



# **Community Newspaper Readership Remains Strong Across the Country**

**ComBase**  
COMMUNITY NEWSPAPERS – DEFINITELY  
**2008/2009**

# Community Newspapers Span the Country



- Six million Canadians live outside urban markets (2006 Census)
- Other major media studies do not measure many small markets
- Community newspapers across Canada are the best way to reach urban and non-urban markets
- The ComBase media study measures hundreds of markets in Canada with less than 10,000 population

# ComBase Takes Root in 2000



**In 2000, community newspapers were not widely considered a vehicle for national advertising.**

Agencies and advertisers said they wanted

- objective, independent research,
- standardized data to compare to other major media,
- readership by market and newspaper title.



"Since its inception, SaskTel has embraced ComBase as an important media planning tool, and our agencies rely heavily on it to help in the development of our plans".

*Thom McInnis  
Market Manager, Communications  
SaskTel*

# ComBase Study at a Glance

- Designed as a telephone survey
- Short 10-15 minute interview including media habits, demographics
- Standard questionnaire customized by market
- Readership questions specific to local publications and radio stations
- Daily newspaper questions asked the same as NADbank
- Funded fully by member papers but governed by an independent tri-partite Board of Directors
- 2008/2009 study conducted by Leger Marketing

# ComBase Evolution



Pilot Study 2001 – 5 markets

ComBase 2003 – 332 markets

ComBase 2005 – 319 markets

ComBase 2008/2009 – 218 markets

# ComBase 2008/2009

- Single database with ability to segment by market and title
- 218 individual market studies
- 40,000 phone interviews
- 500+ print publications measured including community papers, dailies (paid and free), shoppers, agricultural publications
- 500+ radio stations measured by name



# Stringent Specifications

- English adults only (age 18+)
- Minimum 35% response rate by market
- Randomly generated sample
- No respondent substitution
- Interviews balanced by day of week
- Standardized readership methodology for dailies and community newspapers
- Appraised by Canadian Advertising Research Foundation
- Endorsed at International Print Symposium



"Since it's beginning, nearly a decade ago, ComBase has adhered to rigorous reporting standards, and every study that has been released, starting in 2003, has been subject to the intense scrutiny that one would expect from a Tripartite Board of Directors.

As a founding Board member, and long time user of the data, I am confident that the most recent study has passed all the "scrub tests" that we could apply to it".

*David Stanger, President  
DSA Media Network*

# Fieldwork and Geography

- Interviewing over 4 to 12 weeks for a consistent picture of readership
- Staggered field starts by province
- Interviews conducted over three periods:
  - January to June 2008
  - September to October 2008
  - January to June 2009
- Market geography defined based on distribution area and household penetration
- Market sample size ranges from 100 to 200+ depending on number of households
- Rolling sample from previous studies eliminated

# New Questions – Media and Life Stages

- Readership of online newspapers
- Readership of free daily newspapers
- Satellite radio
- Life Stages
  - Marriage
  - Change job
  - Retire/Semi-retire
  - Child/grandchild born or adopted
  - Move within same city/different city



# New Questions - Computers / Internet

- Number of computers in the household
- Access to the Internet
- Time spent with Internet in past week
- Internet activities
  - Email
  - Searching for information
  - Social networking
  - Shopping
  - Watching videos/movies/TV

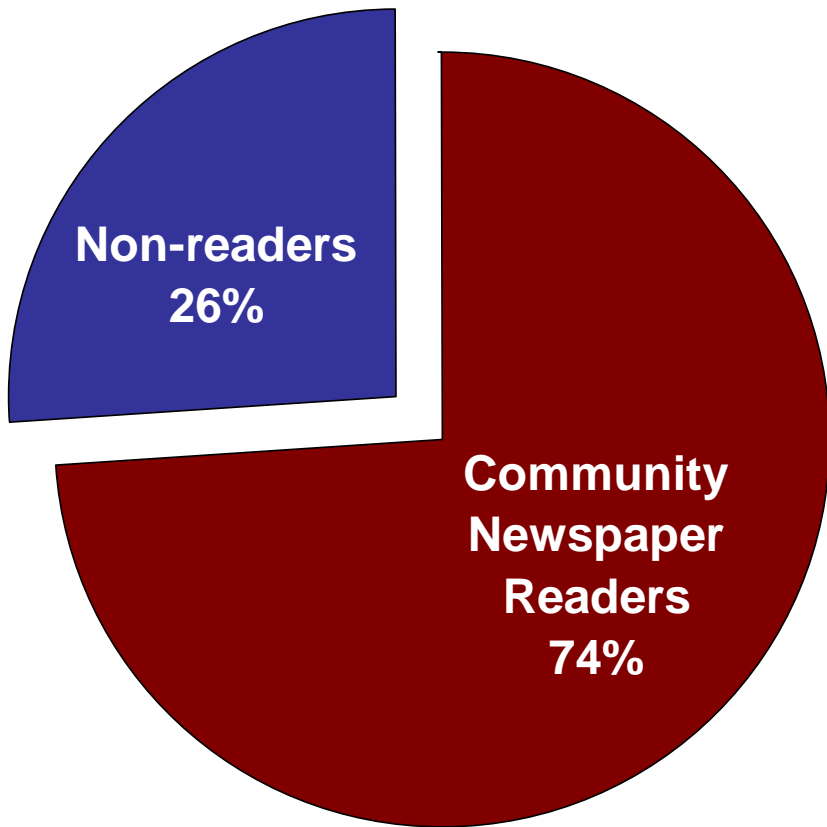




# **Community Newspaper Readership**

***All Markets***

# Three Quarters of Canadians are Community Newspaper Readers



- **74%** of adults read any of the last four issues of their local community newspaper
- **63%** read any weekday daily newspaper
- **18%** read any newspaper online
- **25%** of community newspaper readers are exclusive
- **89%** of adults are print or online newspaper readers

# Community Newspaper Readership Remains Strong

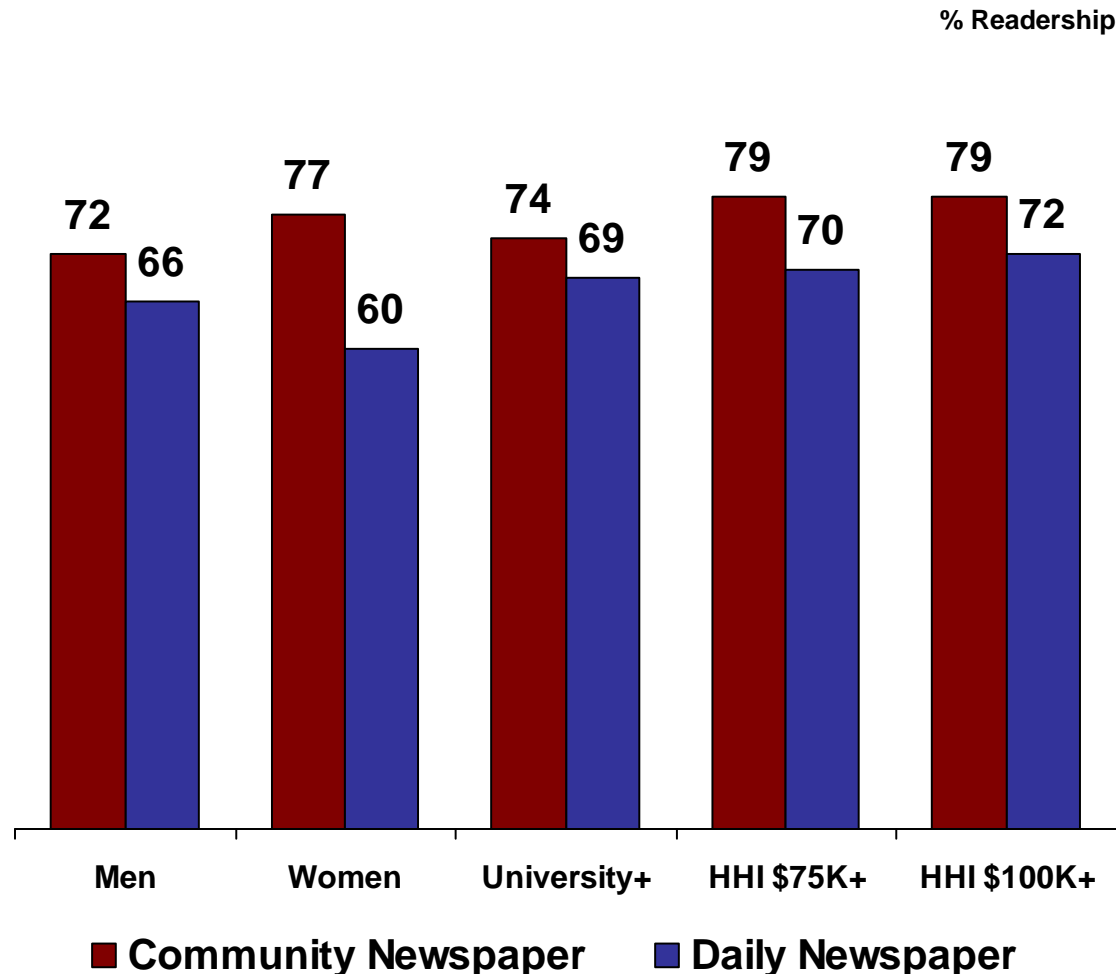


- Some of the most desirable target groups are strong community newspaper readers – adults 18-34, university educated and high income earners
- Exclusive community newspaper readership is also strong across all the desirable target groups – a substantial percentage can't be reached with advertising in daily newspapers
- Many adults are also difficult to reach with commercial radio - local community newspapers effectively reach non-listeners



# How Do You Reach Them?

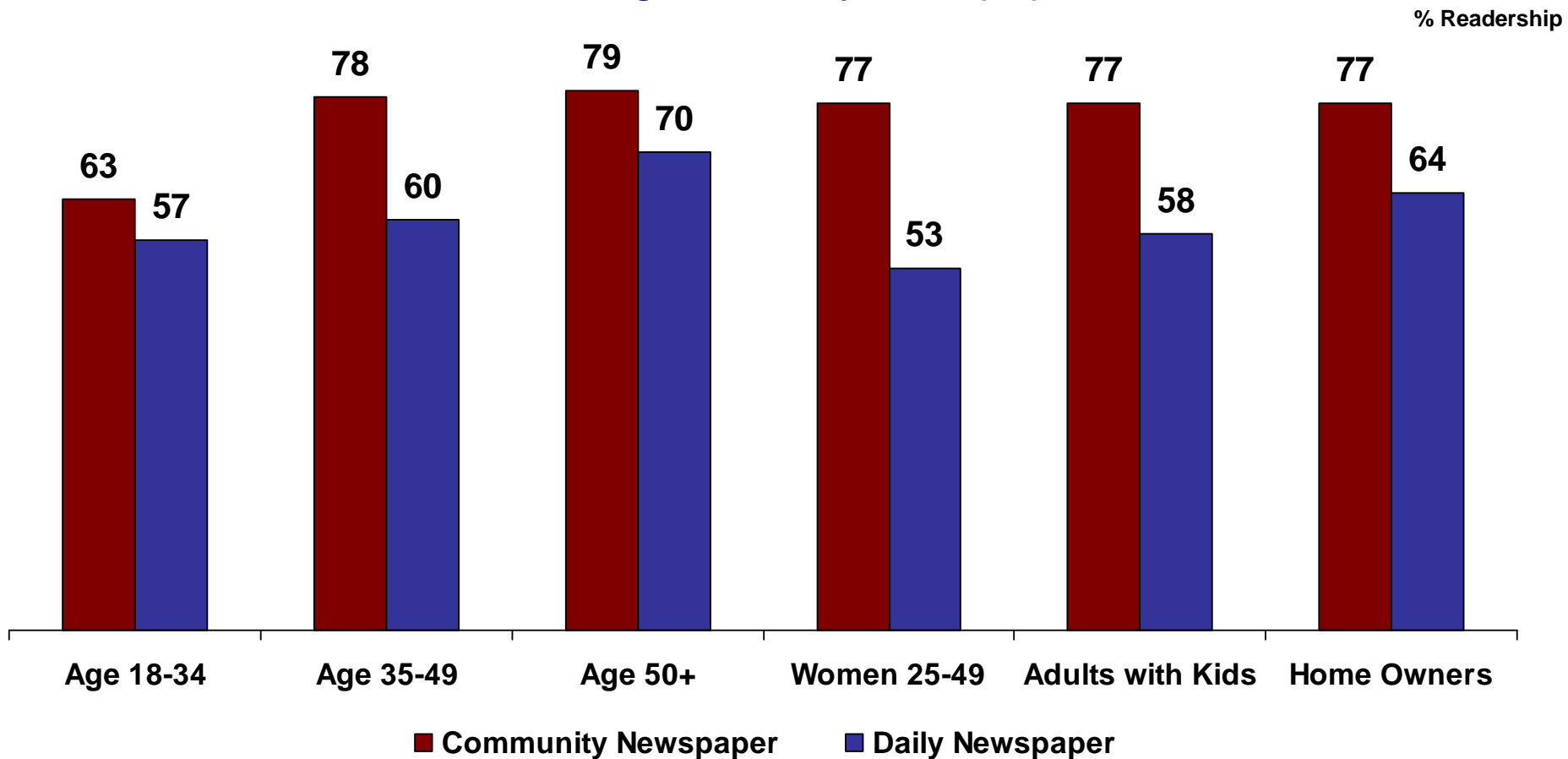
- Community newspapers are read by even the most desirable target groups
- Among adults with a university+ education, **74%** read community papers compared to **69%** who read daily newspapers
- Among adults with household incomes over \$75K, **79%** read the community paper compared to **70%** who read the daily newspaper



# Community Newspapers Reach Desirable Demographics



**77%** of women 25-49 are reading community papers compared to **53%** who are reading their daily newspaper.



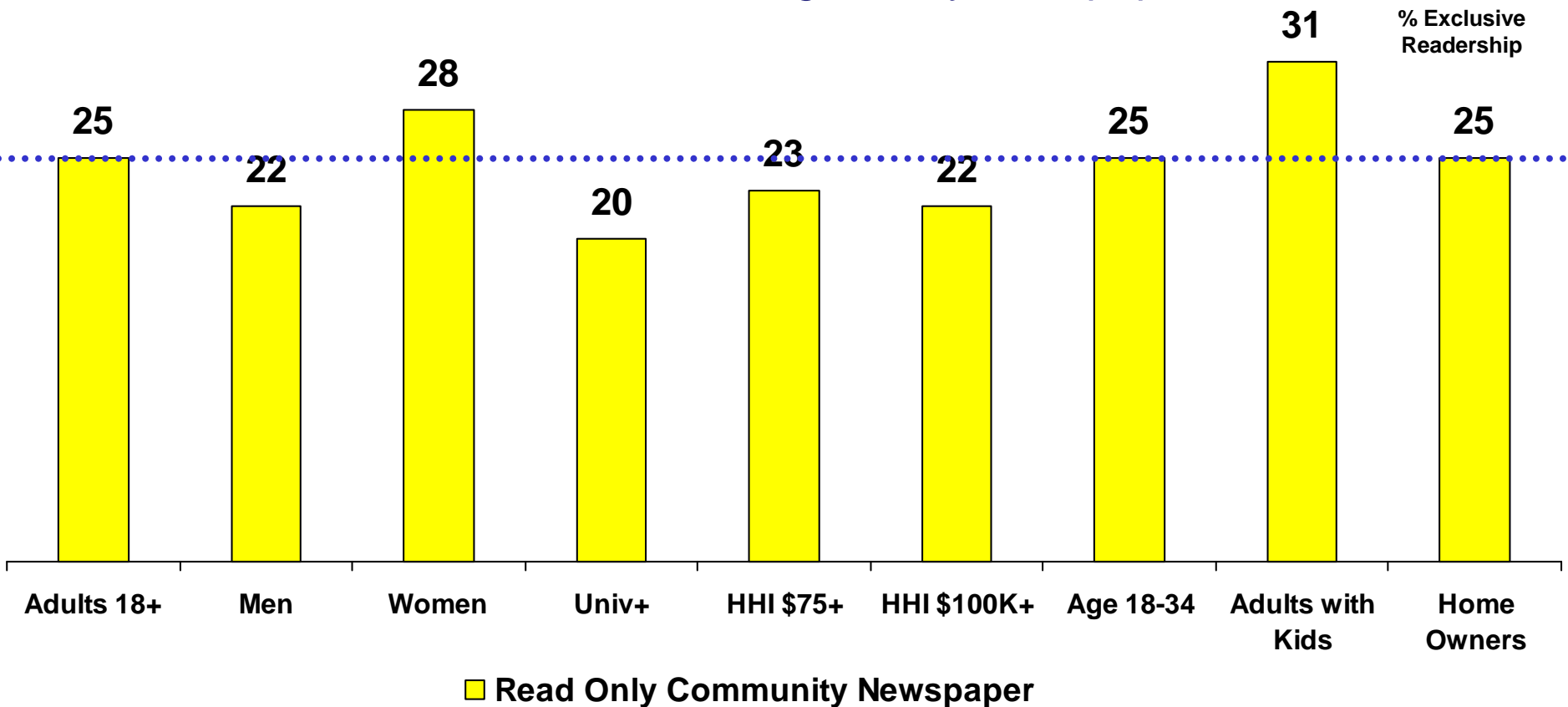
Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

ComBase  
COMMUNITY NEWSPAPERS – DEFINITELY

# Some Readers Can ONLY Be Reached with the Local Community Paper

**31%** of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.



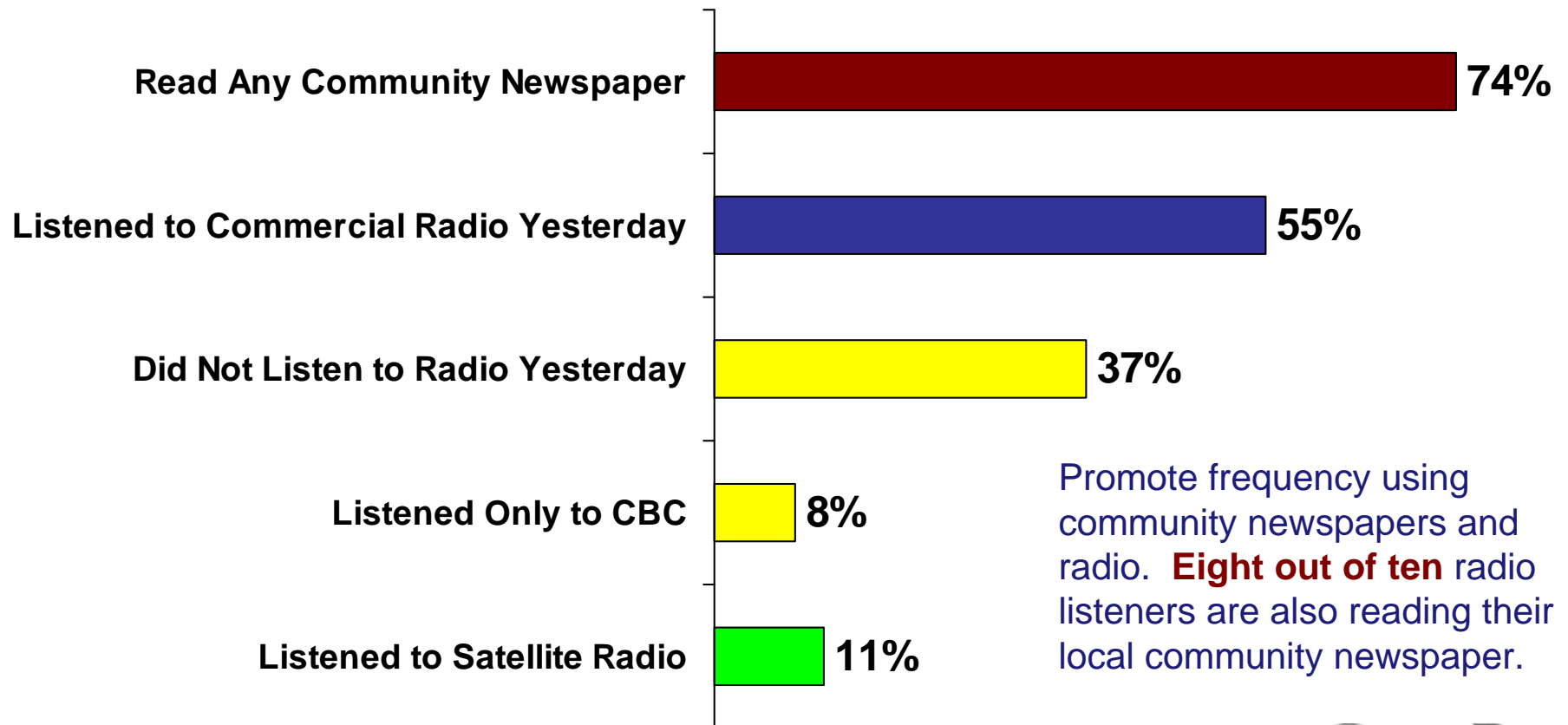
Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership – read any community newspaper and did not read daily newspapers

# 45% of Adults Cannot be Reached with Commercial 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.

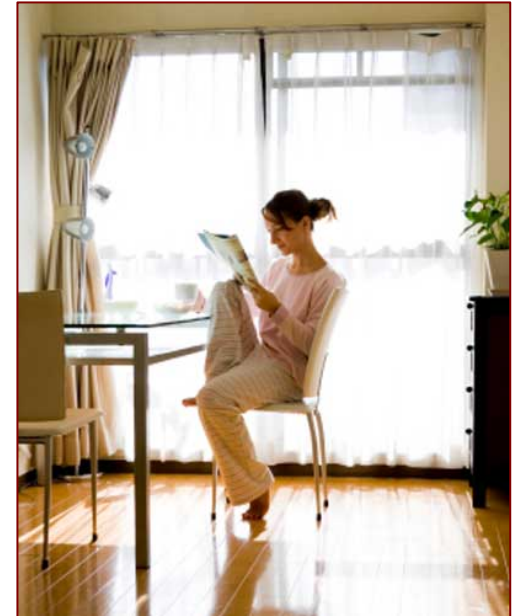


Promote frequency using community newspapers and radio. **Eight out of ten** radio listeners are also reading their local community newspaper.

Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812  
Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues  
\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# Relationship with Community Papers

- Canadians **are** reading their community newspapers
- Insight into relationship with community newspapers



## What are the main reasons for reading your community newspaper?

*Local News*

*Advertising*

*Classifieds*

*Local Events*

*Flyers*

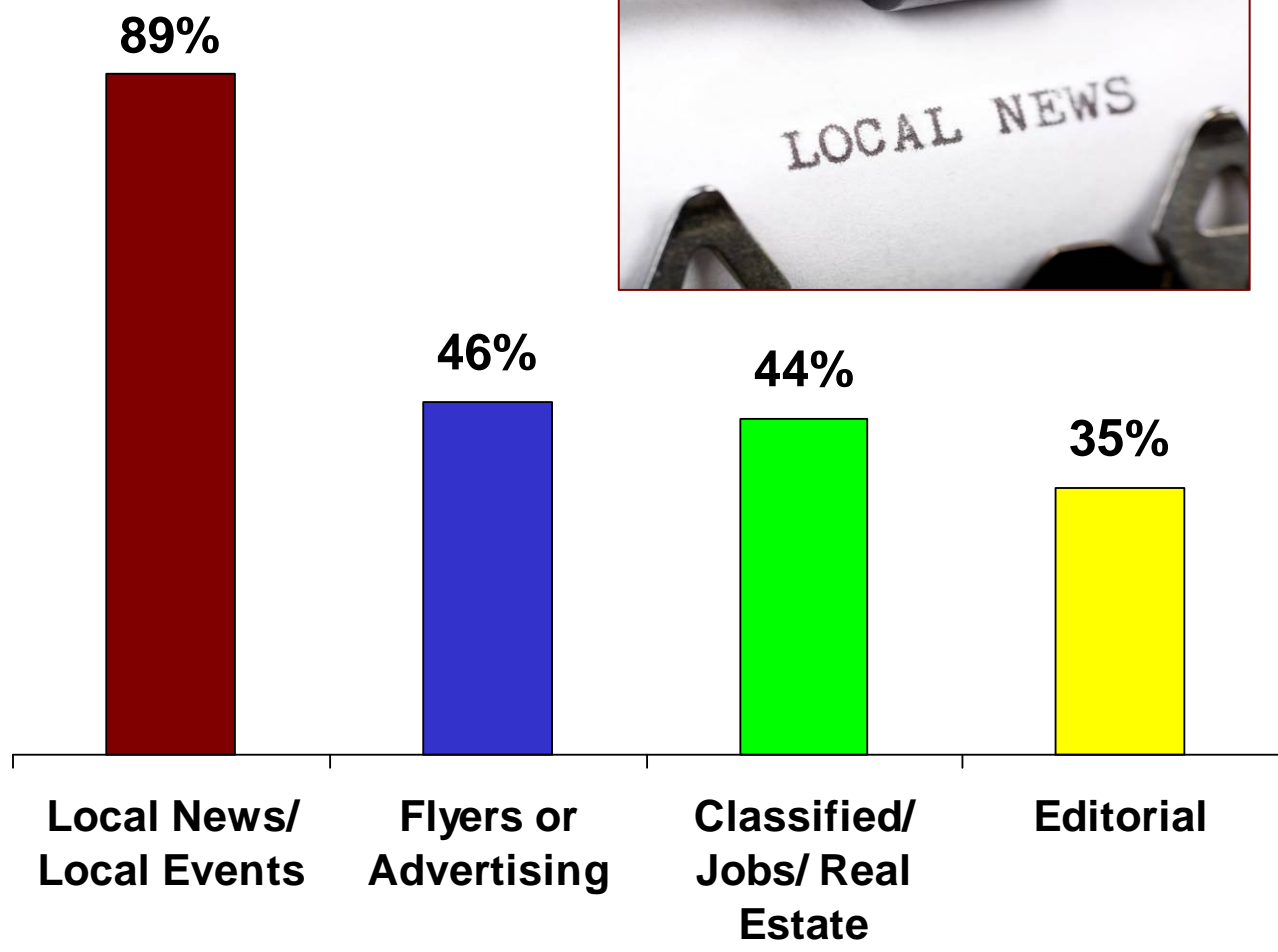
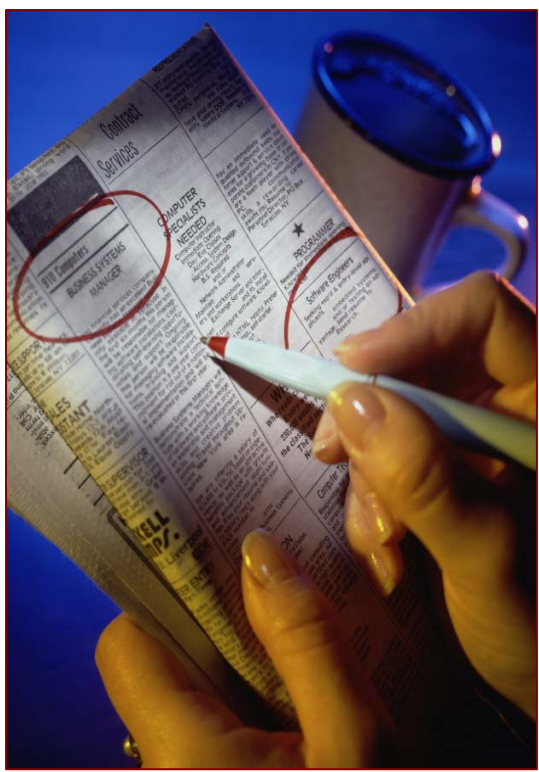
*Jobs/Employment*

*Editorial*

*Real Estate*

# Nine of Ten Community Newspaper Readers Choose Local News/Events as their Reason for Reading

% of Community Newspaper Readers



Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812  
\*read any community newspaper. Multiple mentions accepted

# Why Do Readers Turn to Community Newspapers?



Half of Saskatchewan readers choose Classified Advertising as a reason for reading their local community newspaper.

