

# Pincher Creek Echo

**Publication:** Pincher Creek Echo

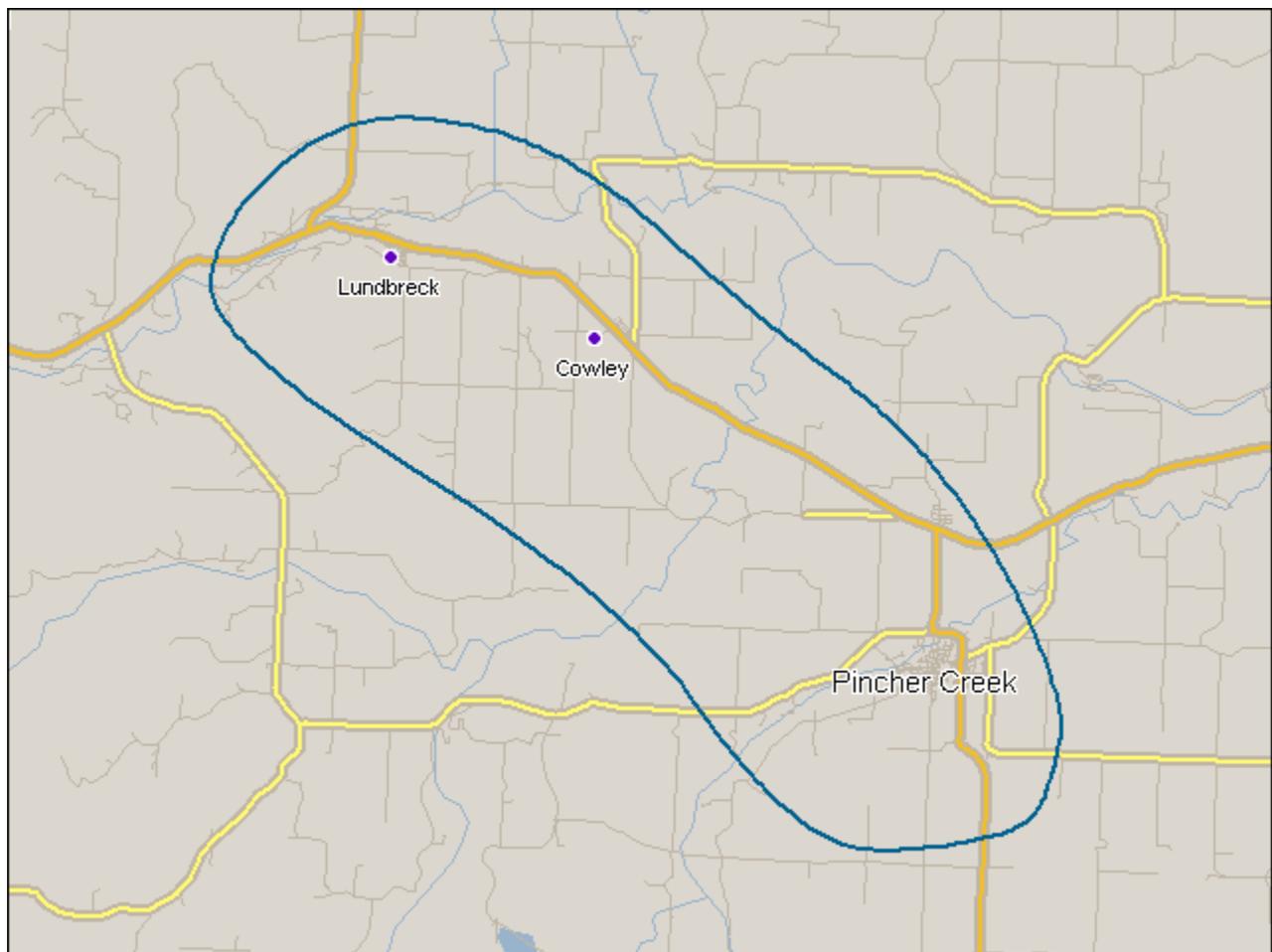
**Code:** 81010

**Market:** Pincher Creek, AB

**Population:** 3 583

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

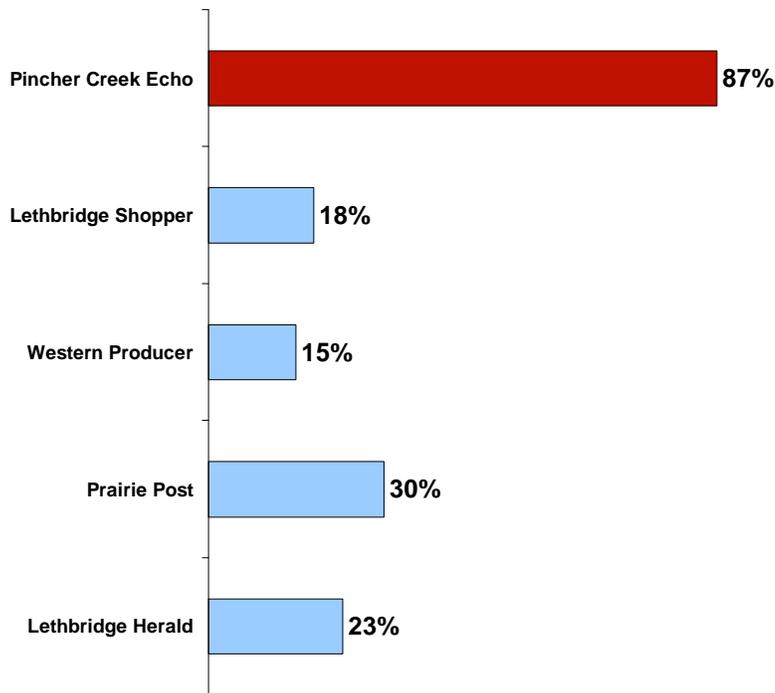


The measurement geography is based on data from Pincher Creek Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

