

**Audit Period: October 1, 2018 – September 30, 2020**

**The Monadnock Shopper News**

445 West Street  
Keene, NH 03431  
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www.shoppernews.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	42,286 (Print Edition)
Website:	Average Website Unique Users:	2,039

**The Monadnock Shopper News – Total Gross Contacts**

CVC Estimated Edition Readership:	58,886
Total Digital Contacts:	2,039
Total Estimated Gross Contacts:	60,925*

\*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Ownership:	Shakour Publishers, Inc.
Year Established:	1958
Publication Type:	Shopper
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	65% Advertising / 35% Editorial
Primary Delivery Methods:	96% Mail / 4% Controlled Bulk
Annual Mail Subscription Rate:	\$75.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	17-0022
DMA/MSA/CBSA:	Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT / Keene, NH
Audit Funded By:	Independent Free Papers of America



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**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	November 1, 2020
Mechanical Data:	Seven (7) columns X 16" column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$20.40 per column inch National: \$20.40 per column inch
Insert Open Rate:	\$69.00 per thousand
Classified Rate:	\$13.75 up to 15 words; \$0.25 each additional word
Deadline Day & Time:	Friday by 12 Noon

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Mitchell G. Shakour	EMAIL: mitchell@shoppernews.com
Advertising:	Mitchell G. Shakour	EMAIL: ads@shoppernews.com
Circulation:	Linda Joyce	EMAIL: linda@shoppernews.com



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 17-0022	Wednesday	The Monadnock Shopper News Keene, NH
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	42,286
Average Gross Distribution	(5-F)	42,392
Average Net Press Run	(5-A)	42,421
<b>Audit Period Detail</b>		
A. Average Net Press Run		42,421
B. Office / File		29
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,754
3. Mail		40,486
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		147
Total Average Controlled Distribution		42,387
Controlled Returns		(106)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>42,281</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		5
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		5
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>5</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		42,392
G. Total Unclaimed / Returns		(106)*
<b>H. Average Net Circulation</b>		<b>42,286</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**H. AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

**6. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	42,737	41,135	41,625	-
01/01/19-12/31/19	CVC	43,725	42,721	42,725	42,725
01/01/18-12/31/18	CVC	42,362	42,311	42,355	40,544
01/01/17-12/31/17	CVC	42,348	42,187	42,267	42,347
01/01/16-12/31/16	CVC	42,391	42,129	42,244	42,192
01/01/15-12/31/15	CVC	42,316	42,480	42,176	42,186
01/01/14-12/31/14	CVC	42,388	42,505	42,537	42,244
01/01/13-12/31/13	CVC	42,584	42,601	42,619	42,625
01/01/12-12/31/12	CVC	42,645	42,565	42,065	42,323
01/01/11-12/31/11	CVC	42,562	42,532	42,584	42,641
01/01/05-12/31/10	Prior CVC	-	-	-	-

