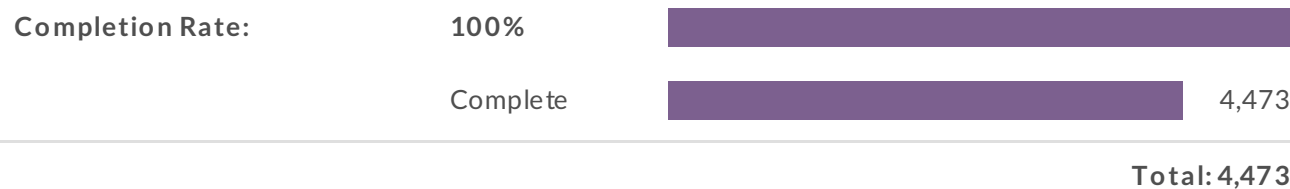



Covid-19 Impact and Local Business Survey

Washington Report - April 2020

Response Counts




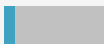







1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	4,473
			Total: 4,473

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

Value		Percent	Responses
Local Newspaper		64.3%	2,876
Local Newspaper Website		43.4%	1,942
Local TV News		63.8%	2,854
National Broadcast News		60.5%	2,708
Local Radio		19.5%	874
Apple News		6.2%	279
Facebook		19.9%	888
Twitter		3.6%	163
Nextdoor		8.7%	390
Other		16.0%	714








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

Value		Percent	Responses
Local Newspaper		24.7%	1,105
Local Newspaper Website		11.4%	511
Local TV News		17.9%	800
National Broadcast News		25.2%	1,127
Local Radio		3.9%	174
Apple News		1.2%	53
Facebook		0.8%	36
Twitter		0.5%	23
Other		14.4%	644
			Total: 4,473




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		80.7%	3,608
Weekly updates on Covid-19 impact on our community		39.2%	1,754
Local resources available to our community to lessen impact of Covid-19		58.5%	2,617
Personal stories on the impact of Covid-19 on households		26.6%	1,188
Stories on the impact of Covid-19 on employment and local economy		52.0%	2,328
Online services being offered in the community		37.8%	1,693
Unemployment resources for persons laid off		19.0%	848
Assistance resources available for local businesses		20.5%	917
Other		5.9%	263



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

Value		Percent	Responses
General status of the business		67.9%	3,037
New hours		62.5%	2,796
Services that are being offered		79.6%	3,559
New services being offered		52.7%	2,356
Online services being offered		57.6%	2,575
Employment needs		19.8%	886
Other		2.5%	113













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		41.4%	1,852
Watched Local Television		75.5%	3,376
None of the above / Does not apply		14.3%	638













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

Value		Percent	Responses
Yes		89.3%	3,994
No		10.7%	479
Total: 4,473			









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

Value		Percent	Responses
National Daily Newspaper		26.0%	1,040
Local Daily Newspaper		92.5%	3,694
Local Paid Weekly Community Newspaper		14.4%	576
Local Free Weekly Print Publication		21.0%	838
Local Alternative Publication		8.1%	324
Local City or Regional Magazine		16.9%	675
Local Specialty Publication		8.7%	348
Local Business Publication		10.7%	429
Local Ethnic Publication		1.0%	39
Local Parenting Publication		1.3%	52
Local Senior Publication		12.2%	487
None of the above / Does not apply		1.3%	52






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

Value		Percent	Responses
Auto Body Shop		3.9%	173
Auto Detailing Shop		5.2%	231
Auto Glass Repair Shop		3.9%	176
Oil Change Station		38.4%	1,718
Auto Parts Store		16.5%	736
Auto Repair Shop		24.4%	1,090
New Vehicle Dealership		9.3%	417
Used Vehicle Dealership		3.0%	132
Recreation Vehicle (RV) Dealership		1.7%	78
RV or Camper Repair		2.8%	126
Tire Store		14.8%	662
None of the above / Does not apply		27.6%	1,233







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

Value		Percent	Responses
New Farm Equipment Dealer		0.6%	29
Used Farm Equipment Dealer		0.6%	26
Farm Truck and Tractor Repair Shop		1.2%	55
Agriculture Farm Supply Store		11.2%	503
Agricultural Service		1.5%	66
Farming Structure Building Contractor		0.5%	21
Animal Feed Store		12.5%	559
None of the above / Does not apply		79.6%	3,559





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		46.3%	2,070
Ethnic Food Restaurant		45.8%	2,047
Liquor Store		23.8%	1,063
Wine Shop		20.5%	915
None of the above / Does not apply		27.3%	1,219










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		11.0%	494
Farmers Market		26.0%	1,161
Grocery Store (Co-op)		31.7%	1,417
Grocery Store (Neighborhood/Local/Mom & Pop)		71.2%	3,184
Specialty Food Market		17.5%	781
None of the above / Does not apply		11.3%	505



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		52.1%	2,331
Day Spa		7.2%	323
Nail Salon		25.3%	1,131
None of the above / Does not apply		35.2%	1,574






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		6.2%	278
Bicycle Repair Shop		7.3%	328
Bicycle Rental Service		0.4%	17
Golf Course		14.8%	664
Gun Shooting Range		7.3%	326
Gun Store		6.2%	279
New Sporting Goods Store		18.4%	821
Used Sporting Goods Store		2.9%	128
None of the above / Does not apply		59.4%	2,658






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		2.2%	97
None of the above / Does not apply		97.8%	4,376







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		11.5%	514
Community College		8.0%	356
Tutoring Center		0.6%	28
Private Tutor		1.1%	51
None of the above / Does not apply		81.9%	3,665








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		17.8%	794
Credit Union		19.6%	876
Financial Advisor		11.2%	499
Stockbroker		3.6%	162
None of the above / Does not apply		68.1%	3,044





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		0.5%	22
Debt Consolidation Company		0.6%	27
Payday Loan Company		0.2%	10
Tax Return Service		17.5%	782
Title Loan Company		3.0%	133
None of the above / Does not apply		79.5%	3,558











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		6.6%	295
Dentist		25.0%	1,120
General Practitioner		13.8%	616
Family Practitioner		14.8%	663
Optometrist		10.9%	487
Pediatrician		1.5%	69
None of the above / Does not apply		61.5%	2,751















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		12.8%	573
Hospital		1.2%	54
Medical Clinic		10.7%	480
None of the above / Does not apply		81.1%	3,629



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		13.1%	587
Mental Health Provider		8.1%	361
Denture or Implant Specialist		6.8%	304
Ear, Nose & Throat Doctor		7.5%	337
Home Health Care Provider		3.3%	147
Internal Medicine Doctor		27.9%	1,248
Nutritionist or Dietician		2.0%	91
Physical Therapist		12.9%	575
Psychiatrist		2.6%	116
None of the above / Does not apply		47.3%	2,116

















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%	9
Hearing Aid Center		10.6%	473
Hospice Care Provider		0.4%	19
Laboratory or Medical Testing Facility		24.7%	1,104
Medical Marijuana Dispensary		3.9%	175
Medical Spa		0.7%	32
Mental Health Clinic		2.8%	126
Medical Supply Store		3.4%	154
Pain Clinic		3.5%	156
Rehabilitation Clinic		1.1%	50
Sleep Disorder Clinic		3.4%	151
Urgent Care Clinic		4.2%	187
Walk-In Clinic		6.1%	272
None of the above / Does not apply		55.8%	2,496

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

Value		Percent	Responses
Taxi Service		3.2%	144
None of the above / Does not apply		96.8%	4,329





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		2.1%	95
Courier or Delivery Service		13.9%	623
Cremation Service Provider		0.8%	38
Dry Cleaning or Laundry Service		16.7%	747
Electronics Repair Shop		2.3%	103
Funeral Service Provider		0.6%	28
Information Technology (IT) Service		4.2%	189
Marriage Counselor		0.5%	22
Moving Truck Rental Company		1.9%	85
Mobile or Cell Phone Repair Shop		3.8%	171
Propane Dealer		13.2%	590
Self-Storage Facility		7.4%	333
Sewing and Alterations Shop		5.8%	260
Small Engine Repair Shop		3.2%	143
Shipping Center		18.8%	843
None of the above / Does not apply		44.9%	2,008






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%	577
Church		37.4%	1,673
Community Organization		9.0%	401
Community Service or Non-Profit Organization		18.8%	841
None of the above / Does not apply		49.1%	2,195















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

Value		Percent	Responses
Electrician		7.7%	344
Painting Contractor		7.6%	342
Plumber or Plumbing Contractor		8.0%	358
None of the above / Does not apply		82.3%	3,681










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		4.3%	192
Concrete Contractor		3.5%	156
Furnace Contractor		3.0%	134
General Contractor		6.3%	282
Handyman		17.5%	783
Heating & Air Conditioning Service		14.1%	632
Home Security Company		2.3%	101
Junk Removal or Hauling Service		5.3%	237
Kitchen or Bath Remodeling Company		3.8%	172
Landscaping Service		23.0%	1,030
Mover or Moving Company		1.3%	60
New Home Builder		0.8%	37
Remodeling Contractor		4.8%	215
Roofing Contractor		4.3%	192
Septic Tank Contractor		3.4%	153
None of the above / Does not apply		45.6%	2,039



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		15.2%	682
Fuel or Oil Home Heating Service		2.4%	106
Furnace Cleaning Service		5.0%	224
Home Theater Installation Service		0.1%	4
Home Gardening Service		10.0%	449
House Cleaning Service		15.9%	709
Landscaper		13.0%	580
Pest Control Service or Exterminator		14.0%	628
Pool Cleaning Service		1.3%	58
Shades & Blinds Installation Service		4.2%	188
Television or Internet Service Provider		18.6%	832
Water Treatment Supply & Service		1.5%	66
Window & Door Installation Service		3.5%	158
None of the above / Does not apply		42.7%	1,911



