

Yorkton This Week

Publication: Yorkton This Week

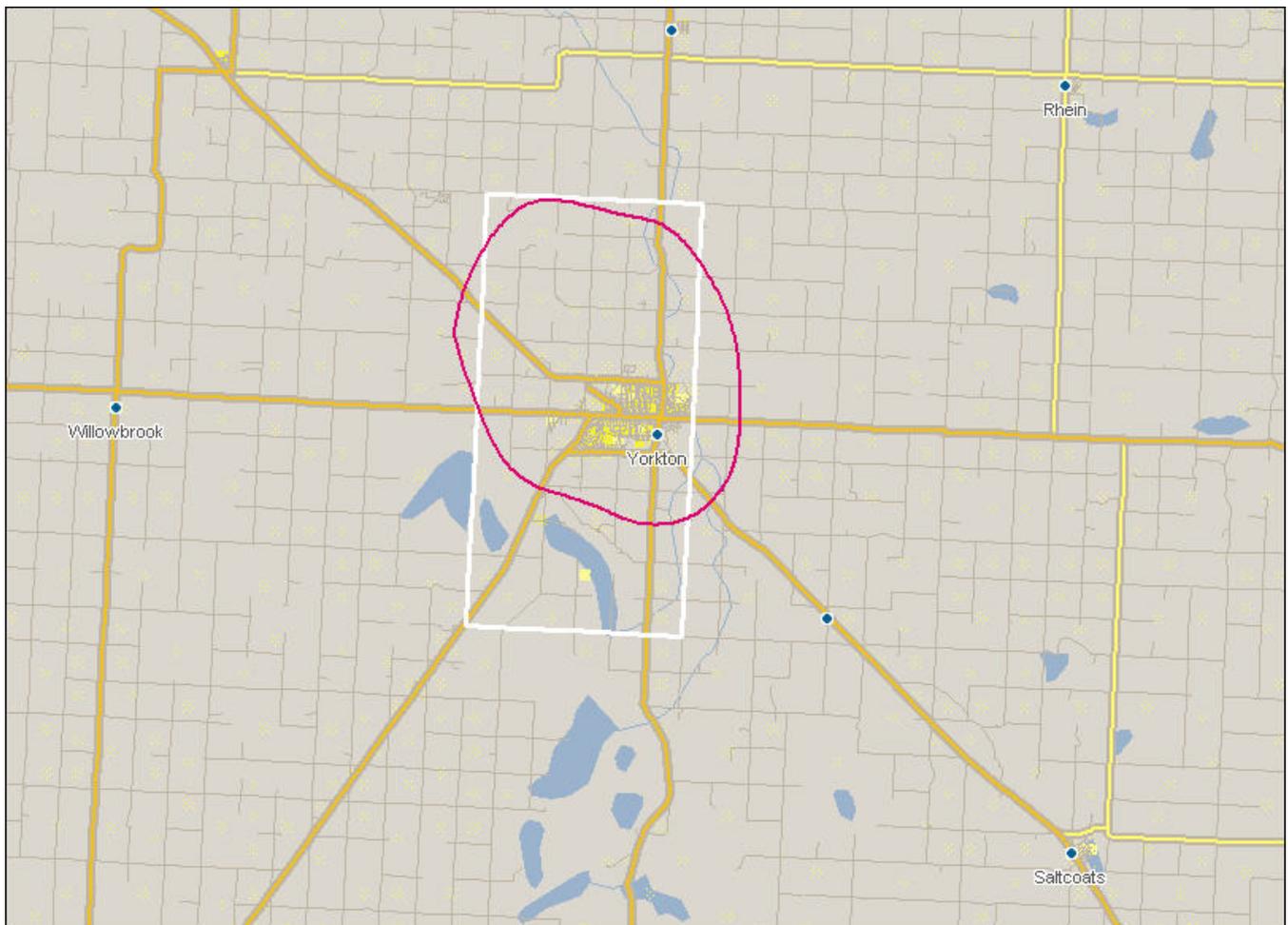
Code: 70301

Market: Yorkton, SK

Population: 12 247

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

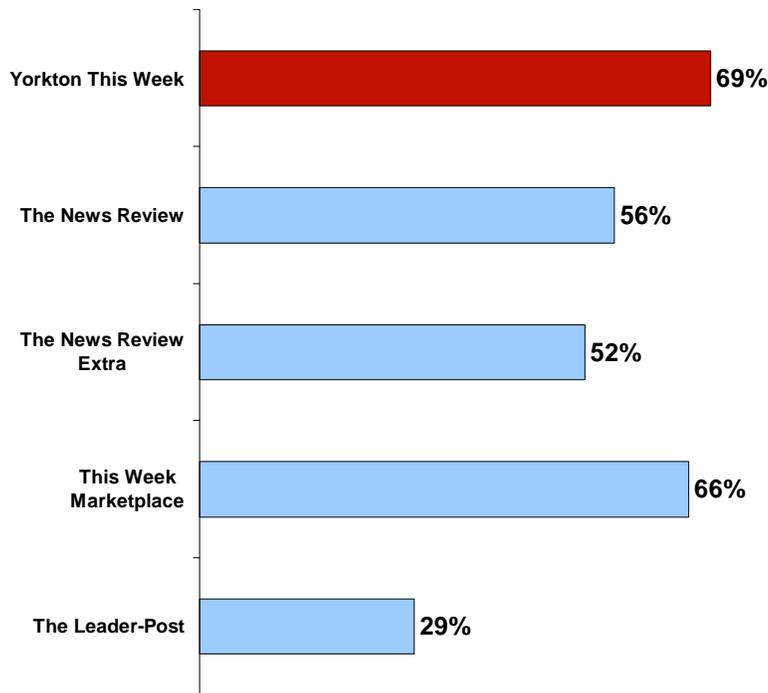


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

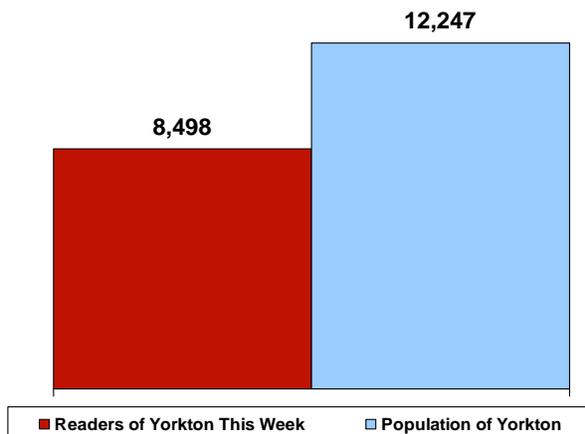
NET READERSHIP*

69% of Yorkton adults read any of the last 4 issues of Yorkton This Week.



NET READERS

8,498 Yorkton adults read any of the last 4 issues of Yorkton This Week.



NEWSPAPER READERSHIP

- 88% of Yorkton adults read any community newspaper.
- 29% of Yorkton adults read any daily newspaper.
- 60% of Yorkton adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Yorkton This Week

- 70% of females read Yorkton This Week.*

GENDER

Male	69%
Female	70%

AGE

18-34 years old	54%
35-49 years old	69%
50+ years old	77%

EDUCATION

High School or less	62%
Tech. or College	75%
University +	90%

HOUSEHOLD INCOME

<\$30K	70%
\$30-49K	74%
>\$50K	70%

RESIDENCE

Own Residence	73%
Rent Residence	55%

