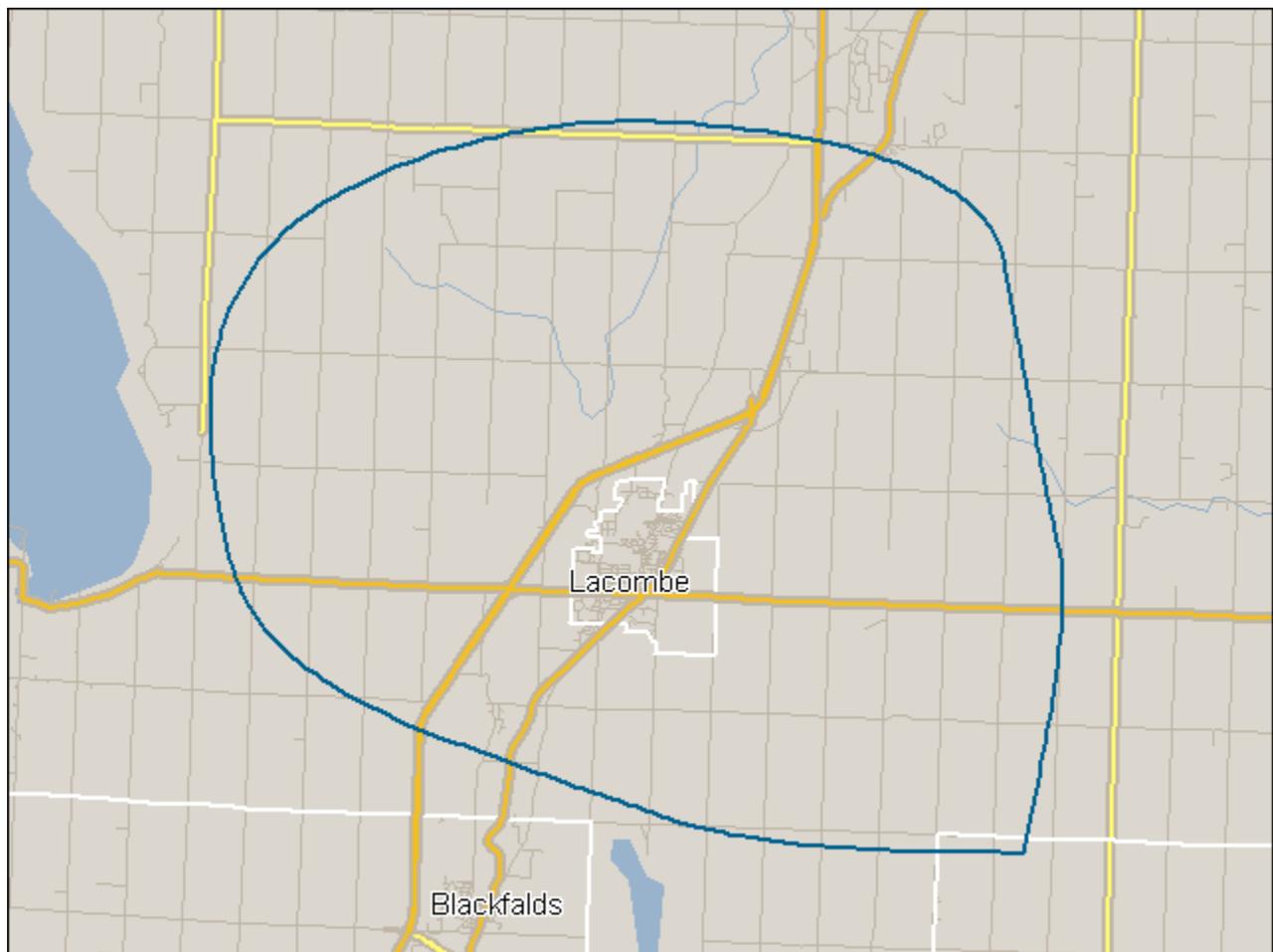


Lacombe Globe

Publication: Lacombe Globe
Code: 80108
Market: Lacombe, AB
Population: 9 328
Publishing Day: Tuesday
Source: ComBase 2008/2009 Study

