

St. Albert Gazette

Publication: St. Albert Gazette

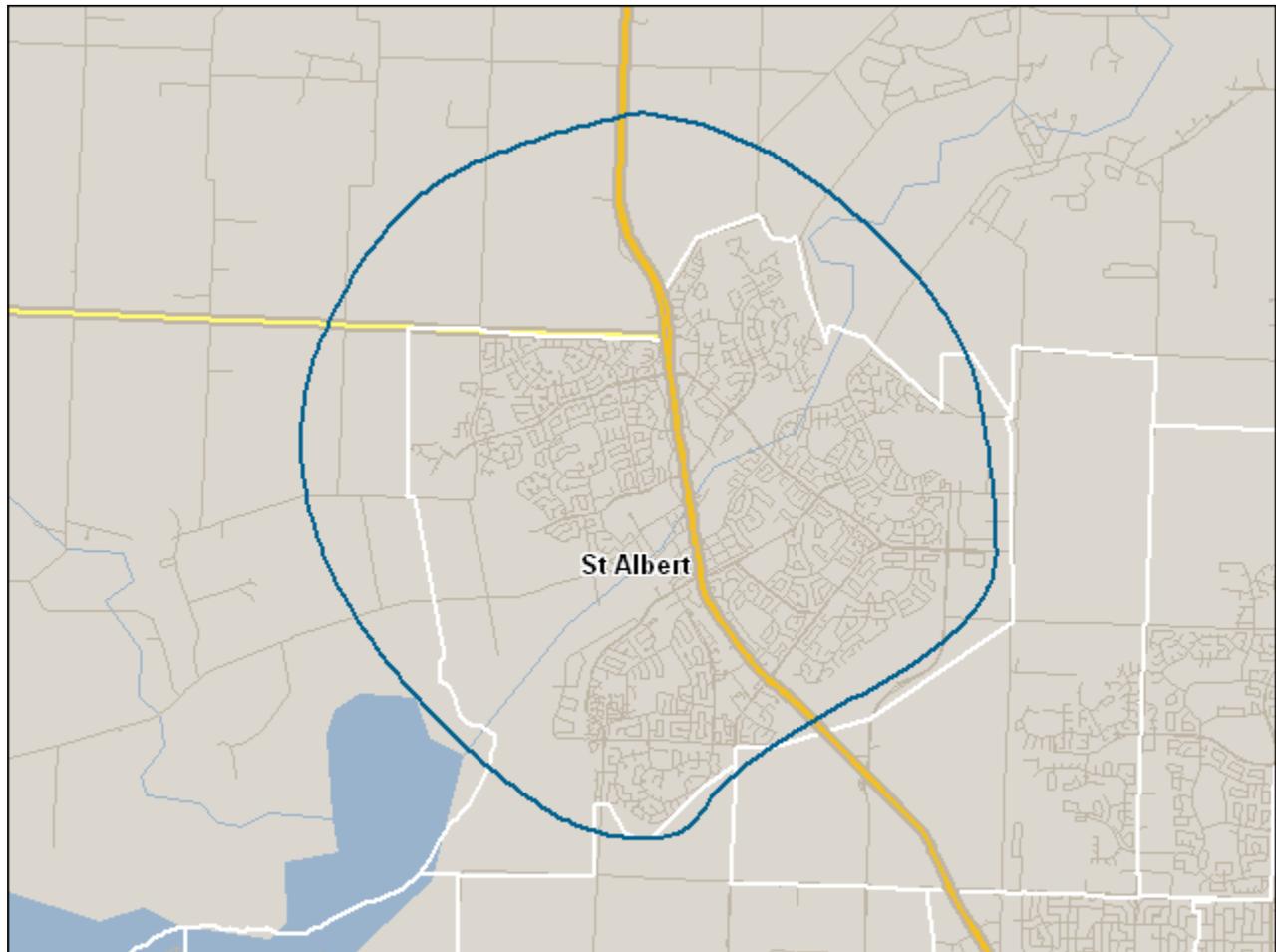
Code: 80140

Market: St. Albert, AB

Population: 42 848

Publishing Days: Wednesday, Friday

Source: ComBase 2008/2009 Study

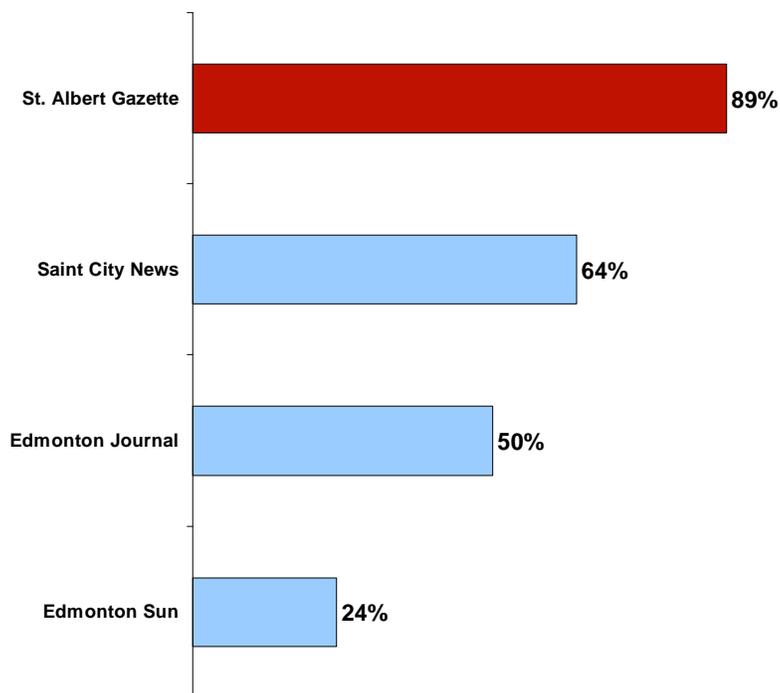


The measurement geography is based on data from St. Albert Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

