

# Crowsnest Pass Promoter

**Publication:** Crowsnest Pass Promoter

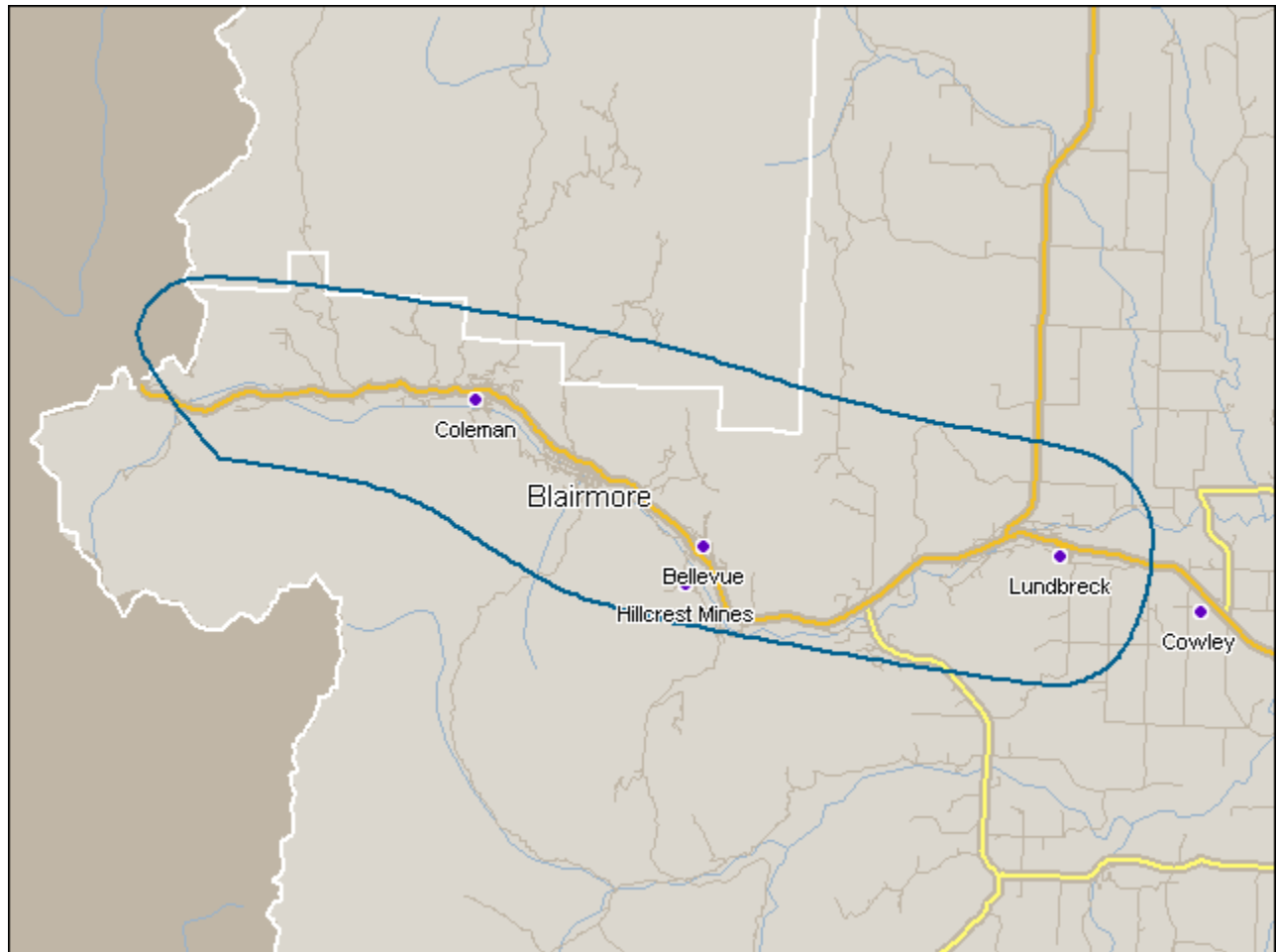
**Code:** 80166

**Market:** Crowsnest Pass, AB

**Population:** 4 878

**Publishing Day:** Friday

**Source:** ComBase 2008 Study

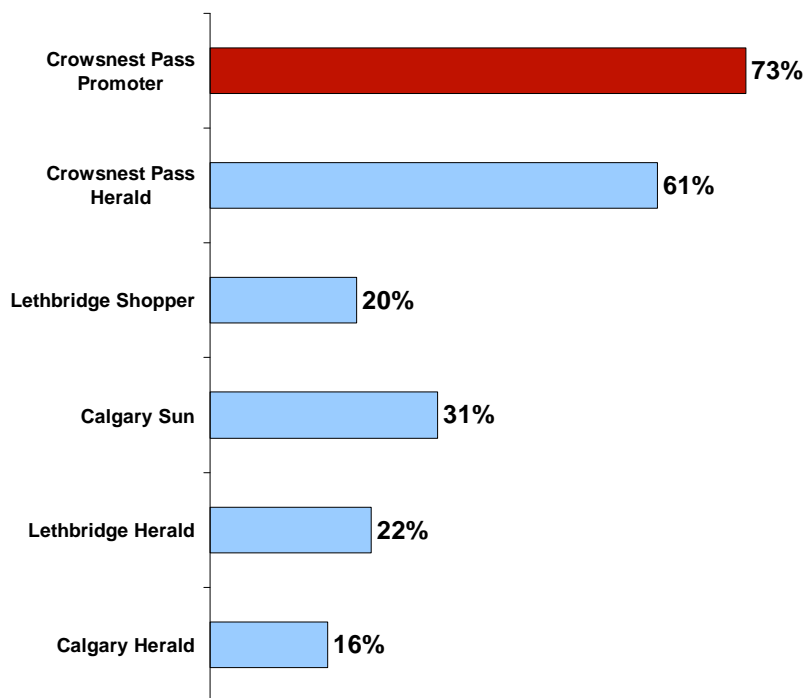


The measurement geography is based on data from Crowsnest Pass Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

