

Community Newspaper Readership

Athabasca Advocate

Athabasca, Alberta

Athabasca Advocate

Newspaper Readership

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- **Readership Overview**
 - % Readership by publication
 - Net Readers by publication
- **Demographics**
 - Gender and Age
 - Employment Status and Home Ownership
 - Family Status
 - Household Income

Study Overview

Source: ComBase 2004/2005 National Study

Base: Athabasca 2 Yr Data *

Demo: Adults 18+

Weighted Population: 4,600

Competitive Data: compares three highest read publications in each market, Adults 18+

*ComBase 2004/2005 is a combination of interviews from Wave 1 (October 2002 to June 2003) and Wave 2 (October 2004 to June 2005).
ComBase is conducted by Maritz Research.*

*in future this area will be referred to as Athabasca

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

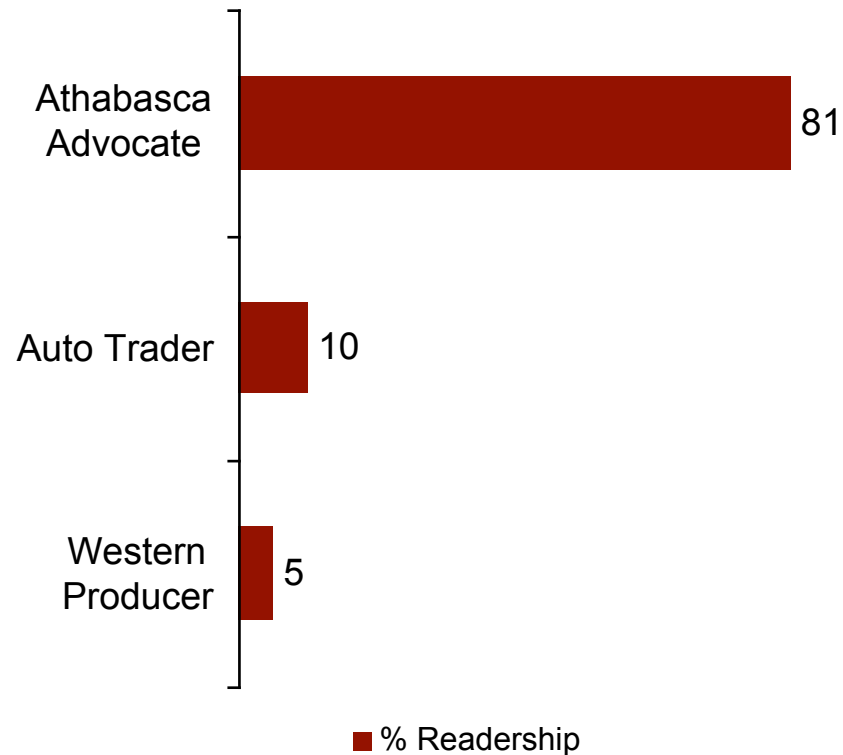
ComBase = Community Newspaper Database

- Both the Research Bureau and the study
- Initiative of CCNA and its members
- Stand-alone incorporated company
- Governed by an independent, fully tri-partite Board
- Arms-length relationship to the industry
- Completely funded by 300+ member papers
- Support from independents and large groups
- Small and large papers across Canada
- 400+ markets and sub-markets
- 25,000+ interviews per wave
- 50,000+ total interviews
- 2-year rolling study
- All provinces represented
- 800+ publications – community and daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

Newspaper Readership Overview

(Athabasca, Alberta)

- Readership of the *Athabasca Advocate* is **81%**
- Readership of the *Auto Trader* is **10%**
- Readership of the *Western Producer* is **5%**



Source: ComBase 2004/2005 National Study
*Base Population – Athabasca Canadian 2 Yr Data (4,600)

Readership Overview

- **81%** of Athabasca adults report reading the *Athabasca Advocate* – this represents 3,700 readers
- The *Auto Trader* reports **10%** readership (500 readers)
- The *Western Producer* reports **5%** readership (200 readers)

