

The Interlake Spectator

Publication: Interlake Spectator

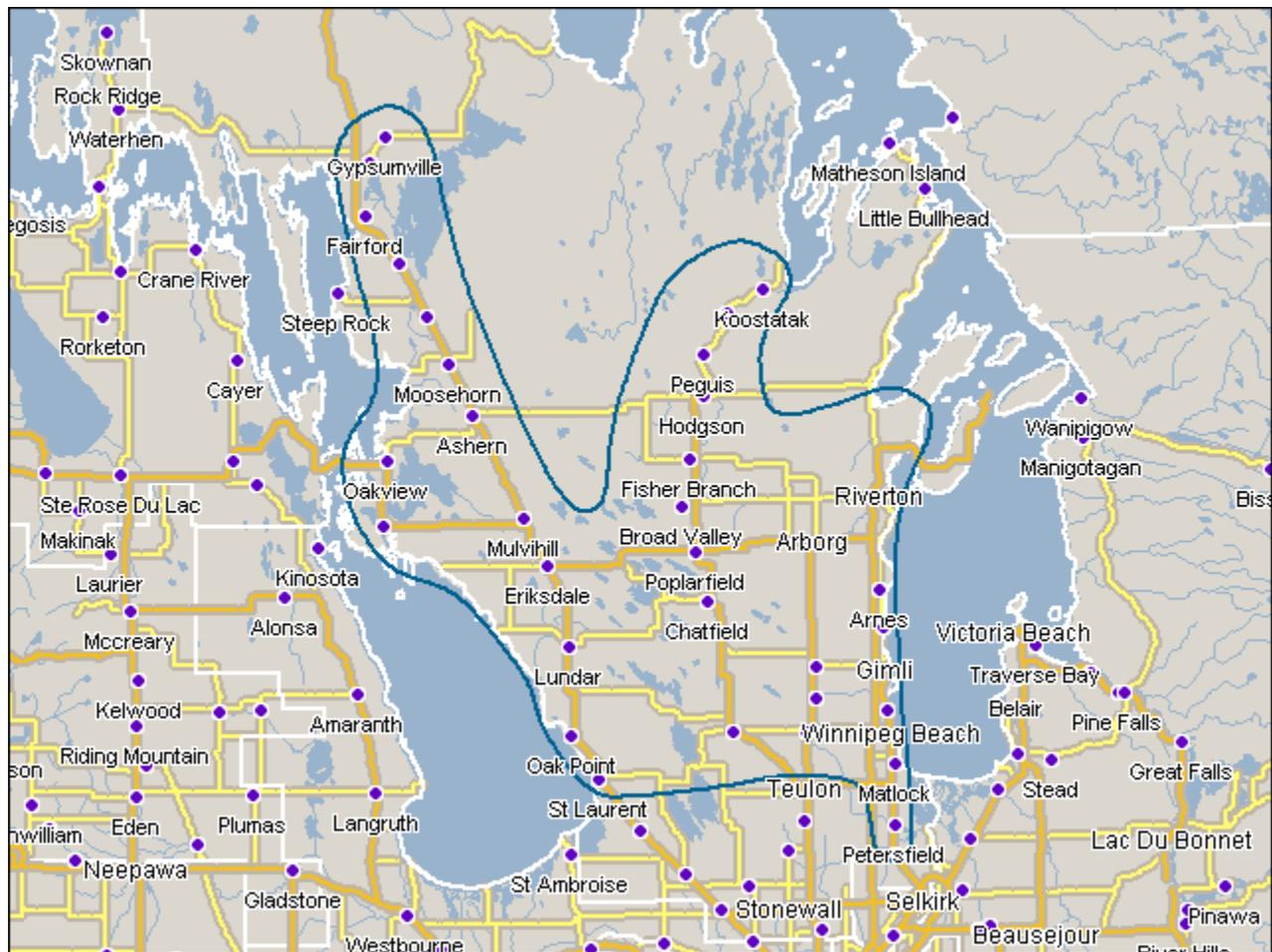
Code: 60032

Market: Gimli, MB

Population: 23 497

Publishing Day: Friday

Source: ComBase 2008/2009 Study

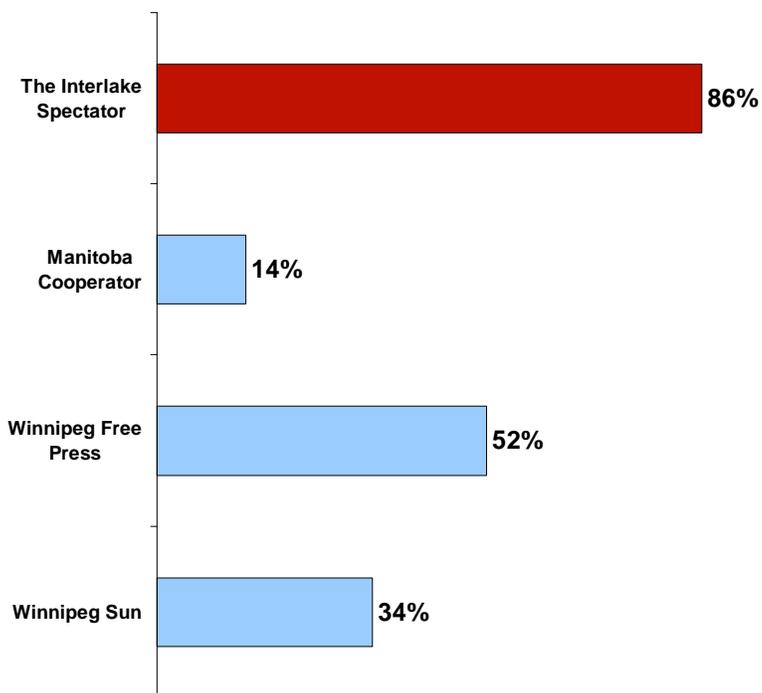


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

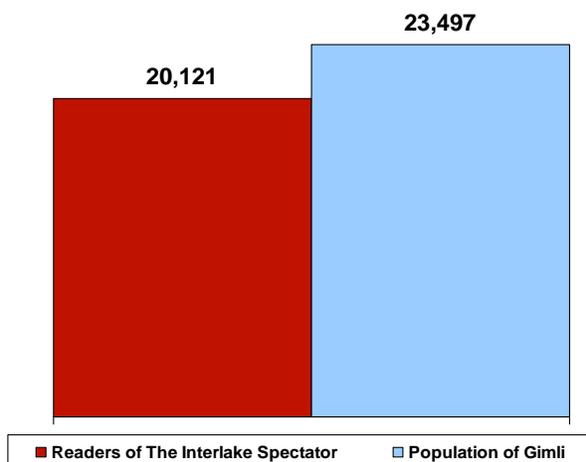
NET READERSHIP*

86% of Gimli adults read any of the last 4 issues of The Interlake Spectator.



NET READERS

20,121 Gimli adults read any of the last 4 issues of The Interlake Spectator.



NEWSPAPER READERSHIP

- 87% of Gimli adults read any community newspaper.
- 65% of Gimli adults read any daily newspaper.
- 30% of Gimli adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The Interlake Spectator

- 87% of females read The Interlake Spectator.*

GENDER

Male	84%
Female	87%

AGE

18-34 years old	64%
35-49 years old	92%
50+ years old	88%

EDUCATION

High School or less	86%
Tech. or College	92%
University +	76%

HOUSEHOLD INCOME

<\$30K	89%
\$30-49K	86%
>\$50K	89%

RESIDENCE

Own Residence	85%