	All	Atlantic	ON	MB	SK	AB	BC	North
Editorial	<b>35%</b>	35%	31%	34%	36%	33%	36%	28%
Local News	<b>82%</b>	84%	80%	84%	81%	80%	82%	80%
Local Events	<b>63%</b>	63%	57%	60%	65%	61%	65%	51%
Classified	<b>33%</b>	33%	33%	42%	<b>50%</b>	37%	29%	29%
Real Estate	<b>22%</b>	19%	24%	21%	26%	25%	21%	16%
Jobs/Employment	<b>19%</b>	21%	20%	23%	24%	21%	17%	30%
Advertising	<b>31%</b>	29%	32%	33%	38%	29%	31%	23%
Flyers	<b>36%</b>	30%	39%	31%	39%	29%	40%	14%



# Flyers



- Research shows community newspapers are preferred delivery vehicle for flyers
- ComBase 2008/2009 gathers data on readership of flyers delivered in the community newspaper
- 11 categories measured

- Grocery Stores
- Drug Stores
- Home Improvement Stores
- Auto Supply Stores
- Department Stores
- Fast Food Restaurant
- Furniture/Appliance/Electronics
- Computer Hardware/Software
- Investments/Banking Services
- Telecommunications/Wireless
- Other Products or Services

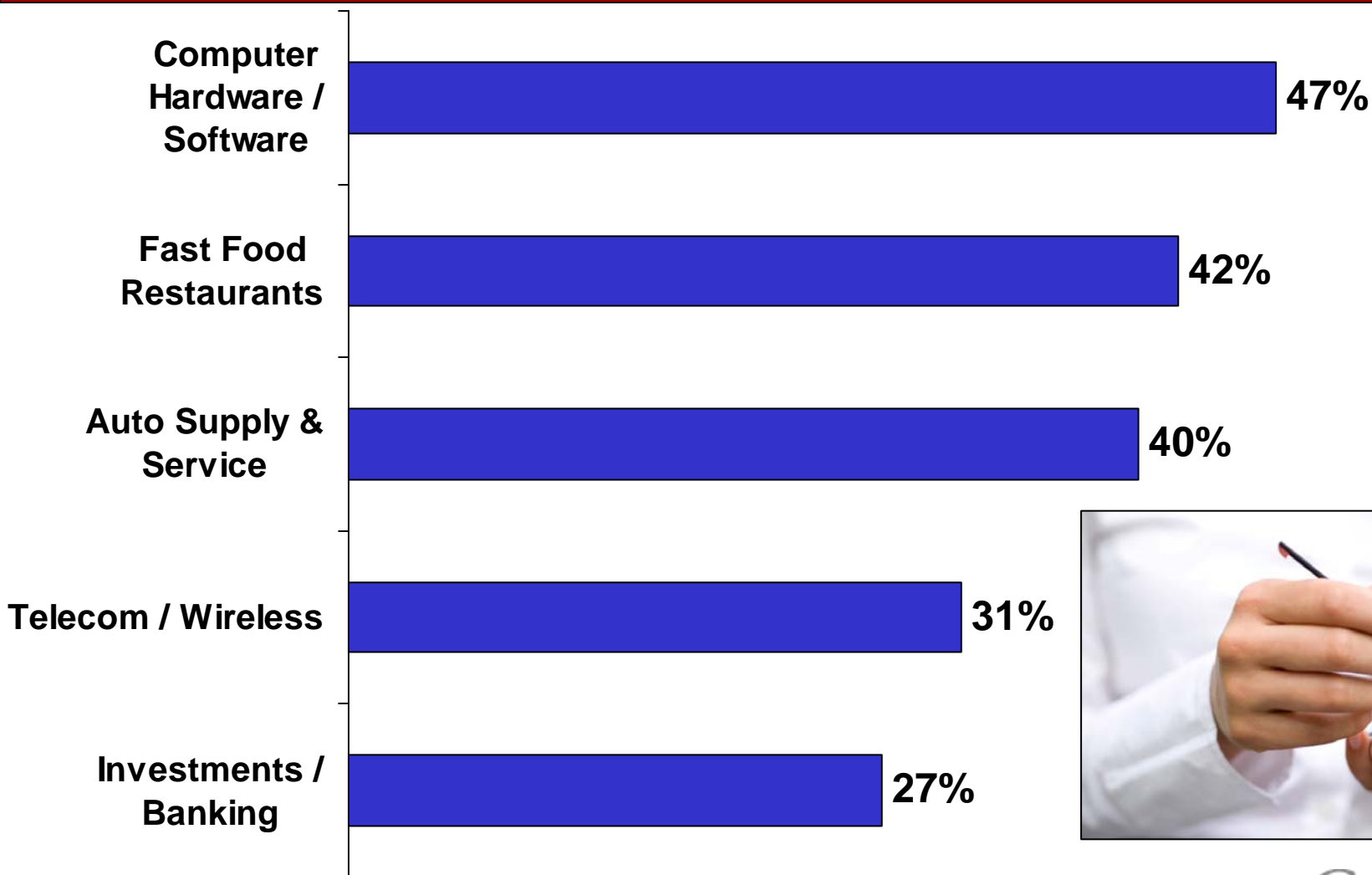
# 76% of Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

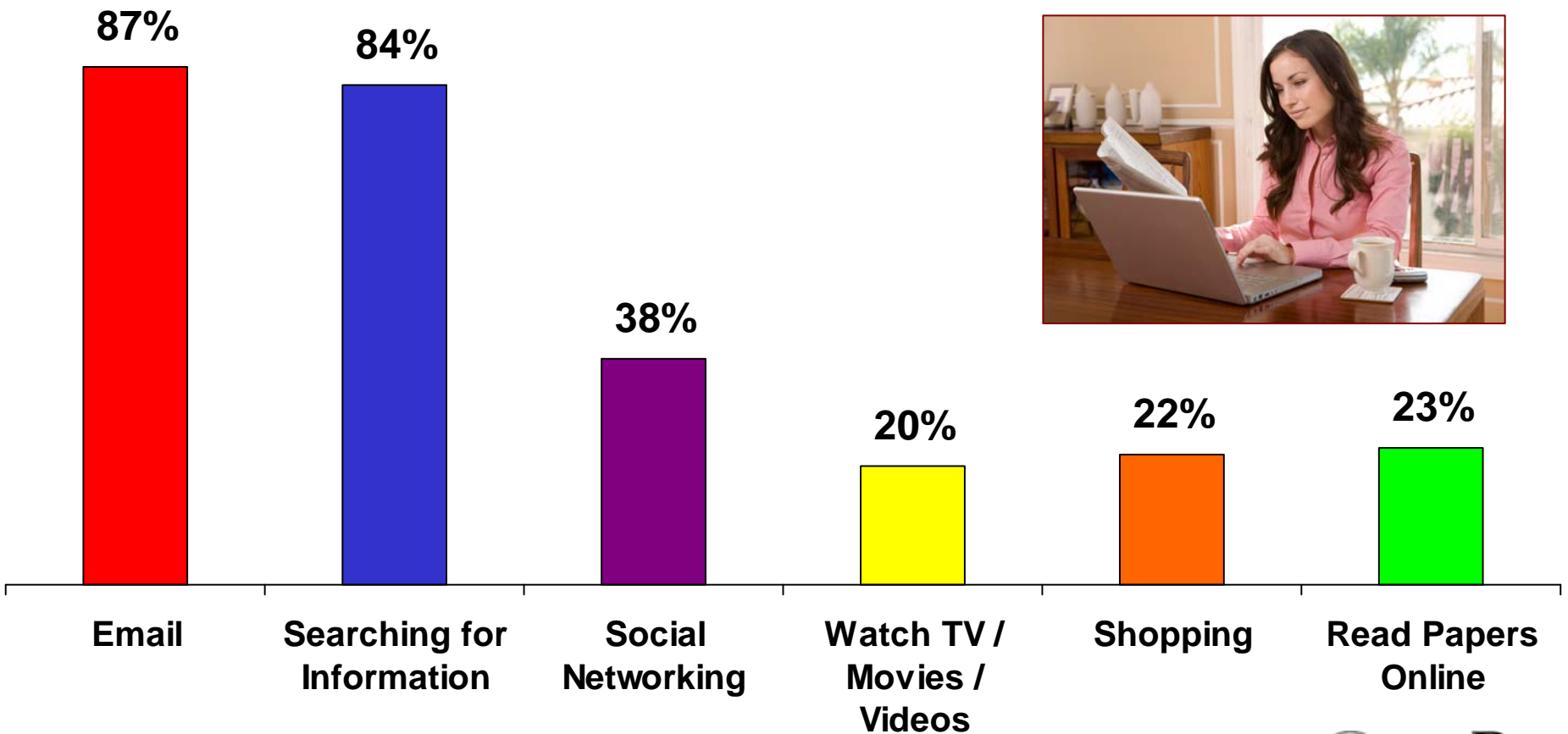
# 31% of Community Newspaper Readers Look at Telecom/Wireless Flyers\*



Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812  
\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# Eight of Ten Community Newspaper Readers Access the Internet at Home

**84%** of community newspaper readers search for information as one of their primary online activities.



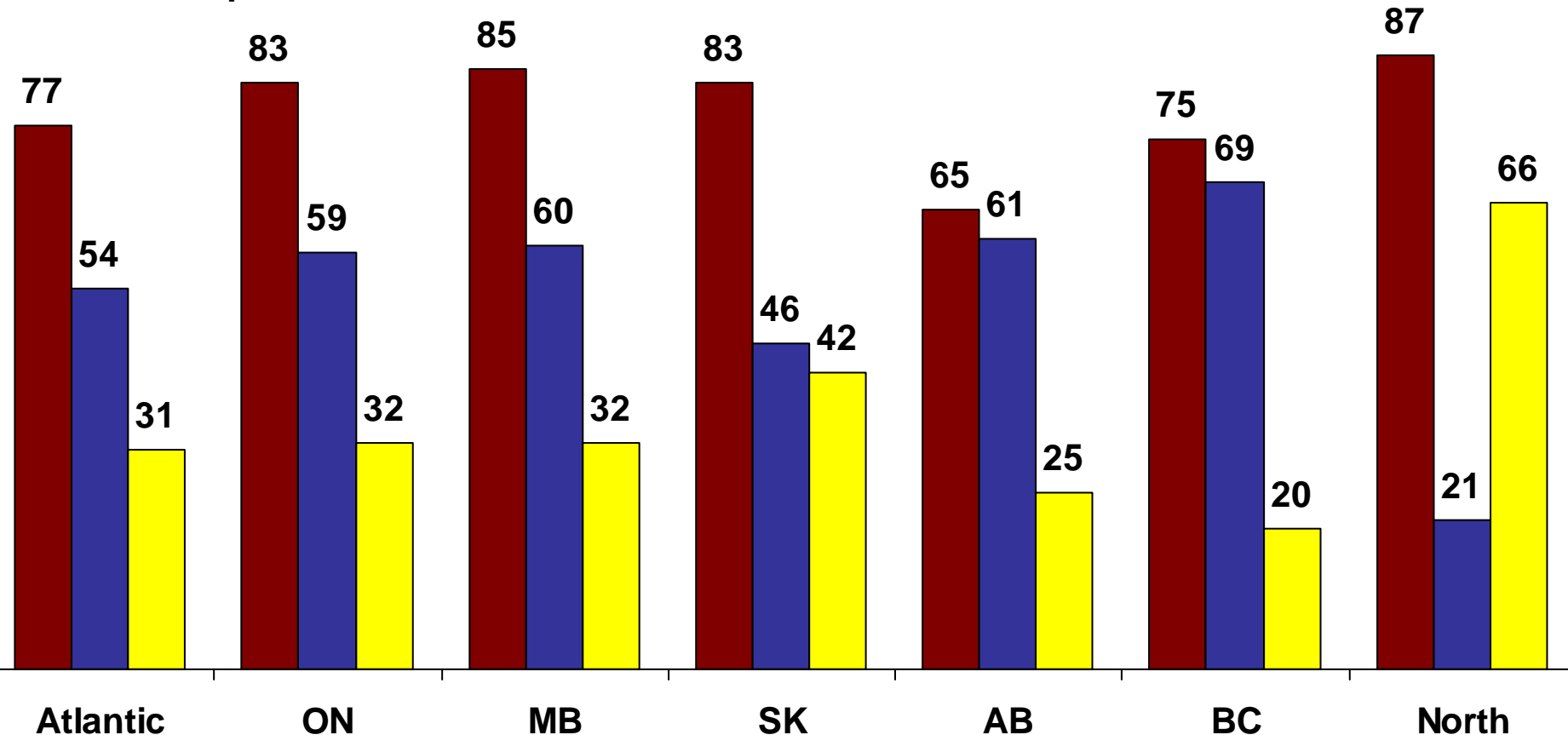
# Community Newspaper Readership is Strong Across the Country

- Community newspaper readership is strong and that trend continues provincially
- The top 3 provinces/regions with the highest community newspaper readership are:
  - **87%** in Northern Canada
  - **85%** in Manitoba
  - **83%** in Saskatchewan
- Exclusive readership represents adults that cannot be reached with advertising in daily newspapers
  - Northern Canada has one of the highest exclusive readership figures at **66%** - even higher than daily newspaper readership



# Community Newspaper Readership is Strong Across the Country

% Readership



■ Community Newspapers ■ Daily Newspapers ■ Exclusive Community Papers

Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

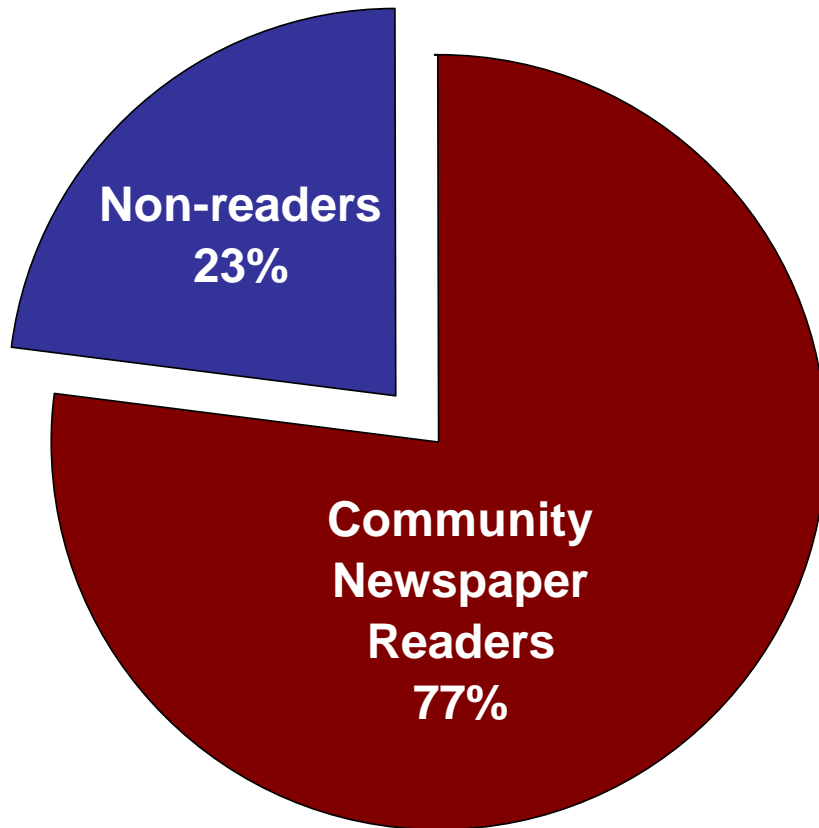
ComBase  
COMMUNITY NEWSPAPERS – DEFINITELY



# **Community Newspaper Readership**

***Atlantic Canada***

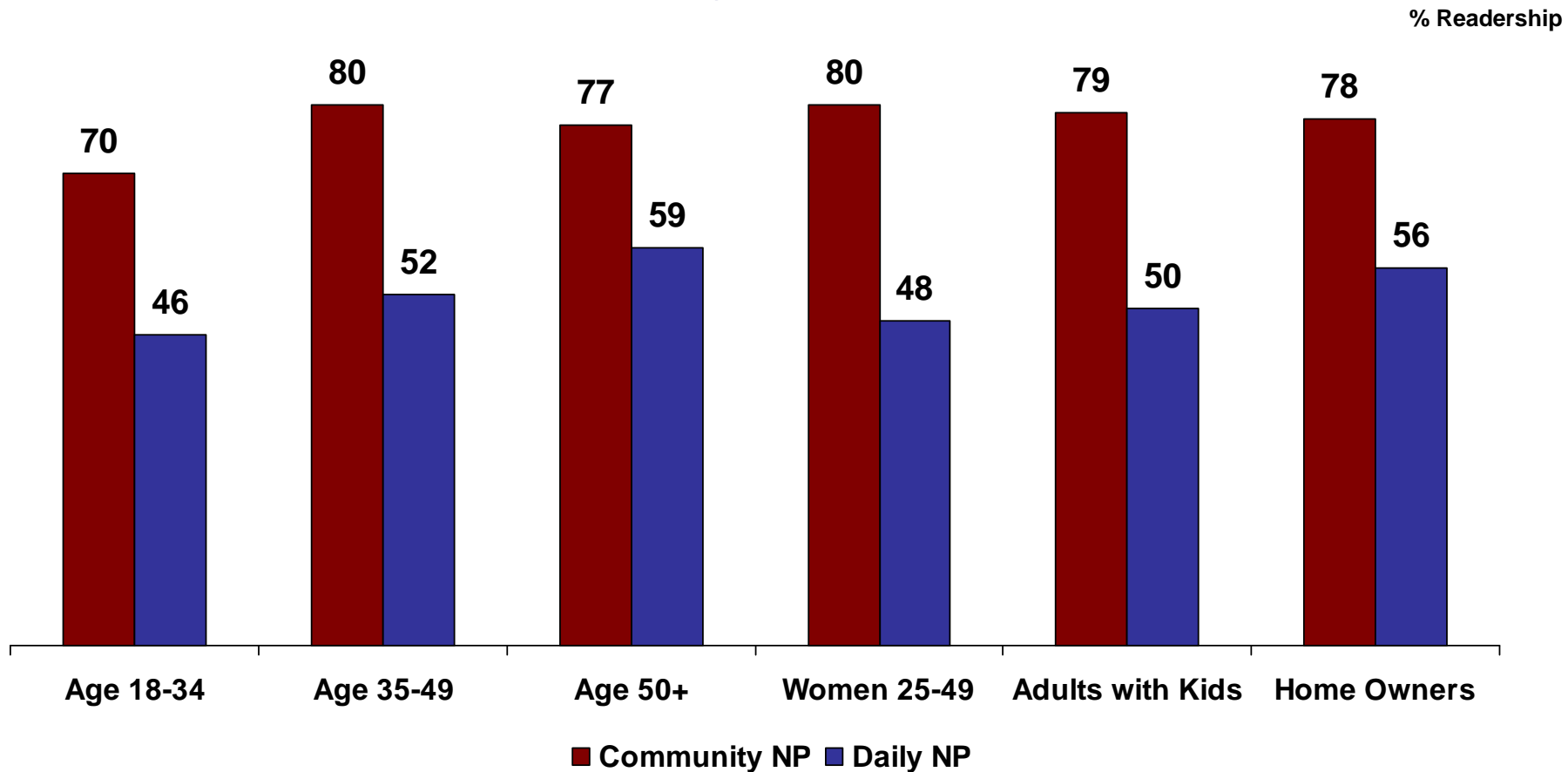
# Eight out of Ten Atlantic Adults are Community Newspaper Readers



- **77%** of Atlantic adults are community newspaper readers
- **54%** read any weekday daily newspaper
- **17%** read any newspaper online
- **31%** of community newspaper readers are exclusive
- **86%** of adults are print or online newspaper readers

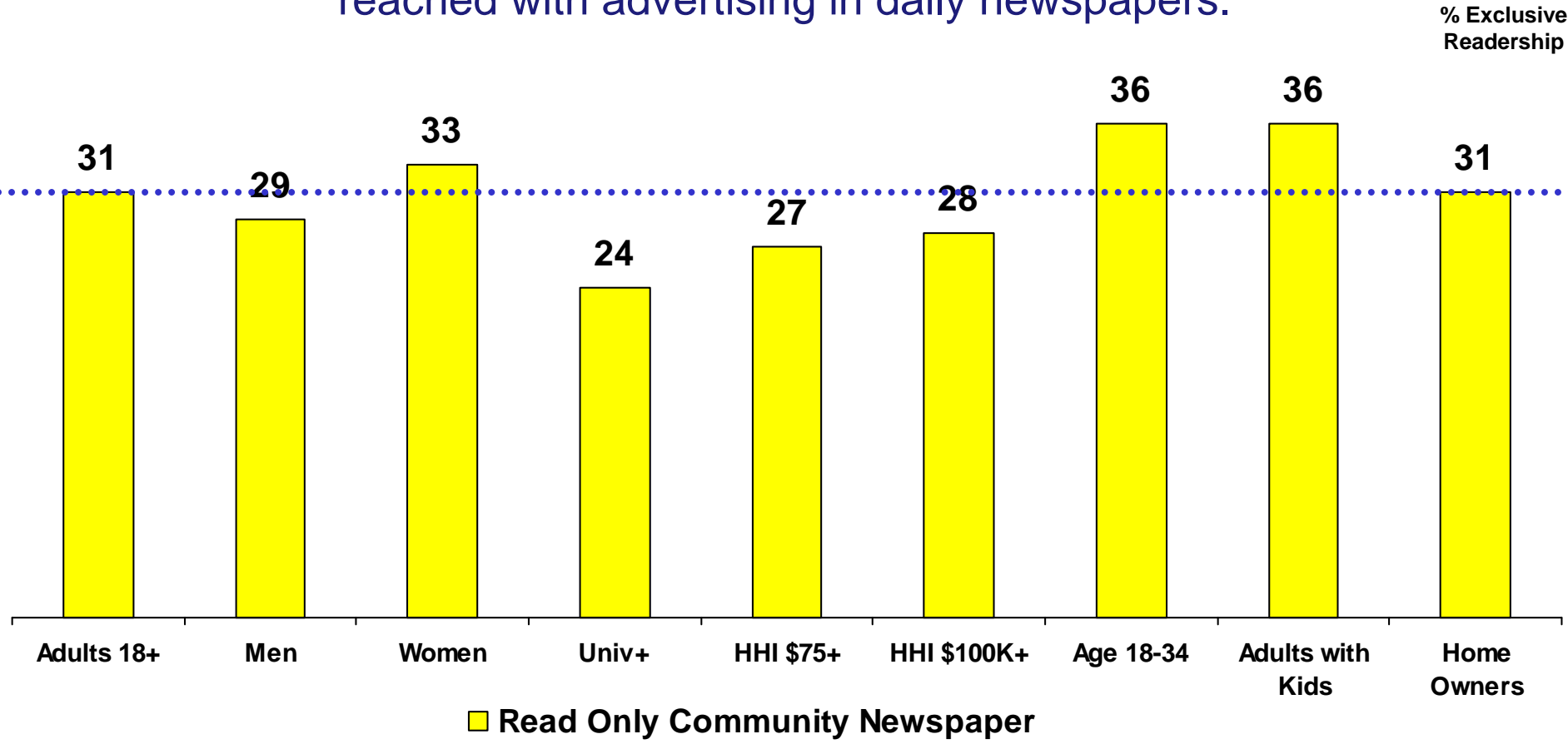
# Community Newspapers Reach Desirable Atlantic Demographics

**80%** of Atlantic women 25-49 are reading community papers compared to **48%** who are reading their daily newspaper.



# Some Readers Can ONLY Be Reached with the Local Atlantic Community Paper

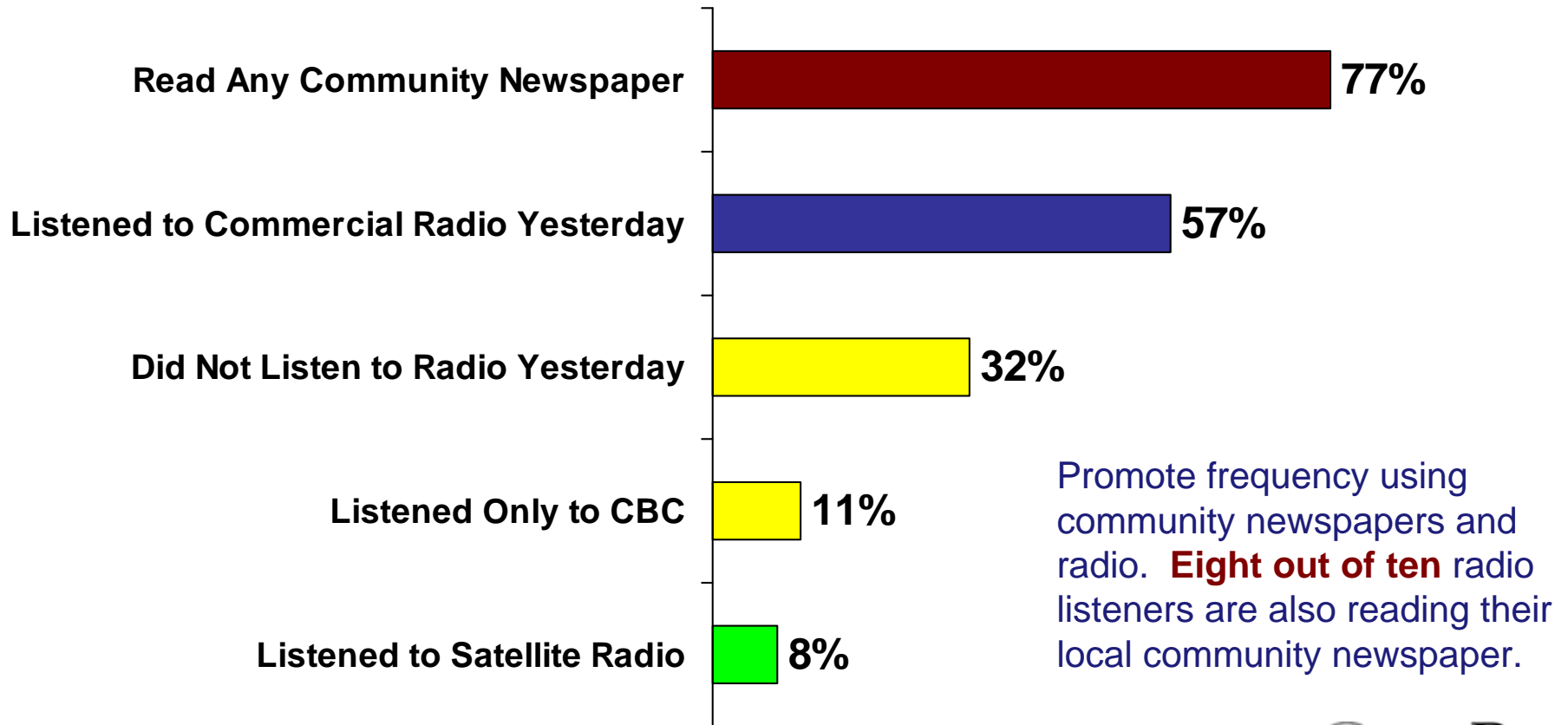
**36%** of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.



