

35. If you were to buy or sell a home in the next 12 months, which real estate firm would you use? (Check one only)

- |                     |                          |            |                          |
|---------------------|--------------------------|------------|--------------------------|
| Century 21          | <input type="checkbox"/> | Prudential | <input type="checkbox"/> |
| Coachman Properties | <input type="checkbox"/> | R-house    | <input type="checkbox"/> |
| Coldwell Banker     | <input type="checkbox"/> | Realty USA | <input type="checkbox"/> |
| Judy Columbus       | <input type="checkbox"/> | Re/Max     | <input type="checkbox"/> |
| Lamplighter Realty  | <input type="checkbox"/> | Other      | <input type="checkbox"/> |
| Nothnagle           | <input type="checkbox"/> | Don't know | <input type="checkbox"/> |
| Pierson             | <input type="checkbox"/> |            |                          |

36. Do you or anyone in your household plan to buy any of these electronic/computer items in the next 12 months? (Check all that apply)

- |                               |                          |                                  |                          |
|-------------------------------|--------------------------|----------------------------------|--------------------------|
| Computer accessories          | <input type="checkbox"/> | Pager                            | <input type="checkbox"/> |
| Computer software             | <input type="checkbox"/> | Satellite radio                  | <input type="checkbox"/> |
| Digital camera                | <input type="checkbox"/> | Satellite system                 | <input type="checkbox"/> |
| DVD or VCR                    | <input type="checkbox"/> | Stereo system - home             | <input type="checkbox"/> |
| Home computer                 | <input type="checkbox"/> | Telephone (including cell phone) | <input type="checkbox"/> |
| Home theater                  | <input type="checkbox"/> | Television                       | <input type="checkbox"/> |
| MP3 or IPOD                   | <input type="checkbox"/> | Video camera                     | <input type="checkbox"/> |
| PDA - Personal Data Assistant | <input type="checkbox"/> | None of the above                | <input type="checkbox"/> |

37. Which of the following insurance providers does anyone in your household plan to change or shop for in the next 12 months? (Check all that apply)

- |                      |                          |                            |                          |
|----------------------|--------------------------|----------------------------|--------------------------|
| Auto insurance       | <input type="checkbox"/> | Dental insurance           | <input type="checkbox"/> |
| Disability insurance | <input type="checkbox"/> | Homeowner insurance        | <input type="checkbox"/> |
| Life insurance       | <input type="checkbox"/> | Medical (health) insurance | <input type="checkbox"/> |
| Renter insurance     | <input type="checkbox"/> | None of the above          | <input type="checkbox"/> |

38. Which of the following service providers do you or members of your household plan to buy or change current provider for in the next 12 months? (Check all that apply)

- |                         |                          |                              |                          |
|-------------------------|--------------------------|------------------------------|--------------------------|
| Accountant              | <input type="checkbox"/> | Internet service provider    | <input type="checkbox"/> |
| Bank                    | <input type="checkbox"/> | Lawyer                       | <input type="checkbox"/> |
| Cable TV                | <input type="checkbox"/> | Long distance service        | <input type="checkbox"/> |
| Cellular phone provider | <input type="checkbox"/> | Mortgage broker              | <input type="checkbox"/> |
| Computer services       | <input type="checkbox"/> | Nursing home/assisted living | <input type="checkbox"/> |
| Day care                | <input type="checkbox"/> | Retirement home              | <input type="checkbox"/> |
| Financial planner       | <input type="checkbox"/> | Senior housing               | <input type="checkbox"/> |
| Florist                 | <input type="checkbox"/> | Tax advisor/service          | <input type="checkbox"/> |
| Funeral services        | <input type="checkbox"/> | Wedding planner              | <input type="checkbox"/> |
| Interior designer       | <input type="checkbox"/> | None of the above            | <input type="checkbox"/> |

39. Do you or any member of your household plan to buy or invest in any of the following investments/assets in the next 12 months? (Check all that apply)

