

# Devon Dispatch News

**Publication:** Devon Dispatch News

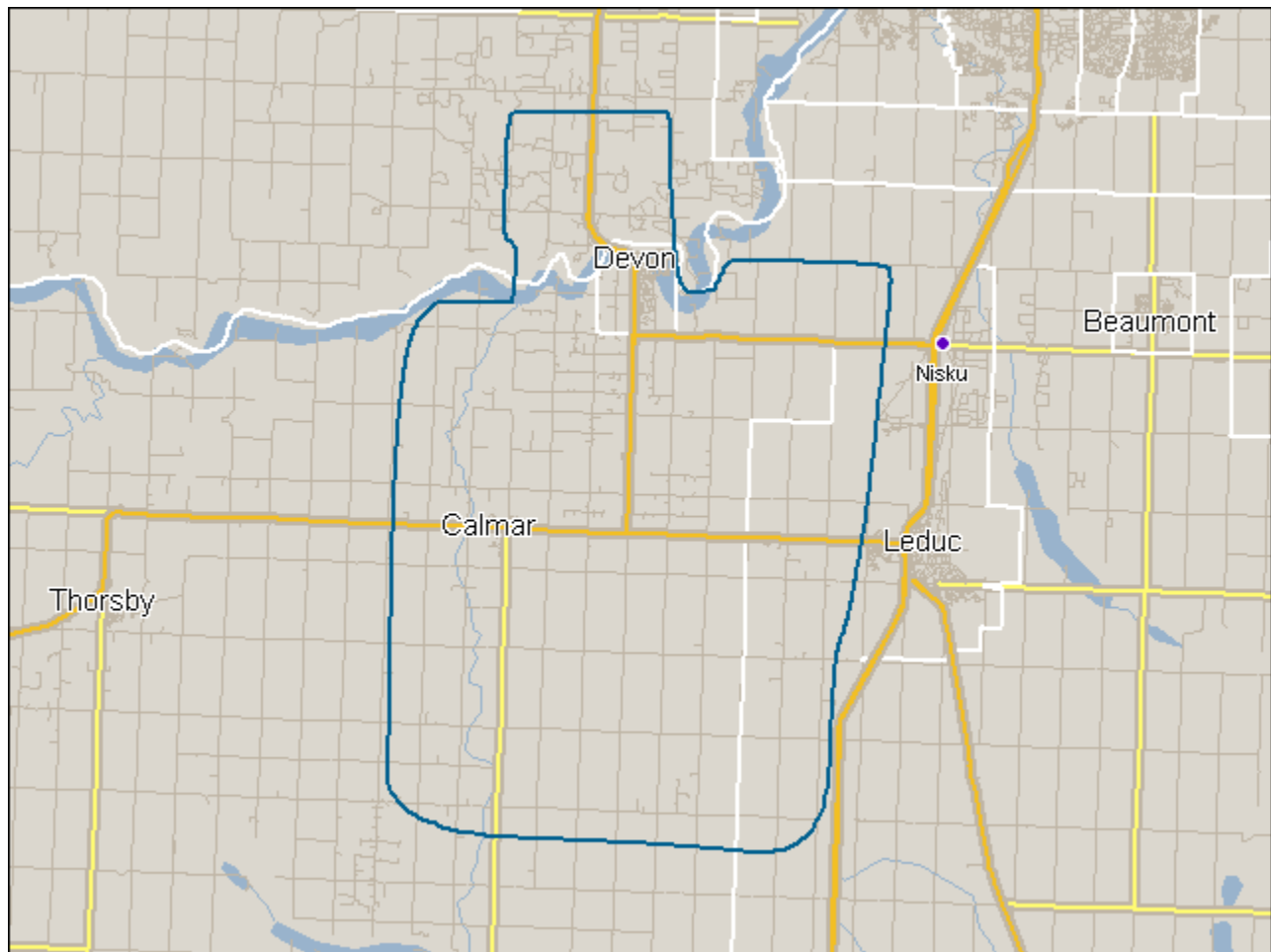
**Code:** 80059

**Market:** Devon, AB

**Population:** 8 227

**Publishing Day:** Friday

**Source:** ComBase 2008 Study

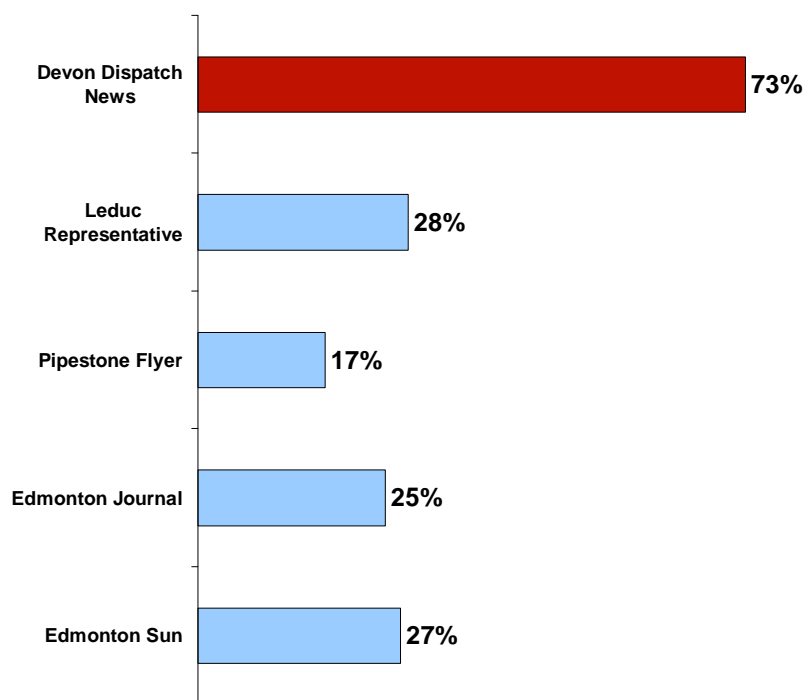


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

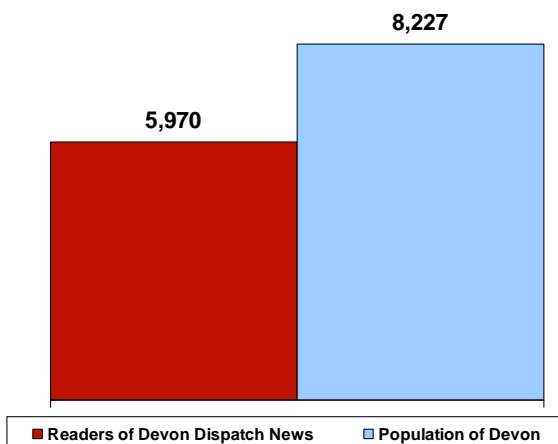
## NET READERSHIP\*

73% of Devon adults read any of the last 4 issues of Devon Dispatch News.



## NET READERS

5,970 Devon adults read any of the last 4 issues of Devon Dispatch News.



## NEWSPAPER READERSHIP

- 86% of Devon adults read any community newspaper.
- 45% of Devon adults read any daily newspaper.
- 44% of Devon adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Devon Dispatch News

- 77% of females read Devon Dispatch News.\*

### GENDER

Male	68%
Female	77%

### AGE

18-34 years old	56%
35-49 years old	81%
50+ years old	77%

### EDUCATION

High School or less	65%
Tech. or College	80%
University +	81%

### HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	62%
>\$50K	79%

### RESIDENCE

Own Residence	75%
