



Covid-19 Impact and Local Business Survey National Report - April 2020

Response Counts

Completion Rate:	100%	
Complete		 23,505











Total: 23,505

1. Are you 18 years of age or older?


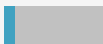







Value		Percent	Responses
Yes		100.0%	23,492
No		0.0%	1

Total: 23,493

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

Value		Percent	Responses
Local Newspaper		62.7%	14,723
Local Newspaper Website		45.4%	10,675
Local TV News		67.0%	15,736
National Broadcast News		62.4%	14,660
Local Radio		17.7%	4,157
Apple News		5.8%	1,364
Facebook		21.2%	4,989
Twitter		4.5%	1,060
Nextdoor		7.7%	1,798
Other		13.8%	3,240

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

Value		Percent	Responses
Local Newspaper		20.0%	4,698
Local Newspaper Website		12.4%	2,915
Local TV News		20.2%	4,741
National Broadcast News		29.1%	6,843
Local Radio		3.2%	749
Apple News		1.0%	230
Facebook		0.9%	218
Twitter		0.5%	112
Other		12.7%	2,987
			Total: 23,493




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

Value		Percent	Responses
Daily updates on most important local Covid-19 facts		82.5%	19,372
Weekly updates on Covid-19 impact on our community		36.4%	8,550
Local resources available to our community to lessen impact of Covid-19		58.9%	13,828
Personal stories on the impact of Covid-19 on households		24.2%	5,690
Stories on the impact of Covid-19 on employment and local economy		50.4%	11,839
Online services being offered in the community		38.5%	9,051
Unemployment resources for persons laid off		18.4%	4,326
Assistance resources available for local businesses		19.5%	4,579
Other		5.8%	1,357


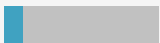
5. What information would you like to see from local businesses? (Check all that apply.)

Value		Percent	Responses
General status of the business		65.5%	15,390
New hours		63.0%	14,797
Services that are being offered		80.4%	18,899
New services being offered		53.3%	12,518
Online services being offered		60.1%	14,116
Employment needs		19.0%	4,469
Other		2.5%	599

6. Which of the following have you or any members of your household done in the past 24 HOURS?













Value		Percent	Responses
Listened to Local Radio		39.9%	9,362
Watched Local Television		80.0%	18,792
None of the above / Does not apply		11.9%	2,792

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













Value		Percent	Responses
Yes		88.5%	20,803
No		11.5%	2,691

Total: 23,494

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

Value		Percent	Responses
National Daily Newspaper		28.3%	5,889
Local Daily Newspaper		91.5%	19,032
Local Paid Weekly Community Newspaper		15.7%	3,274
Local Free Weekly Print Publication		21.6%	4,494
Local Alternative Publication		6.9%	1,431
Local City or Regional Magazine		22.2%	4,624
Local Specialty Publication		10.1%	2,096
Local Business Publication		10.0%	2,075
Local Ethnic Publication		1.4%	290
Local Parenting Publication		1.2%	240
Local Senior Publication		9.8%	2,044
None of the above / Does not apply		1.6%	328






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

Value		Percent	Responses
Auto Body Shop		4.6%	1,090
Auto Detailing Shop		5.2%	1,214
Auto Glass Repair Shop		2.7%	640
Oil Change Station		40.5%	9,509
Auto Parts Store		15.7%	3,681
Auto Repair Shop		24.7%	5,809
New Vehicle Dealership		11.1%	2,613
Used Vehicle Dealership		3.7%	870
Recreation Vehicle (RV) Dealership		1.2%	280
RV or Camper Repair		1.8%	415
Tire Store		13.1%	3,070
None of the above / Does not apply		27.4%	6,436







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

Value		Percent	Responses
New Farm Equipment Dealer		0.5%	124
Used Farm Equipment Dealer		0.5%	117
Farm Truck and Tractor Repair Shop		1.3%	304
Agriculture Farm Supply Store		9.5%	2,222
Agricultural Service		1.7%	399
Farming Structure Building Contractor		0.3%	69
Animal Feed Store		10.0%	2,359
None of the above / Does not apply		83.0%	19,503





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

Value		Percent	Responses
Bakery		48.1%	11,309
Ethnic Food Restaurant		40.6%	9,548
Liquor Store		38.5%	9,041
Wine Shop		21.8%	5,128
None of the above / Does not apply		23.0%	5,408










12. Which of the following types of GROCERY STORES do you or members of your household plan to shop at or purchase from in the next 30 days? (Check all that apply.)

Value		Percent	Responses
Health Food Store		10.8%	2,546
Farmers Market		29.0%	6,811
Grocery Store (Co-op)		28.9%	6,790
Grocery Store (Neighborhood/Local/Mom & Pop)		71.6%	16,817
Specialty Food Market		18.9%	4,434
None of the above / Does not apply		9.6%	2,257



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

Value		Percent	Responses
Barbershop		50.6%	11,877
Day Spa		7.5%	1,769
Nail Salon		28.3%	6,650
None of the above / Does not apply		34.9%	8,208






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

Value		Percent	Responses
Bicycle Shop		5.3%	1,256
Bicycle Repair Shop		7.0%	1,651
Bicycle Rental Service		0.5%	116
Golf Course		15.6%	3,654
Gun Shooting Range		7.3%	1,722
Gun Store		6.4%	1,512
New Sporting Goods Store		16.8%	3,946
Used Sporting Goods Store		2.4%	566
None of the above / Does not apply		61.2%	14,387






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

Value		Percent	Responses
Catering Service		3.9%	905
None of the above / Does not apply		96.1%	22,589







16. Which of the following types of EDUCATION BUSINESSES do you or the members of your household plan to use or look into using in the NEXT 3 MONTHS?
 (Check all that apply.)

Value		Percent	Responses
Continuing Education Courses		11.7%	2,741
Community College		6.8%	1,588
Tutoring Center		0.9%	212
Private Tutor		1.4%	334
None of the above / Does not apply		82.6%	19,400








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

Value		Percent	Responses
Bank		23.5%	5,524
Credit Union		13.1%	3,076
Financial Advisor		11.4%	2,676
Stockbroker		3.7%	864
None of the above / Does not apply		67.5%	15,850





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

Value		Percent	Responses
Credit Repair Service		1.0%	236
Debt Consolidation Company		1.3%	307
Payday Loan Company		0.3%	75
Tax Return Service		18.3%	4,301
Title Loan Company		2.0%	477
None of the above / Does not apply		78.8%	18,520











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

Value		Percent	Responses
Chiropractor		6.3%	1,472
Dentist		25.8%	6,066
General Practitioner		13.7%	3,208
Family Practitioner		15.1%	3,559
Optometrist		11.7%	2,745
Pediatrician		2.1%	492
None of the above / Does not apply		61.4%	14,418















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

Value		Percent	Responses
Dental Clinic		9.7%	2,272
Hospital		2.0%	475
Medical Clinic		7.7%	1,805
None of the above / Does not apply		85.2%	20,021



21. Which of the following types of HEALTH and MEDICAL PRACTITIONERS do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Cardiologist		17.1%	4,025
Mental Health Provider		7.7%	1,798
Denture or Implant Specialist		8.2%	1,917
Ear, Nose & Throat Doctor		8.9%	2,101
Home Health Care Provider		2.9%	670
Internal Medicine Doctor		33.0%	7,762
Nutritionist or Dietician		2.3%	548
Physical Therapist		10.5%	2,467
Psychiatrist		3.6%	841
None of the above / Does not apply		43.0%	10,100

















22. Which of the following types of HEALTH and MEDICAL FACILITIES do you or the members of your household plan to use in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Alcoholism Treatment Program		0.3%	73
Hearing Aid Center		9.6%	2,244
Hospice Care Provider		0.4%	97
Laboratory or Medical Testing Facility		25.0%	5,869
Medical Marijuana Dispensary		3.1%	731
Medical Spa		0.9%	202
Mental Health Clinic		2.3%	540
Medical Supply Store		3.6%	841
Pain Clinic		3.8%	900
Rehabilitation Clinic		1.2%	286
Sleep Disorder Clinic		2.7%	625
Urgent Care Clinic		4.2%	991
Walk-In Clinic		4.8%	1,120
None of the above / Does not apply		57.2%	13,450

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

Value		Percent	Responses
Taxi Service		4.4%	1,040
None of the above / Does not apply		95.6%	22,453

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

Value		Percent	Responses
Bottled Water Delivery Service		2.9%	671
Courier or Delivery Service		14.5%	3,405
Cremation Service Provider		0.6%	149
Dry Cleaning or Laundry Service		22.1%	5,186
Electronics Repair Shop		2.1%	496
Funeral Service Provider		0.7%	176
Information Technology (IT) Service		4.4%	1,038
Marriage Counselor		0.5%	121
Moving Truck Rental Company		2.0%	459
Mobile or Cell Phone Repair Shop		4.6%	1,082
Propane Dealer		11.4%	2,669
Self-Storage Facility		7.1%	1,657
Sewing and Alterations Shop		6.2%	1,447
Small Engine Repair Shop		3.4%	810
Shipping Center		17.9%	4,211
None of the above / Does not apply		43.7%	10,278










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

Value		Percent	Responses
Charity or Philanthropic Organization		12.9%	3,027
Church		43.3%	10,171
Community Organization		9.5%	2,236
Community Service or Non-Profit Organization		17.3%	4,063
None of the above / Does not apply		44.9%	10,541















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

Value		Percent	Responses
Electrician		8.6%	2,011
Painting Contractor		8.9%	2,092
Plumber or Plumbing Contractor		9.0%	2,122
None of the above / Does not apply		80.3%	18,870

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

Value		Percent	Responses
Air Duct Cleaning Service		4.1%	954
Concrete Contractor		3.4%	796
Furnace Contractor		2.5%	589
General Contractor		6.8%	1,593
Handyman		20.6%	4,843
Heating & Air Conditioning Service		20.7%	4,855
Home Security Company		2.7%	637
Junk Removal or Hauling Service		5.6%	1,310
Kitchen or Bath Remodeling Company		4.5%	1,051
Landscaping Service		25.7%	6,035
Mover or Moving Company		1.6%	375
New Home Builder		0.5%	119
Remodeling Contractor		4.5%	1,066
Roofing Contractor		3.9%	928
Septic Tank Contractor		2.5%	579
None of the above / Does not apply		41.1%	9,648



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

Value		Percent	Responses
Carpet Cleaning Service		13.7%	3,214
Fuel or Oil Home Heating Service		3.0%	696
Furnace Cleaning Service		4.7%	1,103
Home Theater Installation Service		0.3%	78
Home Gardening Service		9.9%	2,328
House Cleaning Service		18.2%	4,266
Landscaper		16.2%	3,797
Pest Control Service or Exterminator		18.6%	4,365
Pool Cleaning Service		4.3%	1,015
Shades & Blinds Installation Service		3.6%	838
Television or Internet Service Provider		20.1%	4,731
Water Treatment Supply & Service		1.8%	415
Window & Door Installation Service		3.8%	883
None of the above / Does not apply		38.2%	8,984



