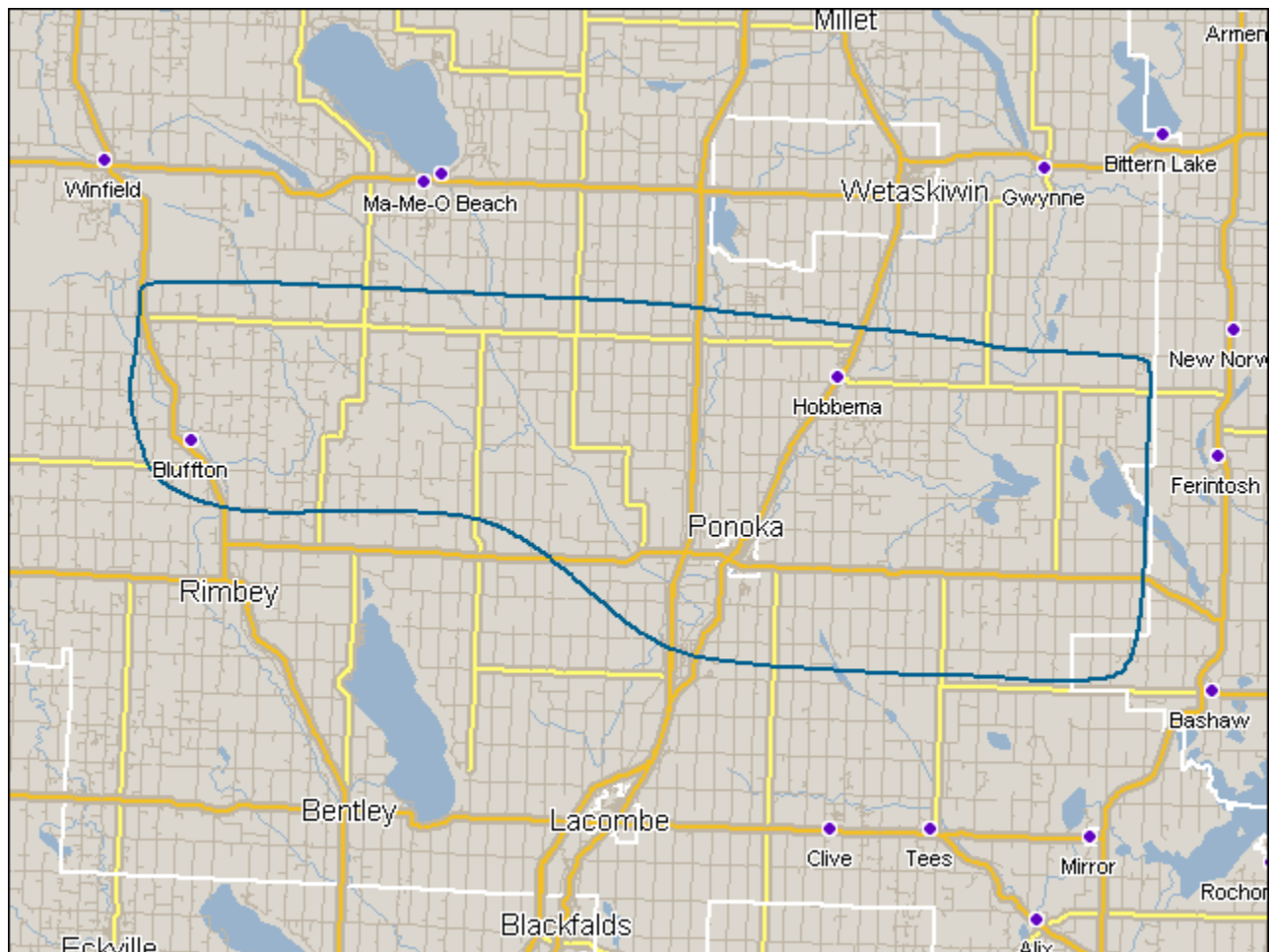


Ponoka News

Publication: Ponoka News
Code: 80200
Market: Ponoka, AB
Population: 11 257
Publishing Day: Wednesday
Source: ComBase 2008 Study

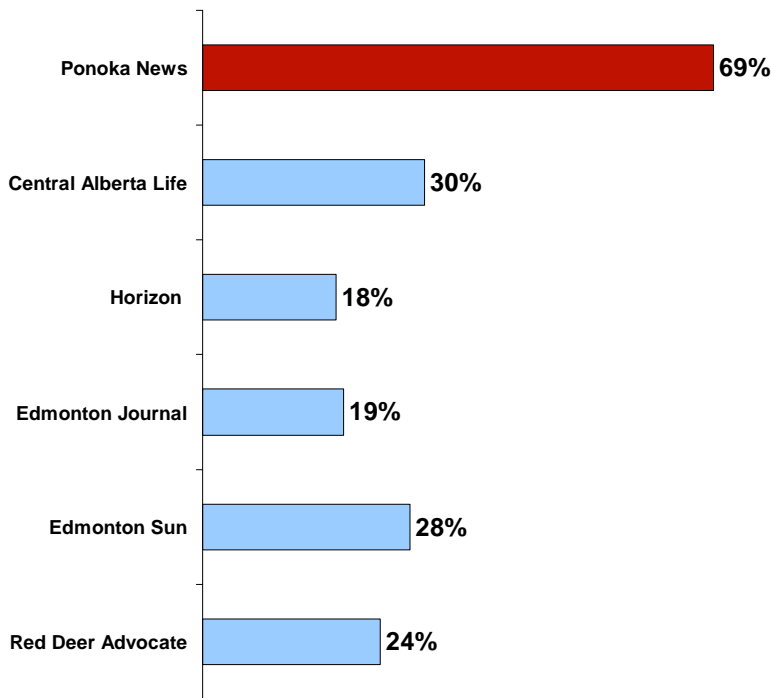


The measurement geography is based on data from Ponoka Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

