

Inspirational Giftware

www.inspirationalgiftware.com

Subscriber Demographics

EFFECTIVE 10/07/00

<u>TYPE OF RETAIL BUSINESS</u>	<u>QUALIFIED</u>	<u>GIFT LINES CARRIED</u>	<u>QUALIFIED</u>
GIFT RETAILER	2,446	GENERAL GIFT	7,491
BOOKSTORE	5,086	COLLECTIBLES	5,002
MUSEUM GIFT SHOPPING	9	GREETING CARDS	6,941
AIRPORT GIFT SHOPPING		LICENSED PRODUCTS	3,918
DEPARTMENT STORE	29	PARTY & PAPER GOODS	3,320
HOME ACCESSORY STORE	58	NOVELTIES	4,474
MAIL ORDER CATALOG	158	GOURMET FOOD	1,732
GIFT BASKET RETAILER	86	CHILDRENS PRODUCTS	5,510
STATIONERY/PARTY & PAPER	129	DECORATIVE ACCESSORIES	4,891
PHARMACY/SELLING GIFT MR	199	TOYS	4,092
HOTEL/RESORT/CRUISE SHIP	19	OTHER	2,463
THEME PARK/TOURIST ATTR	5	NO RESPONSE	6,123
HOSPITAL GIFT SHOP	119	TOTAL RESPONSES	49,834
OTHERS	6,491	TOTAL SUBSCRIBERS	14,834
TOTALS	14,834		

<u>ANNUAL SALES VOLUME</u>		<u>SQ FOOTAGE OF STORE</u>	
\$1,000,000 OR MORE	1,323	UP TO 1,000	715
\$500,000 - \$999,000	1,083	1,001 TO 1,500	964
\$100,000 - \$499,000	2,593	2,501 TO 5,000	650
UNDER 100,000	2,250	5,001 AND MORE	424
NO RESPONSE	7,585	NO RESPONSE	12,081
TOTALS	14,834	TOTALS	14,834

AFFILIATION

INDEPENDENTLY OWNED & OPERATED	2,668
MEMBER OF CHAIN	176
NO RESPONSE	12,007
TOTAL RESPONSES	2,844
TOTAL SUBSCRIBERS	14,834

DO YOU CURRENTLY USE THE INTERNET FOR BUSINESS

YES	2,146
NO	4,150
NO RESPONSE	8,538
TOTALS	14,834