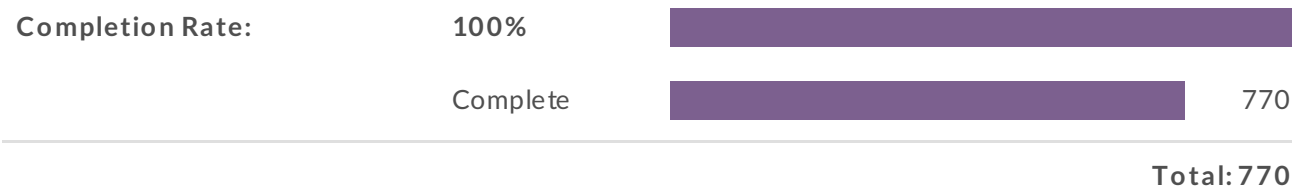


# Covid-19 Impact and Local Business Survey


## Pennsylvania Report - April 2020

Response Counts





1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	770
			Total: 770


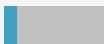









## 2. What local news sources are you using most now? (Check TOP THREE)

Value		Percent	Responses
Local Newspaper		49.6%	382
Local Newspaper Website		52.3%	403
Local TV News		67.5%	520
National Broadcast News		59.4%	457
Local Radio		17.1%	132
Apple News		4.8%	37
Facebook		30.1%	232
Twitter		5.3%	41
Nextdoor		4.8%	37
Other		12.2%	94



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

Value		Percent	Responses
Local Newspaper		13.4%	103
Local Newspaper Website		13.8%	106
Local TV News		22.2%	171
National Broadcast News		32.1%	247
Local Radio		2.5%	19
Apple News		0.9%	7
Facebook		1.4%	11
Twitter		0.6%	5
Other		13.1%	101
			<b>Total: 770</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		82.9%	638
Weekly updates on Covid-19 impact on our community		32.7%	252
Local resources available to our community to lessen impact of Covid-19		59.9%	461
Personal stories on the impact of Covid-19 on households		25.2%	194
Stories on the impact of Covid-19 on employment and local economy		47.4%	365
Online services being offered in the community		40.3%	310
Unemployment resources for persons laid off		23.1%	178
Assistance resources available for local businesses		20.1%	155
Other		4.9%	38






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

Value		Percent	Responses
General status of the business		63.9%	492
New hours		59.9%	461
Services that are being offered		80.3%	618
New services being offered		53.0%	408
Online services being offered		62.9%	484
Employment needs		18.1%	139
Other		2.6%	20


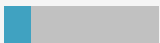


6. Which of the following have you or any members of your household done in the past 24 HOURS?

Value		Percent	Responses
Listened to Local Radio		37.8%	291
Watched Local Television		77.3%	595
None of the above / Does not apply		13.0%	100















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

Value		Percent	Responses
Yes		81.6%	628
No		18.4%	142
Total: 770			















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		23.7%	149
Local Daily Newspaper		93.3%	586
Local Paid Weekly Community Newspaper		14.0%	88
Local Free Weekly Print Publication		33.8%	212
Local Alternative Publication		4.6%	29
Local City or Regional Magazine		24.2%	152
Local Specialty Publication		10.4%	65
Local Business Publication		8.1%	51
Local Ethnic Publication		1.1%	7
Local Parenting Publication		1.1%	7
Local Senior Publication		6.1%	38
None of the above / Does not apply		1.4%	9











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		5.7%	44
Auto Detailing Shop		3.2%	25
Auto Glass Repair Shop		1.2%	9
Oil Change Station		36.8%	283
Auto Parts Store		17.8%	137
Auto Repair Shop		34.9%	269
New Vehicle Dealership		9.9%	76
Used Vehicle Dealership		5.1%	39
Recreation Vehicle (RV) Dealership		1.2%	9
RV or Camper Repair		2.2%	17
Tire Store		11.0%	85
None of the above / Does not apply		25.7%	198



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

Value		Percent	Responses
New Farm Equipment Dealer		0.6%	5
Used Farm Equipment Dealer		0.4%	3
Farm Truck and Tractor Repair Shop		2.1%	16
Agriculture Farm Supply Store		12.2%	94
Agricultural Service		1.9%	15
Farming Structure Building Contractor		0.3%	2
Animal Feed Store		10.6%	82
None of the above / Does not apply		80.0%	616









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		46.9%	361
Ethnic Food Restaurant		34.4%	265
Liquor Store		45.2%	348
Wine Shop		34.5%	266
None of the above / Does not apply		19.7%	152







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

Value		Percent	Responses
Health Food Store		9.0%	69
Farmers Market		37.8%	291
Grocery Store (Co-op)		27.3%	210
Grocery Store (Neighborhood/Local/Mom & Pop)		71.6%	551
Specialty Food Market		15.6%	120
None of the above / Does not apply		9.2%	71












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		49.0%	377
Day Spa		8.1%	62
Nail Salon		20.1%	155
None of the above / Does not apply		37.4%	288





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		4.4%	34
Bicycle Repair Shop		4.9%	38
Bicycle Rental Service		0.3%	2
Golf Course		14.9%	115
Gun Shooting Range		8.6%	66
Gun Store		9.9%	76
New Sporting Goods Store		17.3%	133
Used Sporting Goods Store		1.8%	14
None of the above / Does not apply		61.0%	470








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

Value		Percent	Responses
Catering Service		3.5%	27
None of the above / Does not apply		96.5%	743








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

Value		Percent	Responses
Continuing Education Courses		11.6%	89
Community College		5.5%	42
Tutoring Center		0.8%	6
Private Tutor		0.8%	6
None of the above / Does not apply		84.4%	650









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		28.8%	222
Credit Union		8.3%	64
Financial Advisor		10.3%	79
Stockbroker		3.2%	25
None of the above / Does not apply		65.5%	504










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

Value		Percent	Responses
Credit Repair Service		1.6%	12
Debt Consolidation Company		3.0%	23
Payday Loan Company		0.6%	5
Tax Return Service		19.1%	147
Title Loan Company		1.4%	11
None of the above / Does not apply		76.9%	592







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		7.9%	61
Dentist		25.2%	194
General Practitioner		11.2%	86
Family Practitioner		20.1%	155
Optometrist		12.9%	99
Pediatrician		2.6%	20
None of the above / Does not apply		59.0%	454













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		7.4%	57
Hospital		3.6%	28
Medical Clinic		5.6%	43
None of the above / Does not apply		86.9%	669

















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		15.7%	121
Mental Health Provider		11.3%	87
Denture or Implant Specialist		10.5%	81
Ear, Nose & Throat Doctor		7.9%	61
Home Health Care Provider		3.5%	27
Internal Medicine Doctor		26.6%	205
Nutritionist or Dietician		3.2%	25
Physical Therapist		7.0%	54
Psychiatrist		6.1%	47
None of the above / Does not apply		43.2%	333





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		0.4%	3
Hearing Aid Center		7.8%	60
Hospice Care Provider		0.9%	7
Laboratory or Medical Testing Facility		30.9%	238
Medical Marijuana Dispensary		5.1%	39
Medical Spa		0.8%	6
Mental Health Clinic		3.1%	24
Medical Supply Store		4.4%	34
Pain Clinic		3.5%	27
Rehabilitation Clinic		0.9%	7
Sleep Disorder Clinic		2.3%	18
Urgent Care Clinic		4.8%	37
Walk-In Clinic		3.6%	28
None of the above / Does not apply		52.2%	402



















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		3.1%	24
None of the above / Does not apply		96.9%	746








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		3.1%	24
Courier or Delivery Service		12.5%	96
Cremation Service Provider		0.9%	7
Dry Cleaning or Laundry Service		17.3%	133
Electronics Repair Shop		2.2%	17
Funeral Service Provider		1.2%	9
Information Technology (IT) Service		2.6%	20
Marriage Counselor		0.9%	7
Moving Truck Rental Company		2.5%	19
Mobile or Cell Phone Repair Shop		4.3%	33
Propane Dealer		12.9%	99
Self-Storage Facility		3.5%	27
Sewing and Alterations Shop		4.9%	38
Small Engine Repair Shop		5.2%	40
Shipping Center		13.0%	100
None of the above / Does not apply		50.0%	385







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

Value		Percent	Responses
Charity or Philanthropic Organization		11.2%	86
Church		47.3%	364
Community Organization		12.1%	93
Community Service or Non-Profit Organization		20.6%	159
None of the above / Does not apply		40.8%	314





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		6.1%	47
Painting Contractor		5.3%	41
Plumber or Plumbing Contractor		9.6%	74
None of the above / Does not apply		83.9%	646

















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		2.6%	20
Concrete Contractor		3.0%	23
Furnace Contractor		3.6%	28
General Contractor		10.1%	78
Handyman		17.3%	133
Heating & Air Conditioning Service		16.4%	126
Home Security Company		2.1%	16
Junk Removal or Hauling Service		6.6%	51
Kitchen or Bath Remodeling Company		3.9%	30
Landscaping Service		21.7%	167
Mover or Moving Company		1.8%	14
New Home Builder		0.4%	3
Remodeling Contractor		4.9%	38
Roofing Contractor		4.7%	36
Septic Tank Contractor		3.0%	23
None of the above / Does not apply		44.9%	346












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		8.8%	68
Fuel or Oil Home Heating Service		11.8%	91
Furnace Cleaning Service		10.3%	79
Home Theater Installation Service		0.1%	1
Home Gardening Service		5.7%	44
House Cleaning Service		13.0%	100
Landscaper		14.8%	114
Pest Control Service or Exterminator		8.4%	65
Pool Cleaning Service		2.2%	17
Shades & Blinds Installation Service		1.9%	15
Television or Internet Service Provider		18.2%	140
Water Treatment Supply & Service		2.5%	19
Window & Door Installation Service		4.2%	32
None of the above / Does not apply		43.0%	331





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

Value		Percent	Responses
55+ Housing Community		3.6%	28
Adult Day Care		0.4%	3
Assisted Living Facility		1.0%	8
Nursing Home		1.4%	11
Respite Relief Provider		0.1%	1
Retirement Counselor		0.8%	6
Retirement Home		0.8%	6
Senior Center		4.4%	34
None of the above / Does not apply		89.2%	687





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		3.9%	30
None of the above / Does not apply		96.1%	740











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 MONTH HS? (Check all that apply.)

