

Swan River Star & Times

Publication: Swan River Star & Times

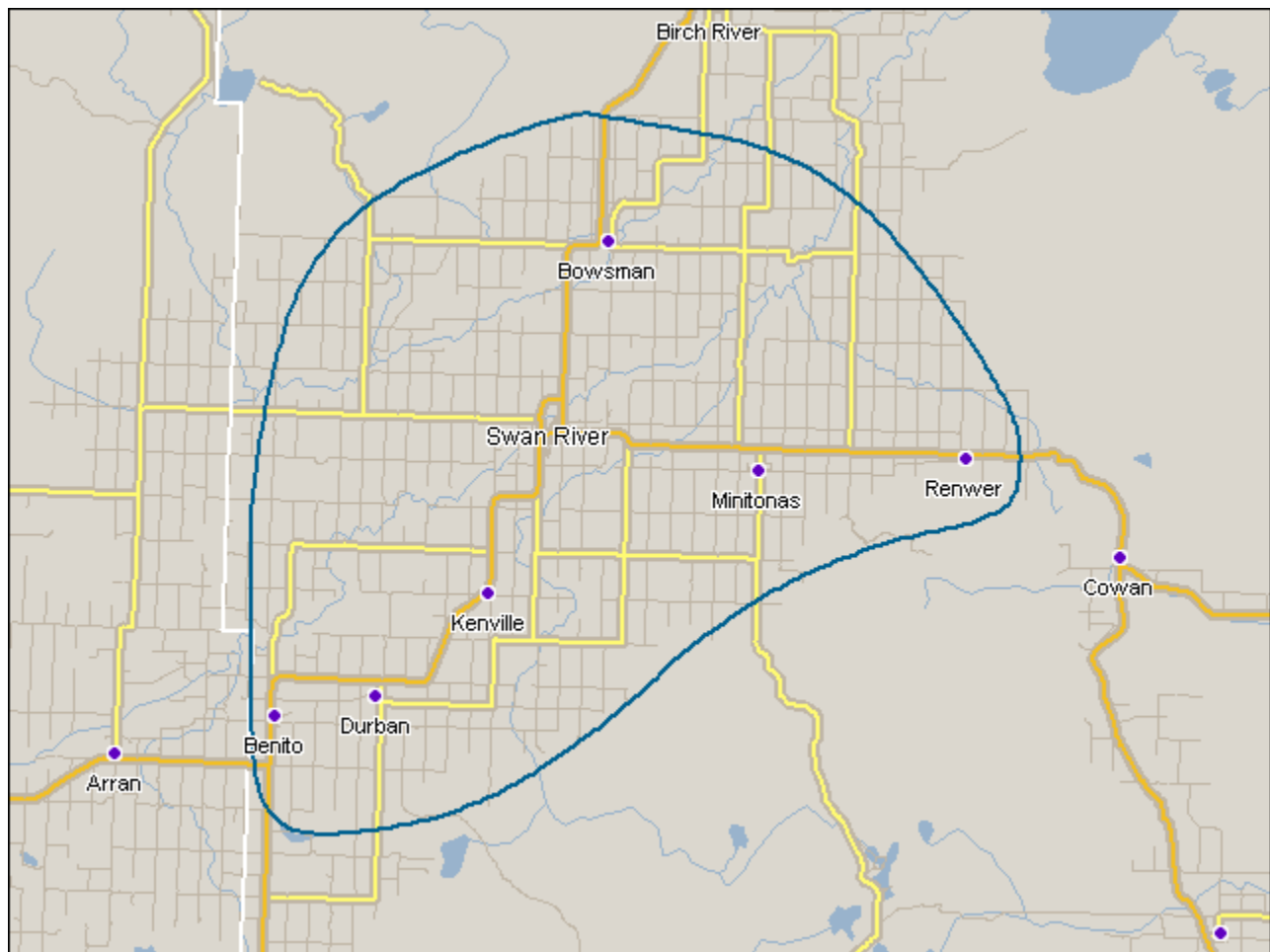
Code: 60016

Market: Swan Valley, MB

Population: 6 561

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

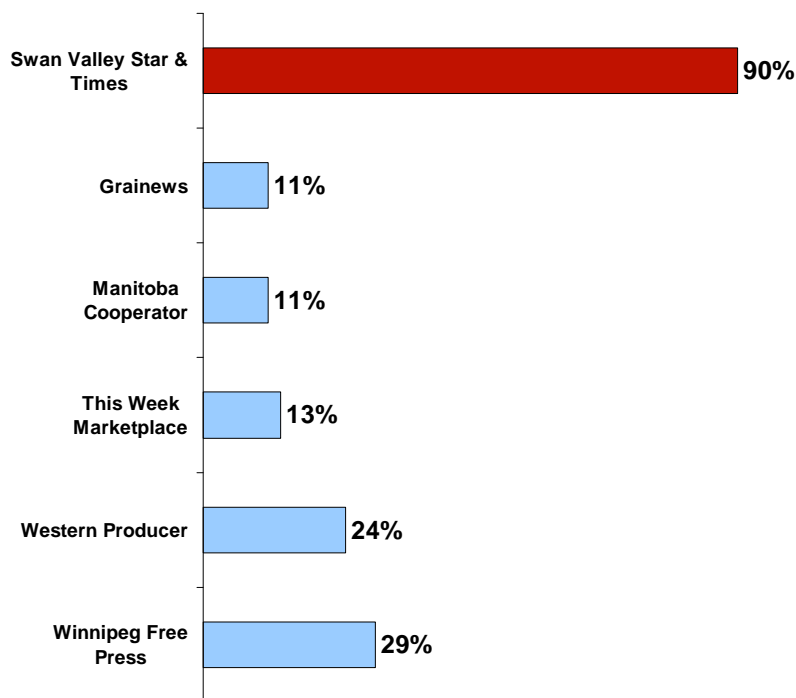


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

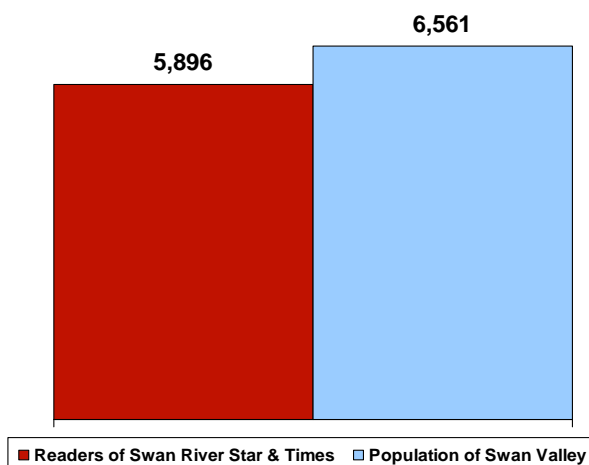
NET READERSHIP*

90% of Swan Valley adults read any of the last 4 issues of Swan River Star & Times.



NET READERS

5,896 Swan Valley adults read any of the last 4 issues of Swan River Star & Times.



NEWSPAPER READERSHIP

- 90% of Swan Valley adults read any community newspaper.
- 34% of Swan Valley adults read any daily newspaper.
- 58% of Swan Valley adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Swan River Star & Times

- 92% of females read Swan River Star & Times.*

GENDER

Male	87%
Female	92%

AGE

18-34 years old	82%
35-49 years old	87%
50+ years old	95%

EDUCATION

High School or less	91%
Tech. or College	94%
University +	85%

HOUSEHOLD INCOME

<\$30K	97%
\$30-49K	88%
>\$50K	90%

RESIDENCE

Own Residence	91%
Rent Residence	86%

