

Roblin Review

Publication: Roblin Review

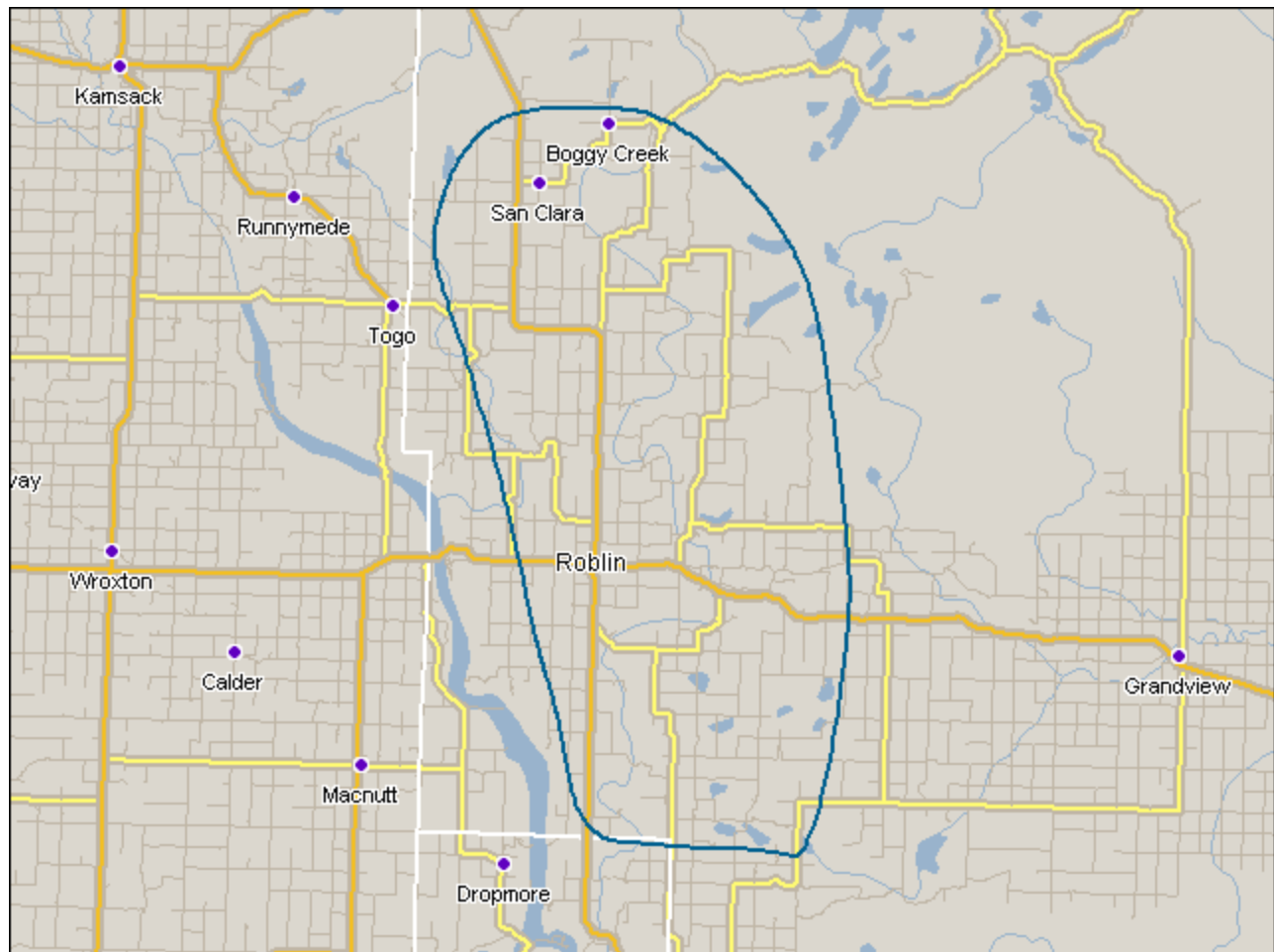
Code: 60014

Market: Roblin, MB

Population: 2 365

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

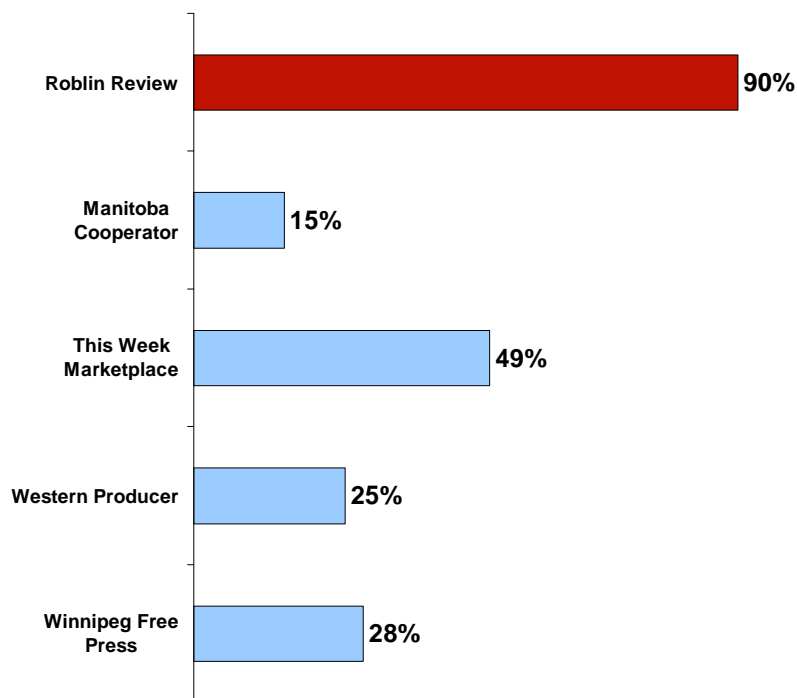


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

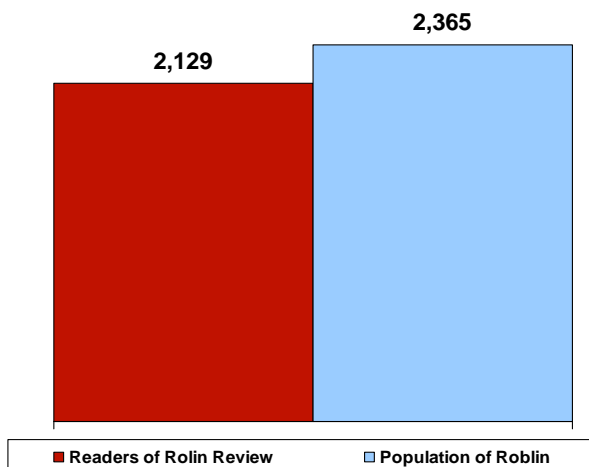
NET READERSHIP*

90% of Roblin adults read any of the last 4 issues of Roblin Review.



NET READERS

2,129 Roblin adults read any of the last 4 issues of Roblin Review.



NEWSPAPER READERSHIP

- 93% of Roblin adults read any community newspaper.
- 34% of Roblin adults read any daily newspaper.
- 61% of Roblin adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Roblin Review

- 90% of females read Roblin Review.*

GENDER

Male	90%
Female	90%

AGE

18-34 years old	92%
35-49 years old	98%
50+ years old	87%

EDUCATION

High School or less	87%
Tech. or College	93%
University +	100%

HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	96%
>\$50K	98%

RESIDENCE

Own Residence	94%
