

Taber Times

Publication: Taber Times

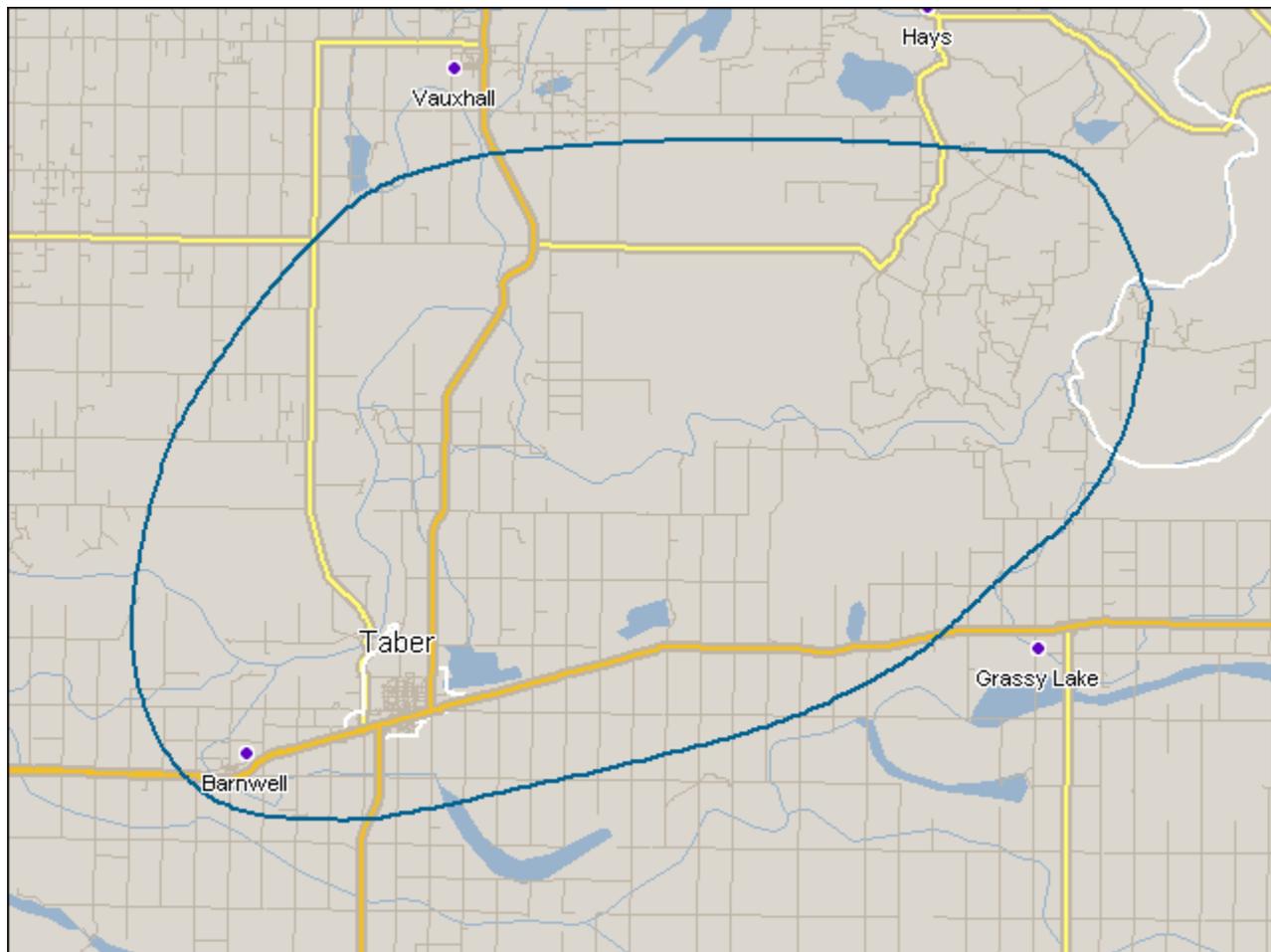
Code: 80040

Market: Taber, AB

Population: 7 200

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

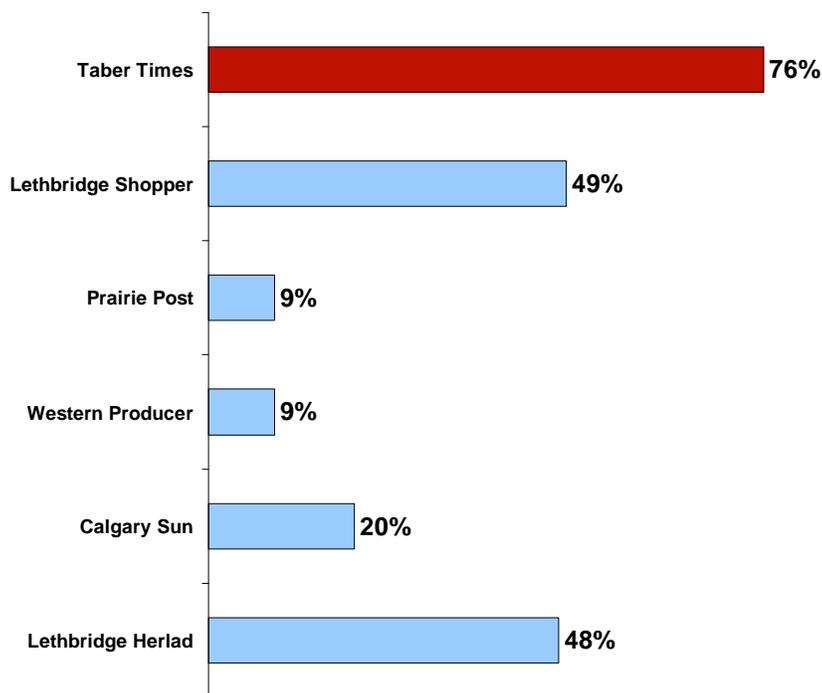


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

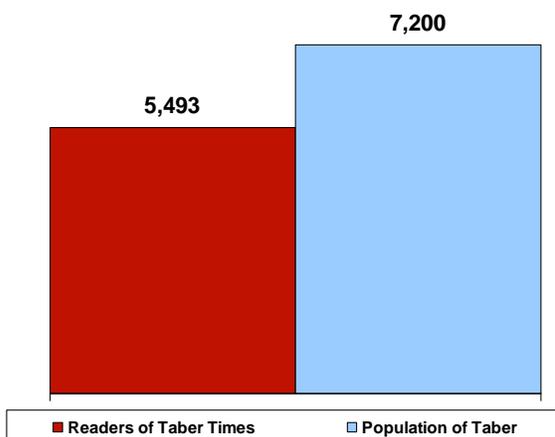
NET READERSHIP*

76% of Taber adults read any of the last 4 issues of Taber Times.



NET READERS

5,493 Taber adults read any of the last 4 issues of Taber Times.



NEWSPAPER READERSHIP

- 86% of Taber adults read any community newspaper.
- 56% of Taber adults read any daily newspaper.
- 34% of Taber adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Taber Times

- 85% of females read Taber Times.*

GENDER

Male	68%
Female	85%

AGE

18-34 years old	65%
35-49 years old	73%
50+ years old	86%

EDUCATION

High School or less	74%
Tech. or College	76%
University +	81%

HOUSEHOLD INCOME

<\$30K	76%
\$30-49K	63%
>\$50K	76%

RESIDENCE

Own Residence	77%
Rent Residence	68%

FAMILY STATUS

With children	73%
