

Community Newspaper Readership

Devon Dispatch News

Devon, AB

Devon Dispatch News **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: Devon 2 Yr Data *

Demo: Adults 18+

Weighted Population: 10,700

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 Devon

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

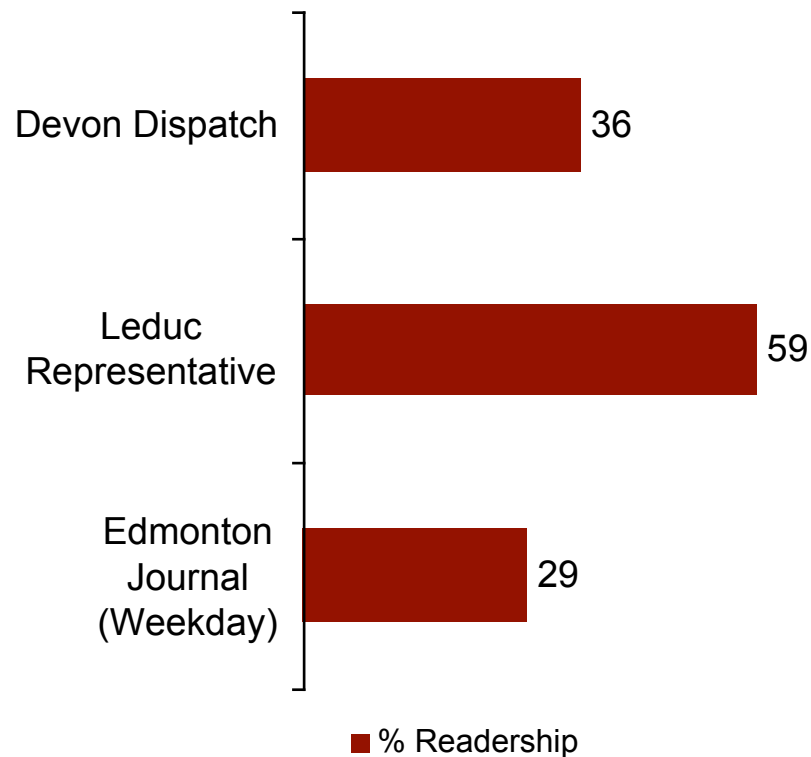
ComBase = Community Newspaper Database

- 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

(Devon, AB)

- Readership of the *Devon Dispatch News* is **36%**
- Readership of the *Leduc Representative* is **59%**
- Readership of the *Edmonton Journal Weekday* is **29%**



Source: ComBase 2004/2005 National Study
*Base Population – Devon 2 Yr Data (10,700)

Readership Overview

- **36%** of Devon adults report reading the *Devon Dispatch* – this represents 3,900 readers
- The *Leduc Representative* reports **59%** readership (6,400 readers)
- The *Edmonton Journal (Weekday)* reports **29%** readership (3,100 readers)

