

# Bonnyville Nouvelle

**Publication:** Bonnyville Nouvelle

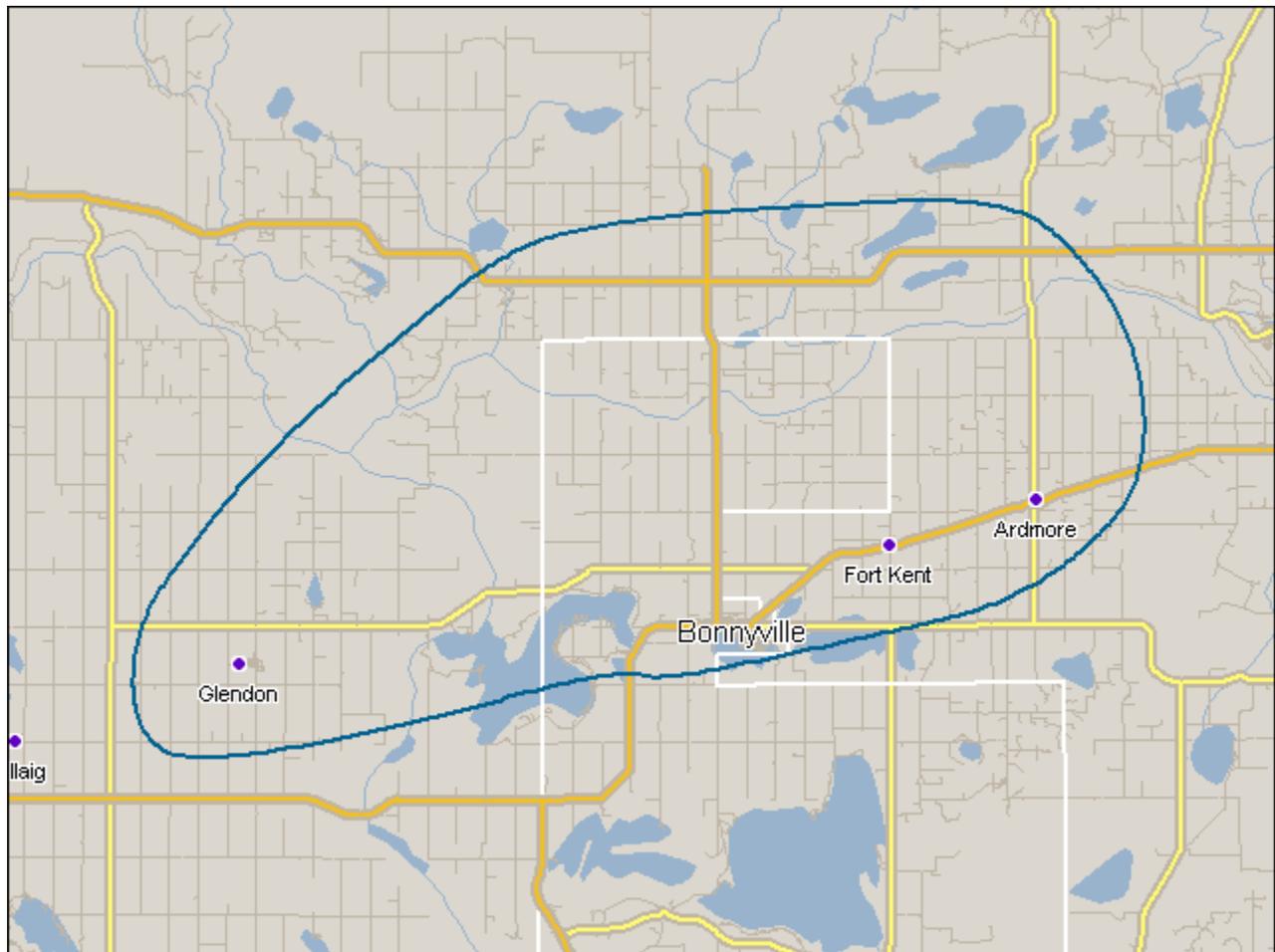
**Code:** 80920

**Market:** Bonnyville, AB

**Population:** 7 656

**Publishing Day:** Tuesday

**Source:** ComBase 2008 Study

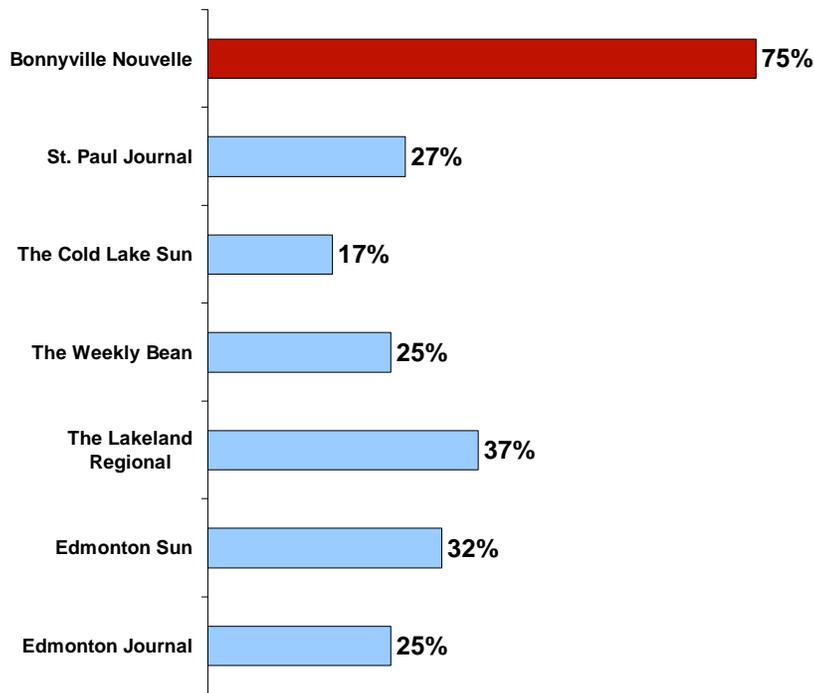


The measurement geography is based on data from Bonnyville Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

