

# Lacombe Globe

**Publication:** Lacombe Globe  
**Code:** 80108  
**Market:** Lacombe, AB  
**Population:** 9 328  
**Publishing Day:** Tuesday  
**Source:** ComBase 2008 Study

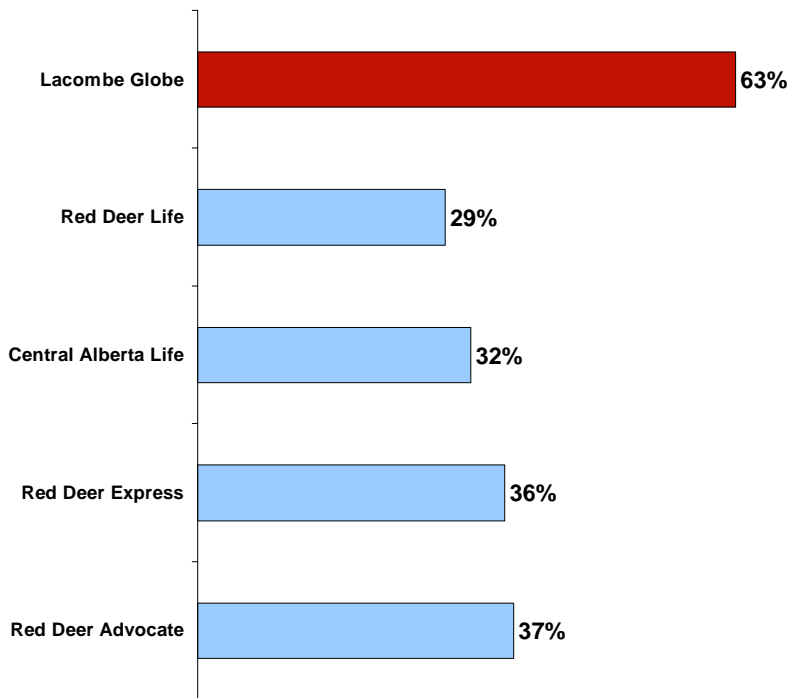


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

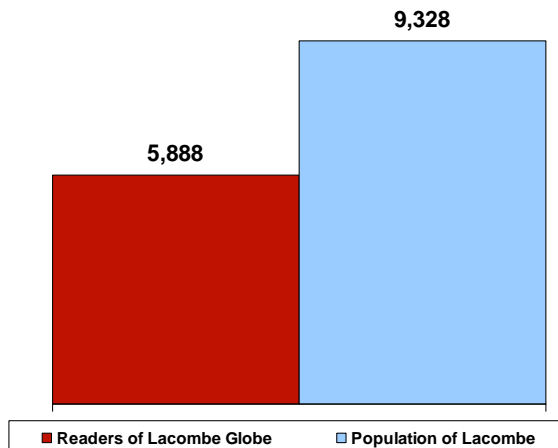
## NET READERSHIP\*

63% of Lacombe adults read any of the last 4 issues of Lacombe Globe.



## NET READERS

5,888 Lacombe adults read any of the last 4 issues of Lacombe Globe.



## NEWSPAPER READERSHIP

- 83% of Lacombe adults read any community newspaper.
- 44% of Lacombe adults read any daily newspaper.
- 40% of Lacombe adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Lacombe Globe

- 64% of females read Lacombe Globe.\*

### GENDER

Male	63%
Female	64%

### AGE

18-34 years old	52%
35-49 years old	65%
50+ years old	67%

### EDUCATION

High School or less	59%
Tech. or College	71%
University +	61%

### HOUSEHOLD INCOME

<\$30K	56%
\$30-49K	88%
>\$50K	60%

### RESIDENCE

Own Residence	68%
Rent Residence	44%

### FAMILY STATUS

With children	66%
Without children	61%

\* 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

28% of Lacombe Globe readers said they read their community newspaper for advertising.

	Lacombe Globe Readers*	Community Newspaper Readers**
Editorial	27%	26%
Local News	73%	72%
Local Events	54%	54%
Classified	45%	44%
Real Estate	27%	25%
Jobs/Employment	22%	21%
Advertising	28%	28%
Flyers	23%	25%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

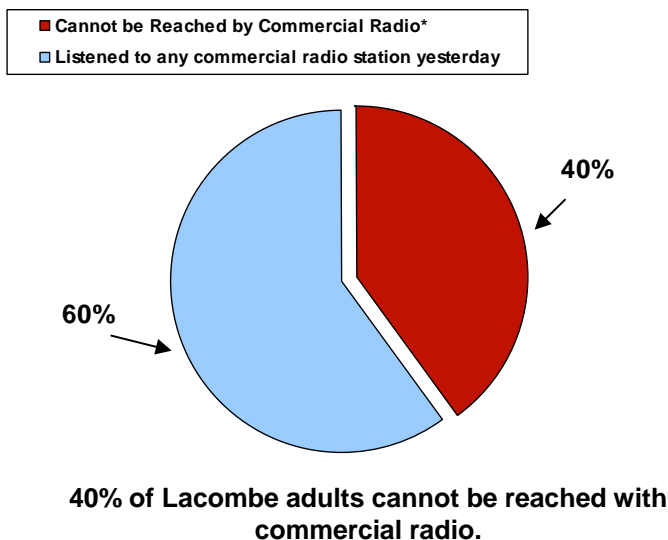
*(Read Always Or Sometimes)*

37% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

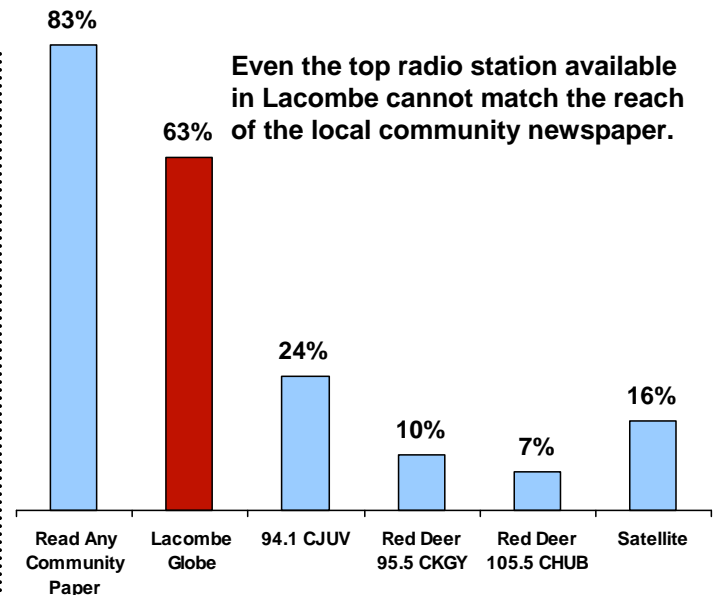
Automotive Supply or Service	37%
Computer Hardware or Software	47%
Department Stores including Clothing	69%
Drug Store or Pharmacy	62%
Fast Food Restaurant	36%
Furniture or Appliances or Electronics	65%
Grocery Store	68%
Home Improvement Store	69%
Investment or Banking Services	23%
Telecommunication and Wireless Products	29%
Other Products or Services	62%

## 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