

Audit Period: April 1, 2014 – December 31, 2015

Huntington County TAB

1670 Etna Avenue
Huntington, IN 46750
(260) 356-1107
(260) 356-1177 FAX

EMAIL: tabads@comcast.net
www.huntingtoncountytabs.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	15,126 Monday (Print Edition) 15,128 Thursday (Print Edition)
Website:	Average Monthly Unique Visitors:	15,788

2. Publication Information

Number of Editions:	Two
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Twice Weekly
Ownership:	The Huntington TAB Incorporated
Year Established:	1985
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	89% Carrier Delivery / 2% Mail / 9% Controlled Bulk
Annual Mail Subscription Rate:	\$72.00
Insert Zoning Available:	Yes - ZIP Code / Route
CVC Member Number:	18-0900
DMA/MSA/CBSA:	Fort Wayne, IN / Fort Wayne, IN / Huntington, IN
Audit Funded By:	Community Papers of Illinois & Indiana Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	September 1, 2015
Mechanical Data:	Seven (7) columns x 15.25-inch column depth Full page: 10.25" wide X 15.25" depth.
Open Rate:	Local: \$8.37 per column inch National: \$8.37 per column inch
Insert Open Rate:	\$49.29 per thousand
Classified Rate:	\$8.76 for up to 15 words
Deadline Day & Time:	Monday Edition – Thursday by 4PM Thursday Edition – Monday at 4PM
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Russ Grindle	EMAIL: tabads@comcast.net
Advertising:	Russ Grindle	EMAIL: tabads@comcast.net
Circulation:	Jim Broderick	EMAIL: tabads@comcast.net



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

CVC Account Number: 18-0004	Monday	Huntington County TAB Huntington, IN
Audit Period Summary		
Average Net Circulation	(5-H)	15,126
Average Gross Distribution	(5-F)	15,258
Average Net Press Run	(5-A)	15,308
Audit Period Detail		
A. Average Net Press Run		15,308
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		13,555
2. Bulk Delivery / Demand Distribution		1,256
3. Mail		115
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		182
Total Average Controlled Distribution		15,108
Controlled Returns		(132)
TOTAL AVERAGE CONTROLLED CIRCULATION		14,976
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		150
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		150
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		150
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		15,258
G. Total Unclaimed / Returns		(132)*
H. Average Net Circulation		15,126



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

CVC Account Number: 18-0204	Thursday	Huntington County TAB Huntington, IN
Audit Period Summary		
Average Net Circulation	(5-H)	15,128
Average Gross Distribution	(5-F)	15,262
Average Net Press Run	(5-A)	15,313
Audit Period Detail		
A. Average Net Press Run		15,313
B. Office / File		51
C. Controlled Distribution		
1. Carrier Delivery		13,552
2. Bulk Delivery / Demand Distribution		1,258
3. Mail		115
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		4
8. Education		0
9. Restock & Office Service		183
Total Average Controlled Distribution		15,112
Controlled Returns		(134)
TOTAL AVERAGE CONTROLLED CIRCULATION		14,978
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		150
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		150
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		150
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		15,262
G. Total Unclaimed / Returns		(134)*
H. Average Net Circulation		15,128

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 11 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 12 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 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 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 11 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 11 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 11 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).

6A. Audited Average Website Reporting - www.huntingtoncountytb.com

	Monthly Audit Period Average
Website Unique Visitors	15,788
Website Visitors	37,054
Percent of New Visitors	32.41%
Website Page Views	102,034
Pages Per Visit	2.75
Average Time Spent on Website	00:01:50
Bounce Rate	51.56%

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

PERCENT NEW VISITORS: The percentage of visitors 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 visits.

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.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History - Huntington County TAB

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	15,136	15,069	15,028	15,072
01/01/14-12/31/14	CVC	15,421	15,132	15,233	15,212
01/01/13-12/31/13	CVC	15,349	15,329	15,326	15,554
01/01/12-12/31/12	CVC	15,246	15,273	15,304	15,350
01/01/11-12/31/11	CVC	15,323	15,293	15,344	15,379
01/01/10-12/31/10	CVC	15,600	15,609	15,570	15,462
01/01/09-12/31/09	CVC	15,447	15,503	15,555	15,590
01/01/08-12/31/08	CVC	15,356	15,340	15,396	15,471
01/01/07-12/31/07	CVC	15,364	15,253	15,346	15,402
01/01/06-12/31/06	CVC	15,596	15,468	15,438	15,419
01/01/05-12/31/05	CVC	15,525	15,448	15,504	15,484
01/01/03-12/31/04	Prior CVC	-	-	-	-



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7A. Average Print Circulation History - Huntington County TAB

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	15,124	15,080	15,033	15,089
01/01/14-12/31/14	CVC	15,430	15,132	15,233	15,205
01/01/13-12/31/13	CVC	15,351	15,328	15,332	15,506
01/01/12-12/31/12	CVC	15,248	15,270	15,305	15,361
01/01/11-12/31/11	CVC	15,331	15,285	15,330	15,380
01/01/10-12/31/10	CVC	15,604	15,610	15,570	15,447
01/01/09-12/31/09	CVC	15,443	15,513	15,552	15,597
01/01/08-12/31/08	CVC	15,358	15,341	15,391	15,472
01/01/07-12/31/07	CVC	15,353	15,268	15,385	15,398
01/01/06-12/31/06	CVC	15,602	15,466	15,437	15,418
01/01/05-12/31/05	CVC	15,514	15,454	15,502	15,484
01/01/03-12/31/04	Prior CVC	-	-	-	-

