

Reinstatement Audit Period: January 1, 2022 – June 30, 2022**The Jewish News of Sarasota - Manatee**

580 McIntosh Road
Sarasota, FL 34232
(941) 371-4546
(941) 378-2947 FAX

EMAIL: akaplan@jfedsrq.org
www.jfedsrq.org

1. Audited Media Platforms

| | | |
|--------------------|--------------------------|------------------------|
| Print Publication: | Average Net Circulation: | 14,147 (Print Edition) |
|--------------------|--------------------------|------------------------|

2. Publication Information

| | |
|--------------------------------|--|
| Number of Editions: | One |
| Format / Average Page Count: | Tabloid / 58 Pages |
| Circulation Cycle: | Monthly |
| Ownership: | Sarasota-Manatee Jewish Federation |
| Year Established: | 1971 |
| Publication Type: | Jewish Publication |
| | 100% Controlled / 0% Paid / 0% Sponsor Paid |
| Content: | 40% Advertising / 60% Editorial |
| Primary Delivery Methods: | 84% Mail / 16% Controlled Bulk |
| Annual Mail Subscription Rate: | \$25.00 |
| Insert Zoning Available: | No |
| CVC Member Number: | 01-1896 |
| DMA/MSA/CBSA: | Tampa, FL / Sarasota--Bradenton, FL / Sarasota-Bradenton-Venice, FL |
| Audit Funded By: | Publisher |

3. Rate Card and Mechanical Data

| | |
|---------------------------|---|
| Rate Card Effective Date: | January 1, 2022 |
| Mechanical Data: | Four (4) columns X 16" column depth Full page: 10" wide X 16" depth. |
| Open Rate: | Local: \$1,625.00 Full Page - \$105.00 1/16 th Page National: \$1,625.00 Full Page - \$105.00 1/16 th Page |
| Insert Open Rate: | \$750.00-\$950.00 Full Run |
| Deadline Day & Time: | Thursday by 12 Noon |
| E-Newsletter Rates: | \$125.00 - \$75.00 per week |

Additional rates may be available from the publisher.

4. Contact Information

| | | |
|--------------|-------------|----------------------------|
| Publisher: | Kim Adler | EMAIL: kadler@jfedsrq.org |
| Advertising: | Adam Kaplan | EMAIL: akaplan@jfedsrq.org |
| Circulation: | Adam Kaplan | EMAIL: akaplan@jfedsrq.org |

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

| | | | |
|---|--------------|---------|---|
| CVC Account Number: 01-1896 | | Monthly | The Jewish News of Sarasota - Manatee Sarasota, FL |
| Audit Period Summary | | | |
| Average Net Circulation | (5-H) | | 14,147 |
| Average Gross Distribution | (5-F) | | 14,147 |
| Average Net Press Run | (5-A) | | 14,172 |
| Audit Period Detail | | | |
| A. Average Net Press Run | | | 14,172 |
| B. Office / File | | | 25 |
| C. Controlled Distribution | | | |
| 1. Carrier Delivery | | | 0 |
| 2. Bulk Delivery / Demand Distribution | | | 1,951 |
| 3. Mail | | | 11,909 |
| 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 | | | 287 |
| Total Average Controlled Distribution | | | 14,147 |
| Controlled Returns | | | (0) |
| TOTAL AVERAGE CONTROLLED CIRCULATION | | | 14,147 |
| D. Paid Distribution | | | |
| 1. Carrier Delivery | | | 0 |
| 2. Single Copy | | | 0 |
| 3. Mail | | | 0 |
| 4. Waiting Room | | | 0 |
| 5. Hotels | | | 0 |
| 6. Education | | | 0 |
| 7. Restock & Office Service | | | 0 |
| Total Average Paid Distribution | | | 0 |
| Paid Returns | | | (0) |
| TOTAL AVERAGE PAID CIRCULATION | | | 0 |
| 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 | | | 14,147 |
| G. Total Unclaimed / Returns | | | (0)* |
| H. Average Net Circulation | | | 14,147 |

