

# StatHebdo 2010

Detailed Results of the  
Readership Survey



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Publication	Le Message LaSalle
Market	Montréal (Lasalle)
Population 18+	68 691

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We acknowledge the financial support of the Government of Canada through the Department of Canadian Heritage (Canada Magazine Fund) for the costs associated with this project.

# Level of Readership and Reader Loyalty

Adults 18 years +

## Perusal of the Weekly:

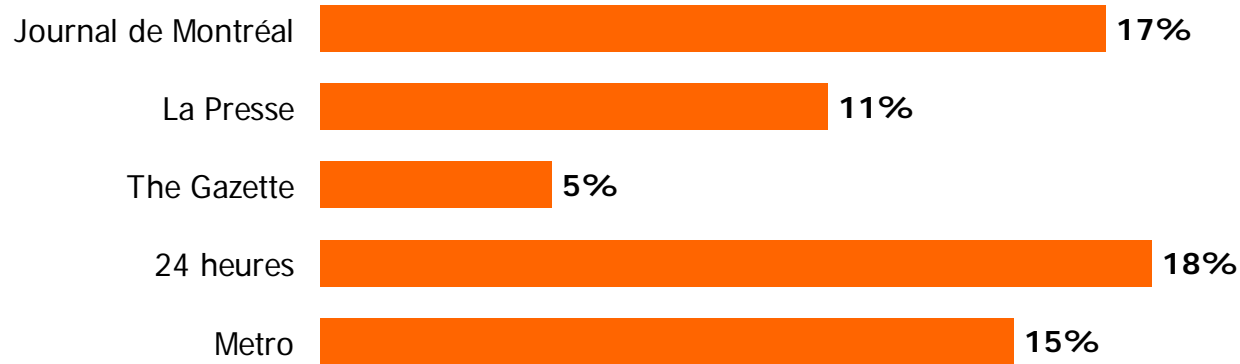


Average number of readers per copy read ..... 1.6 reader (s)  
Average perusal time ..... 21.8 minutes  
Appreciation of the weekly ..... 7.4 / 10

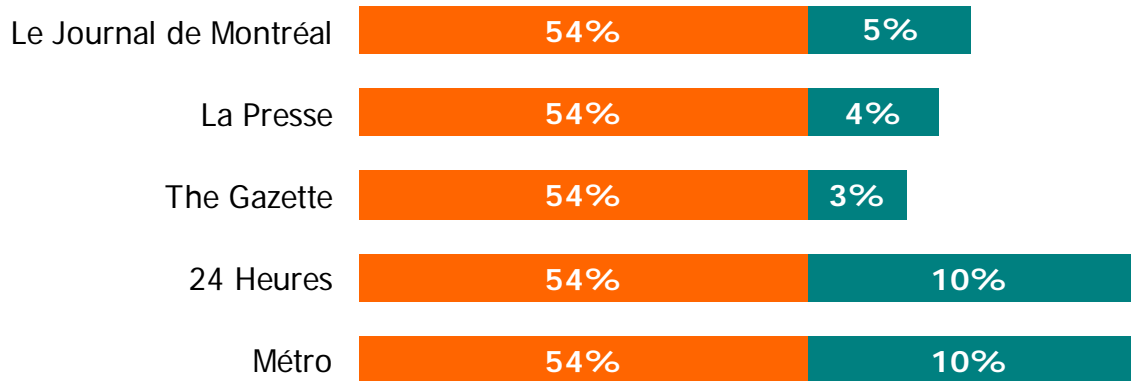
## Level of Readership and Combined Reach

