

Covid-19 Impact and Local Business Survey New England Regional Report - June 2020

Response Counts













Total: 1,030

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	1,026
		Total: 1,026










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

Value		Percent	Responses
Local Newspaper		70.8%	726
Local Newspaper Website		32.7%	336
Local TV News		76.2%	782
National Broadcast News		63.5%	651
Local Radio		18.8%	193
Apple News		3.8%	39
Facebook		19.6%	201
Twitter		2.7%	28
Nextdoor		4.0%	41
Other		10.5%	108

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

Value		Percent	Responses
Local Newspaper		20.7%	212
Local Newspaper Website		6.6%	68
Local TV News		29.5%	303
National Broadcast News		28.4%	291
Local Radio		2.6%	27
Apple News		0.5%	5
Facebook		1.0%	10
Twitter		0.3%	3
Other		10.4%	107
			Total: 1,026




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		76.6%	786
Weekly updates on Covid-19 impact on our community		45.2%	464
Local resources available to our community to lessen impact of Covid-19		55.4%	568
Personal stories on the impact of Covid-19 on households		27.4%	281
Stories on the impact of Covid-19 on employment and local economy		48.5%	498
Online services being offered in the community		33.4%	343
Unemployment resources for persons laid off		13.5%	138
Assistance resources available for local businesses		16.2%	166
Other		6.0%	62


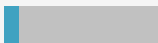
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		67.0%	687
New hours		61.6%	632
Services that are being offered		77.7%	797
New services being offered		53.9%	553
Online services being offered		51.0%	523
Employment needs		17.9%	184
Other		2.4%	25

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

Value		Percent	Responses
Listened to Local Radio		40.2%	412
Watched Local Television		85.7%	879
None of the above / Does not apply		8.2%	84













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

Value		Percent	Responses
Yes		89.8%	921
No		10.2%	105
			Total: 1,026

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		21.4%	198
Local Daily Newspaper		85.6%	792
Local Paid Weekly Community Newspaper		22.1%	204
Local Free Weekly Print Publication		47.5%	439
Local Alternative Publication		5.5%	51
Local City or Regional Magazine		15.5%	143
Local Specialty Publication		12.3%	114
Local Business Publication		8.9%	82
Local Ethnic Publication		1.5%	14
Local Parenting Publication		0.6%	6
Local Senior Publication		18.3%	169
None of the above / Does not apply		1.2%	11






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

Value		Percent	Responses
Auto Body Shop		6.0%	62
Auto Detailing Shop		6.9%	71
Auto Glass Repair Shop		1.5%	15
Oil Change Station		44.7%	460
Auto Parts Store		15.6%	161
Auto Repair Shop		30.7%	316
New Vehicle Dealership		11.7%	120
Used Vehicle Dealership		4.0%	41
Recreation Vehicle (RV) Dealership		1.2%	12
RV or Camper Repair		0.8%	8
Tire Store		11.1%	114
None of the above / Does not apply		22.4%	231







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		0.2%	2
Farm Truck and Tractor Repair Shop		1.3%	13
Agriculture Farm Supply Store		11.8%	122
Agricultural Service		3.0%	31
Farming Structure Building Contractor		0.3%	3
Animal Feed Store		11.5%	118
None of the above / Does not apply		78.1%	804

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		53.2%	548
Ethnic Food Restaurant		35.2%	363
Liquor Store		59.3%	611
Wine Shop		23.5%	242
None of the above / Does not apply		16.9%	174










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		9.4%	97
Farmers Market		36.3%	374
Grocery Store (Co-op)		21.7%	223
Grocery Store (Neighborhood/Local/Mom & Pop)		77.9%	802
Specialty Food Market		19.2%	198
None of the above / Does not apply		8.3%	86



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

Value		Percent	Responses
Barbershop		53.9%	555
Day Spa		10.2%	105
Nail Salon		26.4%	272
None of the above / Does not apply		30.4%	313






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		5.0%	52
Bicycle Repair Shop		5.8%	60
Bicycle Rental Service		0.5%	5
Golf Course		17.3%	178
Gun Shooting Range		6.6%	68
Gun Store		5.9%	61
New Sporting Goods Store		13.9%	143
Used Sporting Goods Store		1.5%	15
None of the above / Does not apply		63.4%	653






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

Value		Percent	Responses
Catering Service		3.4%	35
None of the above / Does not apply		96.6%	995

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

Value		Percent	Responses
Continuing Education Courses		8.5%	88
Community College		4.5%	46
Tutoring Center		0.5%	5
Private Tutor		1.3%	13
None of the above / Does not apply		87.7%	903








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		26.0%	268
Credit Union		12.6%	130
Financial Advisor		11.7%	120
Stockbroker		4.0%	41
None of the above / Does not apply		66.8%	688





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

Value		Percent	Responses
Credit Repair Service		0.7%	7
Debt Consolidation Company		0.9%	9
Tax Return Service		11.5%	118
Title Loan Company		0.5%	5
None of the above / Does not apply		87.3%	899











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

Value		Percent	Responses
Chiropractor		4.2%	43
Dentist		27.5%	283
General Practitioner		18.3%	189
Family Practitioner		11.8%	122
Optometrist		14.7%	151
Pediatrician		2.2%	23
None of the above / Does not apply		60.9%	627















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		5.6%	58
Hospital		1.7%	18
Medical Clinic		4.4%	45
None of the above / Does not apply		89.8%	925



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

Value		Percent	Responses
Cardiologist		21.0%	216
Mental Health Provider		9.8%	101
Denture or Implant Specialist		9.5%	98
Ear, Nose & Throat Doctor		10.4%	107
Home Health Care Provider		3.9%	40
Internal Medicine Doctor		41.6%	428
Nutritionist or Dietician		2.5%	26
Physical Therapist		8.3%	86
Psychiatrist		3.7%	38
None of the above / Does not apply		35.9%	370

















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		10.0%	103
Hospice Care Provider		0.2%	2
Laboratory or Medical Testing Facility		31.4%	323
Medical Marijuana Dispensary		3.7%	38
Medical Spa		0.4%	4
Mental Health Clinic		2.8%	29
Medical Supply Store		4.8%	49
Pain Clinic		3.7%	38
Rehabilitation Clinic		1.5%	15
Sleep Disorder Clinic		3.0%	31
Urgent Care Clinic		4.0%	41
Walk-In Clinic		3.7%	38
None of the above / Does not apply		52.1%	537

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		1.6%	16
None of the above / Does not apply		98.4%	1,014





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		2.3%	24
Courier or Delivery Service		11.4%	117
Cremation Service Provider		0.4%	4
Dry Cleaning or Laundry Service		18.3%	189
Electronics Repair Shop		2.1%	22
Funeral Service Provider		1.3%	13
Information Technology (IT) Service		3.0%	31
Marriage Counselor		0.3%	3
Moving Truck Rental Company		1.5%	15
Mobile or Cell Phone Repair Shop		3.6%	37
Propane Dealer		15.7%	162
Self-Storage Facility		2.5%	26
Sewing and Alterations Shop		6.7%	69
Small Engine Repair Shop		4.6%	47
Shipping Center		12.5%	129
None of the above / Does not apply		49.7%	512









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		8.9%	92
Church		44.1%	454
Community Organization		10.8%	111
Community Service or Non-Profit Organization		14.3%	147
None of the above / Does not apply		46.0%	474















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		10.9%	112
Painting Contractor		9.7%	100
Plumber or Plumbing Contractor		11.7%	120
None of the above / Does not apply		76.1%	784

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

Value		Percent	Responses
Air Duct Cleaning Service		3.3%	34
Concrete Contractor		2.9%	30
Furnace Contractor		7.3%	75
General Contractor		6.9%	71
Handyman		18.7%	193
Heating & Air Conditioning Service		19.9%	205
Home Security Company		2.5%	26
Junk Removal or Hauling Service		9.4%	97
Kitchen or Bath Remodeling Company		6.1%	63
Landscaping Service		31.4%	323
Mover or Moving Company		1.9%	20
New Home Builder		0.2%	2
Remodeling Contractor		5.3%	55
Roofing Contractor		5.0%	52
Septic Tank Contractor		4.8%	49
None of the above / Does not apply		34.5%	355



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

Value		Percent	Responses
Carpet Cleaning Service		12.6%	130
Fuel or Oil Home Heating Service		18.1%	186
Furnace Cleaning Service		19.2%	198
Home Theater Installation Service		0.2%	2
Home Gardening Service		5.2%	54
House Cleaning Service		12.2%	126
Landscaper		21.4%	220
Pest Control Service or Exterminator		10.5%	108
Pool Cleaning Service		3.4%	35
Shades & Blinds Installation Service		2.9%	30
Television or Internet Service Provider		16.4%	169
Water Treatment Supply & Service		1.9%	20
Window & Door Installation Service		5.2%	54
None of the above / Does not apply		32.6%	336

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

Value		Percent	Responses
55+ Housing Community		3.2%	33
Adult Day Care		0.1%	1
Assisted Living Facility		1.0%	10
Nursing Home		0.7%	7
Respite Relief Provider		0.5%	5
Retirement Counselor		1.3%	13
Retirement Home		0.5%	5
Senior Center		19.7%	203
None of the above / Does not apply		75.6%	779









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

Value		Percent	Responses
Childcare or Daycare		1.7%	18
None of the above / Does not apply		98.3%	1,012




