

# Pipestone Flyer

**Publication:** Pipestone Flyer

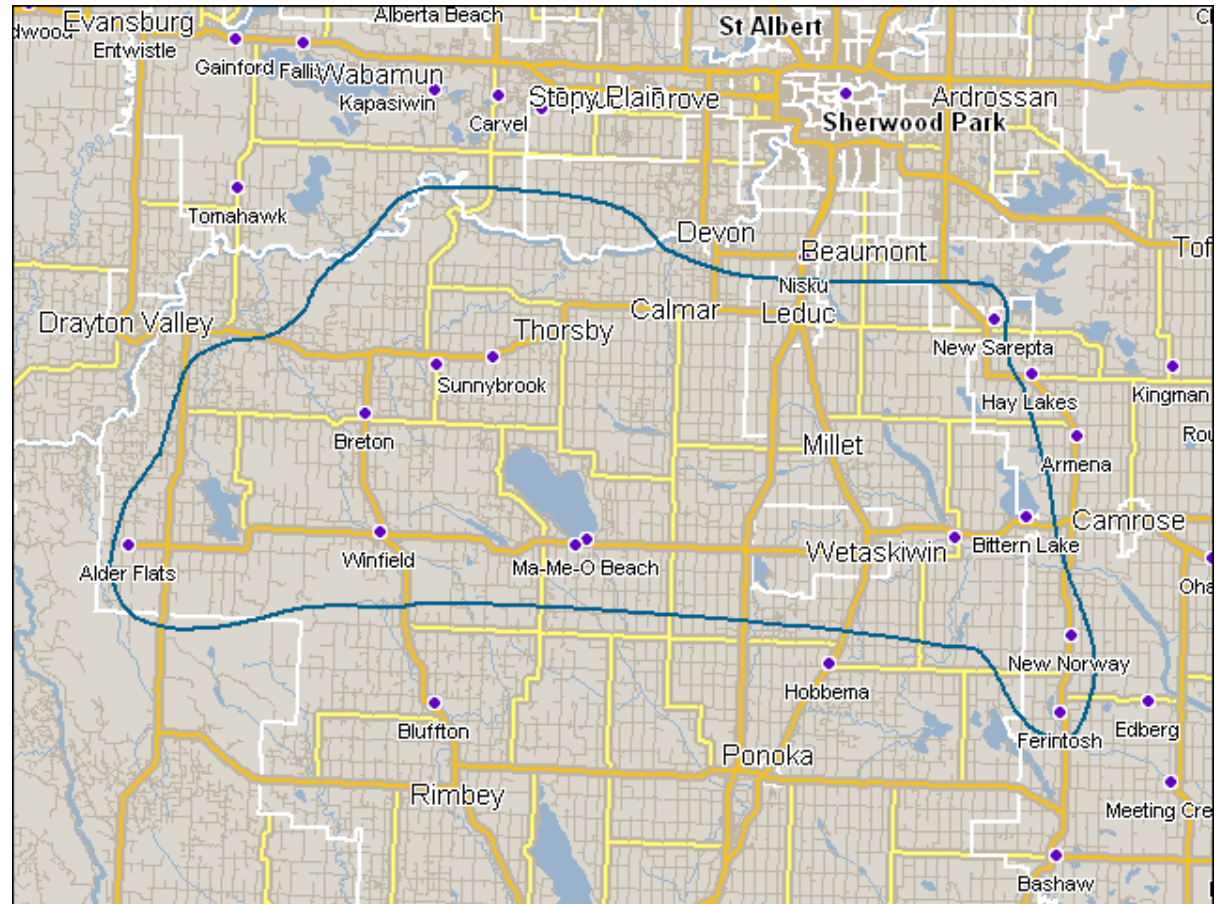
**Code:** 80913

**Market:** Leduc-Wetaskiwin Counties and area\* ,AB

**Population:** 23 168

**Publishing Day:** Thursday

**Source:** ComBase 2008/2009 Study



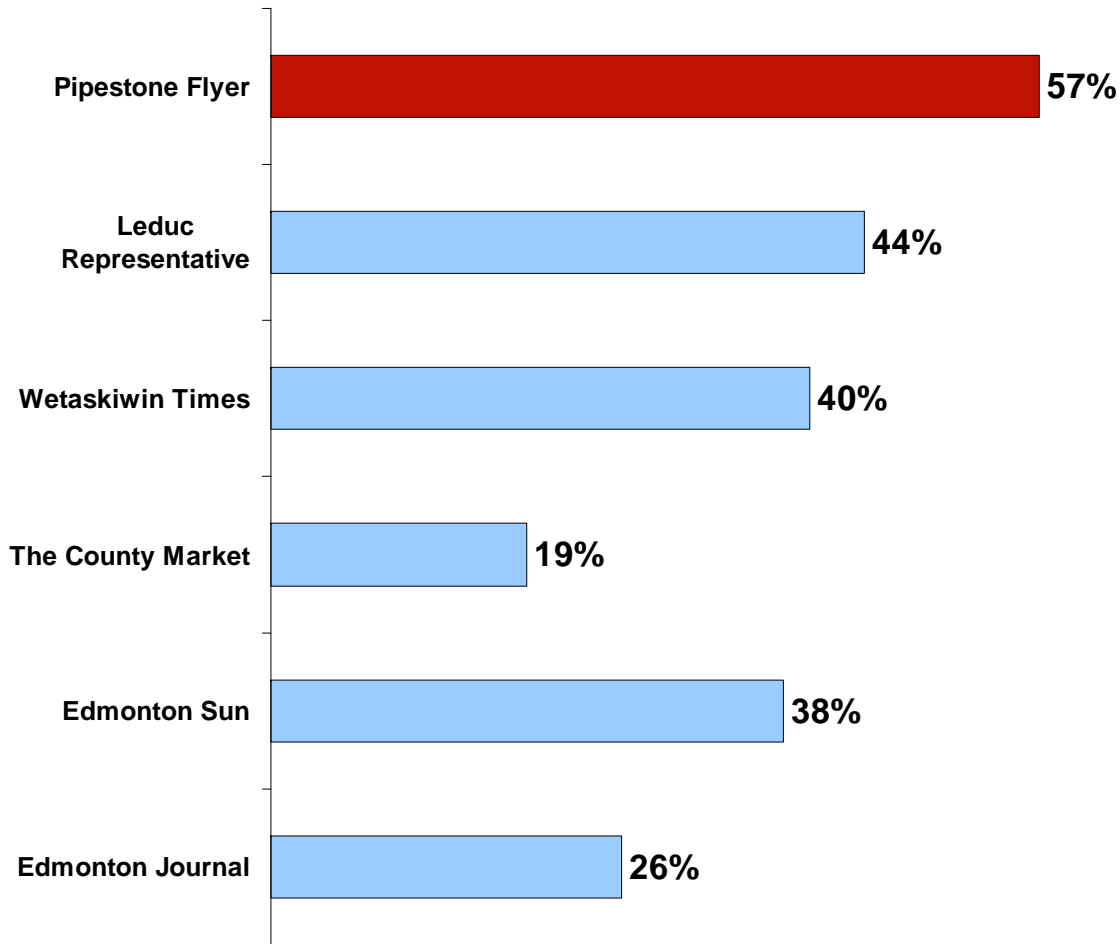
The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

\* excluding the city zones of Leduc and Wetaskiwin

# ABOUT COMBASE

- ComBase is the Canadian Community Newspaper Database Corporation, a tripartite industry organization that conducts the principal readership research on behalf of the community newspaper industry in Canada.
- Operating since 2002, ComBase's mandate is to provide title- and market-specific data for community newspapers at the market and sub-market level.

