

15. Which of the following types of specialty shops have you or someone in your household shopped because of an ad in the Catholic Courier in the past 30 days? (Check all that apply)

- | | |
|--|--|
| Antiques/collectibles..... <input type="checkbox"/> | Ice cream parlor..... <input type="checkbox"/> |
| Arts/crafts store..... <input type="checkbox"/> | Jewelry store..... <input type="checkbox"/> |
| Bakery..... <input type="checkbox"/> | Kitchen/bath..... <input type="checkbox"/> |
| Beauty salon/barber..... <input type="checkbox"/> | Musical instrument store..... <input type="checkbox"/> |
| Bookstore..... <input type="checkbox"/> | Nail salon..... <input type="checkbox"/> |
| Caterng..... <input type="checkbox"/> | Party supply store..... <input type="checkbox"/> |
| Fabric store..... <input type="checkbox"/> | Pet store..... <input type="checkbox"/> |
| Fish or seafood market..... <input type="checkbox"/> | Pharmacy..... <input type="checkbox"/> |
| Garden store..... <input type="checkbox"/> | Pizza..... <input type="checkbox"/> |
| Gift shop..... <input type="checkbox"/> | Printing store..... <input type="checkbox"/> |
| Greeting card store..... <input type="checkbox"/> | Record/CD/music store..... <input type="checkbox"/> |
| Health food store..... <input type="checkbox"/> | Video/DVD store - rental..... <input type="checkbox"/> |
| Hobby store..... <input type="checkbox"/> | Wine or liquor store..... <input type="checkbox"/> |
| Home décor/decorating..... <input type="checkbox"/> | None of the above..... <input type="checkbox"/> |

16. Does your household currently subscribe to cable TV or a DSS satellite service? (Check one only)

- | | |
|--|---|
| Cable only..... <input type="checkbox"/> | Cable & satellite..... <input type="checkbox"/> |
| Satellite only..... <input type="checkbox"/> | None of the above..... <input type="checkbox"/> |

17. What do you use the Yellow Pages for? (Check all that apply)

- | | |
|---|---|
| Look up phone numbers..... <input type="checkbox"/> | Sales leads..... <input type="checkbox"/> |
| Get address..... <input type="checkbox"/> | Find a business..... <input type="checkbox"/> |
| Look up zip code..... <input type="checkbox"/> | Look up prefix..... <input type="checkbox"/> |
| Make purchasing decisions..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| | Don't know..... <input type="checkbox"/> |

18. What do you normally do with advertising - other than catalogs - that get delivered to your home? (Check one only)

- | | |
|---|--|
| Throw it away - unread..... <input type="checkbox"/> | Read all or most of it..... <input type="checkbox"/> |
| Open it and glance through it..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |

19. How often do you use coupons when you shop? (Check one only)

- | | |
|--|-------------------------------------|
| All the time..... <input type="checkbox"/> | Never..... <input type="checkbox"/> |
| Sometimes..... <input type="checkbox"/> | |

PURCHASING

20. Which of the following major department or discount stores did you or a member of your household visit in the past 30 days? (Check all that apply)

- | | |
|---|---|
| B.J.'s..... <input type="checkbox"/> | Marshall's..... <input type="checkbox"/> |
| The Bon Ton..... <input type="checkbox"/> | Sam's Club..... <input type="checkbox"/> |
| JC Penney..... <input type="checkbox"/> | Sears..... <input type="checkbox"/> |
| Kaufmann's..... <input type="checkbox"/> | Target..... <input type="checkbox"/> |
| Kmart..... <input type="checkbox"/> | Wal-Mart..... <input type="checkbox"/> |
| Kohl's..... <input type="checkbox"/> | None/does not apply..... <input type="checkbox"/> |
| Lord and Taylor..... <input type="checkbox"/> | |

21. Which of the following shopping areas or malls have you or someone in your household shopped at in the past 30 days? (Check all that apply)

