

# Estevan Mercury

**Publication:** Estevan Mercury

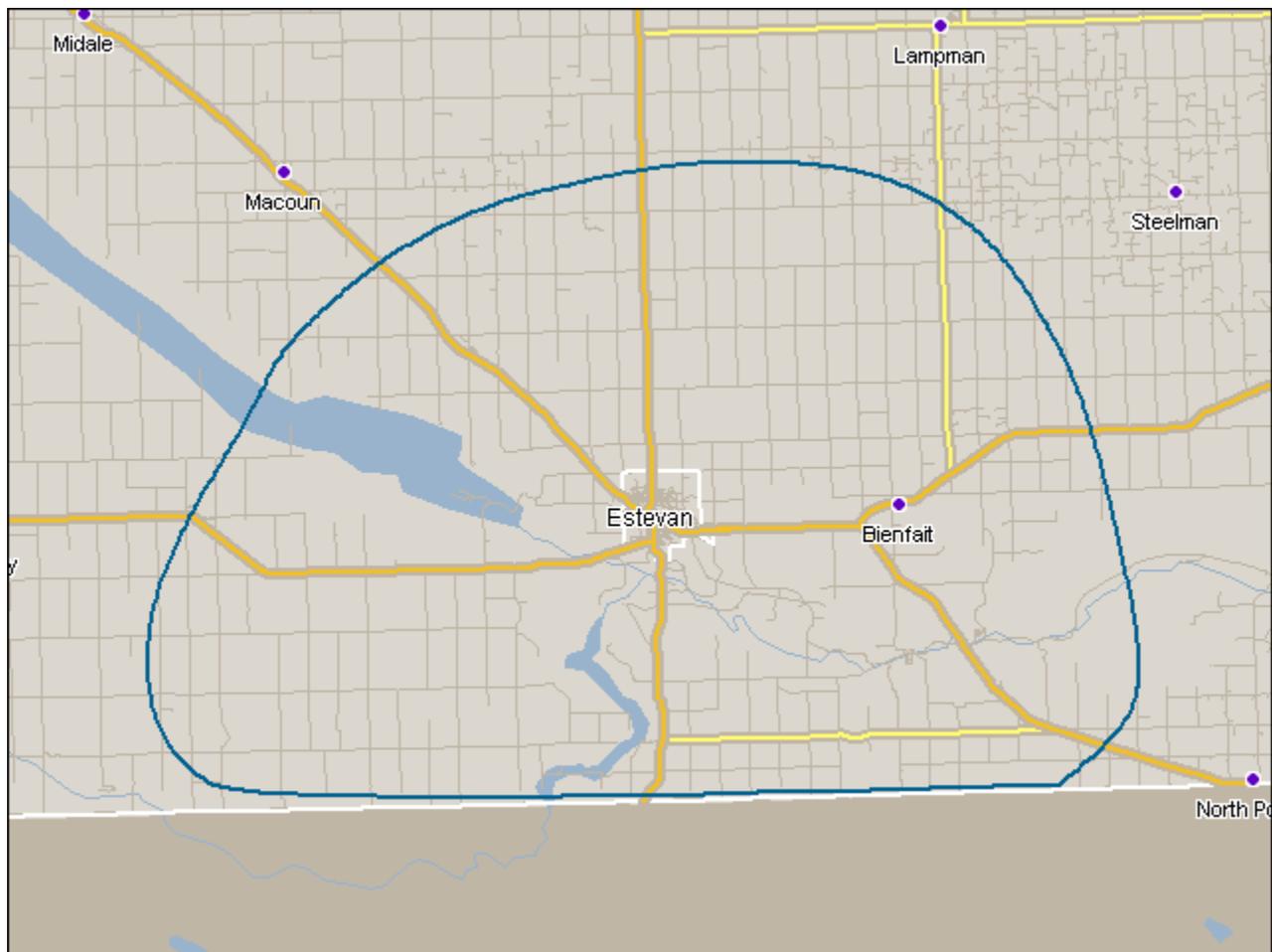
**Code:** 70026

**Market:** Estevan, SK

**Population:** 9 481

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

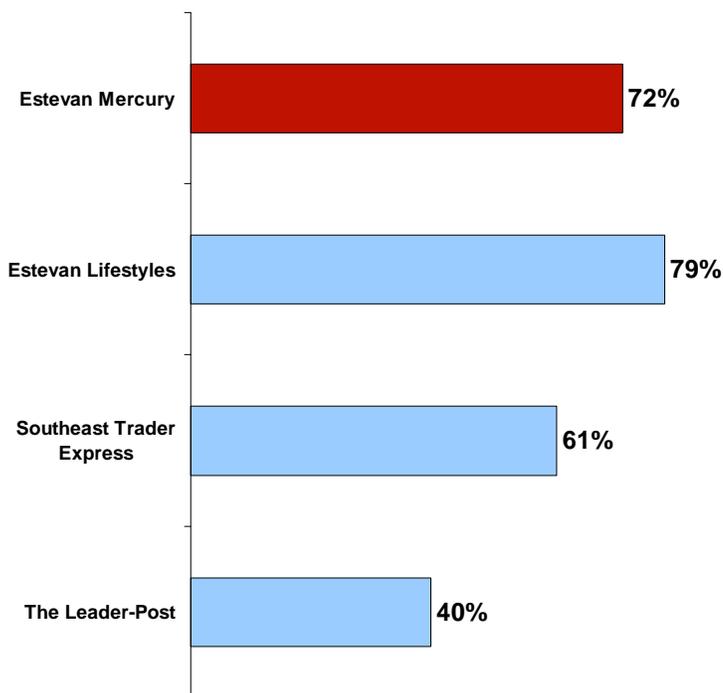


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

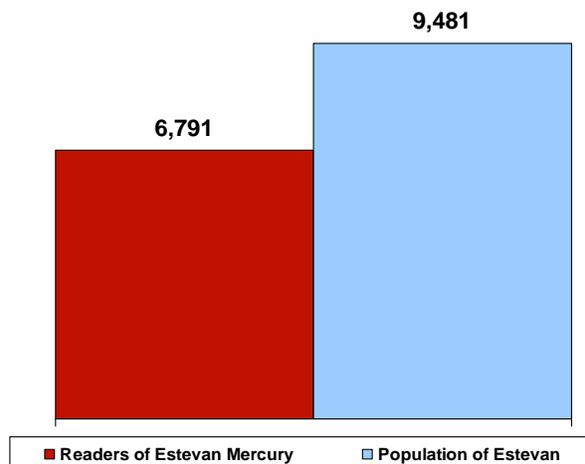
## NET READERSHIP\*

72% of Estevan adults read any of the last 4 issues of Estevan Mercury.



## NET READERS

6,791 Estevan adults read any of the last 4 issues of Estevan Mercury.



## NEWSPAPER READERSHIP

- **88%** of Estevan adults read any community newspaper.
- **54%** of Estevan adults read any daily newspaper.
- **39%** of Estevan adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Estevan Mercury

- **73%** of females read Estevan Mercury.\*

#### GENDER

Male	70%
Female	73%

#### AGE

18-34 years old	48%
35-49 years old	78%
50+ years old	83%

#### EDUCATION

High School or less	69%
Tech. or College	75%
University +	77%

#### HOUSEHOLD INCOME

<\$30K	77%
\$30-49K	89%
>\$50K	64%

#### RESIDENCE

Own Residence	77%
Rent Residence	48%

#### FAMILY STATUS

With children	67%
Without children	75%

