

# Fort MacLeod Gazette

**Publication:** Fort MacLeod Gazette

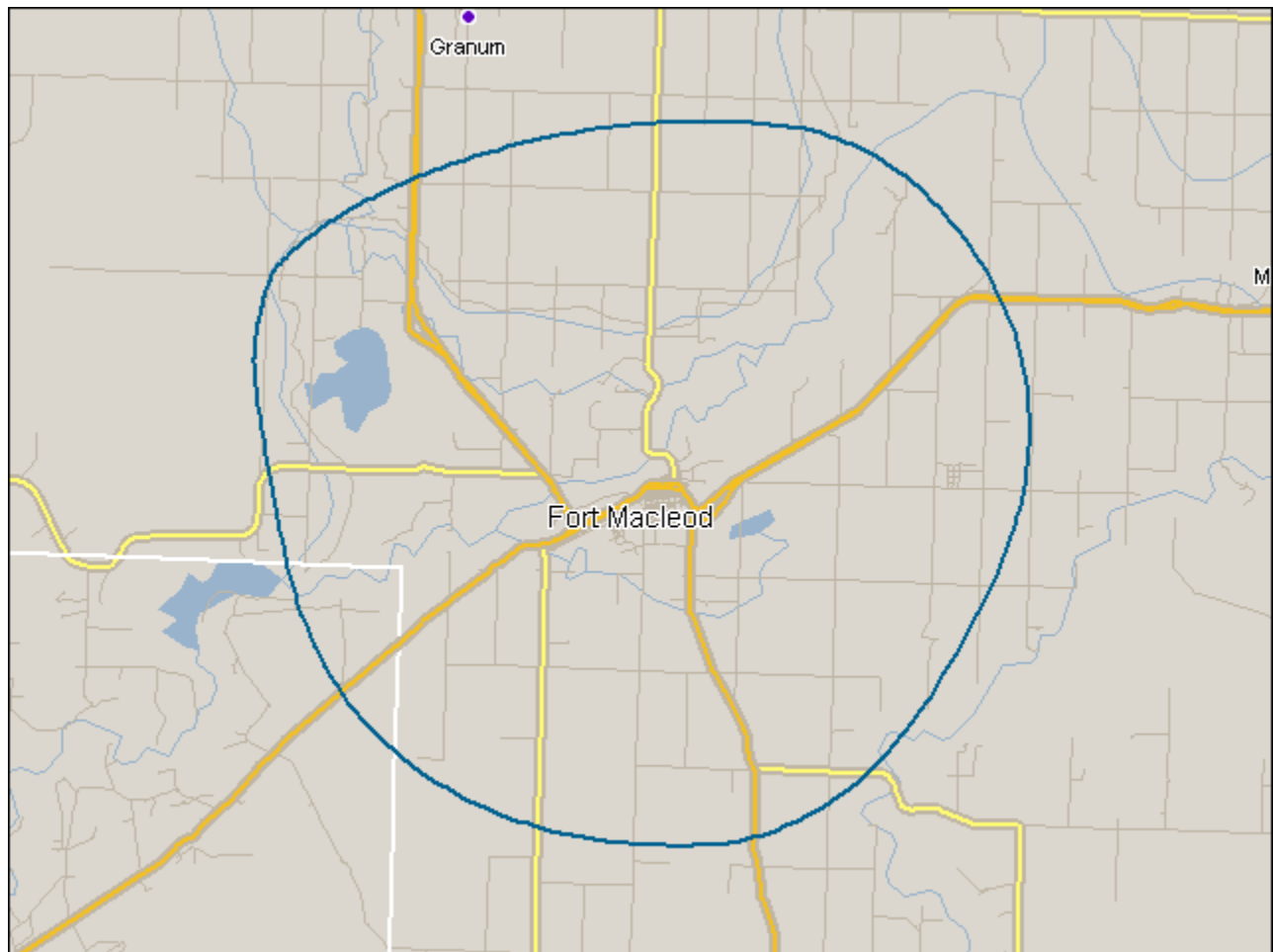
**Code:** 80026

**Market:** Fort MacLeod, AB

**Population:** 2 919

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

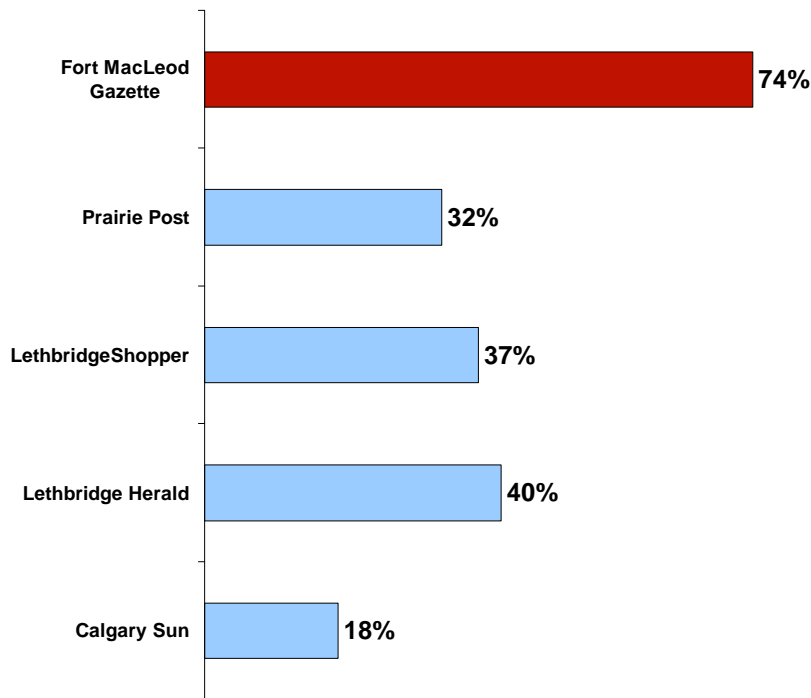


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

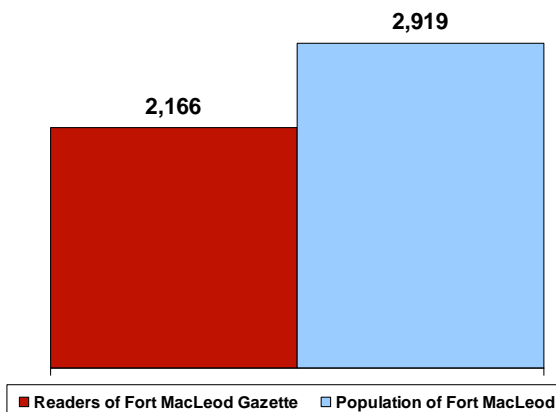
## NET READERSHIP\*

74% of Fort MacLeod adults read any of the last 4 issues of Fort MacLeod Gazette.



## NET READERS

2,166 Fort MacLeod adults read any of the last 4 issues of Fort MacLeod Gazette.



## NEWSPAPER READERSHIP

- **88%** of Fort MacLeod adults read any community newspaper.
- **50%** of Fort MacLeod adults read any daily newspaper.
- **40%** of Fort MacLeod adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Fort MacLeod Gazette

- **79%** of females read Fort MacLeod Gazette.\*

#### GENDER

Male	69%
Female	79%

#### AGE

18-34 years old	61%
35-49 years old	74%
50+ years old	79%

#### EDUCATION

High School or less	72%
Tech. or College	73%
University +	82%

#### HOUSEHOLD INCOME

<\$30K	75%
\$30-49K	77%
>\$50K	74%

#### RESIDENCE

Own Residence	74%
Rent Residence	77%

#### FAMILY STATUS

With children	71%
