

**Reinstatement Audit Period: July 1, 2017 – June 30, 2018**

**The Marketeer**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	48,673 (Print Edition) - Livingston
	Average Net Circulation:	24,238 (Print Edition) - Eastern
Website:	Average Website Unique Users:	1,530
Social Media:	Average Facebook Likes:	825



**2. Publication Information**

Number of Editions:	Two
Format / Average Page Count:	Magazine / 64 Pages
Circulation Cycle:	Monthly
Ownership:	George Moses Company
Year Established:	1974
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	95% Advertising / 5% Editorial
Primary Delivery Methods:	98% Mail / 2% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	22-0010 & 22-0212
DMA/MSA:	Detroit, MI / Detroit--Ann Arbor--Flint, MI
Audit Funded By:	Community Papers of Michigan

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2010
Mechanical Data:	Two (2) columns X 9.75" column depth Full page: 6" wide X 9.75" depth.
Open Rate:	Local: \$660.00 Full Page - \$120.00 1/8 <sup>th</sup> Page National: \$995.00 Full Page - \$185.00 1/8 <sup>th</sup> Page
Insert Open Rate:	\$40.00 per thousand
Classified Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 5 PM

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	George J. Moses	EMAIL: gmoses@georgemosesco.com
Advertising:	George J. Moses	EMAIL: gmoses@georgemosesco.com
Circulation:	George J. Moses	EMAIL: gmoses@georgemosesco.com



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## 5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 22-0212		Monthly	Marketeer - Livingston Edition Brighton, MI
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>48,673</b>
Average Gross Distribution	(5-F)		48,673
Average Net Press Run	(5-A)		48,704
<b>Audit Period Detail</b>			
A. Average Net Press Run			48,704
B. Office / File			31
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			47,464
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			1,209
Total Average Controlled Distribution			48,673
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>48,673</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			48,673
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>48,673</b>

## 5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 22-0010		Monthly	Marketeer - Eastern Edition Brighton, MI
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>24,238</b>
Average Gross Distribution	(5-F)		24,238
Average Net Press Run	(5-A)		24,263
<b>Audit Period Detail</b>			
A. Average Net Press Run			24,263
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			23,711
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			527
Total Average Controlled Distribution			24,238
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>24,238</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			24,238
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>24,238</b>



## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**H. AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

**6A. Audited Average Website Reporting - www.georgemosesco.com**

	Monthly Audit Period Average
Website Unique Users	1,530
Website Sessions	3,225
Website Page Views	9,257
Pages Per Visit	2.87
Average Time Spent on Website	0:01:06

**Explanatory – Website****PARAGRAPH SIX (A)**

**UNIQUE USERS:** A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

**SESSIONS:** The total number of sessions, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.

**PAGE VIEWS:** The transmittal of a full page contained within the website to the user's browser.

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

**6B. Audited Online/Digital Edition Reporting - Not Reported****6C. Mobile App Media**

Media Type	Database Recipients
Mobile App Unique Users	Not Reported
Mobile App Page Views	528

**Explanatory – Text Media****PARAGRAPH SIX (C)**

**UNIQUE USERS:** A unique user to a mobile app where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

**PAGE VIEWS:** The transmittal of a full page contained within the mobile app to the user's screen.

**6D. Social Media**

Social Media Source	Average Media Usage	June 2018
www.facebook.com/TheMarketeerMagazine	825 Likes	850 Likes

**Explanatory – Social Media****PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**6E. Email Media - Not Reported****6F. Video & Podcast Media - Not Reported**

7. Average Print Circulation History – Livingston Edition

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	48,825	48,853	-	-
01/01/17-12/31/17	CVC	48,642	48,475	48,475	48,542
01/01/16-12/31/16	CVC	47,975	47,808	No Reporting	No Reporting
01/01/15-12/31/15	CVC	46,008	47,425	48,477	48,725
01/01/14-12/31/14	CVC	48,475	48,725	48,725	48,725
01/01/13-12/31/13	CVC	46,675	46,775	47,975	48,475
01/01/12-12/31/12	CVC	44,542	46,008	46,675	46,675
01/01/11-12/31/11	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/10-12/31/10	CVC	42,847	42,569	No Reporting	No Reporting
01/01/09-12/31/09	CVC	No Reporting	No Reporting	42,324	42,440
01/01/08-12/31/08	CVC	43,621	42,363	42,072	No Reporting
07/01/06-12/31/07	Prior CVC	-	-	-	-

7A. Average Print Circulation History – Eastern Edition

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	22,725	23,308	23,942	24,225
01/01/16-12/31/16	CVC	22,892	22,725	No Reporting	No Reporting
01/01/15-12/31/15	CVC	22,575	22,642	22,875	22,975
01/01/14-12/31/14	CVC	22,225	22,225	22,225	22,225
01/01/13-12/31/13	CVC	21,975	21,975	21,975	21,975
01/01/12-12/31/12	CVC	21,450	21,950	21,975	21,975
01/01/11-12/31/11	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/10-12/31/10	CVC	19,657	19,681	No Reporting	No Reporting
01/01/09-12/31/09	CVC	No Reporting	No Reporting	18,162	19,594
01/01/08-12/31/08	CVC	17,702	17,650	17,642	No Reporting
07/01/06-12/31/07	Prior CVC	-	-	-	-

