

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

Response Counts



Total: 3,112

1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	3,112
		Total: 3,112










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

Value		Percent	Responses
Local Newspaper		58.8%	1,830
Local Newspaper Website		46.8%	1,457
Local TV News		70.3%	2,189
National Broadcast News		65.3%	2,031
Local Radio		12.5%	390
Apple News		6.3%	195
Facebook		24.0%	748
Twitter		4.6%	143
Nextdoor		9.8%	304
Other		11.4%	356

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

Value		Percent	Responses
Local Newspaper		18.2%	565
Local Newspaper Website		11.9%	369
Local TV News		22.0%	684
National Broadcast News		33.5%	1,041
Local Radio		2.0%	62
Apple News		0.9%	27
Facebook		1.3%	40
Twitter		0.4%	11
Other		10.1%	313
			Total: 3,112




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		83.6%	2,603
Weekly updates on Covid-19 impact on our community		34.0%	1,058
Local resources available to our community to lessen impact of Covid-19		59.8%	1,862
Personal stories on the impact of Covid-19 on households		22.3%	695
Stories on the impact of Covid-19 on employment and local economy		49.5%	1,541
Online services being offered in the community		39.4%	1,227
Unemployment resources for persons laid off		17.7%	550
Assistance resources available for local businesses		18.8%	586
Other		4.8%	150


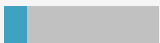
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		63.9%	1,990
New hours		61.4%	1,912
Services that are being offered		81.7%	2,542
New services being offered		52.4%	1,632
Online services being offered		60.7%	1,890
Employment needs		19.0%	592
Other		2.2%	70

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		31.7%	985
Watched Local Television		83.8%	2,607
None of the above / Does not apply		11.5%	358

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













Value		Percent	Responses
Yes		85.0%	2,645
No		15.0%	467

Total: 3,112

8. Which of the following types of publications have you or anyone in your household read in the past month? (Check all that apply.)

Value		Percent	Responses
National Daily Newspaper		30.2%	799
Local Daily Newspaper		90.2%	2,385
Local Paid Weekly Community Newspaper		14.6%	387
Local Free Weekly Print Publication		23.3%	617
Local Alternative Publication		4.8%	127
Local City or Regional Magazine		23.9%	632
Local Specialty Publication		10.1%	266
Local Business Publication		10.3%	273
Local Ethnic Publication		1.4%	38
Local Parenting Publication		1.1%	30
Local Senior Publication		7.6%	200
None of the above / Does not apply		1.9%	51

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		4.6%	142
Auto Detailing Shop		7.1%	222
Auto Glass Repair Shop		1.3%	42
Oil Change Station		38.6%	1,201
Auto Parts Store		15.0%	468
Auto Repair Shop		20.1%	626
New Vehicle Dealership		13.2%	410
Used Vehicle Dealership		3.8%	119
Recreation Vehicle (RV) Dealership		0.7%	22
RV or Camper Repair		0.7%	23
Tire Store		10.4%	325
None of the above / Does not apply		31.0%	965







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		0.3%	10
Used Farm Equipment Dealer		0.4%	11
Farm Truck and Tractor Repair Shop		0.9%	28
Agriculture Farm Supply Store		5.2%	163
Agricultural Service		0.8%	26
Farming Structure Building Contractor		0.2%	5
Animal Feed Store		6.7%	209
None of the above / Does not apply		89.2%	2,777

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		44.7%	1,391
Ethnic Food Restaurant		36.7%	1,143
Liquor Store		40.8%	1,269
Wine Shop		24.0%	748
None of the above / Does not apply		24.7%	769










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		9.8%	304
Farmers Market		28.8%	895
Grocery Store (Co-op)		27.4%	853
Grocery Store (Neighborhood/Local/Mom & Pop)		65.6%	2,041
Specialty Food Market		23.6%	735
None of the above / Does not apply		11.3%	351



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		47.8%	1,489
Day Spa		7.3%	228
Nail Salon		37.6%	1,170
None of the above / Does not apply		32.5%	1,011






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		4.8%	150
Bicycle Repair Shop		6.2%	194
Bicycle Rental Service		0.4%	14
Golf Course		15.6%	487
Gun Shooting Range		8.0%	250
Gun Store		6.0%	186
New Sporting Goods Store		13.0%	406
Used Sporting Goods Store		1.4%	43
None of the above / Does not apply		63.6%	1,980






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

Value		Percent	Responses
Catering Service		4.0%	125
None of the above / Does not apply		96.0%	2,987







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		11.3%	352
Community College		6.0%	186
Tutoring Center		1.0%	30
Private Tutor		1.3%	42
None of the above / Does not apply		83.5%	2,600








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		25.4%	791
Credit Union		8.5%	266
Financial Advisor		10.5%	328
Stockbroker		4.3%	133
None of the above / Does not apply		68.3%	2,126





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		1.3%	42
Debt Consolidation Company		1.6%	51
Payday Loan Company		0.4%	13
Tax Return Service		17.0%	529
Title Loan Company		0.9%	29
None of the above / Does not apply		80.2%	2,495

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		6.1%	190
Dentist		28.4%	883
General Practitioner		16.2%	504
Family Practitioner		16.4%	511
Optometrist		11.8%	367
Pediatrician		3.0%	94
None of the above / Does not apply		57.5%	1,790















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

Value		Percent	Responses
Dental Clinic		9.9%	309
Hospital		2.5%	78
Medical Clinic		5.9%	184
None of the above / Does not apply		85.7%	2,666



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		23.4%	727
Mental Health Provider		4.8%	149
Denture or Implant Specialist		8.5%	266
Ear, Nose & Throat Doctor		11.4%	355
Home Health Care Provider		2.4%	76
Internal Medicine Doctor		38.5%	1,198
Nutritionist or Dietician		2.1%	66
Physical Therapist		8.5%	264
Psychiatrist		3.5%	108
None of the above / Does not apply		39.2%	1,219

















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		0.2%	6
Hearing Aid Center		8.5%	263
Hospice Care Provider		0.3%	9
Laboratory or Medical Testing Facility		24.6%	766
Medical Marijuana Dispensary		2.3%	72
Medical Spa		1.3%	41
Mental Health Clinic		1.4%	45
Medical Supply Store		3.2%	100
Pain Clinic		4.6%	144
Rehabilitation Clinic		1.1%	33
Sleep Disorder Clinic		2.2%	69
Urgent Care Clinic		5.0%	155
Walk-In Clinic		4.1%	127
None of the above / Does not apply		58.6%	1,824

23. Which of the following types of HOTEL and TRAVEL BUSINESSES do you or the members of your household plan shop at or use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Taxi Service		4.5%	141
None of the above / Does not apply		95.5%	2,971





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		3.0%	94
Courier or Delivery Service		15.6%	485
Cremation Service Provider		0.6%	18
Dry Cleaning or Laundry Service		25.6%	797
Electronics Repair Shop		1.8%	56
Funeral Service Provider		0.5%	17
Information Technology (IT) Service		4.3%	135
Marriage Counselor		0.4%	13
Moving Truck Rental Company		2.0%	61
Mobile or Cell Phone Repair Shop		5.7%	177
Propane Dealer		10.1%	313
Self-Storage Facility		7.6%	237
Sewing and Alterations Shop		6.6%	205
Small Engine Repair Shop		3.0%	93
Shipping Center		18.6%	578
None of the above / Does not apply		42.5%	1,322


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

Value		Percent	Responses
Charity or Philanthropic Organization		12.8%	399
Church		45.4%	1,412
Community Organization		7.3%	228
Community Service or Non-Profit Organization		14.1%	440
None of the above / Does not apply		44.4%	1,383















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

Value		Percent	Responses
Electrician		8.8%	274
Painting Contractor		9.0%	280
Plumber or Plumbing Contractor		9.2%	287
None of the above / Does not apply		79.9%	2,488

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		5.0%	157
Concrete Contractor		1.7%	54
Furnace Contractor		0.9%	29
General Contractor		6.1%	189
Handyman		25.2%	783
Heating & Air Conditioning Service		27.1%	844
Home Security Company		3.6%	111
Junk Removal or Hauling Service		4.0%	124
Kitchen or Bath Remodeling Company		4.5%	140
Landscaping Service		28.5%	888
Mover or Moving Company		1.6%	51
New Home Builder		0.4%	14
Remodeling Contractor		4.1%	127
Roofing Contractor		4.2%	130
Septic Tank Contractor		1.5%	48
None of the above / Does not apply		36.6%	1,140



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

Value		Percent	Responses
Carpet Cleaning Service		12.2%	381
Fuel or Oil Home Heating Service		1.0%	30
Furnace Cleaning Service		2.0%	62
Home Theater Installation Service		0.5%	15
Home Gardening Service		7.6%	238
House Cleaning Service		20.8%	648
Landscaper		19.5%	608
Pest Control Service or Exterminator		32.8%	1,022
Pool Cleaning Service		9.8%	304
Shades & Blinds Installation Service		3.7%	115
Television or Internet Service Provider		21.2%	659
Water Treatment Supply & Service		1.7%	54
Window & Door Installation Service		4.2%	130
None of the above / Does not apply		33.6%	1,045



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		6.0%	187
Adult Day Care		0.4%	11
Assisted Living Facility		1.0%	32
Nursing Home		0.6%	18
Respite Relief Provider		0.4%	14
Retirement Counselor		0.9%	27
Retirement Home		0.6%	19
Senior Center		2.9%	89
None of the above / Does not apply		89.1%	2,772









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

Value		Percent	Responses
Childcare or Daycare		2.8%	86
None of the above / Does not apply		97.2%	3,026




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		10.2%	318
None of the above / Does not apply		89.8%	2,794







