

CIRCULATION ANALYSIS SURVEY

of

THE YAKIMA DAILY REPUBLIC
and the
YAKIMA MORNING HERALD



Yakima, Washington
1929

National Representatives

D. J. RANDALL & CO.
347 Fifth Ave.,
New York City

HENRY R. FERRISS
White-Henry-Stuart Bldg.,
Seattle, Wash.

FORD-PARSONS-STECHER CO.
Chicago—360 North Michigan Ave.
San Francisco—Sharon Bldg.
Los Angeles—Western Pacific Bldg.

FOREWORD

Advertising is one of the greatest and most important factors in our modern business structure. No business, regardless of its nature, can prosper or survive without some form of publicity to attract the general public which supports it.

Advertising in well organized, strong and active newspapers, which thoroughly cover their respective trading territories, unquestionably offers business its most economical form of publicity. That form of publicity, if properly directed, will bring the greatest returns per dollar spent.

The Yakima Daily Republic and the Yakima Morning Herald are well organized and strong newspapers that thoroughly cover the rich and fertile Yakima trading territory. They are extremely active newspapers. Thousands of dollars are spent each year to make them better advertising mediums.

A circulation department of 14 men and women constantly carries on a vigorous campaign to build up this circulation which will give a more complete coverage. A crew of 104 boys forms the network which puts the papers into more than 14,000 homes within a short time after the papers leave the press.

These papers do even more to make their columns effective. They use better than 20,000 inches of their own display space each year advertising advertising. Further still, realizing that circulation and market data is absolutely essential to any well planned and effective advertising campaign, these papers have just completed their second exhaustive analysis of their circulations and trading territory.

This analysis clearly brings out one important fact which demands the attention of every advertiser. It is absolutely impossible to get better than a 50 per cent coverage or to conduct a successful advertising campaign without the use of both The Republic and the Herald. This is proven by the fact that there are less than 330 duplications out of a combined daily circulation of 14,186 (Republic 7313, Herald daily 6873—A. B. C. audit June 1928 to June 1929). Each paper efficiently serves a different circulation. Each paper offers the advertiser an independent buying power that demands consideration. Each paper serves a well-to-do class of subscribers.

This analysis is of 12 per cent of the circulation of the two papers. According to U. S. government statisticians a 10 per cent analysis gives an accurate cross-section of the circulations. It shows clearly the

Types of people
Types of homes
Buying habits
Living habits
Reading habits

of the subscribers. We do not guarantee the figures as being absolutely correct but present them as a result of 1673 unsigned questionnaires returned from subscribers.

Yakima proper was divided into three districts and the remaining trading territory into 13. (See map on last page). Six thousand names of subscribers were picked at random from the circulation books. A questionnaire, reproduced in this booklet, was sent each subscriber in such a way that at least 30 per cent of each district was covered. Ten per cent or better of the questionnaires sent to each district were returned. Practically all questionnaires were completely filled out.

Only the total results of each question have been printed herewith. The detailed information of each of the 16 districts will be furnished gladly to those interested by our special national representatives or local advertising solicitors.

Facts and figures are worth much more than guesses and opinions.

CIRCULATION ANALYSIS SURVEY

The Yakima Daily Republic (evening) thoroughly covers the city of Yakima and its immediate suburbs. The Yakima Morning Herald has considerable circulation within the city, but primarily covers the R. F. D. routes surrounding Yakima as well as the many adjacent valley communities.

Present estimated population of Yakima—25,000.

Present estimated population of the Yakima Trading Territory—75,000.

Number of families in territory—19,199.

This figure was obtained by actual count of the circulation department during the last of 1928. It closely corresponded to the count of the U. S. post office at the same time.

Number of Republic subscribers in territory—7238.

Number of Herald (daily) subscribers in territory—6623.

Total of both The Republic and the Herald—13,861.

This survey was based on these circulation figures taken from our books in March, 1929. Present A. B. C. audit for June, 1928, to June, 1929, allows Republic 7313 and Herald 6873, or a total of 14,186.

Number of questionnaires sent to Republic subscribers—2996 or 41%.

Number of questionnaires sent to Herald subscribers—3008 or 45%.

Total for both papers—6004 or 43%.

Number of questionnaires returned by Republic subscribers—884 or 29%.

Number of questionnaires returned by Herald subscribers—789 or 26%.

Total for both papers—1673 or 27%.

1673 questionnaires represent an analysis of 12% of the total combined circulations.

