

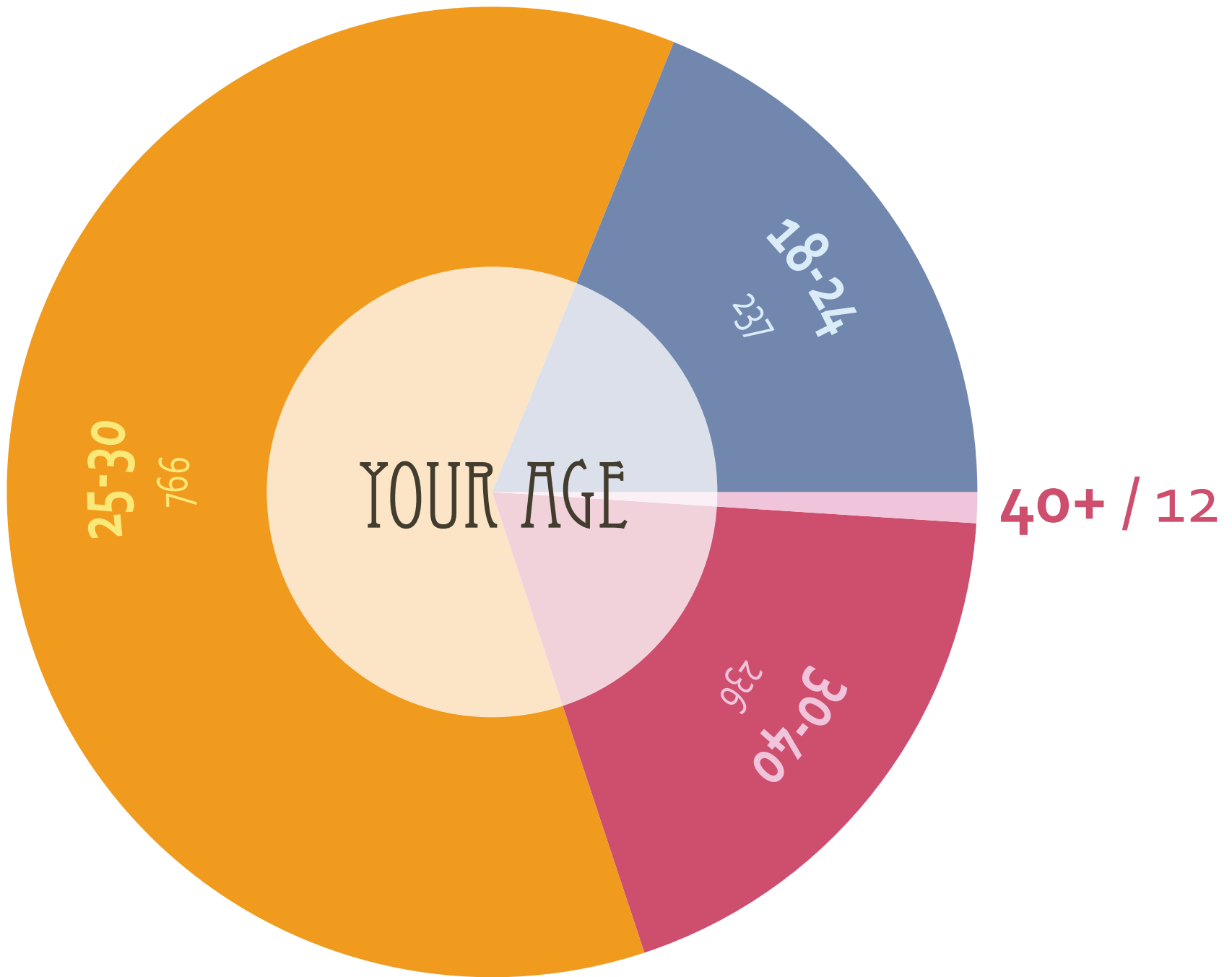
# YOUR GENDER:

