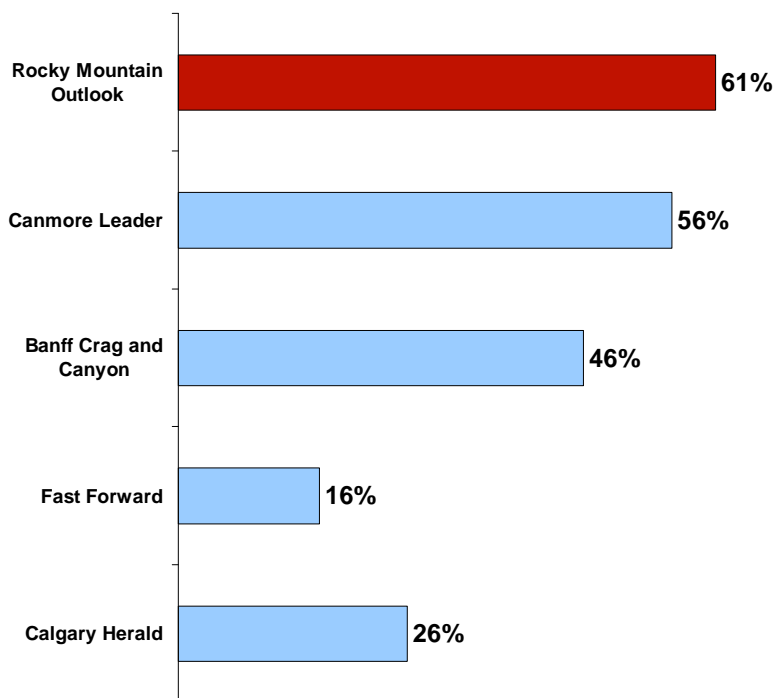


Readership and Demographics

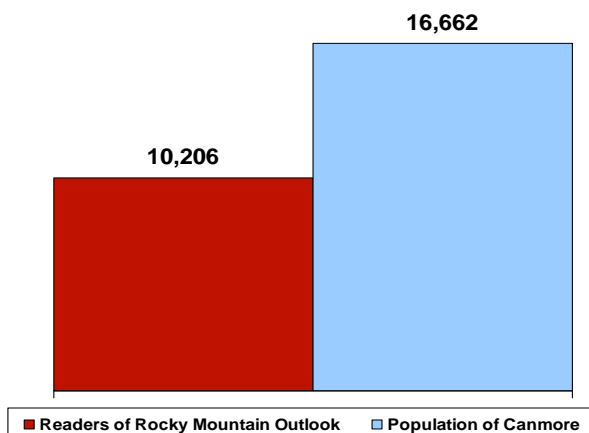
NET READERSHIP*

61% of Canmore adults read any of the last 4 issues of Rocky Mountain Outlook.



NET READERS

10,206 Canmore adults read any of the last 4 issues of Rocky Mountain Outlook.



NEWSPAPER READERSHIP

- 86% of Canmore adults read any community newspaper.
- 34% of Canmore adults read any daily newspaper.
- 55% of Canmore adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Rocky Mountain Outlook

- 69% of females read Rocky Mountain Outlook.*

GENDER

Male	54%
Female	69%

AGE

18-34 years old	68%
35-49 years old	53%
50+ years old	61%

EDUCATION

High School or less	59%
Tech. or College	54%
University +	70%

HOUSEHOLD INCOME

<\$30K	26%
\$30-49K	77%
>\$50K	66%

RESIDENCE

Own Residence	67%
Rent Residence	54%

FAMILY STATUS

With children	59%
Without children	63%

* 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

29% of Rocky Mountain Outlook readers said they read their community newspaper for advertising.

	Rocky Mountain Outlook Readers*	Community Newspaper Readers**
Editorial	47%	44%
Local News	91%	86%
Local Events	84%	78%
Classified	35%	32%
Real Estate	25%	29%
Jobs/Employment	27%	28%
Advertising	29%	31%
Flyers	17%	16%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

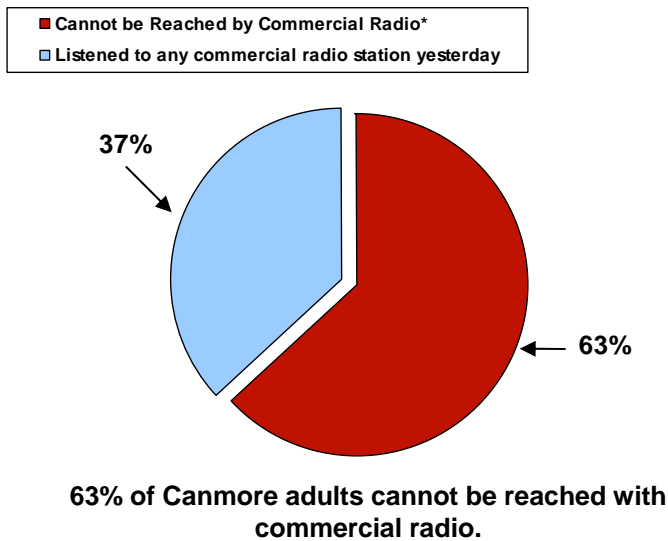
(Read Always Or Sometimes)

25% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

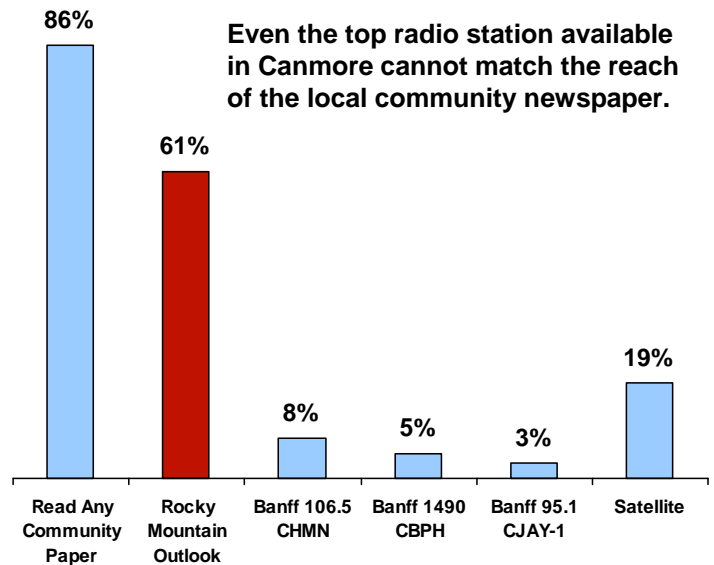
Automotive Supply or Service	25%
Computer Hardware or Software	35%
Department Stores including Clothing	38%
Drug Store or Pharmacy	38%
Fast Food Restaurant	24%
Furniture or Appliances or Electronics	41%
Grocery Store	50%
Home Improvement Store	45%
Investment or Banking Services	22%
Telecommunication and Wireless Products	23%
Other Products or Services	33%

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