

Covid-19 Impact and Local Business Survey Mountain Regional Report - May 2020

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	932

Total: 932

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

Value		Percent	Responses
Local Newspaper		63.6%	593
Local Newspaper Website		50.0%	466
Local TV News		60.4%	563
National Broadcast News		61.6%	574
Local Radio		17.9%	167
Apple News		5.6%	52
Facebook		18.2%	170
Twitter		3.5%	33
Nextdoor		6.3%	59
Other		16.4%	153

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

Value		Percent	Responses
Local Newspaper		18.2%	170
Local Newspaper Website		15.2%	142
Local TV News		17.0%	158
National Broadcast News		28.8%	268
Local Radio		2.9%	27
Apple News		1.0%	9
Facebook		1.1%	10
Twitter		0.1%	1
Other		15.8%	147
			Total: 932




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		78.4%	731
Weekly updates on Covid-19 impact on our community		35.7%	333
Local resources available to our community to lessen impact of Covid-19		56.0%	522
Personal stories on the impact of Covid-19 on households		22.5%	210
Stories on the impact of Covid-19 on employment and local economy		50.4%	470
Online services being offered in the community		40.8%	380
Unemployment resources for persons laid off		16.1%	150
Assistance resources available for local businesses		18.5%	172
Other		6.8%	63


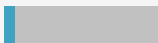
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		63.9%	596
New hours		58.6%	546
Services that are being offered		78.0%	727
New services being offered		51.4%	479
Online services being offered		60.8%	567
Employment needs		20.7%	193
Other		3.6%	34

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		41.1%	383
Watched Local Television		72.1%	672
None of the above / Does not apply		16.2%	151

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













Value		Percent	Responses
Yes		92.6%	863
No		7.4%	69

Total: 932

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		29.3%	273
Local Daily Newspaper		87.5%	816
Local Paid Weekly Community Newspaper		14.8%	138
Local Free Weekly Print Publication		25.7%	240
Local Alternative Publication		11.1%	104
Local City or Regional Magazine		18.4%	172
Local Specialty Publication		9.5%	89
Local Business Publication		10.1%	94
Local Ethnic Publication		1.5%	14
Local Parenting Publication		0.6%	6
Local Senior Publication		7.0%	65
None of the above / Does not apply		1.8%	17






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		4.3%	43
Auto Detailing Shop		4.7%	47
Auto Glass Repair Shop		6.1%	61
Oil Change Station		45.0%	450
Auto Parts Store		18.0%	180
Auto Repair Shop		21.3%	213
New Vehicle Dealership		9.3%	93
Used Vehicle Dealership		4.4%	44
Recreation Vehicle (RV) Dealership		2.5%	25
RV or Camper Repair		3.3%	33
Tire Store		18.6%	186
None of the above / Does not apply		24.3%	243







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

Value		Percent	Responses
New Farm Equipment Dealer		0.6%	6
Used Farm Equipment Dealer		1.1%	11
Farm Truck and Tractor Repair Shop		1.6%	16
Agriculture Farm Supply Store		10.6%	106
Agricultural Service		1.7%	17
Farming Structure Building Contractor		0.3%	3
Animal Feed Store		12.2%	122
None of the above / Does not apply		79.6%	797





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		41.5%	415
Ethnic Food Restaurant		38.1%	381
Liquor Store		41.1%	411
Wine Shop		16.9%	169
None of the above / Does not apply		28.1%	281










12. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Health Food Store		14.9%	149
Farmers Market		23.6%	236
Grocery Store (Co-op)		37.3%	373
Grocery Store (Neighborhood/Local/Mom & Pop)		70.6%	707
Specialty Food Market		13.0%	130
None of the above / Does not apply		9.1%	91



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		46.9%	469
Day Spa		7.6%	76
Nail Salon		22.0%	220
None of the above / Does not apply		41.1%	411






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		6.9%	69
Bicycle Repair Shop		10.0%	100
Bicycle Rental Service		0.5%	5
Golf Course		16.2%	162
Gun Shooting Range		10.1%	101
Gun Store		10.6%	106
New Sporting Goods Store		22.1%	221
Used Sporting Goods Store		5.4%	54
None of the above / Does not apply		51.9%	520






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		2.5%	25
None of the above / Does not apply		97.5%	976







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		11.5%	115
Community College		6.3%	63
Tutoring Center		0.8%	8
Private Tutor		0.6%	6
None of the above / Does not apply		82.9%	830








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		21.8%	218
Credit Union		18.2%	182
Financial Advisor		9.1%	91
Stockbroker		3.8%	38
None of the above / Does not apply		66.3%	664





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

Value		Percent	Responses
Credit Repair Service		1.0%	10
Debt Consolidation Company		1.4%	14
Payday Loan Company		0.2%	2
Tax Return Service		17.6%	176
Title Loan Company		2.4%	24
None of the above / Does not apply		79.8%	799











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		6.4%	64
Dentist		24.1%	241
General Practitioner		11.0%	110
Family Practitioner		13.9%	139
Optometrist		12.3%	123
Pediatrician		1.2%	12
None of the above / Does not apply		63.0%	631















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		10.5%	105
Hospital		2.7%	27
Medical Clinic		8.8%	88
None of the above / Does not apply		83.5%	836




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		14.2%	142
Mental Health Provider		8.4%	84
Denture or Implant Specialist		5.7%	57
Ear, Nose & Throat Doctor		6.4%	64
Home Health Care Provider		2.8%	28
Internal Medicine Doctor		24.7%	247
Nutritionist or Dietician		1.9%	19
Physical Therapist		12.4%	124
Psychiatrist		2.6%	26
None of the above / Does not apply		47.9%	479

















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%	5
Hearing Aid Center		8.9%	89
Hospice Care Provider		0.4%	4
Laboratory or Medical Testing Facility		22.6%	226
Medical Marijuana Dispensary		3.7%	37
Medical Spa		1.1%	11
Mental Health Clinic		2.5%	25
Medical Supply Store		4.6%	46
Pain Clinic		4.7%	47
Rehabilitation Clinic		1.5%	15
Sleep Disorder Clinic		3.3%	33
Urgent Care Clinic		4.4%	44
Walk-In Clinic		6.9%	69
None of the above / Does not apply		55.1%	552






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

Value		Percent	Responses
Taxi Service		5.9%	59
None of the above / Does not apply		94.1%	942





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		2.8%	28
Courier or Delivery Service		14.1%	141
Cremation Service Provider		0.7%	7
Dry Cleaning or Laundry Service		15.0%	150
Electronics Repair Shop		1.9%	19
Funeral Service Provider		1.4%	14
Information Technology (IT) Service		4.5%	45
Marriage Counselor		0.5%	5
Moving Truck Rental Company		1.8%	18
Mobile or Cell Phone Repair Shop		4.1%	41
Propane Dealer		14.3%	143
Self-Storage Facility		10.7%	107
Sewing and Alterations Shop		6.3%	63
Small Engine Repair Shop		3.3%	33
Shipping Center		21.2%	212
None of the above / Does not apply		43.8%	438








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

Value		Percent	Responses
Charity or Philanthropic Organization		11.7%	117
Church		35.0%	350
Community Organization		6.7%	67
Community Service or Non-Profit Organization		16.6%	166
None of the above / Does not apply		52.4%	525















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		7.3%	73
Painting Contractor		7.2%	72
Plumber or Plumbing Contractor		7.3%	73
None of the above / Does not apply		83.5%	836

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

Value		Percent	Responses
Air Duct Cleaning Service		4.8%	48
Concrete Contractor		3.6%	36
Furnace Contractor		2.7%	27
General Contractor		4.1%	41
Handyman		17.6%	176
Heating & Air Conditioning Service		19.9%	199
Home Security Company		2.6%	26
Junk Removal or Hauling Service		3.9%	39
Kitchen or Bath Remodeling Company		4.8%	48
Landscaping Service		25.2%	252
Mover or Moving Company		1.5%	15
New Home Builder		0.3%	3
Remodeling Contractor		4.8%	48
Roofing Contractor		3.8%	38
Septic Tank Contractor		2.2%	22
None of the above / Does not apply		44.8%	448



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		18.7%	187
Fuel or Oil Home Heating Service		1.7%	17
Furnace Cleaning Service		4.4%	44
Home Theater Installation Service		0.7%	7
Home Gardening Service		8.9%	89
House Cleaning Service		15.9%	159
Landscaper		15.1%	151
Pest Control Service or Exterminator		15.8%	158
Pool Cleaning Service		3.8%	38
Shades & Blinds Installation Service		3.4%	34
Television or Internet Service Provider		19.9%	199
Water Treatment Supply & Service		3.5%	35
Window & Door Installation Service		3.5%	35
None of the above / Does not apply		38.8%	388

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		2.9%	29
Adult Day Care		0.3%	3
Assisted Living Facility		1.0%	10
Nursing Home		0.4%	4
Respite Relief Provider		0.7%	7
Retirement Counselor		0.6%	6
Retirement Home		0.2%	2
Senior Center		5.9%	59
None of the above / Does not apply		89.3%	894

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

Value		Percent	Responses
Childcare or Daycare		2.4%	24
None of the above / Does not apply		97.6%	977




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		6.7%	67
None of the above / Does not apply		93.3%	934







