

Rural Roots

Publication: Rural Roots

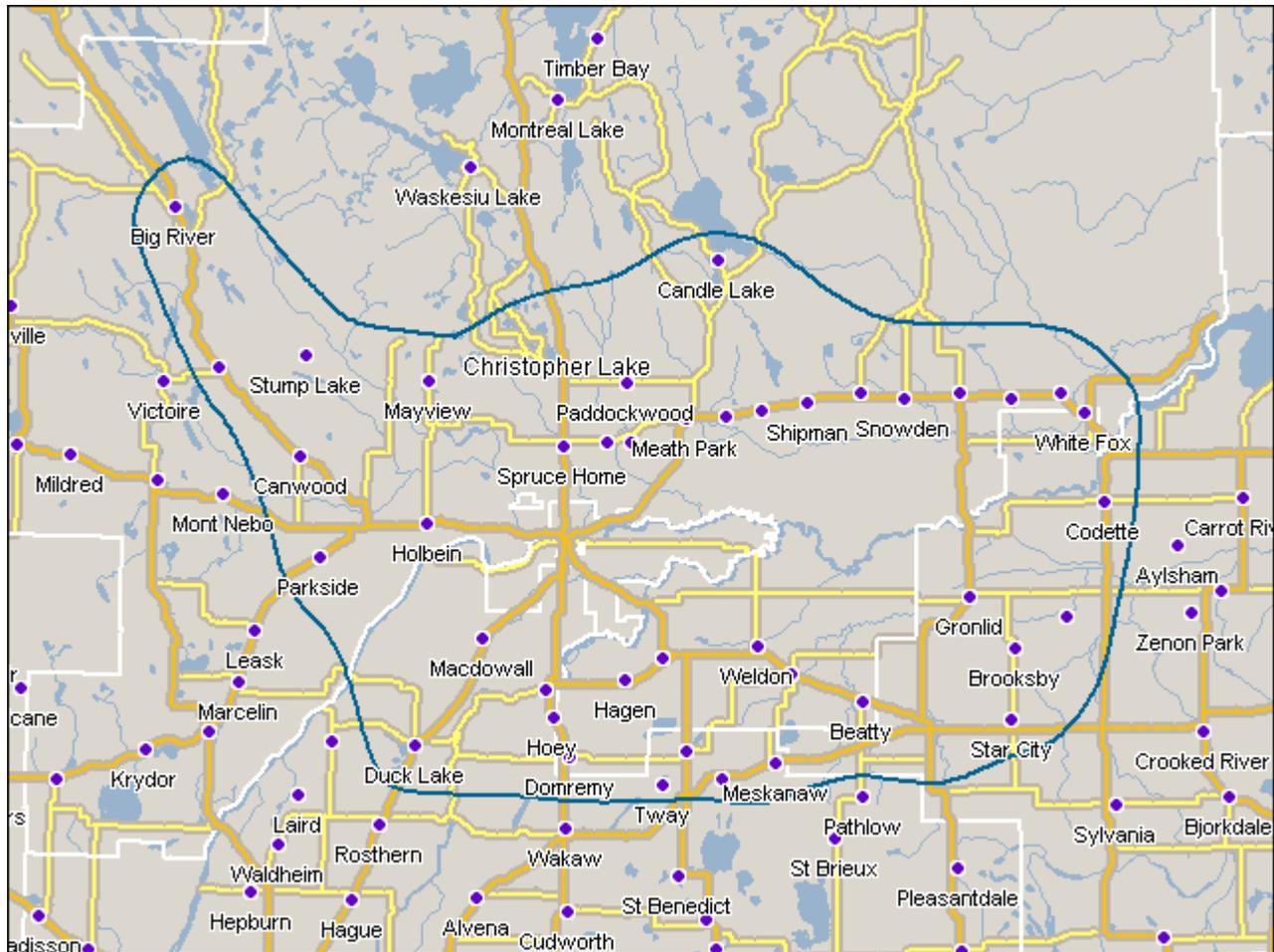
Code: 70032

Market: Regional, SK

Population: 41 359

Publishing Day: Sunday

Source: ComBase 2008/2009 Study

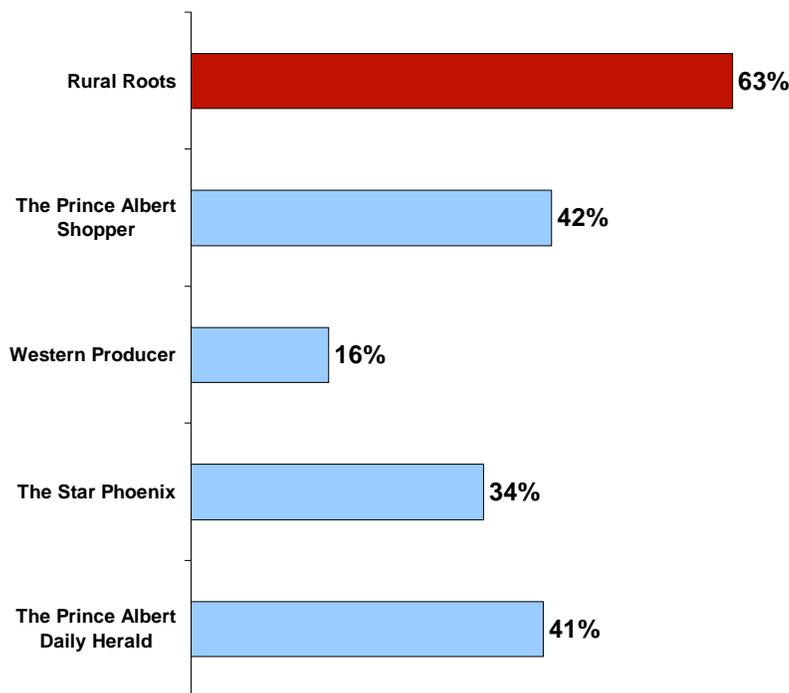


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

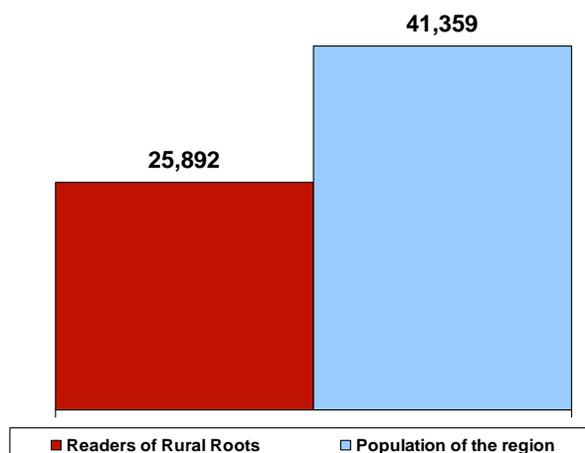
NET READERSHIP*

72% of adults in the region read any of the last 4 issues of Rural Roots.



NET READERS

25,892 adults in the region read any of the last 4 issues of Rural Roots.



NEWSPAPER READERSHIP

- 81% of adults in the region read any community newspaper.
- 36% of adults in the region read any daily newspaper.
- 31% of adults in the region can only be reached with community newspapers.

READER DEMOGRAPHICS:

Rural Roots

- 67% of females read Rural Roots.*

GENDER

Male	58%
Female	67%

AGE

18-34 years old	48%
35-49 years old	71%
50+ years old	66%

EDUCATION

High School or less	62%
Tech. or College	56%
University +	75%

HOUSEHOLD INCOME

<\$30K	51%
\$30-49K	71%
>\$50K	67%

RESIDENCE

Own Residence	67%
Rent Residence	47%

FAMILY STATUS

With children	62%
Without children	63%

