

Carstairs Courier

Publication: Carstairs Courier

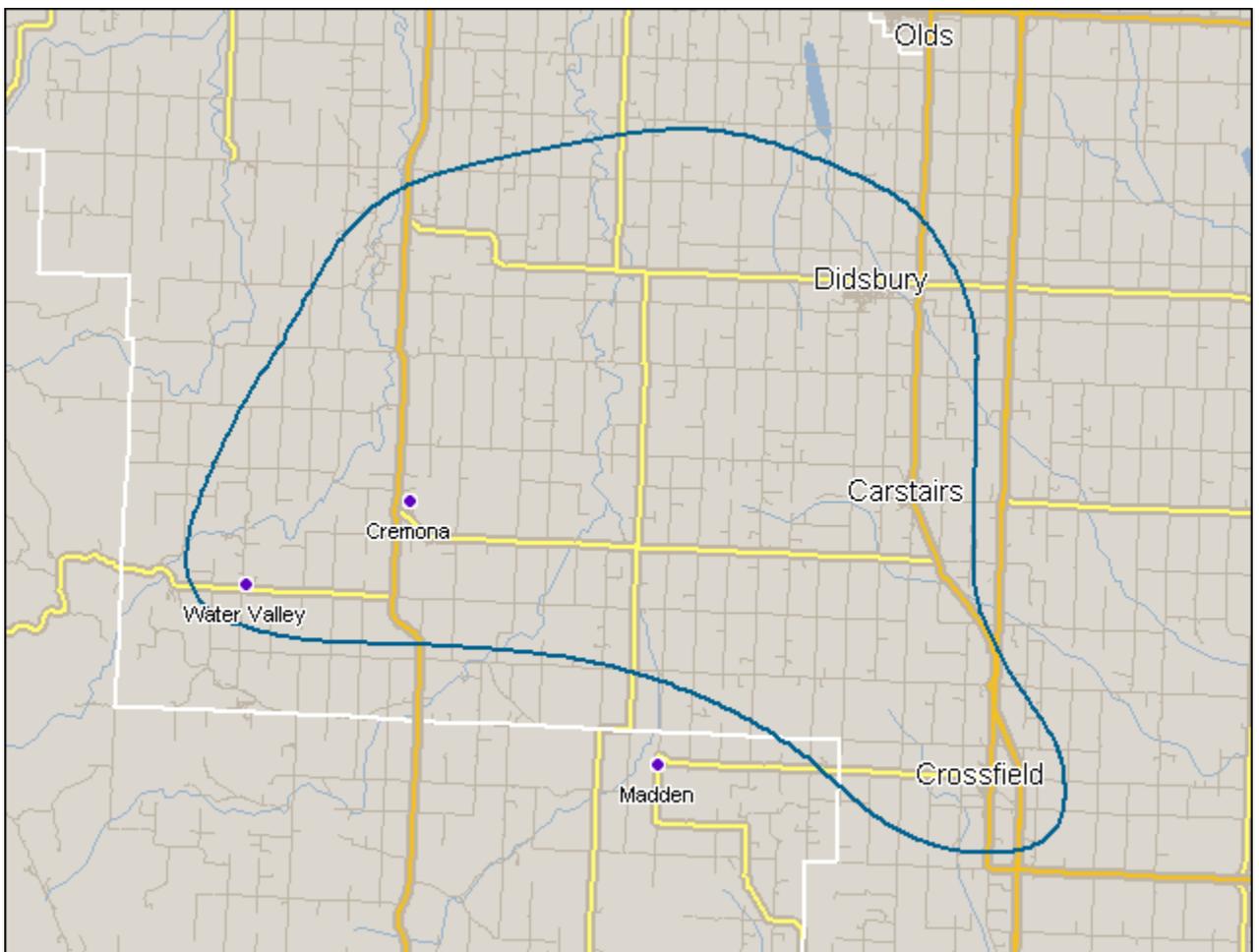
Code: 80100

Market: Carstairs, AB

Population: 10 019

Publishing Day: Tuesday

Source: ComBase 2008/2009 Study

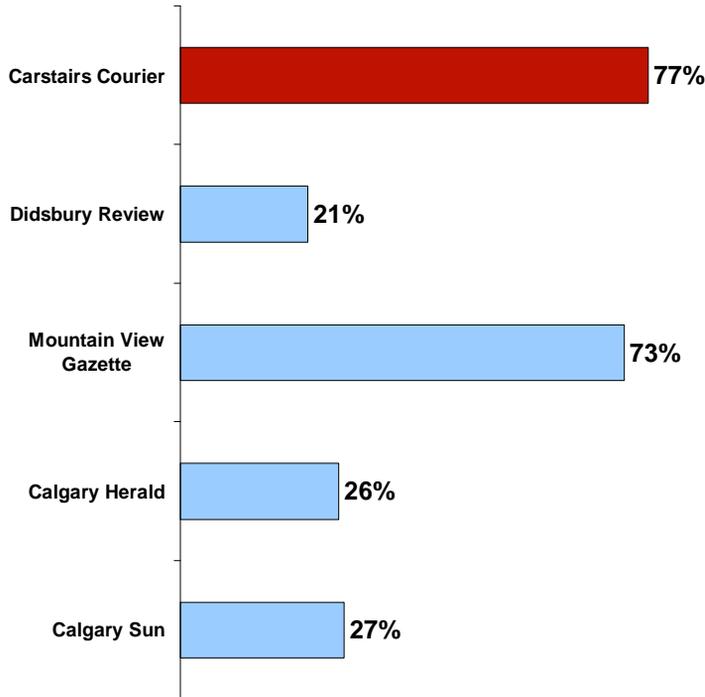


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

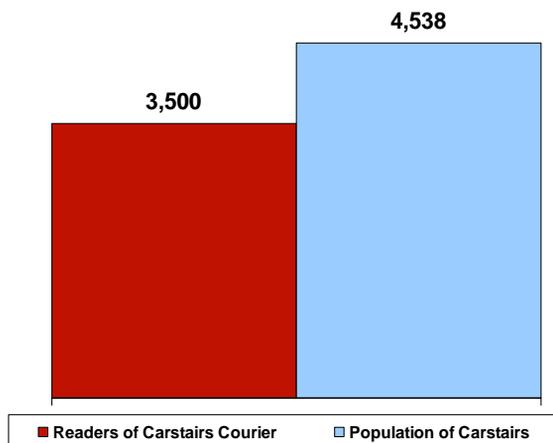
NET READERSHIP*

77% of Carstairs adults read any of the last 4 issues of Carstairs Courier.



NET READERS

3,500 Carstairs adults read any of the last 4 issues of Carstairs Courier.



NEWSPAPER READERSHIP

- 85% of Carstairs adults read any community newspaper.
- 45% of Carstairs adults read any daily newspaper.
- 44% of Carstairs adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Carstairs Courier

- 75% of females read Carstairs Courier.*

GENDER

Male	80%
Female	75%

AGE

18-34 years old	65%
35-49 years old	88%
50+ years old	77%

EDUCATION

High School or less	73%
Tech. or College	75%
University +	88%

HOUSEHOLD INCOME

<\$30K	93%
\$30-49K	95%
>\$50K	80%

RESIDENCE

Own Residence	80%
Rent Residence	56%

FAMILY STATUS

With children	84%
Without children	73%

