

The Bulletin/Progress Enterprise

Publication: The Bulletin/Progress Enterprise

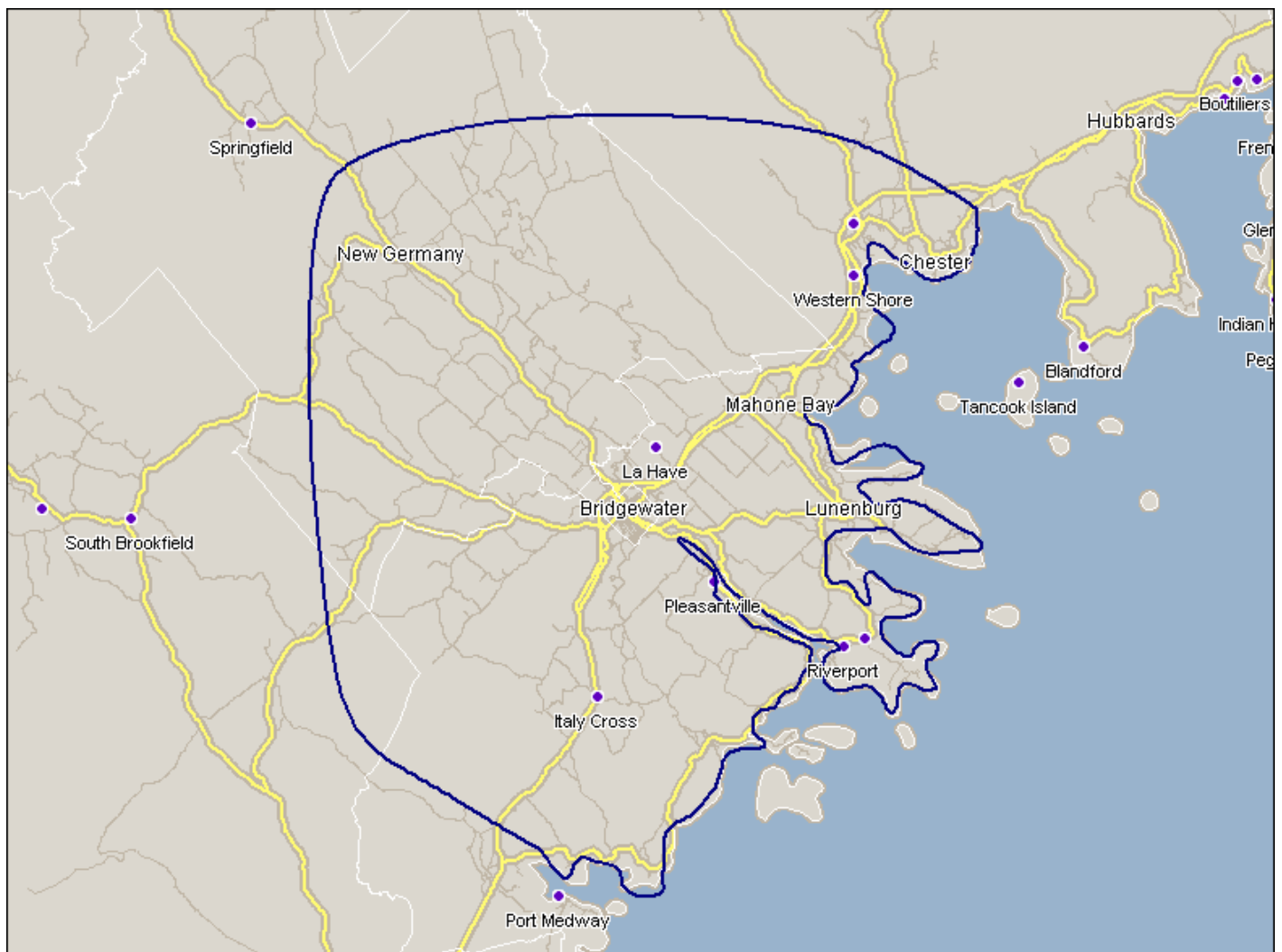
Code: 20012

Market: Bridgewater/Lunenburg, NS

Population: 32 233

Publishing Day: Tuesday

Source: ComBase 2008 Study

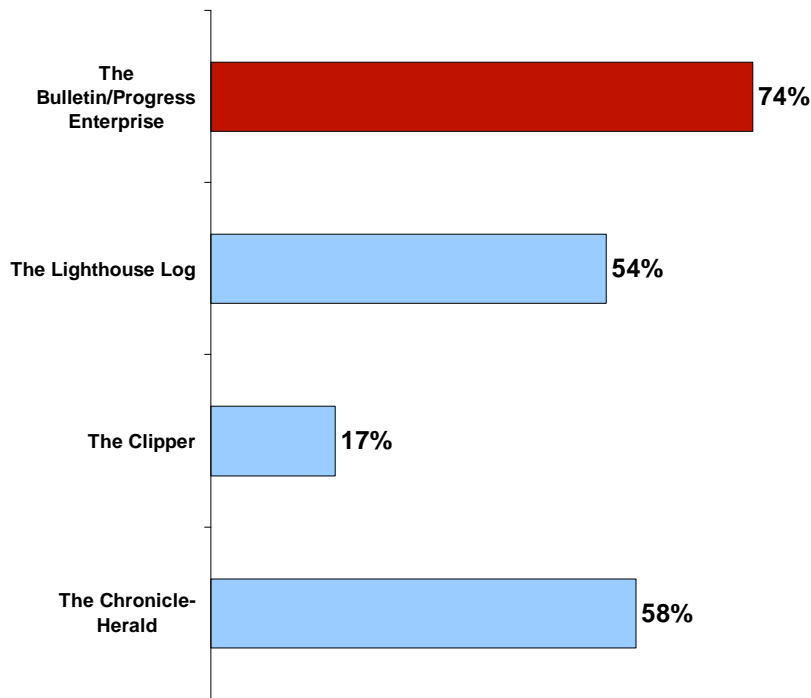


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

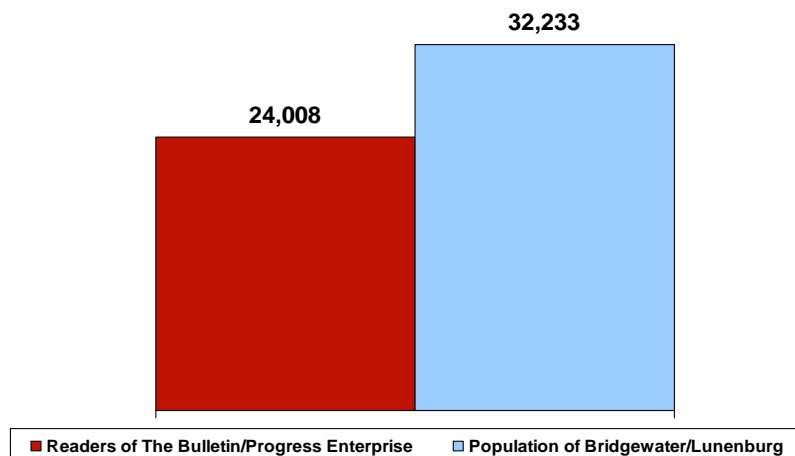
NET READERSHIP*

74% of Bridgewater/Lunenburg adults read any of the last 4 issues of The Bulletin/Progress Enterprise.



NET READERS

24,008 Bridgewater/Lunenburg adults read any of the last 4 issues of The Bulletin/Progress Enterprise.



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

NEWSPAPER READERSHIP

- 87% 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	73%
Female	76%

AGE

18-34 years old	59%
35-49 years old	80%
50+ years old	75%

EDUCATION

High School or less	75%
Tech. or College	71%
University +	82%

HOUSEHOLD INCOME

<\$30K	58%
\$30-49K	79%
>\$50K	75%

RESIDENCE

Own Residence	77%
Rent Residence	59%

FAMILY STATUS

With children	78%
Without children	72%

Source: ComBase 2008

