

Community Newspaper Readership

Western Wheel

Okotoks, AB

Okotoks Western Wheel **Newspaper Readership**

- **Study Overview**
- **What is ComBase**
- **Readership Overview**
 - % Readership by publication
 - Net Readers by publication
- **Demographics**
 - Gender and Age
 - Employment Status and Home Ownership
 - Family Status
 - Household Income

Study Overview

Source: ComBase 2004/2005 National Study

Base: Okotoks 2 Yr Data *

Demo: Adults 18+

Weighted Population: 16,300

Competitive Data: compares three highest read publications in each market, Adults 18+

*ComBase 2004/2005 is a combination of interviews from Wave 1 (October 2002 to June 2003) and Wave 2 (October 2004 to June 2005).
ComBase is conducted by Maritz Research.*

*in future this area will be referred to as Okotoks

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

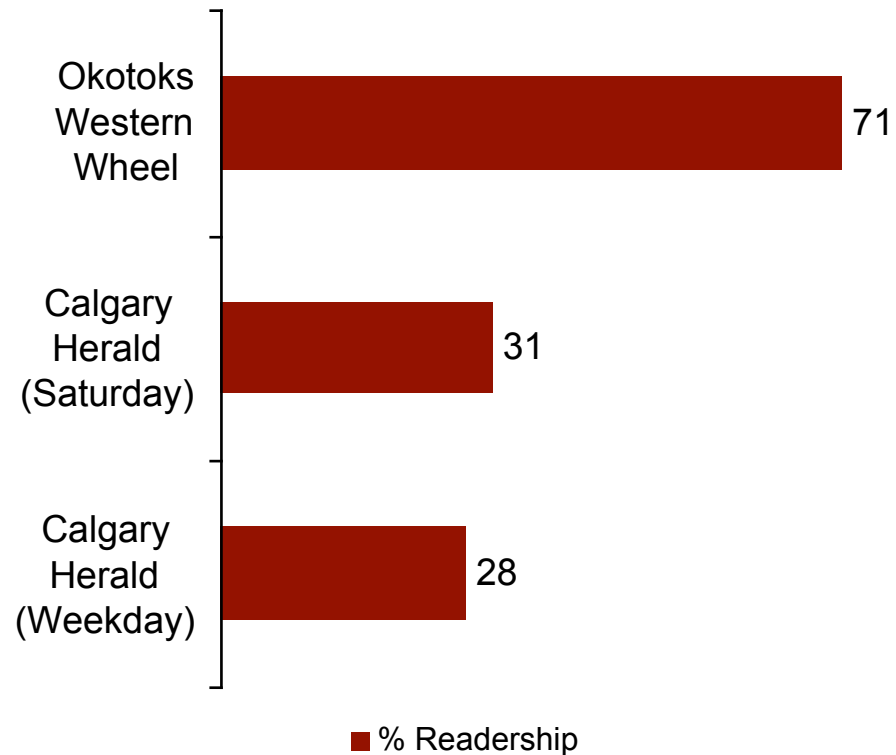
ComBase = Community Newspaper Database

- Both the Research Bureau and the study
- Initiative of CCNA and its members
- Stand-alone incorporated company
- Governed by an independent, fully tri-partite Board
- Arms-length relationship to the industry
- Completely funded by 300+ member papers
- Support from independents and large groups
- Small and large papers across Canada
- 400+ markets and sub-markets
- 25,000+ interviews per wave
- 50,000+ total interviews
- 2-year rolling study
- All provinces represented
- 800+ publications – community and daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

Newspaper Readership Overview

(Okotoks, AB)

- Readership of the *Western Wheel* is **71%**
- Readership of the *Calgary Herald (Saturday)* is **31%**
- Readership of the *Calgary Herald (Weekday)* is **28%**



Source: ComBase 2004/2005 National Study
*Base Population – Okotoks Canadian 2 Yr Data (16,300)

Readership Overview

- **71%** of Okotoks adults report reading the *Western Wheel* – this represents 11,600 readers
- The *High River Times* reports **31%** readership (5,100 readers)
- The *Weekender* reports **28%** readership (4,500 readers)

