

Covid-19 Impact and Local Business Survey


Mid-Atlantic Regional Report - May 2020

Response Counts



Total: 4,459


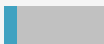







1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	4,349
			Total: 4,349

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

Value		Percent	Responses
Local Newspaper		53.2%	2,313
Local Newspaper Website		46.0%	1,999
Local TV News		66.4%	2,888
National Broadcast News		60.3%	2,621
Local Radio		18.8%	817
Apple News		5.6%	242
Facebook		26.5%	1,154
Twitter		5.8%	252
Nextdoor		5.8%	254
Other		12.6%	549








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

Value		Percent	Responses
Local Newspaper		15.3%	666
Local Newspaper Website		13.5%	585
Local TV News		23.2%	1,009
National Broadcast News		30.6%	1,330
Local Radio		3.2%	139
Apple News		1.0%	44
Facebook		1.1%	47
Twitter		0.8%	33
Other		11.4%	496
			Total: 4,349




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		82.8%	3,603
Weekly updates on Covid-19 impact on our community		35.4%	1,538
Local resources available to our community to lessen impact of Covid-19		58.4%	2,538
Personal stories on the impact of Covid-19 on households		23.9%	1,038
Stories on the impact of Covid-19 on employment and local economy		47.7%	2,076
Online services being offered in the community		40.2%	1,748
Unemployment resources for persons laid off		22.3%	969
Assistance resources available for local businesses		20.2%	879
Other		4.6%	202



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

Value		Percent	Responses
General status of the business		63.4%	2,759
New hours		62.6%	2,721
Services that are being offered		80.0%	3,479
New services being offered		52.5%	2,283
Online services being offered		60.3%	2,622
Employment needs		19.6%	853
Other		2.4%	104













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		40.6%	1,767
Watched Local Television		82.7%	3,596
None of the above / Does not apply		10.3%	447













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

Value		Percent	Responses
Yes		79.2%	3,445
No		20.8%	904
Total: 4,349			









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

Value		Percent	Responses
National Daily Newspaper		27.6%	980
Local Daily Newspaper		86.3%	3,068
Local Paid Weekly Community Newspaper		18.5%	659
Local Free Weekly Print Publication		30.2%	1,073
Local Alternative Publication		5.0%	176
Local City or Regional Magazine		21.0%	745
Local Specialty Publication		10.0%	354
Local Business Publication		9.2%	326
Local Ethnic Publication		2.4%	86
Local Parenting Publication		1.9%	67
Local Senior Publication		9.9%	353
None of the above / Does not apply		2.2%	78

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		6.8%	305
Auto Detailing Shop		4.6%	203
Auto Glass Repair Shop		1.5%	65
Oil Change Station		39.4%	1,755
Auto Parts Store		16.3%	729
Auto Repair Shop		30.9%	1,378
New Vehicle Dealership		11.8%	527
Used Vehicle Dealership		5.0%	224
Recreation Vehicle (RV) Dealership		0.9%	38
RV or Camper Repair		0.9%	39
Tire Store		9.7%	433
None of the above / Does not apply		26.9%	1,199







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		0.6%	27
Used Farm Equipment Dealer		0.6%	26
Farm Truck and Tractor Repair Shop		1.4%	62
Agriculture Farm Supply Store		9.0%	401
Agricultural Service		1.9%	85
Farming Structure Building Contractor		0.2%	11
Animal Feed Store		8.3%	368
None of the above / Does not apply		84.3%	3,759





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%	2,503
Ethnic Food Restaurant		37.1%	1,654
Liquor Store		49.9%	2,226
Wine Shop		28.3%	1,260
None of the above / Does not apply		16.7%	746










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		10.5%	469
Farmers Market		36.5%	1,626
Grocery Store (Co-op)		31.4%	1,398
Grocery Store (Neighborhood/Local/Mom & Pop)		72.6%	3,238
Specialty Food Market		21.5%	958
None of the above / Does not apply		7.2%	321



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		51.6%	2,300
Day Spa		8.9%	399
Nail Salon		28.3%	1,260
None of the above / Does not apply		33.8%	1,506






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		4.8%	213
Bicycle Repair Shop		6.0%	267
Bicycle Rental Service		0.8%	34
Golf Course		13.4%	596
Gun Shooting Range		7.4%	330
Gun Store		7.0%	310
New Sporting Goods Store		15.1%	672
Used Sporting Goods Store		1.7%	75
None of the above / Does not apply		64.9%	2,894






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		5.9%	264
None of the above / Does not apply		94.1%	4,195







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		12.6%	561
Community College		6.1%	271
Tutoring Center		1.3%	58
Private Tutor		1.8%	81
None of the above / Does not apply		81.8%	3,649








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		29.8%	1,328
Credit Union		8.0%	355
Financial Advisor		11.5%	514
Stockbroker		3.0%	135
None of the above / Does not apply		65.0%	2,897





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		2.0%	91
Debt Consolidation Company		2.7%	119
Payday Loan Company		0.5%	22
Tax Return Service		18.9%	844
Title Loan Company		1.6%	70
None of the above / Does not apply		77.5%	3,457











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		7.9%	351
Dentist		29.2%	1,301
General Practitioner		14.9%	664
Family Practitioner		16.9%	752
Optometrist		14.0%	625
Pediatrician		3.2%	144
None of the above / Does not apply		57.0%	2,541















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		7.6%	339
Hospital		2.7%	122
Medical Clinic		5.2%	233
None of the above / Does not apply		87.8%	3,914



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		21.0%	936
Mental Health Provider		9.7%	431
Denture or Implant Specialist		10.3%	460
Ear, Nose & Throat Doctor		10.7%	476
Home Health Care Provider		3.1%	137
Internal Medicine Doctor		33.8%	1,508
Nutritionist or Dietician		3.5%	154
Physical Therapist		9.4%	421
Psychiatrist		5.2%	233
None of the above / Does not apply		39.2%	1,747

















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		0.6%	25
Hearing Aid Center		7.3%	324
Hospice Care Provider		0.5%	21
Laboratory or Medical Testing Facility		29.2%	1,304
Medical Marijuana Dispensary		3.1%	140
Medical Spa		0.8%	36
Mental Health Clinic		2.3%	103
Medical Supply Store		3.5%	154
Pain Clinic		4.4%	197
Rehabilitation Clinic		1.3%	57
Sleep Disorder Clinic		2.3%	103
Urgent Care Clinic		5.4%	243
Walk-In Clinic		4.5%	200
None of the above / Does not apply		55.6%	2,479

23. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Taxi Service		6.5%	292
None of the above / Does not apply		93.5%	4,167





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		4.5%	199
Courier or Delivery Service		12.7%	566
Cremation Service Provider		0.5%	23
Dry Cleaning or Laundry Service		25.2%	1,122
Electronics Repair Shop		2.3%	104
Funeral Service Provider		0.9%	40
Information Technology (IT) Service		3.2%	142
Marriage Counselor		0.6%	26
Moving Truck Rental Company		1.9%	86
Mobile or Cell Phone Repair Shop		5.2%	230
Propane Dealer		11.8%	528
Self-Storage Facility		5.0%	224
Sewing and Alterations Shop		5.4%	242
Small Engine Repair Shop		4.0%	179
Shipping Center		14.8%	662
None of the above / Does not apply		44.8%	1,996


25. Which of the following types of COMMUNITY/STATE SERVICES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Charity or Philanthropic Organization		11.8%	528
Church		47.4%	2,114
Community Organization		10.9%	486
Community Service or Non-Profit Organization		16.2%	724
None of the above / Does not apply		42.3%	1,888















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		9.0%	403
Painting Contractor		8.9%	395
Plumber or Plumbing Contractor		9.9%	442
None of the above / Does not apply		79.8%	3,560










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		4.6%	204
Concrete Contractor		4.1%	183
Furnace Contractor		3.6%	161
General Contractor		9.8%	437
Handyman		20.3%	903
Heating & Air Conditioning Service		16.1%	716
Home Security Company		2.0%	88
Junk Removal or Hauling Service		6.6%	293
Kitchen or Bath Remodeling Company		4.8%	216
Landscaping Service		25.7%	1,146
Mover or Moving Company		1.5%	65
New Home Builder		0.4%	16
Remodeling Contractor		4.6%	206
Roofing Contractor		4.3%	191
Septic Tank Contractor		2.8%	127
None of the above / Does not apply		42.6%	1,898



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		10.3%	461
Fuel or Oil Home Heating Service		7.6%	339
Furnace Cleaning Service		7.2%	321
Home Theater Installation Service		0.3%	12
Home Gardening Service		6.8%	302
House Cleaning Service		13.0%	580
Landscaper		21.4%	952
Pest Control Service or Exterminator		10.3%	460
Pool Cleaning Service		3.1%	136
Shades & Blinds Installation Service		3.3%	145
Television or Internet Service Provider		18.3%	818
Water Treatment Supply & Service		2.0%	87
Window & Door Installation Service		4.0%	177
None of the above / Does not apply		41.4%	1,846



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		4.1%	184
Adult Day Care		0.5%	24
Assisted Living Facility		1.1%	50
Nursing Home		0.9%	42
Respite Relief Provider		0.4%	18
Retirement Counselor		0.9%	39
Retirement Home		0.4%	18
Senior Center		5.5%	246
None of the above / Does not apply		88.4%	3,942









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

Value		Percent	Responses
Childcare or Daycare		3.1%	136
None of the above / Does not apply		96.9%	4,323




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		13.7%	611
None of the above / Does not apply		86.3%	3,848







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		2.2%	98
Animal Shelter		2.8%	127
Bird Seed Store		6.6%	295
Pet Groomer		15.9%	709
Pet Sitter		2.4%	106
Pet Store		27.0%	1,204
Veterinarian		30.6%	1,365
None of the above / Does not apply		51.1%	2,280

