

# Covid-19 Impact and Local Business Survey Oregon Non-Metro Report - May 2020


## Response Counts








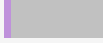




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Total: 1,380

# 1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	1,378
			<b>Total: 1,378</b>

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

Value		Percent	Responses
Local Newspaper		73.9%	1,019
Local Newspaper Website		34.2%	471
Local TV News		61.6%	850
National Broadcast News		65.0%	897
Local Radio		16.3%	225
Apple News		6.7%	92
Facebook		18.8%	259
Twitter		2.9%	40
Nextdoor		6.2%	86
Other		19.1%	264

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

Value		Percent	Responses
Local Newspaper		22.9%	316
Local Newspaper Website		6.3%	87
Local TV News		11.7%	162
National Broadcast News		34.3%	473
Local Radio		3.3%	46
Apple News		1.8%	25
Facebook		0.4%	5
Twitter		0.4%	5
Other		18.9%	260
			<b>Total: 1,379</b>




#### 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		81.6%	1,125
Weekly updates on Covid-19 impact on our community		41.5%	572
Local resources available to our community to lessen impact of Covid-19		57.9%	798
Personal stories on the impact of Covid-19 on households		23.7%	327
Stories on the impact of Covid-19 on employment and local economy		55.0%	758
Online services being offered in the community		34.4%	474
Unemployment resources for persons laid off		15.8%	218
Assistance resources available for local businesses		20.2%	279
Other		6.5%	90


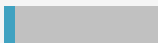
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		70.2%	968
New hours		63.6%	877
Services that are being offered		79.3%	1,093
New services being offered		52.9%	729
Online services being offered		54.5%	751
Employment needs		17.0%	235
Other		2.2%	31

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		36.1%	498
Watched Local Television		69.8%	962
None of the above / Does not apply		20.2%	278

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

Value		Percent	Responses
Yes		93.3%	1,286
No		6.7%	93













**Total: 1,379**



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		28.0%	361
Local Daily Newspaper		92.9%	1,196
Local Paid Weekly Community Newspaper		15.4%	198
Local Free Weekly Print Publication		21.8%	281
Local Alternative Publication		9.9%	128
Local City or Regional Magazine		25.7%	331
Local Specialty Publication		14.4%	185
Local Business Publication		11.3%	146
Local Ethnic Publication		0.4%	5
Local Parenting Publication		1.1%	14
Local Senior Publication		4.4%	57
None of the above / Does not apply		0.9%	12

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

Value		Percent	Responses
Auto Body Shop		3.8%	52
Auto Detailing Shop		6.1%	84
Auto Glass Repair Shop		4.0%	55
Oil Change Station		42.8%	591
Auto Parts Store		13.2%	182
Auto Repair Shop		19.7%	272
New Vehicle Dealership		8.8%	122
Used Vehicle Dealership		2.4%	33
Recreation Vehicle (RV) Dealership		2.8%	38
RV or Camper Repair		4.9%	67
Tire Store		28.3%	391
None of the above / Does not apply		24.3%	336







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		0.9%	12
Used Farm Equipment Dealer		0.4%	5
Farm Truck and Tractor Repair Shop		1.4%	20
Agriculture Farm Supply Store		15.7%	216
Agricultural Service		2.8%	39
Farming Structure Building Contractor		0.5%	7
Animal Feed Store		19.0%	262
None of the above / Does not apply		72.1%	995

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		49.3%	681
Ethnic Food Restaurant		44.4%	613
Liquor Store		42.1%	581
Wine Shop		15.4%	213
None of the above / Does not apply		21.4%	296










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		18.6%	256
Farmers Market		24.4%	337
Grocery Store (Co-op)		29.8%	411
Grocery Store (Neighborhood/Local/Mom & Pop)		73.0%	1,008
Specialty Food Market		19.6%	271
None of the above / Does not apply		9.1%	125



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		50.7%	699
Day Spa		8.0%	110
Nail Salon		22.5%	311
None of the above / Does not apply		36.3%	501

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		8.5%	117
Bicycle Repair Shop		9.6%	133
Bicycle Rental Service		0.7%	9
Golf Course		23.1%	319
Gun Shooting Range		5.9%	81
Gun Store		6.7%	93
New Sporting Goods Store		23.6%	326
Used Sporting Goods Store		5.9%	81
None of the above / Does not apply		48.9%	675

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		4.3%	60
None of the above / Does not apply		95.7%	1,320



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		14.1%	195
Community College		7.9%	109
Tutoring Center		1.0%	14
Private Tutor		0.9%	13
None of the above / Does not apply		80.2%	1,107








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

Value		Percent	Responses
Bank		21.4%	295
Credit Union		10.8%	149
Financial Advisor		10.1%	140
Stockbroker		3.6%	50
None of the above / Does not apply		71.0%	980





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		0.1%	2
Debt Consolidation Company		0.1%	2
Payday Loan Company		0.1%	1
Tax Return Service		17.5%	242
Title Loan Company		2.8%	38
None of the above / Does not apply		80.1%	1,105











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

Value		Percent	Responses
Chiropractor		5.1%	71
Dentist		21.8%	301
General Practitioner		12.4%	171
Family Practitioner		12.1%	167
Optometrist		9.6%	133
Pediatrician		1.3%	18
None of the above / Does not apply		66.3%	915















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		9.5%	131
Hospital		1.4%	19
Medical Clinic		9.9%	137
None of the above / Does not apply		85.1%	1,174



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		11.5%	159
Mental Health Provider		7.3%	101
Denture or Implant Specialist		5.8%	80
Ear, Nose & Throat Doctor		7.1%	98
Home Health Care Provider		2.8%	38
Internal Medicine Doctor		32.5%	449
Nutritionist or Dietician		1.5%	21
Physical Therapist		13.8%	190
Psychiatrist		2.0%	27
None of the above / Does not apply		44.8%	618

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		0.3%	4
Hearing Aid Center		12.9%	178
Hospice Care Provider		0.7%	10
Laboratory or Medical Testing Facility		25.1%	346
Medical Marijuana Dispensary		4.9%	67
Medical Spa		0.7%	10
Mental Health Clinic		1.6%	22
Medical Supply Store		4.1%	56
Pain Clinic		2.0%	27
Rehabilitation Clinic		0.7%	10
Sleep Disorder Clinic		2.8%	39
Urgent Care Clinic		3.8%	52
Walk-In Clinic		3.5%	48
None of the above / Does not apply		56.3%	777

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		4.1%	57
None of the above / Does not apply		95.9%	1,323







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%	32
Courier or Delivery Service		12.7%	175
Cremation Service Provider		0.6%	8
Dry Cleaning or Laundry Service		15.2%	210
Electronics Repair Shop		2.5%	34
Funeral Service Provider		0.5%	7
Information Technology (IT) Service		5.5%	76
Marriage Counselor		0.7%	9
Moving Truck Rental Company		1.5%	21
Mobile or Cell Phone Repair Shop		4.2%	58
Propane Dealer		17.3%	239
Self-Storage Facility		7.3%	101
Sewing and Alterations Shop		5.9%	81
Small Engine Repair Shop		3.5%	48
Shipping Center		22.7%	313
None of the above / Does not apply		42.8%	590







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		12.5%	172
Church		30.0%	414
Community Organization		9.9%	137
Community Service or Non-Profit Organization		18.8%	260
None of the above / Does not apply		52.8%	728















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

Value		Percent	Responses
Electrician		7.8%	108
Painting Contractor		11.6%	160
Plumber or Plumbing Contractor		8.8%	121
None of the above / Does not apply		78.8%	1,087










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		3.8%	53
Concrete Contractor		3.6%	50
Furnace Contractor		3.4%	47
General Contractor		8.0%	111
Handyman		18.2%	251
Heating & Air Conditioning Service		18.5%	255
Home Security Company		1.1%	15
Junk Removal or Hauling Service		3.7%	51
Kitchen or Bath Remodeling Company		4.3%	59
Landscaping Service		32.2%	444
Mover or Moving Company		1.3%	18
New Home Builder		0.7%	9
Remodeling Contractor		5.1%	70
Roofing Contractor		3.8%	52
Septic Tank Contractor		3.3%	46
None of the above / Does not apply		39.6%	547



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		17.0%	234
Fuel or Oil Home Heating Service		3.5%	48
Furnace Cleaning Service		6.2%	85
Home Theater Installation Service		0.2%	3
Home Gardening Service		12.0%	166
House Cleaning Service		19.8%	273
Landscaper		18.4%	254
Pest Control Service or Exterminator		8.0%	111
Pool Cleaning Service		0.7%	9
Shades & Blinds Installation Service		4.9%	68
Television or Internet Service Provider		18.3%	253
Water Treatment Supply & Service		0.7%	9
Window & Door Installation Service		3.4%	47
None of the above / Does not apply		37.4%	516



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		1.9%	26
Adult Day Care		0.1%	2
Assisted Living Facility		1.2%	16
Nursing Home		0.2%	3
Respite Relief Provider		0.7%	9
Retirement Counselor		0.4%	6
Retirement Home		0.4%	6
Senior Center		12.6%	174
None of the above / Does not apply		83.9%	1,158

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		1.3%	18
None of the above / Does not apply		98.7%	1,362

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 	7.9%	109
None of the above / Does not apply 	92.1%	1,271









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

Value		Percent	Responses
Animal Daycare		4.1%	57
Animal Shelter		2.4%	33
Bird Seed Store		14.1%	194
Pet Groomer		17.0%	234
Pet Sitter		4.3%	59
Pet Store		25.8%	356
Veterinarian		35.8%	494
None of the above / Does not apply		42.3%	584








