

# Selkirk Journal

**Publication:** Selkirk Journal

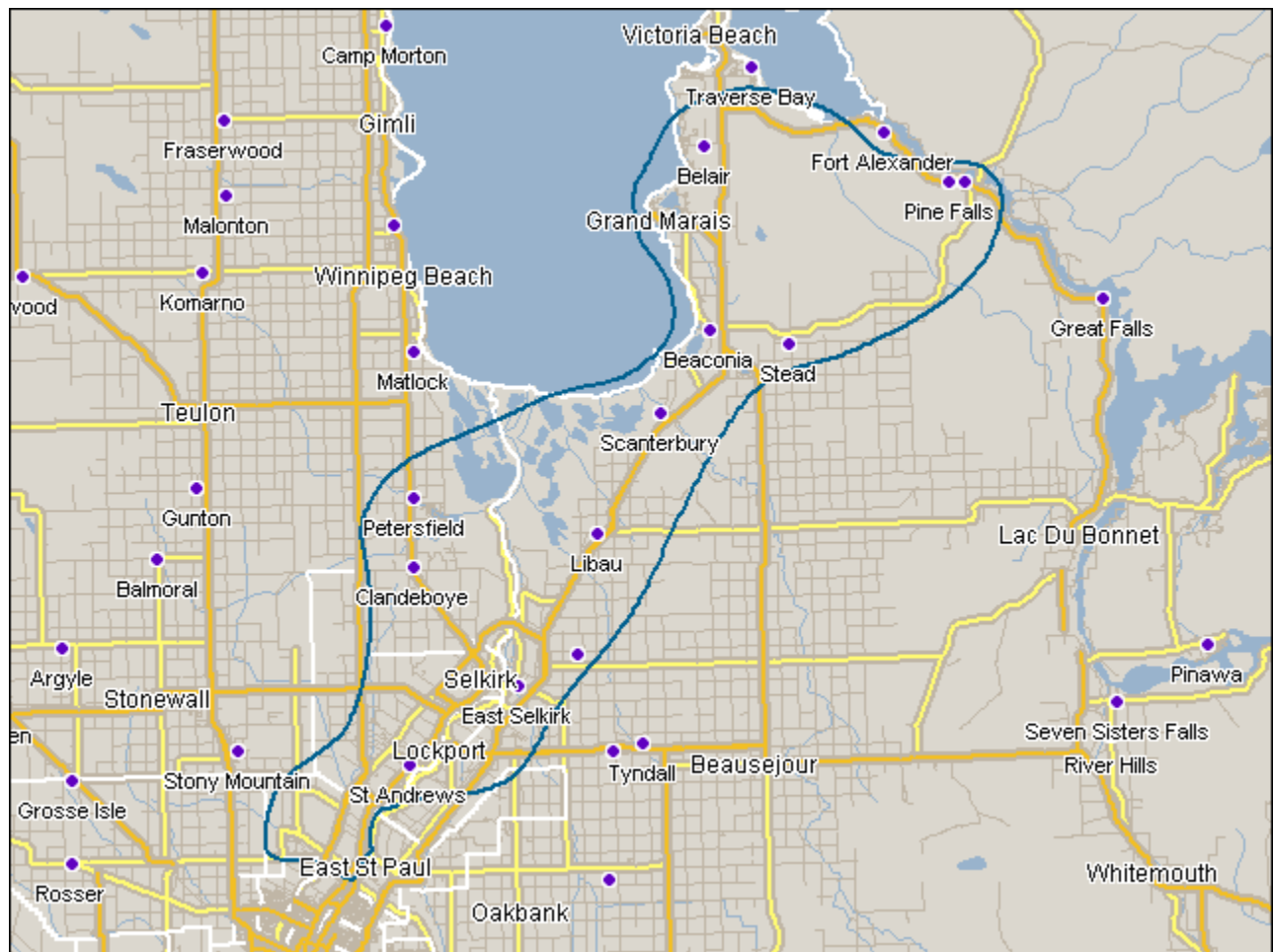
**Code:** 60027

**Market:** Selkirk, MB

**Population:** 25 647

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

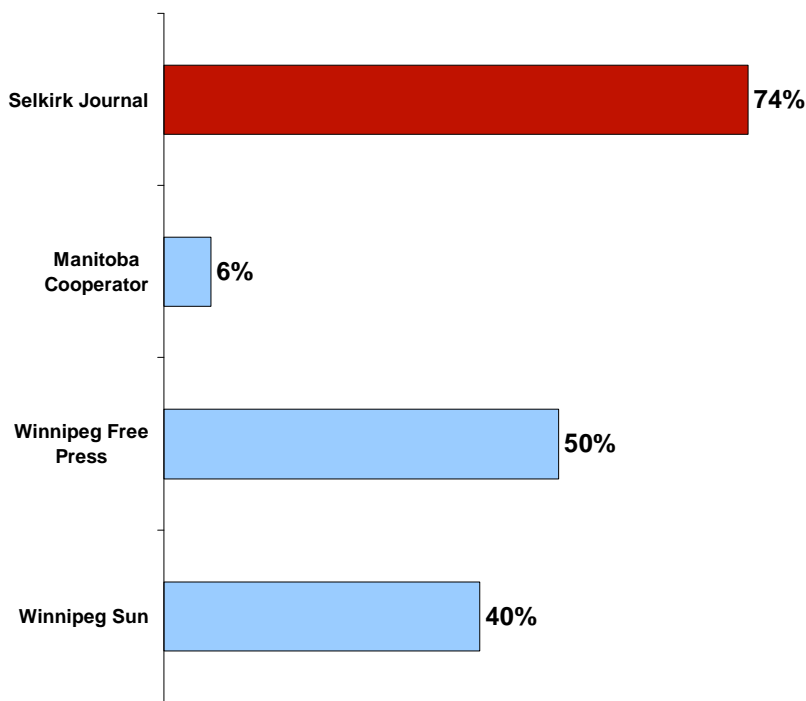


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

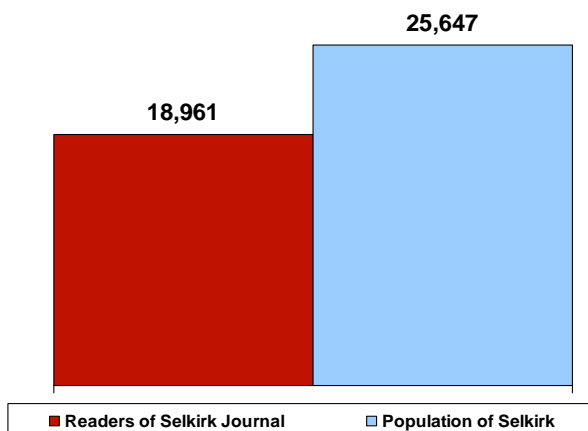
## NET READERSHIP\*

74% of Selkirk adults read any of the last 4 issues of Selkirk Journal.



## NET READERS

18,961 Selkirk adults read any of the last 4 issues of Selkirk Journal.



## NEWSPAPER READERSHIP

- 77% of Selkirk adults read any community newspaper.
- 67% of Selkirk adults read any daily newspaper.
- 21% of Selkirk adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Selkirk Journal

- 80% of females read Selkirk Journal.\*

### GENDER

Male	68%
Female	80%

### AGE

18-34 years old	59%
35-49 years old	80%
50+ years old	73%

### EDUCATION

High School or less	71%
Tech. or College	76%
University +	77%

### HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	72%
>\$50K	71%

### RESIDENCE

Own Residence	75%
Rent Residence	67%

### FAMILY STATUS

With children	74%
