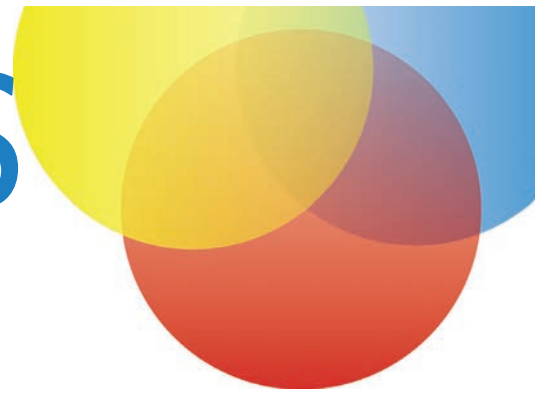


# DEMOGRAPHICS



## AUDIT & READERSHIP REPORT –JUNE 2015

What does this mean? It means that, as a publication, audited by the Circulation Verification Council (CVC), we have a clear understanding of our impact, including the number of households we reach, how much we're read, and our influence on purchasing decisions. When it comes to serving readers and advertisers, CVC is the standard.

## The Coast News Group

### CIRCULATION & READERSHIP

- Average net circulation  
**Coast News - 19,514**  
**Rancho Santa Fe News - 9,868**  
**Inland Edition - 9,983**
- The Coast News is distributed regularly in your area. Do you or someone in your household normally read or look through The Coast News?  
**YES (503 survey respondents)**
- Do you frequently purchase products or services from ads seen in the (appropriate Coast News, Inc publication)?  
**74% Yes; 26% No**
- How long do you keep it before discarding?  
**36% 1-2 Days; 29% 3-4 Days; 16% 5-6 Days; 19% 1+ Weeks**
- Which of the following publications do you also read?  
**21.5% ..... San Diego Union Tribune**  
**07.6% ..... Pick up SD Reader on weekly basis**
- Which of the following publications do you consider your primary source for community news and advertising?\*

<b>The Coast News</b> .....	<b>76.3%</b>
<b>The San Diego Union Tribune</b> .....	<b>18.5%</b>
<b>San Diego Reader</b> .....	<b>00.0%</b>
<b>Other</b> .....	<b>05.2%</b>

### AGE, INCOME, GENDER, EDUCATION

**6. Age:** Please select the category that best describes your age.

AGE	READER DEMOS	MARKET DEMOS	AGE	READER DEMOS	MARKET DEMOS
18-20.....	00%.....	06%	45-54.....	23%.....	19%
21-24.....	03%.....	08%	55-64.....	22%.....	15%
25-34.....	15%.....	19%	65-74.....	14%.....	08%
35-44.....	20%.....	17%	75+.....	03%.....	05%

\*Data from 2013

**7. Income:** What category best describes your combined annual household income for last year?

INCOME	READER DEMOS	MARKET DEMOS	INCOME	READER DEMOS	MARKET DEMOS
Under \$15,000.....	00%.....	08%	\$75-\$99,999.....	17%.....	13%
\$15-\$24,999.....	01%.....	06%	\$100-\$124,999.....	12%.....	10%
\$25-\$34,999.....	03%.....	08%	\$125-\$149,999.....	10%.....	07%
\$35-\$49,999.....	08%.....	12%	\$150-\$199,999.....	14%.....	09%
\$50-\$74,999.....	19%.....	16%	over \$200,000.....	16%.....	11%

**8. Gender:** (Voice recognition - Gender Bias Rotation)

GENDER	READER DEMOS	MARKET DEMOS
Male readers.....	44%.....	50%
Female readers.....	56%.....	50%

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

EDUCATION LEVEL	READER DEMOS	MARKET DEMOS
Some High School or Less.....	00%.....	14%
Graduated High School.....	15%.....	6%
Some College.....	36%.....	32%
Graduated College.....	31%.....	23%
Completed Master Graduate.....	13%.....	10%
Completed Professional Degree.....	04%.....	10%
Completed Doctorate Graduate.....	01%.....	02%

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

**21% New Automobile**, 19% Used Automobile, **14% Antiques/Auctions**, **43% Furniture/ Home Furnishings**, **19% Major Home Appliance**, **18% Coputers/Tablets/Laptops**, **32% Home Improvements/ Home Improvement Supplies**, **34% Television/Electronics**, **16% Carpet/Flooring**, **58% Automobile Accessories (Tires, Brakes & Service)**, **42% Lawn & Garden Supplies**, **33% Florist/Gift Shops**, **18% Home Heating & Air Conditioning (Service, New Equipment)**, 63% Vacations/Travel, **10% Real Estate**, **65% Men's Apparel**, **72% Women's Apparel**, **40% Children's Apparel**, **03% Boats/ Personal Watercraft**, **15% Art & Crafts Supplies**, **16% Childcare**, **32% Education/Classes**, **10% Attorney**, **29% Veterinarian**, **19% Chiropractor**, **28% Financial Planner (Retirement, Investing)**, **66% Tax Advisor/Services**, **42% Health Club/Exercise Class**, **48% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)**, **14% Weight Loss**, **36% Lawn Care Service (Maintenance & Landscaping)**, **30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)**, **65% Pharmacist/Prescription Service**, **28% Cell Phone Or Smart Phone (New Service Or Update Service)**, **88% Dining & Entertainment**, **28% Jewelry**, **09% Wedding Supplies**, **35% Athletic & Sports Equipment**, **04% Motorcycles / ATV's**

