

Community Newspaper Readership

The Gazette

Baldur/Glenboro, MB

The Gazette

Newspaper Readership

- What is ComBase?
- Study Overview
- Readership Overview
- Demographics
- How Much of the Paper is Read
- Number of Issues Read
- Newspaper Ratings
- Preferred Community Newspaper
- Media Habits – Newspaper, Radio, TV
- Exclusive Readership
- Cross Readership
- The Gazette Strengths

Study Overview

Source: ComBase 2003/2004 National Study

Base: The Gazette Distribution Area *

Demo: Adults 18+

Weighted Population: 1,300

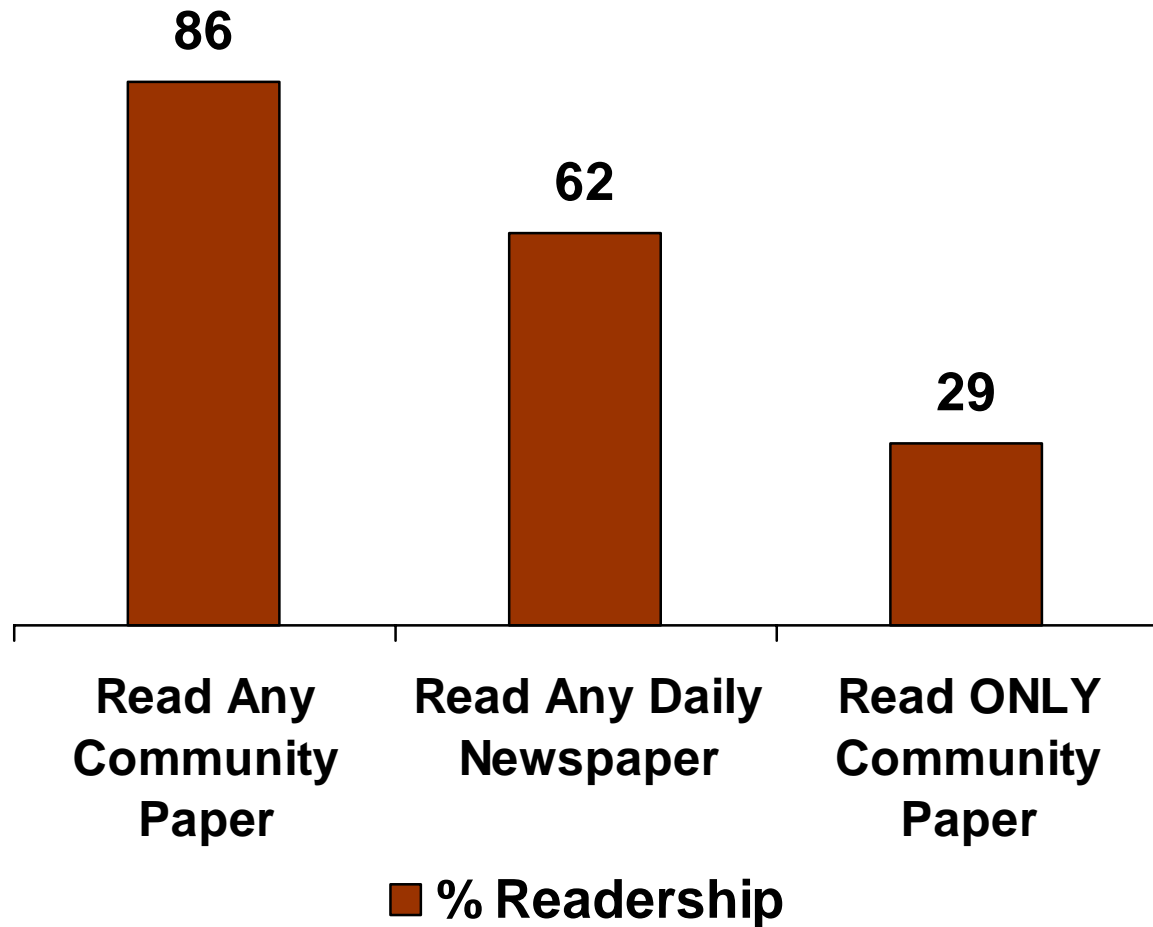
Distribution Area includes Postal Codes Located In all of Part of the Following Towns And Census Areas:		
Argyle, RM	Glenboro, VL	Strathcona, RM

**in future this area will be referred to as Baldur/Glenboro*

Readership Overview

(Baldur/Glenboro, MB)

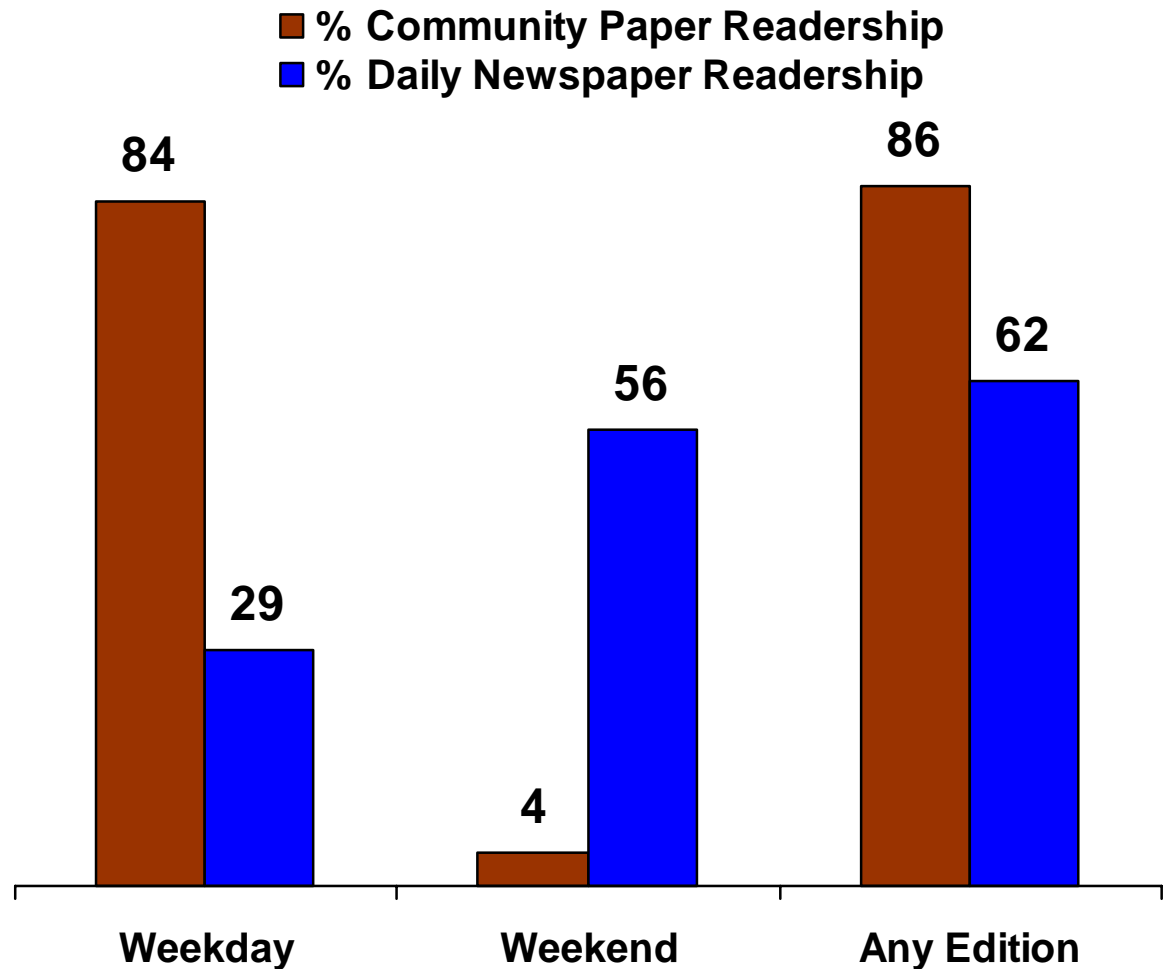
- Readership of community newspapers in Baldur/Glenboro is higher than readership of daily newspapers
- **86%** of adults report reading ANY community newspaper
- **62%** of adults report reading ANY daily newspaper
- And **29%** report reading ONLY community newspapers and NOT a daily newspaper



