

Community Newspaper Readership

NWT News North

Yellowknife, NWT

NWT News North

Newspaper Readership

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

Study Overview

Source: ComBase 2004/2005 National Study

Base: Yellowknife 2 Yr Data *

Demo: Adults 18+

Weighted Population: 20,100

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 Yellowknife

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

What is ComBase?

The Most Comprehensive Print Study in the World!

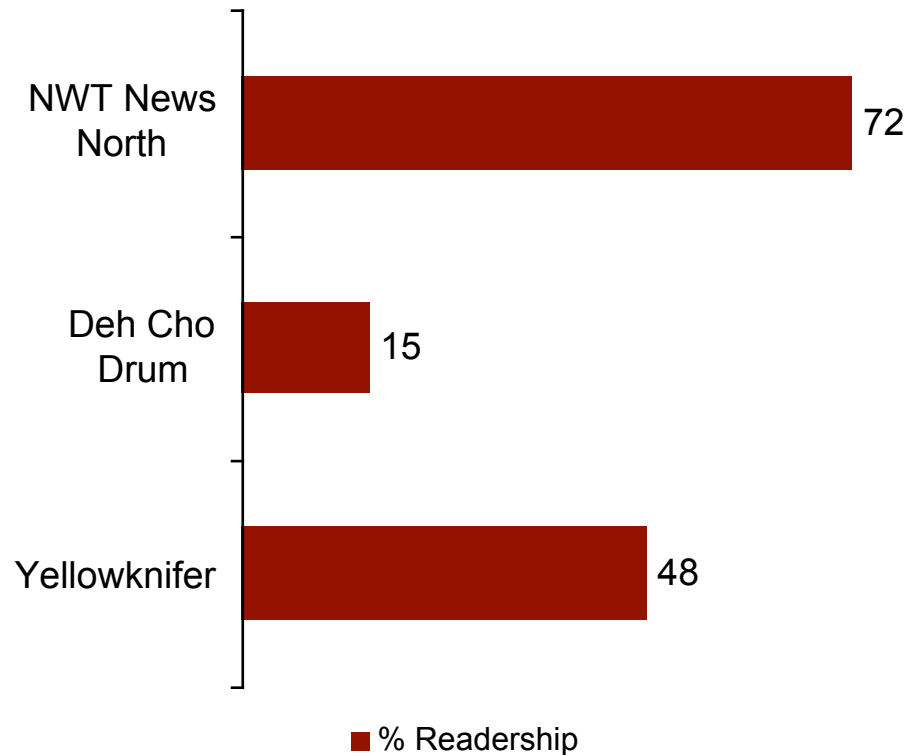
ComBase = Community Newspaper Database

- 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

(Yellowknife, NWT)

- Readership of the *NWT News North* is **72%**
- Readership of the *Deh Cho Drum* is **15%**
- Readership of the *Yellowknifer* is **48%**



Source: ComBase 2004/2005 National Study
*Base Population – Yellowknife Canadian 2 Yr Data (21,000)

Readership Overview

- **72%** of Yellowknife adults report reading the *NWT News North* – this represents 14,500 readers
- The *Deh Cho Drum* reports **15%** readership (3,100 readers)
- The *Yellowknifer* reports **48%** readership (9,700 readers)

