

Estevan Lifestyles

Publication: Estevan Lifestyles

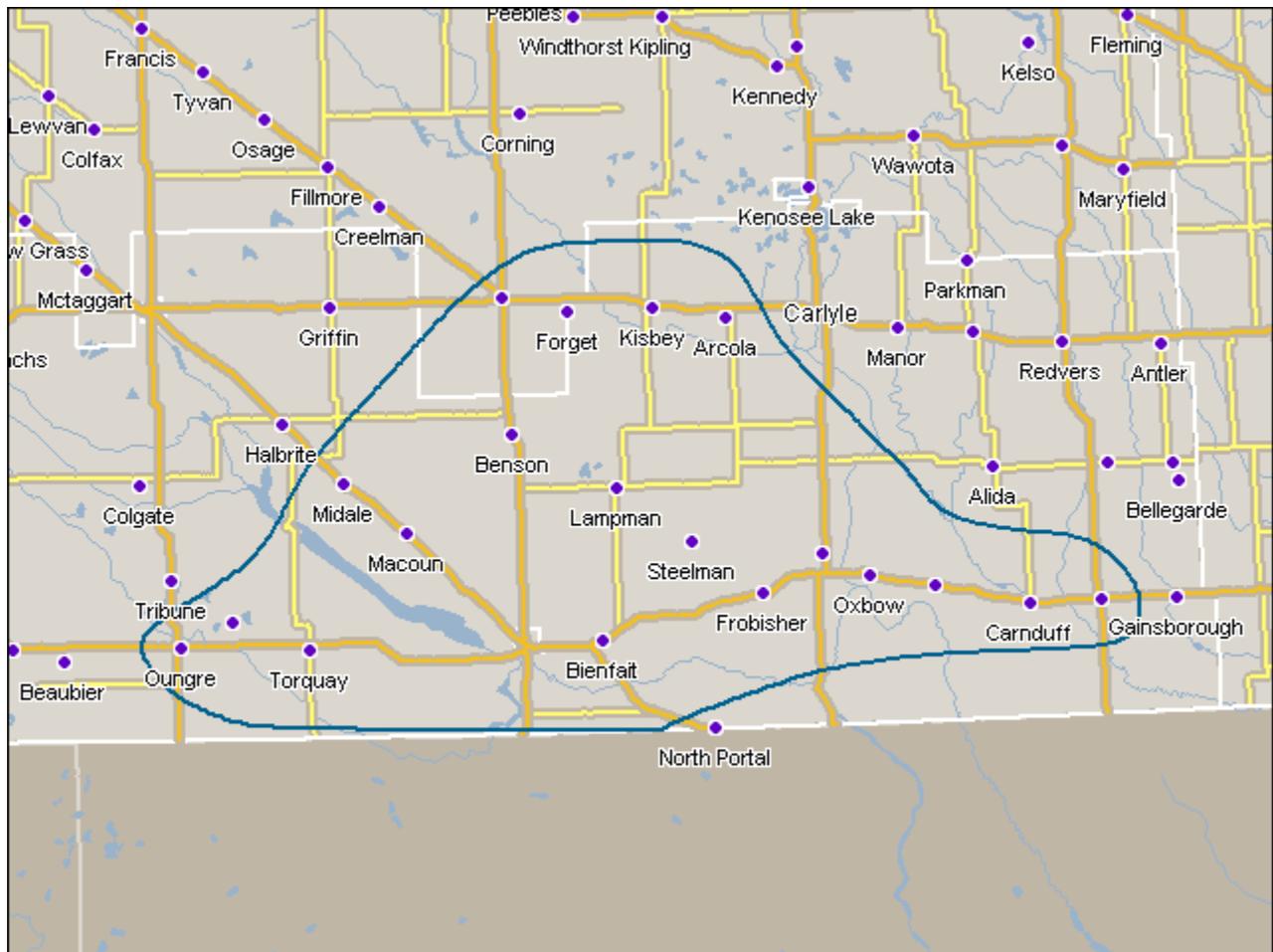
Code: 70025

Market: Estevan, SK

Population: 16 222

Publishing Day: Friday

Source: ComBase 2008/2009 Study

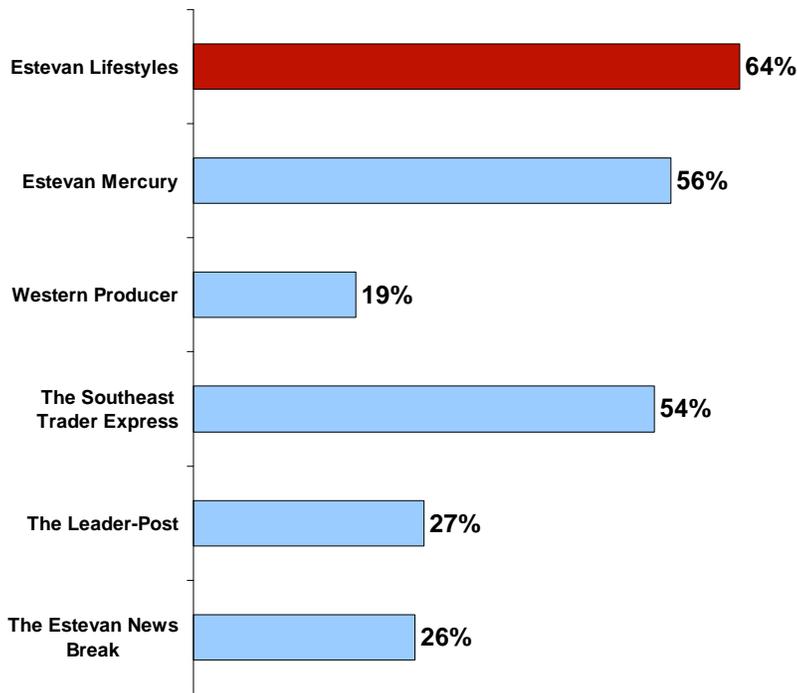


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

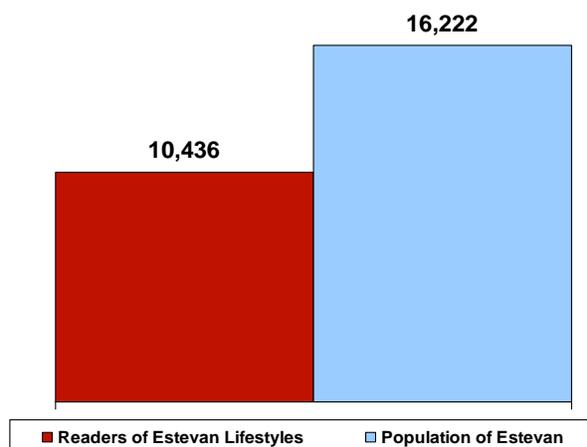
NET READERSHIP*

64% of Estevan adults read any of the last 4 issues of Estevan Lifestyles .



NET READERS

10,436 Estevan adults read any of the last 4 issues of Estevan Lifestyles .



NEWSPAPER READERSHIP

- 84% of Estevan adults read any community newspaper.
- 46% of Estevan adults read any daily newspaper.
- 42% of Estevan adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Estevan Lifestyles

- 76% of females read Estevan Lifestyles .*

GENDER

Male	53%
Female	76%

AGE

18-34 years old	64%
35-49 years old	71%
50+ years old	61%

EDUCATION

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

HOUSEHOLD INCOME

<\$30K	75%
\$30-49K	71%
>\$50K	60%

RESIDENCE

Own Residence	65%
Rent Residence	64%

