

Covid-19 Impact and Local Business Survey New York Report - April 2020

Response Counts



Total: 574

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	574
		Total: 574










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

Value		Percent	Responses
Local Newspaper		52.1%	299
Local Newspaper Website		53.0%	304
Local TV News		67.8%	389
National Broadcast News		53.0%	304
Local Radio		19.2%	110
Apple News		5.1%	29
Facebook		30.8%	177
Twitter		6.4%	37
Nextdoor		4.9%	28
Other		9.4%	54

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

Value		Percent	Responses
Local Newspaper		14.3%	82
Local Newspaper Website		11.5%	66
Local TV News		30.0%	172
National Broadcast News		29.3%	168
Local Radio		4.0%	23
Apple News		1.0%	6
Facebook		0.9%	5
Twitter		0.9%	5
Other		8.2%	47
			Total: 574




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		86.9%	499
Weekly updates on Covid-19 impact on our community		35.0%	201
Local resources available to our community to lessen impact of Covid-19		58.2%	334
Personal stories on the impact of Covid-19 on households		28.2%	162
Stories on the impact of Covid-19 on employment and local economy		49.5%	284
Online services being offered in the community		40.2%	231
Unemployment resources for persons laid off		21.8%	125
Assistance resources available for local businesses		20.6%	118
Other		4.0%	23


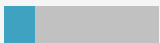
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		62.5%	359
New hours		62.4%	358
Services that are being offered		78.7%	452
New services being offered		53.5%	307
Online services being offered		59.4%	341
Employment needs		20.9%	120
Other		1.4%	8

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		40.6%	233
Watched Local Television		90.1%	517
None of the above / Does not apply		6.1%	35

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

Value		Percent	Responses
Yes		79.1%	454
No		20.9%	120

Total: 574

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		30.2%	137
Local Daily Newspaper		88.3%	401
Local Paid Weekly Community Newspaper		18.5%	84
Local Free Weekly Print Publication		18.9%	86
Local Alternative Publication		3.5%	16
Local City or Regional Magazine		14.3%	65
Local Specialty Publication		8.1%	37
Local Business Publication		9.3%	42
Local Ethnic Publication		3.7%	17
Local Parenting Publication		4.2%	19
Local Senior Publication		11.2%	51
None of the above / Does not apply		2.4%	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		7.7%	44
Auto Detailing Shop		7.0%	40
Auto Glass Repair Shop		1.4%	8
Oil Change Station		41.8%	240
Auto Parts Store		11.7%	67
Auto Repair Shop		27.2%	156
New Vehicle Dealership		9.9%	57
Used Vehicle Dealership		2.3%	13
Recreation Vehicle (RV) Dealership		1.0%	6
RV or Camper Repair		0.5%	3
Tire Store		6.6%	38
None of the above / Does not apply		27.4%	157

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

Value		Percent	Responses
New Farm Equipment Dealer		0.5%	3
Used Farm Equipment Dealer		0.5%	3
Farm Truck and Tractor Repair Shop		1.0%	6
Agriculture Farm Supply Store		4.2%	24
Agricultural Service		0.9%	5
Animal Feed Store		4.7%	27
None of the above / Does not apply		91.5%	525

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		70.0%	402
Ethnic Food Restaurant		40.8%	234
Liquor Store		47.6%	273
Wine Shop		26.8%	154
None of the above / Does not apply		12.9%	74










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		11.7%	67
Farmers Market		25.6%	147
Grocery Store (Co-op)		32.4%	186
Grocery Store (Neighborhood/Local/Mom & Pop)		80.7%	463
Specialty Food Market		29.1%	167
None of the above / Does not apply		4.7%	27



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		51.4%	295
Day Spa		8.7%	50
Nail Salon		42.2%	242
None of the above / Does not apply		31.2%	179






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

Value		Percent	Responses
Bicycle Shop		4.9%	28
Bicycle Repair Shop		5.6%	32
Bicycle Rental Service		1.2%	7
Golf Course		8.7%	50
Gun Shooting Range		4.4%	25
Gun Store		3.8%	22
New Sporting Goods Store		10.5%	60
Used Sporting Goods Store		1.0%	6
None of the above / Does not apply		73.2%	420

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		8.5%	49
None of the above / Does not apply		91.5%	525

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		10.1%	58
Community College		6.4%	37
Tutoring Center		2.3%	13
Private Tutor		3.8%	22
None of the above / Does not apply		81.5%	468








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		29.8%	171
Credit Union		7.3%	42
Financial Advisor		9.1%	52
Stockbroker		4.0%	23
None of the above / Does not apply		65.7%	377





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		2.8%	16
Debt Consolidation Company		4.0%	23
Payday Loan Company		0.2%	1
Tax Return Service		21.6%	124
Title Loan Company		1.2%	7
None of the above / Does not apply		74.9%	430

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		8.0%	46
Dentist		28.9%	166
General Practitioner		18.8%	108
Family Practitioner		13.4%	77
Optometrist		12.0%	69
Pediatrician		2.6%	15
None of the above / Does not apply		59.8%	343















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

Value		Percent	Responses
Dental Clinic		8.4%	48
Hospital		3.0%	17
Medical Clinic		6.3%	36
None of the above / Does not apply		85.9%	493

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		27.4%	157
Mental Health Provider		8.9%	51
Denture or Implant Specialist		10.5%	60
Ear, Nose & Throat Doctor		15.9%	91
Home Health Care Provider		3.1%	18
Internal Medicine Doctor		43.7%	251
Nutritionist or Dietician		4.4%	25
Physical Therapist		8.9%	51
Psychiatrist		5.6%	32
None of the above / Does not apply		31.7%	182

















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		0.7%	4
Hearing Aid Center		7.5%	43
Hospice Care Provider		0.2%	1
Laboratory or Medical Testing Facility		31.0%	178
Medical Marijuana Dispensary		2.6%	15
Medical Spa		0.7%	4
Mental Health Clinic		1.7%	10
Medical Supply Store		3.7%	21
Pain Clinic		5.9%	34
Rehabilitation Clinic		1.2%	7
Sleep Disorder Clinic		1.4%	8
Urgent Care Clinic		7.5%	43
Walk-In Clinic		5.7%	33
None of the above / Does not apply		51.7%	297

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		12.2%	70
None of the above / Does not apply		87.8%	504





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		4.9%	28
Courier or Delivery Service		13.2%	76
Cremation Service Provider		0.5%	3
Dry Cleaning or Laundry Service		31.5%	181
Electronics Repair Shop		3.1%	18
Funeral Service Provider		1.9%	11
Information Technology (IT) Service		3.8%	22
Marriage Counselor		0.5%	3
Moving Truck Rental Company		2.3%	13
Mobile or Cell Phone Repair Shop		5.4%	31
Propane Dealer		8.9%	51
Self-Storage Facility		4.9%	28
Sewing and Alterations Shop		6.1%	35
Small Engine Repair Shop		2.3%	13
Shipping Center		13.6%	78
None of the above / Does not apply		42.9%	246


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		12.7%	73
Church		52.3%	300
Community Organization		13.1%	75
Community Service or Non-Profit Organization		15.3%	88
None of the above / Does not apply		38.3%	220

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

Value		Percent	Responses
Electrician		8.2%	47
Painting Contractor		10.5%	60
Plumber or Plumbing Contractor		8.9%	51
None of the above / Does not apply		79.6%	457









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

Value		Percent	Responses
Air Duct Cleaning Service		4.9%	28
Concrete Contractor		4.0%	23
Furnace Contractor		2.4%	14
General Contractor		7.5%	43
Handyman		21.1%	121
Heating & Air Conditioning Service		13.6%	78
Home Security Company		2.3%	13
Junk Removal or Hauling Service		6.8%	39
Kitchen or Bath Remodeling Company		5.2%	30
Landscaping Service		30.5%	175
Mover or Moving Company		1.0%	6
New Home Builder		0.5%	3
Remodeling Contractor		2.3%	13
Roofing Contractor		3.3%	19
Septic Tank Contractor		0.7%	4
None of the above / Does not apply		43.4%	249



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		11.7%	67
Fuel or Oil Home Heating Service		4.2%	24
Furnace Cleaning Service		5.6%	32
Home Theater Installation Service		0.5%	3
Home Gardening Service		9.8%	56
House Cleaning Service		13.6%	78
Landscaper		27.9%	160
Pest Control Service or Exterminator		7.8%	45
Pool Cleaning Service		7.3%	42
Shades & Blinds Installation Service		3.5%	20
Television or Internet Service Provider		15.2%	87
Water Treatment Supply & Service		0.5%	3
Window & Door Installation Service		3.7%	21
None of the above / Does not apply		40.9%	235

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

Value		Percent	Responses
55+ Housing Community		2.3%	13
Adult Day Care		0.9%	5
Assisted Living Facility		1.0%	6
Nursing Home		0.9%	5
Respite Relief Provider		0.5%	3
Retirement Counselor		0.9%	5
Senior Center		5.9%	34
None of the above / Does not apply		88.7%	509









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

Value		Percent	Responses
Childcare or Daycare		2.3%	13
None of the above / Does not apply		97.7%	561

