

# Consort Enterprise

**Publication:** Consort Enterprise

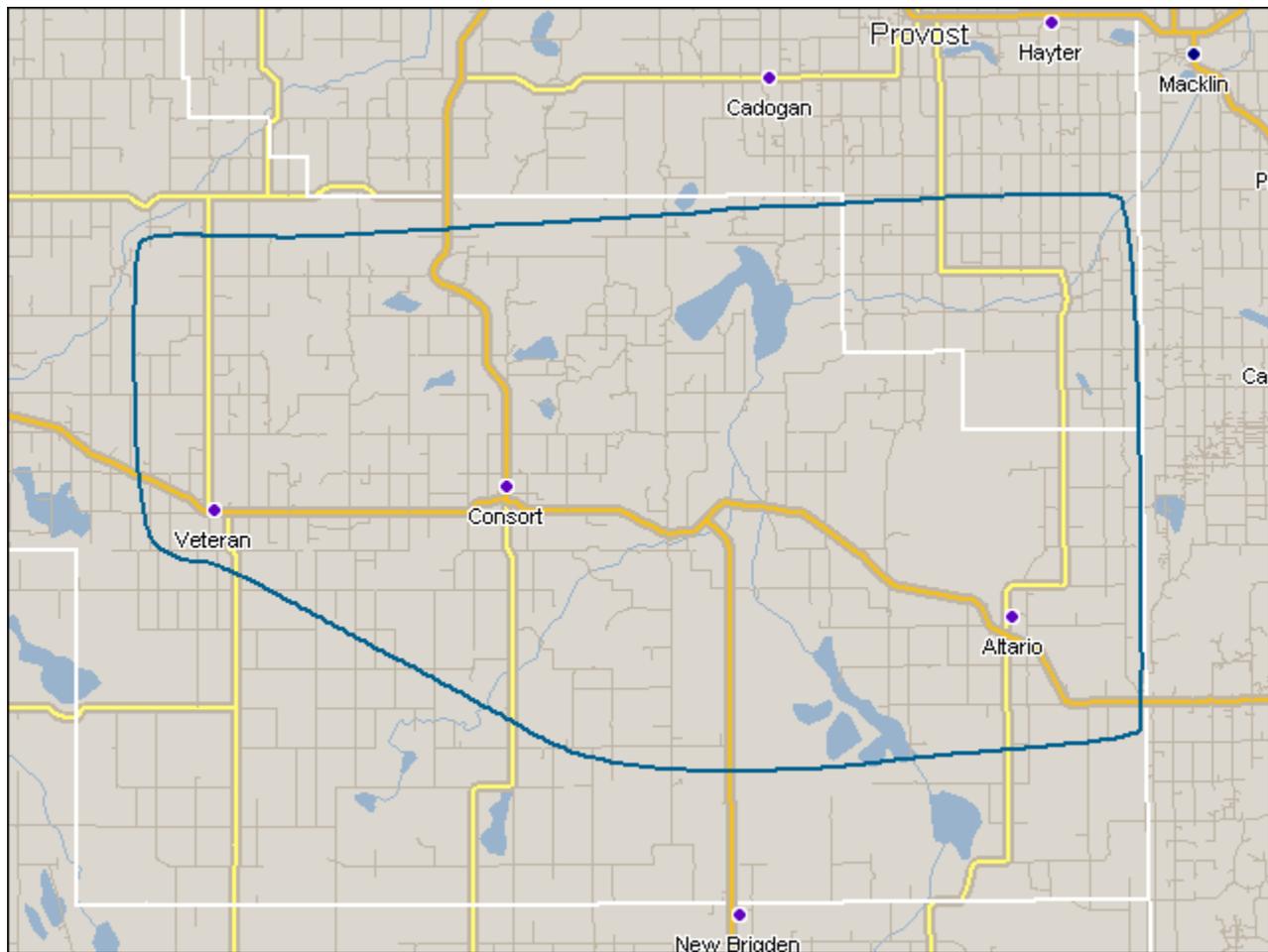
**Code:** 80125

**Market:** Consort, AB

**Population:** 1 675

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

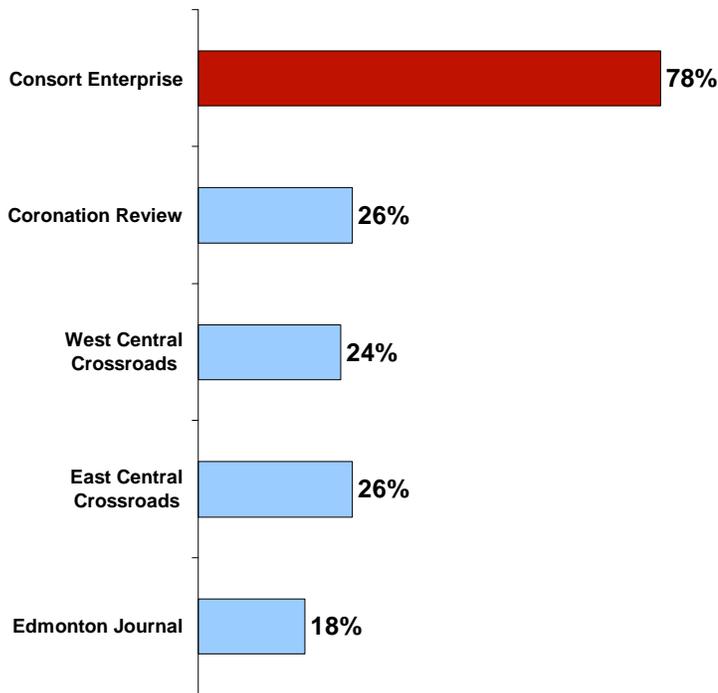


The measurement geography is based on data from Consort Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

