

Consort Enterprise

Publication: Consort Enterprise

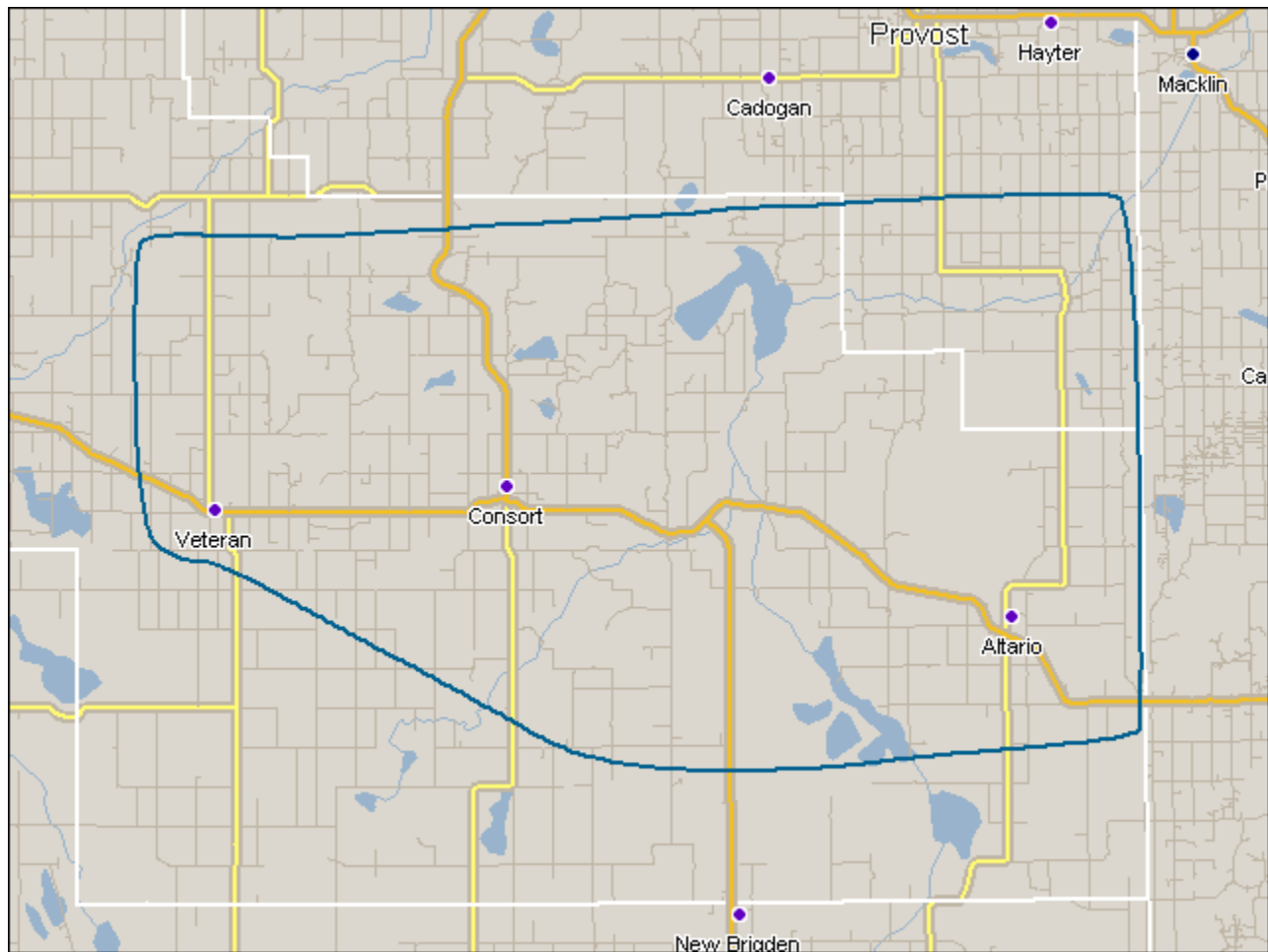
Code: 80125

Market: Consort, AB

Population: 1 675

Publishing Day: Wednesday

Source: ComBase 2008 Study

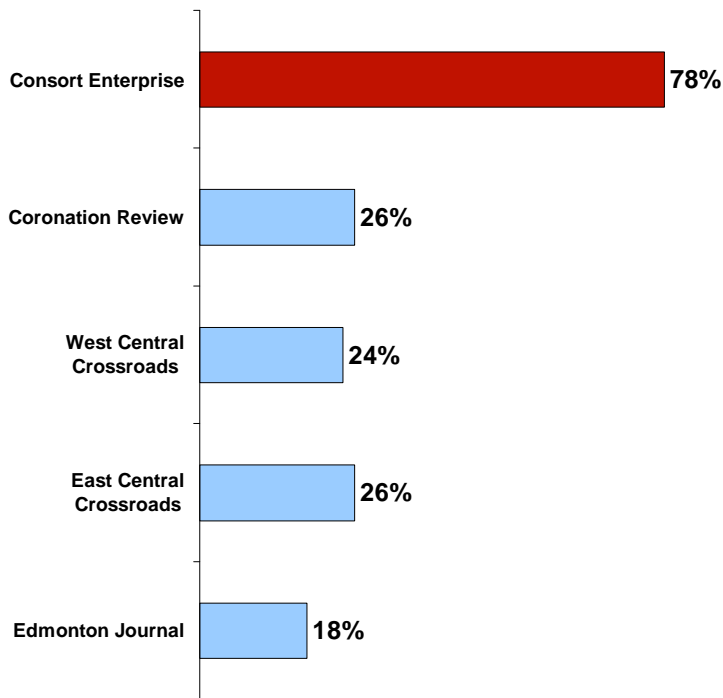


The measurement geography is based on data from Consort Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

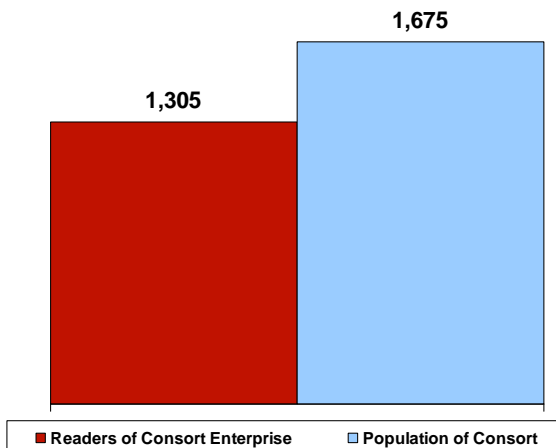
NET READERSHIP*

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

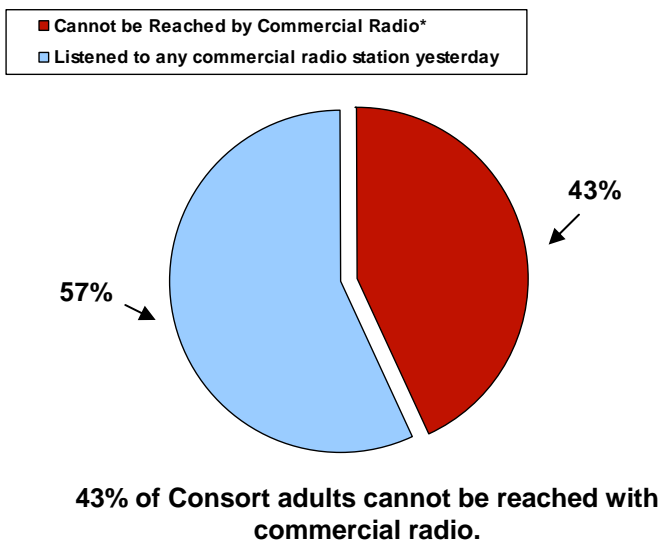
