

Regional Optimist

Publication: Regional Optimist

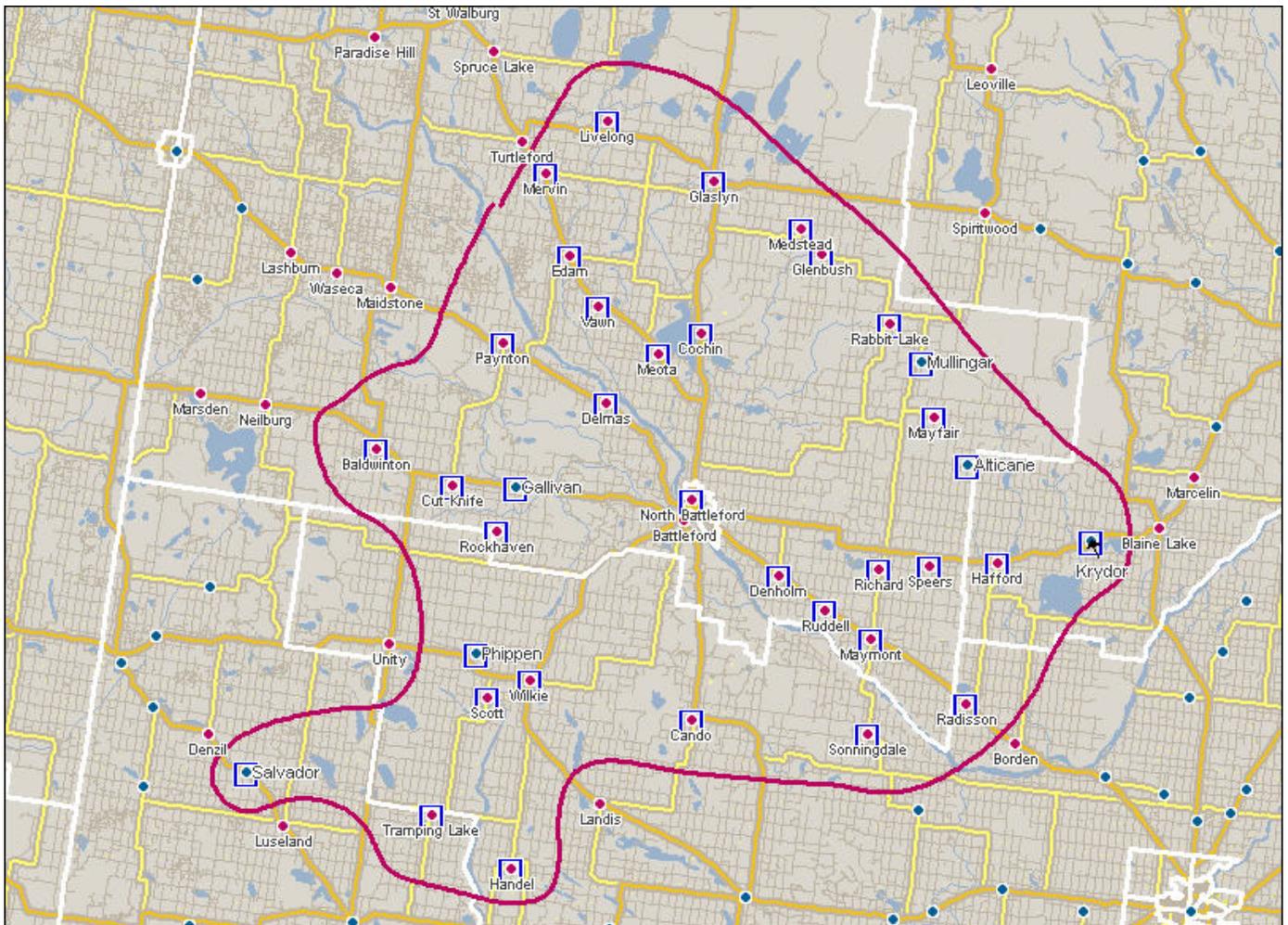
Code: 70154

Market: Regional, SK

Population: 26 341

Publishing Day: Friday

Source: ComBase 2008 Study

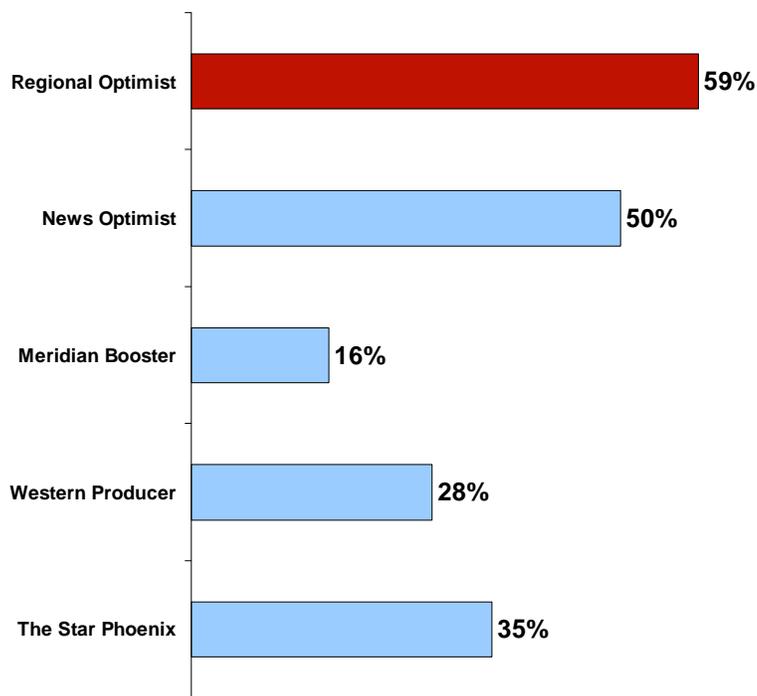


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

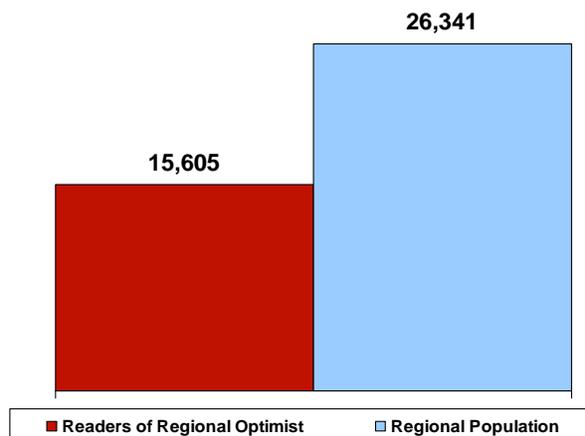
NET READERSHIP*

59% of adults in the region read any of the last 4 issues of Regional Optimist.



NET READERS

15,605 adults in the region read any of the last 4 issues of Regional Optimist.



NEWSPAPER READERSHIP

- 80% of adults in the region read any community newspaper.
- 35% of adults in the region read any daily newspaper.
- 50% of adults in the region can only be reached with community newspapers.

READER DEMOGRAPHICS:

Regional Optimist

- 64% of females read Regional Optimist.*

GENDER

Male	55%
Female	64%

AGE

18-34 years old	44%
35-49 years old	66%
50+ years old	62%

EDUCATION

High School or less	61%
Tech. or College	58%
University +	58%

HOUSEHOLD INCOME

<\$30K	51%
\$30-49K	70%
>\$50K	60%

RESIDENCE

Own Residence	63%
Rent Residence	35%

FAMILY STATUS

With children	60%