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 |
|-------------------|--------------|--------------|--------------|--------------|--------------|
| 01/01/22-12/31/22 | CVC | 14,365 | 13,930 | - | - |
| 01/01/21-12/31/21 | No Reporting | No Reporting | No Reporting | No Reporting | No Reporting |
| 01/01/20-12/31/20 | CVC | 14,802 | 12,888 | 14,235 | No Reporting |
| 01/01/19-12/31/19 | CVC | 15,295 | 14,623 | 14,480 | 15,198 |
| 10/01/18-12/31/18 | CVC | - | - | - | 14,908 |

7. Distribution by Zip Code (September 2022 Edition) Monthly

| ZIP CODE | CITY / AREA | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|------------------|--------------|-------|------------------|-------------------------------|------|------------------|-------|
| 33573 | Ruskin | Hillsborough | FL | 0 | 0 | 27 | 0 | 27 |
| 33598 | Wimauma | Hillsborough | FL | 0 | 0 | 22 | 0 | 22 |
| 33629 | Tampa | Hillsborough | FL | 0 | 0 | 28 | 0 | 28 |
| 33947 | Rotunda West | Charlotte | FL | 0 | 0 | 20 | 0 | 20 |
| 33948 | Port Charlotte | Charlotte | FL | 0 | 0 | 14 | 0 | 14 |
| 33950 | Punta Gorda | Charlotte | FL | 0 | 0 | 11 | 0 | 11 |
| 33952 | Port Charlotte | Charlotte | FL | 0 | 0 | 16 | 0 | 16 |
| 33983 | Punta Gorda | Charlotte | FL | 0 | 0 | 12 | 0 | 12 |
| 34201 | University Park | Manatee | FL | 0 | 0 | 212 | 0 | 212 |
| 34202 | Lakewood Ranch | Manatee | FL | 0 | 0 | 607 | 0 | 607 |
| 34203 | Bradenton | Manatee | FL | 0 | 0 | 139 | 0 | 139 |
| 34205 | Bradenton | Manatee | FL | 0 | 0 | 94 | 0 | 94 |
| 34207 | Bayshore Gardens | Manatee | FL | 0 | 0 | 71 | 0 | 71 |
| 34208 | Bradenton | Manatee | FL | 0 | 0 | 72 | 0 | 72 |
| 34209 | Bradenton | Manatee | FL | 0 | 0 | 164 | 0 | 164 |
| 34210 | Bradenton | Manatee | FL | 0 | 0 | 80 | 0 | 80 |
| 34211 | Lakewood Ranch | Manatee | FL | 0 | 0 | 189 | 0 | 189 |
| 34212 | Bradenton | Manatee | FL | 0 | 0 | 146 | 0 | 146 |
| 34217 | Holmes Beach | Manatee | FL | 0 | 0 | 26 | 0 | 26 |
| 34219 | Parrish | Manatee | FL | 0 | 0 | 64 | 0 | 64 |
| 34221 | Palmetto | Manatee | FL | 0 | 0 | 81 | 0 | 81 |
| 34222 | Ellenton | Manatee | FL | 0 | 0 | 32 | 0 | 32 |
| 34223 | Englewood | Sarasota | FL | 0 | 0 | 78 | 0 | 78 |
| 34224 | Englewood | Charlotte | FL | 0 | 0 | 35 | 0 | 35 |
| 34228 | Long Boat Key | Manatee | FL | 0 | 0 | 694 | 0 | 694 |
| 34229 | Osprey | Sarasota | FL | 0 | 0 | 161 | 0 | 161 |
| 34230 | Sarasota | Sarasota | FL | 0 | 0 | 39 | 0 | 39 |
| 34231 | Sarasota | Sarasota | FL | 0 | 0 | 745 | 0 | 745 |
| 34232 | Fruitville | Sarasota | FL | 0 | 1,600 | 503 | 150 | 2,253 |
| 34233 | Sarasota | Sarasota | FL | 0 | 0 | 376 | 0 | 376 |
| 34234 | Sarasota | Sarasota | FL | 0 | 0 | 117 | 0 | 117 |
| 34235 | Sarasota | Sarasota | FL | 0 | 0 | 387 | 0 | 387 |
| 34236 | Sarasota | Sarasota | FL | 0 | 0 | 842 | 0 | 842 |
| 34237 | Sarasota | Sarasota | FL | 0 | 0 | 166 | 0 | 166 |
| 34238 | Sarasota | Sarasota | FL | 0 | 0 | 809 | 0 | 809 |
| 34239 | Pinecraft | Sarasota | FL | 0 | 0 | 390 | 0 | 390 |
| 34240 | Sarasota | Sarasota | FL | 0 | 0 | 236 | 0 | 236 |
| 34241 | Sarasota | Sarasota | FL | 0 | 0 | 238 | 0 | 238 |
| 34242 | Crescent Beach | Sarasota | FL | 0 | 0 | 338 | 0 | 338 |