Source: ComBase 2008/2009 - Atlantic Population 350,293 – Sample 3,507  
Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues  
Exclusive readership – read any community newspaper and did not read daily newspapers

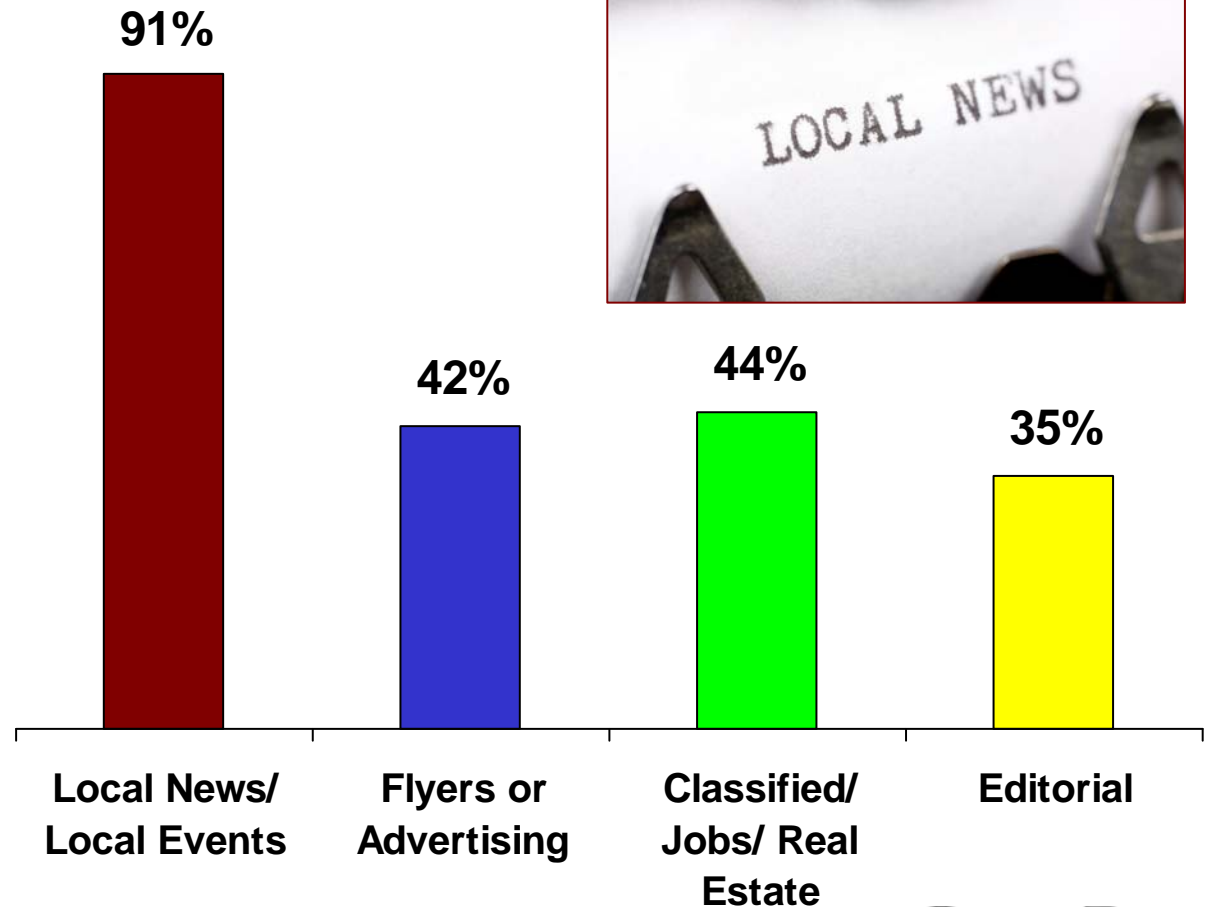
# 43% of Atlantic Adults Cannot be Reached with Commercial Radio\*

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.

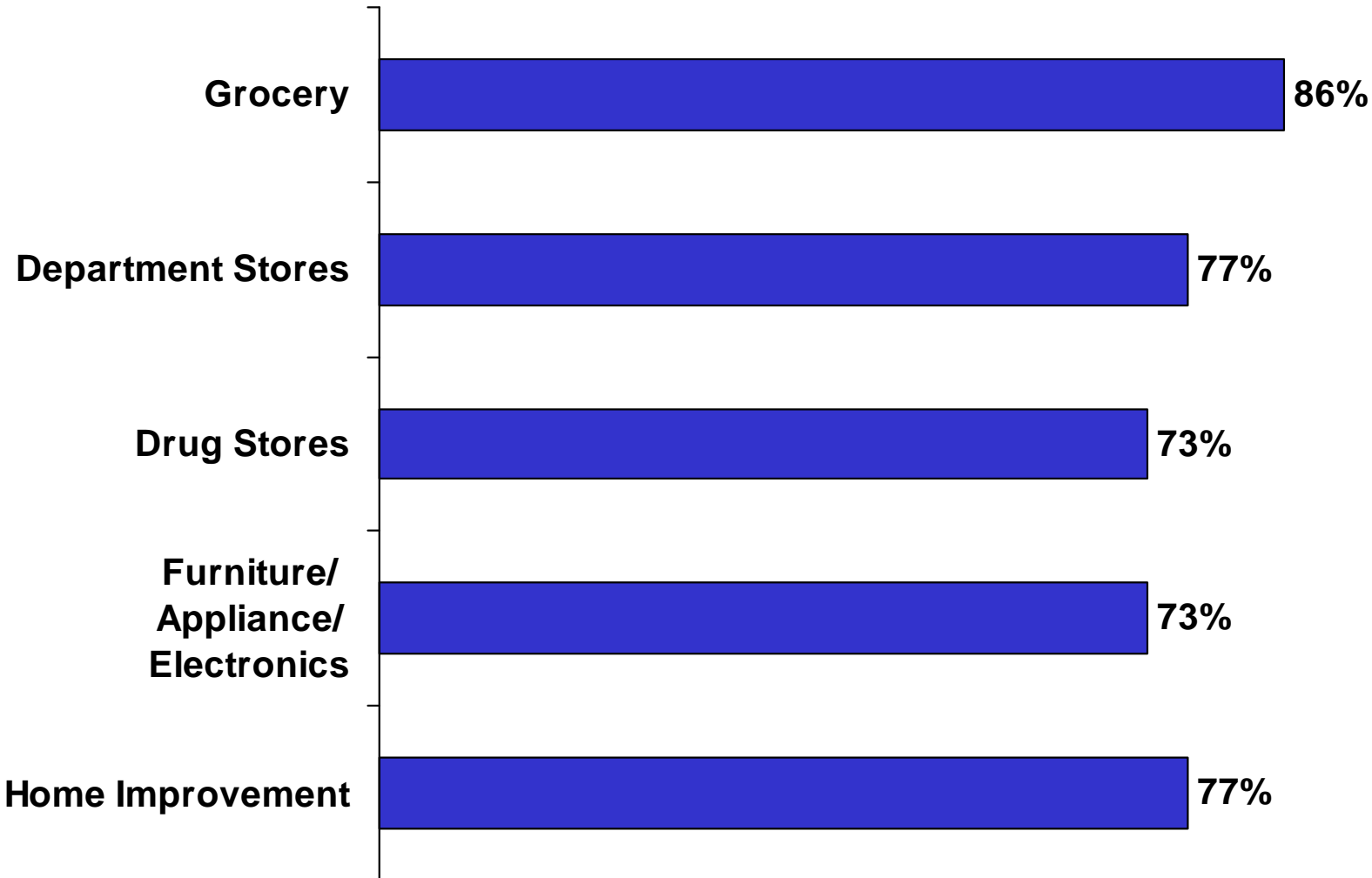


Source: ComBase 2008/2009 - Atlantic Population 350,293 - Sample 3,507  
Cumulative readership - read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues  
\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# 44% of Atlantic Community Newspaper Readers Choose Classified Ads/Jobs/Real Estate as their Reason for Reading



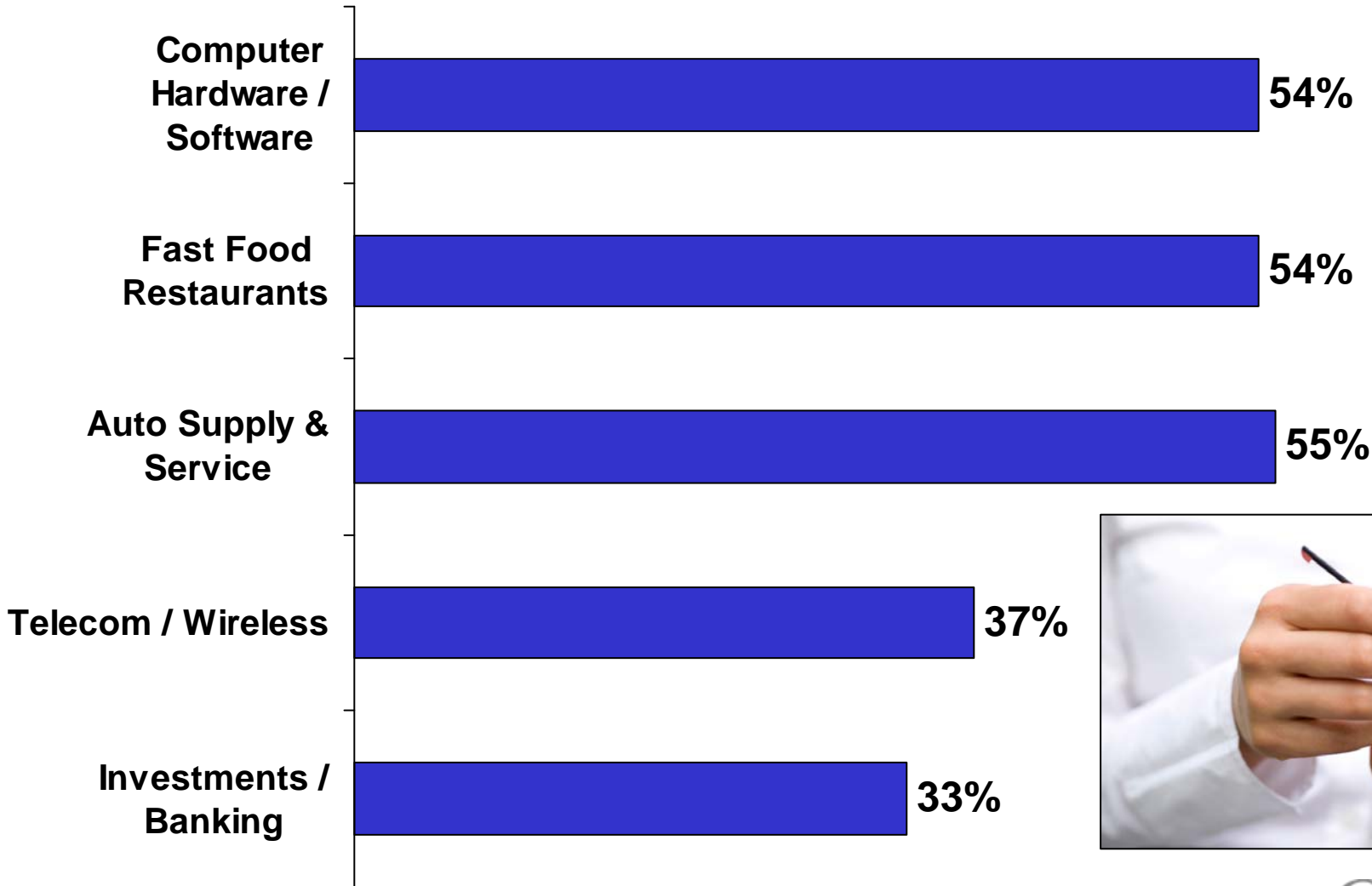
# 86% of Atlantic Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 - Atlantic Population 350,293 - Sample 3,507

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 37% of Atlantic Community Newspaper Readers Look at Telecom/Wireless Flyers\*



# Atlantic Markets and Papers

Province	Market	Member Newspaper
NS	Lunenburg	The Lighthouse Log
NS	Bedford-Sackville	The Weekly News
NS	Kentville	The Advertiser
NS	Kentville/Berwick	The Kings County Register
NS	Liverpool	The Advance
NS	Yarmouth	The Vanguard
NL	Carbonear	The Compass
NL	Channel-Port Aux Basques	The Gulf News
NL	Clareville (George's Brook - Milton)	The Packet
NL	Gander	The Beacon
NL	Grand Falls-Windsor	The Advertiser
NL	Lewisporte	The Pilot
NL	Marystown	The Southern Gazette
NL	Stephenville	The Georgian
PE	Alberton	West Prince Graphic
PE	Montague	Eastern Graphic
NB	St. Stephen	The St. Croix Courier

**Number of Atlantic Markets Measured:**  
17

**Total Adult Population:**  
350,293

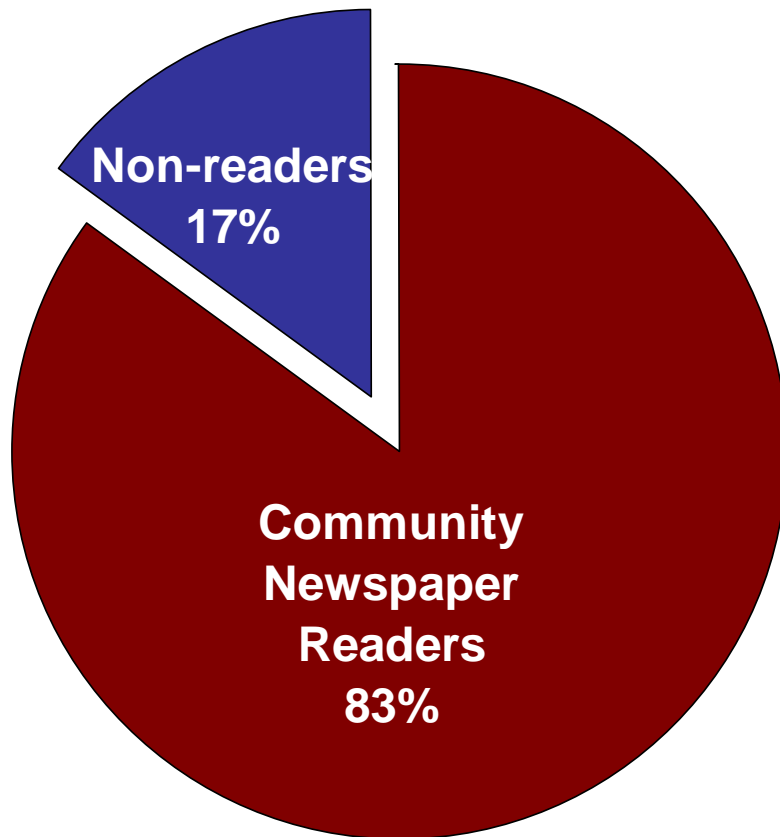
**Number of Atlantic Interviews:**  
3,507



# **Community Newspaper Readership**

***Ontario***

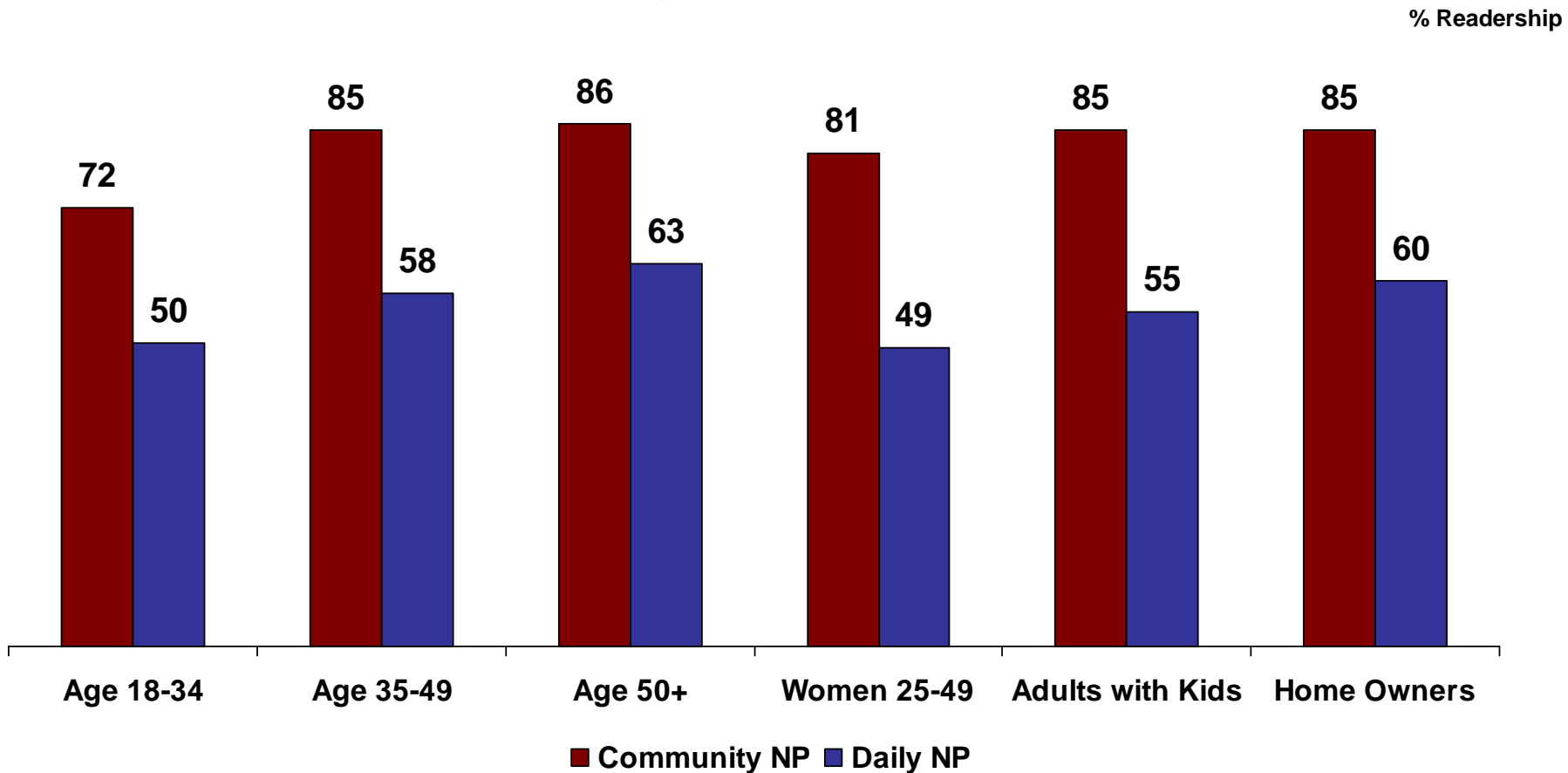
# Eight out of Ten ON Adults are Community Newspaper Readers



- **83%** of ON adults are community newspaper readers
- **59%** read any weekday daily newspaper
- **17%** read any newspaper online
- **32%** of community newspaper readers are exclusive
- **91%** of adults are print or online newspaper readers

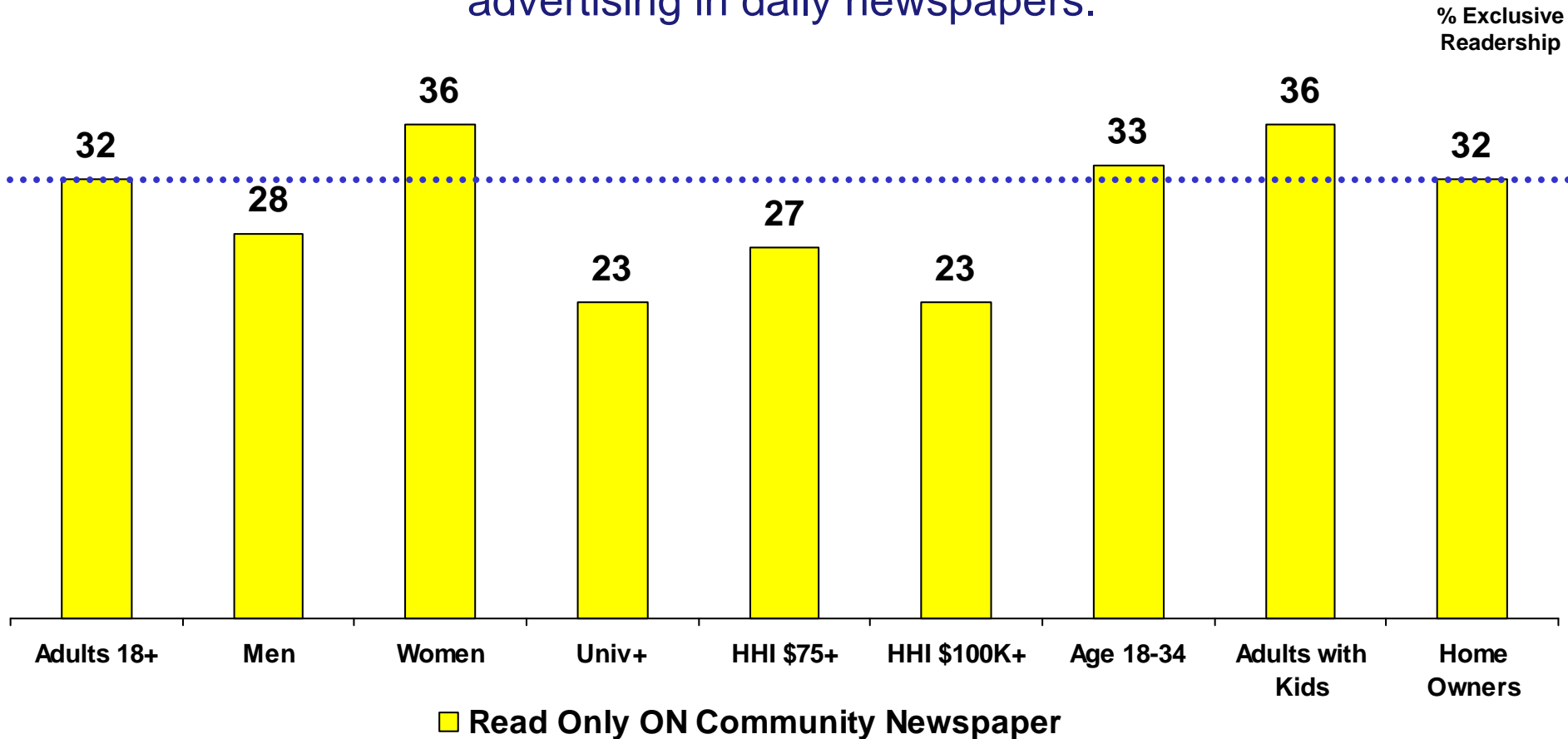
# Community Newspapers Reach Desirable ON Demographics

**81%** of ON women 25-49 are reading community papers compared to **49%** who are reading their daily newspaper.



# Some Readers Can ONLY Be Reached with the Local ON Community Paper

**36%** of women read only their community paper and cannot be reached with advertising in daily newspapers.



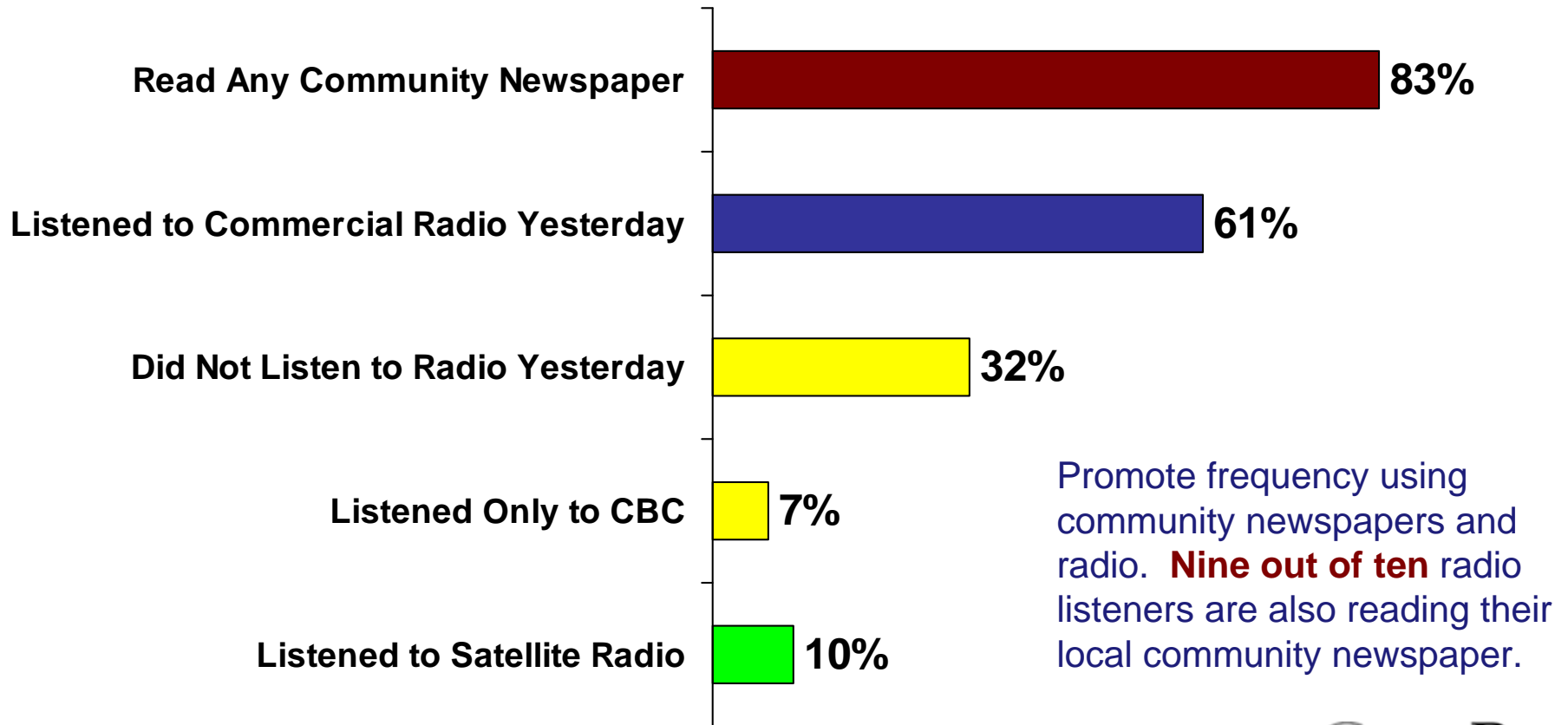
Source: ComBase 2008/2009 - ON Population 426,951 - Sample 2,106

Cumulative readership - read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership - read any community newspaper and did not read daily newspapers

