


Covid-19 Impact and Local Business Survey South Carolina Report - April 2020

Response Counts













Total: 836

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	836
			Total: 836

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

Value		Percent	Responses
Local Newspaper		69.6%	582
Local Newspaper Website		53.8%	450
Local TV News		68.9%	576
National Broadcast News		68.8%	575
Local Radio		10.4%	87
Apple News		6.6%	55
Facebook		18.4%	154
Twitter		3.9%	33
Nextdoor		9.0%	75
Other		10.3%	86

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

Value		Percent	Responses
Local Newspaper		17.2%	144
Local Newspaper Website		12.2%	102
Local TV News		20.8%	174
National Broadcast News		37.2%	311
Local Radio		1.4%	12
Apple News		0.7%	6
Facebook		0.4%	3
Twitter		0.4%	3
Other		9.7%	81
			Total: 836




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		87.7%	733
Weekly updates on Covid-19 impact on our community		31.9%	267
Local resources available to our community to lessen impact of Covid-19		58.5%	489
Personal stories on the impact of Covid-19 on households		23.0%	192
Stories on the impact of Covid-19 on employment and local economy		50.4%	421
Online services being offered in the community		40.4%	338
Unemployment resources for persons laid off		11.7%	98
Assistance resources available for local businesses		13.2%	110
Other		4.5%	38


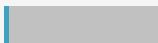
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		68.3%	571
New hours		64.4%	538
Services that are being offered		81.9%	685
New services being offered		53.9%	451
Online services being offered		61.2%	512
Employment needs		12.4%	104
Other		1.3%	11

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		30.3%	253
Watched Local Television		84.3%	705
None of the above / Does not apply		12.2%	102

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













Value		Percent	Responses
Yes		96.9%	810
No		3.1%	26

Total: 836

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		26.0%	211
Local Daily Newspaper		92.5%	749
Local Paid Weekly Community Newspaper		18.1%	147
Local Free Weekly Print Publication		29.3%	237
Local Alternative Publication		5.8%	47
Local City or Regional Magazine		31.1%	252
Local Specialty Publication		12.3%	100
Local Business Publication		9.8%	79
Local Ethnic Publication		0.2%	2
Local Parenting Publication		0.6%	5
Local Senior Publication		7.3%	59
None of the above / Does not apply		1.1%	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		3.6%	30
Auto Detailing Shop		6.3%	53
Auto Glass Repair Shop		1.7%	14
Oil Change Station		38.8%	324
Auto Parts Store		12.7%	106
Auto Repair Shop		21.8%	182
New Vehicle Dealership		14.6%	122
Used Vehicle Dealership		3.3%	28
Recreation Vehicle (RV) Dealership		0.4%	3
RV or Camper Repair		0.7%	6
Tire Store		10.4%	87
None of the above / Does not apply		29.7%	248







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		0.7%	6
Used Farm Equipment Dealer		0.4%	3
Farm Truck and Tractor Repair Shop		1.3%	11
Agriculture Farm Supply Store		9.2%	77
Agricultural Service		1.1%	9
Farming Structure Building Contractor		0.1%	1
Animal Feed Store		6.5%	54
None of the above / Does not apply		86.5%	723

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		40.9%	342
Ethnic Food Restaurant		31.7%	265
Liquor Store		42.5%	355
Wine Shop		30.0%	251
None of the above / Does not apply		24.5%	205










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		5.9%	49
Farmers Market		28.2%	236
Grocery Store (Co-op)		23.9%	200
Grocery Store (Neighborhood/Local/Mom & Pop)		66.9%	559
Specialty Food Market		18.8%	157
None of the above / Does not apply		11.8%	99



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

Value		Percent	Responses
Barbershop		53.0%	443
Day Spa		5.0%	42
Nail Salon		32.3%	270
None of the above / Does not apply		32.8%	274






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		3.9%	33
Bicycle Repair Shop		3.9%	33
Bicycle Rental Service		0.5%	4
Golf Course		22.5%	188
Gun Shooting Range		7.3%	61
Gun Store		6.0%	50
New Sporting Goods Store		14.1%	118
Used Sporting Goods Store		1.9%	16
None of the above / Does not apply		60.3%	504






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		3.3%	28
None of the above / Does not apply		96.7%	808







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

Value		Percent	Responses
Continuing Education Courses		10.5%	88
Community College		4.2%	35
Tutoring Center		0.6%	5
Private Tutor		0.7%	6
None of the above / Does not apply		86.1%	720








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		24.4%	204
Credit Union		9.6%	80
Financial Advisor		10.2%	85
Stockbroker		3.9%	33
None of the above / Does not apply		69.1%	578





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		0.6%	5
Debt Consolidation Company		0.7%	6
Payday Loan Company		0.1%	1
Tax Return Service		16.6%	139
Title Loan Company		0.4%	3
None of the above / Does not apply		82.3%	688

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

Value		Percent	Responses
Chiropractor		4.3%	36
Dentist		24.6%	206
General Practitioner		13.9%	116
Family Practitioner		16.7%	140
Optometrist		12.7%	106
Pediatrician		1.1%	9
None of the above / Does not apply		62.2%	520















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		6.6%	55
Hospital		2.3%	19
Medical Clinic		4.5%	38
None of the above / Does not apply		89.0%	744



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		26.6%	222
Mental Health Provider		3.9%	33
Denture or Implant Specialist		8.1%	68
Ear, Nose & Throat Doctor		10.0%	84
Home Health Care Provider		2.3%	19
Internal Medicine Doctor		39.8%	333
Nutritionist or Dietician		1.0%	8
Physical Therapist		9.8%	82
Psychiatrist		1.7%	14
None of the above / Does not apply		37.2%	311

















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		0.1%	1
Hearing Aid Center		9.3%	78
Hospice Care Provider		0.1%	1
Laboratory or Medical Testing Facility		25.4%	212
Medical Marijuana Dispensary		0.1%	1
Medical Spa		1.3%	11
Mental Health Clinic		1.2%	10
Medical Supply Store		2.9%	24
Pain Clinic		4.4%	37
Rehabilitation Clinic		1.9%	16
Sleep Disorder Clinic		2.9%	24
Urgent Care Clinic		5.4%	45
Walk-In Clinic		3.9%	33
None of the above / Does not apply		58.4%	488






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		3.0%	25
None of the above / Does not apply		97.0%	811





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%	19
Courier or Delivery Service		13.9%	116
Cremation Service Provider		0.2%	2
Dry Cleaning or Laundry Service		28.2%	236
Electronics Repair Shop		1.7%	14
Funeral Service Provider		0.2%	2
Information Technology (IT) Service		5.4%	45
Marriage Counselor		0.1%	1
Moving Truck Rental Company		1.0%	8
Mobile or Cell Phone Repair Shop		4.5%	38
Propane Dealer		12.3%	103
Self-Storage Facility		6.8%	57
Sewing and Alterations Shop		6.3%	53
Small Engine Repair Shop		4.1%	34
Shipping Center		20.9%	175
None of the above / Does not apply		41.0%	343
















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		13.3%	111
Church		50.6%	423
Community Organization		7.4%	62
Community Service or Non-Profit Organization		15.0%	125
None of the above / Does not apply		39.7%	332

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		9.3%	78
Painting Contractor		9.1%	76
Plumber or Plumbing Contractor		8.1%	68
None of the above / Does not apply		80.0%	669

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		3.1%	26
Concrete Contractor		1.9%	16
Furnace Contractor		1.6%	13
General Contractor		7.2%	60
Handyman		22.0%	184
Heating & Air Conditioning Service		36.4%	304
Home Security Company		2.4%	20
Junk Removal or Hauling Service		3.2%	27
Kitchen or Bath Remodeling Company		4.5%	38
Landscaping Service		35.3%	295
Mover or Moving Company		0.7%	6
New Home Builder		0.2%	2
Remodeling Contractor		4.2%	35
Roofing Contractor		4.2%	35
Septic Tank Contractor		0.7%	6
None of the above / Does not apply		30.4%	254



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		13.5%	113
Fuel or Oil Home Heating Service		1.6%	13
Furnace Cleaning Service		3.3%	28
Home Theater Installation Service		0.6%	5
Home Gardening Service		8.1%	68
House Cleaning Service		21.1%	176
Landscaper		23.2%	194
Pest Control Service or Exterminator		39.6%	331
Pool Cleaning Service		6.9%	58
Shades & Blinds Installation Service		3.3%	28
Television or Internet Service Provider		24.9%	208
Water Treatment Supply & Service		1.7%	14
Window & Door Installation Service		3.5%	29
None of the above / Does not apply		26.6%	222



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		5.7%	48
Adult Day Care		0.4%	3
Assisted Living Facility		0.6%	5
Nursing Home		0.5%	4
Respite Relief Provider		0.4%	3
Retirement Counselor		1.0%	8
Retirement Home		0.6%	5
Senior Center		2.6%	22
None of the above / Does not apply		89.6%	749









