

Audit Period: January 1, 2009 – December 31, 2009

Que Pasa

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1. Publication Information

Average Net Circulation:	67,456 (Print Edition)
Number of Editions:	Three
Format / Average Page Count:	Broadsheet / 40 Pages (plus 24 page Tabloid insert)
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / By 8 PM
Ownership:	Latino Communications, LLC
Year Established:	1994
Publication Type:	Hispanic Publication
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 1% Mail / 99% Controlled Bulk
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-0948
DMA/MSA:	Greensboro, NC / Greensboro--Winston-Salem--High Point, NC Charlotte, NC / Charlotte--Gastonia--Rock Hill, NC Raleigh, NC / Raleigh--Durham--Chapel Hill, NC
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2010
Mechanical Data:	Six (6) columns x 21-inch column depth Full page: 9.89" wide X 21" depth.
Open Rate:	Local: \$14.00 - \$23.00 per column inch National: \$16.00 - \$27.00 per column inch
Insert Open Rate:	\$49.00 per thousand
Classified Rate:	\$24.00 for the first three lines
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

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Advertising:	Yessenia Broome	EMAIL: sales@quepasamedia.com
Circulation:	Ben Greenberg	EMAIL: bgreenberg@quepasamedia.com

4. Circulation Pricing

Que Pasa is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$150.00



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

CVC Account Number: 01-0948		Que Pasa - Consolidated Winston Salem, NC
Audit Period Summary		
Average Net Circulation	(5-H)	67,456
Average Gross Distribution	(5-F)	73,192
Average Net Press Run	(5-A)	73,292
Audit Period Detail		
A. Average Net Press Run		73,292
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		68,137
3. Mail		0
4. Restock & Office Service		5,025
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		73,162
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		30
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		30
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		73,192
G. Unclaimed / Returns		(5,736)*
H. Average Net Circulation		67,456

6A. Audited Average Website Reporting

	Monthly Audit Period Average
Website Unique Visitors	4,350
Website Page Views	25,478

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run 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. HOME 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 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. 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)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors 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, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor 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.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	66,605	68,945	67,599	66,679
01/01/08-12/31/08	CVC	68,020	69,770	65,892	66,641
01/01/07-12/31/07	CVC	68,892	70,418	68,892	68,456
01/01/06-12/31/06	CVC	74,898	77,160	79,552	75,257
01/01/05-12/31/05	CVC	73,850	-	-	-
01/01/04-12/31/04	CVC	-	-	-	73,850
07/01/03-12/31/03	CVC	-	-	33,644	33,644

9A. Distribution by Zip Code (6/25/2009 Edition) Charlotte edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
28012	Belmont	Gaston	0	120	0	0	120
28023	China Grove	Rowan	0	50	0	0	50
28025	Concord	Cabarrus	0	530	0	0	530
28027	Concord	Cabarrus	0	220	0	0	220
28031	Cornelius	Mecklenburg	0	90	0	0	90
28052	Gastonia	Gaston	0	490	0	0	490
28054	Gastonia	Gaston	0	450	0	0	450
28056	Gastonia	Gaston	0	50	0	0	50
28078	Huntersville	Mecklenburg	0	230	0	0	230
28079	Indian Trail	Union	0	50	0	0	50
28081	Kannapolis	Cabarrus	0	180	0	0	180
28083	Kannapolis	Cabarrus	0	520	0	0	520
28092	Lincolnton	Lincoln	0	440	0	0	440
28104	Matthews	Union	0	20	0	0	20
28105	Matthews	Mecklenburg	0	50	0	0	50
28110	Monroe	Union	0	1,520	0	0	1,520
28112	Monroe	Union	0	60	0	0	60
28117	Mooresville	Iredell	0	180	0	0	180
28134	Pineville	Mecklenburg	0	270	0	0	270
28144	Salisbury	Rowan	0	60	0	0	60
28147	Salisbury	Rowan	0	270	0	0	270
28202	Charlotte	Mecklenburg	0	200	0	0	200
28203	Charlotte	Mecklenburg	0	50	0	0	50
28204	Charlotte	Mecklenburg	0	60	0	0	60
28205	Charlotte	Mecklenburg	0	2,350	0	1,150	3,500
28206	Charlotte	Mecklenburg	0	190	0	0	190
28207	Charlotte	Mecklenburg	0	10	0	0	10
28208	Charlotte	Mecklenburg	0	300	0	0	300
28209	Charlotte	Mecklenburg	0	220	0	0	220
28210	Charlotte	Mecklenburg	0	330	0	0	330
28211	Charlotte	Mecklenburg	0	210	0	0	210
28212	Charlotte	Mecklenburg	0	1,760	0	150	1,910
28213	Charlotte	Mecklenburg	0	1,520	0	0	1,520
28214	Charlotte	Mecklenburg	0	110	0	0	110
28215	Charlotte	Mecklenburg	0	970	0	150	1,120
28216	Charlotte	Mecklenburg	0	60	0	0	60
28217	Charlotte	Mecklenburg	0	2,290	0	550	2,840

