

Temple City Star

Publication: Temple City Star

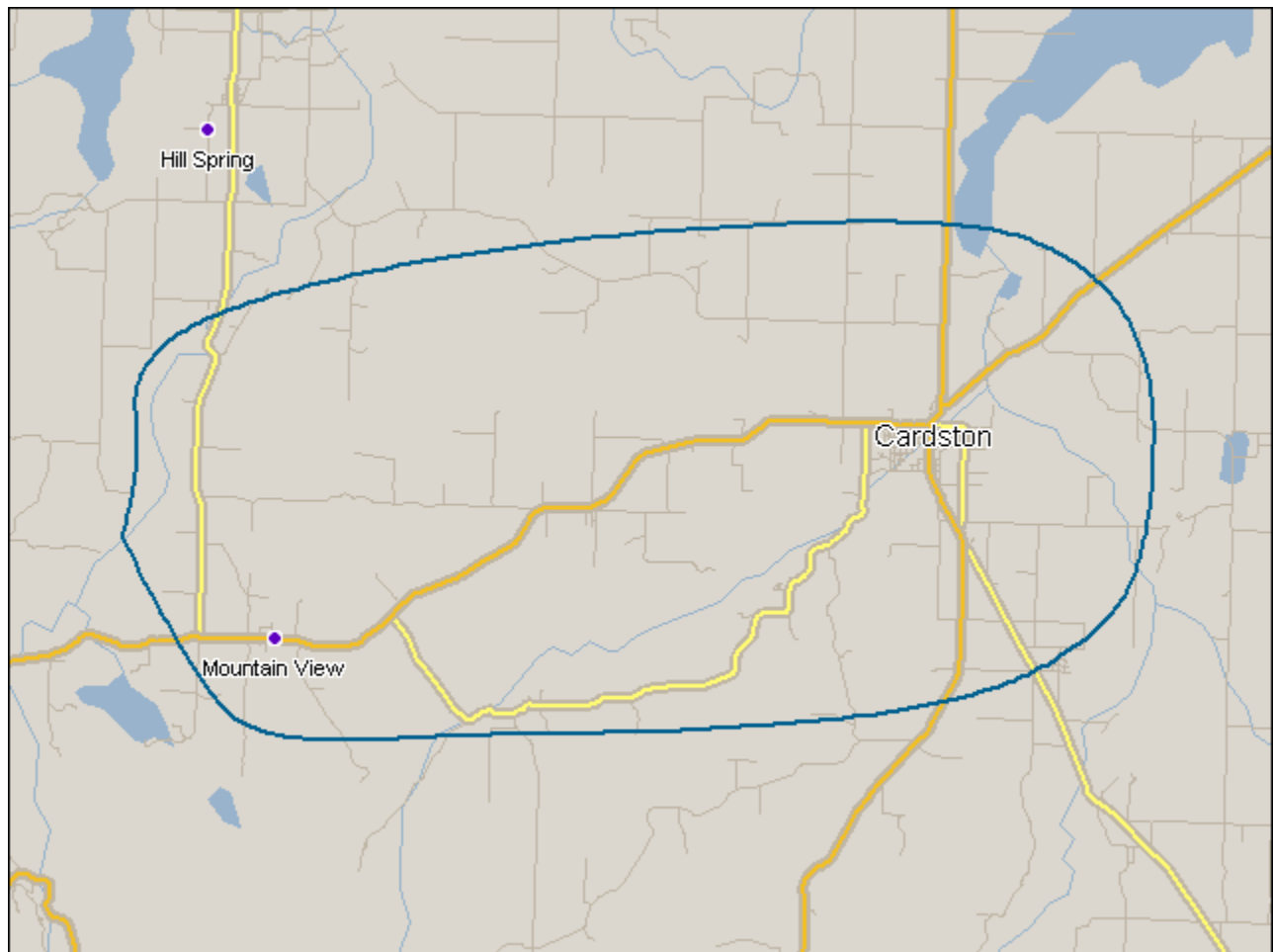
Code: 80115

Market: Cardston, AB

Population: 3 701

Publishing Day: Thursday

Source: ComBase 2008 Study

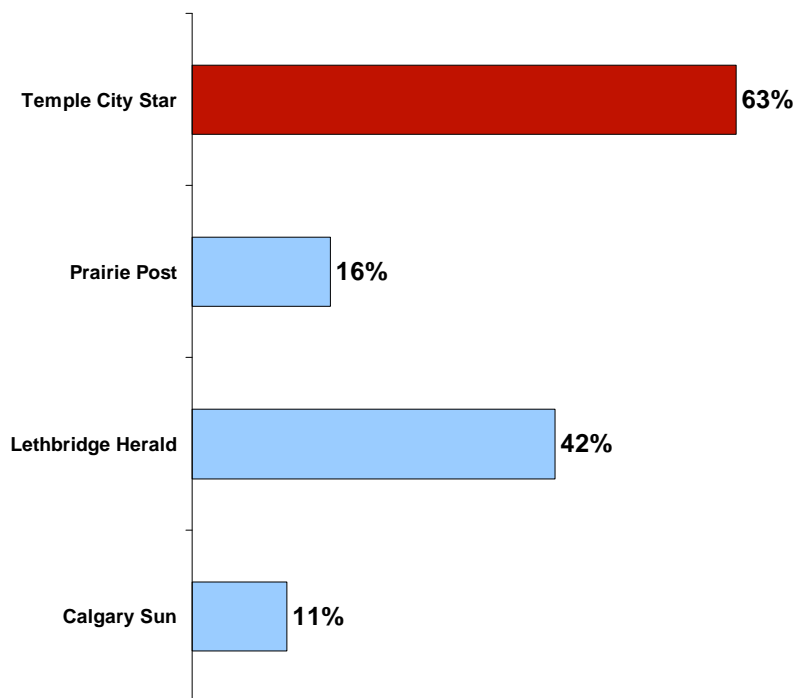


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

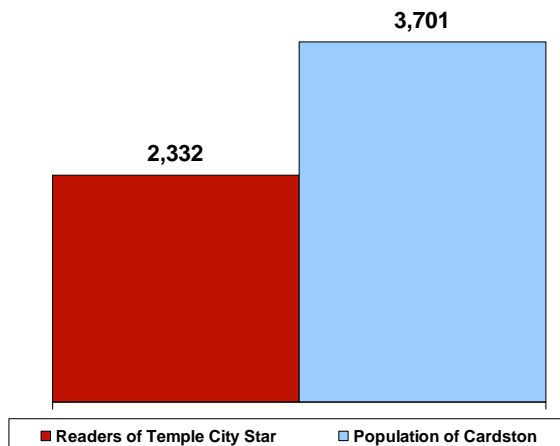
NET READERSHIP*

63% of Cardston adults read any of the last 4 issues of Temple City Star.



NET READERS

3,701 Cardston adults read any of the last 4 issues of Temple City Star.



NEWSPAPER READERSHIP

- 65% of Cardston adults read any community newspaper.
- 45% of Cardston adults read any daily newspaper.
- 31% of Cardston adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Temple City Star

- 71% of females read Temple City Star.*

GENDER

Male	54%
Female	71%

AGE

18-34 years old	38%
35-49 years old	71%
50+ years old	72%

EDUCATION

High School or less	59%
Tech. or College	66%
University +	69%

HOUSEHOLD INCOME

<\$30K	43%
\$30-49K	63%
>\$50K	73%

RESIDENCE

Own Residence	65%
Rent Residence	52%

FAMILY STATUS

With children	59%
Without children	67%