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		12.8%	132
None of the above / Does not apply		87.2%	898







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

Value		Percent	Responses
Animal Daycare		3.6%	37
Animal Shelter		2.1%	22
Bird Seed Store		9.8%	101
Pet Groomer		15.4%	159
Pet Sitter		2.7%	28
Pet Store		21.6%	222
Veterinarian		31.7%	327
None of the above / Does not apply		52.2%	538

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

Value		Percent	Responses
Realtor		5.6%	58
Real Estate Brokerage Firm		0.2%	2
None of the above / Does not apply		94.3%	971

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

Value		Percent	Responses
Apartment Rental Agency		1.2%	12
Estate Liquidator		0.1%	1
Mortgage Banker		2.3%	24
Mortgage Broker		1.7%	18
Real Estate Appraiser		3.6%	37
None of the above / Does not apply		93.0%	958

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		43.7%	450
Family Style Restaurant		59.9%	617
Food Cart / Food Truck		8.0%	82
Fine Dining Restaurant		31.7%	326
Restaurant with Lounge or Bar		27.8%	286
Pizza Restaurant		65.5%	675
None of the above / Does not apply		15.3%	158

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

Value		Percent	Responses
Art Supply Store		7.7%	79
Consignment Shop		15.0%	155
Craft Supply Store		20.0%	206
Bookstore		28.6%	295
Computer Store		7.8%	80
Department Store		57.6%	593
Discount Store		43.4%	447
Drugstore or Pharmacy		79.7%	821
Fabric Store		11.8%	122
Florist		8.8%	91
Gift Shop		10.9%	112
Gun Shop		6.1%	63
Hobby Shop		6.9%	71
Marijuana Dispensary		6.8%	70
Mobile Phone Store		11.3%	116
Shopping Center		35.8%	369
Thrift Store		19.3%	199
Wholesale, Warehouse or Club Store		43.0%	443
Yarn Store		5.0%	52
Yard Equipment Store		15.3%	158
Vitamin or Supplement Store		7.2%	74

Value		Percent	Responses
None of the above / Does not apply		4.9%	50
Christian Book Store		2.8%	29
Equipment Rental Store		1.8%	19
Gold/Silver/Precious Metal Dealer		1.7%	18
Military Surplus Store		1.2%	12
Monument or Memorial Company		1.8%	19
Pawn Shop		0.4%	4
Religious Supply or Gift Shop		2.4%	25
Survival Store		0.8%	8
Security Service		1.4%	14

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		21.2%	218
Free delivery		33.7%	347
Drive-thru		42.9%	442
Carryout		65.0%	670
Curbside carryout		52.9%	545
Other		2.7%	28
None of the above / Does not apply		11.5%	118






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		37.7%	388
Carpet Store		3.6%	37
Fireplace, Wood Stove or Barbeque Store		2.9%	30
Flooring Store		4.8%	49
Furniture Store		11.1%	114
Hardware Store		51.2%	527
Home & Garden Center		65.0%	670
Home Decor Store		12.0%	124
Hot Tub or Spa Dealer		1.2%	12
Major Appliance Store		6.8%	70
Mattress or Bedding Store		5.2%	54
Outdoor Furniture Store		5.0%	52
Plant Nursery & Garden Supply Store		41.0%	422
Paint Store		18.6%	192
Tool Rental Center		1.8%	19
TV & Appliance Store		3.8%	39
Vacuum Store		1.4%	14
None of the above / Does not apply		14.2%	146




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		14.6%	150
Clothing Store		56.5%	582
Eyewear & Opticians Store		25.0%	258
Jewelry Store		4.8%	49
Shoe Store		26.9%	277
None of the above / Does not apply		30.6%	315

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		4.5%	46
Insurance Agency		7.6%	78
Legal Firm or Attorney		5.3%	55
Tax Advisor		3.4%	35
None of the above / Does not apply		84.7%	872




















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		3.5%	36
Life Coach		0.7%	7
None of the above / Does not apply		96.0%	989









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

Value		Percent	Responses
Purchase New Class A RV		0.1%	1
Purchase New Class B RV		0.2%	2
Purchase New Class C RV		0.2%	2
Purchase New Travel Trailer or 5th Wheel		0.3%	3
Purchase Used Class A RV		0.1%	1
Purchase Used Class B RV		0.1%	1
Purchase Used Class C RV		0.3%	3
Purchase Used Travel Trailer or 5th wheel		0.4%	4
None of the above / Does not apply		98.7%	1,017

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






















Value		Percent	Responses
New Car		3.0%	31
New Luxury Vehicle - Under \$50,000		0.8%	8
New Luxury Vehicle - \$50,000 - \$75,000		0.1%	1
New Luxury Vehicle - Over \$75,000		0.1%	1
New Van		0.2%	2
New Minivan		0.1%	1
New SUV		2.9%	30
New Truck		1.6%	16
New Hybrid or Electric Vehicle		0.6%	6
Used Car		2.9%	30
Used Luxury Vehicle - Under \$30,000		0.4%	4
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	6
Used Luxury Vehicle - Over \$50,000		0.1%	1
Used Van		0.2%	2
Used Minivan		0.2%	2
Used SUV		2.4%	25
Used Truck		2.0%	21
Used Hybrid or Electric Vehicle		0.5%	5
None of the above / Does not apply		86.6%	892












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

Value		Percent	Responses
Compact car		2.3%	24
Full-size car		1.1%	11
Luxury vehicle (any size)		0.9%	9
Midsized car		3.2%	33
Pickup truck		2.3%	24
Sport utility vehicle (SUV)		8.5%	88
Van or minivan		0.9%	9
None of the above		80.8%	832



Total: 1,030

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

Value		Percent	Responses
Chevrolet		3.8%	39
Ford		5.2%	54
Honda		5.7%	59
Hyundai		4.2%	43
Subaru		4.9%	50
Toyota		6.2%	64
None of the above / Does not apply		78.3%	806
Acura		1.0%	10
Audi		0.5%	5
BMW		1.0%	10
Buick		0.8%	8
Cadillac		0.6%	6
Chrysler		0.5%	5
Dodge		1.6%	16
GMC		2.2%	23
Infiniti		0.4%	4
Jeep		1.6%	16
Kia		1.9%	20
Land Rover		0.4%	4
Lexus		1.3%	13
Lincoln		0.3%	3























Value		Percent	Responses
Mazda		1.2%	12
Mercedes-Benz		0.8%	8
Mini		0.1%	1
Mitsubishi		0.1%	1
Nissan		2.3%	24
Porsche		0.2%	2
Saab		0.2%	2
Suzuki		0.1%	1
Tesla		0.3%	3
Volkswagen		0.7%	7
Volvo		1.3%	13







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%	50
No		95.1%	980

Total: 1,030

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







Value		Percent	Responses
Office Equipment		6.0%	62
Printer		5.9%	61
Ink or Printer Cartridges		41.9%	432
Wi-Fi for Home		3.0%	31
Headphones		5.9%	61
Smartphone Charger		4.3%	44
Phone or Tablet Controlled Home Tech Products		3.7%	38
Batteries for Electronics		29.0%	299
None of the above / Does not apply		40.2%	414
Home Theater System		0.3%	3
GPS Device (Handheld or In-Vehicle)		1.0%	10
Satellite Radio		1.5%	15
Satellite TV System		0.4%	4
Stereo System (Home)		0.6%	6
Portable Speakers		1.7%	17
Wireless Speakers		1.9%	20
Smartwatch		1.7%	18
Noise Canceling Headphones		2.5%	26
Phone Calling Card		2.1%	22
Compact/Mini Projector		0.3%	3
Wearable Electronics		0.4%	4
Healthcare Device		2.8%	29

Value		Percent	Responses
Surge Protector		2.2%	23
Aerial Drone		1.1%	11
ShortWave Radio		0.3%	3
Wireless Hotspot		0.6%	6
Assistive Technology for Hearing		2.0%	21
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		0.8%	8
Camera (Digital) SLR		1.2%	12
Camera Accessories or Supplies		0.9%	9
Camera Lens		0.9%	9
Computer Accessories		3.6%	37
Computer Software		1.8%	19
E-Reader (Kindle or Similar)		1.0%	10
Tablet (iPad or Similar)		4.5%	46
Personal Computer		2.3%	24
Laptop Computer		4.8%	49
TiVo or DVR		0.6%	6
4K Ultra HD TV		2.0%	21
Smart TV		3.4%	35
None of the above / Does not apply		81.0%	834














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		11.9%	123
Conventional Cell Phone		3.9%	40
Prepaid Cell Phone		1.5%	15
Unlocked Cell Phone		0.9%	9
Large-Screen Smartphone		1.8%	19
None of the above / Does not apply		82.1%	846






















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

Value		Percent	Responses
Anniversary Jewelry		2.2%	23
Necklaces		2.5%	26
Engagement Rings		0.2%	2
Wedding Rings		0.7%	7
Rings (Other)		2.3%	24
Earrings		6.0%	62
Pendants		1.2%	12
Celtic Jewelry		1.0%	10
Diamond Jewelry		0.5%	5
Silver Jewelry		1.8%	19
Gemstone Jewelry		1.7%	17
Pearl Jewelry		1.0%	10
Men's Jewelry		0.4%	4
Costume Jewelry		2.9%	30
Designer Jewelry		0.9%	9
Jewelry Box or Organizer		0.4%	4
Men's High-End Watch		0.2%	2
Women's Watch		1.4%	14
Women's Jewelry		5.0%	52
None of the above / Does not apply		85.6%	882
