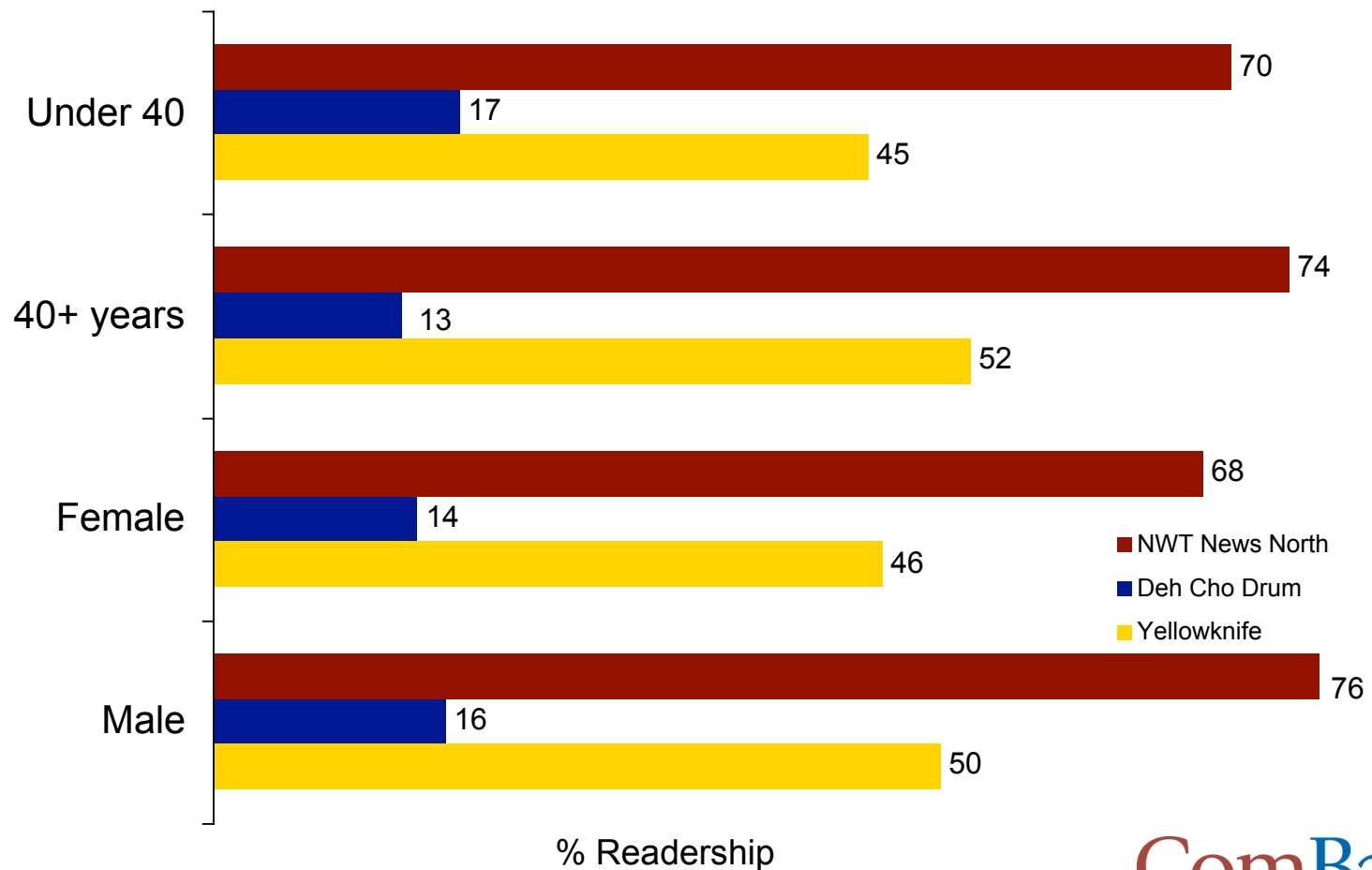
Demographics Overview

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 (Yellowknife, NWT)

