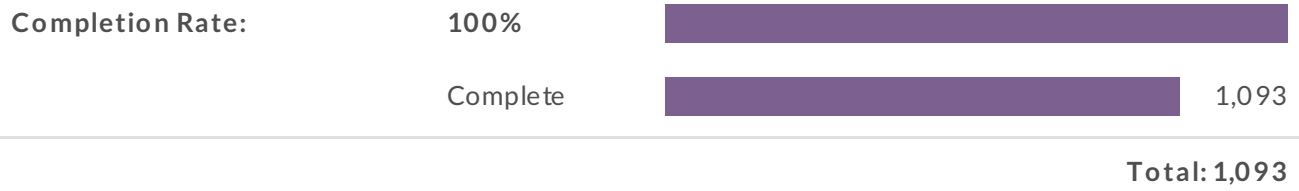


# Covid-19 Impact and Local Business Survey Wisconsin Report - May 2020

## Response Counts




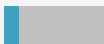







1. Are you 18 years of age or older?

Value	Percent	Responses
Yes	100.0%	1,092
		<b>Total: 1,092</b>

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

Value		Percent	Responses
Local Newspaper		37.9%	414
Local Newspaper Website		51.8%	566
Local TV News		69.8%	762
National Broadcast News		54.1%	591
Local Radio		25.5%	278
Apple News		5.3%	58
Facebook		32.3%	353
Twitter		6.2%	68
Nextdoor		5.2%	57
Other		15.2%	166

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

Value		Percent	Responses
Local Newspaper		12.3%	134
Local Newspaper Website		16.3%	178
Local TV News		25.4%	277
National Broadcast News		26.1%	285
Local Radio		4.7%	51
Apple News		0.6%	7
Facebook		2.1%	23
Twitter		0.5%	5
Other		12.1%	132
			<b>Total: 1,092</b>




#### 4. What news and information is most important to you now? (Check all that apply.)

Value		Percent	Responses
Daily updates on most important local Covid-19 facts		72.9%	796
Weekly updates on Covid-19 impact on our community		40.8%	446
Local resources available to our community to lessen impact of Covid-19		52.1%	569
Personal stories on the impact of Covid-19 on households		23.9%	261
Stories on the impact of Covid-19 on employment and local economy		47.3%	517
Online services being offered in the community		35.3%	386
Unemployment resources for persons laid off		22.2%	242
Assistance resources available for local businesses		20.1%	220
Other		6.0%	65


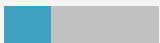
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		64.3%	702
New hours		56.8%	620
Services that are being offered		80.7%	881
New services being offered		51.2%	559
Online services being offered		58.7%	641
Employment needs		26.1%	285
Other		2.5%	27

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		50.8%	555
Watched Local Television		76.6%	837
None of the above / Does not apply		12.5%	136

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

Value		Percent	Responses
Yes		69.0%	754
No		31.0%	338
			<b>Total: 1,092</b>











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		29.3%	221
Local Daily Newspaper		77.4%	584
Local Paid Weekly Community Newspaper		29.8%	225
Local Free Weekly Print Publication		35.8%	270
Local Alternative Publication		10.1%	76
Local City or Regional Magazine		20.5%	155
Local Specialty Publication		12.2%	92
Local Business Publication		11.5%	87
Local Ethnic Publication		2.6%	20
Local Parenting Publication		1.5%	11
Local Senior Publication		8.9%	67
None of the above / Does not apply		3.2%	24

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

Value		Percent	Responses
Auto Body Shop		5.7%	62
Auto Detailing Shop		4.4%	48
Auto Glass Repair Shop		3.0%	33
Oil Change Station		46.3%	506
Auto Parts Store		16.6%	181
Auto Repair Shop		27.5%	301
New Vehicle Dealership		10.3%	113
Used Vehicle Dealership		7.0%	76
Recreation Vehicle (RV) Dealership		1.6%	17
RV or Camper Repair		1.1%	12
Tire Store		8.8%	96
None of the above / Does not apply		22.9%	250

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		1.4%	15
Used Farm Equipment Dealer		1.3%	14
Farm Truck and Tractor Repair Shop		1.8%	20
Agriculture Farm Supply Store		10.9%	119
Agricultural Service		2.1%	23
Farming Structure Building Contractor		0.4%	4
Animal Feed Store		8.6%	94
None of the above / Does not apply		82.2%	898

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		53.2%	581
Ethnic Food Restaurant		47.6%	520
Liquor Store		48.0%	525
Wine Shop		18.2%	199
None of the above / Does not apply		18.7%	204










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		8.1%	89
Farmers Market		37.0%	404
Grocery Store (Co-op)		30.7%	336
Grocery Store (Neighborhood/Local/Mom & Pop)		79.0%	864
Specialty Food Market		14.3%	156
None of the above / Does not apply		7.5%	82



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

Value		Percent	Responses
Barbershop		53.7%	587
Day Spa		9.3%	102
Nail Salon		21.0%	230
None of the above / Does not apply		34.9%	382

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		7.4%	81
Bicycle Repair Shop		11.5%	126
Bicycle Rental Service		0.9%	10
Golf Course		20.3%	222
Gun Shooting Range		6.8%	74
Gun Store		5.9%	64
New Sporting Goods Store		18.6%	203
Used Sporting Goods Store		4.9%	54
None of the above / Does not apply		53.8%	588

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

Value		Percent	Responses
Catering Service		3.4%	37
None of the above / Does not apply		96.6%	1,056









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		13.3%	145
Community College		7.9%	86
Tutoring Center		0.6%	7
Private Tutor		1.0%	11
None of the above / Does not apply		81.3%	889








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		21.2%	232
Credit Union		22.2%	243
Financial Advisor		10.4%	114
Stockbroker		1.6%	18
None of the above / Does not apply		63.0%	689





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

Value		Percent	Responses
Credit Repair Service		1.7%	19
Debt Consolidation Company		2.6%	28
Payday Loan Company		0.5%	6
Tax Return Service		11.8%	129
Title Loan Company		1.9%	21
None of the above / Does not apply		83.5%	913











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		9.7%	106
Dentist		31.0%	339
General Practitioner		15.6%	171
Family Practitioner		15.6%	170
Optometrist		14.8%	162
Pediatrician		2.7%	30
None of the above / Does not apply		56.7%	620















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		17.6%	192
Hospital		3.4%	37
Medical Clinic		13.3%	145
None of the above / Does not apply		76.6%	837



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		7.6%	83
Mental Health Provider		12.2%	133
Denture or Implant Specialist		6.1%	67
Ear, Nose & Throat Doctor		7.0%	77
Home Health Care Provider		2.7%	29
Internal Medicine Doctor		27.0%	295
Nutritionist or Dietician		2.3%	25
Physical Therapist		9.9%	108
Psychiatrist		5.9%	64
None of the above / Does not apply		51.2%	560

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		0.3%	3
Hearing Aid Center		5.8%	63
Hospice Care Provider		0.2%	2
Laboratory or Medical Testing Facility		17.6%	192
Medical Marijuana Dispensary		1.6%	17
Medical Spa		1.1%	12
Mental Health Clinic		6.7%	73
Medical Supply Store		4.2%	46
Pain Clinic		4.5%	49
Rehabilitation Clinic		1.9%	21
Sleep Disorder Clinic		3.8%	41
Urgent Care Clinic		4.7%	51
Walk-In Clinic		6.1%	67
None of the above / Does not apply		61.0%	667

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		7.0%	77
None of the above / Does not apply		93.0%	1,016







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

Value		Percent	Responses
Bottled Water Delivery Service		3.3%	36
Courier or Delivery Service		11.2%	122
Cremation Service Provider		0.6%	7
Dry Cleaning or Laundry Service		10.5%	115
Electronics Repair Shop		2.1%	23
Funeral Service Provider		0.7%	8
Information Technology (IT) Service		4.6%	50
Marriage Counselor		0.6%	7
Moving Truck Rental Company		3.2%	35
Mobile or Cell Phone Repair Shop		6.9%	75
Propane Dealer		9.6%	105
Self-Storage Facility		6.6%	72
Sewing and Alterations Shop		5.2%	57
Small Engine Repair Shop		5.9%	65
Shipping Center		13.1%	143
None of the above / Does not apply		53.0%	579










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

Value		Percent	Responses
Charity or Philanthropic Organization		11.5%	126
Church		39.2%	429
Community Organization		12.4%	136
Community Service or Non-Profit Organization		19.3%	211
None of the above / Does not apply		46.0%	503















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		10.2%	111
Painting Contractor		9.1%	100
Plumber or Plumbing Contractor		9.3%	102
None of the above / Does not apply		78.1%	854

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		4.5%	49
Concrete Contractor		7.7%	84
Furnace Contractor		4.8%	53
General Contractor		6.4%	70
Handyman		15.7%	172
Heating & Air Conditioning Service		14.5%	159
Home Security Company		0.7%	8
Junk Removal or Hauling Service		6.6%	72
Kitchen or Bath Remodeling Company		4.0%	44
Landscaping Service		18.0%	197
Mover or Moving Company		2.0%	22
New Home Builder		0.5%	6
Remodeling Contractor		6.7%	73
Roofing Contractor		3.7%	40
Septic Tank Contractor		3.0%	33
None of the above / Does not apply		48.6%	531



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		11.0%	120
Fuel or Oil Home Heating Service		2.7%	30
Furnace Cleaning Service		6.0%	66
Home Theater Installation Service		0.4%	4
Home Gardening Service		3.4%	37
House Cleaning Service		8.3%	91
Landscaper		10.8%	118
Pest Control Service or Exterminator		7.0%	77
Pool Cleaning Service		0.5%	6
Shades & Blinds Installation Service		1.9%	21
Television or Internet Service Provider		18.8%	205
Water Treatment Supply & Service		1.9%	21
Window & Door Installation Service		4.1%	45
None of the above / Does not apply		51.9%	567



