

# Community Newspaper Readership

Lethbridge, AB

# *Lethbridge Sun Times* **Newspaper Readership**

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  - % Readership by publication
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  - Gender and Age
  - Employment Status and Home Ownership
  - Family Status
  - Household Income

# Study Overview

**Source:** ComBase 2004/2005 National Study

**Base:** Lethbridge 2 Yr Data \*

**Demo:** Adults 18+

**Weighted Population:** 60,500

**Competitive Data:** compares three highest read publications in each market, Adults 18+

*ComBase 2004/2005 is a combination of interviews from Wave 1 (October 2002 to June 2003) and Wave 2 (October 2004 to June 2005).*

*ComBase is conducted by Maritz Research.*

\*in future this area will be referred to as Lethbridge

**ComBase**  
COMMUNITY NEWSPAPERS – DEFINITELY

# What is ComBase?

The Most Comprehensive Print Study in the World!

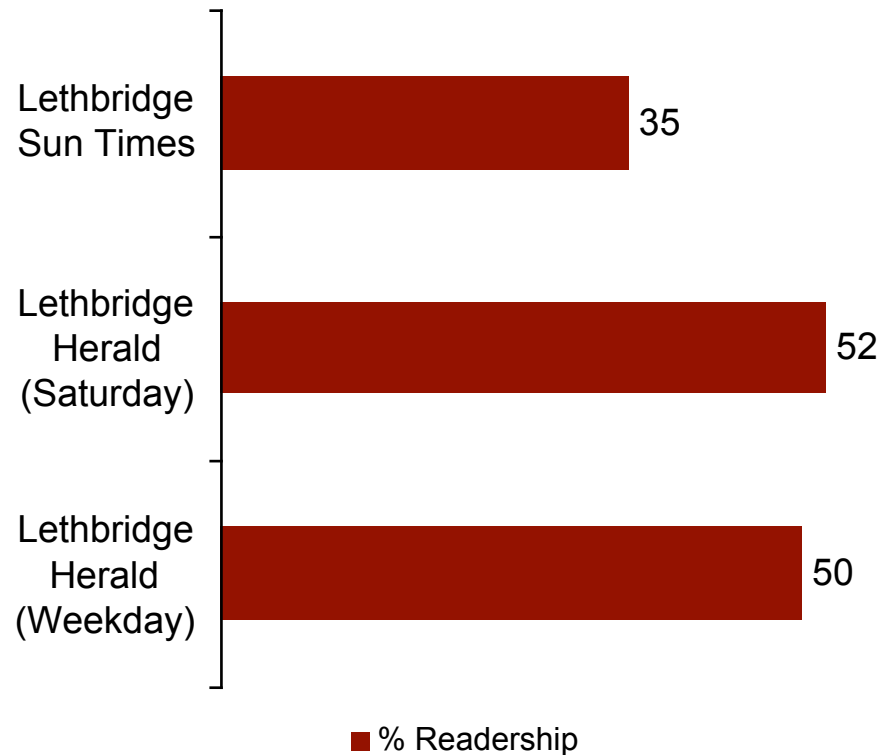
## ComBase = Community Newspaper Database

- Both the Research Bureau and the study
- Initiative of CCNA and its members
- Stand-alone incorporated company
- Governed by an independent, fully tri-partite Board
- Arms-length relationship to the industry
- Completely funded by 300+ member papers
- Support from independents and large groups
- Small and large papers across Canada
- 400+ markets and sub-markets
- 25,000+ interviews per wave
- 50,000+ total interviews
- 2-year rolling study
- All provinces represented
- 800+ publications – community and daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

# Newspaper Readership Overview

## (Lethbridge, AB)

- Readership of the *Lethbridge Sun Times* is **35%**
- Readership of the *Lethbridge Herald (Saturday)* is **52%**
- Readership of the *Lethbridge Herald (Weekday)* is **50%**



Source: ComBase 2004/2005 National Study  
\*Base Population – Lethbridge Canadian 2 Yr Data (60,500)