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

Value		Percent	Responses
55+ Housing Community		3.8%	170
Adult Day Care		0.2%	7
Assisted Living Facility		0.8%	37
Nursing Home		0.3%	15
Respite Relief Provider		0.5%	23
Retirement Counselor		0.8%	35
Retirement Home		0.6%	27
Senior Center		7.3%	327
None of the above / Does not apply		87.3%	3,906









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

Value		Percent	Responses
Childcare or Daycare		1.8%	79
None of the above / Does not apply		98.2%	4,394




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		9.4%	421
None of the above / Does not apply		90.6%	4,052







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		2.9%	129
Animal Shelter		2.6%	117
Bird Seed Store		8.9%	398
Pet Groomer		17.1%	765
Pet Sitter		3.4%	154
Pet Store		28.1%	1,259
Veterinarian		32.6%	1,458
None of the above / Does not apply		46.7%	2,087

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		4.3%	191
Real Estate Brokerage Firm		1.3%	59
None of the above / Does not apply		95.1%	4,252






















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		1.9%	86
Estate Liquidator		0.4%	20
Mortgage Banker		3.2%	144
Mortgage Broker		3.4%	150
Real Estate Appraiser		3.8%	168
None of the above / Does not apply		90.5%	4,048

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








Value		Percent	Responses
Fast Food Restaurant		53.6%	2,397
Family Style Restaurant		54.5%	2,439
Food Cart/ Food Truck		12.2%	547
Fine Dining Restaurant		25.9%	1,160
Restaurant with Lounge or Bar		26.2%	1,172
Pizza Restaurant		52.3%	2,339
None of the above / Does not apply		18.0%	807

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		12.7%	566
Consignment Shop		11.4%	508
Craft Supply Store		26.4%	1,181
Bookstore		32.6%	1,458
Christian Book Store		4.4%	198
Computer Store		7.2%	321
Department Store		44.8%	2,002
Discount Store		31.3%	1,402
Drugstore or Pharmacy		68.7%	3,075
Equipment Rental Store		3.8%	168
Fabric Store		18.7%	836
Florist		4.9%	219
Gift Shop		7.4%	333
Gun Shop		6.8%	305
Hobby Shop		11.4%	511
Marijuana Dispensary		12.5%	559
Mobile Phone Store		9.7%	435
Shopping Center		31.3%	1,401
Thrift Store		27.7%	1,239
Wholesale, Warehouse or Club Store		50.6%	2,264
Yarn Store		5.6%	251

Value		Percent	Responses
Yard Equipment Store		14.6%	652
Vitamin or Supplement Store		10.8%	485
None of the above / Does not apply		5.7%	256
Gold/Silver/Precious Metal Dealer		1.3%	60
Military Surplus Store		0.7%	31
Monument or Memorial Company		0.4%	18
Pawn Shop		1.3%	59
Religious Supply or Gift Shop		2.5%	112
Survival Store		0.5%	22
Security Service		0.6%	29







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		23.8%	1,064
Free delivery		34.0%	1,519
Drive-thru		59.7%	2,670
Carryout		61.4%	2,747
Curbside carryout		50.1%	2,240
Other		1.5%	69
None of the above / Does not apply		12.6%	565






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

Value		Percent	Responses
Building Supply Store or Lumber Yard		43.4%	1,942
Carpet Store		3.6%	161
Fireplace, Wood Stove or Barbeque Store		3.2%	145
Flooring Store		6.0%	267
Furniture Store		8.5%	381
Hardware Store		50.4%	2,254
Home & Garden Center		63.4%	2,836
Home Decor Store		8.9%	398
Hot Tub or Spa Dealer		2.2%	100
Major Appliance Store		4.8%	216
Mattress or Bedding Store		4.7%	210
Outdoor Furniture Store		3.9%	174
Plant Nursery & Garden Supply Store		46.3%	2,069
Paint Store		15.0%	673
Tool Rental Center		3.4%	153
TV & Appliance Store		2.4%	109
Vacuum Store		1.8%	82
None of the above / Does not apply		14.5%	647




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

Value		Percent	Responses
Clothing Accessory Store		10.4%	466
Clothing Store		47.6%	2,128
Eyewear & Opticians Store		19.1%	854
Jewelry Store		2.4%	108
Shoe Store		25.6%	1,143
None of the above / Does not apply		40.1%	1,792












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		6.5%	291
Insurance Agency		4.6%	207
Legal Firm or Attorney		5.0%	222
Tax Advisor		4.4%	198
None of the above / Does not apply		84.1%	3,764




















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		2.5%	113
Life Coach		0.8%	38
None of the above / Does not apply		96.7%	4,327




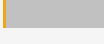


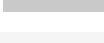

42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.1%	3
Purchase New Class B RV		0.0%	2
Purchase New Class C RV		0.1%	4
Purchase New Travel Trailer or 5th Wheel		0.3%	14
Purchase New Camper Shell		0.0%	1
Purchase Used Class A RV		0.3%	12
Purchase Used Class B RV		0.2%	7
Purchase Used Class C RV		0.2%	11
Purchase Used Travel Trailer or 5th wheel		0.7%	31
Purchase Used Camper Shell		0.1%	6
None of the above / Does not apply		98.4%	4,401

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






















Value		Percent	Responses
New Car		1.5%	69
New Luxury Vehicle - Under \$50,000		0.6%	26
New Luxury Vehicle - \$50,000 - \$75,000		0.4%	18
New Luxury Vehicle - Over \$75,000		0.1%	5
New Van		0.0%	1
New Minivan		0.1%	4
New SUV		2.2%	99
New Truck		1.1%	49
New Hybrid or Electric Vehicle		1.0%	44
Used Car		3.1%	138
Used Luxury Vehicle - Under \$30,000		0.4%	16
Used Luxury Vehicle - \$30,000 - \$50,000		0.3%	13
Used Luxury Vehicle - Over \$50,000		0.1%	5
Used Van		0.2%	8
Used Minivan		0.2%	10
Used SUV		1.9%	85
Used Truck		1.4%	64
Used Hybrid or Electric Vehicle		0.6%	26
None of the above / Does not apply		89.1%	3,987














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

Value		Percent	Responses
Compact car		1.8%	82
Full-size car		0.6%	28
Luxury vehicle (any size)		0.8%	34
Midsize car		1.6%	73
Pickup truck		2.9%	131
Sport utility vehicle (SUV)		7.3%	326
Van or minivan		0.8%	38
None of the above		84.1%	3,761



Total: 4,473

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		3.5%	158
Ford		4.6%	204
Honda		3.7%	167
Subaru		4.9%	218
Toyota		6.6%	297
None of the above / Does not apply		82.8%	3,704
Acura		0.8%	36
Audi		0.8%	34
BMW		0.8%	34
Buick		0.8%	38
Cadillac		0.5%	24
Chrysler		0.6%	25
Dodge		1.5%	69
Fiat		0.2%	9
GMC		2.1%	96
Hyundai		2.2%	97
Infiniti		0.4%	18
Jeep		1.4%	64
Kia		1.7%	74
Land Rover		0.3%	12
Lexus		1.2%	52

Value		Percent	Responses
Lincoln		0.4%	17
Mazda		1.2%	55
Mercedes-Benz		0.5%	24
Mini		0.2%	7
Mitsubishi		0.3%	14
Nissan		1.9%	85
Porsche		0.3%	13
Saab		0.1%	4
Scion		0.1%	4
Suzuki		0.1%	5
Tesla		1.0%	44
Volkswagen		0.9%	40
Volvo		0.7%	31

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















Value		Percent	Responses
Yes		3.7%	167
No		96.3%	4,306
Total: 4,473			

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		5.8%	258
Printer		4.4%	197
Ink or Printer Cartridges		38.6%	1,728
Headphones		6.7%	299
Smartphone Charger		3.7%	164
Surge Protector		3.2%	142
Batteries for Electronics		29.6%	1,323
None of the above / Does not apply		42.6%	1,904
Home Theater System		0.6%	26
GPS Device (Handheld or In-Vehicle)		1.1%	51
Satellite Radio		0.9%	39
Satellite TV System		0.4%	16
Stereo System (Home)		0.7%	31
Wi-Fi for Home		2.3%	103
Portable Speakers		1.3%	56
Wireless Speakers		1.9%	85
Smartwatch		2.4%	108
Phone or Tablet Controlled Home Tech Products		1.9%	87
Noise Canceling Headphones		2.7%	119
Phone Calling Card		1.3%	57
Compact/Mini Projector		0.2%	10
Wearable Electronics		0.7%	30

Value		Percent	Responses
Healthcare Device		2.5%	113
Aerial Drone		0.8%	37
ShortWave Radio		0.3%	14
Wireless Hotspot		1.2%	52
Assistive Technology for Hearing		2.3%	104
Virtual Reality Headset		0.4%	17
Smart Sports Equipment		0.2%	8





















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		0.6%	26
Camera (Digital) SLR		0.7%	32
Camera Accessories or Supplies		1.1%	48
Camera Lens		0.8%	37
Computer Accessories		3.7%	165
Computer Software		2.8%	127
E-Reader (Kindle or Similar)		1.4%	62
Tablet (iPad or Similar)		3.0%	136
Personal Computer		2.3%	101
Laptop Computer		5.7%	253
TiVo or DVR		0.3%	14
4K Ultra HD TV		2.2%	100
Smart TV		2.3%	102
None of the above / Does not apply		81.3%	3,637















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		9.9%	444
Conventional Cell Phone		2.7%	119
Prepaid Cell Phone		0.6%	28
Unlocked Cell Phone		1.1%	50
Large-Screen Smartphone		1.5%	65
None of the above / Does not apply		86.0%	3,846






