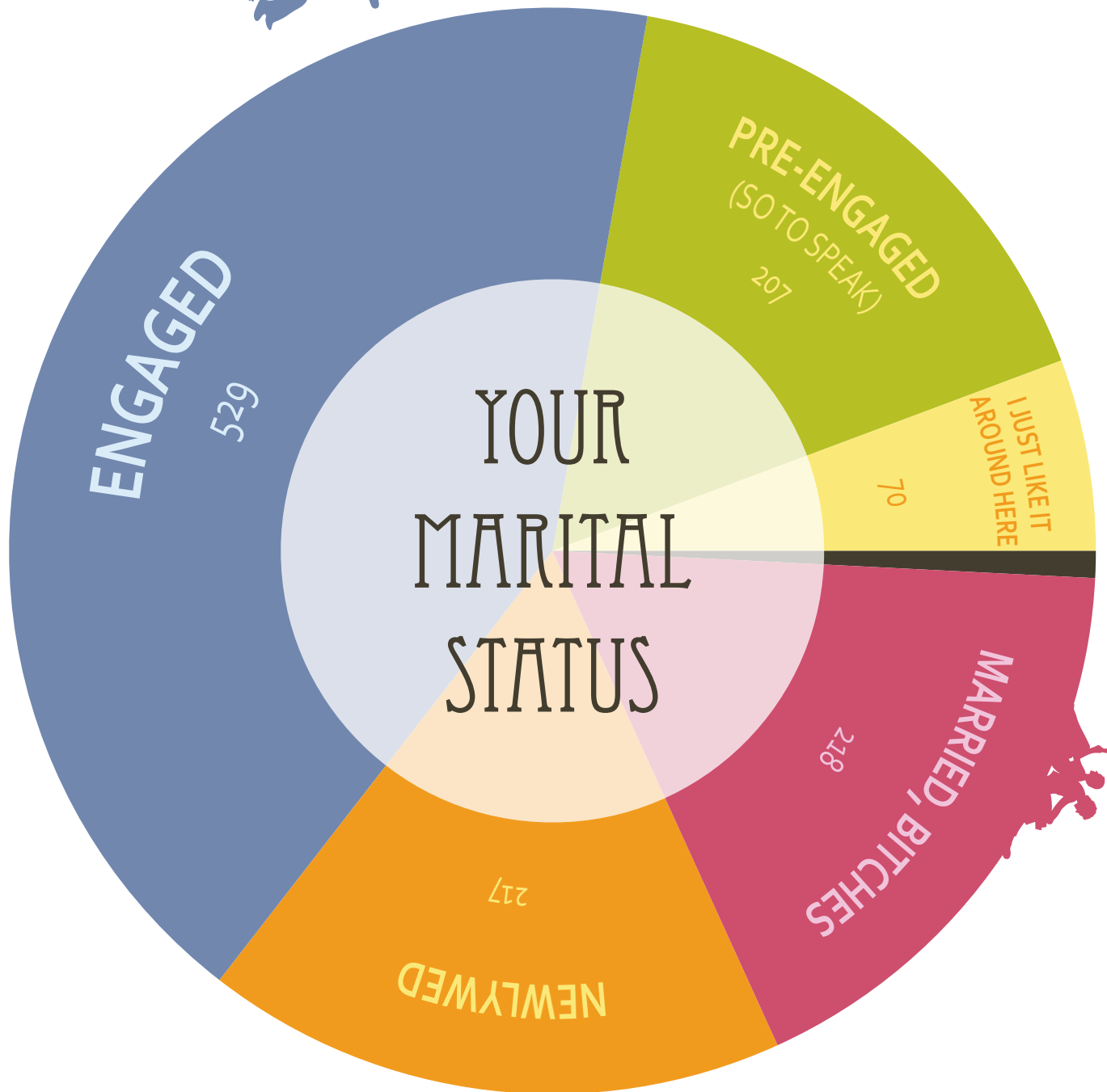


female: 1235 (98.9%)

it's complicated: 5 (0.4%)  
(and public bathrooms haven't caught up with that)

male: 9 (0.7%)