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		4.2%	42
Animal Shelter		2.6%	26
Bird Seed Store		8.9%	89
Pet Groomer		18.2%	182
Pet Sitter		3.6%	36
Pet Store		24.9%	249
Veterinarian		34.2%	342
None of the above / Does not apply		45.1%	451

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		4.5%	45
Real Estate Brokerage Firm		0.9%	9
None of the above / Does not apply		95.1%	952






















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











Value		Percent	Responses
Apartment Rental Agency		2.5%	25
Estate Liquidator		0.6%	6
Mortgage Banker		3.5%	35
Mortgage Broker		1.9%	19
Real Estate Appraiser		3.9%	39
None of the above / Does not apply		90.6%	907

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		53.0%	531
Family Style Restaurant		50.9%	510
Food Cart/ Food Truck		15.9%	159
Fine Dining Restaurant		23.4%	234
Restaurant with Lounge or Bar		25.3%	253
Pizza Restaurant		49.9%	499
None of the above / Does not apply		20.6%	206

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



















Value		Percent	Responses
Art Supply Store		10.5%	105
Consignment Shop		11.8%	118
Craft Supply Store		24.8%	248
Bookstore		28.7%	287
Christian Book Store		3.2%	32
Computer Store		8.4%	84
Department Store		38.4%	384
Discount Store		28.6%	286
Drugstore or Pharmacy		66.0%	661
Equipment Rental Store		3.8%	38
Fabric Store		15.4%	154
Florist		7.0%	70
Gift Shop		7.4%	74
Gun Shop		10.9%	109
Hobby Shop		14.3%	143
Marijuana Dispensary		6.3%	63
Mobile Phone Store		9.7%	97
Shopping Center		28.5%	285
Thrift Store		26.7%	267
Wholesale, Warehouse or Club Store		42.2%	422
Yarn Store		3.9%	39

Value		Percent	Responses
Yard Equipment Store		13.4%	134
Vitamin or Supplement Store		10.4%	104
None of the above / Does not apply		7.8%	78
Gold/Silver/Precious Metal Dealer		2.0%	20
Military Surplus Store		2.7%	27
Monument or Memorial Company		0.5%	5
Pawn Shop		2.9%	29
Religious Supply or Gift Shop		2.6%	26
Survival Store		1.1%	11
Security Service		0.8%	8

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		25.4%	254
Free delivery		35.7%	357
Drive-thru		58.8%	589
Carryout		59.2%	593
Curbside carryout		58.4%	585
Other		2.1%	21
None of the above / Does not apply		12.1%	121

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		45.0%	450
Carpet Store		2.5%	25
Fireplace, Wood Stove or Barbeque Store		2.8%	28
Flooring Store		5.1%	51
Furniture Store		9.6%	96
Hardware Store		45.8%	458
Home & Garden Center		59.2%	593
Home Decor Store		9.1%	91
Hot Tub or Spa Dealer		3.5%	35
Major Appliance Store		4.6%	46
Mattress or Bedding Store		5.3%	53
Outdoor Furniture Store		5.1%	51
Plant Nursery & Garden Supply Store		45.2%	452
Paint Store		12.2%	122
Tool Rental Center		2.4%	24
TV & Appliance Store		3.2%	32
Vacuum Store		2.5%	25
None of the above / Does not apply		15.3%	153




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		12.2%	122
Clothing Store		43.3%	433
Eyewear & Opticians Store		19.3%	193
Jewelry Store		3.5%	35
Shoe Store		23.0%	230
None of the above / Does not apply		43.3%	433

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		8.3%	83
Insurance Agency		6.5%	65
Legal Firm or Attorney		4.4%	44
Tax Advisor		5.9%	59
None of the above / Does not apply		81.6%	817




















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		2.8%	28
Life Coach		0.4%	4
None of the above / Does not apply		96.8%	969


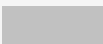






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.2%	2
Purchase New Class B RV		0.2%	2
Purchase New Class C RV		0.1%	1
Purchase New Travel Trailer or 5th Wheel		0.8%	8
Purchase New Camper Shell		0.1%	1
Purchase Used Class A RV		0.3%	3
Purchase Used Class B RV		0.4%	4
Purchase Used Class C RV		0.2%	2
Purchase Used Travel Trailer or 5th wheel		1.1%	11
Purchase Used Camper Shell		0.1%	1
None of the above / Does not apply		97.4%	975

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		2.0%	20
New Luxury Vehicle - Under \$50,000		0.3%	3
New Luxury Vehicle - \$50,000 - \$75,000		0.4%	4
New Luxury Vehicle - Over \$75,000		0.2%	2
New Van		0.1%	1
New Minivan		0.2%	2
New SUV		2.0%	20
New Truck		1.1%	11
New Hybrid or Electric Vehicle		0.9%	9
Used Car		3.4%	34
Used Luxury Vehicle - Under \$30,000		0.7%	7
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	6
Used Luxury Vehicle - Over \$50,000		0.2%	2
Used Van		0.2%	2
Used Minivan		0.1%	1
Used SUV		3.1%	31
Used Truck		2.5%	25
Used Hybrid or Electric Vehicle		0.8%	8
None of the above / Does not apply		87.8%	879

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

Value		Percent	Responses
Compact car		1.2%	12
Full-size car		0.6%	6
Luxury vehicle (any size)		0.6%	6
Midsized car		1.2%	12
Pickup truck		3.5%	35
Sport utility vehicle (SUV)		6.8%	68
Van or minivan		1.1%	11
None of the above		85.0%	851



Total: 1,001

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		4.4%	44
Ford		4.6%	46
Honda		3.8%	38
Subaru		3.4%	34
Toyota		7.3%	73
None of the above / Does not apply		83.2%	833
Acura		0.7%	7
Audi		0.7%	7
BMW		0.6%	6
Buick		0.5%	5
Cadillac		0.7%	7
Chrysler		0.5%	5
Dodge		2.4%	24
GMC		2.8%	28
Hyundai		2.5%	25
Infiniti		0.2%	2
Jeep		2.2%	22
Kia		1.6%	16
Land Rover		0.7%	7
Lexus		0.7%	7
Lincoln		0.7%	7

Value		Percent	Responses
Mazda		0.9%	9
Mercedes-Benz		1.4%	14
Mini		0.2%	2
Mitsubishi		0.1%	1
Nissan		2.7%	27
Porsche		0.3%	3
Saab		0.1%	1
Scion		0.2%	2
Suzuki		0.1%	1
Tesla		0.7%	7
Volkswagen		0.9%	9
Volvo		0.4%	4







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		4.9%	49
No		95.1%	952















Total: 1,001

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%	71
Printer		3.6%	36
Ink or Printer Cartridges		40.0%	400
Wi-Fi for Home		3.5%	35
Headphones		6.7%	67
Smartphone Charger		3.6%	36
Healthcare Device		3.1%	31
Surge Protector		3.5%	35
Batteries for Electronics		28.6%	286
None of the above / Does not apply		41.0%	410
Home Theater System		1.0%	10
GPS Device (Handheld or In-Vehicle)		1.2%	12
Satellite Radio		0.7%	7
Satellite TV System		0.5%	5
Stereo System (Home)		1.1%	11
Portable Speakers		2.7%	27
Wireless Speakers		1.9%	19
Smartwatch		2.6%	26
Phone or Tablet Controlled Home Tech Products		2.2%	22
Noise Canceling Headphones		2.8%	28
Phone Calling Card		1.5%	15
Wearable Electronics		0.8%	8

Value		Percent	Responses
Aerial Drone		1.1%	11
ShortWave Radio		0.4%	4
Wireless Hotspot		1.2%	12
Assistive Technology for Hearing		1.6%	16
Virtual Reality Headset		0.5%	5
Smart Sports Equipment		0.2%	2

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		0.9%	9
Camera (Digital) SLR		0.4%	4
Camera Accessories or Supplies		1.3%	13
Camera Lens		1.2%	12
Computer Accessories		3.6%	36
Computer Software		3.3%	33
E-Reader (Kindle or Similar)		1.2%	12
Tablet (iPad or Similar)		3.3%	33
Personal Computer		2.9%	29
Laptop Computer		5.8%	58
TiVo or DVR		0.6%	6
4K Ultra HD TV		2.7%	27
Smart TV		3.3%	33
None of the above / Does not apply		80.6%	807















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		9.9%	99
Conventional Cell Phone		3.3%	33
Prepaid Cell Phone		1.0%	10
Unlocked Cell Phone		0.7%	7
Large-Screen Smartphone		1.9%	19
None of the above / Does not apply		85.3%	854






















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		1.8%	18
Necklaces		2.0%	20
Engagement Rings		0.3%	3
Wedding Rings		0.3%	3
Rings (Other)		1.9%	19
Earrings		5.0%	50
Pendants		0.9%	9
Celtic Jewelry		0.7%	7
Diamond Jewelry		0.8%	8
Silver Jewelry		2.2%	22
Gemstone Jewelry		1.0%	10
Pearl Jewelry		0.5%	5
Men's Jewelry		0.2%	2
Costume Jewelry		2.7%	27
Designer Jewelry		0.6%	6
Jewelry Box or Organizer		0.5%	5
Men's High-End Watch		0.4%	4
Women's Watch		1.0%	10
Women's Jewelry		3.2%	32
None of the above / Does not apply		87.9%	880


