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		8.3%	86
Dental Insurance		2.5%	26
Disability Insurance		0.2%	2
Homeowner Insurance		6.4%	66
Life Insurance		2.9%	30
Medical (Health) Insurance		2.3%	24
Medicare		1.0%	10
Long Term Care Insurance		0.7%	7
Pet Insurance		0.7%	7
Renters Insurance		1.2%	12
Agriculture Insurance		0.1%	1
Professional Liability Insurance		0.5%	5
None of the above / Does not apply		84.4%	869

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

Value		Percent	Responses
Family Practice Doctor		4.8%	49
Optometrist		4.1%	42
Primary Care Provider		7.4%	76
Drugstore or Pharmacy		5.8%	60
None of the above / Does not apply		80.1%	825
Acupuncture		0.5%	5
Audiologist		1.1%	11
Chiropractor		1.4%	14
Counseling & Mental Health Specialist		1.6%	16
Geriatric Specialist		0.3%	3
Home Healthcare		0.3%	3
Hospital		0.7%	7
Medical Clinic		0.7%	7
Pediatric Dentist		0.3%	3
Pediatrician		0.9%	9
Wellness Business		0.1%	1
Substance Abuse Treatment Provider		0.3%	3
Weight Loss Service		0.8%	8
Alternative Care Provider		0.9%	9
Physical Therapy or Rehabilitation service provider		1.7%	18
Hearing Aid Center		2.1%	22






















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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.3%	13
Bankruptcy Attorney		0.6%	6
Banking, Partnership & Business Law Attorney		1.3%	13
Child Support Attorney		0.4%	4
Criminal Law Attorney		0.2%	2
Disability & Social Security Attorney		0.6%	6
Divorce & Family Law Attorney		0.6%	6
Employment Discrimination or Labor Issues Attorney		0.4%	4
General Practice Attorney		2.4%	25
Intellectual Property Attorney		0.1%	1
Probate Attorney		1.0%	10
Real Estate Attorney		3.4%	35
Taxation Attorney		0.8%	8
Wills, Trusts & Estates Attorney		15.2%	157
None of the above / Does not apply		76.9%	792



















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		57.5%	592
Teeth Cleaning		53.1%	547
Cavity Filling		11.1%	114
Crown		8.3%	85
Oral Surgery		2.8%	29
Braces		1.3%	13
Composite Bonding		1.9%	20
Dental Implants		5.9%	61
Dental Veneers		0.4%	4
Dentures		2.3%	24
Full Mouth Reconstruction		0.2%	2
Inlays or Onlays		0.4%	4
Teeth Whitening		1.8%	19
None of the above / Does not apply		18.6%	192

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		56.3%	580
Purchase Health Related Products		9.3%	96
Purchase Health and Wellness Supplements		16.1%	166
Receive Treatment for Back Pain		5.5%	57
Have an Eye/Vision Exam		40.2%	414
Purchase Prescription Eyeglasses		19.8%	204
Purchase Prescription Contact Lenses		4.1%	42
Have an Annual Physical or Checkup		34.3%	353
Have X-Rays Taken		5.0%	52
Have a Scheduled Surgery		4.6%	47
Have Blood Drawn for Testing		32.5%	335
Plan to Visit a Hospital for any Medical Service or Procedure		7.4%	76
Have Foot Problems Diagnosed or Treated		7.0%	72
Senior Travel		4.6%	47
Receive Treatment for a Sleep Disorder		3.5%	36
Purchase Allergy Medications		15.0%	154
Use Personal Trainer or Instructor		3.3%	34
Cardiovascular Treatment		5.7%	59
Cancer Treatment		4.5%	46
Chiropractic Care		7.1%	73
Do Corrective Exercises		5.2%	54









Value		Percent	Responses
Purchase Diabetes Testing Supplies		5.9%	61
Get Vaccinations at Drug Store or Pharmacy		11.0%	113
Discretionary Health Care and Wellness Services and Products		4.5%	46
Purchase Marijuana		5.0%	51
Purchase Vitamins		36.0%	371
Purchase Anti Anxiety Medication or Supplements		6.1%	63
None of the above / Does not apply		17.4%	179
Purchase Elder Care-Related Products or Services		1.2%	12
Purchase Medical Supplies or Equipment for Home		2.4%	25
Use Physical Rehabilitation Services		2.5%	26
Find Home for Aging Parent		0.3%	3
Participate in a Medical Study		0.7%	7
Stop Smoking		1.1%	11
Purchase a Mobility Device		0.9%	9
Receive Treatment for Vehicle or Workplace Injury		0.6%	6
Handicap Accessible Products		1.3%	13
Purchase Orthopedic Shoes		1.7%	17
Purchase Home Medical Testing Equipment or Supplies		1.3%	13
Hire a Personal Care Assistant		0.3%	3
Hire a Caregiver or Respite Worker		0.4%	4
Purchase "Aging in Place" Products		0.9%	9
Purchase a Medical Alert Service		0.9%	9
Have Safety Bars Installed in Bathroom		0.8%	8

Value		Percent	Responses
Stroke Treatment		0.1%	1
Orthopaedic or Knee Surgery		2.0%	21
Memory or Alzheimer's Care		0.8%	8
Nutritional Counseling		1.1%	11
Spinal and Postural Screening		0.5%	5
Physiotherapy		0.5%	5
Receive Treatment for Substance Abuse		0.5%	5
Purchase Blood Pressure Monitoring Device		1.8%	19
Receive Aquatic Therapy		0.5%	5
Join a Weight Loss Group		1.5%	15
Purchase Weight Loss Supplements		0.7%	7
Purchase Weight Loss Food Plan		0.6%	6
Have Reflexology Treatment		0.5%	5
Hire a Weight Loss Professional		0.8%	8
Have Cataract Surgery		1.4%	14
Have Acupuncture		1.5%	15
Receive Treatment for PTSD		1.4%	14
Purchase Hemp Based Supplements		2.4%	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		0.3%	3
Purchase a "In-the-Ear" Hearing Aid		0.8%	8
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.3%	3
Purchase a Digital Hearing Aid		0.5%	5
Purchase a "Behind-the-Ear" Hearing Aid		1.1%	11
Purchase Hearing Aid Cleaning Supplies		1.1%	11
Purchase Hearing Aid Batteries		5.2%	54
Purchase a "In-the-Canal" Hearing Aid		1.1%	11
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		10.9%	112
None of the above / Does not apply		84.9%	874














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		0.4%	4
Pre-purchase a Funeral Plot or Cremation Service		2.2%	23
Purchase a Monument or Headstone		1.0%	10
Use a Funeral Planner		1.7%	17
Purchase Flowers for a Funeral		0.9%	9
Use a Cremation Service		0.7%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.1%	1
None of the above / Does not apply		94.1%	969






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		0.6%	6
Move into a Assisted Living Facility		0.2%	2
Move into a Nursing Home		0.2%	2
Hospice to your Home or House		0.3%	3
Move into Residential Care Home		0.2%	2
Utilize a Respite Provider		0.5%	5
None of the above / Does not apply		98.3%	1,012










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

Value		Percent	Responses
Open Checking Account		1.1%	11
Open Savings Account		2.0%	21
Online Banking		45.3%	467
Manage Investments		16.5%	170
Manage Retirement Accounts		17.4%	179
Mortgage Line of Credit		2.5%	26
Financial Consulting		12.8%	132
Financial Services		9.4%	97
Safe Deposit Box Rental		4.4%	45
Obtain New Credit Card		1.2%	12
Payday Loan or Check Cashing Business		0.2%	2
Use Vehicle Title Loan Company		0.1%	1
None of the above / Does not apply		39.5%	407

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

Value		Percent	Responses
Annuities		3.2%	33
Certificates of Deposit		10.2%	105
City or State Bonds		1.3%	13
Collectibles, Antiques or Art		0.8%	8
Common or Preferred Stock		7.0%	72
Corporate Bonds or Debentures		1.1%	11
401(k)		15.0%	155
Gold or Precious Metals		0.7%	7
IRA		10.0%	103
Money Market Funds		7.0%	72
Mutual Funds		8.2%	84
Non-US Stocks		1.1%	11
Options		0.4%	4
US Savings Bonds		1.2%	12
US Treasury Notes		0.6%	6
Coins or Stamps		1.3%	13
None of the above / Does not apply		64.4%	663

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
Business Equipment Loan		0.2%	2
Carpeting or Furniture Loan		0.3%	3
College Expenses Loan		0.5%	5
College Tuition Loan		2.0%	21
Debt Consolidation Loan		1.3%	13
Medical Expenses Loan		0.3%	3
New Vehicle Loan		2.8%	29
Used Vehicle Loan		2.7%	28
None of the above / Does not apply		91.4%	941

