

Viking Weekly Review

Publication: Viking Weekly Review

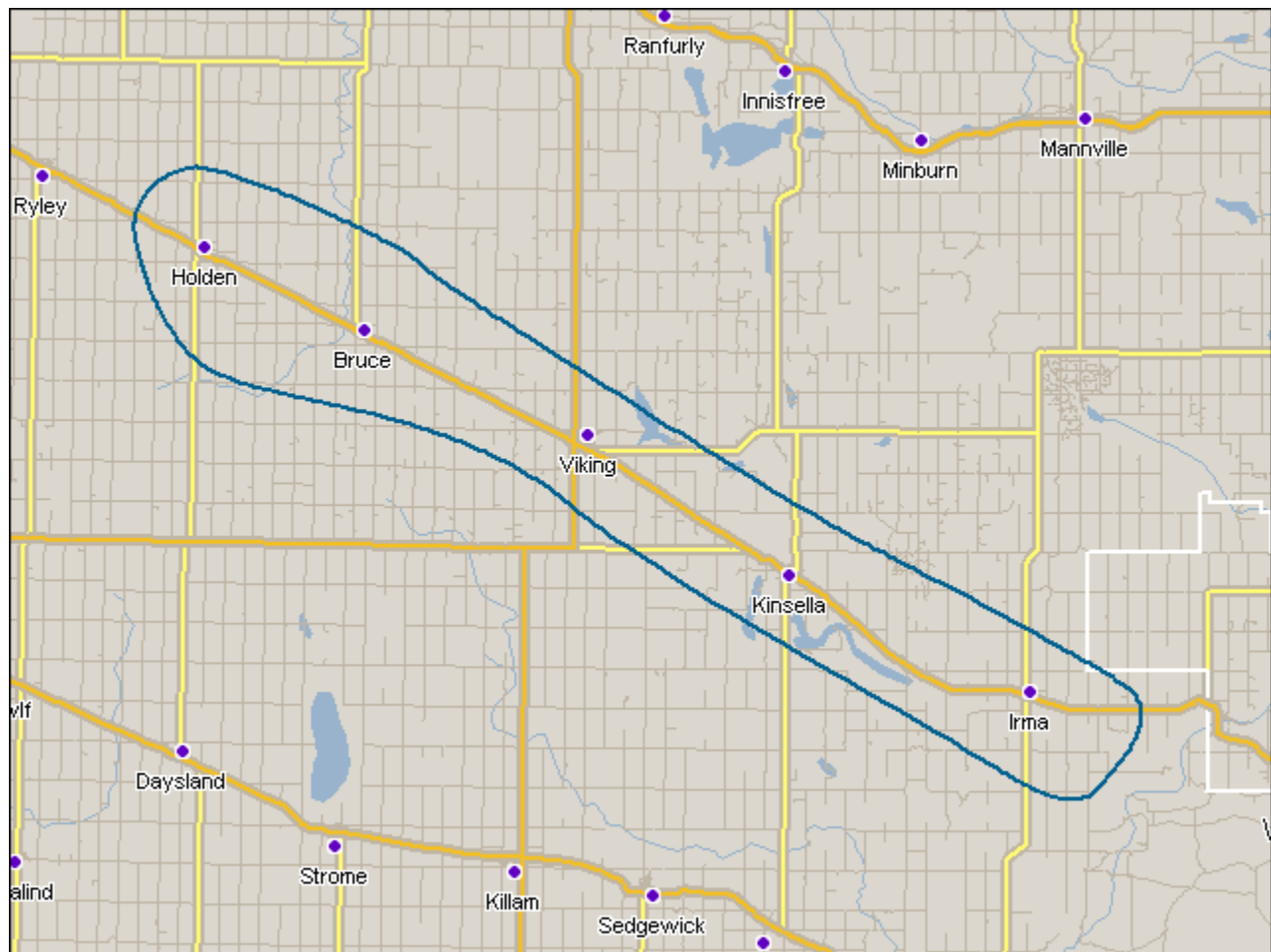
Code: 80050

Market: Viking, AB

Population: 1 516

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

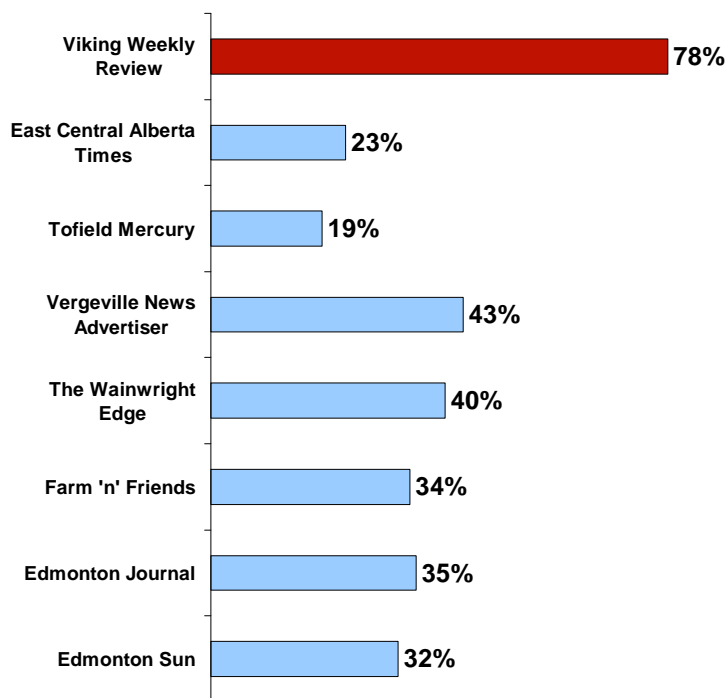


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

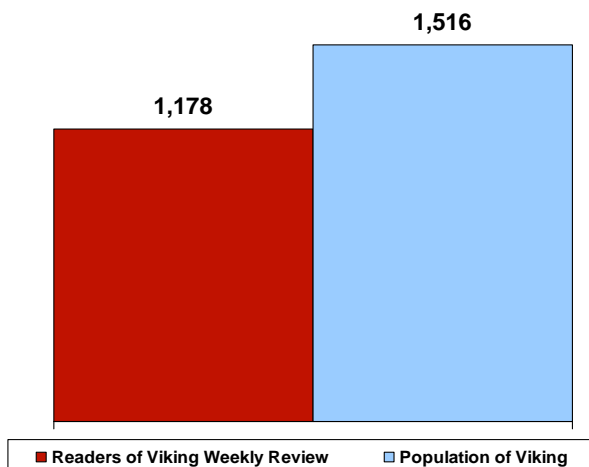
NET READERSHIP*

78% of Viking adults read any of the last 4 issues of Viking Weekly Review.



NET READERS

1,178 Viking adults read any of the last 4 issues of Viking Weekly Review.



NEWSPAPER READERSHIP

- 89% of Viking adults read any community newspaper.
- 56% of Viking adults read any daily newspaper.
- 34% of Viking adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Viking Weekly Review

- 79% of females read Viking Weekly Review.*

GENDER

Male	76%
Female	79%

AGE

18-34 years old	65%
35-49 years old	80%
50+ years old	79%

EDUCATION

High School or less	81%
Tech. or College	78%
University +	47%

HOUSEHOLD INCOME

<\$30K	55%
\$30-49K	81%
>\$50K	82%

RESIDENCE

Own Residence	78%
