

**Audit Period: January 1, 2012 – December 31, 2013**

**New Mexico Marketplace**

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**1. Publication Information**

Average Net Circulation:	175,823 (Print Edition)
Number of Editions:	Five
Format / Average Page Count:	Magazine / 54 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	Monthly /by 5 PM
Ownership:	Chaco Canyon Publishing Inc
Year Established:	1986
Publication Type:	Shopper
Content:	70% Advertising / 30% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery / 100% Mail / 0% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code / County / Route / Zone
CVC Member Number:	19-0910
DMA/MSA:	Albuquerque, NM / Albuquerque, NM
Audit Funded By:	Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2009
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.25" wide X 10" depth.
Open Rate:	Local: \$3,055.00 Full Page - \$710.00 1/8th Page National: \$3,055.00 Full Page - \$710.00 1/8th Page
Insert Open Rate:	\$80.00 per thousand
Classified Rate:	\$25.00 for up to 25 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

**3. Contact Information**

Publisher:	William Lescure	EMAIL: bill@nmmarketplace.com
Advertising:	William Lescure	EMAIL: bill@nmmarketplace.com
Circulation:	William Lescure	EMAIL: bill@nmmarketplace.com

**4. Circulation Pricing**

New Mexico Marketplace is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 19-0910		New Mexico Marketplace - Consolidated Albuquerque, NM
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>175,823</b>
Average Gross Distribution	(5-F)	175,823
Average Net Press Run	(5-A)	176,073
<b>Audit Period Detail</b>		
A. Average Net Press Run		176,073
B. Office / File		250
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		175,477
4. Restock & Office Service		346
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>175,823</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		175,823
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>175,823</b>



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

CVC Account Number: 19-0266		New Mexico Marketplace - Zone 1 Albuquerque, NM
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,123</b>
Average Gross Distribution	(5-F)	35,123
Average Net Press Run	(5-A)	35,173
<b>Audit Period Detail</b>		
A. Average Net Press Run		35,173
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		35,065
4. Restock & Office Service		58
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>35,123</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		35,123
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>35,123</b>



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

CVC Account Number: 19-0267		New Mexico Marketplace - Zone 2 Albuquerque, NM
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,311</b>
Average Gross Distribution	(5-F)	35,311
Average Net Press Run	(5-A)	35,361
<b>Audit Period Detail</b>		
A. Average Net Press Run		35,361
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		35,251
4. Restock & Office Service		60
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>35,311</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		35,311
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>35,311</b>



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

CVC Account Number: 19-0268		New Mexico Marketplace - Zone 3 Albuquerque, NM
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,120</b>
Average Gross Distribution	(5-F)	35,120
Average Net Press Run	(5-A)	35,170
<b>Audit Period Detail</b>		
A. Average Net Press Run		35,170
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		35,060
4. Restock & Office Service		60
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>35,120</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		35,120
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>35,120</b>



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

CVC Account Number: 19-0269		New Mexico Marketplace - Zone 4 Albuquerque, NM
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,067</b>
Average Gross Distribution	(5-F)	35,067
Average Net Press Run	(5-A)	35,117
<b>Audit Period Detail</b>		
A. Average Net Press Run		35,117
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		35,009
4. Restock & Office Service		58
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>35,067</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		35,067
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>35,067</b>



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

CVC Account Number: 19-0270		New Mexico Marketplace - Zone 5 Albuquerque, NM
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,202</b>
Average Gross Distribution	(5-F)	35,202
Average Net Press Run	(5-A)	35,252
<b>Audit Period Detail</b>		
A. Average Net Press Run		35,252
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		35,092
4. Restock & Office Service		110
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>35,202</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		35,202
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>35,202</b>

**6A. Audited Average Website Reporting - www.nmmarketplace.com**

	Monthly Audit Period Average
Website Unique Visitors	4,339
Website Page Views	16,463
Average Time Spent on Website	00:03:10

**6B. Audited Online Edition Reporting**

	Monthly Audit Period Average
Unique Digital Edition Visitors	317
Digital Edition Page Views	577





### 8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/13-12/31/13	CVC	176,293	175,967	175,566	175,183
01/01/12-12/31/12	CVC	175,333	175,692	176,242	176,317
01/01/11-12/31/11	CVC	174,833	175,108	175,559	175,366
01/01/10-12/31/10	CVC	175,084	174,783	175,374	175,500
01/01/09-12/31/09	CVC	179,935	175,720	175,753	175,500
01/01/08-12/31/08	CVC	173,183	173,484	174,216	175,835
01/01/07-12/31/07	CVC	153,321	151,759	170,921	171,867
01/01/06-12/31/06	CVC	151,374	151,759	151,913	153,887
07/01/05-12/31/05	CVC	-	-	150,433	151,116

