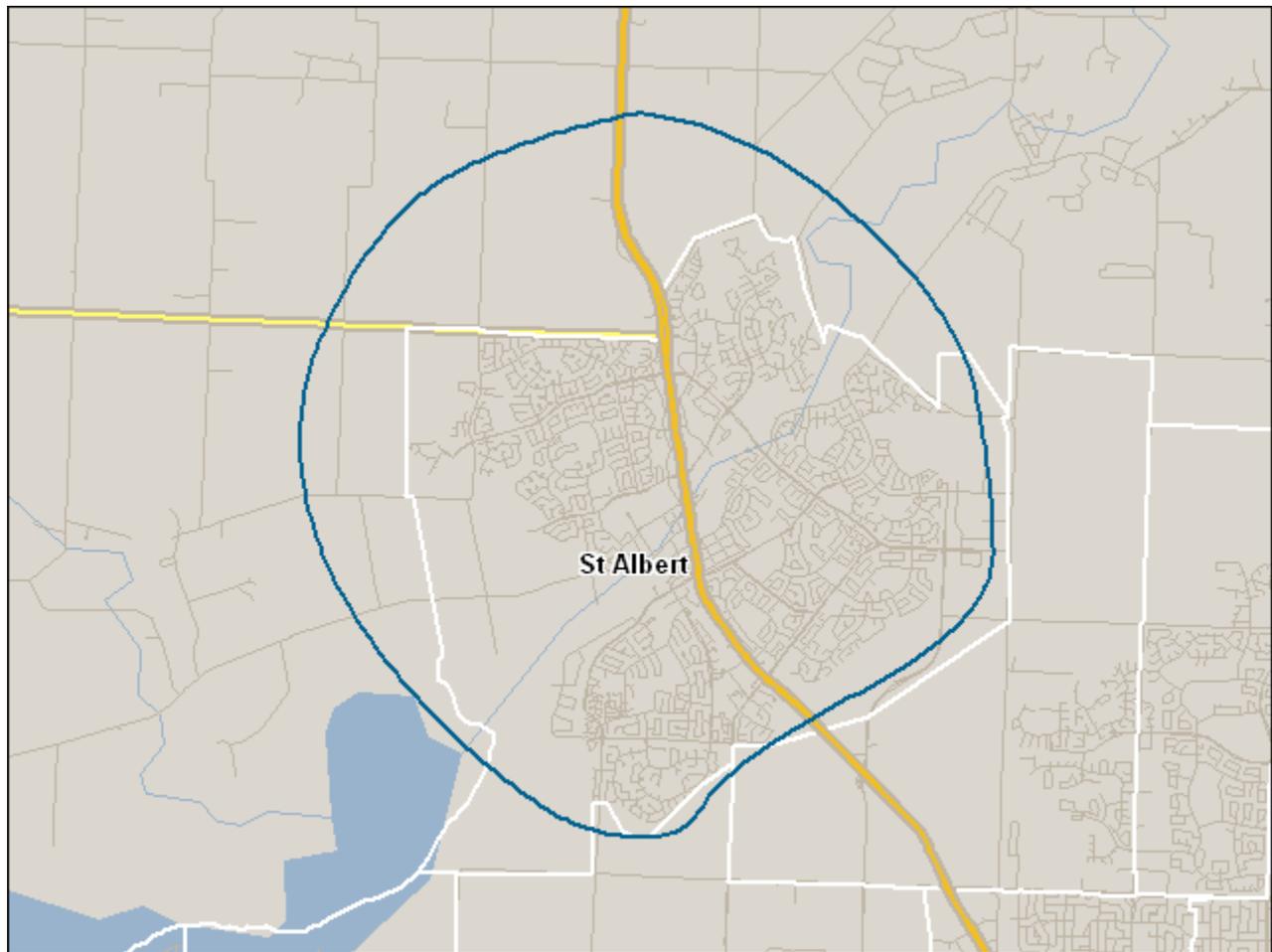


# Saint City News

**Publication:** Saint City News  
**Code:** 80139  
**Market:** St. Albert, AB  
**Population:** 42 848  
**Publishing Days:** Friday  
**Source:** ComBase 2008/2009 Study

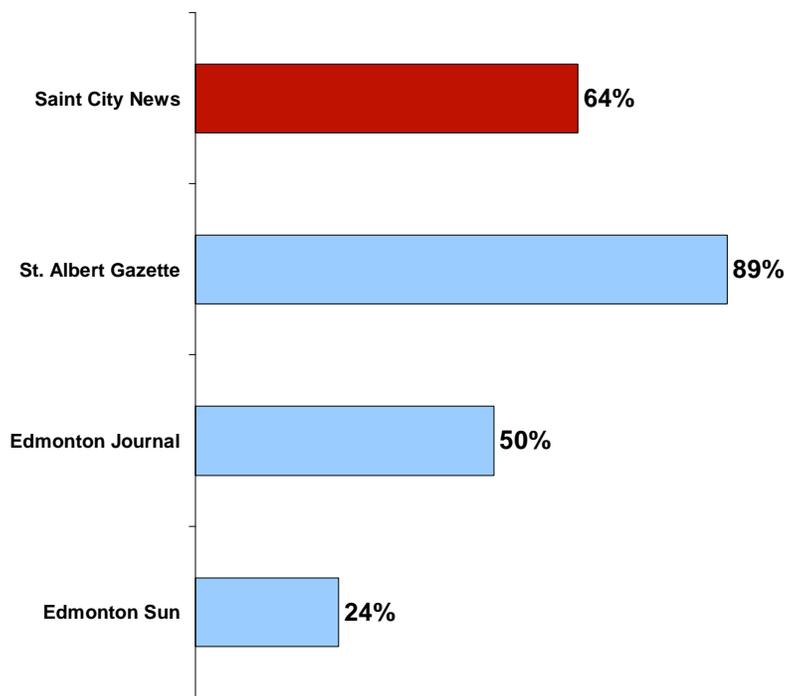


The measurement geography is based on data from St. Albert Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

