	5
Use a Digital Agency		2.5%	3
Digital ads through newspaper		5.0%	6
None of the above/Does not apply		57.5%	69

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

Value		Percent	Responses
Business Accounting or CPA		5.0%	6
None of the above / Does not apply		92.5%	111
Business Advertising		2.5%	3
Business Internet Service Provider		0.8%	1
Business Legal Services or Attorney		0.8%	1
Business Meetings or Conventions		0.8%	1
Business Recruitment		0.8%	1
Selling Small Business		0.8%	1
Business Online Meetings		1.7%	2
Business Bankruptcy		0.8%	1

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

Value		Percent	Responses
Rent New Office		2.5%	3
Buy New Office		1.7%	2
Add New Locations		2.5%	3
Renovate Existing Facilities		5.0%	6
Construct New Facilities		0.8%	1
None of the above / Does not apply		89.2%	107

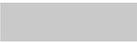
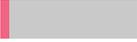
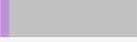
122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		0.8%	1
Purchase Used Business Automobiles		1.7%	2
Purchase Used Business Trucks		0.8%	1
Lease New Business Trucks		0.8%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.7%	2
None of the above / Does not apply		95.0%	114

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 Health Insurance		2.5%	3
Business Dental Insurance		0.8%	1
Business 401K or Retirement Program		1.7%	2
Business Property Insurance		0.8%	1
Business Commercial Insurance		0.8%	1
None of the above / Does not apply		95.8%	115

124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	2
20 - 24		0.6%	4
25 - 30		1.2%	8
31 - 34		4.6%	30
35 - 40		6.0%	39
41 - 45		7.4%	48
46 - 49		6.9%	45
50 - 54		8.5%	55
55 - 60		11.7%	76
61 - 69		24.8%	161
70 or older		27.8%	180

Total: 648

Avg 60

125. What state do you live in?

Value	Percent	Responses
Georgia 	100.0%	648
		Total: 648

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

Value	Percent	Responses
Metro / Urban	13.1%	85
Small/Mid-Size Town	22.5%	146
Suburban	51.2%	332
Rural	12.0%	78
Other	1.1%	7
		Total: 648

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

Value		Percent	Responses
Some High School (Not Graduate)		0.3%	2
High School Graduate (12th grade)		6.8%	44
Vocational or Technical Training		4.2%	27
Some College		17.7%	115
College Graduate		32.3%	209
Some Post-Graduate Study (No Advanced Degree)		7.4%	48
Post-Graduate Degree		31.3%	203

Total: 648

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

Value		Percent	Responses
Under \$20,000		3.4%	21
\$20,000 - \$24,999		3.0%	18
\$25,000 - \$29,999		2.3%	14
\$30,000 - \$34,999		3.1%	19
\$35,000 - \$39,999		4.3%	26
\$40,000 - \$44,999		4.4%	27
\$45,000 - \$49,999		4.8%	29
\$50,000 - \$74,999		17.7%	108
\$75,000 - \$99,999		16.9%	103
\$100,000 - \$124,999		14.4%	88
\$125,000 - \$149,999		10.3%	63
\$150,000 - \$200,000		10.5%	64
Over \$200,000		4.8%	29

Total: 609
Avg \$95,923

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.8%	5
Black or African-American		6.6%	43
Asian		0.8%	5
White or Caucasian		82.6%	535
Hispanic		2.3%	15
Other		1.4%	9
Prefer not to answer		5.6%	36

Total: 648

131. Are you...

Value		Percent	Responses
Male		30.4%	197
Female		66.5%	431
Transgender Female		0.2%	1
Prefer not to answer		2.9%	19

Total: 648

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

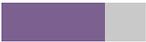
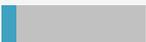
Value	Percent	Responses
Single Family Home	92.1%	597
Apartment	3.9%	25
Condominium	1.7%	11
Mobile Home	1.1%	7
Other	1.2%	8
		Total: 648

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		89.4%	579
Rented		8.3%	54
Occupied Without Payment of Rent		1.2%	8
Other		1.1%	7

Total: 648

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

Value		Percent	Responses
None		73.3%	475
1		11.4%	74
2		9.4%	61
3		3.9%	25
4 or more		2.0%	13
			Total: 648