

- 58. Approximately, how much will your household spend on JEWELRY in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 59. Approximately, how much will your household spend on GIFTS in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 60. Approximately, how much will your household spend on LAWN AND GARDEN SUPPLIES in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 61. Approximately, how much will your household spend on LUMBER AND BUILDING MATERIALS in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 62. Approximately, how much will your household spend on HOME REPAIR SERVICES in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 63. Approximately, how much will your household spend on LAWN FURNITURE in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 64. Approximately, how much will your household spend on INDOOR FURNITURE in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 65. Approximately, how much will your household spend on CARPETING AND FLOORING in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 66. Approximately, how much will your household spend on HOUSEHOLD APPLIANCES in the next 12 months? (Check one only)**
- | | | | |
|-----------------|----------------------------|-------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$1,001 - \$2,000 | <input type="checkbox"/> 6 |
| \$1 - \$250 | <input type="checkbox"/> 2 | \$2,001 - \$3,000 | <input type="checkbox"/> 7 |
| \$251 - \$500 | <input type="checkbox"/> 3 | \$3,001 - \$4,000 | <input type="checkbox"/> 8 |
| \$501 - \$750 | <input type="checkbox"/> 4 | \$4,001 - \$5,000 | <input type="checkbox"/> 9 |
| \$751 - \$1,000 | <input type="checkbox"/> 5 | More than \$5,000 | <input type="checkbox"/> 10 |
- 67. Approximately, how much will your household spend on NEW or USED VEHICLES in the next 12 months? (Check one only)**
- | | | | |
|---------------------|----------------------------|---------------------|-----------------------------|
| \$0 | <input type="checkbox"/> 1 | \$13,001 - \$16,000 | <input type="checkbox"/> 7 |
| \$1 - \$3,000 | <input type="checkbox"/> 2 | \$16,001 - \$20,000 | <input type="checkbox"/> 8 |
| \$3,001 - \$5,000 | <input type="checkbox"/> 3 | \$20,001 - \$30,000 | <input type="checkbox"/> 9 |
| \$5,001 - \$7,000 | <input type="checkbox"/> 4 | \$30,001 - \$40,000 | <input type="checkbox"/> 10 |
| \$7,001 - \$10,000 | <input type="checkbox"/> 5 | \$40,001 - \$50,000 | <input type="checkbox"/> 11 |
| \$10,001 - \$13,000 | <input type="checkbox"/> 6 | More than \$50,000 | <input type="checkbox"/> 12 |

OUT OF AREA SHOPPING

- 68. Excluding groceries, approximately what percentage of your household shopping dollars are spent outside of the county you live in? (Check one only)**
- | | | | |
|-----------|----------------------------|-------------|----------------------------|
| 0% | <input type="checkbox"/> 1 | 41% - 60% | <input type="checkbox"/> 4 |
| 1% - 20% | <input type="checkbox"/> 2 | 61% - 80% | <input type="checkbox"/> 5 |
| 21% - 40% | <input type="checkbox"/> 3 | 81% - \$100 | <input type="checkbox"/> 6 |
- 69. Which of the following products have you purchased outside of the county you live in, through travel, cable television, over the Internet, or through a catalog in the past 12 months? (Check all that apply)**
- | | | | |
|---------------------------------------|--------------------------|--------------------------------------|--------------------------|
| Air conditioning (buy/repair) | <input type="checkbox"/> | Insurance (home, auto, etc) | <input type="checkbox"/> |
| Apparel accessories (jewelry, etc) | <input type="checkbox"/> | Kitchen cabinets | <input type="checkbox"/> |
| Auto parts | <input type="checkbox"/> | Kitchen furnishings | <input type="checkbox"/> |
| Auto repair | <input type="checkbox"/> | Lawn & garden items | <input type="checkbox"/> |
| Bathroom furnishings | <input type="checkbox"/> | Major appliance | <input type="checkbox"/> |
| Building materials/hardware | <input type="checkbox"/> | Mattress - bedding | <input type="checkbox"/> |
| Business products | <input type="checkbox"/> | Medical services (dentist, etc) | <input type="checkbox"/> |
| Carpeting/floor covering | <input type="checkbox"/> | Men's clothing | <input type="checkbox"/> |
| Children's clothing | <input type="checkbox"/> | Movie rental | <input type="checkbox"/> |
| Children products (not clothing) | <input type="checkbox"/> | New vehicle (car/truck/SUV/van) | <input type="checkbox"/> |
| Computer accessories/software | <input type="checkbox"/> | Personal care (beauty shop, etc) | <input type="checkbox"/> |
| Education - classes | <input type="checkbox"/> | Prof services (lawyer, etc) | <input type="checkbox"/> |
| Electronics (video camera, PDA, etc) | <input type="checkbox"/> | Recreation products | <input type="checkbox"/> |
| Entertainment (movies, concerts, etc) | <input type="checkbox"/> | Recreational vehicle | <input type="checkbox"/> |
| Fencing - decking | <input type="checkbox"/> | Rent apartment | <input type="checkbox"/> |
| Financial/banking (investments, etc) | <input type="checkbox"/> | Restaurant dining | <input type="checkbox"/> |
| Fireplace | <input type="checkbox"/> | Senior residence | <input type="checkbox"/> |
| Found a job | <input type="checkbox"/> | TV, Stereo, DVD, VCR | <input type="checkbox"/> |
| Furnace (buy/repair/clean) | <input type="checkbox"/> | Tires | <input type="checkbox"/> |
| Furniture | <input type="checkbox"/> | Travel (tickets, cruise, hotel, etc) | <input type="checkbox"/> |
| Grocery or food items | <input type="checkbox"/> | Used vehicle (car/truck/SUV/van) | <input type="checkbox"/> |
| Home computer | <input type="checkbox"/> | Women's clothing | <input type="checkbox"/> |
| Home repair (plumber, etc) | <input type="checkbox"/> | None of the above | <input type="checkbox"/> |

