

Covid-19 Impact and Local Business Survey Mid-South Regional Report - April 2020

Response Counts













Total: 2,109

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	2,109
		Total: 2,109

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

Value		Percent	Responses
Local Newspaper		70.1%	1,478
Local Newspaper Website		50.3%	1,060
Local TV News		67.1%	1,416
National Broadcast News		62.9%	1,327
Local Radio		15.6%	330
Apple News		5.4%	113
Facebook		15.6%	330
Twitter		5.5%	117
Nextdoor		8.0%	169
Other		13.0%	275

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

Value		Percent	Responses
Local Newspaper		22.0%	464
Local Newspaper Website		14.5%	306
Local TV News		19.3%	406
National Broadcast News		27.9%	589
Local Radio		2.7%	56
Apple News		0.4%	8
Facebook		0.5%	11
Twitter		0.5%	10
Other		12.3%	259
			Total: 2,109




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		84.7%	1,787
Weekly updates on Covid-19 impact on our community		34.4%	725
Local resources available to our community to lessen impact of Covid-19		59.8%	1,262
Personal stories on the impact of Covid-19 on households		25.3%	534
Stories on the impact of Covid-19 on employment and local economy		52.5%	1,108
Online services being offered in the community		37.2%	784
Unemployment resources for persons laid off		16.9%	357
Assistance resources available for local businesses		17.4%	368
Other		5.6%	118


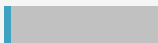
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		65.2%	1,375
New hours		66.2%	1,396
Services that are being offered		81.8%	1,725
New services being offered		54.2%	1,144
Online services being offered		64.1%	1,352
Employment needs		17.5%	369
Other		2.8%	58

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		41.2%	869
Watched Local Television		80.7%	1,702
None of the above / Does not apply		11.0%	231

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













Value		Percent	Responses
Yes		95.7%	2,018
No		4.3%	91

Total: 2,109









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		35.6%	718
Local Daily Newspaper		94.3%	1,903
Local Paid Weekly Community Newspaper		12.2%	247
Local Free Weekly Print Publication		16.2%	327
Local Alternative Publication		7.7%	155
Local City or Regional Magazine		26.8%	541
Local Specialty Publication		8.9%	180
Local Business Publication		8.8%	177
Local Ethnic Publication		1.5%	30
Local Parenting Publication		0.8%	17
Local Senior Publication		6.6%	134
None of the above / Does not apply		1.1%	22






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

Value		Percent	Responses
Auto Body Shop		4.8%	102
Auto Detailing Shop		6.2%	130
Auto Glass Repair Shop		1.7%	36
Oil Change Station		41.1%	867
Auto Parts Store		15.6%	329
Auto Repair Shop		24.8%	524
New Vehicle Dealership		11.1%	234
Used Vehicle Dealership		3.1%	65
Recreation Vehicle (RV) Dealership		0.7%	14
RV or Camper Repair		0.7%	15
Tire Store		10.4%	220
None of the above / Does not apply		27.8%	586







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		0.4%	9
Used Farm Equipment Dealer		0.3%	7
Farm Truck and Tractor Repair Shop		1.4%	29
Agriculture Farm Supply Store		10.6%	223
Agricultural Service		2.0%	43
Farming Structure Building Contractor		0.0%	1
Animal Feed Store		7.1%	150
None of the above / Does not apply		84.4%	1,780

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		45.0%	948
Ethnic Food Restaurant		38.7%	817
Liquor Store		39.6%	835
Wine Shop		28.2%	594
None of the above / Does not apply		22.8%	481










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		7.6%	160
Farmers Market		32.3%	682
Grocery Store (Co-op)		22.2%	469
Grocery Store (Neighborhood/Local/Mom & Pop)		67.8%	1,429
Specialty Food Market		19.4%	410
None of the above / Does not apply		12.0%	254




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		50.0%	1,054
Day Spa		6.3%	133
Nail Salon		27.3%	576
None of the above / Does not apply		36.3%	765






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		3.8%	80
Bicycle Repair Shop		5.8%	122
Bicycle Rental Service		0.5%	10
Golf Course		14.7%	310
Gun Shooting Range		6.0%	126
Gun Store		5.4%	113
New Sporting Goods Store		12.8%	269
Used Sporting Goods Store		2.6%	54
None of the above / Does not apply		66.6%	1,404






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

Value		Percent	Responses
Catering Service		3.4%	71
None of the above / Does not apply		96.6%	2,038







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

Value		Percent	Responses
Continuing Education Courses		11.4%	240
Community College		4.2%	89
Tutoring Center		0.9%	19
Private Tutor		1.7%	36
None of the above / Does not apply		83.9%	1,770








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		22.9%	482
Credit Union		12.5%	263
Financial Advisor		12.2%	258
Stockbroker		4.4%	92
None of the above / Does not apply		68.7%	1,448





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		0.6%	12
Debt Consolidation Company		0.9%	19
Payday Loan Company		0.3%	7
Tax Return Service		18.0%	379
Title Loan Company		1.2%	26
None of the above / Does not apply		80.3%	1,694

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		4.5%	95
Dentist		24.0%	506
General Practitioner		12.1%	256
Family Practitioner		14.3%	302
Optometrist		10.8%	227
Pediatrician		2.1%	44
None of the above / Does not apply		64.0%	1,349















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		7.7%	163
Hospital		1.5%	32
Medical Clinic		7.3%	153
None of the above / Does not apply		86.9%	1,832



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		15.5%	327
Mental Health Provider		6.9%	146
Denture or Implant Specialist		8.9%	188
Ear, Nose & Throat Doctor		10.0%	210
Home Health Care Provider		2.9%	62
Internal Medicine Doctor		36.5%	769
Nutritionist or Dietician		2.7%	56
Physical Therapist		10.3%	217
Psychiatrist		3.6%	75
None of the above / Does not apply		40.9%	863

















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		0.1%	2
Hearing Aid Center		9.5%	201
Hospice Care Provider		0.4%	9
Laboratory or Medical Testing Facility		17.2%	363
Medical Marijuana Dispensary		0.5%	10
Medical Spa		0.8%	17
Mental Health Clinic		1.0%	22
Medical Supply Store		3.1%	65
Pain Clinic		3.1%	65
Rehabilitation Clinic		1.2%	26
Sleep Disorder Clinic		2.4%	51
Urgent Care Clinic		2.6%	55
Walk-In Clinic		3.2%	68
None of the above / Does not apply		65.8%	1,387






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 	4.7%	99
None of the above / Does not apply 	95.3%	2,010





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		2.4%	51
Courier or Delivery Service		15.5%	327
Cremation Service Provider		0.3%	6
Dry Cleaning or Laundry Service		27.8%	586
Electronics Repair Shop		1.7%	36
Funeral Service Provider		0.7%	15
Information Technology (IT) Service		4.2%	88
Marriage Counselor		0.3%	7
Moving Truck Rental Company		1.7%	36
Mobile or Cell Phone Repair Shop		4.6%	98
Propane Dealer		8.5%	179
Self-Storage Facility		6.9%	146
Sewing and Alterations Shop		7.9%	167
Small Engine Repair Shop		3.4%	71
Shipping Center		19.1%	403
None of the above / Does not apply		41.8%	882






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

Value		Percent	Responses
Charity or Philanthropic Organization		16.3%	344
Church		50.4%	1,062
Community Organization		10.8%	228
Community Service or Non-Profit Organization		19.2%	404
None of the above / Does not apply		38.6%	815

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

Value		Percent	Responses
Electrician		9.6%	202
Painting Contractor		11.0%	231
Plumber or Plumbing Contractor		10.5%	222
None of the above / Does not apply		77.8%	1,641

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		3.4%	72
Concrete Contractor		2.4%	50
Furnace Contractor		1.6%	34
General Contractor		6.6%	139
Handyman		22.7%	479
Heating & Air Conditioning Service		29.3%	618
Home Security Company		3.9%	82
Junk Removal or Hauling Service		5.3%	111
Kitchen or Bath Remodeling Company		4.8%	101
Landscaping Service		28.3%	596
Mover or Moving Company		1.6%	34
New Home Builder		0.5%	10
Remodeling Contractor		3.7%	79
Roofing Contractor		4.2%	89
Septic Tank Contractor		1.8%	38
None of the above / Does not apply		35.9%	757



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

Value		Percent	Responses
Carpet Cleaning Service		12.2%	257
Fuel or Oil Home Heating Service		1.7%	36
Furnace Cleaning Service		2.7%	57
Home Theater Installation Service		0.2%	4
Home Gardening Service		8.1%	170
House Cleaning Service		23.4%	493
Landscaper		17.0%	359
Pest Control Service or Exterminator		23.8%	502
Pool Cleaning Service		1.8%	38
Shades & Blinds Installation Service		3.4%	72
Television or Internet Service Provider		20.9%	441
Water Treatment Supply & Service		1.3%	27
Window & Door Installation Service		3.7%	78
None of the above / Does not apply		35.7%	752



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

Value		Percent	Responses
55+ Housing Community		3.2%	67
Adult Day Care		0.5%	10
Assisted Living Facility		1.3%	28
Nursing Home		0.6%	13
Respite Relief Provider		0.6%	12
Retirement Counselor		0.8%	16
Retirement Home		1.3%	28
Senior Center		8.4%	177
None of the above / Does not apply		85.6%	1,806









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		1.8%	39
None of the above / Does not apply		98.2%	2,070




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 	8.7%	183
None of the above / Does not apply 	91.3%	1,926







32. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to shop at, use or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Animal Daycare		3.8%	81
Animal Shelter		2.2%	46
Bird Seed Store		10.7%	225
Pet Groomer		14.1%	298
Pet Sitter		4.6%	96
Pet Store		22.9%	483
Veterinarian		36.5%	769
None of the above / Does not apply		48.4%	1,021

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

Value		Percent	Responses
Realtor		4.2%	88
Real Estate Brokerage Firm		1.0%	21
None of the above / Does not apply		95.4%	2,013

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		1.9%	40
Estate Liquidator		0.2%	4
Mortgage Banker		2.8%	60
Mortgage Broker		2.2%	47
Real Estate Appraiser		3.7%	78
None of the above / Does not apply		92.1%	1,942

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		58.7%	1,237
Family Style Restaurant		50.9%	1,073
Food Cart / Food Truck		10.6%	224
Fine Dining Restaurant		29.7%	626
Restaurant with Lounge or Bar		24.6%	519
Pizza Restaurant		55.7%	1,175
None of the above / Does not apply		15.9%	336

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		9.3%	197
Consignment Shop		13.4%	282
Craft Supply Store		19.7%	416
Bookstore		35.2%	742
Christian Book Store		3.5%	74
Computer Store		7.6%	160
Department Store		47.9%	1,010
Discount Store		36.3%	766
Drugstore or Pharmacy		77.3%	1,630
Fabric Store		11.2%	236
Florist		5.7%	121
Gift Shop		7.9%	167
Gun Shop		5.3%	111
Hobby Shop		9.1%	191
Mobile Phone Store		9.9%	208
Shopping Center		38.0%	802
Thrift Store		16.9%	357
Wholesale, Warehouse or Club Store		37.3%	786
Yarn Store		3.5%	74
Yard Equipment Store		12.4%	261
Vitamin or Supplement Store		9.1%	191

Value		Percent	Responses
None of the above / Does not apply		6.6%	139
Equipment Rental Store		1.0%	22
Gold/Silver/Precious Metal Dealer		1.4%	30
Marijuana Dispensary		0.8%	16
Military Surplus Store		0.9%	18
Monument or Memorial Company		0.2%	5
Pawn Shop		1.4%	30
Religious Supply or Gift Shop		1.1%	23
Survival Store		0.6%	13
Security Service		1.3%	28

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		26.6%	561
Free delivery		37.6%	794
Drive-thru		64.7%	1,365
Carryout		66.1%	1,394
Curbside carryout		65.1%	1,374
Other		1.9%	40
None of the above / Does not apply		8.0%	168






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		36.5%	769
Carpet Store		2.7%	57
Fireplace, Wood Stove or Barbeque Store		1.7%	35
Flooring Store		5.0%	105
Furniture Store		9.0%	190
Hardware Store		41.3%	872
Home & Garden Center		63.5%	1,339
Home Decor Store		10.1%	214
Hot Tub or Spa Dealer		1.2%	26
Major Appliance Store		5.1%	107
Mattress or Bedding Store		5.2%	109
Outdoor Furniture Store		5.0%	105
Plant Nursery & Garden Supply Store		39.9%	841
Paint Store		12.8%	269
Tool Rental Center		0.8%	17
TV & Appliance Store		3.4%	71
Vacuum Store		2.1%	45
None of the above / Does not apply		17.7%	374




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		11.9%	252
Clothing Store		52.4%	1,106
Eyewear & Opticians Store		20.5%	432
Jewelry Store		3.7%	79
Shoe Store		29.6%	625
None of the above / Does not apply		37.4%	789

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		6.4%	136
Insurance Agency		5.2%	110
Legal Firm or Attorney		5.5%	115
Tax Advisor		4.4%	93
None of the above / Does not apply		83.6%	1,763




















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		2.0%	42
Life Coach		0.8%	16
None of the above / Does not apply		97.5%	2,056


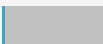






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.1%	3
Purchase New Class B RV		0.1%	3
Purchase New Class C RV		0.1%	2
Purchase New Travel Trailer or 5th Wheel		0.2%	4
Purchase New Camper Shell		0.0%	1
Purchase Used Class A RV		0.1%	3
Purchase Used Class B RV		0.2%	5
Purchase Used Class C RV		0.0%	1
Purchase Used Travel Trailer or 5th wheel		0.2%	5
Purchase Used Camper Shell		0.0%	1
None of the above / Does not apply		98.9%	2,086

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






















Value		Percent	Responses
New Car		2.1%	45
New Luxury Vehicle - Under \$50,000		0.9%	18
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	13
New Luxury Vehicle - Over \$75,000		0.1%	2
New Van		0.0%	1
New Minivan		0.3%	7
New SUV		2.3%	48
New Truck		0.6%	13
New Hybrid or Electric Vehicle		0.6%	12
Used Car		2.8%	59
Used Luxury Vehicle - Under \$30,000		0.3%	6
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	11
Used Luxury Vehicle - Over \$50,000		0.0%	1
Used Van		0.1%	3
Used Minivan		0.3%	6
Used SUV		1.5%	31
Used Truck		1.5%	31
Used Hybrid or Electric Vehicle		0.5%	10
None of the above / Does not apply		89.8%	1,894

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

Value		Percent	Responses
Compact car		1.2%	26
Full-size car		1.5%	32
Luxury vehicle (any size)		1.2%	26
Midsized car		1.6%	34
Pickup truck		1.5%	32
Sport utility vehicle (SUV)		6.0%	126
Van or minivan		0.9%	19
None of the above		86.0%	1,814



Total: 2,109

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		3.0%	63
Ford		3.8%	81
Honda		4.8%	101
Subaru		3.0%	64
Toyota		6.9%	145
None of the above / Does not apply		82.6%	1,743
Acura		0.8%	17
Audi		0.7%	15
BMW		1.1%	23
Buick		1.0%	21
Cadillac		0.5%	11
Chrysler		0.8%	17
Dodge		1.5%	31
Fiat		0.0%	1
GMC		1.5%	31
Hyundai		2.1%	44
Infiniti		0.4%	8
Jeep		1.3%	27
Kia		1.6%	34
Land Rover		0.3%	7
Lexus		1.7%	35























Value		Percent	Responses
Lincoln		0.7%	14
Mazda		1.3%	27
Mercedes-Benz		1.0%	21
Mini		0.1%	2
Mitsubishi		0.2%	5
Nissan		2.3%	48
Porsche		0.2%	4
Saab		0.1%	2
Suzuki		0.1%	2
Tesla		0.7%	14
Volkswagen		0.8%	17
Volvo		0.8%	17








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		4.4%	92
No		95.6%	2,017















Total: 2,109

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







Value		Percent	Responses
Office Equipment		5.5%	116
Printer		5.5%	116
Ink or Printer Cartridges		40.9%	862
Headphones		6.4%	134
Smartphone Charger		4.3%	91
Batteries for Electronics		30.4%	642
None of the above / Does not apply		40.6%	856
Home Theater System		0.6%	12
GPS Device (Handheld or In-Vehicle)		0.9%	18
Satellite Radio		0.9%	19
Satellite TV System		0.6%	12
Stereo System (Home)		0.3%	6
Wi-Fi for Home		1.9%	40
Portable Speakers		1.7%	36
Wireless Speakers		2.3%	49
Smartwatch		1.9%	41
Phone or Tablet Controlled Home Tech Products		2.3%	48
Noise Canceling Headphones		1.8%	39
Phone Calling Card		1.0%	22
Compact/Mini Projector		0.6%	12
Wearable Electronics		0.7%	14
Healthcare Device		2.0%	42

Value		Percent	Responses
Surge Protector		2.8%	59
Aerial Drone		0.9%	20
ShortWave Radio		0.1%	3
Wireless Hotspot		0.9%	18
Assistive Technology for Hearing		2.1%	45
Virtual Reality Headset		0.3%	7
Smart Sports Equipment		0.2%	4

48. Do you or anyone in your household plan to buy any of these CAMERA/COMPUTER or TVs in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Camera (Digital) - Point and Shoot		0.4%	9
Camera (Digital) SLR		0.8%	17
Camera Accessories or Supplies		0.9%	18
Camera Lens		0.7%	15
Computer Accessories		4.3%	90
Computer Software		3.0%	63
E-Reader (Kindle or Similar)		0.9%	19
Tablet (iPad or Similar)		3.5%	74
Personal Computer		2.4%	50
Laptop Computer		5.6%	118
TiVo or DVR		0.4%	8
4K Ultra HD TV		2.0%	43
Smart TV		3.5%	74
None of the above / Does not apply		80.8%	1,704

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		10.7%	226
Conventional Cell Phone		2.4%	50
Prepaid Cell Phone		0.5%	11
Unlocked Cell Phone		1.1%	24
Large-Screen Smartphone		1.8%	38
None of the above / Does not apply		85.5%	1,803






















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		2.5%	53
Necklaces		2.4%	50
Engagement Rings		0.4%	8
Wedding Rings		0.5%	11
Rings (Other)		1.5%	31
Earrings		5.5%	115
Pendants		1.1%	24
Celtic Jewelry		0.9%	20
Diamond Jewelry		1.2%	26
Silver Jewelry		2.2%	47
Gemstone Jewelry		1.0%	22
Pearl Jewelry		0.6%	12
Men's Jewelry		0.6%	12
Costume Jewelry		4.5%	94
Designer Jewelry		1.0%	22
Jewelry Box or Organizer		0.6%	13
Men's High-End Watch		0.3%	6
Women's Watch		1.1%	23
Women's Jewelry		3.6%	76
None of the above / Does not apply		86.3%	1,821



