Readership Overview

(Baldur/Glenboro, MB)

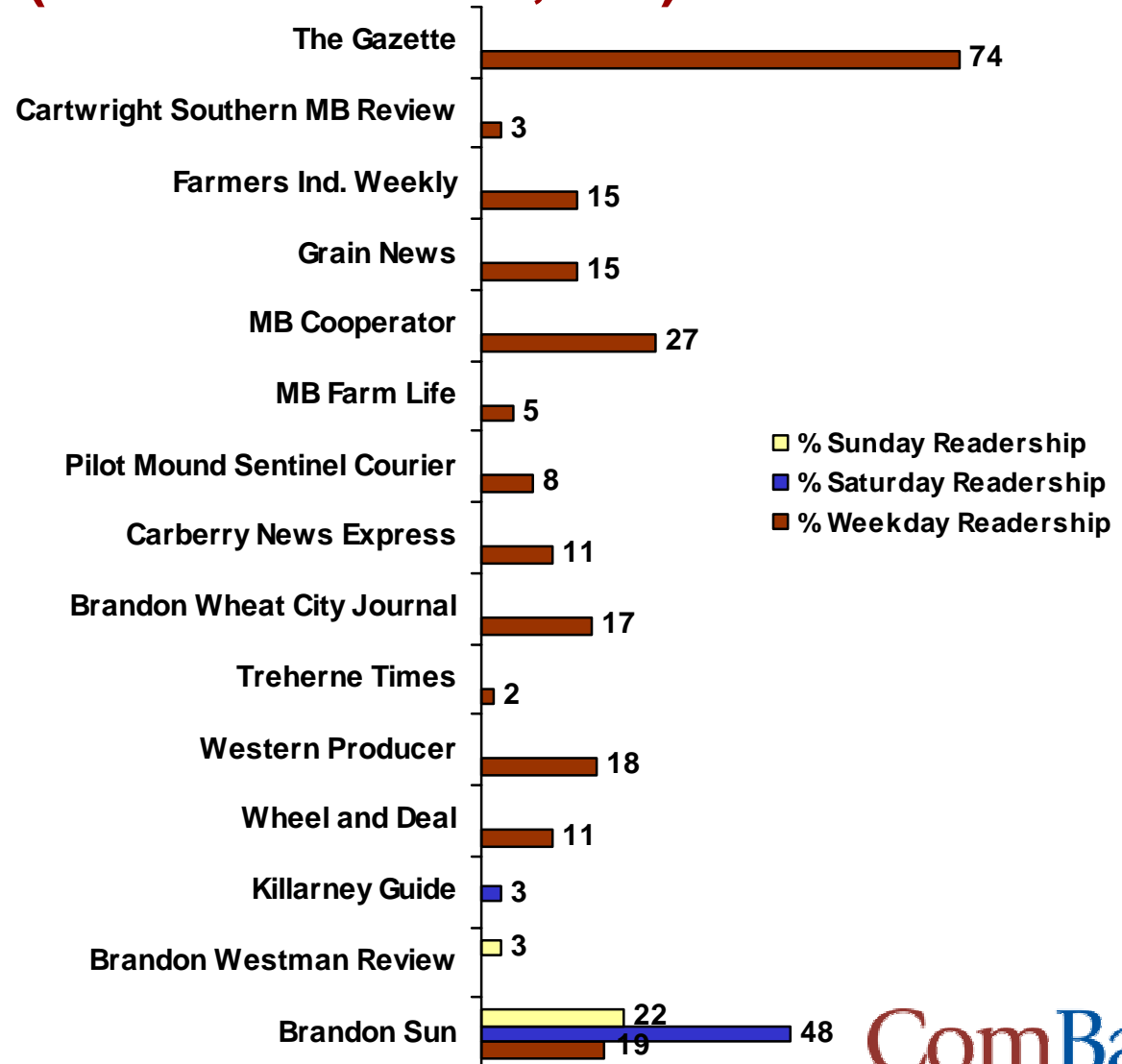
- Readership of weekday community newspapers in Baldur/Glenboro is significantly higher than readership of daily newspapers
- **84%** of adults report reading ANY weekday community newspaper
- **29%** of adults report reading ANY weekday daily newspaper



Newspaper Readership Overview

(Baldur/Glenboro, MB)

- Readership of **The Gazette** is **74%**
- Readership of **The MB Cooperator** is **27%**
- Readership of **The Brandon Sun** is **19%** weekday, **48%** on Saturday and **22%** on Sunday



Readership Overview

- **74%** of Baldur/Glenboro adults report reading **The Gazette** - this represents 1,000 readers
- The **MB Cooperator** reports **27%** readership (400 readers)
- The **Brandon Sun** reports **19%** weekday readership (200 readers), **48%** Saturday readership (600 readers) and **22%** Sunday readership (300 readers)

