

Covid-19 Impact and Local Business Survey Metro / Suburban Report - May 2020

Response Counts













Total: 14,360


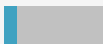







Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	14,246
		Total: 14,246










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

Value		Percent	Responses
Local Newspaper		61.3%	8,726
Local Newspaper Website		46.5%	6,629
Local TV News		67.4%	9,598
National Broadcast News		62.7%	8,937
Local Radio		18.0%	2,558
Apple News		6.0%	861
Facebook		19.7%	2,805
Twitter		5.0%	718
Nextdoor		8.4%	1,199
Other		14.1%	2,004

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

Value		Percent	Responses
Local Newspaper		20.4%	2,911
Local Newspaper Website		12.9%	1,840
Local TV News		20.3%	2,899
National Broadcast News		28.6%	4,075
Local Radio		3.2%	454
Apple News		0.9%	126
Facebook		0.7%	99
Twitter		0.5%	76
Other		12.4%	1,766
			Total: 14,246




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		82.2%	11,705
Weekly updates on Covid-19 impact on our community		37.1%	5,292
Local resources available to our community to lessen impact of Covid-19		59.1%	8,421
Personal stories on the impact of Covid-19 on households		24.4%	3,471
Stories on the impact of Covid-19 on employment and local economy		51.4%	7,319
Online services being offered in the community		38.8%	5,534
Unemployment resources for persons laid off		18.6%	2,653
Assistance resources available for local businesses		19.3%	2,752
Other		5.9%	845


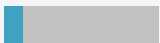
What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		66.0%	9,399
New hours		63.3%	9,018
Services that are being offered		80.6%	11,489
New services being offered		53.7%	7,643
Online services being offered		61.3%	8,733
Employment needs		19.3%	2,747
Other		2.5%	358

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		41.1%	5,860
Watched Local Television		81.0%	11,545
None of the above / Does not apply		11.0%	1,566

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

Value		Percent	Responses
Yes		87.6%	12,474
No		12.4%	1,772
			Total: 14,246

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		29.8%	3,755
Local Daily Newspaper		91.5%	11,514
Local Paid Weekly Community Newspaper		12.7%	1,596
Local Free Weekly Print Publication		21.5%	2,707
Local Alternative Publication		7.3%	921
Local City or Regional Magazine		22.3%	2,804
Local Specialty Publication		9.9%	1,246
Local Business Publication		10.2%	1,278
Local Ethnic Publication		2.0%	248
Local Parenting Publication		1.3%	168
Local Senior Publication		10.4%	1,309
None of the above / Does not apply		1.7%	215

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

Value		Percent	Responses
Auto Body Shop		4.8%	691
Auto Detailing Shop		5.0%	714
Auto Glass Repair Shop		2.4%	343
Oil Change Station		39.2%	5,634
Auto Parts Store		14.0%	2,011
Auto Repair Shop		25.0%	3,584
New Vehicle Dealership		11.5%	1,658
Used Vehicle Dealership		3.9%	559
Recreation Vehicle (RV) Dealership		1.0%	146
RV or Camper Repair		1.3%	193
Tire Store		11.1%	1,598
None of the above / Does not apply		29.1%	4,172







Which of the following FARM EQUIPMENT and AGRICULTURE BUSINESSES do you or the members of your household plan to shop at in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
New Farm Equipment Dealer		0.2%	33
Used Farm Equipment Dealer		0.2%	35
Farm Truck and Tractor Repair Shop		0.4%	60
Agriculture Farm Supply Store		5.5%	783
Agricultural Service		1.1%	153
Farming Structure Building Contractor		0.2%	25
Animal Feed Store		6.0%	861
None of the above / Does not apply		89.2%	12,813





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		49.6%	7,126
Ethnic Food Restaurant		43.0%	6,175
Liquor Store		40.5%	5,812
Wine Shop		23.2%	3,330
None of the above / Does not apply		21.1%	3,036










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		10.8%	1,557
Farmers Market		29.7%	4,260
Grocery Store (Co-op)		27.3%	3,923
Grocery Store (Neighborhood/Local/Mom & Pop)		70.6%	10,133
Specialty Food Market		21.3%	3,060
None of the above / Does not apply		10.1%	1,457



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		51.2%	7,354
Day Spa		8.0%	1,151
Nail Salon		30.3%	4,345
None of the above / Does not apply		33.8%	4,856






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		5.6%	811
Bicycle Repair Shop		7.6%	1,091
Bicycle Rental Service		0.5%	75
Golf Course		15.1%	2,167
Gun Shooting Range		6.8%	971
Gun Store		5.4%	774
New Sporting Goods Store		15.9%	2,289
Used Sporting Goods Store		2.2%	320
None of the above / Does not apply		62.2%	8,933

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

Value		Percent	Responses
Catering Service		4.1%	588
None of the above / Does not apply		95.9%	13,772







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

Value		Percent	Responses
Continuing Education Courses		11.7%	1,682
Community College		6.9%	985
Tutoring Center		1.0%	144
Private Tutor		1.6%	234
None of the above / Does not apply		82.2%	11,809








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		23.2%	3,333
Credit Union		12.9%	1,848
Financial Advisor		11.7%	1,682
Stockbroker		3.7%	536
None of the above / Does not apply		67.5%	9,686





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%	155
Debt Consolidation Company		1.3%	193
Payday Loan Company		0.3%	42
Tax Return Service		17.3%	2,489
Title Loan Company		2.0%	283
None of the above / Does not apply		79.8%	11,459

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

Value		Percent	Responses
Chiropractor		6.1%	882
Dentist		26.4%	3,784
General Practitioner		14.2%	2,038
Family Practitioner		14.5%	2,086
Optometrist		11.9%	1,702
Pediatrician		2.2%	323
None of the above / Does not apply		61.3%	8,796















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		9.9%	1,423
Hospital		1.9%	275
Medical Clinic		7.5%	1,083
None of the above / Does not apply		85.2%	12,237



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		17.0%	2,441
Mental Health Provider		8.2%	1,176
Denture or Implant Specialist		8.4%	1,208
Ear, Nose & Throat Doctor		9.0%	1,295
Home Health Care Provider		2.5%	366
Internal Medicine Doctor		35.1%	5,042
Nutritionist or Dietician		2.5%	362
Physical Therapist		10.6%	1,524
Psychiatrist		4.0%	578
None of the above / Does not apply		41.7%	5,987

















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		0.3%	41
Hearing Aid Center		8.9%	1,271
Hospice Care Provider		0.4%	53
Laboratory or Medical Testing Facility		24.1%	3,462
Medical Marijuana Dispensary		3.0%	426
Medical Spa		0.9%	135
Mental Health Clinic		2.3%	330
Medical Supply Store		3.5%	499
Pain Clinic		3.7%	531
Rehabilitation Clinic		1.2%	176
Sleep Disorder Clinic		2.5%	354
Urgent Care Clinic		4.4%	628
Walk-In Clinic		4.2%	608
None of the above / Does not apply		58.8%	8,449

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		5.5%	787
None of the above / Does not apply		94.5%	13,573





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		2.6%	373
Courier or Delivery Service		15.1%	2,169
Cremation Service Provider		0.6%	93
Dry Cleaning or Laundry Service		24.7%	3,550
Electronics Repair Shop		2.2%	312
Funeral Service Provider		0.8%	108
Information Technology (IT) Service		4.3%	623
Marriage Counselor		0.5%	76
Moving Truck Rental Company		2.1%	303
Mobile or Cell Phone Repair Shop		4.7%	675
Propane Dealer		8.7%	1,248
Self-Storage Facility		7.1%	1,015
Sewing and Alterations Shop		6.5%	937
Small Engine Repair Shop		2.7%	391
Shipping Center		17.8%	2,557
None of the above / Does not apply		43.7%	6,272

















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		13.6%	1,949
Church		43.1%	6,193
Community Organization		9.3%	1,334
Community Service or Non-Profit Organization		17.1%	2,457
None of the above / Does not apply		44.7%	6,416















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

Value		Percent	Responses
Electrician		8.8%	1,268
Painting Contractor		9.2%	1,320
Plumber or Plumbing Contractor		9.3%	1,329
None of the above / Does not apply		79.6%	11,430

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		4.3%	620
Concrete Contractor		3.3%	467
Furnace Contractor		2.2%	323
General Contractor		6.6%	943
Handyman		21.2%	3,049
Heating & Air Conditioning Service		21.8%	3,132
Home Security Company		2.9%	421
Junk Removal or Hauling Service		6.0%	855
Kitchen or Bath Remodeling Company		4.8%	688
Landscaping Service		26.8%	3,844
Mover or Moving Company		1.8%	256
New Home Builder		0.4%	58
Remodeling Contractor		4.5%	647
Roofing Contractor		3.7%	529
Septic Tank Contractor		1.3%	193
None of the above / Does not apply		40.1%	5,758



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		14.1%	2,025
Fuel or Oil Home Heating Service		1.8%	252
Furnace Cleaning Service		4.4%	638
Home Theater Installation Service		0.3%	49
Home Gardening Service		10.0%	1,439
House Cleaning Service		18.6%	2,674
Landscaper		17.0%	2,445
Pest Control Service or Exterminator		19.5%	2,806
Pool Cleaning Service		4.7%	672
Shades & Blinds Installation Service		3.7%	529
Television or Internet Service Provider		20.1%	2,886
Water Treatment Supply & Service		1.2%	167
Window & Door Installation Service		3.9%	564
None of the above / Does not apply		37.6%	5,399



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		4.2%	605
Adult Day Care		0.4%	53
Assisted Living Facility		1.1%	161
Nursing Home		0.6%	87
Respite Relief Provider		0.5%	65
Retirement Counselor		0.9%	130
Retirement Home		0.8%	109
Senior Center		6.0%	867
None of the above / Does not apply		87.6%	12,582









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		2.3%	337
None of the above / Does not apply		97.7%	14,023

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 	10.3%	1,482
None of the above / Does not apply 	89.7%	12,878







