

Audit Period: April 1, 2023 - March 31, 2025

Rhode Island Monthly	
560 Mineral Spring Avenue Pawtucket, RI 02860 (401) 649-4848	EMAIL: jpalumbo@rimonthly.com www.rimonthly.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	33,052 (Print Edition)
Website:	Average Website Users:	126,000
Social Media:	Average Facebook Followers:	49,568
	Average X (Twitter) Followers:	70,774
	Average Instagram Followers:	44,420
	Average LinkedIn Followers:	3,632
	Average TikTok Followers:	1,060
Email Media:	Average Bluesky Followers:	320
	Average E-Newsletter Subscribers:	23,313
	Average Open Rate:	32.3%

Rhode Island Monthly – Total Gross Contacts

CVC Estimated Edition Readership:	163,607
Total Digital Contacts:	303,304
Total Estimated Gross Contacts:	466,911*
*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:	Magazine / 132 Pages
Circulation Cycle:	Monthly
Ownership:	Rhode Island Monthly Communications, Inc.
Year Established:	1988
Publication Type:	City & Regional Magazine 33% Controlled / 53% Paid / 14% Sponsor Paid
Content:	55% Advertising / 45% Editorial
Primary Delivery Methods:	62% Mail / 8% Controlled Bulk & Single Copy / 30% Waiting Room
Annual Mail Subscription Rate:	\$19.97
Cover Price:	\$5.95
Insert Zoning Available:	No
CVC Member Number:	01-3051
DMA/MSA/CBSA:	Providence, RI / Providence-Fall River-Warwick, RI-MA / Providence-New Bedford-Fall River, RI-MA
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2025
Mechanical Data - Print:	Three (3) columns X 10.5" column depth Full page: 8.125" wide X 10.5" depth.
Print Open Rate:	Color: \$5,520.00 Full Page - \$2,190.00 1/6 th Page Black & White: \$4,620.00 Full Page - \$1,290.00 1/6 th Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	John Palumbo	EMAIL: jpalumbo@rimonthly.com
Advertising:	Kieran Keating	EMAIL: kkeating@rimonthly.com
Circulation:	Lee Healy	EMAIL: healylee@aol.com



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

CVC Account Number: 01-3051	Monthly	Rhode Island Monthly Pawtucket, RI
Audit Period Summary		
Average Net Circulation	(5-H)	33,052
Average Gross Distribution	(5-F)	34,051
Average Net Press Run	(5-A)	34,745
Audit Period Detail		
A. Average Net Press Run		34,745
B. Office / File		694
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		200
3. Mail		56
4. Requestor Mail		0
5. Waiting Rooms		10,171
6. Hotels		274
7. Events, Fairs, Festivals and Trade Shows		113
8. Education		0
9. Restock & Office Service		306
Total Average Controlled Distribution		11,120
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		11,120
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		1,762
3. Mail		16,389
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
8. Other: Paid Bulk		38
Total Average Paid Distribution		18,189
Paid Returns		(999)
TOTAL AVERAGE PAID CIRCULATION		17,190
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		235
3. Mail		4,507
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		4,742
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		4,742
F. Average Gross Distribution		34,051
G. Total Unclaimed / Returns		(999)*
H. Average Net Circulation		33,052

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
01/01/25-12/31/25	CVC	32,701	-	-	-
01/01/24-12/31/24	CVC	33,833	33,011	32,737	32,307
01/01/23-12/31/23	CVC	31,833	32,247	33,108	34,477
01/01/22-12/31/22	CVC	33,949	31,134	29,009	31,961
01/01/21-12/31/21	CVC	31,902	31,724	30,801	32,562
01/01/20-12/31/20	CVC	38,236	36,217	31,383	30,724
01/01/09-12/31/19	Prior CVC	-	-	-	-

7. Distribution by State (March 2025 Edition) Monthly

STATE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AZ	Assorted	Assorted	AZ	0	0	18	0	18
CA	Assorted	Assorted	CA	0	0	123	0	123
CO	Assorted	Assorted	CO	0	0	24	0	24
CT	Assorted	Assorted	CT	0	0	333	0	333
DC	Assorted	Assorted	DC	0	0	13	0	13
FL	Assorted	Assorted	FL	0	0	368	0	368
GA	Assorted	Assorted	GA	0	0	38	0	38
HI	Assorted	Assorted	HI	0	0	10	0	10
IL	Assorted	Assorted	IL	0	0	20	0	20
IN	Assorted	Assorted	IN	0	0	12	0	12
MA	Assorted	Assorted	MA	0	0	2,740	0	2,740
MD	Assorted	Assorted	MD	0	0	41	0	41
MI	Assorted	Assorted	MI	0	0	15	0	15
MO	Assorted	Assorted	MO	0	0	15	0	15
NC	Assorted	Assorted	NC	0	0	47	0	47
NH	Assorted	Assorted	NH	0	0	44	0	44
NJ	Assorted	Assorted	NJ	0	0	61	0	61
NV	Assorted	Assorted	NV	0	0	11	0	11
NY	Assorted	Assorted	NY	0	0	152	0	152
OH	Assorted	Assorted	OH	0	0	23	0	23
PA	Assorted	Assorted	PA	0	0	50	0	50
RI	Assorted	Assorted	RI	0	3,205	26,576	1,022	30,803
SC	Assorted	Assorted	SC	0	0	43	0	43
TX	Assorted	Assorted	TX	0	0	35	0	35
VA	Assorted	Assorted	VA	0	0	67	0	67
VT	Assorted	Assorted	VT	0	0	22	0	22
WA	Assorted	Assorted	WA	0	0	15	0	15
Misc.	Assorted	Assorted	-	0	0	118	0	118
TOTAL				0	3,205	31,034	1,022	35,261

8. Distribution by County (March 2025 Edition) Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
The publication provided distribution by state reporting. County reporting is not required.							

