

# Edmonton Examiner

**Publication:** Edmonton Examiner

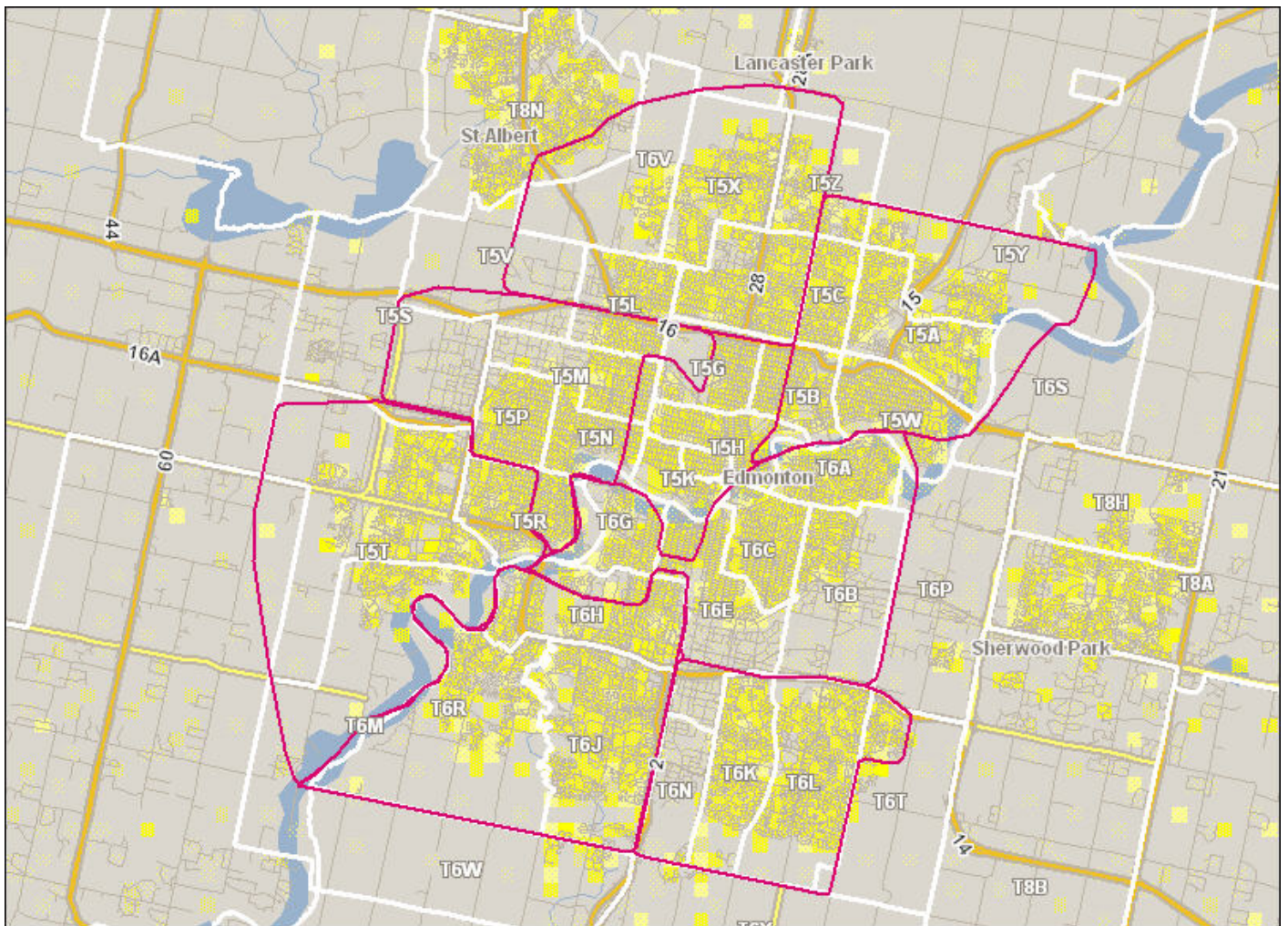
**Code:** 80207

**Market:** Edmonton, AB

**Population:** 282 239

**Publishing Day:** Wednesday

**Source:** ComBase 2008 Study

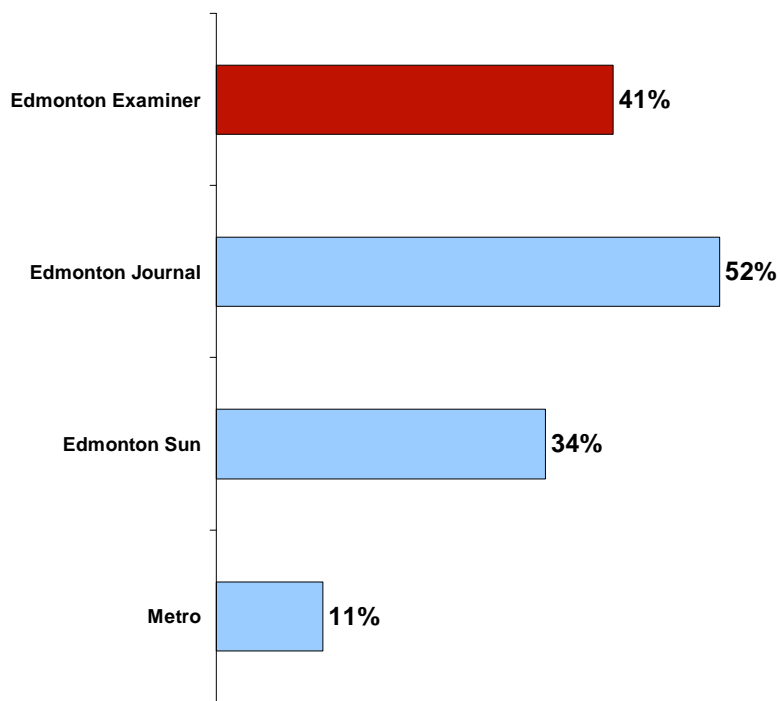


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

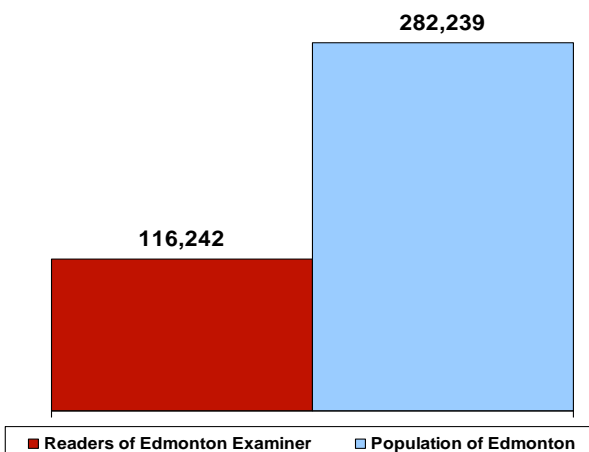
## NET READERSHIP\*

41% of Edmonton adults read any of the last 4 issues of Edmonton Examiner.



## NET READERS

116,242 Edmonton adults read any of the last 4 issues of Edmonton Examiner.



## NEWSPAPER READERSHIP

- 45% of Edmonton adults read any community newspaper.
- 72% of Edmonton adults read any daily newspaper.
- 11% of Edmonton adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Edmonton Examiner

- 43% of females read Edmonton Examiner.\*

### GENDER

Male	40%
Female	43%

### AGE

18-34 years old	33%
35-49 years old	49%
50+ years old	43%

### EDUCATION

High School or less	41%
Tech. or College	37%
University +	44%

### HOUSEHOLD INCOME

<\$30K	21%
\$30-49K	48%
>\$50K	44%

### RESIDENCE

Own Residence	45%
