

# Lac La Biche Post

**Publication:** Lac La Biche Post

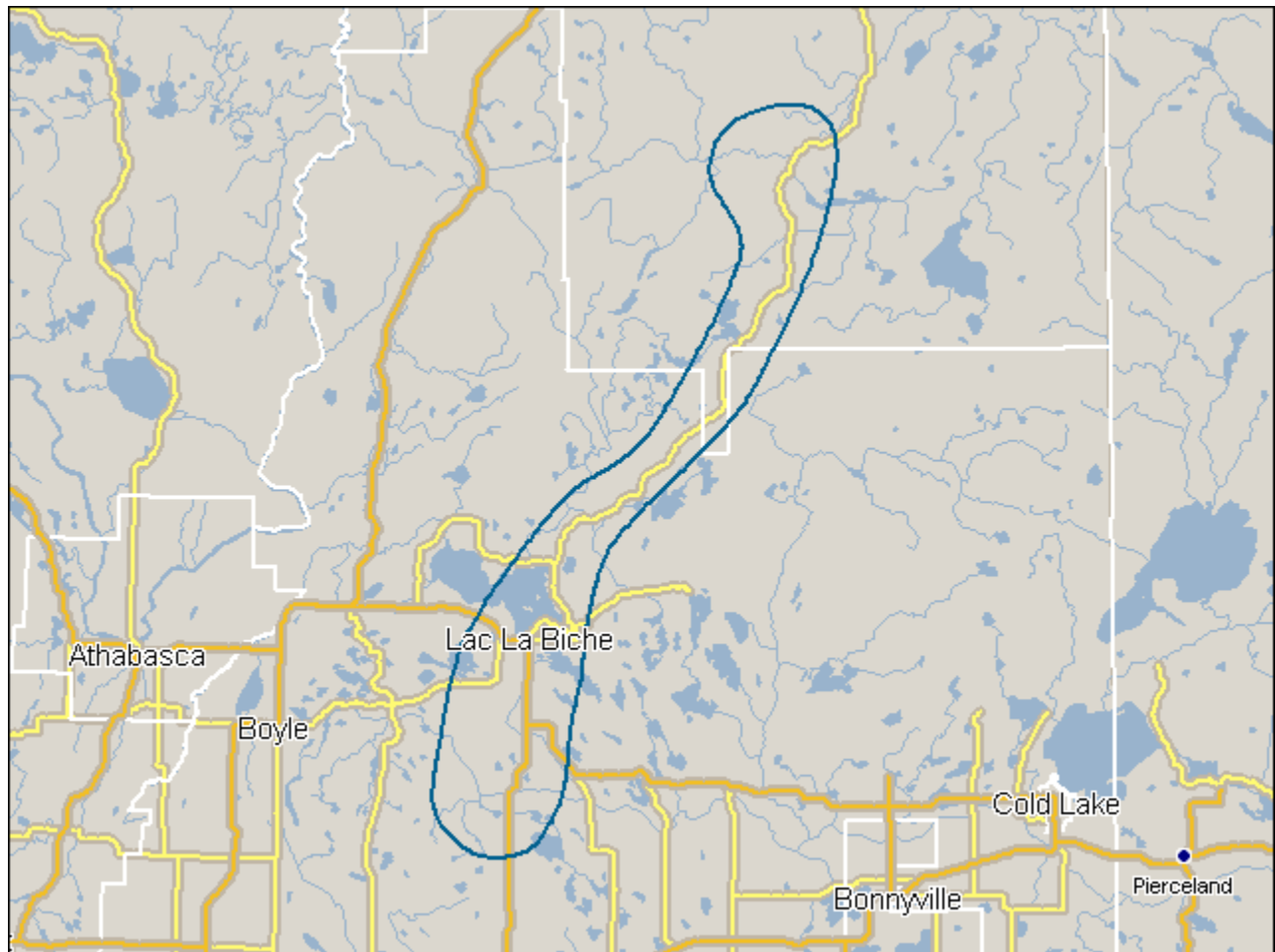
**Code:** 80138

**Market:** Lac La Biche, AB

**Population:** 4 974

**Publishing Day:** Tuesday

**Source:** ComBase 2008 Study

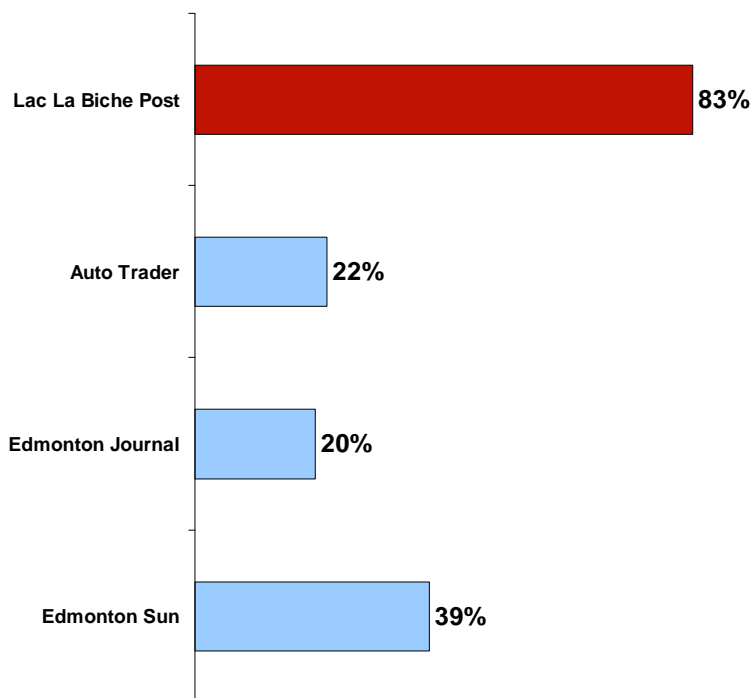


The measurement geography is based on data from Lac La Biche Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

