

Covid-19 Impact and Local Business Survey Missouri Report - April 2020

Response Counts

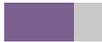


Total: 561

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	561
			Total: 561

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

Value		Percent	Responses
Local Newspaper		70.1%	393
Local Newspaper Website		44.4%	249
Local TV News		72.9%	409
National Broadcast News		66.3%	372
Local Radio		19.8%	111
Apple News		4.5%	25
Facebook		14.4%	81
Twitter		4.3%	24
Nextdoor		6.1%	34
Other		12.3%	69

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

Value		Percent	Responses
Local Newspaper		22.5%	126
Local Newspaper Website		15.0%	84
Local TV News		19.6%	110
National Broadcast News		28.0%	157
Local Radio		2.3%	13
Apple News		0.7%	4
Facebook		0.2%	1
Twitter		0.4%	2
Other		11.4%	64
			Total: 561

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		78.8%	442
Weekly updates on Covid-19 impact on our community		37.4%	210
Local resources available to our community to lessen impact of Covid-19		58.5%	328
Personal stories on the impact of Covid-19 on households		23.7%	133
Stories on the impact of Covid-19 on employment and local economy		49.4%	277
Online services being offered in the community		39.2%	220
Unemployment resources for persons laid off		17.8%	100
Assistance resources available for local businesses		19.1%	107
Other		7.8%	44

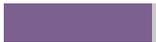
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		62.9%	353
New hours		63.8%	358
Services that are being offered		78.3%	439
New services being offered		51.9%	291
Online services being offered		61.9%	347
Employment needs		18.4%	103
Other		4.3%	24

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		44.7%	251
Watched Local Television		85.9%	482
None of the above / Does not apply		7.3%	41

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

Value		Percent	Responses
Yes		97.3%	546
No		2.7%	15

Total: 561

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

Value		Percent	Responses
National Daily Newspaper		31.1%	170
Local Daily Newspaper		93.8%	512
Local Paid Weekly Community Newspaper		16.1%	88
Local Free Weekly Print Publication		13.6%	74
Local Alternative Publication		8.2%	45
Local City or Regional Magazine		26.4%	144
Local Specialty Publication		10.6%	58
Local Business Publication		10.4%	57
Local Ethnic Publication		2.0%	11
Local Parenting Publication		0.7%	4
Local Senior Publication		7.0%	38
None of the above / Does not apply		1.5%	8

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		3.6%	20
Auto Detailing Shop		4.3%	24
Auto Glass Repair Shop		2.3%	13
Oil Change Station		36.9%	207
Auto Parts Store		13.9%	78
Auto Repair Shop		25.5%	143
New Vehicle Dealership		13.9%	78
Used Vehicle Dealership		2.9%	16
Recreation Vehicle (RV) Dealership		0.9%	5
RV or Camper Repair		1.2%	7
Tire Store		10.5%	59
None of the above / Does not apply		29.1%	163

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		0.5%	3
Used Farm Equipment Dealer		0.4%	2
Farm Truck and Tractor Repair Shop		2.0%	11
Agriculture Farm Supply Store		9.1%	51
Agricultural Service		1.6%	9
Farming Structure Building Contractor		0.2%	1
Animal Feed Store		6.6%	37
None of the above / Does not apply		86.5%	485

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		43.1%	242
Ethnic Food Restaurant		37.6%	211
Liquor Store		39.4%	221
Wine Shop		16.9%	95
None of the above / Does not apply		26.2%	147

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		13.2%	74
Farmers Market		24.1%	135
Grocery Store (Co-op)		26.2%	147
Grocery Store (Neighborhood/Local/Mom & Pop)		73.8%	414
Specialty Food Market		13.5%	76
None of the above / Does not apply		5.5%	31

13. Which of the following types of BEAUTY and SPA BUSINESSES do you or the members of your household plan to shop at or use the services of in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Barbershop		53.3%	299
Day Spa		7.0%	39
Nail Salon		25.8%	145
None of the above / Does not apply		36.4%	204

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		4.1%	23
Bicycle Repair Shop		5.2%	29
Golf Course		19.3%	108
Gun Shooting Range		6.1%	34
Gun Store		7.1%	40
New Sporting Goods Store		15.3%	86
Used Sporting Goods Store		1.4%	8
None of the above / Does not apply		63.3%	355

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		3.9%	22
None of the above / Does not apply		96.1%	539

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		8.4%	47
Community College		3.9%	22
Tutoring Center		0.4%	2
Private Tutor		1.2%	7
None of the above / Does not apply		88.2%	495

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

Value		Percent	Responses
Bank		25.8%	145
Credit Union		9.6%	54
Financial Advisor		15.3%	86
Stockbroker		4.8%	27
None of the above / Does not apply		67.7%	380

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		0.4%	2
Debt Consolidation Company		1.2%	7
Tax Return Service		22.6%	127
Title Loan Company		0.7%	4
None of the above / Does not apply		75.6%	424

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		5.9%	33
Dentist		20.5%	115
General Practitioner		12.3%	69
Family Practitioner		17.5%	98
Optometrist		9.4%	53
Pediatrician		0.5%	3
None of the above / Does not apply		64.9%	364

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		8.0%	45
Hospital		2.3%	13
Medical Clinic		7.3%	41
None of the above / Does not apply		87.7%	492

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		19.1%	107
Mental Health Provider		8.6%	48
Denture or Implant Specialist		9.1%	51
Ear, Nose & Throat Doctor		9.6%	54
Home Health Care Provider		1.6%	9
Internal Medicine Doctor		37.3%	209
Nutritionist or Dietician		2.3%	13
Physical Therapist		10.0%	56
Psychiatrist		3.0%	17
None of the above / Does not apply		38.7%	217

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

Value		Percent	Responses
Alcoholism Treatment Program		0.5%	3
Hearing Aid Center		10.7%	60
Hospice Care Provider		0.7%	4
Laboratory or Medical Testing Facility		22.6%	127
Medical Marijuana Dispensary		2.1%	12
Medical Spa		1.1%	6
Mental Health Clinic		1.1%	6
Medical Supply Store		2.1%	12
Pain Clinic		4.5%	25
Rehabilitation Clinic		2.0%	11
Sleep Disorder Clinic		2.1%	12
Urgent Care Clinic		3.7%	21
Walk-In Clinic		5.2%	29
None of the above / Does not apply		60.2%	338

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		3.9%	22
None of the above / Does not apply		96.1%	539

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		1.1%	6
Courier or Delivery Service		14.8%	83
Cremation Service Provider		0.9%	5
Dry Cleaning or Laundry Service		22.8%	128
Electronics Repair Shop		2.5%	14
Funeral Service Provider		1.1%	6
Information Technology (IT) Service		5.3%	30
Marriage Counselor		0.4%	2
Moving Truck Rental Company		1.2%	7
Mobile or Cell Phone Repair Shop		4.3%	24
Propane Dealer		7.5%	42
Self-Storage Facility		5.5%	31
Sewing and Alterations Shop		5.5%	31
Small Engine Repair Shop		4.6%	26
Shipping Center		16.4%	92
None of the above / Does not apply		46.9%	263

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		14.1%	79
Church		49.6%	278
Community Organization		9.3%	52
Community Service or Non-Profit Organization		18.9%	106
None of the above / Does not apply		40.5%	227

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		8.9%	50
Painting Contractor		9.6%	54
Plumber or Plumbing Contractor		9.1%	51
None of the above / Does not apply		80.2%	450

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		3.7%	21
Concrete Contractor		3.2%	18
Furnace Contractor		2.3%	13
General Contractor		4.8%	27
Handyman		21.6%	121
Heating & Air Conditioning Service		28.3%	159
Home Security Company		2.0%	11
Junk Removal or Hauling Service		7.0%	39
Kitchen or Bath Remodeling Company		4.1%	23
Landscaping Service		20.7%	116
Mover or Moving Company		2.3%	13
New Home Builder		0.5%	3
Remodeling Contractor		5.2%	29
Roofing Contractor		3.9%	22
Septic Tank Contractor		2.0%	11
None of the above / Does not apply		37.1%	208

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		13.4%	75
Fuel or Oil Home Heating Service		0.5%	3
Furnace Cleaning Service		5.3%	30
Home Theater Installation Service		0.2%	1
Home Gardening Service		5.2%	29
House Cleaning Service		16.2%	91
Landscaper		11.8%	66
Pest Control Service or Exterminator		19.8%	111
Pool Cleaning Service		1.2%	7
Shades & Blinds Installation Service		3.7%	21
Television or Internet Service Provider		21.2%	119
Water Treatment Supply & Service		0.5%	3
Window & Door Installation Service		3.4%	19
None of the above / Does not apply		42.1%	236

