


2020 Covid-19 Recovery and Local Business Survey National Report

Response Counts

Completion Rate:	100%	
Complete		 10,008

Total: 10,008

1. Are you 18 years of age or older?

Value		Percent	Responses
Yes		100.0%	10,008
			Total: 10,008

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

Value		Percent	Responses
Local Newspaper		59.7%	5,973
Local Newspaper Website		38.9%	3,891
Local TV News		56.9%	5,696
Local TV News Website		16.6%	1,664
National Broadcast News		44.7%	4,469
National Broadcast Website		14.9%	1,496
Local Radio		24.7%	2,472
Local Radio Website		4.6%	456
Apple News		5.2%	519
Facebook		25.8%	2,578
Twitter		5.3%	529
Nextdoor		7.5%	753
Other		11.5%	1,147

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





Value		Percent	Responses
Local Newspaper		16.9%	1,688
Local Newspaper Website		8.5%	849
Local TV News		18.0%	1,805
Local TV News Website		3.5%	350
National Broadcast News		22.8%	2,285
National Broadcast Website		6.9%	686
Local Radio		4.4%	440
Local Radio Website		1.0%	99
Apple News		0.9%	92
Facebook		1.6%	164
Twitter		0.7%	73
Other		14.8%	1,477

Total: 10,008





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

Value		Percent	Responses
Employment needs		34.0%	3,399
General status of the business		55.6%	5,560
New hours		50.2%	5,026
New services being offered		55.5%	5,557
Online services being offered		48.5%	4,851
Services that are being offered		61.1%	6,110
The cleaning and safety precaution policies		44.4%	4,442
Other		4.0%	399

5. Which of the following have you or any members of your household done in the past WEEK?

Value		Percent	Responses
Listened to Local Radio		56.3%	5,637
Watched Local Television		76.2%	7,626
Read the Local Newspaper		81.8%	8,187
None of the above / Does not apply		2.5%	254























6. In the last 30 days, have you or a member of your household made a purchase or sought out more information on a local product or service advertised in the following? (Check all that apply.)



Value		Percent	Responses
Local Publication or Newspaper		42.1%	4,212
Local Radio Station		9.7%	971
Local TV Station		15.0%	1,498
None of the above / Does not apply		51.4%	5,148

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

Value		Percent	Responses
National Daily Newspaper		30.1%	2,466
Local Daily Newspaper		88.7%	7,258
Local Paid Weekly Community Newspaper		17.6%	1,441
Local Free Weekly Print Publication		23.5%	1,924
Local Alternative Publication		5.6%	456
Local City or Regional Magazine		24.5%	2,007
Local Specialty Publication		10.3%	846
Local Business Publication		10.6%	871
Local Ethnic Publication		1.6%	133
Local Parenting Publication		1.1%	90
Local Children's Publication		0.8%	64
Local Senior Publication		11.1%	907
None of the above / Does not apply		2.2%	184

8. Which of the following radio station formats have you or the members of your household listened to in the past week? (Check all that apply.)

Value		Percent	Responses
Adult Alternative		10.6%	599
Adult Contemporary		13.6%	769
Adult Hits		15.3%	864
Business News		15.0%	843
CHR (Contemporary Hit Radio)		4.2%	239
Classic Hits		27.4%	1,547
Classic Rock		40.4%	2,276
Classical		15.5%	871
Religious		11.6%	656
Country		28.6%	1,610
Easy Listening		15.7%	887
News/Talk		49.7%	2,800
Oldies		24.3%	1,372
Rock		16.5%	930
Sports		15.3%	860
Talk		18.6%	1,051
Other		9.8%	550
Hot AC		0.4%	21
Regional Mexican		0.5%	29
Rhythmic-CHR		0.2%	12
Spanish		1.1%	62
Urban AC		0.7%	40

Value		Percent	Responses
Urban Contemporary		2.1%	117
None of the above / Does not apply		0.9%	49






















9. What time slots do you or the members of your household typically listen to local radio? (Check all that apply.)

Value		Percent	Responses
Morning Drive Time (6:00 - 10:00 am)		66.5%	3,749
Midday (10:00 am - 3:00 pm)		47.9%	2,700
Afternoon Drive (3:00 - 7:00 pm)		51.3%	2,889
Evenings (7:00 pm - midnight)		16.8%	946
Overnight (midnight - 6:00 am)		4.5%	255
Don't know / Does not apply		4.5%	256

10. What time slots do you or the members of your household typically watch local television? (Check all that apply.)














Value		Percent	Responses
Morning News (5 am - 9 am)		43.3%	3,299
Morning (9 am - 12 noon)		16.6%	1,268
Daytime (12 noon - 3 pm)		19.1%	1,460
Early Fringe (3 pm - 5 pm)		13.6%	1,034
Early News (5 pm - 7 pm)		72.5%	5,528
Prime Access (7 pm - 8 pm)		31.1%	2,375
Prime Time (8 pm - 11 pm)		47.8%	3,645
Late News (11 pm - 11:30 pm)		23.7%	1,806
Late Fringe (11:30 pm - 1 am)		5.0%	379
Post Late Fringe (1 am - 2 am)		1.5%	115
Overnight (2 am - 5 am)		1.9%	144
Don't know - Does not apply		1.6%	120

11. 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 Battery Store		3.0%	305
Auto Body Shop		3.9%	394
Auto Detailing Shop		4.6%	465
Auto Parts Store		15.7%	1,575
Auto Repair Shop		22.0%	2,204
Car Wash		56.8%	5,682
Gas Station		81.3%	8,133
New Vehicle Dealership		10.7%	1,068
Oil Change Station		35.5%	3,550
Tire Store		12.0%	1,201
Used Vehicle Dealership		3.6%	364
None of the above / Does not apply		6.8%	676
Auto Glass Repair Shop		2.6%	263
Auto Paint Shop		0.7%	73
Auto Salvage Yard		1.6%	158
Auto Stereo Installation		0.6%	56
Auto Towing Service		0.7%	74
Auto Window Tinting		0.9%	87
Car Audio Store		0.5%	48
Commercial Truck Dealership		0.2%	18
Commercial Truck Repair Shop		0.3%	26

Value		Percent	Responses
Recreation Vehicle (RV) Dealership		1.1%	113
RV or Camper Repair		1.3%	132
Trailer Rental Service		0.3%	31

12. Which of the following MOTORSPORT 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
All-Terrain Vehicle (ATV) Dealer		1.3%	133
Boat and RV Storage Facility		1.2%	120
Boat Dealer		0.9%	94
Boat Rental Service		0.5%	49
Boat Repair Shop		1.2%	119
Boating Accessory Store		1.8%	185
Golf Cart Dealer		1.1%	110
Motorcycle Accessory Store		1.3%	133
Motorcycle Dealer		1.3%	132
Motorcycle Repair Shop		1.1%	109
Watercraft Dealer		0.5%	53
Watercraft Rental Shop		0.5%	54
None of the above / Does not apply		91.1%	9,115

13. Which of the following FARMEQUIPMENT 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
Agriculture Farm Supply Store		9.9%	993
Animal Feed Store		9.1%	908
Agricultural Service		1.3%	134
Farm Equipment Repair Shop		1.6%	160
Farm Truck and Tractor Repair Shop		1.0%	101
Farming Structure Building Contractor		0.3%	31
New Farm Equipment Dealer		0.7%	70
Used Farm Equipment Dealer		0.7%	75
None of the above / Does not apply		83.2%	8,327

14. 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
Bagel Shop		17.3%	1,731
Bakery		38.5%	3,849
Beer Shop		14.3%	1,435
Beverage Distributor		9.9%	995
Candy Store		4.8%	479
Cheese Shop		6.6%	658
Chocolate Shop		5.5%	554
Coffee & Tea Shop		22.2%	2,223
Convenience Store		42.5%	4,254
Cupcake Shop		3.1%	315
Dessert Restaurant		3.4%	344
Distillery		3.8%	379
Donut Shop		21.0%	2,100
Espresso or Coffee Shop		25.3%	2,532
Ethnic Food Restaurant		28.5%	2,854
Ice Cream or Frozen Yogurt Shop		32.5%	3,257
Liquor Store		36.1%	3,608
Meat Market or Butcher Shop		26.0%	2,603
Seafood Market		13.3%	1,329
Smoothie or Juice Bar		5.5%	550
Specialty Cake Bakery		3.0%	297

Value		Percent	Responses
Specialty Food Market		12.3%	1,231
Wine Shop		10.8%	1,076
Winery		7.2%	719
None of the above / Does not apply		10.7%	1,066
Cookie Store		2.9%	295
Tea Shop		2.0%	203
U-Brew Beer or Wine Store		1.4%	138



















15. 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		10.4%	1,036
Farmers Market		43.8%	4,388
Grocery Store (Discount)		32.8%	3,286
Grocery Store (Ethnic)		6.5%	655
Grocery Store (Major or Regional Chain)		89.4%	8,943
Grocery Store (Neighborhood/Local/Mom & Pop)		21.0%	2,100
Grocery Store (Co-op)		10.9%	1,086
Grocery Store (Independent/Citywide)		25.8%	2,578
None of the above / Does not apply		0.5%	46











16. 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		30.9%	3,088
Day Spa		3.0%	303
Eyelash Extension Salon		0.8%	84
Hair Salon		62.4%	6,245
Hair Removal Salon		1.7%	172
Massage		11.4%	1,141
Makeup Artist		0.3%	27
Nail Salon		23.1%	2,307
Skin Care Store		1.4%	142
Tanning Salon		1.1%	111
Tattoo Studio		2.4%	241
None of the above / Does not apply		19.9%	1,995
















17. 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
Bait & Tackle Shop		7.5%	752
Bicycle Rental Service		0.6%	57
Bicycle Repair Shop		6.3%	626
Bicycle Shop		5.9%	588
Bowling Alley		4.1%	407
Dive Shop		0.8%	77
Fishing Supply Store		6.2%	621
Golf Course		16.0%	1,605
Golf Driving Range		9.0%	898
Golf Pro Shop		5.8%	581
Gun Shooting Range		7.6%	761
Gun Store		8.5%	854
Miniature Golf Course		4.2%	418
Outdoor Gear Store		4.7%	475
Ski Shop		0.9%	95
Sporting Goods Store		16.5%	1,650
New Sporting Goods Store		3.8%	378
Used Sporting Goods Store		1.9%	193
None of the above / Does not apply		53.4%	5,344

18. 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
Boat Charter		1.5%	149
Card or Stationery Store		12.0%	1,202
Catering Service		1.9%	186
Event Coordinator		0.5%	50
Hotel Meeting Room or Event Space		1.2%	122
Party Supply Store		4.6%	461
Photographer		2.4%	236
Wedding Planner		0.5%	52
Wedding Venue or Banquet Hall		1.0%	100
None of the above / Does not apply		81.2%	8,125











19. Which of the following types of ARTS and ENTERTAINMENT 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
Arcade		2.2%	220
Arts Organization		6.8%	682
Bingo Hall		1.3%	131
Casino		7.3%	727
Community Theatre		6.9%	695
Food Festival		7.9%	788
Live Theater		6.7%	669
Local Festival		9.3%	931
Movie Theater		17.9%	1,790
Music Festival		4.2%	425
Performing Arts Center		6.7%	672
Rodeo		1.4%	141
Stadium or Arena		4.5%	451
Wine Tour		3.5%	346
None of the above / Does not apply		62.0%	6,207







20. Which of the following types of FAMILY ACTIVITIES do you or the members of your household plan to visit or shop at in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Amusement Center / Park		4.9%	495
Athletic Club		8.4%	837
Family Entertainment Center		2.3%	233
Family Play Center		1.2%	121
Horseback Riding		2.7%	274
Ice Skating or Roller Rink		1.7%	172
Local Sports Team		6.7%	670
Outdoor Park		31.6%	3,166
Zoo		13.4%	1,344
None of the above / Does not apply		52.7%	5,273

21. Which of the following FITNESS BUSINESSES or PROVIDERS 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
Dance Studio		2.1%	211
Exercise Classes		10.5%	1,051
Fitness Boot Camp		0.8%	85
Gym, Fitness or Athletic Club		21.5%	2,154
Martial Arts Studio		1.0%	102
Personal Trainer		3.6%	364
Rock Climbing Gym		0.4%	42
Swimming Lessons		1.8%	183
Yoga Studio		4.1%	414
None of the above / Does not apply		67.9%	6,800

22. Which of the following types of NIGHT LIFE BUSINESSES do you or the members of your household plan to visit or shop at in the NEXT 3 MONTHS? (Check all that apply.)


















