

ONLINE APPENDIX

APPENDIX A: Demand Analysis Example

Welfare Analysis		Welfare @ 100	
pc=1, ext=0		Consumer	355.52
Retail Price = \$99.99		Producer	2094.027
		Total	2449.547
Gumbel Params		Welfare @ opt	
Mu	55.43669	Consumer	1984.846
Beta	31.90676	Producer	3347.933
Piracy Rate	0.044636	Total	5332.78

Price	Gumbel Cond Prob	Demand	Revenue	f(WTP)	Consumer Surplus @ 100	CS at Opt Price
0	100.00	95.54	0.00			
5	99.22	94.79	473.97	0.01		
10	98.43	94.04	940.36	0.01		
15	97.13	92.80	1391.94	0.01		
20	95.20	90.95	1818.99	0.02		
25	92.54	88.41	2210.28	0.03		
30	89.13	85.15	2554.61	0.03		
35	85.01	81.21	2842.37	0.04		
40	80.25	76.67	3066.88	0.05		
45	75.02	71.67	3225.05	0.05		
50	69.45	66.35	3317.45	0.05		
55	63.72	60.87	3347.93	0.05		0.00
60	57.97	55.38	3322.83	0.05		27.46
65	52.34	50.00	3250.07	0.05		53.79
70	46.93	44.83	3138.40	0.05		77.50
75	41.82	39.95	2996.58	0.05		97.60
80	37.07	35.41	2832.92	0.05		113.57
85	32.69	31.23	2654.92	0.04		125.32
90	28.72	27.43	2469.03	0.04		133.02
95	25.13	24.01	2280.63	0.03		137.08
100	21.92	20.94	2094.03	0.03	0.00	137.99
105	19.07	18.21	1912.54	0.03	13.63	136.28
110	16.54	15.81	1738.61	0.02	24.09	132.50
115	14.33	13.69	1573.93	0.02	31.79	127.15
120	12.38	11.83	1419.60	0.02	37.13	120.66
125	10.69	10.21	1276.19	0.02	40.51	113.43
130	9.21	8.80	1143.91	0.01	42.31	105.77
135	7.93	7.58	1022.64	0.01	42.85	97.93
140	6.82	6.51	912.07	0.01	42.41	90.13
145	5.86	5.60	811.73	0.01	41.25	82.50
150	5.03	4.81	721.05	0.01	39.56	75.16

APPENDIX B: SURVEY ITEMS

Instructions to Participants

Please answer all questions under the following conditions:

Adobe is currently selling "**Adobe Photoshop Elements**" for **\$99.99**.

For the questions asked regarding your purchase of Adobe Photoshop Elements, please consider the financial implications of your purchase.

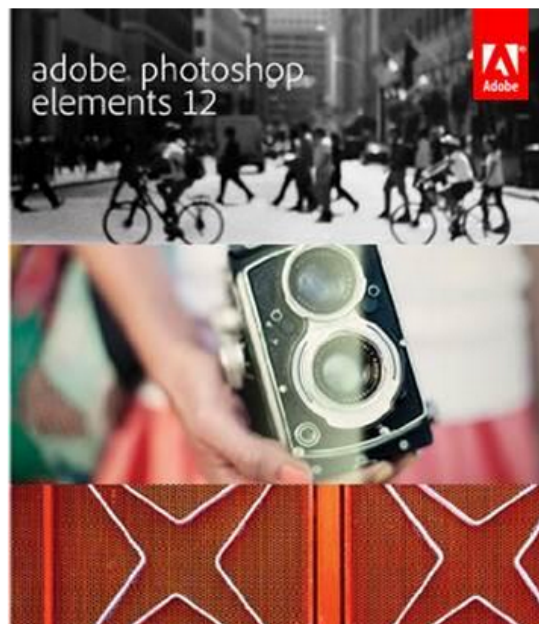
Ask yourself the following question:

IF I WERE REALLY SHOPPING AND I ACTUALLY HAD TO PAY FOR A COPY OF ADOBE PHOTOSHOP ELEMENTS, WOULD I REALLY WANT TO SPEND MY MONEY THIS WAY?

- If you really would spend your money this way, you should indicate YES, you would purchase Adobe Photoshop Elements at the stated price (meaning the prices presented in this survey).
- If you do not wish to spend your money this way, you should indicate NO, you would not purchase Adobe Photoshop Elements at the stated price.

We ask that you respond to each of these questions exactly as you would if you were actually shopping and were to face the consequences of your decision, that is, you would have to pay real money in order to purchase the software.

For this survey, please answer all questions with respect to Adobe Photoshop Elements only.



A Little About the Adobe Photoshop Family

The Adobe Photoshop family helps you edit pictures with powerful, easy-to-use options and share them via print, the web, Facebook, and more.