Value		Percent	Responses
Children's Clothing Store		14.2%	109
None of the above / Does not apply		85.8%	661





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		1.3%	10
Animal Shelter		3.4%	26
Bird Seed Store		7.9%	61
Pet Groomer		17.3%	133
Pet Sitter		3.4%	26
Pet Store		26.1%	201
Veterinarian		34.7%	267
None of the above / Does not apply		48.2%	371









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

Value		Percent	Responses
Realtor		4.7%	36
Real Estate Brokerage Firm		1.0%	8
None of the above / Does not apply		95.1%	732



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

Value		Percent	Responses
Apartment Rental Agency		2.3%	18
Estate Liquidator		0.1%	1
Mortgage Banker		3.4%	26
Mortgage Broker		1.8%	14
Real Estate Appraiser		4.2%	32
None of the above / Does not apply		91.3%	703
























35. Which of the following types of RESTAURANTS do you or the members of your household plan to use in the NEXT 30 DAYS? (Check all that apply.)











Value		Percent	Responses
Fast Food Restaurant		53.1%	409
Family Style Restaurant		55.2%	425
Food Cart/ Food Truck		8.8%	68
Fine Dining Restaurant		27.1%	209
Restaurant with Lounge or Bar		30.3%	233
Pizza Restaurant		64.3%	495
None of the above / Does not apply		15.8%	122



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		9.6%	74
Consignment Shop		13.4%	103
Craft Supply Store		20.9%	161
Bookstore		28.3%	218
Christian Book Store		3.1%	24
Computer Store		6.6%	51
Department Store		55.6%	428
Discount Store		41.9%	323
Drugstore or Pharmacy		73.4%	565
Fabric Store		11.0%	85
Florist		5.6%	43
Gift Shop		9.9%	76
Gun Shop		9.1%	70
Hobby Shop		10.8%	83
Marijuana Dispensary		5.1%	39
Mobile Phone Store		9.6%	74
Shopping Center		36.8%	283
Thrift Store		23.9%	184
Wholesale, Warehouse or Club Store		33.9%	261
Yarn Store		3.2%	25
Yard Equipment Store		13.9%	107



Value		Percent	Responses
Vitamin or Supplement Store		9.7%	75
None of the above / Does not apply		6.6%	51
Equipment Rental Store		2.5%	19
Gold/Silver/Precious Metal Dealer		1.3%	10
Military Surplus Store		1.0%	8
Monument or Memorial Company		1.2%	9
Pawn Shop		1.6%	12
Religious Supply or Gift Shop		1.7%	13
Survival Store		1.3%	10
Security Service		0.5%	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		21.6%	166
Free delivery		38.2%	294
Drive-thru		57.7%	444
Carryout		65.3%	503
Curbside carryout		54.8%	422
Other		2.1%	16
None of the above / Does not apply		11.8%	91









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		43.6%	336
Carpet Store		4.5%	35
Fireplace, Wood Stove or Barbeque Store		3.5%	27
Flooring Store		6.4%	49
Furniture Store		8.2%	63
Hardware Store		43.4%	334
Home & Garden Center		58.8%	453
Home Decor Store		10.4%	80
Hot Tub or Spa Dealer		1.0%	8
Major Appliance Store		4.5%	35
Mattress or Bedding Store		5.6%	43
Outdoor Furniture Store		6.0%	46
Plant Nursery & Garden Supply Store		36.0%	277
Paint Store		13.4%	103
Tool Rental Center		2.1%	16
TV & Appliance Store		3.8%	29
Vacuum Store		1.8%	14
None of the above / Does not apply		16.2%	125








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		16.2%	125
Clothing Store		53.1%	409
Eyewear & Opticians Store		19.7%	152
Jewelry Store		3.9%	30
Shoe Store		31.0%	239
None of the above / Does not apply		35.5%	273






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

Value		Percent	Responses
Accountant or CPA		4.7%	36
Insurance Agency		4.4%	34
Legal Firm or Attorney		4.8%	37
Tax Advisor		4.8%	37
None of the above / Does not apply		85.2%	656














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

Value		Percent	Responses
Employment or Staffing Agency		3.9%	30
Life Coach		0.8%	6
None of the above / Does not apply		95.3%	734




















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

Value		Percent	Responses
Purchase New Class A RV		0.1%	1
Purchase New Class B RV		0.4%	3
Purchase New Class C RV		0.5%	4
Purchase New Travel Trailer or 5th Wheel		0.1%	1
Purchase New Camper Shell		0.3%	2
Purchase Used Class A RV		0.4%	3
Purchase Used Class B RV		0.3%	2
Purchase Used Class C RV		0.3%	2
Purchase Used Travel Trailer or 5th wheel		0.4%	3
Purchase Used Camper Shell		0.1%	1
None of the above / Does not apply		98.6%	759




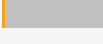

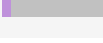
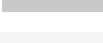



43. Which of the following VEHICLE PURCHASING plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
New Car		2.7%	21
New Luxury Vehicle - Under \$50,000		0.4%	3
New Luxury Vehicle - \$50,000 - \$75,000		0.1%	1
New Luxury Vehicle - Over \$75,000		0.3%	2
New Minivan		0.1%	1
New SUV		2.2%	17
New Truck		1.0%	8
New Hybrid or Electric Vehicle		0.5%	4
Used Car		5.2%	40
Used Luxury Vehicle - Under \$30,000		0.5%	4
Used Luxury Vehicle - \$30,000 - \$50,000		0.1%	1
Used Van		0.1%	1
Used Minivan		0.4%	3
Used SUV		3.1%	24
Used Truck		1.6%	12
Used Hybrid or Electric Vehicle		0.3%	2
None of the above / Does not apply		86.6%	667



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

Value		Percent	Responses
Compact car		1.8%	14
Full-size car		1.2%	9
Luxury vehicle (any size)		0.5%	4
Midsize car		2.9%	22
Pickup truck		2.6%	20
Sport utility vehicle (SUV)		9.0%	69
Van or minivan		0.3%	2
None of the above		81.8%	630











**Total: 770**



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		5.5%	42
Ford		5.8%	45
Honda		4.8%	37
Nissan		3.4%	26
Subaru		4.5%	35
Toyota		6.1%	47
None of the above / Does not apply		79.7%	614
Acura		0.6%	5
Audi		0.8%	6
BMW		0.8%	6
Buick		1.0%	8
Cadillac		0.4%	3
Chrysler		0.9%	7
Dodge		2.3%	18
Fiat		0.1%	1
GMC		2.6%	20
Hyundai		2.5%	19
Infiniti		0.5%	4
Jeep		2.1%	16
Kia		1.9%	15
Lexus		0.5%	4



Value		Percent	Responses
Lincoln		0.5%	4
Mazda		0.9%	7
Mercedes-Benz		0.5%	4
Mini		0.1%	1
Mitsubishi		0.5%	4
Porsche		0.3%	2
Suzuki		0.1%	1
Tesla		0.1%	1
Volkswagen		2.9%	22
Volvo		1.0%	8

























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		6.0%	46
No		94.0%	724
Total: 770			



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%	54
Printer		4.7%	36
Ink or Printer Cartridges		38.1%	293
Wi-Fi for Home		3.6%	28
Headphones		8.2%	63
Smartphone Charger		5.6%	43
Phone or Tablet Controlled Home Tech Products		3.0%	23
Noise Canceling Headphones		3.2%	25
Healthcare Device		3.1%	24
Batteries for Electronics		31.0%	239
None of the above / Does not apply		41.7%	321
Home Theater System		0.9%	7
GPS Device (Handheld or In-Vehicle)		0.9%	7
Satellite Radio		2.1%	16
Satellite TV System		0.8%	6
Stereo System (Home)		0.9%	7
Portable Speakers		1.7%	13
Wireless Speakers		1.8%	14
Smartwatch		1.7%	13
Phone Calling Card		2.7%	21
Compact/Mini Projector		0.6%	5
Wearable Electronics		0.6%	5



Value		Percent	Responses
Surge Protector		2.7%	21
Aerial Drone		1.0%	8
ShortWave Radio		0.1%	1
Wireless Hotspot		1.4%	11
Assistive Technology for Hearing		2.1%	16
Virtual Reality Headset		0.6%	5
Smart Sports Equipment		0.1%	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		0.9%	7
Camera (Digital) SLR		0.9%	7
Camera Accessories or Supplies		1.2%	9
Camera Lens		0.8%	6
Computer Accessories		3.2%	25
Computer Software		2.2%	17
E-Reader (Kindle or Similar)		1.9%	15
Tablet (iPad or Similar)		5.3%	41
Personal Computer		3.4%	26
Laptop Computer		7.5%	58
TiVo or DVR		0.6%	5
4K Ultra HD TV		2.2%	17
Smart TV		4.2%	32
None of the above / Does not apply		79.2%	610























