

**Audit Period: January 1, 2020 - December 31, 2020**

**Johnson City News & Neighbor**

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Johnson City, TN 37604  
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www.jcnewsandneighbor.com

**1. Audited Media Platforms**

|                    |                               |                        |
|--------------------|-------------------------------|------------------------|
| Print Publication: | Average Net Circulation:      | 30,508 (Print Edition) |
| Website:           | Average Website Unique Users: | 5,189                  |
| Social Media:      | Average Facebook Likes:       | 3,851                  |

**Johnson City News & Neighbor – Total Gross Contacts**

|                                   |         |
|-----------------------------------|---------|
| CVC Estimated Edition Readership: | 44,316  |
| Total Digital Contacts:           | 9,040   |
| Total Estimated Gross Contacts:   | 53,356* |

\*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.



**2. Publication Information**

|                                |  |
|--------------------------------|--|
| Number of Editions:            | One  |
| Format / Average Page Count:   | Broadsheet / 10 Pages  |
| Circulation Cycle:             | Weekly   |
| Ownership:                     | The Shopping News, LLC   |
| Year Established:              | 1997   |
| Publication Type:              | Community Newspaper  |
|                                | 96% Controlled / 4% Paid / 0% Sponsor Paid   |
| Content:                       | 60% Advertising / 40% Editorial  |
| Primary Delivery Methods:      | 99% Carrier Delivery / 1% Controlled Bulk & Single Copy                                |
| Annual Mail Subscription Rate: | \$24.95 (Mail) / \$20.00 (Carrier Delivery)  |
| Cover Price:                   | \$0.50   |
| Insert Zoning Available:       | Yes - Route / County / ZIP Code / Zone   |
| CVC Member Number:             | 20-0204  |
| DMA/MSA/CBSA:                  | Tri-Cities, TN-VA / Johnson City--Kingsport--Bristol, TN--VA / Johnson City, TN        |
| Audit Funded By:               | Southeastern Advertising Publishers Association<br>Association of Community Publishers |

**3. Rate Card and Mechanical Data**

|                           |   |
|---------------------------|---|
| Rate Card Effective Date: | January 1, 2021   |
| Mechanical Data:          | Six (6) columns X 21.25" column depth<br>Full page: 10.25" wide X 21.25" depth. |
| Open Rate:                | Local: \$12.50 per column inch<br>National: \$14.70 per column inch             |
| Insert Open Rate:         | \$27.00 per thousand  |
| Classified Rate:          | \$10.00 for up to 20 words  |
| Deadline Day & Time:      | Friday by 3 PM  |
| Website Rates:            | Bottom Banner - \$150.00 per month<br>Vertical - \$65.00 per month              |

Additional rates may be available from the publisher.

**4. Contact Information**

|              |                 |  |
|--------------|-----------------|--|
| Publisher:   | Bill Derby      | EMAIL: bderby@jcnewsandneighbor.com      |
| Advertising: | Bill Derby      | EMAIL: bderby@jcnewsandneighbor.com      |
| Circulation: | Terry Henderson | EMAIL: circulation@jcnewsandneighbor.com |
| Marketing:   | Jeff Derby      | EMAIL: jderby@jcnewsandneighbor.com      |



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

| CVC Account Number: 20-0204                 | Wednesday | Johnson City News & Neighbor<br>Johnson City, TN |
|---|-----------|--|
| <b>Audit Period Summary</b>                 |           |  |
| Average Net Circulation                     | (5-H)     | 30,508   |
| Average Gross Distribution                  | (5-F)     | 30,508   |
| Average Net Press Run                       | (5-A)     | 30,518   |
| <b>Audit Period Detail</b>                  |           |  |
| A. Average Net Press Run                    |           | 30,518   |
| B. Office / File                            |           | 10   |
| C. Controlled Distribution                  |           |  |
| 1. Carrier Delivery                         |           | 29,275   |
| 2. Bulk Delivery / Demand Distribution      |           | 125  |
| 3. Mail                                     |           | 0  |
| 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                 |           | 40   |
| Total Average Controlled Distribution       |           | 29,440   |
| Controlled Returns                          |           | (0)  |
| <b>TOTAL AVERAGE CONTROLLED CIRCULATION</b> |           | <b>29,440</b>                                    |
| D. Paid Distribution                        |           |  |
| 1. Carrier Delivery                         |           | 1,028  |
| 2. Single Copy                              |           | 40   |
| 3. Mail                                     |           | 0  |
| 4. Waiting Room                             |           | 0  |
| 5. Hotels                                   |           | 0  |
| 6. Education                                |           | 0  |
| 7. Restock & Office Service                 |           | 0  |
| Total Average Paid Distribution             |           | 1,068  |
| Paid Returns                                |           | (0)  |
| <b>TOTAL AVERAGE PAID CIRCULATION</b>       |           | <b>1,068</b>                                     |
| 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)  |
| <b>TOTAL AVERAGE SPONSORED CIRCULATION</b>  |           | <b>0</b>   |
| F. Average Gross Distribution               |           | 30,508   |
| G. Total Unclaimed / Returns                |           | (0)*   |
| <b>H. Average Net Circulation</b>           |           | <b>30,508</b>                                    |