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		6.4%	64
Crop Insurance		0.1%	1
Dental Insurance		1.3%	13
Disability Insurance		0.3%	3
Homeowner Insurance		4.3%	43
Life Insurance		1.9%	19
Medical (Health) Insurance		2.0%	20
Medicare		1.9%	19
Long Term Care Insurance		0.4%	4
Pet Insurance		0.8%	8
Renters Insurance		1.0%	10
Agriculture Insurance		0.1%	1
Professional Liability Insurance		0.5%	5
None of the above / Does not apply		86.4%	865
















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

Value		Percent	Responses
Chiropractor		3.9%	39
Family Practice Doctor		6.7%	67
Optometrist		4.4%	44
Primary Care Provider		5.8%	58
Drugstore or Pharmacy		5.4%	54
None of the above / Does not apply		77.5%	776
Acupuncture		1.5%	15
Audiologist		0.6%	6
Counseling & Mental Health Specialist		2.4%	24
Geriatric Specialist		0.3%	3
Home Healthcare		0.3%	3
Hospital		0.7%	7
Medical Clinic		1.7%	17
Pediatric Dentist		0.2%	2
Pediatrician		0.3%	3
Wellness Business		0.1%	1
Substance Abuse Treatment Provider		0.2%	2
Weight Loss Service		1.1%	11
Alternative Care Provider		0.9%	9
Physical Therapy or Rehabilitation service provider		2.5%	25
Hearing Aid Center		1.8%	18






















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		0.6%	6
Bankruptcy Attorney		0.2%	2
Banking, Partnership & Business Law Attorney		1.5%	15
Child Support Attorney		0.1%	1
Criminal Law Attorney		0.3%	3
Disability & Social Security Attorney		0.6%	6
Divorce & Family Law Attorney		0.3%	3
Employment Discrimination or Labor Issues Attorney		0.4%	4
General Practice Attorney		2.3%	23
Intellectual Property Attorney		0.1%	1
Malpractice Attorney		0.4%	4
Patent, Trademark & Copyright Attorney		0.3%	3
Probate Attorney		0.7%	7
Real Estate Attorney		1.1%	11
Taxation Attorney		0.8%	8
Wills, Trusts & Estates Attorney		14.2%	142
None of the above / Does not apply		80.6%	807

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		49.4%	494
Teeth Cleaning		46.6%	466
Cavity Filling		7.8%	78
Crown		7.0%	70
Oral Surgery		2.3%	23
Braces		2.3%	23
Composite Bonding		0.7%	7
Dental Implants		3.9%	39
Dental Veneers		0.3%	3
Dentures		1.7%	17
Full Mouth Reconstruction		0.3%	3
Inlays or Onlays		0.1%	1
Smile Makeover		0.2%	2
Teeth Whitening		2.4%	24
None of the above / Does not apply		27.2%	272











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		49.3%	493
Purchase Health Related Products		9.2%	92
Use Physical Rehabilitation Services		4.2%	42
Purchase Health and Wellness Supplements		17.6%	176
Receive Treatment for Back Pain		6.1%	61
Have an Eye/Vision Exam		30.4%	304
Purchase Prescription Eyeglasses		16.2%	162
Purchase Prescription Contact Lenses		4.8%	48
Have an Annual Physical or Checkup		26.9%	269
Have X-Rays Taken		4.4%	44
Have a Scheduled Surgery		3.5%	35
Have Blood Drawn for Testing		26.1%	261
Plan to Visit a Hospital for any Medical Service or Procedure		7.6%	76
Have Foot Problems Diagnosed or Treated		4.3%	43
Senior Travel		4.4%	44
Receive Treatment for a Sleep Disorder		3.4%	34
Purchase Allergy Medications		13.3%	133
Cardiovascular Treatment		3.7%	37
Chiropractic Care		12.8%	128
Do Corrective Exercises		5.2%	52
Purchase Diabetes Testing Supplies		5.8%	58









Value		Percent	Responses
Get Vaccinations at Drug Store or Pharmacy		8.1%	81
Discretionary Health Care and Wellness Services and Products		5.6%	56
Purchase Marijuana		4.8%	48
Purchase Vitamins		34.7%	347
Have Acupuncture		3.2%	32
Purchase Anti Anxiety Medication or Supplements		7.0%	70
None of the above / Does not apply		21.7%	217
Purchase Elder Care-Related Products or Services		1.7%	17
Purchase Medical Supplies or Equipment for Home		2.4%	24
Find Home for Aging Parent		0.7%	7
Participate in a Medical Study		0.8%	8
Stop Smoking		0.8%	8
Purchase a Mobility Device		0.5%	5
Receive Treatment for Vehicle or Workplace Injury		0.2%	2
Handicap Accessible Products		1.2%	12
Purchase Orthopedic Shoes		1.0%	10
Purchase Home Medical Testing Equipment or Supplies		1.3%	13
Hire a Personal Care Assistant		0.1%	1
Hire a Caregiver or Respite Worker		0.4%	4
Purchase "Aging in Place" Products		0.8%	8
Purchase a Medical Alert Service		0.7%	7
Have Safety Bars Installed in Bathroom		1.2%	12
Use Personal Trainer or Instructor		2.6%	26

Value		Percent	Responses
Stroke Treatment		0.2%	2
Cancer Treatment		2.4%	24
Orthopaedic or Knee Surgery		2.1%	21
Memory or Alzheimer's Care		0.8%	8
Nutritional Counseling		1.2%	12
Spinal and Postural Screening		0.9%	9
Physiotherapy		1.0%	10
Receive Treatment for Substance Abuse		0.1%	1
Purchase Blood Pressure Monitoring Device		1.6%	16
Receive Aquatic Therapy		0.6%	6
Join a Weight Loss Group		1.5%	15
Purchase Weight Loss Supplements		1.4%	14
Purchase Weight Loss Food Plan		1.1%	11
Have Reflexology Treatment		0.3%	3
Hire a Weight Loss Professional		0.5%	5
Have Cataract Surgery		1.2%	12
Receive Treatment for PTSD		1.2%	12
Purchase Hemp Based Supplements		2.5%	25








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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	2
Purchase a "In-the-Ear" Hearing Aid		0.8%	8
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	2
Purchase a Digital Hearing Aid		1.0%	10
Purchase a "Behind-the-Ear" Hearing Aid		1.3%	13
Purchase Hearing Aid Cleaning Supplies		0.7%	7
Purchase Hearing Aid Batteries		5.7%	57
Purchase a "In-the-Canal" Hearing Aid		0.2%	2
Have a Hearing Exam		7.6%	76
None of the above / Does not apply		86.1%	862














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		0.6%	6
Pre-purchase a Funeral Plot or Cremation Service		2.4%	24
Purchase a Monument or Headstone		0.9%	9
Use a Funeral Planner		0.9%	9
Purchase Flowers for a Funeral		0.4%	4
Use a Cremation Service		1.0%	10
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	2
None of the above / Does not apply		95.5%	956

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%	7
Move into a Assisted Living Facility		0.7%	7
Move into a Nursing Home		0.1%	1
Hospice to your Home or House		0.3%	3
Move into Residential Care Home		0.1%	1
Utilize a Respite Provider		0.6%	6
None of the above / Does not apply		98.0%	981

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		2.0%	20
Open Savings Account		3.0%	30
Online Banking		49.2%	492
Manage Investments		17.5%	175
Manage Retirement Accounts		19.1%	191
Mortgage Line of Credit		2.2%	22
Financial Consulting		11.0%	110
Financial Services		8.2%	82
Safe Deposit Box Rental		5.8%	58
Obtain New Credit Card		1.7%	17
Payday Loan or Check Cashing Business		0.1%	1
Use Vehicle Title Loan Company		0.2%	2
None of the above / Does not apply		35.1%	351

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		2.6%	26
Certificates of Deposit		5.5%	55
City or State Bonds		1.5%	15
Collectibles, Antiques or Art		1.6%	16
Common or Preferred Stock		10.6%	106
Corporate Bonds or Debentures		2.2%	22
401(k)		15.0%	150
Gold or Precious Metals		3.1%	31
IRA		11.8%	118
Money Market Funds		8.1%	81
Mutual Funds		11.0%	110
Non-US Stocks		2.3%	23
Options		1.0%	10
US Savings Bonds		1.0%	10
US Treasury Notes		1.3%	13
Coins or Stamps		2.2%	22
None of the above / Does not apply		61.9%	620

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%	2
Business Equipment Loan		0.3%	3
Carpeting or Furniture Loan		0.1%	1
College Expenses Loan		0.6%	6
College Tuition Loan		1.2%	12
Debt Consolidation Loan		1.2%	12
Medical Expenses Loan		0.1%	1
New Vehicle Loan		1.6%	16
Used Vehicle Loan		3.3%	33
Vacation or Travel Loan		0.2%	2
None of the above / Does not apply		93.1%	932

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		21.7%	217
Nail Polish		5.5%	55
Eyewear or Sunglasses		20.9%	209
Handbags		4.0%	40
Hats		5.1%	51
Intimate Apparel		8.0%	80
Jewelry or Accessories		4.4%	44
Perfume		3.1%	31
Men's Apparel		23.2%	232
Men's Shoes		15.6%	156
Men's Underwear		12.3%	123
Women's Apparel		38.4%	384
Women's Pajamas or Sleepwear		9.8%	98
Women's Shoes		25.4%	254
Women's Underwear		16.7%	167
Socks		15.9%	159
Outerwear		4.9%	49
None of the above / Does not apply		33.5%	335
Coats		2.0%	20
Watches		1.7%	17
Luggage or Bags		1.6%	16