(Read Always Or Sometimes)

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

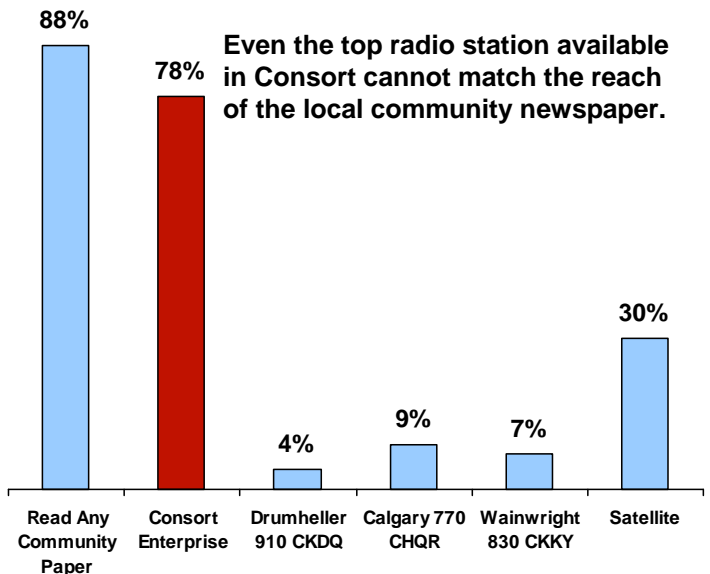
Automotive Supply or Service	46%
Computer Hardware or Software	42%
Department Stores including Clothing	60%
Drug Store or Pharmacy	73%
Fast Food Restaurant	14%
Furniture or Appliances or Electronics	56%
Grocery Store	69%
Home Improvement Store	62%
Investment or Banking Services	24%
Telecommunication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