

Leduc Representative

Publication: Leduc Representative

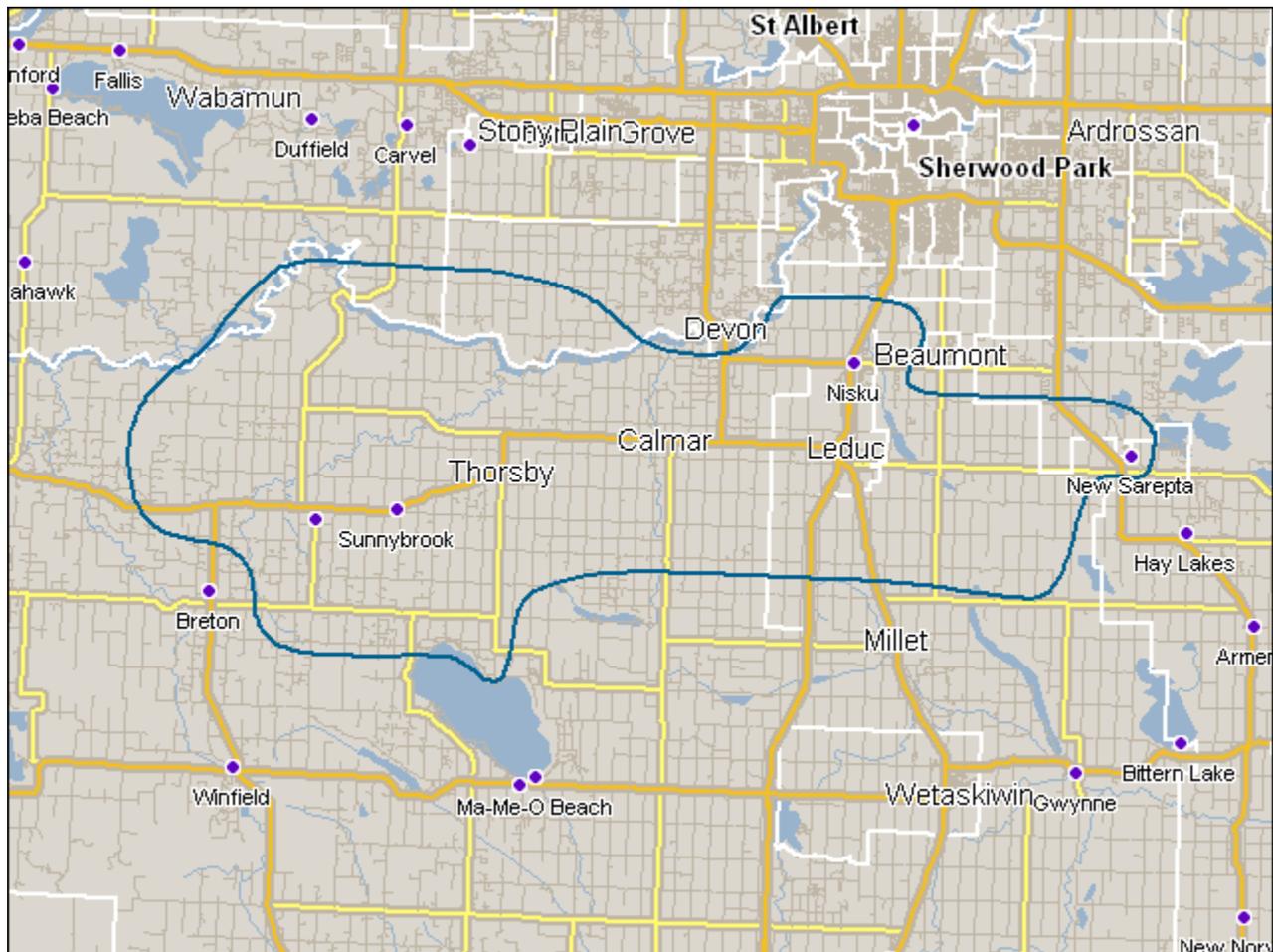
Code: 80056

Market: Leduc, AB

Population: 22 940

Publishing Day: Friday

Source: ComBase 2008/2009 Study

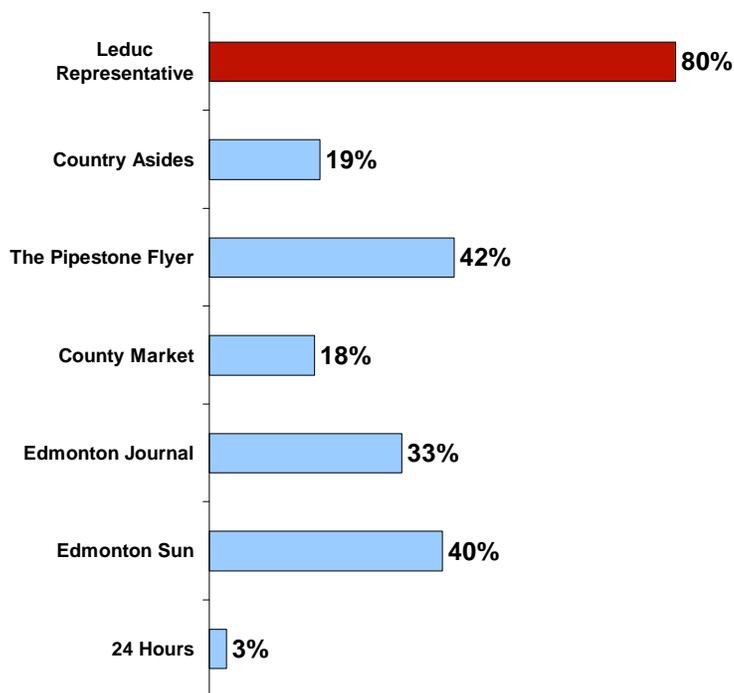


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

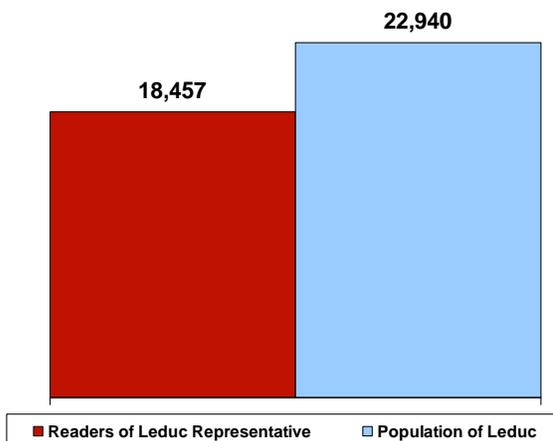
NET READERSHIP*

80% of Leduc adults read any of the last 4 issues of Leduc Representative.



NET READERS

18,457 Leduc adults read any of the last 4 issues of Leduc Representative.



NEWSPAPER READERSHIP

- **88%** of Leduc adults read any community newspaper.
- **57%** of Leduc adults read any daily newspaper.
- **35%** of Leduc adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Leduc Representative

- **83%** of females read Leduc Representative.*

GENDER

Male	78%
Female	83%

AGE

18-34 years old	72%
35-49 years old	85%
50+ years old	81%

EDUCATION

High School or less	77%
Tech. or College	85%
University +	84%

HOUSEHOLD INCOME

<\$30K	83%
\$30-49K	78%
>\$50K	78%

RESIDENCE

Own Residence	83%
Rent Residence	59%

FAMILY STATUS

With children	84%
Without children	78%

