INTRODUCING THE RMS VIEWPOINT RESEARCH PANEL

INNOVATION STARTS HERE.
Research & Marketing Strategies, Inc. (RMS) is a full-service marketing and market research firm providing a wide range of custom-tailored market intelligence services for many diverse industries. RMS offers custom research using both traditional and Internet-based methodologies. RMS forms partnerships with clients by functioning as a seamless extension of marketing departments. Then we listen, analyze the results and help solve business problems through data and analytics.

- **RMS ViewPoint.**
  RMS has a broad, fully vetted panel of individuals, who eagerly share their thoughts and experiences so effective business decisions can be made.

- **Priorities.**
  Our top priorities are to ensure RMS ViewPoint members are truthful, highly-engaged and sincere. There are several control measures in place to provide the highest quality of data.

- **Participation.**
  Consumers aid in decision-making by participating in focus groups, interviews, surveys and mystery shopping.

- **Speed and precision.**
  RMS ViewPoint allows us to quickly recruit and receive responses from consumers at a fraction of most primary research costs.
ABOUT RMS VIEWPOINT MEMBERS
## RMS VIEWPOINT MEMBERS

### PROFILING PARAMETERS

![Profiles of individuals symbolizing personal and contact information, demographic information, and other collected information.]

<table>
<thead>
<tr>
<th>PERSONAL AND CONTACT INFORMATION</th>
<th>DEMOGRAPHIC INFORMATION</th>
<th>OTHER COLLECTED INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• First and last name</td>
<td>• Gender</td>
<td>• Industry or occupation</td>
</tr>
<tr>
<td>• Email address</td>
<td>• Date of birth</td>
<td>• Internet usage</td>
</tr>
<tr>
<td>• Phone number</td>
<td>• Ethnicity</td>
<td>• Social media usage</td>
</tr>
<tr>
<td>• Address</td>
<td>• Marital status</td>
<td>• Registered voter</td>
</tr>
<tr>
<td></td>
<td>• Number of people in</td>
<td>• Household decision-maker status</td>
</tr>
<tr>
<td></td>
<td>household</td>
<td>• Behaviors</td>
</tr>
<tr>
<td></td>
<td>• Children in household</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Education level</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Employment status</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Annual household</td>
<td></td>
</tr>
<tr>
<td></td>
<td>income</td>
<td></td>
</tr>
</tbody>
</table>
DEMOGRAPHICS

LOCATION

- 55% Live in Central New York*
- 74% Live in New York State
- 26% Live outside of New York State

GENDER

- 70% Male
- 30% Female

LOCATION

- 74% Home of RMS
- 55% Home of RMS
- 26% Home of RMS

FEMALE & MALE AGE GROUPS

FEMALE
- 5% 18 to 24
- 22% 25 to 34
- 23% 35 to 44
- 26% 45 to 54
- 17% 55 to 64
- 7% 65+

MALE
- 11% 18 to 24
- 24% 25 to 34
- 20% 35 to 44
- 22% 45 to 54
- 14% 55 to 64
- 9% 65+

* Panel members’ zip code within 30 miles of RMS, located in Central New York.
DEMOGRAPHICS

ANNUAL HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $15,000</td>
<td>8%</td>
</tr>
<tr>
<td>$15,000 - $29,999</td>
<td>13%</td>
</tr>
<tr>
<td>$30,000 - $39,999</td>
<td>11%</td>
</tr>
<tr>
<td>$40,000 - $49,999</td>
<td>11%</td>
</tr>
<tr>
<td>$50,000 - $59,999</td>
<td>10%</td>
</tr>
<tr>
<td>$60,000 - $69,999</td>
<td>8%</td>
</tr>
<tr>
<td>$70,000 - $79,999</td>
<td>8%</td>
</tr>
<tr>
<td>$80,000 - $89,999</td>
<td>6%</td>
</tr>
<tr>
<td>$90,000 - $99,999</td>
<td>6%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>19%</td>
</tr>
</tbody>
</table>

HIGHEST LEVEL OF EDUCATION COMPLETED

- 41% College Graduate
- 26% Some College
- 18% Graduate School or Higher
- 12% High School Graduate/GED
- 10% Did not Graduate from High School/Earn GED
- 2% Other
- 1% Did not Graduate from High School/Earn GED (Other)

EMPLOYMENT STATUS

- 52% Employed Full-time
- 17% Other
- 16% Employed Part-time
- 11% Unemployed
- 9% Retired
- 7% College Student
- 2% Grad Student

(ViewPoint member may fit more than one category)
RMS VIEWPOINT BEHAVIORS

HOURS OF TELEVISION WATCHED PER WEEK

- 10+ hours: 46%
- 7-9 hours: 21%
- 4-6 hours: 10%
- 1-3 hours: 21%
- <1 hour: 2%

81% watch cable channels (ESPN, FX, MTV, etc.)
73% watch local channels
50% watch streaming (Netflix, Hulu, etc.)
32% watch premium channels (HBO, Showtime, etc.)