Rent Residence	54%

FAMILY STATUS

With children	94%
Without children	88%

* 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

54% of Roblin Review readers said they read their community newspaper for advertising.

	Roblin Review Readers*	Community Newspaper Readers**
Editorial	52%	52%
Local News	86%	86%
Local Events	71%	71%
Classified	54%	55%
Real Estate	36%	36%
Jobs/Employment	31%	31%
Advertising	54%	54%
Flyers	36%	36%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

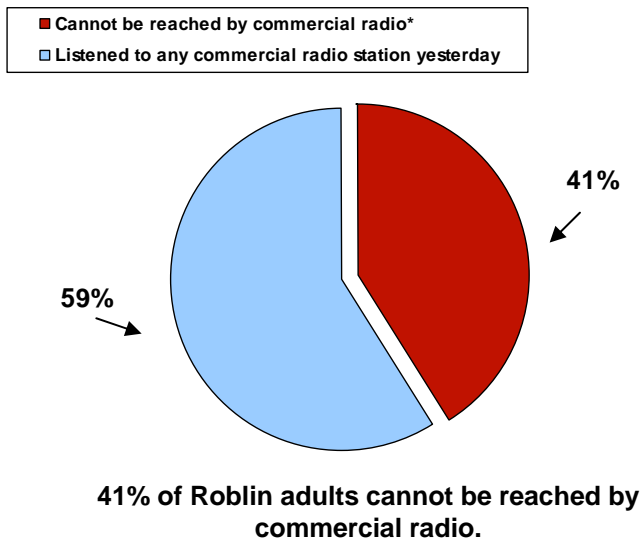
(Read Always Or Sometimes)

52% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

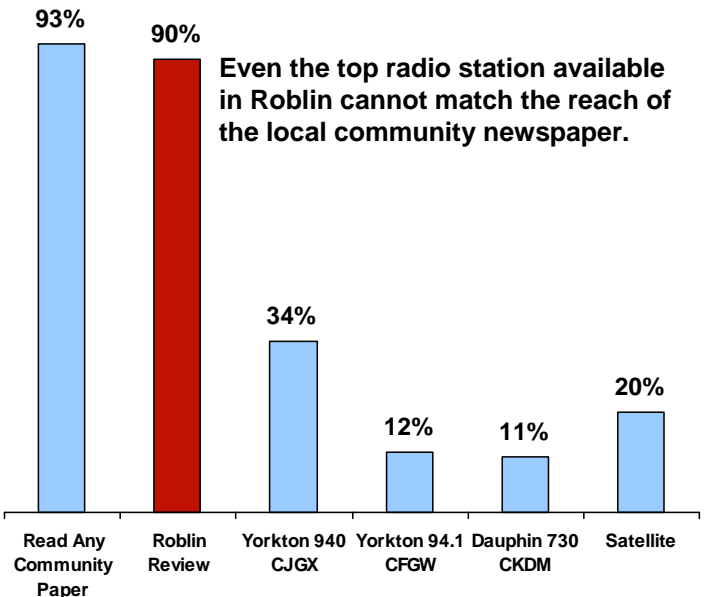
Automotive Supply or Service	52%
Computer Hardware or Software	39%
Department Stores including Clothing	72%
Drug Store or Pharmacy	76%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	70%
Grocery Store	81%
Home Improvement Store	79%
Investment or Banking Services	39%
Telecommunication and Wireless Products	35%
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