

The Carillon

Publication: The Carillon

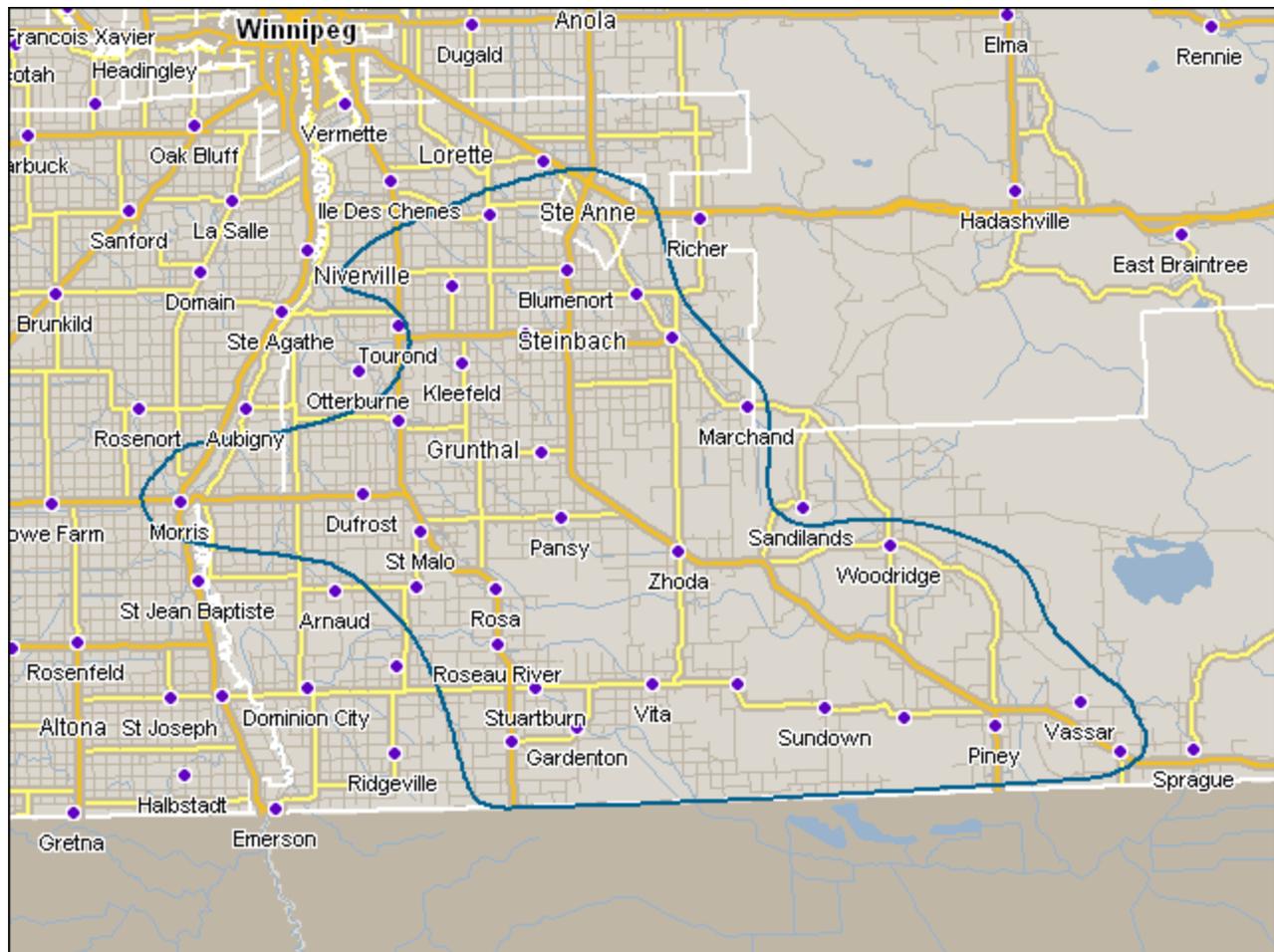
Code: 60015

Market: Steinbach, MB

Population: 31 723

Publishing Day: Thursday

Source: ComBase 2008/2009 Study

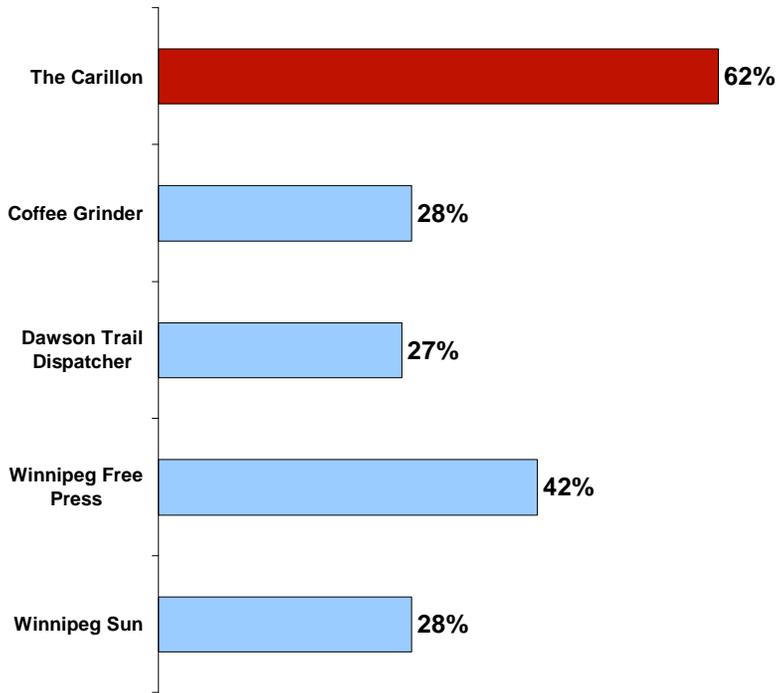


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

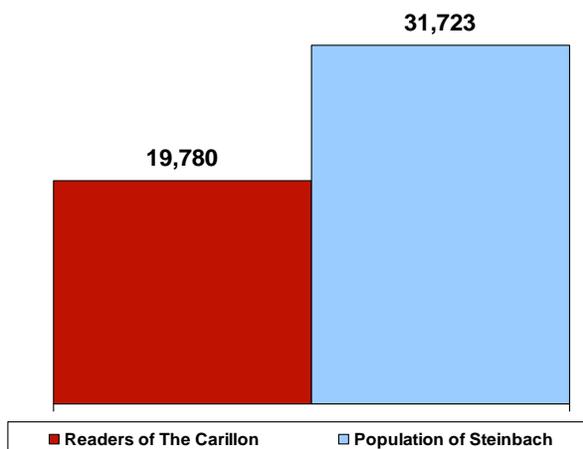
NET READERSHIP*

62% of Steinbach adults read any of the last 4 issues of The Carillon.



NET READERS

19,780 Steinbach adults read any of the last 4 issues of The Carillon.



NEWSPAPER READERSHIP

- 74% of Steinbach adults read any community newspaper.
- 56% of Steinbach adults read any daily newspaper.
- 29% of Steinbach adults can only be reached with community newspapers.

READER DEMOGRAPHICS: The Carillon

- 64% of females read The Carillon.*

GENDER

Male	61%
Female	64%

AGE

18-34 years old	53%
35-49 years old	63%
50+ years old	68%

EDUCATION

High School or less	64%
Tech. or College	61%
University +	59%

HOUSEHOLD INCOME

<\$30K	56%
\$30-49K	77%
>\$50K	62%

RESIDENCE

Own Residence	64%
Rent Residence	56%

FAMILY STATUS

With children	61%
Without children	64%