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

Value		Percent	Responses
Realtor		5.1%	227
Real Estate Brokerage Firm		1.3%	58
None of the above / Does not apply		94.3%	4,206






















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		2.4%	109
Estate Liquidator		0.5%	24
Mortgage Banker		3.0%	135
Mortgage Broker		2.7%	120
Real Estate Appraiser		3.8%	171
None of the above / Does not apply		90.7%	4,044

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		50.7%	2,261
Family Style Restaurant		55.8%	2,486
Food Cart/ Food Truck		8.2%	364
Fine Dining Restaurant		29.8%	1,329
Restaurant with Lounge or Bar		31.3%	1,394
Pizza Restaurant		68.3%	3,044
None of the above / Does not apply		14.6%	652

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



















Value		Percent	Responses
Art Supply Store		10.2%	453
Consignment Shop		11.3%	504
Craft Supply Store		20.6%	919
Bookstore		27.0%	1,202
Christian Book Store		3.1%	136
Computer Store		8.2%	364
Department Store		54.1%	2,413
Discount Store		42.0%	1,871
Drugstore or Pharmacy		74.6%	3,326
Fabric Store		8.4%	374
Florist		7.3%	325
Gift Shop		8.9%	399
Gun Shop		6.9%	308
Hobby Shop		9.5%	422
Marijuana Dispensary		3.2%	142
Mobile Phone Store		11.4%	508
Shopping Center		40.6%	1,809
Thrift Store		18.7%	834
Wholesale, Warehouse or Club Store		36.2%	1,616
Yarn Store		3.2%	144
Yard Equipment Store		11.8%	525

Value		Percent	Responses
Vitamin or Supplement Store		12.6%	564
None of the above / Does not apply		6.7%	299
Equipment Rental Store		1.7%	77
Gold/Silver/Precious Metal Dealer		1.7%	75
Military Surplus Store		1.2%	54
Monument or Memorial Company		1.0%	45
Pawn Shop		1.0%	45
Religious Supply or Gift Shop		2.6%	118
Survival Store		1.0%	46
Security Service		0.7%	32







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		26.3%	1,172
Free delivery		46.5%	2,075
Drive-thru		52.3%	2,334
Carryout		65.0%	2,900
Curbside carryout		50.6%	2,256
Other		1.7%	75
None of the above / Does not apply		11.0%	491






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		36.0%	1,605
Carpet Store		4.4%	194
Fireplace, Wood Stove or Barbeque Store		2.3%	103
Flooring Store		6.1%	274
Furniture Store		9.9%	443
Hardware Store		38.6%	1,719
Home & Garden Center		55.6%	2,477
Home Decor Store		11.9%	529
Hot Tub or Spa Dealer		1.1%	50
Major Appliance Store		6.0%	267
Mattress or Bedding Store		6.4%	286
Outdoor Furniture Store		5.6%	250
Plant Nursery & Garden Supply Store		33.4%	1,489
Paint Store		16.5%	734
Tool Rental Center		1.7%	75
TV & Appliance Store		4.1%	184
Vacuum Store		1.8%	79
None of the above / Does not apply		20.4%	908




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		17.2%	768
Clothing Store		56.6%	2,525
Eyewear & Opticians Store		23.1%	1,032
Jewelry Store		4.2%	189
Shoe Store		32.8%	1,462
None of the above / Does not apply		31.5%	1,404












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		6.8%	301
Insurance Agency		5.0%	223
Legal Firm or Attorney		5.3%	235
Tax Advisor		4.9%	217
None of the above / Does not apply		83.2%	3,712




















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

Value		Percent	Responses
Employment or Staffing Agency		4.6%	204
Life Coach		1.1%	50
None of the above / Does not apply		94.6%	4,218


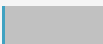






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	8
Purchase New Class B RV		0.2%	9
Purchase New Class C RV		0.3%	12
Purchase New Travel Trailer or 5th Wheel		0.2%	9
Purchase New Camper Shell		0.1%	6
Purchase Used Class A RV		0.3%	12
Purchase Used Class B RV		0.2%	9
Purchase Used Class C RV		0.2%	9
Purchase Used Travel Trailer or 5th wheel		0.3%	12
Purchase Used Camper Shell		0.1%	4
None of the above / Does not apply		99.0%	4,414

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		3.8%	170
New Luxury Vehicle - Under \$50,000		0.8%	35
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	26
New Luxury Vehicle - Over \$75,000		0.2%	11
New Van		0.1%	5
New Minivan		0.3%	14
New SUV		3.5%	158
New Truck		1.1%	48
New Hybrid or Electric Vehicle		0.5%	24
Used Car		4.8%	213
Used Luxury Vehicle - Under \$30,000		1.0%	44
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	16
Used Luxury Vehicle - Over \$50,000		0.1%	4
Used Van		0.2%	10
Used Minivan		0.4%	18
Used SUV		2.8%	123
Used Truck		1.5%	67
Used Hybrid or Electric Vehicle		0.4%	17
None of the above / Does not apply		84.7%	3,778

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

Value		Percent	Responses
Compact car		1.8%	79
Full-size car		1.5%	69
Luxury vehicle (any size)		1.1%	50
Midsize car		3.3%	148
Pickup truck		2.2%	98
Sport utility vehicle (SUV)		10.6%	472
Van or minivan		0.8%	36
None of the above		78.6%	3,507



Total: 4,459

45. If your household is planning on purchasing a new or used vehicle in the NEXT 3 MONTHS, which of the following brands will you look at purchasing? (Check all that apply.)























Value		Percent	Responses
Chevrolet		6.1%	274
Ford		5.7%	256
GMC		3.0%	135
Honda		6.3%	280
Hyundai		3.6%	162
Jeep		3.3%	148
Nissan		3.4%	151
Subaru		4.7%	211
Toyota		6.1%	271
None of the above / Does not apply		75.8%	3,378
Acura		1.2%	53
Audi		1.3%	60
BMW		1.5%	65
Buick		1.6%	70
Cadillac		1.2%	52
Chrysler		1.4%	61
Dodge		2.7%	119
Fiat		0.2%	8
Infiniti		0.7%	32
Kia		2.6%	116
Land Rover		0.4%	20

Value		Percent	Responses
Lexus		1.2%	54
Lincoln		1.1%	47
Mazda		1.6%	70
Mercedes-Benz		1.1%	51
Mini		0.3%	14
Mitsubishi		0.5%	23
Porsche		0.4%	16
Saab		0.2%	8
Scion		0.1%	6
Suzuki		0.2%	9
Tesla		0.6%	28
Volkswagen		2.1%	93
Volvo		1.1%	49

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		6.0%	267
No		94.0%	4,192
Total: 4,459			

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







Value		Percent	Responses
Office Equipment		6.4%	287
Printer		5.9%	265
Ink or Printer Cartridges		38.7%	1,725
Wi-Fi for Home		3.1%	138
Headphones		8.9%	398
Smartphone Charger		5.7%	254
Surge Protector		3.3%	149
Batteries for Electronics		29.6%	1,320
None of the above / Does not apply		41.6%	1,855
Home Theater System		0.7%	29
GPS Device (Handheld or In-Vehicle)		1.2%	55
Satellite Radio		1.5%	65
Satellite TV System		0.4%	20
Stereo System (Home)		0.8%	34
Portable Speakers		1.7%	75
Wireless Speakers		2.2%	97
Smartwatch		2.2%	99
Phone or Tablet Controlled Home Tech Products		2.3%	104
Noise Canceling Headphones		2.7%	122
Phone Calling Card		1.7%	75
Compact/Mini Projector		0.4%	20
Wearable Electronics		1.1%	48

Value		Percent	Responses
Healthcare Device		2.9%	130
Aerial Drone		1.0%	46
ShortWave Radio		0.3%	14
Wireless Hotspot		1.2%	54
Assistive Technology for Hearing		1.7%	78
Virtual Reality Headset		0.4%	19
Smart Sports Equipment		0.3%	14





















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%	36
Camera (Digital) SLR		1.1%	47
Camera Accessories or Supplies		1.1%	47
Camera Lens		0.9%	38
Computer Accessories		4.1%	184
Computer Software		2.8%	124
E-Reader (Kindle or Similar)		1.6%	70
Tablet (iPad or Similar)		4.1%	183
Personal Computer		3.2%	144
Laptop Computer		7.4%	329
TiVo or DVR		0.6%	25
4K Ultra HD TV		3.1%	139
Smart TV		4.8%	212
None of the above / Does not apply		78.3%	3,490















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		12.8%	569
Conventional Cell Phone		3.4%	153
Prepaid Cell Phone		1.5%	65
Unlocked Cell Phone		0.9%	39
Large-Screen Smartphone		2.1%	95
None of the above / Does not apply		82.1%	3,660






















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		2.2%	99
Necklaces		3.1%	137
Engagement Rings		0.4%	19
Wedding Rings		0.6%	28
Rings (Other)		2.6%	115
Earrings		6.8%	301
Pendants		1.3%	60
Celtic Jewelry		1.3%	59
Diamond Jewelry		1.2%	52
Silver Jewelry		2.2%	100
Gemstone Jewelry		1.7%	75
Pearl Jewelry		0.5%	23
Men's Jewelry		0.6%	26
Costume Jewelry		4.7%	208
Designer Jewelry		1.1%	49
Jewelry Box or Organizer		0.9%	40
Men's High-End Watch		0.4%	17
Women's Watch		2.0%	87
Women's Jewelry		5.1%	227
None of the above / Does not apply		83.7%	3,733



















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

Value		Percent	Responses
Auto Insurance		7.1%	318
Crop Insurance		0.1%	6
Dental Insurance		2.0%	87
Disability Insurance		0.5%	24
Homeowner Insurance		4.9%	218
Life Insurance		2.8%	127
Medical (Health) Insurance		1.8%	79
Medicare		1.7%	75
Long Term Care Insurance		0.8%	34
Pet Insurance		1.0%	43
Renters Insurance		1.7%	75
Agriculture Insurance		0.2%	8
Professional Liability Insurance		0.6%	28
None of the above / Does not apply		85.2%	3,797
















