



Covid-19 Impact and Local Business Survey National Report - June 2020

Response Counts

Completion Rate:	100%	
Complete		 27,999

Total: 27,999

Are you 18 years of age or older?


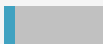







Value		Percent	Responses
Yes		100.0%	27,168
No		0.0%	0

Total: 27,168










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

Value		Percent	Responses
Local Newspaper		62.2%	16,893
Local Newspaper Website		44.8%	12,184
Local TV News		66.6%	18,098
National Broadcast News		61.5%	16,702
Local Radio		18.3%	4,976
Apple News		5.8%	1,571
Facebook		22.1%	6,006
Twitter		4.5%	1,233
Nextdoor		7.3%	1,981
Other		14.1%	3,843

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

Value		Percent	Responses
Local Newspaper		20.0%	5,423
Local Newspaper Website		12.2%	3,314
Local TV News		20.2%	5,495
National Broadcast News		28.8%	7,811
Local Radio		3.3%	910
Apple News		1.0%	269
Facebook		1.1%	300
Twitter		0.5%	133
Other		12.9%	3,513
			Total: 27,168




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		80.7%	21,933
Weekly updates on Covid-19 impact on our community		37.5%	10,177
Local resources available to our community to lessen impact of Covid-19		57.9%	15,732
Personal stories on the impact of Covid-19 on households		24.5%	6,648
Stories on the impact of Covid-19 on employment and local economy		50.5%	13,728
Online services being offered in the community		38.0%	10,318
Unemployment resources for persons laid off		18.4%	5,003
Assistance resources available for local businesses		19.5%	5,305
Other		6.0%	1,632


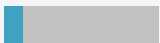
What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		65.7%	17,843
New hours		62.8%	17,051
Services that are being offered		80.2%	21,779
New services being offered		53.5%	14,536
Online services being offered		59.5%	16,153
Employment needs		19.7%	5,343
Other		2.7%	733

Which of the following have you or any members of your household done in the past 24 HOURS?

Value		Percent	Responses
Listened to Local Radio		40.8%	11,076
Watched Local Television		79.1%	21,503
None of the above / Does not apply		12.3%	3,345

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

Value		Percent	Responses
Yes		87.7%	23,824
No		12.3%	3,345

Total: 27,169

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		28.4%	6,994
Local Daily Newspaper		89.8%	22,132
Local Paid Weekly Community Newspaper		16.5%	4,064
Local Free Weekly Print Publication		23.2%	5,706
Local Alternative Publication		7.4%	1,819
Local City or Regional Magazine		22.1%	5,448
Local Specialty Publication		10.2%	2,516
Local Business Publication		10.1%	2,486
Local Ethnic Publication		1.5%	368
Local Parenting Publication		1.2%	290
Local Senior Publication		9.8%	2,403
None of the above / Does not apply		1.9%	456






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		4.9%	1,380
Auto Detailing Shop		5.3%	1,493
Auto Glass Repair Shop		2.8%	777
Oil Change Station		41.1%	11,512
Auto Parts Store		16.1%	4,507
Auto Repair Shop		25.0%	6,989
New Vehicle Dealership		11.1%	3,112
Used Vehicle Dealership		4.0%	1,111
Recreation Vehicle (RV) Dealership		1.2%	347
RV or Camper Repair		1.7%	487
Tire Store		13.1%	3,663
None of the above / Does not apply		26.9%	7,522

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%	171
Used Farm Equipment Dealer		0.6%	163
Farm Truck and Tractor Repair Shop		1.4%	386
Agriculture Farm Supply Store		9.9%	2,760
Agricultural Service		1.8%	516
Farming Structure Building Contractor		0.3%	97
Animal Feed Store		10.3%	2,893
None of the above / Does not apply		82.3%	23,043

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

Value		Percent	Responses
Bakery		49.0%	13,700
Ethnic Food Restaurant		41.6%	11,652
Liquor Store		39.6%	11,072
Wine Shop		22.0%	6,158
None of the above / Does not apply		22.4%	6,265










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		11.8%	3,310
Farmers Market		31.8%	8,889
Grocery Store (Co-op)		29.1%	8,144
Grocery Store (Neighborhood/Local/Mom & Pop)		72.0%	20,162
Specialty Food Market		19.2%	5,368
None of the above / Does not apply		9.2%	2,588



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

Value		Percent	Responses
Barbershop		50.8%	14,206
Day Spa		7.9%	2,225
Nail Salon		28.1%	7,877
None of the above / Does not apply		34.8%	9,747






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

Value		Percent	Responses
Bicycle Shop		5.7%	1,607
Bicycle Repair Shop		7.1%	2,001
Bicycle Rental Service		0.6%	171
Golf Course		15.8%	4,413
Gun Shooting Range		7.2%	2,011
Gun Store		6.6%	1,854
New Sporting Goods Store		16.9%	4,741
Used Sporting Goods Store		2.6%	741
None of the above / Does not apply		60.7%	16,976

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

Value		Percent	Responses
Catering Service		4.0%	1,128
None of the above / Does not apply		96.0%	26,860







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		11.8%	3,310
Community College		7.0%	1,958
Tutoring Center		0.9%	257
Private Tutor		1.4%	397
None of the above / Does not apply		82.3%	23,037








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

Value		Percent	Responses
Bank		23.8%	6,672
Credit Union		13.5%	3,786
Financial Advisor		11.3%	3,163
Stockbroker		3.7%	1,028
None of the above / Does not apply		67.0%	18,738





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

Value		Percent	Responses
Credit Repair Service		1.1%	307
Debt Consolidation Company		1.4%	386
Payday Loan Company		0.4%	99
Tax Return Service		17.3%	4,852
Title Loan Company		2.1%	579
None of the above / Does not apply		79.7%	22,294

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		6.8%	1,907
Dentist		26.9%	7,530
General Practitioner		14.1%	3,950
Family Practitioner		15.5%	4,333
Optometrist		12.4%	3,459
Pediatrician		2.2%	614
None of the above / Does not apply		60.3%	16,868















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%	2,928
Hospital		2.2%	607
Medical Clinic		8.3%	2,333
None of the above / Does not apply		84.2%	23,574



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		16.5%	4,631
Mental Health Provider		7.9%	2,222
Denture or Implant Specialist		8.2%	2,296
Ear, Nose & Throat Doctor		9.0%	2,507
Home Health Care Provider		2.9%	808
Internal Medicine Doctor		32.9%	9,195
Nutritionist or Dietician		2.5%	691
Physical Therapist		10.6%	2,956
Psychiatrist		3.8%	1,063
None of the above / Does not apply		43.1%	12,065

















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

Value		Percent	Responses
Alcoholism Treatment Program		0.3%	92
Hearing Aid Center		9.3%	2,612
Hospice Care Provider		0.4%	116
Laboratory or Medical Testing Facility		25.2%	7,047
Medical Marijuana Dispensary		3.3%	925
Medical Spa		1.0%	266
Mental Health Clinic		2.5%	690
Medical Supply Store		3.7%	1,029
Pain Clinic		3.9%	1,103
Rehabilitation Clinic		1.3%	352
Sleep Disorder Clinic		2.8%	773
Urgent Care Clinic		4.4%	1,231
Walk-In Clinic		4.9%	1,374
None of the above / Does not apply		56.9%	15,924

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

Value	Percent	Responses
Taxi Service 	4.7%	1,314
None of the above / Does not apply 	95.3%	26,674

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		2.9%	807
Courier or Delivery Service		14.3%	4,014
Cremation Service Provider		0.7%	185
Dry Cleaning or Laundry Service		21.3%	5,960
Electronics Repair Shop		2.3%	631
Funeral Service Provider		0.8%	216
Information Technology (IT) Service		4.5%	1,248
Marriage Counselor		0.5%	153
Moving Truck Rental Company		2.0%	553
Mobile or Cell Phone Repair Shop		4.9%	1,382
Propane Dealer		11.6%	3,235
Self-Storage Facility		7.0%	1,971
Sewing and Alterations Shop		6.3%	1,765
Small Engine Repair Shop		3.6%	1,020
Shipping Center		18.0%	5,040
None of the above / Does not apply		44.0%	12,318












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		12.9%	3,607
Church		43.1%	12,055
Community Organization		9.9%	2,764
Community Service or Non-Profit Organization		17.8%	4,980
None of the above / Does not apply		44.7%	12,505















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

Value		Percent	Responses
Electrician		8.8%	2,464
Painting Contractor		8.8%	2,469
Plumber or Plumbing Contractor		9.4%	2,620
None of the above / Does not apply		80.0%	22,399

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		3.9%	1,104
Concrete Contractor		3.5%	987
Furnace Contractor		2.6%	724
General Contractor		7.0%	1,947
Handyman		20.8%	5,816
Heating & Air Conditioning Service		20.0%	5,584
Home Security Company		2.6%	740
Junk Removal or Hauling Service		5.8%	1,621
Kitchen or Bath Remodeling Company		4.6%	1,275
Landscaping Service		25.3%	7,088
Mover or Moving Company		1.6%	460
New Home Builder		0.5%	151
Remodeling Contractor		4.7%	1,309
Roofing Contractor		4.2%	1,172
Septic Tank Contractor		2.5%	698
None of the above / Does not apply		41.4%	11,589



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%	3,737
Fuel or Oil Home Heating Service		3.0%	845
Furnace Cleaning Service		4.8%	1,341
Home Theater Installation Service		0.3%	89
Home Gardening Service		9.6%	2,688
House Cleaning Service		17.5%	4,895
Landscaper		16.1%	4,502
Pest Control Service or Exterminator		18.1%	5,066
Pool Cleaning Service		4.2%	1,184
Shades & Blinds Installation Service		3.6%	996
Television or Internet Service Provider		20.1%	5,622
Water Treatment Supply & Service		1.8%	513
Window & Door Installation Service		4.0%	1,119
None of the above / Does not apply		38.9%	10,895



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		3.8%	1,053
Adult Day Care		0.4%	105
Assisted Living Facility		1.1%	296
Nursing Home		0.6%	173
Respite Relief Provider		0.5%	151
Retirement Counselor		0.9%	242
Retirement Home		0.7%	187
Senior Center		6.9%	1,930
None of the above / Does not apply		87.2%	24,415









