



Colorado Springs Magazine – Colorado Springs, CO – 01-1038 - Supplemental Readership Study

The Circulation Verification Council interviewed 319 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of 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 news stories. 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 newspaper 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) newspaper 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. \*19 Survey respondents were interviewed during the verification of mail distribution. 300 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

1. Colorado Springs Style is distributed regularly in your area. Do you regularly read or look through Colorado Springs Style?

YES	319	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Colorado Springs Style?

YES	191	59.9%
NO	128	40.1%

3. How long do you keep Colorado Springs Style before discarding it?

19%	Two weeks or less
02%	Three weeks
28%	One month
51%	More than one month

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

Reader Demographics	Market Demographics
01%	06% 18 - 20
05%	09% 21 - 24
21%	18% 25 - 34
27%	21% 35 - 44
30%	21% 45 - 54
13%	13% 55 - 64
03%	06% 65 - 74
01%	06% 75 years or older

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

Reader Demographics	Market Demographics	
02%	18%	Under \$25,000
13%	25%	\$25,001 - \$49,999
15%	20%	\$50,000 - \$74,999
22%	15%	\$75,000 - \$99,999
21%	14%	\$100,000 - \$149,999
27%	08%	Over \$150,000

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

Reader Demographics	Market Demographics	
01%	06%	Some High School or Less
09%	25%	Graduated High School
29%	32%	Some College
41%	25%	Graduated College
20%	12%	Completed Post Graduate

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

		(% = Positive respondents)
16%	New Automobile	
09%	Used Automobile	
14%	Antiques / Auctions	
42%	Furniture / Home Furnishings	
28%	Major Home Appliance	
21%	Home Computers	
45%	Home Improvements / Supplies	
32%	Television / Electronics	
21%	Carpet / Flooring	
53%	Automobile Accessories (tires, brakes & service)	
42%	Lawn & Garden	
39%	Florist / Gift Shops	
30%	Home Heating / Air Conditioning (service, new equipment)	
59%	Vacations / Travel	
07%	Real Estate	
81%	Men's Apparel	
96%	Women's Apparel	
41%	Children's Apparel	
04%	Boats / Personal Watercraft	
32%	Art & Crafts Supplies	
21%	Childcare	
52%	Education / Classes	
11%	Attorney	
21%	Veterinarian	
18%	Chiropractor	
30%	Financial Planner (Retirement, Investing)	
68%	Tax Advisor / Services	
34%	Health Club / Exercise Class	
28%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
05%	Weight Loss	
59%	Lawn Care Service (Maintenance & Landscaping)	
41%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
72%	Pharmacist / Prescription Service	
20%	Cellular Phone New/Update Service	
85%	Dining & Entertainment	
23%	Jewelry	
11%	Wedding Supplies	
34%	Athletic & Sports Equipment	