

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.

95.4% of the papers received are read regularly.\*

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

With an average of 1.825 readers per paper, that means over 53,607 adults regularly read their News & Neighbor.

**Buying Power**

Household Income	N&N Readers
\$25,001 - \$49,999	33%
\$50,000 - \$74,999	22%
\$75,000 - \$99,999	15%
\$100,000- \$149,999	16%
Over \$150,000	09%

**Buying Age**

Group	N&N Readers
21 – 24	03%
25 – 34	12%
35 – 44	19%
45 – 54	20%
55 – 64	22%
65 – 74	17%
75 years or older	08%

**Educated**

Highest Level of Education	N&N Readers
Graduated High School	27%
Some College	31%
Graduated College	26%
Completed Post Graduate	14%

**N&N Readers are Big Spenders**

36% Plan to purchase an Automobile (new & pre-owned)

41% Plan to purchase Furniture and Home Furnishings

18% Plan to purchase a Major Home Appliance

30% Plan to purchase Home Improvements / Supplies

18% Plan to purchase Carpet / Flooring

53% Plan to purchase Automobile Accessories (tires, brakes & service)

39% Plan to purchase Lawn & Garden equipment/supplies

61% Plan to purchase Men's Apparel

71% Plan to purchase Women's Apparel

26% Plan to purchase Cell Phone New / Up-grade service.

82% Plan to purchase Dining & Entertainment

54% Plan pharmacist or prescription services

**Buying Decisions**

83% of readers frequently purchase products or services from ads seen in their News & Neighbor

50% of News & Neighbor newspapers are kept three or more days before discarding.

**Circulation**

30,596 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**

19% Plan to use Home Heating / Air Conditioning service

15% Plan to use Childcare

17% Plan to use Education / Classes

26% Plan to use Veterinarian services

22% Plan to use a Financial Planner (Retirement, Investing)

49% Plan to use a Tax Advisor / Service

25% Plan to use Health Club / Exercise Class

54% Plan to use a Pharmacist / Prescription Service

This information was provided through an audit/readership studies survey performed by the Circulation Verification Council (CVC), independent of News & Neighbor Newspapers. 405 interviews with residents in the primary market area provide a minimum accuracy level of +/-4%. Does include 1,100+ paid subscribers.