Value		Percent	Responses
Scarves		0.9%	9
Uniforms		1.1%	11
Western Clothing		1.9%	19








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

Value		Percent	Responses
Children's Sweaters		1.0%	10
Children's Pants		5.8%	58
Children's T-Shirts		7.0%	70
Children's Dresses		3.9%	39
Children's Pajamas or Sleepwear		4.1%	41
Children's Socks		4.7%	47
Children's Shorts		6.6%	66
Infant Clothing		4.6%	46
Children's School Uniform		0.5%	5
Children's Athletic Clothing		5.2%	52
None of the above / Does not apply		85.5%	856























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)		23.4%	234
Boots (Men's)		2.8%	28
Cowboy Boots (Men's)		0.6%	6
Work & Safety (Men's)		2.7%	27
Sneakers		10.0%	100
Classic & Fashion Sneakers (Women's)		7.8%	78
Work & Safety (Women's)		1.7%	17
Cowboy Boots (Women's)		0.9%	9
Athletic & Outdoor Shoes (Women's)		24.9%	249
Athletic & Outdoor Shoes (Children's)		5.8%	58
Cowboy Boots (Children's)		0.4%	4
None of the above / Does not apply		51.1%	512

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		6.8%	68
Have Clothing Dry Cleaned		15.8%	158
Have Shoes Repaired		4.4%	44
Rent or Purchase a Costume		0.2%	2
Wash Clothing at a Laundromat		2.4%	24
Purchase Custom Made Clothing Items		0.4%	4
None of the above / Does not apply		76.7%	768





















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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		4.3%	43
Bicycle Tune-Up or Repair		11.1%	111
Camping or Hiking Equipment		11.1%	111
Exercise or Fitness Equipment		5.9%	59
Fishing Rods or Reels		5.4%	54
Fishing Bait or Attractant		11.0%	110
Fishing Accessories		16.5%	165
Golf Clubs or Equipment		5.9%	59
Ammunition		15.4%	154
Swimming Gear		4.6%	46
Hand Gun		4.7%	47
None of the above / Does not apply		52.8%	529
Archery Equipment		2.1%	21
High End Bicycle		0.6%	6
Bicycle Rental		0.8%	8
Hunting Gear		2.3%	23
Running or Jogging Equipment		2.3%	23
Soccer Equipment		1.1%	11
Sports Equipment (Children)		1.7%	17
Trampoline		0.5%	5
Weight Lifting Equipment		2.6%	26
Used Sporting Equipment		2.3%	23























Value		Percent	Responses
Rifle		2.9%	29
Shotgun		2.0%	20










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		24.7%	247
Bedding Flowers or Perennials		53.0%	531
Fertilizer		33.9%	339
Flower Pots		21.1%	211
Garden Ornaments		8.2%	82
Gravel or Rock		14.1%	141
Hand Garden Tools		12.4%	124
Landscaping		12.3%	123
Indoor Garden Supplies		4.1%	41
Decorative Rock		8.3%	83
Lawn Seed, Turf or Sod		8.5%	85
Outdoor Fireplace or Fire Pit		3.2%	32
Outdoor Furniture		6.9%	69
Outdoor Grill		3.2%	32
Patio Furniture		5.6%	56
Propane		18.3%	183
Shrubbery or Trees		13.5%	135
Stone (Cast, Crushed or Natural)		4.1%	41
Insect or Fungus Control Products		9.0%	90
None of the above / Does not apply		21.7%	217
Chainsaw		1.3%	13
Fountains		2.2%	22























Value		Percent	Responses
Gate		1.3%	13
Gazebo		0.6%	6
Insects (Bees or Other Beneficial Species)		2.0%	20
Patio Heater		0.6%	6
Outdoor Infrared Heater or Fireplace		0.7%	7
Outdoor Smoker		0.7%	7
Outdoor Kitchen Equipment		0.4%	4
Patio Cover, Awning or Canopy		2.7%	27
Pole Shed		0.1%	1
Portable Outdoor Heater		0.6%	6
Power Garden Tools		1.1%	11
Lawn Mower (Push)		1.7%	17
Lawn Mower (Riding)		1.0%	10
Rototiller		0.4%	4
Screen Porch		0.2%	2
Storage Shed		2.4%	24
Leaf Blower		0.6%	6
Outdoor Garden Flags		1.4%	14
Snow Blower		0.2%	2
Greenhouse		1.3%	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		13.1%	131
Bird Seed		16.2%	162
Cat Food		25.3%	253
Dog Food		40.2%	402
Fish Food		3.2%	32
Specialized Pet Food		4.0%	40
Other Pet Food		5.5%	55
Pet Accessories		7.7%	77
Pet Toys		12.7%	127
Annual Pet Vaccinations		21.4%	214
Annual Pet Checkups		20.0%	200
Purchase Pet Medication		7.7%	77
None of the above / Does not apply		36.4%	364
Pet Clothing		0.3%	3
Pet Enclosure		0.5%	5
Aquarium or Tank		0.5%	5
Fish Supplies		1.0%	10
Disease Diagnosis		0.8%	8
Pet Travel Cage		0.4%	4
Cremation or Burial Services		0.3%	3
Adopt or Rescue a Pet		2.7%	27
Purchase a Pet		1.0%	10

Value		Percent	Responses
Holistic or Alternative Pet Care		0.7%	7
Board a Pet Overnight		2.8%	28
Pet Tracking Device		0.4%	4
Pet Dental Care		2.9%	29
Animal Training Classes		2.3%	23
Hemp Based Pet Supplements		1.4%	14
THC Based Pet Supplements		0.6%	6
Holistic or Alternative Pet Supplements		1.0%	10
Anti Anxiety or Stress Pet Medication for Holidays		1.0%	10














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		3.6%	36
Add a Fence or Wall Structure		8.0%	80
Remodel Bathroom		5.7%	57
Build a Storage Shed		3.3%	33
General Remodeling		4.8%	48
Replace Carpet		4.0%	40
Replace Flooring		5.3%	53
None of the above / Does not apply		66.8%	669
Add a Room		0.3%	3
Add a Home Office		0.7%	7
Remodel Kitchen		2.7%	27
Cabinet Refacing or Resurfacing		1.4%	14
Refinish Bathtub		1.2%	12
Install a Glass Shower		2.0%	20
Remodel or Finish Basement Living Area		1.4%	14
Replace Garage Door		1.1%	11
Build a Garage		0.6%	6
Build Out-Building		1.0%	10
Have Furniture Restored		1.4%	14
Switch from Gas to Electric		0.2%	2
Switch from Electric to Gas		0.5%	5
Install a Stair Lift		0.2%	2






















Value		Percent	Responses
Install "Aging In Place" Products		0.6%	6
Install a Solar Energy System		0.3%	3
Install Security or Monitoring System		0.7%	7
Resurface or Build New Driveway		1.6%	16
Stone or Marble Work (Bathroom or Kitchen)		0.6%	6
Sealcoating		2.3%	23
Asphalt Repair		1.2%	12
Asphalt Resurfacing		1.5%	15
Residential Paving		0.6%	6
Build a "Tiny House"		0.3%	3
Replace Windows		2.8%	28
Install Handicap Accessible Addition		0.3%	3












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		5.0%	50
Decking		4.1%	41
Doors (Exterior)		4.1%	41
Electrical Supplies		3.6%	36
Fencing		8.0%	80
Hand Tools		6.3%	63
Lighting and Fixtures		5.0%	50
Lumber		9.1%	91
Paint (Exterior)		11.6%	116
Paint (Interior)		12.0%	120
Plywood		4.7%	47
Plumbing Supplies		3.9%	39
Screen Door		4.0%	40
Water Softener System or Supplies		3.4%	34
None of the above / Does not apply		53.0%	531
Circular Saw		0.6%	6
Doors (Interior)		2.1%	21
Furnace		0.7%	7
Generator		1.2%	12
Hardwood Products		2.6%	26
Home Security Doorbell Camera		2.2%	22






















Value		Percent	Responses
Kitchen Cabinets		1.2%	12
Lock Sets		1.8%	18
Mill Work		1.1%	11
Molding		2.7%	27
Power Tools		1.9%	19
Rain Gutters		2.8%	28
Roofing (Composition)		1.6%	16
Roofing (Other)		1.4%	14
Security Door		1.1%	11
Security Locks		0.6%	6
Siding		1.1%	11
Solar Screen		0.3%	3
Wet or Dry Vacuum		1.4%	14
Wood Stove or Fireplace		0.3%	3
Window Guards		0.1%	1
Windows (Double-Hung)		1.0%	10
Windows (Casement)		1.2%	12
Windows (Picture)		0.8%	8
Windows (Slider)		1.3%	13
Windows (Bay or Bow)		0.4%	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		3.3%	33
Air Duct Cleaning		5.4%	54
Appliance Repair		3.4%	34
Carpet Cleaning		13.5%	135
Electrical Repair		3.0%	30
Furnace Cleaning		4.8%	48
Gardening Services		6.3%	63
Handyman Services		10.8%	108
None of the above / Does not apply		55.8%	559
Alternative Energy Systems Installation		0.6%	6
Alternative Energy Systems (Service or Repair)		0.3%	3
Blinds Cleaning		1.8%	18
Carpenter or Woodworking		2.5%	25
Chimney Cleaning		2.4%	24
Concrete Repair		2.6%	26
Drywall Installation or Repair		2.4%	24
Electrical Panel Replacement		0.4%	4
Excavation & Wrecking		0.1%	1
Fire & Water Damage Restoration		0.8%	8
Flooring - Ceramic Tile (Installation or Repair)		1.7%	17
Flooring - Laminate (Installation or Repair)		2.5%	25