# 39% of ON Adults Cannot be Reached with Commercial 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.

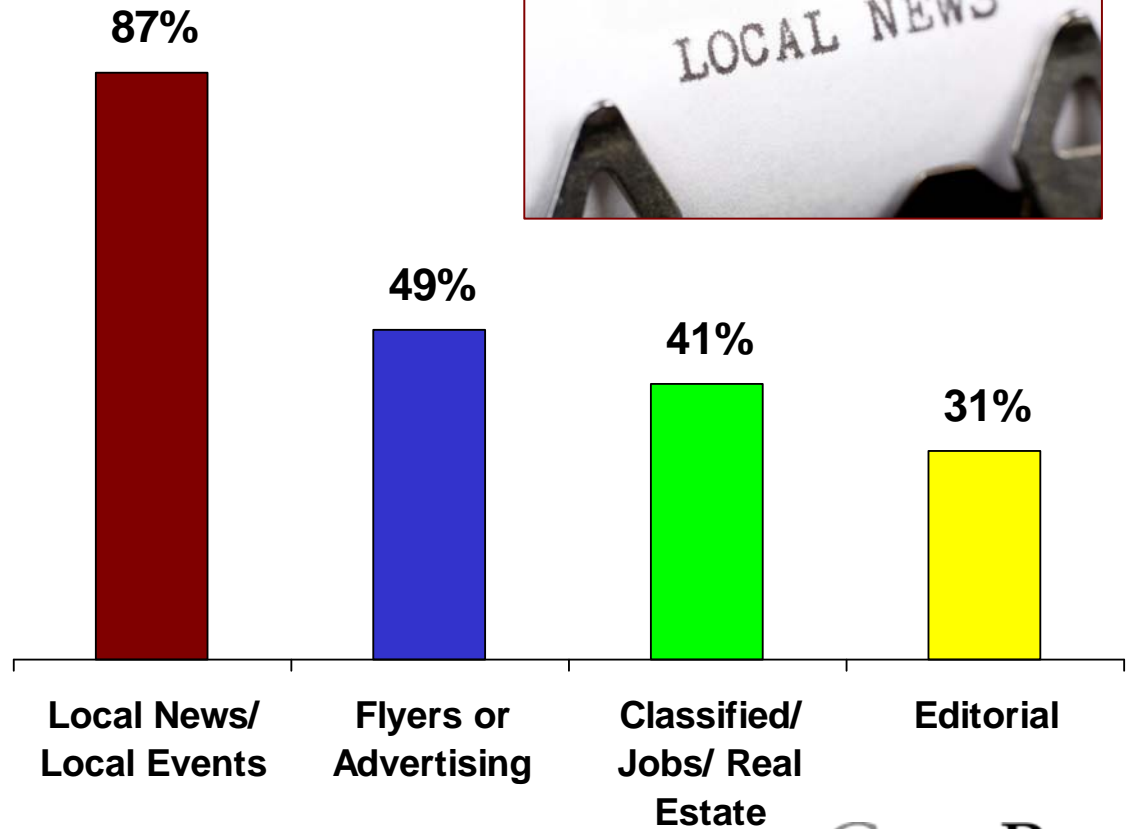


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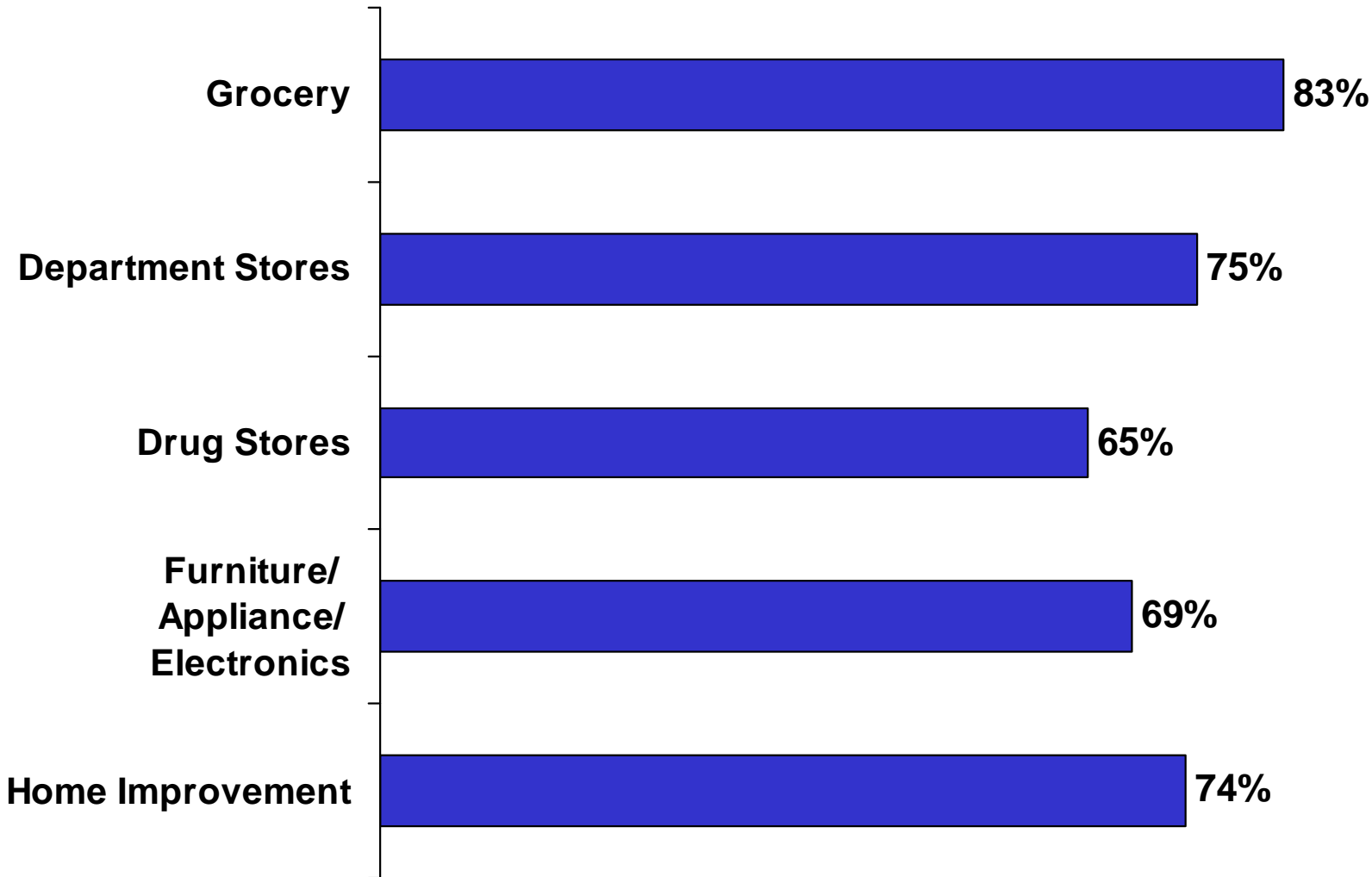
\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# Half of ON Community Newspaper Readers Choose Flyers/Advertising as their Reason for Reading



Source: ComBase 2008/2009 - ON Population 426,951 - Sample 2,106  
\*read any community newspaper. Multiple mentions accepted

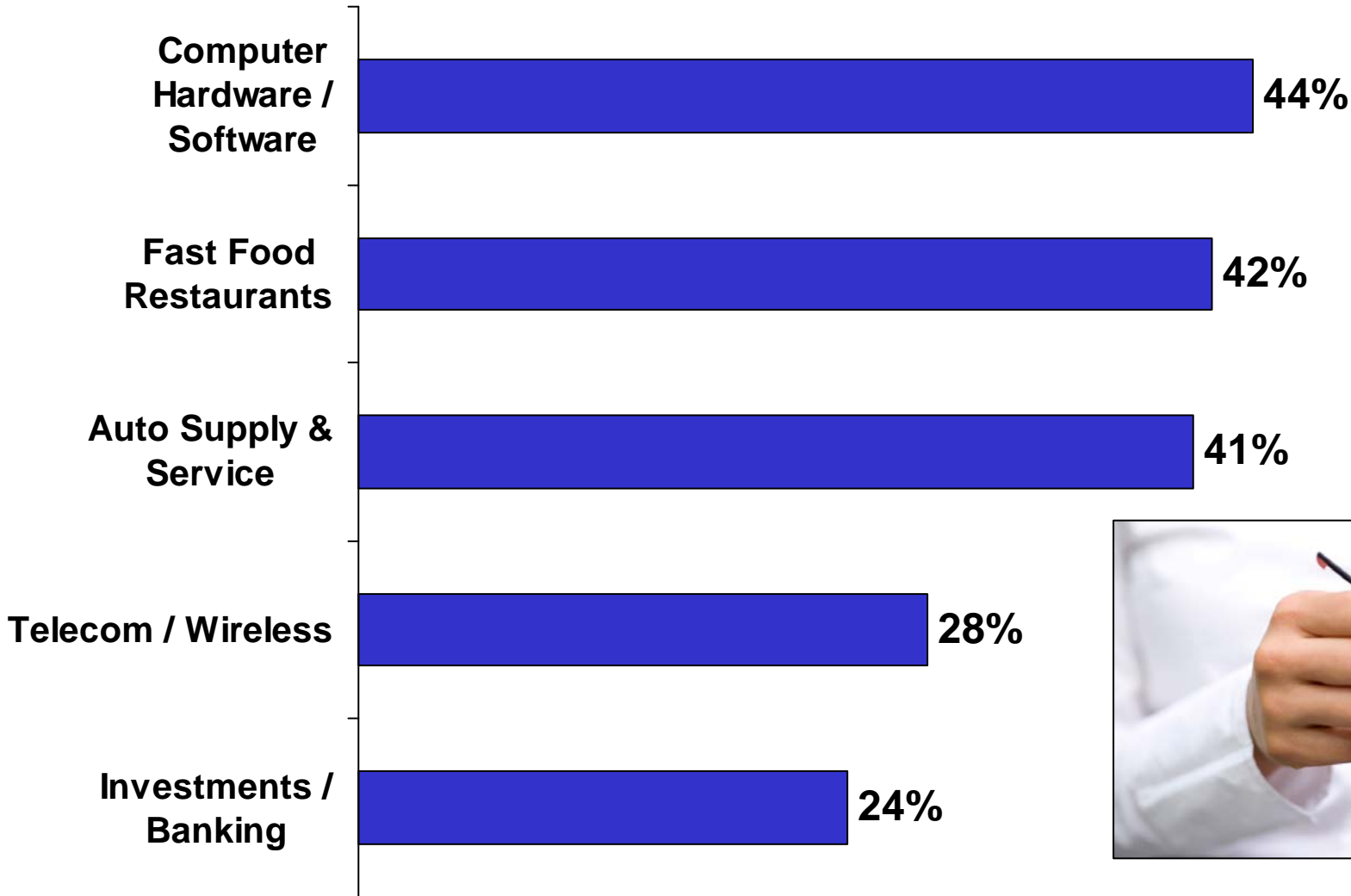
# 83% of ON Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 - ON Population 426,951 - Sample 2,106

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 28% of ON Community Newspaper Readers Look at Telecom/Wireless Flyers\*



# Ontario Markets and Papers

Market	Member Newspaper
Belleville/Trenton (Stirling)	The Community Press (Quinte edition)
Campbellford	The Community Press (Western edition)
Dryden	Dryden Observer
Fort Frances	Fort Frances Times
Kincardine	Kincardine Independent
Kingston	Kingston This Week / The Whig Standard
Little Current	The Manitoulin Expositor
Orleans	Orleans Star
Stirling	The Community Press (Eastern edition)
Sudbury	Northern Life

**Number of ON  
Markets  
Measured:**  
10

**Total Adult  
Population:**  
426,951

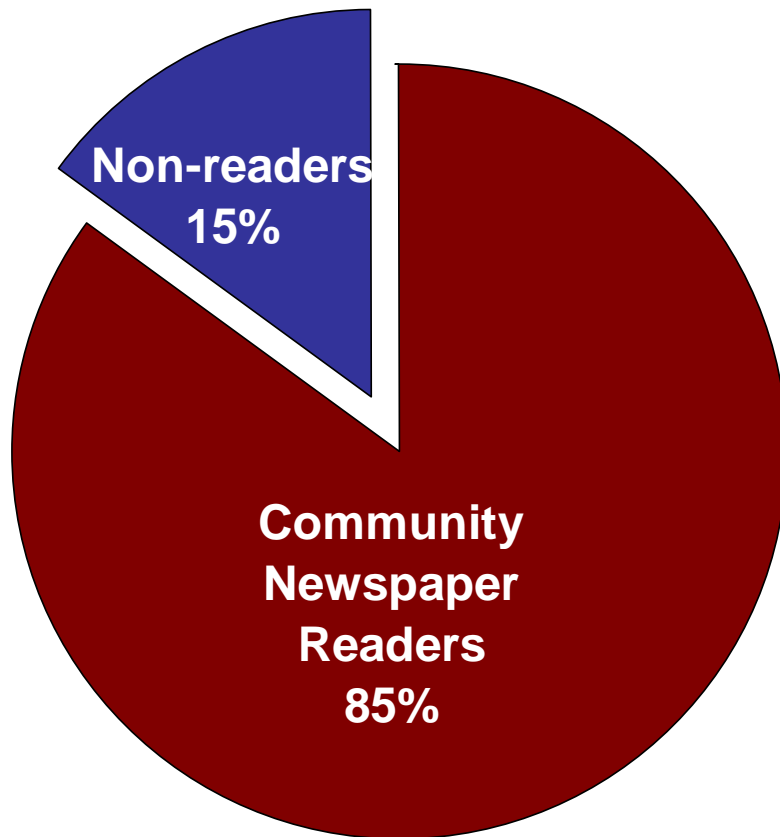
**Number of  
Ontario  
Interviews:**  
2,106



# **Community Newspaper Readership**

***Manitoba***

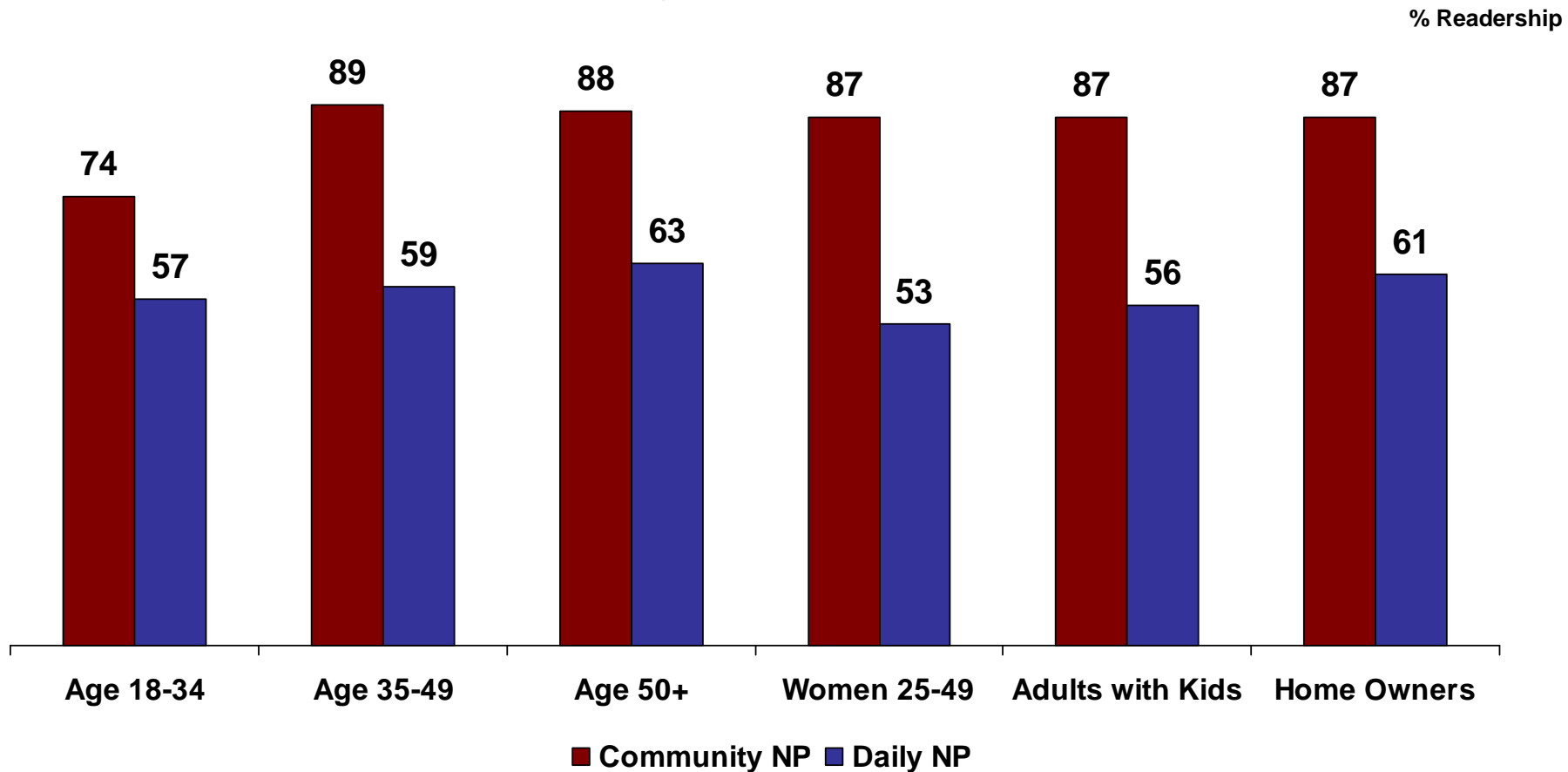
# Eight out of Ten MB Adults are Community Newspaper Readers



- **85%** of MB adults are community newspaper readers
- **60%** read any weekday daily newspaper
- **15%** read any newspaper online
- **32%** of community newspaper readers are exclusive
- **92%** of adults are print or online newspaper readers

# Community Newspapers Reach Desirable MB Demographics

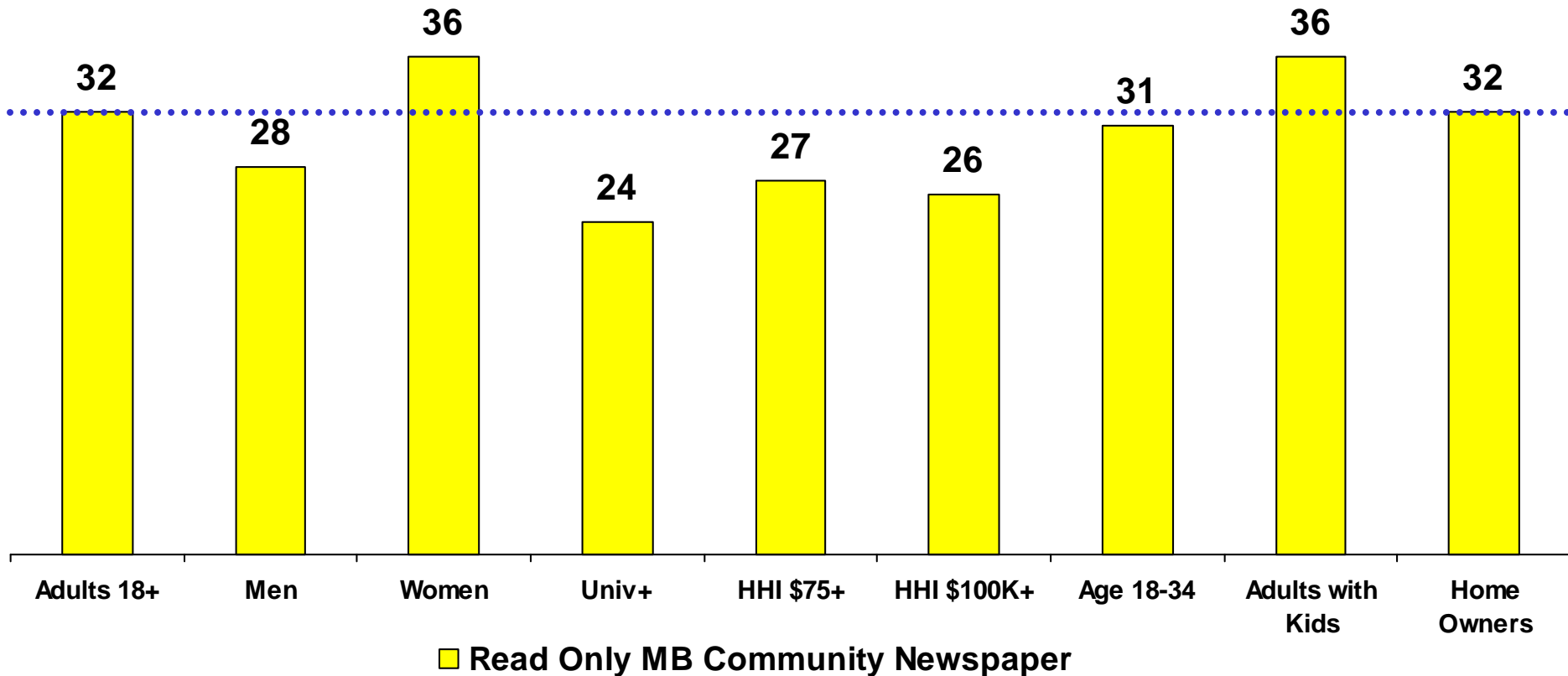
**87%** of MB women 25-49 are reading community papers compared to **53%** who are reading their daily newspaper.



# Some Readers Can ONLY Be Reached with the Local MB Community Paper

**36%** of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.

% Exclusive Readership



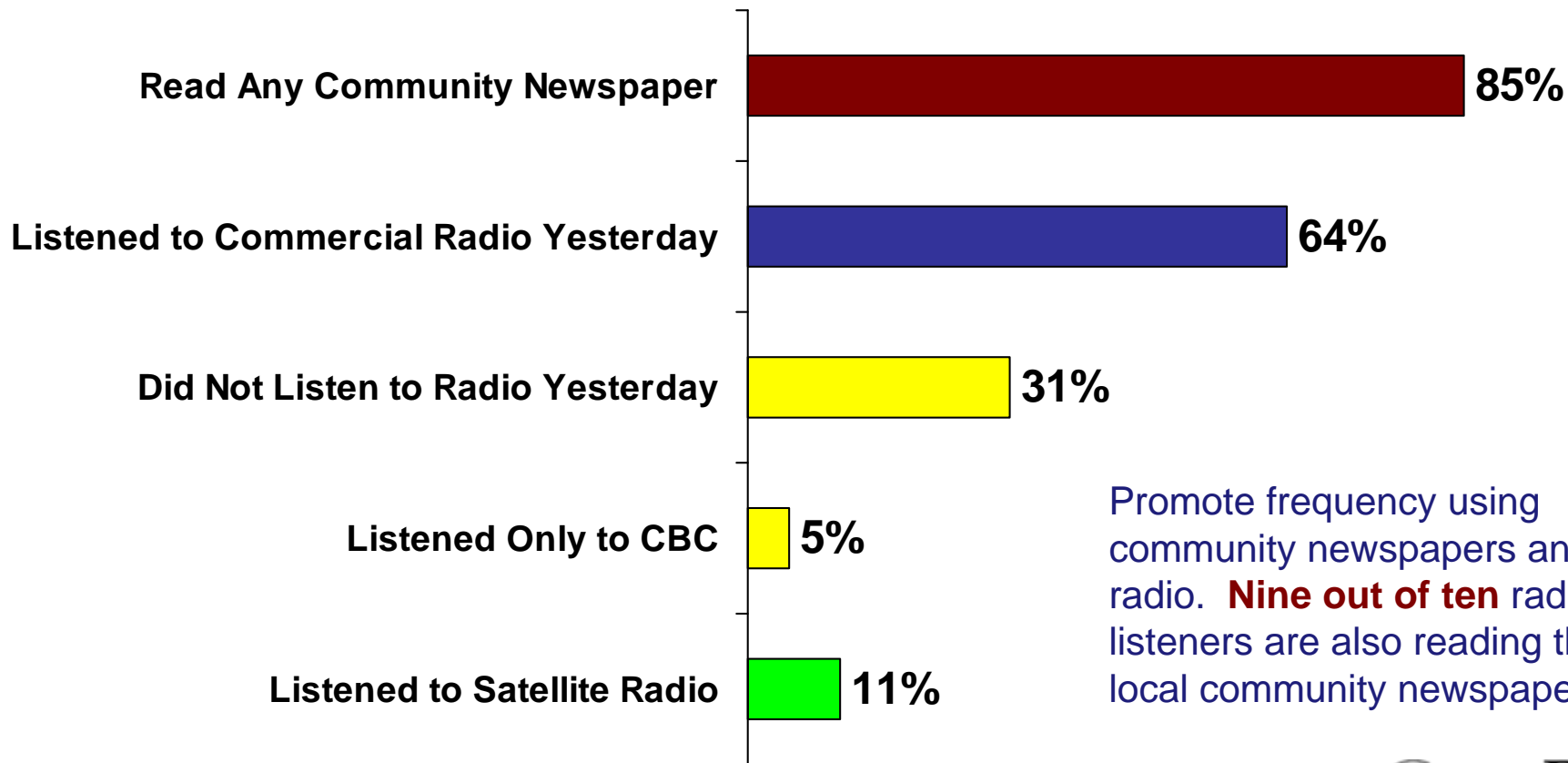
Source: ComBase 2008/2009 - MB Population 256,264 - Sample 4,372

Cumulative readership - read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership - read any community newspaper and did not read daily newspapers

# 36% of MB Adults Cannot be Reached with Commercial 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.



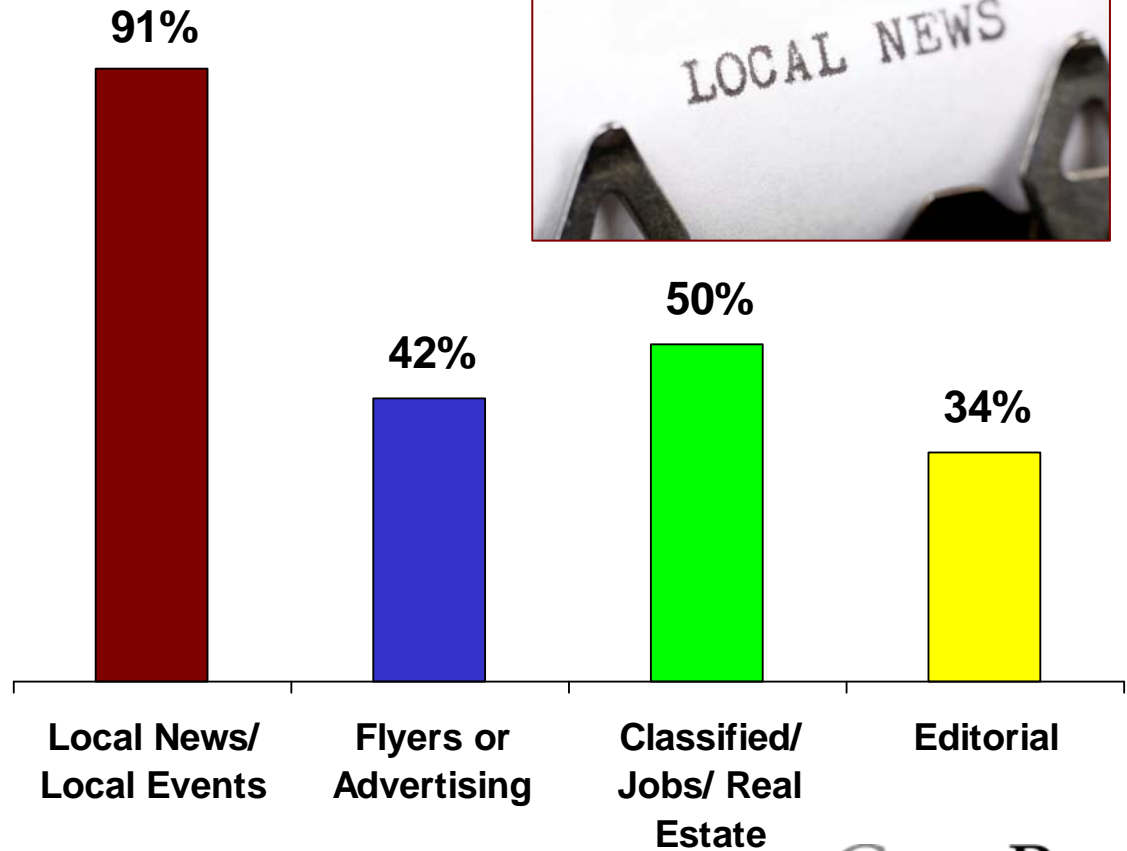
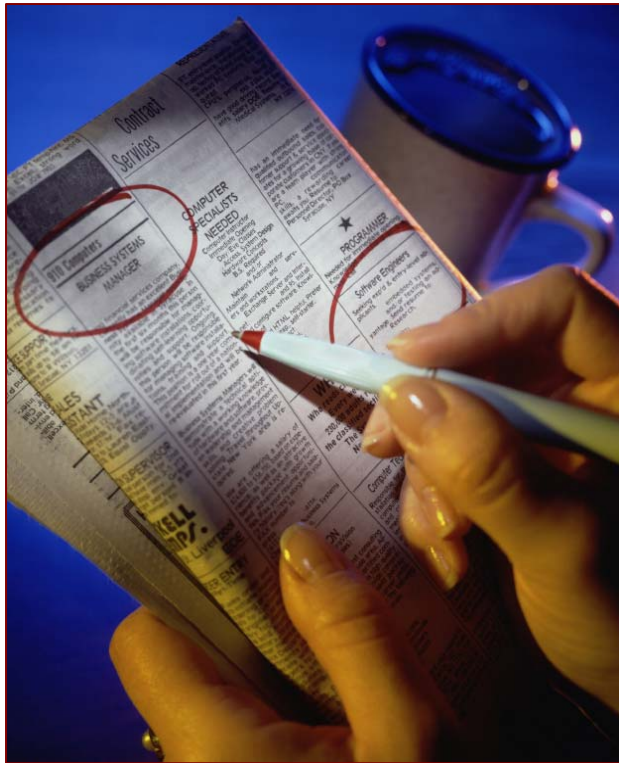
Promote frequency using community newspapers and radio. **Nine out of ten** radio listeners are also reading their local community newspaper.

