

# Fort Saskatchewan Record

**Publication:** Fort Saskatchewan Record

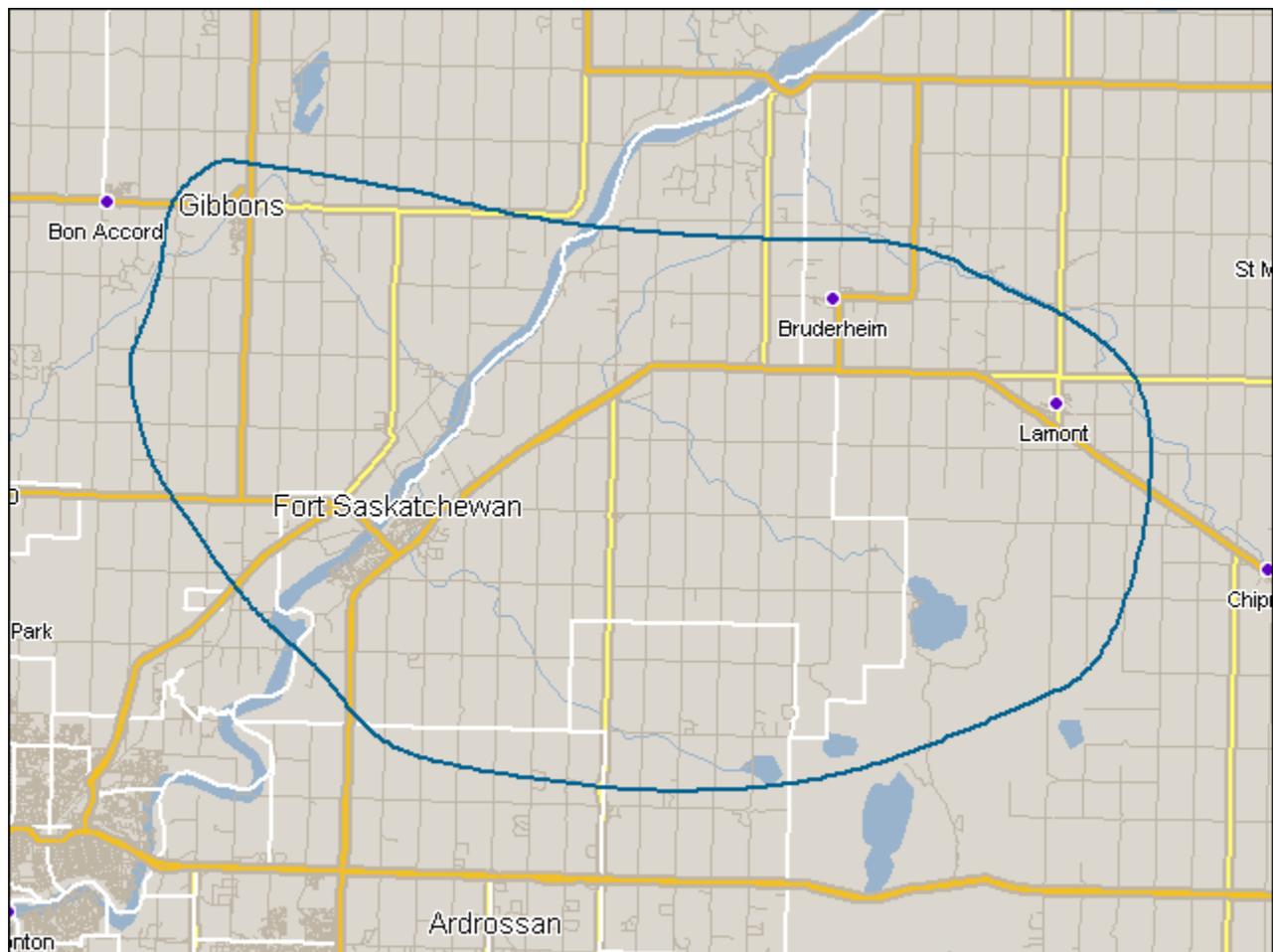
**Code:** 80408

**Market:** Fort Saskatchewan, SK

**Population:** 18 205

**Publishing Days:** Tuesday, Friday

**Source:** ComBase 2008/2009 Study

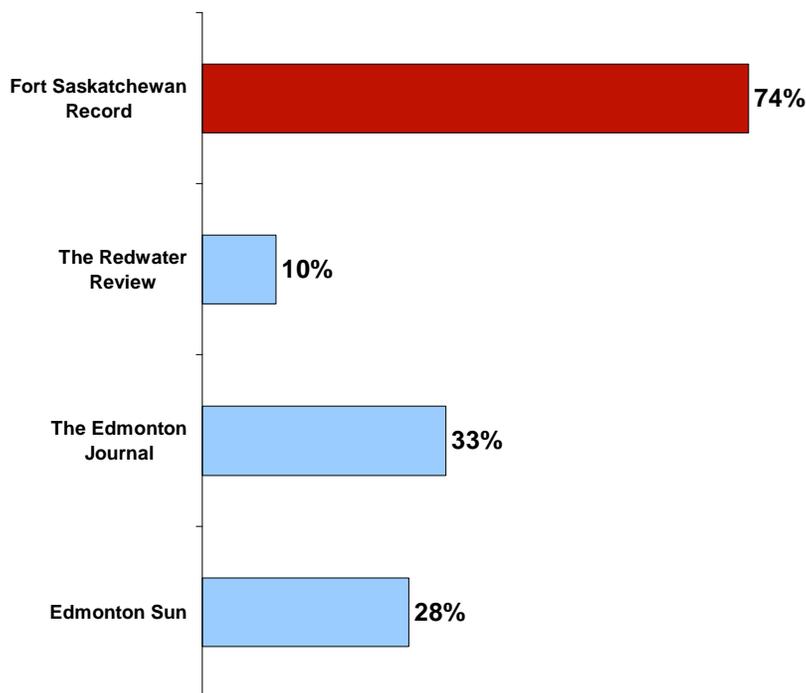


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

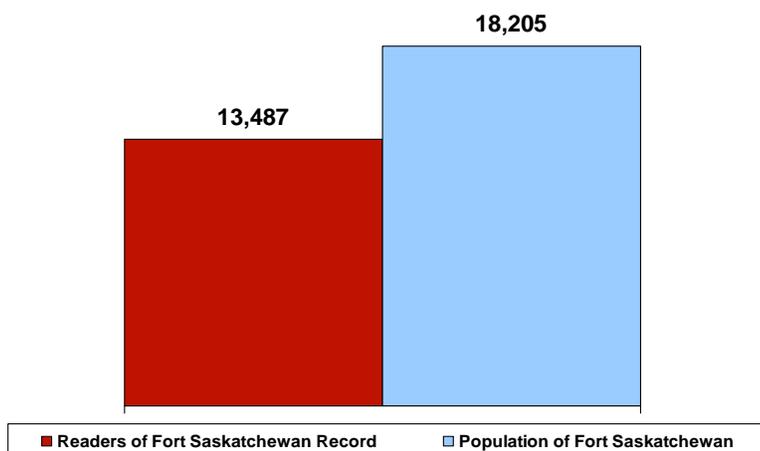
## NET READERSHIP\*

74% of Fort Saskatchewan adults read any of the last 4 issues of Fort Saskatchewan Record.



## NET READERS

13,487 Fort Saskatchewan adults read any of the last 4 issues of Fort Saskatchewan Record.



## NEWSPAPER READERSHIP

- 77% of Fort Saskatchewan adults read any community newspaper.
- 53% of Fort Saskatchewan adults read any daily newspaper.
- 30% of Fort Saskatchewan adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Fort Saskatchewan Record

- 75% of females read Fort Saskatchewan Record.\*

### GENDER

Male	74%
Female	75%

### AGE

18-34 years old	64%
35-49 years old	73%
50+ years old	83%

### EDUCATION

High School or less	73%
Tech. or College	69%
University +	80%

### HOUSEHOLD INCOME

<\$30K	84%
\$30-49K	63%
>\$50K	77%

### RESIDENCE

Own Residence	76%
Rent Residence	63%

### FAMILY STATUS

With children	80%