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		2.5%	696
None of the above / Does not apply		97.5%	27,292

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

Value	Percent	Responses
Children's Clothing Store 	10.3%	2,893
None of the above / Does not apply 	89.7%	25,095







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		3.2%	901
Animal Shelter		2.6%	738
Bird Seed Store		8.6%	2,393
Pet Groomer		16.6%	4,653
Pet Sitter		3.3%	917
Pet Store		25.4%	7,121
Veterinarian		33.7%	9,441
None of the above / Does not apply		47.8%	13,390

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	4.6%	1,297
Real Estate Brokerage Firm	1.2%	328
None of the above / Does not apply	94.9%	26,554

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











Value		Percent	Responses
Apartment Rental Agency		2.1%	594
Estate Liquidator		0.5%	144
Mortgage Banker		3.3%	923
Mortgage Broker		2.8%	788
Real Estate Appraiser		3.7%	1,033
None of the above / Does not apply		90.7%	25,389

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		54.9%	15,365
Family Style Restaurant		54.1%	15,141
Food Cart/ Food Truck		12.3%	3,442
Fine Dining Restaurant		27.8%	7,779
Restaurant with Lounge or Bar		27.7%	7,752
Pizza Restaurant		57.1%	15,973
None of the above / Does not apply		16.1%	4,507

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		10.7%	3,001
Consignment Shop		12.3%	3,452
Craft Supply Store		21.7%	6,085
Bookstore		30.3%	8,484
Christian Book Store		3.8%	1,060
Computer Store		8.2%	2,290
Department Store		48.2%	13,481
Discount Store		37.1%	10,394
Drugstore or Pharmacy		72.8%	20,364
Fabric Store		13.3%	3,730
Florist		6.6%	1,850
Gift Shop		8.2%	2,293
Gun Shop		6.7%	1,886
Hobby Shop		11.3%	3,150
Marijuana Dispensary		6.3%	1,762
Mobile Phone Store		10.9%	3,044
Shopping Center		34.5%	9,644
Thrift Store		22.1%	6,199
Wholesale, Warehouse or Club Store		41.7%	11,666
Yarn Store		4.0%	1,108
Yard Equipment Store		12.4%	3,473

Value		Percent	Responses
Vitamin or Supplement Store		10.7%	2,992
None of the above / Does not apply		6.2%	1,732
Equipment Rental Store		2.4%	678
Gold/Silver/Precious Metal Dealer		1.5%	429
Military Surplus Store		1.1%	317
Monument or Memorial Company		0.7%	195
Pawn Shop		1.5%	424
Religious Supply or Gift Shop		2.3%	649
Survival Store		0.7%	199
Security Service		0.8%	219

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		24.6%	6,878
Free delivery		37.8%	10,575
Drive-thru		59.4%	16,613
Carryout		64.0%	17,911
Curbside carryout		56.7%	15,869
Other		1.9%	542
None of the above / Does not apply		10.8%	3,012

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		40.1%	11,226
Carpet Store		3.5%	978
Fireplace, Wood Stove or Barbeque Store		2.5%	707
Flooring Store		5.7%	1,607
Furniture Store		9.6%	2,677
Hardware Store		44.9%	12,559
Home & Garden Center		58.0%	16,234
Home Decor Store		10.4%	2,920
Hot Tub or Spa Dealer		1.7%	486
Major Appliance Store		5.6%	1,569
Mattress or Bedding Store		5.4%	1,501
Outdoor Furniture Store		5.1%	1,441
Plant Nursery & Garden Supply Store		39.5%	11,047
Paint Store		14.3%	3,990
Tool Rental Center		2.2%	626
TV & Appliance Store		3.4%	959
Vacuum Store		1.9%	526
None of the above / Does not apply		17.4%	4,873




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

Value		Percent	Responses
Clothing Accessory Store		13.5%	3,784
Clothing Store		51.6%	14,443
Eyewear & Opticians Store		21.5%	6,010
Jewelry Store		3.8%	1,064
Shoe Store		28.9%	8,100
None of the above / Does not apply		36.0%	10,065

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

Value		Percent	Responses
Accountant or CPA		6.8%	1,914
Insurance Agency		5.8%	1,630
Legal Firm or Attorney		5.1%	1,435
Tax Advisor		4.6%	1,294
None of the above / Does not apply		83.2%	23,279




















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

Value		Percent	Responses
Employment or Staffing Agency		3.1%	865
Life Coach		0.9%	255
None of the above / Does not apply		96.2%	26,919









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

Value		Percent	Responses
Purchase New Class A RV		0.1%	33
Purchase New Class B RV		0.1%	37
Purchase New Class C RV		0.2%	51
Purchase New Travel Trailer or 5th Wheel		0.4%	102
Purchase New Camper Shell		0.1%	28
Purchase Used Class A RV		0.2%	69
Purchase Used Class B RV		0.2%	54
Purchase Used Class C RV		0.3%	73
Purchase Used Travel Trailer or 5th wheel		0.6%	156
Purchase Used Camper Shell		0.1%	36
None of the above / Does not apply		98.4%	27,545

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		2.5%	690
New Luxury Vehicle - Under \$50,000		0.7%	194
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	174
New Luxury Vehicle - Over \$75,000		0.2%	54
New Van		0.1%	21
New Minivan		0.2%	57
New SUV		2.6%	732
New Truck		1.1%	309
New Hybrid or Electric Vehicle		0.9%	247
Used Car		3.5%	988
Used Luxury Vehicle - Under \$30,000		0.7%	197
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	118
Used Luxury Vehicle - Over \$50,000		0.1%	30
Used Van		0.2%	61
Used Minivan		0.3%	90
Used SUV		2.4%	663
Used Truck		1.8%	492
Used Hybrid or Electric Vehicle		0.6%	174
None of the above / Does not apply		87.4%	24,462

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

Value		Percent	Responses
Compact car		1.7%	466
Full-size car		1.2%	334
Luxury vehicle (any size)		1.0%	284
Midsized car		2.2%	621
Pickup truck		2.7%	754
Sport utility vehicle (SUV)		8.1%	2,276
Van or minivan		0.9%	250
None of the above		82.2%	23,003



Total: 27,988

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		4.5%	1,266
Ford		5.0%	1,402
Honda		4.9%	1,371
Subaru		3.9%	1,093
Toyota		6.8%	1,905
None of the above / Does not apply		79.9%	22,374
Acura		1.0%	272
Audi		1.0%	270
BMW		1.2%	333
Buick		1.1%	319
Cadillac		0.9%	247
Chrysler		0.8%	229
Dodge		1.9%	538
Fiat		0.1%	41
GMC		2.4%	658
Hyundai		2.6%	740
Infiniti		0.5%	144
Jeep		1.8%	512
Kia		1.9%	535
Land Rover		0.4%	120
Lexus		1.5%	415























Value		Percent	Responses
Lincoln		0.8%	211
Mazda		1.3%	372
Mercedes-Benz		1.0%	273
Mini		0.2%	63
Mitsubishi		0.3%	90
Nissan		2.4%	683
Porsche		0.4%	100
Saab		0.1%	25
Scion		0.1%	27
Suzuki		0.1%	36
Tesla		0.9%	238
Volkswagen		1.2%	326
Volvo		0.8%	229

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		5.1%	1,437
No		94.9%	26,551















Total: 27,988

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







Value		Percent	Responses
Office Equipment		6.2%	1,746
Printer		5.1%	1,439
Ink or Printer Cartridges		40.0%	11,187
Wi-Fi for Home		3.0%	830
Headphones		7.6%	2,121
Smartphone Charger		4.6%	1,291
Surge Protector		3.2%	892
Batteries for Electronics		30.5%	8,542
None of the above / Does not apply		40.7%	11,397
Home Theater System		0.7%	208
GPS Device (Handheld or In-Vehicle)		1.1%	303
Satellite Radio		1.1%	321
Satellite TV System		0.5%	146
Stereo System (Home)		0.7%	191
Portable Speakers		1.7%	467
Wireless Speakers		2.1%	580
Smartwatch		2.4%	670
Phone or Tablet Controlled Home Tech Products		2.3%	642
Noise Canceling Headphones		2.7%	755
Phone Calling Card		1.4%	383
Compact/Mini Projector		0.4%	110
Wearable Electronics		0.9%	264

Value		Percent	Responses
Healthcare Device		2.9%	805
Aerial Drone		0.9%	263
ShortWave Radio		0.3%	78
Wireless Hotspot		1.2%	344
Assistive Technology for Hearing		2.1%	583
Virtual Reality Headset		0.4%	98
Smart Sports Equipment		0.2%	65





















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		0.7%	185
Camera (Digital) SLR		0.9%	262
Camera Accessories or Supplies		1.2%	323
Camera Lens		0.9%	253
Computer Accessories		4.1%	1,143
Computer Software		3.0%	843
E-Reader (Kindle or Similar)		1.2%	345
Tablet (iPad or Similar)		4.0%	1,127
Personal Computer		2.7%	745
Laptop Computer		6.3%	1,771
TiVo or DVR		0.5%	137
4K Ultra HD TV		2.8%	787
Smart TV		3.8%	1,065
None of the above / Does not apply		79.5%	22,259

Which of the following types of phones do you and the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Smartphone		11.2%	3,121
Conventional Cell Phone		3.1%	878
Prepaid Cell Phone		1.0%	277
Unlocked Cell Phone		1.1%	301
Large-Screen Smartphone		1.9%	533
None of the above / Does not apply		84.1%	23,533






















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

Value		Percent	Responses
Anniversary Jewelry		2.1%	582
Necklaces		2.4%	670
Engagement Rings		0.3%	79
Wedding Rings		0.5%	132
Rings (Other)		1.9%	543
Earrings		5.6%	1,573
Pendants		1.0%	286
Celtic Jewelry		0.8%	215
Diamond Jewelry		1.1%	301
Silver Jewelry		1.8%	504
Gemstone Jewelry		1.3%	354
Pearl Jewelry		0.5%	136
Men's Jewelry		0.5%	146
Costume Jewelry		3.7%	1,047
Designer Jewelry		1.0%	273
Jewelry Box or Organizer		0.5%	150
Men's High-End Watch		0.4%	115
Women's Watch		1.3%	373
Women's Jewelry		4.1%	1,139
None of the above / Does not apply		86.1%	24,101



















