

Didsbury Review

Publication: Didsbury Review

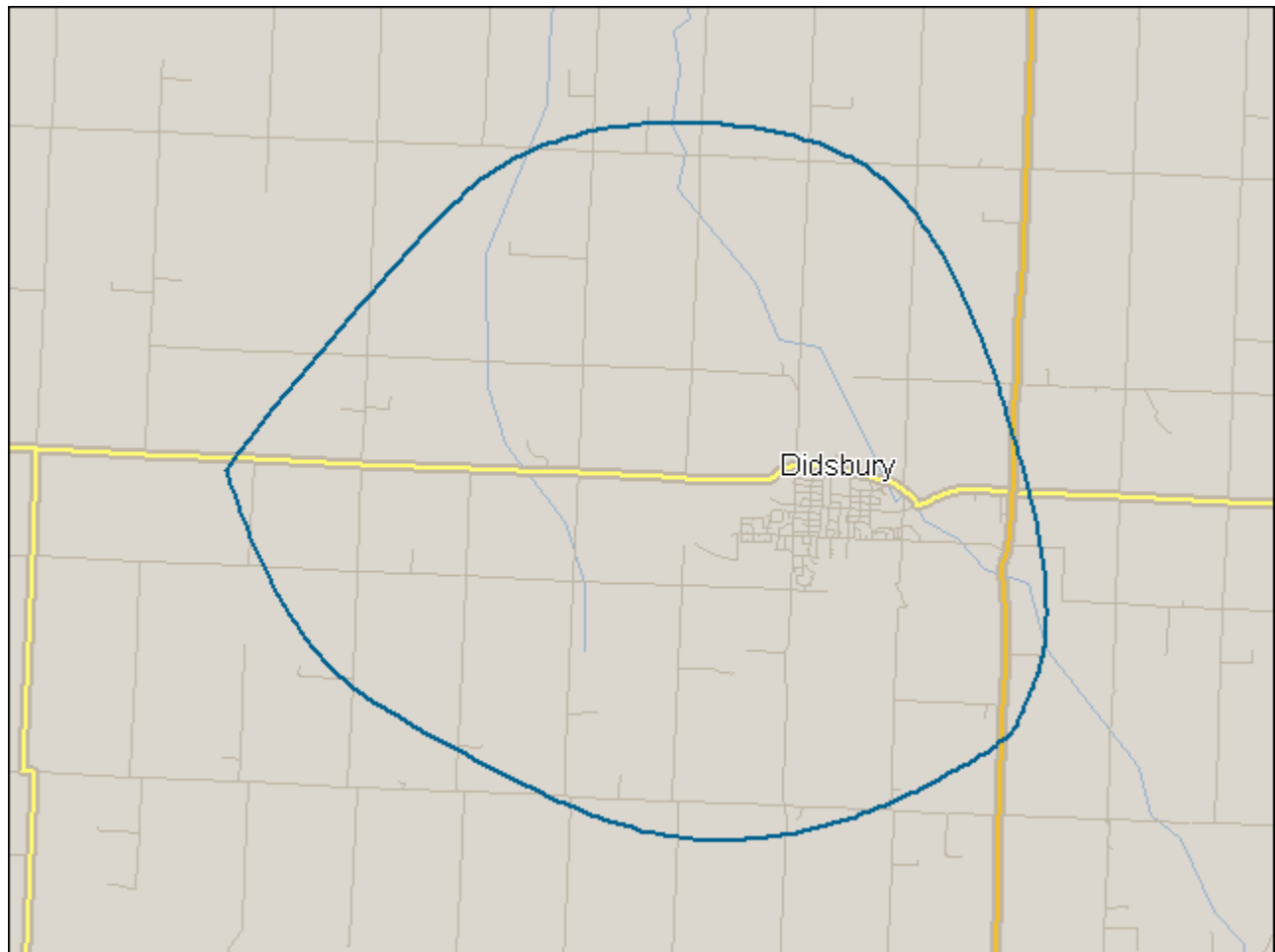
Code: 80101

Market: Didsbury, AB

Population: 3 629

Publishing Day: Wednesday

Source: ComBase 2008 Study

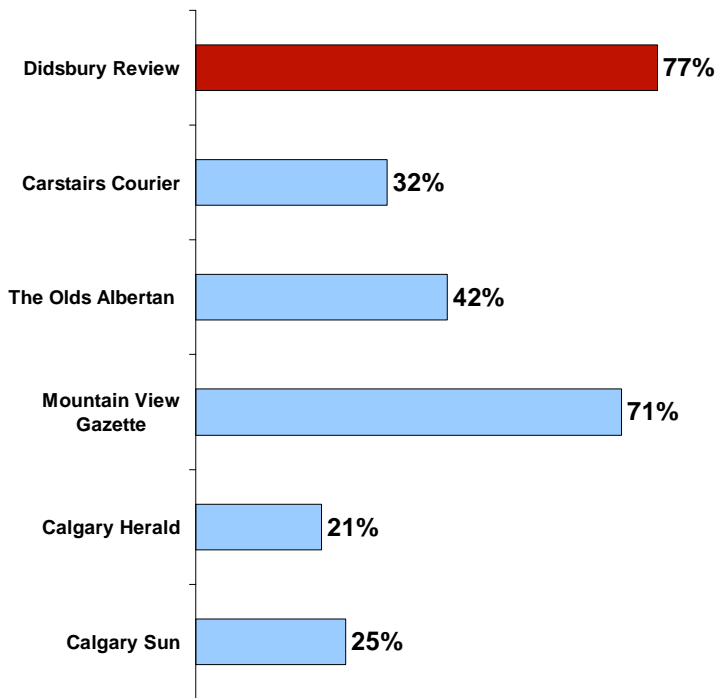


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

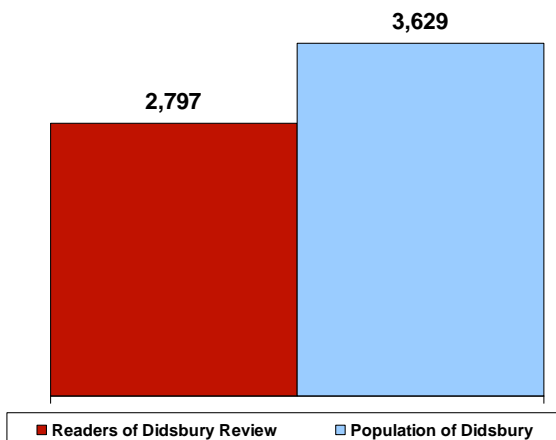
NET READERSHIP*

77% of Didsbury adults read any of the last 4 issues of Didsbury Review.



NET READERS

2,797 Didsbury adults read any of the last 4 issues of Didsbury Review.



NEWSPAPER READERSHIP

- 87% of Didsbury adults read any community newspaper.
- 36% of Didsbury adults read any daily newspaper.
- 54% of Didsbury adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Didsbury Review

- 87% of females read Didsbury Review.*

GENDER

Male	67%
Female	87%

AGE

18-34 years old	66%
35-49 years old	71%
50+ years old	87%

EDUCATION

High School or less	79%
Tech. or College	77%
University +	81%

HOUSEHOLD INCOME

<\$30K	88%
\$30-49K	72%
>\$50K	77%

RESIDENCE

Own Residence	77%
Rent Residence	85%

FAMILY STATUS

With children	73%