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		1.8%	15
None of the above / Does not apply		98.2%	821




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		7.5%	63
None of the above / Does not apply		92.5%	773







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

Value		Percent	Responses
Animal Daycare		2.8%	23
Animal Shelter		2.0%	17
Bird Seed Store		11.1%	93
Pet Groomer		18.5%	155
Pet Sitter		5.0%	42
Pet Store		21.8%	182
Veterinarian		34.8%	291
None of the above / Does not apply		48.7%	407

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		2.5%	21
Real Estate Brokerage Firm		0.2%	2
None of the above / Does not apply		97.4%	814






















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

Value		Percent	Responses
Apartment Rental Agency		1.2%	10
Estate Liquidator		0.1%	1
Mortgage Banker		3.5%	29
Mortgage Broker		1.7%	14
Real Estate Appraiser		1.9%	16
None of the above / Does not apply		92.9%	777

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		56.8%	475
Family Style Restaurant		50.5%	422
Food Cart / Food Truck		5.7%	48
Fine Dining Restaurant		34.2%	286
Restaurant with Lounge or Bar		27.9%	233
Pizza Restaurant		56.3%	471
None of the above / Does not apply		14.8%	124

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		8.3%	69
Consignment Shop		15.0%	125
Craft Supply Store		17.0%	142
Bookstore		27.0%	226
Christian Book Store		3.9%	33
Computer Store		6.3%	53
Department Store		50.7%	424
Discount Store		38.6%	323
Drugstore or Pharmacy		82.8%	692
Fabric Store		7.1%	59
Florist		5.6%	47
Gift Shop		8.9%	74
Gun Shop		7.2%	60
Hobby Shop		11.2%	94
Mobile Phone Store		8.9%	74
Shopping Center		38.5%	322
Thrift Store		16.9%	141
Wholesale, Warehouse or Club Store		37.3%	312
Yard Equipment Store		11.5%	96
Vitamin or Supplement Store		7.2%	60
None of the above / Does not apply		5.3%	44

Value		Percent	Responses
Equipment Rental Store		0.7%	6
Gold/Silver/Precious Metal Dealer		1.4%	12
Marijuana Dispensary		0.5%	4
Military Surplus Store		0.6%	5
Monument or Memorial Company		0.4%	3
Pawn Shop		1.2%	10
Religious Supply or Gift Shop		1.6%	13
Survival Store		0.1%	1
Security Service		0.8%	7
Yarn Store		2.8%	23

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		19.6%	164
Free delivery		31.1%	260
Drive-thru		64.1%	536
Carryout		65.7%	549
Curbside carryout		60.0%	502
Other		1.8%	15
None of the above / Does not apply		9.7%	81

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

Value		Percent	Responses
Building Supply Store or Lumber Yard		37.3%	312
Carpet Store		3.1%	26
Fireplace, Wood Stove or Barbeque Store		1.7%	14
Flooring Store		5.1%	43
Furniture Store		9.1%	76
Hardware Store		44.3%	370
Home & Garden Center		58.4%	488
Home Decor Store		10.6%	89
Hot Tub or Spa Dealer		0.6%	5
Major Appliance Store		4.8%	40
Mattress or Bedding Store		5.5%	46
Outdoor Furniture Store		6.5%	54
Plant Nursery & Garden Supply Store		33.9%	283
Paint Store		12.7%	106
Tool Rental Center		0.8%	7
TV & Appliance Store		3.2%	27
Vacuum Store		1.8%	15
None of the above / Does not apply		17.0%	142




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		16.6%	139
Clothing Store		51.8%	433
Eyewear & Opticians Store		18.8%	157
Jewelry Store		4.8%	40
Shoe Store		27.9%	233
None of the above / Does not apply		35.9%	300






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		7.2%	60
Insurance Agency		6.7%	56
Legal Firm or Attorney		6.0%	50
Tax Advisor		3.7%	31
None of the above / Does not apply		81.6%	682

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		1.6%	13
Life Coach		0.7%	6
None of the above / Does not apply		97.8%	818









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 B RV		0.1%	1
Purchase New Travel Trailer or 5th Wheel		0.1%	1
Purchase Used Class B RV		0.4%	3
Purchase Used Class C RV		0.1%	1
None of the above / Does not apply		99.5%	832

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






















Value		Percent	Responses
New Car		3.2%	27
New Luxury Vehicle - Under \$50,000		1.1%	9
New Luxury Vehicle - \$50,000 - \$75,000		1.3%	11
New Luxury Vehicle - Over \$75,000		0.1%	1
New SUV		3.1%	26
New Truck		1.2%	10
New Hybrid or Electric Vehicle		0.6%	5
Used Car		1.9%	16
Used Luxury Vehicle - Under \$30,000		0.5%	4
Used Luxury Vehicle - \$30,000 - \$50,000		0.7%	6
Used Van		0.1%	1
Used Minivan		0.4%	3
Used SUV		2.2%	18
Used Truck		1.7%	14
Used Hybrid or Electric Vehicle		0.2%	2
None of the above / Does not apply		88.5%	740











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

Value		Percent	Responses
Compact car		1.1%	9
Full-size car		1.1%	9
Luxury vehicle (any size)		1.6%	13
Midsized car		2.2%	18
Pickup truck		2.0%	17
Sport utility vehicle (SUV)		8.3%	69
Van or minivan		1.1%	9
None of the above		82.8%	692



Total: 836

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		3.9%	33
Ford		5.0%	42
Honda		5.7%	48
Hyundai		3.1%	26
Nissan		3.1%	26
Subaru		3.6%	30
Toyota		6.1%	51
None of the above / Does not apply		78.8%	659
Acura		0.5%	4
Audi		0.8%	7
BMW		2.3%	19
Buick		1.4%	12
Cadillac		1.8%	15
Chrysler		0.5%	4
Dodge		1.8%	15
GMC		2.0%	17
Infiniti		0.5%	4
Jeep		1.3%	11
Kia		2.6%	22
Land Rover		0.6%	5
Lexus		2.2%	18























Value		Percent	Responses
Lincoln		1.4%	12
Mazda		0.6%	5
Mercedes-Benz		1.6%	13
Mini		0.2%	2
Mitsubishi		0.5%	4
Porsche		0.2%	2
Scion		0.1%	1
Tesla		0.6%	5
Volkswagen		1.0%	8
Volvo		1.3%	11

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

Value		Percent	Responses
Yes		7.1%	59
No		92.9%	777















Total: 836

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		3.9%	33
Printer		3.8%	32
Ink or Printer Cartridges		43.9%	367
Headphones		3.5%	29
Healthcare Device		3.3%	28
Batteries for Electronics		29.3%	245
None of the above / Does not apply		40.6%	339
Home Theater System		0.8%	7
GPS Device (Handheld or In-Vehicle)		0.4%	3
Satellite Radio		1.1%	9
Satellite TV System		0.6%	5
Stereo System (Home)		0.2%	2
Wi-Fi for Home		2.5%	21
Portable Speakers		1.1%	9
Wireless Speakers		2.2%	18
Smartphone Charger		2.8%	23
Smartwatch		1.7%	14
Phone or Tablet Controlled Home Tech Products		2.2%	18
Noise Canceling Headphones		1.6%	13
Phone Calling Card		1.2%	10
Compact/Mini Projector		0.6%	5
Wearable Electronics		0.8%	7

Value		Percent	Responses
Surge Protector		2.9%	24
Aerial Drone		0.6%	5
ShortWave Radio		0.1%	1
Wireless Hotspot		1.3%	11
Assistive Technology for Hearing		1.8%	15
Virtual Reality Headset		0.4%	3
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		0.8%	7
Camera (Digital) SLR		0.4%	3
Camera Accessories or Supplies		0.7%	6
Camera Lens		0.7%	6
Computer Accessories		2.9%	24
Computer Software		2.5%	21
E-Reader (Kindle or Similar)		1.3%	11
Tablet (iPad or Similar)		5.7%	48
Personal Computer		2.6%	22
Laptop Computer		4.9%	41
TiVo or DVR		0.2%	2
4K Ultra HD TV		2.8%	23
Smart TV		4.3%	36
None of the above / Does not apply		81.8%	684















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		10.6%	89
Conventional Cell Phone		2.6%	22
Prepaid Cell Phone		0.6%	5
Unlocked Cell Phone		0.5%	4
Large-Screen Smartphone		0.6%	5
None of the above / Does not apply		86.8%	726





















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

Value		Percent	Responses
Anniversary Jewelry		3.1%	26
Necklaces		1.7%	14
Engagement Rings		0.1%	1
Wedding Rings		0.4%	3
Rings (Other)		1.1%	9
Earrings		5.6%	47
Pendants		1.0%	8
Celtic Jewelry		0.2%	2
Diamond Jewelry		0.7%	6
Silver Jewelry		0.8%	7
Gemstone Jewelry		0.4%	3
Pearl Jewelry		0.5%	4
Men's Jewelry		0.4%	3
Costume Jewelry		4.5%	38
Designer Jewelry		0.7%	6
Jewelry Box or Organizer		0.1%	1
Men's High-End Watch		0.6%	5
Women's Watch		0.8%	7
Women's Jewelry		4.8%	40
None of the above / Does not apply		85.0%	711


