Adults 18 years +

### Perusal of the Weeklies (Monday to Friday - Read Yesterday)



### Combined Reach - Weekly and Daily (Monday to Friday - Read Yesterday)



■ Reach of Weekly Only      ■ Exclusive Reach of Daily

Source : Leger Marketing Survey – Spring 2010

# *Reader Profile*

# Level of Readership & Gender

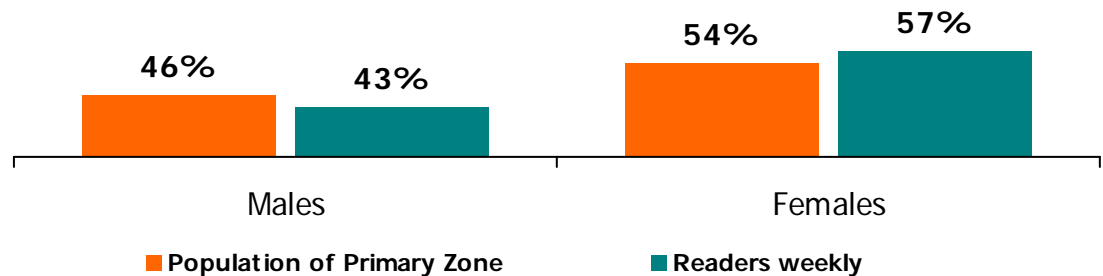
Level of Readership



Definition of a Reader:

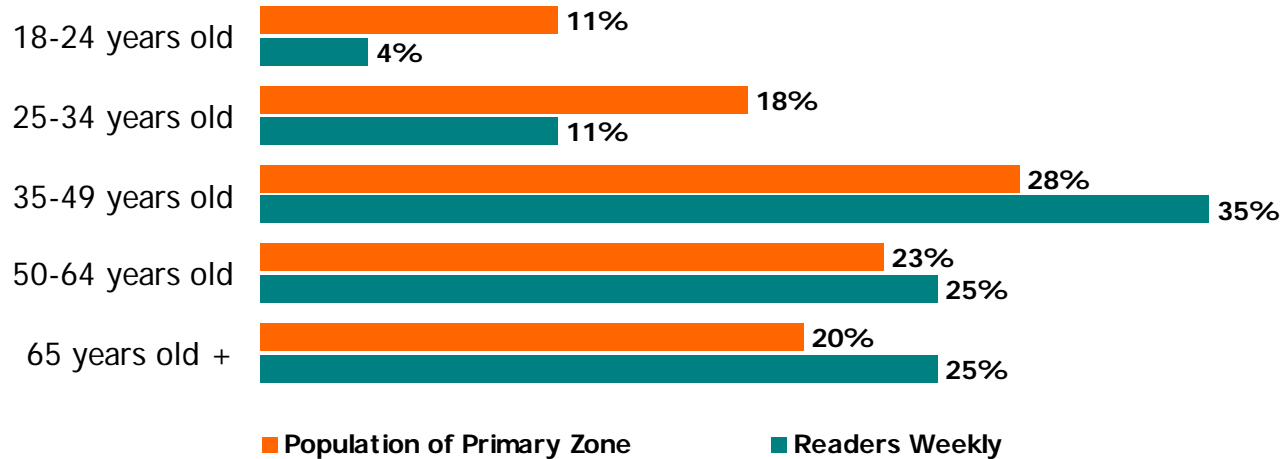
Has read or leafed through a weekly at least once in the last month.

GENDER (%)



