

Oyen Echo

Publication: Oyen Echo

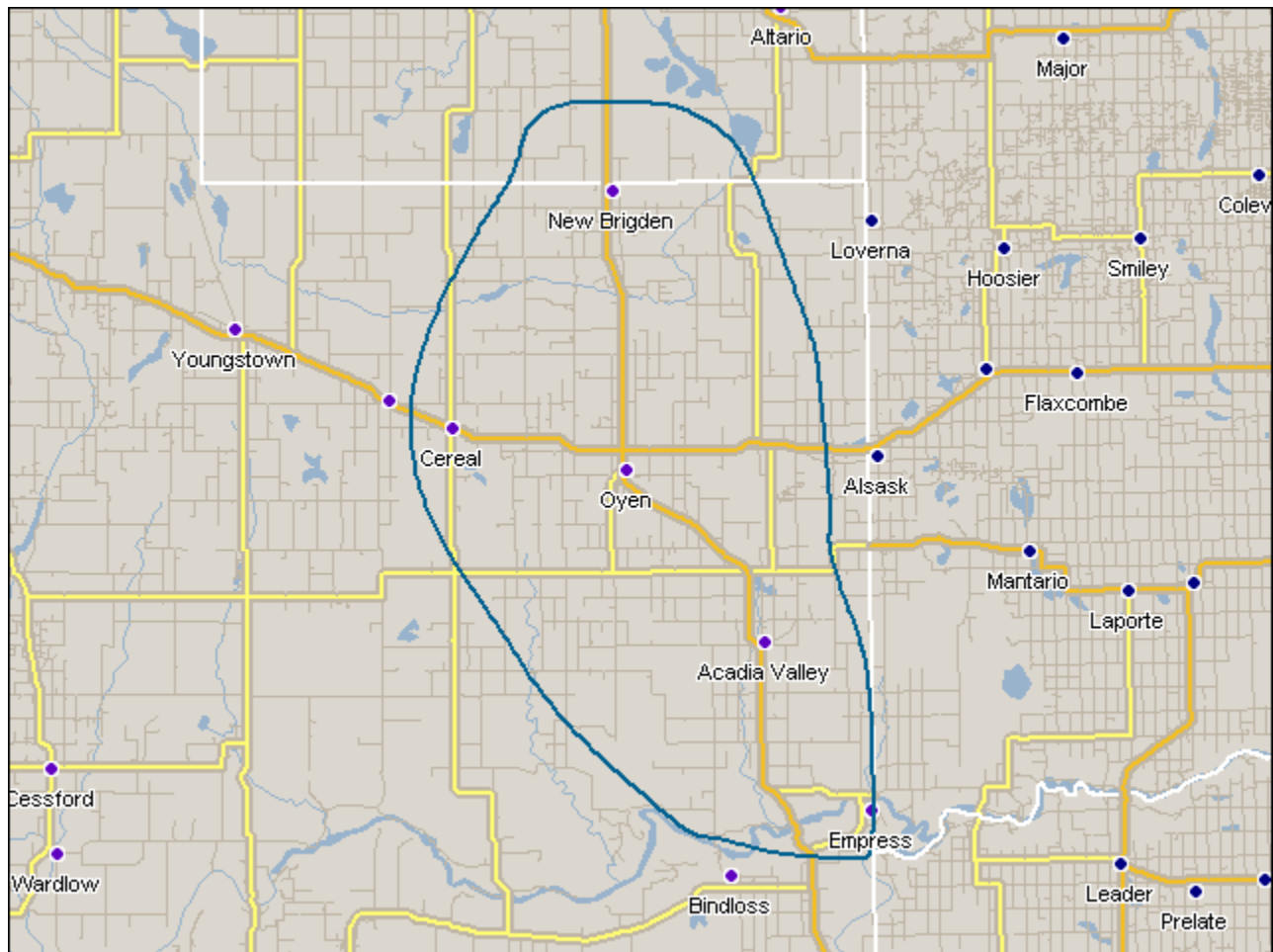
Code: 80124

Market: Oyen, AB

Population: 1 406

Publishing Day: Tuesday

Source: ComBase 2008 Study

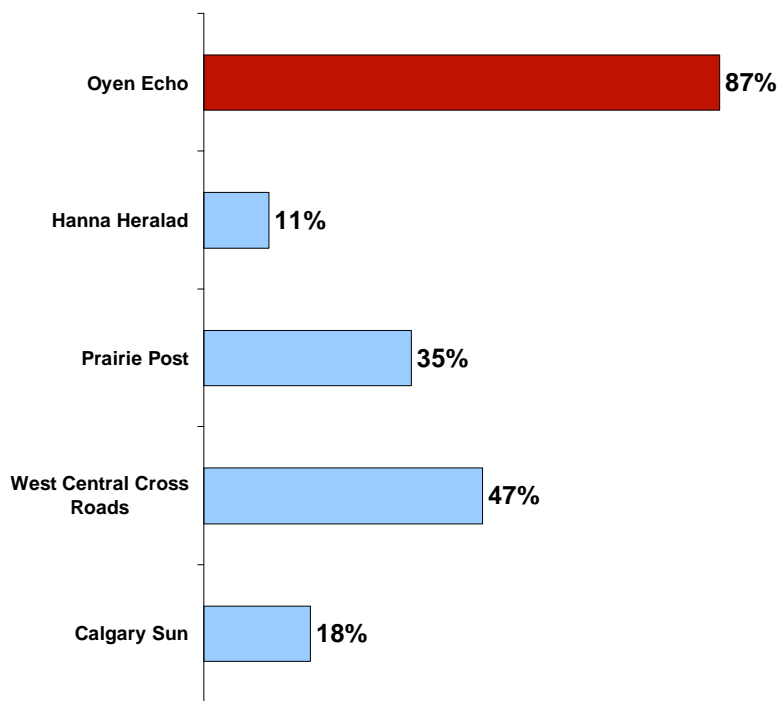


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

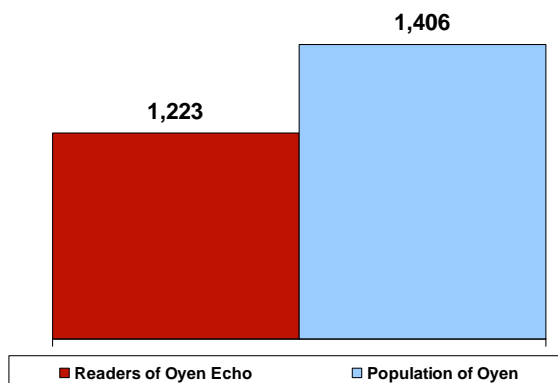
NET READERSHIP*

87% of Oyen adults read any of the last 4 issues of Oyen Echo.



NET READERS

1,223 Oyen adults read any of the last 4 issues of Oyen Echo.



NEWSPAPER READERSHIP

- 88% of Oyen adults read any community newspaper.
- 21% of Oyen adults read any daily newspaper.
- 71% of Oyen adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Oyen Echo

- 95% of females read Oyen Echo.*

GENDER

Male	79%
Female	95%

AGE

18-34 years old	94%
35-49 years old	79%
50+ years old	87%

EDUCATION

High School or less	81%
Tech. or College	88%
University +	100%

HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	96%
>\$50K	93%

RESIDENCE

Own Residence	89%
Rent Residence	63%

FAMILY STATUS

With children	79%
Without children	91%