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

Value		Percent	Responses
Auto Insurance		8.3%	69
Crop Insurance		0.1%	1
Dental Insurance		1.9%	16
Disability Insurance		0.1%	1
Homeowner Insurance		8.1%	68
Life Insurance		2.0%	17
Medical (Health) Insurance		1.7%	14
Medicare		1.2%	10
Long Term Care Insurance		0.6%	5
Pet Insurance		0.8%	7
Renters Insurance		0.7%	6
Agriculture Insurance		0.4%	3
Professional Liability Insurance		0.7%	6
None of the above / Does not apply		86.4%	722
















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		7.1%	59
Optometrist		4.7%	39
Primary Care Provider		5.6%	47
Drugstore or Pharmacy		8.9%	74
None of the above / Does not apply		81.0%	677
Acupuncture		1.2%	10
Audiologist		1.8%	15
Chiropractor		2.2%	18
Counseling & Mental Health Specialist		0.7%	6
Geriatric Specialist		0.6%	5
Home Healthcare		0.2%	2
Hospital		0.7%	6
Medical Clinic		1.2%	10
Pediatric Dentist		0.4%	3
Pediatrician		0.2%	2
Wellness Business		0.4%	3
Weight Loss Service		1.1%	9
Alternative Care Provider		0.2%	2
Physical Therapy or Rehabilitation service provider		1.6%	13
Hearing Aid Center		2.2%	18






















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		0.6%	5
Bankruptcy Attorney		0.6%	5
Banking, Partnership & Business Law Attorney		1.3%	11
Child Support Attorney		0.2%	2
Criminal Law Attorney		0.2%	2
Disability & Social Security Attorney		0.2%	2
Divorce & Family Law Attorney		0.6%	5
Employment Discrimination or Labor Issues Attorney		0.1%	1
General Practice Attorney		3.0%	25
Intellectual Property Attorney		0.1%	1
Malpractice Attorney		0.1%	1
Patent, Trademark & Copyright Attorney		0.1%	1
Probate Attorney		1.0%	8
Real Estate Attorney		3.2%	27
Taxation Attorney		0.6%	5
Wills, Trusts & Estates Attorney		13.9%	116
None of the above / Does not apply		78.2%	654

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		55.4%	463
Teeth Cleaning		45.7%	382
Cavity Filling		7.1%	59
Crown		7.3%	61
Oral Surgery		1.0%	8
Braces		0.7%	6
Composite Bonding		0.5%	4
Dental Implants		4.9%	41
Dental Veneers		0.5%	4
Dentures		2.0%	17
Full Mouth Reconstruction		0.2%	2
Inlays or Onlays		0.4%	3
Smile Makeover		0.5%	4
Teeth Whitening		2.5%	21
None of the above / Does not apply		22.4%	187











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		58.1%	486
Purchase Health Related Products		9.8%	82
Use Physical Rehabilitation Services		3.7%	31
Purchase Health and Wellness Supplements		14.7%	123
Receive Treatment for Back Pain		6.9%	58
Have an Eye/Vision Exam		34.0%	284
Purchase Prescription Eyeglasses		15.0%	125
Purchase Prescription Contact Lenses		6.3%	53
Have an Annual Physical or Checkup		31.5%	263
Have X-Rays Taken		5.4%	45
Have a Scheduled Surgery		3.6%	30
Have Blood Drawn for Testing		34.0%	284
Plan to Visit a Hospital for any Medical Service or Procedure		6.0%	50
Have Foot Problems Diagnosed or Treated		6.3%	53
Senior Travel		4.3%	36
Purchase Allergy Medications		19.6%	164
Use Personal Trainer or Instructor		3.1%	26
Cardiovascular Treatment		6.7%	56
Cancer Treatment		3.3%	28
Chiropractic Care		8.5%	71
Do Corrective Exercises		3.7%	31









Value		Percent	Responses
Purchase Diabetes Testing Supplies		6.8%	57
Get Vaccinations at Drug Store or Pharmacy		8.5%	71
Discretionary Health Care and Wellness Services and Products		4.9%	41
Purchase Vitamins		39.2%	328
Purchase Hemp Based Supplements		3.2%	27
Purchase Anti Anxiety Medication or Supplements		5.1%	43
None of the above / Does not apply		16.1%	135
Purchase Elder Care-Related Products or Services		1.7%	14
Purchase Medical Supplies or Equipment for Home		2.8%	23
Find Home for Aging Parent		0.5%	4
Participate in a Medical Study		1.1%	9
Stop Smoking		0.2%	2
Purchase a Mobility Device		0.2%	2
Receive Treatment for Vehicle or Workplace Injury		0.1%	1
Handicap Accessible Products		1.1%	9
Purchase Orthopedic Shoes		1.0%	8
Purchase Home Medical Testing Equipment or Supplies		1.1%	9
Hire a Caregiver or Respite Worker		0.4%	3
Purchase "Aging in Place" Products		0.2%	2
Purchase a Medical Alert Service		0.5%	4
Have Safety Bars Installed in Bathroom		1.4%	12
Receive Treatment for a Sleep Disorder		1.8%	15
Stroke Treatment		0.1%	1

Value		Percent	Responses
Orthopaedic or Knee Surgery		2.6%	22
Memory or Alzheimer's Care		0.8%	7
Nutritional Counseling		0.6%	5
Spinal and Postural Screening		0.7%	6
Physiotherapy		1.3%	11
Receive Treatment for Substance Abuse		0.2%	2
Purchase Blood Pressure Monitoring Device		1.3%	11
Receive Aquatic Therapy		0.6%	5
Join a Weight Loss Group		0.7%	6
Purchase Weight Loss Supplements		0.4%	3
Purchase Weight Loss Food Plan		0.2%	2
Have Reflexology Treatment		0.2%	2
Hire a Weight Loss Professional		0.2%	2
Have Cataract Surgery		2.3%	19
Purchase Marijuana		0.5%	4
Have Acupuncture		1.6%	13
Receive Treatment for PTSD		1.0%	8







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

Value		Percent	Responses
Purchase a "In-the-Ear" Hearing Aid		1.0%	8
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.6%	5
Purchase a Digital Hearing Aid		1.2%	10
Purchase a "Behind-the-Ear" Hearing Aid		1.0%	8
Purchase Hearing Aid Cleaning Supplies		0.8%	7
Purchase Hearing Aid Batteries		4.9%	41
Purchase a "In-the-Canal" Hearing Aid		1.2%	10
Purchase a Analog Hearing Aid		0.1%	1
Have a Hearing Exam		8.5%	71
None of the above / Does not apply		87.3%	730













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		0.7%	6
Pre-purchase a Funeral Plot or Cremation Service		0.8%	7
Purchase a Monument or Headstone		0.5%	4
Use a Funeral Planner		0.4%	3
Purchase Flowers for a Funeral		0.6%	5
Use a Cremation Service		0.4%	3
Hire a Religious or Spiritual Leader for a Funeral Service		0.1%	1
None of the above / Does not apply		97.0%	811

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		0.4%	3
Move into a Assisted Living Facility		0.2%	2
Move into a Nursing Home		0.2%	2
Move into Residential Care Home		0.2%	2
Utilize a Respite Provider		0.1%	1
None of the above / Does not apply		98.9%	827

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%	11
Open Savings Account		1.7%	14
Online Banking		49.8%	416
Manage Investments		23.8%	199
Manage Retirement Accounts		24.2%	202
Mortgage Line of Credit		2.0%	17
Financial Consulting		12.7%	106
Financial Services		11.0%	92
Safe Deposit Box Rental		4.2%	35
Obtain New Credit Card		1.8%	15
Payday Loan or Check Cashing Business		0.2%	2
None of the above / Does not apply		33.5%	280

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		3.3%	28
Certificates of Deposit		6.8%	57
City or State Bonds		2.4%	20
Collectibles, Antiques or Art		1.8%	15
Common or Preferred Stock		12.3%	103
Corporate Bonds or Debentures		2.8%	23
401(k)		10.6%	89
Gold or Precious Metals		1.8%	15
IRA		9.3%	78
Money Market Funds		11.1%	93
Mutual Funds		12.9%	108
Non-US Stocks		3.0%	25
Options		0.7%	6
US Savings Bonds		1.6%	13
US Treasury Notes		1.6%	13
Coins or Stamps		1.1%	9
None of the above / Does not apply		64.1%	536

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












Value		Percent	Responses
Business Equipment Loan		0.1%	1
College Expenses Loan		0.2%	2
College Tuition Loan		0.8%	7
Debt Consolidation Loan		1.0%	8
Medical Expenses Loan		0.4%	3
New Vehicle Loan		2.6%	22
Used Vehicle Loan		2.3%	19
Wedding Loan		0.2%	2
None of the above / Does not apply		93.7%	783

