

Covid-19 Impact and Local Business Survey

Local Free Weekly & Local Alternative Publication Report


June 2020

Response Counts







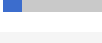
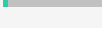

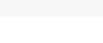


Total: 6,794


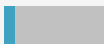







1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	6,406
			Total: 6,406

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

Value		Percent	Responses
Local Newspaper		69.7%	4,466
Local Newspaper Website		45.8%	2,932
Local TV News		65.9%	4,222
National Broadcast News		62.9%	4,028
Local Radio		21.5%	1,376
Apple News		5.7%	368
Facebook		20.1%	1,285
Twitter		5.0%	318
Nextdoor		8.3%	530
Other		15.6%	999








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

Value		Percent	Responses
Local Newspaper		22.8%	1,462
Local Newspaper Website		12.4%	793
Local TV News		17.3%	1,109
National Broadcast News		27.3%	1,749
Local Radio		3.7%	234
Apple News		1.0%	62
Facebook		0.9%	57
Twitter		0.4%	23
Other		14.3%	917
			Total: 6,406




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

Value		Percent	Responses
Daily updates on most important local Covid-19 facts		81.5%	5,218
Weekly updates on Covid-19 impact on our community		40.1%	2,571
Local resources available to our community to lessen impact of Covid-19		64.3%	4,120
Personal stories on the impact of Covid-19 on households		27.6%	1,768
Stories on the impact of Covid-19 on employment and local economy		56.2%	3,597
Online services being offered in the community		42.4%	2,713
Unemployment resources for persons laid off		20.6%	1,322
Assistance resources available for local businesses		23.2%	1,489
Other		7.4%	471


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

Value		Percent	Responses
General status of the business		70.1%	4,490
New hours		66.6%	4,264
Services that are being offered		83.0%	5,318
New services being offered		58.0%	3,718
Online services being offered		61.8%	3,958
Employment needs		23.5%	1,506
Other		3.8%	241

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		49.7%	3,184
Watched Local Television		79.3%	5,081
None of the above / Does not apply		10.5%	672













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

Value		Percent	Responses
Yes		100.0%	6,406
			Total: 6,406

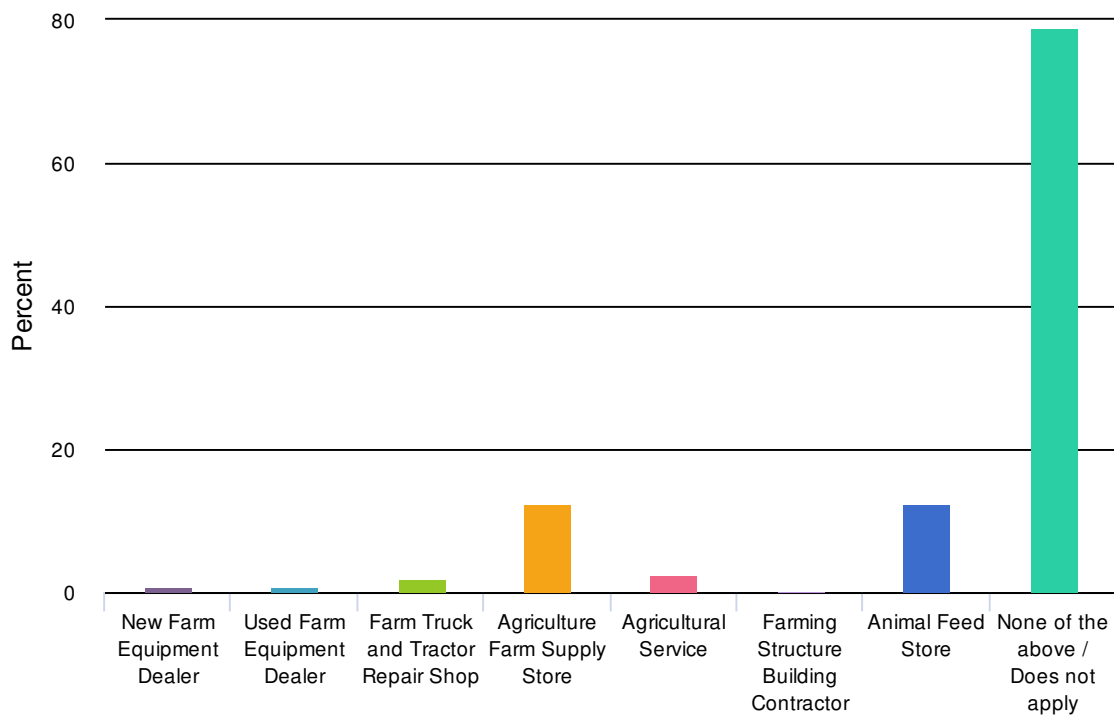
8. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

Value		Percent	Responses
National Daily Newspaper		33.8%	2,298
Local Daily Newspaper		86.1%	5,849
Local Paid Weekly Community Newspaper		20.4%	1,383
Local Free Weekly Print Publication		85.1%	5,779
Local Alternative Publication		27.1%	1,841
Local City or Regional Magazine		32.8%	2,231
Local Specialty Publication		17.0%	1,155
Local Business Publication		15.8%	1,072
Local Ethnic Publication		2.9%	200
Local Parenting Publication		2.0%	139
Local Senior Publication		14.6%	993

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		6.2%	422
Auto Detailing Shop		6.2%	418
Auto Glass Repair Shop		3.5%	235
Oil Change Station		41.6%	2,828
Auto Parts Store		18.5%	1,257
Auto Repair Shop		29.3%	1,992
New Vehicle Dealership		12.5%	849
Used Vehicle Dealership		4.9%	331
Recreation Vehicle (RV) Dealership		1.6%	109
RV or Camper Repair		2.0%	133
Tire Store		15.6%	1,060
None of the above / Does not apply		23.7%	1,607

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		0.9%	61
Used Farm Equipment Dealer		0.9%	61
Farm Truck and Tractor Repair Shop		1.9%	129
Agriculture Farm Supply Store		12.3%	835
Agricultural Service		2.3%	158
Farming Structure Building Contractor		0.4%	26
Animal Feed Store		12.3%	836
None of the above / Does not apply		78.9%	5,360





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		56.7%	3,851
Ethnic Food Restaurant		48.0%	3,262
Liquor Store		42.6%	2,897
Wine Shop		26.3%	1,789
None of the above / Does not apply		17.1%	1,160










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		15.6%	1,061
Farmers Market		40.1%	2,722
Grocery Store (Co-op)		31.6%	2,145
Grocery Store (Neighborhood/Local/Mom & Pop)		75.3%	5,116
Specialty Food Market		25.0%	1,700
None of the above / Does not apply		6.9%	466



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		53.6%	3,642
Day Spa		8.3%	563
Nail Salon		26.2%	1,779
None of the above / Does not apply		33.3%	2,264






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		7.7%	521
Bicycle Repair Shop		9.3%	634
Bicycle Rental Service		0.9%	60
Golf Course		15.7%	1,065
Gun Shooting Range		7.4%	506
Gun Store		6.8%	460
New Sporting Goods Store		20.4%	1,383
Used Sporting Goods Store		3.9%	267
None of the above / Does not apply		56.2%	3,821






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		4.8%	325
None of the above / Does not apply		95.2%	6,469







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		15.6%	1,057
Community College		8.3%	561
Tutoring Center		1.0%	69
Private Tutor		1.8%	122
None of the above / Does not apply		78.3%	5,323








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

Value		Percent	Responses
Bank		24.8%	1,683
Credit Union		15.4%	1,046
Financial Advisor		12.3%	836
Stockbroker		4.5%	304
None of the above / Does not apply		65.5%	4,447





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		1.1%	78
Debt Consolidation Company		1.7%	113
Payday Loan Company		0.5%	31
Tax Return Service		18.9%	1,281
Title Loan Company		2.1%	146
None of the above / Does not apply		78.1%	5,309

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		7.2%	491
Dentist		28.7%	1,950
General Practitioner		15.4%	1,049
Family Practitioner		16.2%	1,102
Optometrist		14.2%	962
Pediatrician		2.0%	139
None of the above / Does not apply		58.8%	3,996















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		11.4%	774
Hospital		2.5%	169
Medical Clinic		8.8%	601
None of the above / Does not apply		83.2%	5,654



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		17.8%	1,210
Mental Health Provider		9.4%	638
Denture or Implant Specialist		9.9%	671
Ear, Nose & Throat Doctor		10.4%	704
Home Health Care Provider		3.0%	206
Internal Medicine Doctor		35.4%	2,404
Nutritionist or Dietician		3.1%	210
Physical Therapist		12.1%	820
Psychiatrist		3.9%	263
None of the above / Does not apply		39.6%	2,693

















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

Value		Percent	Responses
Alcoholism Treatment Program		0.5%	35
Hearing Aid Center		10.4%	707
Hospice Care Provider		0.6%	38
Laboratory or Medical Testing Facility		28.4%	1,929
Medical Marijuana Dispensary		4.3%	290
Medical Spa		1.1%	72
Mental Health Clinic		2.8%	190
Medical Supply Store		4.7%	319
Pain Clinic		4.3%	295
Rehabilitation Clinic		1.6%	110
Sleep Disorder Clinic		3.0%	207
Urgent Care Clinic		5.2%	356
Walk-In Clinic		5.5%	376
None of the above / Does not apply		53.4%	3,626

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		6.0%	407
None of the above / Does not apply		94.0%	6,387





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		3.1%	208
Courier or Delivery Service		14.7%	998
Cremation Service Provider		0.8%	53
Dry Cleaning or Laundry Service		23.3%	1,580
Electronics Repair Shop		3.5%	240
Funeral Service Provider		1.0%	68
Information Technology (IT) Service		6.7%	452
Marriage Counselor		0.8%	54
Moving Truck Rental Company		2.0%	139
Mobile or Cell Phone Repair Shop		6.3%	427
Propane Dealer		13.6%	921
Self-Storage Facility		8.2%	554
Sewing and Alterations Shop		8.2%	560
Small Engine Repair Shop		5.0%	343
Shipping Center		21.2%	1,442
None of the above / Does not apply		39.2%	2,660






