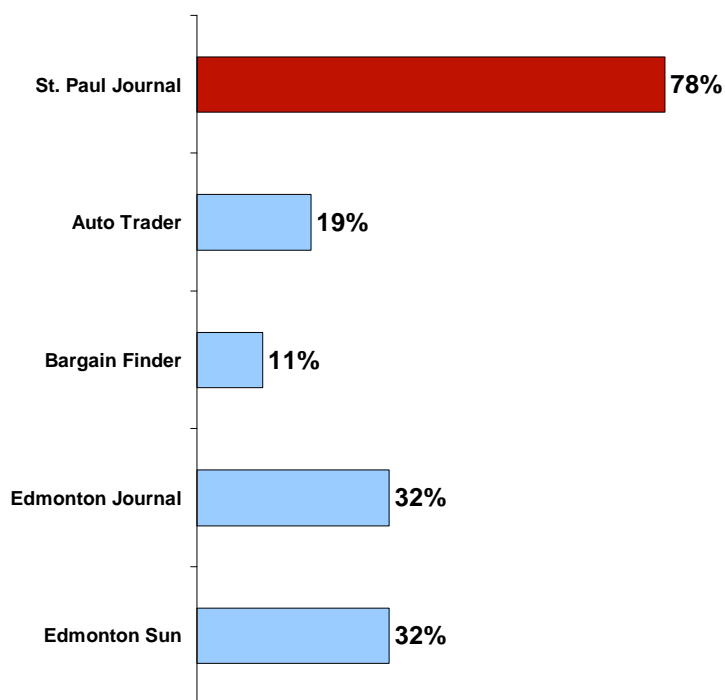


# Readership and Demographics

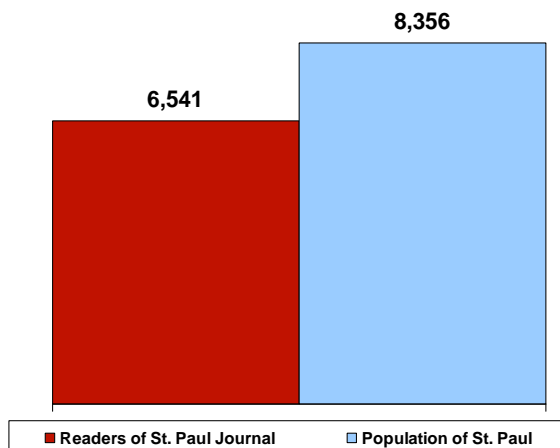
## NET READERSHIP\*

78% of St. Paul adults read any of the last 4 issues of St. Paul Journal.



## NET READERS

6,541 St. Paul adults read any of the last 4 issues of St. Paul Journal.



## NEWSPAPER READERSHIP

- 82% of St. Paul adults read any community newspaper.
- 49% of St. Paul adults read any daily newspaper.
- 38% of St. Paul adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: St. Paul Journal

- 80% of females read St. Paul Journal.\*

### GENDER

Male	77%
Female	80%

### AGE

18-34 years old	71%
35-49 years old	87%
50+ years old	77%

### EDUCATION

High School or less	73%
Tech. or College	85%
University +	88%

### HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	91%
>\$50K	81%

### RESIDENCE

Own Residence	79%
Rent Residence	67%

### FAMILY STATUS

With children	78%
Without children	78%

\* 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

## MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

35% of St. Paul Journal readers said the main reason for reading the paper is advertising.

	St. Paul Readers*	Community Newspaper Readers**
Editorial	37%	36%
Local News	82%	81%
Local Events	70%	69%
Classified	37%	36%
Real Estate	27%	26%
Jobs/Employment	30%	29%
Advertising	35%	34%
Flyers	28%	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)*

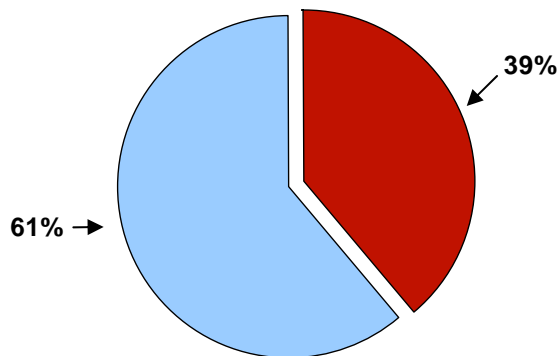
46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	46%
Computer Hardware or Software	39%
Department Stores including Clothing	69%
Drug Store or Pharmacy	67%
Fast Food Restaurant	42%
Furniture or Appliances or Electronics	65%
Grocery Store	81%
Home Improvement Store	75%
Investment or Banking Services	24%
Telecommunication and Wireless Products	35%
Other Products or Services	60%

## COMMUNITY PRINT MEDIA VS. RADIO

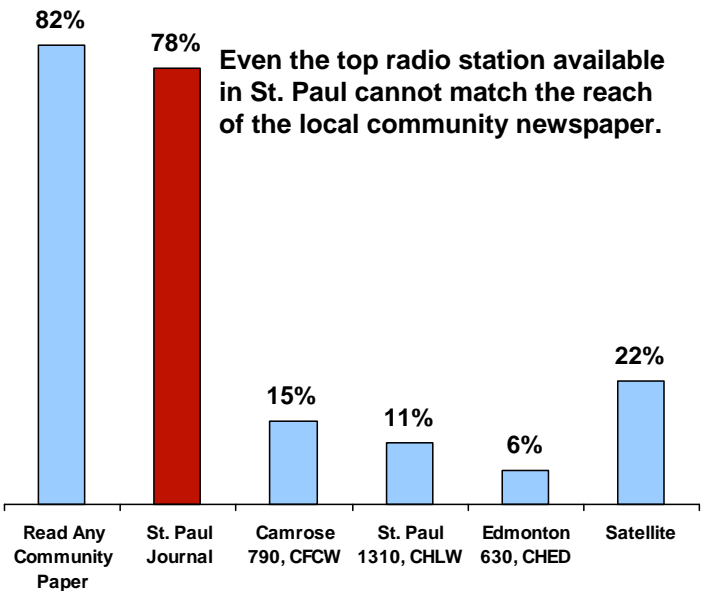
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be Reached by Commercial Radio\*  
 ■ Listened to any commercial radio station yesterday



39% of St. Paul adults cannot be reached with commercial radio.

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



Even the top radio station available in St. Paul cannot match the reach of the local community newspaper.

Source: ComBase 2008