

THE LAKER / LUTZ NEWS

2022 CVC Audit Highlights



December 2021

1) Circulation and readership

47,395 audited circulation

74,647 audited readers

2) Readers shop locally

75% of readers frequently purchase products or services from ads seen in our papers, and 75% keep their paper up to 4 days after delivered.

3) 79% 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

40% have household incomes over \$100,000.

51% have graduated from college, including 20% with advanced degrees.

41% are between the ages of 35 and 54, which is 3% more than the U.S. Census Bureau reports for the zip codes we reach.

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 37,627 page views per month; Average users 22,482.

8) 30% of readers plan to buy a car or truck in 2022

5,332 plan to buy a new vehicle (15%)

5,332 plan to buy a used vehicle (15%)

9) 11% of readers plan to buy a home in 2022

3,910 plan to buy a home or other real estate.

The LAKER / Lutz NEWS

Community News Publications

address: 3632 Land O' Lakes Blvd, Suite 102, Land O' Lakes, FL 34639 • phone: 813.909.2800 • fax: 813.909.2802 • web: www.lakerlutznews.com

revised 12/16/21