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%	223
Coats		4.1%	42
Nail Polish		6.3%	65
Eyewear or Sunglasses		25.3%	261
Handbags		8.1%	83
Hats		5.0%	51
Intimate Apparel		11.6%	119
Jewelry or Accessories		6.4%	66
Perfume		4.3%	44
Men's Apparel		30.4%	313
Men's Shoes		16.0%	165
Men's Underwear		17.4%	179
Women's Apparel		46.3%	477
Women's Pajamas or Sleepwear		13.6%	140
Women's Shoes		30.3%	312
Women's Underwear		22.6%	233
Socks		22.4%	231
Outerwear		7.5%	77
None of the above / Does not apply		25.7%	265
Watches		2.7%	28
Luggage or Bags		1.1%	11

Value		Percent	Responses
Scarves		1.8%	19
Uniforms		1.6%	16
Western Clothing		1.0%	10

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

Value		Percent	Responses
Children's Sweaters		2.7%	28
Children's Pants		7.7%	79
Children's T-Shirts		10.8%	111
Children's Dresses		4.7%	48
Children's Pajamas or Sleepwear		7.3%	75
Children's Socks		6.2%	64
Children's Shorts		10.4%	107
Infant Clothing		6.1%	63
Children's School Uniform		0.8%	8
Children's Athletic Clothing		6.9%	71
None of the above / Does not apply		82.1%	846



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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		25.0%	257
Boots (Men's)		3.8%	39
Cowboy Boots (Men's)		0.1%	1
Work & Safety (Men's)		4.0%	41
Sneakers		25.2%	260
Classic & Fashion Sneakers (Women's)		10.3%	106
Work & Safety (Women's)		1.8%	19
Cowboy Boots (Women's)		0.1%	1
Athletic & Outdoor Shoes (Women's)		28.5%	294
Athletic & Outdoor Shoes (Children's)		6.3%	65
None of the above / Does not apply		44.3%	456

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		8.8%	91
Have Clothing Dry Cleaned		19.8%	204
Have Shoes Repaired		4.0%	41
Rent or Purchase a Costume		0.3%	3
Wash Clothing at a Laundromat		3.1%	32
Purchase Custom Made Clothing Items		0.2%	2
None of the above / Does not apply		72.3%	745

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.6%	37
Bicycle Tune-Up or Repair		6.1%	63
Camping or Hiking Equipment		4.3%	44
Exercise or Fitness Equipment		6.2%	64
Fishing Rods or Reels		4.6%	47
Fishing Bait or Attractant		8.3%	85
Fishing Accessories		9.8%	101
Golf Clubs or Equipment		7.2%	74
Ammunition		6.9%	71
Swimming Gear		5.9%	61
Hand Gun		3.5%	36
None of the above / Does not apply		64.3%	662
Archery Equipment		1.6%	16
High End Bicycle		0.3%	3
Bicycle Rental		0.3%	3
Hunting Gear		1.3%	13
Running or Jogging Equipment		2.1%	22
Soccer Equipment		1.7%	18
Sports Equipment (Children)		2.4%	25
Trampoline		0.3%	3
Trophies or Plaques		0.5%	5
Weight Lifting Equipment		2.9%	30























Value		Percent	Responses
Used Sporting Equipment		0.8%	8
Rifle		1.6%	16
Shotgun		1.3%	13










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		39.6%	408
Bedding Flowers or Perennials		49.3%	508
Fertilizer		31.4%	323
Flower Pots		19.8%	204
Garden Ornaments		10.0%	103
Gravel or Rock		8.2%	84
Hand Garden Tools		10.6%	109
Landscaping		12.6%	130
Decorative Rock		5.6%	58
Lawn Seed, Turf or Sod		13.0%	134
Outdoor Fireplace or Fire Pit		3.5%	36
Outdoor Furniture		5.8%	60
Outdoor Grill		4.4%	45
Patio Furniture		5.8%	60
Propane		22.5%	232
Shrubbery or Trees		9.5%	98
Stone (Cast, Crushed or Natural)		4.1%	42
Insect or Fungus Control Products		12.3%	127
None of the above / Does not apply		22.4%	231
Chainsaw		1.7%	17
Fountains		1.7%	17
Gate		1.5%	15























Value		Percent	Responses
Gazebo		0.9%	9
Indoor Garden Supplies		2.9%	30
Insects (Bees or Other Beneficial Species)		1.8%	19
Patio Heater		0.9%	9
Outdoor Infrared Heater or Fireplace		0.4%	4
Outdoor Smoker		0.6%	6
Outdoor Kitchen Equipment		0.4%	4
Outdoor Entertainment Center		0.2%	2
Patio Cover, Awning or Canopy		2.4%	25
Pole Shed		0.1%	1
Portable Outdoor Heater		0.6%	6
Power Garden Tools		1.2%	12
Lawn Mower (Push)		2.7%	28
Lawn Mower (Riding)		1.5%	15
Rototiller		0.4%	4
Screen Porch		1.3%	13
Storage Shed		2.2%	23
Leaf Blower		1.3%	13
Outdoor Garden Flags		2.5%	26
Snow Blower		0.3%	3
Greenhouse		0.6%	6

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		10.8%	111
Bird Seed		15.5%	160
Cat Food		25.5%	263
Dog Food		26.6%	274
Specialized Pet Food		3.5%	36
Other Pet Food		4.5%	46
Pet Accessories		7.7%	79
Pet Toys		11.0%	113
Annual Pet Vaccinations		20.5%	211
Annual Pet Checkups		20.7%	213
Adopt or Rescue a Pet		3.5%	36
Purchase Pet Medication		9.0%	93
None of the above / Does not apply		46.0%	474
Fish Food		2.8%	29
Pet Clothing		0.6%	6
Pet Enclosure		0.4%	4
Aquarium or Tank		0.3%	3
Fish Supplies		1.4%	14
Disease Diagnosis		0.4%	4
Pet Travel Cage		0.4%	4
Cremation or Burial Services		0.2%	2
Purchase a Pet		1.1%	11






















Value		Percent	Responses
Holistic or Alternative Pet Care		0.4%	4
Board a Pet Overnight		1.6%	16
Pet Tracking Device		0.2%	2
Pet Dental Care		1.6%	16
Animal Training Classes		2.3%	24
Hemp Based Pet Supplements		0.6%	6
THC Based Pet Supplements		0.2%	2
Holistic or Alternative Pet Supplements		0.7%	7
Anti Anxiety or Stress Pet Medication for Holidays		0.8%	8





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

Value		Percent	Responses
Add or Replace Deck		4.7%	48
Add a Fence or Wall Structure		6.1%	63
Remodel Kitchen		3.4%	35
Remodel Bathroom		6.3%	65
General Remodeling		5.9%	61
Resurface or Build New Driveway		3.8%	39
Sealcoating		4.0%	41
Replace Carpet		3.5%	36
Asphalt Repair		5.3%	55
Asphalt Resurfacing		4.1%	42
Replace Flooring		5.2%	54
Replace Windows		4.3%	44
None of the above / Does not apply		63.8%	657
Add a Room		0.3%	3
Add a Home Office		0.9%	9
Cabinet Refacing or Resurfacing		1.7%	18
Refinish Bathtub		0.9%	9
Install a Glass Shower		1.6%	16
Remodel or Finish Basement Living Area		1.6%	16
Replace Garage Door		1.5%	15
Build a Garage		0.5%	5
Build Out-Building		0.4%	4






















Value		Percent	Responses
Build a Storage Shed		1.7%	18
Have Furniture Restored		1.3%	13
Switch from Gas to Electric		0.1%	1
Switch from Electric to Gas		0.5%	5
Install a Stair Lift		0.4%	4
Install "Aging In Place" Products		1.3%	13
Install a Solar Energy System		0.7%	7
Install Security or Monitoring System		0.8%	8
Stone or Marble Work (Bathroom or Kitchen)		0.7%	7
Residential Paving		1.2%	12
Build a "Tiny House"		0.1%	1
Install Handicap Accessible Addition		0.4%	4














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		3.1%	32
Decking		5.8%	60
Doors (Exterior)		7.0%	72
Electrical Supplies		4.2%	43
Fencing		6.2%	64
Hand Tools		5.2%	54
Lighting and Fixtures		6.2%	64
Lumber		7.6%	78
Paint (Exterior)		12.9%	133
Paint (Interior)		21.7%	223
Plumbing Supplies		3.8%	39
Screen Door		5.0%	51
None of the above / Does not apply		49.6%	511
Circular Saw		0.8%	8
Doors (Interior)		2.0%	21
Furnace		1.7%	17
Generator		0.7%	7
Hardwood Products		2.6%	27
Home Security Doorbell Camera		1.7%	17
Kitchen Cabinets		2.0%	21
Lock Sets		2.0%	21






















Value		Percent	Responses
Mill Work		1.2%	12
Molding		2.4%	25
Plywood		2.8%	29
Power Tools		2.1%	22
Rain Gutters		2.4%	25
Roofing (Composition)		2.2%	23
Roofing (Other)		1.1%	11
Security Door		0.5%	5
Security Locks		1.0%	10
Security Window Film		0.3%	3
Siding		1.6%	16
Solar Screen		0.2%	2
Water Softener System or Supplies		1.6%	16
Wet or Dry Vacuum		1.3%	13
Wood Stove or Fireplace		0.7%	7
Window Guards		0.3%	3
Windows (Double-Hung)		2.5%	26
Windows (Casement)		1.6%	16
Windows (Picture)		0.4%	4
Windows (Slider)		1.0%	10
Windows (Bay or Bow)		0.7%	7