- | | |
|---|--|
| Arnot Mall..... <input type="checkbox"/> | Pyramid Mall..... <input type="checkbox"/> |
| Eastview Mall..... <input type="checkbox"/> | Southtown Plaza..... <input type="checkbox"/> |
| Fairmount Fair..... <input type="checkbox"/> | Town Square Mall..... <input type="checkbox"/> |
| Greece-Ridge Center..... <input type="checkbox"/> | Tn-County Mall..... <input type="checkbox"/> |
| Irondequoit Mall..... <input type="checkbox"/> | Waterloo Premium Outlets..... <input type="checkbox"/> |
| Marketplace Mall..... <input type="checkbox"/> | None/does not apply..... <input type="checkbox"/> |
| Pittsford Plaza..... <input type="checkbox"/> | |

22. Which of the following types of specialty shops have you or someone in your household purchased from in the past 3 months? (Check all that apply)

- | | |
|--|--|
| Antiques/collectibles..... <input type="checkbox"/> | Health food store..... <input type="checkbox"/> |
| Arts/crafts store..... <input type="checkbox"/> | Hobby store..... <input type="checkbox"/> |
| Bakery..... <input type="checkbox"/> | Home décor/decorating..... <input type="checkbox"/> |
| Beauty salon/barber..... <input type="checkbox"/> | Ice cream parlor..... <input type="checkbox"/> |
| Bookstore..... <input type="checkbox"/> | Jewelry store..... <input type="checkbox"/> |
| Butcher shop..... <input type="checkbox"/> | Kitchen/bath..... <input type="checkbox"/> |
| Catering..... <input type="checkbox"/> | Musical instrument store..... <input type="checkbox"/> |
| Coffee/espresso shop..... <input type="checkbox"/> | Nail salon..... <input type="checkbox"/> |
| Convenience store..... <input type="checkbox"/> | Party supply store..... <input type="checkbox"/> |
| Deli or sandwich shop..... <input type="checkbox"/> | Pet kennel..... <input type="checkbox"/> |
| Dry cleaning..... <input type="checkbox"/> | Pet store..... <input type="checkbox"/> |
| Equipment rental..... <input type="checkbox"/> | Pharmacy..... <input type="checkbox"/> |
| Fabric store..... <input type="checkbox"/> | Pizza..... <input type="checkbox"/> |
| Fish or seafood market..... <input type="checkbox"/> | Printing store..... <input type="checkbox"/> |
| Frozen yogurt shop..... <input type="checkbox"/> | Record/CD/music store..... <input type="checkbox"/> |
| Garden store..... <input type="checkbox"/> | Video/DVD store - rental..... <input type="checkbox"/> |
| Gift shop..... <input type="checkbox"/> | Wine or liquor store..... <input type="checkbox"/> |
| Greeting card store..... <input type="checkbox"/> | None of the above..... <input type="checkbox"/> |

23. What is your primary financial institution? (Check one only)

- | | |
|---|---|
| Canandaigua National Bank..... <input type="checkbox"/> | Fleet Bank..... <input type="checkbox"/> |
| Charter One Bank..... <input type="checkbox"/> | HSBC..... <input type="checkbox"/> |
| Chase..... <input type="checkbox"/> | M & T Bank..... <input type="checkbox"/> |
| Citibank..... <input type="checkbox"/> | National Bank of Geneva..... <input type="checkbox"/> |
| ESL..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Family First Credit Union..... <input type="checkbox"/> | |

24. Which grocery store does your household consider as its primary store? (Check one only)

- | | |
|--|--|
| Big M..... <input type="checkbox"/> | Tops..... <input type="checkbox"/> |
| P & C..... <input type="checkbox"/> | Wal-Mart..... <input type="checkbox"/> |
| Save-A-Lot..... <input type="checkbox"/> | Wegmans..... <input type="checkbox"/> |
| Shurfine..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Don't know/do not have primary grocery store..... <input type="checkbox"/> | |