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		3.8%	52
Real Estate Brokerage Firm		0.9%	12
None of the above / Does not apply		95.8%	1,322

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











Value		Percent	Responses
Apartment Rental Agency		1.6%	22
Estate Liquidator		0.2%	3
Mortgage Banker		3.0%	42
Mortgage Broker		4.2%	58
Real Estate Appraiser		3.2%	44
None of the above / Does not apply		90.9%	1,254

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		39.0%	538
Family Style Restaurant		47.2%	652
Food Cart/ Food Truck		28.8%	397
Fine Dining Restaurant		29.1%	401
Restaurant with Lounge or Bar		26.6%	367
Pizza Restaurant		50.7%	700
None of the above / Does not apply		20.5%	283

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



















Value		Percent	Responses
Art Supply Store		10.4%	143
Consignment Shop		11.6%	160
Craft Supply Store		19.2%	265
Bookstore		35.0%	483
Computer Store		7.6%	105
Department Store		38.6%	532
Discount Store		26.8%	370
Drugstore or Pharmacy		68.0%	939
Equipment Rental Store		4.9%	67
Fabric Store		20.4%	282
Florist		6.4%	89
Gift Shop		7.0%	96
Gun Shop		6.8%	94
Hobby Shop		8.6%	119
Marijuana Dispensary		13.5%	186
Mobile Phone Store		9.6%	133
Shopping Center		30.0%	414
Thrift Store		21.9%	302
Wholesale, Warehouse or Club Store		51.0%	704
Yarn Store		5.2%	72
Yard Equipment Store		13.5%	186

Value		Percent	Responses
Vitamin or Supplement Store		10.1%	139
None of the above / Does not apply		6.5%	90
Christian Book Store		2.2%	31
Gold/Silver/Precious Metal Dealer		1.7%	23
Military Surplus Store		1.2%	17
Monument or Memorial Company		0.4%	5
Pawn Shop		1.1%	15
Religious Supply or Gift Shop		1.7%	24
Survival Store		0.3%	4
Security Service		0.4%	5

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		21.3%	294
Free delivery		27.8%	384
Drive-thru		49.8%	687
Carryout		60.8%	839
Curbside carryout		54.6%	753
Other		2.1%	29
None of the above / Does not apply		14.1%	195

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






Value		Percent	Responses
Building Supply Store or Lumber Yard		45.7%	631
Carpet Store		3.9%	54
Fireplace, Wood Stove or Barbeque Store		4.1%	56
Flooring Store		5.9%	81
Furniture Store		7.3%	101
Hardware Store		47.5%	656
Home & Garden Center		62.6%	864
Home Decor Store		6.4%	89
Hot Tub or Spa Dealer		4.6%	64
Major Appliance Store		4.6%	63
Mattress or Bedding Store		3.8%	52
Outdoor Furniture Store		5.6%	77
Plant Nursery & Garden Supply Store		47.5%	656
Paint Store		15.9%	219
Tool Rental Center		3.9%	54
TV & Appliance Store		2.8%	38
Vacuum Store		1.9%	26
None of the above / Does not apply		12.8%	176






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

Value		Percent	Responses
Clothing Accessory Store		10.1%	140
Clothing Store		44.9%	619
Eyewear & Opticians Store		17.8%	246
Jewelry Store		2.9%	40
Shoe Store		23.1%	319
None of the above / Does not apply		43.1%	595

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

Value		Percent	Responses
Accountant or CPA		7.8%	107
Insurance Agency		5.1%	70
Legal Firm or Attorney		5.7%	79
Tax Advisor		3.5%	48
None of the above / Does not apply		82.8%	1,142

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		1.1%	15
Life Coach		0.7%	10
None of the above / Does not apply		98.3%	1,356

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 C RV		0.1%	2
Purchase New Travel Trailer or 5th Wheel		0.5%	7
Purchase New Camper Shell		0.1%	2
Purchase Used Class A RV		0.3%	4
Purchase Used Class C RV		0.4%	5
Purchase Used Travel Trailer or 5th wheel		0.8%	11
Purchase Used Camper Shell		0.4%	6
None of the above / Does not apply		97.5%	1,346

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






















Value		Percent	Responses
New Car		1.8%	25
New Luxury Vehicle - Under \$50,000		0.7%	9
New Luxury Vehicle - \$50,000 - \$75,000		0.8%	11
New Luxury Vehicle - Over \$75,000		0.1%	2
New Minivan		0.1%	1
New SUV		1.8%	25
New Truck		0.8%	11
New Hybrid or Electric Vehicle		1.4%	19
Used Car		1.4%	19
Used Luxury Vehicle - Under \$30,000		0.6%	8
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	5
Used Van		0.4%	5
Used Minivan		0.1%	2
Used SUV		1.2%	17
Used Truck		1.4%	19
Used Hybrid or Electric Vehicle		0.7%	10
None of the above / Does not apply		90.6%	1,250

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

Value		Percent	Responses
Compact car		0.9%	12
Full-size car		0.5%	7
Luxury vehicle (any size)		0.5%	7
Midsized car		1.4%	19
Pickup truck		2.6%	36
Sport utility vehicle (SUV)		6.4%	89
Van or minivan		0.6%	8
None of the above		87.1%	1,202

Total: 1,380



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		3.0%	41
Ford		4.3%	60
Subaru		3.5%	48
Toyota		5.9%	81
None of the above / Does not apply		84.5%	1,166
Acura		0.2%	3
Audi		1.4%	20
BMW		1.0%	14
Buick		0.5%	7
Cadillac		0.4%	6
Chrysler		0.4%	5
Dodge		1.0%	14
Fiat		0.4%	5
GMC		1.9%	26
Honda		2.2%	31
Hyundai		0.6%	8
Infiniti		0.1%	1
Jeep		0.9%	13
Kia		0.9%	12
Land Rover		0.2%	3
Lexus		1.2%	16

Value		Percent	Responses
Lincoln		0.6%	8
Mazda		0.7%	9
Mercedes-Benz		0.8%	11
Mini		0.3%	4
Mitsubishi		0.1%	1
Nissan		0.9%	13
Porsche		0.5%	7
Scion		0.1%	1
Tesla		0.7%	9
Volkswagen		0.7%	10
Volvo		0.9%	12































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		3.9%	54
No		96.1%	1,326















**Total: 1,380**

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		5.7%	78
Printer		5.4%	74
Ink or Printer Cartridges		44.7%	617
Headphones		4.9%	68
Batteries for Electronics		30.4%	420
None of the above / Does not apply		39.1%	540
Home Theater System		0.3%	4
GPS Device (Handheld or In-Vehicle)		0.9%	13
Satellite Radio		1.2%	16
Satellite TV System		0.7%	10
Stereo System (Home)		0.4%	5
Wi-Fi for Home		2.6%	36
Portable Speakers		1.1%	15
Wireless Speakers		1.7%	23
Smartphone Charger		2.6%	36
Smartwatch		1.8%	25
Phone or Tablet Controlled Home Tech Products		2.1%	29
Noise Canceling Headphones		2.2%	31
Phone Calling Card		1.1%	15
Compact/Mini Projector		0.3%	4
Wearable Electronics		0.6%	8
Healthcare Device		2.3%	32

Value		Percent	Responses
Surge Protector		2.3%	32
Aerial Drone		0.6%	8
ShortWave Radio		0.1%	2
Wireless Hotspot		1.4%	19
Assistive Technology for Hearing		2.5%	34
Smart Sports Equipment		0.1%	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		0.6%	8
Camera (Digital) SLR		0.3%	4
Camera Accessories or Supplies		0.5%	7
Camera Lens		0.4%	5
Computer Accessories		3.0%	42
Computer Software		2.5%	34
E-Reader (Kindle or Similar)		0.6%	8
Tablet (iPad or Similar)		2.6%	36
Personal Computer		1.7%	23
Laptop Computer		4.2%	58
TiVo or DVR		0.6%	8
4K Ultra HD TV		2.0%	28
Smart TV		2.3%	32
None of the above / Does not apply		84.9%	1,172












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		8.8%	122
Conventional Cell Phone		3.4%	47
Prepaid Cell Phone		0.9%	12
Unlocked Cell Phone		0.9%	13
Large-Screen Smartphone		1.6%	22
None of the above / Does not apply		86.0%	1,187





















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

Value		Percent	Responses
Anniversary Jewelry		1.9%	26
Necklaces		1.7%	24
Engagement Rings		0.1%	2
Wedding Rings		0.2%	3
Rings (Other)		1.0%	14
Earrings		3.8%	53
Pendants		0.5%	7
Celtic Jewelry		0.3%	4
Diamond Jewelry		0.9%	12
Silver Jewelry		0.9%	13
Gemstone Jewelry		0.8%	11
Pearl Jewelry		0.1%	2
Men's Jewelry		0.2%	3
Costume Jewelry		2.2%	31
Designer Jewelry		0.7%	9
Jewelry Box or Organizer		0.1%	1
Men's High-End Watch		0.4%	5
Women's Watch		1.2%	17
Women's Jewelry		3.6%	50
None of the above / Does not apply		89.2%	1,231

