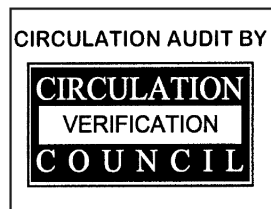


# Higher Income Readers, High Ad Response!

Circulation Verification Council, a nationally recognized newspaper circulation verification firm, recently completed a telephone survey of residents in the North Country This Week home delivery area.



Here are highlights of the results:

## Readers with Higher Incomes!

Those surveyed were asked: "What category best describes your annual household income for last year?"

	North Country This Week Readers	St. Lawrence County
Under \$24,999	9%	28%
\$25,001-\$49,999	31%	24%
\$50,000-\$74,999	24%	20%
\$75,000-\$99,999	16%	13%
\$100,000-\$149,999	13%	11%
Over \$150,000	7%	5%

## 82% Ad Response!

82.1% of readers say they "frequently purchase products or services from ads seen in North Country This Week."

## 60% Keep The Paper 3 or More Days!

Survey results directly correlate to the number of completed interviews; margin of error not to exceed plus/minus 2.5%. Complete survey results available upon request

**N O R T H C O U N T R Y**  
**THIS WEEK**

**St. Lawrence County's Most-Read Paper!**