

# Community Newspaper Readership

*Yellowknifer*

Yellowknife, NT

# *Yellowknife Yellowknifer* Newspaper Readership

- What is ComBase?
- Study Overview
- Readership Overview
- Demographics
- How Much of the Paper is Read
- Number of Issues Read
- Newspaper Ratings
- Preferred Community Newspaper
- Media Habits – Newspaper, Radio, TV
- Exclusive Readership
- Cross Readership
- Yellowknifer Strengths

# 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 NTs represented
- 800+ publications – community and daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

# Study Overview

**Source:** ComBase 2005 Two Year Study

**Base:** Yellowknife CA \*

**Demo:** Adults 18+

**Weighted Population:** 12,500

*ComBase 2005 Two Year Study is a combination of interviews from Wave 1 (October 2002 to June 2003) and Wave 2 (October 2004 to June 2005).*

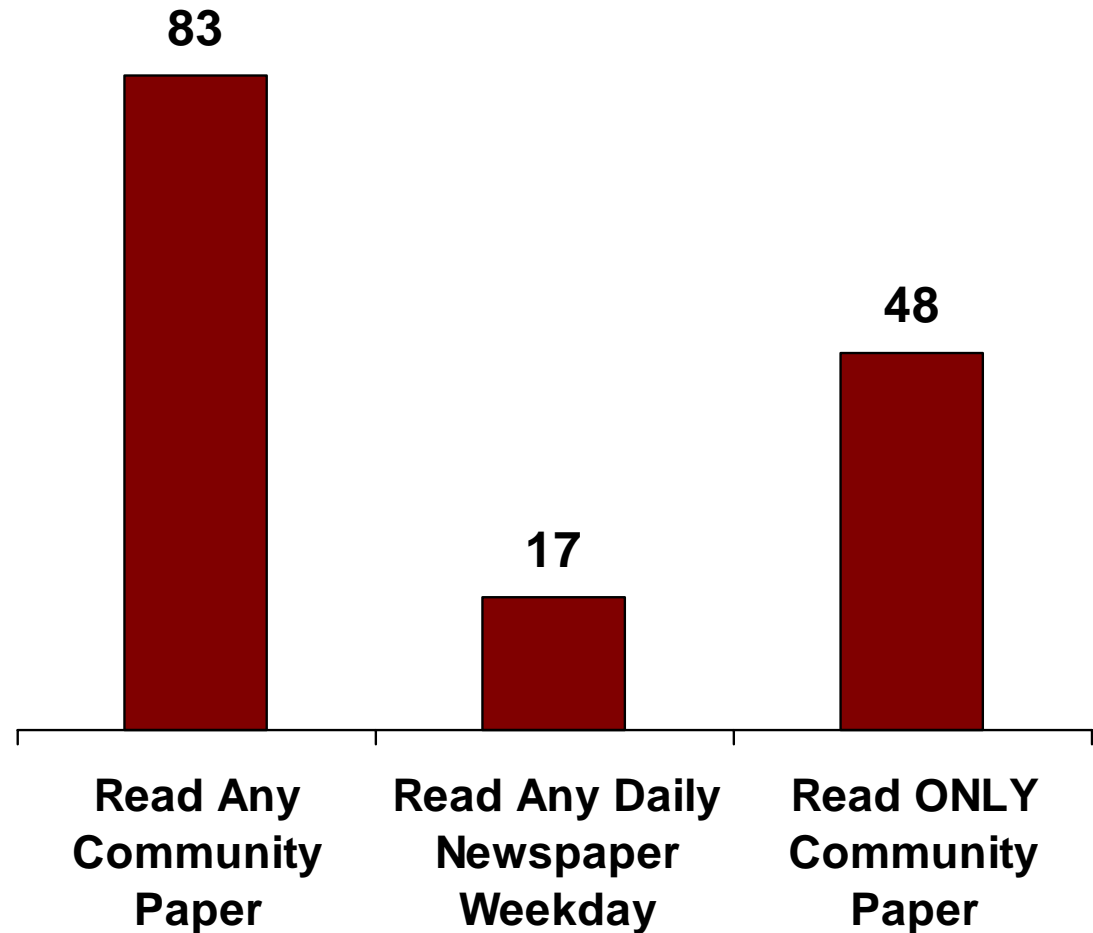
*ComBase is conducted by Maritz Research.*