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

Value		Percent	Responses
Anniversary Jewelry		1.9%	83
Necklaces		1.3%	58
Engagement Rings		0.2%	7
Wedding Rings		0.3%	12
Rings (Other)		1.2%	55
Earrings		4.6%	204
Pendants		0.6%	29
Celtic Jewelry		0.6%	25
Diamond Jewelry		0.8%	36
Silver Jewelry		1.1%	50
Gemstone Jewelry		0.9%	41
Pearl Jewelry		0.3%	12
Men's Jewelry		0.3%	15
Costume Jewelry		2.3%	105
Designer Jewelry		0.6%	26
Jewelry Box or Organizer		0.3%	12
Men's High-End Watch		0.3%	12
Women's Watch		0.8%	36
Women's Jewelry		2.9%	129
None of the above / Does not apply		88.9%	3,978

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		6.1%	271
Crop Insurance		0.1%	3
Dental Insurance		1.5%	65
Disability Insurance		0.3%	12
Homeowner Insurance		4.1%	183
Life Insurance		1.5%	69
Medical (Health) Insurance		1.5%	69
Medicare		1.5%	69
Long Term Care Insurance		0.6%	25
Pet Insurance		0.7%	32
Renters Insurance		1.1%	50
Agriculture Insurance		0.1%	6
Professional Liability Insurance		0.4%	18
None of the above / Does not apply		88.6%	3,965
















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		3.3%	147
Family Practice Doctor		5.9%	265
Medical Clinic		3.0%	134
Optometrist		3.6%	162
Primary Care Provider		6.2%	278
Drugstore or Pharmacy		5.1%	229
None of the above / Does not apply		79.9%	3,575
Acupuncture		1.9%	85
Audiologist		1.3%	59
Counseling & Mental Health Specialist		1.8%	82
Geriatric Specialist		0.5%	24
Home Healthcare		0.2%	8
Hospital		0.6%	27
Pediatric Dentist		0.3%	14
Pediatrician		0.4%	16
Wellness Business		0.4%	20
Substance Abuse Treatment Provider		0.0%	1
Weight Loss Service		0.7%	31
Alternative Care Provider		1.0%	45
Physical Therapy or Rehabilitation service provider		1.9%	84
Hearing Aid Center		1.7%	74






















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		0.5%	24
Bankruptcy Attorney		0.2%	10
Banking, Partnership & Business Law Attorney		1.0%	44
Child Support Attorney		0.2%	11
Criminal Law Attorney		0.1%	4
Disability & Social Security Attorney		0.2%	11
Divorce & Family Law Attorney		0.7%	33
DWI, DUI, OWI, OUI Attorney		0.1%	4
Employment Discrimination or Labor Issues Attorney		0.2%	10
General Practice Attorney		1.5%	68
Intellectual Property Attorney		0.1%	3
Malpractice Attorney		0.1%	5
Patent, Trademark & Copyright Attorney		0.1%	4
Probate Attorney		0.9%	40
Real Estate Attorney		1.2%	53
Taxation Attorney		0.3%	14
Wills, Trusts & Estates Attorney		16.0%	717
None of the above / Does not apply		79.2%	3,542

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		51.3%	2,296
Teeth Cleaning		46.3%	2,070
Cavity Filling		8.9%	398
Crown		8.2%	366
Oral Surgery		2.0%	88
Braces		2.5%	113
Composite Bonding		0.9%	42
Dental Implants		4.1%	182
Dental Veneers		0.2%	11
Dentures		1.5%	65
Full Mouth Reconstruction		0.1%	4
Inlays or Onlays		0.3%	13
Smile Makeover		0.1%	4
Teeth Whitening		1.9%	84
None of the above / Does not apply		25.1%	1,121












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		51.4%	2,298
Purchase Health Related Products		8.6%	383
Use Physical Rehabilitation Services		3.7%	164
Purchase Health and Wellness Supplements		19.1%	856
Receive Treatment for Back Pain		6.0%	268
Have an Eye/Vision Exam		31.3%	1,401
Purchase Prescription Eyeglasses		17.1%	765
Purchase Prescription Contact Lenses		4.7%	209
Have an Annual Physical or Checkup		26.3%	1,178
Have X-Rays Taken		4.2%	188
Have a Scheduled Surgery		4.3%	192
Have Blood Drawn for Testing		27.1%	1,213
Plan to Visit a Hospital for any Medical Service or Procedure		6.1%	274
Have Foot Problems Diagnosed or Treated		4.9%	221
Senior Travel		3.9%	175
Receive Treatment for a Sleep Disorder		3.4%	152
Purchase Allergy Medications		14.8%	664
Use Personal Trainer or Instructor		3.4%	154
Cardiovascular Treatment		4.6%	204
Cancer Treatment		4.0%	180
Chiropractic Care		13.6%	607

Value		Percent	Responses
Do Corrective Exercises		5.8%	260
Purchase Diabetes Testing Supplies		6.0%	269
Get Vaccinations at Drug Store or Pharmacy		8.1%	361
Discretionary Health Care and Wellness Services and Products		5.2%	234
Purchase Marijuana		8.0%	359
Purchase Vitamins		40.3%	1,802
Have Acupuncture		3.7%	167
Purchase Hemp Based Supplements		3.9%	176
Purchase Anti Anxiety Medication or Supplements		5.4%	242
None of the above / Does not apply		18.3%	817
Purchase Elder Care-Related Products or Services		1.3%	56
Purchase Medical Supplies or Equipment for Home		2.5%	114
Find Home for Aging Parent		0.5%	23
Participate in a Medical Study		0.9%	40
Stop Smoking		0.7%	31
Purchase a Mobility Device		0.4%	20
Receive Treatment for Vehicle or Workplace Injury		0.5%	21
Handicap Accessible Products		1.1%	50
Purchase Orthopedic Shoes		1.5%	68
Purchase Home Medical Testing Equipment or Supplies		1.1%	49
Hire a Personal Care Assistant		0.1%	4
Hire a Caregiver or Respite Worker		0.7%	31
Purchase "Aging in Place" Products		0.7%	33

Value		Percent	Responses
Purchase a Medical Alert Service		0.6%	25
Have Safety Bars Installed in Bathroom		1.2%	52
Stroke Treatment		0.1%	5
Orthopaedic or Knee Surgery		1.9%	84
Memory or Alzheimer's Care		0.5%	21
Nutritional Counseling		1.2%	52
Spinal and Postural Screening		0.4%	16
Physiotherapy		1.3%	56
Receive Treatment for Substance Abuse		0.2%	8
Purchase Blood Pressure Monitoring Device		1.3%	56
Receive Aquatic Therapy		0.9%	42
Join a Weight Loss Group		1.1%	48
Purchase Weight Loss Supplements		1.0%	44
Purchase Weight Loss Food Plan		0.7%	31
Have Reflexology Treatment		0.5%	23
Hire a Weight Loss Professional		0.3%	13
Have Cataract Surgery		1.7%	74
Receive Treatment for PTSD		1.2%	52










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%	4
Purchase a "In-the-Ear" Hearing Aid		0.8%	35
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.4%	18
Purchase a Digital Hearing Aid		1.0%	43
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	40
Purchase Hearing Aid Cleaning Supplies		1.3%	59
Purchase Hearing Aid Batteries		6.1%	275
Purchase a "In-the-Canal" Hearing Aid		0.5%	23
Purchase a Analog Hearing Aid		0.1%	4
Have a Hearing Exam		8.4%	377
None of the above / Does not apply		85.3%	3,815














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		0.4%	17
Pre-purchase a Funeral Plot or Cremation Service		2.8%	127
Purchase a Monument or Headstone		0.5%	21
Use a Funeral Planner		0.4%	16
Purchase Flowers for a Funeral		0.6%	27
Use a Cremation Service		0.9%	39
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	12
None of the above / Does not apply		95.2%	4,258



58. Which of the following ASSISTED LIVING PLANS apply to you or your someone in your family in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.5%	23
Move into a Assisted Living Facility		0.3%	15
Move into a Nursing Home		0.2%	8
Move into a Alzheimer's Care Facility		0.0%	2
Move Into a Hospice Facility		0.1%	3
Hospice to your Home or House		0.4%	19
Move into Residential Care Home		0.1%	5
Utilize a Respite Provider		0.4%	19
None of the above / Does not apply		98.4%	4,402













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		1.1%	47
Open Savings Account		1.7%	76
Online Banking		48.6%	2,174
Manage Investments		20.7%	924
Manage Retirement Accounts		22.5%	1,005
Mortgage Line of Credit		2.8%	124
Financial Consulting		12.0%	538
Financial Services		10.7%	478
Safe Deposit Box Rental		4.9%	218
Obtain New Credit Card		1.3%	57
Payday Loan or Check Cashing Business		0.2%	9
Use Vehicle Title Loan Company		0.3%	13
None of the above / Does not apply		34.2%	1,530





















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		2.6%	117
Certificates of Deposit		6.8%	305
City or State Bonds		1.5%	66
Collectibles, Antiques or Art		1.1%	49
Common or Preferred Stock		9.0%	404
Corporate Bonds or Debentures		2.3%	105
401(k)		16.5%	736
Gold or Precious Metals		1.5%	66
IRA		12.8%	573
Money Market Funds		8.3%	371
Mutual Funds		13.3%	595
Non-US Stocks		1.9%	85
Options		0.5%	24
US Savings Bonds		1.2%	54
US Treasury Notes		1.2%	55
Coins or Stamps		1.3%	59
None of the above / Does not apply		62.1%	2,779

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%	4
Business Equipment Loan		0.2%	9
Carpeting or Furniture Loan		0.1%	4
College Expenses Loan		0.4%	16
College Tuition Loan		1.2%	55
Debt Consolidation Loan		0.8%	35
Medical Expenses Loan		0.2%	8
New Vehicle Loan		1.6%	72
Used Vehicle Loan		1.8%	80
Vacation or Travel Loan		0.1%	3
Wedding Loan		0.1%	5
None of the above / Does not apply		94.5%	4,226