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		19.3%	161
Nail Polish		10.5%	88
Eyewear or Sunglasses		20.5%	171
Handbags		6.7%	56
Hats		3.5%	29
Intimate Apparel		9.7%	81
Jewelry or Accessories		6.8%	57
Perfume		3.9%	33
Men's Apparel		29.1%	243
Men's Shoes		14.2%	119
Men's Underwear		13.3%	111
Women's Apparel		43.4%	363
Women's Pajamas or Sleepwear		8.7%	73
Women's Shoes		27.3%	228
Women's Underwear		16.7%	140
Socks		12.3%	103
Outerwear		3.7%	31
None of the above / Does not apply		29.8%	249
Coats		0.5%	4
Watches		1.7%	14
Luggage or Bags		1.1%	9

Value		Percent	Responses
Scarves		1.0%	8
Uniforms		1.2%	10
Western Clothing		0.6%	5








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		0.5%	4
Children's Pants		3.5%	29
Children's T-Shirts		5.5%	46
Children's Dresses		3.3%	28
Children's Pajamas or Sleepwear		3.0%	25
Children's Socks		2.2%	18
Children's Shorts		5.4%	45
Infant Clothing		2.9%	24
Children's School Uniform		0.4%	3
Children's Athletic Clothing		4.1%	34
None of the above / Does not apply		90.2%	754

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)		22.1%	185
Boots (Men's)		1.0%	8
Cowboy Boots (Men's)		0.6%	5
Work & Safety (Men's)		2.0%	17
Sneakers		11.8%	99
Classic & Fashion Sneakers (Women's)		6.3%	53
Work & Safety (Women's)		1.3%	11
Cowboy Boots (Women's)		0.1%	1
Athletic & Outdoor Shoes (Women's)		22.7%	190
Athletic & Outdoor Shoes (Children's)		4.1%	34
None of the above / Does not apply		54.2%	453

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		11.7%	98
Have Clothing Dry Cleaned		26.1%	218
Have Shoes Repaired		4.4%	37
Rent or Purchase a Costume		0.1%	1
Wash Clothing at a Laundromat		1.9%	16
Purchase Custom Made Clothing Items		0.6%	5
None of the above / Does not apply		67.5%	564

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 Tune-Up or Repair		5.3%	44
Exercise or Fitness Equipment		4.4%	37
Fishing Rods or Reels		4.2%	35
Fishing Bait or Attractant		8.0%	67
Fishing Accessories		8.4%	70
Golf Clubs or Equipment		8.0%	67
Ammunition		10.9%	91
Swimming Gear		3.8%	32
Hand Gun		3.5%	29
None of the above / Does not apply		65.6%	548
Archery Equipment		0.1%	1
Bicycle or Mountain Bike (Adult)		2.8%	23
High End Bicycle		0.1%	1
Bicycle Rental		0.6%	5
Camping or Hiking Equipment		1.4%	12
Hunting Gear		1.8%	15
Running or Jogging Equipment		1.4%	12
Soccer Equipment		0.4%	3
Sports Equipment (Children)		0.5%	4
Trampoline		0.2%	2
Weight Lifting Equipment		1.1%	9
Used Sporting Equipment		0.4%	3























Value		Percent	Responses
Rifle		2.0%	17
Shotgun		1.0%	8









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		30.0%	251
Bedding Flowers or Perennials		44.1%	369
Fertilizer		29.2%	244
Flower Pots		18.2%	152
Garden Ornaments		4.2%	35
Gravel or Rock		6.6%	55
Hand Garden Tools		7.2%	60
Landscaping		13.4%	112
Decorative Rock		4.5%	38
Lawn Seed, Turf or Sod		6.8%	57
Outdoor Furniture		3.9%	33
Outdoor Grill		3.8%	32
Patio Furniture		5.7%	48
Propane		13.8%	115
Shrubbery or Trees		9.7%	81
Insect or Fungus Control Products		13.3%	111
None of the above / Does not apply		25.7%	215
Chainsaw		1.0%	8
Fountains		1.3%	11
Gate		0.8%	7
Gazebo		0.2%	2
Indoor Garden Supplies		1.9%	16























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		1.3%	11
Outdoor Fireplace or Fire Pit		1.1%	9
Patio Heater		0.1%	1
Outdoor Infrared Heater or Fireplace		0.1%	1
Outdoor Smoker		1.3%	11
Outdoor Kitchen Equipment		0.2%	2
Outdoor Entertainment Center		0.4%	3
Patio Cover, Awning or Canopy		1.1%	9
Power Garden Tools		1.1%	9
Lawn Mower (Push)		2.5%	21
Lawn Mower (Riding)		0.8%	7
Screen Porch		1.0%	8
Stone (Cast, Crushed or Natural)		2.2%	18
Storage Shed		1.3%	11
Leaf Blower		1.4%	12
Outdoor Garden Flags		2.6%	22
Greenhouse		0.1%	1

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		14.1%	118
Bird Seed		20.6%	172
Cat Food		19.9%	166
Dog Food		31.1%	260
Specialized Pet Food		4.1%	34
Other Pet Food		3.2%	27
Pet Accessories		5.5%	46
Pet Toys		8.4%	70
Annual Pet Vaccinations		23.1%	193
Annual Pet Checkups		20.6%	172
Purchase Pet Medication		9.8%	82
Board a Pet Overnight		4.5%	38
None of the above / Does not apply		44.3%	370
Fish Food		2.3%	19
Pet Clothing		0.4%	3
Pet Enclosure		0.4%	3
Aquarium or Tank		0.4%	3
Fish Supplies		0.6%	5
Disease Diagnosis		0.8%	7
Pet Travel Cage		0.1%	1
Pet Travel Accessories		0.4%	3
Adopt or Rescue a Pet		2.6%	22

Value		Percent	Responses
Purchase a Pet		0.6%	5
Pet Tracking Device		0.6%	5
Pet Dental Care		2.3%	19
Animal Training Classes		0.8%	7
Hemp Based Pet Supplements		0.2%	2
THC Based Pet Supplements		0.2%	2
Holistic or Alternative Pet Supplements		0.4%	3
Anti Anxiety or Stress Pet Medication for Holidays		1.1%	9




















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

Value		Percent	Responses
Add a Fence or Wall Structure		3.1%	26
Remodel Bathroom		4.3%	36
Replace Carpet		3.9%	33
Replace Flooring		5.1%	43
None of the above / Does not apply		75.7%	633
Add a Room		0.1%	1
Add a Home Office		0.2%	2
Add or Replace Deck		1.7%	14
Remodel Kitchen		2.5%	21
Cabinet Refacing or Resurfacing		1.2%	10
Refinish Bathtub		0.6%	5
Install a Glass Shower		1.2%	10
Remodel or Finish Basement Living Area		0.1%	1
Replace Garage Door		0.5%	4
Build a Garage		0.2%	2
Build Out-Building		0.2%	2
Build a Storage Shed		0.6%	5
General Remodeling		2.4%	20
Have Furniture Restored		1.7%	14
Switch from Gas to Electric		0.1%	1
Install a Stair Lift		0.4%	3
Install "Aging In Place" Products		0.8%	7






















Value		Percent	Responses
Install a Solar Energy System		0.5%	4
Install Security or Monitoring System		1.1%	9
Resurface or Build New Driveway		1.9%	16
Stone or Marble Work (Bathroom or Kitchen)		0.4%	3
Sealcoating		1.2%	10
Asphalt Repair		0.8%	7
Asphalt Resurfacing		0.8%	7
Residential Paving		0.7%	6
Replace Windows		2.2%	18
Install Handicap Accessible Addition		0.1%	1

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

Value		Percent	Responses
Ceramic Tile		3.5%	29
Doors (Exterior)		3.2%	27
Fencing		3.0%	25
Hand Tools		4.8%	40
Lighting and Fixtures		4.2%	35
Lumber		4.5%	38
Paint (Exterior)		8.9%	74
Paint (Interior)		17.1%	143
Plywood		3.0%	25
Plumbing Supplies		4.3%	36
None of the above / Does not apply		59.8%	500
Circular Saw		0.2%	2
Decking		2.9%	24
Doors (Interior)		1.0%	8
Electrical Supplies		2.8%	23
Furnace		0.4%	3
Generator		0.5%	4
Hardwood Products		2.0%	17
Home Security Doorbell Camera		1.8%	15
Kitchen Cabinets		1.7%	14
Lock Sets		1.3%	11






















Value		Percent	Responses
Mill Work		0.8%	7
Molding		1.4%	12
Power Tools		1.2%	10
Rain Gutters		1.2%	10
Roofing (Composition)		0.6%	5
Roofing (Other)		1.3%	11
Security Door		0.4%	3
Security Locks		0.2%	2
Screen Door		1.9%	16
Security Window Film		0.1%	1
Siding		0.7%	6
Solar Screen		0.1%	1
Water Softener System or Supplies		1.1%	9
Wet or Dry Vacuum		0.8%	7
Wood Stove or Fireplace		0.4%	3
Windows (Double-Hung)		1.0%	8
Windows (Picture)		0.1%	1
Windows (Slider)		0.5%	4
Windows (Bay or Bow)		0.1%	1

