

Grande Cache Mountaineer

Publication: Grande Cache Mountaineer

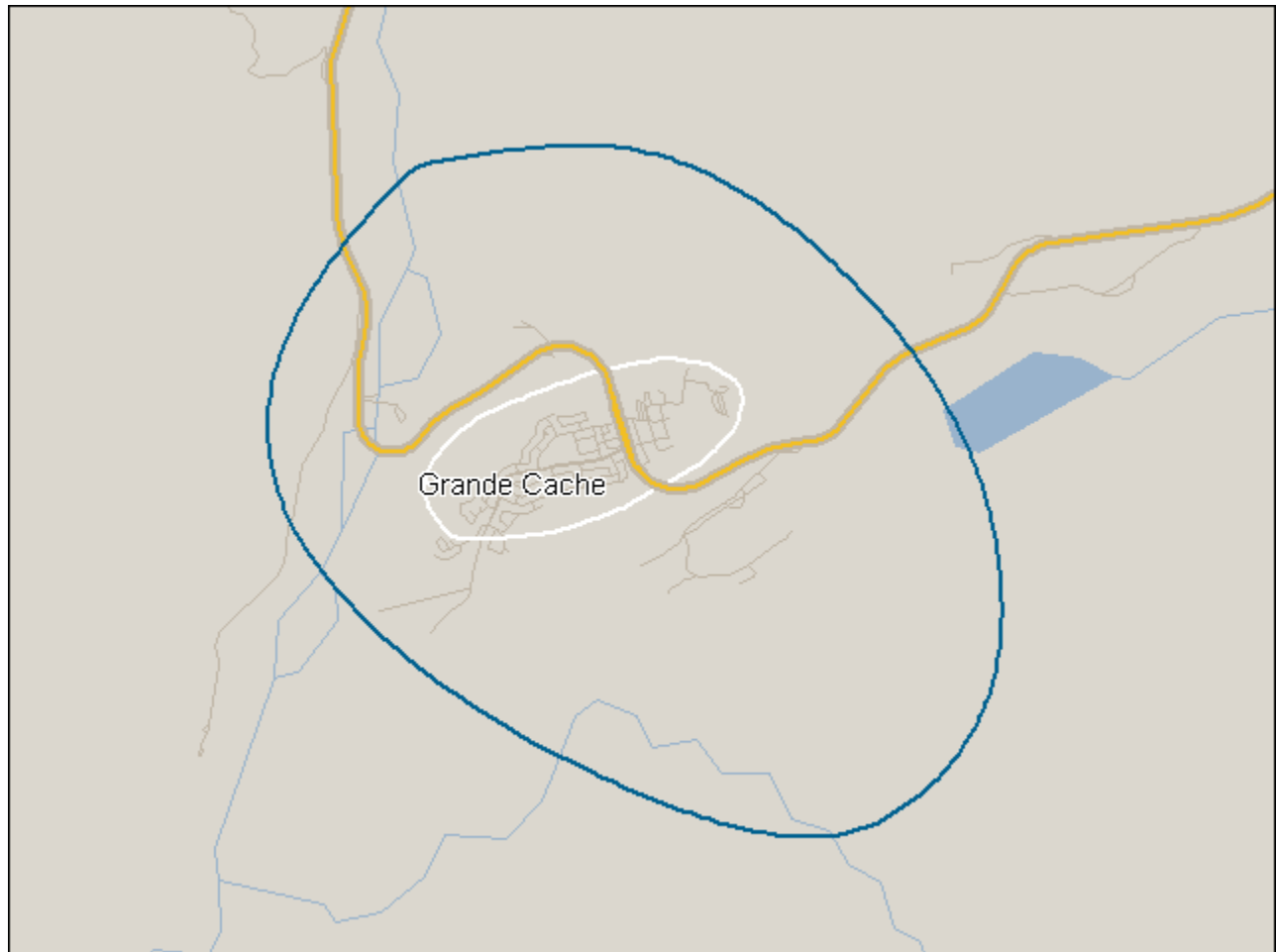
Code: 80051

Market: Grande Cache, AB

Population: 2 796

Publishing Day: Tuesday

Source: ComBase 2008 Study

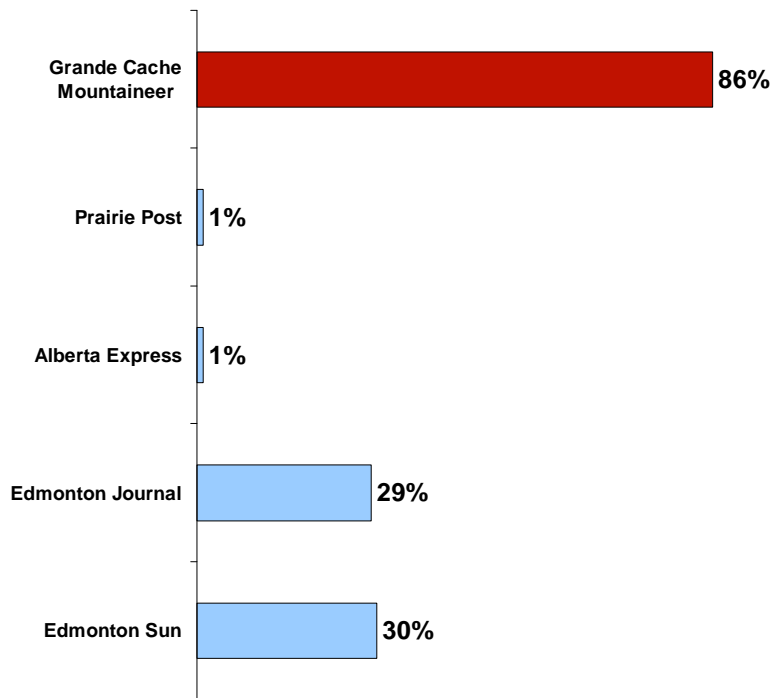


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

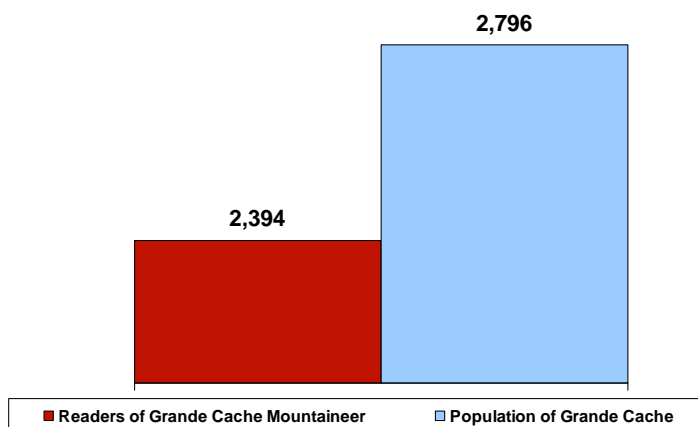
NET READERSHIP*

86% of Grande Cache adults read any of the last 4 issues of Grande Cache Mountaineer.



NET READERS

2,394 Grande Cache adults read any of the last 4 issues of Grande Cache Mountaineer.



NEWSPAPER READERSHIP

- **86%** of Grande Cache Mountaineer adults read any community newspaper.
- **50%** of Grande Cache Mountaineer adults read any daily newspaper.
- **43%** of Grande Cache Mountaineer adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Grande Cache Mountaineer

- **85%** of females read Grande Cache Mountaineer.*

GENDER

Male	86%
Female	85%

AGE

18-34 years old	78%
35-49 years old	87%
50+ years old	90%

EDUCATION

High School or less	83%
Tech. or College	90%
University +	89%

HOUSEHOLD INCOME

<\$30K	88%
\$30-49K	94%
>\$50K	84%

RESIDENCE

Own Residence	86%
Rent Residence	84%

FAMILY STATUS