Photoshop Express



Photoshop Elements



Price	Free	\$99.99
Platform	ONLINE ONLY	Desktop (Windows or Mac)

FUNCTIONS

Share on Facebook, Twitter, etc.	YES	YES
Create slide show	YES	YES
Retouch or manipulate picture (color, size, effects, border)	LIMITED, BASIC	YES
Convert to different file formats	LIMITED	YES
Organize your images	NO	YES
Advanced Website Development	NO	NO
Overlay similar pictures and delete what you don't want.	NO	NO
Blend two different photos together	NO	NO



A Little About the Adobe Photoshop Family

The Adobe Photoshop family helps you edit pictures with powerful, easy-to-use options and share them via print, the web, Facebook, and more.



	Photoshop Elements	Photoshop CS6 Limited
Price	\$99.99	149.99
Platform	Desktop (Windows or Mac)	Desktop (Windows or Mac)
FUNCTIONS		
Share on Facebook, Twitter, etc.	YES	YES
Create slide show	YES	YES
Retouch or manipulate picture (color, size, effects, border)	YES	YES
Convert to different file formats	YES	YES
Organize your images	YES	YES
Advanced Website Development	NO	YES
Overlay similar pictures and delete what you don't want.	NO	YES
Blend two different photos together	NO	YES

To get started, we have a couple of quick questions to make sure that you qualify for taking this survey...

and

Do you understand that this survey will be asking questions about Adobe Photoshop Elements?


- Yes
- No

Have you used ANY type of photo editing software at least once (e.g., Photoshop Express, Photoshop Elements, Photoshop CS6, or non-Adobe products) ?

- Yes
- No

Are you 18 years of age or older?

- Yes
- No

Skip Logic ▾If No Is Selected, Then Skip To End of Survey

Please take note of some additional information before you take the survey (1 of 3)...

No Software Piracy Controls

Please assume that the Adobe Licensing Agreement allows you to:

1. Install and use a copy of Adobe Photoshop Elements on as ***many computers and devices as you wish***, even if you have only purchased one copy of the Software
2. ***Copy and Install Adobe Photoshop Elements*** as many times as you wish for use on any computer or device. These ***copies can be used by any user with no limitations***.

There is no license agreement:

You **do not need to register** Adobe Photoshop Elements to use it and you **do not need a license key to activate** Adobe Photoshop Elements. All features of Adobe Photoshop Elements will be available immediately after installation.

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Please confirm your understanding of the Adobe licensing agreement by selecting either "YES" or "NO" to confirm whether the described feature/attribute **is part** of the offering (YES) or **is not part** of the offering (NO):

	Yes	No
You are allowed to install and use Adobe Photoshop Elements on as many computers as you wish	<input type="radio"/>	<input type="radio"/>
You are allowed to copy Adobe Photoshop Elements as many times as you wish for use on any computer or device	<input type="radio"/>	<input type="radio"/>
You are allowed to give copies of Adobe Photoshop Elements to others	<input type="radio"/>	<input type="radio"/>

Please take note of some additional information before you take the survey (1 of 3)...

Strong Software Piracy Controls

According to the Adobe Software License Agreement you may

- Install and use a copy of Adobe Photoshop Elements on one personal computer or other device; and
- Install an additional copy of Adobe Photoshop Elements on a second, personal computer or other device for the exclusive use of the primary user of the first copy of Adobe Photoshop Elements.

The license agreement also specifies the following:

CUSTOMER WILL NOT RENT, LEASE, SELL, SUBLICENSE, ASSIGN, OR TRANSFER ITS RIGHTS IN THE SOFTWARE (INCLUDING WITHOUT LIMITATION, SOFTWARE OBTAINED THROUGH A WEB DOWNLOAD), OR AUTHORIZE ANY PORTION OF THE SOFTWARE TO BE COPIED ONTO ANOTHER INDIVIDUAL OR LEGAL ENTITY'S COMPUTER EXCEPT AS MAY BE EXPRESSLY PERMITTED HEREIN.

When you license a software product from Adobe, you are issued an Adobe serial number that represents your license to use that software. Activation is the process by which Adobe validates that your software and serial number are genuine and that they are being used in accordance with the license you purchased. Activation is intended to protect your rights, as a consumer, to use the license to its full extent, and it is also intended to protect Adobe's rights as a software developer. Only genuine Adobe software entitles you to critical updates and technical support. You may not be able to use certain versions of Adobe software if it is not activated.

