

Community Newspaper Readership

Red Deer, Alberta

Red Deer

Newspaper Readership

- **Study Overview**
- **What is ComBase**
- **Readership Overview**
 - % Readership by publication
 - Net Readers by publication
- **Demographics**
 - Gender and Age
 - Employment Status and Home Ownership
 - Family Status
 - Household Income

Study Overview

Source: ComBase 2004/2005 National Study

Base: Red Deer 2 Yr Data *

Demo: Adults 18+

Weighted Population: 52,200

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

ComBase 2004/2005 (conducted October 2004 to June 2005).

ComBase is conducted by Maritz Research.

*in future this area will be referred to as Red Deer

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

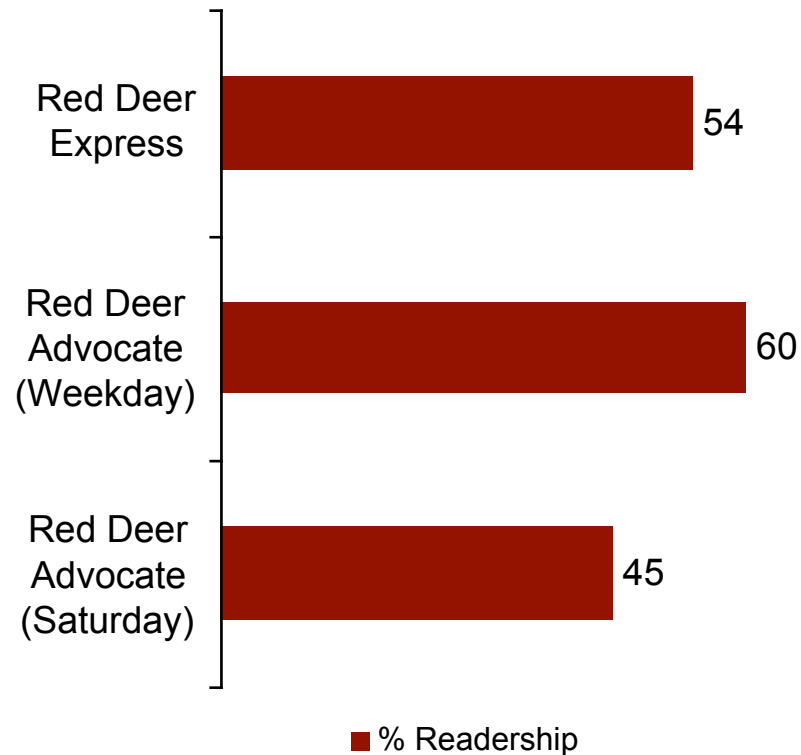
ComBase = Community Newspaper Database

- 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

(Red Deer, Alberta)

- Readership of the *Red Deer Express* is **54%**
- Readership of the *Red Deer Advocate (Weekday)* is **60%**
- Readership of the *Red Deer Advocate (Saturday)* is **45%**



Source: ComBase 2004/2005 National Study
*Base Population – Red Deer Canadian 2 Yr Data (52,200)

Readership Overview

- **54%** of Red Deer adults report reading the *Red Deer Express* – this represents 28,400 readers
- The *Red Deer Advocate (Weekday)* reports **60%** readership (31,300 readers)
- The *Red Deer Advocate (Saturday)* reports **45%** readership (23,700 readers)