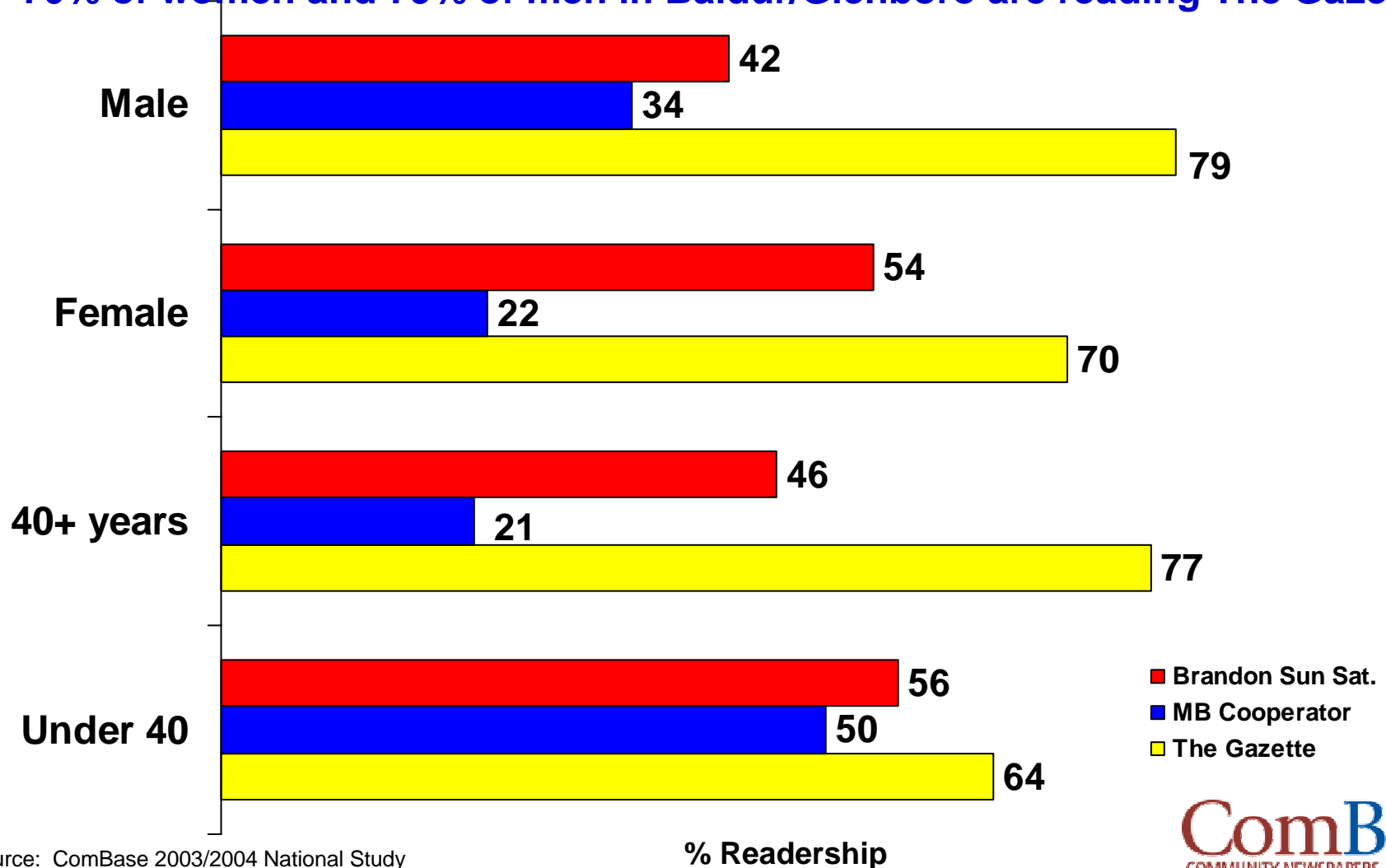
Demographics Overview

Because of their high reach, community newspapers attract a desirable audience comprising of:

- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

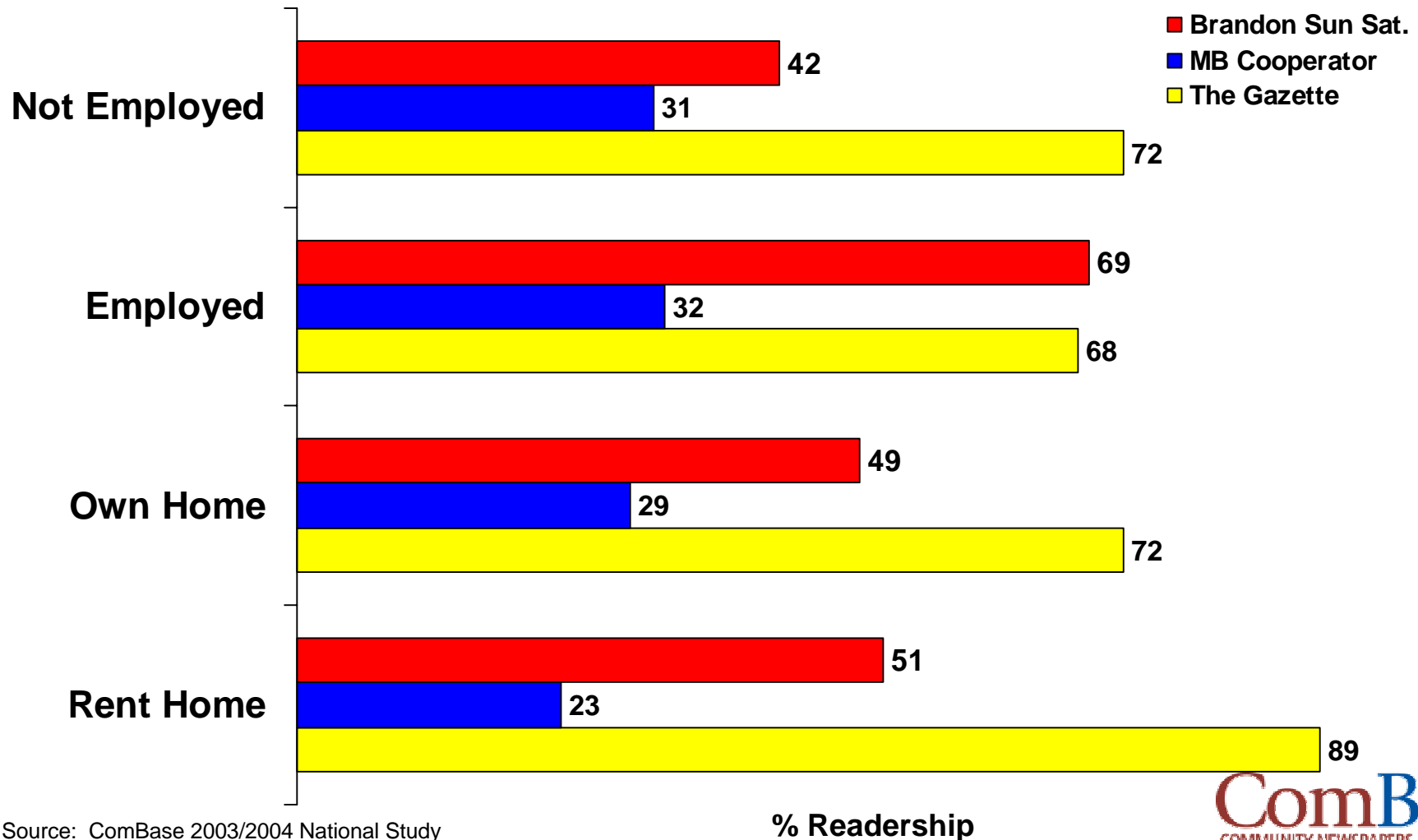
% Reach by Demographic Sector (Baldur/Glenboro, MB)

70% of women and 79% of men in Baldur/Glenboro are reading The Gazette.



% Reach by Demographic Sector (Baldur/Glenboro, MB)

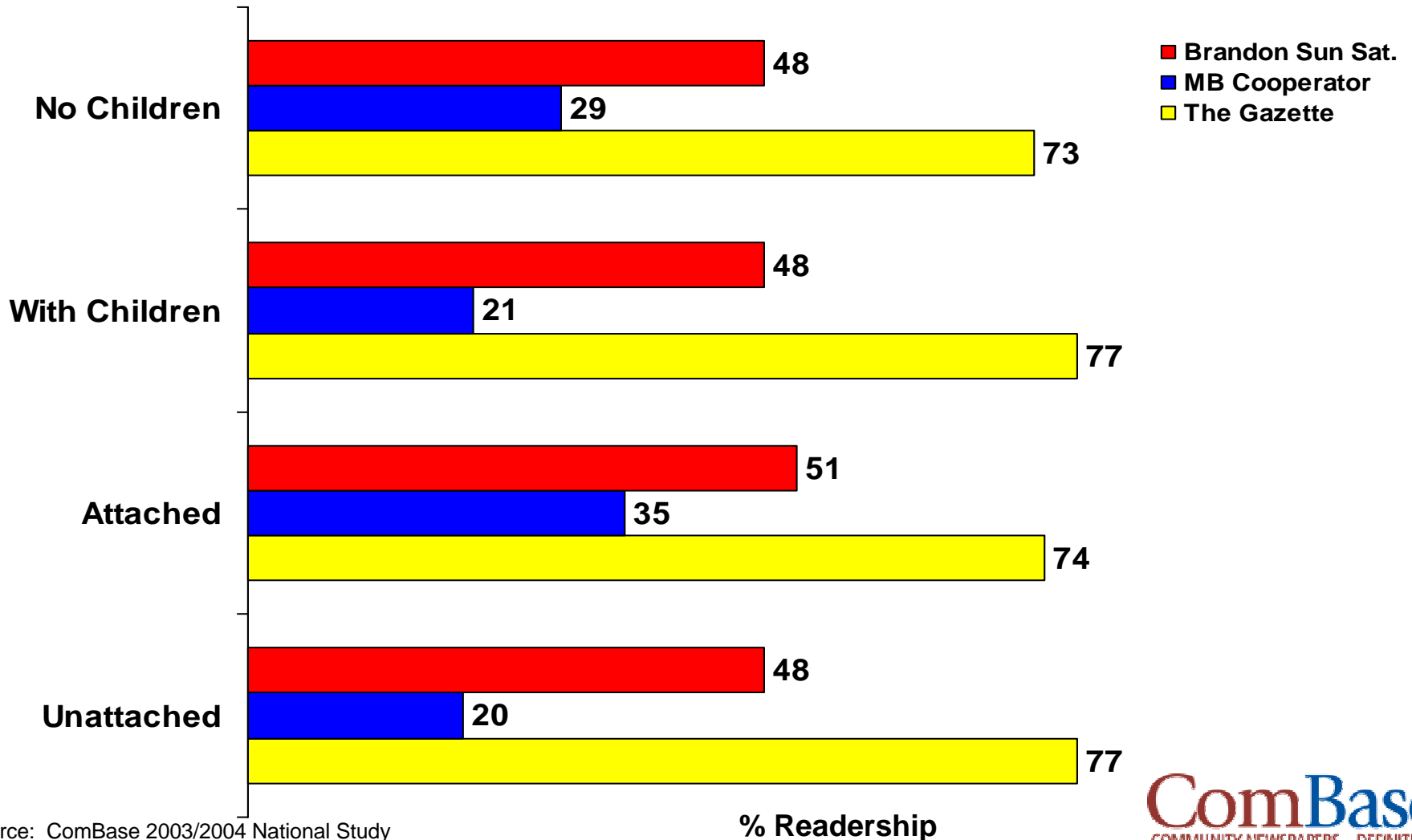
72% of Baldur/Glenboro homeowners are reading The Gazette.



