

Claresholm Local Press

Publication: Claresholm Local Press

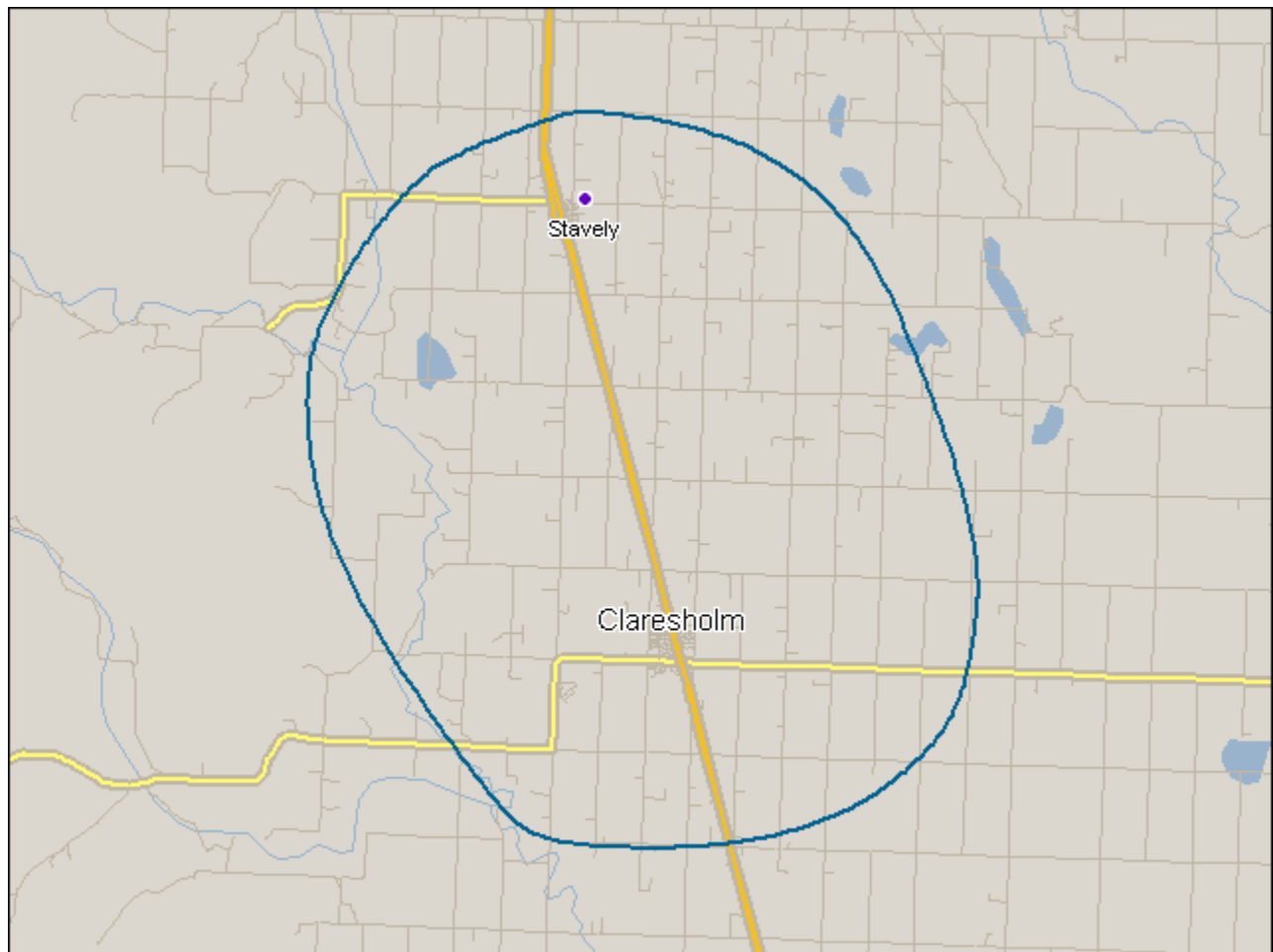
Code: 80044

Market: Claresholm, AB

Population: 3 842

Publishing Day: Wednesday

Source: ComBase 2008 Study

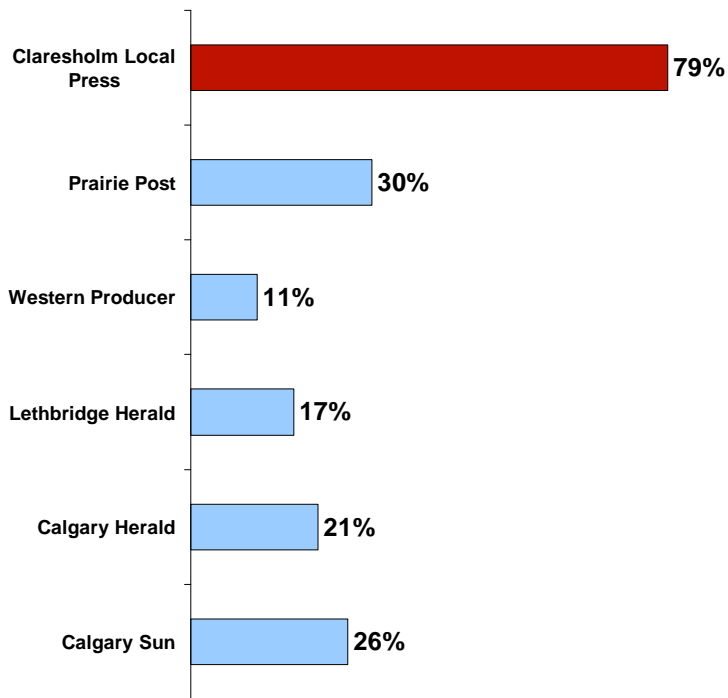


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

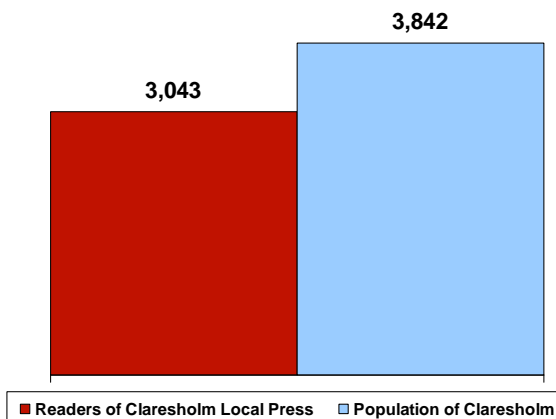
NET READERSHIP*

79% of Claresholm adults read any of the last 4 issues of Claresholm Local Press.



NET READERS

3,043 Claresholm adults read any of the last 4 issues of Claresholm Local Press.



NEWSPAPER READERSHIP

- 83% of Claresholm adults read any community newspaper.
- 47% of Claresholm adults read any daily newspaper.
- 44% of Claresholm adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Claresholm Local Press

- 84% of females read Claresholm Local Press.*

GENDER

Male	74%
Female	84%

AGE

18-34 years old	65%
35-49 years old	77%
50+ years old	83%

EDUCATION

High School or less	75%
Tech. or College	83%
University +	84%

HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	87%
>\$50K	81%

RESIDENCE

Own Residence	83%
Rent Residence	54%