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		16.4%	1,113
Church		43.1%	2,925
Community Organization		14.2%	966
Community Service or Non-Profit Organization		24.0%	1,630
None of the above / Does not apply		40.9%	2,782















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		9.9%	674
Painting Contractor		10.4%	707
Plumber or Plumbing Contractor		11.3%	765
None of the above / Does not apply		77.4%	5,256










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		4.8%	327
Concrete Contractor		3.8%	261
Furnace Contractor		3.9%	263
General Contractor		8.5%	576
Handyman		24.4%	1,660
Heating & Air Conditioning Service		20.9%	1,421
Home Security Company		2.7%	183
Junk Removal or Hauling Service		7.0%	477
Kitchen or Bath Remodeling Company		5.2%	354
Landscaping Service		28.0%	1,903
Mover or Moving Company		1.6%	110
New Home Builder		0.5%	37
Remodeling Contractor		5.5%	372
Roofing Contractor		5.0%	338
Septic Tank Contractor		3.2%	219
None of the above / Does not apply		36.6%	2,488



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		14.9%	1,011
Fuel or Oil Home Heating Service		3.8%	261
Furnace Cleaning Service		7.0%	477
Home Theater Installation Service		0.4%	27
Home Gardening Service		10.6%	721
House Cleaning Service		18.9%	1,287
Landscaper		17.9%	1,214
Pest Control Service or Exterminator		18.0%	1,222
Pool Cleaning Service		3.8%	256
Shades & Blinds Installation Service		3.9%	265
Television or Internet Service Provider		22.6%	1,538
Water Treatment Supply & Service		2.6%	175
Window & Door Installation Service		4.6%	313
None of the above / Does not apply		35.0%	2,381



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		4.5%	307
Adult Day Care		0.6%	39
Assisted Living Facility		1.4%	97
Nursing Home		0.7%	50
Respite Relief Provider		0.7%	49
Retirement Counselor		1.1%	72
Retirement Home		0.8%	57
Senior Center		9.4%	637
None of the above / Does not apply		84.2%	5,723









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

Value		Percent	Responses
Childcare or Daycare		2.2%	148
None of the above / Does not apply		97.8%	6,646




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		9.9%	676
None of the above / Does not apply		90.1%	6,118







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		3.6%	247
Animal Shelter		3.6%	244
Bird Seed Store		10.5%	711
Pet Groomer		16.7%	1,135
Pet Sitter		4.0%	274
Pet Store		27.5%	1,871
Veterinarian		35.3%	2,399
None of the above / Does not apply		46.1%	3,130

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

Value		Percent	Responses
Realtor		4.9%	334
Real Estate Brokerage Firm		1.4%	98
None of the above / Does not apply		94.5%	6,421






















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		2.1%	146
Estate Liquidator		0.7%	45
Mortgage Banker		3.5%	241
Mortgage Broker		3.0%	203
Real Estate Appraiser		4.4%	302
None of the above / Does not apply		89.9%	6,109

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		53.1%	3,606
Family Style Restaurant		56.3%	3,828
Food Cart/ Food Truck		15.6%	1,059
Fine Dining Restaurant		30.5%	2,069
Restaurant with Lounge or Bar		30.6%	2,080
Pizza Restaurant		58.8%	3,992
None of the above / Does not apply		15.3%	1,037

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		14.0%	954
Consignment Shop		16.6%	1,128
Craft Supply Store		23.8%	1,620
Bookstore		38.1%	2,591
Christian Book Store		3.9%	263
Computer Store		10.0%	679
Department Store		50.7%	3,446
Discount Store		42.3%	2,872
Drugstore or Pharmacy		75.5%	5,131
Equipment Rental Store		3.1%	208
Fabric Store		14.9%	1,009
Florist		8.2%	554
Gift Shop		10.9%	742
Gun Shop		7.1%	481
Hobby Shop		12.5%	852
Marijuana Dispensary		8.2%	554
Mobile Phone Store		12.6%	854
Shopping Center		37.4%	2,539
Thrift Store		28.7%	1,947
Wholesale, Warehouse or Club Store		44.2%	3,005
Yarn Store		4.7%	318

Value		Percent	Responses
Yard Equipment Store		14.4%	978
Vitamin or Supplement Store		12.5%	846
None of the above / Does not apply		4.6%	311
Gold/Silver/Precious Metal Dealer		2.1%	143
Military Surplus Store		1.8%	120
Monument or Memorial Company		1.0%	69
Pawn Shop		1.8%	124
Religious Supply or Gift Shop		2.8%	192
Survival Store		1.0%	70
Security Service		0.9%	63







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		24.9%	1,695
Free delivery		37.4%	2,540
Drive-thru		57.3%	3,893
Carryout		67.7%	4,599
Curbside carryout		59.3%	4,028
Other		2.4%	166
None of the above / Does not apply		9.6%	652






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		44.1%	2,998
Carpet Store		3.9%	266
Fireplace, Wood Stove or Barbeque Store		3.4%	231
Flooring Store		6.3%	427
Furniture Store		11.2%	759
Hardware Store		51.5%	3,500
Home & Garden Center		64.0%	4,346
Home Decor Store		11.7%	794
Hot Tub or Spa Dealer		2.1%	141
Major Appliance Store		6.7%	453
Mattress or Bedding Store		6.5%	439
Outdoor Furniture Store		6.4%	433
Plant Nursery & Garden Supply Store		44.4%	3,019
Paint Store		16.5%	1,122
Tool Rental Center		3.0%	202
TV & Appliance Store		4.3%	291
Vacuum Store		2.4%	162
None of the above / Does not apply		13.3%	905




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		15.0%	1,021
Clothing Store		53.6%	3,642
Eyewear & Opticians Store		23.6%	1,604
Jewelry Store		4.4%	302
Shoe Store		31.9%	2,169
None of the above / Does not apply		32.6%	2,218












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

Value		Percent	Responses
Accountant or CPA		7.4%	506
Insurance Agency		6.8%	461
Legal Firm or Attorney		6.1%	412
Tax Advisor		5.2%	356
None of the above / Does not apply		81.5%	5,540




















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%	231
Life Coach		1.2%	82
None of the above / Does not apply		95.7%	6,501




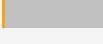

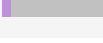
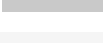

42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	16
Purchase New Class B RV		0.2%	13
Purchase New Class C RV		0.3%	19
Purchase New Travel Trailer or 5th Wheel		0.4%	28
Purchase New Camper Shell		0.1%	9
Purchase Used Class A RV		0.3%	23
Purchase Used Class B RV		0.3%	17
Purchase Used Class C RV		0.4%	24
Purchase Used Travel Trailer or 5th wheel		0.6%	40
Purchase Used Camper Shell		0.2%	16
None of the above / Does not apply		98.1%	6,663

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		2.9%	199
New Luxury Vehicle - Under \$50,000		0.9%	59
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	43
New Luxury Vehicle - Over \$75,000		0.2%	12
New Van		0.2%	13
New Minivan		0.2%	16
New SUV		2.9%	200
New Truck		1.2%	80
New Hybrid or Electric Vehicle		1.1%	74
Used Car		4.4%	299
Used Luxury Vehicle - Under \$30,000		0.9%	59
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	37
Used Luxury Vehicle - Over \$50,000		0.1%	6
Used Van		0.3%	23
Used Minivan		0.4%	28
Used SUV		2.5%	173
Used Truck		2.1%	145
Used Hybrid or Electric Vehicle		0.8%	55
None of the above / Does not apply		85.7%	5,824

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

Value		Percent	Responses
Compact car		2.0%	135
Full-size car		1.4%	98
Luxury vehicle (any size)		1.0%	65
Midsize car		2.5%	169
Pickup truck		3.0%	207
Sport utility vehicle (SUV)		8.7%	588
Van or minivan		1.0%	65
None of the above		80.5%	5,467



Total: 6,794

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		5.0%	340
Ford		6.0%	405
Honda		5.6%	381
Hyundai		3.2%	215
Nissan		3.0%	206
Subaru		4.7%	319
Toyota		7.6%	515
None of the above / Does not apply		78.3%	5,321
Acura		1.1%	78
Audi		1.3%	87
BMW		1.4%	97
Buick		1.3%	89
Cadillac		1.1%	76
Chrysler		1.0%	65
Dodge		2.3%	154
Fiat		0.3%	18
GMC		2.5%	170
Infiniti		0.5%	36
Jeep		1.9%	130
Kia		2.1%	141
Land Rover		0.5%	31

Value		Percent	Responses
Lexus		1.5%	102
Lincoln		0.9%	61
Mazda		1.5%	101
Mercedes-Benz		1.1%	77
Mini		0.3%	23
Mitsubishi		0.4%	30
Porsche		0.4%	27
Saab		0.2%	11
Scion		0.1%	9
Suzuki		0.2%	12
Tesla		1.1%	73
Volkswagen		1.7%	114
Volvo		1.1%	72

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		6.2%	419
No		93.8%	6,375
Total: 6,794			

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		7.9%	538
Printer		6.3%	429
Ink or Printer Cartridges		44.9%	3,048
Wi-Fi for Home		3.5%	238
Headphones		9.0%	611
Smartphone Charger		5.7%	384
Noise Canceling Headphones		3.1%	211
Healthcare Device		3.7%	252
Surge Protector		4.2%	282
Batteries for Electronics		34.5%	2,347
None of the above / Does not apply		35.7%	2,426
Home Theater System		0.8%	56
GPS Device (Handheld or In-Vehicle)		1.5%	105
Satellite Radio		1.4%	93
Satellite TV System		0.7%	46
Stereo System (Home)		0.9%	64
Portable Speakers		2.3%	157
Wireless Speakers		2.5%	173
Smartwatch		2.8%	189
Phone or Tablet Controlled Home Tech Products		2.8%	190
Phone Calling Card		2.0%	133
Compact/Mini Projector		0.5%	34

Value		Percent	Responses
Wearable Electronics		1.2%	80
Aerial Drone		1.3%	86
ShortWave Radio		0.5%	35
Wireless Hotspot		1.7%	115
Assistive Technology for Hearing		2.4%	165
Virtual Reality Headset		0.5%	34
Smart Sports Equipment		0.3%	20





















