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*

78% of Sylvan Lake adults read any of the last 4 issues of Sylvan Lake News.

- Sylvan Lake News: 78%
- Auto Trader: 21%
- Central Alberta Life: 25%
- Red Deer Express: 41%
- Western Star: 14%
- Calgary Sun: 17%
- Red Deer Advocate: 39%

NET READERS

8,419 Sylvan adults read any of the last 4 issues of Sylvan Lake News.

NEWSPAPER READERSHIP

- 84% of Sylvan Lake adults read any community newspaper.
- 54% of Sylvan Lake adults read any daily newspaper.
- 36% of Sylvan Lake adults can only be reached with community newspapers.

READER DEMOGRAPHICS:
Sylvan Lake News

- 80% of females read Sylvan Lake News.*

GENDER

Male: 76%
Female: 80%

AGE

18-34 years old: 74%
35-49 years old: 75%
50+ years old: 86%

EDUCATION

High School or less: 78%
Tech. or College: 89%
University +: 66%

HOUSEHOLD INCOME

<$30K: 79%
$30-49K: 82%
>$50K: 81%

RESIDENCE

Own Residence: 80%
Rent Residence: 66%

FAMILY STATUS

With children: 85%
Without children: 73%

* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Source: ComBase 2008/2009
Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

27% of Sylvan Lake News readers said they read their community newspaper for advertising.

<table>
<thead>
<tr>
<th></th>
<th>Sylvan Lake News Readers*</th>
<th>Community Newspaper Readers**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial</td>
<td>40%</td>
<td>37%</td>
</tr>
<tr>
<td>Local News</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>Local Events</td>
<td>66%</td>
<td>67%</td>
</tr>
<tr>
<td>Classified</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>33%</td>
<td>37%</td>
</tr>
<tr>
<td>Jobs/Employment</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Advertising</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Flyers</td>
<td>23%</td>
<td>22%</td>
</tr>
</tbody>
</table>

*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)

37% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

- Automotive Supply or Service: 37%
- Computer Hardware or Software: 47%
- Department Stores including Clothing: 67%
- Drug Store or Pharmacy: 62%
- Fast Food Restaurant: 35%
- Furniture or Appliances or Electronics: 70%
- Grocery Store: 70%
- Home Improvement Store: 65%
- Investment or Banking Services: 31%
- Telecommunication and Wireless Products: 35%
- Other Products or Services: 65%

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.

- 39% of Sylvan Lake adults cannot be reached with commercial radio.

Even the top radio station available in Sylvan Lake cannot match the reach of the local community newspaper.

- Red Deer 95.5 CKGY: 14%
- Red Deer 105.5 CHUB: 13%
- Red Deer 98.9 CIZZ: 14%
- Satellite: 30%

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

Source: ComBase 2008/2009