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		3.4%	493
Animal Shelter		2.4%	342
Bird Seed Store		7.6%	1,094
Pet Groomer		16.2%	2,323
Pet Sitter		3.2%	461
Pet Store		25.9%	3,725
Veterinarian		32.2%	4,622
None of the above / Does not apply		49.5%	7,114








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	4.5%	650
Real Estate Brokerage Firm	1.2%	169
None of the above / Does not apply	94.9%	13,632

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%	304
Estate Liquidator		0.6%	82
Mortgage Banker		3.3%	467
Mortgage Broker		2.8%	406
Real Estate Appraiser		3.6%	512
None of the above / Does not apply		90.9%	13,047

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		56.0%	8,039
Family Style Restaurant		53.6%	7,692
Food Cart / Food Truck		10.7%	1,535
Fine Dining Restaurant		28.4%	4,079
Restaurant with Lounge or Bar		27.4%	3,936
Pizza Restaurant		58.2%	8,354
None of the above / Does not apply		15.8%	2,273

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



















Value		Percent	Responses
Art Supply Store		10.5%	1,506
Consignment Shop		11.0%	1,581
Craft Supply Store		21.4%	3,074
Bookstore		31.8%	4,570
Christian Book Store		3.6%	510
Computer Store		8.6%	1,239
Department Store		48.8%	7,013
Discount Store		37.1%	5,322
Drugstore or Pharmacy		73.4%	10,544
Fabric Store		12.1%	1,742
Florist		6.2%	890
Gift Shop		7.4%	1,057
Gun Shop		5.4%	778
Hobby Shop		10.6%	1,517
Marijuana Dispensary		5.9%	854
Mobile Phone Store		10.6%	1,527
Shopping Center		35.4%	5,086
Thrift Store		20.2%	2,901
Wholesale, Warehouse or Club Store		43.2%	6,198
Yarn Store		3.5%	508
Yard Equipment Store		11.6%	1,672

Value		Percent	Responses
Vitamin or Supplement Store		10.8%	1,549
None of the above / Does not apply		5.9%	852
Equipment Rental Store		1.8%	265
Gold/Silver/Precious Metal Dealer		1.5%	220
Military Surplus Store		0.9%	133
Monument or Memorial Company		0.6%	89
Pawn Shop		1.2%	169
Religious Supply or Gift Shop		2.2%	314
Survival Store		0.6%	90
Security Service		0.8%	122

What services do you plan to use from local restaurants over the NEXT 3 MONTHS?
 (Check all that apply.)

Value		Percent	Responses
Home delivery with fee		27.7%	3,974
Free delivery		41.8%	6,008
Drive-thru		59.8%	8,587
Carryout		64.5%	9,269
Curbside carryout		58.1%	8,336
Other		1.7%	247
None of the above / Does not apply		9.9%	1,423

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		36.8%	5,290
Carpet Store		3.4%	484
Fireplace, Wood Stove or Barbeque Store		2.1%	308
Flooring Store		5.5%	795
Furniture Store		9.6%	1,374
Hardware Store		42.9%	6,162
Home & Garden Center		57.0%	8,182
Home Decor Store		10.7%	1,536
Hot Tub or Spa Dealer		1.4%	203
Major Appliance Store		5.3%	760
Mattress or Bedding Store		5.4%	782
Outdoor Furniture Store		4.8%	689
Plant Nursery & Garden Supply Store		38.0%	5,458
Paint Store		13.8%	1,975
Tool Rental Center		1.8%	252
TV & Appliance Store		3.5%	497
Vacuum Store		1.9%	272
None of the above / Does not apply		18.6%	2,677




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

Value		Percent	Responses
Clothing Accessory Store		13.2%	1,899
Clothing Store		52.9%	7,590
Eyewear & Opticians Store		21.7%	3,118
Jewelry Store		3.7%	526
Shoe Store		30.1%	4,318
None of the above / Does not apply		35.1%	5,034

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		7.1%	1,015
Insurance Agency		5.5%	796
Legal Firm or Attorney		5.2%	747
Tax Advisor		4.9%	700
None of the above / Does not apply		83.0%	11,924

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

Value		Percent	Responses
Employment or Staffing Agency		3.3%	471
Life Coach		1.0%	139
None of the above / Does not apply		96.0%	13,781







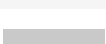

Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.1%	14
Purchase New Class B RV		0.1%	11
Purchase New Class C RV		0.2%	23
Purchase New Travel Trailer or 5th Wheel		0.3%	45
Purchase New Camper Shell		0.1%	10
Purchase Used Class A RV		0.2%	32
Purchase Used Class B RV		0.2%	28
Purchase Used Class C RV		0.3%	38
Purchase Used Travel Trailer or 5th wheel		0.4%	60
Purchase Used Camper Shell		0.1%	14
None of the above / Does not apply		98.8%	14,181

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		2.6%	374
New Luxury Vehicle - Under \$50,000		0.8%	109
New Luxury Vehicle - \$50,000 - \$75,000		0.7%	98
New Luxury Vehicle - Over \$75,000		0.2%	33
New Van		0.1%	8
New Minivan		0.2%	30
New SUV		2.8%	398
New Truck		0.8%	110
New Hybrid or Electric Vehicle		0.9%	132
Used Car		3.7%	536
Used Luxury Vehicle - Under \$30,000		0.7%	102
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	70
Used Luxury Vehicle - Over \$50,000		0.1%	15
Used Van		0.1%	20
Used Minivan		0.3%	48
Used SUV		2.2%	317
Used Truck		1.2%	171
Used Hybrid or Electric Vehicle		0.7%	95
None of the above / Does not apply		87.5%	12,561

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

Value		Percent	Responses
Compact car		1.9%	277
Full-size car		1.3%	189
Luxury vehicle (any size)		1.2%	179
Midsized car		2.3%	337
Pickup truck		1.8%	259
Sport utility vehicle (SUV)		8.5%	1,217
Van or minivan		0.8%	116
None of the above		82.1%	11,786



Total: 14,360

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		3.9%	564
Ford		4.4%	639
Honda		5.4%	774
Hyundai		3.0%	434
Subaru		4.1%	582
Toyota		6.9%	994
None of the above / Does not apply		80.2%	11,521
Acura		1.2%	169
Audi		1.1%	160
BMW		1.4%	203
Buick		1.1%	155
Cadillac		0.9%	129
Chrysler		0.7%	107
Dodge		1.6%	235
Fiat		0.1%	18
GMC		2.0%	291
Infiniti		0.6%	91
Jeep		1.7%	240
Kia		2.1%	302
Land Rover		0.5%	68
Lexus		1.7%	249























Value		Percent	Responses
Lincoln		0.7%	107
Mazda		1.4%	201
Mercedes-Benz		1.1%	157
Mini		0.1%	21
Mitsubishi		0.3%	39
Nissan		2.4%	346
Porsche		0.4%	57
Saab		0.1%	12
Scion		0.1%	11
Suzuki		0.1%	19
Tesla		1.0%	140
Volkswagen		1.1%	162
Volvo		0.9%	133

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

Value		Percent	Responses
Yes		4.8%	688
No		95.2%	13,672















Total: 14,360

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







Value		Percent	Responses
Office Equipment		6.4%	923
Printer		5.1%	729
Ink or Printer Cartridges		39.8%	5,717
Headphones		7.7%	1,103
Smartphone Charger		4.5%	641
Batteries for Electronics		30.5%	4,386
None of the above / Does not apply		41.1%	5,898
Home Theater System		0.7%	100
GPS Device (Handheld or In-Vehicle)		0.9%	126
Satellite Radio		1.1%	151
Satellite TV System		0.2%	35
Stereo System (Home)		0.6%	88
Wi-Fi for Home		2.6%	371
Portable Speakers		1.5%	221
Wireless Speakers		2.1%	306
Smartwatch		2.5%	360
Phone or Tablet Controlled Home Tech Products		2.2%	312
Noise Canceling Headphones		2.7%	387
Phone Calling Card		0.9%	133
Compact/Mini Projector		0.4%	51
Wearable Electronics		0.9%	123
Healthcare Device		2.9%	418

Value		Percent	Responses
Surge Protector		2.9%	414
Aerial Drone		0.8%	110
ShortWave Radio		0.3%	36
Wireless Hotspot		1.0%	142
Assistive Technology for Hearing		2.0%	286
Virtual Reality Headset		0.3%	49
Smart Sports Equipment		0.2%	33





















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		0.6%	82
Camera (Digital) SLR		1.0%	140
Camera Accessories or Supplies		1.1%	163
Camera Lens		0.8%	122
Computer Accessories		4.3%	624
Computer Software		3.2%	464
E-Reader (Kindle or Similar)		1.2%	174
Tablet (iPad or Similar)		4.2%	605
Personal Computer		2.8%	396
Laptop Computer		6.4%	918
TiVo or DVR		0.4%	64
4K Ultra HD TV		3.0%	432
Smart TV		3.9%	556
None of the above / Does not apply		78.6%	11,294

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		11.4%	1,638
Conventional Cell Phone		2.9%	417
Prepaid Cell Phone		0.7%	99
Unlocked Cell Phone		1.1%	152
Large-Screen Smartphone		1.9%	268
None of the above / Does not apply		84.3%	12,110






















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		2.1%	307
Necklaces		2.3%	328
Engagement Rings		0.2%	34
Wedding Rings		0.5%	65
Rings (Other)		1.7%	238
Earrings		5.4%	779
Pendants		1.0%	138
Celtic Jewelry		0.8%	109
Diamond Jewelry		1.1%	152
Silver Jewelry		1.8%	261
Gemstone Jewelry		1.2%	168
Pearl Jewelry		0.4%	60
Men's Jewelry		0.5%	75
Costume Jewelry		3.8%	544
Designer Jewelry		1.0%	144
Jewelry Box or Organizer		0.5%	70
Men's High-End Watch		0.4%	62
Women's Watch		1.3%	182
Women's Jewelry		4.1%	582
None of the above / Does not apply		86.1%	12,371



















