

StatHebdo 2010

Detailed Results of the
Readership Survey



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



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:

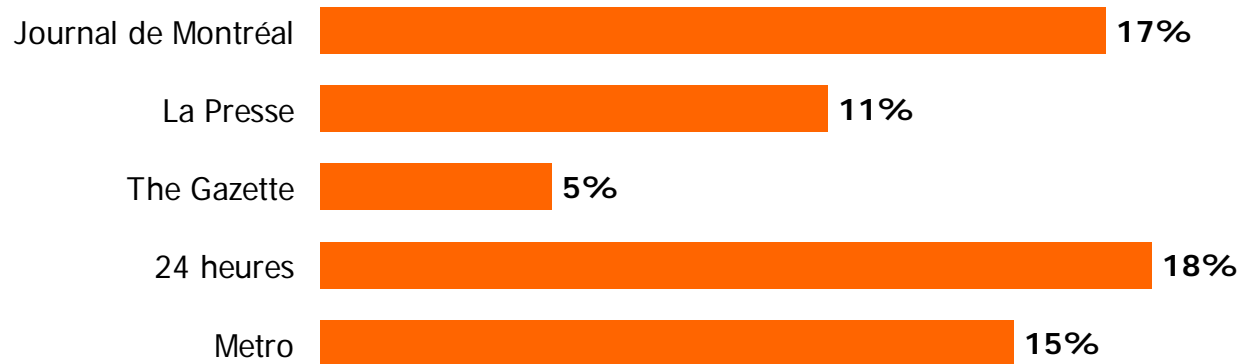


Average number of readers per copy read 1.6 reader (s)
Average perusal time 21.8 minutes
Appreciation of the weekly 7.4 / 10

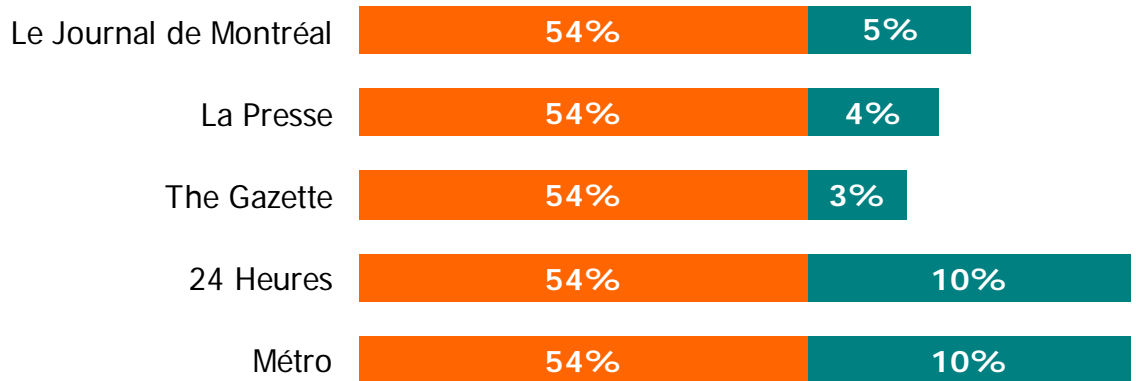
Level of Readership and Combined Reach

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

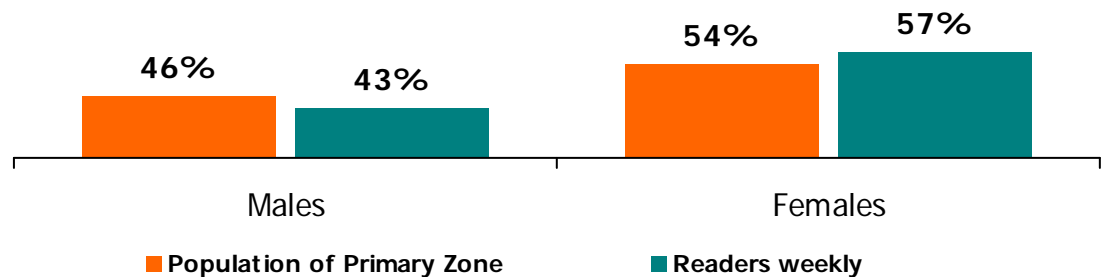
Level of Readership



Definition of a Reader:

