

# Vulcan Advocate

**Publication:** Vulcan Advocate

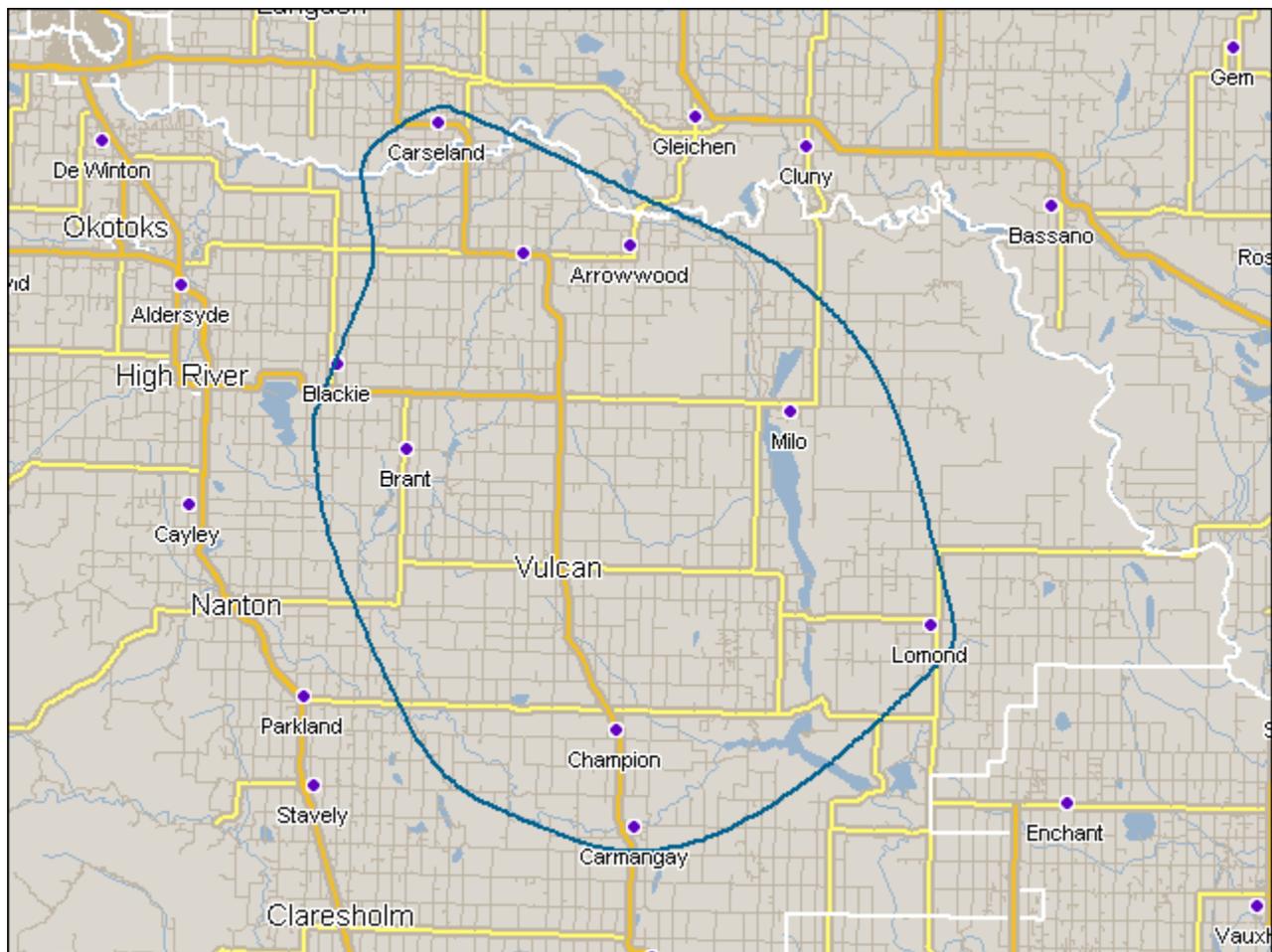
**Code:** 80067

**Market:** Vulcan, AB

**Population:** 5 789

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

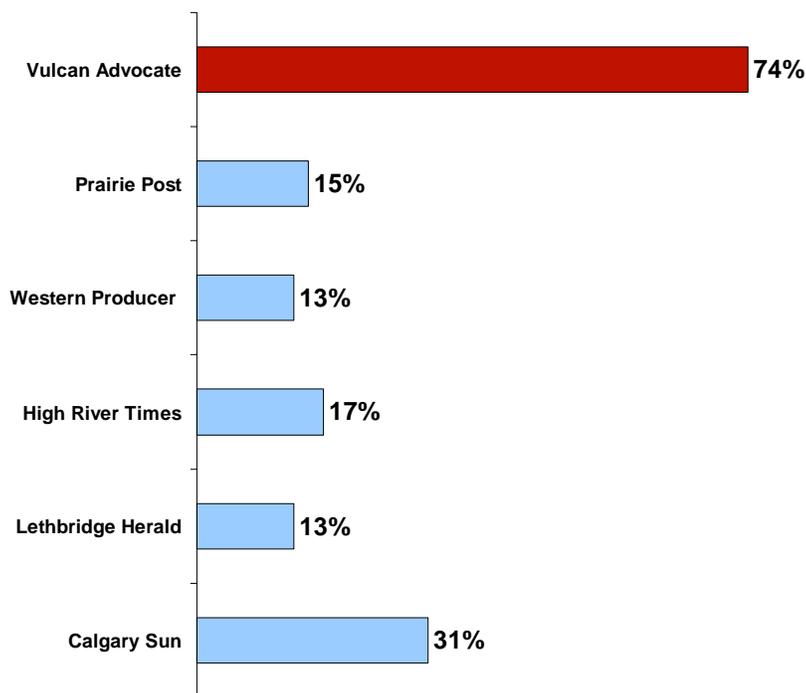


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

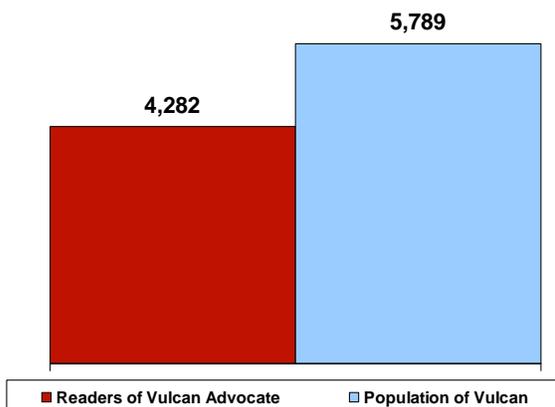
## NET READERSHIP\*

74% of Vulcan adults read any of the last 4 issues of Vulcan Advocate.



## NET READERS

4,282 Vulcan adults read any of the last 4 issues of Vulcan Advocate.



## NEWSPAPER READERSHIP

- 82% of Vulcan adults read any community newspaper.
- 42% of Vulcan adults read any daily newspaper.
- 44% of Vulcan adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Vulcan Advocate

- 76% of females read Vulcan Advocate.\*

### GENDER

Male	72%
Female	76%

### AGE

18-34 years old	81%
35-49 years old	67%
50+ years old	75%

### EDUCATION

High School or less	70%
Tech. or College	82%
University +	79%

### HOUSEHOLD INCOME

<\$30K	83%
\$30-49K	75%
>\$50K	81%

### RESIDENCE

Own Residence	74%