- |                            |                          |                    |                          |
|----------------------------|--------------------------|--------------------|--------------------------|
| Annuities                  | <input type="checkbox"/> | IRA                | <input type="checkbox"/> |
| Certificates of Deposit    | <input type="checkbox"/> | Money market funds | <input type="checkbox"/> |
| City or state bonds        | <input type="checkbox"/> | Mutual funds       | <input type="checkbox"/> |
| Collectibles/antiques/arts | <input type="checkbox"/> | Non-US stocks      | <input type="checkbox"/> |
| Common or preferred stock  | <input type="checkbox"/> | Options            | <input type="checkbox"/> |
| Corporate bonds/debentures | <input type="checkbox"/> | US Savings bonds   | <input type="checkbox"/> |
| 401k/403(b)                | <input type="checkbox"/> | US Treasury notes  | <input type="checkbox"/> |
| Gold/precious metals       | <input type="checkbox"/> | None of the above  | <input type="checkbox"/> |

40. Which of the following recreational products do you or someone in your household plan to buy in the next 12 months? (Check all that apply)

- |                            |                          |                          |                          |
|----------------------------|--------------------------|--------------------------|--------------------------|
| Bowling equipment          | <input type="checkbox"/> | Racquet equipment        | <input type="checkbox"/> |
| Camping/hiking equipment   | <input type="checkbox"/> | Running/jogging wear     | <input type="checkbox"/> |
| Exercise/fitness equipment | <input type="checkbox"/> | Skiing/snowboarding gear | <input type="checkbox"/> |
| Fishing gear               | <input type="checkbox"/> | Soccer equipment         | <input type="checkbox"/> |
| Golf clubs or equipment    | <input type="checkbox"/> | Swimming equipment       | <input type="checkbox"/> |
| Hunting gear               | <input type="checkbox"/> | None of the above        | <input type="checkbox"/> |

41. Which of the following products do you currently need or plan to buy in the next 12 months for your home? (Check all that apply)

- |                                      |                          |                          |                          |
|--------------------------------------|--------------------------|--------------------------|--------------------------|
| Air conditioning (buy, major repair) | <input type="checkbox"/> | Lawn and garden supplies | <input type="checkbox"/> |
| Carpeting, floor covering            | <input type="checkbox"/> | Major home appliance     | <input type="checkbox"/> |
| Deck                                 | <input type="checkbox"/> | Mattress or bed          | <input type="checkbox"/> |
| Fencing                              | <input type="checkbox"/> | Swimming pool            | <input type="checkbox"/> |
| Furniture                            | <input type="checkbox"/> | Wall decor               | <input type="checkbox"/> |
| Furnace                              | <input type="checkbox"/> | Wallpaper                | <input type="checkbox"/> |
| Generator                            | <input type="checkbox"/> | Windows                  | <input type="checkbox"/> |
| Hot tub or spa                       | <input type="checkbox"/> | Wood stove/fireplace     | <input type="checkbox"/> |
| Kitchen cabinets                     | <input type="checkbox"/> | None of the above        | <input type="checkbox"/> |

42. Which of the following services do you currently need or plan to buy in the next 12 months for your home? (Check all that apply)

- |                     |                          |                    |                          |
|---------------------|--------------------------|--------------------|--------------------------|
| Air duct cleaning   | <input type="checkbox"/> | Painting           | <input type="checkbox"/> |
| Chimney cleaning    | <input type="checkbox"/> | Pest control       | <input type="checkbox"/> |
| Concrete repair     | <input type="checkbox"/> | Plumbing repair    | <input type="checkbox"/> |
| Electrical repair   | <input type="checkbox"/> | Roof repair        | <input type="checkbox"/> |
| Furnace cleaning    | <input type="checkbox"/> | Security system    | <input type="checkbox"/> |
| Heating repair      | <input type="checkbox"/> | Siding replacement | <input type="checkbox"/> |
| Landscaping service | <input type="checkbox"/> | None of the above  | <input type="checkbox"/> |

43. Which of the following services do you currently need for your vehicle(s)? (Check all that apply)

- |                           |                          |                          |                          |
|---------------------------|--------------------------|--------------------------|--------------------------|
| Alignment                 | <input type="checkbox"/> | Shocks                   | <input type="checkbox"/> |
| Body work                 | <input type="checkbox"/> | Tires                    | <input type="checkbox"/> |
| Brake replacement, adjust | <input type="checkbox"/> | Transmission, clutch     | <input type="checkbox"/> |
| Car wash                  | <input type="checkbox"/> | Tune-up                  | <input type="checkbox"/> |
| Electrical repair         | <input type="checkbox"/> | Upholstery repair        | <input type="checkbox"/> |
| Muffler                   | <input type="checkbox"/> | Wheels                   | <input type="checkbox"/> |
| Oil change or lube        | <input type="checkbox"/> | Windshield, glass repair | <input type="checkbox"/> |
| Painting                  | <input type="checkbox"/> | None/does not apply      | <input type="checkbox"/> |