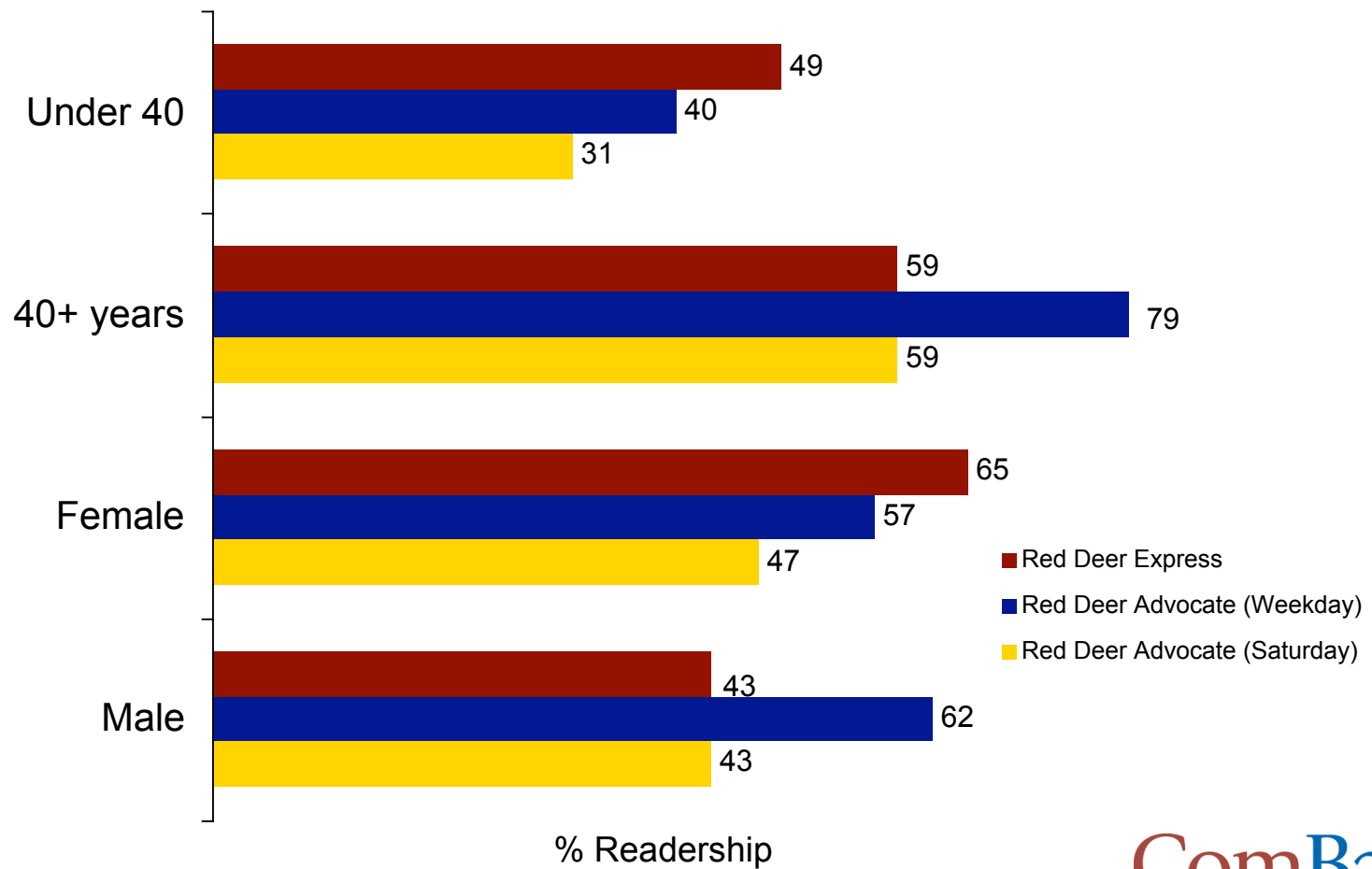
Demographics Overview

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

