

Covid-19 Impact and Local Business Survey


Suburban Report - April 2020

Response Counts







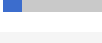
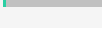

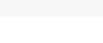


Total: 6,656


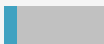







1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	6,656
			Total: 6,656

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

Value		Percent	Responses
Local Newspaper		62.8%	4,178
Local Newspaper Website		46.8%	3,115
Local TV News		68.1%	4,534
National Broadcast News		64.3%	4,278
Local Radio		16.7%	1,110
Apple News		6.1%	404
Facebook		19.2%	1,276
Twitter		4.4%	296
Nextdoor		9.0%	598
Other		13.4%	893

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

Value		Percent	Responses
Local Newspaper		20.4%	1,360
Local Newspaper Website		12.5%	834
Local TV News		19.9%	1,322
National Broadcast News		29.7%	1,974
Local Radio		3.4%	226
Apple News		0.9%	59
Facebook		0.5%	35
Twitter		0.5%	31
Other		12.2%	815
			Total: 6,656




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%	5,563
Weekly updates on Covid-19 impact on our community		35.6%	2,372
Local resources available to our community to lessen impact of Covid-19		59.4%	3,952
Personal stories on the impact of Covid-19 on households		23.3%	1,554
Stories on the impact of Covid-19 on employment and local economy		49.1%	3,268
Online services being offered in the community		40.5%	2,695
Unemployment resources for persons laid off		18.0%	1,196
Assistance resources available for local businesses		18.8%	1,251
Other		5.9%	393

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

Value		Percent	Responses
General status of the business		64.8%	4,313
New hours		64.6%	4,297
Services that are being offered		81.7%	5,438
New services being offered		54.1%	3,604
Online services being offered		63.5%	4,226
Employment needs		18.2%	1,211
Other		2.4%	160













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		39.1%	2,603
Watched Local Television		82.2%	5,474
None of the above / Does not apply		10.4%	694













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

Value		Percent	Responses
Yes	<div><div></div></div>	89.4%	5,950
No	<div><div></div></div>	10.6%	706
Total: 6,656			









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		27.7%	1,647
Local Daily Newspaper		91.9%	5,466
Local Paid Weekly Community Newspaper		12.7%	753
Local Free Weekly Print Publication		19.7%	1,171
Local Alternative Publication		5.4%	323
Local City or Regional Magazine		22.8%	1,355
Local Specialty Publication		9.6%	569
Local Business Publication		9.1%	539
Local Ethnic Publication		1.4%	86
Local Parenting Publication		1.0%	60
Local Senior Publication		9.9%	588
None of the above / Does not apply		1.6%	96

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		4.2%	278
Auto Detailing Shop		4.5%	299
Auto Glass Repair Shop		2.6%	171
Oil Change Station		38.0%	2,528
Auto Parts Store		14.2%	943
Auto Repair Shop		24.6%	1,636
New Vehicle Dealership		11.9%	795
Used Vehicle Dealership		3.2%	215
Recreation Vehicle (RV) Dealership		0.9%	63
RV or Camper Repair		1.3%	88
Tire Store		11.2%	744
None of the above / Does not apply		29.7%	1,976







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		0.2%	14
Used Farm Equipment Dealer		0.2%	10
Farm Truck and Tractor Repair Shop		0.4%	24
Agriculture Farm Supply Store		5.6%	372
Agricultural Service		1.0%	64
Farming Structure Building Contractor		0.2%	12
Animal Feed Store		6.2%	415
None of the above / Does not apply		89.0%	5,926





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

Value		Percent	Responses
Bakery		46.2%	3,073
Ethnic Food Restaurant		40.1%	2,670
Liquor Store		38.3%	2,546
Wine Shop		21.8%	1,451
None of the above / Does not apply		23.4%	1,555










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		9.6%	642
Farmers Market		27.3%	1,819
Grocery Store (Co-op)		25.5%	1,698
Grocery Store (Neighborhood/Local/Mom & Pop)		69.4%	4,620
Specialty Food Market		19.5%	1,300
None of the above / Does not apply		11.0%	733



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

Value		Percent	Responses
Barbershop		50.4%	3,354
Day Spa		7.6%	504
Nail Salon		30.8%	2,048
None of the above / Does not apply		34.6%	2,305






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		5.0%	332
Bicycle Repair Shop		6.8%	453
Bicycle Rental Service		0.3%	21
Golf Course		15.1%	1,004
Gun Shooting Range		7.2%	482
Gun Store		5.6%	372
New Sporting Goods Store		16.2%	1,081
Used Sporting Goods Store		1.7%	116
None of the above / Does not apply		62.3%	4,148






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		4.1%	272
None of the above / Does not apply		95.9%	6,384







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		10.9%	727
Community College		6.9%	461
Tutoring Center		0.9%	59
Private Tutor		1.8%	120
None of the above / Does not apply		82.6%	5,499








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		22.4%	1,490
Credit Union		11.9%	790
Financial Advisor		11.8%	783
Stockbroker		3.4%	224
None of the above / Does not apply		69.0%	4,594





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%	40
Debt Consolidation Company		1.0%	65
Payday Loan Company		0.3%	17
Tax Return Service		18.1%	1,208
Title Loan Company		2.1%	138
None of the above / Does not apply		79.5%	5,292











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

Value		Percent	Responses
Chiropractor		5.4%	359
Dentist		24.5%	1,628
General Practitioner		12.8%	854
Family Practitioner		14.2%	947
Optometrist		10.9%	727
Pediatrician		2.0%	130
None of the above / Does not apply		63.8%	4,248















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

Value		Percent	Responses
Dental Clinic		8.7%	580
Hospital		1.6%	107
Medical Clinic		6.5%	434
None of the above / Does not apply		87.0%	5,788



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		17.6%	1,170
Mental Health Provider		7.3%	488
Denture or Implant Specialist		8.0%	535
Ear, Nose & Throat Doctor		9.3%	616
Home Health Care Provider		2.4%	157
Internal Medicine Doctor		34.1%	2,272
Nutritionist or Dietician		2.3%	155
Physical Therapist		10.5%	698
Psychiatrist		3.8%	250
None of the above / Does not apply		42.8%	2,846

















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%	15
Hearing Aid Center		9.0%	600
Hospice Care Provider		0.3%	22
Laboratory or Medical Testing Facility		24.6%	1,640
Medical Marijuana Dispensary		2.7%	180
Medical Spa		0.8%	56
Mental Health Clinic		1.7%	112
Medical Supply Store		3.2%	210
Pain Clinic		3.5%	235
Rehabilitation Clinic		1.2%	79
Sleep Disorder Clinic		2.3%	150
Urgent Care Clinic		4.3%	286
Walk-In Clinic		4.4%	295
None of the above / Does not apply		58.8%	3,914

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		4.2%	282
None of the above / Does not apply		95.8%	6,374





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		2.7%	180
Courier or Delivery Service		15.5%	1,032
Cremation Service Provider		0.6%	42
Dry Cleaning or Laundry Service		24.2%	1,613
Electronics Repair Shop		1.7%	113
Funeral Service Provider		0.8%	50
Information Technology (IT) Service		4.0%	265
Marriage Counselor		0.5%	32
Moving Truck Rental Company		1.8%	118
Mobile or Cell Phone Repair Shop		4.1%	274
Propane Dealer		9.4%	624
Self-Storage Facility		6.7%	443
Sewing and Alterations Shop		6.1%	409
Small Engine Repair Shop		2.7%	177
Shipping Center		18.6%	1,239
None of the above / Does not apply		43.4%	2,892


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		12.9%	857
Church		43.8%	2,918
Community Organization		8.1%	538
Community Service or Non-Profit Organization		15.6%	1,041
None of the above / Does not apply		45.0%	2,993















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

Value		Percent	Responses
Electrician		8.2%	547
Painting Contractor		9.3%	619
Plumber or Plumbing Contractor		8.5%	564
None of the above / Does not apply		80.2%	5,338










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

Value		Percent	Responses
Air Duct Cleaning Service		4.4%	293
Concrete Contractor		3.1%	208
Furnace Contractor		1.9%	124
General Contractor		6.3%	422
Handyman		20.4%	1,355
Heating & Air Conditioning Service		23.3%	1,552
Home Security Company		3.3%	217
Junk Removal or Hauling Service		5.7%	382
Kitchen or Bath Remodeling Company		4.8%	320
Landscaping Service		28.8%	1,918
Mover or Moving Company		1.7%	111
New Home Builder		0.4%	28
Remodeling Contractor		4.1%	271
Roofing Contractor		3.4%	229
Septic Tank Contractor		1.7%	110
None of the above / Does not apply		38.6%	2,568



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		14.5%	962
Fuel or Oil Home Heating Service		1.7%	114
Furnace Cleaning Service		4.0%	269
Home Theater Installation Service		0.3%	22
Home Gardening Service		11.1%	742
House Cleaning Service		19.6%	1,305
Landscaper		18.8%	1,254
Pest Control Service or Exterminator		22.8%	1,520
Pool Cleaning Service		5.3%	351
Shades & Blinds Installation Service		3.8%	255
Television or Internet Service Provider		20.5%	1,365
Water Treatment Supply & Service		1.3%	84
Window & Door Installation Service		3.8%	254
None of the above / Does not apply		34.8%	2,313



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		4.3%	284
Adult Day Care		0.3%	21
Assisted Living Facility		0.9%	58
Nursing Home		0.6%	42
Respite Relief Provider		0.4%	28
Retirement Counselor		0.7%	46
Retirement Home		0.6%	42
Senior Center		5.9%	393
None of the above / Does not apply		88.0%	5,856









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		2.0%	136
None of the above / Does not apply		98.0%	6,520




31. Which of the following CHILD related BUSINESSES do you or members of your household plan to shop at or purchase from, in the NEXT 3 MONTH HS? (Check all that apply.)

