

Opasquia Times

Publication: Opasquia Times

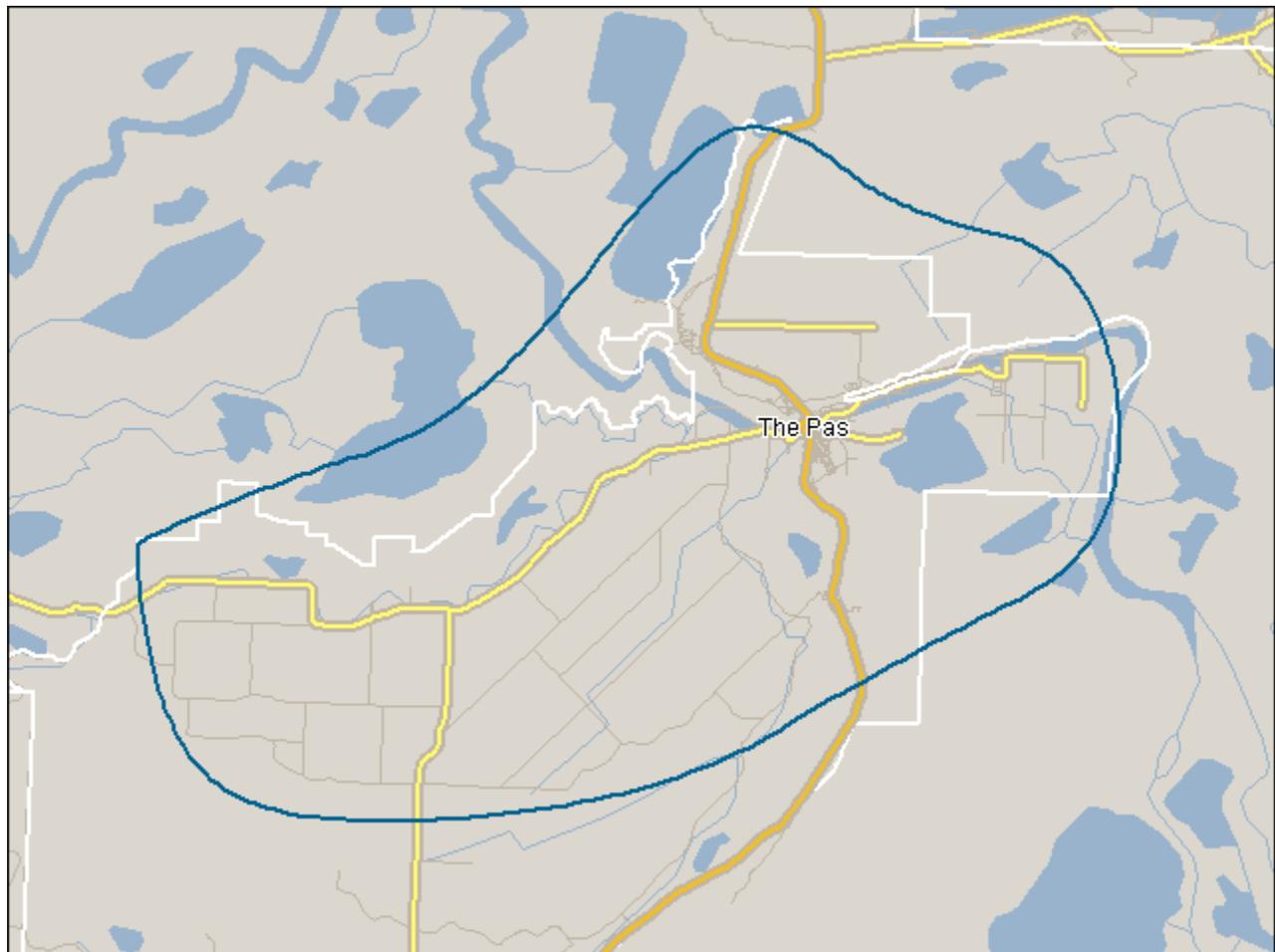
Code: 60002

Market: The Pas, MB

Population: 6 141

Publishing Days: Wednesday, Friday

Source: ComBase 2008/2009 Study

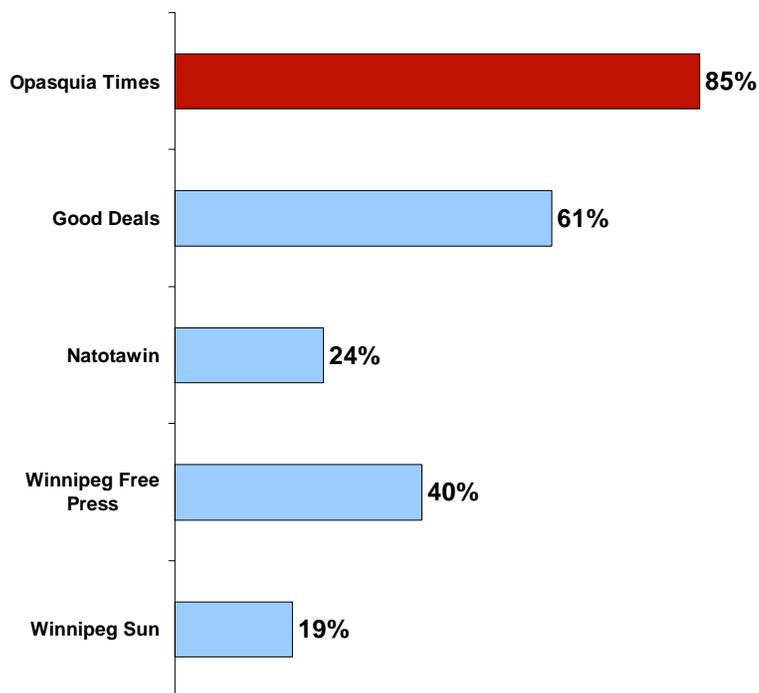


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

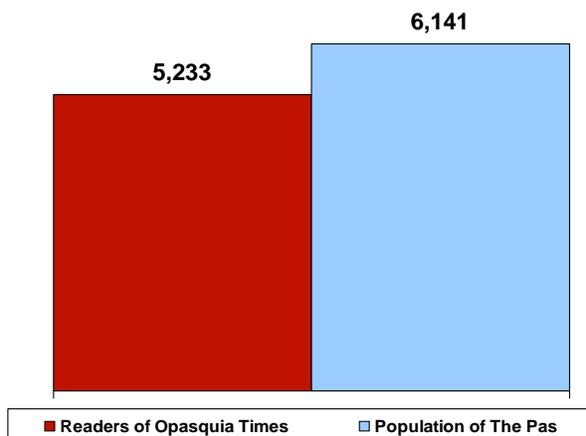
NET READERSHIP*

85% of The Pas adults read any of the last 4 issues of Opasquia Times.



NET READERS

5,233 The Pas adults read any of the last 4 issues of Opasquia Times.



NEWSPAPER READERSHIP

- 90% of The Pas adults read any community newspaper.
- 48% of The Pas adults read any daily newspaper.
- 43% of The Pas adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Opasquia Times

- 86% of females read Opasquia Times.*

GENDER

Male	85%
Female	86%

AGE

18-34 years old	81%
35-49 years old	90%
50+ years old	83%

EDUCATION

High School or less	80%
Tech. or College	87%
University +	93%

HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	85%
>\$50K	93%

RESIDENCE

Own Residence	88%
Rent Residence	74%

