

The Times

Publication: The Times

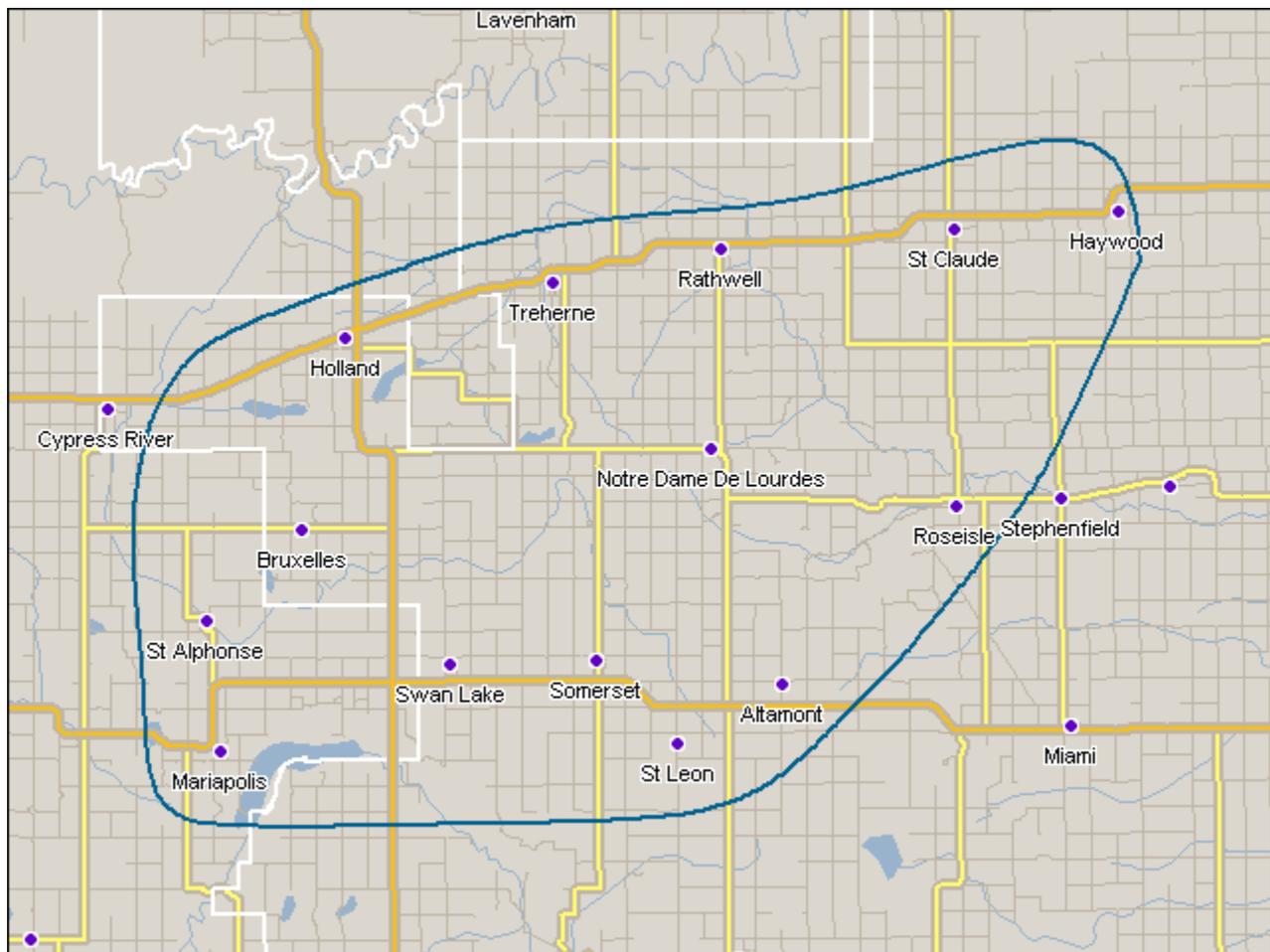
Code: 60010

Market: Treherne, MB

Population: 5 173

Publishing Day: Monday

Source: ComBase 2008/2009 Study

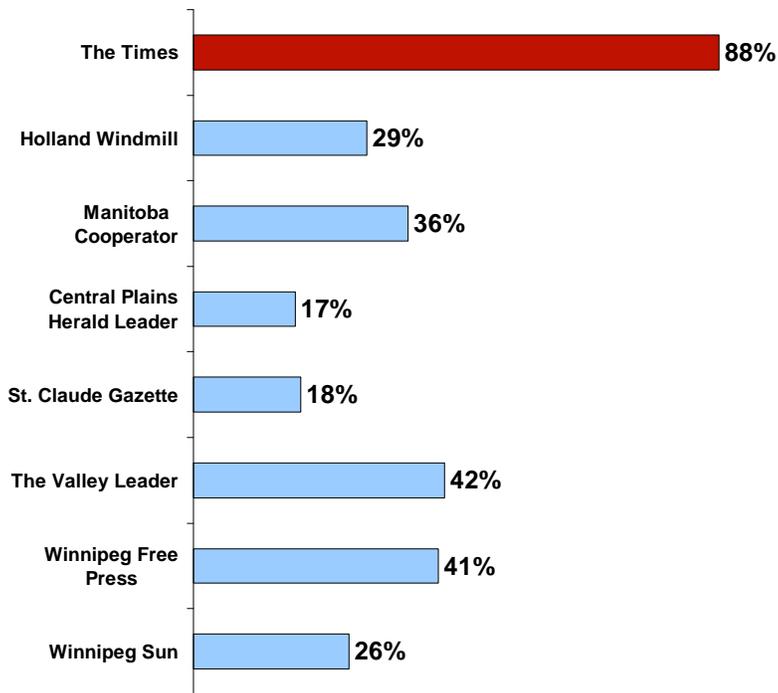


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

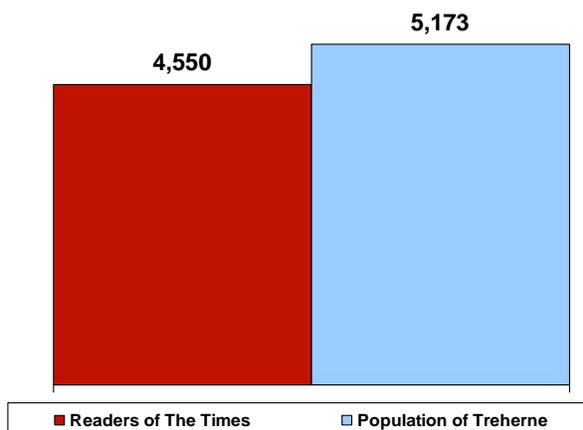
NET READERSHIP*

88% of Treherne adults read any of the last 4 issues of The Times.



NET READERS

4,550 Treherne adults read any of the last 4 issues of The Times.



NEWSPAPER READERSHIP

- 95% of Treherne adults read any community newspaper.
- 51% of Treherne adults read any daily newspaper.
- 46% of Treherne adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The Times

- 83% of females read The Times.*

GENDER

Male	92%
Female	83%

AGE

18-34 years old	85%
35-49 years old	90%
50+ years old	88%

EDUCATION

High School or less	90%
Tech. or College	91%
University +	85%

HOUSEHOLD INCOME

<\$30K	91%
\$30-49K	98%
>\$50K	85%

RESIDENCE

Own Residence	87%
Rent Residence	100%

FAMILY STATUS

With children	93%
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

