

Canmore Leader

Publication: Canmore Leader

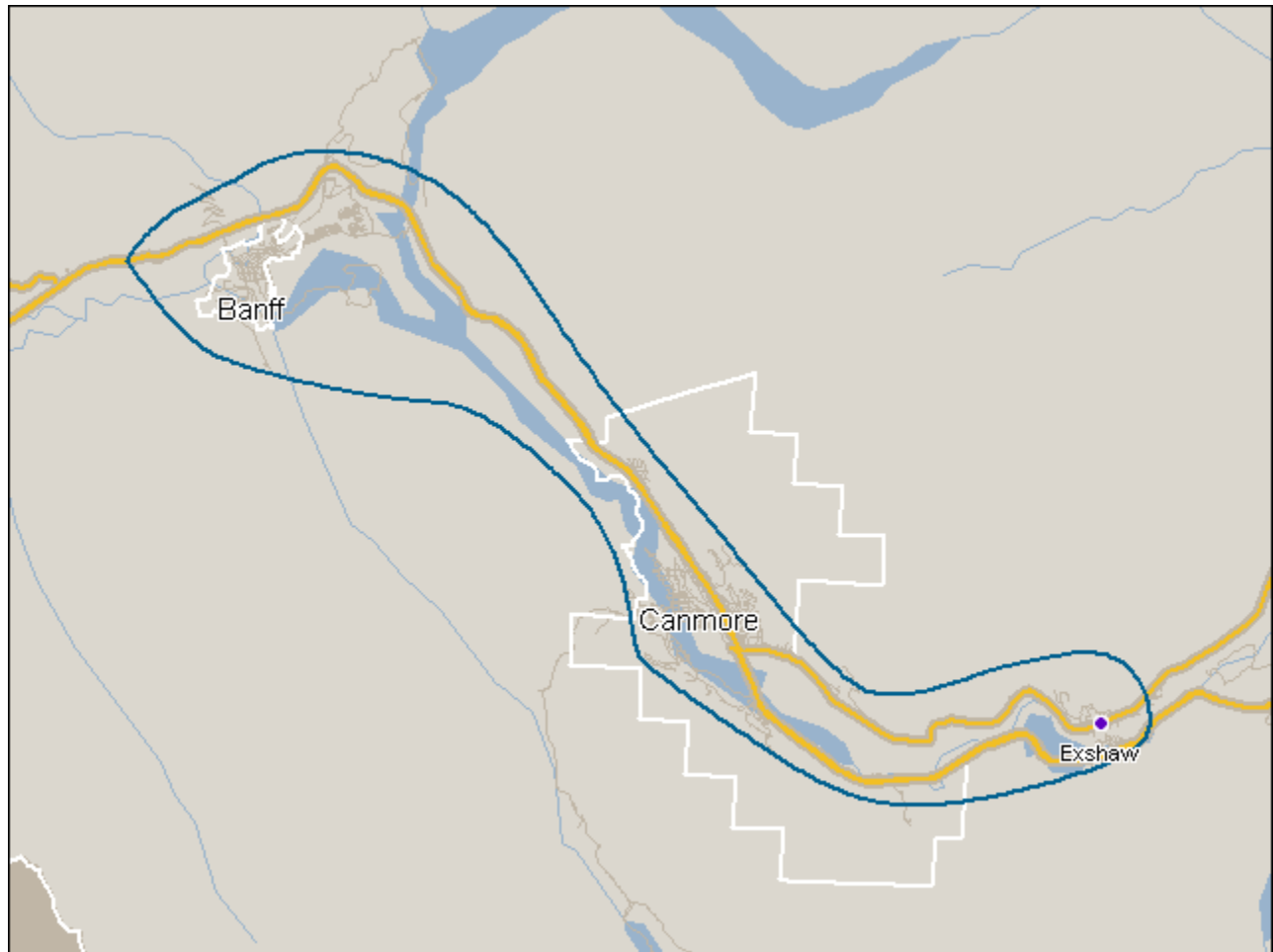
Code: 80214

Market: Canmore, AB

Population: 15 696

Publishing Day: Wednesday

Source: ComBase 2008 Study

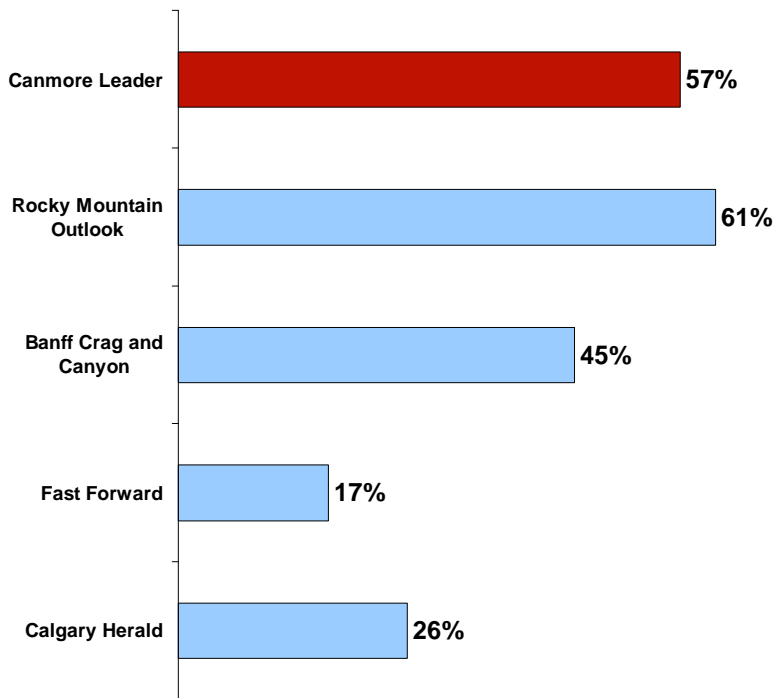


The measurement geography is based on data from Canmore Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

