

High River Times

Publication: High River Times

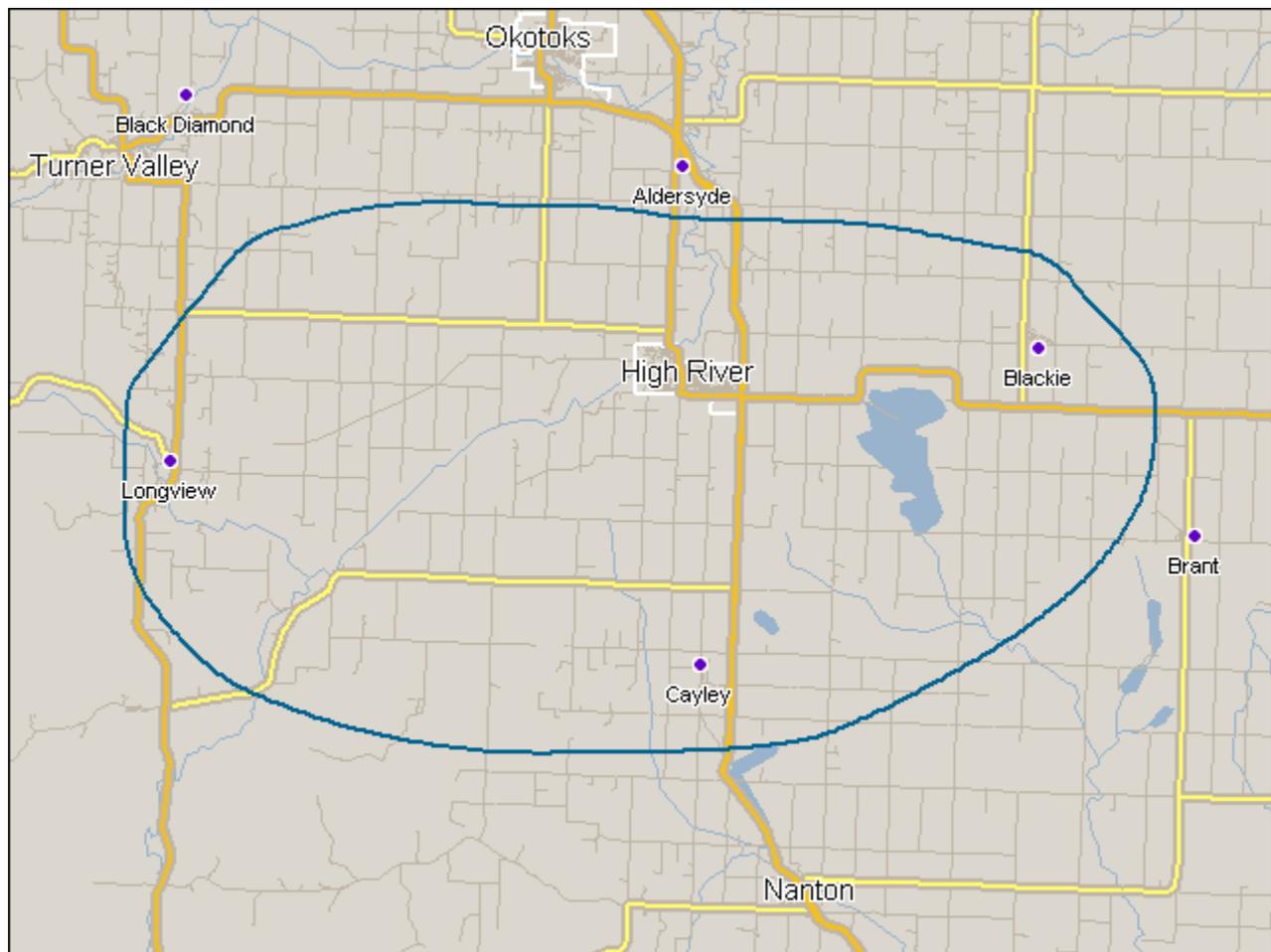
Code: 80065

Market: High River, AB

Population: 11 449

Publishing Days: Tuesday, Friday

Source: ComBase 2008/2009 Study

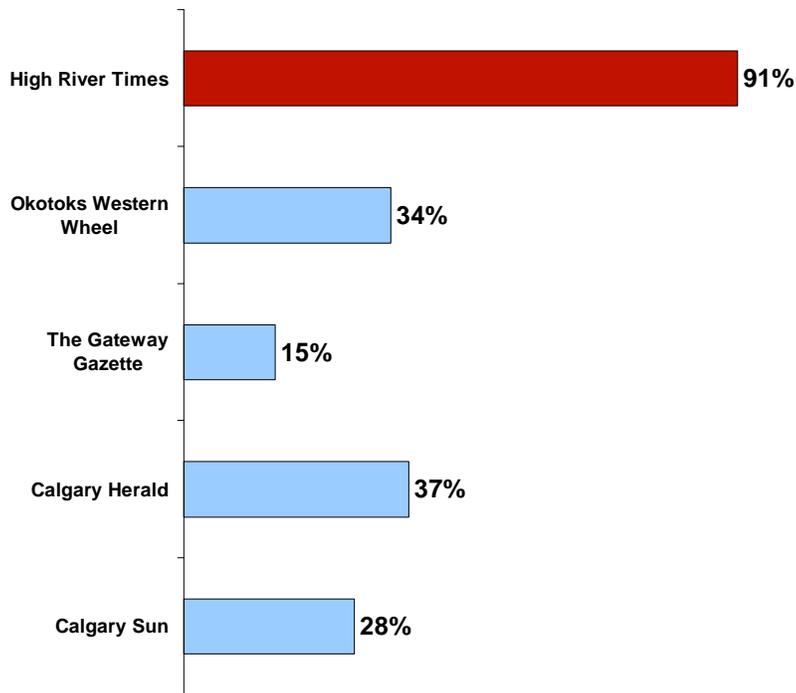


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

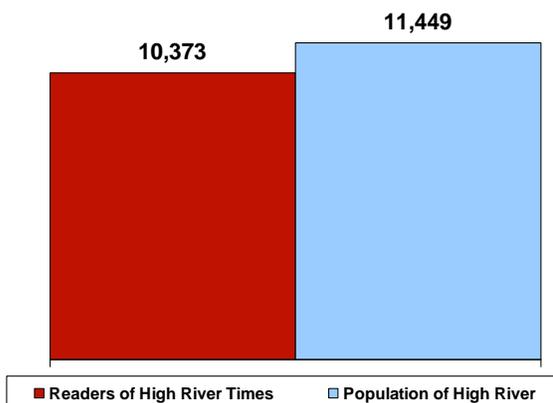
NET READERSHIP*

91% of High River adults read any of the last 4 issues of High River Times.



NET READERS

10,373 High River adults read any of the last 4 issues of High River Times.



NEWSPAPER READERSHIP

- 96% of High River adults read any community newspaper.
- 51% of High River adults read any daily newspaper.
- 46% of High River adults can only be reached with community newspapers.

READER DEMOGRAPHICS: High River Times

- 91% of females read High River Times.*

GENDER

Male	90%
Female	91%

AGE

18-34 years old	82%
35-49 years old	90%
50+ years old	93%

EDUCATION

High School or less	87%
Tech. or College	97%
University +	92%

HOUSEHOLD INCOME

<\$30K	100%
\$30-49K	97%
>\$50K	89%

RESIDENCE

Own Residence	95%
Rent Residence	64%

FAMILY STATUS