Value		Percent	Responses
Children's Clothing Store		10.3%	687
None of the above / Does not apply		89.7%	5,969







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		3.3%	220
Animal Shelter		2.1%	143
Bird Seed Store		8.0%	533
Pet Groomer		16.6%	1,108
Pet Sitter		3.2%	212
Pet Store		26.7%	1,776
Veterinarian		32.9%	2,192
None of the above / Does not apply		48.2%	3,211

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

Value		Percent	Responses
Realtor		4.1%	270
Real Estate Brokerage Firm		1.1%	71
None of the above / Does not apply		95.4%	6,348

















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		1.5%	103
Estate Liquidator		0.4%	29
Mortgage Banker		3.2%	210
Mortgage Broker		2.9%	196
Real Estate Appraiser		3.4%	223
None of the above / Does not apply		91.5%	6,092

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		58.1%	3,869
Family Style Restaurant		53.9%	3,585
Food Cart/ Food Truck		8.4%	560
Fine Dining Restaurant		26.5%	1,763
Restaurant with Lounge or Bar		25.1%	1,671
Pizza Restaurant		58.6%	3,898
None of the above / Does not apply		16.1%	1,070

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		9.4%	624
Consignment Shop		9.2%	614
Craft Supply Store		21.4%	1,427
Bookstore		30.5%	2,028
Christian Book Store		3.8%	253
Computer Store		8.1%	541
Department Store		48.5%	3,230
Discount Store		35.8%	2,385
Drugstore or Pharmacy		74.1%	4,933
Fabric Store		11.5%	763
Florist		5.4%	360
Gift Shop		6.9%	457
Gun Shop		5.5%	365
Hobby Shop		11.0%	730
Marijuana Dispensary		5.4%	362
Mobile Phone Store		9.9%	656
Shopping Center		35.5%	2,361
Thrift Store		17.5%	1,162
Wholesale, Warehouse or Club Store		45.4%	3,025
Yarn Store		3.4%	226
Yard Equipment Store		11.6%	774

Value		Percent	Responses
Vitamin or Supplement Store		10.2%	682
None of the above / Does not apply		6.4%	424
Equipment Rental Store		2.0%	132
Gold/Silver/Precious Metal Dealer		1.3%	87
Military Surplus Store		0.8%	52
Monument or Memorial Company		0.5%	33
Pawn Shop		1.0%	68
Religious Supply or Gift Shop		2.2%	147
Survival Store		0.6%	40
Security Service		0.9%	60







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		27.5%	1,831
Free delivery		41.7%	2,773
Drive-thru		61.9%	4,122
Carryout		64.8%	4,316
Curbside carryout		59.8%	3,977
Other		1.4%	90
None of the above / Does not apply		9.3%	621






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%	2,485
Carpet Store		3.6%	241
Fireplace, Wood Stove or Barbeque Store		2.1%	142
Flooring Store		5.7%	381
Furniture Store		8.8%	583
Hardware Store		42.7%	2,843
Home & Garden Center		58.4%	3,887
Home Decor Store		10.0%	663
Hot Tub or Spa Dealer		1.6%	106
Major Appliance Store		5.3%	352
Mattress or Bedding Store		4.9%	326
Outdoor Furniture Store		5.0%	331
Plant Nursery & Garden Supply Store		38.4%	2,556
Paint Store		13.5%	898
Tool Rental Center		1.8%	118
TV & Appliance Store		3.1%	206
Vacuum Store		1.6%	108
None of the above / Does not apply		18.0%	1,196




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		12.8%	849
Clothing Store		51.9%	3,453
Eyewear & Opticians Store		20.6%	1,372
Jewelry Store		3.2%	214
Shoe Store		28.8%	1,919
None of the above / Does not apply		36.5%	2,428












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		7.1%	472
Insurance Agency		4.9%	325
Legal Firm or Attorney		5.0%	336
Tax Advisor		4.6%	304
None of the above / Does not apply		83.7%	5,572




















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		2.7%	181
Life Coach		0.8%	52
None of the above / Does not apply		96.7%	6,437






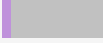


42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.0%	2
Purchase New Class B RV		0.1%	6
Purchase New Class C RV		0.1%	7
Purchase New Travel Trailer or 5th Wheel		0.2%	13
Purchase New Camper Shell		0.0%	2
Purchase Used Class A RV		0.2%	13
Purchase Used Class B RV		0.2%	14
Purchase Used Class C RV		0.2%	13
Purchase Used Travel Trailer or 5th wheel		0.4%	24
Purchase Used Camper Shell		0.1%	5
None of the above / Does not apply		98.9%	6,585

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






















Value		Percent	Responses
New Car		2.3%	156
New Luxury Vehicle - Under \$50,000		0.8%	55
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	39
New Luxury Vehicle - Over \$75,000		0.2%	13
New Van		0.0%	2
New Minivan		0.2%	12
New SUV		2.8%	188
New Truck		0.8%	52
New Hybrid or Electric Vehicle		0.9%	61
Used Car		3.4%	223
Used Luxury Vehicle - Under \$30,000		0.6%	39
Used Luxury Vehicle - \$30,000 - \$50,000		0.5%	31
Used Luxury Vehicle - Over \$50,000		0.1%	7
Used Van		0.0%	2
Used Minivan		0.3%	18
Used SUV		2.3%	154
Used Truck		1.0%	68
Used Hybrid or Electric Vehicle		0.6%	41
None of the above / Does not apply		88.0%	5,854














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

Value		Percent	Responses
Compact car		1.7%	111
Full-size car		1.2%	83
Luxury vehicle (any size)		1.1%	76
Midsize car		2.2%	145
Pickup truck		1.9%	127
Sport utility vehicle (SUV)		8.6%	575
Van or minivan		0.7%	47
None of the above		82.5%	5,492



Total: 6,656

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		3.8%	256
Ford		4.5%	297
Honda		5.2%	349
Subaru		4.0%	263
Toyota		6.9%	462
None of the above / Does not apply		80.8%	5,381
Acura		1.2%	83
Audi		1.1%	74
BMW		1.1%	75
Buick		1.2%	83
Cadillac		0.8%	55
Chrysler		0.7%	46
Dodge		1.6%	104
Fiat		0.1%	7
GMC		2.2%	148
Hyundai		2.9%	192
Infiniti		0.7%	47
Jeep		1.5%	102
Kia		2.2%	147
Land Rover		0.3%	23
Lexus		1.7%	113

Value		Percent	Responses
Lincoln		0.7%	44
Mazda		1.6%	106
Mercedes-Benz		0.9%	60
Mini		0.1%	8
Mitsubishi		0.2%	16
Nissan		2.3%	150
Porsche		0.3%	18
Saab		0.1%	4
Scion		0.1%	4
Suzuki		0.1%	7
Tesla		0.9%	62
Volkswagen		1.3%	84
Volvo		0.9%	59

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		5.0%	332
No		95.0%	6,324
Total: 6,656			

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		6.0%	398
Printer		4.9%	328
Ink or Printer Cartridges		40.4%	2,692
Headphones		7.0%	469
Smartphone Charger		4.0%	263
Batteries for Electronics		30.9%	2,060
None of the above / Does not apply		41.2%	2,745
Home Theater System		0.6%	40
GPS Device (Handheld or In-Vehicle)		0.9%	58
Satellite Radio		1.1%	70
Satellite TV System		0.3%	17
Stereo System (Home)		0.5%	35
Wi-Fi for Home		2.2%	145
Portable Speakers		1.2%	80
Wireless Speakers		1.8%	120
Smartwatch		2.0%	136
Phone or Tablet Controlled Home Tech Products		2.0%	132
Noise Canceling Headphones		2.6%	171
Phone Calling Card		0.7%	48
Compact/Mini Projector		0.3%	17
Wearable Electronics		0.7%	46
Healthcare Device		2.6%	174

Value		Percent	Responses
Surge Protector		2.7%	180
Aerial Drone		0.6%	39
ShortWave Radio		0.2%	15
Wireless Hotspot		1.0%	68
Assistive Technology for Hearing		2.3%	150
Virtual Reality Headset		0.3%	20
Smart Sports Equipment		0.2%	13





















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		0.3%	23
Camera (Digital) SLR		0.7%	46
Camera Accessories or Supplies		1.0%	67
Camera Lens		0.7%	46
Computer Accessories		4.1%	276
Computer Software		3.2%	214
E-Reader (Kindle or Similar)		1.1%	70
Tablet (iPad or Similar)		3.5%	236
Personal Computer		2.6%	171
Laptop Computer		6.1%	406
TiVo or DVR		0.4%	26
4K Ultra HD TV		2.7%	180
Smart TV		3.3%	217
None of the above / Does not apply		80.1%	5,329















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%	703
Conventional Cell Phone		2.7%	177
Prepaid Cell Phone		0.6%	37
Unlocked Cell Phone		1.0%	67
Large-Screen Smartphone		1.7%	112
None of the above / Does not apply		85.5%	5,693






















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		2.0%	132
Necklaces		2.1%	140
Engagement Rings		0.2%	12
Wedding Rings		0.3%	19
Rings (Other)		1.3%	86
Earrings		5.2%	345
Pendants		1.0%	67
Celtic Jewelry		0.6%	42
Diamond Jewelry		0.7%	49
Silver Jewelry		1.7%	110
Gemstone Jewelry		1.0%	67
Pearl Jewelry		0.3%	17
Men's Jewelry		0.4%	24
Costume Jewelry		3.9%	261
Designer Jewelry		0.8%	54
Jewelry Box or Organizer		0.4%	26
Men's High-End Watch		0.3%	19
Women's Watch		1.2%	79
Women's Jewelry		3.8%	252
None of the above / Does not apply		87.0%	5,790