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	7.0%	1,010
Crop Insurance	0.1%	10
Dental Insurance	1.8%	252
Disability Insurance	0.3%	43
Homeowner Insurance	5.4%	779
Life Insurance	2.2%	320
Medical (Health) Insurance	1.7%	241
Medicare	1.5%	219
Long Term Care Insurance	0.8%	111
Pet Insurance	0.8%	122
Renters Insurance	1.3%	191
Agriculture Insurance	0.1%	18
Professional Liability Insurance	0.6%	86
None of the above / Does not apply	86.0%	12,356
















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		3.0%	431
Family Practice Doctor		5.7%	819
Optometrist		4.0%	574
Primary Care Provider		5.9%	841
Drugstore or Pharmacy		6.1%	871
None of the above / Does not apply		80.1%	11,507
Acupuncture		1.6%	230
Audiologist		1.4%	196
Counseling & Mental Health Specialist		1.9%	271
Geriatric Specialist		0.3%	44
Home Healthcare		0.2%	29
Hospital		0.8%	114
Medical Clinic		1.7%	249
Pediatric Dentist		0.3%	50
Pediatrician		0.7%	94
Wellness Business		0.4%	61
Substance Abuse Treatment Provider		0.1%	15
Weight Loss Service		1.0%	141
Alternative Care Provider		0.6%	88
Physical Therapy or Rehabilitation service provider		1.8%	254
Hearing Aid Center		1.7%	237






















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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		0.9%	131
Bankruptcy Attorney		0.5%	65
Banking, Partnership & Business Law Attorney		1.4%	202
Child Support Attorney		0.3%	41
Criminal Law Attorney		0.1%	20
Disability & Social Security Attorney		0.4%	61
Divorce & Family Law Attorney		0.8%	111
DWI, DUI, OWI, OUI Attorney		0.1%	14
Employment Discrimination or Labor Issues Attorney		0.4%	59
General Practice Attorney		1.8%	256
Intellectual Property Attorney		0.2%	23
Malpractice Attorney		0.1%	19
Patent, Trademark & Copyright Attorney		0.2%	23
Probate Attorney		0.8%	109
Real Estate Attorney		1.9%	276
Taxation Attorney		0.6%	90
Wills, Trusts & Estates Attorney		15.0%	2,159
None of the above / Does not apply		78.8%	11,321



















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

Value		Percent	Responses
Dental Checkup		51.4%	7,376
Teeth Cleaning		45.5%	6,536
Cavity Filling		8.1%	1,168
Crown		8.2%	1,174
Oral Surgery		2.2%	320
Braces		2.3%	326
Composite Bonding		1.0%	144
Dental Implants		4.8%	690
Dental Veneers		0.4%	55
Dentures		1.8%	252
Full Mouth Reconstruction		0.3%	38
Inlays or Onlays		0.3%	36
Smile Makeover		0.2%	31
Teeth Whitening		2.4%	345
None of the above / Does not apply		24.8%	3,556












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		50.3%	7,218
Purchase Health Related Products		8.5%	1,225
Use Physical Rehabilitation Services		3.3%	479
Purchase Health and Wellness Supplements		17.2%	2,464
Receive Treatment for Back Pain		5.2%	748
Have an Eye/Vision Exam		32.9%	4,723
Purchase Prescription Eyeglasses		16.3%	2,344
Purchase Prescription Contact Lenses		5.3%	768
Have an Annual Physical or Checkup		28.7%	4,125
Have X-Rays Taken		4.1%	586
Have a Scheduled Surgery		3.7%	527
Have Blood Drawn for Testing		27.9%	4,009
Plan to Visit a Hospital for any Medical Service or Procedure		5.9%	842
Have Foot Problems Diagnosed or Treated		5.6%	811
Senior Travel		4.2%	596
Purchase Allergy Medications		16.1%	2,308
Use Personal Trainer or Instructor		4.3%	619
Cardiovascular Treatment		4.5%	640
Cancer Treatment		3.5%	500
Chiropractic Care		10.8%	1,555
Do Corrective Exercises		5.0%	712









Value		Percent	Responses
Purchase Diabetes Testing Supplies		5.7%	816
Get Vaccinations at Drug Store or Pharmacy		7.6%	1,090
Discretionary Health Care and Wellness Services and Products		5.0%	715
Purchase Marijuana		4.1%	591
Purchase Vitamins		38.6%	5,542
Purchase Anti Anxiety Medication or Supplements		5.9%	851
None of the above / Does not apply		19.1%	2,746
Purchase Elder Care-Related Products or Services		1.1%	162
Purchase Medical Supplies or Equipment for Home		2.2%	312
Find Home for Aging Parent		0.5%	78
Participate in a Medical Study		1.3%	181
Stop Smoking		1.0%	148
Purchase a Mobility Device		0.5%	66
Receive Treatment for Vehicle or Workplace Injury		0.3%	50
Handicap Accessible Products		1.0%	145
Purchase Orthopedic Shoes		1.1%	158
Purchase Home Medical Testing Equipment or Supplies		1.1%	157
Hire a Personal Care Assistant		0.2%	29
Hire a Caregiver or Respite Worker		0.5%	75
Purchase "Aging in Place" Products		0.7%	103
Purchase a Medical Alert Service		0.4%	58
Have Safety Bars Installed in Bathroom		0.9%	128
Receive Treatment for a Sleep Disorder		2.6%	371

Value		Percent	Responses
Stroke Treatment		0.1%	19
Orthopaedic or Knee Surgery		1.7%	240
Memory or Alzheimer's Care		0.6%	90
Nutritional Counseling		1.3%	189
Spinal and Postural Screening		0.5%	70
Physiotherapy		0.9%	136
Receive Treatment for Substance Abuse		0.2%	29
Purchase Blood Pressure Monitoring Device		1.5%	214
Receive Aquatic Therapy		0.6%	93
Join a Weight Loss Group		1.2%	174
Purchase Weight Loss Supplements		1.2%	167
Purchase Weight Loss Food Plan		0.8%	120
Have Reflexology Treatment		0.5%	78
Hire a Weight Loss Professional		0.5%	73
Have Cataract Surgery		1.8%	255
Have Acupuncture		2.7%	391
Receive Treatment for PTSD		1.0%	147
Purchase Hemp Based Supplements		2.9%	417










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.1%	15
Purchase a "In-the-Ear" Hearing Aid		0.8%	121
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	69
Purchase a Digital Hearing Aid		0.9%	132
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	125
Purchase Hearing Aid Cleaning Supplies		1.1%	160
Purchase Hearing Aid Batteries		4.7%	676
Purchase a "In-the-Canal" Hearing Aid		0.6%	90
Purchase a Analog Hearing Aid		0.1%	11
Have a Hearing Exam		8.0%	1,155
None of the above / Does not apply		87.4%	12,546














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		0.5%	69
Pre-purchase a Funeral Plot or Cremation Service		2.5%	366
Purchase a Monument or Headstone		0.6%	91
Use a Funeral Planner		0.8%	122
Purchase Flowers for a Funeral		0.7%	95
Use a Cremation Service		0.8%	112
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	33
None of the above / Does not apply		95.0%	13,648

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%	79
Move into a Assisted Living Facility		0.4%	58
Move into a Nursing Home		0.2%	23
Move into a Alzheimer's Care Facility		0.1%	16
Move Into a Hospice Facility		0.1%	12
Hospice to your Home or House		0.3%	39
Move into Residential Care Home		0.1%	17
Utilize a Respite Provider		0.4%	59
None of the above / Does not apply		98.3%	14,111













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		1.5%	222
Open Savings Account		1.9%	276
Online Banking		47.9%	6,881
Manage Investments		21.0%	3,022
Manage Retirement Accounts		21.7%	3,110
Mortgage Line of Credit		2.6%	377
Financial Consulting		13.2%	1,901
Financial Services		12.2%	1,749
Safe Deposit Box Rental		4.6%	667
Obtain New Credit Card		1.6%	232
Payday Loan or Check Cashing Business		0.2%	26
Use Vehicle Title Loan Company		0.3%	47
None of the above / Does not apply		35.0%	5,024

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

Value		Percent	Responses
Annuities		2.9%	416
Certificates of Deposit		6.7%	961
City or State Bonds		1.9%	279
Collectibles, Antiques or Art		1.2%	168
Common or Preferred Stock		10.2%	1,468
Corporate Bonds or Debentures		2.3%	325
401(k)		18.2%	2,618
Gold or Precious Metals		1.4%	202
IRA		11.8%	1,688
Money Market Funds		9.7%	1,388
Mutual Funds		13.2%	1,894
Non-US Stocks		2.0%	285
Options		0.8%	110
US Savings Bonds		1.3%	184
US Treasury Notes		1.5%	210
Coins or Stamps		1.5%	211
None of the above / Does not apply		60.1%	8,637

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		0.1%	16
Business Equipment Loan		0.3%	50
Carpeting or Furniture Loan		0.2%	27
College Expenses Loan		0.7%	100
College Tuition Loan		1.7%	244
Debt Consolidation Loan		1.5%	214
Medical Expenses Loan		0.1%	21
New Vehicle Loan		2.3%	332
Used Vehicle Loan		2.2%	314
Vacation or Travel Loan		0.1%	19
Wedding Loan		0.1%	14
None of the above / Does not apply		92.6%	13,294

Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		24.2%	3,472
Nail Polish		8.4%	1,212
Eyewear or Sunglasses		21.8%	3,132
Handbags		7.3%	1,043
Hats		4.3%	612
Intimate Apparel		10.6%	1,519
Jewelry or Accessories		6.2%	887
Perfume		4.3%	615
Men's Apparel		27.6%	3,962
Men's Shoes		18.0%	2,586
Men's Underwear		14.4%	2,072
Women's Apparel		44.0%	6,314
Women's Pajamas or Sleepwear		11.3%	1,629
Women's Shoes		29.8%	4,284
Women's Underwear		19.4%	2,786
Socks		17.4%	2,495
Outerwear		4.7%	674
None of the above / Does not apply		28.1%	4,028
Coats		2.4%	351
Watches		1.9%	280
Luggage or Bags		1.8%	264

