

# Spruce Grove Examiner

**Publication:** Spruce Grove Examiner

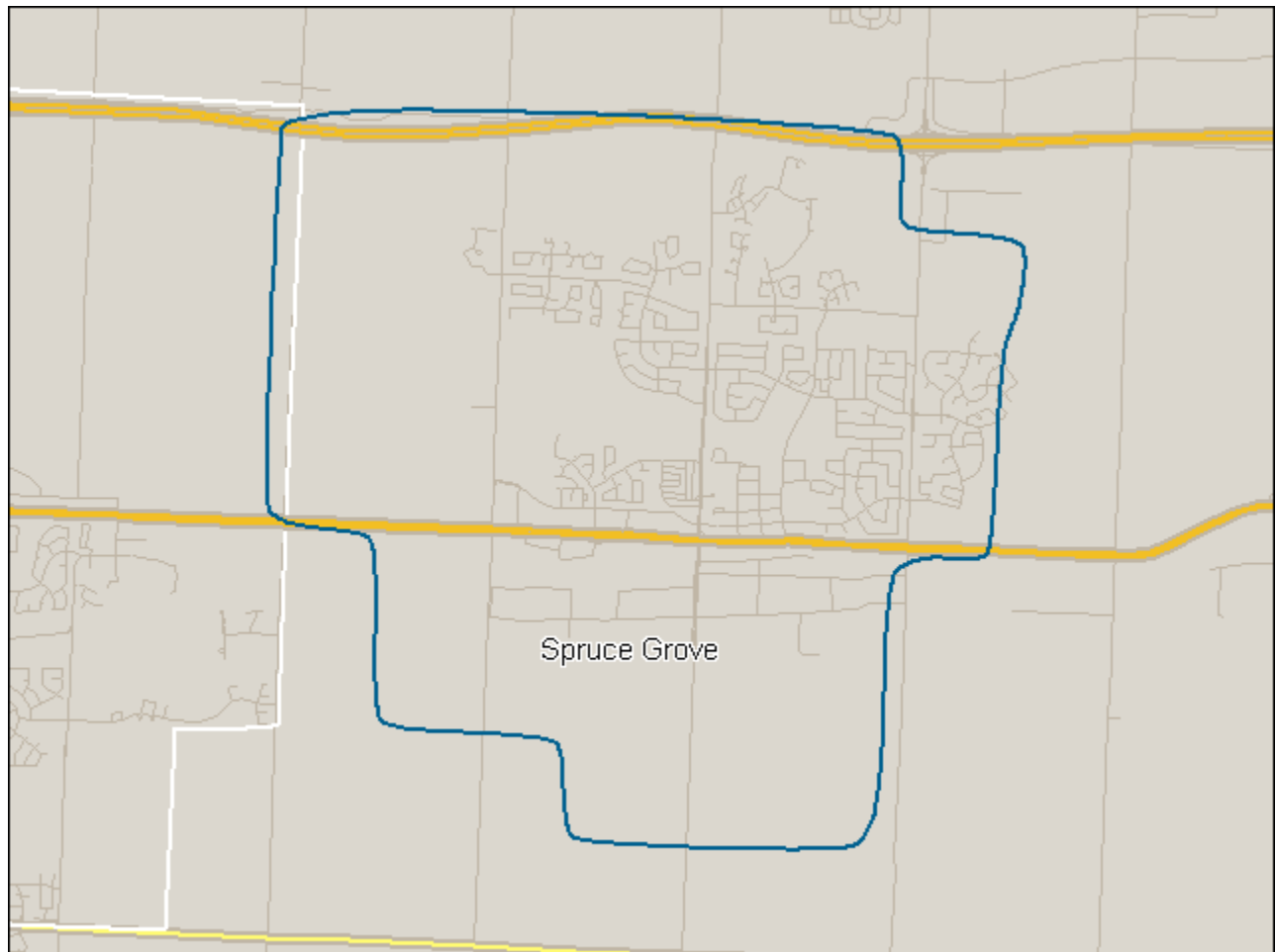
**Code:** 80205

**Market:** Spruce Grove, AB

**Population:** 14 619

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

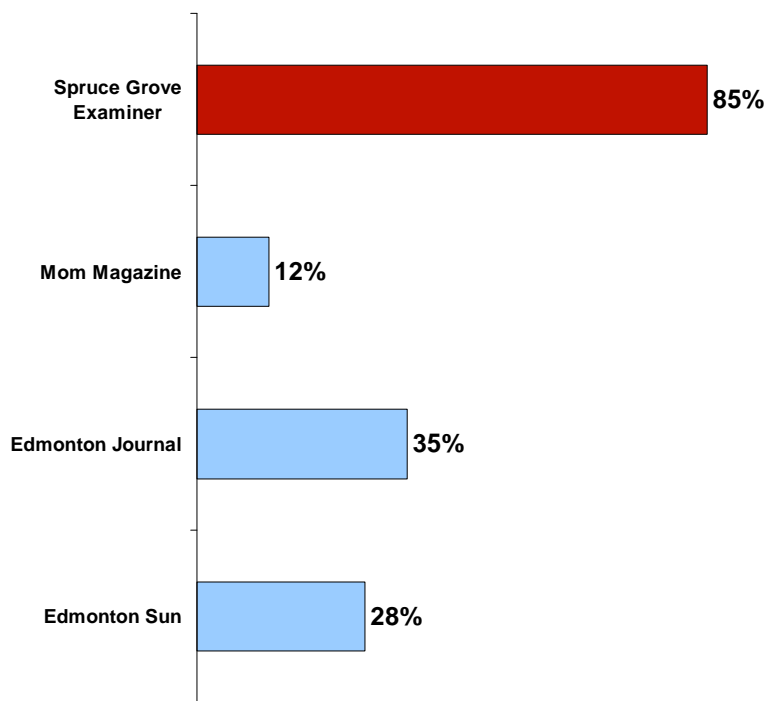


The measurement geography is based on data from Spruce Grove Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

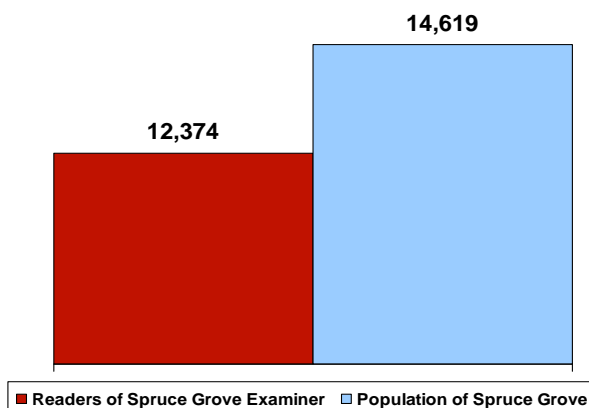
## NET READERSHIP\*

85% of Spruce Grove adults read any of the last 4 issues of Spruce Grove Examiner.



## NET READERS

12,374 Spruce Grove adults read any of the last 4 issues of Spruce Grove Examiner.



## NEWSPAPER READERSHIP

- **87%** of Spruce Grove adults read any community newspaper.
- **55%** of Spruce Grove adults read any daily newspaper.
- **38%** of Spruce Grove adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Spruce Grove Examiner

- **86%** of females read Spruce Grove Examiner.\*

#### GENDER

|        |     |
|--------|-----|
| Male   | 83% |
| Female | 86% |

#### AGE

|                 |     |
|-----------------|-----|
| 18-34 years old | 80% |
| 35-49 years old | 87% |
| 50+ years old   | 86% |

#### EDUCATION

|                     |     |
|---------------------|-----|
| High School or less | 84% |
| Tech. or College    | 90% |
| University +        | 81% |

#### HOUSEHOLD INCOME

|          |     |
|----------|-----|
| <\$30K   | 75% |
| \$30-49K | 91% |
| >\$50K   | 85% |

#### RESIDENCE

|                |     |
|----------------|-----|
| Own Residence  | 84% |
| Rent Residence | 86% |

