

# Stettler Independent

**Publication:** Stettler Independent

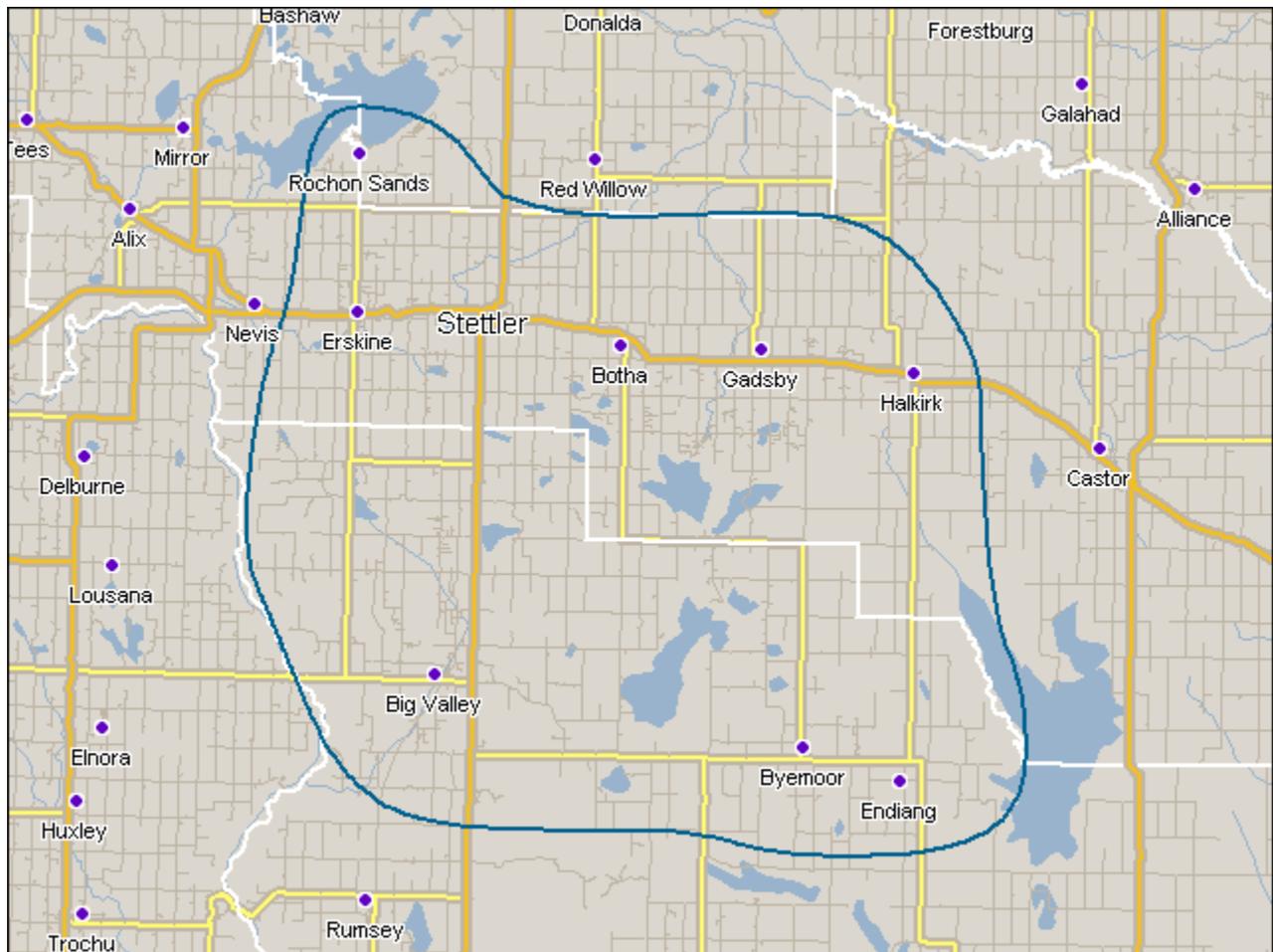
**Code:** 80201

**Market:** Stettler, AB

**Population:** 7 870

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

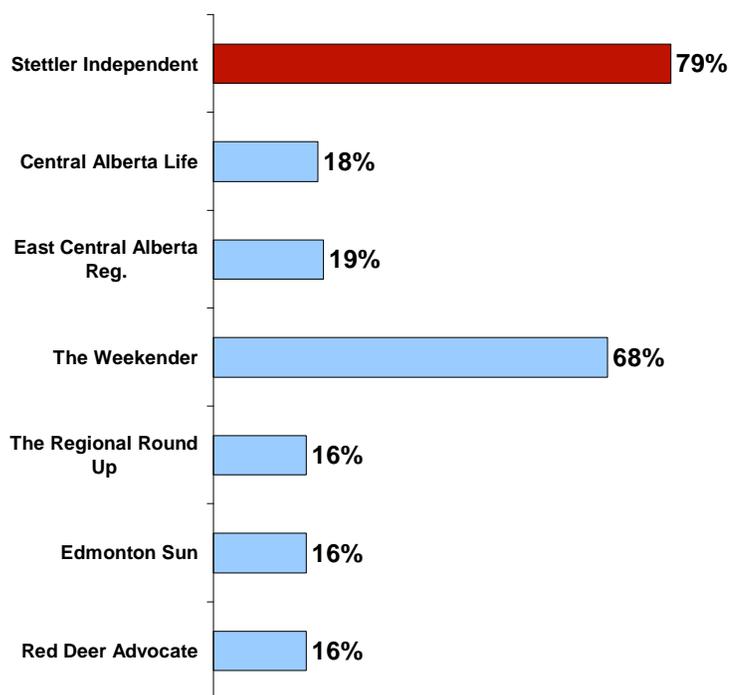


The measurement geography is based on data from Stettler Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

