

News-Optimist

Publication: News-Optimist

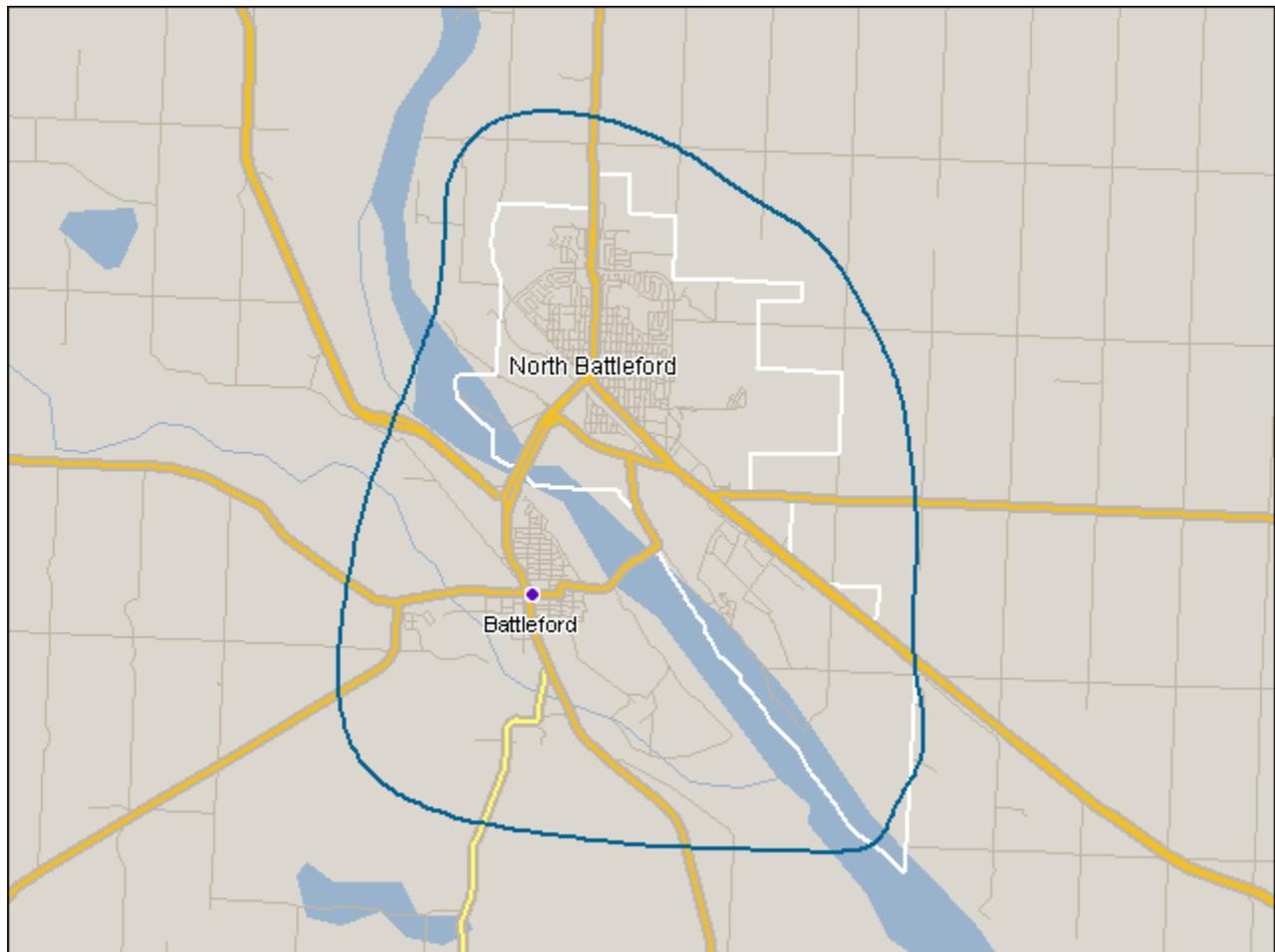
Code: 70082

Market: North Battleford, SK

Population: 12 726

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

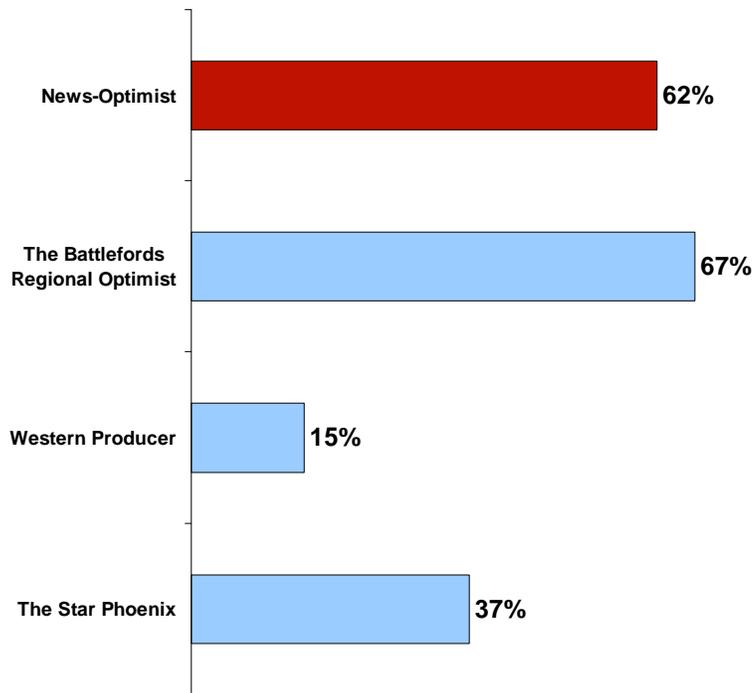


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

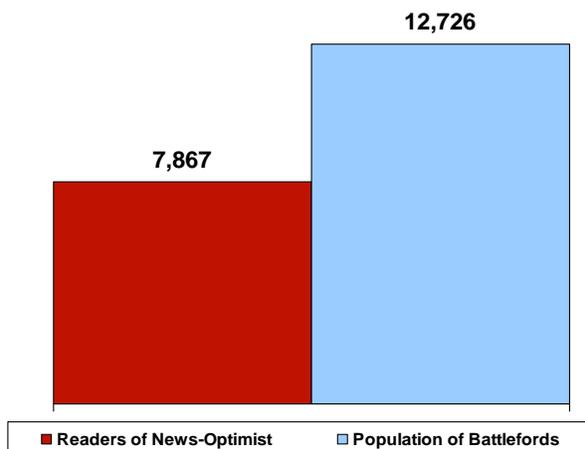
NET READERSHIP*

62% of North Battleford adults read any of the last 4 issues of News-Optimist.



NET READERS

7,867 North Battleford adults read any of the last 4 issues of News-Optimist.



NEWSPAPER READERSHIP

- 85% of North Battleford adults read any community newspaper.
- 37% of North Battleford adults read any daily newspaper.
- 51% of North Battleford adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

News-Optimist

- 61% of females read News-Optimist.*

GENDER

Male	63%
Female	61%

AGE

18-34 years old	52%
35-49 years old	62%
50+ years old	67%

EDUCATION

High School or less	58%
Tech. or College	67%
University +	66%

HOUSEHOLD INCOME

<\$30K	63%
\$30-49K	50%
>\$50K	70%

RESIDENCE

Own Residence	65%
