

The Minnedosa Tribune

Publication: The Minnedosa Tribune

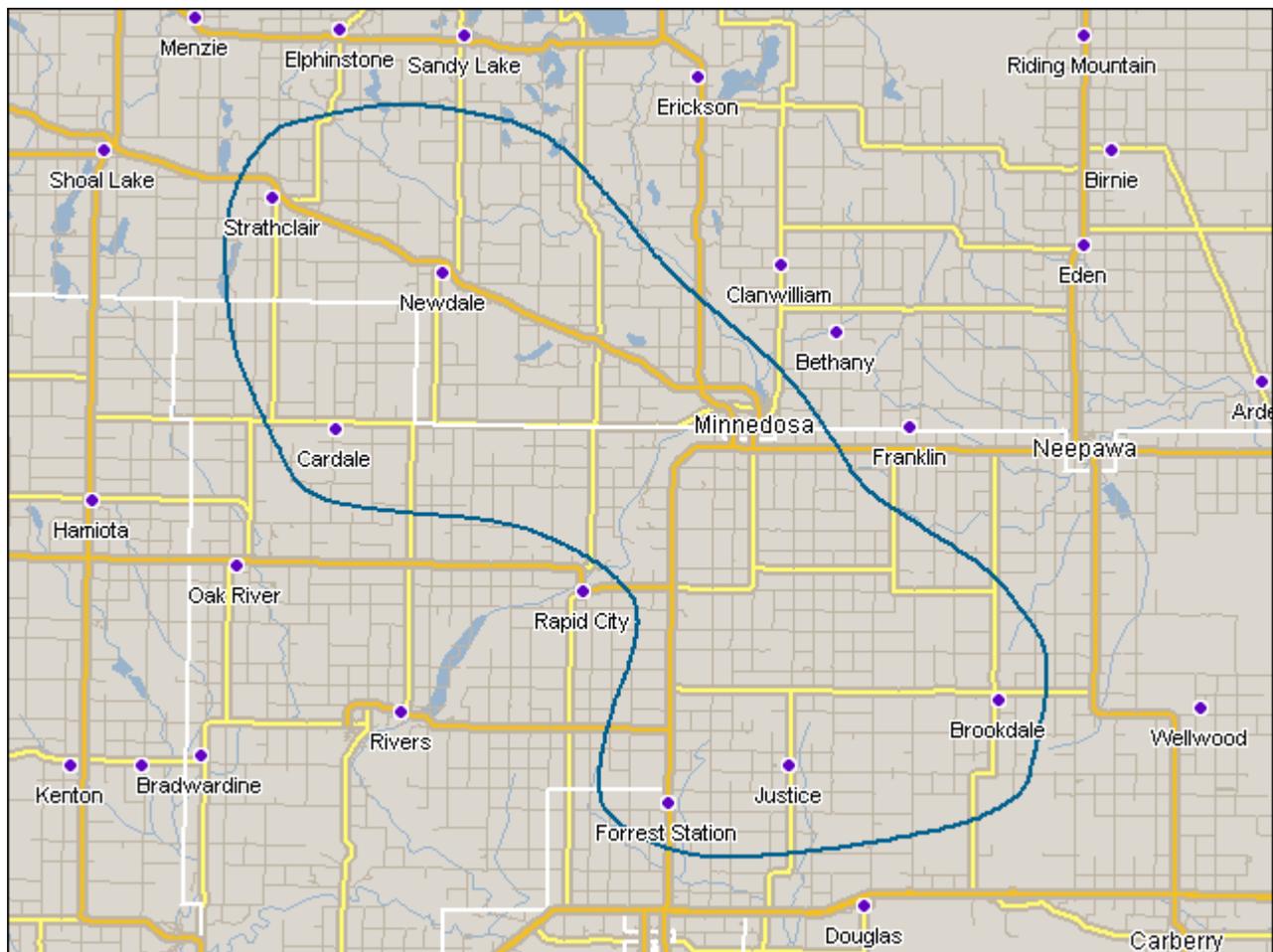
Code: 60018

Market: Minnedosa, MB

Population: 4 215

Publishing Day: Monday

Source: ComBase 2008/2009 Study

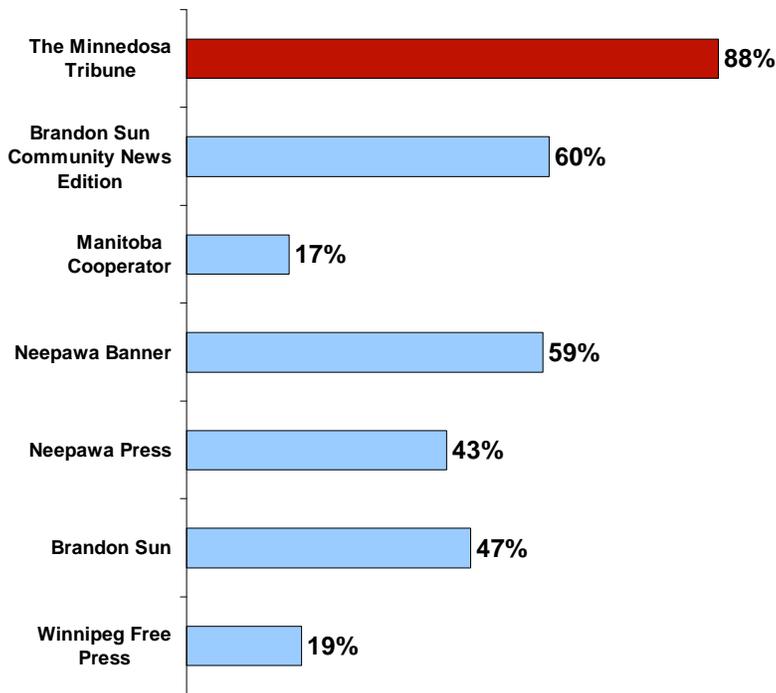


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

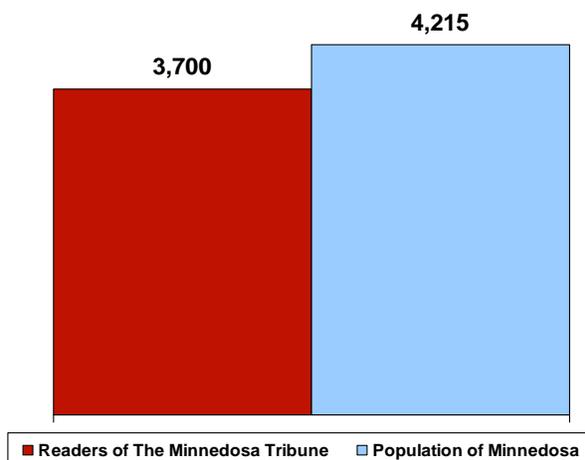
NET READERSHIP*

88% of Minnedosa adults read any of the last 4 issues of The Minnedosa Tribune.



NET READERS

3,700 Minnedosa adults read any of the last 4 issues of The Minnedosa Tribune.



NEWSPAPER READERSHIP

- 94% of Minnedosa adults read any community newspaper.
- 54% of Minnedosa adults read any daily newspaper.
- 42% of Minnedosa adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The Minnedosa Tribune

- 89% of females read The Minnedosa Tribune.*

GENDER

Male	86%
Female	89%

AGE

18-34 years old	94%
35-49 years old	86%
50+ years old	87%

EDUCATION

High School or less	82%
Tech. or College	87%
University +	100%

HOUSEHOLD INCOME

<\$30K	83%
\$30-49K	82%
>\$50K	89%

RESIDENCE

