

Covid-19 Impact and Local Business Survey


Great Lakes Regional Report - April 2020

Response Counts

Completion Rate:	100%		
	Complete		1,195

Total: 1,195


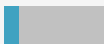







1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	1,195
			Total: 1,195

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

Value		Percent	Responses
Local Newspaper		45.0%	538
Local Newspaper Website		51.4%	614
Local TV News		70.6%	844
National Broadcast News		58.8%	703
Local Radio		22.8%	272
Apple News		5.6%	67
Facebook		28.0%	335
Twitter		5.9%	71
Nextdoor		5.5%	66
Other		13.6%	162








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

Value		Percent	Responses
Local Newspaper		14.0%	167
Local Newspaper Website		15.1%	181
Local TV News		24.8%	296
National Broadcast News		27.4%	327
Local Radio		4.6%	55
Apple News		0.8%	10
Facebook		1.4%	17
Twitter		0.3%	4
Other		11.5%	138
			Total: 1,195




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		77.9%	931
Weekly updates on Covid-19 impact on our community		36.2%	432
Local resources available to our community to lessen impact of Covid-19		53.8%	643
Personal stories on the impact of Covid-19 on households		24.5%	293
Stories on the impact of Covid-19 on employment and local economy		46.9%	561
Online services being offered in the community		35.1%	419
Unemployment resources for persons laid off		21.3%	255
Assistance resources available for local businesses		19.3%	231
Other		6.2%	74


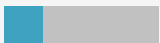
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		64.1%	766
New hours		59.1%	706
Services that are being offered		80.6%	963
New services being offered		50.3%	601
Online services being offered		58.2%	695
Employment needs		23.3%	278
Other		2.2%	26

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		48.7%	582
Watched Local Television		79.2%	946
None of the above / Does not apply		11.3%	135

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













Value		Percent	Responses
Yes		74.3%	888
No		25.7%	307

Total: 1,195









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		27.5%	244
Local Daily Newspaper		83.2%	739
Local Paid Weekly Community Newspaper		27.4%	243
Local Free Weekly Print Publication		27.5%	244
Local Alternative Publication		8.8%	78
Local City or Regional Magazine		21.1%	187
Local Specialty Publication		11.8%	105
Local Business Publication		10.9%	97
Local Ethnic Publication		2.4%	21
Local Parenting Publication		1.2%	11
Local Senior Publication		9.0%	80
None of the above / Does not apply		2.6%	23

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		4.9%	59
Auto Detailing Shop		4.5%	54
Auto Glass Repair Shop		2.3%	27
Oil Change Station		46.2%	552
Auto Parts Store		15.7%	188
Auto Repair Shop		24.3%	290
New Vehicle Dealership		10.0%	120
Used Vehicle Dealership		5.1%	61
Recreation Vehicle (RV) Dealership		1.0%	12
RV or Camper Repair		1.1%	13
Tire Store		8.5%	101
None of the above / Does not apply		25.1%	300







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		1.1%	13
Used Farm Equipment Dealer		0.8%	10
Farm Truck and Tractor Repair Shop		1.5%	18
Agriculture Farm Supply Store		10.5%	126
Agricultural Service		2.0%	24
Farming Structure Building Contractor		0.3%	3
Animal Feed Store		7.4%	89
None of the above / Does not apply		83.4%	997





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		53.0%	633
Ethnic Food Restaurant		45.3%	541
Liquor Store		43.8%	524
Wine Shop		18.2%	217
None of the above / Does not apply		19.8%	237










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		6.6%	79
Farmers Market		33.7%	403
Grocery Store (Co-op)		29.0%	347
Grocery Store (Neighborhood/Local/Mom & Pop)		77.2%	922
Specialty Food Market		14.4%	172
None of the above / Does not apply		8.6%	103



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		52.3%	625
Day Spa		8.7%	104
Nail Salon		22.8%	272
None of the above / Does not apply		35.9%	429






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		6.9%	82
Bicycle Repair Shop		10.5%	125
Bicycle Rental Service		0.8%	9
Golf Course		20.3%	242
Gun Shooting Range		6.4%	76
Gun Store		5.0%	60
New Sporting Goods Store		17.2%	205
Used Sporting Goods Store		3.7%	44
None of the above / Does not apply		56.4%	674






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

Value		Percent	Responses
Catering Service		3.4%	41
None of the above / Does not apply		96.6%	1,154







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

Value		Percent	Responses
Continuing Education Courses		11.4%	136
Community College		7.5%	90
Tutoring Center		1.0%	12
Private Tutor		1.2%	14
None of the above / Does not apply		83.0%	992








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		21.2%	253
Credit Union		19.0%	227
Financial Advisor		10.7%	128
Stockbroker		2.6%	31
None of the above / Does not apply		64.6%	772





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		1.3%	15
Debt Consolidation Company		1.8%	22
Payday Loan Company		0.4%	5
Tax Return Service		13.4%	160
Title Loan Company		1.4%	17
None of the above / Does not apply		83.3%	995











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		8.4%	100
Dentist		29.0%	346
General Practitioner		13.8%	165
Family Practitioner		15.1%	181
Optometrist		13.6%	163
Pediatrician		2.3%	28
None of the above / Does not apply		59.1%	706















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		14.4%	172
Hospital		2.8%	33
Medical Clinic		9.9%	118
None of the above / Does not apply		80.8%	965



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		10.5%	125
Mental Health Provider		10.9%	130
Denture or Implant Specialist		6.7%	80
Ear, Nose & Throat Doctor		7.3%	87
Home Health Care Provider		2.8%	34
Internal Medicine Doctor		29.5%	352
Nutritionist or Dietician		2.3%	27
Physical Therapist		9.0%	107
Psychiatrist		5.4%	65
None of the above / Does not apply		49.0%	585

















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%	2
Hearing Aid Center		6.0%	72
Hospice Care Provider		0.3%	4
Laboratory or Medical Testing Facility		20.2%	241
Medical Marijuana Dispensary		1.8%	22
Medical Spa		1.1%	13
Mental Health Clinic		6.1%	73
Medical Supply Store		3.1%	37
Pain Clinic		4.1%	49
Rehabilitation Clinic		1.9%	23
Sleep Disorder Clinic		3.3%	40
Urgent Care Clinic		3.8%	46
Walk-In Clinic		5.1%	61
None of the above / Does not apply		61.3%	732

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		6.3%	75
None of the above / Does not apply		93.7%	1,120





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

Value		Percent	Responses
Bottled Water Delivery Service		3.6%	43
Courier or Delivery Service		11.3%	135
Cremation Service Provider		0.5%	6
Dry Cleaning or Laundry Service		13.4%	160
Electronics Repair Shop		1.8%	21
Funeral Service Provider		0.8%	9
Information Technology (IT) Service		4.9%	58
Marriage Counselor		0.4%	5
Moving Truck Rental Company		3.0%	36
Mobile or Cell Phone Repair Shop		5.7%	68
Propane Dealer		8.8%	105
Self-Storage Facility		6.5%	78
Sewing and Alterations Shop		5.4%	65
Small Engine Repair Shop		5.4%	64
Shipping Center		13.1%	157
None of the above / Does not apply		52.7%	630









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		11.8%	141
Church		40.9%	489
Community Organization		11.9%	142
Community Service or Non-Profit Organization		19.9%	238
None of the above / Does not apply		44.9%	537















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

Value		Percent	Responses
Electrician		9.5%	113
Painting Contractor		8.5%	102
Plumber or Plumbing Contractor		9.5%	113
None of the above / Does not apply		79.3%	948










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

Value		Percent	Responses
Air Duct Cleaning Service		4.1%	49
Concrete Contractor		6.8%	81
Furnace Contractor		4.4%	53
General Contractor		6.0%	72
Handyman		17.7%	211
Heating & Air Conditioning Service		17.3%	207
Home Security Company		1.3%	15
Junk Removal or Hauling Service		7.4%	88
Kitchen or Bath Remodeling Company		3.8%	45
Landscaping Service		19.6%	234
Mover or Moving Company		2.1%	25
New Home Builder		0.6%	7
Remodeling Contractor		6.3%	75
Roofing Contractor		3.4%	41
Septic Tank Contractor		2.9%	35
None of the above / Does not apply		46.4%	555



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

Value		Percent	Responses
Carpet Cleaning Service		12.0%	143
Fuel or Oil Home Heating Service		2.3%	28
Furnace Cleaning Service		6.5%	78
Home Theater Installation Service		0.3%	4
Home Gardening Service		3.9%	47
House Cleaning Service		10.5%	126
Landscaper		11.3%	135
Pest Control Service or Exterminator		8.9%	106
Pool Cleaning Service		1.5%	18
Shades & Blinds Installation Service		2.7%	32
Television or Internet Service Provider		19.1%	228
Water Treatment Supply & Service		1.8%	21
Window & Door Installation Service		4.1%	49
None of the above / Does not apply		49.0%	585



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

Value		Percent	Responses
55+ Housing Community		3.1%	37
Adult Day Care		0.4%	5
Assisted Living Facility		0.9%	11
Nursing Home		0.8%	10
Respite Relief Provider		0.4%	5
Retirement Counselor		1.0%	12
Retirement Home		0.5%	6
Senior Center		5.7%	68
None of the above / Does not apply		89.6%	1,071









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		3.8%	46
None of the above / Does not apply		96.2%	1,149




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 MONTH HS? (Check all that apply.)