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

Value	Percent	Responses
Auto Insurance	7.0%	1,971
Crop Insurance	0.1%	29
Dental Insurance	1.8%	501
Disability Insurance	0.3%	90
Homeowner Insurance	5.3%	1,487
Life Insurance	2.2%	611
Medical (Health) Insurance	1.8%	499
Medicare	1.5%	413
Long Term Care Insurance	0.8%	210
Pet Insurance	0.8%	231
Renters Insurance	1.4%	386
Agriculture Insurance	0.2%	55
Professional Liability Insurance	0.5%	152
None of the above / Does not apply	86.1%	24,107
















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		3.5%	968
Family Practice Doctor		6.1%	1,719
Optometrist		4.1%	1,154
Primary Care Provider		6.0%	1,686
Drugstore or Pharmacy		6.1%	1,718
None of the above / Does not apply		79.5%	22,260
Acupuncture		1.6%	457
Audiologist		1.3%	375
Counseling & Mental Health Specialist		1.8%	502
Geriatric Specialist		0.4%	100
Home Healthcare		0.3%	76
Hospital		0.9%	252
Medical Clinic		2.0%	554
Pediatric Dentist		0.4%	103
Pediatrician		0.6%	169
Wellness Business		0.5%	126
Substance Abuse Treatment Provider		0.1%	31
Weight Loss Service		1.0%	270
Alternative Care Provider		0.6%	178
Physical Therapy or Rehabilitation service provider		1.8%	506
Hearing Aid Center		1.8%	490






















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%	245
Bankruptcy Attorney		0.5%	134
Banking, Partnership & Business Law Attorney		1.4%	391
Child Support Attorney		0.3%	92
Criminal Law Attorney		0.2%	50
Disability & Social Security Attorney		0.5%	135
Divorce & Family Law Attorney		0.9%	249
DWI, DUI, OWI, OUI Attorney		0.1%	28
Employment Discrimination or Labor Issues Attorney		0.4%	105
General Practice Attorney		1.9%	524
Intellectual Property Attorney		0.2%	46
Malpractice Attorney		0.2%	51
Patent, Trademark & Copyright Attorney		0.2%	49
Probate Attorney		0.8%	218
Real Estate Attorney		2.0%	547
Taxation Attorney		0.5%	148
Wills, Trusts & Estates Attorney		14.5%	4,056
None of the above / Does not apply		79.2%	22,165


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

Value		Percent	Responses
Dental Checkup		51.1%	14,292
Teeth Cleaning		45.6%	12,772
Cavity Filling		8.7%	2,447
Crown		7.9%	2,216
Oral Surgery		2.2%	622
Braces		2.2%	614
Composite Bonding		1.0%	280
Dental Implants		4.8%	1,333
Dental Veneers		0.4%	124
Dentures		2.0%	556
Full Mouth Reconstruction		0.3%	78
Inlays or Onlays		0.2%	67
Smile Makeover		0.3%	80
Teeth Whitening		2.5%	696
None of the above / Does not apply		25.3%	7,091












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		49.8%	13,941
Purchase Health Related Products		8.7%	2,439
Use Physical Rehabilitation Services		3.3%	916
Purchase Health and Wellness Supplements		17.0%	4,766
Receive Treatment for Back Pain		5.8%	1,635
Have an Eye/Vision Exam		32.5%	9,084
Purchase Prescription Eyeglasses		16.4%	4,585
Purchase Prescription Contact Lenses		5.2%	1,450
Have an Annual Physical or Checkup		28.7%	8,032
Have X-Rays Taken		4.7%	1,308
Have a Scheduled Surgery		4.0%	1,106
Have Blood Drawn for Testing		28.9%	8,084
Plan to Visit a Hospital for any Medical Service or Procedure		6.4%	1,795
Have Foot Problems Diagnosed or Treated		5.5%	1,548
Senior Travel		4.2%	1,171
Purchase Allergy Medications		15.6%	4,364
Use Personal Trainer or Instructor		3.7%	1,049
Cardiovascular Treatment		4.6%	1,277
Cancer Treatment		3.6%	1,001
Chiropractic Care		11.6%	3,234
Do Corrective Exercises		4.8%	1,349









Value		Percent	Responses
Purchase Diabetes Testing Supplies		6.0%	1,689
Get Vaccinations at Drug Store or Pharmacy		7.8%	2,188
Discretionary Health Care and Wellness Services and Products		4.8%	1,357
Purchase Marijuana		4.4%	1,219
Purchase Vitamins		37.9%	10,612
Purchase Hemp Based Supplements		3.2%	908
Purchase Anti Anxiety Medication or Supplements		6.1%	1,698
None of the above / Does not apply		19.4%	5,434
Purchase Elder Care-Related Products or Services		1.2%	335
Purchase Medical Supplies or Equipment for Home		2.4%	680
Find Home for Aging Parent		0.6%	164
Participate in a Medical Study		1.1%	312
Stop Smoking		1.1%	307
Purchase a Mobility Device		0.5%	130
Receive Treatment for Vehicle or Workplace Injury		0.4%	103
Handicap Accessible Products		1.2%	339
Purchase Orthopedic Shoes		1.1%	318
Purchase Home Medical Testing Equipment or Supplies		1.1%	315
Hire a Personal Care Assistant		0.2%	62
Hire a Caregiver or Respite Worker		0.5%	147
Purchase "Aging in Place" Products		0.8%	219
Purchase a Medical Alert Service		0.4%	109
Have Safety Bars Installed in Bathroom		1.0%	281

Value		Percent	Responses
Receive Treatment for a Sleep Disorder		2.8%	792
Stroke Treatment		0.2%	53
Orthopaedic or Knee Surgery		1.8%	516
Memory or Alzheimer's Care		0.6%	177
Nutritional Counseling		1.3%	377
Spinal and Postural Screening		0.6%	164
Physiotherapy		1.0%	290
Receive Treatment for Substance Abuse		0.3%	73
Purchase Blood Pressure Monitoring Device		1.5%	421
Receive Aquatic Therapy		0.7%	199
Join a Weight Loss Group		1.3%	366
Purchase Weight Loss Supplements		1.3%	359
Purchase Weight Loss Food Plan		0.9%	242
Have Reflexology Treatment		0.6%	159
Hire a Weight Loss Professional		0.5%	130
Have Cataract Surgery		1.8%	514
Have Acupuncture		2.8%	791
Receive Treatment for PTSD		1.1%	303










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.1%	32
Purchase a "In-the-Ear" Hearing Aid		0.9%	239
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	138
Purchase a Digital Hearing Aid		1.0%	275
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	248
Purchase Hearing Aid Cleaning Supplies		1.2%	327
Purchase Hearing Aid Batteries		5.1%	1,436
Purchase a "In-the-Canal" Hearing Aid		0.7%	197
Purchase a Analog Hearing Aid		0.1%	26
Have a Hearing Exam		8.0%	2,247
None of the above / Does not apply		87.1%	24,367














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%	157
Pre-purchase a Funeral Plot or Cremation Service		2.5%	689
Purchase a Monument or Headstone		0.8%	219
Use a Funeral Planner		0.9%	250
Purchase Flowers for a Funeral		0.7%	208
Use a Cremation Service		0.8%	226
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	74
None of the above / Does not apply		94.9%	26,566




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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.5%	138
Move into a Assisted Living Facility		0.4%	119
Move into a Nursing Home		0.2%	47
Move into a Alzheimer's Care Facility		0.1%	38
Move Into a Hospice Facility		0.1%	25
Hospice to your Home or House		0.3%	94
Move into Residential Care Home		0.2%	45
Utilize a Respite Provider		0.5%	129
None of the above / Does not apply		98.2%	27,496













Which of the following FINANCIAL SERVICES do you or anyone in your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Open Checking Account		1.6%	438
Open Savings Account		2.0%	554
Online Banking		47.6%	13,314
Manage Investments		19.7%	5,526
Manage Retirement Accounts		20.4%	5,723
Mortgage Line of Credit		2.6%	739
Financial Consulting		12.3%	3,429
Financial Services		11.3%	3,174
Safe Deposit Box Rental		4.7%	1,314
Obtain New Credit Card		1.7%	486
Payday Loan or Check Cashing Business		0.3%	78
Use Vehicle Title Loan Company		0.4%	98
None of the above / Does not apply		35.9%	10,036

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%	838
Certificates of Deposit		6.5%	1,819
City or State Bonds		1.8%	503
Collectibles, Antiques or Art		1.2%	325
Common or Preferred Stock		9.5%	2,667
Corporate Bonds or Debentures		2.1%	598
401(k)		16.8%	4,690
Gold or Precious Metals		1.6%	445
IRA		11.2%	3,148
Money Market Funds		9.1%	2,540
Mutual Funds		12.1%	3,399
Non-US Stocks		1.9%	534
Options		0.7%	196
US Savings Bonds		1.3%	353
US Treasury Notes		1.3%	371
Coins or Stamps		1.5%	426
None of the above / Does not apply		62.1%	17,367

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%	58
Business Equipment Loan		0.5%	134
Carpeting or Furniture Loan		0.2%	61
College Expenses Loan		0.7%	196
College Tuition Loan		1.6%	444
Debt Consolidation Loan		1.5%	415
Medical Expenses Loan		0.2%	60
New Vehicle Loan		2.2%	618
Used Vehicle Loan		2.4%	683
Vacation or Travel Loan		0.2%	50
Wedding Loan		0.1%	25
None of the above / Does not apply		92.4%	25,858

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













Value		Percent	Responses
Athletic Apparel		23.0%	6,449
Nail Polish		7.9%	2,206
Eyewear or Sunglasses		21.7%	6,065
Handbags		7.0%	1,947
Hats		4.4%	1,231
Intimate Apparel		10.3%	2,893
Jewelry or Accessories		6.1%	1,696
Perfume		4.4%	1,222
Men's Apparel		26.7%	7,465
Men's Shoes		17.6%	4,936
Men's Underwear		14.5%	4,063
Women's Apparel		43.0%	12,032
Women's Pajamas or Sleepwear		10.9%	3,056
Women's Shoes		28.7%	8,028
Women's Underwear		19.2%	5,384
Socks		17.2%	4,810
Outerwear		5.1%	1,420
None of the above / Does not apply		29.2%	8,164
Coats		2.6%	717
Watches		2.1%	598
Luggage or Bags		1.7%	473

