

Community Newspaper Readership

Stettler Independent

Stettler, Alberta

Stettler Independent **Newspaper Readership**

- **Study Overview**
- **What is ComBase**
- **Readership Overview**
 - % Readership by publication
 - Net Readers by publication
- **Demographics**
 - Gender and Age
 - Employment Status and Home Ownership
 - Family Status
 - Household Income

Study Overview

Source: ComBase 2004/2005 National Study

Base: Stettler Independent Distribution Area *

Demo: Adults 18+

Weighted Population: 5,800

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 Stettler

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

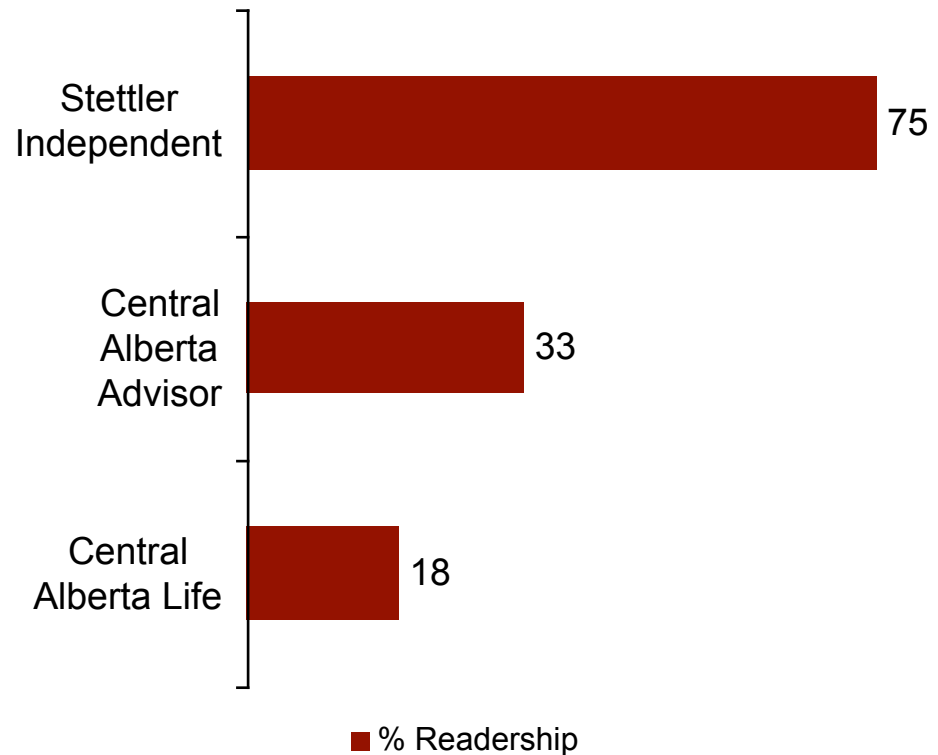
ComBase = Community Newspaper Database

- 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

(Stettler, Alberta)

- Readership of the *Stettler Independent* is **75%**
- Readership of the *Central Alberta Advisor* is **33%**
- Readership of the *Central Alberta Life* is **18%**



Source: ComBase 2004/2005 National Study

*Base Population – Stettler Independent Distribution Area (5,800)

Readership Overview

- **75%** of Stettler adults report reading the *Stettler Independent* – this represents 4,400 readers
- The *Central Alberta Advisor* reports **33%** readership (2,000 readers)
- The *Central Alberta Life* reports **18%** readership (1,000 readers)

Source: ComBase 2004/2005 National Study

*Base Population – Stettler Independent Distribution Area (5,800)

