

Okotoks Western Wheel

Publication: Okotoks Western Wheel

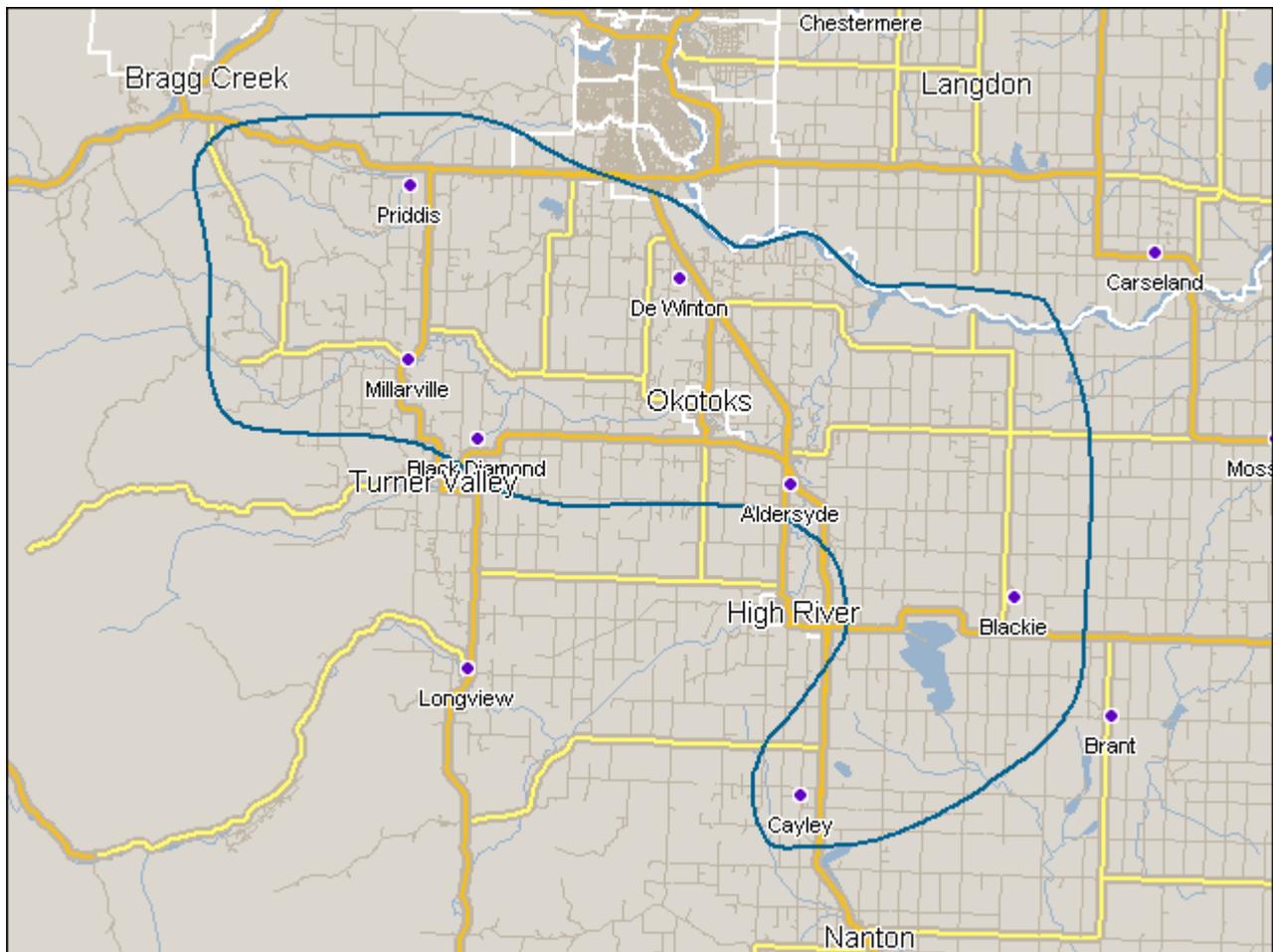
Code: 80019

Market: Okotoks, AB

Population: 25 974

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

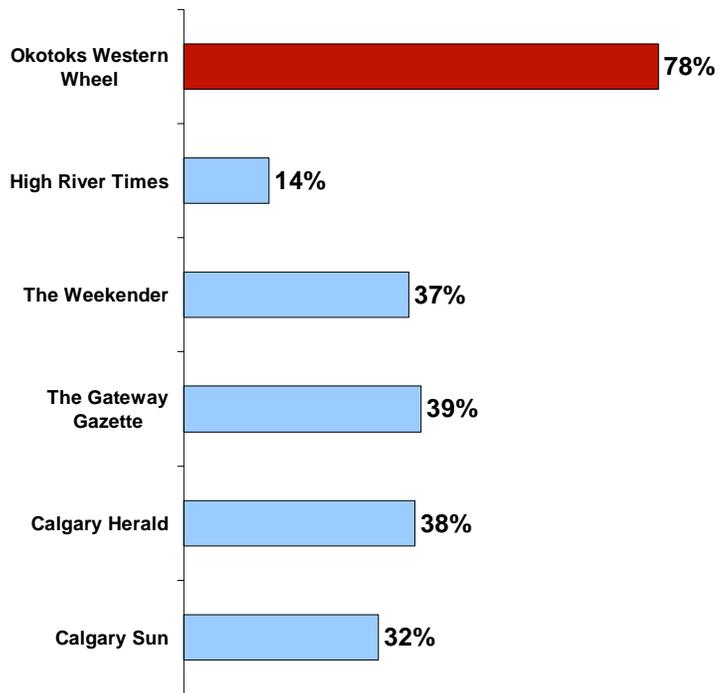


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

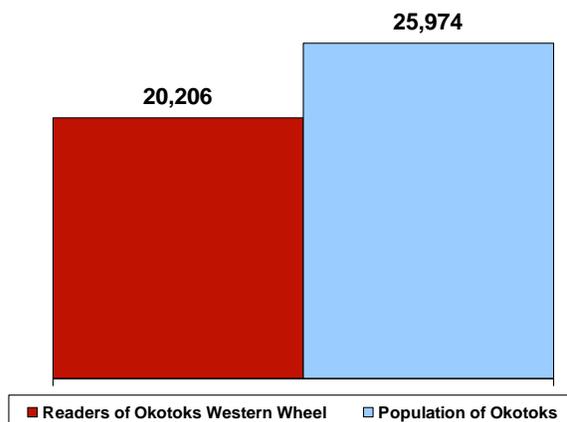
NET READERSHIP*

78% of Okotoks adults read any of the last 4 issues of Okotoks Western Wheel.



NET READERS

20,206 MARKET adults read any of the last 4 issues of Okotoks Western Wheel.



NEWSPAPER READERSHIP

- 89% of Okotoks adults read any community newspaper.
- 59% of Okotoks adults read any daily newspaper.
- 35% of Okotoks adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Okotoks Western Wheel

- 79% of females read Okotoks Western Wheel.*

GENDER

Male	76%
Female	79%

AGE

18-34 years old	59%
35-49 years old	91%
50+ years old	79%

EDUCATION

High School or less	66%
Tech. or College	82%
University +	90%

HOUSEHOLD INCOME

<\$30K	41%
\$30-49K	58%
>\$50K	84%

RESIDENCE

Own Residence	79%
Rent Residence	66%

FAMILY STATUS

With children	88%