Value		Percent	Responses
Children's Clothing Store		10.1%	121
None of the above / Does not apply		89.9%	1,074







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		3.8%	46
Animal Shelter		3.1%	37
Bird Seed Store		10.9%	130
Pet Groomer		15.5%	185
Pet Sitter		2.2%	26
Pet Store		25.4%	303
Veterinarian		34.1%	408
None of the above / Does not apply		47.1%	563

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		5.0%	60
Real Estate Brokerage Firm		0.5%	6
None of the above / Does not apply		94.6%	1,131

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		2.6%	31
Estate Liquidator		0.6%	7
Mortgage Banker		4.8%	57
Mortgage Broker		2.1%	25
Real Estate Appraiser		4.2%	50
None of the above / Does not apply		89.3%	1,067

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		60.3%	720
Family Style Restaurant		53.2%	636
Food Cart/ Food Truck		12.1%	145
Fine Dining Restaurant		25.7%	307
Restaurant with Lounge or Bar		34.7%	415
Pizza Restaurant		57.0%	681
None of the above / Does not apply		14.2%	170

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%	127
Consignment Shop		17.1%	204
Craft Supply Store		22.4%	268
Bookstore		29.4%	351
Computer Store		8.6%	103
Department Store		47.9%	573
Discount Store		38.9%	465
Drugstore or Pharmacy		70.5%	843
Equipment Rental Store		3.2%	38
Fabric Store		13.4%	160
Florist		9.9%	118
Gift Shop		9.3%	111
Gun Shop		5.0%	60
Hobby Shop		12.1%	145
Marijuana Dispensary		3.2%	38
Mobile Phone Store		12.4%	148
Shopping Center		29.0%	347
Thrift Store		29.3%	350
Wholesale, Warehouse or Club Store		30.6%	366
Yarn Store		4.6%	55
Yard Equipment Store		11.2%	134

Value		Percent	Responses
Vitamin or Supplement Store		8.9%	106
None of the above / Does not apply		6.8%	81
Christian Book Store		2.6%	31
Gold/Silver/Precious Metal Dealer		2.2%	26
Military Surplus Store		1.2%	14
Monument or Memorial Company		1.1%	13
Pawn Shop		2.3%	28
Religious Supply or Gift Shop		1.7%	20
Survival Store		0.8%	10
Security Service		0.6%	7







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		27.1%	324
Free delivery		41.3%	494
Drive-thru		67.0%	801
Carryout		68.6%	820
Curbside carryout		60.8%	727
Other		2.6%	31
None of the above / Does not apply		8.3%	99






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		37.5%	448
Carpet Store		4.4%	53
Fireplace, Wood Stove or Barbeque Store		2.9%	35
Flooring Store		7.1%	85
Furniture Store		11.5%	138
Hardware Store		45.0%	538
Home & Garden Center		52.8%	631
Home Decor Store		11.5%	137
Hot Tub or Spa Dealer		1.3%	16
Major Appliance Store		6.6%	79
Mattress or Bedding Store		7.4%	88
Outdoor Furniture Store		5.6%	67
Plant Nursery & Garden Supply Store		35.6%	425
Paint Store		14.8%	177
Tool Rental Center		2.5%	30
TV & Appliance Store		4.2%	50
Vacuum Store		2.4%	29
None of the above / Does not apply		18.7%	224




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

Value		Percent	Responses
Clothing Accessory Store		13.4%	160
Clothing Store		55.2%	660
Eyewear & Opticians Store		24.7%	295
Jewelry Store		3.6%	43
Shoe Store		33.6%	402
None of the above / Does not apply		32.0%	382












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		4.2%	50
Insurance Agency		6.2%	74
Legal Firm or Attorney		4.4%	53
Tax Advisor		3.9%	47
None of the above / Does not apply		85.7%	1,024




















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		3.4%	41
Life Coach		1.0%	12
None of the above / Does not apply		95.9%	1,146







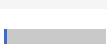

42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.1%	1
Purchase New Class B RV		0.1%	1
Purchase New Class C RV		0.3%	3
Purchase New Travel Trailer or 5th Wheel		0.6%	7
Purchase New Camper Shell		0.2%	2
Purchase Used Class A RV		0.1%	1
Purchase Used Class B RV		0.2%	2
Purchase Used Class C RV		0.4%	5
Purchase Used Travel Trailer or 5th wheel		0.8%	9
Purchase Used Camper Shell		0.1%	1
None of the above / Does not apply		98.2%	1,173

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

Value		Percent	Responses
New Car		2.0%	24
New Luxury Vehicle - Under \$50,000		0.3%	4
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	7
New Luxury Vehicle - Over \$75,000		0.2%	2
New Van		0.3%	4
New Minivan		0.6%	7
New SUV		3.0%	36
New Truck		1.2%	14
New Hybrid or Electric Vehicle		0.8%	10
Used Car		5.0%	60
Used Luxury Vehicle - Under \$30,000		0.8%	9
Used Luxury Vehicle - \$30,000 - \$50,000		0.3%	3
Used Luxury Vehicle - Over \$50,000		0.3%	4
Used Van		0.3%	3
Used Minivan		0.6%	7
Used SUV		3.3%	39
Used Truck		2.2%	26
Used Hybrid or Electric Vehicle		0.8%	9
None of the above / Does not apply		85.1%	1,017













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

Value		Percent	Responses
Compact car		2.3%	28
Full-size car		1.6%	19
Luxury vehicle (any size)		0.6%	7
Midsize car		2.4%	29
Pickup truck		3.0%	36
Sport utility vehicle (SUV)		9.4%	112
Van or minivan		1.5%	18
None of the above		79.2%	946



Total: 1,195

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		6.3%	75
Dodge		3.0%	36
Ford		6.5%	78
GMC		3.7%	44
Honda		6.4%	77
Hyundai		3.0%	36
Subaru		4.0%	48
Toyota		7.3%	87
None of the above / Does not apply		77.8%	930
Acura		1.1%	13
Audi		0.8%	9
BMW		0.9%	11
Buick		1.8%	22
Cadillac		0.7%	8
Chrysler		1.8%	21
Fiat		0.2%	2
Infiniti		0.4%	5
Jeep		2.3%	27
Kia		2.5%	30
Land Rover		0.4%	5
Lexus		1.1%	13

Value		Percent	Responses
Lincoln		0.8%	9
Mazda		1.7%	20
Mercedes-Benz		0.3%	3
Mini		0.2%	2
Mitsubishi		0.4%	5
Nissan		2.3%	28
Porsche		0.2%	2
Scion		0.3%	4
Suzuki		0.3%	4
Tesla		0.9%	11
Volkswagen		1.3%	15
Volvo		0.7%	8

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















Value		Percent	Responses
Yes		5.1%	61
No		94.9%	1,134
Total: 1,195			

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







Value		Percent	Responses
Office Equipment		5.6%	67
Printer		5.9%	71
Ink or Printer Cartridges		37.2%	445
Wi-Fi for Home		4.1%	49
Headphones		9.1%	109
Smartphone Charger		4.9%	59
Noise Canceling Headphones		3.3%	40
Batteries for Electronics		27.8%	332
None of the above / Does not apply		41.4%	495
Home Theater System		1.0%	12
GPS Device (Handheld or In-Vehicle)		1.3%	15
Satellite Radio		1.2%	14
Satellite TV System		0.8%	10
Stereo System (Home)		0.8%	10
Portable Speakers		1.6%	19
Wireless Speakers		1.8%	21
Smartwatch		2.5%	30
Phone or Tablet Controlled Home Tech Products		1.2%	14
Phone Calling Card		1.2%	14
Compact/Mini Projector		0.3%	4
Wearable Electronics		0.9%	11
Healthcare Device		2.6%	31

Value		Percent	Responses
Surge Protector		2.1%	25
Aerial Drone		0.8%	9
ShortWave Radio		0.3%	3
Wireless Hotspot		1.3%	15
Assistive Technology for Hearing		1.8%	21
Virtual Reality Headset		0.3%	4
Smart Sports Equipment		0.3%	3





















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		0.4%	5
Camera (Digital) SLR		1.9%	23
Camera Accessories or Supplies		1.3%	16
Camera Lens		1.3%	16
Computer Accessories		4.1%	49
Computer Software		2.0%	24
E-Reader (Kindle or Similar)		1.1%	13
Tablet (iPad or Similar)		3.5%	42
Personal Computer		2.0%	24
Laptop Computer		7.5%	90
TiVo or DVR		0.7%	8
4K Ultra HD TV		3.4%	41
Smart TV		5.1%	61
None of the above / Does not apply		78.5%	938















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

Value		Percent	Responses
Smartphone		13.4%	160
Conventional Cell Phone		4.0%	48
Prepaid Cell Phone		1.9%	23
Unlocked Cell Phone		1.4%	17
Large-Screen Smartphone		2.3%	28
None of the above / Does not apply		80.3%	960






















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

Value		Percent	Responses
Anniversary Jewelry		1.9%	23
Necklaces		3.6%	43
Engagement Rings		0.7%	8
Wedding Rings		1.1%	13
Rings (Other)		2.8%	34
Earrings		6.9%	83
Pendants		1.6%	19
Celtic Jewelry		0.4%	5
Diamond Jewelry		1.1%	13
Silver Jewelry		2.3%	27
Gemstone Jewelry		1.8%	21
Pearl Jewelry		0.3%	4
Men's Jewelry		0.7%	8
Costume Jewelry		4.5%	54
Designer Jewelry		1.5%	18
Jewelry Box or Organizer		0.5%	6
Men's High-End Watch		0.5%	6
Women's Watch		1.1%	13
Women's Jewelry		5.3%	63
None of the above / Does not apply		84.1%	1,005



















