

Audit Period: April 1, 2020 – March 31, 2021

Palm Coast Observer

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	17,761 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	4,670 (Digital Edition)
Website:	Average Website Unique Users:	179,925
Social Media:	Average Facebook Likes:	36,415
	Average Twitter Followers:	4,171
	Average Instagram Followers:	2,903
E-Newsletters:	Average E-Newsletter Subscribers:	11,833
	Average Open Rate:	27.3%

Palm Coast Observer – Total Gross Contacts

CVC Estimated Edition Readership:	35,757
Total Digital Contacts:	231,314
Total Estimated Gross Contacts:	267,071*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	Two
Format / Average Page Count:	Tabloid / 22 Pages
Circulation Cycle:	Weeklies
Ownership:	Palm Coast Observer, LLC
Year Established:	2010
Publication Type:	Community Newspaper
	91% Controlled / 9% Paid / 0% Sponsor Paid
Content:	60% Advertising / 40% Editorial
Primary Delivery Methods:	59% Carrier Delivery / 1% Mail / 40% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / County / Route
Annual Subscription Rate:	\$49.00
CVC Member Number:	01-9093
DMA/MSA/CBSA:	Orlando, FL / Daytona Beach, FL / Deltona-Daytona Beach-Ormond Beach, FL
Audit Funded By:	Publisher



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2021
Mechanical Data:	Four (4) columns X 16" column depth Full page: 10.375" wide X 16" depth.
Open Rate:	Color: \$2,515.00 Full Page - \$190.00 1/16 th Page Black & White: \$2,215.00 Full Page - \$140.00 1/16 th Page
Insert Open Rate:	\$50.00 CPM Full Run / \$70.00 CPM Partial Run
Classified Rate:	\$17.50 first 15 words; \$0.50 per additional word
Deadline Day & Time:	Thursday by 4 PM
Website Rates:	Starting at \$12.00 CPM
E-Newsletter Rates:	\$600.00 per month

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	John Walsh	EMAIL: jwalsh@palmcoastobserver.com
Advertising:	Susan Moore	EMAIL: advertising@palmcoastobserver.com
Circulation:	David Brooks	EMAIL: david@horizonroad.com



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4075	Thursday	Ormond Beach Observer Palm Coast, FL
Audit Period Summary		
Average Net Circulation	(5-H)	5,891
Average Gross Distribution	(5-F)	6,052
Average Net Press Run	(5-A)	6,077
Audit Period Detail		
A. Average Net Press Run		6,077
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		3,121
2. Bulk Delivery / Demand Distribution		2,333
3. Mail		36
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		150
Total Average Controlled Distribution		5,640
Controlled Returns		(161)
TOTAL AVERAGE CONTROLLED CIRCULATION		5,479
D. Paid Distribution		
1. Carrier Delivery		412
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		412
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		412
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		6,052
G. Total Unclaimed / Returns		(161)*
H. Average Net Circulation		5,891

5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4076	Thursday	Palm Coast Observer Palm Coast, FL
Audit Period Summary		
Average Net Circulation	(5-H)	11,870
Average Gross Distribution	(5-F)	12,100
Average Net Press Run	(5-A)	12,125
Audit Period Detail		
A. Average Net Press Run		12,125
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		5,966
2. Bulk Delivery / Demand Distribution		4,288
3. Mail		35
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		643
Total Average Controlled Distribution		10,922
Controlled Returns		(230)
TOTAL AVERAGE CONTROLLED CIRCULATION		10,692
D. Paid Distribution		
1. Carrier Delivery		1,178
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		1,178
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		1,178
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		12,100
G. Total Unclaimed / Returns		(230)*
H. Average Net Circulation		11,870

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

6. Average Print Circulation History – Ormond Beach Observer

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/21-12/31/21	CVC	5,830	-	-	-
01/01/20-12/31/20	CVC	12,575	6,206	5,808	5,758
01/01/19-12/31/19	CVC	12,841	12,806	12,807	12,858
10/01/18-12/31/18	CVC	-	-	-	12,864

6A. Average Print Circulation History – Palm Coast Observer

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/21-12/31/21	CVC	11,779	-	-	-
01/01/20-12/31/20	CVC	19,684	12,375	11,694	11,658
01/01/19-12/31/19	CVC	19,911	19,837	19,815	19,870
10/01/18-12/31/18	CVC	-	-	-	19,837