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

MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

34% of Okotoks Western Wheel readers said the main reason for reading the paper is advertising.

	Okotoks Western Wheel Readers*	Community Newspaper Readers**
Editorial	36%	37%
Local News	92%	89%
Local Events	76%	74%
Classified	44%	43%
Real Estate	37%	36%
Jobs/Employment	23%	24%
Advertising	34%	33%
Flyers	30%	30%

*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)

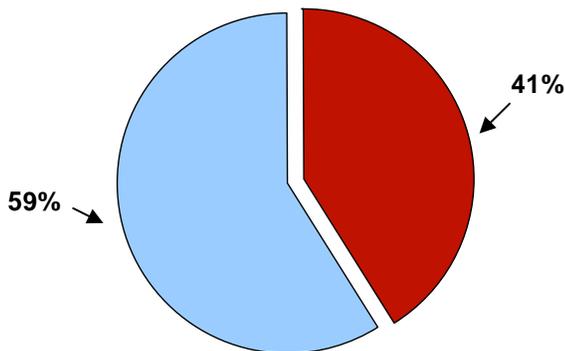
38% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	38%
Computer Hardware or Software	46%
Department Stores including Clothing	56%
Drug Store or Pharmacy	48%
Fast Food Restaurant	34%
Furniture or Appliances or Electronics	58%
Grocery Store	58%
Home Improvement Store	68%
Investment or Banking Services	30%
Telecommunication and Wireless Products	27%
Other Products or Services	58%

COMMUNITY PRINT MEDIA VS. RADIO

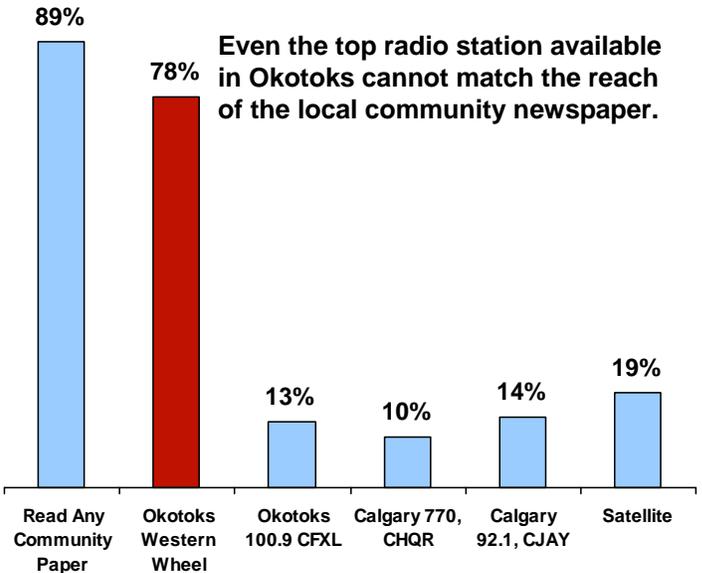
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



41% of Okotoks adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008/2009