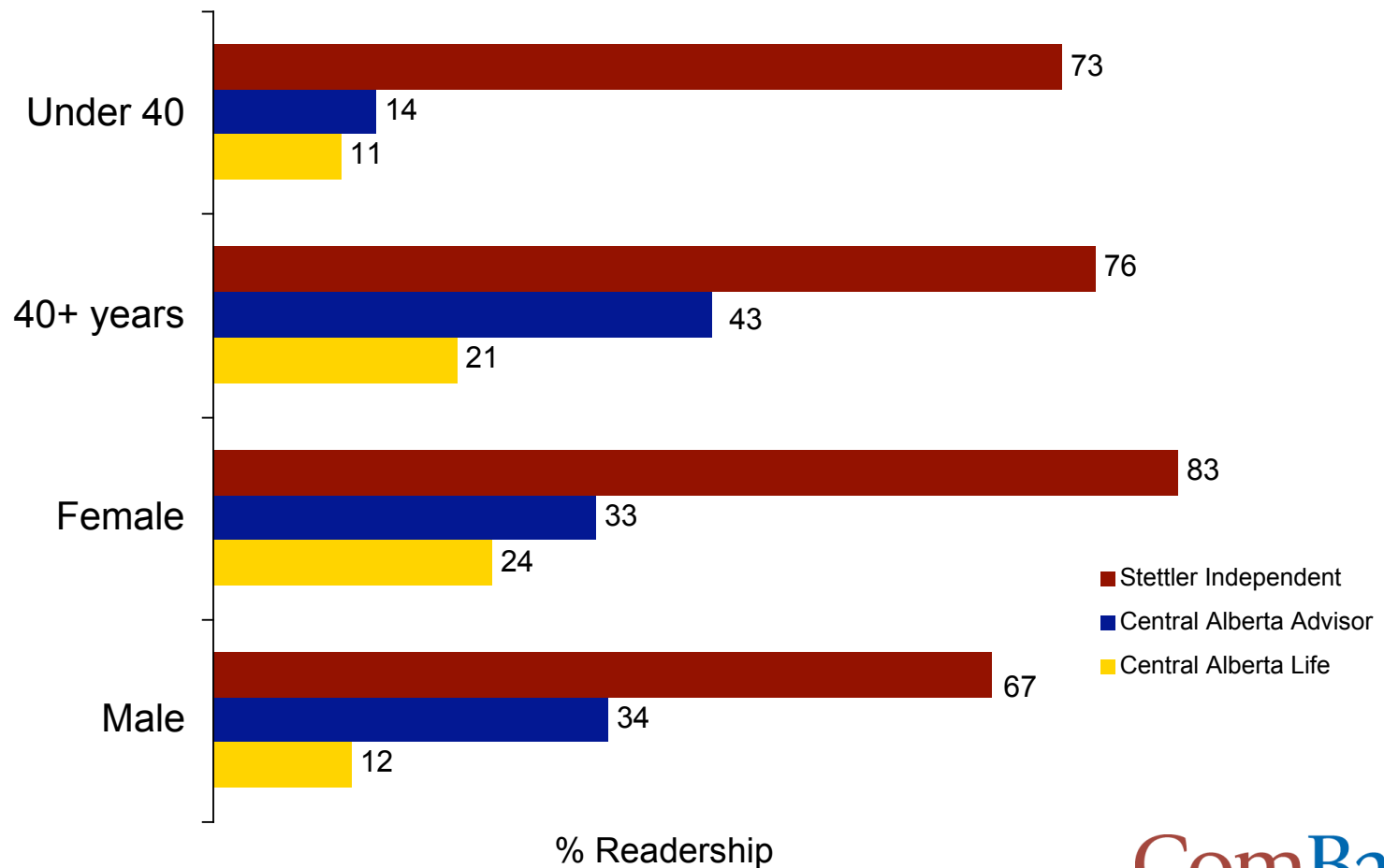
Demographics Overview

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 (Stettler, Alberta)

