

Community Newspaper Readership

Sedgewick Community Press

Sedgewick, Alberta

Sedgewick Community Press **Newspaper Readership**

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

Study Overview

Source: ComBase 2004/2005 National Study

Base: Sedgewick 2 Yr Data *

Demo: Adults 18+

Weighted Population: 5,300

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 Sedgewick

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

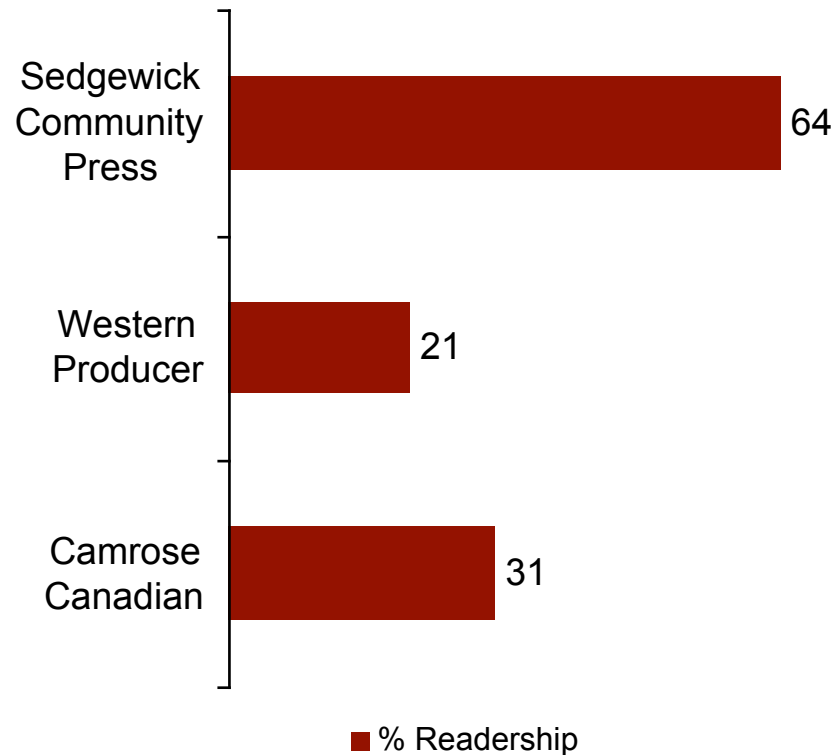
ComBase = Community Newspaper Database

- 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

(Sedgewick, Alberta)

- Readership of the *Sedgewick Community Press* is **64%**
- Readership of the *Western Producer* is **21%**
- Readership of the *Camrose Canadian* is **31%**



Source: ComBase 2004/2005 National Study
*Base Population – Sedgewick Canadian 2 Yr Data (5,300)

Readership Overview

- **64%** of Sedgewick adults report reading the *Sedgewick Community Press* – this represents 3,400 readers
- The *Western Producer* reports **21%** readership (1,100 readers)
- The *Camrose Canadian* reports **31%** readership (1,700 readers)