35% of The Times readers said they read their community newspaper for advertising.

	The Times Readers*	Community Newspaper Readers**
Editorial	20%	19%
Local News	88%	89%
Local Events	67%	67%
Classified	53%	52%
Real Estate	10%	9%
Jobs/Employment	16%	15%
Advertising	35%	35%
Flyers	11%	13%

*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)

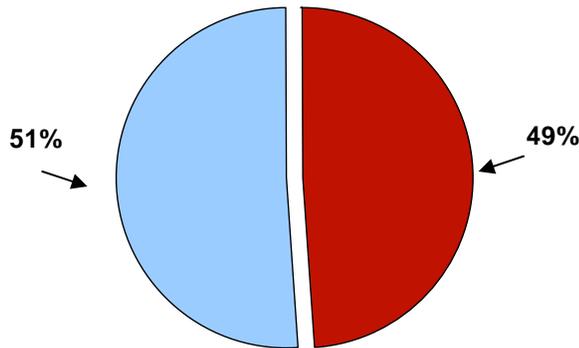
42% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	42%
Computer Hardware or Software	35%
Department Stores including Clothing	61%
Drug Store or Pharmacy	33%
Fast Food Restaurant	34%
Furniture or Appliances or Electronics	63%
Grocery Store	71%
Home Improvement Store	65%
Investment or Banking Services	24%
Telecommunication and Wireless Products	25%
Other Products or Services	48%

COMMUNITY PRINT MEDIA VS. RADIO

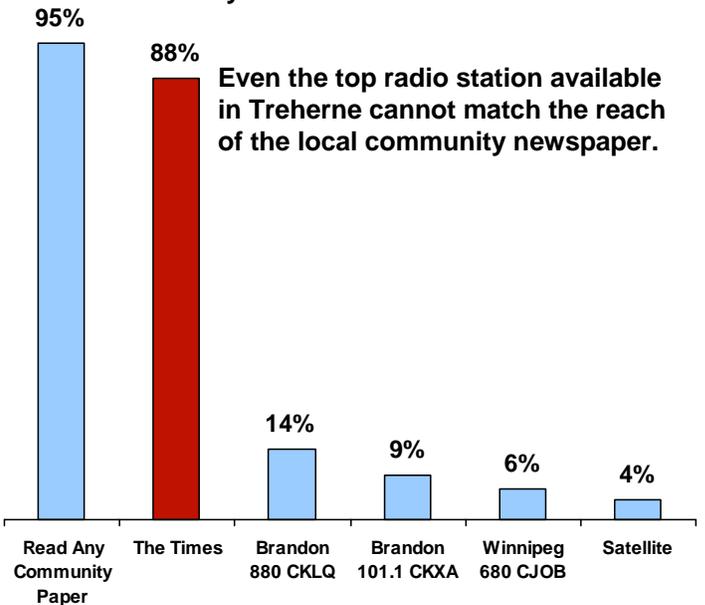
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



49% of Treherne adults cannot be reached by commercial radio.

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



Source: ComBase 2008 /2009