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		0.9%	62
Camera (Digital) SLR		1.3%	90
Camera Accessories or Supplies		1.6%	108
Camera Lens		1.2%	83
Computer Accessories		5.4%	370
Computer Software		3.9%	266
E-Reader (Kindle or Similar)		1.6%	112
Tablet (iPad or Similar)		5.3%	363
Personal Computer		2.9%	200
Laptop Computer		7.7%	521
TiVo or DVR		0.6%	44
4K Ultra HD TV		2.9%	194
Smart TV		4.2%	287
None of the above / Does not apply		76.3%	5,184















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		12.7%	861
Conventional Cell Phone		3.7%	253
Prepaid Cell Phone		1.4%	93
Unlocked Cell Phone		1.4%	97
Large-Screen Smartphone		1.9%	130
None of the above / Does not apply		82.2%	5,584






















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		2.4%	164
Necklaces		3.0%	204
Engagement Rings		0.4%	26
Wedding Rings		0.6%	41
Rings (Other)		2.5%	171
Earrings		6.6%	448
Pendants		1.5%	100
Celtic Jewelry		1.2%	80
Diamond Jewelry		1.3%	87
Silver Jewelry		2.4%	160
Gemstone Jewelry		1.8%	122
Pearl Jewelry		0.8%	55
Men's Jewelry		0.6%	43
Costume Jewelry		4.2%	285
Designer Jewelry		1.3%	86
Jewelry Box or Organizer		0.8%	56
Men's High-End Watch		0.5%	37
Women's Watch		1.6%	107
Women's Jewelry		4.9%	331
None of the above / Does not apply		84.1%	5,715



















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		7.9%	538
Crop Insurance		0.1%	9
Dental Insurance		2.4%	165
Disability Insurance		0.4%	27
Homeowner Insurance		5.7%	389
Life Insurance		2.4%	162
Medical (Health) Insurance		2.2%	150
Medicare		1.8%	119
Long Term Care Insurance		0.9%	64
Pet Insurance		1.2%	84
Renters Insurance		1.7%	114
Agriculture Insurance		0.3%	21
Professional Liability Insurance		0.7%	49
None of the above / Does not apply		84.8%	5,763
















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

Value		Percent	Responses
Chiropractor		3.9%	266
Family Practice Doctor		6.6%	448
Optometrist		5.0%	337
Primary Care Provider		7.3%	494
Drugstore or Pharmacy		6.9%	468
None of the above / Does not apply		77.4%	5,261
Acupuncture		2.1%	140
Audiologist		1.5%	102
Counseling & Mental Health Specialist		2.0%	133
Geriatric Specialist		0.6%	40
Home Healthcare		0.5%	31
Hospital		1.0%	67
Medical Clinic		2.5%	168
Pediatric Dentist		0.3%	22
Pediatrician		0.4%	30
Wellness Business		0.8%	53
Substance Abuse Treatment Provider		0.2%	12
Weight Loss Service		1.2%	83
Alternative Care Provider		1.1%	75
Physical Therapy or Rehabilitation service provider		2.4%	162
Hearing Aid Center		2.1%	140






















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		1.2%	82
Bankruptcy Attorney		0.6%	40
Banking, Partnership & Business Law Attorney		1.8%	123
Child Support Attorney		0.4%	26
Criminal Law Attorney		0.3%	23
Disability & Social Security Attorney		0.5%	37
Divorce & Family Law Attorney		0.9%	64
DWI, DUI, OWI, OUI Attorney		0.2%	11
Employment Discrimination or Labor Issues Attorney		0.4%	30
General Practice Attorney		2.3%	158
Intellectual Property Attorney		0.3%	19
Malpractice Attorney		0.2%	15
Patent, Trademark & Copyright Attorney		0.3%	21
Probate Attorney		1.0%	67
Real Estate Attorney		2.4%	162
Taxation Attorney		0.8%	57
Wills, Trusts & Estates Attorney		16.6%	1,131
None of the above / Does not apply		76.6%	5,202

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		53.8%	3,658
Teeth Cleaning		48.6%	3,304
Cavity Filling		9.9%	671
Crown		9.1%	621
Oral Surgery		2.6%	174
Braces		2.1%	140
Composite Bonding		1.3%	90
Dental Implants		5.7%	390
Dental Veneers		0.5%	35
Dentures		2.5%	173
Full Mouth Reconstruction		0.3%	22
Inlays or Onlays		0.4%	29
Smile Makeover		0.5%	33
Teeth Whitening		2.6%	174
None of the above / Does not apply		22.3%	1,512












55. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS and PLANS do you or any members of your household have in the NEXT 3 MONTHS?
(Check all that apply.)

Value		Percent	Responses
Fill Medical Prescriptions		52.6%	3,577
Purchase Medical Supplies or Equipment for Home		3.0%	206
Purchase Health Related Products		10.7%	729
Use Physical Rehabilitation Services		3.8%	258
Purchase Health and Wellness Supplements		20.4%	1,385
Receive Treatment for Back Pain		7.0%	473
Have an Eye/Vision Exam		35.1%	2,383
Purchase Prescription Eyeglasses		19.1%	1,299
Purchase Prescription Contact Lenses		5.4%	369
Have an Annual Physical or Checkup		31.6%	2,146
Have X-Rays Taken		5.8%	396
Have a Scheduled Surgery		4.2%	283
Have Blood Drawn for Testing		31.6%	2,145
Plan to Visit a Hospital for any Medical Service or Procedure		7.4%	503
Have Foot Problems Diagnosed or Treated		6.5%	439
Senior Travel		5.7%	388
Receive Treatment for a Sleep Disorder		3.6%	245
Purchase Allergy Medications		16.5%	1,119
Use Personal Trainer or Instructor		4.4%	298
Cardiovascular Treatment		5.6%	381
Cancer Treatment		3.8%	256

Value		Percent	Responses
Chiropractic Care		12.2%	830
Do Corrective Exercises		6.4%	434
Purchase Diabetes Testing Supplies		6.3%	425
Get Vaccinations at Drug Store or Pharmacy		9.9%	674
Discretionary Health Care and Wellness Services and Products		6.1%	414
Purchase Marijuana		5.5%	371
Purchase Vitamins		42.9%	2,912
Have Acupuncture		3.9%	266
Purchase Hemp Based Supplements		4.1%	279
Purchase Anti Anxiety Medication or Supplements		6.5%	440
None of the above / Does not apply		16.2%	1,100
Purchase Elder Care-Related Products or Services		1.4%	97
Find Home for Aging Parent		0.8%	53
Participate in a Medical Study		1.5%	103
Stop Smoking		1.2%	80
Purchase a Mobility Device		0.6%	42
Receive Treatment for Vehicle or Workplace Injury		0.5%	37
Handicap Accessible Products		1.5%	105
Purchase Orthopedic Shoes		1.5%	103
Purchase Home Medical Testing Equipment or Supplies		1.5%	102
Hire a Personal Care Assistant		0.3%	22
Hire a Caregiver or Respite Worker		0.7%	47
Purchase "Aging in Place" Products		1.1%	72

Value		Percent	Responses
Purchase a Medical Alert Service		0.5%	35
Have Safety Bars Installed in Bathroom		1.5%	101
Stroke Treatment		0.3%	21
Orthopaedic or Knee Surgery		1.9%	127
Memory or Alzheimer's Care		0.8%	56
Nutritional Counseling		1.7%	117
Spinal and Postural Screening		0.8%	57
Physiotherapy		1.5%	100
Receive Treatment for Substance Abuse		0.4%	30
Purchase Blood Pressure Monitoring Device		2.1%	143
Receive Aquatic Therapy		1.1%	72
Join a Weight Loss Group		1.6%	108
Purchase Weight Loss Supplements		1.4%	97
Purchase Weight Loss Food Plan		1.0%	69
Have Reflexology Treatment		0.8%	57
Hire a Weight Loss Professional		0.8%	52
Have Cataract Surgery		2.1%	140
Receive Treatment for PTSD		1.5%	100










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%	12
Purchase a "In-the-Ear" Hearing Aid		1.2%	79
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.6%	42
Purchase a Digital Hearing Aid		1.2%	79
Purchase a "Behind-the-Ear" Hearing Aid		1.0%	71
Purchase Hearing Aid Cleaning Supplies		1.5%	105
Purchase Hearing Aid Batteries		5.9%	401
Purchase a "In-the-Canal" Hearing Aid		0.9%	61
Purchase a Analog Hearing Aid		0.2%	15
Have a Hearing Exam		9.4%	637
None of the above / Does not apply		84.9%	5,771














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		0.8%	54
Pre-purchase a Funeral Plot or Cremation Service		3.2%	215
Purchase a Monument or Headstone		0.9%	62
Use a Funeral Planner		1.1%	73
Purchase Flowers for a Funeral		1.0%	71
Use a Cremation Service		1.0%	69
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	28
None of the above / Does not apply		93.8%	6,373

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%	44
Move into a Assisted Living Facility		0.6%	38
Move into a Nursing Home		0.3%	19
Move into a Alzheimer's Care Facility		0.3%	21
Move Into a Hospice Facility		0.1%	10
Hospice to your Home or House		0.4%	25
Move into Residential Care Home		0.3%	18
Utilize a Respite Provider		0.6%	40
None of the above / Does not apply		97.8%	6,644













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%	116
Open Savings Account		2.4%	163
Online Banking		48.2%	3,272
Manage Investments		22.3%	1,516
Manage Retirement Accounts		22.9%	1,553
Mortgage Line of Credit		3.0%	204
Financial Consulting		13.6%	925
Financial Services		12.9%	877
Safe Deposit Box Rental		6.0%	407
Obtain New Credit Card		2.1%	146
Payday Loan or Check Cashing Business		0.4%	25
Use Vehicle Title Loan Company		0.4%	30
None of the above / Does not apply		34.4%	2,334




















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


Value		Percent	Responses
Annuities		3.7%	248
Certificates of Deposit		8.1%	551
City or State Bonds		2.5%	167
Collectibles, Antiques or Art		1.7%	117
Common or Preferred Stock		10.5%	715
Corporate Bonds or Debentures		2.6%	178
401(k)		17.1%	1,164
Gold or Precious Metals		1.9%	130
IRA		12.6%	858
Money Market Funds		11.2%	762
Mutual Funds		13.7%	934
Non-US Stocks		2.5%	168
Options		0.8%	55
US Savings Bonds		1.6%	112
US Treasury Notes		1.7%	114
Coins or Stamps		2.0%	133
None of the above / Does not apply		58.7%	3,989