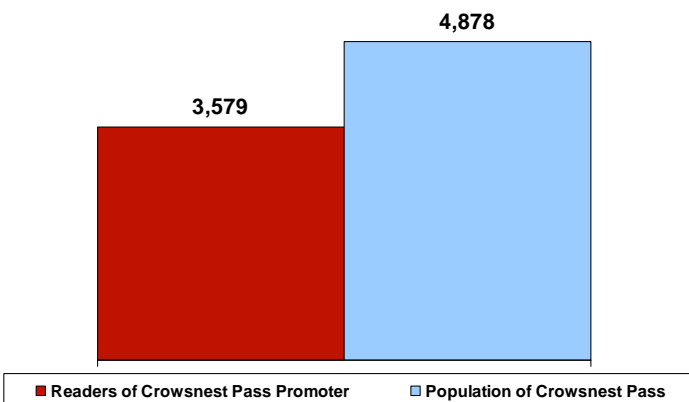
## NET READERSHIP\*

73% of Crowsnest Pass adults read any of the last 4 issues of Crowsnest Pass Promoter.



## NET READERS

3,579 Crowsnest Pass adults read any of the last 4 issues of Crowsnest Pass Promoter.



## NEWSPAPER READERSHIP

- 86% of Crowsnest Pass adults read any community newspaper.
- 47% of Crowsnest Pass adults read any daily newspaper.
- 43% of Crowsnest Pass adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Crowsnest Pass Promoter

- 78% of females read Crowsnest Pass Promoter.\*

### GENDER

Male	69%
Female	78%

### AGE

18-34 years old	67%
35-49 years old	75%
50+ years old	74%

### EDUCATION

High School or less	71%
Tech. or College	79%
University +	77%

### HOUSEHOLD INCOME

<\$30K	70%
\$30-49K	68%
>\$50K	79%

### RESIDENCE

Own Residence	73%
Rent Residence	78%

### FAMILY STATUS

With children	71%
Without children	74%

\* 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

39% of Crowsnest Pass Promoter readers said they read their community newspaper for advertising.

	Crowsnest Pass Promoter Readers*	Community Newspaper Readers**
Editorial	51%	50%
Local News	90%	89%
Local Events	75%	73%
Classified	40%	40%
Real Estate	32%	33%
Jobs/Employment	22%	21%
Advertising	39%	37%
Flyers	30%	30%

\*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)*

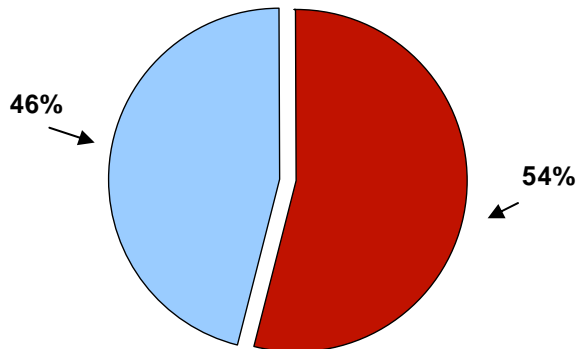
36% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	36%
Computer Hardware or Software	32%
Department Stores including Clothing	59%
Drug Store or Pharmacy	69%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	53%
Grocery Store	71%
Home Improvement Store	64%
Investment or Banking Services	26%
Telecommunication and Wireless Products	24%
Other Products or Services	45%

## COMMUNITY PRINT MEDIA VS. RADIO

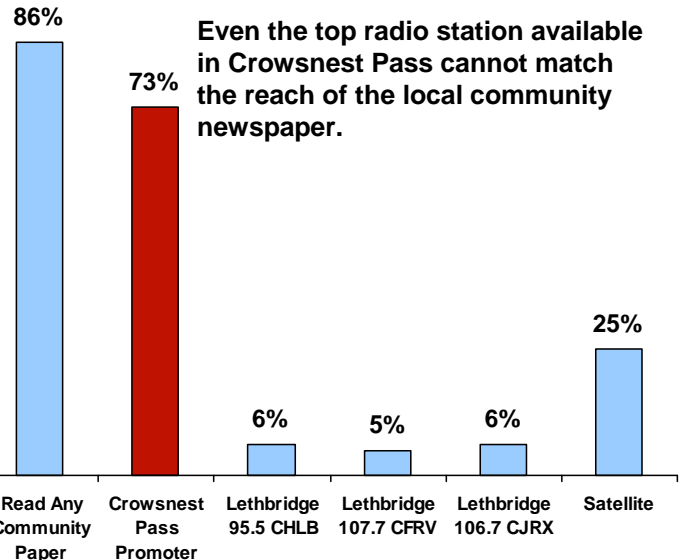
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



54% of Crowsnest Pass 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 Crowsnest Pass cannot match the reach of the local community newspaper.

Source: ComBase 2008