

The Monadnock Shopper News – Keene, NH – 17-0022  
Supplemental Readership Study

The Circulation Verification Council interviewed 524 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing 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. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership 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 +/-2.5 at the 95% confidence level. \*518 Survey respondents were interviewed during the verification of home 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.

• **Average readers per edition during the audit period: 1.80\***  
\*Readership estimates compiled from 2007 CVC circulation & readership study data.

- The Monadnock Shopper News is distributed regularly in your area. Does your household regularly receive The Monadnock Shopper News?
 

YES	518	98.9%
NO	6	01.1%
- Do you or someone in your household regularly read or look through The Monadnock Shopper News?
 

YES	416	80.3%
NO	102	19.7%
- Do you frequently purchase products or services from ads seen in The Monadnock Shopper News?
 

YES	341	82.0%
NO	75	18.0%
- How long do you keep The Monadnock Shopper News before discarding it?
 

51%	1-2 Days
10%	3-4 Days
16%	5-6 Days
23%	1 Week or More
- What category best describes your combined annual household income for last year?
 

Reader Demographics	Market Demographics
18%	25% Under \$25,000
32%	30% \$25,001 - \$49,999
24%	19% \$50,000 - \$74,999
15%	12% \$75,000 - \$99,999
09%	08% \$100,000 - \$149,999
03%	05% Over \$150,000