

# Lakeside Leader

**Publication:** Lakeside Leader

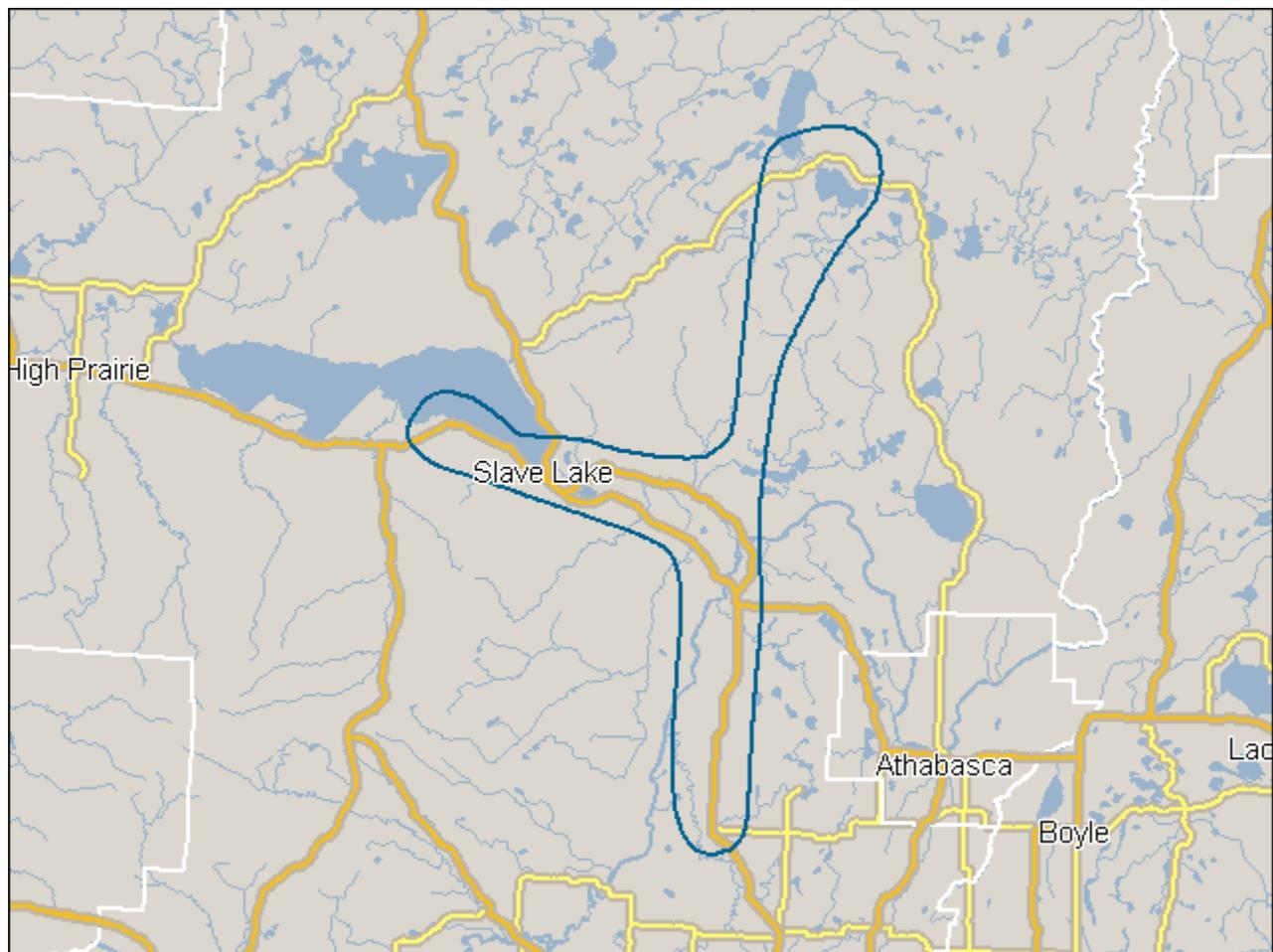
**Code:** 81020

**Market:** Slave Lake, AB

**Population:** 8 036

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

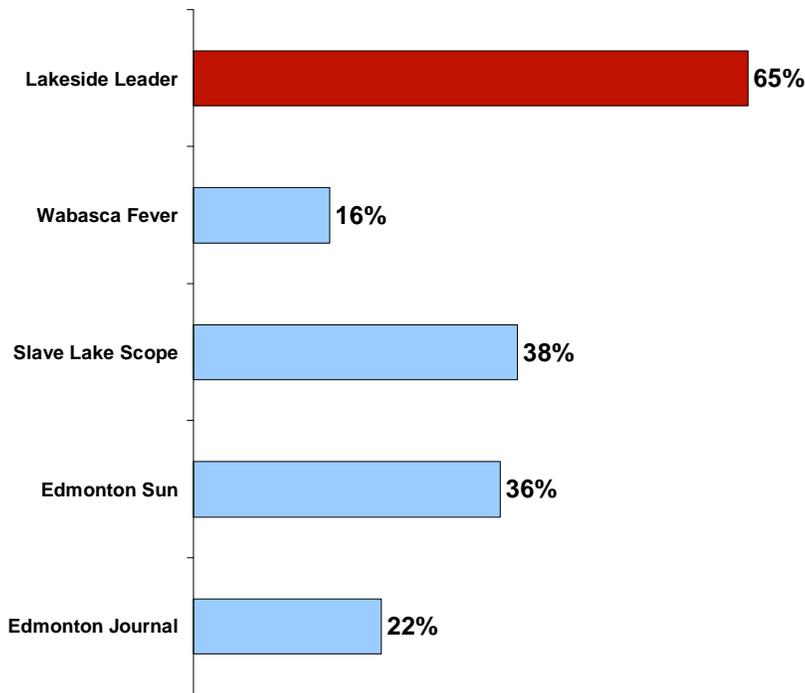


The measurement geography is based on data from Slave Lake Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