# Readership Overview

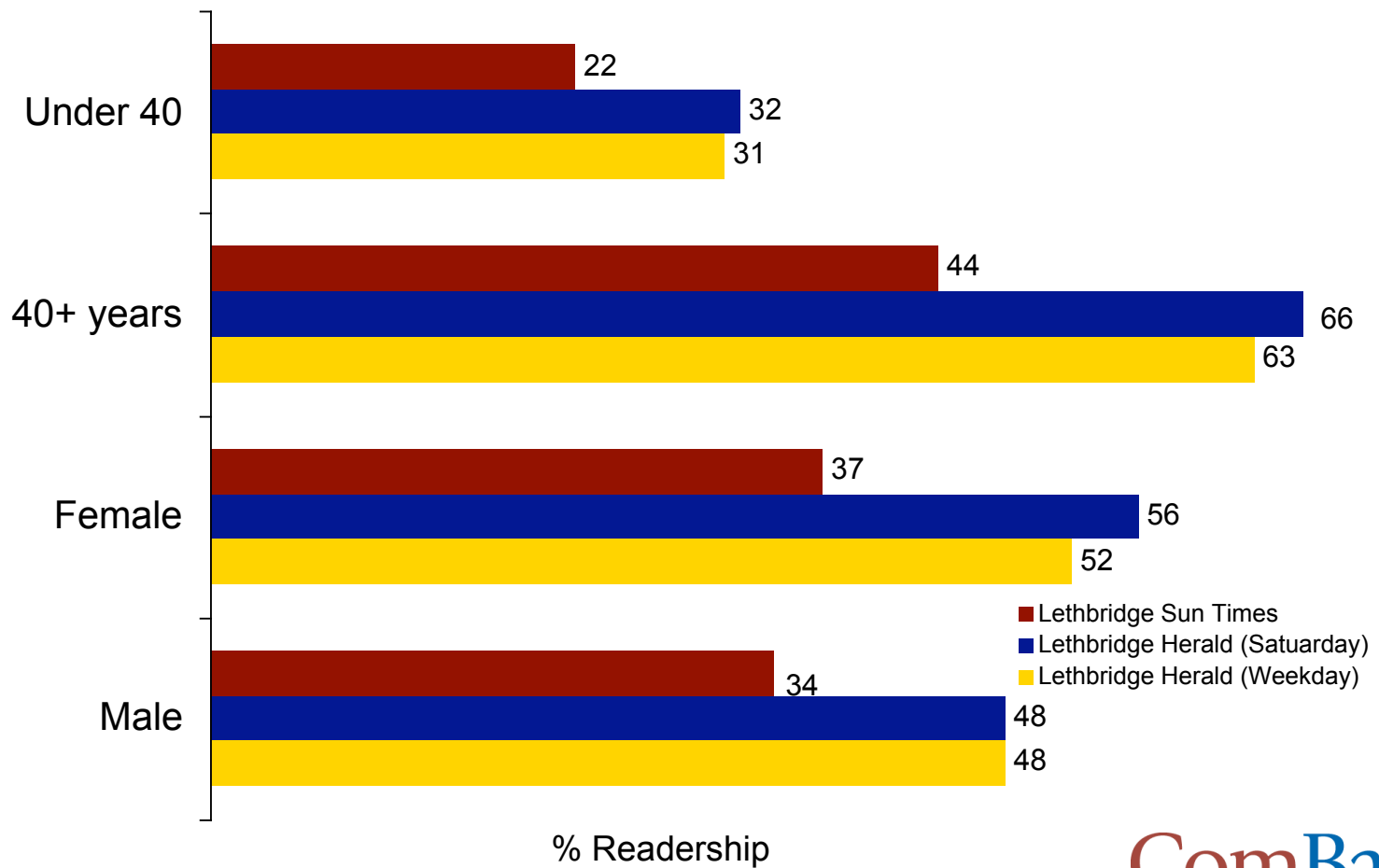
- **35%** of Lethbridge adults report reading the *Sun Times* – this represents 21,300 readers
- The *Lethbridge Herald (Saturday)* reports **52%** readership (31,600 readers)
- The *Lethbridge Herald (Weekday)* reports **50%** readership (30,200 readers)

