

Community Newspaper Readership

Rocky Mountain House Mountaineer

Rocky Mountain House, AB

Rocky Mountain House Mountaineer **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: Rocky Mountain House 2 Yr Data *

Demo: Adults 18+

Weighted Population: 7,100

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 Rocky Mountain House

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

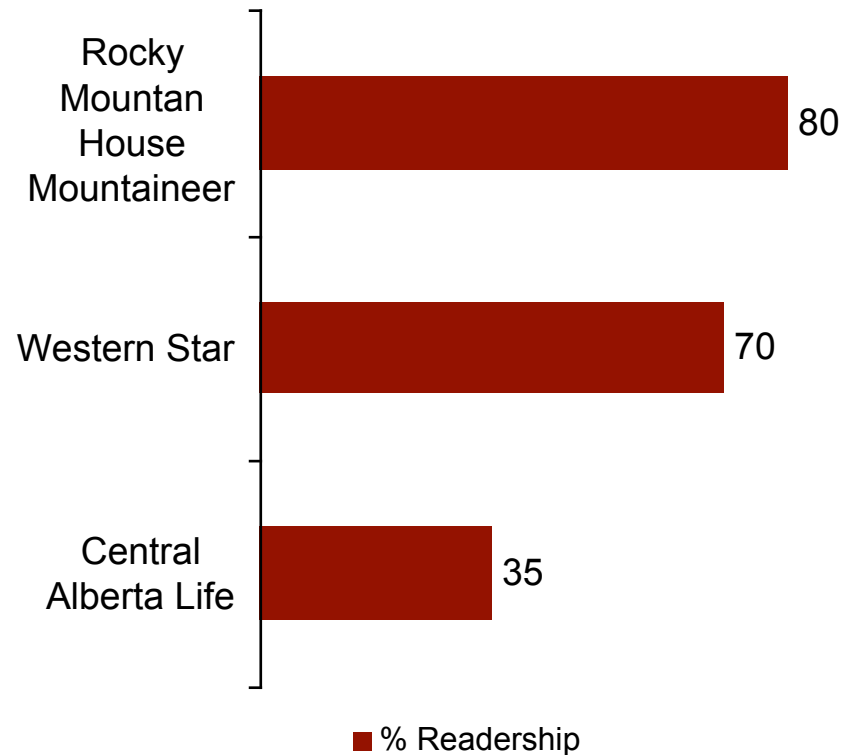
ComBase = Community Newspaper Database

- 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

(Rocky Mountain House, AB)

- Readership of the *Rocky Mountain House Mountaineer* is **80%**
- Readership of the *Western Star* is **70%**
- Readership of the *Central Alberta Life* is **35%**



Source: ComBase 2004/2005 National Study

*Base Population – Rocky Mountain House Canadian 2 Yr Data (7,100)

Readership Overview

- **80%** of Rocky Mountain House adults report reading the *Rocky Mountain House Mountaineer* – this represents 5,700 readers
- The *Western Star* reports **70%** readership (5,000 readers)
- The *Central Alberta Life* reports **35%** readership (2,500 readers)

Source: ComBase 2004/2005 National Study

*Base Population – Rocky Mountain House 2 Yr Data (7,100)

