

Airdrie Echo

Publication: Airdrie Echo

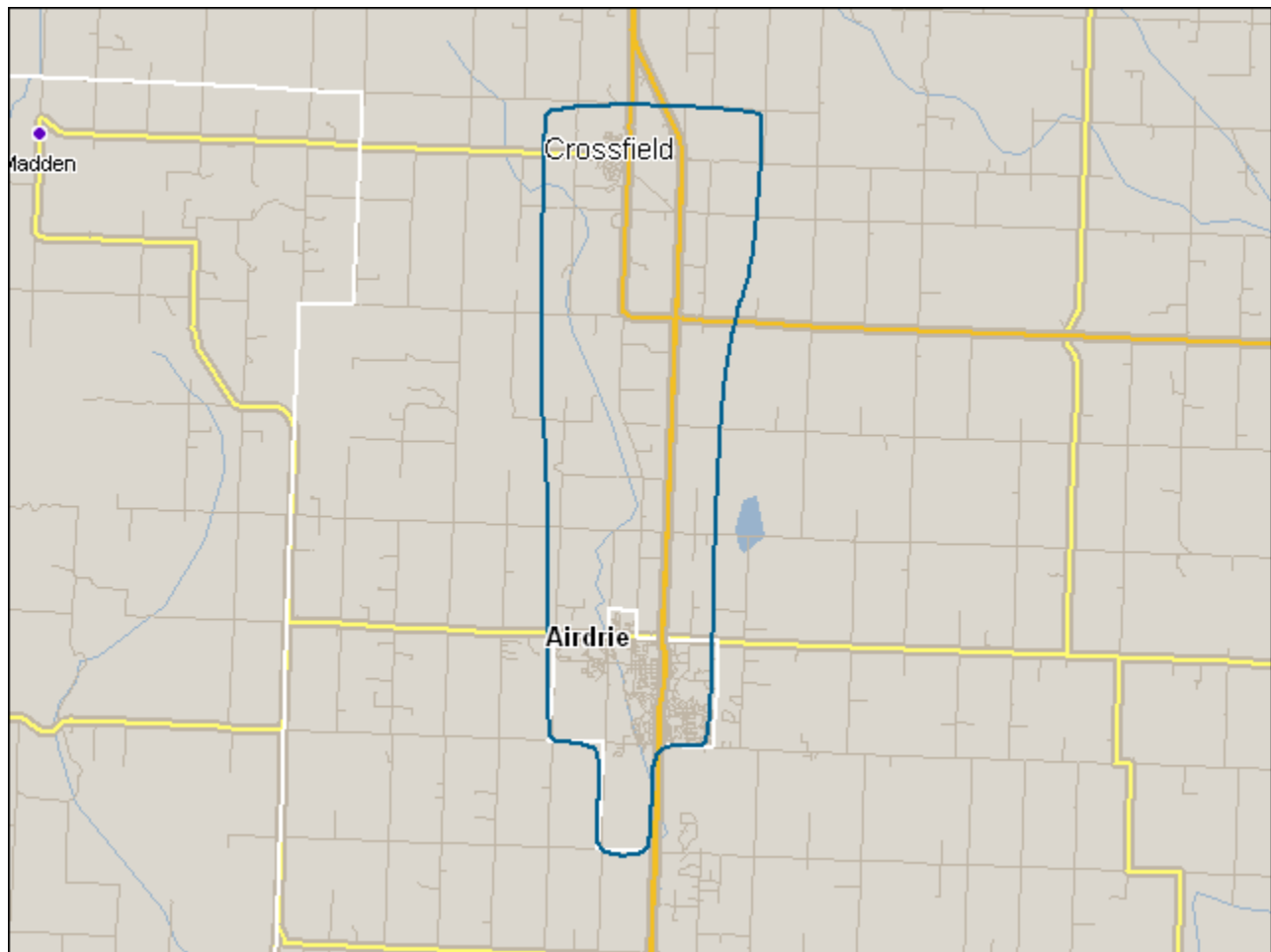
Code: 80203

Market: Airdrie, AB

Population: 22 177

Publishing Day: Wednesday

Source: ComBase 2008 Study

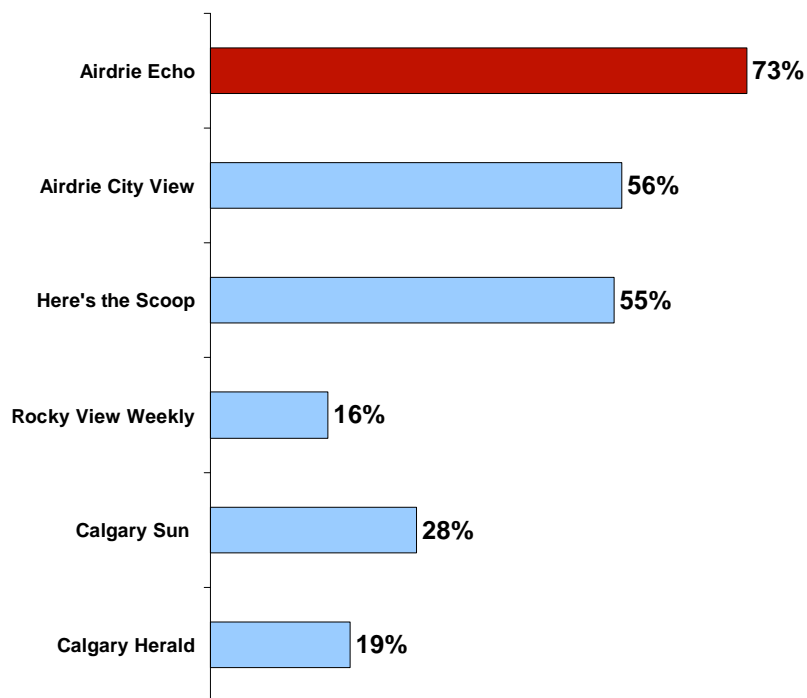


The measurement geography is based on data from Airdrie Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