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		11.4%	88
Conventional Cell Phone		2.7%	21
Prepaid Cell Phone		1.9%	15
Unlocked Cell Phone		1.2%	9
Large-Screen Smartphone		1.8%	14
None of the above / Does not apply		83.1%	640

















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

Value		Percent	Responses
Anniversary Jewelry		2.1%	16
Necklaces		2.5%	19
Engagement Rings		0.3%	2
Wedding Rings		0.3%	2
Rings (Other)		2.3%	18
Earrings		5.8%	45
Pendants		1.3%	10
Celtic Jewelry		0.5%	4
Diamond Jewelry		0.5%	4
Silver Jewelry		2.1%	16
Gemstone Jewelry		1.4%	11
Pearl Jewelry		0.3%	2
Men's Jewelry		0.6%	5
Costume Jewelry		3.9%	30
Designer Jewelry		1.3%	10
Jewelry Box or Organizer		1.0%	8
Men's High-End Watch		0.3%	2
Women's Watch		1.2%	9
Women's Jewelry		3.9%	30
None of the above / Does not apply		86.4%	665
























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%	49
Crop Insurance		0.3%	2
Dental Insurance		1.4%	11
Disability Insurance		0.9%	7
Homeowner Insurance		4.4%	34
Life Insurance		3.0%	23
Medical (Health) Insurance		2.2%	17
Medicare		1.4%	11
Long Term Care Insurance		0.8%	6
Pet Insurance		1.3%	10
Renters Insurance		1.6%	12
Agriculture Insurance		0.4%	3
Professional Liability Insurance		0.6%	5
None of the above / Does not apply		87.3%	672




















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

Value		Percent	Responses
Chiropractor		4.3%	33
Counseling & Mental Health Specialist		3.2%	25
Family Practice Doctor		5.3%	41
Optometrist		3.9%	30
Primary Care Provider		5.7%	44
Drugstore or Pharmacy		6.8%	52
None of the above / Does not apply		79.4%	611
Acupuncture		1.2%	9
Audiologist		2.1%	16
Geriatric Specialist		0.1%	1
Home Healthcare		0.3%	2
Hospital		1.4%	11
Medical Clinic		0.9%	7
Pediatric Dentist		0.4%	3
Pediatrician		0.4%	3
Wellness Business		0.3%	2
Substance Abuse Treatment Provider		0.3%	2
Weight Loss Service		1.6%	12
Alternative Care Provider		0.5%	4
Physical Therapy or Rehabilitation service provider		1.8%	14
Hearing Aid Center		1.4%	11


















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		1.0%	8
Bankruptcy Attorney		0.4%	3
Banking, Partnership & Business Law Attorney		1.4%	11
Child Support Attorney		0.5%	4
Criminal Law Attorney		0.6%	5
Disability & Social Security Attorney		0.8%	6
Divorce & Family Law Attorney		1.3%	10
Employment Discrimination or Labor Issues Attorney		0.6%	5
General Practice Attorney		2.9%	22
Intellectual Property Attorney		0.1%	1
Malpractice Attorney		0.3%	2
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		0.6%	5
Real Estate Attorney		2.9%	22
Taxation Attorney		0.6%	5
Wills, Trusts & Estates Attorney		13.1%	101
None of the above / Does not apply		79.0%	608
























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		51.2%	394
Teeth Cleaning		41.0%	316
Cavity Filling		10.1%	78
Crown		7.9%	61
Oral Surgery		2.3%	18
Braces		2.7%	21
Composite Bonding		2.1%	16
Dental Implants		5.2%	40
Dental Veneers		0.5%	4
Dentures		3.6%	28
Full Mouth Reconstruction		0.8%	6
Inlays or Onlays		0.1%	1
Smile Makeover		0.3%	2
Teeth Whitening		1.3%	10
None of the above / Does not apply		26.4%	203



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		51.9%	400
Purchase Medical Supplies or Equipment for Home		3.4%	26
Purchase Health Related Products		9.0%	69
Use Physical Rehabilitation Services		3.8%	29
Purchase Health and Wellness Supplements		14.0%	108
Receive Treatment for Back Pain		5.7%	44
Have an Eye/Vision Exam		34.3%	264
Purchase Prescription Eyeglasses		14.8%	114
Purchase Prescription Contact Lenses		6.6%	51
Have an Annual Physical or Checkup		30.0%	231
Have X-Rays Taken		4.8%	37
Have a Scheduled Surgery		3.5%	27
Have Blood Drawn for Testing		33.0%	254
Plan to Visit a Hospital for any Medical Service or Procedure		6.9%	53
Have Foot Problems Diagnosed or Treated		6.6%	51
Senior Travel		3.4%	26
Purchase Allergy Medications		14.2%	109
Cardiovascular Treatment		3.4%	26
Cancer Treatment		3.5%	27
Nutritional Counseling		3.0%	23
Chiropractic Care		14.5%	112












Value		Percent	Responses
Do Corrective Exercises		4.3%	33
Purchase Diabetes Testing Supplies		6.5%	50
Get Vaccinations at Drug Store or Pharmacy		7.1%	55
Discretionary Health Care and Wellness Services and Products		4.0%	31
Purchase Marijuana		4.3%	33
Purchase Vitamins		35.2%	271
Purchase Anti Anxiety Medication or Supplements		7.9%	61
None of the above / Does not apply		17.0%	131
Purchase Elder Care-Related Products or Services		0.5%	4
Find Home for Aging Parent		0.3%	2
Participate in a Medical Study		1.2%	9
Stop Smoking		2.5%	19
Purchase a Mobility Device		0.8%	6
Receive Treatment for Vehicle or Workplace Injury		0.4%	3
Handicap Accessible Products		1.6%	12
Purchase Orthopedic Shoes		1.4%	11
Purchase Home Medical Testing Equipment or Supplies		1.3%	10
Hire a Personal Care Assistant		0.3%	2
Purchase "Aging in Place" Products		0.4%	3
Purchase a Medical Alert Service		0.3%	2
Have Safety Bars Installed in Bathroom		0.6%	5
Receive Treatment for a Sleep Disorder		2.9%	22
Use Personal Trainer or Instructor		2.2%	17



Value		Percent	Responses
Stroke Treatment		0.3%	2
Orthopaedic or Knee Surgery		1.9%	15
Memory or Alzheimer's Care		0.4%	3
Spinal and Postural Screening		0.8%	6
Physiotherapy		0.8%	6
Receive Treatment for Substance Abuse		0.6%	5
Purchase Blood Pressure Monitoring Device		1.3%	10
Receive Aquatic Therapy		0.8%	6
Join a Weight Loss Group		1.8%	14
Purchase Weight Loss Supplements		1.9%	15
Purchase Weight Loss Food Plan		1.3%	10
Have Reflexology Treatment		0.4%	3
Hire a Weight Loss Professional		0.4%	3
Have Cataract Surgery		1.0%	8
Have Acupuncture		1.7%	13
Receive Treatment for PTSD		1.8%	14
Purchase Hemp Based Supplements		2.9%	22



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		0.6%	5
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.8%	6
Purchase a Digital Hearing Aid		0.9%	7
Purchase a "Behind-the-Ear" Hearing Aid		0.6%	5
Purchase Hearing Aid Cleaning Supplies		0.4%	3
Purchase Hearing Aid Batteries		3.9%	30
Purchase a "In-the-Canal" Hearing Aid		0.4%	3
Have a Hearing Exam		6.5%	50
None of the above / Does not apply		89.6%	690



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		0.8%	6
Pre-purchase a Funeral Plot or Cremation Service		2.1%	16
Purchase a Monument or Headstone		0.6%	5
Use a Funeral Planner		1.0%	8
Purchase Flowers for a Funeral		0.8%	6
Use a Cremation Service		0.9%	7
Hire a Religious or Spiritual Leader for a Funeral Service		0.1%	1
None of the above / Does not apply		95.8%	738
















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		0.5%	4
Move into a Assisted Living Facility		0.1%	1
Move into a Nursing Home		0.3%	2
Move into a Alzheimer's Care Facility		0.1%	1
Move Into a Hospice Facility		0.1%	1
Hospice to your Home or House		0.5%	4
Utilize a Respite Provider		0.3%	2
None of the above / Does not apply		98.1%	755









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		1.7%	13
Open Savings Account		1.8%	14
Online Banking		46.0%	354
Manage Investments		16.5%	127
Manage Retirement Accounts		16.5%	127
Mortgage Line of Credit		3.2%	25
Financial Consulting		9.0%	69
Financial Services		8.1%	62
Safe Deposit Box Rental		3.2%	25
Obtain New Credit Card		1.4%	11
Payday Loan or Check Cashing Business		0.8%	6
Use Vehicle Title Loan Company		0.1%	1
None of the above / Does not apply		39.6%	305














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		3.5%	27
Certificates of Deposit		4.8%	37
City or State Bonds		0.8%	6
Collectibles, Antiques or Art		1.9%	15
Common or Preferred Stock		8.1%	62
Corporate Bonds or Debentures		0.9%	7
401(k)		17.3%	133
Gold or Precious Metals		1.3%	10
IRA		9.1%	70
Money Market Funds		6.1%	47
Mutual Funds		9.7%	75
Non-US Stocks		1.3%	10
Options		0.9%	7
US Savings Bonds		1.4%	11
US Treasury Notes		0.4%	3
Coins or Stamps		1.4%	11
None of the above / Does not apply		65.6%	505
























