

Lac Du Bonnet Leader

Publication: Lac Du Bonnet Leader

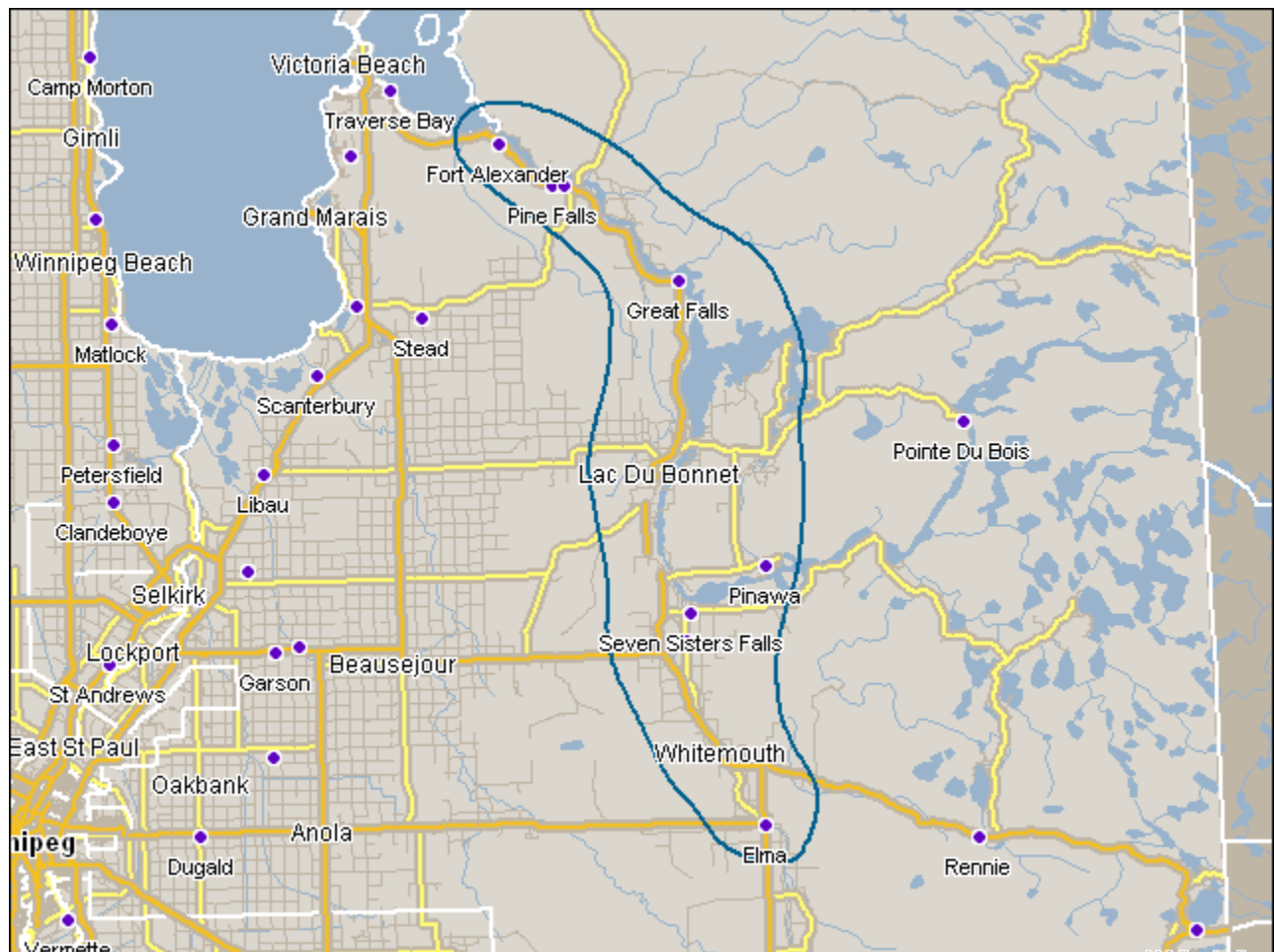
Code: 60025

Market: Lac Du Bonnet, MB

Population: 8 234

Publishing Day: Friday

Source: ComBase 2008/2009 Study

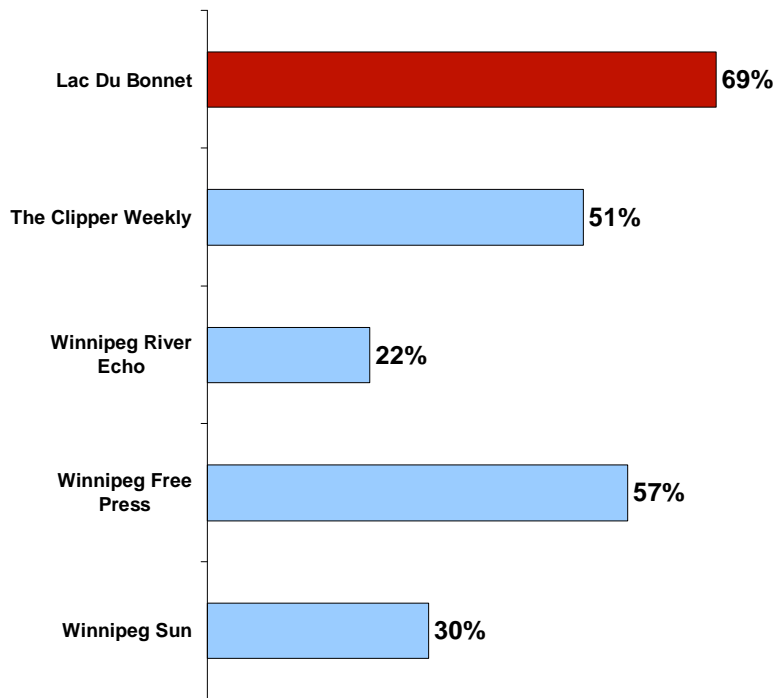


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

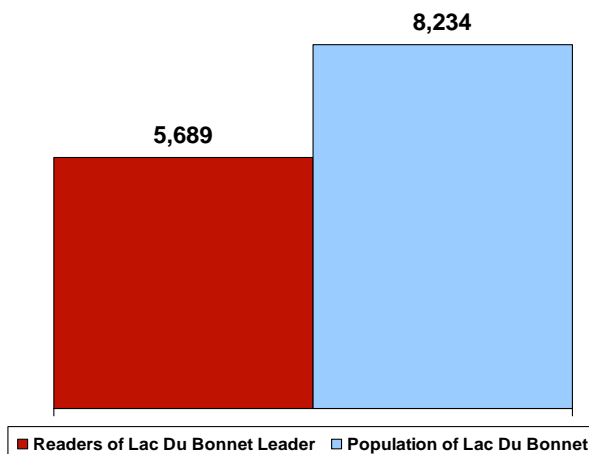
NET READERSHIP*

69% of Lac Du Bonnet adults read any of the last 4 issues of Lac Du Bonnet Leader.



NET READERS

5,689 Lac Du Bonnet adults read any of the last 4 issues of Lac Du Bonnet Leader.



NEWSPAPER READERSHIP

- **82%** of Lac Du Bonnet adults read any community newspaper.
- **69%** of Lac Du Bonnet adults read any daily newspaper.
- **22%** of Lac Du Bonnet adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Lac Du Bonnet Leader

- **73%** of females read Lac Du Bonnet Leader.*

GENDER

Male	65%
Female	73%

AGE

18-34 years old	25%
35-49 years old	71%
50+ years old	80%

EDUCATION

High School or less	70%
Tech. or College	73%
University +	64%

HOUSEHOLD INCOME

<\$30K	58%
\$30-49K	46%
>\$50K	81%

RESIDENCE