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		3.7%	21
Adult Day Care		0.5%	3
Assisted Living Facility		0.7%	4
Nursing Home		0.5%	3
Respite Relief Provider		0.4%	2
Retirement Counselor		1.4%	8
Retirement Home		0.9%	5
Senior Center		3.0%	17
None of the above / Does not apply		90.4%	507

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		0.9%	5
None of the above / Does not apply		99.1%	556

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		8.6%	48
None of the above / Does not apply		91.4%	513

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		3.9%	22
Animal Shelter		2.7%	15
Bird Seed Store		8.9%	50
Pet Groomer		14.3%	80
Pet Sitter		2.7%	15
Pet Store		19.4%	109
Veterinarian		33.5%	188
None of the above / Does not apply		52.4%	294

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		4.1%	23
Real Estate Brokerage Firm		0.7%	4
None of the above / Does not apply		95.7%	537

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		1.6%	9
Estate Liquidator		0.5%	3
Mortgage Banker		3.9%	22
Mortgage Broker		3.0%	17
Real Estate Appraiser		3.9%	22
None of the above / Does not apply		91.1%	511

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		61.3%	344
Family Style Restaurant		52.9%	297
Food Cart / Food Truck		6.4%	36
Fine Dining Restaurant		24.8%	139
Restaurant with Lounge or Bar		25.3%	142
Pizza Restaurant		52.6%	295
None of the above / Does not apply		15.7%	88

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		7.3%	41
Consignment Shop		7.8%	44
Craft Supply Store		15.9%	89
Bookstore		27.3%	153
Computer Store		10.3%	58
Department Store		44.9%	252
Discount Store		38.3%	215
Drugstore or Pharmacy		78.3%	439
Fabric Store		9.6%	54
Florist		6.6%	37
Gift Shop		7.0%	39
Gun Shop		6.1%	34
Hobby Shop		9.6%	54
Mobile Phone Store		10.5%	59
Shopping Center		27.3%	153
Thrift Store		21.7%	122
Wholesale, Warehouse or Club Store		46.9%	263
Yard Equipment Store		12.5%	70
Vitamin or Supplement Store		6.6%	37
None of the above / Does not apply		5.9%	33
Christian Book Store		2.7%	15

Value		Percent	Responses
Equipment Rental Store		1.4%	8
Gold/Silver/Precious Metal Dealer		2.0%	11
Marijuana Dispensary		2.7%	15
Military Surplus Store		1.8%	10
Monument or Memorial Company		0.5%	3
Pawn Shop		0.9%	5
Religious Supply or Gift Shop		2.1%	12
Survival Store		0.4%	2
Security Service		0.9%	5
Yarn Store		2.1%	12

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

Value		Percent	Responses
Home delivery with fee		24.4%	137
Free delivery		33.7%	189
Drive-thru		69.2%	388
Carryout		61.7%	346
Curbside carryout		68.4%	384
Other		1.2%	7
None of the above / Does not apply		8.9%	50

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

Value		Percent	Responses
Building Supply Store or Lumber Yard		44.4%	249
Carpet Store		3.9%	22
Fireplace, Wood Stove or Barbeque Store		3.4%	19
Flooring Store		5.0%	28
Furniture Store		9.8%	55
Hardware Store		53.7%	301
Home & Garden Center		56.9%	319
Home Decor Store		7.8%	44
Hot Tub or Spa Dealer		1.4%	8
Major Appliance Store		5.3%	30
Mattress or Bedding Store		3.7%	21
Outdoor Furniture Store		4.6%	26
Plant Nursery & Garden Supply Store		42.4%	238
Paint Store		13.4%	75
Tool Rental Center		1.1%	6
TV & Appliance Store		1.8%	10
Vacuum Store		1.2%	7
None of the above / Does not apply		16.8%	94

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		10.9%	61
Clothing Store		51.2%	287
Eyewear & Opticians Store		18.2%	102
Jewelry Store		2.0%	11
Shoe Store		28.3%	159
None of the above / Does not apply		39.2%	220

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

Value		Percent	Responses
Accountant or CPA		7.1%	40
Insurance Agency		6.2%	35
Legal Firm or Attorney		4.5%	25
Tax Advisor		4.1%	23
None of the above / Does not apply		83.1%	466

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		2.1%	12
Life Coach		1.1%	6
None of the above / Does not apply		96.8%	543

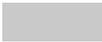
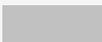
42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class C RV		0.2%	1
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase Used Class A RV		0.2%	1
Purchase Used Class C RV		0.5%	3
Purchase Used Travel Trailer or 5th wheel		0.7%	4
None of the above / Does not apply		98.6%	553

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		1.6%	9
New Luxury Vehicle - Under \$50,000		0.7%	4
New Luxury Vehicle - \$50,000 - \$75,000		0.7%	4
New Luxury Vehicle - Over \$75,000		0.2%	1
New SUV		3.7%	21
New Truck		1.2%	7
New Hybrid or Electric Vehicle		0.9%	5
Used Car		3.7%	21
Used Luxury Vehicle - Under \$30,000		0.5%	3
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		0.4%	2
Used Minivan		0.5%	3
Used SUV		2.3%	13
Used Truck		1.8%	10
Used Hybrid or Electric Vehicle		0.9%	5
None of the above / Does not apply		86.5%	485

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

Value		Percent	Responses
Compact car		1.4%	8
Full-size car		0.7%	4
Luxury vehicle (any size)		1.2%	7
Midsized car		2.3%	13
Pickup truck		3.0%	17
Sport utility vehicle (SUV)		9.1%	51
Van or minivan		1.2%	7
None of the above		80.9%	454

Total: 561

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		4.3%	24
Ford		6.6%	37
Honda		5.7%	32
Subaru		3.7%	21
Toyota		5.9%	33
None of the above / Does not apply		80.4%	451
Acura		1.2%	7
Audi		0.7%	4
BMW		0.4%	2
Buick		2.0%	11
Cadillac		1.6%	9
Chrysler		1.1%	6
Dodge		1.6%	9
Fiat		0.2%	1
GMC		2.7%	15
Hyundai		2.0%	11
Infiniti		0.4%	2
Jeep		2.0%	11
Kia		1.4%	8
Land Rover		0.7%	4
Lexus		1.4%	8

Value		Percent	Responses
Lincoln		1.2%	7
Mazda		1.8%	10
Mercedes-Benz		0.5%	3
Mini		0.2%	1
Mitsubishi		0.4%	2
Nissan		2.5%	14
Porsche		0.4%	2
Saab		0.2%	1
Scion		0.2%	1
Suzuki		0.2%	1
Tesla		1.1%	6
Volkswagen		1.2%	7
Volvo		0.5%	3

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		5.0%	28
No		95.0%	533

Total: 561

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

Value		Percent	Responses
Office Equipment		7.1%	40
Printer		4.3%	24
Ink or Printer Cartridges		41.9%	235
Headphones		6.4%	36
Smartphone Charger		3.4%	19
Batteries for Electronics		34.4%	193
None of the above / Does not apply		38.3%	215
Home Theater System		0.5%	3
GPS Device (Handheld or In-Vehicle)		0.7%	4
Satellite Radio		1.2%	7
Satellite TV System		0.5%	3
Stereo System (Home)		0.9%	5
Wi-Fi for Home		1.6%	9
Portable Speakers		0.9%	5
Wireless Speakers		2.5%	14
Smartwatch		2.7%	15
Phone or Tablet Controlled Home Tech Products		2.7%	15
Noise Canceling Headphones		2.0%	11
Phone Calling Card		0.7%	4
Compact/Mini Projector		0.5%	3
Wearable Electronics		1.8%	10
Healthcare Device		2.5%	14

Value		Percent	Responses
Surge Protector		2.7%	15
Aerial Drone		0.7%	4
Wireless Hotspot		0.7%	4
Assistive Technology for Hearing		2.3%	13
Virtual Reality Headset		0.5%	3

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		0.2%	1
Camera (Digital) SLR		0.9%	5
Camera Accessories or Supplies		0.9%	5
Camera Lens		0.9%	5
Computer Accessories		5.0%	28
Computer Software		3.6%	20
E-Reader (Kindle or Similar)		1.1%	6
Tablet (iPad or Similar)		4.5%	25
Personal Computer		3.0%	17
Laptop Computer		7.0%	39
TiVo or DVR		0.5%	3
4K Ultra HD TV		1.8%	10
Smart TV		2.0%	11
None of the above / Does not apply		80.4%	451

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		9.6%	54
Conventional Cell Phone		3.4%	19
Unlocked Cell Phone		0.7%	4
Large-Screen Smartphone		2.1%	12
None of the above / Does not apply		85.6%	480

