

Whitecourt Star

Publication: Whitecourt Star

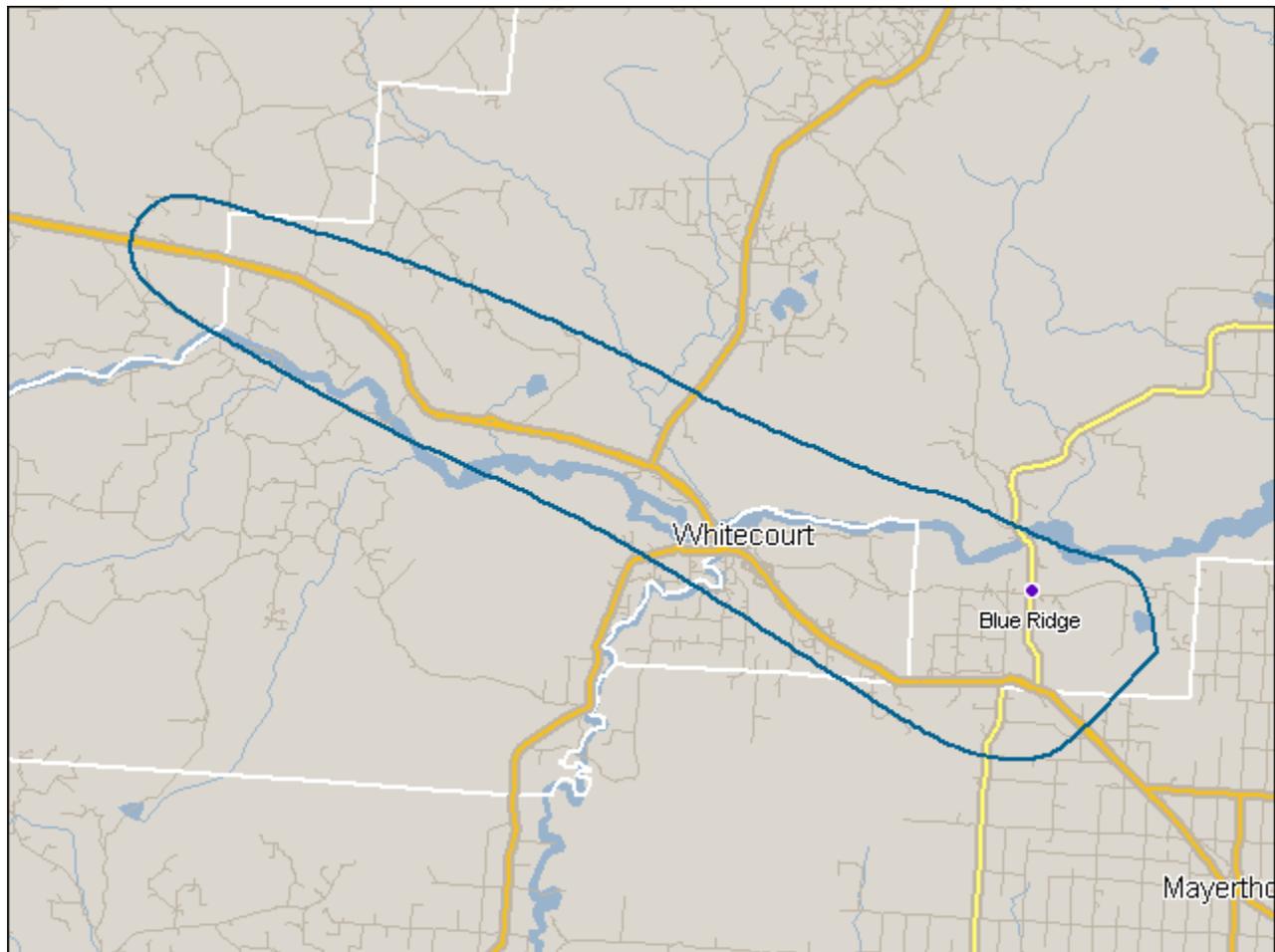
Code: 80045

Market: Whitecourt, AB

Population: 7 728

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

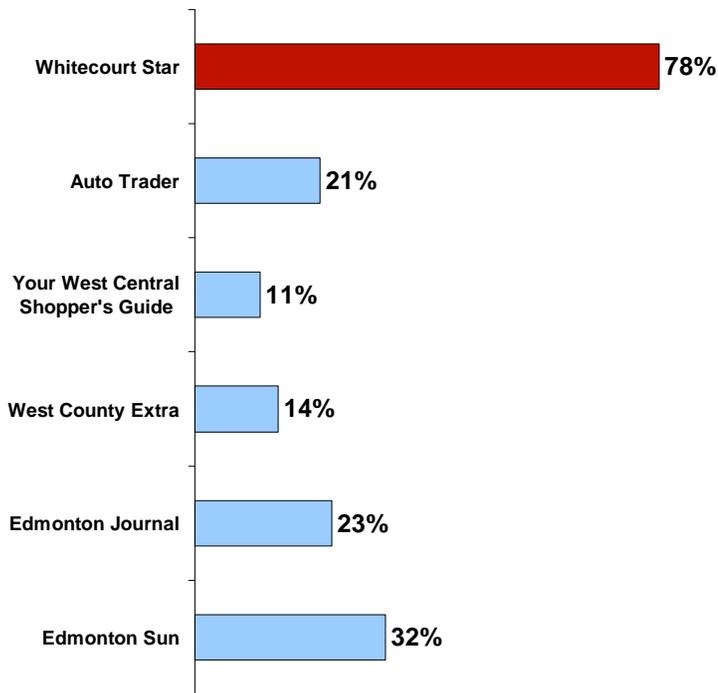


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

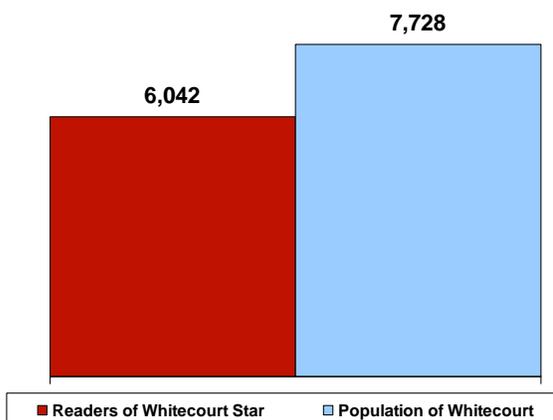
NET READERSHIP*

78% of Whitecourt adults read any of the last 4 issues of Whitecourt Star.



NET READERS

6,042 Whitecourt adults read any of the last 4 issues of Whitecourt Star.



NEWSPAPER READERSHIP

- 84% of Whitecourt adults read any community newspaper.
- 44% of Whitecourt adults read any daily newspaper.
- 44% of Whitecourt adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Whitecourt Star

- 78% of females read Whitecourt Star.*

GENDER

Male	78%
Female	78%

AGE

18-34 years old	63%
35-49 years old	86%
50+ years old	85%

EDUCATION

High School or less	78%
Tech. or College	75%
University +	82%

HOUSEHOLD INCOME

<\$30K	80%
\$30-49K	68%
>\$50K	81%

RESIDENCE

Own Residence	80%
Rent Residence	75%

FAMILY STATUS

With children	74%
Without children	82%