### 9A. Distribution by Zip Code (June 2013 Edition) New Mexico Marketplace - Zone 1

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87105	Albuquerque	Bernalillo	0	0	2,730	4	2,734
87114	Albuquerque	Bernalillo	0	0	13,831	22	13,853
87120	Albuquerque	Bernalillo	0	0	17,149	28	17,177
87121	Albuquerque	Bernalillo	0	1	1,614	2	1,617
TOTAL			0	1	35,324	56	35,381

### 9B. Distribution by Zip Code (June 2013 Edition) New Mexico Marketplace - Zone 2

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87004	Bernalillo	Sandoval	0	0	982	2	984
87048	Corrales	Sandoval	0	0	2,820	5	2,825
87114	Albuquerque	Bernalillo	0	0	3,016	5	3,021
87124	Rio Rancho	Sandoval	0	1	14,745	23	14,769
87144	Rio Rancho	Sandoval	0	0	13,474	21	13,495
TOTAL			0	1	35,037	56	35,094

### 9C. Distribution by Zip Code (June 2013 Edition) New Mexico Marketplace - Zone 3

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87031	Los Lunas	Valencia	0	0	9,879	18	9,897
87042	Peralta	Valencia	0	0	1,109	2	1,111
87068	Bosque Farms	Valencia	0	0	1,745	3	1,748
87104	Albuquerque	Bernalillo	0	0	2,817	5	2,822
87106	Albuquerque	Bernalillo	0	0	4,053	7	4,060
87107	Albuquerque	Bernalillo	0	0	5,210	9	5,219
87108	Albuquerque	Bernalillo	0	0	2,457	4	2,461
87110	Albuquerque	Bernalillo	0	0	5,740	10	5,750
87114	Albuquerque	Bernalillo	0	0	2,048	5	2,053
TOTAL			0	0	35,058	63	35,121



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**9D. Distribution by Zip Code (June 2013 Edition) New Mexico Marketplace - Zone 4**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87008	Cedar Crest	Bernalillo	0	0	674	2	676
87015	Edgewood	Santa Fe	0	0	3,786	7	3,793
87047	Sandia Park	Bernalillo	0	0	1,770	3	1,773
87059	Tijeras	Bernalillo	0	0	3,251	6	3,257
87110	Albuquerque	Bernalillo	0	0	4,617	8	4,625
87111	Albuquerque	Bernalillo	0	0	3,446	6	3,452
87112	Albuquerque	Bernalillo	0	0	8,500	15	8,515
87123	Albuquerque	Bernalillo	0	0	8,772	16	8,788
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>34,816</b>	<b>63</b>	<b>34,879</b>

**9E. Distribution by Zip Code (June 2013 Edition) New Mexico Marketplace - Zone 5**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87043	Placitas	Sandoval	0	0	2,048	8	2,056
87109	Albuquerque	Bernalillo	0	0	8,608	36	8,644
87111	Albuquerque	Bernalillo	0	0	13,695	57	13,752
87113	Albuquerque	Bernalillo	0	0	4,609	19	4,628
87122	Albuquerque	Bernalillo	0	0	6,145	25	6,170
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>35,105</b>	<b>145</b>	<b>35,250</b>

**10A. Distribution by County (June 2013 Edition) New Mexico Marketplace - Zone 1**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	1	35,324	56	35,381
<b>TOTAL</b>		<b>0</b>	<b>1</b>	<b>35,324</b>	<b>56</b>	<b>35,381</b>

**10B. Distribution by County (June 2013 Edition) New Mexico Marketplace - Zone 2**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	3,016	5	3,021
Sandoval	Bernalillo Corrales Rio Rancho	0	1	32,021	51	32,073
<b>TOTAL</b>		<b>0</b>	<b>1</b>	<b>35,037</b>	<b>56</b>	<b>35,094</b>

**10C. Distribution by County (June 2013 Edition) New Mexico Marketplace - Zone 3**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	22,325	40	22,365
Valencia	Bosque Farms Los Lunas Peralta	0	0	12,733	23	12,756
<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>35,058</b>	<b>63</b>	<b>35,121</b>

**10D. Distribution by County (June 2013 Edition) New Mexico Marketplace - Zone 4**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque Cedar Crest Sandia Park Tijeras	0	0	31,030	56	31,086
Santa Fe	Edgewood	0	0	3,786	7	3,793
<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>34,816</b>	<b>63</b>	<b>34,879</b>

