

THE LAKER / LUTZ NEWS Reader Profile



December 2021

STRONG READERSHIP

- 75% of the papers received are read regularly
- Average readers per edition during the audit period: 2.1

BUYING DECISIONS

- 75% 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

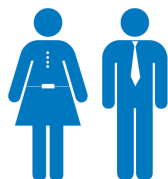
Total Market

12%
15%
31%
23%
19%

LLN Readers

17%
23%
38%
20%
2%

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

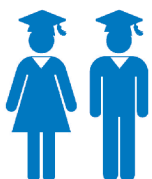
Total Market

12%
15%
18%
20%
16%
19%

LLN Readers

3%
9%
17%
24%
22%
26%

Education



Demographic

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

Total Market

31%
34%
26%
8%

LLN Readers

51%
28%
21%
0%

CIRCULATION

- 47,395 delivered every week in 4 circulation zones (37,205 home delivery / 10,190 bulk drops)
- 75% of the The Laker / Lutz News delivered are kept in the home up to 4 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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