


Covid-19 Impact and Local Business Survey Local Free Weekly Publication Report - May 2020

Response Counts













Total: 5,546

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	5,230
			Total: 5,230










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

Value		Percent	Responses
Local Newspaper		70.0%	3,662
Local Newspaper Website		44.8%	2,341
Local TV News		68.1%	3,561
National Broadcast News		63.8%	3,339
Local Radio		21.2%	1,111
Apple News		5.4%	284
Facebook		19.9%	1,042
Twitter		4.4%	232
Nextdoor		8.5%	443
Other		14.2%	743

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

Value		Percent	Responses
Local Newspaper		22.8%	1,195
Local Newspaper Website		12.4%	646
Local TV News		18.4%	962
National Broadcast News		27.7%	1,450
Local Radio		3.6%	188
Apple News		0.7%	38
Facebook		0.8%	44
Twitter		0.3%	17
Other		13.2%	690
			Total: 5,230




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		82.1%	4,295
Weekly updates on Covid-19 impact on our community		40.1%	2,099
Local resources available to our community to lessen impact of Covid-19		64.9%	3,393
Personal stories on the impact of Covid-19 on households		27.6%	1,442
Stories on the impact of Covid-19 on employment and local economy		56.3%	2,947
Online services being offered in the community		42.6%	2,226
Unemployment resources for persons laid off		20.6%	1,076
Assistance resources available for local businesses		23.3%	1,217
Other		6.8%	355


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

Value		Percent	Responses
General status of the business		70.3%	3,678
New hours		67.1%	3,510
Services that are being offered		83.7%	4,378
New services being offered		58.1%	3,040
Online services being offered		62.1%	3,246
Employment needs		23.1%	1,210
Other		3.6%	188

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		49.9%	2,610
Watched Local Television		81.1%	4,243
None of the above / Does not apply		9.7%	508

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

Value		Percent	Responses
Yes		100.0%	5,230
			Total: 5,230









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		31.5%	1,746
Local Daily Newspaper		85.9%	4,762
Local Paid Weekly Community Newspaper		20.9%	1,160
Local Free Weekly Print Publication		100.0%	5,546
Local Alternative Publication		14.1%	783
Local City or Regional Magazine		33.7%	1,868
Local Specialty Publication		17.2%	953
Local Business Publication		15.7%	870
Local Ethnic Publication		2.8%	156
Local Parenting Publication		1.9%	108
Local Senior Publication		15.3%	849






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		6.4%	355
Auto Detailing Shop		6.1%	341
Auto Glass Repair Shop		3.4%	187
Oil Change Station		41.7%	2,315
Auto Parts Store		19.0%	1,055
Auto Repair Shop		29.0%	1,610
New Vehicle Dealership		12.7%	706
Used Vehicle Dealership		4.9%	270
Recreation Vehicle (RV) Dealership		1.6%	91
RV or Camper Repair		2.0%	112
Tire Store		15.2%	843
None of the above / Does not apply		23.6%	1,307







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%	51
Used Farm Equipment Dealer		0.8%	47
Farm Truck and Tractor Repair Shop		1.9%	106
Agriculture Farm Supply Store		12.4%	685
Agricultural Service		2.3%	127
Farming Structure Building Contractor		0.4%	21
Animal Feed Store		12.2%	679
None of the above / Does not apply		79.0%	4,380

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		56.1%	3,112
Ethnic Food Restaurant		46.7%	2,588
Liquor Store		42.8%	2,375
Wine Shop		26.1%	1,450
None of the above / Does not apply		17.6%	977










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		14.9%	824
Farmers Market		39.1%	2,168
Grocery Store (Co-op)		31.0%	1,717
Grocery Store (Neighborhood/Local/Mom & Pop)		75.5%	4,190
Specialty Food Market		24.3%	1,348
None of the above / Does not apply		7.1%	396



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		54.1%	3,000
Day Spa		8.3%	463
Nail Salon		26.8%	1,488
None of the above / Does not apply		32.7%	1,812






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		7.2%	400
Bicycle Repair Shop		9.0%	499
Bicycle Rental Service		0.8%	46
Golf Course		16.0%	890
Gun Shooting Range		7.6%	419
Gun Store		6.8%	378
New Sporting Goods Store		20.7%	1,146
Used Sporting Goods Store		3.7%	206
None of the above / Does not apply		56.1%	3,112

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 	4.6%	256
None of the above / Does not apply 	95.4%	5,290







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		15.2%	842
Community College		8.0%	444
Tutoring Center		0.9%	52
Private Tutor		1.7%	97
None of the above / Does not apply		78.9%	4,375








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		25.1%	1,393
Credit Union		14.8%	821
Financial Advisor		12.1%	670
Stockbroker		4.5%	248
None of the above / Does not apply		65.8%	3,652





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%	61
Debt Consolidation Company		1.6%	88
Payday Loan Company		0.5%	27
Tax Return Service		19.0%	1,051
Title Loan Company		2.1%	117
None of the above / Does not apply		78.1%	4,331

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%	399
Dentist		28.3%	1,571
General Practitioner		15.5%	862
Family Practitioner		16.0%	889
Optometrist		14.0%	778
Pediatrician		2.1%	116
None of the above / Does not apply		59.0%	3,272















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		11.1%	615
Hospital		2.5%	136
Medical Clinic		8.4%	468
None of the above / Does not apply		83.7%	4,643



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		18.3%	1,014
Mental Health Provider		8.6%	479
Denture or Implant Specialist		10.0%	552
Ear, Nose & Throat Doctor		10.6%	589
Home Health Care Provider		3.1%	174
Internal Medicine Doctor		35.9%	1,989
Nutritionist or Dietician		3.1%	172
Physical Therapist		11.7%	647
Psychiatrist		3.8%	209
None of the above / Does not apply		39.9%	2,211















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%	26
Hearing Aid Center		10.4%	578
Hospice Care Provider		0.5%	29
Laboratory or Medical Testing Facility		28.5%	1,583
Medical Marijuana Dispensary		4.0%	223
Medical Spa		1.1%	62
Mental Health Clinic		2.7%	148
Medical Supply Store		4.5%	252
Pain Clinic		4.3%	240
Rehabilitation Clinic		1.5%	82
Sleep Disorder Clinic		3.2%	176
Urgent Care Clinic		5.5%	304
Walk-In Clinic		5.6%	310
None of the above / Does not apply		53.5%	2,965

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 	5.8%	321
None of the above / Does not apply 	94.2%	5,225





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		3.0%	168
Courier or Delivery Service		14.6%	807
Cremation Service Provider		0.8%	42
Dry Cleaning or Laundry Service		22.8%	1,267
Electronics Repair Shop		3.5%	193
Funeral Service Provider		0.9%	48
Information Technology (IT) Service		6.5%	359
Marriage Counselor		0.8%	43
Moving Truck Rental Company		2.0%	112
Mobile or Cell Phone Repair Shop		6.2%	346
Propane Dealer		14.0%	776
Self-Storage Facility		7.8%	434
Sewing and Alterations Shop		8.2%	452
Small Engine Repair Shop		5.0%	277
Shipping Center		21.0%	1,164
None of the above / Does not apply		39.6%	2,196






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		16.0%	890
Church		43.9%	2,434
Community Organization		13.6%	754
Community Service or Non-Profit Organization		23.3%	1,291
None of the above / Does not apply		40.6%	2,253

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		9.6%	534
Painting Contractor		10.3%	574
Plumber or Plumbing Contractor		10.9%	607
None of the above / Does not apply		77.8%	4,317










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		4.9%	270
Concrete Contractor		3.7%	205
Furnace Contractor		3.9%	219
General Contractor		8.6%	475
Handyman		24.3%	1,350
Heating & Air Conditioning Service		21.1%	1,169
Home Security Company		2.6%	146
Junk Removal or Hauling Service		7.1%	395
Kitchen or Bath Remodeling Company		5.2%	291
Landscaping Service		28.1%	1,559
Mover or Moving Company		1.6%	86
New Home Builder		0.6%	31
Remodeling Contractor		5.6%	311
Roofing Contractor		5.0%	277
Septic Tank Contractor		3.4%	191
None of the above / Does not apply		36.8%	2,043



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		15.0%	832
Fuel or Oil Home Heating Service		4.2%	231
Furnace Cleaning Service		7.4%	408
Home Theater Installation Service		0.4%	20
Home Gardening Service		10.2%	567
House Cleaning Service		18.9%	1,049
Landscaper		18.2%	1,008
Pest Control Service or Exterminator		18.4%	1,021
Pool Cleaning Service		3.9%	215
Shades & Blinds Installation Service		3.8%	212
Television or Internet Service Provider		22.9%	1,271
Water Treatment Supply & Service		2.6%	144
Window & Door Installation Service		4.6%	255
None of the above / Does not apply		34.7%	1,923



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		4.6%	255
Adult Day Care		0.5%	25
Assisted Living Facility		1.4%	80
Nursing Home		0.8%	43
Respite Relief Provider		0.7%	40
Retirement Counselor		1.0%	56
Retirement Home		0.9%	49
Senior Center		9.5%	529
None of the above / Does not apply		84.0%	4,658









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		2.1%	116
None of the above / Does not apply		97.9%	5,430

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

Value		Percent	Responses
Children's Clothing Store		10.1%	559
None of the above / Does not apply		89.9%	4,987







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%	200
Animal Shelter		3.7%	207
Bird Seed Store		10.4%	575
Pet Groomer		17.1%	948
Pet Sitter		4.0%	220
Pet Store		27.8%	1,541
Veterinarian		34.9%	1,934
None of the above / Does not apply		46.2%	2,562