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		4.5%	46
Air Duct Cleaning		4.3%	44
Appliance Repair		3.6%	37
Carpenter or Woodworking		3.9%	40
Carpet Cleaning		10.9%	112
Chimney Cleaning		5.4%	56
Concrete Repair		3.7%	38
Electrical Repair		5.2%	54
Furnace Cleaning		16.1%	166
Gardening Services		5.0%	52
Handyman Services		11.1%	114
Home Heating Oil or Fuel Service		5.3%	55
Home Repair		6.2%	64
None of the above / Does not apply		46.3%	477
Alternative Energy Systems Installation		0.7%	7
Alternative Energy Systems (Service or Repair)		0.6%	6
Blinds Cleaning		1.7%	17
Drywall Installation or Repair		2.2%	23
Electrical Panel Replacement		1.2%	12
Excavation & Wrecking		0.5%	5
Fire & Water Damage Restoration		0.1%	1

Value		Percent	Responses
Flooring - Ceramic Tile (Installation or Repair)		1.4%	14
Flooring - Laminate (Installation or Repair)		1.8%	19
Flooring - Linoleum (Installation or Repair)		1.0%	10
Flooring - Wood (Installation or Repair)		2.4%	25
Flooring - Other (Installation or Repair)		1.6%	16
Foundation Repair		1.5%	15
Furnace Repair		1.1%	11
Furniture Reupholster		0.5%	5
Gutter Installation or Repair		2.6%	27
Heating Repair		0.6%	6
Home Computer Repair		1.6%	16
Home Electronics Repair		0.4%	4
Home Remodel		1.9%	20
























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		8.9%	92
Junk or Yard Waste Removal		10.1%	104
Recycle		5.1%	53
Landscaping Service		18.6%	192
Painting		11.1%	114
Pest Control		7.5%	77
Plumbing Repair		5.5%	57
Pressure Washing		7.3%	75
Preventative Home Maintenance		3.0%	31
Roof Repair		3.9%	40
Septic Tank Cleaning or Repair		4.7%	48
Trash Removal		10.0%	103
Computer Repair		4.3%	44
None of the above / Does not apply		44.0%	453
Home Security Service		1.2%	12
Insulation Installation or Maintenance		1.2%	12
Interior Design		0.7%	7
Sell Scrap Metal		1.8%	19
Movers		0.7%	7
Mold Inspection or Removal		1.0%	10
Party Equipment Rental		0.4%	4

Value		Percent	Responses
Pool Cleaning Service		2.0%	21
Security System		1.2%	12
Siding Replacement		1.1%	11
Snow Removal		1.0%	10
Solar Heating or Power System Installation or Repair		0.5%	5
Stucco or Exterior Coating		0.3%	3
Tool Rental		1.0%	10
Tornado or Storm Shelter Building or Repair		0.1%	1
Water Well Drilling		0.5%	5
Waterproofing		0.7%	7
Window Installation		1.8%	19
Window Tinting for Home		0.2%	2
Yard Equipment Rental		1.0%	10
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
Air Conditioning (Buy)	4.6%	47
Window Blinds (Venetian or Mini)	3.3%	34
Batteries (Home or Office)	27.3%	281
Candles	9.4%	97
Carpeting	3.5%	36
Rugs	5.3%	55
Curtains or Drapes	8.4%	87
Furniture (Living Room)	5.2%	54
Storage Boxes or Tubs	4.6%	47
Floral Arrangements	4.0%	41
Picture Frames	4.1%	42
Linens (Bathroom)	4.7%	48
Indoor Flowers	3.7%	38
None of the above / Does not apply	46.3%	477
Awning	1.8%	19
Emergency Preparedness Kit or Supplies	1.5%	15
Firewood	2.8%	29
Oriental Carpeting	0.5%	5
Flooring Tile	1.7%	18
Hardwood Flooring	1.3%	13
Rugs (Persian)	0.5%	5

Value		Percent	Responses
Clocks		1.7%	17
Closet System		1.2%	12
Cutlery, Flatware or Silverware		1.0%	10
Ductless Heat Pumps		0.5%	5
Fire Extinguisher		2.6%	27
Fine Art (Paintings, Pottery, Etc.)		1.0%	10
Custom Built Furniture		0.2%	2
Reconditioned Furniture		0.3%	3
Furniture (Bedroom)		2.7%	28
Furniture (Children's)		0.9%	9
Crib		0.2%	2
Furniture (Dining Room)		0.4%	4
Furniture (Home Office)		0.8%	8
Furnace		1.3%	13
Futon		0.7%	7
Safe		0.6%	6
Laminate Flooring		1.8%	19
Hot Tub or Spa (Used)		0.2%	2
Sewing Machine		0.7%	7
Reclining Chair		2.9%	30
Wallpaper		1.4%	14
Signs or Banners		0.6%	6
Hot Tub or Spa (New)		0.6%	6

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.2%	12
Tankless Water Heater		1.4%	14

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		5.4%	56
Linens (Bedroom)		6.8%	70
Window Coverings		3.5%	36
Patriotic Flags		3.6%	37
None of the above / Does not apply		74.4%	766
Gas Burning Freestanding Stoves		0.4%	4
Water Purification System (Drinking)		0.6%	6
Solar Water Heater		0.5%	5
Latex Mattress		0.2%	2
Innerspring Mattress		2.4%	25
Pillow Top Mattress		1.7%	17
Foam Mattress		1.1%	11
Memory Foam Mattress		1.5%	15
Gel Mattress		0.4%	4
Twin Size Bed		1.5%	15
Queen Size Bed		2.1%	22
King Size Bed		1.5%	15
Water Heater		1.0%	10
Smoke Alarm or Detector		2.9%	30
Remote Home Monitoring Video Camera		1.1%	11
Shutters		1.6%	16
Reclaimed Wood Furniture		0.4%	4
Sports Team Flags		0.2%	2

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%	35
Fine Art		1.4%	14
Photographs		3.7%	38
Pottery		2.5%	26
Blown Glass		0.7%	7
Stone Carvings		0.4%	4
Sculpture		0.8%	8
Artistic Wall Decor		2.6%	27
Wood Carvings		0.6%	6
Poster Art		1.4%	14
Religious Art		0.2%	2
Stained Glass		0.7%	7
Ceramics		1.0%	10
Metal Work Art		1.3%	13
Music Memorabilia		0.6%	6
Movie Memorabilia		0.3%	3
None of the above / Does not apply		88.6%	913

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























Value		Percent	Responses
Refrigerator		3.3%	34
Portable Dishwasher		0.2%	2
Dishwasher		2.7%	28
Freezer		1.1%	11
Range		2.8%	29
Range Hood		0.9%	9
Wall Oven		0.5%	5
Washer		2.5%	26
Dryer		1.7%	18
Blender		1.4%	14
Instant Pot		1.8%	19
Microwave		3.9%	40
Window Air Conditioner		2.9%	30
Coffee or Espresso Machine		3.0%	31
Vacuum Cleaner		2.7%	28
None of the above / Does not apply		78.3%	807

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

Value		Percent	Responses
Battery		3.9%	40
Tires		6.5%	67
Wiper Blades		14.9%	153
None of the above / Does not apply		70.8%	729
Aftermarket Products		1.7%	18
Canopy		0.2%	2
Child Car Seat		0.6%	6
Floor Mats		2.1%	22
Grill Guard		0.1%	1
Lights		1.6%	16
Mirror(s)		0.2%	2
Motorcycle Accessories		1.4%	14
Motorcycle Parts		1.3%	13
Performance Parts		1.0%	10
RV Accessories or Supplies		1.3%	13
Roof Rack (For Bike, Kayak, Etc.)		0.8%	8
Roof Rack (Luggage or Equipment Container)		0.4%	4
Running Boards		0.2%	2
Seat Covers		1.7%	18
Step Bar		0.1%	1
Stereo System (Auto, Car or Truck)		0.3%	3
Tool Box		0.3%	3

Value		Percent	Responses
Trailer Hitch		1.1%	11
Truck Bed Liner		0.4%	4
Visor		0.2%	2
Wheels or Rims		0.7%	7
Winch		0.1%	1
Window Tinting Equipment (Auto)		0.1%	1
Cargo Trailer (Vehicle Hauler)		0.2%	2
Cargo Trailer (Flat)		0.2%	2
Cargo Trailer (Motorcycle)		0.1%	1
Cargo Trailer (Boat)		0.3%	3
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		6.2%	64
60,000 Mile Service		6.6%	68
100,000 Mile Service		4.5%	46
Auto Detailing		6.6%	68
Auto Repair (General)		6.9%	71
Alignment		4.2%	43
Body Work		3.1%	32
Brake Replacement, Adjustment		4.2%	43
Car Wash		36.6%	377
Gas or Service Station Services		13.3%	137
Oil Change or Lube		41.9%	432
Preventative Maintenance		14.7%	151
Safety Inspection		13.2%	136
Tire Mounting or Installation		4.1%	42
Tune-Up		6.6%	68
None of the above / Does not apply		25.0%	258
Auto Warranty Work (Work Covered by Warranty)		2.0%	21
Car Rental		1.0%	10
DEQ Inspection		1.2%	12
Electrical Repair		0.4%	4
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.6%	6
Motor Repair or Replacement		0.2%	2

