

Didsbury Review

Publication: Didsbury Review

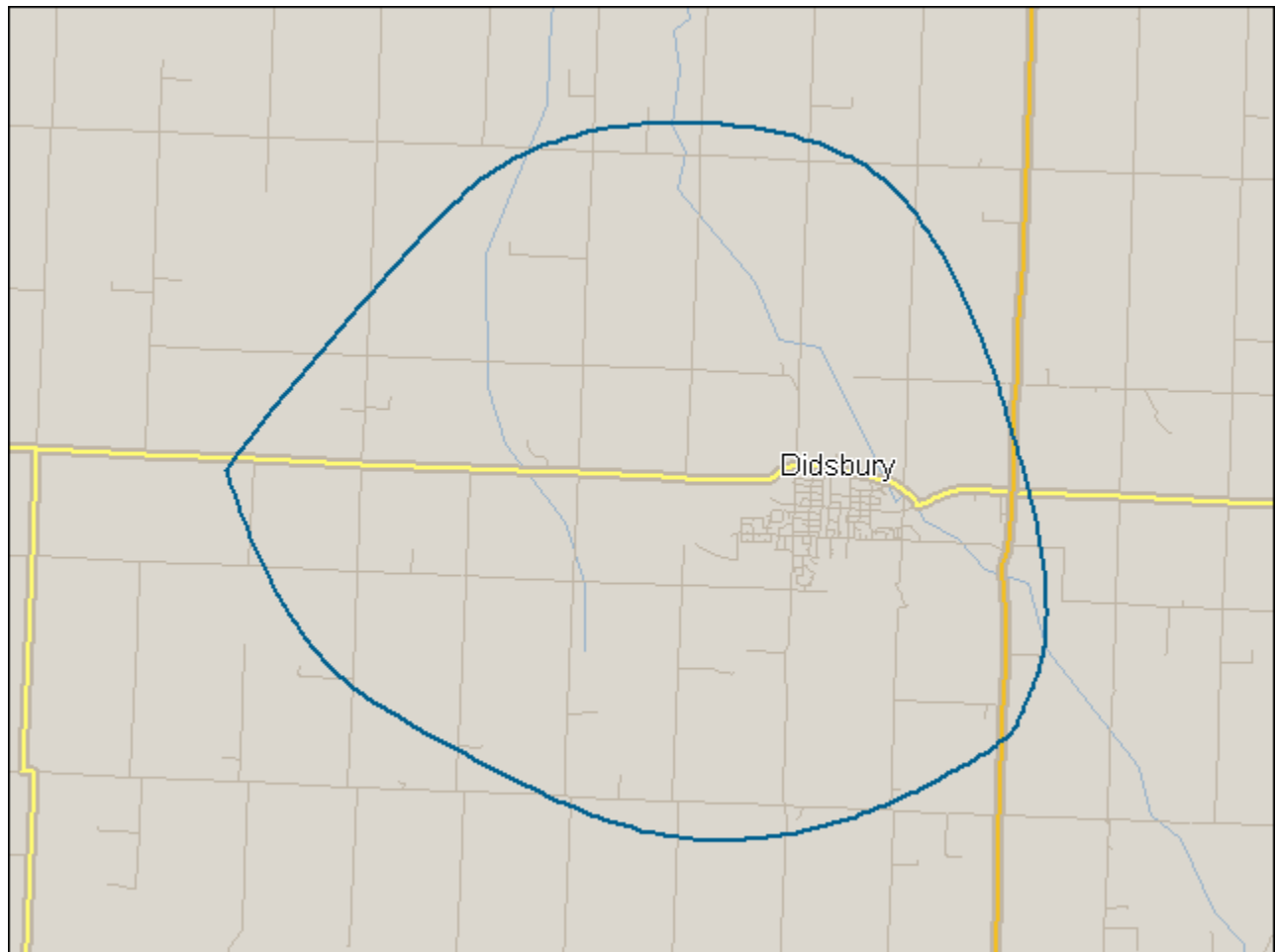
Code: 80101

Market: Didsbury, AB

Population: 3 629

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

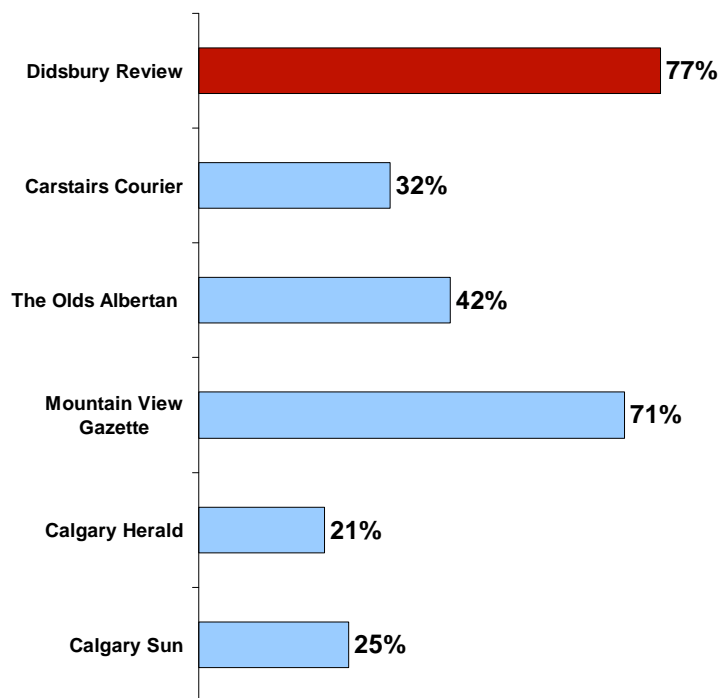


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

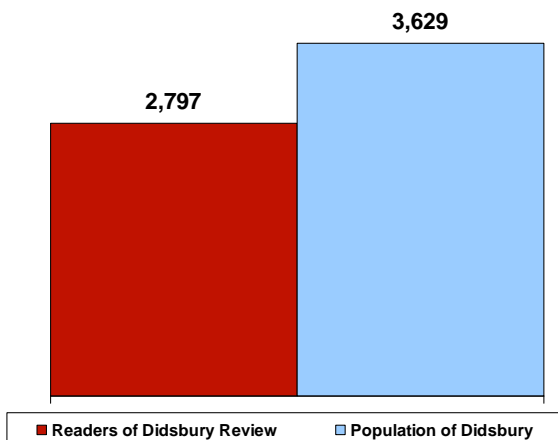
NET READERSHIP*

77% of Didsbury adults read any of the last 4 issues of Didsbury Review.



NET READERS

2,797 Didsbury adults read any of the last 4 issues of Didsbury Review.



NEWSPAPER READERSHIP

- 87% of Didsbury adults read any community newspaper.
- 36% of Didsbury adults read any daily newspaper.
- 54% of Didsbury adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Didsbury Review

- 87% of females read Didsbury Review.*

GENDER

| | |
|--------|-----|
| Male | 67% |
| Female | 87% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 66% |
| 35-49 years old | 71% |
| 50+ years old | 87% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 79% |
| Tech. or College | 77% |
| University + | 81% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 88% |
| \$30-49K | 72% |
| >\$50K | 77% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 77% |
| Rent Residence | 85% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 73% |
