

Community Newspaper Readership

National and Provincial Overview

2006

Community Newspaper Readership

- National readership
- Provincial readership
 - *Atlantic*
 - *Quebec*
 - *Ontario*
 - *Manitoba*
 - *Saskatchewan*
 - *Alberta*
 - *British Columbia*
 - *Northwest Territories/Nunavut*

National Readership

Community Newspapers

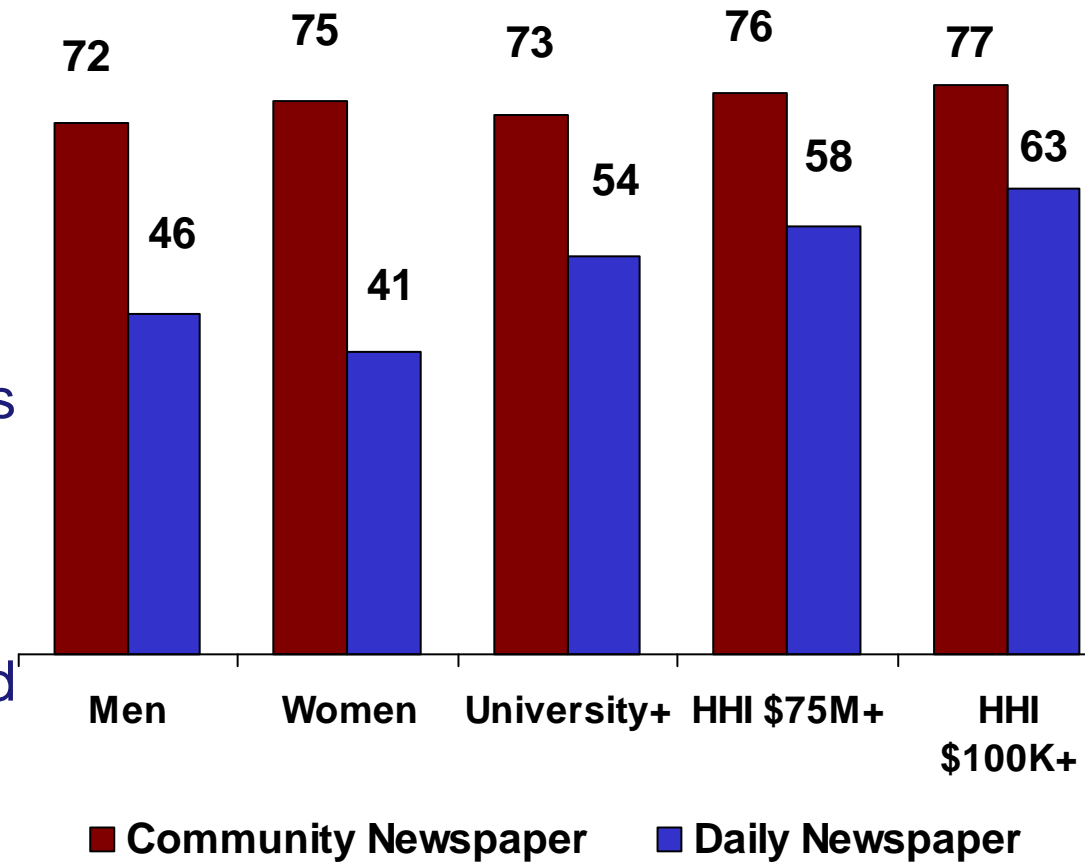
The Results Are In - National

- **74%** of adults read the last issue of their community newspaper
- **57%** read yesterday's weekday daily newspaper
- **29%** of our readers are exclusive
- **40%** of Canadians are light TV viewers
- **34%** of Canadians cannot be reached with commercial radio*

How Do You Reach Them?

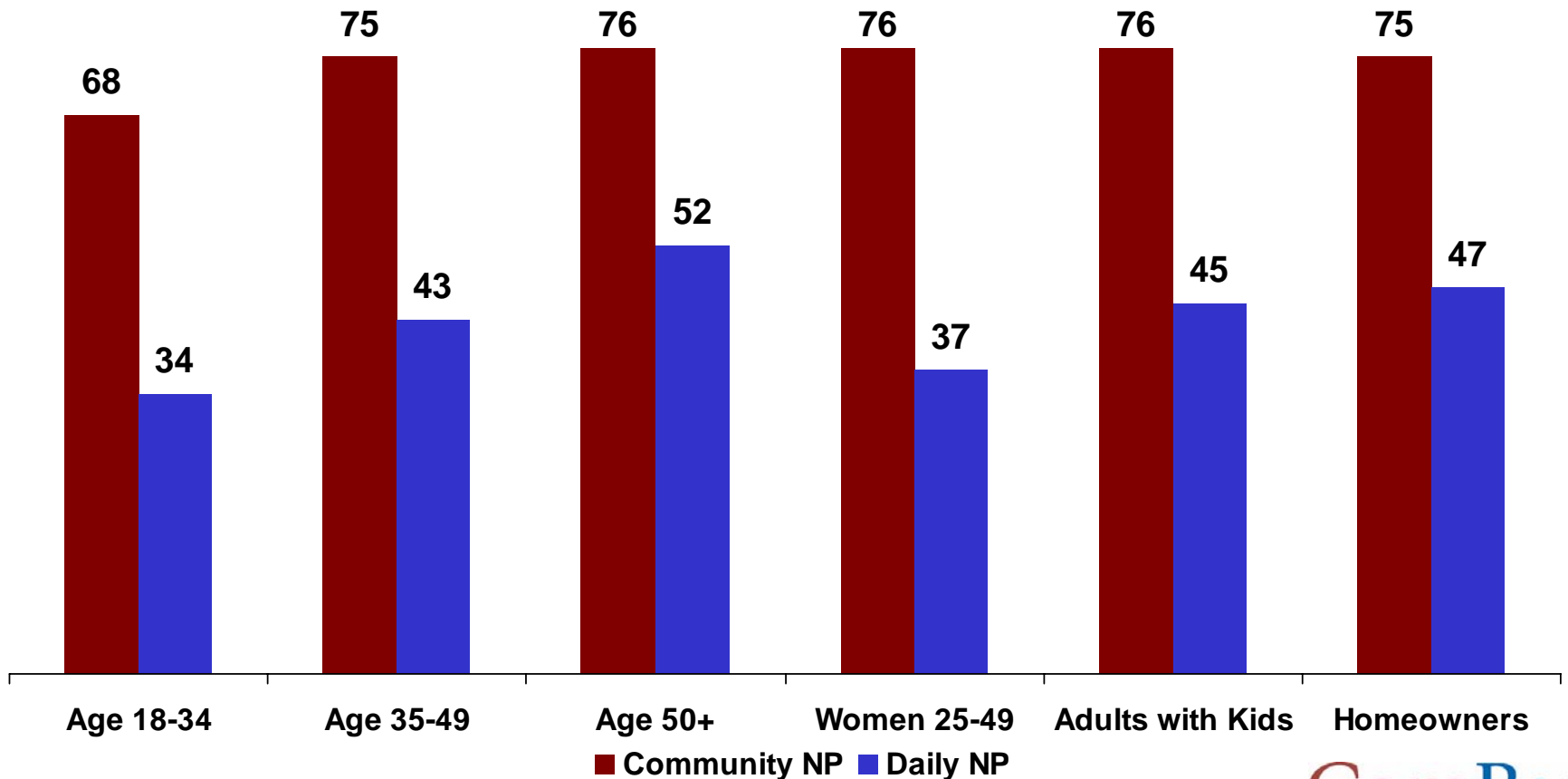
National Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **73%** of adults read community papers compared to **54%** reading the daily
- Among adults with household incomes over \$75K, **76%** read the community paper compared to **58%** reading the daily



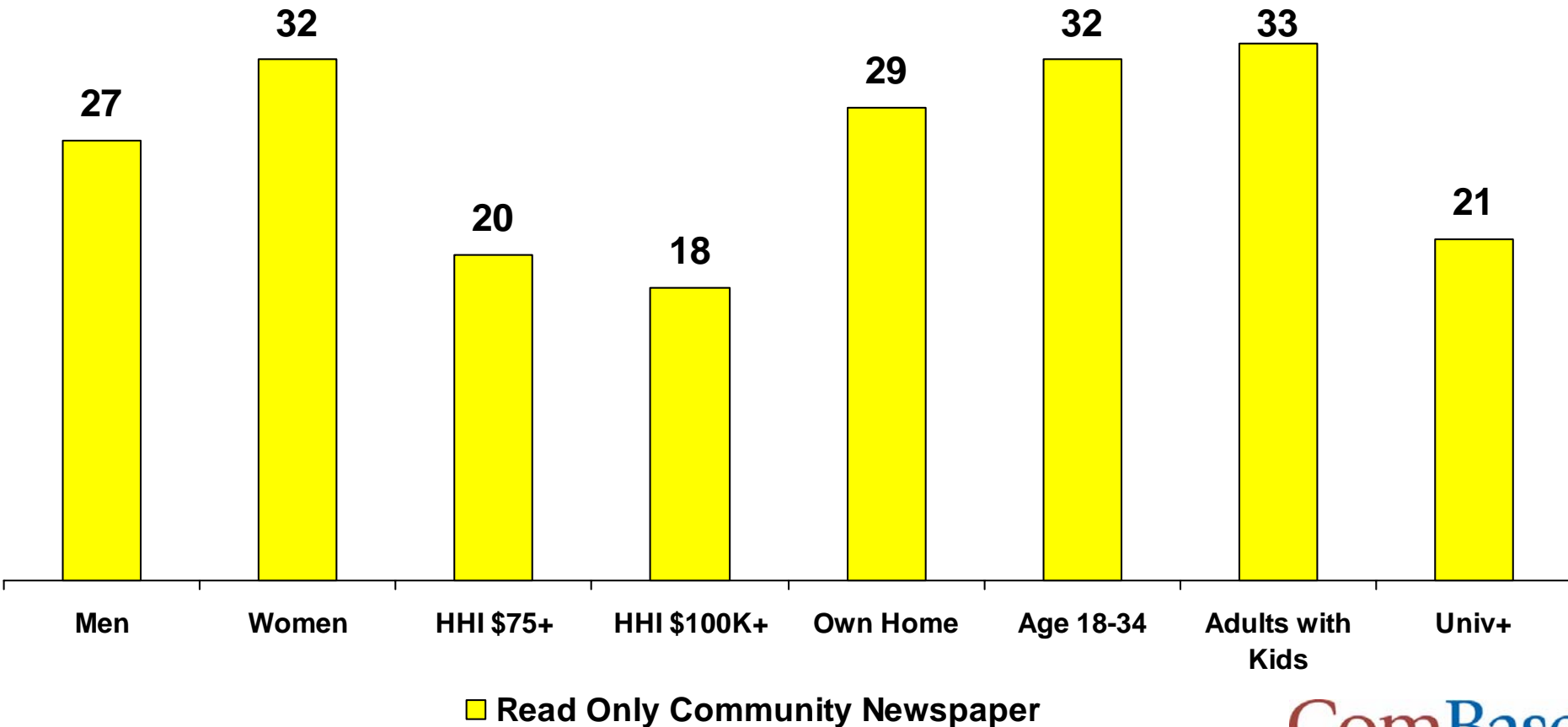
Readership by Demographics - National

76% of women 25-49 are reading community papers compared to **37%** reading their daily newspaper.



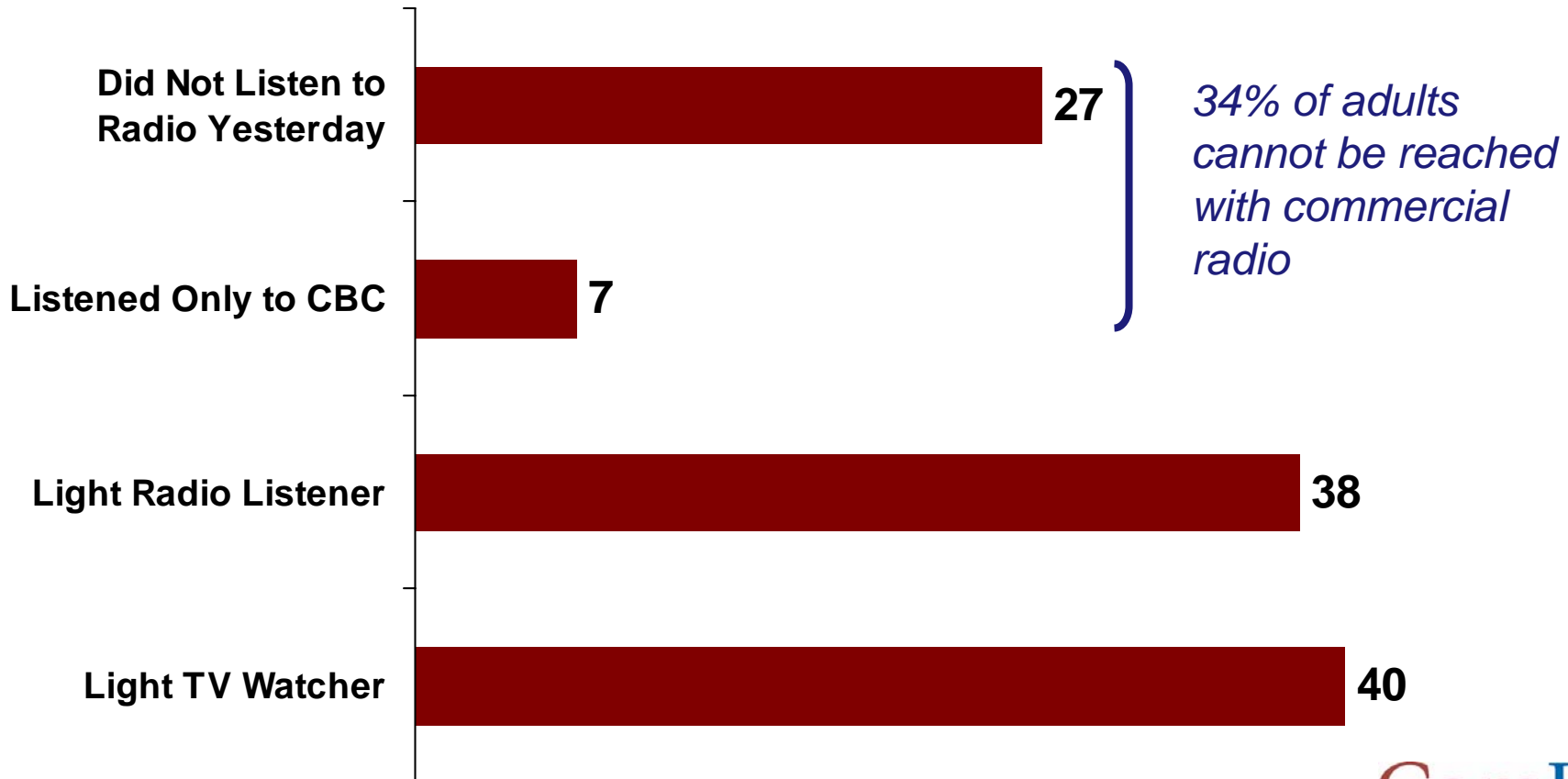
Exclusive Community Newspaper Readership - National

33% of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - National

27% of adults did not listen to radio yesterday and **7%** listened only to non-commercial radio. **38%** of adults listen to less than 3.5 hours of radio weekly and **42%** watch less than 7.9 hours of TV.



■ National Adults

Provincial Readership

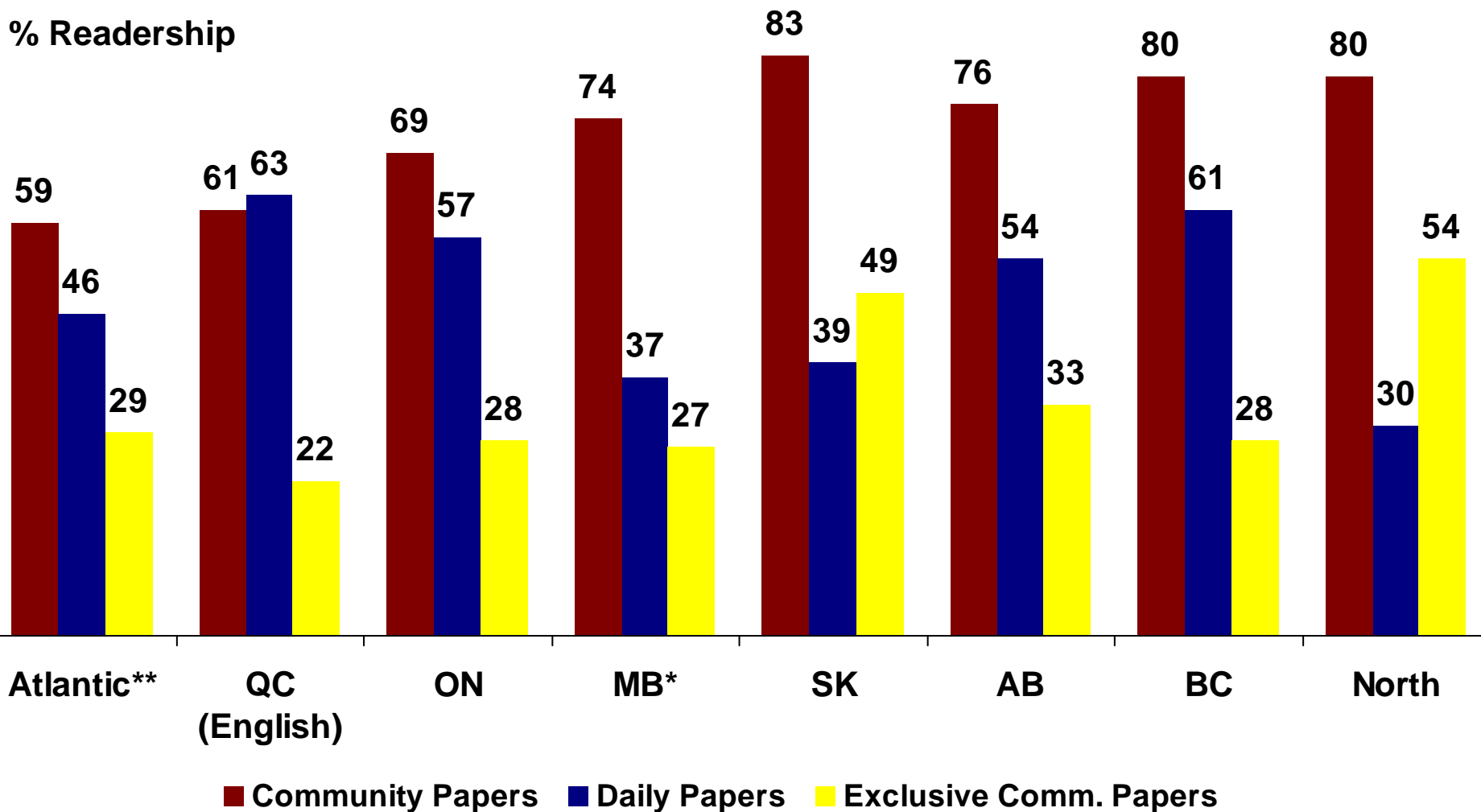
Community Newspapers

Provincial Readership

- Community newspaper readership is strong nationally and the trend continues throughout the provinces
- Western provinces boast the highest readership with the top 3 provinces:
 - **83%** in Saskatchewan
 - **76%** in Alberta
 - **80%** in British Columbia
- The Northern Territories combined can also claim **80%** readership of community newspapers
- Exclusive readership represents adults that cannot be reached with advertising in daily newspapers
 - SK has one of the highest exclusive readership figures at **49%** - even higher than the readership of weekday daily newspapers

Community Newspaper Readership Strong Across the Country

% Readership



Source: ComBase 2005 Two Year Study *2003/2004 Study ** includes CSD of St. John's and Mount Pearl only

Provincial Readership - Atlantic

Community Newspapers

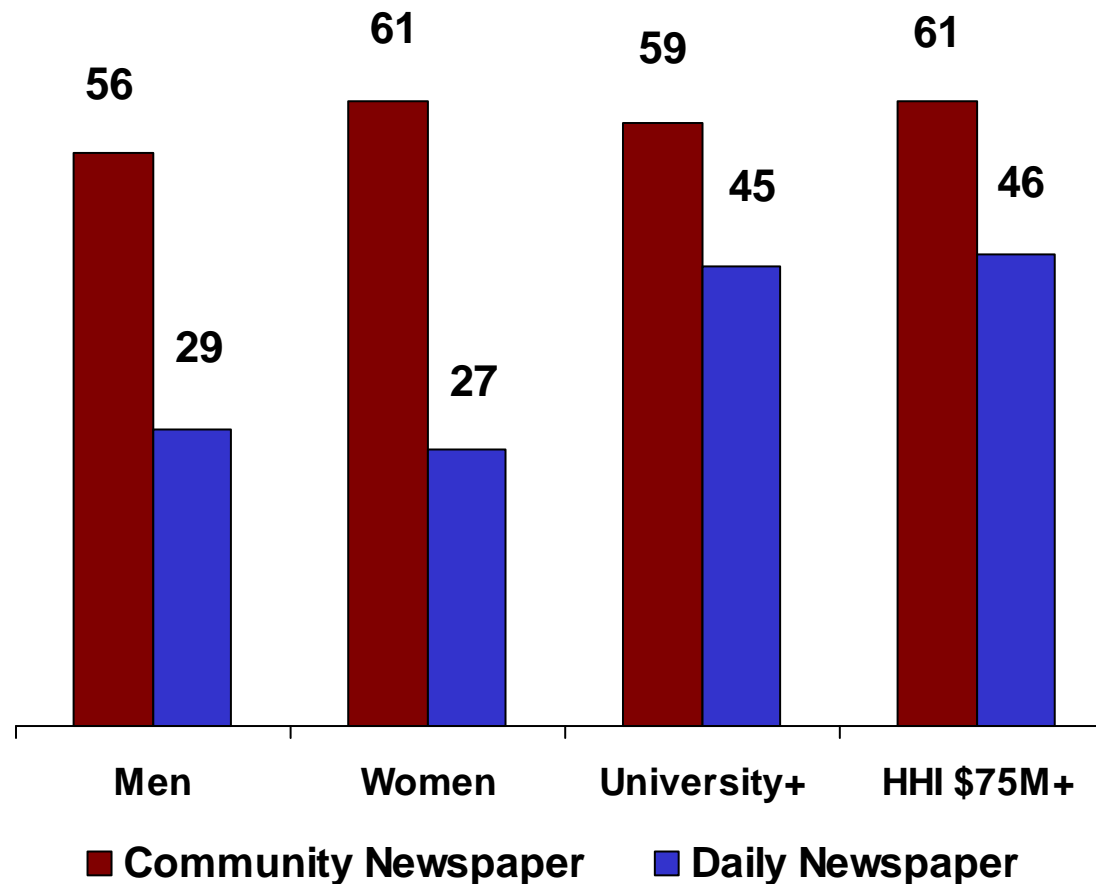
The Results Are In - Atlantic

- **59%** of Atlantic adults read the last issue of their community newspaper
- **28%** read yesterday's weekday daily
- **29%** of our readers are exclusive
- **35%** of Atlantic adults are light TV viewers
- **36%** of Atlantic adults cannot be reached with commercial radio

How Do You Reach Them?