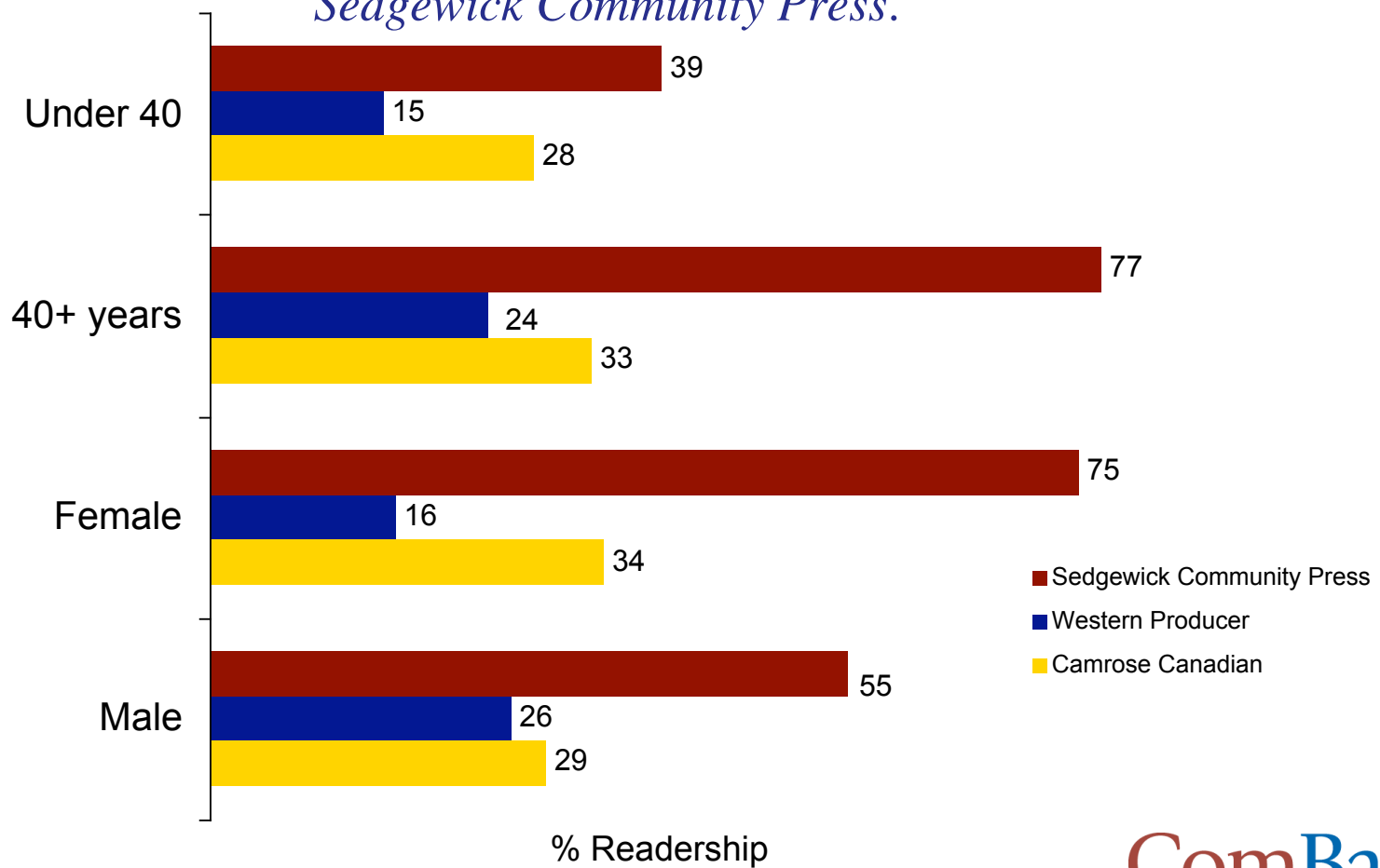
Demographics Overview

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 (Sedgewick, Alberta)