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		18.6%	107
None of the above / Does not apply		81.4%	467







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		2.3%	13
Animal Shelter		2.1%	12
Bird Seed Store		4.5%	26
Pet Groomer		14.1%	81
Pet Sitter		1.4%	8
Pet Store		27.4%	157
Veterinarian		28.4%	163
None of the above / Does not apply		54.9%	315

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%	32
Real Estate Brokerage Firm	1.0%	6
None of the above / Does not apply	93.9%	539

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		3.1%	18
Estate Liquidator		0.9%	5
Mortgage Banker		3.1%	18
Mortgage Broker		2.8%	16
Real Estate Appraiser		3.0%	17
None of the above / Does not apply		90.4%	519

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		45.5%	261
Family Style Restaurant		54.0%	310
Food Cart/ Food Truck		6.1%	35
Fine Dining Restaurant		34.0%	195
Restaurant with Lounge or Bar		29.6%	170
Pizza Restaurant		72.1%	414
None of the above / Does not apply		13.9%	80

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		13.2%	76
Consignment Shop		6.3%	36
Craft Supply Store		22.8%	131
Bookstore		24.7%	142
Computer Store		7.5%	43
Department Store		57.0%	327
Discount Store		40.6%	233
Drugstore or Pharmacy		76.8%	441
Fabric Store		5.9%	34
Florist		8.2%	47
Gift Shop		8.0%	46
Gun Shop		3.3%	19
Hobby Shop		7.1%	41
Marijuana Dispensary		3.1%	18
Mobile Phone Store		10.6%	61
Religious Supply or Gift Shop		4.0%	23
Shopping Center		43.6%	250
Thrift Store		11.0%	63
Wholesale, Warehouse or Club Store		39.4%	226
Yarn Store		3.7%	21
Yard Equipment Store		7.8%	45

Value		Percent	Responses
Vitamin or Supplement Store		18.3%	105
None of the above / Does not apply		6.4%	37
Christian Book Store		2.8%	16
Equipment Rental Store		1.0%	6
Gold/Silver/Precious Metal Dealer		1.0%	6
Military Surplus Store		1.4%	8
Monument or Memorial Company		1.7%	10
Pawn Shop		0.9%	5
Survival Store		1.4%	8
Security Service		0.7%	4

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		31.7%	182
Free delivery		62.5%	359
Drive-thru		45.3%	260
Carryout		61.8%	355
Curbside carryout		40.8%	234
Other		1.4%	8
None of the above / Does not apply		8.4%	48






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		23.5%	135
Carpet Store		3.7%	21
Fireplace, Wood Stove or Barbeque Store		1.0%	6
Flooring Store		5.2%	30
Furniture Store		10.1%	58
Hardware Store		32.9%	189
Home & Garden Center		47.4%	272
Home Decor Store		9.6%	55
Hot Tub or Spa Dealer		1.4%	8
Major Appliance Store		5.9%	34
Mattress or Bedding Store		6.6%	38
Outdoor Furniture Store		6.1%	35
Plant Nursery & Garden Supply Store		27.2%	156
Paint Store		17.2%	99
Tool Rental Center		1.7%	10
TV & Appliance Store		4.4%	25
Vacuum Store		1.9%	11
None of the above / Does not apply		27.7%	159




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		19.3%	111
Clothing Store		64.6%	371
Eyewear & Opticians Store		24.6%	141
Jewelry Store		4.9%	28
Shoe Store		36.1%	207
None of the above / Does not apply		25.6%	147









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		9.4%	54
Insurance Agency		4.4%	25
Legal Firm or Attorney		5.1%	29
Tax Advisor		4.9%	28
None of the above / Does not apply		81.5%	468

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		4.5%	26
Life Coach		1.4%	8
None of the above / Does not apply		94.4%	542


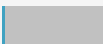






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.3%	2
Purchase New Class B RV		0.3%	2
Purchase New Class C RV		0.5%	3
Purchase New Travel Trailer or 5th Wheel		0.2%	1
Purchase Used Class A RV		0.5%	3
Purchase Used Class B RV		0.3%	2
Purchase Used Class C RV		0.2%	1
None of the above / Does not apply		98.8%	567

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		4.7%	27
New Luxury Vehicle - Under \$50,000		1.7%	10
New Luxury Vehicle - \$50,000 - \$75,000		0.7%	4
New Luxury Vehicle - Over \$75,000		0.5%	3
New Van		0.2%	1
New Minivan		0.2%	1
New SUV		4.4%	25
New Truck		1.0%	6
New Hybrid or Electric Vehicle		0.3%	2
Used Car		3.8%	22
Used Luxury Vehicle - Under \$30,000		0.7%	4
Used Luxury Vehicle - \$30,000 - \$50,000		0.2%	1
Used Van		0.2%	1
Used SUV		1.9%	11
Used Truck		0.7%	4
None of the above / Does not apply		84.8%	487












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

Value		Percent	Responses
Compact car		1.4%	8
Full-size car		2.1%	12
Luxury vehicle (any size)		2.3%	13
Midsized car		2.4%	14
Pickup truck		1.2%	7
Sport utility vehicle (SUV)		12.9%	74
Van or minivan		0.9%	5
None of the above		76.8%	441



Total: 574

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

Value		Percent	Responses
Chevrolet		4.9%	28
Ford		3.0%	17
Honda		4.5%	26
Toyota		4.2%	24
None of the above / Does not apply		76.3%	438
Acura		1.7%	10
Audi		2.4%	14
BMW		1.2%	7
Buick		1.9%	11
Cadillac		1.0%	6
Chrysler		0.9%	5
Dodge		2.1%	12
Fiat		0.3%	2
GMC		1.9%	11
Hyundai		2.8%	16
Infiniti		1.2%	7
Jeep		2.6%	15
Kia		1.9%	11
Land Rover		0.7%	4
Lexus		2.3%	13
Lincoln		1.4%	8























Value		Percent	Responses
Mazda		0.3%	2
Mercedes-Benz		1.6%	9
Mitsubishi		0.2%	1
Nissan		2.4%	14
Porsche		0.2%	1
Saab		0.2%	1
Subaru		2.3%	13
Suzuki		0.2%	1
Tesla		1.0%	6
Volkswagen		1.4%	8
Volvo		0.7%	4







46. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing an ad in the local newspaper or publication?

Value		Percent	Responses
Yes		7.8%	45
No		92.2%	529















Total: 574

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







Value		Percent	Responses
Office Equipment		7.0%	40
Printer		6.3%	36
Ink or Printer Cartridges		38.5%	221
Wi-Fi for Home		3.0%	17
Headphones		10.1%	58
Smartphone Charger		6.3%	36
Noise Canceling Headphones		3.7%	21
Surge Protector		4.4%	25
Batteries for Electronics		27.7%	159
None of the above / Does not apply		42.5%	244
Home Theater System		0.7%	4
GPS Device (Handheld or In-Vehicle)		0.7%	4
Satellite Radio		1.2%	7
Stereo System (Home)		0.5%	3
Portable Speakers		1.2%	7
Wireless Speakers		1.9%	11
Smartwatch		1.7%	10
Phone or Tablet Controlled Home Tech Products		2.3%	13
Phone Calling Card		1.2%	7
Compact/Mini Projector		0.7%	4
Wearable Electronics		0.7%	4
Healthcare Device		2.6%	15

Value		Percent	Responses
Aerial Drone		1.6%	9
ShortWave Radio		0.5%	3
Wireless Hotspot		1.0%	6
Assistive Technology for Hearing		2.1%	12
Virtual Reality Headset		0.3%	2
Smart Sports Equipment		0.2%	1




















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		0.7%	4
Camera (Digital) SLR		0.7%	4
Camera Accessories or Supplies		0.5%	3
Camera Lens		0.7%	4
Computer Accessories		3.1%	18
Computer Software		2.4%	14
E-Reader (Kindle or Similar)		1.0%	6
Tablet (iPad or Similar)		4.2%	24
Personal Computer		3.1%	18
Laptop Computer		5.9%	34
TiVo or DVR		0.7%	4
4K Ultra HD TV		2.8%	16
Smart TV		4.7%	27
None of the above / Does not apply		81.0%	465














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		11.1%	64
Conventional Cell Phone		3.1%	18
Prepaid Cell Phone		0.7%	4
Unlocked Cell Phone		0.9%	5
Large-Screen Smartphone		2.4%	14
None of the above / Does not apply		83.8%	481





















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		3.1%	18
Necklaces		3.5%	20
Wedding Rings		0.3%	2
Rings (Other)		2.6%	15
Earrings		7.0%	40
Pendants		1.4%	8
Celtic Jewelry		2.1%	12
Diamond Jewelry		1.0%	6
Silver Jewelry		3.5%	20
Gemstone Jewelry		2.4%	14
Pearl Jewelry		0.3%	2
Men's Jewelry		0.3%	2
Costume Jewelry		4.5%	26
Designer Jewelry		0.5%	3
Jewelry Box or Organizer		1.4%	8
Men's High-End Watch		0.2%	1
Women's Watch		2.4%	14
Women's Jewelry		6.1%	35
None of the above / Does not apply		81.9%	470

