#### FAMILY STATUS

|                  |     |
|------------------|-----|
| With children    | 86% |
| Without children | 84% |

\* 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 Spruce Grove Examiner readers said they read their community newspaper for advertising.

|                 | Spruce Grove Examiner Readers* | Community Newspaper Readers** |
|-----------------|--------------------------------|-------------------------------|
| Editorial       | 30%                            | 31%                           |
| Local News      | 83%                            | 82%                           |
| Local Events    | 66%                            | 66%                           |
| Classified      | 41%                            | 41%                           |
| Real Estate     | 34%                            | 34%                           |
| Jobs/Employment | 25%                            | 26%                           |
| Advertising     | 32%                            | 33%                           |
| Flyers          | 38%                            | 39%                           |

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

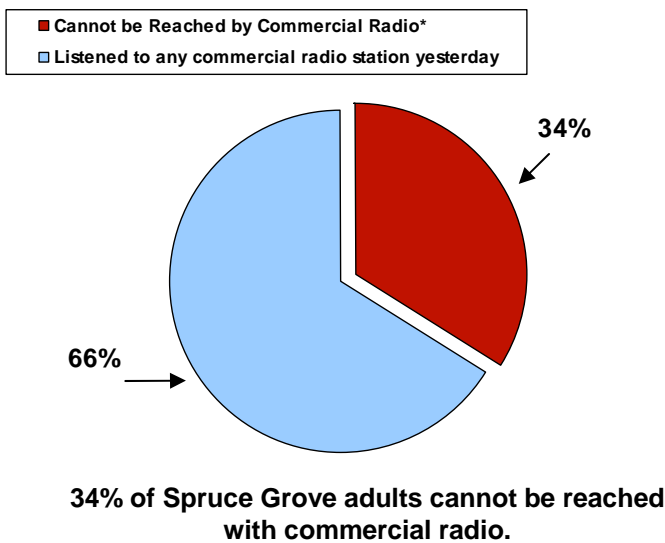
*(Read Always Or Sometimes)*

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

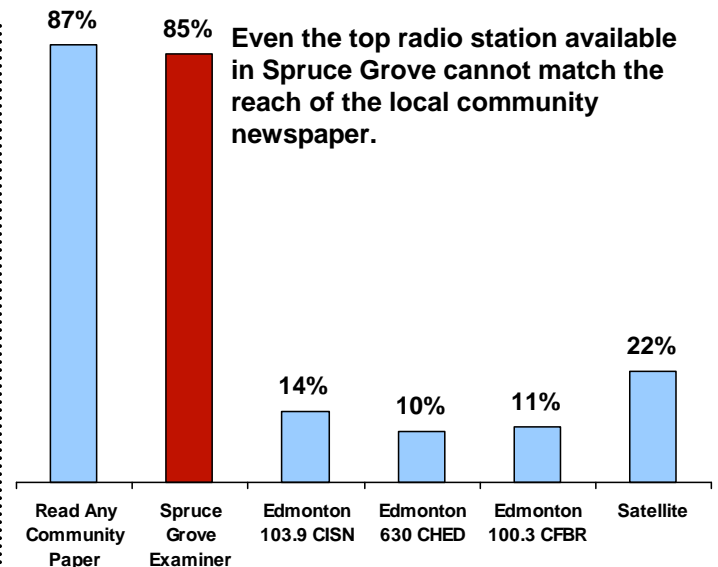
|   |     |
|---|-----|
| Automotive Supply or Service            | 47% |
| Computer Hardware or Software           | 52% |
| Department Stores including Clothing    | 70% |
| Drug Store or Pharmacy                  | 53% |
| Fast Food Restaurant                    | 42% |
| Furniture or Appliances or Electronics  | 73% |
| Grocery Store                           | 77% |
| Home Improvement Store                  | 79% |
| Investment or Banking Services          | 29% |
| Telecommunication and Wireless Products | 36% |
| Other Products or Services              | 63% |

## 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