| Without children | 79% |

* 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

24% of Didsbury Review readers said they read their community newspaper for advertising.

| | Didsbury Review Readers* | Community Newspaper Readers** |
|-----------------|--------------------------|-------------------------------|
| Editorial | 29% | 27% |
| Local News | 87% | 85% |
| Local Events | 55% | 57% |
| Classified | 31% | 34% |
| Real Estate | 27% | 27% |
| Jobs/Employment | 14% | 15% |
| Advertising | 24% | 24% |
| Flyers | 16% | 18% |

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

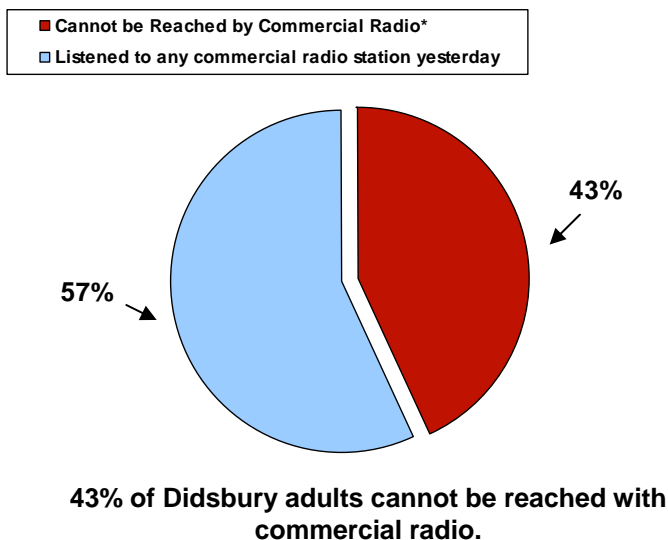
(Read Always Or Sometimes)

41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

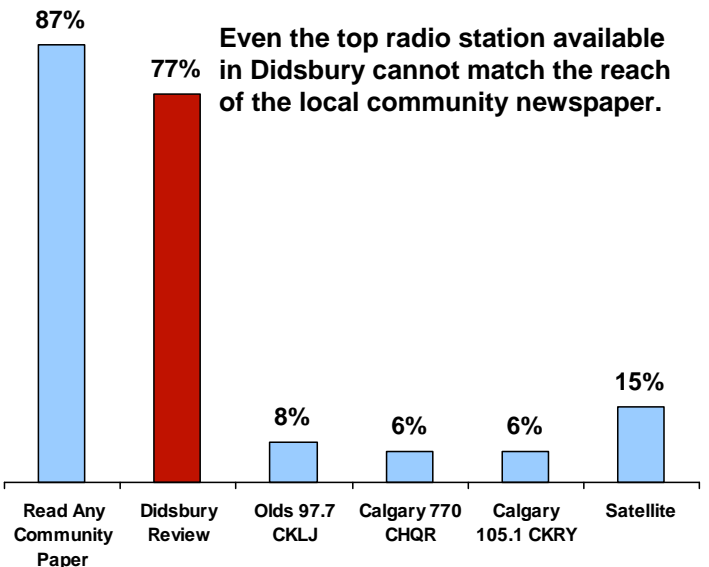
| | |
|-----------------------------------------|-----|
| Automotive Supply or Service | 41% |
| Computer Hardware or Software | 36% |
| Department Stores including Clothing | 52% |
| Drug Store or Pharmacy | 58% |
| Fast Food Restaurant | 29% |
| Furniture or Appliances or Electronics | 55% |
| Grocery Store | 73% |
| Home Improvement Store | 62% |
| Investment or Banking Services | 24% |
| Telecommunication and Wireless Products | 27% |
| Other Products or Services | 52% |

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 2008/2009