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

Value		Percent	Responses
55+ Housing Community		3.9%	924
Adult Day Care		0.4%	83
Assisted Living Facility		1.1%	250
Nursing Home		0.6%	135
Respite Relief Provider		0.5%	122
Retirement Counselor		0.9%	206
Retirement Home		0.7%	160
Senior Center		6.8%	1,602
None of the above / Does not apply		87.2%	20,479









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

Value		Percent	Responses
Childcare or Daycare		2.2%	522
None of the above / Does not apply		97.8%	22,972




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

Value		Percent	Responses
Children's Clothing Store		10.0%	2,339
None of the above / Does not apply		90.0%	21,155







32. Which of the following types of PET and ANIMAL BUSINESSES do you or the members of your household plan to shop at, use or purchase from in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Animal Daycare		3.2%	745
Animal Shelter		2.6%	604
Bird Seed Store		8.5%	2,003
Pet Groomer		16.7%	3,930
Pet Sitter		3.3%	772
Pet Store		25.6%	6,011
Veterinarian		33.5%	7,870
None of the above / Does not apply		48.0%	11,284

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

Value		Percent	Responses
Realtor		4.4%	1,044
Real Estate Brokerage Firm		1.1%	260
None of the above / Does not apply		95.1%	22,333

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











Value		Percent	Responses
Apartment Rental Agency		2.0%	466
Estate Liquidator		0.5%	111
Mortgage Banker		3.3%	768
Mortgage Broker		2.8%	651
Real Estate Appraiser		3.6%	850
None of the above / Does not apply		90.9%	21,361

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

Value		Percent	Responses
Fast Food Restaurant		54.7%	12,840
Family Style Restaurant		53.7%	12,618
Food Cart / Food Truck		10.9%	2,572
Fine Dining Restaurant		27.6%	6,494
Restaurant with Lounge or Bar		27.0%	6,332
Pizza Restaurant		56.9%	13,378
None of the above / Does not apply		16.5%	3,866

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

Value		Percent	Responses
Art Supply Store		10.3%	2,427
Consignment Shop		11.4%	2,689
Craft Supply Store		21.3%	5,013
Bookstore		30.4%	7,134
Christian Book Store		3.8%	883
Computer Store		8.1%	1,896
Department Store		47.8%	11,227
Discount Store		36.5%	8,583
Drugstore or Pharmacy		73.4%	17,250
Fabric Store		13.0%	3,045
Florist		6.1%	1,434
Gift Shop		7.6%	1,789
Gun Shop		6.6%	1,558
Hobby Shop		11.0%	2,582
Marijuana Dispensary		6.0%	1,416
Mobile Phone Store		10.5%	2,464
Shopping Center		34.4%	8,088
Thrift Store		21.2%	4,991
Wholesale, Warehouse or Club Store		42.7%	10,042
Yarn Store		3.9%	919
Yard Equipment Store		12.5%	2,940

Value		Percent	Responses
Vitamin or Supplement Store		10.6%	2,485
None of the above / Does not apply		6.2%	1,449
Equipment Rental Store		2.3%	541
Gold/Silver/Precious Metal Dealer		1.4%	335
Military Surplus Store		1.1%	248
Monument or Memorial Company		0.6%	146
Pawn Shop		1.3%	307
Religious Supply or Gift Shop		2.3%	539
Survival Store		0.7%	154
Security Service		0.8%	185







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

Value		Percent	Responses
Home delivery with fee		25.0%	5,882
Free delivery		38.4%	9,028
Drive-thru		59.6%	14,002
Carryout		63.5%	14,917
Curbside carryout		56.6%	13,306
Other		1.7%	401
None of the above / Does not apply		10.9%	2,551






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

Value		Percent	Responses
Building Supply Store or Lumber Yard		39.8%	9,351
Carpet Store		3.4%	801
Fireplace, Wood Stove or Barbeque Store		2.4%	575
Flooring Store		5.7%	1,328
Furniture Store		9.1%	2,147
Hardware Store		44.8%	10,517
Home & Garden Center		57.9%	13,601
Home Decor Store		10.0%	2,345
Hot Tub or Spa Dealer		1.7%	400
Major Appliance Store		5.3%	1,252
Mattress or Bedding Store		5.2%	1,219
Outdoor Furniture Store		4.9%	1,150
Plant Nursery & Garden Supply Store		39.5%	9,288
Paint Store		14.1%	3,304
Tool Rental Center		2.1%	504
TV & Appliance Store		3.3%	772
Vacuum Store		1.8%	425
None of the above / Does not apply		17.6%	4,135




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

Value		Percent	Responses
Clothing Accessory Store		13.0%	3,053
Clothing Store		51.4%	12,069
Eyewear & Opticians Store		20.8%	4,895
Jewelry Store		3.6%	835
Shoe Store		28.6%	6,726
None of the above / Does not apply		36.6%	8,598

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

Value		Percent	Responses
Accountant or CPA		7.1%	1,664
Insurance Agency		5.6%	1,325
Legal Firm or Attorney		5.1%	1,208
Tax Advisor		4.7%	1,106
None of the above / Does not apply		83.0%	19,509




















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

Value		Percent	Responses
Employment or Staffing Agency		2.9%	684
Life Coach		0.8%	196
None of the above / Does not apply		96.4%	22,652


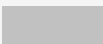






42. Which of the following RECREATION VEHICLE purchasing plans does your household have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Class A RV		0.1%	24
Purchase New Class B RV		0.1%	26
Purchase New Class C RV		0.1%	35
Purchase New Travel Trailer or 5th Wheel		0.3%	79
Purchase New Camper Shell		0.1%	17
Purchase Used Class A RV		0.2%	53
Purchase Used Class B RV		0.2%	43
Purchase Used Class C RV		0.2%	57
Purchase Used Travel Trailer or 5th wheel		0.5%	122
Purchase Used Camper Shell		0.1%	30
None of the above / Does not apply		98.6%	23,156

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






















Value		Percent	Responses
New Car		2.4%	574
New Luxury Vehicle - Under \$50,000		0.7%	168
New Luxury Vehicle - \$50,000 - \$75,000		0.6%	151
New Luxury Vehicle - Over \$75,000		0.2%	42
New Van		0.1%	16
New Minivan		0.2%	48
New SUV		2.6%	617
New Truck		1.0%	237
New Hybrid or Electric Vehicle		0.8%	195
Used Car		3.4%	794
Used Luxury Vehicle - Under \$30,000		0.7%	157
Used Luxury Vehicle - \$30,000 - \$50,000		0.4%	101
Used Luxury Vehicle - Over \$50,000		0.1%	21
Used Van		0.2%	45
Used Minivan		0.3%	70
Used SUV		2.2%	523
Used Truck		1.5%	362
Used Hybrid or Electric Vehicle		0.6%	136
None of the above / Does not apply		87.8%	20,638

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

Value		Percent	Responses
Compact car		1.6%	369
Full-size car		1.2%	273
Luxury vehicle (any size)		1.0%	239
Midsized car		2.2%	512
Pickup truck		2.4%	566
Sport utility vehicle (SUV)		8.1%	1,911
Van or minivan		0.9%	203
None of the above		82.7%	19,421

Total: 23,494

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

Value		Percent	Responses
Chevrolet		4.3%	1,018
Ford		4.8%	1,124
Honda		4.9%	1,142
Subaru		3.9%	914
Toyota		6.5%	1,522
None of the above / Does not apply		80.4%	18,877
Acura		1.0%	232
Audi		1.0%	227
BMW		1.2%	283
Buick		1.2%	274
Cadillac		0.9%	208
Chrysler		0.8%	180
Dodge		1.8%	412
Fiat		0.1%	34
GMC		2.3%	539
Hyundai		2.7%	631
Infiniti		0.5%	129
Jeep		1.8%	418
Kia		1.9%	444
Land Rover		0.4%	98
Lexus		1.5%	356

Value		Percent	Responses
Lincoln		0.8%	179
Mazda		1.3%	317
Mercedes-Benz		1.0%	241
Mini		0.2%	48
Mitsubishi		0.3%	70
Nissan		2.4%	561
Porsche		0.4%	84
Saab		0.1%	22
Scion		0.1%	22
Suzuki		0.1%	28
Tesla		0.8%	192
Volkswagen		1.2%	277
Volvo		0.8%	197








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

Value	Percent	Responses
Yes	4.9%	1,148
No	95.1%	22,346















Total: 23,494

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







Value		Percent	Responses
Office Equipment		6.1%	1,437
Printer		5.0%	1,176
Ink or Printer Cartridges		40.4%	9,489
Headphones		7.0%	1,645
Smartphone Charger		4.2%	992
Surge Protector		3.0%	712
Batteries for Electronics		30.2%	7,086
None of the above / Does not apply		41.0%	9,638
Home Theater System		0.7%	159
GPS Device (Handheld or In-Vehicle)		1.0%	243
Satellite Radio		1.1%	265
Satellite TV System		0.5%	116
Stereo System (Home)		0.6%	144
Wi-Fi for Home		2.7%	633
Portable Speakers		1.5%	356
Wireless Speakers		1.9%	450
Smartwatch		2.2%	519
Phone or Tablet Controlled Home Tech Products		2.2%	507
Noise Canceling Headphones		2.6%	601
Phone Calling Card		1.2%	276
Compact/Mini Projector		0.3%	81
Wearable Electronics		0.9%	207

Value		Percent	Responses
Healthcare Device		2.8%	656
Aerial Drone		0.9%	206
ShortWave Radio		0.3%	61
Wireless Hotspot		1.1%	269
Assistive Technology for Hearing		2.1%	503
Virtual Reality Headset		0.3%	76
Smart Sports Equipment		0.2%	49





















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

Value		Percent	Responses
Camera (Digital) - Point and Shoot		0.6%	139
Camera (Digital) SLR		0.8%	195
Camera Accessories or Supplies		1.1%	258
Camera Lens		0.9%	203
Computer Accessories		4.0%	930
Computer Software		2.9%	688
E-Reader (Kindle or Similar)		1.2%	280
Tablet (iPad or Similar)		3.8%	894
Personal Computer		2.5%	598
Laptop Computer		6.0%	1,405
TiVo or DVR		0.5%	111
4K Ultra HD TV		2.8%	648
Smart TV		3.6%	857
None of the above / Does not apply		80.1%	18,820















49. Which of the following types of phones do you and the members of your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Smartphone		10.8%	2,526
Conventional Cell Phone		3.0%	715
Prepaid Cell Phone		0.9%	205
Unlocked Cell Phone		1.0%	226
Large-Screen Smartphone		1.8%	415
None of the above / Does not apply		84.7%	19,904






