INTERNET USAGE OUTSIDE OF WORK

- <1 hour: 1%
- 1-3 hours: 12%
- 7-9 hours: 18%
- 4-6 hours: 22%
- 10+ hours: 47%

PREFERRED NEWS SOURCES

- Print: 43%
- Websites: 73%
- Social Media: 56%
- Word of mouth: 41%

Online List Services: 11%
RMS VIEWPOINT BEHAVIORS

- 83% own a smartphone
- 67% own a tablet
- 37% own a smart TV
- 26% own an eReader
- 7% own none

RMS VIEWPOINT INTERESTS

- 70% are interested in health & wellness
- 58% are interested in travel
- 58% are interested in arts & entertainment
- 46% are interested in beauty & style
- 35% are interested in science & technology
- 35% are interested in politics & news media
- 35% are interested in automobiles
- 33% are interested in sports
- 15% are interested in video gaming

PURCHASING PLANS OVER THE NEXT 12 MONTHS

- 55% plan to purchase a vacation
- 29% plan to purchase appliances
- 21% plan to purchase a vehicle
- 37% plan to spend money on home repair
- 19% do not plan to purchase any of these items
- 38% plan to purchase furniture
- 12% plan to purchase a home
- 5% plan to purchase a recreational vehicle/boat
RMS VIEWPOINT BEHAVIORS

ONLINE SHOPPING FREQUENCY

- 33% A few times per month
- 23% Once every few months
- 22% At least once per week
- 16% Once a month
- 4% Once a year or less
- 2% Never

TYPES OF ITEMS PURCHASED ONLINE

- 81% Clothing and apparel
- 58% Household goods
- 58% Tools and home appliances
- 34% Books
- 26% Pet supplies
- 18% Food and groceries
- 18% Sporting goods
- 28% Electronics
- 58% Luxury goods
- 18% Other
IMPORTANCE OF SEEING AN ITEM IN-PERSON PRIOR TO ONLINE PURCHASE

Not at all important  Very important

1  2  3  4  5

6% 19% 46% 20% 9%

AMOUNT SPENT SHOPPING ONLINE WITHOUT SEEING THE ITEM IN-PERSON FIRST

45% Would spend less than $100
28% Would spend $101 to $250
15% Would spend $251 to $500
6% Would spend $501 to $750
4% Would spend more than $1000
2% Would spend $751 to $1000
BEHAVIORS PRIOR TO MAKING AN ONLINE PURCHASE

- 90% Read reviews of the products to be purchased
- 76% Look for online coupon codes and/or deals
- 73% Search for the product on search engines
- 71% Shop for comparable products
- 2% Do not do any of the above

AVERAGE COMMUTE TIME TO WORK

- 12% 5 minutes or less
- 16% 6-10 minutes
- 25% 11-15 minutes
- 33% 16-30 minutes
- 14% 30+ minutes
Central New York is one of the nation’s top test markets due to its demographic representation of the United States as a whole. RMS ViewPoint is available for those who are looking for the most accurate portrayal of the entire country, conveniently located in one place.

**CNY & USA — by the numbers**

<table>
<thead>
<tr>
<th>Race</th>
<th>Onondaga County</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>81%</td>
<td>72%</td>
</tr>
<tr>
<td>Black</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>Multi-race</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Onondaga County</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>5-14</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>15-19</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>20-24</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>25-34</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>35-44</td>
<td>12%</td>
<td>13%</td>
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<tr>
<td>45-54</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>55-64</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>65-74</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>75-84</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>85+</td>
<td>2%</td>
<td>2%</td>
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</table>

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Onondaga County</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $15,000</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>$150,000+</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment</th>
<th>Onondaga County</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total labor force</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Employed</td>
<td>92%</td>
<td>90%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>In Armed Forces</td>
<td>0%</td>
<td>1%</td>
</tr>
<tr>
<td>Not in labor force</td>
<td>36%</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Housing Units</th>
<th>Onondaga County</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner occupied</td>
<td>60%</td>
<td>58%</td>
</tr>
<tr>
<td>Renter occupied</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>Vacant</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau (2010 Census, 2014 American Community Survey)

**Onondaga County has become the choice market to test and refine campaigns and products before going national. RMS ViewPoint is a highly accurate representation when determining a product’s future and success.**
RMS VIEWPOINT DEMOGRAPHICS IN CNY

ETHNICITY
- CAUCASIAN: 92%
- AFRICAN-AMERICAN: 5%
- HISPANIC: 2%
- ASIAN: 1%
- NATIVE AMERICAN: 1%
- OTHER: 1%

GENDER
- FEMALE: 69%
- MALE: 31%

MALE AGE GROUP
- 65+ years old: 11%
- 55-64 years old: 20%
- 45-54 years old: 25%
- 35-44 years old: 18%
- 25-34 years old: 11%
- 18-24 years old: 11%

FEMALE AGE GROUP
- 65+ years old: 9%
- 55-64 years old: 26%
- 45-54 years old: 20%
- 35-44 years old: 22%
- 25-34 years old: 22%
- 18-24 years old: 4%