

# Farm 'n' Friends

**Publication:** Farm 'n' Friends

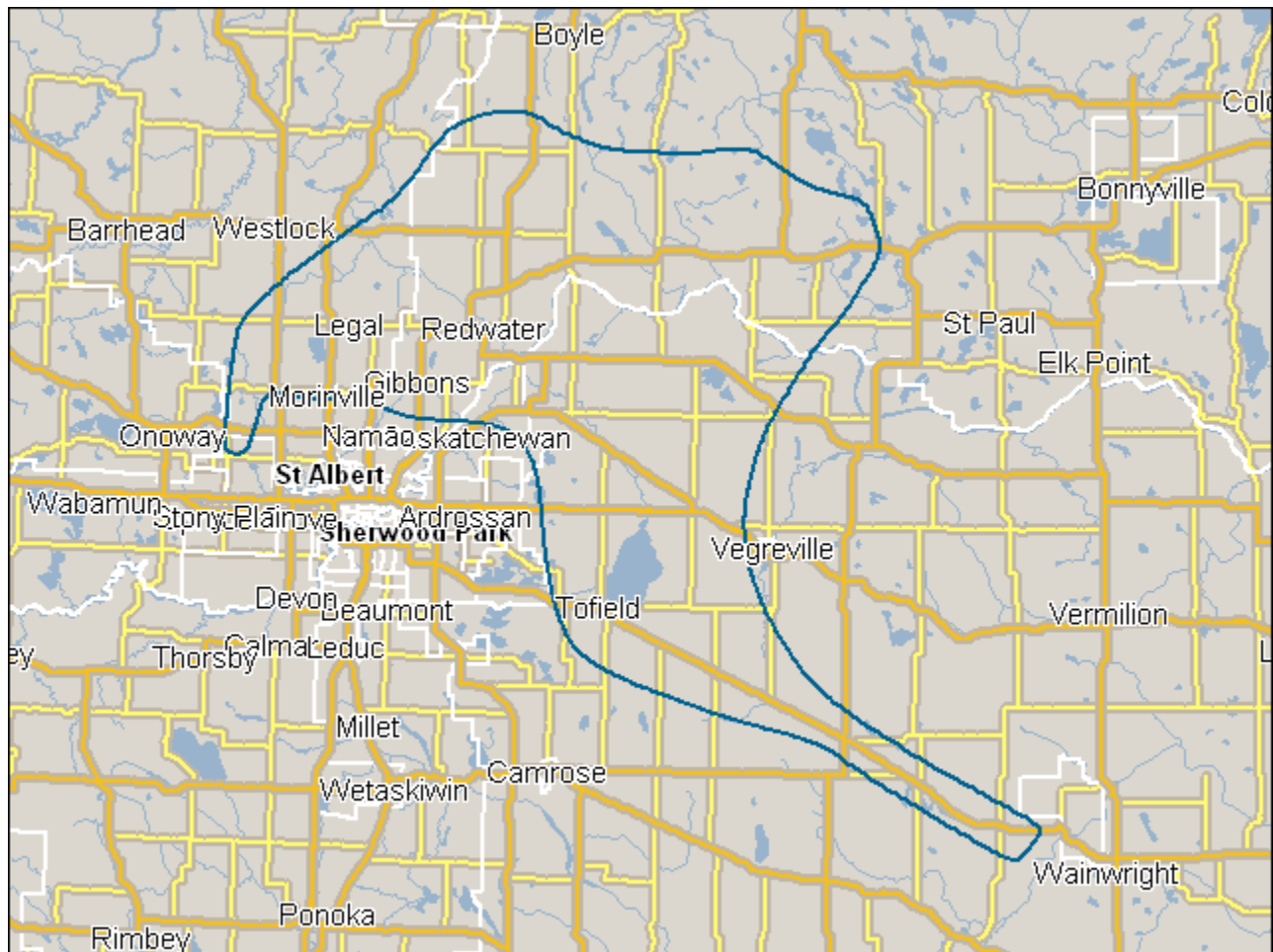
**Code:** 80407

**Market:** Lamont, AB

**Population:** 31 268

**Publishing Day:** Friday

**Source:** ComBase 2008 Study

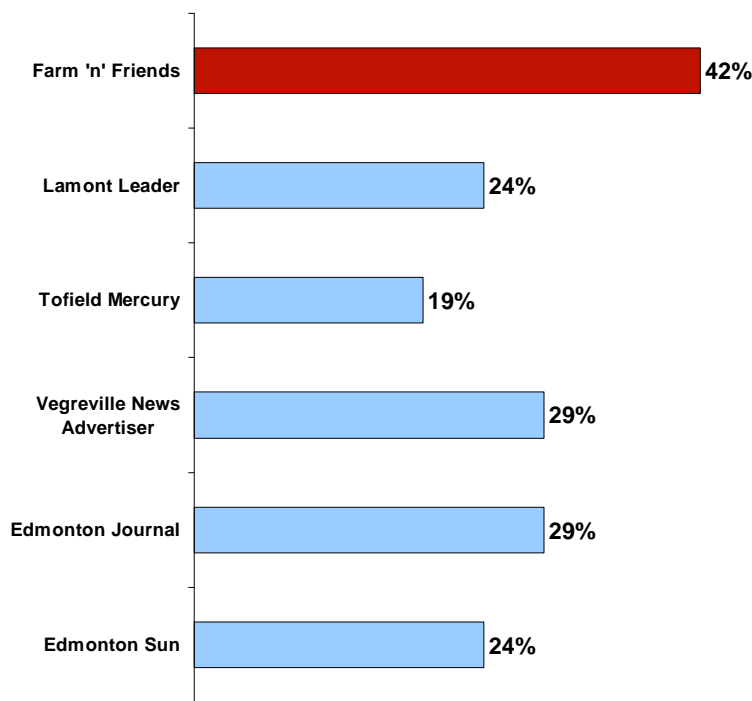


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

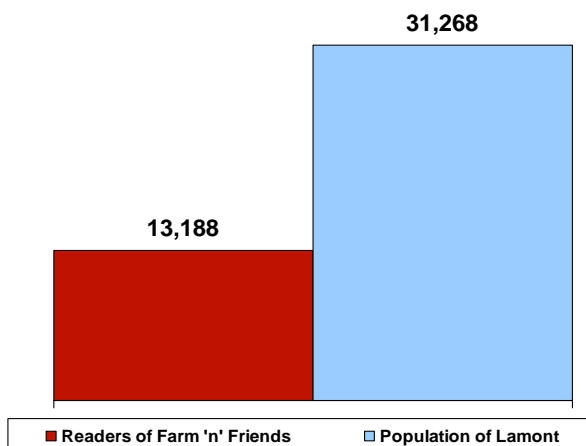
## NET READERSHIP\*

42% of Lamont adults read any of the last 4 issues of Farm 'n' Friends.



## NET READERS

13,188 Lamont adults read any of the last 4 issues of Farm 'n' Friends.



## NEWSPAPER READERSHIP

- 82% of Lamont adults read any community newspaper.
- 44% of Lamont adults read any daily newspaper.
- 45% of Lamont adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Farm 'n' Friends

- 51% of females read Farm 'n' Friends.\*

### GENDER

Male	33%
Female	51%

### AGE

18-34 years old	32%
35-49 years old	48%
50+ years old	45%

### EDUCATION

High School or less	36%
Tech. or College	51%
University +	54%

### HOUSEHOLD INCOME

<\$30K	28%
\$30-49K	40%
>\$50K	39%