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		2.7%	85
Animal Shelter		2.0%	62
Bird Seed Store		7.1%	221
Pet Groomer		17.6%	547
Pet Sitter		3.5%	108
Pet Store		23.6%	735
Veterinarian		33.5%	1,043
None of the above / Does not apply		49.9%	1,552

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

Value		Percent	Responses
Realtor		5.4%	168
Real Estate Brokerage Firm		1.2%	38
None of the above / Does not apply		94.1%	2,929






















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		2.2%	67
Estate Liquidator		0.5%	16
Mortgage Banker		3.7%	114
Mortgage Broker		2.6%	81
Real Estate Appraiser		2.9%	91
None of the above / Does not apply		91.0%	2,831

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		56.3%	1,753
Family Style Restaurant		53.6%	1,668
Food Cart/ Food Truck		6.2%	194
Fine Dining Restaurant		30.7%	955
Restaurant with Lounge or Bar		27.2%	847
Pizza Restaurant		57.7%	1,795
None of the above / Does not apply		15.4%	479

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		9.3%	289
Consignment Shop		13.8%	429
Craft Supply Store		17.7%	552
Bookstore		26.5%	824
Christian Book Store		3.5%	109
Computer Store		7.5%	234
Department Store		51.6%	1,607
Discount Store		40.2%	1,250
Drugstore or Pharmacy		76.8%	2,391
Fabric Store		8.6%	267
Florist		4.8%	150
Gift Shop		7.4%	229
Gun Shop		6.6%	205
Hobby Shop		11.3%	353
Mobile Phone Store		11.1%	346
Shopping Center		37.7%	1,174
Thrift Store		18.3%	569
Wholesale, Warehouse or Club Store		38.0%	1,184
Yard Equipment Store		8.5%	265
Vitamin or Supplement Store		10.8%	335
None of the above / Does not apply		6.4%	199

Value		Percent	Responses
Equipment Rental Store		1.0%	30
Gold/Silver/Precious Metal Dealer		1.1%	35
Marijuana Dispensary		2.5%	78
Military Surplus Store		0.7%	22
Monument or Memorial Company		0.5%	15
Pawn Shop		1.3%	40
Religious Supply or Gift Shop		1.7%	54
Survival Store		0.4%	11
Security Service		0.9%	28
Yarn Store		2.7%	83

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		25.3%	788
Free delivery		40.3%	1,253
Drive-thru		61.0%	1,898
Carryout		63.9%	1,988
Curbside carryout		60.5%	1,884
Other		1.7%	52
None of the above / Does not apply		9.8%	304

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		33.0%	1,028
Carpet Store		2.5%	77
Fireplace, Wood Stove or Barbeque Store		1.0%	32
Flooring Store		5.1%	158
Furniture Store		9.2%	285
Hardware Store		37.1%	1,156
Home & Garden Center		48.5%	1,509
Home Decor Store		12.1%	377
Hot Tub or Spa Dealer		0.6%	19
Major Appliance Store		5.5%	172
Mattress or Bedding Store		5.1%	158
Outdoor Furniture Store		5.0%	156
Plant Nursery & Garden Supply Store		27.5%	855
Paint Store		11.8%	367
Tool Rental Center		1.3%	39
TV & Appliance Store		4.0%	124
Vacuum Store		1.4%	43
None of the above / Does not apply		24.1%	749




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		16.0%	498
Clothing Store		53.4%	1,662
Eyewear & Opticians Store		20.1%	625
Jewelry Store		5.0%	157
Shoe Store		29.3%	912
None of the above / Does not apply		35.4%	1,101

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		8.5%	264
Insurance Agency		7.2%	224
Legal Firm or Attorney		5.8%	179
Tax Advisor		4.5%	140
None of the above / Does not apply		80.9%	2,519




















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

Value		Percent	Responses
Employment or Staffing Agency		3.5%	109
Life Coach		0.8%	25
None of the above / Does not apply		95.9%	2,983









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%	2
Purchase New Class B RV		0.1%	3
Purchase New Class C RV		0.2%	6
Purchase New Travel Trailer or 5th Wheel		0.4%	12
Purchase New Camper Shell		0.1%	3
Purchase Used Class A RV		0.2%	6
Purchase Used Class B RV		0.3%	8
Purchase Used Class C RV		0.4%	11
Purchase Used Travel Trailer or 5th wheel		0.3%	9
Purchase Used Camper Shell		0.1%	3
None of the above / Does not apply		98.7%	3,071

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		3.6%	111
New Luxury Vehicle - Under \$50,000		1.1%	35
New Luxury Vehicle - \$50,000 - \$75,000		1.2%	36
New Luxury Vehicle - Over \$75,000		0.2%	6
New Van		0.1%	3
New Minivan		0.2%	7
New SUV		2.7%	85
New Truck		0.9%	29
New Hybrid or Electric Vehicle		0.8%	24
Used Car		2.8%	88
Used Luxury Vehicle - Under \$30,000		0.8%	24
Used Luxury Vehicle - \$30,000 - \$50,000		0.6%	18
Used Luxury Vehicle - Over \$50,000		0.2%	5
Used Van		0.2%	5
Used Minivan		0.4%	12
Used SUV		2.3%	72
Used Truck		1.4%	45
Used Hybrid or Electric Vehicle		0.4%	12
None of the above / Does not apply		88.1%	2,741

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

Value		Percent	Responses
Compact car		1.1%	34
Full-size car		1.5%	48
Luxury vehicle (any size)		1.6%	51
Midsized car		2.3%	71
Pickup truck		2.0%	61
Sport utility vehicle (SUV)		8.3%	257
Van or minivan		0.8%	25
None of the above		82.4%	2,565



Total: 3,112

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

Value		Percent	Responses
Chevrolet		4.1%	129
Ford		4.7%	145
Honda		5.4%	169
Hyundai		3.4%	105
Subaru		3.0%	94
Toyota		6.3%	197
None of the above / Does not apply		78.9%	2,454
Acura		1.2%	37
Audi		1.1%	33
BMW		2.3%	71
Buick		1.3%	41
Cadillac		1.6%	51
Chrysler		0.4%	14
Dodge		1.4%	45
Fiat		0.1%	4
GMC		1.9%	58
Infiniti		1.0%	31
Jeep		1.5%	46
Kia		2.2%	70
Land Rover		0.6%	19
Lexus		2.6%	80























Value		Percent	Responses
Lincoln		1.1%	34
Mazda		1.4%	45
Mercedes-Benz		1.7%	54
Mini		0.4%	11
Mitsubishi		0.3%	9
Nissan		2.7%	83
Porsche		0.5%	17
Saab		0.1%	3
Scion		0.1%	3
Suzuki		0.1%	3
Tesla		0.7%	23
Volkswagen		1.3%	40
Volvo		1.4%	44

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		6.3%	195
No		93.7%	2,917















Total: 3,112

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







Value		Percent	Responses
Office Equipment		5.5%	171
Printer		4.5%	139
Ink or Printer Cartridges		40.2%	1,250
Headphones		6.4%	200
Smartphone Charger		4.2%	131
Noise Canceling Headphones		3.1%	98
Surge Protector		3.1%	98
Batteries for Electronics		28.2%	879
None of the above / Does not apply		42.8%	1,332
Home Theater System		0.8%	25
GPS Device (Handheld or In-Vehicle)		0.9%	27
Satellite Radio		1.1%	35
Satellite TV System		0.5%	16
Stereo System (Home)		0.3%	10
Wi-Fi for Home		2.6%	82
Portable Speakers		1.5%	48
Wireless Speakers		1.9%	59
Smartwatch		2.5%	79
Phone or Tablet Controlled Home Tech Products		2.2%	68
Phone Calling Card		1.2%	36
Compact/Mini Projector		0.4%	14
Wearable Electronics		1.2%	37

Value		Percent	Responses
Healthcare Device		2.8%	86
Aerial Drone		0.9%	28
ShortWave Radio		0.1%	3
Wireless Hotspot		1.0%	30
Assistive Technology for Hearing		1.8%	56
Virtual Reality Headset		0.4%	14
Smart Sports Equipment		0.2%	5





















48. Do you or anyone in your household plan to buy any of these CAMERA/COMPUTER or TVs in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Camera (Digital) - Point and Shoot		0.7%	21
Camera (Digital) SLR		0.8%	26
Camera Accessories or Supplies		0.9%	29
Camera Lens		0.7%	21
Computer Accessories		3.8%	117
Computer Software		2.9%	91
E-Reader (Kindle or Similar)		1.1%	35
Tablet (iPad or Similar)		4.9%	151
Personal Computer		2.9%	89
Laptop Computer		5.8%	180
TiVo or DVR		0.4%	11
4K Ultra HD TV		3.6%	112
Smart TV		4.5%	140
None of the above / Does not apply		79.4%	2,472















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		10.7%	332
Conventional Cell Phone		3.0%	94
Prepaid Cell Phone		0.6%	20
Unlocked Cell Phone		0.8%	26
Large-Screen Smartphone		1.8%	56
None of the above / Does not apply		85.0%	2,645






















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		2.7%	84
Necklaces		2.8%	87
Engagement Rings		0.2%	6
Wedding Rings		0.5%	15
Rings (Other)		1.7%	52
Earrings		5.9%	184
Pendants		1.1%	33
Celtic Jewelry		0.5%	16
Diamond Jewelry		1.0%	30
Silver Jewelry		1.8%	55
Gemstone Jewelry		0.9%	28
Pearl Jewelry		0.7%	22
Men's Jewelry		0.7%	21
Costume Jewelry		5.1%	159
Designer Jewelry		1.2%	36
Jewelry Box or Organizer		0.5%	15
Men's High-End Watch		0.6%	18
Women's Watch		1.7%	54
Women's Jewelry		4.6%	142
None of the above / Does not apply		84.5%	2,629



