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%	271
Real Estate Brokerage Firm	1.4%	80
None of the above / Does not apply	94.5%	5,242






















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		2.0%	111
Estate Liquidator		0.7%	37
Mortgage Banker		3.6%	198
Mortgage Broker		3.1%	170
Real Estate Appraiser		4.5%	247
None of the above / Does not apply		89.9%	4,986

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		54.5%	3,022
Family Style Restaurant		57.5%	3,188
Food Cart/ Food Truck		14.4%	797
Fine Dining Restaurant		30.5%	1,692
Restaurant with Lounge or Bar		30.9%	1,716
Pizza Restaurant		59.7%	3,313
None of the above / Does not apply		14.8%	822

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		13.0%	723
Consignment Shop		16.7%	924
Craft Supply Store		23.5%	1,305
Bookstore		36.9%	2,044
Christian Book Store		3.8%	209
Computer Store		9.8%	544
Department Store		52.0%	2,886
Discount Store		43.5%	2,414
Drugstore or Pharmacy		76.3%	4,229
Fabric Store		14.6%	808
Florist		8.2%	453
Gift Shop		11.2%	623
Gun Shop		7.2%	397
Hobby Shop		12.7%	702
Marijuana Dispensary		7.7%	425
Mobile Phone Store		12.9%	713
Shopping Center		38.6%	2,139
Thrift Store		28.7%	1,589
Wholesale, Warehouse or Club Store		44.5%	2,470
Yarn Store		4.6%	255
Yard Equipment Store		14.5%	806

Value		Percent	Responses
Vitamin or Supplement Store		12.4%	686
None of the above / Does not apply		4.5%	248
Equipment Rental Store		2.9%	162
Gold/Silver/Precious Metal Dealer		2.2%	121
Military Surplus Store		1.7%	93
Monument or Memorial Company		1.0%	53
Pawn Shop		2.0%	113
Religious Supply or Gift Shop		2.8%	154
Survival Store		0.9%	52
Security Service		0.9%	48

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		24.3%	1,349
Free delivery		37.7%	2,093
Drive-thru		58.2%	3,225
Carryout		67.7%	3,754
Curbside carryout		58.7%	3,256
Other		2.5%	137
None of the above / Does not apply		9.9%	551

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		44.0%	2,438
Carpet Store		4.0%	223
Fireplace, Wood Stove or Barbeque Store		3.5%	193
Flooring Store		6.4%	354
Furniture Store		11.2%	622
Hardware Store		51.2%	2,841
Home & Garden Center		64.0%	3,548
Home Decor Store		11.9%	660
Hot Tub or Spa Dealer		2.1%	119
Major Appliance Store		6.5%	360
Mattress or Bedding Store		6.5%	360
Outdoor Furniture Store		6.7%	372
Plant Nursery & Garden Supply Store		44.5%	2,468
Paint Store		16.3%	906
Tool Rental Center		2.9%	161
TV & Appliance Store		4.4%	246
Vacuum Store		2.5%	138
None of the above / Does not apply		13.3%	739




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		15.4%	854
Clothing Store		54.0%	2,996
Eyewear & Opticians Store		23.3%	1,293
Jewelry Store		4.5%	251
Shoe Store		31.8%	1,762
None of the above / Does not apply		32.7%	1,811












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		7.2%	401
Insurance Agency		6.9%	385
Legal Firm or Attorney		6.1%	339
Tax Advisor		5.1%	285
None of the above / Does not apply		81.6%	4,523

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%	187
Life Coach		1.0%	56
None of the above / Does not apply		95.9%	5,319

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%	7
Purchase New Class B RV		0.2%	9
Purchase New Class C RV		0.3%	14
Purchase New Travel Trailer or 5th Wheel		0.4%	21
Purchase New Camper Shell		0.1%	7
Purchase Used Class A RV		0.4%	20
Purchase Used Class B RV		0.3%	17
Purchase Used Class C RV		0.4%	22
Purchase Used Travel Trailer or 5th wheel		0.7%	37
Purchase Used Camper Shell		0.3%	15
None of the above / Does not apply		98.1%	5,441

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%	161
New Luxury Vehicle - Under \$50,000		0.9%	52
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	33
New Luxury Vehicle - Over \$75,000		0.2%	11
New Van		0.2%	10
New Minivan		0.2%	13
New SUV		3.1%	170
New Truck		1.2%	67
New Hybrid or Electric Vehicle		1.0%	56
Used Car		4.5%	252
Used Luxury Vehicle - Under \$30,000		0.9%	51
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	30
Used Luxury Vehicle - Over \$50,000		0.1%	6
Used Van		0.3%	19
Used Minivan		0.4%	22
Used SUV		2.7%	149
Used Truck		2.2%	124
Used Hybrid or Electric Vehicle		0.8%	42
None of the above / Does not apply		85.5%	4,744














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

Value		Percent	Responses
Compact car		1.9%	108
Full-size car		1.4%	78
Luxury vehicle (any size)		0.9%	51
Midsized car		2.4%	133
Pickup truck		3.2%	176
Sport utility vehicle (SUV)		8.9%	493
Van or minivan		0.8%	45
None of the above		80.5%	4,462



Total: 5,546

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		5.1%	281
Ford		6.3%	349
Honda		5.5%	304
Hyundai		3.3%	184
Nissan		3.0%	168
Subaru		4.6%	253
Toyota		7.7%	425
None of the above / Does not apply		78.2%	4,337
Acura		1.2%	64
Audi		1.3%	72
BMW		1.4%	78
Buick		1.3%	72
Cadillac		1.0%	57
Chrysler		0.9%	51
Dodge		2.1%	117
Fiat		0.3%	15
GMC		2.7%	150
Infiniti		0.6%	31
Jeep		1.9%	106
Kia		2.1%	118
Land Rover		0.4%	22

Value		Percent	Responses
Lexus		1.5%	85
Lincoln		0.9%	51
Mazda		1.5%	85
Mercedes-Benz		1.3%	70
Mini		0.3%	18
Mitsubishi		0.4%	24
Porsche		0.4%	22
Saab		0.2%	9
Scion		0.1%	7
Suzuki		0.2%	10
Tesla		1.0%	58
Volkswagen		1.6%	91
Volvo		1.0%	57








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		6.4%	357
No		93.6%	5,189















Total: 5,546

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		7.6%	421
Printer		6.4%	353
Ink or Printer Cartridges		45.3%	2,514
Wi-Fi for Home		3.6%	201
Headphones		8.5%	472
Smartphone Charger		5.5%	307
Noise Canceling Headphones		3.0%	167
Healthcare Device		3.8%	210
Surge Protector		4.1%	229
Batteries for Electronics		34.3%	1,902
None of the above / Does not apply		36.0%	1,995
Home Theater System		0.7%	40
GPS Device (Handheld or In-Vehicle)		1.6%	86
Satellite Radio		1.3%	71
Satellite TV System		0.7%	40
Stereo System (Home)		0.8%	46
Portable Speakers		2.3%	127
Wireless Speakers		2.5%	139
Smartwatch		2.7%	151
Phone or Tablet Controlled Home Tech Products		2.7%	149
Phone Calling Card		2.0%	110
Compact/Mini Projector		0.4%	24

Value		Percent	Responses
Wearable Electronics		1.2%	67
Aerial Drone		1.2%	65
ShortWave Radio		0.5%	30
Wireless Hotspot		1.7%	95
Assistive Technology for Hearing		2.4%	133
Virtual Reality Headset		0.5%	25
Smart Sports Equipment		0.3%	18





















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		0.8%	47
Camera (Digital) SLR		1.3%	70
Camera Accessories or Supplies		1.5%	82
Camera Lens		1.1%	63
Computer Accessories		5.5%	307
Computer Software		4.0%	220
E-Reader (Kindle or Similar)		1.7%	97
Tablet (iPad or Similar)		5.0%	279
Personal Computer		3.0%	167
Laptop Computer		7.5%	418
TiVo or DVR		0.7%	37
4K Ultra HD TV		2.9%	162
Smart TV		4.3%	236
None of the above / Does not apply		76.5%	4,244















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		12.6%	697
Conventional Cell Phone		3.7%	205
Prepaid Cell Phone		1.4%	79
Unlocked Cell Phone		1.4%	75
Large-Screen Smartphone		1.9%	105
None of the above / Does not apply		82.4%	4,570






















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		2.6%	143
Necklaces		3.0%	166
Engagement Rings		0.4%	21
Wedding Rings		0.6%	36
Rings (Other)		2.4%	132
Earrings		6.6%	366
Pendants		1.5%	83
Celtic Jewelry		1.2%	66
Diamond Jewelry		1.3%	73
Silver Jewelry		2.4%	133
Gemstone Jewelry		1.8%	99
Pearl Jewelry		0.8%	44
Men's Jewelry		0.6%	34
Costume Jewelry		4.2%	233
Designer Jewelry		1.2%	67
Jewelry Box or Organizer		0.9%	49
Men's High-End Watch		0.6%	34
Women's Watch		1.6%	91
Women's Jewelry		4.9%	273
None of the above / Does not apply		84.3%	4,675



















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

Value	Percent	Responses
Auto Insurance 	8.1%	449
Crop Insurance 	0.1%	8
Dental Insurance 	2.4%	135
Disability Insurance 	0.5%	25
Homeowner Insurance 	6.0%	330
Life Insurance 	2.3%	129
Medical (Health) Insurance 	2.3%	126
Medicare 	1.9%	104
Long Term Care Insurance 	0.9%	52
Pet Insurance 	1.2%	64
Renters Insurance 	1.6%	88
Agriculture Insurance 	0.2%	13
Professional Liability Insurance 	0.7%	39
None of the above / Does not apply 	84.8%	4,704
















