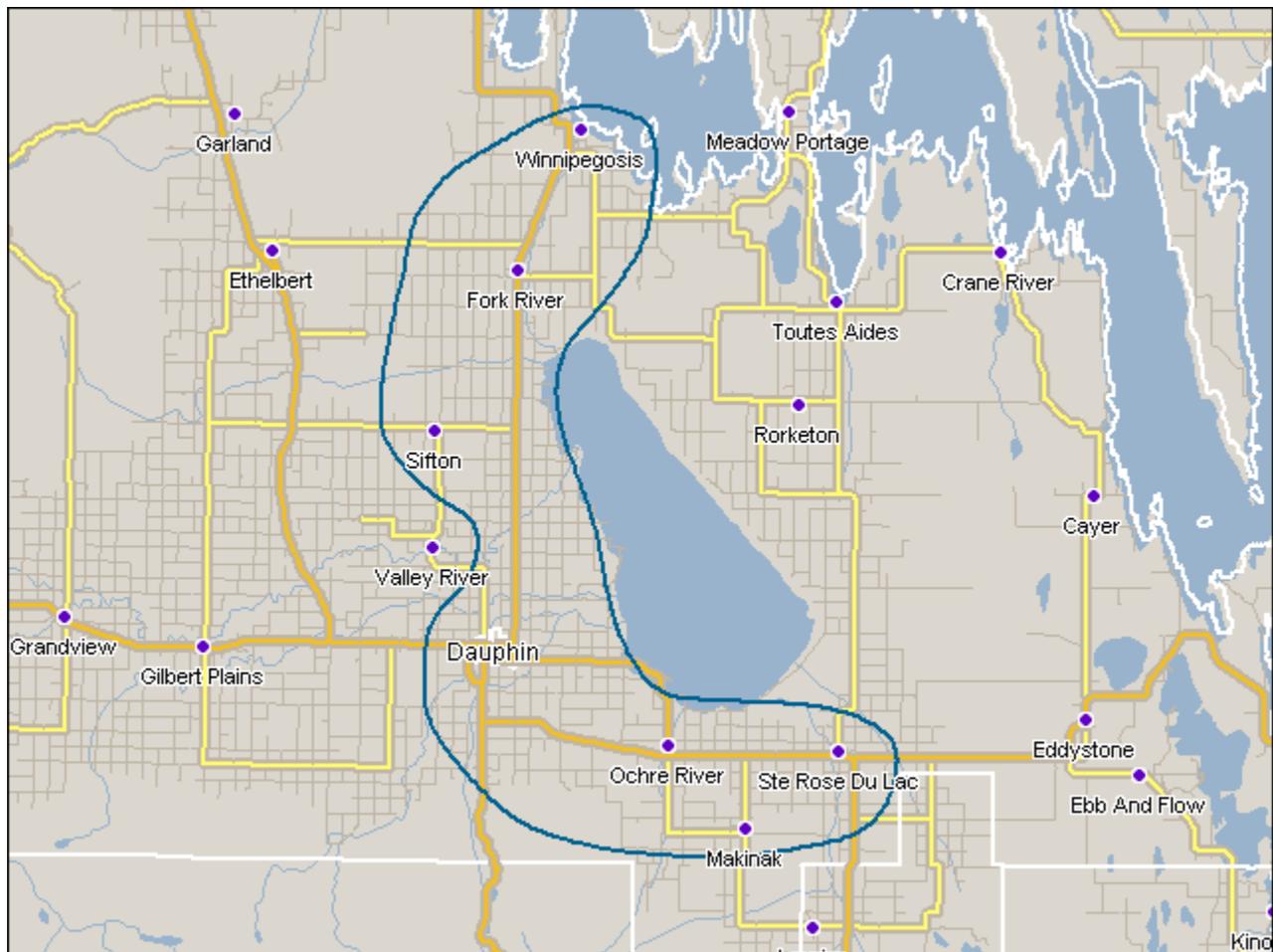


# Dauphin Herald

**Publication:** Dauphin Herald  
**Code:** 60023  
**Market:** Dauphin, MB  
**Population:** 10 046  
**Publishing Day:** Tuesday  
**Source:** ComBase 2008/2009 Study