8. Distribution by Zip Code (June 2018 Edition) Monthly – Livingston Edition

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
48114	Brighton	Livingston	MI	0	0	7,708	0	7,708
48116	Brighton	Livingston	MI	0	0	12,050	0	12,050
48139	Hamburg	Livingston	MI	0	0	470	0	470
48143	Lakeland	Livingston	MI	0	0	379	0	379
48353	Hartland	Livingston	MI	0	0	2,964	0	2,964
48843	Howell	Livingston	MI	0	0	17,835	0	17,835
48855	Howell	Livingston	MI	0	0	5,979	0	5,979
TOTAL				0	0	47,385	0	47,385

8A. Distribution by Zip Code (June 2018 Edition) Monthly – Eastern Edition

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
48165	New Hudson	Oakland	MI	0	0	3,200	0	3,200
48178	South Lyon	Oakland	MI	0	0	13,077	0	13,077
48189	Whitmore Lake	Washtenaw	MI	0	0	5,717	0	5,717
TOTAL				0	0	21,994	0	21,994

**9. Distribution by County (June 2018 Edition) Monthly – Livingston Edition**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Livingston	Brighton Hamburg Hartland Howell Lakeland	MI	0	0	47,385	0	47,385
TOTAL			0	0	47,385	0	47,385

**9A. Distribution by County (June 2018 Edition) Monthly – Eastern Edition**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Oakland	New Hudson South Lyon	MI	0	0	16,277	0	16,277
Washtenaw	Whitmore Lake	MI	0	0	5,717	0	5,717
TOTAL			0	0	21,994	0	21,994

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

The Marketeer reported an average mail distribution of 71,175 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Marketeer did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

**CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate The Marketeer edition) on a regular basis to substantiate the publisher's distribution claims.**

**CVC verification confirms that 427 of 529 or 80.7% report they regularly read or look through the (appropriate The Marketeer edition).**

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

**11. Verification of Distribution****Controlled Bulk / Demand Distribution / Single Copy**

The Marketeer did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle.

**12. Paid Reporting Analysis – Not Applicable**



### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires June 30, 2020.**

If this report is presented after June 30, 2020 please call the toll-free number listed below.

## The Marketeer - Brighton, MI – 22-0010 &amp; 22-0212 - Supplemental Readership Study

The Circulation Verification Council surveyed The Marketeer readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 427 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 28 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

**• Average estimated readers per edition during the audit period: 1.8**

\*Readership estimates compiled from 2018 CVC circulation & readership study data.

1. The (appropriate The Marketeer edition) is distributed regularly in your area. Do you regularly read or look through the (appropriate The Marketeer edition)?

YES      455      Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate The Marketeer edition)?

YES      359      78.9%

NO      96      21.1%

3. How long do you keep the (appropriate The Marketeer edition) before discarding it?

56%      Two weeks or less

20%      Three weeks

21%      One month

03%      More than one month

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
40%	49% Male Readers
60%	51% Female Readers

5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	04% 18 - 20
02%	05% 21 - 24
13%	13% 25 - 34
23%	17% 35 - 44
24%	24% 45 - 54
24%	19% 55 - 64
11%	11% 65 - 74
03%	05% 75 - 84
<01%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	06% under \$15,000
01%	07% \$15,000 - \$24,999
04%	07% \$25,000 - \$34,999
10%	12% \$35,000 - \$49,999
20%	17% \$50,000 - \$74,999
21%	15% \$75,000 - \$99,999
15%	12% \$100,000 - \$124,999
12%	09% \$125,000 - \$149,999
09%	09% \$150,000 - \$199,999
08%	06% over \$200,000

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

Reader Demographics	Market Demographics
<01%	06% Some High School or Less
19%	25% Graduated High School
39%	36% Some College
30%	22% Graduated College
10%	09% Completed Master Degree
02%	01% Completed Professional Degree
<01%	01% Completed Doctorate Degree



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

16%	New Automobile, Truck or SUV	(% = Positive respondents)
19%	Used Automobile, Truck or SUV	
21%	Antiques / Auctions	
56%	Furniture / Home Furnishings	
29%	Major Home Appliance	
23%	Computers, Tablets or Laptops	
35%	Home Improvements or Home Improvement Supplies	
31%	Television or Electronics	
19%	Carpet or Flooring	
45%	Automobile Accessories (tires, brakes or service)	
33%	Lawn & Garden Supplies	
29%	Florist / Gift Shops	
21%	Home Heating & Air Conditioning (service, new equipment)	
61%	Vacations / Travel	
12%	Real Estate (Sell or purchase)	
71%	Men's Apparel	
79%	Women's Apparel	
40%	Children's Apparel	
02%	Boats or Personal Watercraft	
25%	Art & Crafts Supplies	
13%	Childcare	
19%	Education or Classes	
06%	Attorney	
30%	Veterinarian	
18%	Chiropractor	
35%	Financial Planner (Retirement, Investing)	
41%	Tax Advisor / Tax Services	
35%	Health Club / Exercise Class	
36%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
15%	Weight Loss	
36%	Lawn Care Service (Maintenance & Landscaping)	
25%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
54%	Pharmacist / Prescription Service	
26%	Cell Phone or Smart Phone (New Service or Update Service)	
80%	Dining & Entertainment	
23%	Jewelry	
06%	Wedding Supplies	
29%	Athletic & Sports Equipment	
03%	Motorcycles / ATV's	
63%	Medical Services / Physicians	
30%	Pet Supplies	