WEDDING PROFESSIONAL / 10



## DO YOU...

have a wedding-y blog

84

have a regular blog

432

use Twitter

482

use Facebook

1158

## HOW OFTEN WOULD YOU LIKE APW POSTS:

1x/day

432

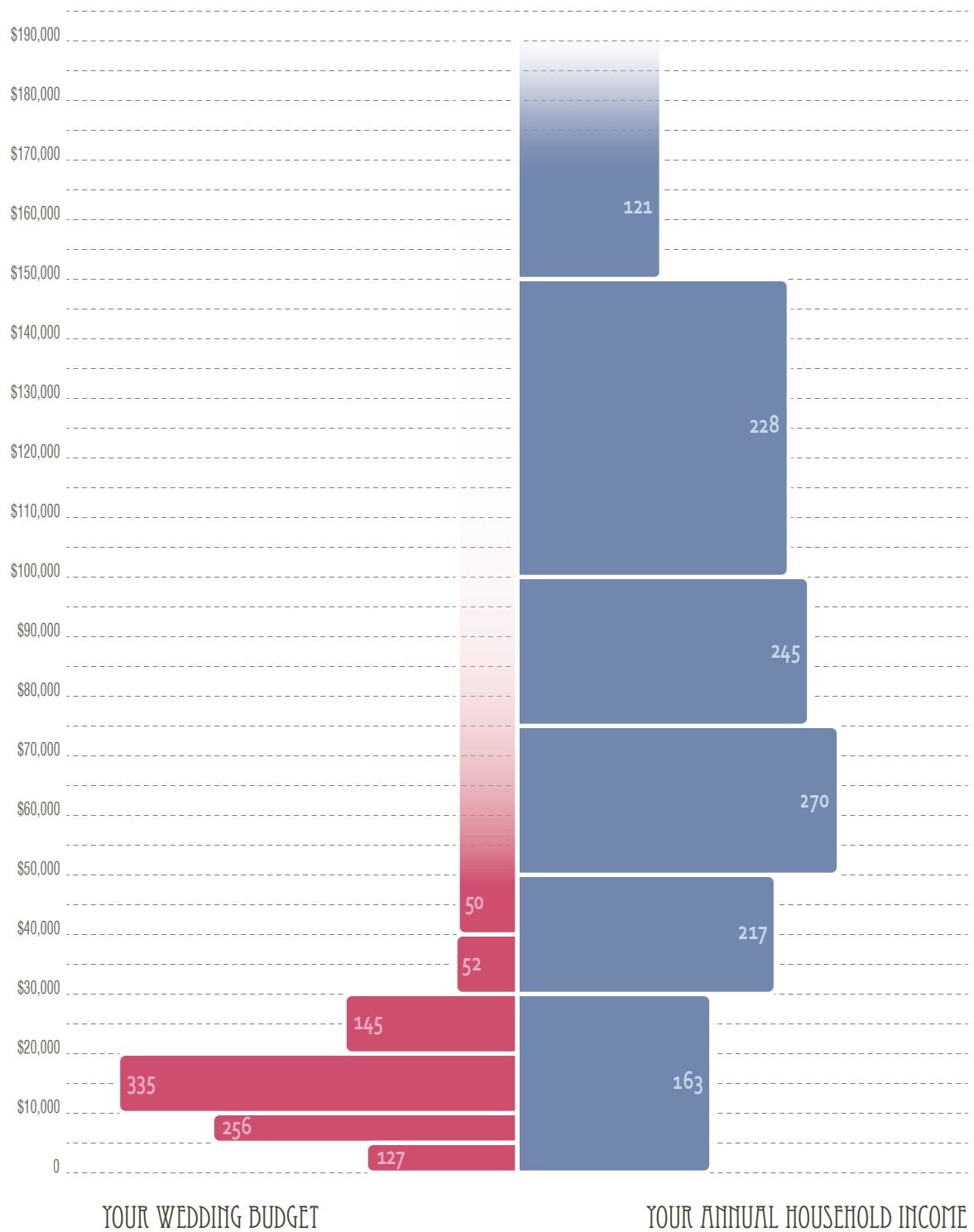