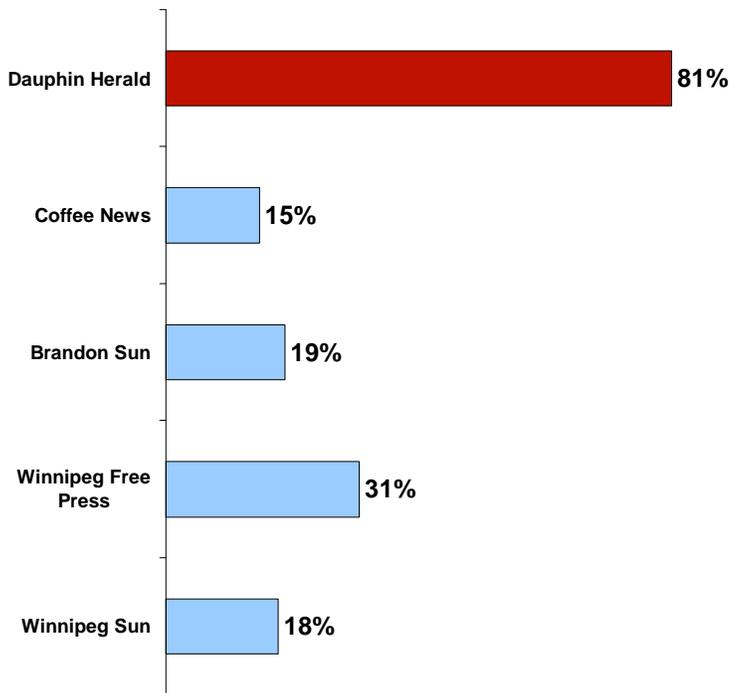


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

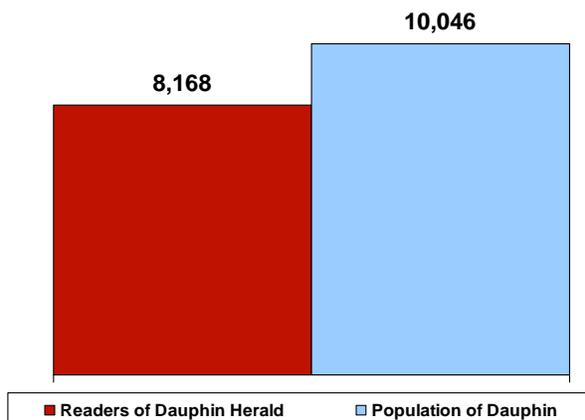
## NET READERSHIP\*

81% of Dauphin adults read any of the last 4 issues of Dauphin Herald.



## NET READERS

8,168 Dauphin adults read any of the last 4 issues of Dauphin Herald.



## NEWSPAPER READERSHIP

- 86% of Dauphin adults read any community newspaper.
- 46% of Dauphin adults read any daily newspaper.
- 44% of Dauphin adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Dauphin Herald

- 84% of females read Dauphin Herald.\*

#### GENDER

Male	78%
Female	84%

#### AGE

18-34 years old	63%
35-49 years old	91%
50+ years old	84%

#### EDUCATION

High School or less	79%
Tech. or College	87%
University +	79%

#### HOUSEHOLD INCOME

<\$30K	80%
\$30-49K	66%
>\$50K	91%

#### RESIDENCE

Own Residence	83%
Rent Residence	70%

#### FAMILY STATUS

With children	78%
Without children	83%

\* 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

43% of Dauphin Herald readers said they read their community newspaper for advertising.

	Dauphin Herald Readers*	Community Newspaper Readers**
Editorial	41%	39%
Local News	83%	82%
Local Events	69%	70%
Classified	49%	50%
Real Estate	29%	30%
Jobs/Employment	26%	26%
Advertising	43%	46%
Flyers	36%	37%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

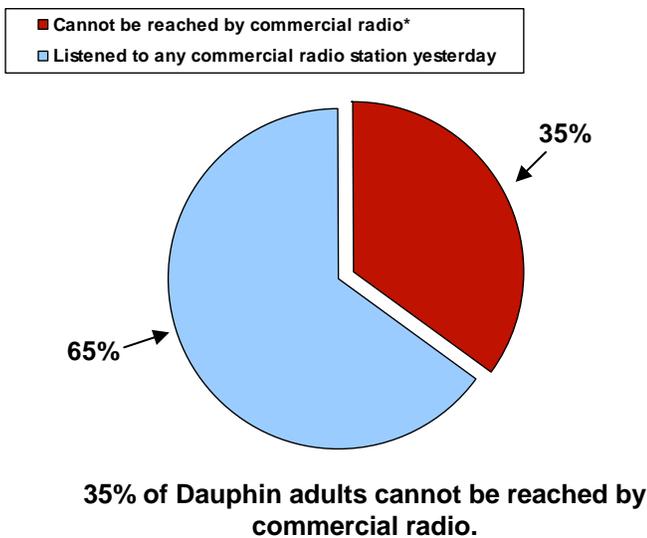
*(Read Always Or Sometimes)*

55% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

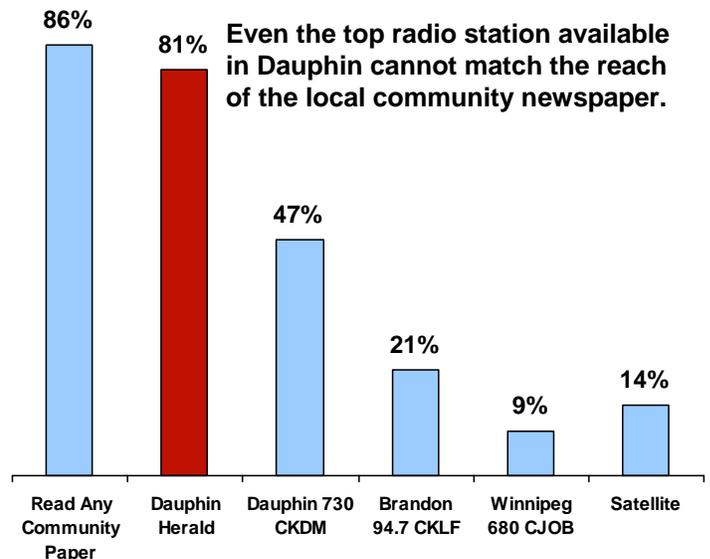
Automotive Supply or Service	55%
Computer Hardware or Software	46%
Department Stores including Clothing	80%
Drug Store or Pharmacy	69%
Fast Food Restaurant	57%
Furniture or Appliances or Electronics	72%
Grocery Store	93%
Home Improvement Store	82%
Investment or Banking Services	42%
Telecommunication and Wireless Products	38%
Other Products or Services	70%

## 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