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

Value		Percent	Responses
Anniversary Jewelry		2.1%	489
Necklaces		2.2%	520
Engagement Rings		0.3%	59
Wedding Rings		0.4%	98
Rings (Other)		1.7%	406
Earrings		5.4%	1,257
Pendants		0.9%	223
Celtic Jewelry		0.7%	167
Diamond Jewelry		1.0%	231
Silver Jewelry		1.7%	389
Gemstone Jewelry		1.2%	275
Pearl Jewelry		0.5%	109
Men's Jewelry		0.5%	110
Costume Jewelry		3.6%	851
Designer Jewelry		0.9%	207
Jewelry Box or Organizer		0.5%	117
Men's High-End Watch		0.4%	93
Women's Watch		1.3%	299
Women's Jewelry		3.9%	924
None of the above / Does not apply		86.6%	20,346



















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

Value	Percent	Responses
Auto Insurance 	6.8%	1,594
Crop Insurance 	0.1%	25
Dental Insurance 	1.7%	389
Disability Insurance 	0.3%	67
Homeowner Insurance 	5.3%	1,245
Life Insurance 	2.0%	481
Medical (Health) Insurance 	1.7%	397
Medicare 	1.5%	347
Long Term Care Insurance 	0.8%	181
Pet Insurance 	0.8%	177
Renters Insurance 	1.2%	279
Agriculture Insurance 	0.2%	46
Professional Liability Insurance 	0.5%	121
None of the above / Does not apply 	86.7%	20,363
















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

Value		Percent	Responses
Chiropractor		3.2%	762
Family Practice Doctor		6.0%	1,405
Optometrist		3.9%	914
Primary Care Provider		5.9%	1,391
Drugstore or Pharmacy		6.0%	1,400
None of the above / Does not apply		80.2%	18,848
Acupuncture		1.5%	363
Audiologist		1.3%	314
Counseling & Mental Health Specialist		1.7%	390
Geriatric Specialist		0.3%	81
Home Healthcare		0.3%	60
Hospital		0.8%	187
Medical Clinic		1.8%	412
Pediatric Dentist		0.3%	74
Pediatrician		0.5%	128
Wellness Business		0.4%	92
Substance Abuse Treatment Provider		0.1%	24
Weight Loss Service		0.9%	207
Alternative Care Provider		0.6%	137
Physical Therapy or Rehabilitation service provider		1.8%	416
Hearing Aid Center		1.8%	416






















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
























Value		Percent	Responses
Accident, Personal Injury & Property Damage Attorney		0.8%	189
Bankruptcy Attorney		0.4%	100
Banking, Partnership & Business Law Attorney		1.4%	340
Child Support Attorney		0.3%	64
Criminal Law Attorney		0.1%	32
Disability & Social Security Attorney		0.4%	96
Divorce & Family Law Attorney		0.8%	189
DWI, DUI, OWI, OUI Attorney		0.1%	23
Employment Discrimination or Labor Issues Attorney		0.4%	92
General Practice Attorney		1.9%	439
Intellectual Property Attorney		0.2%	36
Malpractice Attorney		0.2%	39
Patent, Trademark & Copyright Attorney		0.2%	38
Probate Attorney		0.8%	179
Real Estate Attorney		1.9%	447
Taxation Attorney		0.5%	128
Wills, Trusts & Estates Attorney		14.8%	3,485
None of the above / Does not apply		79.0%	18,568












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

Value		Percent	Responses
Dental Checkup		50.7%	11,915
Teeth Cleaning		45.0%	10,579
Cavity Filling		8.3%	1,948
Crown		7.8%	1,826
Oral Surgery		2.2%	515
Braces		2.2%	510
Composite Bonding		0.9%	217
Dental Implants		4.8%	1,120
Dental Veneers		0.4%	91
Dentures		1.9%	442
Full Mouth Reconstruction		0.3%	66
Inlays or Onlays		0.2%	58
Smile Makeover		0.3%	64
Teeth Whitening		2.3%	544
None of the above / Does not apply		25.8%	6,051












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

Value		Percent	Responses
Fill Medical Prescriptions		50.4%	11,845
Purchase Health Related Products		8.5%	2,000
Use Physical Rehabilitation Services		3.3%	779
Purchase Health and Wellness Supplements		17.0%	3,998
Receive Treatment for Back Pain		5.7%	1,340
Have an Eye/Vision Exam		32.0%	7,508
Purchase Prescription Eyeglasses		16.1%	3,775
Purchase Prescription Contact Lenses		5.1%	1,201
Have an Annual Physical or Checkup		28.6%	6,714
Have X-Rays Taken		4.3%	1,021
Have a Scheduled Surgery		3.9%	915
Have Blood Drawn for Testing		28.6%	6,721
Plan to Visit a Hospital for any Medical Service or Procedure		6.2%	1,449
Have Foot Problems Diagnosed or Treated		5.5%	1,293
Senior Travel		4.2%	985
Purchase Allergy Medications		16.0%	3,763
Use Personal Trainer or Instructor		3.8%	890
Cardiovascular Treatment		4.6%	1,089
Cancer Treatment		3.6%	851
Chiropractic Care		11.2%	2,632
Do Corrective Exercises		4.7%	1,115









Value		Percent	Responses
Purchase Diabetes Testing Supplies		6.2%	1,446
Get Vaccinations at Drug Store or Pharmacy		7.7%	1,810
Discretionary Health Care and Wellness Services and Products		4.8%	1,128
Purchase Marijuana		4.2%	978
Purchase Vitamins		38.1%	8,953
Purchase Hemp Based Supplements		3.2%	753
Purchase Anti Anxiety Medication or Supplements		6.0%	1,401
None of the above / Does not apply		19.2%	4,507
Purchase Elder Care-Related Products or Services		1.2%	282
Purchase Medical Supplies or Equipment for Home		2.4%	555
Find Home for Aging Parent		0.6%	135
Participate in a Medical Study		1.0%	243
Stop Smoking		1.0%	237
Purchase a Mobility Device		0.4%	105
Receive Treatment for Vehicle or Workplace Injury		0.4%	85
Handicap Accessible Products		1.2%	274
Purchase Orthopedic Shoes		1.1%	260
Purchase Home Medical Testing Equipment or Supplies		1.1%	255
Hire a Personal Care Assistant		0.2%	44
Hire a Caregiver or Respite Worker		0.5%	121
Purchase "Aging in Place" Products		0.8%	186
Purchase a Medical Alert Service		0.4%	97
Have Safety Bars Installed in Bathroom		1.0%	229

Value		Percent	Responses
Receive Treatment for a Sleep Disorder		2.7%	645
Stroke Treatment		0.2%	42
Orthopaedic or Knee Surgery		1.8%	423
Memory or Alzheimer's Care		0.7%	156
Nutritional Counseling		1.3%	304
Spinal and Postural Screening		0.5%	123
Physiotherapy		1.0%	237
Receive Treatment for Substance Abuse		0.2%	55
Purchase Blood Pressure Monitoring Device		1.5%	341
Receive Aquatic Therapy		0.7%	161
Join a Weight Loss Group		1.2%	293
Purchase Weight Loss Supplements		1.2%	279
Purchase Weight Loss Food Plan		0.8%	193
Have Reflexology Treatment		0.5%	121
Hire a Weight Loss Professional		0.4%	102
Have Cataract Surgery		1.8%	416
Have Acupuncture		2.7%	640
Receive Treatment for PTSD		1.0%	233










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

Value		Percent	Responses
Purchase Phones for Loss of Sight or Hearing		0.1%	23
Purchase a "In-the-Ear" Hearing Aid		0.8%	197
Purchase a "Mini Behind-the-Ear" Hearing Aid		0.5%	115
Purchase a Digital Hearing Aid		1.0%	236
Purchase a "Behind-the-Ear" Hearing Aid		0.9%	212
Purchase Hearing Aid Cleaning Supplies		1.2%	281
Purchase Hearing Aid Batteries		5.3%	1,241
Purchase a "In-the-Canal" Hearing Aid		0.7%	165
Purchase a Analog Hearing Aid		0.1%	17
Have a Hearing Exam		8.0%	1,876
None of the above / Does not apply		86.9%	20,426














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

Value		Percent	Responses
Purchase a Funeral Plot		0.5%	119
Pre-purchase a Funeral Plot or Cremation Service		2.4%	570
Purchase a Monument or Headstone		0.7%	158
Use a Funeral Planner		0.8%	199
Purchase Flowers for a Funeral		0.7%	162
Use a Cremation Service		0.8%	177
Hire a Religious or Spiritual Leader for a Funeral Service		0.2%	56
None of the above / Does not apply		95.2%	22,360






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

Value		Percent	Responses
Move into a Independent Senior Housing Community		0.5%	118
Move into a Assisted Living Facility		0.4%	99
Move into a Nursing Home		0.2%	42
Move into a Alzheimer's Care Facility		0.1%	31
Move Into a Hospice Facility		0.1%	21
Hospice to your Home or House		0.3%	76
Move into Residential Care Home		0.1%	34
Utilize a Respite Provider		0.5%	106
None of the above / Does not apply		98.3%	23,085

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

Value		Percent	Responses
Open Checking Account		1.4%	328
Open Savings Account		1.8%	434
Online Banking		47.9%	11,252
Manage Investments		20.2%	4,752
Manage Retirement Accounts		21.1%	4,950
Mortgage Line of Credit		2.7%	631
Financial Consulting		12.5%	2,934
Financial Services		11.5%	2,692
Safe Deposit Box Rental		4.7%	1,102
Obtain New Credit Card		1.7%	390
Payday Loan or Check Cashing Business		0.3%	61
Use Vehicle Title Loan Company		0.3%	78
None of the above / Does not apply		35.2%	8,281

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

Value		Percent	Responses
Annuities		3.0%	698
Certificates of Deposit		6.6%	1,547
City or State Bonds		1.8%	424
Collectibles, Antiques or Art		1.1%	263
Common or Preferred Stock		9.8%	2,299
Corporate Bonds or Debentures		2.2%	518
401(k)		16.6%	3,908
Gold or Precious Metals		1.5%	361
IRA		11.3%	2,648
Money Market Funds		9.2%	2,171
Mutual Funds		12.5%	2,925
Non-US Stocks		1.9%	456
Options		0.7%	160
US Savings Bonds		1.2%	293
US Treasury Notes		1.4%	318
Coins or Stamps		1.5%	356
None of the above / Does not apply		61.9%	14,533

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












Value		Percent	Responses
Agriculture Loan		0.2%	41
Business Equipment Loan		0.5%	106
Carpeting or Furniture Loan		0.2%	49
College Expenses Loan		0.6%	147
College Tuition Loan		1.5%	360
Debt Consolidation Loan		1.4%	337
Medical Expenses Loan		0.2%	46
New Vehicle Loan		2.1%	496
Used Vehicle Loan		2.2%	528
Vacation or Travel Loan		0.1%	34
Wedding Loan		0.1%	20
None of the above / Does not apply		92.8%	21,806

