

ComBase research reports:



Number one in readership by a wide margin

	KIVALLIQ NEWS		NUNAVUT News/North		NUNATSIAQ NEWS			KIVALLIQ NEWS		NUNAVUT News/North		NUNATSIAQ NEWS	
Circulation	1,500		1,200		900		Circulation	1,500		1,200		900	
% Reach	73%		59%		42%		% Reach	73%		59%		42%	
GENDER	#	%	#	%	#	%	HOME LANGUAGE	#	%	#	%	#	%
Male	800	72	600	54	500	42	English	1100	73	1100	70	600	40
Female	700	75	600	64	400	42	French	0	77	0	77	0	53
AGE							Other	500	68	300	40	400	54
Under 40 years	900	71	700	55	500	39	RESIDENCE						
40+YEARS	600	77	500	64	300	47	Own	900	81	700	63	600	51
FAMILY STATUS							Rent	500	61	500	55	300	32
Unattached	500	71	500	63	200	29	DWELLING TYPE						
Attached	900	74	700	59	600	52	Single/Semi-Detd/Row	1200	72	1000	58	700	42
With children	900	72	700	55	600	42	High-Rise apartment	0	100	0	81	0	32
Without children	600	76	500	65	300	41	Other Dwelling	100	71	100	68	100	40
EDUCATION							HOUSEHOLD SIZE						
Sec High Sch or less	700	69	500	46	500	47	One	200	79	200	64	100	30
Tech/ Comm Coll	300	65	300	70	200	44	Two	200	73	300	60	200	55
Univ, Bachel Deg/Postgrad	400	90	400	82	100	32	Three	300	71	200	53	100	30
EMPLOYMENT STATUS							Four or more	700	72	500	55	500	48
Self-employed	0	38	100	77	0	28	IN HOUSEHOLD EMPLOYED						
Employed Full/ Part time	1200	79	1000	64	800	50	One	200	53	200	48	100	24
Not Employed	300	59	100	40	100	17	Two	800	75	600	61	600	55
MOTHER TONGUE							Three or more	100	91	100	86	100	56
English	1100	70	1100	65	600	37	HOUSEHOLD INCOME						
French	100	91	100	86	0	27	Under \$30,000	200	57	100	40	100	27
Other	800	68	600	52	500	47	\$30,000 to \$49,999	100	63	100	52	0	35
							\$50,000 to \$74,999	200	64	200	71	100	29
							\$75,000 or more	600	79	600	79	400	48

* Study covers readers 18 and over

** Number of readers rounded off to nearest hundred