

Weyburn Review

Publication: Weyburn Review

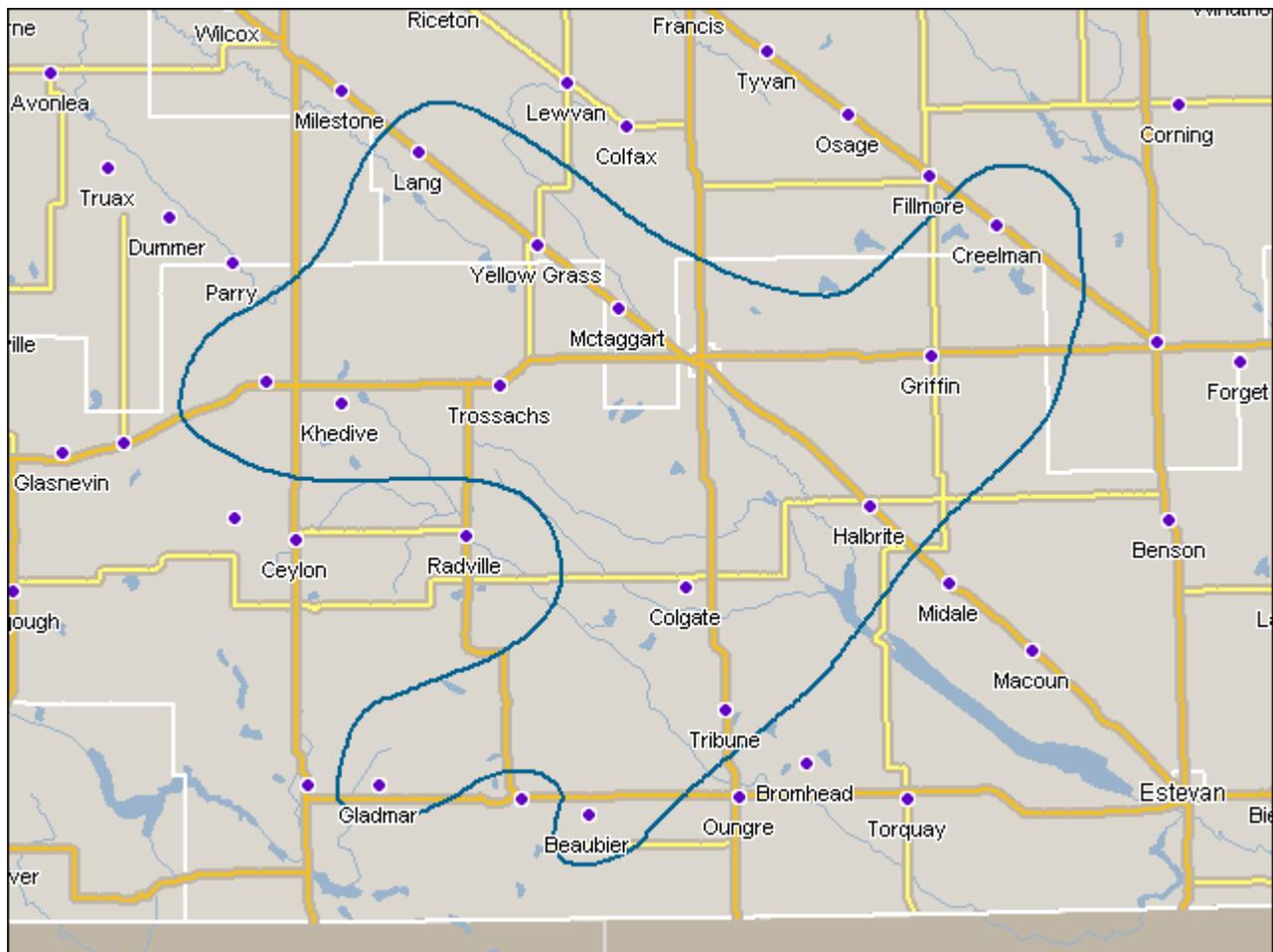
Code: 70043

Market: Weyburn, SK

Population: 10 226

Publishing Days: Wednesday

Source: ComBase 2008/2009 Study

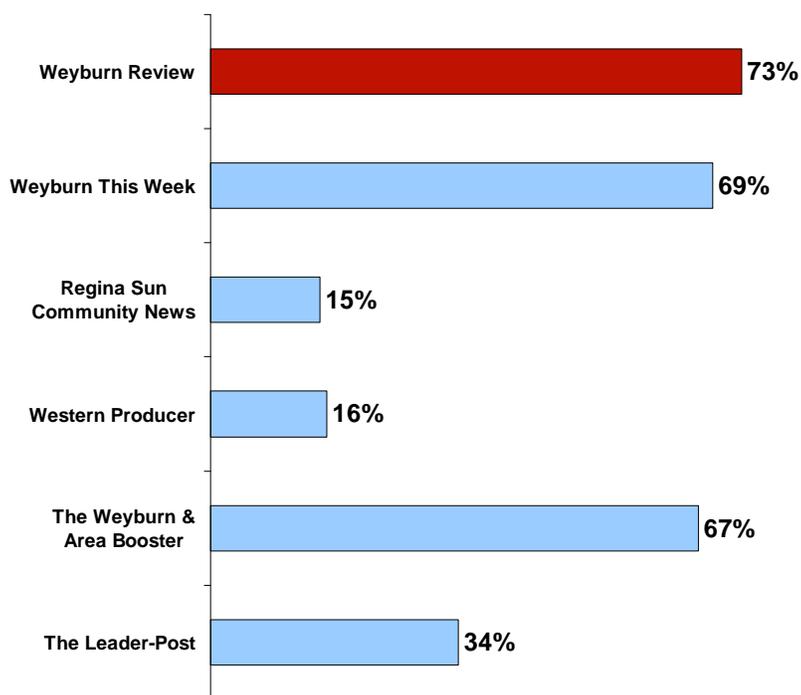


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

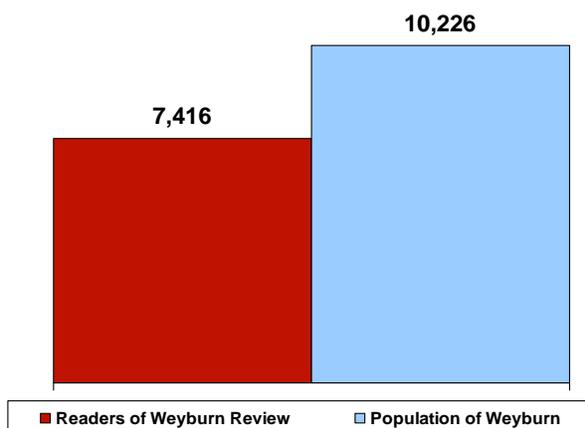
NET READERSHIP*

73% of Weyburn adults read any of the last 4 issues of Weyburn Review.



NET READERS

7,416 Weyburn adults read any of the last 4 issues of Weyburn Review.



NEWSPAPER READERSHIP

- 88% of Weyburn adults read any community newspaper.
- 34% of Weyburn adults read any daily newspaper.
- 56% of Weyburn adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Weyburn Review

- 66% of females read Weyburn Review.*

GENDER

Male	79%
Female	66%

AGE

18-34 years old	63%
35-49 years old	71%
50+ years old	77%

EDUCATION

High School or less	67%
Tech. or College	77%
University +	81%

HOUSEHOLD INCOME

<\$30K	72%
\$30-49K	71%
>\$50K	74%

RESIDENCE

Own Residence	72%