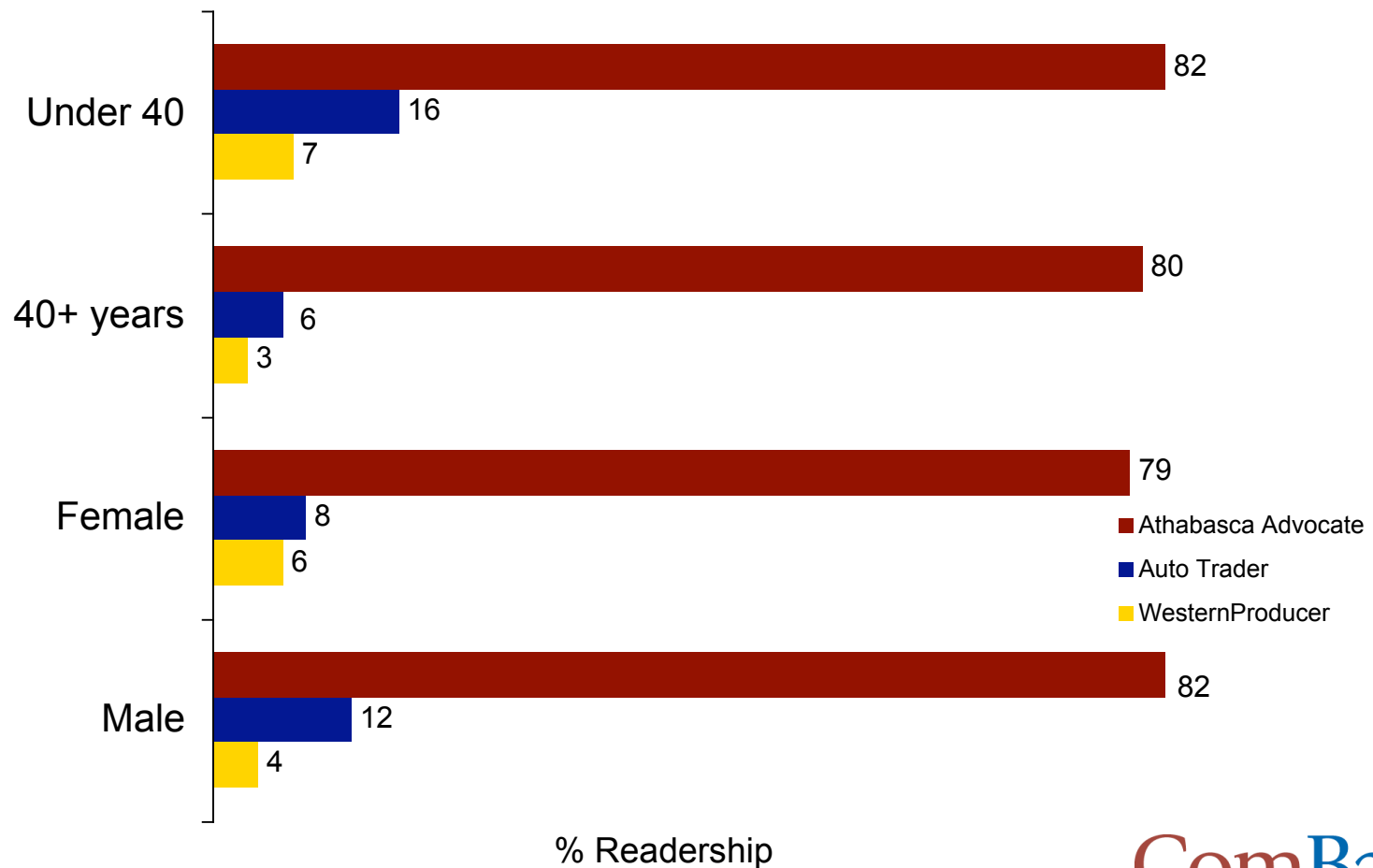
Demographics Overview

Because of their high reach, community newspapers attract a desirable audience comprised of:

- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

% Reach by Demographic Sector (Athabasca, Alberta)