* 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

21% of The Carillon readers said they read their community newspaper for advertising.

	The Carillon Readers*	Community Newspaper Readers**
Editorial	36%	32%
Local News	90%	85%
Local Events	58%	57%
Classified	37%	36%
Real Estate	22%	20%
Jobs/Employment	21%	19%
Advertising	21%	20%
Flyers	23%	24%

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

READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

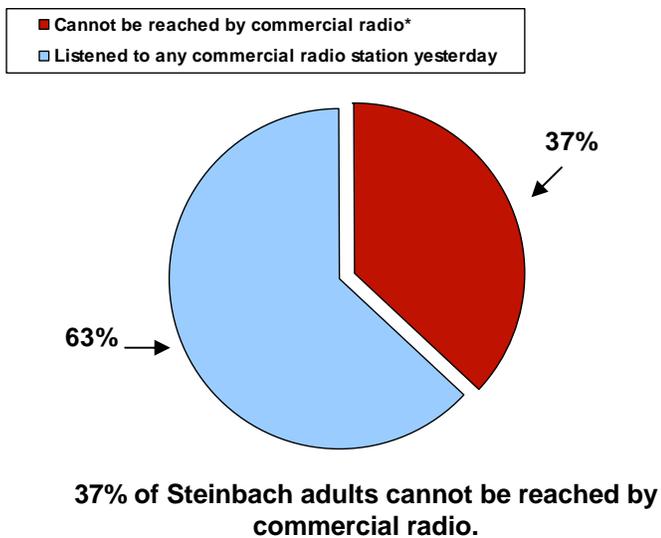
(Read Always Or Sometimes)

47% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

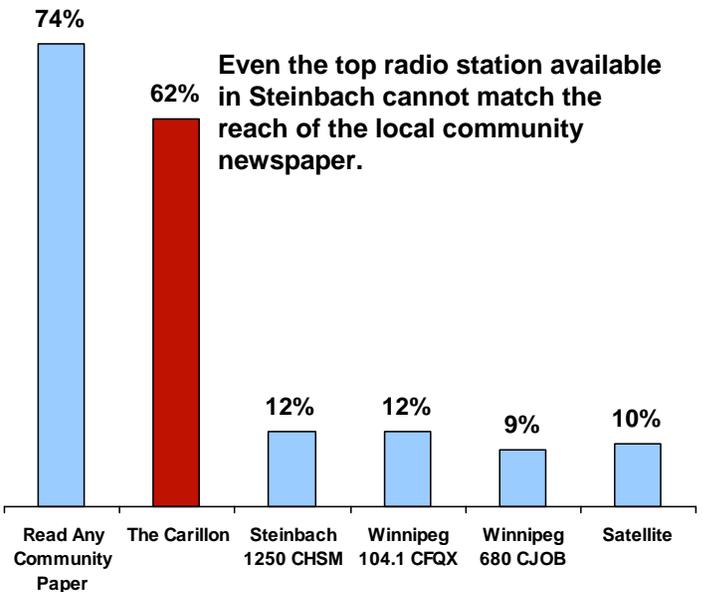
Automotive Supply or Service	47%
Computer Hardware or Software	46%
Department Stores including Clothing	72%
Drug Store or Pharmacy	55%
Fast Food Restaurant	47%
Furniture or Appliances or Electronics	78%
Grocery Store	81%
Home Improvement Store	72%
Investment or Banking Services	30%
Telecommunication and Wireless Products	33%
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 market.



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



Source: ComBase 2008/2009