

Moose Jaw Sunday Times

Publication: Moose Jaw Sunday Times

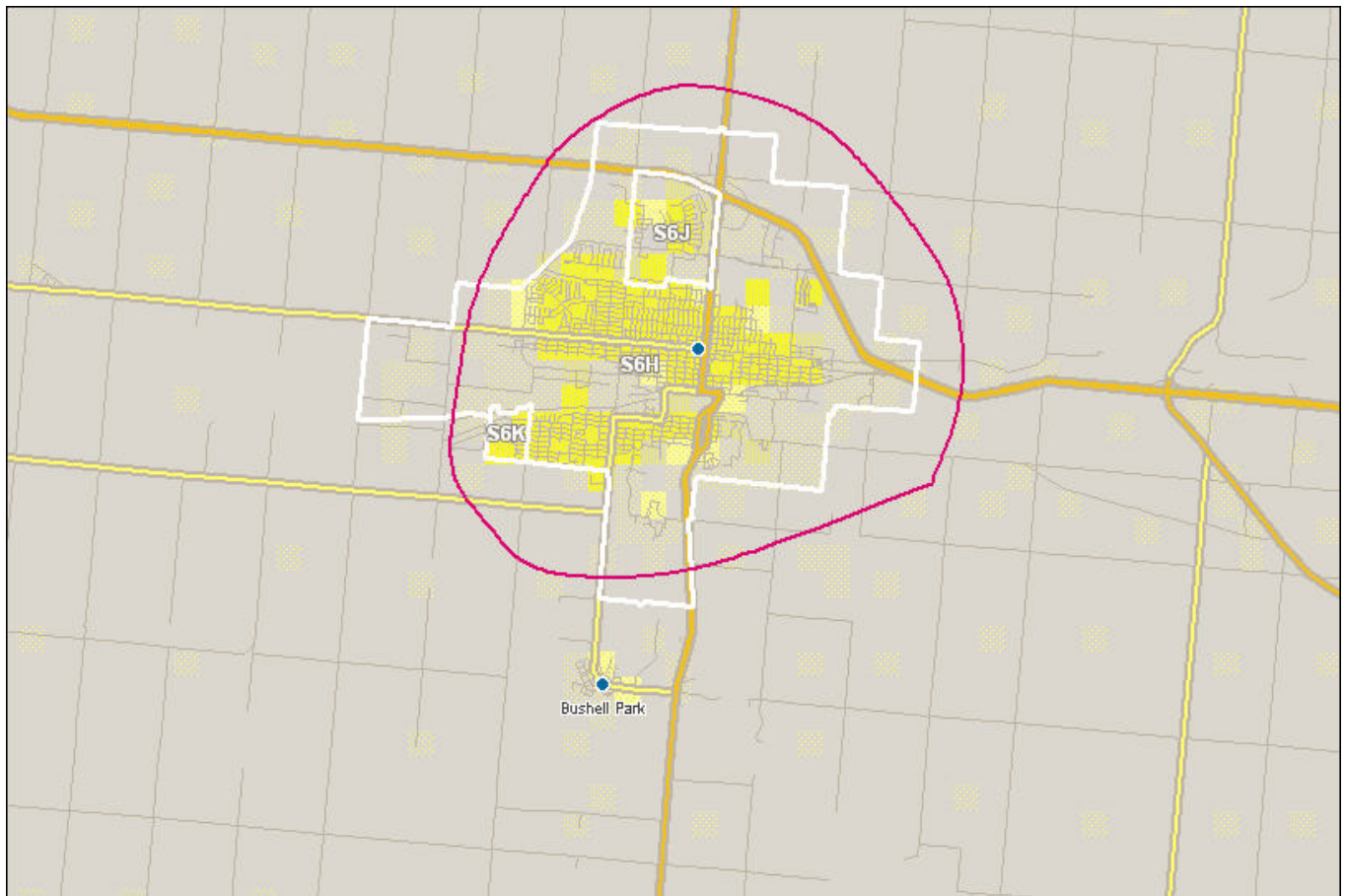
Code: 70226

Market: Moose Jaw, SK

Population: 24 770

Publishing Day: Sunday

Source: ComBase 2008/2009 Study

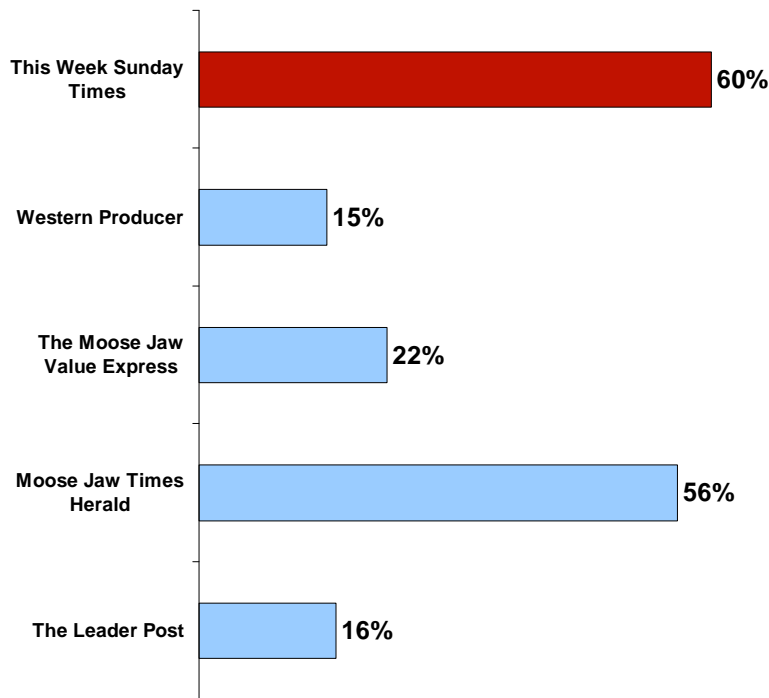


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

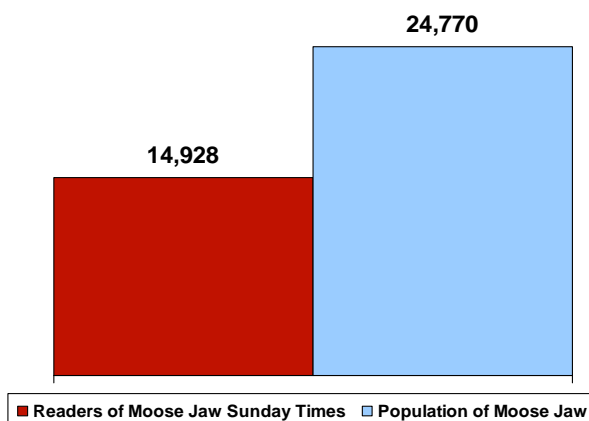
NET READERSHIP*

60% of Moose Jaw adults read any of the last 4 issues of Moose Jaw Sunday Times.



NET READERS

24,770 Moose Jaw adults read any of the last 4 issues of Moose Jaw Sunday Times.



NEWSPAPER READERSHIP

- 69% of Moose Jaw adults read any community newspaper.
- 61% of Moose Jaw adults read any daily newspaper.
- 22% of Moose Jaw adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Moose Jaw Sunday Times

- 63% of females read Moose Jaw Sunday Times.*

GENDER

Male	57%
Female	63%

AGE

18-34 years old	43%
35-49 years old	59%
50+ years old	70%

EDUCATION

High School or less	58%
Tech. or College	68%
University +	60%

HOUSEHOLD INCOME

<\$30K	59%
\$30-49K	59%
>\$50K	61%

RESIDENCE

Own Residence	64%
