

Survey Says

Provincial Readership - Saskatchewan

Community Newspapers

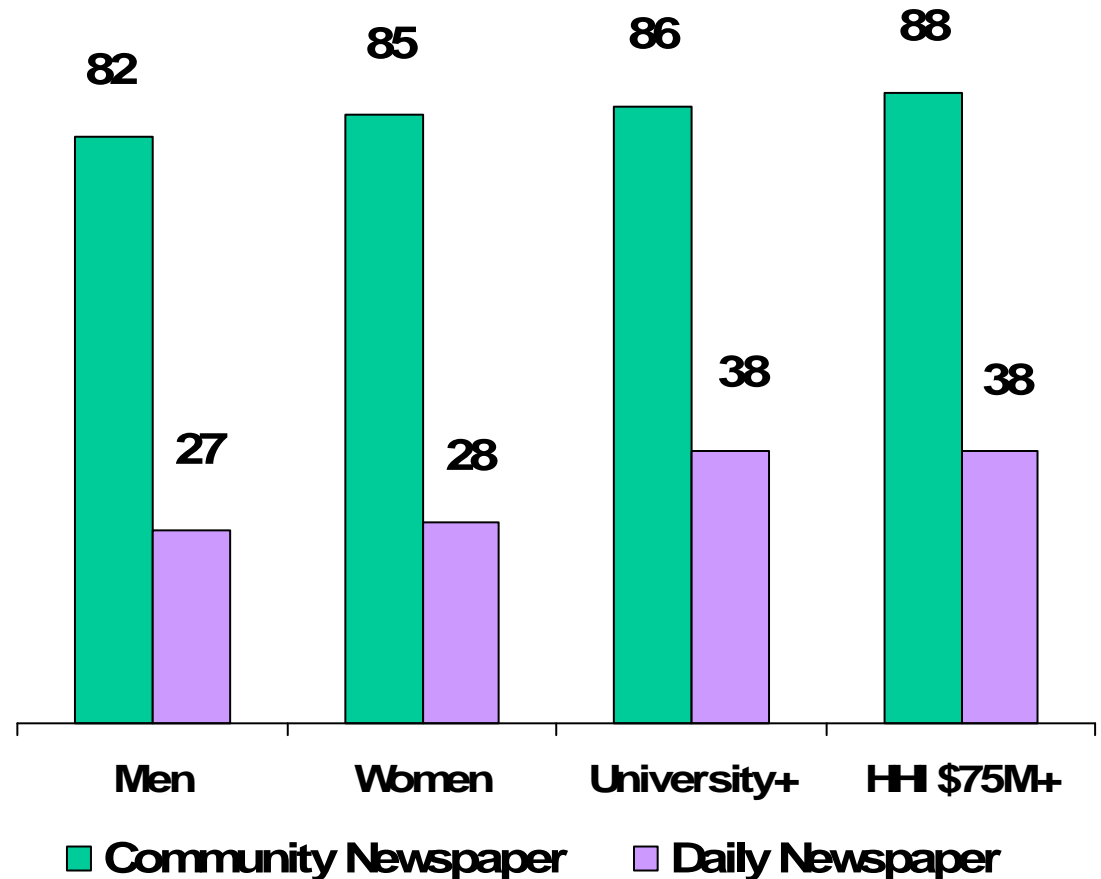
The Results Are In - Saskatchewan

- **83%** of SK adults read the last issue of their community newspaper
- **27%** read yesterday's weekday daily
- **49%** of our readers are exclusive
- **38%** of SK adults are light TV viewers
- **36%** of SK adults cannot be reached with commercial radio*

How Do You Reach Them?

