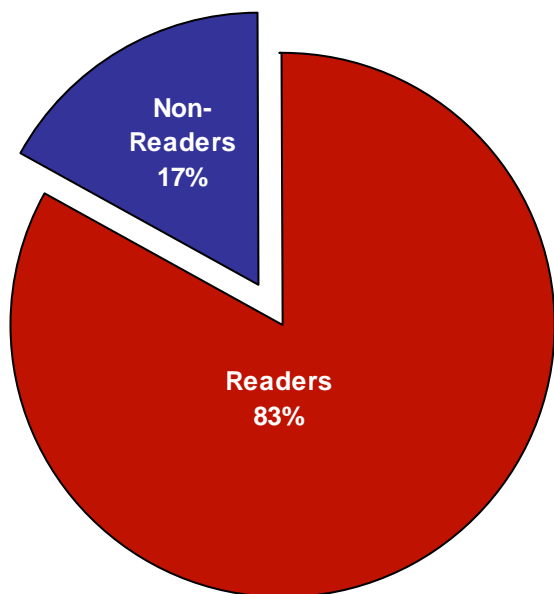


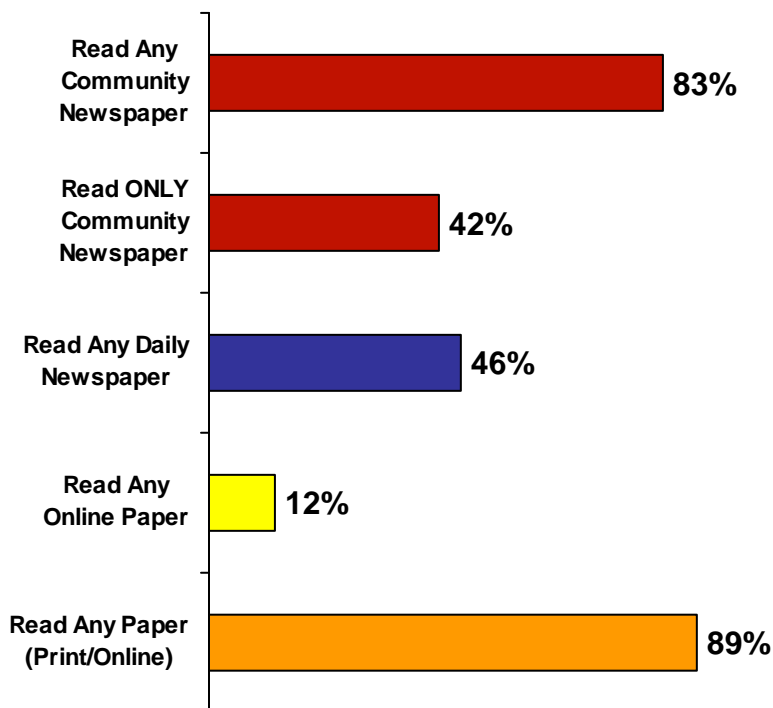
Saskatchewan Community Newspapers Readership and Demographics

83% of Saskatchewan adults are readers of their local community newspaper*.



NEWSPAPER READERSHIP

Nine out of ten Saskatchewan adults are print or online newspaper readers*.



COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

84% of adults who retired in the last year or plan to retire in the next year are community newspaper readers.*

GENDER

Male	82%
Female	84%

AGE

Young Readers 18-24 years	68%
Age 25-49 years	83%
Baby Boomers 50+ years	86%

EDUCATION

High School or less	82%
College (including Technical)	85%
University +	87%

HOUSEHOLD INCOME

<\$30K	78%
\$30-\$49K	87%
>\$50K	87%
>\$75K	85%
>\$100K	84%

RESIDENCE

Own Residence	86%
Rent Residence	70%

FAMILY STATUS

With children	85%
Without children	82%

LIFE EVENTS *(occurred in last year/next year)*

Marriage	84%
Child/Grandchild born	86%
Retire	84%
Change job	77%
Move (same city)	79%

* read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Saskatchewan Community Newspapers

Media Habits

WHY DO READERS TURN TO COMMUNITY NEWSPAPERS?

50% of community newspaper readers listed Classified Ads as a reason for reading their community newspaper.

Community Newspaper Readers*	
Editorial	36%
Local News	81%
Local Events	65%
Classified Ads	50%
Real Estate	26%
Jobs/Employment	24%
Advertising	38%
Flyers	39%

*read any community newspaper. Multiple mentions accepted.

READERSHIP OF FLYERS DELIVERED IN COMMUNITY NEWSPAPERS

Grocery flyers are read by **78%** of SK community newspaper readers.

