

# Community Press

**Publication:** Community Press

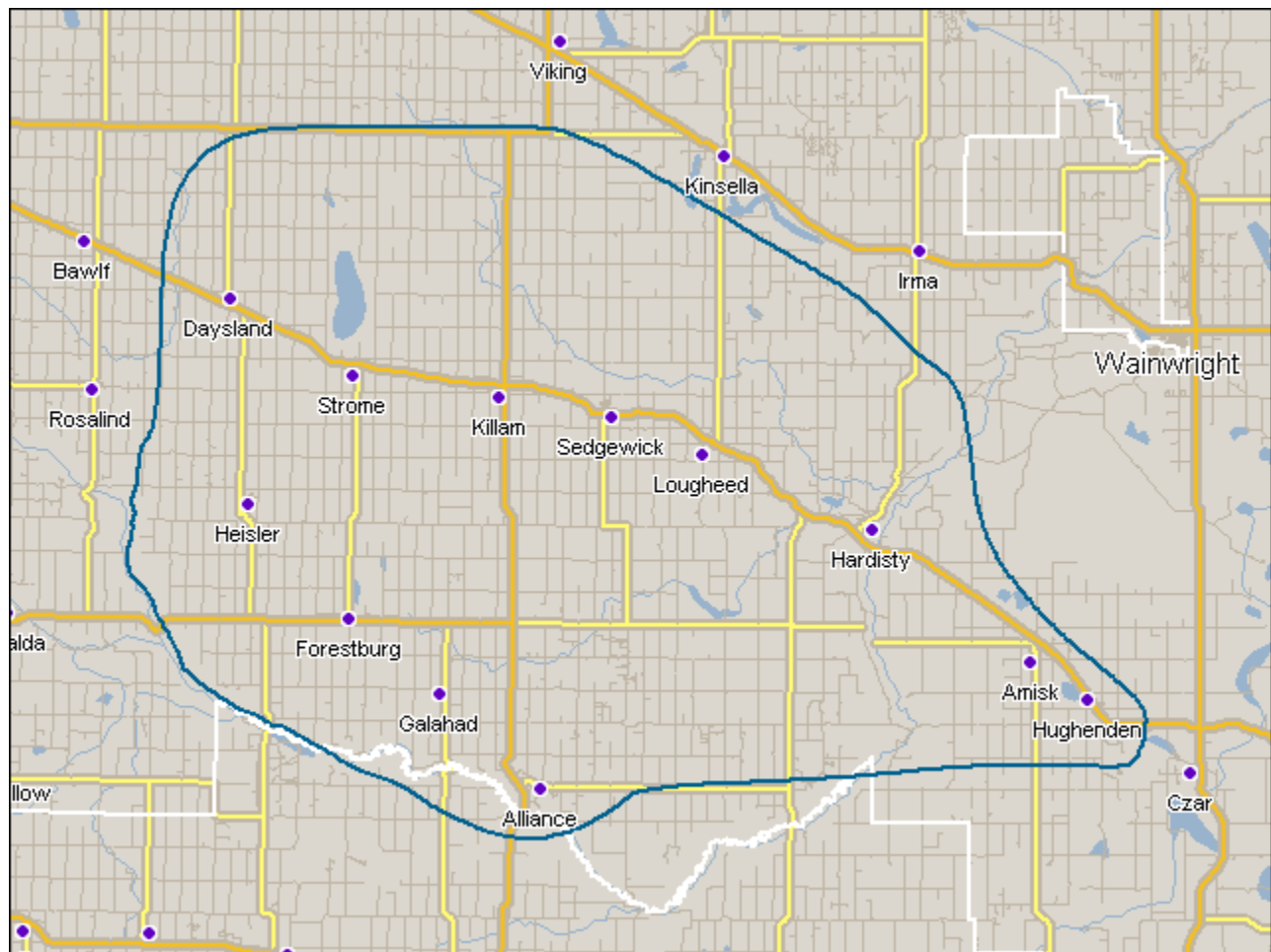
**Code:** 80123

**Market:** Sedgewick, AB

**Population:** 7 325

**Publishing Day:** Tuesday

**Source:** ComBase 2008 Study

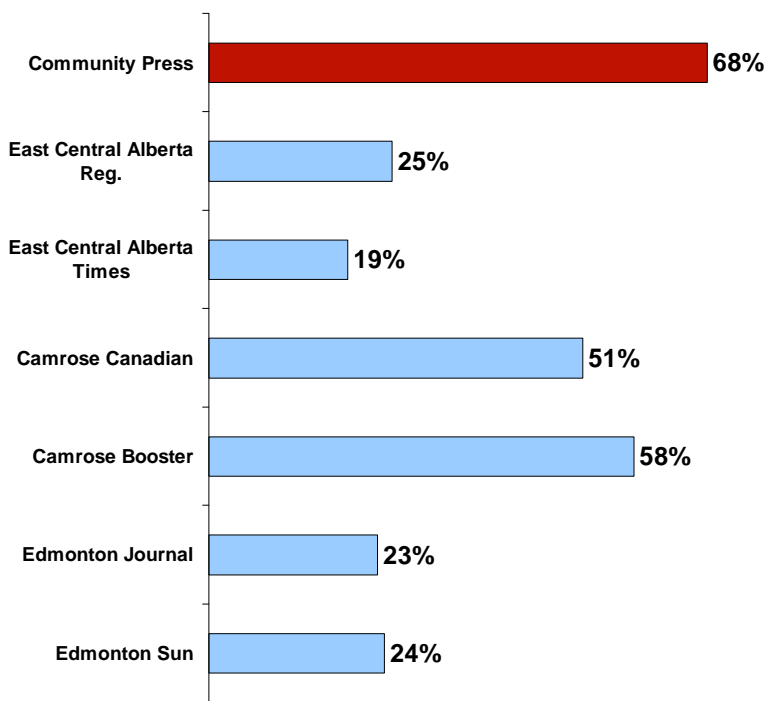


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

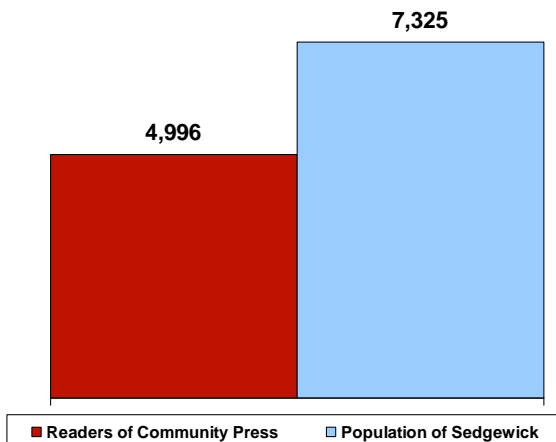
## NET READERSHIP\*

68% of Sedgewick adults read any of the last 4 issues of Community Press.



## NET READERS

4,996 Sedgewick adults read any of the last 4 issues of Community Press.



## NEWSPAPER READERSHIP

- 88% of Sedgewick adults read any community newspaper.
- 38% of Sedgewick adults read any daily newspaper.
- 52% of Sedgewick adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Community Press

- 66% of females read Community Press.\*

### GENDER

Male	70%
Female	66%

### AGE

18-34 years old	63%
35-49 years old	65%
50+ years old	72%

### EDUCATION

High School or less	59%
Tech. or College	78%
University +	72%

### HOUSEHOLD INCOME

<\$30K	54%
\$30-49K	86%
>\$50K	68%

### RESIDENCE

Own Residence	69%
