

# The Bulletin/Progress Enterprise

**Publication:** The Bulletin/Progress Enterprise

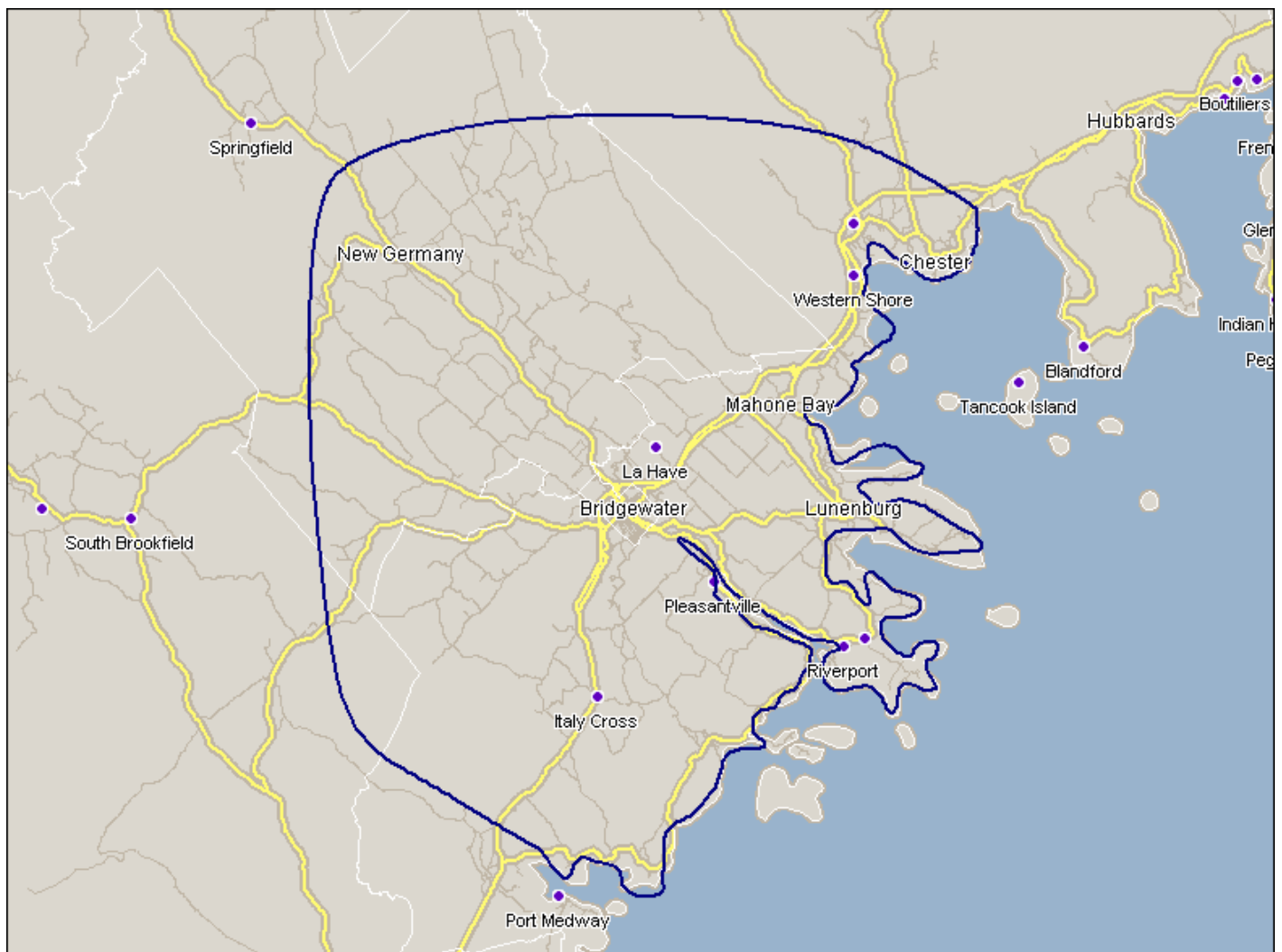
**Code:** 20012

**Market:** Bridgewater/Lunenburg, NS

**Population:** 23 475

**Publishing Day:** Tuesday

**Source:** ComBase 2008/2009 Study

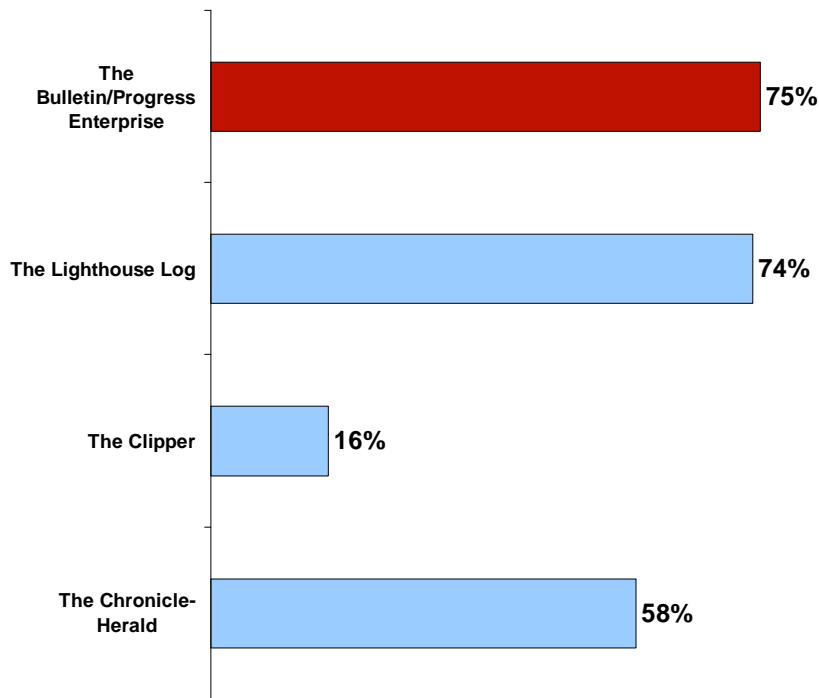


