

Audit Period: January 1, 2021 – December 31, 2022

The Monadnock Shopper News

445 West Street
Keene, NH 03431
(603) 352-5250
(603) 357-9351 FAX

EMAIL: linda@shoppernews.com
www.shoppernews.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	41,780 (Print Edition)
Website:	Average Website Unique Users:	1,726

The Monadnock Shopper News – Total Gross Contacts

CVC Estimated Edition Readership:	57,302
Total Digital Contacts:	1,726
Total Estimated Gross Contacts:	59,028*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 24 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:	96% Mail / 4% Controlled Bulk
Annual Mail Subscription Rate:	\$75.00
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:	Association of Community Publishers



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	November 1, 2022
Mechanical Data:	Seven (7) columns X 16" column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$21.75 per column inch National: \$21.75 per column inch
Insert Open Rate:	\$89.00 per thousand
Classified Rate:	\$14.50 up to 25 words
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
Advertising:	Mitchell G. Shakour	EMAIL: ads@shoppernews.com
Circulation:	Linda Joyce	EMAIL: linda@shoppernews.com



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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)	41,780
Average Gross Distribution	(5-F)	41,840
Average Net Press Run	(5-A)	41,850
Audit Period Detail		
A. Average Net Press Run		41,850
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,448
3. Mail		40,363
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		26
Total Average Controlled Distribution		41,837
Controlled Returns		(60)
TOTAL AVERAGE CONTROLLED CIRCULATION		41,777
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		3
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		3
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		3
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		41,840
G. Total Unclaimed / Returns		(60)*
H. Average Net Circulation		41,780

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 10 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 11 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 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	41,649	41,592	41,643	41,797
01/01/21-12/31/21	CVC	41,750	41,818	41,707	41,662
01/01/20-12/31/20	CVC	42,737	41,135	41,625	41,729
01/01/19-12/31/19	CVC	43,725	42,721	42,725	42,725
01/01/18-12/31/18	CVC	42,362	42,311	42,355	40,544
01/01/17-12/31/17	CVC	42,348	42,187	42,267	42,347
01/01/16-12/31/16	CVC	42,391	42,129	42,244	42,192
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
01/01/05-12/31/12	Prior CVC	-	-	-	-

7. Distribution by Zip Code (6/29/2022 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01360	Northfield	Franklin	MA	0	0	1,445	0	1,445
03047	Greenfield	Hillsborough	NH	0	25	0	0	25
03244	Hillsboro	Hillsborough	NH	0	325	0	0	325
03431	Keene	Cheshire	NH	0	75	10,213	0	10,288
03440	Antrim	Hillsborough	NH	0	50	0	0	50
03441	Ashuelot	Cheshire	NH	0	0	208	0	208
03443	Chesterfield	Cheshire	NH	0	0	357	0	357
03444	Dublin	Cheshire	NH	0	5	760	0	765
03445	Sullivan	Cheshire	NH	0	0	304	0	304
03446	East Swanzey	Cheshire	NH	0	0	2,697	0	2,697
03447	Fitzwilliam	Cheshire	NH	0	0	1,181	0	1,181
03448	Gilsum	Cheshire	NH	0	0	373	0	373
03449	Hancock	Hillsborough	NH	0	0	811	0	811
03450	Harrisville	Cheshire	NH	0	0	527	0	527
03451	Hinsdale	Cheshire	NH	0	0	1,896	0	1,896
03452	Jaffrey	Cheshire	NH	0	0	2,738	0	2,738
03455	Marlborough	Cheshire	NH	0	5	1,070	0	1,075
03456	Marlow	Cheshire	NH	0	0	359	0	359
03457	Munsonville	Cheshire	NH	0	0	370	0	370
03458	Peterborough	Hillsborough	NH	0	25	3,370	0	3,395
03461	Rindge	Cheshire	NH	0	0	2,456	0	2,456
03462	Spofford	Cheshire	NH	0	0	842	0	842
03464	Stoddard	Cheshire	NH	0	0	482	0	482
03465	Troy	Cheshire	NH	0	0	895	0	895
03466	West Chesterfield	Cheshire	NH	0	30	635	0	665
03467	Westmoreland	Cheshire	NH	0	65	751	0	816
03468	West Peterborough	Hillsborough	NH	0	0	110	0	110
03469	West Swanzey	Cheshire	NH	0	100	295	0	395
03470	Winchester	Cheshire	NH	0	25	2,275	0	2,300
03602	Alstead Langdon	Cheshire	NH	0	0	1,276	0	1,276
03603	Charlestown	Sullivan	NH	0	25	0	0	25
03608	Walpole	Cheshire	NH	0	50	1,477	0	1,527



