

# Eckville Echo

**Publication:** Eckville Echo

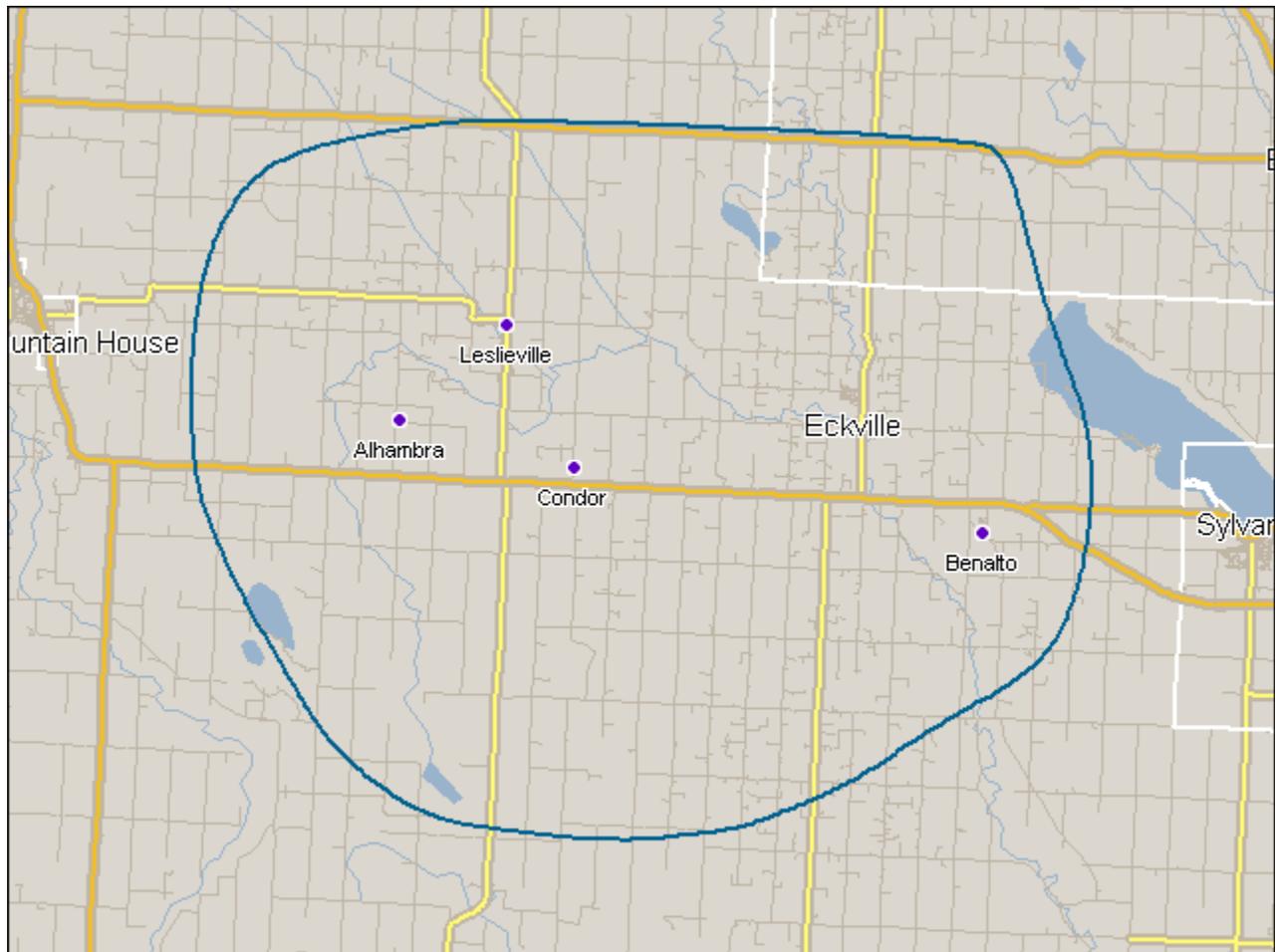
**Code:** 80092

**Market:** Eckville, AB

**Population:** 3 640

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

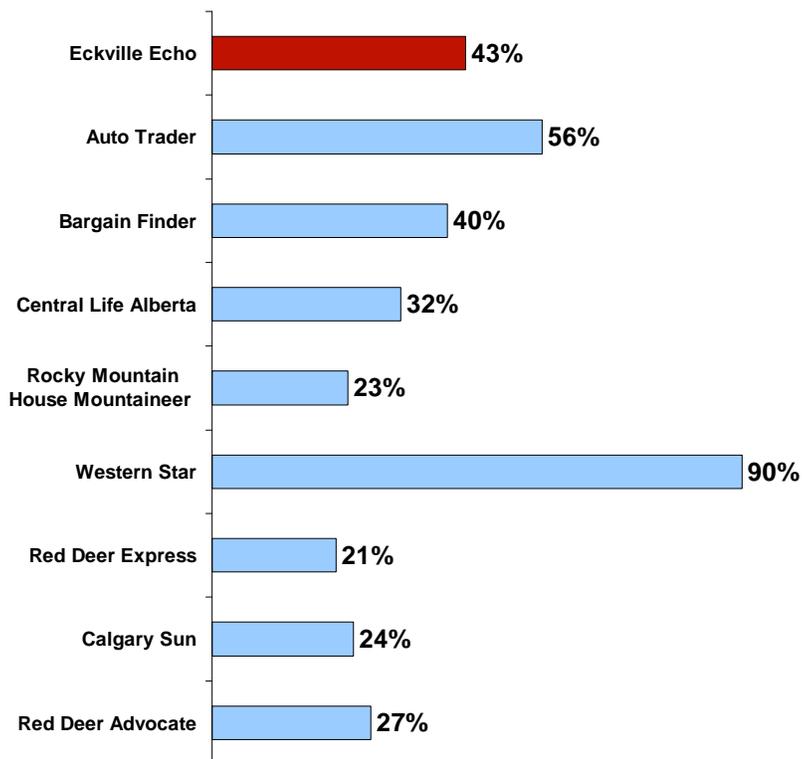


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

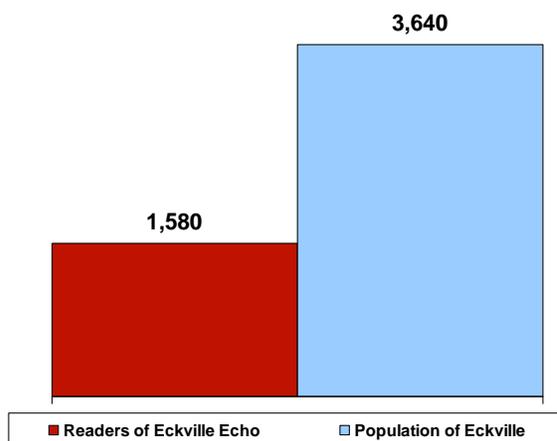
## NET READERSHIP\*

43% of Eckville adults read any of the last 4 issues of Eckville Echo.



## NET READERS

1,580 Eckville adults read any of the last 4 issues of Eckville Echo.



## NEWSPAPER READERSHIP

- 97% of Eckville adults read any community newspaper.
- 35% of Eckville adults read any daily newspaper.
- 62% of Eckville adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Eckville Echo

- 74% of females read Eckville Echo.\*

### GENDER

Male	24%
Female	74%

### AGE

18-34 years old	10%
35-49 years old	82%
50+ years old	61%

### EDUCATION

High School or less	59%
Tech. or College	10%
University +	86%

### HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	63%
>\$50K	55%

### RESIDENCE

Own Residence	41%
Rent Residence	100%

