

# Elk Point Review

**Publication:** Elk Point Review

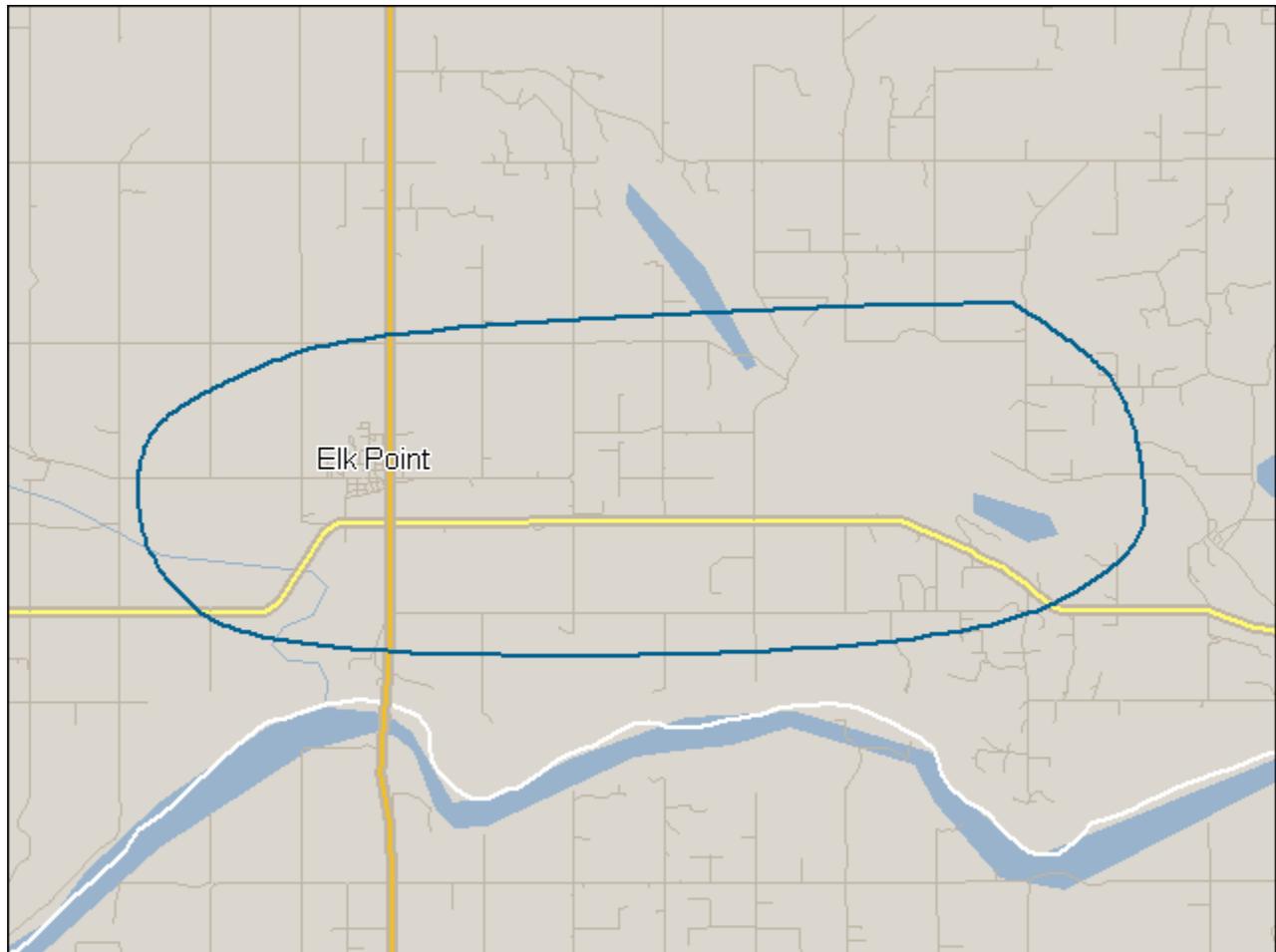
**Code:** 80012

**Market:** Elk Point, AB

**Population:** 1 197

**Publishing Day:** Tuesday

**Source:** ComBase 2008/2009 Study

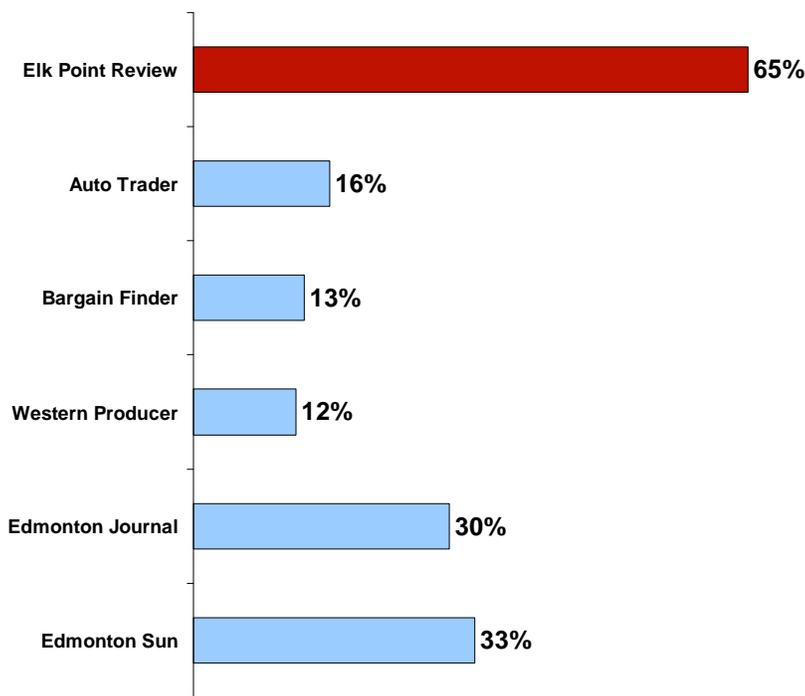


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

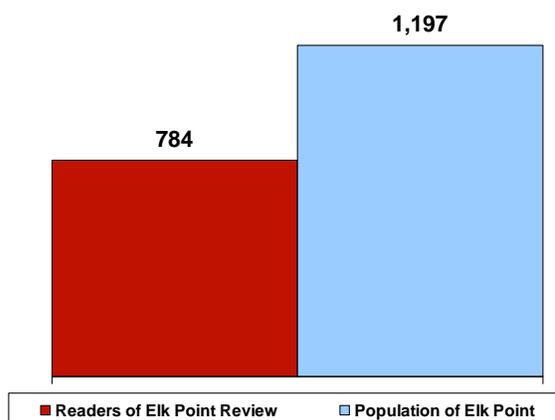
## NET READERSHIP\*

65% of Elk Point adults read any of the last 4 issues of Elk Point Journal.



## NET READERS

784 Elk Point adults read any of the last 4 issues of Elk Point Review.



## NEWSPAPER READERSHIP

- 73% of Elk Point adults read any community newspaper.
- 50% of Elk Point adults read any daily newspaper.
- 34% of Elk Point adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Elk Point Review

- 75% of females read Elk Point Review.\*

### GENDER

|        |     |
|--------|-----|
| Male   | 56% |
| Female | 75% |

### AGE

|                 |     |
|-----------------|-----|
| 18-34 years old | 46% |
| 35-49 years old | 66% |
| 50+ years old   | 77% |

### EDUCATION

|                     |     |
|---------------------|-----|
| High School or less | 65% |
| Tech. or College    | 66% |
| University +        | 69% |

### HOUSEHOLD INCOME

|          |     |
|----------|-----|
| <\$30K   | 72% |
| \$30-49K | 61% |
| >\$50K   | 66% |

### RESIDENCE

|                |     |
|----------------|-----|
| Own Residence  | 67% |
| Rent Residence | 55% |

### FAMILY STATUS

|                  |     |
|------------------|-----|
| With children    | 53% |
| Without children | 75% |

\* 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

34% of Elk Point Review readers said the main reason for reading the paper is advertising.

|                 | Elk Point Review Readers* | Community Newspaper Readers** |
