

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Clear Seas Research
2401 W. Big Beaver Rd., Suite 700
Troy, MI 48084
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www.clearseasresearch.com

Established: 2006

DESCRIPTION OF LIST AND SOURCE NAMES

Clear Seas Research is a professionals database compiled online serving the flooring, HVACR, plumbing, safety & hygiene, security and coatings & applications industries.

LIST TOTAL

List total as of September 5, 2007 is 3,260.

METHOD OF CONFIRMATION

Demographic information as reported herein, including name, title/function, business/industry, purchasing authority, years of experience, hours per week spent online at home and work, gender, age, seminars, tradeshow or conferences, and certification courses attended in the past year, employee size, company sales, email address, and date of contact were confirmed by BPA Worldwide audit personnel by drawing a sample using a random starting point and an interval selection thereafter. For the selection, a test emailing was conducted to verify accuracy of the sources.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION AS OF SEPTEMBER 2007

Title/Function	TOTAL QUALIFIED	PERCENT OF TOTAL
General/Corporate Management: Owner, Partner, CEO, CFO, President, General Manager, Vice President, Financial Manager, Controller, Purchasing Manager, Service Manager, Central Station Manager, Installation Manager, Sales Manager, Supervisor _____	1,368	42.1
Architect/Designer/Specifier/Engineer/Installation/Service Staff/Technician _____	368	11.3
Sales/Marketing _____	360	11.0
Safety Professional _____	251	7.7
Contractor _____	83	2.5
Research & Development/Quality Control _____	238	7.3
Purchasing _____	22	0.7
Chemist/Formulator _____	34	1.0
Product Management/Production _____	21	0.6
Other titled and non-titled personnel, including Technical Library, Human Resource Manager/Director/Staff, IT Professional, Hygiene Professional, Fire Fighter, Medical Professional and Trade Specialist _____	515	15.8
TOTAL	3,260	100.0

Business/Industry	TOTAL QUALIFIED	PERCENT OF TOTAL
Flooring _____	398	12.2
HVACR _____	647	19.8
Plumbing _____	420	12.9
Safety & Hygiene _____	585	17.9
Security _____	540	16.6
Coatings & Applications _____	670	20.6
TOTAL	3,260	100.0

SUPPLEMENTAL DATA AS OF SEPTEMBER 2007

This is an analysis of 2,923 or 89.7% respondents who answered the question "Which of the following describes your usual involvement in your company's purchases?" Since any one respondent may have checked more than one response, the totals for each of these involvements should not be added together as the total may exceed the total database. This data is presented for statistical and marketing purposes only.

Business/Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Approve/authorize purchases	Recommend purchases	Select/specify products or services	Involved in other ways	Not involved in purchasing
Flooring _____	398	13.6	279	194	191	100	32
Plumbing _____	420	14.4	151	48	151	28	42
ACHR _____	647	22.1	243	96	193	56	59
Safety _____	585	20.0	306	442	417	147	22
Security _____	203	6.9	68	44	1	84	6
Coatings & Applications _____	670	22.9	291	377	381	142	79