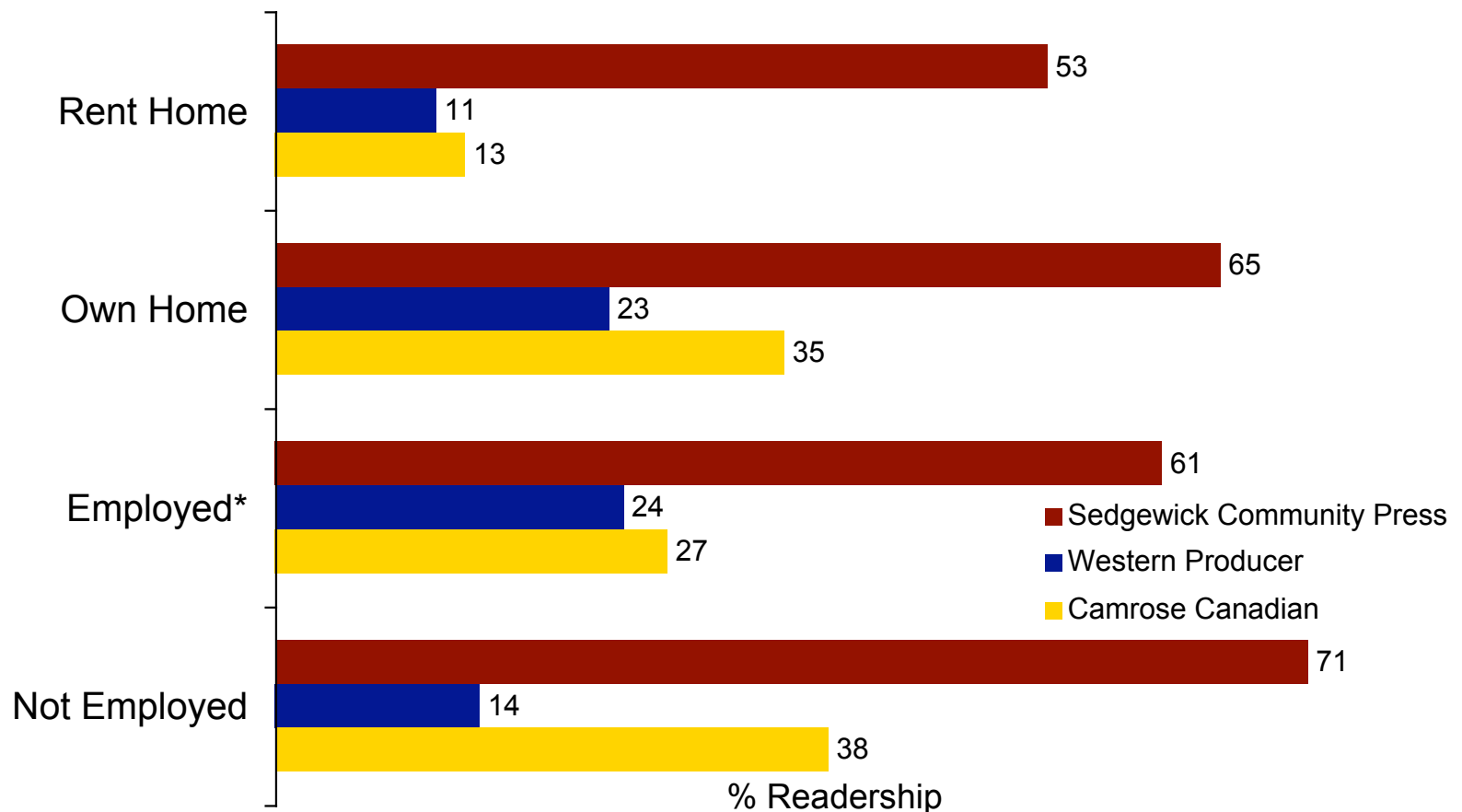
75% of women and 55% of men in Sedgewick are reading the *Sedgewick Community Press*.



Source: ComBase 2004/2005 National Study
*Base Population – Sedgewick 2 Yr Data (5,300)

% Reach by Demographic Sector (Sedgewick, Alberta)

65% of Sedgewick homeowners are reading the *Sedgewick Community Press*.

