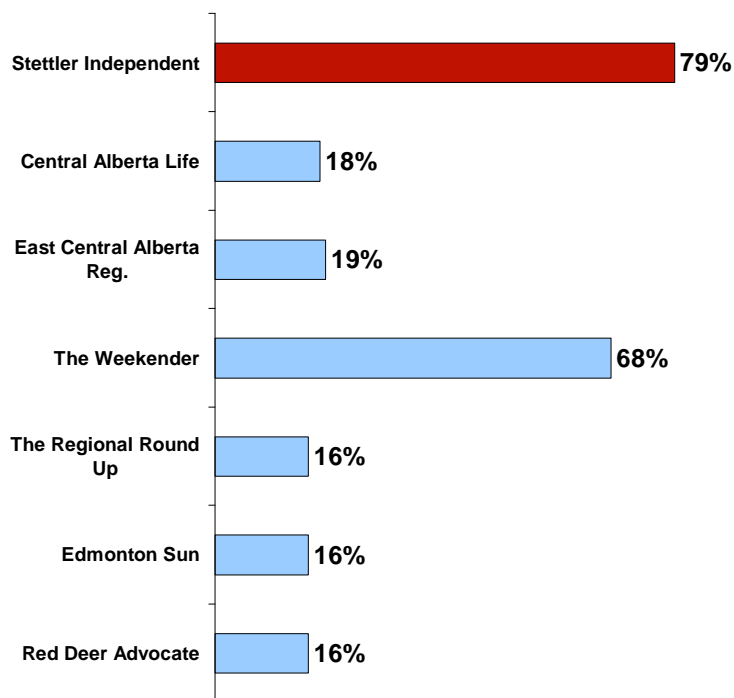


Readership and Demographics

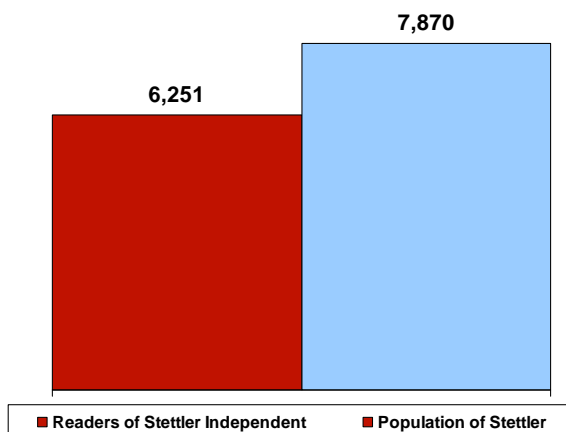
NET READERSHIP*

79% of Stettler adults read any of the last 4 issues of Stettler Independent.



NET READERS

6,251 Stettler adults read any of the last 4 issues of Stettler Independent.



NEWSPAPER READERSHIP

- 90% of Stettler adults read any community newspaper.
- 42% of Stettler adults read any daily newspaper.
- 50% of Stettler adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Stettler Independent

- 82% of females read Stettler Independent.*

GENDER

Male	77%
Female	82%

AGE

18-34 years old	73%
35-49 years old	81%
50+ years old	82%

EDUCATION

High School or less	79%
Tech. or College	77%
University +	85%

HOUSEHOLD INCOME

<\$30K	75%
\$30-49K	80%
>\$50K	80%

RESIDENCE

Own Residence	81%
Rent Residence	68%

FAMILY STATUS

With children	81%
Without children	78%

* 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 Stettler Independent readers said they read their community newspaper for advertising.

	Stettler Independent Readers*	Community Newspaper Readers**
Editorial	32%	31%
Local News	78%	76%
Local Events	57%	57%
Classified	52%	51%
Real Estate	28%	29%
Jobs/Employment	30%	29%
Advertising	32%	32%
Flyers	24%	26%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

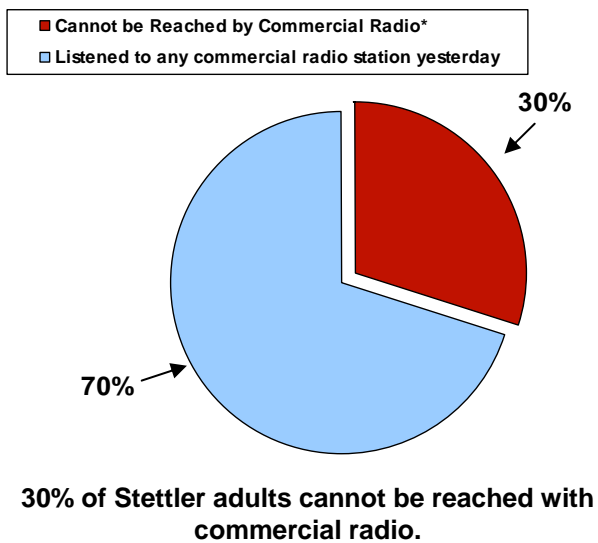
(Read Always Or Sometimes)

44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

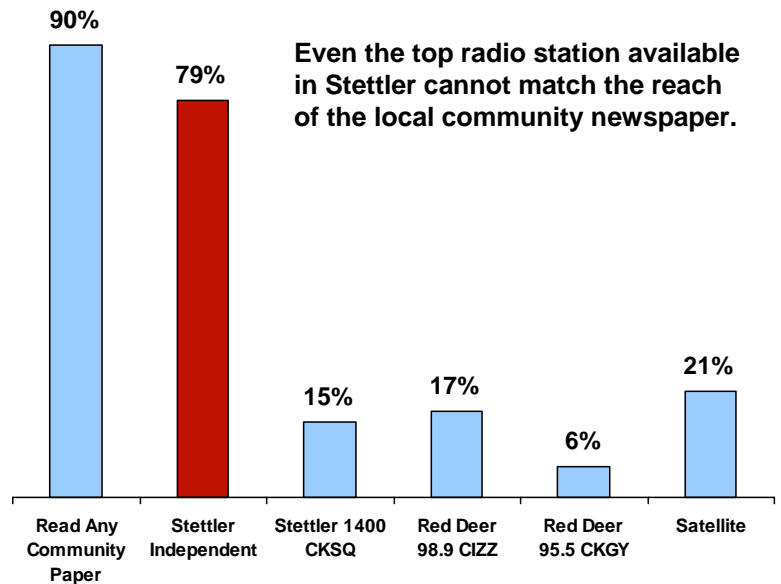
Automotive Supply or Service	44%
Computer Hardware or Software	38%
Department Stores including Clothing	67%
Drug Store or Pharmacy	56%
Fast Food Restaurant	43%
Furniture or Appliances or Electronics	63%
Grocery Store	71%
Home Improvement Store	73%
Investment or Banking Services	26%
Telecommunication and Wireless Products	32%
Other Products or Services	61%

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