# NET READERSHIP\*



**57%** of Leduc-Wetaskiwin Counties and area adults read any of the last 4 issues of Pipestone Flyer.

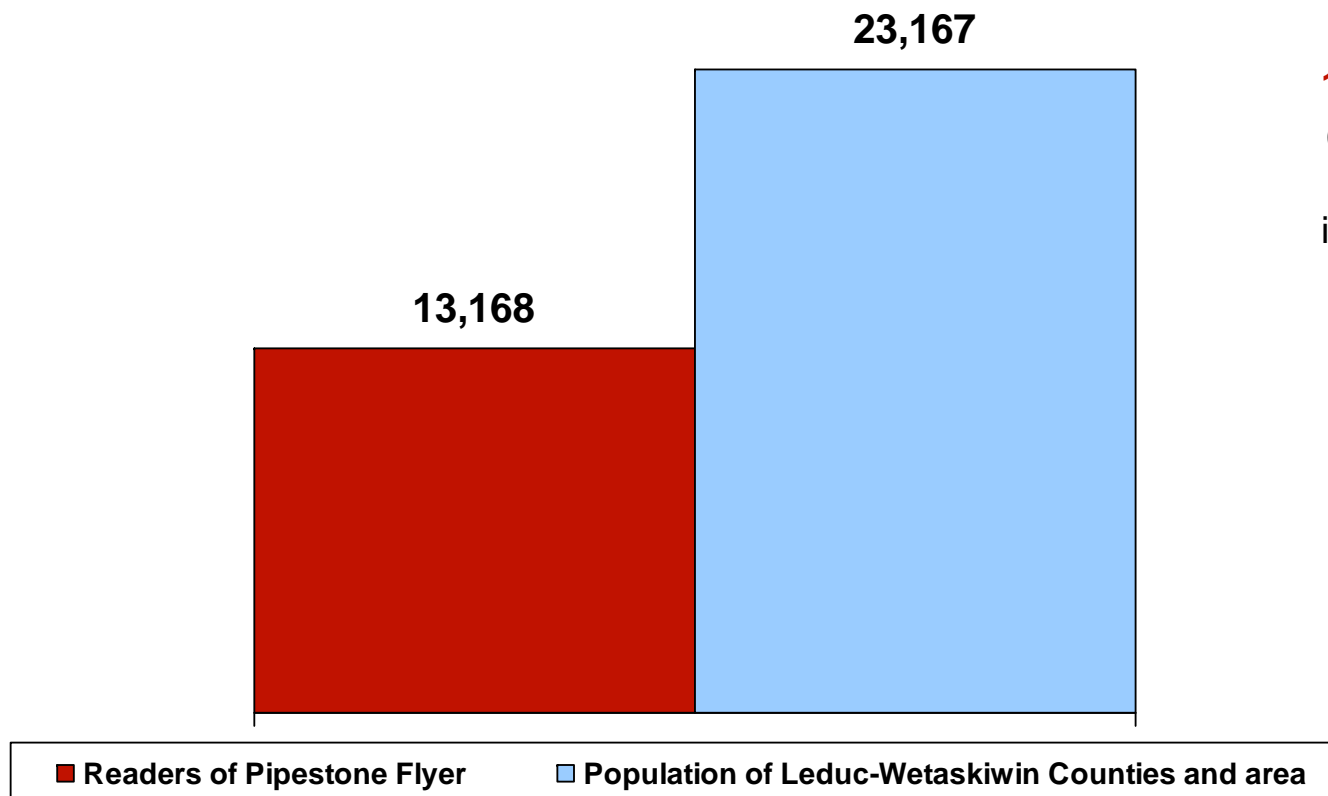
\* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper  
Source: ComBase 2008/2009

# NEWSPAPER READERSHIP

- **83%** of Leduc-Wetaskiwin Counties and area adults read any community newspaper.
- **50%** of Leduc-Wetaskiwin Counties and area adults read any daily newspaper.
- **39%** of Leduc-Wetaskiwin Counties and area adults can only be reached with community newspapers.

# NET READERS

**13,168** Leduc-Wetaskiwin  
Counties and area adults  
read any of the last 4  
issues of Pipestone Flyer.



# READER DEMOGRAPHICS

GENDER	
Male	60%
Female	54%
AGE	
18-34 years old	38%
35-49 years old	70%
50+ years old	60%
EDUCATION	
High School or less	57%
Tech. or College	46%
University +	63%
HOUSEHOLD INCOME	
<\$30K	50%
\$30-49K	61%
>\$50K	57%
RESIDENCE	
Own Residence	60%
Rent Residence	27%
FAMILY STATUS	
With children	49%
Without children	63%

•54% of females read Pipestone Flyer.\*

\* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper  
Source: ComBase 2008/2009

