

Devon Dispatch News

Publication: Devon Dispatch News

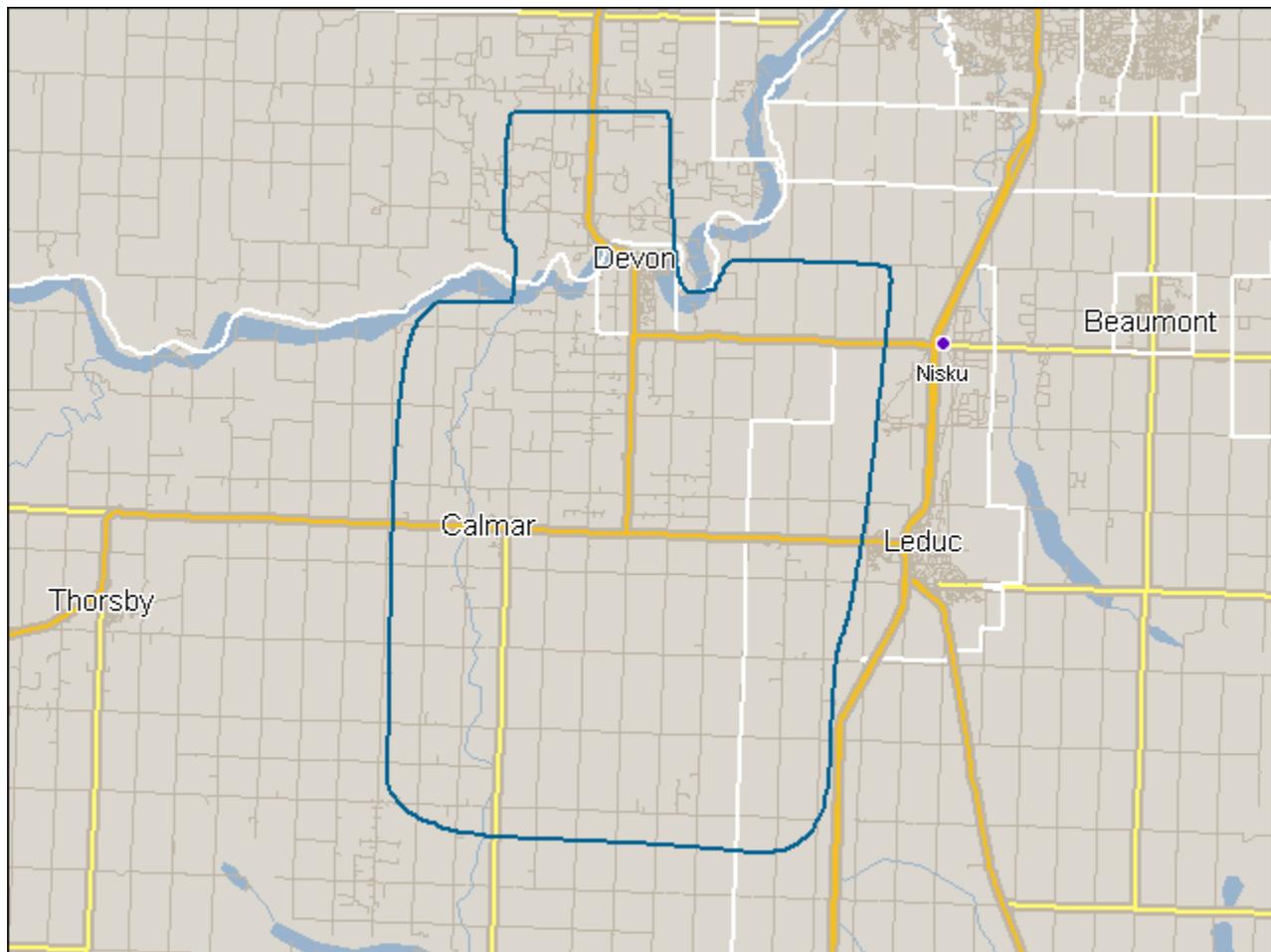
Code: 80059

Market: Devon, AB

Population: 8 201

Publishing Day: Friday

Source: ComBase 2008/2009 Study

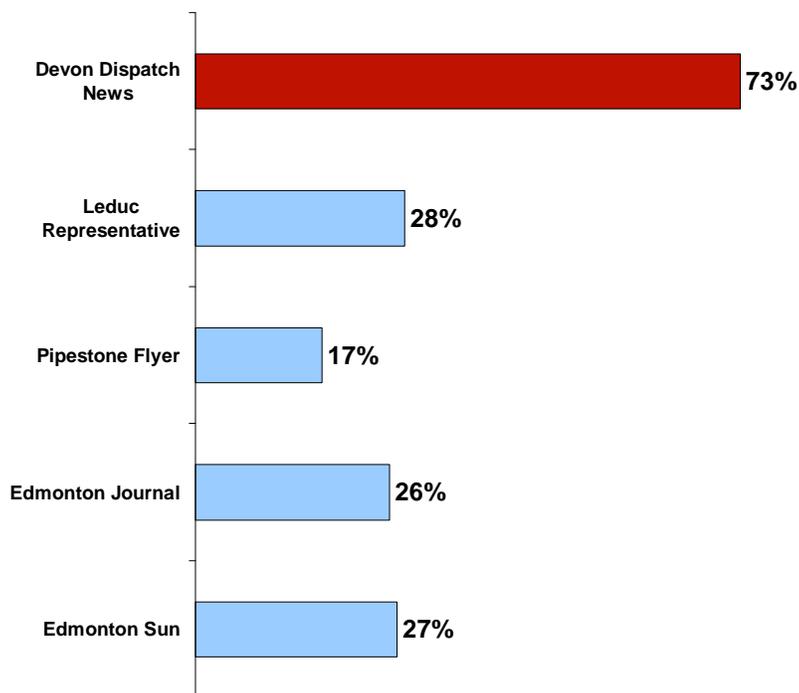


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

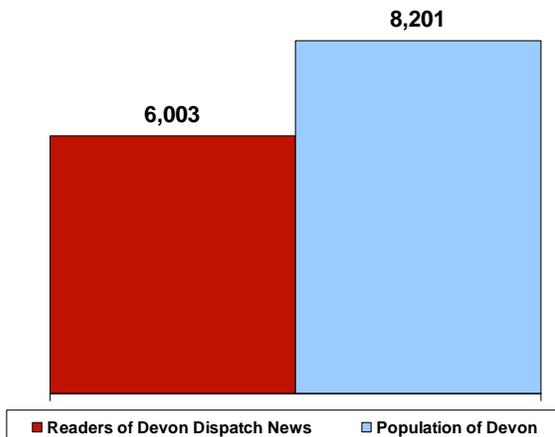
NET READERSHIP*

73% of Devon adults read any of the last 4 issues of Devon Dispatch News.



NET READERS

6,003 Devon adults read any of the last 4 issues of Devon Dispatch News.



NEWSPAPER READERSHIP

- 86% of Devon adults read any community newspaper.
- 45% of Devon adults read any daily newspaper.
- 45% of Devon adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Devon Dispatch News

- 78% of females read Devon Dispatch News.*

GENDER

Male	69%
Female	78%

AGE

18-34 years old	57%
35-49 years old	81%
50+ years old	78%

EDUCATION

High School or less	65%
Tech. or College	80%
University +	82%

HOUSEHOLD INCOME

<\$30K	74%
\$30-49K	63%
>\$50K	79%

RESIDENCE

Own Residence	75%
Rent Residence	51%

