

# 2014 Readership Study



Each year, eligible FCPNY member publications receive an independent, third party audit of their circulation as well as a readership survey conducted by Circulation Verification Council (CVC), one of the most respected circulation auditing firms in the country. This report is a compilation based on individual member audits, designed to give you a profile of the free paper reader on a statewide basis. Where appropriate, readership statistics are compared to the profile of the total market for comparison purposes.

Report is based on audits completed September 30, 2014.



Average readers per edition during the audit period: 1.776\*

*\*Readership estimates compiled from 2014 CVC circulation & readership study data.*

1. Free Community Papers of New York publications are distributed regularly in your area. Do you regularly read or look through the (appropriate FCPNY publication)?

YES 97.4%

NO 2.6%

2. Do you frequently purchase products or services from ads seen in the (appropriate FCPNY publication)?

YES 75.5%

NO 24.5%

3. How long do you keep the (appropriate FCPNY publication) before discarding it?

47% 1 - 2 Days

34% 3 - 4 Days

04% 5 - 6 Days

15% 1 Week or More

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

Reader Demographics

39% Male Readers

61% Female Readers

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

<u>Age</u>	<u>Reader Demographics</u>	<u>Market Demographics</u>
18 - 20	01%	05%
21 - 24	03%	08%
25 - 34	13%	14%
35 - 44	20%	16%
45 - 54	23%	20%
55 - 64	22%	18%
65 - 74	14%	10%
75 +	04%	09%

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

<u>Income</u>	<u>Reader Demographics</u>	<u>Market Demographics</u>
under \$25,000	11%	21%
\$25,000 - \$49,999	26%	25%
\$50,000 - \$74,999	24%	20%
\$75,000 - \$99,999	18%	14%
\$100,000 - \$149,999	14%	13%
over \$150,000	07%	07%

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

<u>Education</u>	<u>Reader Demographics</u>	<u>Market Demographics</u>
Some High School or Less	03%	12%
Graduated High School	34%	33%
Some College	31%	30%
Graduated College	21%	14%
Completed Post Graduate	11%	11%

***Reader purchase expectations continued on following page....***

**Contact us for more information:  
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8. Which of the following products or services do you plan to purchase during the next twelve months? (% = *Positive respondents*)

13% New Automobile  
20% Used Automobile  
16% Antiques / Auctions  
38% Furniture / Home Furnishings  
17% Major Home Appliance  
19% Computers / Tablets / Laptops  
33% Home Improvements / Home Improvement Supplies  
30% Television / Electronics  
15% Carpet / Flooring  
56% Automobile Accessories (tires, brakes & service)  
35% Lawn & Garden Supplies  
28% Florist / Gift Shops  
21% Home heating / Air conditioning (service, new equipment)  
57% Vacations / Travel  
06% Real Estate  
66% Men's Apparel  
73% Women's Apparel  
42% Children's Apparel  
02% Boats / Personal Watercraft  
13% Art & Crafts Supplies  
17% Childcare  
27% Education / Classes  
08% Attorney  
28% Veterinarian  
13% Chiropractor  
21% Financial Planner (Retirement, Investing)  
59% Tax Advisor / Services  
28% Health Club / Exercise Class  
35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)  
12% Weight Loss  
29% Lawn Care Service (Maintenance & Landscaping)  
32% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)  
69% Pharmacist / Prescription Service  
29% Cell Phone or Smart Phone (New Service or Update Service)  
83% Dining & Entertainment  
21% Jewelry  
09% Wedding Supplies  
27% Athletic & Sports Equipment