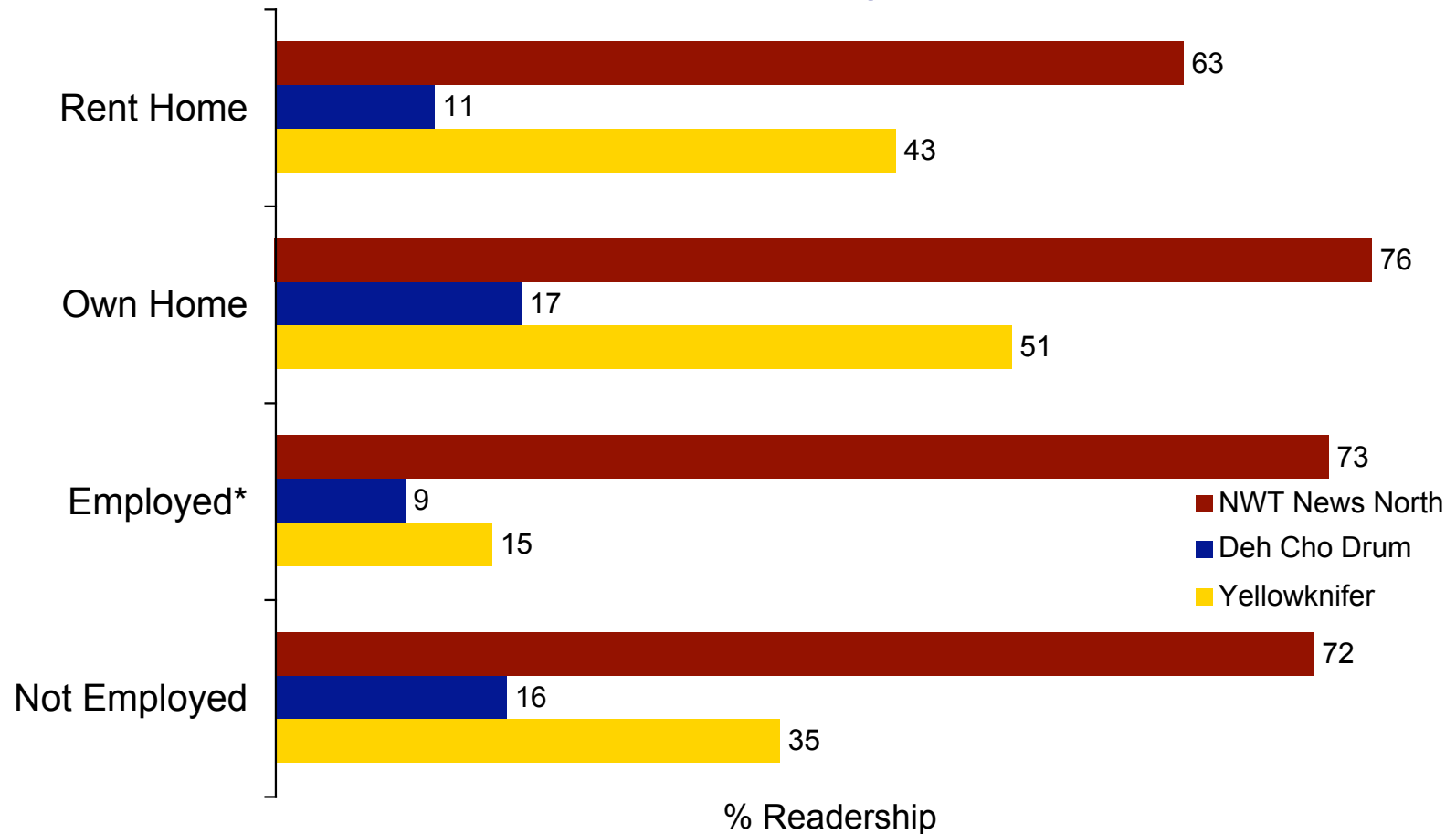
68% of women and 76% of men in Yellowknife are reading the *NWT News North*.



Source: ComBase 2004/2005 National Study
*Base Population – Yellowknife 2 Yr Data (21,000)

% Reach by Demographic Sector (Yellowknife, NWT)

76% of Yellowknife homeowners are reading the *NWT News North*.