Rent Residence	71%

FAMILY STATUS

With children	70%
Without children	74%

* 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 Weyburn Review readers said they read their community newspaper for advertising.

	Weyburn Review Readers*	Community Newspaper Readers**
Editorial	32%	32%
Local News	76%	75%
Local Events	58%	58%
Classified	36%	39%
Real Estate	19%	22%
Jobs/Employment	18%	20%
Advertising	29%	29%
Flyers	30%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

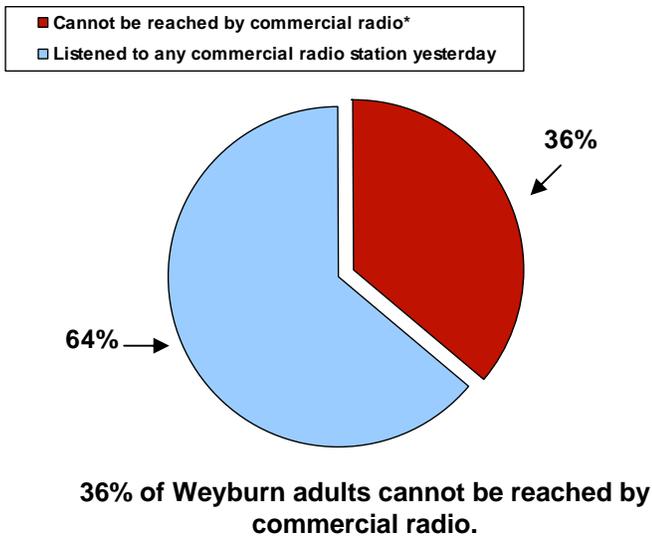
(Read Always Or Sometimes)

55% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

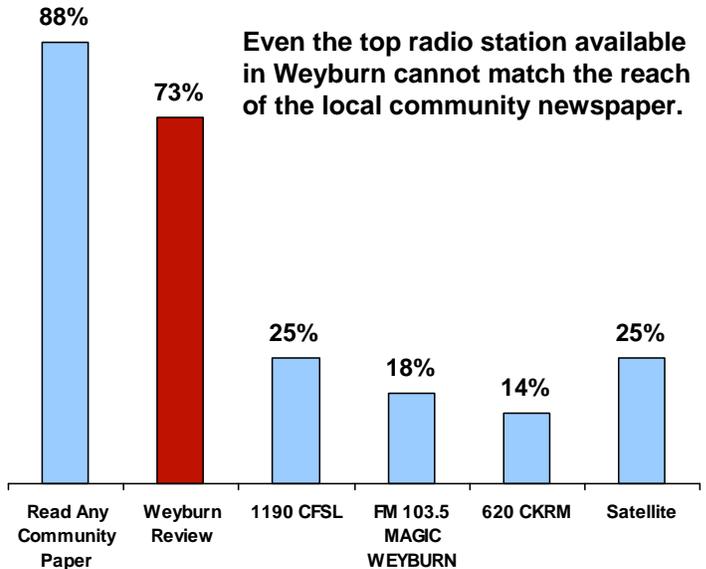
Automotive Supply or Service	55%
Computer Hardware or Software	37%
Department Stores including Clothing	65%
Drug Store or Pharmacy	59%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	68%
Grocery Store	76%
Home Improvement Store	74%
Investment or Banking Services	29%
Telecommunication and Wireless Products	31%
Other Products or Services	61%

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