

Audit Period: April 1, 2021 – March 31, 2023

The Washington Informer

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	14,130 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	1,720 (Digital Edition)
Website:	Average Website Unique Users:	87,224
Social Media:	Average Facebook Likes:	7,573
	Average Twitter Followers:	11,027
	Average Instagram Followers:	9,146
	Average LinkedIn Followers:	488
Video:	Average Channel Subscribers:	574
E-Newsletters:	Average E-Newsletter Subscribers:	7,702
	Average Open Rate:	18.1%

The Washington Informer – Total Gross Contacts

CVC Estimated Edition Readership:	35,325
Total Digital Contacts:	119,146
Total Estimated Gross Contacts:	154,471*

*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:	One
Format / Average Page Count:	Tabloid / 56 Pages
Circulation Cycle:	Weekly
Ownership:	The Washington Informer Newspaper, Inc.
Year Established:	1964
Publication Type:	African American Publication
	91% Controlled / 1% Paid / 8% Sponsor Paid
Content:	35% Advertising / 65% Editorial
Primary Delivery Methods:	1% Mail / 99% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$55.00
Insert Zoning Available:	Yes – ZIP Code
CVC Member Number:	01-0862
DMA/MSA:	Washington, DC / Washington-Baltimore, DC-MD-VA-WV
Audit Funded By:	Mid-Atlantic Community Papers Association Association of Community Publishers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2023
Mechanical Data:	Five (5) columns X 12.375" column depth Full page: 9.5" wide X 12.375" depth.
Open Rate:	Local: \$36.71 per column inch National: \$51.07 per column inch
Insert Open Rate:	\$60.00 per thousand
Classified Rate:	\$25.00 for up to 20 words; \$0.50 each additional word
Deadline Day & Time:	Thursday by 12 Noon
Website Rates:	\$600.00 per month
E-Newsletter Rates:	Ads: \$100.00 - \$150.00 per week. Dedicated Blast: \$250.00 Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Denise Rolark Barnes	EMAIL: denise@washingtoninformer.com
Advertising:	Ron Burke	EMAIL: rburke@washingtoninformer.com
Circulation:	Angie Johnson	EMAIL: ajohnson@washingtoninformer.com



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

CVC Account Number: 01-0862	Thursday	The Washington Informer Washington, DC
Audit Period Summary		
Average Net Circulation	(5-H)	14,130
Average Gross Distribution	(5-F)	14,293
Average Net Press Run	(5-A)	14,358
Audit Period Detail		
A. Average Net Press Run		14,358
B. Office / File		65
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		11,865
3. Mail		0
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		100
10. Other: Libraries		1,050
Total Average Controlled Distribution		13,015
Controlled Returns		(163)
TOTAL AVERAGE CONTROLLED CIRCULATION		12,852
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		168
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		168
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		168
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		1,110
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		1,110
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		1,110
F. Average Gross Distribution		14,293
G. Total Unclaimed / Returns		(163)*
H. Average Net Circulation		14,130

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	14,989	-	-	-
01/01/22-12/31/22	CVC	14,835	14,974	14,976	14,368
01/01/21-12/31/21	CVC	11,319	11,833	14,401	14,878
01/01/20-12/31/20	CVC	14,825	7,066	7,013	9,908
01/01/19-12/31/19	CVC	16,666	16,712	16,666	16,184
01/01/18-12/31/18	CVC	16,932	17,119	16,977	16,296
01/01/17-12/31/17	CVC	16,873	16,911	15,875	17,604
01/01/16-12/31/16	CVC	16,939	16,875	17,840	16,345
01/01/15-12/31/15	CVC	16,447	16,298	17,337	15,350
01/01/14-12/31/14	CVC	15,689	16,295	17,211	16,132
01/01/07-12/31/13	Prior CVC	-	-	-	-

