

Cochrane Times

Publication: Cochrane Times

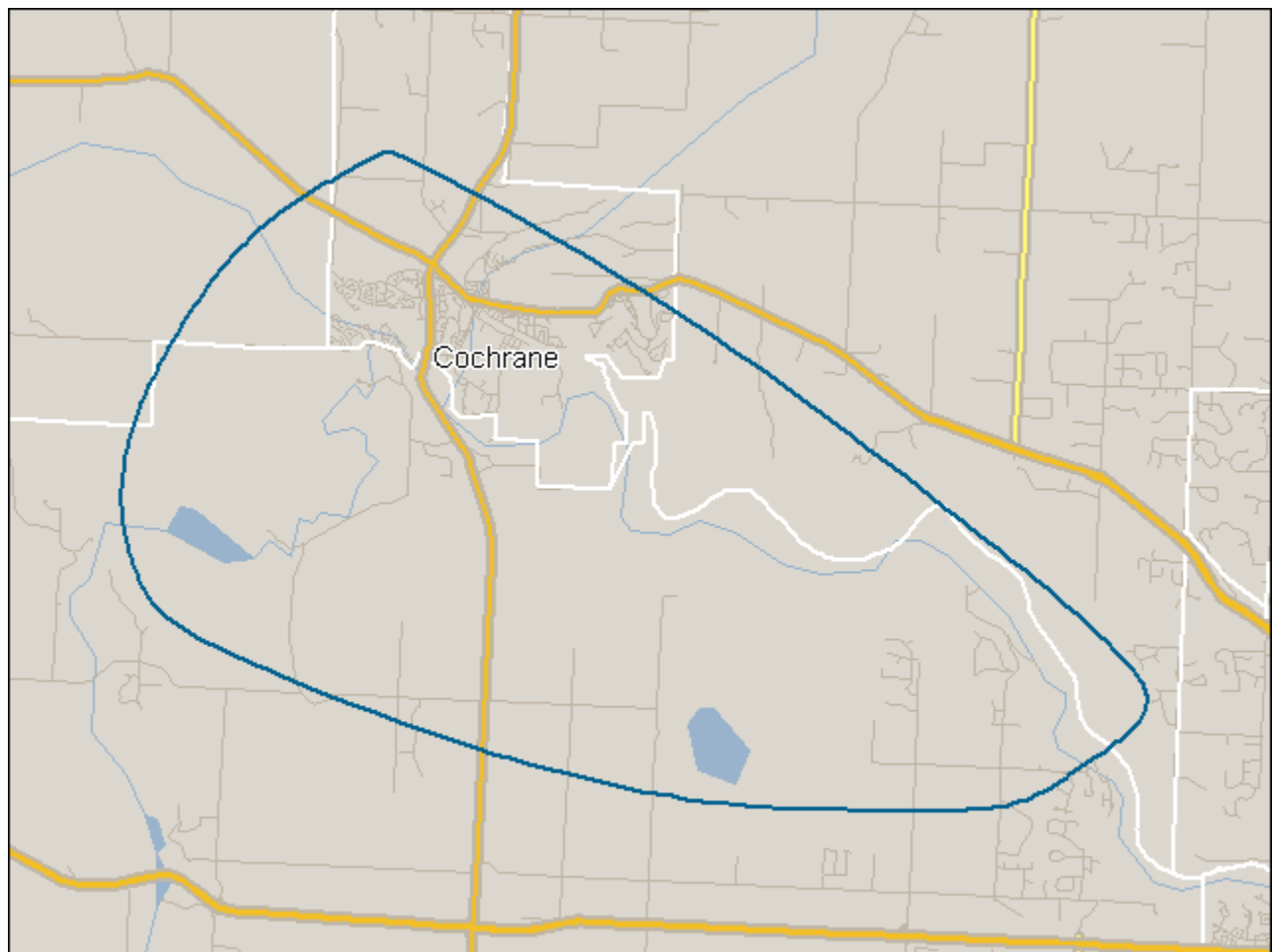
Code: 80204

Market: Cochrane, AB

Population: 10 195

Publishing Day: Wednesday

Source: ComBase 2008 Study

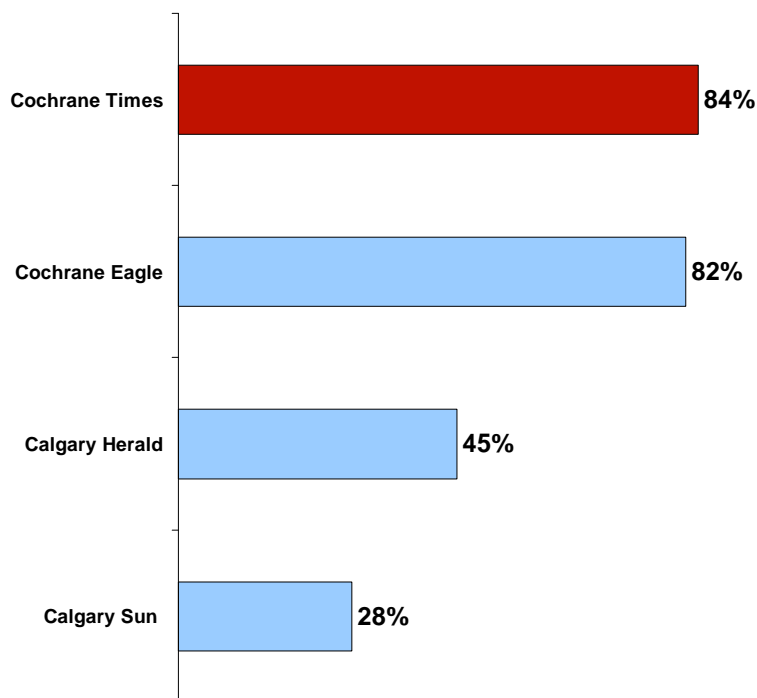


The measurement geography is based on data from Cochrane Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