Source: ComBase 2003/2004 National Study
*Base Population – The Gazette Distribution Area (1,300)

% Reach by Demographic Sector (Baldur/Glenboro, MB)

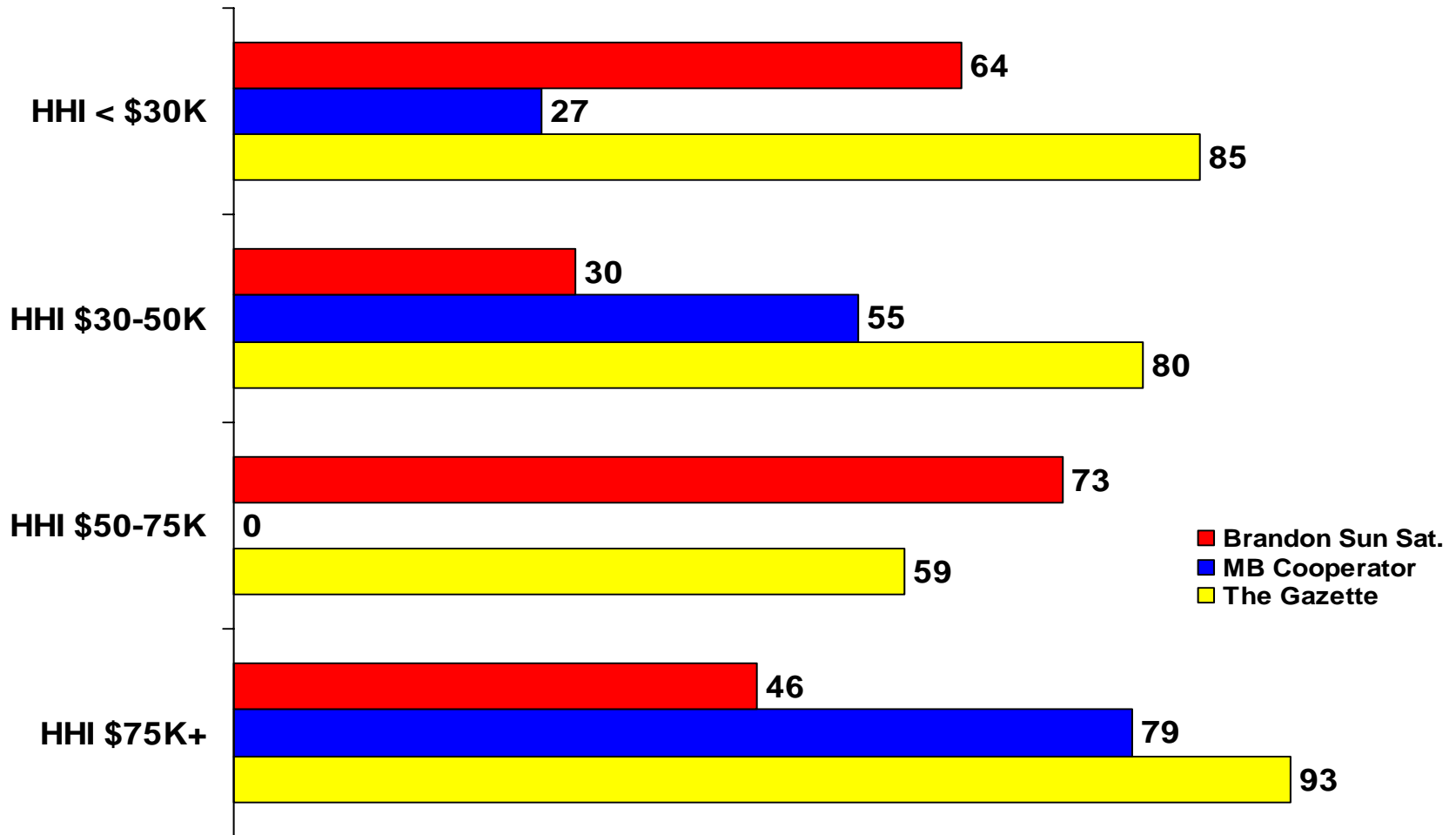
77% of Baldur/Glenboro adults with kids are reading The Gazette.



Source: ComBase 2003/2004 National Study
*Base Population – The Gazette Distribution Area (1,300)

% Reach by Demographic Sector (Baldur/Glenboro, MB)

59% of Baldur/Glenboro adults with HHI \$50-75K are reading The Gazette.

