

Community Newspaper Readership

Brooks, Alberta

Brooks

Newspaper Readership

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- **Readership Overview**
 - % Readership by publication
 - Net Readers by publication
- **Demographics**
 - Gender and Age
 - Employment Status and Home Ownership
 - Family Status
 - Household Income

Study Overview

Source: ComBase 2004/2005 National Study

Base: Brooks CSD 2 Yr Data *

Demo: Adults 18+

Weighted Population: 9,100

Competitive Data: compares three highest read publications in each market, Adults 18+

ComBase 2004/2005 is a combination of interviews from Wave 1 (October 2002 to June 2003) and Wave 2 (October 2004 to June 2005).

ComBase is conducted by Maritz Research.

*in future this area will be referred to as Brooks

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

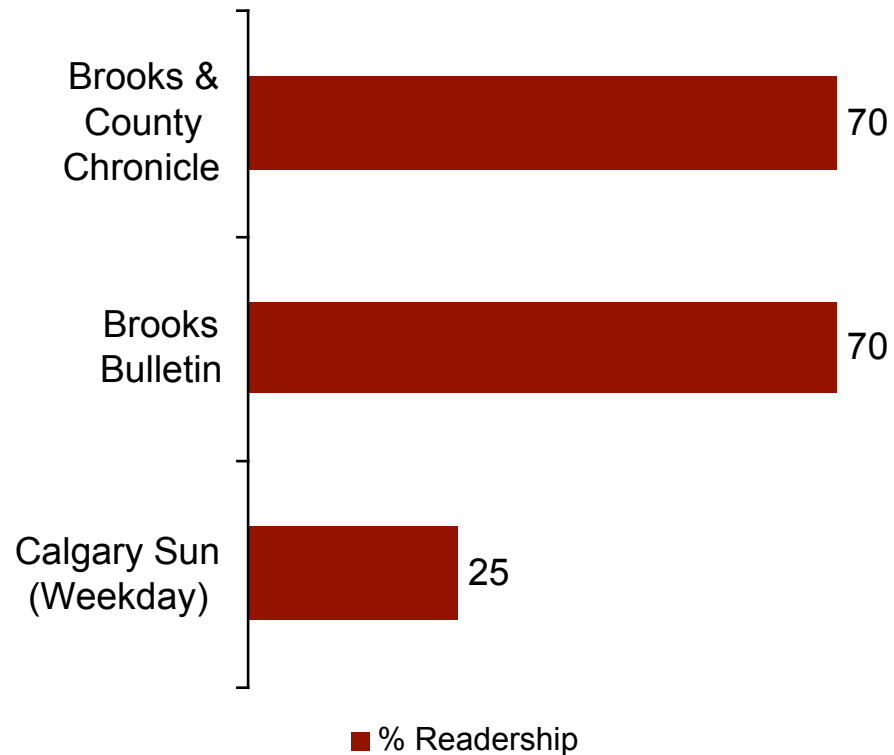
ComBase = Community Newspaper Database

- Both the Research Bureau and the study
- Initiative of CCNA and its members
- Stand-alone incorporated company
- Governed by an independent, fully tri-partite Board
- Arms-length relationship to the industry
- Completely funded by 300+ member papers
- Support from independents and large groups
- Small and large papers across Canada
- 400+ markets and sub-markets
- 25,000+ interviews per wave
- 50,000+ total interviews
- 2-year rolling study
- All provinces represented
- 800+ publications – community and daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

Newspaper Readership Overview

(Brooks, Alberta)

- Readership of the *Brooks & County Chronicle* is **70%**
- Readership of the *Brooks Bulletin* is **70%**
- Readership of the *Calgary Sun (Weekday)* is **25%**



Source: ComBase 2004/2005 National Study
*Base Population – Brooks Canadian CSD 2 Yr Data (9,100)

Readership Overview

- **70%** of Brooks adults report reading the *Brooks & County Chronicle* – this represents 6,300 readers
- The *Brooks Bulletin* reports **70%** readership (6,400 readers)
- The *Calgary Sun (Weekday)* reports **25%** readership (2,300 readers)