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%	217
Family Practice Doctor		6.3%	348
Optometrist		4.9%	272
Primary Care Provider		7.1%	396
Drugstore or Pharmacy		6.7%	373
None of the above / Does not apply		77.8%	4,315
Acupuncture		1.9%	108
Audiologist		1.5%	82
Counseling & Mental Health Specialist		1.8%	100
Geriatric Specialist		0.6%	32
Home Healthcare		0.4%	24
Hospital		1.0%	53
Medical Clinic		2.4%	133
Pediatric Dentist		0.3%	17
Pediatrician		0.5%	26
Wellness Business		0.7%	39
Substance Abuse Treatment Provider		0.2%	11
Weight Loss Service		1.3%	72
Alternative Care Provider		1.0%	58
Physical Therapy or Rehabilitation service provider		2.4%	133
Hearing Aid Center		2.1%	117




















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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.1%	62
Bankruptcy Attorney		0.6%	32
Banking, Partnership & Business Law Attorney		2.0%	109
Child Support Attorney		0.4%	22
Criminal Law Attorney		0.4%	20
Disability & Social Security Attorney		0.5%	28
Divorce & Family Law Attorney		1.0%	57
DWI, DUI, OWI, OUI Attorney		0.2%	9
Employment Discrimination or Labor Issues Attorney		0.5%	27
General Practice Attorney		2.3%	130
Intellectual Property Attorney		0.3%	15
Malpractice Attorney		0.2%	12
Patent, Trademark & Copyright Attorney		0.3%	15
Probate Attorney		0.9%	50
Real Estate Attorney		2.3%	129
Taxation Attorney		0.9%	48
Wills, Trusts & Estates Attorney		16.4%	912
None of the above / Does not apply		76.6%	4,251



















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		54.0%	2,995
Teeth Cleaning		48.7%	2,702
Cavity Filling		9.9%	550
Crown		9.4%	520
Oral Surgery		2.6%	142
Braces		2.0%	112
Composite Bonding		1.4%	76
Dental Implants		6.0%	330
Dental Veneers		0.6%	32
Dentures		2.7%	148
Full Mouth Reconstruction		0.3%	14
Inlays or Onlays		0.4%	24
Smile Makeover		0.5%	29
Teeth Whitening		2.7%	150
None of the above / Does not apply		22.2%	1,230

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		53.2%	2,948
Purchase Medical Supplies or Equipment for Home		3.1%	173
Purchase Health Related Products		11.0%	609
Use Physical Rehabilitation Services		3.7%	203
Purchase Health and Wellness Supplements		20.7%	1,148
Receive Treatment for Back Pain		7.1%	396
Have an Eye/Vision Exam		35.5%	1,967
Purchase Prescription Eyeglasses		19.2%	1,065
Purchase Prescription Contact Lenses		5.4%	299
Have an Annual Physical or Checkup		31.7%	1,760
Have X-Rays Taken		6.2%	342
Have a Scheduled Surgery		4.2%	235
Have Blood Drawn for Testing		31.6%	1,750
Plan to Visit a Hospital for any Medical Service or Procedure		7.5%	417
Have Foot Problems Diagnosed or Treated		6.5%	363
Senior Travel		6.0%	333
Receive Treatment for a Sleep Disorder		3.7%	205
Purchase Allergy Medications		16.9%	939
Use Personal Trainer or Instructor		4.3%	237
Cardiovascular Treatment		5.6%	310
Cancer Treatment		3.7%	206









Value		Percent	Responses
Chiropractic Care		12.0%	663
Do Corrective Exercises		6.3%	352
Purchase Diabetes Testing Supplies		6.4%	357
Get Vaccinations at Drug Store or Pharmacy		9.9%	548
Discretionary Health Care and Wellness Services and Products		6.1%	336
Purchase Marijuana		4.9%	274
Purchase Vitamins		43.1%	2,391
Have Acupuncture		3.7%	206
Purchase Hemp Based Supplements		3.9%	218
Purchase Anti Anxiety Medication or Supplements		6.6%	365
None of the above / Does not apply		16.2%	896
Purchase Elder Care-Related Products or Services		1.4%	80
Find Home for Aging Parent		0.8%	46
Participate in a Medical Study		1.5%	82
Stop Smoking		1.2%	66
Purchase a Mobility Device		0.6%	35
Receive Treatment for Vehicle or Workplace Injury		0.5%	30
Handicap Accessible Products		1.6%	91
Purchase Orthopedic Shoes		1.6%	87
Purchase Home Medical Testing Equipment or Supplies		1.5%	84
Hire a Personal Care Assistant		0.3%	15
Hire a Caregiver or Respite Worker		0.7%	38
Purchase "Aging in Place" Products		1.1%	60

Value		Percent	Responses
Purchase a Medical Alert Service		0.5%	28
Have Safety Bars Installed in Bathroom		1.6%	88
Stroke Treatment		0.3%	19
Orthopaedic or Knee Surgery		1.8%	100
Memory or Alzheimer's Care		0.8%	44
Nutritional Counseling		1.8%	99
Spinal and Postural Screening		0.9%	48
Physiotherapy		1.3%	74
Receive Treatment for Substance Abuse		0.5%	25
Purchase Blood Pressure Monitoring Device		2.1%	117
Receive Aquatic Therapy		1.1%	60
Join a Weight Loss Group		1.7%	92
Purchase Weight Loss Supplements		1.5%	81
Purchase Weight Loss Food Plan		1.0%	57
Have Reflexology Treatment		0.8%	47
Hire a Weight Loss Professional		0.9%	48
Have Cataract Surgery		2.1%	117
Receive Treatment for PTSD		1.5%	82










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%	10
Purchase a "In-the-Ear" Hearing Aid		1.2%	69
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.6%	33
Purchase a Digital Hearing Aid		1.2%	65
Purchase a "Behind-the-Ear" Hearing Aid		1.1%	61
Purchase Hearing Aid Cleaning Supplies		1.6%	88
Purchase Hearing Aid Batteries		5.9%	327
Purchase a "In-the-Canal" Hearing Aid		0.9%	51
Purchase a Analog Hearing Aid		0.2%	12
Have a Hearing Exam		9.6%	532
None of the above / Does not apply		84.8%	4,703














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		0.9%	48
Pre-purchase a Funeral Plot or Cremation Service		3.3%	185
Purchase a Monument or Headstone		0.9%	51
Use a Funeral Planner		1.0%	54
Purchase Flowers for a Funeral		1.1%	60
Use a Cremation Service		1.0%	54
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	20
None of the above / Does not apply		93.7%	5,198

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.7%	37
Move into a Assisted Living Facility		0.5%	30
Move into a Nursing Home		0.3%	15
Move into a Alzheimer's Care Facility		0.3%	18
Move Into a Hospice Facility		0.2%	9
Hospice to your Home or House		0.3%	17
Move into Residential Care Home		0.3%	15
Utilize a Respite Provider		0.6%	31
None of the above / Does not apply		97.9%	5,430

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%	92
Open Savings Account		2.4%	132
Online Banking		48.1%	2,667
Manage Investments		22.2%	1,230
Manage Retirement Accounts		22.7%	1,257
Mortgage Line of Credit		3.0%	166
Financial Consulting		13.2%	733
Financial Services		13.0%	720
Safe Deposit Box Rental		5.9%	328
Obtain New Credit Card		2.1%	119
Payday Loan or Check Cashing Business		0.4%	22
Use Vehicle Title Loan Company		0.5%	25
None of the above / Does not apply		34.5%	1,916

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		3.6%	197
Certificates of Deposit		8.6%	475
City or State Bonds		2.5%	138
Collectibles, Antiques or Art		1.7%	94
Common or Preferred Stock		10.6%	590
Corporate Bonds or Debentures		2.7%	149
401(k)		16.9%	940
Gold or Precious Metals		2.0%	111
IRA		12.3%	681
Money Market Funds		11.2%	620
Mutual Funds		13.4%	742
Non-US Stocks		2.3%	129
Options		0.9%	48
US Savings Bonds		1.7%	93
US Treasury Notes		1.6%	87
Coins or Stamps		2.0%	113
None of the above / Does not apply		58.8%	3,262

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		0.3%	14
Business Equipment Loan		0.6%	36
Carpeting or Furniture Loan		0.3%	14
College Expenses Loan		0.6%	31
College Tuition Loan		1.3%	70
Debt Consolidation Loan		1.8%	99
Medical Expenses Loan		0.3%	19
New Vehicle Loan		2.1%	119
Used Vehicle Loan		2.9%	160
Vacation or Travel Loan		0.3%	15
Wedding Loan		0.1%	6
None of the above / Does not apply		92.0%	5,102

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		25.0%	1,388
Coats		3.3%	183
Nail Polish		8.5%	470
Eyewear or Sunglasses		24.8%	1,373
Handbags		7.4%	413
Hats		5.2%	290
Intimate Apparel		12.1%	669
Jewelry or Accessories		6.9%	383
Perfume		5.0%	277
Men's Apparel		28.8%	1,599
Men's Shoes		20.5%	1,138
Men's Underwear		17.3%	957
Women's Apparel		44.1%	2,444
Women's Pajamas or Sleepwear		12.3%	681
Women's Shoes		31.1%	1,723
Women's Underwear		21.5%	1,193
Socks		20.5%	1,135
Outerwear		6.5%	361
None of the above / Does not apply		25.8%	1,433
Watches		2.7%	150
Luggage or Bags		2.2%	120

Value		Percent	Responses
Scarves		2.4%	132
Uniforms		1.5%	82
Western Clothing		1.8%	99