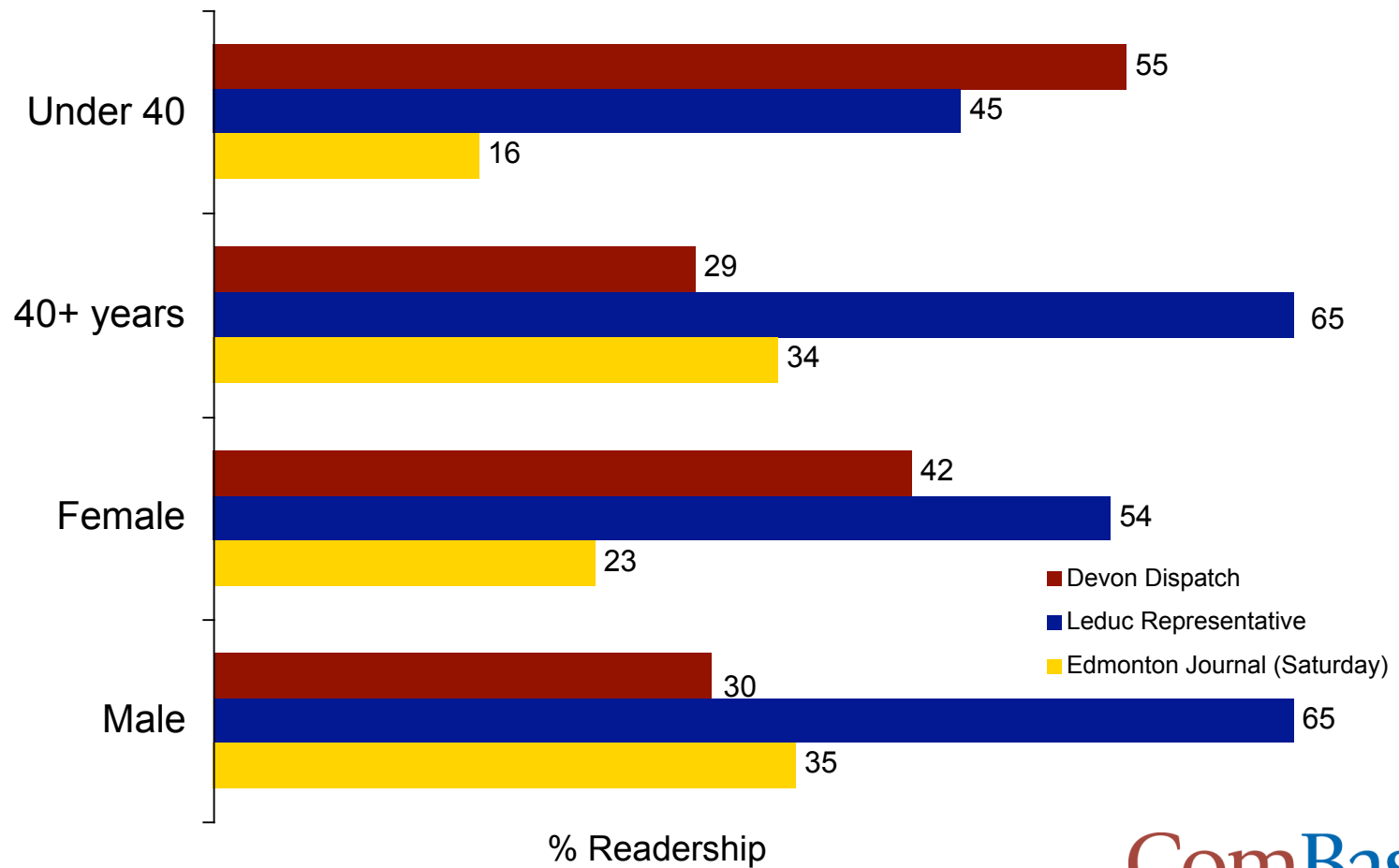
Demographics Overview

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 (Devon, AB)