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		21.8%	975
Nail Polish		6.2%	276
Eyewear or Sunglasses		20.2%	903
Handbags		5.4%	242
Hats		4.2%	189
Intimate Apparel		9.8%	439
Jewelry or Accessories		4.3%	192
Men's Apparel		25.6%	1,143
Men's Shoes		17.0%	761
Men's Underwear		13.2%	591
Women's Apparel		41.7%	1,866
Women's Pajamas or Sleepwear		9.9%	443
Women's Shoes		26.1%	1,167
Women's Underwear		18.2%	812
Socks		16.9%	758
Outerwear		5.4%	240
None of the above / Does not apply		31.9%	1,425
Coats		2.7%	121
Watches		1.6%	71
Luggage or Bags		1.3%	60
Perfume		2.8%	125

Value		Percent	Responses
Scarves		1.6%	70
Uniforms		1.1%	48
Western Clothing		1.6%	71








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		1.7%	75
Children's Pants		6.4%	285
Children's T-Shirts		8.6%	386
Children's Dresses		3.7%	164
Children's Pajamas or Sleepwear		4.8%	216
Children's Socks		4.6%	205
Children's Shorts		7.3%	328
Infant Clothing		5.2%	231
Children's School Uniform		0.4%	19
Children's Athletic Clothing		5.3%	236
None of the above / Does not apply		84.5%	3,780























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)		24.0%	1,072
Boots (Men's)		2.6%	117
Cowboy Boots (Men's)		0.6%	26
Work & Safety (Men's)		2.7%	123
Sneakers		9.9%	443
Classic & Fashion Sneakers (Women's)		8.6%	383
Work & Safety (Women's)		1.7%	75
Cowboy Boots (Women's)		0.7%	30
Athletic & Outdoor Shoes (Women's)		28.1%	1,259
Athletic & Outdoor Shoes (Children's)		6.6%	295
Cowboy Boots (Children's)		0.2%	10
None of the above / Does not apply		50.9%	2,278

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























Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		7.3%	325
Have Clothing Dry Cleaned		16.1%	721
Have Shoes Repaired		5.3%	238
Rent or Purchase a Costume		0.1%	5
Wash Clothing at a Laundromat		2.7%	122
Purchase Custom Made Clothing Items		0.6%	25
None of the above / Does not apply		75.0%	3,356

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)		3.4%	151
Bicycle Tune-Up or Repair		8.5%	381
Camping or Hiking Equipment		8.5%	381
Exercise or Fitness Equipment		6.3%	283
Fishing Bait or Attractant		6.2%	276
Fishing Accessories		8.7%	388
Golf Clubs or Equipment		4.9%	219
Ammunition		9.1%	408
Swimming Gear		4.4%	197
Hand Gun		3.8%	169
None of the above / Does not apply		62.1%	2,776
Archery Equipment		0.9%	39
High End Bicycle		0.6%	27
Bicycle Rental		0.6%	28
Fishing Rods or Reels		2.8%	124
Hunting Gear		1.2%	55
Running or Jogging Equipment		2.7%	121
Soccer Equipment		0.9%	42
Sports Equipment (Children)		1.9%	84
Trampoline		0.4%	20
Trophies or Plaques		0.3%	12
Weight Lifting Equipment		2.2%	99























Value		Percent	Responses
Used Sporting Equipment		1.1%	49
Rifle		1.5%	67
Shotgun		1.4%	62

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		34.9%	1,563
Bedding Flowers or Perennials		54.3%	2,431
Fertilizer		34.1%	1,525
Flower Pots		20.8%	932
Garden Ornaments		7.2%	323
Gravel or Rock		13.5%	602
Hand Garden Tools		12.3%	548
Landscaping		9.9%	443
Indoor Garden Supplies		3.8%	172
Decorative Rock		6.7%	299
Lawn Seed, Turf or Sod		8.1%	364
Outdoor Furniture		5.4%	242
Outdoor Grill		3.4%	150
Patio Furniture		5.1%	229
Propane		17.3%	776
Shrubbery or Trees		10.8%	481
Stone (Cast, Crushed or Natural)		3.2%	143
Insect or Fungus Control Products		9.9%	442
None of the above / Does not apply		22.3%	997
Chainsaw		1.2%	54
Fountains		2.1%	94
Gate		1.9%	86























Value		Percent	Responses
Gazebo		0.5%	22
Insects (Bees or Other Beneficial Species)		2.6%	118
Outdoor Fireplace or Fire Pit		2.1%	94
Patio Heater		0.9%	39
Outdoor Infrared Heater or Fireplace		0.6%	25
Outdoor Smoker		0.6%	28
Outdoor Kitchen Equipment		0.6%	25
Outdoor Entertainment Center		0.2%	11
Patio Cover, Awning or Canopy		2.3%	101
Pole Shed		0.5%	24
Portable Outdoor Heater		0.5%	21
Power Garden Tools		1.8%	81
Lawn Mower (Push)		2.4%	108
Lawn Mower (Riding)		0.5%	24
Rototiller		0.5%	22
Screen Porch		0.6%	25
Storage Shed		2.5%	112
Leaf Blower		1.1%	51
Outdoor Garden Flags		1.1%	50
Snow Blower		0.2%	9
Greenhouse		1.0%	46

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		13.9%	623
Bird Seed		15.3%	686
Cat Food		29.4%	1,314
Dog Food		34.3%	1,536
Fish Food		3.3%	148
Specialized Pet Food		4.9%	219
Other Pet Food		5.3%	239
Pet Accessories		8.0%	356
Pet Toys		12.3%	548
Annual Pet Vaccinations		19.7%	883
Annual Pet Checkups		19.1%	854
Adopt or Rescue a Pet		3.8%	169
Purchase Pet Medication		8.1%	361
Pet Dental Care		3.3%	148
None of the above / Does not apply		37.8%	1,690
Pet Clothing		0.9%	42
Pet Enclosure		0.5%	22
Aquarium or Tank		0.5%	21
Fish Supplies		2.2%	99
Disease Diagnosis		0.8%	36
Pet Travel Cage		0.4%	20
Pet Travel Accessories		0.3%	13






















Value		Percent	Responses
Cremation or Burial Services		0.4%	16
Purchase a Pet		0.9%	39
Holistic or Alternative Pet Care		0.7%	30
Board a Pet Overnight		2.7%	122
Pet Tracking Device		0.6%	25
Animal Training Classes		2.4%	108
Hemp Based Pet Supplements		1.0%	46
THC Based Pet Supplements		0.5%	23
Holistic or Alternative Pet Supplements		0.8%	34
Anti Anxiety or Stress Pet Medication for Holidays		1.5%	69















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		4.3%	192
Add a Fence or Wall Structure		7.7%	345
Remodel Bathroom		5.8%	261
General Remodeling		5.0%	225
Replace Carpet		4.8%	216
Replace Flooring		6.0%	269
Replace Windows		3.0%	135
None of the above / Does not apply		66.4%	2,971
Add a Room		0.4%	20
Add a Home Office		0.6%	28
Remodel Kitchen		2.4%	109
Cabinet Refacing or Resurfacing		2.3%	105
Refinish Bathtub		0.8%	38
Install a Glass Shower		1.5%	67
Remodel or Finish Basement Living Area		0.8%	38
Replace Garage Door		1.0%	44
Build a Garage		0.5%	22
Build Out-Building		1.2%	54
Build a Storage Shed		2.6%	118
Have Furniture Restored		1.5%	69
Switch from Gas to Electric		0.2%	7
Switch from Electric to Gas		0.4%	17






















Value		Percent	Responses
Install a Stair Lift		0.2%	11
Install "Aging In Place" Products		1.1%	48
Install a Solar Energy System		0.7%	32
Install Security or Monitoring System		1.1%	47
Resurface or Build New Driveway		1.6%	72
Stone or Marble Work (Bathroom or Kitchen)		0.9%	40
Sealcoating		1.5%	67
Asphalt Repair		1.3%	56
Asphalt Resurfacing		1.1%	48
Residential Paving		0.6%	27
Build a "Tiny House"		0.3%	15
Install Handicap Accessible Addition		0.1%	6









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		3.6%	159
Decking		5.4%	241
Doors (Exterior)		3.6%	161
Doors (Interior)		3.0%	135
Electrical Supplies		3.3%	149
Fencing		7.9%	354
Hand Tools		6.4%	288
Lighting and Fixtures		5.8%	258
Lumber		11.0%	494
Molding		3.8%	169
Paint (Exterior)		11.5%	514
Paint (Interior)		17.3%	772
Plywood		4.0%	180
Plumbing Supplies		4.3%	191
Screen Door		3.5%	155
None of the above / Does not apply		52.5%	2,349
Circular Saw		0.6%	26
Furnace		0.7%	32
Generator		0.8%	35
Hardwood Products		2.9%	129
Home Security Doorbell Camera		2.0%	89






















Value		Percent	Responses
Kitchen Cabinets		1.9%	84
Lock Sets		1.9%	86
Mill Work		1.1%	51
Power Tools		2.7%	120
Rain Gutters		2.6%	115
Roofing (Composition)		2.6%	116
Roofing (Other)		1.4%	61
Security Door		0.5%	24
Security Locks		0.6%	29
Security Window Film		0.2%	10
Siding		1.4%	62
Solar Screen		0.3%	15
Water Softener System or Supplies		2.2%	99
Wet or Dry Vacuum		1.2%	52
Wood Stove or Fireplace		0.6%	28
Window Guards		0.2%	8
Windows (Double-Hung)		0.8%	35
Windows (Casement)		1.1%	48
Windows (Picture)		0.7%	32
Windows (Slider)		1.7%	77
Windows (Bay or Bow)		0.2%	10