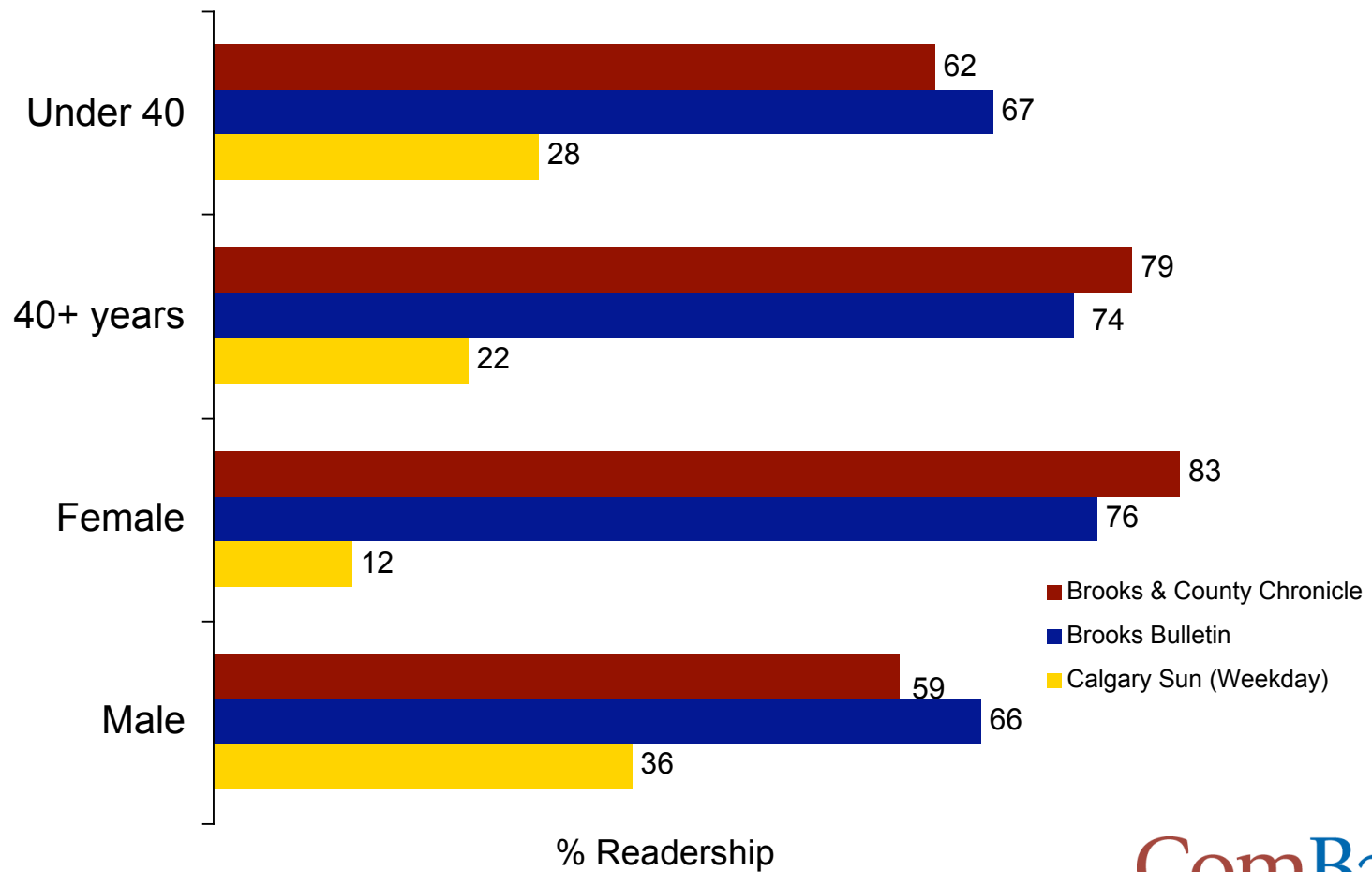
Demographics Overview

Because of their high reach, community newspapers attract a desirable audience comprised of:

- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

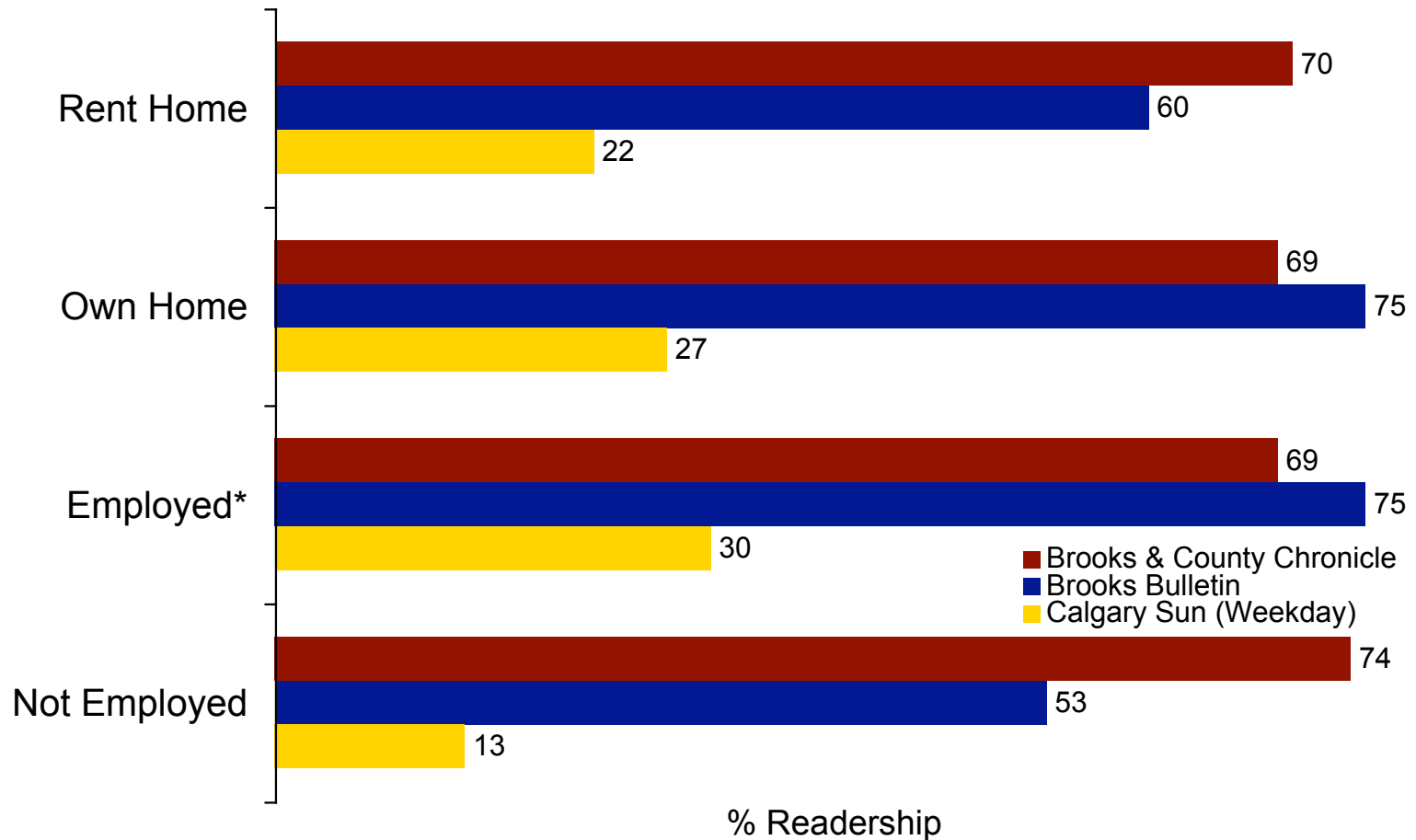
% Reach by Demographic Sector

(Brooks, Alberta)



Source: ComBase 2004/2005 National Study
 *Base Population – Brooks CSD 2 Yr Data (9,100)

