

East Central Trader

Publication: East Central Trader

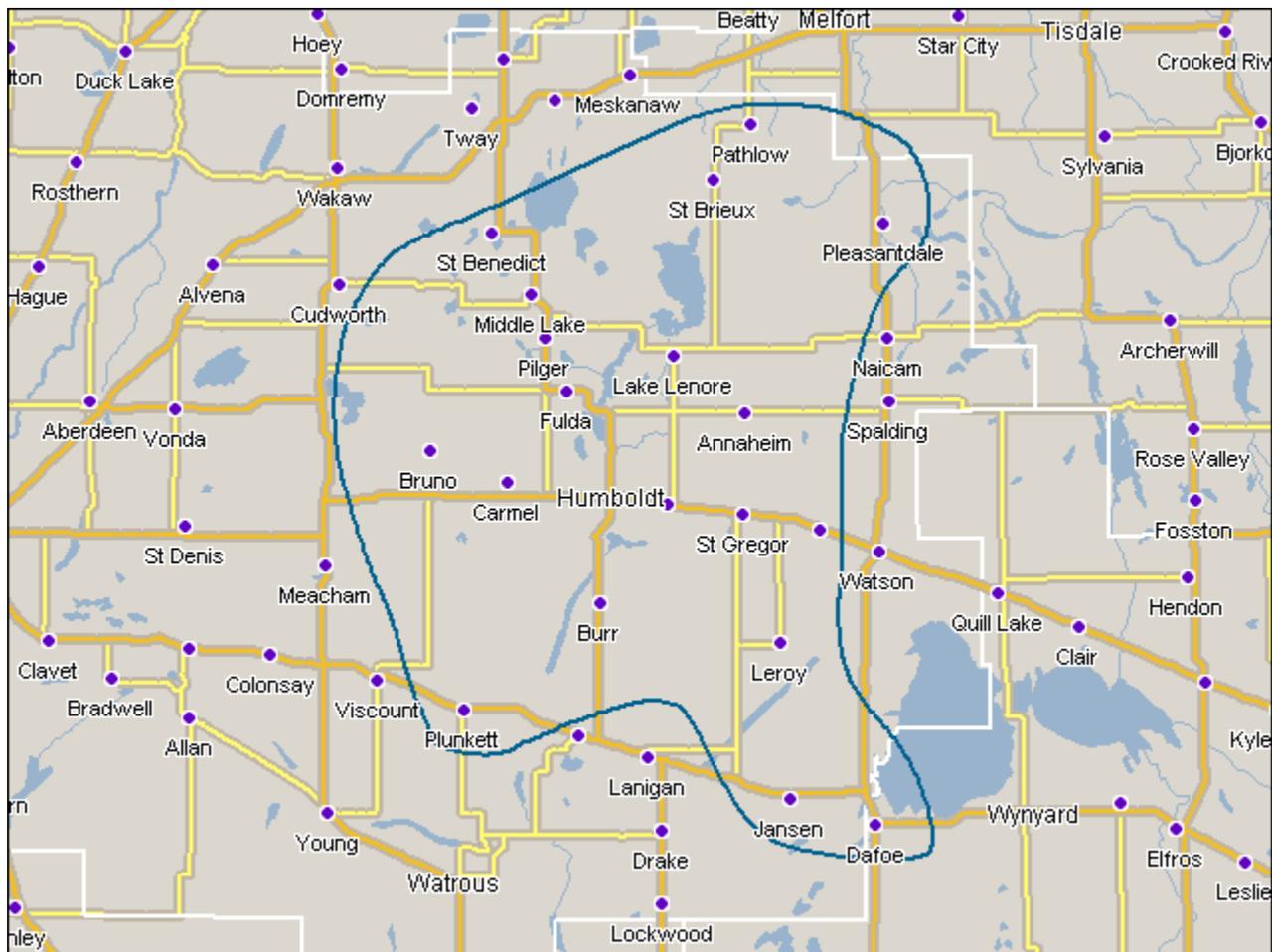
Code: 70415

Market: Regional, SK

Population: 10 050

Publishing Day: Friday

Source: ComBase 2008/2009 Study

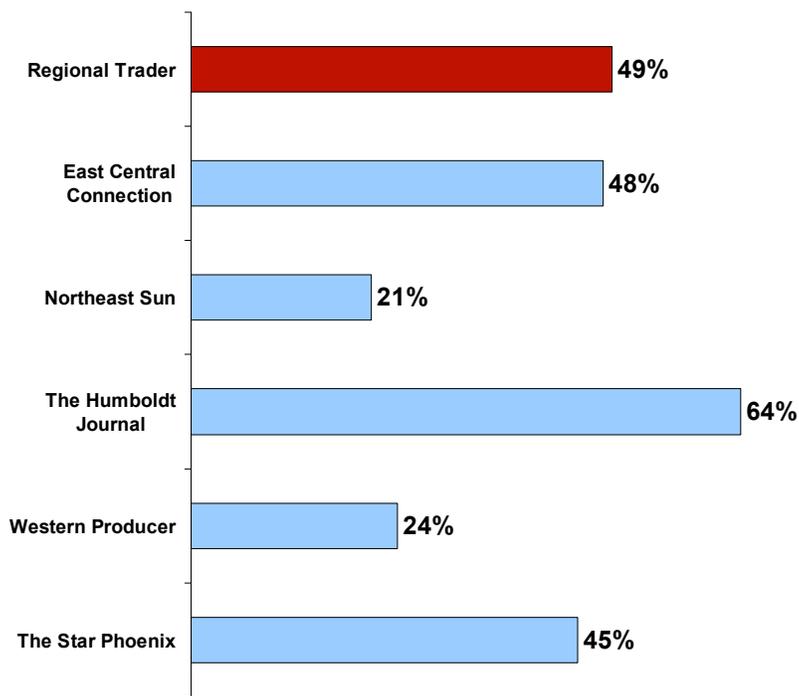


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

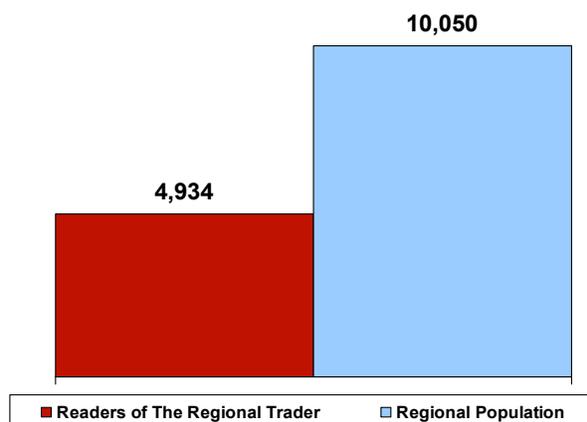
NET READERSHIP*

49% of adults in the region read any of the last 4 issues of East Central Trader.



NET READERS

4,934 adults in the region read any of the last 4 issues of East Central Trader.



NEWSPAPER READERSHIP

- **86%** of adults in the region read any community newspaper.
- **45%** of adults in the region read any daily newspaper.
- **47%** of adults in the region can only be reached with community newspapers.

READER DEMOGRAPHICS: East Central Trader

- **59%** of females read East Central Trader.*

GENDER

Male	37%
Female	59%

AGE

18-34 years old	29%
35-49 years old	59%
50+ years old	58%

EDUCATION

High School or less	44%
Tech. or College	47%
University +	68%

HOUSEHOLD INCOME

<\$30K	57%
\$30-49K	71%
>\$50K	45%

RESIDENCE

Own Residence	53%
Rent Residence	6%

FAMILY STATUS

With children	61%
Without children	44%

