

# Wainwright Edge

**Publication:** Wainwright Edge

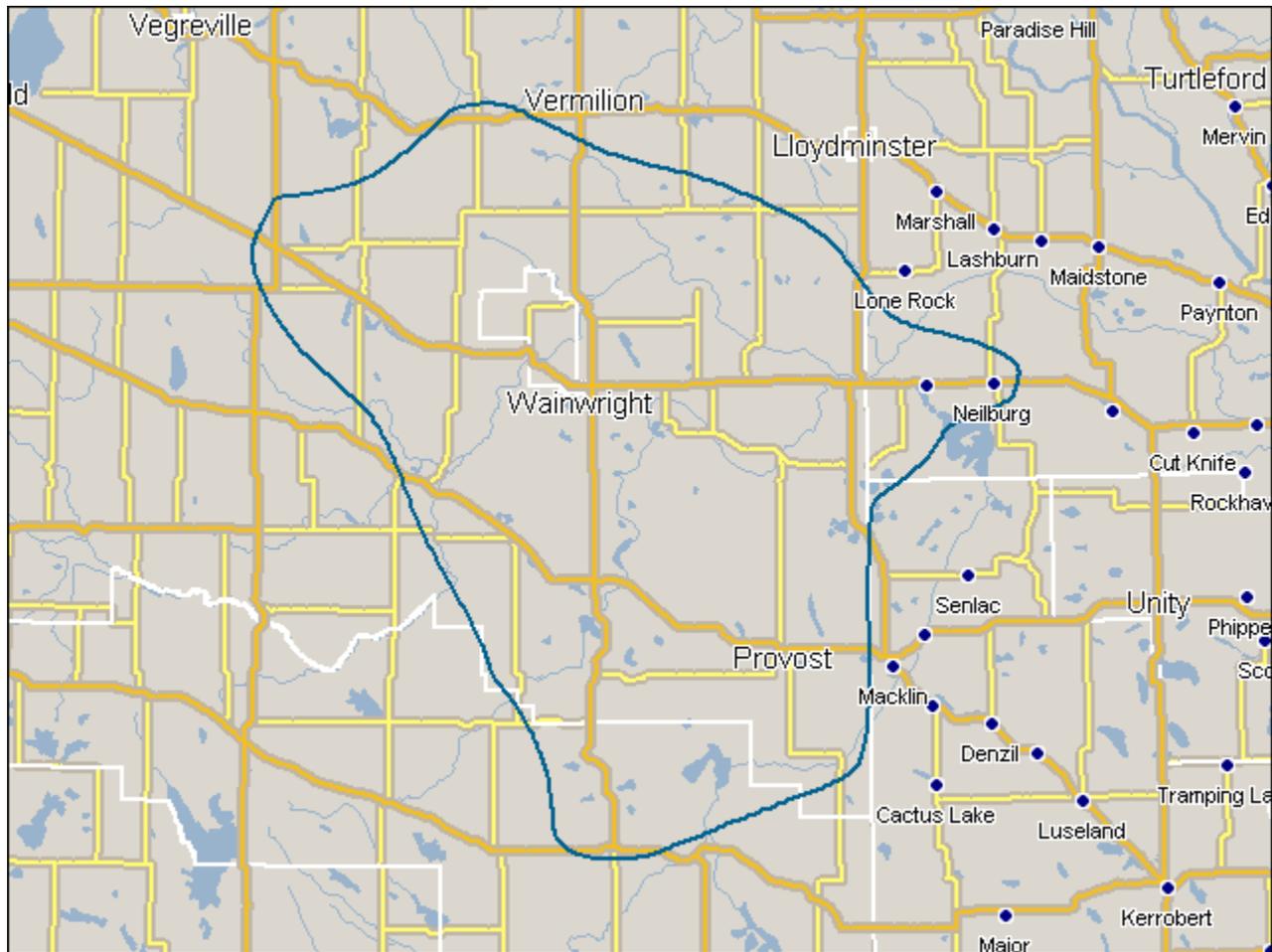
**Code:** 80208

**Market:** Wainwright, AB

**Population:** 14 040

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

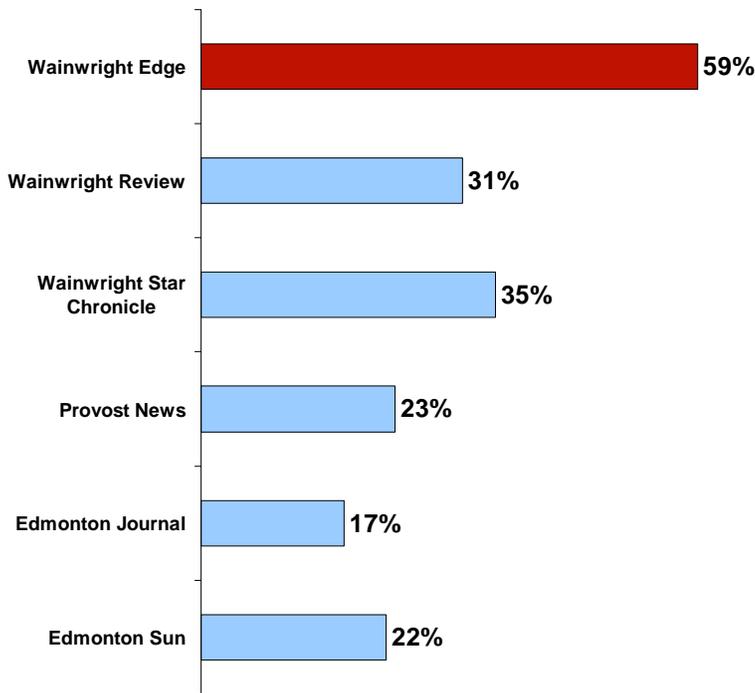


The measurement geography is based on data from Wainwright Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