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%	108
Children's Pants		6.2%	342
Children's T-Shirts		8.9%	492
Children's Dresses		4.4%	246
Children's Pajamas or Sleepwear		5.9%	327
Children's Socks		4.8%	268
Children's Shorts		7.9%	438
Infant Clothing		5.1%	281
Children's School Uniform		0.7%	41
Children's Athletic Clothing		5.9%	325
None of the above / Does not apply		84.0%	4,661























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)		28.1%	1,559
Boots (Men's)		3.2%	180
Cowboy Boots (Men's)		1.0%	58
Work & Safety (Men's)		3.9%	217
Sneakers		16.6%	921
Classic & Fashion Sneakers (Women's)		10.4%	578
Work & Safety (Women's)		1.7%	95
Cowboy Boots (Women's)		1.1%	62
Athletic & Outdoor Shoes (Women's)		31.0%	1,721
Athletic & Outdoor Shoes (Children's)		6.1%	338
Cowboy Boots (Children's)		0.2%	13
None of the above / Does not apply		44.0%	2,442

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		11.6%	646
Have Clothing Dry Cleaned		22.7%	1,259
Have Shoes Repaired		6.9%	384
Rent or Purchase a Costume		0.4%	20
Wash Clothing at a Laundromat		4.6%	257
Purchase Custom Made Clothing Items		1.0%	54
None of the above / Does not apply		66.9%	3,711






















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)		4.8%	264
Bicycle Tune-Up or Repair		10.1%	559
Camping or Hiking Equipment		6.9%	381
Exercise or Fitness Equipment		7.6%	419
Fishing Rods or Reels		4.6%	254
Fishing Bait or Attractant		8.7%	483
Fishing Accessories		10.9%	605
Golf Clubs or Equipment		6.1%	337
Ammunition		9.9%	551
Running or Jogging Equipment		3.2%	178
Swimming Gear		5.9%	329
Hand Gun		4.3%	238
None of the above / Does not apply		57.5%	3,189
Archery Equipment		1.3%	74
High End Bicycle		0.5%	30
Bicycle Rental		1.0%	58
Hunting Gear		1.7%	92
Soccer Equipment		1.0%	58
Sports Equipment (Children)		2.1%	115
Trampoline		0.5%	29
Trophies or Plaques		0.3%	16
Weight Lifting Equipment		2.7%	149























Value		Percent	Responses
Used Sporting Equipment		1.9%	106
Rifle		2.0%	109
Shotgun		2.0%	110











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		36.2%	2,007
Bedding Flowers or Perennials		51.0%	2,827
Fertilizer		32.3%	1,793
Flower Pots		21.3%	1,184
Garden Ornaments		9.1%	507
Gravel or Rock		12.7%	703
Hand Garden Tools		12.3%	681
Landscaping		13.1%	724
Indoor Garden Supplies		4.3%	240
Decorative Rock		8.1%	447
Lawn Seed, Turf or Sod		10.4%	575
Outdoor Furniture		6.6%	368
Outdoor Grill		4.8%	266
Patio Furniture		6.5%	361
Propane		17.4%	963
Shrubbery or Trees		12.3%	684
Stone (Cast, Crushed or Natural)		4.0%	222
Insect or Fungus Control Products		12.1%	672
None of the above / Does not apply		21.6%	1,196
Chainsaw		1.7%	93
Fountains		1.9%	106
Gate		1.6%	86























Value		Percent	Responses
Gazebo		0.6%	34
Insects (Bees or Other Beneficial Species)		2.3%	129
Outdoor Fireplace or Fire Pit		2.6%	146
Patio Heater		0.8%	42
Outdoor Infrared Heater or Fireplace		0.6%	31
Outdoor Smoker		0.9%	49
Outdoor Kitchen Equipment		0.5%	29
Outdoor Entertainment Center		0.4%	21
Patio Cover, Awning or Canopy		2.4%	131
Pole Shed		0.4%	24
Portable Outdoor Heater		0.5%	25
Power Garden Tools		1.9%	105
Lawn Mower (Push)		2.5%	139
Lawn Mower (Riding)		0.9%	51
Rototiller		0.6%	33
Screen Porch		0.7%	41
Storage Shed		2.8%	155
Leaf Blower		1.5%	84
Outdoor Garden Flags		2.7%	150
Snow Blower		0.3%	15
Greenhouse		1.2%	65













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		15.2%	844
Bird Seed		17.6%	976
Cat Food		26.5%	1,469
Dog Food		34.7%	1,922
Fish Food		3.8%	211
Specialized Pet Food		4.9%	269
Other Pet Food		6.5%	361
Pet Accessories		9.5%	528
Pet Toys		12.8%	710
Annual Pet Vaccinations		23.3%	1,293
Annual Pet Checkups		22.9%	1,268
Adopt or Rescue a Pet		4.6%	255
Purchase Pet Medication		10.5%	581
Board a Pet Overnight		3.4%	188
Pet Dental Care		3.5%	192
None of the above / Does not apply		38.8%	2,154
Pet Clothing		1.0%	56
Pet Enclosure		0.6%	35
Aquarium or Tank		0.7%	40
Fish Supplies		2.2%	122
Disease Diagnosis		0.9%	48
Pet Travel Cage		0.6%	35






















Value		Percent	Responses
Pet Travel Accessories		0.5%	25
Cremation or Burial Services		0.5%	30
Purchase a Pet		1.3%	74
Holistic or Alternative Pet Care		0.7%	37
Pet Tracking Device		0.5%	28
Animal Training Classes		2.4%	134
Hemp Based Pet Supplements		1.0%	55
THC Based Pet Supplements		0.8%	45
Holistic or Alternative Pet Supplements		1.0%	56
Anti Anxiety or Stress Pet Medication for Holidays		1.3%	72



















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		4.1%	228
Add a Fence or Wall Structure		6.7%	373
Remodel Kitchen		3.3%	181
Remodel Bathroom		6.1%	339
General Remodeling		5.6%	308
Sealcoating		3.0%	169
Replace Carpet		5.3%	296
Replace Flooring		5.8%	321
Replace Windows		3.8%	209
None of the above / Does not apply		64.7%	3,590
Add a Room		0.5%	26
Add a Home Office		0.8%	47
Cabinet Refacing or Resurfacing		2.1%	118
Refinish Bathtub		1.3%	71
Install a Glass Shower		1.6%	87
Remodel or Finish Basement Living Area		1.0%	54
Replace Garage Door		1.4%	80
Build a Garage		0.6%	33
Build Out-Building		0.7%	39
Build a Storage Shed		2.8%	157
Have Furniture Restored		2.2%	122
Switch from Gas to Electric		0.2%	11






















Value		Percent	Responses
Switch from Electric to Gas		0.4%	21
Install a Stair Lift		0.1%	8
Install "Aging In Place" Products		1.2%	67
Install a Solar Energy System		0.9%	49
Install Security or Monitoring System		0.9%	52
Resurface or Build New Driveway		2.3%	130
Stone or Marble Work (Bathroom or Kitchen)		1.1%	59
Asphalt Repair		2.2%	124
Asphalt Resurfacing		2.5%	141
Residential Paving		1.1%	59
Build a "Tiny House"		0.4%	21
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		4.1%	225
Decking		5.2%	289
Doors (Exterior)		5.2%	286
Electrical Supplies		4.3%	241
Fencing		7.1%	391
Hand Tools		7.1%	391
Hardwood Products		3.2%	177
Lighting and Fixtures		6.9%	380
Lumber		9.4%	519
Molding		3.0%	168
Paint (Exterior)		12.8%	711
Paint (Interior)		18.8%	1,043
Plywood		4.3%	236
Plumbing Supplies		5.5%	306
Rain Gutters		3.0%	164
Screen Door		4.5%	248
None of the above / Does not apply		50.7%	2,811
Circular Saw		0.7%	41
Doors (Interior)		2.3%	128
Furnace		1.0%	54
Generator		1.2%	67






















Value		Percent	Responses
Home Security Doorbell Camera		2.5%	136
Kitchen Cabinets		1.9%	107
Lock Sets		2.5%	137
Mill Work		1.1%	63
Power Tools		2.5%	140
Roofing (Composition)		2.0%	109
Roofing (Other)		1.5%	81
Security Door		0.7%	38
Security Locks		0.9%	52
Security Window Film		0.4%	21
Siding		1.3%	71
Solar Screen		0.4%	22
Water Softener System or Supplies		2.4%	135
Wet or Dry Vacuum		1.4%	76
Wood Stove or Fireplace		0.7%	37
Window Guards		0.1%	8
Windows (Double-Hung)		1.6%	86
Windows (Casement)		1.2%	64
Windows (Picture)		0.8%	45
Windows (Slider)		1.0%	55
Windows (Bay or Bow)		0.4%	21















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		5.0%	276
Air Duct Cleaning		5.4%	297
Appliance Repair		4.1%	229
Carpenter or Woodworking		3.1%	173
Carpet Cleaning		12.0%	664
Chimney Cleaning		3.2%	180
Concrete Repair		3.2%	178
Electrical Repair		4.6%	254
Flooring - Wood (Installation or Repair)		3.0%	166
Furnace Cleaning		6.5%	359
Gardening Services		8.4%	465
Gutter Installation or Repair		3.0%	165
Handyman Services		14.7%	814
Home Repair		4.7%	263
None of the above / Does not apply		48.9%	2,711
Alternative Energy Systems Installation		0.5%	30
Alternative Energy Systems (Service or Repair)		0.4%	24
Blinds Cleaning		2.4%	133
Drywall Installation or Repair		2.5%	139
Electrical Panel Replacement		0.6%	33
Excavation & Wrecking		0.3%	18






