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		9.7%	301
Crop Insurance		0.1%	2
Dental Insurance		1.9%	60
Disability Insurance		0.2%	7
Homeowner Insurance		8.1%	252
Life Insurance		2.1%	65
Medical (Health) Insurance		1.9%	58
Medicare		1.6%	50
Long Term Care Insurance		0.9%	28
Pet Insurance		0.9%	28
Renters Insurance		0.9%	28
Agriculture Insurance		0.2%	5
Professional Liability Insurance		0.7%	21
None of the above / Does not apply		83.2%	2,589
















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		3.1%	98
Family Practice Doctor		7.1%	220
Optometrist		4.3%	134
Primary Care Provider		6.8%	212
Drugstore or Pharmacy		7.0%	219
None of the above / Does not apply		78.7%	2,449
Acupuncture		1.3%	42
Audiologist		1.7%	53
Counseling & Mental Health Specialist		1.6%	49
Geriatric Specialist		0.4%	14
Home Healthcare		0.3%	10
Hospital		0.9%	28
Medical Clinic		1.0%	32
Pediatric Dentist		0.4%	14
Pediatrician		1.0%	30
Wellness Business		0.5%	16
Substance Abuse Treatment Provider		0.1%	3
Weight Loss Service		1.1%	34
Alternative Care Provider		0.4%	14
Physical Therapy or Rehabilitation service provider		1.3%	42
Hearing Aid Center		1.8%	57






















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%	32
Bankruptcy Attorney		0.6%	18
Banking, Partnership & Business Law Attorney		1.9%	59
Child Support Attorney		0.4%	12
Criminal Law Attorney		0.2%	5
Disability & Social Security Attorney		0.5%	15
Divorce & Family Law Attorney		0.8%	24
DWI, DUI, OWI, OUI Attorney		0.1%	3
Employment Discrimination or Labor Issues Attorney		0.4%	13
General Practice Attorney		2.2%	69
Intellectual Property Attorney		0.3%	8
Malpractice Attorney		0.1%	4
Patent, Trademark & Copyright Attorney		0.3%	9
Probate Attorney		1.0%	30
Real Estate Attorney		3.0%	92
Taxation Attorney		0.9%	27
Wills, Trusts & Estates Attorney		14.0%	437
None of the above / Does not apply		78.1%	2,431



















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

Value		Percent	Responses
Dental Checkup		49.3%	1,534
Teeth Cleaning		45.3%	1,410
Cavity Filling		8.0%	249
Crown		8.1%	252
Oral Surgery		2.2%	69
Braces		1.9%	60
Composite Bonding		0.9%	29
Dental Implants		5.1%	160
Dental Veneers		0.7%	23
Dentures		2.1%	66
Full Mouth Reconstruction		0.4%	12
Inlays or Onlays		0.3%	9
Smile Makeover		0.4%	13
Teeth Whitening		2.9%	91
None of the above / Does not apply		26.1%	812












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		48.4%	1,507
Purchase Health Related Products		7.8%	243
Use Physical Rehabilitation Services		3.1%	95
Purchase Health and Wellness Supplements		15.4%	480
Receive Treatment for Back Pain		6.1%	191
Have an Eye/Vision Exam		32.5%	1,012
Purchase Prescription Eyeglasses		14.0%	436
Purchase Prescription Contact Lenses		5.5%	170
Have an Annual Physical or Checkup		29.5%	918
Have X-Rays Taken		4.6%	144
Have a Scheduled Surgery		3.3%	103
Have Blood Drawn for Testing		30.5%	949
Plan to Visit a Hospital for any Medical Service or Procedure		5.0%	157
Have Foot Problems Diagnosed or Treated		6.1%	191
Senior Travel		4.5%	139
Purchase Allergy Medications		15.8%	492
Use Personal Trainer or Instructor		3.6%	112
Cardiovascular Treatment		5.2%	162
Cancer Treatment		3.3%	103
Chiropractic Care		9.2%	286
Do Corrective Exercises		3.5%	110









Value		Percent	Responses
Purchase Diabetes Testing Supplies		6.0%	186
Get Vaccinations at Drug Store or Pharmacy		7.8%	242
Discretionary Health Care and Wellness Services and Products		4.6%	143
Purchase Vitamins		37.9%	1,181
Purchase Anti Anxiety Medication or Supplements		6.1%	189
None of the above / Does not apply		20.8%	647
Purchase Elder Care-Related Products or Services		1.2%	38
Purchase Medical Supplies or Equipment for Home		2.1%	64
Find Home for Aging Parent		0.4%	13
Participate in a Medical Study		0.9%	27
Stop Smoking		0.6%	20
Purchase a Mobility Device		0.4%	13
Receive Treatment for Vehicle or Workplace Injury		0.4%	11
Handicap Accessible Products		1.1%	34
Purchase Orthopedic Shoes		0.9%	28
Purchase Home Medical Testing Equipment or Supplies		1.1%	35
Hire a Personal Care Assistant		0.4%	11
Hire a Caregiver or Respite Worker		0.4%	11
Purchase "Aging in Place" Products		0.5%	17
Purchase a Medical Alert Service		0.3%	8
Have Safety Bars Installed in Bathroom		1.1%	33
Receive Treatment for a Sleep Disorder		1.8%	55
Stroke Treatment		0.1%	3

Value		Percent	Responses
Orthopaedic or Knee Surgery		2.0%	61
Memory or Alzheimer's Care		0.7%	22
Nutritional Counseling		1.1%	33
Spinal and Postural Screening		0.7%	21
Physiotherapy		1.0%	31
Receive Treatment for Substance Abuse		0.2%	6
Purchase Blood Pressure Monitoring Device		1.6%	51
Receive Aquatic Therapy		0.6%	18
Join a Weight Loss Group		1.3%	41
Purchase Weight Loss Supplements		1.4%	44
Purchase Weight Loss Food Plan		0.8%	25
Have Reflexology Treatment		0.5%	15
Hire a Weight Loss Professional		0.7%	22
Have Cataract Surgery		2.1%	65
Purchase Marijuana		2.1%	65
Have Acupuncture		2.0%	61
Receive Treatment for PTSD		0.7%	23
Purchase Hemp Based Supplements		2.5%	79










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	5
Purchase a "In-the-Ear" Hearing Aid		0.9%	29
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	16
Purchase a Digital Hearing Aid		1.1%	35
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	29
Purchase Hearing Aid Cleaning Supplies		1.1%	33
Purchase Hearing Aid Batteries		3.8%	119
Purchase a "In-the-Canal" Hearing Aid		0.9%	27
Purchase a Analog Hearing Aid		0.1%	2
Have a Hearing Exam		7.6%	236
None of the above / Does not apply		88.6%	2,758














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		0.5%	15
Pre-purchase a Funeral Plot or Cremation Service		1.9%	60
Purchase a Monument or Headstone		0.4%	14
Use a Funeral Planner		0.5%	15
Purchase Flowers for a Funeral		0.7%	22
Use a Cremation Service		0.7%	22
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	10
None of the above / Does not apply		96.1%	2,991


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%	12
Move into a Assisted Living Facility		0.2%	7
Move into a Nursing Home		0.2%	6
Move into a Alzheimer's Care Facility		0.1%	2
Move Into a Hospice Facility		0.1%	2
Hospice to your Home or House		0.3%	8
Move into Residential Care Home		0.2%	5
Utilize a Respite Provider		0.3%	8
None of the above / Does not apply		98.8%	3,075













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%	41
Open Savings Account		1.9%	58
Online Banking		47.2%	1,468
Manage Investments		19.5%	607
Manage Retirement Accounts		19.0%	592
Mortgage Line of Credit		2.4%	76
Financial Consulting		11.3%	352
Financial Services		11.1%	345
Safe Deposit Box Rental		4.1%	127
Obtain New Credit Card		1.9%	60
Payday Loan or Check Cashing Business		0.4%	11
Use Vehicle Title Loan Company		0.3%	8
None of the above / Does not apply		37.1%	1,154


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

Value		Percent	Responses
Annuities		3.1%	96
Certificates of Deposit		6.0%	188
City or State Bonds		2.0%	62
Collectibles, Antiques or Art		1.3%	39
Common or Preferred Stock		11.2%	348
Corporate Bonds or Debentures		2.4%	76
401(k)		14.5%	452
Gold or Precious Metals		1.8%	56
IRA		9.2%	286
Money Market Funds		9.2%	287
Mutual Funds		11.4%	356
Non-US Stocks		2.2%	67
Options		1.1%	35
US Savings Bonds		1.4%	43
US Treasury Notes		1.2%	37
Coins or Stamps		1.4%	45
None of the above / Does not apply		63.2%	1,966

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		0.1%	3
Business Equipment Loan		0.6%	18
Carpeting or Furniture Loan		0.2%	7
College Expenses Loan		0.7%	21
College Tuition Loan		1.5%	46
Debt Consolidation Loan		1.4%	44
Medical Expenses Loan		0.3%	8
New Vehicle Loan		2.4%	75
Used Vehicle Loan		2.1%	64
Vacation or Travel Loan		0.3%	8
Wedding Loan		0.1%	3
None of the above / Does not apply		92.7%	2,885