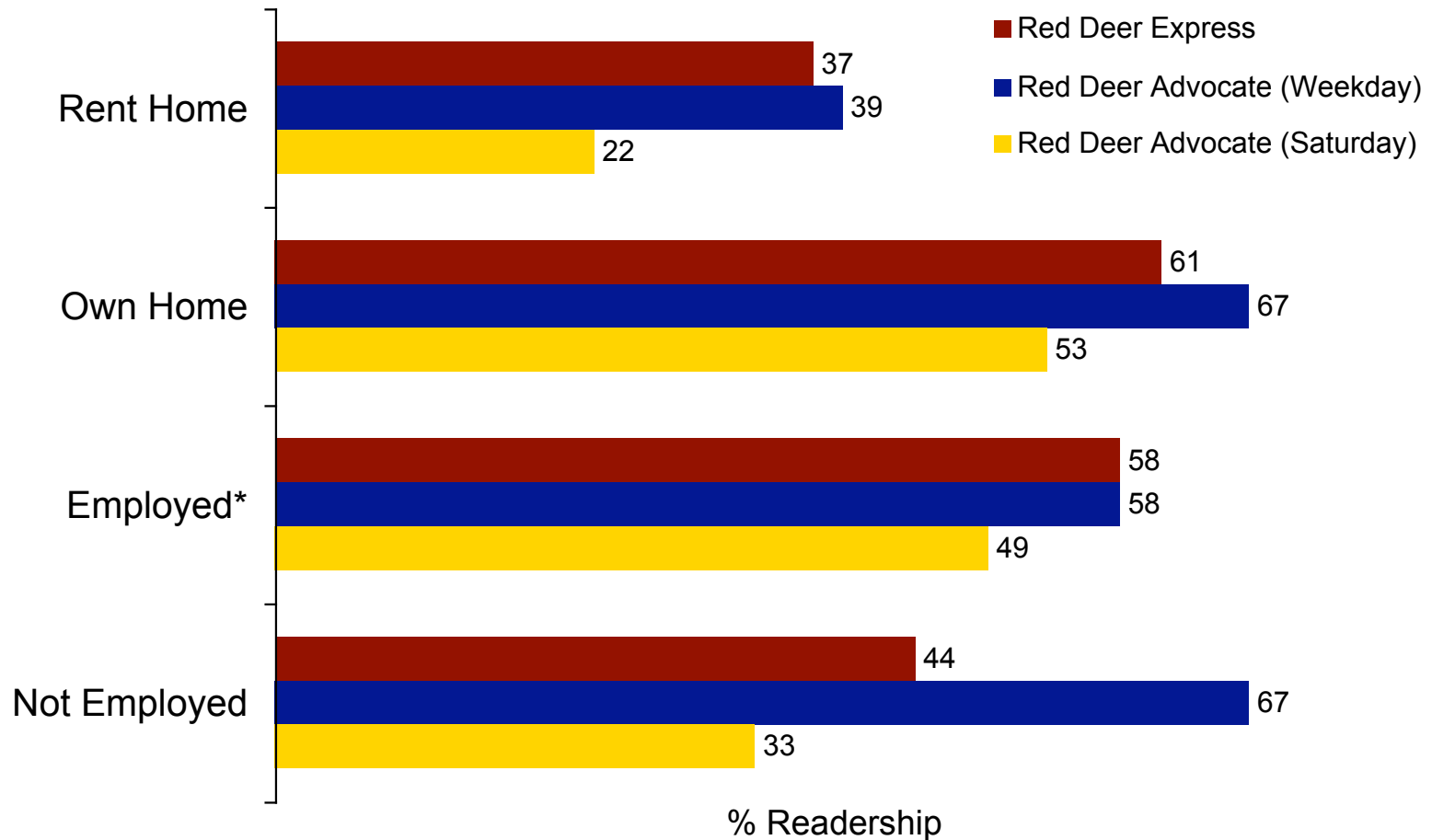
(Red Deer, Alberta)



Source: ComBase 2004/2005 National Study

*Base Population – Red Deer 2 Yr Data (52,200)