AGE HOME covered by The Republic and the Herald:

1. Number in immediate family?

Republic 3.49

Herald 3.69

2. Number under 15 years of age?

Republic 26%

Herald 28%

3. Occupation of the head of the family?

Republic

169—Farmers or ranchers

130—Professionals

124—Merchants

110—Salesmen

105—Tradesmen

71—Office employes or clerks

58—Laborers

34—Managers or executives

15—Proprietors or owners

9—Miscellaneous

8—Housekeepers

7—Politicians

6—Stockmen

4—Financiers

3—Manufacturers

Herald

509—Farmers or ranchers

47—Laborers

44—Tradesmen

31—Professionals

31—Merchants

31—Salesmen

17—Office employes or clerks

12—Stockmen

10—Retired

8—Managers or executives

7—Proprietors or owners

6—Politicians

5—Housekeepers

2—Real estate operators

1—Financier

4. Do you own your own home?

Republic 75% Yes

Herald 71% Yes

The following is a cross-section of the AVER-

5. Do you own or operate a ranch?

Republic 32% Yes
Herald 71% Yes

Although The Republic circulates primarily within Yakima proper and its immediate suburbs, a great many Republic subscribers living in the city own and operate farms or ranches in the trading territory.

6. Average number of acres?

Republic 54.5
Herald 56.5

7. Do you have a savings account?

Republic 64% Yes
Herald 41% Yes

8. Do you carry life insurance?

Republic 87% Yes
Herald 77% Yes

9. Do you carry fire insurance?

Republic 91% Yes
Herald 82% Yes

10. Did you, or any member of your family, pay an income tax this year?

Republic 18% Yes
Herald 10% Yes

11. Do you, or any member of your family, own an automobile?

Republic 88% Yes
Herald 91% Yes

Yakima County has .048 of State population (1928 U. S. estimate).

Yakima County has .058 of the automobiles of the State (Nat'l Auto Ch. of Com.)

Yakima County ranks 4th in the State in number of motor vehicles.

12. How far is your auto driven each year?

Republic 8148 Miles
Herald 6756 Miles

13. Is your home equipped with (a, b, c, d, e, f, are designed to show the equipment of the average Republic and Herald home)**(a) Electricity?**

Republic 97% Yes
Herald 70% Yes

(b) Electric or power washing machine?

Republic 69% Yes
Herald 55% Yes

(c) Piano?

Republic 53% Yes
Herald 45% Yes

(d) Phonograph?

Republic 59% Yes
Herald 45% Yes

(e) Radio?

Republic 42% Yes
Herald 42% Yes

(f) Electric Refrigerator?

Republic 8% Yes
Herald 4% Yes

14. Do you own a tractor?

Republic 23% Yes
Herald 20% Yes

(This percentage based upon the number who own or operate ranches.)

15. Sprayer?

Republic 46% Yes
Herald 45% Yes

(Also based upon number who own or operate ranches.)

16. Do you raise fruit in selling quantities?

Republic 25% Yes
Herald 47% Yes

	Apples	Pears	Cherries	Peaches	Prunes	Apricots
Republic	18%	20%	14%	11%	7%	4%
Herald	41%	37%	28%	22%	16%	14%

17. Do you raise berries in selling quantities?

Republic 3% Yes
Herald 14% Yes

	Grapes	Strawberries
Republic	2%	1%
Herald	11%	3%

18. Do you raise in selling quantities—

	Hay	Grain	Potatoes
Republic	5% Yes	3% Yes	4% Yes
Herald	30% Yes	19% Yes	24% Yes

19. Do you raise vegetables in selling quantities?

Republic 4% Yes
Herald 14% Yes

20. Do you raise any livestock?

Republic 21% Yes
Herald 67% Yes

	Cows	Chickens	Sheep	Horses	Hogs
Republic	10%	17%	1%	12%	3%
Herald	48%	58%	4%	52%	30%

21. Number in family earning separate incomes?

Republic 1.1
Herald 1.1

22. Average yearly income per family—

Republic \$3109.00
Herald \$2637.00

Total buying power represented by Republic subscribers \$22,736,117.00

Total buying power represented by Herald daily subscribers \$18,124,101.00

Total buying power represented by Herald Sunday subscribers \$34,283,509.00

These figures based on A. B. C. circulation.

Each paper offers a big buying power. No advertising campaign is more than 50% efficient unless both papers are used.

Over 14,000 combined daily circulation and less than 330 duplications.

23. What is your family's yearly expenditure for—**(a) Food?**

Republic \$536.00
Herald \$459.00

(b) Women's Clothing?

Republic \$189.00
Herald \$131.00

(c) Men's Clothing?

Republic \$128.00
Herald \$101.00

(d) Children's Clothing?

Republic \$102.00
Herald \$79.00

(e) Shoes?

Republic \$49.00
Herald \$41.00

(f) Amusements?