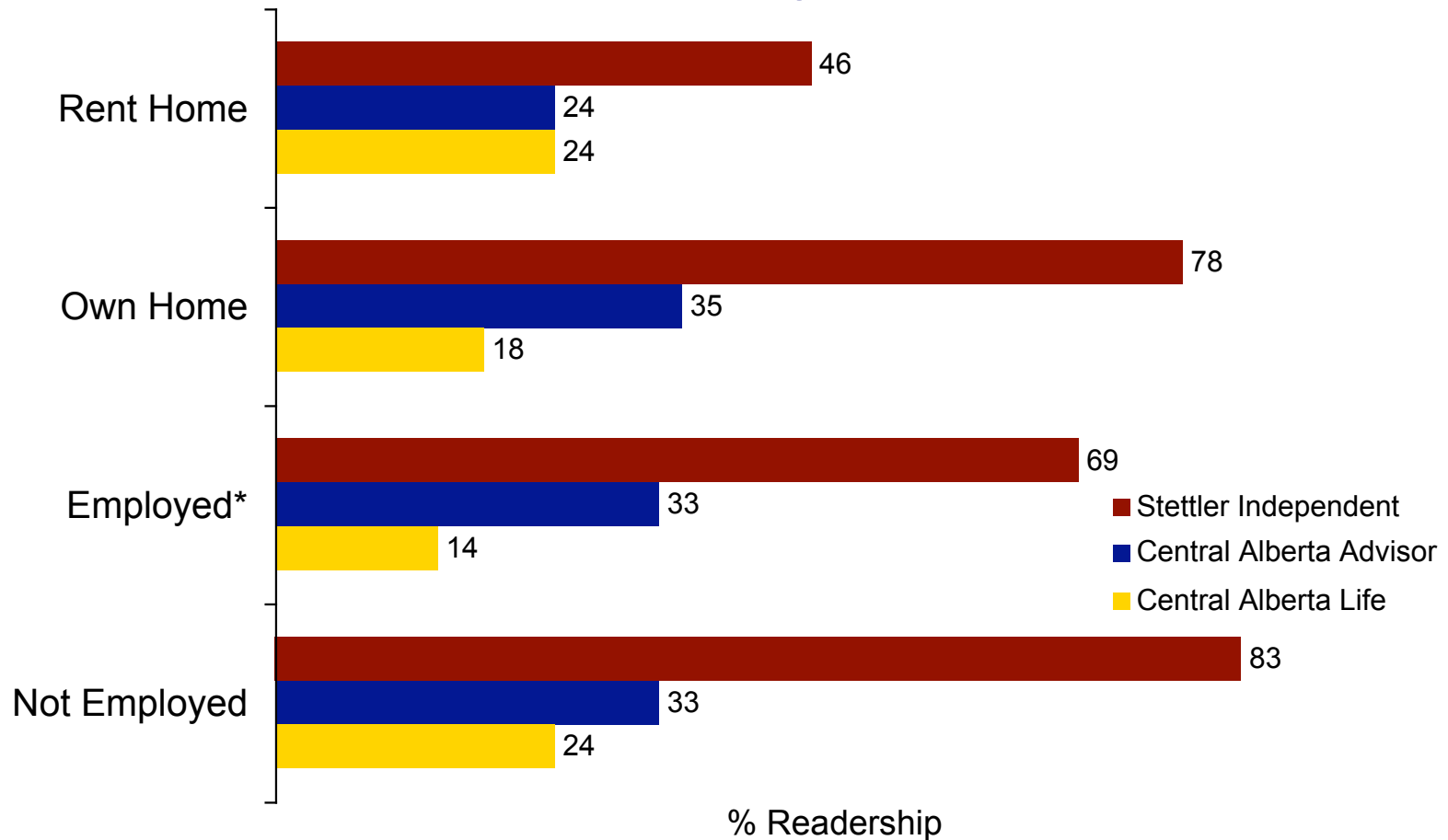
83% of women and 67% of men in Stettler are reading the *Stettler Independent*.



Source: ComBase 2004/2005 National Study
*Base Population – Stettler Independent Distribution Area

% Reach by Demographic Sector (Stettler, Alberta)

78% of Stettler homeowners are reading the *Stettler Independent*.