2x/day

606

3x/day

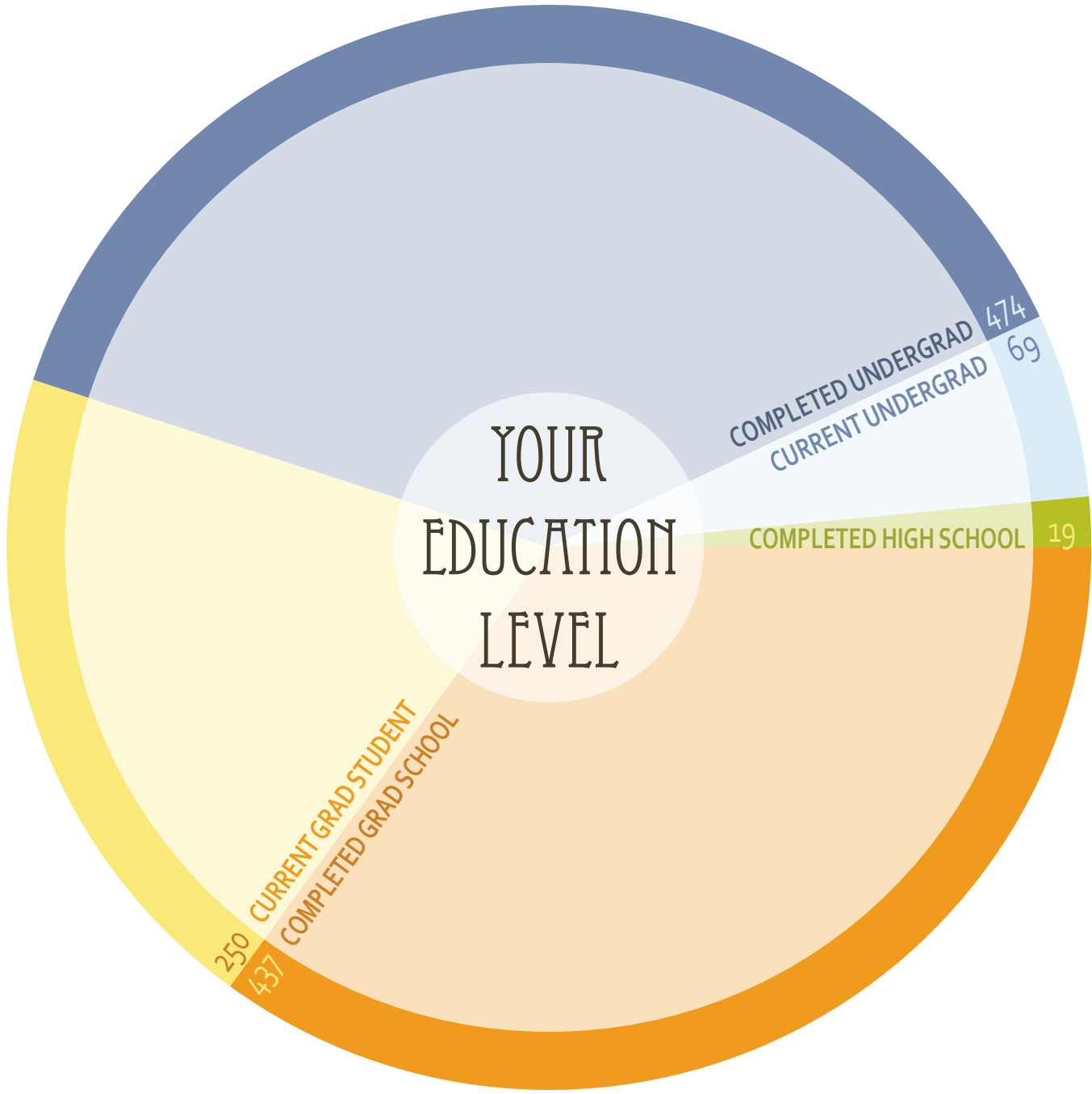
202





YOUR WEDDING BUDGET

YOUR ANNUAL HOUSEHOLD INCOME

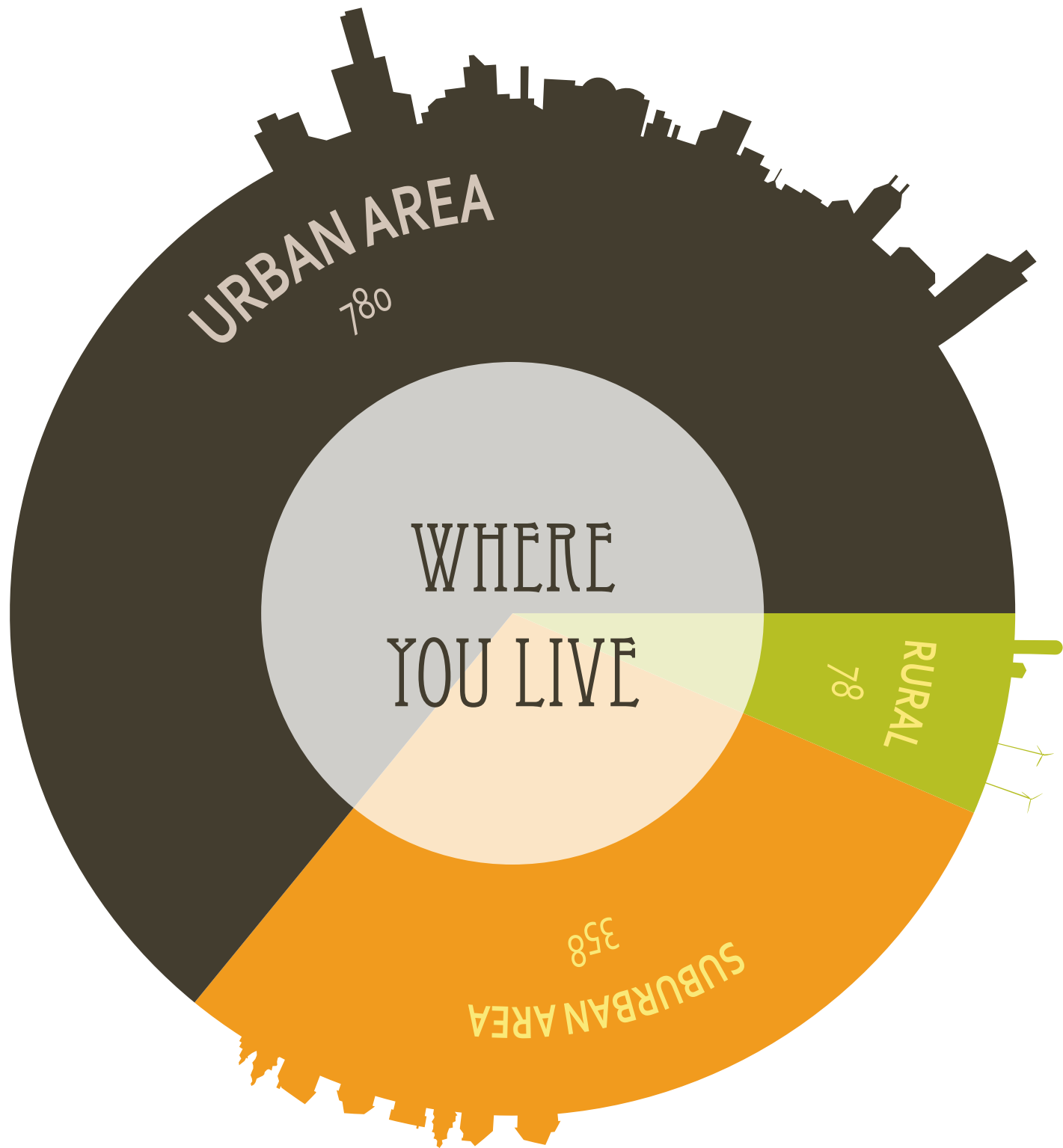


YOUR  
EDUCATION  
LEVEL