\* 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

29% of Estevan Mercury readers said they read their community newspaper for advertising.

	Estevan Mercury Readers*	Community Newspaper Readers**
Editorial	27%	24%
Local News	89%	84%
Local Events	61%	59%
Classified	33%	34%
Real Estate	24%	27%
Jobs/Employment	20%	20%
Advertising	29%	28%
Flyers	32%	33%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

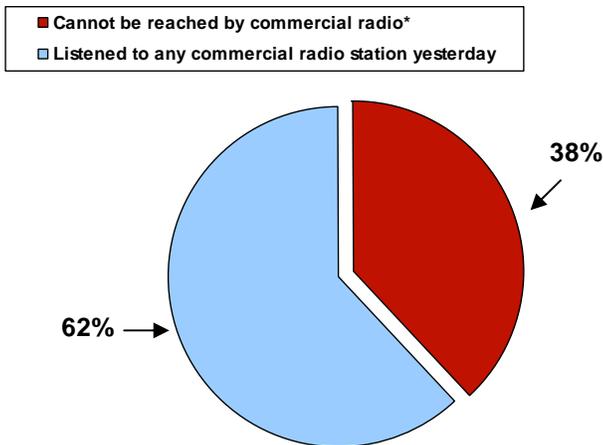
*(Read Always Or Sometimes)*

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	44%
Department Stores including Clothing	71%
Drug Store or Pharmacy	60%
Fast Food Restaurant	64%
Furniture or Appliances or Electronics	71%
Grocery Store	80%
Home Improvement Store	69%
Investment or Banking Services	30%
Telecommunication and Wireless Products	33%
Other Products or Services	68%

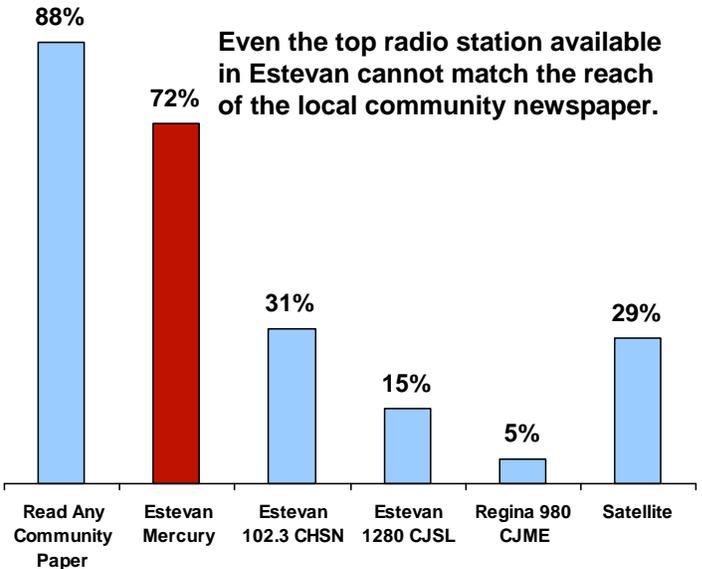
## COMMUNITY PRINT MEDIA VS. RADIO

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.



38% of Estevan adults cannot be reached by commercial radio.

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



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

Source: ComBase 2008/2009