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		2.8%	31
Adult Day Care		0.4%	4
Assisted Living Facility		1.4%	15
Nursing Home		0.9%	10
Respite Relief Provider		0.5%	6
Retirement Counselor		1.1%	12
Retirement Home		0.5%	5
Senior Center		5.9%	65
None of the above / Does not apply		89.1%	974

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		4.2%	46
None of the above / Does not apply		95.8%	1,047

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




Value		Percent	Responses
Children's Clothing Store		9.6%	105
None of the above / Does not apply		90.4%	988









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		4.7%	51
Animal Shelter		3.0%	33
Bird Seed Store		11.0%	120
Pet Groomer		16.9%	185
Pet Sitter		2.4%	26
Pet Store		26.9%	294
Veterinarian		37.3%	408
None of the above / Does not apply		43.4%	474

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		4.8%	53
Real Estate Brokerage Firm		1.0%	11
None of the above / Does not apply		94.7%	1,035






















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











Value		Percent	Responses
Apartment Rental Agency		2.1%	23
Estate Liquidator		0.5%	6
Mortgage Banker		4.8%	52
Mortgage Broker		2.3%	25
Real Estate Appraiser		4.0%	44
None of the above / Does not apply		89.7%	980

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		60.3%	659
Family Style Restaurant		54.7%	598
Food Cart/ Food Truck		13.4%	147
Fine Dining Restaurant		26.2%	286
Restaurant with Lounge or Bar		36.9%	403
Pizza Restaurant		57.0%	623
None of the above / Does not apply		13.0%	142

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		12.8%	140
Consignment Shop		17.7%	194
Craft Supply Store		23.3%	255
Bookstore		29.5%	322
Computer Store		7.6%	83
Department Store		48.6%	531
Discount Store		38.2%	418
Drugstore or Pharmacy		67.2%	734
Equipment Rental Store		3.8%	41
Fabric Store		13.2%	144
Florist		10.1%	110
Gift Shop		9.3%	102
Gun Shop		5.7%	62
Hobby Shop		13.4%	147
Mobile Phone Store		13.4%	146
Pawn Shop		3.0%	33
Shopping Center		27.3%	298
Thrift Store		32.5%	355
Wholesale, Warehouse or Club Store		28.1%	307
Yarn Store		4.6%	50
Yard Equipment Store		11.6%	127

Value		Percent	Responses
Vitamin or Supplement Store		10.0%	109
None of the above / Does not apply		7.7%	84
Christian Book Store		2.5%	27
Gold/Silver/Precious Metal Dealer		2.2%	24
Marijuana Dispensary		2.9%	32
Military Surplus Store		1.6%	17
Monument or Memorial Company		0.6%	7
Religious Supply or Gift Shop		1.3%	14
Survival Store		1.1%	12
Security Service		0.4%	4

37. What services do you plan to use from local restaurants over the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Home delivery with fee		26.9%	294
Free delivery		41.8%	457
Drive-thru		65.8%	719
Carryout		68.7%	751
Curbside carryout		59.3%	648
Other		3.0%	33
None of the above / Does not apply		8.1%	89

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		39.5%	432
Carpet Store		5.0%	55
Fireplace, Wood Stove or Barbeque Store		3.1%	34
Flooring Store		7.4%	81
Furniture Store		12.4%	136
Hardware Store		46.1%	504
Home & Garden Center		53.6%	586
Home Decor Store		12.0%	131
Hot Tub or Spa Dealer		1.0%	11
Major Appliance Store		6.7%	73
Mattress or Bedding Store		8.2%	90
Outdoor Furniture Store		5.9%	64
Plant Nursery & Garden Supply Store		35.4%	387
Paint Store		15.7%	172
Tool Rental Center		3.1%	34
TV & Appliance Store		5.1%	56
Vacuum Store		2.3%	25
None of the above / Does not apply		18.2%	199






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		13.7%	150
Clothing Store		54.0%	590
Eyewear & Opticians Store		26.0%	284
Jewelry Store		3.5%	38
Shoe Store		33.8%	369
None of the above / Does not apply		31.7%	346

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

Value		Percent	Responses
Accountant or CPA		4.4%	48
Insurance Agency		5.9%	65
Legal Firm or Attorney		4.2%	46
Tax Advisor		3.5%	38
None of the above / Does not apply		85.7%	937




















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		4.0%	44
Life Coach		1.0%	11
None of the above / Does not apply		95.2%	1,041









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

Value		Percent	Responses
Purchase New Class A RV		0.1%	1
Purchase New Class B RV		0.1%	1
Purchase New Class C RV		0.4%	4
Purchase New Travel Trailer or 5th Wheel		0.6%	7
Purchase New Camper Shell		0.3%	3
Purchase Used Class A RV		0.4%	4
Purchase Used Class B RV		0.3%	3
Purchase Used Class C RV		0.5%	5
Purchase Used Travel Trailer or 5th wheel		0.9%	10
Purchase Used Camper Shell		0.2%	2
None of the above / Does not apply		97.4%	1,065

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		2.0%	22
New Luxury Vehicle - Under \$50,000		0.3%	3
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	7
New Luxury Vehicle - Over \$75,000		0.2%	2
New Van		0.2%	2
New Minivan		0.5%	6
New SUV		2.5%	27
New Truck		1.4%	15
New Hybrid or Electric Vehicle		0.7%	8
Used Car		6.2%	68
Used Luxury Vehicle - Under \$30,000		0.9%	10
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	4
Used Luxury Vehicle - Over \$50,000		0.3%	3
Used Van		0.4%	4
Used Minivan		0.8%	9
Used SUV		4.0%	44
Used Truck		3.8%	42
Used Hybrid or Electric Vehicle		0.8%	9
None of the above / Does not apply		82.7%	904

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

Value		Percent	Responses
Compact car		2.4%	26
Full-size car		1.6%	18
Luxury vehicle (any size)		0.5%	5
Midsized car		2.8%	31
Pickup truck		4.3%	47
Sport utility vehicle (SUV)		10.2%	111
Van or minivan		1.6%	17
None of the above		76.7%	838

Total: 1,093



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		7.5%	82
Dodge		3.8%	42
Ford		8.0%	87
GMC		4.0%	44
Honda		6.4%	70
Hyundai		3.3%	36
Subaru		4.1%	45
Toyota		8.3%	91
None of the above / Does not apply		76.2%	833
Acura		1.0%	11
Audi		0.9%	10
BMW		0.7%	8
Buick		1.6%	18
Cadillac		0.7%	8
Chrysler		2.2%	24
Fiat		0.1%	1
Infiniti		0.4%	4
Jeep		2.5%	27
Kia		2.6%	28
Land Rover		0.5%	5
Lexus		1.3%	14

Value		Percent	Responses
Lincoln		1.0%	11
Mazda		1.7%	19
Mercedes-Benz		0.4%	4
Mini		0.1%	1
Mitsubishi		0.5%	5
Nissan		2.7%	29
Porsche		0.2%	2
Scion		0.4%	4
Suzuki		0.4%	4
Tesla		1.0%	11
Volkswagen		1.5%	16
Volvo		0.8%	9

























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		5.3%	58
No		94.7%	1,035

**Total: 1,093**

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%	66
Printer		5.5%	60
Ink or Printer Cartridges		34.5%	377
Wi-Fi for Home		5.2%	57
Headphones		10.2%	112
Smartphone Charger		5.6%	61
Noise Canceling Headphones		3.7%	40
Batteries for Electronics		27.3%	298
None of the above / Does not apply		41.8%	457
Home Theater System		1.1%	12
GPS Device (Handheld or In-Vehicle)		2.0%	22
Satellite Radio		1.6%	17
Satellite TV System		0.7%	8
Stereo System (Home)		1.3%	14
Portable Speakers		1.9%	21
Wireless Speakers		2.1%	23
Smartwatch		2.7%	30
Phone or Tablet Controlled Home Tech Products		1.7%	19
Phone Calling Card		1.6%	17
Compact/Mini Projector		0.6%	7
Wearable Electronics		1.2%	13
Healthcare Device		2.6%	28

Value		Percent	Responses
Surge Protector		2.7%	30
Aerial Drone		0.6%	7
ShortWave Radio		0.5%	5
Wireless Hotspot		1.6%	18
Assistive Technology for Hearing		1.6%	17
Virtual Reality Headset		0.5%	5
Smart Sports Equipment		0.3%	3





















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		0.5%	6
Camera (Digital) SLR		2.2%	24
Camera Accessories or Supplies		1.5%	16
Camera Lens		1.6%	17
Computer Accessories		4.2%	46
Computer Software		2.4%	26
E-Reader (Kindle or Similar)		1.3%	14
Tablet (iPad or Similar)		3.7%	40
Personal Computer		2.3%	25
Laptop Computer		8.1%	88
TiVo or DVR		0.5%	6
4K Ultra HD TV		3.6%	39
Smart TV		4.8%	53
None of the above / Does not apply		77.9%	851















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		13.8%	151
Conventional Cell Phone		4.3%	47
Prepaid Cell Phone		1.8%	20
Unlocked Cell Phone		2.0%	22
Large-Screen Smartphone		2.8%	31
None of the above / Does not apply		79.6%	870






















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

Value		Percent	Responses
Anniversary Jewelry		2.1%	23
Necklaces		3.8%	41
Engagement Rings		0.7%	8
Wedding Rings		1.3%	14
Rings (Other)		3.2%	35
Earrings		6.4%	70
Pendants		1.5%	16
Celtic Jewelry		0.9%	10
Diamond Jewelry		1.3%	14
Silver Jewelry		2.5%	27
Gemstone Jewelry		1.9%	21
Pearl Jewelry		0.5%	5
Men's Jewelry		1.0%	11
Costume Jewelry		3.8%	42
Designer Jewelry		1.5%	16
Jewelry Box or Organizer		0.4%	4
Men's High-End Watch		0.6%	7
Women's Watch		0.9%	10
Women's Jewelry		5.1%	56
None of the above / Does not apply		83.0%	907

