

PROOF OF IMPACT

READERSHIP & DEMOGRAPHICS



Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Since its founding in 1947, Readex has completed thousands of surveys for hundreds of different clients nationwide. The 2013 *Community Impact Newspaper* survey sample included 3,500 random addresses, and data was collected via mail survey from August 15 to September 26, 2013. The margin of error for percentages based on 781 usable responses is ± 2.9 percentage points at the 90% confidence level. — www.readexresearch.com



International Demographics, Inc. (The Media Audit) was founded in April 1971 as a Texas corporation and conducts media surveys in more than 90 US cities annually. These telephone surveys are independent. Telephone numbers for the Austin survey were drawn at random from all existing telephone exchanges in Bastrop, Caldwell, Hays, Travis and Williamson counties, Texas. Interviews were completed with 661 adults age 18 or older from August 16, 2013 through September 14, 2013. At a 95% confidence level, percentages based on total respondents in this report have a maximum accuracy range of ± 3.8 percentage points. — www.themediainc.com

PERCENT OF REGULAR READERS (3 of the last 4 issues)

Austin Metro

<i>Community Impact Newspaper</i>	85%
Austin American-Statesman	48%
Austin Chronicle	21%
Austin Business Journal	6%

Houston Metro

<i>Community Impact Newspaper</i>	81%
Houston Chronicle	47%
The Villager	21%
Houston Business Journal	3%

DFW Metro (Grapevine/Colleyville/Southlake)

<i>Community Impact Newspaper</i>	74%
Fort Worth Star-Telegram	42%
Grapevine Courier	39%
Southlake Journal	23%

OTHER NOTEWORTHY RESULTS

Community Impact Newspaper was ranked as the
#1 Source
 for local news in all three metro areas we serve.

The typical reader read
4 of the last 4 issues
 of *Community Impact Newspaper*.

40%
 of respondents said they have
used coupons from the paper.

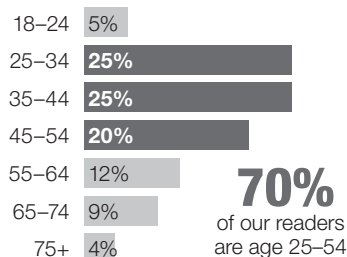
95%
 of respondents said they **read**
Community Impact Newspaper.

85%
 of respondents said they have
taken action after reading an issue.

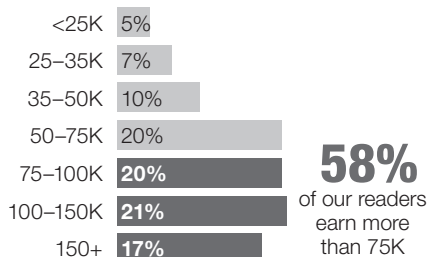
The typical reader passes his or her copy of *Community Impact Newspaper* along to at least one other person.

READER DEMOGRAPHICS

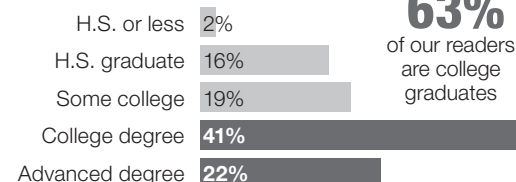
Age



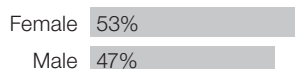
Annual Income



Education



Gender



Median Income	\$84,750
Median Age	42
Homeowners	74%
Median Home Value	\$244,301