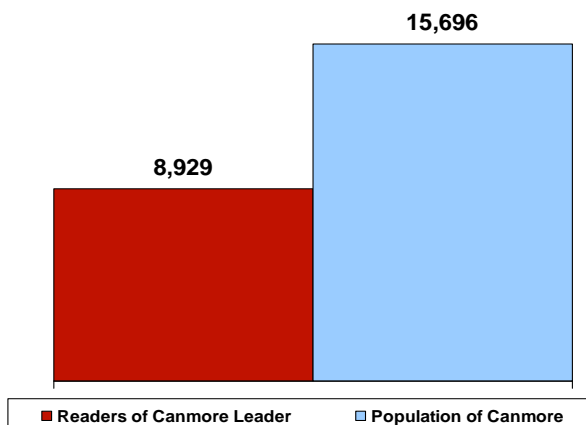
NET READERSHIP*

57% of Canmore adults read any of the last 4 issues of Canmore Leader.



NET READERS

8,929 Canmore adults read any of the last 4 issues of Canmore Leader.



NEWSPAPER READERSHIP

- 86% of Canmore adults read any community newspaper.
- 33% of Canmore adults read any daily newspaper.
- 55% of Canmore adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Canmore Leader

- 60% of females read Canmore Leader.*

GENDER

Male	53%
Female	60%

AGE

18-34 years old	56%
35-49 years old	52%
50+ years old	64%

EDUCATION

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

HOUSEHOLD INCOME

<\$30K	36%
\$30-49K	65%
>\$50K	63%

RESIDENCE

Own Residence	65%
Rent Residence	46%

FAMILY STATUS

With children	65%
Without children	52%

* 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 Canmore Leader readers said they read their community newspaper for advertising.

	Canmore Leader Readers*	Community Newspaper Readers**
Editorial	45%	45%
Local News	85%	87%
Local Events	80%	79%
Classified	32%	32%
Real Estate	28%	29%
Jobs/Employment	27%	28%
Advertising	29%	32%
Flyers	15%	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)

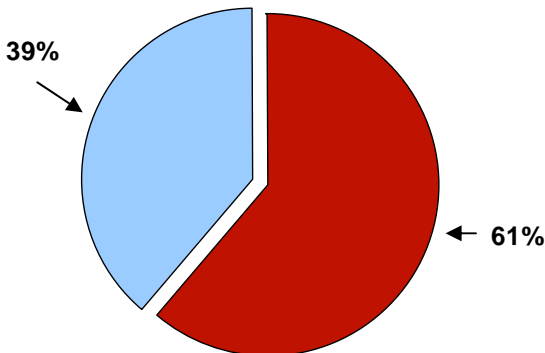
25% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	25%
Computer Hardware or Software	34%
Department Stores including Clothing	38%
Drug Store or Pharmacy	37%
Fast Food Restaurant	24%
Furniture or Appliances or Electronics	40%
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

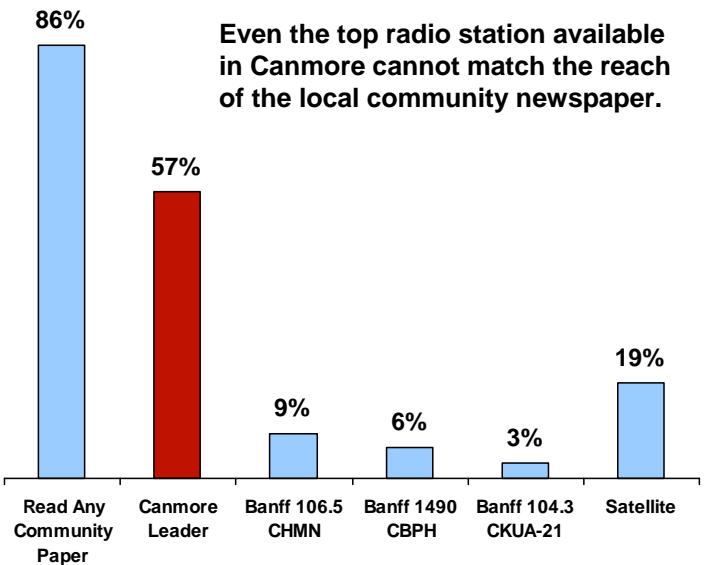
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



61% of Canmore adults cannot be reached with commercial radio.

Even the top radio station available in Canmore cannot match the reach of the local community newspaper.



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

Source: ComBase 2008