* 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

41% of Oyen Echo readers said they read their community newspaper for advertising.

	Oyen Echo Readers*	Community Newspaper Readers**
Editorial	39%	39%
Local News	88%	88%
Local Events	71%	72%
Classified	42%	43%
Real Estate	27%	27%
Jobs/Employment	14%	14%
Advertising	41%	41%
Flyers	10%	10%

*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)

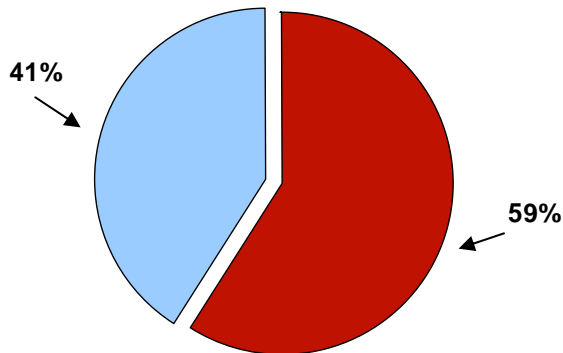
43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	43%
Computer Hardware or Software	33%
Department Stores including Clothing	52%
Drug Store or Pharmacy	60%
Fast Food Restaurant	18%
Furniture or Appliances or Electronics	51%
Grocery Store	76%
Home Improvement Store	60%
Investment or Banking Services	26%
Telecommunication and Wireless Products	24%
Other Products or Services	49%

COMMUNITY PRINT MEDIA VS. RADIO

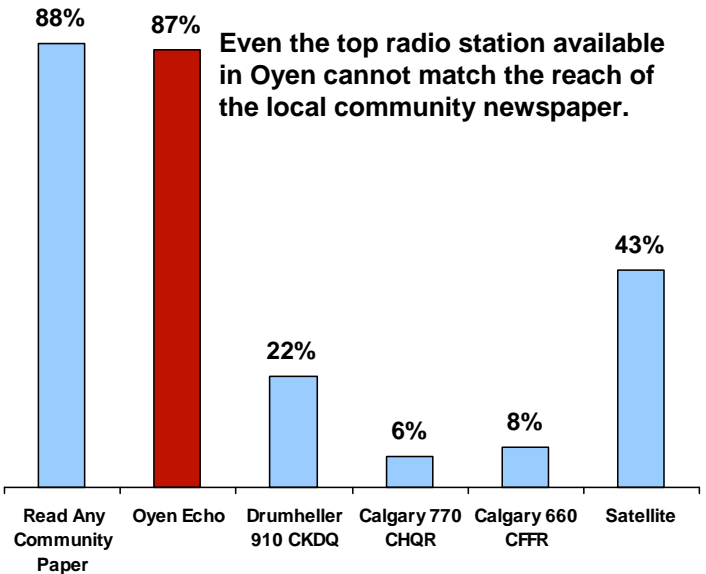
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



59% of Oyen 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 Oyen cannot match the reach of the local community newspaper.

Source: ComBase 2008