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		2.0%	11
Necklaces		2.7%	15
Engagement Rings		0.2%	1
Wedding Rings		0.2%	1
Rings (Other)		0.9%	5
Earrings		3.9%	22
Celtic Jewelry		0.4%	2
Diamond Jewelry		0.9%	5
Silver Jewelry		1.4%	8
Gemstone Jewelry		0.7%	4
Pearl Jewelry		0.2%	1
Men's Jewelry		0.9%	5
Costume Jewelry		4.5%	25
Designer Jewelry		0.9%	5
Jewelry Box or Organizer		0.2%	1
Men's High-End Watch		0.4%	2
Women's Watch		0.5%	3
Women's Jewelry		3.0%	17
None of the above / Does not apply		86.8%	487

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		6.6%	37
Crop Insurance		0.4%	2
Dental Insurance		1.2%	7
Homeowner Insurance		4.8%	27
Life Insurance		2.1%	12
Medical (Health) Insurance		2.0%	11
Medicare		0.9%	5
Long Term Care Insurance		1.4%	8
Pet Insurance		0.7%	4
Renters Insurance		0.7%	4
Agriculture Insurance		0.4%	2
Professional Liability Insurance		0.9%	5
None of the above / Does not apply		87.5%	491

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		6.2%	35
Primary Care Provider		5.0%	28
Drugstore or Pharmacy		6.2%	35
None of the above / Does not apply		81.1%	455
Acupuncture		1.4%	8
Audiologist		0.9%	5
Chiropractor		2.9%	16
Counseling & Mental Health Specialist		1.2%	7
Geriatric Specialist		0.7%	4
Hospital		0.5%	3
Medical Clinic		1.6%	9
Optometrist		2.5%	14
Pediatric Dentist		0.2%	1
Pediatrician		0.4%	2
Wellness Business		0.2%	1
Substance Abuse Treatment Provider		0.2%	1
Weight Loss Service		0.9%	5
Alternative Care Provider		0.5%	3
Physical Therapy or Rehabilitation service provider		1.8%	10
Hearing Aid Center		2.5%	14

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		0.9%	5
Bankruptcy Attorney		0.4%	2
Banking, Partnership & Business Law Attorney		2.3%	13
Child Support Attorney		0.4%	2
Disability & Social Security Attorney		0.5%	3
Divorce & Family Law Attorney		0.4%	2
DWI, DUI, OWI, OUI Attorney		0.4%	2
Employment Discrimination or Labor Issues Attorney		0.9%	5
General Practice Attorney		2.0%	11
Intellectual Property Attorney		0.4%	2
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		1.1%	6
Real Estate Attorney		0.7%	4
Taxation Attorney		1.4%	8
Wills, Trusts & Estates Attorney		15.9%	89
None of the above / Does not apply		77.9%	437

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

Value		Percent	Responses
Dental Checkup		54.2%	304
Teeth Cleaning		41.7%	234
Cavity Filling		6.4%	36
Crown		7.3%	41
Oral Surgery		2.5%	14
Braces		1.4%	8
Composite Bonding		0.2%	1
Dental Implants		5.5%	31
Dental Veneers		0.4%	2
Dentures		2.3%	13
Inlays or Onlays		0.2%	1
Smile Makeover		0.4%	2
Teeth Whitening		1.8%	10
None of the above / Does not apply		24.6%	138

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

Value		Percent	Responses
Fill Medical Prescriptions		53.3%	299
Purchase Health Related Products		8.7%	49
Use Physical Rehabilitation Services		3.9%	22
Purchase Health and Wellness Supplements		15.9%	89
Receive Treatment for Back Pain		4.5%	25
Have an Eye/Vision Exam		32.1%	180
Purchase Prescription Eyeglasses		14.3%	80
Purchase Prescription Contact Lenses		3.4%	19
Have an Annual Physical or Checkup		32.1%	180
Have X-Rays Taken		3.4%	19
Have a Scheduled Surgery		5.7%	32
Have Blood Drawn for Testing		25.7%	144
Plan to Visit a Hospital for any Medical Service or Procedure		9.1%	51
Have Foot Problems Diagnosed or Treated		5.3%	30
Senior Travel		5.0%	28
Purchase Allergy Medications		16.6%	93
Use Personal Trainer or Instructor		4.1%	23
Cardiovascular Treatment		4.6%	26
Chiropractic Care		13.9%	78
Do Corrective Exercises		6.1%	34
Purchase Diabetes Testing Supplies		7.8%	44

Value		Percent	Responses
Get Vaccinations at Drug Store or Pharmacy		7.5%	42
Discretionary Health Care and Wellness Services and Products		4.8%	27
Purchase Vitamins		39.2%	220
Purchase Anti Anxiety Medication or Supplements		5.7%	32
None of the above / Does not apply		17.8%	100
Purchase Elder Care-Related Products or Services		0.9%	5
Purchase Medical Supplies or Equipment for Home		1.8%	10
Find Home for Aging Parent		0.4%	2
Participate in a Medical Study		1.1%	6
Stop Smoking		0.7%	4
Purchase a Mobility Device		0.5%	3
Receive Treatment for Vehicle or Workplace Injury		0.2%	1
Handicap Accessible Products		1.1%	6
Purchase Orthopedic Shoes		0.7%	4
Purchase Home Medical Testing Equipment or Supplies		1.4%	8
Hire a Caregiver or Respite Worker		0.5%	3
Purchase "Aging in Place" Products		1.1%	6
Purchase a Medical Alert Service		0.4%	2
Have Safety Bars Installed in Bathroom		0.9%	5
Receive Treatment for a Sleep Disorder		2.0%	11
Cancer Treatment		2.9%	16
Orthopaedic or Knee Surgery		2.1%	12
Memory or Alzheimer's Care		0.5%	3

Value		Percent	Responses
Nutritional Counseling		1.2%	7
Spinal and Postural Screening		0.5%	3
Physiotherapy		0.4%	2
Purchase Blood Pressure Monitoring Device		0.9%	5
Receive Aquatic Therapy		0.9%	5
Join a Weight Loss Group		0.9%	5
Purchase Weight Loss Supplements		1.2%	7
Purchase Weight Loss Food Plan		0.9%	5
Have Reflexology Treatment		0.5%	3
Hire a Weight Loss Professional		0.7%	4
Have Cataract Surgery		0.9%	5
Purchase Marijuana		2.0%	11
Have Acupuncture		1.8%	10
Receive Treatment for PTSD		1.1%	6
Purchase Hemp Based Supplements		2.7%	15

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		0.5%	3
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	3
Purchase a Digital Hearing Aid		2.1%	12
Purchase a "Behind-the-Ear" Hearing Aid		1.1%	6
Purchase Hearing Aid Cleaning Supplies		1.2%	7
Purchase Hearing Aid Batteries		5.7%	32
Purchase a "In-the-Canal" Hearing Aid		0.2%	1
Have a Hearing Exam		10.0%	56
None of the above / Does not apply		85.6%	480

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		0.5%	3
Pre-purchase a Funeral Plot or Cremation Service		3.6%	20
Purchase a Monument or Headstone		1.8%	10
Use a Funeral Planner		1.4%	8
Purchase Flowers for a Funeral		0.5%	3
Use a Cremation Service		1.1%	6
None of the above / Does not apply		92.5%	519

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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.7%	4
Move into a Assisted Living Facility		0.5%	3
Move into a Alzheimer's Care Facility		0.2%	1
Hospice to your Home or House		0.5%	3
Move into Residential Care Home		0.2%	1
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		98.0%	550

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		2.1%	12
Open Savings Account		1.6%	9
Online Banking		49.4%	277
Manage Investments		25.0%	140
Manage Retirement Accounts		25.1%	141
Mortgage Line of Credit		3.2%	18
Financial Consulting		16.8%	94
Financial Services		16.0%	90
Safe Deposit Box Rental		7.1%	40
Obtain New Credit Card		2.0%	11
None of the above / Does not apply		31.6%	177

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		3.0%	17
Certificates of Deposit		7.8%	44
City or State Bonds		3.4%	19
Collectibles, Antiques or Art		1.1%	6
Common or Preferred Stock		12.3%	69
Corporate Bonds or Debentures		2.0%	11
401(k)		18.2%	102
Gold or Precious Metals		0.9%	5
IRA		11.6%	65
Money Market Funds		8.9%	50
Mutual Funds		15.5%	87
Non-US Stocks		2.1%	12
Options		0.2%	1
US Savings Bonds		1.1%	6
US Treasury Notes		1.1%	6
Coins or Stamps		1.8%	10
None of the above / Does not apply		60.8%	341

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%	1
Business Equipment Loan		0.2%	1
Carpeting or Furniture Loan		0.4%	2
College Expenses Loan		0.2%	1
College Tuition Loan		0.5%	3
Debt Consolidation Loan		1.6%	9
New Vehicle Loan		2.5%	14
Used Vehicle Loan		2.0%	11
Vacation or Travel Loan		0.2%	1
None of the above / Does not apply		93.8%	526

