

Camrose Canadian

Publication: Camrose Canadian

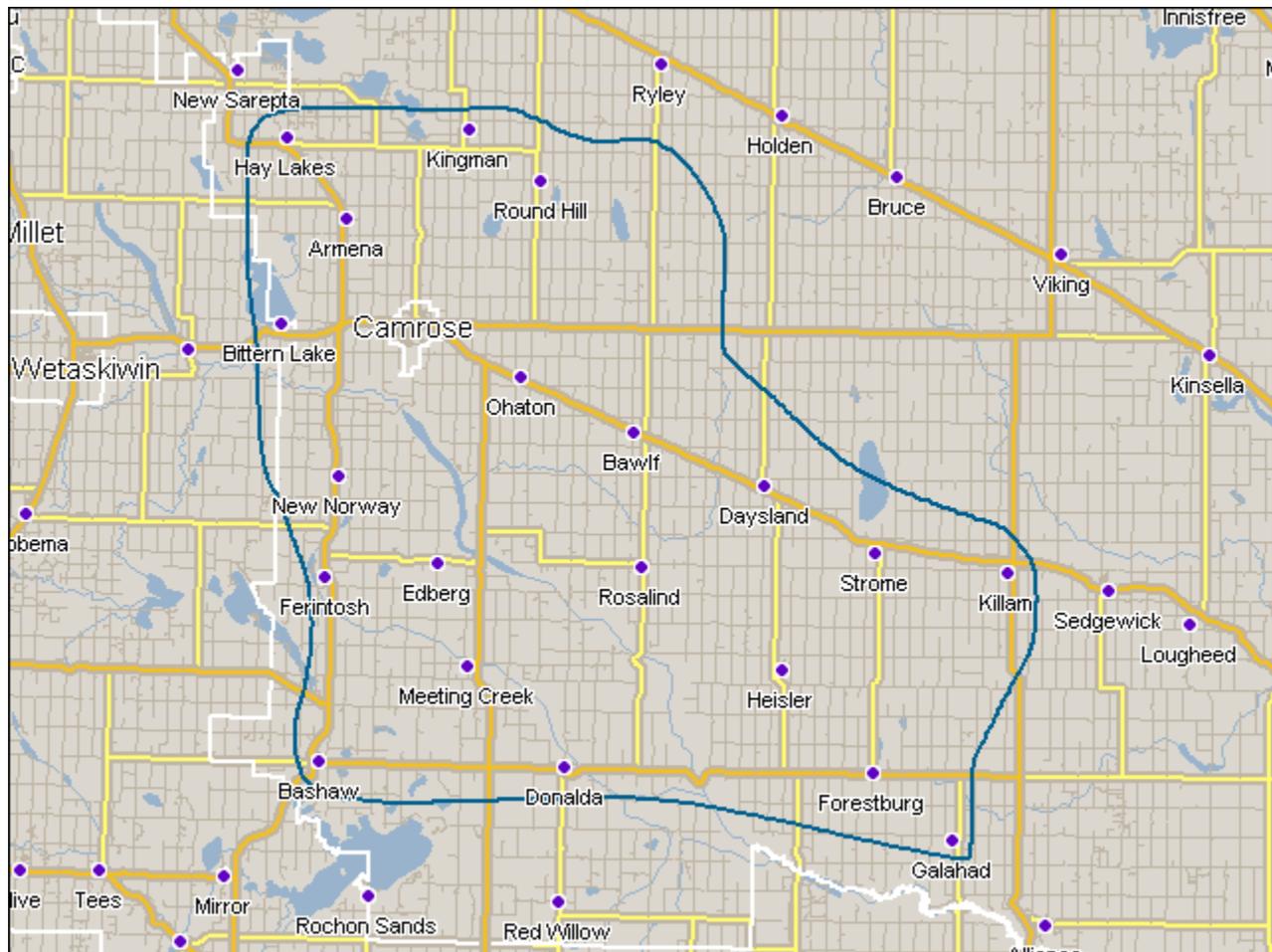
Code: 80118

Market: Camrose, AB

Population: 22 890

Publishing Day: Sunday

Source: ComBase 2008/2009 Study

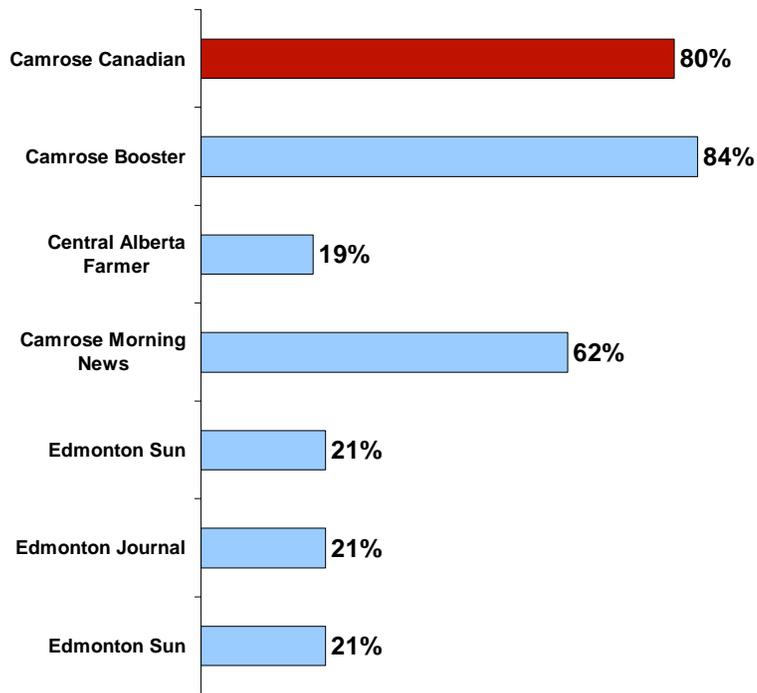


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

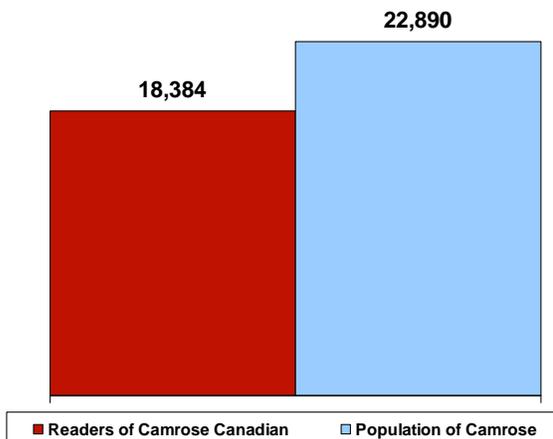
NET READERSHIP*

80% of Camrose adults read any of the last 4 issues of Camrose Canadian.



NET READERS

18,384 Camrose adults read any of the last 4 issues of Camrose Canadian.



NEWSPAPER READERSHIP

- 92% of Camrose adults read any community newspaper.
- 72% of Camrose adults read any daily newspaper.
- 24% of Camrose adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Camrose Canadian

- 86% of females read Camrose Canadian.*

GENDER

Male	74%
Female	86%

AGE

18-34 years old	80%
35-49 years old	89%
50+ years old	76%

EDUCATION

High School or less	78%
Tech. or College	80%
University +	85%

HOUSEHOLD INCOME

<\$30K	79%
\$30-49K	72%
>\$50K	89%

RESIDENCE

Own Residence	82%
