

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

The Monadnock Shopper News

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	42,238 (Print Edition)
Website:	Average Website Unique Users:	1,339

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Ownership:	Shakour Publishers, Inc.
Year Established:	1958
Publication Type:	Shopper
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	65% Advertising / 35% Editorial
Primary Delivery Methods:	95% Mail / 5% Controlled Bulk
Annual Mail Subscription Rate:	\$30.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	17-0022
DMA/MSA/CBSA:	Boston, MA / Boston-Worcester-Lawrence, MA-NH-ME-CT / Keene, NH
Audit Funded By:	Free Community Papers of New England Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	November 1, 2015
Mechanical Data:	Seven (7) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$19.07 per column inch National: \$19.07 per column inch
Insert Open Rate:	\$69.00 per thousand
Classified Rate:	\$12.75 for up to 15 words; \$0.25 each additional word
Deadline Day & Time:	Friday by 12 Noon
	Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Mitchell G. Shakour	EMAIL: mitchell@shoppernews.com
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Circulation:	Linda Joyce	EMAIL: linda@shoppernews.com
Editor:	Michelle Green	EMAIL: michelle@shoppernews.com
Production Manager:	Michael Guyette	EMAIL: michael@shoppernews.com

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

CVC Account Number: 17-0022	Wednesday	The Monadnock Shopper News Keene, NH
Audit Period Summary		
Average Net Circulation	(5-H)	42,238
Average Gross Distribution	(5-F)	42,424
Average Net Press Run	(5-A)	42,750
Audit Period Detail		
A. Average Net Press Run		42,750
B. Office / File		326
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		2,093
3. Mail		40,110
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		212
Total Average Controlled Distribution		42,415
Controlled Returns		(186)
TOTAL AVERAGE CONTROLLED CIRCULATION		42,229
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		9
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		9
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		9
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		42,424
G. Total Unclaimed / Returns		(186)*
H. Average Net Circulation		42,238

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.shoppernews.com

	Monthly Audit Period Average
Website Unique Users	1,339
Website Sessions	2,163
Website Page Views	4,591
Pages Per Visit	2.12

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.

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.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

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	42,391	42,129	42,244	-
01/01/15-12/31/15	CVC	42,316	42,480	42,176	42,186
01/01/14-12/31/14	CVC	42,388	42,505	42,537	42,244
01/01/13-12/31/13	CVC	42,584	42,601	42,619	42,625
01/01/12-12/31/12	CVC	42,645	42,565	42,065	42,323
01/01/11-12/31/11	CVC	42,562	42,532	42,584	42,641
01/01/10-12/31/10	CVC	42,471	42,362	42,413	42,353
01/01/09-12/31/09	CVC	41,519	41,512	42,317	42,306
01/01/08-12/31/08	CVC	41,481	41,456	41,614	41,631
01/01/07-12/31/07	CVC	41,287	41,502	41,506	41,503
01/01/06-12/31/06	CVC	41,182	41,436	41,407	41,393
01/01/05-12/31/05	Prior CVC	-	-	-	-



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8. Distribution by Zip Code (6/29/2016 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01360	Northfield	Franklin	MA	0	0	1,455	0	1,455
03431	Keene	Cheshire	NH	0	700	10,362	0	11,062
03441	Ashuelot	Cheshire	NH	0	0	200	0	200
03443	Chesterfield	Cheshire	NH	0	0	283	0	283
03444	Dublin	Cheshire	NH	0	0	745	0	745
03445	Sullivan	Cheshire	NH	0	0	329	0	329
03446	East Swanzey	Cheshire	NH	0	0	2,705	0	2,705
03447	Fitzwilliam	Cheshire	NH	0	0	1,194	0	1,194
03448	Gilsum	Cheshire	NH	0	0	373	0	373
03449	Hancock	Hillsborough	NH	0	0	830	0	830
03450	Harrisville	Cheshire	NH	0	0	475	0	475
03451	Hinsdale	Cheshire	NH	0	0	1,830	0	1,830
03452	Jaffrey	Cheshire	NH	0	5	2,743	0	2,748
03455	Marlborough	Cheshire	NH	0	25	1,220	0	1,245
03456	Marlow	Cheshire	NH	0	0	384	0	384
03457	Munsonville	Cheshire	NH	0	0	370	0	370
03458	Peterborough	Hillsborough	NH	0	40	3,370	0	3,410
03461	Rindge	Cheshire	NH	0	0	2,354	0	2,354
03462	Spofford	Cheshire	NH	0	10	852	0	862
03464	Stoddard	Cheshire	NH	0	0	491	0	491
03465	Troy	Cheshire	NH	0	0	937	0	937
03466	West Chesterfield	Cheshire	NH	0	110	625	0	735
03467	Westmoreland	Cheshire	NH	0	40	720	0	760
03468	West Peterborough	Hillsborough	NH	0	0	110	0	110
03469	West Swanzey	Cheshire	NH	0	110	331	0	441
03470	Winchester	Cheshire	NH	0	35	2,208	0	2,243
03602	Alstead	Cheshire	NH	0	0	1,200	0	1,200
03608	Walpole	Cheshire	NH	0	25	1,400	0	1,425
Misc.	Assorted	Assorted	-	0	1,040	8	200	1,248
TOTAL				0	2,140	40,104	200	42,444