Value		Percent	Responses
Scarves		1.8%	256
Uniforms		1.4%	195
Western Clothing		1.5%	213








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		1.5%	211
Children's Pants		5.7%	817
Children's T-Shirts		8.7%	1,252
Children's Dresses		4.2%	596
Children's Pajamas or Sleepwear		5.3%	766
Children's Socks		4.7%	673
Children's Shorts		8.3%	1,190
Infant Clothing		4.8%	691
Children's School Uniform		1.0%	140
Children's Athletic Clothing		5.8%	831
None of the above / Does not apply		84.2%	12,091























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)		25.0%	3,585
Boots (Men's)		2.1%	302
Cowboy Boots (Men's)		0.7%	95
Work & Safety (Men's)		2.6%	371
Sneakers		14.2%	2,044
Classic & Fashion Sneakers (Women's)		9.6%	1,379
Work & Safety (Women's)		1.8%	253
Cowboy Boots (Women's)		0.6%	82
Athletic & Outdoor Shoes (Women's)		28.1%	4,031
Athletic & Outdoor Shoes (Children's)		6.9%	995
Cowboy Boots (Children's)		0.1%	21
None of the above / Does not apply		48.4%	6,953

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		10.1%	1,454
Have Clothing Dry Cleaned		23.9%	3,434
Have Shoes Repaired		6.1%	882
Rent or Purchase a Costume		0.3%	36
Wash Clothing at a Laundromat		3.6%	510
Purchase Custom Made Clothing Items		0.6%	81
None of the above / Does not apply		67.5%	9,687

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.8%	540
Bicycle Tune-Up or Repair		8.0%	1,146
Camping or Hiking Equipment		4.8%	688
Exercise or Fitness Equipment		6.6%	948
Fishing Bait or Attractant		5.7%	820
Fishing Accessories		7.2%	1,032
Golf Clubs or Equipment		5.5%	795
Ammunition		7.5%	1,080
Swimming Gear		4.5%	651
Hand Gun		3.2%	457
None of the above / Does not apply		64.2%	9,224
Archery Equipment		0.8%	109
High End Bicycle		0.4%	55
Bicycle Rental		0.8%	111
Fishing Rods or Reels		2.9%	418
Hunting Gear		0.9%	131
Running or Jogging Equipment		2.9%	422
Soccer Equipment		0.9%	131
Sports Equipment (Children)		1.8%	253
Trampoline		0.3%	45
Trophies or Plaques		0.2%	25
Weight Lifting Equipment		2.7%	384























Value		Percent	Responses
Used Sporting Equipment		1.1%	155
Rifle		1.2%	176
Shotgun		1.3%	183











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		33.6%	4,823
Bedding Flowers or Perennials		45.5%	6,529
Fertilizer		27.9%	4,000
Flower Pots		18.5%	2,655
Garden Ornaments		6.6%	946
Gravel or Rock		9.8%	1,408
Hand Garden Tools		9.3%	1,342
Landscaping		11.8%	1,692
Indoor Garden Supplies		3.4%	491
Decorative Rock		6.8%	973
Lawn Seed, Turf or Sod		8.7%	1,252
Outdoor Furniture		5.6%	805
Outdoor Grill		3.9%	554
Patio Furniture		5.2%	748
Propane		13.8%	1,988
Shrubbery or Trees		9.4%	1,344
Stone (Cast, Crushed or Natural)		3.1%	440
Insect or Fungus Control Products		10.0%	1,434
None of the above / Does not apply		27.7%	3,977
Chainsaw		0.9%	125
Fountains		1.5%	214
Gate		1.2%	172























Value		Percent	Responses
Gazebo		0.5%	69
Insects (Bees or Other Beneficial Species)		1.6%	232
Outdoor Fireplace or Fire Pit		2.0%	290
Patio Heater		0.5%	73
Outdoor Infrared Heater or Fireplace		0.3%	48
Outdoor Smoker		0.6%	87
Outdoor Kitchen Equipment		0.4%	62
Outdoor Entertainment Center		0.3%	37
Patio Cover, Awning or Canopy		1.9%	275
Pole Shed		0.2%	33
Portable Outdoor Heater		0.2%	30
Power Garden Tools		1.3%	183
Lawn Mower (Push)		2.1%	308
Lawn Mower (Riding)		0.5%	66
Rototiller		0.4%	52
Screen Porch		0.6%	93
Storage Shed		2.0%	291
Leaf Blower		1.2%	167
Outdoor Garden Flags		1.8%	252
Snow Blower		0.2%	22
Greenhouse		0.6%	90

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

Value		Percent	Responses
Any Pet-Related Products or Services		13.3%	1,912
Bird Seed		13.3%	1,917
Cat Food		23.6%	3,391
Dog Food		32.4%	4,659
Fish Food		3.1%	439
Specialized Pet Food		4.5%	650
Other Pet Food		4.6%	655
Pet Accessories		7.7%	1,103
Pet Toys		11.3%	1,629
Annual Pet Vaccinations		20.5%	2,939
Annual Pet Checkups		19.9%	2,857
Adopt or Rescue a Pet		3.7%	538
Purchase Pet Medication		9.3%	1,331
None of the above / Does not apply		42.8%	6,153
Pet Clothing		1.0%	142
Pet Enclosure		0.4%	56
Aquarium or Tank		0.5%	75
Fish Supplies		1.9%	271
Disease Diagnosis		0.6%	86
Pet Travel Cage		0.4%	58
Pet Travel Accessories		0.4%	60
Cremation or Burial Services		0.3%	49

Value		Percent	Responses
Purchase a Pet		0.8%	118
Holistic or Alternative Pet Care		0.4%	60
Board a Pet Overnight		2.7%	385
Pet Tracking Device		0.4%	58
Pet Dental Care		2.9%	418
Animal Training Classes		1.8%	254
Hemp Based Pet Supplements		0.8%	111
THC Based Pet Supplements		0.5%	70
Holistic or Alternative Pet Supplements		0.5%	78
Anti Anxiety or Stress Pet Medication for Holidays		1.2%	172









Which of the following do you or anyone in your household plan for your home in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Add or Replace Deck		3.0%	428
Add a Fence or Wall Structure		5.6%	797
Remodel Bathroom		5.5%	788
General Remodeling		4.2%	607
Replace Carpet		4.2%	610
Replace Flooring		5.3%	760
Replace Windows		3.0%	433
None of the above / Does not apply		69.9%	10,033
Add a Room		0.4%	55
Add a Home Office		0.7%	101
Remodel Kitchen		2.7%	387
Cabinet Refacing or Resurfacing		1.9%	275
Refinish Bathtub		0.9%	135
Install a Glass Shower		1.3%	185
Remodel or Finish Basement Living Area		0.7%	107
Replace Garage Door		1.2%	170
Build a Garage		0.4%	59
Build Out-Building		0.4%	59
Build a Storage Shed		1.9%	274
Have Furniture Restored		1.6%	228
Switch from Gas to Electric		0.1%	18
Switch from Electric to Gas		0.3%	42






















Value		Percent	Responses
Install a Stair Lift		0.1%	18
Install "Aging In Place" Products		0.8%	118
Install a Solar Energy System		0.4%	62
Install Security or Monitoring System		0.7%	104
Resurface or Build New Driveway		1.8%	255
Stone or Marble Work (Bathroom or Kitchen)		0.9%	124
Sealcoating		1.8%	264
Asphalt Repair		1.3%	189
Asphalt Resurfacing		1.3%	184
Residential Paving		0.7%	104
Build a "Tiny House"		0.2%	29
Install Handicap Accessible Addition		0.2%	22

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

Value		Percent	Responses
Ceramic Tile		3.7%	535
Decking		3.8%	542
Doors (Exterior)		3.8%	549
Fencing		5.6%	802
Hand Tools		5.0%	724
Lighting and Fixtures		5.3%	758
Lumber		6.4%	925
Paint (Exterior)		9.4%	1,351
Paint (Interior)		16.2%	2,332
Plumbing Supplies		4.0%	579
Screen Door		3.4%	483
None of the above / Does not apply		57.7%	8,284
Circular Saw		0.4%	56
Doors (Interior)		2.1%	303
Electrical Supplies		2.8%	409
Furnace		0.6%	79
Generator		0.8%	114
Hardwood Products		2.4%	340
Home Security Doorbell Camera		2.1%	307
Kitchen Cabinets		1.8%	253
Lock Sets		1.9%	271






















Value		Percent	Responses
Mill Work		0.8%	116
Molding		2.3%	326
Plywood		2.5%	365
Power Tools		1.8%	253
Rain Gutters		2.0%	288
Roofing (Composition)		1.4%	201
Roofing (Other)		0.9%	134
Security Door		0.7%	97
Security Locks		0.7%	101
Security Window Film		0.2%	23
Siding		0.9%	123
Solar Screen		0.3%	36
Water Softener System or Supplies		1.4%	198
Wet or Dry Vacuum		0.9%	135
Wood Stove or Fireplace		0.4%	52
Window Guards		0.2%	23
Windows (Double-Hung)		1.3%	193
Windows (Casement)		0.9%	127
Windows (Picture)		0.4%	61
Windows (Slider)		0.8%	121
Windows (Bay or Bow)		0.3%	45















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		5.6%	804
Air Duct Cleaning		4.8%	692
Appliance Repair		3.3%	477
Carpet Cleaning		10.5%	1,507
Electrical Repair		3.7%	529
Furnace Cleaning		4.2%	604
Gardening Services		7.8%	1,125
Handyman Services		13.2%	1,894
Home Repair		4.4%	632
None of the above / Does not apply		54.4%	7,807
Alternative Energy Systems Installation		0.4%	52
Alternative Energy Systems (Service or Repair)		0.2%	33
Blinds Cleaning		1.8%	260
Carpenter or Woodworking		2.4%	341
Chimney Cleaning		2.1%	302
Concrete Repair		2.8%	404
Drywall Installation or Repair		2.2%	315
Electrical Panel Replacement		0.5%	73
Excavation & Wrecking		0.2%	28
Fire & Water Damage Restoration		0.3%	49
Flooring - Ceramic Tile (Installation or Repair)		1.7%	246

