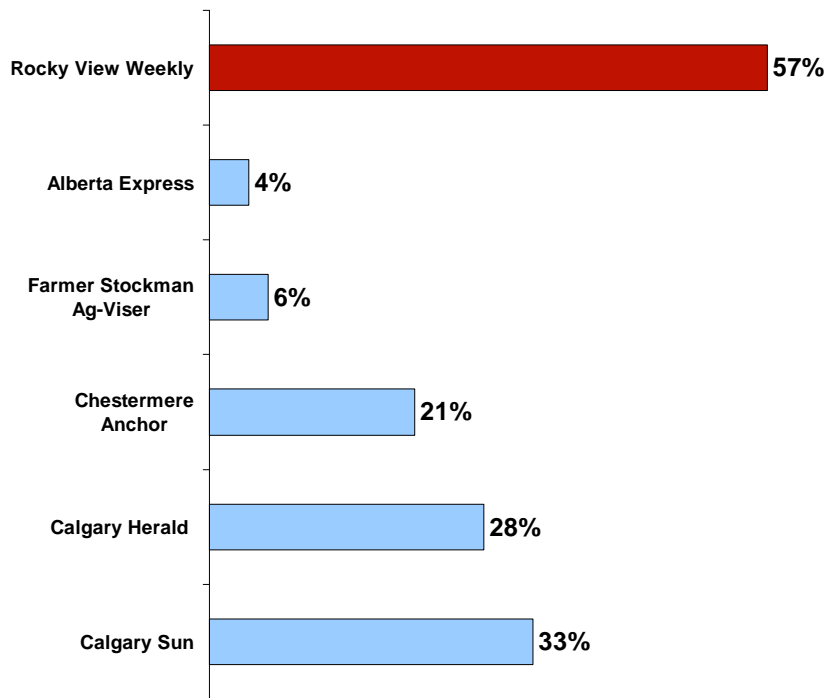


# Readership and Demographics

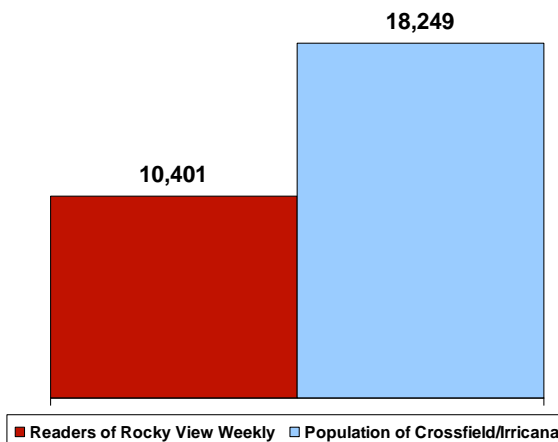
## NET READERSHIP\*

57% of Crossfield/Irricana adults read any of the last 4 issues of Rocky View Weekly.



## NET READERS

10,401 Crossfield/Irricana adults read any of the last 4 issues of Rocky View Weekly.



## NEWSPAPER READERSHIP

- 65% of Crossfield/Irricana adults read any community newspaper.
- 49% of Crossfield/Irricana adults read any daily newspaper.
- 31% of Crossfield/Irricana adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Rocky View Weekly

- 64% of females read Rocky View Weekly.\*

#### GENDER

Male	50%
Female	64%

#### AGE

18-34 years old	51%
35-49 years old	57%
50+ years old	63%

#### EDUCATION

High School or less	54%
Tech. or College	55%
University +	73%

#### HOUSEHOLD INCOME

<\$30K	58%
\$30-49K	68%
>\$50K	56%

#### RESIDENCE

Own Residence	59%
Rent Residence	37%

#### FAMILY STATUS

With children	57%
Without children	57%

\* 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

23% of Rocky View Weekly readers said they read their community newspaper for advertising.

	Rocky View Weekly Readers*	Community Newspaper Readers**
Editorial	21%	19%
Local News	90%	87%
Local Events	58%	58%
Classified	31%	31%
Real Estate	17%	15%
Jobs/Employment	14%	13%
Advertising	23%	20%
Flyers	22%	20%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

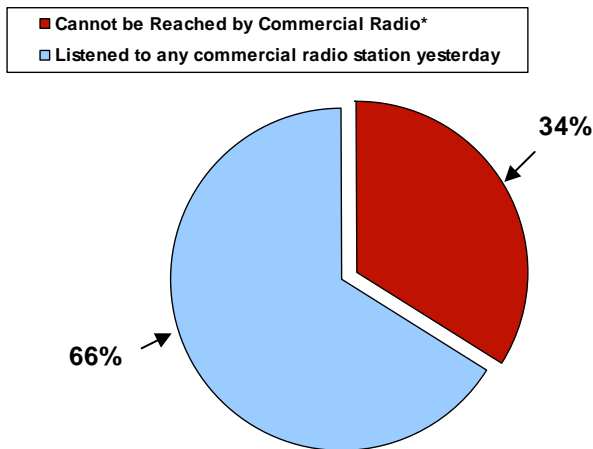
*(Read Always Or Sometimes)*

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	43%
Department Stores including Clothing	63%
Drug Store or Pharmacy	51%
Fast Food Restaurant	28%
Furniture or Appliances or Electronics	65%
Grocery Store	70%
Home Improvement Store	72%
Investment or Banking Services	29%
Telecommunication and Wireless Products	31%
Other Products or Services	54%

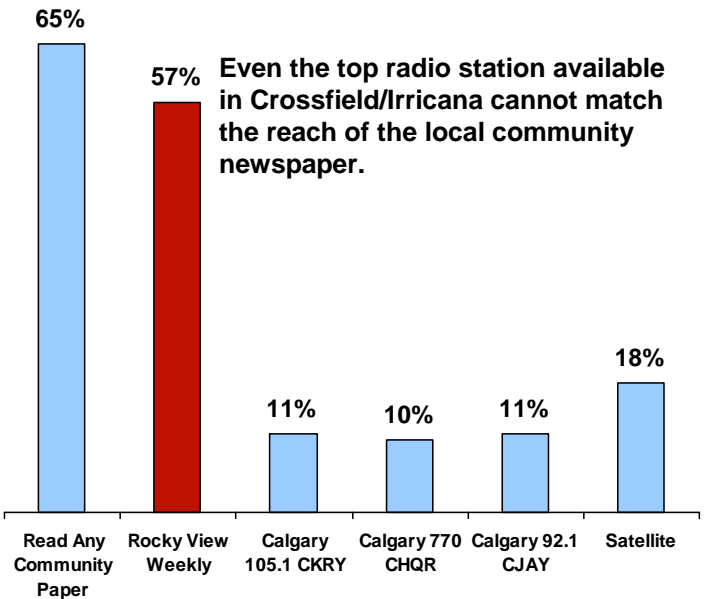
## COMMUNITY PRINT MEDIA VS. RADIO

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.



34% of Crossfield/Irricana 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 Crossfield/Irricana cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009