

Redwater Review

Publication: Redwater Review

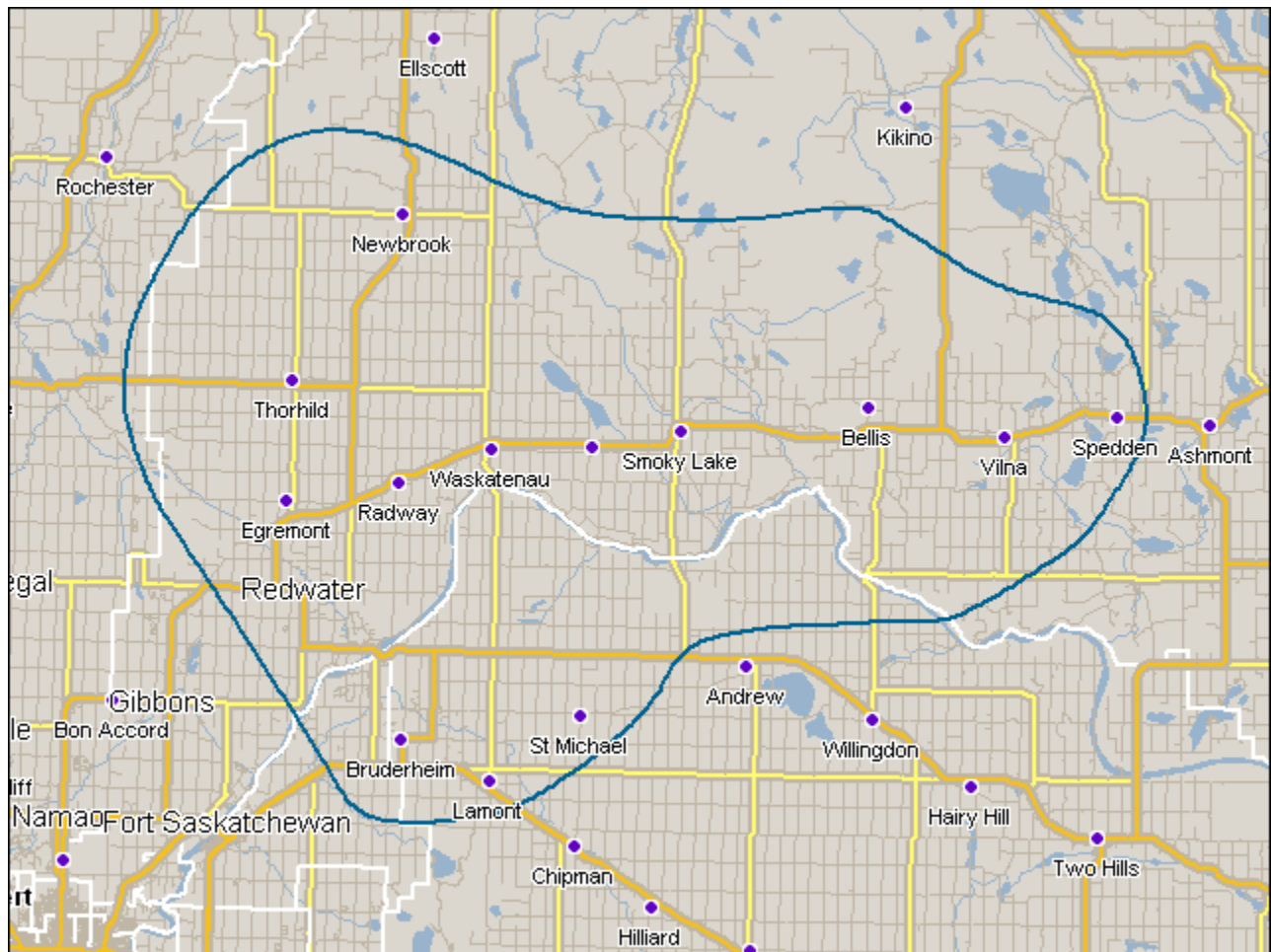
Code: 80155

Market: Redwater, AB

Population: 8 838

Publishing Day: Tuesday

Source: ComBase 2008 Study

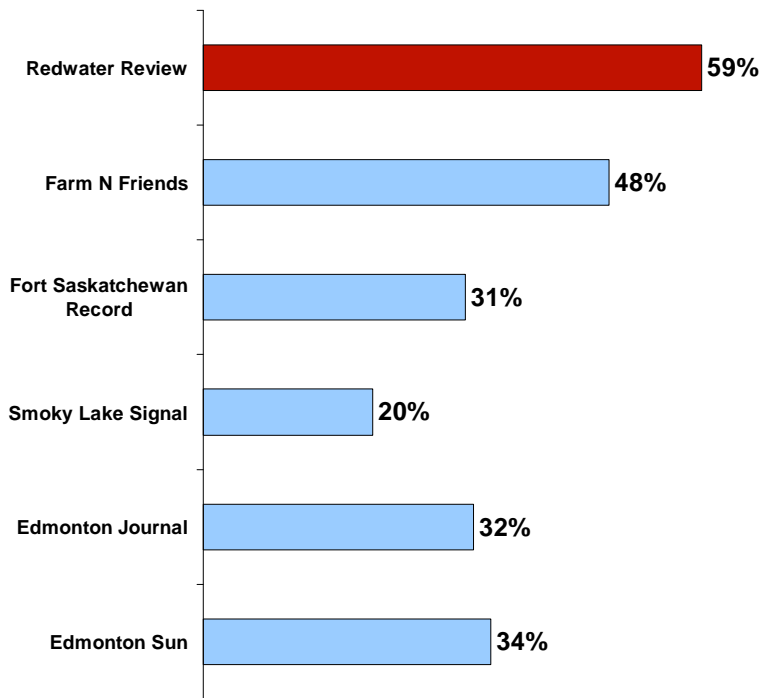


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

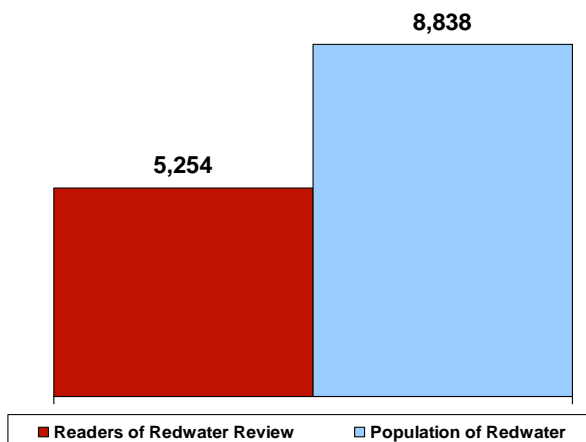
NET READERSHIP*

59% of Redwater adults read any of the last 4 issues of Redwater Review.



NET READERS

5,254 Redwater adults read any of the last 4 issues of Redwater Review.



NEWSPAPER READERSHIP

- **83%** of Redwater adults read any community newspaper.
- **53%** of Redwater adults read any daily newspaper.
- **33%** of Redwater adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Redwater Review

- **61%** of females read Redwater Review.*

GENDER

Male	58%
Female	61%

AGE

18-34 years old	28%
35-49 years old	88%
50+ years old	61%

EDUCATION

High School or less	59%
Tech. or College	54%
University +	65%

HOUSEHOLD INCOME

<\$30K	44%
\$30-49K	70%
>\$50K	51%

RESIDENCE

Own Residence	57%
Rent Residence	77%

FAMILY STATUS

With children	64%