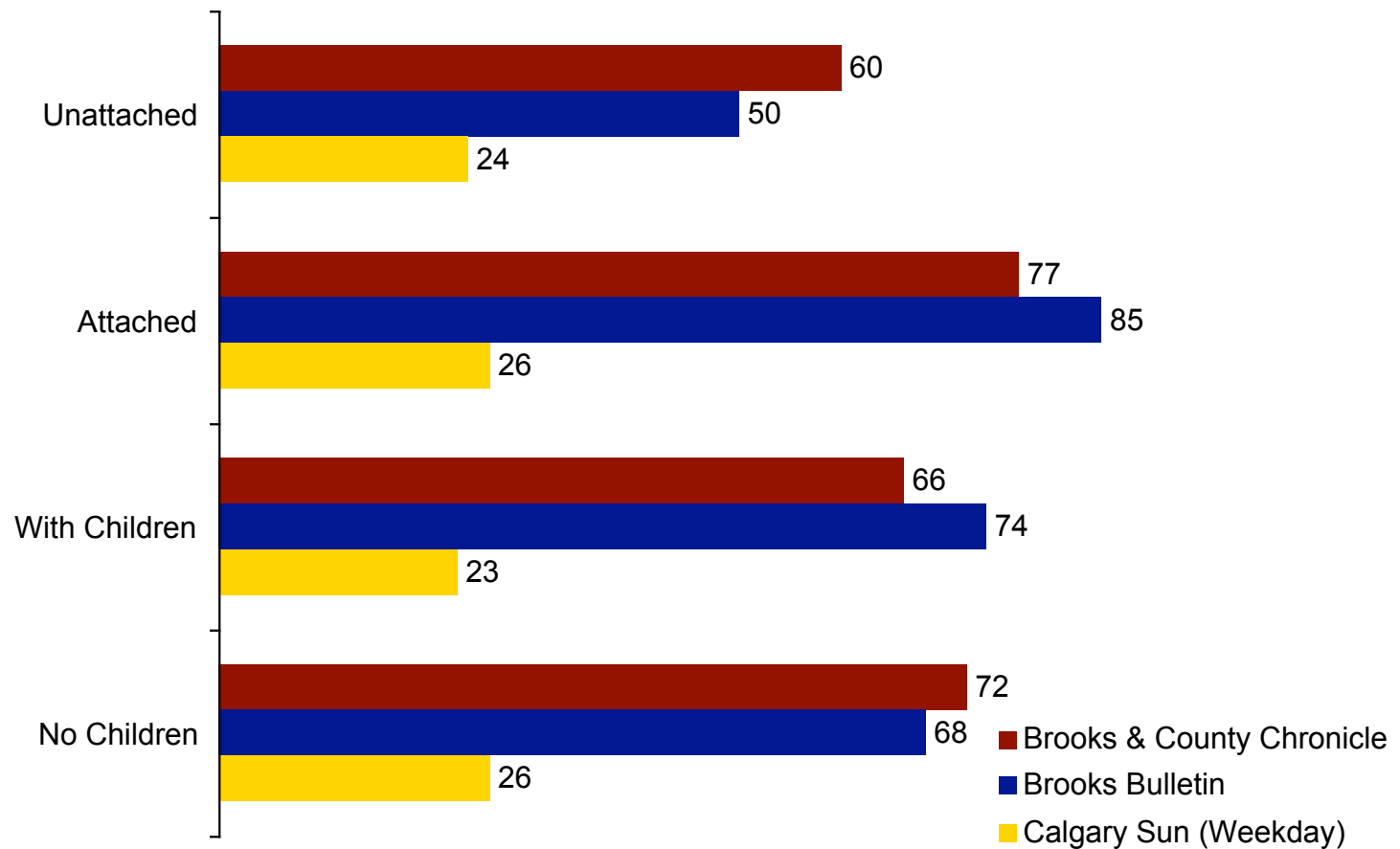
% Reach by Demographic Sector (Brooks, Alberta)



Source: ComBase 2004/2005 National Study

*Base Population – Brooks CSD 2 Yr Data (9,100) * Full/Part time or Self Employed

% Reach by Demographic Sector (Brooks, Alberta)