Value		Percent	Responses
Adult Club or Entertainment Company		1.1%	108
Bar, Lounge or Pub		17.0%	1,700
Billiard Hall		0.7%	75
Sports Bar		8.7%	867
Wine Bar		4.5%	448
None of the above / Does not apply		78.7%	7,879

23. 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
Community College	5.7%	575
Continuing Education Courses	6.9%	695
Elementary School	5.9%	593
Lecture or Seminar Series	4.7%	466
Middle School or High School	8.1%	809
Online/On-demand Programs	11.2%	1,125
University	6.2%	623
None of the above / Does not apply	63.8%	6,390
Adult Education School	2.9%	291
Beauty School	0.4%	39
Culinary School	0.5%	54
Dance School	1.4%	142
Driving School	1.4%	137
Graduate school	1.9%	194
Language School	0.7%	75
Musical Instruments and Lessons	2.8%	278
Preschool	1.8%	185
Private Elementary School	0.8%	81
Private High School	0.7%	70
Private K-12 School	0.6%	59
Private Middle School	0.3%	34
























Value		Percent	Responses
Private Tutor		0.7%	72
Real Estate School		0.5%	52
Tutoring Center		0.5%	46
Vocational School		0.7%	67

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

Value		Percent	Responses
Auto Broker		0.5%	51
Bank		61.5%	6,151
Bankruptcy Service		0.3%	32
Bookkeeping Service		1.9%	192
Car Leasing Service		1.3%	129
Check Cashing Service		0.7%	72
Credit Counseling Service		0.4%	44
Credit Repair Service		0.4%	36
Credit Union		29.7%	2,970
Debt Consolidation Company		0.5%	46
Financial Advisor		24.8%	2,484
Money Transfer Service		1.5%	149
Payday Loan Company		0.2%	21
Stockbroker		7.3%	730
Tax Return Service		4.8%	485
Title Loan Company		1.5%	147
None of the above / Does not apply		19.8%	1,978

25. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or 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
Allergy or Asthma Specialist		4.2%	416
Audiology Clinic		3.4%	343
Blood Donation Center		6.0%	602
Cancer Specialist		3.8%	379
Cardiologist		10.8%	1,078
Chiropractor		10.6%	1,058
Dental Clinic		5.0%	504
Dentist		46.1%	4,609
Denture or Implant Specialist		3.1%	308
Dermatologist		15.0%	1,498
Ear, Nose & Throat Doctor		4.9%	492
Family Practitioner		27.6%	2,763
Gastroenterologist		4.6%	457
General Practitioner		14.6%	1,463
Hearing Aid Center		4.3%	428
Hospital		3.4%	336
Internal Medicine Doctor		10.0%	1,004
Laboratory or Medical Testing Facility		9.8%	983
Massage Therapist		6.4%	642
Medical Clinic		4.6%	456
Medical Imaging Service		4.4%	443
















Value		Percent	Responses
Mental Health Provider		3.3%	329
Obstetrician & Gynecologist		4.3%	430
Ophthalmologist		10.7%	1,075
Optometrist		12.6%	1,266
Orthopedist		3.3%	330
Physical Therapist		4.8%	481
Podiatrist		3.7%	368
Urologist		4.7%	469
None of the above / Does not apply		26.3%	2,636
Acupuncturist		2.5%	253
Alcoholism Treatment Program		0.2%	24
Alzheimer's or Memory Care Facility		0.4%	45
Cardiovascular Surgeon		0.6%	64
Cosmetic or Plastic Surgery		0.7%	73
Cryotherapy		0.1%	14
Drug Addiction Treatment Center		0.1%	13
Drug Testing Service		0.2%	16
Home Health Care Provider		0.9%	88
Hospice Care Provider		0.1%	13
Laser Eye Surgery Clinic		0.8%	85
Medical Marijuana Authorization		0.4%	44
Medical Marijuana Dispensary		1.5%	148
Medical Spa		0.3%	33

Value		Percent	Responses
Medical Supply Store		1.0%	100
Memory Care Facility		0.2%	17
Mental Health Clinic		0.7%	69
Mental Health Service		1.5%	150
Naturopathic Practitioner		0.9%	90
Nutritionist or Dietician		1.1%	107
Oncologist		2.7%	269
Orthodontist		1.5%	155
Pain Clinic		1.3%	135
Pain Control Clinic		0.9%	92
Pain Management Physician		2.5%	247
Pediatrician		2.6%	265
Physical Health Center		0.2%	25
Psychiatrist		1.9%	195
Rehabilitation Clinic		0.3%	31
Sleep Disorder Clinic		1.5%	148
Sports Medicine Clinic		0.4%	41
Surgical Specialist		1.8%	180
Urgent Care Clinic		1.5%	147
Vascular Surgeon or Vein Center		0.9%	93
Walk-In Clinic		2.4%	242





















26. Which of the following types of HEALTH and MEDICAL PRACTITIONERS or FACILITIES 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		2.7%	273
Adult Day Care		0.3%	28
Assisted Living Facility		0.8%	79
Geriatric Physician		0.8%	85
Nursing Home		0.6%	61
Respite Relief Provider		0.3%	26
Retirement Counselor		0.7%	68
Retirement Home		0.4%	45
Senior Care Placement Agency		0.2%	18
Senior Center		2.3%	233
None of the above / Does not apply		92.4%	9,245

27. 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
Airline		15.8%	1,584
Bed & Breakfast		4.1%	408
Campground		9.1%	912
Hotel or Motel (Local)		3.9%	386
Hotel or Motel (Out-of-Town)		26.9%	2,692
Limo Service		0.9%	86
Luggage-Travel Store		0.2%	20
Regional Airport		6.2%	621
RV Rental Company		0.8%	82
Shuttle Service		1.9%	195
Ski Resort		0.9%	88
Taxi Service		2.0%	202
Travel Agent		1.6%	156
Uber/Lyft		6.9%	690
None of the above / Does not apply		56.7%	5,679

28. 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
Car Rental Agency		4.4%	445
Compost / Yard Waste Service		5.0%	505
Courier or Delivery Service		6.8%	682
Dry Cleaning or Laundry Service		16.9%	1,688
Jewelry Repair Shop		5.8%	577
Mail Store		15.4%	1,538
Mobile or Cell Phone Repair Shop		3.6%	359
Printing Service		3.1%	315
Propane Dealer		7.9%	794
Recycling Center		17.4%	1,737
Self-Storage Facility		5.5%	548
Sewing and Alterations Shop		4.0%	400
Shipping Center		10.2%	1,024
Watch or Clock Repair Shop		4.0%	402
None of the above / Does not apply		38.1%	3,809
Auction House		2.6%	259
Bottled Water Delivery Service		2.1%	214
Cremation Service Provider		0.6%	60
Electronics Repair Shop		1.6%	164
Funeral Service Provider		0.7%	73
Information Technology (IT) Service		2.9%	294

Value		Percent	Responses
Junkyard		2.1%	207
Marriage Counselor		0.6%	58
Moving Truck Rental Company		1.3%	133
Propane Home Heating Service		1.5%	150
Shoe Repair Shop		2.9%	286
Small Engine Repair Shop		2.5%	248
Tool / Equipment Rental Service		2.0%	198






















29. 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
Chamber of Commerce		3.8%	382
Charity or Philanthropic Organization		8.5%	852
Church		39.4%	3,943
City Center		1.2%	121
City or Municipal Service		9.7%	973
City or Town Hall		6.9%	686
Civic Center		1.0%	101
Community Center		3.8%	381
Community Organization		3.4%	343
Community Service or Non-Profit Organization		6.7%	669
Convention Center		0.4%	42
County Government Office		9.3%	930
Department of Social Services		1.8%	178
Employment Center		1.9%	195
Government Economic Program		0.9%	94
Government or Political Service		3.9%	386
Youth Organization		1.6%	164
None of the above / Does not apply		41.9%	4,194

30. 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		11.1%	1,115
Painting Contractor		9.6%	964
Plumber or Plumbing Contractor		11.3%	1,133
None of the above / Does not apply		77.0%	7,707

31. 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		4.0%	398
Appliance Repair Service		5.0%	502
Asphalt / Paving Contractor		3.1%	315
Carpenter or Woodworker		6.9%	693
Carpet Installation Contractor		3.3%	326
Concrete Contractor		3.4%	337
Deck Builder		3.0%	297
Drywall Installation or Repair Contractor		3.0%	302
Flooring Contractor		5.0%	501
Garbage Collection Service		11.5%	1,154
General Contractor		4.4%	444
Gutter Installation or Repair Contractor		3.4%	340
Handyman		16.4%	1,643
Heating & Air Conditioning Services		14.8%	1,478
Junk Removal or Hauling Service		3.2%	323
Kitchen or Bath Remodeling Company		3.1%	313
Landscaping Service		13.7%	1,368
Remodeling Contractor		3.0%	302
Roofing Contractor		3.9%	389
None of the above / Does not apply		40.9%	4,097
Alternative Energy Service		0.9%	88

Value		Percent	Responses
Countertop Contractor		2.5%	247
Demolition Contractor		0.3%	34
Fencing Contractor		2.9%	294
Fire & Water Damage Restoration Service		0.2%	23
Foundation Contractor		0.7%	74
Furnace Contractor		2.9%	291
Garage Builder		0.5%	48
Garage Door Contractor		2.7%	275
Handicap Access Contractor		0.3%	27
Heavy Construction Machinery		0.3%	32
Home Maintenance Service		2.4%	244
Home Security Company		2.1%	207
Insulation Installer		0.7%	73
Landscape Architect		1.6%	161
Mover or Moving Company		1.0%	104
New Home Builder		0.3%	34
Septic Tank Contractor		1.6%	156
Siding Installation or Repair Contractor		1.0%	101
Solar Energy Contractor		1.1%	115
Stone or Marble Company		1.0%	102
Tile Contractor		1.7%	167
Water Well Drilling Contractor		0.4%	37
Waterproofing Contractor		0.5%	51
















32. 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
Arborist		7.3%	734
Carpet Cleaning Service		6.8%	684
Furnace Cleaning Service		6.3%	630
Home Gardening Service		4.0%	405
Home Pressure Washing Service		3.4%	342
House Cleaning Service		11.9%	1,188
Landscaper		7.1%	714
Lawn Care Service		23.1%	2,307
Pest Control Service or Exterminator		14.0%	1,396
Pool Cleaning Service		3.0%	300
Television or Internet Service Provider		14.3%	1,430
Window & Door Installation		3.8%	378
None of the above / Does not apply		43.5%	4,356
Awning & Tent Company		1.0%	101
Bathtub Refinishing Service		1.0%	105
Cabinet Refacing Service		1.2%	116
Fuel or Oil Home Heating Service		2.2%	224
Home Theater Installation Service		0.1%	15
Interior Designer		1.1%	106
Key or Locksmith Service		1.5%	148
Shades & Blinds Installation Service		2.7%	269
Wallcoverings Store		0.4%	40
Water Treatment Supply & Service		1.1%	113

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

Value		Percent	Responses
Childcare or Daycare		2.4%	242
Children's Clothing Store		6.0%	604
Children's Shoe Store		2.6%	261
Summer Camp		0.6%	59
None of the above / Does not apply		92.1%	9,218
















34. 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		2.4%	238
Animal Shelter		2.2%	216
Bird Seed Store		6.6%	665
Bird Shop		0.4%	43
Bird Specialty Store		0.8%	79
Emergency Animal Hospital		1.0%	100
Fish or Aquarium Store		1.5%	155
Pet Boarding		4.3%	426
Pet Boutique		0.4%	42
Pet Groomer		15.8%	1,586
Pet Sitter		2.9%	287
Pet Store		16.8%	1,683
Pet Trainer		1.0%	101
Pet Walker		0.5%	48
Veterinarian		33.6%	3,358
None of the above / Does not apply		49.4%	4,940

















35. 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%	479
Real Estate Brokerage Firm	1.1%	112
None of the above / Does not apply	94.8%	9,487