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		1.0%	10
Flooring - Wood (Installation or Repair)		2.0%	20
Flooring - Other (Installation or Repair)		1.8%	18
Foundation Repair		0.4%	4
Furnace Repair		1.5%	15
Furniture Reupholster		1.3%	13
Gutter Installation or Repair		2.8%	28
Heating Repair		0.5%	5
Home Computer Repair		1.1%	11
Home Electronics Repair		0.5%	5
Home Heating Oil or Fuel Service		0.2%	2
Home Repair		2.9%	29
Home Remodel		2.2%	22
























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		10.9%	109
Junk or Yard Waste Removal		5.7%	57
Recycle		6.4%	64
Landscaping Service		16.1%	161
Painting		7.3%	73
Pest Control		11.2%	112
Plumbing Repair		3.2%	32
Trash Removal		7.9%	79
Computer Repair		3.6%	36
None of the above / Does not apply		48.9%	489
Home Security Service		1.8%	18
Insulation Installation or Maintenance		0.5%	5
Interior Design		1.2%	12
Sell Scrap Metal		0.8%	8
Movers		1.1%	11
Mold Inspection or Removal		0.9%	9
Party Equipment Rental		0.1%	1
Pool Cleaning Service		2.0%	20
Pressure Washing		2.6%	26
Preventative Home Maintenance		2.6%	26
Roof Repair		2.5%	25

Value		Percent	Responses
Security System		1.2%	12
Septic Tank Cleaning or Repair		2.0%	20
Siding Replacement		0.5%	5
Snow Removal		0.1%	1
Solar Heating or Power System Installation or Repair		0.7%	7
Stucco or Exterior Coating		0.4%	4
Tool Rental		1.1%	11
Tornado or Storm Shelter Building or Repair		0.1%	1
Water Well Drilling		0.2%	2
Waterproofing		0.8%	8
Window Installation		2.3%	23
Window Tinting for Home		0.2%	2
Yard Equipment Rental		2.3%	23
Mobile or Cell Phone Repair		1.2%	12
























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

Value		Percent	Responses
Window Blinds (Venetian or Mini)		4.0%	40
Batteries (Home or Office)		24.7%	247
Candles		6.3%	63
Carpeting		3.3%	33
Flooring Tile		3.1%	31
Rugs		4.1%	41
Curtains or Drapes		4.8%	48
Furniture (Living Room)		4.6%	46
Storage Boxes or Tubs		5.3%	53
Floral Arrangements		3.0%	30
Indoor Flowers		4.5%	45
None of the above / Does not apply		51.0%	511
Air Conditioning (Buy)		1.6%	16
Awning		1.5%	15
Emergency Preparedness Kit or Supplies		2.3%	23
Firewood		2.6%	26
Oriental Carpeting		0.1%	1
Hardwood Flooring		1.9%	19
Rugs (Persian)		0.4%	4
Clocks		0.8%	8
Closet System		1.1%	11

Value		Percent	Responses
Cutlery, Flatware or Silverware		1.4%	14
Ductless Heat Pumps		0.5%	5
Fire Extinguisher		2.8%	28
Fine Art (Paintings, Pottery, Etc.)		1.2%	12
Custom Built Furniture		0.9%	9
Reconditioned Furniture		0.4%	4
Furniture (Bedroom)		2.1%	21
Furniture (Children's)		0.6%	6
Crib		0.2%	2
Furniture (Dining Room)		1.0%	10
Furniture (Home Office)		1.6%	16
Furnace		0.8%	8
Futon		0.4%	4
Safe		0.9%	9
Laminate Flooring		2.9%	29
Picture Frames		2.7%	27
Hot Tub or Spa (Used)		0.3%	3
Sewing Machine		1.2%	12
Linens (Bathroom)		2.8%	28
Reclining Chair		2.4%	24
Wallpaper		0.4%	4
Signs or Banners		0.8%	8
Hot Tub or Spa (New)		1.2%	12

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.4%	14
Tankless Water Heater		0.5%	5

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

Value		Percent	Responses
Home Decor or Decorating		5.5%	55
Linens (Bedroom)		7.2%	72
None of the above / Does not apply		74.8%	749
Gas Burning Freestanding Stoves		0.2%	2
Water Purification System (Drinking)		0.9%	9
Solar Water Heater		0.2%	2
Latex Mattress		0.2%	2
Innerspring Mattress		1.9%	19
Pillow Top Mattress		2.2%	22
Foam Mattress		1.9%	19
Memory Foam Mattress		1.7%	17
Gel Mattress		0.2%	2
Twin Size Bed		0.4%	4
Queen Size Bed		2.5%	25
King Size Bed		1.7%	17
Water Heater		1.7%	17
Smoke Alarm or Detector		1.7%	17
Remote Home Monitoring Video Camera		1.6%	16
Shutters		0.4%	4
Window Coverings		2.6%	26
Reclaimed Wood Furniture		0.4%	4
Patriotic Flags		1.8%	18
Sports Team Flags		0.5%	5























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		3.4%	34
Fine Art		1.8%	18
Photographs		3.6%	36
Pottery		2.3%	23
Blown Glass		1.6%	16
Stone Carvings		0.6%	6
Sculpture		1.2%	12
Artistic Wall Decor		4.4%	44
Wood Carvings		1.2%	12
Poster Art		1.1%	11
Religious Art		1.3%	13
Stained Glass		1.1%	11
Ceramics		1.2%	12
Metal Work Art		2.3%	23
Music Memorabilia		0.2%	2
Movie Memorabilia		0.4%	4
None of the above / Does not apply		87.3%	874

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		2.9%	29
Portable Dishwasher		0.3%	3
Dishwasher		3.5%	35
Freezer		1.1%	11
Range		3.1%	31
Range Hood		1.3%	13
Wall Oven		0.6%	6
Washer		1.9%	19
Dryer		1.8%	18
Blender		2.0%	20
Instant Pot		2.4%	24
Microwave		3.0%	30
Window Air Conditioner		0.7%	7
Coffee or Espresso Machine		3.3%	33
Vacuum Cleaner		2.3%	23
None of the above / Does not apply		80.9%	810















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		4.3%	43
Floor Mats		3.2%	32
RV Accessories or Supplies		3.2%	32
Tires		7.5%	75
Wiper Blades		14.4%	144
None of the above / Does not apply		68.9%	690
Aftermarket Products		2.5%	25
Canopy		0.2%	2
Child Car Seat		0.5%	5
Grill Guard		0.6%	6
Ground Effects		0.1%	1
Lights		1.2%	12
Mirror(s)		0.5%	5
Motorcycle Accessories		1.2%	12
Motorcycle Parts		1.4%	14
Performance Parts		0.6%	6
Roof Rack (For Bike, Kayak, Etc.)		0.8%	8
Roof Rack (Luggage or Equipment Container)		0.4%	4
Running Boards		0.4%	4
Seat Covers		2.9%	29
Step Bar		0.2%	2
Stereo System (Auto, Car or Truck)		0.8%	8

Value		Percent	Responses
Tool Box		0.2%	2
Trailer Hitch		0.9%	9
Truck Bed Liner		0.2%	2
Visor		0.1%	1
Wheels or Rims		1.3%	13
Winch		0.2%	2
Window Tinting Equipment (Auto)		0.7%	7
Cargo Trailer (Flat)		0.2%	2
Cargo Trailer (Motorcycle)		0.1%	1
Cargo Trailer (Box)		0.2%	2

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

Value		Percent	Responses
30,000 Mile Service		6.9%	69
60,000 Mile Service		6.1%	61
100,000 Mile Service		5.3%	53
Auto Detailing		5.8%	58
Auto Repair (General)		5.4%	54
Auto Warranty Work (Work Covered by Warranty)		3.1%	31
Alignment		3.4%	34
Brake Replacement, Adjustment		4.0%	40
Car Wash		43.9%	439
Gas or Service Station Services		15.5%	155
Oil Change or Lube		41.8%	418
Preventative Maintenance		15.5%	155
Tire Mounting or Installation		5.7%	57
Tune-Up		6.9%	69
Windshield or Glass Repair		7.0%	70
None of the above / Does not apply		25.0%	250
Body Work		2.3%	23
Car Rental		1.5%	15
DEQ Inspection		0.5%	5
Electrical Repair		1.4%	14
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.6%	6
Motor Repair or Replacement		0.8%	8

Value		Percent	Responses
Motorcycle Repair		0.7%	7
Muffler		0.5%	5
Painting		0.9%	9
RV Maintenance or Service		2.3%	23
Safety Inspection		0.9%	9
Shocks		1.3%	13
Smog Check		0.9%	9
Stereo Installation		0.9%	9
Transmission or Clutch Repair		0.9%	9
Upholstery Repair		1.0%	10
Vehicle Air Conditioning Repair		0.9%	9
Vehicle Storage		0.8%	8
Vehicle Towing		0.4%	4
Windshield or Window Tinting		1.4%	14