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		0.3%	2
Business Equipment Loan		0.4%	3
Carpeting or Furniture Loan		0.1%	1
College Expenses Loan		1.6%	12
College Tuition Loan		2.7%	21
Debt Consolidation Loan		2.1%	16
New Vehicle Loan		2.6%	20
Used Vehicle Loan		2.5%	19
Vacation or Travel Loan		0.6%	5
Wedding Loan		0.3%	2
None of the above / Does not apply		89.9%	692



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		23.8%	183
Coats		3.9%	30
Nail Polish		7.0%	54
Eyewear or Sunglasses		22.6%	174
Handbags		8.2%	63
Hats		5.7%	44
Intimate Apparel		8.7%	67
Jewelry or Accessories		7.7%	59
Perfume		5.2%	40
Men's Apparel		28.6%	220
Men's Shoes		19.1%	147
Men's Underwear		16.5%	127
Women's Apparel		45.5%	350
Women's Pajamas or Sleepwear		11.0%	85
Women's Shoes		30.6%	236
Women's Underwear		21.7%	167
Socks		20.6%	159
Outerwear		4.8%	37
None of the above / Does not apply		30.3%	233
Watches		2.5%	19
Luggage or Bags		1.8%	14



Value		Percent	Responses
Scarves		1.0%	8
Uniforms		2.3%	18
Western Clothing		1.4%	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		1.6%	12
Children's Pants		9.1%	70
Children's T-Shirts		12.5%	96
Children's Dresses		4.9%	38
Children's Pajamas or Sleepwear		8.7%	67
Children's Socks		8.6%	66
Children's Shorts		11.9%	92
Infant Clothing		5.1%	39
Children's School Uniform		0.5%	4
Children's Athletic Clothing		7.7%	59
None of the above / Does not apply		80.9%	623










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)		26.8%	206
Boots (Men's)		3.8%	29
Cowboy Boots (Men's)		0.5%	4
Work & Safety (Men's)		4.2%	32
Sneakers		22.2%	171
Classic & Fashion Sneakers (Women's)		10.3%	79
Work & Safety (Women's)		1.7%	13
Cowboy Boots (Women's)		1.6%	12
Athletic & Outdoor Shoes (Women's)		28.6%	220
Athletic & Outdoor Shoes (Children's)		9.0%	69
Cowboy Boots (Children's)		0.4%	3
None of the above / Does not apply		45.3%	349


















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		7.8%	60
Have Clothing Dry Cleaned		17.8%	137
Have Shoes Repaired		3.5%	27
Rent or Purchase a Costume		0.1%	1
Wash Clothing at a Laundromat		3.9%	30
Purchase Custom Made Clothing Items		0.1%	1
None of the above / Does not apply		75.7%	583



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)		4.4%	34
Bicycle Tune-Up or Repair		5.8%	45
Camping or Hiking Equipment		4.8%	37
Exercise or Fitness Equipment		5.3%	41
Fishing Rods or Reels		3.9%	30
Fishing Bait or Attractant		7.7%	59
Fishing Accessories		10.1%	78
Golf Clubs or Equipment		6.0%	46
Ammunition		12.2%	94
Sports Equipment (Children)		3.5%	27
Swimming Gear		4.4%	34
Weight Lifting Equipment		3.0%	23
Hand Gun		6.9%	53
None of the above / Does not apply		60.6%	467
Archery Equipment		2.9%	22
High End Bicycle		0.6%	5
Bicycle Rental		0.5%	4
Hunting Gear		2.7%	21
Running or Jogging Equipment		2.2%	17
Soccer Equipment		1.2%	9
Trampoline		0.4%	3
Trophies or Plaques		0.1%	1



Value		Percent	Responses
Used Sporting Equipment		1.0%	8
Rifle		2.6%	20
Shotgun		1.9%	15



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























Value		Percent	Responses
Bark Dust or Mulch		39.9%	307
Bedding Flowers or Perennials		48.6%	374
Fertilizer		24.8%	191
Flower Pots		20.1%	155
Garden Ornaments		7.5%	58
Gravel or Rock		11.4%	88
Hand Garden Tools		8.6%	66
Landscaping		12.2%	94
Indoor Garden Supplies		3.4%	26
Decorative Rock		8.7%	67
Lawn Seed, Turf or Sod		9.9%	76
Outdoor Fireplace or Fire Pit		3.0%	23
Outdoor Furniture		8.2%	63
Outdoor Grill		3.8%	29
Patio Furniture		4.3%	33
Propane		17.1%	132
Shrubbery or Trees		9.7%	75
Stone (Cast, Crushed or Natural)		4.8%	37
Insect or Fungus Control Products		8.6%	66
Outdoor Garden Flags		3.8%	29
None of the above / Does not apply		23.1%	178
Chainsaw		1.4%	11



Value		Percent	Responses
Fountains		1.7%	13
Gate		1.0%	8
Gazebo		0.8%	6
Insects (Bees or Other Beneficial Species)		0.5%	4
Patio Heater		0.4%	3
Outdoor Smoker		0.8%	6
Outdoor Kitchen Equipment		0.3%	2
Outdoor Entertainment Center		0.4%	3
Patio Cover, Awning or Canopy		1.4%	11
Pole Shed		0.3%	2
Portable Outdoor Heater		0.1%	1
Power Garden Tools		1.0%	8
Lawn Mower (Push)		2.7%	21
Lawn Mower (Riding)		1.0%	8
Rototiller		0.8%	6
Screen Porch		0.1%	1
Storage Shed		1.0%	8
Leaf Blower		1.6%	12
Snow Blower		0.5%	4
Greenhouse		1.3%	10



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		14.5%	112
Bird Seed		15.8%	122
Cat Food		26.4%	203
Dog Food		36.5%	281
Fish Food		3.2%	25
Specialized Pet Food		3.5%	27
Other Pet Food		5.3%	41
Pet Accessories		9.7%	75
Pet Toys		14.8%	114
Annual Pet Vaccinations		24.3%	187
Annual Pet Checkups		23.1%	178
Adopt or Rescue a Pet		4.3%	33
Purchase Pet Medication		9.7%	75
None of the above / Does not apply		37.3%	287
Pet Clothing		1.6%	12
Pet Enclosure		0.4%	3
Aquarium or Tank		0.5%	4
Fish Supplies		1.3%	10
Disease Diagnosis		0.3%	2
Pet Travel Cage		0.3%	2
Pet Travel Accessories		0.6%	5
Cremation or Burial Services		0.3%	2



Value		Percent	Responses
Purchase a Pet		1.2%	9
Holistic or Alternative Pet Care		0.6%	5
Board a Pet Overnight		1.4%	11
Pet Tracking Device		0.1%	1
Pet Dental Care		1.8%	14
Animal Training Classes		1.9%	15
Hemp Based Pet Supplements		0.6%	5
THC Based Pet Supplements		0.8%	6
Holistic or Alternative Pet Supplements		0.6%	5
Anti Anxiety or Stress Pet Medication for Holidays		0.8%	6



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






















Value		Percent	Responses
Add or Replace Deck		3.6%	28
Add a Fence or Wall Structure		6.4%	49
Remodel Bathroom		5.7%	44
General Remodeling		6.4%	49
Sealcoating		7.7%	59
Replace Carpet		3.6%	28
Asphalt Resurfacing		3.4%	26
Replace Flooring		6.0%	46
Replace Windows		3.4%	26
None of the above / Does not apply		62.2%	479
Add a Room		1.2%	9
Add a Home Office		1.0%	8
Remodel Kitchen		2.7%	21
Cabinet Refacing or Resurfacing		1.9%	15
Refinish Bathtub		0.9%	7
Install a Glass Shower		1.6%	12
Remodel or Finish Basement Living Area		1.8%	14
Replace Garage Door		0.6%	5
Build a Garage		0.5%	4
Build Out-Building		0.4%	3
Build a Storage Shed		2.1%	16
Have Furniture Restored		0.9%	7























Value		Percent	Responses
Switch from Gas to Electric		0.1%	1
Switch from Electric to Gas		0.4%	3
Install a Stair Lift		0.4%	3
Install "Aging In Place" Products		0.4%	3
Install a Solar Energy System		0.3%	2
Install Security or Monitoring System		0.8%	6
Resurface or Build New Driveway		1.4%	11
Stone or Marble Work (Bathroom or Kitchen)		0.4%	3
Asphalt Repair		2.5%	19
Residential Paving		1.0%	8
Build a "Tiny House"		0.1%	1
Install Handicap Accessible Addition		0.3%	2



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






















Value		Percent	Responses
Ceramic Tile		3.1%	24
Decking		4.3%	33
Doors (Exterior)		5.2%	40
Electrical Supplies		3.4%	26
Fencing		5.2%	40
Hand Tools		5.3%	41
Lighting and Fixtures		6.5%	50
Lumber		9.4%	72
Paint (Exterior)		10.6%	82
Paint (Interior)		18.3%	141
Plywood		3.8%	29
Plumbing Supplies		3.8%	29
Rain Gutters		3.2%	25
Screen Door		4.2%	32
Water Softener System or Supplies		4.0%	31
None of the above / Does not apply		54.2%	417
Circular Saw		1.2%	9
Doors (Interior)		2.5%	19
Furnace		0.9%	7
Generator		0.8%	6
Hardwood Products		2.5%	19