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

Value	Percent	Responses
Auto Insurance 	6.4%	37
Dental Insurance 	1.6%	9
Disability Insurance 	0.5%	3
Homeowner Insurance 	5.6%	32
Life Insurance 	2.6%	15
Medical (Health) Insurance 	1.7%	10
Medicare 	1.9%	11
Long Term Care Insurance 	0.7%	4
Pet Insurance 	1.2%	7
Renters Insurance 	0.9%	5
Agriculture Insurance 	0.2%	1
Professional Liability Insurance 	0.7%	4
None of the above / Does not apply 	84.5%	485
















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
Acupuncture		3.0%	17
Chiropractor		3.8%	22
Family Practice Doctor		6.1%	35
Optometrist		3.0%	17
Primary Care Provider		5.6%	32
Drugstore or Pharmacy		5.7%	33
None of the above / Does not apply		79.4%	456
Audiologist		0.9%	5
Counseling & Mental Health Specialist		1.9%	11
Geriatric Specialist		0.3%	2
Home Healthcare		0.3%	2
Hospital		0.3%	2
Medical Clinic		0.9%	5
Pediatric Dentist		0.3%	2
Pediatrician		0.7%	4
Wellness Business		0.3%	2
Weight Loss Service		1.6%	9
Alternative Care Provider		0.7%	4
Physical Therapy or Rehabilitation service provider		1.6%	9
Hearing Aid Center		2.4%	14






















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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		1.2%	7
Bankruptcy Attorney		0.9%	5
Banking, Partnership & Business Law Attorney		2.6%	15
Child Support Attorney		0.2%	1
Criminal Law Attorney		0.2%	1
Disability & Social Security Attorney		0.3%	2
Divorce & Family Law Attorney		1.2%	7
Employment Discrimination or Labor Issues Attorney		0.7%	4
General Practice Attorney		0.9%	5
Malpractice Attorney		0.3%	2
Patent, Trademark & Copyright Attorney		0.2%	1
Probate Attorney		0.2%	1
Real Estate Attorney		5.2%	30
Taxation Attorney		0.2%	1
Wills, Trusts & Estates Attorney		12.4%	71
None of the above / Does not apply		77.2%	443















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

Value		Percent	Responses
Dental Checkup		49.8%	286
Teeth Cleaning		35.5%	204
Cavity Filling		9.4%	54
Crown		7.8%	45
Oral Surgery		4.2%	24
Braces		3.7%	21
Composite Bonding		1.4%	8
Dental Implants		5.7%	33
Dental Veneers		0.3%	2
Dentures		2.3%	13
Full Mouth Reconstruction		0.5%	3
Inlays or Onlays		0.2%	1
Smile Makeover		0.5%	3
Teeth Whitening		2.3%	13
None of the above / Does not apply		28.4%	163











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		43.4%	249
Purchase Health Related Products		7.5%	43
Use Physical Rehabilitation Services		3.7%	21
Purchase Health and Wellness Supplements		12.0%	69
Receive Treatment for Back Pain		7.1%	41
Have an Eye/Vision Exam		30.3%	174
Purchase Prescription Eyeglasses		16.7%	96
Purchase Prescription Contact Lenses		4.7%	27
Have an Annual Physical or Checkup		26.0%	149
Have X-Rays Taken		3.7%	21
Have a Scheduled Surgery		3.5%	20
Have Blood Drawn for Testing		35.5%	204
Plan to Visit a Hospital for any Medical Service or Procedure		6.3%	36
Have Foot Problems Diagnosed or Treated		8.2%	47
Senior Travel		3.7%	21
Purchase Allergy Medications		14.8%	85
Use Personal Trainer or Instructor		3.3%	19
Cardiovascular Treatment		6.4%	37
Cancer Treatment		4.0%	23
Chiropractic Care		9.8%	56
Do Corrective Exercises		3.8%	22









Value		Percent	Responses
Purchase Diabetes Testing Supplies		5.9%	34
Get Vaccinations at Drug Store or Pharmacy		5.4%	31
Join a Weight Loss Group		3.5%	20
Purchase Vitamins		37.1%	213
Purchase Anti Anxiety Medication or Supplements		6.1%	35
None of the above / Does not apply		23.3%	134
Purchase Elder Care-Related Products or Services		1.0%	6
Purchase Medical Supplies or Equipment for Home		2.3%	13
Find Home for Aging Parent		0.3%	2
Participate in a Medical Study		0.7%	4
Stop Smoking		1.6%	9
Purchase a Mobility Device		0.3%	2
Handicap Accessible Products		1.6%	9
Purchase Orthopedic Shoes		0.9%	5
Purchase Home Medical Testing Equipment or Supplies		1.2%	7
Hire a Personal Care Assistant		0.2%	1
Hire a Caregiver or Respite Worker		0.7%	4
Purchase "Aging in Place" Products		0.7%	4
Have Safety Bars Installed in Bathroom		1.0%	6
Receive Treatment for a Sleep Disorder		2.3%	13
Stroke Treatment		0.3%	2
Orthopaedic or Knee Surgery		1.7%	10
Memory or Alzheimer's Care		0.3%	2

Value		Percent	Responses
Nutritional Counseling		1.4%	8
Spinal and Postural Screening		0.3%	2
Physiotherapy		0.7%	4
Purchase Blood Pressure Monitoring Device		1.2%	7
Receive Aquatic Therapy		0.2%	1
Purchase Weight Loss Supplements		1.6%	9
Purchase Weight Loss Food Plan		1.7%	10
Have Reflexology Treatment		0.9%	5
Hire a Weight Loss Professional		0.7%	4
Have Cataract Surgery		1.2%	7
Discretionary Health Care and Wellness Services and Products		2.3%	13
Purchase Marijuana		1.9%	11
Have Acupuncture		2.6%	15
Receive Treatment for PTSD		1.2%	7
Purchase Hemp Based Supplements		2.4%	14








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

Value		Percent	Responses
Purchase a "In-the-Ear" Hearing Aid		1.6%	9
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.7%	4
Purchase a Digital Hearing Aid		0.9%	5
Purchase a "Behind-the-Ear" Hearing Aid		1.2%	7
Purchase Hearing Aid Cleaning Supplies		1.0%	6
Purchase Hearing Aid Batteries		3.3%	19
Purchase a "In-the-Canal" Hearing Aid		0.3%	2
Purchase a Analog Hearing Aid		0.2%	1
Have a Hearing Exam		8.0%	46
None of the above / Does not apply		88.0%	505













57. Which of the following FUNERAL plans do you or members of your household considering in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase a Funeral Plot		0.3%	2
Pre-purchase a Funeral Plot or Cremation Service		1.9%	11
Purchase a Monument or Headstone		1.0%	6
Use a Funeral Planner		2.3%	13
Purchase Flowers for a Funeral		0.5%	3
Use a Cremation Service		0.7%	4
Hire a Religious or Spiritual Leader for a Funeral Service		0.5%	3
None of the above / Does not apply		94.3%	541

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		0.2%	1
Move into a Assisted Living Facility		0.3%	2
Move into a Nursing Home		0.3%	2
Move into a Alzheimer's Care Facility		0.3%	2
Move Into a Hospice Facility		0.7%	4
Utilize a Respite Provider		0.2%	1
None of the above / Does not apply		98.4%	565

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		0.7%	4
Open Savings Account		1.0%	6
Online Banking		38.5%	221
Manage Investments		13.2%	76
Manage Retirement Accounts		12.9%	74
Mortgage Line of Credit		2.1%	12
Financial Consulting		11.0%	63
Financial Services		7.8%	45
Safe Deposit Box Rental		1.9%	11
Obtain New Credit Card		1.7%	10
Payday Loan or Check Cashing Business		0.2%	1
None of the above / Does not apply		45.6%	262

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		3.1%	18
Certificates of Deposit		7.7%	44
City or State Bonds		1.6%	9
Collectibles, Antiques or Art		1.0%	6
Common or Preferred Stock		6.4%	37
Corporate Bonds or Debentures		1.0%	6
401(k)		15.5%	89
Gold or Precious Metals		1.0%	6
IRA		7.5%	43
Money Market Funds		4.9%	28
Mutual Funds		5.9%	34
Non-US Stocks		0.5%	3
Options		0.3%	2
US Savings Bonds		1.2%	7
US Treasury Notes		1.7%	10
Coins or Stamps		1.7%	10
None of the above / Does not apply		68.6%	394

61. Which of the following do you or anyone in your household plan to BORROW MONEY or take out a LOAN from a financial institution for in the NEXT 3 MONTHS? (Check all that apply.)