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		8.4%	84
CarFax		10.1%	101
CarGurus.com		5.3%	53
CarMax.com		6.0%	60
Cars.com		5.1%	51
Craigslist Auto		10.6%	106
KBB.com		5.6%	56
Edmunds.com		5.5%	55
Local Dealer Site		35.2%	352
Other Local Website		4.6%	46
None of the above / Does not apply		51.0%	511
Yahoo! Autos		0.1%	1
Automotive.com		0.8%	8
Autoblog.com		0.6%	6
CarsDirect.com		0.9%	9
eBay Motors		1.3%	13
Facebook Dealer Page		2.4%	24
MotorTrend.com		1.1%	11
UsedCars.com		2.3%	23
Local TV Site		0.9%	9
Local Radio Site		0.5%	5
The Car Connection		0.4%	4


















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		32.6%	326
Beauty Products		24.4%	244
Cosmetics		26.0%	260
Babysitting		1.2%	12
Hair Care Products		41.0%	410
Hair Coloring		24.9%	249
Hair Cut		68.3%	684
Manicure		14.8%	148
Massage Therapy		17.7%	177
Pedicure		22.8%	228
None of the above / Does not apply		16.0%	160




















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)		37.0%	370
Books (Used)		24.6%	246
Books (Children's)		8.1%	81
Board Games		10.4%	104
Lottery Ticket		17.0%	170
Collectibles		2.6%	26
Comics		0.6%	6
Graphic Novels		2.0%	20
Computer Games		5.8%	58
Magazines		16.3%	163
Toys		6.2%	62
Video Console Games		4.0%	40
None of the above / Does not apply		35.2%	352











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		3.5%	35
Ceramics and Pottery		1.0%	10
Collectables		2.5%	25
Comic Books and Related Collectables		0.9%	9
Do-It-Yourself (DIY)		15.8%	158
Games or Puzzles		14.9%	149
Beer Brewing Supplies		1.9%	19
Wine Making Supplies		0.8%	8
Jewelry Making Supplies or Beads		3.5%	35
Knitting		6.8%	68
Making Arts and Crafts		8.7%	87
Paper Crafts		3.9%	39
Quilting		6.6%	66
Scrapbooking		2.8%	28
Toy Collecting		0.5%	5
Trains, Plane & Car Model Kits		1.7%	17
None of the above / Does not apply		54.8%	549











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)		2.9%	29
Attend Online College or University (Part Time)		1.8%	18
Attend Online Graduate School		1.2%	12
Attend Online Classes at Community College		3.5%	35
Learning Center		1.0%	10
Online Trade School		0.4%	4
Online Continuing Education Courses		4.5%	45
Online Professional Certification or Accreditation Courses		2.1%	21
Online Language Lessons (Adult)		3.0%	30
Online Music Lessons (Adult)		2.1%	21
Attend Paid Online Lecture, Seminar or Special Class		3.3%	33
Online Real Estate Classes		1.0%	10
Online Child Education or Tutoring		2.0%	20
Online Music lessons (Child)		0.4%	4
Online Language Lessons (Child)		0.2%	2
Change Online School		0.1%	1
Attend an Online Religion Based School		0.7%	7
Attend an Online Local Workshop		4.0%	40
None of the above / Does not apply		77.9%	780





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		6.8%	68
Oil paints		1.9%	19
Acrylic Paints		7.9%	79
Markers		4.7%	47
Specialty Paper		5.0%	50
Fabric Craft Supplies		10.6%	106
Beads		3.9%	39
Art Pencils and Pens		7.1%	71
Scrapbooking Supplies		3.6%	36
None of the above / Does not apply		72.9%	730























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%	2
Clarinet		0.3%	3
Drums		0.5%	5
Flute		0.1%	1
Acoustic Guitar		1.5%	15
Electric Guitar		0.7%	7
Electric Keyboard		0.4%	4
Piano		1.0%	10
Violin		0.1%	1
None of the above / Does not apply		96.4%	965

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		14.3%	143
French		5.7%	57
Asian		35.9%	359
German		5.7%	57
American (New)		32.3%	323
Italian		42.1%	421
Cajun or Creole		5.4%	54
Indian		11.6%	116
Chinese		39.9%	399
American (Traditional)		59.8%	599
Thai		24.7%	247
Middle Eastern		6.6%	66
Japanese		13.7%	137
Mexican		61.8%	619
Vietnamese		9.2%	92
Southern		8.3%	83
Tex-Mex		17.8%	178
Spanish		5.8%	58
Mediterranean		15.1%	151
None of the above / Does not apply		17.0%	170

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		10.6%	106
Fish & Chips		21.4%	214
Golf Course Restaurant, Bar or Snack Bar		6.7%	67
Barbeque		26.2%	262
Deli		21.6%	216
Breakfast or Brunch		35.1%	351
Appetizers		25.2%	252
Dessert		14.4%	144
Chicken Wings		12.8%	128
Hamburgers		48.3%	483
Chicken		32.1%	321
Frozen Yogurt		8.5%	85
Live or Raw food		3.6%	36
Tapas or Small Plates		6.3%	63
Theme Restaurants		4.0%	40
Soup		19.9%	199
Salad		32.7%	327
Pizza (Dine In)		9.6%	96
Pizza (Delivery)		20.6%	206
Steak		22.8%	228
Juice or Smoothies		9.6%	96
Sandwiches		38.1%	381

Value		Percent	Responses
Pizza (Carry Out)		44.1%	441
Pizza (Take & Bake)		22.2%	222
Seafood		24.7%	247
Vegan		3.1%	31
Steakhouse		15.5%	155
Sushi		15.3%	153
Vegetarian		8.2%	82
Pho		8.6%	86
None of the above / Does not apply		16.1%	161







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%	3
Purchase Commercial or Business Property		0.2%	2
Purchase Condominium or Townhouse		0.5%	5
Purchase Manufactured or Modular Home		0.5%	5
Purchase Investment Property		1.3%	13
Purchase Personal Residence		2.0%	20
Purchase Custom Built Home		0.6%	6
Purchase Residential Real Estate at an Auction		0.2%	2
Purchase Land or Agricultural Property		0.6%	6
Purchase Vacation Property		0.8%	8
Purchase Other		0.4%	4
None of the above / Does not apply		94.8%	949










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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.1%	1
Sell Personal Residence		2.2%	22
Sell Vacation Property		0.6%	6
Sell Condominium or Townhouse		0.1%	1
Sell Investment Property		1.3%	13
Sell Land or Agricultural Property		1.1%	11
Sell Commercial or Business Property		0.2%	2
Sell Manufactured or Modular Home		0.5%	5
Plan to Sell Home in Master-Planned Community		0.1%	1
Sell Other		0.5%	5
None of the above / Does not apply		94.0%	941







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		15.0%	3
New home, but outside of development		30.0%	6
New home that I will have contractor build		10.0%	2
Existing home less than 10 years old		35.0%	7
Existing home more than 10 years old		65.0%	13
Other		15.0%	3











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		1.5%	15
Rent House (Residence)		2.3%	23
Rent Manufactured or Modular Home		0.5%	5
Rent or Lease Commercial Property		0.6%	6
Rent Agricultural Land		0.2%	2
Rent Subsidized Housing		0.4%	4
Rent Condo/Townhouse		0.9%	9
Rent Section 8 Housing		0.4%	4
None of the above / Does not apply		95.2%	953

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%	27
Use a Realtor to Buy Real Estate		1.6%	16
Use a Realtor to Buy and Sell Real Estate		1.8%	18
Plan to Sell Property Myself		1.0%	10
Use a Real Estate Broker		0.9%	9
None of the above / Does not apply		92.7%	928

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%	12
Home Remodel or Renovation Loan		0.6%	6
Business Construction Loan		0.2%	2
Home Construction Loan		0.9%	9
Equity Loan		1.3%	13
Land Loan		0.4%	4
Reverse Mortgage		0.5%	5
Real Estate Loan for existing home		0.8%	8
Refinance Home		4.4%	44
None of the above / Does not apply		90.8%	909


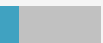
94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

Value	Percent	Responses
Craigslist Homes	3.9%	39
Facebook	2.3%	23
Google	3.6%	36
Auction.com	1.3%	13
Homes & Land	1.9%	19
Homes.com	2.4%	24
HomeFinder	5.2%	52
MLS.com	9.5%	95
National Real Estate Co. Site	2.2%	22
Local MLS Site	21.6%	216
RealEstate.com	3.7%	37
Realtor.com	16.4%	164
Realty.com	2.0%	20
Redfin	3.6%	36
Trulia	8.0%	80
Zillow	33.4%	334
ZipRealty.com	0.7%	7
None of the above / Does not apply	53.6%	537


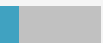
95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		7.3%	73
Apartmentguide.com		2.0%	20
Craigslist		10.2%	102
Forrent.com		0.4%	4
HomeFinder.com		4.6%	46
Hotpads.com		1.0%	10
Rent.com		4.5%	45
Sublet.com		0.2%	2
Trulia		5.6%	56
Zillow		17.7%	177
None of the above / Does not apply		72.4%	725


















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		79.9%	800
No, don't know who to call		20.1%	201
			Total: 1,001
















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		79.7%	798
No, don't know who to call		20.3%	203
			Total: 1,001

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		17.6%	176
Craft Beer		28.8%	288
Champagne		8.4%	84
Premium Hard Alcohol or Spirits		22.9%	229
White Wine		36.0%	360
Red Wine		39.9%	399
Major Brand Cigarettes		4.4%	44
Recreational Marijuana		4.6%	46
Marijuana Accessories		2.0%	20
Smokeless Tobacco		1.3%	13
Pipe Tobacco		0.4%	4
Discount Cigarettes		2.4%	24
Discount Hard Alcohol or Spirits		6.6%	66
Domestic Beer		27.1%	271
Electronic Cigarette Supplies		1.3%	13
Alcoholic Cider		9.8%	98
None of the above / Does not apply		28.6%	286








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		3.9%	39
Cannabis Edibles		5.5%	55
Cannabis Tinctures		1.6%	16
Cannabis Vaporizers		1.4%	14
Cannabis Cleaning Tools or Supplies		0.1%	1
Cannabis Concentrates		2.2%	22
Cannabis Pre-Rolls		1.9%	19
Organic Cannabis Products		1.5%	15
Cannabis Oil		2.6%	26
Cannabis Beauty & Skin Care Products		1.0%	10
Cannabis Beverages		0.5%	5
Cannabis Chocolates		1.4%	14
Medical Cannabis		3.2%	32
CBD Cannabis		5.8%	58
None of the above / Does not apply		86.2%	863

100. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the NEXT MONTH? (Check all that apply.)