Own Residence	89%
Rent Residence	72%

FAMILY STATUS

With children	91%
Without children	85%

* 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

32% of The Minnedosa Tribune readers said they read their community newspaper for advertising.

	Minnedosa Tribune Readers*	Community Newspaper Readers**
Editorial	35%	35%
Local News	88%	87%
Local Events	62%	62%
Classified	41%	38%
Real Estate	14%	14%
Jobs/Employment	24%	24%
Advertising	32%	32%
Flyers	26%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

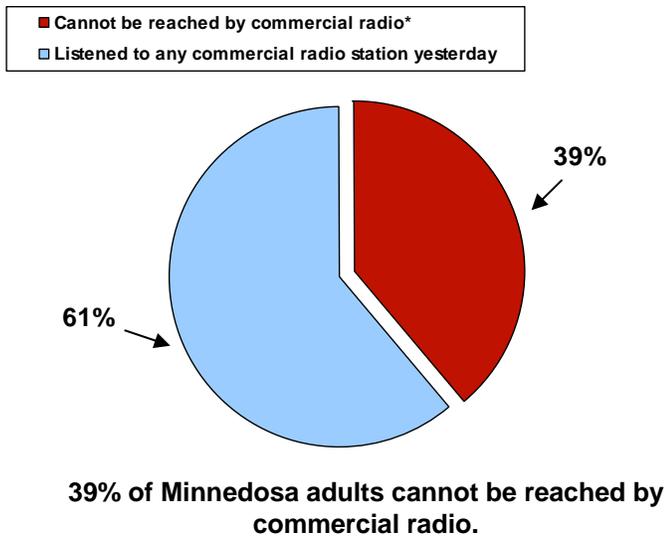
(Read Always Or Sometimes)

43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

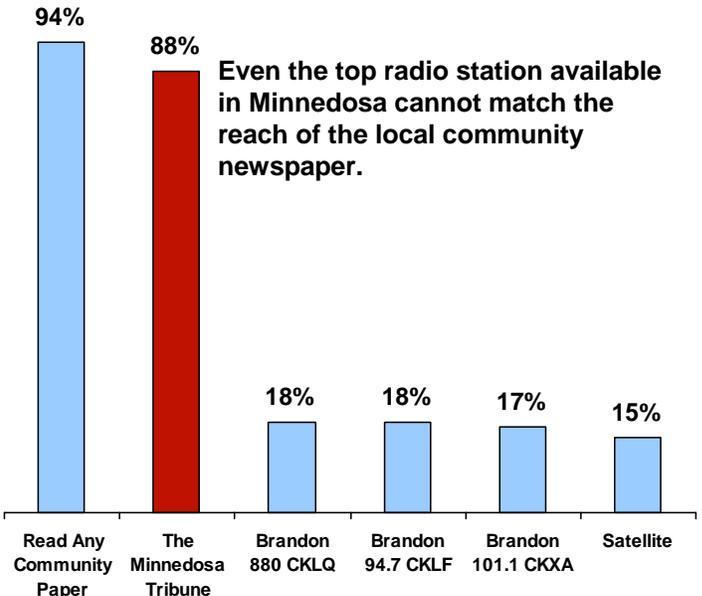
Automotive Supply or Service	43%
Computer Hardware or Software	45%
Department Stores including Clothing	67%
Drug Store or Pharmacy	67%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	67%
Grocery Store	75%
Home Improvement Store	73%
Investment or Banking Services	28%
Telecommunication and Wireless Products	32%
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