

Tofield Mercury

Publication: Tofield Mercury

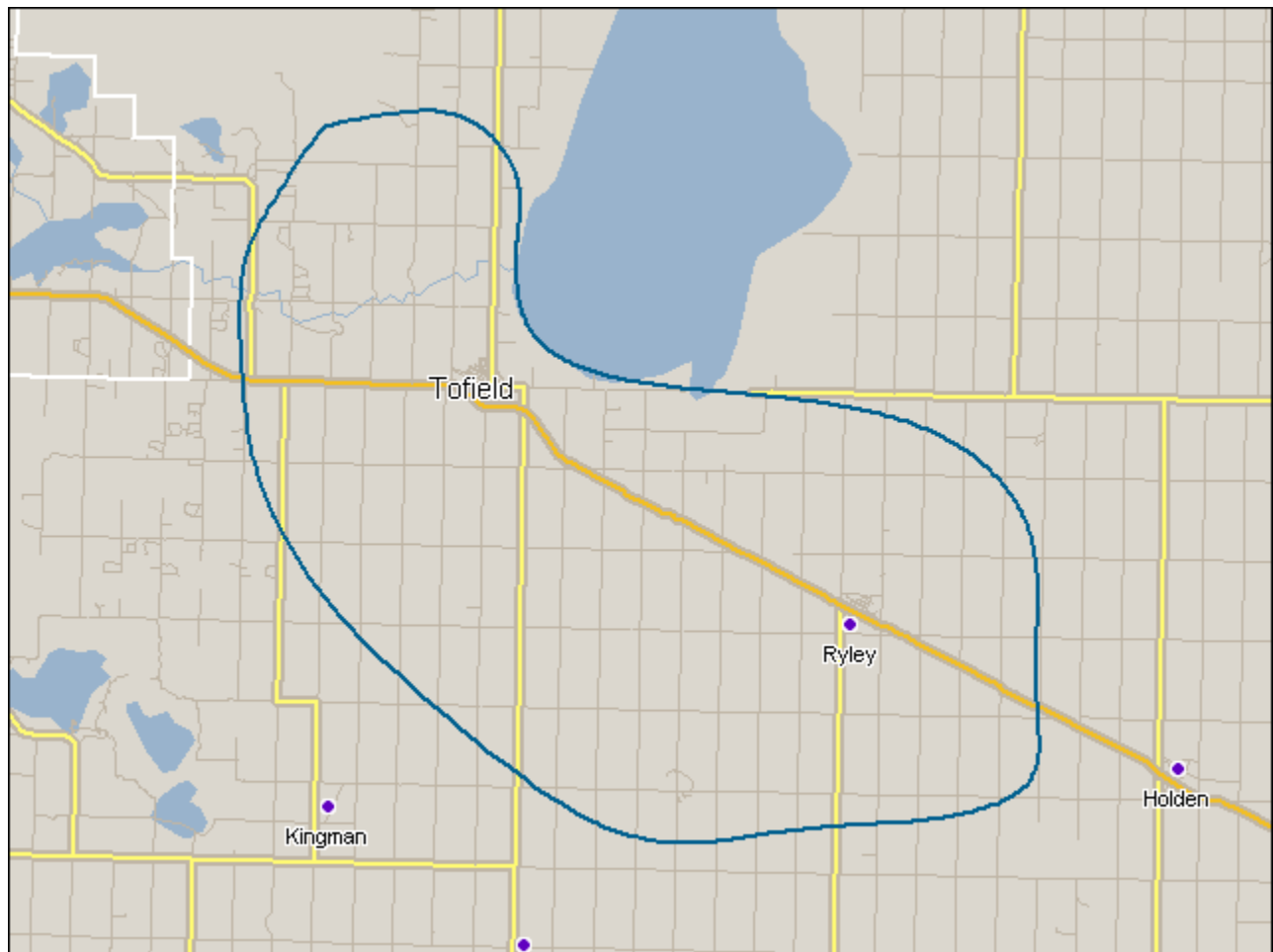
Code: 80074

Market: Tofield, AB

Population: 2 926

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

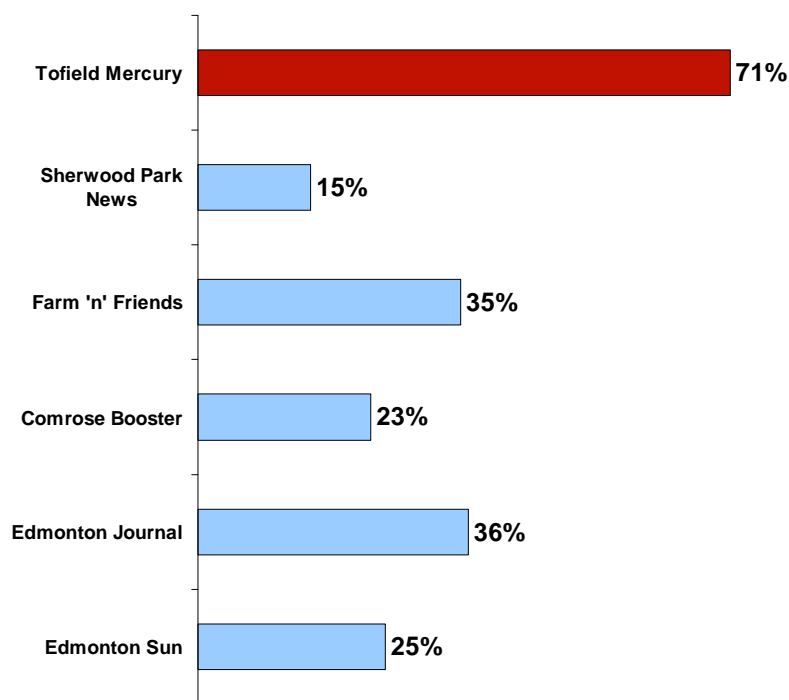


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

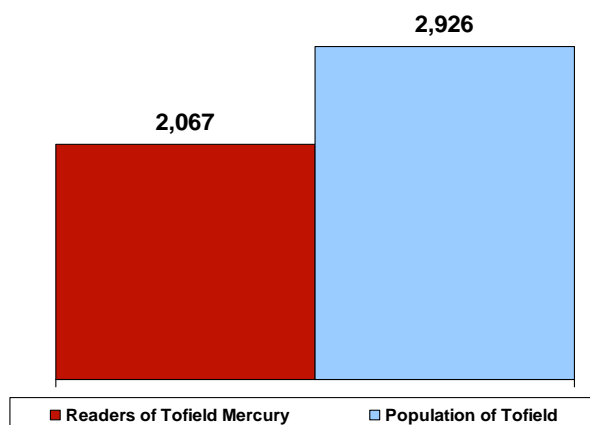
NET READERSHIP*

71% of Tofield adults read any of the last 4 issues of Tofield Mercury.



NET READERS

2,067 Tofield adults read any of the last 4 issues of Tofield Mercury.



NEWSPAPER READERSHIP

- 86% of Tofield adults read any community newspaper.
- 54% of Tofield adults read any daily newspaper.
- 36% of Tofield adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Tofield Mercury

- 64% of females read Tofield Mercury.*

GENDER

Male	77%
Female	64%

AGE

18-34 years old	58%
35-49 years old	68%
50+ years old	77%

EDUCATION

High School or less	70%
Tech. or College	74%
University +	69%

HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	79%
>\$50K	70%

RESIDENCE

Own Residence	74%
Rent Residence	50%

FAMILY STATUS

With children	74%
Without children	69%

* 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