Demographics Overview

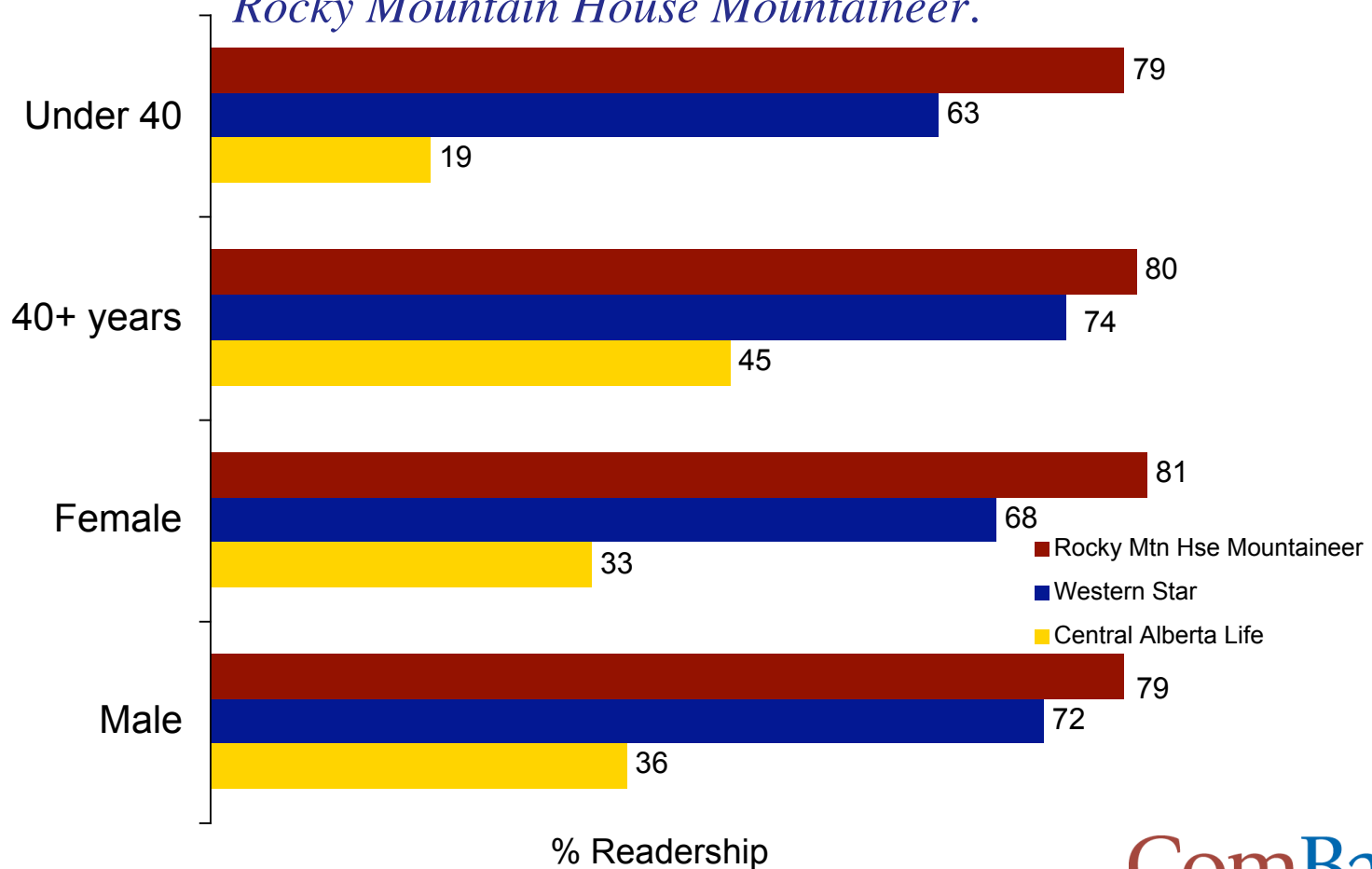
Because of their high reach, community newspapers attract a desirable audience comprised of:

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

% Reach by Demographic Sector

(Rocky Mountain House, AB)

