

# THE LAKER AND LUTZ NEWS

# 2020 CVC Audit Highlights



December 2019

## 1) Circulation and readership

47,395 audited circulation

70,000 audited readers

## 2) Readers shop locally

77% of readers frequently purchase products or services from ads seen in our papers, and 18% keep their paper for over 5 days, waiting until the next paper is out.

## 3) 75% household penetration

Our household penetration is 5 points above average and the envy of other publishers. In Pasco County, we have three times the household penetration compared to daily newspapers.

## 4) 87% home delivery in Wesley Chapel, Land O' Lakes and Lutz

We target home delivery to high-income neighborhoods in suburban Pasco and Hillsborough counties. The business core is reached with news racks and inside store locations

## 5) Readers are getting younger and more affluent

26% are between the ages of 18 and 44

35% have household incomes over \$100,000

43% are college graduates

34% have attended college

## 6) Our readership scores have increased almost 5% in that past 5 years

75% of the people we deliver to read The Laker/Lutz News every week. That's 8 out of every 10 homes.

## 7) Strong digital presence

Average of 26,000 page views per month; Average users: 15,891

## 8) 33% of readers plan to buy a car or truck in 2020

5,353 plan to buy a new vehicle (15%)

6,424 plan to be a used vehicle (18%)

## 9) 9% of readers plan to buy a home in 2020

3,212 plan to buy a home or other real estate

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## *The LAKER / Lutz NEWS*

Community News Publications

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