

# Olds Albertan

**Publication:** Olds Albertan

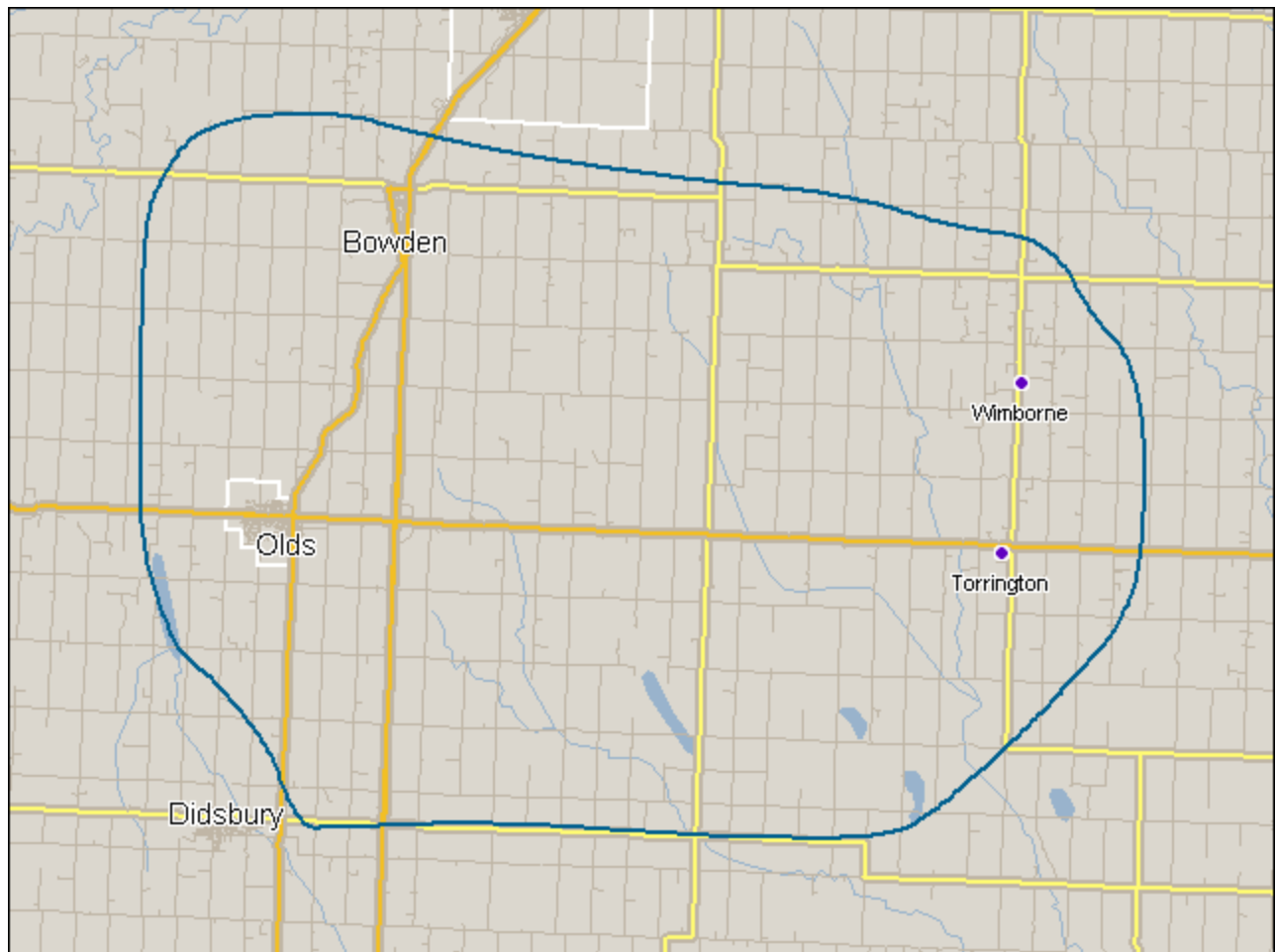
**Code:** 80015

**Market:** Olds, AB

**Population:** 8643

**Publishing Day:** Tuesday

**Source:** ComBase 2008 Study

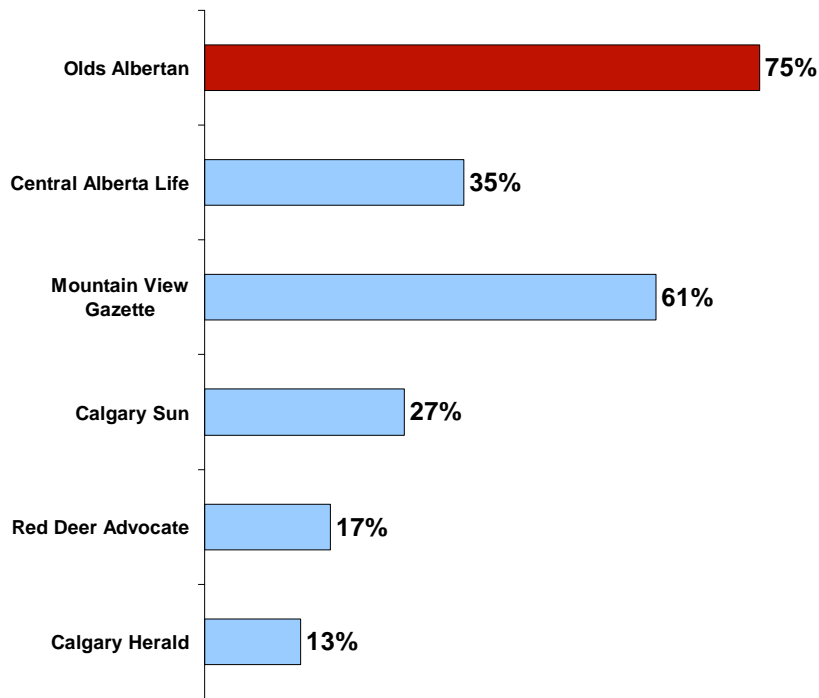


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

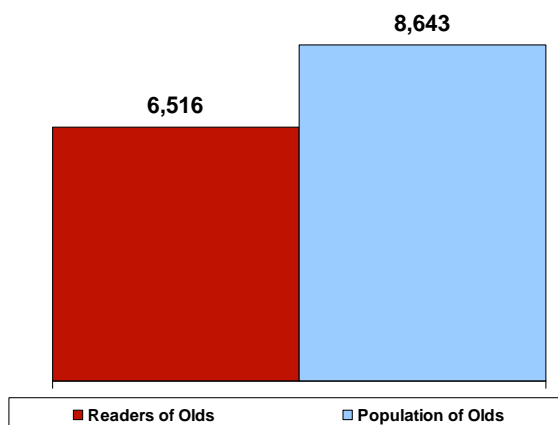
## NET READERSHIP\*

75% of Olds adults read any of the last 4 issues of Olds Albertan.



## NET READERS

6,516 MARKET adults read any of the last 4 issues of Olds Albertan.



## NEWSPAPER READERSHIP

- 84% of Olds adults read any community newspaper.
- 45% of Olds adults read any daily newspaper.
- 42% of Olds adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Olds Albertan

- 81% of females read Olds Albertan.\*

#### GENDER

Male	70%
Female	81%

#### AGE

18-34 years old	71%
35-49 years old	76%
50+ years old	76%

#### EDUCATION

High School or less	65%
Tech. or College	88%
University +	85%

#### HOUSEHOLD INCOME

<\$30K	72%
\$30-49K	45%
>\$50K	80%

#### RESIDENCE

Own Residence	78%
Rent Residence	55%

#### FAMILY STATUS

With children	78%
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

## MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

28% of Olds Albertan readers said the main reason for reading the paper is advertising.

	Olds Albertan Readers*	Community Newspaper Readers**
Editorial	29%	29%
Local News	81%	82%
Local Events	63%	60%
Classified	38%	39%
Real Estate	32%	34%
Jobs/Employment	24%	21%
Advertising	28%	25%
Flyers	24%	22%

\*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)*

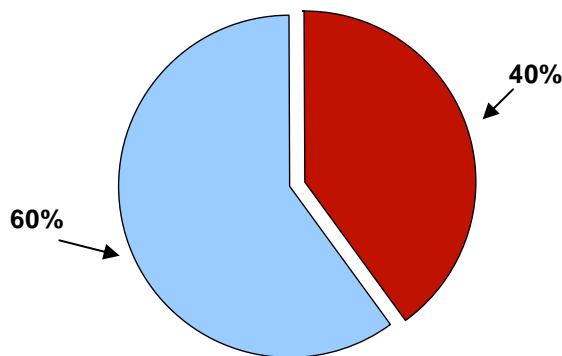
50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	50%
Computer Hardware or Software	42%
Department Stores including Clothing	62%
Drug Store or Pharmacy	63%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	61%
Grocery Store	71%
Home Improvement Store	67%
Investment or Banking Services	27%
Telecommunication and Wireless Products	31%
Other Products or Services	56%

## COMMUNITY PRINT MEDIA VS. RADIO

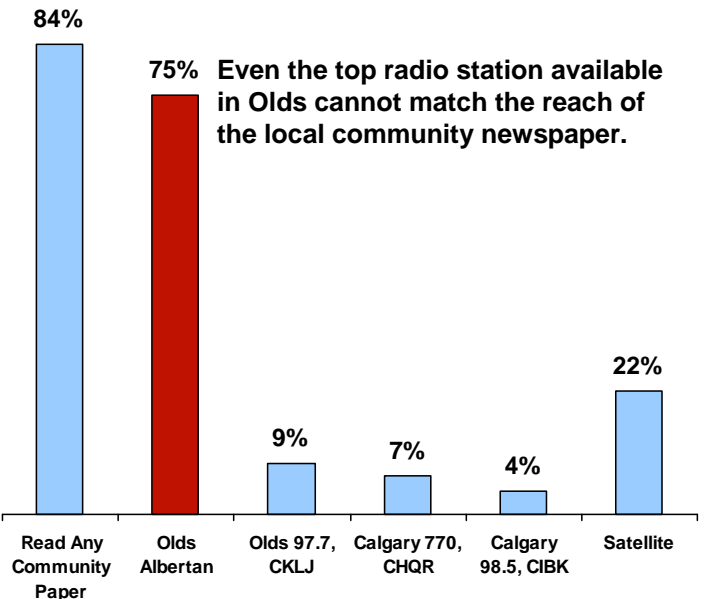
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



40% of Olds 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 Olds cannot match the reach of the local community newspaper.

Source: ComBase 2008