COMPLETED UNDERGRAD 474  
CURRENT UNDERGRAD 69

COMPLETED HIGH SCHOOL 19

CURRENT GRAD STUDENT 250  
COMPLETED GRAD SCHOOL 437



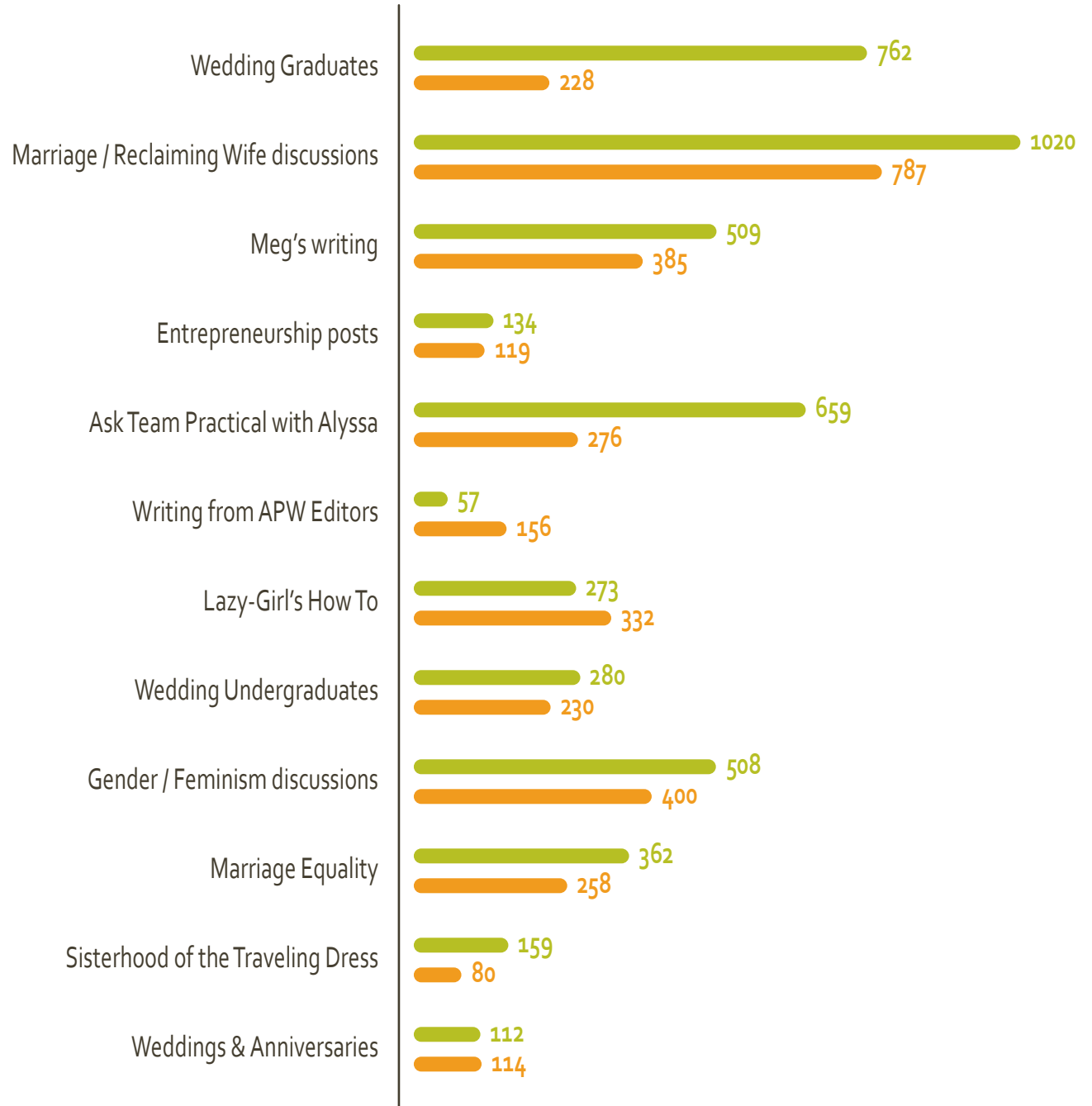
URBAN AREA  
780

WHERE  
YOU LIVE

RURAL  
78