FAMILY STATUS

With children	68%
Without children	62%

* 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

27% of Estevan Lifestyles readers said they read their community newspaper for advertising.

	Estevan Lifestyles Readers*	Community Newspaper Readers**
Editorial	20%	23%
Local News	81%	80%
Local Events	55%	56%
Classified	38%	40%
Real Estate	24%	26%
Jobs/Employment	20%	19%
Advertising	27%	32%
Flyers	26%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

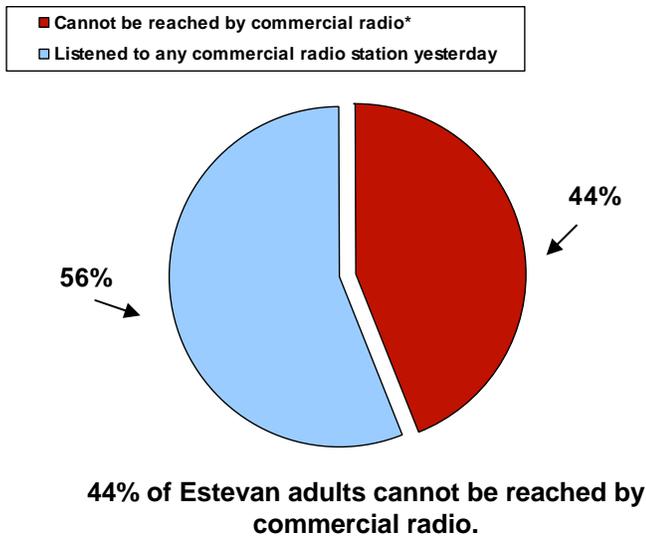
(Read Always Or Sometimes)

51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

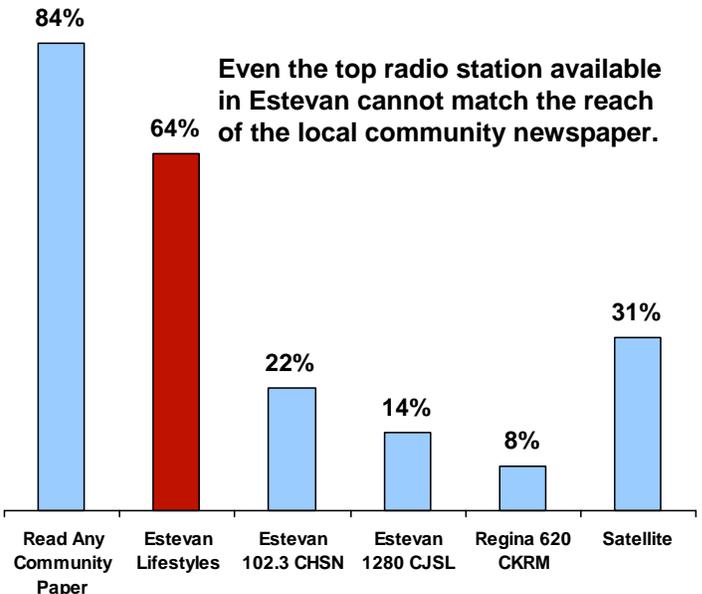
Automotive Supply or Service	51%
Computer Hardware or Software	41%
Department Stores including Clothing	68%
Drug Store or Pharmacy	61%
Fast Food Restaurant	54%
Furniture or Appliances or Electronics	72%
Grocery Store	79%
Home Improvement Store	72%
Investment or Banking Services	32%
Telecommunication and Wireless Products	32%
Other Products or Services	68%

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