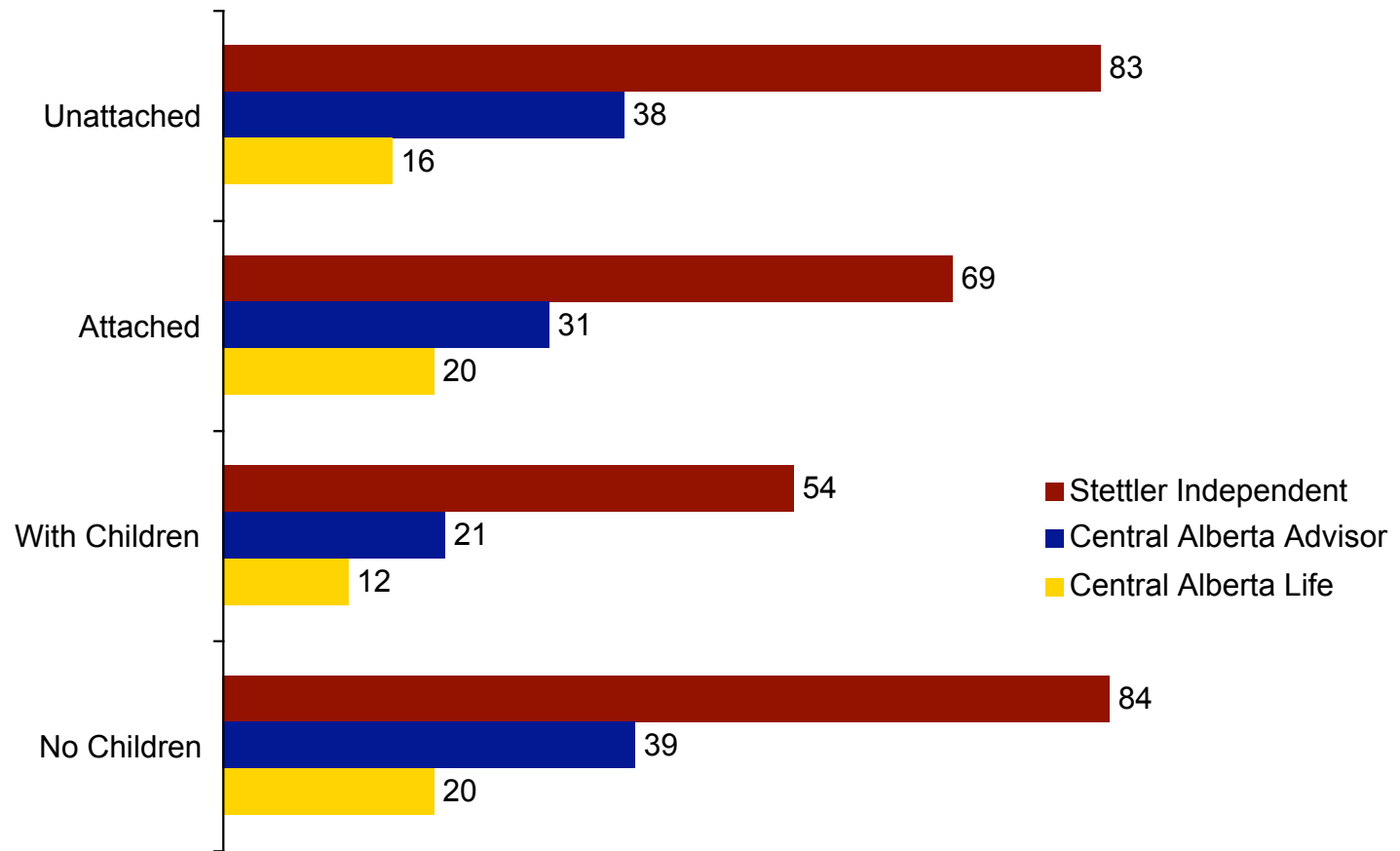


Source: ComBase 2004/2005 National Study

*Base Population – Stettler Independent Distribution Area (5,800) * Full/Part time or Self Employed

% Reach by Demographic Sector (Stettler, Alberta)

54% of Stettler adults with kids are reading the *Stettler Independent*.