SUBURBAN AREA  
358

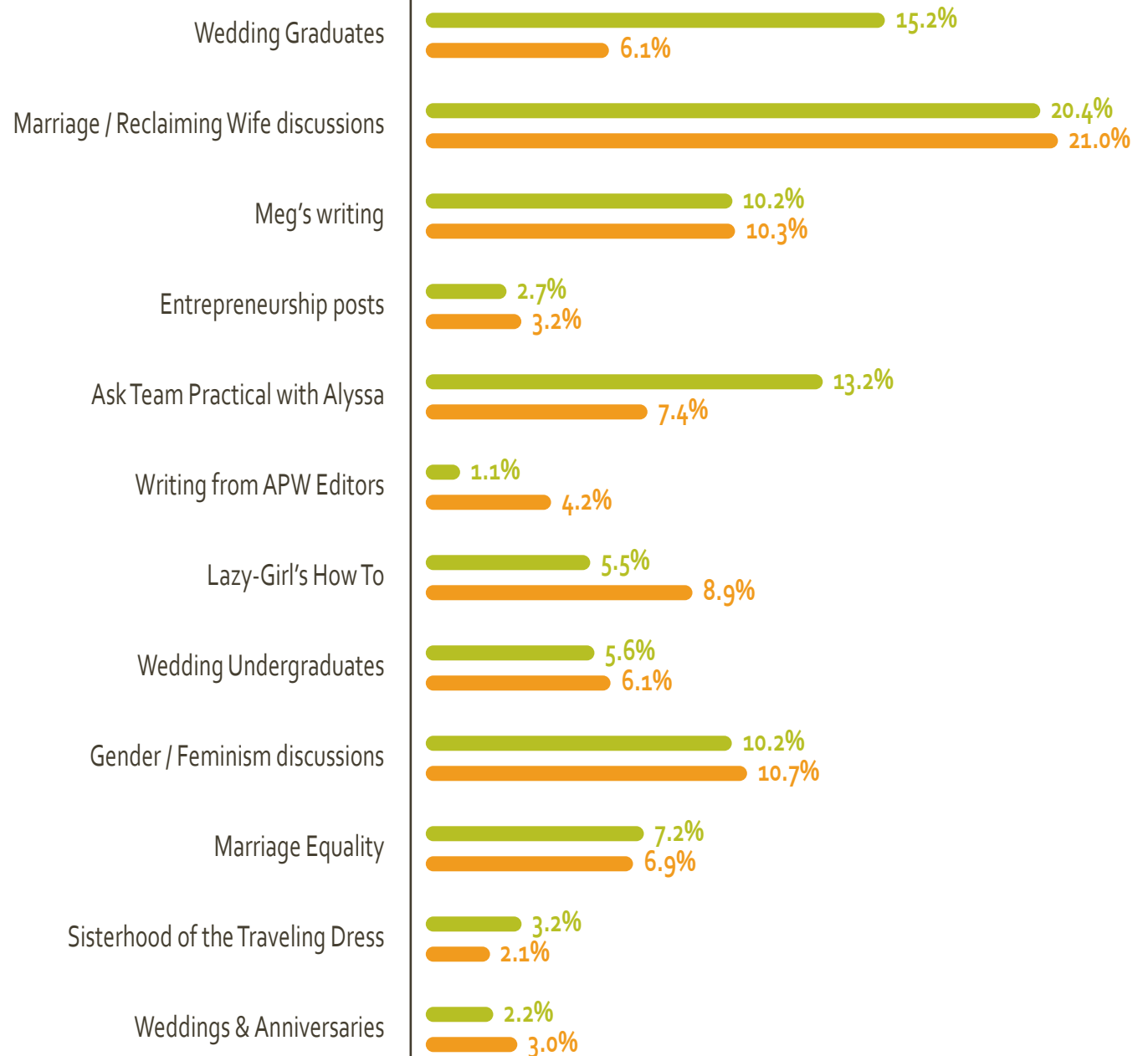
## WHAT CONTENT DO YOU LOVE BEST?



NOTE: This chart shows an unweighted comparison between survey questions with different numbers of total responses. There