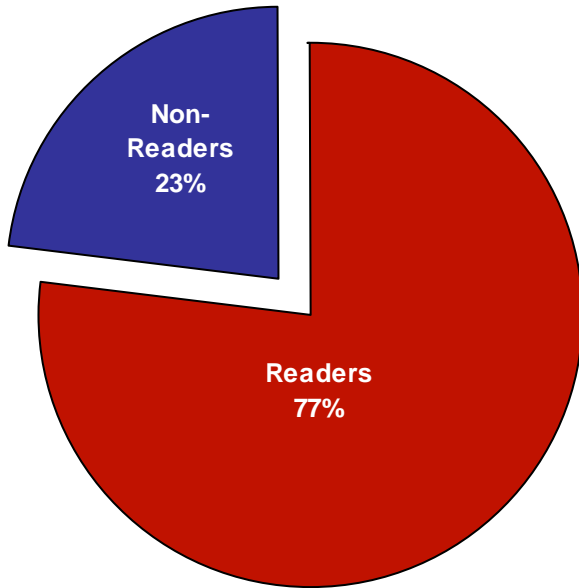


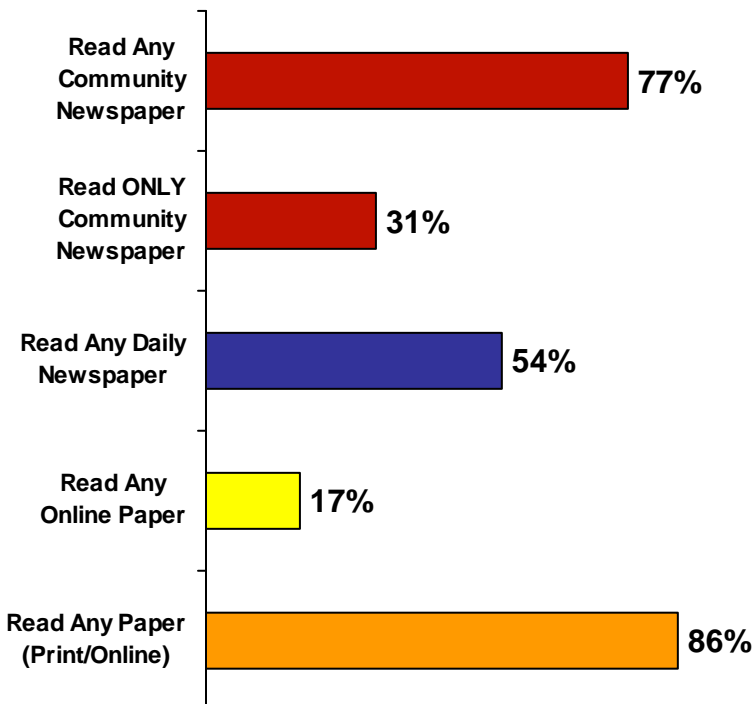
# Atlantic Community Newspapers Readership and Demographics

**77%** of Atlantic adults are readers of their local community newspaper\*.



## NEWSPAPER READERSHIP

**Nine out of ten Atlantic adults are print or online newspaper readers\*.**



## COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

**86%** of adults who retired in the last year or plan to retire in the next year are community newspaper readers.\*

### GENDER

Male	75%
Female	78%

### AGE

Young Readers 18-24 years	56%
Age 25-49 years	79%
Baby Boomers 50+ years	77%

### EDUCATION

High School or less	73%
College (including Technical)	80%
University +	81%

### HOUSEHOLD INCOME

<\$30K	69%
\$30-\$49K	78%
>\$50K	80%
>\$75K	80%
>\$100K	77%

### RESIDENCE

Own Residence	78%
Rent Residence	67%

### FAMILY STATUS

With children	79%
Without children	75%

### LIFE EVENTS *(occurred in last year/next year)*

Marriage	69%
Child/Grandchild born	77%
Retire	86%
Change job	78%
Move (same city)	74%

\* read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

# Atlantic Community Newspapers

## Media Habits

### WHY DO READERS TURN TO COMMUNITY NEWSPAPERS?

**30%** of community newspaper readers listed Advertising as one of the reasons for reading their community newspaper.

Community Newspaper Readers*	
Editorial	35%
Local News	84%
Local Events	63%
Classified	33%
Real Estate	19%
Jobs/Employment	21%
Advertising	29%
Flyers	30%

\*read any community newspaper. Multiple mentions accepted.

### READERSHIP OF FLYERS DELIVERED IN COMMUNITY NEWSPAPERS

Grocery flyers are read by **86%** of Atlantic community newspaper readers.

