

Carberry News Express

Publication: Carberry News Express

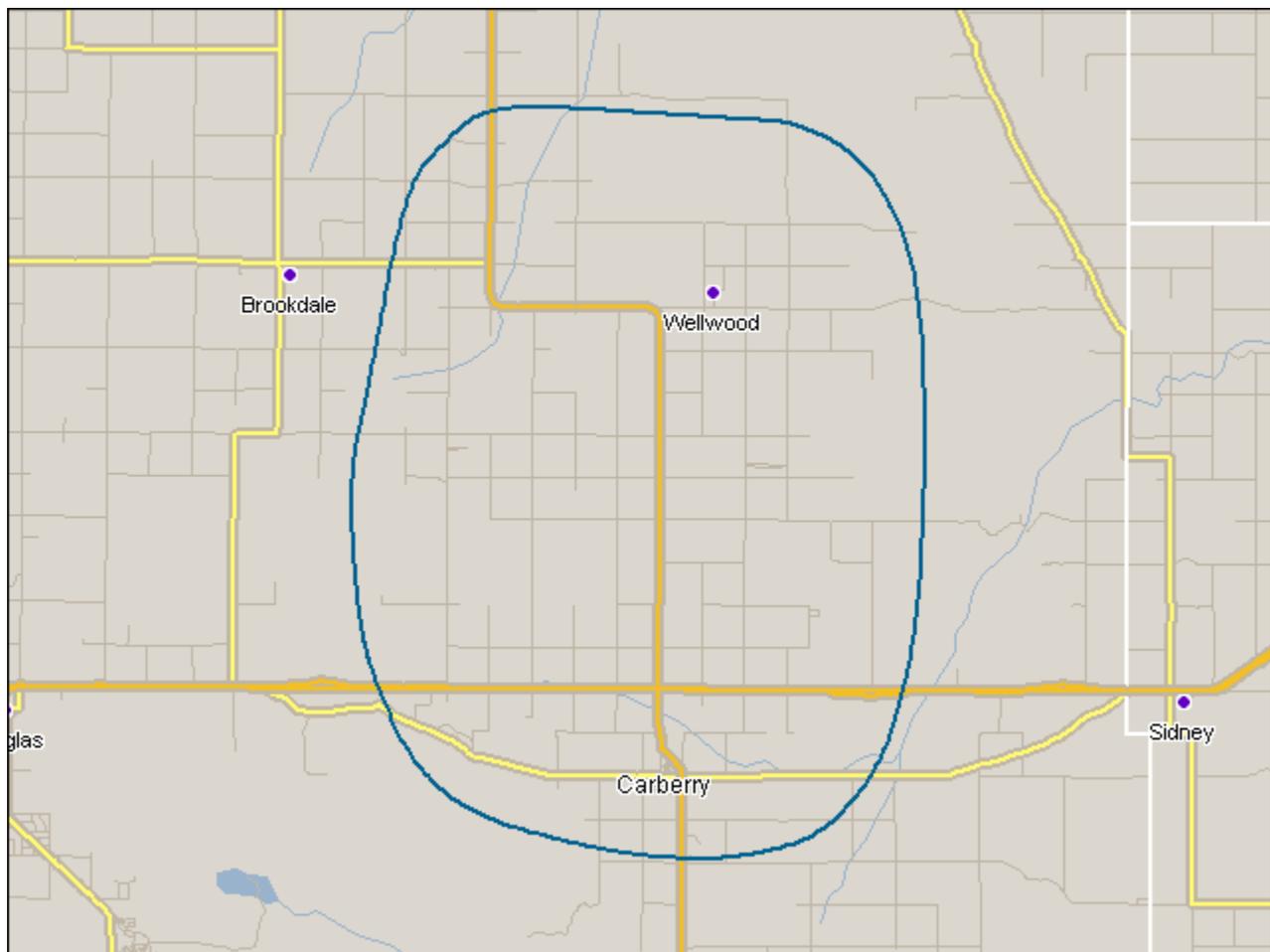
Code: 60033

Market: Carberry, MB

Population: 1 615

Publishing Day: Monday

Source: ComBase 2008/2009 Study

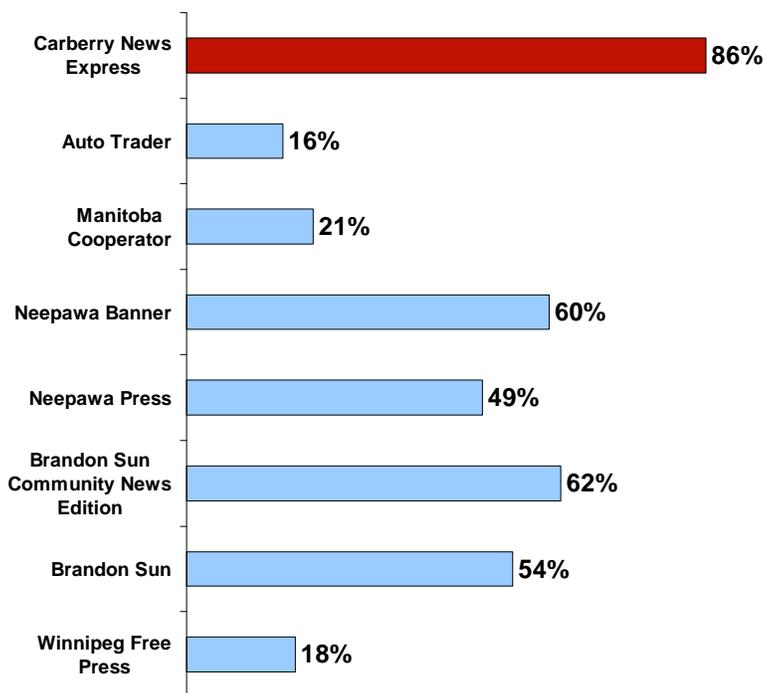


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

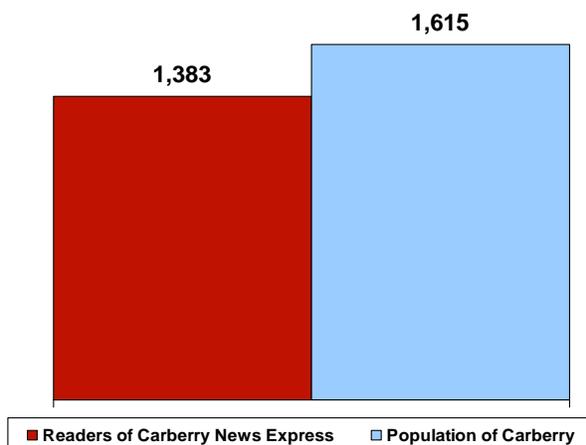
NET READERSHIP*

86% of Carberry adults read any of the last 4 issues of Carberry News Express.



NET READERS

1,383 Carberry adults read any of the last 4 issues of Carberry News Express.



NEWSPAPER READERSHIP

- 96% of Carberry adults read any community newspaper.
- 65% of Carberry adults read any daily newspaper.
- 33% of Carberry adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Carberry News Express

- 85% of females read Carberry News Express.*

GENDER

Male	86%
Female	85%

AGE

18-34 years old	63%
35-49 years old	90%
50+ years old	92%

EDUCATION

High School or less	84%
Tech. or College	87%
University +	90%

HOUSEHOLD INCOME

<\$30K	100%
\$30-49K	79%
>\$50K	93%

RESIDENCE

Own Residence	88%