Value		Percent	Responses
Home Security Doorbell Camera		2.3%	18
Kitchen Cabinets		1.6%	12
Lock Sets		0.6%	5
Mill Work		0.3%	2
Molding		2.7%	21
Power Tools		1.7%	13
Roofing (Composition)		2.6%	20
Roofing (Other)		2.6%	20
Security Door		0.5%	4
Security Locks		0.5%	4
Security Window Film		0.4%	3
Siding		1.2%	9
Solar Screen		0.1%	1
Wet or Dry Vacuum		1.6%	12
Wood Stove or Fireplace		0.9%	7
Windows (Double-Hung)		2.6%	20
Windows (Casement)		0.9%	7
Windows (Picture)		0.1%	1
Windows (Slider)		0.3%	2
Windows (Bay or Bow)		0.4%	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 Conditioning Repair		3.8%	29
Air Duct Cleaning		3.6%	28
Carpenter or Woodworking		3.0%	23
Carpet Cleaning		7.9%	61
Concrete Repair		3.8%	29
Electrical Repair		3.2%	25
Furnace Cleaning		8.6%	66
Gardening Services		4.8%	37
Handyman Services		10.6%	82
Home Repair		3.9%	30
None of the above / Does not apply		55.8%	430
Alternative Energy Systems Installation		0.8%	6
Alternative Energy Systems (Service or Repair)		0.3%	2
Appliance Repair		2.6%	20
Blinds Cleaning		0.9%	7
Chimney Cleaning		2.7%	21
Drywall Installation or Repair		2.9%	22
Electrical Panel Replacement		0.1%	1
Excavation & Wrecking		0.4%	3
Fire & Water Damage Restoration		0.1%	1
Flooring - Ceramic Tile (Installation or Repair)		0.9%	7



Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.2%	17
Flooring - Linoleum (Installation or Repair)		0.8%	6
Flooring - Wood (Installation or Repair)		2.7%	21
Flooring - Other (Installation or Repair)		1.9%	15
Foundation Repair		0.9%	7
Furnace Repair		1.0%	8
Furniture Reupholster		0.6%	5
Gutter Installation or Repair		2.2%	17
Heating Repair		0.5%	4
Home Computer Repair		1.2%	9
Home Electronics Repair		0.3%	2
Home Heating Oil or Fuel Service		2.9%	22
Home Remodel		2.2%	17



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		9.7%	75
Junk or Yard Waste Removal		8.2%	63
Recycle		5.5%	42
Landscaping Service		13.6%	105
Painting		8.8%	68
Pest Control		5.3%	41
Plumbing Repair		4.2%	32
Pressure Washing		6.2%	48
Roof Repair		3.1%	24
Trash Removal		11.9%	92
Computer Repair		3.0%	23
None of the above / Does not apply		49.4%	380
Home Security Service		1.7%	13
Insulation Installation or Maintenance		0.8%	6
Interior Design		0.4%	3
Sell Scrap Metal		1.9%	15
Movers		1.3%	10
Mold Inspection or Removal		0.3%	2
Party Equipment Rental		0.1%	1
Pool Cleaning Service		1.0%	8
Preventative Home Maintenance		2.9%	22



Value		Percent	Responses
Security System		0.9%	7
Septic Tank Cleaning or Repair		2.3%	18
Siding Replacement		0.6%	5
Snow Removal		0.6%	5
Solar Heating or Power System Installation or Repair		0.6%	5
Stucco or Exterior Coating		0.1%	1
Tool Rental		0.9%	7
Waterproofing		0.5%	4
Window Installation		1.4%	11
Window Tinting for Home		0.3%	2
Yard Equipment Rental		0.4%	3
Mobile or Cell Phone Repair		1.6%	12



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

Value		Percent	Responses
Air Conditioning (Buy)		3.9%	30
Window Blinds (Venetian or Mini)		3.4%	26
Emergency Preparedness Kit or Supplies		3.2%	25
Batteries (Home or Office)		28.3%	218
Candles		12.5%	96
Firewood		3.1%	24
Carpeting		4.3%	33
Rugs		5.3%	41
Curtains or Drapes		6.8%	52
Furniture (Bedroom)		3.0%	23
Furniture (Living Room)		5.5%	42
Storage Boxes or Tubs		6.4%	49
Picture Frames		5.3%	41
Linens (Bathroom)		3.4%	26
Indoor Flowers		3.4%	26
None of the above / Does not apply		47.8%	368
Awning		1.2%	9
Oriental Carpeting		0.1%	1
Flooring Tile		2.1%	16
Hardwood Flooring		2.2%	17
Clocks		1.8%	14



Value		Percent	Responses
Closet System		1.4%	11
Cutlery, Flatware or Silverware		2.2%	17
Ductless Heat Pumps		0.3%	2
Fire Extinguisher		2.7%	21
Fine Art (Paintings, Pottery, Etc.)		0.9%	7
Custom Built Furniture		0.5%	4
Reconditioned Furniture		0.5%	4
Furniture (Children's)		1.4%	11
Crib		0.4%	3
Furniture (Dining Room)		1.2%	9
Furniture (Home Office)		1.6%	12
Furnace		1.2%	9
Futon		0.5%	4
Safe		0.9%	7
Laminate Flooring		1.9%	15
Floral Arrangements		2.7%	21
Hot Tub or Spa (Used)		0.1%	1
Sewing Machine		1.4%	11
Reclining Chair		1.8%	14
Wallpaper		0.5%	4
Signs or Banners		1.4%	11
Hot Tub or Spa (New)		0.5%	4
Linens (Dining Room or Kitchen)		1.9%	15

























Value		Percent	Responses
Tankless Water Heater		0.9%	7



















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		7.9%	61
Linens (Bedroom)		6.9%	53
Patriotic Flags		3.8%	29
None of the above / Does not apply		72.5%	558
Gas Burning Freestanding Stoves		0.5%	4
Water Purification System (Drinking)		0.9%	7
Solar Water Heater		0.1%	1
Innerspring Mattress		2.5%	19
Pillow Top Mattress		1.9%	15
Foam Mattress		2.3%	18
Memory Foam Mattress		2.6%	20
Gel Mattress		0.8%	6
Twin Size Bed		0.4%	3
Queen Size Bed		2.5%	19
King Size Bed		1.9%	15
Water Heater		1.0%	8
Smoke Alarm or Detector		2.1%	16
Remote Home Monitoring Video Camera		0.4%	3
Shutters		0.9%	7
Window Coverings		2.7%	21
Reclaimed Wood Furniture		0.6%	5
Sports Team Flags		0.9%	7





75. Which of the following types of ART do you or members of your households plan to purchase in the NEXT 3 MONTHS?

Value		Percent	Responses
Paintings		3.4%	26
Fine Art		0.9%	7
Photographs		4.0%	31
Pottery		2.5%	19
Blown Glass		1.6%	12
Stone Carvings		0.5%	4
Sculpture		0.9%	7
Artistic Wall Decor		4.8%	37
Wood Carvings		0.6%	5
Poster Art		1.3%	10
Religious Art		0.8%	6
Stained Glass		1.0%	8
Ceramics		1.4%	11
Metal Work Art		0.4%	3
Music Memorabilia		1.0%	8
Movie Memorabilia		0.9%	7
None of the above / Does not apply		88.6%	682

























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		2.5%	19
Portable Dishwasher		0.4%	3
Dishwasher		2.3%	18
Freezer		1.4%	11
Range		1.7%	13
Range Hood		1.3%	10
Wall Oven		0.3%	2
Washer		2.3%	18
Dryer		2.6%	20
Blender		1.6%	12
Instant Pot		2.7%	21
Microwave		3.5%	27
Window Air Conditioner		3.4%	26
Coffee or Espresso Machine		3.5%	27
Vacuum Cleaner		3.2%	25
None of the above / Does not apply		79.6%	613



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























Value		Percent	Responses
Battery		3.5%	27
Floor Mats		3.1%	24
Tires		10.5%	81
Wiper Blades		16.4%	126
None of the above / Does not apply		67.7%	521
Aftermarket Products		2.1%	16
Canopy		0.3%	2
Child Car Seat		1.2%	9
Grill Guard		0.1%	1
Lights		1.6%	12
Mirror(s)		0.6%	5
Motorcycle Accessories		0.6%	5
Motorcycle Parts		1.0%	8
Performance Parts		0.9%	7
RV Accessories or Supplies		1.7%	13
Roof Rack (For Bike, Kayak, Etc.)		0.6%	5
Roof Rack (Luggage or Equipment Container)		0.6%	5
Seat Covers		2.2%	17
Step Bar		0.3%	2
Stereo System (Auto, Car or Truck)		0.3%	2
Tool Box		0.3%	2
Trailer Hitch		0.8%	6



Value		Percent	Responses
Visor		0.3%	2
Wheels or Rims		0.8%	6
Winch		0.3%	2
Window Tinting Equipment (Auto)		0.5%	4
Cargo Trailer (Vehicle Hauler)		0.3%	2
Cargo Trailer (Flat)		0.1%	1
Cargo Trailer (Boat)		0.1%	1
Cargo Trailer (Box)		0.1%	1



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		4.9%	38
60,000 Mile Service		4.8%	37
100,000 Mile Service		4.9%	38
Auto Detailing		4.5%	35
Auto Repair (General)		5.6%	43
Alignment		4.2%	32
Body Work		4.0%	31
Brake Replacement, Adjustment		3.5%	27
Car Wash		33.9%	261
Gas or Service Station Services		14.0%	108
Oil Change or Lube		40.5%	312
Preventative Maintenance		12.3%	95
Safety Inspection		18.3%	141
Tire Mounting or Installation		5.2%	40
Tune-Up		5.7%	44
None of the above / Does not apply		28.7%	221
Auto Warranty Work (Work Covered by Warranty)		2.2%	17
Car Rental		1.3%	10
DEQ Inspection		1.7%	13
Electrical Repair		0.3%	2
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.6%	5
Motor Repair or Replacement		0.3%	2