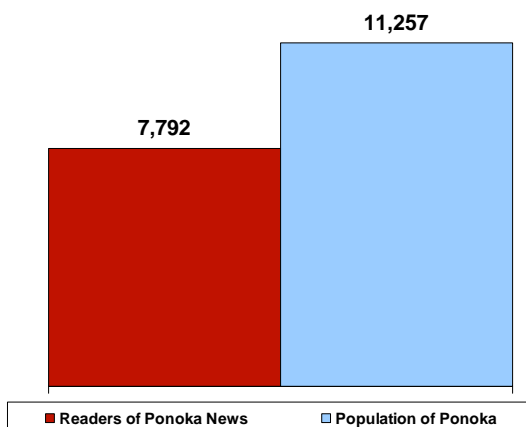
NET READERSHIP*

69% of Ponoka adults read any of the last 4 issues of Ponoka News.



NET READERS

7,792 Ponoka adults read any of the last 4 issues of Ponoka News.



NEWSPAPER READERSHIP

- 76% of Ponoka adults read any community newspaper.
- 55% of Ponoka adults read any daily newspaper.
- 36% of Ponoka adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Ponoka News

- 73% of females read Ponoka News.*

GENDER

Male	65%
Female	73%

AGE

18-34 years old	60%
35-49 years old	72%
50+ years old	74%

EDUCATION

High School or less	66%
Tech. or College	80%
University +	72%

HOUSEHOLD INCOME

<\$30K	57%
\$30-49K	82%
>\$50K	73%

RESIDENCE

Own Residence	68%
Rent Residence	74%

FAMILY STATUS

With children	66%
Without children	72%

* 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

32% of Ponoka News readers said they read their community newspaper for advertising.

	Ponoka News Readers*	Community Newspaper Readers**
Editorial	31%	33%
Local News	76%	79%
Local Events	57%	56%
Classified	43%	43%
Real Estate	23%	24%
Jobs/Employment	30%	30%
Advertising	32%	32%
Flyers	28%	28%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

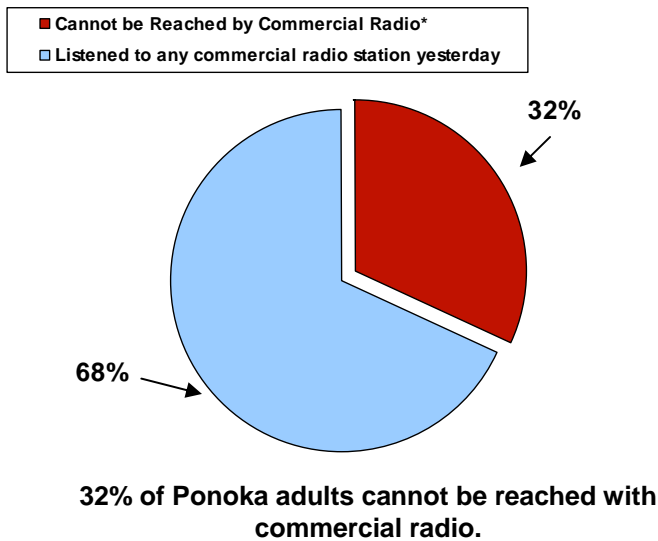
(Read Always Or Sometimes)

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

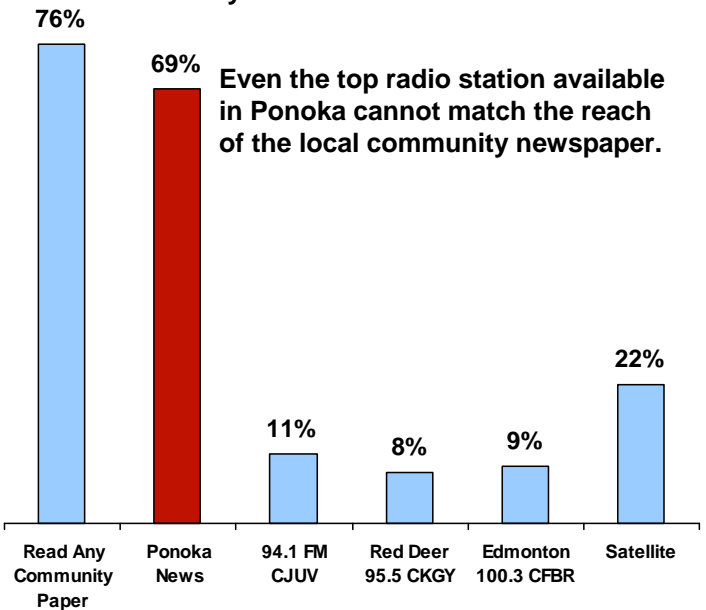
Automotive Supply or Service	50%
Computer Hardware or Software	39%
Department Stores including Clothing	65%
Drug Store or Pharmacy	62%
Fast Food Restaurant	36%
Furniture or Appliances or Electronics	66%
Grocery Store	78%
Home Improvement Store	70%
Investment or Banking Services	24%
Telecommunication and Wireless Products	33%
Other Products or Services	63%

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