

Who did you survey? How did you find them?

We have been asked,

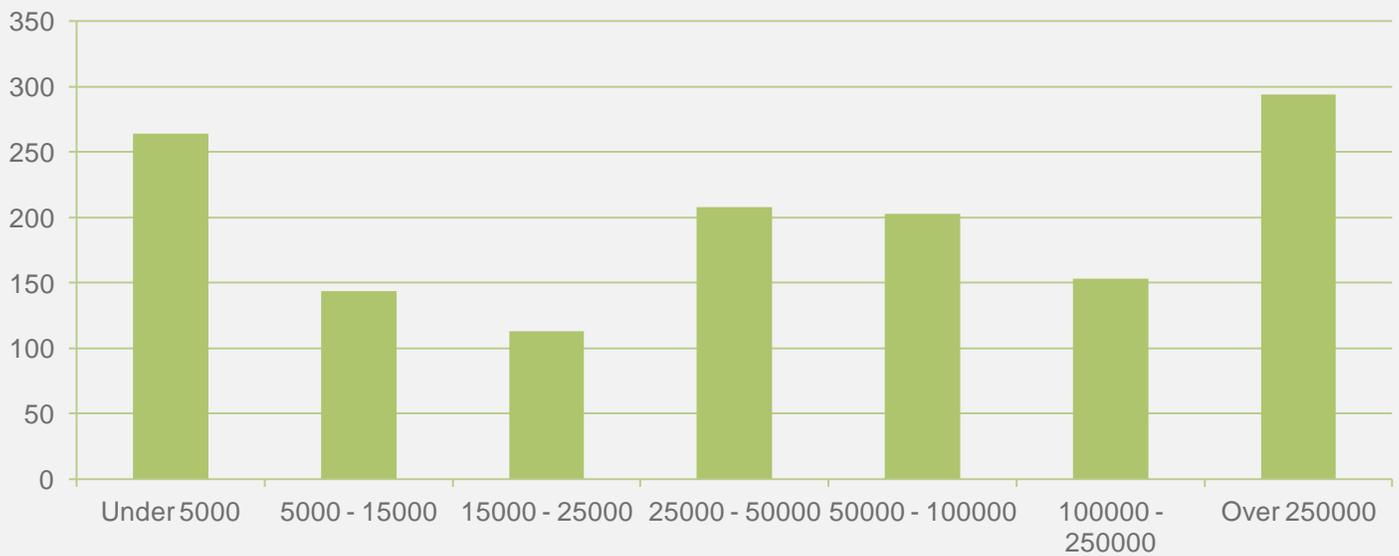
“Who responded to your survey and how did you survey them?”



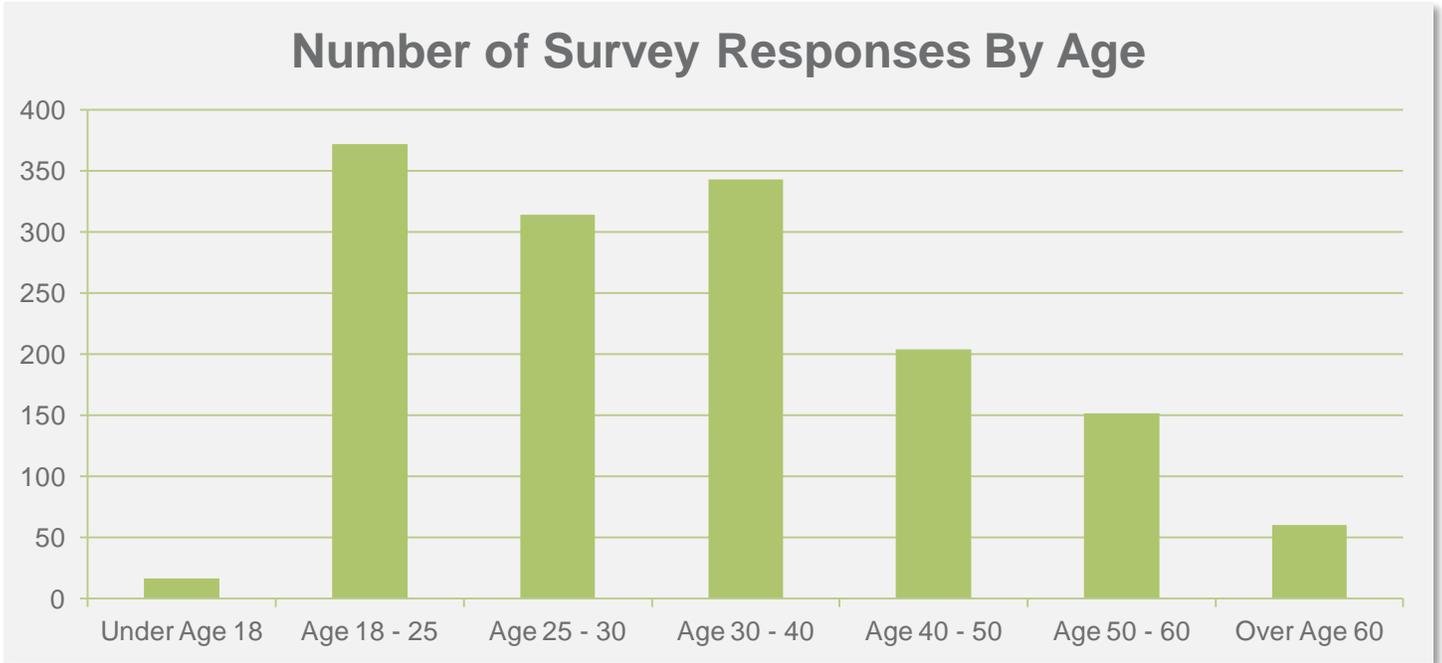
Between June 8th and July 20th 2014, we surveyed 1,468 consumers from **all over the United States**. We surveyed 300 people by telephone and 1,168 people answered surveys online. The responses obtained by telephone and online showed no statistically significant variation in the answers received to any question.