FAMILY STATUS

With children	96%
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

46% of Swan River Star & Times readers said they read their community newspaper for advertising.

	Swan River Star & Times Readers*	Community Newspaper Readers**
Editorial	42%	42%
Local News	81%	81%
Local Events	62%	62%
Classified	52%	52%
Real Estate	22%	22%
Jobs/Employment	25%	25%
Advertising	46%	46%
Flyers	24%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

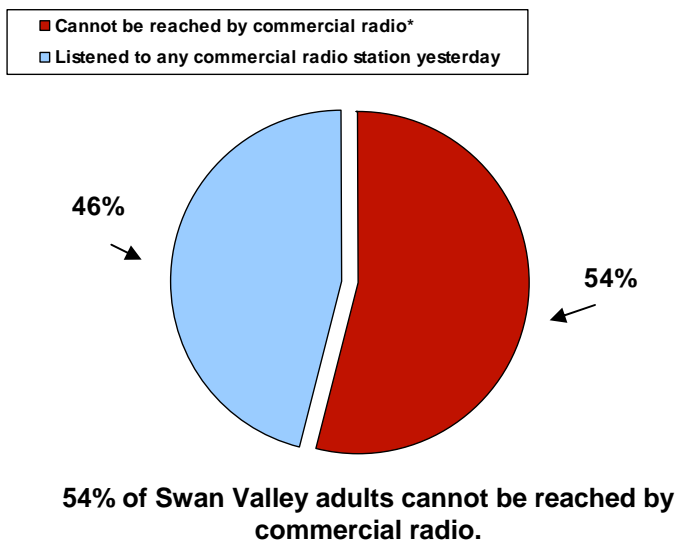
(Read Always Or Sometimes)

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

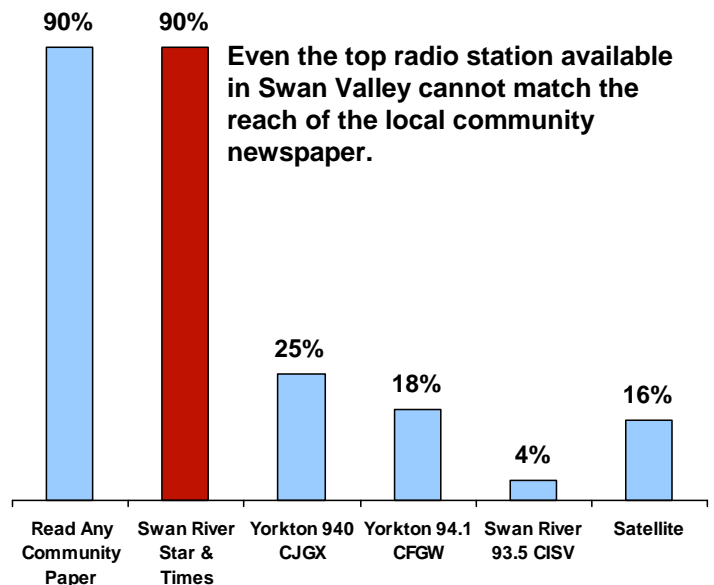
Automotive Supply or Service	47%
Computer Hardware or Software	43%
Department Stores including Clothing	67%
Drug Store or Pharmacy	66%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	65%
Grocery Store	86%
Home Improvement Store	71%
Investment or Banking Services	33%
Telecommunication and Wireless Products	35%
Other Products or Services	63%

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.



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



Source: ComBase 2008/2009