1k Please confirm your understanding of the Adobe licensing agreement by selecting either "YES" or "NO" to confirm whether the described feature/attribute is part of the offering (YES) or is not part of the offering (NO):

	Yes	No
You are allowed to install and use Adobe Photoshop Elements on one personal computer.	<input type="radio"/>	<input type="radio"/>
You are also allowed to install and use Adobe Photoshop Elements on a second personal computer or other device.	<input type="radio"/>	<input type="radio"/>
For each purchase, you are required to activate Adobe Photoshop Elements with Adobe.	<input type="radio"/>	<input type="radio"/>

We would like you to provide to some final information before you take the rest of the survey...

Rate between 1 to 7 – How valuable the following functions are for you

	1 - Not at all valuable	2 - Low value	3 - Slightly valuable	4 - Neutral	5 - Moderately valuable	6 - Very valuable	7 - Extremely valuable
Organize my Images, Photos on my computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retouch or manipulate my photos (Color, Size, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Share my photos on Facebook, Twitter, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create Slide Shows from my Photo collection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convert my Photos into different file formats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have my photos available online so that they are accessible from anywhere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Edit Videos I have created using my Camera/Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop professional quality Videos for sharing with my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Adobe has recently introduced a new product into their line up.

Included in their product line-up is Adobe Photoshop Express.

This product is available for Free online.

With the introduction of this new product, Adobe's product line-up is as follows:



Photoshop Express



Photoshop Elements



Photoshop CS6 Limited



	Free	\$99.99	149.99
Price	Free	\$99.99	149.99
Platform	ONLINE ONLY	Desktop (Windows or Mac)	Desktop (Windows or Mac)
FUNCTIONS			
Share on Facebook, Twitter, etc.	YES	YES	YES
Create slide show	YES	YES	YES
Retouch or manipulate picture (color, size, effects, border)	LIMITED, BASIC	YES	YES
Convert to different file formats	LIMITED	YES	YES
Organize your images	NO	YES	YES
Advanced Website Development	NO	NO	YES
Overlay similar pictures and delete what you don't want.	NO	NO	YES
Blend two different photos together	NO	NO	YES

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Please confirm your understanding of Adobe Photoshop Express by selecting either "YES" or "NO" to confirm whether the described feature/attribute is part of the offering (YES) or is not part of the offering (NO):

	Yes	No
Adobe Photoshop Express is free	<input type="radio"/>	<input type="radio"/>
Adobe Photoshop Express is used online (it is not installed on your computer or device)	<input type="radio"/>	<input type="radio"/>
Adobe Photoshop Express offers basic features	<input type="radio"/>	<input type="radio"/>

Adobe has recently introduced a new product into their line up.

Included in their product line-up is Adobe Photoshop CS6 Limited.

This product is available for \$149.99.

With the introduction of this new product, Adobe's product line-up is as follows:






	Free	\$99.99	149.99
Price	Free	\$99.99	149.99
Platform	ONLINE ONLY	Desktop (Windows or Mac)	Desktop (Windows or Mac)
FUNCTIONS			
Share on Facebook, Twitter, etc.	YES	YES	YES
Create slide show	YES	YES	YES
Retouch or manipulate picture (color, size, effects, border)	LIMITED, BASIC	YES	YES
Convert to different file formats	LIMITED	YES	YES
Organize your images	NO	YES	YES
Advanced Website Development	NO	NO	YES
Overlay similar pictures and delete what you don't want.	NO	NO	YES
Blend two different photos together	NO	NO	YES

Please confirm your understanding of Adobe Photoshop CS6 by selecting either "YES" or "NO" to confirm whether the described feature/attribute is part of the offering (YES) or is not part of the offering (NO):

	Yes	No
Adobe Photoshop CS6 has features that help create advanced website designs.	<input type="radio"/>	<input type="radio"/>
Adobe Photoshop CS6 limited has features not included on Adobe Photoshop Elements.	<input type="radio"/>	<input type="radio"/>
Adobe Photoshop CS6 (for photo editing and sharing) can be purchased for \$149.99.	<input type="radio"/>	<input type="radio"/>

Please answer the following questions with regard to Adobe Photoshop Elements.




	Photoshop Express	Photoshop Elements	Photoshop CS6 Limited
			
Price	Free	\$99.99	149.99
Platform	ONLINE ONLY	Desktop (Windows or Mac)	Desktop (Windows or Mac)
	FUNCTIONS		
Share on Facebook, Twitter, etc.	YES	YES	YES
Create slide show	YES	YES	YES
Retouch or manipulate picture (color, size, effects, border)	LIMITED, BASIC	YES	YES
Convert to different file formats	LIMITED	YES	YES
Organize your images	NO	YES	YES
Advanced Website Development	NO	NO	YES
Overlay similar pictures and delete what you don't want.	NO	NO	YES
Blend two different photos together	NO	NO	YES

Given the information provided, would you consider paying $\$(e://Field/BidMed)$ for Adobe Photoshop Elements?

