



6. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
01%	06%	Under \$25,000
08%	09%	\$25,001 - \$49,999
18%	10%	\$50,000 - \$74,999
24%	12%	\$75,000 - \$99,999
28%	25%	\$100,000 - \$149,999
21%	38%	Over \$150,000

7. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
00%	02%	18 - 20
04%	04%	21 - 24
12%	11%	25 - 34
28%	24%	35 - 44
30%	28%	45 - 54
17%	18%	55 - 64
06%	06%	65 - 74
03%	06%	75 years or older

8. Which of the following products or services do you plan to purchase during the next twelve months?

(% = Positive respondents)

- 15% New Automobile
- 11% Used Automobile
- 15% Antiques / Auctions
- 49% Furniture / Home Furnishings
- 21% Major Home Appliance
- 18% Home Computers
- 46% Home Improvements / Supplies
- 35% Television / Electronics
- 21% Carpet / Flooring
- 64% Automobile Accessories (tires, brakes & service)
- 72% Lawn & Garden
- 55% Florist / Gift Shops
- 54% Home Heating / Air Conditioning (service, new equipment)
- 50% Vacations / Travel
- 04% Real Estate
- 88% Men's Apparel
- 95% Women's Apparel
- 51% Children's Apparel
- 02% Boats / Personal Watercraft
- 32% Art & Crafts Supplies
- 21% Childcare
- 45% Education / Classes
- 19% Attorney
- 20% Veterinarian
- 17% Chiropractor
- 20% Financial Planner (Retirement, Investing)
- 72% Tax Advisor / Services
- 42% Health Club / Exercise Class
- 43% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 10% Weight Loss
- 61% Lawn Care Service (Maintenance & Landscaping)
- 50% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 69% Pharmacist / Prescription Service
- 28% Cellular Phone New/Update Service
- 81% Dining & Entertainment
- 29% Jewelry
- 15% Wedding Supplies
- 51% Athletic & Sports Equipment