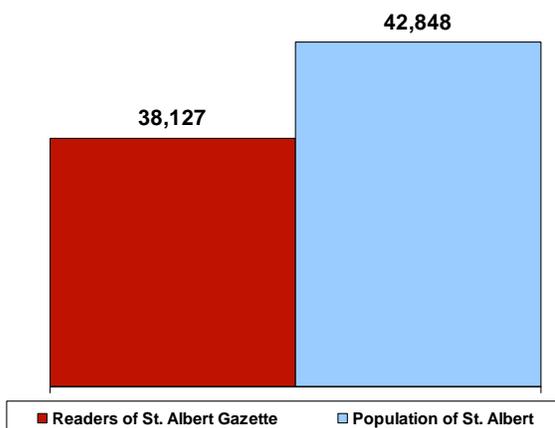
NET READERSHIP*

89% of St. Albert adults read any of the last 4 issues of St. Albert Gazette.



NET READERS

38,127 St. Albert adults read any of the last 4 issues of St. Albert Gazette.



NEWSPAPER READERSHIP

- 92% of St. Albert adults read any community newspaper.
- 62% of St. Albert adults read any daily newspaper.
- 33% of St. Albert adults can only be reached with community newspapers.

READER DEMOGRAPHICS: St. Albert Gazette

- 93% of females read St. Albert Gazette.*

GENDER

Male	84%
Female	93%

AGE

18-34 years old	83%
35-49 years old	94%
50+ years old	90%

EDUCATION

High School or less	89%
Tech. or College	86%
University +	92%

HOUSEHOLD INCOME

<\$30K	88%
\$30-49K	77%
>\$50K	92%

RESIDENCE

Own Residence	90%
Rent Residence	79%

FAMILY STATUS

With children	90%
Without children	88%

* 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

27% of St. Albert Gazette readers said they read their community newspaper for advertising.

	St. Albert Gazette Readers*	Community Newspaper Readers**
Editorial	36%	36%
Local News	86%	86%
Local Events	65%	65%
Classified	25%	25%
Real Estate	33%	32%
Jobs/Employment	16%	16%
Advertising	27%	28%
Flyers	28%	29%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

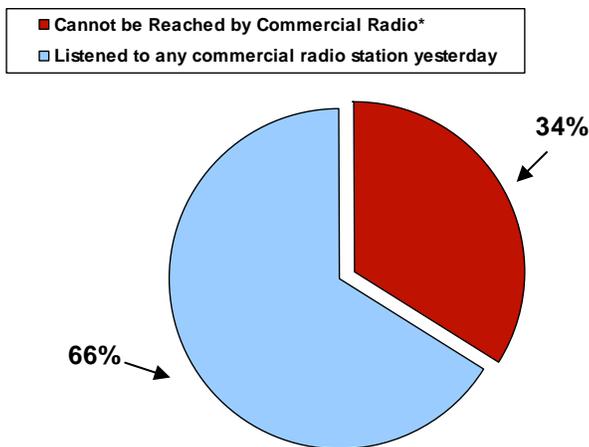
(Read Always Or Sometimes)

29% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	29%
Computer Hardware or Software	41%
Department Stores including Clothing	70%
Drug Store or Pharmacy	57%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	63%
Grocery Store	75%
Home Improvement Store	65%
Investment or Banking Services	28%
Telecommunication and Wireless Products	31%
Other Products or Services	54%

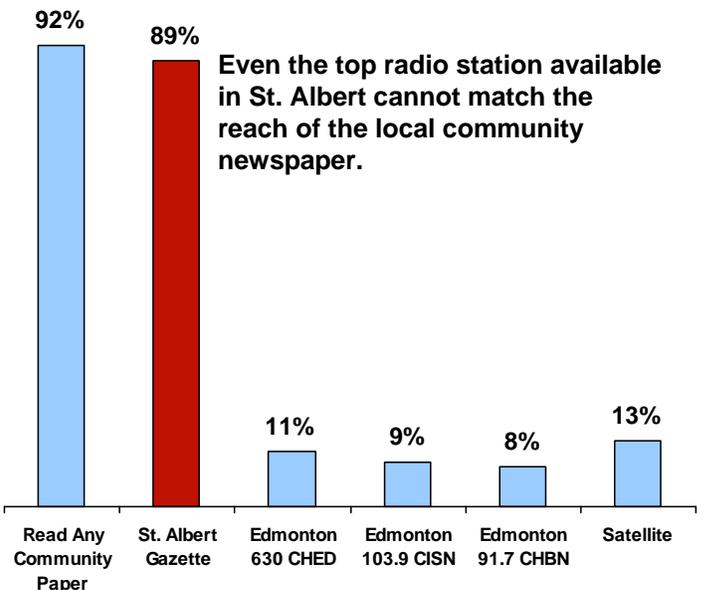
COMMUNITY PRINT MEDIA VS. RADIO

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 St. Albert.



34% of St. Albert adults cannot be reached with commercial radio.

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



Even the top radio station available in St. Albert cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009