CIRCULATION VERIFICATION COUNCIL

OUR DATA SPEAKS VOLUMES

PUBLICATION AUDIT REPORT

• Average estimated readers per edition during the audit period: 2.6

* Readership estimates compiled from 2015 CVC circulation & readership study data.

1. Up & Coming Weekly is distributed regularly in your area. Do you regularly read or look through Up & Coming Weekly?

YES	267	Survey Respondents

2. Do you frequently purchase products or services from ads seen in Up & Coming Weekly?

YES	211	79.0%
NO	56	21.0%

3. How long do you keep Up & Coming Weekly before discarding it?

39%	1-2 Days
32%	3-4 Days
10%	5-6 Days
19%	1 Week or More

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

Reader Demographics	Market Demographics	
02%	07%	18-20
09%	10%	21-24
27%	23%	25-34
30%	17%	35-44
16%	18%	45-54
11%	14%	55-64
04%	07%	65-74

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

55%	48%	Male Readers
45%	52%	Female Readers

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

Reader Demographics	Market Demographics	
10%	12%	$25,000 - $34,999
15%	16%	$35,000 - $49,999
26%	19%	$50,000 - $74,999
18%	12%	$75,000 - $99,999
12%	07%	$100,000 - $124,999
04%	04%	$125,000 - $149,999
05%	03%	$150,000 - $199,999

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

Reader Demographics	Market Demographics	
01%	09%	Some High School or Less
18%	26%	Graduated High School
41%	44%	Some College
30%	14%	Graduated College
08%	05%	Completed Master Degree

8. Which of the following products or services do you plan to purchase during the next twelve months? (% = Positive respondents)

88%	Dining & Entertainment	65%	Pharmacist / Prescription Service
41%	Furniture / Home Furnishings	31%	Florist / Gift Shops
65%	Men's Apparel	22%	Home Heating / Air Conditioning (service, new equipment)
66%	Women's Apparel	65%	Vacations / Travel
48%	Children's Apparel	51%	Automobile Accessories (tires, brakes & service)
25%	Jewelry	30%	Lawn & Garden Supplies

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Concil audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rule and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.

*The current status of this report expires December 31, 2016. If this is presented after December 31, 2016 please call the toll-free number listed below.

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