

Spruce Grove Examiner

Publication: Spruce Grove Examiner

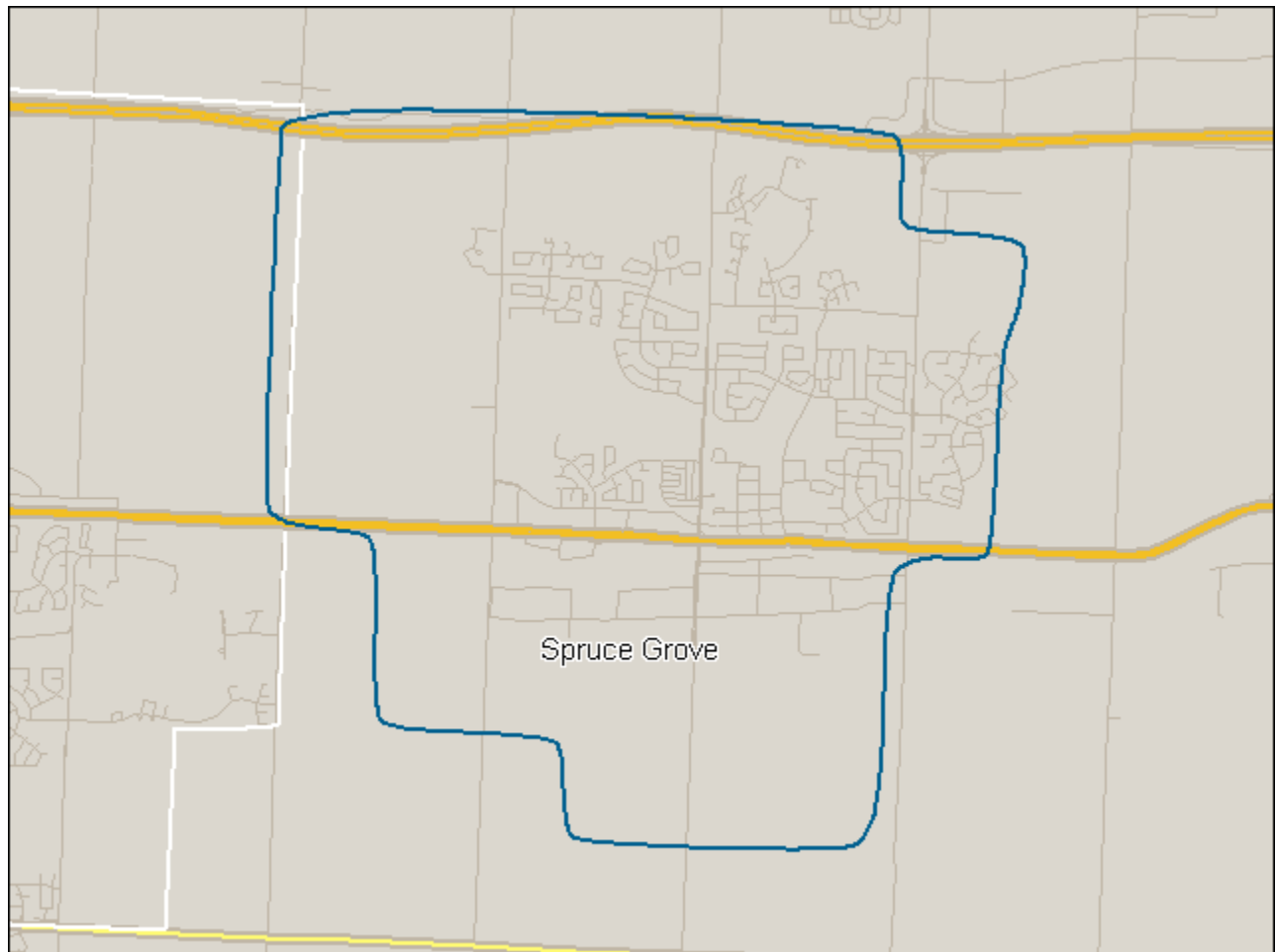
Code: 80205

Market: Spruce Grove, AB

Population: 14 619

Publishing Day: Friday

Source: ComBase 2008 Study

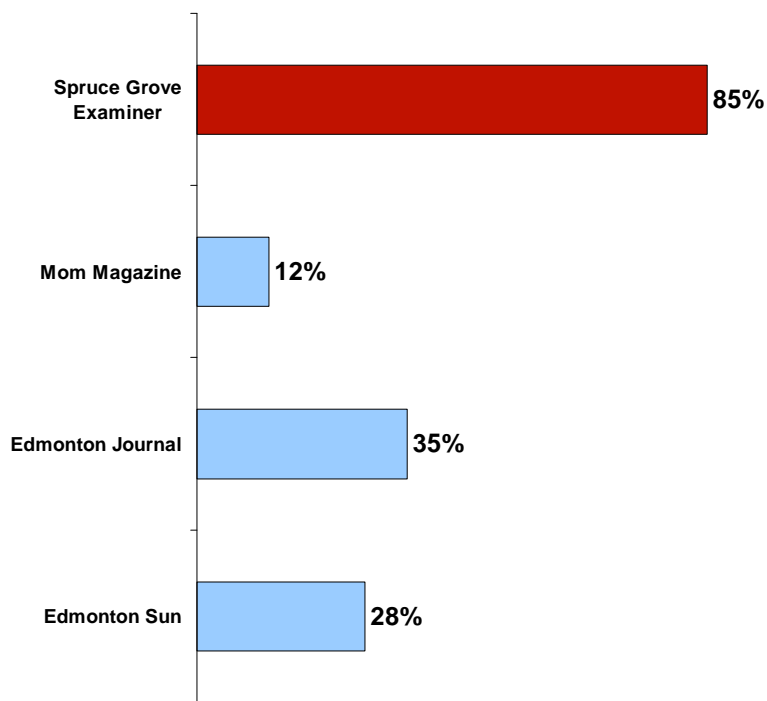


The measurement geography is based on data from Spruce Grove Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

