

# South Peace News

**Publication:** South Peace News

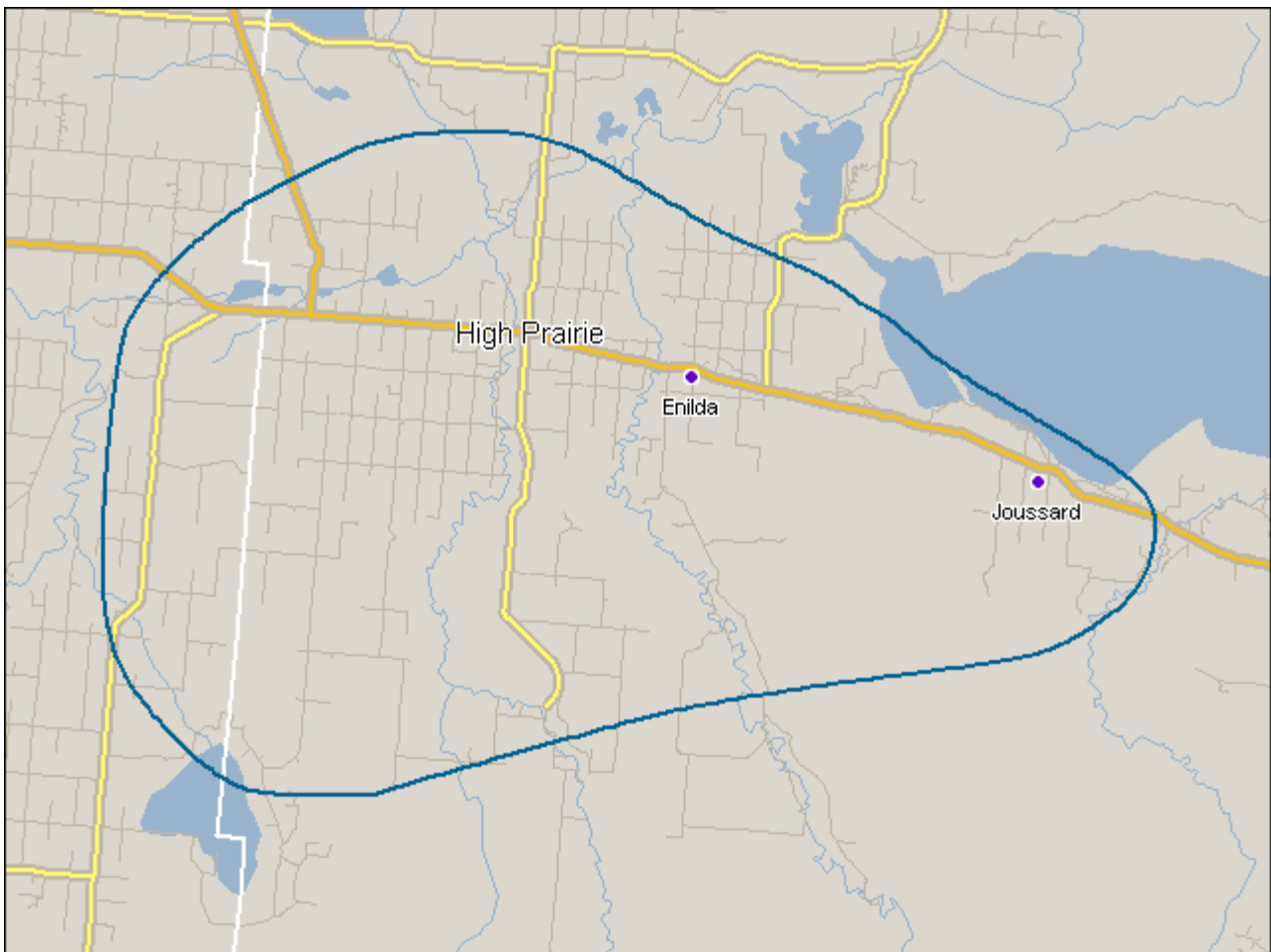
**Code:** 80022

**Market:** High Prairie, AB

**Population:** 3 931

**Publishing Day:** Wednesday

**Source:** ComBase 2008 Study

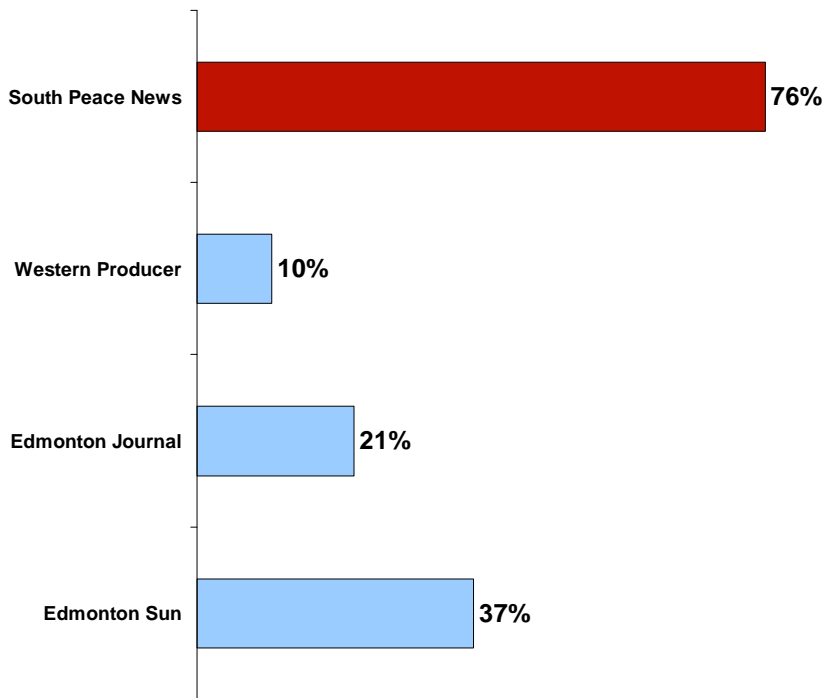


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

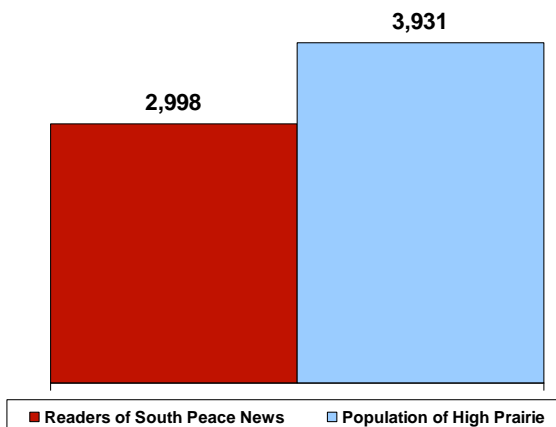
## NET READERSHIP\*

76% of High Prairie adults read any of the last 4 issues of South Peace News.



## NET READERS

2,998 High Prairie adults read any of the last 4 issues of South Peace News.



## NEWSPAPER READERSHIP

- 81% of High Prairie adults read any community newspaper.
- 49% of High Prairie adults read any daily newspaper.
- 36% of High Prairie adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: South Peace News

- 74% of females read South Peace News.\*

### GENDER

Male	78%
Female	74%

### AGE

18-34 years old	75%
35-49 years old	76%
50+ years old	78%

### EDUCATION

High School or less	77%
Tech. or College	82%
University +	72%

### HOUSEHOLD INCOME

<\$30K	72%
\$30-49K	78%
>\$50K	86%