Rent Residence	92%

FAMILY STATUS

With children	88%
Without children	84%

* 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 The Interlake Spectator readers said they read their community newspaper for advertising.

	The Interlake Spectator Readers*	Community Newspaper Readers**
Editorial	40%	40%
Local News	80%	80%
Local Events	58%	58%
Classified	46%	46%
Real Estate	21%	21%
Jobs/Employment	23%	23%
Advertising	40%	40%
Flyers	30%	30%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

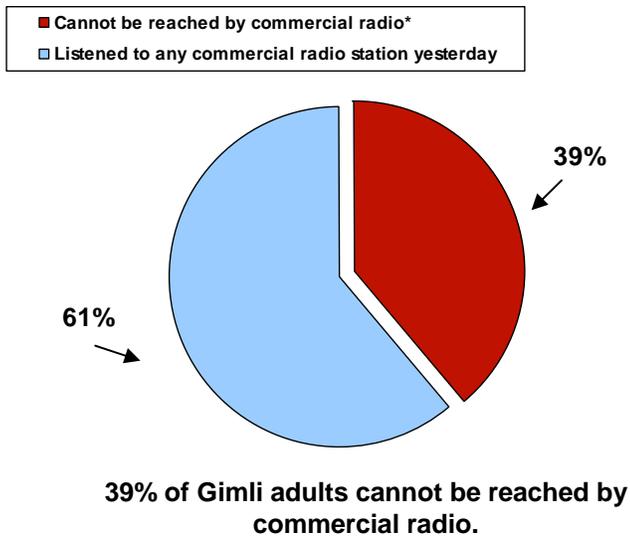
(Read Always Or Sometimes)

52% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

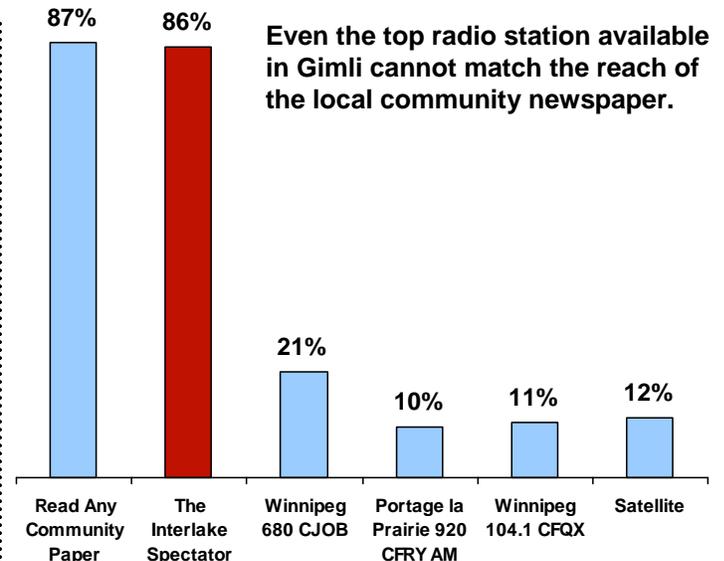
Automotive Supply or Service	52%
Computer Hardware or Software	41%
Department Stores including Clothing	68%
Drug Store or Pharmacy	62%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	68%
Grocery Store	76%
Home Improvement Store	77%
Investment or Banking Services	31%
Telecommunication and Wireless Products	38%
Other Products or Services	62%

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