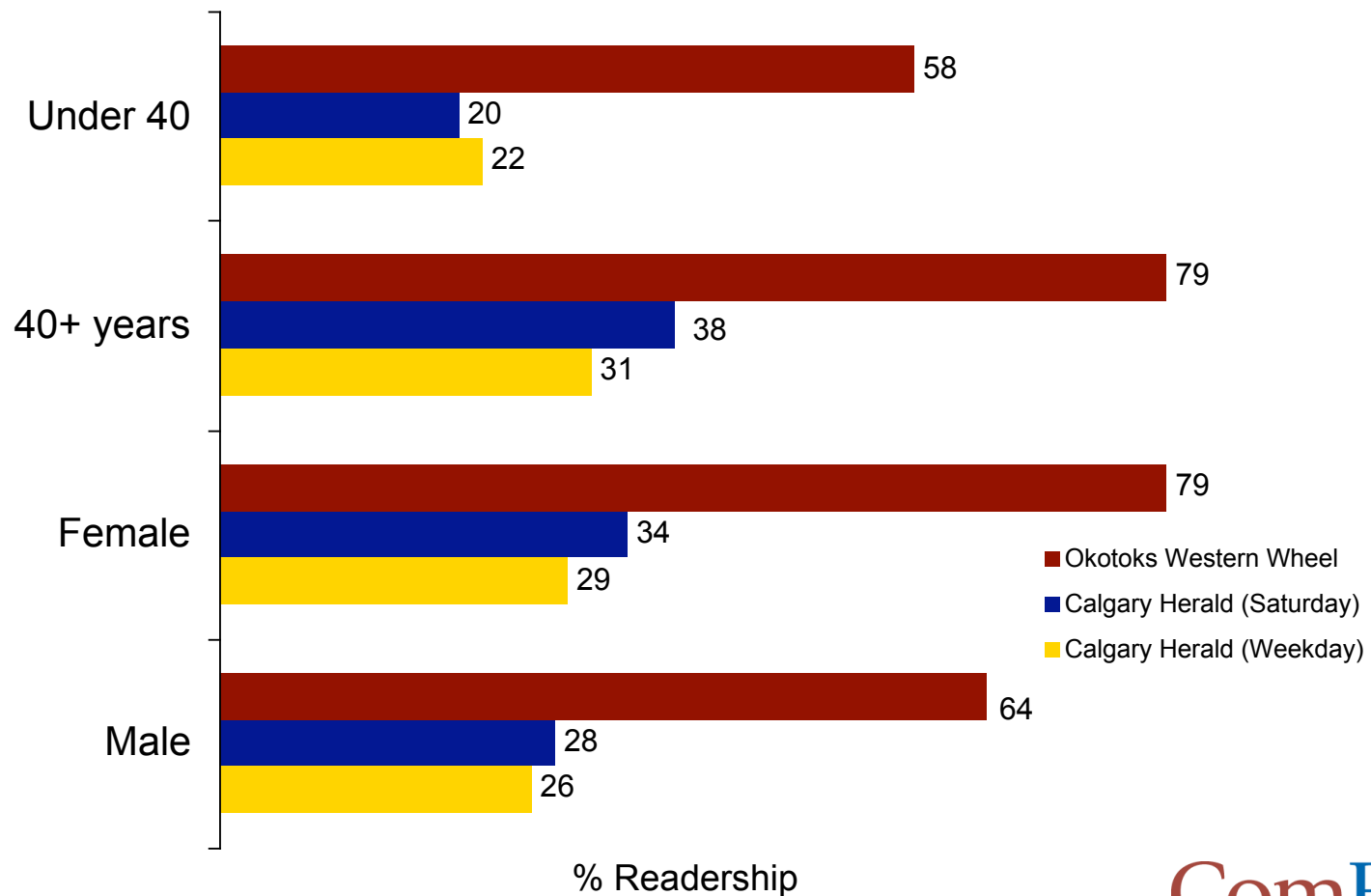
Demographics Overview

Because of their high reach, community newspapers attract a desirable audience comprised of:

- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

% Reach by Demographic Sector (Okotoks, AB)