9A. Distribution by Zip Code (6/25/2009 Edition) Charlotte edition CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
28227	Charlotte	Mecklenburg	0	780	0	0	780
28262	Charlotte	Mecklenburg	0	260	0	0	260
28269	Charlotte	Mecklenburg	0	120	0	0	120
28273	Charlotte	Mecklenburg	0	260	0	0	260
28277	Charlotte	Mecklenburg	0	60	0	0	60
28282	Charlotte	Mecklenburg	0	40	0	0	40
28287	Charlotte	Mecklenburg	0	30	0	0	30
28601	Hickory	Catawba	0	320	0	0	320
28602	Hickory	Catawba	0	160	0	0	160
28613	Conover	Catawba	0	20	0	0	20
28625	Statesville	Iredell	0	70	0	0	70
28658	Newton	Catawba	0	390	0	0	390
28677	Statesville	Iredell	0	390	0	0	390
29708	Fort Mill	York, SC	0	200	0	0	200
29720	Lancaster	Lancaster, SC	0	210	0	0	210
29722	Lancaster	Lancaster, SC	0	20	0	0	20
29730	Rock Hill	York, SC	0	50	0	0	50
29732	Rock Hill	York, SC	0	460	0	0	460
29733	Rock Hill	York, SC	0	10	0	0	10
TOTAL			0	20,330	0	2,000	22,330

9B. Distribution by Zip Code (6/25/2009 Edition) Piedmont edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
27012	Clemmons	Forsyth	0	200	0	0	200
27028	Mocksville	Davie	0	260	0	0	260
27055	Yadkinville	Yadkin	0	260	0	0	260
27101	Winston Salem	Forsyth	0	280	0	0	280
27102	Winston Salem	Forsyth	0	160	0	0	160
27103	Winston Salem	Forsyth	0	510	0	0	510
27104	Winston Salem	Forsyth	0	250	0	40	290
27105	Winston Salem	Forsyth	0	1,670	0	680	2,350
27106	Winston Salem	Forsyth	0	690	0	0	690
27107	Winston Salem	Forsyth	0	2,600	0	80	2,680
27108	Winston Salem	Forsyth	0	360	0	200	560
27117	Winston Salem	Forsyth	0	20	0	0	20
27127	Winston Salem	Forsyth	0	550	0	0	550
27203	Asheboro	Randolph	0	1,760	0	0	1,760
27205	Asheboro	Randolph	0	20	0	0	20
27215	Burlington	Alamance	0	470	0	0	470
27216	Burlington	Alamance	0	200	0	0	200
27217	Burlington	Alamance	0	1,050	0	0	1,050
27253	Graham	Alamance	0	500	0	0	500
27258	Haw River	Alamance	0	200	0	0	200
27260	High Point	Guilford	0	170	0	0	170
27262	High Point	Guilford	0	360	0	0	360
27265	High Point	Guilford	0	930	0	80	1,010
27284	Kernersville	Forsyth	0	660	0	0	660



9B. Distribution by Zip Code (6/25/2009 Edition) Piedmont edition CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
27292	Lexington	Davidson	0	690	0	0	690
27295	Lexington	Davidson	0	20	0	0	20
27298	Liberty	Randolph	0	50	0	0	50
27302	Mebane	Alamance	0	20	0	0	20
27316	Ramseur	Randolph	0	250	0	0	250
27317	Randleman	Randolph	0	120	0	0	120
27344	Siler City	Chatham	0	790	0	0	790
27360	Thomasville	Davidson	0	820	0	0	820
27401	Greensboro	Guilford	0	130	0	0	130
27402	Greensboro	Guilford	0	10	0	0	10
27403	Greensboro	Guilford	0	390	0	80	470
27404	Greensboro	Guilford	0	40	0	0	40
27405	Greensboro	Guilford	0	750	0	0	750
27406	Greensboro	Guilford	0	390	0	120	510
27407	Greensboro	Guilford	0	1,380	0	160	1,540
27408	Greensboro	Guilford	0	240	0	0	240
27409	Greensboro	Guilford	0	400	0	0	400
27410	Greensboro	Guilford	0	220	0	0	220
27455	Greensboro	Guilford	0	100	0	0	100
27612	Raleigh	Wake	0	80	0	0	80
TOTAL			0	21,020	0	1,440	22,460