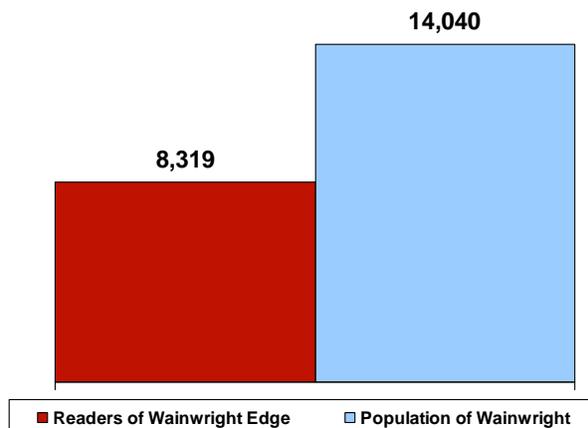
## NET READERSHIP\*

59% of Wainwright adults read any of the last 4 issues of Wainwright Edge.



## NET READERS

8,319 Wainwright adults read any of the last 4 issues of Wainwright Edge.



## NEWSPAPER READERSHIP

- 77% of Wainwright adults read any community newspaper.
- 31% of Wainwright adults read any daily newspaper.
- 51% of Wainwright adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Wainwright Edge

- 63% of females read Wainwright Edge.\*

#### GENDER

Male	56%
Female	63%

#### AGE

18-34 years old	55%
35-49 years old	61%
50+ years old	62%

#### EDUCATION

High School or less	61%
Tech. or College	55%
University +	61%

#### HOUSEHOLD INCOME

<\$30K	63%
\$30-49K	68%
>\$50K	59%

#### RESIDENCE

Own Residence	56%
Rent Residence	82%

#### FAMILY STATUS

With children	66%
Without children	54%

\* 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

41% of Wainwright Edge readers said they read their community newspaper for advertising.

	Wainwright Edge Readers*	Community Newspaper Readers**
Editorial	41%	41%
Local News	83%	84%
Local Events	73%	74%
Classified	41%	45%
Real Estate	31%	30%
Jobs/Employment	27%	30%
Advertising	41%	43%
Flyers	36%	34%

\*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)*

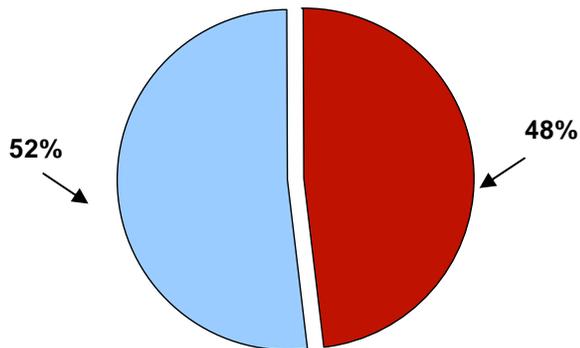
49% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	49%
Computer Hardware or Software	41%
Department Stores including Clothing	66%
Drug Store or Pharmacy	63%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	64%
Grocery Store	74%
Home Improvement Store	66%
Investment or Banking Services	31%
Telecommunication and Wireless Products	37%
Other Products or Services	56%

## COMMUNITY PRINT MEDIA VS. RADIO

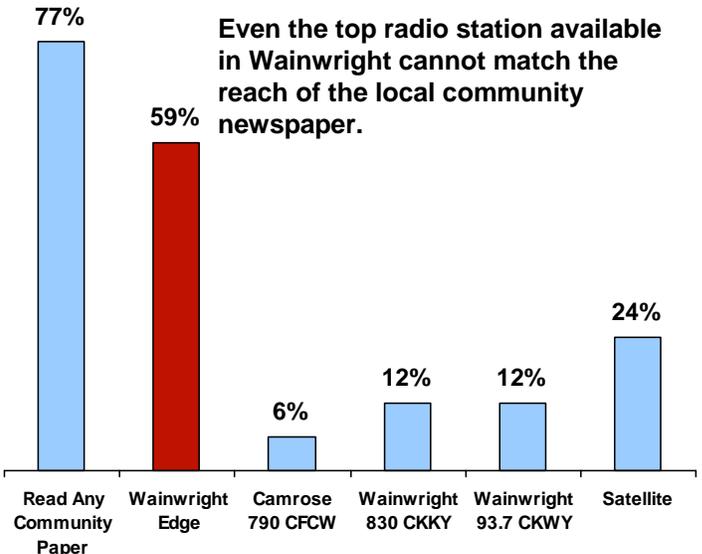
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



48% of Wainwright adults cannot be reached by commercial radio.

Even the top radio station available in Wainwright cannot match the reach of the local community newspaper.



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

Source: ComBase 2008/2009