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	5.2%	110
Crop Insurance	0.0%	1
Dental Insurance	1.9%	40
Disability Insurance	0.1%	2
Homeowner Insurance	4.9%	104
Life Insurance	2.1%	45
Medical (Health) Insurance	1.7%	35
Medicare	1.1%	23
Long Term Care Insurance	1.0%	22
Pet Insurance	0.6%	13
Renters Insurance	0.9%	20
Agriculture Insurance	0.4%	8
Professional Liability Insurance	0.6%	13
None of the above / Does not apply	87.5%	1,846

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
Family Practice Doctor		5.4%	113
Optometrist		4.3%	91
Primary Care Provider		5.6%	118
Drugstore or Pharmacy		6.4%	136
None of the above / Does not apply		81.9%	1,727
Acupuncture		1.4%	30
Audiologist		1.4%	29
Chiropractor		2.8%	58
Counseling & Mental Health Specialist		1.5%	31
Geriatric Specialist		0.1%	3
Home Healthcare		0.2%	4
Hospital		0.6%	13
Medical Clinic		1.4%	30
Pediatric Dentist		0.1%	2
Pediatrician		0.6%	13
Wellness Business		0.5%	10
Substance Abuse Treatment Provider		0.0%	1
Weight Loss Service		0.8%	16
Alternative Care Provider		0.6%	12
Physical Therapy or Rehabilitation service provider		1.8%	38
Hearing Aid Center		1.5%	32






















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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.0%	21
Bankruptcy Attorney		0.2%	5
Banking, Partnership & Business Law Attorney		1.7%	35
Child Support Attorney		0.1%	2
Criminal Law Attorney		0.1%	3
Disability & Social Security Attorney		0.3%	7
Divorce & Family Law Attorney		0.5%	11
DWI, DUI, OWI, OUI Attorney		0.1%	3
Employment Discrimination or Labor Issues Attorney		0.3%	7
General Practice Attorney		2.0%	42
Intellectual Property Attorney		0.0%	1
Malpractice Attorney		0.2%	5
Patent, Trademark & Copyright Attorney		0.0%	1
Probate Attorney		0.8%	17
Real Estate Attorney		2.8%	60
Taxation Attorney		0.4%	8
Wills, Trusts & Estates Attorney		14.9%	314
None of the above / Does not apply		78.5%	1,655


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

Value		Percent	Responses
Dental Checkup		51.6%	1,089
Teeth Cleaning		42.5%	896
Cavity Filling		7.0%	148
Crown		7.4%	157
Oral Surgery		2.1%	44
Braces		1.6%	34
Composite Bonding		0.7%	14
Dental Implants		5.0%	106
Dental Veneers		0.3%	7
Dentures		1.5%	31
Full Mouth Reconstruction		0.1%	3
Inlays or Onlays		0.3%	7
Smile Makeover		0.3%	6
Teeth Whitening		1.8%	38
None of the above / Does not apply		27.0%	569

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		50.3%	1,061
Purchase Health Related Products		8.2%	173
Use Physical Rehabilitation Services		3.3%	69
Purchase Health and Wellness Supplements		17.2%	363
Receive Treatment for Back Pain		4.6%	97
Have an Eye/Vision Exam		32.9%	693
Purchase Prescription Eyeglasses		15.6%	330
Purchase Prescription Contact Lenses		5.8%	122
Have an Annual Physical or Checkup		33.0%	695
Have X-Rays Taken		4.2%	88
Have a Scheduled Surgery		3.1%	66
Have Blood Drawn for Testing		25.0%	528
Plan to Visit a Hospital for any Medical Service or Procedure		5.1%	108
Have Foot Problems Diagnosed or Treated		5.0%	105
Senior Travel		4.4%	92
Purchase Allergy Medications		19.4%	409
Use Personal Trainer or Instructor		5.0%	106
Cardiovascular Treatment		3.7%	77
Cancer Treatment		3.1%	65
Chiropractic Care		9.4%	198
Do Corrective Exercises		4.8%	101









Value		Percent	Responses
Purchase Diabetes Testing Supplies		5.5%	115
Get Vaccinations at Drug Store or Pharmacy		8.1%	171
Discretionary Health Care and Wellness Services and Products		6.2%	130
Purchase Vitamins		37.1%	782
Purchase Hemp Based Supplements		3.5%	74
Purchase Anti Anxiety Medication or Supplements		5.9%	125
None of the above / Does not apply		18.4%	388
Purchase Elder Care-Related Products or Services		0.8%	16
Purchase Medical Supplies or Equipment for Home		2.3%	49
Find Home for Aging Parent		0.4%	9
Participate in a Medical Study		1.5%	32
Stop Smoking		0.9%	20
Purchase a Mobility Device		0.2%	4
Receive Treatment for Vehicle or Workplace Injury		0.2%	4
Handicap Accessible Products		1.4%	29
Purchase Orthopedic Shoes		1.0%	21
Purchase Home Medical Testing Equipment or Supplies		1.3%	27
Hire a Personal Care Assistant		0.2%	5
Hire a Caregiver or Respite Worker		0.5%	10
Purchase "Aging in Place" Products		0.7%	14
Purchase a Medical Alert Service		0.3%	6
Have Safety Bars Installed in Bathroom		0.9%	18
Receive Treatment for a Sleep Disorder		2.4%	51

Value		Percent	Responses
Stroke Treatment		0.2%	5
Orthopaedic or Knee Surgery		1.2%	26
Memory or Alzheimer's Care		0.9%	20
Nutritional Counseling		1.0%	22
Spinal and Postural Screening		0.4%	9
Physiotherapy		0.8%	16
Receive Treatment for Substance Abuse		0.0%	1
Purchase Blood Pressure Monitoring Device		1.4%	29
Receive Aquatic Therapy		0.8%	17
Join a Weight Loss Group		0.8%	17
Purchase Weight Loss Supplements		0.9%	18
Purchase Weight Loss Food Plan		0.5%	11
Have Reflexology Treatment		0.2%	4
Hire a Weight Loss Professional		0.4%	8
Have Cataract Surgery		2.2%	47
Purchase Marijuana		0.8%	17
Have Acupuncture		2.4%	51
Receive Treatment for PTSD		0.6%	13









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 a "In-the-Ear" Hearing Aid		0.8%	17
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	10
Purchase a Digital Hearing Aid		0.9%	18
Purchase a "Behind-the-Ear" Hearing Aid		0.8%	16
Purchase Hearing Aid Cleaning Supplies		1.1%	23
Purchase Hearing Aid Batteries		6.2%	131
Purchase a "In-the-Canal" Hearing Aid		0.7%	15
Purchase a Analog Hearing Aid		0.0%	1
Have a Hearing Exam		7.1%	149
None of the above / Does not apply		87.3%	1,842














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		0.3%	6
Pre-purchase a Funeral Plot or Cremation Service		2.3%	49
Purchase a Monument or Headstone		0.5%	11
Use a Funeral Planner		0.7%	15
Purchase Flowers for a Funeral		0.5%	11
Use a Cremation Service		0.7%	14
Hire a Religious or Spiritual Leader for a Funeral Service		0.1%	3
None of the above / Does not apply		95.3%	2,010

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%	10
Move into a Assisted Living Facility		0.3%	6
Move into a Nursing Home		0.2%	4
Move into a Alzheimer's Care Facility		0.1%	3
Hospice to your Home or House		0.3%	6
Move into Residential Care Home		0.1%	3
Utilize a Respite Provider		0.5%	11
None of the above / Does not apply		98.4%	2,076












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		1.3%	28
Open Savings Account		1.6%	33
Online Banking		47.3%	997
Manage Investments		24.8%	524
Manage Retirement Accounts		23.5%	495
Mortgage Line of Credit		3.0%	63
Financial Consulting		15.0%	316
Financial Services		14.1%	297
Safe Deposit Box Rental		5.1%	107
Obtain New Credit Card		1.5%	32
Payday Loan or Check Cashing Business		0.2%	4
Use Vehicle Title Loan Company		0.4%	8
None of the above / Does not apply		34.1%	719

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

Value		Percent	Responses
Annuities		2.9%	61
Certificates of Deposit		6.4%	134
City or State Bonds		2.4%	51
Collectibles, Antiques or Art		0.8%	17
Common or Preferred Stock		11.3%	238
Corporate Bonds or Debentures		2.9%	61
401(k)		18.5%	391
Gold or Precious Metals		1.1%	24
IRA		11.5%	243
Money Market Funds		12.9%	273
Mutual Funds		14.8%	312
Non-US Stocks		2.8%	59
Options		0.7%	14
US Savings Bonds		1.1%	24
US Treasury Notes		1.7%	35
Coins or Stamps		1.2%	25
None of the above / Does not apply		57.0%	1,202

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		0.1%	3
Business Equipment Loan		0.5%	10
Carpeting or Furniture Loan		0.0%	1
College Expenses Loan		0.8%	16
College Tuition Loan		1.3%	28
Debt Consolidation Loan		1.0%	22
Medical Expenses Loan		0.1%	3
New Vehicle Loan		1.8%	37
Used Vehicle Loan		1.9%	41
Vacation or Travel Loan		0.1%	2
None of the above / Does not apply		94.1%	1,985

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		22.8%	480
Nail Polish		7.4%	156
Eyewear or Sunglasses		19.0%	401
Handbags		7.2%	152
Hats		3.4%	72
Intimate Apparel		10.3%	217
Jewelry or Accessories		6.6%	140
Perfume		3.4%	72
Men's Apparel		24.6%	519
Men's Shoes		16.2%	342
Men's Underwear		12.3%	259
Women's Apparel		43.2%	912
Women's Pajamas or Sleepwear		11.2%	236
Women's Shoes		29.4%	621
Women's Underwear		17.5%	370
Socks		13.8%	291
Outerwear		3.5%	74
None of the above / Does not apply		29.4%	621
Coats		1.4%	30
Watches		1.4%	29
Luggage or Bags		1.6%	34

