

Audit Period: July 1, 2022 – June 30, 2023

Jacksonville Daily Record

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(904) 356-2466

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www.jaxdailyrecord.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	4,699 (Print Edition)
Website:	Average Website Unique Users:	257,308
Social Media:	Average Facebook Likes:	19,074
	Average Twitter Followers:	3,129
	Average Instagram Followers:	2,951
	Average LinkedIn Followers:	2,358
E-Newsletters:	Average E-Newsletter Subscribers:	19,937
	Average Open Rate:	42.4%

Jacksonville Daily Record – Total Gross Contacts

CVC Estimated Edition Readership:	16,447
Total Digital Contacts:	293,273
Total Estimated Gross Contacts:	309,720*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 64 Pages
Circulation Cycle:	Weekly
Ownership:	Observer Media Group
Year Established:	1912
Publication Type:	Business Publication
	89% Controlled / 11% Paid / 0% Sponsor Paid
Content:	45% Advertising / 55% Editorial
Primary Delivery Methods:	53% Mail / 47% Controlled Bulk
Annual Mail Subscription Rate:	\$75.00
Insert Zoning Available:	No
CVC Member Number:	01-4360
DMA/MSA/CBSA:	Jacksonville, FL / Jacksonville, FL / Jacksonville, FL
Audit Funded By:	Publisher



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2023
Mechanical Data:	Four (4) columns X 16" column depth Full page: 10.375" wide X 16" depth.
Open Rate:	Local: \$1,712.00 Full Page - \$348.00 1/8 th Page National: \$1,712.00 Full Page - \$348.00 1/8 th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Friday by 3 PM
Website Rates:	\$10.00 per thousand impressions
E-Newsletter Rates:	Ads: \$475.00 - \$425.00 per week / Dedicated E-Blast: \$475.00

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Angela Campbell	EMAIL: acampbell@jaxdailyrecord.com
Advertising:	Jay Lesowitz	EMAIL: jlesowitz@jaxdailyrecord.com
Circulation:	Robin Lankton	EMAIL: rlankton@yourobservers.com



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4360	Friday	Jacksonville Daily Record Sarasota, FL
Audit Period Summary		
Average Net Circulation	(5-H)	4,699
Average Gross Distribution	(5-F)	4,895
Average Net Press Run	(5-A)	4,905
Audit Period Detail		
A. Average Net Press Run		4,905
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		2,206
3. Mail		43
4. Requestor Mail		2,024
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		1
8. Education		0
9. Restock & Office Service		89
Total Average Controlled Distribution		4,363
Controlled Returns		(196)
TOTAL AVERAGE CONTROLLED CIRCULATION		4,167
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		532
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		532
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		532
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		4,895
G. Total Unclaimed / Returns		(196)*
H. Average Net Circulation		4,699

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	4,918	4,943	-	-
07/01/22-12/31/22	CVC	-	-	4,357	4,579
07/01/21-06/30/22	VAC	-	-	-	-

7. Distribution by Zip Code (6/30/2023 Edition) Friday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32003	Fleming Island	Clay	FL	0	0	19	0	19
32034	Fernandina Beach	Nassau	FL	0	0	14	0	14
32043	Green Cove Springs	Clay	FL	0	0	23	0	23
32065	Orange Park	Clay	FL	0	0	11	0	11
32068	Middleburg	Clay	FL	0	0	13	0	13
32073	Orange Park	Clay	FL	0	0	31	0	31
32080	St. Augustine	Saint Johns	FL	0	0	10	0	10
32081	Ponte Vedra Beach	Saint Johns	FL	0	0	25	0	25
32082	Ponte Vedra	Saint Johns	FL	0	0	60	0	60
32084	Saint Augustine	Saint Johns	FL	0	0	13	0	13
32092	Saint Augustine	Saint Johns	FL	0	0	26	0	26
32201	Jacksonville	Duval	FL	0	0	24	0	24
32202	Jacksonville	Duval	FL	0	0	956	0	956
32204	Jacksonville	Duval	FL	0	0	84	0	84
32205	Jacksonville	Duval	FL	0	0	35	0	35
32206	Jacksonville	Duval	FL	0	0	13	0	13
32207	Jacksonville	Duval	FL	0	0	252	0	252
32209	Jacksonville	Duval	FL	0	0	12	0	12
32210	Jacksonville	Duval	FL	0	0	46	0	46
32211	Jacksonville	Duval	FL	0	0	30	0	30
32216	Jacksonville	Duval	FL	0	0	120	0	120
32217	Jacksonville	Duval	FL	0	0	53	0	53
32218	Jacksonville	Duval	FL	0	0	17	0	17
32221	Jacksonville	Duval	FL	0	0	10	0	10
32223	Jacksonville	Duval	FL	0	0	36	0	36
32224	Jacksonville	Duval	FL	0	0	49	0	49
32225	Jacksonville	Duval	FL	0	0	35	0	35
32226	Jacksonville	Duval	FL	0	0	16	0	16
32233	Atlantic Beach	Duval	FL	0	0	23	0	23
32244	Jacksonville	Duval	FL	0	0	19	0	19
32246	Jacksonville	Duval	FL	0	0	47	0	47
32250	Jacksonville Beach	Duval	FL	0	0	66	0	66
32254	Jacksonville	Duval	FL	0	0	11	0	11
32256	Jacksonville	Duval	FL	0	0	161	0	161
32257	Jacksonville	Duval	FL	0	0	74	0	74
32258	Jacksonville	Duval	FL	0	0	23	0	23
32259	St. Johns	Saint Johns	FL	0	0	35	0	35
32266	Neptune Beach	Duval	FL	0	0	17	0	17
32277	Jacksonville	Duval	FL	0	0	13	0	13
Misc.	Assorted	Assorted	FL	0	2,300	223	90	2,613
TOTAL				0	2,300	2,745	90	5,135

