

Lethbridge Sun Times

Publication: Lethbridge Sun Times

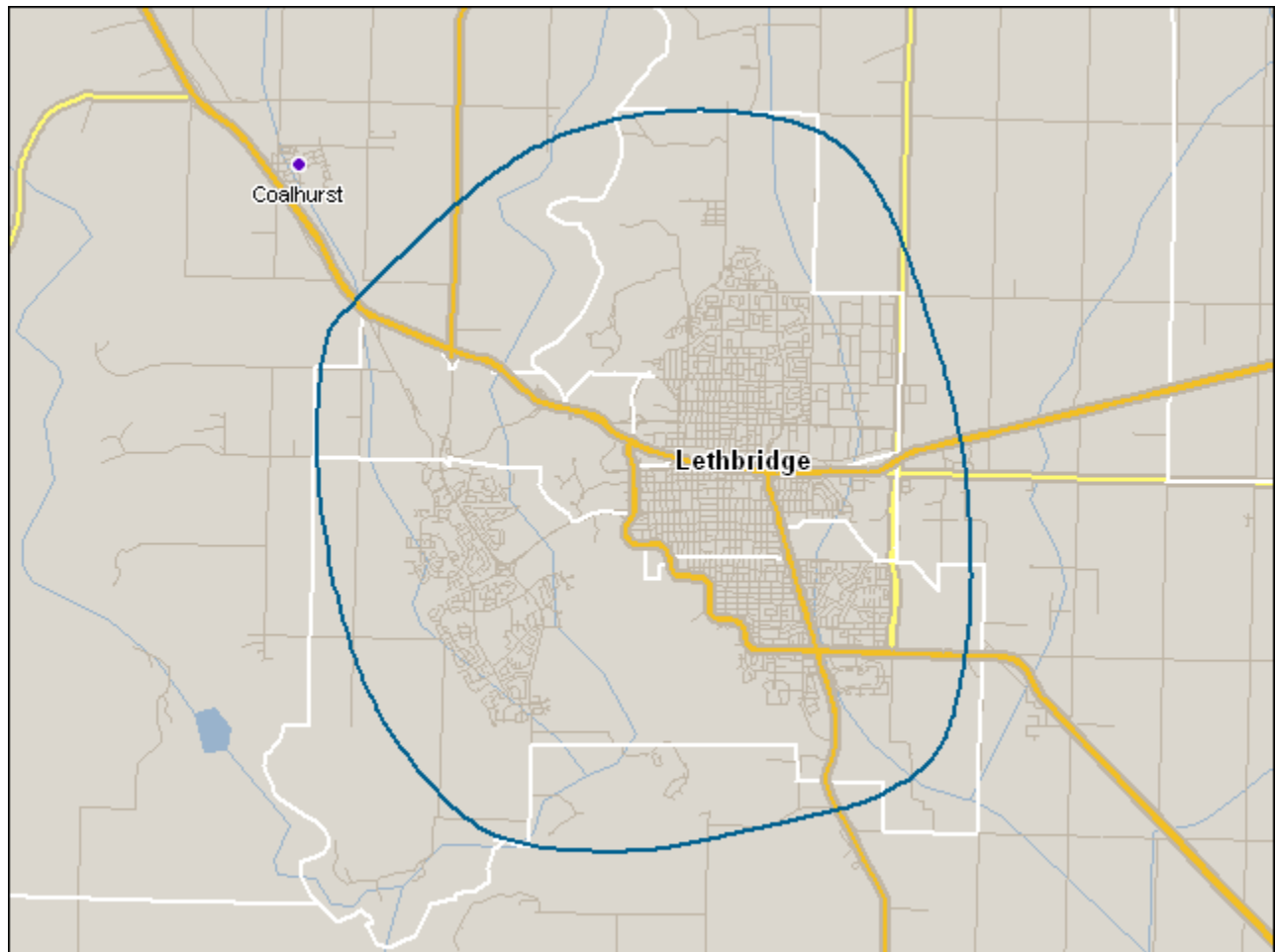
Code: 80027

Market: Lethbridge, AB

Population: 59 239

Publishing Day: Wednesday

Source: ComBase 2008 Study

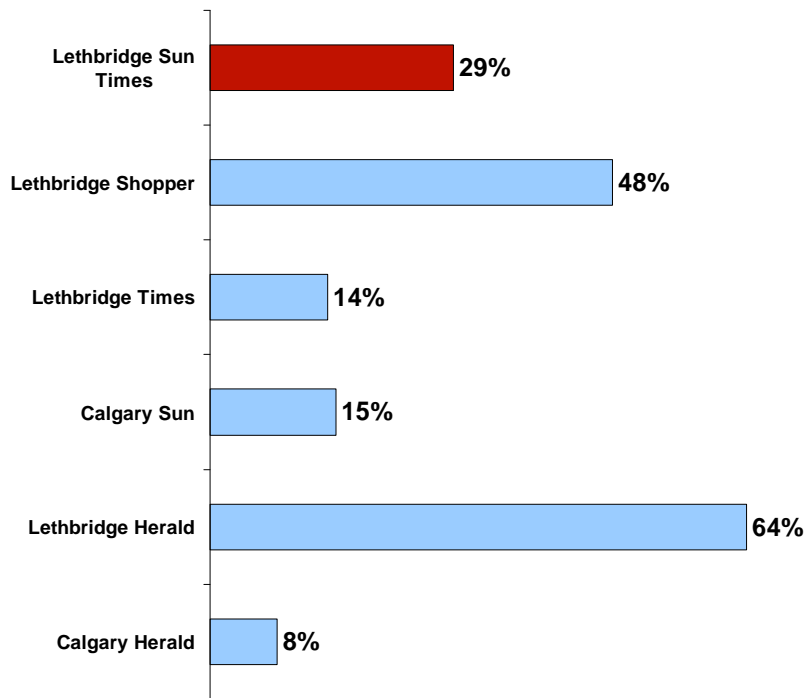


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

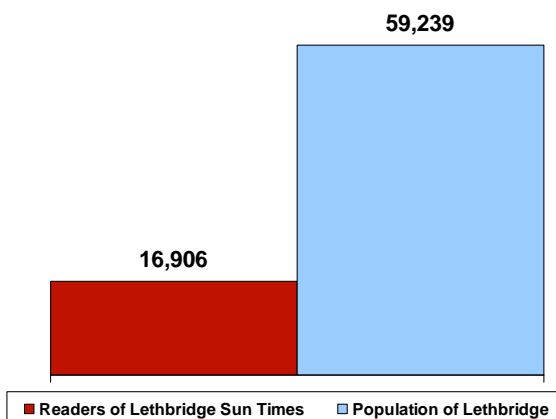
NET READERSHIP*

29% of Lethbridge adults read any of the last 4 issues of Lethbridge Sun Times.



NET READERS

16,906 Lethbridge adults read any of the last 4 issues of Lethbridge Sun Times.



NEWSPAPER READERSHIP

- 60% of Lethbridge adults read any community newspaper.
- 69% of Lethbridge adults read any daily newspaper.
- 17% of Lethbridge adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Lethbridge Sun Times

- 29% of females read Lethbridge Sun Times.*

GENDER

Male	28%
Female	29%

AGE

18-34 years old	12%
35-49 years old	42%
50+ years old	32%

EDUCATION

High School or less	30%
Tech. or College	31%
University +	27%

HOUSEHOLD INCOME

<\$30K	22%
\$30-49K	25%
>\$50K	32%

RESIDENCE

Own Residence	30%
Rent Residence	23%

FAMILY STATUS