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

Value		Percent	Responses
Air Duct Cleaning		5.1%	230
Carpet Cleaning		12.2%	544
Electrical Repair		3.0%	133
Furnace Cleaning		5.0%	225
Gardening Services		7.7%	345
Handyman Services		10.7%	479
Home Repair		3.5%	158
None of the above / Does not apply		57.2%	2,559
Air Conditioning Repair		1.7%	78
Alternative Energy Systems Installation		0.4%	20
Alternative Energy Systems (Service or Repair)		0.4%	16
Appliance Repair		2.6%	118
Blinds Cleaning		1.5%	68
Carpenter or Woodworking		2.4%	106
Chimney Cleaning		2.3%	102
Concrete Repair		2.1%	93
Drywall Installation or Repair		2.2%	97
Electrical Panel Replacement		0.5%	21
Excavation & Wrecking		0.2%	8
Fire & Water Damage Restoration		0.3%	12
Flooring - Ceramic Tile (Installation or Repair)		1.3%	58






















Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.6%	118
Flooring - Linoleum (Installation or Repair)		0.9%	41
Flooring - Wood (Installation or Repair)		2.1%	96
Flooring - Other (Installation or Repair)		1.9%	85
Foundation Repair		0.6%	26
Furnace Repair		0.8%	35
Furniture Reupholster		0.8%	36
Gutter Installation or Repair		2.3%	105
Heating Repair		0.6%	28
Home Computer Repair		1.0%	45
Home Electronics Repair		0.3%	14
Home Heating Oil or Fuel Service		0.5%	24
Home Remodel		1.8%	81

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		11.9%	533
Junk or Yard Waste Removal		7.8%	350
Recycle		7.1%	318
Landscaping Service		13.2%	591
Painting		9.3%	414
Pest Control		8.2%	365
Plumbing Repair		3.8%	172
Pressure Washing		5.6%	249
Preventative Home Maintenance		3.5%	158
Trash Removal		6.4%	286
Computer Repair		3.7%	164
None of the above / Does not apply		49.6%	2,218
Home Security Service		1.5%	67
Insulation Installation or Maintenance		0.8%	35
Interior Design		0.7%	30
Sell Scrap Metal		1.3%	58
Movers		1.1%	48
Mold Inspection or Removal		0.2%	11
Party Equipment Rental		0.2%	11
Pool Cleaning Service		0.8%	36
Roof Repair		2.3%	101

Value		Percent	Responses
Security System		0.9%	42
Septic Tank Cleaning or Repair		2.3%	103
Siding Replacement		0.7%	32
Snow Removal		0.1%	3
Solar Heating or Power System Installation or Repair		0.4%	18
Stucco or Exterior Coating		0.1%	6
Tool Rental		1.7%	76
Water Well Drilling		0.1%	4
Waterproofing		0.3%	12
Window Installation		1.9%	85
Window Tinting for Home		0.1%	4
Yard Equipment Rental		2.1%	93
Mobile or Cell Phone Repair		1.3%	56
























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)		3.4%	154
Emergency Preparedness Kit or Supplies		4.3%	193
Batteries (Home or Office)		26.1%	1,167
Candles		7.6%	340
Carpeting		3.9%	174
Rugs		3.9%	175
Curtains or Drapes		5.0%	224
Furniture (Living Room)		4.0%	178
Laminate Flooring		3.1%	137
Storage Boxes or Tubs		4.4%	197
Floral Arrangements		3.4%	152
Picture Frames		3.6%	159
Linens (Bathroom)		3.8%	170
Indoor Flowers		5.8%	261
None of the above / Does not apply		50.7%	2,270
Air Conditioning (Buy)		1.6%	71
Awning		1.0%	45
Firewood		2.3%	102
Oriental Carpeting		0.2%	11
Flooring Tile		1.8%	82
Hardwood Flooring		1.6%	72





Value		Percent	Responses
Rugs (Persian)		0.4%	16
Clocks		1.4%	61
Closet System		1.4%	62
Cutlery, Flatware or Silverware		1.0%	44
Ductless Heat Pumps		0.6%	29
Fire Extinguisher		2.2%	100
Fine Art (Paintings, Pottery, Etc.)		1.2%	54
Custom Built Furniture		0.4%	18
Reconditioned Furniture		0.5%	23
Furniture (Bedroom)		1.9%	86
Furniture (Children's)		0.5%	21
Crib		0.2%	9
Furniture (Dining Room)		0.8%	37
Furniture (Home Office)		1.2%	54
Furnace		0.8%	35
Futon		0.2%	11
Safe		0.8%	38
Hot Tub or Spa (Used)		0.2%	7
Sewing Machine		1.1%	50
Reclining Chair		2.6%	117
Wallpaper		0.5%	21
Signs or Banners		0.5%	22
Hot Tub or Spa (New)		0.5%	21

Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.2%	55
Tankless Water Heater		0.9%	41



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		4.7%	210
Linens (Bedroom)		6.0%	269
Window Coverings		3.2%	145
None of the above / Does not apply		76.7%	3,431
Gas Burning Freestanding Stoves		0.2%	9
Water Purification System (Drinking)		0.9%	41
Solar Water Heater		0.2%	10
Latex Mattress		0.2%	8
Innerspring Mattress		2.2%	98
Pillow Top Mattress		1.7%	77
Foam Mattress		1.3%	57
Memory Foam Mattress		1.8%	82
Gel Mattress		0.6%	27
Twin Size Bed		0.6%	28
Queen Size Bed		2.3%	101
King Size Bed		1.5%	66
Water Heater		1.4%	62
Smoke Alarm or Detector		2.0%	88
Remote Home Monitoring Video Camera		0.9%	40
Shutters		0.4%	18
Reclaimed Wood Furniture		0.4%	16
Patriotic Flags		2.0%	90
Sports Team Flags		0.4%	17























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

Value		Percent	Responses
Paintings		3.4%	153
Fine Art		1.7%	74
Photographs		3.2%	142
Pottery		1.9%	85
Blown Glass		1.5%	66
Stone Carvings		0.5%	23
Sculpture		0.7%	33
Artistic Wall Decor		4.0%	177
Wood Carvings		0.5%	24
Poster Art		1.1%	51
Religious Art		0.7%	31
Stained Glass		0.7%	31
Ceramics		1.2%	52
Metal Work Art		1.5%	68
Music Memorabilia		0.7%	31
Movie Memorabilia		0.4%	18
None of the above / Does not apply		87.5%	3,912

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		3.0%	132
Portable Dishwasher		0.0%	2
Dishwasher		3.0%	133
Freezer		1.6%	73
Range		2.5%	113
Range Hood		1.1%	49
Wall Oven		0.4%	19
Washer		1.6%	73
Dryer		1.5%	69
Blender		1.3%	57
Instant Pot		1.7%	77
Microwave		2.7%	122
Window Air Conditioner		0.9%	39
Coffee or Espresso Machine		2.9%	131
Vacuum Cleaner		2.9%	129
None of the above / Does not apply		81.9%	3,662

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
Aftermarket Products		3.0%	132
Battery		4.0%	179
RV Accessories or Supplies		3.0%	133
Tires		7.0%	315
Wiper Blades		14.4%	644
None of the above / Does not apply		69.9%	3,125
Canopy		0.3%	15
Child Car Seat		0.6%	29
Floor Mats		2.8%	126
Grill Guard		0.2%	9
Ground Effects		0.0%	1
Lights		1.4%	63
Mirror(s)		0.4%	16
Motorcycle Accessories		1.0%	43
Motorcycle Parts		1.2%	55
Performance Parts		0.7%	30
Roof Rack (For Bike, Kayak, Etc.)		0.6%	28
Roof Rack (Luggage or Equipment Container)		0.2%	11
Running Boards		0.3%	14
Seat Covers		1.8%	80
Spoiler		0.0%	1
Step Bar		0.2%	11























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.4%	18
Tool Box		0.1%	6
Trailer Hitch		0.8%	36
Truck Bed Liner		0.2%	7
Visor		0.1%	4
Wheels or Rims		0.7%	33
Winch		0.1%	6
Window Tinting Equipment (Auto)		0.2%	10
Cargo Trailer (Vehicle Hauler)		0.1%	5
Cargo Trailer (Flat)		0.2%	11
Cargo Trailer (Motorcycle)		0.1%	3
Cargo Trailer (Box)		0.2%	9

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

Value		Percent	Responses
30,000 Mile Service		6.2%	277
60,000 Mile Service		7.4%	329
100,000 Mile Service		5.8%	260
Auto Detailing		5.9%	266
Auto Repair (General)		5.2%	233
Alignment		3.2%	145
Brake Replacement, Adjustment		3.4%	150
Car Wash		40.6%	1,815
Gas or Service Station Services		14.5%	647
Oil Change or Lube		41.1%	1,838
Preventative Maintenance		13.8%	618
Tire Mounting or Installation		5.1%	226
Tune-Up		7.0%	314
Windshield or Glass Repair		5.1%	227
None of the above / Does not apply		26.6%	1,189
Auto Warranty Work (Work Covered by Warranty)		2.4%	107
Body Work		2.4%	107
Car Rental		0.9%	42
DEQ Inspection		0.1%	4
Electrical Repair		0.7%	31
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.6%	25
Motor Repair or Replacement		0.4%	17

Value		Percent	Responses
Motorcycle Repair		0.7%	33
Muffler		0.5%	23
Painting		0.8%	35
RV Maintenance or Service		2.2%	100
Safety Inspection		1.3%	58
Shocks		1.1%	48
Smog Check		0.1%	5
Stereo Installation		0.5%	24
Transmission or Clutch Repair		0.6%	26
Upholstery Repair		0.6%	28
Vehicle Air Conditioning Repair		0.6%	29
Vehicle Storage		0.4%	19
Vehicle Towing		0.3%	12
Windshield or Window Tinting		1.0%	44