Value		Percent	Responses
Scarves		1.8%	498
Uniforms		1.4%	394
Western Clothing		1.6%	437

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		1.6%	446
Children's Pants		6.1%	1,701
Children's T-Shirts		9.0%	2,531
Children's Dresses		4.3%	1,193
Children's Pajamas or Sleepwear		5.7%	1,585
Children's Socks		5.0%	1,392
Children's Shorts		8.6%	2,420
Infant Clothing		4.8%	1,344
Children's School Uniform		0.8%	237
Children's Athletic Clothing		5.9%	1,660
None of the above / Does not apply		84.1%	23,533

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)		24.5%	6,862
Boots (Men's)		2.7%	751
Cowboy Boots (Men's)		0.8%	220
Work & Safety (Men's)		3.1%	880
Sneakers		13.9%	3,901
Classic & Fashion Sneakers (Women's)		9.5%	2,653
Work & Safety (Women's)		1.8%	516
Cowboy Boots (Women's)		0.7%	206
Athletic & Outdoor Shoes (Women's)		28.0%	7,842
Athletic & Outdoor Shoes (Children's)		7.0%	1,957
Cowboy Boots (Children's)		0.3%	77
None of the above / Does not apply		48.5%	13,582

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		9.0%	2,527
Have Clothing Dry Cleaned		20.7%	5,789
Have Shoes Repaired		5.3%	1,488
Rent or Purchase a Costume		0.3%	72
Wash Clothing at a Laundromat		3.6%	1,012
Purchase Custom Made Clothing Items		0.6%	164
None of the above / Does not apply		70.8%	19,809






















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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.9%	1,087
Bicycle Tune-Up or Repair		7.7%	2,166
Camping or Hiking Equipment		5.8%	1,620
Exercise or Fitness Equipment		6.4%	1,794
Fishing Rods or Reels		3.9%	1,091
Fishing Bait or Attractant		7.6%	2,141
Fishing Accessories		9.5%	2,645
Golf Clubs or Equipment		5.7%	1,603
Ammunition		9.5%	2,667
Swimming Gear		4.8%	1,351
Hand Gun		3.9%	1,090
None of the above / Does not apply		61.8%	17,300
Archery Equipment		1.2%	327
High End Bicycle		0.4%	118
Bicycle Rental		0.8%	214
Hunting Gear		1.6%	435
Running or Jogging Equipment		2.7%	760
Soccer Equipment		0.9%	262
Sports Equipment (Children)		1.8%	515
Trampoline		0.5%	147
Trophies or Plaques		0.2%	57
Weight Lifting Equipment		2.7%	765























Value		Percent	Responses
Used Sporting Equipment		1.3%	360
Rifle		1.7%	487
Shotgun		1.6%	452

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

Value		Percent	Responses
Bark Dust or Mulch		33.1%	9,255
Bedding Flowers or Perennials		46.7%	13,084
Fertilizer		28.9%	8,100
Flower Pots		19.0%	5,311
Garden Ornaments		7.3%	2,038
Gravel or Rock		11.2%	3,126
Hand Garden Tools		10.0%	2,794
Landscaping		11.5%	3,212
Indoor Garden Supplies		3.3%	937
Decorative Rock		7.2%	2,019
Lawn Seed, Turf or Sod		8.7%	2,422
Outdoor Furniture		5.8%	1,635
Outdoor Grill		4.1%	1,139
Patio Furniture		5.3%	1,495
Propane		15.4%	4,304
Shrubbery or Trees		10.1%	2,824
Stone (Cast, Crushed or Natural)		3.1%	881
Insect or Fungus Control Products		10.5%	2,928
None of the above / Does not apply		26.1%	7,305
Chainsaw		1.2%	336
Fountains		1.7%	471
Gate		1.4%	405























Value		Percent	Responses
Gazebo		0.6%	158
Insects (Bees or Other Beneficial Species)		1.8%	508
Outdoor Fireplace or Fire Pit		2.4%	670
Patio Heater		0.6%	163
Outdoor Infrared Heater or Fireplace		0.4%	110
Outdoor Smoker		0.7%	193
Outdoor Kitchen Equipment		0.5%	141
Outdoor Entertainment Center		0.3%	86
Patio Cover, Awning or Canopy		2.0%	563
Pole Shed		0.3%	93
Portable Outdoor Heater		0.3%	87
Power Garden Tools		1.4%	396
Lawn Mower (Push)		2.3%	649
Lawn Mower (Riding)		0.9%	249
Rototiller		0.5%	139
Screen Porch		0.7%	196
Storage Shed		2.3%	632
Leaf Blower		1.3%	365
Outdoor Garden Flags		2.1%	599
Snow Blower		0.2%	63
Greenhouse		1.0%	271

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		13.4%	3,756
Bird Seed		15.2%	4,263
Cat Food		25.5%	7,123
Dog Food		34.2%	9,569
Fish Food		3.4%	956
Specialized Pet Food		4.3%	1,203
Other Pet Food		5.2%	1,443
Pet Accessories		8.0%	2,248
Pet Toys		11.6%	3,255
Annual Pet Vaccinations		21.7%	6,081
Annual Pet Checkups		20.5%	5,733
Adopt or Rescue a Pet		3.8%	1,066
Purchase Pet Medication		9.2%	2,588
None of the above / Does not apply		40.3%	11,275
Pet Clothing		0.9%	259
Pet Enclosure		0.5%	137
Aquarium or Tank		0.6%	173
Fish Supplies		2.0%	563
Disease Diagnosis		0.7%	196
Pet Travel Cage		0.5%	133
Pet Travel Accessories		0.4%	116
Cremation or Burial Services		0.4%	98


















Value		Percent	Responses
Purchase a Pet		1.0%	282
Holistic or Alternative Pet Care		0.5%	145
Board a Pet Overnight		2.8%	793
Pet Tracking Device		0.4%	120
Pet Dental Care		2.8%	777
Animal Training Classes		1.9%	536
Hemp Based Pet Supplements		0.9%	244
THC Based Pet Supplements		0.5%	148
Holistic or Alternative Pet Supplements		0.7%	193
Anti Anxiety or Stress Pet Medication for Holidays		1.2%	327



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		3.5%	966
Add a Fence or Wall Structure		6.1%	1,697
Remodel Bathroom		5.6%	1,560
General Remodeling		4.7%	1,322
Replace Carpet		4.3%	1,192
Replace Flooring		5.6%	1,576
Replace Windows		3.3%	913
None of the above / Does not apply		68.3%	19,128
Add a Room		0.5%	128
Add a Home Office		0.7%	185
Remodel Kitchen		2.8%	787
Cabinet Refacing or Resurfacing		1.9%	543
Refinish Bathtub		1.0%	268
Install a Glass Shower		1.4%	394
Remodel or Finish Basement Living Area		0.9%	238
Replace Garage Door		1.1%	318
Build a Garage		0.5%	141
Build Out-Building		0.7%	191
Build a Storage Shed		2.1%	599
Have Furniture Restored		1.6%	434
Switch from Gas to Electric		0.1%	38
Switch from Electric to Gas		0.3%	85






















Value		Percent	Responses
Install a Stair Lift		0.2%	47
Install "Aging In Place" Products		0.8%	227
Install a Solar Energy System		0.6%	159
Install Security or Monitoring System		0.9%	248
Resurface or Build New Driveway		1.9%	538
Stone or Marble Work (Bathroom or Kitchen)		0.9%	245
Sealcoating		2.2%	616
Asphalt Repair		1.5%	423
Asphalt Resurfacing		1.5%	415
Residential Paving		0.8%	232
Build a "Tiny House"		0.3%	80
Install Handicap Accessible Addition		0.2%	51

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

Value		Percent	Responses
Ceramic Tile		3.9%	1,080
Decking		4.3%	1,204
Doors (Exterior)		4.3%	1,190
Electrical Supplies		3.3%	933
Fencing		6.1%	1,717
Hand Tools		5.6%	1,576
Lighting and Fixtures		5.5%	1,528
Lumber		8.1%	2,262
Paint (Exterior)		10.6%	2,960
Paint (Interior)		16.4%	4,599
Plywood		3.2%	909
Plumbing Supplies		4.5%	1,267
Screen Door		3.6%	1,008
None of the above / Does not apply		55.6%	15,572
Circular Saw		0.5%	141
Doors (Interior)		2.5%	686
Furnace		0.7%	193
Generator		1.0%	276
Hardwood Products		2.6%	741
Home Security Doorbell Camera		2.1%	592
Kitchen Cabinets		1.9%	527






















Value		Percent	Responses
Lock Sets		1.9%	526
Mill Work		1.0%	270
Molding		2.6%	735
Power Tools		2.1%	598
Rain Gutters		2.5%	693
Roofing (Composition)		1.7%	464
Roofing (Other)		1.3%	360
Security Door		0.7%	189
Security Locks		0.8%	211
Security Window Film		0.2%	55
Siding		1.1%	304
Solar Screen		0.3%	75
Water Softener System or Supplies		2.0%	561
Wet or Dry Vacuum		1.0%	291
Wood Stove or Fireplace		0.5%	142
Window Guards		0.2%	45
Windows (Double-Hung)		1.4%	387
Windows (Casement)		0.9%	264
Windows (Picture)		0.6%	163
Windows (Slider)		1.0%	290
Windows (Bay or Bow)		0.4%	99















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		5.0%	1,400
Air Duct Cleaning		4.6%	1,287
Appliance Repair		3.3%	927
Carpet Cleaning		10.4%	2,899
Electrical Repair		3.6%	1,007
Furnace Cleaning		4.6%	1,276
Gardening Services		7.5%	2,109
Handyman Services		12.9%	3,601
Home Repair		4.4%	1,237
None of the above / Does not apply		54.3%	15,209
Alternative Energy Systems Installation		0.4%	123
Alternative Energy Systems (Service or Repair)		0.3%	92
Blinds Cleaning		1.8%	505
Carpenter or Woodworking		2.6%	735
Chimney Cleaning		2.4%	663
Concrete Repair		2.6%	714
Drywall Installation or Repair		2.3%	654
Electrical Panel Replacement		0.5%	140
Excavation & Wrecking		0.3%	76
Fire & Water Damage Restoration		0.4%	105
Flooring - Ceramic Tile (Installation or Repair)		1.8%	504