44. Which of the following children's products or services do you or someone in your household plan to purchase in the next 12 months? (Check all that apply)

- |               |                          |                        |                          |
|---------------|--------------------------|------------------------|--------------------------|
| Baby sitting  | <input type="checkbox"/> | Music lessons          | <input type="checkbox"/> |
| Bedding       | <input type="checkbox"/> | Parenting publications | <input type="checkbox"/> |
| Bicycle       | <input type="checkbox"/> | Pediatrician           | <input type="checkbox"/> |
| Board games   | <input type="checkbox"/> | Shoes                  | <input type="checkbox"/> |
| Books         | <input type="checkbox"/> | Sports equipment       | <input type="checkbox"/> |
| Camp - summer | <input type="checkbox"/> | Sports lessons         | <input type="checkbox"/> |
| Clothing      | <input type="checkbox"/> | Toys                   | <input type="checkbox"/> |
| Dance lessons | <input type="checkbox"/> | Videos/DVDs            | <input type="checkbox"/> |
| Furniture     | <input type="checkbox"/> | None/does not apply    | <input type="checkbox"/> |

45. Which of the following entertainment products do you or someone in your household plan to purchase in the next 12 months? (Check all that apply)

- |                      |                          |                       |                          |
|----------------------|--------------------------|-----------------------|--------------------------|
| Books                | <input type="checkbox"/> | CD's/tapes - music    | <input type="checkbox"/> |
| Comics               | <input type="checkbox"/> | Computer games        | <input type="checkbox"/> |
| DVD/VHS movies - buy | <input type="checkbox"/> | DVD/VHS movies - rent | <input type="checkbox"/> |
| Magazines            | <input type="checkbox"/> | Video console games   | <input type="checkbox"/> |
| None/does not apply  | <input type="checkbox"/> |                       |                          |

46. Which of the following entertainment services do you or someone in your household plan to attend in the next 12 months? (Check all that apply)

- |                     |                          |                |                          |
|---------------------|--------------------------|----------------|--------------------------|
| Concerts            | <input type="checkbox"/> | Movie theater  | <input type="checkbox"/> |
| Night clubs/dancing | <input type="checkbox"/> | Plays          | <input type="checkbox"/> |
| Sporting events     | <input type="checkbox"/> | Visit a casino | <input type="checkbox"/> |
| None/does not apply | <input type="checkbox"/> |                |                          |

47. Which of the following vacation/travel plans do you or someone in your household have in the next 12 months? (Check all that apply)

- |                              |                          |                                |                          |
|------------------------------|--------------------------|--------------------------------|--------------------------|
| Airline flight               | <input type="checkbox"/> | Amtrak/train                   | <input type="checkbox"/> |
| Book car/vehicle on Internet | <input type="checkbox"/> | Book hotel rooms on Internet   | <input type="checkbox"/> |
| Business travel              | <input type="checkbox"/> | Buy travel tickets on Internet | <input type="checkbox"/> |
| Greyhound/bus                | <input type="checkbox"/> | Hotel/resort stay              | <input type="checkbox"/> |
| International travel         | <input type="checkbox"/> | Take a cruise                  | <input type="checkbox"/> |
| Use a travel agent/agency    | <input type="checkbox"/> | Vacation outside home state    | <input type="checkbox"/> |
| Vehicle rental               | <input type="checkbox"/> | None/does not apply            | <input type="checkbox"/> |

