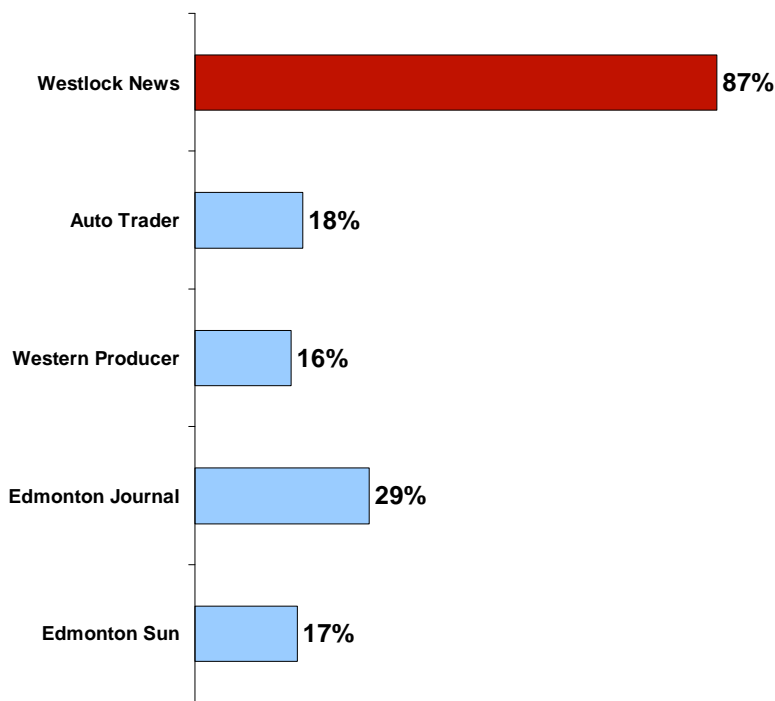


# Readership and Demographics

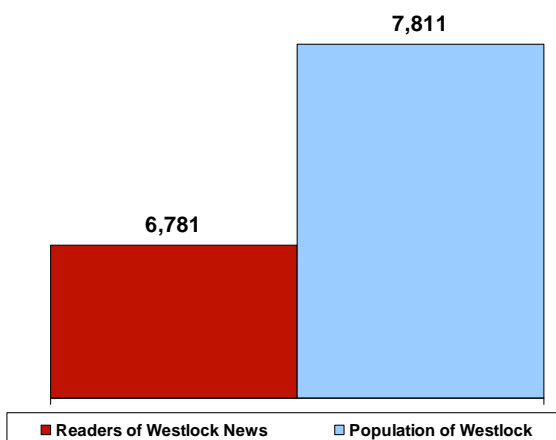
## NET READERSHIP\*

87% of Westlock adults read any of the last 4 issues of Westlock News.



## NET READERS

6,781 Westlock adults read any of the last 4 issues of Westlock News.



## NEWSPAPER READERSHIP

- **88%** of Westlock adults read any community newspaper.
- **39%** of Westlock adults read any daily newspaper.
- **51%** of Westlock adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Westlock News

- **90%** of females read Westlock News.\*

### GENDER

Male	84%
Female	90%

### AGE

18-34 years old	85%
35-49 years old	83%
50+ years old	89%

### EDUCATION

High School or less	85%
Tech. or College	89%
University +	90%

### HOUSEHOLD INCOME

<\$30K	73%
\$30-49K	88%
>\$50K	89%

### RESIDENCE

Own Residence	87%
Rent Residence	81%

### FAMILY STATUS

With children	92%
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

37% of Westlock News readers said they read their community newspaper for advertising.

	Westlock News Readers*	Community Newspaper Readers**
Editorial	37%	36%
Local News	88%	87%
Local Events	66%	66%
Classified	45%	44%
Real Estate	38%	39%
Jobs/Employment	26%	26%
Advertising	37%	37%
Flyers	28%	28%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

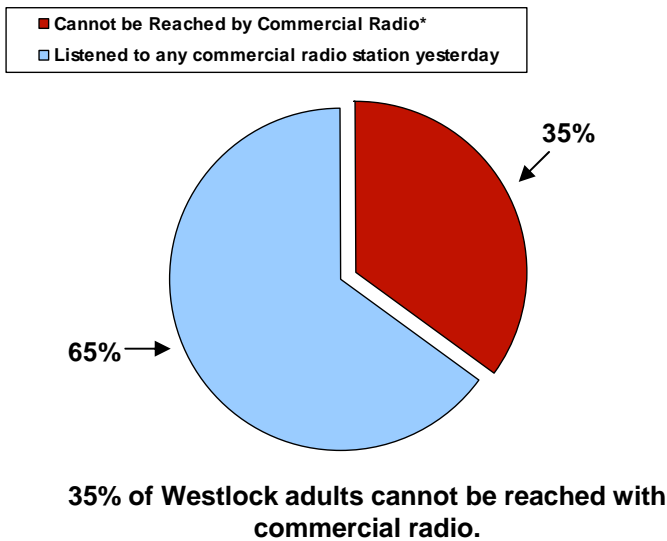
*(Read Always Or Sometimes)*

43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

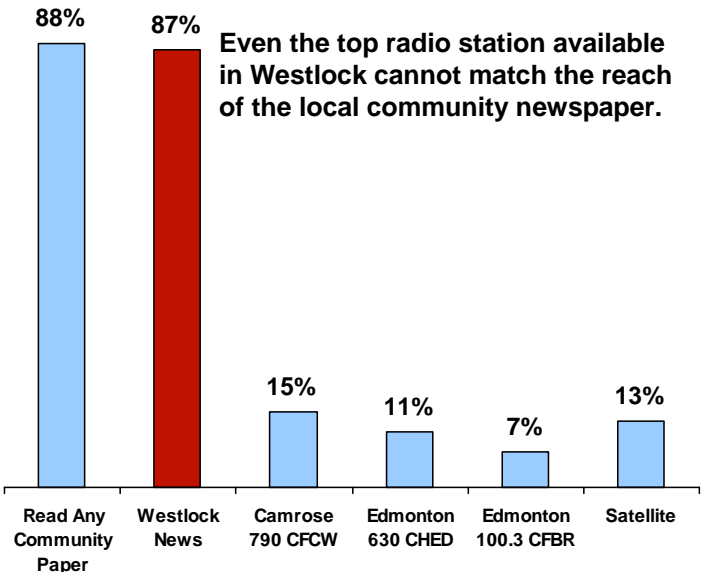
Automotive Supply or Service	43%
Computer Hardware or Software	37%
Department Stores including Clothing	66%
Drug Store or Pharmacy	64%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	59%
Grocery Store	68%
Home Improvement Store	67%
Investment or Banking Services	28%
Telecommunication and Wireless Products	29%
Other Products or Services	55%

## 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 Westlock.



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



Source: ComBase 2008