

THE N.W.T. MARKET

January 2006

	NWT NEWS NORTH		INUVIK DRUM		DEH CHO DRUM		YELLOWKNIFER WEEKENDER		SLAVE RIVER JOURNAL		HAY RIVER HUB	
Readers	14,500		2,900		3,100		9,700		500		2,100	
% Reach	72%		14%		15%		48%		3%		11%	
	Readers (00's)	%	Readers (00's)	%	Readers (00's)	%	Readers (00's)	%	Readers (00's)	%	Readers (00's)	%
TOTAL	145	72	29	14	31	15	97	48	* 5	3	21	11
GENDER												
Male	79	76	13	13	17	16	52	50	** 2	2	11	10
Female	66	68	16	16	14	14	45	46	** 3	3	10	11
AGE												
Under 40 years	72	70	17	16	18	17	46	45	** 2	2	* 10	9
40+YEARS	73	74	12	12	13	13	51	52	** 3	3	12	12
FAMILY STATUS												
Unattached	50	69	12	16	* 13	18	29	40	** 2	3	* 7	10
Attached	92	73	16	13	18	14	66	53	** 4	3	14	11
With children	70	70	14	14	11	11	50	50	** 2	2	11	11
Without children	75	75	15	15	20	20	47	47	** 4	4	10	10
EDUCATION												
Sec High Sch or less	54	70	9	12	10	14	33	42	** 3	3	11	14
Tech/ Comm Coll	38	73	* 6	11	* 7	13	28	53	** 1	1	* 4	7
Univ, Bachl Deg/Postgrad +	51	77	12	18	* 13	20	35	53	** 2	3	* 6	9
EMPLOYMENT STATUS												
Self-employed	22	70	** 5	17	* 6	19	* 17	56	** 1	3	** 3	8
Employed Full/ Part time	94	72	18	14	18	14	65	51	** 3	2	14	11
Not Employed	30	72	* 5	13	* 7	16	* 14	35	** 2	4	* 5	12
MOTHER TONGUE												
English	139	73	27	14	26	14	94	49	** 4	2	21	11
French	19	72	** 2	7	** 4	15	* 14	53	** 1	5	** 4	17
Other	23	66	* 6	18	* 10	29	* 10	30	** 0	1	** 3	8
HOME LANGUAGE												
English	139	73	27	14	26	14	93	49	* 5	3	21	11
French	** 1	66	** 0	-	** 0	24	** 1	67	** 0	14	** 0	-
Other	* 7	64	** 2	20	** 6	57	** 3	24	** 0	2	** 0	2
RESIDENCE												
Own	109	76	15	10	25	17	73	51	** 4	3	20	14
Rent	35	63	13	24	* 6	11	24	43	** 1	2	** 2	3
DWELLING TYPE												
Single/Semi-Detd/Row/	116	76	24	16	25	17	74	48	** 5	3	19	12
High-Rise apartment	** 7	70	** 2	17	** 2	19	** 6	57	** 0	-	** 0	2
Other Dwelling	22	60	** 2	7	** 4	10	* 17	46	** 1	2	** 2	6
HOUSEHOLD SIZE												
One	19	69	* 5	17	** 3	10	* 11	41	** 1	2	** 1	5
Two	38	75	8	16	* 9	19	26	52	** 1	3	* 5	10
Three	33	71	* 5	12	* 10	22	21	46	** 2	4	* 7	16
Four or more	54	72	10	13	* 9	11	38	51	** 2	2	* 8	10
IN HOUSEHOLD EMPLOYED												
One	16	72	* 6	27	** 5	24	** 10	47	** 1	3	** 3	13
Two	69	72	12	12	13	14	47	50	** 2	2	7	7
Three or more	25	80	** 3	9	** 7	22	* 16	51	** 2	5	** 6	19
HOUSEHOLD INCOME												
Under \$30,000	* 6	43	** 3	21	** 2	13	** 5	35	** 0	*	** 1	5
\$30,000 to \$49,999	* 12	81	** 2	17	** 4	31	** 7	52	** 0	2	** 1	8
\$50,000 to \$74,999	16	67	* 3	14	** 4	16	* 9	35	** 1	3	* 3	13
\$75,000 or more	78	78	15	15	17	17	56	56	** 3	3	10	10