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		7.9%	86
Crop Insurance		0.2%	2
Dental Insurance		1.8%	20
Disability Insurance		1.0%	11
Homeowner Insurance		5.9%	65
Life Insurance		3.1%	34
Medical (Health) Insurance		2.3%	25
Medicare		1.5%	16
Long Term Care Insurance		0.7%	8
Pet Insurance		0.7%	8
Renters Insurance		2.7%	30
Agriculture Insurance		0.3%	3
Professional Liability Insurance		0.4%	4
None of the above / Does not apply		84.3%	921

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		5.1%	56
Family Practice Doctor		6.3%	69
Medical Clinic		4.4%	48
Optometrist		6.4%	70
Primary Care Provider		5.8%	63
Drugstore or Pharmacy		6.7%	73
None of the above / Does not apply		76.4%	835
Acupuncture		1.6%	18
Audiologist		1.1%	12
Counseling & Mental Health Specialist		2.6%	28
Geriatric Specialist		0.2%	2
Home Healthcare		0.2%	2
Hospital		1.7%	19
Pediatric Dentist		0.5%	6
Pediatrician		0.7%	8
Wellness Business		0.5%	5
Substance Abuse Treatment Provider		0.3%	3
Weight Loss Service		0.8%	9
Alternative Care Provider		0.8%	9
Physical Therapy or Rehabilitation service provider		1.6%	17
Hearing Aid Center		0.8%	9
























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		0.9%	10
Bankruptcy Attorney		1.4%	15
Banking, Partnership & Business Law Attorney		1.2%	13
Child Support Attorney		0.6%	7
Criminal Law Attorney		0.5%	6
Disability & Social Security Attorney		1.2%	13
Divorce & Family Law Attorney		1.4%	15
DWI, DUI, OWI, OUI Attorney		0.3%	3
Employment Discrimination or Labor Issues Attorney		0.2%	2
General Practice Attorney		1.6%	18
Intellectual Property Attorney		0.2%	2
Malpractice Attorney		0.1%	1
Patent, Trademark & Copyright Attorney		0.4%	4
Probate Attorney		0.5%	6
Real Estate Attorney		1.1%	12
Taxation Attorney		0.5%	6
Wills, Trusts & Estates Attorney		10.9%	119
None of the above / Does not apply		82.8%	905
















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		51.1%	559
Teeth Cleaning		47.0%	514
Cavity Filling		11.0%	120
Crown		6.7%	73
Oral Surgery		2.1%	23
Braces		2.6%	28
Composite Bonding		0.8%	9
Dental Implants		3.5%	38
Dental Veneers		0.4%	4
Dentures		2.3%	25
Full Mouth Reconstruction		0.4%	4
Inlays or Onlays		0.1%	1
Smile Makeover		0.4%	4
Teeth Whitening		3.0%	33
None of the above / Does not apply		25.4%	278

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		45.8%	501
Purchase Health Related Products		7.8%	85
Purchase Health and Wellness Supplements		12.9%	141
Receive Treatment for Back Pain		5.5%	60
Have an Eye/Vision Exam		31.0%	339
Purchase Prescription Eyeglasses		17.6%	192
Purchase Prescription Contact Lenses		7.3%	80
Have an Annual Physical or Checkup		26.3%	287
Have X-Rays Taken		4.8%	52
Have a Scheduled Surgery		3.5%	38
Have Blood Drawn for Testing		23.6%	258
Plan to Visit a Hospital for any Medical Service or Procedure		7.2%	79
Have Foot Problems Diagnosed or Treated		3.1%	34
Purchase Allergy Medications		14.0%	153
Use Personal Trainer or Instructor		3.7%	40
Cardiovascular Treatment		3.3%	36
Chiropractic Care		14.5%	159
Do Corrective Exercises		4.6%	50
Purchase Diabetes Testing Supplies		4.5%	49
Get Vaccinations at Drug Store or Pharmacy		4.6%	50
Discretionary Health Care and Wellness Services and Products		4.2%	46









Value		Percent	Responses
Purchase Marijuana		3.6%	39
Purchase Vitamins		31.6%	345
Have Acupuncture		3.2%	35
Purchase Hemp Based Supplements		3.6%	39
Purchase Anti Anxiety Medication or Supplements		7.2%	79
None of the above / Does not apply		23.6%	258
Purchase Elder Care-Related Products or Services		0.9%	10
Purchase Medical Supplies or Equipment for Home		2.5%	27
Use Physical Rehabilitation Services		2.7%	30
Find Home for Aging Parent		1.1%	12
Participate in a Medical Study		1.3%	14
Stop Smoking		2.0%	22
Purchase a Mobility Device		0.7%	8
Receive Treatment for Vehicle or Workplace Injury		0.3%	3
Handicap Accessible Products		1.2%	13
Purchase Orthopedic Shoes		0.7%	8
Purchase Home Medical Testing Equipment or Supplies		0.6%	7
Hire a Personal Care Assistant		0.4%	4
Hire a Caregiver or Respite Worker		0.4%	4
Purchase "Aging in Place" Products		0.5%	6
Senior Travel		2.5%	27
Purchase a Medical Alert Service		0.4%	4
Have Safety Bars Installed in Bathroom		0.3%	3

Value		Percent	Responses
Receive Treatment for a Sleep Disorder		2.8%	31
Stroke Treatment		0.4%	4
Cancer Treatment		2.5%	27
Orthopaedic or Knee Surgery		1.5%	16
Memory or Alzheimer's Care		0.5%	5
Nutritional Counseling		1.1%	12
Spinal and Postural Screening		0.6%	7
Physiotherapy		0.6%	7
Receive Treatment for Substance Abuse		0.3%	3
Purchase Blood Pressure Monitoring Device		1.1%	12
Receive Aquatic Therapy		0.8%	9
Join a Weight Loss Group		1.4%	15
Purchase Weight Loss Supplements		1.3%	14
Purchase Weight Loss Food Plan		0.8%	9
Have Reflexology Treatment		0.4%	4
Hire a Weight Loss Professional		0.4%	4
Have Cataract Surgery		1.6%	17
Receive Treatment for PTSD		2.5%	27

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%	1
Purchase a "In-the-Ear" Hearing Aid		0.5%	6
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.8%	9
Purchase a Digital Hearing Aid		1.2%	13
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	10
Purchase Hearing Aid Cleaning Supplies		1.0%	11
Purchase Hearing Aid Batteries		3.5%	38
Purchase a "In-the-Canal" Hearing Aid		0.5%	5
Purchase a Analog Hearing Aid		0.3%	3
Have a Hearing Exam		4.7%	51
None of the above / Does not apply		91.5%	1,000

57. Which of the following FUNERAL plans do you or members of your household considering in the NEXT 3 MONTHS? (Check all that apply.)














Value		Percent	Responses
Purchase a Funeral Plot		0.7%	8
Pre-purchase a Funeral Plot or Cremation Service		1.6%	18
Purchase a Monument or Headstone		0.7%	8
Use a Funeral Planner		1.5%	16
Purchase Flowers for a Funeral		0.6%	7
Use a Cremation Service		0.8%	9
Hire a Religious or Spiritual Leader for a Funeral Service		0.4%	4
None of the above / Does not apply		95.7%	1,046

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%	6
Move into a Assisted Living Facility		1.0%	11
Move into a Nursing Home		0.1%	1
Move into a Alzheimer's Care Facility		0.2%	2
Move Into a Hospice Facility		0.2%	2
Hospice to your Home or House		0.2%	2
Move into Residential Care Home		0.4%	4
Utilize a Respite Provider		0.5%	5
None of the above / Does not apply		98.2%	1,073















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		2.2%	24
Open Savings Account		2.7%	30
Online Banking		45.4%	496
Manage Investments		15.8%	173
Manage Retirement Accounts		16.7%	182
Mortgage Line of Credit		3.3%	36
Financial Consulting		10.3%	113
Financial Services		9.5%	104
Safe Deposit Box Rental		2.8%	31
Obtain New Credit Card		3.5%	38
Payday Loan or Check Cashing Business		0.5%	5
Use Vehicle Title Loan Company		0.5%	6
None of the above / Does not apply		39.5%	432

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

Value		Percent	Responses
Annuities		3.0%	33
Certificates of Deposit		5.7%	62
City or State Bonds		1.2%	13
Collectibles, Antiques or Art		1.6%	18
Common or Preferred Stock		5.9%	64
Corporate Bonds or Debentures		1.6%	18
401(k)		22.0%	240
Gold or Precious Metals		1.6%	18
IRA		12.5%	137
Money Market Funds		8.5%	93
Mutual Funds		10.2%	112
Non-US Stocks		1.3%	14
Options		0.4%	4
US Savings Bonds		1.9%	21
US Treasury Notes		1.4%	15
Coins or Stamps		1.4%	15
None of the above / Does not apply		61.7%	674

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












Value		Percent	Responses
Agriculture Loan		0.3%	3
Business Equipment Loan		0.8%	9
Carpeting or Furniture Loan		0.5%	6
College Expenses Loan		1.0%	11
College Tuition Loan		3.2%	35
Debt Consolidation Loan		2.2%	24
Medical Expenses Loan		0.5%	5
New Vehicle Loan		2.7%	30
Used Vehicle Loan		4.9%	54
Vacation or Travel Loan		0.3%	3
Wedding Loan		0.2%	2
None of the above / Does not apply		87.1%	952