# Readership Overview

## (Yellowknife, NT)

■ % Readership

- Readership of community newspapers in Yellowknife is higher than readership of daily newspapers
- **83%** of adults report reading any community newspaper
- **17%** of adults report reading their weekday daily newspaper
- And **48%** report reading **ONLY** community newspapers and **NOT** a daily newspaper

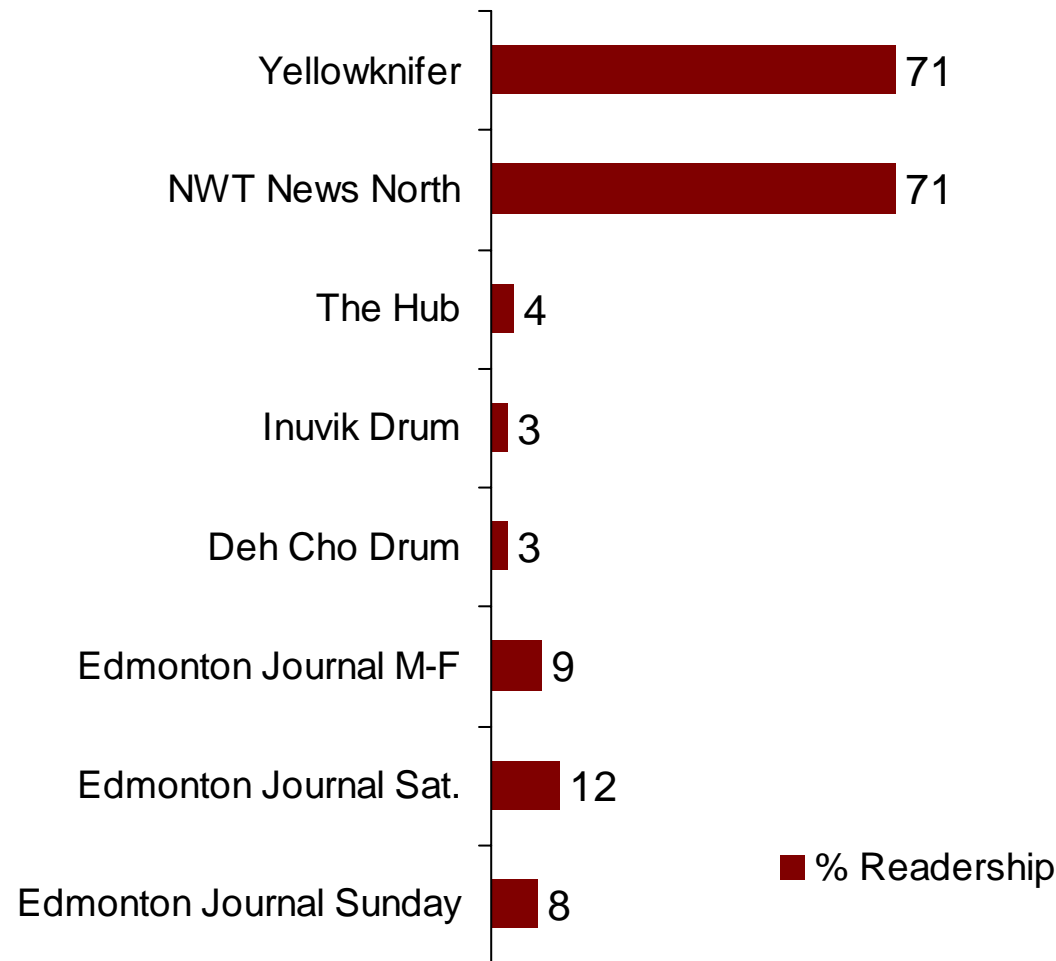


**ComBase**  
COMMUNITY NEWSPAPERS – DEFINITELY

# Newspaper Readership Overview

## (Yellowknife, NT)

- Readership of the *Yellowknifer* is **71%**
- Readership of the *NT News North* is **71%**
- Readership of *The Hub* is **4%**
- Readership of *Inuvik Drum* is **3%**
- Readership of *Deh Cho Drum* is **3%**
- Readership of *The Edmonton Journal* is **4%** during the week, **12%** on Saturday and **8%** on Sunday