## 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     |
|-------------------|--------------|--------|--------|--------|--------|
| 01/01/20-12/31/20 | CVC          | 30,508 | 30,508 | 30,508 | 30,508 |
| 01/01/19-12/31/19 | CVC          | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/18-12/31/18 | CVC          | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/17-12/31/17 | CVC          | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/16-12/31/16 | CVC          | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/15-12/31/15 | CVC          | 30,775 | 30,775 | 30,775 | 30,775 |
| 01/01/14-12/31/14 | CVC          | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/13-12/31/13 | CVC          | 30,780 | 30,780 | 30,780 | 30,780 |
| 10/01/02-12/31/12 | Prior CVC    | -      | -      | -      | -      |

**7. Distribution by Zip Code (12/30/2020 Edition) Wednesday**

| ZIP CODE     | CITY / AREA  | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL     | OFFICE / RESTOCK | TOTAL         |
|--------------|--------------|------------|-------|------------------|-------------------------------|----------|------------------|---------------|
| 37601        | Johnson City | Washington | TN    | 8,362            | 30                            | 0        | 50               | 8,442         |
| 37604        | Johnson City | Washington | TN    | 11,939           | 25                            | 0        | 40               | 12,004        |
| 37615        | Gray         | Washington | TN    | 5,950            | 20                            | 0        | 0                | 5,970         |
| 37659        | Jonesborough | Washington | TN    | 2,756            | 20                            | 0        | 0                | 2,776         |
| 37686        | Piney Flats  | Sullivan   | TN    | 1,296            | 30                            | 0        | 0                | 1,326         |
| <b>TOTAL</b> |              |            |       | <b>30,303</b>    | <b>125</b>                    | <b>0</b> | <b>90</b>        | <b>30,518</b> |

**8. Distribution by County (12/30/2020 Edition) Wednesday**

| COUNTY       | CITY / AREA                          | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL     | OFFICE / RESTOCK | TOTAL         |
|--------------|--------------------------------------|-------|------------------|-------------------------------|----------|------------------|---------------|
| Sullivan     | Piney Flats                          | TN    | 1,296            | 30                            | 0        | 0                | 1,326         |
| Washington   | Gray<br>Johnson City<br>Jonesborough | TN    | 29,007           | 95                            | 0        | 90               | 29,192        |
| <b>TOTAL</b> |                                      |       | <b>30,303</b>    | <b>125</b>                    | <b>0</b> | <b>90</b>        | <b>30,518</b> |

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Johnson City News & Neighbor did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Johnson City News & Neighbor reported an average carrier delivery distribution of 30,303 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 Johnson City News & Neighbor on a regular basis to substantiate the publisher’s distribution claims.**

**CVC verification confirms that 411 of 509 or 80.7% report they regularly read or look through Johnson City News & Neighbor.**

\*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**

Johnson City News & Neighbor did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 165 copies per edition during the audit cycle.

**11. Paid Reporting Analysis**

|                             |                                 |
|-----------------------------|---------------------------------|
| <b>CARRIER DELIVERY</b>     | Basic Rates: \$20.00 / 1-Year   |
|                             | AVERAGE NUMBER OF SUBSCRIPTIONS |
| Full Basic Rate             | 652                             |
| Over 75% of basic rate      | 0                               |
| Over 50% of basic rate      | 0                               |
| Over 25% of basic rate      | 0                               |
| 1%-24% of basic rate        | 376                             |
| Less than 1% of basic rate* | 0                               |
| <b>MAIL</b>                 | Basic Rates: \$24.95            |
|                             | AVERAGE NUMBER OF SUBSCRIPTIONS |
| Full Basic Rate             | 0                               |
| <b>SPONSORED</b>            | Basic Rates: N/A                |
|                             | AVERAGE NUMBER OF SUBSCRIPTIONS |
| Full Basic Rate             | 0                               |
| <b>SINGLE COPY</b>          | COVER PRICE: \$0.50             |
|                             | AVERAGE WHOLESALE RATE: N/A     |

**12A. Audited Average Website Reporting - www.jcnewsandneighbor.com**

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Unique Users          | 5,189                        |
| Website Sessions              | 6,270                        |
| Percent of New Users          | 92.58%                       |
| Website Page Views            | 7,616                        |
| Pages Per Visit               | 1.26                         |
| Average Time Spent on Website | 00:00:05                     |
| Bounce Rate                   | 89.14%                       |

**Explanatory – Website**

**PARAGRAPH TWELVE (A)**

**UNIQUE USERS:** A unique user 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 users. Please see CVC Rules & Regulations for further information.