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

Value		Percent	Responses
Auto Insurance		6.4%	423
Crop Insurance		0.1%	6
Dental Insurance		1.6%	104
Disability Insurance		0.2%	13
Homeowner Insurance		5.4%	361
Life Insurance		2.0%	132
Medical (Health) Insurance		1.3%	85
Medicare		1.2%	82
Long Term Care Insurance		0.8%	52
Pet Insurance		0.7%	47
Renters Insurance		0.8%	55
Agriculture Insurance		0.2%	11
Professional Liability Insurance		0.4%	29
None of the above / Does not apply		87.2%	5,801
















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

Value		Percent	Responses
Family Practice Doctor		5.4%	362
Optometrist		3.8%	252
Primary Care Provider		5.2%	349
Drugstore or Pharmacy		5.9%	396
None of the above / Does not apply		81.5%	5,425
Acupuncture		1.4%	90
Audiologist		1.3%	89
Chiropractor		2.8%	188
Counseling & Mental Health Specialist		1.7%	116
Geriatric Specialist		0.3%	17
Home Healthcare		0.2%	12
Hospital		0.7%	46
Medical Clinic		1.7%	115
Pediatric Dentist		0.3%	21
Pediatrician		0.4%	29
Wellness Business		0.4%	24
Substance Abuse Treatment Provider		0.0%	3
Weight Loss Service		0.8%	53
Alternative Care Provider		0.4%	26
Physical Therapy or Rehabilitation service provider		1.7%	113
Hearing Aid Center		1.7%	112

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		0.7%	48
Bankruptcy Attorney		0.4%	24
Banking, Partnership & Business Law Attorney		1.3%	87
Child Support Attorney		0.3%	20
Criminal Law Attorney		0.1%	8
Disability & Social Security Attorney		0.3%	17
Divorce & Family Law Attorney		0.7%	49
DWI, DUI, OWI, OUI Attorney		0.1%	5
Employment Discrimination or Labor Issues Attorney		0.4%	25
General Practice Attorney		1.7%	114
Intellectual Property Attorney		0.1%	6
Malpractice Attorney		0.1%	7
Patent, Trademark & Copyright Attorney		0.1%	5
Probate Attorney		0.7%	49
Real Estate Attorney		1.7%	111
Taxation Attorney		0.5%	32
Wills, Trusts & Estates Attorney		15.9%	1,060
None of the above / Does not apply		78.4%	5,221

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

Value		Percent	Responses
Dental Checkup		51.5%	3,426
Teeth Cleaning		45.0%	2,998
Cavity Filling		7.3%	485
Crown		8.0%	535
Oral Surgery		2.1%	140
Braces		2.4%	157
Composite Bonding		0.9%	58
Dental Implants		4.6%	308
Dental Veneers		0.3%	18
Dentures		1.3%	87
Full Mouth Reconstruction		0.2%	16
Inlays or Onlays		0.3%	19
Smile Makeover		0.2%	14
Teeth Whitening		2.2%	146
None of the above / Does not apply		24.9%	1,655












55. Which of the following HEALTH and WELLNESS SERVICES, PRODUCTS and PLANS do you or any members of your household have in the NEXT 3 MONTHS?
(Check all that apply.)

Value		Percent	Responses
Fill Medical Prescriptions		51.3%	3,416
Purchase Health Related Products		8.2%	543
Use Physical Rehabilitation Services		3.4%	229
Purchase Health and Wellness Supplements		17.2%	1,143
Receive Treatment for Back Pain		5.3%	351
Have an Eye/Vision Exam		32.7%	2,174
Purchase Prescription Eyeglasses		15.9%	1,058
Purchase Prescription Contact Lenses		5.6%	370
Have an Annual Physical or Checkup		28.8%	1,917
Have X-Rays Taken		4.0%	266
Have a Scheduled Surgery		3.5%	231
Have Blood Drawn for Testing		28.0%	1,866
Plan to Visit a Hospital for any Medical Service or Procedure		6.0%	399
Have Foot Problems Diagnosed or Treated		5.5%	367
Senior Travel		4.1%	272
Purchase Allergy Medications		17.0%	1,132
Use Personal Trainer or Instructor		4.1%	271
Cardiovascular Treatment		4.5%	298
Cancer Treatment		3.8%	256
Chiropractic Care		11.0%	735
Do Corrective Exercises		4.8%	317









Value		Percent	Responses
Purchase Diabetes Testing Supplies		6.2%	411
Get Vaccinations at Drug Store or Pharmacy		7.0%	468
Discretionary Health Care and Wellness Services and Products		5.1%	339
Purchase Marijuana		3.7%	249
Purchase Vitamins		38.8%	2,581
Purchase Anti Anxiety Medication or Supplements		6.3%	416
None of the above / Does not apply		18.9%	1,261
Purchase Elder Care-Related Products or Services		1.2%	77
Purchase Medical Supplies or Equipment for Home		2.1%	140
Find Home for Aging Parent		0.5%	35
Participate in a Medical Study		1.0%	68
Stop Smoking		0.9%	58
Purchase a Mobility Device		0.5%	31
Receive Treatment for Vehicle or Workplace Injury		0.3%	19
Handicap Accessible Products		1.0%	66
Purchase Orthopedic Shoes		1.0%	66
Purchase Home Medical Testing Equipment or Supplies		1.1%	72
Hire a Personal Care Assistant		0.2%	11
Hire a Caregiver or Respite Worker		0.5%	33
Purchase "Aging in Place" Products		0.7%	45
Purchase a Medical Alert Service		0.4%	27
Have Safety Bars Installed in Bathroom		0.9%	59
Receive Treatment for a Sleep Disorder		2.4%	158

Value		Percent	Responses
Stroke Treatment		0.2%	12
Orthopaedic or Knee Surgery		1.6%	104
Memory or Alzheimer's Care		0.6%	43
Nutritional Counseling		1.4%	95
Spinal and Postural Screening		0.5%	30
Physiotherapy		1.0%	69
Receive Treatment for Substance Abuse		0.2%	11
Purchase Blood Pressure Monitoring Device		1.4%	92
Receive Aquatic Therapy		0.7%	44
Join a Weight Loss Group		1.1%	75
Purchase Weight Loss Supplements		1.1%	74
Purchase Weight Loss Food Plan		0.8%	52
Have Reflexology Treatment		0.4%	28
Hire a Weight Loss Professional		0.4%	26
Have Cataract Surgery		1.8%	118
Have Acupuncture		2.5%	166
Receive Treatment for PTSD		0.9%	63
Purchase Hemp Based Supplements		2.7%	179










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		0.1%	7
Purchase a "In-the-Ear" Hearing Aid		0.9%	57
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	33
Purchase a Digital Hearing Aid		1.0%	67
Purchase a "Behind-the-Ear" Hearing Aid		0.7%	46
Purchase Hearing Aid Cleaning Supplies		1.3%	86
Purchase Hearing Aid Batteries		5.1%	342
Purchase a "In-the-Canal" Hearing Aid		0.6%	41
Purchase a Analog Hearing Aid		0.1%	5
Have a Hearing Exam		8.1%	538
None of the above / Does not apply		87.1%	5,796














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%	34
Pre-purchase a Funeral Plot or Cremation Service		2.5%	166
Purchase a Monument or Headstone		0.6%	38
Use a Funeral Planner		0.8%	50
Purchase Flowers for a Funeral		0.7%	44
Use a Cremation Service		0.8%	52
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	15
None of the above / Does not apply		95.2%	6,338

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		0.7%	46
Move into a Assisted Living Facility		0.4%	29
Move into a Nursing Home		0.2%	10
Move into a Alzheimer's Care Facility		0.1%	8
Move Into a Hospice Facility		0.1%	6
Hospice to your Home or House		0.3%	22
Move into Residential Care Home		0.1%	7
Utilize a Respite Provider		0.3%	23
None of the above / Does not apply		98.1%	6,529













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		1.2%	83
Open Savings Account		1.3%	88
Online Banking		48.8%	3,249
Manage Investments		21.8%	1,451
Manage Retirement Accounts		22.8%	1,518
Mortgage Line of Credit		2.8%	189
Financial Consulting		13.6%	908
Financial Services		12.1%	805
Safe Deposit Box Rental		5.0%	330
Obtain New Credit Card		1.3%	85
Payday Loan or Check Cashing Business		0.2%	14
Use Vehicle Title Loan Company		0.2%	16
None of the above / Does not apply		34.1%	2,270

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

Value		Percent	Responses
Annuities		2.9%	196
Certificates of Deposit		7.1%	470
City or State Bonds		1.9%	126
Collectibles, Antiques or Art		0.9%	63
Common or Preferred Stock		10.7%	715
Corporate Bonds or Debentures		2.5%	168
401(k)		18.8%	1,252
Gold or Precious Metals		1.2%	83
IRA		12.0%	802
Money Market Funds		10.0%	668
Mutual Funds		13.7%	915
Non-US Stocks		2.2%	145
Options		0.7%	47
US Savings Bonds		1.1%	73
US Treasury Notes		1.5%	100
Coins or Stamps		1.4%	94
None of the above / Does not apply		59.2%	3,942

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%	8
Business Equipment Loan		0.2%	15
Carpeting or Furniture Loan		0.1%	9
College Expenses Loan		0.7%	45
College Tuition Loan		1.5%	103
Debt Consolidation Loan		1.3%	84
Medical Expenses Loan		0.2%	11
New Vehicle Loan		2.0%	136
Used Vehicle Loan		1.9%	127
Vacation or Travel Loan		0.1%	8
Wedding Loan		0.1%	8
None of the above / Does not apply		93.4%	6,218