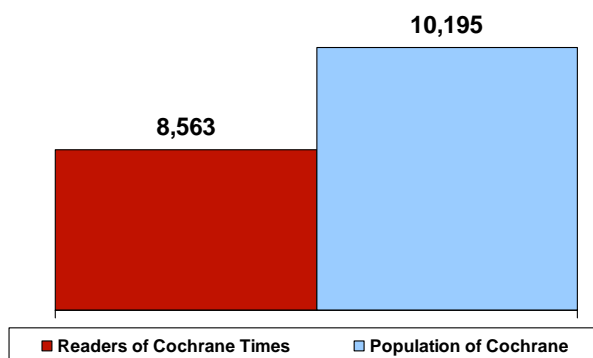
NET READERSHIP*

84% of Cochrane adults read any of the last 4 issues of Cochrane Times.



NET READERS

8,563 Cochrane adults read any of the last 4 issues of Cochrane Times.



NEWSPAPER READERSHIP

- 90% of Cochrane adults read any community newspaper.
- 56% of Cochrane adults read any daily newspaper.
- 39% of Cochrane adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Cochrane Times

- 89% of females read Cochrane Times.*

GENDER

Male	78%
Female	89%

AGE

18-34 years old	75%
35-49 years old	88%
50+ years old	85%

EDUCATION

High School or less	78%
Tech. or College	90%
University +	86%

HOUSEHOLD INCOME

<\$30K	67%
\$30-49K	83%
>\$50K	87%

RESIDENCE

Own Residence	85%
Rent Residence	87%

FAMILY STATUS

With children	84%
Without children	84%

* 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

25% of Cochrane Times readers said they read their community newspaper for advertising.

	Cochrane Times Readers*	Community Newspaper Readers**
Editorial	27%	27%
Local News	74%	73%
Local Events	56%	57%
Classified	28%	28%
Real Estate	28%	29%
Jobs/Employment	20%	19%
Advertising	25%	26%
Flyers	17%	18%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

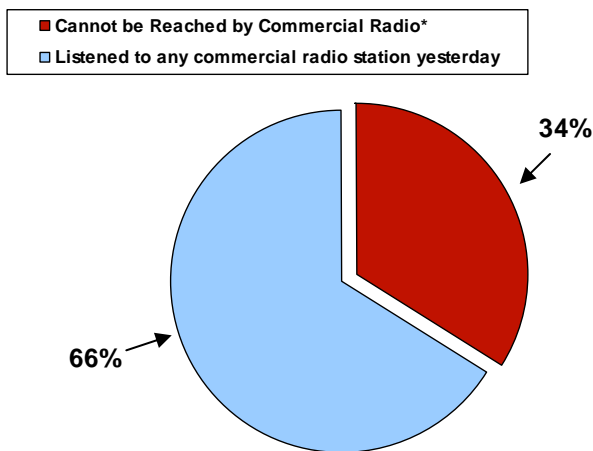
(Read Always Or Sometimes)

39% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	39%
Computer Hardware or Software	39%
Department Stores including Clothing	53%
Drug Store or Pharmacy	51%
Fast Food Restaurant	32%
Furniture or Appliances or Electronics	57%
Grocery Store	65%
Home Improvement Store	59%
Investment or Banking Services	28%
Telecommunication and Wireless Products	30%
Other Products or Services	57%

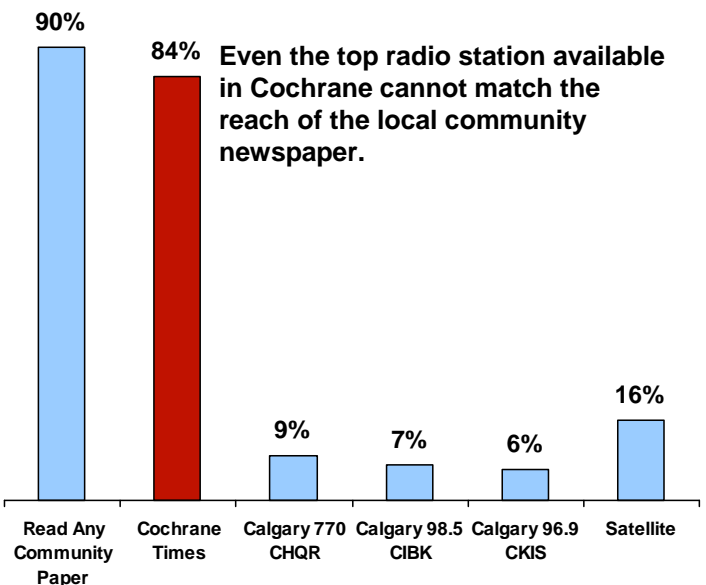
COMMUNITY PRINT MEDIA VS. RADIO

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.



34% of Cochrane 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 Cochrane cannot match the reach of the local community newspaper.

Source: ComBase 2008