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		25.7%	281
Coats		5.8%	63
Nail Polish		6.6%	72
Eyewear or Sunglasses		29.0%	317
Handbags		7.0%	77
Hats		6.1%	67
Intimate Apparel		10.1%	110
Jewelry or Accessories		7.1%	78
Perfume		5.2%	57
Men's Apparel		28.9%	316
Men's Shoes		22.6%	247
Men's Underwear		14.5%	159
Women's Apparel		45.5%	497
Women's Pajamas or Sleepwear		12.0%	131
Women's Shoes		31.8%	348
Women's Underwear		19.9%	218
Socks		21.4%	234
Outerwear		6.8%	74
None of the above / Does not apply		25.0%	273
Watches		1.9%	21
Luggage or Bags		1.8%	20

Value		Percent	Responses
Scarves		1.8%	20
Uniforms		2.2%	24
Western Clothing		1.9%	21








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		1.5%	16
Children's Pants		7.7%	84
Children's T-Shirts		11.2%	122
Children's Dresses		4.7%	51
Children's Pajamas or Sleepwear		6.9%	75
Children's Socks		5.9%	64
Children's Shorts		11.6%	127
Infant Clothing		5.0%	55
Children's School Uniform		0.3%	3
Children's Athletic Clothing		7.8%	85
None of the above / Does not apply		80.7%	882

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)		30.0%	328
Boots (Men's)		5.2%	57
Cowboy Boots (Men's)		1.2%	13
Work & Safety (Men's)		5.4%	59
Sneakers		12.2%	133
Classic & Fashion Sneakers (Women's)		10.7%	117
Work & Safety (Women's)		1.9%	21
Cowboy Boots (Women's)		1.0%	11
Athletic & Outdoor Shoes (Women's)		33.4%	365
Athletic & Outdoor Shoes (Children's)		8.9%	97
Cowboy Boots (Children's)		0.3%	3
None of the above / Does not apply		40.4%	442




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		5.8%	63
Have Clothing Dry Cleaned		10.2%	112
Have Shoes Repaired		4.2%	46
Rent or Purchase a Costume		0.3%	3
Wash Clothing at a Laundromat		4.8%	52
Purchase Custom Made Clothing Items		1.2%	13
None of the above / Does not apply		79.4%	868



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
Archery Equipment		3.0%	33
Bicycle or Mountain Bike (Adult)		6.3%	69
Bicycle Tune-Up or Repair		12.2%	133
Camping or Hiking Equipment		8.2%	90
Exercise or Fitness Equipment		7.6%	83
Fishing Rods or Reels		7.0%	76
Fishing Bait or Attractant		16.6%	181
Fishing Accessories		15.6%	170
Golf Clubs or Equipment		7.8%	85
Hunting Gear		4.4%	48
Ammunition		10.1%	110
Running or Jogging Equipment		3.9%	43
Swimming Gear		5.5%	60
Weight Lifting Equipment		3.2%	35
Hand Gun		3.5%	38
None of the above / Does not apply		49.9%	545
High End Bicycle		0.6%	7
Bicycle Rental		1.0%	11
Soccer Equipment		1.5%	16
Sports Equipment (Children)		2.3%	25
Trampoline		0.6%	7
Trophies or Plaques		0.2%	2























Value		Percent	Responses
Used Sporting Equipment		2.7%	30
Rifle		2.0%	22
Shotgun		1.7%	19











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		34.0%	372
Bedding Flowers or Perennials		48.9%	535
Fertilizer		25.4%	278
Flower Pots		21.8%	238
Garden Ornaments		10.1%	110
Gravel or Rock		11.5%	126
Hand Garden Tools		9.7%	106
Landscaping		10.8%	118
Indoor Garden Supplies		4.3%	47
Decorative Rock		9.1%	99
Lawn Seed, Turf or Sod		12.0%	131
Outdoor Fireplace or Fire Pit		3.7%	40
Outdoor Furniture		5.1%	56
Outdoor Grill		5.2%	57
Patio Furniture		6.0%	66
Propane		12.6%	138
Shrubbery or Trees		11.2%	122
Insect or Fungus Control Products		9.8%	107
None of the above / Does not apply		25.3%	276
Chainsaw		2.4%	26
Fountains		1.6%	17
Gate		1.6%	17























Value		Percent	Responses
Gazebo		0.7%	8
Insects (Bees or Other Beneficial Species)		1.4%	15
Patio Heater		0.6%	7
Outdoor Infrared Heater or Fireplace		0.5%	6
Outdoor Smoker		1.0%	11
Outdoor Kitchen Equipment		0.4%	4
Outdoor Entertainment Center		0.3%	3
Patio Cover, Awning or Canopy		1.5%	16
Pole Shed		0.5%	5
Portable Outdoor Heater		0.4%	4
Power Garden Tools		1.6%	17
Lawn Mower (Push)		2.8%	31
Lawn Mower (Riding)		1.2%	13
Rototiller		0.6%	7
Screen Porch		1.3%	14
Stone (Cast, Crushed or Natural)		2.9%	32
Storage Shed		2.2%	24
Leaf Blower		1.0%	11
Outdoor Garden Flags		1.9%	21
Snow Blower		1.0%	11
Greenhouse		1.5%	16

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

Value		Percent	Responses
Any Pet-Related Products or Services		14.2%	155
Bird Seed		18.8%	205
Cat Food		26.3%	287
Dog Food		35.6%	389
Fish Food		4.2%	46
Specialized Pet Food		4.0%	44
Other Pet Food		6.6%	72
Pet Accessories		12.0%	131
Pet Toys		16.7%	183
Annual Pet Vaccinations		25.5%	279
Annual Pet Checkups		23.7%	259
Adopt or Rescue a Pet		4.8%	53
Purchase Pet Medication		9.7%	106
Board a Pet Overnight		3.8%	42
Animal Training Classes		3.2%	35
None of the above / Does not apply		37.5%	410
Pet Clothing		1.3%	14
Pet Enclosure		0.9%	10
Aquarium or Tank		0.8%	9
Fish Supplies		2.7%	29
Disease Diagnosis		1.2%	13
Pet Travel Cage		0.5%	6

Value		Percent	Responses
Pet Travel Accessories		0.6%	7
Cremation or Burial Services		0.5%	6
Purchase a Pet		1.4%	15
Holistic or Alternative Pet Care		0.9%	10
Pet Tracking Device		0.5%	5
Pet Dental Care		2.3%	25
Hemp Based Pet Supplements		1.6%	17
THC Based Pet Supplements		0.8%	9
Holistic or Alternative Pet Supplements		1.1%	12
Anti Anxiety or Stress Pet Medication for Holidays		1.6%	17




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		5.9%	64
Add a Fence or Wall Structure		5.3%	58
Remodel Kitchen		3.4%	37
Remodel Bathroom		4.8%	53
General Remodeling		8.3%	91
Resurface or Build New Driveway		3.7%	40
Replace Carpet		5.8%	63
Replace Flooring		7.2%	79
Replace Windows		4.7%	51
None of the above / Does not apply		61.7%	674
Add a Room		0.8%	9
Add a Home Office		1.0%	11
Cabinet Refacing or Resurfacing		1.9%	21
Refinish Bathtub		1.1%	12
Install a Glass Shower		0.6%	7
Remodel or Finish Basement Living Area		2.4%	26
Replace Garage Door		2.4%	26
Build a Garage		0.8%	9
Build Out-Building		0.8%	9
Build a Storage Shed		2.6%	28
Have Furniture Restored		1.5%	16
Switch from Gas to Electric		0.1%	1

Value		Percent	Responses
Switch from Electric to Gas		0.4%	4
Install a Stair Lift		0.1%	1
Install "Aging In Place" Products		0.4%	4
Install a Solar Energy System		0.5%	6
Install Security or Monitoring System		1.1%	12
Stone or Marble Work (Bathroom or Kitchen)		0.8%	9
Sealcoating		2.9%	32
Asphalt Repair		2.7%	29
Asphalt Resurfacing		2.9%	32
Residential Paving		1.8%	20
Build a "Tiny House"		0.4%	4
Install Handicap Accessible Addition		0.1%	1
























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

Value		Percent	Responses
Ceramic Tile		3.8%	41
Decking		6.7%	73
Doors (Exterior)		5.9%	65
Doors (Interior)		3.7%	40
Electrical Supplies		4.4%	48
Fencing		5.8%	63
Hand Tools		7.9%	86
Hardwood Products		3.7%	40
Lighting and Fixtures		5.1%	56
Lumber		10.6%	116
Molding		3.2%	35
Paint (Exterior)		10.9%	119
Paint (Interior)		18.3%	200
Plywood		4.5%	49
Plumbing Supplies		3.8%	41
Power Tools		3.3%	36
Screen Door		5.0%	55
Water Softener System or Supplies		5.5%	60
None of the above / Does not apply		51.4%	562
Circular Saw		0.8%	9
Furnace		1.1%	12






















Value		Percent	Responses
Generator		1.4%	15
Home Security Doorbell Camera		2.1%	23
Kitchen Cabinets		2.6%	28
Lock Sets		2.0%	22
Mill Work		2.0%	22
Rain Gutters		2.7%	30
Roofing (Composition)		1.5%	16
Roofing (Other)		2.0%	22
Security Door		0.7%	8
Security Locks		0.7%	8
Security Window Film		0.2%	2
Siding		1.7%	19
Solar Screen		0.1%	1
Wet or Dry Vacuum		1.2%	13
Wood Stove or Fireplace		0.7%	8
Window Guards		0.3%	3
Windows (Double-Hung)		2.5%	27
Windows (Casement)		1.7%	19
Windows (Picture)		1.1%	12
Windows (Slider)		1.6%	17
Windows (Bay or Bow)		0.5%	5