INTERNET

- 70. How often, if ever, do you and the members of your household visit the Catholic Courier website, catholic-courier.com? (Check ONE only)**
- | | | | |
|-------------------|----------------------------|-------------------|----------------------------|
| Daily | <input type="checkbox"/> 1 | Monthly | <input type="checkbox"/> 5 |
| 3-4 times a week | <input type="checkbox"/> 2 | Less than monthly | <input type="checkbox"/> 6 |
| Weekly | <input type="checkbox"/> 3 | Visited only once | <input type="checkbox"/> 7 |
| 2-3 times a month | <input type="checkbox"/> 4 | Never | <input type="checkbox"/> 8 |
- 71. Including yourself, how many members of your household visit the Catholic Courier website, www.catholiccourier.com? (Check ONE only)**
- | | | | |
|----------|----------------------------|-----------------------|----------------------------|
| 1 person | <input type="checkbox"/> 1 | 4 or more | <input type="checkbox"/> 4 |
| 2 people | <input type="checkbox"/> 2 | Don't know | <input type="checkbox"/> 5 |
| 3 people | <input type="checkbox"/> 3 | Do not visit web site | <input type="checkbox"/> 6 |

DEMOGRAPHICS

- 72. What is your approximate age? (Check one only)**
- | | | | |
|----------|-----------------------------|----------|-----------------------------|
| Under 18 | <input type="checkbox"/> 01 | 45 to 49 | <input type="checkbox"/> 07 |
| 18 to 24 | <input type="checkbox"/> 02 | 50 to 54 | <input type="checkbox"/> 08 |
| 25 to 29 | <input type="checkbox"/> 03 | 55 to 59 | <input type="checkbox"/> 09 |
| 30 to 34 | <input type="checkbox"/> 04 | 60 to 64 | <input type="checkbox"/> 10 |
| 35 to 39 | <input type="checkbox"/> 05 | 65 to 70 | <input type="checkbox"/> 11 |
| 40 to 44 | <input type="checkbox"/> 06 | Over 70 | <input type="checkbox"/> 12 |
- 73. What is the zip code at your home address?**
Home ZIP Code _____
- 74. Which of the following best represents your marital status? (Check one only)**
- | | | | |
|-----------------------|----------------------------|---------|----------------------------|
| Single never married | <input type="checkbox"/> 1 | Married | <input type="checkbox"/> 3 |
| Divorced or separated | <input type="checkbox"/> 2 | Widowed | <input type="checkbox"/> 4 |
- 75. What is the occupation of the highest wage earner in your household? (Check one only)**
- | | | | |
|-------------------------------|-----------------------------|----------------------------|-----------------------------|
| Professional | <input type="checkbox"/> 01 | Skilled trade | <input type="checkbox"/> 09 |
| Managerial | <input type="checkbox"/> 02 | Farming, forestry, fishing | <input type="checkbox"/> 10 |
| Technical | <input type="checkbox"/> 03 | Mining | <input type="checkbox"/> 11 |
| Administrative support | <input type="checkbox"/> 04 | Operator - machinery | <input type="checkbox"/> 12 |
| Sales | <input type="checkbox"/> 05 | Laborer | <input type="checkbox"/> 13 |
| Service worker | <input type="checkbox"/> 06 | Retired | <input type="checkbox"/> 14 |
| Armed forces | <input type="checkbox"/> 07 | Other | <input type="checkbox"/> 15 |
| Government (not armed forces) | <input type="checkbox"/> 08 | Unemployed | <input type="checkbox"/> 16 |