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		22.5%	126
Nail Polish		7.5%	42
Eyewear or Sunglasses		18.2%	102
Handbags		6.2%	35
Hats		4.8%	27
Intimate Apparel		7.0%	39
Jewelry or Accessories		5.2%	29
Perfume		4.3%	24
Men's Apparel		28.5%	160
Men's Shoes		19.1%	107
Men's Underwear		15.5%	87
Women's Apparel		36.7%	206
Women's Pajamas or Sleepwear		7.1%	40
Women's Shoes		26.7%	150
Women's Underwear		15.2%	85
Socks		16.9%	95
Outerwear		4.3%	24
None of the above / Does not apply		32.4%	182
Coats		1.2%	7
Watches		2.3%	13
Luggage or Bags		0.9%	5

Value		Percent	Responses
Scarves		0.9%	5
Uniforms		1.1%	6
Western Clothing		1.4%	8

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		0.4%	2
Children's Pants		3.9%	22
Children's T-Shirts		6.6%	37
Children's Dresses		3.0%	17
Children's Pajamas or Sleepwear		3.6%	20
Children's Socks		3.0%	17
Children's Shorts		6.4%	36
Infant Clothing		4.8%	27
Children's School Uniform		0.9%	5
Children's Athletic Clothing		5.0%	28
None of the above / Does not apply		87.2%	489

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)		26.6%	149
Boots (Men's)		2.0%	11
Cowboy Boots (Men's)		0.7%	4
Work & Safety (Men's)		2.7%	15
Sneakers		12.1%	68
Classic & Fashion Sneakers (Women's)		8.4%	47
Work & Safety (Women's)		1.1%	6
Cowboy Boots (Women's)		0.5%	3
Athletic & Outdoor Shoes (Women's)		22.8%	128
Athletic & Outdoor Shoes (Children's)		4.1%	23
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		52.9%	297

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		9.8%	55
Have Clothing Dry Cleaned		24.2%	136
Have Shoes Repaired		4.1%	23
Rent or Purchase a Costume		0.4%	2
Wash Clothing at a Laundromat		1.8%	10
Purchase Custom Made Clothing Items		1.1%	6
None of the above / Does not apply		69.9%	392

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 Tune-Up or Repair		6.1%	34
Camping or Hiking Equipment		4.5%	25
Exercise or Fitness Equipment		4.8%	27
Fishing Rods or Reels		3.7%	21
Fishing Bait or Attractant		8.7%	49
Fishing Accessories		8.7%	49
Golf Clubs or Equipment		8.4%	47
Ammunition		10.5%	59
Swimming Gear		5.0%	28
Hand Gun		4.5%	25
None of the above / Does not apply		63.3%	355
Archery Equipment		0.7%	4
Bicycle or Mountain Bike (Adult)		2.3%	13
High End Bicycle		0.4%	2
Bicycle Rental		0.2%	1
Hunting Gear		1.4%	8
Running or Jogging Equipment		2.9%	16
Soccer Equipment		0.4%	2
Sports Equipment (Children)		1.4%	8
Weight Lifting Equipment		1.6%	9
Used Sporting Equipment		0.4%	2
Rifle		1.2%	7
Shotgun		2.0%	11

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		38.3%	215
Bedding Flowers or Perennials		53.3%	299
Fertilizer		27.1%	152
Flower Pots		16.2%	91
Garden Ornaments		5.5%	31
Gravel or Rock		13.9%	78
Hand Garden Tools		6.8%	38
Landscaping		10.7%	60
Indoor Garden Supplies		3.6%	20
Decorative Rock		12.8%	72
Lawn Seed, Turf or Sod		13.4%	75
Outdoor Furniture		5.7%	32
Outdoor Grill		3.0%	17
Patio Furniture		4.6%	26
Propane		13.4%	75
Lawn Mower (Push)		3.0%	17
Shrubbery or Trees		8.7%	49
Stone (Cast, Crushed or Natural)		3.0%	17
Insect or Fungus Control Products		10.7%	60
None of the above / Does not apply		23.4%	131
Chainsaw		0.9%	5
Fountains		1.1%	6

Value		Percent	Responses
Gate		1.1%	6
Gazebo		0.2%	1
Insects (Bees or Other Beneficial Species)		0.9%	5
Outdoor Fireplace or Fire Pit		2.5%	14
Patio Heater		0.4%	2
Outdoor Infrared Heater or Fireplace		0.5%	3
Outdoor Smoker		0.5%	3
Outdoor Kitchen Equipment		0.4%	2
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		1.1%	6
Pole Shed		0.5%	3
Power Garden Tools		0.7%	4
Lawn Mower (Riding)		0.7%	4
Rototiller		0.5%	3
Screen Porch		1.1%	6
Storage Shed		1.1%	6
Leaf Blower		1.6%	9
Outdoor Garden Flags		1.2%	7
Snow Blower		0.2%	1
Greenhouse		0.5%	3

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		12.5%	70
Bird Seed		15.5%	87
Cat Food		24.4%	137
Dog Food		30.1%	169
Fish Food		3.0%	17
Specialized Pet Food		4.3%	24
Other Pet Food		3.2%	18
Pet Accessories		3.4%	19
Pet Toys		6.1%	34
Annual Pet Vaccinations		19.3%	108
Annual Pet Checkups		16.9%	95
Purchase Pet Medication		7.3%	41
None of the above / Does not apply		45.6%	256
Pet Clothing		0.4%	2
Pet Enclosure		0.2%	1
Aquarium or Tank		0.4%	2
Fish Supplies		2.3%	13
Disease Diagnosis		0.2%	1
Pet Travel Cage		0.4%	2
Cremation or Burial Services		0.2%	1
Adopt or Rescue a Pet		2.9%	16
Purchase a Pet		0.5%	3

Value		Percent	Responses
Holistic or Alternative Pet Care		0.5%	3
Board a Pet Overnight		2.7%	15
Pet Tracking Device		0.4%	2
Pet Dental Care		1.6%	9
Animal Training Classes		1.1%	6
Hemp Based Pet Supplements		0.9%	5
THC Based Pet Supplements		0.2%	1
Holistic or Alternative Pet Supplements		0.5%	3
Anti Anxiety or Stress Pet Medication for Holidays		2.0%	11

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

Value		Percent	Responses
Add or Replace Deck		4.5%	25
Add a Fence or Wall Structure		4.5%	25
Remodel Bathroom		4.8%	27
General Remodeling		3.4%	19
Replace Carpet		3.6%	20
Replace Flooring		4.3%	24
None of the above / Does not apply		70.9%	398
Add a Room		0.7%	4
Add a Home Office		0.5%	3
Remodel Kitchen		2.0%	11
Cabinet Refacing or Resurfacing		1.6%	9
Refinish Bathtub		0.9%	5
Install a Glass Shower		1.6%	9
Remodel or Finish Basement Living Area		1.4%	8
Replace Garage Door		1.4%	8
Build a Garage		1.1%	6
Build a Storage Shed		1.4%	8
Have Furniture Restored		1.6%	9
Switch from Gas to Electric		0.2%	1
Switch from Electric to Gas		0.4%	2
Install "Aging In Place" Products		0.7%	4
Install a Solar Energy System		0.7%	4

Value		Percent	Responses
Install Security or Monitoring System		0.7%	4
Resurface or Build New Driveway		1.6%	9
Stone or Marble Work (Bathroom or Kitchen)		1.2%	7
Sealcoating		1.2%	7
Asphalt Repair		0.4%	2
Asphalt Resurfacing		0.5%	3
Residential Paving		0.2%	1
Build a "Tiny House"		0.4%	2
Replace Windows		2.5%	14
Install Handicap Accessible Addition		0.2%	1

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
Decking		5.7%	32
Doors (Exterior)		4.5%	25
Electrical Supplies		3.6%	20
Fencing		3.9%	22
Hand Tools		4.6%	26
Lighting and Fixtures		3.2%	18
Lumber		6.4%	36
Paint (Exterior)		10.5%	59
Paint (Interior)		16.4%	92
Plumbing Supplies		4.5%	25
Rain Gutters		3.2%	18
None of the above / Does not apply		58.1%	326
Ceramic Tile		2.7%	15
Circular Saw		0.4%	2
Doors (Interior)		2.9%	16
Furnace		1.1%	6
Generator		0.5%	3
Hardwood Products		2.5%	14
Home Security Doorbell Camera		2.9%	16
Kitchen Cabinets		0.9%	5
Lock Sets		2.0%	11

Value		Percent	Responses
Mill Work		0.4%	2
Molding		2.1%	12
Plywood		1.6%	9
Power Tools		1.6%	9
Roofing (Composition)		1.6%	9
Security Door		1.4%	8
Security Locks		0.7%	4
Screen Door		2.9%	16
Siding		1.1%	6
Water Softener System or Supplies		1.8%	10
Wet or Dry Vacuum		0.5%	3
Wood Stove or Fireplace		0.5%	3
Windows (Double-Hung)		1.6%	9
Windows (Casement)		0.5%	3
Windows (Picture)		0.2%	1
Windows (Slider)		0.5%	3