# Demographics Overview

**Because of their high reach, community newspapers attract a desirable audience comprised of:**

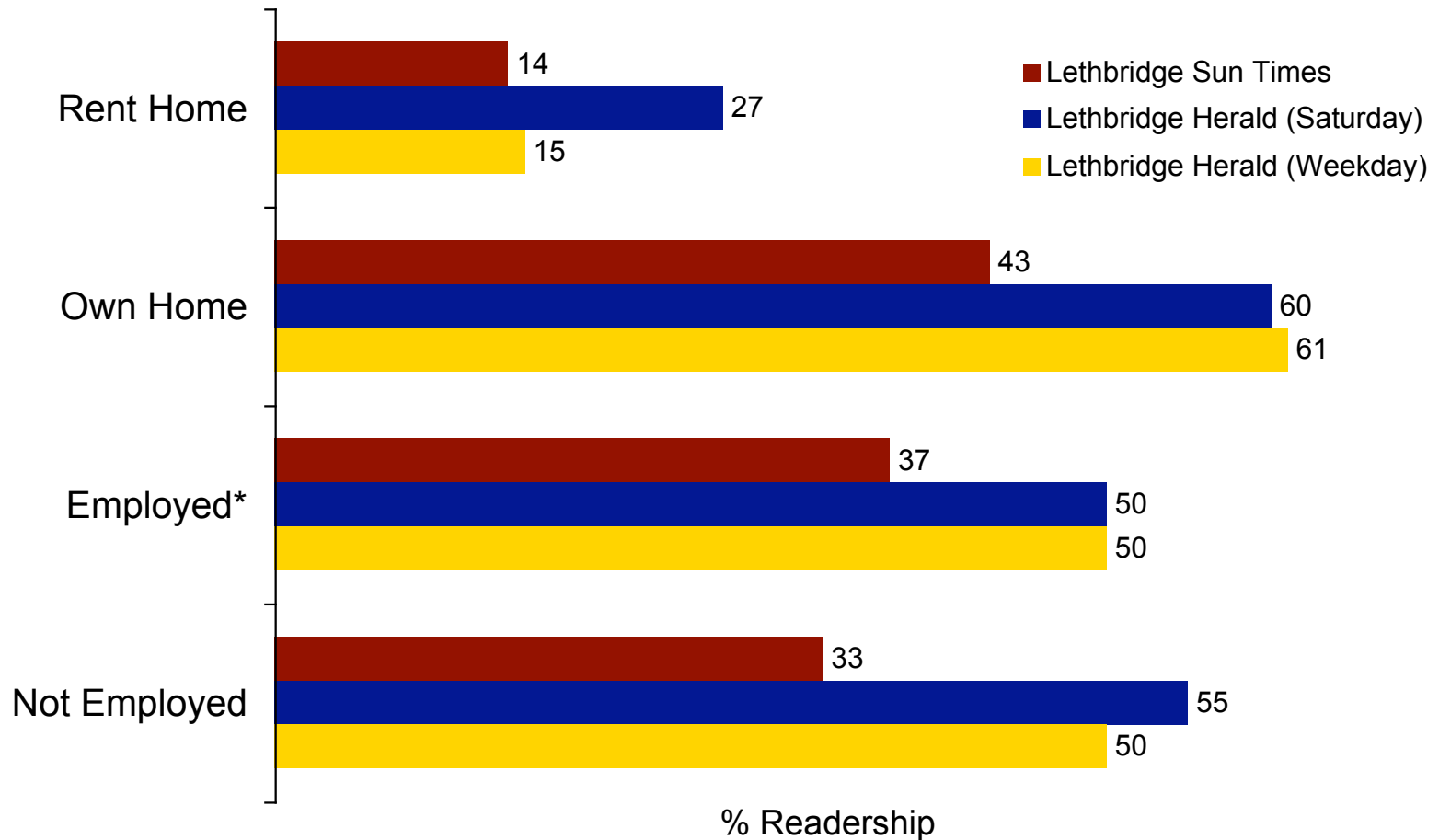
- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

# % Reach by Demographic Sector (Lethbridge, AB)



Source: ComBase 2004/2005 National Study  
\*Base Population – Lethbridge 2 Yr Data (60,500)