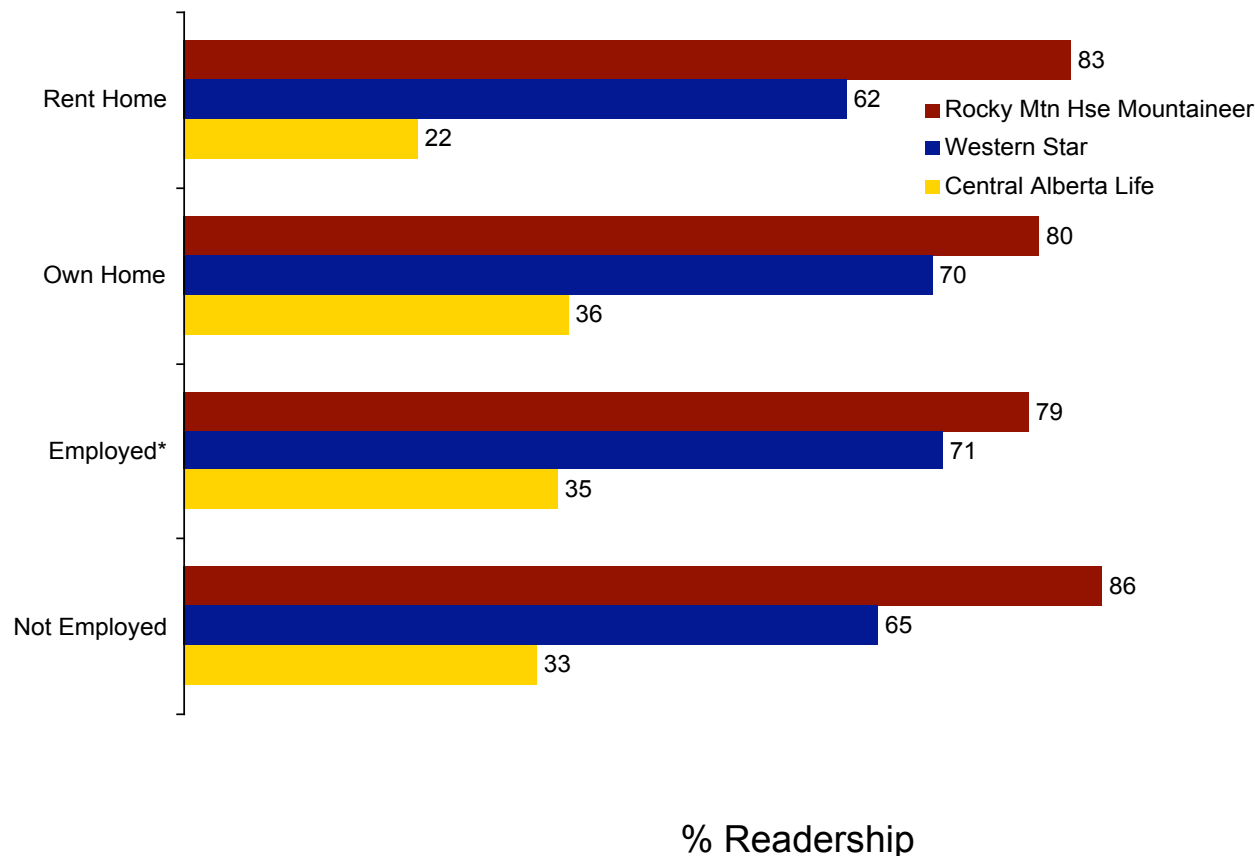
81% of women and 79% of men in Rocky Mountain House are reading the *Rocky Mountain House Mountaineer*.



Source: ComBase 2004/2005 National Study
 *Base Population – Rocky Mountain House 2 Yr Data (7,100)

% Reach by Demographic Sector (Rocky Mountain House, AB)

80% of Rocky Mountain House homeowners are reading the *Mountaineer*.