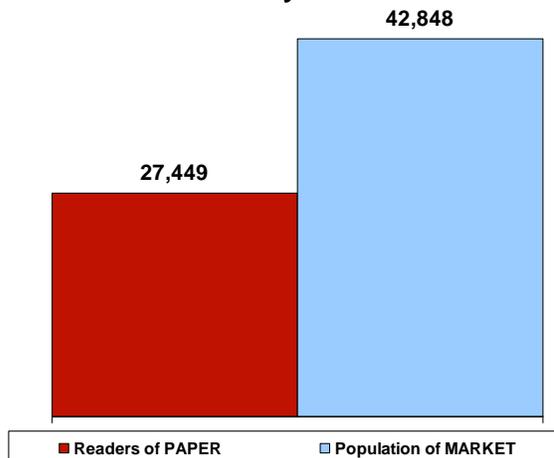
## NET READERSHIP\*

64% of St. Albert adults read any of the last 4 issues of Saint City News.



## NET READERS

27,449 St. Albert adults read any of the last 4 issues of Saint City News.



## NEWSPAPER READERSHIP

- 92% of St. Albert adults read any community newspaper.
- 62% of St. Albert adults read any daily newspaper.
- 57% of St. Albert adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Saint City News

- 64% of females read Saint City News.\*

### GENDER

Male	64%
Female	64%

### AGE

18-34 years old	54%
35-49 years old	72%
50+ years old	65%

### EDUCATION

High School or less	69%
Tech. or College	63%
University +	60%

### HOUSEHOLD INCOME

<\$30K	54%
\$30-49K	61%
>\$50K	64%

### RESIDENCE

Own Residence	65%
Rent Residence	62%

### FAMILY STATUS

With children	71%
Without children	59%

\* 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

31% of Saint City News readers said they read their community newspaper for advertising.

	Saint City News Readers*	Community Newspaper Readers**
Editorial	37%	36%
Local News	88%	86%
Local Events	70%	65%
Classified	28%	25%
Real Estate	35%	32%
Jobs/Employment	18%	16%
Advertising	31%	28%
Flyers	32%	29%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

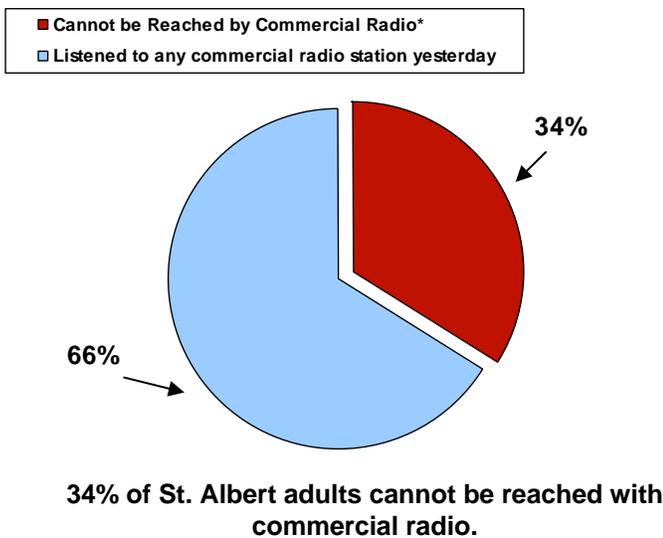
*(Read Always Or Sometimes)*

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

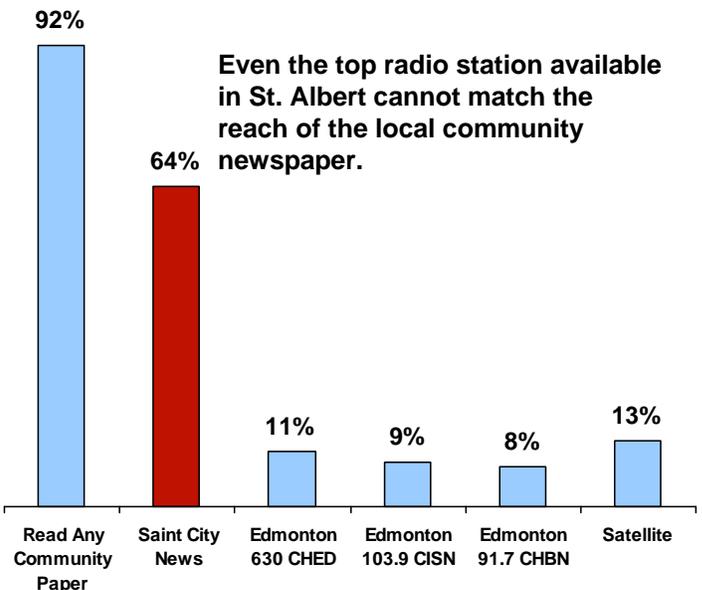
Automotive Supply or Service	29%
Computer Hardware or Software	41%
Department Stores including Clothing	70%
Drug Store or Pharmacy	57%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	63%
Grocery Store	75%
Home Improvement Store	65%
Investment or Banking Services	28%
Telecommunication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



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



Source: ComBase 2008/2009