

# The Mountaineer

**Publication:** The Mountaineer

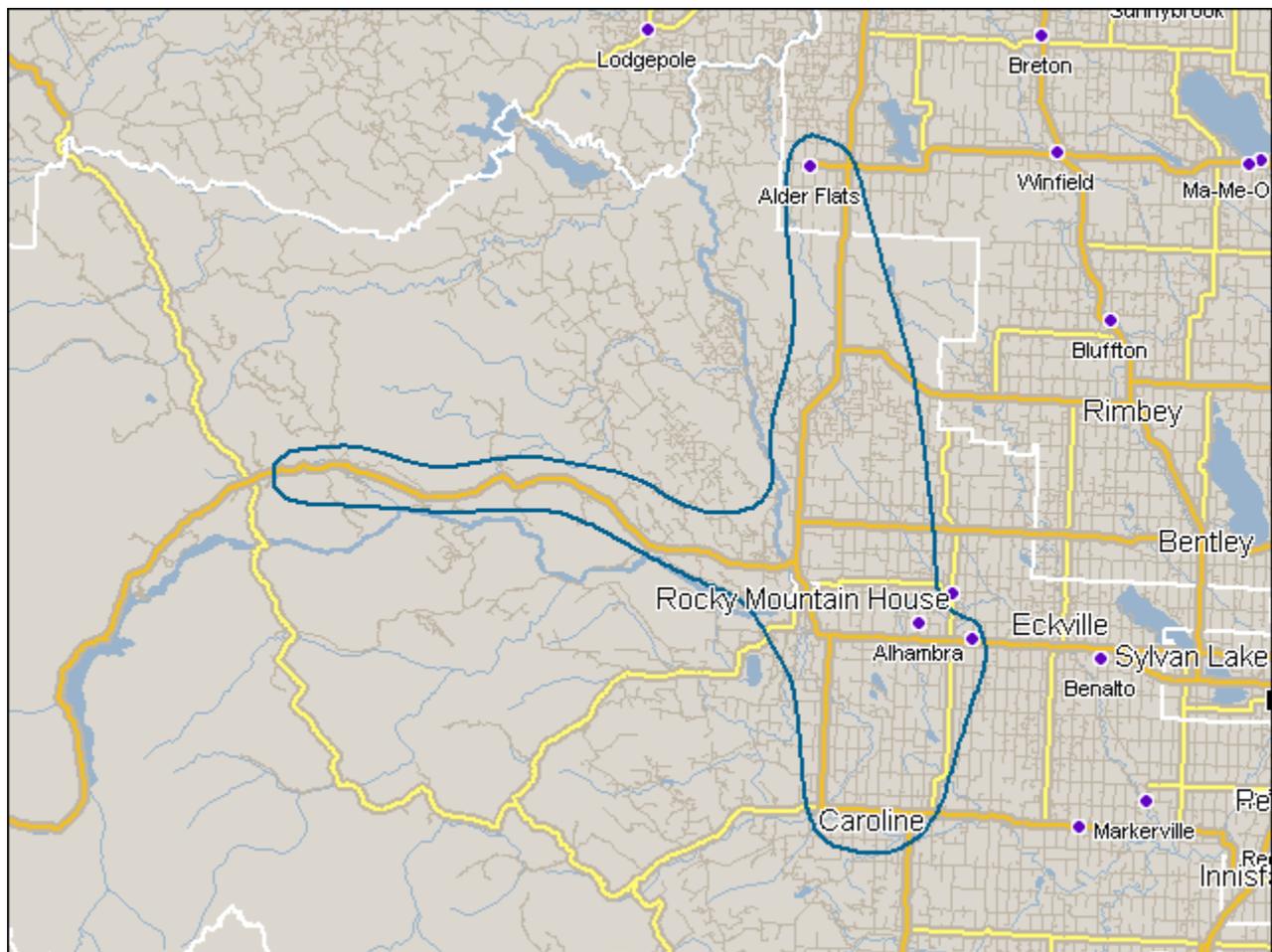
**Code:** 90098

**Market:** Rocky Mountain House, AB

**Population:** 10 702

**Publishing Day:** Tuesday

**Source:** ComBase 2008/2009 Study

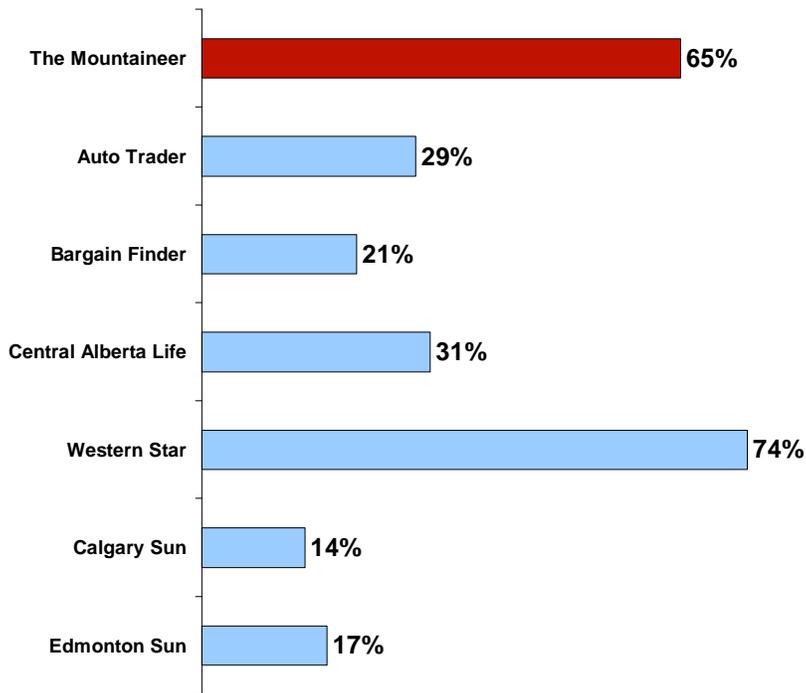


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

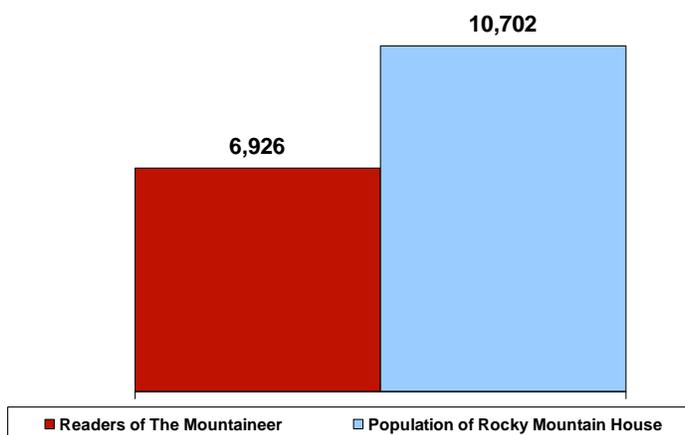
## NET READERSHIP\*

65% of Rocky Mountain House adults read any of the last 4 issues of The Mountaineer.



## NET READERS

6,926 Rocky Mountain House adults read any of the last 4 issues of The Mountaineer.



## NEWSPAPER READERSHIP

- 90% of Rocky Mountain House adults read any community newspaper.
- 35% of Rocky Mountain House adults read any daily newspaper.
- 56% of Rocky Mountain House adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### The Mountaineer

- 75% of females read The Mountaineer.\*

#### GENDER

Male	56%
Female	75%

#### AGE

18-34 years old	53%
35-49 years old	75%
50+ years old	70%

#### EDUCATION

High School or less	73%
Tech. or College	50%
University +	72%

#### HOUSEHOLD INCOME

<\$30K	65%
\$30-49K	59%
>\$50K	79%

#### RESIDENCE

Own Residence	62%
Rent Residence	99%

#### FAMILY STATUS

With children	54%
Without children	74%