Value		Percent	Responses
Motorcycle Repair		0.6%	6
Muffler		0.7%	7
Painting		0.4%	4
RV Maintenance or Service		0.9%	9
Shocks		0.5%	5
Smog Check		0.6%	6
Stereo Installation		0.4%	4
Transmission or Clutch Repair		0.3%	3
Upholstery Repair		0.7%	7
Vehicle Air Conditioning Repair		1.5%	15
Vehicle Storage		0.2%	2
Vehicle Towing		0.3%	3
Windshield or Glass Repair		1.3%	13
Windshield or Window Tinting		0.3%	3

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		5.0%	52
CarFax		12.0%	124
CarGurus.com		6.6%	68
CarMax.com		5.2%	54
Cars.com		5.1%	53
Craigslist Auto		3.9%	40
KBB.com		5.0%	52
Edmunds.com		7.3%	75
Local Dealer Site		39.2%	404
Other Local Website		3.9%	40
None of the above / Does not apply		48.5%	500
Yahoo! Autos		0.1%	1
Automotive.com		0.7%	7
Autoblog.com		0.2%	2
CarsDirect.com		1.0%	10
eBay Motors		1.1%	11
Facebook Dealer Page		1.5%	15
MotorTrend.com		1.0%	10
UsedCars.com		2.1%	22
Local TV Site		1.3%	13
Local Radio Site		0.2%	2
The Car Connection		0.2%	2


















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		37.4%	385
Beauty Products		25.3%	261
Cosmetics		26.2%	270
Babysitting		1.5%	15
Hair Care Products		44.6%	459
Hair Coloring		25.4%	262
Hair Cut		74.4%	766
Manicure		18.3%	188
Massage Therapy		12.4%	128
Pedicure		25.7%	265
None of the above / Does not apply		11.7%	121




















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)		38.1%	392
Books (Used)		21.1%	217
Books (Children's)		9.5%	98
Board Games		5.4%	56
Lottery Ticket		31.6%	325
Collectibles		2.0%	21
Comics		1.1%	11
Graphic Novels		1.8%	19
Computer Games		4.3%	44
Magazines		18.7%	193
Toys		5.6%	58
Video Console Games		3.0%	31
None of the above / Does not apply		30.5%	314











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.2%	12
Ceramics and Pottery		1.3%	13
Collectables		1.7%	17
Comic Books and Related Collectables		0.4%	4
Do-It-Yourself (DIY)		12.2%	126
Games or Puzzles		14.0%	144
Beer Brewing Supplies		1.2%	12
Wine Making Supplies		0.7%	7
Jewelry Making Supplies or Beads		2.1%	22
Knitting		7.9%	81
Making Arts and Crafts		7.4%	76
Paper Crafts		2.8%	29
Quilting		3.6%	37
Scrapbooking		2.5%	26
Toy Collecting		0.4%	4
Trains, Plane & Car Model Kits		2.2%	23
None of the above / Does not apply		62.6%	645












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)		1.7%	18
Attend Online College or University (Part Time)		1.7%	18
Attend Online Graduate School		1.0%	10
Attend Online Classes at Community College		1.7%	18
Learning Center		0.5%	5
Online Trade School		0.4%	4
Online Continuing Education Courses		3.5%	36
Online Professional Certification or Accreditation Courses		2.7%	28
Online Language Lessons (Adult)		2.3%	24
Online Music Lessons (Adult)		1.4%	14
Attend Paid Online Lecture, Seminar or Special Class		2.8%	29
Online Real Estate Classes		0.7%	7
Online Child Education or Tutoring		1.5%	15
Online Music lessons (Child)		0.4%	4
Online Language Lessons (Child)		0.1%	1
Change Online School		0.1%	1
Attend an Online Religion Based School		0.4%	4
Attend an Online Local Workshop		3.1%	32
None of the above / Does not apply		82.8%	853




















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		6.1%	63
Oil paints		2.1%	22
Acrylic Paints		7.5%	77
Markers		4.1%	42
Specialty Paper		4.0%	41
Fabric Craft Supplies		6.7%	69
Beads		1.7%	17
Art Pencils and Pens		6.8%	70
Scrapbooking Supplies		2.9%	30
None of the above / Does not apply		78.8%	812























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
Drums		0.7%	7
Flute		0.3%	3
Acoustic Guitar		1.2%	12
Electric Guitar		0.5%	5
Electric Keyboard		0.4%	4
Piano		0.2%	2
Piano (High End)		0.1%	1
Trombone		0.1%	1
Trumpet		0.2%	2
Violin		0.1%	1
None of the above / Does not apply		97.4%	1,003

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		11.7%	121
French		5.7%	59
Asian		26.3%	271
German		7.4%	76
American (New)		30.3%	312
Italian		64.8%	667
Cajun or Creole		6.0%	62
Indian		10.0%	103
Chinese		51.9%	535
American (Traditional)		69.2%	713
Thai		16.6%	171
Middle Eastern		7.4%	76
Japanese		12.1%	125
Mexican		34.2%	352
Vietnamese		6.9%	71
Southern		6.7%	69
Tex-Mex		10.8%	111
Spanish		7.1%	73
Mediterranean		14.8%	152
None of the above / Does not apply		13.2%	136

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		20.7%	213
Fish & Chips		39.3%	405
Golf Course Restaurant, Bar or Snack Bar		8.8%	91
Barbeque		19.7%	203
Deli		26.3%	271
Breakfast or Brunch		38.5%	397
Appetizers		34.1%	351
Dessert		21.9%	226
Chicken Wings		23.4%	241
Hamburgers		47.5%	489
Chicken		37.3%	384
Frozen Yogurt		7.8%	80
Live or Raw food		3.4%	35
Tapas or Small Plates		5.3%	55
Theme Restaurants		3.9%	40
Soup		23.5%	242
Salad		34.8%	358
Pizza (Dine In)		12.8%	132
Pizza (Delivery)		23.1%	238
Steak		27.8%	286
Juice or Smoothies		7.7%	79
Sandwiches		37.9%	390

Value		Percent	Responses
Pizza (Carry Out)		59.9%	617
Pizza (Take & Bake)		6.0%	62
Seafood		45.4%	468
Steakhouse		18.2%	187
Sushi		10.9%	112
Vegetarian		7.7%	79
Pho		4.2%	43
None of the above / Does not apply		11.0%	113
Vegan		2.7%	28







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		0.1%	1
Purchase Commercial or Business Property		0.2%	2
Purchase Condominium or Townhouse		0.7%	7
Purchase Manufactured or Modular Home		0.4%	4
Purchase Investment Property		1.0%	10
Purchase Personal Residence		1.9%	20
Purchase Custom Built Home		0.5%	5
Purchase Residential Real Estate at an Auction		0.2%	2
Purchase Land or Agricultural Property		0.4%	4
Purchase Vacation Property		0.7%	7
Purchase Other		0.3%	3
None of the above / Does not apply		95.5%	984









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		2.6%	27
Sell Vacation Property		1.2%	12
Sell Condominium or Townhouse		0.3%	3
Sell Investment Property		0.6%	6
Sell Land or Agricultural Property		0.5%	5
Sell Commercial or Business Property		0.2%	2
Sell Manufactured or Modular Home		0.1%	1
Plan to Sell Home in Master-Planned Community		0.1%	1
Sell Other		0.4%	4
None of the above / Does not apply		94.7%	975







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		20.0%	4
New home that I will have contractor build		25.0%	5
Existing home less than 10 years old		50.0%	10
Existing home more than 10 years old		75.0%	15
Other		10.0%	2










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		0.9%	9
Rent House (Residence)		1.7%	17
Rent or Lease Commercial Property		0.5%	5
Rent Agricultural Land		0.1%	1
Rent Subsidized Housing		0.7%	7
Rent Condo/Townhouse		1.1%	11
Rent Section 8 Housing		0.3%	3
None of the above / Does not apply		95.8%	987



















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.5%	36
Use a Realtor to Buy Real Estate		1.9%	20
Use a Realtor to Buy and Sell Real Estate		2.3%	24
Plan to Sell Property Myself		0.7%	7
Use a Real Estate Broker		0.9%	9
None of the above / Does not apply		93.2%	960

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

Value		Percent	Responses
New Home Loan		1.4%	14
Home Remodel or Renovation Loan		0.6%	6
Business Construction Loan		0.2%	2
Home Construction Loan		0.1%	1
Equity Loan		2.1%	22
Land Loan		0.4%	4
Real Estate Loan for existing home		0.4%	4
Refinance Home		3.2%	33
None of the above / Does not apply		92.6%	954



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

Value		Percent	Responses
Craigslist Homes		1.5%	15
Facebook		1.6%	16
Google		3.4%	35
Auction.com		1.0%	10
Homes & Land		0.5%	5
Homes.com		2.8%	29
HomeFinder		5.1%	53
MLS.com		12.8%	132
National Real Estate Co. Site		1.3%	13
Local MLS Site		20.8%	214
RealEstate.com		5.6%	58
Realtor.com		23.7%	244
Realty.com		1.9%	20
Redfin		1.3%	13
Trulia		9.6%	99
Zillow		36.0%	371
ZipRealty.com		0.8%	8
None of the above / Does not apply		50.2%	517



