

The Valleyview Valley Views

Publication: The Valley Views

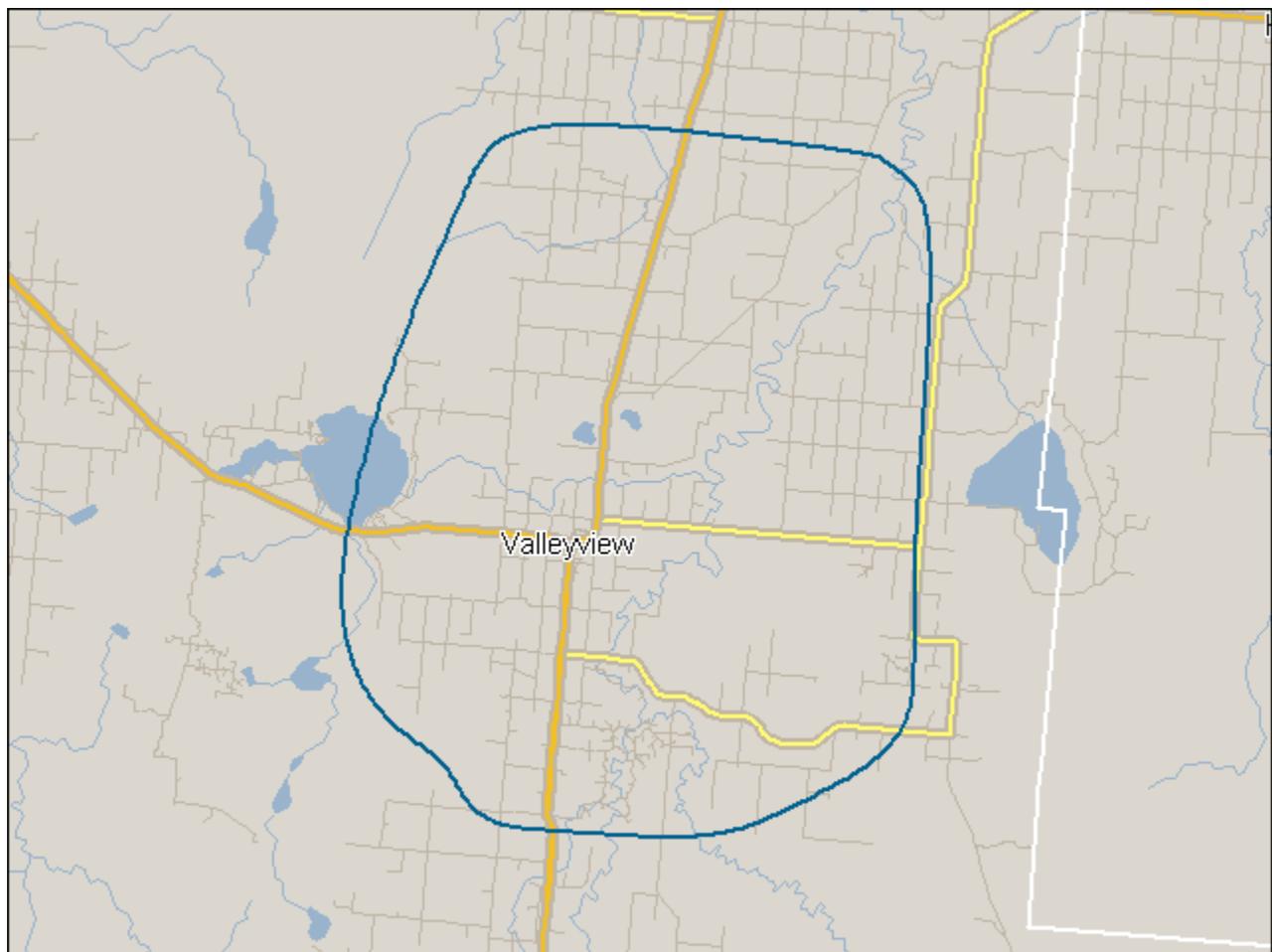
Code: 80024

Market: Valleyview, AB

Population: 3 132

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

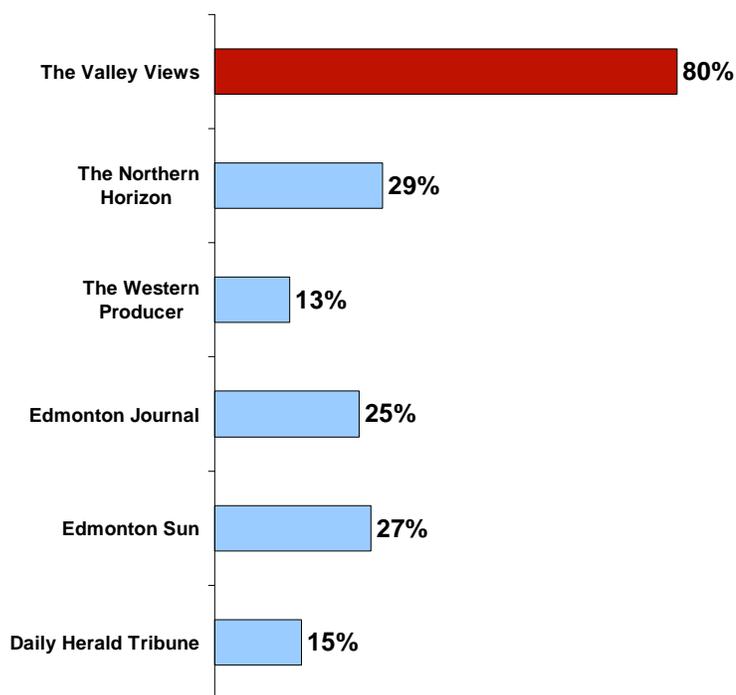


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

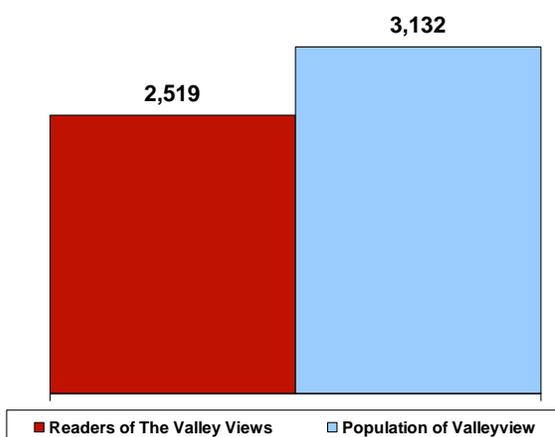
NET READERSHIP*

80% of Valleyview adults read any of the last 4 issues of The Valley Views.



NET READERS

2,519 Valleyview adults read any of the last 4 issues of The Valley Views.



NEWSPAPER READERSHIP

- 87% of Valleyview adults read any community newspaper.
- 48% of Valleyview adults read any daily newspaper.
- 44% of Valleyview adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The Valley Views

- 83% of females read The Valley Views*

GENDER

Male	78%
Female	83%

AGE

18-34 years old	71%
35-49 years old	79%
50+ years old	86%

EDUCATION

High School or less	76%
Tech. or College	84%
University +	88%

HOUSEHOLD INCOME

<\$30K	80%
\$30-49K	92%
>\$50K	85%

RESIDENCE

Own Residence	83%
Rent Residence	61%

FAMILY STATUS

With children	81%
Without children	80%

* 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

MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

26% of The Valley Views readers said the main reason for reading the paper is advertising.

	The Valley Views Readers*	Community Newspaper Readers**
Editorial	25%	25%
Local News	78%	78%
Local Events	64%	63%
Classified	30%	30%
Real Estate	15%	16%
Jobs/Employment	18%	18%
Advertising	26%	28%
Flyers	20%	19%

*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)

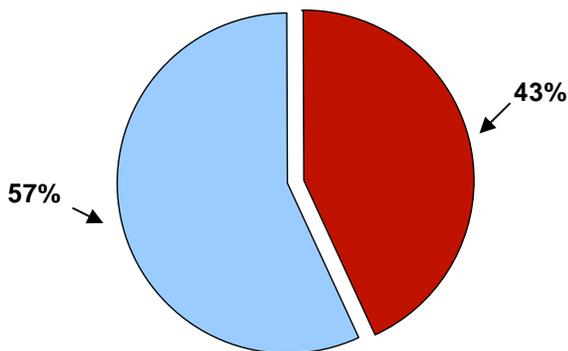
50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	40%
Department Stores including Clothing	60%
Drug Store or Pharmacy	60%
Fast Food Restaurant	29%
Furniture or Appliances or Electronics	56%
Grocery Store	60%
Home Improvement Store	61%
Investment or Banking Services	28%
Telecommunication and Wireless Products	32%
Other Products or Services	60%

COMMUNITY PRINT MEDIA VS. RADIO

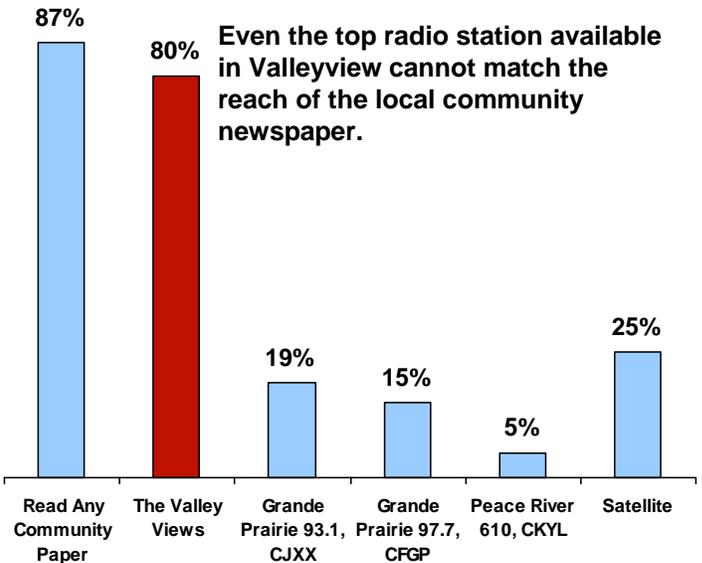
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be Reached by Commercial Radio*
 ■ Listened to any commercial radio station yesterday



43% of Valleyview adults cannot be reached with commercial radio.

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



Source: ComBase 2008/2009