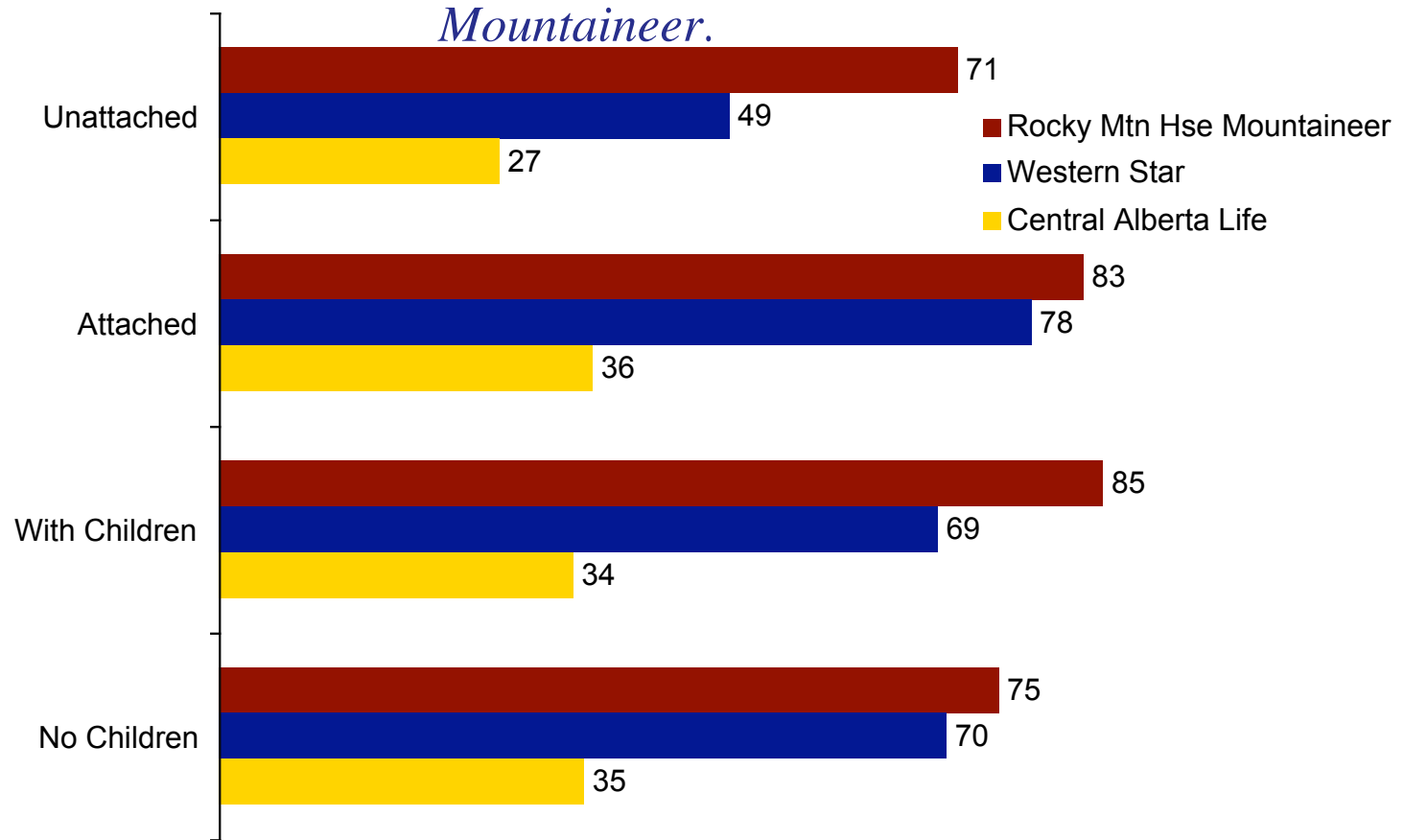


Source: ComBase 2004/2005 National Study

*Base Population – Rocky Mountain House 2 Yr Data (7,100) * Full/Part time or Self Employed

% Reach by Demographic Sector (Rocky Mountain House, AB)

85% of Rocky Mountain House adults with kids are reading the *Mountaineer*.