* 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

47% of East Central Trader readers said they read their community newspaper for advertising.

	East Central Trader Readers*	Community Newspaper Readers**
Editorial	45%	37%
Local News	85%	88%
Local Events	70%	70%
Classified	47%	44%
Real Estate	27%	28%
Jobs/Employment	33%	37%
Advertising	47%	39%
Flyers	54%	43%

*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)

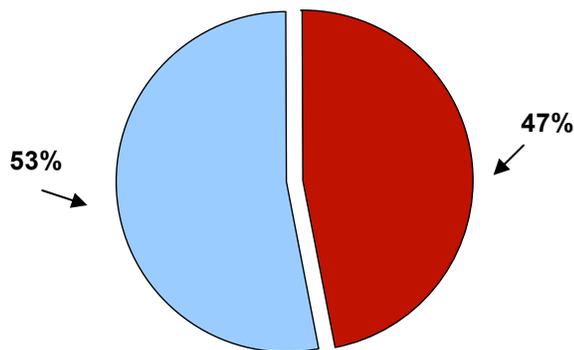
48% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	48%
Computer Hardware or Software	41%
Department Stores including Clothing	74%
Drug Store or Pharmacy	75%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	69%
Grocery Store	87%
Home Improvement Store	73%
Investment or Banking Services	30%
Telecommunication and Wireless Products	31%
Other Products or Services	57%

COMMUNITY PRINT MEDIA VS. RADIO

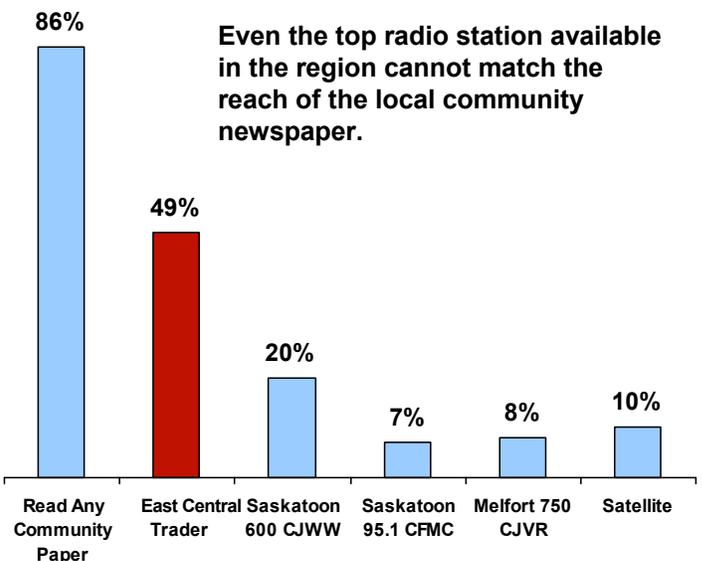
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



47% of adults in the region cannot be reached by commercial radio.

Even the top radio station available in the region cannot match the reach of the local community newspaper.



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

Source: ComBase 2008/2009