

**Audit Period: October 1, 2015 – September 30, 2016**

**Syracuse New Times**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	30,768 (Print Edition)
Website:	Average Website Unique Users:	54,084

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 44 Pages
Circulation Cycle:	Weekly
Ownership:	All Times Publishing, LLC
Year Established:	1969
Publication Type:	Alternative Newsweekly
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	55% Advertising / 45% Editorial
Primary Delivery Methods:	<1% Mail / 100% Controlled Bulk
Annual Mail Subscription Rate:	\$75.00
Insert Zoning Available:	Yes - ZIP Code / County
CVC Member Number:	01-0103
DMA/MSA/CBSA:	Syracuse, NY / Syracuse, NY / Syracuse, NY
Audit Funded By:	Free Community Papers of New York Independent Free Papers of America

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2017
Mechanical Data:	Four (4) columns X 10.62" column depth Full page: 9.04" wide X 10.62" depth.
Open Rate:	Local: \$2,575.00 Full Page - \$130.00 1/16 <sup>th</sup> Page National: \$2,575.00 Full Page - \$130.00 1/16 <sup>th</sup> Page
Insert Open Rate:	\$54.00 per thousand
Classified Rate:	\$10.00 per week; \$2.50 each additional line
Deadline Day & Time:	Thursday by 5 PM

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Bill Brod	EMAIL: billbrod@syracusenewtimes.com
Advertising:	Lesli Mitchell	EMAIL: lmitchell@syracusenewtimes.com
Circulation:	Tom Tartaro	EMAIL: tomtartaro@syracusenewtimes.com



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

CVC Account Number: 01-0103	Wednesday	Syracuse New Times Syracuse, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>30,768</b>
Average Gross Distribution	(5-F)	33,800
Average Net Press Run	(5-A)	33,842
<b>Audit Period Detail</b>		
A. Average Net Press Run		33,842
B. Office / File		42
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		33,642
3. Mail		0
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		151
Total Average Controlled Distribution		33,793
Controlled Returns		(3,032)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>30,761</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		7
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		7
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>7</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		33,800
G. Total Unclaimed / Returns		(3,032)*
<b>H. Average Net Circulation</b>		<b>30,768</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.syracusenewtimes.com**

	Monthly Audit Period Average
Website Unique Users	54,084
Website Sessions	70,661
Percent of New Users	68.72%
Website Page Views	86,826
Pages Per Visit	1.61
Average Time Spent on Website	00:01:36
Bounce Rate	13.11%

**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.

**PERCENT NEW USERS:** The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

**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.

**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

**6B. Audited Online/Digital Edition Reporting - Not Reported**

**6C. Text Media - Not Reported**

**6D. Social Media - Not Reported**

**6E. Email Media - Not Reported**

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

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	30,472	30,513	30,515	-
01/01/15-12/31/15	CVC	32,235	30,754	31,983	31,574
01/01/14-12/31/14	CVC	30,058	31,494	32,048	34,018
01/01/13-12/31/13	CVC	32,077	33,520	33,225	33,607
01/01/12-12/31/12	CVC	33,400	34,552	34,351	33,802
01/01/11-12/31/11	CVC	35,144	36,266	36,160	35,826
01/01/10-12/31/10	CVC	33,318	32,553	34,491	36,100
01/01/09-12/31/09	CVC	32,052	29,369	31,153	31,817
01/01/08-12/31/08	CVC	35,878	35,839	35,930	35,592
01/01/07-12/31/07	CVC	44,696	38,625	39,744	37,778
01/01/06-12/31/06	CVC	39,306	39,568	41,732	39,712
01/01/05-12/31/05	Prior CVC	-	-	-	-