Value		Percent	Responses
Motorcycle Repair		0.5%	4
Muffler		0.8%	6
Painting		0.5%	4
RV Maintenance or Service		1.9%	15
Shocks		0.4%	3
Smog Check		0.8%	6
Stereo Installation		0.4%	3
Transmission or Clutch Repair		0.6%	5
Upholstery Repair		0.6%	5
Vehicle Air Conditioning Repair		0.8%	6
Vehicle Storage		0.6%	5
Vehicle Towing		0.1%	1
Windshield or Glass Repair		1.7%	13
Windshield or Window Tinting		0.3%	2



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		6.8%	52
CarFax		10.6%	82
CarGurus.com		5.6%	43
CarMax.com		3.6%	28
Cars.com		7.0%	54
Craigslist Auto		4.8%	37
KBB.com		7.3%	56
Facebook Dealer Page		3.0%	23
Edmunds.com		6.5%	50
Local Dealer Site		33.1%	255
Other Local Website		4.0%	31
None of the above / Does not apply		54.0%	416
Yahoo! Autos		0.3%	2
Automotive.com		0.6%	5
Autoblog.com		0.1%	1
CarsDirect.com		0.5%	4
eBay Motors		2.5%	19
MotorTrend.com		1.2%	9
UsedCars.com		2.1%	16
Local TV Site		0.9%	7
Local Radio Site		0.5%	4
The Car Connection		0.1%	1
















80. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bath and Body Products		37.8%	291
Beauty Products		27.4%	211
Cosmetics		28.6%	220
Babysitting		1.4%	11
Hair Care Products		45.6%	351
Hair Coloring		29.6%	228
Hair Cut		68.6%	528
Manicure		15.3%	118
Massage Therapy		11.7%	90
Pedicure		20.9%	161
None of the above / Does not apply		15.5%	119




















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)		33.5%	258
Books (Used)		21.4%	165
Books (Children's)		8.8%	68
Board Games		10.4%	80
Lottery Ticket		25.1%	193
Collectibles		3.9%	30
Comics		2.1%	16
Graphic Novels		1.6%	12
Computer Games		5.6%	43
Magazines		16.2%	125
Toys		9.5%	73
Video Console Games		7.0%	54
None of the above / Does not apply		37.4%	288





















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

Value		Percent	Responses
Gems, Rocks & Minerals		1.6%	12
Ceramics and Pottery		1.4%	11
Collectables		4.0%	31
Comic Books and Related Collectables		1.4%	11
Do-It-Yourself (DIY)		14.7%	113
Games or Puzzles		14.2%	109
Beer Brewing Supplies		1.8%	14
Wine Making Supplies		1.6%	12
Jewelry Making Supplies or Beads		2.1%	16
Knitting		5.6%	43
Making Arts and Crafts		7.4%	57
Paper Crafts		2.3%	18
Quilting		3.0%	23
Scrapbooking		2.5%	19
Toy Collecting		1.0%	8
Trains, Plane & Car Model Kits		2.3%	18
None of the above / Does not apply		62.5%	481













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)		3.8%	29
Attend Online College or University (Part Time)		1.8%	14
Attend Online Graduate School		1.2%	9
Attend Online Classes at Community College		2.2%	17
Learning Center		0.4%	3
Online Trade School		0.1%	1
Online Continuing Education Courses		4.2%	32
Online Professional Certification or Accreditation Courses		2.5%	19
Online Language Lessons (Adult)		2.3%	18
Online Music Lessons (Adult)		0.6%	5
Attend Paid Online Lecture, Seminar or Special Class		2.5%	19
Online Real Estate Classes		0.8%	6
Online Child Education or Tutoring		2.1%	16
Online Music lessons (Child)		0.5%	4
Online Language Lessons (Child)		0.5%	4
Attend an Online Religion Based School		0.1%	1
Attend an Online Local Workshop		2.3%	18
None of the above / Does not apply		81.8%	630



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		7.5%	58
Oil paints		2.3%	18
Acrylic Paints		7.9%	61
Markers		6.5%	50
Specialty Paper		4.2%	32
Fabric Craft Supplies		6.5%	50
Beads		2.1%	16
Art Pencils and Pens		6.4%	49
Scrapbooking Supplies		2.5%	19
None of the above / Does not apply		79.2%	610






















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		0.5%	4
Clarinet		0.1%	1
Drums		0.6%	5
Flute		0.3%	2
Acoustic Guitar		0.8%	6
Electric Guitar		0.4%	3
Electric Keyboard		0.4%	3
Piano		0.3%	2
Trumpet		0.3%	2
Violin		0.1%	1
None of the above / Does not apply		97.5%	751



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










Value		Percent	Responses
Greek		11.9%	92
French		4.7%	36
Asian		26.9%	207
German		6.8%	52
American (New)		36.6%	282
Italian		59.2%	456
Cajun or Creole		5.5%	42
Indian		8.7%	67
Chinese		44.2%	340
American (Traditional)		68.4%	527
Thai		16.5%	127
Middle Eastern		5.8%	45
Japanese		9.1%	70
Mexican		43.4%	334
Vietnamese		4.5%	35
Southern		9.9%	76
Tex-Mex		16.0%	123
Spanish		6.1%	47
Mediterranean		10.9%	84
None of the above / Does not apply		15.3%	118



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		21.2%	163
Fish & Chips		18.2%	140
Golf Course Restaurant, Bar or Snack Bar		6.1%	47
Barbeque		24.3%	187
Deli		28.7%	221
Breakfast or Brunch		38.1%	293
Appetizers		34.9%	269
Dessert		25.6%	197
Chicken Wings		27.8%	214
Hamburgers		50.8%	391
Chicken		42.5%	327
Frozen Yogurt		9.9%	76
Live or Raw food		3.4%	26
Tapas or Small Plates		5.5%	42
Theme Restaurants		4.7%	36
Soup		30.6%	236
Salad		41.6%	320
Pizza (Dine In)		16.8%	129
Pizza (Delivery)		26.5%	204
Steak		30.3%	233
Juice or Smoothies		9.1%	70
Sandwiches		47.4%	365



Value		Percent	Responses
Pizza (Carry Out)		55.8%	430
Pizza (Take & Bake)		10.0%	77
Seafood		33.5%	258
Steakhouse		20.6%	159
Sushi		9.0%	69
Vegetarian		5.8%	45
Pho		3.4%	26
None of the above / Does not apply		15.1%	116
Vegan		2.9%	22












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		0.4%	3
Purchase Commercial or Business Property		0.3%	2
Purchase Condominium or Townhouse		0.4%	3
Purchase Manufactured or Modular Home		0.5%	4
Purchase Investment Property		1.3%	10
Purchase Personal Residence		1.8%	14
Purchase Custom Built Home		0.5%	4
Purchase Land or Agricultural Property		0.6%	5
Purchase Vacation Property		0.3%	2
Purchase Other		0.3%	2
None of the above / Does not apply		95.3%	734









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		2.3%	18
Sell Vacation Property		0.6%	5
Sell Condominium or Townhouse		0.3%	2
Sell Investment Property		0.8%	6
Sell Land or Agricultural Property		0.4%	3
Sell Manufactured or Modular Home		0.3%	2
Sell Other		1.0%	8
None of the above / Does not apply		94.5%	728












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		21.4%	3
New home, but outside of development		14.3%	2
New home that I will have contractor build		21.4%	3
Existing home less than 10 years old		57.1%	8
Existing home more than 10 years old		78.6%	11
Other		7.1%	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		2.6%	20
Rent House (Residence)		2.1%	16
Rent Manufactured or Modular Home		0.4%	3
Rent or Lease Commercial Property		0.9%	7
Rent Agricultural Land		0.4%	3
Rent Subsidized Housing		0.6%	5
Rent Condo/Townhouse		1.7%	13
Rent Section 8 Housing		0.4%	3
None of the above / Does not apply		93.4%	719



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		1.9%	15
Use a Realtor to Buy Real Estate		2.2%	17
Use a Realtor to Buy and Sell Real Estate		1.7%	13
Plan to Sell Property Myself		2.1%	16
Use a Real Estate Broker		0.5%	4
None of the above / Does not apply		93.5%	720





















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%	12
Home Remodel or Renovation Loan		0.6%	5
Business Construction Loan		0.1%	1
Home Construction Loan		0.4%	3
Equity Loan		2.2%	17
Land Loan		0.1%	1
Reverse Mortgage		0.3%	2
Real Estate Loan for existing home		1.4%	11
Refinance Home		2.9%	22
None of the above / Does not apply		92.1%	709














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

Value		Percent	Responses
Craigslist Homes		3.2%	25
Facebook		4.8%	37
Google		4.0%	31
Auction.com		1.2%	9
Homes & Land		0.8%	6
Homes.com		2.2%	17
HomeFinder		4.3%	33
MLS.com		9.5%	73
National Real Estate Co. Site		1.9%	15
Local MLS Site		15.8%	122
RealEstate.com		6.2%	48
Realtor.com		24.0%	185
Realty.com		2.5%	19
Redfin		2.7%	21
Trulia		12.5%	96
Zillow		34.5%	266
ZipRealty.com		0.3%	2
None of the above / Does not apply		53.1%	409





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		11.0%	85
Apartmentguide.com		2.9%	22
Craigslist		7.1%	55
Forrent.com		0.8%	6
HomeFinder.com		3.2%	25
Hotpads.com		1.6%	12
Rent.com		6.6%	51
Sublet.com		0.4%	3
Trulia		10.3%	79
Zillow		21.2%	163
None of the above / Does not apply		71.8%	553