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.4%	340
Flooring - Linoleum (Installation or Repair)		0.8%	109
Flooring - Wood (Installation or Repair)		2.2%	312
Flooring - Other (Installation or Repair)		1.8%	252
Foundation Repair		0.9%	134
Furnace Repair		0.8%	110
Furniture Reupholster		1.0%	137
Gutter Installation or Repair		2.2%	310
Heating Repair		0.6%	79
Home Computer Repair		1.1%	162
Home Electronics Repair		0.3%	40
Home Heating Oil or Fuel Service		0.5%	77
Home Remodel		1.8%	265
























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		13.6%	1,950
Junk or Yard Waste Removal		6.7%	964
Recycle		6.7%	958
Landscaping Service		15.4%	2,215
Painting		10.2%	1,459
Pest Control		10.7%	1,533
Plumbing Repair		4.6%	655
Pressure Washing		6.0%	862
Preventative Home Maintenance		3.1%	444
Trash Removal		7.4%	1,061
Computer Repair		3.8%	542
None of the above / Does not apply		47.7%	6,854
Home Security Service		1.8%	256
Insulation Installation or Maintenance		0.7%	98
Interior Design		1.0%	140
Sell Scrap Metal		1.0%	146
Movers		1.4%	200
Mold Inspection or Removal		0.5%	68
Party Equipment Rental		0.1%	21
Pool Cleaning Service		2.8%	399
Roof Repair		2.3%	332

Value		Percent	Responses
Security System		1.1%	154
Septic Tank Cleaning or Repair		1.0%	148
Siding Replacement		0.7%	99
Snow Removal		0.1%	17
Solar Heating or Power System Installation or Repair		0.3%	44
Stucco or Exterior Coating		0.3%	38
Tool Rental		0.9%	126
Tornado or Storm Shelter Building or Repair		0.0%	7
Water Well Drilling		0.1%	12
Waterproofing		0.4%	58
Window Installation		2.0%	290
Window Tinting for Home		0.2%	26
Yard Equipment Rental		1.1%	159
Mobile or Cell Phone Repair		1.5%	217
























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)		3.2%	464
Emergency Preparedness Kit or Supplies		3.1%	444
Batteries (Home or Office)		26.3%	3,771
Candles		8.3%	1,198
Carpeting		3.5%	497
Rugs		4.6%	660
Curtains or Drapes		5.0%	712
Furniture (Living Room)		4.5%	648
Storage Boxes or Tubs		4.2%	609
Floral Arrangements		3.5%	503
Picture Frames		3.8%	552
Linens (Bathroom)		4.1%	592
Indoor Flowers		4.8%	688
None of the above / Does not apply		51.0%	7,323
Air Conditioning (Buy)		2.5%	354
Awning		0.9%	135
Firewood		1.5%	218
Oriental Carpating		0.2%	34
Flooring Tile		2.1%	307
Hardwood Flooring		1.6%	226
Rugs (Persian)		0.4%	57

Value		Percent	Responses
Clocks		1.5%	218
Closet System		1.3%	190
Cutlery, Flatware or Silverware		1.3%	187
Ductless Heat Pumps		0.2%	27
Fire Extinguisher		2.3%	329
Fine Art (Paintings, Pottery, Etc.)		1.4%	199
Custom Built Furniture		0.4%	62
Reconditioned Furniture		0.4%	63
Furniture (Bedroom)		2.5%	366
Furniture (Children's)		0.6%	84
Crib		0.3%	36
Furniture (Dining Room)		1.1%	151
Furniture (Home Office)		1.5%	216
Furnace		0.7%	101
Futon		0.3%	50
Safe		0.6%	93
Laminate Flooring		2.2%	323
Hot Tub or Spa (Used)		0.1%	20
Sewing Machine		0.9%	133
Reclining Chair		2.3%	336
Wallpaper		0.6%	87
Signs or Banners		0.5%	68
Hot Tub or Spa (New)		0.4%	57

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.6%	223
Tankless Water Heater		0.8%	119

















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		5.6%	797
Linens (Bedroom)		6.6%	951
Window Coverings		3.2%	466
None of the above / Does not apply		75.9%	10,900
Gas Burning Freestanding Stoves		0.1%	18
Water Purification System (Drinking)		0.6%	80
Solar Water Heater		0.1%	21
Latex Mattress		0.2%	32
Innerspring Mattress		2.6%	367
Pillow Top Mattress		1.8%	252
Foam Mattress		1.8%	256
Memory Foam Mattress		1.9%	278
Gel Mattress		0.8%	117
Twin Size Bed		0.7%	95
Queen Size Bed		2.4%	338
King Size Bed		1.8%	265
Water Heater		1.3%	191
Smoke Alarm or Detector		1.8%	260
Remote Home Monitoring Video Camera		0.8%	119
Shutters		0.8%	118
Reclaimed Wood Furniture		0.3%	36
Patriotic Flags		1.9%	274
Sports Team Flags		0.6%	89

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














Value		Percent	Responses
Paintings		3.7%	528
Fine Art		1.8%	259
Photographs		3.6%	516
Pottery		2.0%	289
Blown Glass		1.1%	159
Stone Carvings		0.4%	52
Sculpture		0.8%	110
Artistic Wall Decor		3.9%	564
Wood Carvings		0.6%	82
Poster Art		1.5%	218
Religious Art		0.6%	86
Stained Glass		0.9%	123
Ceramics		1.4%	202
Metal Work Art		1.2%	173
Music Memorabilia		0.8%	112
Movie Memorabilia		0.6%	80
None of the above / Does not apply		87.6%	12,573

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		3.1%	449
Portable Dishwasher		0.1%	19
Dishwasher		3.0%	429
Freezer		1.1%	161
Range		2.1%	298
Range Hood		1.1%	159
Wall Oven		0.6%	91
Washer		2.1%	301
Dryer		1.7%	242
Blender		1.8%	257
Instant Pot		1.7%	240
Microwave		3.0%	431
Window Air Conditioner		1.0%	147
Coffee or Espresso Machine		3.5%	507
Vacuum Cleaner		2.3%	335
None of the above / Does not apply		81.6%	11,721















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

Value		Percent	Responses
Battery		3.6%	512
Tires		6.2%	896
Wiper Blades		13.2%	1,897
None of the above / Does not apply		73.4%	10,540
Aftermarket Products		2.3%	336
Canopy		0.1%	17
Child Car Seat		0.6%	93
Floor Mats		2.7%	389
Grill Guard		0.1%	20
Ground Effects		0.1%	11
Lights		1.1%	165
Mirror(s)		0.3%	46
Motorcycle Accessories		0.7%	98
Motorcycle Parts		0.8%	122
Performance Parts		0.5%	72
RV Accessories or Supplies		1.3%	184
Roof Rack (For Bike, Kayak, Etc.)		0.5%	67
Roof Rack (Luggage or Equipment Container)		0.3%	43
Running Boards		0.2%	29
Seat Covers		1.4%	199
Spoiler		0.0%	3
Step Bar		0.1%	17























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.4%	57
Tool Box		0.2%	23
Trailer Hitch		0.7%	100
Truck Bed Liner		0.1%	18
Visor		0.1%	19
Wheels or Rims		0.5%	69
Winch		0.1%	14
Window Tinting Equipment (Auto)		0.3%	43
Cargo Trailer (Vehicle Hauler)		0.0%	6
Cargo Trailer (Flat)		0.1%	14
Cargo Trailer (Motorcycle)		0.1%	10
Cargo Trailer (Boat)		0.1%	10
Cargo Trailer (Box)		0.2%	23

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		6.3%	898
60,000 Mile Service		6.6%	953
100,000 Mile Service		5.2%	749
Auto Detailing		5.1%	735
Auto Repair (General)		5.2%	748
Alignment		3.6%	520
Brake Replacement, Adjustment		3.4%	490
Car Wash		39.1%	5,619
Gas or Service Station Services		13.9%	1,991
Oil Change or Lube		39.4%	5,651
Preventative Maintenance		13.0%	1,865
Safety Inspection		5.3%	755
Tire Mounting or Installation		3.6%	519
Tune-Up		6.4%	914
Windshield or Glass Repair		3.0%	429
None of the above / Does not apply		27.7%	3,984
Auto Warranty Work (Work Covered by Warranty)		2.4%	349
Body Work		2.6%	379
Car Rental		1.2%	178
DEQ Inspection		0.7%	101
Electrical Repair		0.6%	91
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	72

Value		Percent	Responses
Motor Repair or Replacement		0.3%	45
Motorcycle Repair		0.5%	72
Muffler		0.4%	51
Painting		0.7%	98
RV Maintenance or Service		1.0%	145
Shocks		0.8%	115
Smog Check		1.0%	149
Stereo Installation		0.4%	60
Transmission or Clutch Repair		0.5%	65
Upholstery Repair		0.7%	104
Vehicle Air Conditioning Repair		1.0%	140
Vehicle Storage		0.4%	53
Vehicle Towing		0.3%	39
Windshield or Window Tinting		0.7%	105

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		7.7%	1,108
CarFax		11.6%	1,670
CarGurus.com		5.7%	824
CarMax.com		8.6%	1,239
Cars.com		6.6%	945
Craigslist Auto		5.3%	763
KBB.com		6.4%	916
Edmunds.com		7.7%	1,106
Local Dealer Site		35.1%	5,041
Other Local Website		4.0%	575
None of the above / Does not apply		51.4%	7,383
Yahoo! Autos		0.3%	40
Automotive.com		0.7%	107
Autoblog.com		0.3%	45
CarsDirect.com		1.1%	161
eBay Motors		1.3%	190
Facebook Dealer Page		1.8%	254
MotorTrend.com		1.4%	206
UsedCars.com		2.2%	314
Local TV Site		0.7%	102
Local Radio Site		0.3%	48
The Car Connection		0.4%	52


















Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bath and Body Products		36.2%	5,201
Beauty Products		27.6%	3,957
Cosmetics		31.1%	4,468
Babysitting		1.2%	174
Hair Care Products		44.6%	6,399
Hair Coloring		27.9%	4,010
Hair Cut		69.8%	10,028
Manicure		22.8%	3,277
Massage Therapy		15.6%	2,239
Pedicure		29.4%	4,221
None of the above / Does not apply		13.6%	1,946




















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)		37.6%	5,406
Books (Used)		22.6%	3,250
Books (Children's)		9.0%	1,290
Board Games		9.3%	1,337
Lottery Ticket		21.3%	3,065
Collectibles		2.7%	391
Comics		1.5%	218
Graphic Novels		1.9%	269
Computer Games		5.9%	853
Magazines		19.4%	2,793
Toys		6.0%	864
Video Console Games		4.5%	643
None of the above / Does not apply		33.7%	4,833











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.6%	225
Ceramics and Pottery		1.6%	236
Collectables		2.3%	334
Comic Books and Related Collectables		1.1%	162
Do-It-Yourself (DIY)		12.4%	1,779
Games or Puzzles		14.9%	2,137
Beer Brewing Supplies		1.5%	214
Wine Making Supplies		0.7%	94
Jewelry Making Supplies or Beads		2.7%	389
Knitting		5.9%	847
Making Arts and Crafts		7.8%	1,116
Paper Crafts		3.3%	474
Quilting		3.7%	530
Scrapbooking		2.8%	409
Toy Collecting		0.6%	82
Trains, Plane & Car Model Kits		1.7%	238
None of the above / Does not apply		62.4%	8,957

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%	531
Attend Online College or University (Part Time)		2.6%	367
Attend Online Graduate School		1.1%	164
Attend Online Classes at Community College		2.8%	401
Learning Center		0.7%	102
Online Trade School		0.3%	38
Online Continuing Education Courses		5.6%	804
Online Professional Certification or Accreditation Courses		2.8%	406
Online Language Lessons (Adult)		3.1%	440
Online Music Lessons (Adult)		1.5%	213
Attend Paid Online Lecture, Seminar or Special Class		3.5%	496
Online Real Estate Classes		0.7%	104
Online Child Education or Tutoring		2.0%	294
Online Music lessons (Child)		0.7%	100
Online Language Lessons (Child)		0.4%	57
Change Online School		0.1%	14
Attend an Online Religion Based School		0.5%	77
Attend an Online Local Workshop		3.3%	470
None of the above / Does not apply		77.0%	11,057



















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		6.6%	945
Oil paints		2.0%	290
Acrylic Paints		7.7%	1,099
Markers		5.0%	723
Specialty Paper		5.2%	752
Fabric Craft Supplies		7.4%	1,068
Beads		2.5%	355
Art Pencils and Pens		7.2%	1,035
Scrapbooking Supplies		3.1%	442
None of the above / Does not apply		77.5%	11,122























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










Value		Percent	Responses
Bass Guitar		0.3%	38
Clarinet		0.1%	14
Drums		0.4%	57
Flute		0.2%	22
Acoustic Guitar		1.1%	163
Electric Guitar		0.5%	77
Electric Keyboard		0.5%	76
Piano		0.6%	84
Piano (High End)		0.1%	9
Trombone		0.1%	15
Trumpet		0.1%	18
Violin		0.3%	36
None of the above / Does not apply		96.9%	13,914

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		15.7%	2,253
French		6.4%	924
Asian		37.8%	5,428
German		6.7%	964
American (New)		33.6%	4,818
Italian		52.7%	7,572
Cajun or Creole		7.8%	1,120
Indian		12.7%	1,822
Chinese		45.4%	6,524
American (Traditional)		64.2%	9,226
Thai		24.7%	3,554
Middle Eastern		9.5%	1,367
Japanese		16.7%	2,398
Mexican		55.3%	7,945
Vietnamese		10.2%	1,463
Southern		13.8%	1,980
Tex-Mex		21.3%	3,054
Spanish		8.1%	1,167
Mediterranean		19.5%	2,794
None of the above / Does not apply		13.9%	1,999

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












Value		Percent	Responses
Hot Dogs		15.0%	2,151
Fish & Chips		21.4%	3,069
Golf Course Restaurant, Bar or Snack Bar		5.3%	762
Barbeque		30.6%	4,398
Deli		26.3%	3,770
Breakfast or Brunch		35.3%	5,070
Appetizers		29.4%	4,216
Dessert		20.1%	2,884
Chicken Wings		17.7%	2,548
Hamburgers		51.0%	7,320
Chicken		40.3%	5,793
Frozen Yogurt		8.7%	1,252
Live or Raw food		3.6%	511
Tapas or Small Plates		7.2%	1,037
Theme Restaurants		4.8%	692
Soup		22.6%	3,242
Salad		36.1%	5,189
Pizza (Dine In)		11.4%	1,642
Pizza (Delivery)		25.7%	3,695
Steak		24.3%	3,486
Juice or Smoothies		9.5%	1,371
Sandwiches		40.8%	5,866

Value		Percent	Responses
Pizza (Carry Out)		48.2%	6,923
Pizza (Take & Bake)		13.7%	1,971
Seafood		32.4%	4,649
Vegan		3.5%	498
Steakhouse		17.1%	2,457
Sushi		15.0%	2,147
Vegetarian		8.0%	1,144
Pho		7.9%	1,136
None of the above / Does not apply		13.7%	1,963







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		0.4%	55
Purchase Commercial or Business Property		0.3%	41
Purchase Condominium or Townhouse		0.7%	101
Purchase Manufactured or Modular Home		0.2%	26
Purchase Investment Property		0.9%	126
Purchase Personal Residence		1.9%	270
Purchase Custom Built Home		0.5%	65
Purchase Residential Real Estate at an Auction		0.2%	23
Purchase Land or Agricultural Property		0.3%	48
Purchase Vacation Property		0.4%	60
Purchase Other		0.2%	25
None of the above / Does not apply		95.7%	13,746










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%	15
Sell Personal Residence		2.6%	373
Sell Vacation Property		0.6%	89
Sell Condominium or Townhouse		0.5%	70
Sell Investment Property		0.9%	124
Sell Land or Agricultural Property		0.6%	86
Sell Commercial or Business Property		0.3%	39
Sell Manufactured or Modular Home		0.1%	18
Plan to Sell Home in Master-Planned Community		0.2%	22
Sell Other		0.6%	81
None of the above / Does not apply		94.3%	13,545







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		17.8%	48
New home, but outside of development		18.9%	51
New home that I will have contractor build		10.0%	27
Existing home less than 10 years old		52.2%	141
Existing home more than 10 years old		65.6%	177
Other		3.7%	10











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		1.8%	257
Rent House (Residence)		2.3%	324
Rent Manufactured or Modular Home		0.1%	21
Rent or Lease Commercial Property		0.3%	50
Rent Agricultural Land		0.1%	14
Rent Subsidized Housing		0.4%	60
Rent Condo/Townhouse		1.6%	223
Rent Section 8 Housing		0.3%	43
None of the above / Does not apply		94.5%	13,569



















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		3.1%	438
Use a Realtor to Buy Real Estate		1.9%	277
Use a Realtor to Buy and Sell Real Estate		1.8%	262
Plan to Sell Property Myself		1.0%	148
Use a Real Estate Broker		1.1%	163
None of the above / Does not apply		92.8%	13,332

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		1.7%	247
Home Remodel or Renovation Loan		0.6%	91
Business Construction Loan		0.2%	24
Home Construction Loan		0.4%	56
Equity Loan		1.4%	207
Land Loan		0.2%	32
Reverse Mortgage		0.3%	41
Real Estate Loan for existing home		0.8%	119
Refinance Home		4.6%	666
None of the above / Does not apply		91.1%	13,075



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		2.4%	349
Facebook		2.2%	315
Google		3.8%	544
Auction.com		0.7%	103
Homes & Land		1.3%	192
Homes.com		2.7%	391
HomeFinder		4.5%	649
MLS.com		12.1%	1,736
National Real Estate Co. Site		2.4%	343
Local MLS Site		17.7%	2,547
RealEstate.com		4.7%	669
Realtor.com		19.9%	2,855
Realty.com		2.6%	373
Redfin		7.6%	1,096
Trulia		9.8%	1,402
Zillow		35.0%	5,032
ZipRealty.com		0.6%	92
None of the above / Does not apply		52.8%	7,576



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		10.4%	1,487
Apartmentguide.com		4.5%	640
Craigslist		6.2%	894
Forrent.com		0.8%	110
HomeFinder.com		4.6%	664
Hotpads.com		0.9%	124
Rent.com		6.0%	867
Sublet.com		0.2%	35
Trulia		6.6%	947
Zillow		19.6%	2,809
None of the above / Does not apply		71.9%	10,322

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		71.0%	10,197
No, don't know who to call		29.0%	4,163
			Total: 14,360
















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		71.4%	10,256
No, don't know who to call		28.6%	4,104
			Total: 14,360

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		20.4%	2,923
Craft Beer		24.8%	3,561
Champagne		9.5%	1,365
Premium Hard Alcohol or Spirits		21.8%	3,127
White Wine		40.6%	5,825
Red Wine		43.4%	6,233
Major Brand Cigarettes		4.6%	655
Recreational Marijuana		4.3%	623
Marijuana Accessories		1.9%	276
Smokeless Tobacco		1.0%	147
Pipe Tobacco		0.6%	83
Discount Cigarettes		2.1%	305
Discount Hard Alcohol or Spirits		9.1%	1,306
Domestic Beer		28.1%	4,039
Electronic Cigarette Supplies		1.4%	197
Alcoholic Cider		8.0%	1,147
None of the above / Does not apply		27.4%	3,933