Source: ComBase 2008/2009 - MB Population 256,264 - Sample 4,372

Cumulative readership - read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

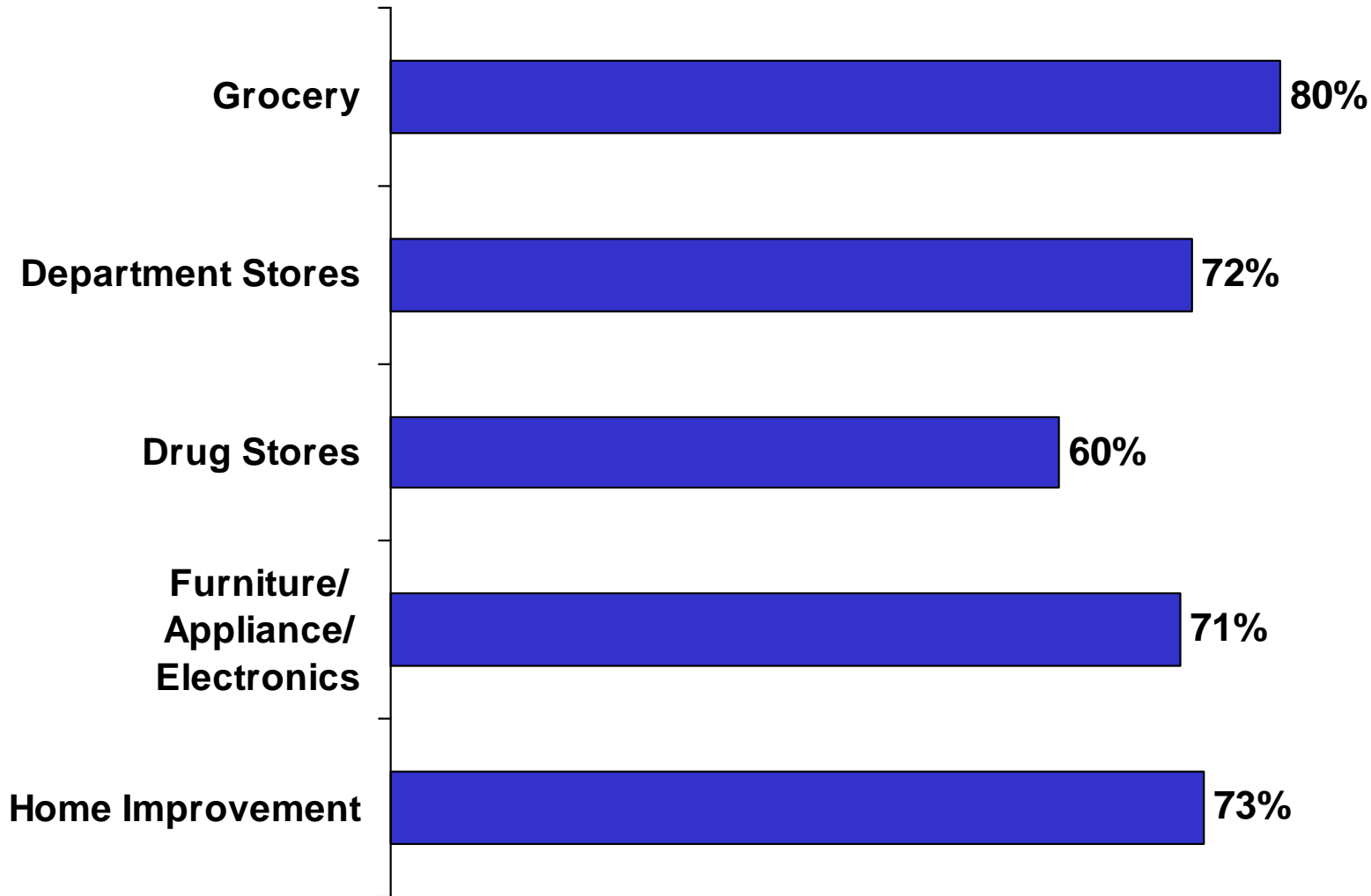
\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# Half of MB Community Newspaper Readers Choose Classified Ads/Jobs/Real Estate as their Reason for Reading



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\*read any community newspaper. Multiple mentions accepted

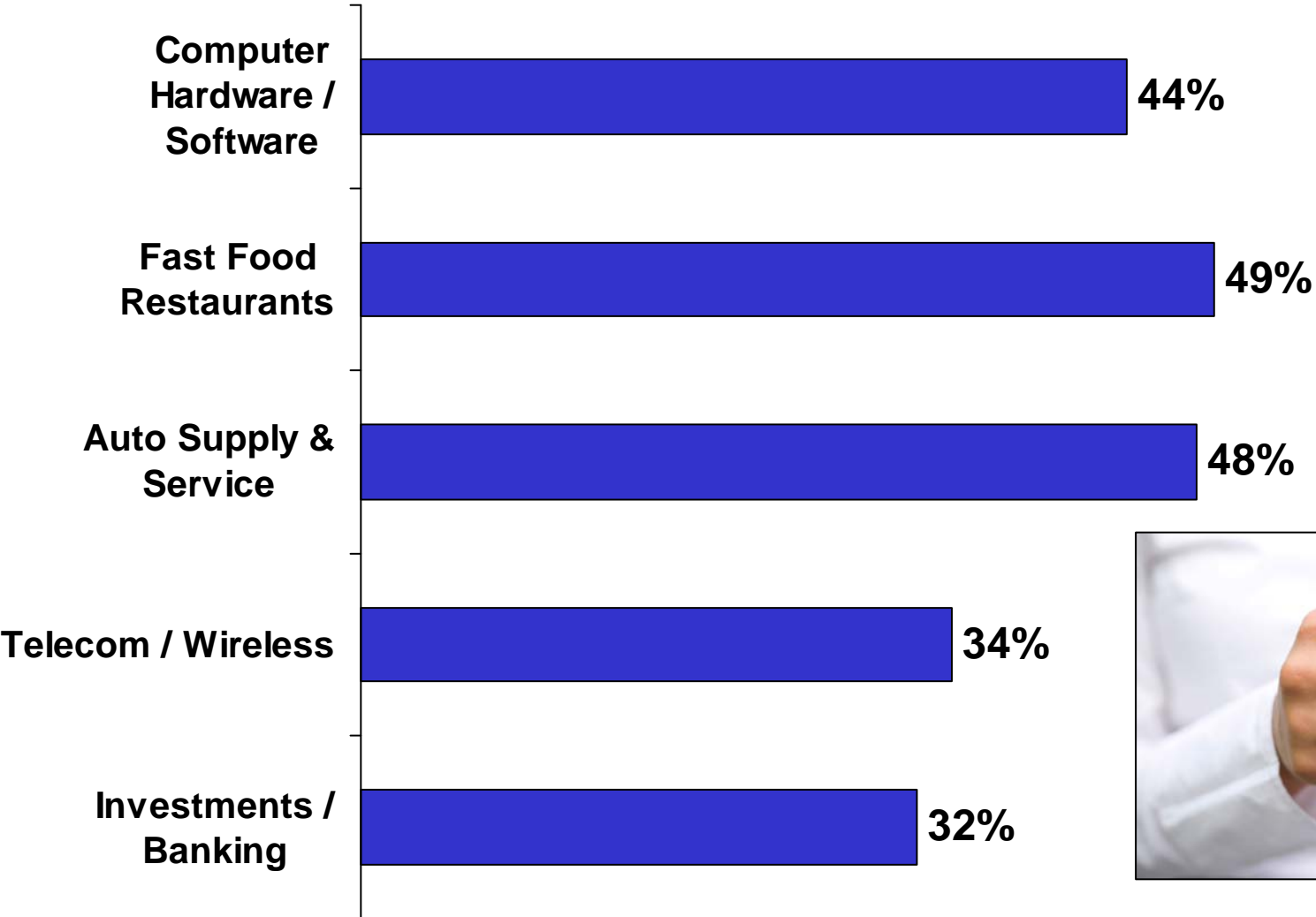
# 80% of MB Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 - MB Population 256,264 - Sample 4,372

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 34% of MB Community Newspaper Readers Look at Telecom/Wireless Flyers\*



Source: ComBase 2008/2009 - MB Population 256,264 - Sample 4,372  
\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# Manitoba Markets and Papers

**Number of MB Markets Measured: 26**

**Total Adult Population: 256,264**

**Number of Manitoba Interviews: 4,372**

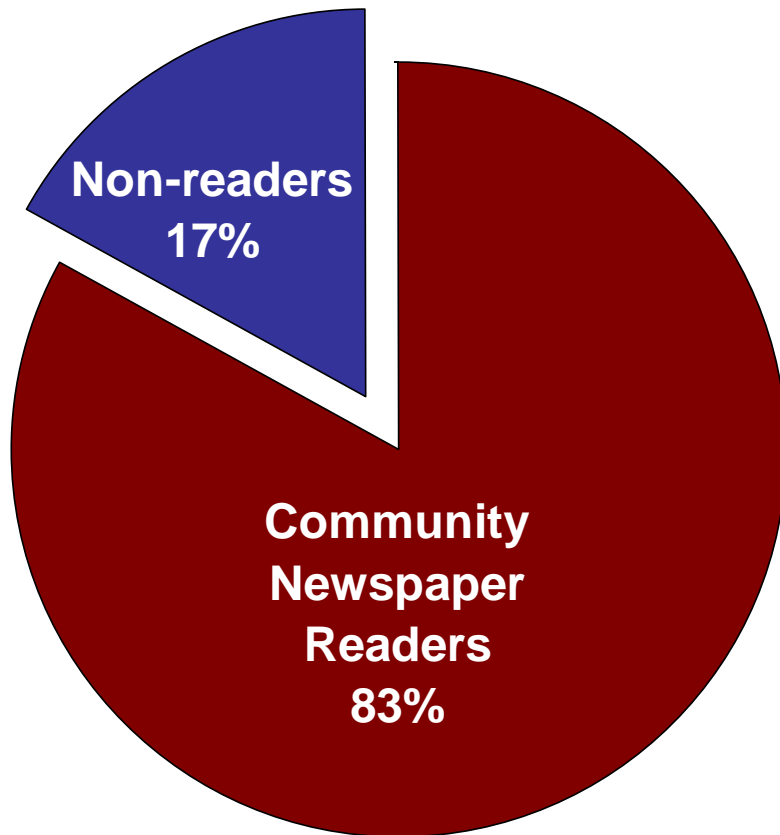
Market	Member Newspaper	Market	Member Newspaper
Altona	Altona Red River Valley Echo	Neepawa	Neepawa Press
Baldur & Glenboro	The Gazette (Baldur & Glenboro)	Portage La Prairie	Herald Leader
Beausejour	The Clipper Weekly	Roblin	Roblin Review
Beausejour	Beausejour Review	Russell	Russell Banner
Brandon	Brandon Wheat City Journal	Selkirk	Selkirk Journal
Carberry	Carberry News Express	Shoal Lake	Crossroads This Week
Carman	Carman Valley Leader	Manitoba	The Carillon
Dauphin	Dauphin Herald	Stonewall	Stonewall Argus & Teulon Times
Emerson	Emerson Southeast Journal	Swan River	Swan River Star & Times
Gimli	Interlake Spectator	The Pas	Opasquia Times
Lac du Bonnet	Lac Du Bonnet Leader	Treherne	The Treherne Times
Minnedosa	Minnedosa Tribune	Virden	Virden Empire and Advance
Morden	Morden Times	Winkler	Winkler Times



# **Community Newspaper Readership**

***Saskatchewan***

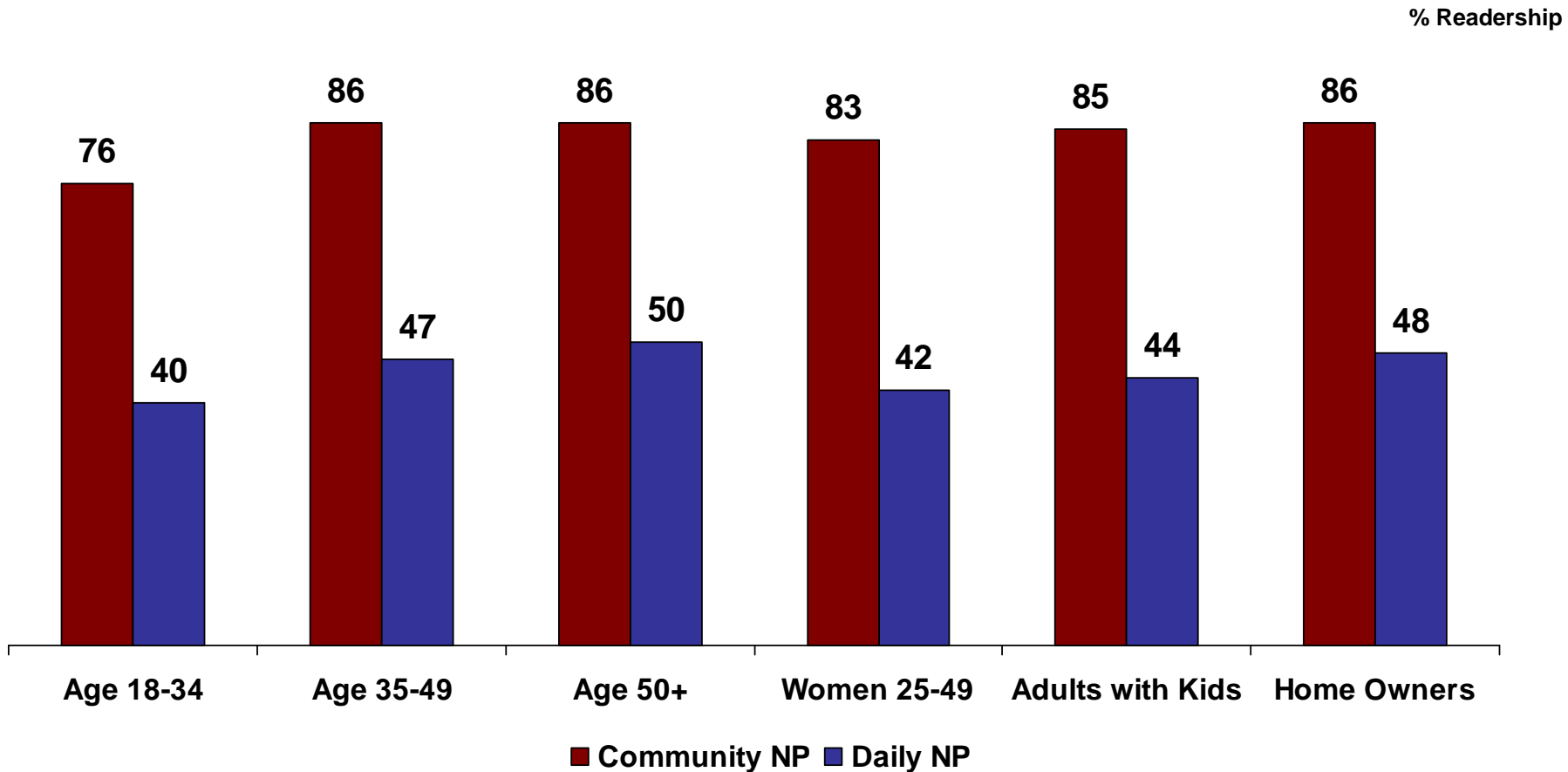
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- **46%** read any weekday daily newspaper
- **12%** read any newspaper online
- **42%** of community newspaper readers are exclusive
- **89%** of adults are print or online newspaper readers

# Community Newspapers Reach Desirable SK Demographics

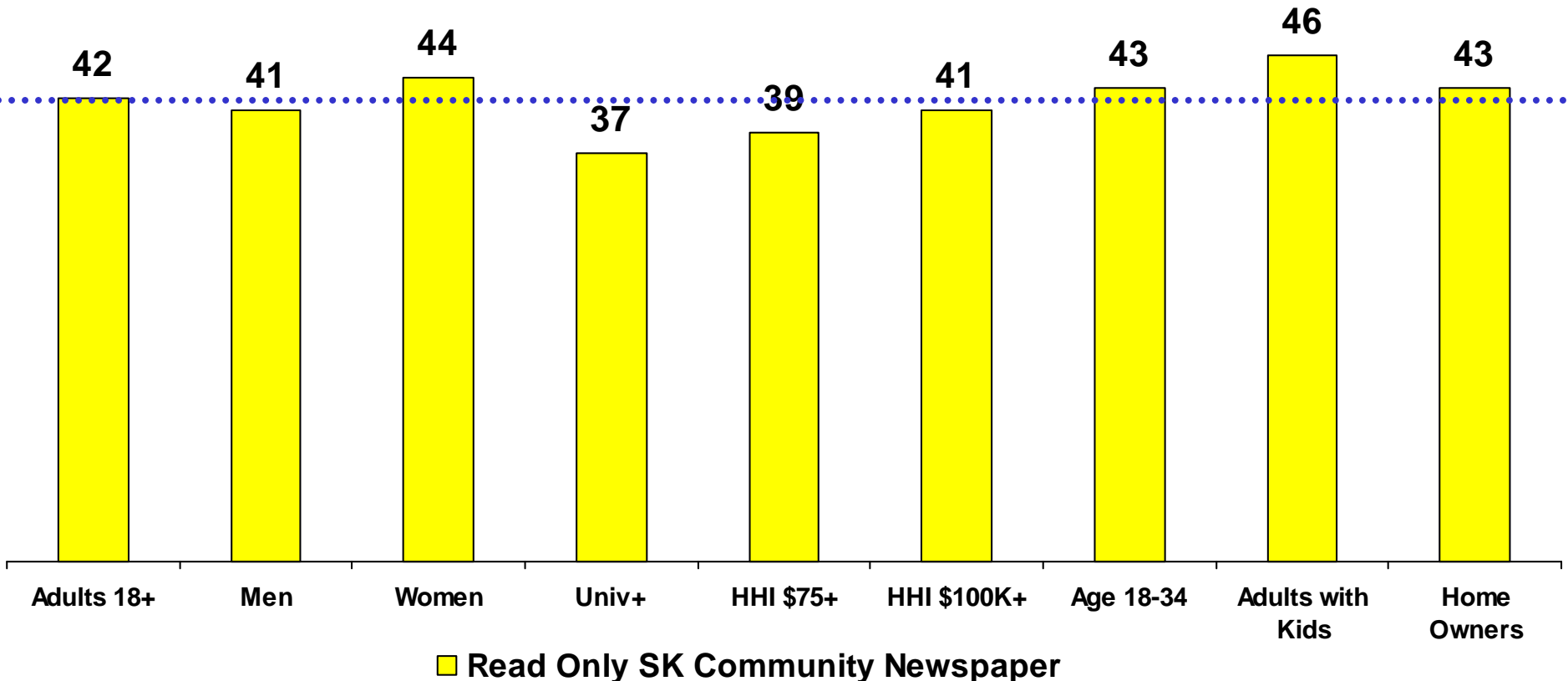
**83%** of SK women 25-49 are reading community papers compared to **42%** who are reading their daily newspaper.



# Some Readers Can ONLY Be Reached with the Local SK Community Paper

**46%** of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.

% Exclusive Readership



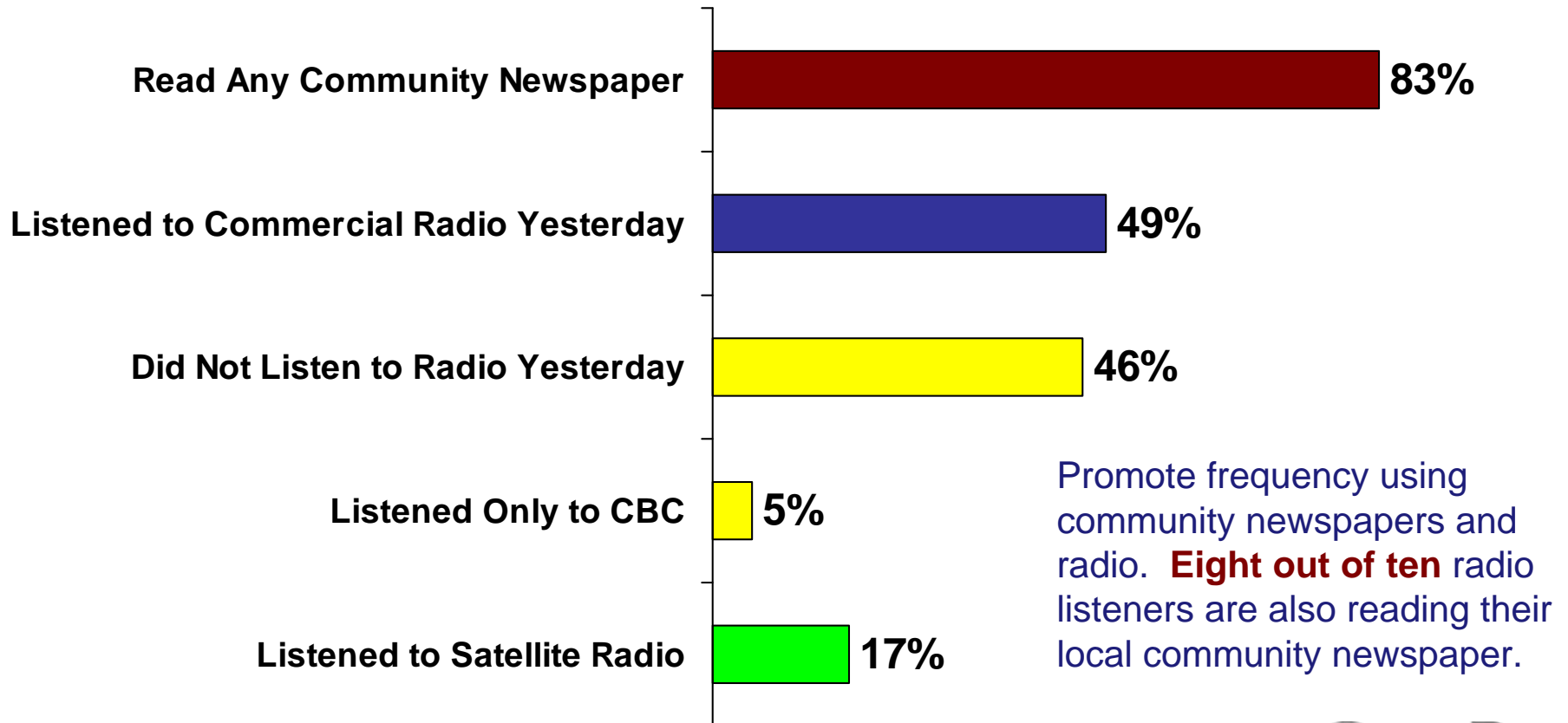
Source: ComBase 2008/2009 SK Population 203,108 – Sample 2,491

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership – read any community newspaper and did not read daily newspapers

# 51% of SK Adults Cannot be Reached with Commercial 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.

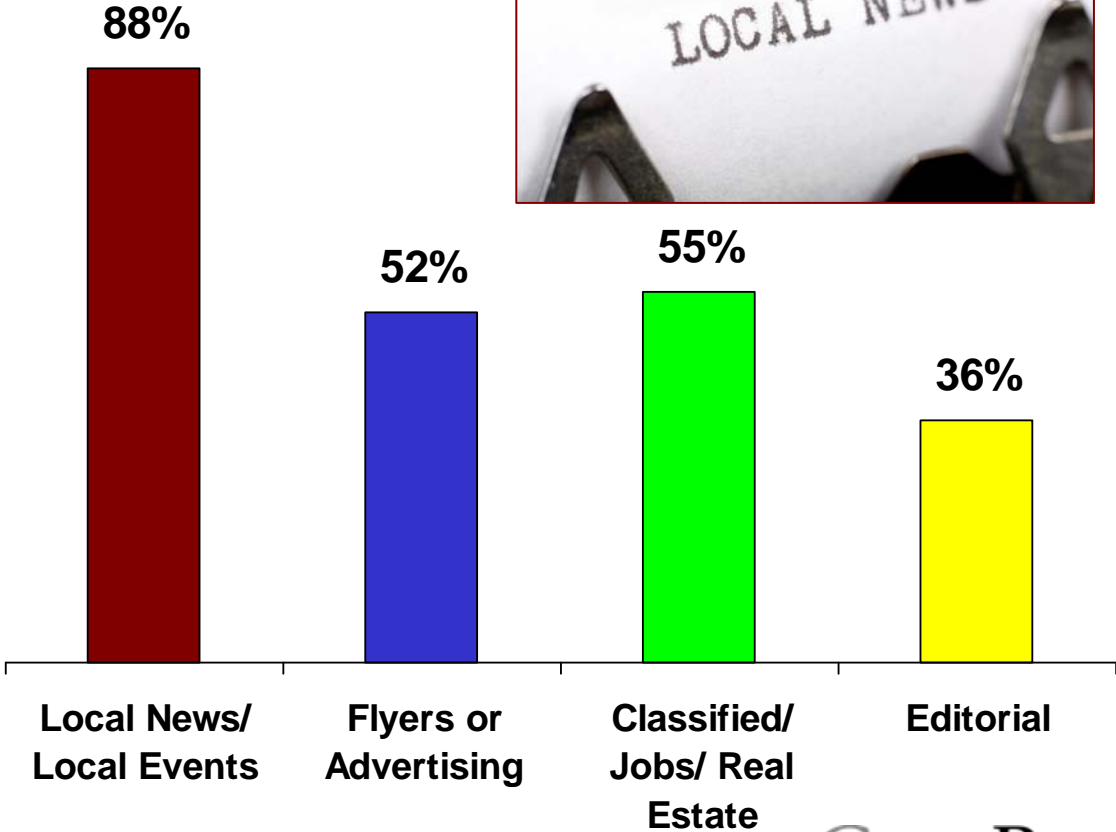


Source: ComBase 2008/2009 SK Population 203,108 – Sample 2,491

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# More than Half of SK Community Newspaper Readers Choose Classified Ads/Jobs/Real Estate as their Reason for Reading



Source: ComBase 2008/2009 SK Population 203,108 – Sample 2,491  
\*read any community newspaper. Multiple mentions accepted