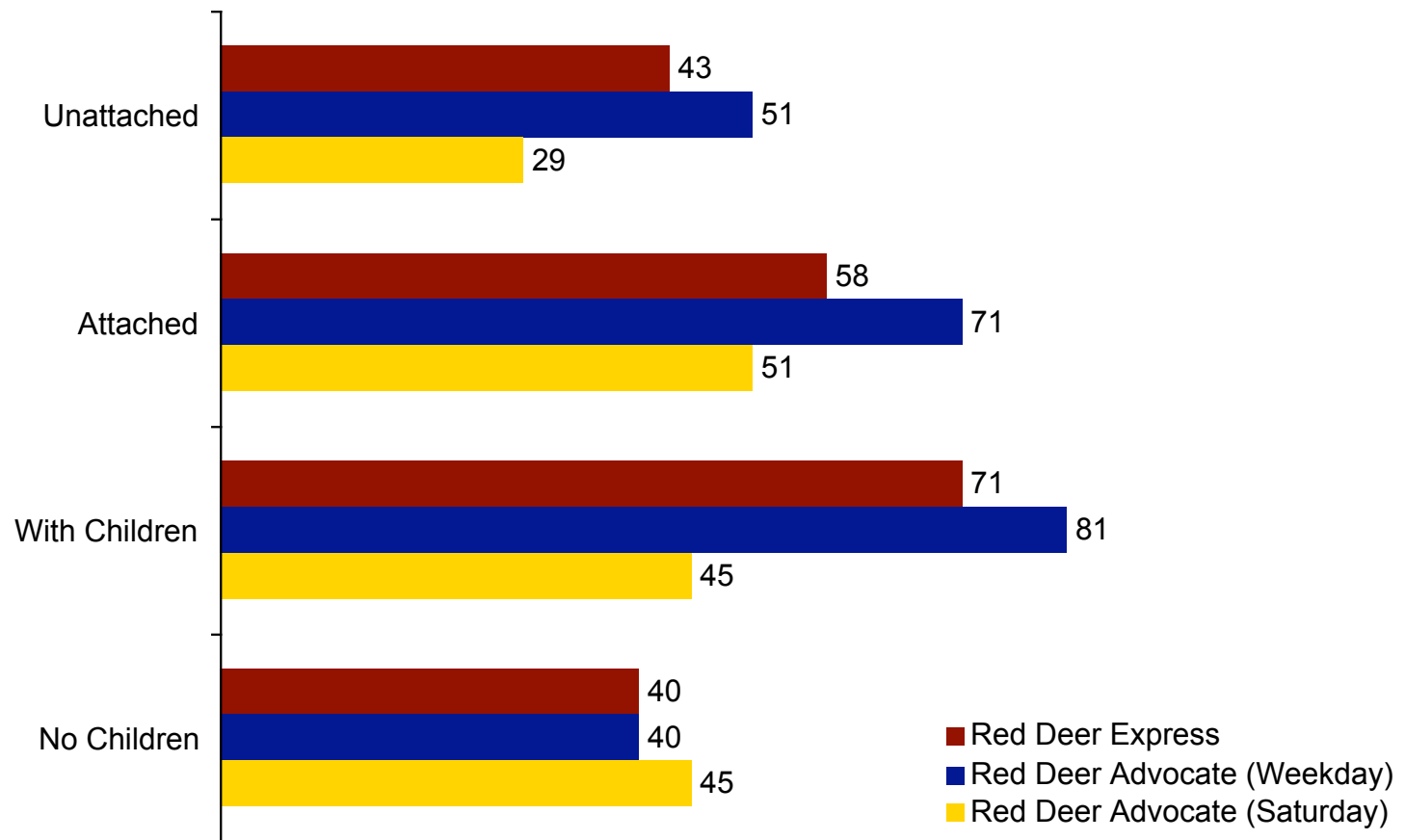
% Reach by Demographic Sector (Red Deer, Alberta)