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.6%	715
Flooring - Linoleum (Installation or Repair)		0.8%	235
Flooring - Wood (Installation or Repair)		2.3%	654
Flooring - Other (Installation or Repair)		2.0%	551
Foundation Repair		0.9%	257
Furnace Repair		0.8%	226
Furniture Reupholster		0.9%	248
Gutter Installation or Repair		2.4%	684
Heating Repair		0.6%	158
Home Computer Repair		1.2%	347
Home Electronics Repair		0.3%	85
Home Heating Oil or Fuel Service		0.8%	214
Home Remodel		1.9%	527

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		12.7%	3,549
Junk or Yard Waste Removal		7.1%	2,001
Recycle		6.8%	1,893
Landscaping Service		14.9%	4,183
Painting		10.1%	2,821
Pest Control		10.4%	2,911
Plumbing Repair		4.5%	1,268
Pressure Washing		6.0%	1,687
Preventative Home Maintenance		3.1%	869
Trash Removal		7.9%	2,221
Computer Repair		3.9%	1,097
None of the above / Does not apply		47.5%	13,281
Home Security Service		1.7%	483
Insulation Installation or Maintenance		0.7%	195
Interior Design		0.9%	263
Sell Scrap Metal		1.4%	392
Movers		1.3%	351
Mold Inspection or Removal		0.6%	160
Party Equipment Rental		0.2%	47
Pool Cleaning Service		2.5%	702
Roof Repair		2.6%	731

Value		Percent	Responses
Security System		1.1%	310
Septic Tank Cleaning or Repair		1.9%	526
Siding Replacement		0.7%	197
Snow Removal		0.2%	50
Solar Heating or Power System Installation or Repair		0.4%	119
Stucco or Exterior Coating		0.3%	84
Tool Rental		1.1%	314
Tornado or Storm Shelter Building or Repair		0.1%	15
Water Well Drilling		0.1%	33
Waterproofing		0.5%	147
Window Installation		2.0%	566
Window Tinting for Home		0.2%	68
Yard Equipment Rental		1.2%	343
Mobile or Cell Phone Repair		1.5%	423
























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

Value		Percent	Responses
Window Blinds (Venetian or Mini)		3.5%	976
Emergency Preparedness Kit or Supplies		3.2%	898
Batteries (Home or Office)		26.6%	7,452
Candles		8.5%	2,378
Carpeting		3.6%	1,018
Rugs		4.9%	1,361
Curtains or Drapes		5.2%	1,458
Furniture (Living Room)		4.6%	1,282
Storage Boxes or Tubs		4.7%	1,303
Floral Arrangements		3.5%	982
Picture Frames		3.8%	1,052
Linens (Bathroom)		3.9%	1,095
Indoor Flowers		4.7%	1,313
None of the above / Does not apply		50.2%	14,046
Air Conditioning (Buy)		2.7%	747
Awning		1.1%	302
Firewood		2.0%	564
Oriental Carpeting		0.2%	57
Flooring Tile		2.2%	628
Hardwood Flooring		1.6%	458
Rugs (Persian)		0.4%	106














Value		Percent	Responses
Clocks		1.7%	483
Closet System		1.3%	377
Cutlery, Flatware or Silverware		1.4%	390
Ductless Heat Pumps		0.3%	91
Fire Extinguisher		2.4%	671
Fine Art (Paintings, Pottery, Etc.)		1.3%	375
Custom Built Furniture		0.5%	140
Reconditioned Furniture		0.5%	136
Furniture (Bedroom)		2.5%	689
Furniture (Children's)		0.7%	183
Crib		0.2%	64
Furniture (Dining Room)		1.0%	290
Furniture (Home Office)		1.4%	397
Furnace		0.7%	199
Futon		0.4%	123
Safe		0.7%	206
Laminate Flooring		2.6%	717
Hot Tub or Spa (Used)		0.2%	53
Sewing Machine		1.1%	303
Reclining Chair		2.4%	685
Wallpaper		0.6%	170
Signs or Banners		0.6%	168
Hot Tub or Spa (New)		0.6%	158

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.6%	444
Tankless Water Heater		1.0%	278

















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		5.4%	1,500
Linens (Bedroom)		6.5%	1,832
Window Coverings		3.2%	888
None of the above / Does not apply		75.4%	21,106
Gas Burning Freestanding Stoves		0.2%	54
Water Purification System (Drinking)		0.8%	228
Solar Water Heater		0.2%	64
Latex Mattress		0.3%	70
Innerspring Mattress		2.4%	671
Pillow Top Mattress		1.8%	516
Foam Mattress		1.8%	505
Memory Foam Mattress		2.0%	565
Gel Mattress		0.8%	212
Twin Size Bed		0.8%	217
Queen Size Bed		2.4%	660
King Size Bed		1.9%	535
Water Heater		1.4%	378
Smoke Alarm or Detector		2.0%	562
Remote Home Monitoring Video Camera		1.0%	271
Shutters		0.8%	225
Reclaimed Wood Furniture		0.3%	95
Patriotic Flags		2.4%	662
Sports Team Flags		0.6%	180

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		3.5%	969
Fine Art		1.7%	465
Photographs		3.7%	1,032
Pottery		2.1%	588
Blown Glass		1.2%	325
Stone Carvings		0.4%	116
Sculpture		0.8%	220
Artistic Wall Decor		3.8%	1,054
Wood Carvings		0.7%	203
Poster Art		1.3%	376
Religious Art		0.7%	203
Stained Glass		0.9%	246
Ceramics		1.3%	363
Metal Work Art		1.4%	382
Music Memorabilia		0.8%	212
Movie Memorabilia		0.5%	151
None of the above / Does not apply		87.6%	24,526

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























Value		Percent	Responses
Refrigerator		3.2%	893
Portable Dishwasher		0.2%	43
Dishwasher		3.0%	835
Freezer		1.3%	376
Range		2.3%	647
Range Hood		1.2%	325
Wall Oven		0.6%	177
Washer		2.1%	596
Dryer		1.8%	517
Blender		1.8%	500
Instant Pot		1.9%	538
Microwave		3.1%	879
Window Air Conditioner		1.2%	336
Coffee or Espresso Machine		3.5%	977
Vacuum Cleaner		2.6%	725
None of the above / Does not apply		80.8%	22,620















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

Value		Percent	Responses
Battery		3.9%	1,081
Tires		7.0%	1,956
Wiper Blades		13.7%	3,828
None of the above / Does not apply		71.8%	20,096
Aftermarket Products		2.6%	715
Canopy		0.2%	65
Child Car Seat		0.7%	206
Floor Mats		2.8%	789
Grill Guard		0.2%	64
Ground Effects		0.1%	26
Lights		1.3%	372
Mirror(s)		0.4%	99
Motorcycle Accessories		0.8%	214
Motorcycle Parts		0.9%	265
Performance Parts		0.6%	166
RV Accessories or Supplies		1.8%	505
Roof Rack (For Bike, Kayak, Etc.)		0.5%	150
Roof Rack (Luggage or Equipment Container)		0.3%	78
Running Boards		0.3%	76
Seat Covers		1.8%	510
Spoiler		0.0%	12
Step Bar		0.2%	51

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.4%	121
Tool Box		0.2%	59
Trailer Hitch		0.7%	195
Truck Bed Liner		0.2%	59
Visor		0.2%	44
Wheels or Rims		0.5%	152
Winch		0.2%	44
Window Tinting Equipment (Auto)		0.4%	115
Cargo Trailer (Vehicle Hauler)		0.1%	23
Cargo Trailer (Flat)		0.2%	50
Cargo Trailer (Motorcycle)		0.1%	22
Cargo Trailer (Boat)		0.1%	21
Cargo Trailer (Box)		0.2%	59

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		6.2%	1,728
60,000 Mile Service		6.6%	1,852
100,000 Mile Service		5.5%	1,534
Auto Detailing		5.4%	1,501
Auto Repair (General)		5.4%	1,524
Alignment		3.8%	1,062
Brake Replacement, Adjustment		3.5%	985
Car Wash		38.9%	10,877
Gas or Service Station Services		14.3%	4,005
Oil Change or Lube		40.1%	11,210
Preventative Maintenance		12.8%	3,572
Safety Inspection		5.1%	1,438
Tire Mounting or Installation		4.3%	1,200
Tune-Up		6.4%	1,779
Windshield or Glass Repair		3.3%	927
None of the above / Does not apply		27.4%	7,674
Auto Warranty Work (Work Covered by Warranty)		2.4%	684
Body Work		2.8%	790
Car Rental		1.1%	308
DEQ Inspection		0.6%	155
Electrical Repair		0.7%	184
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	138

Value		Percent	Responses
Motor Repair or Replacement		0.4%	109
Motorcycle Repair		0.6%	156
Muffler		0.5%	138
Painting		0.8%	214
RV Maintenance or Service		1.3%	363
Shocks		1.0%	272
Smog Check		1.0%	274
Stereo Installation		0.4%	114
Transmission or Clutch Repair		0.5%	147
Upholstery Repair		0.8%	220
Vehicle Air Conditioning Repair		1.1%	300
Vehicle Storage		0.4%	115
Vehicle Towing		0.3%	76
Windshield or Window Tinting		0.9%	241

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		8.0%	2,244
CarFax		11.0%	3,088
CarGurus.com		5.8%	1,619
CarMax.com		7.3%	2,057
Cars.com		6.0%	1,676
Craigslist Auto		6.0%	1,691
KBB.com		5.9%	1,655
Edmunds.com		7.0%	1,959
Local Dealer Site		35.7%	9,987
Other Local Website		4.3%	1,215
None of the above / Does not apply		50.9%	14,243
Yahoo! Autos		0.3%	74
Automotive.com		0.8%	215
Autoblog.com		0.3%	90
CarsDirect.com		1.1%	303
eBay Motors		1.2%	346
Facebook Dealer Page		2.2%	627
MotorTrend.com		1.4%	379
UsedCars.com		2.2%	614
Local TV Site		0.8%	229
Local Radio Site		0.4%	122
The Car Connection		0.4%	103


