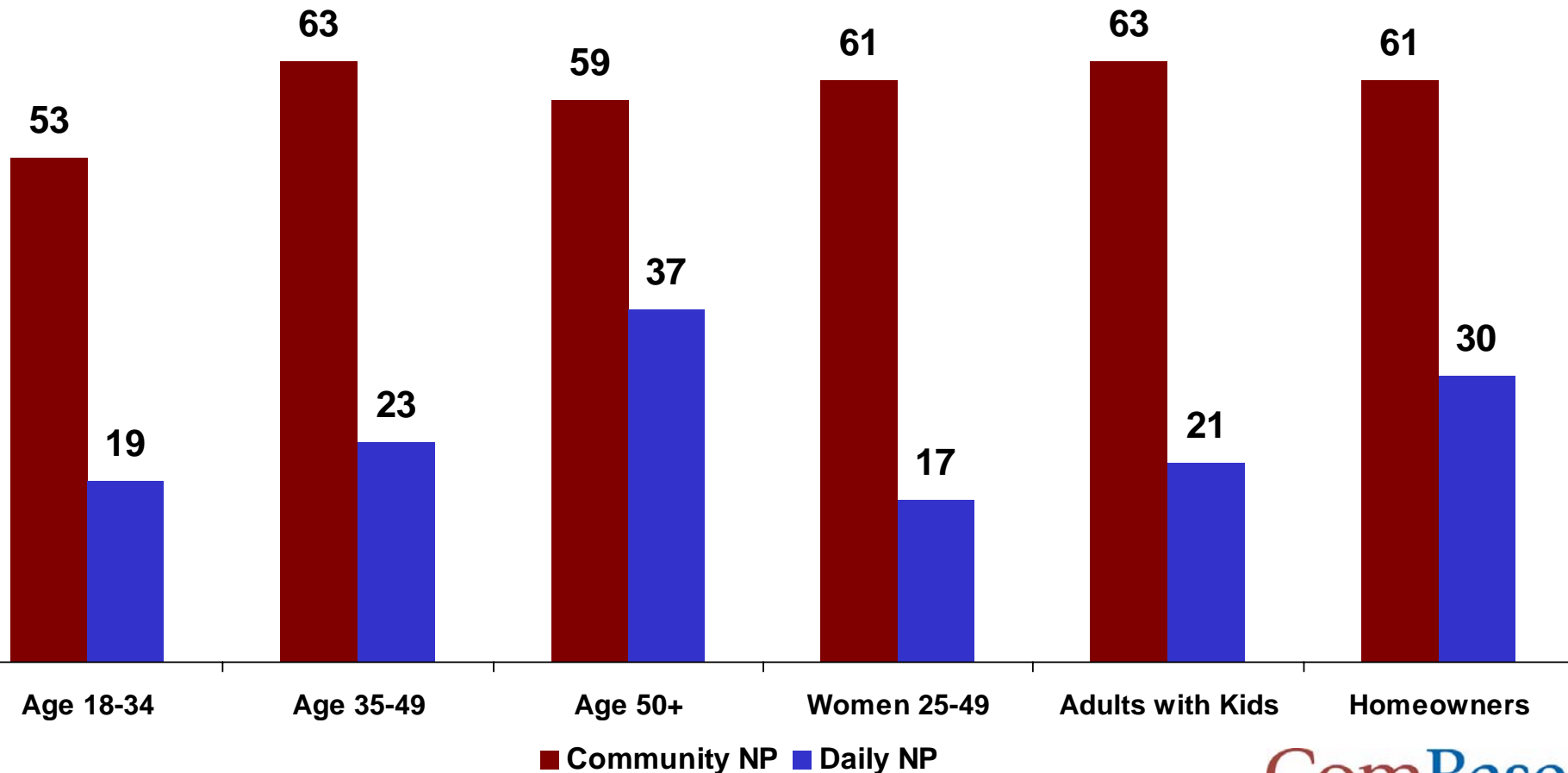
Atlantic Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **56%** of adults read community papers compared to **29%** reading the daily
- Among adults with household incomes over \$75K **61%** read the community paper compared to **46%** reading the daily



Readership by Demographics - Atlantic

63% of adults 35-49 read community newspapers compared to **23%** who read their daily newspaper.



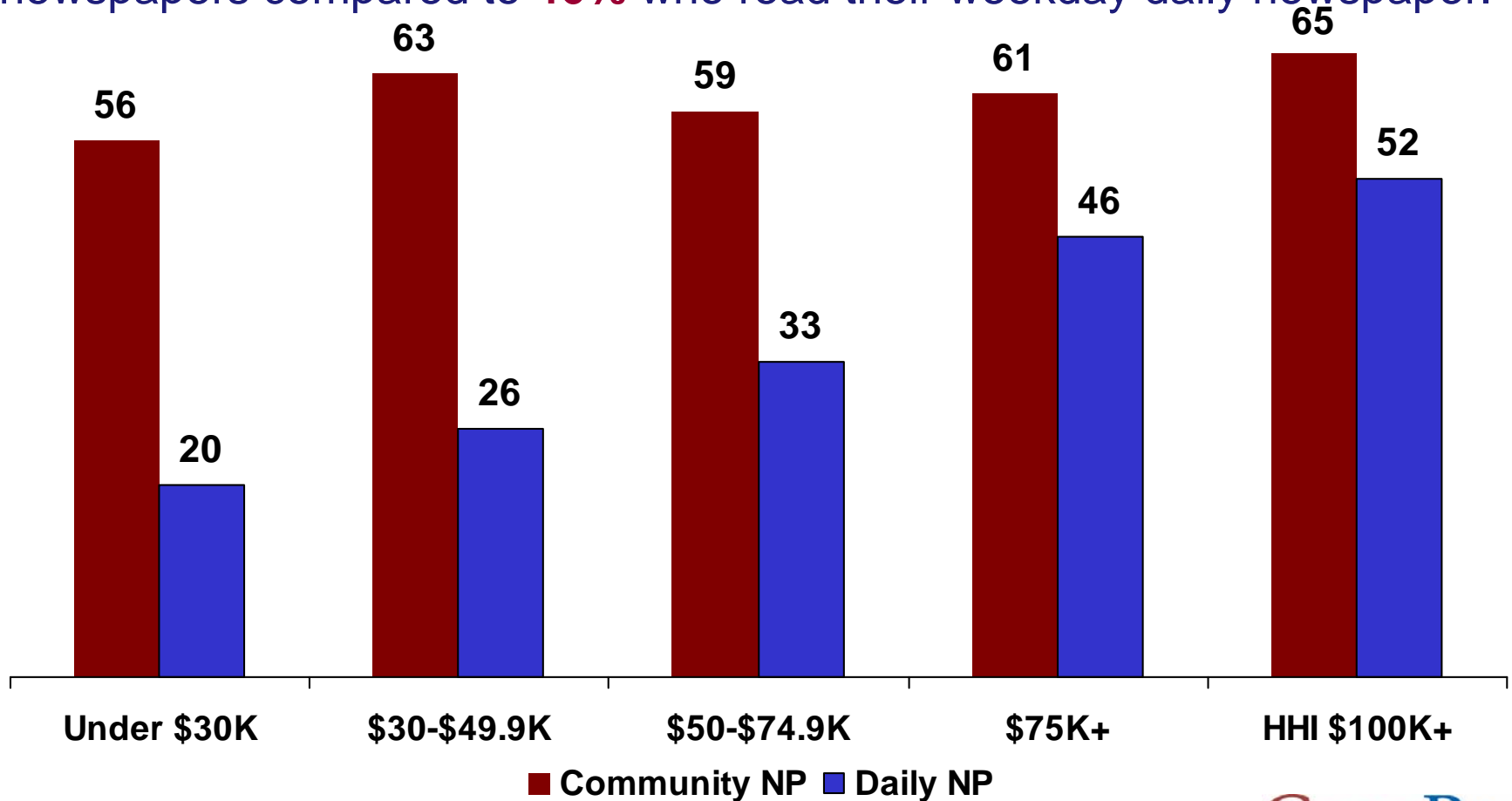
■ Community NP ■ Daily NP

Source: ComBase 2005 Two Year Study – Atlantic is NS/NB/PE/NF
Read Any Edition of Community Paper/Read Weekday Edition of Daily Paper

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

Readership by Household Income - Atlantic

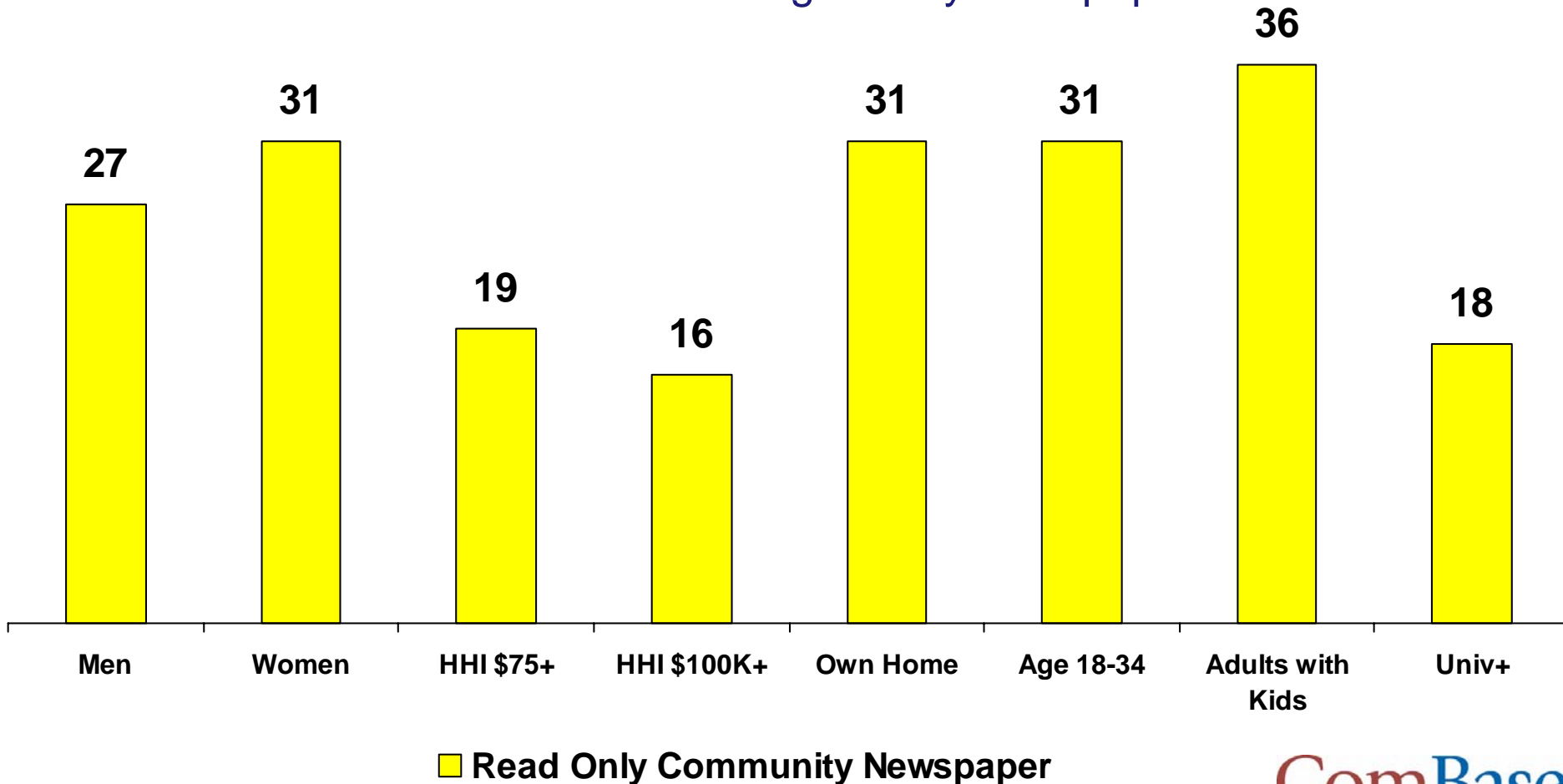
61% of adults with a household income over \$75,000 read community newspapers compared to **46%** who read their weekday daily newspaper.



Source: ComBase 2005 Two Year Study – Atlantic is NS/NB/PE/NF
Read Any Edition of Community Paper/Read Weekday Edition of Daily Paper

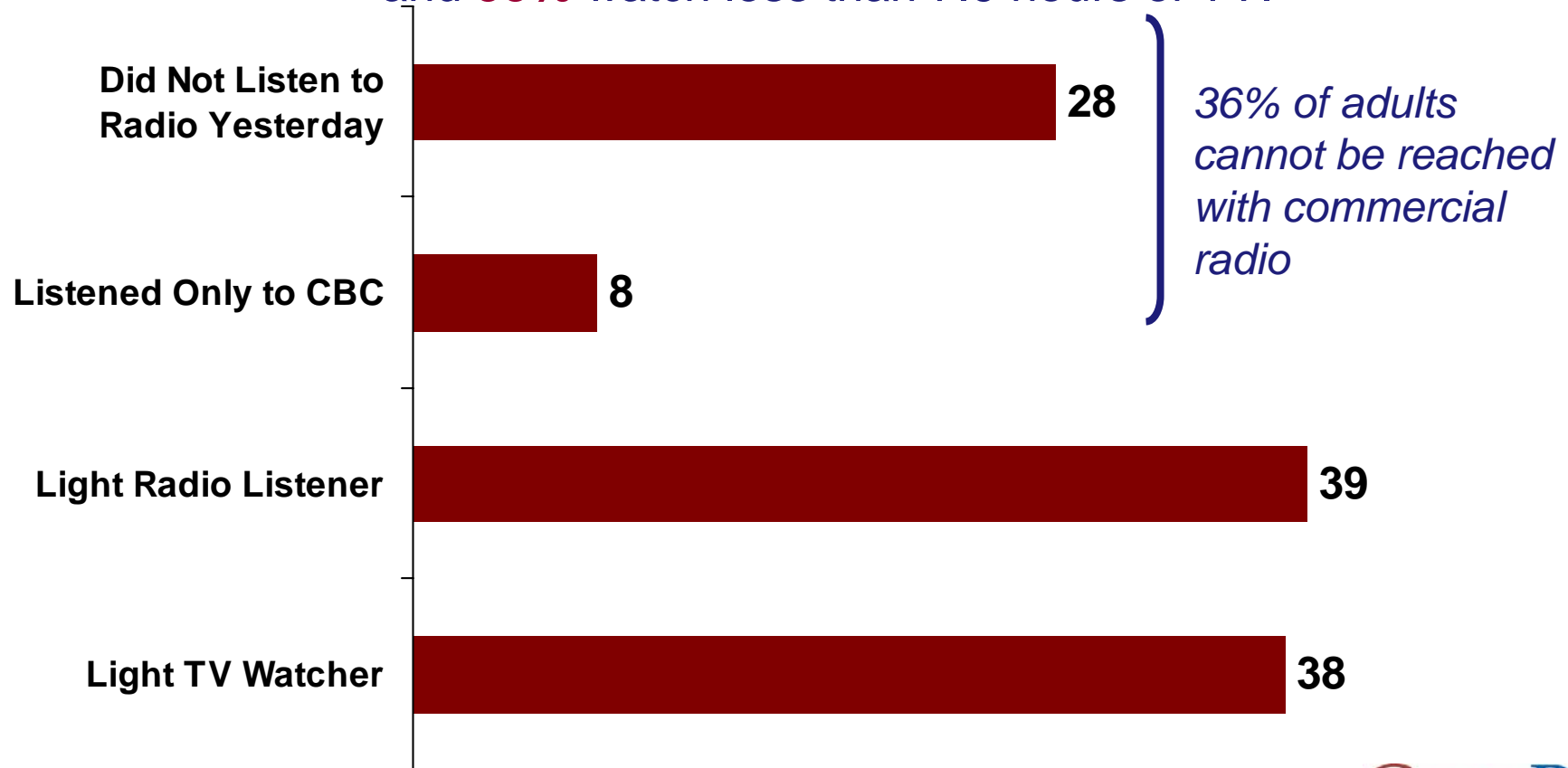
Exclusive Community Newspaper Readership - Atlantic

36% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - Atlantic

28% of adults did not listen to radio yesterday and **8%** listened only to non-commercial radio. **39%** of adults listen to less than 3.5 hours of radio weekly and **38%** watch less than 7.9 hours of TV.



Provincial Readership - Quebec

Community Newspapers

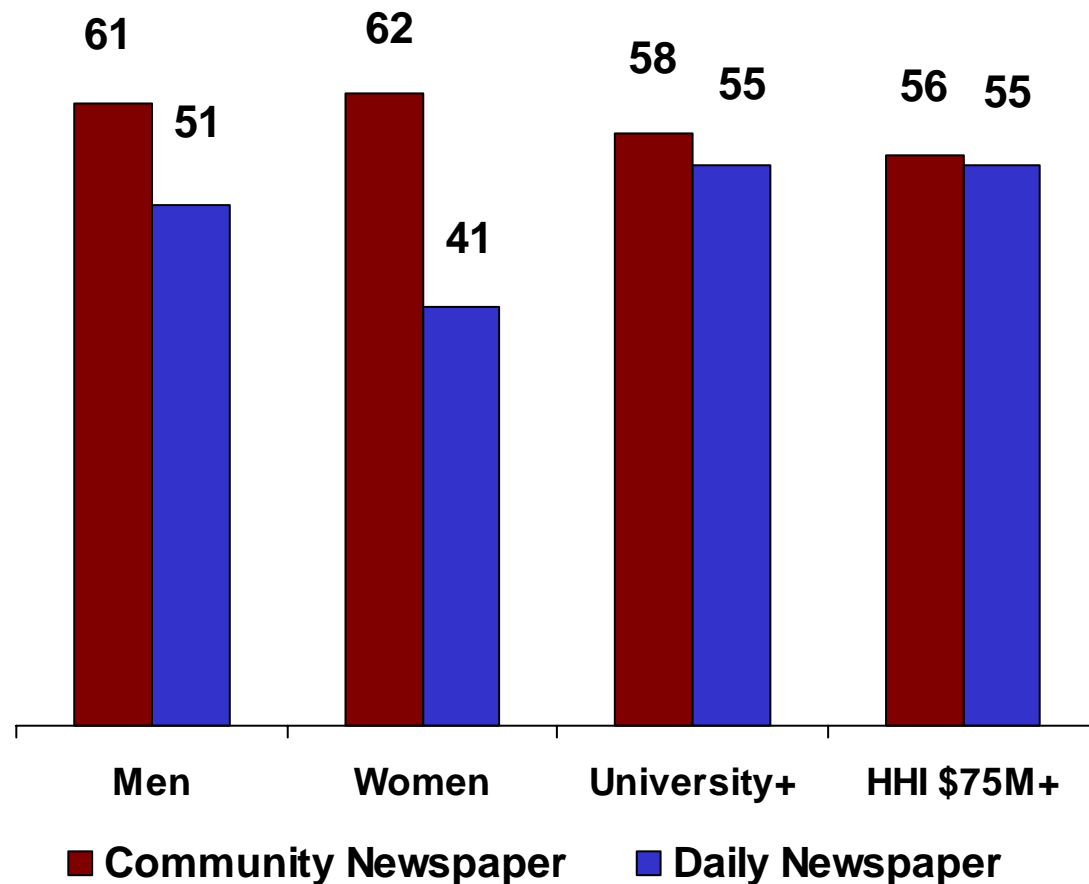
The Results Are In - Quebec

- **61%** of Quebec adults read the last issue of their community newspaper
- **46%** read yesterday's weekday daily
- **22%** of our readers are exclusive
- **46%** of Quebec adults are light TV viewers
- **27%** of Quebec adults cannot be reached with commercial radio*

How Do You Reach Them?