7. Distribution by Zip Code (6/29/2022 Edition) Wednesday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
03609	North Walpole	Cheshire	NH	0	100	0	0	100
03743	Claremont	Sullivan	NH	0	100	0	0	100
VT	Assorted	Assorted	VT	0	370	0	0	370
Misc.	Assorted	Assorted	-	0	80	3	285	368
TOTAL				0	1,455	40,191	285	41,931

8. Distribution by County (6/29/2022 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead Ashuelot Chesterfield Dublin East Swanzey Fitzwilliam Gilsum Harrisville Hinsdale Jaffrey Keene Langdon Marlborough Marlow Munsonville North Walpole Rindge Spofford Stoddard Sullivan Troy Walpole West Chesterfield West Swanzey Westmoreland Winchester	NH	0	455	34,452	0	34,907
Franklin	Northfield	MA	0	0	1,445	0	1,445
Hillsborough	Antrim Greenfield Hancock Hillsboro Peterborough West Peterborough	NH	0	425	4,291	0	4,716
Sullivan	Charlestown Claremont	NH	0	125	0	0	125
Misc.	Assorted	-	0	450	3	285	738
TOTAL			0	1,455	40,191	285	41,931

9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Monadnock Shopper News reported an average mail distribution of 40,366 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.

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. VC verification confirms that 409 of 418 individuals or 97.8% report they receive The Monadnock Shopper News on a regular basis.

CVC verification confirms that 327 of 409 or 80.0% 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%.

10. 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 is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business 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).

CVC verification substantiates The Monadnock Shopper News's claim of 60 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



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11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$75.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	3
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

12A. Audited Average Website Reporting - www.shoppernews.com

	Monthly Audit Period Average
Website Unique Users	1,726
Website Sessions	2,897
Website Page Views	5,649
Pages Per Visit	1.95

Explanatory – Website

PARAGRAPH TWELVE (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.



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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 December 31, 2024.

If this report is presented after December 31, 2024 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 two 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 four 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. 327 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. 116 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: 1.7**
*Readership estimates compiled from 2022 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	443	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in The Monadnock Shopper News?

YES	342	77.2%
NO	101	22.8%

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

52%	1-2 Days
19%	3-4 Days
10%	5-6 Days
19%	1 Week or More

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

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



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5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	06% 18 - 20
02%	08% 21 - 24
09%	13% 25 - 34
16%	14% 35 - 44
30%	20% 45 - 54
24%	19% 55 - 64
17%	11% 65 - 74
02%	06% 75 - 84
00%	03% 85 years or older

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

Reader Demographics	Market Demographics
00%	09% under \$15,000
02%	09% \$15,000 - \$24,999
04%	10% \$25,000 - \$34,999
17%	15% \$35,000 - \$49,999
22%	20% \$50,000 - \$74,999
19%	15% \$75,000 - \$99,999
13%	09% \$100,000 - \$124,999
09%	05% \$125,000 - \$149,999
08%	04% \$150,000 - \$199,999
06%	04% 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
29%	35% Graduated High School
23%	26% Some College
29%	18% Graduated College
13%	09% Completed Master Degree
04%	02% Completed Professional Degree
02%	01% 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
- 14% Used Automobile, Truck or SUV
- 08% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 23% Major Home Appliance
- 25% Computers, Tablets or Laptops
- 30% Home Improvements or Home Improvement Supplies
- 24% Television or Electronics
- 15% Carpet or Flooring
- 32% Automobile Accessories (tires, brakes or service)
- 24% Lawn & Garden Supplies
- 18% Florist / Gift Shops
- 11% Home Heating & Air Conditioning (service, new equipment)
- 41% Vacations / Travel
- 08% Real Estate (Sell or purchase)
- 47% Men's Apparel
- 66% Women's Apparel
- 19% Children's Apparel
- 01% Boats or Personal Watercraft
- 19% Art & Crafts Supplies
- 07% Childcare
- 11% Education or Classes
- 08% Attorney
- 33% Veterinarian
- 13% Chiropractor
- 21% Financial Planner (Retirement, Investing)
- 29% Tax Advisor / Tax Services
- 29% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 24% Lawn Care Service (Maintenance & Landscaping)
- 19% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 44% Pharmacist / Prescription Service
- 23% Cell Phone or Smart Phone (New Service or Update Service)
- 77% Dining & Entertainment
- 19% Jewelry
- 04% Wedding Supplies
- 18% Athletic & Sports Equipment
- 02% Motorcycles / ATV's
- 45% Medical Services / Physicians
- 32% Pet Supplies

(% = Positive respondents)



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