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		7.7%	92
Crop Insurance		0.2%	2
Dental Insurance		1.3%	16
Disability Insurance		0.8%	10
Homeowner Insurance		6.3%	75
Life Insurance		3.0%	36
Medical (Health) Insurance		2.0%	24
Medicare		1.3%	15
Long Term Care Insurance		0.8%	9
Pet Insurance		0.6%	7
Renters Insurance		2.8%	33
Agriculture Insurance		0.3%	3
Professional Liability Insurance		0.5%	6
None of the above / Does not apply		84.9%	1,014
















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		4.9%	58
Family Practice Doctor		5.9%	71
Optometrist		5.2%	62
Primary Care Provider		5.1%	61
Drugstore or Pharmacy		6.4%	77
None of the above / Does not apply		78.2%	934
Acupuncture		1.8%	22
Audiologist		1.1%	13
Counseling & Mental Health Specialist		2.3%	27
Geriatric Specialist		0.3%	3
Home Healthcare		0.4%	5
Hospital		1.6%	19
Medical Clinic		2.8%	33
Pediatric Dentist		0.4%	5
Pediatrician		0.8%	9
Wellness Business		0.4%	5
Substance Abuse Treatment Provider		0.3%	3
Weight Loss Service		0.8%	9
Alternative Care Provider		0.8%	10
Physical Therapy or Rehabilitation service provider		1.0%	12
Hearing Aid Center		1.0%	12

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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.0%	12
Bankruptcy Attorney		1.1%	13
Banking, Partnership & Business Law Attorney		1.2%	14
Child Support Attorney		0.3%	4
Criminal Law Attorney		0.4%	5
Disability & Social Security Attorney		0.9%	11
Divorce & Family Law Attorney		1.0%	12
DWI, DUI, OWI, OUI Attorney		0.2%	2
Employment Discrimination or Labor Issues Attorney		0.3%	3
General Practice Attorney		1.8%	22
Intellectual Property Attorney		0.2%	2
Malpractice Attorney		0.1%	1
Patent, Trademark & Copyright Attorney		0.3%	4
Probate Attorney		0.4%	5
Real Estate Attorney		1.5%	18
Taxation Attorney		0.5%	6
Wills, Trusts & Estates Attorney		12.6%	151
None of the above / Does not apply		81.5%	974

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		51.5%	615
Teeth Cleaning		47.0%	562
Cavity Filling		11.0%	131
Crown		7.6%	91
Oral Surgery		2.7%	32
Braces		2.3%	27
Composite Bonding		0.9%	11
Dental Implants		4.0%	48
Dental Veneers		0.3%	4
Dentures		2.3%	28
Full Mouth Reconstruction		0.3%	4
Inlays or Onlays		0.2%	2
Smile Makeover		0.3%	4
Teeth Whitening		2.9%	35
None of the above / Does not apply		24.9%	297












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		47.5%	568
Purchase Health Related Products		7.9%	94
Purchase Health and Wellness Supplements		14.1%	169
Receive Treatment for Back Pain		4.9%	59
Have an Eye/Vision Exam		31.3%	374
Purchase Prescription Eyeglasses		16.7%	200
Purchase Prescription Contact Lenses		6.9%	82
Have an Annual Physical or Checkup		26.5%	317
Have X-Rays Taken		4.7%	56
Have a Scheduled Surgery		3.9%	47
Have Blood Drawn for Testing		25.0%	299
Plan to Visit a Hospital for any Medical Service or Procedure		7.4%	89
Have Foot Problems Diagnosed or Treated		3.8%	45
Senior Travel		3.3%	40
Purchase Allergy Medications		15.2%	182
Use Personal Trainer or Instructor		3.7%	44
Cardiovascular Treatment		3.7%	44
Chiropractic Care		13.2%	158
Do Corrective Exercises		4.8%	57
Purchase Diabetes Testing Supplies		6.0%	72
Get Vaccinations at Drug Store or Pharmacy		4.9%	58

Value		Percent	Responses
Discretionary Health Care and Wellness Services and Products		3.9%	47
Purchase Marijuana		3.1%	37
Purchase Vitamins		33.1%	395
Purchase Hemp Based Supplements		3.3%	39
Purchase Anti Anxiety Medication or Supplements		7.8%	93
None of the above / Does not apply		22.8%	273
Purchase Elder Care-Related Products or Services		1.3%	15
Purchase Medical Supplies or Equipment for Home		2.2%	26
Use Physical Rehabilitation Services		2.8%	34
Find Home for Aging Parent		1.1%	13
Participate in a Medical Study		1.1%	13
Stop Smoking		2.1%	25
Purchase a Mobility Device		0.5%	6
Receive Treatment for Vehicle or Workplace Injury		0.3%	3
Handicap Accessible Products		1.1%	13
Purchase Orthopedic Shoes		0.9%	11
Purchase Home Medical Testing Equipment or Supplies		0.8%	9
Hire a Personal Care Assistant		0.3%	3
Hire a Caregiver or Respite Worker		0.3%	4
Purchase "Aging in Place" Products		0.6%	7
Purchase a Medical Alert Service		0.3%	4
Have Safety Bars Installed in Bathroom		0.6%	7
Receive Treatment for a Sleep Disorder		2.6%	31

Value		Percent	Responses
Stroke Treatment		0.3%	4
Cancer Treatment		2.6%	31
Orthopaedic or Knee Surgery		1.8%	22
Memory or Alzheimer's Care		0.8%	9
Nutritional Counseling		1.3%	15
Spinal and Postural Screening		0.5%	6
Physiotherapy		0.7%	8
Receive Treatment for Substance Abuse		0.3%	4
Purchase Blood Pressure Monitoring Device		1.5%	18
Receive Aquatic Therapy		0.6%	7
Join a Weight Loss Group		1.3%	15
Purchase Weight Loss Supplements		1.2%	14
Purchase Weight Loss Food Plan		0.7%	8
Have Reflexology Treatment		0.7%	8
Hire a Weight Loss Professional		0.4%	5
Have Cataract Surgery		2.0%	24
Have Acupuncture		2.9%	35
Receive Treatment for PTSD		1.8%	22










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		0.1%	1
Purchase a "In-the-Ear" Hearing Aid		0.6%	7
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.8%	9
Purchase a Digital Hearing Aid		1.1%	13
Purchase a "Behind-the-Ear" Hearing Aid		1.0%	12
Purchase Hearing Aid Cleaning Supplies		0.8%	10
Purchase Hearing Aid Batteries		3.8%	46
Purchase a "In-the-Canal" Hearing Aid		0.4%	5
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		5.3%	63
None of the above / Does not apply		90.5%	1,082














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%	7
Pre-purchase a Funeral Plot or Cremation Service		1.8%	21
Purchase a Monument or Headstone		0.8%	9
Use a Funeral Planner		1.5%	18
Purchase Flowers for a Funeral		1.0%	12
Use a Cremation Service		0.8%	10
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	4
None of the above / Does not apply		95.2%	1,138



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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.6%	7
Move into a Assisted Living Facility		0.8%	9
Move into a Nursing Home		0.1%	1
Move into a Alzheimer's Care Facility		0.1%	1
Move Into a Hospice Facility		0.2%	2
Hospice to your Home or House		0.3%	3
Move into Residential Care Home		0.3%	4
Utilize a Respite Provider		0.7%	8
None of the above / Does not apply		98.2%	1,173













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		1.7%	20
Open Savings Account		2.3%	28
Online Banking		45.8%	547
Manage Investments		16.7%	200
Manage Retirement Accounts		18.2%	218
Mortgage Line of Credit		2.8%	33
Financial Consulting		10.5%	125
Financial Services		10.7%	128
Safe Deposit Box Rental		3.8%	46
Obtain New Credit Card		2.9%	35
Payday Loan or Check Cashing Business		0.3%	4
Use Vehicle Title Loan Company		0.4%	5
None of the above / Does not apply		38.3%	458

















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		2.8%	34
Certificates of Deposit		6.0%	72
City or State Bonds		1.4%	17
Collectibles, Antiques or Art		1.4%	17
Common or Preferred Stock		7.9%	94
Corporate Bonds or Debentures		1.9%	23
401(k)		21.0%	251
Gold or Precious Metals		1.8%	22
IRA		13.3%	159
Money Market Funds		9.3%	111
Mutual Funds		11.0%	132
Non-US Stocks		1.3%	16
Options		0.5%	6
US Savings Bonds		1.7%	20
US Treasury Notes		1.2%	14
Coins or Stamps		1.6%	19
None of the above / Does not apply		60.9%	728

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%	2
Business Equipment Loan		0.5%	6
Carpeting or Furniture Loan		0.7%	8
College Expenses Loan		0.9%	11
College Tuition Loan		2.5%	30
Debt Consolidation Loan		1.8%	22
Medical Expenses Loan		0.4%	5
New Vehicle Loan		2.4%	29
Used Vehicle Loan		4.1%	49
Vacation or Travel Loan		0.3%	3
Wedding Loan		0.2%	2
None of the above / Does not apply		89.1%	1,065

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		24.9%	298
Coats		4.9%	58
Nail Polish		7.4%	89
Eyewear or Sunglasses		27.4%	328
Handbags		7.2%	86
Hats		5.4%	65
Intimate Apparel		9.0%	108
Jewelry or Accessories		7.4%	89
Perfume		5.4%	64
Men's Apparel		28.2%	337
Men's Shoes		20.7%	247
Men's Underwear		13.9%	166
Women's Apparel		45.6%	545
Women's Pajamas or Sleepwear		12.5%	149
Women's Shoes		31.9%	381
Women's Underwear		20.1%	240
Socks		19.9%	238
Outerwear		5.9%	71
None of the above / Does not apply		24.8%	296
Watches		2.1%	25
Luggage or Bags		1.8%	21