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%	16
Business Equipment Loan		0.6%	40
Carpeting or Furniture Loan		0.3%	17
College Expenses Loan		0.6%	41
College Tuition Loan		1.4%	96
Debt Consolidation Loan		1.7%	115
Medical Expenses Loan		0.4%	24
New Vehicle Loan		2.1%	146
Used Vehicle Loan		2.9%	194
Vacation or Travel Loan		0.3%	17
Wedding Loan		0.1%	6
None of the above / Does not apply		92.0%	6,248

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		25.2%	1,714
Coats		3.4%	233
Nail Polish		8.4%	574
Eyewear or Sunglasses		24.8%	1,687
Handbags		7.5%	508
Hats		5.4%	364
Intimate Apparel		12.0%	818
Jewelry or Accessories		7.0%	473
Perfume		4.9%	334
Men's Apparel		28.7%	1,951
Men's Shoes		20.5%	1,394
Men's Underwear		17.2%	1,168
Women's Apparel		43.6%	2,965
Women's Pajamas or Sleepwear		12.1%	819
Women's Shoes		30.8%	2,095
Women's Underwear		21.4%	1,451
Socks		20.3%	1,376
Outerwear		6.5%	439
None of the above / Does not apply		25.7%	1,745
Watches		2.7%	181
Luggage or Bags		2.1%	146

Value		Percent	Responses
Scarves		2.4%	164
Uniforms		1.5%	102
Western Clothing		1.8%	120








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		1.9%	131
Children's Pants		6.3%	426
Children's T-Shirts		8.7%	592
Children's Dresses		4.3%	289
Children's Pajamas or Sleepwear		5.9%	403
Children's Socks		4.9%	336
Children's Shorts		7.9%	538
Infant Clothing		5.0%	342
Children's School Uniform		0.8%	54
Children's Athletic Clothing		5.9%	400
None of the above / Does not apply		84.0%	5,707























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)		27.6%	1,878
Boots (Men's)		3.4%	234
Cowboy Boots (Men's)		1.0%	69
Work & Safety (Men's)		3.9%	264
Sneakers		16.1%	1,097
Classic & Fashion Sneakers (Women's)		10.3%	702
Work & Safety (Women's)		1.8%	122
Cowboy Boots (Women's)		1.0%	71
Athletic & Outdoor Shoes (Women's)		30.9%	2,096
Athletic & Outdoor Shoes (Children's)		6.3%	427
Cowboy Boots (Children's)		0.3%	17
None of the above / Does not apply		44.5%	3,026

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























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		11.5%	780
Have Clothing Dry Cleaned		22.9%	1,553
Have Shoes Repaired		7.3%	497
Rent or Purchase a Costume		0.4%	27
Wash Clothing at a Laundromat		4.7%	321
Purchase Custom Made Clothing Items		0.9%	64
None of the above / Does not apply		66.5%	4,516

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)		4.9%	333
Bicycle Tune-Up or Repair		10.3%	699
Camping or Hiking Equipment		7.2%	492
Exercise or Fitness Equipment		7.8%	532
Fishing Rods or Reels		4.4%	301
Fishing Bait or Attractant		8.3%	567
Fishing Accessories		10.5%	710
Golf Clubs or Equipment		5.8%	394
Ammunition		9.8%	665
Running or Jogging Equipment		3.3%	221
Swimming Gear		5.8%	393
Hand Gun		4.2%	283
None of the above / Does not apply		57.5%	3,906
Archery Equipment		1.2%	81
High End Bicycle		0.6%	41
Bicycle Rental		1.1%	73
Hunting Gear		1.6%	106
Soccer Equipment		1.1%	78
Sports Equipment (Children)		2.1%	142
Trampoline		0.5%	37
Trophies or Plaques		0.3%	19
Weight Lifting Equipment		2.9%	195























Value		Percent	Responses
Used Sporting Equipment		2.0%	135
Rifle		2.0%	137
Shotgun		1.9%	131

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		36.1%	2,453
Bedding Flowers or Perennials		50.4%	3,422
Fertilizer		31.7%	2,151
Flower Pots		21.1%	1,434
Garden Ornaments		8.8%	598
Gravel or Rock		12.8%	871
Hand Garden Tools		12.4%	843
Landscaping		12.8%	873
Indoor Garden Supplies		4.4%	301
Decorative Rock		7.9%	534
Lawn Seed, Turf or Sod		9.9%	675
Outdoor Furniture		6.5%	444
Outdoor Grill		4.6%	314
Patio Furniture		6.3%	427
Propane		17.1%	1,163
Shrubbery or Trees		12.2%	832
Stone (Cast, Crushed or Natural)		4.1%	277
Insect or Fungus Control Products		11.7%	797
None of the above / Does not apply		22.0%	1,493
Chainsaw		1.7%	114
Fountains		2.1%	141
Gate		1.6%	110






















Value		Percent	Responses
Gazebo		0.7%	46
Insects (Bees or Other Beneficial Species)		2.2%	152
Outdoor Fireplace or Fire Pit		2.7%	181
Patio Heater		0.8%	51
Outdoor Infrared Heater or Fireplace		0.5%	35
Outdoor Smoker		0.8%	57
Outdoor Kitchen Equipment		0.6%	40
Outdoor Entertainment Center		0.4%	28
Patio Cover, Awning or Canopy		2.4%	162
Pole Shed		0.4%	29
Portable Outdoor Heater		0.4%	27
Power Garden Tools		1.9%	127
Lawn Mower (Push)		2.5%	167
Lawn Mower (Riding)		0.9%	63
Rototiller		0.6%	39
Screen Porch		0.8%	56
Storage Shed		2.8%	191
Leaf Blower		1.5%	104
Outdoor Garden Flags		2.6%	179
Snow Blower		0.3%	18
Greenhouse		1.2%	82

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

Value		Percent	Responses
Any Pet-Related Products or Services		14.9%	1,014
Bird Seed		17.6%	1,196
Cat Food		26.9%	1,827
Dog Food		34.2%	2,325
Fish Food		3.9%	264
Specialized Pet Food		5.1%	347
Other Pet Food		6.3%	431
Pet Accessories		9.3%	633
Pet Toys		12.6%	856
Annual Pet Vaccinations		23.3%	1,584
Annual Pet Checkups		22.8%	1,546
Adopt or Rescue a Pet		4.9%	333
Purchase Pet Medication		10.3%	697
Board a Pet Overnight		3.2%	219
Pet Dental Care		3.3%	222
None of the above / Does not apply		38.6%	2,622
Pet Clothing		0.9%	63
Pet Enclosure		0.6%	44
Aquarium or Tank		0.8%	54
Fish Supplies		2.3%	159
Disease Diagnosis		0.9%	63
Pet Travel Cage		0.7%	45






















Value		Percent	Responses
Pet Travel Accessories		0.4%	30
Cremation or Burial Services		0.5%	32
Purchase a Pet		1.3%	90
Holistic or Alternative Pet Care		0.8%	52
Pet Tracking Device		0.5%	36
Animal Training Classes		2.5%	167
Hemp Based Pet Supplements		1.1%	73
THC Based Pet Supplements		0.9%	59
Holistic or Alternative Pet Supplements		1.0%	68
Anti Anxiety or Stress Pet Medication for Holidays		1.4%	92




















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		4.0%	269
Add a Fence or Wall Structure		6.8%	460
Remodel Kitchen		3.4%	230
Remodel Bathroom		6.0%	410
General Remodeling		5.4%	366
Sealcoating		3.0%	207
Replace Carpet		5.3%	362
Replace Flooring		5.9%	402
Replace Windows		3.8%	257
None of the above / Does not apply		64.6%	4,388
Add a Room		0.4%	30
Add a Home Office		0.8%	57
Cabinet Refacing or Resurfacing		2.4%	160
Refinish Bathtub		1.4%	92
Install a Glass Shower		1.5%	104
Remodel or Finish Basement Living Area		1.0%	68
Replace Garage Door		1.5%	100
Build a Garage		0.6%	43
Build Out-Building		0.8%	54
Build a Storage Shed		2.8%	193
Have Furniture Restored		2.2%	149
Switch from Gas to Electric		0.2%	13






















Value		Percent	Responses
Switch from Electric to Gas		0.4%	27
Install a Stair Lift		0.1%	9
Install "Aging In Place" Products		1.1%	75
Install a Solar Energy System		0.9%	62
Install Security or Monitoring System		1.0%	68
Resurface or Build New Driveway		2.4%	164
Stone or Marble Work (Bathroom or Kitchen)		1.1%	75
Asphalt Repair		2.1%	146
Asphalt Resurfacing		2.5%	167
Residential Paving		1.1%	72
Build a "Tiny House"		0.5%	32
Install Handicap Accessible Addition		0.2%	12

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%	272
Decking		5.2%	351
Doors (Exterior)		5.0%	342
Electrical Supplies		4.3%	295
Fencing		7.1%	480
Hand Tools		7.0%	478
Hardwood Products		3.3%	225
Lighting and Fixtures		6.7%	458
Lumber		9.2%	627
Molding		3.1%	208
Paint (Exterior)		12.5%	850
Paint (Interior)		18.5%	1,257
Plywood		4.2%	287
Plumbing Supplies		5.6%	383
Rain Gutters		3.0%	206
Screen Door		4.5%	309
None of the above / Does not apply		51.0%	3,468
Circular Saw		0.7%	47
Doors (Interior)		2.4%	165
Furnace		0.9%	64
Generator		1.2%	79






















Value		Percent	Responses
Home Security Doorbell Camera		2.4%	165
Kitchen Cabinets		2.1%	146
Lock Sets		2.4%	160
Mill Work		1.2%	80
Power Tools		2.5%	168
Roofing (Composition)		2.0%	134
Roofing (Other)		1.5%	101
Security Door		0.8%	56
Security Locks		0.9%	64
Security Window Film		0.4%	27
Siding		1.2%	84
Solar Screen		0.4%	27
Water Softener System or Supplies		2.3%	153
Wet or Dry Vacuum		1.4%	97
Wood Stove or Fireplace		0.7%	46
Window Guards		0.2%	12
Windows (Double-Hung)		1.5%	104
Windows (Casement)		1.2%	83
Windows (Picture)		0.8%	55
Windows (Slider)		1.0%	71
Windows (Bay or Bow)		0.5%	32