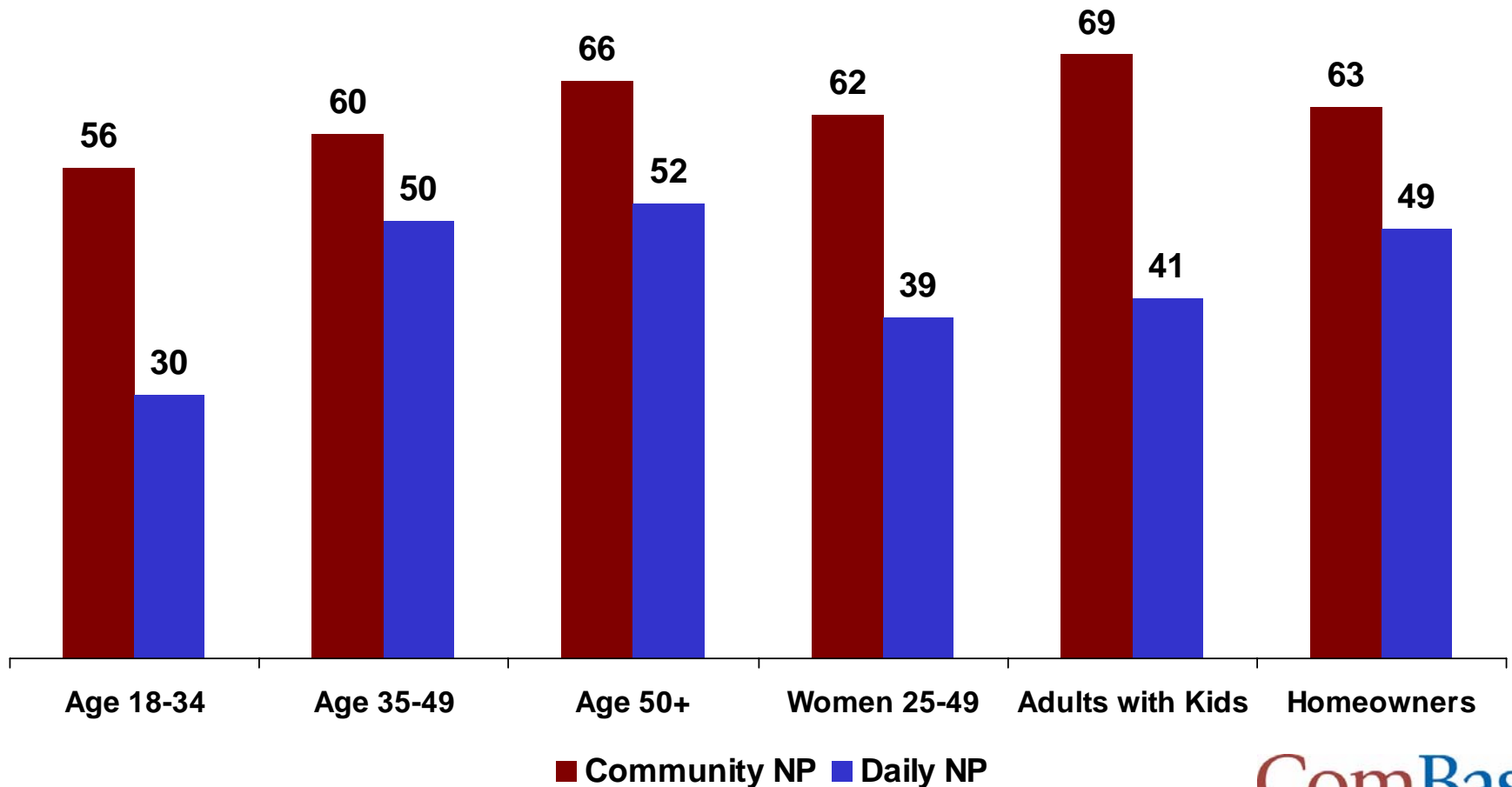
Quebec Readership

- Even in the most desirable target groups community newspapers compete with daily newspapers
- Among women, **62%** read community papers compared to **41%** reading the daily
- Among adults with household incomes over \$75K **56%** read the community paper compared to **55%** reading the daily



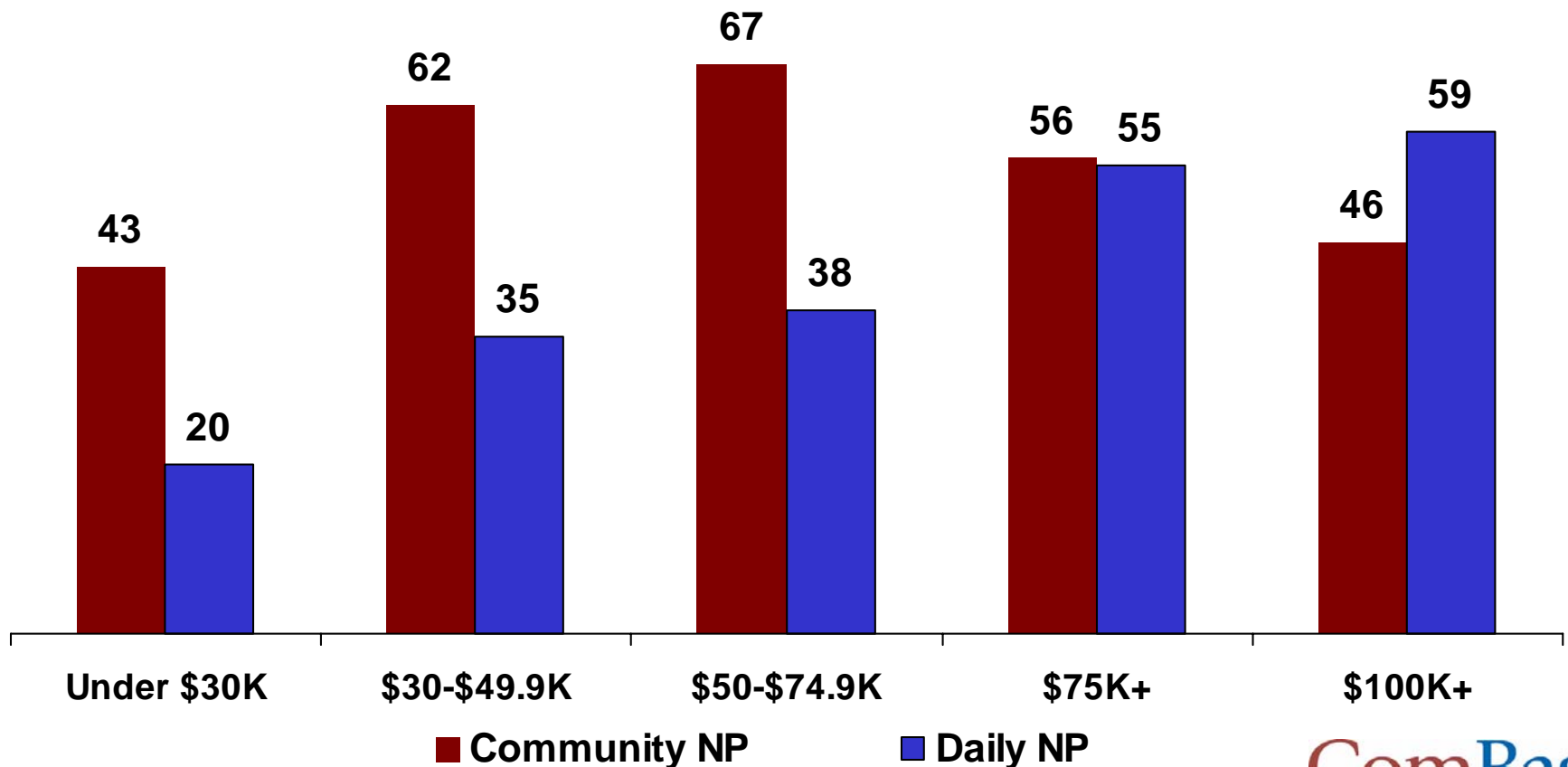
Readership by Demographics - Quebec

69% of adults with children read community newspapers more than daily newspapers.



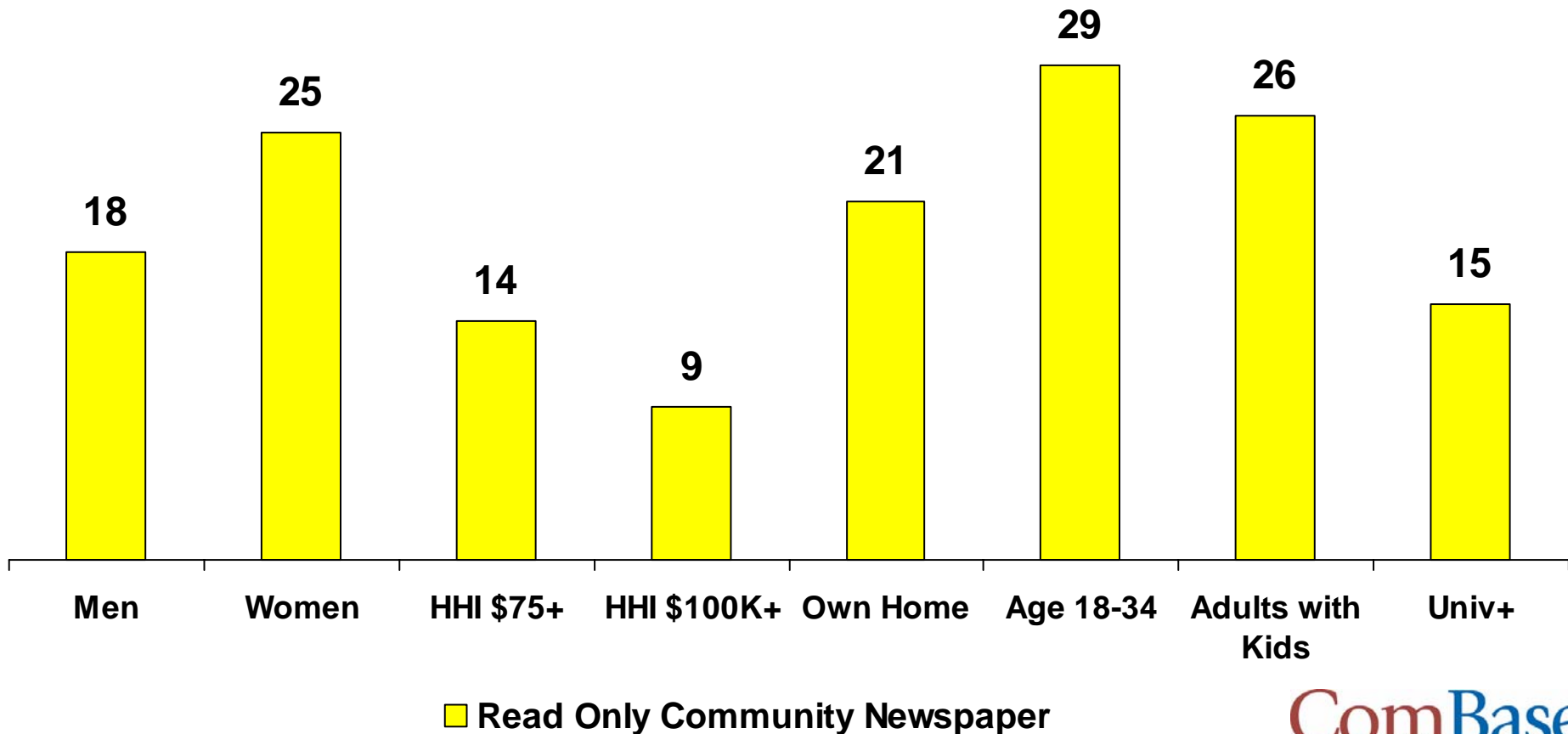
Readership by Household Income - Quebec

67% of adults with a household income between \$50-\$75,000 read the last issue of their community newspaper compared to **38%** who read their weekday daily newspaper.



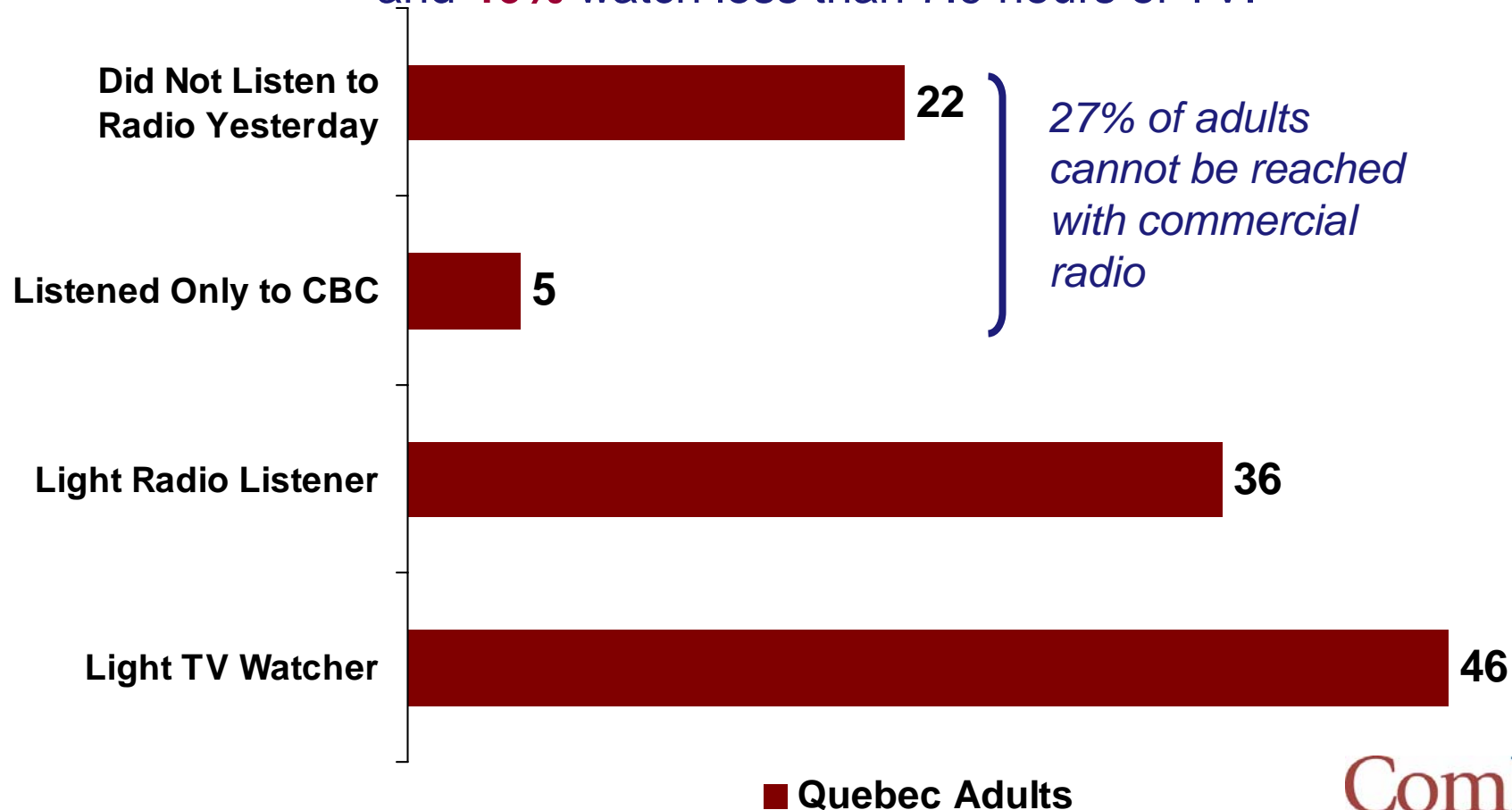
Exclusive Community Newspaper Readership - Quebec

29% of adults 18-34 read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - Quebec

22% of adults did not listen to radio yesterday and **5%** listened only to non-commercial radio. **36%** of adults listen to less than 3.5 hours of radio weekly and **46%** watch less than 7.9 hours of TV.



Provincial Readership - Ontario

Community Newspapers

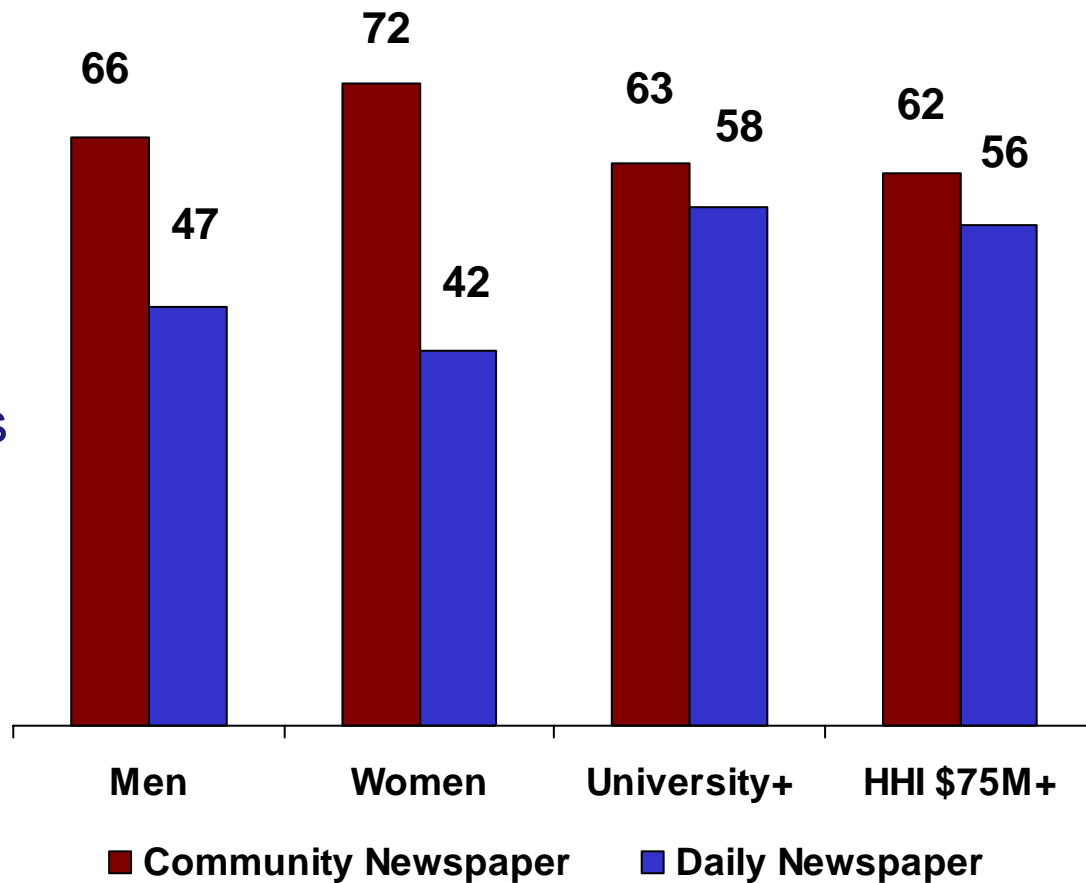
The Results Are In - Ontario

- **69%** of Ontario adults read the last issue of their community newspaper
- **44%** read yesterday's weekday daily
- **28%** of our readers are exclusive
- **40%** of Ontario adults are light TV viewers
- **34%** of Ontario adults cannot be reached with commercial radio*

How Do You Reach Them?