7. Distribution by Zip Code (3/30/2023 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
20001	Washington	District of Columbia	DC	0	948	2	0	950
20002	Washington	District of Columbia	DC	0	609	5	0	614
20003	Washington	District of Columbia	DC	0	290	4	0	294
20004	Washington	District of Columbia	DC	0	100	0	0	100
20005	Washington	District of Columbia	DC	0	40	5	0	45
20008	Washington	District of Columbia	DC	0	175	1	0	176
20009	Washington	District of Columbia	DC	0	665	3	0	668
20010	Washington	District of Columbia	DC	0	300	1	0	301
20011	Washington	District of Columbia	DC	0	418	6	0	424
20012	Washington	District of Columbia	DC	0	295	2	0	297
20016	Washington	District of Columbia	DC	0	115	1	0	116
20017	Washington	District of Columbia	DC	0	345	5	0	350
20018	Washington	District of Columbia	DC	0	394	4	0	398
20019	Washington	District of Columbia	DC	0	580	4	0	584
20020	Washington	District of Columbia	DC	0	1,750	4	0	1,754
20024	Washington	District of Columbia	DC	0	345	1	0	346
20032	Washington	District of Columbia	DC	0	570	4	100	674
20037	Washington	District of Columbia	DC	0	40	2	0	42
20059	Washington	District of Columbia	DC	0	138	0	0	138
20060	Washington	District of Columbia	DC	0	65	0	0	65
20166	Sterling	Loudoun	VA	0	50	0	0	50
20590	Washington	District of Columbia	DC	0	15	0	0	15
20706	Lanham	Prince Georges	MD	0	271	0	0	271
20710	Bladensburg	Prince Georges	MD	0	60	0	0	60
20712	Mount Rainier	Prince Georges	MD	0	45	0	0	45
20721	Bowie	Prince Georges	MD	0	150	1	0	151
20722	Brentwood	Prince Georges	MD	0	130	0	0	130
20735	Clinton	Prince Georges	MD	0	427	2	0	429
20743	Capitol Heights	Prince Georges	MD	0	555	1	0	556
20744	Fort Washington	Prince Georges	MD	0	740	2	0	742
20745	Oxon Hill	Prince Georges	MD	0	335	1	0	336
20746	Suitland	Prince Georges	MD	0	550	0	0	550
20747	District Heights	Prince Georges	MD	0	920	1	0	921

7. Distribution by Zip Code (3/30/2023 Edition) Thursday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
20748	Temple Hills	Prince Georges	MD	0	1,415	1	0	1,416
20769	Glenn Dale	Prince Georges	MD	0	100	0	0	100
20770	Greenbelt	Prince Georges	MD	0	60	0	0	60
20774	Upper Marlboro	Prince Georges	MD	0	835	2	0	837
20782	Hyattsville	Prince Georges	MD	0	585	0	0	585
20783	Hyattsville	Prince Georges	MD	0	25	1	0	26
20784	Hyattsville	Prince Georges	MD	0	130	1	0	131
20785	Hyattsville	Prince Georges	MD	0	450	0	0	450
20901	Silver Spring	Montgomery	MD	0	20	0	0	20
20910	Silver Spring	Montgomery	MD	0	120	1	0	121
20912	Takoma Park	Montgomery	MD	0	130	0	0	130
22134	Quantico	Prince William	VA	0	75	0	0	75
22201	Arlington	Arlington	VA	0	20	0	0	20
22202	Arlington	Arlington	VA	0	105	0	0	105
22205	Arlington	Arlington	VA	0	30	0	0	30
22206	Arlington	Arlington	VA	0	20	0	0	20
22301	Alexandria	Alexandria City	VA	0	75	1	0	76
22304	Alexandria	Alexandria City	VA	0	60	0	0	60
22306	Alexandria	Fairfax	VA	0	10	1	0	11
22311	Alexandria	Alexandria City	VA	0	15	0	0	15
22314	Alexandria	Alexandria City	VA	0	143	0	0	143
DC	Assorted	Assorted	DC	0	0	12	0	12
MD	Assorted	Assorted	MD	0	0	15	0	15
VA	Assorted	Assorted	VA	0	4	8	0	12
Misc.	Assorted	Assorted	-	0	0	34	0	34
TOTAL				0	16,857	139	100	17,096

8. Distribution by County (3/30/2023 Edition) Thursday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Alexandria City	Alexandria	VA	0	293	1	0	294
Arlington	Arlington	VA	0	175	0	0	175
District of Columbia	Washington	DC	0	8,197	54	100	8,351
Fairfax	Alexandria	VA	0	10	1	0	11
Loudoun	Sterling	VA	0	50	0	0	50
Montgomery	Silver Spring Takoma Park	MD	0	270	1	0	271
Prince Georges	Bladensburg Bowie Brentwood Capitol Heights Clinton District Heights Fort Washington Glenn Dale Greenbelt Hyattsville Lanham Mount Rainier Oxon Hill Suitland Temple Hills Upper Marlboro	MD	0	7,783	13	0	7,796

8. Distribution by County (3/30/2023 Edition) Thursday (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Prince William	Quantico	VA	0	75	0	0	75
Misc.	Assorted	-	0	4	69	0	73
TOTAL			0	16,857	139	100	17,096

9. Verification of Distribution – Carrier Delivery and Mail Distribution

The Washington Informer did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

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 The Washington Informer’s claim of 163 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$55.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	168
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of 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





12A. Audited Average Website Reporting - www.washingtoninformer.com

	Monthly Audit Period Average
Website Unique Users	87,224
Website Sessions	99,147
Percent of New Users	90.6%
Website Page Views	119,526
Pages Per Visit	1.21
Average Time Spent on Website	00:00:36
Bounce Rate	89.4%

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.