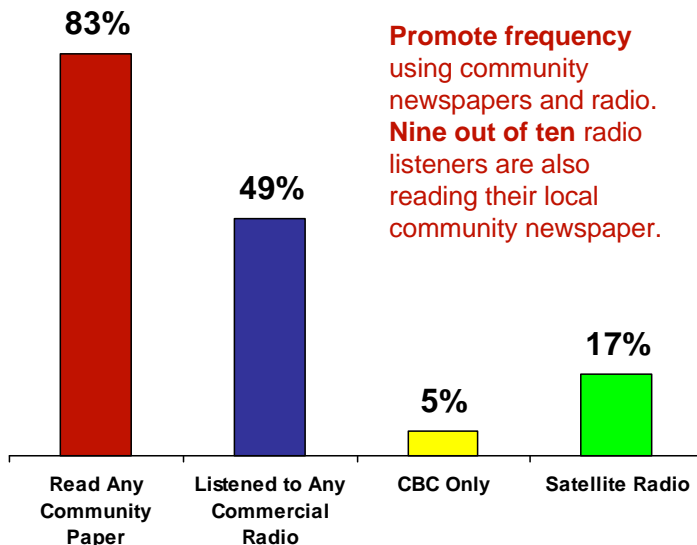
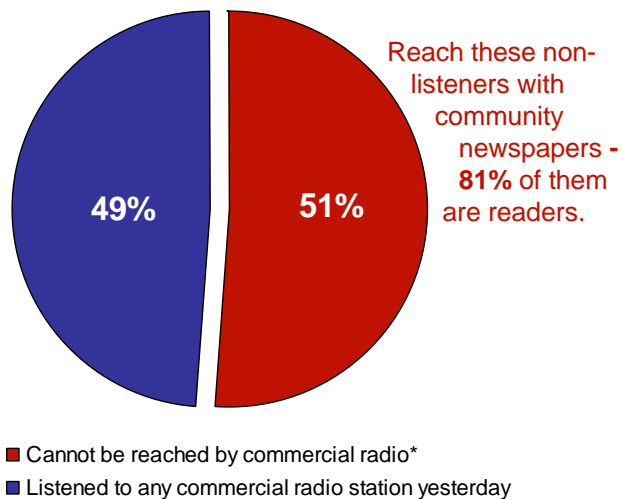
Automotive Supply or Service	52%
Computer Hardware or Software	45%
Department Stores including Clothing	71%
Drug Store or Pharmacy	63%
Fast Food Restaurant	47%
Furniture or Appliances or Electronics	69%
Grocery Store	78%
Home Improvement Store	74%
Investment or Banking Services	30%
Telecommunication and Wireless Products	33%
Other Products or Services	64%

*read any community newspaper. Always or sometimes read flyers.

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.

51% of Saskatchewan adults cannot be reached by commercial radio*.



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

Saskatchewan Community Newspapers

ComBase 2008/2009

Number of Markets Measured: 15

Total Adult Population: 203,108

Number of SK Interviews: 2,491

Market	Member Community Newspaper
Battleford/N. Battleford	The Battlefords News-Optimist
Battleford/N. Battleford	The Battlefords Regional Optimist
Carlyle	Carlyle Observer
Estevan	Estevan Lifestyles
Estevan	Estevan Mercury
Estevan	Southeast Trader Express
Humboldt	Humboldt Journal
Humboldt	Regional Trader
Melfort/Tisdale	Parkland Review
Moose Jaw	Moose Jaw Sunday Times
Prince Albert	Rural Roots
Rosthern	Saskatchewan Valley News
Swift Current	Prairie Post
Wadena	Wadena News
Weyburn	Weyburn Review
Yorkton	Yorkton News Review
Yorkton	Yorkton This Week

Saskatchewan Community Newspapers

ComBase 2008/2009

Methodology

- English interviewing only of adults 18+
- Telephone interviewing (approximate interview length 12-15 minutes)
- No respondent substitution
- Minimum response rate of 35% by market
- Full sample conducted in each market (different from previous rolling sample methodology)
- Sample size by market ranges from 100 to 200+ based on number of households
- Random directory sample based on newspaper market area
- Geographic boundaries determined by newspaper circulation and penetration
- Interviews conducted Tuesday to Saturday and balanced by day of week
- Margin of error ranges from 5-8% depending on total sample

Timing of ComBase 2008/2009

Interviewing by market was conducted during one of the following fieldwork periods:

- January 2008 to June 2008
- September 2008 to October 2008
- January 2009 to April 2009

Research Supplier

- ComBase 2008/2009 was conducted by Leger Marketing
- Interviews were conducted out of the Winnipeg and Montreal call centres by English interviewers only

Cumulative Readership

- Cumulative Readership for community newspapers represents readers of any of the last four community newspaper issues
- Cumulative Readership for daily newspapers represents readers of any of the last five weekday daily newspaper issues

New Questions

Several new questions were added to the ComBase 2008/2009 questionnaire:

- reasons for reading community newspapers (multiple responses) - *editorial, flyers, local events, classified ads, jobs/employment, real estate, local news, in-newspaper advertising*
- readership of flyers delivered with community newspapers by category - *Grocery Store, Drug Store or Pharmacy, Home Improvement Store, Automotive Supply or Service, Department Store including Clothing, Fast Food and Restaurant, Furniture / Appliance / Electronics, Computer Hardware/Software, Investments or Banking Services, Other Products or Services*
- computers/internet - *time spent, usage by category, Number of computers in household, readership of online newspapers*
- satellite radio measurement
- classifieds - *usage of print or online classified ads*
- life events in the past 12 months or the next 12 months - *marriage, child born/adopted, change job, retire, move (within same town or to another city)*