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		9.9%	442
CarFax		12.1%	539
CarGurus.com		5.8%	258
CarMax.com		7.0%	311
Cars.com		5.7%	253
Craigslist Auto		9.2%	410
KBB.com		5.6%	252
Edmunds.com		6.8%	303
Local Dealer Site		34.7%	1,550
Other Local Website		3.9%	173
None of the above / Does not apply		51.6%	2,309
Yahoo! Autos		0.3%	13
Automotive.com		0.8%	35
Autoblog.com		0.3%	15
CarsDirect.com		1.1%	47
eBay Motors		1.3%	57
Facebook Dealer Page		1.9%	84
MotorTrend.com		1.5%	67
UsedCars.com		2.1%	94
Local TV Site		0.5%	21
Local Radio Site		0.2%	10
The Car Connection		0.5%	21


















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		31.7%	1,419
Beauty Products		23.2%	1,038
Cosmetics		26.2%	1,170
Babysitting		1.1%	47
Hair Care Products		40.4%	1,805
Hair Coloring		22.3%	998
Hair Cut		70.5%	3,154
Manicure		16.3%	727
Massage Therapy		18.6%	834
Pedicure		26.6%	1,190
None of the above / Does not apply		14.2%	637




















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)		38.3%	1,711
Books (Used)		28.8%	1,288
Books (Children's)		9.9%	441
Board Games		9.5%	423
Lottery Ticket		16.6%	744
Collectibles		2.6%	116
Comics		1.6%	72
Graphic Novels		1.8%	79
Computer Games		5.9%	263
Magazines		18.0%	806
Toys		5.9%	265
Video Console Games		4.2%	187
None of the above / Does not apply		33.9%	1,515











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

Value		Percent	Responses
Gems, Rocks & Minerals		2.1%	93
Ceramics and Pottery		1.5%	65
Collectables		2.3%	101
Comic Books and Related Collectables		0.9%	41
Do-It-Yourself (DIY)		14.3%	638
Games or Puzzles		15.2%	682
Beer Brewing Supplies		2.0%	88
Wine Making Supplies		0.6%	29
Jewelry Making Supplies or Beads		3.2%	145
Knitting		8.6%	386
Making Arts and Crafts		9.7%	433
Paper Crafts		4.9%	220
Quilting		7.1%	317
Scrapbooking		3.7%	164
Toy Collecting		0.4%	18
Trains, Plane & Car Model Kits		1.7%	74
None of the above / Does not apply		55.9%	2,502














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)		3.7%	164
Attend Online College or University (Part Time)		2.3%	104
Attend Online Graduate School		1.0%	45
Attend Online Classes at Community College		3.0%	135
Learning Center		0.6%	25
Online Trade School		0.2%	9
Online Continuing Education Courses		5.4%	241
Online Professional Certification or Accreditation Courses		2.5%	111
Online Language Lessons (Adult)		3.2%	144
Online Music Lessons (Adult)		1.7%	76
Attend Paid Online Lecture, Seminar or Special Class		3.1%	138
Online Real Estate Classes		0.5%	24
Online Child Education or Tutoring		1.9%	85
Online Music lessons (Child)		0.6%	27
Online Language Lessons (Child)		0.3%	12
Change Online School		0.0%	2
Attend an Online Religion Based School		0.6%	26
Attend an Online Local Workshop		3.3%	147
None of the above / Does not apply		77.9%	3,485





















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

Value		Percent	Responses
Brushes		6.9%	309
Oil paints		2.1%	94
Acrylic Paints		8.7%	388
Markers		4.8%	216
Specialty Paper		6.9%	309
Fabric Craft Supplies		9.7%	433
Beads		3.2%	142
Art Pencils and Pens		7.4%	330
Scrapbooking Supplies		4.2%	188
None of the above / Does not apply		73.0%	3,264























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%	12
Clarinet		0.1%	6
Drums		0.4%	18
Flute		0.2%	8
Acoustic Guitar		1.0%	45
Electric Guitar		0.5%	24
Electric Keyboard		0.6%	29
Piano		0.4%	19
Piano (High End)		0.1%	3
Trombone		0.1%	3
Trumpet		0.1%	5
Violin		0.2%	10
None of the above / Does not apply		97.1%	4,344

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		13.7%	614
French		4.2%	186
Asian		43.8%	1,958
German		6.2%	277
American (New)		31.0%	1,386
Italian		41.7%	1,866
Cajun or Creole		5.3%	237
Indian		13.1%	587
Chinese		39.7%	1,776
American (Traditional)		56.7%	2,535
Thai		36.1%	1,613
Middle Eastern		6.4%	286
Japanese		15.0%	673
Mexican		60.7%	2,714
Vietnamese		14.1%	631
Southern		5.9%	263
Tex-Mex		13.3%	593
Spanish		5.2%	233
Mediterranean		14.1%	632
None of the above / Does not apply		16.7%	749

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		8.3%	372
Fish & Chips		29.8%	1,335
Golf Course Restaurant, Bar or Snack Bar		5.8%	260
Barbeque		21.1%	944
Deli		18.4%	822
Breakfast or Brunch		31.5%	1,411
Appetizers		23.9%	1,070
Dessert		14.6%	652
Chicken Wings		9.0%	403
Hamburgers		48.3%	2,160
Chicken		31.0%	1,385
Frozen Yogurt		6.5%	291
Tapas or Small Plates		6.6%	296
Theme Restaurants		4.4%	198
Soup		18.4%	824
Salad		30.1%	1,348
Pizza (Dine In)		9.8%	440
Pizza (Delivery)		17.2%	768
Steak		18.2%	812
Juice or Smoothies		7.9%	354
Sandwiches		32.8%	1,467
Pizza (Carry Out)		42.7%	1,912

Value		Percent	Responses
Pizza (Take & Bake)		23.6%	1,054
Seafood		27.1%	1,212
Vegan		3.4%	151
Steakhouse		11.0%	491
Sushi		13.5%	605
Vegetarian		7.3%	325
Pho		12.3%	552
None of the above / Does not apply		16.7%	746
Live or Raw food		2.3%	105







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%	14
Purchase Commercial or Business Property		0.2%	8
Purchase Condominium or Townhouse		0.5%	22
Purchase Manufactured or Modular Home		0.4%	16
Purchase Investment Property		0.8%	34
Purchase Personal Residence		1.9%	85
Purchase Custom Built Home		0.4%	20
Purchase Residential Real Estate at an Auction		0.2%	9
Purchase Land or Agricultural Property		0.6%	26
Purchase Vacation Property		0.5%	21
Purchase Other		0.2%	9
None of the above / Does not apply		95.4%	4,266










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		0.0%	1
Sell Personal Residence		2.2%	100
Sell Vacation Property		0.5%	24
Sell Condominium or Townhouse		0.3%	15
Sell Investment Property		0.6%	28
Sell Land or Agricultural Property		0.5%	24
Sell Commercial or Business Property		0.2%	10
Sell Manufactured or Modular Home		0.1%	5
Plan to Sell Home in Master-Planned Community		0.1%	4
Sell Other		0.6%	29
None of the above / Does not apply		94.9%	4,247







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		15.3%	13
New home, but outside of development		15.3%	13
New home that I will have contractor build		8.2%	7
Existing home less than 10 years old		35.3%	30
Existing home more than 10 years old		67.1%	57
Other		7.1%	6











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		1.6%	70
Rent House (Residence)		2.6%	118
Rent Manufactured or Modular Home		0.2%	9
Rent or Lease Commercial Property		0.3%	13
Rent Agricultural Land		0.1%	5
Rent Subsidized Housing		0.3%	15
Rent Condo/Townhouse		1.2%	53
Rent Section 8 Housing		0.4%	16
None of the above / Does not apply		94.7%	4,236



















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		2.4%	109
Use a Realtor to Buy Real Estate		2.0%	88
Use a Realtor to Buy and Sell Real Estate		1.6%	72
Plan to Sell Property Myself		1.2%	53
Use a Real Estate Broker		1.1%	51
None of the above / Does not apply		93.1%	4,163












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%	82
Home Remodel or Renovation Loan		0.6%	28
Business Construction Loan		0.2%	11
Home Construction Loan		0.6%	26
Equity Loan		1.5%	67
Land Loan		0.3%	15
Reverse Mortgage		0.4%	17
Real Estate Loan for existing home		0.8%	34
Refinance Home		5.3%	236
None of the above / Does not apply		89.8%	4,018



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

Value		Percent	Responses
Craigslist Homes		4.4%	197
Facebook		1.8%	81
Google		3.1%	139
Auction.com		0.6%	29
Homes & Land		2.9%	128
Homes.com		2.1%	96
HomeFinder		3.6%	161
MLS.com		11.2%	499
National Real Estate Co. Site		2.7%	123
Local MLS Site		18.5%	828
RealEstate.com		3.7%	165
Realtor.com		13.6%	609
Realty.com		2.1%	93
Redfin		15.7%	704
Trulia		6.8%	302
Zillow		35.1%	1,570
ZipRealty.com		0.8%	34
None of the above / Does not apply		53.2%	2,378



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

Value		Percent	Responses
Apartments.com		8.0%	356
Apartmentguide.com		3.8%	170
Craigslist		9.7%	432
Forrent.com		0.8%	36
HomeFinder.com		3.4%	153
Hotpads.com		0.9%	39
Rent.com		5.4%	241
Sublet.com		0.3%	13
Trulia		4.2%	187
Zillow		17.0%	761
None of the above / Does not apply		74.3%	3,322


















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		72.5%	3,242
No, don't know who to call		27.5%	1,231
			Total: 4,473
















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		72.7%	3,252
No, don't know who to call		27.3%	1,221
			Total: 4,473

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		16.0%	715
Craft Beer		27.9%	1,248
Champagne		8.8%	392
Premium Hard Alcohol or Spirits		20.0%	895
White Wine		37.0%	1,656
Red Wine		42.2%	1,887
Major Brand Cigarettes		3.3%	148
Recreational Marijuana		8.8%	392
Marijuana Accessories		2.7%	120
Smokeless Tobacco		1.2%	54
Pipe Tobacco		0.5%	23
Discount Cigarettes		2.2%	97
Discount Hard Alcohol or Spirits		9.1%	408
Domestic Beer		23.3%	1,041
Electronic Cigarette Supplies		1.3%	59
Alcoholic Cider		11.5%	513
None of the above / Does not apply		28.8%	1,289