FAMILY STATUS

With children	77%
Without children	70%

* 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

27% of Devon Dispatch News readers said they read their community newspaper for advertising.

	Devon Dispatch News Readers*	Community Newspaper Readers**
Editorial	34%	32%
Local News	81%	77%
Local Events	64%	63%
Classified	37%	34%
Real Estate	29%	29%
Jobs/Employment	17%	17%
Advertising	27%	25%
Flyers	29%	26%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

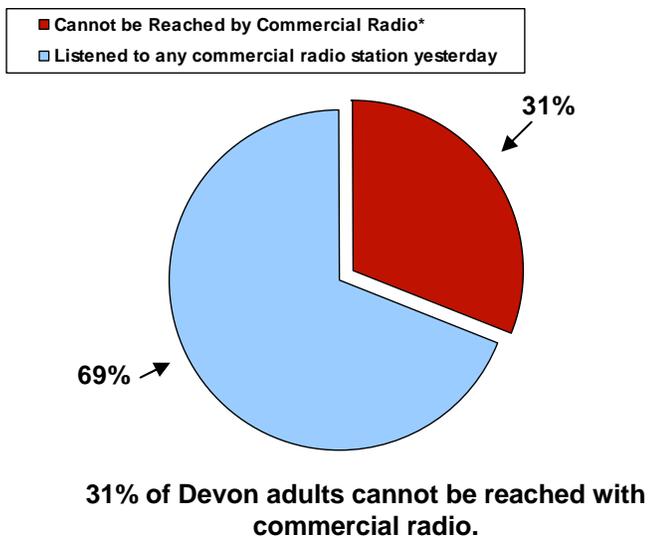
(Read Always Or Sometimes)

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

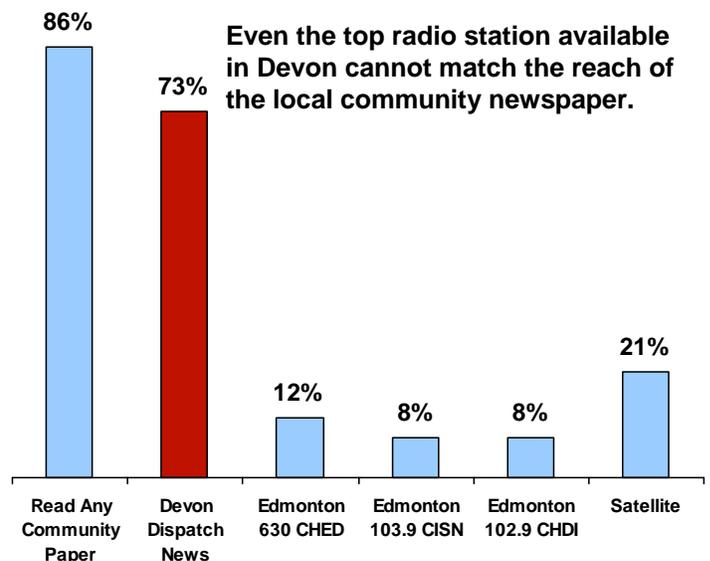
Automotive Supply or Service	45%
Computer Hardware or Software	35%
Department Stores including Clothing	67%
Drug Store or Pharmacy	55%
Fast Food Restaurant	42%
Furniture or Appliances or Electronics	63%
Grocery Store	73%
Home Improvement Store	75%
Investment or Banking Services	27%
Telecommunication and Wireless Products	28%
Other Products or Services	66%

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