Value		Percent	Responses
Scarves		2.1%	25
Uniforms		1.8%	21
Western Clothing		1.8%	21








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

Value		Percent	Responses
Children's Sweaters		1.1%	13
Children's Pants		6.9%	82
Children's T-Shirts		10.7%	128
Children's Dresses		5.4%	64
Children's Pajamas or Sleepwear		6.1%	73
Children's Socks		4.9%	58
Children's Shorts		11.7%	140
Infant Clothing		4.9%	59
Children's School Uniform		0.3%	4
Children's Athletic Clothing		7.0%	84
None of the above / Does not apply		81.0%	968
















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)		29.5%	352
Boots (Men's)		4.4%	52
Cowboy Boots (Men's)		1.0%	12
Work & Safety (Men's)		4.4%	52
Sneakers		12.6%	151
Classic & Fashion Sneakers (Women's)		11.7%	140
Work & Safety (Women's)		1.9%	23
Cowboy Boots (Women's)		0.7%	8
Athletic & Outdoor Shoes (Women's)		33.9%	405
Athletic & Outdoor Shoes (Children's)		8.4%	100
Cowboy Boots (Children's)		0.1%	1
None of the above / Does not apply		41.2%	492

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		6.7%	80
Have Clothing Dry Cleaned		13.0%	155
Have Shoes Repaired		4.0%	48
Rent or Purchase a Costume		0.3%	3
Wash Clothing at a Laundromat		4.4%	53
Purchase Custom Made Clothing Items		1.0%	12
None of the above / Does not apply		77.6%	927

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)		5.3%	63
Bicycle Tune-Up or Repair		11.6%	139
Camping or Hiking Equipment		6.4%	77
Exercise or Fitness Equipment		7.5%	90
Fishing Rods or Reels		5.7%	68
Fishing Bait or Attractant		14.1%	168
Fishing Accessories		12.0%	143
Golf Clubs or Equipment		7.8%	93
Hunting Gear		3.2%	38
Ammunition		8.8%	105
Running or Jogging Equipment		3.6%	43
Swimming Gear		5.2%	62
Hand Gun		3.2%	38
None of the above / Does not apply		53.5%	639
Archery Equipment		2.0%	24
High End Bicycle		0.4%	5
Bicycle Rental		0.9%	11
Soccer Equipment		1.1%	13
Sports Equipment (Children)		1.9%	23
Trampoline		0.5%	6
Trophies or Plaques		0.1%	1
Weight Lifting Equipment		2.8%	33























Value		Percent	Responses
Used Sporting Equipment		1.9%	23
Rifle		1.8%	22
Shotgun		1.4%	17

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		35.1%	420
Bedding Flowers or Perennials		50.5%	604
Fertilizer		26.4%	316
Flower Pots		20.8%	248
Garden Ornaments		9.6%	115
Gravel or Rock		11.0%	131
Hand Garden Tools		10.6%	127
Landscaping		12.0%	143
Indoor Garden Supplies		3.7%	44
Decorative Rock		9.6%	115
Lawn Seed, Turf or Sod		11.3%	135
Outdoor Furniture		5.1%	61
Outdoor Grill		4.3%	51
Patio Furniture		5.8%	69
Propane		12.6%	150
Shrubbery or Trees		9.8%	117
Insect or Fungus Control Products		10.9%	130
None of the above / Does not apply		25.1%	300
Chainsaw		2.0%	24
Fountains		1.3%	16
Gate		1.4%	17
Gazebo		0.7%	8























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		1.6%	19
Outdoor Fireplace or Fire Pit		2.9%	35
Patio Heater		0.8%	9
Outdoor Infrared Heater or Fireplace		0.4%	5
Outdoor Smoker		0.8%	9
Outdoor Kitchen Equipment		0.3%	4
Outdoor Entertainment Center		0.3%	3
Patio Cover, Awning or Canopy		1.3%	16
Pole Shed		0.3%	4
Portable Outdoor Heater		0.3%	4
Power Garden Tools		1.6%	19
Lawn Mower (Push)		2.8%	34
Lawn Mower (Riding)		1.3%	16
Rototiller		0.6%	7
Screen Porch		1.4%	17
Stone (Cast, Crushed or Natural)		2.9%	35
Storage Shed		2.2%	26
Leaf Blower		1.3%	16
Outdoor Garden Flags		2.3%	27
Snow Blower		0.7%	8
Greenhouse		1.0%	12

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		13.8%	165
Bird Seed		17.8%	213
Cat Food		24.7%	295
Dog Food		34.6%	413
Fish Food		4.2%	50
Specialized Pet Food		3.3%	40
Other Pet Food		5.7%	68
Pet Accessories		10.6%	127
Pet Toys		15.5%	185
Annual Pet Vaccinations		23.8%	284
Annual Pet Checkups		21.4%	256
Adopt or Rescue a Pet		4.6%	55
Purchase Pet Medication		10.2%	122
Board a Pet Overnight		3.5%	42
None of the above / Does not apply		40.5%	484
Pet Clothing		1.3%	15
Pet Enclosure		0.9%	11
Aquarium or Tank		1.0%	12
Fish Supplies		2.2%	26
Disease Diagnosis		1.0%	12
Pet Travel Cage		0.4%	5
Pet Travel Accessories		0.6%	7






















Value		Percent	Responses
Cremation or Burial Services		0.4%	5
Purchase a Pet		1.2%	14
Holistic or Alternative Pet Care		0.8%	9
Pet Tracking Device		0.4%	5
Pet Dental Care		2.7%	32
Animal Training Classes		2.7%	32
Hemp Based Pet Supplements		1.4%	17
THC Based Pet Supplements		0.7%	8
Holistic or Alternative Pet Supplements		0.9%	11
Anti Anxiety or Stress Pet Medication for Holidays		1.5%	18



















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		4.9%	58
Add a Fence or Wall Structure		4.7%	56
Remodel Bathroom		5.4%	65
General Remodeling		6.9%	82
Resurface or Build New Driveway		3.2%	38
Sealcoating		3.3%	40
Replace Carpet		6.3%	75
Replace Flooring		6.9%	82
Replace Windows		4.4%	53
None of the above / Does not apply		64.6%	772
Add a Room		0.6%	7
Add a Home Office		0.8%	9
Remodel Kitchen		2.9%	35
Cabinet Refacing or Resurfacing		1.9%	23
Refinish Bathtub		1.2%	14
Install a Glass Shower		0.8%	10
Remodel or Finish Basement Living Area		1.8%	21
Replace Garage Door		1.7%	20
Build a Garage		0.8%	10
Build Out-Building		1.1%	13
Build a Storage Shed		1.8%	22
Have Furniture Restored		1.3%	15






















Value		Percent	Responses
Switch from Gas to Electric		0.1%	1
Switch from Electric to Gas		0.4%	5
Install a Stair Lift		0.2%	2
Install "Aging In Place" Products		0.6%	7
Install a Solar Energy System		0.5%	6
Install Security or Monitoring System		1.2%	14
Stone or Marble Work (Bathroom or Kitchen)		1.0%	12
Asphalt Repair		2.4%	29
Asphalt Resurfacing		2.1%	25
Residential Paving		1.5%	18
Build a "Tiny House"		0.3%	4
Install Handicap Accessible Addition		0.2%	2

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

Value		Percent	Responses
Ceramic Tile		4.0%	48
Decking		5.6%	67
Doors (Exterior)		5.4%	65
Doors (Interior)		3.3%	39
Electrical Supplies		3.7%	44
Fencing		5.5%	66
Hand Tools		6.9%	82
Hardwood Products		3.3%	40
Lighting and Fixtures		5.2%	62
Lumber		8.9%	106
Paint (Exterior)		10.2%	122
Paint (Interior)		17.1%	204
Plywood		3.4%	41
Plumbing Supplies		3.9%	47
Power Tools		3.2%	38
Screen Door		4.9%	58
Water Softener System or Supplies		5.6%	67
None of the above / Does not apply		53.1%	635
Circular Saw		0.8%	10
Furnace		1.1%	13
Generator		1.3%	15






















Value		Percent	Responses
Home Security Doorbell Camera		2.9%	35
Kitchen Cabinets		2.3%	28
Lock Sets		2.1%	25
Mill Work		1.8%	21
Molding		2.9%	35
Rain Gutters		2.9%	35
Roofing (Composition)		1.4%	17
Roofing (Other)		1.5%	18
Security Door		0.6%	7
Security Locks		0.9%	11
Security Window Film		0.2%	2
Siding		1.8%	21
Solar Screen		0.1%	1
Wet or Dry Vacuum		1.2%	14
Wood Stove or Fireplace		0.6%	7
Window Guards		0.3%	3
Windows (Double-Hung)		2.2%	26
Windows (Casement)		1.4%	17
Windows (Picture)		0.9%	11
Windows (Slider)		1.3%	16
Windows (Bay or Bow)		0.4%	5















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

Value		Percent	Responses
Air Conditioning Repair		4.4%	53
Air Duct Cleaning		5.4%	65
Carpenter or Woodworking		3.2%	38
Carpet Cleaning		9.1%	109
Concrete Repair		3.9%	47
Drywall Installation or Repair		3.3%	40
Electrical Repair		3.7%	44
Flooring - Laminate (Installation or Repair)		3.5%	42
Furnace Cleaning		6.5%	78
Gardening Services		3.8%	45
Handyman Services		11.3%	135
Home Repair		4.8%	57
None of the above / Does not apply		55.0%	657
Alternative Energy Systems Installation		0.6%	7
Alternative Energy Systems (Service or Repair)		0.3%	4
Appliance Repair		1.8%	21
Blinds Cleaning		1.4%	17
Chimney Cleaning		2.5%	30
Electrical Panel Replacement		0.8%	9
Excavation & Wrecking		0.3%	3
Fire & Water Damage Restoration		0.6%	7






