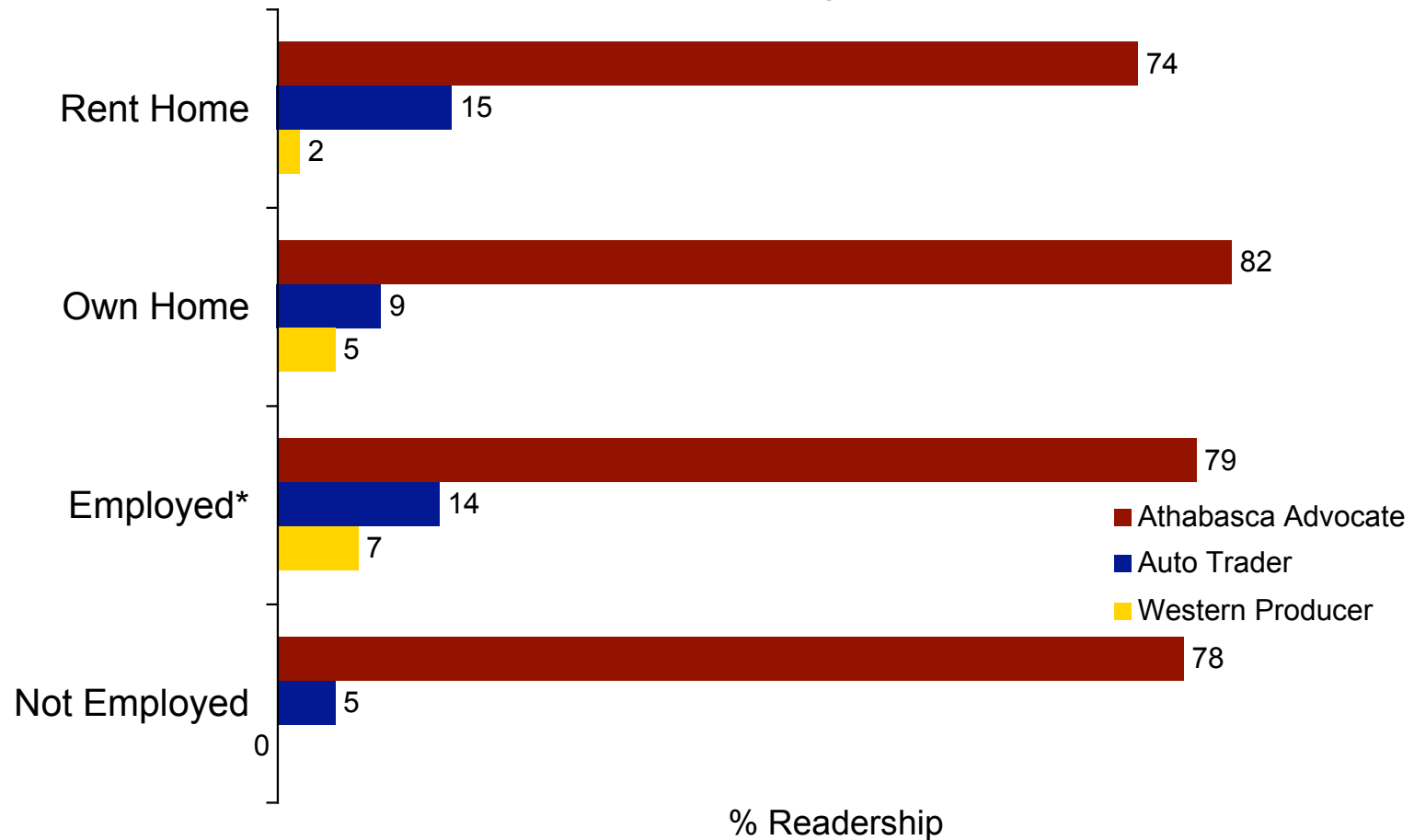
79% of women and 82% of men in Athabasca are reading the *Athabasca Advocate*.



Source: ComBase 2004/2005 National Study
*Base Population – Athabasca 2 Yr Data (4,600)

% Reach by Demographic Sector (Athabasca, Alberta)

82% of Athabasca homeowners are reading the *Athabasca Advocate*.

