

Barrhead Leader

Publication: Barrhead Leader

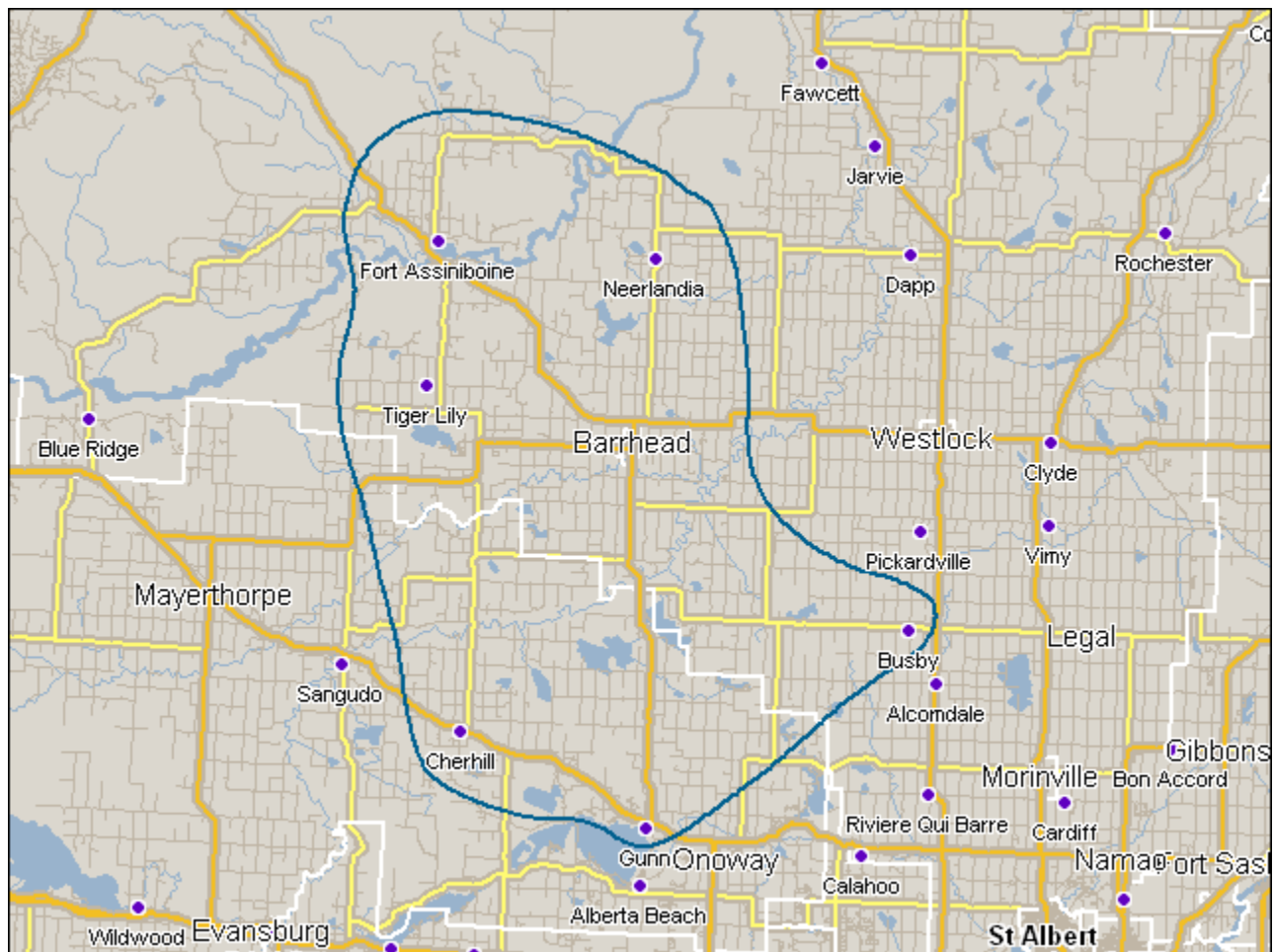
Code: 80128

Market: Barrhead, AB

Population: 11 173

Publishing Day: Tuesday

Source: ComBase 2008 Study

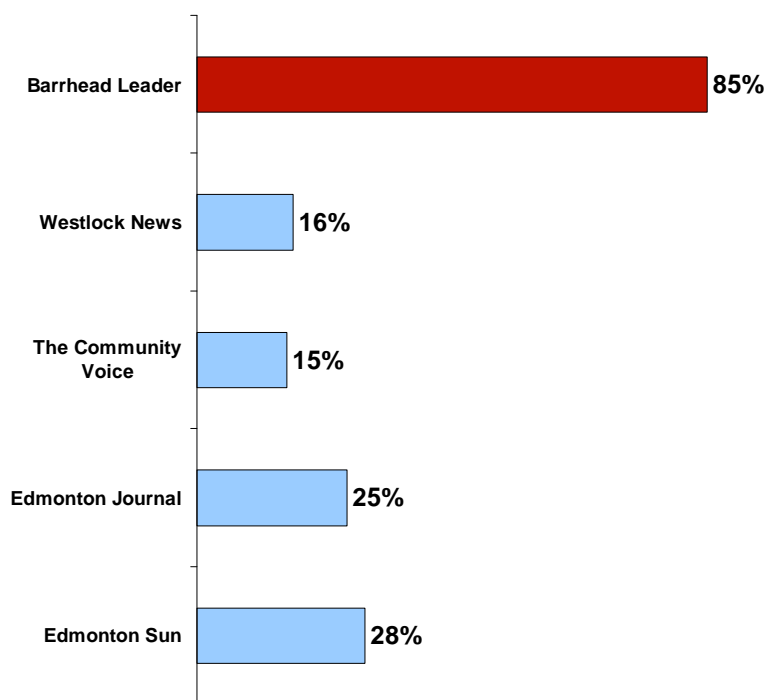


The measurement geography is based on data from Barrhead Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