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













Value		Percent	Responses
Athletic Apparel		23.6%	1,572
Nail Polish		8.4%	562
Eyewear or Sunglasses		20.5%	1,366
Handbags		7.3%	483
Hats		3.8%	255
Intimate Apparel		10.0%	668
Jewelry or Accessories		5.9%	393
Perfume		4.1%	271
Men's Apparel		27.8%	1,851
Men's Shoes		17.4%	1,160
Men's Underwear		13.6%	907
Women's Apparel		45.0%	2,993
Women's Pajamas or Sleepwear		10.9%	726
Women's Shoes		29.4%	1,960
Women's Underwear		19.1%	1,269
Socks		16.6%	1,105
Outerwear		4.4%	296
None of the above / Does not apply		29.7%	1,979
Coats		1.9%	127
Watches		1.9%	125
Luggage or Bags		1.8%	121

Value		Percent	Responses
Scarves		1.8%	119
Uniforms		1.2%	79
Western Clothing		1.4%	95








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

Value		Percent	Responses
Children's Sweaters		1.2%	80
Children's Pants		5.6%	371
Children's T-Shirts		8.9%	595
Children's Dresses		4.3%	285
Children's Pajamas or Sleepwear		5.1%	340
Children's Socks		4.6%	304
Children's Shorts		8.4%	557
Infant Clothing		5.1%	338
Children's School Uniform		0.7%	46
Children's Athletic Clothing		5.7%	380
None of the above / Does not apply		84.0%	5,592

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



Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		24.5%	1,629
Boots (Men's)		1.7%	115
Cowboy Boots (Men's)		0.6%	41
Work & Safety (Men's)		2.2%	146
Sneakers		13.4%	891
Classic & Fashion Sneakers (Women's)		9.1%	604
Work & Safety (Women's)		1.5%	99
Cowboy Boots (Women's)		0.5%	36
Athletic & Outdoor Shoes (Women's)		27.7%	1,847
Athletic & Outdoor Shoes (Children's)		6.9%	457
Cowboy Boots (Children's)		0.1%	7
None of the above / Does not apply		49.8%	3,314

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		9.9%	657
Have Clothing Dry Cleaned		24.0%	1,599
Have Shoes Repaired		5.9%	394
Rent or Purchase a Costume		0.2%	13
Wash Clothing at a Laundromat		2.6%	170
Purchase Custom Made Clothing Items		0.5%	32
None of the above / Does not apply		68.1%	4,536

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		7.3%	485
Camping or Hiking Equipment		4.0%	265
Exercise or Fitness Equipment		6.2%	410
Fishing Bait or Attractant		5.4%	362
Fishing Accessories		7.1%	472
Golf Clubs or Equipment		5.5%	366
Ammunition		8.0%	533
Swimming Gear		4.6%	303
Hand Gun		3.0%	201
None of the above / Does not apply		65.5%	4,359
Archery Equipment		0.5%	36
Bicycle or Mountain Bike (Adult)		2.9%	193
High End Bicycle		0.3%	20
Bicycle Rental		0.5%	33
Fishing Rods or Reels		2.7%	178
Hunting Gear		0.7%	49
Running or Jogging Equipment		2.9%	196
Soccer Equipment		0.9%	58
Sports Equipment (Children)		1.6%	109
Trampoline		0.3%	20
Trophies or Plaques		0.2%	16
Weight Lifting Equipment		2.5%	166























Value		Percent	Responses
Used Sporting Equipment		1.0%	67
Rifle		1.1%	76
Shotgun		1.2%	80

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		35.7%	2,375
Bedding Flowers or Perennials		48.1%	3,199
Fertilizer		30.0%	1,995
Flower Pots		18.3%	1,218
Garden Ornaments		6.5%	435
Gravel or Rock		9.9%	657
Hand Garden Tools		9.7%	644
Landscaping		12.9%	857
Indoor Garden Supplies		3.0%	200
Decorative Rock		7.4%	491
Lawn Seed, Turf or Sod		9.2%	614
Outdoor Furniture		5.6%	376
Outdoor Grill		3.4%	224
Patio Furniture		5.5%	368
Propane		14.6%	969
Shrubbery or Trees		10.0%	665
Stone (Cast, Crushed or Natural)		3.3%	222
Insect or Fungus Control Products		10.7%	710
None of the above / Does not apply		24.9%	1,660
Chainsaw		0.8%	50
Fountains		1.7%	112
Gate		1.2%	83























Value		Percent	Responses
Gazebo		0.5%	36
Insects (Bees or Other Beneficial Species)		1.5%	102
Outdoor Fireplace or Fire Pit		2.0%	130
Patio Heater		0.5%	33
Outdoor Infrared Heater or Fireplace		0.3%	21
Outdoor Smoker		0.6%	43
Outdoor Kitchen Equipment		0.5%	32
Outdoor Entertainment Center		0.3%	20
Patio Cover, Awning or Canopy		1.9%	127
Pole Shed		0.2%	16
Portable Outdoor Heater		0.2%	10
Power Garden Tools		1.3%	87
Lawn Mower (Push)		1.9%	126
Lawn Mower (Riding)		0.4%	27
Rototiller		0.4%	25
Screen Porch		0.6%	40
Storage Shed		2.3%	150
Leaf Blower		1.2%	81
Outdoor Garden Flags		1.7%	114
Snow Blower		0.1%	8
Greenhouse		0.5%	31

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

Value		Percent	Responses
Any Pet-Related Products or Services		13.5%	900
Bird Seed		14.3%	951
Cat Food		23.3%	1,554
Dog Food		34.5%	2,298
Fish Food		3.2%	215
Specialized Pet Food		4.7%	312
Other Pet Food		4.7%	314
Pet Accessories		7.2%	481
Pet Toys		11.4%	756
Annual Pet Vaccinations		20.6%	1,374
Annual Pet Checkups		19.9%	1,326
Adopt or Rescue a Pet		3.4%	225
Purchase Pet Medication		10.1%	671
Board a Pet Overnight		3.0%	198
None of the above / Does not apply		41.5%	2,759
Pet Clothing		1.0%	64
Pet Enclosure		0.3%	21
Aquarium or Tank		0.5%	34
Fish Supplies		1.8%	120
Disease Diagnosis		0.6%	40
Pet Travel Cage		0.4%	24
Pet Travel Accessories		0.3%	19






















Value		Percent	Responses
Cremation or Burial Services		0.3%	19
Purchase a Pet		0.7%	44
Holistic or Alternative Pet Care		0.5%	31
Pet Tracking Device		0.5%	30
Pet Dental Care		2.7%	182
Animal Training Classes		1.9%	126
Hemp Based Pet Supplements		0.6%	41
THC Based Pet Supplements		0.4%	27
Holistic or Alternative Pet Supplements		0.5%	34
Anti Anxiety or Stress Pet Medication for Holidays		1.2%	79

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

Value		Percent	Responses
Add or Replace Deck		3.1%	205
Add a Fence or Wall Structure		5.3%	356
Remodel Bathroom		5.5%	367
General Remodeling		3.9%	258
Replace Carpet		4.6%	308
Replace Flooring		5.3%	355
Replace Windows		3.0%	202
None of the above / Does not apply		69.8%	4,647
Add a Room		0.3%	18
Add a Home Office		0.6%	38
Remodel Kitchen		2.5%	165
Cabinet Refacing or Resurfacing		1.9%	124
Refinish Bathtub		0.7%	46
Install a Glass Shower		1.3%	87
Remodel or Finish Basement Living Area		0.5%	36
Replace Garage Door		1.0%	65
Build a Garage		0.3%	20
Build Out-Building		0.4%	28
Build a Storage Shed		1.9%	126
Have Furniture Restored		1.6%	106
Switch from Gas to Electric		0.1%	8
Switch from Electric to Gas		0.3%	20






















Value		Percent	Responses
Install a Stair Lift		0.1%	9
Install "Aging In Place" Products		1.0%	65
Install a Solar Energy System		0.4%	29
Install Security or Monitoring System		0.8%	50
Resurface or Build New Driveway		1.8%	117
Stone or Marble Work (Bathroom or Kitchen)		1.0%	65
Sealcoating		2.1%	143
Asphalt Repair		1.2%	77
Asphalt Resurfacing		1.2%	82
Residential Paving		0.6%	42
Build a "Tiny House"		0.1%	9
Install Handicap Accessible Addition		0.1%	7














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		3.4%	228
Decking		4.1%	272
Doors (Exterior)		3.6%	240
Fencing		5.5%	369
Hand Tools		4.5%	299
Lighting and Fixtures		5.4%	357
Lumber		6.4%	425
Paint (Exterior)		9.0%	599
Paint (Interior)		15.8%	1,049
Plumbing Supplies		4.1%	275
Screen Door		3.3%	219
None of the above / Does not apply		57.4%	3,818
Circular Saw		0.3%	19
Doors (Interior)		2.0%	134
Electrical Supplies		2.5%	164
Furnace		0.6%	37
Generator		0.7%	44
Hardwood Products		2.2%	148
Home Security Doorbell Camera		2.1%	140
Kitchen Cabinets		1.6%	109
Lock Sets		1.9%	128






















Value		Percent	Responses
Mill Work		0.6%	40
Molding		2.1%	138
Plywood		2.5%	167
Power Tools		1.7%	113
Rain Gutters		1.9%	128
Roofing (Composition)		1.3%	87
Roofing (Other)		0.8%	56
Security Door		0.7%	49
Security Locks		0.7%	45
Security Window Film		0.2%	11
Siding		0.9%	59
Solar Screen		0.2%	12
Water Softener System or Supplies		1.5%	100
Wet or Dry Vacuum		0.9%	59
Wood Stove or Fireplace		0.5%	30
Window Guards		0.2%	14
Windows (Double-Hung)		1.4%	93
Windows (Casement)		0.8%	54
Windows (Picture)		0.4%	28
Windows (Slider)		0.8%	54
Windows (Bay or Bow)		0.3%	22