Source: ComBase 2005 Two Year Study

\*Base Population – Yellowknife Canadian 2 Yr Data (12,500)

# Readership Overview

- **71%** of Yellowknife adults report reading the *Yellowknifer* – this represents 8,900 readers
- The *NT News North* reports **71%** readership (8,900 readers)
- The *Hub* reports **4%** readership (500 readers)
- The *Inuvik Drum* reports **3%** readership (400 readers)
- The *Deh Cho Drum* reports **3%** readership (400 readers)
- The *Edmonton Journal* reports **9%** weekday readership (1,100 readers), **12%** Saturday readership (1,500 readers) and **8%** Sunday readership (1,100 readers)

Source: ComBase 2005 Two Year Study

\*Base Population – Yellowknife 2 Yr Data (12,500)

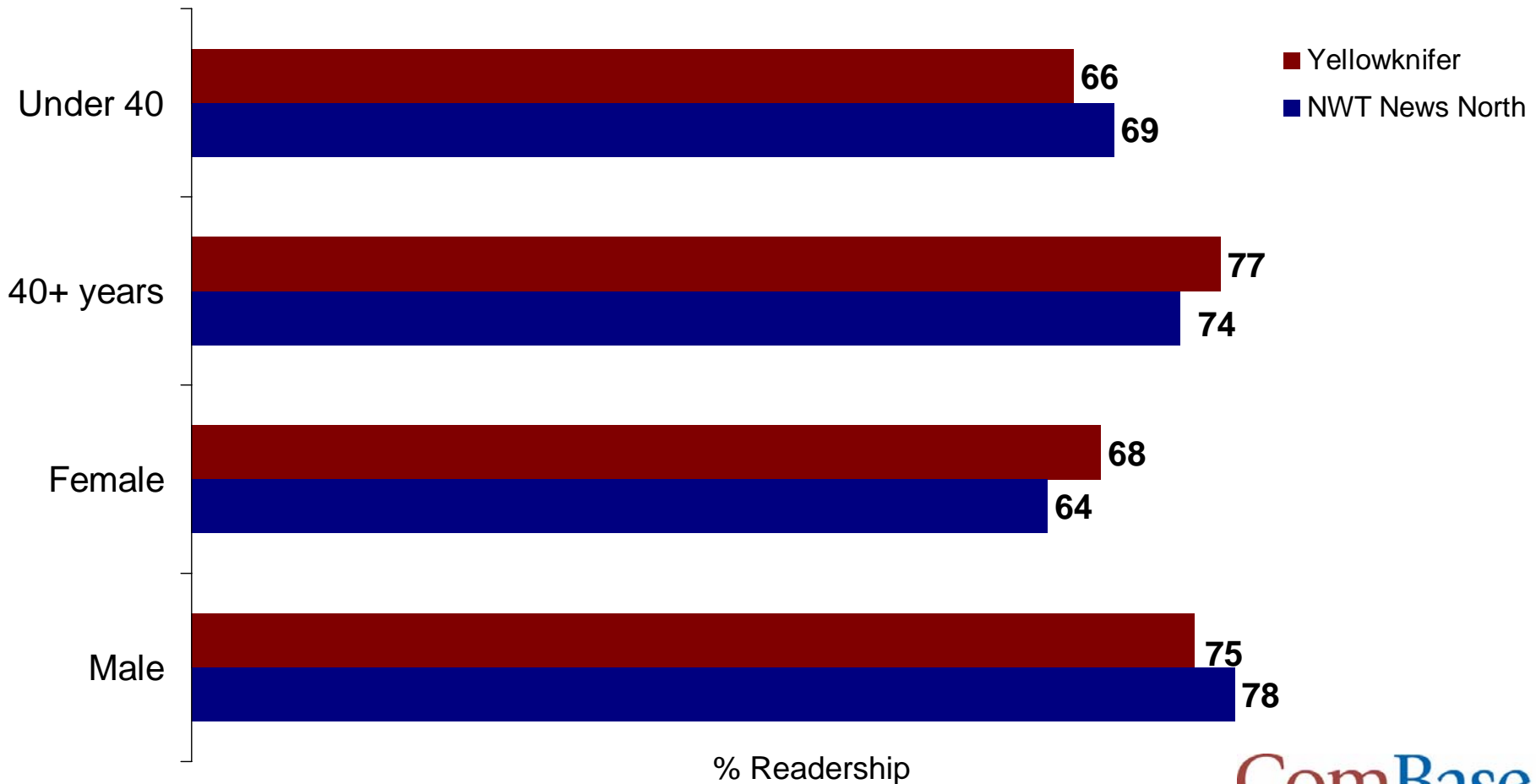
# Demographics Overview

**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, NT)

68% of women and 75% of men in Yellowknife are reading the *Yellowknifer*.