36. 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		1.4%	141
Developer		0.2%	21
Estate Appraiser		0.7%	69
Estate Liquidator		0.2%	25
Home Inspector		2.2%	216
Home Staging Company		0.3%	28
Manufactured or Modular Home Builder		0.2%	18
Mortgage Banker		2.5%	251
Mobile Home Dealer		0.2%	21
Mortgage Broker		2.3%	230
New Home Builder		0.6%	62
Real Estate Appraiser		2.8%	279
Real Estate Rental Agency		1.2%	121
Title & Escrow Company		3.3%	332
None of the above / Does not apply		89.9%	8,994

37. 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
Brewery or Brew Pub		17.4%	1,743
Buffet Restaurant		4.9%	494
Chinese Restaurant		32.8%	3,284
Ethnic Restaurant		19.5%	1,951
Family Style Restaurant		27.7%	2,773
Fast Food Restaurant		53.3%	5,335
Fine Dining Restaurant		22.3%	2,235
Home Delivery Meals		13.3%	1,328
Indian Restaurant		7.3%	733
Italian Restaurant		28.6%	2,861
Japanese or Sushi Restaurant		13.9%	1,393
Mexican Restaurant		40.9%	4,090
Pizza Restaurant		50.9%	5,097
Restaurant with Lounge or Bar		15.4%	1,545
Thai Restaurant		15.5%	1,550
None of the above / Does not apply		12.0%	1,202

38. 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 Gallery		3.1%	311
Art Supply Store		6.5%	654
Bookstore		22.8%	2,285
CBD Store		3.3%	334
Christian Book Store		3.3%	331
Christmas Store		4.4%	442
Computer Store		6.4%	637
Consignment Shop		9.7%	972
Craft Supply Store		14.8%	1,483
Department Store		39.4%	3,943
Discount Store		31.4%	3,145
Drugstore or Pharmacy		56.3%	5,632
Electronics Store		6.6%	665
Fabric Store		10.7%	1,073
Flea Market		7.1%	713
Florist		5.1%	506
Gift Shop		6.8%	685
Gun Shop		7.2%	722
Hobby Shop		8.5%	854
Marijuana Dispensary		4.1%	412
Mobile Phone Store		8.4%	844






















Value		Percent	Responses
Office Equipment & Supply Store		12.0%	1,197
Outlet Store		9.8%	976
Shopping Center		18.6%	1,857
Thrift Store		18.2%	1,818
Toy Store		3.0%	301
Vitamin or Supplement Store		6.5%	655
Wholesale, Warehouse or Club Store		23.9%	2,391
Yard Equipment Store		4.4%	442
None of the above / Does not apply		12.6%	1,260
Adult Video or Adult Store		0.8%	82
Bead Store		1.9%	187
Camera Store		1.4%	143
Candle Shop		2.8%	276
Cigar Store		1.8%	177
Coin Shop		1.1%	109
Comic Book Shop		1.2%	125
Equipment Rental Store		1.0%	103
Gold/Silver/Precious Metal Dealer		1.3%	127
Herb Shop or Herbalist		1.1%	111
Knife Store		0.5%	53
Military Surplus Store		0.7%	75
Monument or Memorial Company		0.5%	47
Music and Video Store		1.6%	160
















Value		Percent	Responses
Music Instrument Store		1.8%	183
Music Store		1.6%	163
New Age Book Store		0.5%	52
Pawn Shop		1.3%	127
Record Store		1.4%	139
Religious Supply or Gift Shop		1.9%	193
Scrap Metal Dealer		1.8%	180
Security Service		0.7%	66
Sewing Studio		1.0%	100
Sign Store		0.4%	39
Survival Store		0.4%	42
Tobacco Store		2.2%	219
Trophy or Award Store		0.3%	28
Vape or Smoke Shop		1.7%	175
Wedding Supply Store		0.4%	41
Yarn Store		2.7%	274

39. 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		20.0%	2,006
Free delivery		28.8%	2,882
Drive-thru		59.5%	5,958
Carryout		68.1%	6,820
Curbside carryout		50.3%	5,038
Other		4.3%	433
None of the above / Does not apply		10.0%	999

40. 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
Antique Store		7.3%	727
Bath & Accessory Store		11.1%	1,113
Building Supply Store or Lumber Yard		24.6%	2,460
Flooring Store		5.5%	552
Furniture Store		8.6%	859
Hardware Store		38.1%	3,816
Home & Garden Store		36.7%	3,669
Home Decor Store		9.4%	939
Major Appliance Store		5.2%	516
Mattress or Bedding Store		4.3%	432
Paint Store		8.9%	894
Plant Nursery & Garden Supply Store		17.8%	1,780
Tool Store		3.3%	334
TV & Appliance Store		3.1%	308
None of the above / Does not apply		26.9%	2,697
Baby Supply & Furniture Store		1.8%	183
Cabinet Store		1.4%	145
Carpet Store		2.9%	291
Clock Shop		0.9%	95
Fireplace, Wood Stove or Barbeque Store		1.7%	173
Frame Shop		2.4%	244

Value		Percent	Responses
Furniture Restoration Shop		1.5%	149
Futon Store		0.2%	17
Hot Tub or Spa Dealer		1.0%	105
Lighting Store		2.6%	258
Outdoor Furniture Store		2.4%	245
Pool & Spa Dealer		1.8%	177
Rent-to-Own Store		0.3%	32
Rug Store		1.3%	134
Small Appliance Store		1.5%	147
Solar Energy Equipment Dealer		0.7%	74
Tool Rental Center		1.3%	127
TV Store		1.1%	113
Used Building Supply Store		1.4%	142
Vacuum Store		1.4%	141
Window Store		1.2%	121








41. 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
Activewear Store		13.0%	1,303
Beauty Supply Store		10.0%	1,005
Bridal Shop		0.6%	64
Clothing Accessories Store		12.6%	1,262
Jewelry Store		4.2%	419
Leather Goods Store		0.7%	73
Lingerie Store		2.5%	250
Logo Apparel Store		1.4%	145
Maternity Wear Store		0.3%	28
Men's Clothing Store		14.6%	1,463
Optician or Eyeglasses Store		15.6%	1,561
Outdoor Clothing Store		6.1%	607
Shoe Store		23.7%	2,367
Sportswear Store		8.0%	799
Swimwear Store		1.7%	174
Watch Store		0.9%	88
Western Wear Store		1.2%	116
Women's Clothing Store		33.4%	3,341
None of the above / Does not apply		41.3%	4,136

42. 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		6.2%	616
Disaster Insurance		0.3%	33
Immigration Lawyer / Law		0.2%	22
Insurance Agency		7.4%	744
Legal Firm or Attorney		6.4%	642
Tax Advisor		3.6%	359
None of the above / Does not apply		82.1%	8,213




















43. 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
Architect or Architecture Firm		1.2%	116
Commercial Builder		0.8%	85
Employment or Staffing Agency		1.9%	188
Graphic Designer		0.7%	75
Life Coach		0.8%	78
Private Investigator		0.2%	19
None of the above / Does not apply		95.1%	9,516









44. 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		0.2%	22
Purchase New Class B RV		0.2%	16
Purchase New Class C RV		0.2%	22
Purchase New Travel Trailer or 5th Wheel		0.5%	55
Purchase New Camper Shell		0.1%	10
Purchase Used Class A RV		0.2%	17
Purchase Used Class B RV		0.2%	18
Purchase Used Class C RV		0.3%	33
Purchase Used Travel Trailer or 5th wheel		0.6%	57
Purchase Used Camper Shell		0.2%	19
None of the above / Does not apply		98.0%	9,810

45. 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		2.8%	276
New Luxury Vehicle - Under \$50,000		0.7%	74
New Luxury Vehicle - \$50,000 - \$75,000		0.7%	72
New Luxury Vehicle - Over \$75,000		0.2%	23
New Van		0.1%	8
New Minivan		0.2%	17
New SUV		2.5%	252
New Truck		1.3%	133
New Hybrid or Electric Vehicle		0.9%	88
Used Car		3.5%	354
Used Luxury Vehicle - Under \$30,000		0.7%	75
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	38
Used Luxury Vehicle - Over \$50,000		0.1%	10
Used Van		0.2%	21
Used Minivan		0.3%	28
Used SUV		2.2%	225
Used Truck		1.8%	182
Used Hybrid or Electric Vehicle		0.6%	63
None of the above / Does not apply		87.1%	8,716














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

Value		Percent	Responses
Compact car		1.6%	159
Full-size car		1.6%	162
Luxury vehicle (any size)		1.1%	114
Midsized car		2.3%	235
Pickup truck		3.4%	345
Sport utility vehicle (SUV)		9.5%	948
Van or minivan		0.9%	95
None of the above		79.4%	7,950



Total: 10,008

47. 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		5.6%	565
Ford		5.4%	542
Honda		5.1%	512
Subaru		3.9%	390
Toyota		7.4%	745
None of the above / Does not apply		76.6%	7,666
Acura		1.0%	101
Audi		1.0%	102
BMW		1.2%	120
Buick		1.5%	153
Cadillac		1.1%	106
Chrysler		1.0%	104
Dodge		2.3%	230
Fiat		0.1%	9
GMC		2.9%	290
Hyundai		2.7%	266
Infiniti		0.5%	51
Jeep		2.3%	226
Kia		2.4%	238
Land Rover		0.4%	41
Lexus		1.8%	181




















Value		Percent	Responses
Lincoln		0.9%	89
Mazda		1.3%	129
Mercedes-Benz		1.2%	118
Mini		0.3%	26
Mitsubishi		0.3%	32
Nissan		2.3%	229
Porsche		0.3%	33
Saab		0.1%	7
Scion		0.1%	10
Suzuki		0.1%	8
Tesla		0.9%	94
Volkswagen		1.1%	107
Volvo		0.6%	62

48. In the past month, have you or members of your household contacted a dealer for more information or purchased a vehicle after seeing or hearing an ad from a local media source?

Value		Percent	Responses
Yes		7.1%	713
No		92.9%	9,295

Total: 10,008




49. 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
Home Theater System		0.7%	68
GPS Device (Handheld or In-Vehicle)		1.4%	141
Office Equipment		7.6%	763
Ink or Printer Cartridges		37.7%	3,776
Satellite Radio		1.2%	121
Satellite TV System		0.7%	70
Stereo System (Home)		0.7%	73
Wi-Fi for Home		4.0%	403
Headphones		9.0%	900
Wireless Speakers		3.0%	296
Smartwatch		3.9%	387
Compact/Mini Projector		0.5%	46
Wearable Electronics		1.6%	160
Healthcare Device		2.3%	234
Aerial Drone		1.1%	108
Assistive Technology for Hearing		1.7%	172
Smart Sports Equipment		0.2%	25
Batteries for Electronics		29.3%	2,931
None of the above / Does not apply		43.8%	4,388






















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		0.8%	77
Camera (Digital) SLR		1.0%	102
Camera Accessories or Supplies		1.1%	114
Camera Lens		0.9%	91
Computer Accessories		5.0%	496
Computer Software		3.4%	343
E-Reader (Kindle or Similar)		1.5%	154
Tablet (iPad or Similar)		5.3%	535
Personal Computer		3.2%	321
Laptop Computer		7.9%	794
TiVo or DVR		0.4%	42
4K Ultra HD TV		2.9%	292
Smart TV		4.5%	450
None of the above / Does not apply		76.4%	7,643















51. 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		20.2%	2,023
Prepaid Cell Phone		2.8%	278
None of the above / Does not apply		77.8%	7,788






















52. 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
Earrings		6.1%	611
Costume Jewelry		4.1%	406
Women's Jewelry		4.5%	455
None of the above / Does not apply		85.3%	8,532
Anniversary Jewelry		1.5%	151
Necklaces		2.6%	261
Engagement Rings		0.3%	35
Wedding Rings		0.5%	46
Rings (Other)		1.7%	174
Pendants		0.9%	93
Celtic Jewelry		0.7%	70
Diamond Jewelry		1.1%	108
Gold Jewelry		1.8%	178
Silver Jewelry		2.0%	202
Gemstone Jewelry		1.5%	151
Pearl Jewelry		0.5%	53
Men's Jewelry		0.5%	55
Designer Jewelry		1.1%	108
Jewelry Box or Organizer		0.6%	60
Men's High-End Watch		0.5%	48
Women's Watch		1.3%	130



















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

Value	Percent	Responses
Auto Insurance 	8.5%	850
Crop Insurance 	0.2%	21
Dental Insurance 	2.9%	292
Disability Insurance 	0.4%	43
Homeowner Insurance 	6.6%	656
Life Insurance 	2.9%	288
Medical (Health) Insurance 	3.8%	381
Medicare 	2.5%	253
Long Term Care Insurance 	0.9%	95
Pet Insurance 	0.8%	78
Renters Insurance 	1.4%	139
Agriculture Insurance 	0.3%	28
Professional Liability Insurance 	0.7%	66
None of the above / Does not apply 	83.0%	8,308

54. Which of the following MEDICAL SERVICE PROVIDERS do you or the members of your household plan to shop for or use the services of in the NEXT 3 MONTHS?
(Check all that apply.)