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

Value		Percent	Responses
Air Conditioning Repair		7.2%	60
Air Duct Cleaning		3.7%	31
Appliance Repair		4.1%	34
Carpet Cleaning		10.6%	89
Electrical Repair		3.7%	31
Furnace Cleaning		3.1%	26
Gardening Services		9.1%	76
Handyman Services		16.5%	138
Home Repair		3.5%	29
None of the above / Does not apply		53.1%	444
Alternative Energy Systems Installation		0.2%	2
Alternative Energy Systems (Service or Repair)		0.4%	3
Blinds Cleaning		2.0%	17
Carpenter or Woodworking		2.8%	23
Chimney Cleaning		1.6%	13
Concrete Repair		1.8%	15
Drywall Installation or Repair		1.2%	10
Electrical Panel Replacement		0.5%	4
Excavation & Wrecking		0.1%	1
Fire & Water Damage Restoration		0.2%	2
Flooring - Ceramic Tile (Installation or Repair)		2.0%	17

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		1.6%	13
Flooring - Linoleum (Installation or Repair)		0.4%	3
Flooring - Wood (Installation or Repair)		2.2%	18
Flooring - Other (Installation or Repair)		2.4%	20
Foundation Repair		1.0%	8
Furnace Repair		0.5%	4
Furniture Reupholster		1.1%	9
Gutter Installation or Repair		1.9%	16
Heating Repair		0.5%	4
Home Computer Repair		1.6%	13
Home Heating Oil or Fuel Service		0.8%	7
Home Remodel		1.3%	11
























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		16.0%	134
Junk or Yard Waste Removal		5.5%	46
Recycle		6.1%	51
Landscaping Service		21.5%	180
Painting		10.3%	86
Pest Control		22.0%	184
Plumbing Repair		4.1%	34
Pool Cleaning Service		4.2%	35
Pressure Washing		15.4%	129
Trash Removal		8.3%	69
Computer Repair		3.7%	31
None of the above / Does not apply		41.4%	346
Home Security Service		2.0%	17
Insulation Installation or Maintenance		0.5%	4
Interior Design		0.7%	6
Sell Scrap Metal		1.1%	9
Movers		0.7%	6
Mold Inspection or Removal		0.4%	3
Preventative Home Maintenance		2.9%	24
Roof Repair		2.5%	21
Security System		1.0%	8

Value		Percent	Responses
Septic Tank Cleaning or Repair		0.8%	7
Siding Replacement		0.7%	6
Solar Heating or Power System Installation or Repair		0.1%	1
Stucco or Exterior Coating		0.5%	4
Tool Rental		0.5%	4
Tornado or Storm Shelter Building or Repair		0.1%	1
Water Well Drilling		0.4%	3
Waterproofing		0.4%	3
Window Installation		1.2%	10
Window Tinting for Home		0.8%	7
Yard Equipment Rental		0.6%	5
Mobile or Cell Phone Repair		1.1%	9

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
Batteries (Home or Office)		27.4%	229
Candles		6.8%	57
Rugs		4.7%	39
Curtains or Drapes		3.6%	30
Furniture (Living Room)		3.1%	26
Storage Boxes or Tubs		3.1%	26
Floral Arrangements		3.7%	31
Linens (Bathroom)		3.7%	31
Indoor Flowers		4.5%	38
None of the above / Does not apply		53.3%	446
Air Conditioning (Buy)		2.5%	21
Awning		0.2%	2
Window Blinds (Venetian or Mini)		1.9%	16
Emergency Preparedness Kit or Supplies		2.8%	23
Firewood		0.6%	5
Carpeting		2.8%	23
Oriental Carpeting		0.4%	3
Flooring Tile		2.3%	19
Hardwood Flooring		1.8%	15
Rugs (Persian)		0.6%	5
Clocks		2.5%	21

Value		Percent	Responses
Closet System		1.6%	13
Cutlery, Flatware or Silverware		1.2%	10
Ductless Heat Pumps		0.2%	2
Fire Extinguisher		2.5%	21
Fine Art (Paintings, Pottery, Etc.)		1.4%	12
Custom Built Furniture		0.6%	5
Reconditioned Furniture		0.4%	3
Furniture (Bedroom)		1.6%	13
Furniture (Children's)		0.1%	1
Crib		0.2%	2
Furniture (Dining Room)		1.2%	10
Furniture (Home Office)		1.7%	14
Furnace		0.6%	5
Futon		0.2%	2
Safe		0.5%	4
Laminate Flooring		2.0%	17
Picture Frames		2.8%	23
Sewing Machine		0.5%	4
Reclining Chair		2.2%	18
Wallpaper		0.5%	4
Signs or Banners		0.4%	3
Hot Tub or Spa (New)		0.2%	2
Linens (Dining Room or Kitchen)		1.6%	13

Value

Percent

Responses

Tankless Water Heater



1.1%

9
















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		6.1%	51
Linens (Bedroom)		6.5%	54
None of the above / Does not apply		78.6%	657
Water Purification System (Drinking)		0.6%	5
Latex Mattress		0.4%	3
Innerspring Mattress		2.4%	20
Pillow Top Mattress		1.7%	14
Foam Mattress		1.0%	8
Memory Foam Mattress		1.2%	10
Gel Mattress		0.8%	7
Twin Size Bed		0.1%	1
Queen Size Bed		1.2%	10
King Size Bed		1.4%	12
Water Heater		1.2%	10
Smoke Alarm or Detector		1.2%	10
Remote Home Monitoring Video Camera		0.8%	7
Shutters		1.4%	12
Window Coverings		2.5%	21
Reclaimed Wood Furniture		0.1%	1
Patriotic Flags		1.7%	14
Sports Team Flags		0.5%	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		4.4%	37
Fine Art		1.7%	14
Photographs		2.8%	23
Pottery		1.9%	16
Blown Glass		1.1%	9
Stone Carvings		0.1%	1
Sculpture		0.6%	5
Artistic Wall Decor		3.9%	33
Wood Carvings		0.5%	4
Poster Art		1.2%	10
Religious Art		0.6%	5
Stained Glass		0.7%	6
Ceramics		0.8%	7
Metal Work Art		1.1%	9
Music Memorabilia		0.6%	5
Movie Memorabilia		0.5%	4
None of the above / Does not apply		88.6%	741

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























Value		Percent	Responses
Refrigerator		3.9%	33
Dishwasher		2.3%	19
Freezer		0.6%	5
Range		1.4%	12
Range Hood		0.6%	5
Wall Oven		0.7%	6
Washer		2.5%	21
Dryer		2.2%	18
Blender		0.6%	5
Instant Pot		1.4%	12
Microwave		2.3%	19
Window Air Conditioner		0.4%	3
Coffee or Espresso Machine		2.3%	19
Vacuum Cleaner		1.9%	16
None of the above / Does not apply		85.9%	718

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
Floor Mats		3.2%	27
Tires		6.6%	55
Wiper Blades		12.9%	108
None of the above / Does not apply		75.0%	627
Aftermarket Products		2.8%	23
Battery		2.8%	23
Canopy		0.1%	1
Child Car Seat		0.7%	6
Ground Effects		0.1%	1
Lights		1.4%	12
Mirror(s)		0.2%	2
Motorcycle Accessories		0.4%	3
Motorcycle Parts		0.4%	3
Performance Parts		0.2%	2
RV Accessories or Supplies		0.4%	3
Roof Rack (For Bike, Kayak, Etc.)		0.4%	3
Roof Rack (Luggage or Equipment Container)		0.2%	2
Seat Covers		1.1%	9
Spoiler		0.4%	3
Stereo System (Auto, Car or Truck)		0.1%	1
Tool Box		0.1%	1
Trailer Hitch		0.5%	4

Value		Percent	Responses
Visor		0.1%	1
Winch		0.1%	1
Window Tinting Equipment (Auto)		0.2%	2

78. Which of the following VEHICLE SERVICES do you or anyone in your household currently need? (Check all that apply.)

Value		Percent	Responses
30,000 Mile Service		6.5%	54
60,000 Mile Service		7.3%	61
100,000 Mile Service		4.3%	36
Auto Detailing		6.1%	51
Auto Repair (General)		4.4%	37
Alignment		3.7%	31
Brake Replacement, Adjustment		4.3%	36
Car Wash		41.4%	346
Gas or Service Station Services		12.1%	101
Oil Change or Lube		37.9%	317
Preventative Maintenance		14.7%	123
Tune-Up		6.5%	54
None of the above / Does not apply		28.1%	235
Auto Warranty Work (Work Covered by Warranty)		2.3%	19
Body Work		2.5%	21
Car Rental		0.5%	4
DEQ Inspection		0.1%	1
Electrical Repair		0.1%	1
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.2%	2
Motor Repair or Replacement		0.6%	5
Motorcycle Repair		0.4%	3
Muffler		0.1%	1