**7. Distribution by Zip Code (6/24/2020 Edition) Wednesday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01360	Northfield	Franklin	MA	0	0	1,445	0	1,445
03431	Keene	Cheshire	NH	0	50	10,530	0	10,580
03441	Ashuelot	Cheshire	NH	0	0	208	0	208
03443	Chesterfield	Cheshire	NH	0	0	357	0	357
03444	Dublin	Cheshire	NH	0	0	760	0	760
03445	Sullivan	Cheshire	NH	0	0	304	0	304
03446	East Swanzey	Cheshire	NH	0	0	2,712	0	2,712
03447	Fitzwilliam	Cheshire	NH	0	0	1,181	0	1,181
03448	Gilsum	Cheshire	NH	0	0	373	0	373
03449	Hancock	Hillsborough	NH	0	0	861	0	861
03450	Harrisville	Cheshire	NH	0	0	527	0	527
03451	Hinsdale	Cheshire	NH	0	0	1,896	0	1,896
03452	Jaffrey	Cheshire	NH	0	0	2,738	0	2,738
03455	Marlborough	Cheshire	NH	0	0	1,070	0	1,070
03456	Marlow	Cheshire	NH	0	0	359	0	359
03457	Munsonville	Cheshire	NH	0	0	370	0	370
03458	Peterborough	Hillsborough	NH	0	13	3,370	0	3,383
03461	Rindge	Cheshire	NH	0	0	2,481	0	2,481
03462	Spofford	Cheshire	NH	0	0	842	0	842
03464	Stoddard	Cheshire	NH	0	0	482	0	482
03465	Troy	Cheshire	NH	0	0	945	0	945
03466	West Chesterfield	Cheshire	NH	0	0	635	0	635
03467	Westmoreland	Cheshire	NH	0	0	720	0	720
03468	West Peterborough	Hillsborough	NH	0	0	110	0	110
03469	West Swanzey	Cheshire	NH	0	100	320	0	420
03470	Winchester	Cheshire	NH	0	25	2,275	0	2,300
03602	Alstead	Cheshire	NH	0	0	1,192	0	1,192
03604	Langdon	Cheshire	NH	0	0	18	0	18
03608	Walpole	Cheshire	NH	0	0	1,477	0	1,477
Misc.	Assorted	Assorted	-	0	625	0	0	625
<b>TOTAL</b>				<b>0</b>	<b>813</b>	<b>40,558</b>	<b>0</b>	<b>41,371</b>

**8. Distribution by County (6/24/2020 Edition) Wednesday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead Ashuelot Chesterfield Dublin East Swanzey Fitzwilliam Gilsum Harrisville Hinsdale Jaffrey Keene Langdon Marlborough Marlow Munsonville Rindge Spofford Stoddard Sullivan Troy Walpole West Chesterfield West Swanzey Westmoreland Winchester	NH	0	175	34,772	0	34,947
Franklin	Northfield	MA	0	0	1,445	0	1,445
Hillsborough	Hancock Peterborough West Peterborough	NH	0	13	4,341	0	4,354
Misc.	Assorted	-	0	625	0	0	625
TOTAL			0	813	40,558	0	41,371

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

The Monadnock Shopper News reported an average mail distribution of 40,491 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Monadnock Shopper News did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

**CVC review indicates that a sufficient number of individuals reported that they receive The Monadnock Shopper News on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms that 403 of 408 individuals or 98.8% report they receive The Monadnock Shopper News on a regular basis.**

**CVC verification confirms that 331 of 403 or 82.1% report they regularly read or look through The Monadnock Shopper News.**

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

**10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

**CVC verification substantiates The Monadnock Shopper News’s claim of 106 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$75.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	5
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