Value		Percent	Responses
Flooring - Ceramic Tile (Installation or Repair)		1.9%	23
Flooring - Linoleum (Installation or Repair)		1.3%	15
Flooring - Wood (Installation or Repair)		2.1%	25
Flooring - Other (Installation or Repair)		2.3%	27
Foundation Repair		1.7%	20
Furnace Repair		1.2%	14
Furniture Reupholster		0.8%	10
Gutter Installation or Repair		2.4%	29
Heating Repair		0.6%	7
Home Computer Repair		1.5%	18
Home Electronics Repair		0.3%	4
Home Heating Oil or Fuel Service		0.6%	7
Home Remodel		1.8%	22

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		8.3%	99
Junk or Yard Waste Removal		7.2%	86
Recycle		5.4%	65
Landscaping Service		10.8%	129
Painting		9.7%	116
Pest Control		5.5%	66
Plumbing Repair		3.8%	46
Pressure Washing		5.4%	64
Preventative Home Maintenance		3.7%	44
Trash Removal		8.0%	96
Computer Repair		4.1%	49
None of the above / Does not apply		52.7%	630
Home Security Service		0.8%	9
Insulation Installation or Maintenance		1.3%	15
Interior Design		1.2%	14
Sell Scrap Metal		1.9%	23
Movers		2.0%	24
Mold Inspection or Removal		0.7%	8
Party Equipment Rental		0.4%	5
Pool Cleaning Service		1.1%	13
Roof Repair		2.4%	29

Value		Percent	Responses
Security System		1.0%	12
Septic Tank Cleaning or Repair		2.3%	27
Siding Replacement		1.0%	12
Snow Removal		0.2%	2
Solar Heating or Power System Installation or Repair		0.3%	4
Stucco or Exterior Coating		0.2%	2
Tool Rental		1.7%	20
Tornado or Storm Shelter Building or Repair		0.1%	1
Water Well Drilling		0.1%	1
Waterproofing		0.6%	7
Window Installation		2.5%	30
Window Tinting for Home		0.1%	1
Yard Equipment Rental		1.3%	16
Mobile or Cell Phone Repair		1.6%	19
























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)		3.1%	37
Window Blinds (Venetian or Mini)		3.6%	43
Batteries (Home or Office)		26.1%	312
Candles		10.7%	128
Firewood		3.8%	45
Carpeting		5.3%	63
Rugs		5.2%	62
Curtains or Drapes		5.9%	70
Furniture (Living Room)		5.5%	66
Laminate Flooring		3.7%	44
Storage Boxes or Tubs		4.9%	59
Picture Frames		4.2%	50
Linens (Bathroom)		4.3%	51
Indoor Flowers		4.4%	52
None of the above / Does not apply		49.0%	586
Awning		0.3%	4
Emergency Preparedness Kit or Supplies		2.3%	28
Oriental Carpeting		0.2%	2
Flooring Tile		2.1%	25
Hardwood Flooring		1.6%	19
Rugs (Persian)		0.4%	5

Value		Percent	Responses
Clocks		1.6%	19
Closet System		1.3%	15
Cutlery, Flatware or Silverware		1.6%	19
Ductless Heat Pumps		0.3%	4
Fire Extinguisher		1.9%	23
Fine Art (Paintings, Pottery, Etc.)		1.1%	13
Custom Built Furniture		0.4%	5
Reconditioned Furniture		0.5%	6
Furniture (Bedroom)		2.7%	32
Furniture (Children's)		0.9%	11
Crib		0.3%	4
Furniture (Dining Room)		1.1%	13
Furniture (Home Office)		1.5%	18
Furnace		1.5%	18
Futon		0.4%	5
Safe		1.1%	13
Floral Arrangements		2.9%	35
Hot Tub or Spa (Used)		0.5%	6
Sewing Machine		0.7%	8
Reclining Chair		2.8%	33
Wallpaper		0.4%	5
Signs or Banners		0.4%	5
Hot Tub or Spa (New)		0.3%	3

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.4%	17
Tankless Water Heater		0.8%	10

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		6.6%	79
Innerspring Mattress		3.7%	44
Linens (Bedroom)		7.0%	84
Queen Size Bed		3.3%	39
Window Coverings		3.2%	38
None of the above / Does not apply		72.6%	868
Gas Burning Freestanding Stoves		0.1%	1
Water Purification System (Drinking)		1.0%	12
Solar Water Heater		0.3%	3
Latex Mattress		0.6%	7
Pillow Top Mattress		2.3%	27
Foam Mattress		2.8%	33
Memory Foam Mattress		2.8%	33
Gel Mattress		1.2%	14
Twin Size Bed		0.7%	8
King Size Bed		2.4%	29
Water Heater		2.0%	24
Smoke Alarm or Detector		2.7%	32
Remote Home Monitoring Video Camera		0.8%	10
Shutters		1.0%	12
Reclaimed Wood Furniture		0.2%	2
Patriotic Flags		1.4%	17
Sports Team Flags		0.6%	7























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

Value		Percent	Responses
Paintings		4.2%	50
Fine Art		1.3%	16
Photographs		4.4%	52
Pottery		1.8%	22
Blown Glass		1.1%	13
Stone Carvings		0.5%	6
Sculpture		0.5%	6
Artistic Wall Decor		5.3%	63
Wood Carvings		0.7%	8
Poster Art		1.0%	12
Religious Art		0.4%	5
Stained Glass		0.9%	11
Ceramics		1.0%	12
Metal Work Art		1.9%	23
Music Memorabilia		1.3%	16
Movie Memorabilia		0.9%	11
None of the above / Does not apply		85.4%	1,020

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		3.3%	39
Portable Dishwasher		0.1%	1
Dishwasher		3.0%	36
Freezer		1.6%	19
Range		2.8%	33
Range Hood		1.4%	17
Wall Oven		0.4%	5
Washer		2.0%	24
Dryer		2.3%	28
Blender		1.9%	23
Instant Pot		2.1%	25
Microwave		3.6%	43
Window Air Conditioner		1.9%	23
Coffee or Espresso Machine		4.6%	55
Vacuum Cleaner		3.9%	47
None of the above / Does not apply		77.1%	921

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

Value		Percent	Responses
Battery		4.0%	48
Tires		6.7%	80
Wiper Blades		13.6%	162
None of the above / Does not apply		72.3%	864
Aftermarket Products		2.8%	33
Canopy		0.2%	2
Child Car Seat		0.8%	9
Floor Mats		2.8%	33
Grill Guard		0.4%	5
Ground Effects		0.2%	2
Lights		1.4%	17
Mirror(s)		0.3%	4
Motorcycle Accessories		0.8%	10
Motorcycle Parts		1.0%	12
Performance Parts		0.4%	5
RV Accessories or Supplies		1.4%	17
Roof Rack (For Bike, Kayak, Etc.)		1.0%	12
Roof Rack (Luggage or Equipment Container)		0.3%	4
Running Boards		0.3%	4
Seat Covers		2.3%	27
Spoiler		0.1%	1
Step Bar		0.1%	1


Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.6%	7
Tool Box		0.1%	1
Trailer Hitch		1.2%	14
Truck Bed Liner		0.3%	4
Visor		0.2%	2
Wheels or Rims		0.3%	4
Winch		0.3%	3
Window Tinting Equipment (Auto)		0.4%	5
Cargo Trailer (Vehicle Hauler)		0.2%	2
Cargo Trailer (Flat)		0.4%	5
Cargo Trailer (Motorcycle)		0.2%	2
Cargo Trailer (Boat)		0.1%	1
Cargo Trailer (Box)		0.4%	5

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		4.7%	56
60,000 Mile Service		6.6%	79
100,000 Mile Service		5.7%	68
Auto Detailing		4.9%	59
Auto Repair (General)		5.7%	68
Alignment		3.8%	45
Body Work		3.6%	43
Brake Replacement, Adjustment		4.9%	59
Car Wash		39.2%	469
Gas or Service Station Services		13.7%	164
Oil Change or Lube		44.9%	537
Preventative Maintenance		11.8%	141
Tire Mounting or Installation		4.2%	50
Tune-Up		6.4%	77
Windshield or Glass Repair		3.0%	36
None of the above / Does not apply		27.3%	326
Auto Warranty Work (Work Covered by Warranty)		2.7%	32
Car Rental		0.8%	9
DEQ Inspection		0.1%	1
Electrical Repair		0.7%	8
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.8%	9
Motor Repair or Replacement		0.8%	10

Value		Percent	Responses
Motorcycle Repair		0.9%	11
Muffler		1.6%	19
Painting		0.8%	10
RV Maintenance or Service		0.8%	9
Safety Inspection		1.5%	18
Shocks		1.4%	17
Smog Check		0.2%	2
Stereo Installation		0.3%	3
Transmission or Clutch Repair		0.5%	6
Upholstery Repair		0.6%	7
Vehicle Air Conditioning Repair		0.8%	9
Vehicle Storage		0.4%	5
Vehicle Towing		0.4%	5
Windshield or Window Tinting		0.6%	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		8.0%	96
CarFax		11.3%	135
CarGurus.com		6.5%	78
CarMax.com		5.7%	68
Cars.com		5.9%	71
Craigslist Auto		7.4%	89
KBB.com		5.0%	60
Edmunds.com		6.2%	74
Local Dealer Site		38.7%	463
UsedCars.com		3.0%	36
Other Local Website		5.0%	60
None of the above / Does not apply		48.0%	574
Yahoo! Autos		0.3%	3
Automotive.com		0.3%	3
Autoblog.com		0.3%	4
CarsDirect.com		0.8%	10
eBay Motors		0.8%	9
Facebook Dealer Page		2.8%	34
MotorTrend.com		1.1%	13
Local TV Site		0.3%	4
Local Radio Site		0.3%	4
The Car Connection		0.2%	2


