# REASONS FOR READING COMMUNITY NEWSPAPERS

	Pipestone Flyer Readers*	Community Newspaper Readers**
Editorial	36%	33%
Local News	80%	75%
Local Events	43%	52%
Classified	40%	39%
Real Estate	17%	23%
Jobs/Employment	14%	23%
Advertising	30%	31%
Flyers	14%	21%

**30%** of Pipestone Flyer readers said they read their community newspaper for advertising.

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

\*\* read any community newspaper

Source: ComBase 2008/2009

# READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

*(Read Always Or Sometimes)*

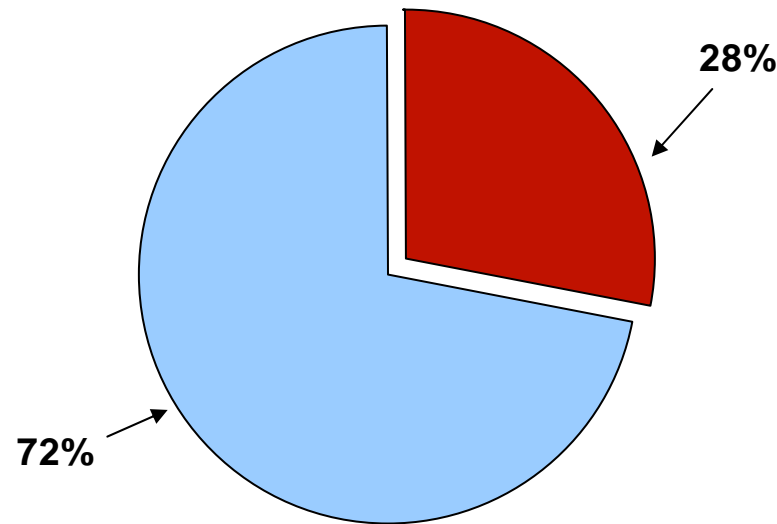
Automotive Supply or Service	46%
Computer Hardware or Software	38%
Department Stores including Clothing	58%
Drug Store or Pharmacy	56%
Fast Food Restaurant	23%
Furniture or Appliances or Electronics	61%
Grocery Store	67%
Home Improvement Store	57%
Investment or Banking Services	20%
Telecommunication and Wireless Products	27%
Other Products or Services	55%

**67%** of community newspaper readers always or sometimes read Grocery store flyers delivered in their community newspaper.