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

Value		Percent	Responses
Athletic Apparel		22.5%	5,297
Nail Polish		7.7%	1,808
Eyewear or Sunglasses		20.9%	4,902
Handbags		6.8%	1,590
Hats		4.2%	998
Intimate Apparel		10.0%	2,353
Jewelry or Accessories		5.8%	1,360
Perfume		4.2%	975
Men's Apparel		26.4%	6,196
Men's Shoes		17.3%	4,062
Men's Underwear		14.3%	3,353
Women's Apparel		42.8%	10,056
Women's Pajamas or Sleepwear		10.5%	2,471
Women's Shoes		28.4%	6,668
Women's Underwear		18.8%	4,405
Socks		16.8%	3,938
Outerwear		4.9%	1,142
None of the above / Does not apply		29.9%	7,026
Coats		2.4%	560
Watches		2.0%	467
Luggage or Bags		1.7%	391

Value		Percent	Responses
Scarves		1.7%	409
Uniforms		1.3%	305
Western Clothing		1.6%	365








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

Value		Percent	Responses
Children's Sweaters		1.4%	331
Children's Pants		5.7%	1,349
Children's T-Shirts		8.7%	2,043
Children's Dresses		4.1%	969
Children's Pajamas or Sleepwear		5.3%	1,241
Children's Socks		4.7%	1,093
Children's Shorts		8.2%	1,927
Infant Clothing		4.7%	1,110
Children's School Uniform		0.7%	170
Children's Athletic Clothing		5.6%	1,317
None of the above / Does not apply		84.6%	19,880

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

Value		Percent	Responses
Athletic & Outdoor Shoes (Men's)		24.3%	5,716
Boots (Men's)		2.5%	577
Cowboy Boots (Men's)		0.7%	175
Work & Safety (Men's)		2.9%	672
Sneakers		13.7%	3,211
Classic & Fashion Sneakers (Women's)		9.2%	2,162
Work & Safety (Women's)		1.7%	398
Cowboy Boots (Women's)		0.7%	165
Athletic & Outdoor Shoes (Women's)		27.6%	6,491
Athletic & Outdoor Shoes (Children's)		6.6%	1,557
Cowboy Boots (Children's)		0.2%	55
None of the above / Does not apply		49.2%	11,564

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

Value		Percent	Responses
Have Clothing Altered, Tailored or Mended		9.1%	2,140
Have Clothing Dry Cleaned		21.5%	5,061
Have Shoes Repaired		5.4%	1,264
Rent or Purchase a Costume		0.2%	55
Wash Clothing at a Laundromat		3.3%	780
Purchase Custom Made Clothing Items		0.6%	132
None of the above / Does not apply		70.3%	16,509






















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

Value		Percent	Responses
Bicycle or Mountain Bike (Adult)		3.5%	827
Bicycle Tune-Up or Repair		7.7%	1,806
Camping or Hiking Equipment		5.5%	1,282
Exercise or Fitness Equipment		6.1%	1,442
Fishing Rods or Reels		3.6%	842
Fishing Bait or Attractant		7.3%	1,718
Fishing Accessories		9.0%	2,114
Golf Clubs or Equipment		5.7%	1,336
Ammunition		9.4%	2,198
Swimming Gear		4.6%	1,083
Hand Gun		3.9%	907
None of the above / Does not apply		62.9%	14,776
Archery Equipment		1.0%	238
High End Bicycle		0.4%	89
Bicycle Rental		0.7%	156
Hunting Gear		1.4%	329
Running or Jogging Equipment		2.6%	605
Soccer Equipment		0.8%	194
Sports Equipment (Children)		1.7%	401
Trampoline		0.4%	103
Trophies or Plaques		0.2%	44
Weight Lifting Equipment		2.5%	596























Value		Percent	Responses
Used Sporting Equipment		1.1%	266
Rifle		1.7%	397
Shotgun		1.6%	374











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

Value		Percent	Responses
Bark Dust or Mulch		33.7%	7,911
Bedding Flowers or Perennials		47.5%	11,170
Fertilizer		29.4%	6,901
Flower Pots		18.6%	4,361
Garden Ornaments		6.9%	1,620
Gravel or Rock		10.9%	2,553
Hand Garden Tools		9.7%	2,289
Landscaping		11.6%	2,726
Indoor Garden Supplies		3.3%	772
Decorative Rock		7.1%	1,673
Lawn Seed, Turf or Sod		8.8%	2,061
Outdoor Furniture		5.7%	1,334
Outdoor Grill		3.7%	872
Patio Furniture		5.2%	1,211
Propane		15.4%	3,616
Shrubbery or Trees		10.1%	2,381
Stone (Cast, Crushed or Natural)		3.2%	743
Insect or Fungus Control Products		10.4%	2,452
None of the above / Does not apply		25.9%	6,091
Chainsaw		1.1%	260
Fountains		1.5%	356
Gate		1.4%	320























Value		Percent	Responses
Gazebo		0.5%	122
Insects (Bees or Other Beneficial Species)		1.8%	413
Outdoor Fireplace or Fire Pit		2.2%	525
Patio Heater		0.6%	137
Outdoor Infrared Heater or Fireplace		0.4%	85
Outdoor Smoker		0.6%	143
Outdoor Kitchen Equipment		0.5%	109
Outdoor Entertainment Center		0.3%	68
Patio Cover, Awning or Canopy		2.0%	462
Pole Shed		0.3%	78
Portable Outdoor Heater		0.3%	72
Power Garden Tools		1.3%	317
Lawn Mower (Push)		2.3%	535
Lawn Mower (Riding)		0.8%	185
Rototiller		0.5%	110
Screen Porch		0.6%	147
Storage Shed		2.1%	484
Leaf Blower		1.3%	299
Outdoor Garden Flags		2.1%	492
Snow Blower		0.2%	50
Greenhouse		0.8%	191











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

Value		Percent	Responses
Any Pet-Related Products or Services		13.5%	3,167
Bird Seed		15.2%	3,563
Cat Food		25.2%	5,931
Dog Food		34.3%	8,068
Fish Food		3.2%	760
Specialized Pet Food		4.3%	1,003
Other Pet Food		5.0%	1,169
Pet Accessories		7.8%	1,833
Pet Toys		11.3%	2,658
Annual Pet Vaccinations		21.6%	5,086
Annual Pet Checkups		20.4%	4,785
Adopt or Rescue a Pet		3.7%	866
Purchase Pet Medication		9.2%	2,155
None of the above / Does not apply		40.5%	9,522
Pet Clothing		0.9%	211
Pet Enclosure		0.4%	103
Aquarium or Tank		0.5%	129
Fish Supplies		1.9%	437
Disease Diagnosis		0.7%	153
Pet Travel Cage		0.4%	100
Pet Travel Accessories		0.4%	93
Cremation or Burial Services		0.3%	77

Value		Percent	Responses
Purchase a Pet		0.9%	214
Holistic or Alternative Pet Care		0.5%	116
Board a Pet Overnight		2.9%	679
Pet Tracking Device		0.4%	89
Pet Dental Care		2.8%	649
Animal Training Classes		1.9%	443
Hemp Based Pet Supplements		0.9%	200
THC Based Pet Supplements		0.5%	117
Holistic or Alternative Pet Supplements		0.6%	144
Anti Anxiety or Stress Pet Medication for Holidays		1.1%	266

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

Value		Percent	Responses
Add or Replace Deck		3.3%	767
Add a Fence or Wall Structure		5.8%	1,357
Remodel Bathroom		5.5%	1,287
General Remodeling		4.6%	1,074
Replace Carpet		4.2%	987
Replace Flooring		5.4%	1,266
Replace Windows		3.1%	724
None of the above / Does not apply		69.1%	16,239
Add a Room		0.4%	98
Add a Home Office		0.6%	139
Remodel Kitchen		2.6%	618
Cabinet Refacing or Resurfacing		2.0%	459
Refinish Bathtub		0.9%	211
Install a Glass Shower		1.4%	333
Remodel or Finish Basement Living Area		0.8%	181
Replace Garage Door		1.0%	246
Build a Garage		0.5%	109
Build Out-Building		0.6%	150
Build a Storage Shed		2.0%	472
Have Furniture Restored		1.5%	343
Switch from Gas to Electric		0.1%	31
Switch from Electric to Gas		0.3%	68






















Value		Percent	Responses
Install a Stair Lift		0.2%	43
Install "Aging In Place" Products		0.8%	195
Install a Solar Energy System		0.5%	125
Install Security or Monitoring System		0.8%	189
Resurface or Build New Driveway		1.9%	443
Stone or Marble Work (Bathroom or Kitchen)		0.8%	193
Sealcoating		2.2%	512
Asphalt Repair		1.5%	352
Asphalt Resurfacing		1.4%	331
Residential Paving		0.8%	192
Build a "Tiny House"		0.2%	57
Install Handicap Accessible Addition		0.2%	38














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

Value		Percent	Responses
Ceramic Tile		3.8%	882
Decking		4.1%	965
Doors (Exterior)		4.0%	942
Electrical Supplies		3.1%	733
Fencing		6.1%	1,424
Hand Tools		5.4%	1,275
Lighting and Fixtures		5.3%	1,251
Lumber		8.0%	1,868
Paint (Exterior)		10.2%	2,405
Paint (Interior)		16.4%	3,843
Plywood		3.1%	733
Plumbing Supplies		4.4%	1,027
Screen Door		3.5%	811
None of the above / Does not apply		56.2%	13,203
Circular Saw		0.5%	110
Doors (Interior)		2.3%	551
Furnace		0.6%	152
Generator		0.9%	223
Hardwood Products		2.6%	615
Home Security Doorbell Camera		2.1%	505
Kitchen Cabinets		1.7%	407






















Value		Percent	Responses
Lock Sets		1.8%	426
Mill Work		0.9%	221
Molding		2.6%	607
Power Tools		2.0%	472
Rain Gutters		2.3%	544
Roofing (Composition)		1.6%	386
Roofing (Other)		1.2%	275
Security Door		0.6%	146
Security Locks		0.7%	170
Security Window Film		0.2%	41
Siding		1.1%	253
Solar Screen		0.3%	59
Water Softener System or Supplies		2.0%	466
Wet or Dry Vacuum		1.0%	224
Wood Stove or Fireplace		0.5%	113
Window Guards		0.2%	38
Windows (Double-Hung)		1.3%	307
Windows (Casement)		0.9%	206
Windows (Picture)		0.5%	122
Windows (Slider)		1.0%	232
Windows (Bay or Bow)		0.3%	73