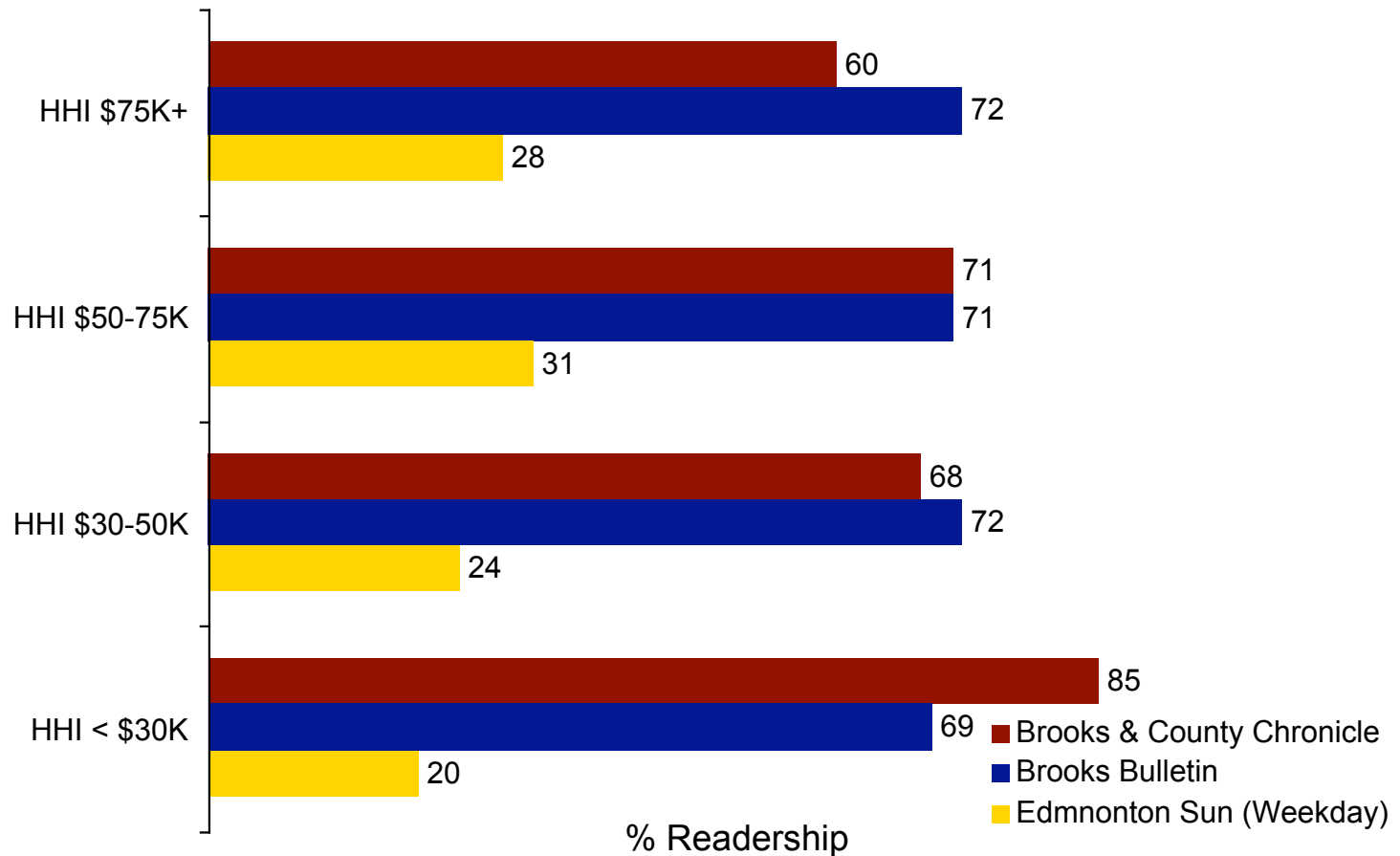


% Readership

Source: ComBase 2004/2005 National Study
*Base Population – Brooks CSD 2 Yr Data (9,100)

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

% Reach by Demographic Sector (Brooks, Alberta)



Source: ComBase 2004/2005 National Study
 *Base Population – Brooks CSD 2 Yr Data (9,100)