

Community Press

Publication: Community Press

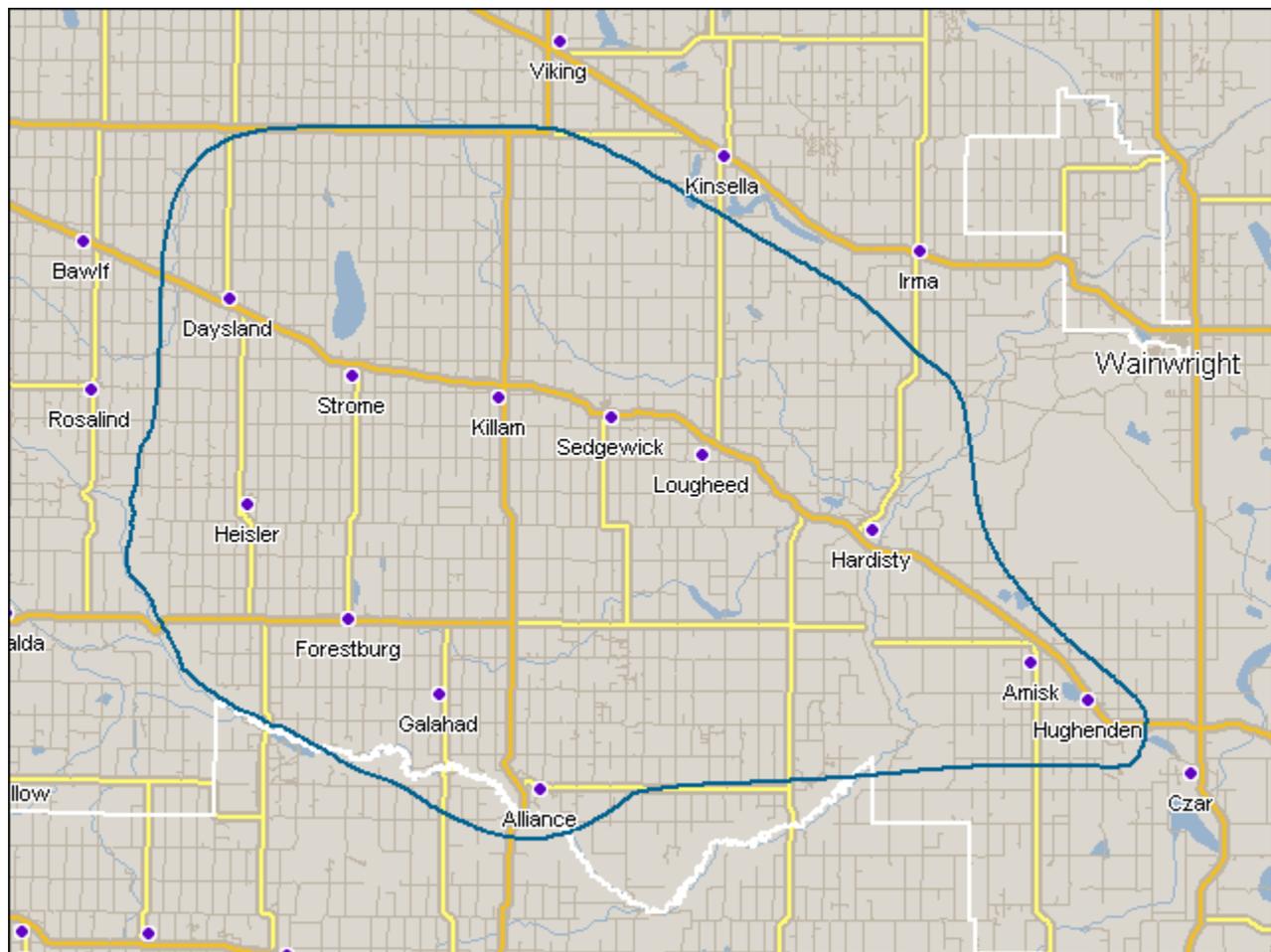
Code: 80123

Market: Sedgewick, AB

Population: 7 325

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

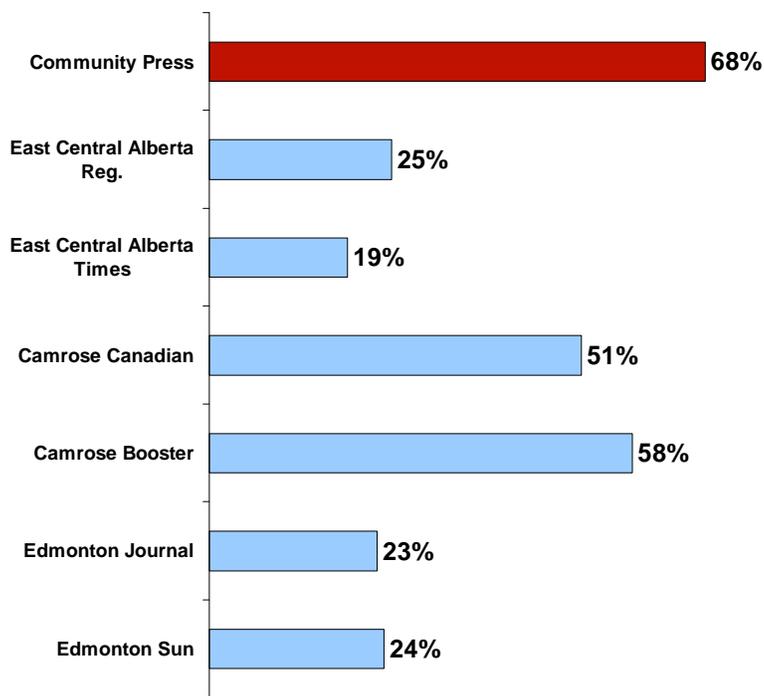


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

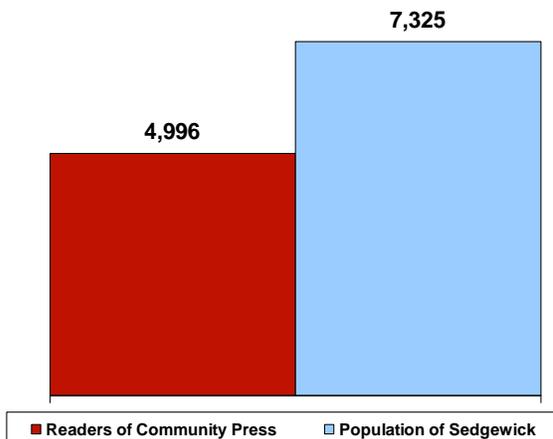
NET READERSHIP*

68% of Sedgewick adults read any of the last 4 issues of Community Press.



NET READERS

4,996 Sedgewick adults read any of the last 4 issues of Community Press.



NEWSPAPER READERSHIP

- 88% of Sedgewick adults read any community newspaper.
- 38% of Sedgewick adults read any daily newspaper.
- 52% of Sedgewick adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Community Press

- 66% of females read Community Press.*

GENDER

Male	70%
Female	66%

AGE

18-34 years old	63%
35-49 years old	65%
50+ years old	72%

EDUCATION

High School or less	59%
Tech. or College	78%
University +	72%

HOUSEHOLD INCOME

<\$30K	54%
\$30-49K	86%
>\$50K	68%

RESIDENCE

Own Residence	69%
Rent Residence	68%