### RESIDENCE

Own Residence	43%
Rent Residence	38%

### FAMILY STATUS

With children	41%
Without children	43%

\* 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

53% of Farm 'n' Friends readers said they read their community newspaper for advertising.

	Farm 'n' Friends Readers*	Community Newspaper Readers**
Editorial	52%	42%
Local News	94%	86%
Local Events	85%	79%
Classified	50%	50%
Real Estate	45%	42%
Jobs/Employment	29%	33%
Advertising	53%	51%
Flyers	52%	46%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

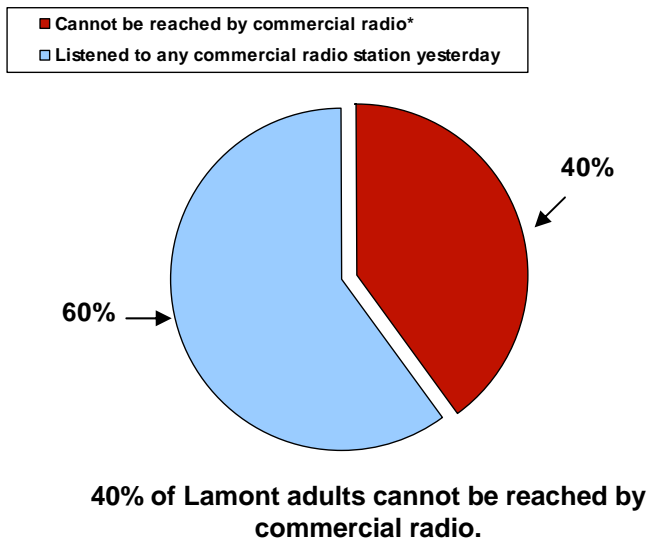
*(Read Always Or Sometimes)*

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

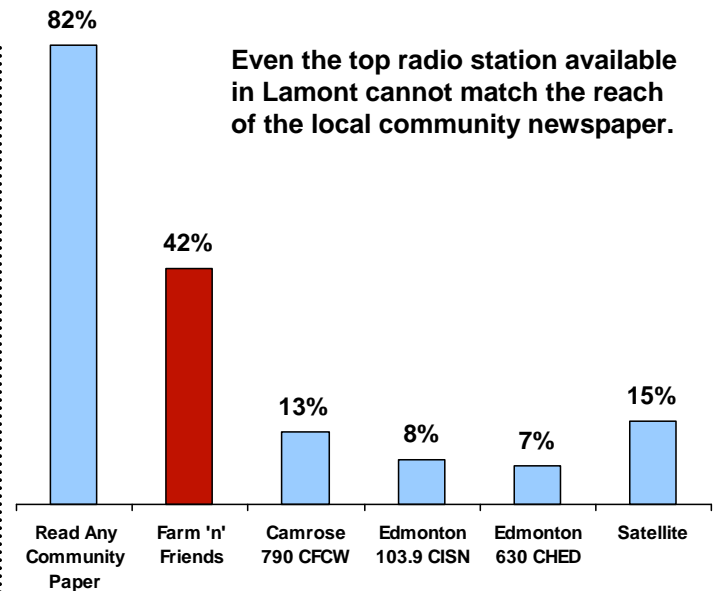
Automotive Supply or Service	47%
Computer Hardware or Software	48%
Department Stores including Clothing	71%
Drug Store or Pharmacy	63%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	68%
Grocery Store	80%
Home Improvement Store	72%
Investment or Banking Services	30%
Telecommunication and Wireless Products	30%
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