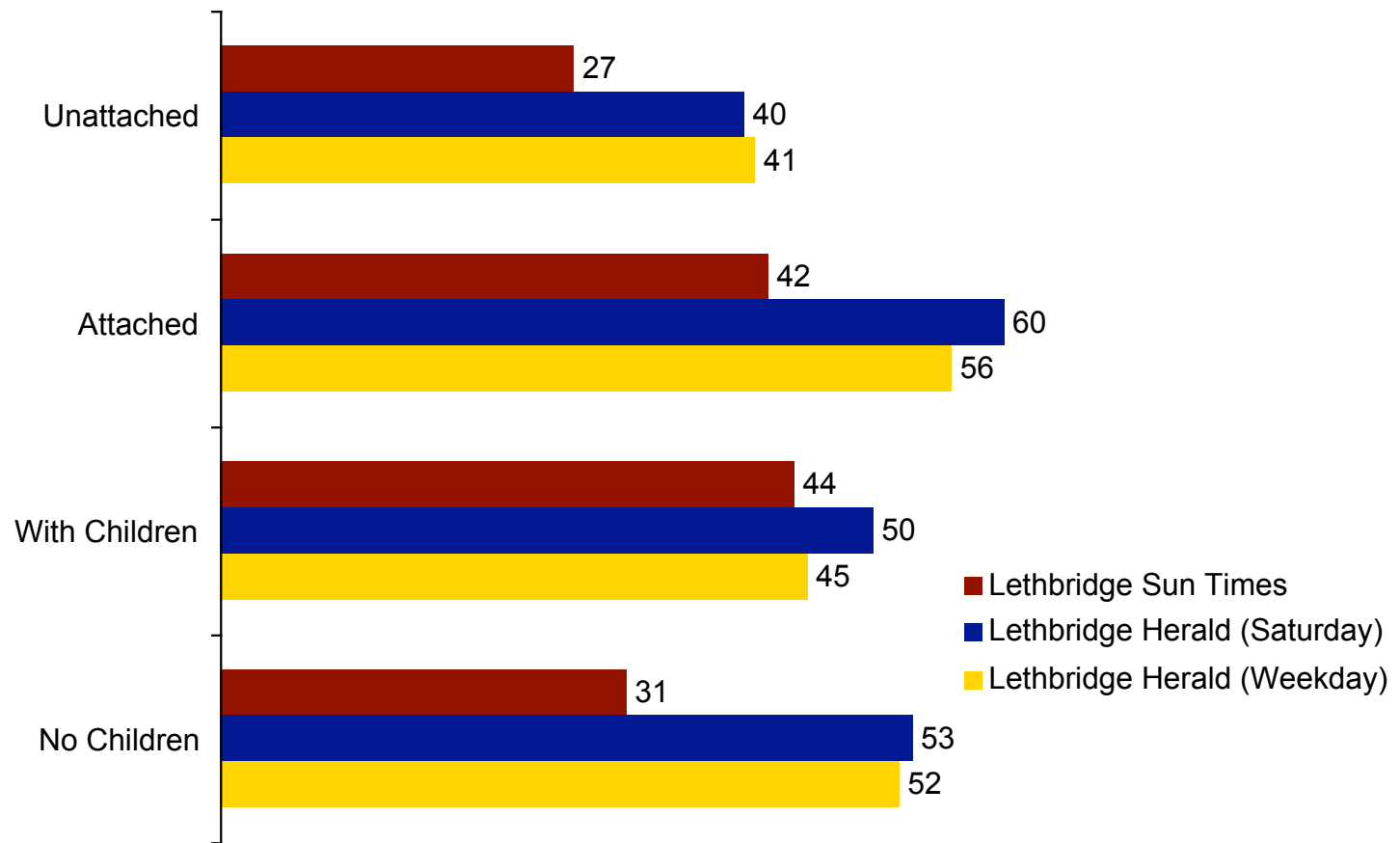
# % Reach by Demographic Sector (Lethbridge, AB)



Source: ComBase 2004/2005 National Study

\*Base Population – Lethbridge 2 Yr Data (60,500) \* Full/Part time or Self Employed