Value		Percent	Responses
Audiologist		4.8%	479
Chiropractic Care		12.3%	1,230
Counseling & Mental Health Services		5.2%	524
Checkup		30.2%	3,022
Hospital		3.2%	316
Medical Services		11.1%	1,108
Optometrist		17.1%	1,711
Pediatrician		3.1%	312
Primary Care		28.4%	2,844
Wellness Services		3.2%	320
Physical Therapy or Rehabilitation service provider		5.9%	593
Hearing Aid Center		5.4%	544
Prescription Drugs		41.3%	4,136
None of the above / Does not apply		28.0%	2,805
Acupuncture		2.7%	274
Geriatric Specialist		0.8%	76
Home Healthcare		0.8%	83
Pediatric Dentist		1.4%	144
Substance Abuse Treatment		0.2%	23
Weight Loss Service		2.1%	210
Alternative Care		1.0%	99


















55. Which of the following TYPES of LEGAL SERVICE PROVIDERS do you or the members of your household plan to shop for or use the services of in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		0.9%	89
Bankruptcy Attorney		0.4%	40
Banking, Partnership & Business Law Attorney		1.0%	97
Child Support Attorney		0.3%	31
Criminal Law Attorney		0.3%	28
Disability & Social Security Attorney		0.5%	49
Divorce & Family Law Attorney		0.9%	87
DWI, DUI, OWI, OUI Attorney		0.1%	14
Employment Discrimination or Labor Issues Attorney		0.4%	37
General Practice Attorney		1.7%	169
Intellectual Property Attorney		0.2%	19
Malpractice Attorney		0.2%	20
Patent, Trademark & Copyright Attorney		0.3%	26
Probate Attorney		0.7%	71
Real Estate Attorney		2.1%	215
Taxation Attorney		0.5%	47
Wills, Trusts & Estates Attorney		12.0%	1,200
None of the above / Does not apply		81.7%	8,180






















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
























Value		Percent	Responses
Dental Checkup		49.1%	4,912
Teeth Cleaning		41.5%	4,152
Cavity Filling		9.3%	930
Crown		7.9%	790
Oral Surgery		2.0%	196
Braces		2.3%	234
Composite Bonding		1.0%	103
Dental Implants		4.3%	427
Dental Veneers		0.5%	52
Dentures		2.0%	199
Full Mouth Reconstruction		0.3%	32
Inlays or Onlays		0.3%	27
Smile Makeover		0.3%	34
Teeth Whitening		2.3%	230
None of the above / Does not apply		28.6%	2,867





















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

Value		Percent	Responses
Botox		1.6%	156
Breast Augmentation		0.2%	16
Breast Implants		0.1%	13
Dermabrasion		0.5%	46
Ear Surgery		0.0%	5
Eyelid Surgery		0.5%	53
Facelift		0.2%	25
Forehead Lift		0.1%	9
Hair Loss Treatment		0.3%	31
Hair Transplant		0.1%	7
Lap Band		0.1%	15
Lasik		0.3%	29
Lip Augmentation		0.1%	9
Liposuction		0.2%	16
Rhinoplasty (Nose Job)		0.1%	7
Skin Treatment		2.7%	274
None of the above / Does not apply		94.8%	9,486












58. 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		46.7%	4,676
Purchase Health Related Products		6.2%	624
Purchase Health and Wellness Supplements		13.7%	1,367
Receive Treatment for Back Pain		5.5%	550
Have an Eye/Vision Exam		32.6%	3,262
Purchase Prescription Eyeglasses		17.2%	1,726
Purchase Prescription Contact Lenses		5.2%	518
Have an Annual Physical or Checkup		30.3%	3,031
Have X-Rays Taken		5.2%	520
Have a Scheduled Surgery		3.7%	375
Have Blood Drawn for Testing		30.0%	3,003
Plan to Visit a Hospital for any Medical Service or Procedure		6.5%	651
Have Foot Problems Diagnosed or Treated		5.2%	524
Purchase Allergy Medications		12.2%	1,222
Cardiovascular Treatment		4.1%	407
Cancer Treatment		3.9%	391
Chiropractic Care		11.8%	1,176
Do Corrective Exercises		4.9%	488
Purchase Diabetes Testing Supplies		5.6%	563
Get Vaccinations at Drug Store or Pharmacy		29.1%	2,912
Get Vaccinations at Doctors Office		24.1%	2,409









Value		Percent	Responses
Discretionary Health Care and Wellness Services and Products		3.0%	297
Purchase Cannabis		3.1%	306
Purchase Vitamins		34.7%	3,472
Purchase Anti Anxiety Medication or Supplements		5.4%	543
None of the above / Does not apply		18.9%	1,889
Purchase Elder Care-Related Products or Services		0.7%	69
Purchase Medical Supplies or Equipment for Home		1.7%	166
Use Physical Rehabilitation Services		2.7%	272
Find Home for Aging Parent		0.5%	54
Participate in a Medical Study		1.5%	150
Stop Smoking		1.0%	100
Purchase a Mobility Device		0.4%	42
Receive Treatment for Vehicle or Workplace Injury		0.2%	23
Handicap Accessible Products		1.1%	107
Purchase Orthopedic Shoes		0.9%	91
Purchase Home Medical Testing Equipment or Supplies		0.9%	90
Hire a Personal Care Assistant		0.3%	29
Hire a Caregiver or Respite Worker		0.4%	42
Purchase "Aging in Place" Products		0.7%	70
Senior Travel		2.5%	254
Purchase a Medical Alert Service		0.4%	39
Have Safety Bars Installed in Bathroom		0.8%	78
Receive Treatment for a Sleep Disorder		2.7%	267

Value		Percent	Responses
Use Personal Trainer or Instructor		2.7%	272
Stroke Treatment		0.1%	14
Orthopaedic or Knee Surgery		1.8%	181
Memory or Alzheimer's Care		0.5%	53
Nutritional Counseling		1.2%	125
Spinal and Postural Screening		0.7%	67
Physiotherapy		0.7%	69
Receive Treatment for Substance Abuse		0.1%	14
Purchase Blood Pressure Monitoring Device		1.2%	125
Receive Aquatic Therapy		0.7%	73
Join a Weight Loss Group		1.0%	105
Purchase Weight Loss Supplements		1.2%	125
Purchase Weight Loss Food Plan		0.9%	86
Have Reflexology Treatment		0.3%	35
Hire a Weight Loss Professional		0.3%	32
Have Cataract Surgery		1.7%	174
Purchase Medical Marijuana		1.8%	183
Have Acupuncture		2.2%	221
Receive Treatment for PTSD		1.0%	97
Purchase Hemp Based Supplements		2.2%	222










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.2%	19
Purchase a "In-the-Ear" Hearing Aid		0.9%	91
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	46
Purchase a Digital Hearing Aid		0.8%	83
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	95
Purchase Hearing Aid Cleaning Supplies		0.8%	80
Purchase Hearing Aid Batteries		3.9%	389
Purchase a "In-the-Canal" Hearing Aid		0.5%	54
Purchase a Analog Hearing Aid		0.1%	7
Have a Hearing Exam		7.6%	759
None of the above / Does not apply		88.8%	8,884














60. 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		0.6%	61
Pre-purchase a Funeral Plot or Cremation Service		2.4%	241
Purchase a Monument or Headstone		1.0%	103
Use a Funeral Planner		0.8%	77
Purchase Flowers for a Funeral		0.7%	73
Use a Cremation Service		0.8%	77
Hire a Religious or Spiritual Leader for a Funeral Service		0.3%	34
None of the above / Does not apply		94.7%	9,481



















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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.4%	43
Move into a Assisted Living Facility		0.4%	40
Move into a Nursing Home		0.2%	25
Move into a Alzheimer's Care Facility		0.2%	16
Move Into a Hospice Facility		0.1%	10
Hospice to your Home or House		0.3%	32
Move into Residential Care Home		0.2%	19
Utilize a Respite Provider		0.3%	35
None of the above / Does not apply		98.4%	9,851

62. Which of the following FINANCIAL SERVICES do you or anyone in your household plan to shop for or use the services of in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Open Checking Account		1.6%	165
Open Savings Account		1.7%	169
Online Banking		39.0%	3,902
Manage Investments		15.3%	1,528
Manage Retirement Accounts		14.7%	1,471
Mortgage Line of Credit		2.1%	211
Financial Consulting		10.7%	1,070
Financial Services		9.5%	954
Safe Deposit Box Rental		4.9%	488
Obtain New Credit Card		1.8%	180
Payday Loan or Check Cashing Business		0.2%	17
Use Vehicle Title Loan Company		0.4%	37
None of the above / Does not apply		45.2%	4,522

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

Value		Percent	Responses
Annuities		3.1%	313
Cash App		0.9%	93
Certificates of Deposit		5.8%	577
City or State Bonds		1.5%	153
Collectibles, Antiques or Art		1.4%	136
Common or Preferred Stock		9.2%	916
Corporate Bonds or Debentures		2.0%	204
401(k)		16.6%	1,657
Gold or Precious Metals		1.7%	174
IRA		10.9%	1,089
Money Market Funds		8.6%	858
Mutual Funds		12.0%	1,205
Non-US Stocks		2.0%	199
Options		0.6%	60
US Savings Bonds		1.0%	96
US Treasury Notes		0.8%	80
Coins or Stamps		1.8%	177
None of the above / Does not apply		63.1%	6,312

64. 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		0.4%	37
Business Equipment Loan		0.4%	39
Carpeting or Furniture Loan		0.4%	39
College Expenses Loan		0.5%	55
College Tuition Loan		1.4%	144
Debt Consolidation Loan		0.9%	90
Medical Expenses Loan		0.2%	23
New Vehicle Loan		2.2%	225
Used Vehicle Loan		2.6%	261
Vacation or Travel Loan		0.1%	13
Wedding Loan		0.0%	4
None of the above / Does not apply		92.6%	9,269

65. 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		20.6%	2,066
Coats		10.4%	1,036
Nail Polish		7.7%	769
Eyewear or Sunglasses		22.6%	2,265
Handbags		7.1%	715
Hats		4.4%	438
Intimate Apparel		9.9%	988
Jewelry or Accessories		6.4%	639
Leisure Wear / Sweatpants		15.6%	1,562
Perfume		4.8%	485
Men's Apparel		26.3%	2,634
Men's Shoes		17.3%	1,734
Men's Underwear		15.3%	1,536
Women's Apparel		42.1%	4,211
Women's Pajamas or Sleepwear		13.8%	1,378
Women's Shoes		25.4%	2,544
Women's Underwear		19.6%	1,960
Socks		18.3%	1,835
Outerwear		7.8%	779
None of the above / Does not apply		28.5%	2,856
Watches		2.2%	222

Value		Percent	Responses
Luggage or Bags		1.3%	129
Scarves		2.3%	235
Uniforms		1.6%	156
Western Clothing		1.5%	149








66. 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		4.8%	480
Children's Pants		8.8%	879
Children's T-Shirts		8.5%	847
Children's Dresses		4.6%	463
Children's Pajamas or Sleepwear		7.6%	762
Children's Socks		6.1%	613
Children's Shorts		4.0%	396
Infant Clothing		4.5%	454
Children's School Uniform		1.0%	97
Children's Athletic Clothing		6.2%	618
None of the above / Does not apply		83.4%	8,347

67. 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)		24.6%	2,462
Boots (Men's)		4.5%	450
Cowboy Boots (Men's)		1.0%	97
Work & Safety (Men's)		4.0%	402
Sneakers		13.7%	1,374
Classic & Fashion Sneakers (Women's)		8.3%	830
Work & Safety (Women's)		1.9%	188
Cowboy Boots (Women's)		0.8%	80
Athletic & Outdoor Shoes (Women's)		27.7%	2,774
Athletic & Outdoor Shoes (Children's)		7.4%	741
Cowboy Boots (Children's)		0.4%	36
None of the above / Does not apply		49.2%	4,919