Rent Residence	68%

### FAMILY STATUS

With children	65%
Without children	71%

\* 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

50% of Community Press readers said they read their community newspaper for advertising.

	Community Press Readers Readers*	Community Newspaper Readers**
Editorial	34%	32%
Local News	80%	79%
Local Events	65%	62%
Classified	42%	40%
Real Estate	21%	21%
Jobs/Employment	23%	21%
Advertising	50%	45%
Flyers	21%	22%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

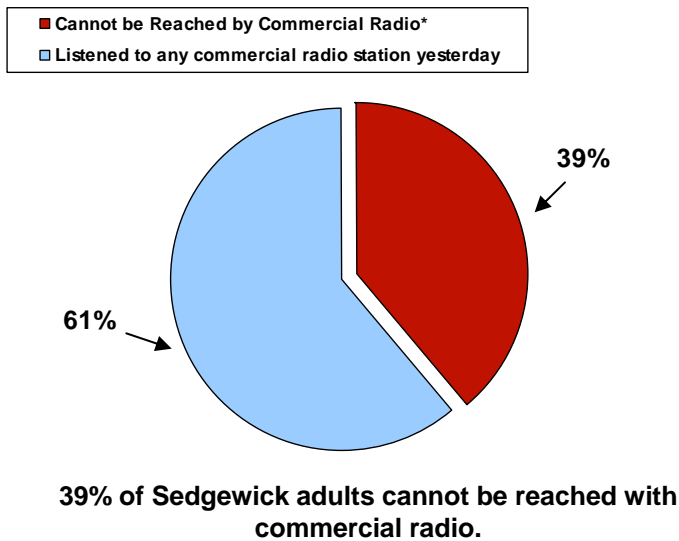
*(Read Always Or Sometimes)*

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

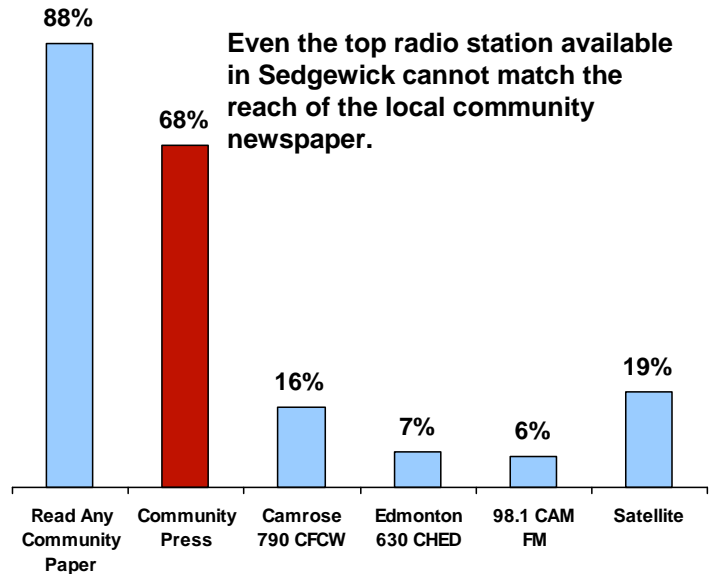
Automotive Supply or Service	46%
Computer Hardware or Software	46%
Department Stores including Clothing	65%
Drug Store or Pharmacy	69%
Fast Food Restaurant	25%
Furniture or Appliances or Electronics	67%
Grocery Store	81%
Home Improvement Store	76%
Investment or Banking Services	25%
Telecommunication and Wireless Products	31%
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



Source: ComBase 2008