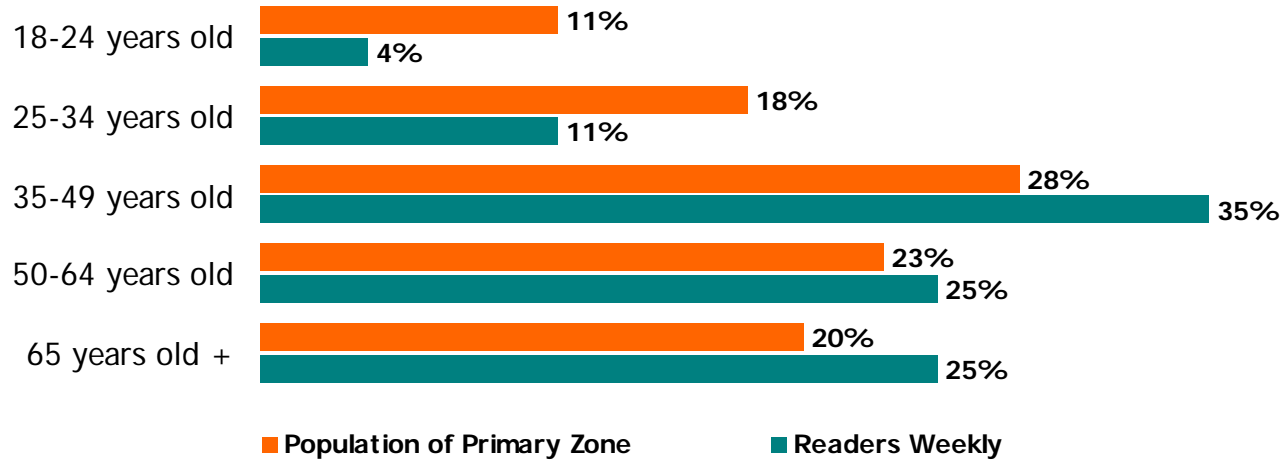
Has read or leafed through a weekly at least once in the last month.

GENDER (%)

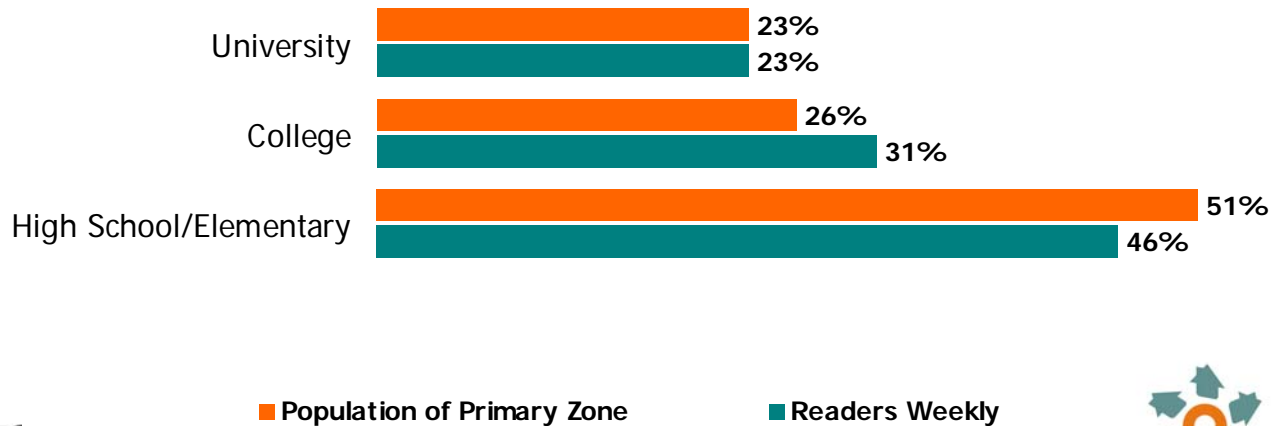


Age and Level of Education

AGE (%)

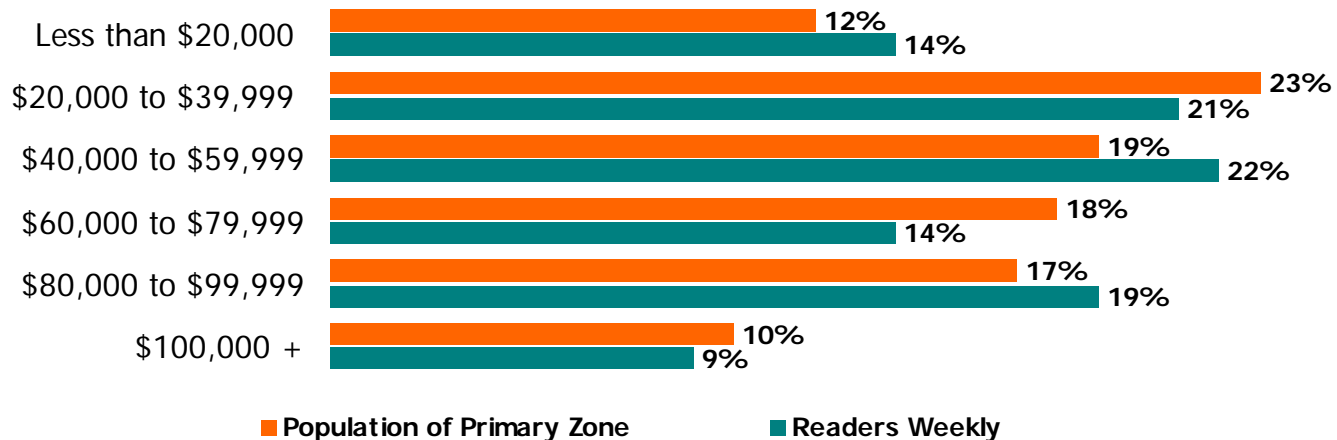


LEVEL OF EDUCATION (%)