68. 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		7.8%	781
Have Clothing Dry Cleaned		18.3%	1,830
Have Shoes Repaired		4.5%	450
Rent or Purchase a Costume		1.2%	122
Wash Clothing at a Laundromat		3.1%	313
Purchase Custom Made Clothing Items		0.5%	54
None of the above / Does not apply		73.4%	7,343























69. 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)	3.7%	369
Bicycle Tune-Up or Repair	5.6%	560
Camping or Hiking Equipment	4.5%	450
Exercise or Fitness Equipment	6.0%	605
Fishing Rods or Reels	3.6%	360
Fishing Bait or Attractant	5.9%	594
Fishing Accessories	7.1%	715
Golf Clubs or Equipment	5.1%	510
Ammunition	12.7%	1,268
Weight Lifting Equipment	3.0%	300
Hand Gun	5.8%	579
None of the above / Does not apply	63.0%	6,309
Archery Equipment	1.8%	183
High End Bicycle	0.6%	62
Bicycle Rental	0.7%	69
Hunting Gear	2.8%	276
Running or Jogging Equipment	2.1%	210
Scuba, Diving or Snorkeling Equipment	0.6%	60
Skiing Equipment	0.8%	82
Soccer Equipment	0.8%	76
Sports Equipment (Children)	1.5%	150
Sports Memorabilia	0.7%	67























Value		Percent	Responses
Swimming Gear		2.2%	217
Trampoline		0.4%	41
Trophies or Plaques		0.2%	20
Used Sporting Equipment		1.2%	122
Rifle		2.8%	280
Shotgun		2.3%	233




70. 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		16.5%	1,649
Bedding Flowers or Perennials		19.3%	1,931
Fertilizer		15.8%	1,586
Flower Pots		8.6%	856
Garden Ornaments		4.0%	398
Gravel or Rock		8.1%	813
Hand Garden Tools		5.9%	592
Landscaping		7.4%	744
Decorative Rock		4.7%	468
Lawn Seed, Turf or Sod		6.6%	665
Outdoor Furniture		3.1%	314
Patio Furniture		3.3%	332
Propane		11.1%	1,106
Shrubbery or Trees		6.0%	604
Insect or Fungus Control Products		6.9%	695
None of the above / Does not apply		44.1%	4,414
Chainsaw		1.7%	168
Fountains		1.2%	120
Gate		1.2%	121
Gazebo		0.4%	40
Indoor Garden Supplies		2.8%	281























Value		Percent	Responses
Insects (Bees or Other Beneficial Species)		0.7%	75
Outdoor Fireplace or Fire Pit		2.1%	209
Patio Heater		0.8%	76
Outdoor Infrared Heater or Fireplace		0.4%	38
Outdoor Grill		2.7%	272
Outdoor Smoker		0.7%	69
Outdoor Kitchen Equipment		0.4%	42
Outdoor Entertainment Center		0.2%	21
Patio Cover, Awning or Canopy		1.6%	165
Pole Shed		0.3%	28
Portable Outdoor Heater		0.5%	53
Power Garden Tools		1.4%	139
Lawn Mower (Push)		1.6%	161
Lawn Mower (Riding)		1.2%	121
Rototiller		0.3%	30
Screen Porch		0.6%	58
Stone (Cast, Crushed or Natural)		2.2%	223
Storage Shed		1.9%	189
Leaf Blower		1.6%	157
Outdoor Garden Flags		1.6%	159
Snow Blower		0.7%	66
Greenhouse		0.7%	68











71. Which of the following VACATION/TRAVEL PLANS might you or someone in your household plan in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Airline Flight		18.0%	1,799
Book Hotel Room		21.9%	2,188
Buy Travel Tickets		4.6%	457
Gamble at a Casino		4.4%	444
Hotel or Resort Stay		13.1%	1,314
Rent a Car		6.7%	674
Vacation Inside Home State		10.5%	1,051
Vacation Outside Home State (within the Continental US)		13.4%	1,344
None of the above / Does not apply		56.7%	5,670
Book Local Lodging for Guests		1.3%	135
Business Travel		2.5%	250
Buy Luggage		0.9%	86
Charter a Boat		0.7%	68
Chartered Fishing Trip		0.9%	95
Golf Vacation		1.2%	118
International Travel		2.2%	221
Play Bingo		1.1%	106
Rent RV		0.9%	87
Ski Resort Stay		0.4%	44
Stay at a Casino		2.0%	198
Stay at an RV Park		2.6%	264
Take a Cruise		1.3%	135























Value		Percent	Responses
Train Trip		1.5%	155
Travel Packages		1.3%	134
Use a Travel Agent or Agency		2.0%	201















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

Value		Percent	Responses
Any Pet-Related Products or Services		12.5%	1,248
Bird Seed		13.3%	1,335
Cat Food		25.3%	2,534
Dog Food		33.6%	3,358
Fish Food		3.6%	363
Specialized Pet Food		3.9%	389
Other Pet Food		4.6%	463
Pet Accessories		8.5%	846
Pet Toys		11.8%	1,180
Annual Pet Vaccinations		20.8%	2,086
Annual Pet Checkups		20.2%	2,018
Adopt or Rescue a Pet		3.5%	355
Purchase Pet Medication		8.9%	892
Pet Dental Care		3.1%	311
None of the above / Does not apply		41.9%	4,189
Pet Clothing		1.2%	120
Pet Enclosure		0.4%	42
Aquarium or Tank		0.8%	80
Fish Supplies		2.1%	215
Disease Diagnosis		0.7%	73
Pet Travel Cage		0.5%	51
Pet Travel Accessories		0.2%	25

Value		Percent	Responses
Cremation or Burial Services		0.4%	44
Purchase a Pet		1.0%	102
Holistic or Alternative Pet Care		0.4%	40
Board a Pet Overnight		2.9%	290
Pet Tracking Device		0.4%	44
Animal Training Classes		1.7%	174
Hemp Based Pet Supplements		0.8%	77
THC Based Pet Supplements		0.5%	47
Holistic or Alternative Pet Supplements		0.7%	66
Anti Anxiety or Stress Pet Medication for Holidays		1.4%	145

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

Value		Percent	Responses
Add or Replace Deck		3.4%	336
Add a Fence or Wall Structure		4.8%	477
Remodel Bathroom		5.6%	561
General Remodeling		5.0%	501
Replace Carpet		4.4%	437
Replace Flooring		6.0%	604
Replace Windows		3.5%	348
None of the above / Does not apply		68.3%	6,832
Add a Room		0.8%	85
Add a Home Office		1.1%	107
Remodel Kitchen		2.8%	280
Remodel Closet		1.2%	118
Cabinet Refacing or Resurfacing		1.6%	164
Refinish Bathtub		0.9%	95
Install a Glass Shower		1.2%	119
Remodel or Finish Basement Living Area		1.0%	103
Replace Garage Door		1.3%	128
Build a Garage		0.4%	45
Build Out-Building		0.6%	57
Build a Storage Shed		1.6%	165
Have Furniture Restored		1.6%	157
Add a Swimming Pool		0.5%	53






















Value		Percent	Responses
Switch from Gas to Electric		0.1%	14
Switch from Electric to Gas		0.2%	22
Install a Stair Lift		0.2%	17
Install "Aging In Place" Products		0.9%	92
Install a Solar Energy System		0.7%	71
Install Security or Monitoring System		0.9%	90
Resurface or Build New Driveway		1.9%	187
Stone or Marble Work (Bathroom or Kitchen)		0.9%	89
Sealcoating		2.6%	256
Asphalt Repair		1.2%	121
Asphalt Resurfacing		1.6%	158
Residential Paving		0.8%	76
Build a "Tiny House"		0.3%	29
Install Handicap Accessible Addition		0.2%	20

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

Value		Percent	Responses
Ceramic Tile		4.3%	434
Decking		4.1%	411
Doors (Exterior)		5.0%	501
Electrical Supplies		3.5%	355
Fencing		4.5%	452
Hand Tools		4.2%	420
Lighting and Fixtures		5.9%	594
Lumber		6.3%	634
Paint (Exterior)		8.3%	830
Paint (Interior)		15.0%	1,498
Plumbing Supplies		4.3%	433
Windows		3.5%	346
None of the above / Does not apply		59.1%	5,918
Doors (Interior)		2.9%	289
Furnace		1.0%	102
Generator		1.4%	142
Hardwood Products		2.5%	251
Home Security Doorbell Camera		2.4%	237
Kitchen Cabinets		2.0%	197
Mill Work		0.8%	84
Molding		2.3%	229






















Value		Percent	Responses
Plywood		2.7%	269
Power Tools		2.3%	227
Rain Gutters		2.6%	265
Roofing (Composition)		1.5%	154
Roofing (Other)		1.4%	139
Security Door		0.4%	44
Security Locks		1.1%	106
Siding		1.4%	136
Water Softener System or Supplies		2.3%	230
Wood Stove or Fireplace		0.5%	54
Window Guards		0.2%	18
















75. 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		4.1%	410
Air Duct Cleaning		4.2%	420
Appliance Repair		3.4%	342
Carpenter or Woodworking		3.1%	313
Carpet Cleaning		8.4%	840
Electrical Repair		3.3%	335
Furnace Cleaning		7.5%	755
Gardening Services		4.7%	475
Handyman Services		11.2%	1,119
Home Repair		4.2%	419
None of the above / Does not apply		55.8%	5,580
Alternative Energy Systems Installation		0.5%	54
Alternative Energy Systems (Service or Repair)		0.3%	28
Blinds Cleaning		1.3%	131
Chimney Cleaning		2.3%	232
Concrete Repair		2.3%	227
Drywall Installation or Repair		2.6%	259
Electrical Panel Replacement		0.5%	55
Excavation & Wrecking		0.3%	26
Fire & Water Damage Restoration		0.3%	31
Flooring - Ceramic Tile (Installation or Repair)		2.3%	234






















Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.9%	295
Flooring - Linoleum (Installation or Repair)		0.7%	67
Flooring - Wood (Installation or Repair)		2.8%	280
Flooring - Other (Installation or Repair)		2.0%	197
Foundation Repair		1.0%	98
Furnace Repair		0.8%	80
Furniture Reupholster		1.0%	100
Gutter Installation or Repair		2.8%	279
Heating Repair		0.6%	64
Home Computer Repair		1.2%	118
Home Electronics Repair		0.4%	41
Home Heating Oil or Fuel Service		1.0%	102
Home Remodel		1.9%	186
























76. 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		9.5%	955
Junk or Yard Waste Removal		4.4%	445
Recycle		5.5%	554
Landscaping Service		9.5%	948
Painting		8.8%	885
Pest Control		8.6%	865
Plumbing Repair		4.6%	460
Pressure Washing		3.8%	383
Trash Removal		7.9%	791
None of the above / Does not apply		54.7%	5,476
Home Security Service		1.5%	148
Black Top Contractors		2.1%	211
Insulation Installation or Maintenance		0.7%	72
Interior Design		1.0%	99
Sell Scrap Metal		1.2%	123
Movers		0.8%	81
Mold Inspection or Removal		0.6%	60
Party Equipment Rental		0.2%	17
Pool Cleaning Service		1.7%	172
Preventative Home Maintenance		2.8%	276
Roof Repair		2.5%	253

Value		Percent	Responses
Security System		1.1%	106
Septic Tank Cleaning or Repair		1.3%	131
Siding Replacement		0.8%	84
Snow Removal		1.9%	193
Solar Heating or Power System Installation or Repair		0.5%	53
Stucco or Exterior Coating		0.2%	23
Tool Rental		0.8%	77
Tornado or Storm Shelter Building or Repair		0.1%	10
Water Well Drilling		0.2%	17
Waterproofing		0.5%	48
Window Installation		2.2%	225
Window Tinting for Home		0.2%	17
Yard Equipment Rental		0.6%	57
Computer Repair		2.7%	267
Mobile or Cell Phone Repair		1.2%	119






















