

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

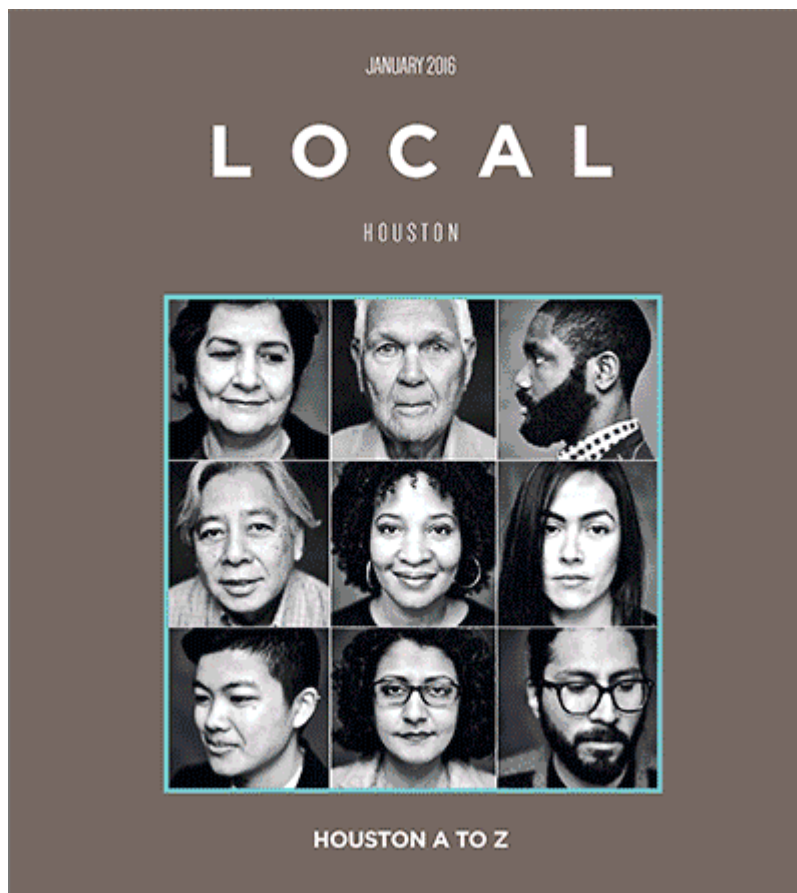
LOCAL Houston Magazine

1824 Spring Street, Studio 002
Houston, TX 77007
(713) 223-5333
(713) 223-4884 FAX

EMAIL: alex@localhoustonmagazine.com
www.localhoustonmagazine.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	71,747 (Print Edition)
Digital Edition:		729 (Digital Edition)
Website:	Average Website Unique Users:	4,748
Social Media:	Average Facebook Likes:	12,013
	Average Twitter Followers:	22,878
	Average Instagram Followers:	26,588
	Average LinkedIn Followers:	383
	Average Google+ Circles:	126



2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 76 Pages
Circulation Cycle:	Monthly
Ownership:	LOCAL Magazine, LLC
Year Established:	1998
Publication Type:	City & Regional Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	100% Controlled Bulk
Cover Price:	\$5.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	01-2056
DMA/MSA/CBSA:	Houston, TX / Houston--Galveston--Brazoria, TX / Houston-Sugar Land-Baytown, TX
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2014
Mechanical Data:	Four (4) columns X 10" column depth Full page: 9" wide X 10" depth.
Open Rate:	Local: \$4,300.00 Full Page - \$1,900.00 1/4 th Page National: \$4,300.00 Full Page - \$1,900.00 1/4 th Page
Insert Open Rate:	\$150.00 per thousand
Classified Rate:	Contact Publisher
Deadline Day & Time:	Thursday by 12 Noon
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Alex Martinez	EMAIL: alex@localhoustonmagazine.com
Advertising:	Carla Valencia de Martinez	EMAIL: carla@localhoustonmagazine.com
Circulation:	Alex Martinez	EMAIL: alex@localhoustonmagazine.com



www.cvcaudit.com



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

CVC Account Number: 01-2056	Monthly	LOCAL Houston Magazine Houston, TX
Audit Period Summary		
Average Net Circulation	(5-H)	71,747
Average Gross Distribution	(5-F)	71,975
Average Net Press Run	(5-A)	72,000
Audit Period Detail		
A. Average Net Press Run		72,000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		39,085
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		32,890
Total Average Controlled Distribution		71,975
Controlled Returns		(228)
TOTAL AVERAGE CONTROLLED CIRCULATION		71,747
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		71,975
G. Total Unclaimed / Returns		(228)*
H. Average Net Circulation		71,747

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.localhoustonmagazine.com

	Monthly Audit Period Average
Website Unique Users	4,748
Website Sessions	7,894
Percent of New Users	58.26%
Website Page Views	12,943
Pages Per Visit	1.64
Average Time Spent on Website	00:01:40
Bounce Rate	71.76%

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

	Monthly Audit Period Average
Unique Digital Edition Users	729
Digital Edition Page Views	7,510

Explanatory – Digital Edition

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION USERS: Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user 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.