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

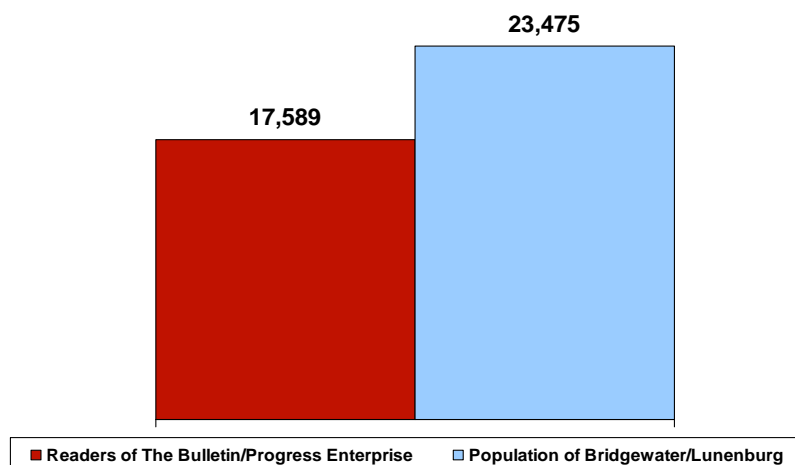
## NET READERSHIP\*

75% of Bridgewater/Lunenburg adults read any of the last 4 issues of The Bulletin/Progress Enterprise.



## NET READERS

17,589 Bridgewater/Lunenburg adults read any of the last 4 issues of The Bulletin/Progress Enterprise.