25. Which of the following stores have you or any members of your household shopped for MEN'S, WOMEN'S, CHILDREN'S CLOTHING or SHOES in the last 12 months? (Check all that apply)

- | | |
|---|--|
| Attie's..... <input type="checkbox"/> | Men's Warehouse..... <input type="checkbox"/> |
| Burlington Coat Factory..... <input type="checkbox"/> | S & K..... <input type="checkbox"/> |
| Birkenstock Sandals & Shoes..... <input type="checkbox"/> | Small Wonders..... <input type="checkbox"/> |
| Dexter Shoes..... <input type="checkbox"/> | Syms..... <input type="checkbox"/> |
| DSW..... <input type="checkbox"/> | The Talbot..... <input type="checkbox"/> |
| Grassroots..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Inspiration Designs..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

26. Which of the following stores have you or any members of your household shopped for JEWELRY in the last 12 months? (Check all that apply)

- | | |
|---|--|
| Charisma Jewelers..... <input type="checkbox"/> | Mann's Jewelers..... <input type="checkbox"/> |
| Cornell's..... <input type="checkbox"/> | Reed's Jewelers..... <input type="checkbox"/> |
| The Gem Lab..... <input type="checkbox"/> | The Source..... <input type="checkbox"/> |
| Hentage Jewelers..... <input type="checkbox"/> | Whitehall Jewelers..... <input type="checkbox"/> |
| Kay Jewelers..... <input type="checkbox"/> | Zales Jewelers..... <input type="checkbox"/> |
| Littman Jewelers..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Love's Jewelers..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

27. Which of the following stores have you or any members of your household shopped for FURNITURE or APPLIANCES in the last 12 months? (Check all that apply)

- | | |
|---|--|
| Charlotte Furniture & Appliance..... <input type="checkbox"/> | Raymour & Flanigan..... <input type="checkbox"/> |
| Dining Furniture Center..... <input type="checkbox"/> | Ruby-Gordon..... <input type="checkbox"/> |
| Hoffman's..... <input type="checkbox"/> | Stickley, Audi & Co..... <input type="checkbox"/> |
| Lowe's..... <input type="checkbox"/> | Value City Furniture..... <input type="checkbox"/> |
| Netzman's..... <input type="checkbox"/> | Viking International Furniture..... <input type="checkbox"/> |
| Page Appliance..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Ridge Rattan Furnishings..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

28. Which of the following stores have you or any members of your household shopped for HOME ENTERTAINMENT or COMPUTER EQUIPMENT in the last 12 months? (Check all that apply)

- | | |
|---|--|
| Best Buy..... <input type="checkbox"/> | Sears..... <input type="checkbox"/> |
| Charlotte Furniture & Appliance..... <input type="checkbox"/> | Sound Concept..... <input type="checkbox"/> |
| Circuit City..... <input type="checkbox"/> | Soundworks..... <input type="checkbox"/> |
| Computer City..... <input type="checkbox"/> | Staples..... <input type="checkbox"/> |
| Mac Shack..... <input type="checkbox"/> | The Stereo Shop..... <input type="checkbox"/> |
| Maven Technologies..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Rowe Photographic & Video..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

29. Which of the following DRUG stores have you or any members of your household shopped in the last 12 months? (Check all that apply)

- | | |
|---|---|
| CVS..... <input type="checkbox"/> | Target..... <input type="checkbox"/> |
| Eckerd..... <input type="checkbox"/> | Tops Pharmacies..... <input type="checkbox"/> |
| Kmart..... <input type="checkbox"/> | Value-Rite Pharmacies..... <input type="checkbox"/> |
| Legend Pharmacies..... <input type="checkbox"/> | Wal-Mart..... <input type="checkbox"/> |
| Park Ridge Apothecary..... <input type="checkbox"/> | Wegmans Pharmacies..... <input type="checkbox"/> |
| Rite-Aid..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Southside Apothecary..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

