

Experience the 'Weekly Advantage!'

Each year, Circulation Verification Council, a nationally recognized newspaper circulation verification firm, conducts a telephone survey of residents in North Country This Week's free home delivery area.

CIRCULATION AUDIT BY



Here are some highlights of the results:

2/3 of Residents Don't Subscribe to a Daily Newspaper

Those surveyed were asked: "Do you have a paid daily newspaper delivered to your home?"

71%

Don't Subscribe
To A Daily Paper

29%

Do Subscribe
To A Daily Paper

66% Keep Paper 3 or More Days!

Those surveyed were asked: "How long do you keep North Country This Week before discarding?"

One Week or More	43.0%
5 - 6 Days	9.0%
3 - 4 Days	14.0%
1 - 2 Days	34.0%

96% Receivership!

Within home delivery area,
95.5% regularly receive
North Country This Week.

79% Response to Ads!

79.2% of readers say they "frequently purchase products or services from ads seen in North Country This Week."

Survey results directly correlate to the number of completed interviews; margin of error not to exceed plus/minus 2.5%.
Complete survey results available upon request.

N O R T H C O U N T R Y
THIS WEEK

Serving Potsdam, Canton, Norwood, Hannawa Falls, West Stockholm, Brasher Falls,
Winthrop, Nicholville, Madrid, Dekalb Junction, Norfolk and Colton

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