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		5.2%	353
Air Duct Cleaning		5.4%	369
Appliance Repair		4.2%	284
Carpenter or Woodworking		3.2%	216
Carpet Cleaning		11.7%	792
Chimney Cleaning		3.3%	221
Concrete Repair		3.1%	214
Electrical Repair		4.6%	315
Furnace Cleaning		6.2%	419
Gardening Services		8.6%	583
Gutter Installation or Repair		3.1%	209
Handyman Services		14.9%	1,009
Home Repair		5.1%	344
None of the above / Does not apply		48.7%	3,312
Alternative Energy Systems Installation		0.7%	46
Alternative Energy Systems (Service or Repair)		0.4%	28
Blinds Cleaning		2.3%	154
Drywall Installation or Repair		2.4%	165
Electrical Panel Replacement		0.6%	44
Excavation & Wrecking		0.4%	25
Fire & Water Damage Restoration		0.3%	21






















Value		Percent	Responses
Flooring - Ceramic Tile (Installation or Repair)		2.1%	142
Flooring - Laminate (Installation or Repair)		2.7%	185
Flooring - Linoleum (Installation or Repair)		1.1%	76
Flooring - Wood (Installation or Repair)		2.9%	199
Flooring - Other (Installation or Repair)		2.2%	147
Foundation Repair		1.1%	75
Furnace Repair		1.2%	81
Furniture Reupholster		1.1%	74
Heating Repair		0.9%	58
Home Computer Repair		2.1%	140
Home Electronics Repair		0.4%	30
Home Heating Oil or Fuel Service		1.3%	85
Home Remodel		2.1%	144

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		13.2%	898
Junk or Yard Waste Removal		8.7%	589
Recycle		8.5%	577
Landscaping Service		16.6%	1,125
Painting		11.4%	776
Pest Control		10.2%	695
Plumbing Repair		5.6%	379
Pressure Washing		6.8%	461
Preventative Home Maintenance		4.3%	289
Roof Repair		3.1%	214
Trash Removal		9.2%	626
Computer Repair		5.6%	383
None of the above / Does not apply		43.3%	2,945
Home Security Service		1.9%	126
Insulation Installation or Maintenance		0.9%	63
Interior Design		1.2%	84
Sell Scrap Metal		1.7%	114
Movers		1.2%	81
Mold Inspection or Removal		0.9%	64
Party Equipment Rental		0.2%	16
Pool Cleaning Service		2.2%	151

Value		Percent	Responses
Security System		1.2%	80
Septic Tank Cleaning or Repair		2.6%	174
Siding Replacement		0.8%	55
Snow Removal		0.3%	20
Solar Heating or Power System Installation or Repair		0.6%	39
Stucco or Exterior Coating		0.4%	26
Tool Rental		1.3%	85
Tornado or Storm Shelter Building or Repair		0.0%	2
Water Well Drilling		0.1%	7
Waterproofing		0.7%	48
Window Installation		2.4%	160
Window Tinting for Home		0.4%	25
Yard Equipment Rental		1.5%	101
Mobile or Cell Phone Repair		2.1%	143
























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)		3.2%	215
Window Blinds (Venetian or Mini)		3.6%	245
Emergency Preparedness Kit or Supplies		4.1%	277
Batteries (Home or Office)		30.3%	2,059
Candles		10.3%	702
Carpeting		4.4%	297
Rugs		5.7%	386
Curtains or Drapes		6.1%	414
Furniture (Living Room)		5.2%	352
Storage Boxes or Tubs		6.0%	406
Floral Arrangements		4.4%	296
Picture Frames		5.0%	337
Linens (Bathroom)		4.7%	318
Reclining Chair		3.2%	216
Indoor Flowers		6.2%	422
None of the above / Does not apply		45.1%	3,066
Awning		1.3%	85
Firewood		2.5%	168
Oriental Carpeting		0.4%	24
Flooring Tile		2.6%	174
Hardwood Flooring		2.0%	135

Value		Percent	Responses
Rugs (Persian)		0.6%	39
Clocks		2.5%	168
Closet System		1.6%	107
Cutlery, Flatware or Silverware		1.8%	125
Ductless Heat Pumps		0.4%	28
Fire Extinguisher		2.9%	199
Fine Art (Paintings, Pottery, Etc.)		2.3%	158
Custom Built Furniture		0.7%	48
Reconditioned Furniture		0.8%	51
Furniture (Bedroom)		2.7%	186
Furniture (Children's)		0.7%	45
Crib		0.2%	13
Furniture (Dining Room)		1.2%	82
Furniture (Home Office)		1.8%	120
Furnace		0.8%	57
Futon		0.6%	42
Safe		0.8%	52
Laminate Flooring		2.6%	176
Hot Tub or Spa (Used)		0.3%	21
Sewing Machine		1.3%	89
Wallpaper		0.8%	51
Signs or Banners		0.9%	60
Hot Tub or Spa (New)		0.6%	44

Value		Percent	Responses
Linens (Dining Room or Kitchen)		2.0%	135
Tankless Water Heater		1.3%	86

















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		6.2%	420
Innerspring Mattress		3.0%	201
Linens (Bedroom)		8.2%	559
Window Coverings		3.8%	261
Patriotic Flags		3.0%	207
None of the above / Does not apply		72.0%	4,892
Gas Burning Freestanding Stoves		0.3%	17
Water Purification System (Drinking)		1.1%	74
Solar Water Heater		0.4%	30
Latex Mattress		0.5%	32
Pillow Top Mattress		2.1%	144
Foam Mattress		2.0%	134
Memory Foam Mattress		2.3%	155
Gel Mattress		0.8%	56
Twin Size Bed		0.9%	59
Queen Size Bed		2.5%	168
King Size Bed		2.1%	143
Water Heater		1.5%	102
Smoke Alarm or Detector		2.8%	189
Remote Home Monitoring Video Camera		1.2%	83
Shutters		1.0%	66
Reclaimed Wood Furniture		0.5%	36
Sports Team Flags		0.8%	55























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		4.5%	308
Fine Art		2.5%	171
Photographs		4.8%	323
Pottery		3.0%	201
Blown Glass		1.6%	109
Stone Carvings		0.6%	42
Sculpture		1.2%	80
Artistic Wall Decor		4.4%	302
Wood Carvings		1.1%	76
Poster Art		2.0%	136
Religious Art		1.0%	71
Stained Glass		1.4%	97
Ceramics		2.0%	134
Metal Work Art		2.0%	136
Music Memorabilia		1.0%	69
Movie Memorabilia		0.8%	51
None of the above / Does not apply		84.6%	5,750

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		3.7%	248
Portable Dishwasher		0.2%	12
Dishwasher		3.4%	231
Freezer		1.5%	101
Range		2.6%	176
Range Hood		1.4%	92
Wall Oven		0.8%	51
Washer		2.3%	157
Dryer		2.0%	138
Blender		2.1%	144
Instant Pot		2.3%	154
Microwave		3.6%	242
Window Air Conditioner		1.4%	93
Coffee or Espresso Machine		4.3%	295
Vacuum Cleaner		3.0%	207
None of the above / Does not apply		78.3%	5,323

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		3.3%	225
Battery		4.6%	312
Floor Mats		3.4%	229
Tires		8.3%	565
Wiper Blades		16.1%	1,092
None of the above / Does not apply		68.1%	4,629
Canopy		0.4%	25
Child Car Seat		0.8%	57
Grill Guard		0.3%	20
Ground Effects		0.1%	7
Lights		1.8%	120
Mirror(s)		0.4%	24
Motorcycle Accessories		0.9%	62
Motorcycle Parts		1.1%	73
Performance Parts		0.8%	52
RV Accessories or Supplies		1.9%	128
Roof Rack (For Bike, Kayak, Etc.)		0.8%	52
Roof Rack (Luggage or Equipment Container)		0.4%	28
Running Boards		0.4%	24
Seat Covers		2.3%	158
Spoiler		0.0%	3
Step Bar		0.2%	13























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.6%	40
Tool Box		0.3%	18
Trailer Hitch		1.1%	74
Truck Bed Liner		0.3%	23
Visor		0.4%	24
Wheels or Rims		0.6%	44
Winch		0.3%	17
Window Tinting Equipment (Auto)		0.5%	35
Cargo Trailer (Vehicle Hauler)		0.1%	9
Cargo Trailer (Flat)		0.3%	18
Cargo Trailer (Motorcycle)		0.1%	8
Cargo Trailer (Boat)		0.1%	6
Cargo Trailer (Box)		0.3%	21

78. Which of the following VEHICLE SERVICES do you or anyone in your household currently need? (Check all that apply.)

Value		Percent	Responses
30,000 Mile Service		6.6%	447
60,000 Mile Service		7.2%	486
100,000 Mile Service		6.7%	452
Auto Detailing		6.5%	445
Auto Repair (General)		6.8%	459
Alignment		4.3%	291
Body Work		3.7%	251
Brake Replacement, Adjustment		3.8%	261
Car Wash		41.0%	2,783
Gas or Service Station Services		16.3%	1,105
Oil Change or Lube		41.1%	2,794
Preventative Maintenance		14.9%	1,015
Safety Inspection		6.2%	419
Tire Mounting or Installation		5.4%	368
Tune-Up		7.4%	501
Windshield or Glass Repair		3.7%	254
None of the above / Does not apply		24.5%	1,663
Auto Warranty Work (Work Covered by Warranty)		2.7%	185
Car Rental		1.3%	91
DEQ Inspection		0.8%	52
Electrical Repair		1.0%	66
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.6%	42

Value		Percent	Responses
Motor Repair or Replacement		0.5%	33
Motorcycle Repair		0.5%	32
Muffler		0.6%	39
Painting		1.0%	70
RV Maintenance or Service		1.5%	100
Shocks		1.1%	72
Smog Check		1.2%	82
Stereo Installation		0.6%	39
Transmission or Clutch Repair		0.7%	46
Upholstery Repair		1.0%	65
Vehicle Air Conditioning Repair		1.2%	84
Vehicle Storage		0.5%	37
Vehicle Towing		0.4%	25
Windshield or Window Tinting		0.9%	61

79. If you or a member of your household were to purchase an automobile in the NEXT 3 MONTHS, where would you look to find a vehicle? (Check all that apply.)

