

THE LAKER AND LUTZ NEWS

Reader Profile



December 2019

STRONG READERSHIP

- 75.3% of the papers received are read regularly
- Average readers per edition during the audit period: 1.95

BUYING DECISIONS

- 77% of the readers frequently purchase products or services from ads seen in The Laker / Lutz News papers

BUYING POWER

Household Income



Demographic

Over \$150,000
 \$100,000 - \$149,999
 \$50,000 - \$99,999
 \$25,000 - \$49,999
 Under \$25,000

Total Market

12%
 15%
 31%
 23%
 19%

LLN Readers

14%
21%
41%
22%
3%

Buying Age



Demographic

18 - 24 years old
 25 - 34 years old
 35 - 44 years old
 45 - 54 years old
 55 - 64 years old
 65+ years old

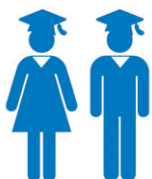
Total Market

12%
 15%
 18%
 19%
 17%
 19%

LLN Readers

1%
13%
15%
27%
25%
22%

Education



Demographic

College graduate/post graduate
 Some college
 High school graduates
 Some high school or less

Total Market

32%
 34%
 26%
 8%

LLN Readers

43%
34%
23%
1%

CIRCULATION

- 47,395 delivered every week in 4 circulation zones (37,455 home delivery / 9,940 bulk drops)
- 47% of The Laker / Lutz News papers are kept in the home 3 or more days.
- Every home delivered paper is bagged and delivered by adult carrier to the driveway.

The LAKER / Lutz NEWS

Community News Publications

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