\* 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

36% of The Mountaineer readers said they read their community newspaper for advertising.

	The Mountaineer Readers*	Community Newspaper Readers**
Editorial	39%	33%
Local News	79%	68%
Local Events	59%	50%
Classified	55%	46%
Real Estate	36%	29%
Jobs/Employment	31%	25%
Advertising	36%	31%
Flyers	28%	23%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

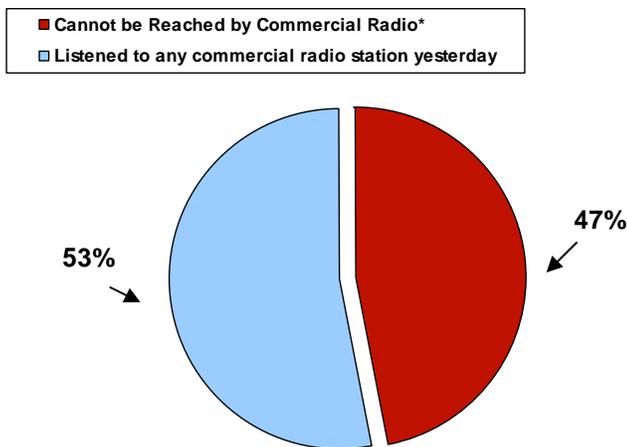
(Read Always Or Sometimes)

51% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

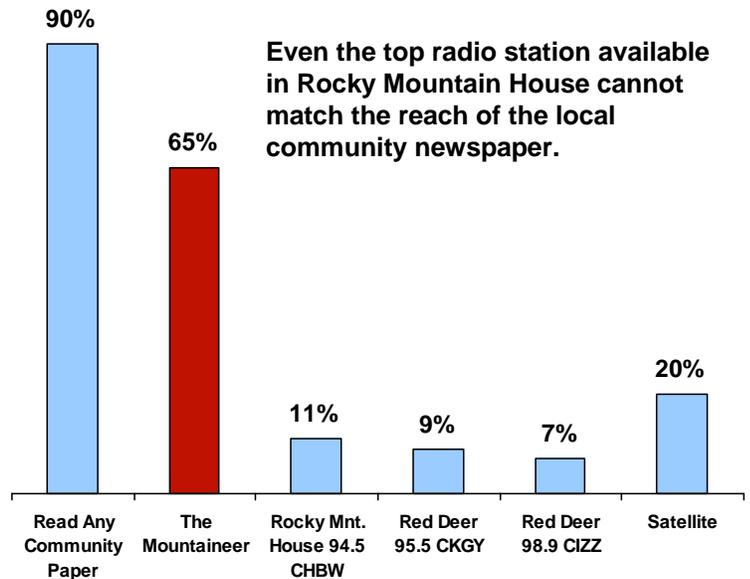
Automotive Supply or Service	51%
Computer Hardware or Software	43%
Department Stores including Clothing	53%
Drug Store or Pharmacy	56%
Fast Food Restaurant	32%
Furniture or Appliances or Electronics	73%
Grocery Store	63%
Home Improvement Store	71%
Investment or Banking Services	36%
Telecommunication and Wireless Products	48%
Other Products or Services	53%

## 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.



47% of Rocky Mountain House adults cannot be reached with commercial radio.



Even the top radio station available in Rocky Mountain House cannot match the reach of the local community newspaper.

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