62. Which of the following CLOTHING, APPAREL ITEMS AND ACCESSORIES do you or the members of your household plan to buy in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Athletic Apparel		21.5%	670
Nail Polish		10.6%	330
Eyewear or Sunglasses		20.4%	634
Handbags		8.0%	249
Hats		3.4%	106
Intimate Apparel		10.3%	322
Jewelry or Accessories		7.0%	217
Perfume		6.0%	188
Men's Apparel		25.5%	795
Men's Shoes		15.3%	477
Men's Underwear		13.5%	420
Women's Apparel		43.8%	1,364
Women's Pajamas or Sleepwear		11.4%	355
Women's Shoes		28.9%	898
Women's Underwear		18.8%	584
Socks		13.0%	404
Outerwear		3.2%	100
None of the above / Does not apply		30.4%	945
Coats		1.0%	30
Watches		2.4%	74
Luggage or Bags		2.0%	61

Value		Percent	Responses
Scarves		1.8%	56
Uniforms		1.2%	36
Western Clothing		1.0%	31

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		1.1%	35
Children's Pants		5.1%	160
Children's T-Shirts		8.9%	277
Children's Dresses		4.3%	135
Children's Pajamas or Sleepwear		5.6%	173
Children's Socks		4.5%	139
Children's Shorts		8.6%	267
Infant Clothing		4.6%	142
Children's School Uniform		1.4%	45
Children's Athletic Clothing		6.0%	188
None of the above / Does not apply		85.0%	2,645























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)		21.7%	675
Boots (Men's)		1.4%	44
Cowboy Boots (Men's)		0.8%	25
Work & Safety (Men's)		2.5%	78
Sneakers		14.5%	450
Classic & Fashion Sneakers (Women's)		8.3%	258
Work & Safety (Women's)		1.5%	48
Cowboy Boots (Women's)		0.4%	13
Athletic & Outdoor Shoes (Women's)		25.7%	801
Athletic & Outdoor Shoes (Children's)		7.2%	225
Cowboy Boots (Children's)		0.3%	9
None of the above / Does not apply		52.1%	1,620

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		10.5%	328
Have Clothing Dry Cleaned		24.7%	770
Have Shoes Repaired		5.7%	176
Rent or Purchase a Costume		0.2%	7
Wash Clothing at a Laundromat		2.2%	67
Purchase Custom Made Clothing Items		0.6%	18
None of the above / Does not apply		68.2%	2,121

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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.9%	120
Bicycle Tune-Up or Repair		5.7%	178
Exercise or Fitness Equipment		5.6%	175
Fishing Rods or Reels		4.0%	126
Fishing Bait or Attractant		6.7%	210
Fishing Accessories		7.5%	232
Golf Clubs or Equipment		5.4%	169
Ammunition		9.5%	295
Swimming Gear		5.0%	156
Hand Gun		3.7%	115
None of the above / Does not apply		66.6%	2,072
Archery Equipment		0.6%	19
High End Bicycle		0.2%	6
Bicycle Rental		0.6%	19
Camping or Hiking Equipment		1.9%	58
Hunting Gear		1.0%	30
Running or Jogging Equipment		2.0%	63
Soccer Equipment		0.7%	21
Sports Equipment (Children)		1.0%	32
Trampoline		0.4%	12
Trophies or Plaques		0.1%	4
Weight Lifting Equipment		2.4%	76























Value		Percent	Responses
Used Sporting Equipment		0.7%	21
Rifle		1.7%	53
Shotgun		1.5%	46











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		24.7%	768
Bedding Flowers or Perennials		31.8%	990
Fertilizer		22.8%	708
Flower Pots		15.4%	479
Garden Ornaments		4.8%	148
Gravel or Rock		7.5%	233
Hand Garden Tools		6.7%	209
Landscaping		11.1%	344
Decorative Rock		5.5%	171
Lawn Seed, Turf or Sod		5.6%	173
Outdoor Furniture		4.5%	139
Outdoor Grill		3.8%	117
Patio Furniture		4.6%	143
Propane		11.9%	369
Shrubbery or Trees		7.3%	226
Insect or Fungus Control Products		10.3%	320
None of the above / Does not apply		36.5%	1,137
Chainsaw		1.1%	33
Fountains		1.1%	34
Gate		1.0%	31
Gazebo		0.5%	15
Indoor Garden Supplies		2.7%	85























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		1.3%	40
Outdoor Fireplace or Fire Pit		1.3%	39
Patio Heater		0.2%	7
Outdoor Infrared Heater or Fireplace		0.2%	5
Outdoor Smoker		0.8%	25
Outdoor Kitchen Equipment		0.3%	9
Outdoor Entertainment Center		0.4%	12
Patio Cover, Awning or Canopy		1.4%	43
Pole Shed		0.2%	7
Portable Outdoor Heater		0.0%	1
Power Garden Tools		1.0%	30
Lawn Mower (Push)		1.9%	59
Lawn Mower (Riding)		0.8%	25
Rototiller		0.1%	4
Screen Porch		0.9%	28
Stone (Cast, Crushed or Natural)		1.7%	53
Storage Shed		1.5%	48
Leaf Blower		1.4%	43
Outdoor Garden Flags		2.1%	66
Snow Blower		0.0%	1
Greenhouse		0.3%	9

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		12.5%	389
Bird Seed		14.0%	435
Cat Food		22.2%	691
Dog Food		33.4%	1,038
Fish Food		3.1%	95
Specialized Pet Food		4.2%	130
Other Pet Food		4.5%	139
Pet Accessories		7.1%	220
Pet Toys		10.4%	323
Annual Pet Vaccinations		21.1%	656
Annual Pet Checkups		19.1%	593
Adopt or Rescue a Pet		3.0%	94
Purchase Pet Medication		10.2%	316
Board a Pet Overnight		3.1%	96
None of the above / Does not apply		43.4%	1,351
Pet Clothing		0.9%	28
Pet Enclosure		0.5%	17
Aquarium or Tank		0.5%	17
Fish Supplies		1.5%	47
Disease Diagnosis		0.7%	21
Pet Travel Cage		0.4%	13
Pet Travel Accessories		0.4%	11

Value		Percent	Responses
Cremation or Burial Services		0.3%	10
Purchase a Pet		0.5%	15
Holistic or Alternative Pet Care		0.0%	1
Pet Tracking Device		0.4%	14
Pet Dental Care		2.3%	73
Animal Training Classes		1.3%	40
Hemp Based Pet Supplements		0.7%	21
THC Based Pet Supplements		0.4%	11
Holistic or Alternative Pet Supplements		0.3%	9
Anti Anxiety or Stress Pet Medication for Holidays		1.1%	34





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

Value		Percent	Responses
Add a Fence or Wall Structure		4.0%	126
Remodel Bathroom		5.3%	165
General Remodeling		3.4%	106
Replace Carpet		3.1%	98
Replace Flooring		4.8%	149
None of the above / Does not apply		74.0%	2,303
Add a Room		0.3%	9
Add a Home Office		0.7%	22
Add or Replace Deck		2.4%	76
Remodel Kitchen		2.8%	87
Cabinet Refacing or Resurfacing		1.8%	55
Refinish Bathtub		0.9%	29
Install a Glass Shower		1.1%	35
Remodel or Finish Basement Living Area		0.2%	5
Replace Garage Door		0.7%	21
Build a Garage		0.3%	10
Build Out-Building		0.3%	8
Build a Storage Shed		1.3%	40
Have Furniture Restored		1.5%	47
Switch from Gas to Electric		0.1%	3
Switch from Electric to Gas		0.1%	3
Install a Stair Lift		0.1%	4

Value		Percent	Responses
Install "Aging In Place" Products		0.8%	24
Install a Solar Energy System		0.5%	17
Install Security or Monitoring System		0.9%	29
Resurface or Build New Driveway		1.5%	47
Stone or Marble Work (Bathroom or Kitchen)		0.8%	26
Sealcoating		1.3%	41
Asphalt Repair		1.0%	30
Asphalt Resurfacing		0.9%	29
Residential Paving		0.7%	22
Build a "Tiny House"		0.2%	7
Replace Windows		2.9%	89
Install Handicap Accessible Addition		0.2%	5

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

Value		Percent	Responses
Ceramic Tile		4.2%	131
Decking		3.0%	93
Doors (Exterior)		3.7%	115
Fencing		3.7%	115
Hand Tools		4.7%	145
Lighting and Fixtures		4.8%	149
Lumber		4.4%	137
Paint (Exterior)		8.4%	260
Paint (Interior)		14.8%	461
Plumbing Supplies		4.1%	128
None of the above / Does not apply		61.9%	1,926
Circular Saw		0.4%	11
Doors (Interior)		1.8%	55
Electrical Supplies		2.4%	76
Furnace		0.3%	9
Generator		1.2%	37
Hardwood Products		2.0%	61
Home Security Doorbell Camera		2.3%	73
Kitchen Cabinets		2.1%	64
Lock Sets		1.7%	52
Mill Work		0.6%	20






















Value		Percent	Responses
Molding		1.6%	51
Plywood		2.0%	63
Power Tools		1.5%	48
Rain Gutters		2.0%	63
Roofing (Composition)		0.6%	20
Roofing (Other)		1.2%	38
Security Door		0.4%	13
Security Locks		0.8%	25
Screen Door		2.4%	76
Security Window Film		0.2%	7
Siding		0.7%	22
Solar Screen		0.2%	6
Water Softener System or Supplies		1.1%	33
Wet or Dry Vacuum		1.0%	31
Wood Stove or Fireplace		0.2%	7
Window Guards		0.1%	4
Windows (Double-Hung)		1.2%	37
Windows (Casement)		0.6%	19
Windows (Picture)		0.3%	8
Windows (Slider)		0.6%	20
Windows (Bay or Bow)		0.4%	11

