

Three Hills Capital

Publication: Three Hills Capital

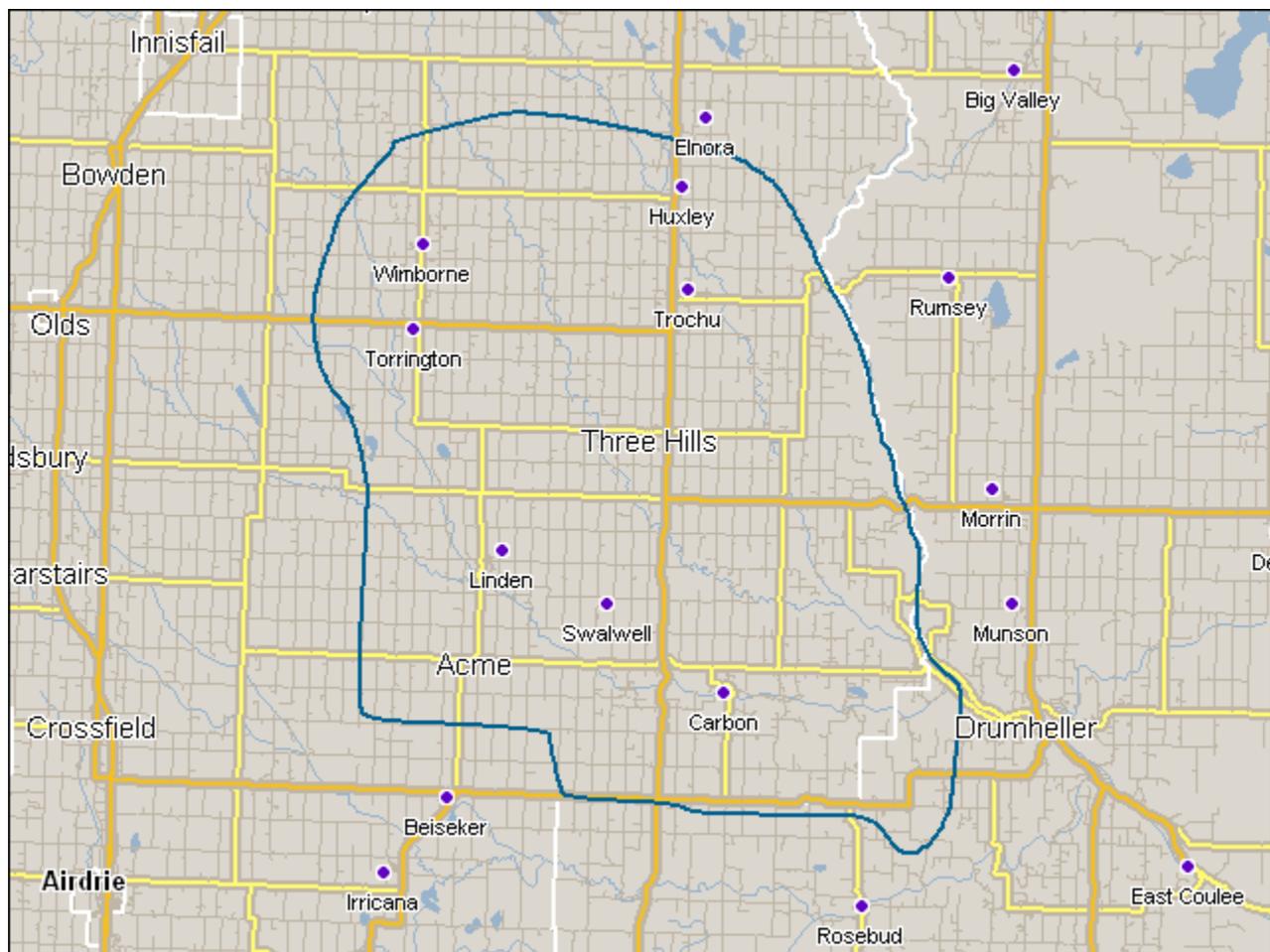
Code: 80036

Market: Three Hills, AB

Population: 7 468

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

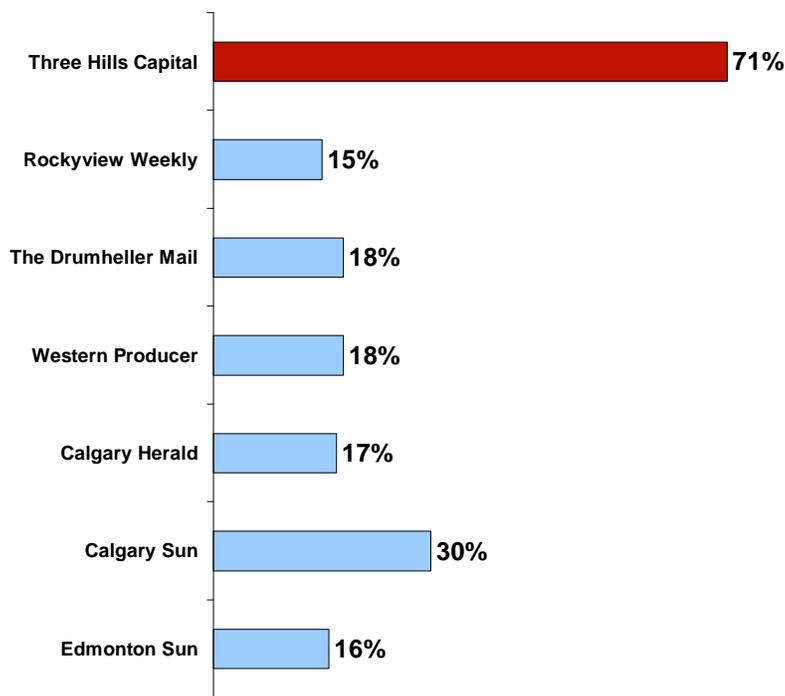


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

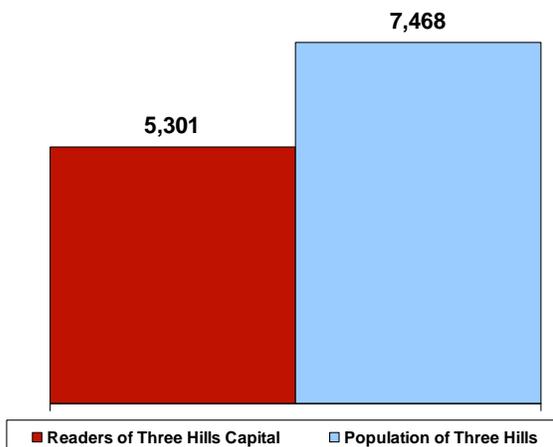
NET READERSHIP*

71% of Three Hills adults read any of the last 4 issues of Three Hills Capital.



NET READERS

5,301 Three Hills adults read any of the last 4 issues of Three Hills Capital.



NEWSPAPER READERSHIP

- 85% of Three Hills adults read any community newspaper.
- 40% of Three Hills adults read any daily newspaper.
- 52% of Three Hills adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Three Hills Capital

- 71% of females read Three Hills Capital.*

GENDER

Male	71%
Female	71%

AGE

18-34 years old	60%
35-49 years old	69%
50+ years old	77%

EDUCATION

High School or less	72%
Tech. or College	71%
University +	73%

HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	89%
>\$50K	67%

RESIDENCE