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		5.7%	32
Air Duct Cleaning		3.2%	18
Carpenter or Woodworking		3.2%	18
Carpet Cleaning		9.4%	53
Electrical Repair		4.1%	23
Furnace Cleaning		4.5%	25
Gardening Services		5.2%	29
Gutter Installation or Repair		3.2%	18
Handyman Services		14.1%	79
Home Repair		3.4%	19
None of the above / Does not apply		56.0%	314
Alternative Energy Systems Installation		0.2%	1
Appliance Repair		2.9%	16
Blinds Cleaning		0.9%	5
Chimney Cleaning		2.9%	16
Concrete Repair		2.7%	15
Drywall Installation or Repair		2.9%	16
Electrical Panel Replacement		1.1%	6
Excavation & Wrecking		0.4%	2
Fire & Water Damage Restoration		0.2%	1
Flooring - Ceramic Tile (Installation or Repair)		1.4%	8

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.9%	16
Flooring - Linoleum (Installation or Repair)		1.1%	6
Flooring - Wood (Installation or Repair)		2.9%	16
Flooring - Other (Installation or Repair)		2.3%	13
Foundation Repair		1.8%	10
Furnace Repair		0.9%	5
Furniture Reupholster		0.5%	3
Heating Repair		0.4%	2
Home Computer Repair		1.8%	10
Home Electronics Repair		0.7%	4
Home Remodel		2.1%	12

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

Value		Percent	Responses
House Cleaning Service		13.4%	75
Junk or Yard Waste Removal		10.7%	60
Recycle		10.3%	58
Landscaping Service		10.3%	58
Painting		10.7%	60
Pest Control		11.1%	62
Plumbing Repair		5.9%	33
Pressure Washing		4.6%	26
Trash Removal		11.9%	67
Computer Repair		4.3%	24
None of the above / Does not apply		46.5%	261
Home Security Service		1.8%	10
Insulation Installation or Maintenance		0.2%	1
Interior Design		1.1%	6
Sell Scrap Metal		0.7%	4
Movers		1.1%	6
Mold Inspection or Removal		0.5%	3
Pool Cleaning Service		0.9%	5
Preventative Home Maintenance		2.5%	14
Roof Repair		2.1%	12
Security System		0.5%	3

Value		Percent	Responses
Septic Tank Cleaning or Repair		1.4%	8
Siding Replacement		1.2%	7
Snow Removal		0.5%	3
Solar Heating or Power System Installation or Repair		0.5%	3
Stucco or Exterior Coating		0.4%	2
Tool Rental		0.2%	1
Tornado or Storm Shelter Building or Repair		0.2%	1
Waterproofing		0.5%	3
Window Installation		1.4%	8
Yard Equipment Rental		1.2%	7
Mobile or Cell Phone Repair		0.9%	5

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)		25.3%	142
Candles		7.0%	39
Carpeting		3.9%	22
Rugs		4.3%	24
Curtains or Drapes		3.0%	17
Furniture (Living Room)		5.0%	28
Storage Boxes or Tubs		3.7%	21
Floral Arrangements		3.0%	17
Picture Frames		4.6%	26
Linens (Bathroom)		3.2%	18
Indoor Flowers		5.3%	30
None of the above / Does not apply		54.0%	303
Air Conditioning (Buy)		2.1%	12
Awning		0.4%	2
Window Blinds (Venetian or Mini)		2.5%	14
Emergency Preparedness Kit or Supplies		1.6%	9
Firewood		1.6%	9
Oriental Carpeting		0.2%	1
Flooring Tile		1.4%	8
Hardwood Flooring		2.3%	13
Rugs (Persian)		0.5%	3

Value		Percent	Responses
Clocks		1.1%	6
Closet System		1.4%	8
Cutlery, Flatware or Silverware		0.7%	4
Fire Extinguisher		2.5%	14
Fine Art (Paintings, Pottery, Etc.)		1.1%	6
Custom Built Furniture		0.5%	3
Reconditioned Furniture		0.2%	1
Furniture (Bedroom)		1.8%	10
Furniture (Children's)		0.4%	2
Furniture (Dining Room)		0.9%	5
Furniture (Home Office)		1.8%	10
Furnace		1.4%	8
Futon		0.4%	2
Safe		0.9%	5
Laminate Flooring		2.5%	14
Sewing Machine		0.7%	4
Reclining Chair		1.8%	10
Wallpaper		0.7%	4
Signs or Banners		0.4%	2
Linens (Dining Room or Kitchen)		0.9%	5
Tankless Water Heater		0.7%	4

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%	27
Linens (Bedroom)		6.4%	36
None of the above / Does not apply		77.2%	433
Gas Burning Freestanding Stoves		0.2%	1
Water Purification System (Drinking)		0.4%	2
Latex Mattress		0.5%	3
Innerspring Mattress		2.7%	15
Pillow Top Mattress		2.0%	11
Foam Mattress		2.1%	12
Memory Foam Mattress		1.6%	9
Gel Mattress		0.9%	5
Twin Size Bed		0.4%	2
Queen Size Bed		1.2%	7
King Size Bed		1.8%	10
Water Heater		0.9%	5
Smoke Alarm or Detector		2.1%	12
Remote Home Monitoring Video Camera		1.4%	8
Shutters		0.5%	3
Window Coverings		2.5%	14
Reclaimed Wood Furniture		0.2%	1
Patriotic Flags		1.6%	9
Sports Team Flags		1.2%	7

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

Value		Percent	Responses
Paintings		4.1%	23
Fine Art		1.6%	9
Photographs		3.0%	17
Pottery		2.7%	15
Blown Glass		0.7%	4
Stone Carvings		0.2%	1
Sculpture		0.7%	4
Artistic Wall Decor		3.0%	17
Wood Carvings		0.4%	2
Poster Art		1.4%	8
Religious Art		1.4%	8
Stained Glass		0.7%	4
Ceramics		0.9%	5
Metal Work Art		1.2%	7
Music Memorabilia		1.1%	6
Movie Memorabilia		0.7%	4
None of the above / Does not apply		87.3%	490

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		2.5%	14
Dishwasher		3.2%	18
Freezer		0.5%	3
Range		2.0%	11
Range Hood		0.5%	3
Wall Oven		0.5%	3
Washer		1.8%	10
Dryer		1.2%	7
Blender		1.2%	7
Instant Pot		1.2%	7
Microwave		3.4%	19
Window Air Conditioner		0.2%	1
Coffee or Espresso Machine		2.3%	13
Vacuum Cleaner		2.1%	12
None of the above / Does not apply		84.3%	473

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

Value		Percent	Responses
Aftermarket Products		3.4%	19
Battery		4.8%	27
Floor Mats		3.4%	19
Tires		7.8%	44
Wiper Blades		12.3%	69
None of the above / Does not apply		71.8%	403
Child Car Seat		1.2%	7
Lights		1.6%	9
Motorcycle Parts		0.7%	4
Performance Parts		0.2%	1
RV Accessories or Supplies		1.6%	9
Seat Covers		0.5%	3
Step Bar		0.2%	1
Stereo System (Auto, Car or Truck)		0.5%	3
Trailer Hitch		0.5%	3
Truck Bed Liner		0.2%	1
Wheels or Rims		0.4%	2
Cargo Trailer (Vehicle Hauler)		0.2%	1
Cargo Trailer (Flat)		0.2%	1
Cargo Trailer (Boat)		0.2%	1

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		7.0%	39
60,000 Mile Service		7.7%	43
100,000 Mile Service		5.3%	30
Auto Detailing		3.6%	20
Auto Repair (General)		5.9%	33
Alignment		4.6%	26
Body Work		3.2%	18
Brake Replacement, Adjustment		3.0%	17
Car Wash		44.0%	247
Gas or Service Station Services		18.0%	101
Oil Change or Lube		41.7%	234
Preventative Maintenance		11.8%	66
Safety Inspection		5.5%	31
Tire Mounting or Installation		3.7%	21
Tune-Up		5.5%	31
None of the above / Does not apply		24.2%	136
Auto Warranty Work (Work Covered by Warranty)		1.8%	10
Car Rental		0.7%	4
DEQ Inspection		0.2%	1
Electrical Repair		0.7%	4
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	2
Motor Repair or Replacement		0.2%	1

Value		Percent	Responses
Motorcycle Repair		0.2%	1
Muffler		0.5%	3
Painting		0.4%	2
RV Maintenance or Service		0.9%	5
Shocks		0.9%	5
Stereo Installation		0.9%	5
Transmission or Clutch Repair		0.2%	1
Upholstery Repair		0.7%	4
Vehicle Air Conditioning Repair		1.1%	6
Vehicle Storage		0.5%	3
Vehicle Towing		0.5%	3
Windshield or Glass Repair		2.7%	15
Windshield or Window Tinting		0.7%	4