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		8.8%	275
Air Duct Cleaning		5.3%	165
Appliance Repair		3.7%	116
Carpet Cleaning		9.0%	280
Electrical Repair		3.5%	109
Gardening Services		6.2%	194
Handyman Services		15.7%	490
Home Repair		3.9%	122
None of the above / Does not apply		55.4%	1,725
Alternative Energy Systems Installation		0.3%	9
Alternative Energy Systems (Service or Repair)		0.2%	5
Blinds Cleaning		1.8%	55
Carpenter or Woodworking		2.4%	74
Chimney Cleaning		1.2%	37
Concrete Repair		1.6%	50
Drywall Installation or Repair		1.7%	52
Electrical Panel Replacement		0.4%	13
Excavation & Wrecking		0.1%	2
Fire & Water Damage Restoration		0.4%	12
Flooring - Ceramic Tile (Installation or Repair)		2.4%	75
Flooring - Laminate (Installation or Repair)		1.8%	56






















Value		Percent	Responses
Flooring - Linoleum (Installation or Repair)		0.6%	18
Flooring - Wood (Installation or Repair)		1.9%	59
Flooring - Other (Installation or Repair)		2.1%	66
Foundation Repair		0.5%	16
Furnace Cleaning		1.4%	44
Furnace Repair		0.3%	10
Furniture Reupholster		0.9%	27
Gutter Installation or Repair		2.4%	75
Heating Repair		0.3%	9
Home Computer Repair		1.2%	37
Home Electronics Repair		0.3%	9
Home Heating Oil or Fuel Service		0.3%	10
Home Remodel		1.3%	40
























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		15.3%	476
Junk or Yard Waste Removal		5.2%	161
Recycle		5.2%	161
Landscaping Service		16.7%	520
Painting		9.4%	292
Pest Control		16.9%	526
Plumbing Repair		4.3%	135
Pool Cleaning Service		5.5%	172
Pressure Washing		10.5%	327
Trash Removal		7.1%	220
Computer Repair		3.9%	120
None of the above / Does not apply		46.2%	1,437
Home Security Service		2.3%	71
Insulation Installation or Maintenance		0.5%	16
Interior Design		1.2%	36
Sell Scrap Metal		1.0%	32
Movers		1.2%	36
Mold Inspection or Removal		0.7%	23
Party Equipment Rental		0.0%	1
Preventative Home Maintenance		2.8%	88
Roof Repair		2.4%	74

Value		Percent	Responses
Security System		1.3%	42
Septic Tank Cleaning or Repair		1.4%	43
Siding Replacement		0.6%	19
Solar Heating or Power System Installation or Repair		0.2%	6
Stucco or Exterior Coating		0.5%	17
Tool Rental		0.6%	20
Tornado or Storm Shelter Building or Repair		0.1%	3
Water Well Drilling		0.2%	6
Waterproofing		0.4%	12
Window Installation		1.8%	55
Window Tinting for Home		0.4%	14
Yard Equipment Rental		0.6%	18
Mobile or Cell Phone Repair		1.7%	54

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
Emergency Preparedness Kit or Supplies		3.7%	115
Batteries (Home or Office)		25.2%	784
Candles		8.5%	265
Rugs		4.9%	151
Curtains or Drapes		4.1%	128
Furniture (Living Room)		3.3%	102
Storage Boxes or Tubs		3.5%	108
Picture Frames		3.1%	97
Linens (Bathroom)		3.6%	113
Indoor Flowers		4.0%	123
None of the above / Does not apply		54.0%	1,679
Air Conditioning (Buy)		2.9%	89
Awning		0.7%	23
Window Blinds (Venetian or Mini)		2.8%	86
Firewood		0.7%	23
Carpeting		2.7%	83
Oriental Carpeting		0.2%	6
Flooring Tile		2.5%	77
Hardwood Flooring		1.4%	43
Rugs (Persian)		0.3%	9
Clocks		1.8%	57








Value		Percent	Responses
Closet System		1.4%	44
Cutlery, Flatware or Silverware		1.4%	45
Ductless Heat Pumps		0.2%	6
Fire Extinguisher		2.2%	68
Fine Art (Paintings, Pottery, Etc.)		1.2%	36
Custom Built Furniture		0.5%	15
Reconditioned Furniture		0.4%	13
Furniture (Bedroom)		2.4%	74
Furniture (Children's)		0.8%	26
Crib		0.2%	7
Furniture (Dining Room)		1.2%	36
Furniture (Home Office)		1.4%	44
Furnace		0.5%	16
Futon		0.5%	17
Safe		0.6%	18
Laminate Flooring		2.0%	62
Floral Arrangements		2.8%	86
Hot Tub or Spa (Used)		0.2%	6
Sewing Machine		0.7%	21
Reclining Chair		1.9%	59
Wallpaper		0.4%	13
Signs or Banners		0.7%	22
Hot Tub or Spa (New)		0.5%	15

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.7%	52
Tankless Water Heater		1.1%	34

















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

Value		Percent	Responses
Home Decor or Decorating		5.6%	174
Linens (Bedroom)		6.8%	211
None of the above / Does not apply		77.0%	2,395
Gas Burning Freestanding Stoves		0.1%	3
Water Purification System (Drinking)		0.5%	17
Solar Water Heater		0.1%	4
Latex Mattress		0.3%	10
Innerspring Mattress		2.3%	73
Pillow Top Mattress		2.1%	65
Foam Mattress		1.1%	35
Memory Foam Mattress		1.7%	54
Gel Mattress		0.9%	27
Twin Size Bed		0.7%	21
Queen Size Bed		2.0%	63
King Size Bed		2.4%	76
Water Heater		1.4%	45
Smoke Alarm or Detector		1.5%	47
Remote Home Monitoring Video Camera		0.9%	29
Shutters		1.3%	39
Window Coverings		2.5%	79
Reclaimed Wood Furniture		0.2%	5
Patriotic Flags		2.2%	67
Sports Team Flags		1.0%	31























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		3.6%	112
Fine Art		1.8%	56
Photographs		3.4%	105
Pottery		1.7%	54
Blown Glass		1.1%	33
Stone Carvings		0.3%	9
Sculpture		0.7%	23
Artistic Wall Decor		3.5%	109
Wood Carvings		0.5%	17
Poster Art		1.3%	40
Religious Art		0.7%	21
Stained Glass		0.7%	23
Ceramics		1.2%	37
Metal Work Art		1.2%	36
Music Memorabilia		0.8%	24
Movie Memorabilia		0.7%	22
None of the above / Does not apply		88.5%	2,754

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		3.4%	107
Portable Dishwasher		0.2%	5
Dishwasher		3.0%	94
Freezer		1.3%	39
Range		2.0%	61
Range Hood		0.8%	24
Wall Oven		0.7%	22
Washer		2.6%	81
Dryer		1.9%	59
Blender		1.6%	50
Instant Pot		1.6%	50
Microwave		2.7%	84
Window Air Conditioner		0.6%	18
Coffee or Espresso Machine		3.1%	95
Vacuum Cleaner		2.0%	63
None of the above / Does not apply		83.1%	2,586















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		3.0%	93
Tires		7.1%	221
Wiper Blades		12.8%	398
None of the above / Does not apply		74.9%	2,331
Aftermarket Products		2.4%	76
Canopy		0.2%	5
Child Car Seat		0.6%	19
Floor Mats		2.7%	83
Grill Guard		0.1%	3
Ground Effects		0.2%	5
Lights		1.1%	34
Mirror(s)		0.3%	9
Motorcycle Accessories		0.3%	9
Motorcycle Parts		0.5%	15
Performance Parts		0.4%	12
RV Accessories or Supplies		0.7%	22
Roof Rack (For Bike, Kayak, Etc.)		0.3%	10
Roof Rack (Luggage or Equipment Container)		0.3%	8
Running Boards		0.1%	4
Seat Covers		1.2%	37
Spoiler		0.1%	3
Step Bar		0.0%	1























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.4%	11
Tool Box		0.2%	7
Trailer Hitch		0.4%	12
Truck Bed Liner		0.1%	3
Visor		0.2%	6
Wheels or Rims		0.4%	12
Winch		0.1%	3
Window Tinting Equipment (Auto)		0.4%	13
Cargo Trailer (Vehicle Hauler)		0.0%	1
Cargo Trailer (Flat)		0.0%	1
Cargo Trailer (Motorcycle)		0.0%	1
Cargo Trailer (Boat)		0.1%	3

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

Value		Percent	Responses
30,000 Mile Service		6.7%	207
60,000 Mile Service		6.7%	208
100,000 Mile Service		4.4%	138
Auto Detailing		6.1%	190
Auto Repair (General)		4.2%	132
Alignment		3.9%	121
Brake Replacement, Adjustment		3.1%	96
Car Wash		36.5%	1,135
Gas or Service Station Services		11.2%	350
Oil Change or Lube		35.6%	1,108
Preventative Maintenance		11.8%	367
Tune-Up		6.0%	188
None of the above / Does not apply		31.0%	965
Auto Warranty Work (Work Covered by Warranty)		2.4%	76
Body Work		2.7%	83
Car Rental		1.1%	34
DEQ Inspection		0.1%	2
Electrical Repair		0.4%	12
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	14
Motor Repair or Replacement		0.5%	15
Motorcycle Repair		0.3%	9
Muffler		0.2%	5

Value		Percent	Responses
Painting		1.1%	33
RV Maintenance or Service		0.6%	18
Safety Inspection		0.9%	28
Shocks		0.6%	20
Smog Check		0.2%	7
Stereo Installation		0.3%	10
Tire Mounting or Installation		2.8%	88
Transmission or Clutch Repair		0.4%	12
Upholstery Repair		1.0%	30
Vehicle Air Conditioning Repair		1.4%	44
Vehicle Storage		0.1%	3
Vehicle Towing		0.1%	4
Windshield or Glass Repair		1.4%	44
Windshield or Window Tinting		1.3%	40