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

Value		Percent	Responses
Air Conditioning Repair		5.1%	1,204
Air Duct Cleaning		4.7%	1,103
Appliance Repair		3.2%	762
Carpet Cleaning		10.6%	2,502
Electrical Repair		3.6%	844
Furnace Cleaning		4.5%	1,057
Gardening Services		7.6%	1,785
Handyman Services		12.9%	3,034
Home Repair		4.1%	964
None of the above / Does not apply		54.3%	12,766
Alternative Energy Systems Installation		0.4%	95
Alternative Energy Systems (Service or Repair)		0.3%	69
Blinds Cleaning		1.7%	411
Carpenter or Woodworking		2.6%	607
Chimney Cleaning		2.4%	555
Concrete Repair		2.6%	615
Drywall Installation or Repair		2.3%	532
Electrical Panel Replacement		0.5%	109
Excavation & Wrecking		0.2%	52
Fire & Water Damage Restoration		0.4%	86
Flooring - Ceramic Tile (Installation or Repair)		1.7%	402

Value		Percent	Responses
Flooring - Laminate (Installation or Repair)		2.5%	578
Flooring - Linoleum (Installation or Repair)		0.8%	192
Flooring - Wood (Installation or Repair)		2.3%	544
Flooring - Other (Installation or Repair)		1.8%	431
Foundation Repair		0.9%	206
Furnace Repair		0.8%	183
Furniture Reupholster		0.9%	205
Gutter Installation or Repair		2.3%	551
Heating Repair		0.6%	136
Home Computer Repair		1.2%	291
Home Electronics Repair		0.3%	62
Home Heating Oil or Fuel Service		0.8%	186
Home Remodel		1.8%	424
























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

Value		Percent	Responses
House Cleaning Service		13.1%	3,073
Junk or Yard Waste Removal		7.0%	1,646
Recycle		6.7%	1,565
Landscaping Service		15.3%	3,598
Painting		9.9%	2,332
Pest Control		10.6%	2,497
Plumbing Repair		4.4%	1,042
Pressure Washing		6.1%	1,428
Preventative Home Maintenance		3.1%	719
Trash Removal		7.9%	1,849
Computer Repair		3.8%	889
None of the above / Does not apply		47.2%	11,097
Home Security Service		1.7%	403
Insulation Installation or Maintenance		0.7%	156
Interior Design		0.9%	212
Sell Scrap Metal		1.3%	305
Movers		1.2%	287
Mold Inspection or Removal		0.5%	117
Party Equipment Rental		0.2%	36
Pool Cleaning Service		2.6%	604
Roof Repair		2.5%	578

Value		Percent	Responses
Security System		1.1%	262
Septic Tank Cleaning or Repair		1.8%	430
Siding Replacement		0.7%	175
Snow Removal		0.2%	37
Solar Heating or Power System Installation or Repair		0.4%	92
Stucco or Exterior Coating		0.3%	67
Tool Rental		1.1%	253
Tornado or Storm Shelter Building or Repair		0.0%	11
Water Well Drilling		0.1%	25
Waterproofing		0.5%	122
Window Installation		1.9%	440
Window Tinting for Home		0.2%	48
Yard Equipment Rental		1.2%	291
Mobile or Cell Phone Repair		1.4%	328

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

Value		Percent	Responses
Window Blinds (Venetian or Mini)		3.3%	779
Emergency Preparedness Kit or Supplies		3.2%	750
Batteries (Home or Office)		26.5%	6,224
Candles		8.1%	1,901
Carpeting		3.5%	827
Rugs		4.6%	1,070
Curtains or Drapes		4.9%	1,148
Furniture (Living Room)		4.3%	1,015
Storage Boxes or Tubs		4.4%	1,030
Floral Arrangements		3.4%	798
Picture Frames		3.6%	851
Linens (Bathroom)		3.8%	892
Indoor Flowers		4.7%	1,112
None of the above / Does not apply		51.0%	11,981
Air Conditioning (Buy)		2.4%	559
Awning		1.0%	243
Firewood		1.9%	450
Oriental Carpeting		0.2%	46
Flooring Tile		2.2%	508
Hardwood Flooring		1.6%	377
Rugs (Persian)		0.4%	85

Value		Percent	Responses
Clocks		1.6%	375
Closet System		1.2%	291
Cutlery, Flatware or Silverware		1.2%	291
Ductless Heat Pumps		0.3%	71
Fire Extinguisher		2.4%	565
Fine Art (Paintings, Pottery, Etc.)		1.3%	307
Custom Built Furniture		0.5%	111
Reconditioned Furniture		0.4%	99
Furniture (Bedroom)		2.2%	522
Furniture (Children's)		0.6%	131
Crib		0.2%	49
Furniture (Dining Room)		1.0%	226
Furniture (Home Office)		1.3%	311
Furnace		0.7%	164
Futon		0.4%	87
Safe		0.7%	164
Laminate Flooring		2.5%	580
Hot Tub or Spa (Used)		0.1%	32
Sewing Machine		0.9%	221
Reclining Chair		2.3%	536
Wallpaper		0.6%	138
Signs or Banners		0.5%	127
Hot Tub or Spa (New)		0.5%	121

Value**Percent****Responses**

Linens (Dining Room or Kitchen)



1.5%

345
























Tankless Water Heater



0.9%

223

















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

Value		Percent	Responses
Home Decor or Decorating		5.2%	1,221
Linens (Bedroom)		6.3%	1,476
Window Coverings		3.0%	713
None of the above / Does not apply		76.1%	17,883
Gas Burning Freestanding Stoves		0.2%	45
Water Purification System (Drinking)		0.7%	174
Solar Water Heater		0.2%	44
Latex Mattress		0.2%	49
Innerspring Mattress		2.3%	543
Pillow Top Mattress		1.8%	425
Foam Mattress		1.6%	385
Memory Foam Mattress		1.9%	445
Gel Mattress		0.7%	168
Twin Size Bed		0.7%	156
Queen Size Bed		2.2%	523
King Size Bed		1.8%	428
Water Heater		1.3%	314
Smoke Alarm or Detector		2.0%	460
Remote Home Monitoring Video Camera		0.9%	211
Shutters		0.8%	179
Reclaimed Wood Furniture		0.3%	64
Patriotic Flags		2.4%	556
Sports Team Flags		0.7%	156

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














Value		Percent	Responses
Paintings		3.4%	793
Fine Art		1.6%	370
Photographs		3.5%	811
Pottery		2.0%	465
Blown Glass		1.1%	255
Stone Carvings		0.4%	85
Sculpture		0.7%	161
Artistic Wall Decor		3.7%	865
Wood Carvings		0.6%	138
Poster Art		1.3%	296
Religious Art		0.7%	166
Stained Glass		0.8%	190
Ceramics		1.2%	285
Metal Work Art		1.3%	295
Music Memorabilia		0.7%	168
Movie Memorabilia		0.5%	119
None of the above / Does not apply		88.0%	20,682

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























Value		Percent	Responses
Refrigerator		3.0%	699
Portable Dishwasher		0.1%	32
Dishwasher		2.9%	687
Freezer		1.2%	281
Range		2.2%	515
Range Hood		1.1%	250
Wall Oven		0.6%	146
Washer		2.0%	481
Dryer		1.8%	417
Blender		1.6%	373
Instant Pot		1.8%	424
Microwave		2.9%	692
Window Air Conditioner		1.0%	238
Coffee or Espresso Machine		3.3%	779
Vacuum Cleaner		2.5%	591
None of the above / Does not apply		81.7%	19,191















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

Value		Percent	Responses
Battery		3.7%	872
Tires		7.0%	1,646
Wiper Blades		13.6%	3,198
None of the above / Does not apply		72.0%	16,920
Aftermarket Products		2.5%	582
Canopy		0.2%	47
Child Car Seat		0.6%	152
Floor Mats		2.7%	642
Grill Guard		0.2%	48
Ground Effects		0.1%	19
Lights		1.3%	296
Mirror(s)		0.3%	72
Motorcycle Accessories		0.7%	172
Motorcycle Parts		0.9%	223
Performance Parts		0.6%	134
RV Accessories or Supplies		1.9%	439
Roof Rack (For Bike, Kayak, Etc.)		0.5%	113
Roof Rack (Luggage or Equipment Container)		0.3%	60
Running Boards		0.2%	58
Seat Covers		1.6%	382
Spoiler		0.0%	10
Step Bar		0.2%	39























Value		Percent	Responses
Stereo System (Auto, Car or Truck)		0.4%	89
Tool Box		0.2%	40
Trailer Hitch		0.6%	148
Truck Bed Liner		0.2%	41
Visor		0.1%	29
Wheels or Rims		0.5%	113
Winch		0.1%	30
Window Tinting Equipment (Auto)		0.4%	84
Cargo Trailer (Vehicle Hauler)		0.1%	18
Cargo Trailer (Flat)		0.1%	34
Cargo Trailer (Motorcycle)		0.1%	15
Cargo Trailer (Boat)		0.1%	17
Cargo Trailer (Box)		0.2%	41

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

Value		Percent	Responses
30,000 Mile Service		6.3%	1,481
60,000 Mile Service		6.7%	1,565
100,000 Mile Service		5.3%	1,254
Auto Detailing		5.3%	1,234
Auto Repair (General)		5.2%	1,233
Alignment		3.7%	878
Brake Replacement, Adjustment		3.4%	806
Car Wash		39.5%	9,268
Gas or Service Station Services		14.5%	3,410
Oil Change or Lube		40.1%	9,411
Preventative Maintenance		12.8%	3,003
Safety Inspection		4.8%	1,125
Tire Mounting or Installation		4.4%	1,028
Tune-Up		6.2%	1,465
Windshield or Glass Repair		3.3%	784
None of the above / Does not apply		27.4%	6,432
Auto Warranty Work (Work Covered by Warranty)		2.5%	581
Body Work		2.7%	644
Car Rental		1.0%	242
DEQ Inspection		0.4%	89
Electrical Repair		0.6%	147
Upgrade of Car for Smartphone, Hands-Free Device, etc.		0.5%	116

Value		Percent	Responses
Motor Repair or Replacement		0.4%	85
Motorcycle Repair		0.5%	127
Muffler		0.4%	99
Painting		0.7%	170
RV Maintenance or Service		1.4%	321
Shocks		0.9%	209
Smog Check		1.0%	229
Stereo Installation		0.4%	94
Transmission or Clutch Repair		0.5%	122
Upholstery Repair		0.7%	171
Vehicle Air Conditioning Repair		1.0%	230
Vehicle Storage		0.4%	87
Vehicle Towing		0.2%	57
Windshield or Window Tinting		0.8%	193