With children	85%
Without children	86%

* 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

36% of Grande Cache Mountaineer readers said they read their community newspaper for advertising.

	Grande Cache Mountaineer Readers*	Community Newspaper Readers**
Editorial	46%	46%
Local News	86%	85%
Local Events	68%	67%
Classified	45%	45%
Real Estate	37%	38%
Jobs/Employment	26%	26%
Advertising	36%	36%
Flyers	33%	33%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

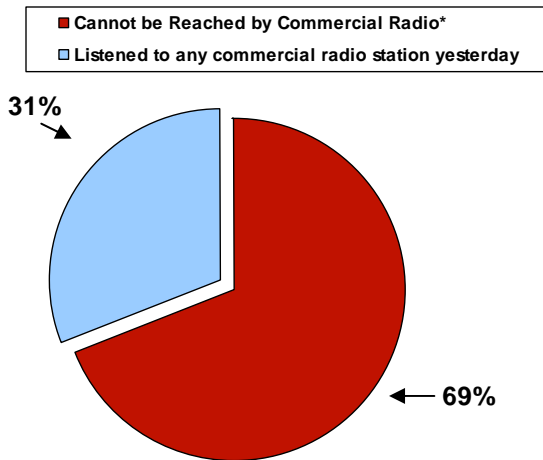
(Read Always Or Sometimes)

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	44%
Department Stores including Clothing	64%
Drug Store or Pharmacy	65%
Fast Food Restaurant	30%
Furniture or Appliances or Electronics	64%
Grocery Store	74%
Home Improvement Store	69%
Investment or Banking Services	34%
Telecommunication and Wireless Products	30%
Other Products or Services	52%

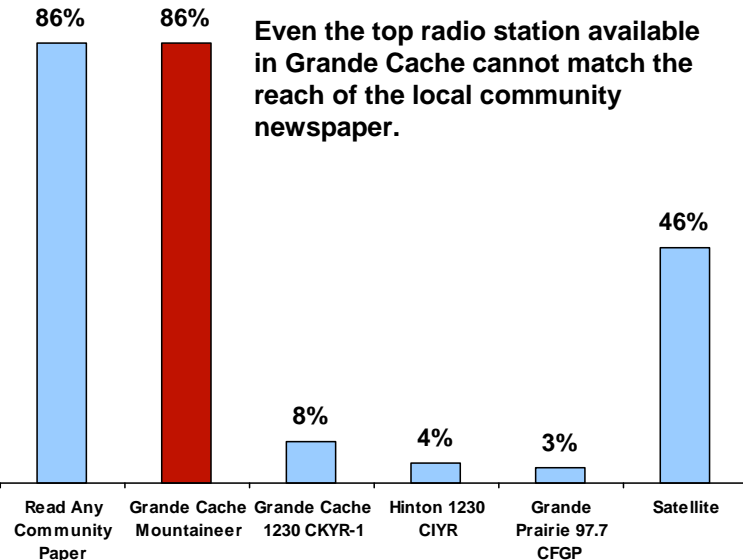
COMMUNITY PRINT MEDIA VS. RADIO

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.



69% of Grande Cache 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 Grande Cache cannot match the reach of the local community newspaper.

Source: ComBase 2008