77. 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%	337
Batteries (Home or Office)		26.1%	2,613
Candles		9.2%	923
Firewood		3.5%	347
Carpeting		3.9%	394
Rugs		5.2%	521
Curtains or Drapes		5.7%	568
Furniture (Bedroom)		3.0%	300
Furniture (Living Room)		5.5%	548
Storage Boxes or Tubs		4.6%	464
Floral Arrangements		3.1%	312
Picture Frames		4.0%	405
Linens (Bathroom)		4.4%	438
Indoor Flowers		3.9%	392
Toilet Paper		46.5%	4,658
None of the above / Does not apply		34.9%	3,494
Air Conditioning (Buy)		2.3%	233
Awning		1.2%	120
Emergency Preparedness Kit or Supplies		2.6%	259
Oriental Carpeting		0.2%	21
Flooring Tile		2.8%	285

Value		Percent	Responses
Hardwood Flooring		2.2%	225
Rugs (Persian)		0.3%	34
Clocks		1.4%	139
Closet System		1.3%	135
Cutlery, Flatware or Silverware		1.6%	156
Ductless Heat Pumps		0.2%	20
Fine Art (Paintings, Pottery, Etc.)		1.5%	147
Custom Built Furniture		0.6%	62
Reconditioned Furniture		0.5%	50
Furniture (Children's)		0.7%	73
Crib		0.2%	22
Furniture (Dining Room)		1.3%	127
Furniture (Home Office)		1.9%	189
Furnace		0.9%	90
Futon		0.4%	40
Safe		0.8%	78
Laminate Flooring		2.6%	258
Hot Tub or Spa (Used)		0.2%	18
Sewing Machine		0.9%	88
Reclining Chair		2.7%	270
Wallpaper		0.7%	71
Signs or Banners		0.8%	82
Hot Tub or Spa (New)		0.5%	53














Value		Percent	Responses
Linens (Dining Room or Kitchen)		1.8%	184
Tankless Water Heater		0.9%	86

78. 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		8.2%	821
Linens (Bedroom)		7.7%	774
Window Coverings		3.7%	370
Country or State Flags		3.4%	344
None of the above / Does not apply		71.8%	7,185
Gas Burning Freestanding Stoves		0.2%	25
Water Purification System (Drinking)		0.7%	71
Solar Water Heater		0.2%	16
Latex Mattress		0.3%	31
Innerspring Mattress		2.4%	245
Pillow Top Mattress		1.9%	188
Foam Mattress		1.6%	162
Memory Foam Mattress		2.0%	196
Twin Size Bed		0.9%	90
Queen Size Bed		2.4%	241
King Size Bed		2.3%	234
Swimming Pool (Above Ground)		0.3%	34
Swimming Pool (In-Ground)		0.2%	24
Water Heater		1.0%	103
Smoke Alarm or Detector		2.1%	213
Remote Home Monitoring Video Camera		1.3%	134

Value		Percent	Responses
Shutters		1.0%	103
Reclaimed Wood Furniture		0.4%	38
Sports Team Flags		0.7%	67

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

Value		Percent	Responses
Paintings		4.0%	398
Fine Art		1.9%	190
Photographs		4.2%	419
Pottery		2.0%	198
Blown Glass		1.2%	122
Stone Carvings		0.4%	37
Sculpture		0.8%	84
Artistic Wall Decor		3.9%	387
Wood Carvings		0.9%	88
Poster Art		1.5%	148
Religious Art		0.7%	68
Stained Glass		1.0%	99
Ceramics		1.3%	133
Metal Work Art		1.4%	142
Music Memorabilia		0.7%	66
Movie Memorabilia		0.5%	49
None of the above / Does not apply		86.9%	8,695

80. 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		4.2%	423
Dishwasher		3.2%	320
Freezer		1.8%	181
Range		2.5%	252
Oven		1.8%	181
Washer		2.3%	228
Dryer		2.1%	211
Blender		2.3%	230
Instant Pot		1.6%	157
Microwave		3.4%	340
Window Air Conditioner		0.7%	67
Coffee or Espresso Machine		4.1%	415
Vacuum Cleaner		3.0%	300
None of the above / Does not apply		78.7%	7,876

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

Value		Percent	Responses
Battery		4.1%	410
Floor Mats		3.1%	307
Tires		8.5%	849
Wiper Blades		15.5%	1,550
None of the above / Does not apply		69.5%	6,957
Aftermarket Products		2.3%	233
Canopy		0.1%	13
Cargo Trailer		0.4%	38
Child Car Seat		1.0%	98
Grill Guard		0.2%	19
Ground Effects		0.1%	9
Lights		1.3%	126
Mirror(s)		0.4%	41
Motorcycle Accessories		0.8%	78
Motorcycle Parts		0.9%	95
Performance Parts		0.6%	64
RV Accessories or Supplies		1.1%	110
Roof Rack		0.5%	53
Running Boards		0.3%	28
Seat Covers		2.1%	209
Spoiler		0.0%	5
Step Bar		0.2%	16























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.5%	47
Tool Box		0.2%	18
Trailer Hitch		1.0%	96
Truck Bed Liner		0.2%	16
Visor		0.2%	17
Wheels or Rims		0.7%	72
Winch		0.2%	20
Window Tinting Equipment (Auto)		0.3%	34

82. 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%	619
60,000 Mile Service		6.2%	620
100,000 Mile Service		5.2%	524
Auto Detailing		5.0%	501
Auto Repair (General)		5.4%	540
Alignment		3.8%	382
Brake Replacement, Adjustment		3.6%	360
Car Wash		38.9%	3,895
Gas or Service Station Services		17.4%	1,743
Oil Change or Lube		40.3%	4,029
Preventative Maintenance		13.2%	1,323
Safety Inspection		6.1%	610
Tire Mounting or Installation		4.4%	444
Tune-Up		6.0%	603
Windshield or Glass Repair		3.0%	300
None of the above / Does not apply		26.2%	2,624
Auto Warranty Work (Work Covered by Warranty)		2.4%	243
Body Work		2.8%	284
Car Rental		1.5%	151
DEQ Inspection		0.5%	46
Electrical Repair		0.6%	56
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.4%	42

Value		Percent	Responses
Motor Repair or Replacement		0.4%	41
Motorcycle Repair		0.5%	51
Muffler		0.6%	58
Painting		0.9%	91
RV Maintenance or Service		0.9%	90
Shocks		1.1%	115
Smog Check		0.9%	91
Stereo Installation		0.3%	35
Transmission or Clutch Repair		0.6%	64
Upholstery Repair		0.8%	81
Vehicle Air Conditioning Repair		1.6%	163
Vehicle Storage		0.4%	40
Vehicle Towing		0.4%	42
Windshield or Window Tinting		0.9%	88














83. 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		8.7%	868
CarFax		11.4%	1,143
CarGurus.com		5.9%	594
CarMax.com		9.4%	941
Cars.com		6.8%	685
Craigslist Auto		5.0%	503
KBB.com		6.3%	632
Edmunds.com		8.0%	799
Local Dealer Site		38.8%	3,884
Other Local Website		4.1%	414
None of the above / Does not apply		47.2%	4,720
Yahoo! Autos		0.2%	21
Automotive.com		0.7%	72
Autoblog.com		0.3%	31
CarsDirect.com		1.2%	116
eBay Motors		1.4%	140
Facebook Dealer Page		2.9%	287
MotorTrend.com		1.5%	147
UsedCars.com		2.1%	214
Local TV Site		1.0%	98
Local Radio Site		0.6%	60
The Car Connection		0.3%	28

















84. 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		34.7%	3,470
Beauty Products		24.1%	2,412
Cosmetics		28.0%	2,804
Babysitting		1.6%	156
Facial		8.9%	886
Hair Care Products		41.4%	4,146
Hair Coloring		23.8%	2,379
Hair Cut		61.0%	6,107
Hair Removal		2.9%	290
Hair Extensions, Wigs or Weaves		0.7%	73
Manicure		13.8%	1,381
Massage Therapy		10.7%	1,069
Pedicure		21.7%	2,167
Skin Cleaning Products		13.2%	1,325
Skin Repairing / Conditioning Products		5.6%	562
Tanning Bed or Spray Tan		1.1%	111
Tattoo or Piercing		2.3%	234
None of the above / Does not apply		18.1%	1,810























85. 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)		38.0%	3,800
Books (Used)		21.3%	2,129
Books (Children's)		10.7%	1,072
Board Games		10.0%	1,000
Lottery Ticket		18.7%	1,868
Collectibles		3.2%	321
Comics		1.5%	154
Graphic Novels		1.9%	190
Computer Games		6.1%	606
Magazines		18.2%	1,821
Toys		7.6%	763
Video Console Games		4.6%	456
None of the above / Does not apply		34.6%	3,467

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











Value		Percent	Responses
Gems, Rocks & Minerals		1.7%	170
Ceramics and Pottery		1.6%	164
Collectables		2.7%	270
Do-It-Yourself (DIY)		12.8%	1,281
Games or Puzzles		15.9%	1,594
Beer Brewing Supplies		1.3%	130
Wine Making Supplies		0.6%	61
Jewelry Making Supplies or Beads		3.3%	327
Knitting		6.3%	634
Making Arts and Crafts		8.3%	831
Paper Crafts		3.2%	320
Quilting		4.3%	431
Scrapbooking		2.8%	284
Toy Collecting		0.7%	66
Trains, Plane & Car Model Kits		1.6%	161
None of the above / Does not apply		60.7%	6,072

87. 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%	367
Attend Online Classes at Community College		3.2%	317
Online Continuing Education Courses		4.9%	488
Arts or Crafts Lessons (Adult)		3.6%	359
Attend a Free Lecture or Seminar		9.2%	918
Attend Paid Online Lecture, Seminar or Special Class		5.0%	498
Yoga, Pilates, or Zumba		6.5%	653
Attend an Online Local Workshop		5.8%	584
None of the above / Does not apply		65.9%	6,600
Attend Online College or University (Part Time)		2.8%	276
Attend Online Graduate School		1.4%	138
Business School		0.1%	13
Learning Center		0.4%	39
Culinary School		0.3%	28
Online Trade School		0.2%	21
Online Professional Certification or Accreditation Courses		2.3%	232
Online Language Lessons (Adult)		2.6%	256
Online Music Lessons (Adult)		1.3%	135
Sports Lessons (Adult)		1.0%	98
Cooking Lessons (Adult)		1.4%	140
Online Real Estate Classes		0.6%	59
Online Child Education or Tutoring		2.4%	244

Value		Percent	Responses
Dance Lessons		1.7%	167
Online Music lessons (Child)		0.9%	87
Sports lessons (Child)		1.1%	108
Personal Physical Training		1.9%	193
Online Language Lessons (Child)		0.4%	38
Arts or Crafts Lessons (Child)		0.5%	54
Change Online School		0.0%	5
Attend an Online Religion Based School		0.6%	62







88. 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		7.0%	698
Oil paints		2.2%	225
Acrylic Paints		8.0%	803
Markers		5.7%	569
Specialty Paper		5.3%	529
Fabric Craft Supplies		7.9%	787
Beads		3.2%	320
Art Pencils and Pens		7.5%	747
Scrapbooking Supplies		3.0%	304
None of the above / Does not apply		76.8%	7,683























89. 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		0.4%	36
Clarinet		0.2%	16
Drums		0.5%	50
Flute		0.2%	23
Acoustic Guitar		1.4%	140
Electric Guitar		0.6%	59
Electric Keyboard		0.6%	64
Piano		0.8%	79
Piano (High End)		0.1%	10
Trombone		0.1%	15
Trumpet		0.1%	13
Violin		0.3%	31
None of the above / Does not apply		96.4%	9,647

90. 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		12.3%	1,232
French		5.5%	547
Asian		29.0%	2,900
German		6.1%	609
American (New)		28.4%	2,838
Italian		49.6%	4,968
Cajun or Creole		7.4%	742
Indian		10.2%	1,025
Chinese		43.9%	4,392
American (Traditional)		65.0%	6,504
Thai		20.3%	2,035
Middle Eastern		7.0%	703
Japanese		16.7%	1,669
Mexican		54.6%	5,468
Vietnamese		7.5%	749
Southern		12.8%	1,285
Tex-Mex		17.5%	1,748
Spanish		5.8%	583
Mediterranean		14.5%	1,455
None of the above / Does not apply		13.8%	1,380