9C. Distribution by Zip Code (6/25/2009 Edition) Triangle edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
27107	Winston Salem	Forsyth	0	120	0	0	120
27312	Pittsboro	Chatham	0	100	0	0	100
27330	Sanford	Lee	0	890	0	0	890
27332	Sanford	Lee	0	320	0	0	320
27501	Angier	Harnett	0	750	0	0	750
27502	Apex	Wake	0	270	0	0	270
27505	Broadway	Lee	0	40	0	0	40
27510	Carrboro	Orange	0	390	0	0	390
27511	Cary	Wake	0	1,030	0	160	1,190
27513	Cary	Wake	0	100	0	0	100
27514	Chapel Hill	Orange	0	450	0	0	450
27516	Chapel Hill	Orange	0	20	0	0	20
27520	Clayton	Johnston	0	650	0	80	730
27524	Four Oaks	Johnston	0	200	0	0	200
27526	Fuquay Varina	Wake	0	380	0	0	380
27529	Garner	Wake	0	530	0	0	530
27537	Henderson	Vance	0	40	0	0	40
27542	Kenly	Johnston	0	70	0	0	70
27545	Knightdale	Wake	0	480	0	0	480
27555	Micro	Johnston	0	20	0	0	20
27560	Morrisville	Wake	0	60	0	0	60
27576	Selma	Johnston	0	340	0	0	340
27577	Smithfield	Johnston	0	1,360	0	0	1,360

9C. Distribution by Zip Code (6/25/2009 Edition) Triangle edition CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
27587	Wake Forest	Wake	0	70	0	0	70
27591	Wendell	Wake	0	100	0	0	100
27597	Zebulon	Wake	0	620	0	0	620
27601	Raleigh	Wake	0	310	0	0	310
27603	Raleigh	Wake	0	1,770	0	200	1,970
27604	Raleigh	Wake	0	3,450	0	800	4,250
27605	Raleigh	Wake	0	110	0	0	110
27606	Raleigh	Wake	0	530	0	0	530
27607	Raleigh	Wake	0	30	0	0	30
27608	Raleigh	Wake	0	70	0	0	70
27609	Raleigh	Wake	0	890	0	0	890
27610	Raleigh	Wake	0	970	0	160	1,130
27611	Raleigh	Wake	0	10	0	0	10
27612	Raleigh	Wake	0	240	0	80	320
27613	Raleigh	Wake	0	70	0	0	70
27615	Raleigh	Wake	0	290	0	0	290
27616	Raleigh	Wake	0	260	0	0	260
27619	Raleigh	Wake	0	30	0	0	30
27620	Raleigh	Wake	0	30	0	0	30
27695	Raleigh	Wake	0	20	0	0	20
27701	Durham	Durham	0	1,430	0	0	1,430
27702	Durham	Durham	0	190	0	0	190
27703	Durham	Durham	0	910	0	160	1,070
27704	Durham	Durham	0	2,280	0	320	2,600
27705	Durham	Durham	0	680	0	0	680
27707	Durham	Durham	0	940	0	0	940
27710	Durham	Durham	0	80	0	0	80
27712	Durham	Durham	0	30	0	0	30
27713	Durham	Durham	0	300	0	0	300
27851	Lucama	Wilson	0	20	0	0	20
27893	Wilson	Wilson	0	950	0	0	950
27896	Wilson	Wilson	0	40	0	0	40
Misc.	Assorted	Assorted	0	80	0	0	80
TOTAL			0	26,410	0	1,960	28,370

10A. Distribution by County (6/25/2009 Edition) Charlotte edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cabarrus	Concord Kannapolis	0	1,450	0	0	1,450
Catawba	Conover Hickory Newton	0	890	0	0	890
Gaston	Belmont Gastonia	0	1,110	0	0	1,110
Iredell	Mooresville Statesville	0	640	0	0	640
Lincoln	Lincolnton	0	440	0	0	440



10A. Distribution by County (6/25/2009 Edition) Charlotte edition CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Mecklenburg	Charlotte Cornelius Huntersville Matthews Pineville	0	12,820	0	2,000	14,820
Rowan	China grove Salisbury	0	380	0	0	380
Union	Indian Trail Matthews Monroe	0	1,650	0	0	1,650
Lancaster, SC	Lancaster	0	230	0	0	230
York, SC	Fort Mill Rock Hill	0	720	0	0	720
TOTAL		0	20,330	0	2,000	22,330