7. Distribution by Zip Code (6/25/2020 Edition) Thursday – Ormond Beach Observer

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32118	Daytona Beach	Volusia	FL	1	20	0	0	21
32137	Palm Coast	Flagler	FL	0	0	0	3	3
32174	Ormond Beach	Volusia	FL	1,372	1,594	36	3	3,005
32176	Ormond Beach	Volusia	FL	2,133	880	0	0	3,013
TOTAL				3,506	2,494	36	6	6,042

7A. Distribution by Zip Code (6/25/2020 Edition) Thursday – Palm Coast Observer

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32110	Bunnell	Flagler	FL	4	505	0	0	509
32136	Flagler Beach	Flagler	FL	23	445	0	0	468
32137	Palm Coast	Flagler	FL	2,183	3,018	35	65	5,301
32164	Palm Coast	Flagler	FL	4,878	942	0	0	5,820
32174	Ormond Beach	Volusia	FL	2	0	0	65	67
TOTAL				7,090	4,910	35	130	12,165

8. Distribution by County (6/25/2020 Edition) Thursday – Ormond Beach Observer

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Flagler	Palm Coast	FL	0	0	0	3	3
Volusia	Daytona Beach Ormond Beach	FL	3,506	2,494	36	3	6,039
TOTAL			3,506	2,494	36	6	6,042

8A. Distribution by County (6/25/2020 Edition) Thursday – Palm Coast Observer

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Flagler	Bunnell Flagler Beach Palm Coast	FL	7,088	4,910	35	65	12,098
Volusia	Ormond Beach	FL	2	0	0	65	67
TOTAL			7,090	4,910	35	130	12,165

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Palm Coast Observer reported an average mail distribution of 71 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Palm Coast Observer reported an average carrier delivery distribution of 10,667 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Palm Coast Observer edition) on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 262 of 318 or 82.4% report they regularly read or look through the (appropriate Palm Coast Observer edition).

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Palm Coast Observer’s claim of 391 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: \$49.00
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,590
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A



12A1. Audited Average Website Reporting - www.ormondbeachobserver.com

	Monthly Audit Period Average
Website Unique Users	52,219
Website Sessions	71,665
Percent of New Users	80.4%
Website Page Views	99,842
Pages Per Visit	1.40
Average Time Spent on Website	00:00:45
Bounce Rate	83.7%

12A2. Audited Average Website Reporting - www.palmcoastobserver.com

	Monthly Audit Period Average
Website Unique Users	127,706
Website Sessions	210,550
Percent of New Users	72.1%
Website Page Views	352,465
Pages Per Visit	1.67
Average Time Spent on Website	00:00:53
Bounce Rate	81.1%

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

12B1. Audited Online/Digital Edition Reporting – Ormond Beach Observer

	Monthly Audit Period Average
Digital Edition Subscribers	2,786
Unique Digital Edition Users (Web)	934
Digital Edition Page Views (Web)	1,044
Unique Digital Edition Users (Mobile)	595
Digital Edition Page Views (Mobile)	704

12B2. Audited Online/Digital Edition Reporting – Palm Coast Observer

	Monthly Audit Period Average
Digital Edition Subscribers	5,348
Unique Digital Edition Users (Web)	1,964
Digital Edition Page Views (Web)	2,225
Unique Digital Edition Users (Mobile)	1,177
Digital Edition Page Views (Mobile)	1,411

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

UNIQUE DIGITAL EDITION USERS (WEB): Unique users to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION USERS (MOBILE): Unique users to a digital edition publication, through a mobile device where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (MOBILE): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	March 2021
www.facebook.com/OrmondBeachObserver	11,422 Likes	11,631 Likes
www.facebook.com/PalmCoastObserver	24,993 Likes	25,251 Likes
Twitter - @OrmondBeachObserver	547 Followers	540 Followers
Twitter - @PalmCoastObserver	3,624 Followers	3,619 Followers
Instagram.com/OrmondBeachObserver	1,101 Followers	1,154 Followers
Instagram.com/PalmCoastObserver	1,802 Followers	1,855 Followers

Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

INSTAGRAM FOLLOWERS: The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database – Ormond Beach	2,851
Non-Subscriber Email Opt-In Database – Palm Coast	5,408
Advertiser Email Database	3,574
Average Open Rate – Ormond Beach	29.56%
Average Open Rate – Palm Coast	24.86%
Average Click Rate – Ormond Beach	8.73%
Average Click Rate – Palm Coast	6.87%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

ADVERTISER EMAIL DATABASE: Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.