* 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

34% of Rural Roots readers said they read their community newspaper for advertising.

	Rural Roots Readers*	Community Newspaper Readers**
Editorial	42%	39%
Local News	78%	78%
Local Events	73%	70%
Classified	55%	55%
Real Estate	34%	30%
Jobs/Employment	27%	27%
Advertising	34%	34%
Flyers	40%	39%

*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)

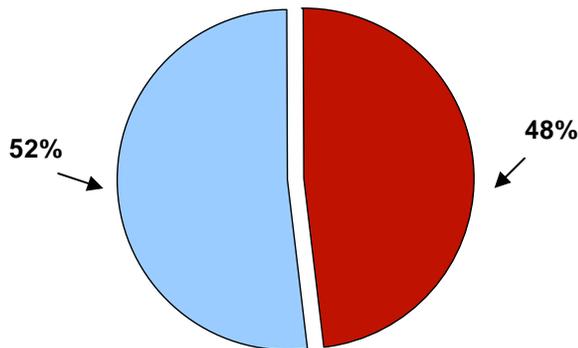
47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	47%
Computer Hardware or Software	46%
Department Stores including Clothing	71%
Drug Store or Pharmacy	58%
Fast Food Restaurant	47%
Furniture or Appliances or Electronics	65%
Grocery Store	77%
Home Improvement Store	70%
Investment or Banking Services	29%
Telecommunication and Wireless Products	30%
Other Products or Services	58%

COMMUNITY PRINT MEDIA VS. RADIO

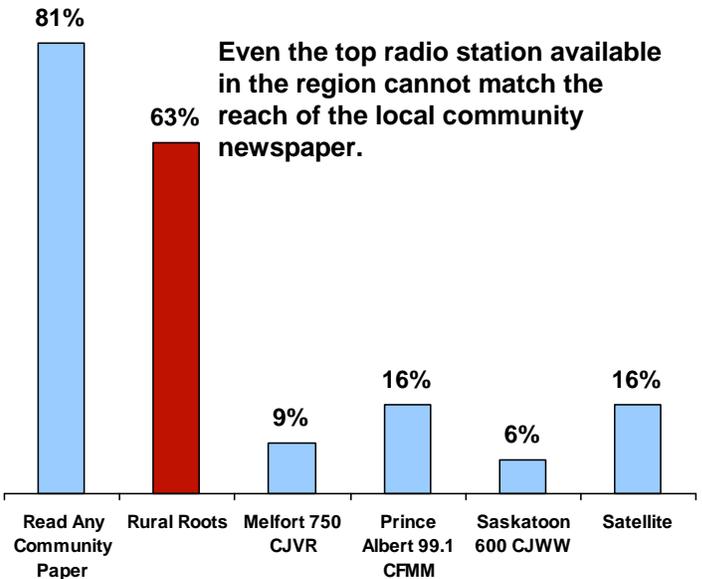
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



48% of adults in the region cannot be reached by commercial radio.

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



Source: ComBase 2008/2009