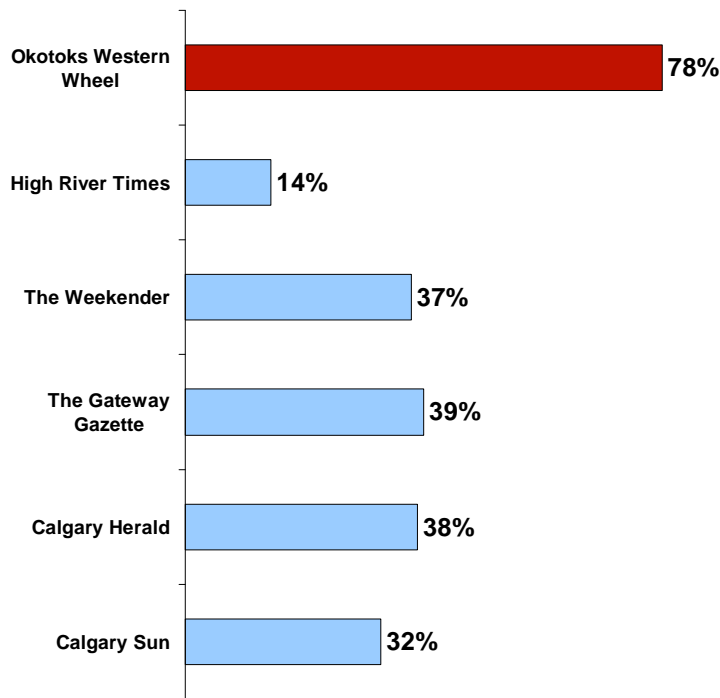


# Readership and Demographics

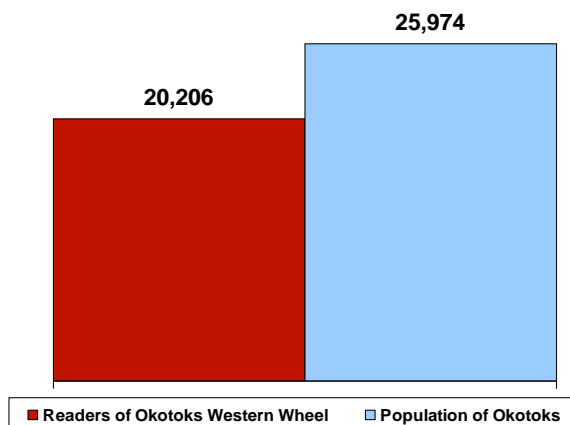
## NET READERSHIP\*

78% of Okotoks adults read any of the last 4 issues of Okotoks Western Wheel.



## NET READERS

20,206 MARKET adults read any of the last 4 issues of Okotoks Western Wheel.



## NEWSPAPER READERSHIP

- 89% of Okotoks adults read any community newspaper.
- 59% of Okotoks adults read any daily newspaper.
- 35% of Okotoks adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Okotoks Western Wheel

- 79% of females read Okotoks Western Wheel.\*

### GENDER

|        |     |
|--------|-----|
| Male   | 76% |
| Female | 79% |

### AGE

|                 |     |
|-----------------|-----|
| 18-34 years old | 59% |
| 35-49 years old | 91% |
| 50+ years old   | 79% |

### EDUCATION

|                     |     |
|---------------------|-----|
| High School or less | 66% |
| Tech. or College    | 82% |
| University +        | 90% |

### HOUSEHOLD INCOME

|          |     |
|----------|-----|
| <\$30K   | 41% |
| \$30-49K | 58% |
| >\$50K   | 84% |

### RESIDENCE

|                |     |
|----------------|-----|
| Own Residence  | 79% |
| Rent Residence | 66% |

### FAMILY STATUS

|                  |     |
|------------------|-----|
| With children    | 88% |
| Without children | 70% |

\* 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

## MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

34% of Okotoks Western Wheel readers said the main reason for reading the paper is advertising.

|                 | Okotoks Western Wheel Readers* | Community Newspaper Readers** |
|-----------------|--------------------------------|-------------------------------|
| Editorial       | 36%                            | 37%                           |
| Local News      | 92%                            | 89%                           |
| Local Events    | 76%                            | 74%                           |
| Classified      | 44%                            | 43%                           |
| Real Estate     | 37%                            | 36%                           |
| Jobs/Employment | 23%                            | 24%                           |
| Advertising     | 34%                            | 33%                           |
| Flyers          | 30%                            | 30%                           |

\*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)

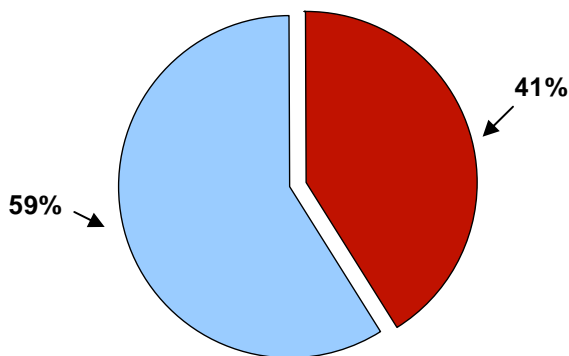
38% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

|   |     |
|---|-----|
| Automotive Supply or Service            | 38% |
| Computer Hardware or Software           | 46% |
| Department Stores including Clothing    | 56% |
| Drug Store or Pharmacy                  | 48% |
| Fast Food Restaurant                    | 34% |
| Furniture or Appliances or Electronics  | 58% |
| Grocery Store                           | 58% |
| Home Improvement Store                  | 68% |
| Investment or Banking Services          | 30% |
| Telecommunication and Wireless Products | 27% |
| Other Products or Services              | 58% |

## COMMUNITY PRINT MEDIA VS. RADIO

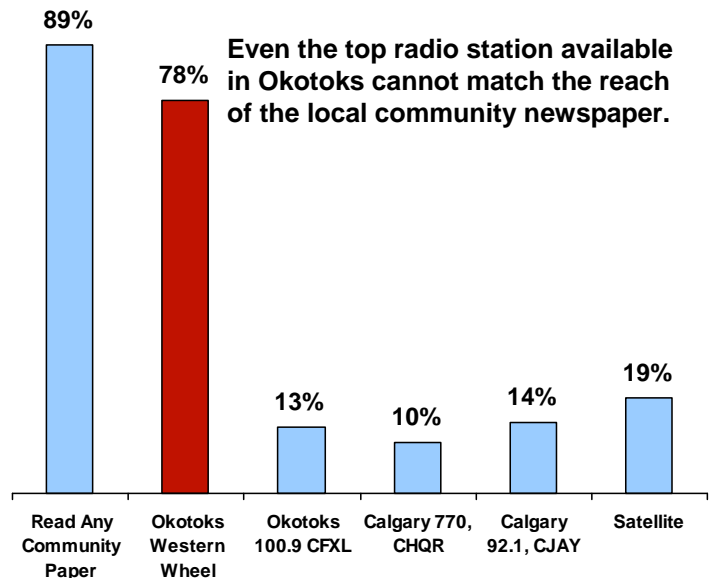
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



41% of Okotoks adults cannot be reached with commercial radio.

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



Source: ComBase 2008