FAMILY STATUS

With children	76%
Without children	81%

* 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

30% of Claresholm Local Press readers said they read their community newspaper for advertising.

	Claresholm Local Press Readers*	Community Newspaper Readers**
Editorial	35%	35%
Local News	75%	75%
Local Events	65%	64%
Classified	37%	37%
Real Estate	20%	20%
Jobs/Employment	16%	16%
Advertising	30%	29%
Flyers	18%	18%

*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)

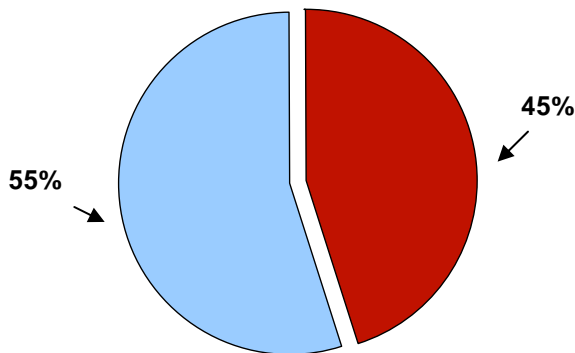
40% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	40%
Computer Hardware or Software	39%
Department Stores including Clothing	66%
Drug Store or Pharmacy	60%
Fast Food Restaurant	36%
Furniture or Appliances or Electronics	58%
Grocery Store	72%
Home Improvement Store	71%
Investment or Banking Services	24%
Telecommunication and Wireless Products	28%
Other Products or Services	56%

COMMUNITY PRINT MEDIA VS. RADIO

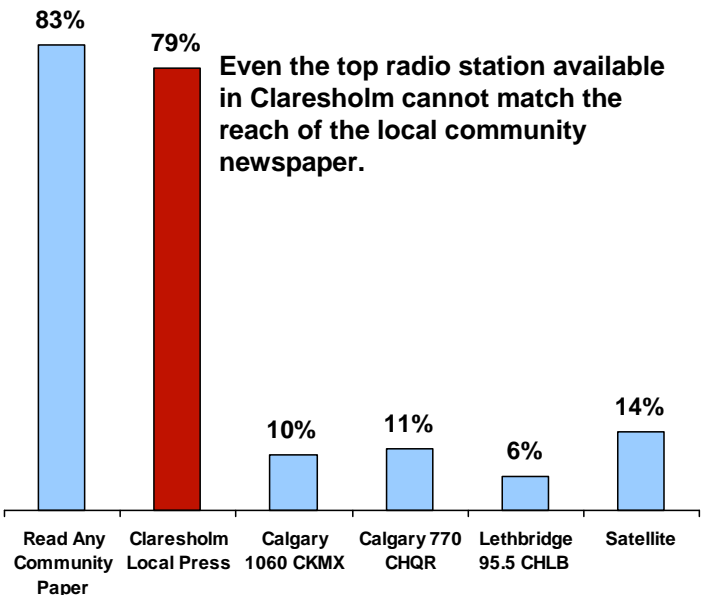
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



45% of Claresholm adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008