

PUBLICATION AUDIT REPORT

Audit Period: October 1, 2012 - March 31, 2014

Smart Shopper

31 Thompson Road, Unit G

Webster, MA 01570

(508) 943-5300 EMAIL: cmackinney@smartshopperad.com

(508) 943-5320 FAX www.smartshopperad.com

1. Publication Information

Average Net Circulation: 35,625 (Print Edition) **(See Paragraph 7 explanatory)

Number of Editions: Three**

Format / Average Page Count: Magazine / 28 Pages
Circulation Cycle: 2 Weekly, 1 Bi-Weekly***
Circulation Day / Time: Wednesday / by 5 PM

Ownership: Batrock, Inc

Year Established: 2006 Publication Type: Shopper

Content: 98% Advertising / 2% Editorial

Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored

Primary Delivery Methods: 0% Carrier Delivery / 96% Mail / 4% Controlled Bulk

Insert Zoning Available: Yes – ZIP Code / Route

CVC Member Number: 17-0912

DMA/MSA: Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT

Audit Funded By: Community Papers of New England Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: May 1, 2014

Mechanical Data: Four (4) columns x 10-inch column depth

Full page: 7.5" wide X 10" depth.

Open Rate: Local: \$17.00 per column inch (all 3 editions)

National: \$17.00 per column inch (all 3 editions)

Insert Open Rate: \$55.00 per thousand
Classified Rate: \$7.50 for up to 10 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Carol Toomey EMAIL: carol@actionunlimited.com
Advertising: Steve Fleck EMAIL: sfleck@smartshopperad.com
Circulation: Cheri MacKinney EMAIL: cmackinney@smartshopperad.com

4. Circulation Pricing

Smart Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher

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

CVC Account Number: 17-0912	Smart Shopper- Consolidated Webster, MA
Audit Period Summary	
Average Net Circulation (5-H)	35,625
Average Gross Distribution (5-F)	35,625
Average Net Press Run (5-A)	35,700
Audit Period Detail	
A. Average Net Press Run	35,700
B. Office / File	75
C. Controlled Distribution	
1. Carrier Delivery	0
Controlled Bulk Delivery / Demand Distribution	1,376
3. Mail	34,232
4. Restock & Office Service	17
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	35,625
D. Paid Distribution	
1. Carrier Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	0
E. Sponsored / Voluntary Paid Distribution	0
1. Carrier Delivery	0
2. Single Copy	0
3. Mail	0
 Restock & Office Service Other: 	0
TOTAL AVERAGE SPONSORED DISTRIBUTION	0 0
	•
F. Average Gross Distribution G. Unclaimed / Returns	35,625 (0)*
H. Average Net Circulation	35,625





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

CVC Account Number: 17-0333 Wednes	day	Smart Shopper - Auburn Webster, MA
Audit Period Summary		
Average Net Circulation	(5-H)	7,707
Average Gross Distribution	(5-F)	7,707
Average Net Press Run	(5-A)	7,732
Audit Period Detail		
A. Average Net Press Run		7,732
B. Office / File		25
C. Controlled Distribution		
 Carrier Delivery 		0
Controlled Bulk De	livery / Demand Distribution	115
3. Mail		7,592
4. Restock & Office S	ervice	0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		7,707
D. Paid Distribution		
 Carrier Delivery 		0
2. Single Copy		0
3. Mail		0
4. Restock & Office S	ervice	0
5. Other:		0
TOTAL AVERAGE PAID DISTRII		0
E. Sponsored / Voluntary Paid	Distribution	•
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office S	ervice	0
5. Other:	DISTRIBUTION	0
TOTAL AVERAGE SPONSORED	DISTRIBUTION	0
F. Average Gross Distribution		7,707
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		7,707



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

CVC Account Number: 17-0334 Wednes	day	Smart Shopper - Sturbridge Webster, MA
Audit Period Summary		
Average Net Circulation	(5-H)	5,337
Average Gross Distribution	(5-F)	5,337
Average Net Press Run	(5-A)	5,362
Audit Period Detail		
A. Average Net Press Run		5,362
B. Office / File		25
C. Controlled Distribution		
 Carrier Delivery 		0
	elivery / Demand Distribution	517
3. Mail		4,810
Restock & Office S	ervice	10
5. Other:		0
TOTAL AVERAGE CONTROLLE	D DISTRIBUTION	5,337
D. Paid Distribution		
 Carrier Delivery 		0
Single Copy		0
3. Mail		0
Restock & Office S	ervice	0
5. Other:		0
TOTAL AVERAGE PAID DISTRI	BUTION	0
E. Sponsored / Voluntary Paid	l Distribution	
 Carrier Delivery 		0
Single Copy		0
3. Mail		0
Restock & Office S	ervice	0
5. Other:		0
TOTAL AVERAGE SPONSORED	DISTRIBUTION	0
F. Average Gross Distribution		5,337
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		5,337