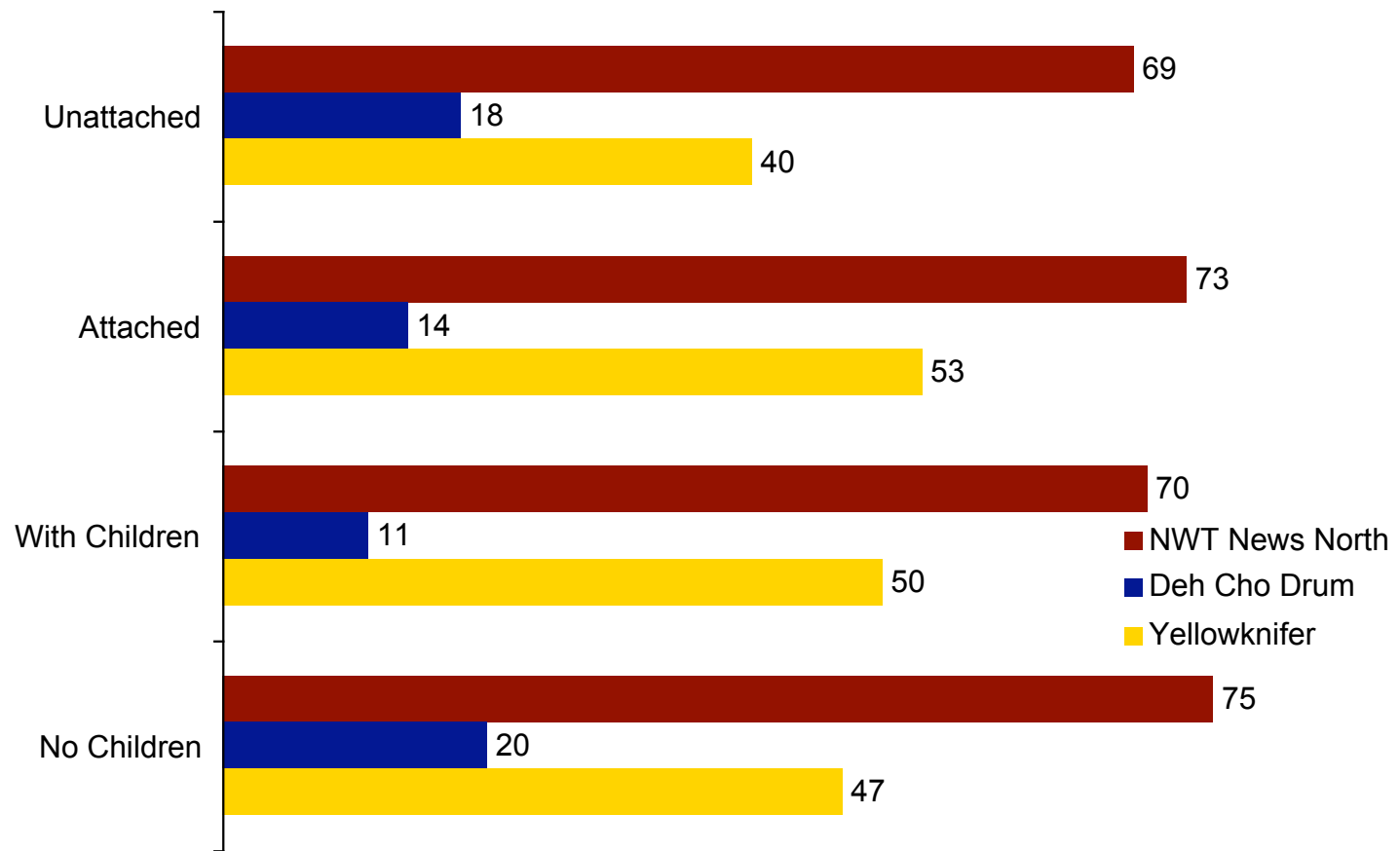


Source: ComBase 2004/2005 National Study

*Base Population – Yellowknife 2 Yr Data (21,000) * Full/Part time or Self Employed

% Reach by Demographic Sector (Yellowknife, NWT)

70% of Yellowknife adults with kids are reading the *NWT News North*.