## NEWSPAPER READERSHIP

- 89% of Bridgewater/Lunenburg adults read any community newspaper.
- 58% of Bridgewater/Lunenburg adults read any daily newspaper.
- 32% of Bridgewater/Lunenburg adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### The Bulletin/Progress Enterprise

- 76% of females read The Bulletin/Progress Enterprise.\*

#### GENDER

Male	74%
Female	76%

#### AGE

18-34 years old	57%
35-49 years old	85%
50+ years old	74%

#### EDUCATION

High School or less	79%
Tech. or College	64%
University +	77%

#### HOUSEHOLD INCOME

<\$30K	62%
\$30-49K	79%
>\$50K	74%

#### RESIDENCE

Own Residence	77%
Rent Residence	63%

#### FAMILY STATUS

With children	84%
Without children	70%

\* 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

33% of The Bulletin/Progress Enterprise readers said they read their community newspaper for advertising.

	The Bulletin/Progress Enterprise Readers*	Community Newspaper Readers**
Editorial	34%	30%
Local News	86%	79%
Local Events	50%	47%
Classified	48%	44%
Real Estate	17%	16%
Jobs/Employment	25%	29%
Advertising	33%	30%
Flyers	33%	31%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

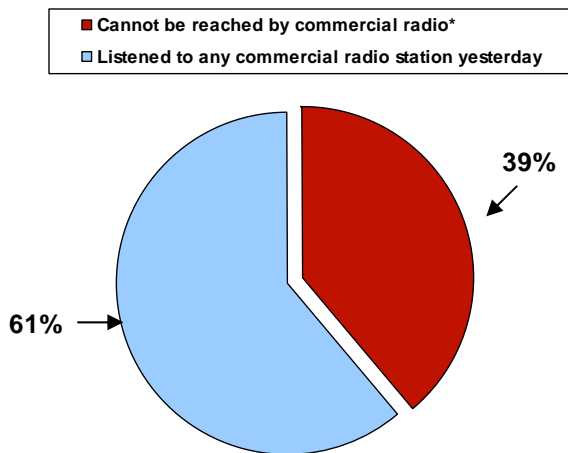
*(Read Always Or Sometimes)*

53% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	53%
Computer Hardware or Software	53%
Department Stores including Clothing	82%
Drug Store or Pharmacy	73%
Fast Food Restaurant	61%
Furniture or Appliances or Electronics	77%
Grocery Store	89%
Home Improvement Store	78%
Investment or Banking Services	32%
Telecommunication and Wireless Products	28%
Other Products or Services	73%

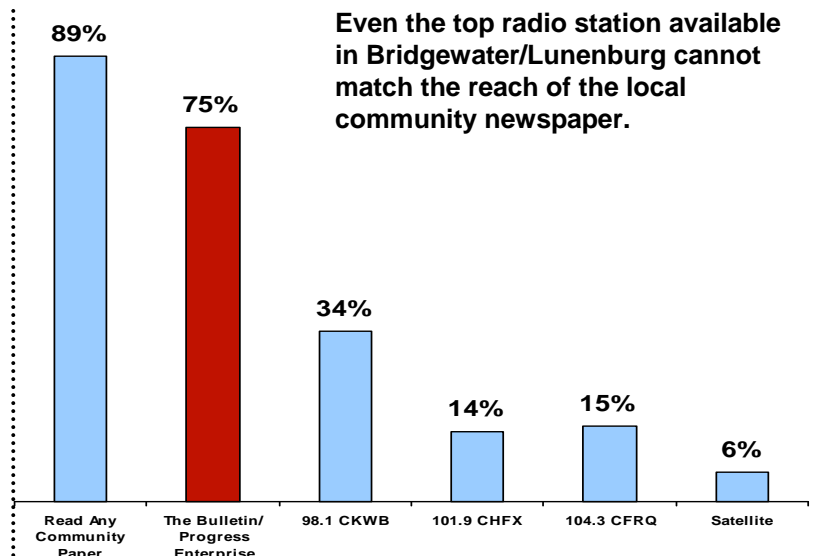
## COMMUNITY PRINT MEDIA VS. RADIO

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.



39% of Bridgewater/Lunenburg adults cannot be reached by commercial radio.

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



Even the top radio station available in Bridgewater/Lunenburg cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009