Value		Percent	Responses
Fire & Water Damage Restoration		0.3%	17
Flooring - Ceramic Tile (Installation or Repair)		2.1%	119
Flooring - Laminate (Installation or Repair)		2.7%	148
Flooring - Linoleum (Installation or Repair)		1.2%	65
Flooring - Other (Installation or Repair)		2.3%	127
Foundation Repair		1.2%	64
Furnace Repair		1.2%	65
Furniture Reupholster		1.1%	61
Heating Repair		0.9%	49
Home Computer Repair		2.1%	115
Home Electronics Repair		0.4%	23
Home Heating Oil or Fuel Service		1.4%	75
Home Remodel		2.2%	122
























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		13.3%	735
Junk or Yard Waste Removal		8.8%	486
Recycle		8.2%	453
Landscaping Service		16.6%	919
Painting		11.8%	652
Pest Control		10.4%	578
Plumbing Repair		5.6%	313
Pressure Washing		7.1%	394
Preventative Home Maintenance		4.4%	243
Roof Repair		3.2%	175
Trash Removal		9.5%	527
Computer Repair		5.6%	312
None of the above / Does not apply		43.5%	2,411
Home Security Service		1.7%	95
Insulation Installation or Maintenance		1.0%	55
Interior Design		1.2%	67
Sell Scrap Metal		1.8%	100
Movers		1.1%	59
Mold Inspection or Removal		1.0%	56
Party Equipment Rental		0.3%	15
Pool Cleaning Service		2.3%	127

Value		Percent	Responses
Security System		1.2%	65
Septic Tank Cleaning or Repair		2.7%	149
Siding Replacement		0.7%	40
Snow Removal		0.3%	19
Solar Heating or Power System Installation or Repair		0.6%	31
Stucco or Exterior Coating		0.3%	19
Tool Rental		1.3%	74
Tornado or Storm Shelter Building or Repair		0.0%	2
Water Well Drilling		0.1%	7
Waterproofing		0.7%	39
Window Installation		2.5%	136
Window Tinting for Home		0.4%	21
Yard Equipment Rental		1.5%	85
Mobile or Cell Phone Repair		2.1%	118
























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

Value		Percent	Responses
Window Blinds (Venetian or Mini)		3.6%	202
Emergency Preparedness Kit or Supplies		4.0%	223
Batteries (Home or Office)		30.9%	1,712
Candles		10.4%	576
Carpeting		4.5%	250
Rugs		5.7%	315
Curtains or Drapes		6.2%	343
Fire Extinguisher		3.0%	165
Furniture (Living Room)		5.0%	279
Storage Boxes or Tubs		6.0%	334
Floral Arrangements		4.4%	242
Picture Frames		4.9%	271
Linens (Bathroom)		4.8%	268
Reclining Chair		3.3%	181
Indoor Flowers		6.3%	350
None of the above / Does not apply		45.4%	2,516
Air Conditioning (Buy)		2.9%	160
Awning		1.2%	68
Firewood		2.4%	131
Oriental Carpeting		0.3%	17
Flooring Tile		2.6%	145

Value		Percent	Responses
Hardwood Flooring		2.0%	110
Rugs (Persian)		0.6%	31
Clocks		2.6%	145
Closet System		1.5%	83
Cutlery, Flatware or Silverware		1.8%	101
Ductless Heat Pumps		0.4%	23
Fine Art (Paintings, Pottery, Etc.)		2.2%	120
Custom Built Furniture		0.7%	37
Reconditioned Furniture		0.7%	37
Furniture (Bedroom)		2.6%	145
Furniture (Children's)		0.6%	34
Crib		0.2%	12
Furniture (Dining Room)		1.2%	64
Furniture (Home Office)		1.7%	96
Furnace		0.8%	42
Futon		0.6%	34
Safe		0.8%	43
Laminate Flooring		2.5%	139
Hot Tub or Spa (Used)		0.3%	16
Sewing Machine		1.4%	76
Wallpaper		0.8%	46
Signs or Banners		1.0%	53
Hot Tub or Spa (New)		0.6%	32

Value		Percent	Responses
Linens (Dining Room or Kitchen)		2.1%	114
Tankless Water Heater		1.2%	68














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		6.4%	354
Linens (Bedroom)		8.2%	454
Window Coverings		3.9%	214
Patriotic Flags		3.4%	186
None of the above / Does not apply		72.2%	4,005
Gas Burning Freestanding Stoves		0.3%	16
Water Purification System (Drinking)		1.0%	56
Solar Water Heater		0.4%	20
Latex Mattress		0.4%	20
Innerspring Mattress		2.9%	161
Pillow Top Mattress		2.2%	124
Foam Mattress		1.9%	105
Memory Foam Mattress		2.3%	127
Gel Mattress		0.9%	50
Twin Size Bed		0.8%	46
Queen Size Bed		2.4%	133
King Size Bed		2.1%	114
Water Heater		1.3%	73
Smoke Alarm or Detector		2.8%	158
Remote Home Monitoring Video Camera		1.1%	62
Shutters		1.0%	55
Reclaimed Wood Furniture		0.5%	26
Sports Team Flags		0.8%	45























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%	252
Fine Art		2.3%	126
Photographs		4.7%	263
Pottery		2.8%	156
Blown Glass		1.4%	80
Stone Carvings		0.6%	31
Sculpture		1.0%	55
Artistic Wall Decor		4.5%	248
Wood Carvings		1.0%	57
Poster Art		2.0%	109
Religious Art		0.9%	51
Stained Glass		1.3%	71
Ceramics		1.8%	100
Metal Work Art		1.9%	107
Music Memorabilia		1.1%	59
Movie Memorabilia		0.7%	40
None of the above / Does not apply		85.3%	4,730

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		3.6%	202
Portable Dishwasher		0.2%	11
Dishwasher		3.3%	184
Freezer		1.4%	79
Range		2.5%	138
Range Hood		1.2%	68
Wall Oven		0.6%	36
Washer		2.3%	127
Dryer		2.0%	112
Blender		2.0%	109
Instant Pot		2.3%	125
Microwave		3.5%	194
Window Air Conditioner		1.4%	75
Coffee or Espresso Machine		4.4%	244
Vacuum Cleaner		3.1%	171
None of the above / Does not apply		78.7%	4,363

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

Value		Percent	Responses
Aftermarket Products		3.4%	190
Battery		4.7%	258
Floor Mats		3.5%	195
Tires		8.2%	452
Wiper Blades		16.4%	912
None of the above / Does not apply		67.7%	3,754
Canopy		0.4%	22
Child Car Seat		0.9%	50
Grill Guard		0.2%	13
Ground Effects		0.1%	5
Lights		1.8%	102
Mirror(s)		0.3%	19
Motorcycle Accessories		1.0%	56
Motorcycle Parts		1.1%	62
Performance Parts		0.8%	44
RV Accessories or Supplies		1.9%	107
Roof Rack (For Bike, Kayak, Etc.)		0.7%	40
Roof Rack (Luggage or Equipment Container)		0.5%	25
Running Boards		0.4%	21
Seat Covers		2.3%	129
Spoiler		0.0%	2
Step Bar		0.2%	10

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.6%	32
Tool Box		0.2%	12
Trailer Hitch		1.1%	60
Truck Bed Liner		0.3%	18
Visor		0.4%	21
Wheels or Rims		0.6%	34
Winch		0.2%	13
Window Tinting Equipment (Auto)		0.5%	30
Cargo Trailer (Vehicle Hauler)		0.1%	8
Cargo Trailer (Flat)		0.2%	11
Cargo Trailer (Motorcycle)		0.1%	6
Cargo Trailer (Boat)		0.1%	6
Cargo Trailer (Box)		0.3%	14

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		6.5%	363
60,000 Mile Service		7.2%	400
100,000 Mile Service		6.6%	367
Auto Detailing		6.6%	367
Auto Repair (General)		6.8%	379
Alignment		4.3%	236
Body Work		3.7%	203
Brake Replacement, Adjustment		3.9%	214
Car Wash		41.7%	2,313
Gas or Service Station Services		16.7%	926
Oil Change or Lube		41.5%	2,300
Preventative Maintenance		15.0%	833
Safety Inspection		5.9%	327
Tire Mounting or Installation		5.2%	289
Tune-Up		7.2%	398
Windshield or Glass Repair		3.9%	216
None of the above / Does not apply		24.3%	1,347
Auto Warranty Work (Work Covered by Warranty)		2.9%	159
Car Rental		1.3%	74
DEQ Inspection		0.7%	40
Electrical Repair		1.0%	56
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.7%	39

Value		Percent	Responses
Motor Repair or Replacement		0.5%	30
Motorcycle Repair		0.5%	29
Muffler		0.6%	31
Painting		1.0%	53
RV Maintenance or Service		1.5%	84
Shocks		1.0%	56
Smog Check		1.2%	66
Stereo Installation		0.5%	30
Transmission or Clutch Repair		0.6%	32
Upholstery Repair		1.0%	55
Vehicle Air Conditioning Repair		1.2%	68
Vehicle Storage		0.5%	29
Vehicle Towing		0.4%	23
Windshield or Window Tinting		0.9%	52

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		9.0%	501
CarFax		12.7%	702
CarGurus.com		6.4%	353
CarMax.com		8.5%	473
Cars.com		7.1%	392
Craigslist Auto		8.2%	456
KBB.com		6.5%	359
Edmunds.com		8.7%	484
Local Dealer Site		38.1%	2,111
UsedCars.com		3.0%	164
Other Local Website		5.4%	299
None of the above / Does not apply		47.5%	2,637
Yahoo! Autos		0.4%	23
Automotive.com		1.0%	53
Autoblog.com		0.4%	24
CarsDirect.com		1.6%	87
eBay Motors		1.8%	99
Facebook Dealer Page		2.7%	148
MotorTrend.com		1.8%	101
Local TV Site		1.3%	73
Local Radio Site		0.8%	42
The Car Connection		0.5%	28


