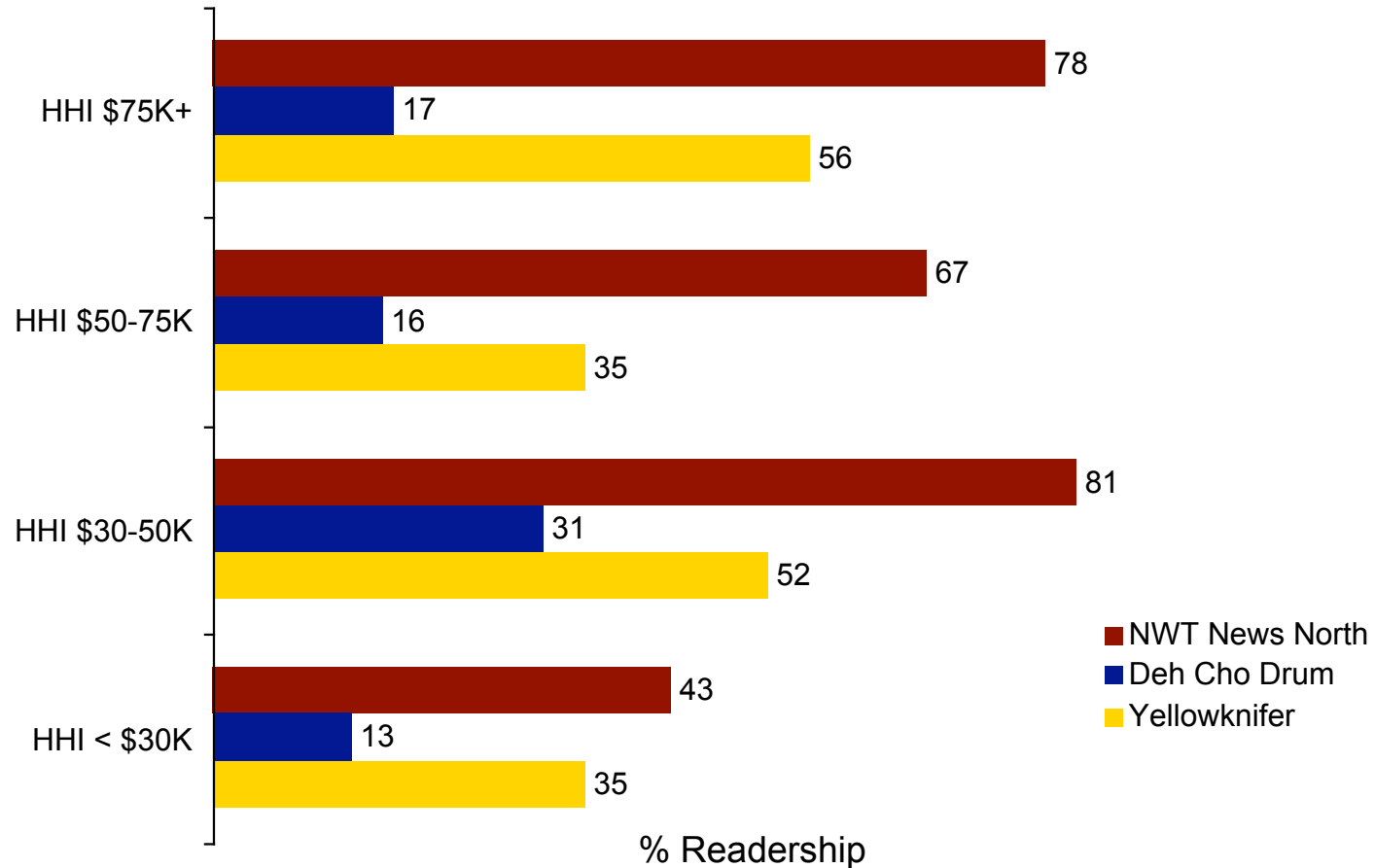


% Readership

Source: ComBase 2004/2005 National Study
*Base Population – Yellowknife 2 Yr Data (21,000)

% Reach by Demographic Sector (Yellowknife, NWT)

78% of Yellowknife adults with HHI \$75K+ are reading the *NWT News North*.



Source: ComBase 2004/2005 National Study
*Base Population – Yellowknife 2 Yr Data (21,000)