48. What types of restaurant - not fast food - dining do you enjoy? (Check all that apply)

- |                |                          |                                 |                          |
|----------------|--------------------------|---------------------------------|--------------------------|
| American       | <input type="checkbox"/> | Indian                          | <input type="checkbox"/> |
| BBQ            | <input type="checkbox"/> | Italian                         | <input type="checkbox"/> |
| Chinese        | <input type="checkbox"/> | Pizza                           | <input type="checkbox"/> |
| Coffee shop    | <input type="checkbox"/> | Portuguese                      | <input type="checkbox"/> |
| Ethiopian      | <input type="checkbox"/> | Seafood                         | <input type="checkbox"/> |
| French         | <input type="checkbox"/> | Steak house                     | <input type="checkbox"/> |
| Greek          | <input type="checkbox"/> | Thai                            | <input type="checkbox"/> |
| Hawaiian       | <input type="checkbox"/> | Vegetarian                      | <input type="checkbox"/> |
| Japanese       | <input type="checkbox"/> | Vegan                           | <input type="checkbox"/> |
| Korean         | <input type="checkbox"/> | Vietnamese                      | <input type="checkbox"/> |
| Mexican        | <input type="checkbox"/> | Other                           | <input type="checkbox"/> |
| Middle Eastern | <input type="checkbox"/> | Does not apply - do not eat out | <input type="checkbox"/> |

## SPENDING

49. Approximately, how much do you and the members of your household spend on RESTAURANT DINING (not fast food) in a typical MONTH? (Check one only)

- |                 |                          |                         |                          |
|-----------------|--------------------------|-------------------------|--------------------------|
| \$0             | <input type="checkbox"/> | \$1 - \$100             | <input type="checkbox"/> |
| \$101 - \$200   | <input type="checkbox"/> | \$201 - \$300           | <input type="checkbox"/> |
| \$301 - \$400   | <input type="checkbox"/> | \$401 - \$500           | <input type="checkbox"/> |
| \$501 - \$600   | <input type="checkbox"/> | \$601 - \$700           | <input type="checkbox"/> |
| \$701 - \$800   | <input type="checkbox"/> | \$801 - \$900           | <input type="checkbox"/> |
| \$901 - \$1,000 | <input type="checkbox"/> | More than \$1,000/month | <input type="checkbox"/> |

50. Approximately, how much do you and the members of your household spend on FAST FOOD DINING in a typical MONTH? (Check one only)

- |               |                          |                         |                          |
|---------------|--------------------------|-------------------------|--------------------------|
| \$0           | <input type="checkbox"/> | \$501 - \$600           | <input type="checkbox"/> |
| \$1 - \$100   | <input type="checkbox"/> | \$601 - \$700           | <input type="checkbox"/> |
| \$101 - \$200 | <input type="checkbox"/> | \$701 - \$800           | <input type="checkbox"/> |
| \$201 - \$300 | <input type="checkbox"/> | \$801 - \$900           | <input type="checkbox"/> |
| \$301 - \$400 | <input type="checkbox"/> | \$901 - \$1,000         | <input type="checkbox"/> |
| \$401 - \$500 | <input type="checkbox"/> | More than \$1,000/month | <input type="checkbox"/> |

51. Approximately, how much do you and the members of your household spend on GROCERIES in a typical MONTH? (Check one only)

- |               |                          |                         |                          |
|---------------|--------------------------|-------------------------|--------------------------|
| \$0           | <input type="checkbox"/> | \$501 - \$600           | <input type="checkbox"/> |
| \$1 - \$100   | <input type="checkbox"/> | \$601 - \$700           | <input type="checkbox"/> |
| \$101 - \$200 | <input type="checkbox"/> | \$701 - \$800           | <input type="checkbox"/> |
| \$201 - \$300 | <input type="checkbox"/> | \$801 - \$900           | <input type="checkbox"/> |
| \$301 - \$400 | <input type="checkbox"/> | \$901 - \$1,000         | <input type="checkbox"/> |
| \$401 - \$500 | <input type="checkbox"/> | More than \$1,000/month | <input type="checkbox"/> |

52. Approximately, how much do you and the members of your household spend on PRESCRIPTIONS in a typical MONTH? (Check one only)

- |               |                          |                         |                          |
|---------------|--------------------------|-------------------------|--------------------------|
| \$0           | <input type="checkbox"/> | \$501 - \$600           | <input type="checkbox"/> |
| \$1 - \$100   | <input type="checkbox"/> | \$601 - \$700           | <input type="checkbox"/> |
| \$101 - \$200 | <input type="checkbox"/> | \$701 - \$800           | <input type="checkbox"/> |
| \$201 - \$300 | <input type="checkbox"/> | \$801 - \$900           | <input type="checkbox"/> |
| \$301 - \$400 | <input type="checkbox"/> | \$901 - \$1,000         | <input type="checkbox"/> |
| \$401 - \$500 | <input type="checkbox"/> | More than \$1,000/month | <input type="checkbox"/> |