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		7.3%	227
CarFax		11.2%	349
CarGurus.com		5.9%	185
CarMax.com		9.7%	302
Cars.com		5.8%	179
KBB.com		6.3%	195
Edmunds.com		7.9%	245
Local Dealer Site		35.0%	1,090
Other Local Website		4.2%	130
None of the above / Does not apply		51.1%	1,591
Yahoo! Autos		0.4%	12
Automotive.com		0.9%	27
Autoblog.com		0.3%	9
CarsDirect.com		1.3%	40
Craigslist Auto		2.2%	70
eBay Motors		1.1%	35
Facebook Dealer Page		2.0%	61
MotorTrend.com		1.3%	42
UsedCars.com		1.5%	47
Local TV Site		1.1%	35
Local Radio Site		0.5%	17
The Car Connection		0.3%	10


















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		36.7%	1,143
Beauty Products		28.1%	874
Cosmetics		33.1%	1,029
Babysitting		0.9%	28
Hair Care Products		45.1%	1,402
Hair Coloring		30.2%	941
Hair Cut		66.3%	2,064
Manicure		29.2%	909
Massage Therapy		12.1%	375
Pedicure		35.6%	1,109
None of the above / Does not apply		14.4%	447




















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)		33.2%	1,034
Books (Used)		16.7%	520
Books (Children's)		7.8%	244
Board Games		7.7%	241
Lottery Ticket		23.3%	724
Collectibles		2.4%	75
Comics		1.3%	40
Graphic Novels		1.3%	42
Computer Games		5.7%	178
Magazines		18.5%	576
Toys		5.4%	168
Video Console Games		3.6%	112
None of the above / Does not apply		38.0%	1,182











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		1.3%	40
Ceramics and Pottery		2.0%	61
Collectables		2.1%	65
Comic Books and Related Collectables		1.0%	32
Do-It-Yourself (DIY)		10.8%	335
Games or Puzzles		13.7%	427
Beer Brewing Supplies		0.9%	29
Wine Making Supplies		0.6%	18
Jewelry Making Supplies or Beads		2.8%	88
Knitting		4.4%	138
Making Arts and Crafts		7.4%	231
Paper Crafts		2.3%	73
Quilting		2.2%	70
Scrapbooking		1.9%	60
Toy Collecting		0.6%	20
Trains, Plane & Car Model Kits		1.0%	30
None of the above / Does not apply		67.3%	2,093














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)		3.6%	113
Attend Online College or University (Part Time)		2.9%	90
Attend Online Graduate School		0.9%	29
Attend Online Classes at Community College		1.9%	58
Learning Center		0.7%	22
Online Trade School		0.1%	2
Online Continuing Education Courses		5.1%	158
Online Professional Certification or Accreditation Courses		2.7%	85
Online Language Lessons (Adult)		2.6%	80
Online Music Lessons (Adult)		1.0%	31
Attend Paid Online Lecture, Seminar or Special Class		2.4%	76
Online Real Estate Classes		0.7%	22
Online Child Education or Tutoring		1.6%	51
Online Music lessons (Child)		0.6%	18
Online Language Lessons (Child)		0.4%	14
Change Online School		0.1%	2
Attend an Online Religion Based School		0.4%	14
Attend an Online Local Workshop		2.9%	90
None of the above / Does not apply		79.2%	2,466


84. Which of the following ART and CRAFTING SUPPLIES do you or someone in your household plan to purchase over the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Brushes		6.4%	199
Oil paints		2.3%	72
Acrylic Paints		7.5%	232
Markers		4.2%	130
Specialty Paper		3.7%	115
Fabric Craft Supplies		5.5%	172
Beads		2.8%	88
Art Pencils and Pens		6.4%	198
Scrapbooking Supplies		2.0%	62
None of the above / Does not apply		81.3%	2,531























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		0.3%	9
Clarinet		0.1%	4
Drums		0.5%	16
Flute		0.1%	3
Acoustic Guitar		1.0%	31
Electric Guitar		0.4%	12
Electric Keyboard		0.6%	19
Piano		0.7%	22
Piano (High End)		0.0%	1
Trombone		0.1%	2
Trumpet		0.1%	3
Violin		0.2%	6
None of the above / Does not apply		97.0%	3,019

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		21.4%	666
French		8.8%	274
Asian		32.5%	1,010
German		7.6%	235
American (New)		32.4%	1,009
Italian		55.7%	1,733
Cajun or Creole		8.1%	253
Indian		8.1%	251
Chinese		42.3%	1,317
American (Traditional)		67.8%	2,109
Thai		20.7%	644
Middle Eastern		7.2%	224
Japanese		18.5%	577
Mexican		49.1%	1,527
Vietnamese		6.2%	194
Southern		27.7%	863
Tex-Mex		20.0%	622
Spanish		12.0%	372
Mediterranean		19.3%	602
None of the above / Does not apply		13.9%	432

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		19.2%	598
Fish & Chips		19.5%	606
Golf Course Restaurant, Bar or Snack Bar		6.8%	213
Barbeque		36.7%	1,142
Deli		31.1%	968
Breakfast or Brunch		37.0%	1,150
Appetizers		32.9%	1,024
Dessert		21.2%	659
Chicken Wings		28.0%	872
Hamburgers		51.7%	1,610
Chicken		44.5%	1,386
Frozen Yogurt		8.5%	265
Live or Raw food		4.1%	129
Tapas or Small Plates		7.6%	235
Theme Restaurants		4.4%	138
Soup		22.6%	704
Salad		39.3%	1,223
Pizza (Dine In)		13.2%	411
Pizza (Delivery)		25.0%	777
Steak		30.6%	952
Juice or Smoothies		10.2%	318
Sandwiches		42.0%	1,306

Value		Percent	Responses
Pizza (Carry Out)		48.7%	1,517
Pizza (Take & Bake)		6.5%	202
Seafood		42.4%	1,321
Vegan		3.4%	106
Steakhouse		22.3%	695
Sushi		15.6%	487
Vegetarian		6.1%	191
Pho		5.5%	170
None of the above / Does not apply		12.9%	401







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%	12
Purchase Commercial or Business Property		0.3%	8
Purchase Condominium or Townhouse		0.8%	24
Purchase Manufactured or Modular Home		0.3%	8
Purchase Investment Property		1.2%	36
Purchase Personal Residence		2.1%	66
Purchase Custom Built Home		0.3%	10
Purchase Residential Real Estate at an Auction		0.2%	5
Purchase Land or Agricultural Property		0.5%	16
Purchase Vacation Property		0.4%	13
Purchase Other		0.3%	8
None of the above / Does not apply		95.1%	2,959










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%	3
Sell Personal Residence		2.7%	84
Sell Vacation Property		0.5%	17
Sell Condominium or Townhouse		0.9%	27
Sell Investment Property		1.5%	48
Sell Land or Agricultural Property		0.7%	22
Sell Commercial or Business Property		0.4%	11
Sell Manufactured or Modular Home		0.2%	6
Plan to Sell Home in Master-Planned Community		0.3%	8
Sell Other		0.5%	17
None of the above / Does not apply		93.1%	2,898







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		30.3%	20
New home, but outside of development		18.2%	12
New home that I will have contractor build		13.6%	9
Existing home less than 10 years old		59.1%	39
Existing home more than 10 years old		54.5%	36
Other		3.0%	2











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

Value		Percent	Responses
Rent New Apartment		1.5%	46
Rent House (Residence)		2.5%	78
Rent Manufactured or Modular Home		0.2%	5
Rent or Lease Commercial Property		0.3%	10
Rent Agricultural Land		0.1%	3
Rent Subsidized Housing		0.3%	8
Rent Condo/Townhouse		2.3%	73
Rent Section 8 Housing		0.3%	8
None of the above / Does not apply		94.3%	2,934




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		3.4%	105
Use a Realtor to Buy Real Estate		2.2%	68
Use a Realtor to Buy and Sell Real Estate		2.3%	72
Plan to Sell Property Myself		1.3%	42
Use a Real Estate Broker		1.3%	40
None of the above / Does not apply		91.6%	2,851

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		1.8%	56
Home Remodel or Renovation Loan		0.6%	18
Business Construction Loan		0.3%	9
Home Construction Loan		0.4%	14
Equity Loan		1.5%	46
Land Loan		0.4%	13
Reverse Mortgage		0.2%	7
Real Estate Loan for existing home		0.9%	29
Refinance Home		4.4%	137
None of the above / Does not apply		91.1%	2,835



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		1.3%	41
Facebook		2.8%	86
Google		4.3%	135
Auction.com		0.9%	27
Homes & Land		2.0%	62
Homes.com		3.5%	110
HomeFinder		5.6%	173
MLS.com		15.5%	482
National Real Estate Co. Site		2.6%	81
Local MLS Site		16.9%	527
RealEstate.com		5.7%	177
Realtor.com		23.2%	722
Realty.com		2.9%	89
Redfin		3.8%	118
Trulia		11.0%	341
Zillow		36.1%	1,122
ZipRealty.com		0.7%	22
None of the above / Does not apply		51.2%	1,594


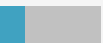
95. If you or a member of your household were to rent a residence in the NEXT 3 MONTHS, which of the following NATIONAL sources would you use for your local rental search? (Check all that apply.)