10B. Distribution by County (6/25/2009 Edition) Piedmont edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Alamance	Burlington Graham Haw River Mebane	0	2,440	0	0	2,440
Chatham	Siler City	0	790	0	0	790
Davidson	Lexington Thomasville	0	1,530	0	0	1,530
Davie	Mocksville	0	260	0	0	260
Forsyth	Clemmons Kernersville Winston Salem	0	7,950	0	1,000	8,950
Guilford	Greensboro High Point	0	5,510	0	440	5,950
Randolph	Asheboro Liberty Ramseur Randleman	0	2,200	0	0	2,200
Wake	Raleigh	0	80	0	0	80
Yadkin	Yadkinville	0	260	0	0	260
TOTAL		0	21,020	0	1,440	22,460

10C. Distribution by County (6/25/2009 Edition) Triangle edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Chatham	Pittsboro	0	100	0	0	100
Durham	Durham	0	6,840	0	480	7,320
Forsyth	Winston Salem	0	120	0	0	120
Harnett	Angier	0	750	0	0	750
Johnston	Clayton Four Oaks Kenly Micro Selma Smithfield	0	2,640	0	80	2,720
Lee	Broadway Sanford	0	1,250	0	0	1,250
Orange	Carrboro Chapel Hill	0	860	0	0	860
Vance	Henderson	0	40	0	0	40

10C. Distribution by County (6/25/2009 Edition) Triangle edition CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Wake	Apex Cary Fuquay Varina Garner Knightdale Morrisville Raleigh Wake Forest Wendell Zebulon	0	12,720	0	1,400	14,120
Wilson	Lucama Wilson	0	1,010	0	0	1,010
Misc.	Assorted	0	80	0	0	80
TOTAL		0	26,410	0	1,960	28,370

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Que Pasa did not report significant home delivery or mail distribution during the audit period. Mail distribution is verified through the review of USPS mail statements and additional publisher support documents. Home Delivery is verified through the review of carrier statements and additional publisher support documents.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that over 99% of reported controlled bulk drop locations indicated they received Que Pasa on a regular basis.

CVC interviews indicate that less than 8% of Que Pasa's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$150.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	30
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



www.cvcaudit.com

The current status of this report expires March 31, 2011.
If this report is presented after March 31, 2011 please call the toll-free number listed below.

Que Pasa - Winston Salem, NC - 01-0948 - Supplemental Readership Study

The Circulation Verification Council interviewed 533 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing 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 six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) newspaper readership 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 +/-2.5 at the 95% confidence level. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 533 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

• **Average readers per edition during the audit period: 2.90***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Que Pasa is distributed regularly in your area. Do you regularly read or look through Que Pasa?

YES 533 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Que Pasa?

YES 378 70.9%
NO 155 29.1%

3. How long do you keep Que Pasa before discarding it?

52% 1-2 Days
21% 3-4 Days
02% 5-6 Days
25% 1 Week or More

4. Please select the category that best describes your age.

Reader Demographics	Market Demographics
01%	06% 18 - 20
04%	08% 21 - 24
19%	21% 25 - 34
26%	20% 35 - 44
25%	19% 45 - 54
21%	13% 55 - 64
04%	07% 65 - 74
01%	06% 75 years or older