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		39.7%	474
Beauty Products		28.0%	335
Cosmetics		29.3%	350
Babysitting		1.5%	18
Hair Care Products		47.2%	564
Hair Coloring		26.9%	321
Hair Cut		67.9%	812
Manicure		16.6%	198
Massage Therapy		15.3%	183
Pedicure		23.3%	279
None of the above / Does not apply		15.1%	181




















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)		33.1%	395
Books (Used)		25.0%	299
Books (Children's)		9.8%	117
Board Games		12.4%	148
Lottery Ticket		22.3%	267
Collectibles		4.3%	51
Comics		2.2%	26
Graphic Novels		2.8%	34
Computer Games		4.0%	48
Magazines		18.7%	223
Toys		7.3%	87
Video Console Games		5.9%	71
None of the above / Does not apply		34.8%	416











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.8%	21
Ceramics and Pottery		1.3%	16
Collectables		3.3%	39
Comic Books and Related Collectables		1.8%	22
Do-It-Yourself (DIY)		13.6%	163
Games or Puzzles		16.2%	193
Beer Brewing Supplies		1.5%	18
Wine Making Supplies		0.8%	9
Jewelry Making Supplies or Beads		2.8%	34
Knitting		7.8%	93
Making Arts and Crafts		9.1%	109
Paper Crafts		3.6%	43
Quilting		4.5%	54
Scrapbooking		3.0%	36
Toy Collecting		1.3%	16
Trains, Plane & Car Model Kits		0.9%	11
None of the above / Does not apply		58.2%	695














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

Value		Percent	Responses
Attend Online College or University (Full Time)		3.6%	43
Attend Online College or University (Part Time)		3.0%	36
Attend Online Graduate School		1.2%	14
Attend Online Classes at Community College		2.7%	32
Learning Center		0.7%	8
Online Trade School		0.3%	3
Online Continuing Education Courses		5.1%	61
Online Professional Certification or Accreditation Courses		2.1%	25
Online Language Lessons (Adult)		2.6%	31
Online Music Lessons (Adult)		1.5%	18
Attend Paid Online Lecture, Seminar or Special Class		3.4%	41
Online Real Estate Classes		0.4%	5
Online Child Education or Tutoring		2.1%	25
Online Music lessons (Child)		0.8%	10
Online Language Lessons (Child)		0.9%	11
Change Online School		0.2%	2
Attend an Online Religion Based School		0.3%	4
Attend an Online Local Workshop		3.0%	36
None of the above / Does not apply		78.7%	941





















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

Value		Percent	Responses
Brushes		6.5%	78
Oil paints		2.0%	24
Acrylic Paints		7.9%	94
Markers		6.8%	81
Specialty Paper		5.9%	70
Fabric Craft Supplies		7.9%	94
Beads		2.3%	28
Art Pencils and Pens		7.1%	85
Scrapbooking Supplies		3.4%	41
None of the above / Does not apply		76.4%	913























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

Value		Percent	Responses
Bass Guitar		0.3%	4
Clarinet		0.1%	1
Drums		0.3%	3
Flute		0.5%	6
Acoustic Guitar		1.5%	18
Electric Guitar		0.5%	6
Electric Keyboard		0.5%	6
Piano		0.9%	11
Piano (High End)		0.3%	3
Trombone		0.2%	2
Trumpet		0.3%	4
Violin		0.7%	8
None of the above / Does not apply		96.4%	1,152

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		13.0%	155
French		4.5%	54
Asian		32.0%	382
German		7.3%	87
American (New)		34.1%	408
Italian		46.2%	552
Cajun or Creole		8.8%	105
Indian		14.1%	169
Chinese		44.4%	530
American (Traditional)		66.6%	796
Thai		17.8%	213
Middle Eastern		7.8%	93
Japanese		10.9%	130
Mexican		57.4%	686
Vietnamese		7.0%	84
Southern		8.7%	104
Tex-Mex		18.9%	226
Spanish		5.6%	67
Mediterranean		13.6%	162
None of the above / Does not apply		14.1%	168

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		14.3%	171
Fish & Chips		31.0%	370
Golf Course Restaurant, Bar or Snack Bar		7.9%	94
Barbeque		28.5%	341
Deli		21.8%	260
Breakfast or Brunch		40.5%	484
Appetizers		33.3%	398
Dessert		21.1%	252
Chicken Wings		22.1%	264
Hamburgers		53.5%	639
Chicken		39.6%	473
Frozen Yogurt		8.6%	103
Live or Raw food		4.4%	52
Tapas or Small Plates		5.4%	65
Theme Restaurants		4.7%	56
Soup		22.3%	266
Salad		34.0%	406
Pizza (Dine In)		14.7%	176
Pizza (Delivery)		31.9%	381
Steak		26.4%	316
Juice or Smoothies		8.8%	105
Sandwiches		44.9%	537

Value		Percent	Responses
Pizza (Carry Out)		49.3%	589
Pizza (Take & Bake)		17.0%	203
Seafood		29.5%	353
Steakhouse		17.7%	211
Sushi		11.9%	142
Vegetarian		7.7%	92
Pho		3.8%	46
None of the above / Does not apply		12.6%	151
Vegan		2.6%	31







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%	3
Purchase Commercial or Business Property		0.3%	3
Purchase Condominium or Townhouse		0.7%	8
Purchase Manufactured or Modular Home		0.3%	4
Purchase Investment Property		1.0%	12
Purchase Personal Residence		2.7%	32
Purchase Custom Built Home		0.5%	6
Purchase Residential Real Estate at an Auction		0.3%	4
Purchase Land or Agricultural Property		0.8%	10
Purchase Vacation Property		0.3%	4
Purchase Other		0.5%	6
None of the above / Does not apply		94.9%	1,134










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		0.1%	1
Sell Personal Residence		3.3%	39
Sell Vacation Property		0.3%	4
Sell Condominium or Townhouse		0.8%	10
Sell Investment Property		1.0%	12
Sell Land or Agricultural Property		1.2%	14
Sell Commercial or Business Property		0.5%	6
Sell Manufactured or Modular Home		0.1%	1
Plan to Sell Home in Master-Planned Community		0.1%	1
Sell Other		0.5%	6
None of the above / Does not apply		93.9%	1,122







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		15.6%	5
New home, but outside of development		15.6%	5
New home that I will have contractor build		15.6%	5
Existing home less than 10 years old		46.9%	15
Existing home more than 10 years old		84.4%	27
Other		6.3%	2











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		3.5%	42
Rent House (Residence)		2.3%	28
Rent Manufactured or Modular Home		0.2%	2
Rent or Lease Commercial Property		0.1%	1
Rent Agricultural Land		0.6%	7
Rent Subsidized Housing		0.6%	7
Rent Condo/Townhouse		1.7%	20
Rent Section 8 Housing		0.5%	6
None of the above / Does not apply		93.0%	1,111



















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		3.0%	36
Use a Realtor to Buy Real Estate		2.5%	30
Use a Realtor to Buy and Sell Real Estate		2.0%	24
Plan to Sell Property Myself		1.8%	22
Use a Real Estate Broker		0.6%	7
None of the above / Does not apply		92.6%	1,106












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		2.6%	31
Home Remodel or Renovation Loan		0.8%	10
Business Construction Loan		0.3%	4
Home Construction Loan		0.8%	9
Equity Loan		1.8%	21
Land Loan		0.4%	5
Reverse Mortgage		0.4%	5
Real Estate Loan for existing home		0.6%	7
Refinance Home		5.2%	62
None of the above / Does not apply		89.6%	1,071



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

Value		Percent	Responses
Craigslist Homes		3.4%	41
Facebook		4.4%	52
Google		3.6%	43
Auction.com		1.0%	12
Homes & Land		0.8%	9
Homes.com		2.2%	26
HomeFinder		4.9%	58
MLS.com		11.0%	131
National Real Estate Co. Site		1.7%	20
Local MLS Site		20.8%	249
RealEstate.com		4.7%	56
Realtor.com		19.5%	233
Realty.com		2.3%	27
Redfin		2.9%	35
Trulia		10.3%	123
Zillow		31.4%	375
ZipRealty.com		0.6%	7
None of the above / Does not apply		53.6%	641



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		12.4%	148
Apartmentguide.com		4.3%	51
Craigslist		8.8%	105
Forrent.com		1.0%	12
HomeFinder.com		3.8%	46
Hotpads.com		0.7%	8
Rent.com		7.7%	92
Sublet.com		0.8%	10
Trulia		5.9%	70
Zillow		17.0%	203
None of the above / Does not apply		71.2%	851


















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%	822
No, don't know who to call		31.2%	373
Total: 1,195			
















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		68.8%	822
No, don't know who to call		31.2%	373
Total: 1,195			