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 	4.5%	62
Dental Insurance 	0.7%	10
Disability Insurance 	0.1%	1
Homeowner Insurance 	4.0%	55
Life Insurance 	1.2%	16
Medical (Health) Insurance 	1.6%	22
Medicare 	0.7%	9
Long Term Care Insurance 	0.5%	7
Pet Insurance 	0.7%	9
Renters Insurance 	0.9%	13
Agriculture Insurance 	0.3%	4
Professional Liability Insurance 	0.3%	4
None of the above / Does not apply 	90.2%	1,245

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		5.8%	80
Primary Care Provider		5.2%	72
Drugstore or Pharmacy		4.1%	57
None of the above / Does not apply		82.1%	1,133
Acupuncture		2.0%	28
Audiologist		1.5%	21
Chiropractor		2.7%	37
Counseling & Mental Health Specialist		1.2%	16
Geriatric Specialist		0.3%	4
Home Healthcare		0.1%	1
Hospital		0.3%	4
Medical Clinic		1.9%	26
Optometrist		1.9%	26
Pediatric Dentist		0.3%	4
Pediatrician		0.2%	3
Wellness Business		0.2%	3
Weight Loss Service		0.4%	5
Alternative Care Provider		0.4%	6
Physical Therapy or Rehabilitation service provider		2.2%	30
Hearing Aid Center		2.2%	30



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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		0.3%	4
Bankruptcy Attorney		0.1%	1
Banking, Partnership & Business Law Attorney		1.6%	22
Child Support Attorney		0.2%	3
Disability & Social Security Attorney		0.1%	1
Divorce & Family Law Attorney		0.5%	7
Employment Discrimination or Labor Issues Attorney		0.2%	3
General Practice Attorney		2.3%	32
Intellectual Property Attorney		0.1%	2
Patent, Trademark & Copyright Attorney		0.1%	2
Probate Attorney		0.6%	8
Real Estate Attorney		1.3%	18
Taxation Attorney		0.5%	7
Wills, Trusts & Estates Attorney		18.3%	252
None of the above / Does not apply		77.0%	1,062

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		48.8%	674
Teeth Cleaning		48.6%	670
Cavity Filling		5.9%	81
Crown		6.7%	93
Oral Surgery		1.1%	15
Braces		1.6%	22
Composite Bonding		0.7%	10
Dental Implants		3.5%	48
Dental Veneers		0.1%	1
Dentures		0.6%	8
Full Mouth Reconstruction		0.3%	4
Inlays or Onlays		0.2%	3
Smile Makeover		0.1%	1
Teeth Whitening		1.6%	22
None of the above / Does not apply		26.7%	369










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		50.8%	701
Purchase Medical Supplies or Equipment for Home		3.3%	45
Purchase Health Related Products		8.0%	111
Use Physical Rehabilitation Services		3.3%	45
Purchase Health and Wellness Supplements		18.0%	249
Receive Treatment for Back Pain		5.7%	79
Have an Eye/Vision Exam		26.3%	363
Purchase Prescription Eyeglasses		15.1%	208
Purchase Prescription Contact Lenses		4.6%	63
Have an Annual Physical or Checkup		27.8%	384
Have X-Rays Taken		4.8%	66
Have a Scheduled Surgery		5.0%	69
Have Blood Drawn for Testing		27.0%	373
Plan to Visit a Hospital for any Medical Service or Procedure		6.8%	94
Have Foot Problems Diagnosed or Treated		5.3%	73
Senior Travel		3.8%	53
Purchase Allergy Medications		13.6%	188
Use Personal Trainer or Instructor		4.6%	63
Cardiovascular Treatment		3.8%	52
Cancer Treatment		3.6%	50
Chiropractic Care		10.3%	142









Value		Percent	Responses
Do Corrective Exercises		4.8%	66
Purchase Diabetes Testing Supplies		5.0%	69
Get Vaccinations at Drug Store or Pharmacy		11.5%	159
Discretionary Health Care and Wellness Services and Products		4.8%	66
Purchase Marijuana		7.3%	101
Purchase Vitamins		39.3%	542
Have Acupuncture		5.0%	69
Purchase Hemp Based Supplements		5.2%	72
Purchase Anti Anxiety Medication or Supplements		4.9%	67
None of the above / Does not apply		18.7%	258
Purchase Elder Care-Related Products or Services		0.9%	13
Find Home for Aging Parent		0.7%	9
Participate in a Medical Study		0.9%	12
Stop Smoking		0.3%	4
Purchase a Mobility Device		0.3%	4
Receive Treatment for Vehicle or Workplace Injury		0.3%	4
Handicap Accessible Products		0.7%	10
Purchase Orthopedic Shoes		0.7%	10
Purchase Home Medical Testing Equipment or Supplies		0.8%	11
Hire a Caregiver or Respite Worker		0.6%	8
Purchase "Aging in Place" Products		1.3%	18
Purchase a Medical Alert Service		0.1%	2
Have Safety Bars Installed in Bathroom		0.7%	10

Value		Percent	Responses
Receive Treatment for a Sleep Disorder		2.9%	40
Stroke Treatment		0.2%	3
Orthopaedic or Knee Surgery		2.6%	36
Memory or Alzheimer's Care		0.4%	6
Nutritional Counseling		0.9%	13
Spinal and Postural Screening		0.4%	5
Physiotherapy		1.7%	24
Receive Treatment for Substance Abuse		0.3%	4
Purchase Blood Pressure Monitoring Device		1.3%	18
Receive Aquatic Therapy		0.7%	9
Join a Weight Loss Group		0.6%	8
Purchase Weight Loss Supplements		0.6%	8
Purchase Weight Loss Food Plan		1.0%	14
Have Reflexology Treatment		0.3%	4
Hire a Weight Loss Professional		0.4%	5
Have Cataract Surgery		1.7%	24
Receive Treatment for PTSD		1.0%	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		0.9%	12
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.2%	3
Purchase a Digital Hearing Aid		1.2%	17
Purchase a "Behind-the-Ear" Hearing Aid		0.7%	9
Purchase Hearing Aid Cleaning Supplies		1.9%	26
Purchase Hearing Aid Batteries		6.9%	95
Purchase a "In-the-Canal" Hearing Aid		0.7%	10
Have a Hearing Exam		9.3%	129
None of the above / Does not apply		84.8%	1,170

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%	4
Pre-purchase a Funeral Plot or Cremation Service		2.2%	31
Purchase a Monument or Headstone		0.5%	7
Use a Funeral Planner		0.6%	8
Purchase Flowers for a Funeral		0.3%	4
Use a Cremation Service		0.4%	5
Hire a Religious or Spiritual Leader for a Funeral Service		0.1%	2
None of the above / Does not apply		96.4%	1,331

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%	3
Move into a Assisted Living Facility		0.7%	9
Move into a Nursing Home		0.1%	1
Move into a Alzheimer's Care Facility		0.1%	2
Hospice to your Home or House		0.4%	6
Move into Residential Care Home		0.2%	3
Utilize a Respite Provider		0.5%	7
None of the above / Does not apply		98.3%	1,356













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		1.3%	18
Open Savings Account		0.9%	12
Online Banking		53.0%	732
Manage Investments		23.0%	318
Manage Retirement Accounts		23.0%	318
Mortgage Line of Credit		2.5%	35
Financial Consulting		12.4%	171
Financial Services		10.7%	148
Safe Deposit Box Rental		4.6%	64
Obtain New Credit Card		1.2%	16
Payday Loan or Check Cashing Business		0.1%	2
Use Vehicle Title Loan Company		0.1%	2
None of the above / Does not apply		31.5%	435

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

Value		Percent	Responses
Annuities		2.2%	30
Certificates of Deposit		5.6%	77
City or State Bonds		3.0%	41
Collectibles, Antiques or Art		0.8%	11
Common or Preferred Stock		10.7%	148
Corporate Bonds or Debentures		3.3%	46
401(k)		12.2%	169
Gold or Precious Metals		1.9%	26
IRA		11.0%	152
Money Market Funds		10.2%	141
Mutual Funds		14.1%	194
Non-US Stocks		2.6%	36
Options		0.8%	11
US Savings Bonds		1.5%	21
US Treasury Notes		2.3%	32
Coins or Stamps		0.7%	10
None of the above / Does not apply		64.3%	887

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		0.4%	5
Business Equipment Loan		0.7%	9
Carpeting or Furniture Loan		0.1%	1
College Expenses Loan		0.1%	2
College Tuition Loan		0.7%	9
Debt Consolidation Loan		0.8%	11
Medical Expenses Loan		0.3%	4
New Vehicle Loan		0.9%	13
Used Vehicle Loan		1.1%	15
None of the above / Does not apply		95.8%	1,322

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		24.6%	340
Nail Polish		6.1%	84
Eyewear or Sunglasses		17.2%	237
Handbags		3.5%	48
Hats		4.8%	66
Intimate Apparel		8.3%	115
Jewelry or Accessories		4.1%	56
Men's Apparel		21.8%	301
Men's Shoes		14.9%	206
Men's Underwear		12.5%	172
Women's Apparel		37.3%	515
Women's Pajamas or Sleepwear		7.2%	99
Women's Shoes		24.4%	337
Women's Underwear		16.0%	221
Socks		14.6%	201
Outerwear		5.3%	73
None of the above / Does not apply		35.0%	483
Coats		2.4%	33
Watches		1.8%	25
Luggage or Bags		1.6%	22
Perfume		2.2%	31

Value		Percent	Responses
Scarves		1.4%	19
Uniforms		0.2%	3
Western Clothing		2.9%	40