Value		Percent	Responses
Scarves		2.2%	47
Uniforms		0.5%	11
Western Clothing		1.0%	21

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

Value		Percent	Responses
Children's Sweaters		0.9%	18
Children's Pants		4.2%	88
Children's T-Shirts		7.9%	166
Children's Dresses		3.8%	80
Children's Pajamas or Sleepwear		4.6%	98
Children's Socks		3.8%	81
Children's Shorts		7.3%	155
Infant Clothing		3.9%	83
Children's School Uniform		0.9%	18
Children's Athletic Clothing		5.2%	109
None of the above / Does not apply		85.9%	1,812

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)		21.1%	444
Boots (Men's)		1.6%	34
Cowboy Boots (Men's)		0.4%	8
Work & Safety (Men's)		2.1%	45
Sneakers		11.1%	234
Classic & Fashion Sneakers (Women's)		8.0%	169
Work & Safety (Women's)		1.8%	38
Cowboy Boots (Women's)		0.4%	9
Athletic & Outdoor Shoes (Women's)		26.3%	554
Athletic & Outdoor Shoes (Children's)		5.7%	121
Cowboy Boots (Children's)		0.1%	2
None of the above / Does not apply		52.3%	1,103

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		11.3%	238
Have Clothing Dry Cleaned		27.0%	570
Have Shoes Repaired		6.5%	137
Rent or Purchase a Costume		0.3%	6
Wash Clothing at a Laundromat		2.5%	53
Purchase Custom Made Clothing Items		0.6%	12
None of the above / Does not apply		65.3%	1,377






















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)		3.0%	64
Bicycle Tune-Up or Repair		6.3%	133
Camping or Hiking Equipment		3.2%	67
Exercise or Fitness Equipment		6.1%	129
Fishing Bait or Attractant		4.5%	94
Fishing Accessories		4.9%	104
Golf Clubs or Equipment		5.2%	110
Ammunition		7.1%	149
Running or Jogging Equipment		3.1%	66
Swimming Gear		3.7%	78
Hand Gun		3.0%	63
None of the above / Does not apply		69.1%	1,457
Archery Equipment		0.4%	9
High End Bicycle		0.3%	7
Bicycle Rental		0.6%	13
Fishing Rods or Reels		2.2%	47
Hunting Gear		0.7%	14
Soccer Equipment		0.9%	18
Sports Equipment (Children)		1.4%	30
Trampoline		0.3%	6
Trophies or Plaques		0.1%	3
Weight Lifting Equipment		2.8%	59























Value		Percent	Responses
Used Sporting Equipment		1.2%	26
Rifle		1.1%	23
Shotgun		1.0%	22











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		37.4%	789
Bedding Flowers or Perennials		49.4%	1,042
Fertilizer		25.2%	531
Flower Pots		17.1%	360
Garden Ornaments		5.2%	110
Gravel or Rock		10.5%	221
Hand Garden Tools		8.2%	173
Landscaping		13.2%	278
Indoor Garden Supplies		3.2%	68
Decorative Rock		5.4%	114
Lawn Seed, Turf or Sod		8.6%	181
Outdoor Furniture		5.5%	117
Outdoor Grill		4.0%	84
Patio Furniture		4.8%	102
Propane		11.4%	241
Shrubbery or Trees		10.5%	222
Stone (Cast, Crushed or Natural)		3.4%	71
Insect or Fungus Control Products		11.9%	250
Outdoor Garden Flags		3.2%	68
None of the above / Does not apply		25.5%	538
Chainsaw		0.6%	13
Fountains		1.2%	26























Value		Percent	Responses
Gate		1.0%	21
Gazebo		0.2%	5
Insects (Bees or Other Beneficial Species)		1.3%	28
Outdoor Fireplace or Fire Pit		1.9%	40
Patio Heater		0.2%	5
Outdoor Infrared Heater or Fireplace		0.1%	3
Outdoor Smoker		0.4%	9
Outdoor Kitchen Equipment		0.4%	9
Outdoor Entertainment Center		0.3%	7
Patio Cover, Awning or Canopy		1.8%	38
Pole Shed		0.1%	2
Portable Outdoor Heater		0.1%	3
Power Garden Tools		1.3%	28
Lawn Mower (Push)		2.0%	42
Lawn Mower (Riding)		0.7%	15
Rototiller		0.5%	11
Screen Porch		0.7%	14
Storage Shed		1.7%	36
Leaf Blower		1.0%	22
Snow Blower		0.1%	3
Greenhouse		0.6%	13













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

Value		Percent	Responses
Any Pet-Related Products or Services		14.0%	296
Bird Seed		20.0%	422
Cat Food		24.5%	517
Dog Food		31.7%	669
Fish Food		3.0%	64
Specialized Pet Food		4.6%	96
Other Pet Food		4.3%	91
Pet Accessories		6.6%	139
Pet Toys		9.7%	205
Annual Pet Vaccinations		23.1%	487
Annual Pet Checkups		22.9%	483
Adopt or Rescue a Pet		3.3%	70
Purchase Pet Medication		11.0%	233
Board a Pet Overnight		3.8%	81
Pet Dental Care		3.0%	64
None of the above / Does not apply		41.8%	881
Pet Clothing		0.8%	16
Pet Enclosure		0.4%	8
Aquarium or Tank		0.6%	12
Fish Supplies		2.0%	42
Disease Diagnosis		0.4%	8
Pet Travel Cage		0.3%	6

Value		Percent	Responses
Pet Travel Accessories		0.4%	8
Cremation or Burial Services		0.1%	3
Purchase a Pet		0.7%	14
Holistic or Alternative Pet Care		0.5%	11
Pet Tracking Device		0.2%	4
Animal Training Classes		2.0%	42
Hemp Based Pet Supplements		0.8%	16
THC Based Pet Supplements		0.4%	9
Holistic or Alternative Pet Supplements		0.6%	12
Anti Anxiety or Stress Pet Medication for Holidays		1.0%	21



















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		3.9%	83
Add a Fence or Wall Structure		4.7%	100
Remodel Bathroom		5.3%	111
General Remodeling		3.5%	73
Replace Carpet		4.0%	84
Replace Flooring		4.9%	103
None of the above / Does not apply		72.9%	1,538
Add a Room		0.4%	8
Add a Home Office		0.5%	10
Remodel Kitchen		2.7%	57
Cabinet Refacing or Resurfacing		1.8%	37
Refinish Bathtub		0.7%	15
Install a Glass Shower		1.3%	27
Remodel or Finish Basement Living Area		0.3%	6
Replace Garage Door		1.0%	21
Build a Garage		0.4%	8
Build Out-Building		0.6%	12
Build a Storage Shed		1.5%	32
Have Furniture Restored		2.1%	44
Switch from Gas to Electric		0.1%	2
Switch from Electric to Gas		0.4%	8
Install a Stair Lift		0.1%	2






















Value		Percent	Responses
Install "Aging In Place" Products		0.9%	18
Install a Solar Energy System		0.5%	10
Install Security or Monitoring System		0.5%	10
Resurface or Build New Driveway		1.9%	41
Stone or Marble Work (Bathroom or Kitchen)		0.8%	16
Sealcoating		0.8%	17
Asphalt Repair		0.9%	18
Asphalt Resurfacing		0.7%	15
Residential Paving		0.5%	11
Build a "Tiny House"		0.3%	6
Replace Windows		2.4%	51
Install Handicap Accessible Addition		0.1%	2

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

Value		Percent	Responses
Ceramic Tile		4.0%	84
Decking		4.9%	104
Doors (Exterior)		3.8%	80
Fencing		4.6%	96
Hand Tools		4.6%	97
Lighting and Fixtures		4.9%	103
Lumber		6.4%	135
Paint (Exterior)		9.2%	193
Paint (Interior)		15.5%	326
Plumbing Supplies		3.6%	75
Screen Door		3.1%	65
None of the above / Does not apply		60.3%	1,271
Circular Saw		0.3%	6
Doors (Interior)		1.5%	31
Electrical Supplies		1.7%	36
Furnace		0.6%	12
Generator		1.0%	21
Hardwood Products		2.1%	45
Home Security Doorbell Camera		2.0%	43
Kitchen Cabinets		1.6%	34
Lock Sets		1.5%	31






















Value		Percent	Responses
Mill Work		0.8%	17
Molding		1.4%	29
Plywood		2.2%	46
Power Tools		1.2%	26
Rain Gutters		1.9%	40
Roofing (Composition)		1.8%	37
Roofing (Other)		1.3%	28
Security Door		0.3%	6
Security Locks		0.5%	11
Security Window Film		0.2%	5
Siding		0.8%	16
Solar Screen		0.2%	5
Water Softener System or Supplies		0.9%	18
Wet or Dry Vacuum		0.8%	17
Wood Stove or Fireplace		0.4%	8
Window Guards		0.1%	2
Windows (Double-Hung)		1.4%	29
Windows (Casement)		0.4%	9
Windows (Picture)		0.4%	8
Windows (Slider)		0.3%	6
Windows (Bay or Bow)		0.2%	4