12F. Video & Podcast Media - Not Reported



Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Health Matters	January	January
Health Matters	April	April
Congrats Grads	May	May
Hurricane Guide	June	June
Health Matters	July	July
Health Matters	October	October
Gift Guide	November	November

Optional Publisher Reporting – Events Hosted Reporting

EVENT TITLE	EVENT FOCUS	DEADLINE DATE	EVENT DATE	ESTIMATED ATTENDANCE
Boat Show	Recreation	January	February	1,000
Plated	Food/Drink/Tourism	May	June	500
20 Under 40	Business	August	September	200
State of the City	Government	September	October	250

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires June 30, 2022.
If this report is presented after June 30, 2022 please call the toll-free number listed below.

Palm Coast Observer - Palm Coast, FL - 01-9093 - Supplemental Readership Study

The Circulation Verification Council surveyed Palm Coast Observer readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 262 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 19 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 88 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 2.25**
*Readership estimates compiled from 2021 CVC circulation & readership study data.

1. The (appropriate Palm Coast Observer edition) is distributed regularly in your area. Do you regularly read or look through the (appropriate Palm Coast Observer edition)?

YES 369 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Palm Coast Observer edition)?

YES 294 79.7%
NO 75 20.3%

3. How long do you keep the (appropriate Palm Coast Observer edition) before discarding it?

30% 1-2 Days
28% 3-4 Days
21% 5-6 Days
21% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
42%	49% Male Readers
58%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	03% 18 - 20
<01%	04% 21 - 24
06%	11% 25 - 34
11%	13% 35 - 44
21%	17% 45 - 54
26%	20% 55 - 64
28%	18% 65 - 74
08%	10% 75 - 84
<01%	04% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	11% under \$15,000
03%	12% \$15,000 - \$24,999
06%	11% \$25,000 - \$34,999
11%	16% \$35,000 - \$49,999
21%	19% \$50,000 - \$74,999
20%	12% \$75,000 - \$99,999
16%	08% \$100,000 - \$124,999
08%	04% \$125,000 - \$149,999
07%	03% \$150,000 - \$199,999
08%	04% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
00%	09% Some High School or Less
24%	32% Graduated High School
31%	35% Some College
29%	15% Graduated College
11%	06% Completed Master Degree
04%	01% Completed Professional Degree
01%	01% Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

15%	New Automobile, Truck or SUV	(% = Positive respondents)
16%	Used Automobile, Truck or SUV	
09%	Antiques / Auctions	
6%	Furniture / Home Furnishings	
26%	Major Home Appliance	
24%	Computers, Tablets or Laptops	
33%	Home Improvements or Home Improvement Supplies	
28%	Television or Electronics	
15%	Carpet or Flooring	
34%	Automobile Accessories (tires, brakes or service)	
43%	Lawn & Garden Supplies	
28%	Florist / Gift Shops	
15%	Home Heating & Air Conditioning (service, new equipment)	
56%	Vacations / Travel	
12%	Real Estate (Sell or purchase)	
55%	Men's Apparel	
71%	Women's Apparel	
19%	Children's Apparel	
02%	Boats or Personal Watercraft	
25%	Art & Crafts Supplies	
06%	Childcare	
09%	Education or Classes	
10%	Attorney	
35%	Veterinarian	
15%	Chiropractor	
23%	Financial Planner (Retirement, Investing)	
32%	Tax Advisor / Tax Services	
31%	Health Club / Exercise Class	
34%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
06%	Weight Loss	
02%	Lawn Care Service (Maintenance & Landscaping)	
19%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
51%	Pharmacist / Prescription Service	
25%	Cell Phone or Smart Phone (New Service or Update Service)	
72%	Dining & Entertainment	
25%	Jewelry	
02%	Wedding Supplies	
18%	Athletic & Sports Equipment	
01%	Motorcycles / ATV's	
49%	Medical Services / Physicians	
34%	Pet Supplies	



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