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		70.1%	540
No, don't know who to call		29.9%	230
Total: 770			




















97. If you or a member of your household were to sell real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?

Value		Percent	Responses
Yes, have a firm or realtor		70.9%	546
No, don't know who to call		29.1%	224
Total: 770			


















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		18.7%	144
Craft Beer		21.6%	166
Champagne		6.2%	48
Premium Hard Alcohol or Spirits		19.5%	150
White Wine		37.1%	286
Red Wine		39.6%	305
Major Brand Cigarettes		8.2%	63
Recreational Marijuana		2.3%	18
Marijuana Accessories		2.3%	18
Smokeless Tobacco		3.0%	23
Pipe Tobacco		0.9%	7
Discount Cigarettes		4.2%	32
Discount Hard Alcohol or Spirits		7.8%	60
Domestic Beer		35.1%	270
Electronic Cigarette Supplies		1.3%	10
Alcoholic Cider		9.2%	71
None of the above / Does not apply		26.1%	201



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		2.2%	17
Cannabis Edibles		2.6%	20
Cannabis Tinctures		2.2%	17
Cannabis Vaporizers		1.7%	13
Cannabis Cleaning Tools or Supplies		0.6%	5
Cannabis Concentrates		1.9%	15
Cannabis Pre-Rolls		0.3%	2
Organic Cannabis Products		0.3%	2
Cannabis Oil		3.0%	23
Cannabis Beauty & Skin Care Products		1.6%	12
Cannabis Beverages		0.3%	2
Cannabis Chocolates		0.9%	7
Medical Cannabis		4.3%	33
CBD Cannabis		3.9%	30
None of the above / Does not apply		89.9%	692










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		27.5%	212
Specialty Teas		12.5%	96
Specialty Coffee		23.8%	183
Gourmet Deli Counter Items		18.1%	139
Cookies		48.8%	376
Snack Cakes		18.7%	144
Potato Chips		55.6%	428
Soft Drinks		39.9%	307
Energy Drinks		8.3%	64
Energy Bars		14.2%	109
Noodle Bowls		9.1%	70
Cupcakes		14.4%	111
Birthday Cake		16.0%	123
Beef Jerky or Meat Sticks		13.2%	102
Bottled Water		43.4%	334
Candy		39.7%	306
Fruit		74.5%	574
Nuts		51.4%	396
Chocolates		46.4%	357
Ice cream		59.6%	459
Cheese		81.0%	624
Artisan Bread		27.8%	214

























Value		Percent	Responses
Artisan Meats		6.0%	46
Sports Drinks		12.1%	93
Basic Condiments		50.1%	386
Artisan Condiments		4.2%	32
Canned Sauces		39.0%	300
Cereal		68.6%	528
Milk		83.5%	643
Chicken		84.4%	650
Pork		57.3%	441
Beef		73.5%	566
Fish		56.2%	433
Pasta		73.2%	564
Snack Mixes		16.4%	126
Vegetables		74.3%	572
Olive Oil		53.1%	409
Balsamic Vinegar		21.4%	165
Frozen Entrees		43.2%	333
Eggs		86.1%	663
Locally Raised Beef, Pork, Poultry		23.1%	178
Locally Grown Fruit and Vegetables		62.1%	478
Locally Produced Honey		18.7%	144
Organic Food		16.4%	126
Pickled Vegetables		12.7%	98



Value		Percent	Responses
Artisan Cheese		21.3%	164
Alternative "Meat" Products		6.8%	52
Sausage		51.0%	393
Donuts		25.7%	198
Pastries		27.7%	213
Game Meats		2.3%	18
None of the above / Does not apply		2.2%	17










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		32.2%	248
Attend Online Religious or Spiritual Services		21.8%	168
Donate to a Charity		41.4%	319
Donate to a Church		37.0%	285
Donate to Political Party or Government Representative		11.2%	86
Volunteer at Church		17.1%	132
Volunteer for Nonprofit Group		20.0%	154
Vote in Upcoming Local Elections		50.5%	389
Vote in Upcoming State or National Elections		54.0%	416
Purchase Season Tickets for Performing Arts		5.5%	42
Attend a Holiday Themed Performance		3.1%	24
Community Activity		21.7%	167
Support an Organization		15.3%	118
Make a Donation		32.9%	253
None of the above / Does not apply		16.8%	129
Join a New Church		1.4%	11
Donate Vehicle		0.1%	1
Have a Baby		0.8%	6
Get Married		0.5%	4
Retire		1.8%	14
Look into Private Schooling for Children		0.6%	5
Register to Vote		2.2%	17

























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		6.2%	48
Go Mountain Biking		5.7%	44
Go Camping		13.5%	104
Go Hiking		28.8%	222
Go Fishing		16.2%	125
Go Backpacking		3.9%	30
None of the above / Does not apply		56.1%	432



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



Value		Percent	Responses
Local Business Website		32.5%	250
Local Business Blog		3.0%	23
Local Business Email		12.2%	94
Snapchat		13.6%	105
Instagram		30.5%	235
Cinema Ads		4.3%	33
Facebook Business Page		18.7%	144
Reviews on Yelp! or Google+		13.4%	103
YouTube Promo Video		7.8%	60
Local Business Text Message		3.9%	30
Pandora		18.7%	144
Google Search		62.5%	481
eBay		32.1%	247
Spotify		12.3%	95
Pinterest		24.8%	191
Google+ Local		5.3%	41
Clicked on Google Sponsored Ad		11.9%	92
LinkedIn		20.0%	154
Craigslist		16.8%	129
Bing		10.5%	81
Twitter		20.3%	156
Amazon		82.5%	635



Value		Percent	Responses
None of the above / Does not apply		5.3%	41
CitySearch		0.8%	6
Digital Billboard		1.3%	10
Online Yellow Pages		2.7%	21
Angie's List		2.7%	21
Xing		0.1%	1





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

Value		Percent	Responses
Yes		75.5%	581
No		24.5%	189
Total: 770			





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

Value		Percent	Responses
Yes		53.2%	410
No		46.8%	360
Total: 770			



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

Value		Percent	Responses
Yes		40.1%	309
No		59.9%	461

Total: 770












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		48.8%	376
Arts and Entertainment		30.8%	237
Automotive - (General)		18.2%	140
Automotive - (New Vehicle Dealership)		13.5%	104
Automotive - (Used Vehicle Dealership)		10.1%	78
Automotive - (Auto Parts store)		11.0%	85
Automotive - (Auto Repair business)		7.3%	56
Automotive - (Auto Body shop)		3.9%	30
Tire Business		16.2%	125
Beauty and Spa Related Businesses		14.2%	109
Child Related Businesses		4.7%	36
Community and State Services		22.9%	176
Education		11.6%	89
Employment Related Businesses		10.3%	79
Event Planning and Services		8.4%	65
Family Activity Related Businesses		11.0%	85
Farm Equipment and Agriculture Businesses		4.4%	34
Financial Services		9.5%	73
Fitness Businesses or Providers		5.7%	44
General Retail		41.2%	317
Grocery / Market		43.4%	334
Home and Garden Related Businesses		28.4%	219





Value		Percent	Responses
Building Supply/Lumber Business		17.8%	137
Home Service Businesses		8.1%	62
Home Service Contractors		10.4%	80
Hotel and Travel Related Businesses		22.6%	174
Local Services		25.8%	199
Medical Related Businesses - (General)		12.1%	93
Medical Related Businesses - (Chiropractor)		3.1%	24
Medical Related Businesses - (Dentist)		6.6%	51
Medical Related Businesses - (Hospital)		4.4%	34
Nightlife Related Businesses		5.2%	40
Pet / Animal		23.9%	184
Professional Services		12.9%	99
Real Estate Service Businesses		4.4%	34
Recreation Related Businesses		6.8%	52
Restaurant / Bar / Lounge		38.6%	297
Senior Related Businesses		5.8%	45
Specialty Food and Drink		14.2%	109
General Retail - Children's Clothing Store		6.6%	51
General Retail - Clothing Accessory Store		13.2%	102
General Retail - Computer Store		10.6%	82
General Retail - Furniture Store		10.9%	84
General Retail - Hardware Store		15.6%	120
General Retail - Home Entertainment Store		5.3%	41



Value		Percent	Responses
General Retail - Jewelry Store		3.6%	28
General Retail - Major Appliance Store		9.1%	70
General Retail - Men's Clothing Store		13.6%	105
General Retail - Mobile Phone Store		6.2%	48
General Retail - Shoe Store		15.7%	121
General Retail - Women's Clothing Store		22.1%	170
None of the above / Does not apply		13.9%	107
Motorsport Businesses		1.8%	14
General Retail - Farming and Agriculture Business		2.9%	22













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

Value		Percent	Responses
Yes		10.9%	84
No		89.1%	686

Total: 770
























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		9.5%	73
Get a New Part Time Job		4.8%	37
Get a Temporary or Seasonal Job		3.9%	30
Use an Employment or Temporary Employment Agency		1.9%	15
Use a Career Counselor		1.4%	11
Get a Second (or Third) Job		3.1%	24
Get First Job after High School		0.8%	6
Get First Job after College		1.0%	8
Apply for Unemployment Benefits		15.6%	120
None of the above / Does not apply		74.7%	575