ADDITIONAL DATA AS OF SEPTEMBER 2007: This is an analysis of database registrants who indicated their response to the following questions.								
How many years experience do you have in the business?	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
Less than 1 year _____	23	0.8	0	4	8	6	4	1
1 - 5 years _____	287	9.4	44	36	42	68	40	57
6 - 10 years _____	388	12.7	51	41	66	108	40	82
11 - 15 years _____	432	14.1	41	50	91	85	49	116
16 - 20 years _____	431	14.1	40	56	100	94	54	87
More than 20 years _____	1,496	48.9	222	233	340	224	150	327
Data not available _____	203	6.6	-	-	-	-	203	-
	3,260	106.6						
How many hours a week do you spend on the internet at work?	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
Less than an hour _____	185	5.7	31	31	60	14	21	28
1 - 5 hours _____	975	29.9	115	130	192	173	111	254
6 - 10 hours _____	839	25.7	106	106	167	172	125	163
11 - 15 hours _____	470	14.4	55	53	85	100	95	82
More than 15 hours _____	791	24.3	91	100	143	126	188	143
	3,260	100.0						
How many hours a week do you spend on the internet at home?	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
Less than an hour _____	444	13.6	71	54	96	87	45	91
1 - 5 hours _____	1,332	40.9	153	184	262	243	200	290
6 - 10 hours _____	695	21.3	86	90	132	117	119	151
11 - 15 hours _____	316	9.7	37	39	71	53	63	53
More than 15 hours _____	473	14.5	51	53	86	85	113	85
	3,260	100.0						
Gender	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
Male _____	2,881	88.4	329	390	624	462	491	585
Female _____	379	11.6	69	30	23	123	49	85
	3,260	100.0						
Age	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
17 or younger _____	3	0.1	0	1	0	0	0	2
18 - 24 _____	20	0.6	1	3	3	3	8	2
25 - 34 _____	304	9.3	44	44	64	42	54	56
35 - 44 _____	823	25.2	106	117	149	138	152	161
45 - 49 _____	602	18.5	68	71	105	122	94	142
50 - 54 _____	638	19.6	76	91	131	131	91	118
55 - 64 _____	696	21.3	88	78	155	125	105	145
65+ _____	174	5.3	15	15	40	24	36	44
	3,260	100.0						
Seminars attended in the past 12 months:	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
None _____	1,429	43.8	114	200	259	311	172	373
1 _____	748	22.9	84	88	168	128	133	147
2 _____	603	18.5	97	79	126	90	106	105
3 _____	188	5.8	38	20	38	25	49	18
4+ _____	292	9.0	65	33	56	31	80	27
	3,260	100.0						
Tradeshows/Conferences attended in the past 12 months:	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
None _____	899	27.6	77	173	225	103	102	219
1 _____	946	29.0	111	114	176	197	152	196
2 _____	781	24.0	101	77	144	162	145	152
3 _____	304	9.3	54	26	50	67	53	54
4+ _____	330	10.1	55	30	52	56	88	49
	3,260	100.0						
Certification Courses attended in the past 12 months:	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
None _____	1,646	50.5	263	189	284	228	204	478
1 _____	794	24.4	66	97	188	166	165	112
2 _____	429	13.2	35	75	95	102	73	49
3 _____	163	5.0	12	25	30	37	48	11
4+ _____	228	7.0	22	34	50	52	50	20
	3,260	100.0						
Total Employees	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
Less than 10 _____	818	25.1	149	164	227	46	154	78
10 - 25 _____	336	10.3	87	62	71	16	51	49
26 - 50 _____	228	7.0	43	32	57	23	36	37
51 - 100 _____	250	7.7	43	30	46	38	42	51
101 - 250 _____	236	7.2	22	29	36	54	32	63
251 - 500 _____	189	5.8	17	23	43	43	22	41
501 - 1,000 _____	179	5.5	9	19	27	45	26	53
1,001 - 2,500 _____	207	6.3	6	16	28	65	41	51
More than 2,500 _____	817	25.1	22	45	112	255	136	247
	3,260	100.0						
Company's total gross sales:	TOTAL QUALIFIED	PERCENT OF TOTAL	Flooring	Plumbing	ACHR	Safety	Security	Coatings & Applications
Less than \$50,000 _____	108	3.3	13	12	28	9	28	18
\$50,000 - \$99,999 _____	118	3.6	21	23	24	13	19	18
\$100,000 - \$249,999 _____	194	6.0	37	43	53	14	32	15
\$250,000 - \$499,999 _____	190	5.8	38	39	54	9	37	13
\$500,000 - \$999,999 _____	183	5.6	44	33	47	3	34	22
\$1 million - \$1.9 million _____	191	5.9	46	32	47	7	33	26
\$2 million - \$4.9 million _____	217	6.7	41	36	47	22	40	31
\$5 million - \$9.9 million _____	146	4.5	26	16	27	20	23	34
\$10 million - \$19.9 million _____	133	4.1	21	18	21	27	20	26
\$20 million + _____	799	24.5	58	80	109	164	107	281
Prefer not to answer _____	981	30.1	53	88	190	297	167	186
	3,260	100.0						

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION AS OF SEPTEMBER 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
II. TOTAL – Request from recipient’s company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient’s company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	2,771	489	-			3,260	100.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer’s, distributor’s and wholesaler’s lists _____	-	-	-			-	-
*Other sources _____	2,771	489	-			3,260	100.0
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	2,771	489	-			3,260	100.0
*See Paragraph 11	PERCENT	85.0	15.0	-		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION AS OF SEPTEMBER 2007				
E-MAIL ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			3,260	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multiple Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			3,260	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION AS OF SEPTEMBER 2007