Value		Percent	Responses
Painting		0.8%	7
RV Maintenance or Service		0.5%	4
Safety Inspection		0.6%	5
Shocks		0.4%	3
Stereo Installation		0.2%	2
Tire Mounting or Installation		2.8%	23
Transmission or Clutch Repair		0.7%	6
Upholstery Repair		1.1%	9
Vehicle Air Conditioning Repair		1.4%	12
Vehicle Towing		0.2%	2
Windshield or Glass Repair		1.4%	12
Windshield or Window Tinting		0.7%	6

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

Value		Percent	Responses
AutoTrader.com		5.4%	45
CarFax		11.6%	97
CarGurus.com		5.9%	49
CarMax.com		9.7%	81
Cars.com		5.6%	47
KBB.com		6.6%	55
Edmunds.com		7.9%	66
Local Dealer Site		37.1%	310
Other Local Website		4.8%	40
None of the above / Does not apply		50.0%	418
Automotive.com		0.7%	6
Autoblog.com		0.2%	2
CarsDirect.com		0.8%	7
Craigslist Auto		2.2%	18
eBay Motors		1.2%	10
Facebook Dealer Page		1.3%	11
MotorTrend.com		1.7%	14
UsedCars.com		1.4%	12
Local TV Site		1.6%	13
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		38.4%	321
Beauty Products		29.2%	244
Cosmetics		36.2%	303
Babysitting		0.4%	3
Hair Care Products		45.5%	380
Hair Coloring		26.0%	217
Hair Cut		70.7%	591
Manicure		24.0%	201
Massage Therapy		10.5%	88
Pedicure		31.6%	264
None of the above / Does not apply		13.4%	112



















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)		37.6%	314
Books (Used)		17.0%	142
Books (Children's)		6.2%	52
Board Games		4.5%	38
Lottery Ticket		20.9%	175
Collectibles		1.8%	15
Comics		0.8%	7
Graphic Novels		0.7%	6
Computer Games		5.3%	44
Magazines		21.3%	178
Toys		3.3%	28
Video Console Games		1.4%	12
None of the above / Does not apply		37.1%	310

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		1.1%	9
Ceramics and Pottery		1.2%	10
Collectables		1.6%	13
Comic Books and Related Collectables		0.5%	4
Do-It-Yourself (DIY)		8.5%	71
Games or Puzzles		11.5%	96
Beer Brewing Supplies		0.8%	7
Wine Making Supplies		0.4%	3
Jewelry Making Supplies or Beads		2.2%	18
Knitting		4.9%	41
Making Arts and Crafts		7.1%	59
Paper Crafts		1.2%	10
Quilting		2.9%	24
Scrapbooking		1.8%	15
Toy Collecting		0.2%	2
Trains, Plane & Car Model Kits		0.5%	4
None of the above / Does not apply		68.8%	575









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)		2.2%	18
Attend Online College or University (Part Time)		1.6%	13
Attend Online Graduate School		0.5%	4
Attend Online Classes at Community College		1.2%	10
Learning Center		1.2%	10
Online Continuing Education Courses		4.2%	35
Online Professional Certification or Accreditation Courses		2.6%	22
Online Language Lessons (Adult)		3.1%	26
Online Music Lessons (Adult)		1.3%	11
Attend Paid Online Lecture, Seminar or Special Class		2.2%	18
Online Real Estate Classes		0.1%	1
Online Child Education or Tutoring		0.8%	7
Online Music lessons (Child)		0.2%	2
Online Language Lessons (Child)		0.1%	1
Change Online School		0.1%	1
Attend an Online Religion Based School		0.2%	2
Attend an Online Local Workshop		2.4%	20
None of the above / Does not apply		83.0%	694
















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		4.2%	35
Oil paints		1.6%	13
Acrylic Paints		5.0%	42
Markers		3.0%	25
Specialty Paper		2.5%	21
Fabric Craft Supplies		4.1%	34
Beads		2.0%	17
Art Pencils and Pens		4.8%	40
Scrapbooking Supplies		1.7%	14
None of the above / Does not apply		84.3%	705

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%	2
Drums		0.1%	1
Acoustic Guitar		0.6%	5
Electric Guitar		0.2%	2
Electric Keyboard		0.4%	3
Piano		0.2%	2
Violin		0.1%	1
None of the above / Does not apply		98.3%	822

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












Value		Percent	Responses
Greek		20.7%	173
French		8.0%	67
Asian		31.8%	266
German		11.2%	94
American (New)		32.4%	271
Italian		51.8%	433
Cajun or Creole		8.3%	69
Indian		4.9%	41
Chinese		40.1%	335
American (Traditional)		70.8%	592
Thai		14.1%	118
Middle Eastern		5.3%	44
Japanese		15.6%	130
Mexican		48.8%	408
Vietnamese		4.9%	41
Southern		35.9%	300
Tex-Mex		17.1%	143
Spanish		4.7%	39
Mediterranean		18.8%	157
None of the above / Does not apply		15.4%	129

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		21.5%	180
Fish & Chips		21.3%	178
Golf Course Restaurant, Bar or Snack Bar		10.8%	90
Barbeque		36.6%	306
Deli		31.6%	264
Breakfast or Brunch		36.8%	308
Appetizers		31.1%	260
Dessert		18.5%	155
Chicken Wings		24.0%	201
Hamburgers		54.2%	453
Chicken		44.5%	372
Frozen Yogurt		6.5%	54
Live or Raw food		3.0%	25
Tapas or Small Plates		7.8%	65
Theme Restaurants		3.8%	32
Soup		22.1%	185
Salad		39.6%	331
Pizza (Dine In)		13.0%	109
Pizza (Delivery)		16.9%	141
Steak		33.3%	278
Juice or Smoothies		6.9%	58
Sandwiches		44.6%	373

Value		Percent	Responses
Pizza (Carry Out)		53.3%	446
Pizza (Take & Bake)		8.7%	73
Seafood		47.4%	396
Vegan		3.3%	28
Steakhouse		21.9%	183
Sushi		11.8%	99
Vegetarian		5.3%	44
Pho		3.9%	33
None of the above / Does not apply		12.9%	108

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 Commercial or Business Property		0.2%	2
Purchase Condominium or Townhouse		0.5%	4
Purchase Manufactured or Modular Home		0.2%	2
Purchase Investment Property		1.0%	8
Purchase Personal Residence		1.4%	12
Purchase Custom Built Home		0.4%	3
Purchase Residential Real Estate at an Auction		0.1%	1
Purchase Land or Agricultural Property		0.8%	7
Purchase Vacation Property		0.5%	4
Purchase Other		0.1%	1
None of the above / Does not apply		95.9%	802

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 Personal Residence		2.3%	19
Sell Vacation Property		0.7%	6
Sell Condominium or Townhouse		0.5%	4
Sell Investment Property		1.6%	13
Sell Land or Agricultural Property		0.7%	6
Sell Commercial or Business Property		0.1%	1
Sell Manufactured or Modular Home		0.4%	3
Plan to Sell Home in Master-Planned Community		0.5%	4
Sell Other		0.4%	3
None of the above / Does not apply		94.0%	786







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		50.0%	6
New home, but outside of development		16.7%	2
New home that I will have contractor build		16.7%	2
Existing home less than 10 years old		50.0%	6
Existing home more than 10 years old		33.3%	4










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		1.2%	10
Rent House (Residence)		1.7%	14
Rent Manufactured or Modular Home		0.2%	2
Rent Agricultural Land		0.1%	1
Rent Subsidized Housing		0.4%	3
Rent Condo/Townhouse		1.8%	15
Rent Section 8 Housing		0.4%	3
None of the above / Does not apply		95.7%	800



















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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		3.1%	26
Use a Realtor to Buy Real Estate		1.7%	14
Use a Realtor to Buy and Sell Real Estate		1.4%	12
Plan to Sell Property Myself		0.8%	7
Use a Real Estate Broker		1.1%	9
None of the above / Does not apply		93.5%	782

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		1.3%	11
Home Remodel or Renovation Loan		0.5%	4
Business Construction Loan		0.1%	1
Home Construction Loan		0.4%	3
Equity Loan		1.1%	9
Land Loan		0.6%	5
Real Estate Loan for existing home		0.2%	2
Refinance Home		4.8%	40
None of the above / Does not apply		92.1%	770


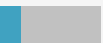
94. If you or a member of your household were to purchase a new home in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local home search? (Check all that apply.)