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

Value		Percent	Responses
Air Conditioning Repair		3.8%	42
Air Duct Cleaning		5.4%	59
Carpet Cleaning		9.0%	98
Concrete Repair		3.4%	37
Drywall Installation or Repair		3.5%	38
Electrical Repair		3.8%	42
Flooring - Laminate (Installation or Repair)		3.1%	34
Furnace Cleaning		6.3%	69
Gardening Services		3.0%	33
Handyman Services		9.4%	103
Home Repair		4.3%	47
None of the above / Does not apply		57.5%	629
Alternative Energy Systems Installation		0.8%	9
Alternative Energy Systems (Service or Repair)		0.5%	5
Appliance Repair		1.7%	19
Blinds Cleaning		1.2%	13
Carpenter or Woodworking		2.9%	32
Chimney Cleaning		2.2%	24
Electrical Panel Replacement		0.7%	8
Excavation & Wrecking		0.3%	3
Fire & Water Damage Restoration		0.3%	3






















Value		Percent	Responses
Flooring - Ceramic Tile (Installation or Repair)		1.6%	17
Flooring - Linoleum (Installation or Repair)		1.2%	13
Flooring - Wood (Installation or Repair)		2.1%	23
Flooring - Other (Installation or Repair)		2.4%	26
Foundation Repair		1.6%	17
Furnace Repair		1.6%	18
Furniture Reupholster		0.6%	7
Gutter Installation or Repair		2.3%	25
Heating Repair		0.5%	6
Home Computer Repair		1.0%	11
Home Electronics Repair		0.5%	5
Home Heating Oil or Fuel Service		0.6%	7
Home Remodel		1.6%	18
























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		7.1%	78
Junk or Yard Waste Removal		6.8%	74
Recycle		5.4%	59
Landscaping Service		9.8%	107
Painting		10.8%	118
Pest Control		3.9%	43
Plumbing Repair		3.7%	40
Pressure Washing		4.2%	46
Preventative Home Maintenance		3.0%	33
Trash Removal		7.8%	85
Computer Repair		3.9%	43
None of the above / Does not apply		54.5%	596
Home Security Service		0.5%	5
Insulation Installation or Maintenance		1.1%	12
Interior Design		1.3%	14
Sell Scrap Metal		1.8%	20
Movers		2.1%	23
Mold Inspection or Removal		0.5%	5
Party Equipment Rental		0.4%	4
Pool Cleaning Service		0.5%	5
Roof Repair		2.1%	23



Value		Percent	Responses
Security System		0.6%	7
Septic Tank Cleaning or Repair		1.8%	20
Siding Replacement		1.2%	13
Snow Removal		0.3%	3
Solar Heating or Power System Installation or Repair		0.5%	5
Stucco or Exterior Coating		0.2%	2
Tool Rental		1.6%	18
Tornado or Storm Shelter Building or Repair		0.2%	2
Water Well Drilling		0.2%	2
Waterproofing		0.6%	7
Window Installation		2.8%	31
Window Tinting for Home		0.1%	1
Yard Equipment Rental		1.9%	21
Mobile or Cell Phone Repair		1.7%	19

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
























Value		Percent	Responses
Air Conditioning (Buy)		3.1%	34
Window Blinds (Venetian or Mini)		4.0%	44
Batteries (Home or Office)		26.0%	284
Candles		11.6%	127
Firewood		3.8%	42
Carpeting		5.1%	56
Rugs		5.9%	64
Curtains or Drapes		6.8%	74
Furniture (Bedroom)		3.5%	38
Furniture (Living Room)		7.0%	76
Laminate Flooring		3.7%	40
Storage Boxes or Tubs		5.9%	64
Picture Frames		4.6%	50
Linens (Bathroom)		4.8%	53
Indoor Flowers		4.7%	51
None of the above / Does not apply		48.8%	533
Awning		0.5%	6
Emergency Preparedness Kit or Supplies		2.4%	26
Oriental Carpeting		0.2%	2
Flooring Tile		1.8%	20
Hardwood Flooring		1.6%	18

Value		Percent	Responses
Rugs (Persian)		0.5%	6
Clocks		2.0%	22
Closet System		1.4%	15
Cutlery, Flatware or Silverware		2.2%	24
Ductless Heat Pumps		0.5%	5
Fire Extinguisher		1.6%	17
Fine Art (Paintings, Pottery, Etc.)		1.4%	15
Custom Built Furniture		0.5%	5
Reconditioned Furniture		0.6%	7
Furniture (Children's)		1.2%	13
Crib		0.5%	6
Furniture (Dining Room)		1.2%	13
Furniture (Home Office)		1.9%	21
Furnace		1.6%	17
Futon		0.5%	6
Safe		0.8%	9
Floral Arrangements		2.9%	32
Hot Tub or Spa (Used)		0.5%	6
Sewing Machine		0.9%	10
Reclining Chair		2.9%	32
Wallpaper		0.4%	4
Signs or Banners		0.8%	9
Hot Tub or Spa (New)		0.2%	2













Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.6%	17
Tankless Water Heater		1.1%	12

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

Value		Percent	Responses
Home Decor or Decorating		6.4%	70
Innerspring Mattress		3.6%	39
Foam Mattress		3.3%	36
Linens (Bedroom)		7.4%	81
Memory Foam Mattress		3.0%	33
Queen Size Bed		3.9%	43
Window Coverings		3.5%	38
None of the above / Does not apply		73.2%	800
Gas Burning Freestanding Stoves		0.1%	1
Water Purification System (Drinking)		1.1%	12
Solar Water Heater		0.3%	3
Latex Mattress		0.5%	6
Pillow Top Mattress		1.9%	21
Gel Mattress		1.6%	17
Twin Size Bed		1.2%	13
King Size Bed		2.0%	22
Water Heater		2.0%	22
Smoke Alarm or Detector		2.9%	32
Remote Home Monitoring Video Camera		0.5%	6
Shutters		1.2%	13
Reclaimed Wood Furniture		0.3%	3
Patriotic Flags		1.4%	15
Sports Team Flags		0.6%	7























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














Value		Percent	Responses
Paintings		3.8%	42
Fine Art		1.5%	16
Photographs		4.8%	52
Pottery		2.1%	23
Blown Glass		1.0%	11
Stone Carvings		0.6%	7
Sculpture		0.7%	8
Artistic Wall Decor		4.9%	54
Wood Carvings		1.2%	13
Poster Art		1.5%	16
Religious Art		0.3%	3
Stained Glass		1.1%	12
Ceramics		1.2%	13
Metal Work Art		1.9%	21
Music Memorabilia		1.6%	17
Movie Memorabilia		1.4%	15
None of the above / Does not apply		85.1%	930

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		3.8%	42
Portable Dishwasher		0.1%	1
Dishwasher		3.5%	38
Freezer		1.7%	19
Range		3.0%	33
Range Hood		1.6%	17
Wall Oven		0.6%	7
Washer		2.3%	25
Dryer		2.4%	26
Blender		2.0%	22
Instant Pot		2.3%	25
Microwave		4.0%	44
Window Air Conditioner		2.0%	22
Coffee or Espresso Machine		5.3%	58
Vacuum Cleaner		4.0%	44
None of the above / Does not apply		75.4%	824

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		3.2%	35
Battery		4.6%	50
Floor Mats		3.1%	34
Tires		7.2%	79
Wiper Blades		13.4%	147
None of the above / Does not apply		71.6%	783
Canopy		0.2%	2
Child Car Seat		0.9%	10
Grill Guard		0.4%	4
Ground Effects		0.1%	1
Lights		2.0%	22
Mirror(s)		0.4%	4
Motorcycle Accessories		1.1%	12
Motorcycle Parts		0.9%	10
Performance Parts		0.7%	8
RV Accessories or Supplies		1.5%	16
Roof Rack (For Bike, Kayak, Etc.)		1.2%	13
Roof Rack (Luggage or Equipment Container)		0.4%	4
Running Boards		0.4%	4
Seat Covers		2.6%	28
Spoiler		0.1%	1
Step Bar		0.2%	2

Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.5%	5
Tool Box		0.3%	3
Trailer Hitch		1.4%	15
Truck Bed Liner		0.4%	4
Visor		0.2%	2
Wheels or Rims		0.5%	6
Winch		0.4%	4
Window Tinting Equipment (Auto)		0.5%	5
Cargo Trailer (Vehicle Hauler)		0.2%	2
Cargo Trailer (Flat)		0.6%	7
Cargo Trailer (Motorcycle)		0.3%	3
Cargo Trailer (Boat)		0.1%	1
Cargo Trailer (Box)		0.6%	7

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		5.1%	56
60,000 Mile Service		6.4%	70
100,000 Mile Service		5.8%	63
Auto Detailing		4.5%	49
Auto Repair (General)		6.3%	69
Alignment		4.6%	50
Body Work		3.9%	43
Brake Replacement, Adjustment		5.4%	59
Car Wash		37.4%	409
Gas or Service Station Services		12.3%	134
Oil Change or Lube		43.4%	474
Preventative Maintenance		11.2%	122
Tire Mounting or Installation		4.4%	48
Tune-Up		7.2%	79
Windshield or Glass Repair		3.1%	34
None of the above / Does not apply		26.9%	294
Auto Warranty Work (Work Covered by Warranty)		2.5%	27
Car Rental		0.9%	10
DEQ Inspection		0.1%	1
Electrical Repair		0.9%	10
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	6
Motor Repair or Replacement		0.6%	7



Value		Percent	Responses
Motorcycle Repair		1.1%	12
Muffler		1.8%	20
Painting		0.9%	10
RV Maintenance or Service		0.7%	8
Safety Inspection		1.4%	15
Shocks		1.6%	18
Smog Check		0.2%	2
Stereo Installation		0.1%	1
Transmission or Clutch Repair		0.6%	7
Upholstery Repair		0.5%	6
Vehicle Air Conditioning Repair		0.9%	10
Vehicle Storage		0.4%	4
Vehicle Towing		0.4%	4
Windshield or Window Tinting		0.7%	8