Value		Percent	Responses
Agriculture Loan		0.2%	1
Business Equipment Loan		0.3%	2
Carpeting or Furniture Loan		0.3%	2
College Expenses Loan		0.7%	4
College Tuition Loan		2.3%	13
Debt Consolidation Loan		2.4%	14
Medical Expenses Loan		0.5%	3
New Vehicle Loan		2.8%	16
Used Vehicle Loan		0.5%	3
Vacation or Travel Loan		0.3%	2
None of the above / Does not apply		91.8%	527

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		23.5%	135
Coats		4.7%	27
Nail Polish		10.3%	59
Eyewear or Sunglasses		23.5%	135
Handbags		12.0%	69
Hats		6.3%	36
Intimate Apparel		13.4%	77
Jewelry or Accessories		7.5%	43
Perfume		8.4%	48
Men's Apparel		30.7%	176
Men's Shoes		15.5%	89
Men's Underwear		19.3%	111
Women's Apparel		52.1%	299
Women's Pajamas or Sleepwear		17.1%	98
Women's Shoes		35.9%	206
Women's Underwear		24.0%	138
Socks		22.6%	130
Uniforms		3.3%	19
Outerwear		6.3%	36
None of the above / Does not apply		25.6%	147
Watches		2.4%	14

Value		Percent	Responses
Luggage or Bags		1.7%	10
Scarves		2.1%	12
Western Clothing		1.9%	11

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

Value		Percent	Responses
Children's Sweaters		1.9%	11
Children's Pants		8.4%	48
Children's T-Shirts		12.7%	73
Children's Dresses		6.3%	36
Children's Pajamas or Sleepwear		8.7%	50
Children's Socks		7.1%	41
Children's Shorts		13.1%	75
Infant Clothing		7.5%	43
Children's School Uniform		1.2%	7
Children's Athletic Clothing		8.9%	51
None of the above / Does not apply		75.6%	434





















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)		24.4%	140
Boots (Men's)		2.8%	16
Cowboy Boots (Men's)		0.5%	3
Work & Safety (Men's)		4.5%	26
Sneakers		29.3%	168
Classic & Fashion Sneakers (Women's)		14.1%	81
Work & Safety (Women's)		3.1%	18
Cowboy Boots (Women's)		0.7%	4
Athletic & Outdoor Shoes (Women's)		29.3%	168
Athletic & Outdoor Shoes (Children's)		9.6%	55
Cowboy Boots (Children's)		0.2%	1
None of the above / Does not apply		41.1%	236

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		13.8%	79
Have Clothing Dry Cleaned		30.7%	176
Have Shoes Repaired		5.6%	32
Rent or Purchase a Costume		0.5%	3
Wash Clothing at a Laundromat		9.4%	54
Purchase Custom Made Clothing Items		0.5%	3
None of the above / Does not apply		58.7%	337

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		4.0%	23
Bicycle Tune-Up or Repair		6.1%	35
Camping or Hiking Equipment		3.0%	17
Exercise or Fitness Equipment		6.4%	37
Fishing Bait or Attractant		6.3%	36
Fishing Accessories		5.4%	31
Golf Clubs or Equipment		4.2%	24
Ammunition		5.1%	29
Swimming Gear		6.3%	36
Weight Lifting Equipment		3.7%	21
None of the above / Does not apply		68.1%	391
Archery Equipment		1.0%	6
High End Bicycle		0.2%	1
Bicycle Rental		1.4%	8
Fishing Rods or Reels		2.3%	13
Hunting Gear		0.7%	4
Running or Jogging Equipment		1.4%	8
Soccer Equipment		1.0%	6
Sports Equipment (Children)		2.6%	15
Trampoline		0.3%	2
Trophies or Plaques		0.2%	1
Used Sporting Equipment		0.7%	4























Value		Percent	Responses
Rifle		1.2%	7
Hand Gun		2.3%	13
Shotgun		2.1%	12

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		26.8%	154
Bedding Flowers or Perennials		38.0%	218
Fertilizer		21.4%	123
Flower Pots		22.0%	126
Garden Ornaments		13.4%	77
Gravel or Rock		8.2%	47
Hand Garden Tools		7.7%	44
Landscaping		12.2%	70
Decorative Rock		5.6%	32
Lawn Seed, Turf or Sod		8.9%	51
Outdoor Furniture		8.5%	49
Outdoor Grill		4.9%	28
Patio Furniture		3.7%	21
Propane		15.9%	91
Shrubbery or Trees		8.7%	50
Storage Shed		3.0%	17
Insect or Fungus Control Products		8.4%	48
Outdoor Garden Flags		3.7%	21
None of the above / Does not apply		35.0%	201
Chainsaw		0.7%	4
Fountains		1.4%	8
Gate		0.9%	5























Value		Percent	Responses
Gazebo		0.9%	5
Indoor Garden Supplies		2.8%	16
Insects (Bees or Other Beneficial Species)		1.0%	6
Outdoor Fireplace or Fire Pit		2.8%	16
Patio Heater		0.2%	1
Outdoor Infrared Heater or Fireplace		0.2%	1
Outdoor Kitchen Equipment		0.3%	2
Outdoor Entertainment Center		0.2%	1
Patio Cover, Awning or Canopy		1.2%	7
Pole Shed		0.2%	1
Portable Outdoor Heater		0.2%	1
Power Garden Tools		0.3%	2
Lawn Mower (Push)		2.6%	15
Lawn Mower (Riding)		0.3%	2
Rototiller		0.5%	3
Screen Porch		0.5%	3
Stone (Cast, Crushed or Natural)		2.1%	12
Leaf Blower		1.4%	8
Greenhouse		0.3%	2









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		9.6%	55
Bird Seed		8.9%	51
Cat Food		18.6%	107
Dog Food		27.0%	155
Fish Food		4.0%	23
Other Pet Food		5.4%	31
Pet Accessories		11.3%	65
Pet Toys		12.5%	72
Annual Pet Vaccinations		19.9%	114
Annual Pet Checkups		21.6%	124
Adopt or Rescue a Pet		3.3%	19
Purchase Pet Medication		7.0%	40
None of the above / Does not apply		50.7%	291
Specialized Pet Food		2.8%	16
Pet Clothing		1.7%	10
Pet Enclosure		0.2%	1
Aquarium or Tank		0.5%	3
Fish Supplies		2.4%	14
Disease Diagnosis		1.0%	6
Pet Travel Cage		0.5%	3
Pet Travel Accessories		0.7%	4
Cremation or Burial Services		0.2%	1

Value		Percent	Responses
Purchase a Pet		1.0%	6
Holistic or Alternative Pet Care		0.7%	4
Board a Pet Overnight		1.0%	6
Pet Tracking Device		0.2%	1
Pet Dental Care		1.7%	10
Animal Training Classes		1.6%	9
Hemp Based Pet Supplements		0.5%	3
THC Based Pet Supplements		0.3%	2
Holistic or Alternative Pet Supplements		0.7%	4
Anti Anxiety or Stress Pet Medication for Holidays		0.9%	5




















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 a Fence or Wall Structure		4.5%	26
Remodel Bathroom		4.2%	24
General Remodeling		3.8%	22
Replace Carpet		3.7%	21
Replace Flooring		4.2%	24
None of the above / Does not apply		72.5%	416
Add a Room		0.3%	2
Add a Home Office		0.7%	4
Add or Replace Deck		1.9%	11
Remodel Kitchen		2.3%	13
Cabinet Refacing or Resurfacing		0.7%	4
Refinish Bathtub		1.6%	9
Install a Glass Shower		1.6%	9
Remodel or Finish Basement Living Area		1.0%	6
Replace Garage Door		1.2%	7
Build a Garage		0.2%	1
Build a Storage Shed		1.7%	10
Have Furniture Restored		1.2%	7
Switch from Electric to Gas		0.2%	1
Install "Aging In Place" Products		1.0%	6
Install a Solar Energy System		0.7%	4
Install Security or Monitoring System		0.9%	5






















Value		Percent	Responses
Resurface or Build New Driveway		1.7%	10
Stone or Marble Work (Bathroom or Kitchen)		0.3%	2
Sealcoating		2.3%	13
Asphalt Repair		1.0%	6
Asphalt Resurfacing		1.7%	10
Residential Paving		0.9%	5
Replace Windows		2.8%	16
Install Handicap Accessible Addition		0.2%	1

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

Value		Percent	Responses
Ceramic Tile		4.0%	23
Decking		3.0%	17
Electrical Supplies		3.8%	22
Hand Tools		4.9%	28
Lighting and Fixtures		4.9%	28
Lumber		4.5%	26
Molding		3.0%	17
Paint (Exterior)		8.4%	48
Paint (Interior)		17.2%	99
Plumbing Supplies		3.1%	18
Screen Door		3.8%	22
None of the above / Does not apply		62.7%	360
Circular Saw		0.7%	4
Doors (Exterior)		2.1%	12
Doors (Interior)		2.4%	14
Fencing		2.4%	14
Generator		1.2%	7
Hardwood Products		2.1%	12
Home Security Doorbell Camera		2.3%	13
Kitchen Cabinets		1.7%	10
Lock Sets		1.9%	11






















Value		Percent	Responses
Mill Work		0.7%	4
Plywood		2.1%	12
Power Tools		0.7%	4
Rain Gutters		1.7%	10
Roofing (Composition)		0.7%	4
Roofing (Other)		1.2%	7
Security Door		0.5%	3
Security Locks		1.2%	7
Security Window Film		0.2%	1
Siding		1.0%	6
Solar Screen		0.2%	1
Water Softener System or Supplies		0.2%	1
Wet or Dry Vacuum		0.5%	3
Wood Stove or Fireplace		0.2%	1
Window Guards		0.2%	1
Windows (Double-Hung)		1.7%	10
Windows (Casement)		0.2%	1
Windows (Slider)		0.5%	3
Windows (Bay or Bow)		0.2%	1