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		3.7%	164
Family Practice Doctor		6.3%	281
Optometrist		4.4%	197
Primary Care Provider		6.4%	285
Drugstore or Pharmacy		6.4%	287
None of the above / Does not apply		78.9%	3,520
Acupuncture		1.6%	71
Audiologist		1.3%	56
Counseling & Mental Health Specialist		2.2%	96
Geriatric Specialist		0.4%	17
Home Healthcare		0.2%	11
Hospital		0.9%	42
Medical Clinic		1.0%	45
Pediatric Dentist		0.5%	23
Pediatrician		0.7%	32
Wellness Business		0.4%	19
Substance Abuse Treatment Provider		0.1%	6
Weight Loss Service		1.2%	55
Alternative Care Provider		0.5%	22
Physical Therapy or Rehabilitation service provider		2.0%	89
Hearing Aid Center		1.4%	64






















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		1.3%	57
Bankruptcy Attorney		0.9%	40
Banking, Partnership & Business Law Attorney		1.4%	61
Child Support Attorney		0.4%	18
Criminal Law Attorney		0.3%	12
Disability & Social Security Attorney		0.7%	30
Divorce & Family Law Attorney		1.1%	51
DWI, DUI, OWI, OUI Attorney		0.1%	5
Employment Discrimination or Labor Issues Attorney		0.7%	30
General Practice Attorney		1.9%	84
Intellectual Property Attorney		0.2%	8
Malpractice Attorney		0.2%	10
Patent, Trademark & Copyright Attorney		0.2%	7
Probate Attorney		0.7%	33
Real Estate Attorney		3.1%	137
Taxation Attorney		0.6%	26
Wills, Trusts & Estates Attorney		12.7%	566
None of the above / Does not apply		79.2%	3,533

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		50.7%	2,262
Teeth Cleaning		41.8%	1,865
Cavity Filling		10.1%	450
Crown		8.3%	370
Oral Surgery		2.9%	129
Braces		2.8%	124
Composite Bonding		1.6%	70
Dental Implants		5.6%	251
Dental Veneers		0.6%	27
Dentures		2.6%	116
Full Mouth Reconstruction		0.5%	22
Inlays or Onlays		0.3%	14
Smile Makeover		0.6%	27
Teeth Whitening		2.7%	120
None of the above / Does not apply		26.2%	1,169












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		46.9%	2,091
Purchase Health Related Products		8.0%	355
Use Physical Rehabilitation Services		3.6%	159
Purchase Health and Wellness Supplements		15.0%	671
Receive Treatment for Back Pain		6.0%	266
Have an Eye/Vision Exam		33.5%	1,493
Purchase Prescription Eyeglasses		16.1%	716
Purchase Prescription Contact Lenses		5.7%	256
Have an Annual Physical or Checkup		29.6%	1,318
Have X-Rays Taken		4.4%	197
Have a Scheduled Surgery		3.6%	161
Have Blood Drawn for Testing		32.9%	1,467
Plan to Visit a Hospital for any Medical Service or Procedure		6.1%	270
Have Foot Problems Diagnosed or Treated		6.8%	305
Senior Travel		3.5%	158
Purchase Allergy Medications		14.4%	641
Use Personal Trainer or Instructor		3.1%	140
Cardiovascular Treatment		4.9%	219
Cancer Treatment		3.6%	161
Chiropractic Care		12.5%	556
Do Corrective Exercises		4.2%	189

Value		Percent	Responses
Purchase Diabetes Testing Supplies		5.9%	261
Get Vaccinations at Drug Store or Pharmacy		7.0%	314
Discretionary Health Care and Wellness Services and Products		3.7%	164
Purchase Vitamins		38.1%	1,698
Purchase Anti Anxiety Medication or Supplements		6.0%	269
None of the above / Does not apply		20.3%	904
Purchase Elder Care-Related Products or Services		0.9%	42
Purchase Medical Supplies or Equipment for Home		2.2%	99
Find Home for Aging Parent		0.7%	30
Participate in a Medical Study		1.2%	55
Stop Smoking		1.6%	70
Purchase a Mobility Device		0.5%	21
Receive Treatment for Vehicle or Workplace Injury		0.5%	21
Handicap Accessible Products		1.1%	49
Purchase Orthopedic Shoes		1.0%	46
Purchase Home Medical Testing Equipment or Supplies		1.0%	46
Hire a Personal Care Assistant		0.3%	14
Hire a Caregiver or Respite Worker		0.4%	17
Purchase "Aging in Place" Products		0.6%	27
Purchase a Medical Alert Service		0.3%	14
Have Safety Bars Installed in Bathroom		0.9%	42
Receive Treatment for a Sleep Disorder		2.6%	116
Stroke Treatment		0.2%	10

Value		Percent	Responses
Orthopaedic or Knee Surgery		1.7%	78
Memory or Alzheimer's Care		0.5%	23
Nutritional Counseling		1.9%	84
Spinal and Postural Screening		0.7%	33
Physiotherapy		0.9%	41
Receive Treatment for Substance Abuse		0.3%	15
Purchase Blood Pressure Monitoring Device		1.7%	75
Receive Aquatic Therapy		0.5%	23
Join a Weight Loss Group		1.8%	81
Purchase Weight Loss Supplements		1.6%	70
Purchase Weight Loss Food Plan		1.0%	46
Have Reflexology Treatment		0.6%	25
Hire a Weight Loss Professional		0.7%	30
Have Cataract Surgery		1.4%	64
Purchase Marijuana		2.7%	120
Have Acupuncture		2.3%	103
Receive Treatment for PTSD		1.2%	52
Purchase Hemp Based Supplements		2.5%	113










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.1%	6
Purchase a "In-the-Ear" Hearing Aid		0.9%	41
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.7%	33
Purchase a Digital Hearing Aid		0.7%	33
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	38
Purchase Hearing Aid Cleaning Supplies		0.9%	42
Purchase Hearing Aid Batteries		3.3%	146
Purchase a "In-the-Canal" Hearing Aid		0.7%	33
Purchase a Analog Hearing Aid		0.2%	8
Have a Hearing Exam		7.4%	328
None of the above / Does not apply		89.4%	3,988














57. Which of the following FUNERAL plans do you or members of your household considering in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase a Funeral Plot		0.8%	36
Pre-purchase a Funeral Plot or Cremation Service		2.0%	87
Purchase a Monument or Headstone		1.0%	44
Use a Funeral Planner		1.2%	54
Purchase Flowers for a Funeral		0.7%	33
Use a Cremation Service		0.6%	25
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	14
None of the above / Does not apply		95.3%	4,251






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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.5%	22
Move into a Assisted Living Facility		0.3%	15
Move into a Nursing Home		0.3%	13
Move into a Alzheimer's Care Facility		0.2%	7
Move Into a Hospice Facility		0.2%	10
Hospice to your Home or House		0.2%	11
Move into Residential Care Home		0.1%	5
Utilize a Respite Provider		0.3%	15
None of the above / Does not apply		98.3%	4,384













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		1.8%	82
Open Savings Account		2.3%	104
Online Banking		43.8%	1,952
Manage Investments		16.6%	740
Manage Retirement Accounts		18.0%	801
Mortgage Line of Credit		3.3%	145
Financial Consulting		12.2%	544
Financial Services		10.3%	459
Safe Deposit Box Rental		3.4%	151
Obtain New Credit Card		2.0%	89
Payday Loan or Check Cashing Business		0.4%	20
Use Vehicle Title Loan Company		0.4%	20
None of the above / Does not apply		40.3%	1,799




















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		3.5%	155
Certificates of Deposit		6.8%	303
City or State Bonds		1.5%	68
Collectibles, Antiques or Art		1.4%	61
Common or Preferred Stock		8.4%	373
Corporate Bonds or Debentures		1.5%	67
401(k)		19.6%	873
Gold or Precious Metals		1.5%	69
IRA		10.6%	474
Money Market Funds		7.6%	340
Mutual Funds		9.9%	440
Non-US Stocks		1.5%	69
Options		0.8%	37
US Savings Bonds		1.4%	63
US Treasury Notes		1.3%	56
Coins or Stamps		2.2%	97
None of the above / Does not apply		62.5%	2,786

61. Which of the following do you or anyone in your household plan to BORROW MONEY or take out a LOAN from a financial institution for in the NEXT 3 MONTHS? (Check all that apply.)