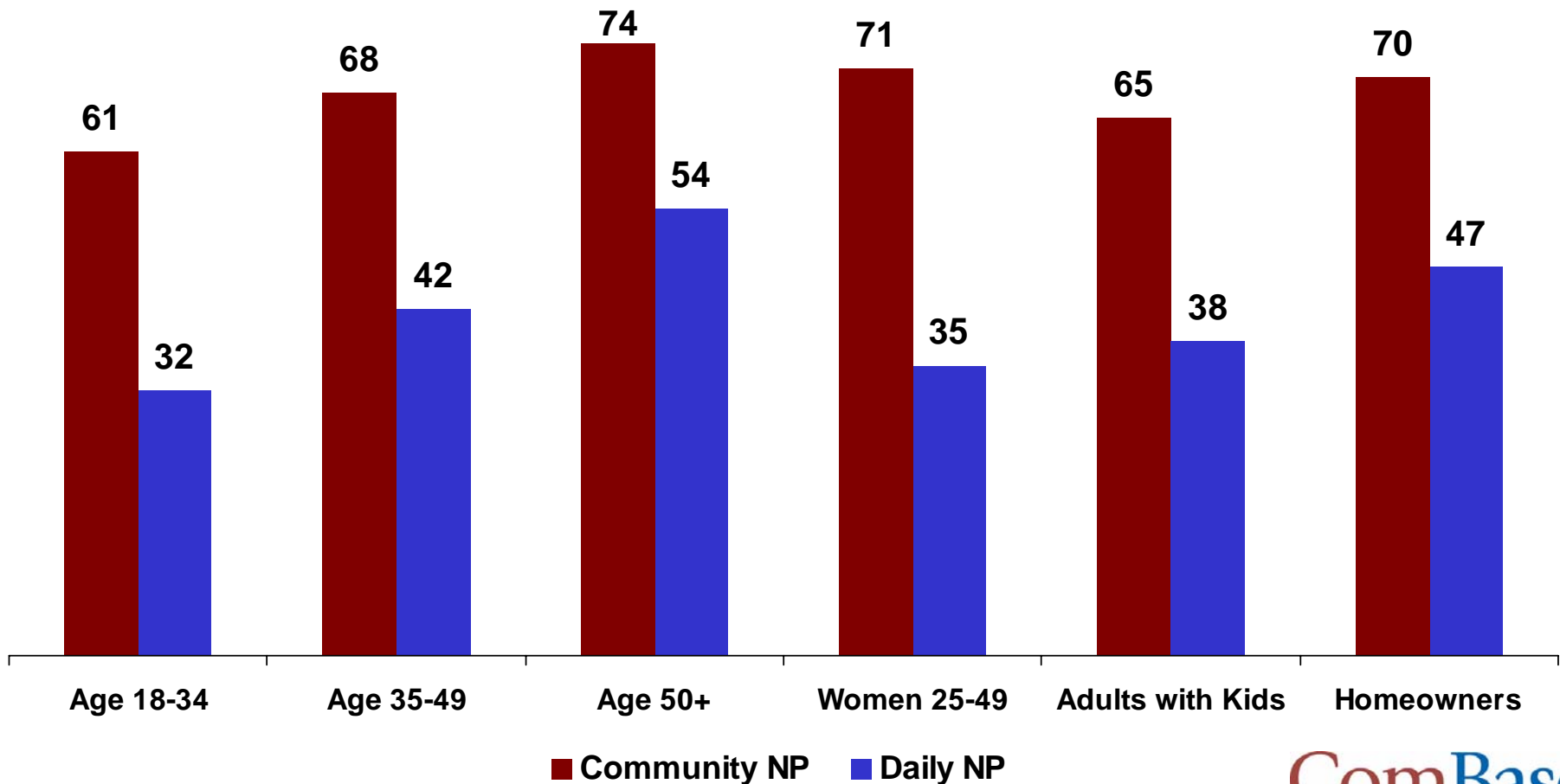
Ontario Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **63%** of adults read community papers compared to **58%** reading the daily
- Among adults with household incomes over \$75K **62%** read the community paper compared to **56%** reading the daily



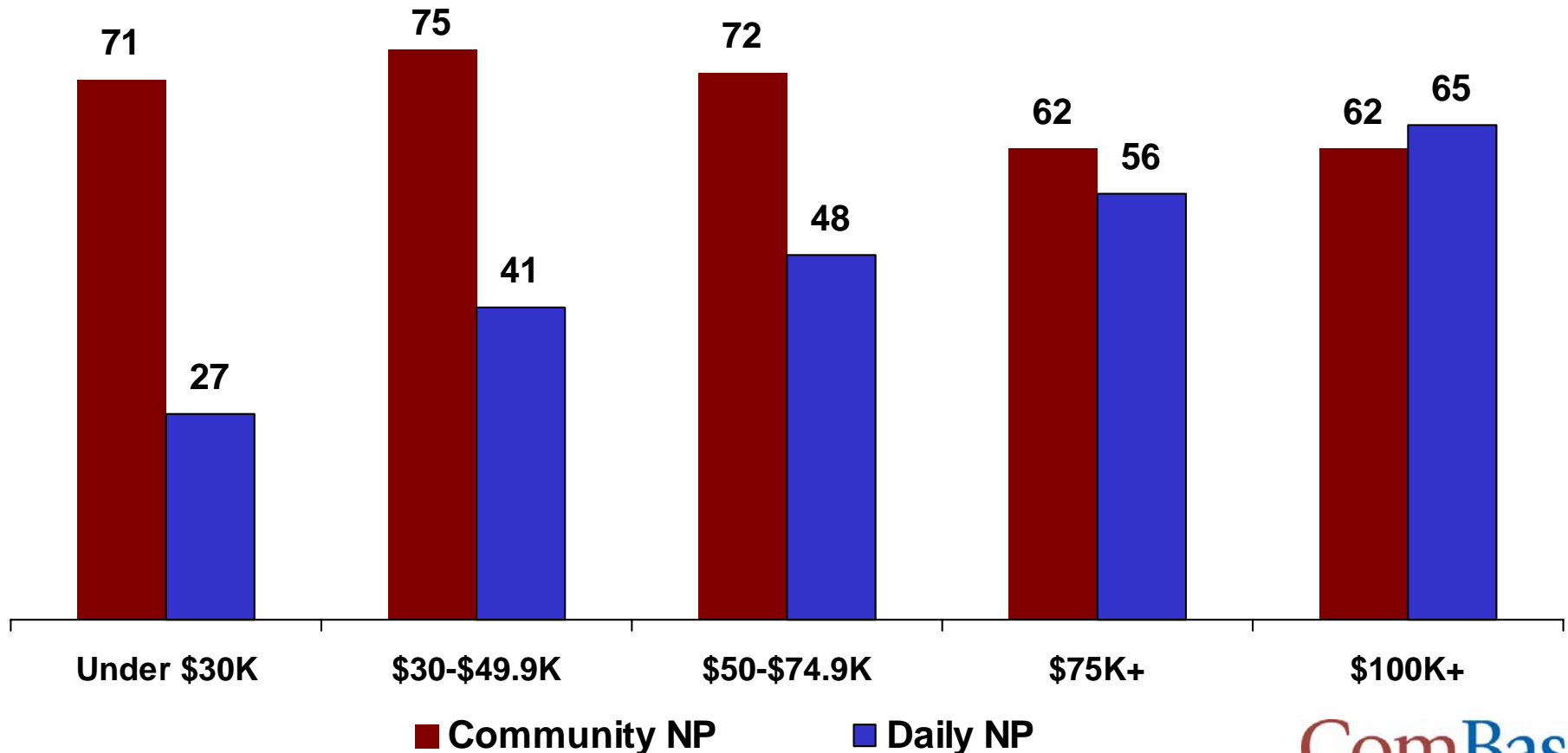
Readership by Demographics - Ontario

71% of women 25-49 read their community paper more than their daily newspaper (35%).



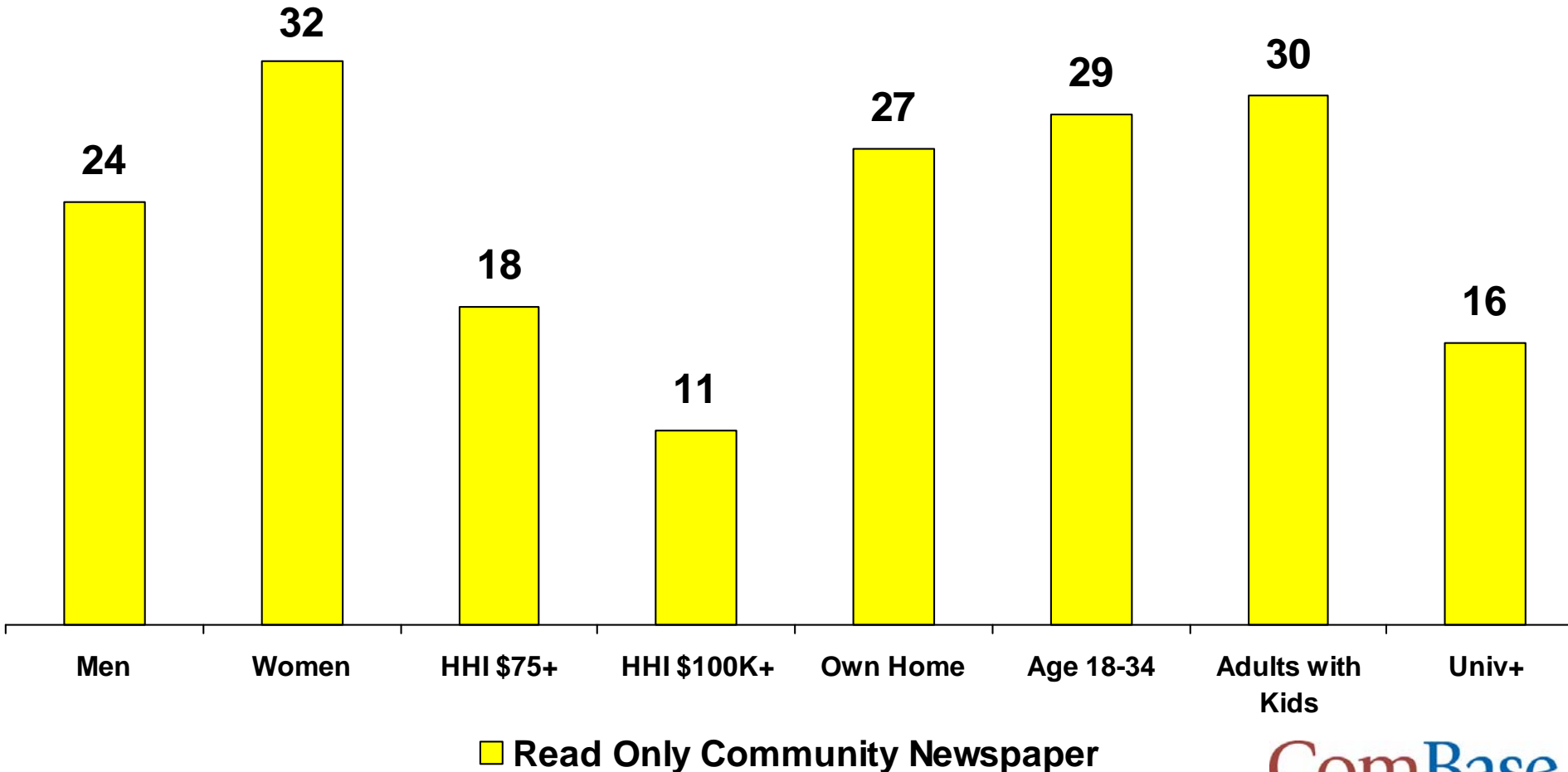
Readership by Household Income - Ontario

62% of adults with a household income over \$75,000 read the last issue of their community newspaper compared to **56%** who read their weekday daily.



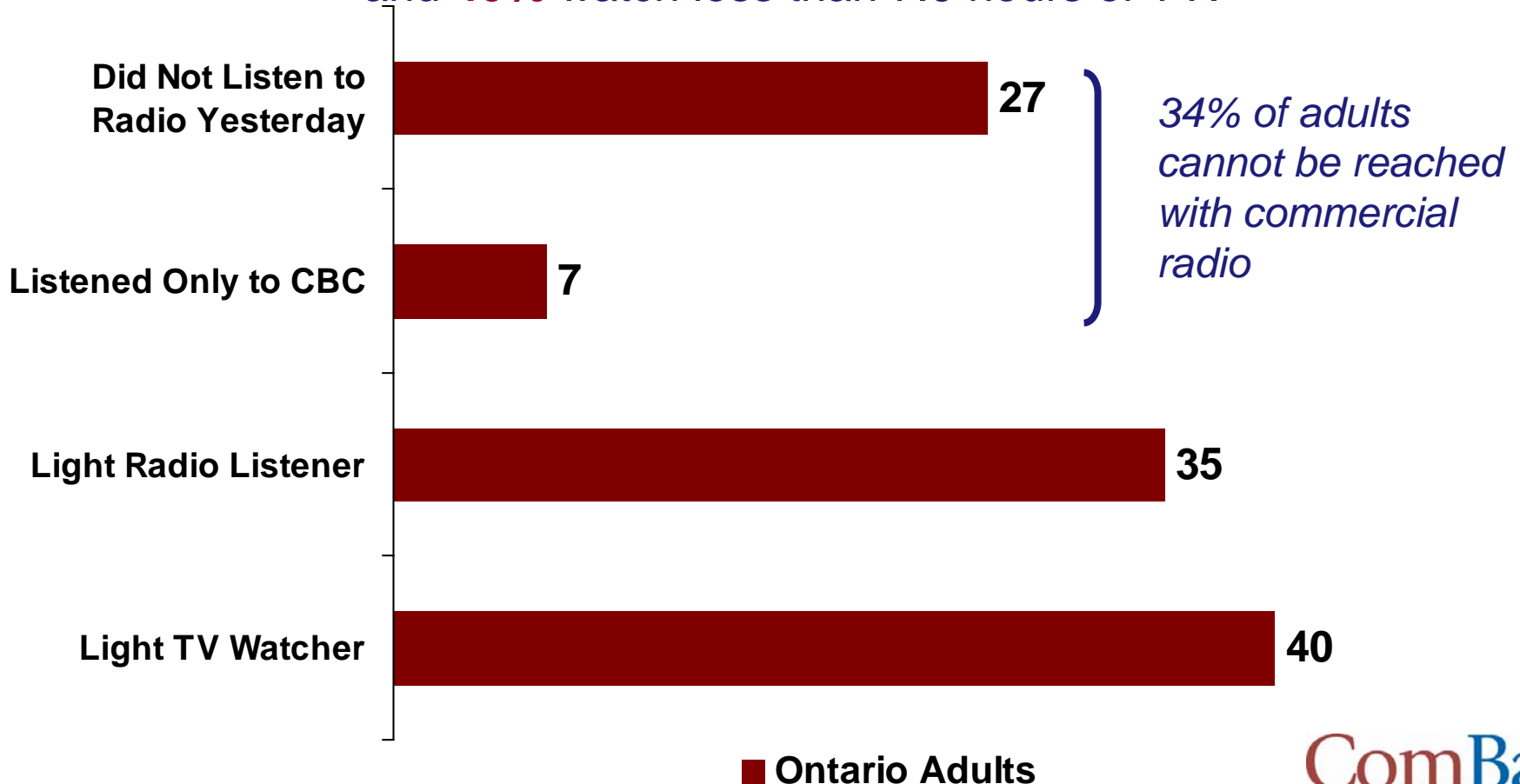
Exclusive Community Newspaper Readership - Ontario

30% of adults with children read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - Ontario

27% of adults did not listen to radio yesterday and **7%** listened only to non-commercial radio. **35%** of adults listen to less than 3.5 hours of radio weekly and **40%** watch less than 7.9 hours of TV.



Provincial Readership - Manitoba

Community Newspapers

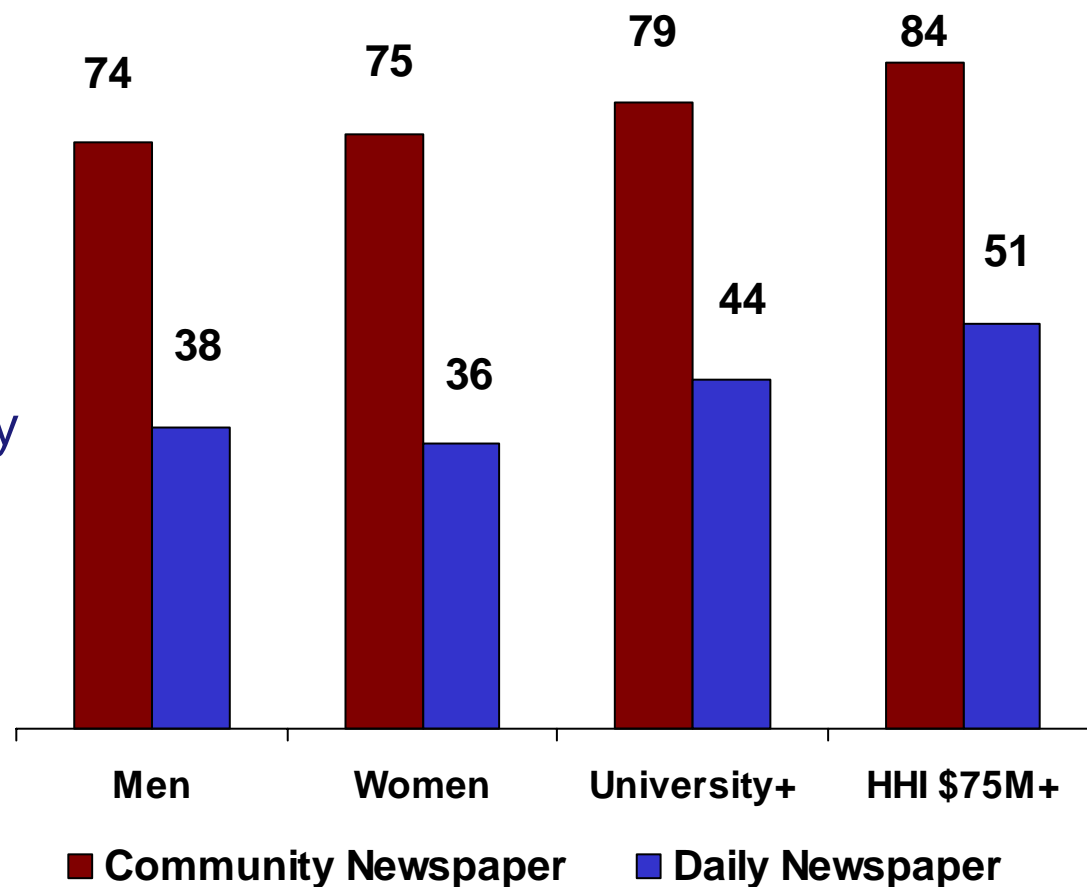
The Results Are In - Manitoba

- **77%** of Manitoba adults read the last issue of their community newspaper
- **37%** read yesterday's weekday daily
- **27%** of our readers are exclusive
- **56%** of Manitoba adults are light TV viewers
- **35%** of Manitoba adults cannot be reached with commercial radio*

How Do You Reach Them?

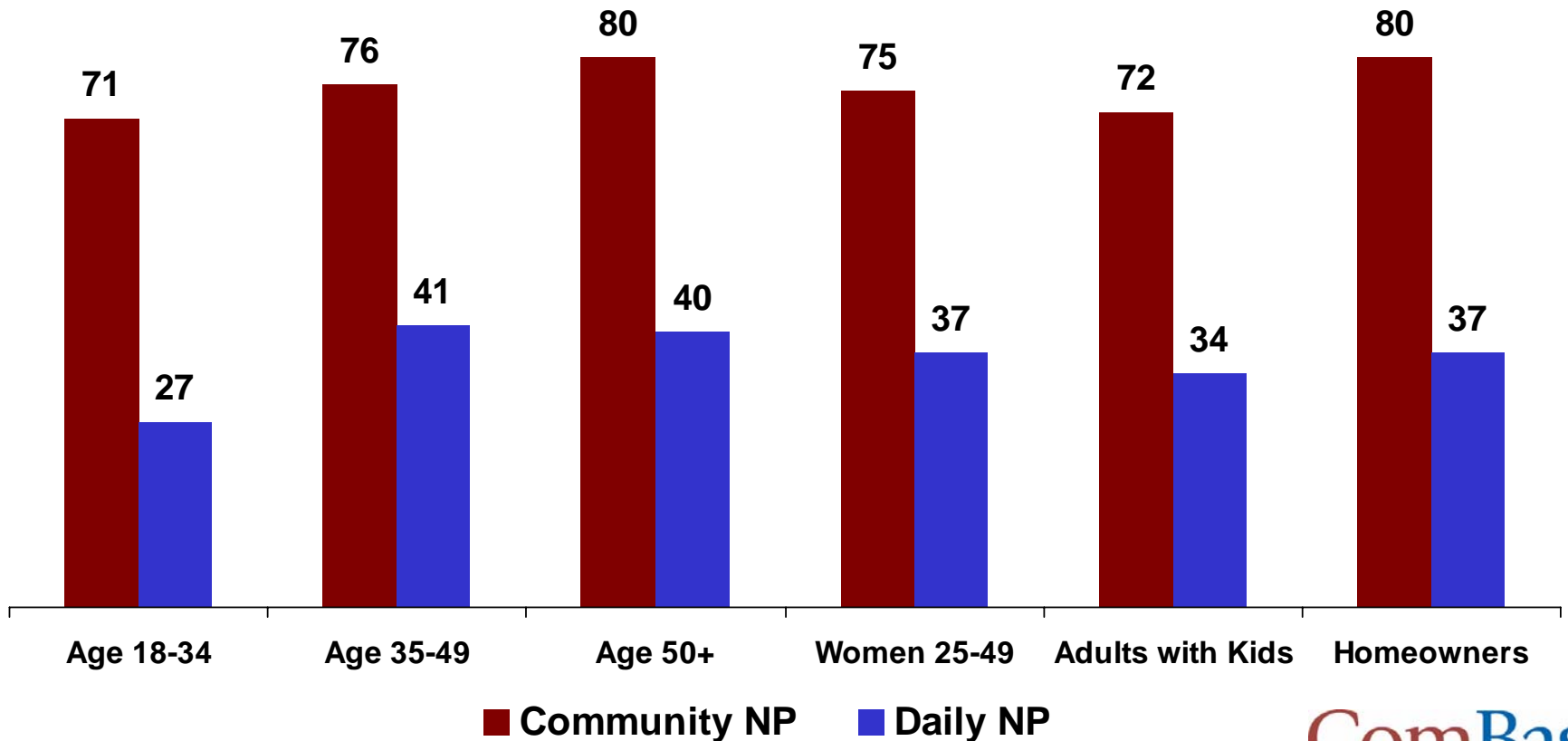
Manitoba Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a college/university+ education, **79%** of adults read community papers compared to **44%** reading the daily
- Among adults with household incomes over \$75K **84%** read the community paper compared to **51%** reading the daily



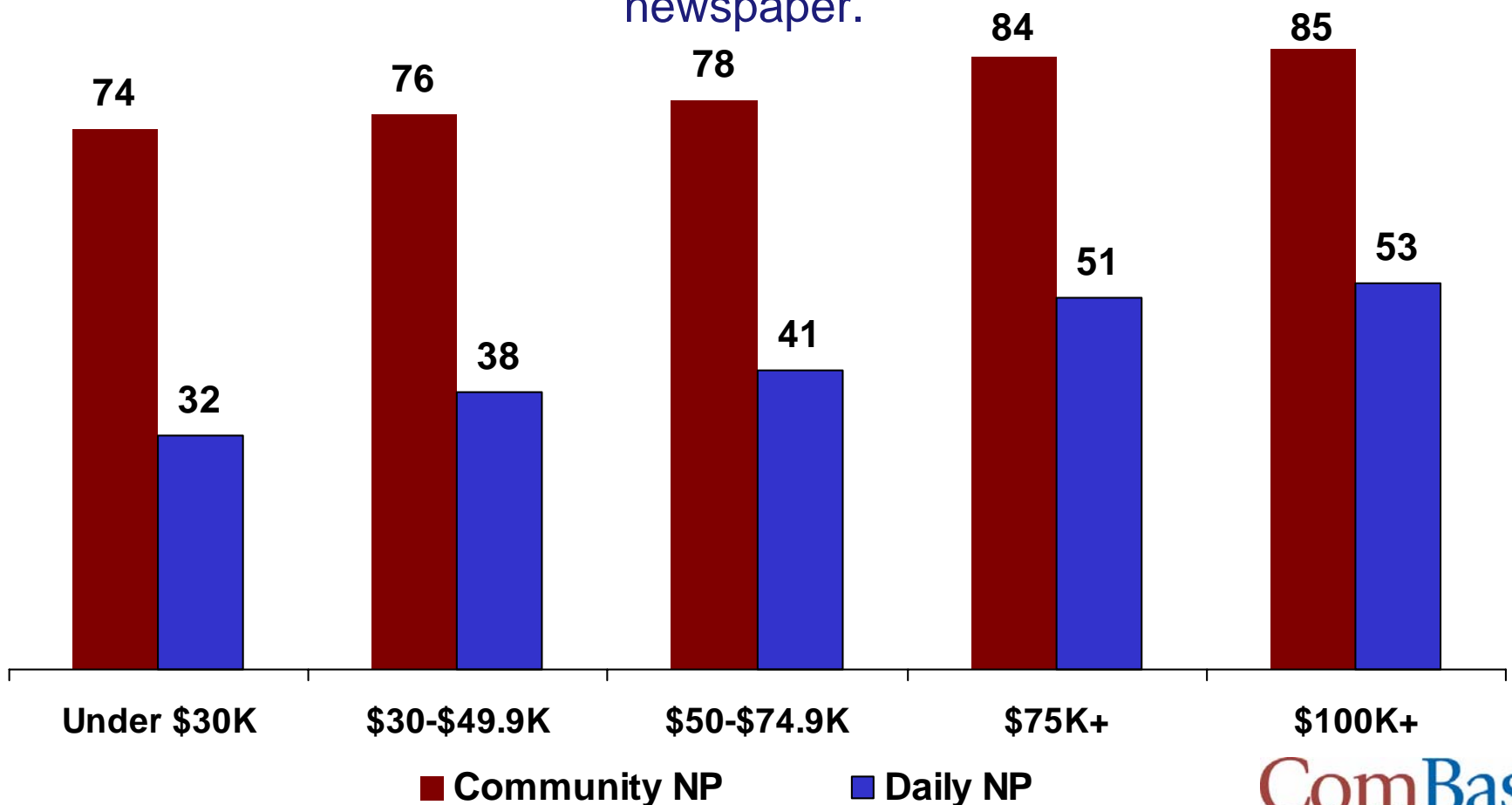
Readership by Demographics - Manitoba

71% of adults 18-34 read the last issue of their community newspaper compared to **27%** who read their weekday daily.