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		4.7%	27
Air Duct Cleaning		4.7%	27
Carpet Cleaning		8.0%	46
Concrete Repair		4.2%	24
Electrical Repair		4.0%	23
Furnace Cleaning		4.7%	27
Gardening Services		6.8%	39
Handyman Services		10.8%	62
Home Repair		4.5%	26
None of the above / Does not apply		56.4%	324
Alternative Energy Systems Installation		0.3%	2
Alternative Energy Systems (Service or Repair)		0.5%	3
Appliance Repair		2.8%	16
Blinds Cleaning		2.1%	12
Carpenter or Woodworking		1.4%	8
Chimney Cleaning		1.9%	11
Drywall Installation or Repair		2.1%	12
Electrical Panel Replacement		0.7%	4
Fire & Water Damage Restoration		0.3%	2
Flooring - Ceramic Tile (Installation or Repair)		1.6%	9
Flooring - Laminate (Installation or Repair)		1.7%	10

Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		0.7%	4
Flooring - Wood (Installation or Repair)		1.9%	11
Flooring - Other (Installation or Repair)		1.6%	9
Foundation Repair		1.4%	8
Furnace Repair		0.3%	2
Furniture Reupholster		1.0%	6
Gutter Installation or Repair		1.6%	9
Heating Repair		0.9%	5
Home Computer Repair		1.0%	6
Home Electronics Repair		0.2%	1
Home Heating Oil or Fuel Service		1.0%	6
Home Remodel		0.5%	3
























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

Value		Percent	Responses
House Cleaning Service		10.6%	61
Junk or Yard Waste Removal		6.1%	35
Landscaping Service		17.1%	98
Painting		12.5%	72
Pest Control		5.7%	33
Plumbing Repair		3.3%	19
Pool Cleaning Service		4.0%	23
Pressure Washing		6.6%	38
Trash Removal		3.8%	22
Computer Repair		3.3%	19
None of the above / Does not apply		55.6%	319
Home Security Service		1.7%	10
Interior Design		1.0%	6
Recycle		2.6%	15
Sell Scrap Metal		0.2%	1
Movers		1.2%	7
Mold Inspection or Removal		0.3%	2
Preventative Home Maintenance		1.4%	8
Roof Repair		1.2%	7
Security System		1.6%	9
Septic Tank Cleaning or Repair		0.7%	4

Value		Percent	Responses
Siding Replacement		0.7%	4
Solar Heating or Power System Installation or Repair		0.2%	1
Stucco or Exterior Coating		0.5%	3
Tool Rental		0.9%	5
Waterproofing		0.2%	1
Window Installation		1.7%	10
Yard Equipment Rental		0.7%	4
Mobile or Cell Phone Repair		1.0%	6

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)		4.7%	27
Window Blinds (Venetian or Mini)		4.9%	28
Emergency Preparedness Kit or Supplies		3.8%	22
Batteries (Home or Office)		25.3%	145
Candles		9.8%	56
Carpeting		3.5%	20
Rugs		3.5%	20
Curtains or Drapes		7.5%	43
Furniture (Living Room)		5.1%	29
Storage Boxes or Tubs		4.0%	23
Floral Arrangements		3.7%	21
Picture Frames		5.6%	32
Linens (Bathroom)		5.7%	33
Indoor Flowers		5.1%	29
Linens (Dining Room or Kitchen)		3.1%	18
None of the above / Does not apply		48.6%	279
Awning		0.5%	3
Firewood		1.2%	7
Oriental Carpeting		0.2%	1
Flooring Tile		2.3%	13
Hardwood Flooring		1.0%	6

Value		Percent	Responses
Rugs (Persian)		0.3%	2
Clocks		1.9%	11
Closet System		1.7%	10
Cutlery, Flatware or Silverware		1.4%	8
Ductless Heat Pumps		0.2%	1
Fire Extinguisher		2.8%	16
Fine Art (Paintings, Pottery, Etc.)		1.4%	8
Custom Built Furniture		0.7%	4
Reconditioned Furniture		0.3%	2
Furniture (Bedroom)		2.8%	16
Furniture (Children's)		0.5%	3
Crib		0.3%	2
Furniture (Dining Room)		1.6%	9
Furniture (Home Office)		1.0%	6
Furnace		0.3%	2
Futon		0.3%	2
Safe		0.9%	5
Laminate Flooring		2.3%	13
Sewing Machine		0.2%	1
Reclining Chair		1.9%	11
Wallpaper		0.5%	3
Signs or Banners		0.3%	2
Hot Tub or Spa (New)		0.5%	3

Value

Percent

Responses
























Tankless Water Heater



0.5%

3

















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%	31
Foam Mattress		3.0%	17
Linens (Bedroom)		7.7%	44
Queen Size Bed		3.5%	20
Window Coverings		3.7%	21
Patriotic Flags		4.2%	24
None of the above / Does not apply		70.7%	406
Gas Burning Freestanding Stoves		0.2%	1
Water Purification System (Drinking)		1.0%	6
Solar Water Heater		0.2%	1
Latex Mattress		0.3%	2
Innerspring Mattress		1.9%	11
Pillow Top Mattress		1.4%	8
Memory Foam Mattress		2.1%	12
Gel Mattress		1.7%	10
Twin Size Bed		0.9%	5
King Size Bed		1.2%	7
Water Heater		1.2%	7
Smoke Alarm or Detector		2.3%	13
Remote Home Monitoring Video Camera		0.5%	3
Shutters		0.9%	5
Reclaimed Wood Furniture		0.2%	1
Sports Team Flags		0.2%	1























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		3.8%	22
Fine Art		1.7%	10
Photographs		4.2%	24
Pottery		1.4%	8
Blown Glass		1.2%	7
Stone Carvings		0.3%	2
Sculpture		0.2%	1
Artistic Wall Decor		4.7%	27
Wood Carvings		0.9%	5
Poster Art		2.1%	12
Religious Art		1.2%	7
Stained Glass		2.1%	12
Ceramics		1.6%	9
Metal Work Art		0.7%	4
Music Memorabilia		1.0%	6
Movie Memorabilia		0.7%	4
None of the above / Does not apply		86.4%	496

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		3.8%	22
Portable Dishwasher		0.7%	4
Dishwasher		3.7%	21
Freezer		1.0%	6
Range		2.1%	12
Range Hood		1.0%	6
Wall Oven		1.0%	6
Washer		3.0%	17
Dryer		1.7%	10
Blender		2.8%	16
Instant Pot		2.8%	16
Microwave		4.0%	23
Window Air Conditioner		2.3%	13
Coffee or Espresso Machine		4.4%	25
Vacuum Cleaner		3.5%	20
None of the above / Does not apply		76.3%	438












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

Value		Percent	Responses
Aftermarket Products		3.0%	17
Battery		3.1%	18
Floor Mats		3.8%	22
Tires		5.1%	29
Wiper Blades		15.3%	88
None of the above / Does not apply		73.3%	421
Child Car Seat		0.9%	5
Grill Guard		0.3%	2
Ground Effects		0.3%	2
Lights		1.2%	7
Mirror(s)		0.3%	2
Motorcycle Accessories		0.5%	3
Motorcycle Parts		0.7%	4
Performance Parts		0.7%	4
RV Accessories or Supplies		1.0%	6
Roof Rack (For Bike, Kayak, Etc.)		0.3%	2
Running Boards		0.5%	3
Seat Covers		1.4%	8
Tool Box		0.2%	1
Trailer Hitch		0.3%	2
Wheels or Rims		0.2%	1
Winch		0.2%	1

Value		Percent	Responses
Window Tinting Equipment (Auto)		0.7%	4
Cargo Trailer (Vehicle Hauler)		0.2%	1
Cargo Trailer (Motorcycle)		0.2%	1
Cargo Trailer (Box)		0.5%	3

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		6.4%	37
60,000 Mile Service		3.8%	22
100,000 Mile Service		3.5%	20
Auto Detailing		5.2%	30
Auto Repair (General)		6.1%	35
Body Work		3.8%	22
Car Wash		36.4%	209
Gas or Service Station Services		11.3%	65
Oil Change or Lube		34.7%	199
Preventative Maintenance		10.5%	60
Safety Inspection		10.6%	61
Tune-Up		6.3%	36
None of the above / Does not apply		32.8%	188
Auto Warranty Work (Work Covered by Warranty)		1.7%	10
Alignment		2.6%	15
Brake Replacement, Adjustment		2.6%	15
Car Rental		0.5%	3
DEQ Inspection		1.0%	6
Electrical Repair		0.3%	2
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	3
Motorcycle Repair		0.5%	3
Muffler		0.3%	2