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		6.8%	38
CarFax		13.0%	73
CarGurus.com		5.7%	32
CarMax.com		8.7%	49
Cars.com		8.0%	45
Craigslist Auto		5.2%	29
KBB.com		4.3%	24
Edmunds.com		9.1%	51
Local Dealer Site		38.1%	214
Other Local Website		3.7%	21
None of the above / Does not apply		49.4%	277
Yahoo! Autos		0.2%	1
Automotive.com		0.9%	5
CarsDirect.com		0.9%	5
eBay Motors		1.6%	9
Facebook Dealer Page		1.2%	7
MotorTrend.com		2.0%	11
UsedCars.com		1.8%	10
Local TV Site		0.5%	3

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		35.1%	197
Beauty Products		26.7%	150
Cosmetics		30.5%	171
Babysitting		1.1%	6
Hair Care Products		43.1%	242
Hair Coloring		23.2%	130
Hair Cut		68.4%	384
Manicure		20.1%	113
Massage Therapy		14.1%	79
Pedicure		24.1%	135
None of the above / Does not apply		17.3%	97

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)		36.2%	203
Books (Used)		20.0%	112
Books (Children's)		9.4%	53
Board Games		7.5%	42
Lottery Ticket		16.6%	93
Collectibles		2.5%	14
Comics		1.1%	6
Graphic Novels		0.7%	4
Computer Games		5.2%	29
Magazines		22.5%	126
Toys		5.3%	30
Video Console Games		2.5%	14
None of the above / Does not apply		36.0%	202

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		0.7%	4
Ceramics and Pottery		1.2%	7
Collectables		3.2%	18
Comic Books and Related Collectables		1.1%	6
Do-It-Yourself (DIY)		9.4%	53
Games or Puzzles		12.1%	68
Beer Brewing Supplies		1.4%	8
Wine Making Supplies		0.5%	3
Jewelry Making Supplies or Beads		1.2%	7
Knitting		4.3%	24
Making Arts and Crafts		5.9%	33
Paper Crafts		2.5%	14
Quilting		4.1%	23
Scrapbooking		2.5%	14
Toy Collecting		0.2%	1
Trains, Plane & Car Model Kits		1.2%	7
None of the above / Does not apply		67.9%	381

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)		2.3%	13
Attend Online College or University (Part Time)		1.1%	6
Attend Online Graduate School		1.6%	9
Attend Online Classes at Community College		1.6%	9
Learning Center		0.4%	2
Online Trade School		0.2%	1
Online Continuing Education Courses		3.9%	22
Online Professional Certification or Accreditation Courses		2.9%	16
Online Language Lessons (Adult)		2.0%	11
Online Music Lessons (Adult)		1.2%	7
Attend Paid Online Lecture, Seminar or Special Class		3.2%	18
Online Real Estate Classes		0.4%	2
Online Child Education or Tutoring		0.5%	3
Online Music lessons (Child)		0.2%	1
Attend an Online Religion Based School		0.4%	2
Attend an Online Local Workshop		2.5%	14
None of the above / Does not apply		84.5%	474

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		5.2%	29
Oil paints		1.4%	8
Acrylic Paints		5.3%	30
Markers		3.7%	21
Specialty Paper		4.1%	23
Fabric Craft Supplies		6.2%	35
Beads		2.3%	13
Art Pencils and Pens		5.3%	30
Scrapbooking Supplies		2.9%	16
None of the above / Does not apply		80.9%	454

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%	1
Clarinet		0.2%	1
Drums		0.4%	2
Flute		0.2%	1
Acoustic Guitar		0.5%	3
Electric Guitar		0.2%	1
Electric Keyboard		0.2%	1
Piano		0.2%	1
Violin		0.4%	2
None of the above / Does not apply		98.0%	550

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		10.5%	59
French		8.4%	47
Asian		26.6%	149
German		8.4%	47
American (New)		27.8%	156
Italian		48.0%	269
Cajun or Creole		9.3%	52
Indian		10.3%	58
Chinese		44.7%	251
American (Traditional)		70.4%	395
Thai		16.0%	90
Middle Eastern		5.3%	30
Japanese		8.0%	45
Mexican		67.2%	377
Vietnamese		7.0%	39
Southern		11.8%	66
Tex-Mex		23.2%	130
Spanish		4.8%	27
Mediterranean		12.3%	69
None of the above / Does not apply		14.1%	79

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		11.9%	67
Fish & Chips		19.6%	110
Golf Course Restaurant, Bar or Snack Bar		6.1%	34
Barbeque		53.8%	302
Deli		21.6%	121
Breakfast or Brunch		37.6%	211
Appetizers		26.4%	148
Dessert		18.0%	101
Chicken Wings		14.4%	81
Hamburgers		59.4%	333
Chicken		46.9%	263
Frozen Yogurt		5.5%	31
Tapas or Small Plates		7.0%	39
Theme Restaurants		3.4%	19
Soup		19.6%	110
Salad		37.1%	208
Pizza (Dine In)		10.3%	58
Pizza (Delivery)		20.5%	115
Steak		26.9%	151
Juice or Smoothies		6.1%	34
Sandwiches		42.8%	240
Pizza (Carry Out)		47.6%	267

Value		Percent	Responses
Pizza (Take & Bake)		19.4%	109
Seafood		29.6%	166
Steakhouse		19.6%	110
Sushi		6.6%	37
Vegetarian		3.9%	22
Pho		4.3%	24
None of the above / Does not apply		12.7%	71
Live or Raw food		2.1%	12
Vegan		2.1%	12

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 Commercial or Business Property		0.4%	2
Purchase Condominium or Townhouse		0.9%	5
Purchase Investment Property		0.9%	5
Purchase Personal Residence		2.1%	12
Purchase Custom Built Home		0.4%	2
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		0.9%	5
Purchase Vacation Property		0.2%	1
Purchase Other		0.2%	1
None of the above / Does not apply		96.1%	539

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		2.3%	13
Sell Vacation Property		0.4%	2
Sell Investment Property		1.4%	8
Sell Land or Agricultural Property		0.5%	3
Sell Commercial or Business Property		0.2%	1
Sell Other		0.5%	3
None of the above / Does not apply		95.0%	533

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 that I will have contractor build		8.3%	1
Existing home less than 10 years old		58.3%	7
Existing home more than 10 years old		83.3%	10

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

Value		Percent	Responses
Rent New Apartment		1.2%	7
Rent House (Residence)		1.1%	6
Rent Manufactured or Modular Home		0.2%	1
Rent or Lease Commercial Property		0.2%	1
Rent Agricultural Land		0.2%	1
Rent Condo/Townhouse		2.1%	12
None of the above / Does not apply		96.6%	542

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%	15
Use a Realtor to Buy Real Estate		2.1%	12
Use a Realtor to Buy and Sell Real Estate		2.1%	12
Plan to Sell Property Myself		0.5%	3
Use a Real Estate Broker		0.9%	5
None of the above / Does not apply		94.3%	529

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		1.2%	7
Home Remodel or Renovation Loan		1.2%	7
Business Construction Loan		0.4%	2
Home Construction Loan		0.4%	2
Equity Loan		1.6%	9
Reverse Mortgage		0.2%	1
Real Estate Loan for existing home		0.9%	5
Refinance Home		3.9%	22
None of the above / Does not apply		91.8%	515

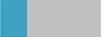
94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

Value		Percent	Responses
Craigslist Homes		0.7%	4
Facebook		1.4%	8
Google		3.6%	20
Auction.com		0.9%	5
Homes & Land		1.1%	6
Homes.com		2.9%	16
HomeFinder		6.2%	35
MLS.com		12.8%	72
National Real Estate Co. Site		2.5%	14
Local MLS Site		20.9%	117
RealEstate.com		6.2%	35
Realtor.com		20.1%	113
Realty.com		2.3%	13
Redfin		2.7%	15
Trulia		7.7%	43
Zillow		32.1%	180
ZipRealty.com		0.2%	1
None of the above / Does not apply		53.7%	301

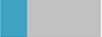
95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		8.4%	47
Apartmentguide.com		5.9%	33
Craigslist		3.2%	18
Forrent.com		0.9%	5
HomeFinder.com		5.2%	29
Hotpads.com		0.4%	2
Rent.com		6.2%	35
Trulia		3.9%	22
Zillow		16.6%	93
None of the above / Does not apply		74.9%	420

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		72.9%	409
No, don't know who to call		27.1%	152
			Total: 561

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		73.1%	410
No, don't know who to call		26.9%	151
			Total: 561