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		7.2%	151
Air Duct Cleaning		3.2%	67
Appliance Repair		4.2%	89
Carpenter or Woodworking		3.3%	70
Carpet Cleaning		9.1%	191
Electrical Repair		3.7%	78
Gardening Services		7.0%	147
Handyman Services		15.4%	324
Home Repair		4.8%	101
None of the above / Does not apply		54.7%	1,153
Alternative Energy Systems Installation		0.3%	6
Alternative Energy Systems (Service or Repair)		0.2%	4
Blinds Cleaning		1.8%	39
Chimney Cleaning		1.9%	41
Concrete Repair		2.4%	51
Drywall Installation or Repair		2.2%	47
Electrical Panel Replacement		0.3%	6
Excavation & Wrecking		0.0%	1
Fire & Water Damage Restoration		0.3%	6
Flooring - Ceramic Tile (Installation or Repair)		2.2%	46
Flooring - Laminate (Installation or Repair)		1.6%	34

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		0.7%	14
Flooring - Wood (Installation or Repair)		2.9%	62
Flooring - Other (Installation or Repair)		1.7%	35
Foundation Repair		1.2%	26
Furnace Cleaning		2.4%	50
Furnace Repair		0.5%	10
Furniture Reupholster		1.1%	24
Gutter Installation or Repair		2.6%	54
Heating Repair		0.5%	11
Home Computer Repair		0.9%	18
Home Electronics Repair		0.1%	2
Home Heating Oil or Fuel Service		0.5%	11
Home Remodel		2.3%	48
























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		15.4%	325
Junk or Yard Waste Removal		6.4%	135
Recycle		7.0%	147
Landscaping Service		16.6%	350
Painting		11.0%	231
Pest Control		12.9%	273
Plumbing Repair		4.8%	101
Pressure Washing		9.8%	207
Preventative Home Maintenance		3.3%	69
Roof Repair		3.2%	68
Trash Removal		7.3%	154
None of the above / Does not apply		44.9%	946
Home Security Service		1.8%	38
Insulation Installation or Maintenance		0.8%	16
Interior Design		0.9%	18
Sell Scrap Metal		0.9%	20
Movers		1.4%	30
Mold Inspection or Removal		0.5%	10
Party Equipment Rental		0.1%	3
Pool Cleaning Service		1.2%	25
Security System		1.0%	22

Value		Percent	Responses
Septic Tank Cleaning or Repair		1.6%	33
Siding Replacement		0.9%	18
Solar Heating or Power System Installation or Repair		0.4%	8
Stucco or Exterior Coating		0.1%	2
Tool Rental		0.2%	5
Tornado or Storm Shelter Building or Repair		0.1%	2
Water Well Drilling		0.0%	1
Waterproofing		0.7%	14
Window Installation		1.8%	39
Window Tinting for Home		0.1%	2
Yard Equipment Rental		0.5%	10
Computer Repair		2.9%	61
Mobile or Cell Phone Repair		1.5%	31

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
Batteries (Home or Office)		26.4%	557
Candles		6.1%	129
Rugs		4.4%	93
Curtains or Drapes		4.0%	85
Furniture (Living Room)		4.3%	90
Storage Boxes or Tubs		3.8%	80
Floral Arrangements		3.6%	75
Picture Frames		3.6%	75
Linens (Bathroom)		4.1%	87
Indoor Flowers		4.7%	100
None of the above / Does not apply		52.3%	1,102
Air Conditioning (Buy)		1.9%	40
Awning		1.1%	24
Window Blinds (Venetian or Mini)		2.9%	62
Emergency Preparedness Kit or Supplies		2.2%	46
Firewood		1.0%	21
Carpeting		2.8%	59
Oriental Carpeting		0.3%	7
Flooring Tile		1.9%	41
Hardwood Flooring		1.8%	37
Rugs (Persian)		0.3%	6

Value		Percent	Responses
Clocks		1.2%	25
Closet System		1.0%	21
Cutlery, Flatware or Silverware		1.2%	26
Ductless Heat Pumps		0.1%	3
Fire Extinguisher		2.1%	45
Fine Art (Paintings, Pottery, Etc.)		1.5%	31
Custom Built Furniture		0.3%	7
Reconditioned Furniture		0.5%	10
Furniture (Bedroom)		2.0%	43
Furniture (Children's)		0.5%	10
Crib		0.1%	2
Furniture (Dining Room)		0.8%	16
Furniture (Home Office)		1.1%	24
Furnace		0.3%	7
Futon		0.5%	11
Safe		0.6%	13
Laminate Flooring		1.5%	32
Sewing Machine		1.1%	24
Reclining Chair		2.2%	47
Wallpaper		0.7%	15
Signs or Banners		0.3%	7
Hot Tub or Spa (New)		0.1%	2
Linens (Dining Room or Kitchen)		1.5%	31

Value

Percent

Responses
























Tankless Water Heater
















0.8%

16
















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		4.8%	101
Linens (Bedroom)		6.0%	126
None of the above / Does not apply		76.8%	1,620
Gas Burning Freestanding Stoves		0.1%	3
Water Purification System (Drinking)		0.5%	11
Solar Water Heater		0.1%	3
Latex Mattress		0.3%	6
Innerspring Mattress		2.4%	51
Pillow Top Mattress		1.5%	31
Foam Mattress		1.6%	33
Memory Foam Mattress		1.9%	41
Gel Mattress		0.7%	14
Twin Size Bed		0.6%	13
Queen Size Bed		1.9%	40
King Size Bed		1.5%	31
Water Heater		1.2%	25
Smoke Alarm or Detector		1.3%	28
Remote Home Monitoring Video Camera		0.9%	20
Shutters		0.9%	19
Window Coverings		2.7%	56
Reclaimed Wood Furniture		0.1%	3
Patriotic Flags		2.2%	47
Sports Team Flags		0.7%	15

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		3.1%	66
Fine Art		1.5%	32
Photographs		3.3%	69
Pottery		3.2%	67
Blown Glass		1.2%	25
Stone Carvings		0.3%	6
Sculpture		0.7%	15
Artistic Wall Decor		3.3%	70
Wood Carvings		0.7%	15
Poster Art		0.9%	20
Religious Art		0.6%	13
Stained Glass		0.9%	20
Ceramics		1.6%	33
Metal Work Art		1.0%	21
Music Memorabilia		0.7%	15
Movie Memorabilia		0.5%	11
None of the above / Does not apply		87.6%	1,847

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		2.6%	54
Dishwasher		2.9%	62
Freezer		1.1%	24
Range		1.8%	38
Range Hood		1.0%	21
Wall Oven		0.7%	15
Washer		1.8%	39
Dryer		1.5%	31
Blender		1.0%	22
Instant Pot		1.5%	32
Microwave		2.8%	58
Window Air Conditioner		0.6%	13
Coffee or Espresso Machine		3.1%	66
Vacuum Cleaner		2.2%	46
None of the above / Does not apply		83.4%	1,758















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		3.1%	65
Tires		6.4%	135
Wiper Blades		12.9%	273
None of the above / Does not apply		73.9%	1,559
Aftermarket Products		2.0%	42
Canopy		0.0%	1
Child Car Seat		0.7%	15
Floor Mats		2.4%	50
Grill Guard		0.1%	2
Ground Effects		0.1%	3
Lights		0.9%	19
Mirror(s)		0.1%	3
Motorcycle Accessories		0.5%	11
Motorcycle Parts		0.5%	11
Performance Parts		0.6%	13
RV Accessories or Supplies		0.8%	16
Roof Rack (For Bike, Kayak, Etc.)		0.1%	3
Roof Rack (Luggage or Equipment Container)		0.5%	10
Running Boards		0.2%	4
Seat Covers		1.0%	22
Step Bar		0.0%	1
Stereo System (Auto, Car or Truck)		0.2%	5























Value		Percent	Responses
Tool Box		0.1%	2
Trailer Hitch		0.8%	16
Truck Bed Liner		0.1%	2
Wheels or Rims		0.2%	4
Winch		0.1%	2
Window Tinting Equipment (Auto)		0.5%	10
Cargo Trailer (Vehicle Hauler)		0.0%	1
Cargo Trailer (Flat)		0.2%	5
Cargo Trailer (Motorcycle)		0.0%	1
Cargo Trailer (Box)		0.2%	5

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

Value		Percent	Responses
30,000 Mile Service		5.6%	119
60,000 Mile Service		6.5%	138
100,000 Mile Service		5.4%	113
Auto Detailing		5.7%	121
Auto Repair (General)		5.4%	113
Alignment		4.5%	94
Brake Replacement, Adjustment		3.2%	67
Car Wash		38.4%	809
Gas or Service Station Services		15.6%	328
Oil Change or Lube		39.2%	827
Preventative Maintenance		12.6%	265
Safety Inspection		12.5%	264
Tire Mounting or Installation		3.1%	66
Tune-Up		5.1%	108
None of the above / Does not apply		27.4%	578
Auto Warranty Work (Work Covered by Warranty)		2.2%	46
Body Work		2.9%	61
Car Rental		1.0%	21
DEQ Inspection		1.1%	23
Electrical Repair		0.8%	17
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	4
Motor Repair or Replacement		0.6%	12

Value		Percent	Responses
Motorcycle Repair		0.4%	9
Muffler		0.2%	5
Painting		0.6%	12
RV Maintenance or Service		0.4%	8
Shocks		0.6%	12
Smog Check		0.3%	6
Stereo Installation		0.1%	2
Transmission or Clutch Repair		0.6%	13
Upholstery Repair		0.5%	11
Vehicle Air Conditioning Repair		1.0%	22
Vehicle Storage		0.1%	3
Vehicle Towing		0.1%	2
Windshield or Glass Repair		2.5%	52
Windshield or Window Tinting		0.5%	11

