

Red Deer Express

Publication: Red Deer Express

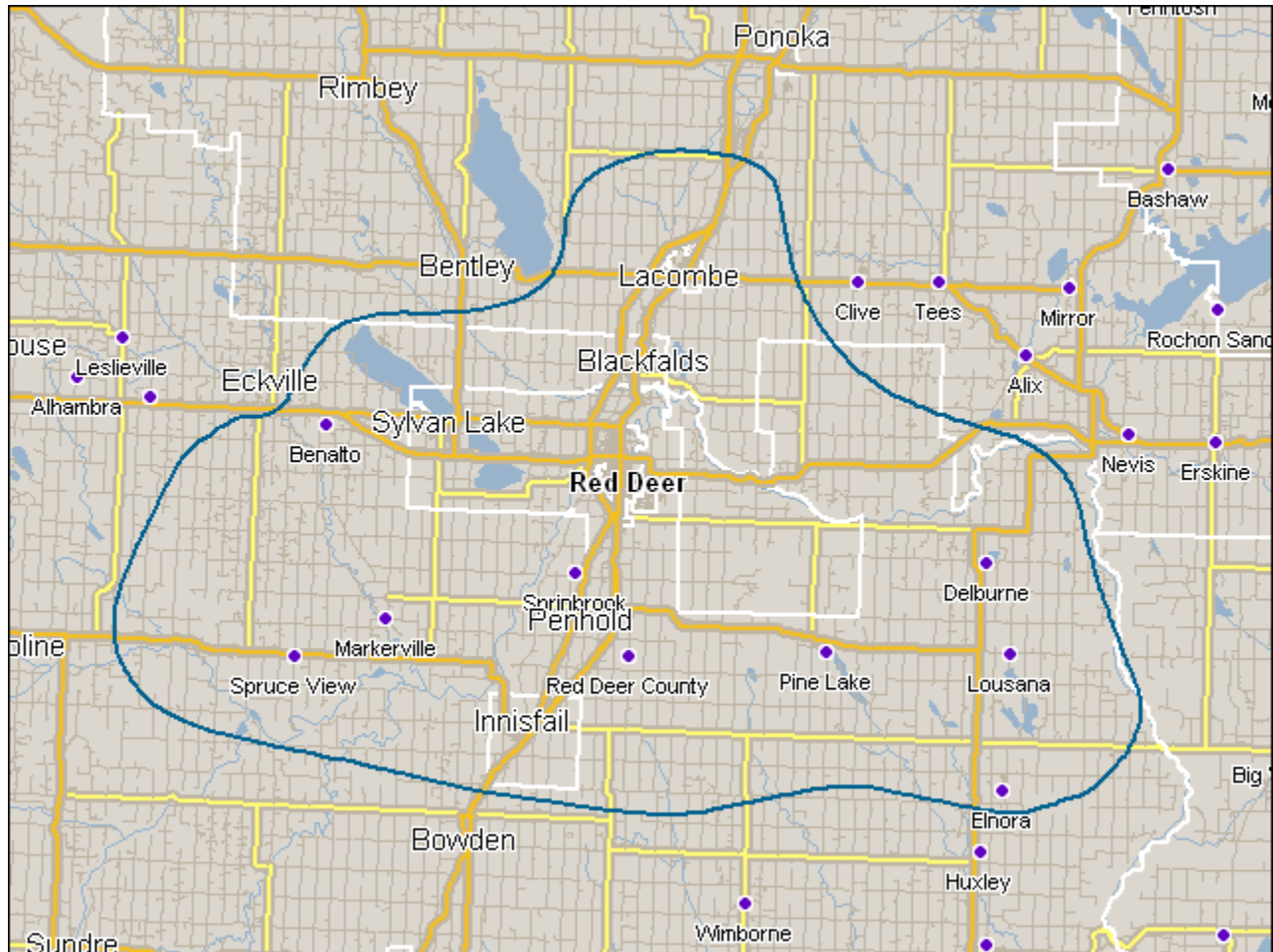
Code: 80210

Market: Red Deer, AB

Population: 103 157

Publishing Day: Wednesday

Source: ComBase 2008 Study

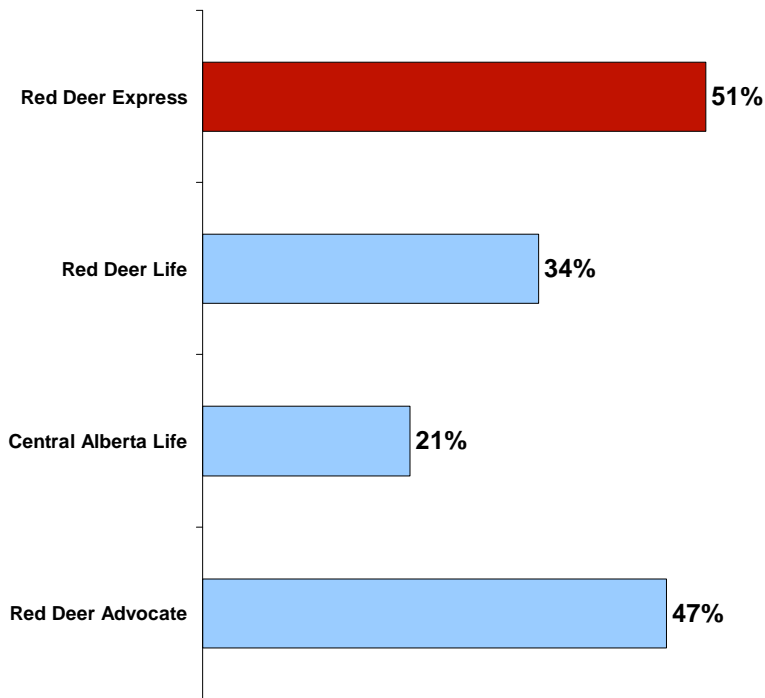


The measurement geography is based on data from Red Deer Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