FAMILY STATUS

With children	65%
Without children	71%

* 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

50% of Community Press readers said they read their community newspaper for advertising.

	Community Press Readers Readers*	Community Newspaper Readers**
Editorial	34%	32%
Local News	80%	79%
Local Events	65%	62%
Classified	42%	40%
Real Estate	21%	21%
Jobs/Employment	23%	21%
Advertising	50%	45%
Flyers	21%	22%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

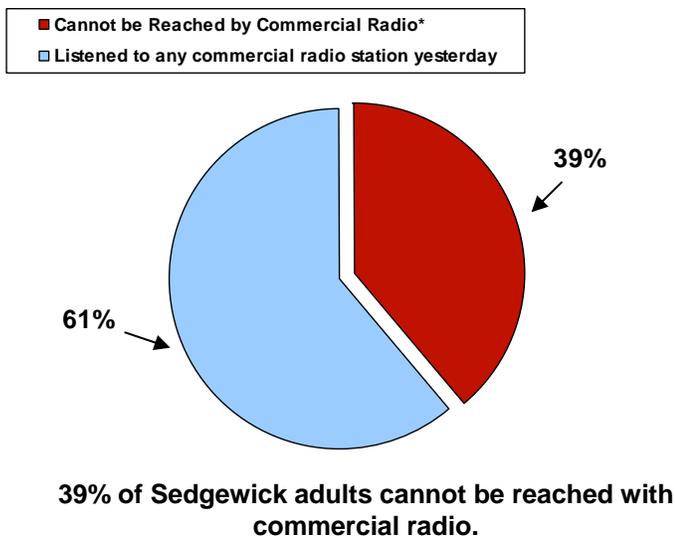
(Read Always Or Sometimes)

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

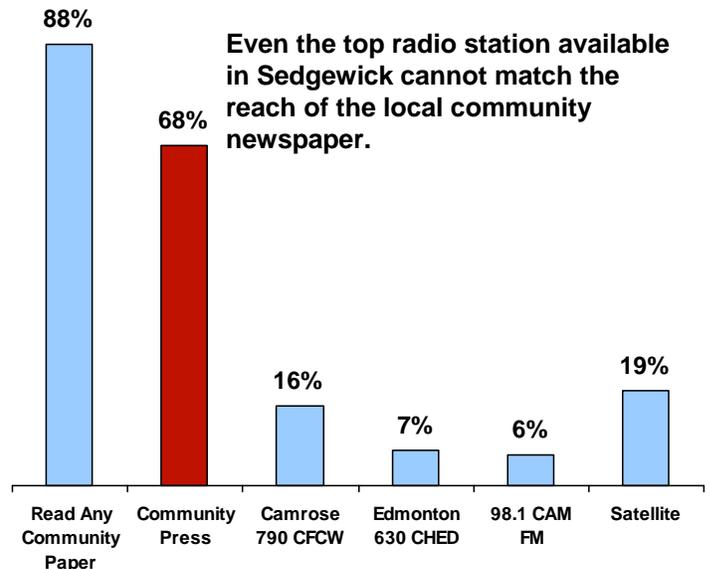
Automotive Supply or Service	46%
Computer Hardware or Software	46%
Department Stores including Clothing	65%
Drug Store or Pharmacy	69%
Fast Food Restaurant	25%
Furniture or Appliances or Electronics	67%
Grocery Store	81%
Home Improvement Store	76%
Investment or Banking Services	25%
Telecommunication and Wireless Products	31%
Other Products or Services	63%

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