

Nanton News

Publication: Nanton News

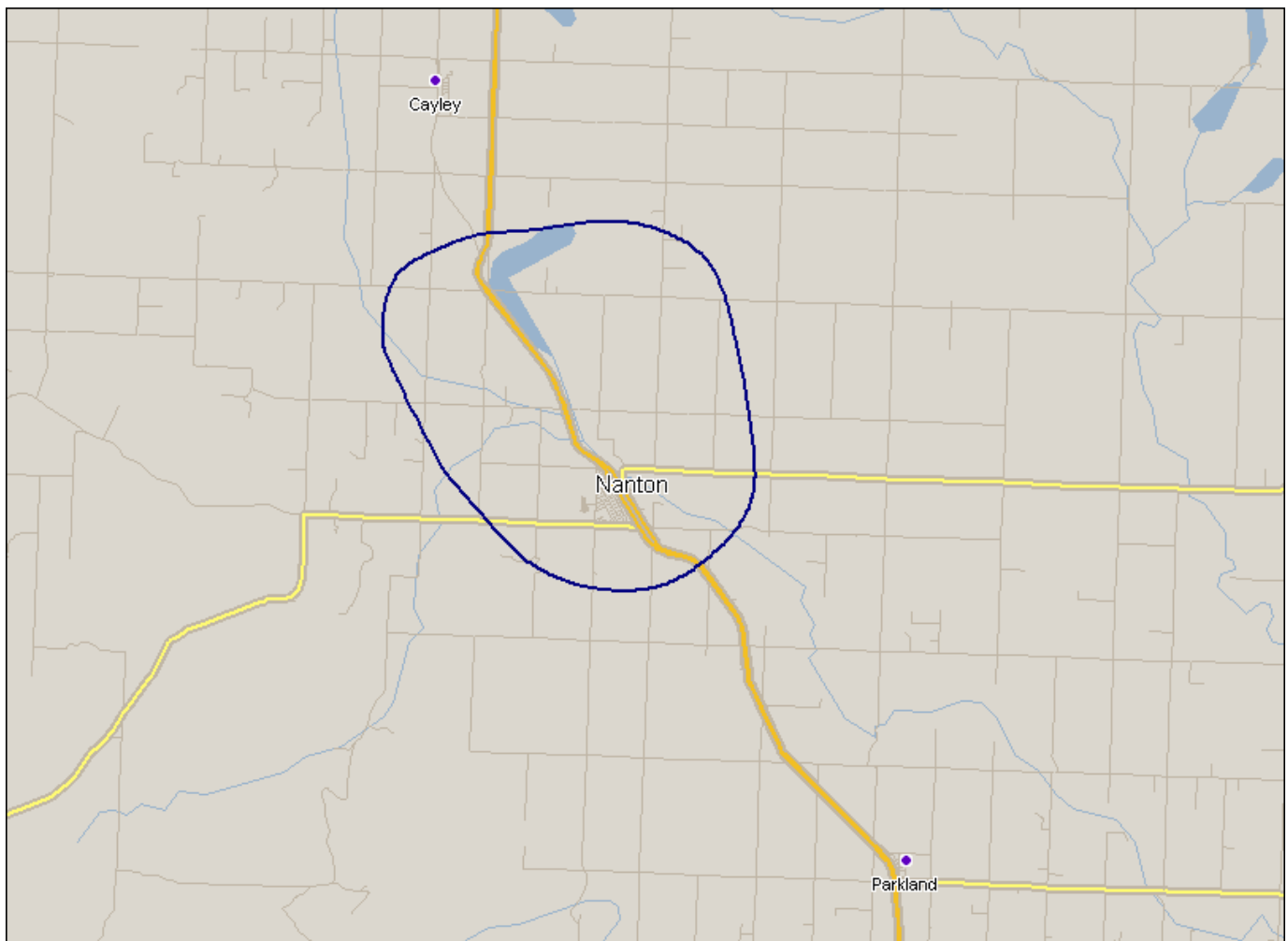
Code: 80312

Market: Nanton, AB

Population: 1 836

Publishing Day: Wednesday

Source: ComBase 2008 Study

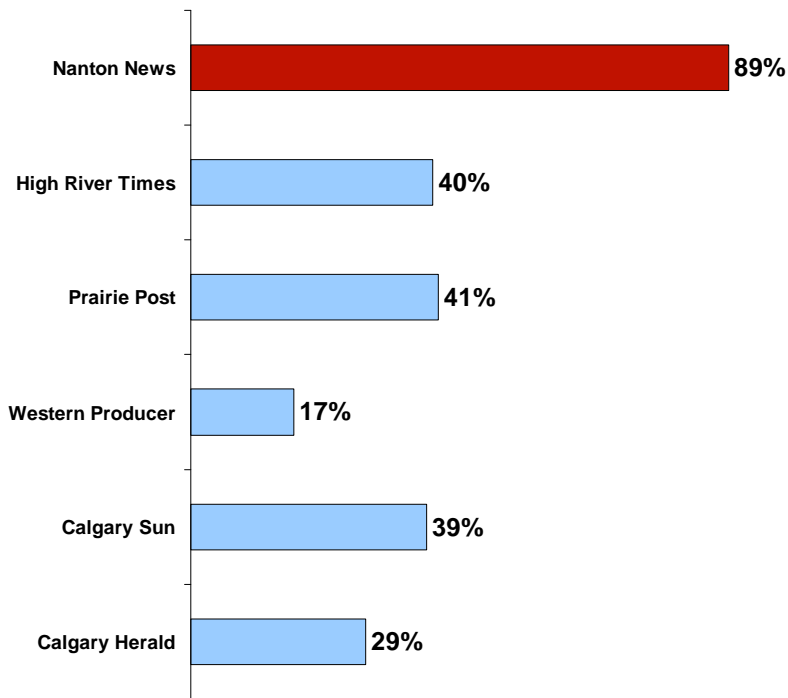


The measurement geography is based on data from Nanton Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

