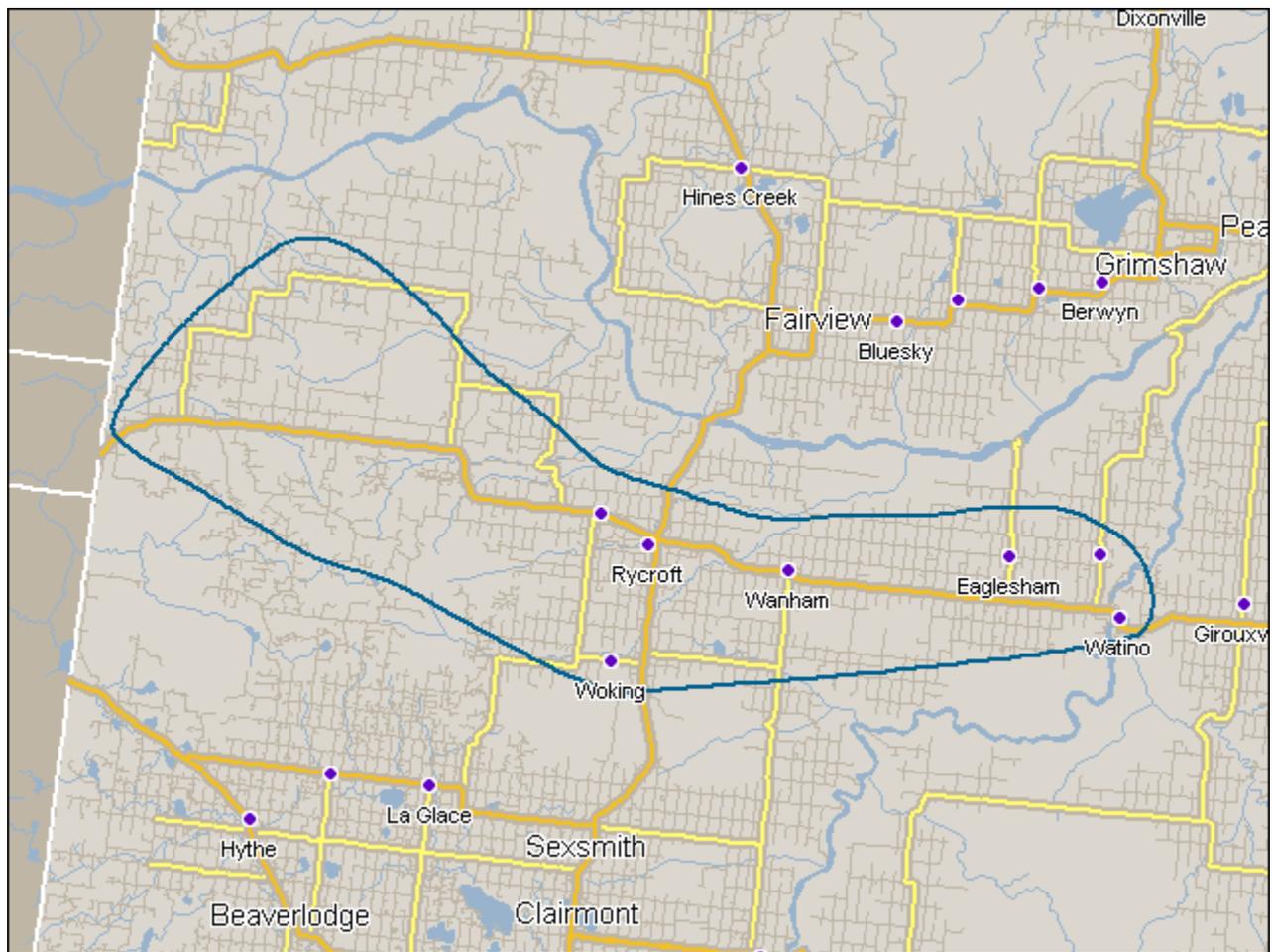


# Central Peace Signal

**Publication:** Central Peace Signal  
**Code:** 80028  
**Market:** Rycroft, AB  
**Population:** 3 489  
**Publishing Day:** Tuesday  
**Source:** ComBase 2008/2009 Study