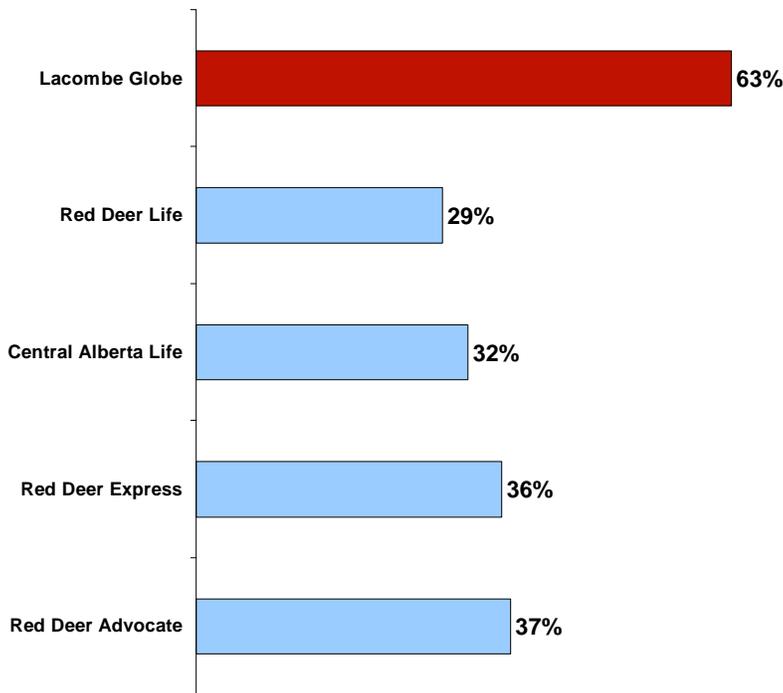


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

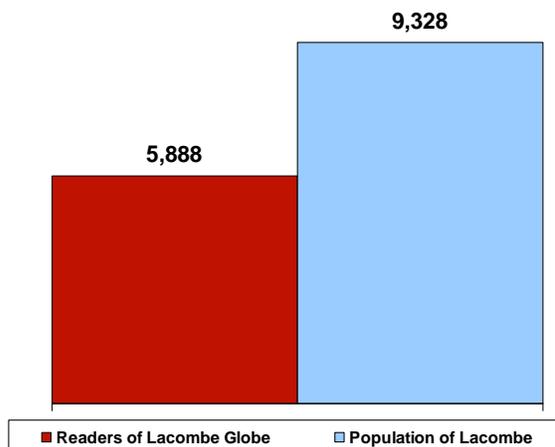
NET READERSHIP*

63% of Lacombe adults read any of the last 4 issues of Lacombe Globe.



NET READERS

5,888 Lacombe adults read any of the last 4 issues of Lacombe Globe.



NEWSPAPER READERSHIP

- 83% of Lacombe adults read any community newspaper.
- 44% of Lacombe adults read any daily newspaper.
- 40% of Lacombe adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Lacombe Globe

- 64% of females read Lacombe Globe.*

GENDER

Male	63%
Female	64%

AGE

18-34 years old	52%
35-49 years old	65%
50+ years old	67%

EDUCATION

High School or less	59%
Tech. or College	71%
University +	61%

HOUSEHOLD INCOME

<\$30K	56%
\$30-49K	88%
>\$50K	60%

RESIDENCE

Own Residence	68%
Rent Residence	44%

FAMILY STATUS

With children	66%
Without children	61%

* 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

28% of Lacombe Globe readers said they read their community newspaper for advertising.

	Lacombe Globe Readers*	Community Newspaper Readers**
Editorial	27%	26%
Local News	73%	72%
Local Events	54%	54%
Classified	45%	44%
Real Estate	27%	25%
Jobs/Employment	22%	21%
Advertising	28%	28%
Flyers	23%	25%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

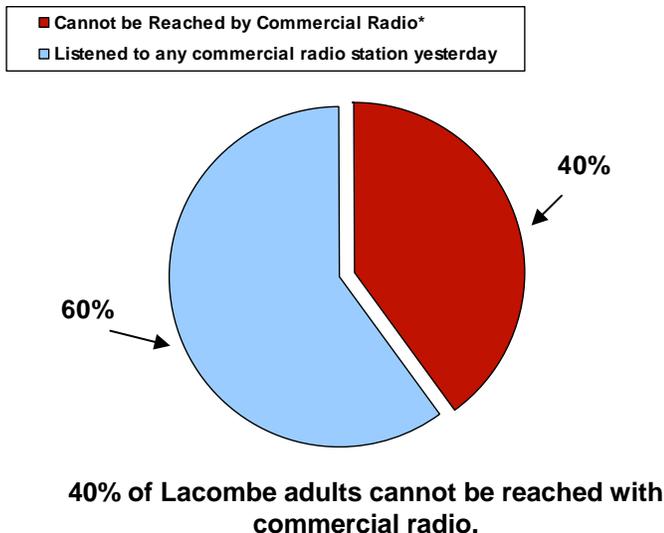
(Read Always Or Sometimes)

37% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

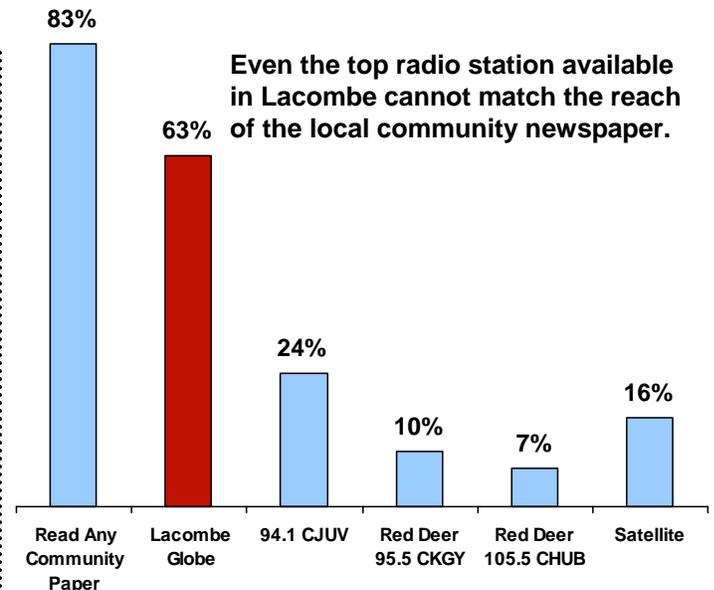
Automotive Supply or Service	37%
Computer Hardware or Software	47%
Department Stores including Clothing	69%
Drug Store or Pharmacy	62%
Fast Food Restaurant	36%
Furniture or Appliances or Electronics	65%
Grocery Store	68%
Home Improvement Store	69%
Investment or Banking Services	23%
Telecommunication and Wireless Products	29%
Other Products or Services	62%

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