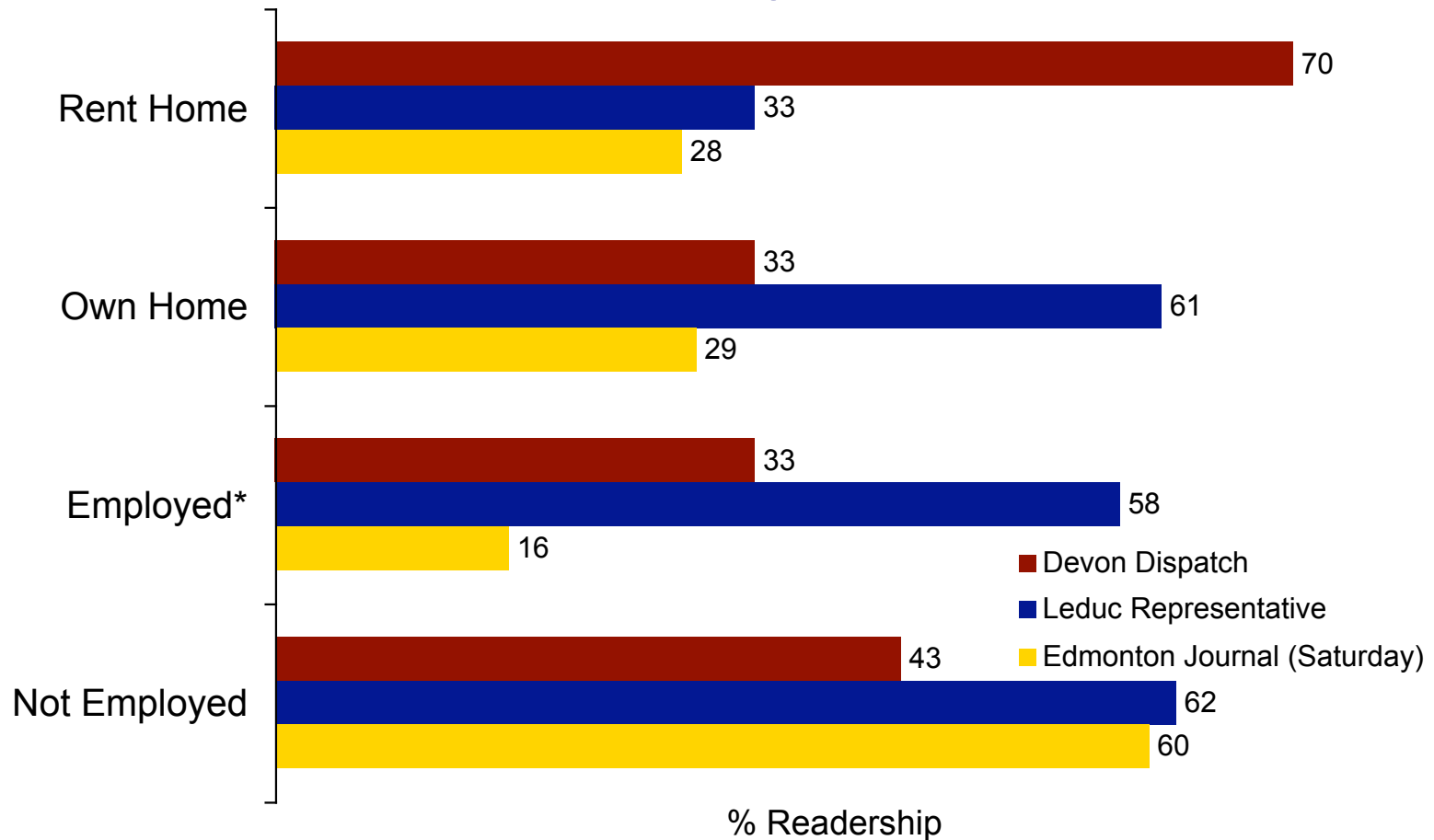
42% of women and 30% of men in Devon are reading the *Devon Dispatch News*.



Source: ComBase 2004/2005 National Study
*Base Population – Devon 2 Yr Data (10,700)

% Reach by Demographic Sector (Devon, AB)

33% of Devon homeowners are reading the *Devon Dispatch News*.