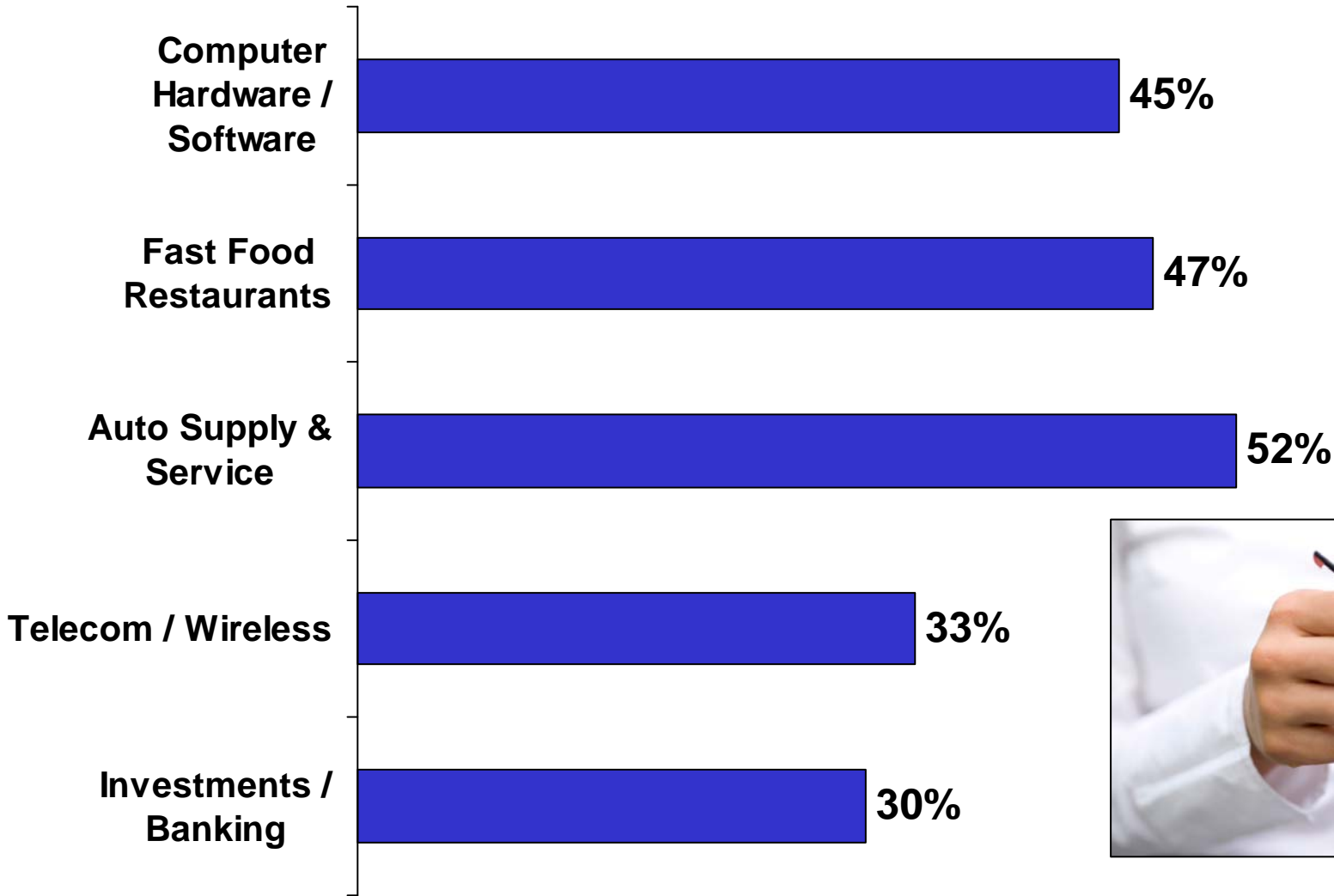
# 78% of SK Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 SK Population 203,108 – Sample 2,491

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 33% of SK Community Newspaper Readers Look at Telecom/Wireless Flyers\*



# Saskatchewan Markets and Papers

Market	Member Newspaper
Battleford/N. Battleford	The Battlefords News-Optimist
Battleford/N. Battleford	The Battlefords Regional Optimist
Carlyle	Carlyle Observer
Estevan	Estevan Lifestyles
Estevan	Estevan Mercury
Estevan	Southeast Trader Express
Humboldt	Humboldt Journal
Humboldt	Regional Trader
Melfort/Tisdale	Parkland Review
Moose Jaw	Moose Jaw Sunday Times
Prince Albert	Rural Roots
Rosthern	Saskatchewan Valley News
Swift Current	Prairie Post
Wadena	Wadena News
Weyburn	Weyburn Review
Yorkton	Yorkton News Review
Yorkton	Yorkton This Week

**Number of SK Markets  
Measured:**

15

**Total Adult Population:**

203,108

**Number of SK Interviews:**

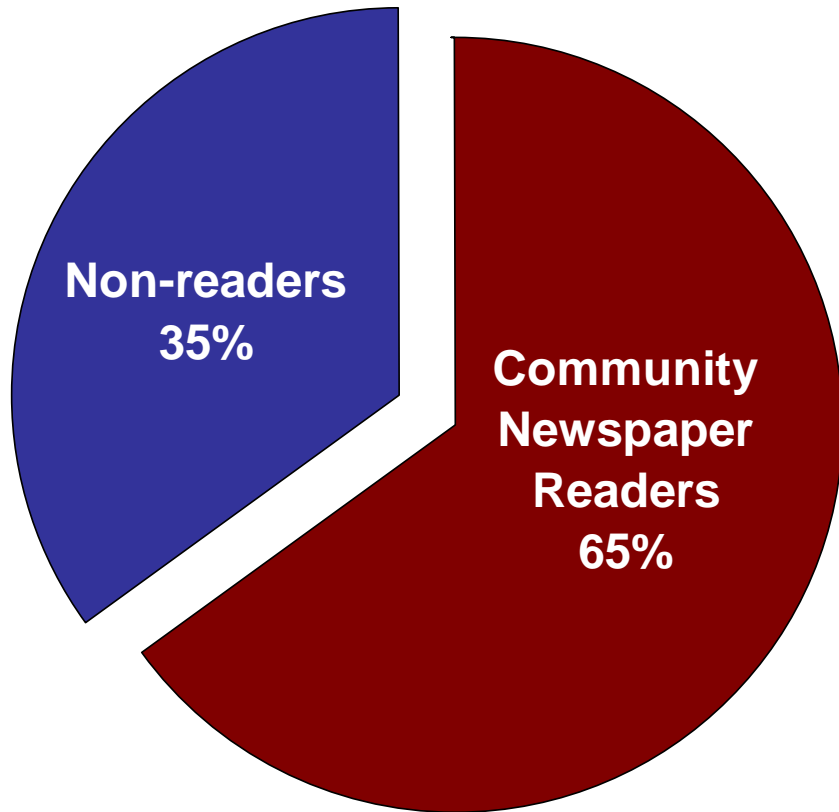
2,491



# **Community Newspaper Readership**

***Alberta***

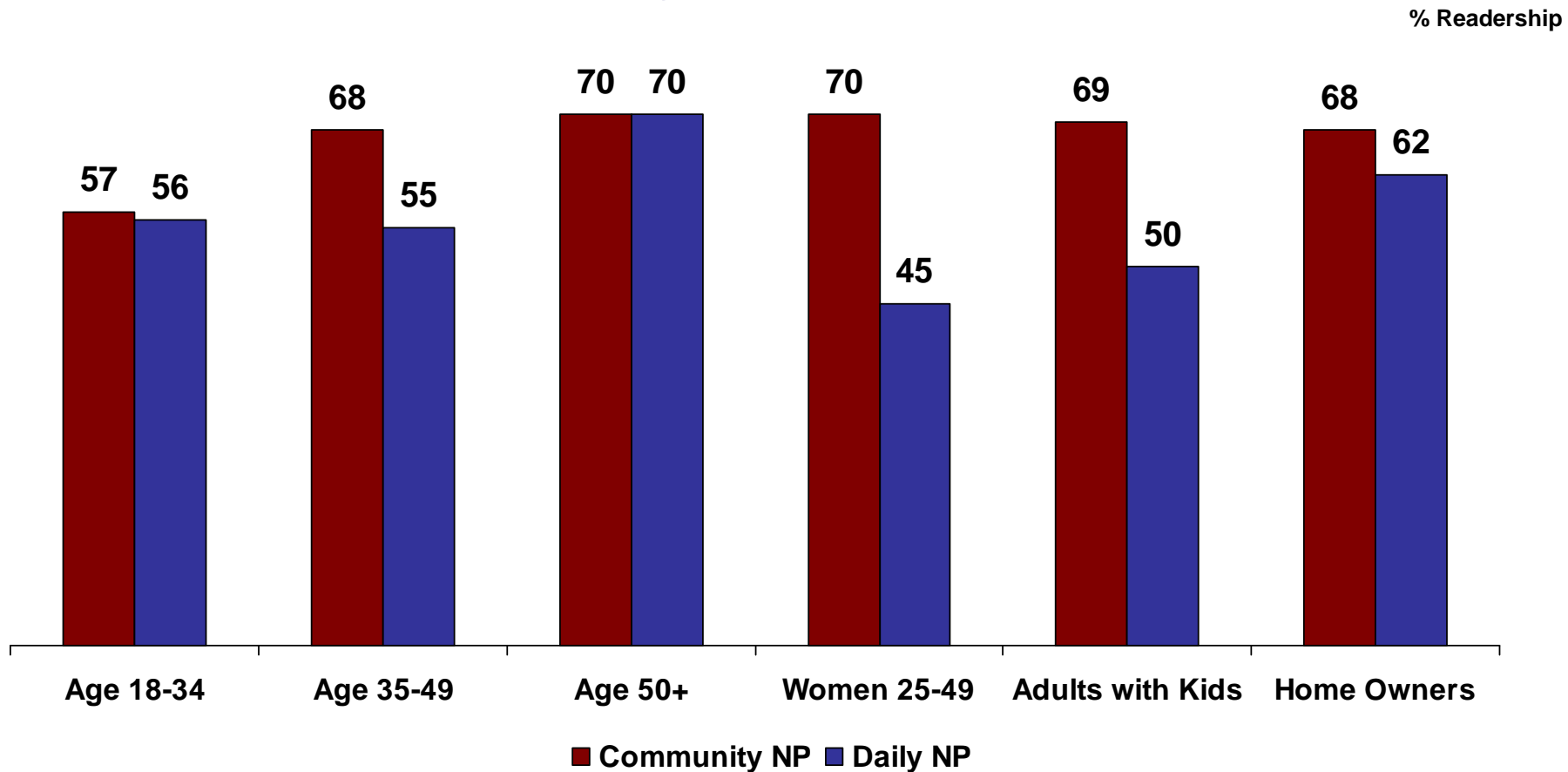
# Two Thirds of AB Adults are Community Newspaper Readers



- **65%** of AB adults are community newspaper readers
- **61%** read any weekday daily newspaper
- **17%** read any newspaper online
- **25%** of community newspaper readers are exclusive
- **88%** of adults are print or online newspaper readers

# Community Newspapers Reach Desirable AB Demographics

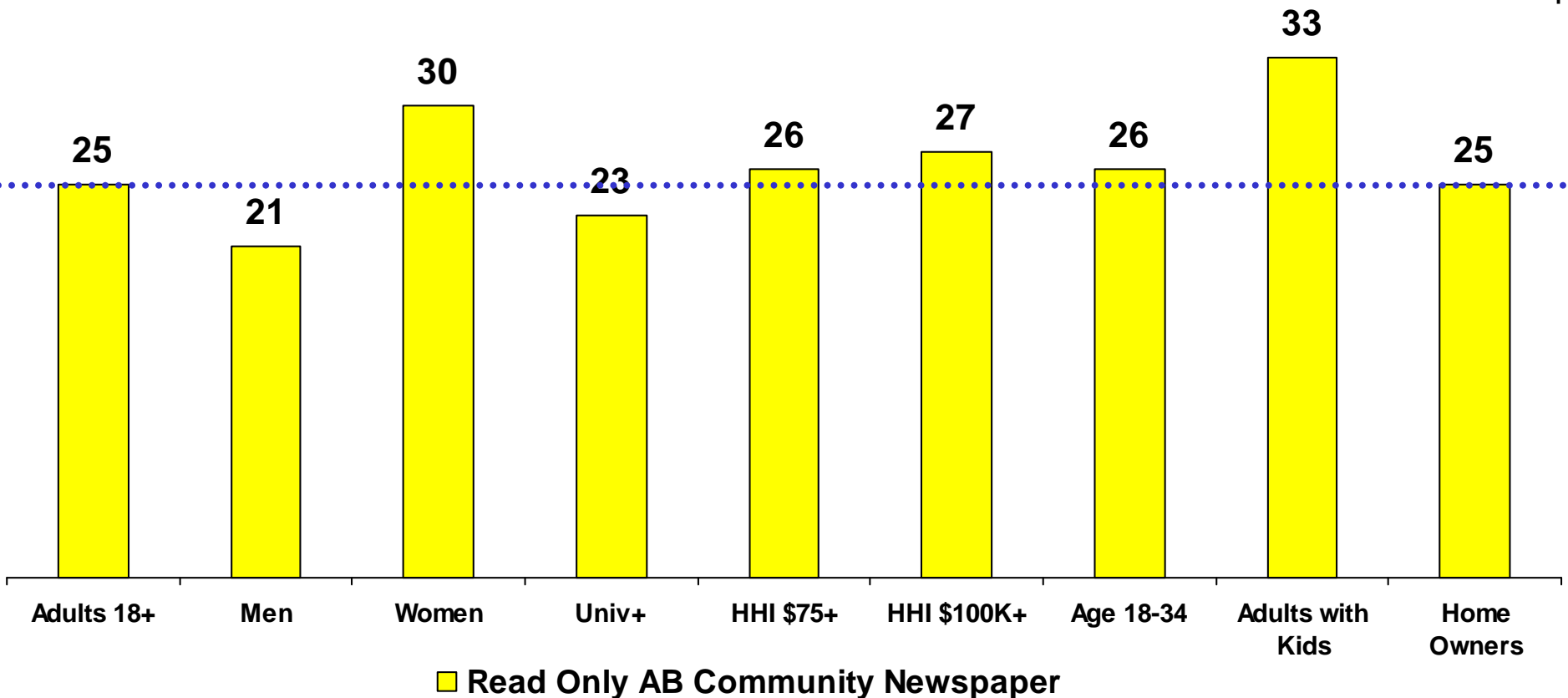
**70%** of AB women 25-49 are reading community papers compared to **45%** who are reading their daily newspaper.



# Some Readers Can ONLY Be Reached with the Local AB Community Paper

**33%** of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.

% Exclusive Readership



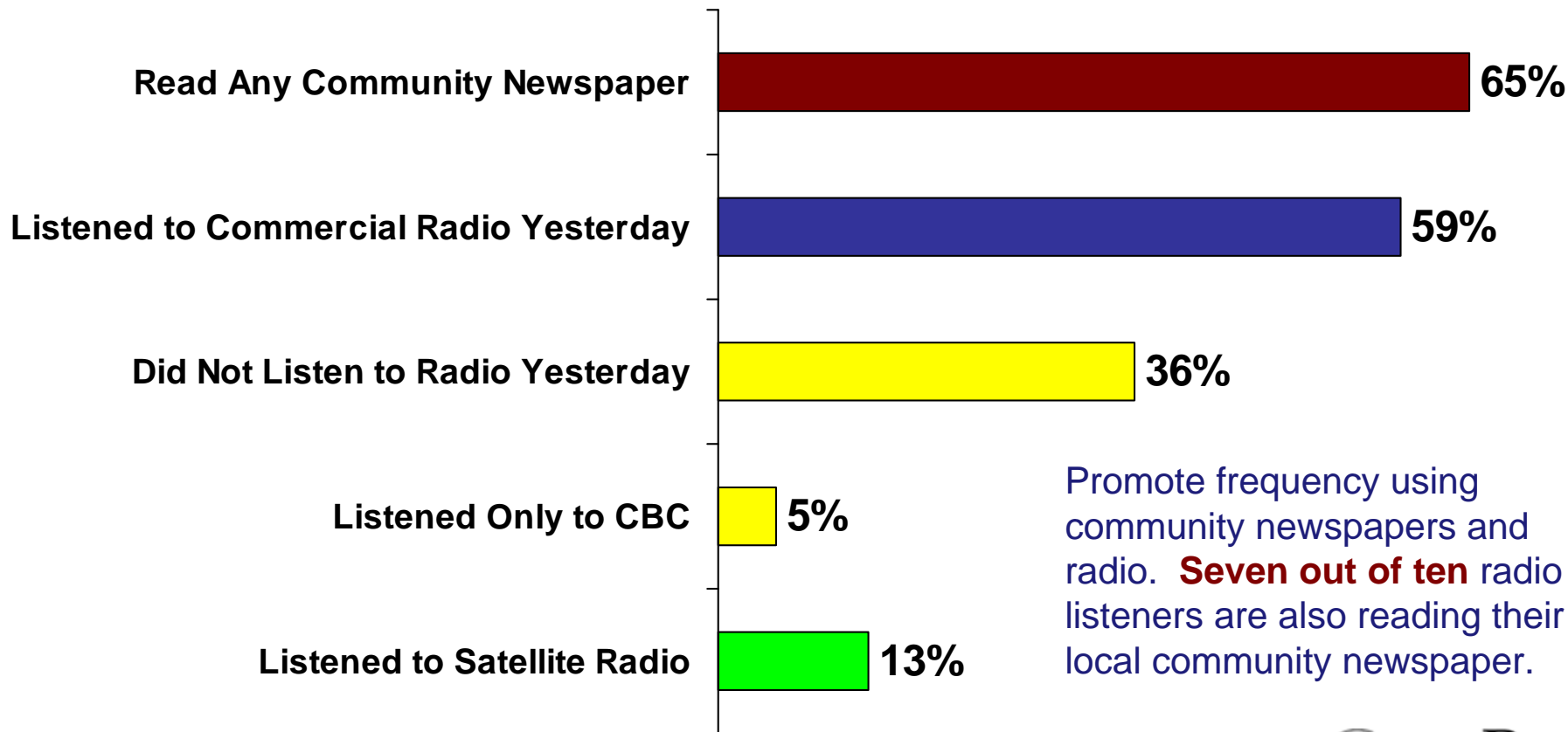
Source: ComBase 2008/2009 AB Population 1,428,999 – Sample 14,945

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership – read any community newspaper and did not read daily newspapers

# 41% of AB Adults Cannot be Reached with Commercial 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.



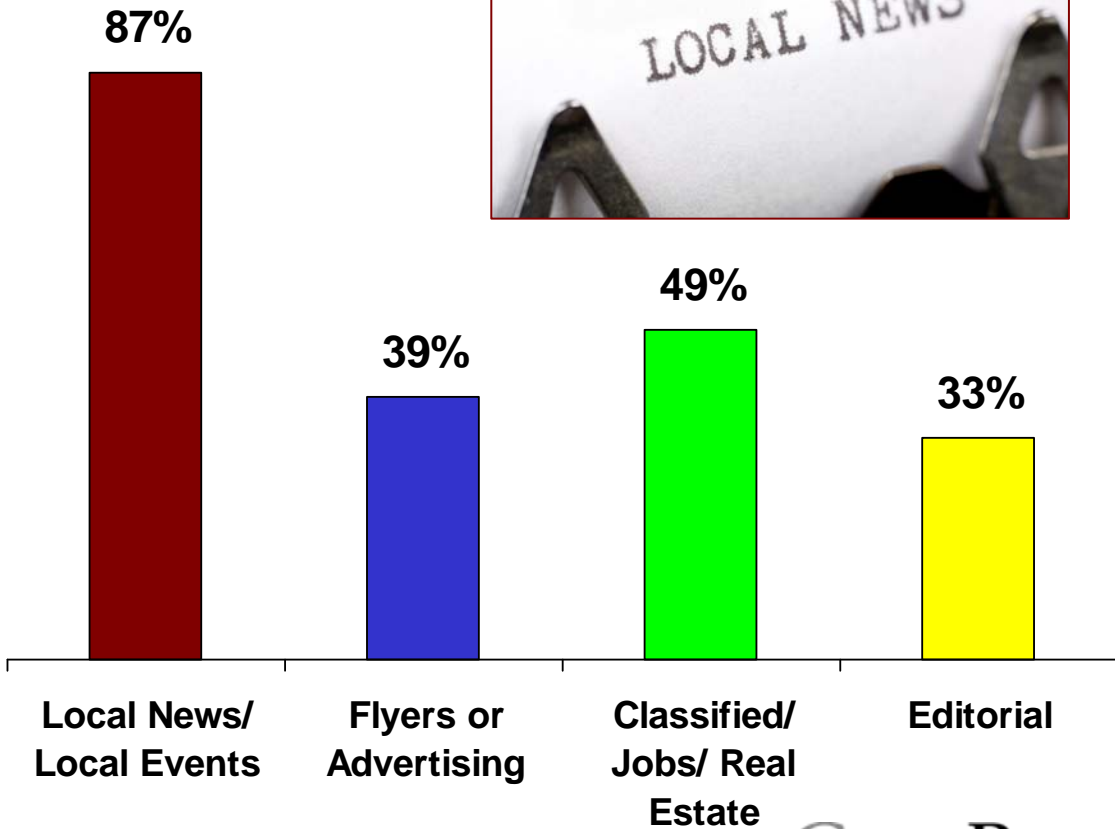
Promote frequency using community newspapers and radio. **Seven out of ten** radio listeners are also reading their local community newspaper.

Source: ComBase 2008/2009 AB Population 1,428,999 – Sample 14,945

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# Half of AB Community Newspaper Readers Choose Classified Ads/Jobs/Real Estate as their Reason for Reading



Source: ComBase 2008/2009 AB Population 1,428,999 – Sample 14,945  
\*read any community newspaper. Multiple mentions accepted

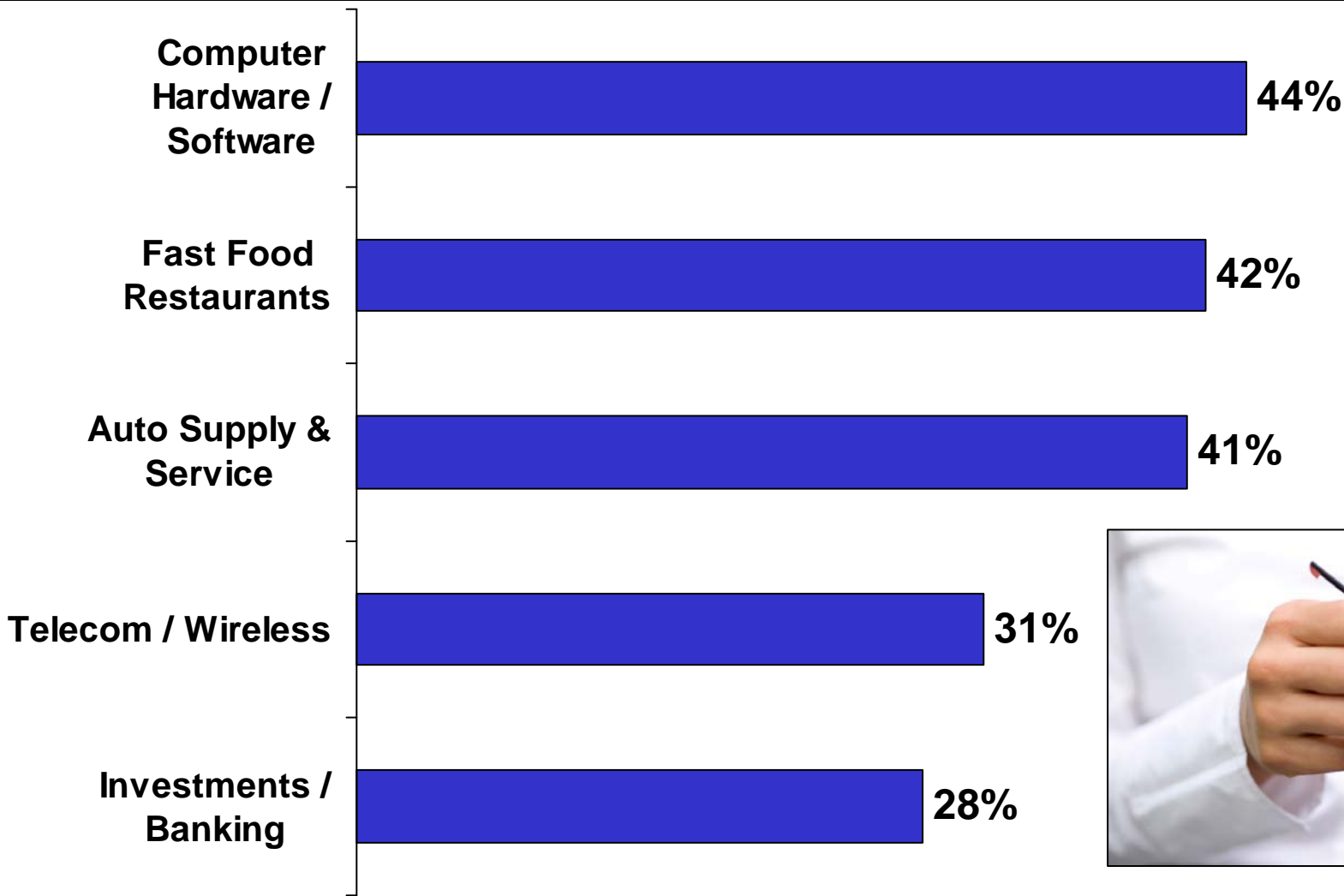
# 75% of AB Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 AB Population 1,428,999 – Sample 14,945

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 31% of AB Community Newspaper Readers Look at Telecom/Wireless Flyers\*



Source: ComBase 2008/2009 AB Population 1,428,999 – Sample 14,945  
\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# Alberta Markets and Papers (1 of 2)

Market	Member Newspaper	Market	Member Newspaper	Market	Member Newspaper
Airdrie	Airdrie Echo	Claresholm	Claresholm Local Press	Ft. Saskatchewan	Ft. Saskatchewan Record
Athabasca	Athabasca Advocate	Coaldale	South Sunny News	Grande Cache	Grande Cache Mountaineer
Banff	Banff Crag & Canyon	Cochrane	Cochrane Times	High Prairie	High Prairie South Peace News
Barrhead	Barrhead Leader	Consort	Consort Enterprise	High River	High River Times
Beaumont	Beaumont News	Coronation	Coronation Review	Innisfail	Innisfail Province
Bonnyville	Bonnyville Nouvelle	Crossfield / Irricana	Rocky View Weekly	Lac La Biche	Lac la Biche Post
Bow Island	40 Mile County Commentator	Crowsnest	Pass Promoter	Lacombe	Lacombe Globe
Brooks	Brooks & County Chronicle	Devon	Devon Dispatch News	Lamont	Lamont Farm 'N' Friends
Brooks	Brooks Bulletin	Didsbury	Didsbury Review	Leduc	Leduc Representative
Brooks	Brooks Weekender	Drumheller	Drumheller Mail	Lethbridge	Lethbridge Sun Times
Camrose	Camrose Canadian	Eckville	Eckville Echo	Lloydminster	Meridian Booster (AB/SK)
Canmore	Canmore Leader	Edmonton	Edmonton Examiner	Magrath	Westwind Weekly News
Canmore	Rocky Mountain Outlook	Elk Point	Elk Point Review	Millet	Pipestone Flyer
Cardston	Temple City Star	Falher	Smoky River Express	Morinville	Morinville Free Press
Carstairs	Carstairs Courier	Fort MacLeod	Fort MacLeod Gazette	Nanton	Nanton News