7. Distribution by Zip Code (September 2022 Edition) Monthly (continued)

| ZIP CODE | CITY / AREA | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|-------------|----------|-------|------------------|-------------------------------|--------|------------------|--------|
| 34243 | Sarasota | Manatee | FL | 0 | 0 | 581 | 0 | 581 |
| 34251 | Myakka City | Manatee | FL | 0 | 0 | 12 | 0 | 12 |
| 34275 | Nokomis | Sarasota | FL | 0 | 0 | 178 | 0 | 178 |
| 34277 | Sarasota | Sarasota | FL | 0 | 0 | 16 | 0 | 16 |
| 34285 | Venice | Sarasota | FL | 0 | 0 | 156 | 0 | 156 |
| 34286 | Venice | Sarasota | FL | 0 | 0 | 38 | 0 | 38 |
| 34287 | Venice | Sarasota | FL | 0 | 0 | 130 | 0 | 130 |
| 34288 | North Port | Sarasota | FL | 0 | 0 | 31 | 0 | 31 |
| 34289 | North Port | Sarasota | FL | 0 | 0 | 12 | 0 | 12 |
| 34291 | North Port | Sarasota | FL | 0 | 0 | 20 | 0 | 20 |
| 34292 | Venice | Sarasota | FL | 0 | 0 | 179 | 0 | 179 |
| 34293 | Venice | Sarasota | FL | 0 | 0 | 258 | 0 | 258 |
| Misc. | Assorted | Assorted | - | 0 | 0 | 1,908 | 0 | 1,908 |
| TOTAL | | | | 0 | 1,600 | 11,800 | 150 | 13,550 |

8. Distribution by County (September 2022 Edition) Monthly

| COUNTY | CITY / AREA | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|---|-------|------------------|-------------------------------|--------|------------------|--------|
| Charlotte | Englewood Port Charlotte Punta Gorda Rotunda West | FL | 0 | 0 | 108 | 0 | 108 |
| Hillsborough | Ruskin Tampa Wimauma | FL | 0 | 0 | 77 | 0 | 77 |
| Manatee | Bayshore Gardens Bradenton Ellenton Holmes Beach Lakewood Ranch Long Boat Key Myakka City Palmetto Parrish Sarasota University Park | FL | 0 | 0 | 3,264 | 0 | 3,264 |
| Sarasota | Crescent Beach Englewood Fruitville Nokomis North Port Osprey Pinecraft Sarasota Venice | FL | 0 | 1,600 | 6,443 | 150 | 8,193 |
| Misc. | Assorted | - | 0 | 0 | 1,908 | 0 | 1,908 |
| TOTAL | | | 0 | 1,600 | 11,800 | 150 | 13,550 |



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9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Jewish News of Sarasota - Manatee reported an average mail distribution of 11,909 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Jewish News of Sarasota - Manatee 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 Jewish News of Sarasota - Manatee on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 228 of 284 or 80.3% report they regularly read or look through The Jewish News of Sarasota - Manatee.

*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 indicates that less than 15% of The Jewish News of Sarasota - Manatee's returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12. Optional Digital Reporting - Not Reported



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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, 2023.

If this report is presented after September 30, 2023 please call the toll-free number listed below.

The Jewish News of Sarasota - Manatee - Sarasota, FL - 01-1896 - Supplemental Readership Study

The Circulation Verification Council surveyed The Jewish News of Sarasota - Manatee 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. 228 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Eight (8) survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 119 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: 3.0**

*Readership estimates compiled from 2020-2022 CVC circulation & readership study data.