30. Which of the following stores have you or any members of your household shopped for LUMBER/HARDWARE or GARDEN SUPPLIES in the last 12 months? (Check all that apply)

- | | |
|---|---|
| 84 Lumber..... <input type="checkbox"/> | Lowe's..... <input type="checkbox"/> |
| Ace Hardware..... <input type="checkbox"/> | Matthews & Fields..... <input type="checkbox"/> |
| Agway..... <input type="checkbox"/> | Wm Morse..... <input type="checkbox"/> |
| Chase-Pitkin..... <input type="checkbox"/> | Ridge Lumber..... <input type="checkbox"/> |
| The Garden Factory..... <input type="checkbox"/> | Rochester Lumber..... <input type="checkbox"/> |
| Harris Garden Centers..... <input type="checkbox"/> | True Value..... <input type="checkbox"/> |
| Hilltop Market..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Home Depot..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

31. Which of the following stores have you or any members of your household shopped for AUTO PARTS or TIRES in the last 12 months? (Check all that apply)

- | | |
|--|---|
| Advance Auto Supply..... <input type="checkbox"/> | Metro Tire..... <input type="checkbox"/> |
| B.J.'s..... <input type="checkbox"/> | Midtown Tire..... <input type="checkbox"/> |
| Dunn Tire..... <input type="checkbox"/> | Monro Muffler and Brake..... <input type="checkbox"/> |
| Firestone Tire Centers..... <input type="checkbox"/> | Pep Boys..... <input type="checkbox"/> |
| General Tire..... <input type="checkbox"/> | Sears..... <input type="checkbox"/> |
| Goodyear..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| Kost..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

32. Which of the following stores have you or any members of your household shopped for a NEW or USED VEHICLE in the last 12 months? (Check all that apply)

- | | |
|--|---|
| Auto Depot..... <input type="checkbox"/> | Marina Dodge..... <input type="checkbox"/> |
| Jim Barnard..... <input type="checkbox"/> | Marvin..... <input type="checkbox"/> |
| Brockport Ford..... <input type="checkbox"/> | Molye..... <input type="checkbox"/> |
| Cortese..... <input type="checkbox"/> | Joseph Neri..... <input type="checkbox"/> |
| D'Amico..... <input type="checkbox"/> | O'Connor..... <input type="checkbox"/> |
| Daniel's..... <input type="checkbox"/> | Ognibene..... <input type="checkbox"/> |
| Doan..... <input type="checkbox"/> | Ontario Honda..... <input type="checkbox"/> |
| Dorschel..... <input type="checkbox"/> | Patrick..... <input type="checkbox"/> |
| Fairport Ford..... <input type="checkbox"/> | Piehler..... <input type="checkbox"/> |
| Geneva Ford..... <input type="checkbox"/> | Pitts..... <input type="checkbox"/> |
| Genesee Valley..... <input type="checkbox"/> | Shepard Bros..... <input type="checkbox"/> |
| Bob Hastings..... <input type="checkbox"/> | Spurr-Courtesy..... <input type="checkbox"/> |
| Holtz..... <input type="checkbox"/> | Valley Cadillac..... <input type="checkbox"/> |
| Hoselton..... <input type="checkbox"/> | Van Bortel..... <input type="checkbox"/> |
| Dick Ide..... <input type="checkbox"/> | Vision Automotive..... <input type="checkbox"/> |
| Bob Johnson..... <input type="checkbox"/> | Wentworth..... <input type="checkbox"/> |
| LeBrun..... <input type="checkbox"/> | Other..... <input type="checkbox"/> |
| LeRoy..... <input type="checkbox"/> | Have not shopped..... <input type="checkbox"/> |

33. Which of the following vehicle purchasing plans do you or the members of your household have in the next 12 months? (Check all that apply)

