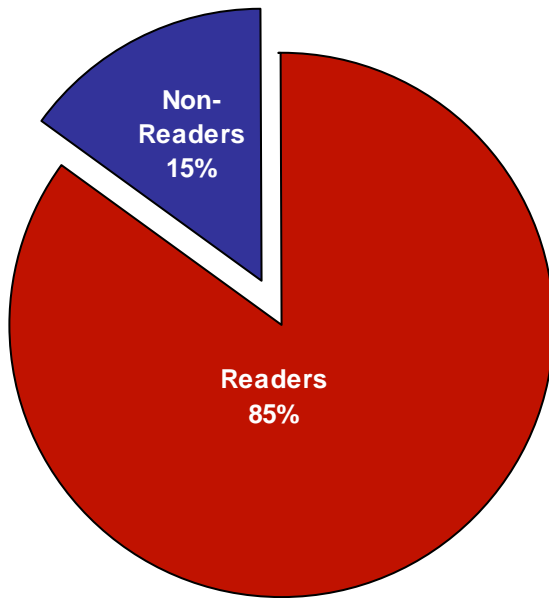


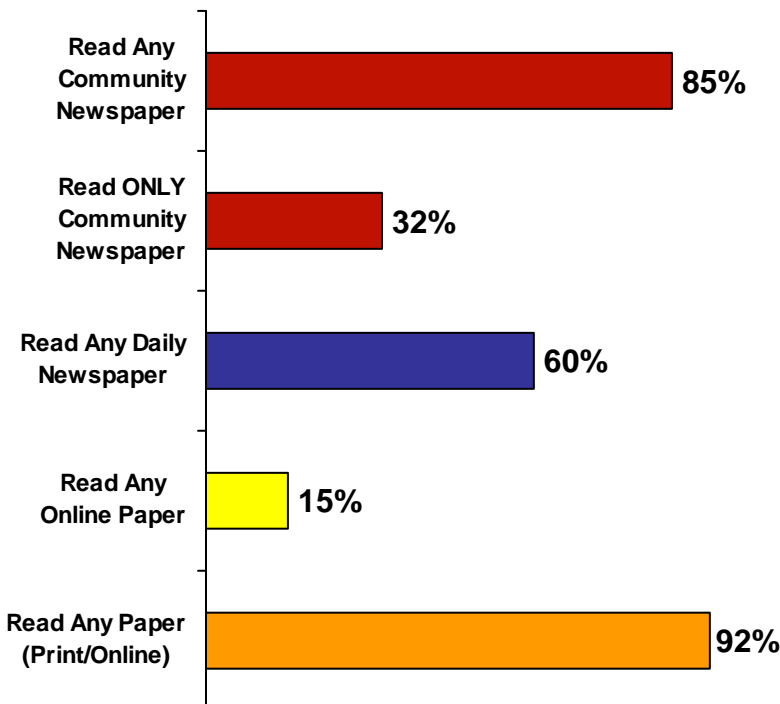
Manitoba Community Newspapers Readership and Demographics

85% of Manitoba adults are readers of their local community newspaper*.



NEWSPAPER READERSHIP

Nine out of ten Manitoba adults are print or online newspaper readers*.



COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

88% of adults who retired in the last year or plan to retire in the next year are community newspaper readers.*

GENDER

Male	83%
Female	87%

AGE

Young Readers 18-24 years	67%
Age 25-49 years	85%
Baby Boomers 50+ years	88%

EDUCATION

High School or less	83%
College (including Technical)	89%
University +	87%

HOUSEHOLD INCOME

<\$30K	81%
\$30-\$49K	87%
>\$50K	88%
>\$75K	88%
>\$100K	84%

RESIDENCE

Own Residence	87%
Rent Residence	75%

FAMILY STATUS

With children	87%
Without children	84%

LIFE EVENTS *(occurred in last year/next year)*

Marriage	83%
Child/Grandchild born	87%
Retire	88%
Change job	79%
Move (same city)	84%

* read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Manitoba Community Newspapers

Media Habits

WHY DO READERS TURN TO COMMUNITY NEWSPAPERS?

33% of community newspaper readers listed Advertising as one of the reasons for reading their community newspaper.

Community Newspaper Readers*	
Editorial	34%
Local News	84%
Local Events	60%
Classified	42%
Real Estate	21%
Jobs/Employment	23%
Advertising	33%
Flyers	31%

*read any community newspaper. Multiple mentions accepted.

READERSHIP OF FLYERS DELIVERED IN COMMUNITY NEWSPAPERS

80% of community newspaper readers read Grocery flyers.