Value		Percent	Responses
AutoTrader.com		9.3%	630
CarFax		12.8%	869
CarGurus.com		6.5%	442
CarMax.com		8.7%	593
Cars.com		7.4%	505
Craigslist Auto		8.4%	569
KBB.com		6.5%	441
Edmunds.com		8.7%	589
Local Dealer Site		37.9%	2,573
Other Local Website		5.4%	369
None of the above / Does not apply		47.5%	3,227
Yahoo! Autos		0.4%	25
Automotive.com		1.0%	71
Autoblog.com		0.5%	34
CarsDirect.com		1.6%	109
eBay Motors		1.7%	114
Facebook Dealer Page		2.9%	196
MotorTrend.com		1.8%	123
UsedCars.com		2.9%	195
Local TV Site		1.3%	89
Local Radio Site		0.8%	52
The Car Connection		0.5%	37


















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		38.3%	2,605
Beauty Products		27.4%	1,864
Cosmetics		30.1%	2,043
Babysitting		1.3%	85
Hair Care Products		45.3%	3,078
Hair Coloring		27.1%	1,840
Hair Cut		70.4%	4,782
Manicure		19.0%	1,292
Massage Therapy		16.7%	1,133
Pedicure		26.6%	1,804
None of the above / Does not apply		12.8%	868




















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)		40.9%	2,778
Books (Used)		28.7%	1,950
Books (Children's)		9.5%	648
Board Games		10.1%	687
Lottery Ticket		21.9%	1,489
Collectibles		3.7%	248
Comics		1.8%	125
Graphic Novels		2.2%	149
Computer Games		6.1%	416
Magazines		24.5%	1,664
Toys		5.9%	401
Video Console Games		3.7%	252
None of the above / Does not apply		29.8%	2,028











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		2.3%	157
Ceramics and Pottery		2.5%	169
Collectables		3.2%	215
Comic Books and Related Collectables		1.4%	93
Do-It-Yourself (DIY)		15.4%	1,046
Games or Puzzles		16.0%	1,086
Beer Brewing Supplies		2.0%	134
Wine Making Supplies		1.2%	79
Jewelry Making Supplies or Beads		3.6%	244
Knitting		6.8%	459
Making Arts and Crafts		9.7%	660
Paper Crafts		3.9%	264
Quilting		5.0%	337
Scrapbooking		2.8%	187
Toy Collecting		0.7%	49
Trains, Plane & Car Model Kits		2.0%	137
None of the above / Does not apply		57.4%	3,898














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)		3.8%	261
Attend Online College or University (Part Time)		3.1%	208
Attend Online Graduate School		1.2%	79
Attend Online Classes at Community College		3.8%	261
Learning Center		0.9%	62
Online Trade School		0.3%	22
Online Continuing Education Courses		6.6%	450
Online Professional Certification or Accreditation Courses		3.4%	232
Online Language Lessons (Adult)		4.0%	272
Online Music Lessons (Adult)		2.0%	134
Attend Paid Online Lecture, Seminar or Special Class		4.7%	320
Online Real Estate Classes		0.8%	54
Online Child Education or Tutoring		1.7%	115
Online Music lessons (Child)		0.8%	56
Online Language Lessons (Child)		0.5%	33
Change Online School		0.1%	9
Attend an Online Religion Based School		0.7%	50
Attend an Online Local Workshop		5.1%	347
None of the above / Does not apply		74.5%	5,063




















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		8.9%	603
Oil paints		3.1%	210
Acrylic Paints		9.9%	675
Markers		6.8%	465
Specialty Paper		6.7%	455
Fabric Craft Supplies		9.4%	636
Beads		3.5%	236
Art Pencils and Pens		9.4%	638
Scrapbooking Supplies		3.3%	224
None of the above / Does not apply		73.1%	4,964























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		0.4%	29
Clarinet		0.1%	4
Drums		0.6%	43
Flute		0.2%	15
Acoustic Guitar		1.5%	101
Electric Guitar		0.7%	45
Electric Keyboard		0.7%	46
Piano		0.7%	45
Piano (High End)		0.1%	10
Trombone		0.1%	9
Trumpet		0.1%	10
Violin		0.3%	23
None of the above / Does not apply		96.2%	6,536

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		16.5%	1,118
French		7.5%	507
Asian		39.8%	2,706
German		7.9%	540
American (New)		36.5%	2,477
Italian		52.3%	3,550
Cajun or Creole		9.1%	616
Indian		14.4%	981
Chinese		46.0%	3,123
American (Traditional)		64.5%	4,382
Thai		27.8%	1,892
Middle Eastern		11.0%	749
Japanese		18.4%	1,250
Mexican		56.1%	3,813
Vietnamese		11.6%	785
Southern		13.5%	914
Tex-Mex		19.1%	1,300
Spanish		8.5%	579
Mediterranean		21.0%	1,424
None of the above / Does not apply		12.9%	878

87. Which of the following types of restaurant foods do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)

Value		Percent	Responses
Hot Dogs		16.3%	1,110
Fish & Chips		26.3%	1,787
Golf Course Restaurant, Bar or Snack Bar		6.5%	444
Barbeque		29.5%	2,005
Deli		28.7%	1,950
Breakfast or Brunch		38.3%	2,605
Appetizers		32.2%	2,185
Dessert		21.7%	1,475
Chicken Wings		18.6%	1,261
Hamburgers		50.4%	3,426
Chicken		40.8%	2,769
Frozen Yogurt		9.6%	650
Live or Raw food		4.3%	294
Tapas or Small Plates		9.1%	620
Theme Restaurants		5.9%	398
Soup		26.1%	1,770
Salad		39.1%	2,655
Pizza (Dine In)		12.9%	879
Pizza (Delivery)		21.9%	1,489
Steak		24.9%	1,690
Juice or Smoothies		11.3%	765
Sandwiches		42.8%	2,909

Value		Percent	Responses
Pizza (Carry Out)		51.1%	3,470
Pizza (Take & Bake)		15.6%	1,061
Seafood		36.2%	2,459
Vegan		4.8%	326
Steakhouse		16.4%	1,111
Sushi		16.2%	1,102
Vegetarian		10.2%	692
Pho		9.1%	621
None of the above / Does not apply		12.6%	855







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%	22
Purchase Commercial or Business Property		0.4%	24
Purchase Condominium or Townhouse		0.6%	44
Purchase Manufactured or Modular Home		0.3%	23
Purchase Investment Property		1.4%	97
Purchase Personal Residence		2.1%	143
Purchase Custom Built Home		0.4%	28
Purchase Residential Real Estate at an Auction		0.2%	15
Purchase Land or Agricultural Property		0.8%	54
Purchase Vacation Property		0.7%	45
Purchase Other		0.4%	28
None of the above / Does not apply		94.6%	6,428










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%	8
Sell Personal Residence		2.5%	170
Sell Vacation Property		0.9%	60
Sell Condominium or Townhouse		0.4%	29
Sell Investment Property		1.3%	90
Sell Land or Agricultural Property		1.1%	77
Sell Commercial or Business Property		0.3%	23
Sell Manufactured or Modular Home		0.2%	13
Plan to Sell Home in Master-Planned Community		0.1%	10
Sell Other		0.5%	37
None of the above / Does not apply		93.4%	6,348







90. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply.)

Value		Percent	Responses
New home in master planned community; new development		16.1%	23
New home, but outside of development		19.6%	28
New home that I will have contractor build		10.5%	15
Existing home less than 10 years old		44.8%	64
Existing home more than 10 years old		73.4%	105
Other		7.0%	10











91. Which of the following real estate rental plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Rent New Apartment		1.7%	116
Rent House (Residence)		3.0%	206
Rent Manufactured or Modular Home		0.3%	22
Rent or Lease Commercial Property		0.5%	34
Rent Agricultural Land		0.3%	18
Rent Subsidized Housing		0.6%	38
Rent Condo/Townhouse		1.6%	106
Rent Section 8 Housing		0.6%	42
None of the above / Does not apply		93.5%	6,353












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		3.3%	222
Use a Realtor to Buy Real Estate		2.3%	154
Use a Realtor to Buy and Sell Real Estate		2.3%	157
Plan to Sell Property Myself		1.4%	95
Use a Real Estate Broker		1.5%	100
None of the above / Does not apply		91.8%	6,234












93. Which of the following types of REAL ESTATE LOANS do you or anyone in your household plan to apply for in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
New Home Loan		1.9%	129
Home Remodel or Renovation Loan		1.0%	69
Business Construction Loan		0.3%	21
Home Construction Loan		0.6%	43
Equity Loan		1.9%	130
Land Loan		0.4%	26
Reverse Mortgage		0.3%	18
Real Estate Loan for existing home		0.9%	63
Refinance Home		4.6%	315
None of the above / Does not apply		90.4%	6,140



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		4.0%	273
Facebook		3.1%	209
Google		4.6%	315
Auction.com		1.0%	67
Homes & Land		2.4%	163
Homes.com		3.2%	219
HomeFinder		5.6%	383
MLS.com		12.9%	874
National Real Estate Co. Site		2.8%	193
Local MLS Site		21.6%	1,465
RealEstate.com		5.5%	371
Realtor.com		21.0%	1,426
Realty.com		3.2%	218
Redfin		7.5%	511
Trulia		11.3%	768
Zillow		37.5%	2,545
ZipRealty.com		0.8%	56
None of the above / Does not apply		49.3%	3,350



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		10.0%	680
Apartmentguide.com		4.9%	336
Craigslist		9.3%	633
Forrent.com		1.0%	70
HomeFinder.com		5.4%	368
Hotpads.com		1.0%	66
Rent.com		6.6%	449
Sublet.com		0.4%	28
Trulia		7.1%	482
Zillow		20.4%	1,387
None of the above / Does not apply		69.8%	4,745


















96. If you or a member of your household were to buy real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		74.1%	5,037
No, don't know who to call		25.9%	1,757
			Total: 6,794
