6C. Text Media - Not Reported

6D. Social Media

Social Media Source	Audit Period Average Media Usage	December 2016
Facebook - www.facebook.com/LocalHoustonMagazine	12,013 Likes	12,272
Twitter - @local_houston	22,878 Followers	25,500
Instagram: /local_houston	26,588 Followers	42,100
Google+	126 Circles	Not Reported

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.



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	69,900	71,728	71,750	-
01/01/15-12/31/15	CVC	71,728	71,750	71,831	70,009
01/01/14-12/31/14	CVC	72,815	72,815	71,809	71,700
01/01/13-12/31/13	CVC	71,769	72,815	72,815	72,965
01/01/12-12/31/12	CVC	71,840	71,807	71,860	71,840
01/01/11-12/31/11	CVC	71,700	71,773	71,811	71,815
01/01/10-12/31/10	CVC	71,695	71,805	71,832	71,730
01/01/09-12/31/09	CVC	74,734	74,654	69,685	69,685
01/01/08-12/31/08	CVC	69,600	69,600	69,600	69,600
01/01/07-12/31/07	CVC	69,600	69,600	69,600	69,600
01/01/06-12/31/06	CVC	No Reporting	No Reporting	69,600	69,600
04/01/05-12/31/05	Prior CVC	-	-	-	-

8. Distribution by Zip Code (November 2016 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
77002	Houston	Harris	TX	0	5,155	0	5,000	10,155
77003	Houston	Harris	TX	0	545	0	545	1,090
77004	Houston	Harris	TX	0	825	0	860	1,685
77005	Houston	Harris	TX	0	2,785	0	2,625	5,410
77006	Houston	Harris	TX	0	3,300	0	3,000	6,300
77007	Houston	Harris	TX	0	4,225	0	4,000	8,225
77008	Houston	Harris	TX	0	1,210	0	1,000	2,210
77009	Houston	Harris	TX	0	75	0	75	150
77010	Houston	Harris	TX	0	800	0	800	1,600
77018	Houston	Harris	TX	0	75	0	75	150
77019	Houston	Harris	TX	0	2,110	0	1,000	3,110
77024	Houston	Harris	TX	0	1,775	0	1,000	2,775
77025	Houston	Harris	TX	0	105	0	105	210
77027	Houston	Harris	TX	0	1,825	0	1,000	2,825
77030	Houston	Harris	TX	0	440	0	440	880
77036	Houston	Harris	TX	0	50	0	50	100
77037	Houston	Harris	TX	0	200	0	200	400
77042	Houston	Harris	TX	0	100	0	95	195
77043	Houston	Harris	TX	0	100	0	25	125
77046	Houston	Harris	TX	0	90	0	90	180
77054	Houston	Harris	TX	0	225	0	225	450
77055	Houston	Harris	TX	0	200	0	200	400
77056	Houston	Harris	TX	0	3,150	0	3,000	6,150
77057	Houston	Harris	TX	0	1,385	0	1,000	2,385
77063	Houston	Harris	TX	0	190	0	190	380
77069	Houston	Harris	TX	0	200	0	200	400
77074	Houston	Harris	TX	0	125	0	125	250
77077	Houston	Harris	TX	0	730	0	730	1,460
77079	Houston	Harris	TX	0	785	0	785	1,570

8. Distribution by Zip Code (November 2016 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
77081	Houston	Harris	TX	0	100	0	100	200
77087	Houston	Harris	TX	0	100	0	100	200
77090	Houston	Harris	TX	0	100	0	25	125
77092	Houston	Harris	TX	0	100	0	25	125
77094	Houston	Harris	TX	0	100	0	50	150
77095	Houston	Harris	TX	0	200	0	75	275
77096	Houston	Harris	TX	0	100	0	100	200
77098	Houston	Harris	TX	0	3,025	0	2,000	5,025
77389	Spring	Harris	TX	0	575	0	575	1,150
77401	Bellaire	Harris	TX	0	175	0	175	350
77450	Katy	Harris	TX	0	425	0	400	825
77477	Stafford	Fort Bend	TX	0	150	0	150	300
77478	Sugar Land	Fort Bend	TX	0	240	0	200	440
77479	Sugar Land	Fort Bend	TX	0	415	0	400	815
77494	Katy	Fort Bend	TX	0	500	0	100	600
TOTAL				0	39,085	0	32,915	72,000