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		38.4%	2,131
Beauty Products		27.8%	1,544
Cosmetics		30.7%	1,702
Babysitting		1.2%	64
Hair Care Products		45.6%	2,531
Hair Coloring		26.9%	1,490
Hair Cut		70.4%	3,907
Manicure		19.6%	1,086
Massage Therapy		15.9%	880
Pedicure		26.8%	1,486
None of the above / Does not apply		13.1%	724

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)		39.7%	2,202
Books (Used)		28.2%	1,562
Books (Children's)		9.3%	517
Board Games		9.9%	551
Lottery Ticket		22.7%	1,259
Collectibles		3.7%	207
Comics		1.8%	99
Graphic Novels		2.0%	110
Computer Games		6.0%	334
Magazines		24.8%	1,373
Toys		5.8%	323
Video Console Games		3.6%	200
None of the above / Does not apply		30.4%	1,685











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		2.2%	122
Ceramics and Pottery		2.3%	129
Collectables		3.2%	178
Comic Books and Related Collectables		1.3%	71
Do-It-Yourself (DIY)		15.4%	854
Games or Puzzles		16.0%	887
Beer Brewing Supplies		1.9%	104
Wine Making Supplies		1.2%	66
Jewelry Making Supplies or Beads		3.7%	203
Knitting		6.7%	371
Making Arts and Crafts		9.6%	530
Paper Crafts		3.9%	214
Quilting		4.9%	274
Scrapbooking		2.7%	149
Toy Collecting		0.7%	39
Trains, Plane & Car Model Kits		2.0%	110
None of the above / Does not apply		57.4%	3,184














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)		3.7%	204
Attend Online College or University (Part Time)		2.9%	162
Attend Online Graduate School		1.0%	58
Attend Online Classes at Community College		3.7%	203
Learning Center		0.9%	49
Online Trade School		0.3%	16
Online Continuing Education Courses		6.4%	355
Online Professional Certification or Accreditation Courses		3.3%	184
Online Language Lessons (Adult)		4.0%	221
Online Music Lessons (Adult)		1.7%	97
Attend Paid Online Lecture, Seminar or Special Class		4.4%	246
Online Real Estate Classes		0.8%	45
Online Child Education or Tutoring		1.6%	91
Online Music lessons (Child)		0.8%	42
Online Language Lessons (Child)		0.4%	24
Change Online School		0.1%	6
Attend an Online Religion Based School		0.7%	40
Attend an Online Local Workshop		4.7%	259
None of the above / Does not apply		75.5%	4,187








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		8.4%	467
Oil paints		2.8%	155
Acrylic Paints		9.6%	533
Markers		6.5%	360
Specialty Paper		6.5%	358
Fabric Craft Supplies		9.0%	500
Beads		3.5%	192
Art Pencils and Pens		8.9%	495
Scrapbooking Supplies		3.3%	181
None of the above / Does not apply		73.9%	4,097























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%	21
Clarinet		0.1%	4
Drums		0.6%	32
Flute		0.2%	12
Acoustic Guitar		1.4%	78
Electric Guitar		0.6%	36
Electric Keyboard		0.6%	33
Piano		0.7%	37
Piano (High End)		0.1%	7
Trombone		0.1%	8
Trumpet		0.1%	5
Violin		0.3%	19
None of the above / Does not apply		96.5%	5,352

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













Value		Percent	Responses
Greek		15.6%	863
French		7.3%	406
Asian		38.8%	2,150
German		7.9%	436
American (New)		35.6%	1,977
Italian		53.0%	2,937
Cajun or Creole		9.3%	515
Indian		13.3%	737
Chinese		46.5%	2,580
American (Traditional)		66.3%	3,677
Thai		26.7%	1,481
Middle Eastern		9.9%	551
Japanese		18.2%	1,011
Mexican		55.8%	3,092
Vietnamese		10.9%	604
Southern		13.6%	754
Tex-Mex		18.9%	1,047
Spanish		8.5%	473
Mediterranean		19.3%	1,069
None of the above / Does not apply		12.7%	705

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












Value		Percent	Responses
Hot Dogs		16.6%	922
Fish & Chips		27.2%	1,506
Golf Course Restaurant, Bar or Snack Bar		6.8%	378
Barbeque		29.7%	1,645
Deli		29.4%	1,629
Breakfast or Brunch		39.1%	2,167
Appetizers		32.4%	1,799
Dessert		21.7%	1,205
Chicken Wings		18.8%	1,041
Hamburgers		51.7%	2,869
Chicken		41.3%	2,292
Frozen Yogurt		9.4%	520
Live or Raw food		4.1%	227
Tapas or Small Plates		8.7%	483
Theme Restaurants		5.8%	320
Soup		26.7%	1,480
Salad		39.5%	2,188
Pizza (Dine In)		13.3%	736
Pizza (Delivery)		22.2%	1,230
Steak		25.6%	1,419
Juice or Smoothies		11.2%	623
Sandwiches		43.3%	2,404

Value		Percent	Responses
Pizza (Carry Out)		51.6%	2,861
Pizza (Take & Bake)		15.8%	876
Seafood		36.7%	2,038
Vegan		4.4%	242
Steakhouse		16.7%	928
Sushi		15.8%	878
Vegetarian		9.4%	519
Pho		8.4%	468
None of the above / Does not apply		12.6%	697







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%	17
Purchase Commercial or Business Property		0.3%	19
Purchase Condominium or Townhouse		0.6%	35
Purchase Manufactured or Modular Home		0.3%	19
Purchase Investment Property		1.5%	81
Purchase Personal Residence		2.0%	110
Purchase Custom Built Home		0.5%	25
Purchase Residential Real Estate at an Auction		0.2%	12
Purchase Land or Agricultural Property		0.8%	43
Purchase Vacation Property		0.6%	35
Purchase Other		0.4%	22
None of the above / Does not apply		94.7%	5,253










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%	7
Sell Personal Residence		2.6%	145
Sell Vacation Property		0.8%	47
Sell Condominium or Townhouse		0.4%	21
Sell Investment Property		1.3%	72
Sell Land or Agricultural Property		1.2%	66
Sell Commercial or Business Property		0.4%	20
Sell Manufactured or Modular Home		0.2%	10
Plan to Sell Home in Master-Planned Community		0.1%	8
Sell Other		0.5%	27
None of the above / Does not apply		93.5%	5,184







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		16.4%	18
New home, but outside of development		19.1%	21
New home that I will have contractor build		12.7%	14
Existing home less than 10 years old		46.4%	51
Existing home more than 10 years old		74.5%	82
Other		6.4%	7











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		1.6%	86
Rent House (Residence)		3.1%	171
Rent Manufactured or Modular Home		0.3%	19
Rent or Lease Commercial Property		0.4%	24
Rent Agricultural Land		0.3%	15
Rent Subsidized Housing		0.6%	31
Rent Condo/Townhouse		1.5%	84
Rent Section 8 Housing		0.6%	32
None of the above / Does not apply		93.7%	5,198


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%	184
Use a Realtor to Buy Real Estate		2.1%	117
Use a Realtor to Buy and Sell Real Estate		2.3%	127
Plan to Sell Property Myself		1.5%	81
Use a Real Estate Broker		1.4%	76
None of the above / Does not apply		91.9%	5,097

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%	104
Home Remodel or Renovation Loan		1.1%	61
Business Construction Loan		0.2%	13
Home Construction Loan		0.6%	34
Equity Loan		2.0%	110
Land Loan		0.4%	24
Reverse Mortgage		0.3%	16
Real Estate Loan for existing home		0.9%	49
Refinance Home		4.7%	258
None of the above / Does not apply		90.4%	5,014



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		3.9%	219
Facebook		3.0%	165
Google		4.7%	263
Auction.com		1.0%	58
Homes & Land		2.5%	136
Homes.com		3.3%	181
HomeFinder		5.5%	305
MLS.com		13.1%	724
National Real Estate Co. Site		2.8%	157
Local MLS Site		21.4%	1,189
RealEstate.com		5.4%	302
Realtor.com		21.2%	1,177
Realty.com		3.2%	179
Redfin		7.1%	393
Trulia		10.9%	606
Zillow		37.2%	2,064
ZipRealty.com		0.9%	48
None of the above / Does not apply		49.6%	2,753


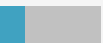
95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		9.8%	545
Apartmentguide.com		5.0%	278
Craigslist		9.0%	500
Forrent.com		0.9%	49
HomeFinder.com		5.4%	302
Hotpads.com		0.8%	44
Rent.com		6.7%	374
Sublet.com		0.4%	22
Trulia		6.6%	367
Zillow		19.9%	1,105
None of the above / Does not apply		70.3%	3,898

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

Value		Percent	Responses
Yes, have a firm or realtor		74.2%	4,114
No, don't know who to call		25.8%	1,432
			Total: 5,546
















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		74.6%	4,138
No, don't know who to call		25.4%	1,408
			Total: 5,546

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		21.1%	1,172
Craft Beer		27.2%	1,506
Champagne		10.3%	574
Premium Hard Alcohol or Spirits		22.4%	1,241
White Wine		42.7%	2,370
Red Wine		46.1%	2,554
Major Brand Cigarettes		4.5%	249
Recreational Marijuana		5.2%	291
Marijuana Accessories		2.2%	122
Smokeless Tobacco		1.1%	59
Pipe Tobacco		0.8%	45
Discount Cigarettes		2.7%	147
Discount Hard Alcohol or Spirits		10.3%	571
Domestic Beer		29.6%	1,639
Electronic Cigarette Supplies		1.4%	75
Alcoholic Cider		9.3%	516
None of the above / Does not apply		25.6%	1,418