**10E. Distribution by County** (June 2013 Edition) New Mexico Marketplace - Zone 5

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bernalillo	Albuquerque	0	0	33,057	137	33,194
Sandoval	Placitas	0	0	2,048	8	2,056
TOTAL		0	0	35,105	145	35,250

**11. Verification of Receivership & Readership**

**Controlled Carrier Delivery and Mail Distribution**

New Mexico Marketplace reported an average mail distribution of 175,477 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. New Mexico Marketplace did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. New Mexico Marketplace is distributed regularly in your area. Do you receive New Mexico Marketplace on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through New Mexico Marketplace?

**CVC interviews indicate that 770 of 779 households or 98.8% indicated they receive New Mexico Marketplace on a regular basis.**

**CVC interviews indicate that 620 of 770 or 80.5% indicate they regularly read or look through New Mexico Marketplace.**

\*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 +/-2.5%.

**12. Verification of Distribution**

**Controlled Bulk / Demand Distribution**

**New Mexico Marketplace did not report significant controlled bulk / demand distribution or single copy distribution during the audit cycle.**



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**13. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>MAIL</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	

**14. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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**The current status of this report expires December 31, 2015.**

If this report is presented after December 31, 2015 please call the toll-free number listed below.



## New Mexico Marketplace - Albuquerque, NM - 19-0910 - Supplemental Readership Study

The Circulation Verification Council interviewed New Mexico Marketplace readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing 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. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership 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 +/-2.5 at the 95% confidence level. \*620 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.

- **Average readers per edition during the audit period: 1.65\***

\*Readership estimates compiled from 2013 CVC circulation & readership study data.

1. New Mexico Marketplace is distributed regularly in your area. Does your household regularly receive New Mexico Marketplace?

YES	770	98.8%
NO	9	01.2%

2. Do you or someone in your household regularly read or look through New Mexico Marketplace?

YES	620	80.5%
NO	150	19.5%

3. Do you frequently purchase products or services from ads seen in New Mexico Marketplace?

YES	516	83.2%
NO	104	16.8%

4. How long do you keep New Mexico Marketplace before discarding it?

64%	Two weeks or less
04%	Three weeks
17%	One month
15%	More than one month

5. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	05%	18 - 20
04%	08%	21 - 24
19%	19%	25 - 34
25%	16%	35 - 44
24%	19%	45 - 54
19%	17%	55 - 64
07%	09%	65 - 74
02%	07%	75 years or older

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

Reader Demographics	Market Demographics	
12%	21%	Under \$25,000
23%	24%	\$25,001 - \$49,999
24%	18%	\$50,000 - \$74,999
18%	13%	\$75,000 - \$99,999
15%	14%	\$100,000 - \$149,999
08%	10%	Over \$150,000

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

Reader Demographics	Market Demographics	
01%	11%	Some High School or Less
28%	24%	Graduated High School
33%	34%	Some College
25%	17%	Graduated College
13%	14%	Completed Post Graduate

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



(% = Positive respondents)

16%	New Automobile
21%	Used Automobile
18%	Antiques / Auctions
45%	Furniture / Home Furnishings
18%	Major Home Appliance
19%	Home Computers / Tablets / Laptops
35%	Home Improvements / Supplies
38%	Television / Electronics
18%	Carpet / Flooring
51%	Automobile Accessories (tires, brakes & service)
43%	Lawn & Garden
30%	Florist / Gift Shops
32%	Home Heating / Air Conditioning (service, new equipment)
59%	Vacations / Travel
06%	Real Estate
71%	Men's Apparel
80%	Women's Apparel
45%	Children's Apparel
02%	Boats / Personal Watercraft
13%	Art & Crafts Supplies
19%	Childcare
31%	Education / Classes
06%	Attorney
25%	Veterinarian
12%	Chiropractor
31%	Financial Planner (Retirement, Investing)
63%	Tax Advisor / Services
35%	Health Club / Exercise Class
40%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
09%	Weight Loss
36%	Lawn Care Service (Maintenance & Landscaping)
32%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
71%	Pharmacist / Prescription Service
28%	Cellular Phone New/Update Service
77%	Dining & Entertainment
18%	Jewelry
12%	Wedding Supplies
29%	Athletic & Sports Equipment



New Mexico Marketplace  
 Albuquerque, NM  
 19-0910

Key to Features

-  County Boundary
-  ZIP Code Boundary