5. What category best describes your combined annual household income for last year?

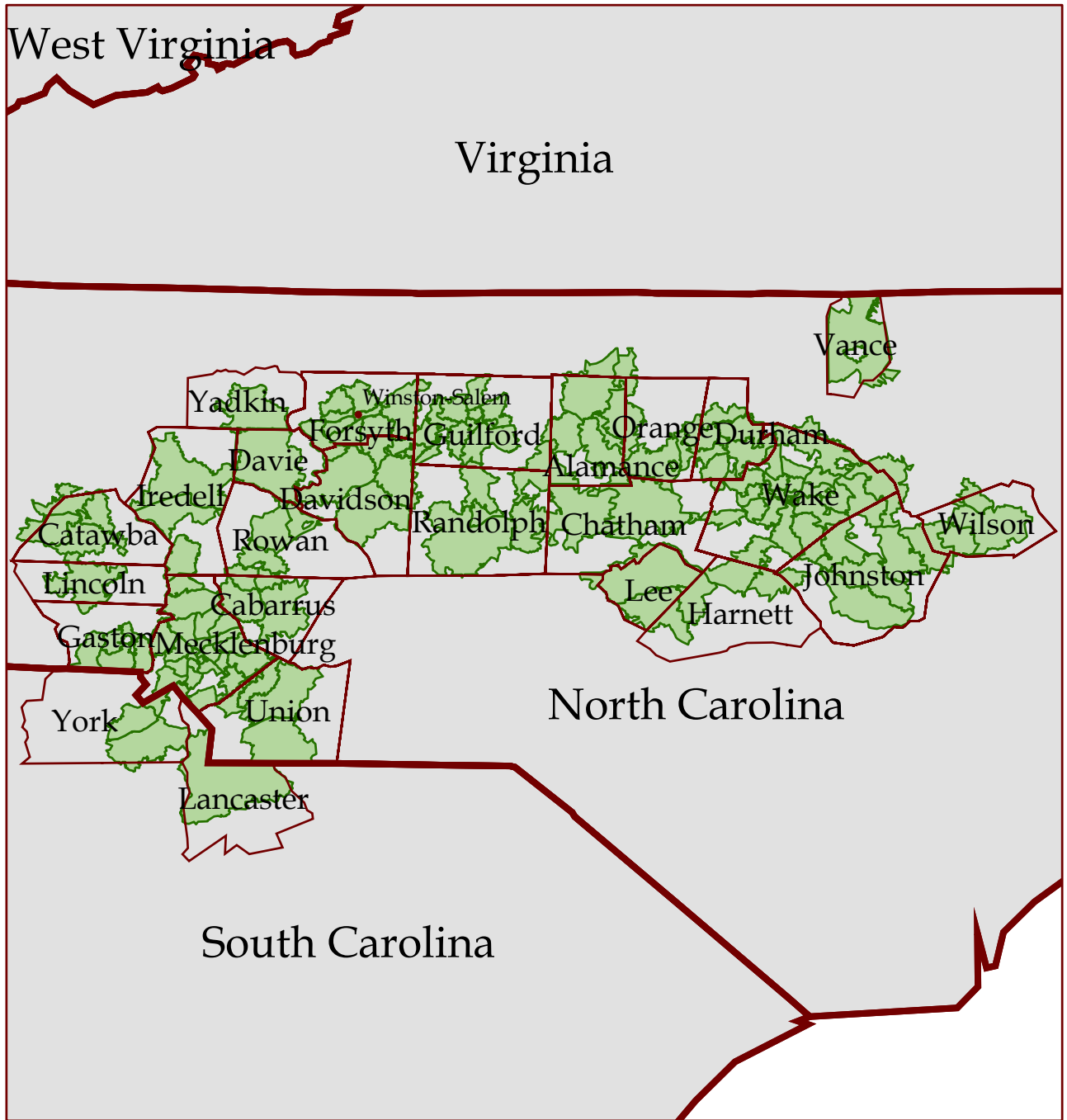
Reader Demographics	Market Demographics	
14%	20%	Under \$25,000
40%	26%	\$25,001 - \$49,999
24%	20%	\$50,000 - \$74,999
12%	14%	\$75,000 - \$99,999
07%	13%	\$100,000 - \$149,999
03%	07%	Over \$150,000

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

Reader Demographics	Market Demographics	
09%	16%	Some High School or Less
40%	24%	Graduated High School
28%	29%	Some College
21%	21%	Graduated College
02%	10%	Completed Post Graduate




7. Which of the following products or services do you plan to purchase during the next twelve months?

	(% = Positive respondents)
10%	New Automobile
09%	Used Automobile
18%	Antiques / Auctions
37%	Furniture / Home Furnishings
15%	Major Home Appliance
10%	Home Computers
28%	Home Improvements / Supplies
38%	Television / Electronics
11%	Carpet / Flooring
63%	Automobile Accessories (tires, brakes & service)
41%	Lawn & Garden
22%	Florist / Gift Shops
25%	Home Heating / Air Conditioning (service, new equipment)
48%	Vacations / Travel
04%	Real Estate
81%	Men's Apparel
86%	Women's Apparel
53%	Children's Apparel
01%	Boats / Personal Watercraft
21%	Art & Crafts Supplies
24%	Childcare
33%	Education / Classes
13%	Attorney
20%	Veterinarian
15%	Chiropractor
20%	Financial Planner (Retirement, Investing)
39%	Tax Advisor / Services
27%	Health Club / Exercise Class
24%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
10%	Weight Loss
29%	Lawn Care Service (Maintenance & Landscaping)
47%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
79%	Pharmacist / Prescription Service
23%	Cellular Phone New/Update Service
83%	Dining & Entertainment
17%	Jewelry
14%	Wedding Supplies
35%	Athletic & Sports Equipment



Que Pasa
 Winston-Salem, North Carolina
 01-0948

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

