

Rocky Mountain Outlook

Publication: Rocky Mountain Outlook

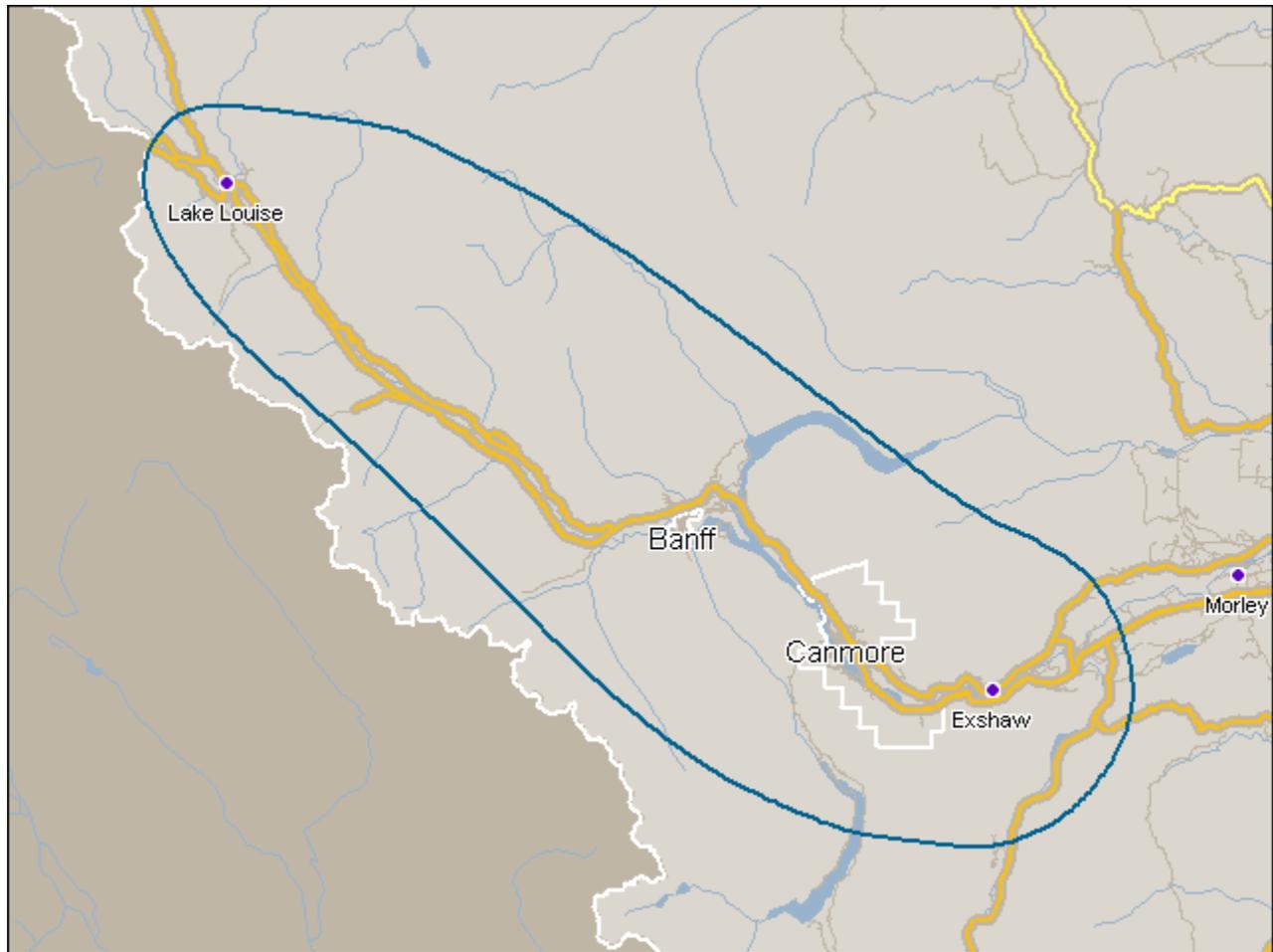
Code: 80411

Market: Canmore, AB

Population: 16 662

Publishing Day: Thursday

Source: ComBase 2008/2009 Study

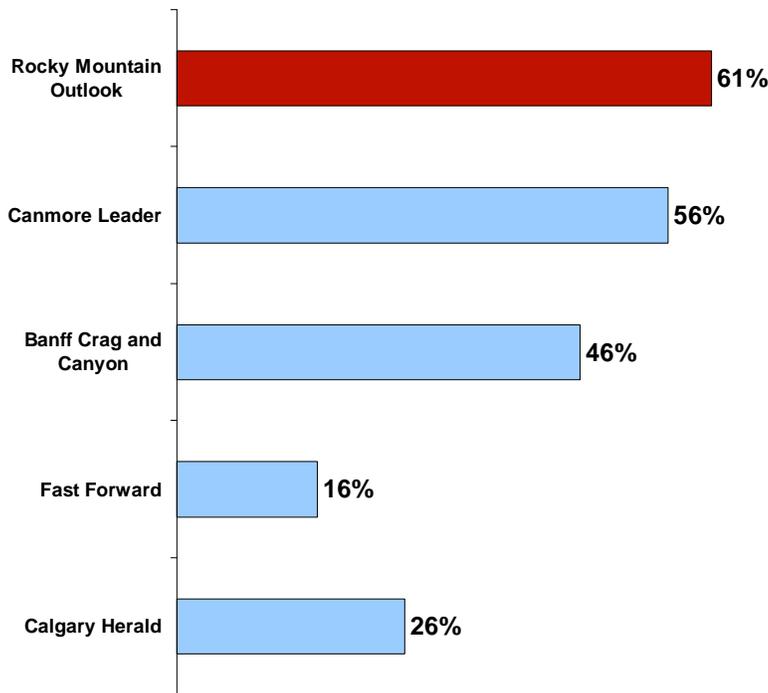


The measurement geography is based on data from Canmore Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

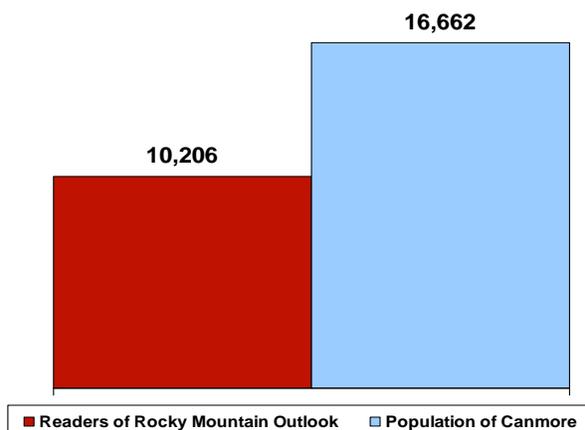
NET READERSHIP*

61% of Canmore adults read any of the last 4 issues of Rocky Mountain Outlook.



NET READERS

10,206 Canmore adults read any of the last 4 issues of Rocky Mountain Outlook.



NEWSPAPER READERSHIP

- 86% of Canmore adults read any community newspaper.
- 34% of Canmore adults read any daily newspaper.
- 55% of Canmore adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Rocky Mountain Outlook

- 69% of females read Rocky Mountain Outlook.*

GENDER

| | |
|--------|-----|
| Male | 54% |
| Female | 69% |

AGE

| | |
|-----------------|-----|
| 18-34 years old | 68% |
| 35-49 years old | 53% |
| 50+ years old | 61% |

EDUCATION

| | |
|---------------------|-----|
| High School or less | 59% |
| Tech. or College | 54% |
| University + | 70% |