# Age and Level of Education

## AGE (%)



## LEVEL OF EDUCATION (%)

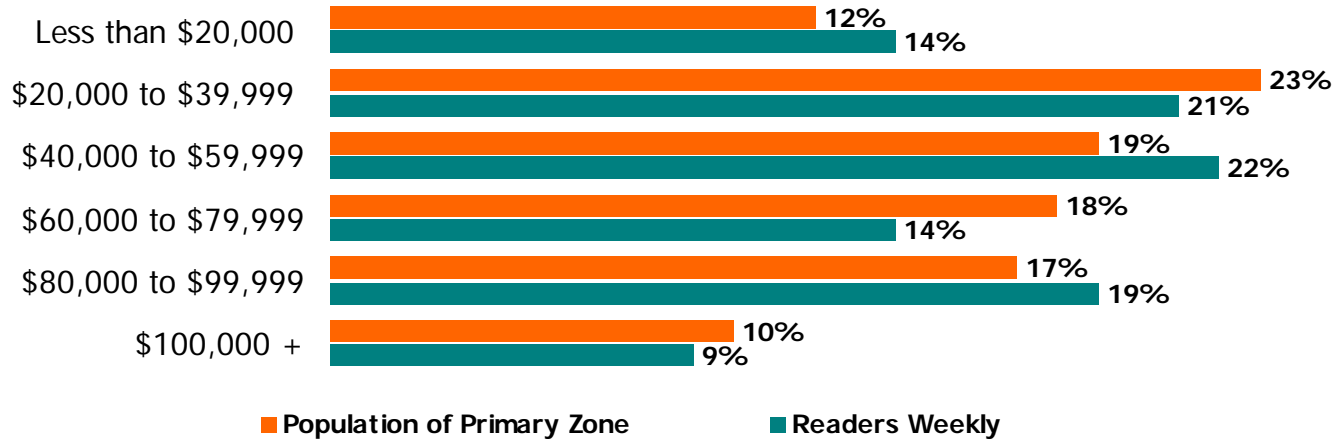


■ Population of Primary Zone      ■ Readers Weekly

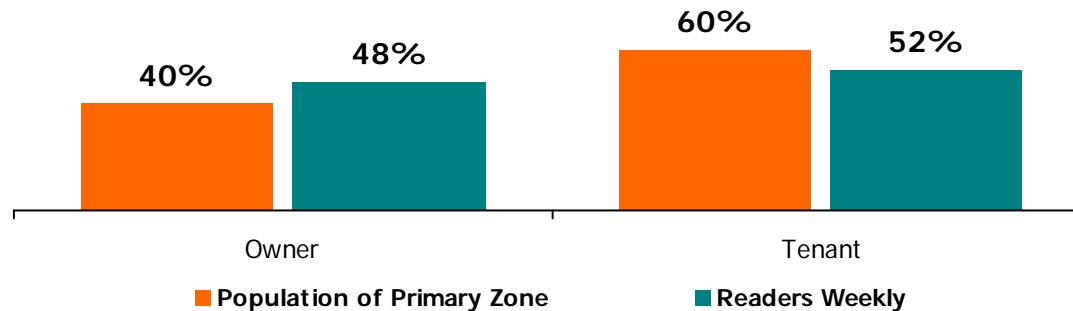
Source : Leger Marketing Survey – Spring 2010

# Household Income & Residence

## HOUSEHOLD INCOME (%)



## RESIDENCE (%) (Main and Secondary)



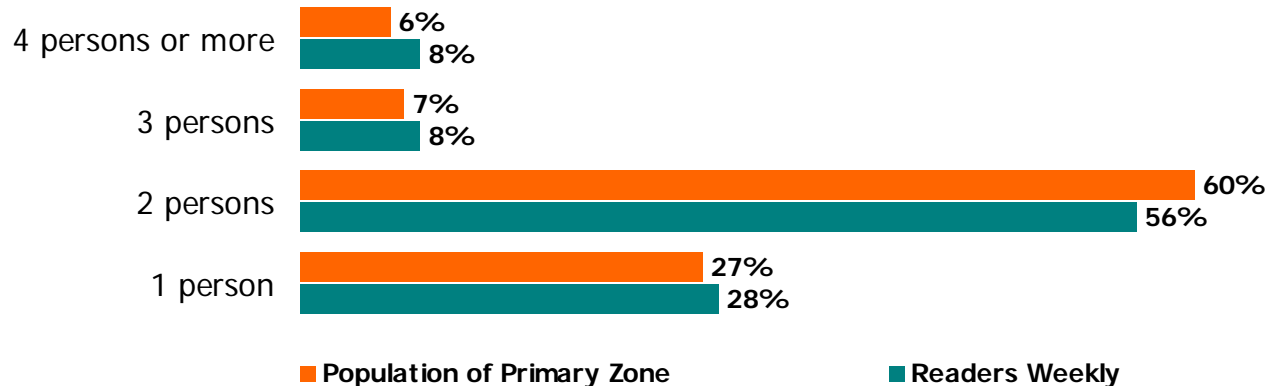
# Occupational Status

<u>Occupation</u>	%
• Professional	24%
• Office, sales or service employee	51%
• Manual worker	14%
• Other	11%

