

# Cochrane Times

**Publication:** Cochrane Times

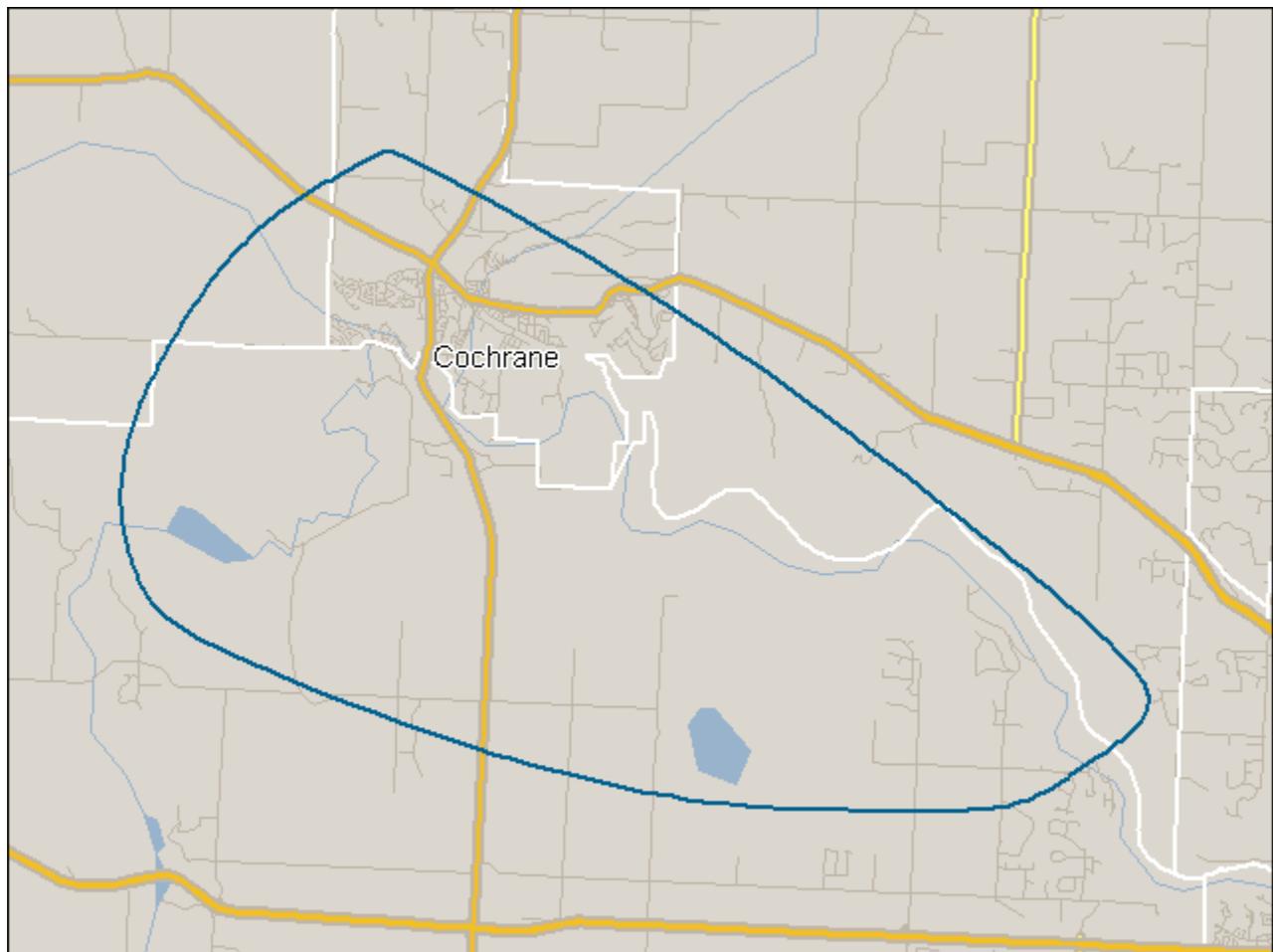
**Code:** 80204

**Market:** Cochrane, AB

**Population:** 10 195

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

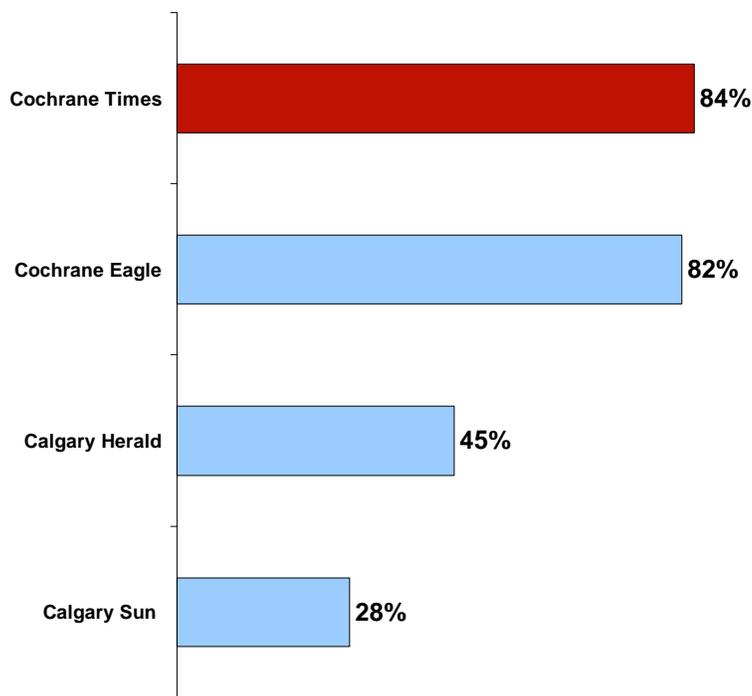


The measurement geography is based on data from Cochrane Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