We wanted our survey to be as broad as possible, so we took special care to make sure that we talked with people not only from big cities but also from small towns. **We succeeded!** More than 19% of the people we surveyed were from very small towns (less than 5,000 residents).

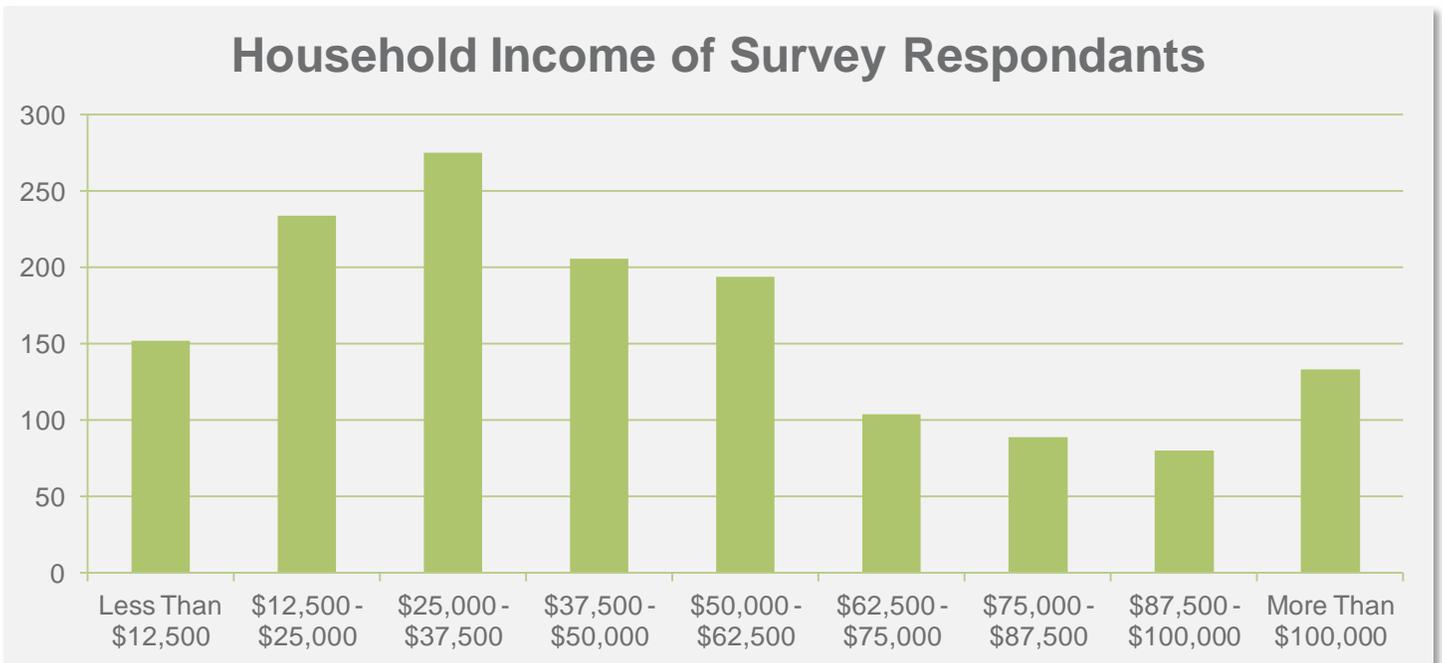
Number of Survey Responses by Population



The survey included people of all ages (see chart below). Because consumers of durable goods are rarely under the age of 18, we took steps to minimize responses from this age group (in the end, only a total of 17 respondents were under the age of 18).



Likewise, our survey included data from households in all income brackets. See Chart (below).



We limited survey responses to United States residents. We had responses from **all 50 states**. Survey responses were spread evenly when compared with the US general population distribution. See map of survey responses, below.