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

Value		Percent	Responses
AutoTrader.com		8.0%	1,885
CarFax		11.2%	2,626
CarGurus.com		5.7%	1,346
CarMax.com		7.6%	1,775
Cars.com		6.0%	1,403
Craigslist Auto		5.7%	1,340
KBB.com		6.1%	1,425
Edmunds.com		7.3%	1,717
Local Dealer Site		35.8%	8,418
Other Local Website		4.1%	963
None of the above / Does not apply		50.9%	11,951
Yahoo! Autos		0.2%	58
Automotive.com		0.7%	172
Autoblog.com		0.3%	70
CarsDirect.com		1.1%	270
eBay Motors		1.2%	281
Facebook Dealer Page		2.0%	472
MotorTrend.com		1.4%	325
UsedCars.com		2.1%	505
Local TV Site		0.8%	181
Local Radio Site		0.4%	89
The Car Connection		0.4%	87


















80. Which of the following PERSONAL CARE PRODUCTS and SERVICES do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Bath and Body Products		35.4%	8,324
Beauty Products		26.3%	6,171
Cosmetics		29.8%	7,002
Babysitting		1.1%	249
Hair Care Products		43.7%	10,272
Hair Coloring		26.8%	6,300
Hair Cut		69.5%	16,325
Manicure		20.8%	4,891
Massage Therapy		15.2%	3,564
Pedicure		28.1%	6,609
None of the above / Does not apply		14.2%	3,339




















81. Which of the following ENTERTAINMENT PRODUCTS do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Books (New)		37.0%	8,688
Books (Used)		22.7%	5,334
Books (Children's)		8.7%	2,050
Board Games		9.1%	2,131
Lottery Ticket		20.9%	4,918
Collectibles		2.8%	657
Comics		1.4%	338
Graphic Novels		1.6%	379
Computer Games		5.4%	1,261
Magazines		19.2%	4,515
Toys		5.9%	1,388
Video Console Games		4.2%	989
None of the above / Does not apply		34.4%	8,084











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

Value		Percent	Responses
Gems, Rocks & Minerals		1.6%	386
Ceramics and Pottery		1.7%	391
Collectables		2.4%	568
Comic Books and Related Collectables		1.1%	250
Do-It-Yourself (DIY)		12.6%	2,969
Games or Puzzles		14.8%	3,475
Beer Brewing Supplies		1.5%	349
Wine Making Supplies		0.7%	166
Jewelry Making Supplies or Beads		2.7%	635
Knitting		6.3%	1,491
Making Arts and Crafts		8.0%	1,887
Paper Crafts		3.2%	751
Quilting		4.7%	1,095
Scrapbooking		2.8%	657
Toy Collecting		0.6%	131
Trains, Plane & Car Model Kits		1.6%	387
None of the above / Does not apply		61.3%	14,399

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

Value		Percent	Responses
Attend Online College or University (Full Time)		3.5%	811
Attend Online College or University (Part Time)		2.3%	546
Attend Online Graduate School		1.1%	253
Attend Online Classes at Community College		2.6%	611
Learning Center		0.6%	152
Online Trade School		0.2%	54
Online Continuing Education Courses		5.2%	1,211
Online Professional Certification or Accreditation Courses		2.7%	625
Online Language Lessons (Adult)		2.8%	664
Online Music Lessons (Adult)		1.5%	348
Attend Paid Online Lecture, Seminar or Special Class		3.2%	749
Online Real Estate Classes		0.7%	161
Online Child Education or Tutoring		1.9%	453
Online Music lessons (Child)		0.7%	158
Online Language Lessons (Child)		0.3%	76
Change Online School		0.1%	21
Attend an Online Religion Based School		0.5%	119
Attend an Online Local Workshop		3.0%	702
None of the above / Does not apply		78.5%	18,451

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

Value		Percent	Responses
Brushes		6.6%	1,540
Oil paints		2.1%	491
Acrylic Paints		7.7%	1,814
Markers		4.8%	1,120
Specialty Paper		5.2%	1,215
Fabric Craft Supplies		7.7%	1,816
Beads		2.6%	604
Art Pencils and Pens		6.9%	1,615
Scrapbooking Supplies		3.1%	728
None of the above / Does not apply		77.5%	18,203























85. Which of the following MUSICAL INSTRUMENTS do you or someone in your household plan to purchase in the NEXT 3 MONTHS? (Check all that apply.)










Value		Percent	Responses
Bass Guitar		0.3%	77
Clarinet		0.1%	24
Drums		0.4%	95
Flute		0.2%	42
Acoustic Guitar		1.1%	260
Electric Guitar		0.5%	117
Electric Keyboard		0.5%	116
Piano		0.5%	127
Piano (High End)		0.1%	15
Trombone		0.1%	20
Trumpet		0.1%	32
Violin		0.2%	53
None of the above / Does not apply		97.0%	22,783

86. Which of the following varieties of restaurant food do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)













Value		Percent	Responses
Greek		14.0%	3,288
French		5.7%	1,349
Asian		35.2%	8,266
German		6.2%	1,464
American (New)		32.1%	7,549
Italian		50.3%	11,818
Cajun or Creole		7.5%	1,755
Indian		10.7%	2,524
Chinese		43.6%	10,242
American (Traditional)		64.0%	15,025
Thai		23.3%	5,484
Middle Eastern		7.8%	1,832
Japanese		15.4%	3,623
Mexican		55.5%	13,045
Vietnamese		8.7%	2,041
Southern		13.4%	3,152
Tex-Mex		19.4%	4,557
Spanish		7.1%	1,679
Mediterranean		16.9%	3,973
None of the above / Does not apply		14.9%	3,494

87. Which of the following types of restaurant foods do you and your family members plan to eat in the NEXT 30 days? (Check all that apply.)












Value		Percent	Responses
Hot Dogs		14.7%	3,446
Fish & Chips		21.9%	5,145
Golf Course Restaurant, Bar or Snack Bar		6.0%	1,407
Barbeque		29.6%	6,962
Deli		25.1%	5,894
Breakfast or Brunch		35.0%	8,229
Appetizers		28.8%	6,775
Dessert		19.2%	4,521
Chicken Wings		17.4%	4,077
Hamburgers		50.9%	11,954
Chicken		39.1%	9,181
Frozen Yogurt		8.4%	1,965
Live or Raw food		3.2%	747
Tapas or Small Plates		6.6%	1,557
Theme Restaurants		4.5%	1,049
Soup		22.1%	5,187
Salad		35.9%	8,425
Pizza (Dine In)		11.4%	2,668
Pizza (Delivery)		23.3%	5,481
Steak		24.5%	5,755
Juice or Smoothies		8.9%	2,102
Sandwiches		40.4%	9,493

Value		Percent	Responses
Pizza (Carry Out)		48.1%	11,294
Pizza (Take & Bake)		14.6%	3,431
Seafood		32.3%	7,597
Vegan		3.1%	717
Steakhouse		16.8%	3,938
Sushi		13.8%	3,252
Vegetarian		7.2%	1,692
Pho		7.1%	1,679
None of the above / Does not apply		14.4%	3,380







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

Value		Percent	Responses
Purchase Home in Senior Housing Community		0.3%	79
Purchase Commercial or Business Property		0.3%	62
Purchase Condominium or Townhouse		0.6%	138
Purchase Manufactured or Modular Home		0.2%	56
Purchase Investment Property		0.9%	213
Purchase Personal Residence		1.8%	430
Purchase Custom Built Home		0.4%	104
Purchase Residential Real Estate at an Auction		0.2%	42
Purchase Land or Agricultural Property		0.5%	118
Purchase Vacation Property		0.4%	88
Purchase Other		0.3%	64
None of the above / Does not apply		95.7%	22,472










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

Value		Percent	Responses
Sell Home in Senior Housing Community		0.1%	22
Sell Personal Residence		2.5%	597
Sell Vacation Property		0.6%	143
Sell Condominium or Townhouse		0.4%	101
Sell Investment Property		1.0%	233
Sell Land or Agricultural Property		0.8%	190
Sell Commercial or Business Property		0.3%	75
Sell Manufactured or Modular Home		0.2%	41
Plan to Sell Home in Master-Planned Community		0.2%	36
Sell Other		0.7%	154
None of the above / Does not apply		94.0%	22,088







90. Since you answered "Purchase Personal Residence", what type of residence are you considering for purchase? (Check all that apply.)

Value		Percent	Responses
New home in master planned community; new development		19.3%	83
New home, but outside of development		20.2%	87
New home that I will have contractor build		12.3%	53
Existing home less than 10 years old		49.2%	212
Existing home more than 10 years old		64.5%	278
Other		5.1%	22











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

Value		Percent	Responses
Rent New Apartment		1.5%	347
Rent House (Residence)		2.4%	560
Rent Manufactured or Modular Home		0.2%	53
Rent or Lease Commercial Property		0.3%	77
Rent Agricultural Land		0.2%	48
Rent Subsidized Housing		0.4%	83
Rent Condo/Townhouse		1.5%	341
Rent Section 8 Housing		0.3%	77
None of the above / Does not apply		94.7%	22,251

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

Value		Percent	Responses
Use a Realtor to Sell Real Estate		2.9%	693
Use a Realtor to Buy Real Estate		1.9%	438
Use a Realtor to Buy and Sell Real Estate		1.9%	448
Plan to Sell Property Myself		1.2%	283
Use a Real Estate Broker		1.2%	275
None of the above / Does not apply		92.7%	21,776












93. Which of the following types of REAL ESTATE LOANS do you or anyone in your household plan to apply for in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
New Home Loan		1.7%	392
Home Remodel or Renovation Loan		0.7%	162
Business Construction Loan		0.2%	56
Home Construction Loan		0.5%	109
Equity Loan		1.5%	353
Land Loan		0.3%	75
Reverse Mortgage		0.3%	67
Real Estate Loan for existing home		0.8%	181
Refinance Home		4.6%	1,074
None of the above / Does not apply		91.0%	21,372



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

Value	Percent	Responses
Craigslist Homes	2.6%	616
Facebook	2.3%	539
Google	3.5%	824
Auction.com	0.8%	178
Homes & Land	1.7%	411
Homes.com	2.6%	617
HomeFinder	4.4%	1,044
MLS.com	11.4%	2,688
National Real Estate Co. Site	2.4%	565
Local MLS Site	17.9%	4,197
RealEstate.com	4.9%	1,144
Realtor.com	19.3%	4,540
Realty.com	2.6%	604
Redfin	6.7%	1,567
Trulia	9.4%	2,217
Zillow	34.4%	8,073
ZipRealty.com	0.7%	154
None of the above / Does not apply	53.0%	12,459



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

Value		Percent	Responses
Apartments.com		8.9%	2,095
Apartmentguide.com		3.9%	910
Craigslist		6.6%	1,561
Forrent.com		0.6%	148
HomeFinder.com		4.4%	1,040
Hotpads.com		0.7%	172
Rent.com		5.7%	1,335
Sublet.com		0.2%	57
Trulia		6.2%	1,447
Zillow		18.9%	4,434
None of the above / Does not apply		73.0%	17,158

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

Value		Percent	Responses
Yes, have a firm or realtor		72.4%	17,005
No, don't know who to call		27.6%	6,489
			Total: 23,494
















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

Value		Percent	Responses
Yes, have a firm or realtor		72.8%	17,106
No, don't know who to call		27.2%	6,388
			Total: 23,494

98. Which of the following ALCOHOL and TOBACCO purchasing plans do you or members of your household have in the NEXT 3 MONTHS? (Check all that apply.)