8. Distribution by Zip Code (6/29/2015 Edition) Monday - Huntington County TAB

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
46702	Andrews	Huntington	IN	605	25	0	0	630
46713	Bippus	Huntington	IN	70	0	0	0	70
46750	Huntington	Huntington	IN	9,390	675	114	0	10,179
46770	Markle	Wells	IN	510	120	0	0	630
46783	Roanoke	Huntington	IN	1,615	90	0	0	1,705
46792	Warren	Huntington	IN	1,220	235	0	0	1,455
46799	Zanesville	Allen	IN	100	45	0	0	145
Misc.	Assorted	Assorted	-	0	30	140	216	386
TOTAL				13,510	1,220	254	216	15,200

8A. Distribution by Zip Code (6/25/2015 Edition) Thursday - Huntington County TAB

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
46702	Andrews	Huntington	IN	605	25	0	0	630
46713	Bippus	Huntington	IN	70	0	0	0	70
46750	Huntington	Huntington	IN	9,390	675	114	0	10,179
46770	Markle	Wells	IN	510	120	0	0	630
46783	Roanoke	Huntington	IN	1,615	90	0	0	1,705
46792	Warren	Huntington	IN	1,220	235	0	0	1,455
46799	Zanesville	Allen	IN	100	45	0	0	145
Misc.	Assorted	Assorted	-	0	30	140	216	386
TOTAL				13,510	1,220	254	216	15,200

9. Distribution by County (6/29/2015 Edition) Monday - Huntington County TAB

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Allen	Zanesville	IN	100	45	0	0	145
Huntington	Andrews Bippus Huntington Roanoke Warren	IN	12,900	1,025	114	0	14,039
Wells	Markle	IN	510	120	0	0	630
Misc.	Assorted	-	0	30	140	216	386
TOTAL			13,510	1,220	254	216	15,200

9A. Distribution by County (6/25/2015 Edition) Thursday - Huntington County TAB

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Allen	Zanesville	IN	100	45	0	0	145
Huntington	Andrews Bippus Huntington Roanoke Warren	IN	12,900	1,025	114	0	14,039
Wells	Markle	IN	510	120	0	0	630
Misc.	Assorted	-	0	30	140	216	386
TOTAL			13,510	1,220	254	216	15,200

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Huntington County TAB reported an average mail distribution of 265 on Monday and Thursday during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Huntington County TAB reported an average carrier delivery distribution of 13,555 on Monday and 13,552 on Thursday 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. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive Huntington County TAB on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 389 of 493 or 78.9% report they regularly read or look through Huntington County TAB.

*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%.



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11. 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 can include, but is not limited to, on-site verification, business and cell 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates Huntington County TAB’s claim of 132 on Monday and 134 on Thursday returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$72.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	300
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A



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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 December 31, 2017.

If this report is presented after December 31, 2017 please call the toll-free number listed below.



Huntington County TAB - Huntington, IN - 18-0004 - Supplemental Readership Study

The Circulation Verification Council surveyed Huntington County TAB 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 three 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 six 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. 389 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 16 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 13 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: 1.75**
*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. Huntington County TAB is distributed regularly in your area. Do you regularly read or look through Huntington County TAB?

YES	418	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Huntington County TAB?

YES	338	80.9%
NO	80	19.1%

3. How long do you keep Huntington County TAB before discarding it?

51%	1-2 Days
29%	3-4 Days
08%	5-6 Days
12%	1 Week or More

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

Reader Demographics	Market Demographics
45%	50% Male Readers
55%	50% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
02%	07% 21 - 24
16%	15% 25 - 34
17%	15% 35 - 44
22%	20% 45 - 54
23%	18% 55 - 64
15%	11% 65 - 74
05%	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%	10% under \$15,000
03%	09% \$15,000 - \$24,999
11%	12% \$25,000 - \$34,999
19%	15% \$35,000 - \$49,999
25%	22% \$50,000 - \$74,999
20%	15% \$75,000 - \$99,999
11%	09% \$100,000 - \$124,999
05%	04% \$125,000 - \$149,999
03%	02% \$150,000 - \$199,999
03%	02% over \$200,000

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

Reader Demographics	Market Demographics
01%	11% Some High School or Less
39%	39% Graduated High School
33%	31% Some College
20%	12% Graduated College
06%	05% Completed Master Degree
01%	01% Completed Professional Degree
00%	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?

- (% = Positive respondents)
- 14% New Automobile, Truck or SUV
 - 23% Used Automobile, Truck or SUV
 - 25% Antiques or Auctions
 - 34% Furniture or Home Furnishings
 - 16% Major Home Appliance
 - 18% Computers, Tablets or Laptops
 - 32% Home Improvements or Home Improvement Supplies
 - 27% Television or Electronics
 - 16% Carpet or Flooring
 - 63% Automobile Accessories (tires, brakes or service)
 - 51% Lawn & Garden Supplies
 - 24% Florist or Gift Shops
 - 21% Home Heating & Air Conditioning (service, new equipment)
 - 60% Vacations or Travel
 - 11% Real Estate
 - 65% Men's Apparel
 - 71% Women's Apparel
 - 45% Children's Apparel
 - 01% Boats or Personal Watercraft
 - 17% Art & Crafts Supplies
 - 13% Childcare
 - 32% Education or Classes
 - 06% Attorney
 - 30% Veterinarian
 - 15% Chiropractor
 - 23% Financial Planner (Retirement, Investing)
 - 54% Tax Advisor or Tax Services
 - 25% Health Club or Exercise Class
 - 32% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
 - 08% Weight Loss
 - 31% Lawn Care Service (Maintenance & Landscaping)
 - 35% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
 - 62% Pharmacist or Prescription Service
 - 25% Cell Phone or Smart Phone (New Service or Update Service)
 - 81% Dining & Entertainment
 - 20% Jewelry
 - 08% Wedding Supplies
 - 26% Athletic & Sports Equipment
 - 08% Motorcycles or ATV's



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