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		1.2%	16
Children's Pants		4.3%	60
Children's T-Shirts		5.9%	81
Children's Dresses		2.7%	37
Children's Pajamas or Sleepwear		4.1%	57
Children's Socks		3.4%	47
Children's Shorts		4.9%	67
Infant Clothing		4.1%	56
Children's School Uniform		0.2%	3
Children's Athletic Clothing		3.7%	51
None of the above / Does not apply		88.2%	1,217

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)		24.6%	339
Boots (Men's)		2.5%	35
Cowboy Boots (Men's)		0.7%	9
Work & Safety (Men's)		1.8%	25
Sneakers		7.7%	106
Classic & Fashion Sneakers (Women's)		8.3%	114
Work & Safety (Women's)		1.2%	16
Cowboy Boots (Women's)		0.9%	12
Athletic & Outdoor Shoes (Women's)		27.8%	383
Athletic & Outdoor Shoes (Children's)		5.0%	69
Cowboy Boots (Children's)		0.2%	3
None of the above / Does not apply		54.3%	750




65. Which of the following CLOTHING/SHOE REPAIRS or SERVICES do you or members of your household have planned in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		6.6%	91
Have Clothing Dry Cleaned		13.9%	192
Have Shoes Repaired		4.9%	68
Wash Clothing at a Laundromat		2.3%	32
Purchase Custom Made Clothing Items		0.5%	7
None of the above / Does not apply		78.1%	1,078



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)		3.9%	54
Bicycle Tune-Up or Repair		11.1%	153
Camping or Hiking Equipment		10.7%	148
Exercise or Fitness Equipment		6.6%	91
Fishing Rods or Reels		3.7%	51
Fishing Bait or Attractant		8.3%	114
Fishing Accessories		15.4%	212
Golf Clubs or Equipment		7.8%	107
Ammunition		11.5%	159
Running or Jogging Equipment		3.0%	42
Swimming Gear		3.5%	48
Weight Lifting Equipment		3.0%	42
Hand Gun		3.6%	49
None of the above / Does not apply		53.0%	732
Archery Equipment		0.9%	13
High End Bicycle		0.9%	13
Bicycle Rental		1.1%	15
Hunting Gear		2.4%	33
Soccer Equipment		0.4%	6
Sports Equipment (Children)		1.5%	21
Trampoline		0.4%	5
Trophies or Plaques		0.2%	3























Value		Percent	Responses
Used Sporting Equipment		2.5%	34
Rifle		1.6%	22
Shotgun		1.4%	19











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		42.1%	581
Bedding Flowers or Perennials		58.1%	802
Fertilizer		40.4%	557
Flower Pots		19.3%	267
Garden Ornaments		7.1%	98
Gravel or Rock		14.7%	203
Hand Garden Tools		11.2%	154
Landscaping		13.3%	183
Indoor Garden Supplies		3.5%	48
Decorative Rock		7.6%	105
Lawn Seed, Turf or Sod		7.5%	104
Outdoor Fireplace or Fire Pit		3.0%	42
Outdoor Furniture		6.0%	83
Patio Furniture		5.9%	82
Propane		20.0%	276
Shrubbery or Trees		14.4%	199
Stone (Cast, Crushed or Natural)		3.2%	44
Insect or Fungus Control Products		8.6%	119
None of the above / Does not apply		17.4%	240
Chainsaw		1.0%	14
Fountains		2.2%	31
Gate		1.7%	24























Value		Percent	Responses
Gazebo		0.4%	5
Insects (Bees or Other Beneficial Species)		2.5%	35
Patio Heater		1.1%	15
Outdoor Infrared Heater or Fireplace		0.8%	11
Outdoor Grill		2.8%	38
Outdoor Smoker		0.4%	6
Outdoor Kitchen Equipment		0.7%	9
Outdoor Entertainment Center		0.4%	5
Patio Cover, Awning or Canopy		2.2%	31
Pole Shed		0.5%	7
Portable Outdoor Heater		0.3%	4
Power Garden Tools		1.6%	22
Lawn Mower (Push)		1.7%	24
Lawn Mower (Riding)		0.7%	10
Rototiller		0.5%	7
Screen Porch		0.2%	3
Storage Shed		2.0%	27
Leaf Blower		1.1%	15
Outdoor Garden Flags		1.0%	14
Snow Blower		0.3%	4
Greenhouse		1.6%	22













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

Value		Percent	Responses
Any Pet-Related Products or Services		13.8%	191
Bird Seed		20.5%	283
Cat Food		24.1%	332
Dog Food		39.1%	540
Specialized Pet Food		3.8%	53
Other Pet Food		5.1%	71
Pet Accessories		5.7%	79
Pet Toys		9.9%	137
Annual Pet Vaccinations		22.2%	306
Annual Pet Checkups		20.1%	277
Adopt or Rescue a Pet		3.6%	50
Purchase Pet Medication		7.8%	107
Board a Pet Overnight		3.7%	51
Pet Dental Care		3.1%	43
None of the above / Does not apply		36.2%	499
Fish Food		2.1%	29
Pet Clothing		0.2%	3
Pet Enclosure		0.8%	11
Aquarium or Tank		0.4%	6
Fish Supplies		1.4%	20
Disease Diagnosis		0.9%	13
Pet Travel Cage		0.7%	9

Value		Percent	Responses
Pet Travel Accessories		0.5%	7
Cremation or Burial Services		0.4%	6
Purchase a Pet		1.1%	15
Holistic or Alternative Pet Care		0.4%	6
Pet Tracking Device		0.4%	5
Animal Training Classes		2.2%	31
Hemp Based Pet Supplements		1.0%	14
THC Based Pet Supplements		0.7%	9
Holistic or Alternative Pet Supplements		1.0%	14
Anti Anxiety or Stress Pet Medication for Holidays		0.9%	12






















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





















Value		Percent	Responses
Add or Replace Deck		3.2%	44
Add a Fence or Wall Structure		6.2%	85
Remodel Kitchen		3.0%	42
Remodel Bathroom		5.5%	76
General Remodeling		4.1%	57
Sealcoating		3.4%	47
Replace Carpet		3.7%	51
Asphalt Repair		3.0%	41
Asphalt Resurfacing		3.1%	43
Replace Flooring		5.4%	75
Replace Windows		3.9%	54
None of the above / Does not apply		65.7%	907
Add a Room		0.5%	7
Add a Home Office		0.3%	4
Cabinet Refacing or Resurfacing		2.7%	37
Refinish Bathtub		0.7%	9
Install a Glass Shower		1.7%	23
Remodel or Finish Basement Living Area		0.2%	3
Replace Garage Door		0.9%	12
Build a Garage		0.5%	7
Build Out-Building		1.2%	16
Build a Storage Shed		2.2%	30

Value		Percent	Responses
Have Furniture Restored		1.3%	18
Switch from Gas to Electric		0.1%	2
Switch from Electric to Gas		0.3%	4
Install a Stair Lift		0.2%	3
Install "Aging In Place" Products		0.9%	12
Install a Solar Energy System		0.5%	7
Install Security or Monitoring System		0.5%	7
Resurface or Build New Driveway		2.5%	35
Stone or Marble Work (Bathroom or Kitchen)		1.1%	15
Residential Paving		1.3%	18
Build a "Tiny House"		0.4%	6
Install Handicap Accessible Addition		0.2%	3





































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

Value		Percent	Responses
Ceramic Tile		3.8%	52
Decking		4.5%	62
Doors (Exterior)		3.0%	42
Electrical Supplies		3.4%	47
Fencing		6.7%	93
Hand Tools		5.1%	71
Hardwood Products		3.4%	47
Lighting and Fixtures		4.6%	64
Lumber		9.3%	128
Paint (Exterior)		14.4%	199
Paint (Interior)		14.4%	199
Plywood		3.8%	52
Plumbing Supplies		4.9%	68
Screen Door		3.5%	48
None of the above / Does not apply		54.9%	758
Circular Saw		0.7%	9
Doors (Interior)		1.5%	21
Furnace		0.6%	8
Generator		0.8%	11
Home Security Doorbell Camera		1.4%	19
Kitchen Cabinets		2.0%	27






















Value		Percent	Responses
Lock Sets		1.2%	17
Mill Work		0.7%	10
Molding		2.1%	29
Power Tools		2.2%	30
Rain Gutters		1.7%	23
Roofing (Composition)		1.4%	20
Roofing (Other)		0.5%	7
Security Door		0.3%	4
Security Locks		0.4%	5
Security Window Film		0.1%	2
Siding		1.4%	19
Solar Screen		0.2%	3
Water Softener System or Supplies		0.9%	12
Wet or Dry Vacuum		0.7%	10
Wood Stove or Fireplace		0.7%	10
Windows (Double-Hung)		0.7%	9
Windows (Casement)		1.0%	14
Windows (Picture)		0.8%	11
Windows (Slider)		1.4%	20
Windows (Bay or Bow)		0.2%	3













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

Value		Percent	Responses
Air Duct Cleaning		5.1%	71
Carpet Cleaning		13.7%	189
Chimney Cleaning		4.1%	57
Furnace Cleaning		7.2%	100
Gardening Services		8.3%	114
Handyman Services		11.4%	157
Home Repair		3.0%	42
None of the above / Does not apply		52.1%	719
Air Conditioning Repair		2.4%	33
Alternative Energy Systems Installation		0.4%	5
Alternative Energy Systems (Service or Repair)		0.5%	7
Appliance Repair		2.8%	38
Blinds Cleaning		2.8%	38
Carpenter or Woodworking		2.4%	33
Concrete Repair		2.7%	37
Drywall Installation or Repair		2.0%	27
Electrical Repair		2.8%	39
Electrical Panel Replacement		0.1%	2
Excavation & Wrecking		0.4%	5
Fire & Water Damage Restoration		0.4%	5
Flooring - Ceramic Tile (Installation or Repair)		1.6%	22

