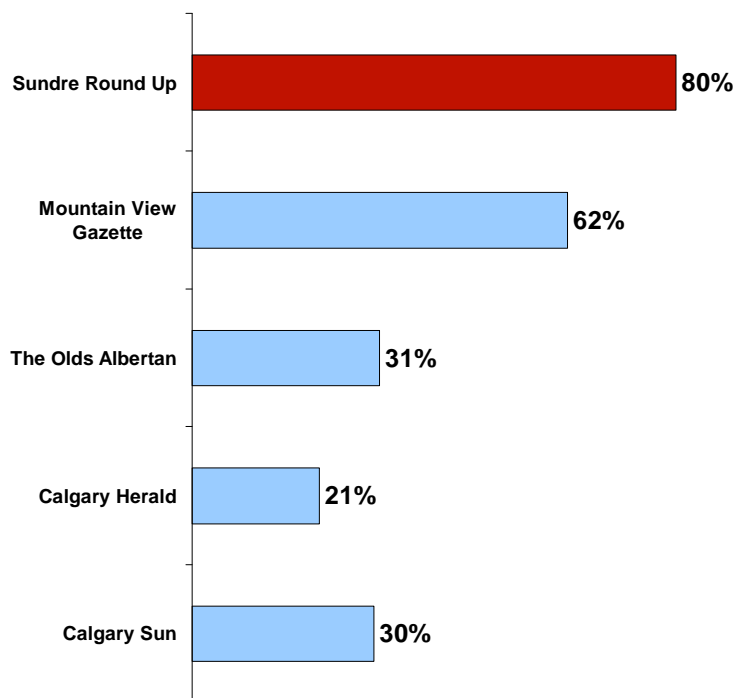


Readership and Demographics

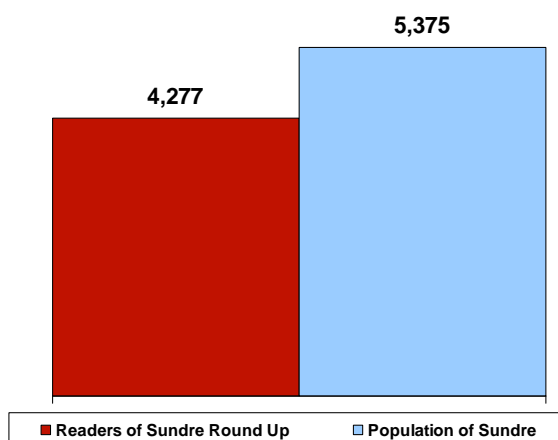
NET READERSHIP*

80% of Sundre adults read any of the last 4 issues of Sundre Round Up.



NET READERS

4,277 Sundre adults read any of the last 4 issues of Sundre Round UP.



NEWSPAPER READERSHIP

- 91% of Sundre adults read any community newspaper.
- 46% of Sundre adults read any daily newspaper.
- 47% of Sundre adults can only be reached with community newspapers.

READER DEMOGRAPHICS: PAPER1

- 86% of females read Sundre Round Up.*

GENDER

Male	73%
Female	86%

AGE

18-34 years old	72%
35-49 years old	83%
50+ years old	80%

EDUCATION

High School or less	78%
Tech. or College	88%
University +	75%

HOUSEHOLD INCOME

<\$30K	77%
\$30-49K	74%
>\$50K	85%

RESIDENCE

Own Residence	79%
Rent Residence	79%

FAMILY STATUS

With children	80%
Without children	80%

* 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

32% of Sundre Round Up readers said the main reason for reading the paper is advertising.

	Sundre Round Up Readers*	Community Newspaper Readers**
Editorial	37%	33%
Local News	83%	81%
Local Events	65%	65%
Classified	53%	50%
Real Estate	31%	28%
Jobs/Employment	19%	18%
Advertising	32%	29%
Flyers	25%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

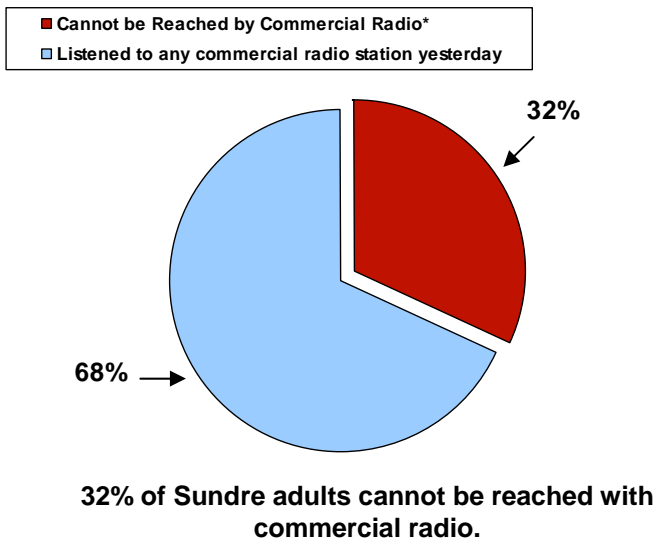
(Read Always Or Sometimes)

39% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

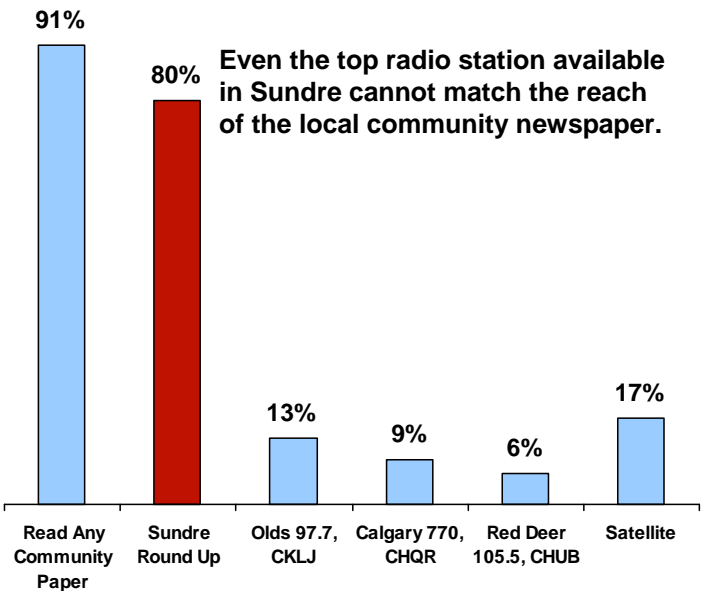
Automotive Supply or Service	39%
Computer Hardware or Software	30%
Department Stores including Clothing	47%
Drug Store or Pharmacy	50%
Fast Food Restaurant	24%
Furniture or Appliances or Electronics	53%
Grocery Store	58%
Home Improvement Store	59%
Investment or Banking Services	21%
Telecommunication and Wireless Products	26%
Other Products or Services	48%

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