With children	31%
Without children	27%

* 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

MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

33% of Lethbridge Sun Times readers said the main reason for reading the paper is advertising.

	Lethbridge Sun Times Readers*	Community Newspaper Readers**
Editorial	50%	33%
Local News	67%	67%
Local Events	56%	49%
Classified	55%	49%
Real Estate	22%	19%
Jobs/Employment	23%	23%
Advertising	33%	29%
Flyers	40%	32%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

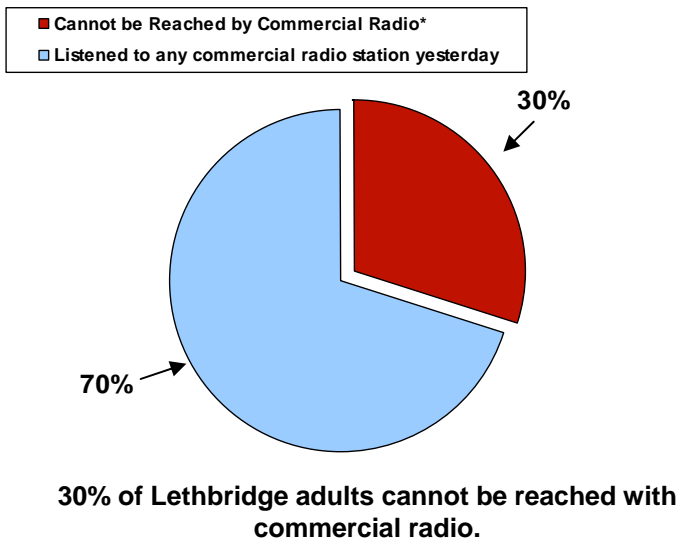
(Read Always Or Sometimes)

43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

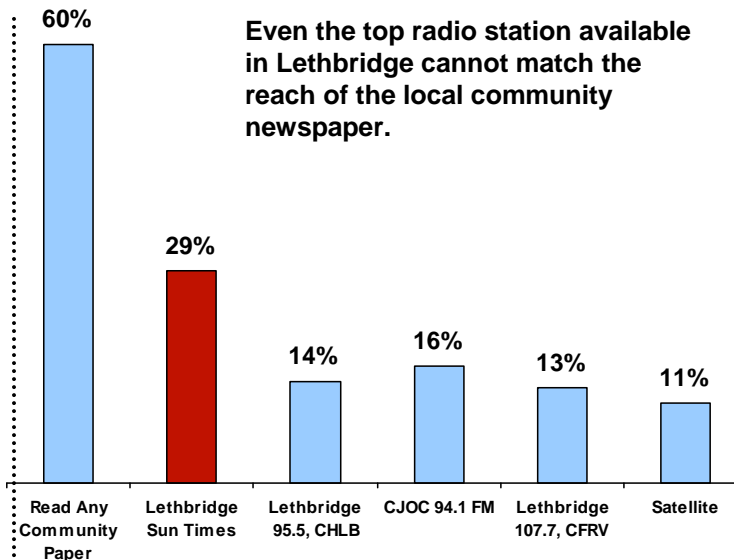
Automotive Supply or Service	43%
Computer Hardware or Software	49%
Department Stores including Clothing	78%
Drug Store or Pharmacy	65%
Fast Food Restaurant	57%
Furniture or Appliances or Electronics	74%
Grocery Store	87%
Home Improvement Store	74%
Investment or Banking Services	29%
Telecommunication and Wireless Products	30%
Other Products or Services	72%

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