

CHRISTIAN RETAILING

Subscriber Demographics

Effective 10/07/00

<u>AFFILIATION</u>	QUALIFIED
INDEPENDENT	4,611
CBA MEMBER STORE	3,506
ABA MEMBER STORE	75
NO RESPONSE	57
TOTALS	8,249

<u>ANNUAL SALES VOLUME</u>	QUALIFIED
UNDER \$50,000	1,801
\$50,000 - \$99,999	944
\$100,000 - \$249,999	1,538
\$250,000 - \$449,999	1,147
\$500,000 - \$749,999	581
\$750,000 - \$999,999	386
\$1,000,000 AND ABOVE	1,459
NO RESPONSE	393
TOTALS	8,249

<u>TYPE OF RETAIL BUSINESS</u>	QUALIFIED
PRIV BKSTR	5,111
CHN BKSTR	965
AFFIL BKST	891
SEC/PRV/BS	150
SEC/CHN/BS	35
COL/SEM/UV	198
DIRECT MAIL	543
GIFTWARE	215
OTHERS	77
NO RESPONSE	64
TOTALS	8,249

<u>DO YOU CURRENTLY USE THE INTERNET FOR BUSINESS</u>	QUALIFIED
YES	1,331
NO	2,243
NO RESPONSE	4,675
TOTALS	8,249

***WE AVERAGE 8500 RETAIL STORE SUBSCRIBERS EACH
ISSUE. HOWEVER, IN AUG 2001 WE ARE INCREASING
THE STORE COUNT 9500 PER ISSUE***