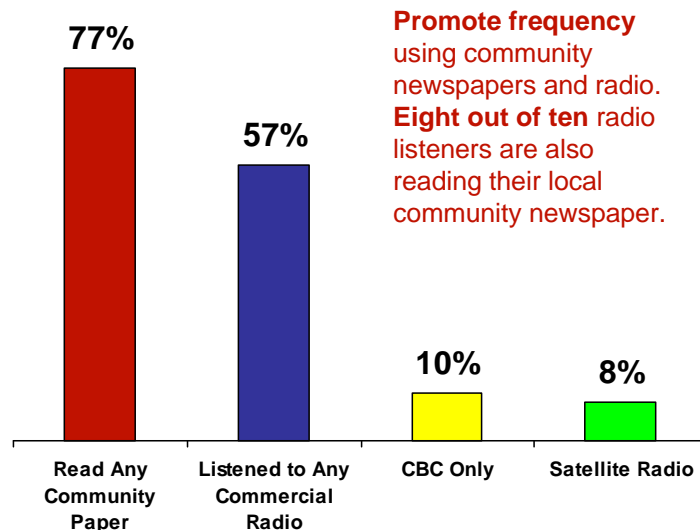
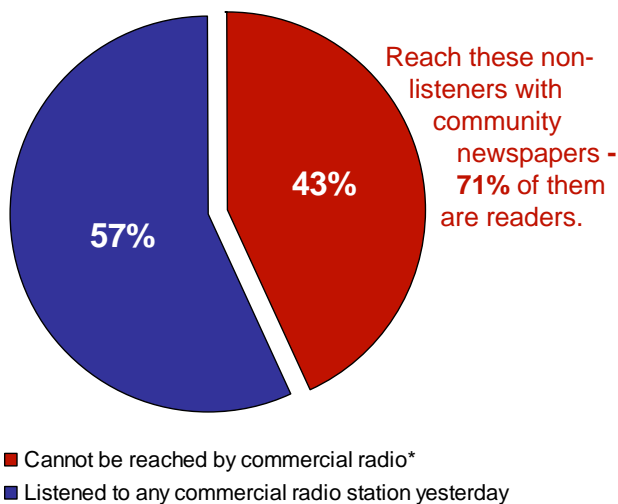
Automotive Supply or Service	55%
Computer Hardware or Software	54%
Department Stores including Clothing	77%
Drug Store or Pharmacy	73%
Fast Food Restaurant	54%
Furniture or Appliances or Electronics	73%
Grocery Store	86%
Home Improvement Store	77%
Investment or Banking Services	33%
Telecommunication and Wireless Products	37%
Other Products or Services	61%

\*read any community newspaper. Always or sometimes read flyers.

### 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.

**43%** of Atlantic adults cannot be reached by commercial radio\*.



\*did not listen to radio yesterday or listened to CBC only

# Atlantic Community Newspapers ComBase 2008/2009

**Number of Markets Measured:** 17

**Total Adult Population:** 350,293

**Number of Atlantic Interviews:** 3,507

Province	Market	Member Community Newspaper
NS	Lunenburg	The Lighthouse Log
NS	Bedford-Sackville	The Weekly News
NS	Kentville	The Advertiser
NS	Kentville/Berwick	The Kings County Register
NS	Liverpool	The Advance
NS	Yarmouth	The Vanguard
NL	Carbonear	The Compass
NL	Channel-Port Aux Basques	The Gulf News
NL	Clarenville (George's Brook - Milton)	The Packet
NL	Gander	The Beacon
NL	Grand Falls-Windsor	The Advertiser
NL	Lewisporte	The Pilot
NL	Marystown	The Southern Gazette
NL	Stephenville	The Georgian
PE	Alberton	West Prince Graphic
PE	Montague	Eastern Graphic
NB	St. Stephen	The St. Croix Courier

# Atlantic Community Newspapers

## ComBase 2008/2009

### Methodology

- English interviewing only of adults 18+
- Telephone interviewing (approximate interview length 12-15 minutes)
- No respondent substitution
- Minimum response rate of 35% by market
- Full sample conducted in each market (different from previous rolling sample methodology)
- Sample size by market ranges from 100 to 200+ based on Number of households
- Random directory sample based on newspaper market area
- Geographic boundaries determined by newspaper circulation and penetration
- Interviews conducted Tuesday to Saturday and balanced by day of week
- Margin of error ranges from 5-8% depending on total sample

### Timing of ComBase 2008/2009

Interviewing by market was conducted during one of the following fieldwork periods:

- January 2008 to June 2008
- September 2008 to October 2008
- January 2009 to April 2009

### Research Supplier

- ComBase 2008/2009 was conducted by Leger Marketing
- Interviews were conducted out of the Winnipeg and Montreal call centres by English interviewers only

### Cumulative Readership

- Cumulative Readership for community newspapers represents readers of any of the last four community newspaper issues
- Cumulative Readership for daily newspapers represents readers of any of the last five weekday daily newspaper issues

### New Questions

Several new questions were added to the ComBase 2008/2009 questionnaire:

- reasons for reading community newspapers (multiple responses) - *editorial, flyers, local events, classified ads, jobs/employment, real estate, local news, in-newspaper advertising*
- readership of flyers delivered with community newspapers by category - *Grocery Store, Drug Store or Pharmacy, Home Improvement Store, Automotive Supply or Service, Department Store including Clothing, Fast Food and Restaurant, Furniture / Appliance / Electronics, Computer Hardware/Software, Investments or Banking Services, Other Products or Services*
- computers/internet - *time spent, usage by category, Number of computers in household, readership of online newspapers*
- satellite radio measurement
- classifieds - *usage of print or online classified ads*
- life events in the past 12 months or the next 12 months - *marriage, child born/adopted, change job, retire, move (within same town or to another city)*