

# Sunny South News

**Publication:** Sunny South News

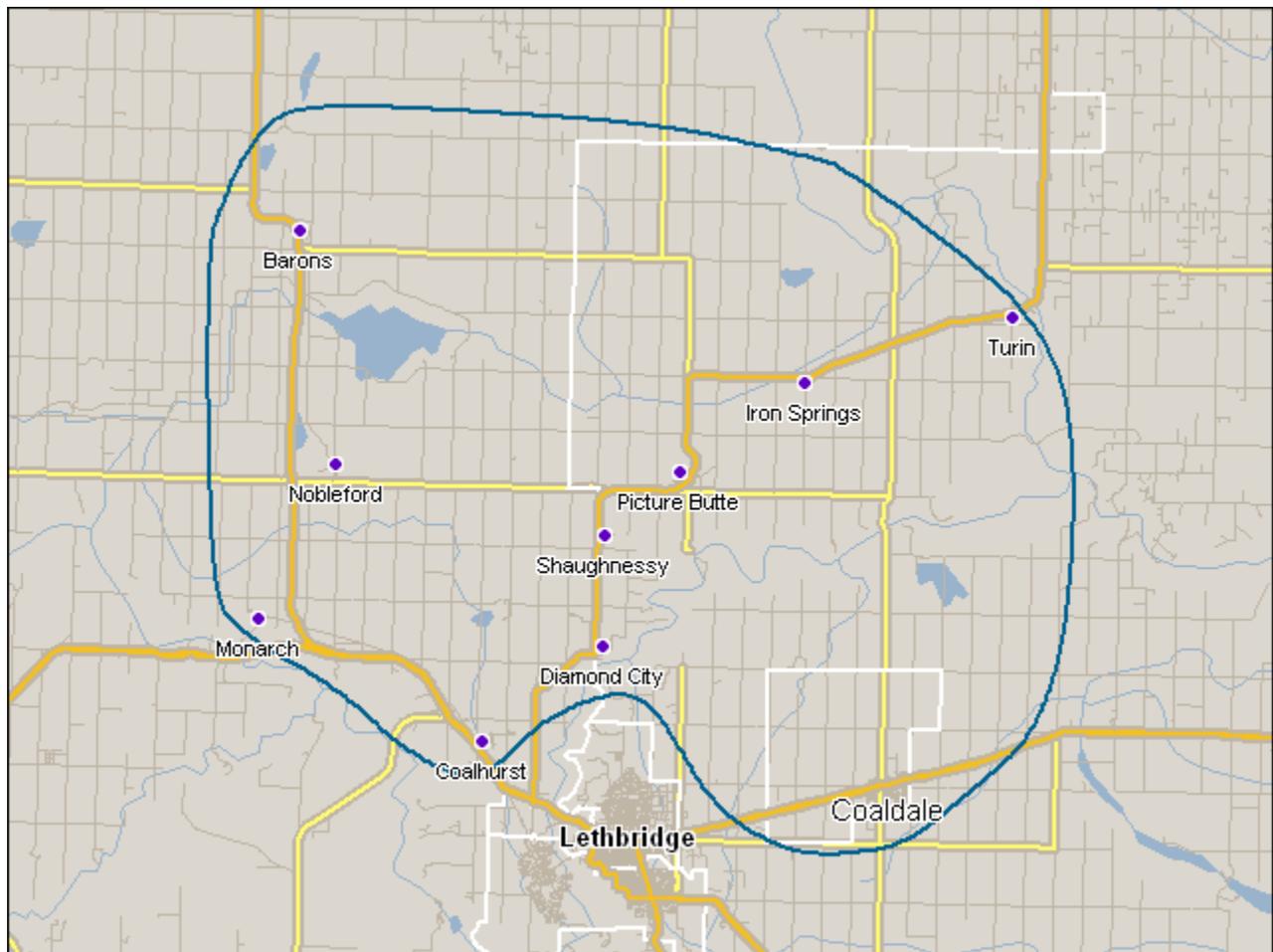
**Code:** 80029

**Market:** Coaldale, AB

**Population:** 11 891

**Publishing Day:** Tuesday

**Source:** ComBase 2008/2009 Study

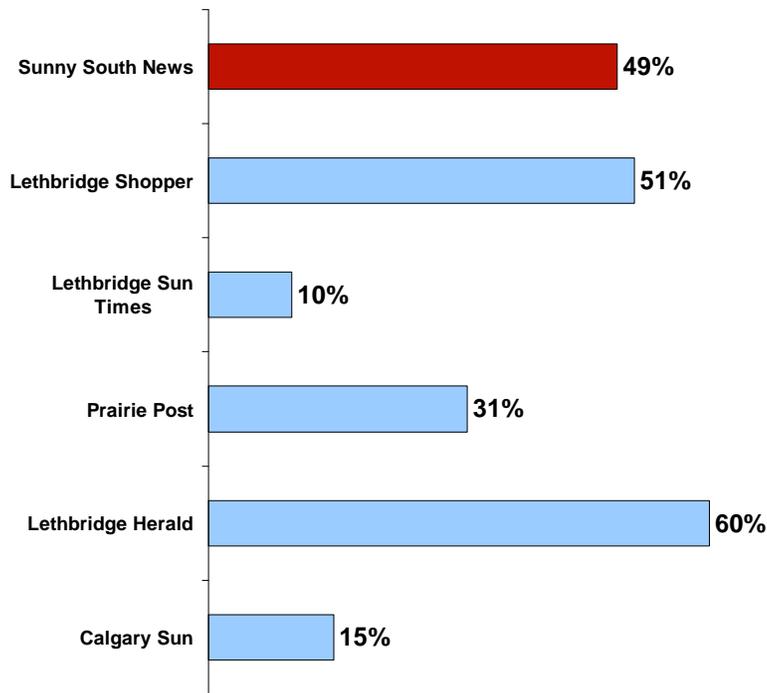


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

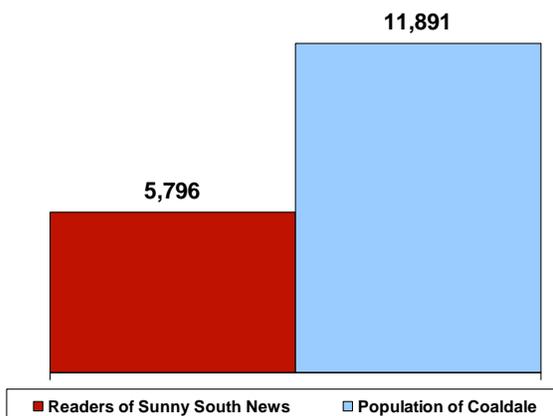
## NET READERSHIP\*

49% of Coaldale adults read any of the last 4 issues of Sunny South News.



## NET READERS

5,796 Coaldale adults read any of the last 4 issues of Sunny South News.



## NEWSPAPER READERSHIP

- 80% of Coaldale adults read any community newspaper.
- 63% of Coaldale adults read any daily newspaper.
- 24% of Coaldale adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Sunny South News

- 56% of females read Sunny South News.\*

### GENDER

Male	41%
Female	56%

### AGE

18-34 years old	43%
35-49 years old	45%
50+ years old	57%

### EDUCATION

High School or less	42%
Tech. or College	56%
University +	58%

### HOUSEHOLD INCOME

<\$30K	34%
\$30-49K	57%
>\$50K	52%

### RESIDENCE

Own Residence	52%
Rent Residence	32%