|-----------------|---------------------------|-------------------------------|
| Editorial       | 39%                       | 39%                           |
| Local News      | 79%                       | 78%                           |
| Local Events    | 75%                       | 73%                           |
| Classified      | 30%                       | 33%                           |
| Real Estate     | 27%                       | 25%                           |
| Jobs/Employment | 22%                       | 23%                           |
| Advertising     | 34%                       | 36%                           |
| Flyers          | 26%                       | 27%                           |

\*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)*

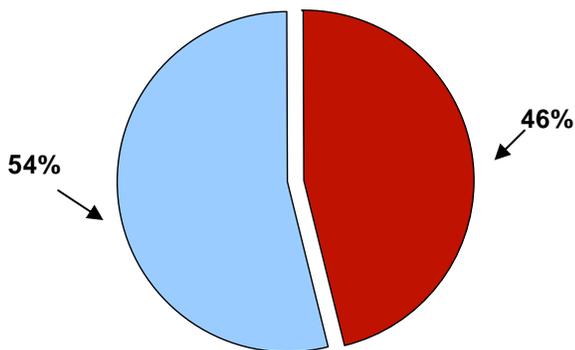
40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

|   |     |
|---|-----|
| Automotive Supply or Service            | 40% |
| Computer Hardware or Software           | 40% |
| Department Stores including Clothing    | 53% |
| Drug Store or Pharmacy                  | 50% |
| Fast Food Restaurant                    | 37% |
| Furniture or Appliances or Electronics  | 52% |
| Grocery Store                           | 69% |
| Home Improvement Store                  | 64% |
| Investment or Banking Services          | 19% |
| Telecommunication and Wireless Products | 28% |
| Other Products or Services              | 46% |

## COMMUNITY PRINT MEDIA VS. RADIO

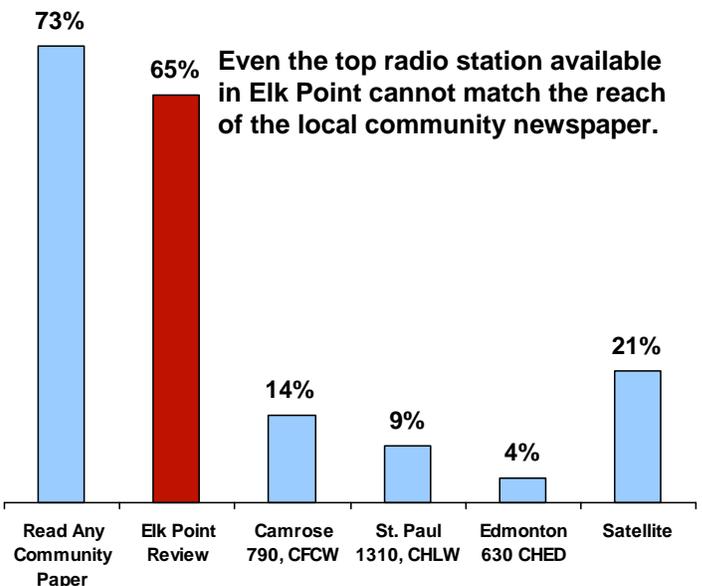
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be Reached by Commercial Radio\*  
 ■ Listened to any commercial radio station yesterday



46% of Elk Point Review adults cannot be reached with commercial radio.

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



Source: ComBase 2008/2009