Value		Percent	Responses
Agriculture Loan		0.2%	8
Business Equipment Loan		0.5%	23
Carpeting or Furniture Loan		0.2%	10
College Expenses Loan		1.2%	53
College Tuition Loan		2.8%	127
Debt Consolidation Loan		2.7%	119
Medical Expenses Loan		0.3%	13
New Vehicle Loan		3.0%	135
Used Vehicle Loan		2.8%	126
Vacation or Travel Loan		0.4%	16
Wedding Loan		0.2%	8
None of the above / Does not apply		89.4%	3,987

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

Value		Percent	Responses
Athletic Apparel		23.8%	1,063
Coats		3.8%	171
Nail Polish		8.7%	388
Eyewear or Sunglasses		23.9%	1,065
Handbags		9.4%	417
Hats		4.8%	213
Intimate Apparel		11.5%	511
Jewelry or Accessories		7.4%	328
Perfume		5.2%	234
Men's Apparel		29.3%	1,305
Men's Shoes		19.2%	855
Men's Underwear		17.6%	785
Women's Apparel		45.6%	2,035
Women's Pajamas or Sleepwear		12.4%	553
Women's Shoes		31.6%	1,409
Women's Underwear		22.5%	1,003
Socks		20.8%	927
Outerwear		5.7%	253
None of the above / Does not apply		27.5%	1,228
Watches		2.6%	118
Luggage or Bags		1.9%	84

Value		Percent	Responses
Scarves		1.9%	86
Uniforms		2.6%	117
Western Clothing		1.1%	49








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		2.3%	102
Children's Pants		7.7%	344
Children's T-Shirts		11.1%	497
Children's Dresses		4.9%	219
Children's Pajamas or Sleepwear		7.5%	336
Children's Socks		6.4%	287
Children's Shorts		10.7%	478
Infant Clothing		5.7%	254
Children's School Uniform		0.9%	40
Children's Athletic Clothing		6.9%	307
None of the above / Does not apply		81.3%	3,627























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)		25.7%	1,147
Boots (Men's)		3.1%	140
Cowboy Boots (Men's)		0.6%	27
Work & Safety (Men's)		4.6%	203
Sneakers		23.4%	1,042
Classic & Fashion Sneakers (Women's)		11.0%	491
Work & Safety (Women's)		2.4%	107
Cowboy Boots (Women's)		0.8%	37
Athletic & Outdoor Shoes (Women's)		29.2%	1,300
Athletic & Outdoor Shoes (Children's)		8.1%	362
Cowboy Boots (Children's)		0.3%	12
None of the above / Does not apply		43.8%	1,954

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		10.2%	455
Have Clothing Dry Cleaned		24.7%	1,100
Have Shoes Repaired		6.0%	267
Rent or Purchase a Costume		0.3%	13
Wash Clothing at a Laundromat		6.1%	274
Purchase Custom Made Clothing Items		0.6%	27
None of the above / Does not apply		66.6%	2,971

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.8%	170
Bicycle Tune-Up or Repair		6.0%	266
Camping or Hiking Equipment		3.7%	164
Exercise or Fitness Equipment		6.1%	272
Fishing Rods or Reels		4.1%	182
Fishing Bait or Attractant		8.0%	355
Fishing Accessories		9.1%	405
Golf Clubs or Equipment		5.4%	240
Ammunition		8.9%	395
Swimming Gear		5.0%	224
Weight Lifting Equipment		3.2%	141
Hand Gun		4.3%	190
None of the above / Does not apply		64.2%	2,863
Archery Equipment		1.8%	80
High End Bicycle		0.4%	16
Bicycle Rental		0.9%	39
Hunting Gear		1.7%	76
Running or Jogging Equipment		2.1%	95
Soccer Equipment		1.3%	56
Sports Equipment (Children)		2.4%	107
Trampoline		0.5%	24
Trophies or Plaques		0.2%	8























Value		Percent	Responses
Used Sporting Equipment		0.8%	36
Rifle		2.0%	89
Shotgun		1.9%	83

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

Value		Percent	Responses
Bark Dust or Mulch		35.7%	1,591
Bedding Flowers or Perennials		44.0%	1,963
Fertilizer		25.3%	1,127
Flower Pots		19.5%	868
Garden Ornaments		8.5%	378
Gravel or Rock		9.6%	430
Hand Garden Tools		8.6%	385
Landscaping		12.8%	572
Indoor Garden Supplies		3.1%	140
Decorative Rock		6.8%	304
Lawn Seed, Turf or Sod		11.4%	510
Outdoor Furniture		7.1%	315
Outdoor Grill		5.0%	225
Patio Furniture		5.0%	224
Propane		16.9%	754
Shrubbery or Trees		9.5%	425
Stone (Cast, Crushed or Natural)		3.9%	174
Insect or Fungus Control Products		9.2%	411
Outdoor Garden Flags		3.3%	149
None of the above / Does not apply		27.6%	1,231
Chainsaw		1.4%	62
Fountains		1.1%	50























Value		Percent	Responses
Gate		1.1%	48
Gazebo		0.8%	36
Insects (Bees or Other Beneficial Species)		1.4%	61
Outdoor Fireplace or Fire Pit		2.9%	129
Patio Heater		0.6%	26
Outdoor Infrared Heater or Fireplace		0.3%	15
Outdoor Smoker		0.6%	28
Outdoor Kitchen Equipment		0.4%	18
Outdoor Entertainment Center		0.4%	16
Patio Cover, Awning or Canopy		1.6%	73
Pole Shed		0.5%	21
Portable Outdoor Heater		0.3%	13
Power Garden Tools		1.1%	49
Lawn Mower (Push)		2.7%	120
Lawn Mower (Riding)		0.8%	37
Rototiller		0.7%	31
Screen Porch		0.5%	23
Storage Shed		2.4%	105
Leaf Blower		1.5%	65
Snow Blower		0.3%	15
Greenhouse		0.8%	37

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		12.2%	546
Bird Seed		12.7%	567
Cat Food		22.7%	1,014
Dog Food		31.8%	1,417
Fish Food		4.1%	184
Specialized Pet Food		3.7%	165
Other Pet Food		5.7%	253
Pet Accessories		9.7%	432
Pet Toys		12.9%	575
Annual Pet Vaccinations		20.5%	915
Annual Pet Checkups		20.9%	934
Adopt or Rescue a Pet		3.9%	174
Purchase Pet Medication		8.7%	388
None of the above / Does not apply		44.0%	1,964
Pet Clothing		1.2%	55
Pet Enclosure		0.3%	12
Aquarium or Tank		0.8%	35
Fish Supplies		2.6%	114
Disease Diagnosis		0.6%	25
Pet Travel Cage		0.4%	18
Pet Travel Accessories		0.6%	27
Cremation or Burial Services		0.2%	11


















Value		Percent	Responses
Purchase a Pet		1.0%	45
Holistic or Alternative Pet Care		0.7%	31
Board a Pet Overnight		1.6%	73
Pet Tracking Device		0.4%	16
Pet Dental Care		2.1%	95
Animal Training Classes		1.7%	75
Hemp Based Pet Supplements		0.9%	40
THC Based Pet Supplements		0.7%	29
Holistic or Alternative Pet Supplements		0.7%	33
Anti Anxiety or Stress Pet Medication for Holidays		0.9%	39




















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

Value		Percent	Responses
Add or Replace Deck		3.0%	135
Add a Fence or Wall Structure		5.4%	242
Remodel Kitchen		3.2%	142
Remodel Bathroom		5.9%	261
General Remodeling		5.6%	251
Sealcoating		4.9%	217
Replace Carpet		4.7%	208
Replace Flooring		5.5%	247
Replace Windows		3.1%	139
None of the above / Does not apply		66.1%	2,947
Add a Room		0.4%	20
Add a Home Office		0.9%	41
Cabinet Refacing or Resurfacing		1.7%	74
Refinish Bathtub		1.4%	61
Install a Glass Shower		1.5%	68
Remodel or Finish Basement Living Area		1.5%	66
Replace Garage Door		1.3%	56
Build a Garage		0.4%	20
Build Out-Building		0.4%	16
Build a Storage Shed		2.3%	104
Have Furniture Restored		1.2%	54
Switch from Gas to Electric		0.1%	5






















Value		Percent	Responses
Switch from Electric to Gas		0.2%	11
Install a Stair Lift		0.3%	13
Install "Aging In Place" Products		0.7%	32
Install a Solar Energy System		0.3%	15
Install Security or Monitoring System		0.7%	29
Resurface or Build New Driveway		2.2%	96
Stone or Marble Work (Bathroom or Kitchen)		0.6%	25
Asphalt Repair		2.4%	109
Asphalt Resurfacing		2.6%	118
Residential Paving		1.3%	57
Build a "Tiny House"		0.2%	8
Install Handicap Accessible Addition		0.1%	6














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

Value		Percent	Responses
Ceramic Tile		4.0%	179
Decking		4.1%	184
Doors (Exterior)		4.3%	191
Electrical Supplies		3.3%	146
Fencing		4.5%	199
Hand Tools		5.0%	224
Lighting and Fixtures		5.8%	259
Lumber		7.1%	315
Molding		3.5%	154
Paint (Exterior)		9.3%	416
Paint (Interior)		19.9%	888
Plumbing Supplies		4.6%	205
Screen Door		3.7%	165
None of the above / Does not apply		55.7%	2,484
Circular Saw		0.5%	21
Doors (Interior)		2.8%	127
Furnace		0.9%	38
Generator		1.2%	52
Hardwood Products		2.6%	117
Home Security Doorbell Camera		1.9%	84
Kitchen Cabinets		1.9%	85






















Value		Percent	Responses
Lock Sets		1.6%	70
Mill Work		1.2%	55
Plywood		2.7%	120
Power Tools		1.7%	76
Rain Gutters		2.2%	99
Roofing (Composition)		1.6%	72
Roofing (Other)		1.6%	70
Security Door		0.4%	20
Security Locks		0.7%	32
Security Window Film		0.2%	11
Siding		1.1%	50
Solar Screen		0.2%	9
Water Softener System or Supplies		2.3%	103
Wet or Dry Vacuum		1.0%	46
Wood Stove or Fireplace		0.4%	19
Window Guards		0.2%	10
Windows (Double-Hung)		2.0%	88
Windows (Casement)		0.8%	35
Windows (Picture)		0.5%	21
Windows (Slider)		0.6%	28
Windows (Bay or Bow)		0.5%	24

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

Value		Percent	Responses
Air Conditioning Repair		5.2%	230
Air Duct Cleaning		5.2%	231
Appliance Repair		3.0%	134
Carpet Cleaning		8.3%	368
Concrete Repair		3.7%	167
Electrical Repair		3.8%	169
Furnace Cleaning		6.4%	285
Gardening Services		6.1%	272
Handyman Services		11.7%	522
Home Repair		4.1%	185
None of the above / Does not apply		54.7%	2,438
Alternative Energy Systems Installation		0.3%	15
Alternative Energy Systems (Service or Repair)		0.4%	16
Blinds Cleaning		1.4%	64
Carpenter or Woodworking		2.7%	121
Chimney Cleaning		2.7%	119
Drywall Installation or Repair		2.7%	121
Electrical Panel Replacement		0.6%	26
Excavation & Wrecking		0.4%	16
Fire & Water Damage Restoration		0.4%	16
Flooring - Ceramic Tile (Installation or Repair)		1.8%	80






















Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.7%	119
Flooring - Linoleum (Installation or Repair)		1.0%	44
Flooring - Wood (Installation or Repair)		2.4%	109
Flooring - Other (Installation or Repair)		2.0%	91
Foundation Repair		0.9%	41
Furnace Repair		1.0%	46
Furniture Reupholster		0.6%	28
Gutter Installation or Repair		2.0%	91
Heating Repair		0.7%	33
Home Computer Repair		1.1%	50
Home Electronics Repair		0.2%	10
Home Heating Oil or Fuel Service		2.1%	94
Home Remodel		1.9%	83

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		9.2%	410
Junk or Yard Waste Removal		6.6%	293
Recycle		5.9%	262
Landscaping Service		16.0%	714
Painting		11.3%	502
Pest Control		5.8%	258
Plumbing Repair		4.9%	217
Pressure Washing		6.7%	299
Trash Removal		8.3%	370
Computer Repair		3.5%	157
None of the above / Does not apply		50.6%	2,255
Home Security Service		1.5%	66
Insulation Installation or Maintenance		0.5%	22
Interior Design		0.8%	34
Sell Scrap Metal		1.6%	72
Movers		1.3%	58
Mold Inspection or Removal		0.5%	24
Party Equipment Rental		0.1%	6
Pool Cleaning Service		1.8%	80
Preventative Home Maintenance		2.4%	107
Roof Repair		2.7%	120

Value		Percent	Responses
Security System		0.8%	37
Septic Tank Cleaning or Repair		2.0%	90
Siding Replacement		0.9%	38
Snow Removal		0.4%	16
Solar Heating or Power System Installation or Repair		0.3%	14
Stucco or Exterior Coating		0.3%	12
Tool Rental		0.9%	40
Tornado or Storm Shelter Building or Repair		0.1%	3
Water Well Drilling		0.2%	7
Waterproofing		0.7%	32
Window Installation		1.9%	85
Window Tinting for Home		0.2%	7
Yard Equipment Rental		0.9%	39
Mobile or Cell Phone Repair		1.6%	73
























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

Value		Percent	Responses
Air Conditioning (Buy)		4.5%	201
Window Blinds (Venetian or Mini)		4.5%	200
Batteries (Home or Office)		26.8%	1,193
Candles		10.8%	483
Carpeting		4.2%	189
Rugs		5.4%	241
Curtains or Drapes		6.9%	308
Furniture (Living Room)		5.0%	223
Storage Boxes or Tubs		5.0%	221
Floral Arrangements		3.3%	149
Picture Frames		4.6%	204
Linens (Bathroom)		4.6%	203
Indoor Flowers		4.2%	186
None of the above / Does not apply		48.4%	2,160
Awning		1.1%	50
Emergency Preparedness Kit or Supplies		2.9%	129
Firewood		2.0%	88
Oriental Carpeting		0.2%	9
Flooring Tile		2.8%	125
Hardwood Flooring		1.7%	75
Rugs (Persian)		0.3%	12











Value		Percent	Responses
Clocks		1.7%	78
Closet System		1.4%	62
Cutlery, Flatware or Silverware		1.8%	79
Ductless Heat Pumps		0.2%	11
Fire Extinguisher		2.6%	118
Fine Art (Paintings, Pottery, Etc.)		1.2%	54
Custom Built Furniture		0.6%	27
Reconditioned Furniture		0.5%	23
Furniture (Bedroom)		2.8%	126
Furniture (Children's)		0.7%	33
Crib		0.3%	14
Furniture (Dining Room)		1.3%	57
Furniture (Home Office)		1.4%	62
Furnace		0.9%	40
Futon		0.5%	21
Safe		0.7%	33
Laminate Flooring		2.4%	106
Hot Tub or Spa (Used)		0.2%	8
Sewing Machine		0.9%	42
Reclining Chair		2.2%	96
Wallpaper		0.8%	37
Signs or Banners		0.8%	35
Hot Tub or Spa (New)		0.4%	20

Value		Percent	Responses
Linens (Dining Room or Kitchen)		2.0%	87
Tankless Water Heater		0.7%	32




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		5.8%	260
Linens (Bedroom)		7.0%	310
Queen Size Bed		3.1%	140
Window Coverings		3.8%	168
Patriotic Flags		3.7%	165
None of the above / Does not apply		72.7%	3,241
Gas Burning Freestanding Stoves		0.4%	16
Water Purification System (Drinking)		0.9%	40
Solar Water Heater		0.2%	10
Latex Mattress		0.2%	9
Innerspring Mattress		2.8%	127
Pillow Top Mattress		2.2%	99
Foam Mattress		2.4%	109
Memory Foam Mattress		2.3%	101
Gel Mattress		1.1%	48
Twin Size Bed		0.9%	40
King Size Bed		1.9%	86
Water Heater		1.1%	49
Smoke Alarm or Detector		2.2%	98
Remote Home Monitoring Video Camera		0.8%	36
Shutters		0.8%	35
Reclaimed Wood Furniture		0.4%	17
Sports Team Flags		0.7%	33























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

Value		Percent	Responses
Paintings		3.2%	142
Fine Art		1.3%	57
Photographs		3.3%	148
Pottery		1.5%	68
Blown Glass		0.9%	42
Stone Carvings		0.3%	15
Sculpture		0.5%	22
Artistic Wall Decor		3.9%	175
Wood Carvings		0.7%	33
Poster Art		1.6%	70
Religious Art		0.9%	41
Stained Glass		1.1%	47
Ceramics		1.2%	53
Metal Work Art		0.8%	34
Music Memorabilia		0.9%	39
Movie Memorabilia		0.8%	35
None of the above / Does not apply		88.7%	3,955

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























Value		Percent	Responses
Refrigerator		3.3%	147
Portable Dishwasher		0.3%	15
Dishwasher		3.0%	132
Freezer		1.2%	54
Range		2.2%	100
Range Hood		1.3%	58
Wall Oven		0.6%	27
Washer		2.4%	106
Dryer		2.2%	99
Blender		2.2%	99
Instant Pot		2.4%	108
Microwave		3.6%	159
Window Air Conditioner		2.5%	112
Coffee or Espresso Machine		3.9%	175
Vacuum Cleaner		3.2%	142
None of the above / Does not apply		78.6%	3,507

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

Value		Percent	Responses
Battery		3.8%	170
Floor Mats		3.2%	142
Tires		7.5%	335
Wiper Blades		15.1%	675
None of the above / Does not apply		70.8%	3,158
Aftermarket Products		2.7%	120
Canopy		0.2%	10
Child Car Seat		1.1%	47
Grill Guard		0.2%	10
Ground Effects		0.2%	7
Lights		1.3%	60
Mirror(s)		0.5%	21
Motorcycle Accessories		0.8%	35
Motorcycle Parts		1.1%	47
Performance Parts		0.9%	39
RV Accessories or Supplies		0.9%	40
Roof Rack (For Bike, Kayak, Etc.)		0.5%	22
Roof Rack (Luggage or Equipment Container)		0.4%	16
Running Boards		0.2%	9
Seat Covers		2.0%	87
Spoiler		0.1%	3
Step Bar		0.1%	6























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.4%	17
Tool Box		0.2%	11
Trailer Hitch		0.6%	25
Truck Bed Liner		0.2%	9
Visor		0.2%	9
Wheels or Rims		0.6%	27
Winch		0.2%	8
Window Tinting Equipment (Auto)		0.5%	22
Cargo Trailer (Vehicle Hauler)		0.2%	8
Cargo Trailer (Flat)		0.2%	8
Cargo Trailer (Motorcycle)		0.1%	4
Cargo Trailer (Boat)		0.1%	6
Cargo Trailer (Box)		0.2%	10

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

Value		Percent	Responses
30,000 Mile Service		5.7%	254
60,000 Mile Service		5.4%	240
100,000 Mile Service		4.9%	217
Auto Detailing		4.8%	213
Auto Repair (General)		6.2%	276
Alignment		4.0%	179
Body Work		3.5%	154
Brake Replacement, Adjustment		3.8%	171
Car Wash		34.2%	1,523
Gas or Service Station Services		12.5%	559
Oil Change or Lube		39.5%	1,763
Preventative Maintenance		12.2%	544
Safety Inspection		10.4%	463
Tire Mounting or Installation		4.1%	184
Tune-Up		6.3%	282
None of the above / Does not apply		30.8%	1,374
Auto Warranty Work (Work Covered by Warranty)		2.3%	104
Car Rental		1.0%	46
DEQ Inspection		0.8%	34
Electrical Repair		0.7%	32
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	21
Motor Repair or Replacement		0.4%	16

Value		Percent	Responses
Motorcycle Repair		0.4%	20
Muffler		0.6%	27
Painting		0.7%	29
RV Maintenance or Service		0.8%	35
Shocks		0.8%	37
Smog Check		0.5%	24
Stereo Installation		0.3%	13
Transmission or Clutch Repair		0.5%	24
Upholstery Repair		0.5%	23
Vehicle Air Conditioning Repair		0.8%	37
Vehicle Storage		0.4%	16
Vehicle Towing		0.3%	14
Windshield or Glass Repair		1.9%	83
Windshield or Window Tinting		0.4%	19














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		7.4%	332
CarFax		11.0%	490
CarGurus.com		6.0%	269
CarMax.com		3.8%	170
Cars.com		6.1%	271
Craigslist Auto		3.6%	161
KBB.com		6.6%	296
Edmunds.com		7.9%	352
Local Dealer Site		32.7%	1,460
Other Local Website		3.8%	171
None of the above / Does not apply		54.3%	2,423
Yahoo! Autos		0.3%	13
Automotive.com		0.7%	32
Autoblog.com		0.3%	13
CarsDirect.com		1.1%	51
eBay Motors		1.5%	65
Facebook Dealer Page		2.1%	94
MotorTrend.com		1.5%	65
UsedCars.com		2.4%	106
Local TV Site		0.7%	32
Local Radio Site		0.4%	17
The Car Connection		0.4%	17


