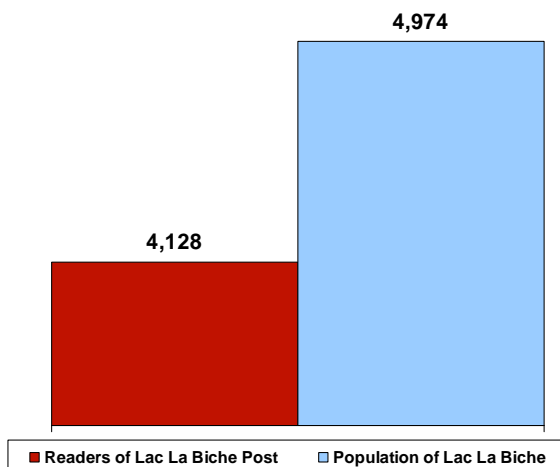
## NET READERSHIP\*

83% of Lac La Biche adults read any of the last 4 issues of Lac La Biche Post.



## NET READERS

4,128 Lac La Biche adults read any of the last 4 issues of Lac La Biche Post.



## NEWSPAPER READERSHIP

- 86% of Lac La Biche adults read any community newspaper.
- 50% of Lac La Biche adults read any daily newspaper.
- 41% of Lac La Biche adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Lac La Biche Post

- 84% of females read Lac La Biche Post.\*

#### GENDER

Male	82%
Female	84%

#### AGE

18-34 years old	83%
35-49 years old	87%
50+ years old	79%

#### EDUCATION

High School or less	80%
Tech. or College	76%
University +	95%

#### HOUSEHOLD INCOME

<\$30K	78%
\$30-49K	80%
>\$50K	83%

#### RESIDENCE

Own Residence	83%
Rent Residence	82%

#### FAMILY STATUS

With children	86%
Without children	81%

\* 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

41% of Lac La Biche Post readers said they read their community newspaper for advertising.

	Lac La Biche Post Readers*	Community Newspaper Readers**
Editorial	36%	35%
Local News	87%	86%
Local Events	68%	67%
Classified	36%	36%
Real Estate	36%	35%
Jobs/Employment	30%	30%
Advertising	41%	41%
Flyers	22%	21%

\*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)*

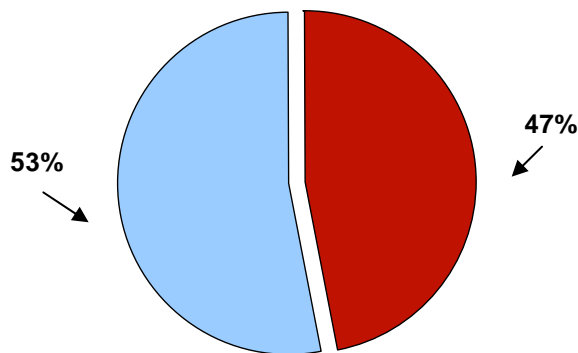
51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	51%
Computer Hardware or Software	51%
Department Stores including Clothing	70%
Drug Store or Pharmacy	59%
Fast Food Restaurant	40%
Furniture or Appliances or Electronics	71%
Grocery Store	76%
Home Improvement Store	73%
Investment or Banking Services	35%
Telecommunication and Wireless Products	45%
Other Products or Services	63%

## COMMUNITY PRINT MEDIA VS. RADIO

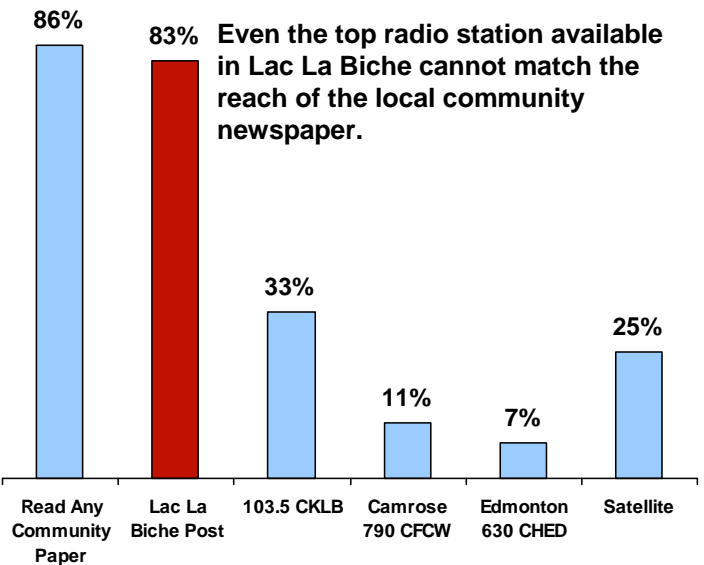
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be Reached by Commercial Radio\*  
 ■ Listened to any commercial radio station yesterday



47% of Lac La Biche adults cannot be reached with commercial radio.

\*did not listen to radio yesterday or listened to CBC only



Source: ComBase 2008