



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

Reader Demographics	Market Demographics	
10%	19%	Under \$25,000
31%	28%	\$25,001 - \$49,999
26%	22%	\$50,000 - \$74,999
17%	15%	\$75,000 - \$99,999
12%	11%	\$100,000 - \$149,999
05%	05%	Over \$150,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
03%	11%	Some High School or Less
30%	32%	Graduated High School
30%	21%	Some College
26%	19%	Graduated College
12%	17%	Completed Post Graduate

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

		(% = Positive respondents)
12%	New Automobile	
12%	Used Automobile	
23%	Antiques / Auctions	
46%	Furniture / Home Furnishings	
19%	Major Home Appliance	
15%	Home Computers	
38%	Home Improvements / Supplies	
36%	Television / Electronics	
15%	Carpet / Flooring	
64%	Automobile Accessories (tires, brakes & service)	
61%	Lawn & Garden	
32%	Florist / Gift Shops	
43%	Home Heating / Air Conditioning (service, new equipment)	
45%	Vacations / Travel	
04%	Real Estate	
83%	Men's Apparel	
90%	Women's Apparel	
46%	Children's Apparel	
01%	Boats / Personal Watercraft	
38%	Art & Crafts Supplies	
22%	Childcare	
31%	Education / Classes	
15%	Attorney	
23%	Veterinarian	
15%	Chiropractor	
25%	Financial Planner (Retirement, Investing)	
56%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
31%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
05%	Weight Loss	
36%	Lawn Care Service (Maintenance & Landscaping)	
60%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
76%	Pharmacist / Prescription Service	
20%	Cellular Phone New/Update Service	
78%	Dining & Entertainment	
15%	Jewelry	
07%	Wedding Supplies	
42%	Athletic & Sports Equipment	