

Edmonton Examiner

Publication: Edmonton Examiner

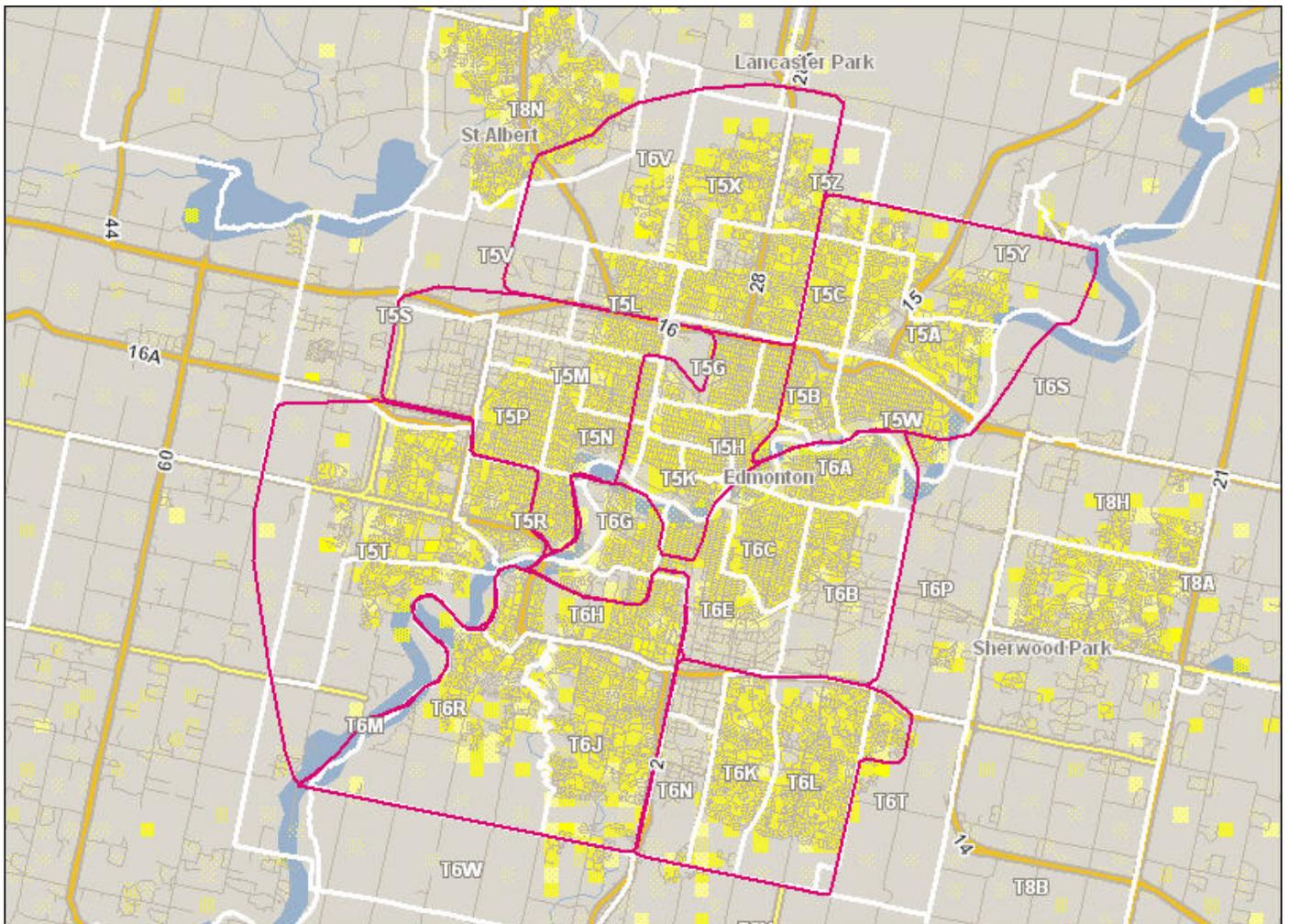
Code: 80207

Market: Edmonton, AB

Population: 616 892

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

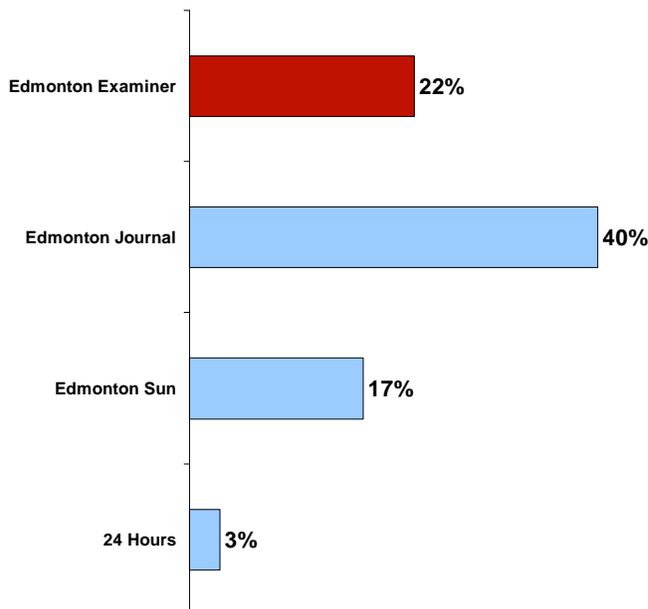


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

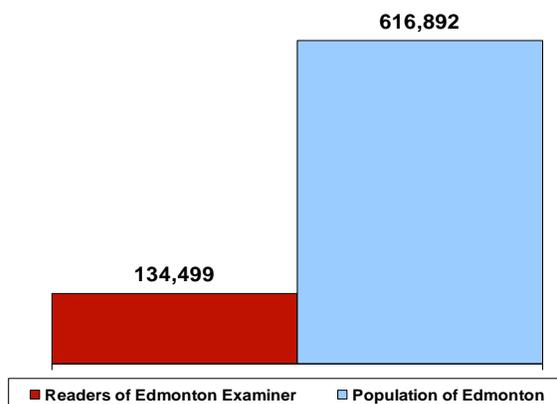
NET READERSHIP*

22% of Edmonton adults read the last issue of Edmonton Examiner.



NET READERS

134,499 Edmonton adults read the last issue of Edmonton Examiner.



NEWSPAPER READERSHIP

- 27% of Edmonton adults read any community newspaper.
- 48% of Edmonton adults read any daily newspaper.
- 11% of Edmonton adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

- 43% of females read Edmonton Examiner.*

GENDER

Male	17%
Female	27%

AGE

18-34 years old	11%
35-49 years old	26%
50+ years old	27%

EDUCATION

High School or less	20%
Tech. or College	19%
University +	27%

HOUSEHOLD INCOME

<\$30K	21%
\$30-49K	48%
>\$50K	44%

RESIDENCE

Own Residence	24%
Rent Residence	8%
Attached	8%
Unattached	23%

FAMILY STATUS

Married	24%
Single	15%
Separated/widowed/divorced	34%
With children	23%
Without children	21%
Married with children	26%
Married without children	22%