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

Value		Percent	Responses
Bath and Body Products		39.4%	1,755
Beauty Products		29.6%	1,320
Cosmetics		31.2%	1,391
Babysitting		1.4%	64
Hair Care Products		47.2%	2,106
Hair Coloring		32.8%	1,463
Hair Cut		67.0%	2,989
Manicure		22.9%	1,020
Massage Therapy		12.4%	555
Pedicure		25.5%	1,137
None of the above / Does not apply		15.0%	671




















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)		31.6%	1,410
Books (Used)		16.9%	752
Books (Children's)		8.1%	361
Board Games		10.2%	456
Lottery Ticket		32.4%	1,443
Collectibles		4.1%	183
Comics		2.2%	97
Graphic Novels		1.8%	79
Computer Games		6.1%	273
Magazines		18.6%	828
Toys		7.9%	354
Video Console Games		5.9%	265
None of the above / Does not apply		33.6%	1,498











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.4%	64
Ceramics and Pottery		1.8%	79
Collectables		3.4%	151
Comic Books and Related Collectables		1.5%	67
Do-It-Yourself (DIY)		13.0%	581
Games or Puzzles		15.3%	681
Beer Brewing Supplies		1.7%	75
Wine Making Supplies		1.3%	56
Jewelry Making Supplies or Beads		2.5%	113
Knitting		5.3%	236
Making Arts and Crafts		8.2%	366
Paper Crafts		2.5%	113
Quilting		2.1%	93
Scrapbooking		2.4%	109
Toy Collecting		1.0%	46
Trains, Plane & Car Model Kits		2.0%	90
None of the above / Does not apply		63.0%	2,809














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)		4.3%	192
Attend Online College or University (Part Time)		2.8%	123
Attend Online Graduate School		1.5%	65
Attend Online Classes at Community College		2.6%	116
Learning Center		0.8%	35
Online Trade School		0.3%	13
Online Continuing Education Courses		5.3%	236
Online Professional Certification or Accreditation Courses		3.2%	142
Online Language Lessons (Adult)		2.5%	113
Online Music Lessons (Adult)		1.1%	51
Attend Paid Online Lecture, Seminar or Special Class		3.0%	132
Online Real Estate Classes		0.8%	34
Online Child Education or Tutoring		2.0%	90
Online Music lessons (Child)		0.7%	29
Online Language Lessons (Child)		0.3%	12
Change Online School		0.1%	3
Attend an Online Religion Based School		0.5%	22
Attend an Online Local Workshop		2.8%	127
None of the above / Does not apply		77.9%	3,473





















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

Value		Percent	Responses
Brushes		7.0%	311
Oil paints		2.3%	103
Acrylic Paints		8.0%	356
Markers		5.8%	259
Specialty Paper		4.9%	217
Fabric Craft Supplies		6.2%	275
Beads		2.4%	106
Art Pencils and Pens		7.0%	312
Scrapbooking Supplies		2.8%	123
None of the above / Does not apply		79.5%	3,544























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		0.6%	25
Clarinet		0.1%	6
Drums		0.5%	22
Flute		0.2%	10
Acoustic Guitar		1.3%	59
Electric Guitar		0.8%	35
Electric Keyboard		0.6%	26
Piano		0.7%	30
Piano (High End)		0.1%	4
Trombone		0.1%	4
Trumpet		0.2%	9
Violin		0.4%	17
None of the above / Does not apply		96.4%	4,298

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

Value		Percent	Responses
Greek		13.7%	610
French		5.1%	226
Asian		27.1%	1,207
German		6.5%	292
American (New)		33.8%	1,508
Italian		65.5%	2,921
Cajun or Creole		5.9%	261
Indian		9.9%	440
Chinese		47.0%	2,095
American (Traditional)		67.2%	2,996
Thai		15.7%	698
Middle Eastern		8.4%	373
Japanese		13.2%	590
Mexican		38.8%	1,732
Vietnamese		4.6%	206
Southern		8.7%	388
Tex-Mex		16.1%	719
Spanish		10.5%	467
Mediterranean		15.9%	711
None of the above / Does not apply		13.8%	615

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		21.7%	966
Fish & Chips		17.5%	781
Golf Course Restaurant, Bar or Snack Bar		5.1%	227
Barbeque		25.2%	1,125
Deli		32.3%	1,439
Breakfast or Brunch		38.4%	1,712
Appetizers		37.9%	1,688
Dessert		25.5%	1,137
Chicken Wings		27.0%	1,206
Hamburgers		49.4%	2,203
Chicken		42.7%	1,904
Frozen Yogurt		10.0%	446
Live or Raw food		3.8%	168
Tapas or Small Plates		6.8%	303
Theme Restaurants		5.2%	233
Soup		29.1%	1,296
Salad		41.2%	1,836
Pizza (Dine In)		15.9%	710
Pizza (Delivery)		32.9%	1,465
Steak		28.4%	1,268
Juice or Smoothies		10.6%	474
Sandwiches		46.1%	2,057

Value		Percent	Responses
Pizza (Carry Out)		57.3%	2,555
Pizza (Take & Bake)		8.1%	361
Seafood		34.7%	1,549
Vegan		3.7%	166
Steakhouse		20.8%	926
Sushi		13.5%	604
Vegetarian		7.3%	324
Pho		3.5%	156
None of the above / Does not apply		12.5%	557







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		0.7%	30
Purchase Commercial or Business Property		0.3%	13
Purchase Condominium or Townhouse		0.8%	35
Purchase Manufactured or Modular Home		0.3%	14
Purchase Investment Property		1.0%	45
Purchase Personal Residence		2.1%	93
Purchase Custom Built Home		0.4%	19
Purchase Residential Real Estate at an Auction		0.1%	6
Purchase Land or Agricultural Property		0.4%	16
Purchase Vacation Property		0.5%	23
Purchase Other		0.4%	16
None of the above / Does not apply		95.2%	4,245










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		0.2%	8
Sell Personal Residence		2.6%	116
Sell Vacation Property		0.5%	23
Sell Condominium or Townhouse		0.5%	23
Sell Investment Property		0.8%	35
Sell Land or Agricultural Property		0.5%	21
Sell Commercial or Business Property		0.2%	10
Sell Manufactured or Modular Home		0.2%	9
Plan to Sell Home in Master-Planned Community		0.1%	3
Sell Other		0.9%	41
None of the above / Does not apply		94.4%	4,211







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		18.3%	17
New home, but outside of development		25.8%	24
New home that I will have contractor build		14.0%	13
Existing home less than 10 years old		48.4%	45
Existing home more than 10 years old		67.7%	63
Other		6.5%	6











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		2.1%	93
Rent House (Residence)		2.0%	91
Rent Manufactured or Modular Home		0.3%	13
Rent or Lease Commercial Property		0.4%	18
Rent Agricultural Land		0.3%	15
Rent Subsidized Housing		0.7%	31
Rent Condo/Townhouse		1.7%	77
Rent Section 8 Housing		0.4%	20
None of the above / Does not apply		93.9%	4,188



















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		2.7%	122
Use a Realtor to Buy Real Estate		2.0%	89
Use a Realtor to Buy and Sell Real Estate		1.9%	84
Plan to Sell Property Myself		1.3%	56
Use a Real Estate Broker		1.4%	64
None of the above / Does not apply		92.7%	4,133












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		1.8%	79
Home Remodel or Renovation Loan		0.6%	28
Business Construction Loan		0.2%	8
Home Construction Loan		0.4%	18
Equity Loan		1.8%	80
Land Loan		0.2%	10
Reverse Mortgage		0.3%	12
Real Estate Loan for existing home		0.7%	30
Refinance Home		3.3%	148
None of the above / Does not apply		92.4%	4,120



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		2.3%	102
Facebook		3.1%	140
Google		3.9%	173
Auction.com		1.0%	43
Homes & Land		1.2%	53
Homes.com		3.2%	141
HomeFinder		4.1%	185
MLS.com		9.6%	430
National Real Estate Co. Site		2.4%	106
Local MLS Site		14.2%	633
RealEstate.com		6.3%	282
Realtor.com		23.1%	1,029
Realty.com		3.3%	147
Redfin		2.6%	116
Trulia		12.8%	569
Zillow		33.9%	1,510
ZipRealty.com		0.7%	31
None of the above / Does not apply		54.0%	2,410



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

Value		Percent	Responses
Apartments.com		11.0%	490
Apartmentguide.com		3.9%	174
Craigslist		5.7%	256
Forrent.com		0.6%	28
HomeFinder.com		4.4%	194
Hotpads.com		1.0%	45
Rent.com		7.0%	310
Sublet.com		0.3%	15
Trulia		9.4%	420
Zillow		21.6%	963
None of the above / Does not apply		70.6%	3,147


















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		66.7%	2,972
No, don't know who to call		33.3%	1,487
Total: 4,459			
















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		67.0%	2,989
No, don't know who to call		33.0%	1,470
Total: 4,459			

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%	942
Craft Beer		19.5%	868
Champagne		7.7%	343
Premium Hard Alcohol or Spirits		19.0%	845
White Wine		39.2%	1,748
Red Wine		41.7%	1,859
Major Brand Cigarettes		6.2%	275
Recreational Marijuana		2.2%	97
Marijuana Accessories		1.8%	82
Smokeless Tobacco		2.0%	88
Pipe Tobacco		1.1%	47
Discount Cigarettes		3.2%	144
Discount Hard Alcohol or Spirits		9.2%	409
Domestic Beer		32.6%	1,453
Electronic Cigarette Supplies		1.9%	84
Alcoholic Cider		7.2%	320
None of the above / Does not apply		28.5%	1,269