Rent Residence	67%

FAMILY STATUS

With children	78%
Without children	78%

* 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

50% of Viking Weekly Review readers said they read their community newspaper for advertising.

	Viking Weekly Review Readers*	Community Newspaper Readers**
Editorial	37%	37%
Local News	89%	85%
Local Events	87%	84%
Classified	49%	51%
Real Estate	30%	31%
Jobs/Employment	29%	31%
Advertising	50%	50%
Flyers	42%	41%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

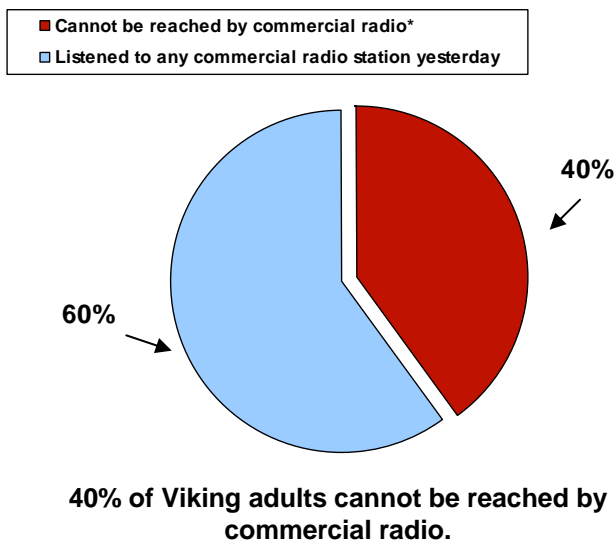
(Read Always Or Sometimes)

60% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

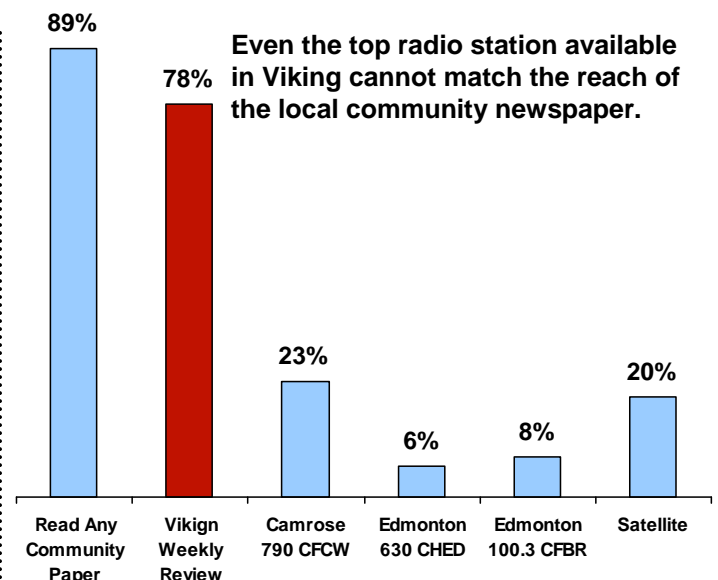
Automotive Supply or Service	60%
Computer Hardware or Software	54%
Department Stores including Clothing	64%
Drug Store or Pharmacy	62%
Fast Food Restaurant	44%
Furniture or Appliances or Electronics	66%
Grocery Store	74%
Home Improvement Store	77%
Investment or Banking Services	30%
Telecommunication and Wireless Products	41%
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