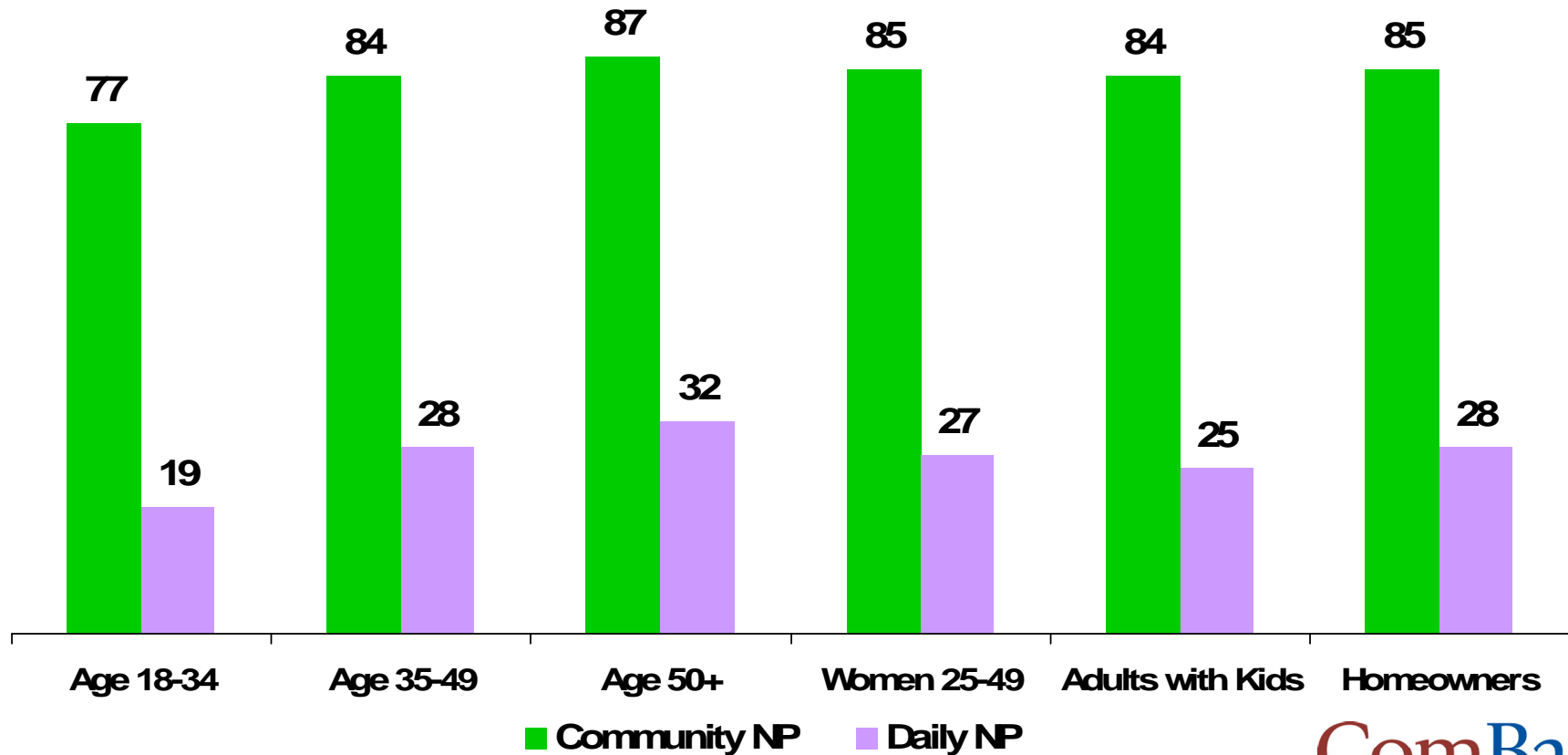
Saskatchewan Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **86%** of adults read community papers compared to **38%** reading the daily
- Among adults with household incomes over \$75K **88%** read the community paper compared to **38%** reading the daily