Value		Percent	Responses
Imported Beer		18.9%	4,448
Craft Beer		24.2%	5,682
Champagne		8.7%	2,051
Premium Hard Alcohol or Spirits		21.1%	4,950
White Wine		39.2%	9,205
Red Wine		41.9%	9,855
Major Brand Cigarettes		4.7%	1,097
Recreational Marijuana		4.3%	1,012
Marijuana Accessories		1.8%	414
Smokeless Tobacco		1.3%	308
Pipe Tobacco		0.6%	137
Discount Cigarettes		2.3%	541
Discount Hard Alcohol or Spirits		9.1%	2,130
Domestic Beer		27.9%	6,561
Electronic Cigarette Supplies		1.4%	324
Alcoholic Cider		7.7%	1,800
None of the above / Does not apply		28.3%	6,649








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

Value		Percent	Responses
Cannabis Dry Flower/Bud		2.8%	647
Cannabis Edibles		4.1%	968
Cannabis Tinctures		1.4%	323
Cannabis Vaporizers		0.9%	203
Cannabis Cleaning Tools or Supplies		0.3%	64
Cannabis Concentrates		1.2%	283
Cannabis Pre-Rolls		1.1%	252
Organic Cannabis Products		0.9%	215
Cannabis Oil		3.0%	700
Cannabis Beauty & Skin Care Products		1.1%	270
Cannabis Beverages		0.4%	92
Cannabis Chocolates		1.4%	337
Medical Cannabis		2.3%	529
CBD Cannabis		5.8%	1,352
None of the above / Does not apply		86.8%	20,404























100. Which of the following GROCERY and SNACK items do you or the members of your household plan to purchase in the NEXT MONTH? (Check all that apply.)

Value		Percent	Responses
Bulk or Discounted Food Items		24.6%	5,780
Specialty Teas		15.1%	3,551
Specialty Coffee		30.2%	7,096
Gourmet Deli Counter Items		20.4%	4,791
Cookies		43.8%	10,296
Snack Cakes		10.3%	2,415
Potato Chips		52.1%	12,237
Soft Drinks		38.4%	9,018
Energy Drinks		7.0%	1,654
Energy Bars		15.7%	3,696
Noodle Bowls		9.6%	2,267
Cupcakes		8.4%	1,971
Birthday Cake		11.2%	2,634
Beef Jerky or Meat Sticks		10.3%	2,428
Bottled Water		37.7%	8,857
Candy		36.0%	8,463
Fruit		76.6%	18,003
Nuts		56.3%	13,223
Chocolates		43.8%	10,302
Ice cream		56.9%	13,363
Cheese		80.0%	18,788
Artisan Bread		31.9%	7,490








Value		Percent	Responses
Artisan Meats		6.8%	1,606
Sports Drinks		10.1%	2,384
Basic Condiments		44.9%	10,540
Artisan Condiments		5.7%	1,332
Canned Sauces		32.9%	7,722
Cereal		63.5%	14,916
Milk		78.5%	18,448
Chicken		81.9%	19,233
Pork		53.1%	12,487
Beef		67.0%	15,750
Fish		57.2%	13,446
Pasta		66.0%	15,516
Snack Mixes		11.2%	2,643
Vegetables		75.1%	17,650
Olive Oil		50.5%	11,868
Balsamic Vinegar		23.3%	5,477
Frozen Entrees		40.9%	9,615
Eggs		86.3%	20,273
Locally Raised Beef, Pork, Poultry		20.2%	4,747
Locally Grown Fruit and Vegetables		59.8%	14,042
Locally Produced Honey		17.9%	4,211
Organic Food		23.4%	5,501
Pickled Vegetables		12.9%	3,039

Value		Percent	Responses
Artisan Cheese		24.6%	5,789
Alternative "Meat" Products		9.7%	2,269
Sausage		44.5%	10,450
Donuts		17.6%	4,146
Pastries		23.1%	5,437
Game Meats		1.7%	396
None of the above / Does not apply		1.4%	334

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







Value		Percent	Responses
Attend In-Person Religious or Spiritual Services		30.5%	7,154
Attend Online Religious or Spiritual Services		24.0%	5,639
Donate to a Charity		46.7%	10,968
Donate to a Church		35.0%	8,220
Donate to Political Party or Government Representative		16.8%	3,940
Volunteer at Church		16.0%	3,766
Volunteer for Nonprofit Group		19.8%	4,654
Vote in Upcoming Local Elections		46.9%	11,026
Vote in Upcoming State or National Elections		50.9%	11,960
Purchase Season Tickets for Performing Arts		6.9%	1,615
Attend a Holiday Themed Performance		3.0%	706
Community Activity		18.1%	4,257
Support an Organization		17.1%	4,022
Make a Donation		34.8%	8,169
None of the above / Does not apply		14.4%	3,385
Join a New Church		1.2%	277
Donate Vehicle		0.6%	148
Have a Baby		0.4%	97
Get Married		0.4%	99
Retire		1.7%	405
Look into Private Schooling for Children		0.4%	89
Register to Vote		2.5%	583

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



Value		Percent	Responses
Go Touring on a Bicycle		6.2%	1,449
Go Mountain Biking		4.8%	1,123
Go Camping		15.0%	3,518
Go Hiking		28.3%	6,657
Go Fishing		15.9%	3,735
Go Backpacking		4.5%	1,059
None of the above / Does not apply		57.2%	13,430

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



Value		Percent	Responses
Local Business Website		31.4%	7,388
Local Business Blog		4.1%	952
Local Business Email		14.4%	3,378
Snapchat		8.7%	2,052
Instagram		28.2%	6,620
Cinema Ads		5.4%	1,270
Facebook Business Page		12.7%	2,987
Reviews on Yelp! or Google+		16.1%	3,775
YouTube Promo Video		11.0%	2,593
Local Business Text Message		6.3%	1,473
Pandora		17.2%	4,035
Online Yellow Pages		3.4%	796
Google Search		64.1%	15,052
eBay		26.3%	6,183
Spotify		11.3%	2,643
Pinterest		24.6%	5,770
Google+ Local		6.5%	1,522
Clicked on Google Sponsored Ad		12.3%	2,900
LinkedIn		20.7%	4,856
Angie's List		3.4%	810
Craigslist		16.5%	3,865
Bing		11.5%	2,709

Value		Percent	Responses
Twitter		19.0%	4,455
Amazon		83.5%	19,611
None of the above / Does not apply		4.5%	1,050
CitySearch		1.2%	285
Digital Billboard		0.6%	135
Xing		0.1%	22



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

Value		Percent	Responses
Yes		74.5%	17,508
No		25.5%	5,985
			Total: 23,493























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

Value		Percent	Responses
Yes		46.1%	10,834
No		53.9%	12,659
			Total: 23,493

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

Value		Percent	Responses
Yes		40.9%	9,616
No		59.1%	13,877
			Total: 23,493

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		44.8%	10,525
Arts and Entertainment		33.2%	7,791
Automotive - (General)		18.4%	4,333
Automotive - (New Vehicle Dealership)		15.4%	3,618
Automotive - (Used Vehicle Dealership)		10.0%	2,346
Automotive - (Auto Parts store)		10.5%	2,467
Automotive - (Auto Repair business)		7.1%	1,678
Automotive - (Auto Body shop)		4.1%	972
Tire Business		14.2%	3,330
Beauty and Spa Related Businesses		16.3%	3,824
Child Related Businesses		3.2%	761
Community and State Services		22.7%	5,343
Education		12.0%	2,826
Employment Related Businesses		7.6%	1,774
Event Planning and Services		7.3%	1,706
Family Activity Related Businesses		8.8%	2,069
Farm Equipment and Agriculture Businesses		3.9%	914
Financial Services		9.1%	2,135
Fitness Businesses or Providers		6.8%	1,591
General Retail		41.9%	9,839
Grocery / Market		43.1%	10,124
Home and Garden Related Businesses		30.0%	7,052

Value		Percent	Responses
Building Supply/Lumber Business		15.2%	3,568
Home Service Businesses		10.0%	2,358
Home Service Contractors		11.2%	2,633
Hotel and Travel Related Businesses		25.9%	6,086
Local Services		26.1%	6,137
Medical Related Businesses - (General)		13.8%	3,238
Medical Related Businesses - (Chiropractor)		3.0%	697
Medical Related Businesses - (Dentist)		6.2%	1,453
Medical Related Businesses - (Hospital)		3.5%	830
Nightlife Related Businesses		5.9%	1,382
Pet / Animal		23.4%	5,493
Professional Services		14.5%	3,399
Real Estate Service Businesses		4.9%	1,153
Recreation Related Businesses		7.6%	1,792
Restaurant / Bar / Lounge		41.0%	9,641
Senior Related Businesses		8.0%	1,879
Specialty Food and Drink		16.7%	3,921
General Retail - Children's Clothing Store		5.5%	1,292
General Retail - Clothing Accessory Store		11.9%	2,805
General Retail - Computer Store		10.2%	2,403
General Retail - Furniture Store		11.7%	2,748
General Retail - Hardware Store		17.6%	4,124
General Retail - Home Entertainment Store		5.5%	1,290











Value		Percent	Responses
General Retail - Jewelry Store		4.1%	955
General Retail - Major Appliance Store		10.4%	2,434
General Retail - Men's Clothing Store		11.2%	2,621
General Retail - Mobile Phone Store		6.0%	1,405
General Retail - Shoe Store		14.6%	3,424
General Retail - Women's Clothing Store		21.7%	5,104
None of the above / Does not apply		13.6%	3,199
Motorsport Businesses		2.2%	519
General Retail - Farming and Agriculture Business		2.9%	681

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

Value	Percent	Responses
Yes	8.3%	1,947
No	91.7%	21,547

Total: 23,494

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
















Value		Percent	Responses
Get a New Full Time Job		6.0%	1,408
Get a New Part Time Job		5.3%	1,245
Get a Temporary or Seasonal Job		3.7%	861
Use an Employment or Temporary Employment Agency		1.9%	445
Use a Career Counselor		0.5%	116
Get a Second (or Third) Job		2.1%	501
Get First Job after High School		0.4%	102
Get First Job after College		0.8%	182
Apply for Unemployment Benefits		9.3%	2,196
None of the above / Does not apply		81.7%	19,184