Value		Percent	Responses
Painting		0.2%	1
RV Maintenance or Service		0.2%	1
Shocks		0.9%	5
Smog Check		0.2%	1
Tire Mounting or Installation		2.3%	13
Transmission or Clutch Repair		0.9%	5
Upholstery Repair		0.5%	3
Vehicle Air Conditioning Repair		0.9%	5
Vehicle Towing		0.5%	3
Windshield or Glass Repair		1.7%	10
Windshield or Window Tinting		0.5%	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		4.9%	28
CarFax		10.6%	61
CarGurus.com		5.4%	31
CarMax.com		3.0%	17
Cars.com		4.0%	23
KBB.com		5.1%	29
Edmunds.com		5.7%	33
Local Dealer Site		25.3%	145
Other Local Website		3.3%	19
None of the above / Does not apply		61.3%	352
Yahoo! Autos		0.3%	2
Automotive.com		0.5%	3
Autoblog.com		0.3%	2
CarsDirect.com		1.2%	7
Craigslist Auto		2.3%	13
eBay Motors		1.0%	6
Facebook Dealer Page		1.9%	11
MotorTrend.com		0.3%	2
UsedCars.com		1.9%	11
Local TV Site		0.9%	5
Local Radio Site		0.5%	3
The Car Connection		0.3%	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		41.8%	240
Beauty Products		34.5%	198
Cosmetics		35.5%	204
Babysitting		1.4%	8
Hair Care Products		51.4%	295
Hair Coloring		37.1%	213
Hair Cut		66.2%	380
Manicure		34.7%	199
Massage Therapy		14.5%	83
Pedicure		35.4%	203
None of the above / Does not apply		13.6%	78


















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)		32.4%	186
Books (Used)		13.8%	79
Books (Children's)		10.5%	60
Board Games		13.8%	79
Lottery Ticket		38.0%	218
Collectibles		4.7%	27
Comics		2.4%	14
Graphic Novels		1.9%	11
Computer Games		8.7%	50
Magazines		17.6%	101
Toys		9.8%	56
Video Console Games		6.8%	39
None of the above / Does not apply		30.1%	173











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		2.1%	12
Ceramics and Pottery		2.4%	14
Collectables		3.3%	19
Comic Books and Related Collectables		1.2%	7
Do-It-Yourself (DIY)		11.7%	67
Games or Puzzles		17.1%	98
Beer Brewing Supplies		1.7%	10
Wine Making Supplies		0.9%	5
Jewelry Making Supplies or Beads		4.0%	23
Knitting		6.6%	38
Making Arts and Crafts		9.8%	56
Paper Crafts		3.5%	20
Quilting		1.7%	10
Scrapbooking		1.7%	10
Toy Collecting		0.7%	4
Trains, Plane & Car Model Kits		1.6%	9
None of the above / Does not apply		63.2%	363










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)		4.7%	27
Attend Online College or University (Part Time)		3.0%	17
Attend Online Graduate School		2.3%	13
Attend Online Classes at Community College		1.7%	10
Learning Center		1.4%	8
Online Trade School		0.5%	3
Online Continuing Education Courses		3.5%	20
Online Professional Certification or Accreditation Courses		2.6%	15
Online Language Lessons (Adult)		2.6%	15
Online Music Lessons (Adult)		1.6%	9
Attend Paid Online Lecture, Seminar or Special Class		1.9%	11
Online Real Estate Classes		0.9%	5
Online Child Education or Tutoring		2.6%	15
Online Music lessons (Child)		0.9%	5
Attend an Online Religion Based School		0.5%	3
Attend an Online Local Workshop		2.3%	13
None of the above / Does not apply		77.7%	446





















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		8.9%	51
Oil paints		2.8%	16
Acrylic Paints		10.3%	59
Markers		8.5%	49
Specialty Paper		6.1%	35
Fabric Craft Supplies		6.3%	36
Beads		3.1%	18
Art Pencils and Pens		9.1%	52
Scrapbooking Supplies		2.8%	16
None of the above / Does not apply		76.1%	437

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










Value		Percent	Responses
Bass Guitar		1.0%	6
Drums		0.5%	3
Flute		0.3%	2
Acoustic Guitar		2.1%	12
Electric Guitar		1.7%	10
Electric Keyboard		0.7%	4
Piano		1.2%	7
Trumpet		0.2%	1
None of the above / Does not apply		94.3%	541

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		20.6%	118
French		3.7%	21
Asian		25.3%	145
German		8.5%	49
American (New)		36.1%	207
Italian		68.3%	392
Cajun or Creole		8.2%	47
Indian		10.1%	58
Chinese		49.3%	283
American (Traditional)		63.6%	365
Thai		11.1%	64
Middle Eastern		9.8%	56
Japanese		17.1%	98
Mexican		40.2%	231
Vietnamese		5.1%	29
Southern		8.2%	47
Tex-Mex		20.2%	116
Spanish		18.6%	107
Mediterranean		19.2%	110
None of the above / Does not apply		12.9%	74

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		23.7%	136
Fish & Chips		17.1%	98
Golf Course Restaurant, Bar or Snack Bar		3.1%	18
Barbeque		28.4%	163
Deli		37.3%	214
Breakfast or Brunch		39.0%	224
Appetizers		45.1%	259
Dessert		27.4%	157
Chicken Wings		28.9%	166
Hamburgers		50.3%	289
Chicken		45.1%	259
Frozen Yogurt		13.6%	78
Live or Raw food		5.2%	30
Tapas or Small Plates		8.7%	50
Theme Restaurants		5.6%	32
Soup		28.6%	164
Salad		39.4%	226
Pizza (Dine In)		16.6%	95
Pizza (Delivery)		49.3%	283
Steak		28.6%	164
Juice or Smoothies		13.1%	75
Sandwiches		43.9%	252

Value		Percent	Responses
Pizza (Carry Out)		49.7%	285
Pizza (Take & Bake)		5.1%	29
Seafood		36.1%	207
Vegan		3.7%	21
Steakhouse		20.6%	118
Sushi		17.1%	98
Vegetarian		7.0%	40
Pho		3.7%	21
None of the above / Does not apply		10.1%	58







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		1.4%	8
Purchase Commercial or Business Property		0.2%	1
Purchase Condominium or Townhouse		0.7%	4
Purchase Investment Property		0.9%	5
Purchase Personal Residence		1.7%	10
Purchase Custom Built Home		0.7%	4
Purchase Residential Real Estate at an Auction		0.2%	1
Purchase Land or Agricultural Property		0.3%	2
Purchase Vacation Property		0.2%	1
Purchase Other		0.3%	2
None of the above / Does not apply		94.9%	545










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		0.2%	1
Sell Personal Residence		2.6%	15
Sell Vacation Property		0.5%	3
Sell Condominium or Townhouse		1.0%	6
Sell Investment Property		0.3%	2
Sell Land or Agricultural Property		0.2%	1
Sell Commercial or Business Property		0.5%	3
Sell Manufactured or Modular Home		0.3%	2
Plan to Sell Home in Master-Planned Community		0.2%	1
Sell Other		1.4%	8
None of the above / Does not apply		93.6%	537







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		10.0%	1
New home, but outside of development		30.0%	3
New home that I will have contractor build		10.0%	1
Existing home less than 10 years old		50.0%	5
Existing home more than 10 years old		50.0%	5
Other		10.0%	1











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

Value		Percent	Responses
Rent New Apartment		2.3%	13
Rent House (Residence)		2.3%	13
Rent Manufactured or Modular Home		0.2%	1
Rent or Lease Commercial Property		0.3%	2
Rent Agricultural Land		0.3%	2
Rent Subsidized Housing		1.0%	6
Rent Condo/Townhouse		1.2%	7
Rent Section 8 Housing		0.3%	2
None of the above / Does not apply		94.1%	540



















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%	20
Use a Realtor to Buy Real Estate		1.7%	10
Use a Realtor to Buy and Sell Real Estate		2.1%	12
Plan to Sell Property Myself		1.4%	8
Use a Real Estate Broker		2.8%	16
None of the above / Does not apply		90.8%	521












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		1.6%	9
Home Remodel or Renovation Loan		0.7%	4
Business Construction Loan		0.2%	1
Home Construction Loan		0.3%	2
Equity Loan		1.0%	6
Land Loan		0.2%	1
Reverse Mortgage		0.7%	4
Real Estate Loan for existing home		0.5%	3
Refinance Home		4.0%	23
None of the above / Does not apply		92.3%	530



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		2.3%	13
Facebook		2.4%	14
Google		3.8%	22
Auction.com		0.2%	1
Homes & Land		1.4%	8
Homes.com		3.0%	17
HomeFinder		3.3%	19
MLS.com		8.9%	51
National Real Estate Co. Site		2.3%	13
Local MLS Site		14.6%	84
RealEstate.com		4.0%	23
Realtor.com		18.1%	104
Realty.com		3.5%	20
Redfin		1.9%	11
Trulia		14.5%	83
Zillow		30.7%	176
ZipRealty.com		0.5%	3
None of the above / Does not apply		57.7%	331



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 	9.4%	54
Apartmentguide.com 	1.9%	11
Craigslist 	5.6%	32
Forrent.com 	0.2%	1
HomeFinder.com 	3.3%	19
Hotpads.com 	0.9%	5
Rent.com 	3.5%	20
Sublet.com 	0.2%	1
Trulia 	10.6%	61
Zillow 	22.3%	128
None of the above / Does not apply 	70.4%	404

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		64.1%	368
No, don't know who to call		35.9%	206
			Total: 574

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		64.1%	368
No, don't know who to call		35.9%	206