Without children	79%

* 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

REASONS FOR READING COMMUNITY NEWSPAPERS

35% of Taber Times readers said they read their community newspaper for advertising.

	Taber Times Readers*	Community Newspaper Readers**
Editorial	26%	24%
Local News	72%	70%
Local Events	57%	52%
Classified	45%	43%
Real Estate	20%	21%
Jobs/Employment	27%	26%
Advertising	35%	33%
Flyers	25%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

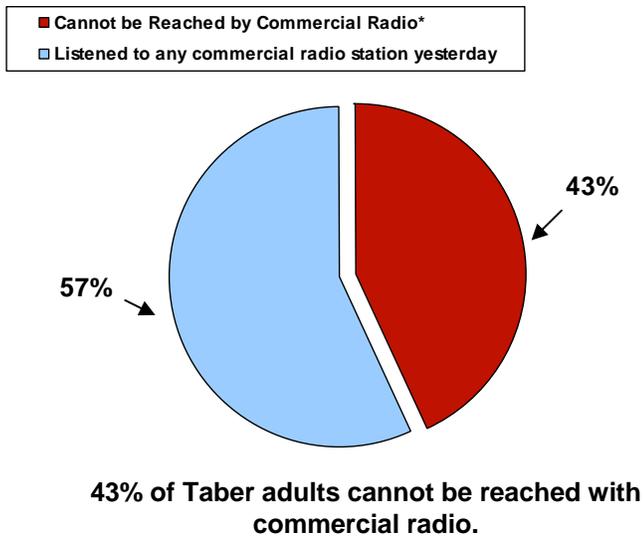
(Read Always Or Sometimes)

48% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

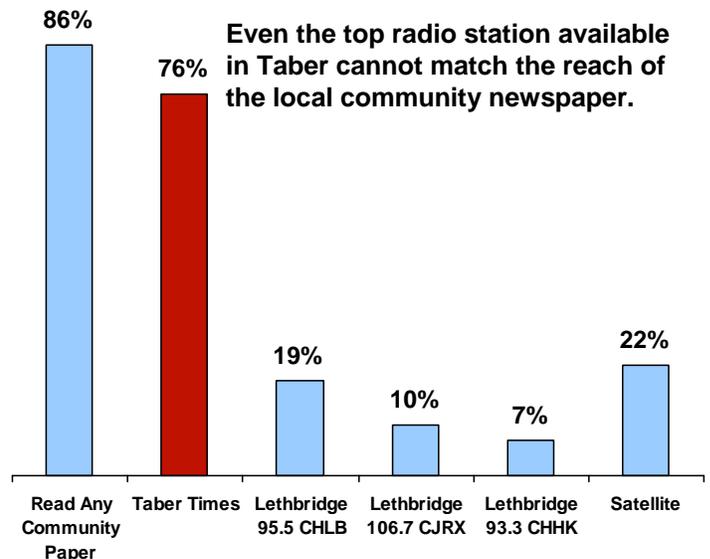
Automotive Supply or Service	48%
Computer Hardware or Software	48%
Department Stores including Clothing	71%
Drug Store or Pharmacy	61%
Fast Food Restaurant	53%
Furniture or Appliances or Electronics	66%
Grocery Store	76%
Home Improvement Store	75%
Investment or Banking Services	36%
Telecommunication and Wireless Products	40%
Other Products or Services	68%

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