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		5.8%	387
Air Duct Cleaning		5.2%	343
Appliance Repair		3.4%	226
Carpet Cleaning		10.5%	696
Electrical Repair		3.4%	226
Furnace Cleaning		3.8%	256
Gardening Services		9.0%	602
Handyman Services		13.1%	871
Home Repair		4.0%	268
None of the above / Does not apply		53.9%	3,585
Alternative Energy Systems Installation		0.2%	15
Alternative Energy Systems (Service or Repair)		0.2%	14
Blinds Cleaning		1.5%	103
Carpenter or Woodworking		2.3%	150
Chimney Cleaning		2.0%	132
Concrete Repair		2.8%	185
Drywall Installation or Repair		2.1%	139
Electrical Panel Replacement		0.4%	29
Excavation & Wrecking		0.2%	14
Fire & Water Damage Restoration		0.3%	19
Flooring - Ceramic Tile (Installation or Repair)		1.4%	95






















Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.5%	164
Flooring - Linoleum (Installation or Repair)		0.6%	42
Flooring - Wood (Installation or Repair)		2.3%	154
Flooring - Other (Installation or Repair)		1.9%	124
Foundation Repair		0.8%	52
Furnace Repair		0.9%	63
Furniture Reupholster		1.0%	65
Gutter Installation or Repair		2.1%	138
Heating Repair		0.5%	36
Home Computer Repair		1.1%	76
Home Electronics Repair		0.3%	17
Home Heating Oil or Fuel Service		0.5%	36
Home Remodel		1.8%	121

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		14.4%	957
Junk or Yard Waste Removal		6.9%	462
Recycle		6.7%	447
Landscaping Service		17.1%	1,136
Painting		10.0%	668
Pest Control		12.0%	798
Plumbing Repair		4.6%	308
Pool Cleaning Service		3.0%	203
Pressure Washing		6.7%	449
Preventative Home Maintenance		3.3%	221
Trash Removal		8.4%	556
Computer Repair		3.2%	215
None of the above / Does not apply		46.5%	3,095
Home Security Service		1.8%	121
Insulation Installation or Maintenance		0.6%	38
Interior Design		0.9%	63
Sell Scrap Metal		0.8%	55
Movers		1.3%	86
Mold Inspection or Removal		0.4%	28
Party Equipment Rental		0.2%	12
Roof Repair		1.9%	127

Value		Percent	Responses
Security System		1.1%	73
Septic Tank Cleaning or Repair		1.2%	77
Siding Replacement		0.8%	53
Snow Removal		0.1%	7
Solar Heating or Power System Installation or Repair		0.3%	18
Stucco or Exterior Coating		0.2%	11
Tool Rental		0.8%	55
Tornado or Storm Shelter Building or Repair		0.0%	1
Water Well Drilling		0.1%	4
Waterproofing		0.4%	24
Window Installation		1.9%	129
Window Tinting for Home		0.1%	9
Yard Equipment Rental		1.2%	80
Mobile or Cell Phone Repair		1.2%	83
























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

Value		Percent	Responses
Window Blinds (Venetian or Mini)		3.0%	199
Batteries (Home or Office)		26.9%	1,788
Candles		8.2%	543
Carpeting		3.7%	247
Rugs		4.4%	292
Curtains or Drapes		4.6%	304
Furniture (Living Room)		4.0%	267
Storage Boxes or Tubs		4.1%	274
Floral Arrangements		3.3%	221
Picture Frames		3.7%	246
Linens (Bathroom)		3.9%	261
Indoor Flowers		4.5%	300
None of the above / Does not apply		51.5%	3,430
Air Conditioning (Buy)		2.3%	150
Awning		0.9%	58
Emergency Preparedness Kit or Supplies		2.8%	189
Firewood		1.4%	94
Oriental Carpeting		0.2%	11
Flooring Tile		2.0%	131
Hardwood Flooring		1.6%	105
Rugs (Persian)		0.3%	21














Value		Percent	Responses
Clocks		1.4%	91
Closet System		1.4%	91
Cutlery, Flatware or Silverware		1.1%	72
Ductless Heat Pumps		0.2%	12
Fire Extinguisher		2.4%	161
Fine Art (Paintings, Pottery, Etc.)		1.2%	81
Custom Built Furniture		0.3%	22
Reconditioned Furniture		0.3%	20
Furniture (Bedroom)		2.2%	147
Furniture (Children's)		0.4%	25
Crib		0.2%	14
Furniture (Dining Room)		0.8%	54
Furniture (Home Office)		1.4%	95
Furnace		0.6%	41
Futon		0.3%	18
Safe		0.6%	42
Laminate Flooring		2.4%	157
Hot Tub or Spa (Used)		0.2%	10
Sewing Machine		0.7%	47
Reclining Chair		2.2%	144
Wallpaper		0.6%	37
Signs or Banners		0.4%	25
Hot Tub or Spa (New)		0.3%	23

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.4%	93
Tankless Water Heater		0.8%	51















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		5.1%	339
Linens (Bedroom)		6.0%	397
Window Coverings		3.0%	201
None of the above / Does not apply		77.7%	5,172
Gas Burning Freestanding Stoves		0.1%	7
Water Purification System (Drinking)		0.4%	29
Solar Water Heater		0.1%	7
Latex Mattress		0.2%	12
Innerspring Mattress		2.6%	175
Pillow Top Mattress		1.6%	109
Foam Mattress		1.6%	109
Memory Foam Mattress		1.8%	123
Gel Mattress		0.8%	55
Twin Size Bed		0.6%	37
Queen Size Bed		2.0%	133
King Size Bed		1.9%	127
Water Heater		1.3%	85
Smoke Alarm or Detector		1.7%	110
Remote Home Monitoring Video Camera		0.8%	53
Shutters		0.8%	51
Reclaimed Wood Furniture		0.2%	14
Patriotic Flags		1.9%	126
Sports Team Flags		0.6%	41























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

Value		Percent	Responses
Paintings		3.0%	199
Fine Art		1.5%	99
Photographs		3.2%	213
Pottery		1.7%	112
Blown Glass		1.0%	65
Stone Carvings		0.3%	17
Sculpture		0.7%	49
Artistic Wall Decor		3.8%	255
Wood Carvings		0.5%	30
Poster Art		1.2%	78
Religious Art		0.5%	35
Stained Glass		0.7%	49
Ceramics		1.2%	78
Metal Work Art		1.2%	78
Music Memorabilia		0.7%	44
Movie Memorabilia		0.5%	34
None of the above / Does not apply		88.7%	5,906

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























Value		Percent	Responses
Refrigerator		2.9%	193
Portable Dishwasher		0.1%	6
Dishwasher		3.1%	206
Freezer		0.9%	61
Range		1.9%	124
Range Hood		1.1%	76
Wall Oven		0.8%	51
Washer		2.0%	130
Dryer		1.5%	99
Blender		1.4%	94
Instant Pot		1.6%	104
Microwave		2.7%	178
Window Air Conditioner		0.7%	44
Coffee or Espresso Machine		2.9%	196
Vacuum Cleaner		2.1%	141
None of the above / Does not apply		83.3%	5,542

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		3.4%	225
Tires		6.0%	401
Wiper Blades		13.1%	872
None of the above / Does not apply		73.6%	4,899
Aftermarket Products		2.4%	157
Canopy		0.1%	9
Child Car Seat		0.7%	46
Floor Mats		2.6%	173
Grill Guard		0.1%	6
Ground Effects		0.1%	4
Lights		1.1%	72
Mirror(s)		0.2%	15
Motorcycle Accessories		0.7%	46
Motorcycle Parts		0.9%	61
Performance Parts		0.5%	33
RV Accessories or Supplies		1.3%	87
Roof Rack (For Bike, Kayak, Etc.)		0.4%	25
Roof Rack (Luggage or Equipment Container)		0.3%	17
Running Boards		0.2%	11
Seat Covers		1.2%	78
Step Bar		0.1%	5
Stereo System (Auto, Car or Truck)		0.4%	25























Value		Percent	Responses
Tool Box		0.1%	7
Trailer Hitch		0.5%	32
Truck Bed Liner		0.1%	9
Visor		0.1%	4
Wheels or Rims		0.4%	24
Winch		0.0%	3
Window Tinting Equipment (Auto)		0.3%	23
Cargo Trailer (Vehicle Hauler)		0.0%	2
Cargo Trailer (Flat)		0.0%	3
Cargo Trailer (Motorcycle)		0.0%	3
Cargo Trailer (Boat)		0.0%	3
Cargo Trailer (Box)		0.2%	10

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		6.1%	404
60,000 Mile Service		6.6%	437
100,000 Mile Service		5.5%	363
Auto Detailing		5.0%	335
Auto Repair (General)		4.9%	323
Alignment		3.6%	241
Brake Replacement, Adjustment		3.2%	216
Car Wash		38.7%	2,575
Gas or Service Station Services		14.3%	953
Oil Change or Lube		39.4%	2,622
Preventative Maintenance		13.5%	898
Safety Inspection		4.2%	279
Tire Mounting or Installation		3.5%	233
Tune-Up		6.0%	398
Windshield or Glass Repair		3.3%	222
None of the above / Does not apply		27.6%	1,839
Auto Warranty Work (Work Covered by Warranty)		2.5%	169
Body Work		2.5%	166
Car Rental		1.1%	72
DEQ Inspection		0.3%	22
Electrical Repair		0.6%	39
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	28

Value		Percent	Responses
Motor Repair or Replacement		0.3%	19
Motorcycle Repair		0.4%	27
Muffler		0.3%	19
Painting		0.6%	41
RV Maintenance or Service		1.0%	67
Shocks		0.8%	52
Smog Check		1.1%	73
Stereo Installation		0.4%	29
Transmission or Clutch Repair		0.6%	37
Upholstery Repair		0.8%	51
Vehicle Air Conditioning Repair		0.9%	59
Vehicle Storage		0.4%	25
Vehicle Towing		0.2%	10
Windshield or Window Tinting		0.6%	42