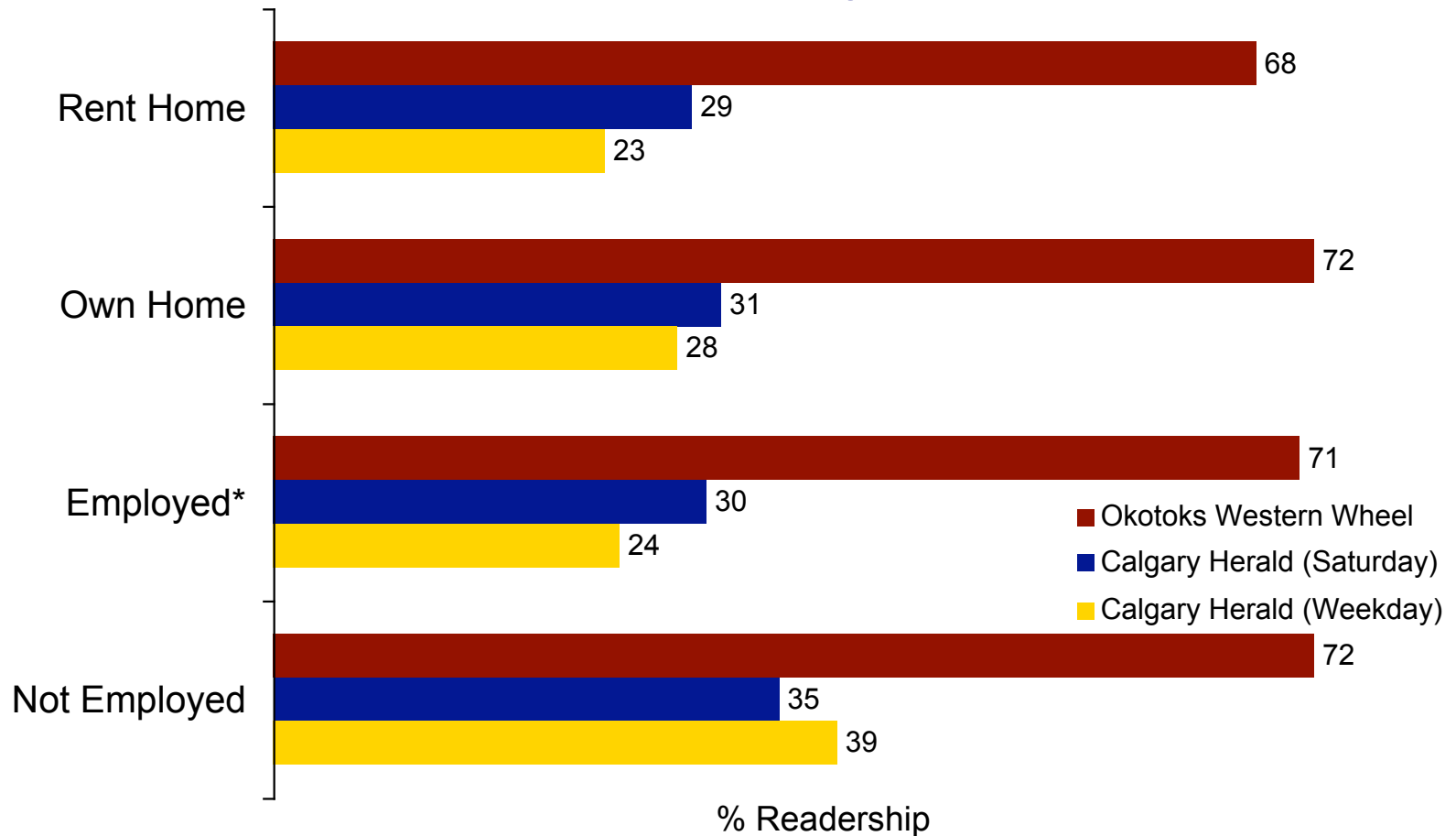
79% of women and 64% of men in Okotoks are reading the *Western Wheel*.



Source: ComBase 2004/2005 National Study
*Base Population – Okotoks 2 Yr Data (16,300)

% Reach by Demographic Sector (Okotoks, AB)

72% of Okotoks homeowners are reading the *Western Wheel*.