Value		Percent	Responses
Bulk or Discounted Food Items		29.2%	292
Specialty Teas		14.3%	143
Specialty Coffee		32.5%	325
Gourmet Deli Counter Items		17.9%	179
Cookies		37.8%	378
Snack Cakes		4.6%	46
Potato Chips		51.0%	511
Soft Drinks		35.6%	356
Energy Drinks		7.4%	74
Energy Bars		15.5%	155
Noodle Bowls		12.1%	121
Cupcakes		5.6%	56
Birthday Cake		7.4%	74
Beef Jerky or Meat Sticks		14.2%	142
Bottled Water		29.9%	299
Candy		35.5%	355
Fruit		77.7%	778
Nuts		58.8%	589
Chocolates		42.5%	425
Ice cream		51.9%	520
Cheese		78.1%	782
Artisan Bread		33.4%	334








Value		Percent	Responses
Artisan Meats		8.2%	82
Sports Drinks		9.2%	92
Basic Condiments		41.2%	412
Artisan Condiments		7.0%	70
Canned Sauces		34.4%	344
Cereal		57.0%	571
Milk		74.5%	746
Chicken		79.6%	797
Pork		50.6%	507
Beef		65.4%	655
Fish		55.2%	553
Pasta		63.4%	635
Snack Mixes		10.3%	103
Vegetables		75.6%	757
Olive Oil		51.0%	511
Balsamic Vinegar		23.0%	230
Frozen Entrees		35.1%	351
Eggs		85.9%	860
Locally Raised Beef, Pork, Poultry		26.5%	265
Locally Grown Fruit and Vegetables		57.1%	572
Locally Produced Honey		21.2%	212
Organic Food		27.4%	274
Pickled Vegetables		15.4%	154

Value		Percent	Responses
Artisan Cheese		25.0%	250
Alternative "Meat" Products		9.3%	93
Sausage		43.8%	438
Donuts		14.7%	147
Pastries		19.4%	194
Game Meats		1.8%	18
None of the above / Does not apply		2.0%	20

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		23.5%	235
Attend Online Religious or Spiritual Services		19.1%	191
Donate to a Charity		42.7%	427
Donate to a Church		28.5%	285
Donate to Political Party or Government Representative		14.7%	147
Volunteer at Church		11.9%	119
Volunteer for Nonprofit Group		18.2%	182
Vote in Upcoming Local Elections		55.2%	553
Vote in Upcoming State or National Elections		58.0%	581
Purchase Season Tickets for Performing Arts		7.4%	74
Attend a Holiday Themed Performance		3.2%	32
Community Activity		17.5%	175
Support an Organization		16.8%	168
Make a Donation		34.4%	344
Register to Vote		6.9%	69
None of the above / Does not apply		13.0%	130
Join a New Church		1.5%	15
Donate Vehicle		0.3%	3
Have a Baby		0.4%	4
Get Married		1.2%	12
Retire		1.4%	14
Look into Private Schooling for Children		0.1%	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		9.2%	92
Go Mountain Biking		12.8%	128
Go Camping		30.8%	308
Go Hiking		43.7%	437
Go Fishing		28.1%	281
Go Backpacking		10.2%	102
None of the above / Does not apply		38.5%	385

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		32.9%	329
Local Business Blog		3.9%	39
Local Business Email		15.6%	156
Snapchat		7.3%	73
Instagram		28.8%	288
Cinema Ads		4.9%	49
Facebook Business Page		14.6%	146
Reviews on Yelp! or Google+		13.9%	139
YouTube Promo Video		10.5%	105
Local Business Text Message		6.8%	68
Pandora		24.1%	241
Online Yellow Pages		3.2%	32
Google Search		61.6%	617
eBay		26.6%	266
Spotify		13.1%	131
Pinterest		28.6%	286
Google+ Local		6.5%	65
Clicked on Google Sponsored Ad		12.2%	122
LinkedIn		19.6%	196
Craigslist		25.6%	256
Bing		12.4%	124
Twitter		15.3%	153

Value		Percent	Responses
Amazon		86.0%	861
None of the above / Does not apply		3.6%	36
CitySearch		1.4%	14
Digital Billboard		0.3%	3
Angie's List		2.3%	23
Xing		0.1%	1

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



Value		Percent	Responses
Yes		76.6%	767
No		23.4%	234
			Total: 1,001

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























Value		Percent	Responses
Yes		48.3%	483
No		51.7%	518

Total: 1,001








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

Value		Percent	Responses
Yes		40.8%	408
No		59.2%	593
			Total: 1,001



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		43.5%	435
Arts and Entertainment		30.3%	303
Automotive - (General)		19.9%	199
Automotive - (New Vehicle Dealership)		12.8%	128
Automotive - (Used Vehicle Dealership)		11.4%	114
Automotive - (Auto Parts store)		10.7%	107
Automotive - (Auto Repair business)		6.8%	68
Automotive - (Auto Body shop)		3.7%	37
Tire Business		13.9%	139
Beauty and Spa Related Businesses		15.9%	159
Community and State Services		23.5%	235
Education		13.4%	134
Employment Related Businesses		7.8%	78
Event Planning and Services		6.2%	62
Family Activity Related Businesses		7.4%	74
Farm Equipment and Agriculture Businesses		3.1%	31
Financial Services		9.3%	93
Fitness Businesses or Providers		6.9%	69
General Retail		42.2%	422
Grocery / Market		42.6%	426
Home and Garden Related Businesses		32.1%	321
Building Supply/Lumber Business		17.4%	174

Value		Percent	Responses
Home Service Businesses		8.6%	86
Home Service Contractors		8.8%	88
Hotel and Travel Related Businesses		22.8%	228
Local Services		27.7%	277
Medical Related Businesses - (General)		15.2%	152
Medical Related Businesses - (Chiropractor)		3.0%	30
Medical Related Businesses - (Dentist)		6.4%	64
Medical Related Businesses - (Hospital)		4.1%	41
Nightlife Related Businesses		5.1%	51
Pet / Animal		24.7%	247
Professional Services		13.6%	136
Real Estate Service Businesses		3.9%	39
Recreation Related Businesses		8.6%	86
Restaurant / Bar / Lounge		38.0%	380
Senior Related Businesses		7.0%	70
Specialty Food and Drink		15.5%	155
General Retail - Children's Clothing Store		4.8%	48
General Retail - Clothing Accessory Store		11.6%	116
General Retail - Computer Store		9.6%	96
General Retail - Furniture Store		10.9%	109
General Retail - Hardware Store		18.0%	180
General Retail - Home Entertainment Store		5.0%	50
General Retail - Jewelry Store		3.5%	35











Value		Percent	Responses
General Retail - Major Appliance Store		8.7%	87
General Retail - Men's Clothing Store		9.7%	97
General Retail - Mobile Phone Store		5.3%	53
General Retail - Shoe Store		12.4%	124
General Retail - Women's Clothing Store		18.2%	182
None of the above / Does not apply		13.1%	131
Child Related Businesses		2.5%	25
Motorsport Businesses		2.5%	25
General Retail - Farming and Agriculture Business		2.3%	23

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

Value		Percent	Responses
Yes		8.4%	84
No		91.6%	917

Total: 1,001

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		5.9%	59
Get a New Part Time Job		5.0%	50
Get a Temporary or Seasonal Job		3.1%	31
Use an Employment or Temporary Employment Agency		1.6%	16
Use a Career Counselor		0.2%	2
Get a Second (or Third) Job		1.6%	16
Get First Job after High School		0.4%	4
Get First Job after College		0.6%	6
Apply for Unemployment Benefits		6.5%	65
None of the above / Does not apply		83.4%	835

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
Customer Service		3.6%	36
Education		3.4%	34
None of the above / Does not apply		82.5%	825
Agriculture		0.8%	8
Automotive		0.3%	3
Retail		2.4%	24
Admin & Clerical		2.2%	22
Warehouse		0.7%	7
Construction		1.0%	10
Accounting		1.5%	15
Hotel - Hospitality		1.2%	12
Health Care		2.8%	28
Manufacturing		1.0%	10
Entry Level (New Graduate)		0.5%	5
Grocery		2.0%	20
Banking & Finance		0.9%	9
Child Care		0.3%	3
Real Estate		0.5%	5
Insurance		0.5%	5
Legal		0.6%	6
Management		2.8%	28