Rent Residence	83%

### FAMILY STATUS

With children	72%
Without children	76%

\* 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

38% of Vulcan Advocate readers said they read their community newspaper for advertising.

	Vulcan Advocate Readers*	Community Newspaper Readers**
Editorial	44%	43%
Local News	79%	78%
Local Events	76%	76%
Classified	49%	48%
Real Estate	22%	23%
Jobs/Employment	18%	18%
Advertising	38%	39%
Flyers	25%	28%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

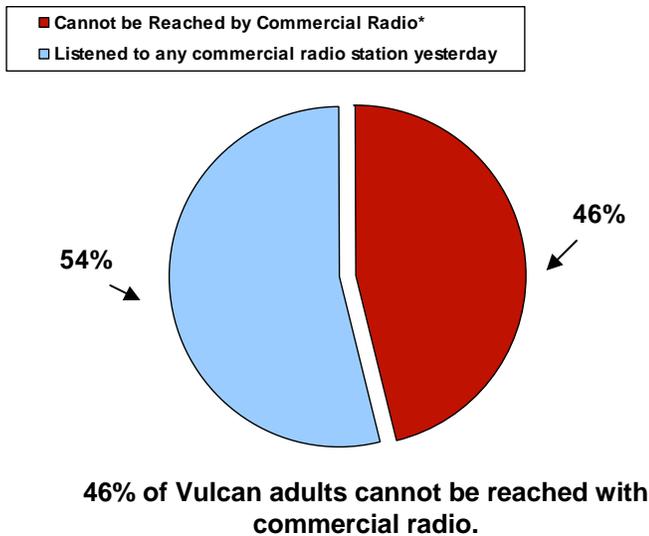
*(Read Always Or Sometimes)*

43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

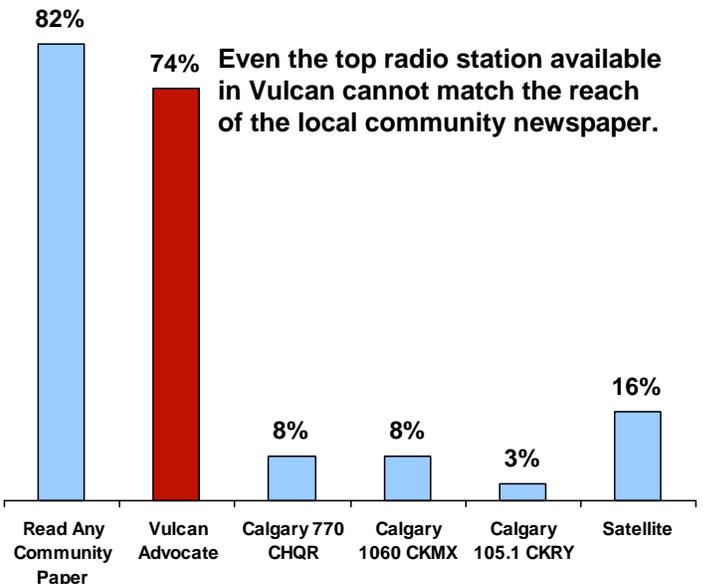
Automotive Supply or Service	43%
Computer Hardware or Software	31%
Department Stores including Clothing	57%
Drug Store or Pharmacy	49%
Fast Food Restaurant	29%
Furniture or Appliances or Electronics	64%
Grocery Store	65%
Home Improvement Store	72%
Investment or Banking Services	25%
Telecommunication and Wireless Products	25%
Other Products or Services	49%

## 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