Rent Residence	50%

### FAMILY STATUS

With children	77%
Without children	69%

\* 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

27% of Devon Dispatch News readers said they read their community newspaper for advertising.

	Devon Dispatch News Readers*	Community Newspaper Readers**
Editorial	34%	32%
Local News	81%	77%
Local Events	64%	63%
Classified	37%	34%
Real Estate	29%	29%
Jobs/Employment	17%	18%
Advertising	27%	25%
Flyers	29%	26%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

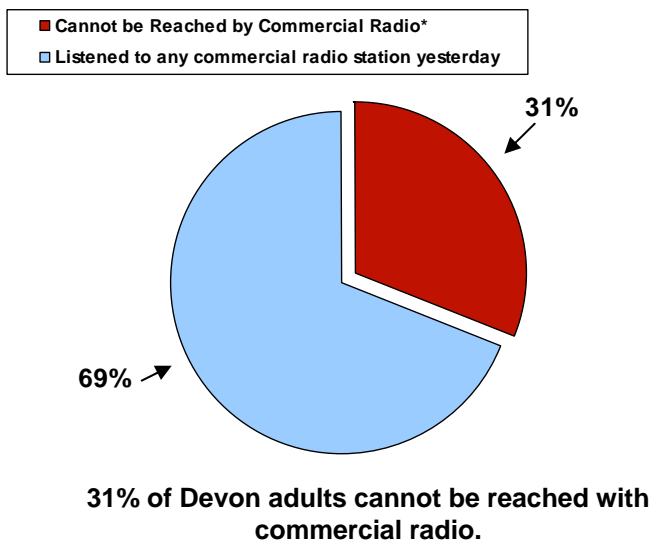
*(Read Always Or Sometimes)*

45% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

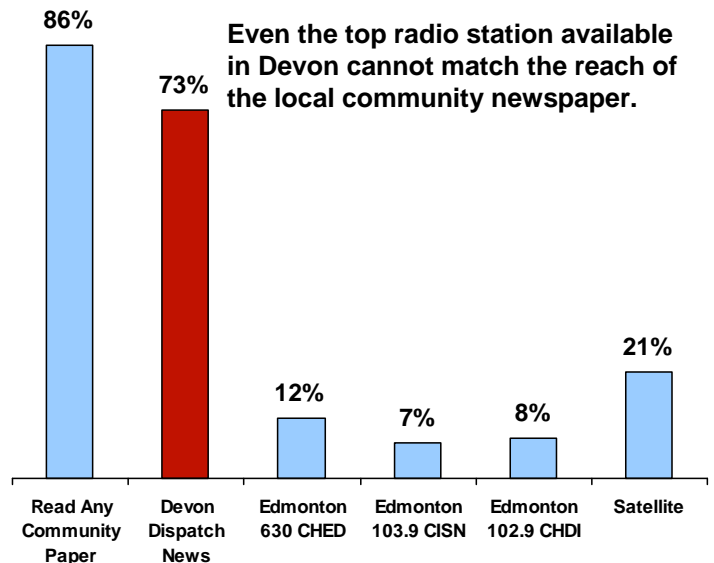
Automotive Supply or Service	45%
Computer Hardware or Software	35%
Department Stores including Clothing	67%
Drug Store or Pharmacy	55%
Fast Food Restaurant	42%
Furniture or Appliances or Electronics	63%
Grocery Store	73%
Home Improvement Store	75%
Investment or Banking Services	27%
Telecommunication and Wireless Products	27%
Other Products or Services	65%

## 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