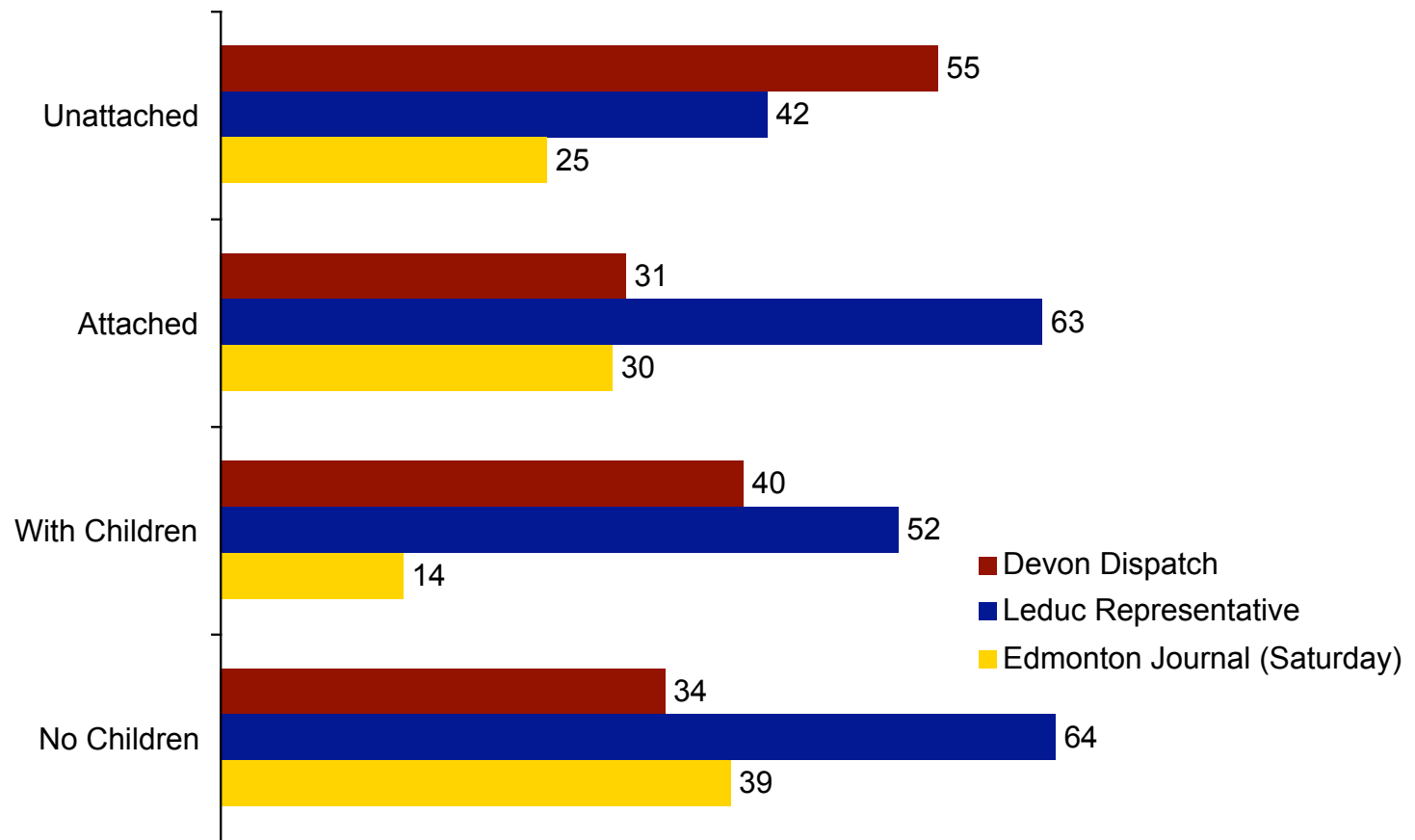


Source: ComBase 2004/2005 National Study

*Base Population – Devon 2 Yr Data (10,700) * Full/Part time or Self Employed

% Reach by Demographic Sector (Devon, AB)

49% of Devon adults with kids are reading the *Devon Dispatch News*.