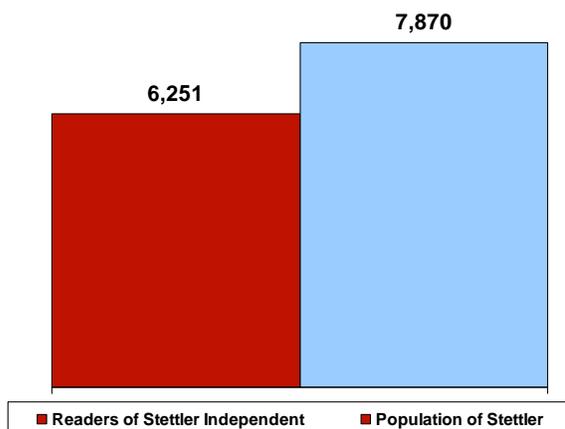
## NET READERSHIP\*

79% of Stettler adults read any of the last 4 issues of Stettler Independent.



## NET READERS

6,251 Stettler adults read any of the last 4 issues of Stettler Independent.



## NEWSPAPER READERSHIP

- 90% of Stettler adults read any community newspaper.
- 42% of Stettler adults read any daily newspaper.
- 50% of Stettler adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Stettler Independent

- 82% of females read Stettler Independent.\*

#### GENDER

Male	77%
Female	82%

#### AGE

18-34 years old	73%
35-49 years old	81%
50+ years old	82%

#### EDUCATION

High School or less	79%
Tech. or College	77%
University +	85%

#### HOUSEHOLD INCOME

<\$30K	75%
\$30-49K	80%
>\$50K	80%

#### RESIDENCE

Own Residence	81%
Rent Residence	68%

#### FAMILY STATUS

With children	81%
Without children	78%

\* 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

32% of Stettler Independent readers said they read their community newspaper for advertising.

	Stettler Independent Readers*	Community Newspaper Readers**
Editorial	32%	31%
Local News	78%	76%
Local Events	57%	57%
Classified	52%	51%
Real Estate	28%	29%
Jobs/Employment	30%	29%
Advertising	32%	32%
Flyers	24%	26%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

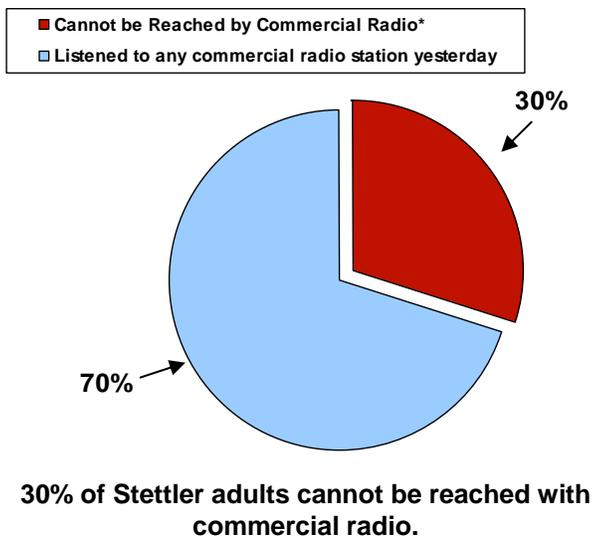
*(Read Always Or Sometimes)*

44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

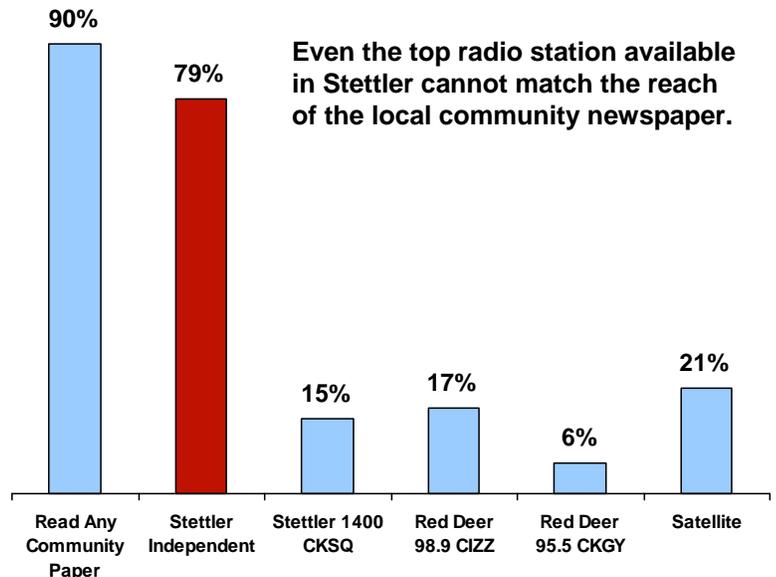
Automotive Supply or Service	44%
Computer Hardware or Software	38%
Department Stores including Clothing	67%
Drug Store or Pharmacy	56%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	63%
Grocery Store	71%
Home Improvement Store	73%
Investment or Banking Services	26%
Telecommunication and Wireless Products	32%
Other Products or Services	61%

## 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