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

Value		Percent	Responses
AutoTrader.com		8.2%	546
CarFax		12.2%	811
CarGurus.com		5.8%	384
CarMax.com		9.2%	614
Cars.com		7.0%	466
Craigslist Auto		5.1%	339
KBB.com		7.0%	467
Edmunds.com		8.8%	589
Local Dealer Site		35.6%	2,370
Other Local Website		4.0%	269
None of the above / Does not apply		50.2%	3,338
Yahoo! Autos		0.3%	17
Automotive.com		0.7%	46
Autoblog.com		0.2%	15
CarsDirect.com		1.2%	83
eBay Motors		1.2%	83
Facebook Dealer Page		1.7%	112
MotorTrend.com		1.6%	106
UsedCars.com		1.9%	129
Local TV Site		0.6%	37
Local Radio Site		0.3%	18
The Car Connection		0.2%	15


















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		36.5%	2,430
Beauty Products		27.8%	1,853
Cosmetics		32.5%	2,163
Babysitting		1.0%	64
Hair Care Products		45.3%	3,015
Hair Coloring		28.8%	1,916
Hair Cut		70.0%	4,660
Manicure		23.2%	1,541
Massage Therapy		14.9%	995
Pedicure		29.7%	1,980
None of the above / Does not apply		13.7%	911




















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%	2,505
Books (Used)		21.4%	1,423
Books (Children's)		9.1%	605
Board Games		9.2%	611
Lottery Ticket		20.5%	1,367
Collectibles		2.4%	160
Comics		1.4%	91
Graphic Novels		1.7%	110
Computer Games		6.3%	420
Magazines		20.0%	1,328
Toys		6.1%	404
Video Console Games		4.4%	292
None of the above / Does not apply		34.0%	2,264











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.6%	109
Ceramics and Pottery		1.5%	98
Collectables		2.2%	144
Comic Books and Related Collectables		1.0%	66
Do-It-Yourself (DIY)		11.8%	788
Games or Puzzles		15.3%	1,020
Beer Brewing Supplies		1.4%	90
Wine Making Supplies		0.6%	41
Jewelry Making Supplies or Beads		2.5%	167
Knitting		5.8%	389
Making Arts and Crafts		7.9%	524
Paper Crafts		3.2%	216
Quilting		4.1%	271
Scrapbooking		2.9%	192
Toy Collecting		0.5%	32
Trains, Plane & Car Model Kits		1.7%	114
None of the above / Does not apply		61.9%	4,122














83. Which of the following EDUCATION/CLASSES do you or someone in your household plan to attend in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Attend Online College or University (Full Time)		4.2%	280
Attend Online College or University (Part Time)		2.3%	153
Attend Online Graduate School		1.0%	67
Attend Online Classes at Community College		2.7%	183
Learning Center		0.5%	36
Online Trade School		0.2%	13
Online Continuing Education Courses		5.4%	359
Online Professional Certification or Accreditation Courses		3.2%	210
Online Language Lessons (Adult)		2.8%	189
Online Music Lessons (Adult)		1.6%	104
Attend Paid Online Lecture, Seminar or Special Class		3.2%	215
Online Real Estate Classes		0.6%	42
Online Child Education or Tutoring		2.3%	156
Online Music lessons (Child)		0.7%	45
Online Language Lessons (Child)		0.4%	24
Change Online School		0.1%	6
Attend an Online Religion Based School		0.5%	35
Attend an Online Local Workshop		2.6%	171
None of the above / Does not apply		77.5%	5,157





















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		6.2%	414
Oil paints		1.7%	111
Acrylic Paints		7.4%	491
Markers		4.6%	308
Specialty Paper		4.9%	327
Fabric Craft Supplies		7.2%	481
Beads		2.2%	146
Art Pencils and Pens		6.6%	438
Scrapbooking Supplies		3.2%	211
None of the above / Does not apply		78.1%	5,200























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%	19
Clarinet		0.1%	4
Drums		0.3%	20
Flute		0.1%	8
Acoustic Guitar		0.9%	63
Electric Guitar		0.5%	31
Electric Keyboard		0.4%	28
Piano		0.5%	31
Piano (High End)		0.0%	3
Trombone		0.1%	7
Trumpet		0.1%	6
Violin		0.1%	9
None of the above / Does not apply		97.3%	6,478

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		15.2%	1,013
French		5.1%	341
Asian		37.4%	2,488
German		6.1%	407
American (New)		32.4%	2,155
Italian		52.9%	3,523
Cajun or Creole		7.0%	467
Indian		11.7%	779
Chinese		46.7%	3,111
American (Traditional)		65.4%	4,355
Thai		24.1%	1,606
Middle Eastern		8.2%	543
Japanese		17.2%	1,148
Mexican		57.5%	3,830
Vietnamese		8.8%	584
Southern		14.6%	972
Tex-Mex		21.9%	1,459
Spanish		7.1%	473
Mediterranean		18.1%	1,202
None of the above / Does not apply		14.2%	942

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		14.3%	949
Fish & Chips		20.5%	1,363
Golf Course Restaurant, Bar or Snack Bar		5.2%	347
Barbeque		32.0%	2,129
Deli		26.3%	1,748
Breakfast or Brunch		34.8%	2,316
Appetizers		28.0%	1,861
Dessert		19.2%	1,278
Chicken Wings		16.2%	1,075
Hamburgers		52.1%	3,469
Chicken		41.3%	2,748
Frozen Yogurt		8.6%	570
Live or Raw food		3.3%	218
Tapas or Small Plates		6.6%	442
Theme Restaurants		4.6%	307
Soup		21.5%	1,432
Salad		35.8%	2,383
Pizza (Dine In)		10.3%	688
Pizza (Delivery)		24.1%	1,605
Steak		24.0%	1,596
Juice or Smoothies		8.8%	589
Sandwiches		40.8%	2,718

Value		Percent	Responses
Pizza (Carry Out)		49.1%	3,265
Pizza (Take & Bake)		14.2%	948
Seafood		31.1%	2,067
Vegan		3.0%	201
Steakhouse		16.7%	1,114
Sushi		14.8%	983
Vegetarian		7.0%	468
Pho		7.3%	489
None of the above / Does not apply		13.9%	922

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		0.3%	20
Purchase Commercial or Business Property		0.2%	10
Purchase Condominium or Townhouse		0.6%	38
Purchase Manufactured or Modular Home		0.1%	8
Purchase Investment Property		0.6%	38
Purchase Personal Residence		1.7%	113
Purchase Custom Built Home		0.5%	30
Purchase Residential Real Estate at an Auction		0.1%	5
Purchase Land or Agricultural Property		0.2%	12
Purchase Vacation Property		0.4%	27
Purchase Other		0.2%	13
None of the above / Does not apply		96.1%	6,399










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%	4
Sell Personal Residence		2.9%	191
Sell Vacation Property		0.5%	30
Sell Condominium or Townhouse		0.3%	22
Sell Investment Property		0.7%	44
Sell Land or Agricultural Property		0.6%	37
Sell Commercial or Business Property		0.1%	9
Sell Manufactured or Modular Home		0.1%	9
Plan to Sell Home in Master-Planned Community		0.1%	7
Sell Other		0.5%	35
None of the above / Does not apply		94.6%	6,295







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		20.4%	23
New home, but outside of development		17.7%	20
New home that I will have contractor build		8.8%	10
Existing home less than 10 years old		48.7%	55
Existing home more than 10 years old		61.1%	69
Other		2.7%	3











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

Value		Percent	Responses
Rent New Apartment		1.2%	82
Rent House (Residence)		1.8%	122
Rent Manufactured or Modular Home		0.1%	5
Rent or Lease Commercial Property		0.3%	19
Rent Agricultural Land		0.0%	3
Rent Subsidized Housing		0.1%	7
Rent Condo/Townhouse		1.0%	69
Rent Section 8 Housing		0.2%	11
None of the above / Does not apply		95.9%	6,383


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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		2.8%	184
Use a Realtor to Buy Real Estate		1.5%	101
Use a Realtor to Buy and Sell Real Estate		1.7%	113
Plan to Sell Property Myself		0.8%	50
Use a Real Estate Broker		0.9%	63
None of the above / Does not apply		93.7%	6,236












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		1.7%	114
Home Remodel or Renovation Loan		0.6%	41
Business Construction Loan		0.1%	9
Home Construction Loan		0.3%	22
Equity Loan		1.4%	94
Land Loan		0.1%	8
Reverse Mortgage		0.3%	18
Real Estate Loan for existing home		0.7%	48
Refinance Home		5.0%	335
None of the above / Does not apply		90.7%	6,036



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

Value		Percent	Responses
Craigslist Homes		2.0%	134
Facebook		1.8%	122
Google		3.8%	254
Auction.com		0.6%	40
Homes & Land		1.3%	85
Homes.com		2.8%	188
HomeFinder		4.7%	316
MLS.com		12.8%	855
National Real Estate Co. Site		2.6%	173
Local MLS Site		17.8%	1,182
RealEstate.com		4.6%	307
Realtor.com		20.1%	1,339
Realty.com		2.5%	165
Redfin		8.0%	532
Trulia		9.7%	643
Zillow		36.0%	2,398
ZipRealty.com		0.6%	43
None of the above / Does not apply		52.2%	3,474



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

Value		Percent	Responses
Apartments.com		9.8%	655
Apartmentguide.com		4.0%	269
Craigslist		5.5%	366
Forrent.com		0.4%	29
HomeFinder.com		4.7%	313
Hotpads.com		0.7%	46
Rent.com		5.8%	388
Sublet.com		0.2%	10
Trulia		6.2%	413
Zillow		19.8%	1,319
None of the above / Does not apply		72.5%	4,823


















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		71.5%	4,761
No, don't know who to call		28.5%	1,895
			Total: 6,656
















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		72.1%	4,799
No, don't know who to call		27.9%	1,857
Total: 6,656			