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		1.6%	70
Cannabis Edibles		2.5%	112
Cannabis Tinctures		1.1%	49
Cannabis Vaporizers		0.9%	42
Cannabis Cleaning Tools or Supplies		0.5%	22
Cannabis Concentrates		1.2%	52
Cannabis Pre-Rolls		0.4%	19
Organic Cannabis Products		0.7%	32
Cannabis Oil		2.8%	124
Cannabis Beauty & Skin Care Products		1.2%	53
Cannabis Beverages		0.3%	14
Cannabis Chocolates		0.8%	35
Medical Cannabis		2.6%	117
CBD Cannabis		3.9%	174
None of the above / Does not apply		90.5%	4,035

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		26.3%	1,171
Specialty Teas		15.7%	699
Specialty Coffee		23.7%	1,055
Gourmet Deli Counter Items		18.6%	828
Cookies		52.0%	2,317
Snack Cakes		17.2%	769
Potato Chips		52.4%	2,338
Soft Drinks		35.5%	1,582
Energy Drinks		7.7%	342
Energy Bars		14.5%	648
Noodle Bowls		8.9%	397
Cupcakes		15.4%	685
Birthday Cake		17.6%	786
Beef Jerky or Meat Sticks		9.3%	415
Bottled Water		48.5%	2,161
Candy		39.5%	1,760
Fruit		74.2%	3,307
Nuts		50.9%	2,271
Chocolates		46.2%	2,059
Ice cream		60.4%	2,695
Cheese		79.1%	3,529
Artisan Bread		26.6%	1,186








Value		Percent	Responses
Artisan Meats		5.7%	254
Sports Drinks		11.9%	532
Basic Condiments		46.1%	2,056
Artisan Condiments		4.8%	213
Canned Sauces		33.4%	1,488
Cereal		67.8%	3,022
Milk		80.7%	3,598
Chicken		82.9%	3,695
Pork		51.8%	2,310
Beef		66.4%	2,963
Fish		59.6%	2,656
Pasta		73.6%	3,284
Snack Mixes		12.8%	569
Vegetables		73.7%	3,287
Olive Oil		52.7%	2,351
Balsamic Vinegar		27.2%	1,215
Frozen Entrees		39.8%	1,774
Eggs		85.6%	3,816
Locally Raised Beef, Pork, Poultry		17.0%	760
Locally Grown Fruit and Vegetables		57.6%	2,569
Locally Produced Honey		16.6%	741
Organic Food		19.1%	853
Pickled Vegetables		12.1%	540

Value		Percent	Responses
Artisan Cheese		20.5%	914
Alternative "Meat" Products		9.6%	429
Sausage		47.3%	2,108
Donuts		23.4%	1,045
Pastries		27.9%	1,245
Game Meats		2.2%	98
None of the above / Does not apply		2.1%	93

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







Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		30.4%	1,354
Attend Online Religious or Spiritual Services		20.1%	898
Donate to a Charity		40.1%	1,789
Donate to a Church		34.2%	1,527
Donate to Political Party or Government Representative		10.9%	487
Volunteer at Church		13.9%	620
Volunteer for Nonprofit Group		16.1%	716
Vote in Upcoming Local Elections		43.9%	1,956
Vote in Upcoming State or National Elections		48.7%	2,172
Purchase Season Tickets for Performing Arts		4.6%	207
Attend a Holiday Themed Performance		3.1%	139
Community Activity		17.9%	798
Support an Organization		14.5%	646
Make a Donation		31.3%	1,397
None of the above / Does not apply		17.8%	794
Join a New Church		1.1%	51
Donate Vehicle		0.8%	35
Have a Baby		0.7%	29
Get Married		0.6%	26
Retire		2.0%	87
Look into Private Schooling for Children		0.6%	25
Register to Vote		2.6%	114

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		6.1%	274
Go Mountain Biking		4.5%	201
Go Camping		10.0%	448
Go Hiking		24.2%	1,080
Go Fishing		14.7%	656
Go Backpacking		3.3%	146
None of the above / Does not apply		62.2%	2,773

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		26.6%	1,185
Local Business Blog		3.7%	166
Local Business Email		11.3%	504
Snapchat		11.9%	532
Instagram		31.7%	1,414
Cinema Ads		4.1%	181
Facebook Business Page		12.9%	576
Reviews on Yelp! or Google+		13.9%	622
YouTube Promo Video		11.0%	492
Local Business Text Message		3.9%	174
Pandora		16.0%	714
Online Yellow Pages		3.2%	141
Google Search		62.5%	2,787
eBay		29.4%	1,309
Spotify		12.2%	545
Pinterest		24.3%	1,082
Google+ Local		6.6%	294
Clicked on Google Sponsored Ad		11.1%	494
LinkedIn		24.2%	1,077
Angie's List		3.1%	140
Craigslist		13.4%	599
Bing		11.1%	493



Value		Percent	Responses
Twitter		21.6%	963
Amazon		82.4%	3,675
None of the above / Does not apply		5.8%	260
CitySearch		1.0%	46
Digital Billboard		0.8%	37
Xing		0.1%	3

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



Value		Percent	Responses
Yes		72.1%	3,217
No		27.9%	1,242

Total: 4,459

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

Value		Percent	Responses
Yes		45.8%	2,043
No		54.2%	2,416
Total: 4,459			

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

Value		Percent	Responses
Yes		38.2%	1,702
No		61.8%	2,757
Total: 4,459			



107. Which of the following business categories would you do a Google search to find a business to shop or use if you were planning to buy? (Check all that apply.)

Value		Percent	Responses
Apparel and Accessories		47.6%	2,122
Arts and Entertainment		31.9%	1,422
Automotive - (General)		18.4%	820
Automotive - (New Vehicle Dealership)		14.9%	666
Automotive - (Used Vehicle Dealership)		9.6%	427
Automotive - (Auto Parts store)		10.2%	457
Automotive - (Auto Repair business)		6.3%	280
Automotive - (Auto Body shop)		3.6%	161
Tire Business		13.4%	598
Beauty and Spa Related Businesses		16.9%	754
Child Related Businesses		3.6%	160
Community and State Services		20.6%	917
Education		12.2%	542
Employment Related Businesses		9.4%	418
Event Planning and Services		7.7%	345
Family Activity Related Businesses		10.0%	448
Farm Equipment and Agriculture Businesses		3.2%	142
Financial Services		9.7%	433
Fitness Businesses or Providers		6.2%	277
General Retail		40.7%	1,813
Grocery / Market		42.3%	1,888
Home and Garden Related Businesses		25.2%	1,124











Value		Percent	Responses
Building Supply/Lumber Business		13.9%	622
Home Service Businesses		8.1%	361
Home Service Contractors		9.9%	443
Hotel and Travel Related Businesses		21.7%	968
Local Services		24.2%	1,081
Medical Related Businesses - (General)		14.2%	631
Medical Related Businesses - (Dentist)		6.2%	276
Medical Related Businesses - (Hospital)		4.0%	177
Nightlife Related Businesses		5.9%	265
Pet / Animal		23.3%	1,038
Professional Services		13.2%	589
Real Estate Service Businesses		4.7%	211
Recreation Related Businesses		6.8%	302
Restaurant / Bar / Lounge		39.4%	1,755
Senior Related Businesses		6.7%	299
Specialty Food and Drink		15.5%	689
General Retail - Children's Clothing Store		7.0%	311
General Retail - Clothing Accessory Store		13.6%	606
General Retail - Computer Store		9.2%	409
General Retail - Furniture Store		12.1%	540
General Retail - Hardware Store		15.2%	678
General Retail - Home Entertainment Store		5.9%	264
General Retail - Jewelry Store		4.4%	196

Value		Percent	Responses
General Retail - Major Appliance Store		10.0%	445
General Retail - Men's Clothing Store		12.6%	564
General Retail - Mobile Phone Store		6.2%	278
General Retail - Shoe Store		16.5%	737
General Retail - Women's Clothing Store		23.7%	1,057
None of the above / Does not apply		14.6%	651
Medical Related Businesses - (Chiropractor)		2.8%	126
Motorsport Businesses		2.1%	95
General Retail - Farming and Agriculture Business		2.4%	109






















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












Value		Percent	Responses
Yes		12.0%	534
No		88.0%	3,925
Total: 4,459			

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




















Value		Percent	Responses
Get a New Full Time Job		9.5%	422
Get a New Part Time Job		6.6%	293
Get a Temporary or Seasonal Job		4.6%	206
Use an Employment or Temporary Employment Agency		2.9%	130
Use a Career Counselor		1.2%	53
Get a Second (or Third) Job		3.6%	162
Get First Job after High School		0.5%	21
Get First Job after College		1.5%	65
Apply for Unemployment Benefits		14.2%	631
None of the above / Does not apply		74.1%	3,302

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		5.0%	224
Health Care		4.2%	189
Customer Service		5.0%	225
Management		3.6%	161
Education		4.2%	189
None of the above / Does not apply		74.3%	3,313
Agriculture		0.5%	24
Automotive		0.8%	36
Retail		2.8%	127
Warehouse		1.7%	76
Construction		1.2%	55
Accounting		2.1%	92
Hotel - Hospitality		1.2%	53
Manufacturing		1.5%	68
Entry Level (New Graduate)		0.9%	42
Grocery		2.0%	87
Banking & Finance		1.5%	69
Child Care		0.9%	42
Real Estate		0.9%	41
Insurance		0.9%	39
Legal		1.2%	52

Value		Percent	Responses
Media		1.7%	76
NonProfit		2.7%	119
Government		2.5%	113
Installation - Maintenance - Repair		0.4%	19
Restaurant - Food Services		1.9%	84
Executive Level		1.9%	86
Engineering		1.1%	50
Sales & Marketing		2.6%	114
Information Technology		1.9%	84
Skilled Labor - Trades		1.4%	62
Transportation		1.5%	68







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		15.7%	698
Local Agency Site		7.9%	353
Craigslist		4.8%	214
Facebook		4.7%	210
Indeed.com		26.5%	1,182
LinkedIn		20.4%	910
Monster.com		12.7%	567
CareerBuilder		9.5%	422
GlassDoor		7.6%	340
SimplyHired.com		3.0%	133
AOL Jobs		1.1%	51
SnagAJob.com		1.4%	62
Dice.com		1.1%	49
USAjobs.gov		4.8%	214
USAjobs.org		2.3%	101
ZipRecruiter		8.4%	375
JobDiagnosis		0.2%	10
TheLadders		1.4%	63
None of the above / Does not apply		57.1%	2,544

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

Value		Percent	Responses
Coupon book		11.8%	528
Yellow Pages directory		0.8%	36
Direct mail flyer		14.0%	625
Deal program/offer		7.7%	343
Facebook business page offer		7.4%	331
Billboard advertising		1.3%	57
None of the above / Does not apply		71.8%	3,200


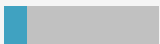
113. Which of the following best describe what you typically do with direct mail/advertisements you receive in the mail at your home or PO Box?