HOUSEHOLD INCOME

| | |
|----------|-----|
| <\$30K | 26% |
| \$30-49K | 77% |
| >\$50K | 66% |

RESIDENCE

| | |
|----------------|-----|
| Own Residence | 67% |
| Rent Residence | 54% |

FAMILY STATUS

| | |
|------------------|-----|
| With children | 59% |
| Without children | 63% |

* 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

29% of Rocky Mountain Outlook readers said they read their community newspaper for advertising.

| | Rocky Mountain Outlook Readers* | Community Newspaper Readers** |
|-----------------|---------------------------------|-------------------------------|
| Editorial | 47% | 44% |
| Local News | 91% | 86% |
| Local Events | 84% | 78% |
| Classified | 35% | 32% |
| Real Estate | 25% | 29% |
| Jobs/Employment | 27% | 28% |
| Advertising | 29% | 31% |
| Flyers | 17% | 16% |

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

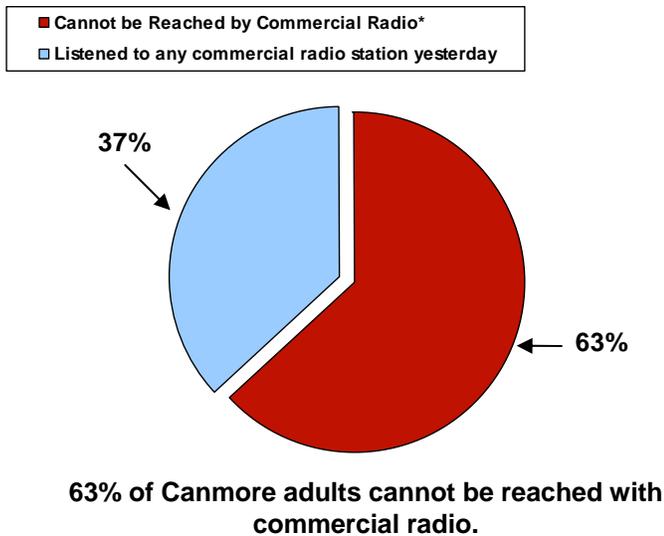
(Read Always Or Sometimes)

25% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

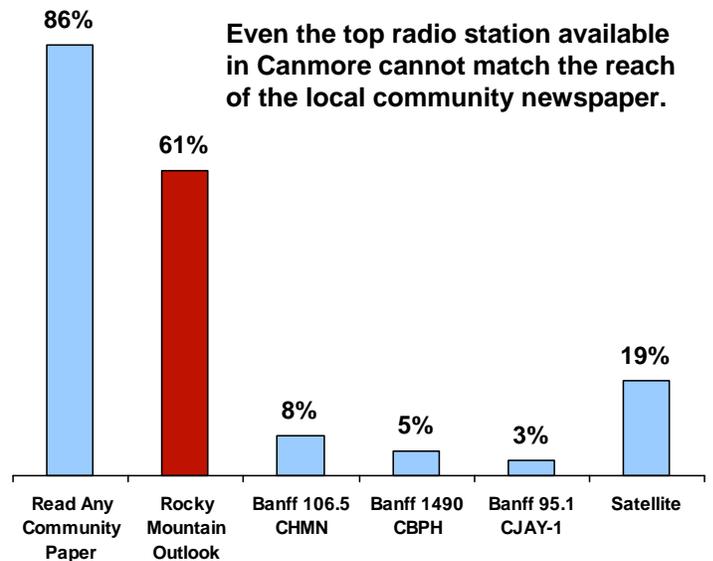
| | |
|-----------------------------------------|-----|
| Automotive Supply or Service | 25% |
| Computer Hardware or Software | 35% |
| Department Stores including Clothing | 38% |
| Drug Store or Pharmacy | 38% |
| Fast Food Restaurant | 24% |
| Furniture or Appliances or Electronics | 41% |
| Grocery Store | 50% |
| Home Improvement Store | 45% |
| Investment or Banking Services | 22% |
| Telecommunication and Wireless Products | 23% |
| Other Products or Services | 33% |

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