Readership by Demographics - Saskatchewan

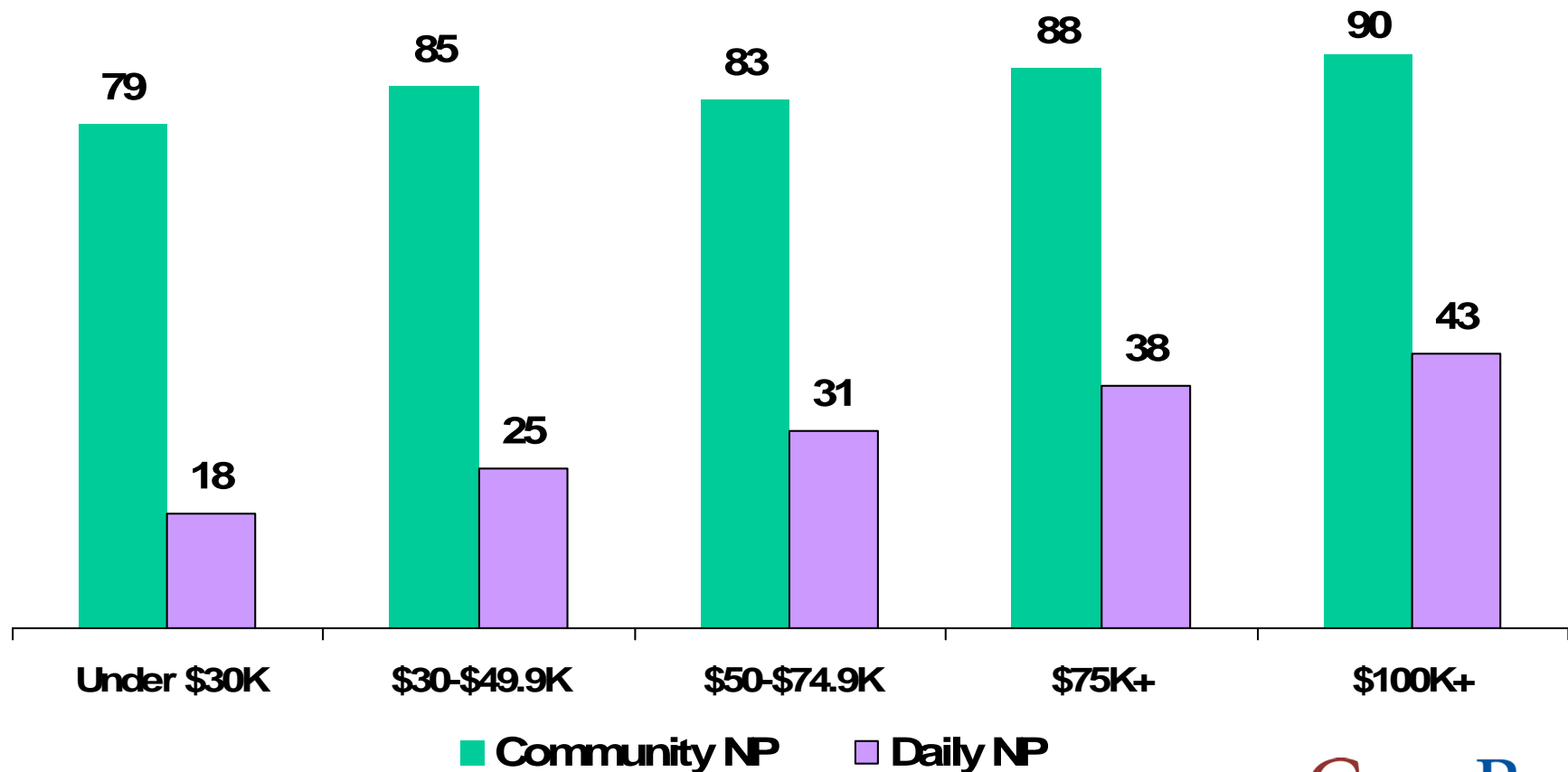
84% of adults with kids read their community paper compared to **25%** reading their daily newspaper.