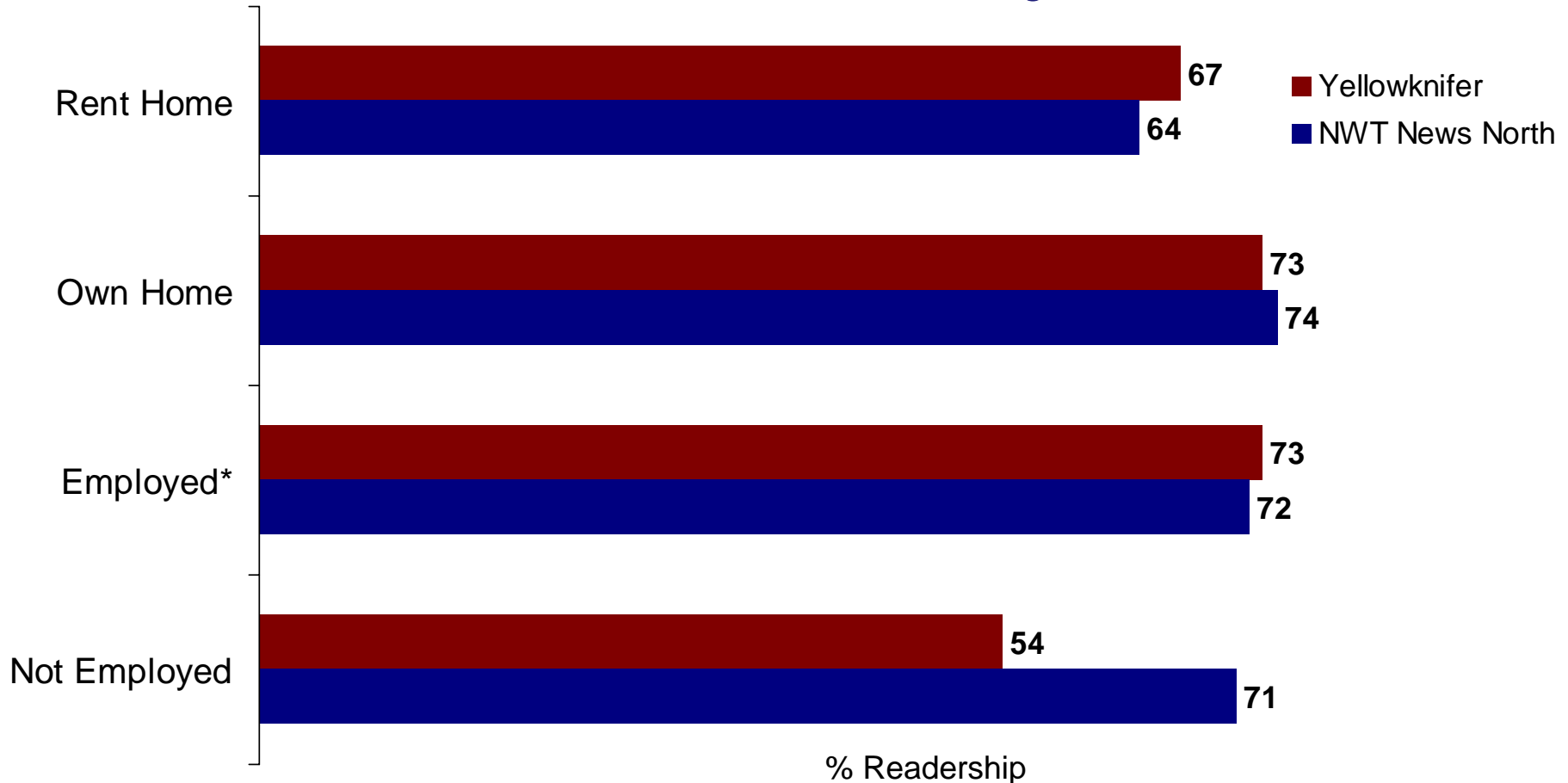


Source: ComBase 2005 Two Year Study

\*Base Population – Yellowknife 2 Yr Data (12,500)

# % Reach by Demographic Sector (Yellowknife, NT)

73% of Yellowknife homeowners are reading the *Yellowknifer*.