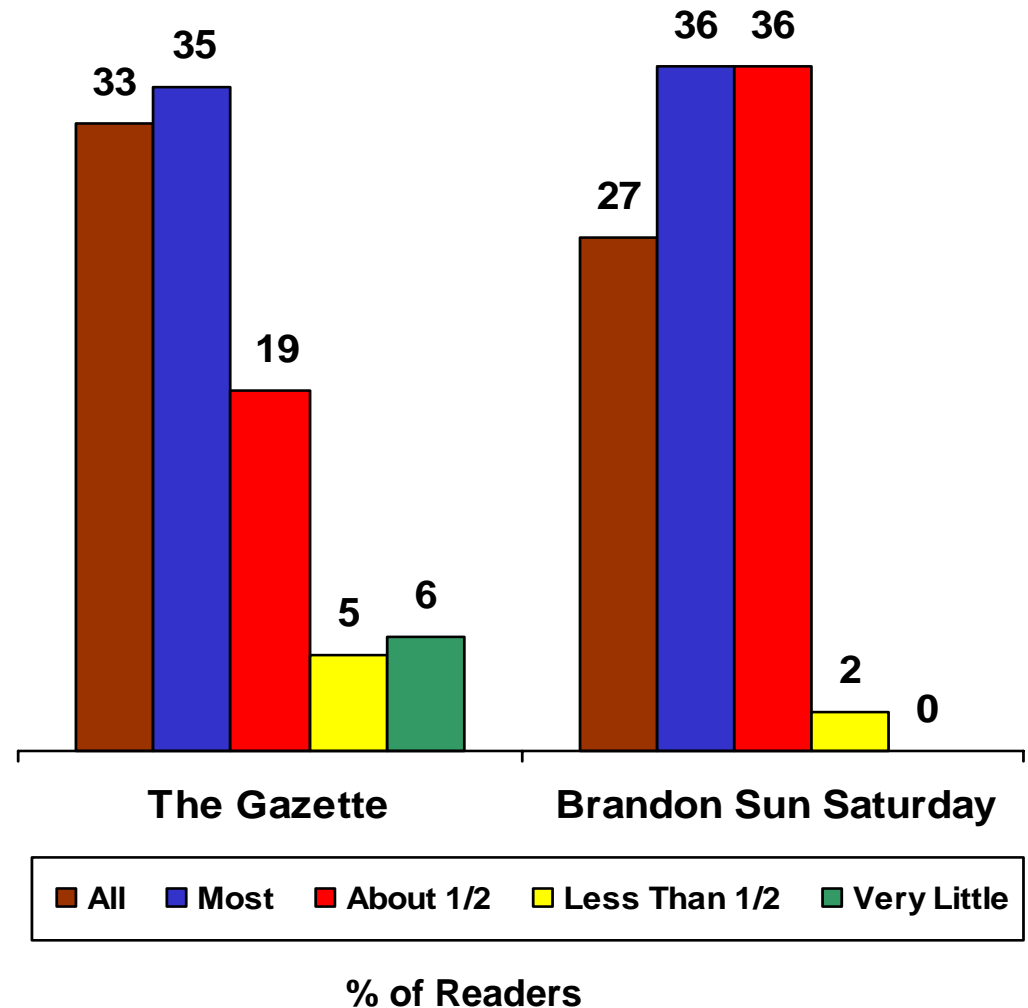


% Readership

How Much of the Paper is Read

(Baldur/Glenboro, MB)

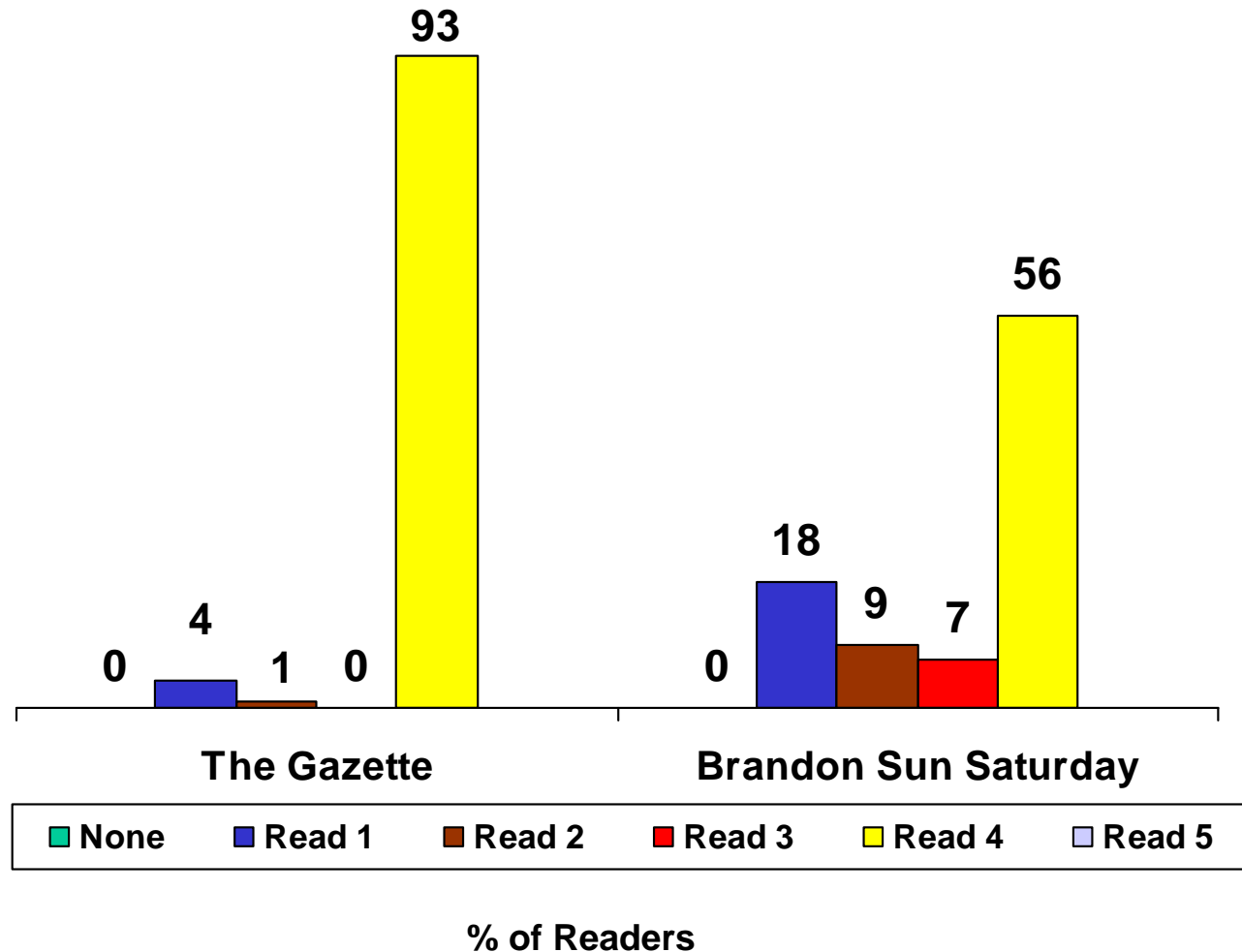
- Readers of each paper were asked how much they read
- Baldur/Glenboro adults are strong newspaper readers, reading the majority of every issue!
- **68%** of The Gazette readers tend to read All or Most of the paper
- **63%** of Saturday Brandon Sun readers tend to read All or Most of the paper



Number of Issues Read

(Baldur/Glenboro, MB)

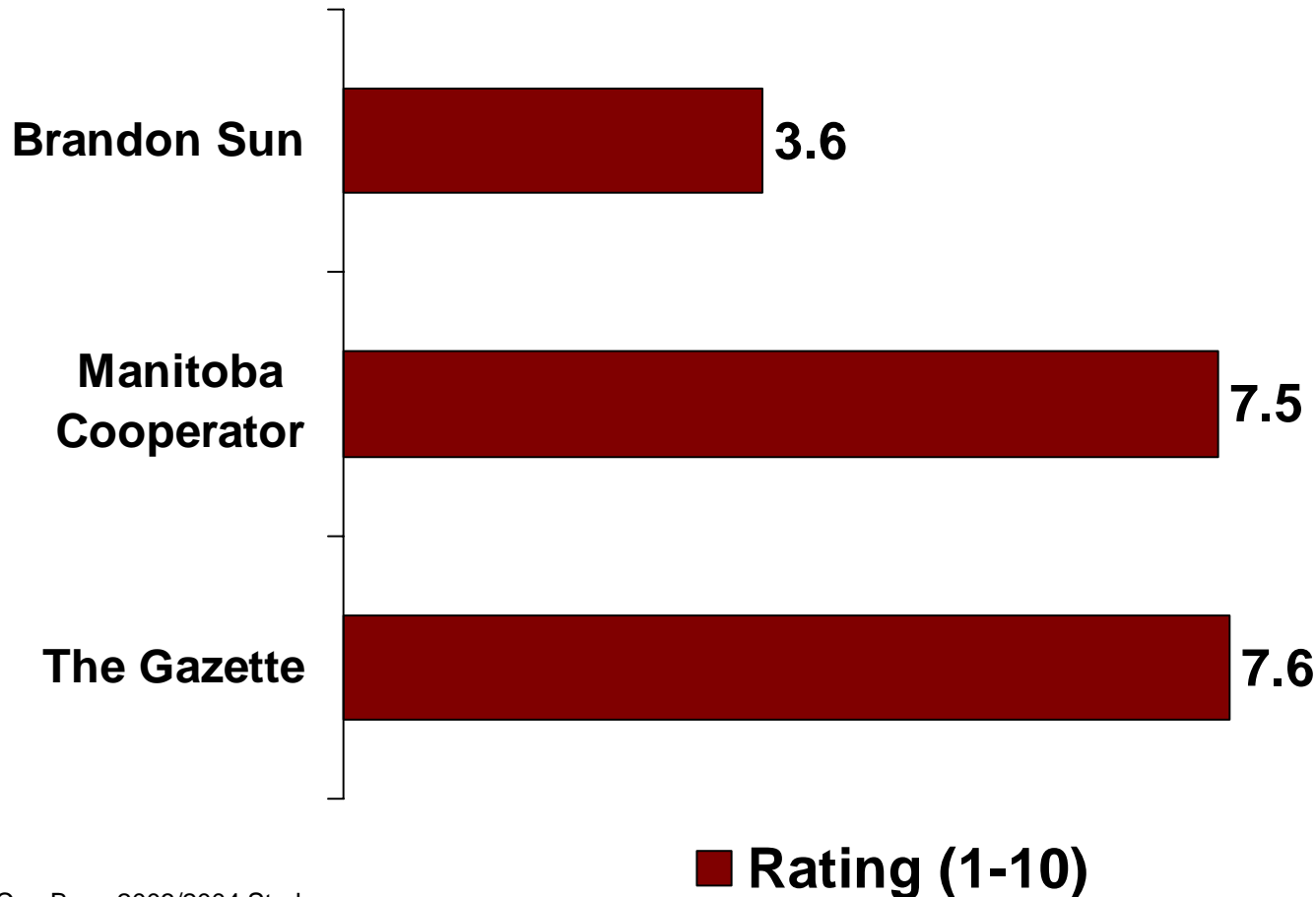
- Baldur/Glenboro newspaper readers are loyal, reading almost every issue!
- **93%** of The Gazette readers read all 4 of the last 4 issues
- **56%** of Saturday Brandon Sun readers read all 4 of the last 4 issues