8. Distribution by County (6/30/2023 Edition) Friday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Clay	Fleming Island Green Cove Springs Middleburg Orange Park	FL	0	0	97	0	97
Duval	Atlantic Beach Jacksonville Jacksonville Beach Neptune Beach	FL	0	0	2,242	0	2,242
Nassau	Fernandina Beach	FL	0	0	14	0	14
Saint Johns	Ponte Vedra Ponte Vedra Beach Saint Augustine St. Johns	FL	0	0	169	0	169
Misc.	Assorted	-	0	2,300	223	90	2,613
TOTAL			0	2,300	2,745	90	5,135

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Jacksonville Daily Record reported an average mail distribution of 2,599 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Jacksonville Daily Record did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Jacksonville Daily Record’s claim of 196 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$75.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	532
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

12A. Audited Average Website Reporting - www.jaxdailyrecord.com

	Monthly Audit Period Average
Website Unique Users	257,308
Website Sessions	375,187
Percent of New Users	82.5%
Website Page Views	586,096
Pages Per Visit	1.56
Average Time Spent on Website	00:01:06
Bounce Rate	76.4%

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	June 2023
www.facebook.com/jaxdailyrecord	19,074 Likes	21,000 Likes
Twitter - @jaxdailyrecord	3,129 Followers	9,461 Followers
Instagram.com/jaxdailyrecord	2,951 Followers	3,059 Followers
LinkedIn.com/jacksonville-daily-record	2,358 Followers	3,464 Followers



Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

INSTAGRAM FOLLOWERS: The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.

LINKEDIN FOLLOWERS: The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.

12E. Email Media

Media Type	Database Recipients
Subscriber Email Database	2,616
Non-Subscriber Email Opt-In Database	17,321
Average Open Rate	42.4%
Average Click Rate	12.3%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media - Not Reported

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires September 30, 2024.
If this report is presented after September 30, 2024 please call the toll-free number listed below.

Jacksonville Daily Record - Sarasota, FL - 01-4360 - Supplemental Readership Study

The Circulation Verification Council surveyed Jacksonville Daily Record readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 124 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 26 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 109 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 3.5**
*Readership estimates compiled from 2023 CVC circulation & readership study data.

1. Jacksonville Daily Record is distributed regularly in your area. Do you regularly read or look through Jacksonville Daily Record?

YES 259 Survey Respondents

2. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking into an average issue of the Jacksonville Daily Record?

00% Do not read/look into
15% Less than 15 minutes
16% 15 to 29 minutes
30% 30 to 44 minutes (Average Read Time: 41 Minutes)
24% 45 to 59 minutes
15% One hour or more
00% Still reading first issue

3. In the past 12 months, what actions, if any, have you taken as a result of reading the Jacksonville Daily Record? (% of Total Respondents)

49% Contacted a company because of an advertisement in the publication.
68% Discussed an item you saw in the publication with others.
73% Passed an item along or refer information to a business associate/client.
35% Visited the publication website to send a link of an item in an issue to someone.
44% Saved the entire issue.
61% Saved items of interest.
00% None of these.

4. In your present position, do you influence the purchasing decisions of your company?

79% Yes
21% No

5. Which one of the following best describes your job title or function?

- 26% Owner/Partner
- 13% CEO
- 12% President
- 13% CFO
- <01% CIO
- 02% COO
- 04% Other corporate officer
- 08% Vice president
- 10% Director/Manager
- 06% Sales/Marketing
- 01% Consultant
- 05% Other

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

Reader Demographics	Market Demographics
59%	48% Male Readers
41%	52% Female Readers

7. What range best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
00%	07% 21 - 24
05%	18% 25 - 34
18%	17% 35 - 44
30%	20% 45 - 54 (Median Reader Age: 53.4)
33%	17% 55 - 64 (Average Reader Age: 53.9)
13%	09% 65 - 74
01%	05% 75 - 84
00%	02% 85 years or older

8. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	10% under \$15,000
01%	08% \$15,000 - \$24,999
05%	10% \$25,000 - \$34,999
07%	14% \$35,000 - \$49,999
08%	19% \$50,000 - \$74,999
11%	14% \$75,000 - \$99,999
13%	09% \$100,000 - \$124,999 (Median Reader HH Income: \$137,514)
14%	06% \$125,000 - \$149,999 (Average Reader HH Income: \$204,445)
14%	05% \$150,000 - \$199,999
27%	05% over \$200,000

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

Reader Demographics	Market Demographics
00%	10% Some High School or Less
06%	26% Graduated High School
22%	34% Some College
40%	21% Graduated College
18%	06% Completed Master Degree
08%	02% Completed Professional Degree
06%	01% Completed Doctorate Degree