* 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

32% of Leduc Representative readers said they read their community newspaper for advertising.

	Leduc Representative Readers*	Community Newspaper Readers**
Editorial	30%	29%
Local News	79%	75%
Local Events	62%	60%
Classified	36%	37%
Real Estate	33%	32%
Jobs/Employment	23%	21%
Advertising	32%	30%
Flyers	33%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

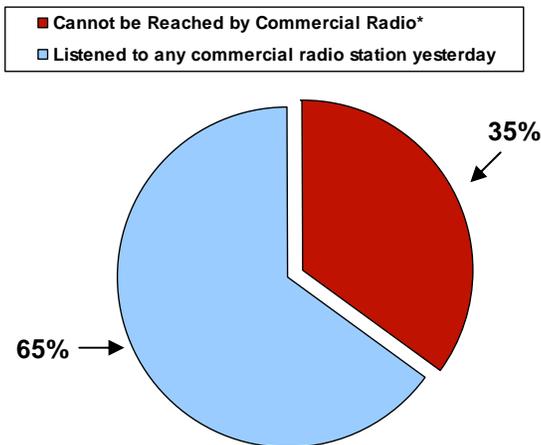
(Read Always Or Sometimes)

44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

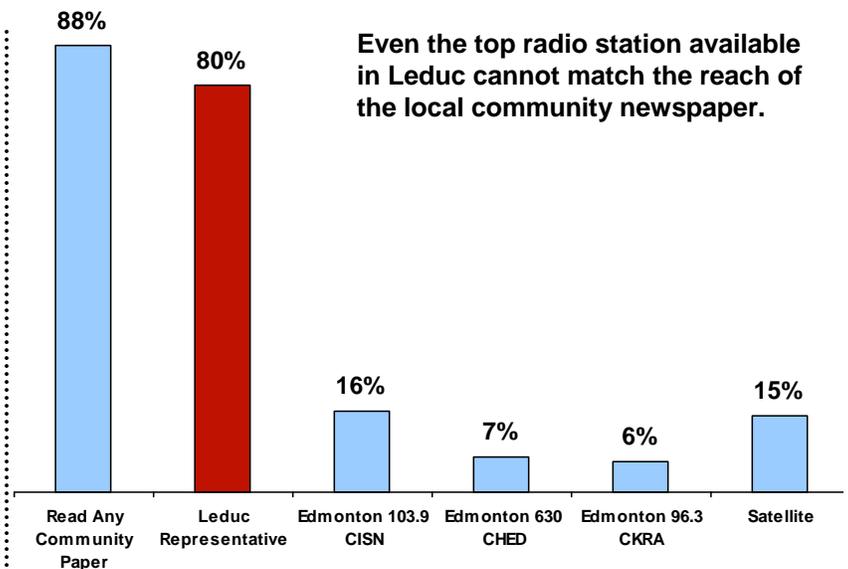
Automotive Supply or Service	44%
Computer Hardware or Software	43%
Department Stores including Clothing	64%
Drug Store or Pharmacy	60%
Fast Food Restaurant	39%
Furniture or Appliances or Electronics	61%
Grocery Store	71%
Home Improvement Store	63%
Investment or Banking Services	25%
Telecommunication and Wireless Products	30%
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.



35% of Leduc adults cannot be reached with commercial radio.



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

Source: ComBase 2008/2009