Newspaper Ratings

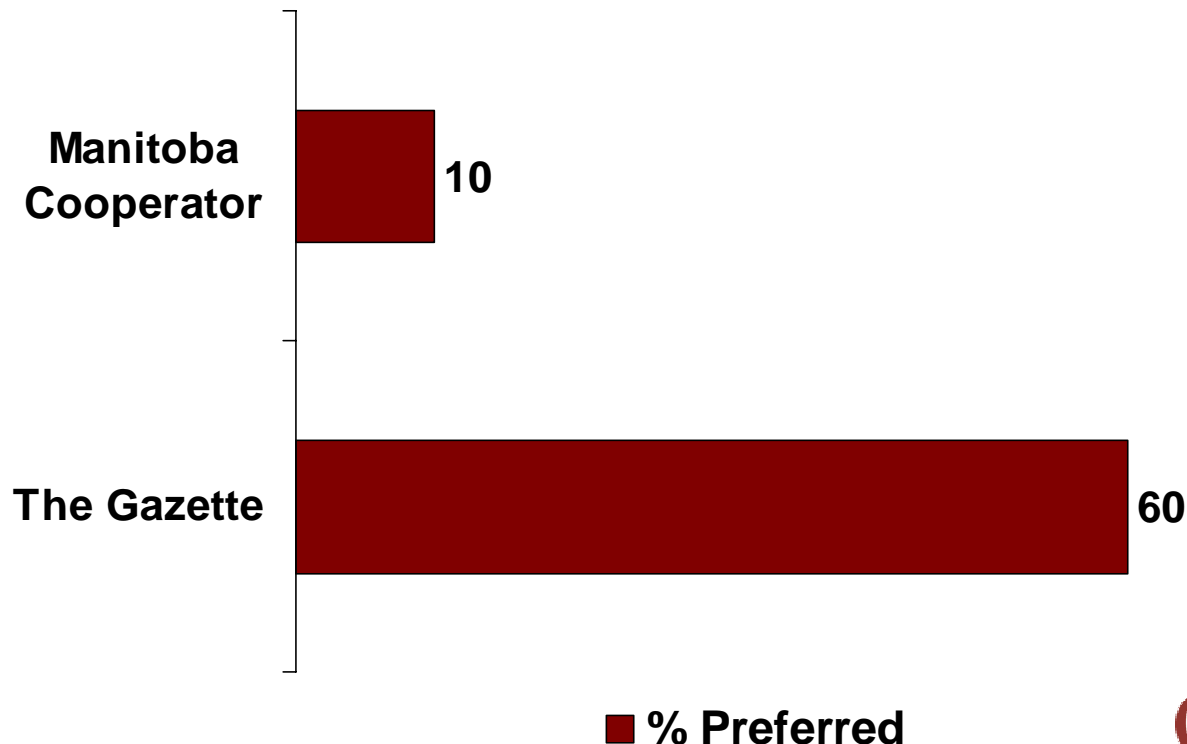
(Baldur/Glenboro, MB)

Respondents were asked to rate newspapers in Baldur/Glenboro using a scale of “1” to “10” where “10” would be interpreted as “extremely good” and “1” as “extremely poor”.

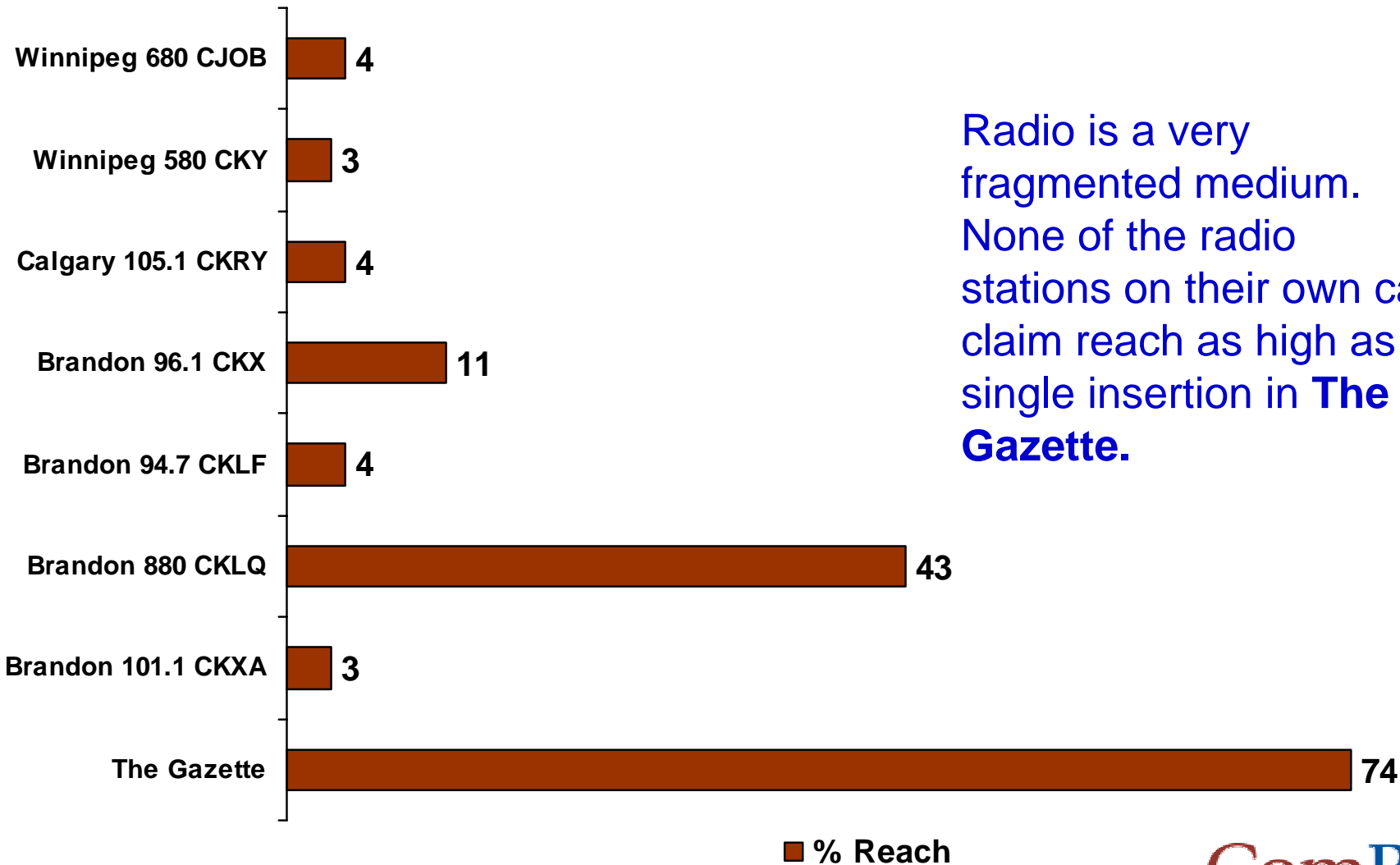


Preferred Community Newspaper (Baldur/Glenboro, MB)