are 1250 more responses for **BEST LOVED** content than for content that you **WANT MORE OF**.

## WHAT WOULD YOU LIKE TO SEE MORE OF?

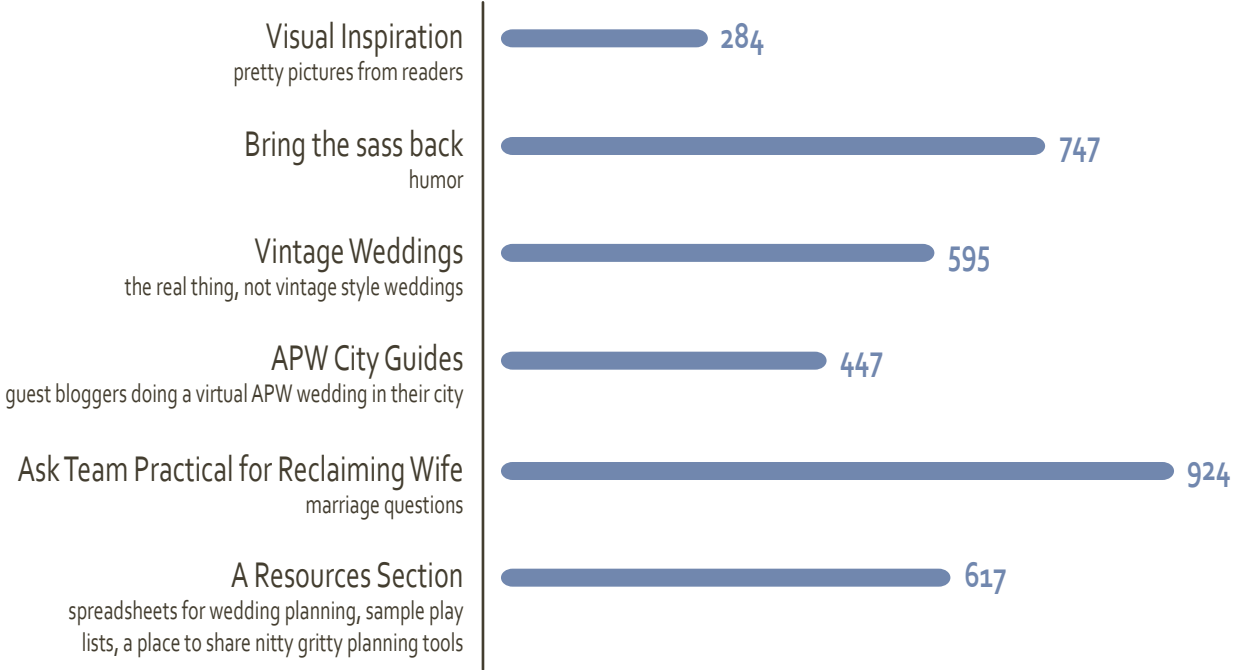
## WHAT CONTENT DO YOU LOVE BEST?