Republic \$68.00
Herald \$53.00

Based on present A. B. C. circulation figures The Republic and the Herald subscribers annually spend for these items:

	Republic	Herald
Food	\$3,919,768.00	\$3,154,707.00
Women's Cloth'g.	1,382,157.00	900,363.00
Men's Clothing...	936,064.00	694,173.00
Children's Cloth'g	745,826.00	542,967.00
Shoes	358,337.00	281,793.00
Amusements	497,284.00	364,269.00

These figures should conclusively prove that each paper commands a large buying power independent of the other. Consequently, the use of both papers is absolutely essential to any properly planned and successful advertising campaign.

24. Do you, or any members of your family, take summer vacations?

Republic 75% Yes
Herald 57% Yes

25. How long do you plan to be gone?

Republic 15.73 days
Herald 14.2 days

26. Where do you go on your vacation?**To the Hills—**

Republic 49%
Herald 59%

To the Coast—

Republic 68%
Herald 67%

To Spokane and points East—

Republic 10%
Herald 11%

To Oregon and South—

Republic 22%
Herald 24%

Many subscribers may go both to the hills and to the Coast, or perhaps to several of these classifications during one vacation.

27. Do you find the vacation advertising in the papers helpful in making your plans?

Republic 38% Yes
Herald 41% Yes

28. Do you do any of your buying in Yakima?

Republic 99% Yes
Herald 97% Yes

29. How often do you come to Yakima?

Republic 72% come daily.
4 times per week—average for total subscribers.
Herald 19% daily
3.5 times per week—average for total subscribers.

30. Do you get courteous treatment from Yakima merchants?

Republic 99% Yes
Herald 98% Yes

31. Do you follow the sales of Yakima stores?

Republic 75% Yes
Herald 68% Yes

32. Do you buy from catalogues?

Republic 19% Yes
Herald 47% Yes

33. Why do you buy from catalogues? In order of importance as follows:

Republic

1. Cheaper.
2. Better selection.
3. Parking regulations too strict.
4. Convenience.
5. Better quality.

Herald

1. Cheaper.
2. Convenience.
3. Parking regulations.
4. Guarantee.
5. Better selection.

34. Why don't you buy from catalogues? In order of importance as follows:

Republic

1. Loyalty to home merchants.
2. No advantage.
3. Like to see before buying.
4. Inferior quality.
5. Like personal service.

Herald

1. See before buying.
2. Patronize home merchants.

3. No advantage.
4. Do as well in Yakima.
5. Don't need to.

35. Do you do much buying in

(a) Seattle?

Republic 10% Yes
Herald 16% Yes

(b) In Spokane?

Republic 1% Yes
Herald 1% Yes

(c) In Portland?

Republic 5% Yes
Herald 14% Yes

36. Do you read the want ads?

Republic 84% Yes
Herald 88% Yes

The classified advertising pages are read regularly by thousands of subscribers.

37. Do you use the want ads?

Republic 72% Yes
Herald 72% Yes

They offer every subscriber a valuable market place. Those who properly use classified ads get results.

38. Do you read the larger (display) ads?

Republic 95% Yes
Herald 94% Yes

This is not an unusually high percentage for The Republic and the Herald readers. Each year these papers use better than 20,000 inches of their own display space to educate their subscribers in the advantages of reading and of buying from newspaper advertising. This intensive educational campaign has been carried on for the last six years.

39. Do the larger ads influence your buying?

Republic 80% Yes
Herald 79% Yes

Many people never admit that they ever read advertising, to say nothing of admitting they are influenced by it. When 80% and 79% of the subscribers acknowledge this point, it is a splendid testimonial for the quality of the advertising appearing in these papers.

40. Do you find the newspaper advertising generally reliable?

Republic 96% Yes
Herald 94% Yes

Another splendid tribute to the high quality of the advertising run in The Republic and the Herald. Close supervision and censorship has contributed greatly to this high standard.

41. Do you read—

	Republic	Herald
	Yes	Yes
Local News.....	99.7%	98%
National News	99 %	99%
Foreign News	93 %	93%
Society	78 %	69%
Editorials	93 %	92%
Home Economics	86 %	87%
Market Reports	70 %	88%
Comics	87 %	86%
Serial Stories	(None)	60%
Sport News	83 %	78%
Pictures	87 %	88%
Radio Programs	61 %	62%

This question clearly shows how thoroughly both papers are read by the subscribers. A careful selection of all news matter, as well as advertising matter, by both papers has made them acceptable in all classes of homes and has given them reader confidence.

42. Do you like to live in the Yakima Valley?

Republic 97% Yes
Herald 96% Yes

Is this not a wonderful testimonial for this rich and fertile Yakima Valley?