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		3.4%	188
Cannabis Edibles		5.2%	288
Cannabis Tinctures		1.8%	102
Cannabis Vaporizers		0.9%	52
Cannabis Cleaning Tools or Supplies		0.3%	19
Cannabis Concentrates		1.2%	69
Cannabis Pre-Rolls		1.4%	79
Organic Cannabis Products		1.7%	92
Cannabis Oil		3.6%	198
Cannabis Beauty & Skin Care Products		1.5%	83
Cannabis Beverages		0.5%	30
Cannabis Chocolates		2.1%	118
Medical Cannabis		2.9%	161
CBD Cannabis		6.7%	372
None of the above / Does not apply		84.6%	4,690

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%	1,621
Specialty Teas		18.0%	999
Specialty Coffee		32.5%	1,801
Gourmet Deli Counter Items		22.6%	1,254
Cookies		46.0%	2,550
Snack Cakes		10.8%	601
Potato Chips		52.8%	2,930
Soft Drinks		36.9%	2,046
Energy Drinks		8.0%	442
Energy Bars		18.3%	1,013
Noodle Bowls		11.4%	631
Cupcakes		9.9%	551
Birthday Cake		12.4%	686
Beef Jerky or Meat Sticks		11.6%	641
Bottled Water		38.2%	2,116
Candy		37.0%	2,053
Fruit		79.5%	4,410
Nuts		61.2%	3,396
Chocolates		46.7%	2,588
Ice cream		58.7%	3,257
Cheese		81.7%	4,529
Artisan Bread		38.0%	2,107








Value		Percent	Responses
Artisan Meats		8.7%	482
Sports Drinks		10.7%	594
Basic Condiments		47.6%	2,641
Artisan Condiments		8.3%	459
Canned Sauces		36.3%	2,011
Cereal		65.6%	3,640
Milk		78.9%	4,377
Chicken		83.1%	4,609
Pork		55.9%	3,099
Beef		67.2%	3,725
Fish		62.4%	3,463
Pasta		68.5%	3,801
Snack Mixes		12.2%	676
Vegetables		78.3%	4,341
Olive Oil		55.4%	3,075
Balsamic Vinegar		26.6%	1,474
Frozen Entrees		42.9%	2,377
Eggs		87.1%	4,829
Locally Raised Beef, Pork, Poultry		26.1%	1,446
Locally Grown Fruit and Vegetables		68.2%	3,781
Locally Produced Honey		23.1%	1,280
Organic Food		28.3%	1,567
Pickled Vegetables		16.7%	926

Value		Percent	Responses
Artisan Cheese		29.7%	1,645
Alternative "Meat" Products		12.5%	691
Sausage		46.7%	2,589
Donuts		19.7%	1,091
Pastries		26.5%	1,470
Game Meats		2.6%	144
None of the above / Does not apply		1.0%	57

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		31.2%	1,733
Attend Online Religious or Spiritual Services		24.6%	1,364
Donate to a Charity		52.9%	2,936
Donate to a Church		35.4%	1,962
Donate to Political Party or Government Representative		19.7%	1,091
Volunteer at Church		17.0%	942
Volunteer for Nonprofit Group		24.8%	1,376
Vote in Upcoming Local Elections		53.2%	2,950
Vote in Upcoming State or National Elections		56.2%	3,115
Purchase Season Tickets for Performing Arts		8.3%	462
Attend a Holiday Themed Performance		4.2%	232
Community Activity		24.3%	1,347
Support an Organization		22.3%	1,238
Make a Donation		41.1%	2,278
Register to Vote		3.1%	173
None of the above / Does not apply		10.7%	595
Join a New Church		1.2%	66
Donate Vehicle		0.7%	37
Have a Baby		0.3%	19
Get Married		0.6%	36
Retire		1.9%	108
Look into Private Schooling for Children		0.4%	24

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		7.7%	425
Go Mountain Biking		6.3%	349
Go Camping		16.9%	940
Go Hiking		34.5%	1,915
Go Fishing		18.2%	1,007
Go Backpacking		5.4%	302
None of the above / Does not apply		51.2%	2,838

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		37.0%	2,054
Local Business Blog		6.3%	350
Local Business Email		18.8%	1,044
Snapchat		7.8%	430
Instagram		27.9%	1,548
Cinema Ads		7.1%	394
Facebook Business Page		14.2%	788
Reviews on Yelp! or Google+		18.9%	1,046
YouTube Promo Video		12.7%	707
Local Business Text Message		7.3%	406
Pandora		18.4%	1,022
Online Yellow Pages		4.9%	273
Google Search		65.5%	3,630
eBay		28.9%	1,601
Spotify		11.6%	644
Pinterest		25.2%	1,398
Google+ Local		8.6%	475
Clicked on Google Sponsored Ad		15.2%	845
LinkedIn		23.2%	1,289
Angie's List		3.8%	209
Craigslist		21.2%	1,173
Bing		13.5%	748

Value		Percent	Responses
Twitter		19.4%	1,077
Amazon		82.4%	4,569
None of the above / Does not apply		3.9%	214
CitySearch		2.1%	116
Digital Billboard		0.8%	43
Xing		0.1%	7



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

Value		Percent	Responses
Yes		76.0%	4,214
No		24.0%	1,332
			Total: 5,546























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

Value		Percent	Responses
Yes		46.3%	2,567
No		53.7%	2,979
			Total: 5,546










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

Value		Percent	Responses
Yes		43.9%	2,437
No		56.1%	3,109
			Total: 5,546



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		46.8%	2,595
Arts and Entertainment		37.9%	2,100
Automotive - (General)		21.0%	1,163
Automotive - (New Vehicle Dealership)		16.0%	885
Automotive - (Used Vehicle Dealership)		11.2%	619
Automotive - (Auto Parts store)		12.0%	668
Automotive - (Auto Repair business)		8.4%	464
Automotive - (Auto Body shop)		4.7%	261
Tire Business		15.8%	879
Beauty and Spa Related Businesses		17.3%	959
Child Related Businesses		3.2%	178
Community and State Services		28.1%	1,560
Education		14.8%	822
Employment Related Businesses		8.2%	452
Event Planning and Services		8.1%	447
Family Activity Related Businesses		9.6%	534
Farm Equipment and Agriculture Businesses		4.7%	258
Financial Services		10.4%	578
Fitness Businesses or Providers		7.8%	431
General Retail		45.0%	2,496
Grocery / Market		46.4%	2,571
Home and Garden Related Businesses		33.7%	1,871











Value		Percent	Responses
Building Supply/Lumber Business		17.7%	980
Home Service Businesses		11.5%	638
Home Service Contractors		12.8%	708
Hotel and Travel Related Businesses		27.9%	1,550
Local Services		29.7%	1,647
Medical Related Businesses - (General)		15.9%	882
Medical Related Businesses - (Chiropractor)		3.5%	193
Medical Related Businesses - (Dentist)		7.4%	413
Medical Related Businesses - (Hospital)		4.1%	229
Nightlife Related Businesses		6.9%	385
Pet / Animal		25.4%	1,409
Professional Services		16.2%	896
Real Estate Service Businesses		5.8%	324
Recreation Related Businesses		9.5%	526
Restaurant / Bar / Lounge		43.7%	2,424
Senior Related Businesses		10.3%	572
Specialty Food and Drink		19.3%	1,070
General Retail - Children's Clothing Store		5.6%	311
General Retail - Clothing Accessory Store		12.9%	713
General Retail - Computer Store		12.0%	663
General Retail - Farming and Agriculture Business		3.6%	202
General Retail - Furniture Store		13.1%	725
General Retail - Hardware Store		20.1%	1,117

Value		Percent	Responses
General Retail - Home Entertainment Store		6.2%	342
General Retail - Jewelry Store		4.8%	264
General Retail - Major Appliance Store		12.0%	667
General Retail - Men's Clothing Store		12.0%	668
General Retail - Mobile Phone Store		7.2%	399
General Retail - Shoe Store		16.4%	910
General Retail - Women's Clothing Store		23.4%	1,297
None of the above / Does not apply		10.9%	604
Motorsport Businesses		2.4%	135

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

Value		Percent	Responses
Yes		9.2%	511
No		90.8%	5,035
			Total: 5,546

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		6.4%	356
Get a New Part Time Job		6.4%	357
Get a Temporary or Seasonal Job		4.7%	258
Use an Employment or Temporary Employment Agency		2.7%	149
Use a Career Counselor		0.7%	37
Get a Second (or Third) Job		2.9%	159
Get First Job after High School		0.5%	30
Get First Job after College		1.0%	55
Apply for Unemployment Benefits		10.2%	564
None of the above / Does not apply		79.6%	4,416

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		4.5%	252
Health Care		3.1%	174
Customer Service		4.9%	271
Management		3.0%	166
Education		4.3%	236
NonProfit		3.0%	169
None of the above / Does not apply		78.2%	4,335
Agriculture		0.8%	42
Automotive		0.7%	38
Retail		2.5%	141
Warehouse		1.3%	74
Construction		1.0%	57
Accounting		1.7%	92
Hotel - Hospitality		1.5%	81
Manufacturing		1.4%	77
Entry Level (New Graduate)		1.2%	64
Grocery		2.1%	118
Banking & Finance		1.3%	70
Child Care		0.5%	30
Real Estate		0.9%	48
Insurance		0.7%	39

Value		Percent	Responses
Legal		0.9%	50
Media		1.5%	83
Government		2.9%	159
Installation - Maintenance - Repair		0.6%	35
Restaurant - Food Services		1.9%	104
Executive Level		1.7%	94
Engineering		1.1%	63
Sales & Marketing		2.6%	146
Information Technology		2.0%	109
Skilled Labor - Trades		1.2%	69
Transportation		1.4%	78







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		18.6%	1,031
Local Agency Site		10.8%	597
Craigslist		8.5%	473
Facebook		4.8%	268
Indeed.com		19.6%	1,086
LinkedIn		18.7%	1,039
Monster.com		9.5%	529
CareerBuilder		8.3%	460
GlassDoor		6.3%	350
SimplyHired.com		2.1%	116
AOL Jobs		1.0%	54
SnagAJob.com		1.1%	60
Dice.com		0.7%	41
USAjobs.gov		6.2%	343
USAjobs.org		2.9%	159
ZipRecruiter		7.5%	414
JobDiagnosis		0.3%	17
TheLadders		1.4%	75
None of the above / Does not apply		60.3%	3,347

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		16.4%	910
Yellow Pages directory		1.7%	96
Direct mail flyer		17.2%	953
Deal program/offer		9.5%	528
Facebook business page offer		7.1%	393
Billboard advertising		1.7%	95
None of the above / Does not apply		66.6%	3,693

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?