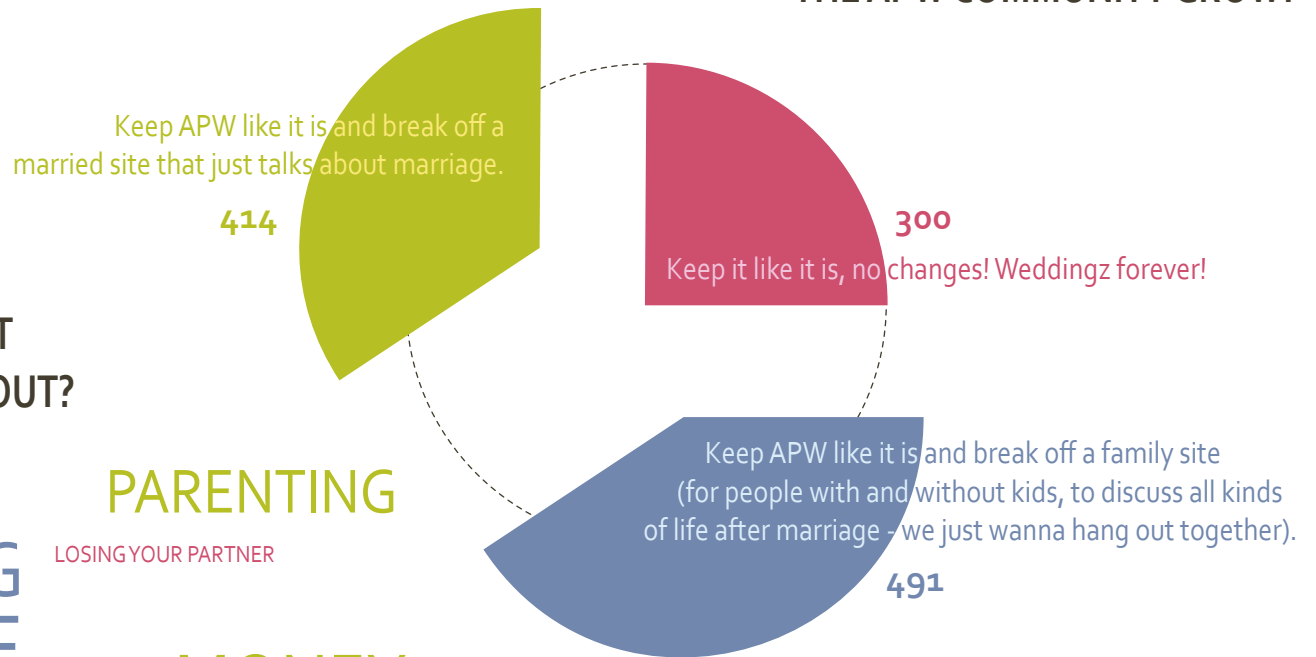
NOTE: To allow comparison between survey questions, the percentages shown are based on TOTAL responses (4 x number of survey participants = 5000 responses for BEST LOVED content, 3 x number of survey participants = 3750 responses for content that you WANT MORE OF). The maximum percentage for BEST LOVED content is 25.0%; the maximum percentage for content that you WANT MORE OF is 33.3%.

## WHAT WOULD YOU LIKE TO SEE MORE OF?

## WHAT NEW FEATURES WOULD YOU BE INTERESTED IN?



## HOW WOULD YOU LIKE TO SEE THE APW COMMUNITY GROW?



IF APW BREAKS OUT A NEW SITE, WHAT CONTENT ARE YOU MOST EXCITED ABOUT?



How do you feel about the idea of a private APW member forum?

