# Report of a Door to Door Mail Questionaire, a FACT FINDING

# NEWSPAPER READERSHIP SURVEY of TORRANCE and LOMITA

— CONDUCTED FOR NATIONAL ADVERTISERS by the STATE WIDE

## CALIFORNIA NEWSPAPER ADVERTISING SERVICE

**THE QUESTION:** "What Newspapers Do You Read?" NEVER ☐ OCCASIONALLY ☐ REGULARLY ☐

### 9,000 HOMES
## TORRANCE

(Entire City Limits—Including Walteria, Riviera, Seaside, Kettler Knolls, and North Torrance)

***— The Ratio of Replies Showed:***

| | Never Read | Occasionally Read | Regularly Read |
|---|---|---|---|
| Torrance Herald | 432 | 990 | 6930 |
| Los Angeles Times | 927 | 3105 | 3510 |
| Torrance Press | 1530 | 2340 | 3150 |
| Los Angeles Examiner | 1620 | 3340 | 2610 |
| L. A. Herald-Express | 2970 | 1800 | 1080 |
| L. A. News | 3510 | 1080 | 1080 |
| L. B. Press-Telegram | 3340 | 2610 | 990 |
| Los Angeles Mirror | 2790 | 2430 | 810 |
| Lomita News | 3870 | 1260 | 324 |
| San Pedro News-Pilot | 4140 | 945 | 279 |
| Redondo Breeze | 4050 | 1215 | 189 |

(Certified Copy Available)

### 2,000 HOMES
## TORRANCE FRINGE

Shoestring, Keystone Area, East and North of City

***— The Ratio of Replies Showed:***

| | Never Read | Occasionally Read | Regularly Read |
|---|---|---|---|
| Torrance Herald | 380 | 200 | 1200 |
| Los Angeles Times | 250 | 620 | 666 |
| Los Angeles Examiner | 420 | 620 | 620 |
| Torrance Press | 500 | 420 | 420 |
| L. A. News | 780 | 200 | 380 |
| Los Angeles Mirror | 666 | 540 | 332 |
| Lomita News | 1000 | 82 | 332 |
| Redondo Breeze | 700 | 420 | 250 |
| L. B. Press-Telegram | 780 | 460 | 200 |
| San Pedro News-Pilot | 1040 | 122 | 162 |
| Lomita Progress | 1040 | 82 | 82 |
| L. A. Herald-Express | 750 | 540 | 82 |

(Certified Copy Available)

### 5,000 HOMES
## LOMITA

***— The Ratio of Replies Showed:***

| | Never Read | Occasionally Read | Regularly Read |
|---|---|---|---|
| Lomita News | 210 | 600 | 3650 |
| Los Angeles Times | 550 | 2100 | 1750 |
| Lomita Progress | 1800 | 1400 | 1750 |
| San Pedro News-Pilot | 1350 | 1650 | 1350 |
| Los Angeles Examiner | 1150 | 1950 | 1000 |
| L. A. News | 2350 | 900 | 750 |
| L. B. Press-Telegram | 1250 | 1750 | 750 |
| Torrance Herald | 2100 | 1150 | 455 |
| L. A. Herald-Express | 2600 | 600 | 420 |
| Torrance Press | 1650 | 1500 | 420 |
| Los Angeles Mirror | 2000 | 1350 | 165 |
| Redondo Breeze | 2950 | 165 | 85 |

(Certified Copy Available)

**FOR YOUR INFORMATION:**

The only circulation which is recognized by national advertisers and other big buyers of newspaper advertising is PAID CIRCULATION. This is the only guarantee of definite reader interest. Papers thrown on lawns, gutters, etc., have no assurance of being read. As this impartial survey so clearly shows, another Torrance paper claiming 13,500 throw-away circulation is actually read regularly in only 3150 homes in Torrance and 420 homes in Lomita.

# TORRANCE HERALD

**1619 GRAMERCY — — TORRANCE**

***Again Proof of Torrance Herald Unquestionable Leadership in Circulation and Results***