

The Gazette 2010 CVC Audit



Strength in Numbers

How many Gazette readers will purchase new automobiles in the next twelve months?



16% of Gazette readers reported that they intend to purchase a new automobile in the next twelve months.

13,285 Automobile Purchases

At an average sale price of \$15,000 Gazette readers will spend \$199,275,000 over the next twelve months.

How many Gazette readers will purchase new flooring in the next twelve months?



21% of Gazette readers reported that they intend to purchase a new flooring in the next twelve months.

17,114 Flooring Purchases

At an average sale price of \$500 Gazette readers will spend \$8,557,000 over the next twelve months.