51% of Tofield Mercury readers said they read their community newspaper for advertising.

	Tofield Mercury Readers*	Community Newspaper Readers**
Editorial	42%	39%
Local News	91%	90%
Local Events	86%	81%
Classified	52%	53%
Real Estate	28%	28%
Jobs/Employment	29%	30%
Advertising	51%	52%
Flyers	33%	34%

*read any of the last four issues of community newspaper

** read any community newspaper

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

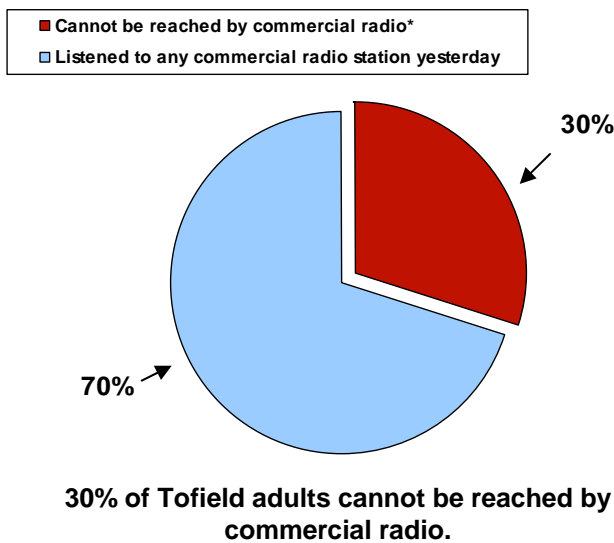
(Read Always Or Sometimes)

43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	43%
Computer Hardware or Software	39%
Department Stores including Clothing	53%
Drug Store or Pharmacy	51%
Fast Food Restaurant	30%
Furniture or Appliances or Electronics	57%
Grocery Store	74%
Home Improvement Store	67%
Investment or Banking Services	23%
Telecommunication and Wireless Products	20%
Other Products or Services	60%

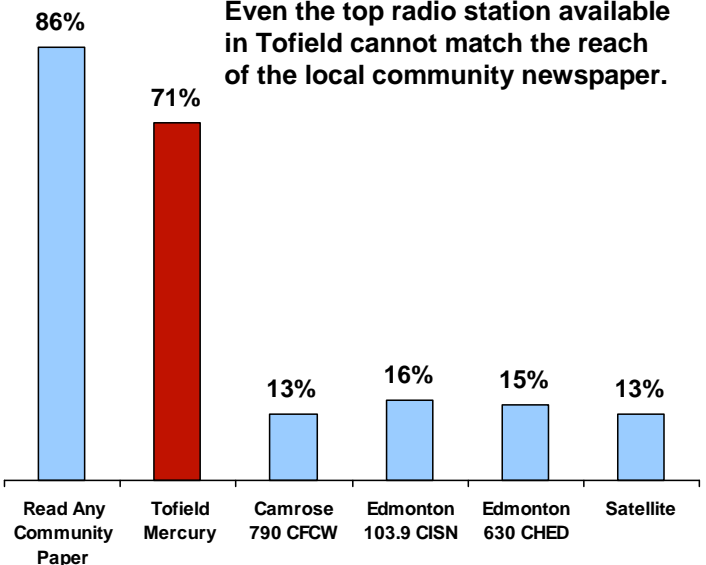
COMMUNITY PRINT MEDIA VS. RADIO

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

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



Source: ComBase 2008/2009