Rent Residence	60%

FAMILY STATUS

With children	84%
Without children	87%

* 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

34% of Carberry News Express readers said they read their community newspaper for advertising.

	Carberry News Express Readers*	Community Newspaper Readers**
Editorial	38%	40%
Local News	94%	91%
Local Events	65%	66%
Classified	49%	48%
Real Estate	16%	16%
Jobs/Employment	15%	15%
Advertising	34%	35%
Flyers	30%	31%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

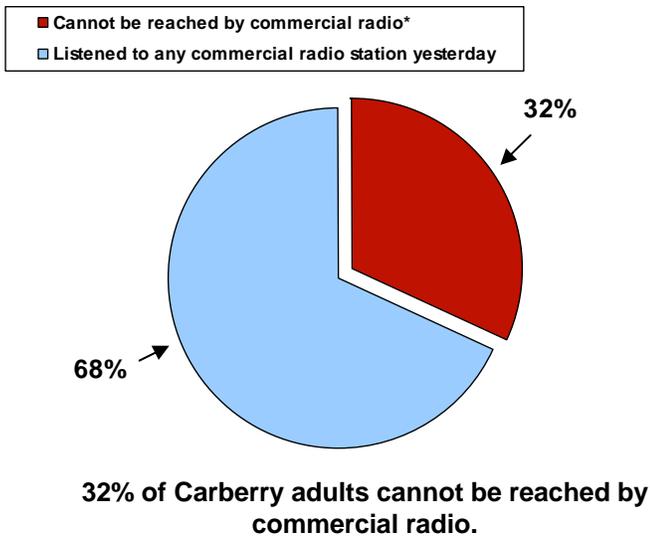
(Read Always Or Sometimes)

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

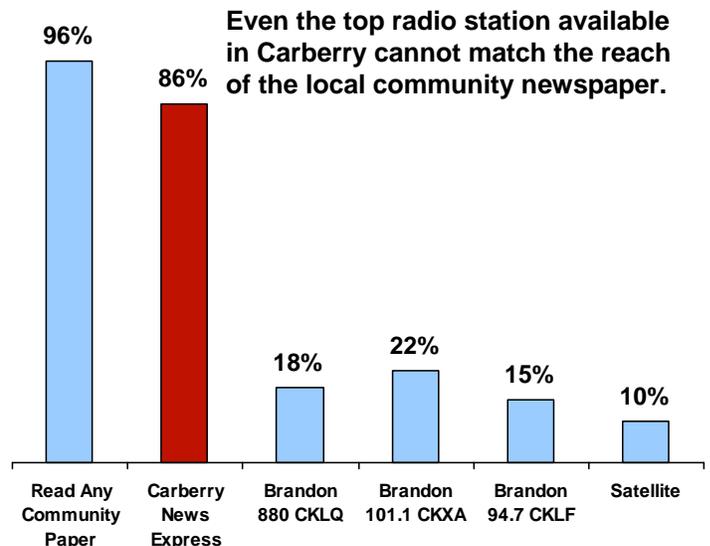
Automotive Supply or Service	43%
Computer Hardware or Software	42%
Department Stores including Clothing	61%
Drug Store or Pharmacy	50%
Fast Food Restaurant	33%
Furniture or Appliances or Electronics	55%
Grocery Store	73%
Home Improvement Store	72%
Investment or Banking Services	19%
Telecommunication and Wireless Products	27%
Other Products or Services	49%

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 2008/2009