	Flooring	Plumbing	HVACR	Coatings & Applications	Safety & Hygiene	Security	Total Qualified Non-Paid	Percent
039-049 Maine _____	3	6	2	2	2	2	17	
030-038 New Hampshire _____	5	1	2	7	4	2	21	
050-059 Vermont _____	2	2	2	-	1	-	7	
010-027 Massachusetts _____	12	19	14	19	11	19	94	
028-029 Rhode Island _____	1	4	4	2	3	-	14	
060-069 Connecticut _____	5	12	12	4	7	9	49	
NEW ENGLAND	28	44	36	34	28	32	202	6.2
100-149 New York _____	15	27	38	13	28	45	166	
070-089 New Jersey _____	14	22	24	39	16	18	133	
150-196 Pennsylvania _____	18	27	40	59	20	28	192	
MIDDLE ATLANTIC	47	76	102	111	64	91	491	15.0
430-459 Ohio _____	20	17	28	72	47	18	202	
460-479 Indiana _____	6	17	20	22	20	4	89	
600-629 Illinois _____	13	17	47	61	35	31	204	
480-499 Michigan _____	15	21	25	57	15	18	151	
530-549 Wisconsin _____	15	14	19	23	22	15	108	
EAST NO. CENTRAL	69	86	139	235	139	86	754	23.1
550-567 Minnesota _____	11	11	19	21	16	9	87	
500-528 Iowa _____	3	2	8	9	10	3	35	
630-658 Missouri _____	11	8	12	15	16	6	68	
580-588 North Dakota _____	2	4	3	2	2	2	15	
570-577 South Dakota _____	4	-	-	2	-	2	8	
680-693 Nebraska _____	3	2	8	6	5	3	27	
660-679 Kansas _____	6	9	9	4	7	8	43	
WEST NO. CENTRAL	40	36	59	59	56	33	283	8.7
197-199 Delaware _____	1	1	3	4	2	4	15	
206-219 Maryland _____	10	6	15	5	10	6	52	
200-205 Washington, DC _____	-	-	1	2	1	7	11	
220-246 Virginia _____	11	6	17	7	13	11	65	
247-268 West Virginia _____	-	2	4	-	5	-	11	
270-289 North Carolina _____	12	11	15	27	14	13	92	
290-299 South Carolina _____	2	2	7	18	5	4	38	
300-319 Georgia _____	18	10	10	11	14	21	84	
320-349 Florida _____	24	14	36	11	21	32	138	
SOUTH ATLANTIC	78	52	108	85	85	98	506	15.5
400-427 Kentucky _____	6	3	5	7	6	1	28	
370-385 Tennessee _____	8	3	11	15	15	12	64	
350-369 Alabama _____	7	4	8	9	8	5	41	
386-397 Mississippi _____	3	1	2	1	3	6	16	
EAST SO. CENTRAL	24	11	26	32	32	24	149	4.6
716-729 Arkansas _____	3	2	3	3	3	4	18	
700-714 Louisiana _____	2	5	5	4	6	8	30	
730-749 Oklahoma _____	4	3	8	3	11	3	32	
750-799 Texas _____	25	19	45	26	50	41	206	
WEST SO. CENTRAL	34	29	61	36	70	56	286	8.8
590-599 Montana _____	-	5	2	1	1	-	9	
832-838 Idaho _____	1	3	2	1	4	2	13	
820-831 Wyoming _____	-	-	1	-	2	-	3	
800-816 Colorado _____	10	10	8	5	8	10	51	
870-884 New Mexico _____	1	2	3	3	1	6	16	
850-865 Arizona _____	2	9	13	1	7	9	41	
840-847 Utah _____	3	1	3	3	5	5	20	
889-898 Nevada _____	3	1	2	-	4	7	17	
MOUNTAIN	20	31	34	14	32	39	170	5.2
995-999 Alaska _____	-	5	1	-	4	-	10	
980-994 Washington _____	7	7	11	3	8	16	52	
970-979 Oregon _____	4	7	6	8	11	7	43	
900-961 California _____	45	32	60	52	55	55	299	
967-968 Hawaii _____	1	4	3	-	1	-	9	
PACIFIC	57	55	81	63	79	78	413	12.7
UNITED STATES	397	420	646	669	585	537	3,254	99.8
969 & 004-009 U.S. Territories _____	-	-	-	-	-	-	-	
Canada _____	1	-	-	-	-	-	1	
Mexico _____	-	-	-	-	-	-	-	
Other International _____	-	-	1	1	-	3	5	
APO/FPO _____	-	-	-	-	-	-	-	
TOTALS	398	420	647	670	585	540	3,260	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS	
	Audited Data
	*2007
Total Audit Average Qualified: _____	3,260
Qualified Non-Paid: _____	3,260
Qualified Paid: _____	-
Post Expire Copies included in Paid Circulation: _____	**NC
Average Annual Order Price: _____	**NC

***NOTE: All data through September 2007 is audited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None claimed.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
**NC	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

1. STANDARD RESEARCH POLICY AND PRICES:

Available upon request.

2. VERIFICATION MAILING:

In addition to the examination of the physical records maintained by the list owner, to verify the data reported in section 3a, 3b, 3c, and 4, an email test was conducted on a randomly selected sample of 309 names for deliverability. The following is an analysis of the results of this test.

3. DELIVERABILITY:

Based on the number of emails returned, the deliverability of the list was 99.0%.

4. PARAGRAPH 3b:

All records reported as Other Sources in paragraph 3b completed an online questionnaire and were entered in a prize drawing.

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

November 1, 2007

TYPE: A

ID Number: C757L0D7