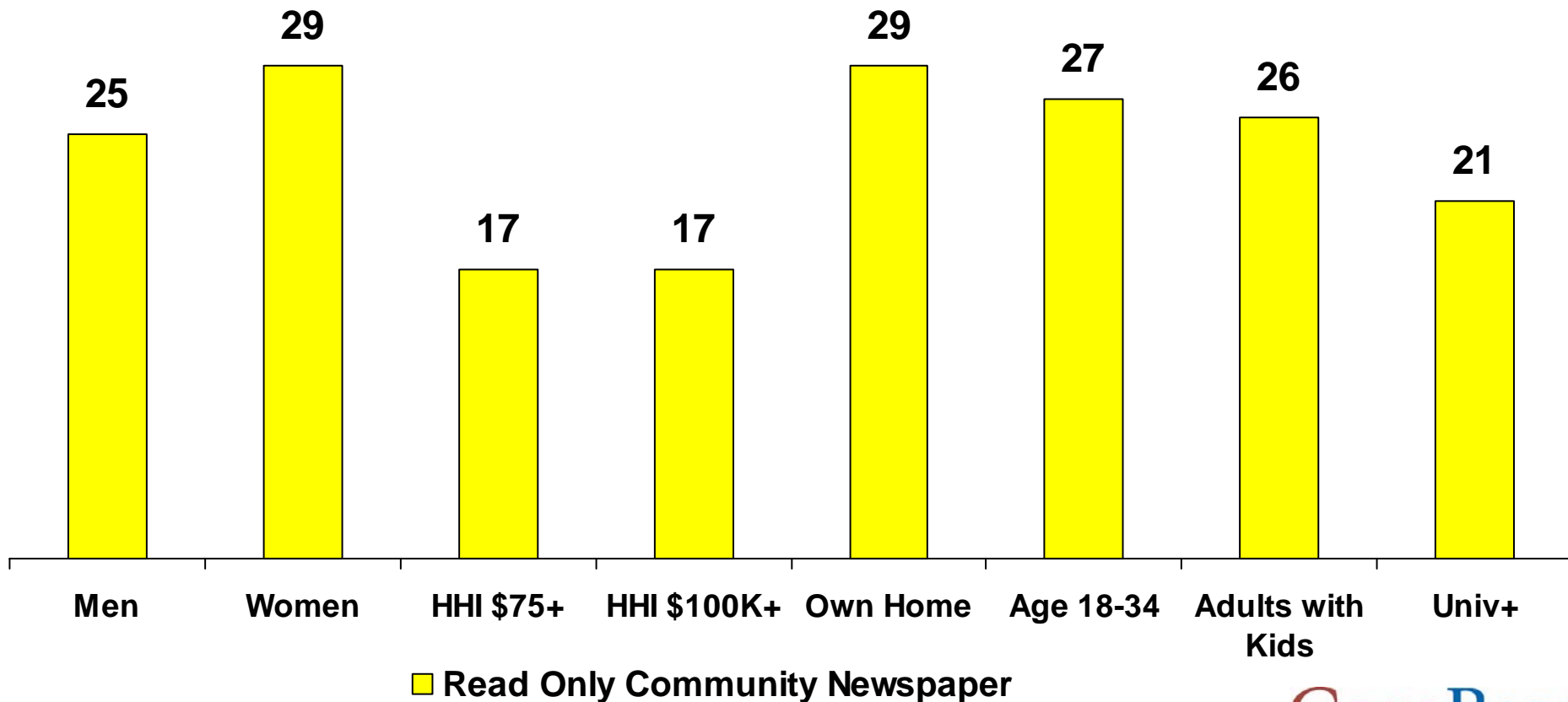
Readership by Household Income - Manitoba

84% of adults with a household income over \$75,000 read last weekday issue of their community newspaper compared to **51%** who read their weekday daily newspaper.



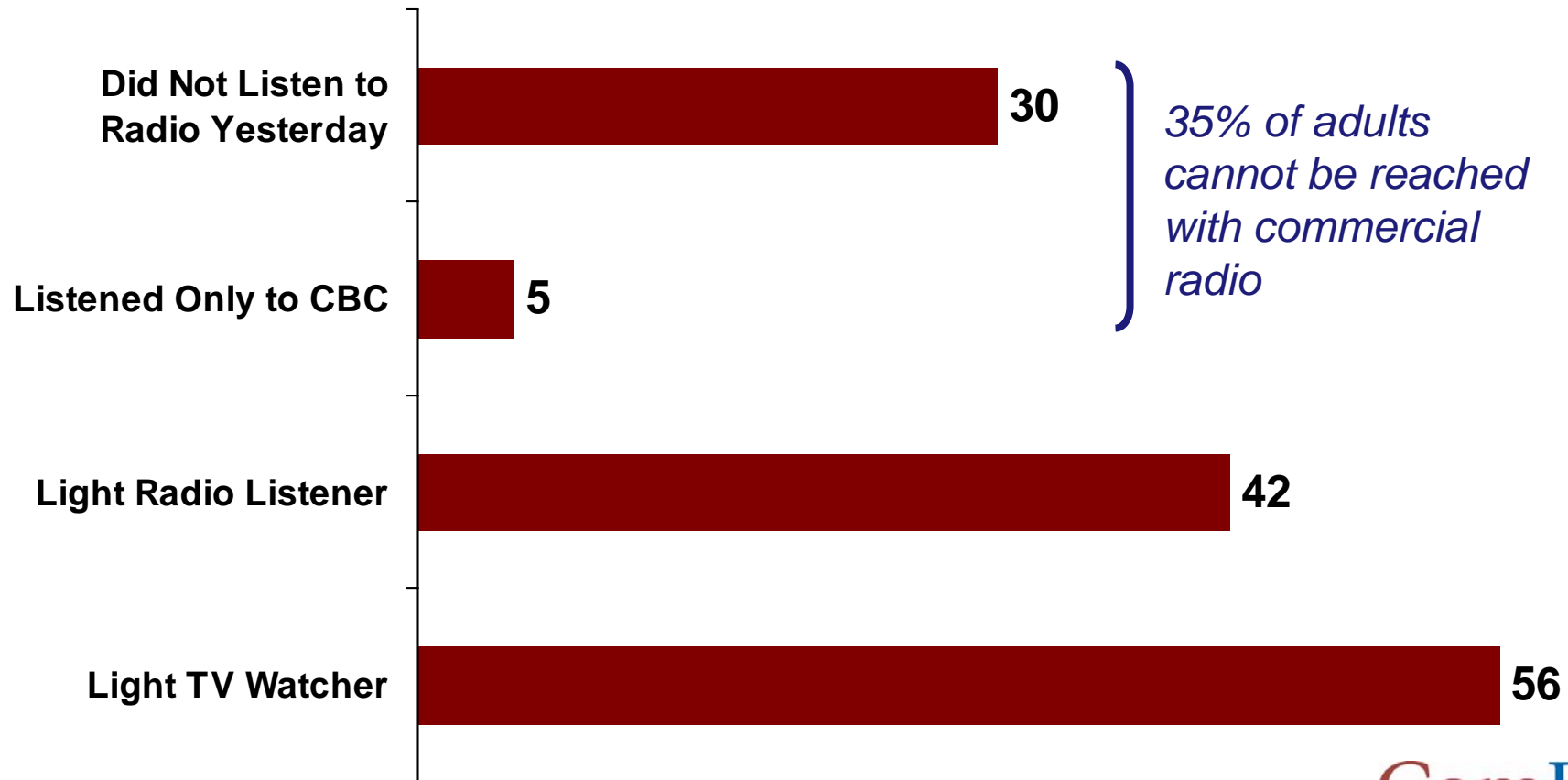
Exclusive Community Newspaper Readership - Manitoba

26% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - Manitoba

30% of adults did not listen to radio yesterday and **5%** listened only to non-commercial radio. **42%** of adults listen to less than 3.5 hours of radio weekly and **56%** watch less than 7.9 hours of TV.



Provincial Readership - Alberta

Community Newspapers

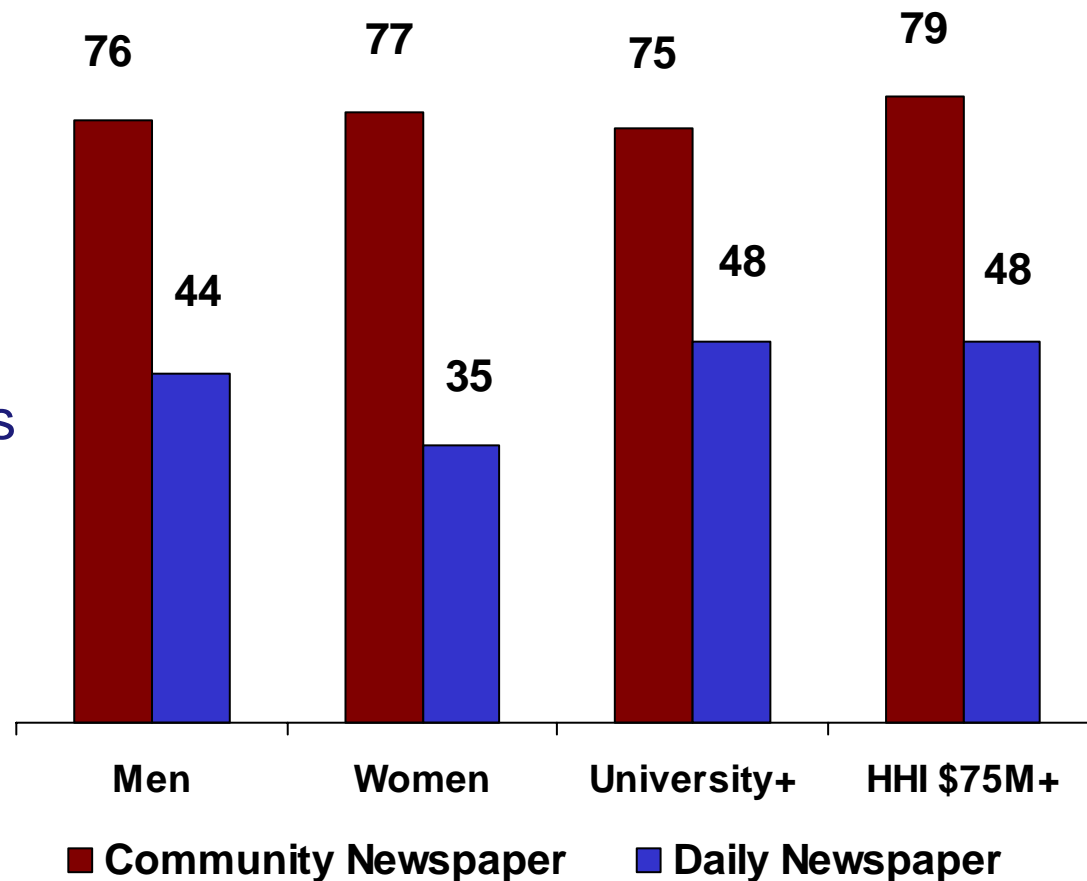
The Results Are In - Alberta

- **76%** of Alberta adults read the last issue of their community newspaper
- **40%** read yesterday's weekday daily
- **33%** of our readers are exclusive
- **42%** of Alberta adults are light TV viewers
- **31%** of Alberta adults cannot be reached with commercial radio*

How Do You Reach Them?

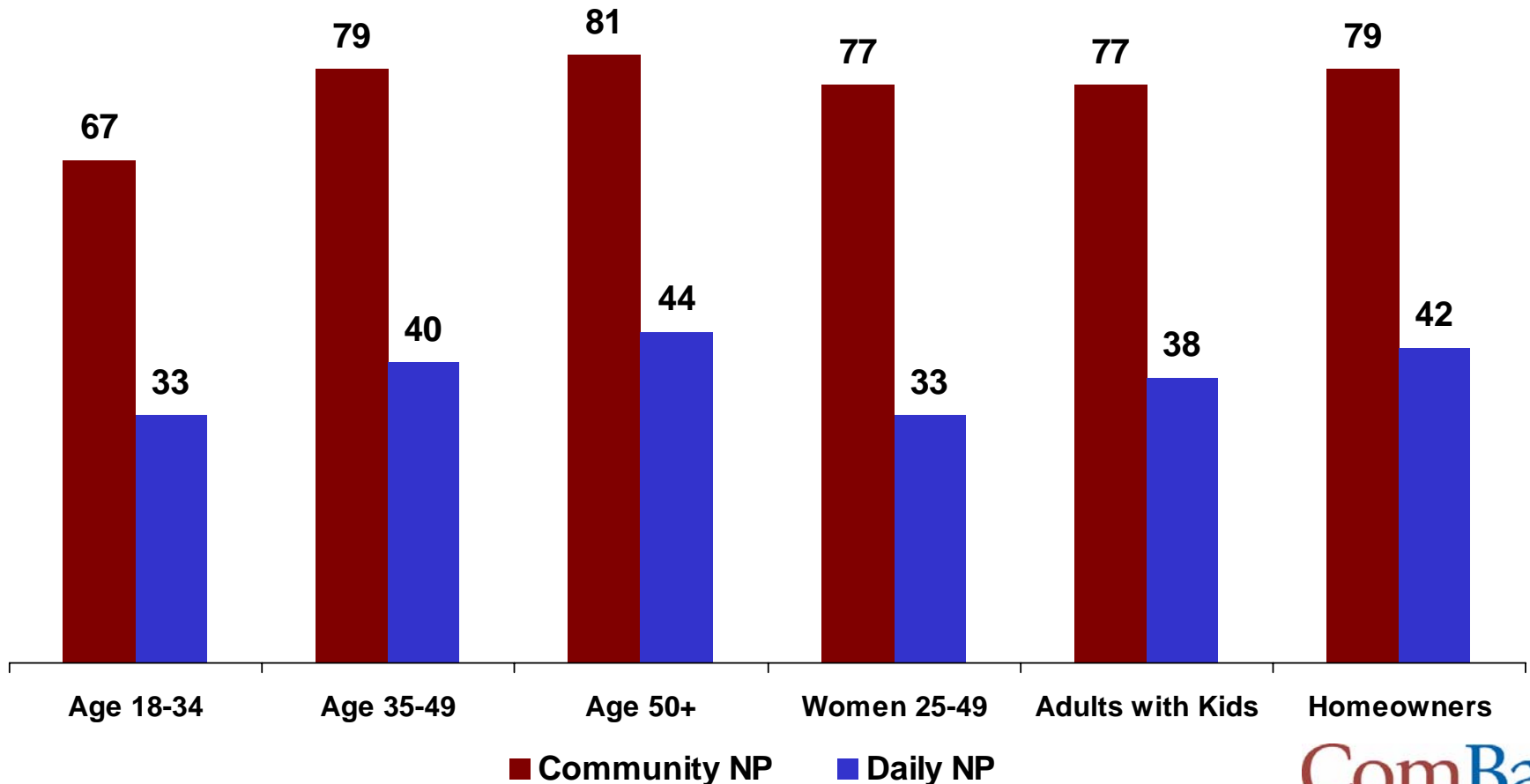
Alberta Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **75%** of adults read community papers compared to **48%** reading the daily
- Among adults with household incomes over \$75K **79%** read the community paper compared to **48%** reading the daily



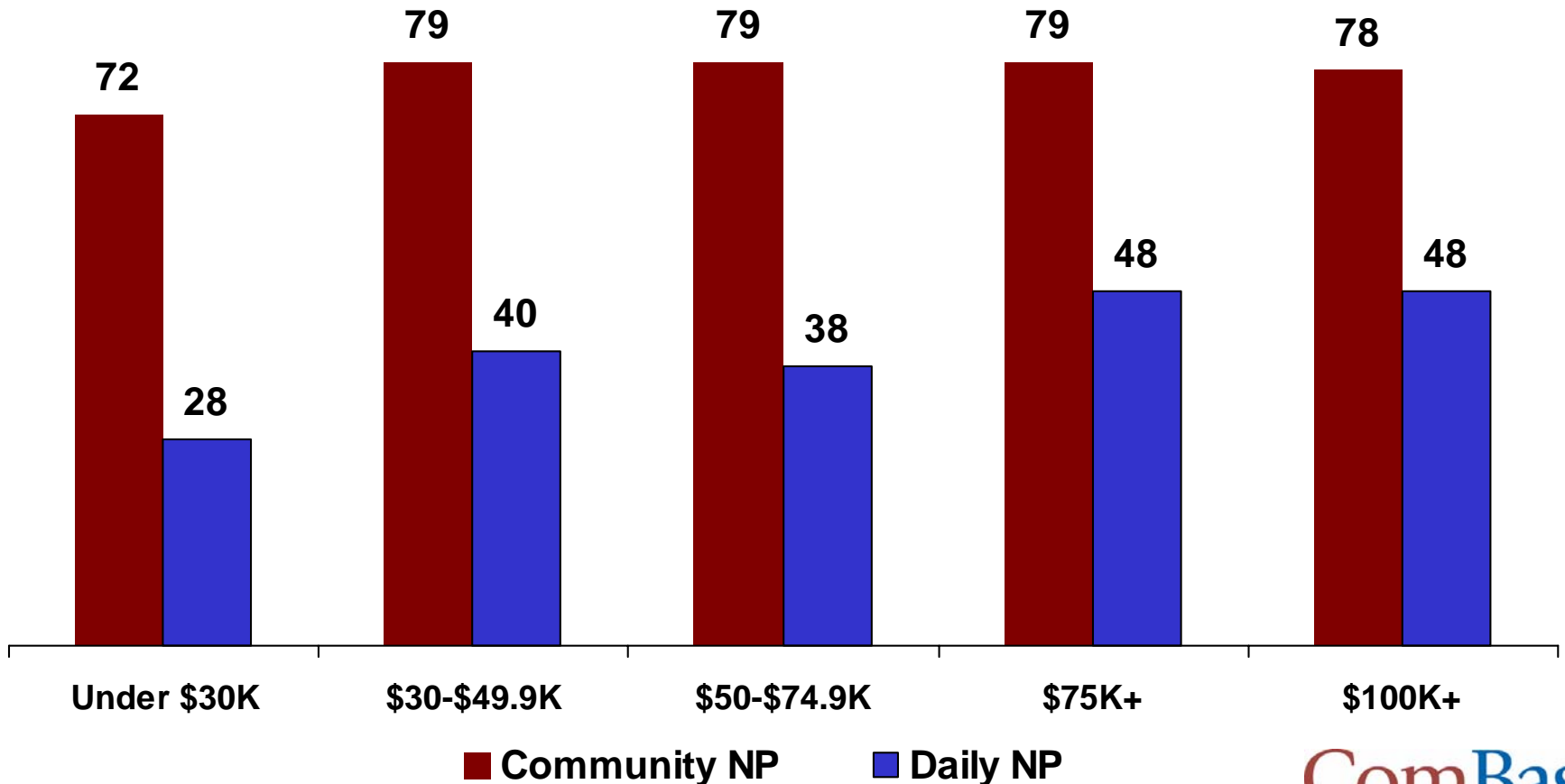
Readership by Demographics - Alberta

77% of adults with kids read community papers compared to **38%** reading dailies.