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		8.8%	96
CarFax		11.3%	124
CarGurus.com		6.7%	73
CarMax.com		5.7%	62
Cars.com		6.7%	73
Craigslist Auto		9.2%	101
KBB.com		4.4%	48
Facebook Dealer Page		3.1%	34
Edmunds.com		5.9%	65
Local Dealer Site		37.0%	404
Other Local Website		5.9%	65
None of the above / Does not apply		48.7%	532
Yahoo! Autos		0.2%	2
Automotive.com		0.5%	6
Autoblog.com		0.3%	3
CarsDirect.com		0.7%	8
eBay Motors		1.0%	11
MotorTrend.com		1.3%	14
UsedCars.com		2.8%	31
Local TV Site		0.7%	8
Local Radio Site		0.7%	8
The Car Connection		0.3%	3


















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		39.8%	435
Beauty Products		29.0%	317
Cosmetics		29.1%	318
Babysitting		1.7%	19
Hair Care Products		47.7%	521
Hair Coloring		27.8%	304
Hair Cut		65.9%	720
Manicure		14.5%	158
Massage Therapy		15.9%	174
Pedicure		20.7%	226
None of the above / Does not apply		16.2%	177




















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)		32.7%	357
Books (Used)		25.5%	279
Books (Children's)		9.5%	104
Board Games		14.5%	158
Lottery Ticket		21.1%	231
Collectibles		4.7%	51
Comics		2.5%	27
Graphic Novels		3.4%	37
Computer Games		5.1%	56
Magazines		16.6%	181
Toys		7.6%	83
Video Console Games		7.3%	80
None of the above / Does not apply		35.1%	384











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		2.8%	31
Ceramics and Pottery		1.9%	21
Collectables		3.7%	40
Comic Books and Related Collectables		2.3%	25
Do-It-Yourself (DIY)		15.6%	171
Games or Puzzles		17.6%	192
Beer Brewing Supplies		2.0%	22
Wine Making Supplies		1.1%	12
Jewelry Making Supplies or Beads		3.4%	37
Knitting		7.9%	86
Making Arts and Crafts		9.6%	105
Paper Crafts		3.6%	39
Quilting		4.7%	51
Scrapbooking		2.8%	31
Toy Collecting		1.5%	16
Trains, Plane & Car Model Kits		1.2%	13
None of the above / Does not apply		56.3%	615














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)		3.9%	43
Attend Online College or University (Part Time)		3.8%	41
Attend Online Graduate School		1.1%	12
Attend Online Classes at Community College		3.0%	33
Learning Center		0.7%	8
Online Trade School		0.4%	4
Online Continuing Education Courses		5.2%	57
Online Professional Certification or Accreditation Courses		1.9%	21
Online Language Lessons (Adult)		2.9%	32
Online Music Lessons (Adult)		1.7%	19
Attend Paid Online Lecture, Seminar or Special Class		3.3%	36
Online Real Estate Classes		0.5%	6
Online Child Education or Tutoring		2.0%	22
Online Music lessons (Child)		0.9%	10
Online Language Lessons (Child)		0.9%	10
Change Online School		0.1%	1
Attend an Online Religion Based School		0.4%	4
Attend an Online Local Workshop		3.2%	35
None of the above / Does not apply		78.2%	855

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





















Value		Percent	Responses
Brushes		7.6%	83
Oil paints		2.7%	29
Acrylic Paints		9.1%	100
Markers		7.5%	82
Specialty Paper		6.4%	70
Fabric Craft Supplies		7.9%	86
Beads		3.2%	35
Art Pencils and Pens		8.2%	90
Scrapbooking Supplies		3.2%	35
None of the above / Does not apply		75.4%	824

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%	3
Clarinet		0.2%	2
Drums		0.5%	5
Flute		0.7%	8
Acoustic Guitar		1.7%	19
Electric Guitar		0.6%	7
Electric Keyboard		0.5%	6
Piano		0.8%	9
Piano (High End)		0.1%	1
Trombone		0.1%	1
Trumpet		0.4%	4
Violin		0.7%	8
None of the above / Does not apply		95.9%	1,048



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		12.4%	136
French		3.8%	41
Asian		33.4%	365
German		6.2%	68
American (New)		35.7%	390
Italian		43.8%	479
Cajun or Creole		8.4%	92
Indian		14.1%	154
Chinese		44.9%	491
American (Traditional)		66.2%	724
Thai		17.9%	196
Middle Eastern		8.1%	89
Japanese		10.6%	116
Mexican		57.5%	629
Vietnamese		7.0%	77
Southern		6.6%	72
Tex-Mex		19.1%	209
Spanish		5.7%	62
Mediterranean		13.4%	147
None of the above / Does not apply		14.1%	154

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		12.9%	141
Fish & Chips		32.0%	350
Golf Course Restaurant, Bar or Snack Bar		8.5%	93
Barbeque		23.1%	253
Deli		20.6%	225
Breakfast or Brunch		39.2%	429
Appetizers		36.3%	397
Dessert		20.5%	224
Chicken Wings		20.4%	223
Hamburgers		53.9%	589
Chicken		37.4%	409
Frozen Yogurt		7.9%	86
Live or Raw food		4.1%	45
Tapas or Small Plates		5.7%	62
Theme Restaurants		4.7%	51
Soup		20.4%	223
Salad		29.9%	327
Pizza (Dine In)		14.6%	160
Pizza (Delivery)		32.6%	356
Steak		25.1%	274
Juice or Smoothies		8.7%	95
Sandwiches		42.5%	465

Value		Percent	Responses
Pizza (Carry Out)		48.4%	529
Pizza (Take & Bake)		19.6%	214
Seafood		28.2%	308
Steakhouse		15.5%	169
Sushi		12.4%	136
Vegetarian		8.3%	91
Pho		3.8%	41
None of the above / Does not apply		12.5%	137
Vegan		2.7%	29







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		0.2%	2
Purchase Commercial or Business Property		0.3%	3
Purchase Condominium or Townhouse		0.5%	6
Purchase Manufactured or Modular Home		0.4%	4
Purchase Investment Property		1.2%	13
Purchase Personal Residence		2.5%	27
Purchase Custom Built Home		0.5%	5
Purchase Residential Real Estate at an Auction		0.2%	2
Purchase Land or Agricultural Property		1.2%	13
Purchase Vacation Property		0.5%	5
Purchase Other		0.6%	7
None of the above / Does not apply		94.7%	1,035

89. Which of the following Real Estate SELLING Plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Sell Home in Senior Housing Community		0.1%	1
Sell Personal Residence		2.4%	26
Sell Vacation Property		0.5%	6
Sell Condominium or Townhouse		0.7%	8
Sell Investment Property		0.7%	8
Sell Land or Agricultural Property		1.3%	14
Sell Commercial or Business Property		0.3%	3
Sell Manufactured or Modular Home		0.1%	1
Plan to Sell Home in Master-Planned Community		0.1%	1
Sell Other		0.5%	5
None of the above / Does not apply		94.6%	1,034







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		18.5%	5
New home, but outside of development		18.5%	5
New home that I will have contractor build		14.8%	4
Existing home less than 10 years old		33.3%	9
Existing home more than 10 years old		81.5%	22
Other		3.7%	1

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











Value		Percent	Responses
Rent New Apartment		3.5%	38
Rent House (Residence)		3.0%	33
Rent Manufactured or Modular Home		0.4%	4
Rent or Lease Commercial Property		0.1%	1
Rent Agricultural Land		0.5%	6
Rent Subsidized Housing		0.8%	9
Rent Condo/Townhouse		1.3%	14
Rent Section 8 Housing		0.7%	8
None of the above / Does not apply		92.3%	1,009

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		2.7%	29
Use a Realtor to Buy Real Estate		2.1%	23
Use a Realtor to Buy and Sell Real Estate		1.6%	18
Plan to Sell Property Myself		1.6%	17
Use a Real Estate Broker		0.5%	6
None of the above / Does not apply		93.1%	1,018



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		2.2%	24
Home Remodel or Renovation Loan		1.2%	13
Business Construction Loan		0.5%	5
Home Construction Loan		1.2%	13
Equity Loan		1.9%	21
Land Loan		0.6%	7
Reverse Mortgage		0.5%	5
Real Estate Loan for existing home		0.6%	7
Refinance Home		6.0%	66
None of the above / Does not apply		88.0%	962



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 	4.5%	49
Facebook 	5.5%	60
Google 	3.4%	37
Auction.com 	0.8%	9
Homes & Land 	0.6%	7
Homes.com 	2.2%	24
HomeFinder 	4.5%	49
MLS.com 	11.6%	127
National Real Estate Co. Site 	1.4%	15
Local MLS Site 	21.0%	230
RealEstate.com 	4.8%	52
Realtor.com 	20.3%	222
Realty.com 	2.7%	30
Redfin 	3.8%	41
Trulia 	10.4%	114
Zillow 	32.6%	356
ZipRealty.com 	0.5%	5
None of the above / Does not apply 	51.1%	559



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		13.7%	150
Apartmentguide.com		4.1%	45
Craigslist		10.6%	116
Forrent.com		1.0%	11
HomeFinder.com		3.6%	39
Hotpads.com		0.6%	7
Rent.com		7.7%	84
Sublet.com		0.6%	7
Trulia		5.4%	59
Zillow		17.0%	186
None of the above / Does not apply		69.7%	762

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		69.4%	758
No, don't know who to call		30.6%	335
			<b>Total: 1,093</b>

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		68.4%	748
No, don't know who to call		31.6%	345