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		5.3%	238
Cannabis Edibles		6.8%	306
Cannabis Tinctures		2.4%	107
Cannabis Vaporizers		1.1%	51
Cannabis Cleaning Tools or Supplies		0.2%	10
Cannabis Concentrates		2.0%	88
Cannabis Pre-Rolls		2.1%	92
Organic Cannabis Products		1.5%	69
Cannabis Oil		3.7%	165
Cannabis Beauty & Skin Care Products		1.4%	63
Cannabis Beverages		0.8%	35
Cannabis Chocolates		2.8%	124
Medical Cannabis		2.2%	99
CBD Cannabis		8.7%	388
None of the above / Does not apply		80.1%	3,581

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		29.9%	1,336
Specialty Teas		16.3%	730
Specialty Coffee		35.2%	1,576
Gourmet Deli Counter Items		21.8%	974
Cookies		35.9%	1,608
Snack Cakes		5.3%	235
Potato Chips		47.9%	2,142
Soft Drinks		31.7%	1,418
Energy Drinks		7.0%	311
Energy Bars		17.5%	782
Noodle Bowls		11.6%	520
Cupcakes		5.2%	231
Birthday Cake		8.5%	380
Beef Jerky or Meat Sticks		12.7%	567
Bottled Water		26.8%	1,197
Candy		35.3%	1,579
Fruit		77.4%	3,463
Nuts		58.3%	2,609
Chocolates		40.5%	1,812
Ice cream		53.4%	2,390
Cheese		80.2%	3,588
Artisan Bread		38.7%	1,733








Value		Percent	Responses
Artisan Meats		9.2%	413
Sports Drinks		8.6%	386
Basic Condiments		44.3%	1,981
Artisan Condiments		7.1%	319
Canned Sauces		33.0%	1,476
Cereal		59.4%	2,658
Milk		77.2%	3,454
Chicken		79.3%	3,548
Pork		50.6%	2,262
Beef		64.1%	2,865
Fish		56.0%	2,506
Pasta		61.3%	2,741
Snack Mixes		9.8%	439
Vegetables		74.7%	3,341
Olive Oil		48.3%	2,161
Balsamic Vinegar		21.3%	952
Frozen Entrees		39.5%	1,768
Eggs		85.6%	3,827
Locally Raised Beef, Pork, Poultry		23.6%	1,056
Locally Grown Fruit and Vegetables		63.0%	2,818
Locally Produced Honey		18.1%	811
Organic Food		28.3%	1,267
Pickled Vegetables		15.0%	672

Value		Percent	Responses
Artisan Cheese		30.3%	1,357
Alternative "Meat" Products		10.4%	464
Sausage		41.8%	1,871
Donuts		16.2%	723
Pastries		20.6%	921
Game Meats		1.3%	60
None of the above / Does not apply		1.5%	69

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		27.7%	1,240
Attend Online Religious or Spiritual Services		21.8%	975
Donate to a Charity		49.2%	2,199
Donate to a Church		31.4%	1,406
Donate to Political Party or Government Representative		18.1%	808
Volunteer at Church		16.0%	716
Volunteer for Nonprofit Group		22.9%	1,026
Vote in Upcoming Local Elections		49.2%	2,201
Vote in Upcoming State or National Elections		51.5%	2,303
Purchase Season Tickets for Performing Arts		7.4%	330
Community Activity		18.4%	822
Support an Organization		18.9%	846
Make a Donation		36.4%	1,630
None of the above / Does not apply		14.4%	644
Join a New Church		1.3%	58
Donate Vehicle		0.7%	33
Have a Baby		0.3%	13
Get Married		0.3%	15
Retire		1.8%	80
Look into Private Schooling for Children		0.4%	20
Attend a Holiday Themed Performance		2.3%	103
Register to Vote		1.1%	51

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		7.2%	324
Go Mountain Biking		4.9%	218
Go Camping		22.6%	1,010
Go Hiking		37.8%	1,690
Go Fishing		15.1%	677
Go Backpacking		6.6%	295
None of the above / Does not apply		47.9%	2,144

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		33.3%	1,491
Local Business Blog		4.5%	203
Local Business Email		15.4%	689
Snapchat		7.6%	341
Instagram		27.7%	1,240
Cinema Ads		6.0%	270
Facebook Business Page		11.8%	527
Reviews on Yelp! or Google+		17.1%	763
YouTube Promo Video		10.4%	467
Local Business Text Message		6.6%	293
Pandora		18.0%	803
Online Yellow Pages		3.0%	133
Google Search		62.5%	2,795
eBay		25.8%	1,154
Spotify		11.6%	517
Pinterest		27.2%	1,215
Google+ Local		5.6%	251
Clicked on Google Sponsored Ad		11.3%	504
LinkedIn		17.8%	796
Angie's List		3.4%	151
Craigslist		23.9%	1,068
Bing		13.6%	606

Value		Percent	Responses
Twitter		16.4%	733
Amazon		85.5%	3,825
None of the above / Does not apply		3.7%	164
CitySearch		0.9%	40
Digital Billboard		0.3%	13
Xing		0.1%	4



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

Value		Percent	Responses
Yes		75.5%	3,376
No		24.5%	1,096
Total: 4,472			

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

Value		Percent	Responses
Yes		46.3%	2,070
No		53.7%	2,402
Total: 4,472			

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

Value		Percent	Responses
Yes		41.8%	1,871
No		58.2%	2,601
Total: 4,472			



107. Which of the following business categories would you do a Google search to find a business to shop or use if you were planning to buy? (Check all that apply.)

Value		Percent	Responses
Apparel and Accessories		41.6%	1,862
Arts and Entertainment		35.1%	1,568
Automotive - (General)		19.9%	892
Automotive - (New Vehicle Dealership)		14.9%	666
Automotive - (Used Vehicle Dealership)		10.6%	472
Automotive - (Auto Parts store)		11.1%	496
Automotive - (Auto Repair business)		8.0%	356
Automotive - (Auto Body shop)		4.5%	201
Tire Business		13.4%	601
Beauty and Spa Related Businesses		16.7%	749
Child Related Businesses		3.6%	160
Community and State Services		23.6%	1,055
Education		12.3%	548
Employment Related Businesses		6.6%	295
Event Planning and Services		6.8%	304
Family Activity Related Businesses		8.7%	387
Farm Equipment and Agriculture Businesses		5.0%	222
Financial Services		8.8%	395
Fitness Businesses or Providers		6.9%	308
General Retail		42.7%	1,908
Grocery / Market		40.6%	1,815
Home and Garden Related Businesses		33.8%	1,512

Value		Percent	Responses
Building Supply/Lumber Business		17.2%	771
Home Service Businesses		10.4%	467
Home Service Contractors		11.6%	519
Hotel and Travel Related Businesses		27.7%	1,237
Local Services		27.3%	1,219
Medical Related Businesses - (General)		13.8%	615
Medical Related Businesses - (Chiropractor)		3.4%	154
Medical Related Businesses - (Dentist)		6.6%	296
Medical Related Businesses - (Hospital)		3.6%	162
Nightlife Related Businesses		5.7%	253
Pet / Animal		24.9%	1,114
Professional Services		14.7%	658
Real Estate Service Businesses		5.4%	241
Recreation Related Businesses		9.0%	403
Restaurant / Bar / Lounge		42.2%	1,888
Senior Related Businesses		8.7%	388
Specialty Food and Drink		18.0%	803
General Retail - Children's Clothing Store		5.2%	231
General Retail - Clothing Accessory Store		10.2%	456
General Retail - Computer Store		10.7%	477
General Retail - Farming and Agriculture Business		3.6%	161
General Retail - Furniture Store		11.1%	496
General Retail - Hardware Store		18.9%	845











Value		Percent	Responses
General Retail - Home Entertainment Store		5.5%	247
General Retail - Jewelry Store		3.6%	162
General Retail - Major Appliance Store		9.8%	437
General Retail - Men's Clothing Store		9.7%	433
General Retail - Mobile Phone Store		6.0%	269
General Retail - Shoe Store		12.9%	577
General Retail - Women's Clothing Store		19.7%	883
None of the above / Does not apply		13.2%	592
Motorsport Businesses		2.8%	125

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






















Value		Percent	Responses
Yes		6.8%	305
No		93.2%	4,168

Total: 4,473

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		5.3%	236
Get a New Part Time Job		4.6%	207
Get a Temporary or Seasonal Job		3.5%	156
Use an Employment or Temporary Employment Agency		1.5%	68
Use a Career Counselor		0.3%	15
Get a Second (or Third) Job		1.5%	67
Get First Job after High School		0.7%	32
Get First Job after College		0.6%	28
Apply for Unemployment Benefits		9.4%	421
None of the above / Does not apply		82.7%	3,698

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		3.4%	150
Customer Service		3.1%	137
None of the above / Does not apply		83.3%	3,724
Agriculture		0.5%	22
Automotive		0.4%	19
Retail		2.0%	89
Warehouse		1.1%	51
Construction		1.1%	51
Accounting		1.2%	53
Hotel - Hospitality		0.7%	32
Health Care		2.3%	105
Manufacturing		0.9%	41
Entry Level (New Graduate)		0.8%	37
Grocery		1.7%	74
Banking & Finance		0.9%	40
Child Care		0.4%	16
Real Estate		0.6%	25
Insurance		0.4%	16
Legal		0.6%	28
Management		2.0%	89
Education		2.8%	127