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		19.3%	108
Craft Beer		26.9%	151
Champagne		7.5%	42
Premium Hard Alcohol or Spirits		21.6%	121
White Wine		39.0%	219
Red Wine		39.2%	220
Major Brand Cigarettes		4.1%	23
Recreational Marijuana		2.0%	11
Marijuana Accessories		1.6%	9
Smokeless Tobacco		1.4%	8
Pipe Tobacco		0.2%	1
Discount Cigarettes		2.9%	16
Discount Hard Alcohol or Spirits		8.2%	46
Domestic Beer		30.8%	173
Electronic Cigarette Supplies		1.8%	10
Alcoholic Cider		7.3%	41
None of the above / Does not apply		28.7%	161

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%	9
Cannabis Edibles		2.7%	15
Cannabis Tinctures		0.5%	3
Cannabis Vaporizers		0.2%	1
Cannabis Concentrates		0.7%	4
Cannabis Pre-Rolls		0.7%	4
Cannabis Oil		3.6%	20
Cannabis Beauty & Skin Care Products		0.7%	4
Cannabis Chocolates		1.1%	6
Medical Cannabis		2.1%	12
CBD Cannabis		4.3%	24
None of the above / Does not apply		90.2%	506

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		22.1%	124
Specialty Teas		14.3%	80
Specialty Coffee		31.0%	174
Gourmet Deli Counter Items		18.0%	101
Cookies		43.0%	241
Snack Cakes		11.2%	63
Potato Chips		53.8%	302
Soft Drinks		41.5%	233
Energy Drinks		6.2%	35
Energy Bars		15.5%	87
Noodle Bowls		7.8%	44
Cupcakes		7.0%	39
Birthday Cake		8.2%	46
Beef Jerky or Meat Sticks		9.3%	52
Bottled Water		30.8%	173
Candy		38.0%	213
Fruit		76.3%	428
Nuts		56.7%	318
Chocolates		45.5%	255
Ice cream		55.4%	311
Cheese		82.4%	462
Artisan Bread		24.4%	137

Value		Percent	Responses
Artisan Meats		6.6%	37
Sports Drinks		8.9%	50
Basic Condiments		43.7%	245
Artisan Condiments		4.8%	27
Canned Sauces		31.2%	175
Cereal		64.9%	364
Milk		81.6%	458
Chicken		82.5%	463
Pork		59.2%	332
Beef		74.0%	415
Fish		57.8%	324
Pasta		60.8%	341
Snack Mixes		13.4%	75
Vegetables		74.2%	416
Olive Oil		48.3%	271
Balsamic Vinegar		19.8%	111
Frozen Entrees		42.8%	240
Eggs		87.2%	489
Locally Raised Beef, Pork, Poultry		18.7%	105
Locally Grown Fruit and Vegetables		55.8%	313
Locally Produced Honey		20.9%	117
Organic Food		16.9%	95
Pickled Vegetables		11.8%	66

Value		Percent	Responses
Artisan Cheese		18.7%	105
Alternative "Meat" Products		7.7%	43
Sausage		48.0%	269
Donuts		17.6%	99
Pastries		22.6%	127
Game Meats		0.5%	3
None of the above / Does not apply		0.9%	5

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		39.4%	221
Attend Online Religious or Spiritual Services		33.5%	188
Donate to a Charity		50.4%	283
Donate to a Church		45.3%	254
Donate to Political Party or Government Representative		21.0%	118
Volunteer at Church		24.4%	137
Volunteer for Nonprofit Group		22.5%	126
Retire		3.2%	18
Vote in Upcoming Local Elections		60.8%	341
Vote in Upcoming State or National Elections		56.3%	316
Purchase Season Tickets for Performing Arts		9.4%	53
Attend a Holiday Themed Performance		3.4%	19
Community Activity		17.1%	96
Support an Organization		17.6%	99
Make a Donation		37.4%	210
Register to Vote		3.7%	21
None of the above / Does not apply		11.1%	62
Join a New Church		1.6%	9
Donate Vehicle		0.2%	1
Have a Baby		0.2%	1
Get Married		0.2%	1
Look into Private Schooling for Children		0.2%	1

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.)

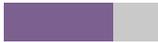
Value		Percent	Responses
Go Touring on a Bicycle		4.5%	25
Go Mountain Biking		2.9%	16
Go Camping		8.4%	47
Go Hiking		18.0%	101
Go Fishing		20.0%	112
Go Backpacking		1.8%	10
None of the above / Does not apply		62.0%	348

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		33.5%	188
Local Business Blog		5.0%	28
Local Business Email		17.8%	100
Snapchat		6.2%	35
Instagram		21.6%	121
Cinema Ads		9.3%	52
Facebook Business Page		14.6%	82
Reviews on Yelp! or Google+		14.8%	83
YouTube Promo Video		13.0%	73
Local Business Text Message		7.3%	41
Pandora		15.7%	88
Google Search		68.3%	383
eBay		22.3%	125
Spotify		9.6%	54
Pinterest		19.1%	107
Google+ Local		6.1%	34
Clicked on Google Sponsored Ad		13.5%	76
LinkedIn		22.5%	126
Angie's List		4.8%	27
Craigslist		11.8%	66
Bing		10.5%	59
Twitter		20.1%	113

Value		Percent	Responses
Amazon		77.9%	437
None of the above / Does not apply		4.5%	25
CitySearch		1.4%	8
Digital Billboard		0.4%	2
Online Yellow Pages		2.5%	14

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

Value		Percent	Responses
Yes		71.5%	401
No		28.5%	160
			Total: 561

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

Value		Percent	Responses
Yes		43.5%	244
No		56.5%	317

Total: 561

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

Value		Percent	Responses
Yes		45.3%	254
No		54.7%	307
			Total: 561

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		44.0%	247
Arts and Entertainment		34.8%	195
Automotive - (General)		17.1%	96
Automotive - (New Vehicle Dealership)		15.3%	86
Automotive - (Used Vehicle Dealership)		8.7%	49
Automotive - (Auto Parts store)		8.4%	47
Automotive - (Auto Repair business)		6.2%	35
Tire Business		15.9%	89
Beauty and Spa Related Businesses		13.0%	73
Community and State Services		24.4%	137
Education		9.4%	53
Employment Related Businesses		6.4%	36
Event Planning and Services		7.0%	39
Family Activity Related Businesses		6.6%	37
Financial Services		8.6%	48
Fitness Businesses or Providers		5.7%	32
General Retail		41.4%	232
Grocery / Market		43.1%	242
Home and Garden Related Businesses		27.8%	156
Building Supply/Lumber Business		13.9%	78
Home Service Businesses		9.6%	54
Home Service Contractors		11.9%	67

Value		Percent	Responses
Hotel and Travel Related Businesses		23.5%	132
Local Services		24.2%	136
Medical Related Businesses - (General)		12.3%	69
Medical Related Businesses - (Dentist)		5.7%	32
Nightlife Related Businesses		6.4%	36
Pet / Animal		18.7%	105
Professional Services		11.8%	66
Real Estate Service Businesses		4.8%	27
Recreation Related Businesses		7.0%	39
Restaurant / Bar / Lounge		44.7%	251
Senior Related Businesses		6.4%	36
Specialty Food and Drink		16.9%	95
General Retail - Children's Clothing Store		4.3%	24
General Retail - Clothing Accessory Store		10.0%	56
General Retail - Computer Store		12.1%	68
General Retail - Furniture Store		12.1%	68
General Retail - Hardware Store		19.8%	111
General Retail - Home Entertainment Store		3.6%	20
General Retail - Major Appliance Store		10.2%	57
General Retail - Men's Clothing Store		15.0%	84
General Retail - Mobile Phone Store		5.7%	32
General Retail - Shoe Store		15.5%	87
General Retail - Women's Clothing Store		20.1%	113

Value		Percent	Responses
None of the above / Does not apply		13.7%	77
Automotive - (Auto Body shop)		2.5%	14
Child Related Businesses		2.1%	12
Farm Equipment and Agriculture Businesses		1.8%	10
Medical Related Businesses - (Chiropractor)		2.3%	13
Medical Related Businesses - (Hospital)		2.9%	16
Motorsport Businesses		2.0%	11
General Retail - Farming and Agriculture Business		2.3%	13
General Retail - Jewelry Store		2.5%	14

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

Value		Percent	Responses
Yes		7.7%	43
No		92.3%	518

Total: 561

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		4.5%	25
Get a New Part Time Job		3.7%	21
Get a Temporary or Seasonal Job		3.2%	18
Use an Employment or Temporary Employment Agency		1.2%	7
Use a Career Counselor		0.2%	1
Get a Second (or Third) Job		2.0%	11
Get First Job after High School		0.2%	1
Get First Job after College		0.7%	4
Apply for Unemployment Benefits		7.1%	40
None of the above / Does not apply		86.1%	483