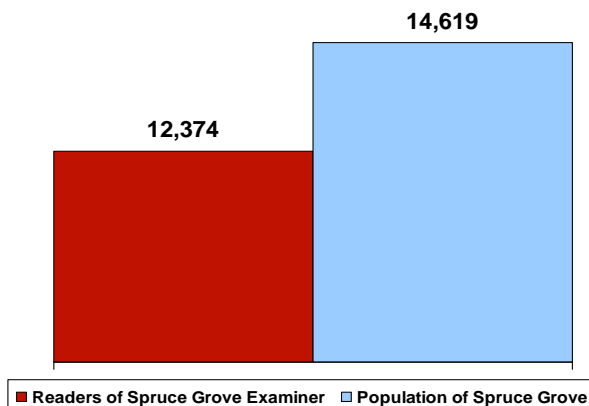
NET READERSHIP*

85% of Spruce Grove adults read any of the last 4 issues of Spruce Grove Examiner.



NET READERS

12,374 Spruce Grove adults read any of the last 4 issues of Spruce Grove Examiner.



NEWSPAPER READERSHIP

- 87% of Spruce Grove adults read any community newspaper.
- 55% of Spruce Grove adults read any daily newspaper.
- 38% of Spruce Grove adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Spruce Grove Examiner

- 86% of females read Spruce Grove Examiner.*

GENDER

Male	83%
Female	86%

AGE

18-34 years old	80%
35-49 years old	87%
50+ years old	86%

EDUCATION

High School or less	84%
Tech. or College	90%
University +	81%

HOUSEHOLD INCOME

<\$30K	75%
\$30-49K	91%
>\$50K	85%

RESIDENCE

Own Residence	84%
Rent Residence	86%

FAMILY STATUS

With children	86%
Without children	84%

* 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

32% of Spruce Grove Examiner readers said they read their community newspaper for advertising.

	Spruce Grove Examiner Readers*	Community Newspaper Readers**
Editorial	30%	31%
Local News	83%	82%
Local Events	66%	66%
Classified	41%	41%
Real Estate	34%	34%
Jobs/Employment	25%	26%
Advertising	32%	33%
Flyers	38%	39%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

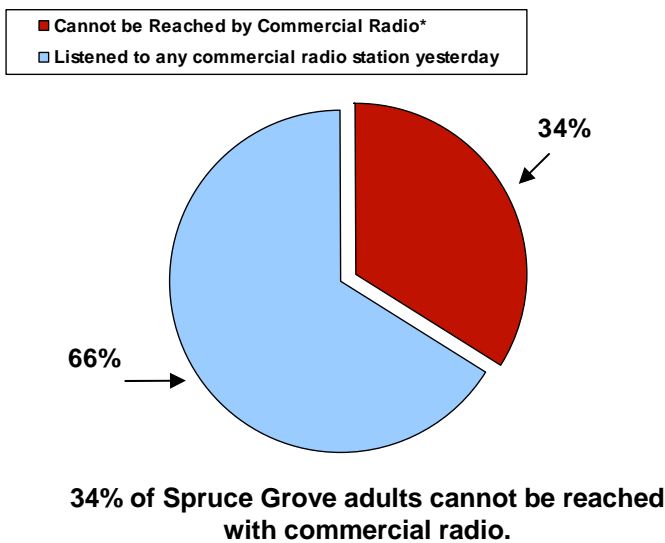
(Read Always Or Sometimes)

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

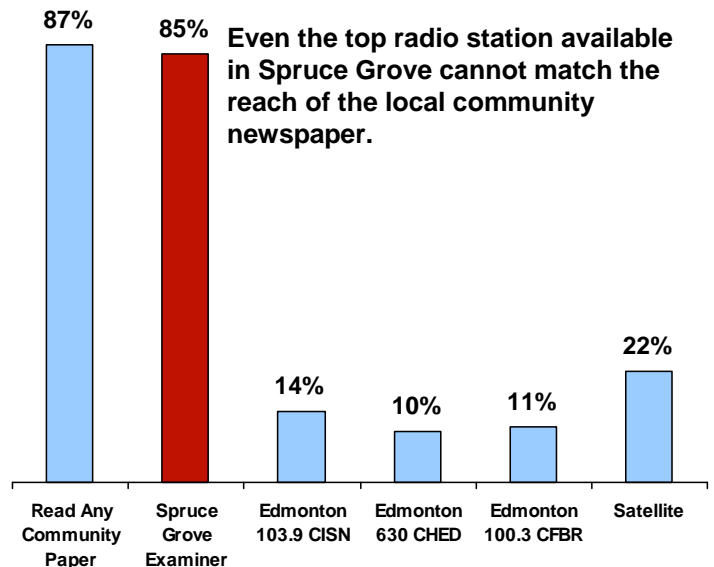
Automotive Supply or Service	47%
Computer Hardware or Software	52%
Department Stores including Clothing	70%
Drug Store or Pharmacy	53%
Fast Food Restaurant	42%
Furniture or Appliances or Electronics	73%
Grocery Store	77%
Home Improvement Store	79%
Investment or Banking Services	29%
Telecommunication and Wireless Products	36%
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