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

CVC Account Number: 17-0307 Wednes	day	Smart Shopper - Webster Webster, MA
Audit Period Summary		
Average Net Circulation	(5-H)	22,581
Average Gross Distribution	(5-F)	22,581
Average Net Press Run	(5-A)	22,606
Audit Period Detail		
A. Average Net Press Run		22,606
3. Office / File		25
C. Controlled Distribution		
 Carrier Delivery 		0
	elivery / Demand Distribution	744
3. Mail		21,830
Restock & Office S	ervice	7
5. Other:		0
TOTAL AVERAGE CONTROLLE	D DISTRIBUTION	22,581
D. Paid Distribution		
 Carrier Delivery 		0
Single Copy		0
3. Mail		0
Restock & Office S	ervice	0
5. Other:		0
TOTAL AVERAGE PAID DISTRII		0
E. Sponsored / Voluntary Paid	l Distribution	
 Carrier Delivery 		0
Single Copy		0
3. Mail		0
4. Restock & Office S	ervice	0
5. Other:		0
TOTAL AVERAGE SPONSORED	DISTRIBUTION	0
F. Average Gross Distribution		22,581
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		22,581

6A. Audited Average Website Reporting - www.smartshopperad.com

	Monthly Audit Period Average		
Website Unique Visitors	1,116		
Website Page Views	12,232		
Average Time Spent on Website	Not Applicable		

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

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7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

- ** In September 2012, the Smart Shopper expanded to three editions. Paragraph 5 through 5C represent an 18 month average for the period October 1, 2012 March 31, 2014
- *** Effective January 1st, 2014 the Sturbridge edition moved from a weekly distribution cycle to bi-weekly distribution cycle. Distribution areas and averages remained consistent with the previous cycle.

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- 1. NET PRESS RUN: Average net press run 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 5E 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. 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 5E returns.
 - 5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
 - 1. CARRIER DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
 - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
 - 4. 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 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
 - 1. CARRIER DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
- AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. 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)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.

8. Average Print Circulation History - Smart Shopper - (consolidated)

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	35,567	-	-	-
01/01/13-12/31/13	CVC	35,480	35,306	35,525	35,695
01/01/12-12/31/12	CVC	25,541	24,380	38,797	36,246
01/01/11-12/31/11	CVC	22,692	24,632	25,671	25,638
01/01/10-12/31/10	CVC	24,838	24,858	24884	24,861
01/01/09-12/31/09	CVC	24,408	24,519	24,443	24,651
01/01/08-12/31/08	CVC	22,195	22,198	23,703	24,685
04/01/07-12/31/07	CVC	-	18,315	21,732	22,088

8A. Average Print Circulation History - Smart Shopper - Auburn

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	7,708	-	-	-
01/01/13-12/31/13	CVC	7,663	7,657	7,689	7,694
10/01/12-12/31/12	CVC	-	-	-	7,854

8B. Average Print Circulation History - Smart Shopper - Sturbridge

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	5,318	-	-	-
01/01/13-12/31/13	CVC	5,313	5,319	5,344	5,331
10/01/12-12/31/12	CVC	-	-	-	5,419

8C. Average Print Circulation History - Smart Shopper - Webster

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	22,541	-	-	-
01/01/13-12/31/13	CVC	22,504	22,330	22,492	22,670
01/01/12-12/31/12	CVC	25,541	24,380	22,960	22,973
01/01/11-12/31/11	CVC	22,692	24,632	25,671	25,638
01/01/10-12/31/10	CVC	24,838	24,858	24,884	24,861
01/01/09-12/31/09	CVC	24,408	24,519	24,443	24,651
01/01/08-12/31/08	CVC	22,195	22,198	23,703	24,685
04/01/07-12/31/07	CVC	-	18,315	21,732	22,088

9A. Distribution by Zip Code (6/26/2013 Edition) Smart Shopper - Auburn - Wednesday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01501	Auburn	Worcester	0	140	7,568	10	7,718
TOTAL			0	140	7,568	10	7,718

9B. Distribution by Zip Code (6/26/2013 Edition) Smart Shopper - Sturbridge - Wednesday

ZIP	CITY / AREA	COUNTY	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE			DELIVERY	BULK		RESTOCK	
01518	Fiskdale	Worcester	0	100	1,550	4	1,654
01566	Sturbridge	Worcester	0	440	3,269	6	3,715
TOTAL			0	540	4,819	10	5,369



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9C. Distribution by Zip Code (6/26/2013 Edition) Smart Shopper - Webster - Wednesday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01507	Charlton	Worcester	0	50	4,733	0	4,783
01508	Charlton City	Worcester	0	0	455	0	455
01509	Charlton Depot	Worcester	0	0	27	0	27
01537	North Oxford	Worcester	0	10	341	2	353
01540	Oxford	Worcester	0	50	4,100	9	4,159
01570	Webster	Worcester	0	100	7,716	15	7,831
01571	Dudley	Worcester	0	50	4,150	9	4,209
06239	Killingly	Windham	0	100	0	0	100
06241	Killingly	Windham	0	200	0	0	200
Misc.	Assorted	Assorted	0	355	0	0	355
TOTAL			0	915	21,522	35	22,472