Without children	79%

* 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

24% of Didsbury Review readers said they read their community newspaper for advertising.

	Didsbury Review Readers*	Community Newspaper Readers**
Editorial	29%	27%
Local News	87%	85%
Local Events	55%	57%
Classified	31%	34%
Real Estate	27%	27%
Jobs/Employment	14%	15%
Advertising	24%	24%
Flyers	16%	18%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

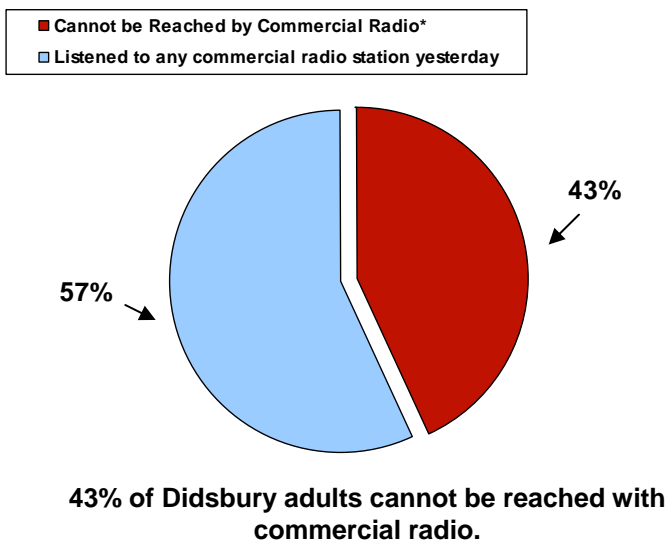
(Read Always Or Sometimes)

41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

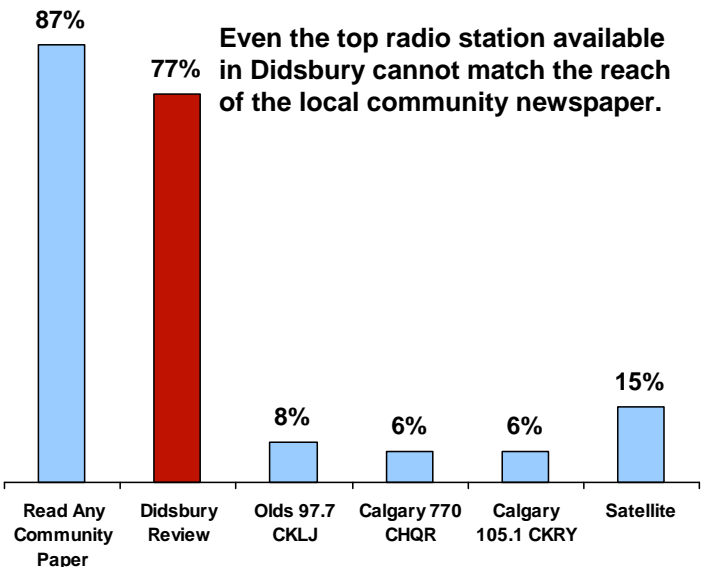
Automotive Supply or Service	41%
Computer Hardware or Software	36%
Department Stores including Clothing	52%
Drug Store or Pharmacy	58%
Fast Food Restaurant	29%
Furniture or Appliances or Electronics	55%
Grocery Store	73%
Home Improvement Store	62%
Investment or Banking Services	24%
Telecommunication and Wireless Products	27%
Other Products or Services	52%

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.



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



Source: ComBase 2008