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








Value	Percent	Responses
Admin & Clerical	3.7%	865
Customer Service	3.8%	903
Education	3.5%	814
None of the above / Does not apply	80.5%	18,914
Agriculture	0.5%	120
Automotive	0.5%	112
Retail	2.2%	517
Warehouse	1.1%	257
Construction	1.0%	228
Accounting	1.5%	352
Hotel - Hospitality	1.0%	225
Health Care	2.9%	683
Manufacturing	1.0%	237
Entry Level (New Graduate)	0.9%	203
Grocery	1.8%	423
Banking & Finance	1.2%	282
Child Care	0.5%	123
Real Estate	0.7%	158
Insurance	0.5%	119
Legal	0.8%	183
Management	2.6%	620

Value		Percent	Responses
Media		1.1%	261
NonProfit		2.3%	551
Government		2.3%	552
Installation - Maintenance - Repair		0.4%	89
Restaurant - Food Services		1.4%	340
Executive Level		1.5%	342
Engineering		1.0%	238
Sales & Marketing		1.9%	448
Information Technology		1.5%	359
Skilled Labor - Trades		0.9%	220
Transportation		1.1%	256







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

Value		Percent	Responses
Local Business Site		14.8%	3,477
Local Agency Site		8.1%	1,910
Craigslist		5.9%	1,385
Facebook		3.8%	898
Indeed.com		18.7%	4,384
LinkedIn		17.0%	3,987
Monster.com		8.5%	1,992
CareerBuilder		7.3%	1,709
GlassDoor		5.6%	1,324
SimplyHired.com		1.7%	388
AOL Jobs		0.6%	136
SnagAJob.com		0.9%	213
Dice.com		0.6%	148
USAjobs.gov		5.2%	1,218
USAjobs.org		2.2%	520
ZipRecruiter		6.7%	1,580
JobDiagnosis		0.2%	42
TheLadders		1.0%	239
None of the above / Does not apply		63.9%	15,022

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

Value		Percent	Responses
Coupon book		12.4%	2,902
Yellow Pages directory		1.2%	279
Direct mail flyer		12.2%	2,870
Deal program/offer		7.4%	1,749
Facebook business page offer		7.0%	1,651
Billboard advertising		1.2%	278
None of the above / Does not apply		72.5%	17,027

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%	1,025
Read ads and keep them - using one or two		34.1%	8,006
Read ads and keep them - without using any		4.0%	941
Read ads but throw away without using any		24.9%	5,844
Throw ads away unread		29.5%	6,921
Do not receive direct mail or advertisements at home or PO Box		3.2%	757



Total: 23,494

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




Value	Percent	Responses
Yes	90.5%	21,264
No	9.5%	2,230

Total: 23,494

116. Did you vote in the last presidential election?























Value		Percent	Responses
Yes		95.4%	22,412
No		4.6%	1,082
			Total: 23,494

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		18.0%	4,229
No		41.9%	9,854
Does not apply		40.1%	9,411

Total: 23,494

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

Value		Percent	Responses
Arts and Entertainment		4.2%	177
Business Consulting		6.0%	256
Education		6.2%	264
Financial Services		4.6%	194
Health and Medical		9.8%	419
Home Service Businesses		3.6%	155
Local Services		3.3%	141
Real Estate		8.2%	351
Other		31.8%	1,353
Apparel and Accessories		1.5%	63
Automotive		1.8%	78
Beauty and Spa		1.9%	83
Child Related Businesses		0.8%	35
Event Planning and Services		0.7%	30
Family Activity		0.4%	18
Fitness Businesses or Providers		0.5%	23
General Retail		2.4%	101
Grocery and Specialty Food/Drink		1.6%	67
Home and Garden		2.3%	96
Hotel and Travel		1.5%	64
Motorsport Businesses		0.2%	7
Nightlife		0.2%	8

Total: 4,259






















Value		Percent	Responses
Pet / Animal		2.0%	84
Pizza Restaurant Types		0.2%	9
Recreation		1.8%	75
Restaurant / Bar / Lounge		2.1%	89
Sales Training		0.4%	19

Total: 4,259

119. Which of the following are you interested in doing in the NEXT 3 MONTHS to drive your business? (Check all that apply.)










Value		Percent	Responses
Have an ongoing digital marketing campaign		9.0%	383
Use social media for promoting business		19.5%	829
Website optimized for mobile (responsive)		10.3%	437
Ongoing search optimization (SEO, SEM)		5.4%	231
Banner ads		3.6%	154
Cost-per-click ads (CPC, PPC)		3.7%	155
Cost-per-mille ads (CPM)		0.8%	33
Programmatic ads		0.8%	33
Retargeting ads		1.9%	81
Video ads		3.0%	126
Google ads (Adwords)		6.2%	263
Facebook ads		14.1%	600
Sponsored content		1.7%	73
Email advertising		11.7%	495
Site analytics		3.9%	167
Use a Digital Agency		1.5%	63
Digital ads through newspaper		3.0%	128
None of the above/Does not apply		63.8%	2,707

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












Value		Percent	Responses
Business Accounting or CPA		4.2%	179
None of the above / Does not apply		85.8%	3,635
Business Advertising		2.2%	92
Business Financial Consulting		1.1%	45
Business Bottled Water Delivery		0.4%	15
Business Advisory Services		0.4%	19
Business Cellular Phone Service		1.1%	46
Business Computer Consulting		0.9%	38
Business Construction Contractor		0.7%	30
Business Employment Agency		0.3%	13
Business Internet Service Provider		1.6%	67
Business Legal Services or Attorney		1.4%	59
Business Marketing Services		1.7%	74
Business Meetings or Conventions		0.6%	24
Business Moving or Storage		0.3%	12
Business Payroll Services		1.1%	47
Business Printing Services		1.7%	72
Business Realty Services		0.8%	33
Business Recruitment		0.6%	26
Business Security Services		0.4%	18
Business Sign Company Services		0.9%	40

Value		Percent	Responses
Business Staffing or Temp Services		0.7%	28
Selling Small Business		1.0%	41
Business Online Meetings		2.5%	104
Business Bankruptcy		0.4%	18
Business Travel Agency		0.2%	8
Business General Broadcast Media Service		0.2%	10
Business Television Media Service		0.1%	5









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

Value		Percent	Responses
Rent New Office		1.7%	73
Buy New Office		0.6%	25
Add New Locations		1.7%	70
Renovate Existing Facilities		4.0%	168
Construct New Facilities		1.3%	56
Buy or Rent Industrial Space		0.8%	34
Buy or Rent Warehouse space		0.9%	36
Install New Commercial Carpeting		0.5%	20
None of the above / Does not apply		91.2%	3,859








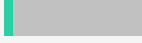



122. Which of the following business automotive purchasing plans does your company have in the NEXT 3 MONTHS? (Check all that apply.)

Value		Percent	Responses
Purchase New Business Automobiles		1.0%	41
Purchase Used Business Automobiles		0.6%	24
Purchase New Business Trucks		1.1%	48
Purchase Used Business Trucks		1.1%	47
Lease New Business Automobiles		1.0%	42
Lease New Business Trucks		0.7%	31
Purchase New Business Delivery Vehicles		0.3%	11
Purchase Used Business Delivery Vehicles		0.3%	12
Purchase New Heavy Duty or Commercial Business Trucks		0.7%	28
Purchase Used Heavy Duty or Commercial Business Trucks		0.6%	26
None of the above / Does not apply		95.2%	4,027

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

Value		Percent	Responses
Business Insurance		2.1%	90
Business Health Insurance		2.2%	95
Business Dental Insurance		1.0%	42
Business 401K or Retirement Program		1.7%	70
Business "Key Man" Insurance		0.7%	29
Business Property Insurance		1.4%	58
Business Commercial Insurance		1.4%	60
None of the above / Does not apply		94.1%	3,983






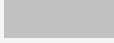
124. Which age brackets do you fall into?

Value		Percent	Responses
18 - 19		0.1%	26
20 - 24		0.4%	94
25 - 30		1.2%	282
31 - 34		1.6%	381
35 - 40		3.0%	716
41 - 45		3.3%	782
46 - 49		3.6%	837
50 - 54		6.7%	1,573
55 - 60		12.3%	2,883
61 - 69		31.2%	7,320
70 or older		36.6%	8,590

Total: 23,484









Avg 65

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

Value		Percent	Responses
Metro / Urban		20.3%	4,770
Small/Mid-Size Town		27.3%	6,416
Suburban		35.2%	8,268
Rural		14.3%	3,349
Vacation community		1.9%	457
Other		1.0%	231

Total: 23,491

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

Value		Percent	Responses
Grade School (8th Grade or Less)		0.1%	19
Some High School (Not Graduate)		0.3%	68
High School Graduate (12th grade)		5.3%	1,256
Vocational or Technical Training		3.5%	823
Some College		16.8%	3,958
College Graduate		29.0%	6,804
Some Post-Graduate Study (No Advanced Degree)		9.6%	2,252
Post-Graduate Degree		35.4%	8,313

Total: 23,493

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

Value		Percent	Responses
Under \$20,000		3.1%	702
\$20,000 - \$24,999		2.3%	520
\$25,000 - \$29,999		2.3%	520
\$30,000 - \$34,999		3.2%	703
\$35,000 - \$39,999		3.2%	718
\$40,000 - \$44,999		3.6%	810
\$45,000 - \$49,999		4.5%	1,013
\$50,000 - \$74,999		19.0%	4,230
\$75,000 - \$99,999		18.4%	4,101
\$100,000 - \$124,999		14.0%	3,131
\$125,000 - \$149,999		8.9%	1,990
\$150,000 - \$200,000		9.6%	2,148
Over \$200,000		7.7%	1,718

Total: 22,304








Avg \$103,056

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

Value		Percent	Responses
American Indian, Eskimo or Alaska native		0.6%	131
Black or African-American		1.9%	452
Asian		1.2%	277
White or Caucasian		87.7%	20,609
Hispanic		2.4%	556
Other		1.1%	256
Prefer not to answer		5.2%	1,210

Total: 23,491

129. Are you...

Value		Percent	Responses
Male		38.4%	9,029
Female		58.7%	13,786
Transgender Male		0.0%	9
Transgender Female		0.0%	6
Gender Variant / Non-conforming		0.1%	22
Other		0.1%	14
Prefer not to answer		2.7%	626

Total: 23,492

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


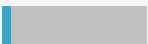



Value	Percent	Responses
Single Family Home	84.0%	19,723
Apartment	6.2%	1,455
Condominium	5.7%	1,350
Mobile Home	1.8%	413
Other	2.3%	551
		Total: 23,492

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

Value		Percent	Responses
Owned		87.3%	20,510
Rented		10.1%	2,369
Occupied Without Payment of Rent		1.2%	276
Other		1.4%	337

Total: 23,492

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

Value		Percent	Responses
None		87.0%	20,439
1		6.3%	1,481
2		4.6%	1,080
3		1.4%	322
4 or more		0.7%	167
			Total: 23,489