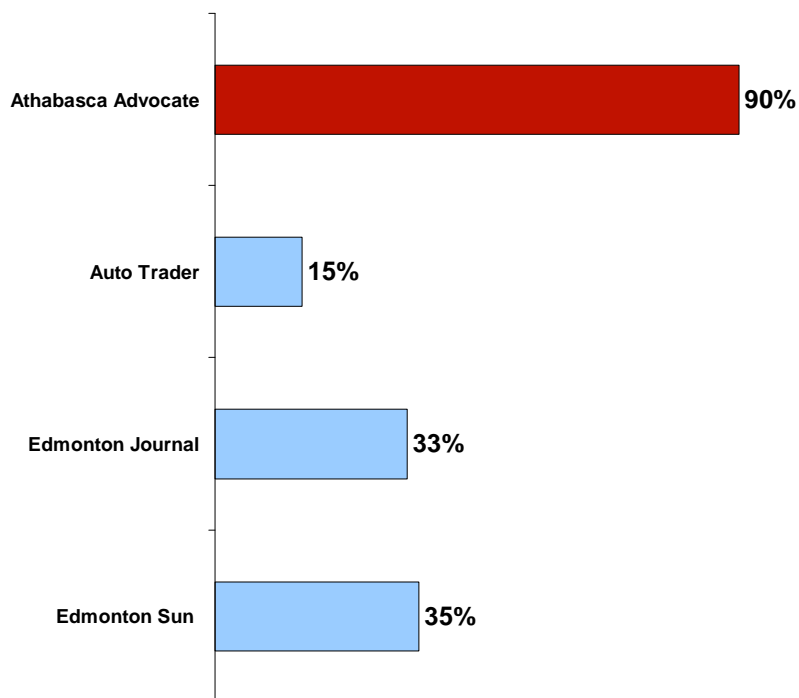


# Readership and Demographics

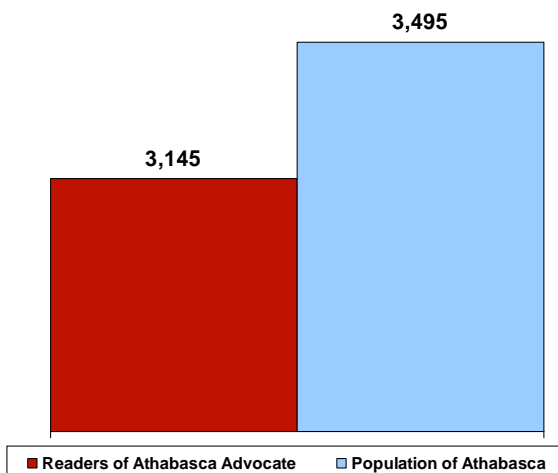
## NET READERSHIP\*

90% of Athabasca adults read any of the last 4 issues of Athabasca Advocate.



## NET READERS

3,145 Athabasca adults read any of the last 4 issues of Athabasca Advocate.



## NEWSPAPER READERSHIP

- 92% of Athabasca adults read any community newspaper.
- 53% of Athabasca adults read any daily newspaper.
- 41% of Athabasca adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Athabasca Advocate

- 91% of females read Athabasca Advocate.\*

### GENDER

Male	90%
Female	91%

### AGE

18-34 years old	94%
35-49 years old	85%
50+ years old	91%

### EDUCATION

High School or less	89%
Tech. or College	81%
University +	99%

### HOUSEHOLD INCOME

<\$30K	88%
\$30-49K	95%
>\$50K	90%

### RESIDENCE

Own Residence	90%
Rent Residence	85%

### FAMILY STATUS

With children	89%
Without children	91%

\* 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

34% of Athabasca Advocate readers said they read their community newspaper for advertising.

	Athabasca Advocate Readers*	Community Newspaper Readers**
Editorial	32%	32%
Local News	81%	81%
Local Events	65%	65%
Classified	32%	33%
Real Estate	29%	30%
Jobs/Employment	23%	23%
Advertising	34%	34%
Flyers	18%	19%

\*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)*

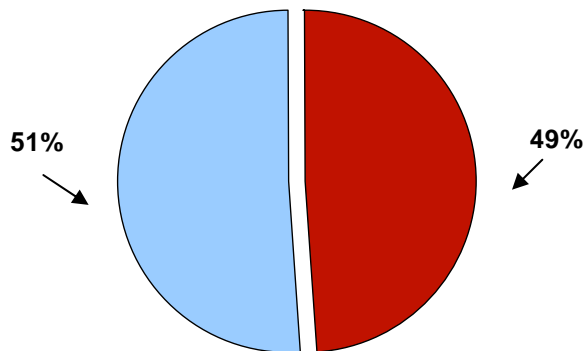
54% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	54%
Computer Hardware or Software	45%
Department Stores including Clothing	62%
Drug Store or Pharmacy	66%
Fast Food Restaurant	37%
Furniture or Appliances or Electronics	62%
Grocery Store	75%
Home Improvement Store	74%
Investment or Banking Services	35%
Telecommunication and Wireless Products	40%
Other Products or Services	67%

## COMMUNITY PRINT MEDIA VS. RADIO

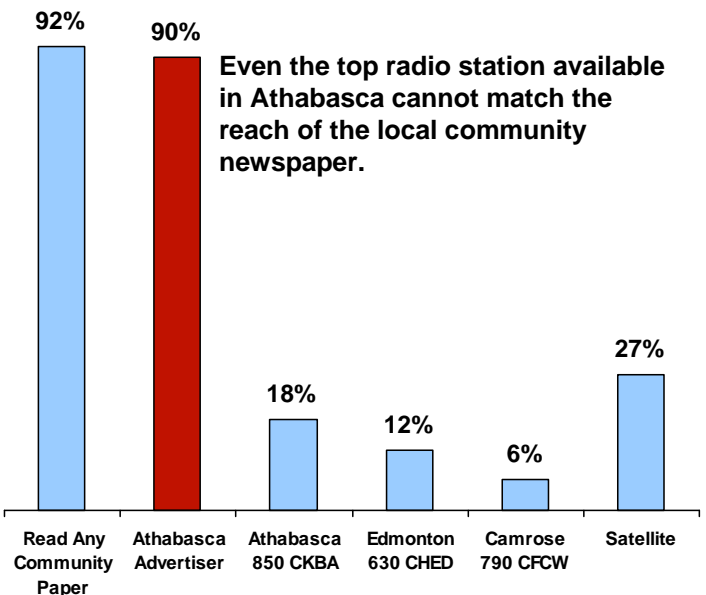
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be Reached by Commercial Radio\*  
 ■ Listened to any commercial radio station yesterday



49% of Athabasca adults cannot be reached with commercial radio.

\*did not listen to radio yesterday or listened to CBC only



Source: ComBase 2008