Rent Residence	50%

FAMILY STATUS

With children	54%
Without children	68%

* 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

31% of News-Optimist readers said they read their community newspaper for advertising.

	News-Optimist Readers*	Community Newspaper Readers**
Editorial	27%	28%
Local News	80%	77%
Local Events	60%	60%
Classified	40%	44%
Real Estate	25%	24%
Jobs/Employment	27%	25%
Advertising	31%	32%
Flyers	34%	39%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

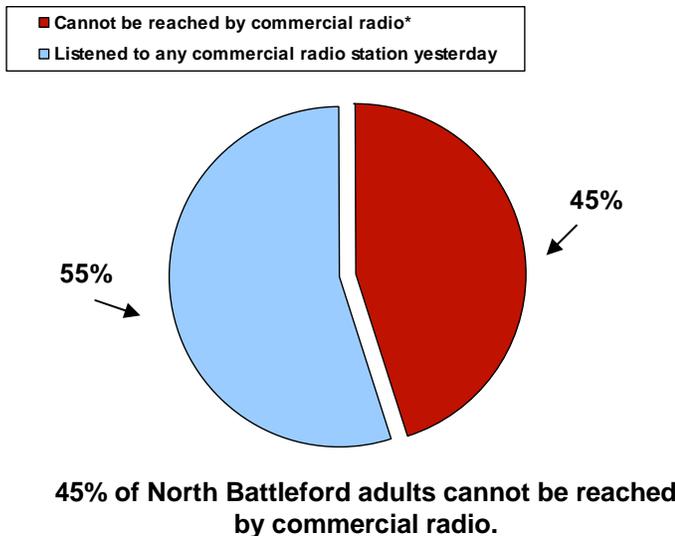
(Read Always Or Sometimes)

62% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

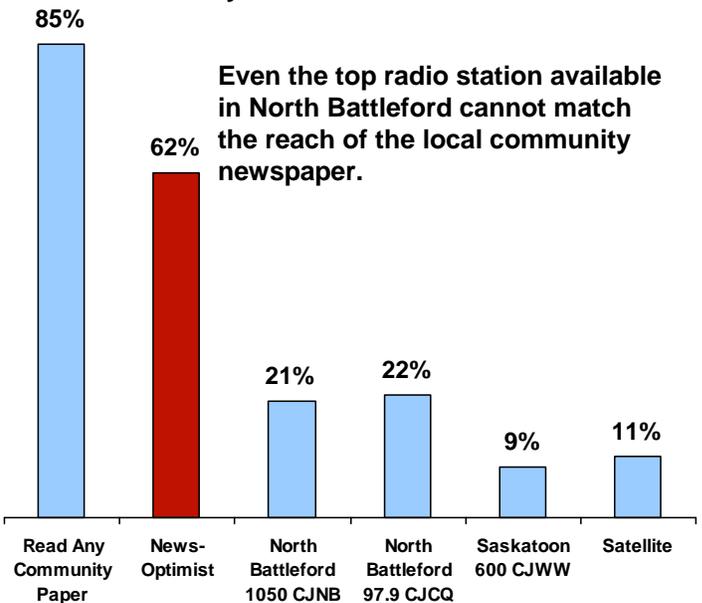
Automotive Supply or Service	62%
Computer Hardware or Software	51%
Department Stores including Clothing	74%
Drug Store or Pharmacy	68%
Fast Food Restaurant	53%
Furniture or Appliances or Electronics	73%
Grocery Store	79%
Home Improvement Store	79%
Investment or Banking Services	41%
Telecommunication and Wireless Products	44%
Other Products or Services	70%

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