# 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.

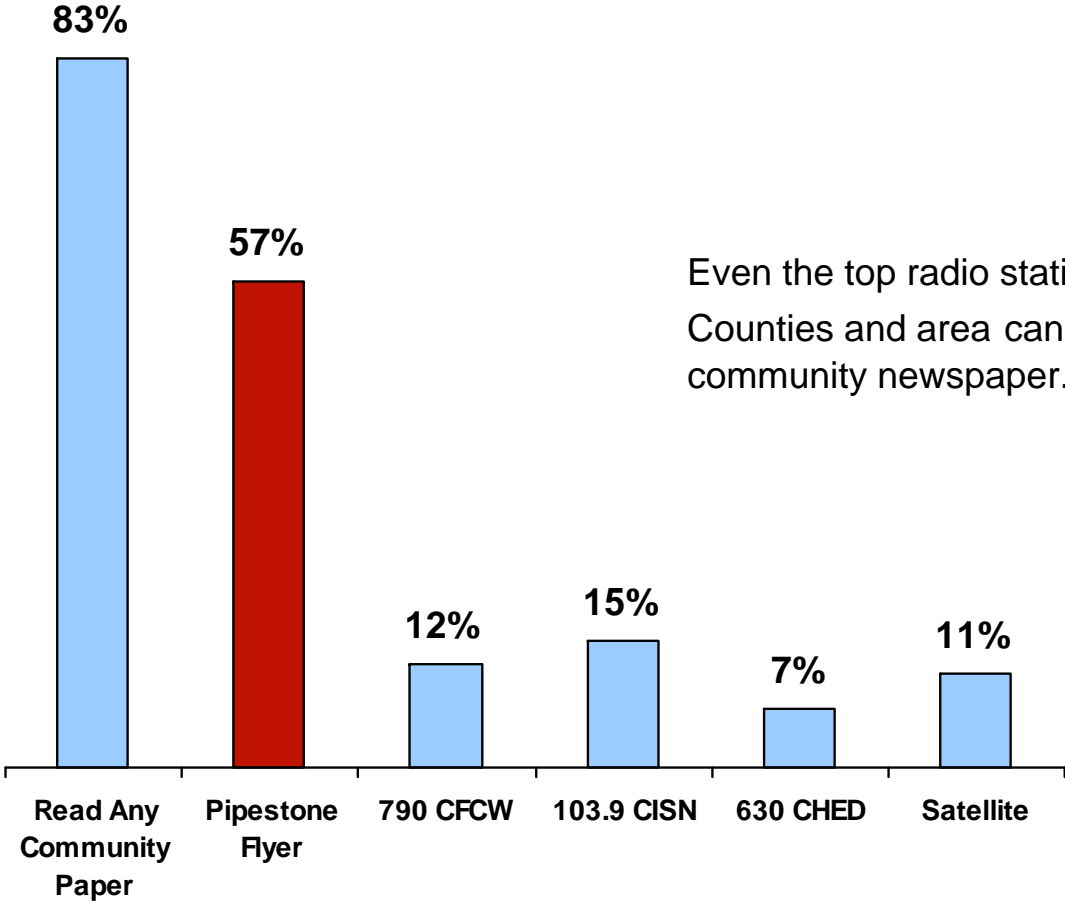


**28%** of Leduc-Wetaskiwin Counties and area adults cannot be reached with commercial radio.

\*did not listen to radio yesterday or listened to CBC only  
Source: ComBase 2008/2009

# 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.



Even the top radio station available in Leduc-Wetaskiwin Counties and area cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009

Cumulative Readership\*

	TOTAL	Pipe stone Flyer	Commun ity Events Magazi ne	Leduc Repre sen tative	Wetask iwin Times	The County Market	Edmont on Sun	Edmont on Jour nal	Read ANY commun ity	Read ANY daily	Read any comm. / No daily
WEIGHTED:	23168	13285	2362	10136	9380	4502	8902	6023	19204	11536	8979
H%	100	57	10	44	40	19	38	26	83	50	39
V%	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED:	201	105	30	75	55	39	55	46	143	84	74
Male	11632	7035	682	4868	4007	2113	6086	2686	9331	7541	3028
H%	100	60	6	42	34	18	52	23	80	65	26
V%	50	53	29	48	43	47	68	45	49	65	34
	87	49	8	28	26	20	36	21	63	47	26
Female	11535	6250	1680	5268	5374	2389	2816	3337	9872	3995	5951
-----	H%	100	54	15	46	47	21	24	29	86	35
	V%	50	47	71	52	57	53	32	55	51	35
		114	56	22	47	29	19	25	80	37	48
18-34 yrs	5833	2209	254	1503	2176	168	3300	1399	4086	3335	1441
H%	100	38	4	26	37	3	57	24	70	57	25
V%	25	17	11	15	23	4	37	23	21	29	16
		35	12	2	9	5	1	9	3	19	13
35-49 yrs	6778	4714	613	4574	3956	2810	2355	1151	6258	2845	3549
H%	100	70	9	67	58	41	35	17	92	42	52
V%	29	35	26	45	42	62	26	19	33	25	40
		49	23	8	23	15	17	20	11	36	15
50+ yrs	10331	6156	1475	4019	3081	1524	3227	3326	8654	5208	3930
-----	H%	100	60	14	39	30	15	31	32	84	50
	V%	45	46	62	40	33	34	36	55	45	44
		112	66	19	42	33	21	25	30	84	46
With children	9191	4466	1062	3567	4407	2254	3673	2001	7668	4217	4163
H%	100	49	12	39	48	25	40	22	83	46	45
V%	40	34	45	35	47	50	41	33	40	37	46
		63	29	11	24	16	14	20	12	46	27
Without children	13977	8819	1300	6569	4973	2248	5228	4023	11535	7319	4816
-----	H%	100	63	9	47	36	16	37	29	83	52
	V%	60	66	55	65	53	50	59	67	60	63
		138	76	19	51	39	25	35	34	97	57
High School or less	17082	9717	1211	7668	7279	3319	7297	3913	14188	8544	6789
H%	100	57	7	45	43	19	43	23	83	50	40
V%	74	73	51	76	78	74	82	65	74	74	76
		120	60	14	44	33	23	37	21	83	48
Tech/coll.	2170	998	220	517	479	309	453	456	1442	857	683
H%	100	46	10	24	22	14	21	21	66	39	31
V%	9	8	9	5	5	7	5	8	8	7	8
		31	15	5	9	6	5	4	7	20	9
University +	2647	1674	600	1326	652	873	1079	1305	2394	1786	676
-----	H%	100	63	23	50	25	33	41	49	90	67
	V%	11	13	25	13	7	19	12	22	12	15
		37	21	7	17	9	11	12	13	29	11