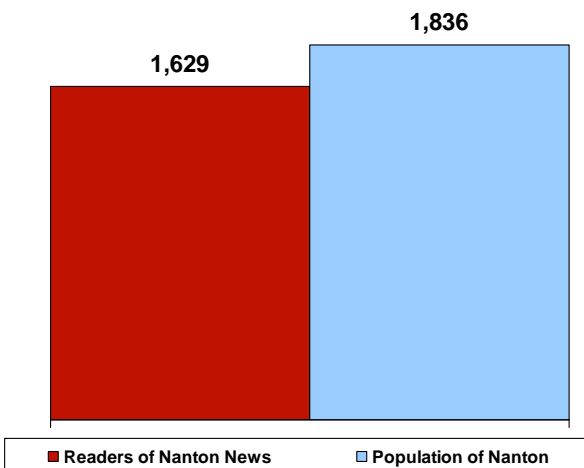
NET READERSHIP*

89% of Nanton adults read any of the last 4 issues of Nanton News.



NET READERS

1,629 Nanton adults read any of the last 4 issues of Nanton News.



NEWSPAPER READERSHIP

- 93% of Nanton adults read any community newspaper.
- 57% of Nanton adults read any daily newspaper.
- 39% of Nanton adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Nanton News

- 88% of females read Nanton News.*

GENDER

Male	90%
Female	88%

AGE

18-34 years old	91%
35-49 years old	91%
50+ years old	86%

EDUCATION

High School or less	89%
Tech. or College	87%
University +	88%

HOUSEHOLD INCOME

<\$30K	65%
\$30-49K	83%
>\$50K	95%

RESIDENCE

Own Residence	88%
Rent Residence	93%

FAMILY STATUS

With children	93%
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

26% of Nanton News readers said they read their community newspaper for advertising.

	Nanton News Readers*	Community Newspaper Readers**
Editorial	29%	29%
Local News	83%	82%
Local Events	62%	61%
Classified	33%	33%
Real Estate	21%	22%
Jobs/Employment	19%	19%
Advertising	26%	27%
Flyers	23%	23%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

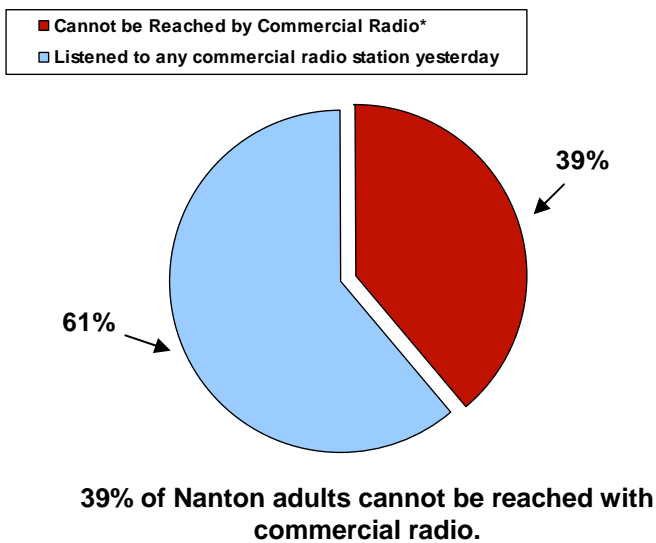
(Read Always Or Sometimes)

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

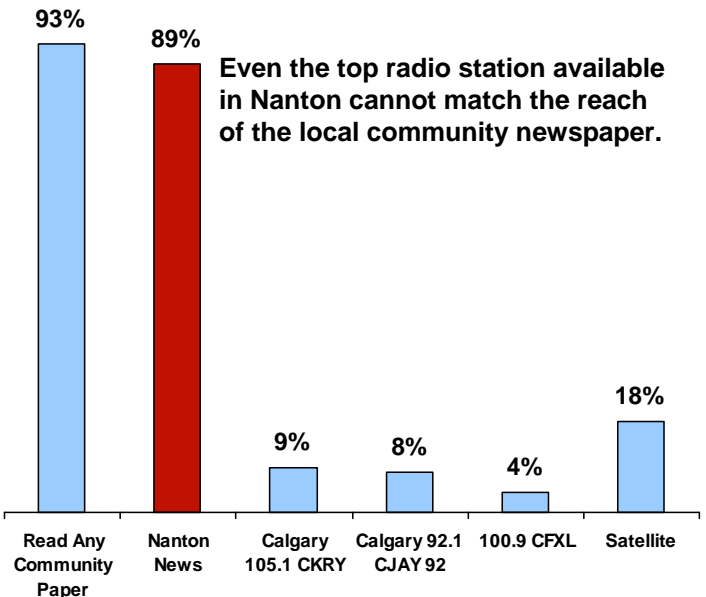
Automotive Supply or Service	47%
Computer Hardware or Software	30%
Department Stores including Clothing	62%
Drug Store or Pharmacy	49%
Fast Food Restaurant	27%
Furniture or Appliances or Electronics	56%
Grocery Store	68%
Home Improvement Store	75%
Investment or Banking Services	30%
Telecommunication and Wireless Products	20%
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.



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



Source: ComBase 2008