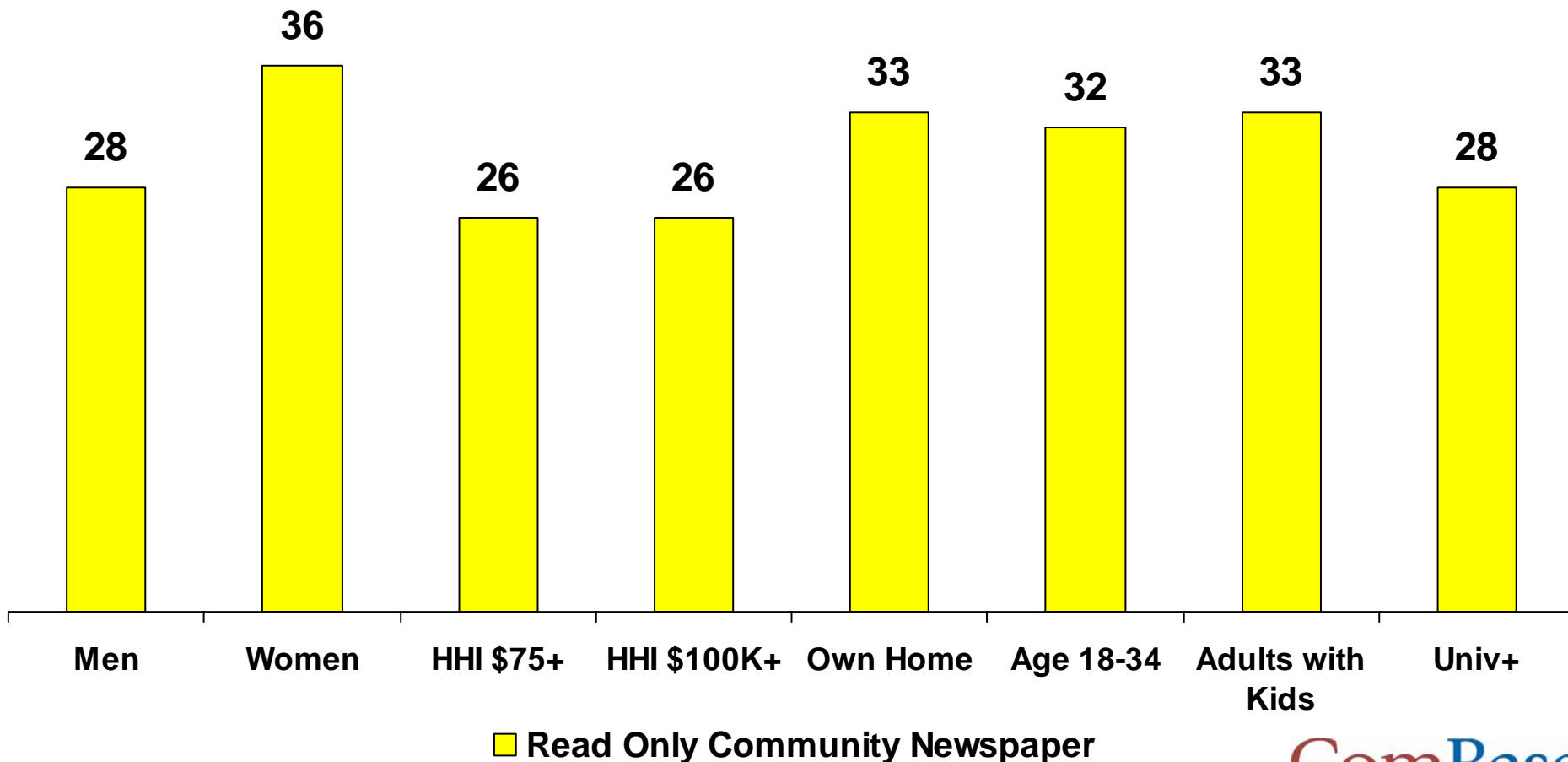
Readership by Household Income - Alberta

79% of adults with a household income over \$75,000 read the last issue of their community newspaper compared to **48%** who read their weekday daily.



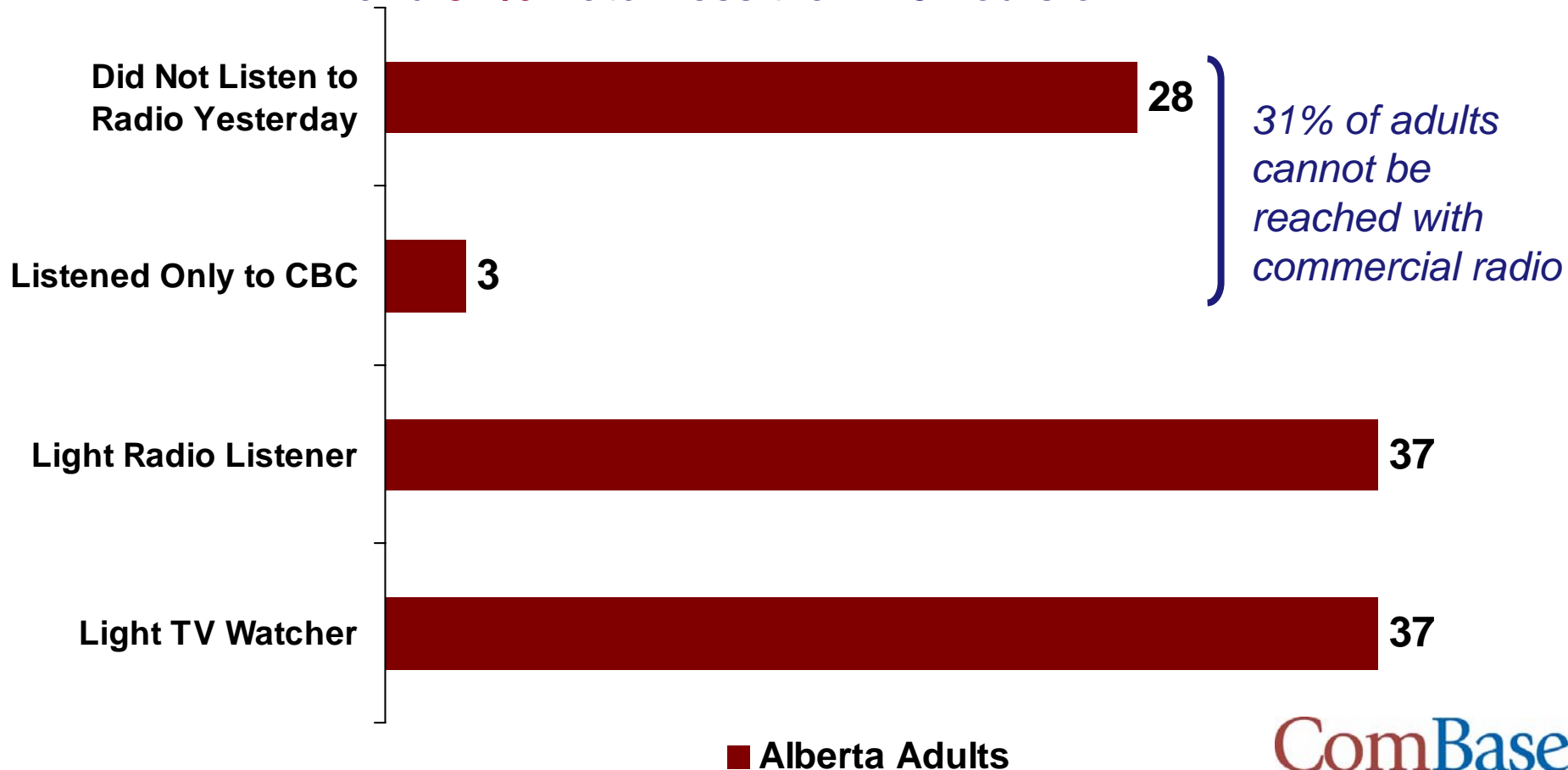
Exclusive Community Newspaper Readership - Alberta

33% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - Alberta

28% of adults did not listen to radio yesterday and **3%** listened only to non-commercial radio. **37%** of adults listen to less than 3.5 hours of radio weekly and **37%** watch less than 7.9 hours of TV.



Provincial Readership - Saskatchewan

Community Newspapers

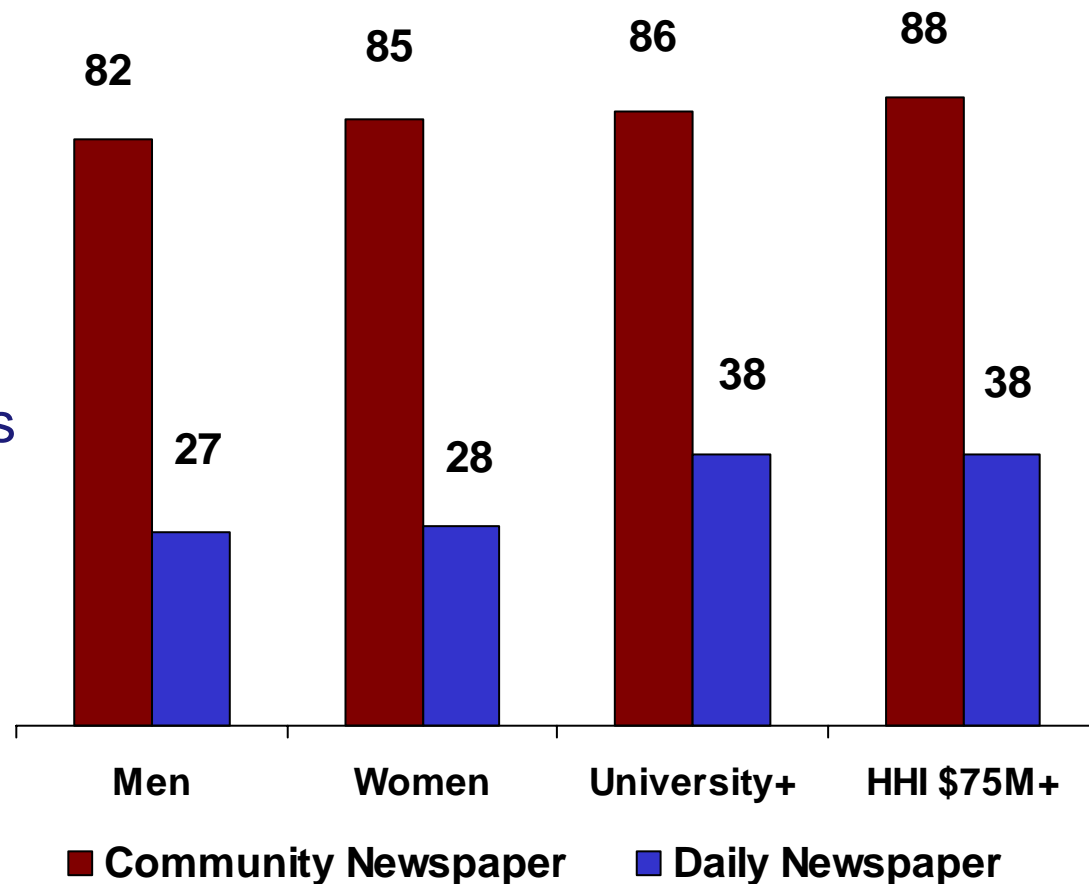
The Results Are In - Saskatchewan

- **83%** of SK adults read the last issue of their community newspaper
- **27%** read yesterday's weekday daily
- **49%** of our readers are exclusive
- **38%** of SK adults are light TV viewers
- **36%** of SK adults cannot be reached with commercial radio*

How Do You Reach Them?

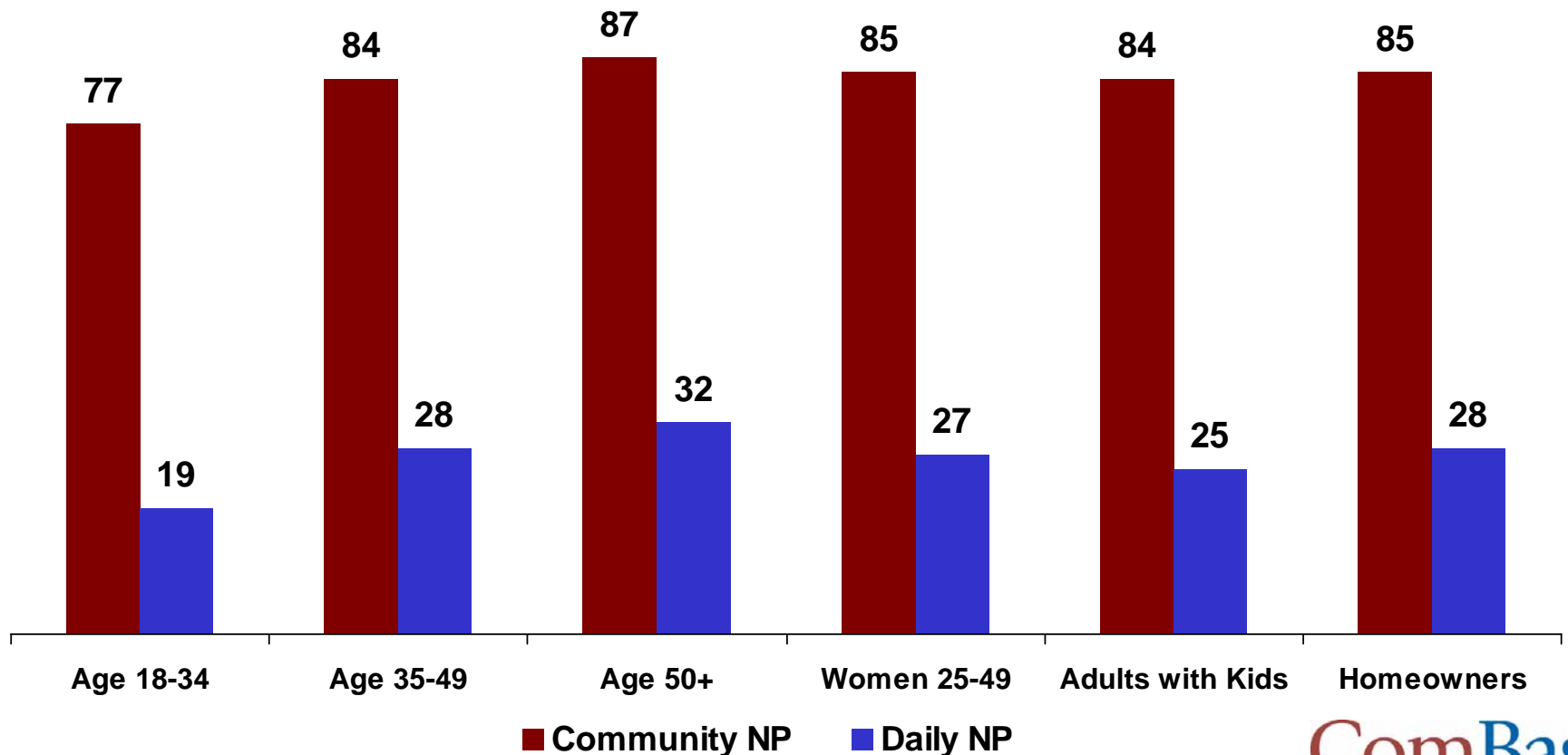
Saskatchewan Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **86%** of adults read community papers compared to **38%** reading the daily
- Among adults with household incomes over \$75K **88%** read the community paper compared to **38%** reading the daily



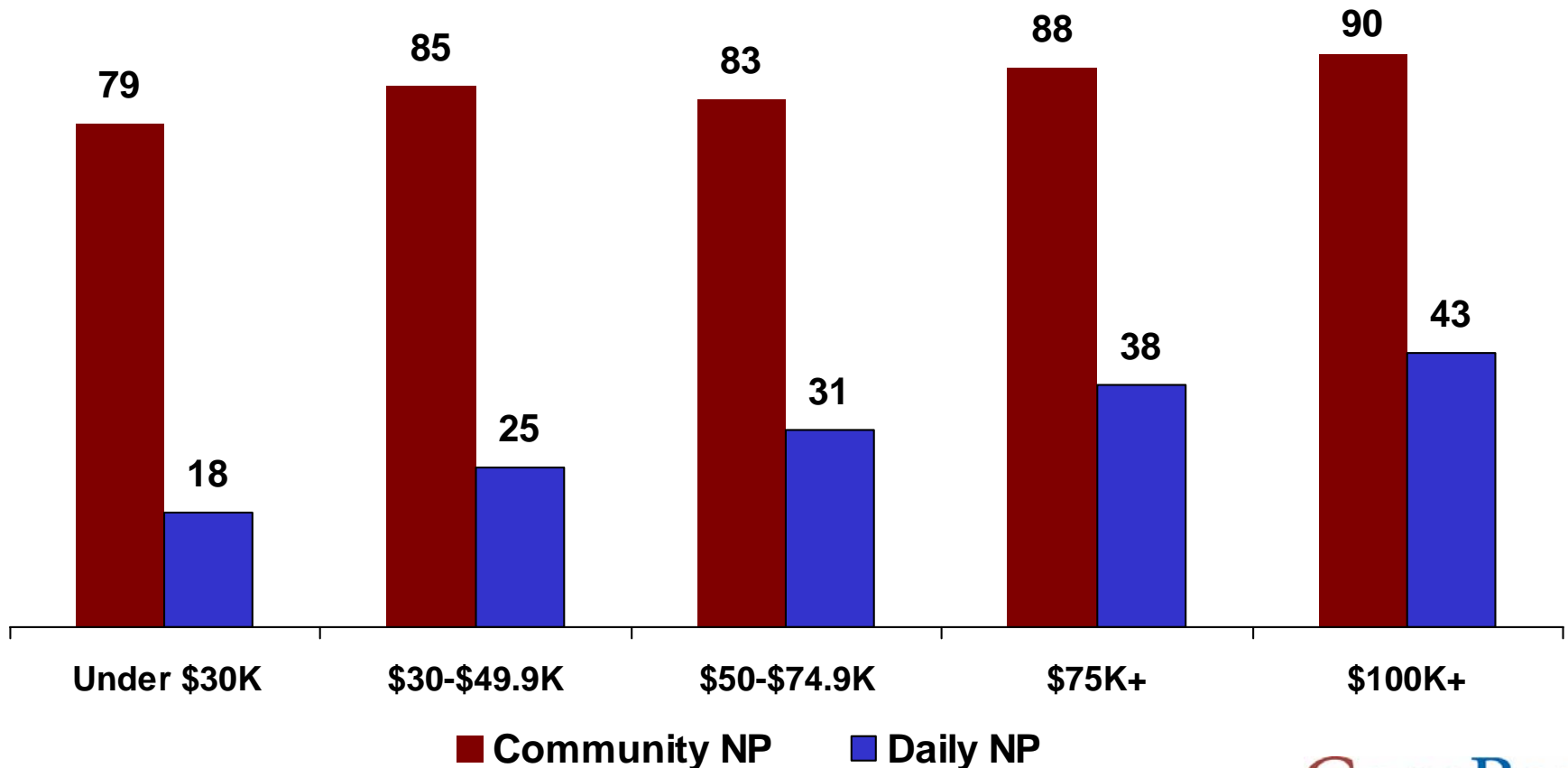
Readership by Demographics - Saskatchewan

84% of adults with kids read their community paper compared to **25%** reading their daily newspaper.



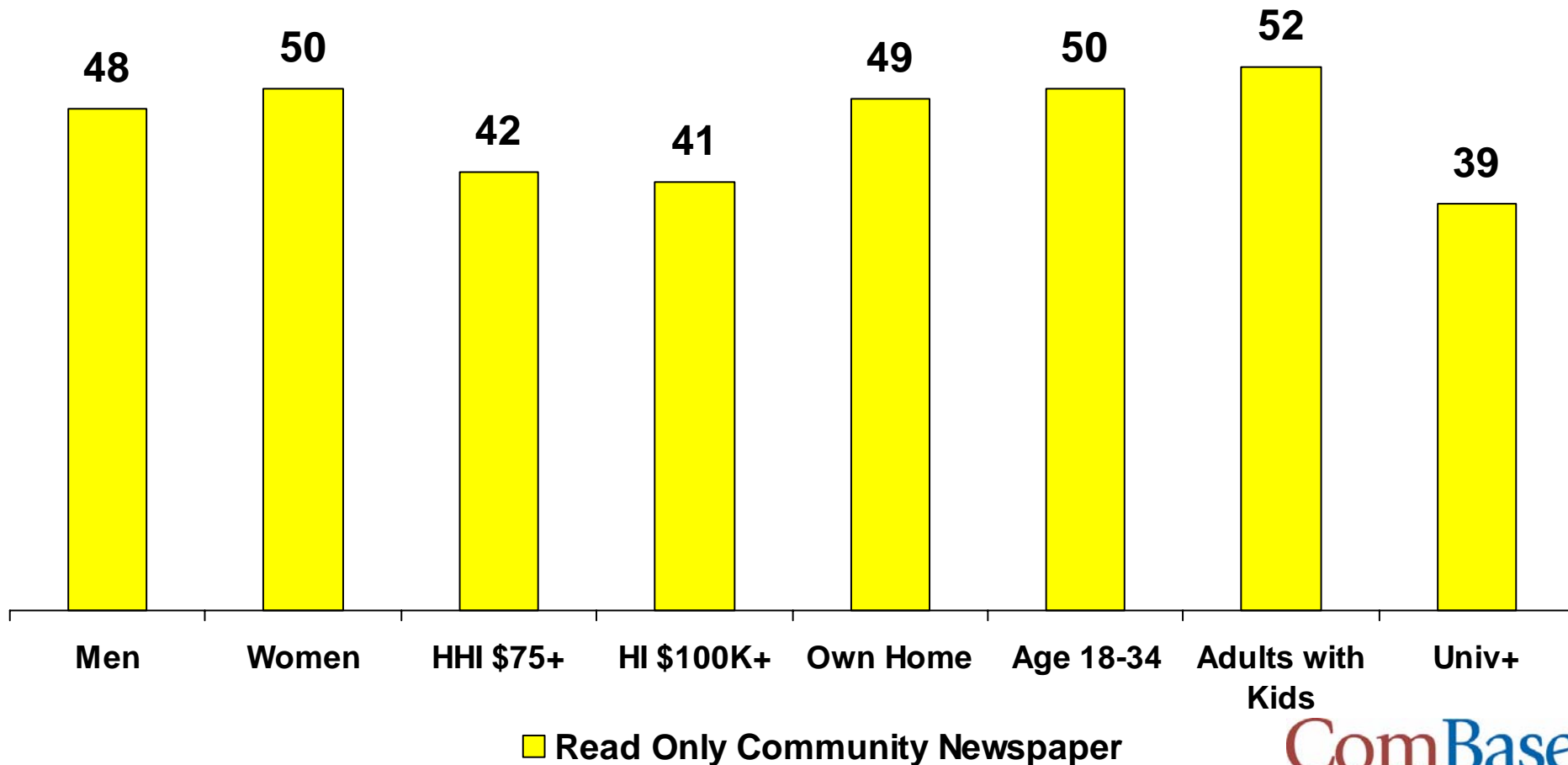
Readership by Household Income - Saskatchewan

88% of adults with a household income over \$75,000 read the last issue of their community newspaper compared to **38%** who read their weekday daily.