**12A. Audited Average Website Reporting - www.shoppernews.com**

	Monthly Audit Period Average
Website Unique Users	2,039
Website Page Views	7,969

**Explanatory – Website**

**PARAGRAPH TWELVE (A)**

**UNIQUE USERS:** A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

**SESSIONS:** The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

**PERCENT NEW USERS:** The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

**PAGE VIEWS:** The transmittal of a full page contained within the website to the user’s browser.

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

**12B. Audited Online/Digital Edition Reporting - Not Reported**

**12C. Text Media - Not Reported**

**12D. Social Media - Not Reported**

**12E. Email Media - Not Reported**

**12F. Video & Podcast Media - Not Reported**

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

<b>SPECIAL SECTION TITLE</b>	<b>DEADLINE MONTH</b>	<b>EDITION MONTH</b>
Health & Fitness	Contact Publisher	January
Pet Pages	Contact Publisher	January
Established Section	Contact Publisher	February
Bridal	Contact Publisher	February
Summer Camps	Contact Publisher	March
Early Spring Home Improvement	Contact Publisher	March
Pet Pages	Contact Publisher	April
American Home Week / Home Show	Contact Publisher	April
Summer Camps	Contact Publisher	April
Mother's Day	Contact Publisher	May
Summer Camps	Contact Publisher	May
Summer Home & Garden (Memorial Day)	Contact Publisher	May
Welcome Summer (extra press overrun) / Summer Camps	Contact Publisher	June
Father's Day	Contact Publisher	June
Best of Monadnock Readers' Choice Awards	Contact Publisher	June
Midsummer Fun (extra press overrun)	Contact Publisher	July
Pet Pages	Contact Publisher	July
Summer Home Improvement	Contact Publisher	July
Enrollment	Contact Publisher	July/August
Enrollment/Back-to-School	Contact Publisher	August
Bridal	Contact Publisher	September
Home & Energy	Contact Publisher	September
Monadnock Autumn / Pet Pages (extra press overrun)	Contact Publisher	October
Holiday Traditions	Contact Publisher	November
Plaid Friday	Contact Publisher	November
Holiday Gift Guide I	Contact Publisher	November
Holiday Gift Guide II	Contact Publisher	December
Holiday Greeting Issue (church cover)	Contact Publisher	December



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### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires September 30, 2022.**

If this report is presented after September 30, 2022 please call the toll-free number listed below.



**The Monadnock Shopper News - Keene, NH - 17-0022 - Supplemental Readership Study**

The Circulation Verification Council surveyed The Monadnock Shopper News readers in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or “non-zero”) probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 331 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 72 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 1.7**  
\*Readership estimates compiled from 2020 CVC circulation & readership study data.

1. The Monadnock Shopper News is distributed regularly in your area. Do you regularly read or look through The Monadnock Shopper News?

YES	403	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in The Monadnock Shopper News?

YES	321	79.7%
NO	82	20.3%

3. How long do you keep The Monadnock Shopper News before discarding it?

49%	1-2 Days
21%	3-4 Days
05%	5-6 Days
25%	1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
46%	49% Male Readers
54%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	07% 18 - 20
02%	10% 21 - 24
11%	12% 25 - 34
16%	13% 35 - 44
26%	19% 45 - 54
28%	19% 55 - 64
14%	11% 65 - 74
03%	06% 75 - 84
<01%	03% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	08% under \$15,000
04%	09% \$15,000 - \$24,999
04%	10% \$25,000 - \$34,999
20%	14% \$35,000 - \$49,999
21%	20% \$50,000 - \$74,999
20%	15% \$75,000 - \$99,999
10%	09% \$100,000 - \$124,999
08%	05% \$125,000 - \$149,999
07%	05% \$150,000 - \$199,999
06%	05% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
01%	09% Some High School or Less
31%	33% Graduated High School
25%	24% Some College
28%	21% Graduated College
11%	10% Completed Master Degree
03%	02% Completed Professional Degree
01%	01% Completed Doctorate Degree



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8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 15% New Automobile, Truck or SUV
- 16% Used Automobile, Truck or SUV
- 10% Antiques / Auctions
- 45% Furniture / Home Furnishings
- 25% Major Home Appliance
- 22% Computers, Tablets or Laptops
- 33% Home Improvements or Home Improvement Supplies
- 27% Television or Electronics
- 16% Carpet or Flooring
- 34% Automobile Accessories (tires, brakes or service)
- 27% Lawn & Garden Supplies
- 22% Florist / Gift Shops
- 19% Home Heating & Air Conditioning (service, new equipment)
- 48% Vacations / Travel
- 10% Real Estate (Sell or purchase)
- 56% Men's Apparel
- 70% Women's Apparel
- 27% Children's Apparel
- 01% Boats or Personal Watercraft
- 24% Art & Crafts Supplies
- 09% Childcare
- 14% Education or Classes
- 09% Attorney
- 34% Veterinarian
- 15% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 39% Tax Advisor / Tax Services
- 35% Health Club / Exercise Class
- 38% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 10% Weight Loss
- 27% Lawn Care Service (Maintenance & Landscaping)
- 25% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 53% Pharmacist / Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 71% Dining & Entertainment
- 20% Jewelry
- 03% Wedding Supplies
- 21% Athletic & Sports Equipment
- 03% Motorcycles / ATV's
- 54% Medical Services / Physicians
- 33% Pet Supplies

(% = Positive respondents)



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