Source: ComBase 2005 Two Year Study

Readership by Household Income - Saskatchewan

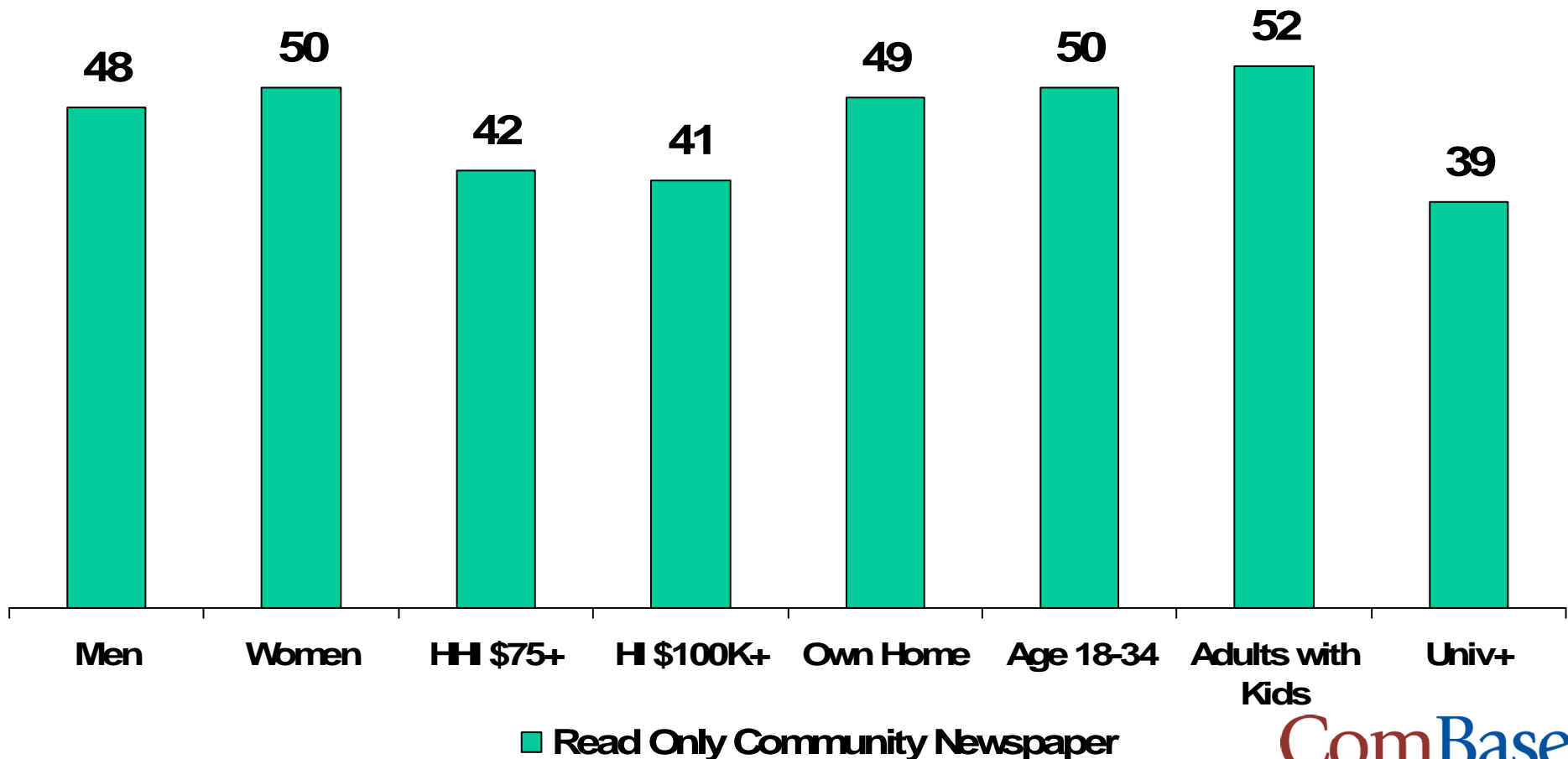
88% of adults with a household income over \$75,000 read the last issue of their community newspaper compared to **38%** who read their weekday daily.



Source: ComBase 2005 Two Year Study

Exclusive Community Newspaper Readership - Saskatchewan

52% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.

