

**Audit Period: April 1, 2013 – March 31, 2015**

**About Families**

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Lebanon, PA 17042  
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www.aboutfamiliespa.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	39,161 (Print Edition)
Website:	Average Monthly Unique Visitors:	158

**2. Publication Information**

Number of Editions:	One (2 zones)
Format / Average Page Count:	Tabloid / 22 Pages
Circulation Cycle:	Monthly
Ownership:	Kapp Advertising Services, Inc.
Year Established:	1995
Publication Type:	Parenting Publication
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	<1% Mail / 100% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$18.00
Insert Zoning Available:	No
CVC Member Number:	01-0209
DMA/MSA/CBSA:	Harrisburg, PA / Harrisburg--Lebanon--Carlisle, PA / Lebanon, PA
Audit Funded By:	Mid-Atlantic Community Papers Association Independent Free Papers of America

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	December 1, 2014
Mechanical Data:	Four (4) columns x 11.75-inch column depth Full page: 10.25" wide X 11.75" depth.
Open Rate:	Berks County: \$1,231.00 Full Page - \$217.00 1/8 <sup>th</sup> Page Lebanon County: \$833.00 Full Page - \$148.00 1/8 <sup>th</sup> Page
Deadline Day & Time:	Contact Publisher by 12 Noon Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Jane Means	EMAIL: janem@themerchandiser.com
Advertising:	Randy Miller	EMAIL: randym@themerchandiser.com
Circulation:	Doug Gunden	EMAIL: dgunden@themerchandiser.com



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

CVC Account Number: 01-0209	Monthly	About Families Lebanon, PA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>39,161</b>
Average Gross Distribution	(5-F)	40,731
Average Net Press Run	(5-A)	40,756
<b>Audit Period Detail</b>		
A. Average Net Press Run		40,756
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		39,844
3. Mail		46
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		841
Total Average Controlled Distribution		40,731
Controlled Returns		(1,570)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>39,161</b>
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)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</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		40,731
G. Total Unclaimed / Returns		(1,570)*
<b>H. Average Net Circulation</b>		<b>39,161</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 offices and professional firms.

**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:** Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 11 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 12 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 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 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 NIE 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 11 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 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 NIE 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 11 for CVC return/unclaimed confirmation.)

**F. 1. 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. 1. UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**H. 1. 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)).



**6A. Audited Average Website Reporting - www.aboutfamiliespa.com**

	Monthly Audit Period Average
Website Unique Visitors	158
Website Visitors	247
Percent of New Visitors	63.56%
Website Page Views	599
Pages Per Visit	2.43
Average Time Spent on Website	00:02:20
Bounce Rate	57.17%

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE VISITORS:** A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

**PERCENT NEW VISITORS:** The percentage of visitors 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 visits.

**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 HH:MM:SS

**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.

**6B. Audited Online/Digital Edition Reporting - Not Applicable**

**6C. Text Media - Not Applicable**

**6D. Social Media - Not Applicable**

**6E. Email Media - Not Applicable**

**6F. Video & Podcast Media - Not Applicable**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	43,564	-	-	-
01/01/14-12/31/14	CVC	44,277	44,740	23,166	43,383
01/01/13-12/31/13	CVC	45,486	44,690	24,499	45,252
01/01/12-12/31/12	CVC	45,618	45,856	40,404	45,643
01/01/11-12/31/11	CVC	46,501	46,642	24,697	45,703
01/01/10-12/31/10	CVC	46,949	46,556	25,835	46,915
01/01/09-12/31/09	CVC	46,935	47,414	25,861	47,454
01/01/08-12/31/08	CVC	45,988	46,712	25,644	47,177
01/01/07-12/31/07	CVC	47,303	47,524	27,753	46,491
01/01/06-12/31/06	CVC	45,236	45,619	27,526	46,947
01/01/05-12/31/05	CVC	39,864	41,336	28,246	43,106
01/01/04-12/31/04	CVC	32,959	34,601	25,203	37,779
01/01/03-12/31/03	CVC	31,329	31,506	18,973	30,845
10/01/00-12/31/02	Prior CVC	-	-	-	-