Own Residence	74%
Rent Residence	56%

FAMILY STATUS

With children	64%
Without children	75%

* 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 Three Hills Capital readers said they read their community newspaper for advertising.

	Three Hills Capital Readers*	Community Newspaper Readers**
Editorial	36%	36%
Local News	78%	77%
Local Events	70%	67%
Classified	43%	45%
Real Estate	19%	18%
Jobs/Employment	17%	17%
Advertising	36%	36%
Flyers	24%	22%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

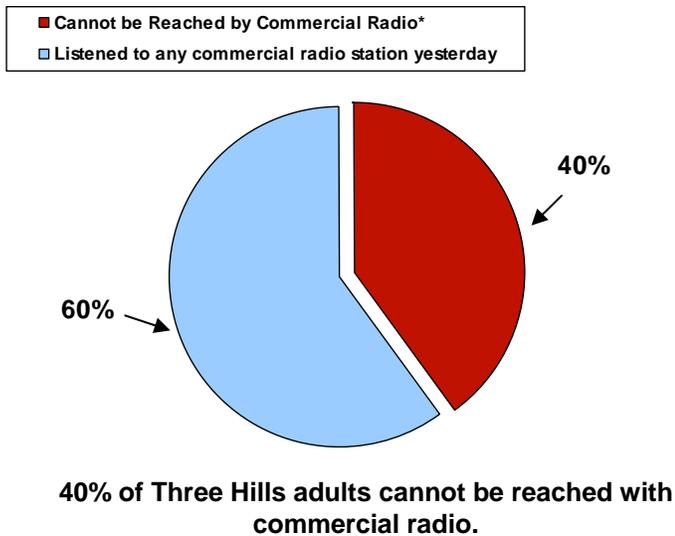
(Read Always Or Sometimes)

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

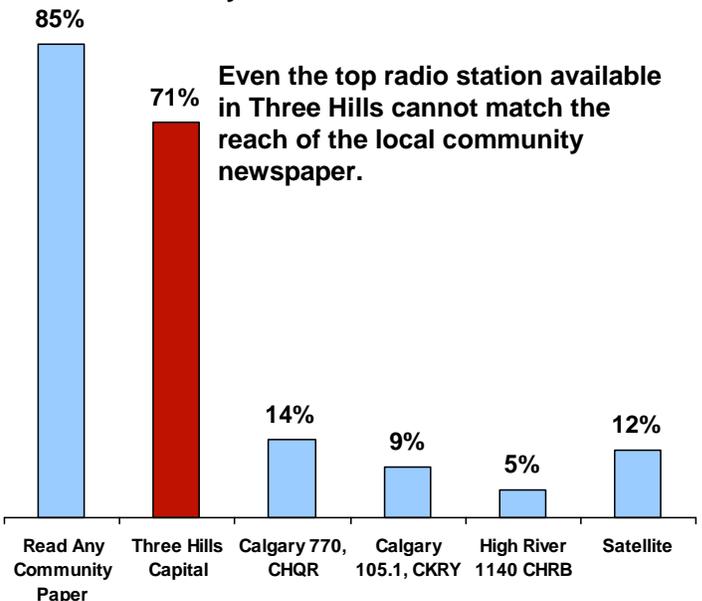
Automotive Supply or Service	37%
Computer Hardware or Software	40%
Department Stores including Clothing	66%
Drug Store or Pharmacy	58%
Fast Food Restaurant	36%
Furniture or Appliances or Electronics	60%
Grocery Store	73%
Home Improvement Store	65%
Investment or Banking Services	25%
Telecommunication and Wireless Products	33%
Other Products or Services	62%

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