

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.

CIRCULATION AUDIT BY



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 \$25,000	17%	31%
\$25,001 - \$49,999	29%	29%
\$50,000 - \$74,999	23%	18%
\$75,000 - \$99,000	16%	12%
\$100,000 - \$149,999	11%	8%
Over \$150,000	4%	2%

80% Ad Response!

80.9% of readers say they "frequently purchase products or services from ads seen in North Country This Week."

98% Receivership!

Within home delivery area, 98.4% regularly receive North Country This Week.

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

Serving Potsdam, Canton, Norwood, Hannawa Falls, West Stockholm, Brasher Falls, Winthrop, Nicholville, Madrid, Dekalb Junction, Norfolk and Colton

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