### FAMILY STATUS

With children	50%
Without children	48%

\* 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

## MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

14% of Sunny South News readers said the main reason for reading the paper is advertising.

	Sunny South News Readers*	Community Newspaper Readers**
Editorial	13%	12%
Local News	72%	67%
Local Events	47%	43%
Classified	27%	33%
Real Estate	13%	13%
Jobs/Employment	11%	13%
Advertising	14%	18%
Flyers	17%	17%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

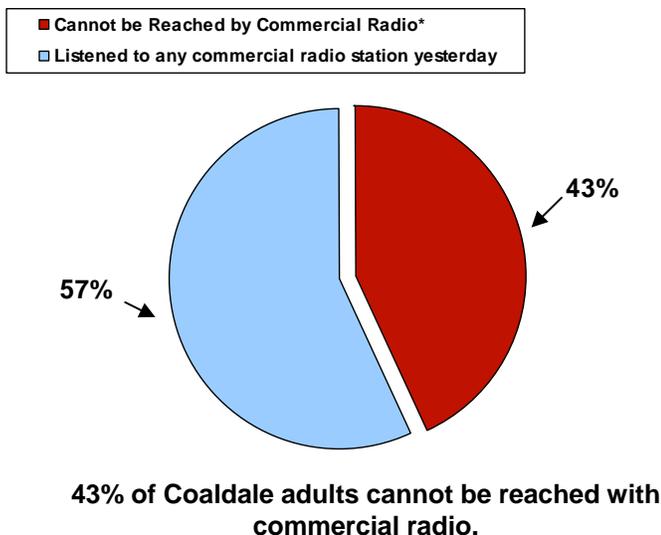
*(Read Always Or Sometimes)*

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

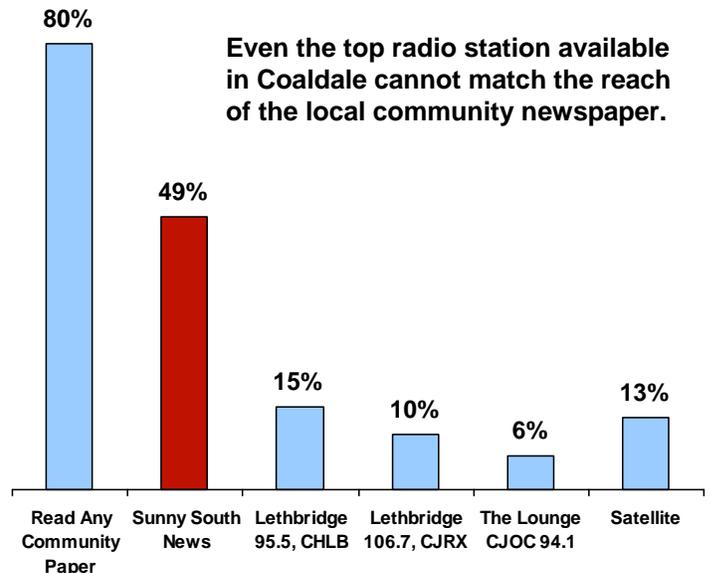
Automotive Supply or Service	46%
Computer Hardware or Software	43%
Department Stores including Clothing	73%
Drug Store or Pharmacy	58%
Fast Food Restaurant	39%
Furniture or Appliances or Electronics	68%
Grocery Store	75%
Home Improvement Store	67%
Investment or Banking Services	24%
Telecommunication and Wireless Products	23%
Other Products or Services	68%

## 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