12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users	1,720
Digital Edition Page Views	10,986

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

UNIQUE DIGITAL EDITION USERS: 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: 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 2023
www.facebook.com/washingtoninformer	7,573 Likes	8,757 Likes
Twitter - @washinformer	11,027 Followers	12,088 Followers
Instagram.com/washinformer	9,146 Followers	9,187 Followers
LinkedIn.com/the_washington_informer	488 Followers	624 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.

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

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	7,702
Average Open Rate	18.1%
Average Click Rate	3.1%

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.

12F. Video & Podcast Media

Media Type	Database Recipients / Views
Video Channel – WIN-TV	574
Videos Per Month	4
Average Views Per Month	1,002
Average Video Duration	01:00:00

Explanatory – Video & Podcast Media

PARAGRAPH TWELVE (F)

VIDEO: Feeds from videos, audio, news headlines or blogs and accessed by viewers who have visited the publications website or link.



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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 March 31, 2025.

If this report is presented after March 31, 2025 please call the toll-free number listed below.

The Washington Informer - Washington, DC - 01-0862 - Supplemental Readership Study

The Circulation Verification Council surveyed The Washington Informer 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. 0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 144 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 172 Survey respondents responded to a geocoded outbound email verification.

- Average estimated readers per edition during the audit period: 2.5**

*Readership estimates compiled from 2023 CVC circulation & readership study data.

1. The Washington Informer is distributed regularly in your area. Do you regularly read or look through The Washington Informer?

YES	316	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in The Washington Informer?

YES	217	68.7%
NO	99	31.3%

3. How long do you keep The Washington Informer before discarding it?

54%	1-2 Days
10%	3-4 Days
18%	5-6 Days
18%	1 Week or More

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

Reader Demographics	Market Demographics
42%	48% Male Readers
58%	52% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	06% 18 - 20
01%	08% 21 - 24
10%	25% 25 - 34
16%	17% 35 - 44
23%	17% 45 - 54
27%	14% 55 - 64
22%	07% 65 - 74
01%	04% 75 - 84
00%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	09% under \$15,000
01%	06% \$15,000 - \$24,999
10%	06% \$25,000 - \$34,999
15%	10% \$35,000 - \$49,999
17%	17% \$50,000 - \$74,999
23%	14% \$75,000 - \$99,999
13%	10% \$100,000 - \$124,999
09%	08% \$125,000 - \$149,999
06%	09% \$150,000 - \$199,999
06%	11% over \$200,000

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

Reader Demographics	Market Demographics
01%	12% Some High School or Less
33%	21% Graduated High School
28%	22% Some College
24%	22% Graduated College
09%	15% Completed Master Degree
04%	05% Completed Professional Degree
01%	03% Completed Doctorate Degree

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

12%	New Automobile, Truck or SUV	(% = Positive respondents)
12%	Used Automobile, Truck or SUV	
11%	Antiques / Auctions	
39%	Furniture / Home Furnishings	
25%	Major Home Appliance	
31%	Computers, Tablets or Laptops	
32%	Home Improvements or Home Improvement Supplies	
20%	Television or Electronics	
11%	Carpet or Flooring	
34%	Automobile Accessories (tires, brakes or service)	
31%	Lawn & Garden Supplies	
18%	Florist / Gift Shops	
09%	Home Heating & Air Conditioning (service, new equipment)	
48%	Vacations / Travel	
10%	Real Estate (Sell or purchase)	
41%	Men's Apparel	
72%	Women's Apparel	
15%	Children's Apparel	
01%	Boats or Personal Watercraft	
17%	Art & Crafts Supplies	
15%	Childcare	
07%	Education or Classes	
12%	Attorney	
26%	Veterinarian	
09%	Chiropractor	
23%	Financial Planner (Retirement, Investing)	
29%	Tax Advisor / Tax Services	
22%	Health Club / Exercise Class	
29%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
15%	Weight Loss	
19%	Lawn Care Service (Maintenance & Landscaping)	
29%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
52%	Pharmacist / Prescription Service	
24%	Cell Phone or Smart Phone (New Service or Update Service)	
75%	Dining & Entertainment	
13%	Jewelry	
03%	Wedding Supplies	
21%	Athletic & Sports Equipment	
02%	Motorcycles / ATV's	
47%	Medical Services / Physicians	
25%	Pet Supplies	



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