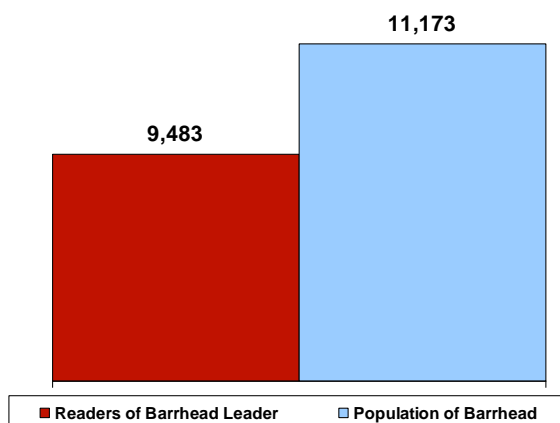
NET READERSHIP*

85% of Barrhead adults read any of the last 4 issues of Barrhead Leader.



NET READERS

9,483 Barrhead adults read any of the last 4 issues of Barrhead Leader.



NEWSPAPER READERSHIP

- 90% of Barrhead adults read any community newspaper.
- 43% of Barrhead adults read any daily newspaper.
- 47% of Barrhead adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Barrhead Leader

- 86% of females read Barrhead Leader.*

GENDER

Male	84%
Female	86%

AGE

18-34 years old	78%
35-49 years old	84%
50+ years old	89%

EDUCATION

High School or less	84%
Tech. or College	95%
University +	82%

HOUSEHOLD INCOME

<\$30K	81%
\$30-49K	85%
>\$50K	92%

RESIDENCE

Own Residence	85%
Rent Residence	81%

FAMILY STATUS

With children	84%
Without children	85%

* 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

41% of Barrhead Leader readers said they read their community newspaper for advertising.

	Barrhead Leader Readers*	Community Newspaper Readers**
Editorial	44%	43%
Local News	89%	88%
Local Events	69%	68%
Classified	41%	40%
Real Estate	26%	26%
Jobs/Employment	26%	25%
Advertising	41%	40%
Flyers	32%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

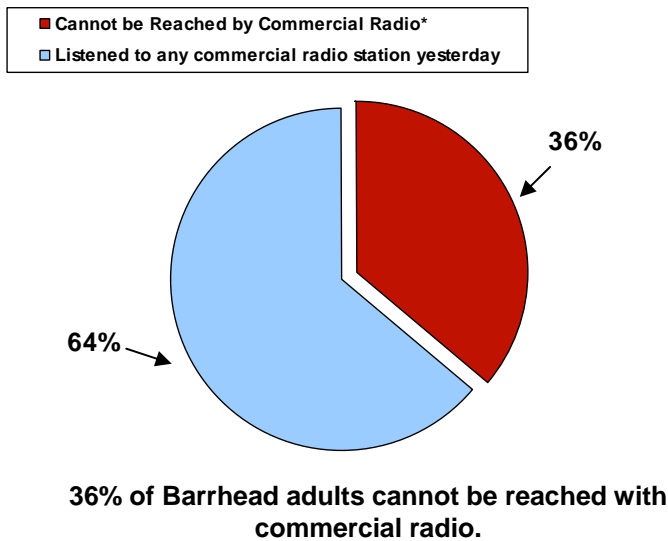
(Read Always Or Sometimes)

42% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

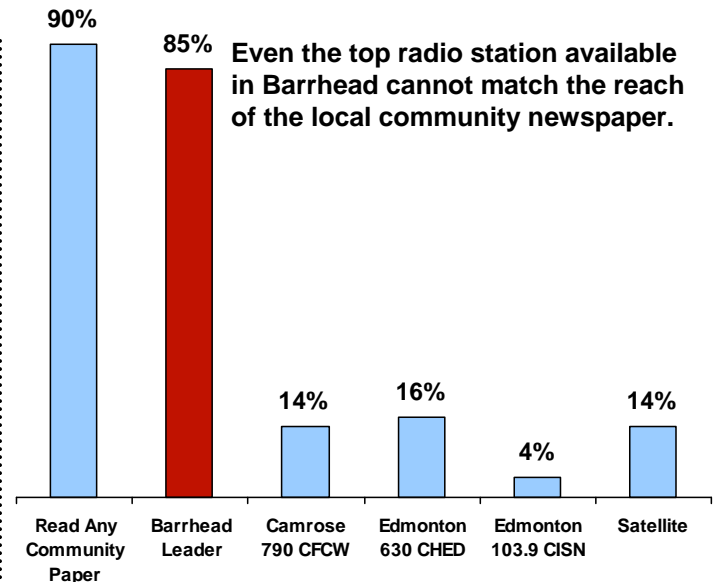
Automotive Supply or Service	42%
Computer Hardware or Software	37%
Department Stores including Clothing	59%
Drug Store or Pharmacy	59%
Fast Food Restaurant	30%
Furniture or Appliances or Electronics	59%
Grocery Store	74%
Home Improvement Store	65%
Investment or Banking Services	32%
Telecommunication and Wireless Products	34%
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 Barrhead.



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



Source: ComBase 2008