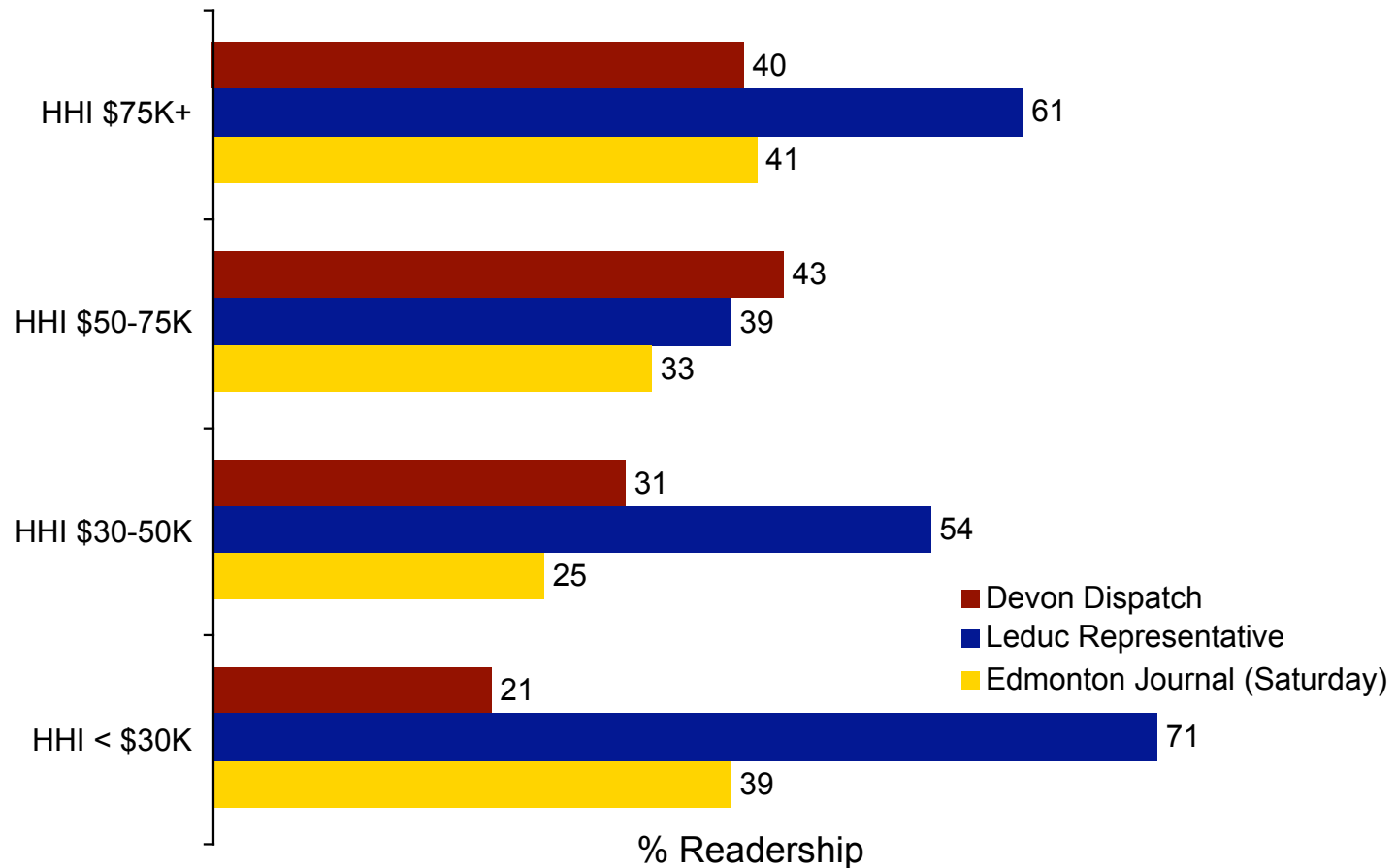
Source: ComBase 2004/2005 National Study
*Base Population – Devon 2 Yr Data (10,700)

% Readership

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

% Reach by Demographic Sector (Devon, AB)

43% of Devon adults with HHI \$50 to 75K are reading the *Devon Dispatch News*.



Source: ComBase 2004/2005 National Study
*Base Population – Devon 2 Yr Data 10,700)