60% of Baldur/Glenboro adults report **The Gazette** as their preferred community newspaper



Media Habits – Newspaper vs. Radio (Baldur/Glenboro, MB)

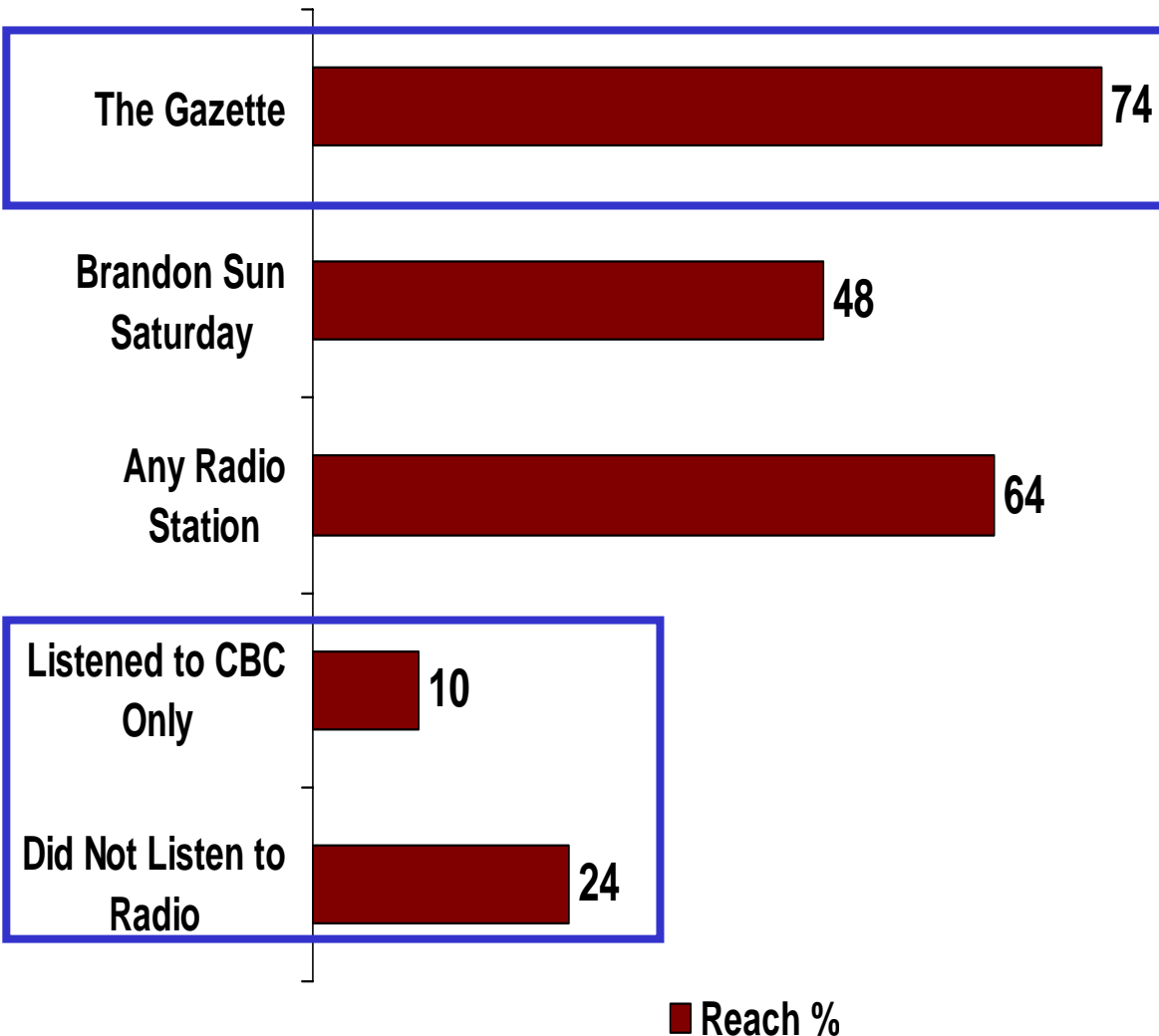


Radio is a very fragmented medium. None of the radio stations on their own can claim reach as high as a single insertion in **The Gazette.**

Source: ComBase 2003/2004 Study - Radio Stations Listened to Yesterday – Stations with less than 2% reach not shown
*Base Population – Baldur/Glenboro The Gazette Distribution Area (1,300)

Media Habits – Newspaper and Radio

(Baldur/Glenboro, MB)



The The Gazette Outperforms Radio

- One insertion in The The Gazette reaches more than all radio stations combined (74% vs. 64%)
- To reach the 64% listening to Any Radio Station you would have to buy spots throughout the day all* radio stations available in Baldur/Glenboro!

Radio Reach is Limited!

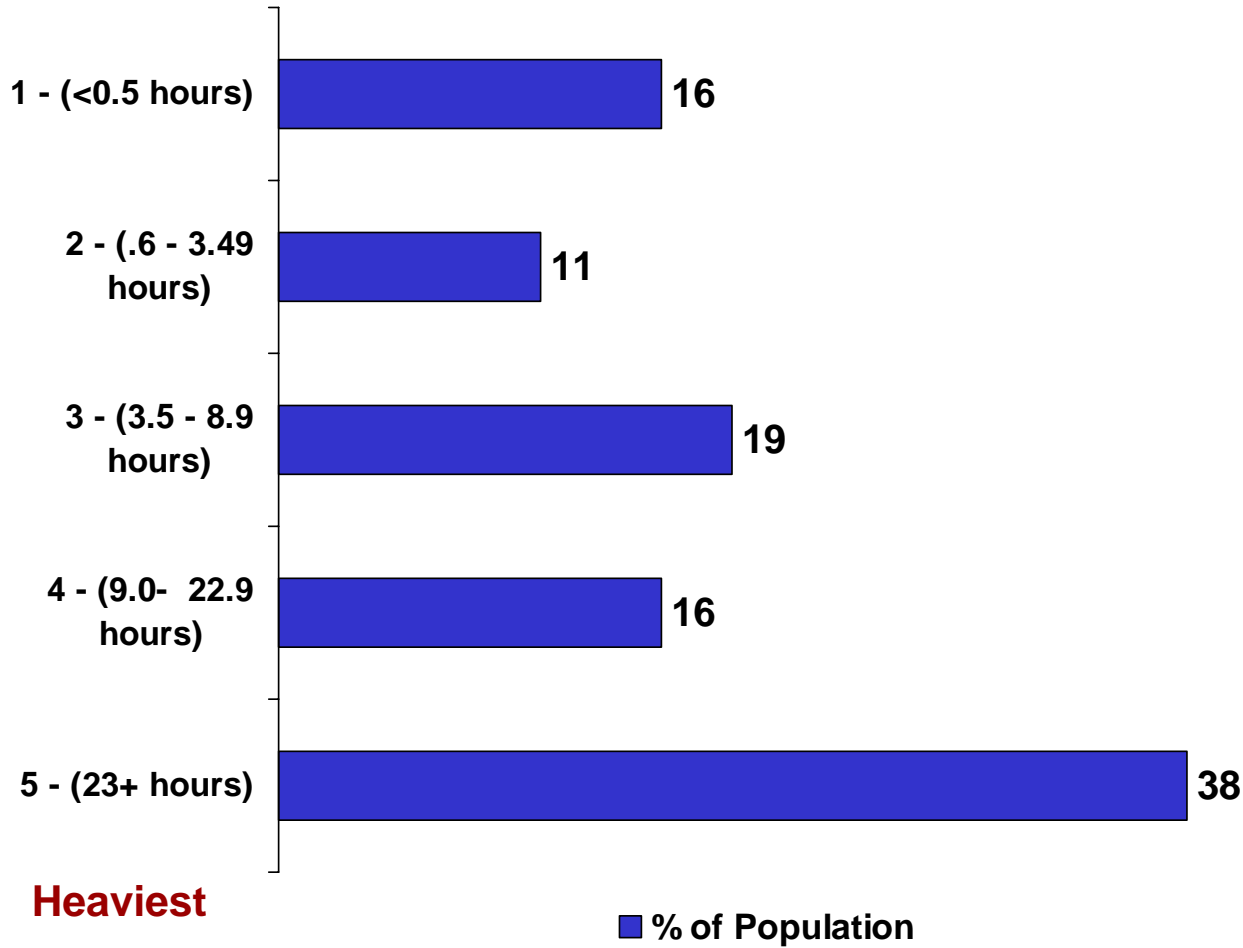
- 34% of the population cannot be reached with radio advertising:
 - Did Not Listen Yesterday (24%)
 - Listened to CBC Only (10%)

