

Sylvan Lake News

Publication: Sylvan Lake News

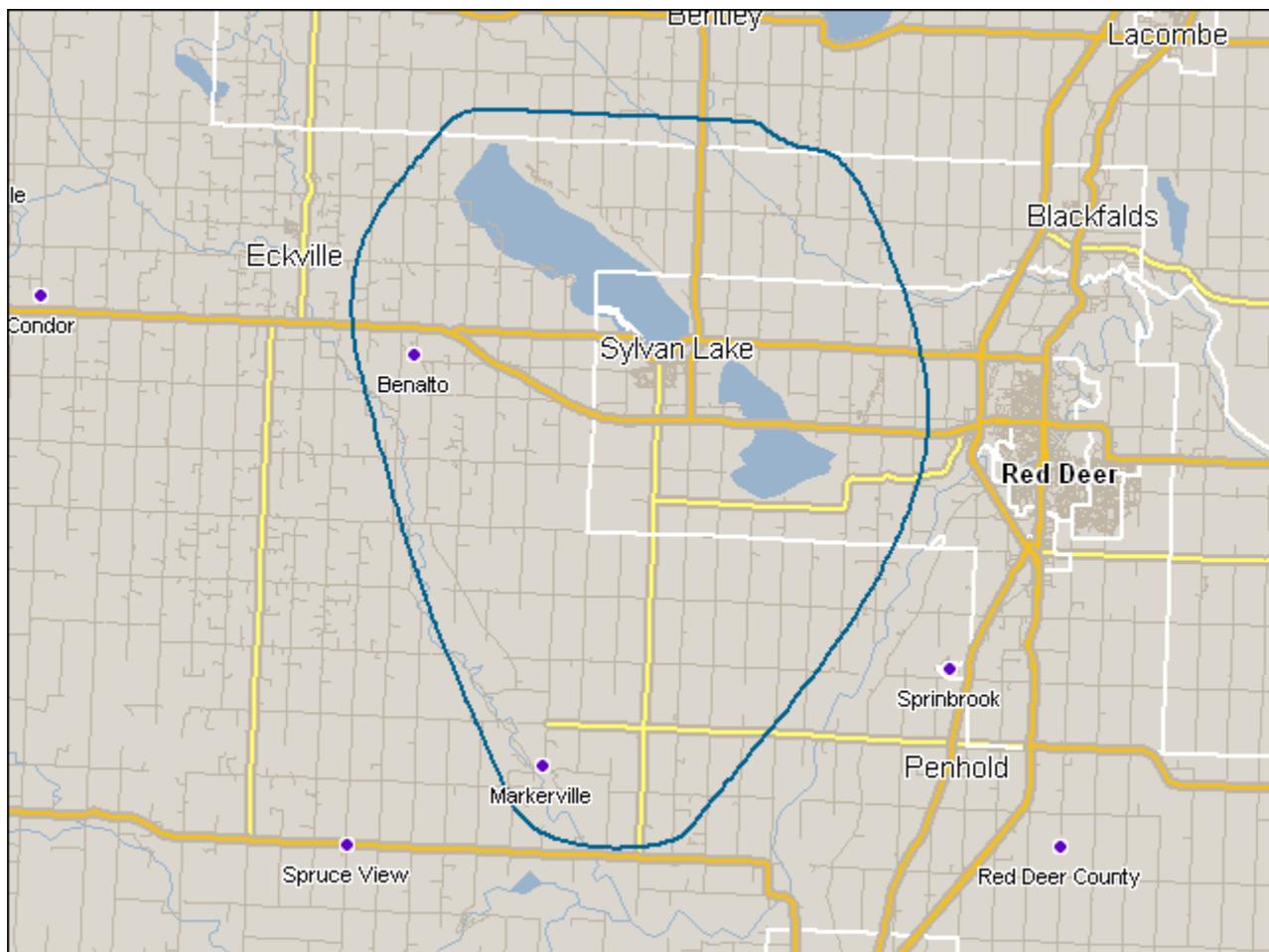
Code: 80085

Market: Sylvan Lake, AB

Population: 10 798

Publishing Day: Friday

Source: ComBase 2008/2009 Study

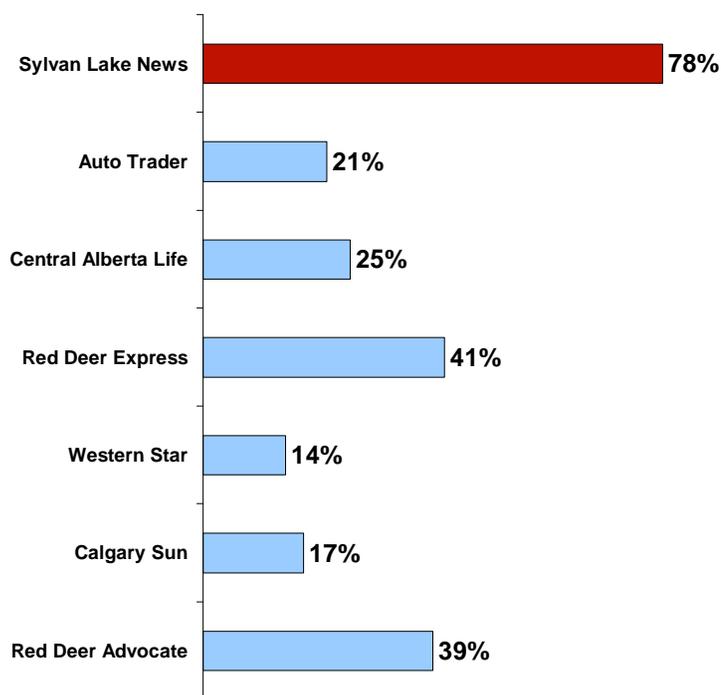


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

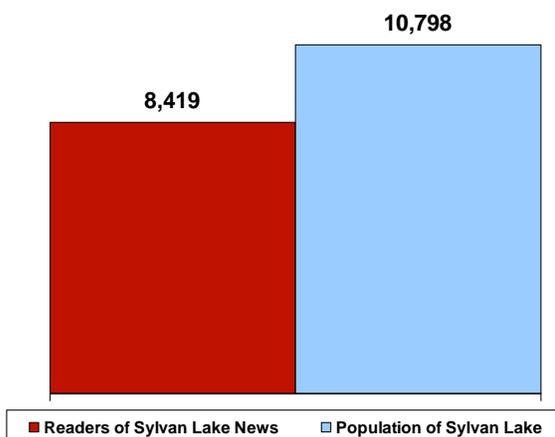
NET READERSHIP*

78% of Sylvan Lake adults read any of the last 4 issues of Sylvan Lake News.



NET READERS

8,419 Sylvan adults read any of the last 4 issues of Sylvan Lake News.



NEWSPAPER READERSHIP

- **84%** of Sylvan Lake adults read any community newspaper.
- **54%** of Sylvan Lake adults read any daily newspaper.
- **36%** of Sylvan Lake adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Sylvan Lake News

- **80%** of females read Sylvan Lake News.*

GENDER

Male	76%
Female	80%

AGE

18-34 years old	74%
35-49 years old	75%
50+ years old	86%

EDUCATION

High School or less	78%
Tech. or College	89%
University +	66%

HOUSEHOLD INCOME

<\$30K	79%
\$30-49K	82%
>\$50K	81%

RESIDENCE

Own Residence	80%
