

Smoky River Express

Publication: Smoky River Express

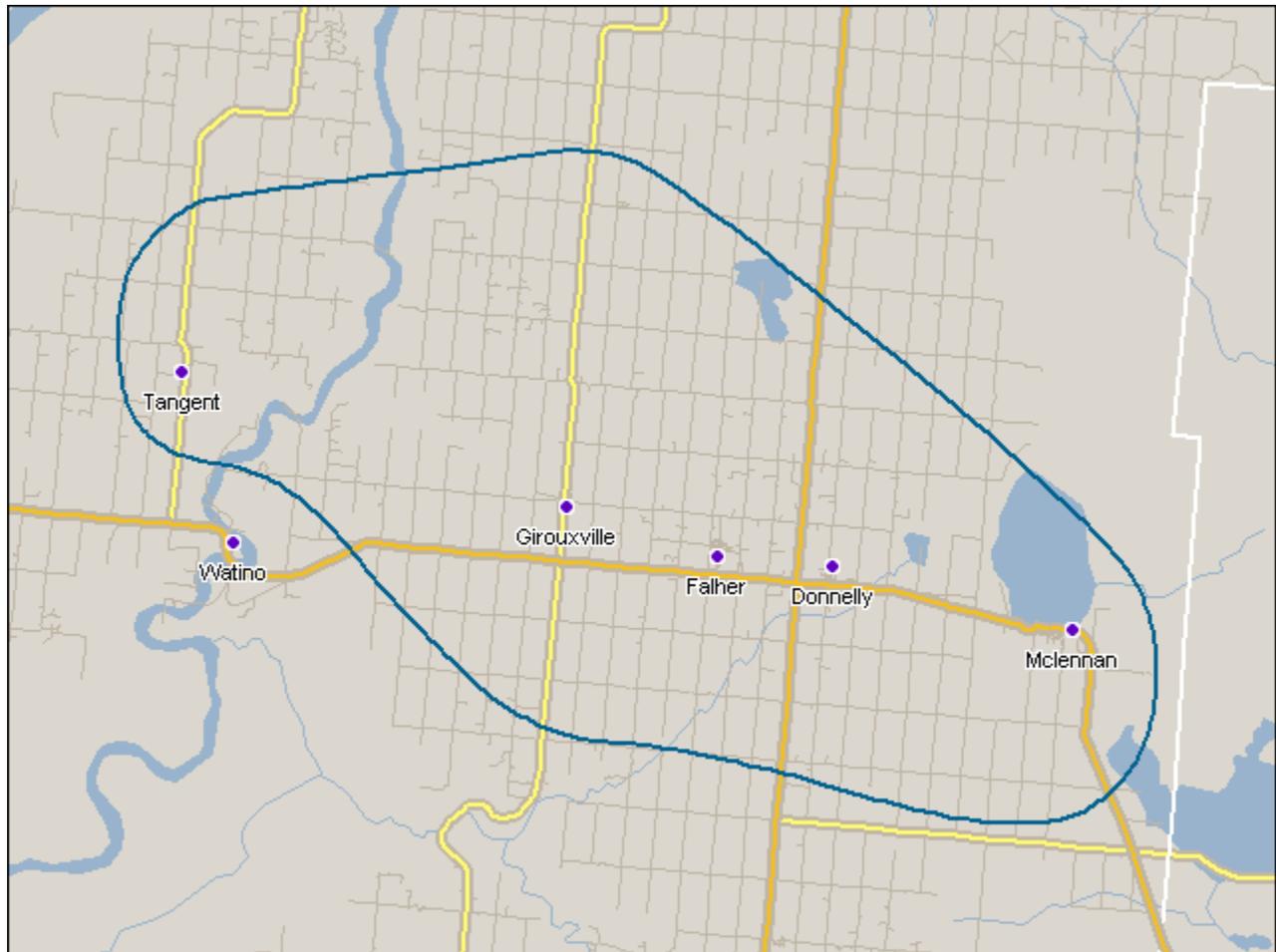
Code: 80930

Market: Falher, AB

Population: 2 812

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

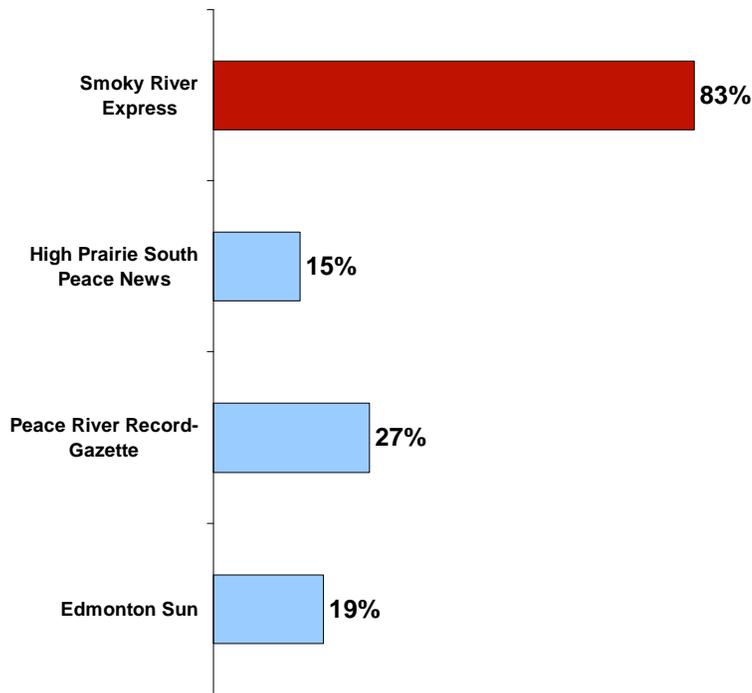


The measurement geography is based on data from Falher Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