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		7.8%	165
CarFax		11.4%	241
CarGurus.com		5.8%	122
CarMax.com		10.3%	218
Cars.com		7.5%	158
Craigslist Auto		4.0%	85
KBB.com		6.2%	130
Edmunds.com		8.9%	187
Local Dealer Site		37.1%	783
Other Local Website		4.3%	90
None of the above / Does not apply		48.4%	1,021
Yahoo! Autos		0.4%	8
Automotive.com		0.8%	17
Autoblog.com		0.4%	9
CarsDirect.com		1.1%	23
eBay Motors		1.0%	22
Facebook Dealer Page		1.3%	27
MotorTrend.com		1.3%	28
UsedCars.com		2.5%	53
Local TV Site		1.0%	22
Local Radio Site		0.4%	9
The Car Connection		0.4%	9


















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		35.9%	757
Beauty Products		24.7%	521
Cosmetics		30.0%	632
Babysitting		0.9%	18
Hair Care Products		43.5%	917
Hair Coloring		25.1%	529
Hair Cut		70.8%	1,493
Manicure		21.7%	457
Massage Therapy		16.0%	337
Pedicure		28.4%	599
None of the above / Does not apply		13.0%	274




















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)		42.3%	893
Books (Used)		22.4%	472
Books (Children's)		8.8%	186
Board Games		7.7%	162
Lottery Ticket		18.0%	380
Collectibles		2.3%	48
Comics		1.4%	30
Graphic Novels		2.0%	43
Computer Games		4.6%	98
Magazines		20.6%	435
Toys		5.3%	112
Video Console Games		3.7%	79
None of the above / Does not apply		33.2%	701

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		1.5%	32
Ceramics and Pottery		1.9%	40
Collectables		1.6%	34
Comic Books and Related Collectables		1.1%	24
Do-It-Yourself (DIY)		10.0%	211
Games or Puzzles		13.6%	286
Beer Brewing Supplies		1.2%	25
Wine Making Supplies		0.3%	6
Jewelry Making Supplies or Beads		2.0%	43
Knitting		6.0%	127
Making Arts and Crafts		7.1%	150
Paper Crafts		2.8%	60
Quilting		4.1%	87
Scrapbooking		2.3%	49
Toy Collecting		0.3%	7
Trains, Plane & Car Model Kits		1.4%	30
None of the above / Does not apply		65.7%	1,386

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

Value		Percent	Responses
Attend Online College or University (Full Time)		3.1%	66
Attend Online College or University (Part Time)		1.4%	30
Attend Online Graduate School		0.9%	20
Attend Online Classes at Community College		1.9%	40
Learning Center		0.9%	20
Online Trade School		0.2%	5
Online Continuing Education Courses		6.2%	130
Online Professional Certification or Accreditation Courses		2.6%	55
Online Language Lessons (Adult)		3.1%	65
Online Music Lessons (Adult)		1.0%	22
Attend Paid Online Lecture, Seminar or Special Class		3.4%	72
Online Real Estate Classes		0.9%	18
Online Child Education or Tutoring		2.1%	45
Online Music lessons (Child)		0.9%	18
Online Language Lessons (Child)		0.3%	7
Change Online School		0.1%	3
Attend an Online Religion Based School		0.6%	12
Attend an Online Local Workshop		3.3%	70
None of the above / Does not apply		78.1%	1,648














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

Value		Percent	Responses
Brushes		6.2%	131
Oil paints		2.2%	47
Acrylic Paints		7.4%	156
Markers		4.3%	90
Specialty Paper		4.4%	93
Fabric Craft Supplies		6.6%	140
Beads		2.4%	50
Art Pencils and Pens		6.7%	142
Scrapbooking Supplies		2.4%	51
None of the above / Does not apply		79.8%	1,684























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		0.2%	4
Clarinet		0.0%	1
Drums		0.3%	7
Flute		0.1%	3
Acoustic Guitar		0.7%	14
Electric Guitar		0.2%	4
Electric Keyboard		0.4%	8
Piano		0.2%	5
Piano (High End)		0.1%	2
Trombone		0.1%	3
Trumpet		0.1%	2
Violin		0.1%	3
None of the above / Does not apply		98.1%	2,069

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		17.6%	371
French		6.5%	137
Asian		37.5%	791
German		4.7%	100
American (New)		34.5%	728
Italian		50.7%	1,070
Cajun or Creole		10.0%	210
Indian		13.4%	283
Chinese		45.7%	963
American (Traditional)		66.4%	1,400
Thai		19.7%	415
Middle Eastern		10.1%	212
Japanese		15.1%	318
Mexican		52.2%	1,100
Vietnamese		6.3%	133
Southern		31.7%	669
Tex-Mex		20.8%	439
Spanish		4.7%	99
Mediterranean		22.2%	468
None of the above / Does not apply		14.1%	298

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		19.0%	400
Fish & Chips		18.5%	391
Golf Course Restaurant, Bar or Snack Bar		5.4%	114
Barbeque		35.6%	751
Deli		25.1%	529
Breakfast or Brunch		34.5%	727
Appetizers		28.2%	595
Dessert		20.9%	441
Chicken Wings		17.8%	375
Hamburgers		50.5%	1,066
Chicken		45.9%	968
Frozen Yogurt		7.8%	164
Tapas or Small Plates		6.9%	146
Theme Restaurants		3.1%	66
Soup		19.6%	414
Salad		40.1%	845
Pizza (Dine In)		9.5%	201
Pizza (Delivery)		23.2%	489
Steak		25.6%	539
Juice or Smoothies		7.5%	158
Sandwiches		42.3%	893
Pizza (Carry Out)		49.4%	1,041

Value		Percent	Responses
Pizza (Take & Bake)		8.1%	171
Seafood		38.3%	808
Steakhouse		16.4%	345
Sushi		13.5%	285
Vegetarian		8.8%	186
Pho		5.2%	109
None of the above / Does not apply		13.0%	275
Live or Raw food		2.9%	61
Vegan		2.8%	60







88. Which of the following Real Estate PURCHASING Plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.3%	6
Purchase Commercial or Business Property		0.2%	5
Purchase Condominium or Townhouse		0.6%	13
Purchase Manufactured or Modular Home		0.1%	3
Purchase Investment Property		0.6%	12
Purchase Personal Residence		1.2%	25
Purchase Custom Built Home		0.5%	11
Purchase Residential Real Estate at an Auction		0.2%	5
Purchase Land or Agricultural Property		0.4%	8
Purchase Vacation Property		0.2%	4
Purchase Other		0.3%	7
None of the above / Does not apply		96.8%	2,042










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 Personal Residence		2.6%	55
Sell Vacation Property		0.9%	19
Sell Condominium or Townhouse		0.3%	7
Sell Investment Property		1.2%	26
Sell Land or Agricultural Property		1.4%	29
Sell Commercial or Business Property		0.2%	5
Sell Manufactured or Modular Home		0.1%	3
Plan to Sell Home in Master-Planned Community		0.0%	1
Sell Other		0.7%	14
None of the above / Does not apply		93.4%	1,970







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		24.0%	6
New home, but outside of development		16.0%	4
New home that I will have contractor build		16.0%	4
Existing home less than 10 years old		60.0%	15
Existing home more than 10 years old		60.0%	15
Other		4.0%	1











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

Value		Percent	Responses
Rent New Apartment		1.3%	28
Rent House (Residence)		2.0%	42
Rent Manufactured or Modular Home		0.3%	7
Rent or Lease Commercial Property		0.3%	6
Rent Agricultural Land		0.2%	4
Rent Subsidized Housing		0.2%	5
Rent Condo/Townhouse		1.8%	38
Rent Section 8 Housing		0.1%	3
None of the above / Does not apply		94.9%	2,002

92. Which of the following real estate plans apply to you or your household in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.5%	73
Use a Realtor to Buy Real Estate		1.7%	35
Use a Realtor to Buy and Sell Real Estate		1.8%	38
Plan to Sell Property Myself		1.3%	28
Use a Real Estate Broker		1.2%	25
None of the above / Does not apply		92.7%	1,954

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		1.4%	30
Home Remodel or Renovation Loan		0.7%	14
Business Construction Loan		0.3%	7
Home Construction Loan		0.4%	9
Equity Loan		1.5%	31
Land Loan		0.4%	8
Reverse Mortgage		0.1%	2
Real Estate Loan for existing home		0.7%	14
Refinance Home		4.2%	88
None of the above / Does not apply		91.6%	1,932



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		1.3%	27
Facebook		1.9%	40
Google		3.4%	72
Auction.com		0.5%	11
Homes & Land		2.3%	48
Homes.com		2.6%	54
HomeFinder		5.5%	115
MLS.com		11.6%	245
National Real Estate Co. Site		2.6%	55
Local MLS Site		21.1%	444
RealEstate.com		4.7%	100
Realtor.com		22.4%	472
Realty.com		2.6%	55
Redfin		5.4%	114
Trulia		8.9%	188
Zillow		36.3%	765
ZipRealty.com		0.2%	5
None of the above / Does not apply		50.5%	1,066



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

Value		Percent	Responses
Apartments.com		10.2%	216
Apartmentguide.com		5.3%	111
Craigslist		4.2%	89
Forrent.com		0.6%	13
HomeFinder.com		4.1%	87
Hotpads.com		0.6%	13
Rent.com		5.1%	108
Sublet.com		0.0%	1
Trulia		6.8%	143
Zillow		19.3%	407
None of the above / Does not apply		72.4%	1,527

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		73.7%	1,555
No, don't know who to call		26.3%	554
			Total: 2,109

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

Value		Percent	Responses
Yes, have a firm or realtor		74.1%	1,563
No, don't know who to call		25.9%	546
			Total: 2,109

