

# Crossroads This Week

**Publication:** Crossroads This Week

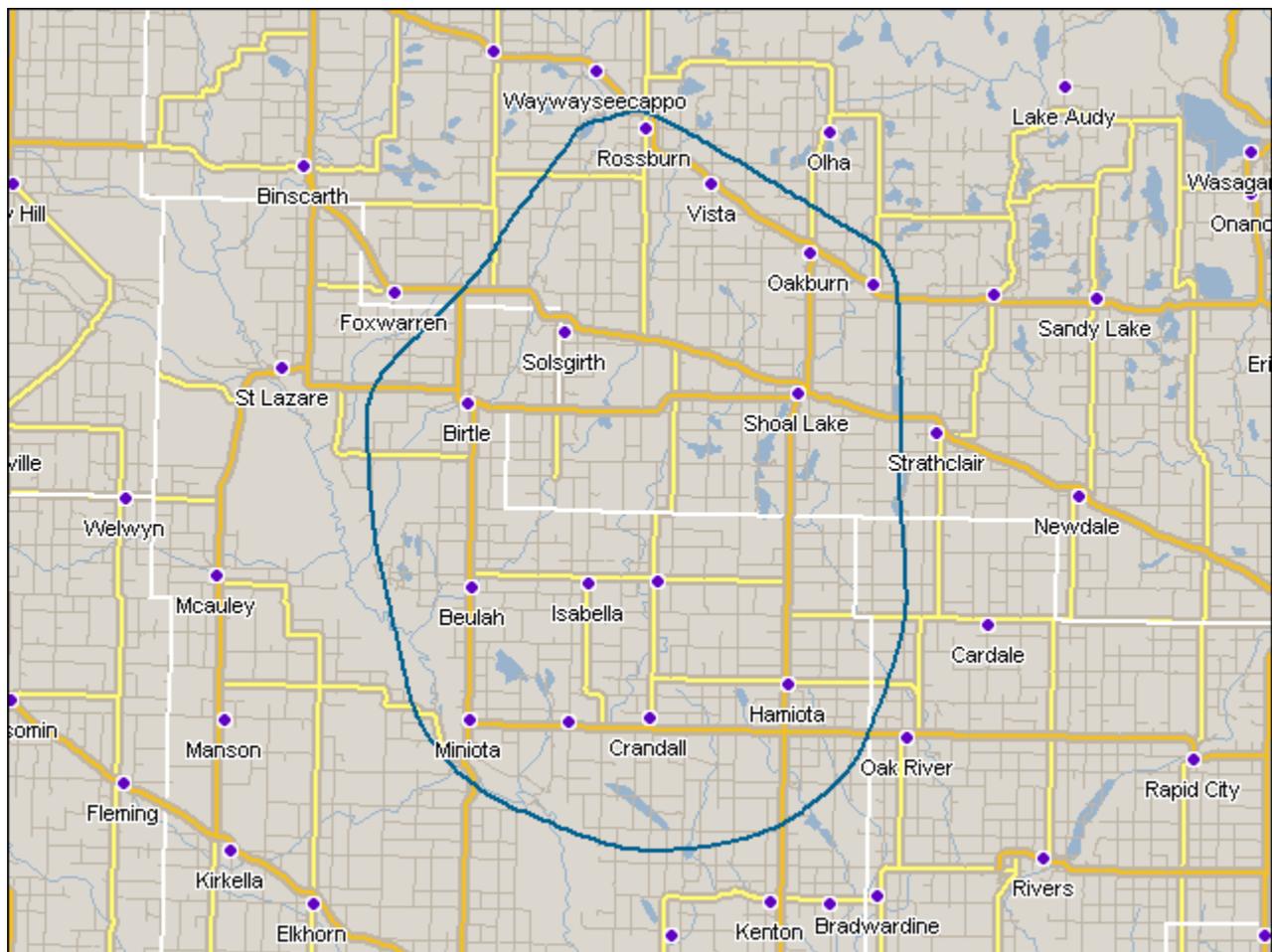
**Code:** 60005

**Market:** Shoal Lake/Rossburn, MB

**Population:** 4 208

**Publishing Day:** Saturday

**Source:** ComBase 2008/2009 Study

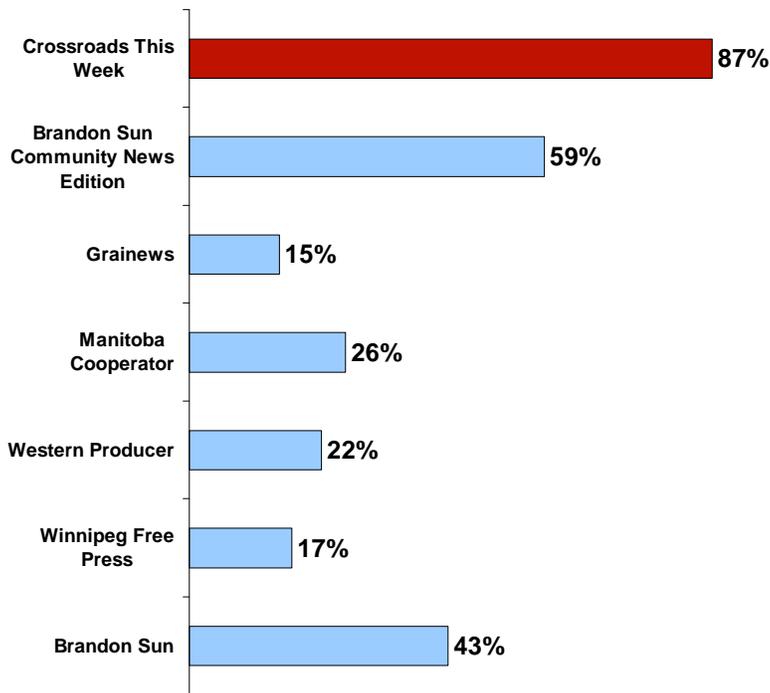


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

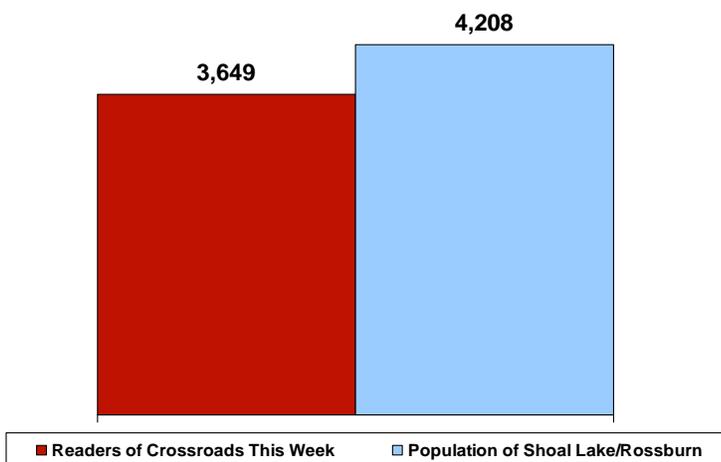
## NET READERSHIP\*

87% of Shoal Lake/Rosburn adults read any of the last 4 issues of Crossroads This Week.



## NET READERS

3,649 Shoal Lake/Rosburn adults read any of the last 4 issues of Crossroads This Week.



## NEWSPAPER READERSHIP

- 95% of Shoal Lake/Rosburn adults read any community newspaper.
- 48% of Shoal Lake/Rosburn adults read any daily newspaper.
- 48% of Shoal Lake/Rosburn adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Crossroads This Week

- 90% of females read Crossroads This Week.\*

#### GENDER

Male	84%
Female	90%

#### AGE

18-34 years old	84%
35-49 years old	92%
50+ years old	87%

#### EDUCATION

High School or less	89%
Tech. or College	90%
University +	76%

#### HOUSEHOLD INCOME

<\$30K	82%
\$30-49K	90%
>\$50K	87%

#### RESIDENCE

Own Residence	88%
Rent Residence	74%

#### FAMILY STATUS

With children	89%
Without children	86%