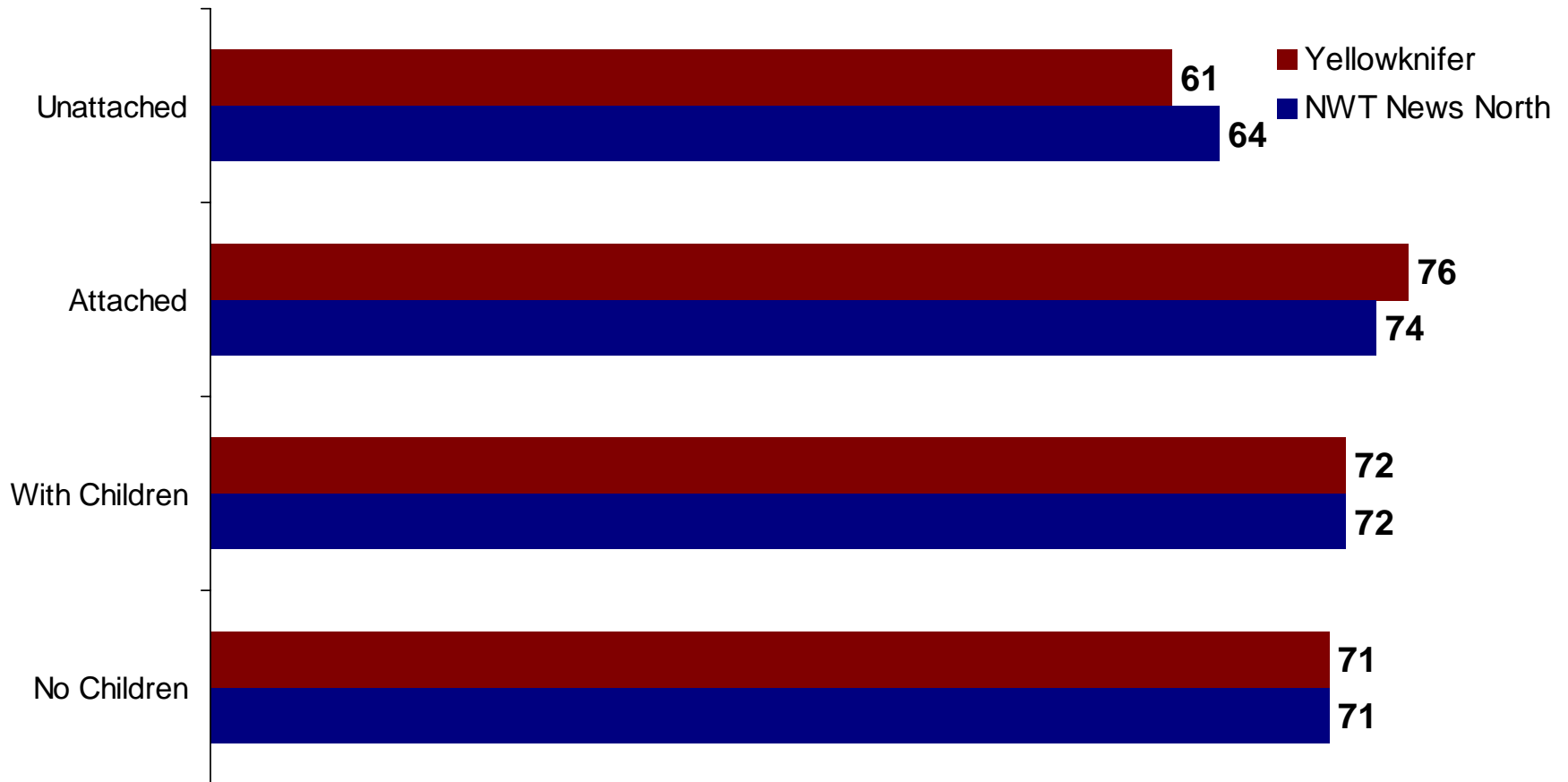


Source: ComBase 2005 Two Year Study

\*Base Population – Yellowknife 2 Yr Data (12,500) \* Full/Part time Employed

