

# Central Plains Herald-Leader

**Publication:** Central Plains Herald-Leader

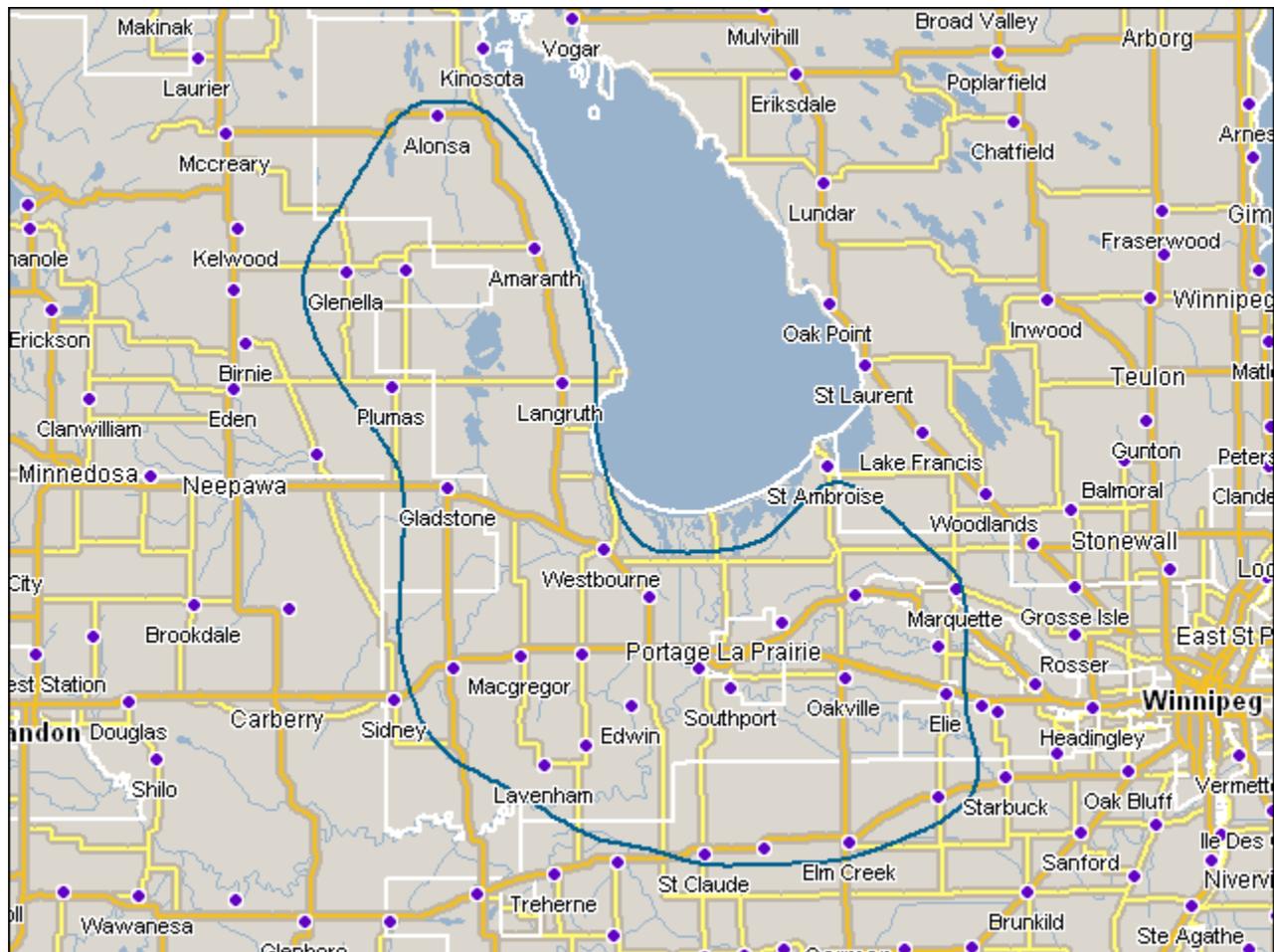
**Code:** 60046

**Market:** Portage La Prairie, MB

**Population:** 25 385

**Publishing Day:** Saturday

**Source:** ComBase 2008/2009 Study

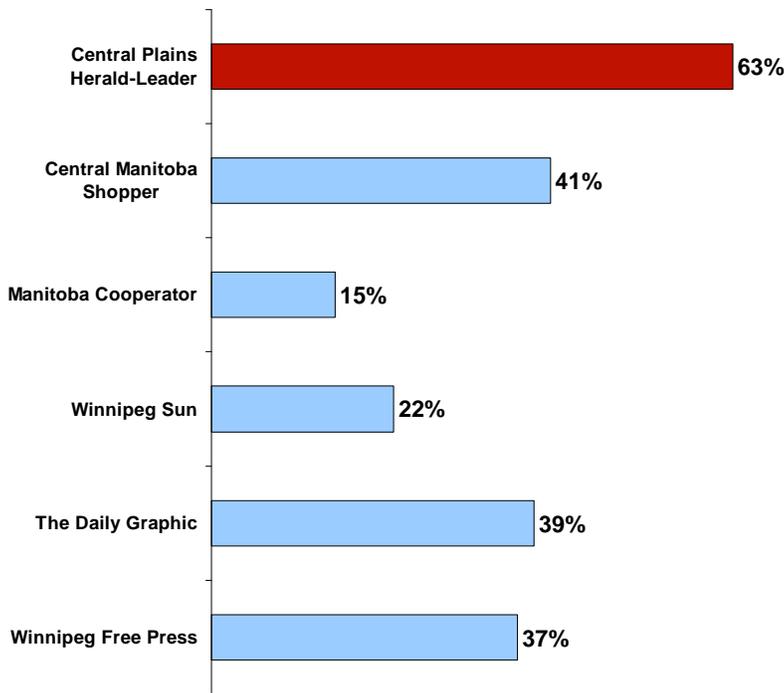


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

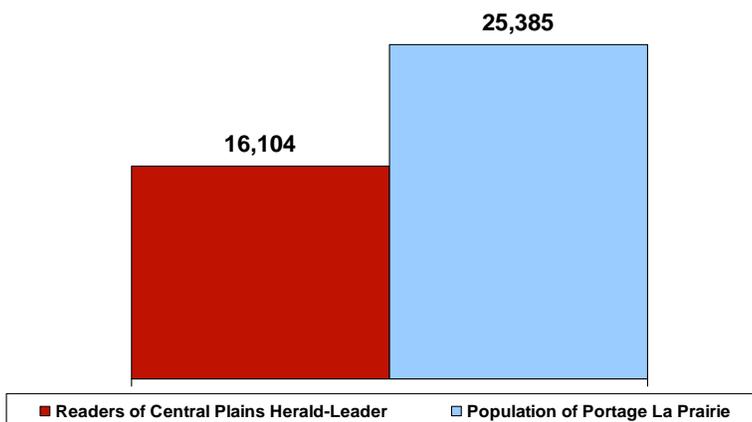
## NET READERSHIP\*

63% of Portage La Prairie adults read any of the last 4 issues of Central Plains Herald-Leader.



## NET READERS

16,104 Portage La Prairie adults read any of the last 4 issues of Central Plains Herald-Leader.



## NEWSPAPER READERSHIP

- 77% of Portage La Prairie adults read any community newspaper.
- 64% of Portage La Prairie adults read any daily newspaper.
- 25% of Portage La Prairie adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Central Plains Herald-Leader

- 73% of females read Central Plains Herald-Leader.\*

### GENDER

Male	53%
Female	73%

### AGE

18-34 years old	42%
35-49 years old	81%
50+ years old	61%

### EDUCATION

High School or less	53%
Tech. or College	77%
University +	85%

### HOUSEHOLD INCOME

<\$30K	40%
\$30-49K	61%
>\$50K	79%

### RESIDENCE

Own Residence	64%