Leger Marketing (946T)

\*Community Newspapers - Read any of the last 4 issues

\*Daily Newspapers - Read any of the last 5 weekday issues

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H%	100	57	10	44	40	19	38	26	83	50	39
V%	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED:	201	105	30	75	55	39	55	46	143	84	74
Self-employed	3705	2199	668	2190	1431	805	1521	651	2837	1867	1022
H%	100	59	18	59	39	22	41	18	77	50	28
V%	16	17	28	22	15	18	17	11	15	16	11
	35	19	6	13	8	8	12	6	23	15	10
Employed (FT/PT)	10303	6347	634	4988	3638	2471	4651	2454	8819	5371	4168
H%	100	62	6	48	35	24	45	24	86	52	40
V%	44	48	27	49	39	55	52	41	46	47	46
	72	32	10	34	15	17	28	21	52	38	22
Not Employed	8148	4141	1040	2523	3653	1209	2710	2623	6816	4002	3354
-----	H%	100	51	13	31	45	15	33	32	84	49
	V%	35	31	44	25	39	27	30	44	35	37
		80	47	13	24	28	13	14	15	60	27
Own residence	20662	12468	2133	9720	8469	4138	7676	5119	17847	9860	8485
H%	100	60	10	47	41	20	37	25	86	48	41
V%	89	94	90	96	90	92	86	85	93	85	94
	177	94	24	69	47	36	49	39	129	75	67
Rent residence	2298	629	209	376	743	364	1206	757	1169	1528	454
-----	H%	100	27	9	16	32	16	52	33	51	66
	V%	10	5	9	4	8	8	14	13	6	13
		19	8	5	5	6	3	5	5	11	7
HHI < \$30K	3100	1539	554	1494	1000	301	331	692	2571	860	1711
H%	100	50	18	48	32	10	11	22	83	28	55
V%	13	12	23	15	11	7	4	11	13	7	19
	27	15	9	12	10	4	4	5	23	7	16
HHI \$30-\$49K	2433	1476	176	1775	666	612	1240	424	2112	1531	581
H%	100	61	7	73	27	25	51	17	87	63	24
V%	11	11	7	18	7	14	14	7	11	13	6
	27	15	2	13	9	9	6	6	20	10	10
HHI > \$50K	12086	6913	1060	4890	5793	2888	6033	3470	10289	7199	3962
-----	H%	100	57	9	40	48	24	50	29	85	60
	V%	52	52	45	48	62	64	68	58	62	44
		86	45	12	33	23	19	33	23	62	48
Read any paper online	2574	2056	216	696	618	720	1648	681	2372	2055	345
-----	H%	100	80	8	27	24	28	64	26	92	80
	V%	11	15	9	7	7	16	19	11	12	18
		20	14	3	9	5	6	9	8	17	14
REASON READ COMM NP	7467	4728	885	4103	3463	2132	2098	1515	6359	2996	3978
Editorial	H%	100	63	12	55	46	29	28	20	85	40
	V%	32	36	37	40	37	47	24	25	33	26
		56	37	15	31	17	16	18	18	47	30