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.2%	30
Flooring - Linoleum (Installation or Repair)		0.7%	9
Flooring - Wood (Installation or Repair)		2.9%	40
Flooring - Other (Installation or Repair)		1.3%	18
Foundation Repair		0.7%	9
Furnace Repair		0.9%	13
Furniture Reupholster		0.8%	11
Gutter Installation or Repair		1.7%	24
Heating Repair		1.2%	17
Home Computer Repair		1.7%	24
Home Electronics Repair		0.2%	3
Home Heating Oil or Fuel Service		0.7%	9
Home Remodel		2.1%	29
























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

Value		Percent	Responses
House Cleaning Service		13.6%	187
Junk or Yard Waste Removal		6.9%	95
Recycle		7.4%	102
Landscaping Service		18.6%	257
Painting		10.3%	142
Pest Control		4.9%	68
Plumbing Repair		4.5%	62
Preventative Home Maintenance		3.1%	43
Trash Removal		8.4%	116
Computer Repair		5.3%	73
None of the above / Does not apply		46.3%	639
Home Security Service		0.7%	10
Insulation Installation or Maintenance		0.7%	9
Interior Design		1.2%	17
Sell Scrap Metal		1.7%	24
Movers		0.7%	9
Mold Inspection or Removal		0.4%	5
Party Equipment Rental		0.3%	4
Pool Cleaning Service		0.4%	6
Pressure Washing		2.5%	35
Roof Repair		1.5%	21

Value		Percent	Responses
Security System		0.6%	8
Septic Tank Cleaning or Repair		2.6%	36
Siding Replacement		0.8%	11
Snow Removal		0.1%	2
Solar Heating or Power System Installation or Repair		0.5%	7
Tool Rental		1.5%	21
Water Well Drilling		0.1%	2
Waterproofing		0.1%	2
Window Installation		2.2%	30
Window Tinting for Home		0.4%	5
Yard Equipment Rental		2.4%	33
Mobile or Cell Phone Repair		0.9%	13
























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

Value		Percent	Responses
Window Blinds (Venetian or Mini)		3.6%	50
Emergency Preparedness Kit or Supplies		3.0%	41
Batteries (Home or Office)		25.9%	357
Candles		5.7%	79
Firewood		4.5%	62
Carpeting		3.5%	48
Rugs		4.5%	62
Curtains or Drapes		3.0%	42
Furniture (Living Room)		4.3%	59
Storage Boxes or Tubs		4.5%	62
Floral Arrangements		4.1%	56
Indoor Flowers		6.9%	95
None of the above / Does not apply		51.2%	707
Air Conditioning (Buy)		0.9%	13
Awning		1.1%	15
Oriental Carpeting		0.1%	1
Flooring Tile		2.0%	28
Hardwood Flooring		1.7%	23
Rugs (Persian)		0.5%	7
Clocks		1.4%	20
Closet System		0.9%	13

Value		Percent	Responses
Cutlery, Flatware or Silverware		0.8%	11
Ductless Heat Pumps		0.7%	9
Fire Extinguisher		2.5%	34
Fine Art (Paintings, Pottery, Etc.)		1.6%	22
Custom Built Furniture		0.3%	4
Reconditioned Furniture		0.3%	4
Furniture (Bedroom)		1.8%	25
Furniture (Children's)		0.4%	6
Furniture (Dining Room)		0.8%	11
Furniture (Home Office)		1.4%	19
Furnace		0.4%	5
Futon		0.2%	3
Safe		0.8%	11
Laminate Flooring		2.3%	32
Picture Frames		2.8%	39
Sewing Machine		1.3%	18
Linens (Bathroom)		2.8%	38
Reclining Chair		1.7%	24
Wallpaper		0.5%	7
Signs or Banners		0.5%	7
Hot Tub or Spa (New)		0.9%	12
Linens (Dining Room or Kitchen)		1.2%	17
Tankless Water Heater		0.8%	11












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		3.1%	43
Linens (Bedroom)		5.0%	69
None of the above / Does not apply		81.3%	1,122
Gas Burning Freestanding Stoves		0.2%	3
Water Purification System (Drinking)		0.6%	8
Solar Water Heater		0.1%	2
Latex Mattress		0.3%	4
Innerspring Mattress		1.4%	19
Pillow Top Mattress		1.1%	15
Foam Mattress		1.2%	17
Memory Foam Mattress		1.6%	22
Gel Mattress		0.2%	3
Twin Size Bed		0.3%	4
Queen Size Bed		1.5%	21
King Size Bed		1.7%	24
Water Heater		1.4%	19
Smoke Alarm or Detector		1.5%	21
Remote Home Monitoring Video Camera		0.6%	8
Shutters		0.3%	4
Window Coverings		2.6%	36
Reclaimed Wood Furniture		0.1%	2
Patriotic Flags		1.5%	21
Sports Team Flags		0.3%	4

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		3.0%	41
Fine Art		2.1%	29
Photographs		3.1%	43
Pottery		1.7%	23
Blown Glass		0.6%	8
Stone Carvings		0.3%	4
Sculpture		0.7%	9
Artistic Wall Decor		3.2%	44
Wood Carvings		0.6%	8
Poster Art		1.0%	14
Religious Art		0.1%	2
Stained Glass		0.4%	6
Ceramics		1.0%	14
Metal Work Art		1.7%	23
Music Memorabilia		0.4%	5
Movie Memorabilia		0.2%	3
None of the above / Does not apply		90.0%	1,242

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























Value		Percent	Responses
Refrigerator		2.4%	33
Portable Dishwasher		0.1%	1
Dishwasher		2.7%	37
Freezer		1.1%	15
Range		2.5%	34
Range Hood		1.2%	17
Wall Oven		0.5%	7
Washer		2.0%	27
Dryer		1.6%	22
Blender		1.2%	16
Instant Pot		1.3%	18
Microwave		2.2%	31
Window Air Conditioner		0.4%	5
Coffee or Espresso Machine		2.8%	39
Vacuum Cleaner		2.1%	29
None of the above / Does not apply		84.6%	1,168

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

Value		Percent	Responses
Battery		4.1%	56
RV Accessories or Supplies		4.8%	66
Tires		7.2%	100
Wiper Blades		14.3%	198
None of the above / Does not apply		69.8%	963
Aftermarket Products		2.5%	34
Canopy		0.3%	4
Child Car Seat		0.1%	2
Floor Mats		2.2%	31
Grill Guard		0.1%	2
Lights		1.4%	20
Mirror(s)		0.1%	2
Motorcycle Accessories		0.9%	12
Motorcycle Parts		1.2%	16
Performance Parts		0.6%	8
Roof Rack (For Bike, Kayak, Etc.)		0.8%	11
Roof Rack (Luggage or Equipment Container)		0.3%	4
Running Boards		0.3%	4
Seat Covers		1.5%	21
Spoiler		0.1%	1
Step Bar		0.2%	3
Stereo System (Auto, Car or Truck)		0.2%	3

Value		Percent	Responses
Tool Box		0.2%	3
Trailer Hitch		0.9%	12
Truck Bed Liner		0.2%	3
Visor		0.1%	1
Wheels or Rims		0.7%	9
Winch		0.1%	2
Window Tinting Equipment (Auto)		0.2%	3
Cargo Trailer (Vehicle Hauler)		0.1%	1
Cargo Trailer (Motorcycle)		0.1%	2
Cargo Trailer (Box)		0.1%	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%	85
60,000 Mile Service		7.6%	105
100,000 Mile Service		5.5%	76
Auto Detailing		5.6%	77
Auto Repair (General)		4.1%	56
Alignment		3.5%	48
Car Wash		41.6%	574
Gas or Service Station Services		18.9%	261
Oil Change or Lube		40.7%	561
Preventative Maintenance		10.9%	151
RV Maintenance or Service		3.6%	49
Tire Mounting or Installation		10.4%	143
Tune-Up		6.1%	84
Windshield or Glass Repair		4.1%	56
None of the above / Does not apply		25.1%	346
Auto Warranty Work (Work Covered by Warranty)		2.0%	27
Body Work		2.1%	29
Brake Replacement, Adjustment		2.2%	31
Car Rental		1.1%	15
DEQ Inspection		0.6%	8
Electrical Repair		0.7%	10
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	5

Value		Percent	Responses
Motor Repair or Replacement		0.4%	6
Motorcycle Repair		0.9%	12
Muffler		0.3%	4
Painting		0.7%	9
Safety Inspection		0.4%	6
Shocks		1.2%	16
Smog Check		0.1%	1
Stereo Installation		0.4%	6
Transmission or Clutch Repair		0.6%	8
Upholstery Repair		0.9%	12
Vehicle Air Conditioning Repair		0.7%	10
Vehicle Storage		1.0%	14
Vehicle Towing		0.1%	2
Windshield or Window Tinting		0.9%	12



79. If you or a member of your household were to purchase an automobile in the NEXT 3 MONTHS, where would you look to find a vehicle? (Check all that apply.)