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Rhode Island Monthly reported an average mail distribution of 20,952 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Rhode Island Monthly 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.

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.

CVC verification substantiates Rhode Island Monthly’s claim of 999 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$19.97 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	9,196
Over 75% of basic rate	1,408
Over 50% of basic rate	1,493
Over 25% of basic rate	2,450
1%-24% of basic rate	103
Less than 1% of basic rate*	1,739
SPONSORED	Basic Rates: \$19.97 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	4,507
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SINGLE COPY	COVER PRICE: \$4.99
	AVERAGE WHOLESALE RATE: \$2.50

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

	Monthly Audit Period Average
Website Total Users	126,000
Website Sessions	144,080
Website Views	246,343
Views Per Session	2.39
Average Time Spent on Website	00:00:59
Engagement Rate	65.5%

Explanatory – Website

PARAGRAPH TWELVE (A)

TOTAL 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.

VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER SESSION: 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.

ENGAGEMENT RATE: Engagement rate reports the percentage of visits that view more than one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	March 2025
www.facebook.com/RIMonthly	49,568 Followers	49,528 Followers
X (Twitter) - @RIMonthly	70,774 Followers	70,589 Followers
Instagram.com/RIMonthly	44,420 Followers	47,376 Followers
LinkedIn.com/RIMonthly	3,632 Followers	3,752 Followers
TikTok.com - @rimonthly	1,060 Followers	1,247 Followers
Bluesky - @rimonthly.bsky.social	320 Followers	494 Followers

Explanatory – Social Media

PARAGRAPH TWELVE (D)

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

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

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

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

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

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

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	23,313
Average Open Rate	32.3%
Average Click Rate	2.3%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media - Not Reported



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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 March 31, 2027.

If this report is presented after March 31, 2027 please call the toll-free number listed below.

Rhode Island Monthly - Pawtucket, RI - 01-3051 - Supplemental Readership Study

The Circulation Verification Council surveyed Rhode Island Monthly 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. 244 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 22 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 219 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: 4.95
*Readership estimates compiled from 2024/2025 CVC circulation & readership study data.

1. Rhode Island Monthly is distributed regularly in your area. Do you regularly read or look through Rhode Island Monthly?

YES 485 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Rhode Island Monthly?

YES 387 79.8%
NO 98 20.2%

3. How long do you keep Rhode Island Monthly before discarding it?

45% Two weeks or less
03% Three weeks
25% One month
27% More than one month

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

Reader Demographics	Market Demographics
37%	49% Male Readers
63%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics	
00%	06%	18 - 20
<01%	07%	21 - 24
07%	14%	25 - 34
17%	15%	35 - 44
25%	20%	45 - 54 (Median Reader Age: 54.4)
28%	18%	55 - 64 (Average Reader Age: 55.4)
22%	11%	65 - 74
01%	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
01%	08%	\$15,000 - \$24,999
02%	08%	\$25,000 - \$34,999
05%	11%	\$35,000 - \$49,999
08%	16%	\$50,000 - \$74,999
11%	14%	\$75,000 - \$99,999
10%	11%	\$100,000 - \$124,999
15%	07%	\$125,000 - \$149,999 (Median Reader HH Income: \$149,013)
15%	08%	\$150,000 - \$199,999 (Average Reader HH Income: \$223,710)
33%	08%	over \$200,000

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

Reader Demographics	Market Demographics	
00%	13%	Some High School or Less
09%	24%	Graduated High School
19%	28%	Some College
40%	21%	Graduated College
22%	11%	Completed Master Degree
07%	02%	Completed Professional Degree
03%	01%	Completed Doctorate Degree

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

- 16% New Automobile, Truck or SUV
- 13% Used Automobile, Truck or SUV
- 11% Antiques / Auctions
- 42% Furniture / Home Furnishings
- 21% Major Home Appliance
- 28% Computers, Tablets or Laptops
- 35% Home Improvements or Home Improvement Supplies
- 19% Television or Electronics
- 15% Carpet or Flooring
- 33% Automobile Accessories (tires, brakes or service)
- 35% Lawn & Garden Supplies
- 26% Florist / Gift Shops
- 21% Home Heating & Air Conditioning (service, new equipment)
- 61% Vacations / Travel
- 07% Real Estate (Sell or purchase)
- 51% Men's Apparel
- 78% Women's Apparel
- 09% Children's Apparel
- 01% Boats or Personal Watercraft
- 15% Art & Crafts Supplies
- 05% Childcare
- 06% Education or Classes
- 09% Attorney
- 35% Veterinarian / Pet Supplies
- 15% Chiropractor
- 29% Financial Planner (Retirement, Investing)
- 36% Tax Advisor / Tax Services
- 25% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 04% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 20% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 39% Pharmacist / Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 81% Dining & Entertainment
- 30% Jewelry
- 02% Wedding Supplies
- 16% Athletic & Sports Equipment
- 01% Motorcycles / ATV's
- 32% Medical Services / Physicians
- 10% Senior Living / Assisted Living / Skilled Care (For self or others)

(% = Positive respondents)



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