

Stonewall Argus and Teulon Times

Publication: Stonewall Argus and Teulon Times

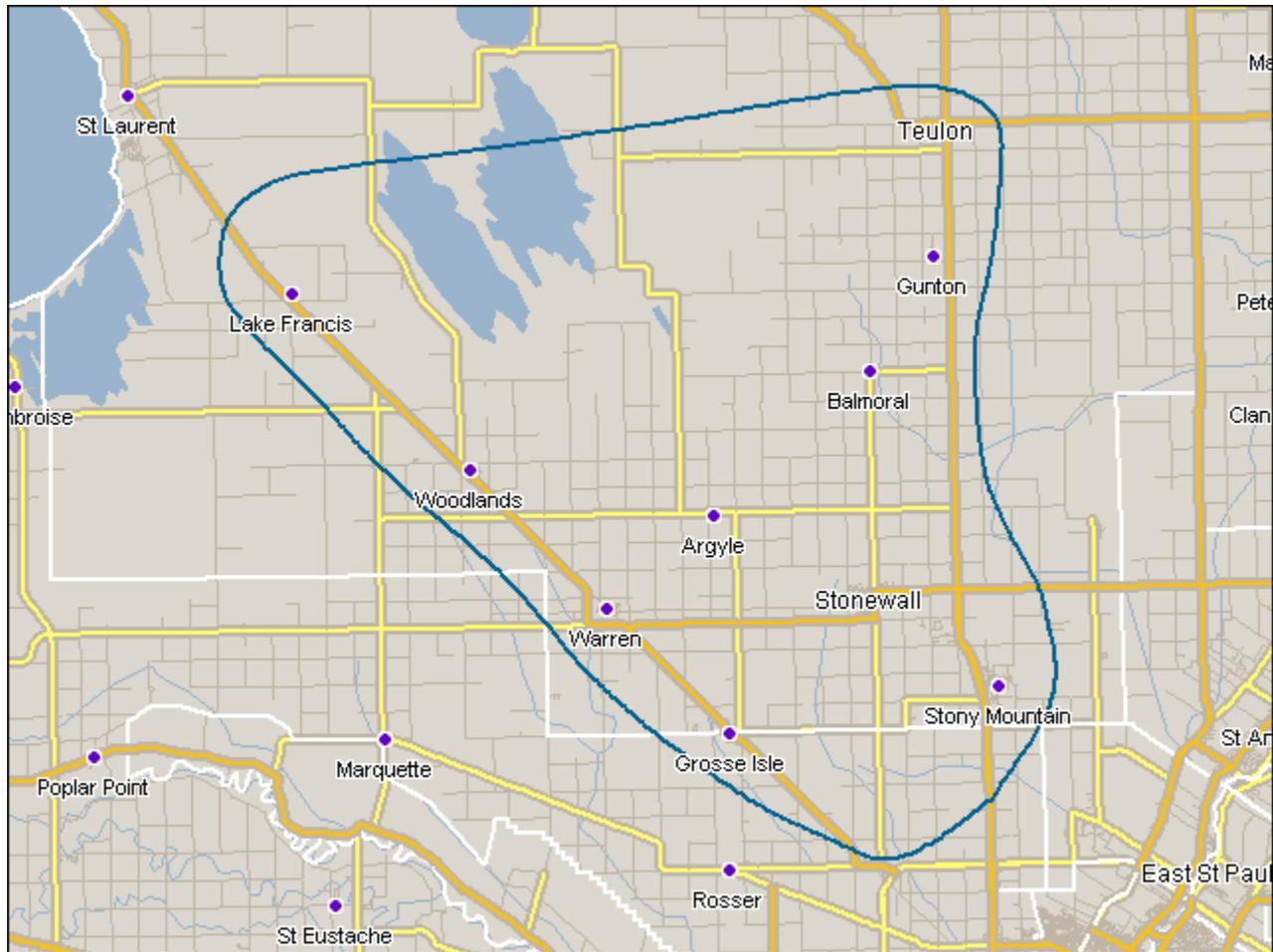
Code: 60024

Market: Stonewall, MB

Population: 11 475

Publishing Day: Friday

Source: ComBase 2008/2009 Study

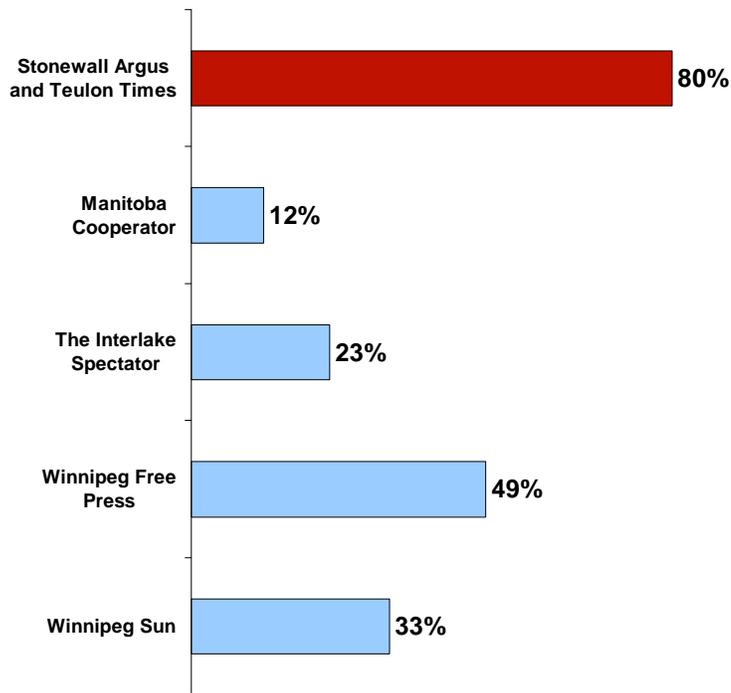


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

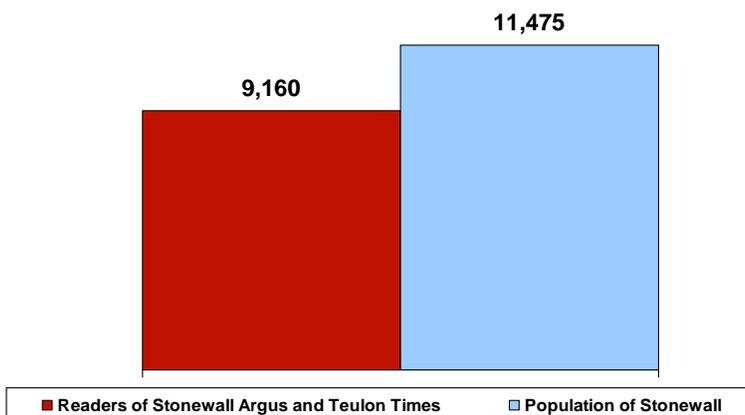
NET READERSHIP*

80% of Stonewall adults read any of the last 4 issues of Stonewall Argus and Teulon Times.



NET READERS

9,160 Stonewall adults read any of the last 4 issues of Stonewall Argus and Teulon Times.



NEWSPAPER READERSHIP

- 86% of Stonewall adults read any community newspaper.
- 64% of Stonewall adults read any daily newspaper.
- 33% of Stonewall adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Stonewall Argus and Teulon Times

- 80% of females read Stonewall Argus and Teulon Times.*

GENDER

Male	79%
Female	80%

AGE

18-34 years old	73%
35-49 years old	78%
50+ years old	85%

EDUCATION

High School or less	75%
Tech. or College	87%
University +	85%

HOUSEHOLD INCOME

<\$30K	81%
\$30-49K	89%
>\$50K	77%

RESIDENCE