- 76. What is the last level of school you have completed? (Check one only)**
- | | |
|---|----------------------------|
| Grade school (8th grade or less) | <input type="checkbox"/> 1 |
| Some high school (not graduate) | <input type="checkbox"/> 2 |
| High school graduate (12th grade) | <input type="checkbox"/> 3 |
| Vocational or technical training | <input type="checkbox"/> 4 |
| Some college | <input type="checkbox"/> 5 |
| College graduate | <input type="checkbox"/> 6 |
| Some post-graduate study (no advanced degree) | <input type="checkbox"/> 7 |
| Post-graduate degree | <input type="checkbox"/> 8 |
- 77. Approximately, what will be your total household income before taxes in 2003? (Check one only)**
- | | | | |
|----------------------|-----------------------------|----------------------|-----------------------------|
| Under \$10,000 | <input type="checkbox"/> 01 | \$50,000 to \$79,999 | <input type="checkbox"/> 05 |
| \$10,000 to 19,999 | <input type="checkbox"/> 02 | \$80,000 to \$99,999 | <input type="checkbox"/> 06 |
| \$20,000 to 29,999 | <input type="checkbox"/> 03 | \$100,000 or more | <input type="checkbox"/> 07 |
| \$30,000 to \$49,999 | <input type="checkbox"/> 04 | | |
- 78. How long have you lived in your local area? (Check one only)**
- | | | | |
|------------------------------|----------------------------|--------------------|----------------------------|
| Less than 6 months | <input type="checkbox"/> 1 | 6 to 10 years | <input type="checkbox"/> 5 |
| 6 months to less than 1 year | <input type="checkbox"/> 2 | 11 to 15 years | <input type="checkbox"/> 6 |
| 1 to 2 years | <input type="checkbox"/> 3 | 16 to 30 years | <input type="checkbox"/> 7 |
| 3 to 5 years | <input type="checkbox"/> 4 | More than 30 years | <input type="checkbox"/> 8 |
- 79. How many children under 18 years old live in your household? (Check one only)**
- | | | | |
|------|----------------------------|--------------|----------------------------|
| None | <input type="checkbox"/> 1 | Three | <input type="checkbox"/> 4 |
| One | <input type="checkbox"/> 2 | Four | <input type="checkbox"/> 5 |
| Two | <input type="checkbox"/> 3 | Five or more | <input type="checkbox"/> 6 |
- 80. What best describes your primary residence? (Check one only)**
- | | | | |
|-------------------------|----------------------------|-------------------------|----------------------------|
| Own single family home | <input type="checkbox"/> 1 | Rent apartment or condo | <input type="checkbox"/> 4 |
| Own condo | <input type="checkbox"/> 2 | Rent or own mobile home | <input type="checkbox"/> 5 |
| Rent single family home | <input type="checkbox"/> 3 | Other | <input type="checkbox"/> 6 |
- 81. Are you:**
- | | | | |
|------|----------------------------|--------|----------------------------|
| Male | <input type="checkbox"/> 1 | Female | <input type="checkbox"/> 2 |
|------|----------------------------|--------|----------------------------|
- 82. Which of the following activities do you or someone in your household regularly participate in? (Check all that apply)**
- | | | | |
|---------------------------|--------------------------|-------------------------|--------------------------|
| Aerobics | <input type="checkbox"/> | Reading | <input type="checkbox"/> |
| Basketball | <input type="checkbox"/> | Running/jogging | <input type="checkbox"/> |
| Bicycling/mountain biking | <input type="checkbox"/> | Scuba diving/snorkeling | <input type="checkbox"/> |
| Boating/Jet ski | <input type="checkbox"/> | Sewing/knitting | <input type="checkbox"/> |
| Bowling | <input type="checkbox"/> | Soccer | <input type="checkbox"/> |
| Camping/hiking | <input type="checkbox"/> | Snow skiing/boarding | <input type="checkbox"/> |
| Cooking | <input type="checkbox"/> | Swimming | <input type="checkbox"/> |
| Fishing | <input type="checkbox"/> | Tennis | <input type="checkbox"/> |
| Gardening | <input type="checkbox"/> | Walking | <input type="checkbox"/> |
| Golfing | <input type="checkbox"/> | Weight lifting | <input type="checkbox"/> |
| Hunting | <input type="checkbox"/> | Yoga | <input type="checkbox"/> |
| Martial arts | <input type="checkbox"/> | None of the above | <input type="checkbox"/> |
| Photography | <input type="checkbox"/> | | |
- 83. Which of the following do you plan to do in the next 12 months? (Check all that apply)**
- | | | | |
|----------------------------|--------------------------|-----------------------------|--------------------------|
| Buy lottery ticket | <input type="checkbox"/> | Hold an auction | <input type="checkbox"/> |
| Change career/new job | <input type="checkbox"/> | Language lessons | <input type="checkbox"/> |
| Continuing education class | <input type="checkbox"/> | Painting lessons | <input type="checkbox"/> |
| Contribute to a charity | <input type="checkbox"/> | Pottery lessons | <input type="checkbox"/> |
| Go to an auction | <input type="checkbox"/> | Retire | <input type="checkbox"/> |
| Get married | <input type="checkbox"/> | Send kids to private school | <input type="checkbox"/> |
| Go to college/university | <input type="checkbox"/> | Take a cooking class | <input type="checkbox"/> |
| Have a baby | <input type="checkbox"/> | None of the above | <input type="checkbox"/> |

To respond by mail, complete these four pages and mail to:

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