Source: ComBase 2004/2005 National Study

*Base Population – Red Deer 2 Yr Data (52,200) * Full/Part time or Self Employed

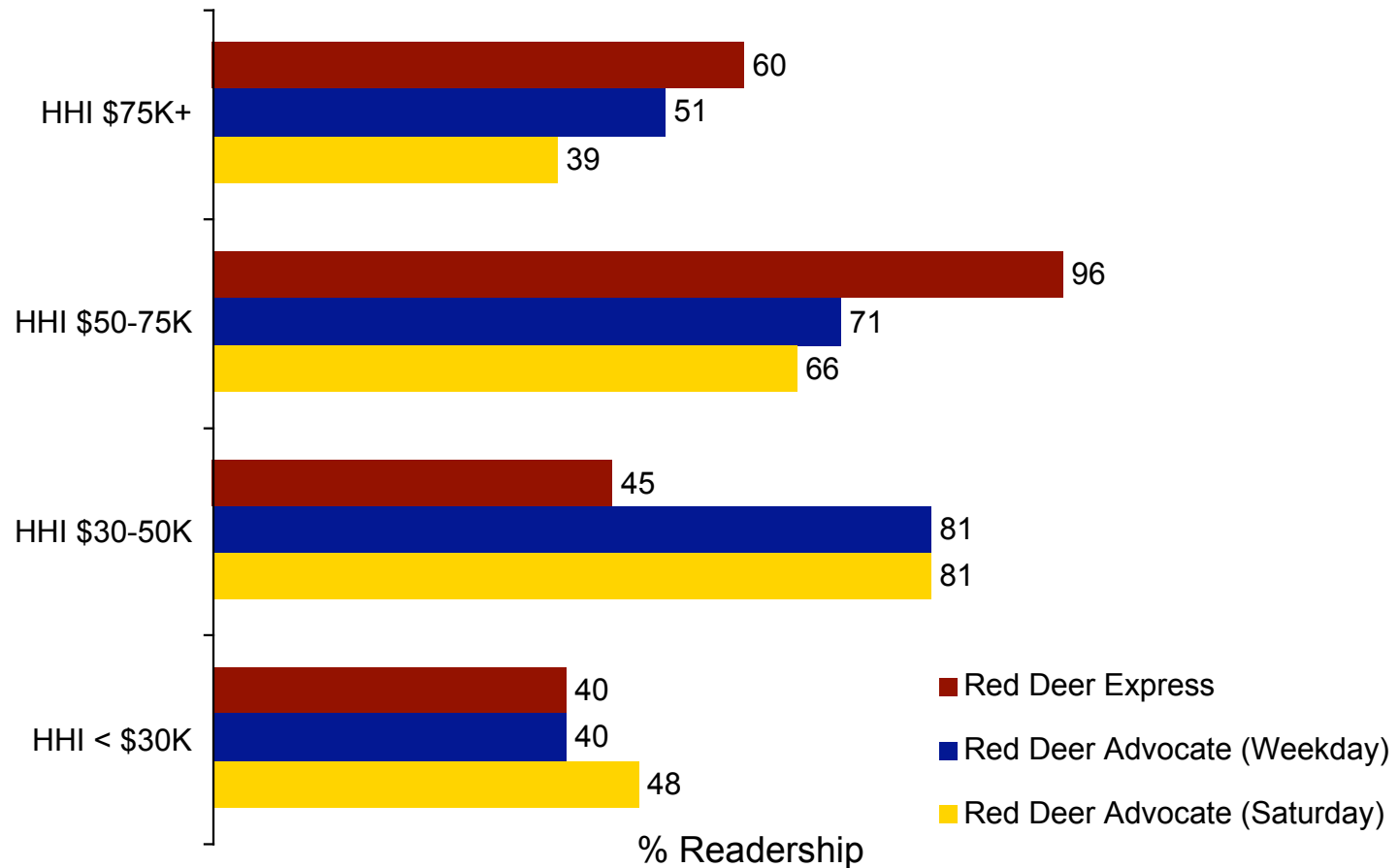
% Reach by Demographic Sector (Red Deer, Alberta)



Source: ComBase 2004/2005 National Study
*Base Population – Red Deer 2 Yr Data (52,200)

% Readership

% Reach by Demographic Sector (Red Deer, Alberta)



Source: ComBase 2004/2005 National Study

*Base Population – Red Deer 2 Yr Data (52,200)