**Total: 1,093**

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		15.9%	174
Craft Beer		36.5%	399
Champagne		8.7%	95
Premium Hard Alcohol or Spirits		20.7%	226
White Wine		33.7%	368
Red Wine		34.2%	374
Major Brand Cigarettes		6.9%	75
Recreational Marijuana		3.7%	40
Marijuana Accessories		1.8%	20
Smokeless Tobacco		3.0%	33
Pipe Tobacco		1.4%	15
Discount Cigarettes		4.0%	44
Discount Hard Alcohol or Spirits		11.3%	123
Domestic Beer		37.2%	407
Electronic Cigarette Supplies		1.7%	19
Alcoholic Cider		11.2%	122
None of the above / Does not apply		23.4%	256

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		2.5%	27
Cannabis Edibles		3.1%	34
Cannabis Tinctures		0.8%	9
Cannabis Vaporizers		0.8%	9
Cannabis Cleaning Tools or Supplies		0.3%	3
Cannabis Concentrates		1.4%	15
Cannabis Pre-Rolls		0.9%	10
Organic Cannabis Products		0.6%	7
Cannabis Oil		4.1%	45
Cannabis Beauty & Skin Care Products		1.3%	14
Cannabis Beverages		0.9%	10
Cannabis Chocolates		1.5%	16
Medical Cannabis		1.5%	16
CBD Cannabis		6.4%	70
None of the above / Does not apply		87.0%	951

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		23.8%	260
Specialty Teas		13.3%	145
Specialty Coffee		33.7%	368
Gourmet Deli Counter Items		16.9%	185
Cookies		41.1%	449
Snack Cakes		11.3%	124
Potato Chips		55.3%	604
Soft Drinks		45.9%	502
Energy Drinks		10.0%	109
Energy Bars		14.6%	160
Noodle Bowls		9.6%	105
Cupcakes		9.5%	104
Birthday Cake		13.6%	149
Beef Jerky or Meat Sticks		21.3%	233
Bottled Water		35.4%	387
Candy		40.4%	442
Fruit		77.1%	843
Nuts		51.4%	562
Chocolates		49.9%	545
Ice cream		58.6%	640
Cheese		82.3%	899
Artisan Bread		28.6%	313










Value		Percent	Responses
Artisan Meats		6.9%	75
Sports Drinks		13.4%	146
Basic Condiments		42.7%	467
Artisan Condiments		5.3%	58
Canned Sauces		38.2%	418
Cereal		64.8%	708
Milk		81.0%	885
Chicken		83.0%	907
Pork		55.9%	611
Beef		67.7%	740
Game Meats		3.8%	41
Fish		51.9%	567
Pasta		66.2%	724
Snack Mixes		15.1%	165
Vegetables		71.6%	783
Olive Oil		46.0%	503
Balsamic Vinegar		15.8%	173
Frozen Entrees		40.3%	440
Eggs		85.3%	932
Locally Raised Beef, Pork, Poultry		28.8%	315
Locally Grown Fruit and Vegetables		56.2%	614
Locally Produced Honey		22.8%	249
Organic Food		22.8%	249

Value		Percent	Responses
Pickled Vegetables		14.2%	155
Artisan Cheese		27.5%	301
Alternative "Meat" Products		11.3%	123
Sausage		44.7%	489
Donuts		20.9%	228
Pastries		22.3%	244
None of the above / Does not apply		1.6%	18

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		25.9%	283
Attend Online Religious or Spiritual Services		19.8%	216
Donate to a Charity		41.0%	448
Donate to a Church		26.9%	294
Donate to Political Party or Government Representative		15.2%	166
Volunteer at Church		12.1%	132
Volunteer for Nonprofit Group		19.6%	214
Vote in Upcoming Local Elections		42.4%	463
Vote in Upcoming State or National Elections		45.6%	498
Purchase Season Tickets for Performing Arts		6.0%	66
Attend a Holiday Themed Performance		3.2%	35
Community Activity		23.0%	251
Support an Organization		17.7%	193
Make a Donation		29.9%	327
Register to Vote		4.5%	49
None of the above / Does not apply		18.8%	206
Join a New Church		0.9%	10
Donate Vehicle		0.8%	9
Have a Baby		0.7%	8
Get Married		0.5%	6
Retire		1.7%	19
Look into Private Schooling for Children		0.4%	4

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		11.3%	124
Go Mountain Biking		4.6%	50
Go Camping		24.2%	265
Go Hiking		39.5%	432
Go Fishing		27.6%	302
Go Backpacking		5.5%	60
None of the above / Does not apply		39.2%	428

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		35.4%	387
Local Business Blog		5.3%	58
Local Business Email		15.7%	172
Snapchat		18.0%	197
Instagram		30.0%	328
Cinema Ads		3.8%	41
Facebook Business Page		19.1%	209
Reviews on Yelp! or Google+		11.4%	125
YouTube Promo Video		12.9%	141
Local Business Text Message		5.4%	59
Pandora		16.7%	183
Online Yellow Pages		4.1%	45
Google Search		63.6%	695
eBay		28.4%	310
Spotify		15.6%	171
Pinterest		31.6%	345
Google+ Local		7.4%	81
Clicked on Google Sponsored Ad		10.2%	111
LinkedIn		23.8%	260
Craigslist		25.7%	281
Bing		8.5%	93
Twitter		21.3%	233

Value		Percent	Responses
Amazon		81.0%	885
None of the above / Does not apply		4.3%	47
CitySearch		1.6%	18
Digital Billboard		0.7%	8
Angie's List		2.7%	30
Xing		0.1%	1

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

Value		Percent	Responses
Yes		80.7%	882
No		19.3%	211
			<b>Total: 1,093</b>



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

Value		Percent	Responses
Yes		56.6%	619
No		43.4%	474























**Total: 1,093**


























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

Value		Percent	Responses
Yes		43.8%	479
No		56.2%	614
			<b>Total: 1,093</b>



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		45.6%	498
Arts and Entertainment		34.9%	381
Automotive - (General)		19.1%	209
Automotive - (New Vehicle Dealership)		14.1%	154
Automotive - (Used Vehicle Dealership)		14.9%	163
Automotive - (Auto Parts store)		11.1%	121
Automotive - (Auto Repair business)		7.6%	83
Automotive - (Auto Body shop)		5.0%	55
Tire Business		13.4%	146
Beauty and Spa Related Businesses		21.3%	233
Child Related Businesses		4.4%	48
Community and State Services		22.9%	250
Education		12.2%	133
Employment Related Businesses		11.9%	130
Event Planning and Services		8.4%	92
Family Activity Related Businesses		11.6%	127
Farm Equipment and Agriculture Businesses		3.8%	41
Financial Services		9.1%	99
Fitness Businesses or Providers		7.8%	85
General Retail		40.9%	447
Grocery / Market		41.3%	451
Home and Garden Related Businesses		26.8%	293











Value		Percent	Responses
Building Supply/Lumber Business		14.3%	156
Home Service Businesses		9.6%	105
Home Service Contractors		10.6%	116
Hotel and Travel Related Businesses		24.8%	271
Local Services		30.3%	331
Medical Related Businesses - (General)		10.2%	111
Medical Related Businesses - (Chiropractor)		4.2%	46
Medical Related Businesses - (Dentist)		7.5%	82
Medical Related Businesses - (Hospital)		3.8%	42
Nightlife Related Businesses		8.2%	90
Pet / Animal		27.4%	299
Professional Services		13.2%	144
Real Estate Service Businesses		4.9%	54
Recreation Related Businesses		10.5%	115
Restaurant / Bar / Lounge		44.6%	487
Senior Related Businesses		5.5%	60
Specialty Food and Drink		19.0%	208
General Retail - Children's Clothing Store		7.0%	77
General Retail - Clothing Accessory Store		13.9%	152
General Retail - Computer Store		9.1%	99
General Retail - Farming and Agriculture Business		4.3%	47
General Retail - Furniture Store		13.0%	142
General Retail - Hardware Store		17.1%	187

Value		Percent	Responses
General Retail - Home Entertainment Store		6.0%	66
General Retail - Jewelry Store		5.1%	56
General Retail - Major Appliance Store		9.2%	101
General Retail - Men's Clothing Store		11.2%	122
General Retail - Mobile Phone Store		7.4%	81
General Retail - Shoe Store		16.7%	183
General Retail - Women's Clothing Store		22.9%	250
None of the above / Does not apply		14.3%	156
Motorsport Businesses		2.7%	29

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

Value		Percent	Responses
Yes		13.4%	147
No		86.6%	946
			<b>Total: 1,093</b>

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		10.1%	110
Get a New Part Time Job		8.0%	87
Get a Temporary or Seasonal Job		5.5%	60
Use an Employment or Temporary Employment Agency		2.8%	31
Use a Career Counselor		1.0%	11
Get a Second (or Third) Job		4.4%	48
Get First Job after High School		0.7%	8
Get First Job after College		0.6%	7
Apply for Unemployment Benefits		12.1%	132
None of the above / Does not apply		74.4%	813

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

Value	Percent	Responses
Retail	3.2%	35
Admin & Clerical	5.1%	56
Health Care	4.0%	44
Customer Service	6.2%	68
Education	3.6%	39
None of the above / Does not apply	76.0%	831
Agriculture	1.3%	14
Automotive	0.7%	8
Warehouse	2.4%	26
Construction	1.6%	18
Accounting	1.4%	15
Hotel - Hospitality	1.1%	12
Manufacturing	2.7%	30
Entry Level (New Graduate)	0.9%	10
Grocery	2.5%	27
Banking & Finance	1.5%	16
Child Care	0.6%	7
Real Estate	0.5%	5
Insurance	0.5%	5
Legal	1.0%	11
Management	2.9%	32








Value		Percent	Responses
Media		1.4%	15
NonProfit		2.5%	27
Government		2.8%	31
Installation - Maintenance - Repair		0.9%	10
Restaurant - Food Services		2.8%	31
Executive Level		1.3%	14
Engineering		0.9%	10
Sales & Marketing		2.9%	32
Information Technology		2.4%	26
Skilled Labor - Trades		1.5%	16
Transportation		1.6%	17