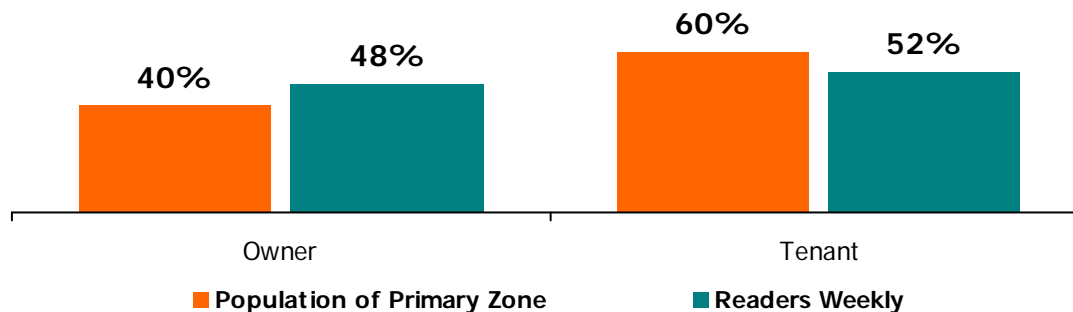


Household Income & Residence

HOUSEHOLD INCOME (%)



RESIDENCE (%) (Main and Secondary)



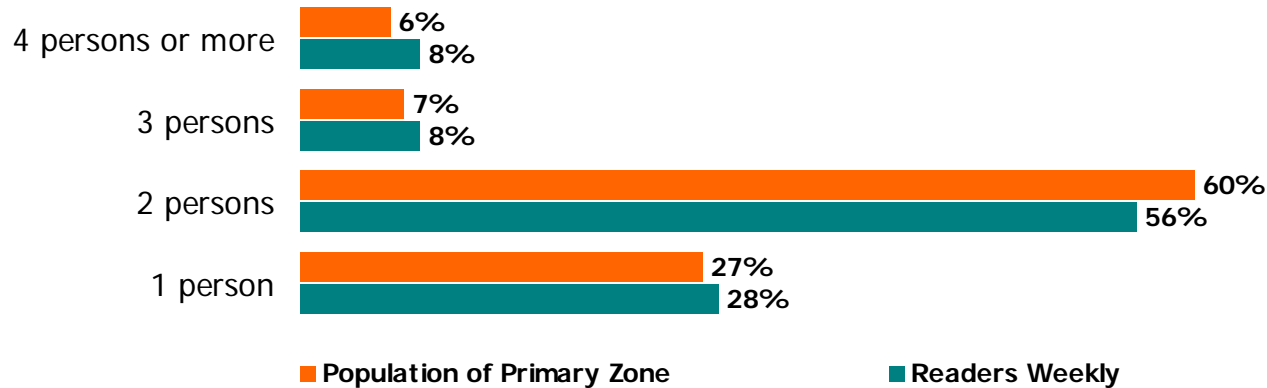
Occupational Status

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

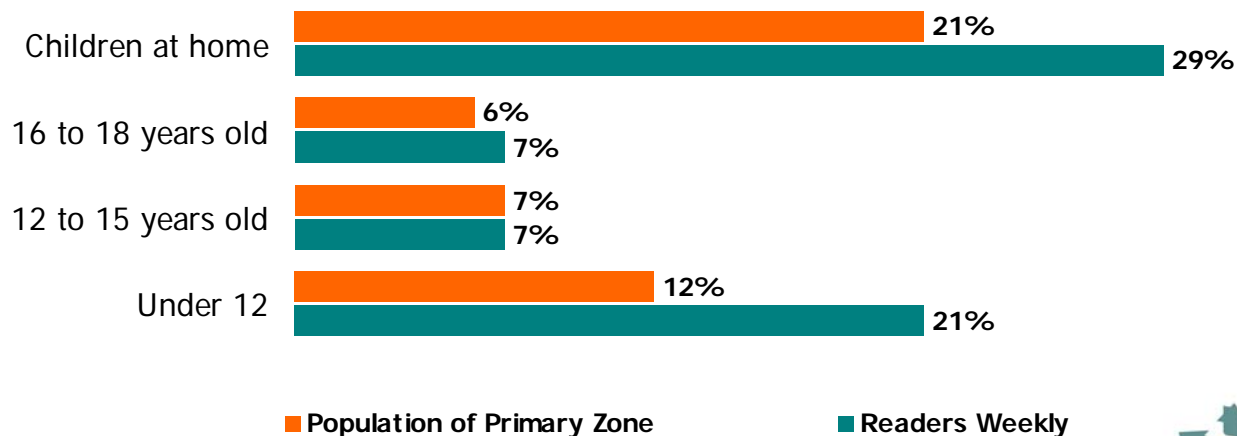
<u>Current Status of Employment</u>	%
Active	
• Full-time work	45%
• Part-time / seasonal work	9%
• Unemployment	4%
Inactive	
• At home full time / Temp. leave	2%
• Retiree	33%
• Student	4%
• Other	2%

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 24th to December 15th, 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