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		22.3%	470
Craft Beer		24.0%	506
Champagne		9.3%	197
Premium Hard Alcohol or Spirits		21.9%	461
White Wine		43.7%	922
Red Wine		43.7%	922
Major Brand Cigarettes		5.0%	105
Recreational Marijuana		1.1%	24
Marijuana Accessories		0.5%	11
Smokeless Tobacco		1.2%	25
Pipe Tobacco		0.4%	9
Discount Cigarettes		1.9%	40
Discount Hard Alcohol or Spirits		7.2%	151
Domestic Beer		29.4%	620
Electronic Cigarette Supplies		1.3%	27
Alcoholic Cider		6.4%	135
None of the above / Does not apply		26.3%	555








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		1.0%	21
Cannabis Edibles		1.1%	24
Cannabis Tinctures		0.3%	7
Cannabis Vaporizers		0.4%	8
Cannabis Cleaning Tools or Supplies		0.2%	5
Cannabis Concentrates		0.2%	4
Cannabis Pre-Rolls		0.3%	6
Organic Cannabis Products		0.5%	10
Cannabis Oil		2.2%	46
Cannabis Beauty & Skin Care Products		0.9%	19
Cannabis Beverages		0.1%	2
Cannabis Chocolates		0.5%	10
Medical Cannabis		1.0%	21
CBD Cannabis		3.6%	75
None of the above / Does not apply		93.0%	1,961























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		20.3%	428
Specialty Teas		14.9%	315
Specialty Coffee		28.9%	609
Gourmet Deli Counter Items		22.9%	482
Cookies		46.6%	982
Snack Cakes		11.6%	244
Potato Chips		53.2%	1,121
Soft Drinks		44.4%	936
Energy Drinks		5.5%	117
Energy Bars		15.0%	317
Noodle Bowls		7.7%	163
Cupcakes		7.4%	157
Birthday Cake		10.1%	213
Beef Jerky or Meat Sticks		7.1%	150
Bottled Water		38.9%	820
Candy		37.2%	785
Fruit		77.5%	1,635
Nuts		59.5%	1,254
Chocolates		45.9%	969
Ice cream		56.5%	1,192
Cheese		80.0%	1,688
Artisan Bread		33.4%	705








Value		Percent	Responses
Artisan Meats		5.2%	110
Sports Drinks		9.9%	209
Basic Condiments		44.0%	928
Artisan Condiments		5.0%	106
Canned Sauces		30.5%	643
Cereal		66.3%	1,399
Milk		77.3%	1,630
Chicken		82.9%	1,749
Pork		54.9%	1,157
Beef		65.1%	1,373
Fish		58.3%	1,230
Pasta		65.7%	1,385
Snack Mixes		11.0%	233
Vegetables		78.6%	1,657
Olive Oil		50.4%	1,063
Balsamic Vinegar		24.4%	515
Frozen Entrees		43.2%	912
Eggs		87.7%	1,849
Locally Raised Beef, Pork, Poultry		19.8%	417
Locally Grown Fruit and Vegetables		63.4%	1,338
Locally Produced Honey		18.7%	394
Organic Food		24.3%	512
Pickled Vegetables		11.2%	237

Value		Percent	Responses
Artisan Cheese		25.6%	539
Alternative "Meat" Products		11.2%	237
Sausage		45.9%	967
Donuts		16.8%	354
Pastries		21.4%	452
Game Meats		1.3%	28
None of the above / Does not apply		0.8%	17

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		37.1%	783
Attend Online Religious or Spiritual Services		30.3%	638
Donate to a Charity		54.5%	1,149
Donate to a Church		43.6%	920
Donate to Political Party or Government Representative		22.0%	465
Volunteer at Church		22.4%	472
Volunteer for Nonprofit Group		21.9%	462
Vote in Upcoming Local Elections		44.6%	941
Vote in Upcoming State or National Elections		49.5%	1,045
Purchase Season Tickets for Performing Arts		8.0%	169
Community Activity		18.3%	385
Support an Organization		19.3%	408
Make a Donation		39.9%	841
None of the above / Does not apply		10.7%	225
Join a New Church		1.3%	27
Donate Vehicle		0.8%	16
Have a Baby		0.2%	5
Get Married		0.2%	5
Retire		1.5%	31
Look into Private Schooling for Children		0.3%	7
Attend a Holiday Themed Performance		2.4%	51
Register to Vote		1.9%	41

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		4.6%	98
Go Mountain Biking		2.9%	62
Go Camping		6.6%	140
Go Hiking		25.3%	534
Go Fishing		10.1%	212
Go Backpacking		3.5%	74
None of the above / Does not apply		65.4%	1,380

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		33.9%	716
Local Business Blog		4.7%	100
Local Business Email		15.6%	328
Snapchat		6.9%	145
Instagram		28.7%	605
Cinema Ads		5.6%	118
Facebook Business Page		11.6%	245
Reviews on Yelp! or Google+		16.8%	355
YouTube Promo Video		11.0%	232
Local Business Text Message		6.7%	141
Pandora		15.6%	328
Online Yellow Pages		3.2%	67
Google Search		67.0%	1,414
eBay		24.2%	510
Spotify		11.4%	240
Pinterest		20.8%	438
Google+ Local		5.9%	125
Clicked on Google Sponsored Ad		13.9%	293
LinkedIn		25.8%	544
Angie's List		5.3%	111
Craigslist		9.7%	205
Bing		10.7%	226

Value		Percent	Responses
Twitter		23.5%	495
Amazon		84.0%	1,771
None of the above / Does not apply		4.2%	89
CitySearch		1.0%	21
Digital Billboard		0.3%	7
Xing		0.0%	1



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

Value		Percent	Responses
Yes		74.9%	1,579
No		25.1%	530
			Total: 2,109























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
























Value		Percent	Responses
Yes		43.3%	914
No		56.7%	1,195
			Total: 2,109










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

Value		Percent	Responses
Yes		44.1%	930
No		55.9%	1,179
			Total: 2,109



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

Value		Percent	Responses
Apparel and Accessories		46.7%	985
Arts and Entertainment		36.4%	767
Automotive - (General)		17.2%	363
Automotive - (New Vehicle Dealership)		17.3%	364
Automotive - (Used Vehicle Dealership)		11.5%	242
Automotive - (Auto Parts store)		11.1%	234
Automotive - (Auto Repair business)		7.8%	164
Automotive - (Auto Body shop)		4.9%	104
Tire Business		16.2%	341
Beauty and Spa Related Businesses		14.9%	315
Child Related Businesses		3.5%	74
Community and State Services		23.0%	486
Education		12.1%	256
Employment Related Businesses		7.3%	155
Event Planning and Services		9.0%	189
Family Activity Related Businesses		10.0%	210
Farm Equipment and Agriculture Businesses		5.4%	113
Financial Services		10.3%	217
Fitness Businesses or Providers		7.4%	156
General Retail		41.9%	884
Grocery / Market		46.8%	987
Home and Garden Related Businesses		34.0%	718











Value		Percent	Responses
Building Supply/Lumber Business		14.1%	297
Home Service Businesses		12.5%	264
Home Service Contractors		13.0%	274
Hotel and Travel Related Businesses		28.4%	599
Local Services		26.2%	553
Medical Related Businesses - (General)		14.0%	296
Medical Related Businesses - (Chiropractor)		3.2%	68
Medical Related Businesses - (Dentist)		5.9%	124
Medical Related Businesses - (Hospital)		3.1%	66
Nightlife Related Businesses		6.8%	144
Pet / Animal		22.2%	469
Professional Services		16.9%	357
Real Estate Service Businesses		5.6%	118
Recreation Related Businesses		7.1%	150
Restaurant / Bar / Lounge		41.9%	883
Senior Related Businesses		9.5%	200
Specialty Food and Drink		17.8%	376
General Retail - Children's Clothing Store		6.2%	131
General Retail - Clothing Accessory Store		11.9%	252
General Retail - Computer Store		11.4%	240
General Retail - Farming and Agriculture Business		3.5%	74
General Retail - Furniture Store		13.3%	280
General Retail - Hardware Store		17.5%	370

Value		Percent	Responses
General Retail - Home Entertainment Store		6.7%	142
General Retail - Jewelry Store		4.4%	93
General Retail - Major Appliance Store		11.4%	240
General Retail - Men's Clothing Store		11.9%	251
General Retail - Mobile Phone Store		7.1%	149
General Retail - Shoe Store		15.8%	334
General Retail - Women's Clothing Store		22.5%	474
None of the above / Does not apply		12.7%	268
Motorsport Businesses		2.8%	60






















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

Value		Percent	Responses
Yes		8.3%	174
No		91.7%	1,935
			Total: 2,109

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		5.4%	113
Get a New Part Time Job		5.8%	122
Get a Temporary or Seasonal Job		3.5%	73
Use an Employment or Temporary Employment Agency		1.8%	37
Use a Career Counselor		0.4%	8
Get a Second (or Third) Job		1.3%	28
Get First Job after High School		0.4%	8
Get First Job after College		0.9%	19
Apply for Unemployment Benefits		7.1%	150
None of the above / Does not apply		84.0%	1,771

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		3.0%	64
Customer Service		3.2%	68
Education		3.7%	78
None of the above / Does not apply		81.6%	1,721
Agriculture		0.2%	5
Automotive		0.4%	8
Retail		2.0%	42
Warehouse		0.8%	16
Construction		0.9%	18
Accounting		1.1%	24
Hotel - Hospitality		1.2%	25
Health Care		2.3%	49
Manufacturing		1.2%	26
Entry Level (New Graduate)		0.7%	14
Grocery		1.7%	35
Banking & Finance		1.3%	28
Child Care		0.3%	7
Real Estate		0.5%	11
Insurance		0.5%	10
Legal		1.0%	21
Management		2.6%	54