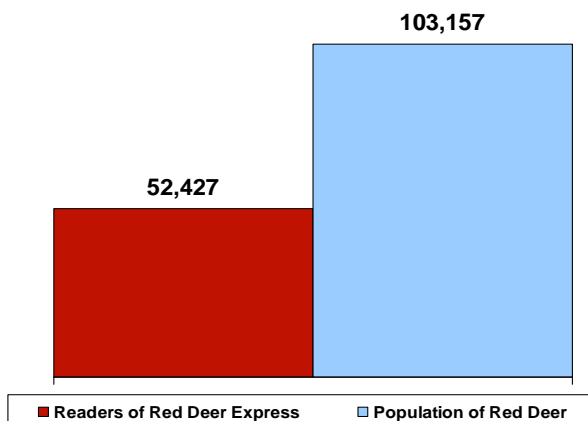
NET READERSHIP*

51% of Red Deer adults read any of the last 4 issues of Red Deer Express.



NET READERS

52,427 Red Deer adults read any of the last 4 issues of Red Deer Express.



NEWSPAPER READERSHIP

- 69% of Red Deer adults read any community newspaper.
- 58% of Red Deer adults read any daily newspaper.
- 25% of Red Deer adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Red Deer Express

- 54% of females read Red Deer Express.*

GENDER

Male	48%
Female	54%

AGE

18-34 years old	41%
35-49 years old	55%
50+ years old	57%

EDUCATION

High School or less	44%
Tech. or College	63%
University +	54%

HOUSEHOLD INCOME

<\$30K	40%
\$30-49K	67%
>\$50K	54%

RESIDENCE

Own Residence	55%
Rent Residence	39%

FAMILY STATUS

With children	57%
Without children	47%

* 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

31% of Red Deer Express readers said they read their community newspaper for advertising.

	Red Deer Express Readers*	Community Newspaper Readers**
Editorial	32%	29%
Local News	77%	76%
Local Events	58%	55%
Classified	46%	46%
Real Estate	26%	24%
Jobs/Employment	24%	22%
Advertising	31%	28%
Flyers	39%	34%

*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)

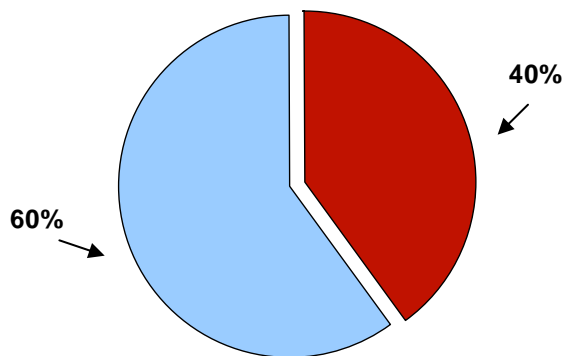
41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	41%
Computer Hardware or Software	48%
Department Stores including Clothing	69%
Drug Store or Pharmacy	61%
Fast Food Restaurant	40%
Furniture or Appliances or Electronics	71%
Grocery Store	75%
Home Improvement Store	69%
Investment or Banking Services	25%
Telecommunication and Wireless Products	35%
Other Products or Services	64%

COMMUNITY PRINT MEDIA VS. RADIO

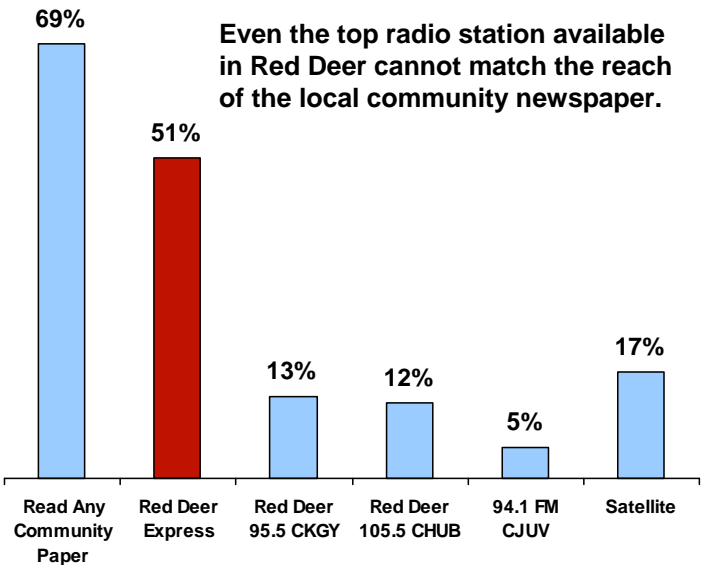
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



40% of Red Deer adults cannot be reached by commercial radio.

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



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

Source: ComBase 2008