Value		Percent	Responses
Apartments.com		10.7%	332
Apartmentguide.com		4.6%	143
Craigslist		2.9%	90
Forrent.com		1.0%	32
HomeFinder.com		5.8%	182
Hotpads.com		0.8%	26
Rent.com		6.8%	211
Sublet.com		0.3%	8
Trulia		7.1%	222
Zillow		21.2%	661
None of the above / Does not apply		71.7%	2,231


















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		73.7%	2,295
No, don't know who to call		26.3%	817
			Total: 3,112
















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		74.1%	2,307
No, don't know who to call		25.9%	805
			Total: 3,112

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		20.3%	632
Craft Beer		15.5%	483
Champagne		10.0%	312
Premium Hard Alcohol or Spirits		21.9%	682
White Wine		39.6%	1,233
Red Wine		39.7%	1,235
Major Brand Cigarettes		5.6%	174
Recreational Marijuana		1.3%	39
Marijuana Accessories		1.2%	37
Smokeless Tobacco		0.6%	19
Pipe Tobacco		0.6%	20
Discount Cigarettes		2.5%	77
Discount Hard Alcohol or Spirits		10.2%	317
Domestic Beer		27.2%	845
Electronic Cigarette Supplies		1.7%	52
Alcoholic Cider		4.1%	127
None of the above / Does not apply		30.8%	958








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		1.4%	45
Cannabis Edibles		1.7%	52
Cannabis Tinctures		1.0%	32
Cannabis Vaporizers		0.7%	22
Cannabis Cleaning Tools or Supplies		0.3%	8
Cannabis Concentrates		0.9%	29
Cannabis Pre-Rolls		0.7%	21
Organic Cannabis Products		0.7%	22
Cannabis Oil		2.9%	91
Cannabis Beauty & Skin Care Products		0.8%	25
Cannabis Beverages		0.3%	9
Cannabis Chocolates		0.6%	18
Medical Cannabis		2.5%	77
CBD Cannabis		4.4%	138
None of the above / Does not apply		90.6%	2,819

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		20.9%	649
Specialty Teas		13.9%	433
Specialty Coffee		27.0%	840
Gourmet Deli Counter Items		21.8%	679
Cookies		46.8%	1,457
Snack Cakes		12.1%	377
Potato Chips		54.2%	1,688
Soft Drinks		44.5%	1,386
Energy Drinks		7.5%	234
Energy Bars		13.8%	431
Noodle Bowls		8.4%	261
Cupcakes		9.4%	292
Birthday Cake		13.5%	419
Beef Jerky or Meat Sticks		6.7%	210
Bottled Water		49.1%	1,527
Candy		34.6%	1,078
Fruit		74.6%	2,320
Nuts		54.2%	1,687
Chocolates		43.8%	1,362
Ice cream		57.4%	1,785
Cheese		79.7%	2,480
Artisan Bread		25.3%	788








Value		Percent	Responses
Artisan Meats		5.3%	165
Sports Drinks		13.1%	407
Basic Condiments		46.1%	1,434
Artisan Condiments		4.9%	153
Canned Sauces		30.6%	951
Cereal		62.6%	1,949
Milk		76.3%	2,373
Chicken		83.3%	2,592
Pork		53.5%	1,665
Beef		68.8%	2,140
Fish		59.5%	1,851
Pasta		66.5%	2,068
Snack Mixes		11.3%	351
Vegetables		73.9%	2,299
Olive Oil		52.7%	1,639
Balsamic Vinegar		26.3%	820
Frozen Entrees		43.0%	1,339
Eggs		86.6%	2,694
Locally Raised Beef, Pork, Poultry		14.8%	460
Locally Grown Fruit and Vegetables		59.1%	1,839
Locally Produced Honey		17.2%	536
Organic Food		20.8%	646
Pickled Vegetables		11.3%	351

Value		Percent	Responses
Artisan Cheese		19.9%	620
Alternative "Meat" Products		8.3%	259
Sausage		42.5%	1,323
Donuts		18.5%	577
Pastries		24.7%	770
Game Meats		1.7%	54
None of the above / Does not apply		1.3%	42

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







Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		31.7%	986
Attend Online Religious or Spiritual Services		26.4%	823
Donate to a Charity		43.5%	1,354
Donate to a Church		34.5%	1,074
Donate to Political Party or Government Representative		14.9%	465
Volunteer at Church		14.7%	459
Volunteer for Nonprofit Group		15.9%	496
Vote in Upcoming Local Elections		41.7%	1,298
Vote in Upcoming State or National Elections		47.0%	1,464
Purchase Season Tickets for Performing Arts		6.3%	197
Attend a Holiday Themed Performance		3.6%	113
Community Activity		16.5%	513
Support an Organization		14.1%	439
Make a Donation		28.3%	880
None of the above / Does not apply		16.3%	507
Join a New Church		1.5%	47
Donate Vehicle		0.5%	15
Have a Baby		0.4%	13
Get Married		0.4%	14
Retire		1.1%	34
Look into Private Schooling for Children		0.6%	19
Register to Vote		2.5%	79

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



Value		Percent	Responses
Go Touring on a Bicycle		5.1%	160
Go Mountain Biking		2.0%	62
Go Camping		6.6%	204
Go Hiking		13.7%	425
Go Fishing		14.1%	440
Go Backpacking		2.2%	67
None of the above / Does not apply		70.5%	2,195

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		28.0%	870
Local Business Blog		3.7%	114
Local Business Email		13.1%	407
Snapchat		8.7%	270
Instagram		29.7%	923
Cinema Ads		4.7%	145
Facebook Business Page		13.6%	423
Reviews on Yelp! or Google+		16.6%	517
YouTube Promo Video		11.4%	356
Local Business Text Message		6.7%	210
Pandora		16.6%	518
Online Yellow Pages		3.6%	112
Google Search		65.7%	2,045
eBay		26.9%	836
Spotify		10.7%	333
Pinterest		24.7%	768
Google+ Local		7.5%	234
Clicked on Google Sponsored Ad		12.7%	395
LinkedIn		22.4%	698
Angie's List		4.0%	123
Craigslist		9.8%	304
Bing		11.7%	363

Value		Percent	Responses
Twitter		20.2%	629
Amazon		85.1%	2,647
None of the above / Does not apply		4.2%	131
CitySearch		1.3%	40
Digital Billboard		0.6%	19
Xing		0.2%	5



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

Value		Percent	Responses
Yes		77.3%	2,405
No		22.7%	707
			Total: 3,112























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

Value		Percent	Responses
Yes		48.8%	1,518
No		51.2%	1,594
			Total: 3,112

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

Value		Percent	Responses
Yes		40.6%	1,263
No		59.4%	1,849
			Total: 3,112



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		45.8%	1,424
Arts and Entertainment		32.5%	1,012
Automotive - (General)		18.0%	560
Automotive - (New Vehicle Dealership)		16.5%	513
Automotive - (Used Vehicle Dealership)		9.1%	282
Automotive - (Auto Parts store)		10.0%	312
Automotive - (Auto Repair business)		6.4%	199
Automotive - (Auto Body shop)		3.6%	112
Tire Business		14.7%	457
Beauty and Spa Related Businesses		17.8%	553
Community and State Services		20.4%	636
Education		11.4%	354
Employment Related Businesses		7.6%	235
Event Planning and Services		6.7%	208
Family Activity Related Businesses		8.4%	260
Financial Services		8.8%	275
Fitness Businesses or Providers		6.4%	200
General Retail		42.1%	1,309
Grocery / Market		45.0%	1,401
Home and Garden Related Businesses		24.7%	769
Building Supply/Lumber Business		11.7%	363
Home Service Businesses		9.3%	290











Value		Percent	Responses
Home Service Contractors		10.5%	327
Hotel and Travel Related Businesses		24.2%	754
Local Services		24.4%	760
Medical Related Businesses - (General)		15.3%	477
Medical Related Businesses - (Dentist)		7.1%	220
Medical Related Businesses - (Hospital)		4.2%	130
Nightlife Related Businesses		5.7%	176
Pet / Animal		22.6%	704
Professional Services		14.7%	456
Real Estate Service Businesses		4.4%	136
Recreation Related Businesses		5.5%	172
Restaurant / Bar / Lounge		39.9%	1,243
Senior Related Businesses		6.5%	202
Specialty Food and Drink		15.4%	479
General Retail - Children's Clothing Store		5.1%	160
General Retail - Clothing Accessory Store		13.1%	407
General Retail - Computer Store		8.8%	275
General Retail - Furniture Store		10.9%	338
General Retail - Hardware Store		14.0%	437
General Retail - Home Entertainment Store		5.1%	160
General Retail - Jewelry Store		4.8%	150
General Retail - Major Appliance Store		10.1%	315
General Retail - Men's Clothing Store		10.3%	321

Value		Percent	Responses
General Retail - Mobile Phone Store		6.0%	186
General Retail - Shoe Store		14.5%	451
General Retail - Women's Clothing Store		22.9%	714
None of the above / Does not apply		14.1%	439
Child Related Businesses		2.9%	90
Farm Equipment and Agriculture Businesses		2.2%	70
Medical Related Businesses - (Chiropractor)		2.9%	91
Motorsport Businesses		1.3%	41
General Retail - Farming and Agriculture Business		2.1%	66

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

Value		Percent	Responses
Yes		8.9%	278
No		91.1%	2,834
			Total: 3,112

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		6.4%	199
Get a New Part Time Job		5.8%	181
Get a Temporary or Seasonal Job		3.4%	105
Use an Employment or Temporary Employment Agency		2.2%	69
Use a Career Counselor		0.4%	13
Get a Second (or Third) Job		2.6%	82
Get First Job after High School		0.4%	12
Get First Job after College		0.7%	21
Apply for Unemployment Benefits		9.1%	283
None of the above / Does not apply		81.6%	2,539

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








Value	Percent	Responses
Admin & Clerical	4.6%	143
Health Care	3.1%	97
Customer Service	4.8%	149
Management	3.1%	95
Education	3.8%	119
None of the above / Does not apply	79.0%	2,459
Agriculture	0.4%	11
Automotive	0.4%	14
Retail	2.4%	76
Warehouse	1.0%	31
Construction	0.9%	27
Accounting	1.9%	59
Hotel - Hospitality	1.4%	43
Manufacturing	0.8%	24
Entry Level (New Graduate)	1.1%	33
Grocery	1.7%	52
Banking & Finance	1.8%	55
Child Care	0.6%	20
Real Estate	0.9%	28
Insurance	0.7%	22
Legal	1.0%	32