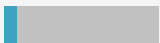
Value		Percent	Responses
Read ads and keep them - using three or more		5.6%	309
Read ads and keep them - using one or two		40.0%	2,219
Read ads and keep them - without using any		4.2%	232
Read ads but throw away without using any		24.1%	1,335
Throw ads away unread		23.5%	1,301
Do not receive direct mail or advertisements at home or PO Box		2.7%	150

Total: 5,546



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 %	185 3.3%	630 11.4%	3,189 57.5%	252 4.5%	367 6.6%	640 11.5%	283 5.1%	5,546
County election Count Row %	148 2.7%	597 10.8%	3,266 58.9%	247 4.5%	353 6.4%	612 11.0%	323 5.8%	5,546
State election Count Row %	159 2.9%	846 15.3%	2,867 51.7%	217 3.9%	435 7.8%	754 13.6%	268 4.8%	5,546
Total Total Responses								5546




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

Value		Percent	Responses
Yes		92.1%	5,106
No		7.9%	440
			Total: 5,546

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.0%	5,324
No		4.0%	222
			Total: 5,546






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		19.6%	1,089
No		40.2%	2,230
Does not apply		40.2%	2,227
			Total: 5,546

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

Value		Percent	Responses
Arts and Entertainment		5.4%	59
Business Consulting		6.5%	71
Education		5.9%	65
Financial Services		3.7%	41
Health and Medical		10.0%	110
Home Service Businesses		3.8%	42
Local Services		3.0%	33
Real Estate		6.8%	75
Other		32.7%	360
Apparel and Accessories		2.3%	25
Automotive		2.2%	24
Beauty and Spa		1.5%	16
Child Related Businesses		0.9%	10
Event Planning and Services		0.5%	6
Family Activity		0.4%	4
Fitness Businesses or Providers		0.4%	4
General Retail		1.8%	20
Grocery and Specialty Food/Drink		1.4%	15
Home and Garden		1.8%	20
Hotel and Travel		2.0%	22
Motorsport Businesses		0.1%	1
Nightlife		0.3%	3






















Total: 1,100

Value		Percent	Responses
Pet / Animal		2.4%	26
Pizza Restaurant Types		0.1%	1
Recreation		1.8%	20
Restaurant / Bar / Lounge		1.9%	21
Sales Training		0.5%	6
			Total: 1,100

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		11.1%	121
Use social media for promoting business		21.2%	232
Website optimized for mobile (responsive)		11.1%	122
Ongoing search optimization (SEO, SEM)		6.7%	73
Banner ads		4.8%	53
Cost-per-click ads (CPC, PPC)		4.3%	47
Cost-per-mille ads (CPM)		0.6%	7
Programmatic ads		0.7%	8
Retargeting ads		2.6%	29
Video ads		3.4%	37
Google ads (Adwords)		6.5%	71
Facebook ads		17.3%	189
Sponsored content		2.5%	27
Email advertising		14.5%	159
Site analytics		4.7%	51
Use a Digital Agency		1.9%	21
Digital ads through newspaper		4.2%	46
None of the above/Does not apply		60.0%	657

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%	44
Business Online Meetings		3.4%	37
None of the above / Does not apply		85.3%	931
Business Advertising		2.7%	29
Business Financial Consulting		1.2%	13
Business Bottled Water Delivery		0.6%	7
Business Advisory Services		0.6%	7
Business Cellular Phone Service		1.2%	13
Business Computer Consulting		1.3%	14
Business Construction Contractor		0.7%	8
Business Employment Agency		0.5%	6
Business Internet Service Provider		2.2%	24
Business Legal Services or Attorney		1.4%	15
Business Marketing Services		1.9%	21
Business Meetings or Conventions		0.9%	10
Business Moving or Storage		0.5%	6
Business Payroll Services		1.1%	12
Business Printing Services		2.2%	24
Business Realty Services		1.3%	14
Business Recruitment		0.5%	5
Business Security Services		0.9%	10

Value		Percent	Responses
Business Sign Company Services		0.8%	9
Business Staffing or Temp Services		0.8%	9
Selling Small Business		0.9%	10
Business Bankruptcy		0.6%	7
Business Travel Agency		0.2%	2
Business General Broadcast Media Service		0.4%	4
Business Television Media Service		0.3%	3









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

Value		Percent	Responses
Rent New Office		1.3%	14
Buy New Office		0.6%	7
Add New Locations		1.7%	19
Renovate Existing Facilities		4.8%	52
Construct New Facilities		1.5%	16
Buy or Rent Industrial Space		0.6%	7
Buy or Rent Warehouse space		0.8%	9
Install New Commercial Carpeting		0.6%	6
None of the above / Does not apply		91.5%	997

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

Value		Percent	Responses
Purchase New Business Automobiles		0.8%	9
Purchase Used Business Automobiles		0.6%	6
Purchase New Business Trucks		1.7%	18
Purchase Used Business Trucks		1.3%	14
Lease New Business Automobiles		1.5%	16
Lease New Business Trucks		0.6%	7
Purchase New Business Delivery Vehicles		0.5%	5
Purchase Used Business Delivery Vehicles		0.6%	6
Purchase New Heavy Duty or Commercial Business Trucks		1.0%	11
Purchase Used Heavy Duty or Commercial Business Trucks		0.6%	7
None of the above / Does not apply		94.9%	1,034






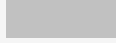
123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		2.9%	32
Business Health Insurance		3.0%	33
Business Dental Insurance		1.4%	15
Business 401K or Retirement Program		1.6%	17
Business "Key Man" Insurance		0.9%	10
Business Property Insurance		2.1%	23
Business Commercial Insurance		1.6%	17
None of the above / Does not apply		93.3%	1,016

124. Which age brackets do you fall into?









Value	Percent	Responses
18 - 19	0.2%	9
20 - 24	0.4%	23
25 - 30	1.1%	60
31 - 34	1.2%	68
35 - 40	2.6%	144
41 - 45	2.6%	146
46 - 49	3.1%	170
50 - 54	6.5%	360
55 - 60	13.0%	722
61 - 69	32.3%	1,791
70 or older	37.0%	2,048
		Total: 5,541
		Avg 65

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

Value		Percent	Responses
Metro / Urban		18.8%	1,045
Small/Mid-Size Town		30.2%	1,672
Suburban		31.3%	1,738
Rural		16.3%	906
Vacation community		2.3%	126
Other		1.0%	57

Total: 5,544

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%	7
High School Graduate (12th grade)		4.8%	266
Vocational or Technical Training		3.4%	191
Some College		16.5%	913
College Graduate		29.4%	1,629
Some Post-Graduate Study (No Advanced Degree)		10.0%	553
Post-Graduate Degree		35.7%	1,981

Total: 5,545








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

Value		Percent	Responses
Under \$20,000		4.2%	219
\$20,000 - \$24,999		2.2%	116
\$25,000 - \$29,999		2.5%	129
\$30,000 - \$34,999		3.2%	168
\$35,000 - \$39,999		3.6%	186
\$40,000 - \$44,999		3.7%	195
\$45,000 - \$49,999		4.6%	242
\$50,000 - \$74,999		19.0%	993
\$75,000 - \$99,999		18.5%	964
\$100,000 - \$124,999		14.2%	740
\$125,000 - \$149,999		8.8%	461
\$150,000 - \$200,000		8.5%	445
Over \$200,000		6.8%	357
			Total: 5,215
			Avg \$97,544

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	28
Black or African-American		1.6%	89
Asian		1.4%	76
White or Caucasian		87.6%	4,858
Hispanic		1.9%	103
Other		1.5%	82
Prefer not to answer		5.6%	308
			Total: 5,544

129. Are you...





Value		Percent	Responses
Male		37.4%	2,075
Female		59.1%	3,277
Transgender Male		0.0%	1
Transgender Female		0.0%	2
Gender Variant / Non-conforming		0.1%	7
Other		0.1%	3
Prefer not to answer		3.2%	179

Total: 5,544

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


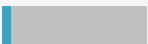



Value	Percent	Responses
Single Family Home	84.3%	4,674
Apartment	6.3%	350
Condominium	5.9%	326
Mobile Home	1.5%	84
Other	2.0%	110
		Total: 5,544

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		87.2%	4,838
Rented		10.2%	563
Occupied Without Payment of Rent		1.0%	54
Other		1.6%	90

Total: 5,545

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

Value		Percent	Responses
None		88.3%	4,899
1		5.8%	320
2		4.3%	237
3		1.1%	60
4 or more		0.5%	29
			Total: 5,545