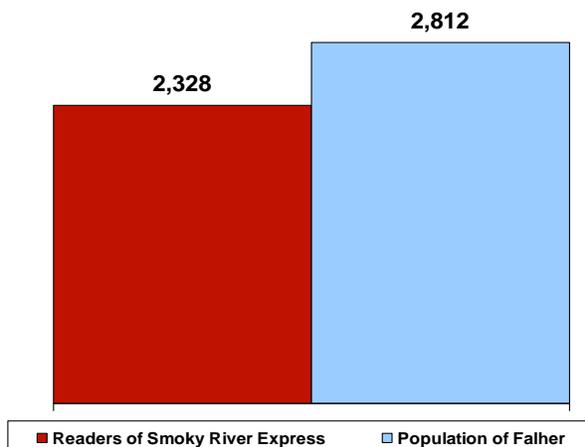
NET READERSHIP*

83% of Falher adults read any of the last 4 issues of Smoky River Express.



NET READERS

2,328 Falher adults read any of the last 4 issues of Smoky River Express.



NEWSPAPER READERSHIP

- 86% of Falher adults read any community newspaper.
- 26% of Falher adults read any daily newspaper.
- 64% of Falher adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Smoky River Express

- 82% of females read Smoky River Express.*

GENDER

Male	83%
Female	82%

AGE

18-34 years old	88%
35-49 years old	82%
50+ years old	80%

EDUCATION

High School or less	80%
Tech. or College	87%
University +	91%

HOUSEHOLD INCOME

<\$30K	80%
\$30-49K	89%
>\$50K	89%

RESIDENCE

Own Residence	86%
Rent Residence	59%

FAMILY STATUS

With children	88%
Without children	80%

* 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

52% of Smoky River Express readers said they read their community newspaper for advertising.

	Smoky River Express Readers*	Community Newspaper Readers**
Editorial	51%	49%
Local News	91%	89%
Local Events	77%	77%
Classified	44%	43%
Real Estate	28%	27%
Jobs/Employment	26%	27%
Advertising	52%	50%
Flyers	31%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

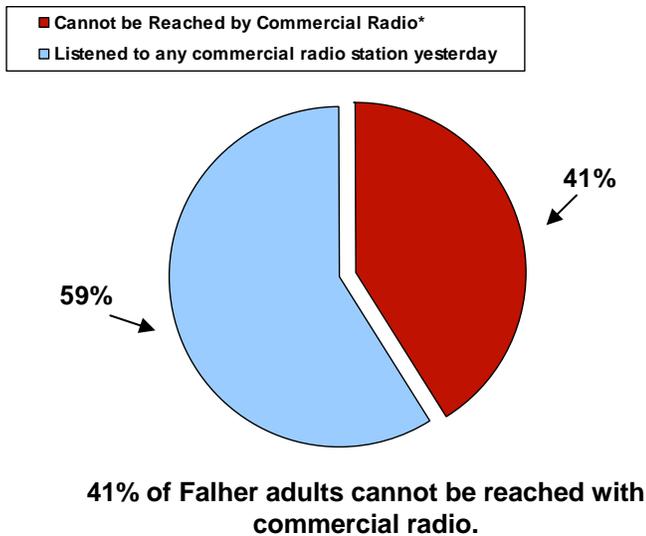
(Read Always Or Sometimes)

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

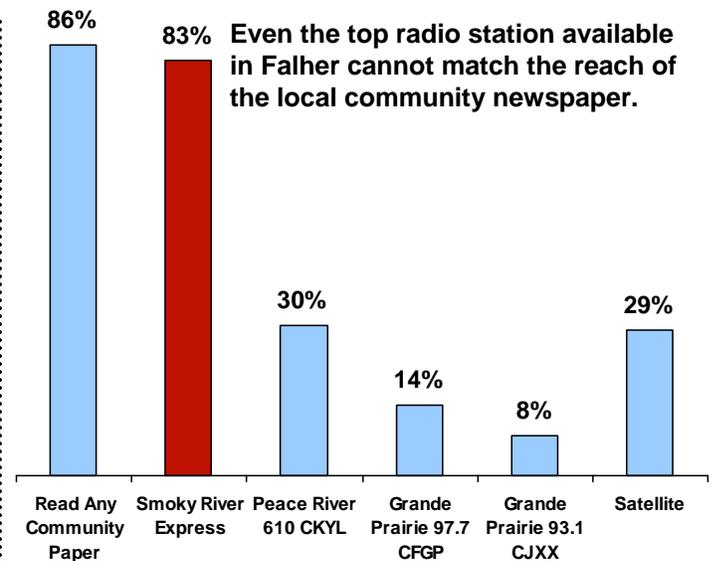
Automotive Supply or Service	46%
Computer Hardware or Software	35%
Department Stores including Clothing	50%
Drug Store or Pharmacy	51%
Fast Food Restaurant	25%
Furniture or Appliances or Electronics	55%
Grocery Store	68%
Home Improvement Store	60%
Investment or Banking Services	39%
Telecommunication and Wireless Products	28%
Other Products or Services	46%

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