Value		Percent	Responses
Media		0.8%	17
NonProfit		2.7%	57
Government		2.3%	48
Installation - Maintenance - Repair		0.3%	6
Restaurant - Food Services		1.2%	26
Executive Level		1.5%	32
Engineering		1.4%	30
Sales & Marketing		1.8%	38
Information Technology		1.2%	26
Skilled Labor - Trades		0.9%	18
Transportation		0.8%	16







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		14.8%	313
Local Agency Site		7.6%	160
Craigslist		3.7%	78
Facebook		3.2%	68
Indeed.com		18.0%	380
LinkedIn		18.9%	399
Monster.com		8.0%	169
CareerBuilder		9.0%	189
GlassDoor		5.3%	112
SimplyHired.com		1.3%	28
AOL Jobs		0.5%	10
SnagAJob.com		0.8%	16
Dice.com		0.6%	12
USAjobs.gov		4.3%	90
USAjobs.org		2.1%	44
ZipRecruiter		7.0%	147
JobDiagnosis		0.2%	4
TheLadders		1.1%	24
None of the above / Does not apply		64.2%	1,354

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		11.7%	247
Yellow Pages directory		0.7%	15
Direct mail flyer		11.7%	246
Deal program/offer		7.5%	158
Facebook business page offer		6.5%	138
Billboard advertising		0.9%	19
None of the above / Does not apply		73.4%	1,549

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		3.5%	73
Read ads and keep them - using one or two		32.8%	691
Read ads and keep them - without using any		4.0%	85
Read ads but throw away without using any		25.2%	531
Throw ads away unread		31.8%	671
Do not receive direct mail or advertisements at home or PO Box		2.8%	58

Total: 2,109



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 %	35 1.7%	282 13.4%	1,217 57.7%	36 1.7%	179 8.5%	241 11.4%	119 5.6%	2,109
County election Count Row %	32 1.5%	277 13.1%	1,245 59.0%	34 1.6%	169 8.0%	231 11.0%	121 5.7%	2,109
State election Count Row %	37 1.8%	343 16.3%	1,151 54.6%	32 1.5%	177 8.4%	262 12.4%	107 5.1%	2,109
Total Total Responses								2109




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

Value		Percent	Responses
Yes		92.5%	1,950
No		7.5%	159
			Total: 2,109

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.9%	2,044
No		3.1%	65
			Total: 2,109

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		17.4%	368
No		43.3%	914
Does not apply		39.2%	827
			Total: 2,109

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

Value		Percent	Responses
Arts and Entertainment		4.8%	18
Business Consulting		8.6%	32
Education		5.9%	22
Financial Services		3.8%	14
Health and Medical		12.1%	45
Home Service Businesses		3.0%	11
Local Services		3.0%	11
Real Estate		9.7%	36
Other		28.8%	107
Apparel and Accessories		1.6%	6
Automotive		1.6%	6
Beauty and Spa		1.6%	6
Child Related Businesses		0.8%	3
Family Activity		0.5%	2
Fitness Businesses or Providers		0.3%	1
General Retail		2.2%	8
Grocery and Specialty Food/Drink		1.3%	5
Home and Garden		1.9%	7
Hotel and Travel		2.7%	10
Motorsport Businesses		0.3%	1
Nightlife		1.1%	4
Pet / Animal		1.6%	6

Total: 372

Value		Percent	Responses
Recreation		1.9%	7
Restaurant / Bar / Lounge		0.8%	3
Sales Training		0.3%	1
			Total: 372

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

Value		Percent	Responses
Have an ongoing digital marketing campaign		9.7%	36
Use social media for promoting business		17.8%	66
Website optimized for mobile (responsive)		11.1%	41
Ongoing search optimization (SEO, SEM)		7.3%	27
Banner ads		2.7%	10
Cost-per-click ads (CPC, PPC)		4.3%	16
Cost-per-mille ads (CPM)		0.8%	3
Programmatic ads		0.8%	3
Retargeting ads		2.4%	9
Video ads		1.9%	7
Google ads (Adwords)		7.3%	27
Facebook ads		12.7%	47
Sponsored content		2.2%	8
Email advertising		14.9%	55
Site analytics		4.3%	16
Use a Digital Agency		1.6%	6
Digital ads through newspaper		2.7%	10
None of the above/Does not apply		59.7%	221

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		3.5%	13
Business Online Meetings		3.5%	13
None of the above / Does not apply		87.6%	324
Business Advertising		2.2%	8
Business Financial Consulting		1.4%	5
Business Bottled Water Delivery		0.3%	1
Business Advisory Services		0.3%	1
Business Cellular Phone Service		0.8%	3
Business Computer Consulting		0.5%	2
Business Construction Contractor		0.3%	1
Business Employment Agency		0.3%	1
Business Internet Service Provider		1.4%	5
Business Legal Services or Attorney		1.4%	5
Business Marketing Services		2.4%	9
Business Meetings or Conventions		0.5%	2
Business Payroll Services		0.3%	1
Business Printing Services		2.7%	10
Business Realty Services		0.5%	2
Business Recruitment		0.8%	3
Business Sign Company Services		1.9%	7
Business Staffing or Temp Services		0.3%	1

Value		Percent	Responses
Selling Small Business		0.3%	1
Business Bankruptcy		0.3%	1
Business General Broadcast Media Service		0.3%	1
Business Television Media Service		0.5%	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		0.5%	2
Buy New Office		0.5%	2
Add New Locations		0.8%	3
Renovate Existing Facilities		2.4%	9
Construct New Facilities		0.5%	2
Buy or Rent Industrial Space		0.8%	3
Buy or Rent Warehouse space		0.5%	2
Install New Commercial Carpeting		1.1%	4
None of the above / Does not apply		94.6%	350

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		1.1%	4
Purchase Used Business Automobiles		0.3%	1
Purchase New Business Trucks		1.6%	6
Purchase Used Business Trucks		0.8%	3
Lease New Business Automobiles		0.3%	1
Lease New Business Trucks		1.1%	4
Purchase New Heavy Duty or Commercial Business Trucks		1.1%	4
Purchase Used Heavy Duty or Commercial Business Trucks		0.5%	2
None of the above / Does not apply		96.2%	355

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		1.9%	7
Business Health Insurance		2.7%	10
Business Dental Insurance		1.1%	4
Business 401K or Retirement Program		2.4%	9
Business "Key Man" Insurance		1.1%	4
Business Property Insurance		0.8%	3
Business Commercial Insurance		1.4%	5
None of the above / Does not apply		92.9%	342






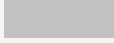
124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.3%	6
25 - 30		1.0%	21
31 - 34		1.2%	25
35 - 40		2.3%	49
41 - 45		2.3%	48
46 - 49		3.2%	68
50 - 54		6.3%	133
55 - 60		12.2%	257
61 - 69		31.3%	661
70 or older		39.9%	841

Total: 2,109









Avg 66

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

Value		Percent	Responses
Metro / Urban		29.4%	619
Small/Mid-Size Town		21.2%	448
Suburban		37.4%	789
Rural		10.8%	227
Vacation community		0.5%	11
Other		0.7%	15

Total: 2,109

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.0%	1
Some High School (Not Graduate)		0.3%	6
High School Graduate (12th grade)		2.7%	56
Vocational or Technical Training		2.3%	48
Some College		10.4%	220
College Graduate		29.5%	622
Some Post-Graduate Study (No Advanced Degree)		9.2%	195
Post-Graduate Degree		45.6%	961

Total: 2,109








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

Value	Percent	Responses
Under \$20,000	2.5%	49
\$20,000 - \$24,999	1.3%	26
\$25,000 - \$29,999	2.0%	39
\$30,000 - \$34,999	2.4%	48
\$35,000 - \$39,999	3.2%	63
\$40,000 - \$44,999	3.7%	74
\$45,000 - \$49,999	4.4%	88
\$50,000 - \$74,999	17.3%	343
\$75,000 - \$99,999	17.8%	352
\$100,000 - \$124,999	13.9%	276
\$125,000 - \$149,999	9.4%	186
\$150,000 - \$200,000	11.5%	228
Over \$200,000	10.5%	208
		Total: 1,980
		Avg \$110,434

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

Value	Percent	Responses
American Indian, Eskimo or Alaska native	0.2%	4
Black or African-American	4.1%	86
Asian	1.0%	21
White or Caucasian	89.2%	1,881
Hispanic	0.7%	14
Other	0.5%	11
Prefer not to answer	4.4%	92
		Total: 2,109

129. Are you...





Value		Percent	Responses
Male		40.2%	848
Female		56.9%	1,201
Transgender Male		0.0%	1
Transgender Female		0.0%	1
Gender Variant / Non-conforming		0.1%	3
Other		0.0%	1
Prefer not to answer		2.6%	54

Total: 2,109

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


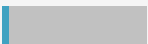



Value	Percent	Responses
Single Family Home	84.7%	1,786
Apartment	5.9%	125
Condominium	6.0%	126
Mobile Home	0.7%	15
Other	2.7%	57
		Total: 2,109

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		88.1%	1,857
Rented		9.5%	200
Occupied Without Payment of Rent		0.9%	18
Other		1.6%	34

Total: 2,109

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

Value		Percent	Responses
None		89.7%	1,892
1		4.8%	102
2		4.2%	89
3		0.9%	19
4 or more		0.3%	7
			Total: 2,109