

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

**Strong Readership**

94.2% of respondents receive the publication regularly.

96.2% of the papers received are read regularly.  
(includes paid subscribers)

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

With an average of 1.825 readers per paper, that means over 54,040 adults regularly read their News & Neighbor.

**Buying Power**

Household Income	N&N Readers
\$25,001 - \$49,999	34%
\$50,000 - \$74,999	20%
\$75,000 - \$99,999	16%
\$100,000- \$149,999	16%
Over \$150,000-\$200,000	7%

**Buying Age**

Group	N&N Readers
25 – 34	10%
35 – 44	22%
45 – 54	22%
55 – 64	21%
65 – 74	15%
75 years or older	7%

**Educated**

Highest Level of Education	N&N Readers
Graduated High School	34%
Some College	29%
Graduated College	24%
Completed Post Graduate	12%

**N&N Readers are Big Spenders**

32% Plan to purchase an Automobile (new & pre-owned)

50% Plan to purchase Furniture and Home Furnishings

21% Plan to purchase a Major Home Appliance

33% Plan to purchase Home Improvements / Supplies

15% Plan to purchase Carpet / Flooring

48% Plan to purchase Automobile Accessories  
(tires, brakes & service)

35% Plan to purchase Lawn & Garden equipment/supplies

66% Plan to purchase Men's Apparel

72% Plan to purchase Women's Apparel

23% Plan to purchase Cell Phone New / Up-grade service.

78% Plan to purchase Dining & Entertainment

63% Plan pharmacist or prescription services

**Buying Decisions**

81% of readers frequently purchase products or services from ads seen in their News & Neighbor

46% of News & Neighbor newspapers are kept three or more days before discarding.

**Circulation**

30,506 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**

18% Plan to use Home Heating / Air Conditioning service

13% Plan to use Childcare

14% Plan to use Education / Classes

27% Plan to use Veterinarian services

20% Plan to use a Financial Planner (Retirement, Investing)

56% Plan to use a Tax Advisor / Service

30% Plan to use Health Club / Exercise Class

63% 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.