Readership and Demographics

NET READERSHIP*

72% of Innisfail adults read any of the last 4 issues of Innisfail Province.

- **Innisfail Province**: 72%
- **Alberta Express**: 15%
- **Central Alberta Life**: 39%
- **Red Deer Express**: 44%
- **Red Deer Advocate**: 38%
- **Calgary Sun**: 15%

NET READERS

11,991 Innisfail adults read any of the last 4 issues of Innisfail Province.

- **Readers of Innisfail Province**: 11,991
- **Population of Innisfail**: 16,707

NEwsPaper READERSHIP

- 84% of Innisfail adults read any community newspaper.
- 48% of Innisfail adults read any daily newspaper.
- 43% of Innisfail adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Innisfail Province

- 79% of females read Innisfail Province.*

GENDER

- Male: 66%
- Female: 79%

AGE

- 18-34 years old: 56%
- 35-49 years old: 66%
- 50+ years old: 82%

EDUCATION

- High School or less: 78%
- Tech. or College: 70%
- University +: 48%

HOUSEHOLD INCOME

- <$30K: 77%
- $30-49K: 68%
- >$50K: 65%

RESIDENCE

- Own Residence: 74%
- Rent Residence: 59%

FAMILY STATUS

- With children: 68%
- 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

Source: ComBase 2008
Media Habits

**REASONS FOR READING COMMUNITY NEWSPAPERS**

24% of Innisfail Province readers said they read their community newspaper for advertising.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Innisfail Province Readers*</th>
<th>Community Newspaper Readers**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Local News</td>
<td>84%</td>
<td>78%</td>
</tr>
<tr>
<td>Local Events</td>
<td>64%</td>
<td>59%</td>
</tr>
<tr>
<td>Classified</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Jobs/Employment</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Advertising</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Flyers</td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>

*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)**

41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive Supply or Service</td>
<td>41%</td>
</tr>
<tr>
<td>Computer Hardware or Software</td>
<td>41%</td>
</tr>
<tr>
<td>Department Stores including Clothing</td>
<td>61%</td>
</tr>
<tr>
<td>Drug Store or Pharmacy</td>
<td>59%</td>
</tr>
<tr>
<td>Fast Food Restaurant</td>
<td>35%</td>
</tr>
<tr>
<td>Furniture or Appliances or Electronics</td>
<td>60%</td>
</tr>
<tr>
<td>Grocery Store</td>
<td>64%</td>
</tr>
<tr>
<td>Home Improvement Store</td>
<td>63%</td>
</tr>
<tr>
<td>Investment or Banking Services</td>
<td>20%</td>
</tr>
<tr>
<td>Telecommunication and Wireless Products</td>
<td>24%</td>
</tr>
<tr>
<td>Other Products or Services</td>
<td>53%</td>
</tr>
</tbody>
</table>

**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.

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

43% of Innisfail adults cannot be reached with commercial radio.

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

Source: ComBase 2008