With children	90%
Without children	91%

* 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

32% of High River Times readers said they read their community newspaper for advertising.

	High River Times Readers*	Community Newspaper Readers**
Editorial	37%	36%
Local News	89%	88%
Local Events	63%	62%
Classified	37%	38%
Real Estate	22%	22%
Jobs/Employment	22%	21%
Advertising	29%	28%
Flyers	24%	23%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

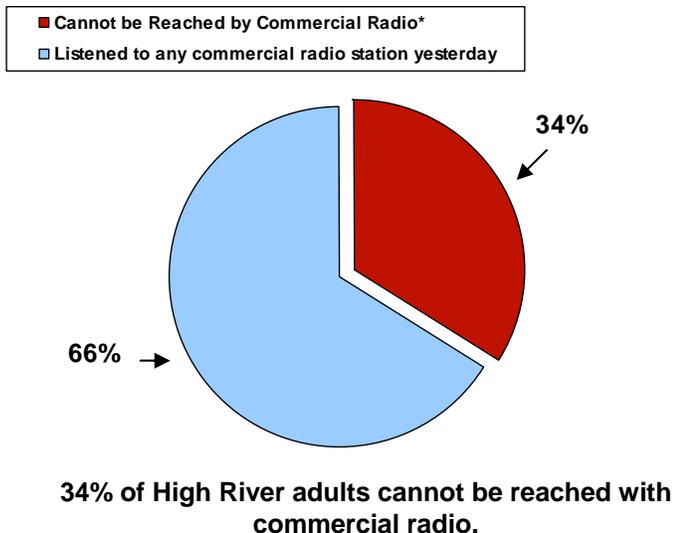
(Read Always Or Sometimes)

37% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	37%
Computer Hardware or Software	38%
Department Stores including Clothing	58%
Drug Store or Pharmacy	55%
Fast Food Restaurant	30%
Furniture or Appliances or Electronics	58%
Grocery Store	64%
Home Improvement Store	62%
Investment or Banking Services	25%
Telecommunication and Wireless Products	27%
Other Products or Services	57%

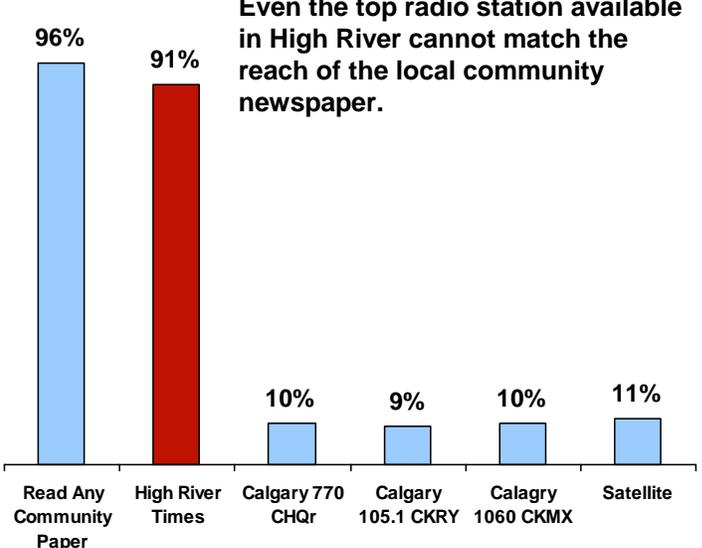
COMMUNITY PRINT MEDIA VS. RADIO

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

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



Source: ComBase 2008/2009