### FAMILY STATUS

With children	20%
Without children	70%

\* 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

18% of Eckville Echo readers said they read their community newspaper for advertising.

	Eckville Echo Readers*	Community Newspaper Readers**
Editorial	16%	12%
Local News	50%	33%
Local Events	69%	43%
Classified	57%	34%
Real Estate	49%	27%
Jobs/Employment	17%	11%
Advertising	18%	13%
Flyers	13%	10%

\*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)*

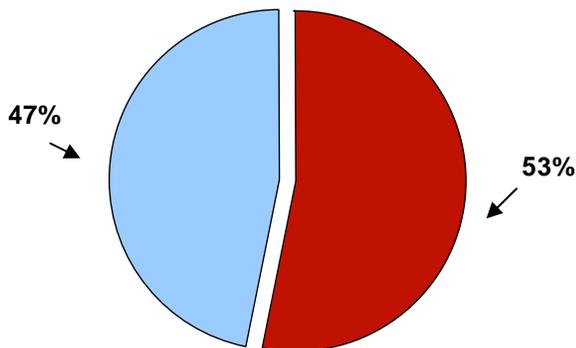
70% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	70%
Computer Hardware or Software	30%
Department Stores including Clothing	47%
Drug Store or Pharmacy	38%
Fast Food Restaurant	14%
Furniture or Appliances or Electronics	83%
Grocery Store	47%
Home Improvement Store	79%
Investment or Banking Services	61%
Telecommunication and Wireless Products	65%
Other Products or Services	43%

## COMMUNITY PRINT MEDIA VS. RADIO

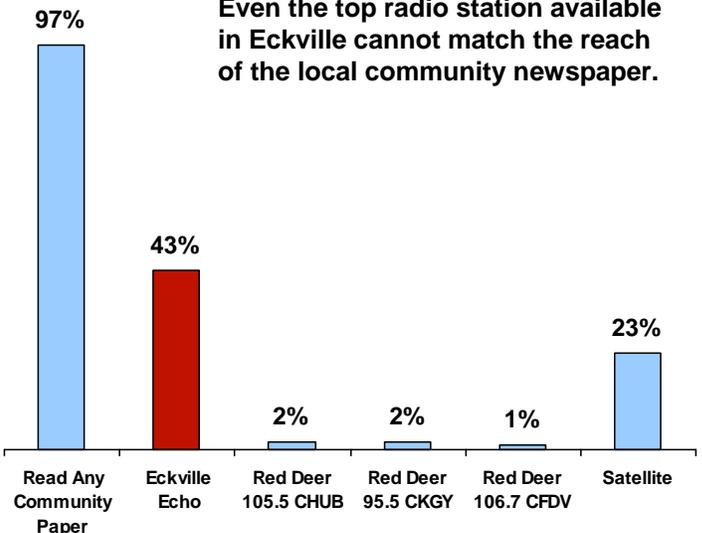
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



53% of Eckville adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008/2009