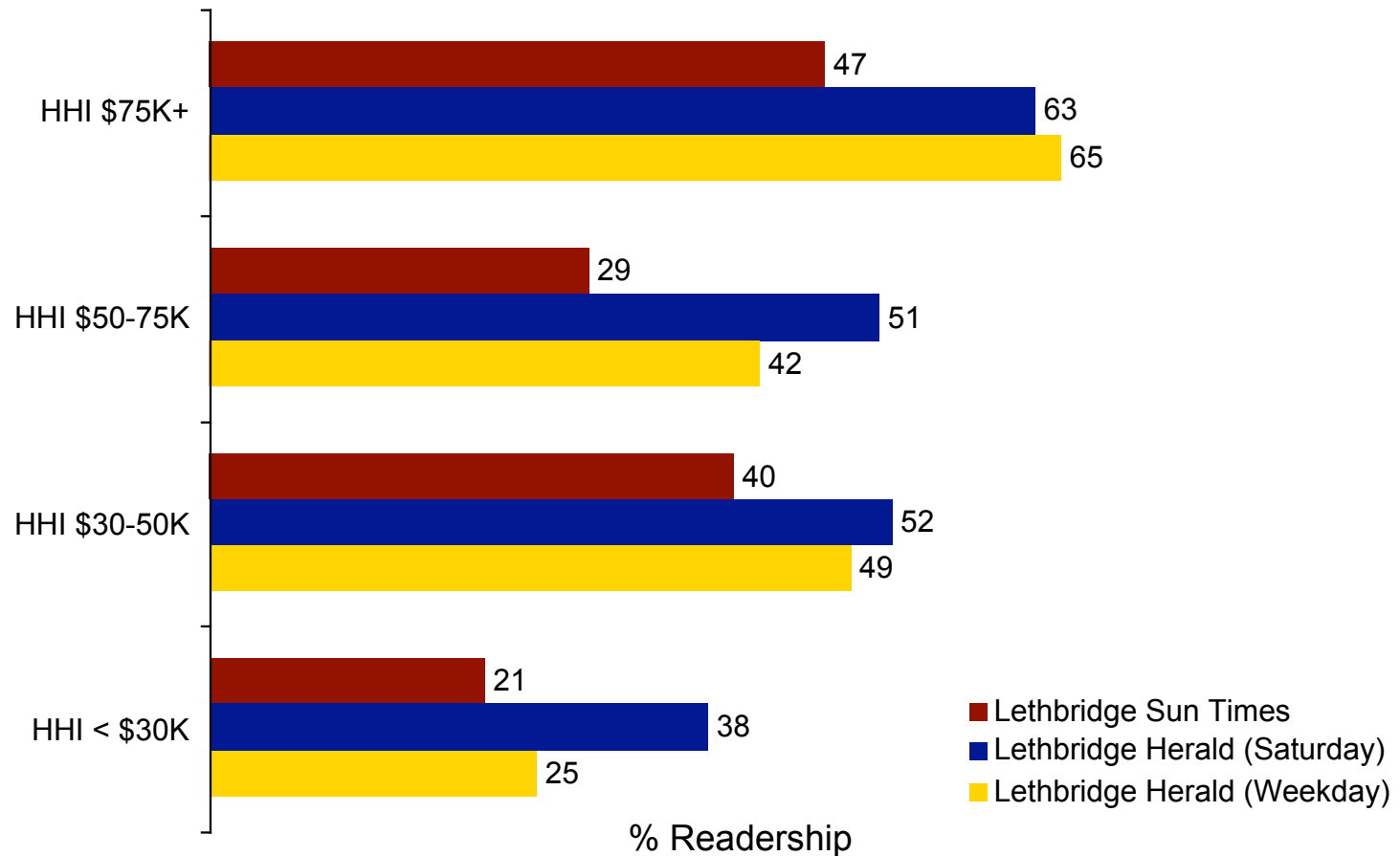
# % Reach by Demographic Sector (Lethbridge, AB)



Source: ComBase 2004/2005 National Study  
\*Base Population – Lethbridge 2 Yr Data (60,500)

% Readership

# % Reach by Demographic Sector (Lethbridge, AB)



Source: ComBase 2004/2005 National Study  
\*Base Population – Lethbridge 2 Yr Data (60,500)