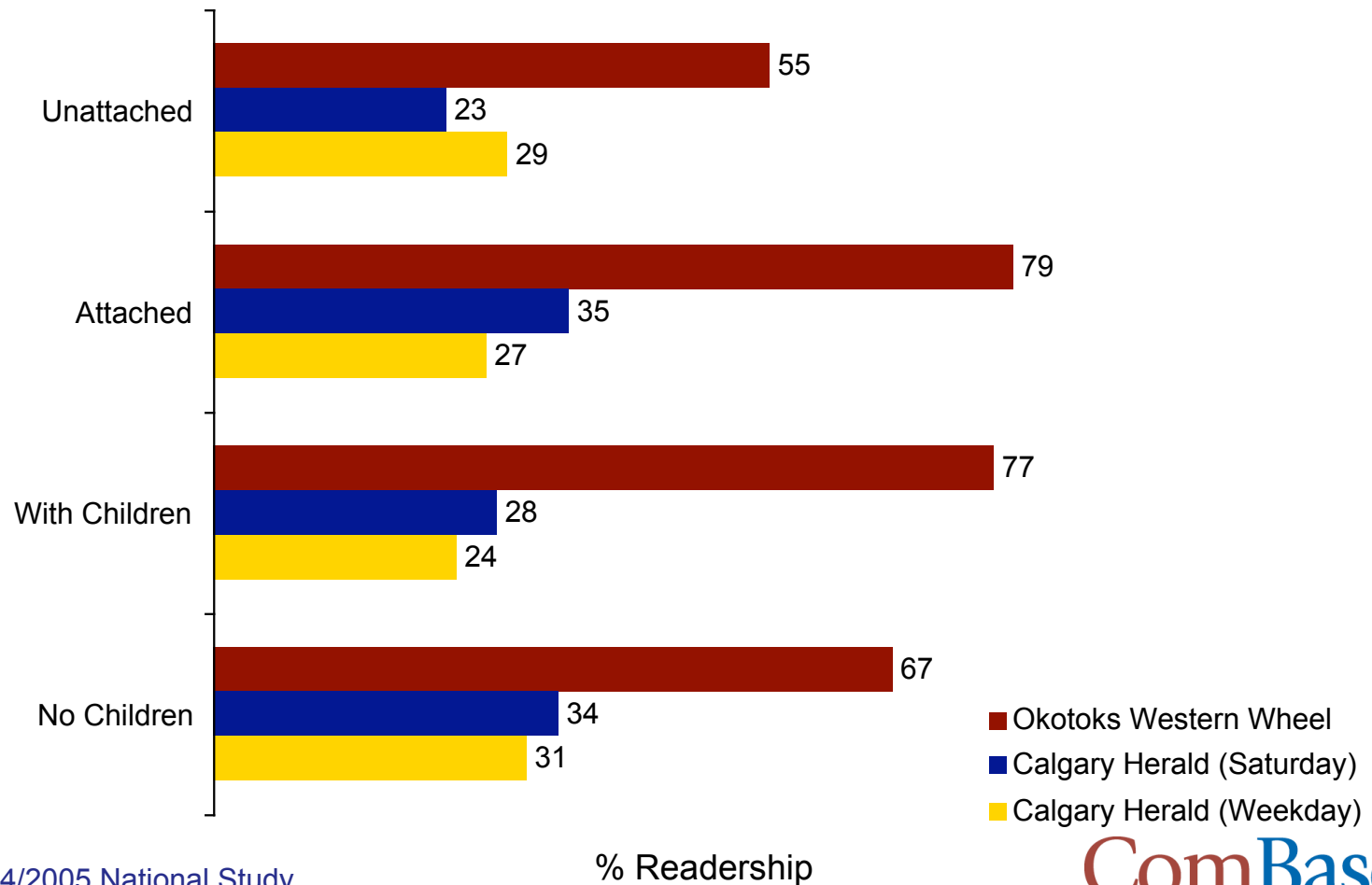


Source: ComBase 2004/2005 National Study

*Base Population – Okotoks 2 Yr Data (16,300) * Full/Part time or Self Employed

% Reach by Demographic Sector (Okotoks, AB)