53. Approximately, how much do you and the members of your household spend on PET SUPPLIES in a typical MONTH? (Check one only)

- |               |                          |                         |                          |
|---------------|--------------------------|-------------------------|--------------------------|
| \$0           | <input type="checkbox"/> | \$501 - \$600           | <input type="checkbox"/> |
| \$1 - \$100   | <input type="checkbox"/> | \$601 - \$700           | <input type="checkbox"/> |
| \$101 - \$200 | <input type="checkbox"/> | \$701 - \$800           | <input type="checkbox"/> |
| \$201 - \$300 | <input type="checkbox"/> | \$801 - \$900           | <input type="checkbox"/> |
| \$301 - \$400 | <input type="checkbox"/> | \$901 - \$1,000         | <input type="checkbox"/> |
| \$401 - \$500 | <input type="checkbox"/> | More than \$1,000/month | <input type="checkbox"/> |

54. Approximately, how much will your household spend on SHOES in the next 12 months? (Check one only)

- |                 |                          |                   |                          |
|-----------------|--------------------------|-------------------|--------------------------|
| \$0             | <input type="checkbox"/> | \$1,001 - \$2,000 | <input type="checkbox"/> |
| \$1 - \$250     | <input type="checkbox"/> | \$2,001 - \$3,000 | <input type="checkbox"/> |
| \$251 - \$500   | <input type="checkbox"/> | \$3,001 - \$4,000 | <input type="checkbox"/> |
| \$501 - \$750   | <input type="checkbox"/> | \$4,001 - \$5,000 | <input type="checkbox"/> |
| \$751 - \$1,000 | <input type="checkbox"/> | More than \$5,000 | <input type="checkbox"/> |

55. Approximately, how much will your household spend on WOMEN'S CLOTHING in the next 12 months? (Check one only)

- |                 |                          |                   |                          |
|-----------------|--------------------------|-------------------|--------------------------|
| \$0             | <input type="checkbox"/> | \$1,001 - \$2,000 | <input type="checkbox"/> |
| \$1 - \$250     | <input type="checkbox"/> | \$2,001 - \$3,000 | <input type="checkbox"/> |
| \$251 - \$500   | <input type="checkbox"/> | \$3,001 - \$4,000 | <input type="checkbox"/> |
| \$501 - \$750   | <input type="checkbox"/> | \$4,001 - \$5,000 | <input type="checkbox"/> |
| \$751 - \$1,000 | <input type="checkbox"/> | More than \$5,000 | <input type="checkbox"/> |

56. Approximately, how much will your household spend on CHILDREN'S CLOTHING in the next 12 months? (Check one only)

- |                 |                          |                   |                          |
|-----------------|--------------------------|-------------------|--------------------------|
| \$0             | <input type="checkbox"/> | \$1,001 - \$2,000 | <input type="checkbox"/> |
| \$1 - \$250     | <input type="checkbox"/> | \$2,001 - \$3,000 | <input type="checkbox"/> |
| \$251 - \$500   | <input type="checkbox"/> | \$3,001 - \$4,000 | <input type="checkbox"/> |
| \$501 - \$750   | <input type="checkbox"/> | \$4,001 - \$5,000 | <input type="checkbox"/> |
| \$751 - \$1,000 | <input type="checkbox"/> | More than \$5,000 | <input type="checkbox"/> |

57. Approximately, how much will your household spend on MEN'S CLOTHING in the next 12 months? (Check one only)

- |                 |                          |                   |                          |
|-----------------|--------------------------|-------------------|--------------------------|
| \$0             | <input type="checkbox"/> | \$1,001 - \$2,000 | <input type="checkbox"/> |
| \$1 - \$250     | <input type="checkbox"/> | \$2,001 - \$3,000 | <input type="checkbox"/> |
| \$251 - \$500   | <input type="checkbox"/> | \$3,001 - \$4,000 | <input type="checkbox"/> |
| \$501 - \$750   | <input type="checkbox"/> | \$4,001 - \$5,000 | <input type="checkbox"/> |
| \$751 - \$1,000 | <input type="checkbox"/> | More than \$5,000 | <input type="checkbox"/> |

Or answer online questionnaire at  
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