

# Provost News

**Publication:** Provost News

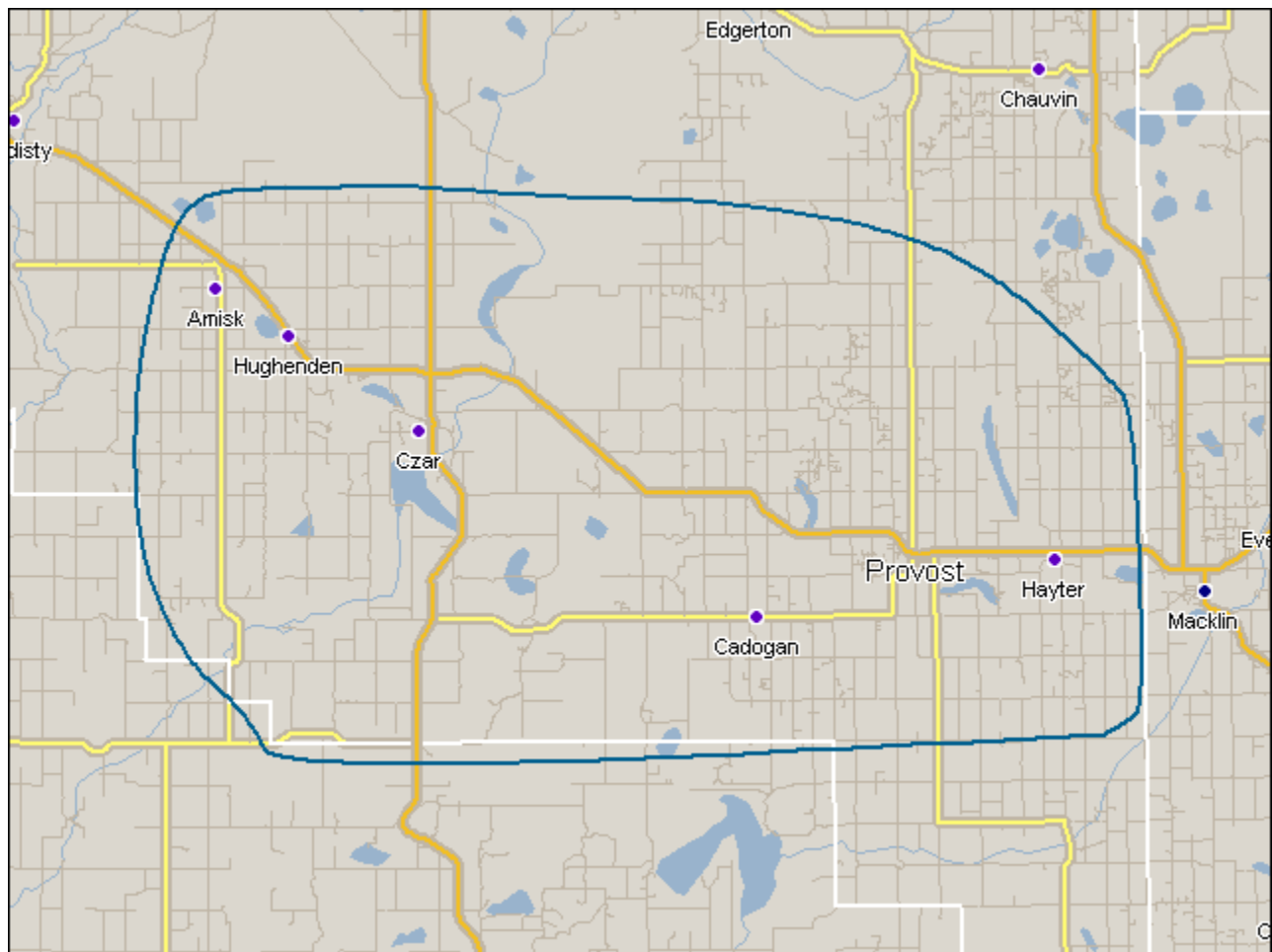
**Code:** 80053

**Market:** Provost, AB

**Population:** 3 456

**Publishing Days:** Wednesday

**Source:** ComBase 2008 Study

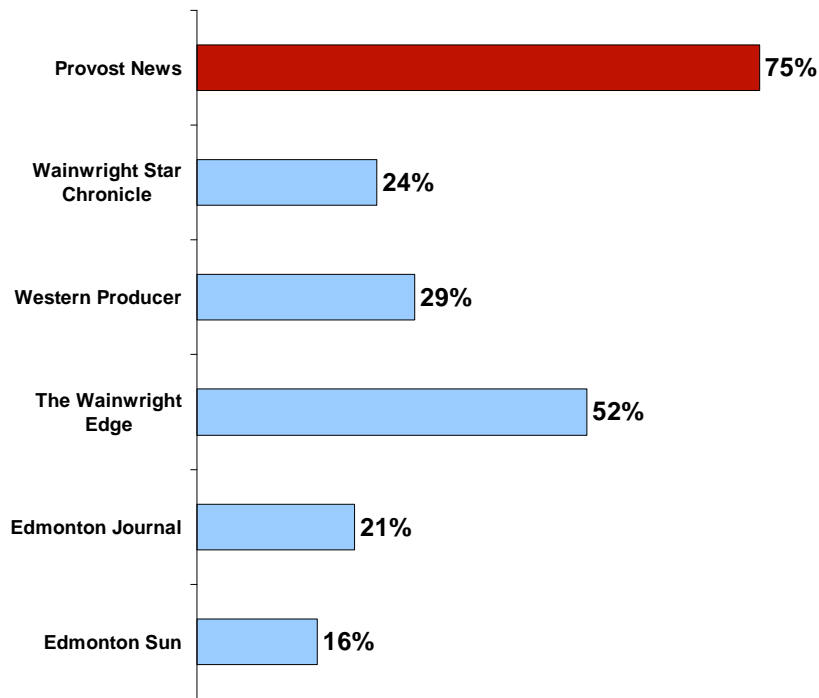


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

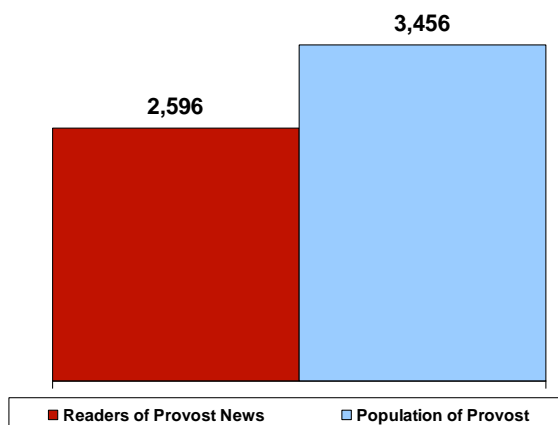
## NET READERSHIP\*

75% of Provost adults read any of the last 4 issues of Provost News.



## NET READERS

2,596 Provost adults read any of the last 4 issues of Provost News.



## NEWSPAPER READERSHIP

- 90% of Provost adults read any community newspaper.
- 32% of Provost adults read any daily newspaper.
- 59% of Provost adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Provost News

- 82% of females read Provost News.\*

#### GENDER

Male	69%
Female	82%

#### AGE

18-34 years old	61%
35-49 years old	79%
50+ years old	78%

#### EDUCATION

High School or less	71%
Tech. or College	76%
University +	84%

#### HOUSEHOLD INCOME

<\$30K	94%
\$30-49K	95%
>\$50K	68%

#### RESIDENCE

Own Residence	74%
Rent Residence	87%

#### FAMILY STATUS

With children	65%
Without children	83%

\* 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