Rent Residence	16%

### FAMILY STATUS

With children	41%
Without children	41%

\* 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

24% of Edmonton Examiner readers said they read their community newspaper for advertising.

	Edmonton Examiner Readers*	Community Newspaper Readers**
Editorial	34%	34%
Local News	82%	79%
Local Events	66%	64%
Classified	32%	31%
Real Estate	17%	18%
Jobs/Employment	17%	18%
Advertising	24%	23%
Flyers	30%	30%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

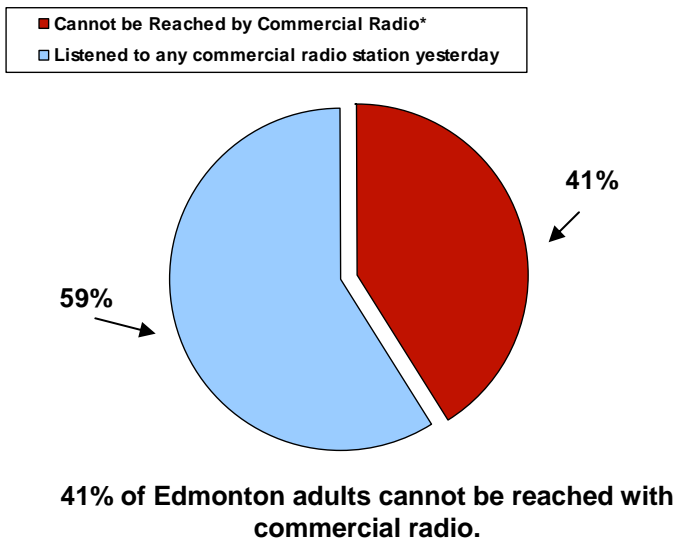
*(Read Always Or Sometimes)*

38% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

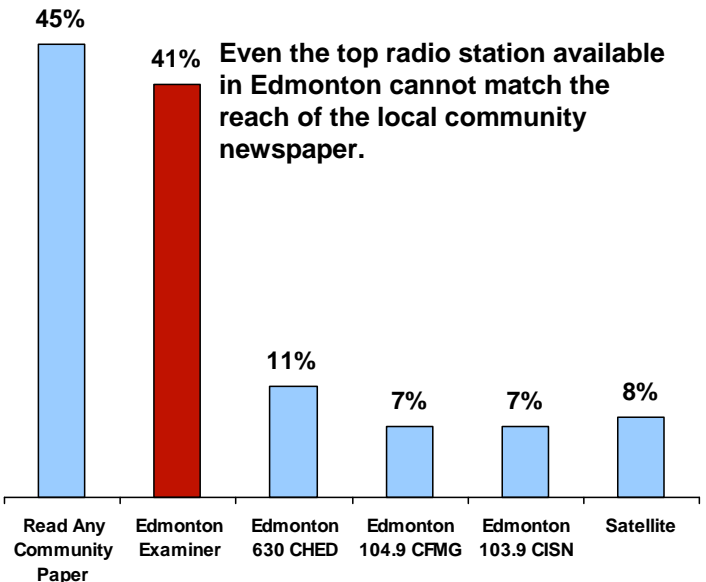
Automotive Supply or Service	38%
Computer Hardware or Software	46%
Department Stores including Clothing	70%
Drug Store or Pharmacy	58%
Fast Food Restaurant	49%
Furniture or Appliances or Electronics	66%
Grocery Store	78%
Home Improvement Store	70%
Investment or Banking Services	30%
Telecommunication and Wireless Products	32%
Other Products or Services	54%

## 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