91. 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		17.5%	1,751
Fish & Chips		19.5%	1,954
Golf Course Restaurant, Bar or Snack Bar		6.5%	648
Barbeque		30.8%	3,083
Deli		24.1%	2,413
Breakfast or Brunch		37.0%	3,701
Appetizers		32.7%	3,276
Dessert		20.2%	2,021
Chicken Wings		18.7%	1,867
Hamburgers		52.9%	5,297
Chicken		41.0%	4,104
Frozen Yogurt		9.6%	964
Live or Raw food		3.7%	371
Tapas or Small Plates		5.8%	582
Theme Restaurants		3.2%	318
Soup		20.6%	2,066
Salad		37.3%	3,736
Pizza (Dine In)		10.0%	1,005
Pizza (Delivery)		23.2%	2,326
Steak		25.0%	2,507
Juice or Smoothies		9.2%	919
Sandwiches		42.6%	4,268

Value		Percent	Responses
Pizza (Carry Out)		52.3%	5,238
Pizza (Take & Bake)		10.9%	1,086
Seafood		31.4%	3,138
Vegan		3.2%	317
Steakhouse		16.2%	1,619
Sushi		15.0%	1,499
Vegetarian		7.2%	722
Pho		5.8%	581
None of the above / Does not apply		11.9%	1,193










92. 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%	28
Purchase Commercial or Business Property		0.3%	30
Purchase Condominium or Townhouse		0.5%	52
Purchase Manufactured or Modular Home		0.2%	21
Purchase Investment Property		1.0%	97
Purchase Personal Residence		1.9%	187
Purchase Custom Built Home		0.4%	38
Purchase Residential Real Estate at an Auction		0.3%	27
Purchase Land or Agricultural Property		0.7%	70
Purchase Vacation Property		0.6%	61
Purchase Other		0.3%	29
None of the above / Does not apply		95.3%	9,536







93. 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%	11
Sell Personal Residence		2.5%	255
Sell Vacation Property		0.4%	41
Sell Condominium or Townhouse		0.6%	63
Sell Investment Property		1.1%	106
Sell Land or Agricultural Property		0.8%	85
Sell Commercial or Business Property		0.3%	30
Sell Manufactured or Modular Home		0.2%	22
Plan to Sell Home in Master-Planned Community		0.2%	17
Sell Other		0.4%	44
None of the above / Does not apply		94.2%	9,425











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

Value		Percent	Responses
Rent New Apartment		1.2%	125
Rent House (Residence)		2.3%	230
Rent Manufactured or Modular Home		0.3%	31
Rent or Lease Commercial Property		0.3%	33
Rent Agricultural Land		0.3%	27
Rent Subsidized Housing		0.4%	36
Rent Condo/Townhouse		1.2%	122
Rent Section 8 Housing		0.3%	34
None of the above / Does not apply		94.9%	9,493

95. 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		2.9%	291
Use a Realtor to Buy Real Estate		2.1%	209
Use a Realtor to Buy and Sell Real Estate		1.8%	177
Plan to Sell Property Myself		1.4%	145
Use a Real Estate Broker		1.2%	116
None of the above / Does not apply		92.6%	9,268












96. 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		1.9%	193
Home Remodel or Renovation Loan		0.8%	85
Business Construction Loan		0.2%	24
Home Construction Loan		0.5%	52
Equity Loan		1.3%	132
Land Loan		0.4%	41
Reverse Mortgage		0.2%	24
Real Estate Loan for existing home		0.7%	70
Refinance Home		3.9%	388
None of the above / Does not apply		91.6%	9,169



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

Value		Percent	Responses
Craigslist Homes		2.7%	273
Facebook		3.5%	354
Google		4.1%	407
Auction.com		1.1%	108
Homes & Land		2.2%	217
Homes.com		3.1%	307
HomeFinder		4.6%	464
MLS.com		12.1%	1,206
National Real Estate Co. Site		2.3%	234
Local MLS Site		18.9%	1,893
RealEstate.com		4.9%	487
Realtor.com		23.0%	2,298
Realty.com		2.4%	244
Redfin		6.6%	658
Trulia		10.6%	1,062
Zillow		37.3%	3,730
ZipRealty.com		0.6%	59
None of the above / Does not apply		48.0%	4,806



98. 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		11.3%	1,127
Apartmentguide.com		3.7%	366
Craigslist		6.4%	637
Forrent.com		0.6%	59
HomeFinder.com		4.8%	477
Hotpads.com		0.8%	85
Rent.com		6.2%	624
Sublet.com		0.4%	37
Trulia		6.7%	669
Zillow		20.4%	2,046
None of the above / Does not apply		70.1%	7,020

99. 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		74.0%	7,408
No, don't know who to call		26.0%	2,600
			Total: 10,008

100. If you or a member of your household were to sell real estate in the local area in the NEXT 3 MONTHS, do you know a firm or realtor to call?
















Value		Percent	Responses
Yes, have a firm or realtor		74.5%	7,454
No, don't know who to call		25.5%	2,554

Total: 10,008

101. 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		18.5%	1,850
Craft Beer		21.4%	2,146
Champagne		8.8%	883
Premium Hard Alcohol or Spirits		19.5%	1,956
White Wine		36.7%	3,677
Red Wine		37.9%	3,794
Major Brand Cigarettes		5.6%	565
Recreational Marijuana		3.5%	354
Marijuana Accessories		2.0%	201
Smokeless Tobacco		1.6%	159
Pipe Tobacco		0.7%	75
Discount Cigarettes		2.6%	263
Discount Hard Alcohol or Spirits		8.0%	799
Domestic Beer		30.4%	3,039
Electronic Cigarette Supplies		1.3%	133
Alcoholic Cider		7.9%	793
None of the above / Does not apply		29.8%	2,978




102. 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		2.7%	267
Cannabis Edibles		4.0%	403
Cannabis Tinctures		1.3%	133
Cannabis Vaporizers		1.0%	103
Cannabis Cleaning Tools or Supplies		0.4%	44
Cannabis Concentrates		1.3%	134
Cannabis Pre-Rolls		1.1%	110
Organic Cannabis Products		0.9%	86
Cannabis Oil		3.4%	338
Cannabis Beauty & Skin Care Products		1.1%	111
Cannabis Beverages		0.4%	44
Cannabis Chocolates		1.4%	140
Medical Cannabis		2.3%	233
CBD Cannabis		4.9%	488
None of the above / Does not apply		87.9%	8,799

103. 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		22.3%	2,231
Specialty Teas		11.9%	1,193
Specialty Coffee		27.1%	2,711
Gourmet Deli Counter Items		19.9%	1,993
Cookies		45.5%	4,557
Snack Cakes		12.1%	1,213
Potato Chips		53.3%	5,338
Soft Drinks		41.0%	4,108
Energy Drinks		8.7%	870
Energy Bars		15.9%	1,587
Noodle Bowls		9.3%	926
Cupcakes		11.0%	1,105
Birthday Cake		14.1%	1,415
Beef Jerky or Meat Sticks		12.6%	1,264
Candy		34.7%	3,471
Fruit		74.3%	7,431
Nuts		53.2%	5,328
Chocolates		42.4%	4,247
Ice cream		60.4%	6,042
Artisan Bread		29.4%	2,938
Artisan Meats		6.9%	693
Sports Drinks		12.5%	1,255








Value		Percent	Responses
Basic Condiments		52.0%	5,206
Artisan Condiments		5.8%	582
Canned Sauces		30.5%	3,050
Chicken		80.0%	8,004
Pork		54.8%	5,487
Beef		67.2%	6,724
Fish		57.5%	5,753
Flour		36.7%	3,668
Pasta		63.8%	6,385
Snack Mixes		11.8%	1,176
Vegetables		70.4%	7,047
Olive Oil		51.4%	5,148
Frozen Entrees		40.3%	4,032
Eggs		84.4%	8,443
Locally Raised Beef, Pork, Poultry		22.4%	2,239
Locally Grown Fruit and Vegetables		64.3%	6,436
Locally Produced Honey		20.4%	2,043
Organic Food		22.1%	2,212
Pickled Vegetables		13.4%	1,346
Artisan Cheese		24.4%	2,444
Alternative "Meat" Products		10.0%	1,005
Sausage		44.1%	4,416
Donuts		22.7%	2,272

Value		Percent	Responses
Pastries		22.3%	2,231
Game Meats		2.3%	228
None of the above / Does not apply		2.0%	196

104. 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		23.0%	2,304
Attend Online Religious or Spiritual Services		25.1%	2,516
Donate to a Charity		47.0%	4,706
Donate to a Church		35.5%	3,552
Donate to Political Party or Government Representative		23.1%	2,313
Volunteer at Church		13.6%	1,363
Volunteer for Nonprofit Group		16.6%	1,660
Vote in Upcoming Local Elections		58.9%	5,890
Vote in Upcoming State or National Elections		67.5%	6,759
Attend a Holiday Themed Performance		5.3%	527
Community Activity		9.4%	942
Support an Organization		15.0%	1,501
Make a Donation		33.2%	3,323
Register to Vote		5.4%	540
None of the above / Does not apply		10.7%	1,067
Join a New Church		1.4%	139
Donate Vehicle		0.7%	75
Have a Baby		0.4%	39
Get Married		0.4%	45
Retire		1.7%	167
Look into Private Schooling for Children		0.8%	85
Purchase Season Tickets for Performing Arts		2.8%	284























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

Value		Percent	Responses
Go Touring on a Bicycle		4.4%	440
Go Mountain Biking		3.1%	308
Go Camping		12.3%	1,229
Go Hiking		22.3%	2,233
Go Fishing		13.5%	1,351
Go Backpacking		3.6%	356
None of the above / Does not apply		63.4%	6,344










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

Value		Percent	Responses
Amazon		84.8%	8,491
Bing		13.9%	1,393
CitySearch		1.3%	133
Google+ Local		33.9%	3,388
Linked IN		17.8%	1,781
Xing		0.0%	4
None of the above / Does not apply		9.3%	928



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		41.7%	4,175
Arts and Entertainment		23.3%	2,330
Automotive - (General)		15.9%	1,589
Automotive - (New Vehicle Dealership)		13.1%	1,308
Automotive - (Used Vehicle Dealership)		9.1%	915
Automotive - (Auto Parts store)		8.9%	894
Automotive - (Auto Repair business)		5.7%	573
Automotive - (Auto Body shop)		3.7%	375
Tire Business		12.1%	1,211
Beauty and Spa Related Businesses		11.6%	1,162
Child Related Businesses		3.2%	325
Community and State Services		20.2%	2,020
Education		10.3%	1,032
Employment Related Businesses		6.9%	692
Event Planning and Services		5.4%	538
Family Activity Related Businesses		6.9%	693
Farm Equipment and Agriculture Businesses		3.9%	392
Financial Services		7.7%	774
Fitness Businesses or Providers		5.1%	511
General Retail		37.2%	3,723
Grocery / Market		32.3%	3,232
Home and Garden Related Businesses		20.9%	2,087

Value		Percent	Responses
Building Supply/Lumber Business		12.0%	1,205
Home Service Businesses		9.0%	903
Home Service Contractors		10.8%	1,084
Hotel and Travel Related Businesses		17.0%	1,701
Local Services		23.1%	2,313
Medical Related Businesses - (General)		12.7%	1,276
Medical Related Businesses - (Chiropractor)		3.1%	312
Medical Related Businesses - (Dentist)		6.3%	627
Medical Related Businesses - (Hospital)		3.6%	360
Nightlife Related Businesses		3.8%	379
Pet / Animal		18.7%	1,872
Professional Services		12.4%	1,245
Real Estate Service Businesses		4.5%	452
Recreation Related Businesses		5.2%	521
Restaurant / Bar / Lounge		31.3%	3,128
Senior Related Businesses		5.5%	553
Specialty Food and Drink		13.5%	1,350
General Retail - Children's Clothing Store		5.4%	541
General Retail - Clothing Accessory Store		10.5%	1,049
General Retail - Computer Store		9.4%	941
General Retail - Farming and Agriculture Business		3.1%	309
General Retail - Furniture Store		11.2%	1,123
General Retail - Hardware Store		14.5%	1,450











Value		Percent	Responses
General Retail - Home Entertainment Store		4.8%	477
General Retail - Jewelry Store		4.1%	412
General Retail - Major Appliance Store		9.6%	965
General Retail - Men's Clothing Store		10.7%	1,066
General Retail - Mobile Phone Store		5.9%	592
General Retail - Shoe Store		12.3%	1,235
General Retail - Women's Clothing Store		20.0%	1,997
None of the above / Does not apply		17.5%	1,751
Motorsport Businesses		2.0%	203