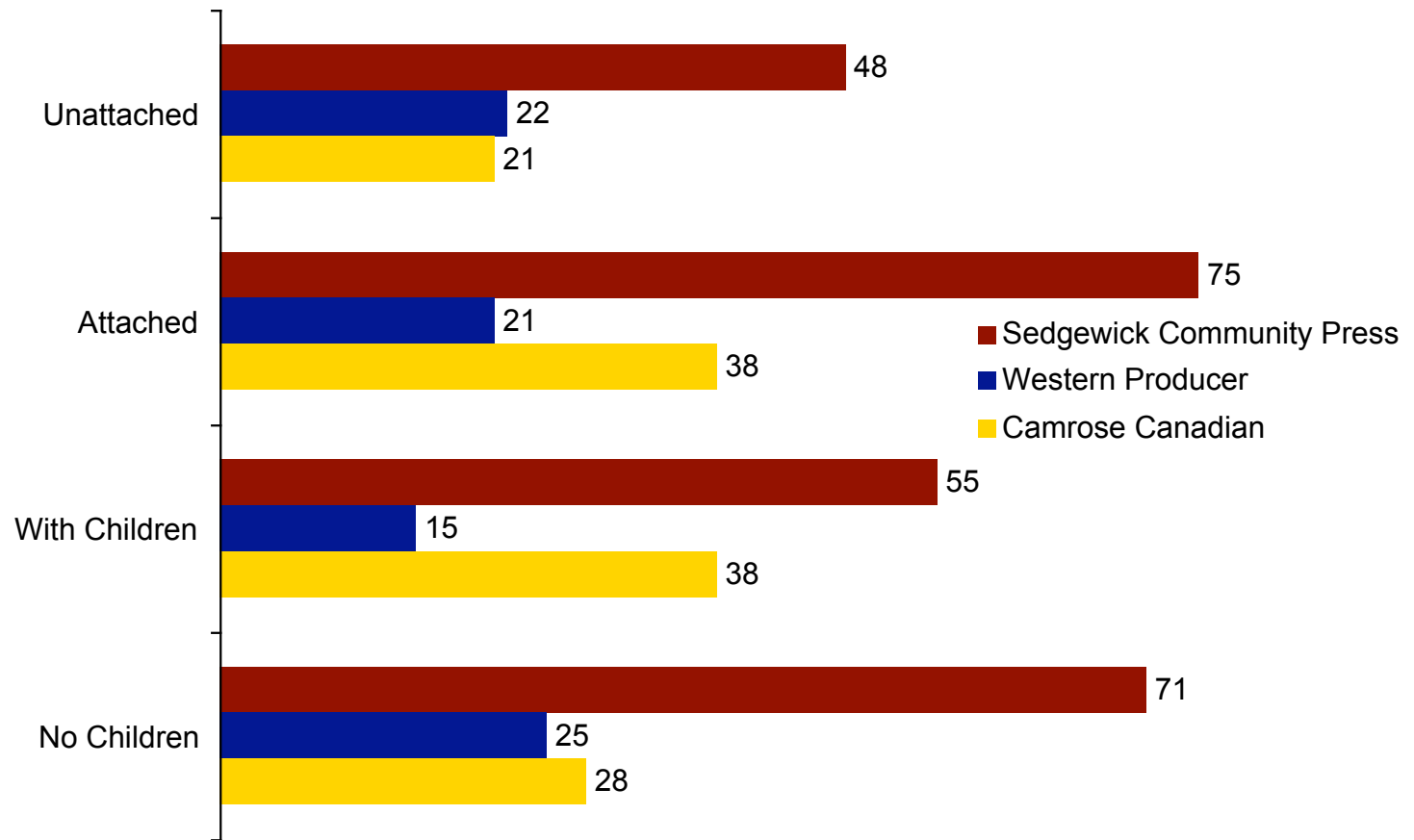


Source: ComBase 2004/2005 National Study

*Base Population – Sedgewick 2 Yr Data (5,300) * Full/Part time or Self Employed

% Reach by Demographic Sector (Sedgewick, Alberta)

75% of Sedgewick adults with kids are reading the *Sedgewick Community Press*.