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9. Distribution by County (6/29/2016 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead	NH	0	1,060	34,331	0	35,391
	Ashuelot						
	Chesterfield						
	Dublin						
	East Swanzey						
	Fitzwilliam						
	Gilsum						
	Harrisville						
	Hinsdale						
	Jaffrey						
	Keene						
	Marlborough						
	Marlow						
	Munsonville						
	Rindge						
	Spofford						
	Stoddard						
Sullivan							
Troy							
Walpole							
West Chesterfield							
West Swanzey							
Westmoreland							
Winchester							
Franklin	Northfield	MA	0	0	1,455	0	1,455
Hillsborough	Hancock	NH	0	40	4,310	0	4,350
	Peterborough						
	West Peterborough						
Misc.	Assorted	-	0	1,040	8	200	1,248
TOTAL			0	2,140	40,104	200	42,444



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10. Verification of Distribution – Mail and Carrier Delivery Distribution

The Monadnock Shopper News reported an average mail distribution of 40,119 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Monadnock Shopper News did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive The Monadnock Shopper News on a regular basis to substantiate the publisher's distribution claims. CVC verification confirms that 466 of 471 individuals or 98.9% report they receive The Monadnock Shopper News on a regular basis

CVC verification confirms that 387 of 466 or 83.0% report they regularly read or look through The Monadnock Shopper News.

*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 +/-4%.

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 The Monadnock Shopper News' claim of 186 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



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12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	9
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

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.



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The current status of this report expires September 30, 2018.
If this report is presented after September 30, 2018 please call the toll-free number listed below.

The Monadnock Shopper News - Keene, NH - 17-0022 - Supplemental Readership Study

The Circulation Verification Council surveyed The Monadnock Shopper News 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. 387 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 single copy, controlled bulk, or pass along distribution. 27 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: 1.85**
*Readership estimates compiled from 2016 CVC circulation & readership study data.

1. The Monadnock Shopper News is distributed regularly in your area. Do you regularly read or look through The Monadnock Shopper News?

YES 414 Survey Respondents

2. Do you frequently purchase products or services from ads seen in The Monadnock Shopper News?

YES 333 80.4%
NO 81 19.6%

3. How long do you keep The Monadnock Shopper News before discarding it?

45% 1-2 Days
29% 3-4 Days
01% 5-6 Days
25% 1 Week or More

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

Reader Demographics	Market Demographics	
41%	49%	Male Readers
59%	51%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	07% 18 - 20
03%	09% 21 - 24
11%	12% 25 - 34
15%	13% 35 - 44
22%	19% 45 - 54
23%	19% 55 - 64
17%	11% 65 - 74
08%	06% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	08% under \$15,000
04%	10% \$15,000 - \$24,999
09%	10% \$25,000 - \$34,999
16%	14% \$35,000 - \$49,999
24%	20% \$50,000 - \$74,999
19%	15% \$75,000 - \$99,999
11%	09% \$100,000 - \$124,999
05%	05% \$125,000 - \$149,999
06%	05% \$150,000 - \$199,999
06%	05% over \$200,000

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

Reader Demographics	Market Demographics
01%	09% Some High School or Less
27%	33% Graduated High School
31%	24% Some College
27%	21% Graduated College
10%	10% Completed Master Degree
03%	02% Completed Professional Degree
01%	02% Completed Doctorate Degree



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

- 14% New Automobile, Truck or SUV
- 24% Used Automobile, Truck or SUV
- 20% Antiques or Auctions
- 43% Furniture or Home Furnishings
- 18% Major Home Appliance
- 20% Computers, Tablets or Laptops
- 34% Home Improvements or Home Improvement Supplies
- 30% Television or Electronics
- 20% Carpet or Flooring
- 55% Automobile Accessories (tires, brakes or service)
- 31% Lawn & Garden Supplies
- 29% Florist or Gift Shops
- 21% Home Heating & Air Conditioning (service, new equipment)
- 58% Vacations or Travel
- 11% Real Estate
- 60% Men's Apparel
- 68% Women's Apparel
- 43% Children's Apparel
- 01% Boats or Personal Watercraft
- 13% Art & Crafts Supplies
- 14% Childcare
- 26% Education or Classes
- 07% Attorney
- 24% Veterinarian
- 16% Chiropractor
- 22% Financial Planner (Retirement, Investing)
- 49% Tax Advisor or Tax Services
- 30% Health Club or Exercise Class
- 33% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 14% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 28% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 49% Pharmacist or Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 82% Dining & Entertainment
- 19% Jewelry
- 08% Wedding Supplies
- 27% Athletic & Sports Equipment
- 07% Motorcycles or ATV's
- 64% Medical / Physicians
- 29% Pet Supplies

(% = Positive respondents)



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