Value		Percent	Responses
Craigslist Homes		1.2%	10
Facebook		1.9%	16
Google		3.8%	32
Auction.com		0.2%	2
Homes & Land		2.2%	18
Homes.com		2.8%	23
HomeFinder		4.7%	39
MLS.com		13.3%	111
National Real Estate Co. Site		2.6%	22
Local MLS Site		17.9%	150
RealEstate.com		4.9%	41
Realtor.com		20.6%	172
Realty.com		2.2%	18
Redfin		1.7%	14
Trulia		11.1%	93
Zillow		35.9%	300
ZipRealty.com		0.1%	1
None of the above / Does not apply		52.3%	437

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


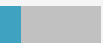
Value		Percent	Responses
Apartments.com		8.6%	72
Apartmentguide.com		4.5%	38
Craigslist		3.6%	30
Forrent.com		0.2%	2
HomeFinder.com		4.7%	39
Hotpads.com		0.4%	3
Rent.com		4.5%	38
Sublet.com		0.1%	1
Trulia		7.3%	61
Zillow		20.2%	169
None of the above / Does not apply		74.2%	620

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		78.3%	655
No, don't know who to call		21.7%	181

Total: 836












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		78.8%	659
No, don't know who to call		21.2%	177
			Total: 836

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

Value		Percent	Responses
Imported Beer		22.0%	184
Craft Beer		17.5%	146
Champagne		8.6%	72
Premium Hard Alcohol or Spirits		23.6%	197
White Wine		44.5%	372
Red Wine		44.4%	371
Major Brand Cigarettes		5.4%	45
Recreational Marijuana		0.8%	7
Marijuana Accessories		0.8%	7
Smokeless Tobacco		0.2%	2
Pipe Tobacco		1.2%	10
Discount Cigarettes		1.9%	16
Discount Hard Alcohol or Spirits		13.3%	111
Domestic Beer		30.0%	251
Electronic Cigarette Supplies		0.8%	7
Alcoholic Cider		3.6%	30
None of the above / Does not apply		26.7%	223








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		0.7%	6
Cannabis Edibles		0.6%	5
Cannabis Tinctures		0.5%	4
Cannabis Vaporizers		0.1%	1
Cannabis Pre-Rolls		0.2%	2
Cannabis Oil		2.0%	17
Cannabis Beauty & Skin Care Products		0.5%	4
Cannabis Chocolates		0.1%	1
Medical Cannabis		0.6%	5
CBD Cannabis		4.5%	38
None of the above / Does not apply		92.5%	773

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		18.8%	157
Specialty Teas		12.8%	107
Specialty Coffee		25.4%	212
Gourmet Deli Counter Items		23.7%	198
Cookies		48.2%	403
Snack Cakes		11.7%	98
Potato Chips		56.1%	469
Soft Drinks		48.7%	407
Energy Drinks		6.0%	50
Energy Bars		12.1%	101
Noodle Bowls		5.7%	48
Cupcakes		8.9%	74
Birthday Cake		10.5%	88
Beef Jerky or Meat Sticks		5.9%	49
Bottled Water		51.6%	431
Candy		38.9%	325
Fruit		73.9%	618
Nuts		56.0%	468
Chocolates		46.3%	387
Ice cream		59.2%	495
Cheese		81.7%	683
Artisan Bread		28.7%	240








Value		Percent	Responses
Artisan Meats		3.8%	32
Sports Drinks		12.0%	100
Basic Condiments		46.5%	389
Artisan Condiments		4.2%	35
Canned Sauces		31.6%	264
Cereal		63.2%	528
Milk		78.0%	652
Chicken		83.7%	700
Pork		62.7%	524
Beef		74.9%	626
Fish		60.0%	502
Pasta		68.4%	572
Snack Mixes		10.6%	89
Vegetables		73.9%	618
Olive Oil		53.2%	445
Balsamic Vinegar		26.2%	219
Frozen Entrees		41.4%	346
Eggs		88.3%	738
Locally Raised Beef, Pork, Poultry		15.6%	130
Locally Grown Fruit and Vegetables		62.9%	526
Locally Produced Honey		16.7%	140
Organic Food		17.1%	143
Pickled Vegetables		12.2%	102

Value		Percent	Responses
Artisan Cheese		18.7%	156
Alternative "Meat" Products		6.5%	54
Sausage		51.7%	432
Donuts		18.2%	152
Pastries		23.6%	197
Game Meats		1.7%	14
None of the above / Does not apply		0.8%	7

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		37.0%	309
Attend Online Religious or Spiritual Services		29.7%	248
Donate to a Charity		50.2%	420
Donate to a Church		43.7%	365
Donate to Political Party or Government Representative		17.2%	144
Volunteer at Church		19.1%	160
Volunteer for Nonprofit Group		18.3%	153
Vote in Upcoming Local Elections		41.0%	343
Vote in Upcoming State or National Elections		47.0%	393
Purchase Season Tickets for Performing Arts		6.1%	51
Attend a Holiday Themed Performance		3.6%	30
Community Activity		19.1%	160
Support an Organization		16.0%	134
Make a Donation		34.4%	288
None of the above / Does not apply		12.1%	101
Join a New Church		2.4%	20
Donate Vehicle		0.6%	5
Have a Baby		0.4%	3
Get Married		0.1%	1
Retire		1.0%	8
Look into Private Schooling for Children		0.2%	2
Register to Vote		2.4%	20

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


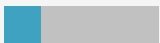
Value		Percent	Responses
Go Touring on a Bicycle		4.8%	40
Go Mountain Biking		1.9%	16
Go Camping		3.9%	33
Go Hiking		12.8%	107
Go Fishing		14.8%	124
Go Backpacking		1.1%	9
None of the above / Does not apply		71.7%	599

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		30.6%	256
Local Business Blog		3.0%	25
Local Business Email		14.0%	117
Snapchat		4.9%	41
Instagram		21.2%	177
Cinema Ads		5.7%	48
Facebook Business Page		11.0%	92
Reviews on Yelp! or Google+		15.8%	132
YouTube Promo Video		10.6%	89
Local Business Text Message		7.8%	65
Pandora		13.5%	113
Online Yellow Pages		5.0%	42
Google Search		64.5%	539
eBay		25.1%	210
Spotify		7.1%	59
Pinterest		23.1%	193
Google+ Local		6.8%	57
Clicked on Google Sponsored Ad		13.0%	109
LinkedIn		17.5%	146
Angie's List		3.3%	28
Craigslist		9.8%	82
Bing		12.9%	108



Value		Percent	Responses
Twitter		17.5%	146
Amazon		82.9%	693
None of the above / Does not apply		4.9%	41
CitySearch		1.8%	15
Digital Billboard		1.1%	9
Xing		0.2%	2

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

Value		Percent	Responses
Yes		76.2%	637
No		23.8%	199



Total: 836

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























Value		Percent	Responses
Yes		47.1%	394
No		52.9%	442

Total: 836

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

Value		Percent	Responses
Yes		38.5%	322
No		61.5%	514
			Total: 836



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		48.0%	401
Arts and Entertainment		29.8%	249
Automotive - (General)		19.6%	164
Automotive - (New Vehicle Dealership)		16.9%	141
Automotive - (Used Vehicle Dealership)		8.5%	71
Automotive - (Auto Parts store)		9.8%	82
Automotive - (Auto Repair business)		6.8%	57
Automotive - (Auto Body shop)		3.9%	33
Tire Business		15.9%	133
Beauty and Spa Related Businesses		14.7%	123
Community and State Services		23.0%	192
Education		9.7%	81
Employment Related Businesses		4.7%	39
Event Planning and Services		5.0%	42
Family Activity Related Businesses		6.3%	53
Financial Services		7.8%	65
Fitness Businesses or Providers		5.1%	43
General Retail		43.2%	361
Grocery / Market		46.3%	387
Home and Garden Related Businesses		31.3%	262
Building Supply/Lumber Business		12.9%	108
Home Service Businesses		8.7%	73

Value		Percent	Responses
Home Service Contractors		10.2%	85
Hotel and Travel Related Businesses		26.4%	221
Local Services		25.2%	211
Medical Related Businesses - (General)		15.1%	126
Medical Related Businesses - (Dentist)		7.8%	65
Medical Related Businesses - (Hospital)		4.9%	41
Nightlife Related Businesses		4.7%	39
Pet / Animal		22.0%	184
Professional Services		15.0%	125
Real Estate Service Businesses		3.6%	30
Recreation Related Businesses		4.9%	41
Restaurant / Bar / Lounge		40.3%	337
Senior Related Businesses		8.1%	68
Specialty Food and Drink		14.1%	118
General Retail - Children's Clothing Store		3.0%	25
General Retail - Clothing Accessory Store		13.3%	111
General Retail - Computer Store		8.1%	68
General Retail - Furniture Store		11.7%	98
General Retail - Hardware Store		17.5%	146
General Retail - Home Entertainment Store		4.7%	39
General Retail - Jewelry Store		5.1%	43
General Retail - Major Appliance Store		11.0%	92
General Retail - Men's Clothing Store		9.9%	83









Value		Percent	Responses
General Retail - Mobile Phone Store		5.0%	42
General Retail - Shoe Store		14.0%	117
General Retail - Women's Clothing Store		22.7%	190
None of the above / Does not apply		13.9%	116
Child Related Businesses		1.4%	12
Farm Equipment and Agriculture Businesses		2.9%	24
Medical Related Businesses - (Chiropractor)		2.4%	20
Motorsport Businesses		1.0%	8
General Retail - Farming and Agriculture Business		2.6%	22