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

Value		Percent	Responses
Yes		9.1%	911
No		90.9%	9,097

Total: 10,008

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
Start a Business		1.8%	178
Get a New Full Time Job		6.7%	672
Get a New Part Time Job		5.5%	549
Get a Temporary or Seasonal Job		3.0%	297
Use an Employment or Temporary Employment Agency		1.5%	151
Use a Career Counselor		0.5%	51
Get a Second (or Third) Job		2.4%	242
Get First Job after School		0.8%	78
Apply for Unemployment Benefits		4.2%	420
None of the above / Does not apply		83.9%	8,397

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








Value	Percent	Responses
Admin & Clerical	4.3%	432
Health Care	3.2%	325
Customer Service	4.4%	437
Education	3.8%	379
None of the above / Does not apply	79.0%	7,911
Agriculture	0.8%	78
Automotive	0.5%	51
Retail	2.6%	258
Warehouse	1.1%	112
Construction	1.1%	106
Accounting	1.8%	182
Hotel - Hospitality	1.1%	110
Manufacturing	0.9%	94
Entry Level (New Graduate)	0.8%	81
Grocery	1.4%	144
Banking & Finance	1.4%	140
Child Care	0.8%	80
Real Estate	0.7%	75
Insurance	0.5%	55
Legal	0.8%	80
Management	2.6%	264

Value		Percent	Responses
Media		1.3%	131
NonProfit		2.3%	235
Government		2.4%	238
Installation - Maintenance - Repair		0.4%	37
Restaurant - Food Services		1.4%	137
Executive Level		1.6%	161
Engineering		1.0%	99
Sales & Marketing		1.9%	192
Information Technology		1.8%	178
Skilled Labor - Trades		0.8%	77
Transportation		0.9%	93







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		15.8%	1,577
Local Media Websites		6.9%	686
Local Agency Site		6.3%	632
Craigslist		5.4%	545
Facebook		5.4%	537
Indeed.com		21.1%	2,112
LinkedIn		18.4%	1,843
Monster.com		9.6%	964
CareerBuilder		7.9%	793
GlassDoor		5.6%	559
SimplyHired.com		2.1%	207
AOL Jobs		0.6%	59
SnagAJob.com		1.0%	96
Dice.com		0.8%	81
USAjobs.gov		5.4%	544
USAjobs.org		2.4%	244
ZipRecruiter		6.8%	680
JobDiagnosis		0.1%	15
TheLadders		1.1%	112
None of the above / Does not apply		58.7%	5,878

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		11.6%	1,157
Yellow Pages directory		1.7%	168
Direct mail flyer		11.8%	1,184
Deal program/offer		6.8%	684
Facebook business page offer		9.5%	948
Billboard advertising		1.2%	124
None of the above / Does not apply		71.7%	7,173

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?


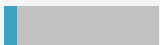
Value		Percent	Responses
Read ads and keep them - using three or more		4.4%	436
Read ads and keep them - using one or two		33.6%	3,358
Read ads and keep them - without using any		4.2%	423
Read ads but throw away without using any		25.3%	2,531
Throw ads away unread		29.1%	2,916
Do not receive direct mail or advertisements at home or PO Box		3.4%	344

Total: 10,008

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 %	373 3.7%	1,298 13.0%	4,723 47.2%	352 3.5%	991 9.9%	1,548 15.5%	723 7.2%	10,008
County election Count Row %	369 3.7%	1,217 12.2%	4,928 49.2%	359 3.6%	944 9.4%	1,450 14.5%	741 7.4%	10,008
State election Count Row %	337 3.4%	1,773 17.7%	4,179 41.8%	289 2.9%	1,100 11.0%	1,651 16.5%	679 6.8%	10,008
Total Total Responses								10008

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

Value		Percent	Responses
Yes		90.6%	9,068
No		9.4%	940




Total: 10,008

116. Did you vote in the last presidential election?

Value		Percent	Responses
Yes		94.8%	9,492
No		5.2%	516

Total: 10,008





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		18.5%	1,853
No		42.6%	4,260
Does not apply		38.9%	3,895
			Total: 10,008

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

Value		Percent	Responses
Arts and Entertainment		4.9%	91
Business Consulting		5.4%	101
Education		5.9%	110
Financial Services		3.2%	59
Health and Medical		8.4%	156
Home Service Businesses		3.5%	65
Real Estate		6.9%	128
Other		39.5%	736
Apparel and Accessories		1.4%	27
Automotive		2.0%	37
Beauty and Spa		1.6%	29
Child Related Businesses		1.2%	22
Event Planning and Services		0.8%	14
Family Activity		0.3%	6
Fitness Businesses or Providers		0.6%	12
General Retail		1.7%	31
Grocery and Specialty Food/Drink		1.0%	18
Home and Garden		2.4%	44
Hotel and Travel		1.3%	25
Local Services		2.1%	39
Nightlife		0.1%	2
Pet / Animal		1.6%	30

Total: 1,863

Value		Percent	Responses
Pizza Restaurant Types		0.1%	2
Recreation		1.5%	28
Restaurant / Bar / Lounge		2.5%	47
Sales Training		0.2%	4

Total: 1,863

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		8.4%	155
Use social media for promoting business		18.0%	333
Website optimized for mobile (responsive)		8.6%	159
Ongoing search optimization (SEO, SEM)		6.3%	117
Banner ads		4.4%	82
Cost-per-click ads (CPC, PPC)		3.0%	56
Cost-per-mille ads (CPM)		0.5%	10
Programmatic ads		0.4%	7
Retargeting ads		1.7%	31
Video ads		2.3%	42
Google ads (Adwords)		7.0%	130
Facebook ads		15.7%	291
Sponsored content		1.3%	25
Email advertising		11.5%	213
Site analytics		4.0%	75
Use a Digital Agency		1.4%	26
Digital ads through newspaper		4.2%	78
Digital ads through radio station		1.9%	35
Digital ads through TV station		1.3%	24
None of the above/Does not apply		65.6%	1,217

120. Which of the following BUSINESS PRODUCTS do you/your household, or does your company, plan to purchase or lease in the NEXT 3 MONTHS? (Check all that apply.)












Value		Percent	Responses
Business Cards, Letterhead, etc.		22.5%	418
Business Logo Apparel		10.0%	185
Computer Hardware		11.1%	206
Networking Hardware or Software		5.4%	101
Office Cleaning Supplies		18.0%	334
Office Copier		2.7%	51
Office Furniture, Fixtures or Interiors		4.6%	86
Office Printer		5.9%	109
Office Supplies		36.6%	679
Promotional Items		7.8%	144
Security System		2.3%	43
Telephone Systems		2.5%	47
Uniforms or Work Clothing		5.5%	102
None of the above/Does not apply		44.1%	818

121. 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		5.9%	109
Business Advertising		3.1%	58
Business Online Meetings		3.0%	55
None of the above / Does not apply		83.1%	1,539
Business Financial Consulting		0.9%	17
Business Bottled Water Delivery		0.8%	15
Business Advisory Services		0.7%	13
Business Cellular Phone Service		1.9%	35
Business Computer Consulting		1.3%	25
Business Construction Contractor		0.5%	10
Business Employment Agency		0.3%	6
Business Internet Service Provider		1.9%	36
Business Legal Services or Attorney		1.7%	31
Business Marketing Services		2.0%	37
Business Meetings or Conventions		0.4%	8
Business Moving or Storage		0.6%	12
Business Payroll Services		1.5%	28
Business Printing Services		1.9%	35
Business Realty Services		0.6%	12
Business Recruitment		0.9%	16
Business Security Services		0.3%	5

Value		Percent	Responses
Business Sign Company Services		1.4%	26
Business Staffing or Temp Services		0.9%	17
Selling Small Business		0.8%	14
Business Bankruptcy		0.2%	3
Business Travel Agency		0.2%	4
Business General Broadcast Media Service		0.2%	4
Business Television Media Service		0.3%	6









122. 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%	31
Buy New Office		0.8%	14
Add New Locations		1.7%	32
Have Employees Work From Home		5.2%	97
Renovate Existing Facilities		3.7%	68
Reduce Office Space		1.7%	32
Construct New Facilities		1.9%	35
Buy or Rent Industrial Space		0.6%	12
Buy or Rent Warehouse Space		0.8%	14
Install New Commercial Carpeting		0.8%	15
None of the above / Does not apply		86.2%	1,598






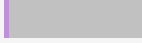





123. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.7%	31
Purchase Used Business Automobiles		0.9%	16
Purchase New Business Trucks		1.5%	28
Purchase Used Business Trucks		1.4%	26
Lease New Business Automobiles		1.1%	20
Lease New Business Trucks		0.7%	13
Purchase New Business Delivery Vehicles		0.5%	10
Purchase Used Business Delivery Vehicles		0.6%	12
Purchase New Heavy Duty or Commercial Business Trucks		0.9%	17
Purchase Used Heavy Duty or Commercial Business Trucks		0.7%	13
None of the above / Does not apply		93.7%	1,737






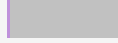
124. Which of the following employee benefit and insurance programs does your company plan to start or change in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Business Insurance		2.4%	45
Business Health Insurance		2.9%	53
Business Dental Insurance		1.3%	25
Business 401K or Retirement Program		2.1%	38
Business "Key Man" Insurance		0.8%	14
Business Property Insurance		1.9%	35
Business Commercial Insurance		1.6%	29
None of the above / Does not apply		92.4%	1,713

125. Which age brackets do you fall into?









Value		Percent	Responses
18 - 19		0.2%	17
20 - 24		0.6%	59
25 - 30		1.6%	163
31 - 34		1.4%	135
35 - 40		3.7%	366
41 - 45		3.5%	351
46 - 49		3.7%	367
50 - 54		7.2%	723
55 - 60		13.1%	1,310
61 - 69		30.9%	3,090
70 or older		34.2%	3,418
			Total: 9,999
			Avg 64

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

Value		Percent	Responses
Metro / Urban		14.1%	1,409
Small/Mid-Size Town		28.3%	2,835
Suburban		35.0%	3,502
Rural		18.8%	1,882
Vacation community		2.3%	228
Other		1.5%	151

Total: 10,007

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






Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	7
Some High School (Not Graduate)		0.2%	24
High School Graduate (12th grade)		6.2%	623
Vocational or Technical Training		3.3%	326
Some College		17.1%	1,713
College Graduate		29.1%	2,914
Some Post-Graduate Study (No Advanced Degree)		9.4%	937
Post-Graduate Degree		34.6%	3,464

Total: 10,008








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

Value		Percent	Responses
Under \$20,000		4.1%	383
\$20,000 - \$24,999		2.3%	219
\$25,000 - \$29,999		2.8%	266
\$30,000 - \$34,999		3.5%	325
\$35,000 - \$39,999		3.3%	313
\$40,000 - \$44,999		3.8%	360
\$45,000 - \$49,999		4.6%	431
\$50,000 - \$74,999		18.1%	1,692
\$75,000 - \$99,999		17.7%	1,661
\$100,000 - \$124,999		14.4%	1,354
\$125,000 - \$149,999		8.2%	766
\$150,000 - \$200,000		8.9%	836
Over \$200,000		8.2%	766
			Total: 9,372
			Avg \$100,094

129. What is your gender?

Value		Percent	Responses
Male		33.8%	3,380
Female		62.3%	6,230
Transgender		0.0%	4
Gender Variant / Non-conforming		0.2%	16
Prefer not to answer		3.8%	378
			Total: 10,008





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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	61
Black or African-American		2.0%	193
Asian		2.3%	222
White or Caucasian		84.9%	8,040
Hispanic		1.8%	166
Other		2.0%	186
Prefer not to answer		6.3%	598
			Total: 9,466

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


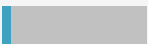



Value	Percent	Responses
Single Family Home	85.4%	8,544
Apartment	5.4%	540
Condominium	5.7%	568
Mobile Home	1.1%	111
Other	2.4%	245
		Total: 10,008

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		87.3%	8,736
Rented		9.8%	978
Occupied Without Payment of Rent		1.2%	124
Other		1.7%	169

Total: 10,007

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

Value		Percent	Responses
None		85.7%	8,574
1		6.6%	664
2		4.9%	493
3		1.6%	165
4 or more		1.1%	112
			Total: 10,008