49% of Provost News readers said they read their community newspaper for advertising.

	Provost News Readers*	Community Newspaper Readers**
Editorial	49%	50%
Local News	90%	90%
Local Events	82%	82%
Classified	56%	56%
Real Estate	28%	32%
Jobs/Employment	34%	35%
Advertising	49%	53%
Flyers	24%	29%

\*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)*

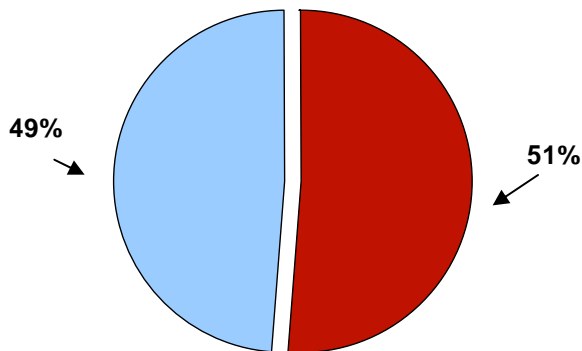
45% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	45%
Computer Hardware or Software	41%
Department Stores including Clothing	60%
Drug Store or Pharmacy	59%
Fast Food Restaurant	29%
Furniture or Appliances or Electronics	54%
Grocery Store	66%
Home Improvement Store	62%
Investment or Banking Services	30%
Telecommunication and Wireless Products	34%
Other Products or Services	48%

## COMMUNITY PRINT MEDIA VS. RADIO

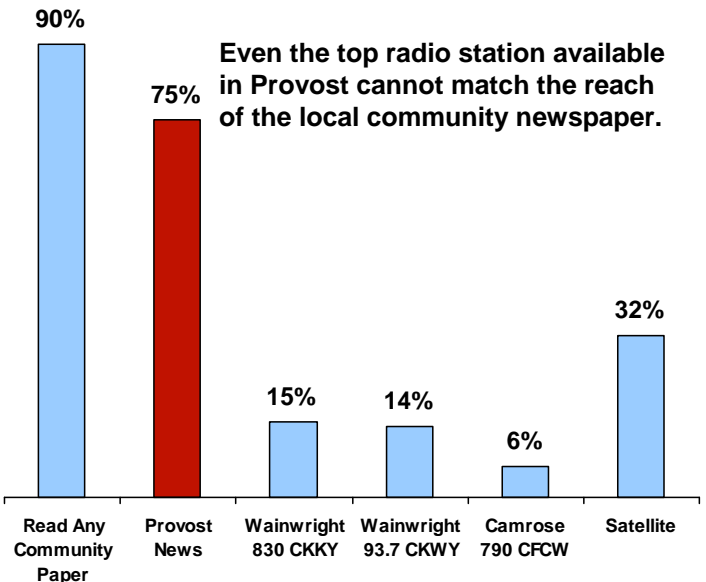
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



51% of Provost adults cannot be reached with commercial radio.

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



Even the top radio station available in Provost cannot match the reach of the local community newspaper.

Source: ComBase 2008