* 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

37% of Carstairs Courier readers said they read their community newspaper for classified advertising.

	Carstairs Courier Readers*	Community Newspaper Readers**
Editorial	34%	35%
Local News	78%	81%
Local Events	64%	63%
Classified	37%	37%
Real Estate	21%	23%
Jobs/Employment	14%	15%
Advertising	26%	28%
Flyers	21%	25%

*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)

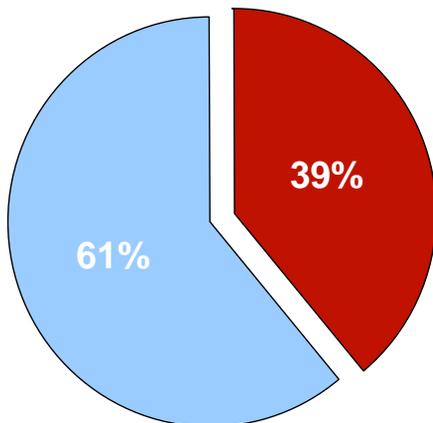
44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	47%
Computer Hardware or Software	34%
Department Stores including Clothing	61%
Drug Store or Pharmacy	58%
Fast Food Restaurant	22%
Furniture or Appliances or Electronics	57%
Grocery Store	63%
Home Improvement Store	69%
Investment or Banking Services	24%
Telecommunication and Wireless Products	32%
Other Products or Services	61%

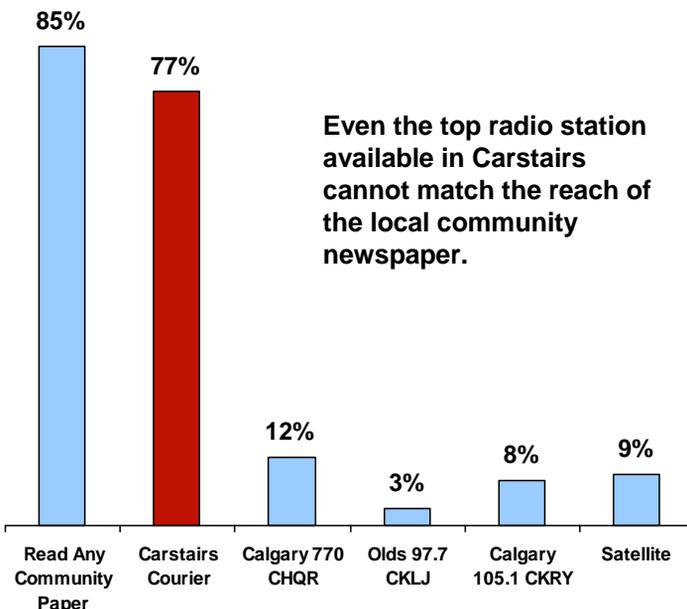
COMMUNITY PRINT MEDIA VS. RADIO

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



42% of Carstairs adults cannot be reached with commercial radio.



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

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