FAMILY STATUS

With children	88%
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

32% of Opasquia Times readers said they read their community newspaper for advertising.

	Opasquia Times Readers*	Community Newspaper Readers**
Editorial	25%	24%
Local News	81%	79%
Local Events	60%	59%
Classified	45%	45%
Real Estate	24%	23%
Jobs/Employment	29%	29%
Advertising	32%	30%
Flyers	36%	35%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

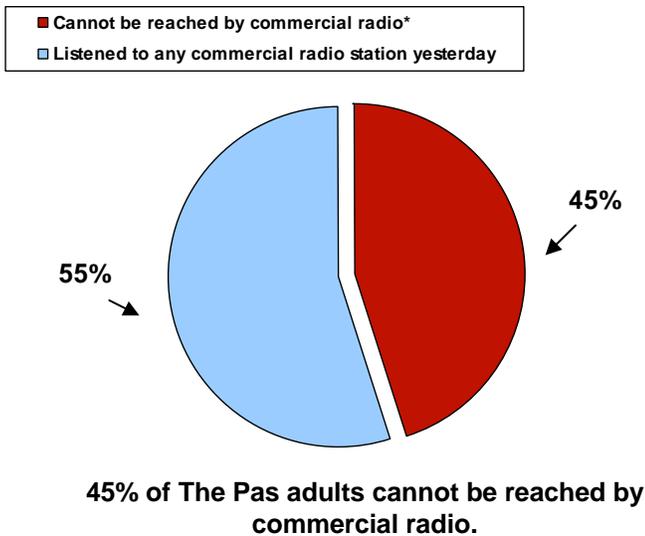
(Read Always Or Sometimes)

44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

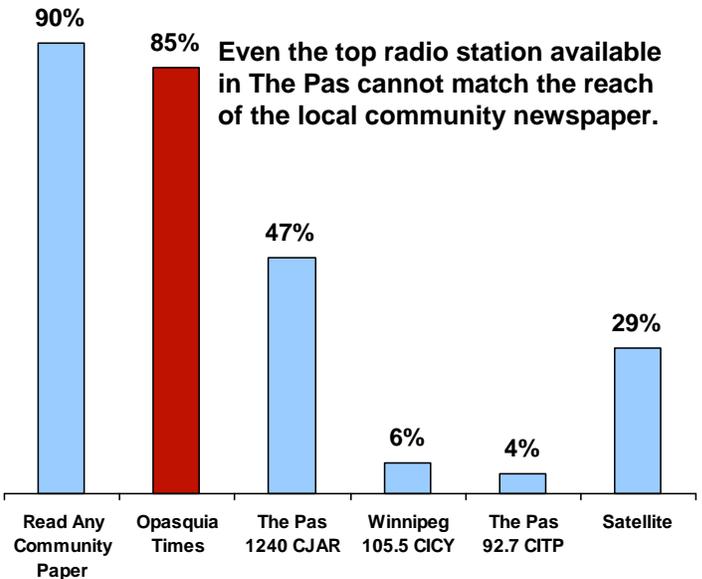
Automotive Supply or Service	44%
Computer Hardware or Software	48%
Department Stores including Clothing	69%
Drug Store or Pharmacy	59%
Fast Food Restaurant	53%
Furniture or Appliances or Electronics	72%
Grocery Store	84%
Home Improvement Store	71%
Investment or Banking Services	34%
Telecommunication and Wireless Products	36%
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.



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



Source: ComBase 2008/2009