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|---|--|
| All terrain vehicle..... <input type="checkbox"/> | Snowmobile..... <input type="checkbox"/> |
| Boat..... <input type="checkbox"/> | Tractor..... <input type="checkbox"/> |
| New car..... <input type="checkbox"/> | Used car..... <input type="checkbox"/> |
| New mini van..... <input type="checkbox"/> | Used mini van..... <input type="checkbox"/> |
| New motorcycle..... <input type="checkbox"/> | Used motorcycle..... <input type="checkbox"/> |
| New recreational vehicle (RV)..... <input type="checkbox"/> | Used recreational vehicle (RV)..... <input type="checkbox"/> |
| New SUV..... <input type="checkbox"/> | Used SUV..... <input type="checkbox"/> |
| New truck..... <input type="checkbox"/> | Used truck..... <input type="checkbox"/> |
| Pickup with camper..... <input type="checkbox"/> | None of the above..... <input type="checkbox"/> |

34. Which of the following real estate plans do you have planned for the next 12 months? (Check all that apply)

- | | |
|--|--|
| Build a new home..... <input type="checkbox"/> | Refinance home..... <input type="checkbox"/> |
| Purchase business property..... <input type="checkbox"/> | Remodel home..... <input type="checkbox"/> |
| Purchase investment property..... <input type="checkbox"/> | Rent new apartment..... <input type="checkbox"/> |
| Purchase manufactured home..... <input type="checkbox"/> | Repair home..... <input type="checkbox"/> |
| Purchase land to build on..... <input type="checkbox"/> | Sell home..... <input type="checkbox"/> |
| Purchase personal residence/home..... <input type="checkbox"/> | Use a realtor..... <input type="checkbox"/> |
| Purchase vacation home..... <input type="checkbox"/> | None of the above..... <input type="checkbox"/> |

35. If you were to buy one only

- | |
|--------------------------|
| Century 21..... |
| Coachman Properties..... |
| Coldwell Banker..... |
| Judy Columbus..... |
| Lampighter Realty..... |
| Nothagle..... |
| Pierson..... |

36. Do you or anyone of these electronic/c months? (Check all

- | |
|----------------------------|
| Computer accessories..... |
| Computer software..... |
| Digital camera..... |
| DVD or VCR..... |
| Home computer..... |
| Home theater..... |
| MP3 or IPOD..... |
| PDA - Personal Data A..... |

37. Which of the folk one in your househ next 12 months? (C

- | |
|---------------------------|
| Auto insurance..... |
| Disability insurance..... |
| Life insurance..... |
| Renter insurance..... |

38. Which of the folk members of your ho rent provider for in tl apply)

- | |
|------------------------------|
| Accountant..... |
| Bank..... |
| Cable TV..... |
| Cellular phone provider..... |
| Computer services..... |
| Day care..... |
| Financial planner..... |
| Florist..... |
| Funeral services..... |
| Interior designer..... |

39. Do you or any me or invest in any of th the next 12 months?

- | |
|--------------------------------|
| Annuities..... |
| Certificates of Deposit..... |
| City or state bonds..... |
| Collectibles/antiques/art..... |
| Common or preferred st..... |
| Corporate bonds/debent..... |
| 401k/403(b)..... |
| Gold/precious metals..... |

40. Which of the follo need or someone in yo months? (Check all tt

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|-------------------------------|
| Bowling equipment..... |
| Camping/hiking equipme..... |
| Exercise/fitness equipme..... |
| Fishing gear..... |
| Golf clubs or equipment..... |
| Hunting gear..... |

41. Which of the follo need or plan to buy ir home? (Check all tha

- | |
|-----------------------------------|
| Air conditioning (buy, major..... |
| Carpeting, floor covering..... |
| Deck..... |
| Fencing..... |
| Furniture..... |
| Furnace..... |
| Generator..... |
| Hot tub or spa..... |
| Kitchen cabinets..... |