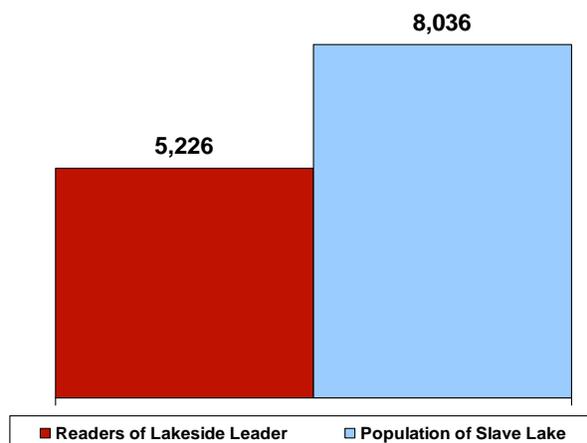
## NET READERSHIP\*

65% of Slave Lake adults read any of the last 4 issues of Lakeside Leader.



## NET READERS

5,226 Slave Lake adults read any of the last 4 issues of Lakeside Leader.



## NEWSPAPER READERSHIP

- 81% of Slave Lake adults read any community newspaper.
- 49% of Slave Lake adults read any daily newspaper.
- 39% of Slave Lake adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Lakeside Leader

- 67% of females read Lakeside Leader.\*

### GENDER

Male	63%
Female	67%

### AGE

18-34 years old	48%
35-49 years old	75%
50+ years old	78%

### EDUCATION

High School or less	60%
Tech. or College	72%
University +	76%

### HOUSEHOLD INCOME

<\$30K	43%
\$30-49K	49%
>\$50K	74%

### RESIDENCE

Own Residence	71%
Rent Residence	37%

### FAMILY STATUS

With children	62%
Without children	68%

\* 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

35% of Lakeside Leader readers said they read their community newspaper for advertising.

	Lakeside Leader Readers*	Community Newspaper Readers**
Editorial	37%	36%
Local News	87%	86%
Local Events	63%	64%
Classified	35%	36%
Real Estate	33%	33%
Jobs/Employment	28%	29%
Advertising	35%	36%
Flyers	29%	31%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

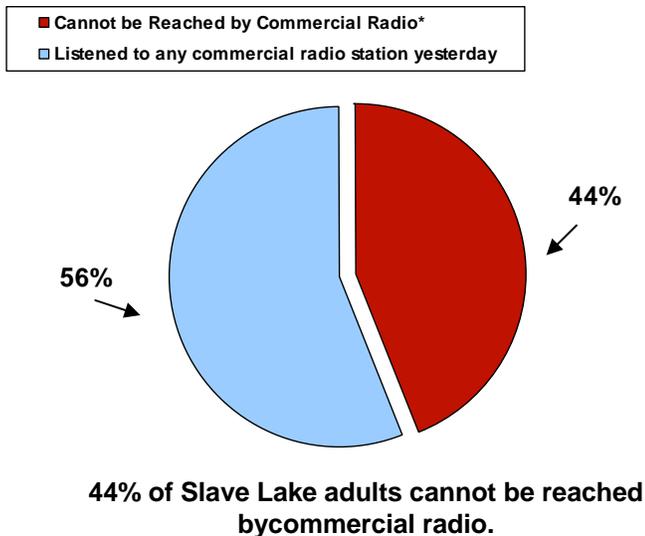
*(Read Always Or Sometimes)*

49% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

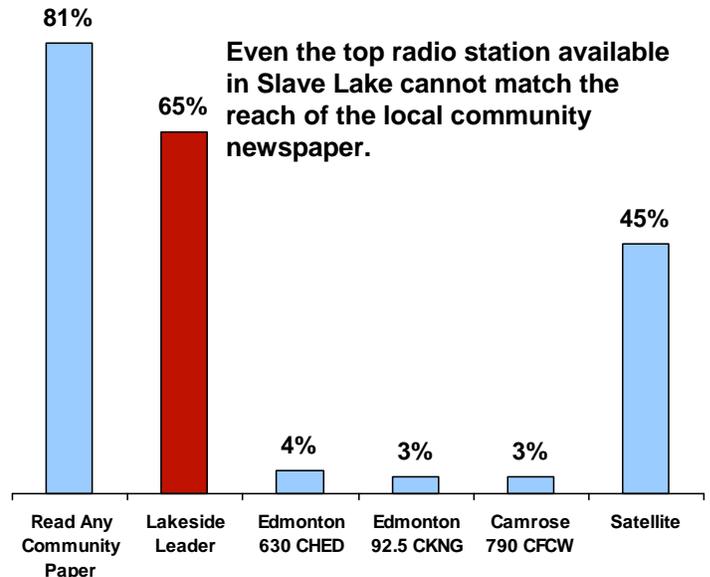
Automotive Supply or Service	49%
Computer Hardware or Software	45%
Department Stores including Clothing	62%
Drug Store or Pharmacy	51%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	65%
Grocery Store	65%
Home Improvement Store	56%
Investment or Banking Services	35%
Telecommunication and Wireless Products	32%
Other Products or Services	52%

## 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