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		2.7%	394
Cannabis Edibles		4.1%	583
Cannabis Tinctures		1.3%	193
Cannabis Vaporizers		0.9%	134
Cannabis Cleaning Tools or Supplies		0.3%	47
Cannabis Concentrates		1.2%	169
Cannabis Pre-Rolls		1.2%	174
Organic Cannabis Products		1.0%	147
Cannabis Oil		3.1%	448
Cannabis Beauty & Skin Care Products		1.2%	166
Cannabis Beverages		0.4%	62
Cannabis Chocolates		1.5%	209
Medical Cannabis		2.1%	301
CBD Cannabis		5.3%	767
None of the above / Does not apply		87.4%	12,549

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		24.5%	3,518
Specialty Teas		16.0%	2,303
Specialty Coffee		30.6%	4,391
Gourmet Deli Counter Items		21.2%	3,038
Cookies		45.0%	6,462
Snack Cakes		10.0%	1,440
Potato Chips		51.8%	7,441
Soft Drinks		38.8%	5,567
Energy Drinks		6.9%	992
Energy Bars		16.3%	2,346
Noodle Bowls		10.0%	1,431
Cupcakes		8.7%	1,253
Birthday Cake		12.3%	1,769
Beef Jerky or Meat Sticks		9.6%	1,383
Bottled Water		36.9%	5,295
Candy		36.3%	5,212
Fruit		76.8%	11,027
Nuts		56.6%	8,131
Chocolates		44.5%	6,395
Ice cream		57.9%	8,314
Cheese		80.0%	11,490
Artisan Bread		32.6%	4,675








Value		Percent	Responses
Artisan Meats		7.4%	1,067
Sports Drinks		10.4%	1,491
Basic Condiments		45.3%	6,508
Artisan Condiments		6.2%	892
Canned Sauces		32.4%	4,658
Cereal		64.1%	9,202
Milk		78.0%	11,198
Chicken		81.9%	11,768
Pork		52.3%	7,504
Beef		66.9%	9,601
Fish		58.1%	8,348
Pasta		66.4%	9,532
Snack Mixes		11.3%	1,622
Vegetables		75.3%	10,814
Olive Oil		51.0%	7,319
Balsamic Vinegar		24.4%	3,502
Frozen Entrees		41.4%	5,952
Eggs		86.8%	12,459
Locally Raised Beef, Pork, Poultry		19.7%	2,831
Locally Grown Fruit and Vegetables		59.8%	8,582
Locally Produced Honey		17.3%	2,483
Organic Food		24.3%	3,493
Pickled Vegetables		12.9%	1,850

Value		Percent	Responses
Artisan Cheese		25.8%	3,703
Alternative "Meat" Products		10.8%	1,547
Sausage		43.9%	6,305
Donuts		18.3%	2,634
Pastries		23.9%	3,433
Game Meats		1.6%	226
None of the above / Does not apply		1.3%	191

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		30.9%	4,442
Attend Online Religious or Spiritual Services		25.1%	3,599
Donate to a Charity		48.0%	6,890
Donate to a Church		34.8%	4,999
Donate to Political Party or Government Representative		17.8%	2,550
Volunteer at Church		15.8%	2,270
Volunteer for Nonprofit Group		19.9%	2,854
Vote in Upcoming Local Elections		46.9%	6,732
Vote in Upcoming State or National Elections		51.0%	7,324
Purchase Season Tickets for Performing Arts		7.5%	1,081
Attend a Holiday Themed Performance		3.1%	448
Community Activity		17.2%	2,467
Support an Organization		17.4%	2,504
Make a Donation		35.3%	5,063
None of the above / Does not apply		14.0%	2,005
Join a New Church		1.2%	166
Donate Vehicle		0.7%	101
Have a Baby		0.3%	50
Get Married		0.4%	57
Retire		1.6%	233
Look into Private Schooling for Children		0.4%	61
Register to Vote		2.6%	375

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



Value		Percent	Responses
Go Touring on a Bicycle		6.3%	911
Go Mountain Biking		4.0%	576
Go Camping		12.6%	1,816
Go Hiking		27.0%	3,878
Go Fishing		13.1%	1,881
Go Backpacking		4.1%	595
None of the above / Does not apply		60.2%	8,640

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		31.3%	4,492
Local Business Blog		4.1%	590
Local Business Email		15.1%	2,167
Snapchat		8.8%	1,269
Instagram		30.2%	4,333
Cinema Ads		5.4%	781
Facebook Business Page		12.1%	1,734
Reviews on Yelp! or Google+		17.3%	2,478
YouTube Promo Video		11.6%	1,660
Local Business Text Message		6.4%	914
Pandora		17.1%	2,454
Online Yellow Pages		3.2%	455
Google Search		65.0%	9,330
eBay		25.5%	3,657
Spotify		12.1%	1,737
Pinterest		24.5%	3,524
Google+ Local		6.3%	905
Clicked on Google Sponsored Ad		12.6%	1,811
LinkedIn		23.6%	3,391
Angie's List		4.1%	595
Craigslist		15.3%	2,202
Bing		12.2%	1,747



Value		Percent	Responses
Twitter		20.9%	2,999
Amazon		83.9%	12,051
None of the above / Does not apply		4.3%	619
CitySearch		1.2%	171
Digital Billboard		0.6%	88
Xing		0.1%	11

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



Value		Percent	Responses
Yes		74.9%	10,756
No		25.1%	3,603

Total: 14,359























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

Value		Percent	Responses
Yes		45.1%	6,483
No		54.9%	7,876
			Total: 14,359

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

Value		Percent	Responses
Yes		42.4%	6,087
No		57.6%	8,272
			Total: 14,359



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		45.8%	6,574
Arts and Entertainment		35.1%	5,044
Automotive - (General)		18.5%	2,651
Automotive - (New Vehicle Dealership)		15.8%	2,269
Automotive - (Used Vehicle Dealership)		10.2%	1,471
Automotive - (Auto Parts store)		10.2%	1,464
Automotive - (Auto Repair business)		7.5%	1,081
Automotive - (Auto Body shop)		4.3%	623
Tire Business		14.1%	2,027
Beauty and Spa Related Businesses		17.4%	2,492
Child Related Businesses		3.5%	496
Community and State Services		22.8%	3,279
Education		12.6%	1,805
Employment Related Businesses		7.8%	1,124
Event Planning and Services		7.9%	1,133
Family Activity Related Businesses		9.2%	1,325
Financial Services		9.7%	1,395
Fitness Businesses or Providers		7.4%	1,065
General Retail		42.6%	6,116
Grocery / Market		44.3%	6,361
Home and Garden Related Businesses		30.0%	4,309
Building Supply/Lumber Business		14.2%	2,046











Value		Percent	Responses
Home Service Businesses		11.0%	1,575
Home Service Contractors		12.0%	1,730
Hotel and Travel Related Businesses		25.9%	3,722
Local Services		26.3%	3,776
Medical Related Businesses - (General)		13.8%	1,978
Medical Related Businesses - (Dentist)		6.2%	886
Medical Related Businesses - (Hospital)		3.5%	505
Nightlife Related Businesses		6.5%	939
Pet / Animal		23.0%	3,300
Professional Services		14.8%	2,124
Real Estate Service Businesses		5.0%	718
Recreation Related Businesses		7.8%	1,116
Restaurant / Bar / Lounge		42.4%	6,089
Senior Related Businesses		8.1%	1,158
Specialty Food and Drink		17.9%	2,573
General Retail - Children's Clothing Store		5.7%	819
General Retail - Clothing Accessory Store		12.4%	1,778
General Retail - Computer Store		11.1%	1,597
General Retail - Furniture Store		12.6%	1,812
General Retail - Hardware Store		17.8%	2,556
General Retail - Home Entertainment Store		5.8%	839
General Retail - Jewelry Store		4.1%	589
General Retail - Major Appliance Store		10.7%	1,533

Value		Percent	Responses
General Retail - Men's Clothing Store		12.1%	1,743
General Retail - Mobile Phone Store		6.4%	924
General Retail - Shoe Store		15.5%	2,221
General Retail - Women's Clothing Store		22.1%	3,172
None of the above / Does not apply		12.9%	1,856
Farm Equipment and Agriculture Businesses		2.5%	358
Medical Related Businesses - (Chiropractor)		2.9%	414
Motorsport Businesses		2.1%	303
General Retail - Farming and Agriculture Business		2.2%	311






















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

Value		Percent	Responses
Yes		8.9%	1,282
No		91.1%	13,078
			Total: 14,360

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

Value		Percent	Responses
Get a New Full Time Job		7.0%	1,002
Get a New Part Time Job		5.6%	811
Get a Temporary or Seasonal Job		3.8%	543
Use an Employment or Temporary Employment Agency		2.2%	320
Use a Career Counselor		0.6%	93
Get a Second (or Third) Job		2.2%	311
Get First Job after High School		0.5%	69
Get First Job after College		0.9%	130
Apply for Unemployment Benefits		9.4%	1,353
None of the above / Does not apply		80.7%	11,593

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		3.8%	549
Health Care		3.0%	425
Customer Service		4.0%	581
Education		3.9%	556
None of the above / Does not apply		79.5%	11,420
Agriculture		0.4%	53
Automotive		0.5%	67
Retail		2.0%	294
Warehouse		1.2%	170
Construction		0.8%	122
Accounting		1.7%	239
Hotel - Hospitality		1.1%	152
Manufacturing		1.1%	156
Entry Level (New Graduate)		1.0%	137
Grocery		1.9%	271
Banking & Finance		1.3%	190
Child Care		0.5%	73
Real Estate		0.8%	108
Insurance		0.6%	83
Legal		0.9%	128
Management		2.9%	417

Value		Percent	Responses
Media		1.3%	187
NonProfit		2.7%	386
Government		2.4%	349
Installation - Maintenance - Repair		0.3%	38
Restaurant - Food Services		1.4%	194
Executive Level		1.6%	232
Engineering		1.1%	162
Sales & Marketing		2.2%	315
Information Technology		1.8%	259
Skilled Labor - Trades		0.9%	128
Transportation		1.1%	160







If you were to look for a new job in the NEXT 3 MONTHS, where would you go look to find local job listings? (Check all that apply.)