1. The Jewish News of Sarasota - Manatee is distributed regularly in your area. Do you regularly read or look through The Jewish News of Sarasota - Manatee?

YES 355 Survey Respondents

2. Do you frequently purchase products or services from ads seen in The Jewish News of Sarasota - Manatee?

YES 163 45.9%

NO 192 54.1%

3. How long do you keep The Jewish News of Sarasota - Manatee before discarding it?

58% Two weeks or less

18% Three weeks

16% One month

08% More than one month

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

Reader Demographics Market Demographics

34% 48% Male Readers

66% 52% Female Readers



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5. What range best describes your age.

| Reader Demographics | Market Demographics | |
|------------------------|------------------------|-------------------|
| 00% | 03% | 18 - 20 |
| 00% | 04% | 21 - 24 |
| 01% | 11% | 25 - 34 |
| 06% | 12% | 35 - 44 |
| 11% | 16% | 45 - 54 |
| 28% | 18% | 55 - 64 |
| 30% | 18% | 65 - 74 |
| 22% | 12% | 75 - 84 |
| 02% | 06% | 85 years or older |

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

| Reader Demographics | Market Demographics | |
|------------------------|------------------------|-----------------------|
| 00% | 11% | under \$15,000 |
| 01% | 10% | \$15,000 - \$24,999 |
| 05% | 11% | \$25,000 - \$34,999 |
| 10% | 16% | \$35,000 - \$49,999 |
| 12% | 19% | \$50,000 - \$74,999 |
| 12% | 12% | \$75,000 - \$99,999 |
| 10% | 08% | \$100,000 - \$124,999 |
| 14% | 04% | \$125,000 - \$149,999 |
| 16% | 04% | \$150,000 - \$199,999 |
| 20% | 05% | over \$200,000 |

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

| Reader Demographics | Market Demographics | |
|------------------------|------------------------|-------------------------------|
| 00% | 11% | Some High School or Less |
| 08% | 30% | Graduated High School |
| 29% | 31% | Some College |
| 37% | 17% | Graduated College |
| 15% | 08% | Completed Master Degree |
| 08% | 02% | Completed Professional Degree |
| 03% | 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?

| | | |
|-----|---|----------------------------|
| 14% | New Automobile, Truck or SUV | (% = Positive respondents) |
| 12% | Used Automobile, Truck or SUV | |
| 07% | Antiques / Auctions | |
| 41% | Furniture / Home Furnishings | |
| 18% | Major Home Appliance | |
| 26% | Computers, Tablets or Laptops | |
| 33% | Home Improvements or Home Improvement Supplies | |
| 24% | Television or Electronics | |
| 15% | Carpet or Flooring | |
| 30% | Automobile Accessories (tires, brakes or service) | |
| 33% | Lawn & Garden Supplies | |
| 21% | Florist / Gift Shops | |
| 18% | Home Heating & Air Conditioning (service, new equipment) | |
| 43% | Vacations / Travel | |
| 10% | Real Estate (Sell or purchase) | |
| 46% | Men's Apparel | |
| 75% | Women's Apparel | |
| 15% | Children's Apparel | |
| 02% | Boats or Personal Watercraft | |
| 19% | Art & Crafts Supplies | |
| 08% | Childcare | |
| 08% | Education or Classes | |
| 07% | Attorney | |
| 33% | Veterinarian | |
| 13% | Chiropractor | |
| 20% | Financial Planner (Retirement, Investing) | |
| 28% | Tax Advisor / Tax Services | |
| 19% | Health Club / Exercise Class | |
| 33% | Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning) | |
| 08% | Weight Loss | |
| 30% | Lawn Care Service (Maintenance & Landscaping) | |
| 27% | Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo) | |
| 44% | Pharmacist / Prescription Service | |
| 24% | Cell Phone or Smart Phone (New Service or Update Service) | |
| 75% | Dining & Entertainment | |
| 29% | Jewelry | |
| 03% | Wedding Supplies | |
| 15% | Athletic & Sports Equipment | |
| 02% | Motorcycles / ATV's | |
| 46% | Medical Services / Physicians | |
| 30% | Pet Supplies | |