

Sherwood Park News

Publication: Sherwood Park News

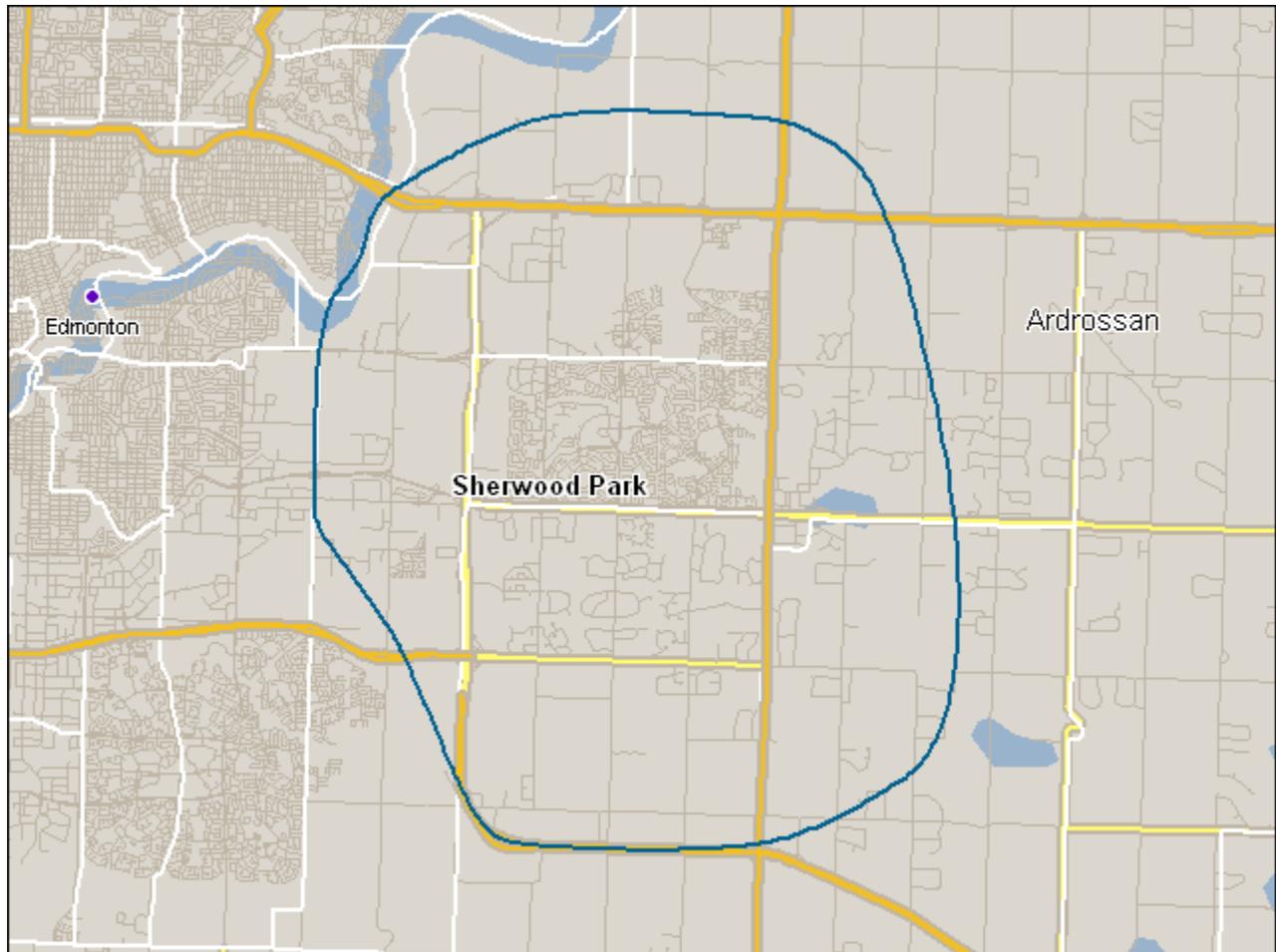
Code: 80075

Market: Sherwood Park, AB

Population: 46 841

Publishing Days: Tuesday, Friday

Source: ComBase 2008 /2009 Study

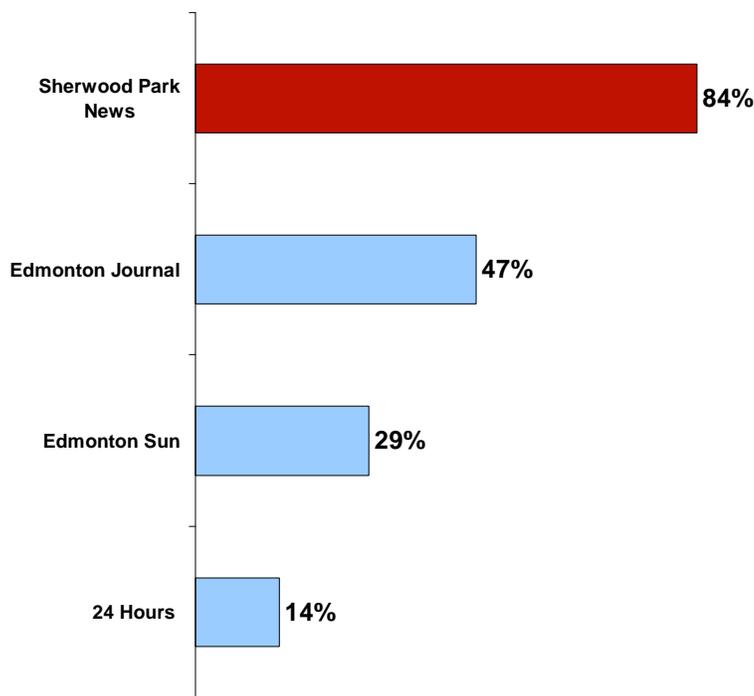


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

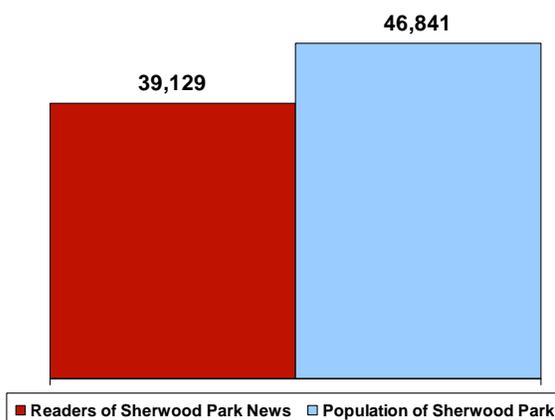
NET READERSHIP*

84% of Sherwood Park adults read any of the last 4 issues of Sherwood Park News.



NET READERS

39,129 Sherwood Park adults read any of the last 4 issues of Sherwood Park News.



NEWSPAPER READERSHIP

- **84%** of Sherwood Park adults read any community newspaper.
- **67%** of Sherwood Park adults read any daily newspaper.
- **24%** of Sherwood Park adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Sherwood Park News

- **89%** of females read Sherwood Park News.*

GENDER

Male	77%
Female	89%

AGE

18-34 years old	71%
35-49 years old	85%
50+ years old	90%

EDUCATION

High School or less	78%
Tech. or College	87%
University +	88%

HOUSEHOLD INCOME

<\$30K	100%
\$30-49K	84%
>\$50K	86%

RESIDENCE

Own Residence	83%
Rent Residence	91%

FAMILY STATUS

With children	82%
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