### RESIDENCE

Own Residence	79%
Rent Residence	64%

### FAMILY STATUS

With children	81%
Without children	73%

\* 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

29% of South Peace News readers said they read their community newspaper for advertising.

	South Peace News Readers*	Community Newspaper Readers**
Editorial	34%	34%
Local News	84%	82%
Local Events	63%	61%
Classified	34%	35%
Real Estate	22%	22%
Jobs/Employment	24%	25%
Advertising	29%	29%
Flyers	22%	22%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

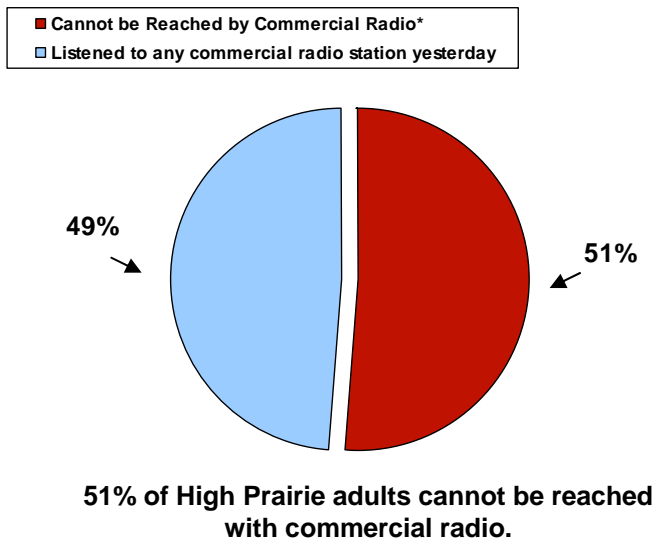
(Read Always Or Sometimes)

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

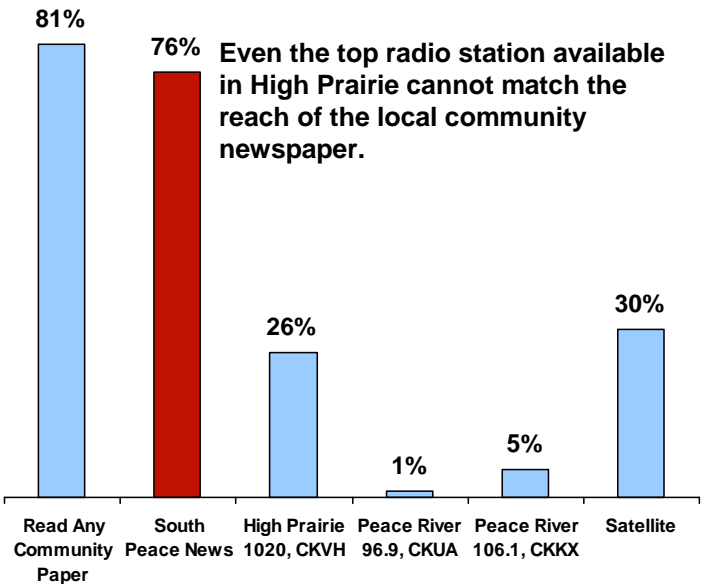
Automotive Supply or Service	46%
Computer Hardware or Software	46%
Department Stores including Clothing	67%
Drug Store or Pharmacy	69%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	66%
Grocery Store	76%
Home Improvement Store	70%
Investment or Banking Services	30%
Telecommunication and Wireless Products	37%
Other Products or Services	63%

## 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