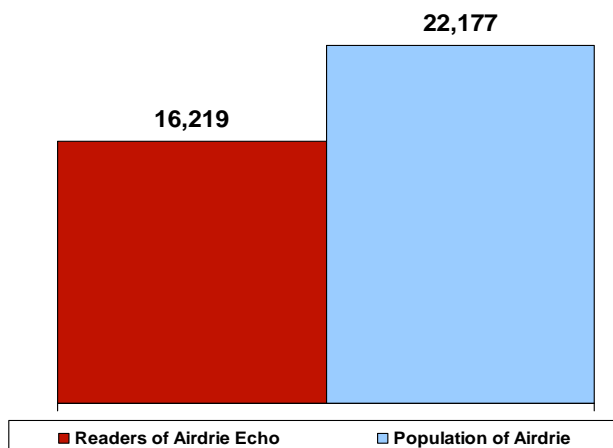
NET READERSHIP*

73% of Airdrie adults read any of the last 4 issues of Airdrie Echo.



NET READERS

16,219 Airdrie adults read any of the last 4 issues of Airdrie Echo.



NEWSPAPER READERSHIP

- 84% of Airdrie adults read any community newspaper.
- 41% of Airdrie adults read any daily newspaper.
- 48% of Airdrie adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Airdrie Echo

- 76% of females read Airdrie Echo.*

GENDER

Male	70%
Female	76%

AGE

18-34 years old	61%
35-49 years old	82%
50+ years old	75%

EDUCATION

High School or less	67%
Tech. or College	78%
University +	80%

HOUSEHOLD INCOME

<\$30K	70%
\$30-49K	49%
>\$50K	81%

RESIDENCE

Own Residence	76%
Rent Residence	38%

FAMILY STATUS

With children	82%
Without children	64%

* 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

26% of Airdrie Echo readers said they read their community newspaper for advertising.

	Airdrie Echo Readers*	Community Newspaper Readers**
Editorial	30%	29%
Local News	77%	76%
Local Events	59%	57%
Classified	30%	30%
Real Estate	23%	22%
Jobs/Employment	18%	18%
Advertising	26%	25%
Flyers	24%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

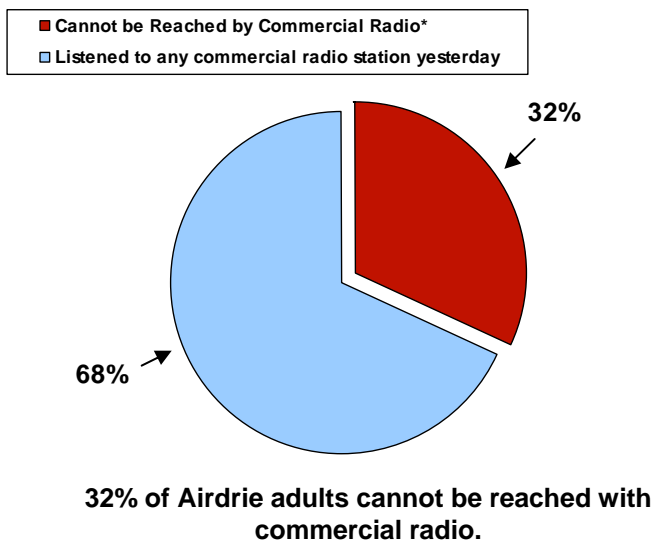
(Read Always Or Sometimes)

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

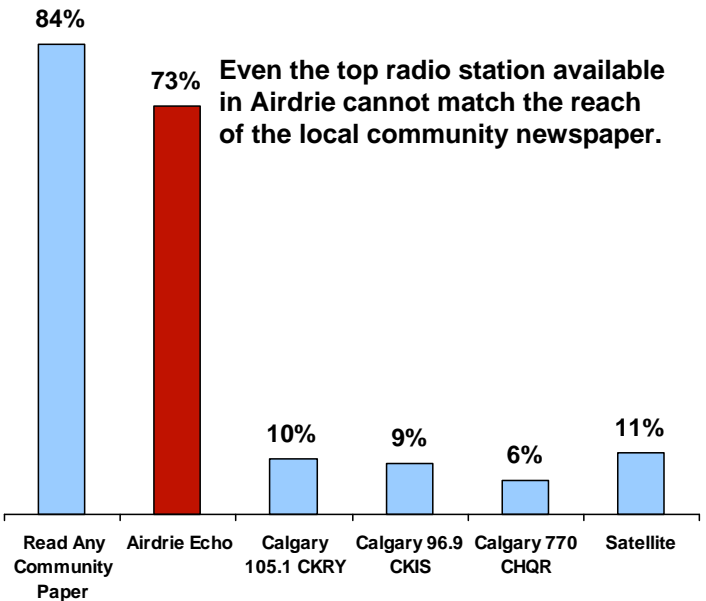
Automotive Supply or Service	41%
Computer Hardware or Software	43%
Department Stores including Clothing	65%
Drug Store or Pharmacy	55%
Fast Food Restaurant	41%
Furniture or Appliances or Electronics	71%
Grocery Store	75%
Home Improvement Store	74%
Investment or Banking Services	23%
Telecommunication and Wireless Products	25%
Other Products or Services	65%

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