Value		Percent	Responses
Read ads and keep them - using three or more		5.3%	238
Read ads and keep them - using one or two		37.9%	1,692
Read ads and keep them - without using any		4.5%	199
Read ads but throw away without using any		24.4%	1,088
Throw ads away unread		22.4%	1,000
Do not receive direct mail or advertisements at home or PO Box		5.4%	242
			Total: 4,459

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 %	124 2.8%	739 16.6%	1,941 43.5%	333 7.5%	286 6.4%	561 12.6%	475 10.7%	4,459
County election Count Row %	123 2.8%	665 14.9%	1,975 44.3%	331 7.4%	293 6.6%	528 11.8%	544 12.2%	4,459
State election Count Row %	129 2.9%	984 22.1%	1,734 38.9%	236 5.3%	330 7.4%	580 13.0%	466 10.5%	4,459
Total Total Responses								4459

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

Value		Percent	Responses
Yes		85.1%	3,796
No		14.9%	663




Total: 4,459

116. Did you vote in the last presidential election?























Value		Percent	Responses
Yes		91.9%	4,096
No		8.1%	363

Total: 4,459




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		17.7%	788
No		46.0%	2,053
Does not apply		36.3%	1,618
			Total: 4,459



















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

Value		Percent	Responses
Arts and Entertainment		3.9%	31
Business Consulting		5.7%	45
Education		6.5%	52
Financial Services		3.8%	30
Health and Medical		11.1%	88
Home Service Businesses		5.7%	45
Local Services		4.0%	32
Real Estate		5.7%	45
Other		30.8%	245
Apparel and Accessories		1.6%	13
Automotive		1.6%	13
Beauty and Spa		2.1%	17
Child Related Businesses		0.6%	5
Event Planning and Services		1.0%	8
Family Activity		0.6%	5
General Retail		2.5%	20
Grocery and Specialty Food/Drink		2.3%	18
Home and Garden		2.9%	23
Hotel and Travel		0.8%	6
Motorsport Businesses		0.1%	1
Pet / Animal		2.8%	22
Pizza Restaurant Types		0.6%	5






















Total: 796

Value		Percent	Responses
Recreation		1.5%	12
Restaurant / Bar / Lounge		1.4%	11
Sales Training		0.5%	4
			Total: 796

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










Value		Percent	Responses
Have an ongoing digital marketing campaign		8.1%	64
Use social media for promoting business		20.9%	165
Website optimized for mobile (responsive)		11.4%	90
Ongoing search optimization (SEO, SEM)		6.1%	48
Banner ads		4.4%	35
Cost-per-click ads (CPC, PPC)		4.6%	36
Cost-per-mille ads (CPM)		1.0%	8
Programmatic ads		0.8%	6
Retargeting ads		1.8%	14
Video ads		3.8%	30
Google ads (Adwords)		7.8%	62
Facebook ads		16.8%	133
Sponsored content		2.4%	19
Email advertising		14.2%	112
Site analytics		3.7%	29
Use a Digital Agency		1.6%	13
Digital ads through newspaper		3.3%	26
None of the above/Does not apply		61.4%	486

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












Value		Percent	Responses
Business Accounting or CPA		3.9%	31
Business Advertising		3.0%	24
None of the above / Does not apply		84.3%	665
Business Financial Consulting		1.5%	12
Business Bottled Water Delivery		0.8%	6
Business Advisory Services		0.4%	3
Business Cellular Phone Service		0.9%	7
Business Computer Consulting		1.4%	11
Business Construction Contractor		0.5%	4
Business Employment Agency		0.5%	4
Business Internet Service Provider		2.2%	17
Business Legal Services or Attorney		1.3%	10
Business Marketing Services		2.2%	17
Business Meetings or Conventions		0.6%	5
Business Moving or Storage		0.5%	4
Business Payroll Services		1.8%	14
Business Printing Services		2.5%	20
Business Realty Services		1.1%	9
Business Recruitment		1.3%	10
Business Security Services		0.5%	4
Business Sign Company Services		1.1%	9

Value		Percent	Responses
Business Staffing or Temp Services		1.1%	9
Selling Small Business		2.3%	18
Business Online Meetings		2.4%	19
Business Bankruptcy		1.0%	8
Business Travel Agency		0.3%	2
Business General Broadcast Media Service		0.3%	2
Business Television Media Service		0.3%	2









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

Value		Percent	Responses
Rent New Office		2.4%	19
Buy New Office		0.6%	5
Add New Locations		1.3%	10
Renovate Existing Facilities		4.6%	36
Construct New Facilities		1.0%	8
Buy or Rent Industrial Space		1.8%	14
Buy or Rent Warehouse space		1.3%	10
Install New Commercial Carpeting		0.8%	6
None of the above / Does not apply		90.1%	711






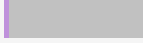





122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.0%	8
Purchase Used Business Automobiles		0.8%	6
Purchase New Business Trucks		1.4%	11
Purchase Used Business Trucks		1.0%	8
Lease New Business Automobiles		2.0%	16
Lease New Business Trucks		0.6%	5
Purchase New Business Delivery Vehicles		0.4%	3
Purchase Used Business Delivery Vehicles		0.4%	3
Purchase New Heavy Duty or Commercial Business Trucks		0.8%	6
Purchase Used Heavy Duty or Commercial Business Trucks		0.9%	7
None of the above / Does not apply		94.7%	747


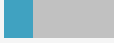



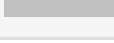
123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		2.8%	22
Business Health Insurance		2.8%	22
Business Dental Insurance		1.0%	8
Business 401K or Retirement Program		1.9%	15
Business "Key Man" Insurance		0.8%	6
Business Property Insurance		1.4%	11
Business Commercial Insurance		1.9%	15
None of the above / Does not apply		93.7%	738









124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.3%	14
20 - 24		0.4%	19
25 - 30		1.5%	67
31 - 34		2.6%	115
35 - 40		4.2%	187
41 - 45		4.2%	187
46 - 49		5.0%	221
50 - 54		10.2%	453
55 - 60		15.6%	694
61 - 69		30.8%	1,373
70 or older		25.3%	1,129
			Total: 4,459
			Avg 61

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




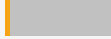

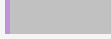


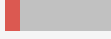
Value		Percent	Responses
Metro / Urban		13.0%	578
Small/Mid-Size Town		25.8%	1,151
Suburban		43.8%	1,953
Rural		16.1%	718
Vacation community		0.5%	21
Other		0.9%	38
			Total: 4,459

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	8
Some High School (Not Graduate)		0.4%	20
High School Graduate (12th grade)		9.1%	406
Vocational or Technical Training		4.4%	196
Some College		16.0%	713
College Graduate		31.6%	1,407
Some Post-Graduate Study (No Advanced Degree)		7.7%	342
Post-Graduate Degree		30.6%	1,366

Total: 4,458







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

Value		Percent	Responses
Under \$20,000		4.0%	168
\$20,000 - \$24,999		2.3%	98
\$25,000 - \$29,999		2.7%	114
\$30,000 - \$34,999		3.8%	160
\$35,000 - \$39,999		3.2%	134
\$40,000 - \$44,999		3.7%	158
\$45,000 - \$49,999		4.4%	185
\$50,000 - \$74,999		17.9%	758
\$75,000 - \$99,999		18.7%	794
\$100,000 - \$124,999		13.9%	588
\$125,000 - \$149,999		8.7%	371
\$150,000 - \$200,000		9.1%	387
Over \$200,000		7.7%	326
			Total: 4,241
			Avg \$99,714

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




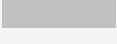

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	21
Black or African-American		2.7%	120
Asian		1.2%	53
White or Caucasian		87.1%	3,883
Hispanic		1.9%	83
Other		1.0%	44
Prefer not to answer		5.7%	253
			Total: 4,457

129. Are you...





Value		Percent	Responses
Male		36.5%	1,628
Female		60.7%	2,707
Transgender Male		0.0%	1
Transgender Female		0.0%	2
Other		0.1%	4
Prefer not to answer		2.6%	115

Total: 4,457

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




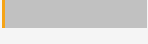

Value		Percent	Responses
Single Family Home		79.9%	3,560
Apartment		9.9%	443
Condominium		5.9%	263
Mobile Home		1.0%	44
Other		3.3%	147
			Total: 4,457

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		84.0%	3,745
Rented		13.0%	578
Occupied Without Payment of Rent		1.5%	65
Other		1.6%	71

Total: 4,459

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

Value		Percent	Responses
None		83.2%	3,709
1		8.5%	380
2		5.8%	258
3		1.7%	75
4 or more		0.8%	36
			Total: 4,458