Rent Residence	70%

FAMILY STATUS

With children	84%
Without children	78%

* 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 Camrose Canadian readers said they read their community newspaper for advertising.

	Camrose Canadian Readers*	Community Newspaper Readers**
Editorial	29%	33%
Local News	79%	80%
Local Events	52%	52%
Classified	46%	47%
Real Estate	29%	30%
Jobs/Employment	19%	21%
Advertising	32%	34%
Flyers	31%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

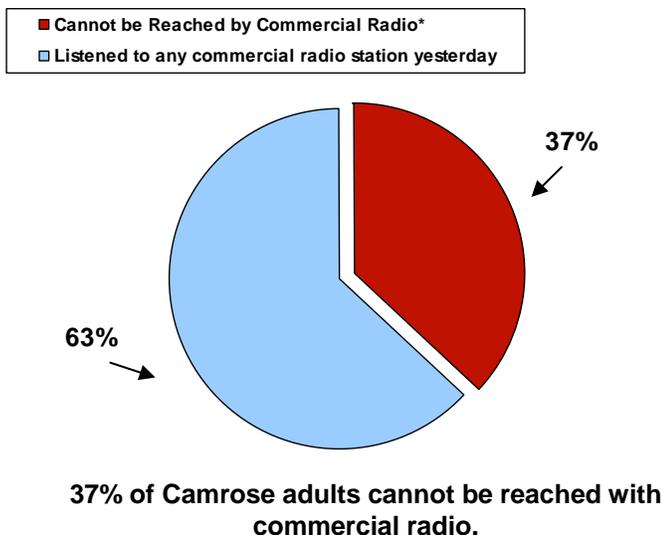
(Read Always Or Sometimes)

45% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

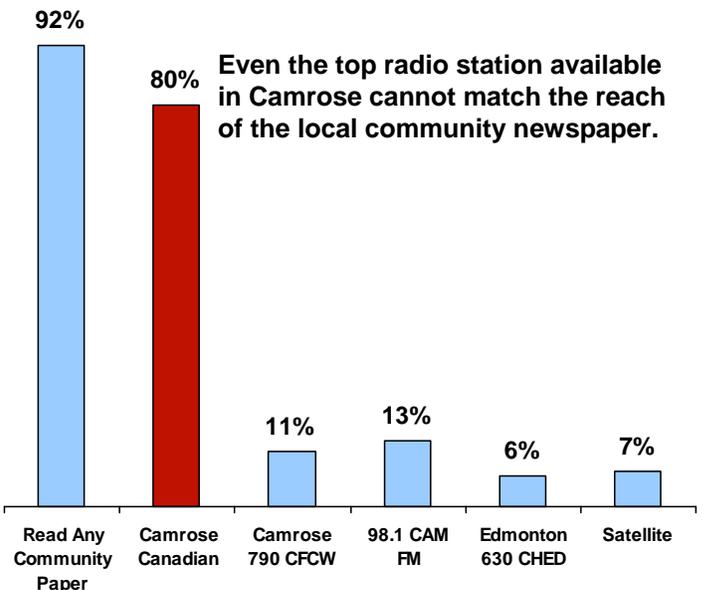
Automotive Supply or Service	45%
Computer Hardware or Software	47%
Department Stores including Clothing	67%
Drug Store or Pharmacy	59%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	63%
Grocery Store	73%
Home Improvement Store	67%
Investment or Banking Services	23%
Telecommunication and Wireless Products	35%
Other Products or Services	57%

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