28% of Sherwood Park News readers said they read their community newspaper for advertising.

	Sherwood Park News Readers*	Community Newspaper Readers**
Editorial	28%	28%
Local News	79%	79%
Local Events	53%	53%
Classified	24%	24%
Real Estate	21%	21%
Jobs/Employment	14%	14%
Advertising	28%	27%
Flyers	33%	32%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

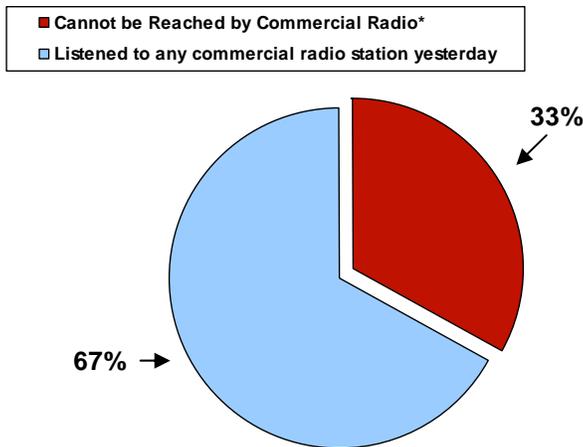
(Read Always Or Sometimes)

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	46%
Computer Hardware or Software	55%
Department Stores including Clothing	78%
Drug Store or Pharmacy	62%
Fast Food Restaurant	51%
Furniture or Appliances or Electronics	78%
Grocery Store	84%
Home Improvement Store	79%
Investment or Banking Services	29%
Telecommunication and Wireless Products	36%
Other Products or Services	68%

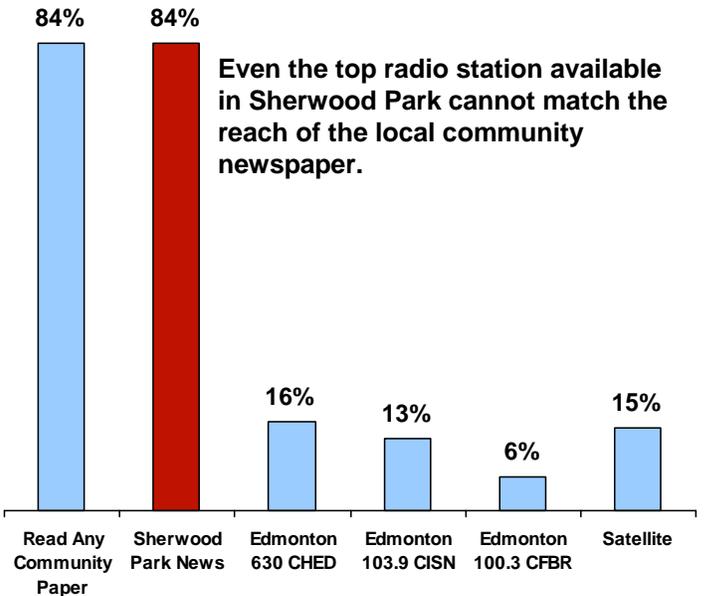
COMMUNITY PRINT MEDIA VS. RADIO

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.



33% of Sherwood Park adults cannot be reached with commercial radio.

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



Even the top radio station available in Sherwood Park cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009