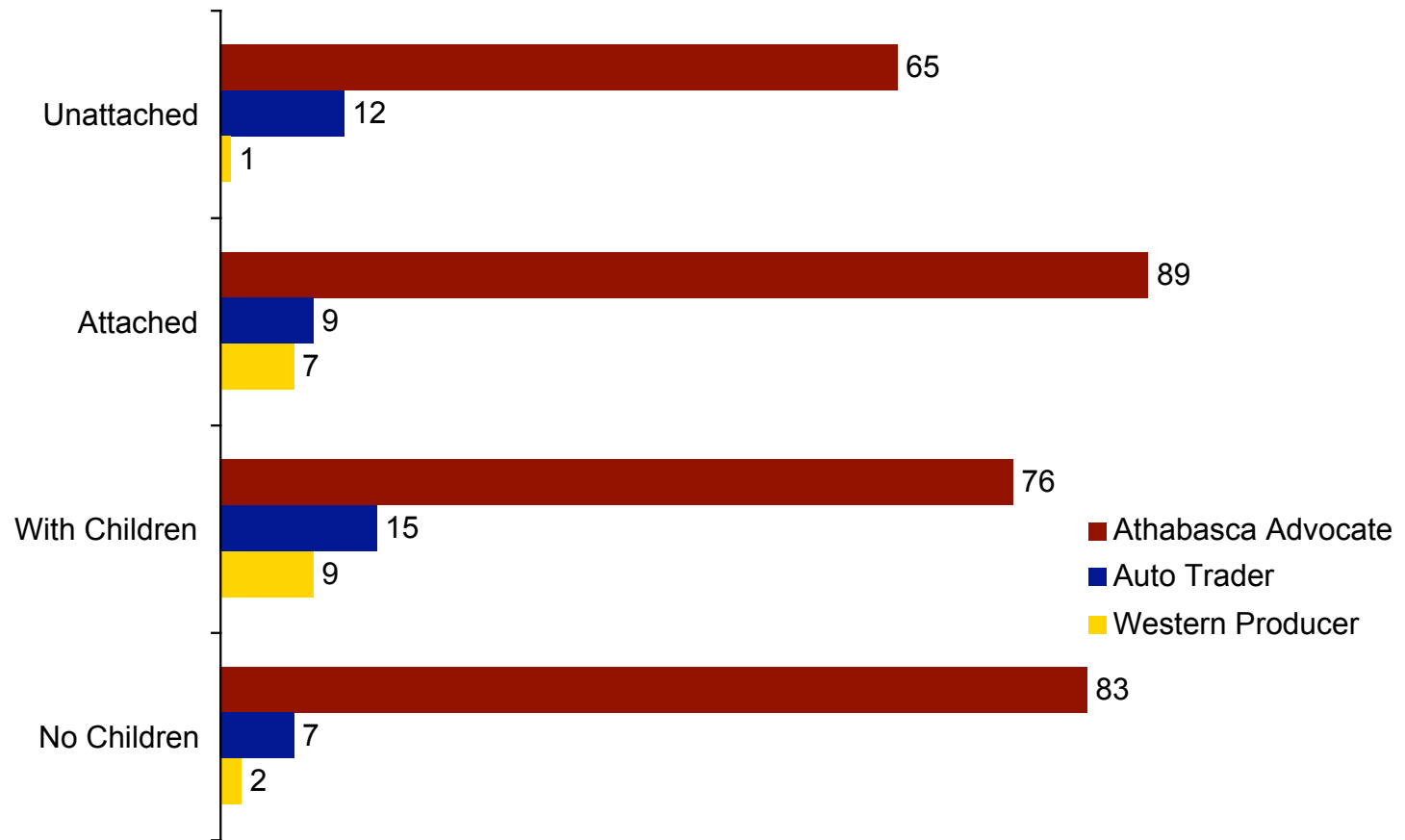


Source: ComBase 2004/2005 National Study

*Base Population – Athabasca 2 Yr Data (4,600) * Full/Part time or Self Employed

% Reach by Demographic Sector (Athabasca, Alberta)

76% of Athabasca adults with kids are reading the *Athabasca Advocate*.



