

# Vauxhall Advance

**Publication:** Vauxhall Advance

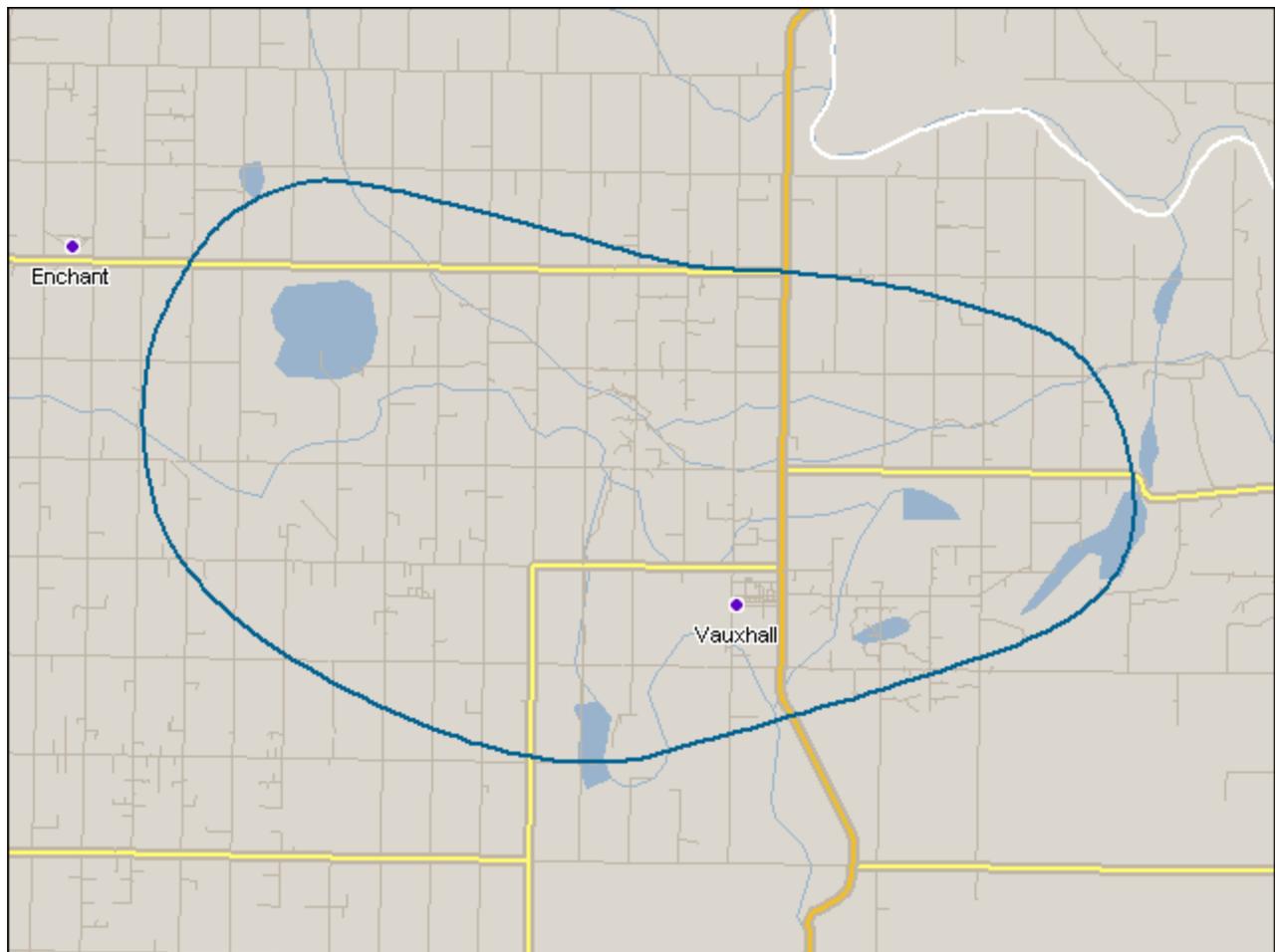
**Code:** 80037

**Market:** Vauxhall, AB

**Population:** 1 043

**Publishing Day:** Thursday

**Source:** ComBase 2008/2009 Study

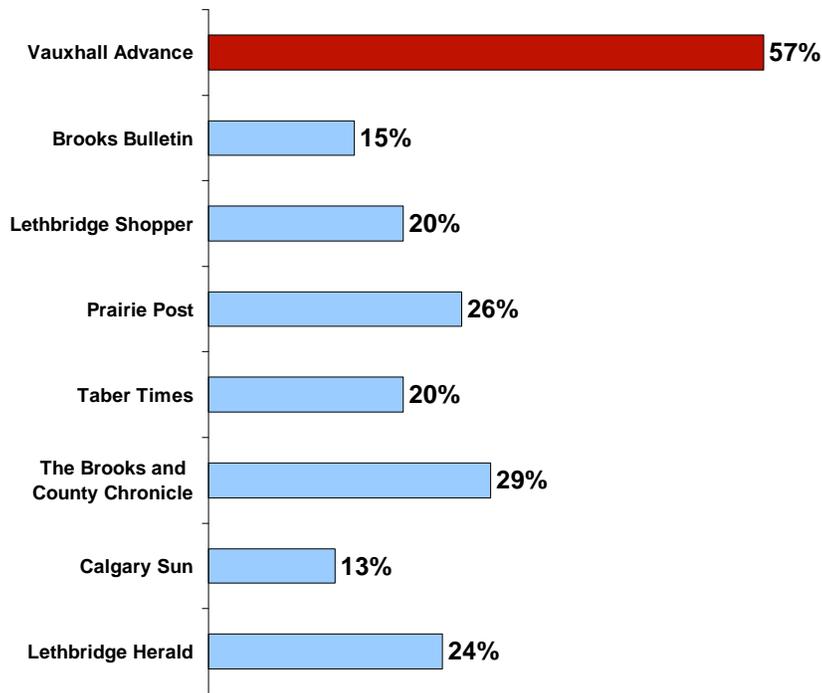


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

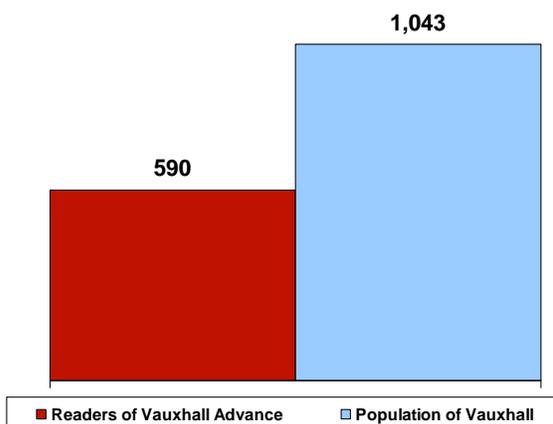
## NET READERSHIP\*

57% of Vauxhall adults read any of the last 4 issues of Vauxhall Advance.



## NET READERS

590 Vauxhall adults read any of the last 4 issues of Vauxhall Advance.



## NEWSPAPER READERSHIP

- 67% of Vauxhall adults read any community newspaper.
- 35% of Vauxhall adults read any daily newspaper.
- 34% of Vauxhall adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Vauxhall Advance

- 54% of females read Vauxhall Advance.\*

### GENDER

Male	59%
Female	54%

### AGE

18-34 years old	47%
35-49 years old	66%
50+ years old	63%

### EDUCATION

High School or less	50%
Tech. or College	92%
University +	96%

### HOUSEHOLD INCOME

<\$30K	19%
\$30-49K	38%
>\$50K	73%

### RESIDENCE

Own Residence	51%
Rent Residence	74%

### FAMILY STATUS

With children	54%
Without children	60%

