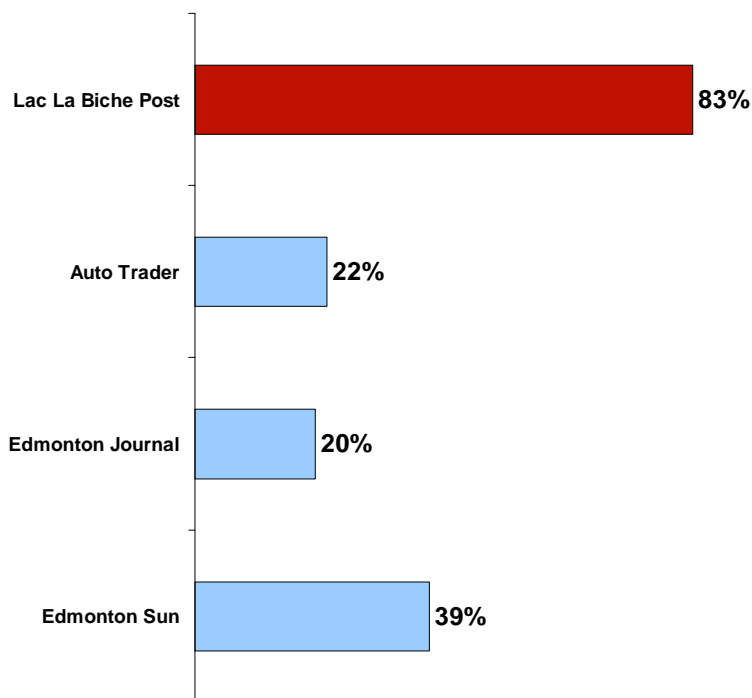


Readership and Demographics

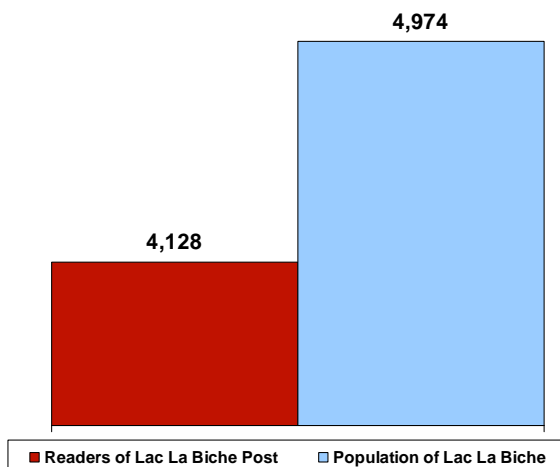
NET READERSHIP*

83% of Lac La Biche adults read any of the last 4 issues of Lac La Biche Post.



NET READERS

4,128 Lac La Biche adults read any of the last 4 issues of Lac La Biche Post.



NEWSPAPER READERSHIP

- 86% of Lac La Biche adults read any community newspaper.
- 50% of Lac La Biche adults read any daily newspaper.
- 41% of Lac La Biche adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Lac La Biche Post

- 84% of females read Lac La Biche Post.*

GENDER

Male	82%
Female	84%

AGE

18-34 years old	83%
35-49 years old	87%
50+ years old	79%

EDUCATION

High School or less	80%
Tech. or College	76%
University +	95%

HOUSEHOLD INCOME

<\$30K	78%
\$30-49K	80%
>\$50K	83%

RESIDENCE

Own Residence	83%
Rent Residence	82%

FAMILY STATUS

With children	86%
Without children	81%

* 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

41% of Lac La Biche Post readers said they read their community newspaper for advertising.

	Lac La Biche Post Readers*	Community Newspaper Readers**
Editorial	36%	35%
Local News	87%	86%
Local Events	68%	67%
Classified	36%	36%
Real Estate	36%	35%
Jobs/Employment	30%	30%
Advertising	41%	41%
Flyers	22%	21%

*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)

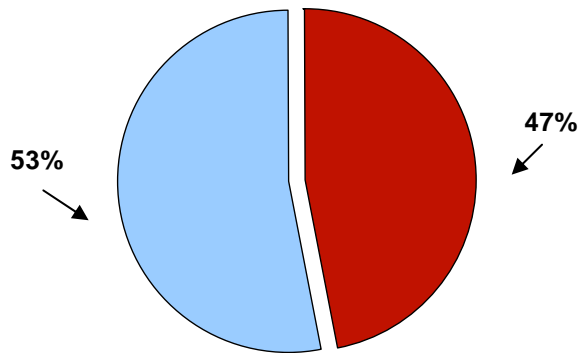
51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	51%
Computer Hardware or Software	51%
Department Stores including Clothing	70%
Drug Store or Pharmacy	59%
Fast Food Restaurant	40%
Furniture or Appliances or Electronics	71%
Grocery Store	76%
Home Improvement Store	73%
Investment or Banking Services	35%
Telecommunication and Wireless Products	45%
Other Products or Services	63%

COMMUNITY PRINT MEDIA VS. RADIO

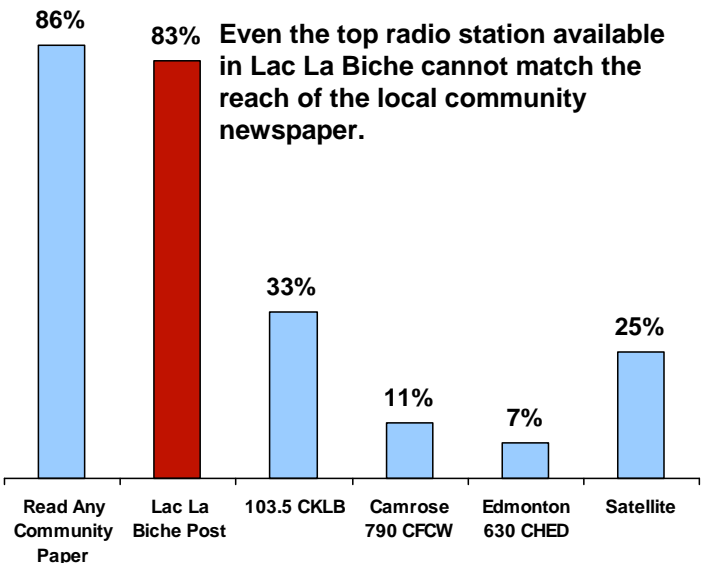
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



47% of Lac La Biche adults cannot be reached with commercial radio.

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



Source: ComBase 2008/2009