Bow Island Commentator

Publication: Bow Island Commentator
Code: 80032
Market: Bow Island, AB
Population: 10,969
Publishing Day: Tuesday
Source: ComBase 2008 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*

59% of Bow Island adults read any of the last 4 issues of Bow Island Commentator.

- Bow Island Commentator: 59%
- Medicine Hat Shopper: 51%
- Prairie Post: 27%
- Western Producer: 18%
- Calgary Sun: 20%
- Medicine Hat News: 52%

NET READERS

6,498 Bow Island adults read any of the last 4 issues of Bow Island Commentator.

NEWSPAPER READERSHIP

- 83% of Bow Island adults read any community newspaper.
- 63% of Bow Island adults read any daily newspaper.
- 28% of Bow Island adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Bow Island Commentator

- 60% of females read Bow Island Commentator.*

GENDER

Male 58%
Female 60%

AGE

18-34 years old 50%
35-49 years old 60%
50+ years old 67%

EDUCATION

High School or less 56%
Tech. or College 56%
University + 73%

HOUSEHOLD INCOME

<$30K 62%
$30-49K 49%
>$50K 57%

RESIDENCE

Own Residence 62%
Rent Residence 42%

FAMILY STATUS

With children 56%
Without children 61%

* 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

27% of Bow Island Commentator readers said they read their community newspaper for advertising.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Bow Island Commentator Readers*</th>
<th>Community Newspaper Readers**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial</td>
<td>32%</td>
<td>30%</td>
</tr>
<tr>
<td>Local News</td>
<td>76%</td>
<td>75%</td>
</tr>
<tr>
<td>Local Events</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>Classified</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Jobs/Employment</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Advertising</td>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td>Flyers</td>
<td>24%</td>
<td>22%</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

44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

- Automotive Supply or Service: 44%
- Computer Hardware or Software: 43%
- Department Stores including Clothing: 69%
- Drug Store or Pharmacy: 57%
- Fast Food Restaurant: 41%
- Furniture or Appliances or Electronics: 67%
- Grocery Store: 71%
- Home Improvement Store: 73%
- Investment or Banking Services: 31%
- Telecommunication and Wireless Products: 38%
- Other Products or Services: 63%

### 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.

- 34% of Bow Island 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 Bow Island cannot match the reach of the local community newspaper.**

Source: ComBase 2008