Value		Percent	Responses
AutoTrader.com		8.6%	118
CarFax		9.6%	132
CarGurus.com		4.1%	57
CarMax.com		3.4%	47
Cars.com		4.1%	57
Craigslist Auto		10.4%	143
KBB.com		5.7%	78
Edmunds.com		5.6%	77
Local Dealer Site		35.8%	494
Other Local Website		3.6%	50
None of the above / Does not apply		53.1%	733
Yahoo! Autos		0.1%	1
Automotive.com		0.4%	6
Autoblog.com		0.4%	5
CarsDirect.com		0.9%	12
eBay Motors		0.6%	8
Facebook Dealer Page		2.3%	32
MotorTrend.com		1.4%	19
UsedCars.com		1.0%	14
Local TV Site		0.5%	7
Local Radio Site		0.5%	7
The Car Connection		0.4%	6


















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		28.3%	391
Beauty Products		21.1%	291
Cosmetics		25.4%	350
Babysitting		0.6%	8
Hair Care Products		38.5%	531
Hair Coloring		23.3%	321
Hair Cut		71.2%	983
Manicure		14.6%	201
Massage Therapy		17.0%	234
Pedicure		26.2%	362
None of the above / Does not apply		14.9%	206




















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)		42.0%	580
Books (Used)		24.8%	342
Books (Children's)		7.9%	109
Board Games		8.8%	122
Lottery Ticket		12.3%	170
Collectibles		1.7%	24
Comics		0.8%	11
Graphic Novels		1.1%	15
Computer Games		3.4%	47
Magazines		18.0%	249
Toys		4.2%	58
Video Console Games		2.4%	33
None of the above / Does not apply		36.2%	499











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		2.0%	27
Ceramics and Pottery		1.5%	21
Collectables		2.0%	28
Comic Books and Related Collectables		0.6%	8
Do-It-Yourself (DIY)		11.9%	164
Games or Puzzles		14.9%	205
Beer Brewing Supplies		1.9%	26
Wine Making Supplies		0.3%	4
Jewelry Making Supplies or Beads		2.8%	39
Knitting		8.8%	122
Making Arts and Crafts		7.4%	102
Paper Crafts		3.0%	41
Quilting		9.5%	131
Scrapbooking		2.0%	28
Toy Collecting		0.3%	4
Trains, Plane & Car Model Kits		1.2%	16
None of the above / Does not apply		58.3%	804

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)		1.8%	25
Attend Online College or University (Part Time)		1.7%	24
Attend Online Graduate School		0.6%	8
Attend Online Classes at Community College		2.6%	36
Learning Center		0.4%	5
Online Trade School		0.1%	1
Online Continuing Education Courses		5.0%	69
Online Professional Certification or Accreditation Courses		1.8%	25
Online Language Lessons (Adult)		3.3%	45
Online Music Lessons (Adult)		1.7%	24
Attend Paid Online Lecture, Seminar or Special Class		3.8%	52
Online Real Estate Classes		0.8%	11
Online Child Education or Tutoring		1.7%	23
Online Music lessons (Child)		0.7%	10
Online Language Lessons (Child)		0.2%	3
Change Online School		0.2%	3
Attend an Online Religion Based School		0.4%	5
Attend an Online Local Workshop		3.6%	49
None of the above / Does not apply		80.1%	1,105




















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		6.5%	90
Oil paints		2.2%	31
Acrylic Paints		7.8%	107
Markers		3.6%	49
Specialty Paper		5.5%	76
Fabric Craft Supplies		10.2%	141
Beads		2.5%	34
Art Pencils and Pens		6.2%	86
Scrapbooking Supplies		2.5%	35
None of the above / Does not apply		75.9%	1,047

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

Value		Percent	Responses
Bass Guitar		0.2%	3
Clarinet		0.1%	1
Drums		0.4%	6
Flute		0.3%	4
Acoustic Guitar		1.1%	15
Electric Guitar		0.2%	3
Electric Keyboard		0.3%	4
Piano		0.4%	6
Piano (High End)		0.1%	1
Trombone		0.1%	1
Trumpet		0.1%	2
Violin		0.3%	4
None of the above / Does not apply		97.0%	1,339










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		7.5%	104
French		5.1%	70
Asian		36.7%	507
German		5.0%	69
American (New)		33.2%	458
Italian		35.7%	493
Cajun or Creole		5.7%	78
Indian		9.0%	124
Chinese		40.3%	556
American (Traditional)		55.7%	769
Thai		33.1%	457
Middle Eastern		9.8%	135
Japanese		15.5%	214
Mexican		62.0%	856
Vietnamese		10.5%	145
Southern		4.6%	64
Tex-Mex		13.8%	190
Spanish		5.3%	73
Mediterranean		15.1%	208
None of the above / Does not apply		16.7%	231















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		6.5%	90
Fish & Chips		21.7%	300
Golf Course Restaurant, Bar or Snack Bar		8.8%	122
Barbeque		21.2%	293
Deli		16.7%	230
Breakfast or Brunch		31.2%	430
Appetizers		22.8%	314
Dessert		12.6%	174
Chicken Wings		7.2%	100
Hamburgers		44.2%	610
Chicken		25.7%	355
Frozen Yogurt		5.9%	81
Tapas or Small Plates		8.6%	119
Theme Restaurants		5.3%	73
Soup		18.7%	258
Salad		30.1%	416
Pizza (Dine In)		7.6%	105
Pizza (Delivery)		12.2%	168
Steak		18.0%	249
Juice or Smoothies		8.6%	118
Sandwiches		30.7%	423
Pizza (Carry Out)		40.6%	560

Value		Percent	Responses
Pizza (Take & Bake)		25.7%	354
Seafood		26.7%	368
Vegan		3.0%	41
Steakhouse		9.0%	124
Sushi		15.3%	211
Vegetarian		7.8%	108
Pho		9.4%	130
None of the above / Does not apply		18.6%	257
Live or Raw food		2.6%	36







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		0.4%	5
Purchase Condominium or Townhouse		0.2%	3
Purchase Manufactured or Modular Home		0.1%	1
Purchase Investment Property		0.9%	12
Purchase Personal Residence		1.5%	21
Purchase Custom Built Home		0.3%	4
Purchase Residential Real Estate at an Auction		0.1%	1
Purchase Land or Agricultural Property		0.4%	6
Purchase Vacation Property		0.2%	3
Purchase Other		0.4%	6
None of the above / Does not apply		96.4%	1,331










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		2.5%	34
Sell Vacation Property		0.8%	11
Sell Condominium or Townhouse		0.4%	5
Sell Investment Property		1.3%	18
Sell Land or Agricultural Property		0.9%	13
Sell Commercial or Business Property		0.5%	7
Sell Manufactured or Modular Home		0.2%	3
Plan to Sell Home in Master-Planned Community		0.4%	5
Sell Other		0.3%	4
None of the above / Does not apply		93.6%	1,292







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		27.3%	6
New home, but outside of development		27.3%	6
New home that I will have contractor build		18.2%	4
Existing home less than 10 years old		50.0%	11
Existing home more than 10 years old		45.5%	10
Other		13.6%	3











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

Value		Percent	Responses
Rent New Apartment		0.4%	6
Rent House (Residence)		3.5%	48
Rent Manufactured or Modular Home		0.1%	2
Rent or Lease Commercial Property		0.4%	6
Rent Agricultural Land		0.1%	1
Rent Subsidized Housing		0.3%	4
Rent Condo/Townhouse		0.8%	11
Rent Section 8 Housing		0.5%	7
None of the above / Does not apply		95.3%	1,315

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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		2.9%	40
Use a Realtor to Buy Real Estate		1.4%	20
Use a Realtor to Buy and Sell Real Estate		2.0%	28
Plan to Sell Property Myself		0.8%	11
Use a Real Estate Broker		1.5%	21
None of the above / Does not apply		92.5%	1,276

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%	20
Home Remodel or Renovation Loan		0.2%	3
Business Construction Loan		0.1%	2
Home Construction Loan		0.4%	6
Equity Loan		1.4%	19
Land Loan		0.3%	4
Reverse Mortgage		0.1%	2
Real Estate Loan for existing home		0.4%	5
Refinance Home		5.7%	79
None of the above / Does not apply		90.8%	1,253




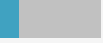
94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

Value	Percent	Responses
Craigslist Homes	4.6%	63
Facebook	1.3%	18
Google	2.5%	34
Auction.com	0.4%	6
Homes & Land	1.4%	20
Homes.com	1.6%	22
HomeFinder	3.3%	46
MLS.com	11.2%	154
National Real Estate Co. Site	2.0%	27
Local MLS Site	19.4%	268
RealEstate.com	4.0%	55
Realtor.com	14.3%	198
Realty.com	1.8%	25
Redfin	7.0%	96
Trulia	8.2%	113
Zillow	37.6%	519
ZipRealty.com	0.1%	2
None of the above / Does not apply	51.5%	711


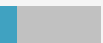
95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		3.7%	51
Apartmentguide.com		1.5%	21
Craigslist		11.3%	156
Forrent.com		0.5%	7
HomeFinder.com		2.2%	30
Hotpads.com		0.1%	2
Rent.com		4.1%	56
Sublet.com		0.1%	1
Trulia		3.6%	50
Zillow		16.2%	224
None of the above / Does not apply		76.6%	1,057

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		81.2%	1,120
No, don't know who to call		18.8%	260
			<b>Total: 1,380</b>
















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		82.1%	1,133
No, don't know who to call		17.9%	247
			<b>Total: 1,380</b>