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%	194
Craft Beer		33.4%	399
Champagne		7.5%	90
Premium Hard Alcohol or Spirits		20.3%	242
White Wine		35.6%	425
Red Wine		36.0%	430
Major Brand Cigarettes		6.7%	80
Recreational Marijuana		3.5%	42
Marijuana Accessories		1.6%	19
Smokeless Tobacco		2.5%	30
Pipe Tobacco		0.9%	11
Discount Cigarettes		3.2%	38
Discount Hard Alcohol or Spirits		10.5%	126
Domestic Beer		34.8%	416
Electronic Cigarette Supplies		1.7%	20
Alcoholic Cider		10.0%	119
None of the above / Does not apply		25.9%	310








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		2.3%	28
Cannabis Edibles		3.6%	43
Cannabis Tinctures		1.0%	12
Cannabis Vaporizers		0.8%	9
Cannabis Cleaning Tools or Supplies		0.2%	2
Cannabis Concentrates		1.1%	13
Cannabis Pre-Rolls		0.8%	10
Organic Cannabis Products		0.5%	6
Cannabis Oil		3.3%	39
Cannabis Beauty & Skin Care Products		0.9%	11
Cannabis Beverages		0.7%	8
Cannabis Chocolates		1.3%	16
Medical Cannabis		1.6%	19
CBD Cannabis		4.9%	58
None of the above / Does not apply		88.5%	1,058

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

Value		Percent	Responses
Bulk or Discounted Food Items		22.8%	272
Specialty Teas		12.5%	149
Specialty Coffee		31.6%	378
Gourmet Deli Counter Items		18.2%	218
Cookies		43.3%	517
Snack Cakes		13.6%	163
Potato Chips		55.6%	664
Soft Drinks		47.4%	566
Energy Drinks		9.3%	111
Energy Bars		15.0%	179
Noodle Bowls		8.1%	97
Cupcakes		9.1%	109
Birthday Cake		12.1%	145
Beef Jerky or Meat Sticks		17.1%	204
Bottled Water		37.2%	444
Candy		40.9%	489
Fruit		77.5%	926
Nuts		52.3%	625
Chocolates		49.4%	590
Ice cream		58.7%	701
Cheese		82.5%	986
Artisan Bread		27.4%	328








Value		Percent	Responses
Artisan Meats		6.2%	74
Sports Drinks		12.9%	154
Basic Condiments		42.1%	503
Artisan Condiments		5.1%	61
Canned Sauces		37.7%	450
Cereal		65.6%	784
Milk		81.0%	968
Chicken		82.2%	982
Pork		55.9%	668
Beef		68.3%	816
Fish		52.7%	630
Pasta		67.4%	806
Snack Mixes		14.2%	170
Vegetables		72.8%	870
Olive Oil		45.8%	547
Balsamic Vinegar		16.2%	194
Frozen Entrees		42.1%	503
Eggs		86.4%	1,032
Locally Raised Beef, Pork, Poultry		24.9%	297
Locally Grown Fruit and Vegetables		55.1%	658
Locally Produced Honey		20.7%	247
Organic Food		20.8%	249
Pickled Vegetables		13.9%	166

Value		Percent	Responses
Artisan Cheese		25.3%	302
Alternative "Meat" Products		10.3%	123
Sausage		45.4%	543
Donuts		21.2%	253
Pastries		22.9%	274
Game Meats		2.8%	34
None of the above / Does not apply		1.3%	15





















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		27.8%	332
Attend Online Religious or Spiritual Services		21.5%	257
Donate to a Charity		43.1%	515
Donate to a Church		30.9%	369
Donate to Political Party or Government Representative		15.6%	186
Volunteer at Church		13.7%	164
Volunteer for Nonprofit Group		19.9%	238
Vote in Upcoming Local Elections		41.9%	501
Vote in Upcoming State or National Elections		45.9%	548
Purchase Season Tickets for Performing Arts		6.9%	83
Attend a Holiday Themed Performance		3.3%	39
Community Activity		22.4%	268
Support an Organization		17.2%	205
Make a Donation		31.5%	377
Register to Vote		3.4%	41
None of the above / Does not apply		16.7%	199
Join a New Church		0.8%	9
Donate Vehicle		0.6%	7
Have a Baby		0.6%	7
Get Married		0.4%	5
Retire		1.9%	23
Look into Private Schooling for Children		0.3%	3

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


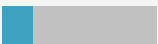
Value		Percent	Responses
Go Touring on a Bicycle		10.3%	123
Go Mountain Biking		3.7%	44
Go Camping		20.1%	240
Go Hiking		35.6%	426
Go Fishing		23.4%	280
Go Backpacking		4.4%	52
None of the above / Does not apply		45.4%	543

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		34.1%	407
Local Business Blog		4.8%	57
Local Business Email		15.1%	180
Snapchat		15.4%	184
Instagram		28.9%	345
Cinema Ads		4.4%	53
Facebook Business Page		17.9%	214
Reviews on Yelp! or Google+		11.9%	142
YouTube Promo Video		12.1%	145
Local Business Text Message		5.2%	62
Pandora		15.1%	180
Online Yellow Pages		3.6%	43
Google Search		62.5%	747
eBay		28.8%	344
Spotify		14.1%	168
Pinterest		31.2%	373
Google+ Local		7.5%	90
Clicked on Google Sponsored Ad		10.1%	121
LinkedIn		23.1%	276
Craigslist		21.3%	254
Bing		9.2%	110
Twitter		21.3%	254



Value		Percent	Responses
Amazon		80.3%	960
None of the above / Does not apply		4.9%	58
CitySearch		1.7%	20
Digital Billboard		1.0%	12
Angie's List		2.6%	31
Xing		0.2%	2

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



Value		Percent	Responses
Yes		79.5%	950
No		20.5%	245

Total: 1,195

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

Value		Percent	Responses
Yes		55.6%	664
No		44.4%	531
Total: 1,195			










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

Value		Percent	Responses
Yes		43.4%	519
No		56.6%	676
Total: 1,195			



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		44.9%	536
Arts and Entertainment		33.6%	402
Automotive - (General)		17.8%	213
Automotive - (New Vehicle Dealership)		14.6%	175
Automotive - (Used Vehicle Dealership)		12.9%	154
Automotive - (Auto Parts store)		9.7%	116
Automotive - (Auto Repair business)		7.1%	85
Automotive - (Auto Body shop)		4.5%	54
Tire Business		13.5%	161
Beauty and Spa Related Businesses		19.6%	234
Child Related Businesses		4.7%	56
Community and State Services		22.7%	271
Education		11.5%	138
Employment Related Businesses		11.0%	132
Event Planning and Services		8.5%	102
Family Activity Related Businesses		11.9%	142
Farm Equipment and Agriculture Businesses		4.1%	49
Financial Services		8.5%	101
Fitness Businesses or Providers		7.9%	95
General Retail		42.1%	503
Grocery / Market		42.3%	506
Home and Garden Related Businesses		28.8%	344











Value		Percent	Responses
Building Supply/Lumber Business		13.9%	166
Home Service Businesses		9.5%	113
Home Service Contractors		11.0%	132
Hotel and Travel Related Businesses		25.6%	306
Local Services		28.5%	340
Medical Related Businesses - (General)		11.0%	132
Medical Related Businesses - (Chiropractor)		3.9%	47
Medical Related Businesses - (Dentist)		7.1%	85
Medical Related Businesses - (Hospital)		3.8%	46
Nightlife Related Businesses		8.0%	96
Pet / Animal		23.6%	282
Professional Services		13.4%	160
Real Estate Service Businesses		5.3%	63
Recreation Related Businesses		10.3%	123
Restaurant / Bar / Lounge		43.8%	524
Senior Related Businesses		6.5%	78
Specialty Food and Drink		17.7%	212
General Retail - Children's Clothing Store		6.7%	80
General Retail - Clothing Accessory Store		13.4%	160
General Retail - Computer Store		9.0%	107
General Retail - Farming and Agriculture Business		4.3%	51
General Retail - Furniture Store		12.3%	147
General Retail - Hardware Store		17.3%	207

Value		Percent	Responses
General Retail - Home Entertainment Store		5.6%	67
General Retail - Jewelry Store		5.1%	61
General Retail - Major Appliance Store		9.3%	111
General Retail - Men's Clothing Store		10.7%	128
General Retail - Mobile Phone Store		7.0%	84
General Retail - Shoe Store		16.7%	199
General Retail - Women's Clothing Store		22.5%	269
None of the above / Does not apply		15.0%	179
Motorsport Businesses		2.3%	27






















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

Value		Percent	Responses
Yes		12.5%	149
No		87.5%	1,046
Total: 1,195			

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		9.2%	110
Get a New Part Time Job		6.6%	79
Get a Temporary or Seasonal Job		4.4%	53
Use an Employment or Temporary Employment Agency		2.6%	31
Use a Career Counselor		1.0%	12
Get a Second (or Third) Job		3.3%	39
Get First Job after High School		0.5%	6
Get First Job after College		0.4%	5
Apply for Unemployment Benefits		11.2%	134
None of the above / Does not apply		77.6%	927

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		4.3%	51
Health Care		3.7%	44
Customer Service		5.2%	62
Management		3.1%	37
Education		3.4%	41
None of the above / Does not apply		78.6%	939
Agriculture		1.0%	12
Automotive		0.6%	7
Retail		2.7%	32
Warehouse		1.8%	22
Construction		1.1%	13
Accounting		1.3%	15
Hotel - Hospitality		0.8%	10
Manufacturing		2.1%	25
Entry Level (New Graduate)		0.4%	5
Grocery		2.1%	25
Banking & Finance		1.5%	18
Child Care		0.4%	5
Real Estate		0.4%	5
Insurance		0.7%	8
Legal		1.1%	13