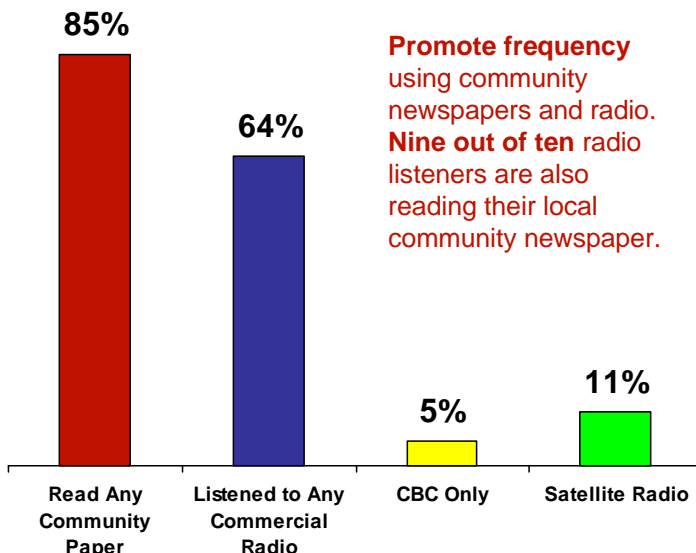
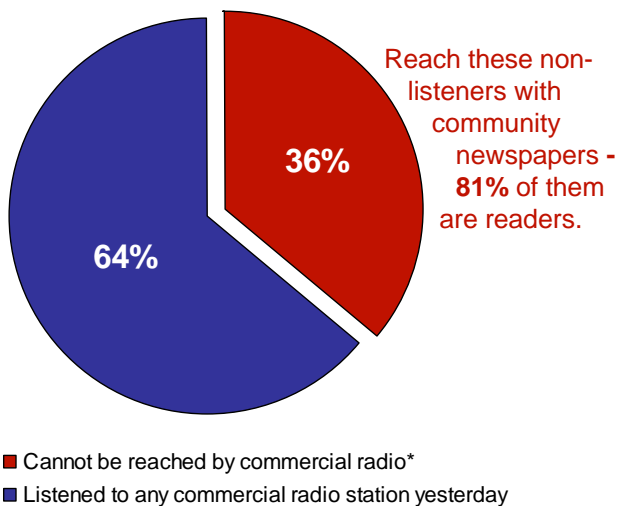
Automotive Supply or Service	48%
Computer Hardware or Software	44%
Department Stores including Clothing	72%
Drug Store or Pharmacy	60%
Fast Food Restaurant	49%
Furniture or Appliances or Electronics	71%
Grocery Store	80%
Home Improvement Store	73%
Investment or Banking Services	32%
Telecommunication and Wireless Products	34%
Other Products or Services	63%

*read any community newspaper. Always or sometimes read flyers.

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.

36% of Manitoba adults cannot be reached by commercial radio*.



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

Manitoba Community Newspapers

ComBase 2008/2009

Number of Markets Measured: 26

Total Adult Population: 256,264

Number of MB Interviews: 4,372

Market	Member Community Newspaper
Altona	Altona Red River Valley Echo
Baldur & Glenboro	The Gazette (Baldur & Glenboro)
Beausejour	The Clipper Weekly
Beausejour	Beausejour Review
Brandon	Brandon Wheat City Journal
Carberry	Carberry News Express
Carman	Carman Valley Leader
Dauphin	Dauphin Herald
Emerson	Emerson Southeast Journal
Gimli	Interlake Spectator
Lac du Bonnet	Lac Du Bonnet Leader
Minnedosa	Minnedosa Tribune
Morden	Morden Times
Neepawa	Neepawa Press
Portage La Prairie	Herald Leader
Roblin	Roblin Review
Russell	Russell Banner
Selkirk	Selkirk Journal
Shoal Lake	Crossroads This Week
Manitoba	The Carillon
Stonewall	Stonewall Argus & Teulon Times
Swan River	Swan River Star & Times
The Pas	Opasquia Times
Treherne	The Treherne Times
Virden	Virden Empire and Advance
Winkler	Winkler Times

Manitoba Community Newspapers

ComBase 2008/2009

Methodology

- English interviewing only of adults 18+
- Telephone interviewing (approximate interview length 12-15 minutes)
- No respondent substitution
- Minimum response rate of 35% by market
- Full sample conducted in each market (different from previous rolling sample methodology)
- Sample size by market ranges from 100 to 200+ based on number of households
- Random directory sample based on newspaper market area
- Geographic boundaries determined by newspaper circulation and penetration
- Interviews conducted Tuesday to Saturday and balanced by day of week
- Margin of error ranges from 5-8% depending on total sample

Timing of ComBase 2008/2009

Interviewing by market was conducted during one of the following fieldwork periods:

- January 2008 to June 2008
- September 2008 to October 2008
- January 2009 to April 2009

Research Supplier

- ComBase 2008/2009 was conducted by Leger Marketing
- Interviews were conducted out of the Winnipeg and Montreal call centres by English interviewers only

Cumulative Readership

- Cumulative Readership for community newspapers represents readers of any of the last four community newspaper issues
- Cumulative Readership for daily newspapers represents readers of any of the last five weekday daily newspaper issues

New Questions

Several new questions were added to the ComBase 2008/2009 questionnaire:

- reasons for reading community newspapers (multiple responses) - *editorial, flyers, local events, classified ads, jobs/employment, real estate, local news, in-newspaper advertising*
- readership of flyers delivered with community newspapers by category - *Grocery Store, Drug Store or Pharmacy, Home Improvement Store, Automotive Supply or Service, Department Store including Clothing, Fast Food and Restaurant, Furniture / Appliance / Electronics, Computer Hardware/Software, Investments or Banking Services, Other Products or Services*
- computers/internet - *time spent, usage by category, number of computers in household, readership of online newspapers*
- satellite radio measurement
- classifieds - *usage of print or online classified ads*
- life events in the past 12 months or the next 12 months - *marriage, child born/adopted, change job, retire, move (within same town or to another city)*