

CHRONICLE-JOURNAL READERSHIP

The Chronicle-Journal has more than double the weekday and Saturday readership of its nearest print competitor in Thunder Bay.

- 7-day cume:** 86% of adults read The Chronicle-Journal at least once a week compared to our nearest print competitor at 39%
- 5-day cume:** 80% of adults read The Chronicle-Journal at least once a week compared to our nearest print competitor at 39%
- Weekdays:** 55% of adults read The Chronicle-Journal each weekday
- Saturdays:** 64% of adults read Saturday's The Chronicle-Journal

CHRONICLE-JOURNAL READERSHIP BY AGE

	<u>Weekdays</u>	<u>Saturdays</u>	<u>5 Day Cume</u>	<u>6/7 Day Cume</u>
18+	56%	65%	82%	88%
18 - 34	39%	42%	75%	78%
35+	62%	74%	84%	91%

CHRONICLE-JOURNAL READERSHIP BY HOUSEHOLD INCOME

	<u>Saturday</u>	<u>5 Day Cume</u>	<u>6/7 Day Cume</u>
Under \$50,000	67%	82%	86%
Over \$50,000	64%	82%	88%