FAMILY STATUS

With children	63%
Without children	73%

* 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

39% of Yorkton This Week readers said they read their community newspaper for advertising.

	Yorkton This Week Readers*	Community Newspaper Readers**
Editorial	38%	39%
Local News	85%	83%
Local Events	59%	60%
Classified	49%	53%
Real Estate	25%	27%
Jobs/Employment	26%	28%
Advertising	39%	41%
Flyers	44%	46%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

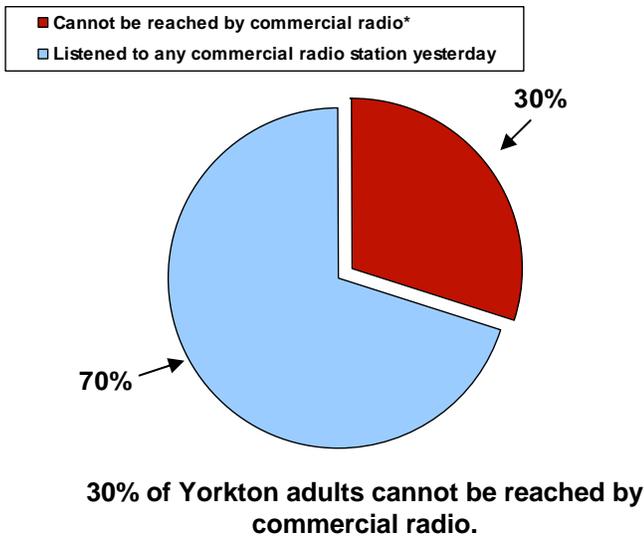
(Read Always Or Sometimes)

50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

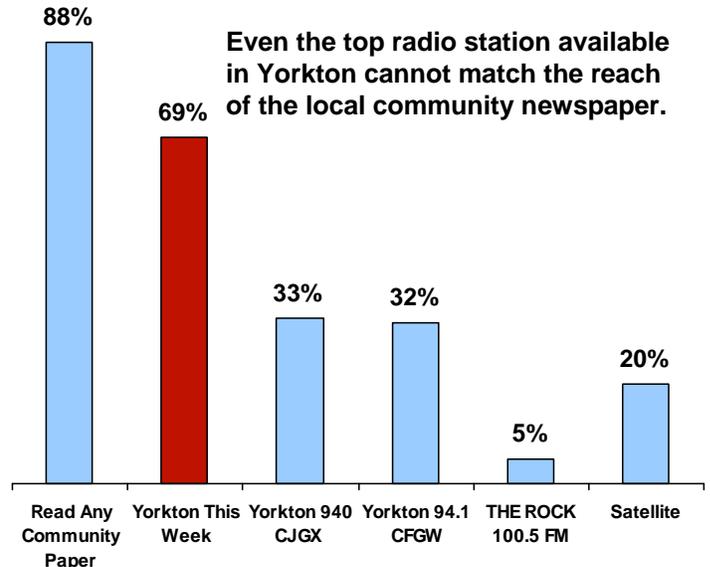
Automotive Supply or Service	50%
Computer Hardware or Software	46%
Department Stores including Clothing	75%
Drug Store or Pharmacy	58%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	69%
Grocery Store	79%
Home Improvement Store	75%
Investment or Banking Services	33%
Telecommunication and Wireless Products	37%
Other Products or Services	65%

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