Rent Residence	60%

### FAMILY STATUS

With children	74%
Without children	53%

\* 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

31% of Central Plains Herald-Leader readers said they read their community newspaper for advertising.

	Central Plains Herald-Leader Readers*	Community Newspaper Readers**
Editorial	30%	30%
Local News	89%	87%
Local Events	59%	60%
Classified	42%	43%
Real Estate	18%	17%
Jobs/Employment	19%	18%
Advertising	31%	29%
Flyers	30%	32%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

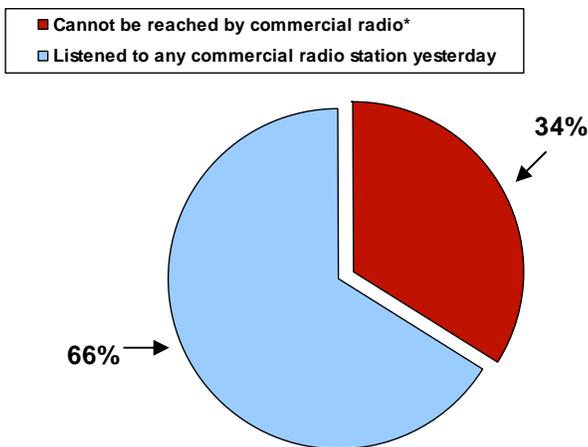
*(Read Always Or Sometimes)*

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	35%
Department Stores including Clothing	72%
Drug Store or Pharmacy	56%
Fast Food Restaurant	50%
Furniture or Appliances or Electronics	67%
Grocery Store	77%
Home Improvement Store	71%
Investment or Banking Services	27%
Telecommunication and Wireless Products	33%
Other Products or Services	60%

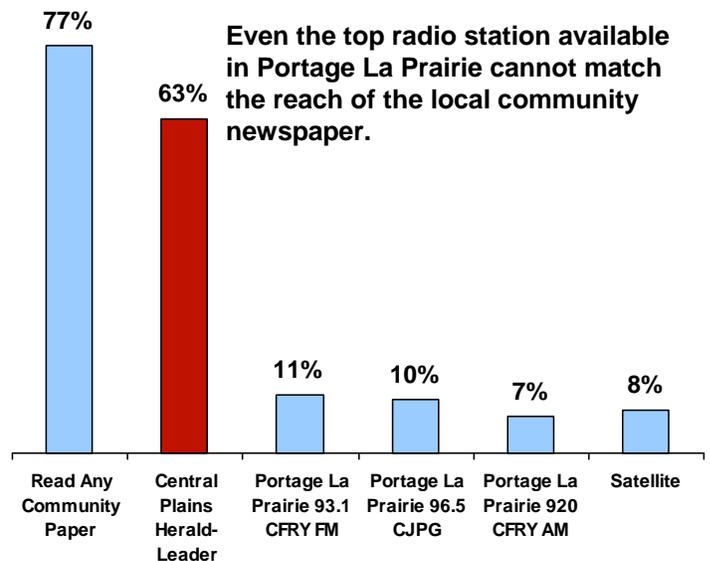
## COMMUNITY PRINT MEDIA VS. RADIO

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.



34% of Portage La Prairie adults cannot be reached by commercial radio.

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



Source: ComBase 2008/2009