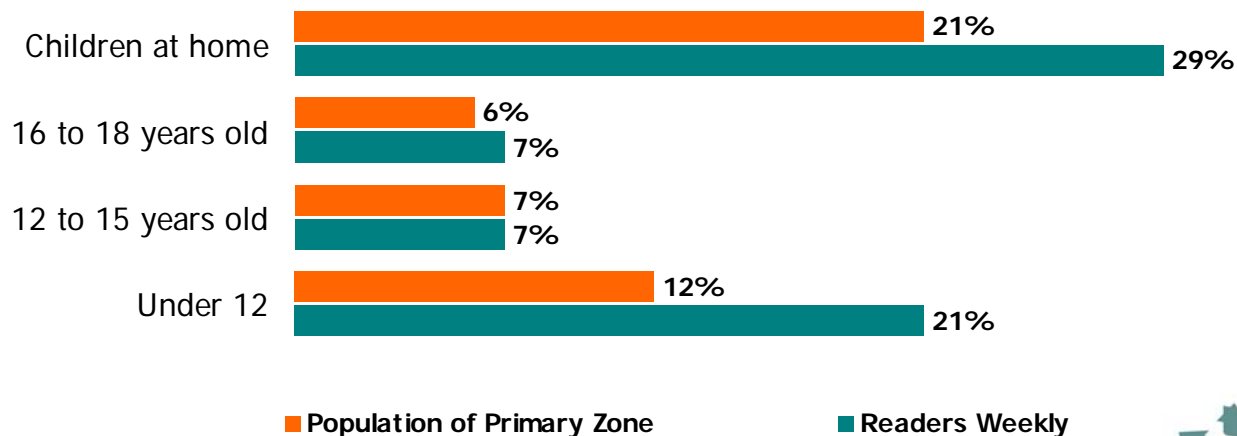
<u>Current Status of Employment</u>	%
<b>Active</b>	
• Full-time work	45%
• Part-time / seasonal work	9%
• Unemployment	4%
<b>Inactive</b>	
• At home full time / Temp. leave	2%
• Retiree	33%
• Student	4%
• Other	2%

# Size of Household & Children

## SIZE OF HOUSEHOLD (%)



## HOUSEHOLDS WITH CHILDREN (%)



# Market Profile

## General Information

Population 18+: 68 691

Number of Households: 36 690

Market Profile		Province of Quebec (%)	Primary Weekly Zone (%)	Index Weekly vs. Province
GENDER	Males	48%	46%	96
	Females	52%	54%	104
AGE	18-24 years old	12%	11%	92
	25-34 years old	16%	18%	113
	35-49 years old	33%	28%	85
	50-64 years old	23%	23%	100
	65 years old +	16%	20%	125
LEVEL OF EDUCATION	University	29%	23%	79
	College	27%	26%	96
	High School / Elementary	45%	51%	113

# Market Profile (continued)

Market Profile		Province of Quebec (%)	Primary Weekly Zone (%)	Index Weekly vs. Province
HOUSEHOLD INCOME	Less than \$20,000	11%	12%	109
	\$20,000 to \$39,999	22%	23%	105
	\$40,000 to \$59,999	22%	19%	86
	\$60,000 to \$79,999	17%	18%	106
	\$80,000 to \$99,999	12%	17%	142
	\$100,000 or more	16%	10%	63
	RESIDENCE	Owner	66%	40%
	Tenant	34%	60%	176
SIZE OF HOUSEHOLD	1 person	21%	27%	129
	2 persons	59%	60%	102
	3 persons	13%	7%	54
	4 persons +	7%	6%	86

# Annex I – Methodology

## Survey Objectives

- Measure the level of readership of weeklies member of “Hebdos Québec” within their respective primary markets.
- Describe the socio-demographic profile of readers in comparison with those of the population in the distribution zone of each market surveyed.
- Provide data on readership of dailies in the territory of member weeklies.

## Methodology

- Data collection method: a hybrid survey conducted over the phone (43%) and online (57%).
- Survey period: from September 24<sup>th</sup> to December 15<sup>th</sup>, 2009.

## General Statistics for the Entire Study (146 weeklies)

- Total number of interviews completed: 33,436.
- Maximum margin of error: +/-0.54%, 19 times out of 20.

## Statistics for the *Le Messager LaSalle Weekly*

- Number of completed interviews: 200.
- Maximum margin of error: +/- 7%, 19 times out of 20.

# Annex II - Primary Distribution Zone

## Primary Distribution Zone

Postal Code	Municipalities
H8N	LASALLE
H8P	LASALLE
H8R	LASALLE