Own Residence	73%
Rent Residence	60%

FAMILY STATUS

With children	62%
Without children	72%

* 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

46% of Lac Du Bonnet Leader readers said they read their community newspaper for advertising.

	Lac Du Bonnet Leader Readers*	Community Newspaper Readers**
Editorial	43%	40%
Local News	86%	84%
Local Events	63%	62%
Classified	47%	42%
Real Estate	37%	32%
Jobs/Employment	31%	27%
Advertising	46%	41%
Flyers	47%	41%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

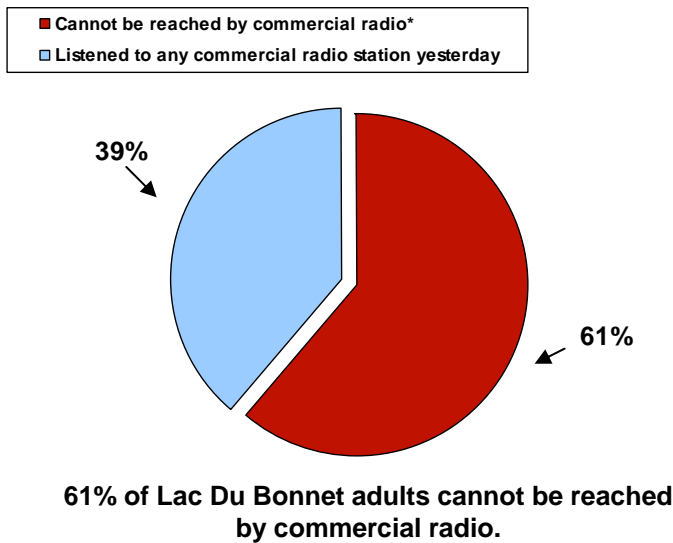
(Read Always Or Sometimes)

45% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

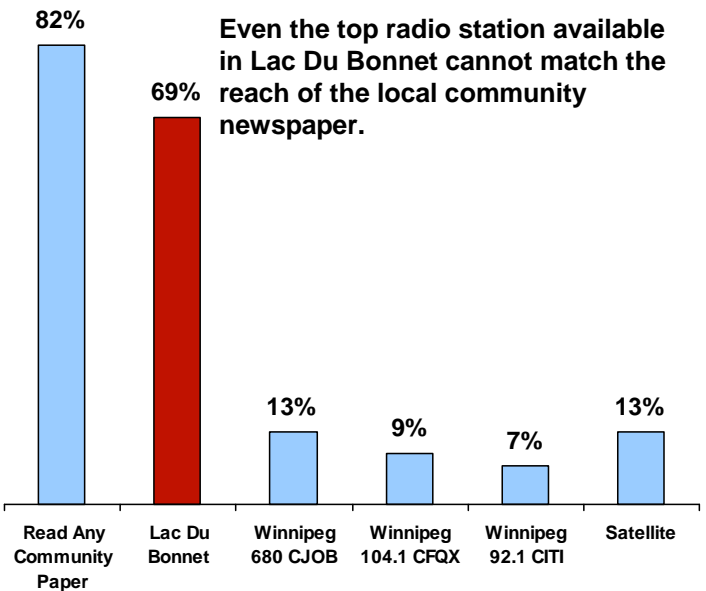
Automotive Supply or Service	45%
Computer Hardware or Software	48%
Department Stores including Clothing	69%
Drug Store or Pharmacy	50%
Fast Food Restaurant	48%
Furniture or Appliances or Electronics	68%
Grocery Store	86%
Home Improvement Store	67%
Investment or Banking Services	33%
Telecommunication and Wireless Products	37%
Other Products or Services	65%

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