**8. Distribution by Zip Code (9/28/2016 Edition) Wednesday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
13021	Auburn	Cayuga	NY	0	695	0	0	695
13027	Baldwinsville	Onondaga	NY	0	580	0	0	580
13029	Brewerton	Onondaga	NY	0	145	0	0	145
13030	Bridgeport	Onondaga	NY	0	40	0	0	40
13031	Camillus	Onondaga	NY	0	295	0	0	295
13032	Canastota	Madison	NY	0	325	0	0	325
13035	Cazenovia	Madison	NY	0	245	0	0	245
13036	Central Square	Oswego	NY	0	85	0	0	85
13037	Chittenango	Madison	NY	0	215	0	0	215
13039	Cicero	Onondaga	NY	0	710	0	0	710
13041	Clay	Onondaga	NY	0	30	0	0	30
13057	East Syracuse	Onondaga	NY	0	1,285	0	0	1,285
13060	Elbridge	Onondaga	NY	0	100	0	0	100
13066	Fayetteville	Onondaga	NY	0	3,580	0	0	3,580
13069	Fulton	Oswego	NY	0	1,030	0	0	1,030
13078	Jamesville	Onondaga	NY	0	200	0	0	200
13080	Jordan	Onondaga	NY	0	75	0	0	75
13084	LaFayette	Onondaga	NY	0	95	0	0	95
13088	Liverpool	Onondaga	NY	0	1,305	0	0	1,305
13090	Liverpool	Onondaga	NY	0	765	0	0	765
13104	Manlius	Onondaga	NY	0	525	0	0	525
13108	Marcellus	Onondaga	NY	0	215	0	0	215
13116	Minoa	Onondaga	NY	0	35	0	0	35
13120	Nedrow	Onondaga	NY	0	415	0	0	415
13126	Oswego	Oswego	NY	0	1,250	0	0	1,250
13132	Pennellville	Oswego	NY	0	25	0	0	25
13135	Phoenix	Oswego	NY	0	50	0	0	50
13152	Skaneateles	Onondaga	NY	0	490	0	0	490
13157	Sylvan Beach	Oneida	NY	0	95	0	0	95
13159	Tully	Onondaga	NY	0	145	0	0	145
13162	Verona Beach	Oneida	NY	0	50	0	0	50
13163	Wampsville	Madison	NY	0	20	0	0	20
13166	Weedsport	Cayuga	NY	0	445	0	0	445
13202	Syracuse	Onondaga	NY	0	3,296	0	0	3,296
13203	Syracuse	Onondaga	NY	0	995	0	0	995
13204	Syracuse	Onondaga	NY	0	1,905	0	0	1,905
13205	Syracuse	Onondaga	NY	0	860	0	0	860
13206	Syracuse	Onondaga	NY	0	1,415	0	0	1,415
13207	Syracuse	Onondaga	NY	0	200	0	0	200
13208	Syracuse	Onondaga	NY	0	1,110	0	0	1,110
13209	Syracuse	Onondaga	NY	0	490	0	0	490
13210	Syracuse	Onondaga	NY	0	2,800	0	0	2,800
13211	Syracuse	Onondaga	NY	0	275	0	0	275
13212	Syracuse	Onondaga	NY	0	1,438	0	0	1,438
13214	De Witt	Onondaga	NY	0	1,055	0	0	1,055
13215	Syracuse	Onondaga	NY	0	500	0	0	500



**8. Distribution by Zip Code (9/28/2016 Edition) Wednesday (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
13219	Syracuse	Onondaga	NY	0	700	0	0	700
13224	Syracuse	Onondaga	NY	0	475	0	0	475
13244	Syracuse	Onondaga	NY	0	215	0	0	215
13346	Hamilton	Madison	NY	0	50	0	0	50
13421	Oneida	Madison	NY	0	290	0	0	290
13461	Sherrill	Oneida	NY	0	25	0	0	25
13478	Verona	Oneida	NY	0	325	0	0	325
Misc.	Assorted	Assorted	-	0	5	0	0	5
<b>TOTAL</b>				<b>0</b>	<b>33,984</b>	<b>0</b>	<b>0</b>	<b>33,984</b>