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

Value		Percent	Responses
Apartments.com		8.2%	84
Apartmentguide.com		2.0%	21
Craigslist		5.8%	60
Forrent.com		0.2%	2
HomeFinder.com		4.4%	45
Hotpads.com		0.3%	3
Rent.com		4.3%	44
Trulia		5.5%	57
Zillow		18.7%	193
None of the above / Does not apply		74.6%	768


















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		69.8%	719
No, don't know who to call		30.2%	311
			Total: 1,030
















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		70.3%	724
No, don't know who to call		29.7%	306
			Total: 1,030

98. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Imported Beer		21.0%	216
Craft Beer		22.7%	234
Champagne		7.7%	79
Premium Hard Alcohol or Spirits		20.4%	210
White Wine		46.5%	479
Red Wine		41.9%	432
Major Brand Cigarettes		3.2%	33
Recreational Marijuana		5.0%	51
Marijuana Accessories		2.1%	22
Smokeless Tobacco		0.6%	6
Pipe Tobacco		0.4%	4
Discount Cigarettes		2.6%	27
Discount Hard Alcohol or Spirits		10.2%	105
Domestic Beer		32.6%	336
Electronic Cigarette Supplies		1.6%	16
Alcoholic Cider		7.0%	72
None of the above / Does not apply		22.3%	230








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		3.1%	32
Cannabis Edibles		5.3%	55
Cannabis Tinctures		1.5%	15
Cannabis Vaporizers		0.8%	8
Cannabis Cleaning Tools or Supplies		0.1%	1
Cannabis Concentrates		1.3%	13
Cannabis Pre-Rolls		1.6%	16
Organic Cannabis Products		1.2%	12
Cannabis Oil		3.5%	36
Cannabis Beauty & Skin Care Products		0.9%	9
Cannabis Beverages		0.3%	3
Cannabis Chocolates		2.5%	26
Medical Cannabis		2.8%	29
CBD Cannabis		4.9%	50
None of the above / Does not apply		86.3%	889

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

Value		Percent	Responses
Bulk or Discounted Food Items		26.0%	268
Specialty Teas		13.0%	134
Specialty Coffee		24.5%	252
Gourmet Deli Counter Items		17.7%	182
Cookies		52.3%	539
Snack Cakes		9.2%	95
Potato Chips		60.1%	619
Soft Drinks		32.9%	339
Energy Drinks		6.4%	66
Energy Bars		15.0%	155
Noodle Bowls		6.7%	69
Cupcakes		12.6%	130
Birthday Cake		14.7%	151
Beef Jerky or Meat Sticks		5.2%	54
Bottled Water		41.0%	422
Candy		35.9%	370
Fruit		79.2%	816
Nuts		55.2%	569
Chocolates		43.0%	443
Ice cream		66.2%	682
Cheese		79.9%	823
Artisan Bread		31.8%	328








Value		Percent	Responses
Artisan Meats		5.6%	58
Sports Drinks		9.3%	96
Basic Condiments		46.9%	483
Artisan Condiments		5.0%	51
Canned Sauces		29.2%	301
Cereal		68.0%	700
Milk		83.0%	855
Chicken		85.4%	880
Pork		56.4%	581
Beef		71.5%	736
Fish		65.8%	678
Pasta		75.0%	772
Snack Mixes		11.2%	115
Vegetables		77.6%	799
Olive Oil		56.1%	578
Balsamic Vinegar		26.8%	276
Frozen Entrees		38.1%	392
Eggs		88.5%	912
Locally Raised Beef, Pork, Poultry		19.1%	197
Locally Grown Fruit and Vegetables		73.9%	761
Locally Produced Honey		18.9%	195
Organic Food		20.6%	212
Pickled Vegetables		13.6%	140

Value		Percent	Responses
Artisan Cheese		22.4%	231
Alternative "Meat" Products		10.6%	109
Sausage		46.1%	475
Donuts		20.0%	206
Pastries		29.2%	301
Game Meats		1.8%	19
None of the above / Does not apply		0.8%	8

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		29.8%	307
Attend Online Religious or Spiritual Services		21.0%	216
Donate to a Charity		45.0%	464
Donate to a Church		35.9%	370
Donate to Political Party or Government Representative		15.0%	154
Volunteer at Church		12.4%	128
Volunteer for Nonprofit Group		16.9%	174
Vote in Upcoming Local Elections		44.3%	456
Vote in Upcoming State or National Elections		49.5%	510
Purchase Season Tickets for Performing Arts		4.8%	49
Community Activity		16.7%	172
Support an Organization		14.4%	148
Make a Donation		35.5%	366
None of the above / Does not apply		15.5%	160
Join a New Church		0.9%	9
Donate Vehicle		0.8%	8
Have a Baby		0.1%	1
Get Married		0.5%	5
Retire		2.0%	21
Look into Private Schooling for Children		0.2%	2
Attend a Holiday Themed Performance		2.9%	30
Register to Vote		2.3%	24

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		5.7%	59
Go Mountain Biking		5.6%	58
Go Camping		9.7%	100
Go Hiking		31.7%	326
Go Fishing		16.2%	167
Go Backpacking		3.7%	38
None of the above / Does not apply		56.2%	579

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		29.0%	299
Local Business Email		11.0%	113
Snapchat		6.7%	69
Instagram		22.0%	227
Cinema Ads		4.2%	43
Facebook Business Page		11.2%	115
Reviews on Yelp! or Google+		12.1%	125
YouTube Promo Video		10.7%	110
Local Business Text Message		4.3%	44
Pandora		13.8%	142
Online Yellow Pages		3.9%	40
Google Search		62.4%	643
eBay		28.5%	294
Spotify		7.9%	81
Pinterest		24.1%	248
Google+ Local		7.4%	76
Clicked on Google Sponsored Ad		11.4%	117
LinkedIn		19.9%	205
Craigslist		16.1%	166
Bing		11.7%	121
Twitter		13.6%	140
Amazon		80.7%	831

Value		Percent	Responses
None of the above / Does not apply		5.3%	55
Local Business Blog		2.6%	27
CitySearch		1.6%	16
Digital Billboard		0.3%	3
Angie's List		2.9%	30



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

Value		Percent	Responses
Yes		70.8%	729
No		29.2%	301
			Total: 1,030























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

Value		Percent	Responses
Yes		41.7%	430
No		58.3%	600
			Total: 1,030

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

Value		Percent	Responses
Yes		31.1%	320
No		68.9%	710
			Total: 1,030



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

Value		Percent	Responses
Apparel and Accessories		46.7%	481
Arts and Entertainment		32.2%	332
Automotive - (General)		15.3%	158
Automotive - (New Vehicle Dealership)		16.4%	169
Automotive - (Used Vehicle Dealership)		10.8%	111
Automotive - (Auto Parts store)		10.6%	109
Automotive - (Auto Repair business)		5.7%	59
Automotive - (Auto Body shop)		3.4%	35
Tire Business		11.4%	117
Beauty and Spa Related Businesses		13.5%	139
Community and State Services		20.6%	212
Education		11.1%	114
Employment Related Businesses		5.9%	61
Event Planning and Services		6.5%	67
Family Activity Related Businesses		9.0%	93
Farm Equipment and Agriculture Businesses		3.7%	38
Financial Services		7.1%	73
Fitness Businesses or Providers		5.2%	54
General Retail		41.6%	428
Grocery / Market		40.6%	418
Home and Garden Related Businesses		30.4%	313
Building Supply/Lumber Business		14.7%	151

Value		Percent	Responses
Home Service Businesses		8.1%	83
Home Service Contractors		11.1%	114
Hotel and Travel Related Businesses		20.9%	215
Local Services		25.0%	257
Medical Related Businesses - (General)		11.3%	116
Medical Related Businesses - (Dentist)		4.5%	46
Nightlife Related Businesses		4.8%	49
Pet / Animal		21.2%	218
Professional Services		12.0%	124
Real Estate Service Businesses		5.2%	54
Recreation Related Businesses		6.3%	65
Restaurant / Bar / Lounge		38.8%	400
Senior Related Businesses		8.8%	91
Specialty Food and Drink		14.3%	147
General Retail - Children's Clothing Store		6.6%	68
General Retail - Clothing Accessory Store		14.2%	146
General Retail - Computer Store		8.8%	91
General Retail - Furniture Store		11.7%	121
General Retail - Hardware Store		18.5%	191
General Retail - Home Entertainment Store		4.4%	45
General Retail - Jewelry Store		3.9%	40
General Retail - Major Appliance Store		12.4%	128
General Retail - Men's Clothing Store		11.9%	123











Value		Percent	Responses
General Retail - Mobile Phone Store		5.2%	54
General Retail - Shoe Store		13.5%	139
General Retail - Women's Clothing Store		24.0%	247
None of the above / Does not apply		12.7%	131
Child Related Businesses		2.3%	24
Medical Related Businesses - (Chiropractor)		1.5%	15
Medical Related Businesses - (Hospital)		2.4%	25
Motorsport Businesses		1.3%	13
General Retail - Farming and Agriculture Business		2.3%	24

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






















Value		Percent	Responses
Yes		7.3%	75
No		92.7%	955

Total: 1,030

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		5.5%	57
Get a New Part Time Job		4.5%	46
Get a Temporary or Seasonal Job		2.1%	22
Use an Employment or Temporary Employment Agency		2.5%	26
Use a Career Counselor		0.5%	5
Get a Second (or Third) Job		1.8%	19
Get First Job after High School		0.7%	7
Get First Job after College		1.0%	10
Apply for Unemployment Benefits		9.5%	98
None of the above / Does not apply		82.0%	845