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
Grocery		3.0%	17
Customer Service		3.4%	19
Education		3.0%	17
None of the above / Does not apply		81.5%	457
Automotive		0.5%	3
Retail		1.6%	9
Admin & Clerical		2.7%	15
Warehouse		1.6%	9
Construction		0.4%	2
Accounting		1.2%	7
Hotel - Hospitality		0.9%	5
Health Care		2.9%	16
Manufacturing		1.1%	6
Entry Level (New Graduate)		0.9%	5
Banking & Finance		1.1%	6
Child Care		0.2%	1
Real Estate		0.2%	1
Insurance		0.4%	2
Legal		0.4%	2
Management		2.7%	15
Media		1.4%	8

Value		Percent	Responses
NonProfit		2.5%	14
Government		2.1%	12
Installation - Maintenance - Repair		0.5%	3
Restaurant - Food Services		0.5%	3
Executive Level		1.6%	9
Engineering		0.7%	4
Sales & Marketing		2.7%	15
Information Technology		2.0%	11
Transportation		1.1%	6

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		15.0%	84
Local Agency Site		7.5%	42
Craigslist		2.7%	15
Facebook		2.5%	14
Indeed.com		15.2%	85
LinkedIn		16.6%	93
Monster.com		9.3%	52
CareerBuilder		9.8%	55
GlassDoor		5.2%	29
SimplyHired.com		0.9%	5
AOL Jobs		0.4%	2
SnagAJob.com		1.1%	6
Dice.com		0.5%	3
USAjobs.gov		6.4%	36
USAjobs.org		3.2%	18
ZipRecruiter		7.3%	41
TheLadders		1.4%	8
None of the above / Does not apply		65.6%	368

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		12.7%	71
Yellow Pages directory		1.2%	7
Direct mail flyer		13.7%	77
Deal program/offer		8.0%	45
Facebook business page offer		6.2%	35
Billboard advertising		1.6%	9
None of the above / Does not apply		71.7%	402

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?

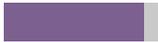
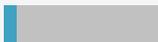
Value		Percent	Responses
Read ads and keep them - using three or more		4.8%	27
Read ads and keep them - using one or two		35.5%	199
Read ads and keep them - without using any		3.6%	20
Read ads but throw away without using any		26.2%	147
Throw ads away unread		28.2%	158
Do not receive direct mail or advertisements at home or PO Box		1.8%	10

Total: 561

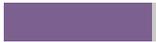
114. Which of the following are your primary media influence when deciding how to vote in local, county or state elections? (Check one each row)

	Local radio	Local TV	Local newspaper or print publication	Direct mail flyer	Candidate website	Other	Not applicable	Responses
Local election Count Row %	14 2.5%	86 15.3%	332 59.2%	14 2.5%	30 5.3%	62 11.1%	23 4.1%	561
County election Count Row %	11 2.0%	86 15.3%	339 60.4%	18 3.2%	27 4.8%	59 10.5%	21 3.7%	561
State election Count Row %	12 2.1%	104 18.5%	323 57.6%	12 2.1%	32 5.7%	59 10.5%	19 3.4%	561
Total Total Responses								561

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

Value		Percent	Responses
Yes		91.6%	514
No		8.4%	47
			Total: 561

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		97.0%	544
No		3.0%	17
			Total: 561

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		18.5%	104
No		41.2%	231
Does not apply		40.3%	226

Total: 561

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

Value		Percent	Responses
Arts and Entertainment		5.8%	6
Beauty and Spa		4.8%	5
Business Consulting		9.6%	10
Education		6.7%	7
Financial Services		5.8%	6
Health and Medical		10.6%	11
Real Estate		6.7%	7
Restaurant / Bar / Lounge		6.7%	7
Other		23.1%	24
Apparel and Accessories		1.0%	1
Automotive		2.9%	3
Child Related Businesses		1.0%	1
Event Planning and Services		1.0%	1
Family Activity		1.0%	1
General Retail		1.9%	2
Home and Garden		1.0%	1
Home Service Businesses		1.0%	1
Local Services		1.9%	2
Pet / Animal		2.9%	3
Recreation		2.9%	3
Sales Training		1.9%	2

Total: 104

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		15.4%	16
Use social media for promoting business		24.0%	25
Website optimized for mobile (responsive)		14.4%	15
Ongoing search optimization (SEO, SEM)		8.7%	9
Banner ads		8.7%	9
Cost-per-click ads (CPC, PPC)		7.7%	8
Cost-per-mille ads (CPM)		1.9%	2
Programmatic ads		2.9%	3
Retargeting ads		2.9%	3
Video ads		5.8%	6
Google ads (Adwords)		7.7%	8
Facebook ads		13.5%	14
Sponsored content		2.9%	3
Email advertising		13.5%	14
Site analytics		5.8%	6
Use a Digital Agency		1.0%	1
Digital ads through newspaper		3.8%	4
None of the above/Does not apply		57.7%	60

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
None of the above / Does not apply		88.5%	92
Business Accounting or CPA		2.9%	3
Business Advertising		1.9%	2
Business Bottled Water Delivery		1.0%	1
Business Cellular Phone Service		1.9%	2
Business Computer Consulting		2.9%	3
Business Legal Services or Attorney		1.0%	1
Business Marketing Services		1.0%	1
Business Moving or Storage		1.0%	1
Business Payroll Services		1.9%	2
Business Printing Services		1.0%	1
Business Realty Services		1.9%	2
Business Recruitment		1.0%	1
Business Sign Company Services		1.0%	1
Business Staffing or Temp Services		1.0%	1
Selling Small Business		1.9%	2
Business Online Meetings		1.0%	1
Business Bankruptcy		1.0%	1

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

Value		Percent	Responses
Rent New Office		1.0%	1
Buy New Office		1.0%	1
Add New Locations		1.0%	1
Renovate Existing Facilities		6.7%	7
Construct New Facilities		1.0%	1
Buy or Rent Warehouse space		2.9%	3
Install New Commercial Carpeting		1.0%	1
None of the above / Does not apply		87.5%	91

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%	1
Purchase Used Business Trucks		2.9%	3
Lease New Business Automobiles		1.9%	2
None of the above / Does not apply		95.2%	99

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%	2
Business Health Insurance		4.8%	5
Business Dental Insurance		1.9%	2
Business 401K or Retirement Program		3.8%	4
Business Property Insurance		1.0%	1
Business Commercial Insurance		2.9%	3
None of the above / Does not apply		93.3%	97

124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.7%	4
25 - 30		1.2%	7
31 - 34		0.9%	5
35 - 40		1.4%	8
41 - 45		1.8%	10
46 - 49		1.8%	10
50 - 54		6.2%	35
55 - 60		12.3%	69
61 - 69		30.8%	173
70 or older		42.8%	240

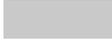
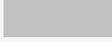
Total: 561

Avg 67

125. What state do you live in?

Value	Percent	Responses
Missouri	100.0%	561
		Total: 561

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

Value		Percent	Responses
Metro / Urban		37.1%	208
Small/Mid-Size Town		9.1%	51
Suburban		44.6%	250
Rural		8.4%	47
Vacation community		0.4%	2
Other		0.5%	3

Total: 561

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

Value		Percent	Responses
Some High School (Not Graduate)		0.2%	1
High School Graduate (12th grade)		5.7%	32
Vocational or Technical Training		2.5%	14
Some College		14.1%	79
College Graduate		24.6%	138
Some Post-Graduate Study (No Advanced Degree)		12.1%	68
Post-Graduate Degree		40.8%	229

Total: 561

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

Value		Percent	Responses
Under \$20,000		2.3%	12
\$20,000 - \$24,999		1.9%	10
\$25,000 - \$29,999		1.5%	8
\$30,000 - \$34,999		3.6%	19
\$35,000 - \$39,999		2.1%	11
\$40,000 - \$44,999		3.6%	19
\$45,000 - \$49,999		4.7%	25
\$50,000 - \$74,999		23.1%	123
\$75,000 - \$99,999		19.4%	103
\$100,000 - \$124,999		13.0%	69
\$125,000 - \$149,999		9.4%	50
\$150,000 - \$200,000		8.1%	43
Over \$200,000		7.5%	40

Total: 532
Avg \$100,120

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.7%	4
Black or African-American		2.1%	12
Asian		0.2%	1
White or Caucasian		91.3%	512
Hispanic		1.6%	9
Other		0.4%	2
Prefer not to answer		3.7%	21

Total: 561

130. Are you...

Value		Percent	Responses
Male		49.7%	279
Female		48.3%	271
Prefer not to answer		2.0%	11

Total: 561

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

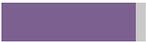
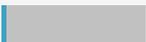
Value	Percent	Responses
Single Family Home	85.6%	480
Apartment	5.3%	30
Condominium	5.7%	32
Mobile Home	0.4%	2
Other	3.0%	17
		Total: 561

132. 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		89.5%	502
Rented		7.7%	43
Occupied Without Payment of Rent		1.4%	8
Other		1.4%	8

Total: 561

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

Value		Percent	Responses
None		93.6%	524
1		3.6%	20
2		1.8%	10
3		0.9%	5
4 or more		0.2%	1
			Total: 560