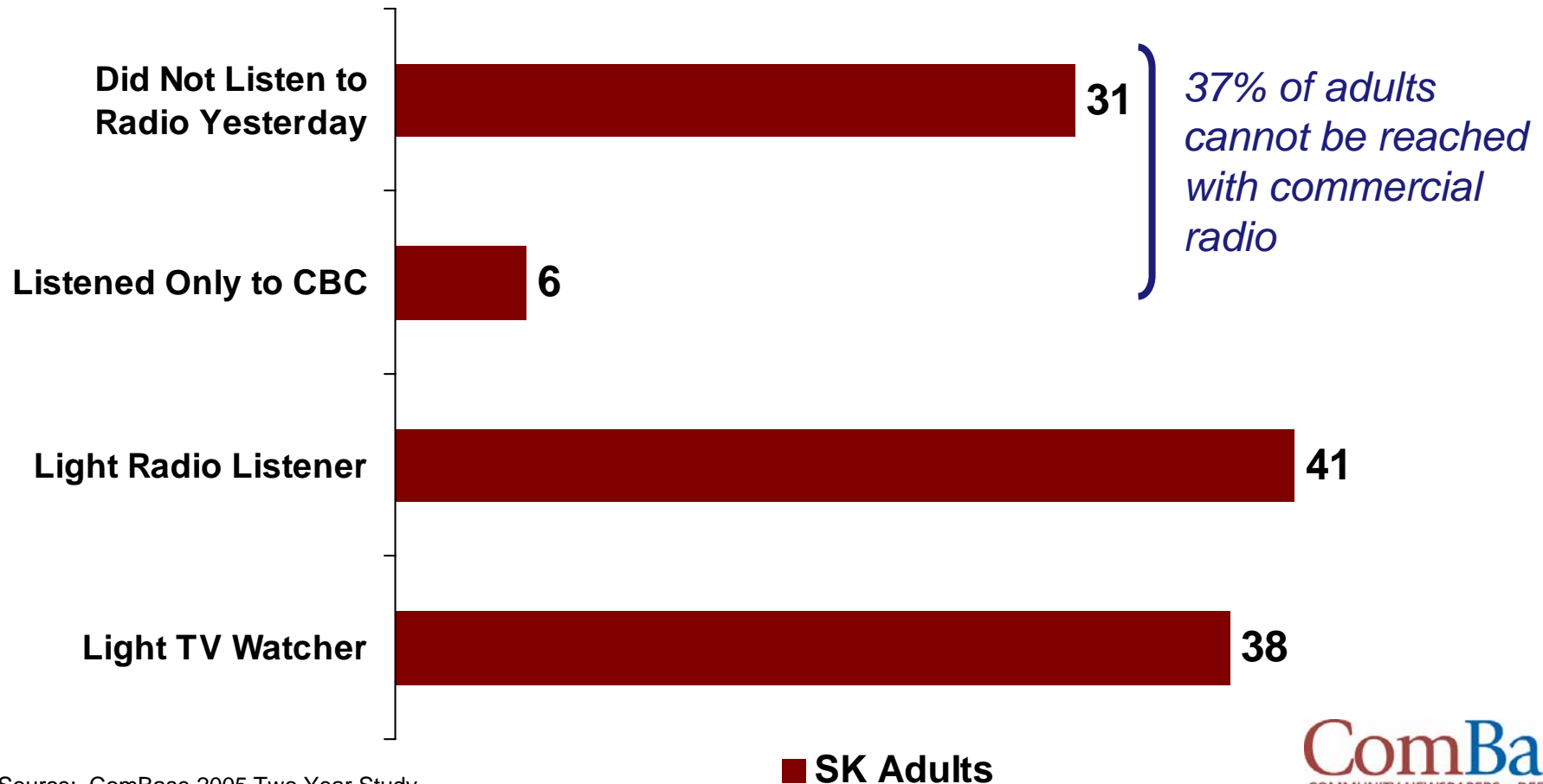
Exclusive Community Newspaper Readership - Saskatchewan

52% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - Saskatchewan

31% of adults did not listen to radio yesterday and **6%** listened only to non-commercial radio. **41%** of adults listen to less than 3.5 hours of radio weekly and **38%** watch less than 7.9 hours of TV.



Provincial Readership – British Columbia

Community Newspapers

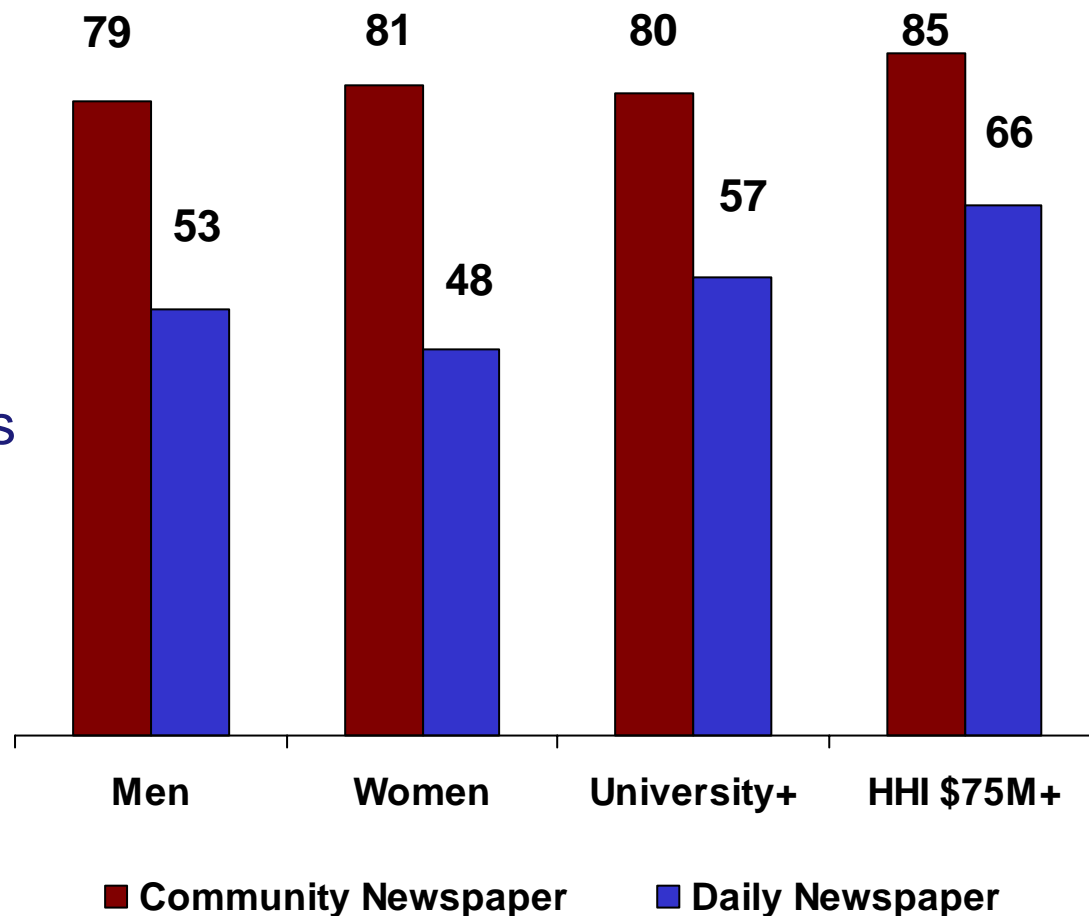
The Results Are In - BC

- **80%** of BC adults read the last issue of their community newspaper
- **51%** read yesterday's weekday daily
- **28%** of our readers are exclusive
- **41%** of BC adults are light TV viewers
- **35%** of BC adults cannot be reached with commercial radio*

How Do You Reach Them?

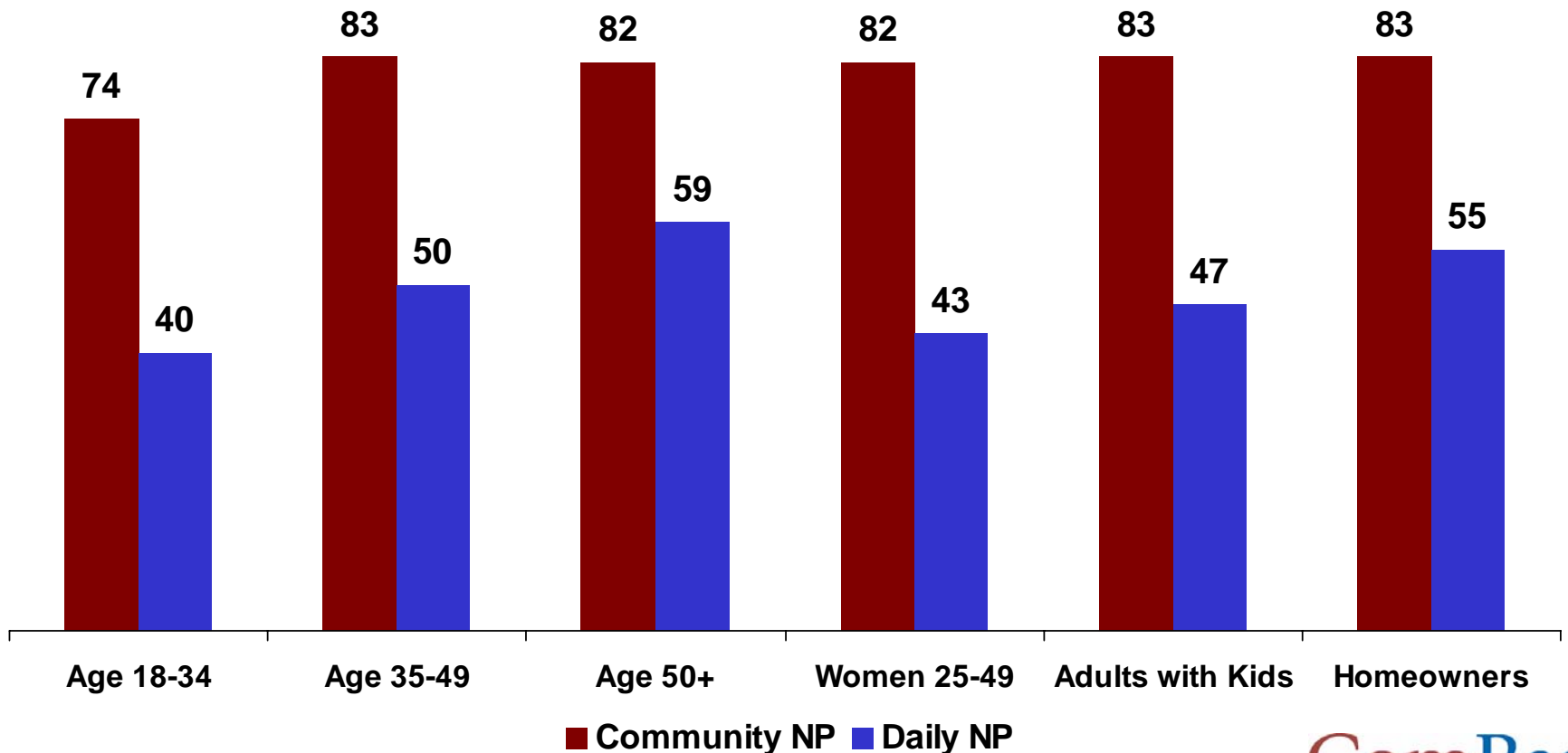
BC Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **80%** of adults read community papers compared to **57%** reading the daily
- Among adults with household incomes over \$75K **85%** read the community paper compared to **66%** reading the daily



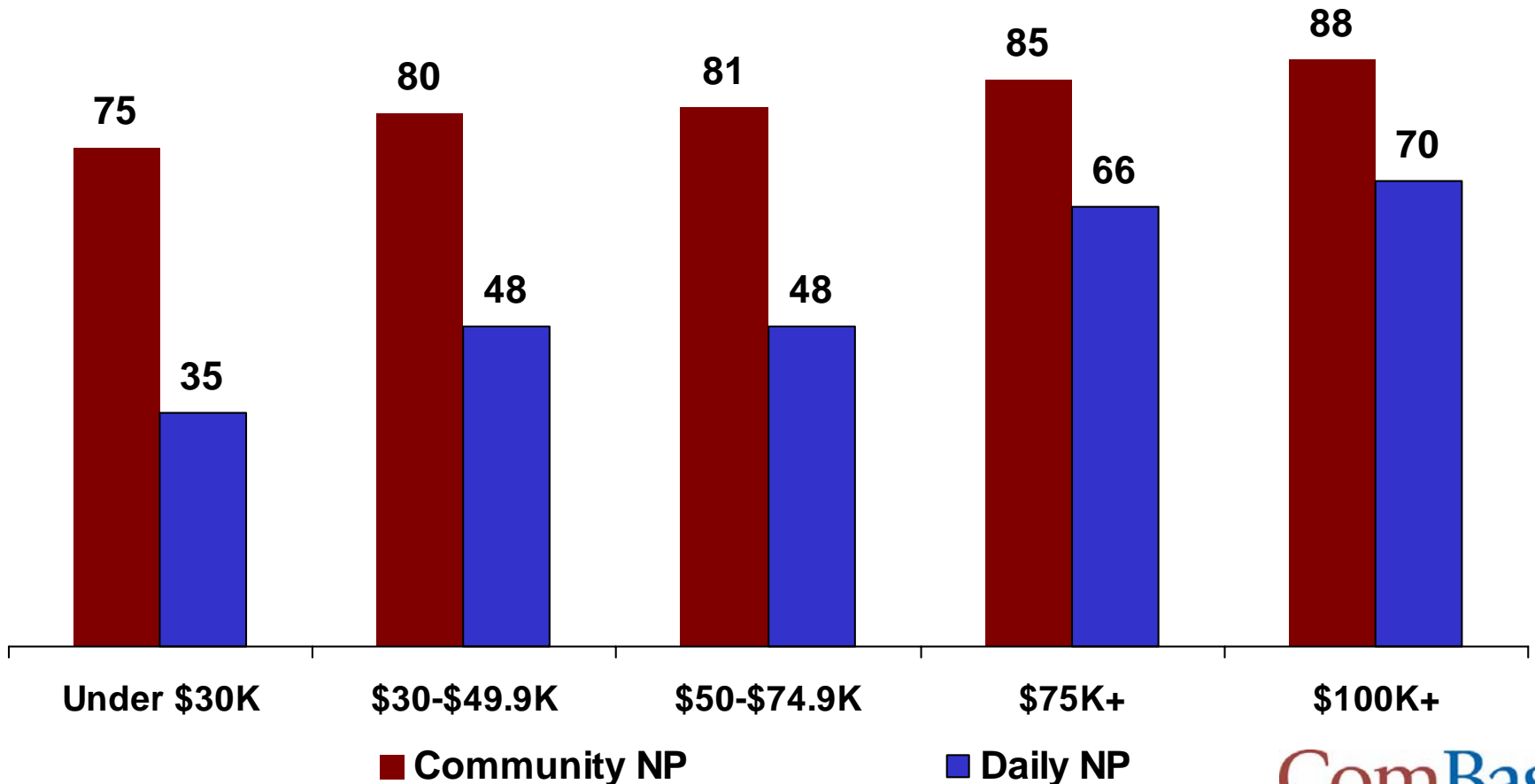
Readership by Demographics - BC

83% of adults with kids read their community paper compared to **47%** reading their daily newspaper.



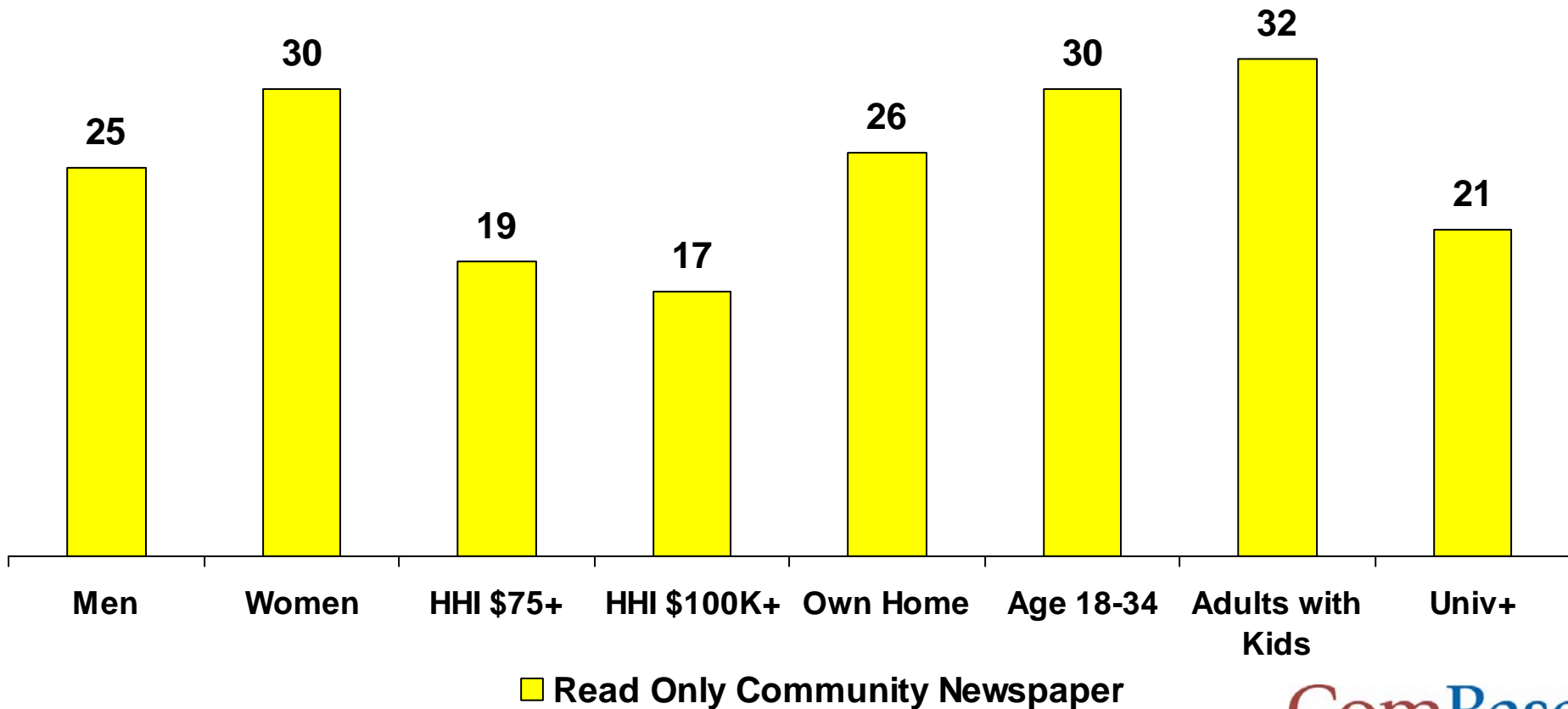
Readership by Household Income - BC

85% of adults with a household income over \$75,000 read the last issue of their community newspaper compared to **66%** who read their weekday daily.



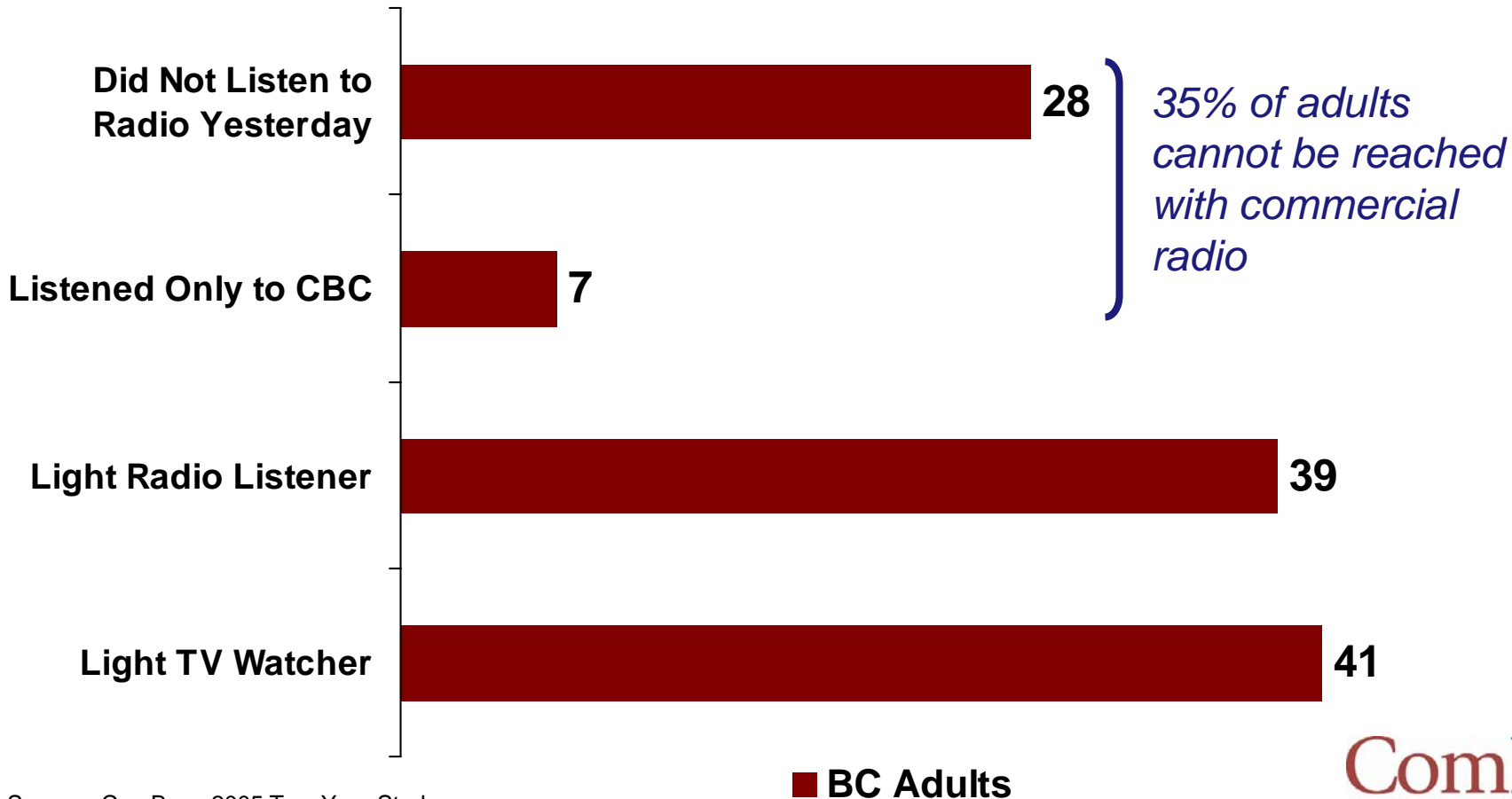
Exclusive Community Newspaper Readership - BC

32% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits - BC

28% of adults did not listen to radio yesterday and **7%** listened only to non-commercial radio. **39%** of adults listen to less than 3.5 hours of radio weekly and **41%** watch less than 7.9 hours of TV.