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
Retail		3.6%	28
Admin & Clerical		5.2%	40
Health Care		4.8%	37
Customer Service		5.1%	39
Management		3.5%	27
None of the above / Does not apply		75.8%	584
Agriculture		0.5%	4
Automotive		1.2%	9
Warehouse		2.7%	21
Construction		1.0%	8
Accounting		1.0%	8
Hotel - Hospitality		1.9%	15
Manufacturing		1.2%	9
Entry Level (New Graduate)		0.9%	7
Grocery		1.8%	14
Banking & Finance		1.3%	10
Child Care		0.6%	5
Real Estate		1.0%	8
Insurance		0.8%	6
Legal		0.4%	3
Education		2.3%	18



Value		Percent	Responses
Media		1.3%	10
NonProfit		2.6%	20
Government		2.9%	22
Installation - Maintenance - Repair		0.3%	2
Restaurant - Food Services		2.2%	17
Executive Level		1.9%	15
Engineering		0.9%	7
Sales & Marketing		1.8%	14
Information Technology		0.9%	7
Skilled Labor - Trades		1.6%	12
Transportation		1.4%	11










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

Value		Percent	Responses
Local Business Site		15.7%	121
Local Agency Site		9.0%	69
Craigslist		5.3%	41
Facebook		6.9%	53
Indeed.com		26.6%	205
LinkedIn		17.7%	136
Monster.com		9.6%	74
CareerBuilder		10.0%	77
GlassDoor		7.1%	55
SimplyHired.com		2.5%	19
AOL Jobs		0.6%	5
SnagAJob.com		1.0%	8
Dice.com		0.4%	3
USAjobs.gov		4.0%	31
USAjobs.org		2.3%	18
ZipRecruiter		6.2%	48
JobDiagnosis		0.3%	2
TheLadders		1.2%	9
None of the above / Does not apply		58.6%	451









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		11.3%	87
Yellow Pages directory		1.2%	9
Direct mail flyer		14.0%	108
Deal program/offer		9.7%	75
Facebook business page offer		10.8%	83
Billboard advertising		0.9%	7
None of the above / Does not apply		67.9%	523



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		3.9%	30
Read ads and keep them - using one or two		34.7%	267
Read ads and keep them - without using any		4.3%	33
Read ads but throw away without using any		24.2%	186
Throw ads away unread		28.3%	218
Do not receive direct mail or advertisements at home or PO Box		4.7%	36

**Total: 770**





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 %	28 3.6%	140 18.2%	349 45.3%	38 4.9%	44 5.7%	105 13.6%	66 8.6%	770
County election Count Row %	24 3.1%	127 16.5%	358 46.5%	38 4.9%	44 5.7%	103 13.4%	76 9.9%	770
State election Count Row %	23 3.0%	168 21.8%	314 40.8%	33 4.3%	52 6.8%	110 14.3%	70 9.1%	770
Total Total Responses								770





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

Value		Percent	Responses
Yes		81.6%	628
No		18.4%	142
Total: 770			






116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		89.9%	692
No		10.1%	78

Total: 770
























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

Value		Percent	Responses
Yes		18.6%	143
No		46.2%	356
Does not apply		35.2%	271
			Total: 770





















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

Value		Percent	Responses
Education		10.5%	15
Financial Services		4.2%	6
Health and Medical		10.5%	15
Home and Garden		3.5%	5
Home Service Businesses		7.0%	10
Local Services		4.2%	6
Pet / Animal		4.9%	7
Real Estate		5.6%	8
Other		30.1%	43
Apparel and Accessories		1.4%	2
Arts and Entertainment		2.1%	3
Automotive		2.8%	4
Business Consulting		2.8%	4
Child Related Businesses		1.4%	2
Family Activity		1.4%	2
General Retail		1.4%	2
Grocery and Specialty Food/Drink		1.4%	2
Hotel and Travel		0.7%	1
Pizza Restaurant Types		0.7%	1
Recreation		0.7%	1
Restaurant / Bar / Lounge		2.8%	4

**Total: 143**













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		8.4%	12
Use social media for promoting business		25.2%	36
Website optimized for mobile (responsive)		11.9%	17
Ongoing search optimization (SEO, SEM)		7.7%	11
Banner ads		5.6%	8
Cost-per-click ads (CPC, PPC)		1.4%	2
Cost-per-mille ads (CPM)		0.7%	1
Programmatic ads		1.4%	2
Retargeting ads		2.8%	4
Video ads		4.2%	6
Google ads (Adwords)		7.0%	10
Facebook ads		22.4%	32
Sponsored content		0.7%	1
Email advertising		14.0%	20
Site analytics		4.2%	6
Use a Digital Agency		2.1%	3
Digital ads through newspaper		2.8%	4
None of the above/Does not apply		57.3%	82











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		6.3%	9
Business Printing Services		3.5%	5
Selling Small Business		3.5%	5
None of the above / Does not apply		79.7%	114
Business Advertising		2.8%	4
Business Financial Consulting		1.4%	2
Business Bottled Water Delivery		2.1%	3
Business Construction Contractor		0.7%	1
Business Internet Service Provider		1.4%	2
Business Legal Services or Attorney		1.4%	2
Business Marketing Services		1.4%	2
Business Moving or Storage		0.7%	1
Business Payroll Services		1.4%	2
Business Realty Services		2.1%	3
Business Recruitment		0.7%	1
Business Sign Company Services		2.8%	4
Business Staffing or Temp Services		1.4%	2
Business Online Meetings		2.1%	3
Business Bankruptcy		1.4%	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		4.2%	6
Buy New Office		0.7%	1
Renovate Existing Facilities		4.9%	7
Construct New Facilities		0.7%	1
Buy or Rent Industrial Space		0.7%	1
Buy or Rent Warehouse space		2.1%	3
Install New Commercial Carpeting		0.7%	1
None of the above / Does not apply		88.8%	127









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

Value		Percent	Responses
Purchase New Business Automobiles		0.7%	1
Purchase Used Business Automobiles		0.7%	1
Purchase New Business Trucks		2.1%	3
Purchase Used Business Trucks		2.1%	3
Lease New Business Automobiles		2.1%	3
Lease New Business Trucks		0.7%	1
Purchase Used Business Delivery Vehicles		0.7%	1
Purchase New Heavy Duty or Commercial Business Trucks		0.7%	1
Purchase Used Heavy Duty or Commercial Business Trucks		0.7%	1
None of the above / Does not apply		93.0%	133








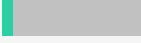





123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		3.5%	5
Business Health Insurance		2.1%	3
Business 401K or Retirement Program		1.4%	2
Business Property Insurance		2.1%	3
Business Commercial Insurance		2.8%	4
None of the above / Does not apply		93.7%	134



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


Value		Percent	Responses
18 - 19		0.4%	3
20 - 24		0.4%	3
25 - 30		2.2%	17
31 - 34		3.6%	28
35 - 40		5.3%	41
41 - 45		5.7%	44
46 - 49		3.9%	30
50 - 54		8.4%	65
55 - 60		15.1%	116
61 - 69		28.6%	220
70 or older		26.4%	203

**Total: 770**

**Avg 60**




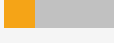

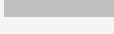


125. What state do you live in?

Value		Percent	Responses
Pennsylvania		100.0%	770
			Total: 770











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

Value		Percent	Responses
Metro / Urban		6.0%	46
Small/Mid-Size Town		38.1%	293
Suburban		27.8%	214
Rural		27.7%	213
Vacation community		0.1%	1
Other		0.4%	3

**Total: 770**



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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.3%	2
Some High School (Not Graduate)		0.3%	2
High School Graduate (12th grade)		11.6%	89
Vocational or Technical Training		5.5%	42
Some College		14.4%	111
College Graduate		29.4%	226
Some Post-Graduate Study (No Advanced Degree)		7.9%	61
Post-Graduate Degree		30.8%	237

**Total: 770**



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

Value		Percent	Responses
Under \$20,000		4.3%	32
\$20,000 - \$24,999		3.6%	27
\$25,000 - \$29,999		4.3%	32
\$30,000 - \$34,999		5.1%	38
\$35,000 - \$39,999		5.0%	37
\$40,000 - \$44,999		3.9%	29
\$45,000 - \$49,999		4.7%	35
\$50,000 - \$74,999		17.3%	128
\$75,000 - \$99,999		16.3%	121
\$100,000 - \$124,999		14.2%	105
\$125,000 - \$149,999		7.7%	57
\$150,000 - \$200,000		8.5%	63
Over \$200,000		5.1%	38
			<b>Total: 742</b>
			<b>Avg \$90,085</b>






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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.8%	6
Black or African-American		1.2%	9
White or Caucasian		92.5%	712
Hispanic		1.4%	11
Other		0.5%	4
Prefer not to answer		3.6%	28

Total: 770




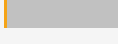



### 130. Are you...

Value		Percent	Responses
Male		35.8%	276
Female		61.8%	476
Prefer not to answer		2.3%	18
			<b>Total: 770</b>







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

Value		Percent	Responses
Single Family Home		83.9%	646
Apartment		7.4%	57
Condominium		3.6%	28
Mobile Home		2.2%	17
Other		2.9%	22
			<b>Total: 770</b>






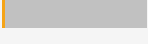

132. Is the household or apartment in which you live owned by someone in your household, rented, or is it occupied without payment of rent?

Value		Percent	Responses
Owned		84.5%	651
Rented		11.9%	92
Occupied Without Payment of Rent		1.7%	13
Other		1.8%	14

**Total: 770**



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

Value		Percent	Responses
None		82.2%	632
1		7.5%	58
2		6.9%	53
3		2.3%	18
4 or more		1.0%	8
			<b>Total: 769</b>