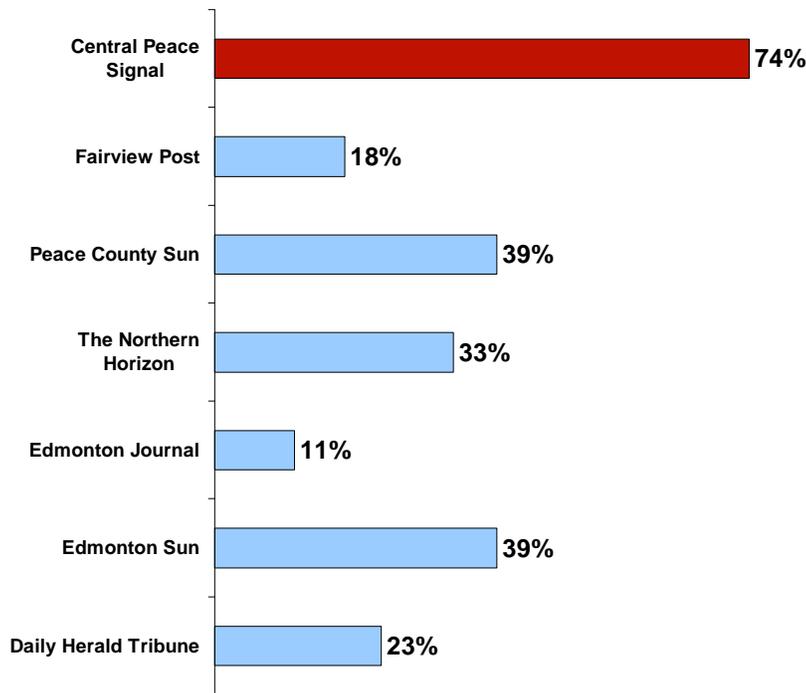


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

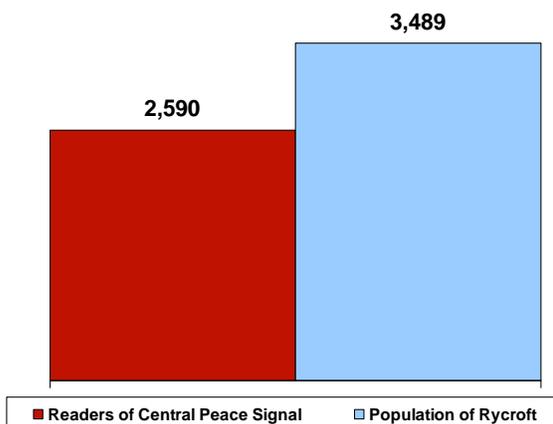
## NET READERSHIP\*

74% of Rycroft adults read any of the last 4 issues of Central Peace Signal.



## NET READERS

2,590 Rycroft adults read any of the last 4 issues of Central Peace Signal.



## NEWSPAPER READERSHIP

- 84% of Rycroft adults read any community newspaper.
- 35% of Rycroft adults read any daily newspaper.
- 56% of Rycroft adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Central Peace Signal

- 84% of females read Central Peace Signal.\*

#### GENDER

Male	65%
Female	84%

#### AGE

18-34 years old	42%
35-49 years old	80%
50+ years old	80%

#### EDUCATION

High School or less	71%
Tech. or College	94%
University +	59%

#### HOUSEHOLD INCOME

<\$30K	53%
\$30-49K	96%
>\$50K	68%

#### RESIDENCE

Own Residence	77%
Rent Residence	43%

#### FAMILY STATUS

With children	58%
Without children	84%

\* 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 Central Peace Signal readers said the main reason for reading the paper is advertising.

	Central Peace Signal Readers*	Community Newspaper Readers**
Editorial	31%	29%
Local News	80%	79%
Local Events	64%	64%
Classified	39%	38%
Real Estate	22%	19%
Jobs/Employment	15%	14%
Advertising	34%	34%
Flyers	23%	23%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

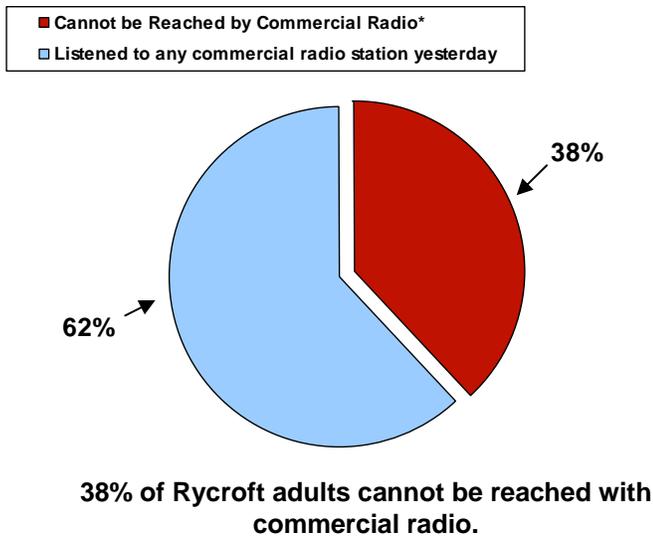
*(Read Always Or Sometimes)*

51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

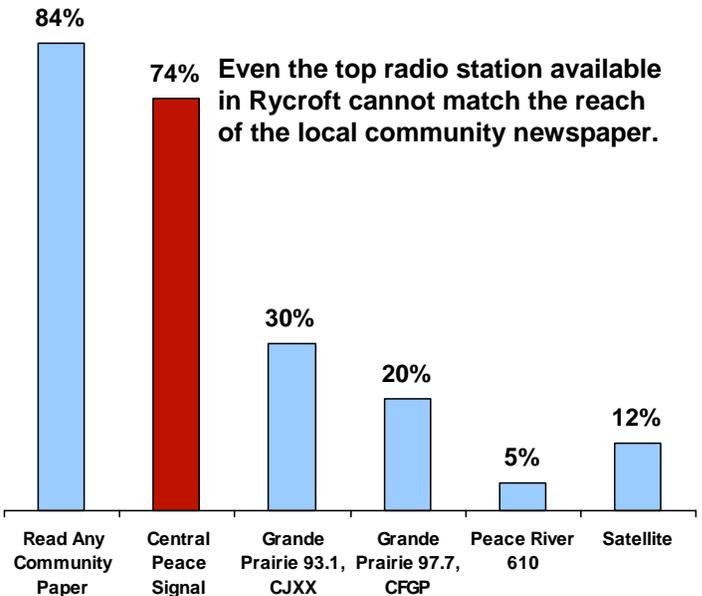
Automotive Supply or Service	51%
Computer Hardware or Software	43%
Department Stores including Clothing	67%
Drug Store or Pharmacy	50%
Fast Food Restaurant	30%
Furniture or Appliances or Electronics	67%
Grocery Store	77%
Home Improvement Store	73%
Investment or Banking Services	30%
Telecommunication and Wireless Products	36%
Other Products or Services	60%

## 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