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		74.5%	5,064
No, don't know who to call		25.5%	1,730
			Total: 6,794

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		21.5%	1,461
Craft Beer		28.5%	1,934
Champagne		10.6%	722
Premium Hard Alcohol or Spirits		22.6%	1,533
White Wine		42.9%	2,918
Red Wine		46.5%	3,161
Major Brand Cigarettes		4.4%	297
Recreational Marijuana		5.9%	398
Marijuana Accessories		2.5%	167
Smokeless Tobacco		1.0%	69
Pipe Tobacco		0.8%	55
Discount Cigarettes		2.6%	180
Discount Hard Alcohol or Spirits		10.3%	703
Domestic Beer		29.0%	1,968
Electronic Cigarette Supplies		1.3%	91
Alcoholic Cider		9.9%	676
None of the above / Does not apply		25.1%	1,705








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		3.8%	256
Cannabis Edibles		5.7%	389
Cannabis Tinctures		1.8%	124
Cannabis Vaporizers		1.0%	69
Cannabis Cleaning Tools or Supplies		0.4%	24
Cannabis Concentrates		1.4%	98
Cannabis Pre-Rolls		1.5%	105
Organic Cannabis Products		1.7%	115
Cannabis Oil		3.7%	248
Cannabis Beauty & Skin Care Products		1.7%	113
Cannabis Beverages		0.6%	43
Cannabis Chocolates		2.4%	165
Medical Cannabis		3.1%	209
CBD Cannabis		7.1%	483
None of the above / Does not apply		83.7%	5,685























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		29.2%	1,983
Specialty Teas		18.4%	1,249
Specialty Coffee		33.7%	2,289
Gourmet Deli Counter Items		22.8%	1,548
Cookies		45.1%	3,064
Snack Cakes		10.3%	702
Potato Chips		51.9%	3,528
Soft Drinks		36.0%	2,446
Energy Drinks		7.8%	530
Energy Bars		18.4%	1,250
Noodle Bowls		11.4%	776
Cupcakes		9.5%	644
Birthday Cake		12.3%	833
Beef Jerky or Meat Sticks		11.2%	759
Bottled Water		37.3%	2,533
Candy		36.5%	2,480
Fruit		79.2%	5,384
Nuts		61.7%	4,195
Chocolates		47.0%	3,193
Ice cream		58.3%	3,962
Cheese		81.2%	5,516
Artisan Bread		39.1%	2,657








Value		Percent	Responses
Artisan Meats		9.3%	634
Sports Drinks		10.5%	710
Basic Condiments		47.8%	3,247
Artisan Condiments		8.9%	605
Canned Sauces		35.3%	2,399
Cereal		64.5%	4,382
Milk		78.1%	5,303
Chicken		82.5%	5,602
Pork		54.5%	3,705
Beef		65.9%	4,474
Fish		62.4%	4,239
Pasta		68.3%	4,641
Snack Mixes		11.7%	796
Vegetables		78.3%	5,323
Olive Oil		55.6%	3,780
Balsamic Vinegar		27.1%	1,842
Frozen Entrees		41.4%	2,812
Eggs		86.8%	5,894
Locally Raised Beef, Pork, Poultry		26.9%	1,825
Locally Grown Fruit and Vegetables		68.9%	4,684
Locally Produced Honey		23.7%	1,613
Organic Food		30.1%	2,044
Pickled Vegetables		16.8%	1,144

Value		Percent	Responses
Artisan Cheese		31.3%	2,127
Alternative "Meat" Products		13.1%	889
Sausage		46.1%	3,134
Donuts		18.9%	1,287
Pastries		25.9%	1,757
Game Meats		2.5%	173
None of the above / Does not apply		1.0%	69

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		30.3%	2,057
Attend Online Religious or Spiritual Services		24.8%	1,682
Donate to a Charity		53.3%	3,619
Donate to a Church		34.9%	2,371
Donate to Political Party or Government Representative		20.9%	1,422
Volunteer at Church		16.9%	1,148
Volunteer for Nonprofit Group		25.9%	1,763
Vote in Upcoming Local Elections		53.8%	3,652
Vote in Upcoming State or National Elections		56.5%	3,840
Purchase Season Tickets for Performing Arts		8.7%	589
Attend a Holiday Themed Performance		4.2%	283
Community Activity		24.5%	1,667
Support an Organization		23.3%	1,584
Make a Donation		41.2%	2,797
Register to Vote		3.1%	212
None of the above / Does not apply		10.3%	700
Join a New Church		1.2%	81
Donate Vehicle		0.6%	44
Have a Baby		0.3%	21
Get Married		0.6%	41
Retire		2.0%	136
Look into Private Schooling for Children		0.5%	32

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.)


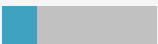
Value		Percent	Responses
Go Touring on a Bicycle		8.1%	553
Go Mountain Biking		6.6%	447
Go Camping		17.6%	1,196
Go Hiking		35.4%	2,403
Go Fishing		17.6%	1,196
Go Backpacking		6.1%	413
None of the above / Does not apply		50.4%	3,426

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		37.7%	2,558
Local Business Blog		6.4%	437
Local Business Email		19.3%	1,311
Snapchat		7.8%	528
Instagram		28.9%	1,961
Cinema Ads		7.2%	490
Facebook Business Page		15.1%	1,023
Reviews on Yelp! or Google+		19.3%	1,309
YouTube Promo Video		12.8%	872
Local Business Text Message		7.6%	518
Pandora		18.7%	1,269
Online Yellow Pages		4.7%	319
Google Search		64.9%	4,407
eBay		28.6%	1,946
Spotify		12.5%	848
Pinterest		25.0%	1,701
Google+ Local		8.3%	564
Clicked on Google Sponsored Ad		15.1%	1,026
LinkedIn		23.8%	1,619
Angie's List		3.8%	257
Craigslist		21.4%	1,454
Bing		13.3%	902



Value		Percent	Responses
Twitter		20.3%	1,377
Amazon		82.8%	5,627
None of the above / Does not apply		3.7%	254
CitySearch		2.1%	140
Digital Billboard		0.7%	48
Xing		0.1%	7

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



Value		Percent	Responses
Yes		76.6%	5,202
No		23.4%	1,592

Total: 6,794

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

Value		Percent	Responses
Yes		47.0%	3,195
No		53.0%	3,599
Total: 6,794			










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

Value		Percent	Responses
Yes		44.9%	3,051
No		55.1%	3,743
			Total: 6,794



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		47.3%	3,213
Arts and Entertainment		39.0%	2,651
Automotive - (General)		21.1%	1,435
Automotive - (New Vehicle Dealership)		16.3%	1,106
Automotive - (Used Vehicle Dealership)		11.3%	768
Automotive - (Auto Parts store)		11.7%	798
Automotive - (Auto Repair business)		8.5%	578
Automotive - (Auto Body shop)		5.0%	339
Tire Business		16.0%	1,087
Beauty and Spa Related Businesses		17.7%	1,201
Child Related Businesses		3.5%	235
Community and State Services		28.6%	1,941
Education		15.5%	1,054
Employment Related Businesses		8.7%	588
Event Planning and Services		8.3%	562
Family Activity Related Businesses		9.9%	676
Farm Equipment and Agriculture Businesses		4.8%	329
Financial Services		10.5%	716
Fitness Businesses or Providers		7.9%	540
General Retail		45.0%	3,059
Grocery / Market		46.6%	3,166
Home and Garden Related Businesses		34.2%	2,323











Value		Percent	Responses
Building Supply/Lumber Business		17.7%	1,200
Home Service Businesses		11.6%	786
Home Service Contractors		12.9%	874
Hotel and Travel Related Businesses		28.0%	1,901
Local Services		30.1%	2,042
Medical Related Businesses - (General)		16.2%	1,101
Medical Related Businesses - (Chiropractor)		3.5%	241
Medical Related Businesses - (Dentist)		7.7%	525
Medical Related Businesses - (Hospital)		4.4%	299
Nightlife Related Businesses		7.3%	497
Pet / Animal		25.7%	1,745
Professional Services		16.5%	1,122
Real Estate Service Businesses		5.9%	399
Recreation Related Businesses		9.6%	652
Restaurant / Bar / Lounge		44.0%	2,989
Senior Related Businesses		10.4%	706
Specialty Food and Drink		19.6%	1,332
General Retail - Children's Clothing Store		5.6%	382
General Retail - Clothing Accessory Store		12.9%	876
General Retail - Computer Store		12.2%	826
General Retail - Farming and Agriculture Business		3.7%	248
General Retail - Furniture Store		13.3%	904
General Retail - Hardware Store		20.2%	1,375

Value		Percent	Responses
General Retail - Home Entertainment Store		6.1%	416
General Retail - Jewelry Store		4.8%	329
General Retail - Major Appliance Store		11.9%	811
General Retail - Men's Clothing Store		12.5%	849
General Retail - Mobile Phone Store		7.5%	507
General Retail - Shoe Store		16.9%	1,147
General Retail - Women's Clothing Store		23.6%	1,602
None of the above / Does not apply		11.0%	745
Motorsport Businesses		2.5%	167






















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

Value		Percent	Responses
Yes		9.7%	656
No		90.3%	6,138
Total: 6,794			

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




















Value		Percent	Responses
Get a New Full Time Job		6.6%	451
Get a New Part Time Job		6.9%	467
Get a Temporary or Seasonal Job		4.9%	332
Use an Employment or Temporary Employment Agency		2.7%	182
Use a Career Counselor		0.7%	50
Get a Second (or Third) Job		3.0%	203
Get First Job after High School		0.6%	38
Get First Job after College		1.0%	70
Apply for Unemployment Benefits		10.1%	684
None of the above / Does not apply		79.1%	5,377

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		4.7%	316
Health Care		3.2%	220
Customer Service		4.9%	332
Management		3.0%	206
Education		4.5%	305
NonProfit		3.1%	213
Government		3.0%	205
None of the above / Does not apply		77.9%	5,292
Agriculture		0.8%	54
Automotive		0.6%	44
Retail		2.7%	182
Warehouse		1.4%	93
Construction		1.2%	79
Accounting		1.7%	113
Hotel - Hospitality		1.5%	102
Manufacturing		1.4%	92
Entry Level (New Graduate)		1.2%	80
Grocery		2.3%	158
Banking & Finance		1.3%	90
Child Care		0.6%	42
Real Estate		0.9%	60