Total: 574

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

Value		Percent	Responses
Imported Beer		22.3%	128
Craft Beer		17.2%	99
Champagne		9.8%	56
Premium Hard Alcohol or Spirits		16.2%	93
White Wine		39.7%	228
Red Wine		41.5%	238
Major Brand Cigarettes		4.7%	27
Recreational Marijuana		2.8%	16
Marijuana Accessories		1.7%	10
Smokeless Tobacco		0.7%	4
Pipe Tobacco		1.0%	6
Discount Cigarettes		3.7%	21
Discount Hard Alcohol or Spirits		10.6%	61
Domestic Beer		28.9%	166
Electronic Cigarette Supplies		2.8%	16
Alcoholic Cider		5.7%	33
None of the above / Does not apply		30.1%	173








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		1.2%	7
Cannabis Edibles		3.8%	22
Cannabis Tinctures		1.0%	6
Cannabis Vaporizers		1.4%	8
Cannabis Cleaning Tools or Supplies		0.9%	5
Cannabis Concentrates		1.4%	8
Cannabis Pre-Rolls		1.0%	6
Organic Cannabis Products		1.9%	11
Cannabis Oil		4.5%	26
Cannabis Beauty & Skin Care Products		1.4%	8
Cannabis Beverages		0.7%	4
Cannabis Chocolates		0.9%	5
Medical Cannabis		2.8%	16
CBD Cannabis		4.7%	27
None of the above / Does not apply		87.8%	504

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		28.2%	162
Specialty Teas		16.4%	94
Specialty Coffee		25.4%	146
Gourmet Deli Counter Items		26.1%	150
Cookies		59.8%	343
Snack Cakes		19.0%	109
Potato Chips		52.4%	301
Soft Drinks		32.2%	185
Energy Drinks		6.1%	35
Energy Bars		14.6%	84
Noodle Bowls		9.4%	54
Cupcakes		18.5%	106
Birthday Cake		24.2%	139
Beef Jerky or Meat Sticks		7.3%	42
Bottled Water		49.5%	284
Candy		40.4%	232
Fruit		75.4%	433
Nuts		46.2%	265
Chocolates		47.4%	272
Ice cream		61.3%	352
Cheese		77.5%	445
Artisan Bread		24.9%	143








Value		Percent	Responses
Artisan Meats		6.1%	35
Sports Drinks		10.8%	62
Basic Condiments		46.7%	268
Artisan Condiments		5.7%	33
Canned Sauces		29.4%	169
Cereal		69.3%	398
Milk		79.3%	455
Chicken		85.0%	488
Pork		49.0%	281
Beef		64.8%	372
Fish		57.3%	329
Pasta		75.6%	434
Snack Mixes		12.7%	73
Vegetables		73.5%	422
Olive Oil		55.9%	321
Balsamic Vinegar		35.5%	204
Frozen Entrees		34.0%	195
Eggs		86.9%	499
Locally Raised Beef, Pork, Poultry		9.8%	56
Locally Grown Fruit and Vegetables		46.7%	268
Locally Produced Honey		12.7%	73
Organic Food		18.6%	107
Pickled Vegetables		10.5%	60

Value		Percent	Responses
Artisan Cheese		21.6%	124
Alternative "Meat" Products		11.7%	67
Sausage		51.4%	295
Donuts		27.0%	155
Pastries		27.9%	160
Game Meats		2.3%	13
None of the above / Does not apply		1.4%	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		31.2%	179
Attend Online Religious or Spiritual Services		13.8%	79
Donate to a Charity		35.5%	204
Donate to a Church		33.3%	191
Donate to Political Party or Government Representative		8.7%	50
Volunteer at Church		8.5%	49
Volunteer for Nonprofit Group		12.0%	69
Retire		3.1%	18
Vote in Upcoming Local Elections		35.7%	205
Vote in Upcoming State or National Elections		41.3%	237
Purchase Season Tickets for Performing Arts		3.5%	20
Attend a Holiday Themed Performance		3.5%	20
Community Activity		14.8%	85
Support an Organization		12.9%	74
Make a Donation		25.6%	147
None of the above / Does not apply		21.4%	123
Join a New Church		0.5%	3
Donate Vehicle		1.0%	6
Have a Baby		0.9%	5
Get Married		0.7%	4
Look into Private Schooling for Children		0.7%	4
Register to Vote		1.7%	10

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



Value		Percent	Responses
Go Touring on a Bicycle		4.7%	27
Go Mountain Biking		2.8%	16
Go Camping		8.2%	47
Go Hiking		13.1%	75
Go Fishing		10.5%	60
Go Backpacking		2.6%	15
None of the above / Does not apply		73.7%	423

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		20.6%	118
Local Business Email		9.1%	52
Snapchat		13.2%	76
Instagram		38.2%	219
Facebook Business Page		11.1%	64
Reviews on Yelp! or Google+		12.7%	73
YouTube Promo Video		11.7%	67
Local Business Text Message		3.3%	19
Pandora		14.1%	81
Online Yellow Pages		3.7%	21
Google Search		63.4%	364
eBay		29.8%	171
Spotify		12.7%	73
Pinterest		23.2%	133
Google+ Local		8.2%	47
Clicked on Google Sponsored Ad		11.8%	68
LinkedIn		19.0%	109
Craigslist		10.5%	60
Bing		7.8%	45
Twitter		22.1%	127
Amazon		84.7%	486
None of the above / Does not apply		6.3%	36

Value		Percent	Responses
Local Business Blog		2.8%	16
CitySearch		1.9%	11
Cinema Ads		2.8%	16
Digital Billboard		0.3%	2
Angie's List		1.9%	11

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



Value		Percent	Responses
Yes		75.4%	433
No		24.6%	141
			Total: 574

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























Value		Percent	Responses
Yes		50.9%	292
No		49.1%	282

Total: 574




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

Value		Percent	Responses
Yes		34.1%	196
No		65.9%	378
			Total: 574



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		54.4%	312
Arts and Entertainment		32.8%	188
Automotive - (General)		16.4%	94
Automotive - (New Vehicle Dealership)		13.9%	80
Automotive - (Used Vehicle Dealership)		6.3%	36
Automotive - (Auto Parts store)		8.7%	50
Automotive - (Auto Repair business)		5.2%	30
Tire Business		8.7%	50
Beauty and Spa Related Businesses		20.6%	118
Child Related Businesses		3.3%	19
Community and State Services		19.5%	112
Education		13.4%	77
Employment Related Businesses		6.3%	36
Event Planning and Services		8.4%	48
Family Activity Related Businesses		10.5%	60
Financial Services		10.5%	60
Fitness Businesses or Providers		6.4%	37
General Retail		39.9%	229
Grocery / Market		41.5%	238
Home and Garden Related Businesses		18.5%	106
Building Supply/Lumber Business		11.3%	65
Home Service Businesses		7.3%	42

Value		Percent	Responses
Home Service Contractors		7.3%	42
Hotel and Travel Related Businesses		20.2%	116
Local Services		22.0%	126
Medical Related Businesses - (General)		16.2%	93
Medical Related Businesses - (Chiropractor)		3.5%	20
Medical Related Businesses - (Dentist)		6.3%	36
Medical Related Businesses - (Hospital)		3.8%	22
Nightlife Related Businesses		6.8%	39
Pet / Animal		19.2%	110
Professional Services		12.7%	73
Real Estate Service Businesses		3.3%	19
Recreation Related Businesses		6.3%	36
Restaurant / Bar / Lounge		35.9%	206
Senior Related Businesses		6.4%	37
Specialty Food and Drink		15.0%	86
General Retail - Children's Clothing Store		8.0%	46
General Retail - Clothing Accessory Store		15.3%	88
General Retail - Computer Store		7.8%	45
General Retail - Furniture Store		12.9%	74
General Retail - Hardware Store		12.7%	73
General Retail - Home Entertainment Store		6.1%	35
General Retail - Jewelry Store		5.9%	34
General Retail - Major Appliance Store		9.1%	52











Value		Percent	Responses
General Retail - Men's Clothing Store		12.5%	72
General Retail - Mobile Phone Store		6.3%	36
General Retail - Shoe Store		17.8%	102
General Retail - Women's Clothing Store		26.3%	151
None of the above / Does not apply		15.2%	87
Automotive - (Auto Body shop)		2.8%	16
Farm Equipment and Agriculture Businesses		1.9%	11
Motorsport Businesses		1.6%	9
General Retail - Farming and Agriculture Business		1.4%	8

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

Value		Percent	Responses
Yes		9.1%	52
No		90.9%	522

Total: 574

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		7.5%	43
Get a New Part Time Job		5.6%	32
Get a Temporary or Seasonal Job		2.8%	16
Use an Employment or Temporary Employment Agency		2.8%	16
Use a Career Counselor		1.6%	9
Get a Second (or Third) Job		2.6%	15
Get First Job after High School		0.5%	3
Get First Job after College		1.4%	8
Apply for Unemployment Benefits		12.0%	69
None of the above / Does not apply		76.5%	439

