

# The Valley Leader

**Publication:** The Valley Leader

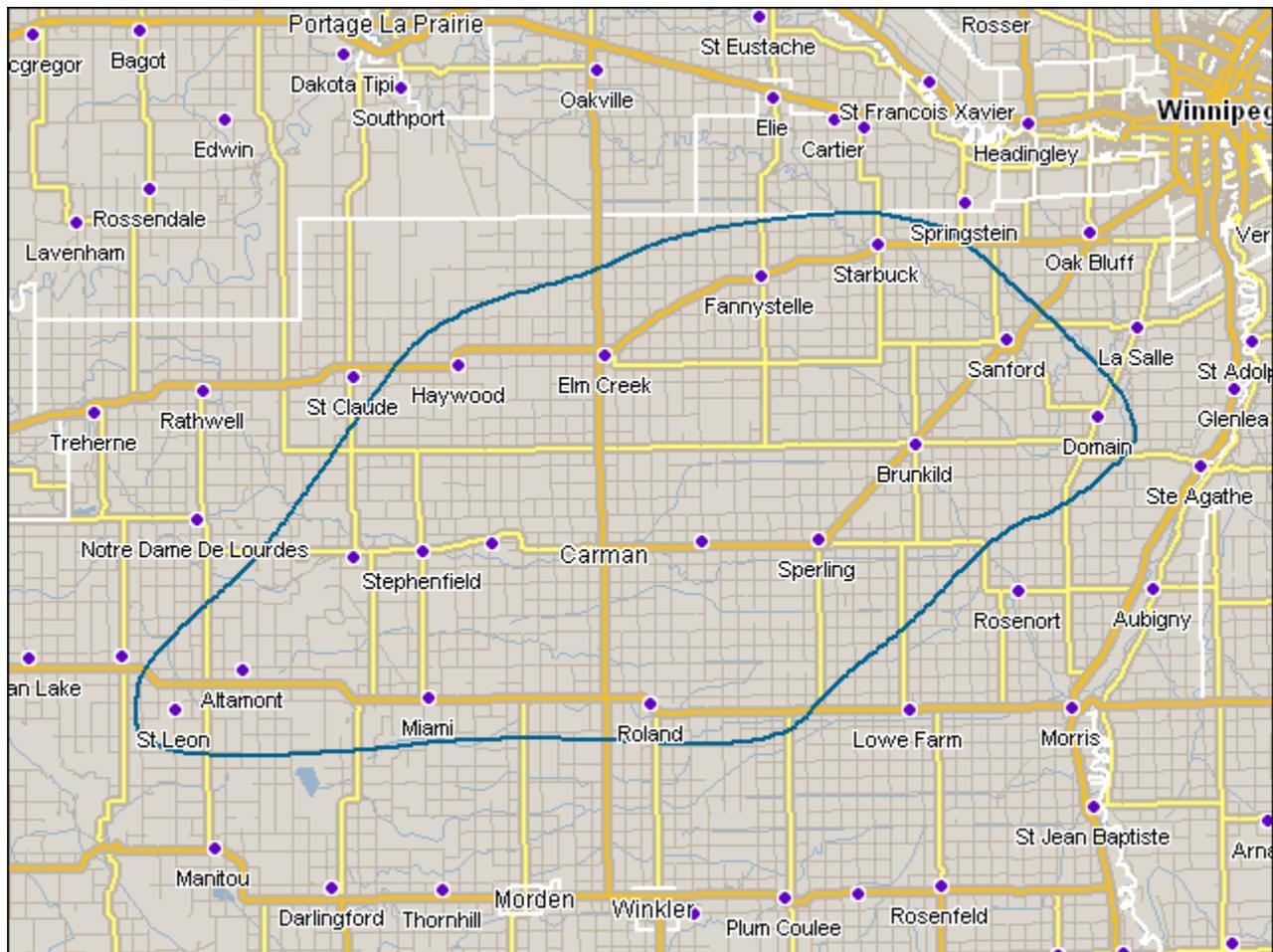
**Code:** 60044

**Market:** Carman, MB

**Population:** 8 596

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

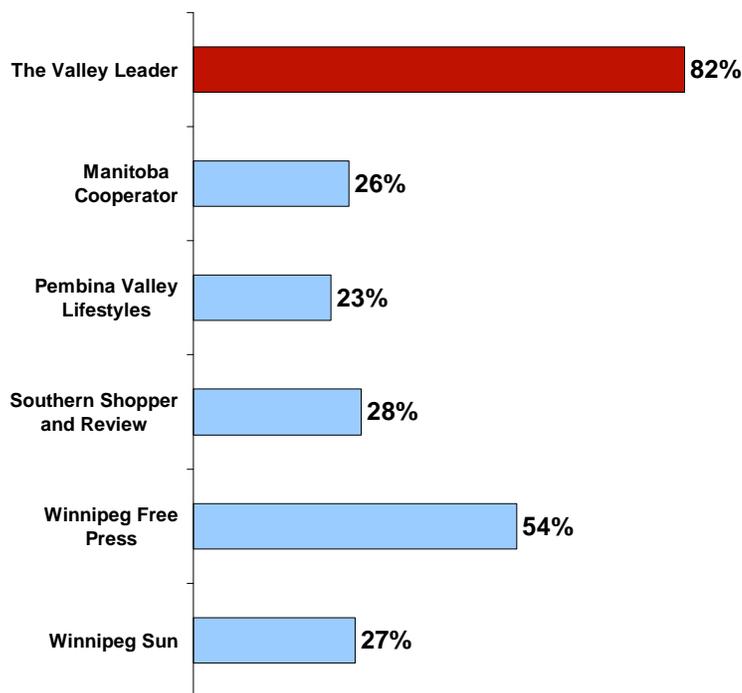


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

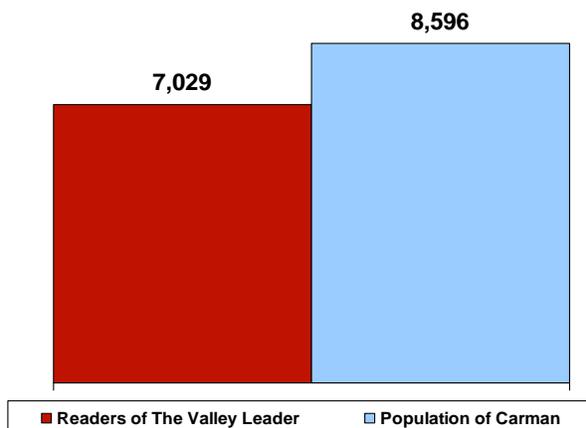
## NET READERSHIP\*

82% of Carman adults read any of the last 4 issues of The Valley Leader.



## NET READERS

7,029 Carman adults read any of the last 4 issues of The Valley Leader.



## NEWSPAPER READERSHIP

- 87% of Carman adults read any community newspaper.
- 62% of Carman adults read any daily newspaper.
- 30% of Carman adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: The Valley Leader

- 78% of females read The Valley Leader.\*

### GENDER

Male	85%
Female	78%

### AGE

18-34 years old	74%
35-49 years old	87%
50+ years old	82%

### EDUCATION

High School or less	83%
Tech. or College	82%
University +	80%

### HOUSEHOLD INCOME

<\$30K	80%
\$30-49K	92%
>\$50K	82%

### RESIDENCE

Own Residence	81%
Rent Residence	87%

### FAMILY STATUS

With children	83%
Without children	81%