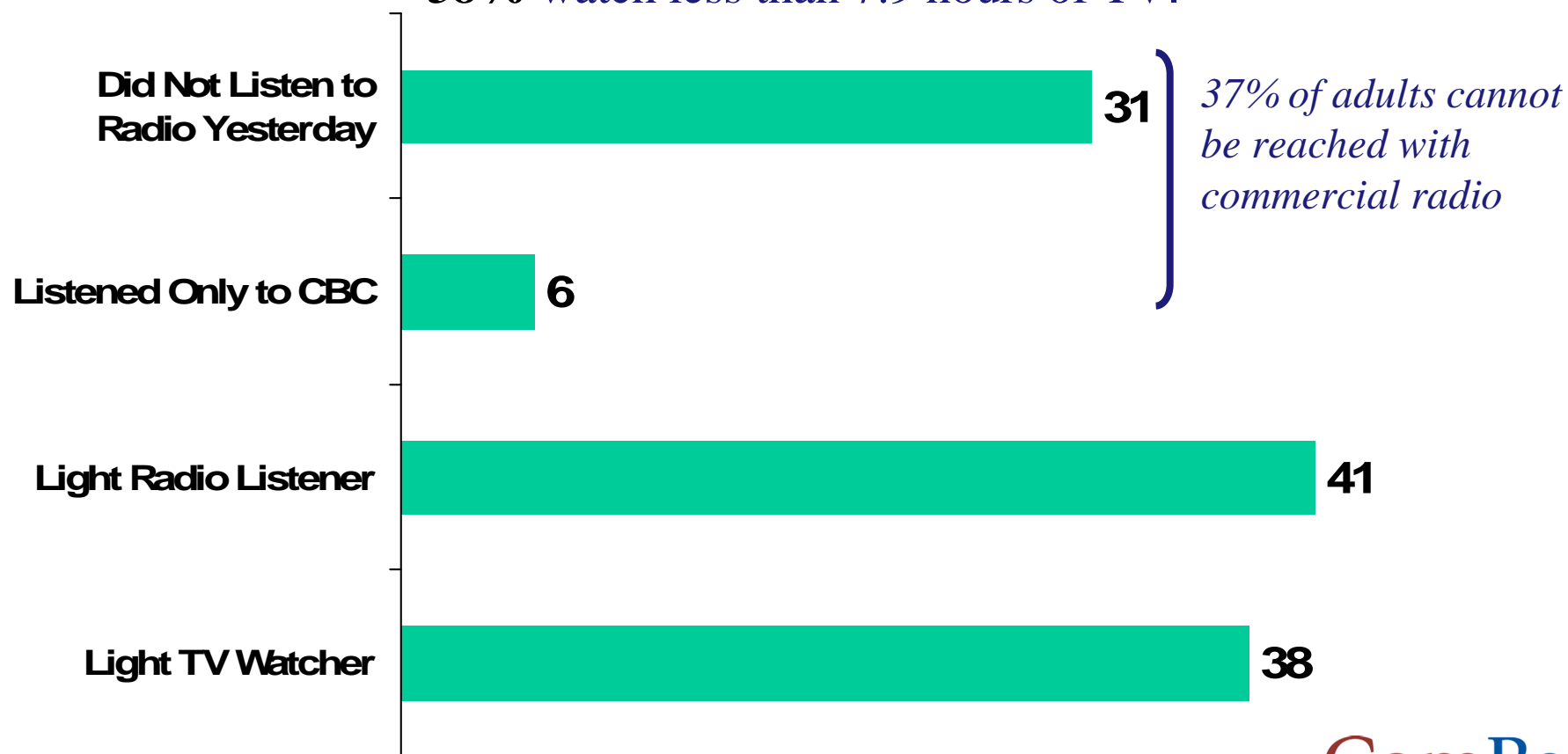


Source: ComBase 2005 Two Year Study

ComBase
COMMUNITY NEWSPAPERS - DEFINITELY

Other Media Habits - Saskatchewan

31% of adults did not listen to radio yesterday and **6%** listened only to non-commercial radio. **41%** of adults listen to less than 3.5 hours of radio weekly and **38%** watch less than 7.9 hours of TV.



Source: ComBase 2005 Two Year Study

■ SK Adults

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

Community Newspaper Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers – adults 18-34, university educated and high income earners are among the targets who are stronger community newspaper readers than dailies
- Exclusive community newspaper readership is also strong across all the desirable target groups – a substantial percentage can't be reached with advertising in daily newspapers
- The results also demonstrate that a number of adults can't be reached with commercial radio
- Light broadcast – radio listeners and TV viewers – can also be reached effectively with community newspapers