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**8. Distribution by Zip Code (March 2015 Edition) Monthly**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	PA	0	605	0	0	605
17010	Campbelltown	Lebanon	PA	0	135	0	0	135
17015	Carlisle	Cumberland	PA	0	10	0	0	10
17016	Cornwall	Lebanon	PA	0	60	0	0	60
17026	Fredericksburg	Lebanon	PA	0	400	0	0	400
17038	Jonestown	Lebanon	PA	0	1,068	0	0	1,068
17042	Lebanon	Lebanon	PA	0	3,975	0	0	3,975
17046	Lebanon	Lebanon	PA	0	2,936	0	0	2,936
17064	Mount Gretna	Lebanon	PA	0	95	0	0	95
17067	Myerstown	Lebanon	PA	0	1,275	0	0	1,275
17073	Newmanstown	Lebanon	PA	0	442	0	0	442
17078	Palmyra	Lebanon	PA	0	2,167	0	0	2,167
17083	Quentin	Lebanon	PA	0	41	0	0	41
17087	Richland	Lebanon	PA	0	115	0	0	115
17088	Schaefferstown	Lebanon	PA	0	120	0	0	120
17517	Denver	Lancaster	PA	0	230	0	0	230
17519	East Earl	Lancaster	PA	0	100	0	0	100
17569	Reinholds	Lancaster	PA	0	15	0	0	15
19464	Pottstown	Montgomery	PA	0	260	0	0	260
19501	Adamstown	Lancaster	PA	0	480	0	0	480
19505	Bechtelsville	Berks	PA	0	40	0	0	40
19506	Bernville	Berks	PA	0	925	0	0	925
19508	Birdsboro	Berks	PA	0	1,085	0	0	1,085
19510	Blandon	Berks	PA	0	310	0	0	310
19512	Boyertown	Berks	PA	0	260	0	0	260
19518	Douglassville	Berks	PA	0	840	0	0	840
19520	Elverson	Chester	PA	0	509	0	0	509
19522	Fleetwood	Berks	PA	0	1,130	0	0	1,130
19525	Gilbertsville	Montgomery	PA	0	25	0	0	25
19526	Hamburg	Berks	PA	0	997	0	0	997
19530	Kutztown	Berks	PA	0	195	0	0	195
19533	Leesport	Berks	PA	0	1,061	0	0	1,061
19540	Mohnton	Berks	PA	0	425	0	0	425
19541	Mohrsville	Berks	PA	0	140	0	0	140
19543	Morgantown	Berks	PA	0	90	0	0	90
19547	Oley	Berks	PA	0	25	0	0	25
19551	Robesonia	Berks	PA	0	115	0	0	115
19555	Shoemakersville	Berks	PA	0	375	0	0	375
19559	Strausstown	Berks	PA	0	95	0	0	95
19560	Temple	Berks	PA	0	108	0	0	108
19562	Topton	Berks	PA	0	436	0	0	436
19565	Wernersville	Berks	PA	0	800	0	0	800
19567	Womelsdorf	Berks	PA	0	542	0	0	542
19601	Reading	Berks	PA	0	1,700	0	0	1,700
19602	Reading	Berks	PA	0	1,050	0	0	1,050
19604	Reading	Berks	PA	0	4,260	0	0	4,260

**8. Distribution by Zip Code (March 2015 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
19605	Reading	Berks	PA	0	2,577	0	0	2,577
19606	Reading	Berks	PA	0	3,561	0	0	3,561
19607	Reading	Berks	PA	0	815	0	0	815
19608	Reading	Berks	PA	0	2,109	0	0	2,109
19609	Reading	Berks	PA	0	220	0	0	220
19610	Reading	Berks	PA	0	1,617	0	0	1,617
19611	Reading	Berks	PA	0	1,253	0	0	1,253
Misc.	Assorted	Assorted	-	0	0	45	0	45
<b>TOTAL</b>				<b>0</b>	<b>44,219</b>	<b>45</b>	<b>0</b>	<b>44,264</b>

**9. Distribution by County (March 2015 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Bechtelsville Bernville Birdsboro Blandon Boyertown Douglassville Fleetwood Hamburg Kutztown Leesport Mohnton Mohrsville Morgantown Oley Reading Robesonia Shoemakersville Strausstown Temple Topton Wernersville Womelsdorf	PA	0	29,156	0	0	29,156
Chester	Elverson	PA	0	509	0	0	509
Cumberland	Carlisle	PA	0	10	0	0	10
Lancaster	Adamstown Denver East Earl Reinholds	PA	0	825	0	0	825
Lebanon	Annville Campbelltown Cornwall Fredericksburg Jonestown Lebanon Mount Gretna Myerstown Newmanstown Palmyra Quentin Richland Schaefferstown	PA	0	13,434	0	0	13,434

**9. Distribution by County (March 2015 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Montgomery	Gilbertsville Pottstown	PA	0	285	0	0	285
Misc.	Assorted	-	0	0	45	0	45
TOTAL			0	44,219	45	0	44,264

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

About Families did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

**11. 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 can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates About Families’s claim of 1,570 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**12. Paid Reporting Analysis – Not Applicable**