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		12.6%	174
Craft Beer		40.9%	565
Champagne		9.0%	124
Premium Hard Alcohol or Spirits		26.7%	368
White Wine		42.7%	589
Red Wine		48.8%	673
Major Brand Cigarettes		2.8%	39
Recreational Marijuana		9.1%	125
Marijuana Accessories		2.0%	28
Smokeless Tobacco		1.4%	20
Pipe Tobacco		0.5%	7
Discount Cigarettes		0.8%	11
Discount Hard Alcohol or Spirits		7.4%	102
Domestic Beer		21.9%	302
Electronic Cigarette Supplies		0.4%	5
Alcoholic Cider		10.9%	151
None of the above / Does not apply		22.2%	306

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		4.8%	66
Cannabis Edibles		9.6%	132
Cannabis Tinctures		3.0%	42
Cannabis Vaporizers		1.0%	14
Cannabis Cleaning Tools or Supplies		0.4%	5
Cannabis Concentrates		1.6%	22
Cannabis Pre-Rolls		1.4%	20
Organic Cannabis Products		1.0%	14
Cannabis Oil		3.0%	42
Cannabis Beauty & Skin Care Products		1.4%	20
Cannabis Beverages		0.7%	10
Cannabis Chocolates		2.0%	28
Medical Cannabis		2.7%	37
CBD Cannabis		10.3%	142
None of the above / Does not apply		76.7%	1,059

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		25.2%	348
Specialty Teas		15.7%	217
Specialty Coffee		37.7%	520
Gourmet Deli Counter Items		21.0%	290
Cookies		32.6%	450
Snack Cakes		3.0%	42
Potato Chips		43.3%	598
Soft Drinks		27.5%	380
Energy Drinks		5.1%	70
Energy Bars		18.7%	258
Noodle Bowls		9.9%	136
Cupcakes		3.8%	53
Birthday Cake		6.4%	89
Beef Jerky or Meat Sticks		10.8%	149
Bottled Water		19.1%	264
Candy		25.4%	350
Fruit		75.6%	1,043
Nuts		58.4%	806
Chocolates		39.5%	545
Ice cream		51.8%	715
Cheese		78.6%	1,084
Artisan Bread		42.5%	586

Value		Percent	Responses
Artisan Meats		10.4%	144
Sports Drinks		6.7%	92
Basic Condiments		43.3%	597
Artisan Condiments		8.2%	113
Canned Sauces		31.2%	431
Cereal		57.7%	796
Milk		74.1%	1,022
Chicken		79.7%	1,100
Pork		53.2%	734
Beef		63.4%	875
Fish		58.4%	806
Pasta		61.5%	849
Snack Mixes		7.6%	105
Vegetables		75.4%	1,040
Olive Oil		51.0%	704
Balsamic Vinegar		23.6%	326
Frozen Entrees		34.6%	477
Eggs		86.4%	1,192
Locally Raised Beef, Pork, Poultry		29.1%	401
Locally Grown Fruit and Vegetables		60.1%	830
Locally Produced Honey		18.1%	250
Organic Food		32.0%	442
Pickled Vegetables		12.7%	175










Value		Percent	Responses
Artisan Cheese		33.3%	459
Alternative "Meat" Products		10.8%	149
Sausage		39.9%	550
Donuts		9.3%	129
Pastries		17.5%	241
Game Meats		2.2%	30
None of the above / Does not apply		1.8%	25

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		21.6%	298
Attend Online Religious or Spiritual Services		17.6%	243
Donate to a Charity		49.4%	682
Donate to a Church		25.1%	347
Donate to Political Party or Government Representative		19.9%	274
Volunteer at Church		12.0%	165
Volunteer for Nonprofit Group		24.6%	339
Vote in Upcoming Local Elections		60.8%	839
Vote in Upcoming State or National Elections		64.1%	885
Purchase Season Tickets for Performing Arts		6.6%	91
Community Activity		21.7%	299
Support an Organization		20.4%	281
Make a Donation		40.4%	557
None of the above / Does not apply		10.4%	144
Join a New Church		0.9%	13
Donate Vehicle		0.4%	5
Have a Baby		0.4%	6
Get Married		0.4%	5
Retire		0.9%	13
Look into Private Schooling for Children		0.2%	3
Attend a Holiday Themed Performance		2.4%	33
Register to Vote		2.4%	33

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



Value		Percent	Responses
Go Touring on a Bicycle		9.1%	125
Go Mountain Biking		15.8%	218
Go Camping		31.5%	435
Go Hiking		54.3%	750
Go Fishing		24.7%	341
Go Backpacking		8.9%	123
None of the above / Does not apply		29.5%	407

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		34.0%	469
Local Business Blog		4.3%	60
Local Business Email		14.9%	206
Snapchat		5.7%	79
Instagram		28.3%	390
Cinema Ads		4.4%	61
Facebook Business Page		10.9%	151
Reviews on Yelp! or Google+		15.0%	207
YouTube Promo Video		8.4%	116
Local Business Text Message		5.7%	78
Pandora		20.9%	288
Google Search		62.0%	856
eBay		22.7%	313
Spotify		11.7%	161
Pinterest		21.2%	292
Google+ Local		6.7%	92
Clicked on Google Sponsored Ad		9.9%	136
LinkedIn		13.2%	182
Craigslist		26.3%	363
Bing		9.0%	124
Twitter		13.7%	189
Amazon		83.9%	1,158



Value		Percent	Responses
None of the above / Does not apply		4.1%	57
CitySearch		1.2%	16
Digital Billboard		0.1%	2
Online Yellow Pages		2.5%	34
Angie's List		1.7%	23
Xing		0.2%	3

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

Value		Percent	Responses
Yes		71.6%	988
No		28.4%	392

**Total: 1,380**

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

Value		Percent	Responses
Yes		42.2%	582
No		57.8%	798























**Total: 1,380**
























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










Value		Percent	Responses
Yes		42.2%	583
No		57.8%	797
			<b>Total: 1,380</b>





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		41.7%	575
Arts and Entertainment		30.1%	415
Automotive - (General)		17.8%	246
Automotive - (New Vehicle Dealership)		13.0%	180
Automotive - (Used Vehicle Dealership)		7.4%	102
Automotive - (Auto Parts store)		10.1%	139
Automotive - (Auto Repair business)		6.7%	93
Automotive - (Auto Body shop)		4.9%	68
Tire Business		13.3%	183
Beauty and Spa Related Businesses		15.6%	215
Community and State Services		23.7%	327
Education		11.7%	162
Employment Related Businesses		6.8%	94
Event Planning and Services		6.1%	84
Family Activity Related Businesses		7.3%	101
Farm Equipment and Agriculture Businesses		4.6%	64
Financial Services		8.1%	112
Fitness Businesses or Providers		6.8%	94
General Retail		40.9%	564
Grocery / Market		39.9%	550
Home and Garden Related Businesses		33.3%	460
Building Supply/Lumber Business		17.8%	246











Value		Percent	Responses
Home Service Businesses		10.4%	144
Home Service Contractors		10.7%	147
Hotel and Travel Related Businesses		29.9%	412
Local Services		27.9%	385
Medical Related Businesses - (General)		15.4%	213
Medical Related Businesses - (Chiropractor)		3.1%	43
Medical Related Businesses - (Dentist)		5.6%	77
Medical Related Businesses - (Hospital)		3.0%	42
Nightlife Related Businesses		4.1%	57
Pet / Animal		23.2%	320
Professional Services		15.5%	214
Real Estate Service Businesses		4.6%	64
Recreation Related Businesses		10.7%	147
Restaurant / Bar / Lounge		43.7%	603
Senior Related Businesses		7.5%	104
Specialty Food and Drink		17.5%	242
General Retail - Children's Clothing Store		3.8%	53
General Retail - Clothing Accessory Store		9.6%	133
General Retail - Computer Store		9.3%	128
General Retail - Farming and Agriculture Business		3.6%	49
General Retail - Furniture Store		10.4%	144
General Retail - Hardware Store		17.6%	243
General Retail - Home Entertainment Store		4.2%	58

Value		Percent	Responses
General Retail - Jewelry Store		3.4%	47
General Retail - Major Appliance Store		9.8%	135
General Retail - Men's Clothing Store		9.7%	134
General Retail - Mobile Phone Store		5.2%	72
General Retail - Shoe Store		12.6%	174
General Retail - Women's Clothing Store		19.9%	275
None of the above / Does not apply		13.7%	189
Child Related Businesses		2.6%	36
Motorsport Businesses		2.7%	37










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

Value		Percent	Responses
Yes		5.6%	77
No		94.4%	1,303
			<b>Total: 1,380</b>

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		2.6%	36
Get a New Part Time Job		4.1%	56
Get a Temporary or Seasonal Job		3.5%	48
Use an Employment or Temporary Employment Agency		1.0%	14
Use a Career Counselor		0.2%	3
Get a Second (or Third) Job		1.3%	18
Get First Job after High School		0.3%	4
Get First Job after College		0.4%	5
Apply for Unemployment Benefits		6.5%	90
None of the above / Does not apply		87.5%	1,208

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
None of the above / Does not apply		86.7%	1,197
Agriculture		0.7%	10
Automotive		0.1%	1
Retail		1.9%	26
Admin & Clerical		2.3%	32
Warehouse		0.8%	11
Construction		0.6%	8
Accounting		1.2%	17
Hotel - Hospitality		0.8%	11
Health Care		2.5%	34
Manufacturing		0.8%	11
Entry Level (New Graduate)		0.8%	11
Grocery		1.2%	16
Banking & Finance		0.9%	13
Customer Service		2.2%	31
Child Care		0.4%	5
Real Estate		0.6%	8
Insurance		0.1%	1
Legal		0.4%	6
Management		1.7%	24
Education		2.2%	31








Value		Percent	Responses
Media		0.9%	12
NonProfit		2.0%	28
Government		2.1%	29
Installation - Maintenance - Repair		0.1%	2
Restaurant - Food Services		1.4%	19
Executive Level		1.3%	18
Engineering		0.7%	9
Sales & Marketing		1.4%	19
Information Technology		1.1%	15
Skilled Labor - Trades		0.4%	6
Transportation		0.7%	10

111. If you were to look for a new job in the NEXT 3 MONTHS, where would you go look to find local job listings? (Check all that apply.)







