



# Market Demographics

*Delivered Locally, Recognized Nationally*

The News & Neighbor offers advertisers a market no other media can touch...home delivered every Wednesday morning.

## Strong Readership

96.3% of respondents receive the publication regularly.

81.8% of the papers received are read regularly.

72% of respondents do not subscribe to a daily paper.\*

With an average of 1.925 readers per paper, that means over 52,556 adults regularly read their News & Neighbor.

## Buying Power

Household Income	N&N Readers	The Market
\$25,001 - \$49,999	32%	27%
\$50,000 - \$74,999	20%	17%
\$75,000 - \$99,999	15%	11%
\$100,000- \$149,999	15%	11%
Over \$150,000	09%	07%

## Buying Age

Group	N&N Readers	The Market
21 – 24	04%	09%
25 – 34	13%	15%
35 – 44	16%	16%
45 – 54	21%	18%
55 – 64	23%	17%
65 – 74	15%	11%
75 years or older	08%	08%

## Educated

Highest Level of Education	N&N Readers	The Market
Graduated High School	22%	27%
Some College	33%	31%
Graduated College	27%	18%
Completed Post Graduate	15%	11%

## N&N Readers are Big Spenders

- 37% Plan to purchase an Automobile (new & pre-owned)
- 41% Plan to purchase Furniture and Home Furnishings
- 15% Plan to purchase a Major Home Appliance
- 42% Plan to purchase Home Improvements / Supplies
- 15% Plan to purchase Carpet / Flooring
- 56% Plan to purchase Automobile Accessories (tires, brakes & service)
- 50% Plan to purchase Lawn & Garden equipment/supplies
- 54% Plan to purchase Men's Apparel
- 72% Plan to purchase Women's Apparel
- 28% Plan to purchase Cell Phone New / Up-grade service.
- 75% Plan to purchase Dining & Entertainment
- 63% Plan to Vacation/Travel

## Buying Decisions

81.1% of readers frequently purchase products or services from ads seen in their News & Neighbor

61% of News & Neighbor newspapers are kept three or more days before discarding.

## Circulation

30,790 News & Neighbor Newspapers are delivered Wednesday morning EVERY week.

News & Neighbor Newspapers are bagged & delivered into receptacles, front porches or driveways by adult carriers.

## N&N Readers Use Your Services

- 15% Plan to use Home Heating / Air Conditioning service
- 14% Plan to use Childcare
- 20% Plan to use Education / Classes
- 31% Plan to use Veterinarian services
- 26% Plan to use a Financial Planner (Retirement, Investing)
- 48% Plan to use a Tax Advisor / Service
- 27% Plan to use Health Club / Exercise Class
- 63% Plan to use a Pharmacist / Prescription Service

This information was provided through a 2014 audit/readership studies survey performed by the Circulation Verification Council (CVC), independent of News & Neighbor Newspapers. 427 interviews with residents in the primary market area provide a minimum accuracy level of +/-3%. Does not include 1,100+ paid subscribers.