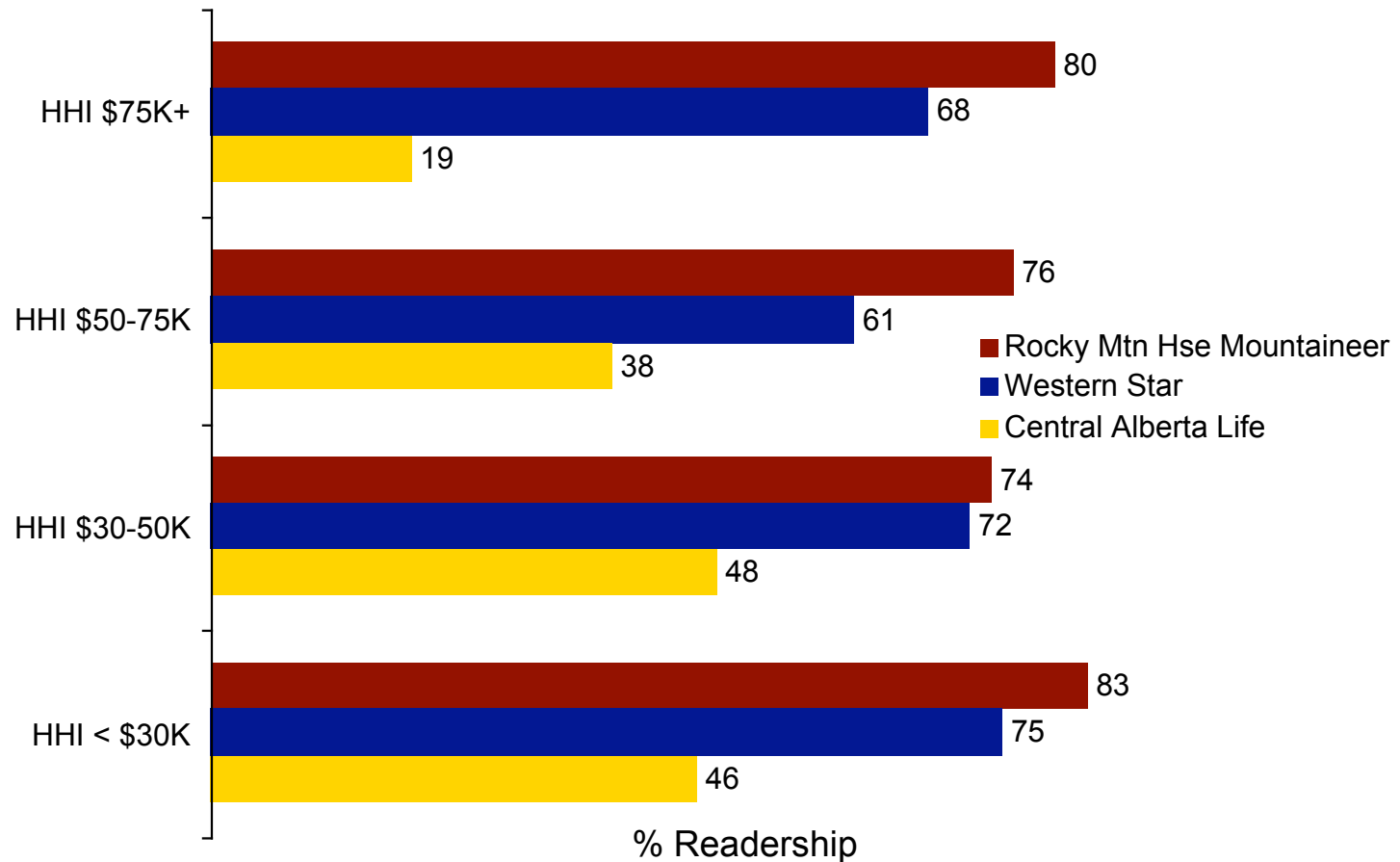
Source: ComBase 2004/2005 National Study
*Base Population – Rocky Mountain House 2 Yr Data (7,100)

% Readership

% Reach by Demographic Sector

(Rocky Mountain House, AB)

80% of Rocky Mountain House adults with HHI \$75K+ are reading the *Mountaineer*.



Source: ComBase 2004/2005 National Study
 *Base Population – Rocky Mountain House 2 Yr Data (7,100)