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V%	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED:	201	105	30	75	55	39	55	46	143	84	74
Flyers	4858	1868	530	3168	2054	239	1823	676	3951	2114	2400
H%	100	38	11	65	42	5	38	14	81	44	49
V%	21	14	22	31	22	5	20	11	21	18	27
	40	18	10	20	11	6	12	9	31	17	17
Local Events	11623	5679	1111	5824	5576	1615	4551	3295	10017	6078	4570
H%	100	49	10	50	48	14	39	28	86	52	39
V%	50	43	47	57	59	36	51	55	52	53	51
	103	55	18	43	34	21	25	26	79	43	42
Classified	8712	5298	517	4665	4389	2352	3436	2195	7515	4245	4243
H%	100	61	6	54	50	27	39	25	86	49	49
V%	38	40	22	46	47	52	39	36	39	37	47
	62	35	12	28	22	16	22	18	51	31	26
Jobs/Employment	5117	1878	334	3050	3059	189	2821	1691	4511	2933	2140
H%	100	37	7	60	60	4	55	33	88	57	42
V%	22	14	14	30	33	4	32	28	23	25	24
	30	17	9	19	10	5	13	9	26	17	12
Real Estate	5251	2222	403	3426	1922	565	2557	1002	4334	2813	2210
H%	100	42	8	65	37	11	49	19	83	54	42
V%	23	17	17	34	20	13	29	17	23	24	25
	40	19	9	21	11	9	19	10	31	23	13
Local News	16001	10568	1584	7912	7131	3570	6319	2837	14456	7852	7459
H%	100	66	10	49	45	22	39	18	90	49	47
V%	69	80	67	78	76	79	71	47	75	68	83
	137	83	25	58	41	31	43	31	110	63	58
Advertising	6651	3928	711	3860	3033	884	3086	1322	5997	3763	2845
-----	H%	100	59	11	58	46	13	46	20	90	57
	V%	29	30	30	38	32	20	35	22	31	33
		48	30	12	24	19	11	19	13	42	26
READ FLYERS (Alw./Som.)	15369	8545	1921	6091	6224	3292	5865	4086	12851	7222	6224
Grocery Store	H%	100	56	13	40	21	38	27	84	47	40
	V%	66	64	81	60	66	73	66	67	63	69
		132	71	26	52	39	27	34	32	97	53
Drug Store or Pharmacy	12773	7095	1535	5957	6175	2734	4165	3443	10780	5256	6111
H%	100	56	12	47	48	21	33	27	84	41	48
V%	55	53	65	59	66	61	47	57	56	46	68
	105	58	22	45	31	22	26	26	79	40	43
Home Improvement Store	12749	7524	1611	6125	4428	2492	5001	2964	10998	6617	5045
H%	100	59	13	48	35	20	39	23	86	52	40
V%	55	57	68	60	47	55	56	49	57	57	56
	114	65	24	50	32	25	33	27	90	49	47

Leger Marketing (946T)

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V%	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED:	201	105	30	75	55	39	55	46	143	84	74
Auto.Supply or Service	10366	6557	934	4695	4068	2458	4387	2185	8739	5529	3987
H%	100	63	9	45	39	24	42	21	84	53	38
V%	45	49	40	46	43	55	49	36	46	48	44
	84	50	14	36	26	25	30	18	66	38	34
Department Store includ ing Clothing	12957	6942	1964	6535	6514	2279	5430	4015	11045	6898	4949
H%	100	54	15	50	50	18	42	31	85	53	38
V%	56	52	83	64	69	51	61	67	58	60	55
	119	67	27	52	40	27	36	30	91	53	47
Fast Food Restaurant	5120	3799	672	2171	2496	2049	1264	1269	4468	2224	2359
H%	100	74	13	42	49	40	25	25	87	43	46
V%	22	29	28	21	27	46	14	21	23	19	26
	56	36	13	22	20	14	12	17	44	24	23
Furniture or Appliance or Electronics	12572	7878	1519	5618	6174	2356	5960	4228	11625	7292	4501
H%	100	63	12	45	49	19	47	34	92	58	36
V%	54	59	64	55	66	52	67	70	61	63	50
	101	65	20	40	36	22	33	26	84	46	40
Computer Hardware or So ftware	8623	3858	872	3494	3313	1870	5305	2833	7375	5814	2076
H%	100	45	10	41	38	22	62	33	86	67	24
V%	37	29	37	34	35	42	60	47	38	50	23
	69	36	13	28	20	18	25	15	53	31	25
Investments or Banking Services	5229	2642	550	2956	1946	1243	2647	1608	3891	3263	1190
H%	100	51	11	57	37	24	51	31	74	62	23
V%	23	20	23	29	21	28	30	27	20	28	13
	45	23	9	19	13	8	13	13	30	20	13
Telecom. and Wireless	6082	2732	409	2358	2503	814	4186	2114	5195	4391	1419
H%	100	45	7	39	41	13	69	35	85	72	23
V%	26	21	17	23	27	18	47	35	27	38	16
	46	25	9	18	14	8	18	13	34	23	16
Other Products or Servi ces	12693	7695	1617	6783	4823	2867	5000	2970	10567	6598	4673
H%	100	61	13	53	38	23	39	23	83	52	37
V%	55	58	68	67	51	64	56	49	55	57	52
	116	64	20	51	36	27	32	28	85	50	41