# % Reach by Demographic Sector (Yellowknife, NT)

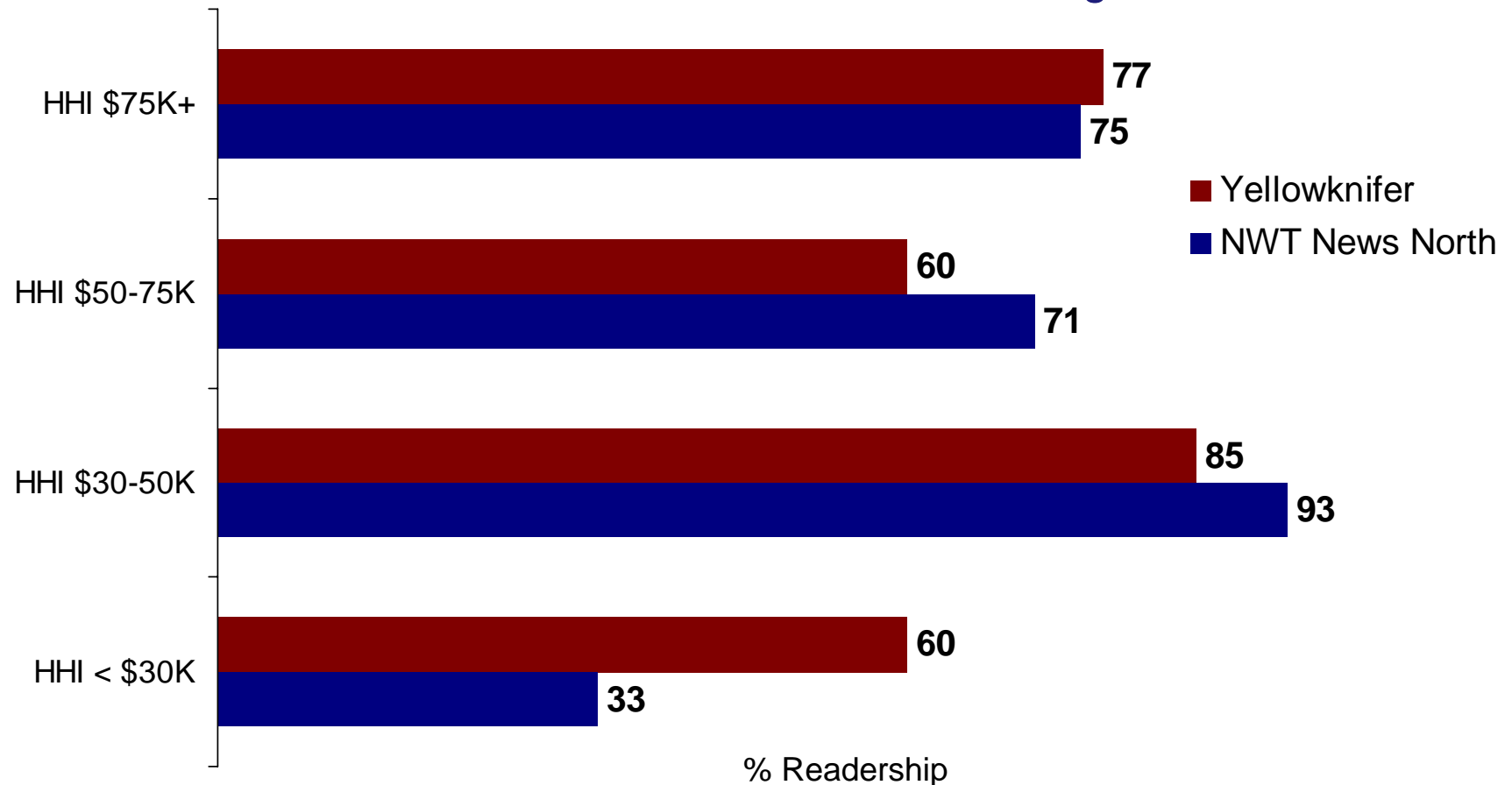
76% of attached Yellowknife adults are reading the *Yellowknifer*.