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

37% of The Bulletin/Progress Enterprise readers said they read their community newspaper for advertising.

	The Bulletin/Progress Enterprise Readers*	Community Newspaper Readers**
Editorial	37%	32%
Local News	87%	80%
Local Events	54%	50%
Classified	45%	43%
Real Estate	16%	15%
Jobs/Employment	23%	26%
Advertising	37%	35%
Flyers	36%	33%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

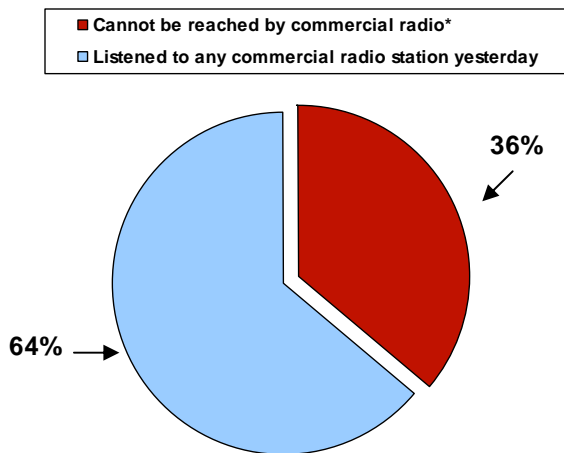
(Read Always Or Sometimes)

55% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	55%
Computer Hardware or Software	54%
Department Stores including Clothing	84%
Drug Store or Pharmacy	74%
Fast Food Restaurant	62%
Furniture or Appliances or Electronics	78%
Grocery Store	89%
Home Improvement Store	79%
Investment or Banking Services	37%
Telecommunication and Wireless Products	30%
Other Products or Services	72%

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.



36% of Bridgewater/Lunenburg adults cannot be reached by commercial radio.

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