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80913 - RADIO STATIONS LISTENED TO YESTERDAY											
WEIGHTED:	23168	13285	2362	10136	9380	4502	8902	6023	19204	11536	8979
H%	100	57	10	44	40	19	38	26	83	50	39
V%	100	100	100	100	100	100	100	100	100	100	100
UNWEIGHTED:	201	105	30	75	55	39	55	46	143	84	74
Edmonton 790 CFCW											
	2828	2620	53	631	1536	1158	940	175	2694	1116	1645
H%	100	93	2	22	54	41	33	6	95	39	58
V%	12	20	2	6	16	26	11	3	14	10	18
	16	13	2	6	7	5	3	3	14	6	9
Edmonton, 103.9, CISN (Country FM)											
	3445	2525	434	2262	1214	1662	1328	437	3259	1506	1753
H%	100	73	13	66	35	48	39	13	95	44	51
V%	15	19	18	22	13	37	15	7	17	13	20
	16	9	3	11	3	7	6	4	14	7	7
Edmonton, 630, CHED (Superstation)											
	1726	1296	103	1020	874	365	1125	917	1348	1508	185
H%	100	75	6	59	51	21	65	53	78	87	11
V%	7	10	4	10	9	8	13	15	7	13	2
	15	12	2	8	6	4	4	7	13	9	5
ANY Radio station											
	17119	9563	1970	7117	6506	3448	7689	4935	13960	9573	5544
H%	100	56	12	42	38	20	45	29	82	56	32
V%	74	72	83	70	69	77	86	82	73	83	62
	143	76	25	57	38	29	43	39	104	67	48
DID NOT listen to radio											
	6048	3722	392	3019	2874	1054	1213	1088	5243	1963	3435
H%	100	62	6	50	48	17	20	18	87	32	57
V%	26	28	17	30	31	23	14	18	27	17	38
	58	29	5	18	17	10	12	7	39	17	26
CBC Only											
	461	279	136	0	405	0	136	279	421	279	142
H%	100	61	29	0	88	0	29	61	91	61	31
V%	2	2	6	0	4	0	2	5	2	2	2
	5	3	1	0	3	0	1	3	4	3	1
Satellite Radio											
	2536	1448	258	1087	1060	657	1060	509	2133	1570	689
H%	100	57	10	43	42	26	42	20	84	62	27
V%	11	11	11	11	11	15	12	8	11	14	8
	22	11	3	7	6	5	9	3	15	12	5

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TOTAL

READ LAST ISSUE		
WEIGHTED:	23168	
V%	100	
UNWEIGHTED:	201	
Pipestone Flyer	10513	
V%	45	79
Community Events Magazi ne	2362	
V%	10	30
Leduc Representative	6584	
V%	28	48
Wetaskiwin Times	8616	
V%	37	46
The County Market	4098	
V%	18	28
The Edmonton Sun	4554	
V%	20	19
The Edmonton Sun (Sat.)	4145	
V%	18	20
The Edmonton Sun (Sun.)	4106	
V%	18	15
The Edmonton Journal	2994	
V%	13	24
The Edmonton Journal (Sat.)	3917	
V%	17	28
The Edmonton Journal (Sun.)	3575	
V%	15	23
Pipestone Flyer	15874	
*3-MONTH SCREEN*	69	129

Leger Marketing (946T)

\*Community Newspapers - Read any of the last 4 issues

\*Daily Newspapers - Read any of the last 5 weekday issues