

It must be noted that the below summaries of pilot survey respondent characteristics are from the gift card segment alone. Also, the distributions reported from the ACS 2009-2013 only correspond to town of Hartford, town of Norwalk and New London County. Comparisons are limited to only those demographic variables (household size, household income, householder age, and age of individuals) that are of interest in the sampling plan.

TABLE A.1: Comparison of household size distribution of pilot study respondents

Category	CTHTS		ACS 2009-2013	
	Frequency	Percentage	Frequency	Percentage
1 person	41	28.5%	58377	30.9%
2 persons	69	47.9%	61243	32.4%
3 persons	11	7.6%	29949	15.8%
4 persons	16	11.1%	23420	12.4%
5 persons	4	2.8%	10625	5.6%
6 persons	2	1.4%	3572	1.9%
7 or more persons	1	0.7%	1924	1.0%
Total	144	100.0%	189110	100.0%

TABLE A.2: Comparison of household income distribution of pilot study respondents

Category	CTHTS ¹		ACS 2009-2013	
	Frequency	Percentage	Frequency	Percentage
Under \$25,000	17	13.8%	43548	23.0%
\$25,000-\$49,999	21	17.1%	40835	21.6%
\$50,000-\$74,999	20	16.3%	31819	16.8%
\$75,000-\$99,999	18	14.6%	23184	12.3%
\$100,000 or more	47	38.2%	49724	26.3%
Total	123	100.0%	189110	100.0%

¹ 21 respondents out of the 144 preferred not to answer this question. Thus, distribution of income for only those respondents who provided valid response are shown.

TABLE A.3: Comparison of distribution of householder age of pilot study respondents

Category	CTHTS		ACS 2009-2013	
	Frequency	Percentage	Frequency	Percentage
18-24	0	0.0%	7296	3.9%
25-34	22	15.3%	29829	15.8%
35-44	17	11.8%	34545	18.3%
45-54	24	16.7%	41885	22.1%
55-64	32	22.2%	34980	18.5%
65-74	33	22.9%	21740	11.5%
75-84	13	9.0%	13310	7.0%
85 years or older	3	2.1%	5525	2.9%
Total	144	100.0%	189110	100.0%

TABLE A.4: Comparison of age distribution of pilot study respondents

Category	CTHTS		ACS 2009-2013	
	Frequency	Percentage	Frequency	Percentage
< 5 years	15	4.8%	28224	5.8%
5-17	36	11.4%	78927	16.2%
18-24	11	3.5%	53070	10.9%
25-34	38	12.1%	65871	13.6%
35-44	40	12.7%	63206	13.0%
45-54	44	14.0%	72463	14.9%
55-64	57	18.1%	59403	12.2%
65-74	55	17.5%	35098	7.2%
75-84	16	5.1%	20518	4.2%
85+ years	3	1.0%	8939	1.8%
Total	315	100.0%	485719	100.0%