\* 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

## REASONS FOR READING COMMUNITY NEWSPAPERS

40% of Crossroads This Week readers said they read their community newspaper for advertising.

	Crossroads This Week Readers*	Community Newspaper Readers**
Editorial	32%	31%
Local News	89%	87%
Local Events	68%	64%
Classified	45%	45%
Real Estate	21%	20%
Jobs/Employment	19%	19%
Advertising	40%	37%
Flyers	23%	22%

\*read any of the last four issues of community newspaper  
 \*\* read any community newspaper

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

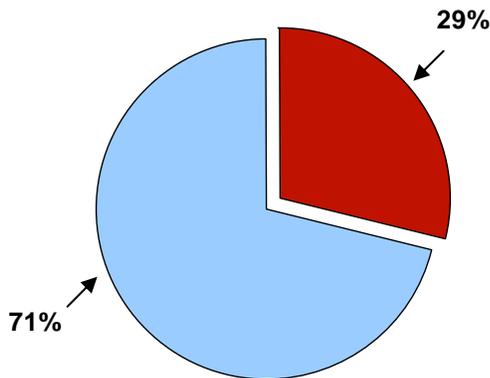
*(Read Always Or Sometimes)*

49% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	49%
Computer Hardware or Software	41%
Department Stores including Clothing	66%
Drug Store or Pharmacy	57%
Fast Food Restaurant	30%
Furniture or Appliances or Electronics	57%
Grocery Store	70%
Home Improvement Store	66%
Investment or Banking Services	23%
Telecommunication and Wireless Products	26%
Other Products or Services	57%

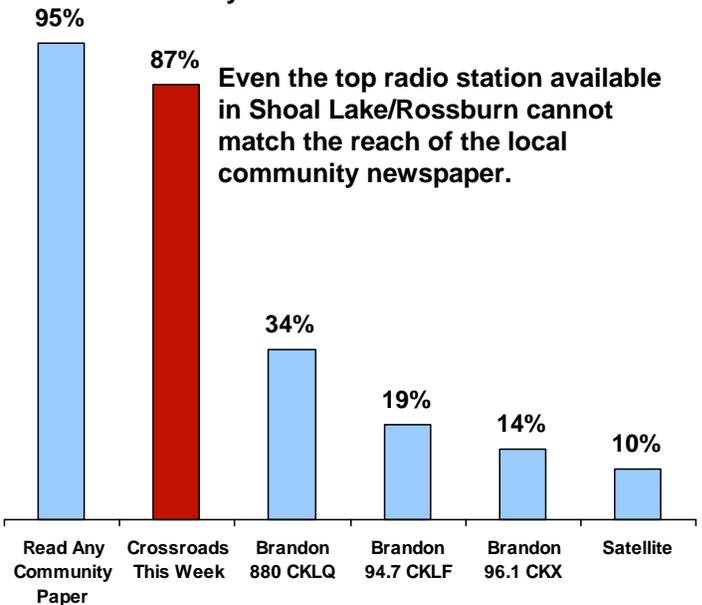
## COMMUNITY PRINT MEDIA VS. RADIO

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.



29% of Shoal Lake/Rosburn adults cannot be reached by commercial radio.

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



Source: ComBase 2008/2009