9. Distribution by County (November 2016 Edition) Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Fort Bend	Katy Stafford Sugar Land	TX	0	1,305	0	850	2,155
Harris	Bellaire Houston Katy Spring	TX	0	37,780	0	32,065	69,845
TOTAL			0	39,085	0	32,915	72,000

10. Verification of Distribution – Carrier Delivery and Mail Distribution

LOCAL Houston Magazine 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 LOCAL Houston Magazine’s claim of 228 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable

Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Health & Wellness: LOCAL Deals	-	April
Home Issue: LOCAL Deals	-	July
Food Issue: LOCAL Deals	-	September
Holiday Issue: LOCAL Gift Guide	-	December

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.



www.cvcaudit.com

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.

LOCAL Houston Magazine - Houston, TX - 01-2056 - Supplemental Readership Study

The Circulation Verification Council surveyed LOCAL Houston Magazine 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. 411 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 163 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: 3.2**
*Readership estimates compiled from 2016 CVC circulation & readership study data.

1. LOCAL Houston Magazine is distributed regularly in your area. Do you regularly read or look through LOCAL Houston Magazine?

YES 574 Survey Respondents

2. Do you frequently purchase products or services from ads seen in LOCAL Houston Magazine?

YES 409 71.3%
NO 165 28.7%

3. How long do you keep LOCAL Houston Magazine before discarding it?

33% Two weeks or less
10% Three weeks
24% One month
33% More than one month

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

Reader Demographics	Market Demographics	
38%	50%	Male Readers
62%	50%	Female Readers



www.cvcaudit.com

5. What range best describes your age.

Reader Demographics	Market Demographics
01%	05% 18 - 20
06%	08% 21 - 24
21%	23% 25 - 34
23%	19% 35 - 44
23%	18% 45 - 54
20%	14% 55 - 64
06%	07% 65 - 74
01%	03% 75 - 84
00%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	10% under \$15,000
01%	09% \$15,000 - \$24,999
04%	09% \$25,000 - \$34,999
10%	12% \$35,000 - \$49,999
16%	15% \$50,000 - \$74,999
21%	11% \$75,000 - \$99,999
13%	09% \$100,000 - \$124,999
10%	06% \$125,000 - \$149,999
10%	08% \$150,000 - \$199,999
16%	12% over \$200,000

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

Reader Demographics	Market Demographics
00%	15% Some High School or Less
05%	15% Graduated High School
34%	24% Some College
39%	28% Graduated College
16%	11% Completed Master Degree
04%	04% Completed Professional Degree
02%	03% Completed Doctorate Degree



www.cvcaudit.com

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

- 19% New Automobile, Truck or SUV
- 23% Used Automobile, Truck or SUV
- 16% Antiques or Auctions
- 45% Furniture or Home Furnishings
- 19% Major Home Appliance
- 22% Computers, Tablets or Laptops
- 32% Home Improvements or Home Improvement Supplies
- 29% Television or Electronics
- 18% Carpet or Flooring
- 51% Automobile Accessories (tires, brakes or service)
- 32% Lawn & Garden Supplies
- 28% Florist or Gift Shops
- 21% Home Heating & Air Conditioning (service, new equipment)
- 61% Vacations or Travel
- 08% Real Estate
- 60% Men's Apparel
- 71% Women's Apparel
- 40% Children's Apparel
- 02% Boats or Personal Watercraft
- 19% Art & Crafts Supplies
- 13% Childcare
- 25% Education or Classes
- 07% Attorney
- 27% Veterinarian
- 14% Chiropractor
- 29% Financial Planner (Retirement, Investing)
- 44% Tax Advisor or Tax Services
- 51% Health Club or Exercise Class
- 36% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 12% Weight Loss
- 28% Lawn Care Service (Maintenance & Landscaping)
- 29% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 51% Pharmacist or Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 88% Dining & Entertainment
- 28% Jewelry
- 07% Wedding Supplies
- 30% Athletic & Sports Equipment
- 04% Motorcycles or ATV's
- 63% Medical / Physicians
- 29% Pet Supplies

(% = Positive respondents)



www.cvcaudit.com