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		20.7%	1,378
Craft Beer		24.1%	1,603
Champagne		8.7%	582
Premium Hard Alcohol or Spirits		20.8%	1,382
White Wine		40.7%	2,711
Red Wine		43.2%	2,874
Major Brand Cigarettes		4.0%	268
Recreational Marijuana		4.0%	263
Marijuana Accessories		1.6%	107
Smokeless Tobacco		0.9%	62
Pipe Tobacco		0.5%	30
Discount Cigarettes		2.0%	130
Discount Hard Alcohol or Spirits		9.0%	602
Domestic Beer		28.2%	1,877
Electronic Cigarette Supplies		1.3%	87
Alcoholic Cider		7.5%	499
None of the above / Does not apply		28.1%	1,869








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		2.4%	160
Cannabis Edibles		3.5%	233
Cannabis Tinctures		1.1%	75
Cannabis Vaporizers		0.9%	57
Cannabis Cleaning Tools or Supplies		0.2%	11
Cannabis Concentrates		1.2%	77
Cannabis Pre-Rolls		1.0%	64
Organic Cannabis Products		0.7%	49
Cannabis Oil		2.8%	189
Cannabis Beauty & Skin Care Products		1.1%	72
Cannabis Beverages		0.3%	18
Cannabis Chocolates		1.2%	83
Medical Cannabis		1.8%	117
CBD Cannabis		5.2%	345
None of the above / Does not apply		88.4%	5,882

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		24.5%	1,633
Specialty Teas		15.8%	1,052
Specialty Coffee		29.7%	1,980
Gourmet Deli Counter Items		21.1%	1,404
Cookies		45.8%	3,048
Snack Cakes		10.3%	687
Potato Chips		53.1%	3,534
Soft Drinks		40.0%	2,660
Energy Drinks		7.0%	463
Energy Bars		16.4%	1,094
Noodle Bowls		10.0%	665
Cupcakes		8.4%	559
Birthday Cake		11.9%	794
Beef Jerky or Meat Sticks		9.8%	654
Bottled Water		37.8%	2,517
Candy		37.5%	2,497
Fruit		77.4%	5,152
Nuts		57.2%	3,804
Chocolates		44.6%	2,969
Ice cream		58.6%	3,903
Cheese		80.6%	5,365
Artisan Bread		32.0%	2,129








Value		Percent	Responses
Artisan Meats		6.7%	446
Sports Drinks		10.8%	719
Basic Condiments		45.7%	3,044
Artisan Condiments		5.5%	363
Canned Sauces		33.2%	2,211
Cereal		65.4%	4,355
Milk		79.4%	5,282
Chicken		83.7%	5,569
Pork		53.2%	3,541
Beef		68.4%	4,553
Fish		57.5%	3,825
Pasta		67.3%	4,478
Snack Mixes		11.6%	773
Vegetables		76.4%	5,085
Olive Oil		50.2%	3,341
Balsamic Vinegar		24.2%	1,609
Frozen Entrees		42.2%	2,810
Eggs		87.4%	5,816
Locally Raised Beef, Pork, Poultry		18.1%	1,207
Locally Grown Fruit and Vegetables		59.2%	3,939
Locally Produced Honey		16.5%	1,097
Organic Food		23.5%	1,562
Pickled Vegetables		12.5%	832

Value		Percent	Responses
Artisan Cheese		24.7%	1,647
Alternative "Meat" Products		9.8%	651
Sausage		44.7%	2,973
Donuts		18.7%	1,246
Pastries		24.5%	1,629
Game Meats		1.3%	89
None of the above / Does not apply		1.3%	85

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







Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		32.0%	2,133
Attend Online Religious or Spiritual Services		26.7%	1,777
Donate to a Charity		47.9%	3,185
Donate to a Church		35.7%	2,374
Donate to Political Party or Government Representative		16.9%	1,123
Volunteer at Church		16.9%	1,122
Volunteer for Nonprofit Group		18.8%	1,251
Vote in Upcoming Local Elections		45.7%	3,040
Vote in Upcoming State or National Elections		50.2%	3,343
Purchase Season Tickets for Performing Arts		7.1%	471
Community Activity		15.8%	1,051
Support an Organization		16.3%	1,084
Make a Donation		35.4%	2,355
None of the above / Does not apply		14.0%	931
Join a New Church		1.1%	71
Donate Vehicle		0.6%	43
Have a Baby		0.3%	23
Get Married		0.3%	23
Retire		1.4%	96
Look into Private Schooling for Children		0.4%	29
Attend a Holiday Themed Performance		2.7%	182
Register to Vote		2.3%	151

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.)


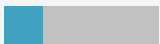
Value		Percent	Responses
Go Touring on a Bicycle		5.7%	382
Go Mountain Biking		3.9%	259
Go Camping		11.5%	764
Go Hiking		26.2%	1,741
Go Fishing		12.5%	834
Go Backpacking		3.5%	230
None of the above / Does not apply		61.4%	4,089

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

Value		Percent	Responses
Local Business Website		32.6%	2,172
Local Business Blog		3.8%	256
Local Business Email		15.6%	1,038
Snapchat		8.4%	561
Instagram		30.2%	2,007
Cinema Ads		5.9%	392
Facebook Business Page		11.7%	782
Reviews on Yelp! or Google+		18.7%	1,244
YouTube Promo Video		11.4%	757
Local Business Text Message		7.0%	466
Pandora		17.2%	1,145
Online Yellow Pages		3.0%	197
Google Search		65.9%	4,386
eBay		25.5%	1,694
Spotify		11.4%	762
Pinterest		24.9%	1,659
Google+ Local		5.6%	372
Clicked on Google Sponsored Ad		12.6%	839
LinkedIn		23.6%	1,568
Angie's List		4.2%	279
Craigslist		14.0%	931
Bing		12.9%	861



Value		Percent	Responses
Twitter		20.2%	1,346
Amazon		85.3%	5,675
None of the above / Does not apply		4.0%	263
CitySearch		1.1%	71
Digital Billboard		0.6%	39
Xing		0.1%	5

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



Value		Percent	Responses
Yes		74.9%	4,986
No		25.1%	1,670

Total: 6,656























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

Value		Percent	Responses
Yes		45.7%	3,039
No		54.3%	3,617
Total: 6,656			

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

Value		Percent	Responses
Yes		43.0%	2,861
No		57.0%	3,795
Total: 6,656			



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		45.0%	2,998
Arts and Entertainment		34.8%	2,318
Automotive - (General)		18.6%	1,236
Automotive - (New Vehicle Dealership)		16.4%	1,089
Automotive - (Used Vehicle Dealership)		10.1%	673
Automotive - (Auto Parts store)		10.6%	708
Automotive - (Auto Repair business)		7.7%	515
Automotive - (Auto Body shop)		4.2%	278
Tire Business		14.6%	974
Beauty and Spa Related Businesses		17.0%	1,131
Child Related Businesses		3.4%	226
Community and State Services		22.4%	1,490
Education		12.5%	833
Employment Related Businesses		7.5%	497
Event Planning and Services		7.8%	519
Family Activity Related Businesses		9.7%	648
Financial Services		10.1%	670
Fitness Businesses or Providers		7.2%	480
General Retail		43.4%	2,891
Grocery / Market		44.5%	2,960
Home and Garden Related Businesses		31.3%	2,085
Building Supply/Lumber Business		15.0%	996











Value		Percent	Responses
Home Service Businesses		11.4%	756
Home Service Contractors		12.9%	857
Hotel and Travel Related Businesses		26.5%	1,767
Local Services		26.1%	1,740
Medical Related Businesses - (General)		14.2%	942
Medical Related Businesses - (Dentist)		6.1%	405
Medical Related Businesses - (Hospital)		3.7%	247
Nightlife Related Businesses		5.8%	387
Pet / Animal		23.7%	1,578
Professional Services		15.2%	1,013
Real Estate Service Businesses		5.3%	350
Recreation Related Businesses		7.8%	520
Restaurant / Bar / Lounge		43.3%	2,885
Senior Related Businesses		8.1%	540
Specialty Food and Drink		17.7%	1,176
General Retail - Children's Clothing Store		5.7%	377
General Retail - Clothing Accessory Store		12.2%	812
General Retail - Computer Store		11.3%	752
General Retail - Furniture Store		12.9%	861
General Retail - Hardware Store		18.7%	1,246
General Retail - Home Entertainment Store		6.3%	417
General Retail - Jewelry Store		4.0%	267
General Retail - Major Appliance Store		11.2%	745

Value		Percent	Responses
General Retail - Men's Clothing Store		12.2%	814
General Retail - Mobile Phone Store		6.3%	416
General Retail - Shoe Store		15.2%	1,012
General Retail - Women's Clothing Store		22.0%	1,467
None of the above / Does not apply		12.6%	837
Farm Equipment and Agriculture Businesses		2.5%	164
Medical Related Businesses - (Chiropractor)		2.7%	182
Motorsport Businesses		2.2%	149
General Retail - Farming and Agriculture Business		2.0%	136






















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

Value		Percent	Responses
Yes		8.0%	531
No		92.0%	6,125
Total: 6,656			

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		6.2%	413
Get a New Part Time Job		5.4%	358
Get a Temporary or Seasonal Job		3.5%	234
Use an Employment or Temporary Employment Agency		1.8%	122
Use a Career Counselor		0.5%	34
Get a Second (or Third) Job		1.8%	122
Get First Job after High School		0.5%	31
Get First Job after College		0.8%	55
Apply for Unemployment Benefits		8.9%	590
None of the above / Does not apply		81.6%	5,431

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		3.6%	241
Customer Service		3.7%	247
Education		3.8%	255
None of the above / Does not apply		79.9%	5,321
Agriculture		0.3%	17
Automotive		0.5%	30
Retail		2.1%	139
Warehouse		1.1%	70
Construction		0.7%	48
Accounting		1.6%	105
Hotel - Hospitality		0.9%	60
Health Care		2.8%	187
Manufacturing		1.0%	68
Entry Level (New Graduate)		1.0%	64
Grocery		1.8%	120
Banking & Finance		1.2%	81
Child Care		0.5%	31
Real Estate		0.6%	40
Insurance		0.5%	34
Legal		0.9%	59
Management		2.8%	187