Value		Percent	Responses
Local Business Site		14.5%	2,080
Local Agency Site		7.8%	1,126
Craigslist		6.1%	873
Facebook		3.3%	480
Indeed.com		20.2%	2,895
LinkedIn		19.4%	2,784
Monster.com		9.6%	1,381
CareerBuilder		8.5%	1,215
GlassDoor		6.8%	982
SimplyHired.com		1.8%	258
AOL Jobs		0.7%	94
SnagAJob.com		1.1%	154
Dice.com		0.8%	114
USAjobs.gov		5.7%	822
USAjobs.org		2.4%	350
ZipRecruiter		7.7%	1,107
JobDiagnosis		0.2%	29
TheLadders		1.3%	187
None of the above / Does not apply		62.3%	8,944

Have you or the members of your household purchased something from any of the following sources in the PAST 90 DAYS? (Check all that apply.)

Value		Percent	Responses
Coupon book		11.9%	1,715
Yellow Pages directory		1.0%	139
Direct mail flyer		12.8%	1,833
Deal program/offer		7.9%	1,128
Facebook business page offer		6.8%	975
Billboard advertising		1.1%	165
None of the above / Does not apply		72.3%	10,386


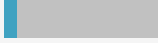
Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?

Value		Percent	Responses
Read ads and keep them - using three or more		4.4%	626
Read ads and keep them - using one or two		34.7%	4,979
Read ads and keep them - without using any		4.3%	613
Read ads but throw away without using any		24.8%	3,557
Throw ads away unread		28.9%	4,143
Do not receive direct mail or advertisements at home or PO Box		3.1%	442
			Total: 14,360

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 %	419 2.9%	2,124 14.8%	7,496 52.2%	602 4.2%	1,076 7.5%	1,759 12.2%	884 6.2%	14,360
County election Count Row %	383 2.7%	2,033 14.2%	7,624 53.1%	636 4.4%	997 6.9%	1,670 11.6%	1,017 7.1%	14,360
State election Count Row %	427 3.0%	2,483 17.3%	7,083 49.3%	496 3.5%	1,153 8.0%	1,870 13.0%	848 5.9%	14,360
Total Total Responses								14360




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

Value		Percent	Responses
Yes		90.9%	13,056
No		9.1%	1,304
			Total: 14,360

Did you vote in the last presidential election?

Value	Percent	Responses
Yes	95.8%	13,752
No	4.2%	608
		Total: 14,360

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		17.7%	2,536
No		43.6%	6,266
Does not apply		38.7%	5,558

Total: 14,360

Which of the following categories does your business fall into?

Value		Percent	Responses
Arts and Entertainment		4.7%	121
Business Consulting		7.5%	191
Education		6.5%	167
Financial Services		4.9%	126
Health and Medical		10.3%	262
Home Service Businesses		3.6%	91
Local Services		3.0%	77
Real Estate		8.7%	223
Other		30.8%	787
Apparel and Accessories		1.7%	43
Automotive		1.5%	39
Beauty and Spa		1.8%	45
Child Related Businesses		1.0%	25
Event Planning and Services		0.9%	23
Family Activity		0.3%	8
Fitness Businesses or Providers		0.5%	14
General Retail		2.1%	54
Grocery and Specialty Food/Drink		1.3%	32
Home and Garden		1.6%	42
Hotel and Travel		1.4%	35
Motorsport Businesses		0.2%	4
Nightlife		0.2%	6

Total: 2,556

Value		Percent	Responses
Pet / Animal		1.6%	40
Pizza Restaurant Types		0.2%	4
Recreation		1.2%	30
Restaurant / Bar / Lounge		2.2%	56
Sales Training		0.4%	11
			Total: 2,556

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










Value		Percent	Responses
Have an ongoing digital marketing campaign		9.1%	231
Use social media for promoting business		18.6%	473
Website optimized for mobile (responsive)		10.5%	266
Ongoing search optimization (SEO, SEM)		5.6%	143
Banner ads		3.7%	94
Cost-per-click ads (CPC, PPC)		4.0%	102
Cost-per-mille ads (CPM)		0.8%	20
Programmatic ads		0.6%	15
Retargeting ads		1.8%	46
Video ads		2.9%	74
Google ads (Adwords)		6.7%	171
Facebook ads		13.3%	338
Sponsored content		2.0%	50
Email advertising		11.2%	286
Site analytics		4.2%	106
Use a Digital Agency		1.7%	42
Digital ads through newspaper		2.8%	72
None of the above/Does not apply		63.7%	1,621

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












Value		Percent	Responses
Business Accounting or CPA		3.9%	99
None of the above / Does not apply		85.5%	2,172
Business Advertising		2.2%	55
Business Financial Consulting		1.2%	30
Business Bottled Water Delivery		0.4%	11
Business Advisory Services		0.4%	11
Business Cellular Phone Service		1.3%	33
Business Computer Consulting		1.1%	28
Business Construction Contractor		0.6%	14
Business Employment Agency		0.4%	9
Business Internet Service Provider		1.5%	38
Business Legal Services or Attorney		1.5%	37
Business Marketing Services		2.1%	53
Business Meetings or Conventions		0.6%	16
Business Moving or Storage		0.3%	7
Business Payroll Services		1.1%	29
Business Printing Services		1.8%	46
Business Realty Services		0.7%	19
Business Recruitment		0.7%	18
Business Security Services		0.4%	9
Business Sign Company Services		0.9%	23

Value		Percent	Responses
Business Staffing or Temp Services		0.7%	18
Selling Small Business		0.8%	21
Business Online Meetings		2.9%	74
Business Bankruptcy		0.4%	10
Business Travel Agency		0.2%	6
Business General Broadcast Media Service		0.2%	5
Business Television Media Service		0.2%	4









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		1.9%	47
Buy New Office		0.7%	18
Add New Locations		1.8%	45
Renovate Existing Facilities		3.5%	88
Construct New Facilities		1.1%	29
Buy or Rent Industrial Space		0.8%	21
Buy or Rent Warehouse space		0.9%	23
Install New Commercial Carpeting		0.5%	13
None of the above / Does not apply		91.8%	2,331






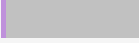





Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.0%	25
Purchase Used Business Automobiles		0.7%	19
Purchase New Business Trucks		1.1%	27
Purchase Used Business Trucks		0.9%	23
Lease New Business Automobiles		1.1%	29
Lease New Business Trucks		0.8%	20
Purchase New Business Delivery Vehicles		0.2%	6
Purchase Used Business Delivery Vehicles		0.3%	7
Purchase New Heavy Duty or Commercial Business Trucks		0.5%	13
Purchase Used Heavy Duty or Commercial Business Trucks		0.5%	12
None of the above / Does not apply		95.2%	2,416



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		2.1%	53
Business Health Insurance		2.4%	62
Business Dental Insurance		1.3%	33
Business 401K or Retirement Program		1.9%	48
Business "Key Man" Insurance		0.7%	19
Business Property Insurance		1.4%	35
Business Commercial Insurance		1.5%	38
None of the above / Does not apply		93.8%	2,381









Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.1%	12
20 - 24		0.4%	63
25 - 30		1.3%	183
31 - 34		1.7%	243
35 - 40		3.3%	468
41 - 45		3.5%	502
46 - 49		3.7%	534
50 - 54		7.2%	1,037
55 - 60		12.9%	1,845
61 - 69		30.6%	4,392
70 or older		35.3%	5,072
			Total: 14,351
			Avg 64

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

Value		Percent	Responses
Metro / Urban		37.0%	5,319
Suburban		63.0%	9,041
			Total: 14,360

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%	13
Some High School (Not Graduate)		0.2%	24
High School Graduate (12th grade)		4.3%	611
Vocational or Technical Training		3.1%	439
Some College		15.9%	2,286
College Graduate		29.8%	4,284
Some Post-Graduate Study (No Advanced Degree)		9.6%	1,378
Post-Graduate Degree		37.1%	5,324

Total: 14,359








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

Value		Percent	Responses
Under \$20,000		3.0%	416
\$20,000 - \$24,999		2.1%	293
\$25,000 - \$29,999		2.1%	293
\$30,000 - \$34,999		2.9%	402
\$35,000 - \$39,999		3.1%	427
\$40,000 - \$44,999		3.4%	467
\$45,000 - \$49,999		4.5%	620
\$50,000 - \$74,999		18.6%	2,532
\$75,000 - \$99,999		18.0%	2,463
\$100,000 - \$124,999		14.0%	1,913
\$125,000 - \$149,999		9.1%	1,247
\$150,000 - \$200,000		10.5%	1,435
Over \$200,000		8.3%	1,138








Total: 13,646

Avg \$103,840

Which of the following would you classify yourself as?




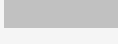

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	70
Black or African-American		2.5%	356
Asian		1.6%	225
White or Caucasian		86.2%	12,377
Hispanic		2.9%	411
Other		1.3%	186
Prefer not to answer		5.1%	732
			Total: 14,357

Are you...





Value		Percent	Responses
Male		39.2%	5,633
Female		58.0%	8,325
Transgender Male		0.0%	6
Transgender Female		0.0%	4
Gender Variant / Non-conforming		0.1%	14
Other		0.1%	8
Prefer not to answer		2.6%	368

Total: 14,358

Which of the following best describe your primary residence?


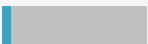



Value		Percent	Responses
Single Family Home		82.4%	11,834
Apartment		7.4%	1,067
Condominium		6.8%	974
Mobile Home		1.0%	138
Other		2.4%	345
			Total: 14,358

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		86.4%	12,409
Rented		11.2%	1,608
Occupied Without Payment of Rent		1.1%	158
Other		1.3%	183

Total: 14,358

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

Value		Percent	Responses
None		86.4%	12,398
1		6.9%	991
2		4.7%	681
3		1.4%	196
4 or more		0.6%	90
			Total: 14,356