Value		Percent	Responses
Media		1.3%	16
NonProfit		2.3%	28
Government		2.7%	32
Installation - Maintenance - Repair		0.5%	6
Restaurant - Food Services		1.7%	20
Executive Level		1.7%	20
Engineering		0.9%	11
Sales & Marketing		2.8%	33
Information Technology		2.3%	28
Skilled Labor - Trades		1.0%	12
Transportation		1.5%	18







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		19.4%	232
Local Agency Site		10.0%	120
Craigslist		6.9%	83
Facebook		5.4%	65
Indeed.com		23.3%	279
LinkedIn		20.5%	245
Monster.com		8.8%	105
CareerBuilder		7.4%	89
GlassDoor		8.1%	97
SimplyHired.com		2.0%	24
AOL Jobs		0.3%	4
SnagAJob.com		1.0%	12
Dice.com		0.5%	6
USAjobs.gov		6.3%	75
USAjobs.org		2.8%	34
ZipRecruiter		7.1%	85
JobDiagnosis		0.2%	2
TheLadders		1.3%	15
None of the above / Does not apply		56.8%	679

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		13.9%	166
Yellow Pages directory		1.4%	17
Direct mail flyer		11.4%	136
Deal program/offer		9.6%	115
Facebook business page offer		9.3%	111
Billboard advertising		1.8%	22
None of the above / Does not apply		69.9%	835

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		4.7%	56
Read ads and keep them - using one or two		31.5%	376
Read ads and keep them - without using any		3.3%	40
Read ads but throw away without using any		27.1%	324
Throw ads away unread		29.4%	351
Do not receive direct mail or advertisements at home or PO Box		4.0%	48

Total: 1,195



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 %	51 4.3%	207 17.3%	544 45.5%	32 2.7%	100 8.4%	170 14.2%	91 7.6%	1,195
County election Count Row %	44 3.7%	211 17.7%	571 47.8%	33 2.8%	91 7.6%	147 12.3%	98 8.2%	1,195
State election Count Row %	50 4.2%	268 22.4%	489 40.9%	32 2.7%	101 8.5%	170 14.2%	85 7.1%	1,195
Total Total Responses								1195




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

Value		Percent	Responses
Yes		85.5%	1,022
No		14.5%	173
			Total: 1,195

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		93.8%	1,121
No		6.2%	74
			Total: 1,195




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		19.4%	232
No		48.0%	574
Does not apply		32.6%	389
			Total: 1,195



















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

Value		Percent	Responses
Beauty and Spa		3.8%	9
Business Consulting		5.6%	13
Education		9.8%	23
General Retail		5.1%	12
Health and Medical		4.7%	11
Home Service Businesses		3.8%	9
Local Services		3.4%	8
Real Estate		5.1%	12
Restaurant / Bar / Lounge		3.0%	7
Other		34.6%	81
Apparel and Accessories		1.3%	3
Arts and Entertainment		1.3%	3
Automotive		1.7%	4
Child Related Businesses		2.1%	5
Event Planning and Services		1.7%	4
Family Activity		1.7%	4
Financial Services		2.1%	5
Fitness Businesses or Providers		0.9%	2
Grocery and Specialty Food/Drink		1.3%	3
Home and Garden		1.3%	3
Hotel and Travel		0.4%	1
Motorsport Businesses		0.9%	2






















Total: 234

Value		Percent	Responses
Pet / Animal		2.6%	6
Recreation		1.3%	3
Sales Training		0.4%	1
			Total: 234

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










Value		Percent	Responses
Have an ongoing digital marketing campaign		9.1%	21
Use social media for promoting business		19.8%	46
Website optimized for mobile (responsive)		9.5%	22
Ongoing search optimization (SEO, SEM)		5.6%	13
Banner ads		3.0%	7
Cost-per-click ads (CPC, PPC)		3.0%	7
Cost-per-mille ads (CPM)		1.3%	3
Programmatic ads		0.4%	1
Retargeting ads		2.2%	5
Video ads		3.0%	7
Google ads (Adwords)		4.3%	10
Facebook ads		15.9%	37
Sponsored content		2.2%	5
Email advertising		10.8%	25
Site analytics		3.9%	9
Use a Digital Agency		1.7%	4
Digital ads through newspaper		4.7%	11
None of the above/Does not apply		59.9%	139

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		3.0%	7
None of the above / Does not apply		89.2%	207
Business Advertising		2.6%	6
Business Financial Consulting		0.9%	2
Business Bottled Water Delivery		0.4%	1
Business Advisory Services		0.9%	2
Business Cellular Phone Service		1.7%	4
Business Computer Consulting		1.3%	3
Business Construction Contractor		1.3%	3
Business Employment Agency		0.4%	1
Business Internet Service Provider		1.7%	4
Business Legal Services or Attorney		0.4%	1
Business Marketing Services		1.7%	4
Business Meetings or Conventions		0.4%	1
Business Moving or Storage		0.9%	2
Business Payroll Services		1.3%	3
Business Printing Services		0.4%	1
Business Realty Services		0.9%	2
Business Recruitment		0.4%	1
Business Security Services		0.4%	1
Business Sign Company Services		1.3%	3

Value		Percent	Responses
Business Staffing or Temp Services		0.4%	1
Selling Small Business		1.3%	3
Business Online Meetings		2.6%	6
Business Bankruptcy		0.4%	1
Business Travel Agency		0.4%	1
Business General Broadcast Media Service		0.4%	1
Business Television Media Service		0.4%	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		2.2%	5
Buy New Office		0.9%	2
Add New Locations		2.2%	5
Renovate Existing Facilities		4.3%	10
Construct New Facilities		2.2%	5
Buy or Rent Industrial Space		0.4%	1
Buy or Rent Warehouse space		0.4%	1
Install New Commercial Carpeting		0.9%	2
None of the above / Does not apply		91.4%	212






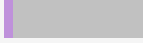





122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		0.9%	2
Purchase Used Business Automobiles		1.7%	4
Purchase New Business Trucks		1.3%	3
Purchase Used Business Trucks		3.4%	8
Lease New Business Automobiles		0.9%	2
Lease New Business Trucks		0.4%	1
Purchase New Business Delivery Vehicles		1.3%	3
Purchase Used Business Delivery Vehicles		1.3%	3
Purchase New Heavy Duty or Commercial Business Trucks		0.4%	1
Purchase Used Heavy Duty or Commercial Business Trucks		0.9%	2
None of the above / Does not apply		92.7%	215




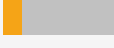

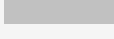
123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		2.6%	6
Business Health Insurance		2.2%	5
Business Dental Insurance		1.7%	4
Business 401K or Retirement Program		1.3%	3
Business "Key Man" Insurance		0.4%	1
Business Property Insurance		1.7%	4
Business Commercial Insurance		0.9%	2
None of the above / Does not apply		94.8%	220

124. Which age brackets do you fall into?








Value		Percent	Responses
18 - 19		0.1%	1
20 - 24		0.6%	7
25 - 30		2.3%	28
31 - 34		2.8%	33
35 - 40		6.1%	73
41 - 45		7.0%	84
46 - 49		5.4%	65
50 - 54		10.0%	119
55 - 60		15.2%	181
61 - 69		27.7%	331
70 or older		22.8%	272
			Total: 1,194
			Avg 59

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

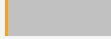



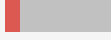


Value		Percent	Responses
Metro / Urban		26.9%	322
Small/Mid-Size Town		34.8%	416
Suburban		19.0%	227
Rural		18.2%	218
Vacation community		0.3%	4
Other		0.7%	8

Total: 1,195








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

Value		Percent	Responses
Some High School (Not Graduate)		0.3%	4
High School Graduate (12th grade)		7.2%	86
Vocational or Technical Training		7.4%	88
Some College		15.6%	186
College Graduate		32.3%	386
Some Post-Graduate Study (No Advanced Degree)		8.6%	103
Post-Graduate Degree		28.6%	342
			Total: 1,195

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





Value		Percent	Responses
Under \$20,000		4.2%	48
\$20,000 - \$24,999		3.8%	44
\$25,000 - \$29,999		2.8%	32
\$30,000 - \$34,999		3.4%	39
\$35,000 - \$39,999		3.6%	42
\$40,000 - \$44,999		3.3%	38
\$45,000 - \$49,999		4.3%	50
\$50,000 - \$74,999		22.5%	259
\$75,000 - \$99,999		19.9%	229
\$100,000 - \$124,999		13.9%	160
\$125,000 - \$149,999		7.3%	84
\$150,000 - \$200,000		7.4%	85
Over \$200,000		3.6%	42
			Total: 1,152
			Avg \$87,743

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




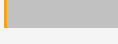

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.8%	10
Black or African-American		1.3%	16
Asian		0.8%	10
White or Caucasian		90.7%	1,084
Hispanic		1.1%	13
Other		0.9%	11
Prefer not to answer		4.3%	51

Total: 1,195





129. Are you...

Value		Percent	Responses
Male		33.7%	403
Female		63.8%	762
Transgender Male		0.1%	1
Other		0.1%	1
Prefer not to answer		2.3%	28
			Total: 1,195

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




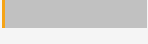

Value		Percent	Responses
Single Family Home		77.2%	922
Apartment		11.8%	141
Condominium		7.4%	89
Mobile Home		1.5%	18
Other		2.1%	25
			Total: 1,195

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

Value		Percent	Responses
Owned		82.5%	986
Rented		15.6%	186
Occupied Without Payment of Rent		0.9%	11
Other		1.0%	12

Total: 1,195

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

Value		Percent	Responses
None		80.1%	957
1		10.8%	129
2		6.2%	74
3		1.7%	20
4 or more		1.3%	15
			Total: 1,195