

Bow Island Commentator

Publication: Bow Island Commentator

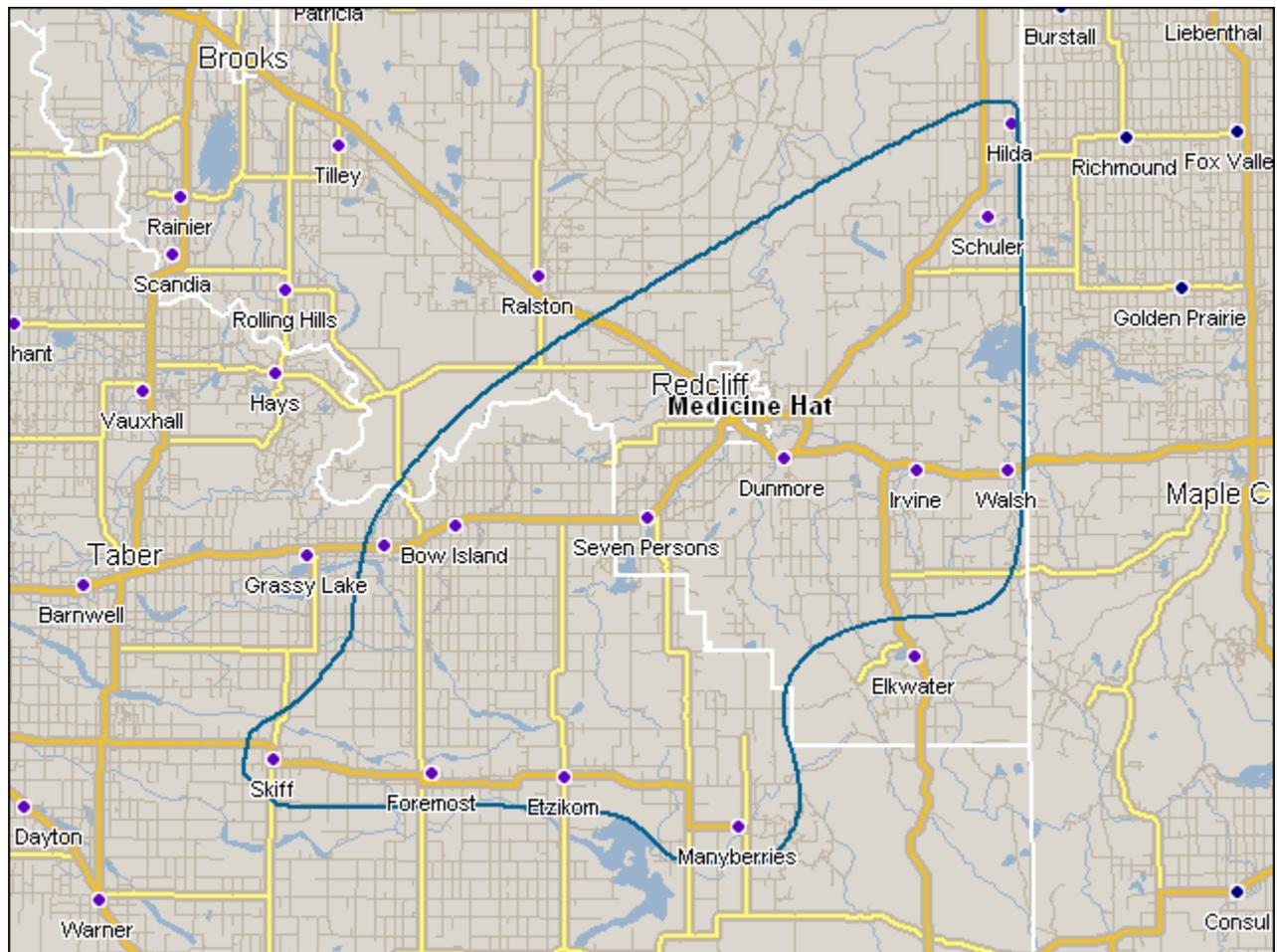
Code: 80032

Market: Bow Island, AB

Population: 10 969

Publishing Day: Tuesday

Source: ComBase 2008 Study

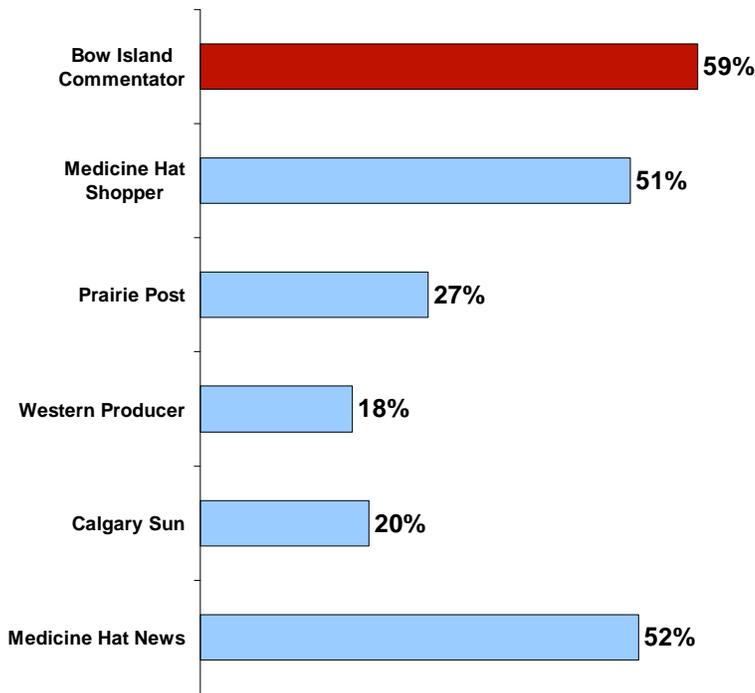


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

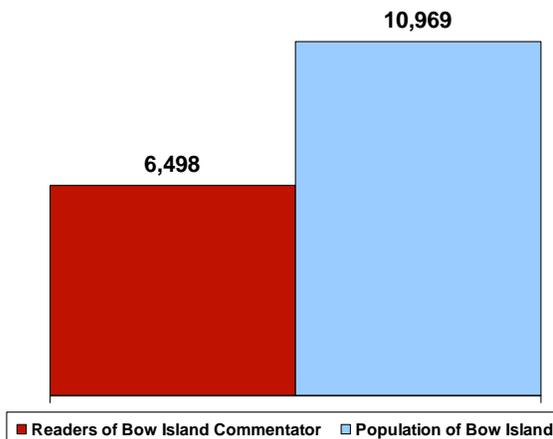
NET READERSHIP*

59% of Bow Island adults read any of the last 4 issues of Bow Island Commentator.



NET READERS

6,498 Bow Island adults read any of the last 4 issues of Bow Island Commentator.



NEWSPAPER READERSHIP

- 83% of Bow Island adults read any community newspaper.
- 63% of Bow Island adults read any daily newspaper.
- 28% of Bow Island adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Bow Island Commentator

- 60% of females read Bow Island Commentator.*

GENDER

Male	58%
Female	60%

AGE

18-34 years old	50%
35-49 years old	60%
50+ years old	67%

EDUCATION

High School or less	56%
Tech. or College	56%
University +	73%

HOUSEHOLD INCOME

<\$30K	62%
\$30-49K	49%
>\$50K	57%

RESIDENCE

Own Residence	62%
Rent Residence	42%

FAMILY STATUS

With children	56%
Without children	61%

* 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