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		35.7%	10,001
Beauty Products		26.6%	7,452
Cosmetics		29.6%	8,297
Babysitting		1.3%	359
Hair Care Products		44.0%	12,314
Hair Coloring		27.1%	7,580
Hair Cut		69.2%	19,365
Manicure		20.5%	5,739
Massage Therapy		15.4%	4,322
Pedicure		27.8%	7,784
None of the above / Does not apply		14.2%	3,983




















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)		36.5%	10,212
Books (Used)		22.7%	6,357
Books (Children's)		8.8%	2,473
Board Games		9.3%	2,597
Lottery Ticket		20.8%	5,813
Collectibles		2.9%	806
Comics		1.5%	422
Graphic Novels		1.7%	471
Computer Games		5.5%	1,542
Magazines		19.1%	5,335
Toys		6.2%	1,742
Video Console Games		4.3%	1,207
None of the above / Does not apply		34.7%	9,701











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.8%	493
Ceramics and Pottery		1.8%	497
Collectables		2.5%	698
Comic Books and Related Collectables		1.1%	308
Do-It-Yourself (DIY)		13.1%	3,667
Games or Puzzles		15.0%	4,197
Beer Brewing Supplies		1.6%	439
Wine Making Supplies		0.8%	225
Jewelry Making Supplies or Beads		2.9%	813
Knitting		6.3%	1,762
Making Arts and Crafts		8.3%	2,316
Paper Crafts		3.3%	921
Quilting		4.6%	1,294
Scrapbooking		2.8%	796
Toy Collecting		0.6%	170
Trains, Plane & Car Model Kits		1.6%	446
None of the above / Does not apply		60.8%	17,017














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

Value		Percent	Responses
Attend Online College or University (Full Time)		3.4%	965
Attend Online College or University (Part Time)		2.5%	701
Attend Online Graduate School		1.1%	316
Attend Online Classes at Community College		2.8%	778
Learning Center		0.6%	181
Online Trade School		0.3%	80
Online Continuing Education Courses		5.3%	1,481
Online Professional Certification or Accreditation Courses		2.7%	756
Online Language Lessons (Adult)		2.9%	815
Online Music Lessons (Adult)		1.5%	410
Attend Paid Online Lecture, Seminar or Special Class		3.3%	926
Online Real Estate Classes		0.7%	195
Online Child Education or Tutoring		1.9%	534
Online Music lessons (Child)		0.7%	185
Online Language Lessons (Child)		0.3%	96
Change Online School		0.1%	27
Attend an Online Religion Based School		0.5%	146
Attend an Online Local Workshop		3.2%	908
None of the above / Does not apply		78.1%	21,872

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%	1,906
Oil paints		2.2%	621
Acrylic Paints		8.1%	2,258
Markers		5.0%	1,410
Specialty Paper		5.2%	1,469
Fabric Craft Supplies		8.1%	2,255
Beads		2.8%	797
Art Pencils and Pens		7.2%	2,004
Scrapbooking Supplies		3.2%	883
None of the above / Does not apply		76.8%	21,495

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










Value		Percent	Responses
Bass Guitar		0.3%	93
Clarinet		0.1%	35
Drums		0.5%	130
Flute		0.2%	56
Acoustic Guitar		1.1%	314
Electric Guitar		0.5%	143
Electric Keyboard		0.5%	147
Piano		0.6%	165
Piano (High End)		0.1%	23
Trombone		0.1%	26
Trumpet		0.2%	43
Violin		0.3%	73
None of the above / Does not apply		96.8%	27,094

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













Value		Percent	Responses
Greek		13.8%	3,875
French		5.9%	1,639
Asian		35.5%	9,946
German		6.5%	1,814
American (New)		32.6%	9,134
Italian		49.9%	13,972
Cajun or Creole		7.6%	2,115
Indian		11.1%	3,110
Chinese		44.1%	12,337
American (Traditional)		63.9%	17,875
Thai		23.5%	6,583
Middle Eastern		7.9%	2,221
Japanese		15.9%	4,454
Mexican		55.8%	15,623
Vietnamese		9.0%	2,517
Southern		13.0%	3,632
Tex-Mex		18.9%	5,299
Spanish		7.2%	2,015
Mediterranean		16.8%	4,692
None of the above / Does not apply		14.5%	4,065

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












Value		Percent	Responses
Hot Dogs		15.0%	4,207
Fish & Chips		22.5%	6,296
Golf Course Restaurant, Bar or Snack Bar		6.2%	1,727
Barbeque		29.6%	8,287
Deli		25.2%	7,044
Breakfast or Brunch		35.5%	9,932
Appetizers		29.7%	8,301
Dessert		19.8%	5,539
Chicken Wings		18.1%	5,068
Hamburgers		51.2%	14,332
Chicken		39.4%	11,040
Frozen Yogurt		8.7%	2,426
Live or Raw food		3.5%	966
Tapas or Small Plates		6.8%	1,897
Theme Restaurants		4.6%	1,283
Soup		22.1%	6,185
Salad		36.1%	10,093
Pizza (Dine In)		11.5%	3,232
Pizza (Delivery)		23.3%	6,525
Steak		24.9%	6,970
Juice or Smoothies		9.6%	2,680
Sandwiches		40.5%	11,326

Value		Percent	Responses
Pizza (Carry Out)		48.6%	13,614
Pizza (Take & Bake)		14.6%	4,089
Seafood		32.5%	9,098
Vegan		3.3%	917
Steakhouse		16.9%	4,736
Sushi		14.4%	4,029
Vegetarian		7.4%	2,083
Pho		7.3%	2,041
None of the above / Does not apply		14.0%	3,916







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%	95
Purchase Commercial or Business Property		0.3%	76
Purchase Condominium or Townhouse		0.6%	170
Purchase Manufactured or Modular Home		0.3%	73
Purchase Investment Property		0.9%	262
Purchase Personal Residence		2.0%	547
Purchase Custom Built Home		0.5%	132
Purchase Residential Real Estate at an Auction		0.2%	52
Purchase Land or Agricultural Property		0.6%	155
Purchase Vacation Property		0.5%	126
Purchase Other		0.3%	92
None of the above / Does not apply		95.4%	26,712










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%	28
Sell Personal Residence		2.6%	715
Sell Vacation Property		0.6%	180
Sell Condominium or Townhouse		0.4%	125
Sell Investment Property		1.0%	276
Sell Land or Agricultural Property		0.8%	233
Sell Commercial or Business Property		0.3%	91
Sell Manufactured or Modular Home		0.2%	51
Plan to Sell Home in Master-Planned Community		0.1%	41
Sell Other		0.7%	184
None of the above / Does not apply		94.0%	26,302







Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply.)

Value		Percent	Responses
New home in master planned community; new development		18.6%	102
New home, but outside of development		21.0%	115
New home that I will have contractor build		13.0%	71
Existing home less than 10 years old		46.9%	257
Existing home more than 10 years old		64.6%	354
Other		5.8%	32











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		1.6%	460
Rent House (Residence)		2.6%	738
Rent Manufactured or Modular Home		0.3%	72
Rent or Lease Commercial Property		0.3%	93
Rent Agricultural Land		0.2%	61
Rent Subsidized Housing		0.4%	119
Rent Condo/Townhouse		1.5%	415
Rent Section 8 Housing		0.4%	104
None of the above / Does not apply		94.2%	26,373



















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.0%	850
Use a Realtor to Buy Real Estate		1.9%	543
Use a Realtor to Buy and Sell Real Estate		1.9%	539
Plan to Sell Property Myself		1.2%	343
Use a Real Estate Broker		1.2%	332
None of the above / Does not apply		92.5%	25,899

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

Value		Percent	Responses
New Home Loan		1.8%	490
Home Remodel or Renovation Loan		0.7%	204
Business Construction Loan		0.2%	68
Home Construction Loan		0.5%	152
Equity Loan		1.5%	420
Land Loan		0.3%	97
Reverse Mortgage		0.3%	80
Real Estate Loan for existing home		0.8%	219
Refinance Home		4.5%	1,256
None of the above / Does not apply		90.9%	25,455



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

Value		Percent	Responses
Craigslist Homes		2.9%	808
Facebook		2.7%	753
Google		3.7%	1,032
Auction.com		0.8%	236
Homes & Land		1.8%	514
Homes.com		2.7%	752
HomeFinder		4.6%	1,287
MLS.com		11.4%	3,194
National Real Estate Co. Site		2.3%	641
Local MLS Site		17.9%	5,016
RealEstate.com		4.9%	1,362
Realtor.com		19.3%	5,412
Realty.com		2.7%	754
Redfin		6.7%	1,862
Trulia		9.6%	2,699
Zillow		34.5%	9,648
ZipRealty.com		0.7%	184
None of the above / Does not apply		52.7%	14,756



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		9.1%	2,548
Apartmentguide.com		3.9%	1,081
Craigslist		7.2%	2,018
Forrent.com		0.7%	197
HomeFinder.com		4.5%	1,246
Hotpads.com		0.8%	214
Rent.com		5.8%	1,620
Sublet.com		0.3%	75
Trulia		6.2%	1,733
Zillow		19.0%	5,326
None of the above / Does not apply		72.6%	20,320

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		72.2%	20,212
No, don't know who to call		27.8%	7,776
			Total: 27,988
















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		72.7%	20,342
No, don't know who to call		27.3%	7,646
			Total: 27,988

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		18.9%	5,281
Craft Beer		24.5%	6,847
Champagne		9.0%	2,517
Premium Hard Alcohol or Spirits		21.1%	5,905
White Wine		38.9%	10,879
Red Wine		41.5%	11,613
Major Brand Cigarettes		4.8%	1,347
Recreational Marijuana		4.5%	1,254
Marijuana Accessories		2.0%	549
Smokeless Tobacco		1.4%	380
Pipe Tobacco		0.6%	177
Discount Cigarettes		2.5%	706
Discount Hard Alcohol or Spirits		9.1%	2,549
Domestic Beer		28.2%	7,906
Electronic Cigarette Supplies		1.5%	406
Alcoholic Cider		7.9%	2,218
None of the above / Does not apply		28.2%	7,886