Rent Residence	66%

FAMILY STATUS

With children	85%
Without children	73%

* 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 Sylvan Lake News readers said they read their community newspaper for advertising.

	Sylvan Lake News Readers*	Community Newspaper Readers**
Editorial	40%	37%
Local News	83%	79%
Local Events	66%	67%
Classified	50%	53%
Real Estate	33%	37%
Jobs/Employment	32%	30%
Advertising	27%	26%
Flyers	23%	22%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

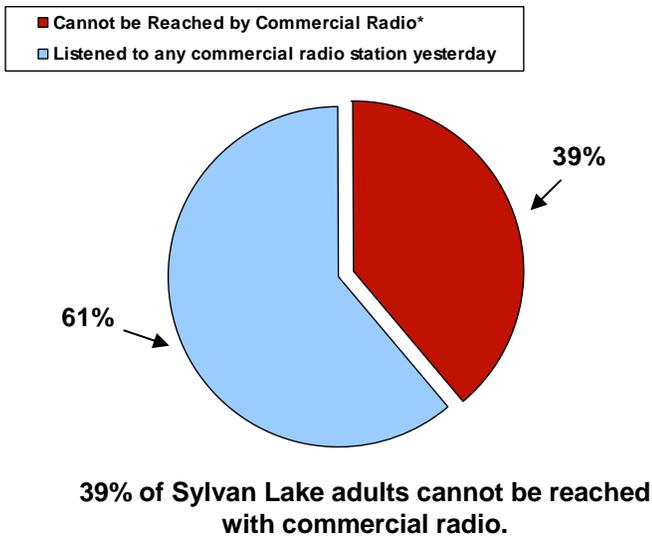
(Read Always Or Sometimes)

37% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

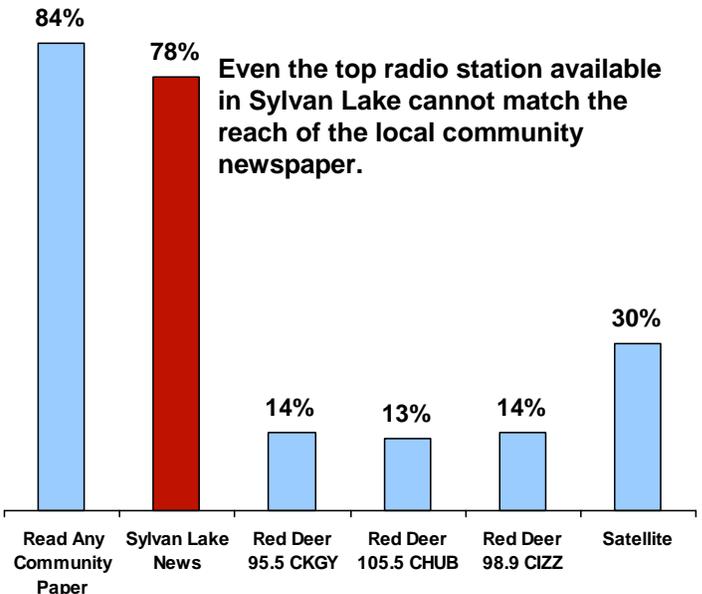
Automotive Supply or Service	37%
Computer Hardware or Software	47%
Department Stores including Clothing	67%
Drug Store or Pharmacy	62%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	70%
Grocery Store	70%
Home Improvement Store	65%
Investment or Banking Services	31%
Telecommunication and Wireless Products	35%
Other Products or Services	65%

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