Source: ComBase 2004/2005 National Study

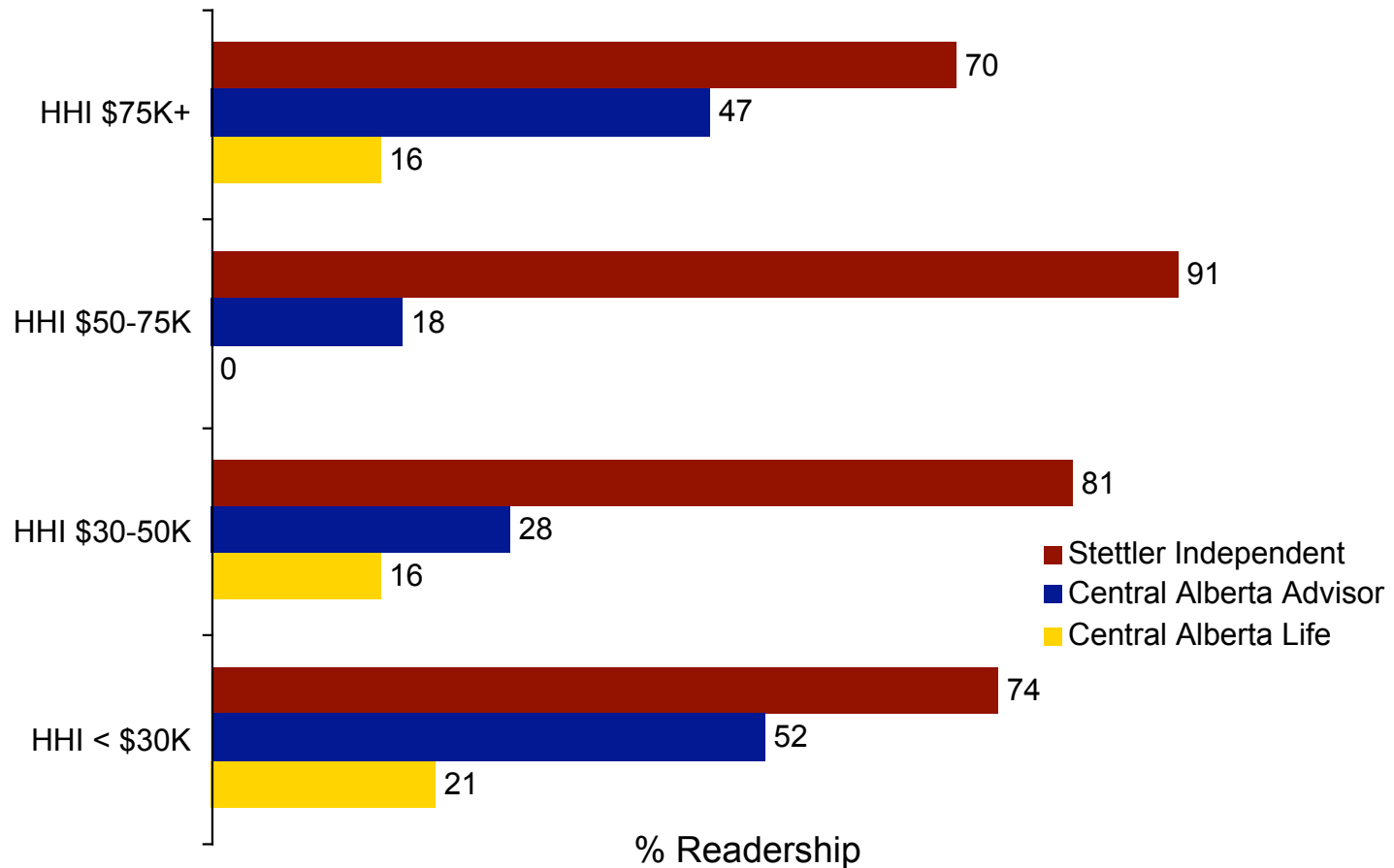
*Base Population – Stettler Independent Distribution Area (5,800)

% Readership

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

% Reach by Demographic Sector (Stettler, Alberta)

70% of Stettler adults with HHI \$75K+ are reading the *Stettler Independent*.



Source: ComBase 2004/2005 National Study

*Base Population – Stettler Independent Distribution Area (5,800)