Single with children	5%
Single without children	17%
With children >2 years of age	15%
With children 2- 6 years old	28%
With children 7-11 years old	36%
With children 12-17 years old	24%

* Read last issue/read yesterday

Media Habits

REASONS FOR READING COMMUNITY NEWSPAPERS

23% of Edmonton Examiner readers said they read their community newspaper for advertising.

	Edmonton Examiner Readers*	Community Newspaper Readers**
Editorial	38%	35%
Local News	91%	86%
Local Events	67%	65%
Classified	29%	27%
Real Estate	18%	18%
Jobs/Employment	16%	15%
Advertising	23%	22%
Flyers	34%	33%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

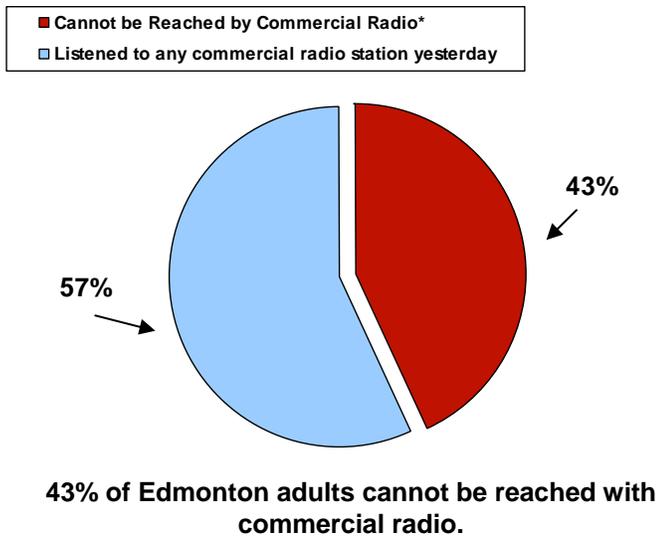
(Read Always Or Sometimes)

35% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

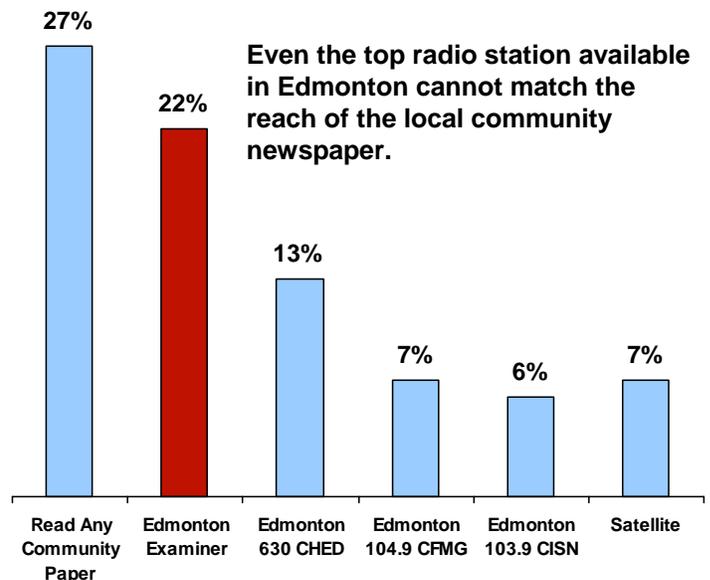
Automotive Supply or Service	35%
Computer Hardware or Software	44%
Department Stores including Clothing	73%
Drug Store or Pharmacy	60%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	63%
Grocery Store	82%
Home Improvement Store	69%
Investment or Banking Services	32%
Telecommunication and Wireless Products	30%
Other Products or Services	52%

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