27% of Bow Island Commentator readers said they read their community newspaper for advertising.

	Bow Island Commentator Readers*	Community Newspaper Readers**
Editorial	32%	30%
Local News	76%	75%
Local Events	53%	50%
Classified	35%	39%
Real Estate	18%	19%
Jobs/Employment	22%	20%
Advertising	27%	26%
Flyers	24%	22%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

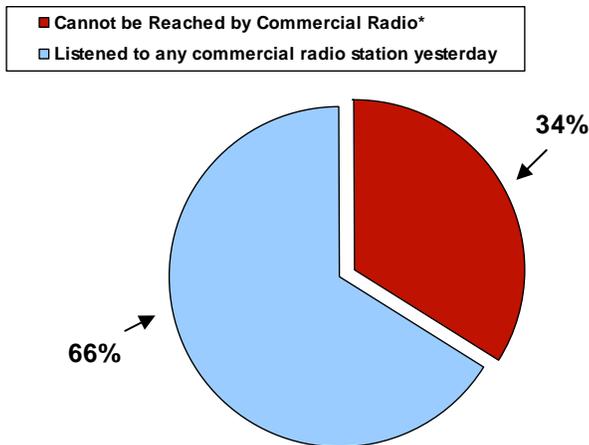
(Read Always Or Sometimes)

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	43%
Department Stores including Clothing	69%
Drug Store or Pharmacy	57%
Fast Food Restaurant	41%
Furniture or Appliances or Electronics	67%
Grocery Store	71%
Home Improvement Store	73%
Investment or Banking Services	31%
Telecommunication and Wireless Products	38%
Other Products or Services	63%

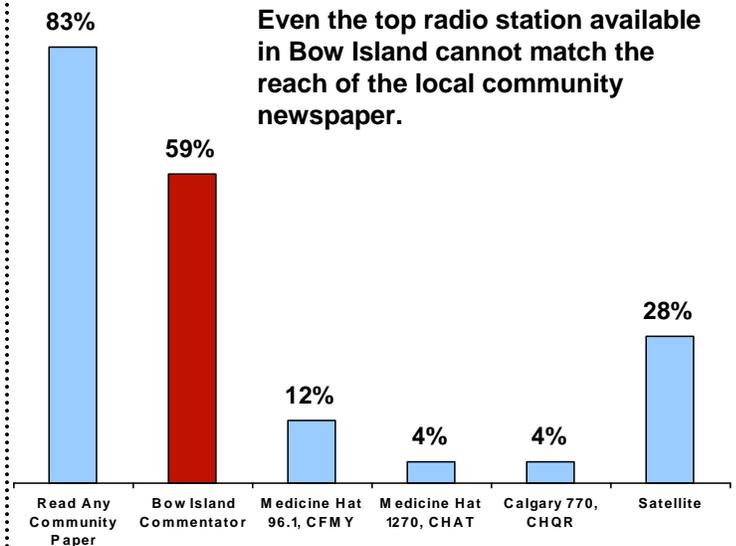
COMMUNITY PRINT MEDIA VS. RADIO

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.



34% of Bow Island adults cannot be reached with commercial radio.

Even the top radio station available in Bow Island cannot match the reach of the local community newspaper.



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

Source: ComBase 2008