Without children	77%

\* 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 Fort MacLeod Gazette readers said the main reason for reading the paper is advertising.

	Fort MacLeod Gazette Readers*	Community Newspaper Readers**
Editorial	36%	36%
Local News	82%	79%
Local Events	66%	65%
Classified	33%	36%
Real Estate	24%	23%
Jobs/Employment	18%	18%
Advertising	30%	32%
Flyers	21%	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)*

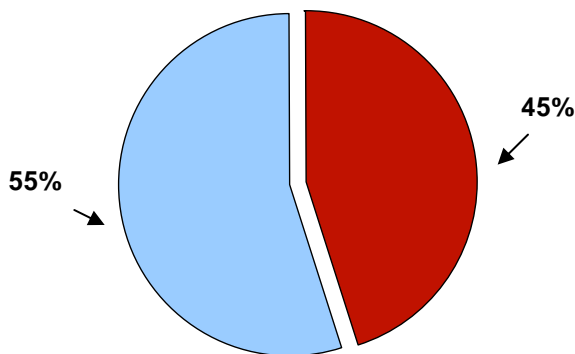
36% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	36%
Computer Hardware or Software	32%
Department Stores including Clothing	53%
Drug Store or Pharmacy	49%
Fast Food Restaurant	27%
Furniture or Appliances or Electronics	55%
Grocery Store	66%
Home Improvement Store	54%
Investment or Banking Services	19%
Telecommunication and Wireless Products	27%
Other Products or Services	51%

## COMMUNITY PRINT MEDIA VS. RADIO

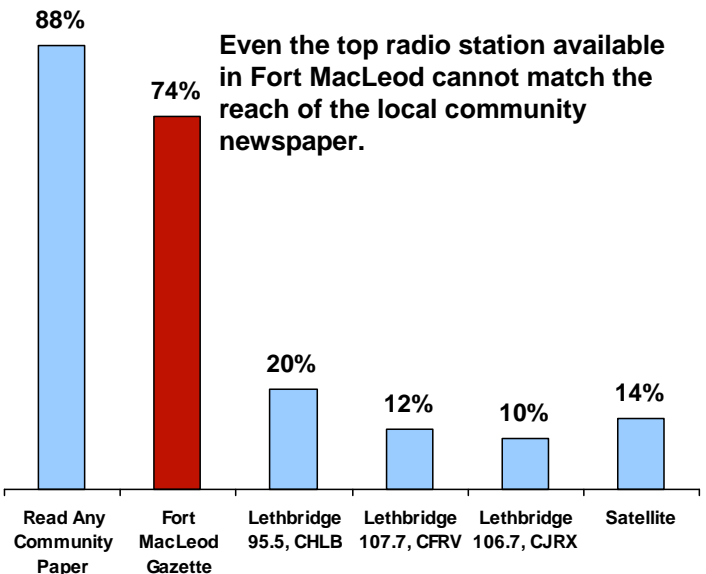
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



45% of Fort MacLeod adults cannot be reached with commercial radio.

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



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

Source: ComBase 2008/2009