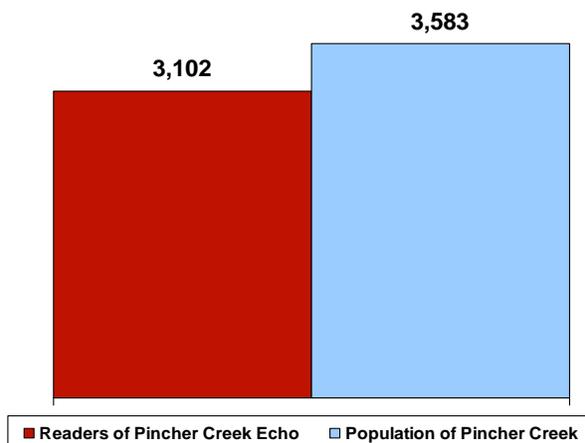
## NET READERSHIP\*

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



## NET READERS

3,102 Pincher Creek adults read any of the last 4 issues of Pincher Creek Echo.



## NEWSPAPER READERSHIP

- 92% of Pincher Creek adults read any community newspaper.
- 23% of Pincher Creek adults read any daily newspaper.
- 69% of Pincher Creek adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Pincher Creek Echo

- 91% of females read Pincher Creek Echo.\*

### GENDER

Male	81%
Female	91%

### AGE

18-34 years old	84%
35-49 years old	91%
50+ years old	85%

### EDUCATION

High School or less	83%
Tech. or College	84%
University +	96%

### HOUSEHOLD INCOME

<\$30K	73%
\$30-49K	86%
>\$50K	84%

### RESIDENCE

Own Residence	87%
Rent Residence	80%

### FAMILY STATUS

With children	92%
Without children	84%

\* 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

34% of Pincher Creek Echo readers said they read their community newspaper for advertising.

	Pincher Creek Echo Readers*	Community Newspaper Readers**
Editorial	48%	48%
Local News	90%	89%
Local Events	74%	74%
Classified	39%	40%
Real Estate	31%	30%
Jobs/Employment	22%	22%
Advertising	34%	33%
Flyers	17%	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)*

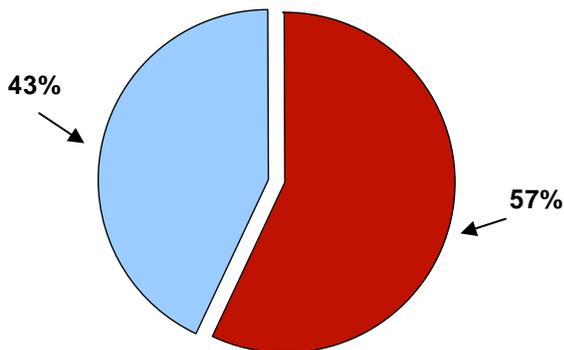
41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	41%
Computer Hardware or Software	35%
Department Stores including Clothing	49%
Drug Store or Pharmacy	53%
Fast Food Restaurant	29%
Furniture or Appliances or Electronics	52%
Grocery Store	60%
Home Improvement Store	56%
Investment or Banking Services	26%
Telecommunication and Wireless Products	28%
Other Products or Services	47%

## COMMUNITY PRINT MEDIA VS. RADIO

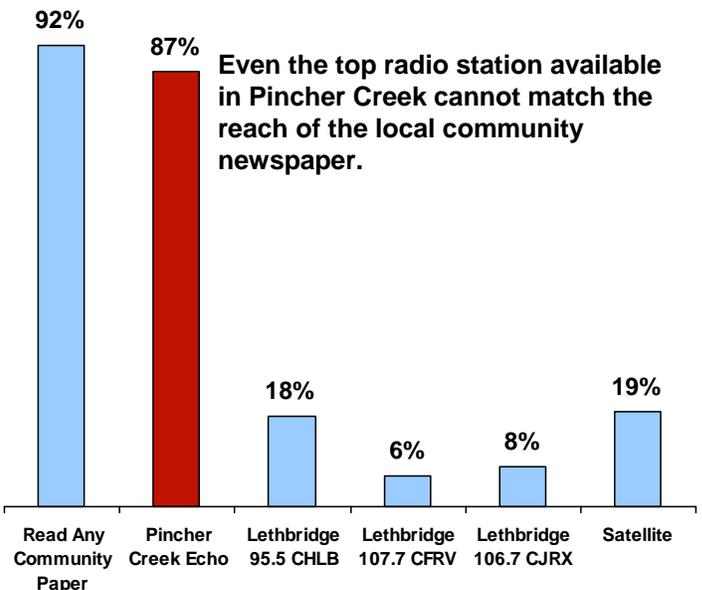
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



57% of Pincher Creek adults cannot be reached by commercial radio.

\*did not listen to radio yesterday or listened to CBC only



Source: ComBase 2008/2009