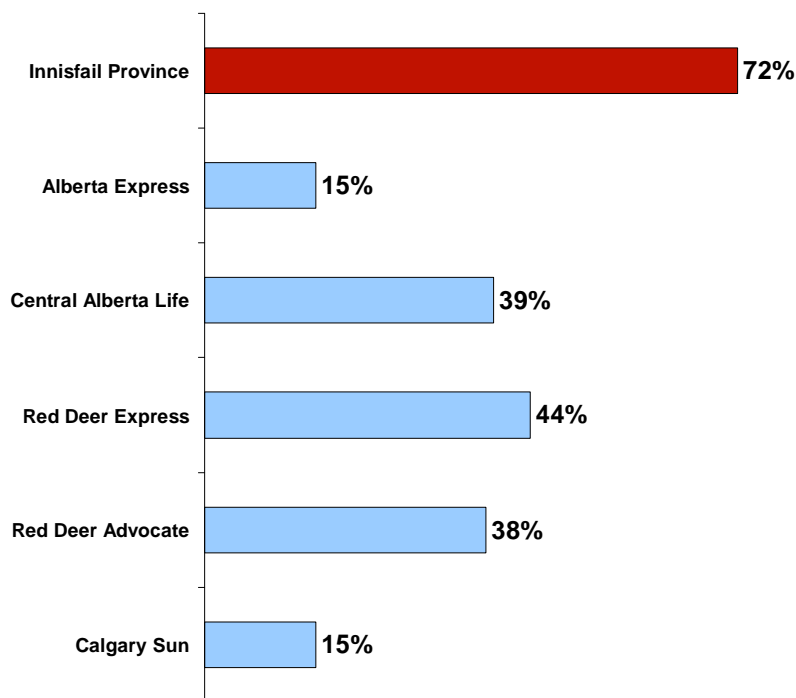


Readership and Demographics

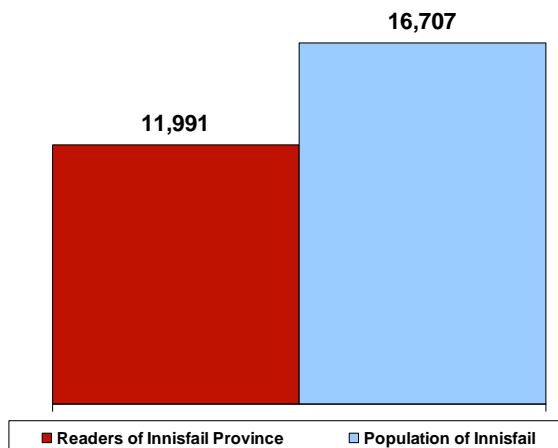
NET READERSHIP*

72% of Innisfail adults read any of the last 4 issues of Innisfail Province.



NET READERS

11,991 Innisfail adults read any of the last 4 issues of Innisfail Province.



NEWSPAPER READERSHIP

- 84% of Innisfail adults read any community newspaper.
- 48% of Innisfail adults read any daily newspaper.
- 43% of Innisfail adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Innisfail Province

- 79% of females read Innisfail Province.*

GENDER

Male	66%
Female	79%

AGE

18-34 years old	56%
35-49 years old	66%
50+ years old	82%

EDUCATION

High School or less	78%
Tech. or College	70%
University +	48%

HOUSEHOLD INCOME

<\$30K	77%
\$30-49K	68%
>\$50K	65%

RESIDENCE

Own Residence	74%
Rent Residence	59%

FAMILY STATUS

With children	68%
Without children	75%

* 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

24% of Innisfail Province readers said they read their community newspaper for advertising.

	Innisfail Province Readers*	Community Newspaper Readers**
Editorial	34%	32%
Local News	84%	78%
Local Events	64%	59%
Classified	56%	56%
Real Estate	20%	20%
Jobs/Employment	24%	23%
Advertising	24%	24%
Flyers	20%	20%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

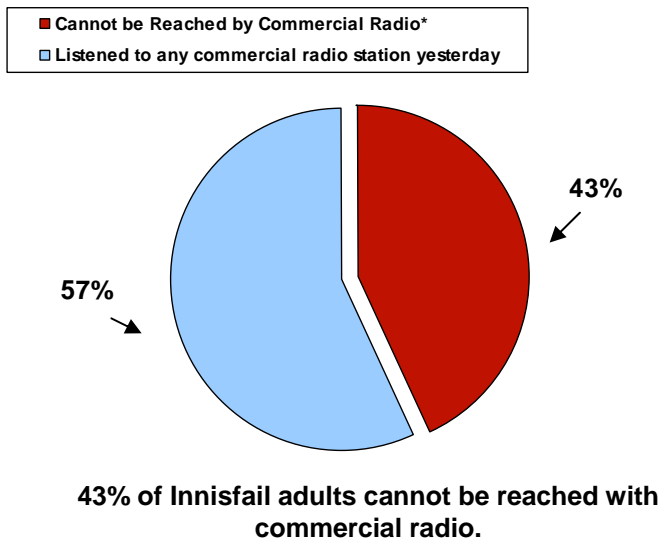
(Read Always Or Sometimes)

41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

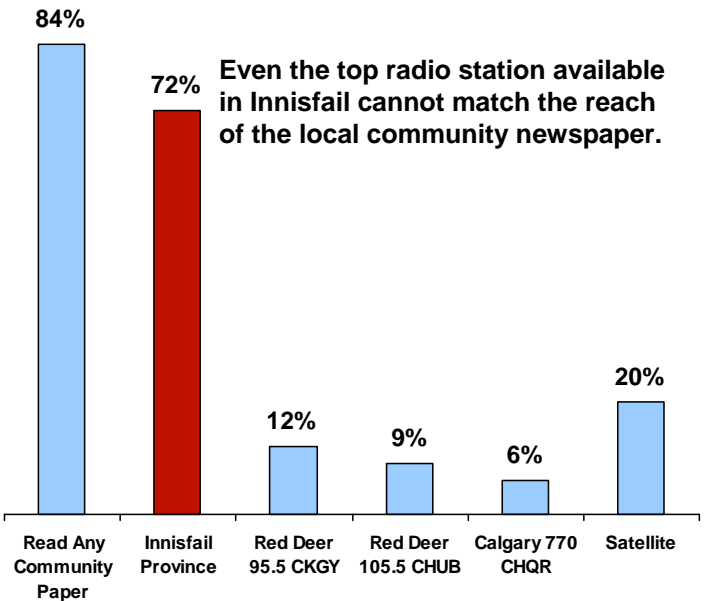
Automotive Supply or Service	41%
Computer Hardware or Software	41%
Department Stores including Clothing	61%
Drug Store or Pharmacy	59%
Fast Food Restaurant	35%
Furniture or Appliances or Electronics	60%
Grocery Store	64%
Home Improvement Store	63%
Investment or Banking Services	20%
Telecommunication and Wireless Products	24%
Other Products or Services	53%

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.



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



Source: ComBase 2008