Value		Percent	Responses
Insurance		0.7%	49
Legal		0.9%	62
Media		1.6%	109
Installation - Maintenance - Repair		0.6%	41
Restaurant - Food Services		2.0%	135
Executive Level		1.7%	113
Engineering		1.1%	73
Sales & Marketing		2.6%	178
Information Technology		1.9%	128
Skilled Labor - Trades		1.3%	91
Transportation		1.3%	88







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		18.9%	1,286
Local Agency Site		11.0%	747
Craigslist		8.6%	585
Facebook		4.9%	332
Indeed.com		20.0%	1,361
LinkedIn		19.1%	1,297
Monster.com		9.8%	665
CareerBuilder		8.3%	564
GlassDoor		6.4%	435
SimplyHired.com		2.2%	152
AOL Jobs		0.9%	60
SnagAJob.com		1.2%	79
Dice.com		0.7%	47
USAjobs.gov		6.4%	435
USAjobs.org		2.9%	196
ZipRecruiter		7.6%	516
JobDiagnosis		0.3%	17
TheLadders		1.3%	88
None of the above / Does not apply		59.9%	4,072

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		16.1%	1,091
Yellow Pages directory		1.8%	123
Direct mail flyer		16.3%	1,110
Deal program/offer		9.6%	652
Facebook business page offer		7.3%	499
Billboard advertising		1.8%	120
None of the above / Does not apply		66.8%	4,540


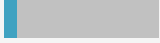
113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?

Value		Percent	Responses
Read ads and keep them - using three or more		5.2%	356
Read ads and keep them - using one or two		38.9%	2,644
Read ads and keep them - without using any		4.1%	280
Read ads but throw away without using any		23.9%	1,623
Throw ads away unread		25.2%	1,712
Do not receive direct mail or advertisements at home or PO Box		2.6%	179
			Total: 6,794



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 %	242 3.6%	742 10.9%	3,906 57.5%	292 4.3%	472 6.9%	800 11.8%	340 5.0%	6,794
County election Count Row %	195 2.9%	710 10.5%	4,002 58.9%	286 4.2%	449 6.6%	769 11.3%	383 5.6%	6,794
State election Count Row %	200 2.9%	998 14.7%	3,527 51.9%	253 3.7%	540 7.9%	956 14.1%	320 4.7%	6,794
Total Total Responses								6794




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

Value		Percent	Responses
Yes		92.5%	6,286
No		7.5%	508
			Total: 6,794























116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.2%	6,538
No		3.8%	256
			Total: 6,794






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		20.0%	1,357
No		40.1%	2,723
Does not apply		39.9%	2,714
			Total: 6,794



















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

Value		Percent	Responses
Arts and Entertainment		6.2%	85
Business Consulting		6.6%	90
Education		6.2%	85
Financial Services		4.2%	58
Health and Medical		9.8%	134
Home Service Businesses		4.0%	55
Local Services		3.4%	46
Real Estate		7.0%	96
Other		31.5%	431
Apparel and Accessories		2.0%	28
Automotive		2.0%	27
Beauty and Spa		1.3%	18
Child Related Businesses		0.8%	11
Event Planning and Services		0.5%	7
Family Activity		0.3%	4
Fitness Businesses or Providers		0.4%	5
General Retail		1.6%	22
Grocery and Specialty Food/Drink		1.5%	20
Home and Garden		1.9%	26
Hotel and Travel		2.0%	27
Motorsport Businesses		0.1%	1
Nightlife		0.3%	4






















Total: 1,369

Value		Percent	Responses
Pet / Animal		2.1%	29
Pizza Restaurant Types		0.1%	1
Recreation		1.9%	26
Restaurant / Bar / Lounge		2.0%	27
Sales Training		0.4%	6
			Total: 1,369

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		11.7%	159
Use social media for promoting business		21.7%	296
Website optimized for mobile (responsive)		11.5%	157
Ongoing search optimization (SEO, SEM)		7.1%	97
Banner ads		5.4%	74
Cost-per-click ads (CPC, PPC)		4.0%	54
Cost-per-mille ads (CPM)		0.8%	11
Programmatic ads		1.0%	14
Retargeting ads		2.6%	36
Video ads		3.8%	52
Google ads (Adwords)		7.2%	98
Facebook ads		16.7%	227
Sponsored content		2.5%	34
Email advertising		14.6%	199
Site analytics		5.0%	68
Use a Digital Agency		2.0%	27
Digital ads through newspaper		4.8%	65
None of the above/Does not apply		59.1%	806

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

Value		Percent	Responses
Business Accounting or CPA		4.0%	54
Business Online Meetings		3.6%	49
None of the above / Does not apply		84.0%	1,142
Business Advertising		2.8%	38
Business Financial Consulting		1.2%	16
Business Bottled Water Delivery		0.5%	7
Business Advisory Services		0.8%	11
Business Cellular Phone Service		1.4%	19
Business Computer Consulting		1.2%	16
Business Construction Contractor		0.7%	10
Business Employment Agency		0.7%	9
Business Internet Service Provider		2.2%	30
Business Legal Services or Attorney		1.3%	18
Business Marketing Services		2.4%	32
Business Meetings or Conventions		1.0%	14
Business Moving or Storage		0.6%	8
Business Payroll Services		1.2%	16
Business Printing Services		2.2%	30
Business Realty Services		1.5%	20
Business Recruitment		0.5%	7
Business Security Services		1.0%	13

Value		Percent	Responses
Business Sign Company Services		1.0%	14
Business Staffing or Temp Services		0.7%	10
Selling Small Business		1.0%	14
Business Bankruptcy		0.7%	9
Business Travel Agency		0.3%	4
Business General Broadcast Media Service		0.4%	5
Business Television Media Service		0.4%	5









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

Value		Percent	Responses
Rent New Office		1.5%	20
Buy New Office		0.7%	10
Add New Locations		1.6%	22
Renovate Existing Facilities		4.5%	61
Construct New Facilities		1.5%	21
Buy or Rent Industrial Space		0.8%	11
Buy or Rent Warehouse space		0.9%	12
Install New Commercial Carpeting		0.4%	6
None of the above / Does not apply		91.1%	1,237






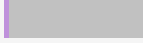





122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		0.9%	12
Purchase Used Business Automobiles		0.7%	9
Purchase New Business Trucks		1.5%	20
Purchase Used Business Trucks		1.2%	16
Lease New Business Automobiles		1.5%	20
Lease New Business Trucks		0.6%	8
Purchase New Business Delivery Vehicles		0.4%	6
Purchase Used Business Delivery Vehicles		0.5%	7
Purchase New Heavy Duty or Commercial Business Trucks		0.9%	12
Purchase Used Heavy Duty or Commercial Business Trucks		0.7%	10
None of the above / Does not apply		94.7%	1,285






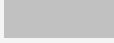
123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		3.0%	41
Business Health Insurance		2.8%	38
Business Dental Insurance		1.3%	18
Business 401K or Retirement Program		1.6%	22
Business "Key Man" Insurance		1.0%	14
Business Property Insurance		2.1%	28
Business Commercial Insurance		1.5%	20
None of the above / Does not apply		93.2%	1,265

124. Which age brackets do you fall into?









Value		Percent	Responses
18 - 19		0.1%	10
20 - 24		0.5%	33
25 - 30		1.1%	75
31 - 34		1.2%	83
35 - 40		2.8%	187
41 - 45		2.9%	199
46 - 49		3.2%	215
50 - 54		6.8%	459
55 - 60		13.1%	890
61 - 69		32.5%	2,205
70 or older		35.8%	2,433
			Total: 6,789
			Avg 65

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

Value		Percent	Responses
Metro / Urban		20.5%	1,391
Small/Mid-Size Town		29.8%	2,021
Suburban		31.0%	2,106
Rural		15.7%	1,068
Vacation community		2.1%	141
Other		1.0%	65


Total: 6,792

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	5
Some High School (Not Graduate)		0.1%	8
High School Graduate (12th grade)		4.4%	298
Vocational or Technical Training		3.3%	223
Some College		15.9%	1,081
College Graduate		29.0%	1,971
Some Post-Graduate Study (No Advanced Degree)		10.3%	699
Post-Graduate Degree		36.9%	2,508

Total: 6,793








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

Value		Percent	Responses
Under \$20,000		4.1%	265
\$20,000 - \$24,999		2.3%	147
\$25,000 - \$29,999		2.6%	166
\$30,000 - \$34,999		3.3%	209
\$35,000 - \$39,999		3.4%	220
\$40,000 - \$44,999		3.7%	238
\$45,000 - \$49,999		4.4%	283
\$50,000 - \$74,999		18.9%	1,208
\$75,000 - \$99,999		18.7%	1,200
\$100,000 - \$124,999		13.8%	884
\$125,000 - \$149,999		9.2%	592
\$150,000 - \$200,000		8.6%	553
Over \$200,000		6.9%	443
			Total: 6,408
			Avg \$97,884




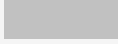

128. Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	32
Black or African-American		1.6%	109
Asian		1.4%	92
White or Caucasian		87.4%	5,934
Hispanic		1.9%	132
Other		1.6%	108
Prefer not to answer		5.7%	385
			Total: 6,792





129. Are you...

Value		Percent	Responses
Male		37.4%	2,542
Female		58.9%	4,000
Transgender Male		0.0%	2
Transgender Female		0.0%	3
Gender Variant / Non-conforming		0.2%	11
Other		0.1%	5
Prefer not to answer		3.4%	229
			Total: 6,792

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




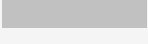

Value		Percent	Responses
Single Family Home		84.0%	5,707
Apartment		6.7%	454
Condominium		5.9%	399
Mobile Home		1.4%	97
Other		2.0%	135
			Total: 6,792

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		86.8%	5,897
Rented		10.5%	714
Occupied Without Payment of Rent		1.1%	75
Other		1.6%	107

Total: 6,793

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

Value		Percent	Responses
None		88.0%	5,977
1		5.9%	402
2		4.5%	303
3		1.1%	76
4 or more		0.5%	35
			Total: 6,793