\* 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

34% of Vauxhall Advance readers said they read their community newspaper for advertising.

	Vauxhall Advance Readers*	Community Newspaper Readers**
Editorial	33%	34%
Local News	90%	89%
Local Events	70%	66%
Classified	32%	33%
Real Estate	30%	29%
Jobs/Employment	29%	28%
Advertising	34%	33%
Flyers	32%	31%

\*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)*

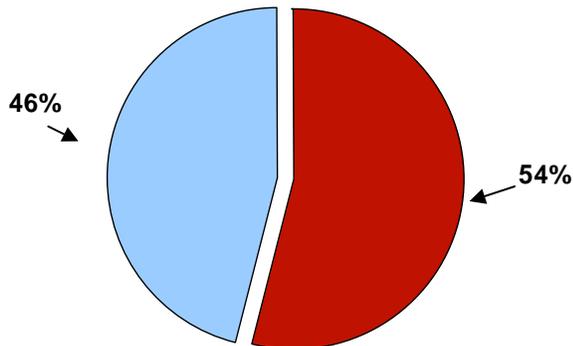
46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	46%
Computer Hardware or Software	36%
Department Stores including Clothing	45%
Drug Store or Pharmacy	61%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	58%
Grocery Store	70%
Home Improvement Store	70%
Investment or Banking Services	32%
Telecommunication and Wireless Products	22%
Other Products or Services	55%

## 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.

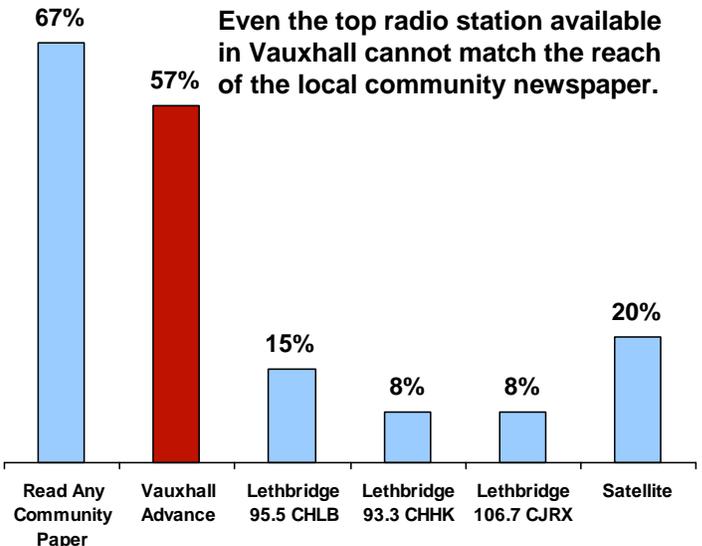
■ Cannot be Reached by Commercial Radio\*  
 ■ Listened to any commercial radio station yesterday



54% of Vauxhall 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 Vauxhall cannot match the reach of the local community newspaper.



Source: ComBase 2008/2009