

 *The Community Chronicle*

**The Community Chronicle**  
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This telephone survey, conducted March 15 and 20, 2010, provides a standardized, objective measure of the distribution effectiveness and readership of the The Community Chronicle.

### **PUBLICATION DESCRIPTION**

The Community Chronicle is a free weekly newspaper, distributed on Thursdays, serving the city of Larkspur and surrounding communities. Features include news, education, sports, community news and local culture.

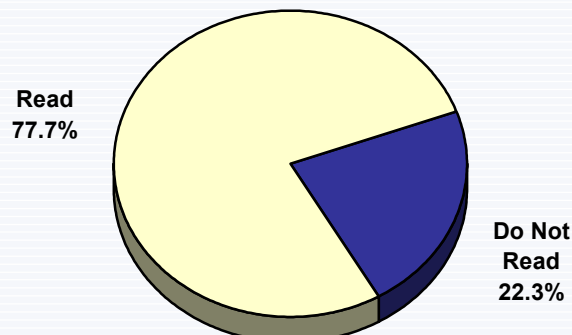
### **SURVEY RESULTS**

#### **Distribution Effectiveness: 100%**

The Community Chronicle is distributed to approximately 91.5% of the households in the ZIP codes within its circulation area. 90.5% of the households interviewed in this survey acknowledged receipt of the The Community Chronicle, resulting in a 100% distribution effectiveness.

#### **Readership: 77.7%**

77.7% of the households interviewed in this survey who acknowledged receipt of the The Community Chronicle, stated they normally read or look through it.



## The Community Chronicle

### QUESTIONNAIRE, SURVEY RESULTS, AND METHODOLOGY

Does your household regularly receive the The Community Chronicle? It's a free community newspaper delivered to your home on Thursdays.

<u>Receipt</u>	<u>Persons</u>	<u>Percent</u>
Yes	182	90.5%
No	19	9.5%
Total	201	100.0%

Margin of error: ± 4.1%. This means that if the survey was repeated 100 times, 95 surveys would yield results within ± 4.1%.

<b>Circulation Area Coverage*</b>		<b>91.5%</b>
<b>Distribution Effectiveness (Receipt / Circulation Area Coverage)**</b>		<b>100.0%</b>

Do you or does someone in your household read or look through the The Community Chronicle?

<u>Readership (Households receiving the The Community Chronicle)</u>	<u>Persons</u>	<u>Percent</u>
Yes	143	77.7%
No	41	22.3%
Total	184	100.0%

<u>Readership (All Respondents)</u>	<u>Persons</u>	<u>Percent</u>
Yes	148	73.6%
No	53	26.4%
Total	201	100.0%

A random, representative sample of households having listed telephone numbers was selected from the ZIP codes within The Community Chronicle's circulation area. Telephone interviews were conducted with adults in the late afternoon and early evening hours of March 15 and 20, 2006, and took approximately two minutes to complete. Up to four attempts were made to reach busy or unanswered numbers.

A total of 201 interviews were validated for use in this survey. A sufficient number of interviews were completed to ensure a margin of error not to exceed ± 7.1%. Totals have been rounded to the nearest tenth of a percent.

\* Weighted average based on a comparison of publication's qualified circulation by ZIP code to USPS ZIP code household delivery counts.

\*\* Distribution Effectiveness is calculated by dividing the percentage of households acknowledging receipt of the publication (90.5%) by the weighted coverage of households within the circulation area ZIP codes (91.5%) rounded to a maximum of 100%. Receipt and readership may be higher within the specific delivery area of The Community Chronicle.