Without children	74%

\* 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

33% of Selkirk Journal readers said they read their community newspaper for advertising.

	Selkirk Journal Readers*	Community Newspaper Readers**
Editorial	32%	32%
Local News	83%	84%
Local Events	61%	60%
Classified	35%	35%
Real Estate	25%	25%
Jobs/Employment	22%	22%
Advertising	33%	33%
Flyers	38%	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)*

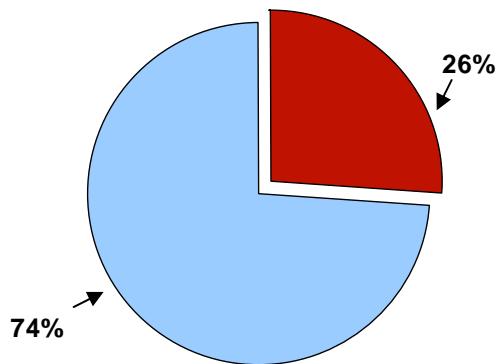
59% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	59%
Computer Hardware or Software	43%
Department Stores including Clothing	74%
Drug Store or Pharmacy	68%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	71%
Grocery Store	84%
Home Improvement Store	80%
Investment or Banking Services	35%
Telecommunication and Wireless Products	34%
Other Products or Services	68%

## COMMUNITY PRINT MEDIA VS. RADIO

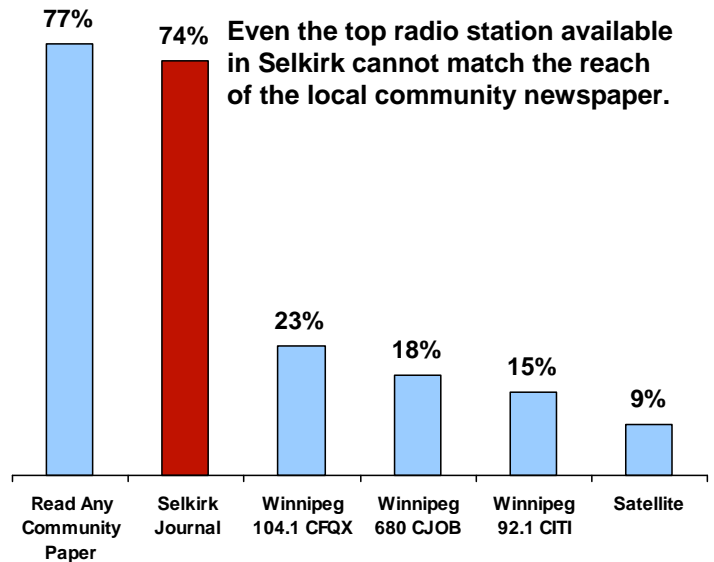
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



26% of Selkirk adults cannot be reached by commercial radio.

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



Source: ComBase 2008/2009