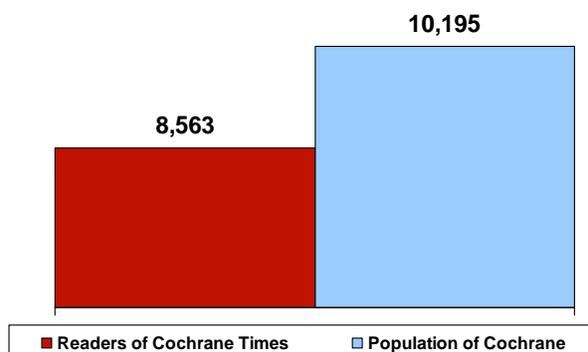
## NET READERSHIP\*

84% of Cochrane adults read any of the last 4 issues of Cochrane Times.



## NET READERS

8,563 Cochrane adults read any of the last 4 issues of Cochrane Times.



## NEWSPAPER READERSHIP

- 90% of Cochrane adults read any community newspaper.
- 56% of Cochrane adults read any daily newspaper.
- 39% of Cochrane adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Cochrane Times

- 89% of females read Cochrane Times.\*

### GENDER

Male	78%
Female	89%

### AGE

18-34 years old	75%
35-49 years old	88%
50+ years old	85%

### EDUCATION

High School or less	78%
Tech. or College	90%
University +	86%

### HOUSEHOLD INCOME

<\$30K	67%
\$30-49K	83%
>\$50K	87%

### RESIDENCE

Own Residence	85%
Rent Residence	87%

### FAMILY STATUS

With children	84%
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

25% of Cochrane Times readers said they read their community newspaper for advertising.

	Cochrane Times Readers*	Community Newspaper Readers**
Editorial	27%	27%
Local News	74%	73%
Local Events	56%	57%
Classified	28%	28%
Real Estate	28%	29%
Jobs/Employment	20%	19%
Advertising	25%	26%
Flyers	17%	18%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

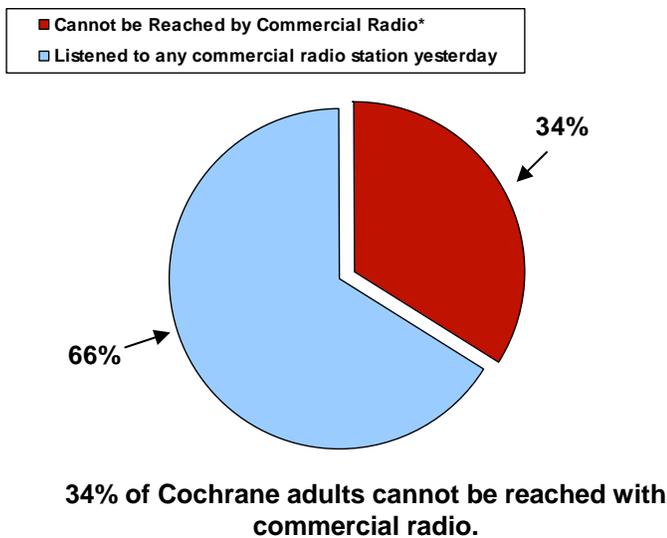
*(Read Always Or Sometimes)*

39% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

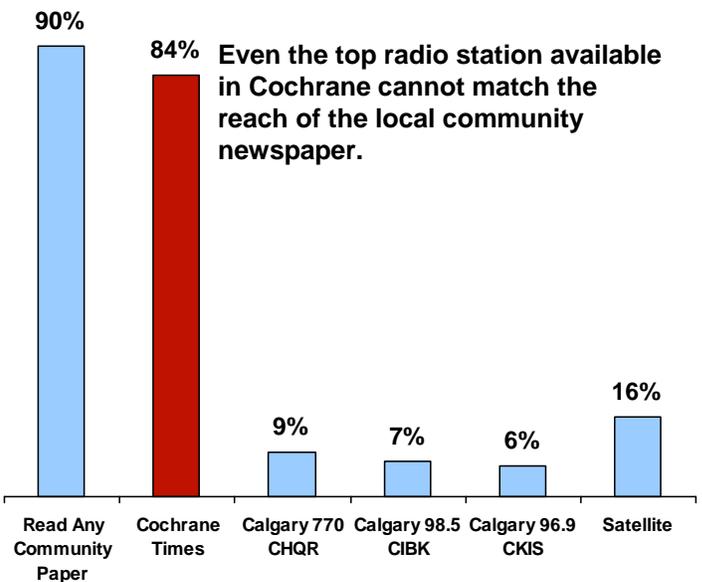
Automotive Supply or Service	39%
Computer Hardware or Software	39%
Department Stores including Clothing	53%
Drug Store or Pharmacy	51%
Fast Food Restaurant	32%
Furniture or Appliances or Electronics	57%
Grocery Store	65%
Home Improvement Store	59%
Investment or Banking Services	28%
Telecommunication and Wireless Products	30%
Other Products or Services	57%

## 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