43. Why? In order of importance?

Republic

1. Climate.
2. Type of people.
3. Good business location.
4. Schools.
5. Scenery.
6. Churches
7. Outdoor advantages.
8. Soil.
9. Progressiveness.
10. Prosperity.

Herald

1. Climate.
2. Good business location.
3. Type of people
4. Soil.
5. Scenery.
6. Schools.
7. Roads.
8. Churches.
9. Outdoor advantages.
10. Markets

Any of our representatives will gladly furnish upon request the detailed analysis of any or all of the 16 districts for each of these questions.

We also have available the rating, in order of PREFERENCE, of all local stores handling food, shoes, women's clothing, men's clothing, children's clothing, hardware, farm implements, furniture, jewelry, and tires. This information will be given only to business concerns upon special request.

Sample Questionnaire

PLEASE DO NOT PUT YOUR NAME ON THIS SHEET

We Do Not Want to Know Who Filled in the Questions or Where This Sheet Comes From. We Want Only Your Honest and Unbiased Answers

QUESTIONS: Answer as many as you can by "Yes" or "No".

Number in immediate family?.....Under 15 years of age?.....Over 15?.....Occupation of head of family?

(Such as professional, merchant, farmer, clerk, salesman, etc.)

Do you own your own home?.....Do you own or operate a ranch?.....No. of acres?.....Do you have a savings account?.....Do you carry life insurance?.....Fire insurance?.....Did you, or any member of your family, pay an income tax this year?.....Do you, or any member of your family, own an automobile?.....About how far is the auto driven each year?.....Is your home wired for electricity?.....Is your home equipped with an electric or power washing machine?.....Piano?.....Phonograph?.....Radio?.....Electric refrigerator?.....Do you own a tractor?.....Sprayer?.....Check the following which you produce in selling quantity:

.....ApplesPrunesHayMelons
.....PearsApricotsGrainCorn
.....PeachesGrapesPotatoesMiscellaneous
.....CherriesStrawberriesVegetables	

Do you own or raise any

Cows?.....Chickens?.....Sheep?.....Horses?.....Hogs?.....

How many in your immediate family are earning a separate income?.....What is the approximate combined yearly income of the members of the immediate family? (This question is asked so we can determine the buying power of the 14,000 families served by The Republic and the Herald. Since we do not know your name, your answer to this question can in no way react against you).

\$500.00 to \$1000.00?.....\$1000.00 to \$3000.00?.....\$3000.00 to \$5000.00?.....\$5000.00 and over?.....

What is your family's average yearly expenditure for food?.....Women's clothing?.....Men's clothing?.....Children's clothing?.....Shoes?.....Amusements?.....

Do you, or members of your family, take summer vacations?.....About how long do you plan to be gone?

.....Where do you go—Into the hills?.....To the Coast?.....The Spokane direction?.....

Into Oregon and South?.....

Do you find the vacation advertising in the papers helpful in making plans?.....Do you do any of your buying in Yakima?.....In Yakima where do you prefer to buy:

Food?.....Hardware?.....

Shoes?.....Farm Implements?.....

Women's Clothing?.....Furniture?.....

Men's Clothing?.....Jewelry?.....

Children's Clothing?.....Tires?.....

How often do you come to Yakima?.....Do you get courteous treatment from

Yakima merchants?.....Do you follow sales of Yakima stores?.....Do you buy from

catalogues?.....Why?.....

What are the main items you buy in this way?.....

Do you do much buying in Seattle?.....Spokane?.....or Portland?.....

Do you read the want ads?.....Do you use them?.....Do you read the larger ads?.....

Do they influence your buying?.....

Do you find the newspaper advertising generally reliable?.....

We would like to know how well we are serving you. If you will indicate by "yes" or "no" those departments which Do or Do Not interest you, we will appreciate it. This question should be answered for both men and women in the family.

Local News.....Society.....Market Reports.....Sports.....

National News.....Editorials.....Comics.....Pictures.....

Foreign News.....Home Economics.....Serial Stories.....Radio Programs.....

Any features you see elsewhere that you would like to see in the local papers?.....

Do you find the Yakima Valley a pleasant place in which to live?.....Why?.....

THANK YOU.

CIRCULATION ANALYSIS MAP

OF THE
YAKIMA, WASHINGTON

TRADING
TERRITORY

SHOWING THE NATURAL
GEOGRAPHICAL DIVISIONS
ANALYZED BY THIS
SURVEY

THE NEAREST METROPOL-
ITAN CITY IS 168 MILES FROM
YAKIMA. THE YAKIMA TRAD-
ING TERRITORY IS A DISTINCT
UNIT IN ITSELF