Without children	58%

* 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

36% of Regional Optimist readers said they read their community newspaper for advertising.

	Regional Optimist Readers*	Community Newspaper Readers**
Editorial	30%	29%
Local News	80%	76%
Local Events	58%	58%
Classified	49%	46%
Real Estate	23%	22%
Jobs/Employment	25%	24%
Advertising	36%	31%
Flyers	42%	39%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

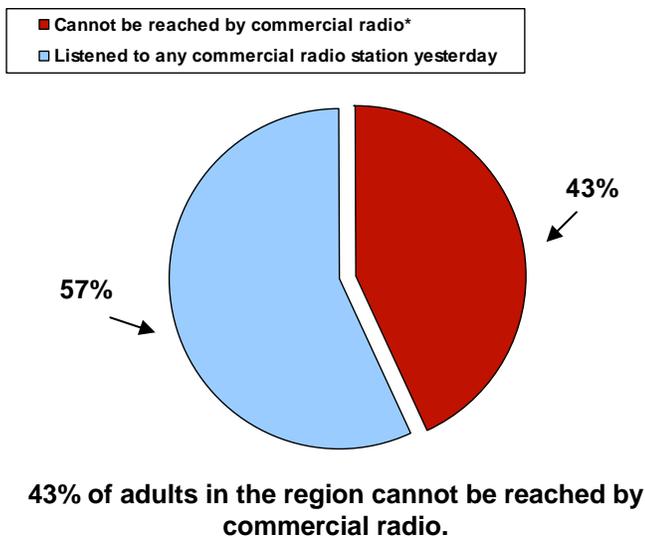
(Read Always Or Sometimes)

63% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	63%
Computer Hardware or Software	46%
Department Stores including Clothing	73%
Drug Store or Pharmacy	63%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	74%
Grocery Store	78%
Home Improvement Store	80%
Investment or Banking Services	34%
Telecommunication and Wireless Products	39%
Other Products or Services	71%

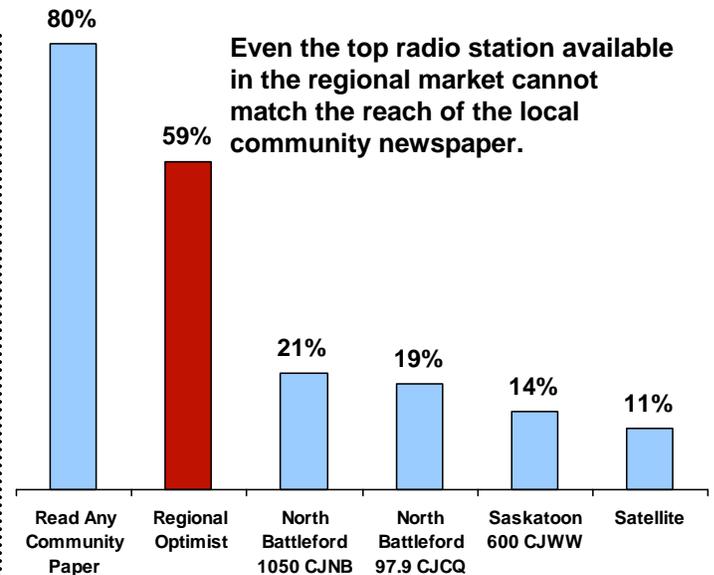
COMMUNITY PRINT MEDIA VS. RADIO

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.



43% of adults in the region cannot be reached by commercial radio.

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



Source: ComBase 2008