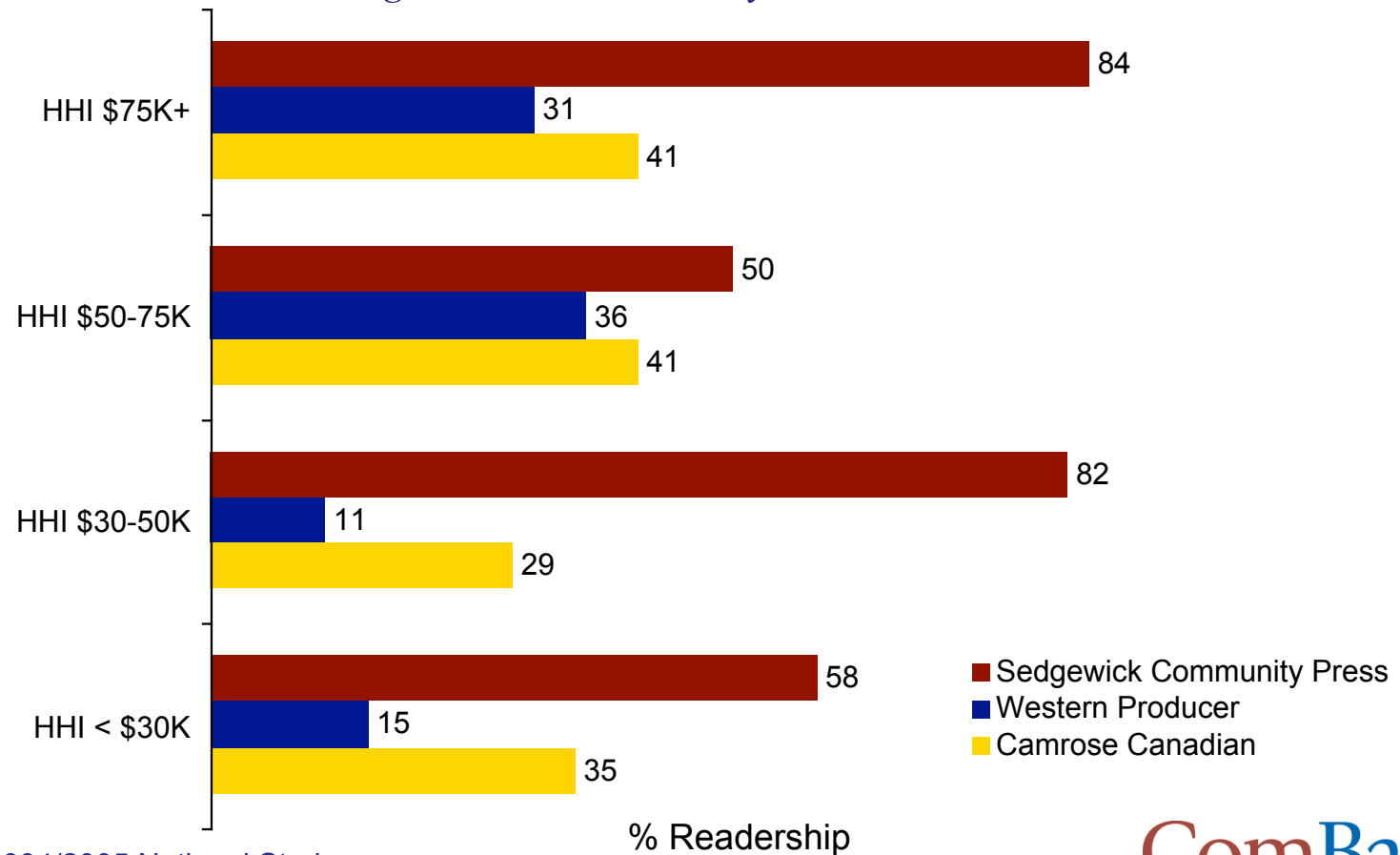


% Readership

Source: ComBase 2004/2005 National Study
*Base Population – Sedgewick 2 Yr Data (5,300)

% Reach by Demographic Sector (Sedgewick, Alberta)

84% of Sedgewick adults with HHI \$75K+ are reading the *Sedgewick Community Press*.



Source: ComBase 2004/2005 National Study
*Base Population – Sedgewick 2 Yr Data (5,300)