

Distribution by Zip Code (4/24/2019 Edition) Wednesday

ZIP CODE	CITY/AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE/ RESTOCK	TOTAL
18015	Bethlehem	Northampton	0	0	2,771	0	2,771
18034	Center Valley	Lehigh	0	0	3,372	0	3,372
18036	Coopersburg	Lehigh	0	0	5,468	1,299	6,767
18039	Durham	Bucks	0	0	110	0	110
18055	Hellertown	Northampton	0	0	5,103	0	5,103
18060	Limeport	Lehigh	0	0	83	0	83
18077	Riegelsville	Bucks	0	0	1,044	0	1,044
18081	Springtown	Bucks	0	0	288	0	288
18901	Doylestown	Bucks	0	550	1,300	0	1,850
18910	Bedminster	Bucks	0	0	195	0	195
18911	Blooming Glen	Bucks	0	0	177	0	177
18914	Chalfont	Bucks	0	200	0	0	200
18916	Danboro	Bucks	0	0	99	0	99
18917	Dublin	Bucks	0	0	1,185	0	1,185
18920	Erwinna	Bucks	0	0	345	0	345
18921	Ferndale	Bucks	0	0	101	0	101
18923	Fountainville	Bucks	0	0	515	0	515
18927	Hilltown	Bucks	0	0	294	0	294
18930	Kintnersville	Bucks	0	0	1,063	0	1,063
18935	Milford Square	Bucks	0	0	166	0	166
18942	Ottsville	Bucks	0	0	1,419	0	1,419
18944	Perkasie	Bucks	0	0	9,642	0	9,642
18947	Pipersville	Bucks	0	0	2,448	0	2,448
18949	Plumsteadville	Bucks	0	0	349	0	349
18950	Point Pleasant	Bucks	0	0	229	0	229
18951	Quakertown	Bucks	0	300	14,707	0	15,007
18953	Revere	Bucks	0	0	175	0	175
18955	Richlandtown	Bucks	0	0	780	0	780
18960	Sellersville	Bucks	0	0	5,584	0	5,584
18962	Silverdale	Bucks	0	0	280	0	280
18964	Souderton	Montgomery	0	575	0	0	575
18968	Spinnerstown	Bucks	0	0	163	0	163
18969	Telford	Montgomery	0	350	0	0	350
18970	Trumbauersville	Bucks	0	0	400	0	400
18972	Upper Black Eddy	Bucks	0	0	1,441	0	1,441
18981	Zionhill	Bucks	0	0	30	0	30
TOTAL	-	-	-	1,975	61,326	1,299	64,600

If you would like a free copy of the Penny Power Audit & Readership Study conducted by CVC ask your representative.

	Monthly Audit Period Average
Website Monthly Unique Users	1,868
Website Sessions	3,388
Percent of New Users	57.00%
Website Page Views	15,640
Pages Per Visit	4.62
Average Time Spent on Website	00:05:18





SUMMARY

Penny Power Audit & Readership Study conducted by CVC Audit period ending March 31, 2019

Demographics:

AGE			ANNUAL INCOME			EDUCATION		
Readers	Market	Age	Readers	Market	Income	Readers	Market	Education
2%	13%	18-24	2%	14%	under \$25,000	0%	9%	Some High School or Less
8%	14%	25-34	11%	18%	\$25,000-\$49,999	29%	33%	Graduated High School
21%	16%	35-44	24%	18%	\$50,000-\$74,999	30%	24%	Some College
26%	21%	45-54	20%	14%	\$75,000-\$99,999	29%	21%	Graduated College
24%	17%	55-64	14%	12%	\$100,000-\$124,999	8%	10%	Master Degree
16%	10%	65-74	11%	8%	\$125,000-\$149,999	4%	2%	Professional Degree
4%	9%	75 plus	9%	8%	\$150,000-\$199,999	<1%	1%	Doctorate Degree
			9%	8%	Over \$200,000			

READER GENDER: Readers: Male - 42% Market: Male - 49%
 Female - 58% Female - 51% (numbers rounded to whole figure)

Usership:

77.1% of households regularly read or look through Penny Power. (47,282)*

73.8% of households frequently purchase products or services from ads seen in Penny Power. (45,259)*

What are Penny Power Readers planning on buying in the next 12 months?

Households [†]	As A Percentage	
7,092	15%	New Automobile, Truck or SUV
8,983	19%	Used Automobile, Truck or SUV
1,418	3%	Motorcycles or ATV's
17,967	38%	Automobile Accessories (tires, brakes & services)
472	1%	Boats or Personal Watercraft
6,619	14%	Antiques or Auctions
24,113	51%	Furniture or Home Furnishings
14,184	30%	Television or Electronics
6,146	13%	Carpet or Flooring
13,238	28%	Major Home Appliance
9,929	21%	Computers, Tablets or Laptops
10,402	22%	Cell Phone or Smart Phone (New Service or Updated Service)
13,711	29%	Home Improvements or Home Improvement Supplies
6,618	14%	Home Heating & Air Conditioning (service, new equipment)
19,385	41%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
17,021	36%	Lawn & Garden Supplies
12,766	27%	Lawn Care Service (Maintenance & Landscaping)
14,184	30%	Florist or Gift Shops
10,874	23%	Art & Crafts Supplies
8,983	19%	Jewelry
1,891	4%	Wedding Supplies
28,369	60%	Men's Apparel
34,043	72%	Woman's Apparel
13,711	29%	Children's Apparel
27,896	59%	Vacations or Travel
4,255	9%	Real Estate
1,891	4%	Attorney
13,711	29%	Financial Planner (Retirement, Investing)
19,858	42%	Tax Advisor or Tax Services
5,201	11%	Childcare
6,619	14%	Education or Classes
16,548	35%	Health Club or Exercise Class
7,092	15%	Chiropractor
4,728	10%	Weight Loss
23,168	49%	Pharmacist or Prescription Service
10,874	23%	Athletic & Sports Equipment
31,206	66%	Medical Services / Physicians
14,657	31%	Veterinarian
14,184	30%	Pet Supplies
13,238	28%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
34,988	74%	Dining & Entertainment

[†] Based on the 77.1% of households who regularly read or look through Penny Power within a mailed circulation of 61,326.

* Based on Mailed Circulation of 61,326.