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		4.2%	24
Health Care		3.1%	18
Customer Service		4.2%	24
Education		3.7%	21
None of the above / Does not apply		78.4%	450
Agriculture		0.2%	1
Automotive		0.5%	3
Retail		2.4%	14
Warehouse		0.9%	5
Construction		1.4%	8
Accounting		2.3%	13
Hotel - Hospitality		0.5%	3
Manufacturing		0.2%	1
Entry Level (New Graduate)		0.7%	4
Grocery		1.9%	11
Banking & Finance		1.7%	10
Child Care		1.6%	9
Real Estate		1.0%	6
Insurance		1.0%	6
Legal		0.9%	5
Management		1.6%	9

Value		Percent	Responses
Media		2.1%	12
NonProfit		1.7%	10
Government		2.3%	13
Installation - Maintenance - Repair		0.3%	2
Restaurant - Food Services		1.4%	8
Executive Level		0.9%	5
Engineering		0.7%	4
Sales & Marketing		1.7%	10
Information Technology		1.4%	8
Skilled Labor - Trades		0.7%	4
Transportation		0.5%	3







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		16.9%	97
Local Agency Site		9.1%	52
Craigslist		6.3%	36
Facebook		4.0%	23
Indeed.com		20.7%	119
LinkedIn		16.0%	92
Monster.com		11.0%	63
CareerBuilder		6.4%	37
GlassDoor		6.4%	37
SimplyHired.com		3.3%	19
AOL Jobs		1.4%	8
SnagAJob.com		1.9%	11
Dice.com		0.9%	5
USAjobs.gov		6.1%	35
USAjobs.org		2.1%	12
ZipRecruiter		7.5%	43
JobDiagnosis		0.3%	2
TheLadders		0.9%	5
None of the above / Does not apply		61.1%	351

112. Have you or the members of your household purchased something from any of the following sources in the PAST 90 DAYS? (Check all that apply.)

Value		Percent	Responses
Coupon book		11.0%	63
Yellow Pages directory		1.4%	8
Direct mail flyer		12.0%	69
Deal program/offer		5.9%	34
Facebook business page offer		8.4%	48
Billboard advertising		1.4%	8
None of the above / Does not apply		74.6%	428

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?


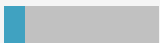
Value		Percent	Responses
Read ads and keep them - using three or more		8.2%	47
Read ads and keep them - using one or two		35.7%	205
Read ads and keep them - without using any		4.5%	26
Read ads but throw away without using any		24.6%	141
Throw ads away unread		19.0%	109
Do not receive direct mail or advertisements at home or PO Box		8.0%	46

Total: 574

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 %	11 1.9%	119 20.7%	238 41.5%	32 5.6%	40 7.0%	72 12.5%	62 10.8%	574
County election Count Row %	13 2.3%	108 18.8%	226 39.4%	34 5.9%	38 6.6%	64 11.1%	91 15.9%	574
State election Count Row %	17 3.0%	160 27.9%	195 34.0%	28 4.9%	41 7.1%	71 12.4%	62 10.8%	574
Total Total Responses								574

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

Value		Percent	Responses
Yes		86.4%	496
No		13.6%	78




Total: 574

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		91.6%	526
No		8.4%	48















Total: 574

117. Are you or anyone in your household a business owner or do you help make purchasing decisions at your place of employment?

Value		Percent	Responses
Yes		17.1%	98
No		41.1%	236
Does not apply		41.8%	240

Total: 574

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

Value		Percent	Responses
Arts and Entertainment		4.0%	4
Beauty and Spa		4.0%	4
Education		3.0%	3
Family Activity		3.0%	3
Financial Services		5.9%	6
General Retail		5.0%	5
Grocery and Specialty Food/Drink		5.9%	6
Health and Medical		7.9%	8
Home and Garden		4.0%	4
Home Service Businesses		3.0%	3
Local Services		4.0%	4
Real Estate		7.9%	8
Other		33.7%	34
Apparel and Accessories		2.0%	2
Automotive		1.0%	1
Business Consulting		2.0%	2
Event Planning and Services		1.0%	1
Pet / Animal		1.0%	1
Restaurant / Bar / Lounge		2.0%	2

Total: 101







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		8.2%	8
Use social media for promoting business		24.5%	24
Website optimized for mobile (responsive)		8.2%	8
Ongoing search optimization (SEO, SEM)		5.1%	5
Banner ads		8.2%	8
Cost-per-click ads (CPC, PPC)		6.1%	6
Cost-per-mille ads (CPM)		1.0%	1
Video ads		5.1%	5
Google ads (Adwords)		10.2%	10
Facebook ads		19.4%	19
Sponsored content		5.1%	5
Email advertising		9.2%	9
Site analytics		3.1%	3
Use a Digital Agency		1.0%	1
Digital ads through newspaper		3.1%	3
None of the above/Does not apply		61.2%	60







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

Value		Percent	Responses
Business Accounting or CPA		6.1%	6
Business Advertising		5.1%	5
Business Computer Consulting		3.1%	3
Business Online Meetings		3.1%	3
None of the above / Does not apply		85.7%	84
Business Financial Consulting		2.0%	2
Business Advisory Services		1.0%	1
Business Cellular Phone Service		1.0%	1
Business Employment Agency		1.0%	1
Business Internet Service Provider		2.0%	2
Business Legal Services or Attorney		1.0%	1
Business Marketing Services		1.0%	1
Business Meetings or Conventions		1.0%	1
Business Payroll Services		1.0%	1
Business Printing Services		1.0%	1
Business Realty Services		2.0%	2
Business Security Services		1.0%	1
Selling Small Business		2.0%	2

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

Value		Percent	Responses
Rent New Office		4.1%	4
Add New Locations		1.0%	1
Renovate Existing Facilities		2.0%	2
Construct New Facilities		1.0%	1
Buy or Rent Industrial Space		1.0%	1
None of the above / Does not apply		91.8%	90







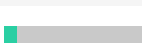
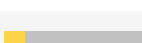
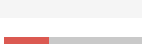

122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.0%	1
Purchase New Business Trucks		1.0%	1
Lease New Business Automobiles		2.0%	2
Lease New Business Trucks		1.0%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.0%	1
None of the above / Does not apply		94.9%	93

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		5.1%	5
Business Health Insurance		5.1%	5
Business Dental Insurance		1.0%	1
Business 401K or Retirement Program		2.0%	2
Business "Key Man" Insurance		1.0%	1
Business Property Insurance		2.0%	2
Business Commercial Insurance		2.0%	2
None of the above / Does not apply		90.8%	89


124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.5%	3
25 - 30		2.1%	12
31 - 34		2.6%	15
35 - 40		3.8%	22
41 - 45		3.8%	22
46 - 49		5.4%	31
50 - 54		10.1%	58
55 - 60		14.8%	85
61 - 69		33.1%	190
70 or older		23.7%	136






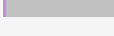
Total: 574

Avg 61

125. What state do you live in?









Value		Percent	Responses
New York		100.0%	574
			Total: 574

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

Value		Percent	Responses
Metro / Urban		42.5%	244
Small/Mid-Size Town		10.3%	59
Suburban		37.6%	216
Rural		7.1%	41
Vacation community		0.5%	3
Other		1.9%	11

Total: 574

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	1
Some High School (Not Graduate)		0.5%	3
High School Graduate (12th grade)		10.8%	62
Vocational or Technical Training		3.5%	20
Some College		21.1%	121
College Graduate		31.4%	180
Some Post-Graduate Study (No Advanced Degree)		6.5%	37
Post-Graduate Degree		26.0%	149








Total: 573

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

Value		Percent	Responses
Under \$20,000		3.5%	19
\$20,000 - \$24,999		3.5%	19
\$25,000 - \$29,999		2.4%	13
\$30,000 - \$34,999		3.6%	20
\$35,000 - \$39,999		1.8%	10
\$40,000 - \$44,999		3.5%	19
\$45,000 - \$49,999		5.8%	32
\$50,000 - \$74,999		19.1%	105
\$75,000 - \$99,999		17.3%	95
\$100,000 - \$124,999		13.6%	75
\$125,000 - \$149,999		9.3%	51
\$150,000 - \$200,000		8.0%	44
Over \$200,000		8.7%	48





Total: 550
Avg \$100,704

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.3%	2
Black or African-American		1.9%	11
Asian		1.4%	8
White or Caucasian		83.4%	478
Hispanic		3.0%	17
Other		1.6%	9
Prefer not to answer		8.4%	48


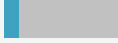

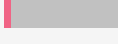
Total: 573

130. Are you...

Value		Percent	Responses
Male		30.4%	174
Female		67.4%	386
Transgender Male		0.2%	1
Prefer not to answer		2.1%	12





Total: 573

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

Value		Percent	Responses
Single Family Home		74.5%	427
Apartment		13.4%	77
Condominium		4.7%	27
Other		7.3%	42


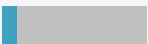



Total: 573

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

Value		Percent	Responses
Owned		81.0%	465
Rented		14.6%	84
Occupied Without Payment of Rent		2.1%	12
Other		2.3%	13

Total: 574

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

Value		Percent	Responses
None		81.7%	469
1		9.9%	57
2		6.6%	38
3		1.2%	7
4 or more		0.5%	3
			Total: 574