**Total Number of AB Markets Measured: 81**

**Total Adult Population: 1,428,999**

**Number of AB Interviews: 14,945**

# Alberta Markets and Papers (2 of 2)

Market	Member Newspaper	Market	Member Newspaper	Market	Member Newspaper
Okotoks	Western Wheel	Sherwood Park	Sherwood Park News	Tofield	Tofield Mercury
Olds	Olds Albertan	Slave Lake	Lakeside Leader	Valleyview	Valleyview Valley Views
Oyen	Oyen Echo	Spruce Grove	Spruce Grove Examiner	Vauxhall	Vauxhall Advance
Peace River	Record Gazette	St. Albert	Saint City News	Vermilion	Vermilion Standard
Pincher Creek	Pincher Creek Echo	St. Albert	St. Albert Gazette	Viking	Viking Weekly Review
Ponoka	Ponoka News	St. Paul	St. Paul Journal	Vulcan	Vulcan Advocate
Provost	Provost News	Stettler	Stettler Independent	Wainwright	Wainwright Review
Red Deer	The Express	Stony Plain	Stony Plain Reporter	Wainwright	Star Chronicle
Redwater	Redwater Review	Sundre	Sundre Round-Up	Wainwright	Wainwright Edge
Rocky Mtn House	The Mountaineer	Sylvan Lake	Sylvan Lake News	Westlock	Westlock News
Rycroft	Central Peace Signal	Taber	Taber Times	Wetaskiwin	Times Advertiser
Sedgewick	Community Press	Three Hills	Three Hills Capital	Whitecourt	Whitecourt Star

**Total Number of AB Markets Measured: 81**

**Total Adult Population: 1,428,999**

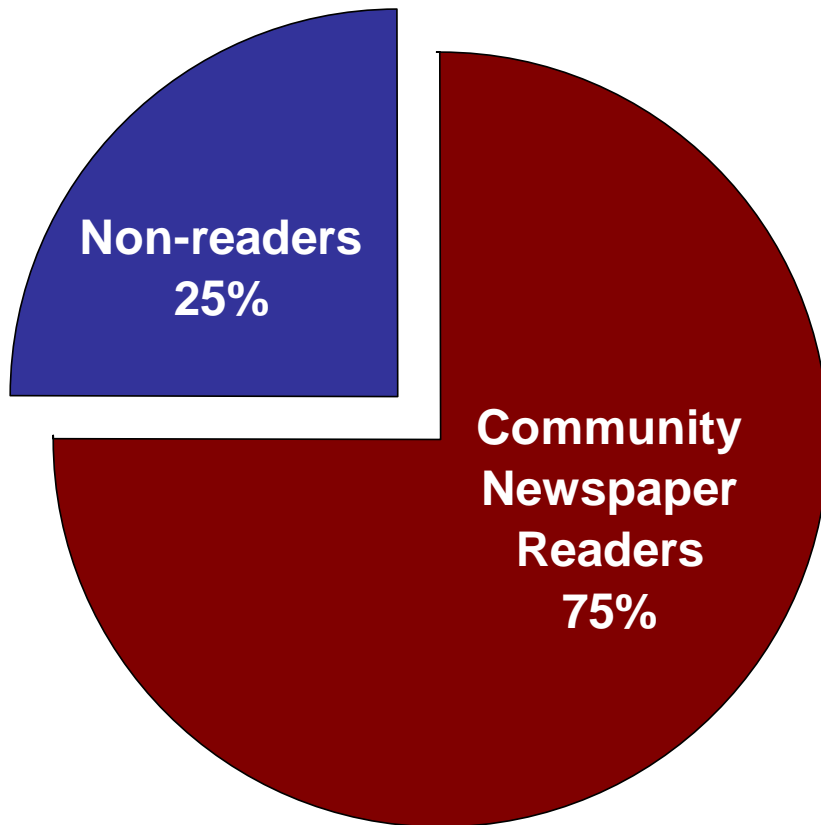
**Number of AB Interviews: 14,945**



# **Community Newspaper Readership**

***British Columbia***

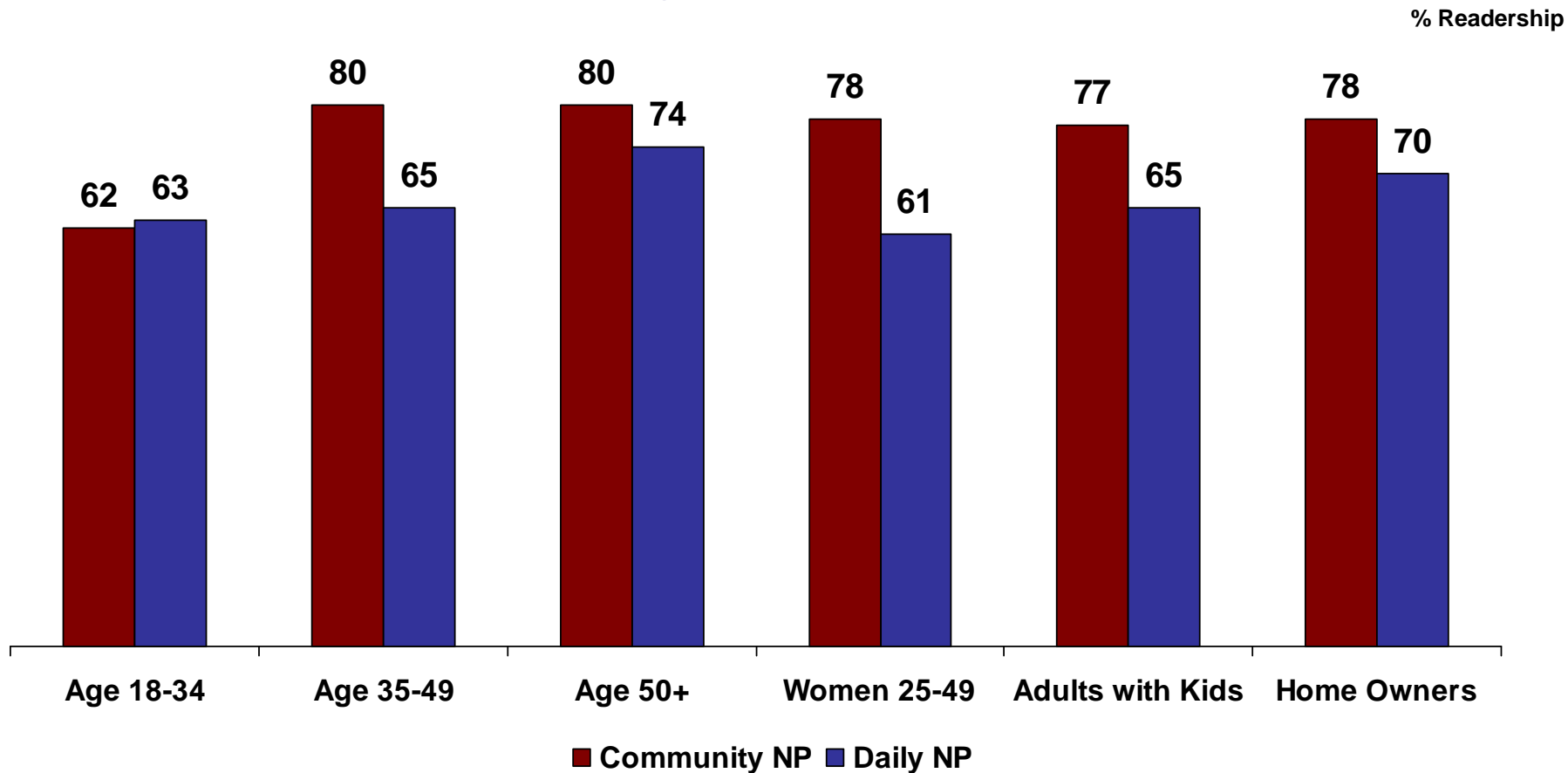
# Three Quarters of BC Adults are Community Newspaper Readers



- **75%** of BC adults read any of the last four issues of their local community newspaper
- **69%** read any weekday daily newspaper
- **19%** read any newspaper online
- **20%** of community newspaper readers are exclusive
- **90%** of adults are print or online newspaper readers

# Community Newspapers Reach Desirable BC Demographics

**78%** of BC women 25-49 are reading community papers compared to **61%** who are reading their daily newspaper.

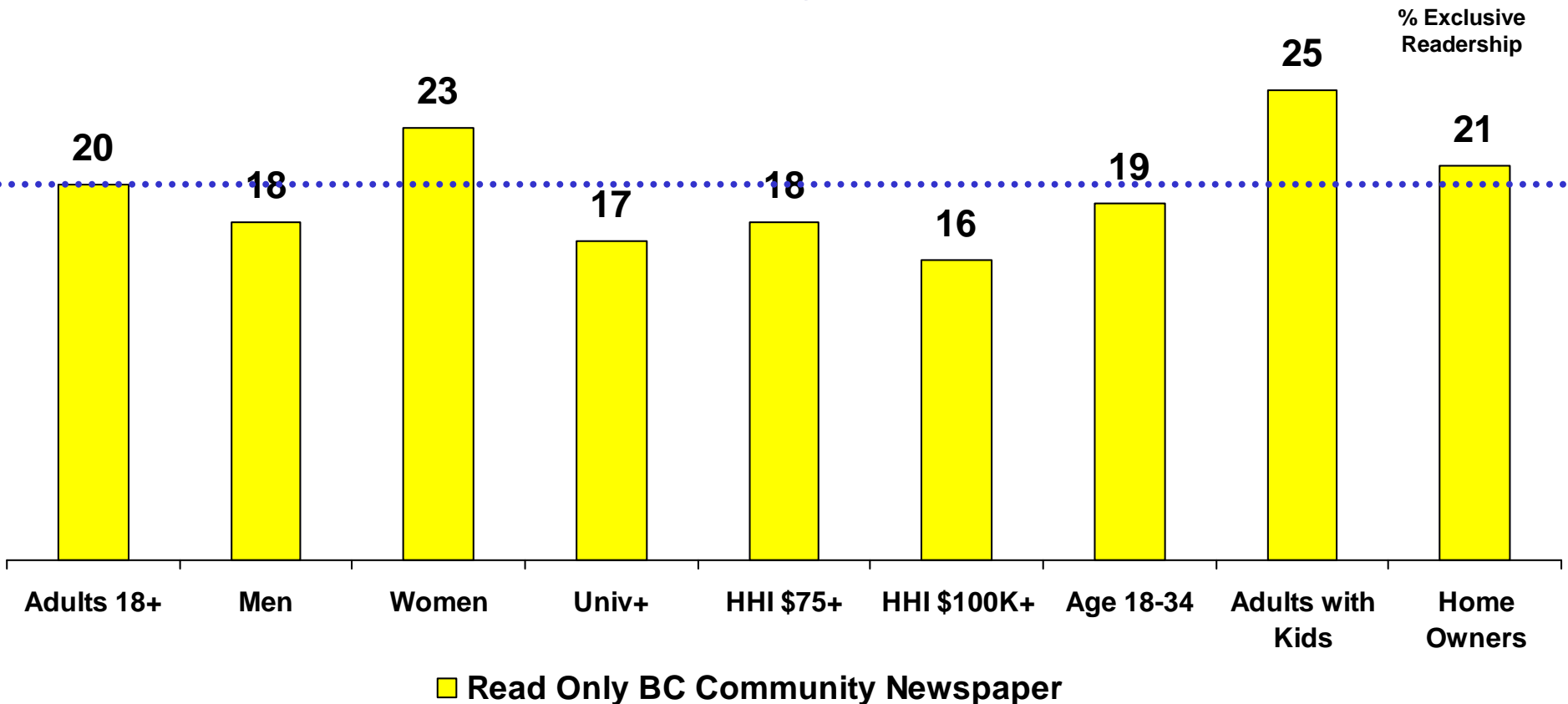


Source: ComBase 2008/2009 – BC Population 2,827,366 – Sample 11,350

Cumulative readership – read any of the last four community newspaper issues/read any of the last five weekday daily issues

# Some Readers Can ONLY Be Reached with the Local BC Community Paper

**25%** of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.



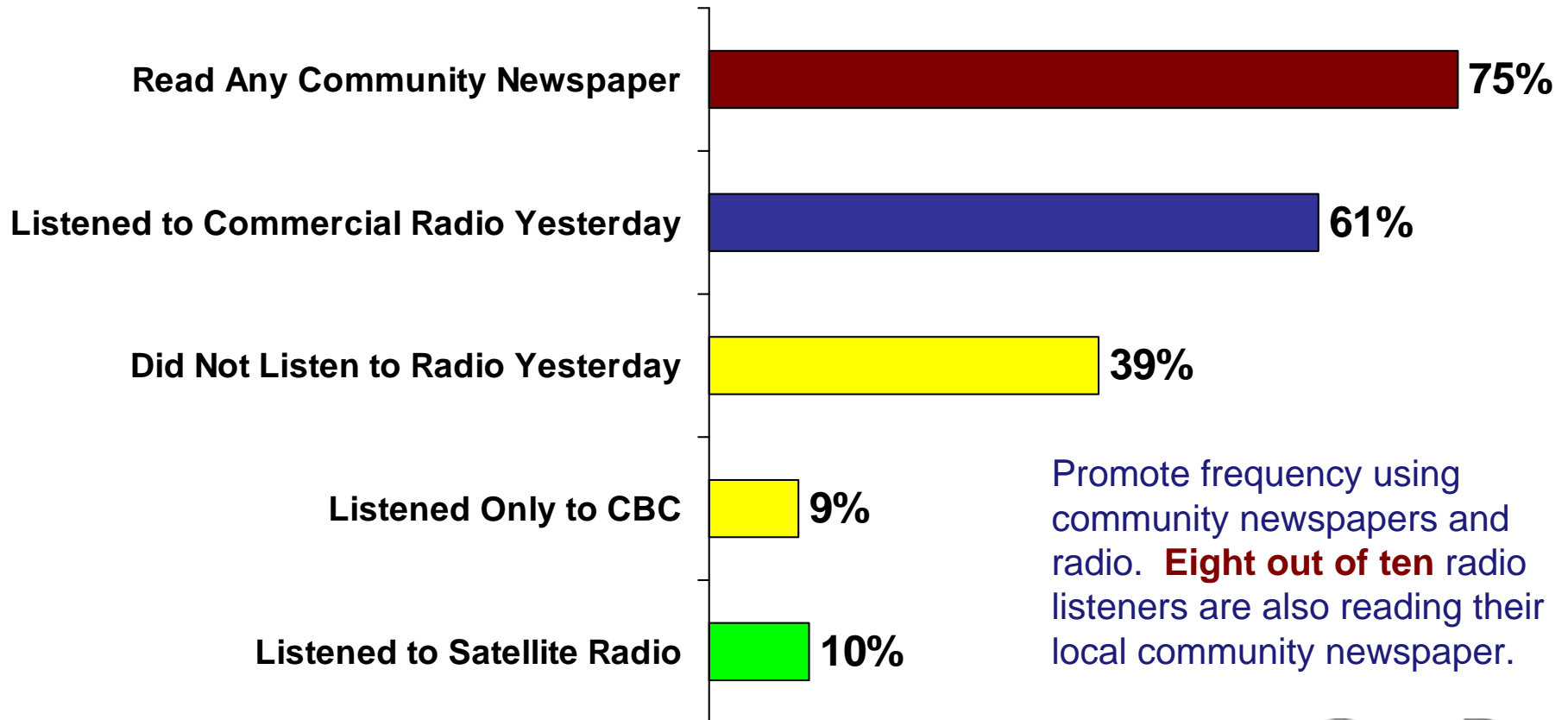
Source: ComBase 2008/2009 BC Population 2,827,366 – Sample 11,350

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership – read any community newspaper and did not read daily newspapers

# 48% of BC Adults Cannot be Reached with Commercial 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.

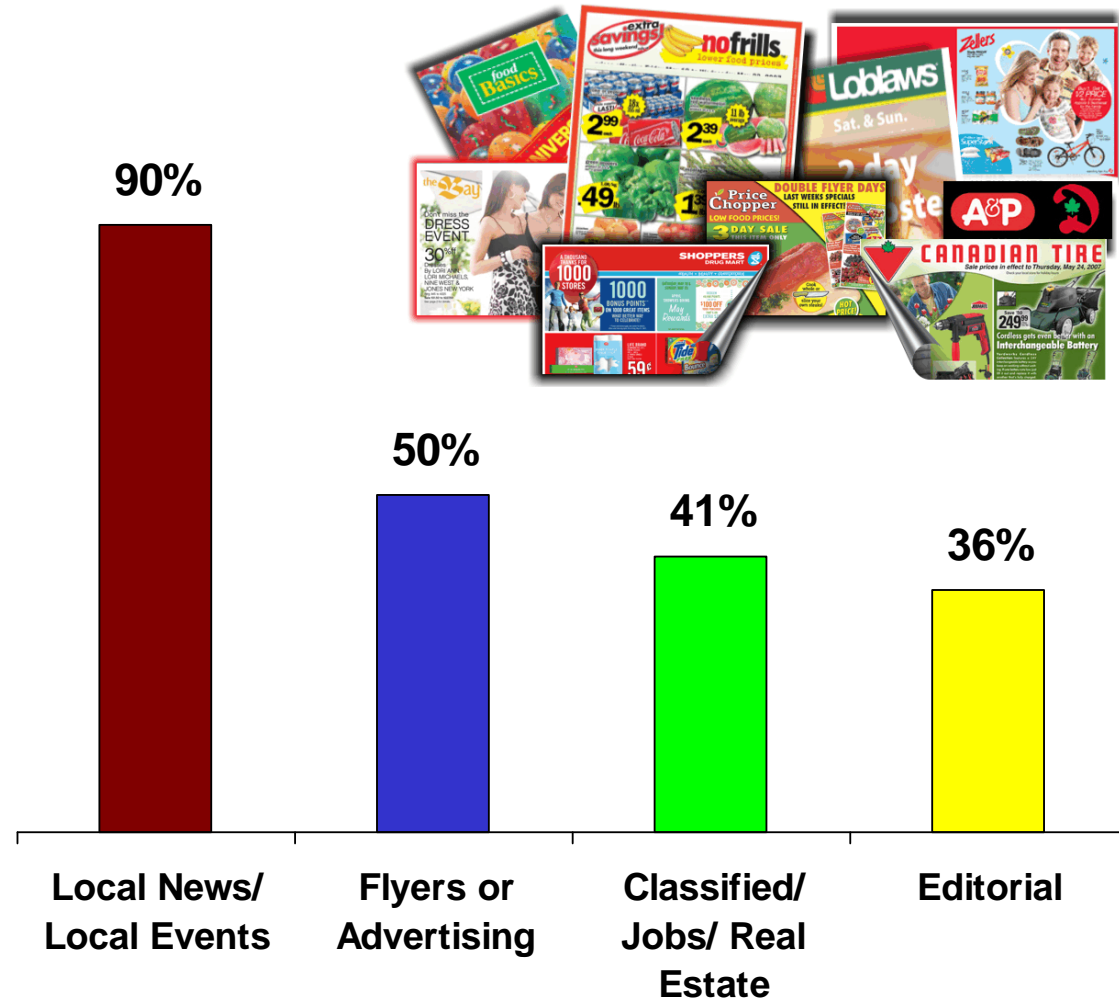


Source: ComBase 2008/2009 BC Population 2,827,366 – Sample 11,350

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

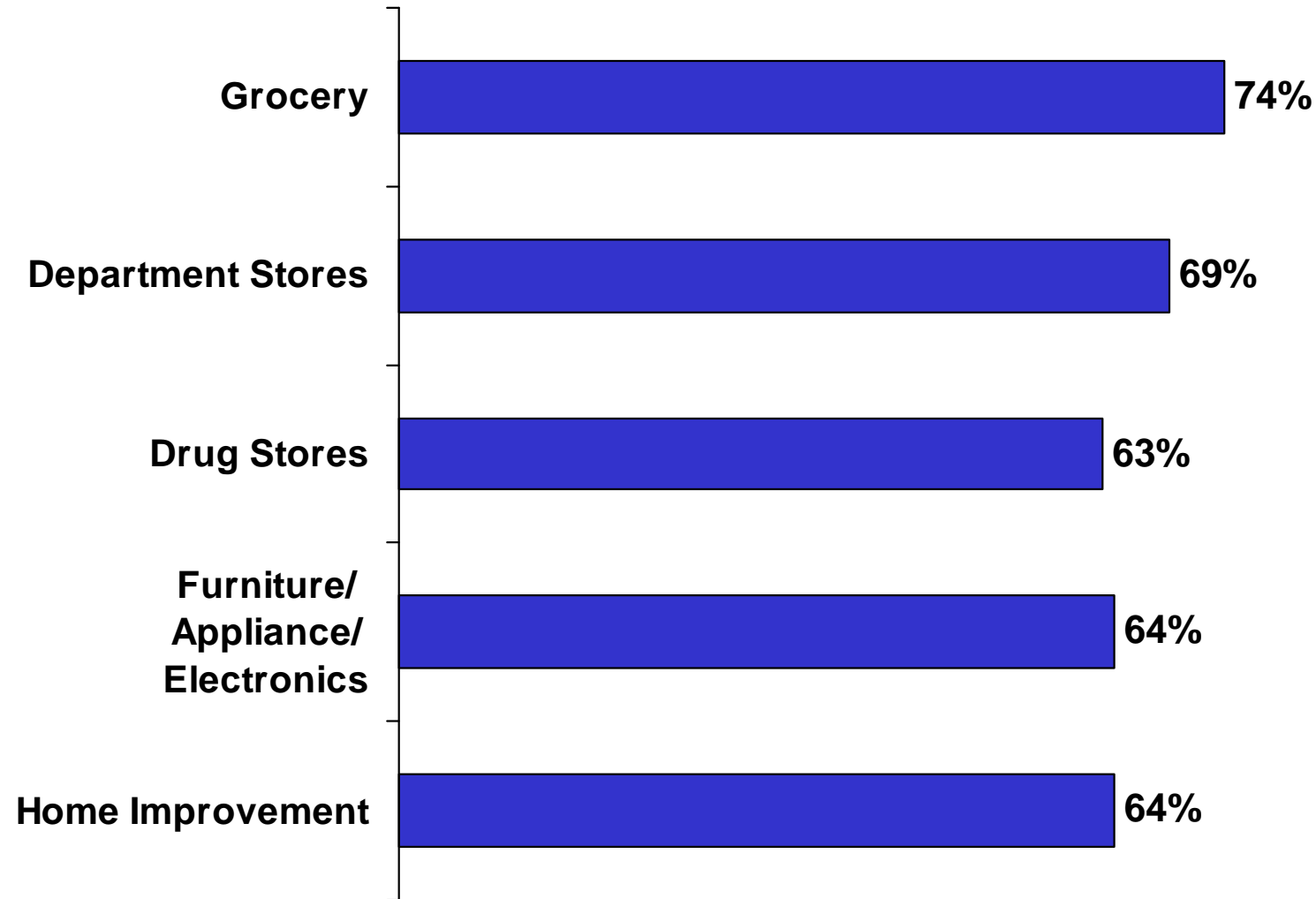
\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# Half of BC Community Newspaper Readers Choose Flyers/Advertising as their Reason for Reading



Source: ComBase 2008/2009 Population 5,542,317 Sample 39,812  
 \*read any community newspaper. Multiple mentions accepted

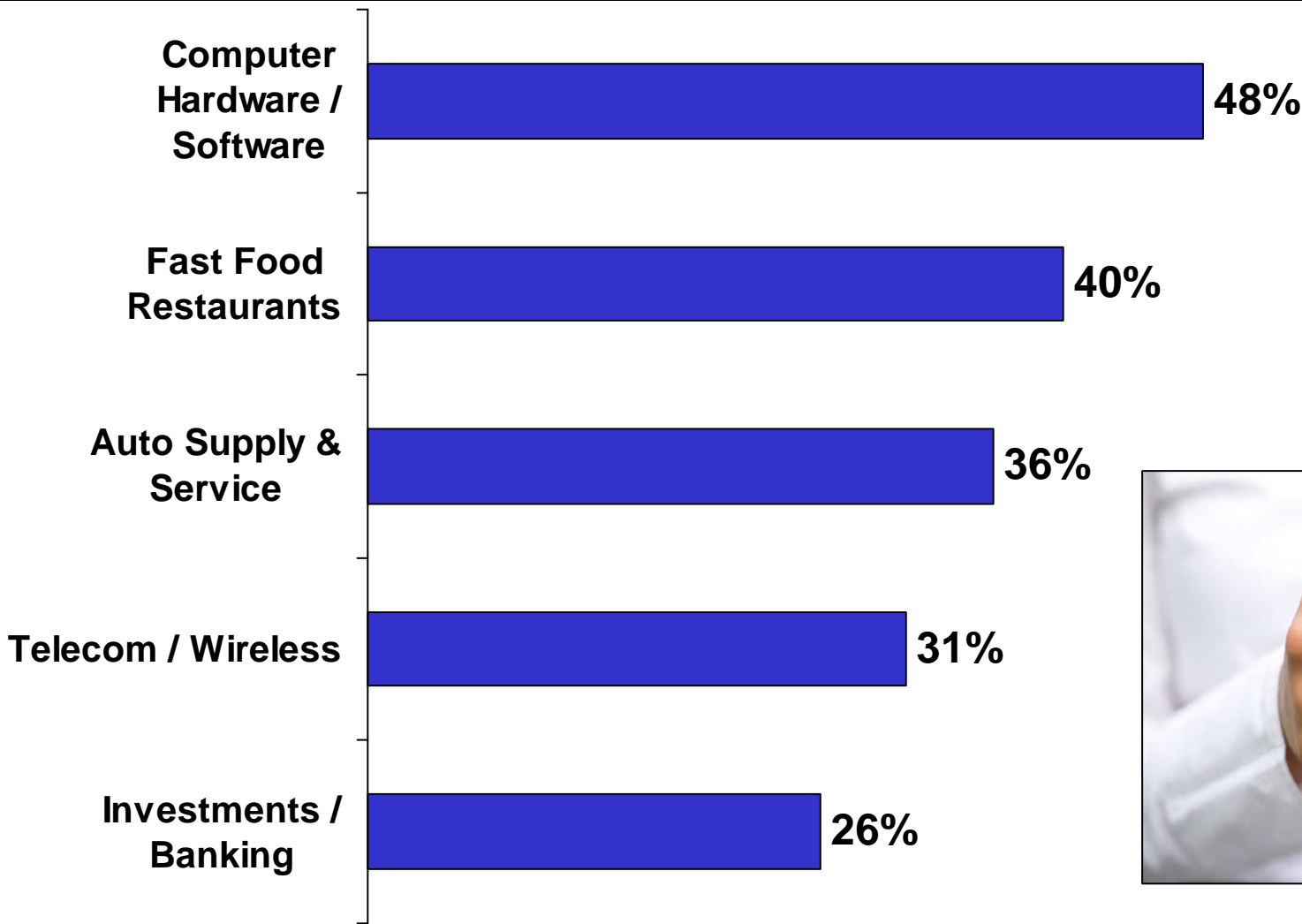
# 74% of BC Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 BC Population 2,827,366 – Sample 11,350

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 31% of BC Community Newspaper Readers Look at Telecom/Wireless Flyers\*



