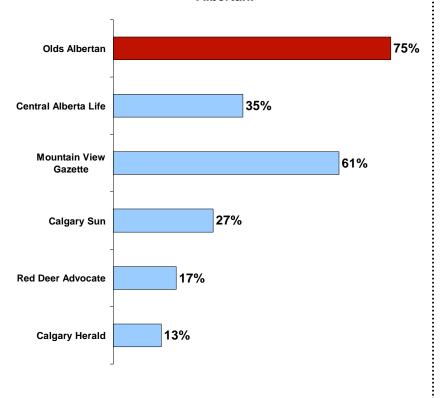# Olds Albertan

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.
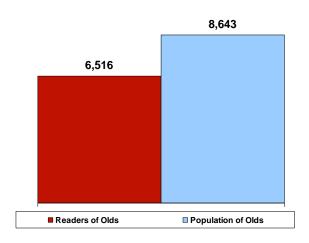
Readership and Demographics

NET READERSHIP*

75% of Olds adults read any of the last 4 issues of Olds Albertan.

Publication	Percentage
Olds Albertan	75%
Central Alberta Life	35%
Mountain View Gazette	61%
Calgary Sun	27%
Red Deer Advocate	17%
Calgary Herald	13%

NET READERS

6,516 MARKET adults read any of the last 4 issues of Olds Albertan.

6,516	8,643

■ Readers of Olds   ■ Population of Olds

* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

NEWSPAPER READERSHIP

- **84%** of Olds adults read any community newspaper.
- **45%** of Olds adults read any daily newspaper.
- **42%** of Olds adults can only be reached with community newspapers.

READER DEMOGRAPHICS:
Olds Albertan

- **81% of females read Olds Albertan.***

GENDER	
Male	70%
Female	81%
AGE	
18-34 years old	71%
35-49 years old	76%
50+ years old	76%
EDUCATION	
High School or less	65%
Tech. or College	88%
University +	85%
HOUSEHOLD INCOME	
<$30K	72%
$30-49K	45%
>$50K	80%
RESIDENCE	
Own Residence	78%
Rent Residence	55%
FAMILY STATUS	
With children	78%
Without children	74%

Source: ComBase 2008/2009

Media Habits

MAIN REASONS FOR READING COMMUNITY NEWSPAPERS

28% of Olds Albertan readers said the main reason for reading the paper is advertising.

	Olds Albertan Readers*	Community Newspaper Readers**
Editorial	29%	29%
Local News	81%	82%
Local Events	63%	60%
Classified	38%	39%
Real Estate	32%	34%
Jobs/Employment	24%	21%
Advertising	28%	25%
Flyers	24%	22%

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

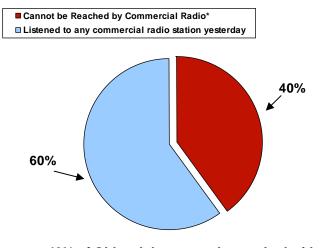## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS
(Read Always Or Sometimes)

50% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.
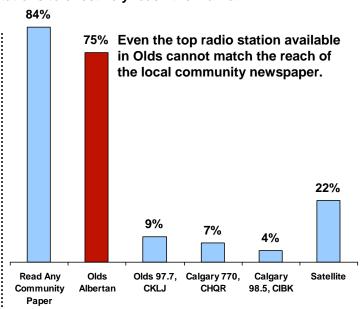
Automotive Supply or Service	50%
Computer Hardware or Software	42%
Department Stores including Clothing	62%
Drug Store or Pharmacy	63%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	61%
Grocery Store	71%
Home Improvement Store	67%
Investment or Banking Services	27%
Telecommunication and Wireless Products	31%
Other Products or Services	56%

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

40%

60%

40% of Olds adults cannot be reached with commercial radio.

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

84%

75% **Even the top radio station available in Olds cannot match the reach of the local community newspaper.**

9%

7%

4%

22%

Read Any Community Paper | Olds Albertan | Olds 97.7, CKLJ | Calgary 770, CHQR | Calgary 98.5, CIBK | Satellite

Source: ComBase 2008/2009

How to Read and Use ComBase Data

Top Line Data

The Top Line data will tell you the % readership for the chosen paper (H%-Horizontal %) as well as the number of adults it represents (WEIGHTED).
- **46,314** adults who read the community newspaper.
- This signifies **89%** readership.

Total Column

To obtain a profile of the surveyed market you should be reading the TOTAL column.
- The total market population (adults 18+) is **52,074**.
- Men make up **50%** of the market and represent **25,784** adults.
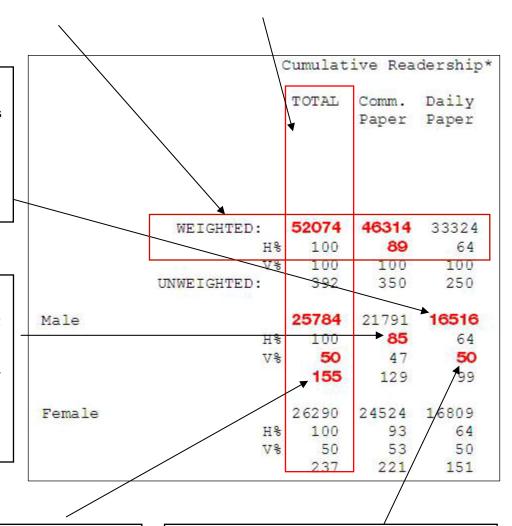
Weighted Data

The weighted total represents the total projected population of adults 18+ in the specified market.
- There are **16,516** male readers of the daily newspaper.

Horizontal Percent (H%)

To interpret the H% data, first look across at the row heading (ex., Male) and then up at the column heading (ex. Comm. Paper).
- Of all males in this market, 85% are reading the community newspaper.

Cumulative Readership*

	TOTAL	Comm. Paper	Daily Paper
WEIGHTED:	52074	46314	33324
H%	100	89	64
V%	100	100	100
UNWEIGHTED:	392	350	250
Male	25784	21791	16516
H%	100	85	64
V%	50	47	50
	155	129	99
Female	26290	24524	16809
H%	100	93	64
V%	50	53	50
	237	221	151

Unweighted Data

The UNWEIGHTED data represents the # of individuals who were interviewed in the market.
- In this specific market a total of **155** adult males were surveyed.

Vertical Percent

Represents the composition of daily newspaper readers. To interpret the V% data, first look up at the column heading (ex., Male) and then across at the row heading (ex. Daily Paper).
- **50%** of daily newspaper readers are male.