* 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

33% of Temple City Star readers said they read their community newspaper for advertising.

	Temple City Star Readers*	Community Newspaper Readers**
Editorial	27%	27%
Local News	76%	77%
Local Events	69%	69%
Classified	26%	27%
Real Estate	15%	16%
Jobs/Employment	22%	23%
Advertising	33%	33%
Flyers	17%	17%

*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)

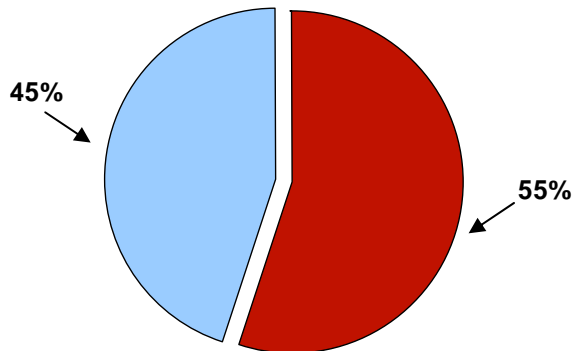
40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	40%
Computer Hardware or Software	41%
Department Stores including Clothing	57%
Drug Store or Pharmacy	74%
Fast Food Restaurant	34%
Furniture or Appliances or Electronics	59%
Grocery Store	79%
Home Improvement Store	63%
Investment or Banking Services	28%
Telecommunication and Wireless Products	27%
Other Products or Services	56%

COMMUNITY PRINT MEDIA VS. RADIO

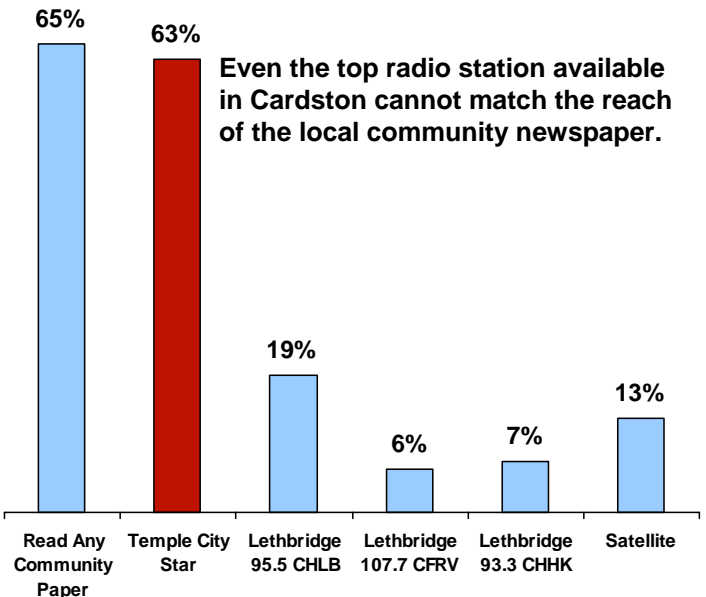
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



55% of Cardston adults cannot be reached with commercial radio.

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



Source: ComBase 2008