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		2.9%	810
Cannabis Edibles		4.4%	1,234
Cannabis Tinctures		1.5%	415
Cannabis Vaporizers		0.9%	260
Cannabis Cleaning Tools or Supplies		0.4%	98
Cannabis Concentrates		1.3%	365
Cannabis Pre-Rolls		1.2%	332
Organic Cannabis Products		1.0%	293
Cannabis Oil		3.1%	871
Cannabis Beauty & Skin Care Products		1.2%	345
Cannabis Beverages		0.5%	126
Cannabis Chocolates		1.6%	436
Medical Cannabis		2.5%	686
CBD Cannabis		5.9%	1,662
None of the above / Does not apply		86.4%	24,184























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

Value		Percent	Responses
Bulk or Discounted Food Items		24.8%	6,955
Specialty Teas		15.2%	4,253
Specialty Coffee		30.5%	8,534
Gourmet Deli Counter Items		20.4%	5,700
Cookies		43.6%	12,192
Snack Cakes		10.4%	2,904
Potato Chips		52.3%	14,635
Soft Drinks		38.4%	10,754
Energy Drinks		7.3%	2,053
Energy Bars		15.9%	4,437
Noodle Bowls		10.1%	2,818
Cupcakes		8.7%	2,438
Birthday Cake		11.7%	3,281
Beef Jerky or Meat Sticks		10.8%	3,030
Bottled Water		37.6%	10,531
Candy		36.1%	10,098
Fruit		76.5%	21,415
Nuts		56.0%	15,665
Chocolates		44.2%	12,365
Ice cream		57.2%	16,004
Cheese		80.0%	22,390
Artisan Bread		32.1%	8,973








Value		Percent	Responses
Artisan Meats		7.2%	2,023
Sports Drinks		10.4%	2,914
Basic Condiments		44.8%	12,552
Artisan Condiments		6.0%	1,680
Canned Sauces		33.1%	9,270
Cereal		63.3%	17,703
Milk		78.2%	21,886
Chicken		81.7%	22,862
Pork		53.3%	14,930
Beef		67.0%	18,761
Fish		57.3%	16,026
Pasta		65.8%	18,408
Snack Mixes		11.4%	3,189
Vegetables		75.1%	21,007
Olive Oil		50.6%	14,168
Balsamic Vinegar		23.3%	6,518
Frozen Entrees		40.6%	11,354
Eggs		86.1%	24,103
Locally Raised Beef, Pork, Poultry		21.7%	6,082
Locally Grown Fruit and Vegetables		60.6%	16,959
Locally Produced Honey		18.7%	5,229
Organic Food		24.0%	6,711
Pickled Vegetables		13.5%	3,781

Value		Percent	Responses
Artisan Cheese		25.1%	7,023
Alternative "Meat" Products		10.0%	2,785
Sausage		44.7%	12,505
Donuts		18.1%	5,071
Pastries		23.5%	6,581
Game Meats		1.9%	527
None of the above / Does not apply		1.5%	426

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







Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		30.0%	8,387
Attend Online Religious or Spiritual Services		23.8%	6,650
Donate to a Charity		46.0%	12,883
Donate to a Church		34.4%	9,618
Donate to Political Party or Government Representative		16.6%	4,648
Volunteer at Church		15.6%	4,371
Volunteer for Nonprofit Group		19.7%	5,524
Vote in Upcoming Local Elections		47.2%	13,205
Vote in Upcoming State or National Elections		51.0%	14,264
Purchase Season Tickets for Performing Arts		6.5%	1,833
Attend a Holiday Themed Performance		3.1%	861
Community Activity		18.2%	5,106
Support an Organization		17.1%	4,793
Make a Donation		34.4%	9,631
None of the above / Does not apply		14.4%	4,030
Join a New Church		1.2%	341
Donate Vehicle		0.6%	181
Have a Baby		0.4%	124
Get Married		0.5%	128
Retire		1.8%	498
Look into Private Schooling for Children		0.4%	122
Register to Vote		2.8%	778

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


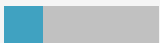
Value		Percent	Responses
Go Touring on a Bicycle		6.3%	1,777
Go Mountain Biking		4.9%	1,365
Go Camping		15.8%	4,429
Go Hiking		29.3%	8,193
Go Fishing		16.8%	4,693
Go Backpacking		4.8%	1,332
None of the above / Does not apply		55.7%	15,594

In the LAST 30 DAYS, which of the following have you or a member of your household viewed or used? (Check all that apply for each row.)



Value		Percent	Responses
Local Business Website		31.5%	8,812
Local Business Blog		4.1%	1,154
Local Business Email		14.2%	3,985
Snapchat		9.2%	2,578
Instagram		28.7%	8,045
Cinema Ads		5.1%	1,419
Facebook Business Page		13.4%	3,748
Reviews on Yelp! or Google+		16.0%	4,469
YouTube Promo Video		11.2%	3,124
Local Business Text Message		6.2%	1,744
Pandora		17.6%	4,924
Online Yellow Pages		3.4%	959
Google Search		63.7%	17,831
eBay		26.7%	7,486
Spotify		11.7%	3,263
Pinterest		25.2%	7,052
Google+ Local		6.5%	1,833
Clicked on Google Sponsored Ad		12.4%	3,471
LinkedIn		20.7%	5,807
Angie's List		3.4%	955
Craigslist		17.5%	4,884
Bing		11.3%	3,167

Value		Percent	Responses
Twitter		19.1%	5,334
Amazon		83.5%	23,376
None of the above / Does not apply		4.5%	1,258
CitySearch		1.3%	354
Digital Billboard		0.6%	161
Xing		0.1%	27

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



Value		Percent	Responses
Yes		75.1%	21,013
No		24.9%	6,974
			Total: 27,987

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























Value		Percent	Responses
Yes		46.9%	13,125
No		53.1%	14,862
























Total: 27,987










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

Value		Percent	Responses
Yes		41.0%	11,473
No		59.0%	16,514
			Total: 27,987



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

Value		Percent	Responses
Apparel and Accessories		45.3%	12,680
Arts and Entertainment		33.0%	9,246
Automotive - (General)		18.6%	5,201
Automotive - (New Vehicle Dealership)		15.2%	4,258
Automotive - (Used Vehicle Dealership)		10.2%	2,856
Automotive - (Auto Parts store)		10.5%	2,934
Automotive - (Auto Repair business)		7.2%	2,014
Automotive - (Auto Body shop)		4.2%	1,164
Tire Business		14.0%	3,915
Beauty and Spa Related Businesses		16.7%	4,667
Child Related Businesses		3.3%	933
Community and State Services		22.7%	6,345
Education		12.4%	3,463
Employment Related Businesses		7.9%	2,221
Event Planning and Services		7.3%	2,056
Family Activity Related Businesses		9.0%	2,519
Farm Equipment and Agriculture Businesses		4.0%	1,117
Financial Services		9.2%	2,573
Fitness Businesses or Providers		6.9%	1,920
General Retail		41.7%	11,682
Grocery / Market		42.8%	11,988
Home and Garden Related Businesses		29.9%	8,369











Value		Percent	Responses
Building Supply/Lumber Business		15.1%	4,217
Home Service Businesses		10.0%	2,788
Home Service Contractors		11.2%	3,124
Hotel and Travel Related Businesses		25.7%	7,204
Local Services		26.2%	7,334
Medical Related Businesses - (General)		13.8%	3,875
Medical Related Businesses - (Chiropractor)		3.1%	864
Medical Related Businesses - (Dentist)		6.4%	1,792
Medical Related Businesses - (Hospital)		3.6%	1,003
Nightlife Related Businesses		5.9%	1,653
Pet / Animal		23.5%	6,566
Professional Services		14.4%	4,020
Real Estate Service Businesses		5.0%	1,393
Recreation Related Businesses		7.7%	2,168
Restaurant / Bar / Lounge		40.7%	11,400
Senior Related Businesses		7.9%	2,210
Specialty Food and Drink		16.8%	4,692
General Retail - Children's Clothing Store		5.6%	1,571
General Retail - Clothing Accessory Store		12.1%	3,377
General Retail - Computer Store		10.1%	2,836
General Retail - Farming and Agriculture Business		3.0%	849
General Retail - Furniture Store		11.7%	3,282
General Retail - Hardware Store		17.4%	4,868

Value		Percent	Responses
General Retail - Home Entertainment Store		5.5%	1,530
General Retail - Jewelry Store		4.1%	1,151
General Retail - Major Appliance Store		10.3%	2,889
General Retail - Men's Clothing Store		11.2%	3,128
General Retail - Mobile Phone Store		6.1%	1,711
General Retail - Shoe Store		14.7%	4,119
General Retail - Women's Clothing Store		21.9%	6,143
None of the above / Does not apply		13.6%	3,810
Motorsport Businesses		2.2%	612






















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

Value		Percent	Responses
Yes		8.8%	2,467
No		91.2%	25,521
			Total: 27,988

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		6.3%	1,766
Get a New Part Time Job		5.6%	1,563
Get a Temporary or Seasonal Job		3.8%	1,057
Use an Employment or Temporary Employment Agency		2.1%	585
Use a Career Counselor		0.6%	163
Get a Second (or Third) Job		2.3%	631
Get First Job after High School		0.5%	129
Get First Job after College		0.8%	228
Apply for Unemployment Benefits		9.4%	2,643
None of the above / Does not apply		81.1%	22,689

If you are looking to find a new job, get a second job, etc. in the NEXT 3 MONTHS, what are the primary fields you will be looking at employment in? (Check all that apply.)