**see previous slide for specific station reach*

Media Habits – Radio

(Baldur/Glenboro, MB)

Lightest



Time Spent Listening to Radio in Past 7 Days

- **27%** of the population falls into the lightest listening categories (#1 and #2), making them harder to reach with Radio
- **16%** spent less than 0.5 hours listening to any radio station
- **38%** report heavy radio listening (category 5)

Source: ComBase 2003/2004 Study – Radio Quintiles

*Base Population – The Gazette Distribution Area (1,300)

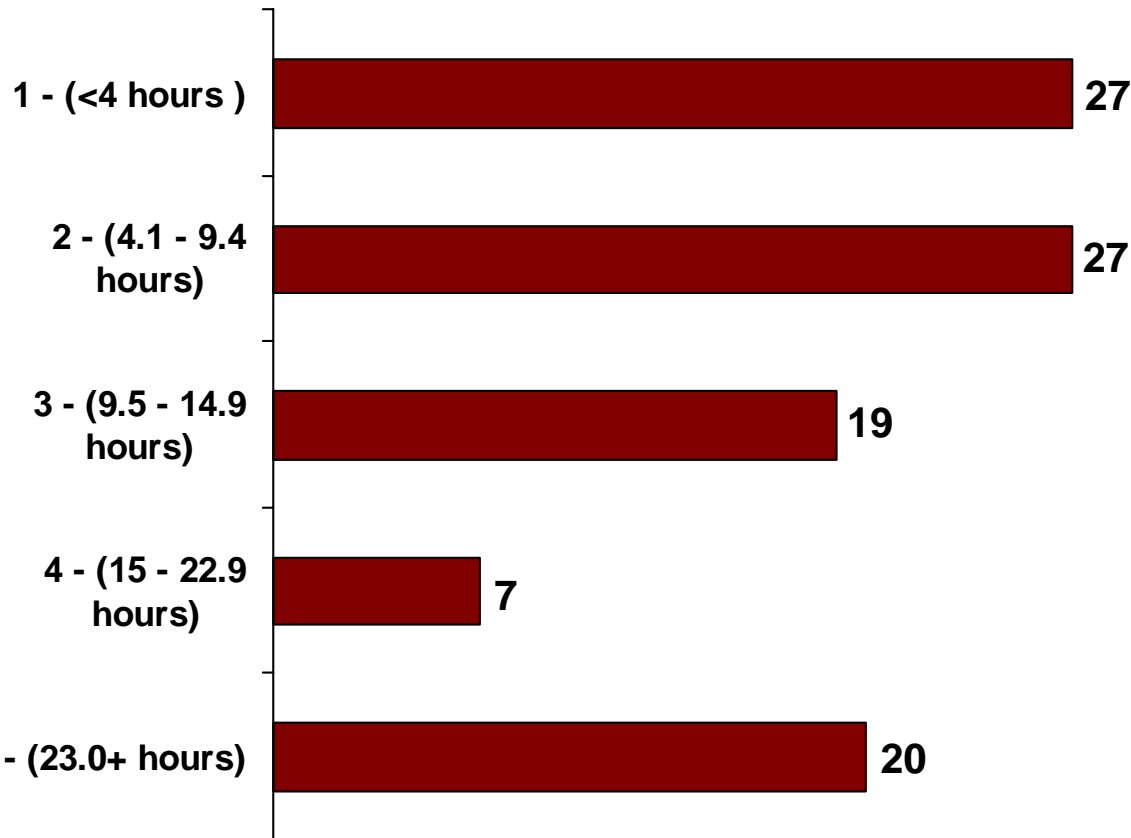
Quintile Hour Definitions – indexed to National Habits:

Radio **1:** (Light) < 0.5 hrs; **2:** 0.6 to 3.4 hrs; **3:** 3.5 to 9 hrs; **4:** 9 to 23 hrs; **5:** (Heavy) 23+ hrs

Media Habits – Television

(Baldur/Glenboro, MB)

Lightest



Heaviest

■ % of Population

Time Spent Watching TV in Past 7 Days

- 54% of the population falls into the lightest TV watching categories (#1 and #2), making them harder to reach with TV
- 27% spent less than 4 hours watching any television programming in the past week
- 20% report heavy TV watching (category 5)

Source: ComBase 2003/2004 Study – Television Quintiles

*Base Population – The Gazette Distribution Area (1,300)

Quintile Hour Definitions – indexed to National Habits:

TV 1: (Light) <4 hrs; 2: 4.1 to 9.4 hrs; 3: 9.5 to 14.9 hrs; 4: 15 to 22.9 hrs; 5: (Heavy) 23+ hrs

Exclusive Readership

(Baldur/Glenboro, MB)

- **500** Baldur/Glenboro adults are exclusive readers of **The Gazette** – these adults report not having read any edition of The Brandon Sun
- That represents **36%** of the Baldur/Glenboro population who cannot be reached by advertising in the Brandon Sun

Cross Readership

(Baldur/Glenboro, MB)

- **400** Saturday Brandon Sun readers report *also* reading **The Gazette**
 - **70%** of Saturday Brandon Sun readers can be reached using **The Gazette**
- **86%** of Manitoba Cooperator readers report *also* reading **The Gazette**

The Gazette Strengths

- Top line readership for **The Gazette** is strong against other newspapers in Baldur/Glenboro
- **The Gazette** readers are strong and regular readers
 - **93%** read all 4 of the last 4 issues; and **68%** read All or Most of the Paper
- **The Gazette** rates well among Baldur/Glenboro adults
 - has a rating of **7.6** and is the preferred community paper in Baldur/Glenboro by **60%** of the population
- **The Gazette** provides higher reach than any single radio station and even all stations combined in Baldur/Glenboro
 - **27%** percentage fall into the “light” listening category and **34%** cannot be reached at all with radio advertising!
- **The Gazette** can reach TV’s light viewers (<9.5 hrs/wk)
 - Over **50%** of Baldur/Glenboro adults fall into this category
- **The Gazette** has strong exclusive and cross readership
 - **36%** of Baldur adults cannot be reached with the Saturday Brandon Sun – they only read the Gazette