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		22.5%	246
Local Agency Site		12.3%	134
Craigslist		8.6%	94
Facebook		7.2%	79
Indeed.com		26.9%	294
LinkedIn		20.5%	224
Monster.com		8.6%	94
CareerBuilder		8.0%	87
GlassDoor		8.3%	91
SimplyHired.com		2.2%	24
AOL Jobs		0.2%	2
SnagAJob.com		1.4%	15
Dice.com		0.4%	4
USAjobs.gov		5.9%	64
USAjobs.org		2.6%	28
ZipRecruiter		7.1%	78
JobDiagnosis		0.2%	2
TheLadders		1.4%	15
None of the above / Does not apply		51.8%	566

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		13.9%	152
Yellow Pages directory		1.1%	12
Direct mail flyer		11.3%	123
Deal program/offer		10.2%	111
Facebook business page offer		9.5%	104
Billboard advertising		1.6%	18
None of the above / Does not apply		69.8%	763

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



Value		Percent	Responses
Read ads and keep them - using three or more		3.3%	36
Read ads and keep them - using one or two		31.3%	342
Read ads and keep them - without using any		3.4%	37
Read ads but throw away without using any		28.3%	309
Throw ads away unread		29.0%	317
Do not receive direct mail or advertisements at home or PO Box		4.8%	52

**Total: 1,093**



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 %	62 5.7%	220 20.1%	434 39.7%	27 2.5%	97 8.9%	174 15.9%	79 7.2%	1,093
County election Count Row %	53 4.8%	214 19.6%	470 43.0%	29 2.7%	88 8.1%	151 13.8%	88 8.1%	1,093
State election Count Row %	56 5.1%	275 25.2%	389 35.6%	23 2.1%	104 9.5%	171 15.6%	75 6.9%	1,093
Total Total Responses								1093




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

Value		Percent	Responses
Yes		84.4%	923
No		15.6%	170
			<b>Total: 1,093</b>

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		92.5%	1,011
No		7.5%	82
			<b>Total: 1,093</b>

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		21.0%	230
No		49.7%	543
Does not apply		29.3%	320
			<b>Total: 1,093</b>

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

Value		Percent	Responses
Beauty and Spa		4.8%	11
Business Consulting		5.6%	13
Education		9.1%	21
General Retail		4.3%	10
Health and Medical		3.9%	9
Home Service Businesses		5.2%	12
Local Services		3.9%	9
Pet / Animal		3.0%	7
Real Estate		4.3%	10
Restaurant / Bar / Lounge		3.0%	7
Other		32.9%	76
Apparel and Accessories		0.9%	2
Arts and Entertainment		1.3%	3
Automotive		1.7%	4
Child Related Businesses		2.2%	5
Event Planning and Services		1.7%	4
Family Activity		1.3%	3
Financial Services		1.7%	4
Fitness Businesses or Providers		0.9%	2
Grocery and Specialty Food/Drink		0.9%	2
Home and Garden		2.2%	5
Hotel and Travel		1.3%	3

**Total: 231**
























Value		Percent	Responses
Motorsport Businesses		0.9%	2
Recreation		2.6%	6
Sales Training		0.4%	1
			<b>Total: 231</b>

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		9.6%	22
Use social media for promoting business		23.0%	53
Website optimized for mobile (responsive)		10.0%	23
Ongoing search optimization (SEO, SEM)		6.5%	15
Banner ads		3.9%	9
Cost-per-click ads (CPC, PPC)		2.6%	6
Cost-per-mille ads (CPM)		0.4%	1
Programmatic ads		0.4%	1
Retargeting ads		2.2%	5
Video ads		3.9%	9
Google ads (Adwords)		3.9%	9
Facebook ads		18.7%	43
Sponsored content		2.2%	5
Email advertising		12.2%	28
Site analytics		3.5%	8
Use a Digital Agency		1.7%	4
Digital ads through newspaper		4.8%	11
None of the above/Does not apply		58.3%	134

120. Which of the following BUSINESS SERVICES do you/your household, or does your company, plan to GET NEW or CHANGE PROVIDER in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Accounting or CPA		4.3%	10
Business Advertising		3.0%	7
None of the above / Does not apply		88.7%	204
Business Financial Consulting		1.7%	4
Business Bottled Water Delivery		0.4%	1
Business Advisory Services		0.9%	2
Business Cellular Phone Service		1.7%	4
Business Computer Consulting		1.7%	4
Business Construction Contractor		0.4%	1
Business Employment Agency		0.4%	1
Business Internet Service Provider		0.9%	2
Business Legal Services or Attorney		0.4%	1
Business Marketing Services		2.2%	5
Business Meetings or Conventions		1.3%	3
Business Moving or Storage		0.9%	2
Business Payroll Services		1.7%	4
Business Printing Services		1.3%	3
Business Realty Services		0.9%	2
Business Recruitment		0.4%	1
Business Security Services		0.4%	1
Business Sign Company Services		0.9%	2

Value		Percent	Responses
Business Staffing or Temp Services		0.4%	1
Selling Small Business		0.9%	2
Business Online Meetings		2.6%	6
Business Bankruptcy		0.4%	1
Business Travel Agency		0.4%	1
Business General Broadcast Media Service		0.4%	1
Business Television Media Service		0.4%	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		3.0%	7
Buy New Office		1.3%	3
Add New Locations		1.7%	4
Renovate Existing Facilities		4.3%	10
Construct New Facilities		2.6%	6
Buy or Rent Industrial Space		0.9%	2
Buy or Rent Warehouse space		0.4%	1
Install New Commercial Carpeting		0.4%	1
None of the above / Does not apply		89.1%	205








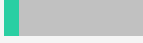



122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		0.9%	2
Purchase Used Business Automobiles		1.7%	4
Purchase New Business Trucks		0.9%	2
Purchase Used Business Trucks		3.0%	7
Lease New Business Automobiles		0.9%	2
Lease New Business Trucks		0.9%	2
Purchase New Business Delivery Vehicles		1.3%	3
Purchase Used Business Delivery Vehicles		1.3%	3
Purchase New Heavy Duty or Commercial Business Trucks		0.4%	1
Purchase Used Heavy Duty or Commercial Business Trucks		1.3%	3
None of the above / Does not apply		93.0%	214

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

Value		Percent	Responses
Business Insurance		3.0%	7
Business Health Insurance		1.7%	4
Business Dental Insurance		1.3%	3
Business 401K or Retirement Program		0.9%	2
Business "Key Man" Insurance		0.4%	1
Business Property Insurance		1.3%	3
Business Commercial Insurance		0.9%	2
None of the above / Does not apply		94.8%	218

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






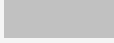
Value		Percent	Responses
18 - 19		0.1%	1
20 - 24		1.2%	13
25 - 30		3.0%	33
31 - 34		3.1%	34
35 - 40		7.1%	77
41 - 45		8.4%	92
46 - 49		6.7%	73
50 - 54		11.1%	121
55 - 60		15.6%	170
61 - 69		26.4%	288
70 or older		17.4%	190

**Total: 1,092**

**Avg 57**











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

Value		Percent	Responses
Metro / Urban		26.2%	286
Small/Mid-Size Town		35.8%	391
Suburban		15.8%	173
Rural		21.2%	232
Vacation community		0.4%	4
Other		0.5%	6



**Total: 1,092**

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	1
Some High School (Not Graduate)		0.7%	8
High School Graduate (12th grade)		7.1%	78
Vocational or Technical Training		10.0%	109
Some College		16.3%	178
College Graduate		32.2%	352
Some Post-Graduate Study (No Advanced Degree)		8.1%	88
Post-Graduate Degree		25.5%	279

**Total: 1,093**

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

Value		Percent	Responses
Under \$20,000		6.3%	67
\$20,000 - \$24,999		3.8%	40
\$25,000 - \$29,999		2.5%	26
\$30,000 - \$34,999		3.8%	40
\$35,000 - \$39,999		3.0%	32
\$40,000 - \$44,999		3.7%	39
\$45,000 - \$49,999		5.0%	53
\$50,000 - \$74,999		22.0%	233
\$75,000 - \$99,999		19.8%	210
\$100,000 - \$124,999		13.3%	141
\$125,000 - \$149,999		6.7%	71
\$150,000 - \$200,000		7.1%	75
Over \$200,000		3.0%	32
			<b>Total: 1,059</b>
			<b>Avg \$84,317</b>

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

Value	Percent	Responses
American Indian, Eskimo or Alaska native	1.4%	15
Black or African-American	1.0%	11
Asian	0.8%	9
White or Caucasian	90.6%	990
Hispanic	1.1%	12
Other	0.8%	9
Prefer not to answer	4.3%	47




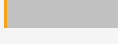

**Total: 1,093**

129. Are you...





Value		Percent	Responses
Male		33.2%	363
Female		63.7%	696
Transgender Male		0.3%	3
Transgender Female		0.1%	1
Gender Variant / Non-conforming		0.1%	1
Other		0.2%	2
Prefer not to answer		2.5%	27

**Total: 1,093**

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


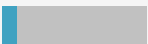



Value		Percent	Responses
Single Family Home		74.9%	819
Apartment		13.5%	148
Condominium		7.2%	79
Mobile Home		1.6%	18
Other		2.7%	29
			<b>Total: 1,093</b>

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

Value		Percent	Responses
Owned		79.8%	872
Rented		17.8%	195
Occupied Without Payment of Rent		1.0%	11
Other		1.4%	15

**Total: 1,093**

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

Value		Percent	Responses
None		77.2%	844
1		11.3%	124
2		7.3%	80
3		2.6%	28
4 or more		1.6%	17
			<b>Total: 1,093</b>