

# The Southeast Journal

**Publication:** The Southeast Journal

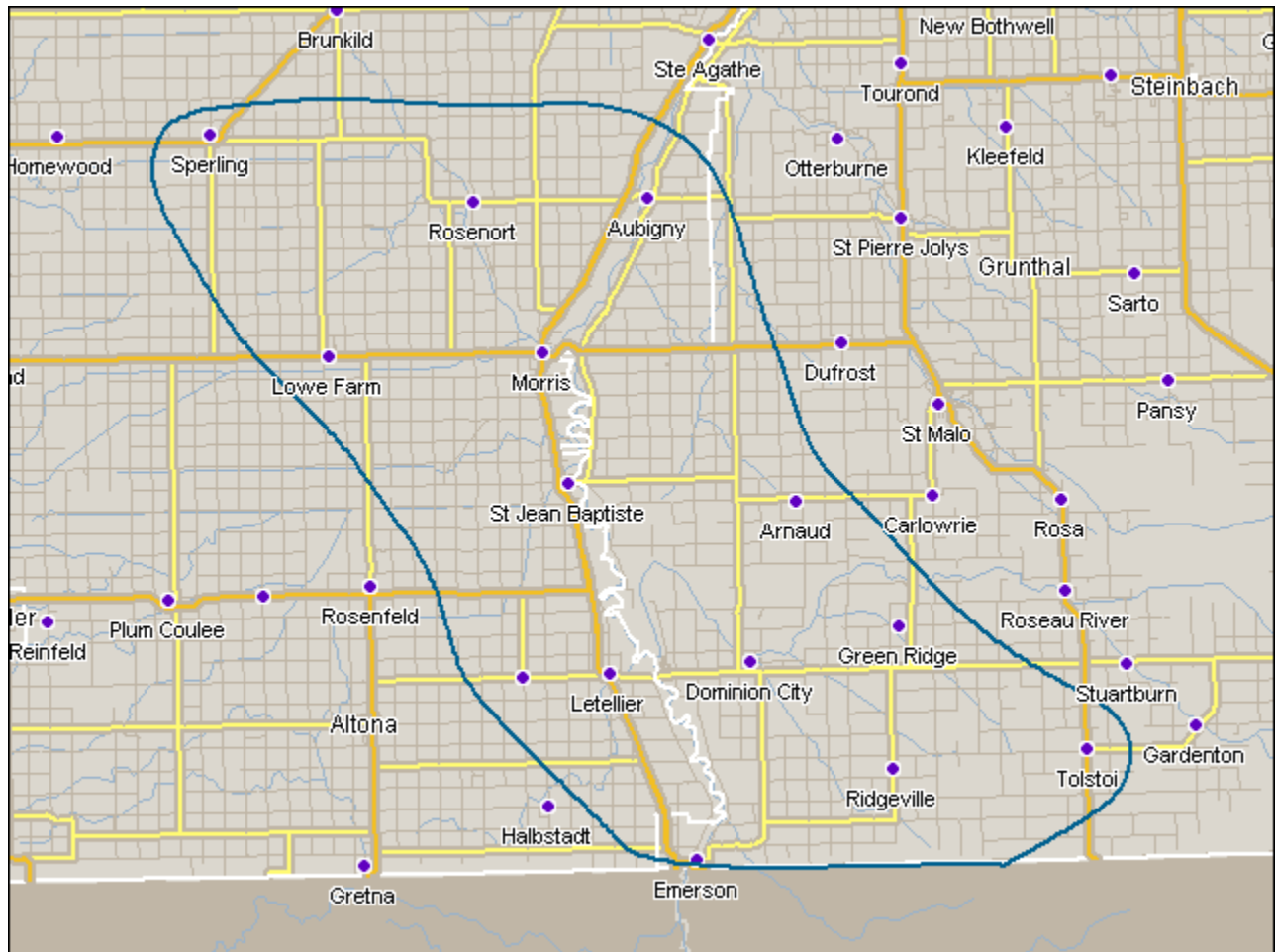
**Code:** 60220

**Market:** Emerson, MB

**Population:** 5 606

**Publishing Day:** Saturday

**Source:** ComBase 2008/2009 Study

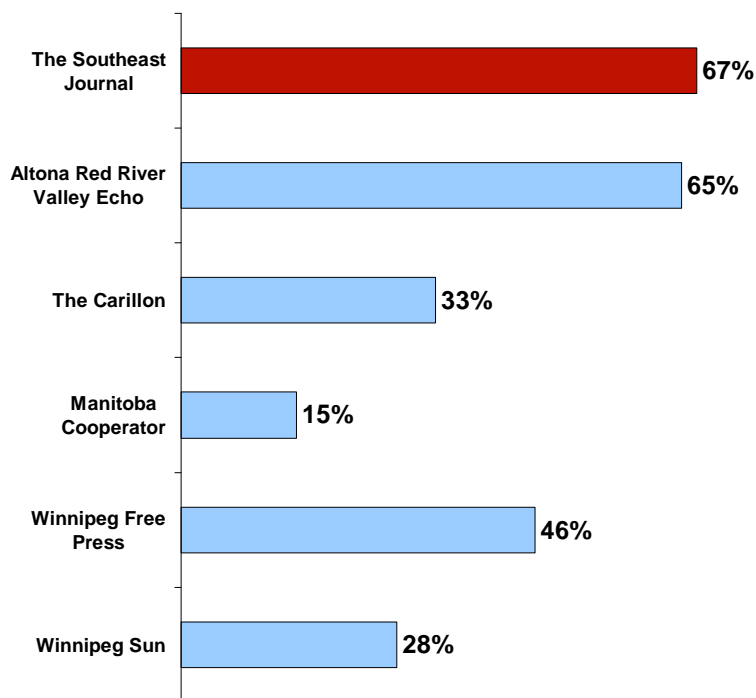


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

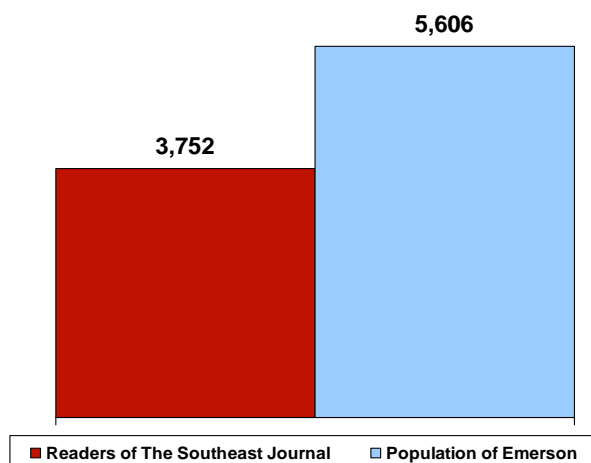
## NET READERSHIP\*

67% of Emerson adults read any of the last 4 issues of The Southeast Journal.



## NET READERS

3,752 Emerson adults read any of the last 4 issues of The Southeast Journal.



## NEWSPAPER READERSHIP

- 88% of Emerson adults read any community newspaper.
- 59% of Emerson adults read any daily newspaper.
- 37% of Emerson adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: The Southeast Journal

- 68% of females read The Southeast Journal.\*

### GENDER

Male	66%
Female	68%

### AGE

18-34 years old	73%
35-49 years old	61%
50+ years old	69%

### EDUCATION

High School or less	69%
Tech. or College	67%
University +	57%

### HOUSEHOLD INCOME

<\$30K	81%
\$30-49K	91%
>\$50K	66%

### RESIDENCE

Own Residence	66%
Rent Residence	71%

### FAMILY STATUS

With children	68%
Without children	66%

\* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

