

Dubuque Advertiser - Dubuque, IA - 10-0029 - Supplemental Readership Study

The Circulation Verification Council interviewed 408 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 receive the publication on a regular basis, identify the number of residents who read or look through 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 events. 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 publication 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) 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. *376 Survey respondents were interviewed during the verification of home delivery and mail distribution. 32 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 2.05***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Dubuque Advertiser is distributed regularly in your area. Do you regularly read or look through Dubuque Advertiser?

YES	408	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Dubuque Advertiser?

YES	338	82.8%
NO	70	17.2%

3. How long do you keep Dubuque Advertiser before discarding it?

57%	1-2 Days
08%	3-4 Days
04%	5-6 Days
31%	1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
06%	08% 21 - 24
18%	14% 25 - 34
22%	18% 35 - 44
23%	20% 45 - 54
15%	16% 55 - 64
11%	09% 65 - 74
04%	10% 75 years or older



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

Reader Demographics	Market Demographics	
12%	21%	Under \$25,000
36%	30%	\$25,001 - \$49,999
28%	22%	\$50,000 - \$74,999
16%	14%	\$75,000 - \$99,999
07%	09%	\$100,000 - \$149,999
01%	04%	Over \$150,000

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

Reader Demographics	Market Demographics	
04%	13%	Some High School or Less
37%	39%	Graduated High School
33%	26%	Some College
21%	15%	Graduated College
05%	07%	Completed Post Graduate

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

	(% = Positive respondents)
18%	New Automobile
09%	Used Automobile
21%	Antiques / Auctions
42%	Furniture / Home Furnishings
20%	Major Home Appliance
11%	Home Computers
36%	Home Improvements / Supplies
36%	Television / Electronics
15%	Carpet / Flooring
65%	Automobile Accessories (tires, brakes & service)
70%	Lawn & Garden
28%	Florist / Gift Shops
41%	Home Heating / Air Conditioning (service, new equipment)
55%	Vacations / Travel
03%	Real Estate
81%	Men's Apparel
90%	Women's Apparel
43%	Children's Apparel
01%	Boats / Personal Watercraft
24%	Art & Crafts Supplies
19%	Childcare
36%	Education / Classes
11%	Attorney
28%	Veterinarian
15%	Chiropractor
29%	Financial Planner (Retirement, Investing)
64%	Tax Advisor / Services
26%	Health Club / Exercise Class
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
07%	Weight Loss
31%	Lawn Care Service (Maintenance & Landscaping)
54%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
70%	Pharmacist / Prescription Service
21%	Cellular Phone New/Update Service
83%	Dining & Entertainment
21%	Jewelry
09%	Wedding Supplies
37%	Athletic & Sports Equipment