Own Residence	81%
Rent Residence	72%

FAMILY STATUS

With children	77%
Without children	82%

* 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

29% of Stonewall Argus and Teulon Times readers said they read their community newspaper for advertising.

	Stonewall Argus and Teulon Times Readers*	Community Newspaper Readers**
Editorial	25%	25%
Local News	81%	80%
Local Events	59%	58%
Classified	37%	37%
Real Estate	21%	20%
Jobs/Employment	22%	21%
Advertising	29%	28%
Flyers	24%	23%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

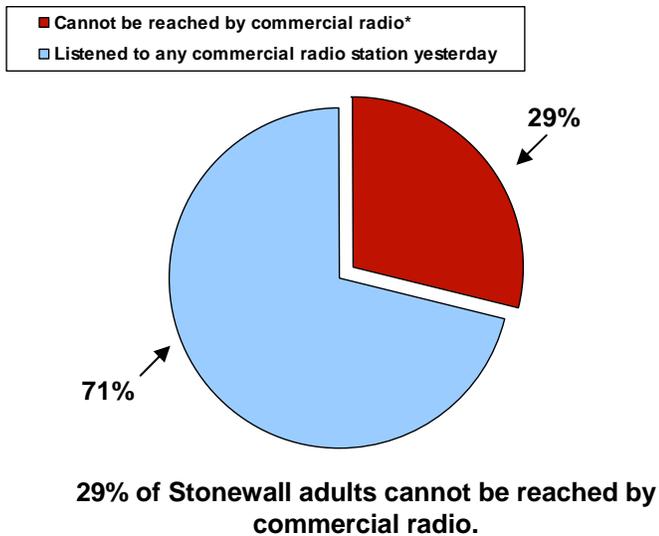
(Read Always Or Sometimes)

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

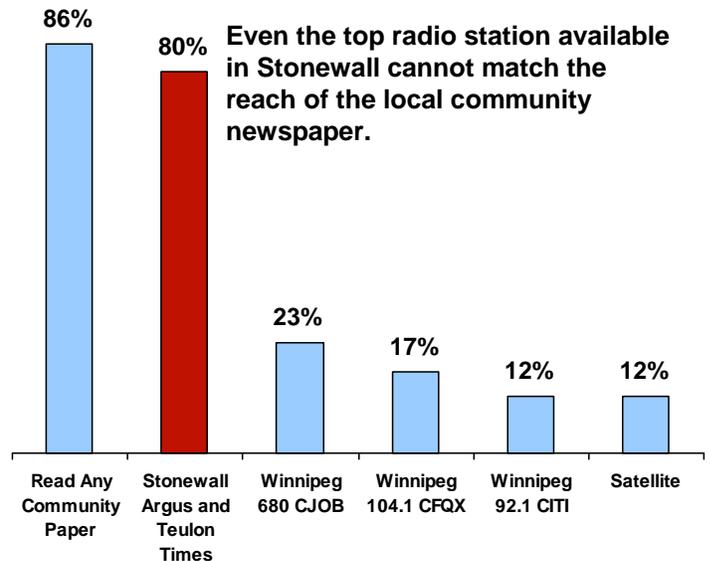
Automotive Supply or Service	52%
Computer Hardware or Software	49%
Department Stores including Clothing	78%
Drug Store or Pharmacy	70%
Fast Food Restaurant	53%
Furniture or Appliances or Electronics	74%
Grocery Store	83%
Home Improvement Store	77%
Investment or Banking Services	37%
Telecommunication and Wireless Products	39%
Other Products or Services	71%

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