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.

- Fort MacLeod Gazette: 74%
- Prairie Post: 32%
- LethbridgeShopper: 37%
- Lethbridge Herald: 40%
- Calgary Sun: 18%

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

Source: ComBase 2008/2009
**Media Habits**

**MAIN REASONS FOR READING COMMUNITY NEWSPAPERS**

32% of Fort MacLeod Gazette readers said the main reason for reading the paper is advertising.

<table>
<thead>
<tr>
<th>Editorial</th>
<th>Fort MacLeod Gazette Readers* 36%</th>
<th>Community Newspaper Readers** 36%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local News</td>
<td>82%</td>
<td>79%</td>
</tr>
<tr>
<td>Local Events</td>
<td>66%</td>
<td>65%</td>
</tr>
<tr>
<td>Classified</td>
<td>33%</td>
<td>36%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Jobs/Employment</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Advertising</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Flyers</td>
<td>21%</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 (Read Always Or Sometimes)**

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

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

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