Value		Percent	Responses
Media		0.6%	29
NonProfit		2.2%	99
Government		2.3%	104
Installation - Maintenance - Repair		0.4%	18
Restaurant - Food Services		1.2%	55
Executive Level		0.8%	36
Engineering		1.2%	52
Sales & Marketing		1.2%	53
Information Technology		1.3%	60
Skilled Labor - Trades		1.1%	48
Transportation		1.0%	44







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

Value		Percent	Responses
Local Business Site		14.0%	628
Local Agency Site		8.0%	360
Craigslist		9.3%	416
Facebook		3.2%	145
Indeed.com		16.9%	756
LinkedIn		15.4%	690
Monster.com		7.7%	346
CareerBuilder		4.6%	206
GlassDoor		5.8%	261
SimplyHired.com		1.5%	65
AOL Jobs		0.3%	13
SnagAJob.com		0.7%	30
Dice.com		0.4%	20
USAjobs.gov		5.8%	261
USAjobs.org		2.2%	100
ZipRecruiter		6.2%	277
JobDiagnosis		0.1%	5
TheLadders		0.7%	30
None of the above / Does not apply		66.2%	2,959

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		13.2%	591
Yellow Pages directory		1.3%	60
Direct mail flyer		11.6%	520
Deal program/offer		7.1%	317
Facebook business page offer		6.2%	277
Billboard advertising		0.7%	33
None of the above / Does not apply		72.9%	3,263



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		4.0%	179
Read ads and keep them - using one or two		33.5%	1,499
Read ads and keep them - without using any		3.9%	173
Read ads but throw away without using any		24.7%	1,105
Throw ads away unread		31.6%	1,414
Do not receive direct mail or advertisements at home or PO Box		2.3%	103
			Total: 4,473



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 %	140 3.1%	465 10.4%	2,506 56.0%	226 5.1%	331 7.4%	596 13.3%	209 4.7%	4,473
County election Count Row %	121 2.7%	431 9.6%	2,595 58.0%	235 5.3%	291 6.5%	574 12.8%	226 5.1%	4,473
State election Count Row %	152 3.4%	564 12.6%	2,344 52.4%	220 4.9%	340 7.6%	651 14.6%	202 4.5%	4,473
Total Total Responses								4473




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

Value		Percent	Responses
Yes		93.8%	4,197
No		6.2%	276
			Total: 4,473























116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		96.7%	4,327
No		3.3%	146
			Total: 4,473





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		16.8%	751
No		40.8%	1,826
Does not apply		42.4%	1,896
			Total: 4,473



















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

Value		Percent	Responses
Arts and Entertainment		4.8%	36
Business Consulting		5.4%	41
Education		5.4%	41
Financial Services		5.2%	39
Health and Medical		10.2%	77
Local Services		3.1%	23
Real Estate		9.4%	71
Other		33.0%	249
Apparel and Accessories		1.5%	11
Automotive		1.6%	12
Beauty and Spa		1.3%	10
Child Related Businesses		0.9%	7
Event Planning and Services		0.7%	5
Fitness Businesses or Providers		1.3%	10
General Retail		2.0%	15
Grocery and Specialty Food/Drink		1.6%	12
Home and Garden		2.5%	19
Home Service Businesses		2.0%	15
Hotel and Travel		1.2%	9
Motorsport Businesses		0.3%	2
Nightlife		0.4%	3
Pet / Animal		2.1%	16
















Total: 754

Value		Percent	Responses
Pizza Restaurant Types		0.1%	1
Recreation		1.3%	10
Restaurant / Bar / Lounge		2.4%	18
Sales Training		0.3%	2
Total: 754			

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		9.5%	72
Use social media for promoting business		20.0%	151
Website optimized for mobile (responsive)		9.9%	75
Ongoing search optimization (SEO, SEM)		6.2%	47
Banner ads		3.0%	23
Cost-per-click ads (CPC, PPC)		2.3%	17
Cost-per-mille ads (CPM)		0.4%	3
Programmatic ads		0.4%	3
Retargeting ads		1.2%	9
Video ads		2.9%	22
Google ads (Adwords)		4.8%	36
Facebook ads		13.6%	103
Sponsored content		1.3%	10
Email advertising		10.2%	77
Site analytics		3.3%	25
Use a Digital Agency		1.3%	10
Digital ads through newspaper		2.5%	19
None of the above/Does not apply		63.4%	479

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		3.7%	28
None of the above / Does not apply		87.7%	659
Business Advertising		0.7%	5
Business Financial Consulting		1.1%	8
Business Bottled Water Delivery		0.3%	2
Business Advisory Services		0.4%	3
Business Cellular Phone Service		1.2%	9
Business Computer Consulting		0.5%	4
Business Construction Contractor		0.9%	7
Business Employment Agency		0.3%	2
Business Internet Service Provider		0.9%	7
Business Legal Services or Attorney		1.2%	9
Business Marketing Services		0.9%	7
Business Meetings or Conventions		0.3%	2
Business Moving or Storage		0.3%	2
Business Payroll Services		0.4%	3
Business Printing Services		1.3%	10
Business Realty Services		0.7%	5
Business Recruitment		0.4%	3
Business Security Services		0.7%	5
Business Sign Company Services		1.5%	11

Value		Percent	Responses
Business Staffing or Temp Services		0.1%	1
Selling Small Business		0.3%	2
Business Online Meetings		2.3%	17
Business Bankruptcy		0.1%	1
Business Travel Agency		0.1%	1

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

Value		Percent	Responses
Rent New Office		1.7%	13
Buy New Office		1.1%	8
Add New Locations		1.9%	14
Renovate Existing Facilities		4.1%	31
Construct New Facilities		1.6%	12
Buy or Rent Industrial Space		0.7%	5
Buy or Rent Warehouse space		0.9%	7
None of the above / Does not apply		90.3%	678




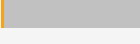


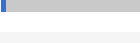
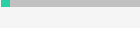



122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		0.8%	6
Purchase Used Business Automobiles		0.7%	5
Purchase New Business Trucks		0.7%	5
Purchase Used Business Trucks		1.3%	10
Lease New Business Automobiles		0.5%	4
Lease New Business Trucks		0.8%	6
Purchase New Business Delivery Vehicles		0.1%	1
Purchase Used Business Delivery Vehicles		0.1%	1
Purchase New Heavy Duty or Commercial Business Trucks		0.4%	3
Purchase Used Heavy Duty or Commercial Business Trucks		0.8%	6
None of the above / Does not apply		95.2%	715


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

Value		Percent	Responses
Business Insurance		2.1%	16
Business Health Insurance		1.2%	9
Business Dental Insurance		0.5%	4
Business 401K or Retirement Program		1.7%	13
Business "Key Man" Insurance		0.3%	2
Business Property Insurance		1.5%	11
Business Commercial Insurance		0.8%	6
None of the above / Does not apply		94.9%	713






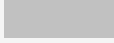
124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.2%	7
20 - 24		0.5%	21
25 - 30		1.1%	47
31 - 34		1.5%	67
35 - 40		3.0%	132
41 - 45		3.3%	149
46 - 49		3.6%	159
50 - 54		6.2%	276
55 - 60		11.9%	533
61 - 69		31.6%	1,411
70 or older		37.3%	1,669
			Total: 4,471
			Avg 65

125. What state do you live in?









Value		Percent	Responses
Washington		100.0%	4,473
			Total: 4,473

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

Value		Percent	Responses
Metro / Urban		23.0%	1,029
Small/Mid-Size Town		24.5%	1,098
Suburban		34.5%	1,545
Rural		16.9%	758
Vacation community		0.3%	13
Other		0.7%	30

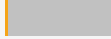




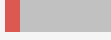



Total: 4,473

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








Value		Percent	Responses
Grade School (8th Grade or Less)		0.0%	1
Some High School (Not Graduate)		0.2%	7
High School Graduate (12th grade)		4.0%	179
Vocational or Technical Training		4.2%	190
Some College		19.8%	887
College Graduate		28.5%	1,273
Some Post-Graduate Study (No Advanced Degree)		10.4%	465
Post-Graduate Degree		32.9%	1,471

Total: 4,473








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

Value		Percent	Responses
Under \$20,000		3.0%	126
\$20,000 - \$24,999		2.3%	96
\$25,000 - \$29,999		2.1%	89
\$30,000 - \$34,999		2.3%	99
\$35,000 - \$39,999		3.2%	135
\$40,000 - \$44,999		3.5%	151
\$45,000 - \$49,999		5.1%	218
\$50,000 - \$74,999		20.2%	860
\$75,000 - \$99,999		19.6%	834
\$100,000 - \$124,999		13.9%	593
\$125,000 - \$149,999		9.2%	392
\$150,000 - \$200,000		8.9%	380
Over \$200,000		6.7%	286
			Total: 4,259
			Avg \$98,998




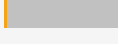

129. Which of the following would you classify yourself as?

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.7%	33
Black or African-American		0.4%	18
Asian		1.2%	55
White or Caucasian		88.6%	3,962
Hispanic		1.5%	69
Other		1.5%	69
Prefer not to answer		6.0%	267
			Total: 4,473





130. Are you...

Value		Percent	Responses
Male		37.5%	1,678
Female		58.8%	2,631
Transgender Male		0.0%	1
Transgender Female		0.0%	1
Gender Variant / Non-conforming		0.2%	10
Other		0.1%	3
Prefer not to answer		3.3%	149
			Total: 4,473

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




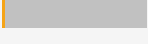

Value		Percent	Responses
Single Family Home		84.3%	3,769
Apartment		6.1%	274
Condominium		5.2%	232
Mobile Home		2.5%	111
Other		1.9%	87
			Total: 4,473

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		87.2%	3,899
Rented		10.5%	470
Occupied Without Payment of Rent		0.9%	42
Other		1.4%	61

Total: 4,472

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

Value		Percent	Responses
None		86.8%	3,881
1		6.1%	275
2		4.7%	208
3		1.6%	72
4 or more		0.8%	36
			Total: 4,472