Without children	57%

* 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

51% of Redwater Review readers said they read their community newspaper for advertising.

	Redwater Review Readers*	Community Newspaper Readers**
Editorial	54%	53%
Local News	93%	90%
Local Events	89%	80%
Classified	60%	61%
Real Estate	45%	37%
Jobs/Employment	38%	40%
Advertising	51%	54%
Flyers	48%	52%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

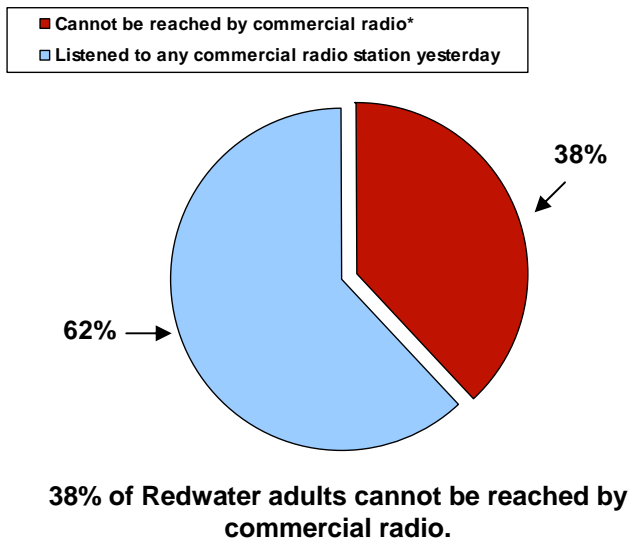
(Read Always Or Sometimes)

39% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

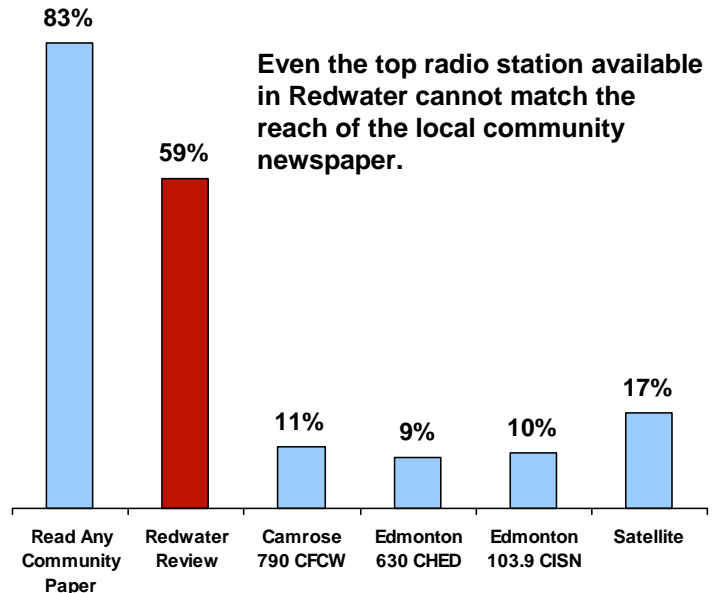
Automotive Supply or Service	39%
Computer Hardware or Software	47%
Department Stores including Clothing	74%
Drug Store or Pharmacy	65%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	75%
Grocery Store	71%
Home Improvement Store	66%
Investment or Banking Services	27%
Telecommunication and Wireless Products	29%
Other Products or Services	63%

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



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

Source: ComBase 2008