

# The Carlyle Observer

**Publication:** The Carlyle Observer

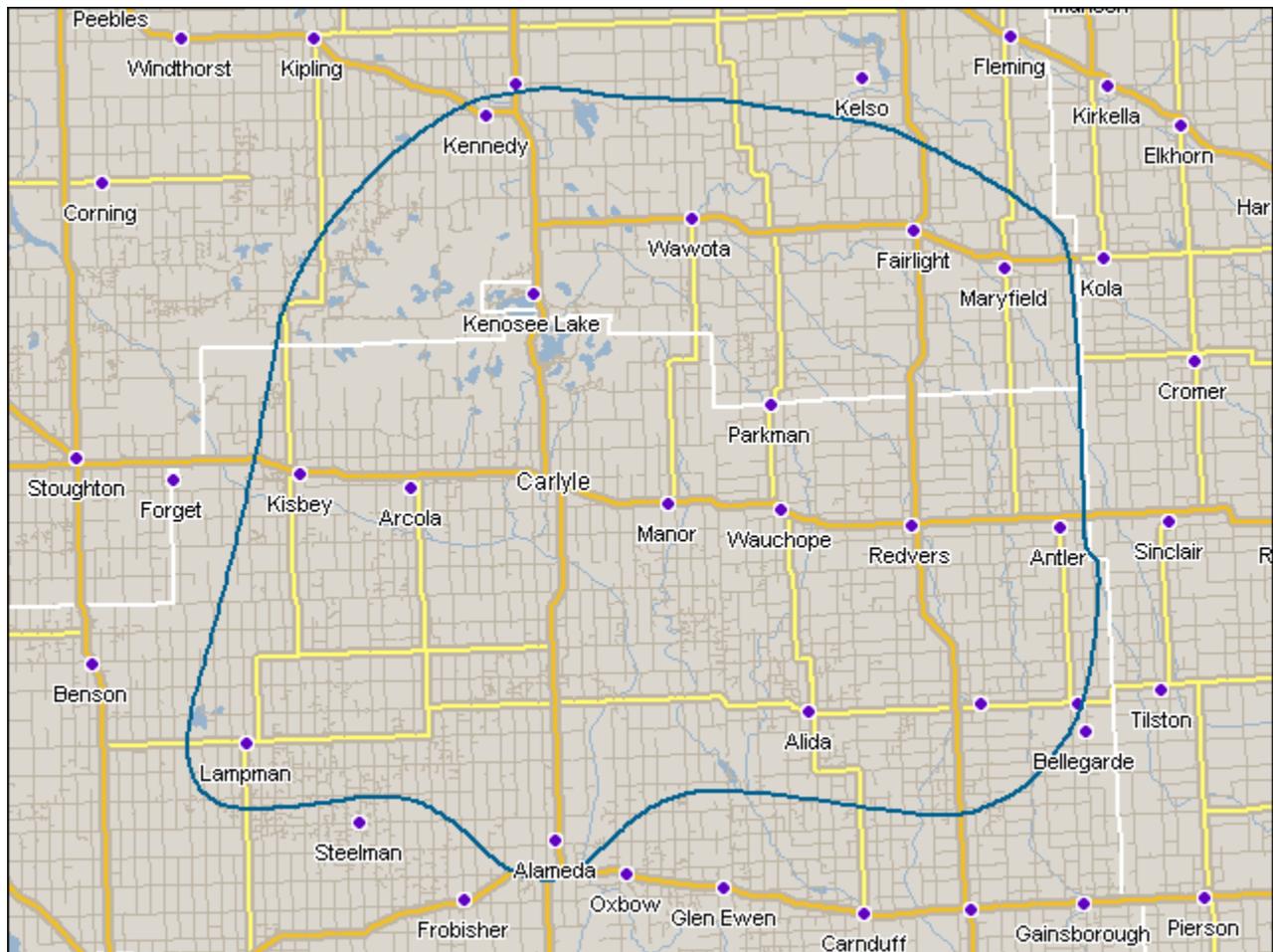
**Code:** 70023

**Market:** Carlyle, SK

**Population:** 7 788

**Publishing Day:** Friday

**Source:** ComBase 2008/2009 Study

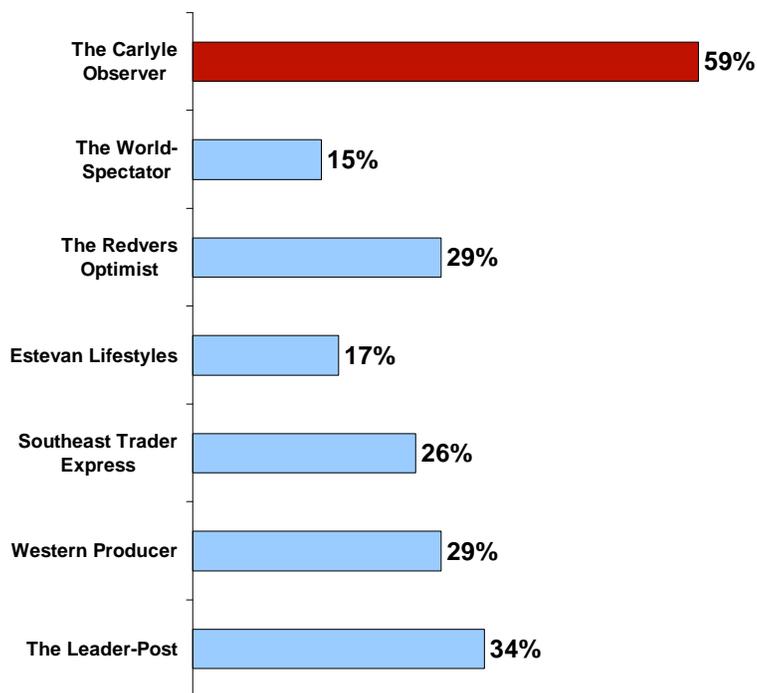


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

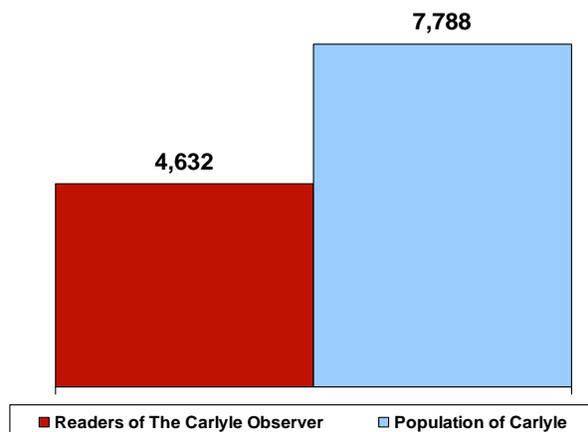
## NET READERSHIP\*

59% of Carlyle adults read any of the last 4 issues of The Carlyle Observer.



## NET READERS

4,632 Carlyle adults read any of the last 4 issues of The Carlyle Observer.



## NEWSPAPER READERSHIP

- 83% of Carlyle adults read any community newspaper.
- 34% of Carlyle adults read any daily newspaper.
- 52% of Carlyle adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: The Carlyle Observer

- 67% of females read The Carlyle Observer.\*

### GENDER

Male	52%
Female	67%

### AGE

18-34 years old	49%
35-49 years old	67%
50+ years old	60%

### EDUCATION

High School or less	61%
Tech. or College	59%
University +	52%

### HOUSEHOLD INCOME

<\$30K	68%
\$30-49K	57%
>\$50K	64%

### RESIDENCE

Own Residence	61%