Value		Percent	Responses
Local Business Site		14.7%	203
Local Agency Site		9.6%	132
Craigslist		9.6%	132
Facebook		4.1%	57
Indeed.com		11.7%	162
LinkedIn		10.5%	145
Monster.com		4.0%	55
CareerBuilder		2.6%	36
GlassDoor		2.8%	38
SimplyHired.com		0.7%	10
AOL Jobs		0.3%	4
SnagAJob.com		0.3%	4
Dice.com		0.1%	1
USAjobs.gov		4.4%	61
USAjobs.org		1.8%	25
ZipRecruiter		4.0%	55
JobDiagnosis		0.1%	1
TheLadders		0.4%	5
None of the above / Does not apply		71.4%	986



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		16.5%	228
Yellow Pages directory		1.6%	22
Direct mail flyer		11.2%	154
Deal program/offer		6.3%	87
Facebook business page offer		5.0%	69
Billboard advertising		0.9%	12
None of the above / Does not apply		71.2%	983

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



Value		Percent	Responses
Read ads and keep them - using three or more		3.6%	50
Read ads and keep them - using one or two		30.4%	419
Read ads and keep them - without using any		3.1%	43
Read ads but throw away without using any		23.9%	330
Throw ads away unread		36.2%	500
Do not receive direct mail or advertisements at home or PO Box		2.8%	38

**Total: 1,380**



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 %	47 3.4%	113 8.2%	884 64.1%	34 2.5%	88 6.4%	154 11.2%	60 4.3%	1,380
County election Count Row %	38 2.8%	104 7.5%	901 65.3%	45 3.3%	81 5.9%	153 11.1%	58 4.2%	1,380
State election Count Row %	35 2.5%	149 10.8%	733 53.1%	58 4.2%	120 8.7%	226 16.4%	59 4.3%	1,380
Total Total Responses								1380




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

Value		Percent	Responses
Yes		96.4%	1,330
No		3.6%	50
			<b>Total: 1,380</b>

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		97.3%	1,343
No		2.7%	37
			<b>Total: 1,380</b>

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		22.0%	304
No		34.9%	482
Does not apply		43.0%	594
			<b>Total: 1,380</b>

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

Value		Percent	Responses
Arts and Entertainment		3.9%	12
Business Consulting		7.5%	23
Education		3.9%	12
Financial Services		4.3%	13
Health and Medical		8.9%	27
Home and Garden		3.3%	10
Real Estate		10.2%	31
Recreation		4.3%	13
Other		32.5%	99
Apparel and Accessories		1.6%	5
Automotive		2.0%	6
Beauty and Spa		0.7%	2
Child Related Businesses		0.3%	1
Event Planning and Services		0.3%	1
Family Activity		1.0%	3
Fitness Businesses or Providers		1.0%	3
General Retail		2.0%	6
Grocery and Specialty Food/Drink		1.3%	4
Home Service Businesses		2.0%	6
Hotel and Travel		1.6%	5
Local Services		2.0%	6
Motorsport Businesses		0.3%	1

**Total: 305**























Value		Percent	Responses
Nightlife		0.3%	1
Pet / Animal		2.0%	6
Pizza Restaurant Types		0.3%	1
Restaurant / Bar / Lounge		2.0%	6
Sales Training		0.7%	2
			<b>Total: 305</b>












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		10.8%	33
Use social media for promoting business		19.0%	58
Website optimized for mobile (responsive)		8.8%	27
Ongoing search optimization (SEO, SEM)		6.5%	20
Banner ads		4.2%	13
Cost-per-click ads (CPC, PPC)		2.9%	9
Programmatic ads		1.0%	3
Retargeting ads		2.0%	6
Video ads		3.9%	12
Google ads (Adwords)		2.9%	9
Facebook ads		14.1%	43
Sponsored content		2.0%	6
Email advertising		10.8%	33
Site analytics		4.6%	14
Use a Digital Agency		0.7%	2
Digital ads through newspaper		2.9%	9
None of the above/Does not apply		65.0%	199








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		5.6%	17
Business Online Meetings		3.3%	10
None of the above / Does not apply		84.9%	259
Business Advertising		1.3%	4
Business Financial Consulting		1.0%	3
Business Bottled Water Delivery		0.3%	1
Business Cellular Phone Service		0.7%	2
Business Computer Consulting		0.3%	1
Business Construction Contractor		0.7%	2
Business Internet Service Provider		1.3%	4
Business Legal Services or Attorney		0.7%	2
Business Marketing Services		2.3%	7
Business Meetings or Conventions		0.7%	2
Business Moving or Storage		0.7%	2
Business Payroll Services		2.0%	6
Business Printing Services		1.6%	5
Business Realty Services		0.7%	2
Business Security Services		0.7%	2
Business Sign Company Services		0.7%	2
Selling Small Business		1.0%	3
Business Bankruptcy		0.3%	1
Business General Broadcast Media Service		0.3%	1








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

Value		Percent	Responses
Rent New Office		1.0%	3
Buy New Office		0.3%	1
Add New Locations		0.7%	2
Renovate Existing Facilities		5.3%	16
Construct New Facilities		1.3%	4
Buy or Rent Industrial Space		0.3%	1
Buy or Rent Warehouse space		0.7%	2
Install New Commercial Carpeting		0.3%	1
None of the above / Does not apply		91.1%	277

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%	3
Purchase New Business Trucks		0.7%	2
Purchase Used Business Trucks		0.7%	2
Purchase New Business Delivery Vehicles		0.3%	1
Purchase New Heavy Duty or Commercial Business Trucks		0.3%	1
Purchase Used Heavy Duty or Commercial Business Trucks		0.3%	1
None of the above / Does not apply		97.4%	296

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		2.0%	6
Business Health Insurance		2.3%	7
Business Dental Insurance		1.0%	3
Business 401K or Retirement Program		1.0%	3
Business Property Insurance		1.3%	4
Business Commercial Insurance		1.6%	5
None of the above / Does not apply		95.1%	289




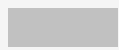
### 124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.2%	3
25 - 30		1.0%	14
31 - 34		0.6%	8
35 - 40		1.8%	25
41 - 45		2.8%	39
46 - 49		3.3%	46
50 - 54		4.6%	63
55 - 60		9.6%	133
61 - 69		34.2%	471
70 or older		41.8%	577

**Total: 1,379**

**Avg 67**









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

Value	Percent	Responses
Small/Mid-Size Town 	62.4%	861
Rural 	28.7%	396
Vacation community 	8.0%	111
Other 	0.9%	12

**Total: 1,380**




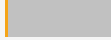

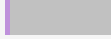

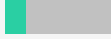







126. What is the highest level of education attained by any member of your household?

Value		Percent	Responses
Grade School (8th Grade or Less)		0.2%	3
Some High School (Not Graduate)		0.2%	3
High School Graduate (12th grade)		3.8%	53
Vocational or Technical Training		2.8%	39
Some College		17.2%	237
College Graduate		27.2%	375
Some Post-Graduate Study (No Advanced Degree)		10.4%	144
Post-Graduate Degree		38.1%	526








**Total: 1,380**

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






Value		Percent	Responses
Under \$20,000		2.7%	36
\$20,000 - \$24,999		1.9%	25
\$25,000 - \$29,999		1.6%	21
\$30,000 - \$34,999		3.3%	44
\$35,000 - \$39,999		2.4%	32
\$40,000 - \$44,999		4.0%	52
\$45,000 - \$49,999		4.2%	55
\$50,000 - \$74,999		19.8%	261
\$75,000 - \$99,999		18.1%	238
\$100,000 - \$124,999		14.1%	186
\$125,000 - \$149,999		10.0%	132
\$150,000 - \$200,000		8.7%	115
Over \$200,000		9.0%	118

**Total: 1,315**  
**Avg \$104,402**




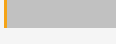

128. Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		1.2%	16
Black or African-American		0.2%	3
Asian		0.8%	11
White or Caucasian		90.6%	1,250
Hispanic		0.7%	9
Other		1.0%	14
Prefer not to answer		5.6%	77
			<b>Total: 1,380</b>





129. Are you...

Value		Percent	Responses
Male		38.6%	532
Female		58.3%	804
Transgender Male		0.1%	1
Gender Variant / Non-conforming		0.1%	2
Prefer not to answer		3.0%	41
			<b>Total: 1,380</b>

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

Value		Percent	Responses
Single Family Home		91.7%	1,266
Apartment		2.7%	37
Condominium		1.4%	20
Mobile Home		2.3%	32
Other		1.8%	25
			<b>Total: 1,380</b>

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		90.9%	1,255
Rented		6.7%	92
Occupied Without Payment of Rent		0.9%	13
Other		1.4%	20

**Total: 1,380**

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

Value		Percent	Responses
None		89.9%	1,241
1		3.8%	53
2		5.1%	70
3		0.9%	13
4 or more		0.2%	3
			<b>Total: 1,380</b>