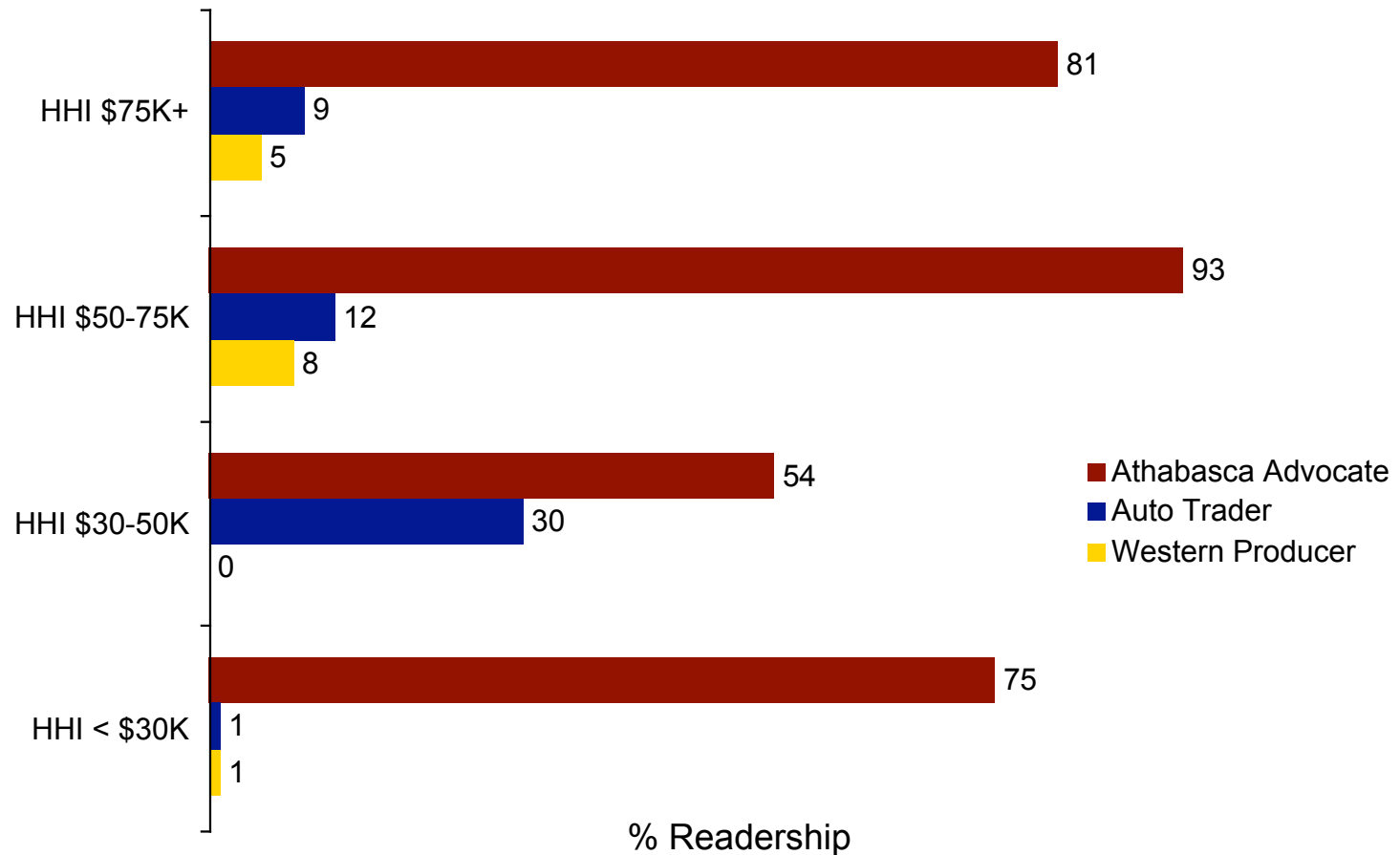
Source: ComBase 2004/2005 National Study
*Base Population – Athabasca 2 Yr Data (4,600)

% Readership

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

% Reach by Demographic Sector (Athabasca, Alberta)

81% of Athabasca adults with HHI \$75K+ are reading the *Athabasca Advocate*.



Source: ComBase 2004/2005 National Study
*Base Population – Athabasca 2 Yr Data (4,600)