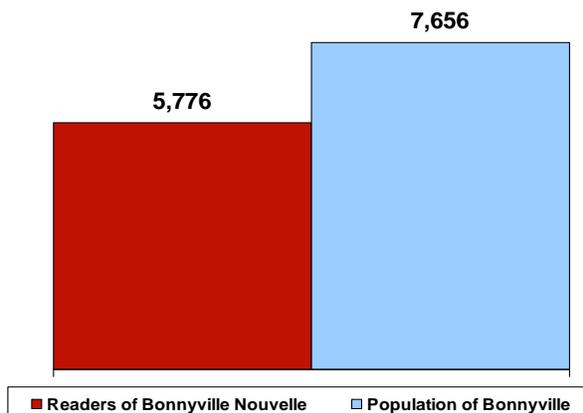
## NET READERSHIP\*

75% of Bonnyville adults read any of the last 4 issues of Bonnyville Nouvelle.



## NET READERS

5,776 Bonnyville adults read any of the last 4 issues of Bonnyville Nouvelle.



## NEWSPAPER READERSHIP

- 88% of Bonnyville adults read any community newspaper.
- 45% of Bonnyville adults read any daily newspaper.
- 46% of Bonnyville adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Bonnyville Nouvelle

- 79% of females read Bonnyville Nouvelle.\*

### GENDER

Male	72%
Female	79%

### AGE

18-34 years old	64%
35-49 years old	88%
50+ years old	77%

### EDUCATION

High School or less	66%
Tech. or College	77%
University +	89%

### HOUSEHOLD INCOME

<\$30K	64%
\$30-49K	79%
>\$50K	80%

### RESIDENCE

Own Residence	75%
Rent Residence	77%

### FAMILY STATUS

With children	75%
Without children	76%

\* 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

30% of Bonnyville Nouvelle readers said they read their community newspaper for advertising.

	Bonnyville Nouvelle Readers*	Community Newspaper Readers**
Editorial	32%	30%
Local News	81%	80%
Local Events	64%	62%
Classified	38%	38%
Real Estate	31%	28%
Jobs/Employment	31%	27%
Advertising	30%	28%
Flyers	18%	18%

\*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)*

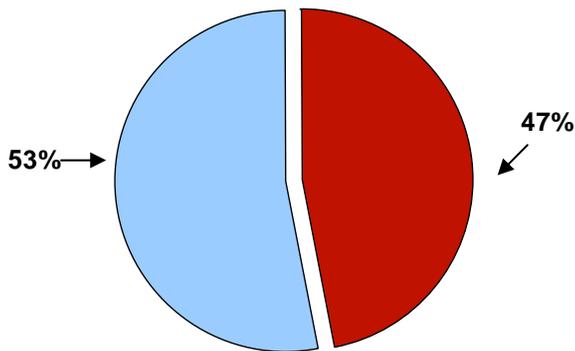
50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	40%
Department Stores including Clothing	64%
Drug Store or Pharmacy	59%
Fast Food Restaurant	34%
Furniture or Appliances or Electronics	63%
Grocery Store	66%
Home Improvement Store	70%
Investment or Banking Services	33%
Telecommunication and Wireless Products	28%
Other Products or Services	61%

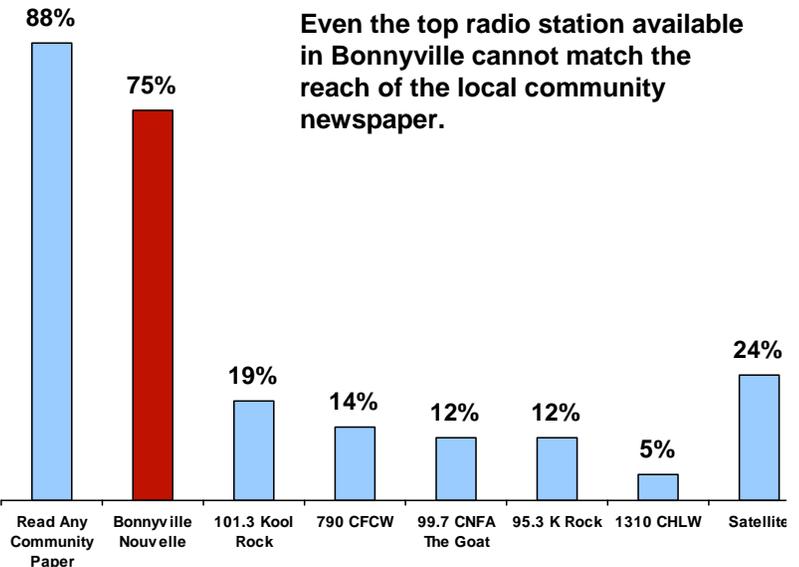
## COMMUNITY PRINT MEDIA VS. RADIO

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



47% of Bonnyville adults cannot be reached with commercial radio.



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

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

Source: ComBase 2008