# Media Habits

## REASONS FOR READING COMMUNITY NEWSPAPERS

31% of The Southeast Journal readers said they read their community newspaper for advertising.

	The Southeast Journal Readers*	Community Newspaper Readers**
Editorial	31%	37%
Local News	96%	94%
Local Events	41%	51%
Classified	38%	40%
Real Estate	17%	13%
Jobs/Employment	23%	20%
Advertising	31%	32%
Flyers	29%	27%

\*read any of the last four issues of community newspaper  
 \*\* read any community newspaper

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

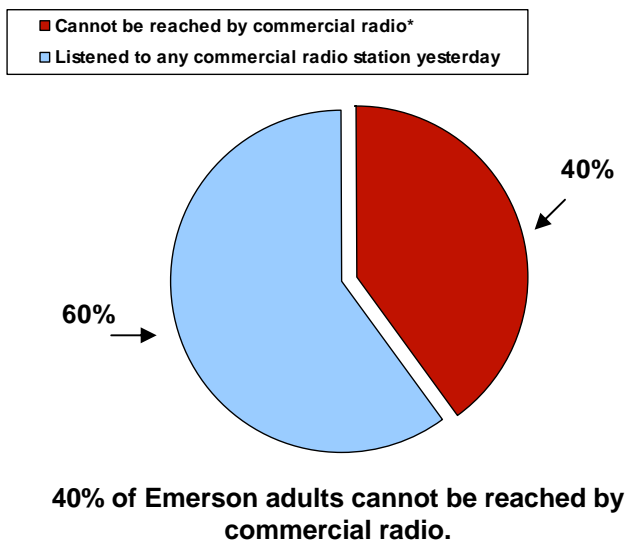
*(Read Always Or Sometimes)*

51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

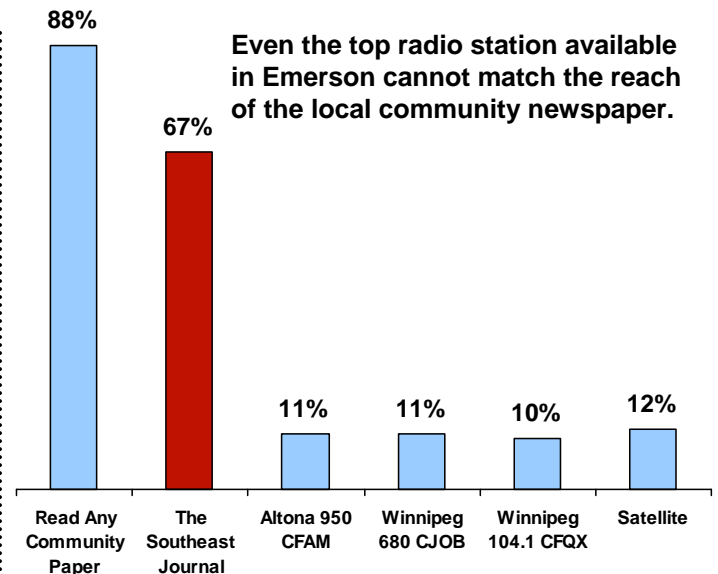
Automotive Supply or Service	51%
Computer Hardware or Software	46%
Department Stores including Clothing	73%
Drug Store or Pharmacy	58%
Fast Food Restaurant	40%
Furniture or Appliances or Electronics	73%
Grocery Store	76%
Home Improvement Store	77%
Investment or Banking Services	24%
Telecommunication and Wireless Products	33%
Other Products or Services	55%

## COMMUNITY PRINT MEDIA VS. RADIO

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.



\*did not listen to radio yesterday or listened to CBC only



Source: ComBase 2008/2009