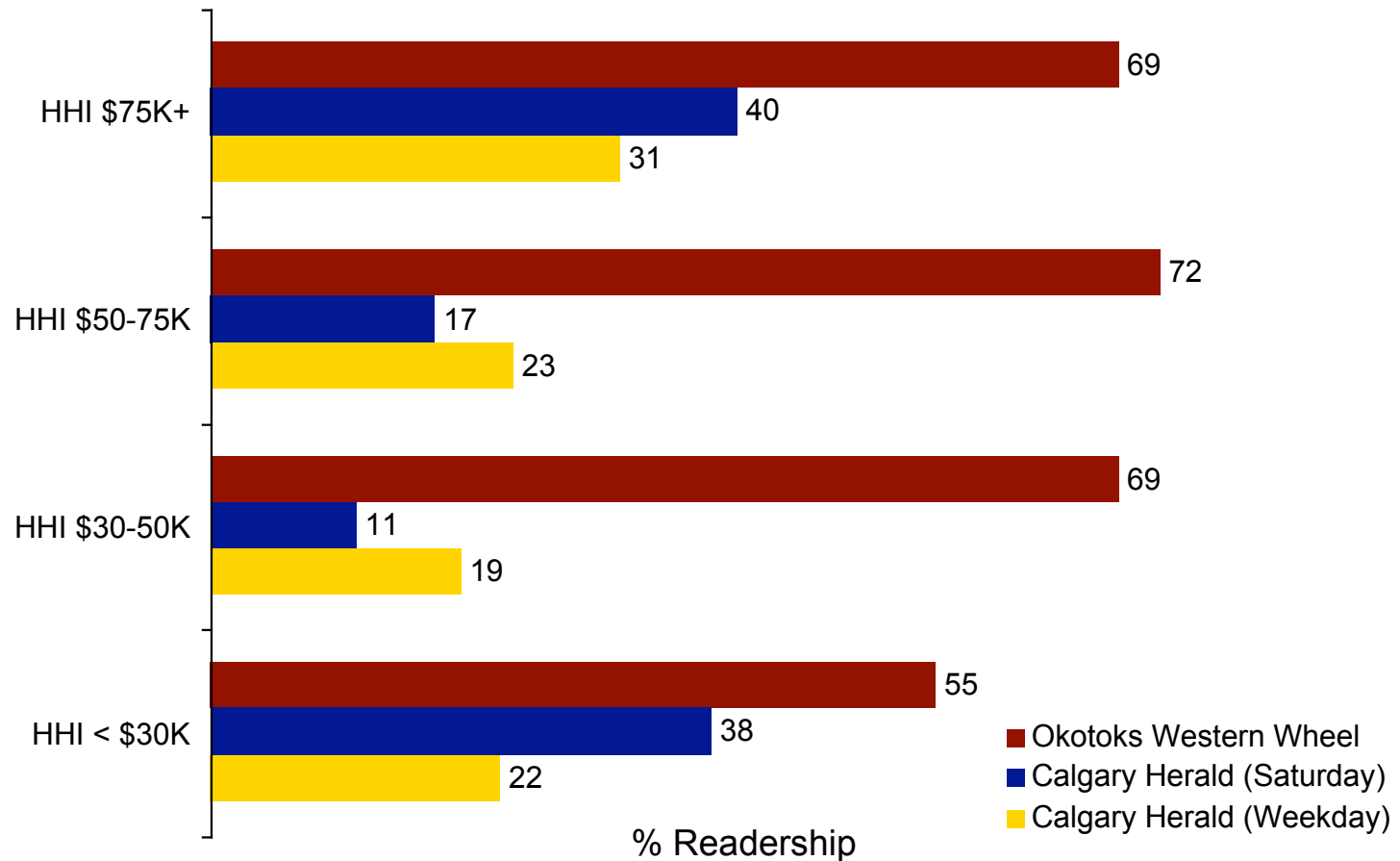
79% of Okotoks adults with kids are reading the *Western Wheel*.



Source: ComBase 2004/2005 National Study
*Base Population – Okotoks 2 Yr Data (16,300)

% Reach by Demographic Sector (Okotoks, AB)

72% of Okotoks adults with HHI \$50 to \$75K are reading the *Western Wheel*.



Source: ComBase 2004/2005 National Study
*Base Population – Okotoks 2 Yr Data (16,300)