Provincial Readership – NT/NU

Community Newspapers

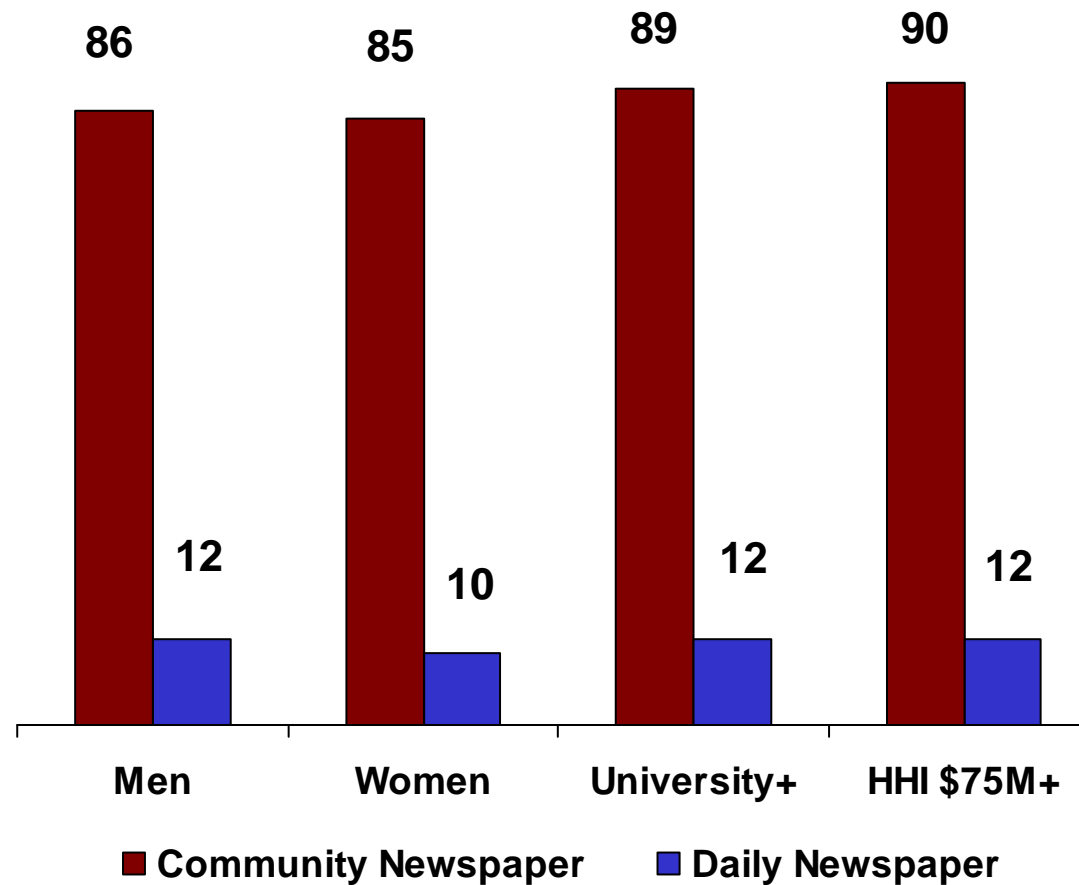
The Results Are In – NT/NU

- **85%** of Northern adults read the last issue of their community newspaper
- **11%** read yesterday's weekday daily
- **59%** of our readers are exclusive
- **42%** of Northern adults are light TV viewers
- **53%** of Northern adults cannot be reached with commercial radio*

How Do You Reach Them?

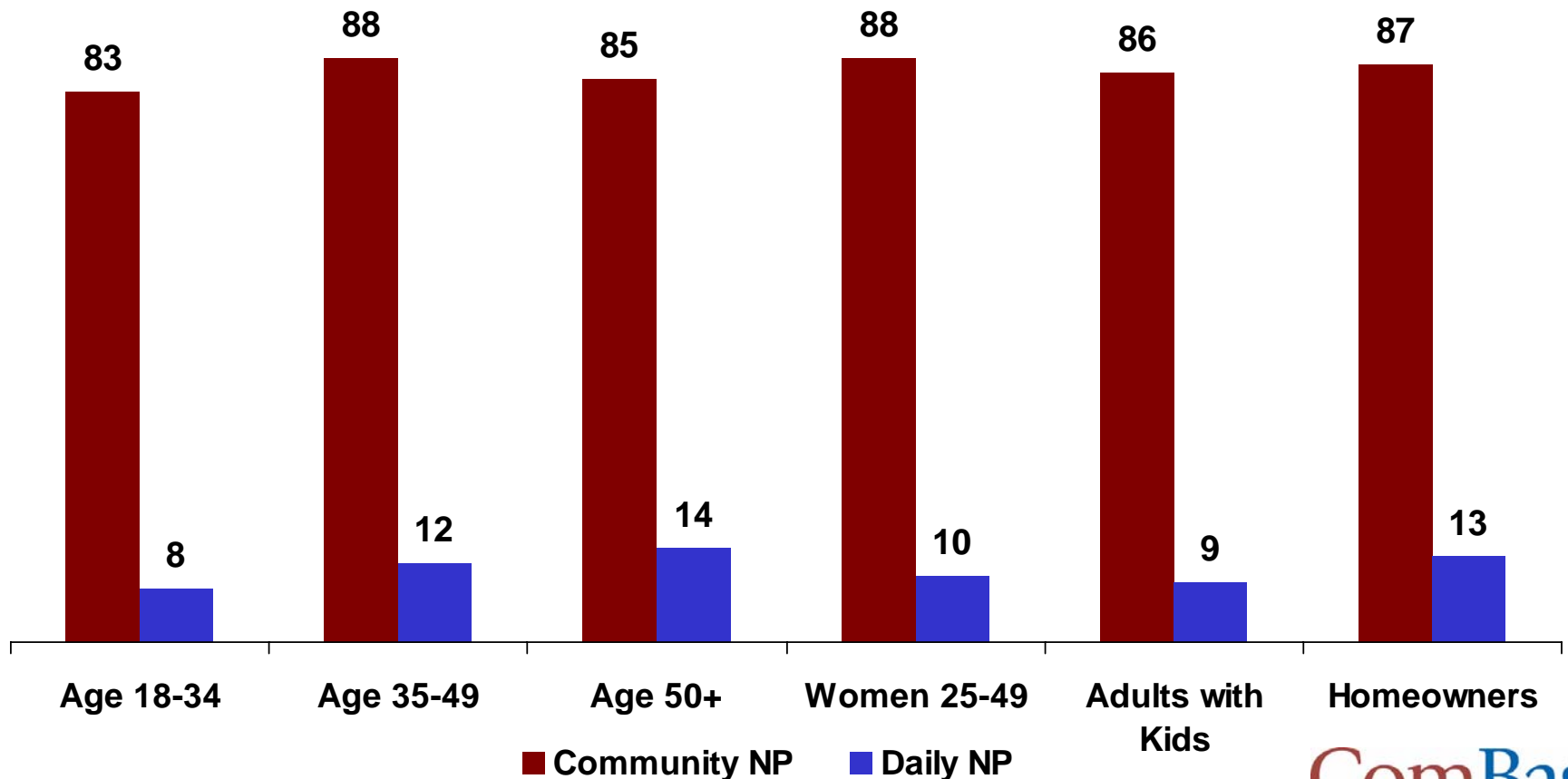
NT/NU Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers
- Among adults with a university+ education, **89%** of adults read community papers compared to **12%** reading the daily
- Among adults with household incomes over \$75K **90%** read the community paper compared to **12%** reading the daily



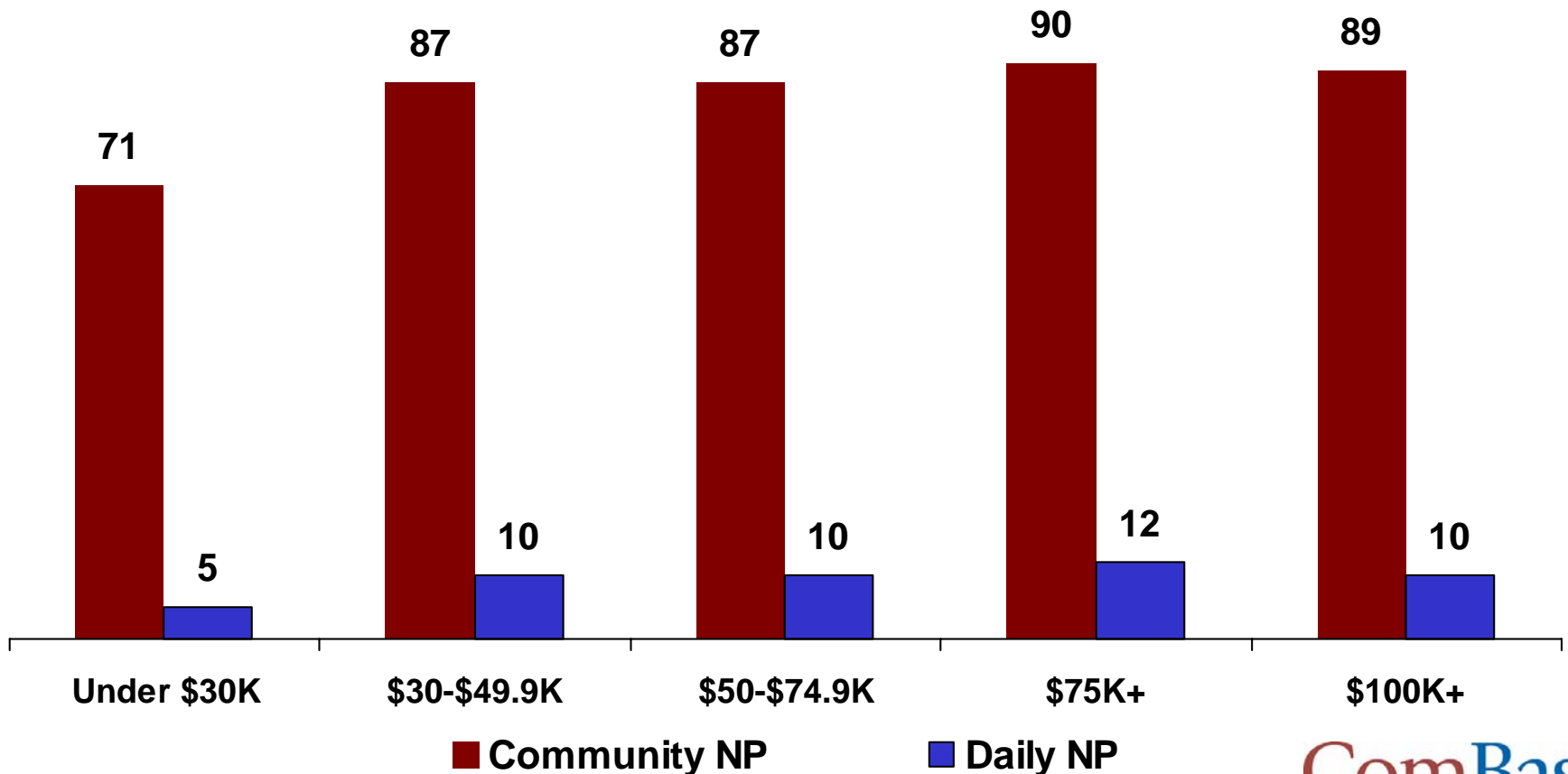
Readership by Demographics - NT/NU

83% of adults 18-34 read the last issue of their community newspaper compared to **8%** who read their weekday daily.



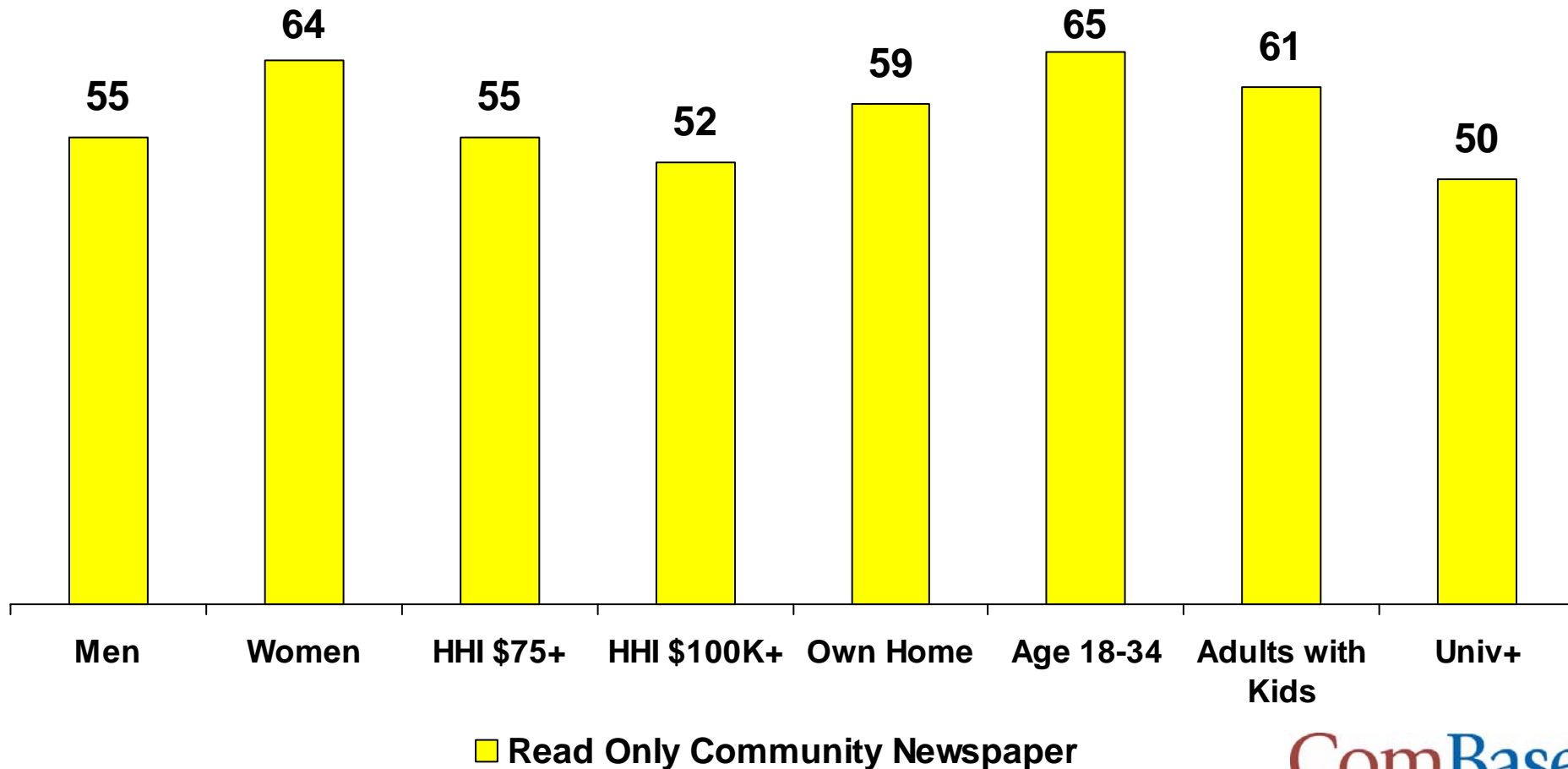
Readership by Household Income - NT/NU

90% of adults with a household income over \$75,000 read the last issue of their community newspaper compared to **12%** who read their weekday daily.



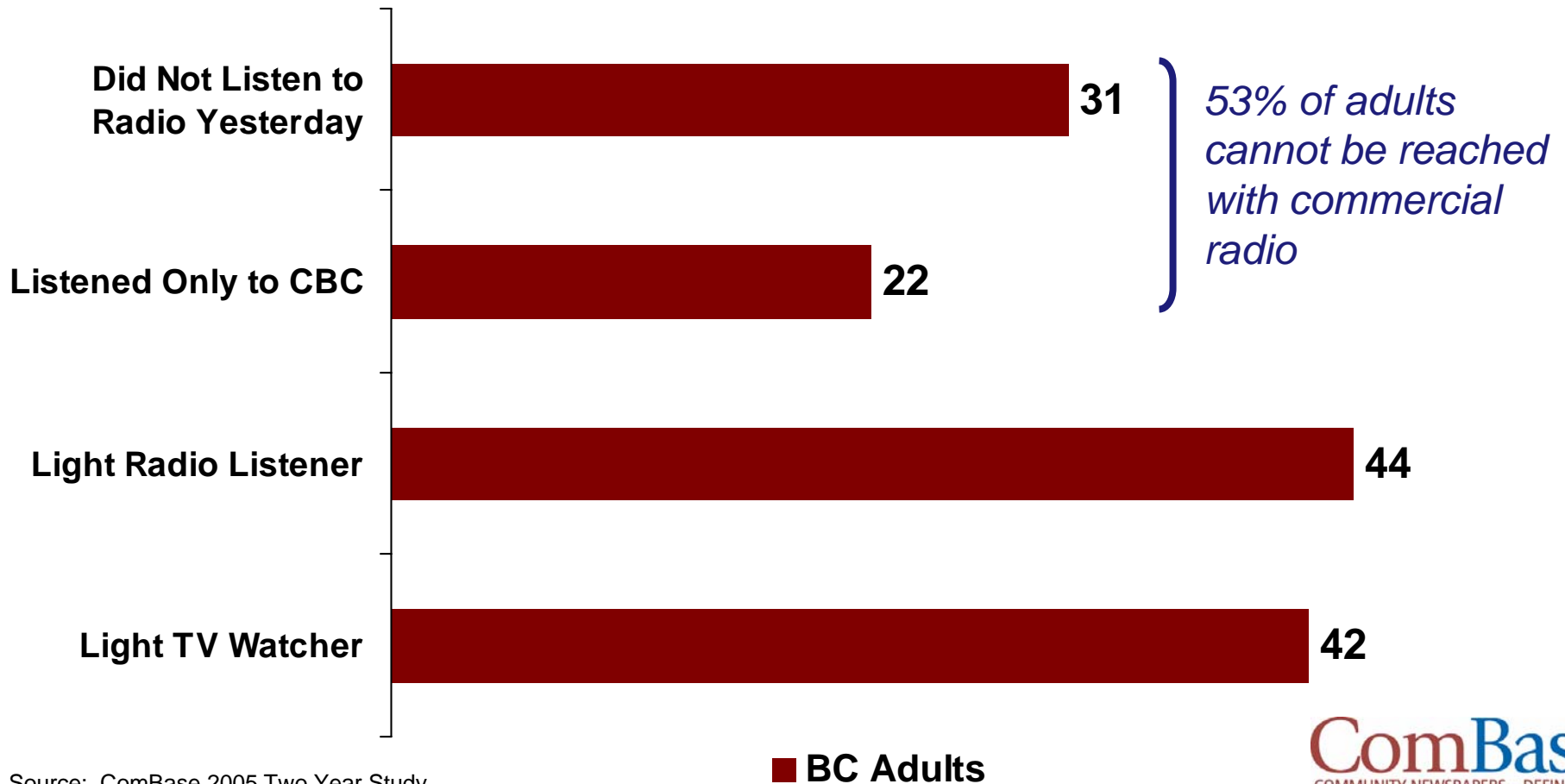
Exclusive Community Newspaper Readership - NT/NU

61% of adults with kids read only their community paper and cannot be reached with advertising in daily newspapers.



Other Media Habits – NT/NU

31% of adults did not listen to radio yesterday and **22%** listened only to non-commercial radio. **44%** of adults listen to less than 3.5 hours of radio weekly and **42%** watch less than 7.9 hours of TV.



Community Newspaper Readership

- Even in the most desirable target groups community newspapers are better read than daily newspapers – adults 18-34, university educated and high income earners are among the targets who are stronger community newspaper readers than dailies
- Exclusive community newspaper readership is also strong across all the desirable target groups – a substantial percentage can't be reached with advertising in daily newspapers
- The results also demonstrate that a number of adults can't be reached with commercial radio
- Light broadcast – radio listeners and TV viewers – can also be reached effectively with community newspapers