Rent Residence	46%

FAMILY STATUS

With children	62%
Without children	59%

* 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

32% of Moose Jaw Sunday Times readers said they read their community newspaper for advertising.

	Moose Jaw Sunday Times Readers*	Community Newspaper Readers**
Editorial	39%	37%
Local News	81%	79%
Local Events	58%	57%
Classified	51%	50%
Real Estate	29%	28%
Jobs/Employment	26%	25%
Advertising	32%	31%
Flyers	43%	41%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

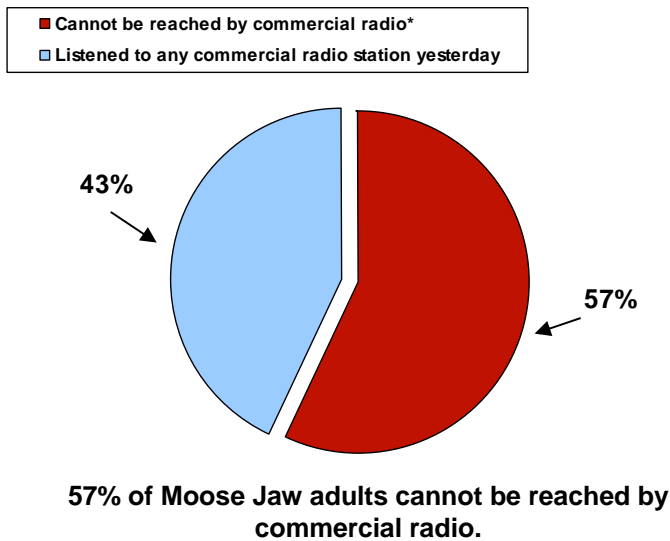
(Read Always Or Sometimes)

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

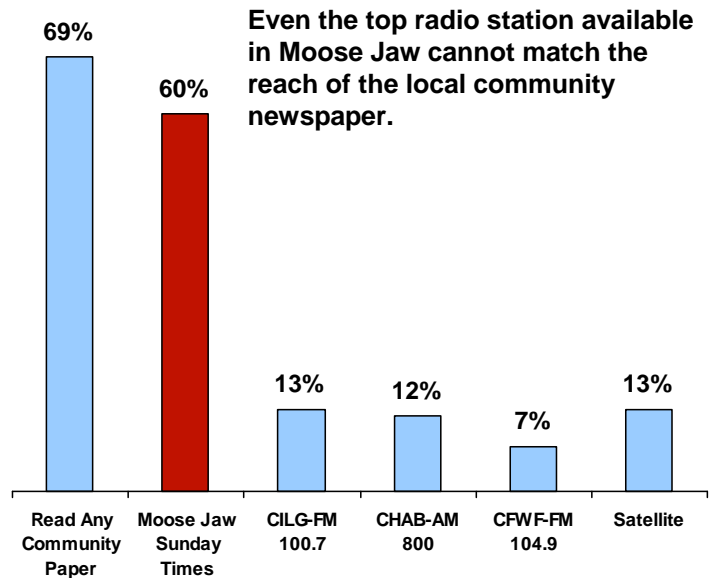
Automotive Supply or Service	50%
Computer Hardware or Software	57%
Department Stores including Clothing	80%
Drug Store or Pharmacy	62%
Fast Food Restaurant	50%
Furniture or Appliances or Electronics	76%
Grocery Store	78%
Home Improvement Store	76%
Investment or Banking Services	36%
Telecommunication and Wireless Products	45%
Other Products or Services	73%

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