Without children	71%

\* 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

46% of Fort Saskatchewan Record readers said they read their community newspaper for advertising.

	Fort Saskatchewan Record Readers*	Community Newspaper Readers**
Editorial	46%	46%
Local News	91%	90%
Local Events	79%	78%
Classified	49%	51%
Real Estate	34%	33%
Jobs/Employment	34%	36%
Advertising	46%	47%
Flyers	45%	45%

\*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)

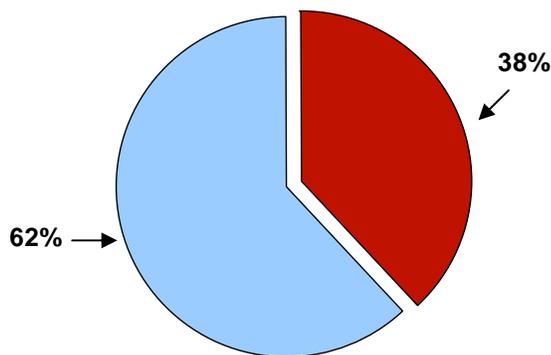
49% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	49%
Computer Hardware or Software	58%
Department Stores including Clothing	75%
Drug Store or Pharmacy	61%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	72%
Grocery Store	78%
Home Improvement Store	70%
Investment or Banking Services	22%
Telecommunication and Wireless Products	30%
Other Products or Services	66%

## COMMUNITY PRINT MEDIA VS. RADIO

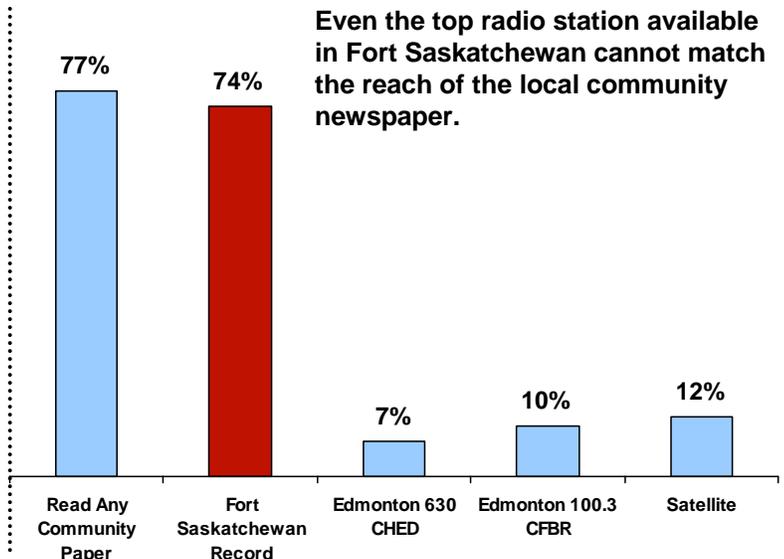
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



38% of Fort Saskatchewan adults cannot be reached by commercial radio.

Even the top radio station available in Fort Saskatchewan cannot match the reach of the local community newspaper.



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

Source: ComBase 2008/2009