* 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

30% of Whitecourt Star readers said they read their community newspaper for advertising.

	Whitecourt Star Readers*	Community Newspaper Readers**
Editorial	30%	29%
Local News	77%	74%
Local Events	60%	59%
Classified	33%	33%
Real Estate	35%	34%
Jobs/Employment	32%	30%
Advertising	30%	29%
Flyers	20%	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)

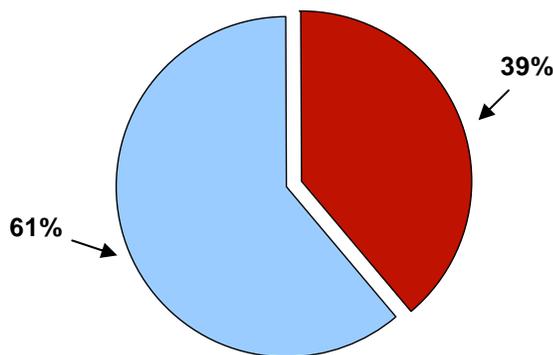
48% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	48%
Computer Hardware or Software	44%
Department Stores including Clothing	65%
Drug Store or Pharmacy	57%
Fast Food Restaurant	50%
Furniture or Appliances or Electronics	69%
Grocery Store	71%
Home Improvement Store	76%
Investment or Banking Services	41%
Telecommunication and Wireless Products	39%
Other Products or Services	67%

COMMUNITY PRINT MEDIA VS. RADIO

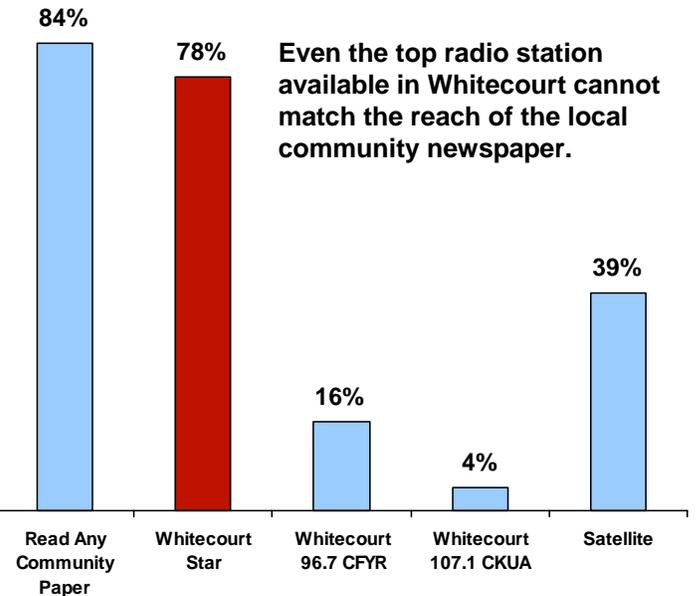
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



39% of Whitecourt 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 Whitecourt cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009