Value		Percent	Responses
Media		1.2%	37
NonProfit		2.1%	66
Government		2.7%	84
Installation - Maintenance - Repair		0.5%	17
Restaurant - Food Services		1.4%	43
Executive Level		1.9%	59
Engineering		0.9%	27
Sales & Marketing		2.3%	73
Information Technology		1.5%	47
Skilled Labor - Trades		0.8%	25
Transportation		0.9%	27







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		13.2%	412
Local Agency Site		6.6%	205
Craigslist		3.6%	111
Facebook		3.4%	105
Indeed.com		19.8%	616
LinkedIn		17.6%	547
Monster.com		8.9%	276
CareerBuilder		9.4%	294
GlassDoor		5.9%	183
SimplyHired.com		1.7%	53
AOL Jobs		0.6%	19
SnagAJob.com		1.1%	33
Dice.com		0.6%	19
USAjobs.gov		5.4%	168
USAjobs.org		2.3%	71
ZipRecruiter		7.9%	245
JobDiagnosis		0.2%	6
TheLadders		1.0%	32
None of the above / Does not apply		63.6%	1,978

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

Value		Percent	Responses
Coupon book		13.4%	418
Yellow Pages directory		1.2%	36
Direct mail flyer		11.1%	346
Deal program/offer		7.3%	226
Facebook business page offer		7.6%	236
Billboard advertising		1.3%	42
None of the above / Does not apply		72.1%	2,243

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		4.8%	149
Read ads and keep them - using one or two		32.4%	1,009
Read ads and keep them - without using any		4.2%	131
Read ads but throw away without using any		26.7%	832
Throw ads away unread		28.4%	885
Do not receive direct mail or advertisements at home or PO Box		3.4%	106

Total: 3,112



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 %	73 2.3%	589 18.9%	1,450 46.6%	85 2.7%	304 9.8%	333 10.7%	278 8.9%	3,112
County election Count Row %	61 2.0%	576 18.5%	1,526 49.0%	92 3.0%	277 8.9%	300 9.6%	280 9.0%	3,112
State election Count Row %	80 2.6%	679 21.8%	1,346 43.3%	73 2.3%	328 10.5%	362 11.6%	244 7.8%	3,112
Total Total Responses								3112




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

Value		Percent	Responses
Yes		87.6%	2,725
No		12.4%	387
			Total: 3,112

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		94.0%	2,926
No		6.0%	186
			Total: 3,112




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		19.0%	592
No		40.3%	1,255
Does not apply		40.6%	1,265
			Total: 3,112

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

Value		Percent	Responses
Arts and Entertainment		5.0%	30
Business Consulting		6.5%	39
Education		5.5%	33
Financial Services		5.7%	34
Health and Medical		7.5%	45
Home Service Businesses		4.2%	25
Local Services		4.5%	27
Real Estate		9.2%	55
Other		29.8%	178
Apparel and Accessories		1.8%	11
Automotive		2.0%	12
Beauty and Spa		1.8%	11
Child Related Businesses		0.5%	3
Event Planning and Services		0.5%	3
Family Activity		0.5%	3
Fitness Businesses or Providers		0.3%	2
General Retail		2.3%	14
Grocery and Specialty Food/Drink		0.8%	5
Home and Garden		2.0%	12
Hotel and Travel		2.8%	17
Motorsport Businesses		0.2%	1
Pet / Animal		1.7%	10






















Total: 598

Value		Percent	Responses
Recreation		1.8%	11
Restaurant / Bar / Lounge		2.0%	12
Sales Training		0.8%	5
			Total: 598

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		9.7%	58
Use social media for promoting business		19.5%	116
Website optimized for mobile (responsive)		9.7%	58
Ongoing search optimization (SEO, SEM)		5.9%	35
Banner ads		3.9%	23
Cost-per-click ads (CPC, PPC)		4.9%	29
Cost-per-mille ads (CPM)		1.5%	9
Programmatic ads		0.8%	5
Retargeting ads		2.9%	17
Video ads		4.0%	24
Google ads (Adwords)		9.2%	55
Facebook ads		16.1%	96
Sponsored content		2.4%	14
Email advertising		13.1%	78
Site analytics		4.5%	27
Use a Digital Agency		2.2%	13
Digital ads through newspaper		2.7%	16
None of the above/Does not apply		63.2%	376

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		4.9%	29
None of the above / Does not apply		86.5%	514
Business Advertising		2.4%	14
Business Financial Consulting		0.5%	3
Business Bottled Water Delivery		0.2%	1
Business Advisory Services		0.5%	3
Business Cellular Phone Service		0.2%	1
Business Computer Consulting		0.8%	5
Business Construction Contractor		0.5%	3
Business Employment Agency		0.2%	1
Business Internet Service Provider		1.5%	9
Business Legal Services or Attorney		1.2%	7
Business Marketing Services		1.2%	7
Business Meetings or Conventions		0.7%	4
Business Payroll Services		1.0%	6
Business Printing Services		1.5%	9
Business Realty Services		0.3%	2
Business Recruitment		0.5%	3
Business Security Services		0.3%	2
Business Staffing or Temp Services		0.3%	2
Selling Small Business		0.3%	2

Value		Percent	Responses
Business Online Meetings		1.7%	10
Business Bankruptcy		0.8%	5
Business Travel Agency		0.7%	4
Business General Broadcast Media Service		0.3%	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		1.5%	9
Buy New Office		0.5%	3
Add New Locations		2.2%	13
Renovate Existing Facilities		3.0%	18
Construct New Facilities		1.4%	8
Buy or Rent Warehouse space		0.7%	4
Install New Commercial Carpeting		0.5%	3
None of the above / Does not apply		92.2%	546

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		0.5%	3
Purchase Used Business Automobiles		0.3%	2
Purchase New Business Trucks		0.7%	4
Purchase Used Business Trucks		0.7%	4
Lease New Business Automobiles		0.7%	4
Lease New Business Trucks		0.7%	4
Purchase Used Business Delivery Vehicles		0.3%	2
Purchase New Heavy Duty or Commercial Business Trucks		0.2%	1
Purchase Used Heavy Duty or Commercial Business Trucks		0.5%	3
None of the above / Does not apply		96.0%	569


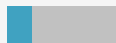




123. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		1.0%	6
Business Health Insurance		2.0%	12
Business Dental Insurance		0.8%	5
Business 401K or Retirement Program		1.2%	7
Business "Key Man" Insurance		0.5%	3
Business Property Insurance		0.7%	4
Business Commercial Insurance		1.0%	6
None of the above / Does not apply		95.1%	564

124. Which age brackets do you fall into?









Value	Percent	Responses
18 - 19	0.1%	4
20 - 24	0.3%	10
25 - 30	0.8%	24
31 - 34	1.8%	57
35 - 40	3.4%	105
41 - 45	3.5%	110
46 - 49	3.3%	103
50 - 54	6.5%	202
55 - 60	11.4%	354
61 - 69	30.6%	951
70 or older	38.3%	1,191
		Total: 3,111
		Avg 65

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

Value		Percent	Responses
Metro / Urban		17.8%	553
Small/Mid-Size Town		22.8%	709
Suburban		41.4%	1,289
Rural		8.7%	270
Vacation community		7.2%	224
Other		2.2%	67

Total: 3,112

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	3
Some High School (Not Graduate)		0.1%	4
High School Graduate (12th grade)		5.8%	180
Vocational or Technical Training		3.1%	98
Some College		16.8%	522
College Graduate		29.2%	908
Some Post-Graduate Study (No Advanced Degree)		9.2%	286
Post-Graduate Degree		35.7%	1,111

Total: 3,112






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

Value		Percent	Responses
Under \$20,000		3.6%	104
\$20,000 - \$24,999		2.5%	72
\$25,000 - \$29,999		2.2%	63
\$30,000 - \$34,999		3.1%	90
\$35,000 - \$39,999		3.8%	112
\$40,000 - \$44,999		3.3%	98
\$45,000 - \$49,999		4.3%	127
\$50,000 - \$74,999		19.8%	579
\$75,000 - \$99,999		17.6%	514
\$100,000 - \$124,999		13.6%	398
\$125,000 - \$149,999		8.5%	248
\$150,000 - \$200,000		9.6%	282
Over \$200,000		8.2%	241
			Total: 2,928
			Avg \$101,286

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.5%	15
Black or African-American		3.9%	120
Asian		0.6%	20
White or Caucasian		84.2%	2,621
Hispanic		4.9%	153
Other		1.0%	32
Prefer not to answer		4.9%	151
			Total: 3,112





129. Are you...

Value		Percent	Responses
Male		36.5%	1,136
Female		61.1%	1,902
Transgender Female		0.0%	1
Other		0.1%	2
Prefer not to answer		2.3%	71
			Total: 3,112

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


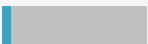



Value	Percent	Responses
Single Family Home	78.2%	2,435
Apartment	4.9%	153
Condominium	12.4%	387
Mobile Home	2.0%	63
Other	2.4%	74
		Total: 3,112

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

Value		Percent	Responses
Owned		88.0%	2,739
Rented		9.0%	281
Occupied Without Payment of Rent		1.4%	45
Other		1.5%	46

Total: 3,111

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

Value		Percent	Responses
None		86.3%	2,684
1		6.8%	211
2		4.5%	140
3		1.4%	42
4 or more		1.1%	33
			Total: 3,110