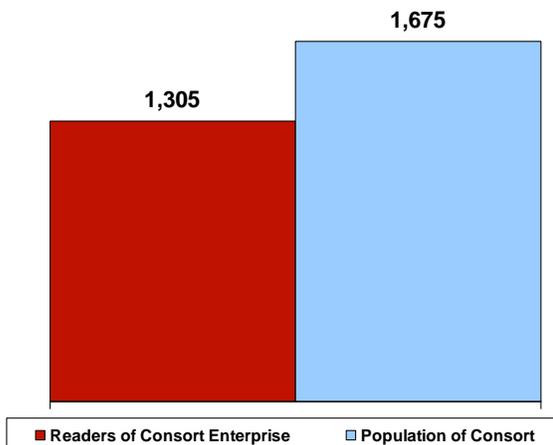
## NET READERSHIP\*

78% of Consort adults read any of the last 4 issues of Consort Enterprise.



## NET READERS

1,305 Consort adults read any of the last 4 issues of Consort Enterprise.



## NEWSPAPER READERSHIP

- 88% of Consort adults read any community newspaper.
- 26% of Consort adults read any daily newspaper.
- 63% of Consort adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### Consort Enterprise

- 86% of females read Consort Enterprise.\*

#### GENDER

Male	67%
Female	86%

#### AGE

18-34 years old	72%
35-49 years old	88%
50+ years old	73%

#### EDUCATION

High School or less	80%
Tech. or College	66%
University +	82%

#### HOUSEHOLD INCOME

<\$30K	96%
\$30-49K	69%
>\$50K	81%

#### RESIDENCE

Own Residence	83%
Rent Residence	27%

#### FAMILY STATUS

With children	79%
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

# Media Habits

## REASONS FOR READING COMMUNITY NEWSPAPERS

36% of Consort Enterprise readers said they read their community newspaper for advertising.

	Consort Enterprise Readers*	Community Newspaper Readers**
Editorial	41%	39%
Local News	87%	87%
Local Events	64%	63%
Classified	49%	48%
Real Estate	29%	27%
Jobs/Employment	25%	24%
Advertising	36%	33%
Flyers	25%	23%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

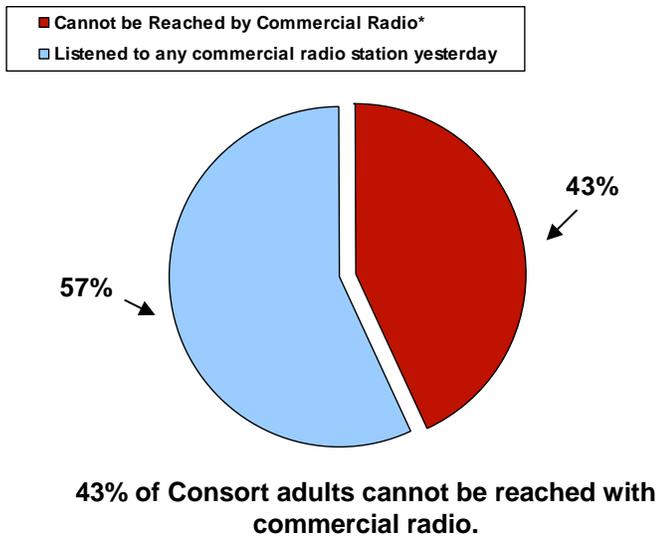
*(Read Always Or Sometimes)*

46% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

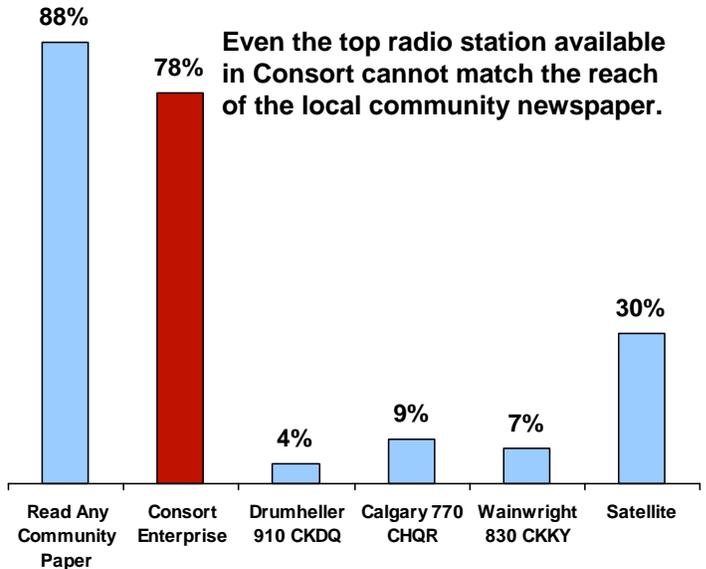
Automotive Supply or Service	46%
Computer Hardware or Software	42%
Department Stores including Clothing	60%
Drug Store or Pharmacy	73%
Fast Food Restaurant	14%
Furniture or Appliances or Electronics	56%
Grocery Store	69%
Home Improvement Store	62%
Investment or Banking Services	24%
Telecommunication and Wireless Products	34%
Other Products or Services	58%

## 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 Consort.



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



Source: ComBase 2008/2009