- Yes
- No


2

 **Display This Question:**
If Given the information provided, would you consider paying $\$(e://Field/BidMed)$ for Adobe Photoshop Elements? **No** Is **Selected** [Edit](#)

Would you consider paying $\$(e://Field/BidLow)$ for Adobe Photoshop Elements?

- Yes
- No


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 **Display This Question:**
If Given the information provided, would you consider paying $\$(e://Field/BidMed)$ for Adobe Photoshop Elements? **Yes** Is **Selected** [Edit](#)


Would you consider paying $\$(e://Field/BidHigh)$ for Adobe Photoshop Elements?

- Yes
- No

12


**Display This Question:** ✕
If Would you consider paying \$\$e://Field/BidHigh} for Adobe Photoshop Elements? **Yes** Is **Selected** [Edit](#)

What is the maximum you would pay for Adobe Photoshop Elements? (enter the amount)


**Display This Question:** ✕
If Would you consider paying \$\$e://Field/BidLow} for Adobe Photoshop Elements? **No** Is **Selected** [Edit](#)

Would you pay anything at all for Adobe Photoshop Elements?

- Yes
- No

**Display This Question:** ✕
If Would you pay anything at all for Adobe Photoshop Elements? **Yes** Is **Selected** [Edit](#)

Please state the minimum amount you would be willing to pay for Adobe Photoshop Elements (enter the amount in dollars):

**Display This Question:** ✕
If Would you pay anything at all for Adobe Photoshop Elements? **No** Is **Selected** [Edit](#)

Given that you are not willing to pay anything for Adobe Photoshop Elements, please check ALL statements that best represent your reasoning:

- I would use a pirated copy of Adobe Photoshop Elements.
- I would borrow Adobe Photoshop Elements from someone else.
- I would use a free alternative to Adobe Photoshop Elements (e.g., Adobe Photoshop Express).
- I would purchase a different photo editing application or service from another company.
- I don't need Adobe Photoshop Elements.

In this section, we are going ask some opinion questions...

Please select your level of agreement or disagreement with the following statements...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The retail price of Adobe Photoshop Elements (\$99.99) is fair.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The retail price of Adobe Photoshop Elements (\$99.99) is reasonable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The retail price of Adobe Photoshop Elements (\$99.99) is just.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your level of agreement or disagreement with the following statements...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I use the same photo editing software as my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I pay attention to the software that my friends use, and then make similar purchase decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others that I know use the same photo editing software as I do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the same photo editing software as the people in my life who are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the same photo editing software as those who have some influence my behavior.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use the same photo editing software as those whose opinions I value.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your level of agreement or disagreement with the following statements...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I like to share the things that I have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everybody benefits when we share what we have with each other.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share what I have so others don't have to spend money on the same things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In this section, we are going continue to ask some opinion questions...

Please select your level of agreement or disagreement with the following statements...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I am confident in the ability of Adobe Photoshop Elements to perform well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am certain that Adobe Photoshop Elements would perform as well as similar products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Considering the performance of Adobe Photoshop Elements, there would not be much risk in choosing to use Adobe Photoshop Elements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please select your level of agreement or disagreement with the following statements...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
The Adobe brand is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Adobe brand is relevant to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have frequently thought about the Adobe brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am confident with my evaluation of the Adobe brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am certain that my evaluation of Adobe as a brand is correct.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Please select your level of agreement or disagreement with the following statements...

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Adobe has a good reputation in the software market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adobe has a good history in the software market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I fully believe that Adobe has the skills to provide good software products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statement as it regards the subsequent free online photo editing software packages currently on the market.

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I am very familiar with the free online photo editing software called...

	Familiarity Rating							Frequency of Use
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree	How often do you use this photo editing software per month?
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Pixlr.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
GIMP (GNU Image Processor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
FotoFlexer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
LunaPic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
ColorBright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
ClearFilm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

In this last section, we have some final demographic questions....

What is your gender?

- Male
- Female

How old are you?

- 18-25
- 26-34
- 35-54
- 55-64
- 65 or over

What is your combined annual household income?

- Less than 30,000
 - 30,000 – 39,999
 - 40,000 – 49,999
 - 50,000 – 59,999
 - 60,000 – 69,999
 - 70,000 – 79,999
 - 80,000 – 89,999
 - 90,000 – 99,999
 - 100,000 or more
-

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What is the highest level of education you have completed?

- Less than High School
 - High School / GED
 - Some College
 - 2-year College Degree
 - 4-year College Degree
 - Masters Degree
 - Doctoral Degree
 - Professional Degree (JD, MD)
-

In what state do you currently reside?

Alabama ▼