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

**PERCENT NEW USERS:** The percentage of users 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 users.

**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.

**12B. Audited Online/Digital Edition Reporting - Not Reported**

**12C. Text Media - Not Reported**

**12D. Social Media**

| Social Media Source                | Average Media Usage | December 2020 |
|------------------------------------|---------------------|---------------|
| www.facebook.com/jcnewsandneighbor | 3,851 Likes         | 3,917 Likes   |

**Explanatory – Social Media**

**PARAGRAPH TWELVE (D)**

**FACEBOOK LIKES:** The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**12E. Email Media - Not Reported**

**12F. Video & Podcast Media - Not Reported**

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

| SPECIAL SECTION TITLE                           | DEADLINE MONTH | EDITION MONTH |
|---|----------------|---------------|
| Consumer “How to Guide”                         | March          | March         |
| Spring Home & Garden Edition                    | April          | April         |
| Mother’s Day Edition                            | May            | May           |
| Memorial Day Veteran’s Edition                  | May            | May           |
| Summertime Recreation Edition                   | June           | June          |
| Family Owned Edition                            | July           | July          |
| “Half Mile Heat”<br>Bristol Motor Speedway      | August         | August        |
| East Tennessee State University<br>“Pride Week” | August         | August        |
| Builder’s Brand “Johnson City<br>Homebuilders”  | September      | October       |
| Fall Home & Garden                              | October        | October       |
| Home for the Holidays                           | November       | November      |
| Thanksgiving Holiday Edition                    | November       | November      |
| “T’was the Night” Christmas Edition             | December       | December      |



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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, 2022.**

If this report is presented after December 31, 2022 please call the toll-free number listed below.



**Johnson City News & Neighbor - Johnson City, TN - 20-0204 - Supplemental Readership Study**

The Circulation Verification Council surveyed Johnson City News & Neighbor 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. 411 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 64 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: 1.8**  
\*Readership estimates compiled from 2020 CVC circulation & readership study data.

1. Johnson City News & Neighbor is distributed regularly in your area. Do you regularly read or look through Johnson City News & Neighbor?

YES 475 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Johnson City News & Neighbor?

YES 360 75.8%  
NO 115 24.2%

3. How long do you keep Johnson City News & Neighbor before discarding it?

42% 1-2 Days  
38% 3-4 Days  
12% 5-6 Days  
08% 1 Week or More

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

|                     |                     |
|---------------------|---------------------|
| Reader Demographics | Market Demographics |
| 42%                 | 49% Male Readers    |
| 58%                 | 51% Female Readers  |



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5. What range best describes your age.

| Reader Demographics | Market Demographics   |
|---------------------|-----------------------|
| 00%                 | 07% 18 - 20           |
| 02%                 | 09% 21 - 24           |
| 09%                 | 15% 25 - 34           |
| 20%                 | 16% 35 - 44           |
| 22%                 | 18% 45 - 54           |
| 26%                 | 17% 55 - 64           |
| 18%                 | 11% 65 - 74           |
| 03%                 | 05% 75 - 84           |
| 00%                 | 02% 85 years or older |

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

| Reader Demographics | Market Demographics       |
|---------------------|---------------------------|
| 02%                 | 16% under \$15,000        |
| 05%                 | 11% \$15,000 - \$24,999   |
| 09%                 | 12% \$25,000 - \$34,999   |
| 15%                 | 15% \$35,000 - \$49,999   |
| 22%                 | 17% \$50,000 - \$74,999   |
| 16%                 | 11% \$75,000 - \$99,999   |
| 12%                 | 07% \$100,000 - \$124,999 |
| 08%                 | 04% \$125,000 - \$149,999 |
| 04%                 | 03% \$150,000 - \$199,999 |
| 07%                 | 04% over \$200,000        |

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

| Reader Demographics | Market Demographics               |
|---------------------|-----------------------------------|
| <01%                | 12% Some High School or Less      |
| 25%                 | 27% Graduated High School         |
| 30%                 | 31% Some College                  |
| 28%                 | 18% Graduated College             |
| 10%                 | 08% Completed Master Degree       |
| 04%                 | 02% Completed Professional Degree |
| 03%                 | 02% Completed Doctorate Degree    |

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 18% New Automobile, Truck or SUV
- 14% Used Automobile, Truck or SUV
- 09% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 28% Major Home Appliance
- 25% Computers, Tablets or Laptops
- 36% Home Improvements or Home Improvement Supplies
- 31% Television or Electronics
- 14% Carpet or Flooring
- 31% Automobile Accessories (tires, brakes or service)
- 41% Lawn & Garden Supplies
- 16% Florist / Gift Shops
- 12% Home Heating & Air Conditioning (service, new equipment)
- 41% Vacations / Travel
- 11% Real Estate (Sell or purchase)
- 54% Men's Apparel
- 71% Women's Apparel
- 19% Children's Apparel
- 01% Boats or Personal Watercraft
- 23% Art & Crafts Supplies
- 08% Childcare
- 09% Education or Classes
- 06% Attorney
- 36% Veterinarian
- 10% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 34% Tax Advisor / Tax Services
- 25% Health Club / Exercise Class
- 28% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 10% Weight Loss
- 25% Lawn Care Service (Maintenance & Landscaping)
- 23% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 48% Pharmacist / Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 71% Dining & Entertainment
- 22% Jewelry
- 03% Wedding Supplies
- 19% Athletic & Sports Equipment
- 03% Motorcycles / ATV's
- 51% Medical Services / Physicians
- 33% Pet Supplies

(% = Positive respondents)



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