# British Columbia Markets and Papers (1 of 2)

Market	Newspaper	Newspaper
Campbell River	Courier-Islander	Campbell River Mirror
Chilliwack	Chilliwack Progress	The Times
(Port) Coquitlam/Port Moody	The Now	Tri City News
Courtney/Comox	Comox Valley Record	Comox Valley Echo
Cranbrook	Kootenay News Advertiser	The Daily Townsman
Delta (South)	South Delta Leader	The Optimist
Duncan	Cowichan News Leader/Pictorial	Cowichan Valley Citizen
Kamloops	Kamloops This Week	
Kelowna	Capital News	
Kimberley	Kootenay News Advertiser	The Daily Bulletin
Langley	The Advance (News)	Langley Times
Maple Ridge/Pitt Meadows	The Times	Maple Ridge/Pitt Meadows News
Mission	Mission Times	Mission City Record
Nanaimo	Nanaimo News Bulletin	
Nelson	Nelson Daily News	
New Westminster	The News Leader	The Record
North Surrey & North Delta	Surrey/North Delta Leader	Now Regional
North Vancouver	North Shore News	The Outlook
Parksville	The News	
Penticton	Penticton Western News	

**Total Number of BC Markets Measured:**  
40

**Total Adult Population:**  
2,827,366

**Number of BC Interviews:**  
11,350

# British Columbia Markets and Papers (2 of 2)

Market	Newspaper	Newspaper
Port Alberni	Alberni Valley Times	Alberni Valley News
Powell River	Powell River Peak	
Prince George	Prince George Free Press	
Prince Rupert	Northern View	Prince Rupert Daily News
Quesnel	Cariboo Observer	
Richmond	Richmond Review	Richmond News
Sechelt	Coast Reporter	
Squamish	The Chief	
South Surrey/ White Rock	Peace Arch News	The Now Regional
Trail	Trail-Rossland News	Trail Daily Times
Vancouver – Downtown, East/West	Westender	The Vancouver Courier
Vernon	The Morning Star	
Victoria (Oak Bay)	Oak Bay News	
Victoria (Saanich)	Saanich News	
Victoria (Sidney)	Peninsula News Review	
Victoria (Sooke)	Sooke News Mirror	
Victoria (Victoria)	Victoria News	
Victoria (Westshore)	Goldstream News Gazette	
Williams Lake	Williams Lake Tribune	

**Total Number of BC Markets Measured:**  
40

**Total Adult Population:**  
2,827,366

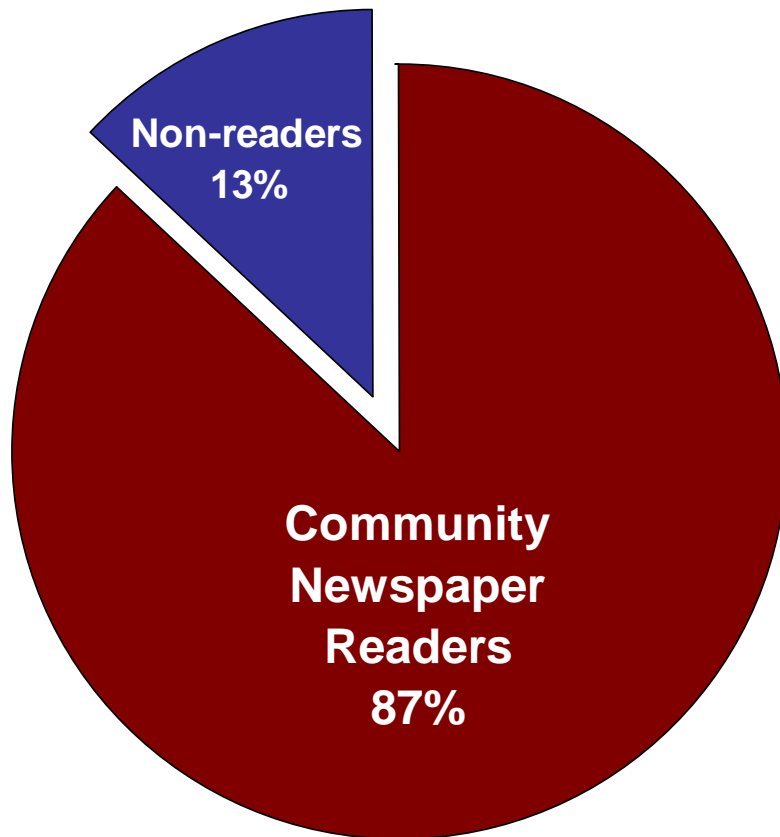
**Number of BC Interviews:**  
11,350



# **Community Newspaper Readership**

***Northern Canada (NU/NT)***

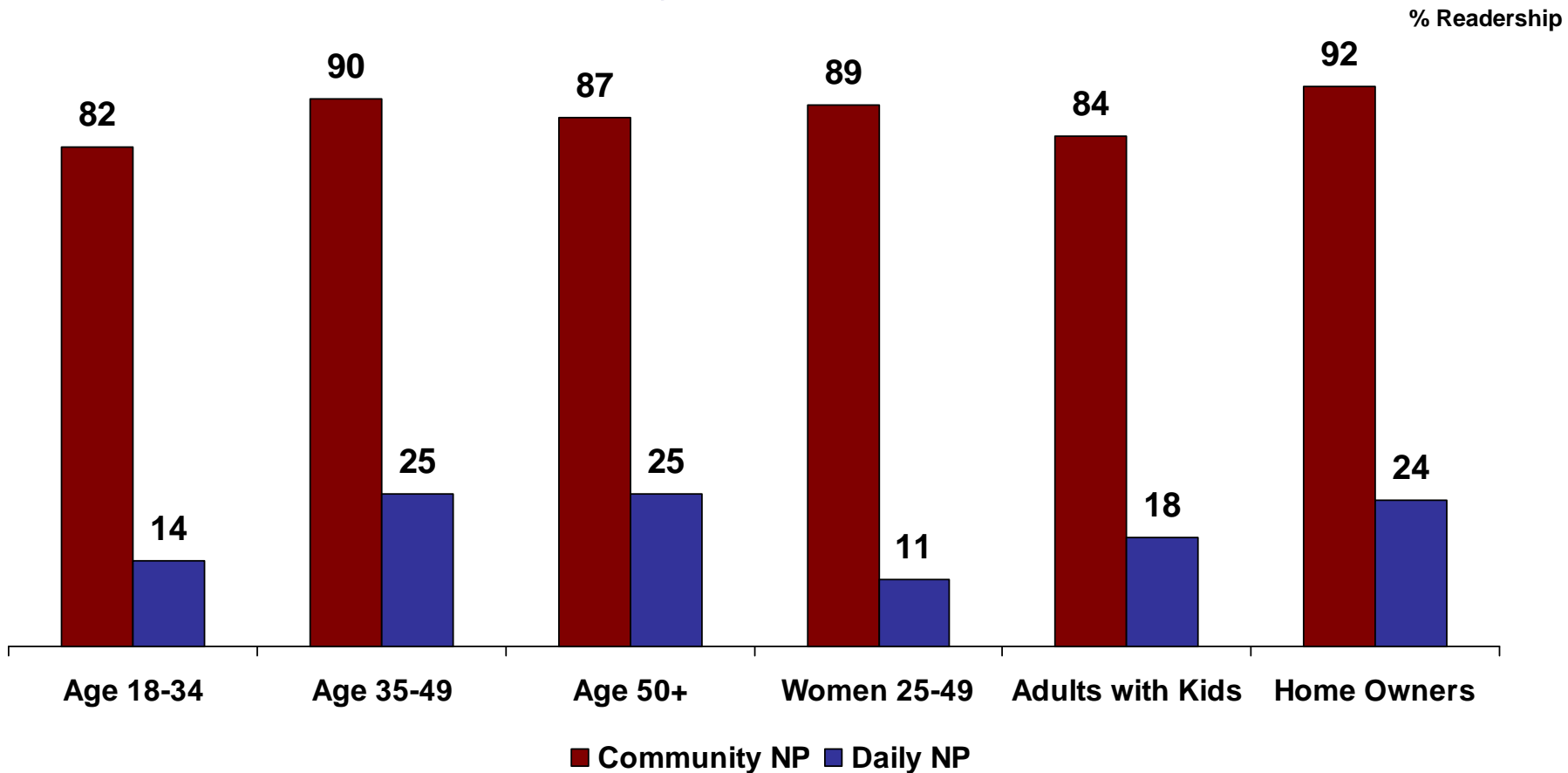
# Nine out of Ten NU/NT Adults are Community Newspaper Readers



- **87%** of NU/NT adults read any of the last four issues of their local community newspaper
- **21%** read any weekday daily newspaper
- **20%** read any newspaper online
- **66%** of community newspaper readers are exclusive
- **88%** of adults are print or online newspaper readers

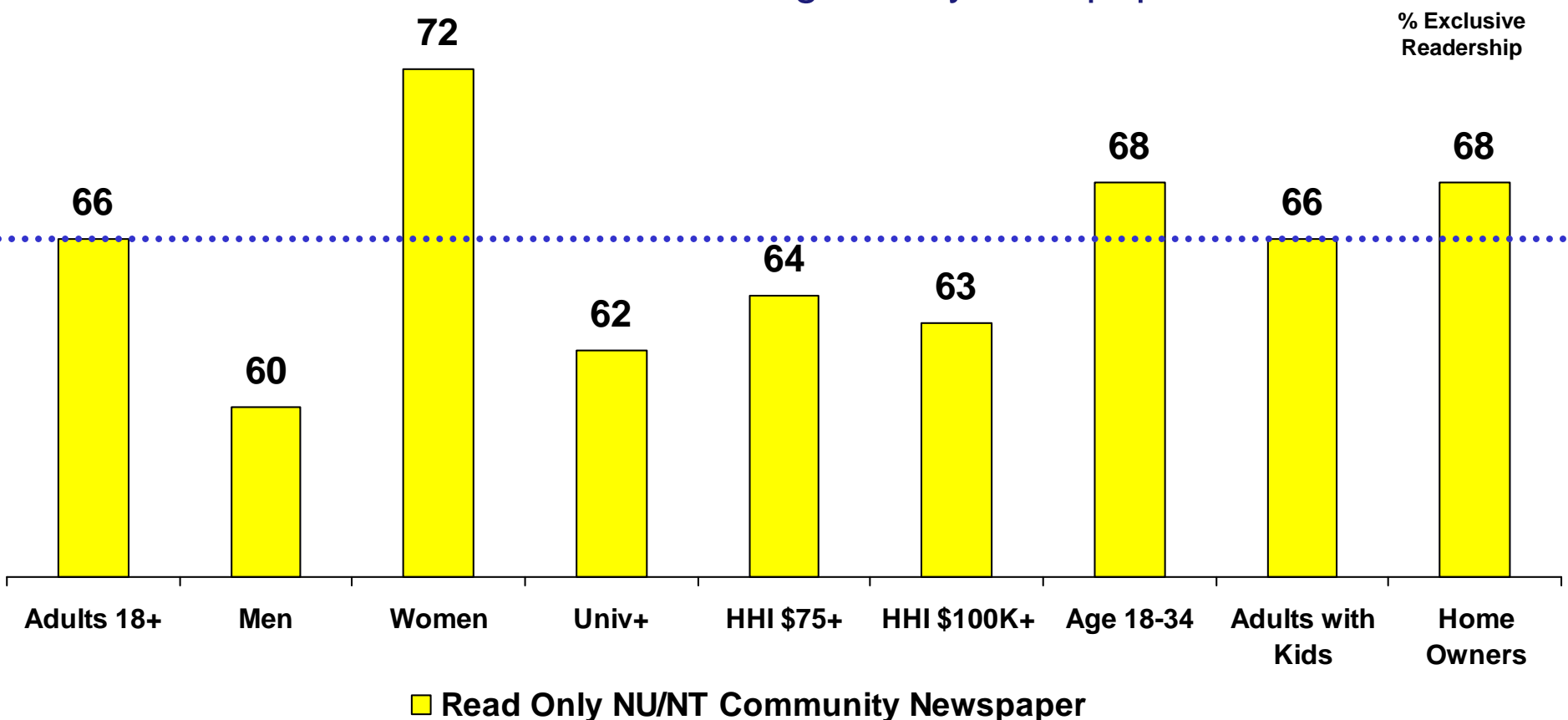
# Community Newspapers Reach Desirable NU/NT Demographics

**89%** of NU/NT women 25-49 are reading community papers compared to **11%** who are reading their daily newspaper.



# Some Readers Can ONLY Be Reached with the Local NU/NT Community Paper

**72%** of adults 18-34 years old read only their community paper and cannot be reached with advertising in daily newspapers.



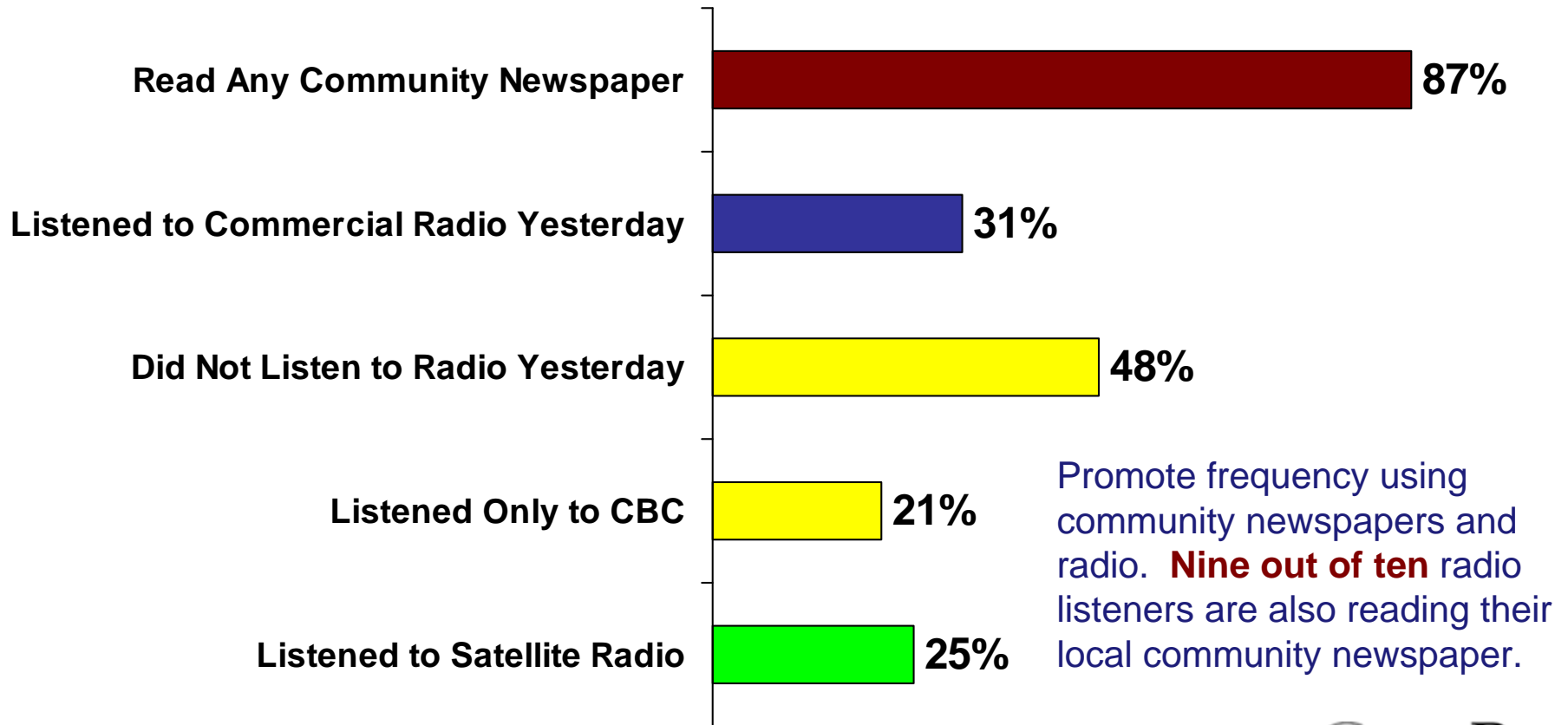
Source: ComBase 2008/2009 NU/NT Population 47,589 – Sample 990

Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

Exclusive readership – read any community newspaper and did not read daily newspapers

# 69% of NU/NT Adults Cannot be Reached with Commercial 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.

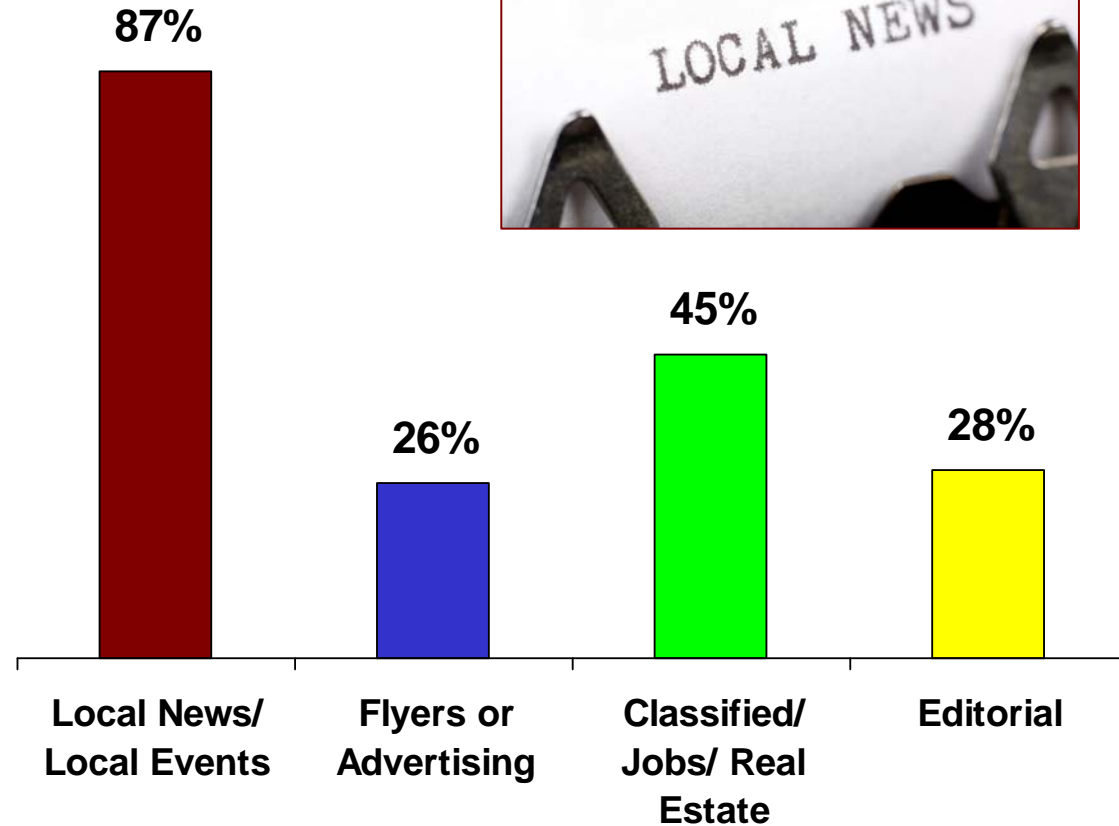


Source: ComBase 2008/2009 NU/NT Population 47,589 – Sample 990

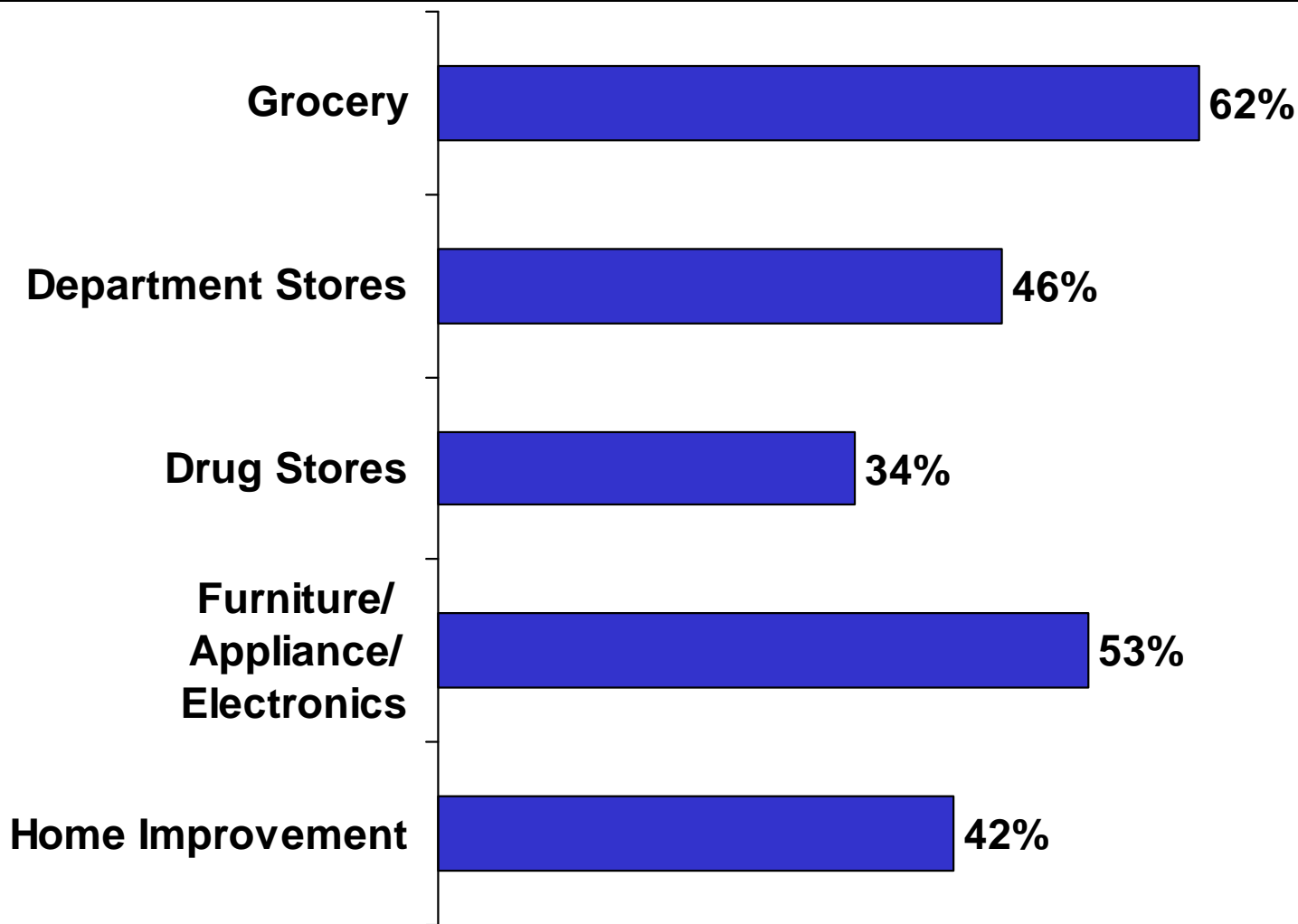
Cumulative readership – read any of the last four community newspaper issues, read any of the last five weekday daily newspaper issues

\* Did Not Listen to Radio Yesterday or Listened ONLY to CBC (no advertising)

# 45% of NU/NT Community Newspaper Readers Choose Classified Ads/Jobs/Real Estate as their Reason for Reading



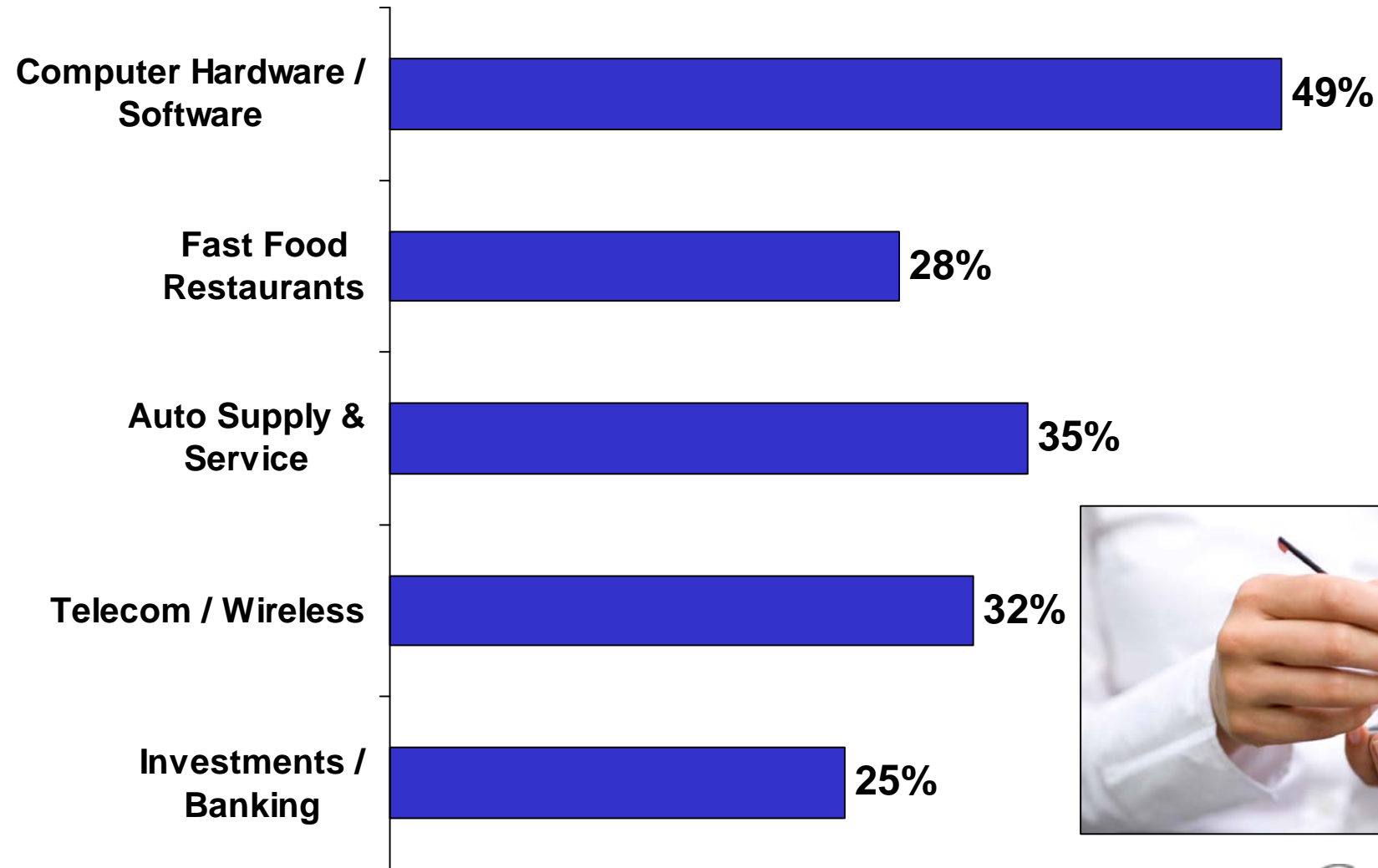
# 62% of NU/NT Community Newspaper Readers Look at Grocery Flyers\*



Source: ComBase 2008/2009 NU/NT Population 47,589 – Sample 990

\*Sometimes/Always read flyers delivered in community newspapers. Multiple mentions accepted

# 32% of NU/NT Community Newspaper Readers Look at Telecom/Wireless Flyers\*



# Northern Canada Markets and Papers

Market	Member Newspaper
Fort Simpson	Deh Cho Drum
Hay River	The Hay River Hub
Inuvik	Inuvik Drum
Yellowknife	Yellowknifer
Yellowknife	News North - NWT Edition
Yellowknife	News North - NU Edition
Rankin Inlet	Kivalliq News

**Number of NU/NT Markets  
Measured:**

5

**Total Adult Population:**

47,589

**Number of NU/NT Interviews:**

990