**9. Distribution by County (9/28/2016 Edition) Wednesday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cayuga	Auburn Weedsport	NY	0	1,140	0	0	1,140
Madison	Canastota Cazenovia Chittenango Hamilton Oneida Wampsville	NY	0	1,145	0	0	1,145
Oneida	Sherrill Sylvan Beach Verona Verona Beach	NY	0	495	0	0	495
Onondaga	Baldwinsville Brewerton Bridgeport Camillus Cicero Clay De Witt East Syracuse Elbridge Fayetteville Jamesville Jordan LaFayette Liverpool Manlius Marcellus Minoa Nedrow Skaneateles Syracuse Tully	NY	0	28,759	0	0	28,759
Oswego	Central Square Fulton Oswego Pennellville Phoenix	NY	0	2,440	0	0	2,440
Misc.	Assorted	-	0	5	0	0	5
<b>TOTAL</b>			<b>0</b>	<b>33,984</b>	<b>0</b>	<b>0</b>	<b>33,984</b>

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

Syracuse New Times did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

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

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates Syracuse New Times’ claim of 3,032 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**12. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$75.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	7
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A



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### 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 December 31, 2017.**

If this report is presented after December 31, 2017 please call the toll-free number listed below.



**Syracuse New Times - Syracuse, NY - 01-0103 - Supplemental Readership Study**

The Circulation Verification Council surveyed Syracuse New Times 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 three 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 six 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. 0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 287 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 119 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: 2.5**  
\*Readership estimates compiled from 2016 CVC circulation & readership study data.

1. Syracuse New Times is distributed regularly in your area. Do you regularly read or look through Syracuse New Times?

YES	406	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Syracuse New Times?

YES	313	77.1%
NO	93	22.9%

3. How long do you keep Syracuse New Times before discarding it?

29%	1-2 Days
29%	3-4 Days
17%	5-6 Days
25%	1 Week or More

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

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



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	07% 18 - 20
10%	09% 21 - 24
25%	15% 25 - 34
25%	14% 35 - 44
21%	20% 45 - 54
14%	17% 55 - 64
04%	09% 65 - 74
00%	06% 75 - 84
00%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	12% under \$15,000
04%	10% \$15,000 - \$24,999
08%	10% \$25,000 - \$34,999
20%	13% \$35,000 - \$49,999
22%	18% \$50,000 - \$74,999
17%	13% \$75,000 - \$99,999
11%	09% \$100,000 - \$124,999
08%	05% \$125,000 - \$149,999
04%	05% \$150,000 - \$199,999
06%	04% over \$200,000

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

Reader Demographics	Market Demographics
01%	12% Some High School or Less
12%	29% Graduated High School
34%	29% Some College
34%	17% Graduated College
14%	10% Completed Master Degree
03%	02% Completed Professional Degree
02%	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?

- 15% New Automobile, Truck or SUV
- 24% Used Automobile, Truck or SUV
- 15% Antiques or Auctions
- 41% Furniture or Home Furnishings
- 16% Major Home Appliance
- 21% Computers, Tablets or Laptops
- 27% Home Improvements or Home Improvement Supplies
- 34% Television or Electronics
- 17% Carpet or Flooring
- 53% Automobile Accessories (tires, brakes or service)
- 32% Lawn & Garden Supplies
- 25% Florist or Gift Shops
- 20% Home Heating & Air Conditioning (service, new equipment)
- 59% Vacations or Travel
- 11% Real Estate
- 59% Men's Apparel
- 61% Women's Apparel
- 34% Children's Apparel
- 01% Boats or Personal Watercraft
- 21% Art & Crafts Supplies
- 11% Childcare
- 25% Education or Classes
- 06% Attorney
- 25% Veterinarian
- 17% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 52% Tax Advisor or Tax Services
- 36% Health Club or Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 14% Weight Loss
- 24% Lawn Care Service (Maintenance & Landscaping)
- 29% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 56% Pharmacist or Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 81% Dining & Entertainment
- 20% Jewelry
- 07% Wedding Supplies
- 26% Athletic & Sports Equipment
- 05% Motorcycles or ATV's
- 63% Medical / Physicians
- 28% Pet Supplies
- 04% Snowmobiles
- 04% Cosmetic or Elective Surgical Procedures
- 63% Health Spa/Massage/Beauty Salon

(% = Positive respondents)



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