Rent Residence	49%

### FAMILY STATUS

With children	58%
Without children	60%

\* 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

39% of The Carlyle Observer readers said they read their community newspaper for advertising.

	The Carlyle Observer Readers*	Community Newspaper Readers**
Editorial	35%	33%
Local News	83%	80%
Local Events	58%	57%
Classified	49%	48%
Real Estate	17%	16%
Jobs/Employment	17%	18%
Advertising	39%	41%
Flyers	25%	23%

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

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

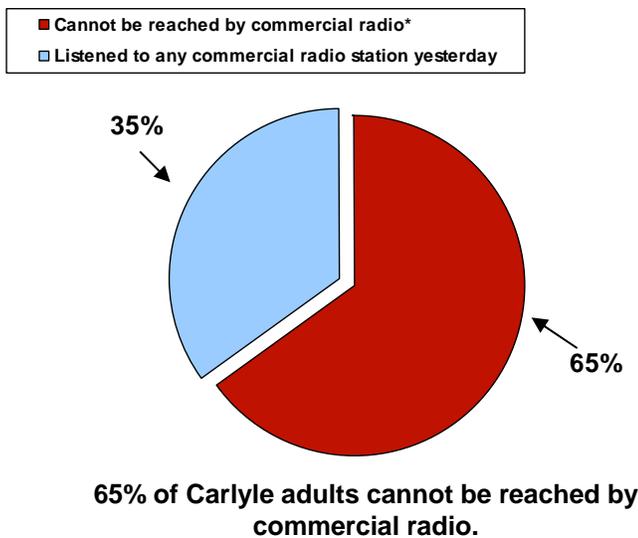
*(Read Always Or Sometimes)*

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

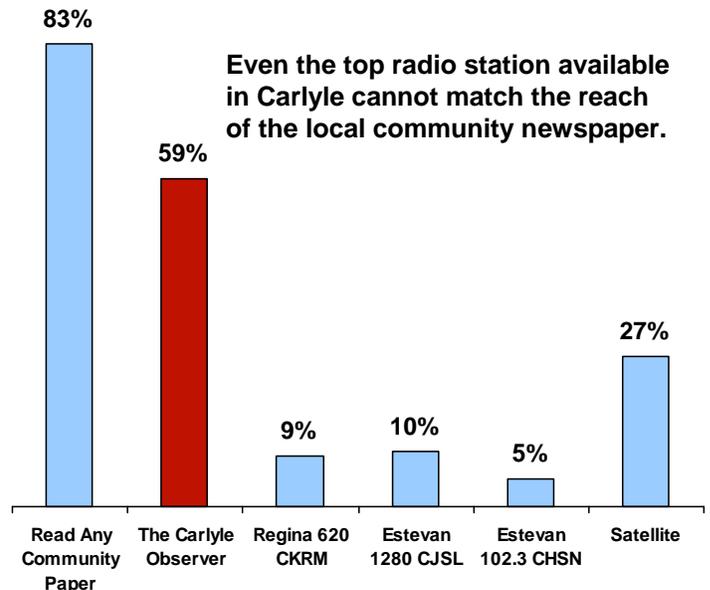
Automotive Supply or Service	46%
Computer Hardware or Software	37%
Department Stores including Clothing	58%
Drug Store or Pharmacy	73%
Fast Food Restaurant	37%
Furniture or Appliances or Electronics	59%
Grocery Store	78%
Home Improvement Store	63%
Investment or Banking Services	31%
Telecommunication and Wireless Products	26%
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