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

Value		Percent	Responses
Yes		4.9%	41
No		95.1%	795

Total: 836

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%	22
Get a New Part Time Job		4.1%	34
Get a Temporary or Seasonal Job		2.9%	24
Use an Employment or Temporary Employment Agency		0.8%	7
Get a Second (or Third) Job		1.1%	9
Get First Job after College		0.1%	1
Apply for Unemployment Benefits		5.3%	44
None of the above / Does not apply		88.5%	740

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
Customer Service	3.1%	26
None of the above / Does not apply	84.7%	708
Agriculture	0.1%	1
Automotive	0.1%	1
Retail	1.6%	13
Admin & Clerical	2.9%	24
Warehouse	0.2%	2
Construction	1.0%	8
Accounting	1.0%	8
Hotel - Hospitality	0.8%	7
Health Care	2.8%	23
Manufacturing	0.7%	6
Entry Level (New Graduate)	0.1%	1
Grocery	1.2%	10
Banking & Finance	0.8%	7
Child Care	0.5%	4
Real Estate	0.2%	2
Insurance	0.5%	4
Legal	0.8%	7
Management	2.8%	23
Education	2.3%	19

Value		Percent	Responses
Media		0.6%	5
NonProfit		0.8%	7
Government		2.3%	19
Installation - Maintenance - Repair		1.1%	9
Restaurant - Food Services		1.0%	8
Executive Level		1.4%	12
Engineering		0.5%	4
Sales & Marketing		1.8%	15
Information Technology		1.3%	11
Skilled Labor - Trades		0.8%	7
Transportation		0.6%	5







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		10.9%	91
Local Agency Site		5.9%	49
Craigslist		2.9%	24
Facebook		2.3%	19
Indeed.com		12.9%	108
LinkedIn		13.2%	110
Monster.com		5.9%	49
CareerBuilder		5.7%	48
GlassDoor		2.9%	24
SimplyHired.com		1.4%	12
SnagAJob.com		0.5%	4
Dice.com		0.2%	2
USAjobs.gov		3.8%	32
USAjobs.org		1.2%	10
ZipRecruiter		6.3%	53
TheLadders		0.4%	3
None of the above / Does not apply		72.1%	603

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		15.8%	132
Yellow Pages directory		2.2%	18
Direct mail flyer		11.8%	99
Deal program/offer		9.4%	79
Facebook business page offer		6.8%	57
Billboard advertising		1.3%	11
None of the above / Does not apply		69.4%	580

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



Value		Percent	Responses
Read ads and keep them - using three or more		4.5%	38
Read ads and keep them - using one or two		32.5%	272
Read ads and keep them - without using any		4.4%	37
Read ads but throw away without using any		28.6%	239
Throw ads away unread		27.5%	230
Do not receive direct mail or advertisements at home or PO Box		2.4%	20

Total: 836

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 %	10 1.2%	138 16.5%	451 53.9%	16 1.9%	84 10.0%	78 9.3%	59 7.1%	836
County election Count Row %	10 1.2%	137 16.4%	465 55.6%	16 1.9%	77 9.2%	67 8.0%	64 7.7%	836
State election Count Row %	9 1.1%	173 20.7%	410 49.0%	13 1.6%	91 10.9%	84 10.0%	56 6.7%	836
Total Total Responses								836

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

Value		Percent	Responses
Yes		87.7%	733
No		12.3%	103




Total: 836

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		94.9%	793
No		5.1%	43

Total: 836

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		13.8%	115
No		38.6%	323
Does not apply		47.6%	398
			Total: 836

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

Value		Percent	Responses
Arts and Entertainment		3.4%	4
Business Consulting		6.9%	8
Education		7.8%	9
Financial Services		3.4%	4
General Retail		3.4%	4
Health and Medical		6.9%	8
Home Service Businesses		3.4%	4
Hotel and Travel		5.2%	6
Local Services		3.4%	4
Real Estate		8.6%	10
Restaurant / Bar / Lounge		4.3%	5
Other		35.3%	41
Automotive		2.6%	3
Beauty and Spa		0.9%	1
Child Related Businesses		0.9%	1
Grocery and Specialty Food/Drink		1.7%	2
Home and Garden		0.9%	1
Recreation		0.9%	1

Total: 116






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		10.4%	12
Use social media for promoting business		20.9%	24
Website optimized for mobile (responsive)		13.9%	16
Ongoing search optimization (SEO, SEM)		5.2%	6
Banner ads		1.7%	2
Cost-per-click ads (CPC, PPC)		4.3%	5
Cost-per-mille ads (CPM)		0.9%	1
Programmatic ads		0.9%	1
Retargeting ads		4.3%	5
Video ads		3.5%	4
Google ads (Adwords)		6.1%	7
Facebook ads		18.3%	21
Sponsored content		1.7%	2
Email advertising		13.9%	16
Site analytics		3.5%	4
Use a Digital Agency		3.5%	4
Digital ads through newspaper		1.7%	2
None of the above/Does not apply		60.0%	69





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		7.8%	9
None of the above / Does not apply		85.2%	98
Business Advertising		1.7%	2
Business Financial Consulting		0.9%	1
Business Cellular Phone Service		0.9%	1
Business Computer Consulting		0.9%	1
Business Construction Contractor		0.9%	1
Business Internet Service Provider		2.6%	3
Business Legal Services or Attorney		1.7%	2
Business Payroll Services		0.9%	1
Business Printing Services		0.9%	1
Business Online Meetings		0.9%	1
Business Bankruptcy		1.7%	2
Business Travel Agency		0.9%	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
Add New Locations		3.5%	4
Renovate Existing Facilities		3.5%	4
Construct New Facilities		2.6%	3
Buy or Rent Warehouse space		1.7%	2
None of the above / Does not apply		90.4%	104

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		0.9%	1
Purchase New Business Trucks		2.6%	3
Lease New Business Automobiles		2.6%	3
None of the above / Does not apply		94.8%	109

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		0.9%	1
Business Health Insurance		0.9%	1
Business Property Insurance		0.9%	1
None of the above / Does not apply		97.4%	112

124. Which age brackets do you fall into?

Value		Percent	Responses
20 - 24		0.1%	1
25 - 30		0.4%	3
31 - 34		0.8%	7
35 - 40		1.4%	12
41 - 45		1.2%	10
46 - 49		1.0%	8
50 - 54		3.1%	26
55 - 60		8.9%	74
61 - 69		34.8%	291
70 or older		48.3%	404







Total: 836

Avg 69

125. What state do you live in?







Value	Percent	Responses
South Carolina	100.0%	836
		Total: 836

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

Value		Percent	Responses
Metro / Urban		9.8%	82
Small/Mid-Size Town		27.0%	226
Suburban		28.9%	242
Rural		12.7%	106
Vacation community		19.4%	162
Other		2.2%	18



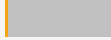

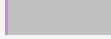
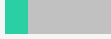





Total: 836

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

Value		Percent	Responses
High School Graduate (12th grade)		4.7%	39
Vocational or Technical Training		3.3%	28
Some College		15.3%	128
College Graduate		25.0%	209
Some Post-Graduate Study (No Advanced Degree)		11.4%	95
Post-Graduate Degree		40.3%	337








Total: 836

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

Value		Percent	Responses
Under \$20,000		2.2%	17
\$20,000 - \$24,999		1.5%	12
\$25,000 - \$29,999		2.0%	16
\$30,000 - \$34,999		1.9%	15
\$35,000 - \$39,999		4.3%	34
\$40,000 - \$44,999		2.7%	21
\$45,000 - \$49,999		3.8%	30
\$50,000 - \$74,999		21.5%	170
\$75,000 - \$99,999		17.7%	140
\$100,000 - \$124,999		16.7%	132
\$125,000 - \$149,999		7.5%	59
\$150,000 - \$200,000		9.6%	76
Over \$200,000		8.5%	67




Total: 789
Avg \$104,263

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.1%	1
Black or African-American		2.5%	21
Asian		0.5%	4
White or Caucasian		93.1%	778
Hispanic		0.4%	3
Other		0.7%	6
Prefer not to answer		2.8%	23






Total: 836

130. Are you...





Value		Percent	Responses
Male		45.1%	377
Female		53.2%	445
Prefer not to answer		1.7%	14

Total: 836

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






Value		Percent	Responses
Single Family Home		84.9%	710
Apartment		3.9%	33
Condominium		7.7%	64
Mobile Home		1.9%	16
Other		1.6%	13
			Total: 836

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		91.3%	762
Rented		6.5%	54
Occupied Without Payment of Rent		1.2%	10
Other		1.1%	9

Total: 835

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

Value		Percent	Responses
None		94.5%	789
1		3.5%	29
2		1.3%	11
3		0.2%	2
4 or more		0.5%	4
			Total: 835