Value		Percent	Responses
Media		1.1%	74
NonProfit		2.3%	153
Government		2.1%	143
Installation - Maintenance - Repair		0.2%	16
Restaurant - Food Services		1.4%	92
Executive Level		1.5%	102
Engineering		1.2%	80
Sales & Marketing		2.2%	148
Information Technology		1.9%	126
Skilled Labor - Trades		0.8%	52
Transportation		1.0%	68

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		13.8%	920
Local Agency Site		6.9%	462
Craigslist		5.8%	388
Facebook		3.2%	212
Indeed.com		20.2%	1,342
LinkedIn		20.1%	1,338
Monster.com		9.8%	655
CareerBuilder		9.0%	602
GlassDoor		6.9%	462
SimplyHired.com		1.8%	119
AOL Jobs		0.7%	45
SnagAJob.com		0.8%	53
Dice.com		0.9%	59
USAjobs.gov		5.9%	391
USAjobs.org		2.5%	165
ZipRecruiter		7.8%	516
JobDiagnosis		0.2%	12
TheLadders		1.5%	101
None of the above / Does not apply		62.3%	4,148

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		12.8%	853
Yellow Pages directory		0.9%	59
Direct mail flyer		13.7%	913
Deal program/offer		8.1%	542
Facebook business page offer		6.8%	451
Billboard advertising		1.1%	75
None of the above / Does not apply		71.3%	4,749



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		4.1%	274
Read ads and keep them - using one or two		36.5%	2,428
Read ads and keep them - without using any		4.6%	307
Read ads but throw away without using any		24.7%	1,641
Throw ads away unread		27.9%	1,854
Do not receive direct mail or advertisements at home or PO Box		2.3%	152
			Total: 6,656



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 %	172 2.6%	920 13.8%	3,498 52.6%	311 4.7%	522 7.8%	847 12.7%	386 5.8%	6,656
County election Count Row %	158 2.4%	859 12.9%	3,588 53.9%	340 5.1%	486 7.3%	795 11.9%	430 6.5%	6,656
State election Count Row %	194 2.9%	1,108 16.6%	3,303 49.6%	256 3.8%	550 8.3%	884 13.3%	361 5.4%	6,656
Total Total Responses								6656

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




Value		Percent	Responses
Yes		91.5%	6,092
No		8.5%	564
			Total: 6,656

116. Did you vote in the last presidential election?























Value		Percent	Responses
Yes		96.5%	6,421
No		3.5%	235

Total: 6,656






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

Value		Percent	Responses
Yes		17.3%	1,154
No		43.7%	2,909
Does not apply		39.0%	2,593
			Total: 6,656



















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

Value		Percent	Responses
Arts and Entertainment		4.5%	53
Business Consulting		6.9%	80
Education		6.4%	75
Financial Services		5.1%	59
Health and Medical		10.9%	127
Home Service Businesses		3.7%	43
Real Estate		8.4%	98
Other		32.1%	374
Apparel and Accessories		1.4%	16
Automotive		1.2%	14
Beauty and Spa		1.5%	17
Child Related Businesses		0.7%	8
Event Planning and Services		0.5%	6
Family Activity		0.3%	3
Fitness Businesses or Providers		0.4%	5
General Retail		2.2%	26
Grocery and Specialty Food/Drink		1.6%	19
Home and Garden		1.8%	21
Hotel and Travel		1.1%	13
Local Services		2.8%	33
Motorsport Businesses		0.3%	4
Nightlife		0.3%	4






















Total: 1,166

Value		Percent	Responses
Pet / Animal		1.9%	22
Pizza Restaurant Types		0.1%	1
Recreation		1.1%	13
Restaurant / Bar / Lounge		2.2%	26
Sales Training		0.5%	6
			Total: 1,166

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		9.0%	104
Use social media for promoting business		18.0%	209
Website optimized for mobile (responsive)		10.1%	117
Ongoing search optimization (SEO, SEM)		5.3%	61
Banner ads		3.6%	42
Cost-per-click ads (CPC, PPC)		3.2%	37
Cost-per-mille ads (CPM)		0.5%	6
Programmatic ads		0.4%	5
Retargeting ads		1.8%	21
Video ads		2.0%	23
Google ads (Adwords)		6.2%	72
Facebook ads		11.4%	132
Sponsored content		1.4%	16
Email advertising		10.5%	122
Site analytics		4.1%	47
Use a Digital Agency		1.9%	22
Digital ads through newspaper		2.4%	28
None of the above/Does not apply		66.4%	769

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		3.4%	39
None of the above / Does not apply		86.4%	999
Business Advertising		1.9%	22
Business Financial Consulting		0.4%	5
Business Bottled Water Delivery		0.3%	3
Business Advisory Services		0.4%	5
Business Cellular Phone Service		1.0%	12
Business Computer Consulting		1.0%	11
Business Construction Contractor		0.5%	6
Business Employment Agency		0.1%	1
Business Internet Service Provider		1.1%	13
Business Legal Services or Attorney		1.4%	16
Business Marketing Services		2.0%	23
Business Meetings or Conventions		0.5%	6
Business Moving or Storage		0.1%	1
Business Payroll Services		0.9%	10
Business Printing Services		1.6%	19
Business Realty Services		0.3%	4
Business Recruitment		0.5%	6
Business Security Services		0.3%	3
Business Sign Company Services		0.8%	9

Value		Percent	Responses
Business Staffing or Temp Services		0.6%	7
Selling Small Business		0.8%	9
Business Online Meetings		2.6%	30
Business Bankruptcy		0.3%	4
Business Travel Agency		0.3%	4
Business General Broadcast Media Service		0.2%	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		1.9%	22
Buy New Office		0.7%	8
Add New Locations		1.8%	21
Renovate Existing Facilities		2.9%	33
Construct New Facilities		0.4%	5
Buy or Rent Industrial Space		0.5%	6
Buy or Rent Warehouse space		0.4%	5
Install New Commercial Carpeting		0.4%	5
None of the above / Does not apply		93.0%	1,075






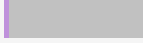





122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		0.7%	8
Purchase Used Business Automobiles		0.5%	6
Purchase New Business Trucks		1.0%	11
Purchase Used Business Trucks		1.0%	12
Lease New Business Automobiles		1.0%	11
Lease New Business Trucks		0.6%	7
Purchase New Business Delivery Vehicles		0.2%	2
Purchase Used Business Delivery Vehicles		0.1%	1
Purchase New Heavy Duty or Commercial Business Trucks		0.3%	4
Purchase Used Heavy Duty or Commercial Business Trucks		0.4%	5
None of the above / Does not apply		95.8%	1,107


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		1.6%	19
Business Health Insurance		1.5%	17
Business Dental Insurance		0.5%	6
Business 401K or Retirement Program		1.6%	19
Business "Key Man" Insurance		0.5%	6
Business Property Insurance		1.3%	15
Business Commercial Insurance		1.3%	15
None of the above / Does not apply		95.2%	1,100









124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.1%	4
20 - 24		0.3%	23
25 - 30		1.1%	71
31 - 34		1.5%	101
35 - 40		2.6%	176
41 - 45		3.5%	230
46 - 49		3.6%	242
50 - 54		7.2%	480
55 - 60		13.4%	890
61 - 69		31.2%	2,073
70 or older		35.5%	2,362
			Total: 6,652
			Avg 64

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

Value		Percent	Responses
Suburban		100.0%	6,656
			Total: 6,656

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	5
Some High School (Not Graduate)		0.1%	9
High School Graduate (12th grade)		3.5%	230
Vocational or Technical Training		2.8%	185
Some College		15.0%	995
College Graduate		31.0%	2,062
Some Post-Graduate Study (No Advanced Degree)		10.0%	665
Post-Graduate Degree		37.6%	2,504

Total: 6,655








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

Value		Percent	Responses
Under \$20,000		2.2%	136
\$20,000 - \$24,999		1.5%	97
\$25,000 - \$29,999		1.7%	109
\$30,000 - \$34,999		2.6%	163
\$35,000 - \$39,999		2.8%	177
\$40,000 - \$44,999		2.9%	182
\$45,000 - \$49,999		4.0%	250
\$50,000 - \$74,999		17.4%	1,091
\$75,000 - \$99,999		18.3%	1,148
\$100,000 - \$124,999		15.3%	961
\$125,000 - \$149,999		9.8%	614
\$150,000 - \$200,000		12.4%	776
Over \$200,000		9.1%	574
			Total: 6,278
			Avg \$109,991




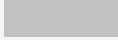

129. Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.4%	28
Black or African-American		2.0%	131
Asian		1.7%	115
White or Caucasian		87.1%	5,797
Hispanic		2.7%	181
Other		1.1%	76
Prefer not to answer		4.9%	325
			Total: 6,653





130. Are you...

Value		Percent	Responses
Male		40.0%	2,660
Female		57.2%	3,808
Transgender Male		0.0%	2
Transgender Female		0.0%	1
Gender Variant / Non-conforming		0.1%	5
Other		0.1%	4
Prefer not to answer		2.6%	174
			Total: 6,654

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


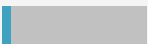



Value		Percent	Responses
Single Family Home		88.6%	5,898
Apartment		4.4%	290
Condominium		4.3%	285
Mobile Home		0.9%	60
Other		1.8%	121
			Total: 6,654

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		90.2%	6,000
Rented		7.6%	505
Occupied Without Payment of Rent		1.1%	73
Other		1.1%	76

Total: 6,654

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

Value		Percent	Responses
None		86.1%	5,727
1		7.0%	463
2		5.2%	344
3		1.2%	81
4 or more		0.6%	38
			Total: 6,653