Value		Percent	Responses
Admin & Clerical		3.9%	1,095
Health Care		3.0%	845
Customer Service		4.1%	1,137
Education		3.6%	996
None of the above / Does not apply		80.0%	22,390
Agriculture		0.6%	163
Automotive		0.5%	138
Retail		2.3%	635
Warehouse		1.2%	324
Construction		1.0%	275
Accounting		1.6%	447
Hotel - Hospitality		1.1%	298
Manufacturing		1.1%	298
Entry Level (New Graduate)		0.9%	251
Grocery		1.9%	520
Banking & Finance		1.3%	354
Child Care		0.6%	161
Real Estate		0.7%	196
Insurance		0.6%	156
Legal		0.8%	213
Management		2.7%	744

Value		Percent	Responses
Media		1.2%	332
NonProfit		2.4%	680
Government		2.4%	682
Installation - Maintenance - Repair		0.4%	109
Restaurant - Food Services		1.6%	443
Executive Level		1.4%	397
Engineering		0.9%	264
Sales & Marketing		2.0%	553
Information Technology		1.5%	422
Skilled Labor - Trades		1.0%	275
Transportation		1.1%	316







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		15.5%	4,341
Local Agency Site		8.7%	2,435
Craigslist		6.4%	1,799
Facebook		4.3%	1,193
Indeed.com		19.2%	5,374
LinkedIn		17.0%	4,771
Monster.com		8.6%	2,396
CareerBuilder		7.3%	2,037
GlassDoor		5.7%	1,586
SimplyHired.com		1.7%	489
AOL Jobs		0.6%	169
SnagAJob.com		1.0%	279
Dice.com		0.6%	175
USAjobs.gov		5.3%	1,489
USAjobs.org		2.3%	649
ZipRecruiter		6.8%	1,895
JobDiagnosis		0.2%	52
TheLadders		1.0%	286
None of the above / Does not apply		63.0%	17,627

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		12.2%	3,414
Yellow Pages directory		1.3%	354
Direct mail flyer		11.9%	3,341
Deal program/offer		7.5%	2,095
Facebook business page offer		7.4%	2,062
Billboard advertising		1.2%	346
None of the above / Does not apply		72.3%	20,241



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		4.3%	1,198
Read ads and keep them - using one or two		33.8%	9,448
Read ads and keep them - without using any		4.0%	1,106
Read ads but throw away without using any		24.9%	6,976
Throw ads away unread		29.5%	8,263
Do not receive direct mail or advertisements at home or PO Box		3.6%	997
			Total: 27,988



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 %	881 3.1%	4,011 14.3%	14,337 51.2%	1,191 4.3%	2,108 7.5%	3,525 12.6%	1,935 6.9%	27,988
County election Count Row %	785 2.8%	3,782 13.5%	14,803 52.9%	1,208 4.3%	1,956 7.0%	3,337 11.9%	2,117 7.6%	27,988
State election Count Row %	848 3.0%	4,969 17.8%	13,126 46.9%	1,016 3.6%	2,334 8.3%	3,851 13.8%	1,844 6.6%	27,988
Total Total Responses								27988




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

Value		Percent	Responses
Yes		90.1%	25,205
No		9.9%	2,782
			Total: 27,987























Did you vote in the last presidential election?

Value		Percent	Responses
Yes		94.9%	26,561
No		5.1%	1,427
			Total: 27,988






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		18.6%	5,207
No		41.7%	11,671
Does not apply		39.7%	11,110
			Total: 27,988

Which of the following categories does your business fall into?

Value		Percent	Responses
Arts and Entertainment		4.2%	220
Business Consulting		6.2%	324
Education		6.0%	314
Financial Services		4.5%	234
Health and Medical		9.3%	488
Home Service Businesses		3.8%	199
Local Services		3.5%	182
Real Estate		7.7%	404
Other		31.6%	1,656
Apparel and Accessories		1.6%	83
Automotive		1.9%	102
Beauty and Spa		2.0%	103
Child Related Businesses		0.9%	45
Event Planning and Services		0.8%	41
Family Activity		0.4%	23
Fitness Businesses or Providers		0.5%	28
General Retail		2.4%	124
Grocery and Specialty Food/Drink		1.6%	84
Home and Garden		2.2%	118
Hotel and Travel		1.8%	94
Motorsport Businesses		0.2%	9
Nightlife		0.2%	9

Total: 5,248

Value		Percent	Responses
Pet / Animal		2.1%	108
Pizza Restaurant Types		0.2%	12
Recreation		2.0%	104
Restaurant / Bar / Lounge		2.2%	113
Sales Training		0.5%	27
			Total: 5,248

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










Value		Percent	Responses
Have an ongoing digital marketing campaign		9.1%	478
Use social media for promoting business		19.7%	1,029
Website optimized for mobile (responsive)		10.0%	521
Ongoing search optimization (SEO, SEM)		5.6%	295
Banner ads		3.8%	198
Cost-per-click ads (CPC, PPC)		3.6%	186
Cost-per-mille ads (CPM)		0.8%	40
Programmatic ads		0.8%	40
Retargeting ads		1.9%	99
Video ads		3.0%	156
Google ads (Adwords)		6.2%	325
Facebook ads		14.4%	753
Sponsored content		1.8%	94
Email advertising		11.6%	607
Site analytics		4.0%	207
Use a Digital Agency		1.5%	76
Digital ads through newspaper		3.3%	175
None of the above/Does not apply		62.9%	3,292

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		4.0%	207
None of the above / Does not apply		85.9%	4,479
Business Advertising		2.2%	117
Business Financial Consulting		1.1%	55
Business Bottled Water Delivery		0.4%	23
Business Advisory Services		0.4%	23
Business Cellular Phone Service		1.2%	62
Business Computer Consulting		0.9%	49
Business Construction Contractor		0.7%	37
Business Employment Agency		0.4%	21
Business Internet Service Provider		1.6%	83
Business Legal Services or Attorney		1.3%	70
Business Marketing Services		1.7%	90
Business Meetings or Conventions		0.6%	33
Business Moving or Storage		0.3%	18
Business Payroll Services		1.1%	59
Business Printing Services		1.7%	91
Business Realty Services		0.8%	41
Business Recruitment		0.6%	32
Business Security Services		0.4%	23
Business Sign Company Services		0.9%	49

Value		Percent	Responses
Business Staffing or Temp Services		0.7%	35
Selling Small Business		1.1%	55
Business Online Meetings		2.4%	125
Business Bankruptcy		0.4%	23
Business Travel Agency		0.2%	11
Business General Broadcast Media Service		0.2%	13
Business Television Media Service		0.1%	7









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		1.7%	89
Buy New Office		0.6%	32
Add New Locations		1.6%	84
Renovate Existing Facilities		3.9%	205
Construct New Facilities		1.4%	74
Buy or Rent Industrial Space		0.8%	43
Buy or Rent Warehouse space		0.8%	43
Install New Commercial Carpeting		0.5%	26
None of the above / Does not apply		91.1%	4,749

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%	53
Purchase Used Business Automobiles		0.7%	35
Purchase New Business Trucks		1.2%	60
Purchase Used Business Trucks		1.1%	58
Lease New Business Automobiles		1.0%	52
Lease New Business Trucks		0.7%	38
Purchase New Business Delivery Vehicles		0.3%	16
Purchase Used Business Delivery Vehicles		0.3%	17
Purchase New Heavy Duty or Commercial Business Trucks		0.7%	34
Purchase Used Heavy Duty or Commercial Business Trucks		0.6%	29
None of the above / Does not apply		95.0%	4,950






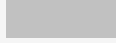
Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		2.0%	105
Business Health Insurance		2.3%	119
Business Dental Insurance		1.1%	56
Business 401K or Retirement Program		1.7%	88
Business "Key Man" Insurance		0.7%	34
Business Property Insurance		1.4%	71
Business Commercial Insurance		1.4%	73
None of the above / Does not apply		94.2%	4,907

Which age brackets do you fall into?









Value	Percent	Responses
18 - 19	0.1%	37
20 - 24	0.5%	147
25 - 30	1.4%	385
31 - 34	1.7%	484
35 - 40	3.4%	950
41 - 45	3.5%	978
46 - 49	3.7%	1,036
50 - 54	6.9%	1,940
55 - 60	12.6%	3,514
61 - 69	31.0%	8,672
70 or older	35.1%	9,830
		Total: 27,973
		Avg 64

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

Value		Percent	Responses
Metro / Urban		19.9%	5,575
Small/Mid-Size Town		28.1%	7,868
Suburban		33.5%	9,363
Rural		15.5%	4,340
Vacation community		2.0%	553
Other		1.0%	285


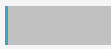









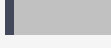

Total: 27,984

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	26
Some High School (Not Graduate)		0.3%	87
High School Graduate (12th grade)		5.7%	1,590
Vocational or Technical Training		3.7%	1,043
Some College		17.1%	4,778
College Graduate		29.3%	8,192
Some Post-Graduate Study (No Advanced Degree)		9.4%	2,625
Post-Graduate Degree		34.5%	9,646

Total: 27,987

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

Value		Percent	Responses
Under \$20,000		3.7%	971
\$20,000 - \$24,999		2.5%	666
\$25,000 - \$29,999		2.4%	649
\$30,000 - \$34,999		3.2%	861
\$35,000 - \$39,999		3.4%	900
\$40,000 - \$44,999		3.7%	986
\$45,000 - \$49,999		4.6%	1,211
\$50,000 - \$74,999		19.0%	5,048
\$75,000 - \$99,999		18.1%	4,806
\$100,000 - \$124,999		13.9%	3,687
\$125,000 - \$149,999		8.7%	2,320
\$150,000 - \$200,000		9.3%	2,483
Over \$200,000		7.5%	2,007

Total: 26,595

Avg \$100,199

Which of the following would you classify yourself as?




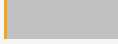

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	166
Black or African-American		1.8%	511
Asian		1.5%	431
White or Caucasian		87.1%	24,366
Hispanic		2.3%	656
Other		1.4%	392
Prefer not to answer		5.2%	1,462
			Total: 27,984

Are you...





Value		Percent	Responses
Male		37.2%	10,407
Female		59.8%	16,749
Transgender Male		0.0%	12
Transgender Female		0.0%	8
Gender Variant / Non-conforming		0.1%	28
Other		0.1%	18
Prefer not to answer		2.7%	763

Total: 27,985

Which of the following best describe your primary residence?


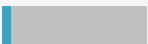



Value		Percent	Responses
Single Family Home		83.6%	23,385
Apartment		6.6%	1,837
Condominium		5.7%	1,603
Mobile Home		1.7%	480
Other		2.4%	680
			Total: 27,985

Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?

Value		Percent	Responses
Owned		86.4%	24,168
Rented		10.8%	3,028
Occupied Without Payment of Rent		1.3%	351
Other		1.6%	439

Total: 27,986

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

Value		Percent	Responses
None		86.3%	24,152
1		6.5%	1,827
2		4.9%	1,366
3		1.5%	422
4 or more		0.8%	216
			Total: 27,983