10A. Distribution by County (6/26/2013 Edition) Smart Shopper - Auburn - Wednesday

COUNTY	CITY / AREA	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
		DELIVERY	BULK		RESTOCK	
Worcester	Auburn	0	140	7,568	10	7,718
TOTAL		0	140	7,568	10	7,718

10B. Distribution by County (6/26/2013 Edition) Smart Shopper - Sturbridge - Wednesday

COUNTY	CITY / AREA	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
		DELIVERY	BULK		RESTOCK	
Worcester	Fiskdale Sturbridge	0	540	4,819	10	5,369
TOTAL		0	540	4,819	10	5,369

10C. Distribution by County (6/26/2013 Edition) Smart Shopper - Webster - Wednesday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Windham, CT	Killingly	0	300	0	0	300
Worcester, MA	Charlton Charlton City Charlton Depot Dudley North Oxford Oxford Webster	0	260	21,522	35	21,817
Misc.	Assorted	0	355	0	0	355
TOTAL		0	915	21,522	35	22,472





11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Smart Shopper reported an average mail distribution of 34,232 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Smart Shopper did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

- 1. Smart Shopper is distributed regularly in your area. Do you receive Smart Shopper on a regular basis?
- 2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Smart Shopper?

CVC interviews indicate that 392 of 396 households or 99.0% indicated they receive Smart Shopper on a regular basis.

CVC interviews indicate that 309 of 392 or 78.8% indicate they regularly read or look through Smart Shopper.

*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 +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

Smart Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 1,376 copies per edition during the audit cycle.

13. Paid Reporting Analysis

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CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



The current status of this report expires December 31, 2015.

If this report is presented after December 31, 2015 please call the toll-free number listed below.



Smart Shopper - Webster, MA - 17-0912 - Supplemental Readership Study

The Circulation Verification Council interviewed Smart Shopper readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing 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. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership 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 +/-2.5 at the 95% confidence *309 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 controlled bulk, or pass along distribution.

Average readers per edition during the audit period: 1.80*

*Readership estimates compiled from 2014 CVC circulation & readership study data.

1. Smart Shopper is distributed regularly in your area. Does your household regularly receive Smart Shopper?

YES 392 99.0% NO 4 01.0%

2. Do you or someone in your household regularly read or look through Smart Shopper?

YES 309 78.8% NO 83 21.2%

3. Do you frequently purchase products or services from ads seen in Smart Shopper?

YES 245 79.3% NO 64 20.7%

4. How long do you keep Smart Shopper before discarding it?

41% 1-2 Days
38% 3-4 Days
03% 5-6 Days
18% 1 Week or More

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

Reader Market Demographics Demographics 01% 05% 18 - 20 03% 06% 21 - 24 13% 14% 25 - 34 23% 17% 35 - 44 25% 22% 45 - 54 55 - 64 21% 18% 12% 10% 65 - 7409% 75 years or older 02%



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

Reader	warket		
Demographics	Demographics		
08%	17%	Under \$25,000	
23%	20%	\$25,001 - \$49,999	
25%	17%	\$50,000 - \$74,999	
19%	16%	\$75,000 - \$99,999	
19%	19%	\$100,000 - \$149,999	
06%	12%	Over \$150,000	

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

Reduei	iviaiket				
Demographics	Demogr	Demographics			
03%	10%	Some High School or Less			
30%	32%	Graduated High School			
33%	31%	Some College			
23%	18%	Graduated College			
11%	10%	Completed Post Graduate			

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

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    New Automobile (% = Positive respondents)
    Used Automobile
    Antiques / Auctions
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39% Furniture / Home Furnishings

16% Major Home Appliance

20% Home Computers / Tablets / Laptops31% Home Improvements / Supplies

30% Television / Electronics

17% Carpet / Flooring

63% Automobile Accessories (tires, brakes & service)

35% Lawn & Garden27% Florist / Gift Shops

30% Home Heating / Air Conditioning (service, new equipment)

63% Vacations / Travel 06% Real Estate

68% Men's Apparel75% Women's Apparel48% Children's Apparel

02% Boats / Personal Watercraft

14% Art & Crafts Supplies

16% Childcare

28% Education / Classes

05% Attorney29% Veterinarian11% Chiropractor

18% Financial Planner (Retirement, Investing)

57% Tax Advisor / Services29% Health Club / Exercise Class

38% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)

12% Weight Loss

31% Lawn Care Service (Maintenance & Landscaping)

32% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)

73% Pharmacist / Prescription Service

31% Cellular Phone New/Update Service

84% Dining & Entertainment

20% Jewelry

08% Wedding Supplies

27% Athletic & Sports Equipment

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