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

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Baby/Maternity	December 20	January
Health & Fitness	December 20	January
Catholic School Week	December 20	January
Preschool & Childcare	January 15	February
Camps	January 15	February
Family Finances	January 15	February
American Heart Month	January 15	February
Camps	February 18	March
Arts/Youth Art Month	February 18	March
Camps	March 18	April
Party Issue	March 18	April
Child Abuse Prevention Sponsors	March 18	April
Home & Garden Guide	April 22	May
Pets	April 22	May
Library Summer Reading	April 22	May
Special Kids-Emotional/Mental Physical	May 20	June
101 Fun Things To Do Guide	May 20	June
Family Health Services	June 18	July
Baby/Maternity	June 18	July
National Ice Cream Month	June 18	July
School Readiness	July 22	August
Preschool & Childcare Guide	July 22	August
Children's Vision & Learning	July 22	August
Fund Raiser Opportunities	July 22	August
Back – To – School	August 19	September
Party Edition	August 19	September
Family Finances	August 19	September
Fall Fun	September 23	October
Health & Wellness	September 23	October
Fire Safety	September 23	October
Trick or Treat Safety Tips	September 23	October
Thanksgiving	October 21	November
Adoption	October 21	November
Black Friday	October 21	November
Holiday – Christmas, Hanukkah, Kwanzaa	November 18	December
Winter/Outdoor Fun	November 18	December
Don't Drink & Drive	November 18	December
Tree/Wreath/Holida Décor	November 18	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 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 March 31, 2017.**

If this report is presented after March 31, 2017 please call the toll-free number listed below.



**About Families - Lebanon, PA - 01-0209 - Supplemental Readership Study**

The Circulation Verification Council surveyed About Families 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 is 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 consisted 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 net 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 three weeks to minimize the impact of weather and/or special news stories. 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 six 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 +/-3.5% at the 95% confidence level. 0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 361 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. Six (6) 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: 2.15**  
 \*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. About Families is distributed regularly in your area. Do you regularly read or look through About Families?  
 YES 367 Survey Respondents

2. Do you frequently purchase products or services from ads seen in About Families?  
 YES 222 60.5%  
 NO 145 39.5%

3. How long do you keep About Families before discarding it?  
 53% Two weeks or less  
 03% Three weeks  
 25% One month  
 19% More than one month

4. Reader Gender (Voice recognition - Gender Bias Rotation)  
 Reader Demographics Market Demographics  
 10% 49% Male Readers  
 90% 51% Female Readers





5. Please select the category that best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
02%	08% 21 - 24
35%	15% 25 - 34
37%	16% 35 - 44
22%	20% 45 - 54
04%	17% 55 - 64
01%	10% 65 - 74
00%	06% 75 - 84
00%	03% 85 years or older

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

Reader Demographics	Market Demographics
00%	09% under \$15,000
03%	09% \$15,000 - \$24,999
08%	10% \$25,000 - \$34,999
10%	13% \$35,000 - \$49,999
28%	20% \$50,000 - \$74,999
21%	14% \$75,000 - \$99,999
12%	10% \$100,000 - \$124,999
08%	06% \$125,000 - \$149,999
06%	05% \$150,000 - \$199,999
04%	04% over \$200,000

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

Reader Demographics	Market Demographics
00%	14% Some High School or Less
24%	39% Graduated High School
32%	24% Some College
32%	15% Graduated College
10%	06% Completed Master Degree
02%	01% Completed Professional Degree
00%	01% Completed Doctorate Graduate



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

- (% = Positive respondents)
- 15% New Automobile
  - 28% Used Automobile
  - 15% Antiques / Auctions
  - 48% Furniture / Home Furnishings
  - 16% Major Home Appliance
  - 21% Computers / Tablets / Laptops
  - 39% Home Improvements / Home Improvement Supplies
  - 30% Television / Electronics
  - 15% Carpet / Flooring
  - 61% Automobile Accessories (tires, brakes & service)
  - 42% Lawn & Garden Supplies
  - 27% Florist / Gift Shops
  - 14% Home Heating & Air Conditioning (service, new equipment)
  - 66% Vacations / Travel
  - 08% Real Estate
  - 71% Men's Apparel
  - 84% Women's Apparel
  - 93% Children's Apparel
  - 01% Boats / Personal Watercraft
  - 29% Art & Crafts Supplies
  - 39% Childcare
  - 68% Education / Classes
  - 05% Attorney
  - 30% Veterinarian
  - 12% Chiropractor
  - 17% Financial Planner (Retirement, Investing)
  - 62% Tax Advisor / Services
  - 35% Health Club / Exercise Class
  - 46% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
  - 14% Weight Loss
  - 30% Lawn Care Service (Maintenance & Landscaping)
  - 21% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
  - 67% Pharmacist / Prescription Service
  - 26% Cell Phone or Smart Phone (New Service or Update Service)
  - 88% Dining & Entertainment
  - 26% Jewelry
  - 04% Wedding Supplies
  - 54% Athletic & Sports Equipment
  - 04% Motorcycles / ATV's



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