\* 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 The Valley Leader readers said they read their community newspaper for advertising.

	The Valley Leader Readers*	Community Newspaper Readers**
Editorial	30%	29%
Local News	89%	87%
Local Events	48%	48%
Classified	46%	45%
Real Estate	16%	15%
Jobs/Employment	21%	20%
Advertising	34%	33%
Flyers	20%	19%

\*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)*

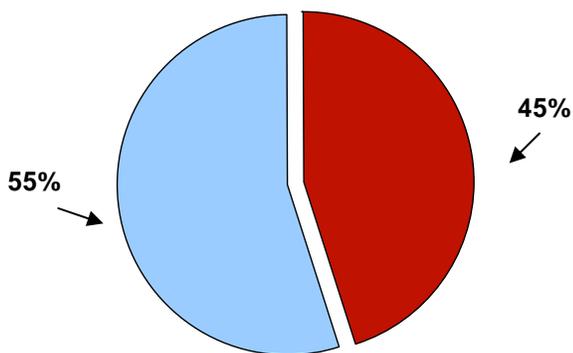
43% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	43%
Computer Hardware or Software	44%
Department Stores including Clothing	78%
Drug Store or Pharmacy	52%
Fast Food Restaurant	45%
Furniture or Appliances or Electronics	68%
Grocery Store	81%
Home Improvement Store	73%
Investment or Banking Services	29%
Telecommunication and Wireless Products	31%
Other Products or Services	66%

## COMMUNITY PRINT MEDIA VS. RADIO

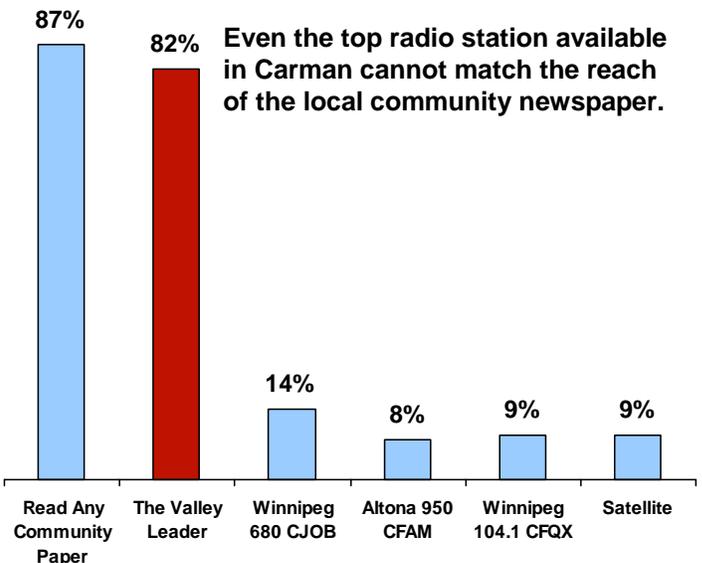
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio\*  
 ■ Listened to any commercial radio station yesterday



45% of Carman adults cannot be reached by commercial radio.

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



Source: ComBase 2008/2009