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








Value		Percent	Responses
Admin & Clerical		3.1%	32
Health Care		3.3%	34
Customer Service		3.0%	31
Education		3.7%	38
None of the above / Does not apply		81.8%	843
Agriculture		0.3%	3
Automotive		0.5%	5
Retail		2.1%	22
Warehouse		0.6%	6
Construction		0.5%	5
Accounting		1.2%	12
Hotel - Hospitality		0.6%	6
Manufacturing		1.0%	10
Entry Level (New Graduate)		1.3%	13
Grocery		1.5%	15
Banking & Finance		0.7%	7
Child Care		0.3%	3
Real Estate		0.4%	4
Insurance		0.2%	2
Legal		0.8%	8
Management		1.9%	20

Value		Percent	Responses
Media		1.5%	15
NonProfit		1.4%	14
Government		1.3%	13
Installation - Maintenance - Repair		0.3%	3
Restaurant - Food Services		1.3%	13
Executive Level		0.8%	8
Engineering		0.8%	8
Sales & Marketing		1.6%	16
Information Technology		1.2%	12
Skilled Labor - Trades		1.3%	13
Transportation		0.8%	8







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		15.4%	159
Local Agency Site		9.1%	94
Craigslist		5.0%	52
Facebook		2.6%	27
Indeed.com		20.8%	214
LinkedIn		15.9%	164
Monster.com		9.2%	95
CareerBuilder		6.6%	68
GlassDoor		3.6%	37
SimplyHired.com		1.7%	18
AOL Jobs		0.7%	7
SnagAJob.com		1.2%	12
Dice.com		0.1%	1
USAjobs.gov		3.1%	32
USAjobs.org		1.7%	18
ZipRecruiter		5.0%	51
JobDiagnosis		0.2%	2
TheLadders		0.8%	8
None of the above / Does not apply		62.9%	648

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		13.2%	136
Yellow Pages directory		0.8%	8
Direct mail flyer		11.7%	121
Deal program/offer		5.1%	53
Facebook business page offer		5.6%	58
Billboard advertising		1.1%	11
None of the above / Does not apply		74.4%	766

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


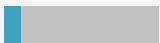
Value		Percent	Responses
Read ads and keep them - using three or more		4.2%	43
Read ads and keep them - using one or two		38.3%	394
Read ads and keep them - without using any		4.4%	45
Read ads but throw away without using any		26.3%	271
Throw ads away unread		23.0%	237
Do not receive direct mail or advertisements at home or PO Box		3.9%	40

Total: 1,030



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 %	27 2.6%	200 19.4%	561 54.5%	47 4.6%	54 5.2%	79 7.7%	62 6.0%	1,030
County election Count Row %	24 2.3%	199 19.3%	483 46.9%	29 2.8%	55 5.3%	69 6.7%	171 16.6%	1,030
State election Count Row %	28 2.7%	275 26.7%	469 45.5%	36 3.5%	79 7.7%	83 8.1%	60 5.8%	1,030
Total Total Responses								1030

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




Value		Percent	Responses
Yes		89.5%	922
No		10.5%	108
			Total: 1,030

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.0%	989
No		4.0%	41

Total: 1,030

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		14.7%	151
No		42.4%	437
Does not apply		42.9%	442
			Total: 1,030

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

Value		Percent	Responses
Arts and Entertainment		4.6%	7
Automotive		3.3%	5
Business Consulting		3.9%	6
Education		9.2%	14
Financial Services		4.6%	7
Health and Medical		5.9%	9
Home Service Businesses		7.2%	11
Local Services		3.9%	6
Real Estate		7.2%	11
Restaurant / Bar / Lounge		3.3%	5
Other		30.1%	46
Apparel and Accessories		0.7%	1
Beauty and Spa		2.6%	4
Child Related Businesses		1.3%	2
Event Planning and Services		0.7%	1
Family Activity		0.7%	1
General Retail		2.0%	3
Grocery and Specialty Food/Drink		2.0%	3
Home and Garden		1.3%	2
Hotel and Travel		1.3%	2
Pet / Animal		2.0%	3
Recreation		2.0%	3















Total: 153

Value		Percent	Responses
Sales Training		0.7%	1
			Total: 153







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		6.6%	10
Use social media for promoting business		19.2%	29
Website optimized for mobile (responsive)		8.6%	13
Ongoing search optimization (SEO, SEM)		6.0%	9
Banner ads		3.3%	5
Cost-per-click ads (CPC, PPC)		2.6%	4
Programmatic ads		0.7%	1
Retargeting ads		0.7%	1
Video ads		0.7%	1
Google ads (Adwords)		7.9%	12
Facebook ads		13.2%	20
Sponsored content		1.3%	2
Email advertising		7.3%	11
Site analytics		2.6%	4
Use a Digital Agency		2.0%	3
Digital ads through newspaper		4.6%	7
None of the above/Does not apply		60.9%	92











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

Value		Percent	Responses
None of the above / Does not apply		90.1%	136
Business Accounting or CPA		2.0%	3
Business Advertising		1.3%	2
Business Financial Consulting		0.7%	1
Business Advisory Services		1.3%	2
Business Construction Contractor		0.7%	1
Business Internet Service Provider		0.7%	1
Business Marketing Services		0.7%	1
Business Printing Services		2.0%	3
Business Realty Services		0.7%	1
Business Recruitment		1.3%	2
Business Security Services		1.3%	2
Business Sign Company Services		2.6%	4
Business Online Meetings		2.6%	4

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

Value		Percent	Responses
Rent New Office		2.6%	4
Add New Locations		1.3%	2
Renovate Existing Facilities		2.6%	4
Construct New Facilities		0.7%	1
Buy or Rent Warehouse space		0.7%	1
None of the above / Does not apply		93.4%	141

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		0.7%	1
Purchase Used Business Automobiles		0.7%	1
Purchase New Business Trucks		1.3%	2
Purchase Used Business Trucks		0.7%	1
Lease New Business Automobiles		0.7%	1
Lease New Business Trucks		0.7%	1
Purchase New Business Delivery Vehicles		0.7%	1
Purchase New Heavy Duty or Commercial Business Trucks		0.7%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.3%	2
None of the above / Does not apply		94.7%	143

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		4.0%	6
Business Health Insurance		4.0%	6
Business Dental Insurance		0.7%	1
Business 401K or Retirement Program		0.7%	1
Business Property Insurance		1.3%	2
Business Commercial Insurance		2.0%	3
None of the above / Does not apply		92.7%	140







124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.1%	1
20 - 24		0.6%	6
25 - 30		0.8%	8
31 - 34		0.5%	5
35 - 40		1.8%	19
41 - 45		2.1%	22
46 - 49		3.4%	35
50 - 54		6.9%	71
55 - 60		11.8%	121
61 - 69		32.0%	329
70 or older		40.0%	412

Total: 1,029








Avg 66

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

Value		Percent	Responses
Metro / Urban		10.9%	112
Small/Mid-Size Town		38.9%	401
Suburban		34.2%	352
Rural		14.9%	153
Vacation community		0.5%	5
Other		0.7%	7

Total: 1,030

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

Value		Percent	Responses
Some High School (Not Graduate)		0.5%	5
High School Graduate (12th grade)		8.3%	85
Vocational or Technical Training		2.8%	29
Some College		17.0%	175
College Graduate		29.4%	303
Some Post-Graduate Study (No Advanced Degree)		7.2%	74
Post-Graduate Degree		34.9%	359
			Total: 1,030

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

Value		Percent	Responses
Under \$20,000		3.4%	33
\$20,000 - \$24,999		2.7%	26
\$25,000 - \$29,999		3.0%	29
\$30,000 - \$34,999		3.9%	38
\$35,000 - \$39,999		3.8%	37
\$40,000 - \$44,999		4.1%	40
\$45,000 - \$49,999		5.2%	50
\$50,000 - \$74,999		21.0%	202
\$75,000 - \$99,999		16.9%	163
\$100,000 - \$124,999		14.0%	135
\$125,000 - \$149,999		8.7%	84
\$150,000 - \$200,000		8.0%	77
Over \$200,000		5.2%	50





Total: 964
Avg \$92,301

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.1%	1
Black or African-American		1.0%	10
Asian		0.5%	5
White or Caucasian		91.9%	947
Hispanic		0.8%	8
Other		0.7%	7
Prefer not to answer		5.0%	52


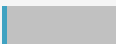



Total: 1,030

129. Are you...





Value		Percent	Responses
Male		35.0%	360
Female		61.9%	638
Other		0.1%	1
Prefer not to answer		3.0%	31

Total: 1,030

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


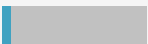



Value	Percent	Responses
Single Family Home 	83.8%	863
Apartment 	5.4%	56
Condominium 	7.9%	81
Mobile Home 	0.8%	8
Other 	2.1%	22
		Total: 1,030

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		90.1%	928
Rented		6.6%	68
Occupied Without Payment of Rent		1.7%	17
Other		1.7%	17

Total: 1,030

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

Value		Percent	Responses
None		89.0%	917
1		5.8%	60
2		3.8%	39
3		1.1%	11
4 or more		0.3%	3
			Total: 1,030