Value		Percent	Responses
Media		0.7%	7
NonProfit		2.0%	20
Government		2.7%	27
Installation - Maintenance - Repair		0.3%	3
Restaurant - Food Services		1.9%	19
Executive Level		1.4%	14
Engineering		1.1%	11
Sales & Marketing		1.3%	13
Information Technology		0.9%	9
Skilled Labor - Trades		0.8%	8
Transportation		1.0%	10







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		15.9%	159
Local Agency Site		10.0%	100
Craigslist		9.6%	96
Facebook		4.4%	44
Indeed.com		18.7%	187
LinkedIn		14.7%	147
Monster.com		6.9%	69
CareerBuilder		6.6%	66
GlassDoor		5.3%	53
SimplyHired.com		1.1%	11
AOL Jobs		0.5%	5
SnagAJob.com		0.7%	7
Dice.com		0.4%	4
USAjobs.gov		5.9%	59
USAjobs.org		3.1%	31
ZipRecruiter		5.4%	54
TheLadders		0.3%	3
None of the above / Does not apply		63.0%	631

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		9.8%	98
Yellow Pages directory		1.4%	14
Direct mail flyer		11.7%	117
Deal program/offer		7.0%	70
Facebook business page offer		8.0%	80
Billboard advertising		1.6%	16
None of the above / Does not apply		73.3%	734

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		3.0%	30
Read ads and keep them - using one or two		31.8%	318
Read ads and keep them - without using any		4.6%	46
Read ads but throw away without using any		23.1%	231
Throw ads away unread		34.7%	347
Do not receive direct mail or advertisements at home or PO Box		2.9%	29

Total: 1,001



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 %	31 3.1%	128 12.8%	536 53.5%	24 2.4%	87 8.7%	123 12.3%	72 7.2%	1,001
County election Count Row %	31 3.1%	118 11.8%	544 54.3%	33 3.3%	83 8.3%	111 11.1%	81 8.1%	1,001
State election Count Row %	33 3.3%	156 15.6%	497 49.7%	28 2.8%	96 9.6%	120 12.0%	71 7.1%	1,001
Total Total Responses								1001

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




Value		Percent	Responses
Yes		86.8%	869
No		13.2%	132
			Total: 1,001

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		93.7%	938
No		6.3%	63

Total: 1,001

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		18.9%	189
No		38.4%	384
Does not apply		42.8%	428

Total: 1,001

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

Value		Percent	Responses
Arts and Entertainment		3.7%	7
Business Consulting		6.8%	13
Education		4.7%	9
Health and Medical		9.5%	18
Hotel and Travel		3.2%	6
Local Services		3.2%	6
Real Estate		7.4%	14
Recreation		3.2%	6
Other		36.8%	70
Apparel and Accessories		2.1%	4
Automotive		2.6%	5
Beauty and Spa		2.1%	4
Child Related Businesses		1.6%	3
Event Planning and Services		0.5%	1
Family Activity		0.5%	1
Financial Services		2.1%	4
General Retail		2.1%	4
Grocery and Specialty Food/Drink		1.1%	2
Home and Garden		1.6%	3
Home Service Businesses		1.6%	3
Pet / Animal		1.1%	2
Pizza Restaurant Types		0.5%	1

Total: 190

Value		Percent	Responses
Restaurant / Bar / Lounge		2.1%	4
			Total: 190










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		7.9%	15
Use social media for promoting business		18.0%	34
Website optimized for mobile (responsive)		8.5%	16
Ongoing search optimization (SEO, SEM)		5.8%	11
Banner ads		4.8%	9
Cost-per-click ads (CPC, PPC)		4.8%	9
Cost-per-mille ads (CPM)		1.1%	2
Programmatic ads		1.6%	3
Retargeting ads		4.2%	8
Video ads		3.2%	6
Google ads (Adwords)		6.3%	12
Facebook ads		13.8%	26
Sponsored content		1.6%	3
Email advertising		10.1%	19
Site analytics		6.3%	12
Use a Digital Agency		2.6%	5
Digital ads through newspaper		4.8%	9
None of the above/Does not apply		67.2%	127









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		6.9%	13
Business Advertising		4.2%	8
Business Internet Service Provider		5.8%	11
None of the above / Does not apply		81.5%	154
Business Financial Consulting		2.1%	4
Business Advisory Services		0.5%	1
Business Cellular Phone Service		2.1%	4
Business Computer Consulting		0.5%	1
Business Construction Contractor		1.6%	3
Business Legal Services or Attorney		1.6%	3
Business Marketing Services		2.1%	4
Business Meetings or Conventions		1.1%	2
Business Payroll Services		2.1%	4
Business Printing Services		1.6%	3
Business Realty Services		1.6%	3
Business Sign Company Services		1.1%	2
Business Staffing or Temp Services		2.6%	5
Selling Small Business		1.6%	3
Business Online Meetings		2.6%	5
Business Bankruptcy		0.5%	1
Business General Broadcast Media Service		1.1%	2
Business Television Media Service		1.1%	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		1.1%	2
Buy New Office		0.5%	1
Add New Locations		1.1%	2
Renovate Existing Facilities		4.2%	8
Construct New Facilities		3.2%	6
Buy or Rent Industrial Space		2.1%	4
Buy or Rent Warehouse space		0.5%	1
Install New Commercial Carpeting		1.6%	3
None of the above / Does not apply		89.9%	170




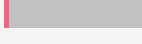


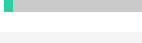
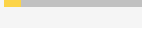
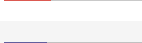
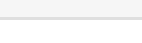
122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.1%	2
Purchase Used Business Automobiles		0.5%	1
Purchase New Business Trucks		1.6%	3
Lease New Business Automobiles		1.1%	2
Purchase Used Business Delivery Vehicles		0.5%	1
Purchase New Heavy Duty or Commercial Business Trucks		1.1%	2
Purchase Used Heavy Duty or Commercial Business Trucks		0.5%	1
None of the above / Does not apply		95.2%	180

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		1.6%	3
Business Health Insurance		2.1%	4
Business Dental Insurance		2.1%	4
Business 401K or Retirement Program		2.1%	4
Business "Key Man" Insurance		1.6%	3
Business Property Insurance		1.6%	3
Business Commercial Insurance		2.1%	4
None of the above / Does not apply		95.8%	181






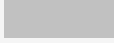
124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.6%	6
25 - 30		1.7%	17
31 - 34		2.4%	24
35 - 40		2.9%	29
41 - 45		4.5%	45
46 - 49		3.4%	34
50 - 54		5.8%	58
55 - 60		12.7%	127
61 - 69		33.6%	336
70 or older		32.4%	324

Total: 1,000









Avg 63

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

Value		Percent	Responses
Metro / Urban		24.1%	241
Small/Mid-Size Town		34.0%	340
Suburban		20.8%	208
Rural		16.6%	166
Vacation community		3.7%	37
Other		0.9%	9

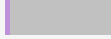
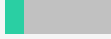

Total: 1,001

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	2
Some High School (Not Graduate)		0.1%	1
High School Graduate (12th grade)		5.6%	56
Vocational or Technical Training		4.3%	43
Some College		18.9%	189
College Graduate		29.4%	294
Some Post-Graduate Study (No Advanced Degree)		10.6%	106
Post-Graduate Degree		31.0%	310








Total: 1,001

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

Value		Percent	Responses
Under \$20,000		3.3%	32
\$20,000 - \$24,999		3.2%	31
\$25,000 - \$29,999		4.0%	38
\$30,000 - \$34,999		4.0%	38
\$35,000 - \$39,999		4.8%	46
\$40,000 - \$44,999		4.7%	45
\$45,000 - \$49,999		5.4%	52
\$50,000 - \$74,999		18.2%	174
\$75,000 - \$99,999		17.1%	164
\$100,000 - \$124,999		13.4%	128
\$125,000 - \$149,999		7.8%	75
\$150,000 - \$200,000		7.6%	73
Over \$200,000		6.5%	62






Total: 958
Avg \$92,763

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


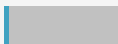



Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	6
Black or African-American		0.4%	4
Asian		0.8%	8
White or Caucasian		89.4%	895
Hispanic		1.4%	14
Other		1.7%	17
Prefer not to answer		5.7%	57

Total: 1,001





129. Are you...

Value		Percent	Responses
Male		36.0%	360
Female		60.6%	607
Gender Variant / Non-conforming		0.1%	1
Other		0.2%	2
Prefer not to answer		3.1%	31
			Total: 1,001

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


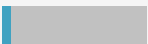



Value	Percent	Responses
Single Family Home 	86.0%	861
Apartment 	5.2%	52
Condominium 	4.3%	43
Mobile Home 	2.1%	21
Other 	2.4%	24
		Total: 1,001

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		85.2%	853
Rented		11.6%	116
Occupied Without Payment of Rent		1.3%	13
Other		1.9%	19

Total: 1,001

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

Value		Percent	Responses
None		87.4%	875
1		5.7%	57
2		4.4%	44
3		1.8%	18
4 or more		0.7%	7
			Total: 1,001