% Readership

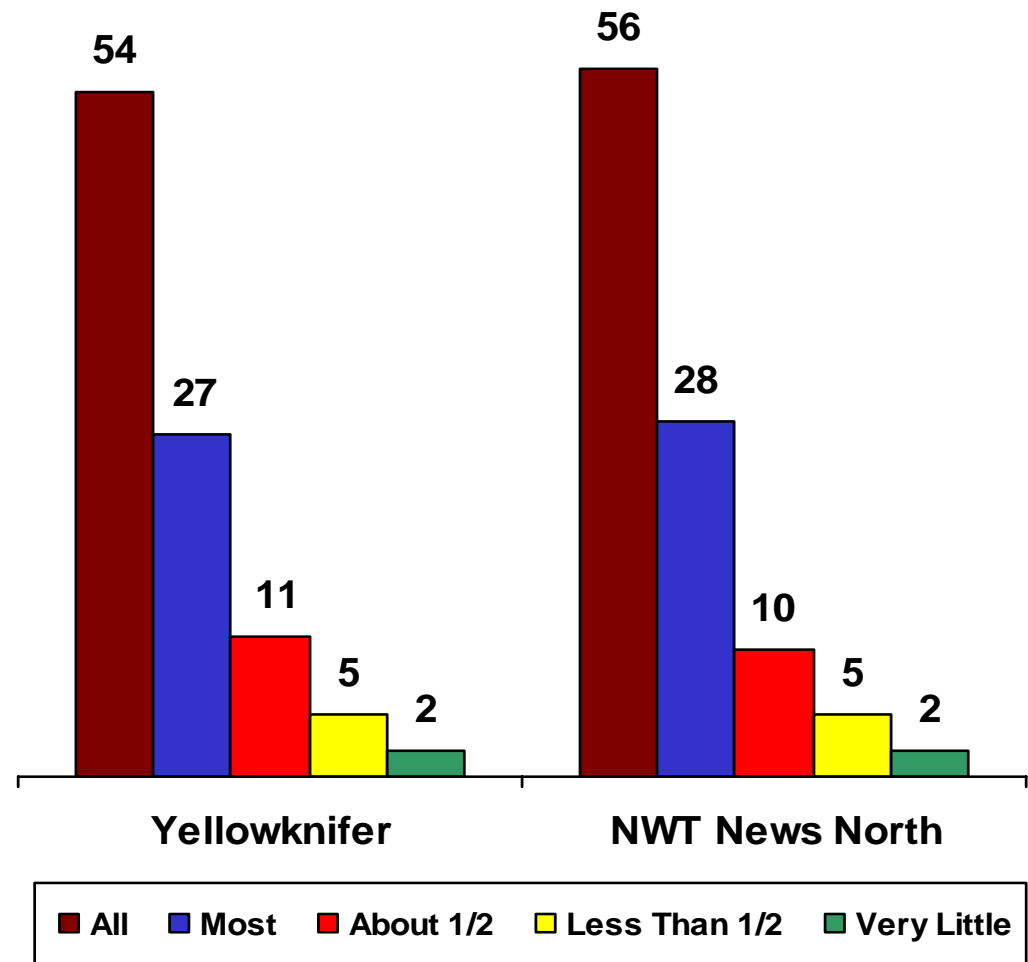
# % Reach by Demographic Sector (Yellowknife, NT)

77% of Yellowknife adults with HHI \$75K+ are reading the *Yellowknifer*.



# How Much of the Paper is Read (Yellowknife, NT)

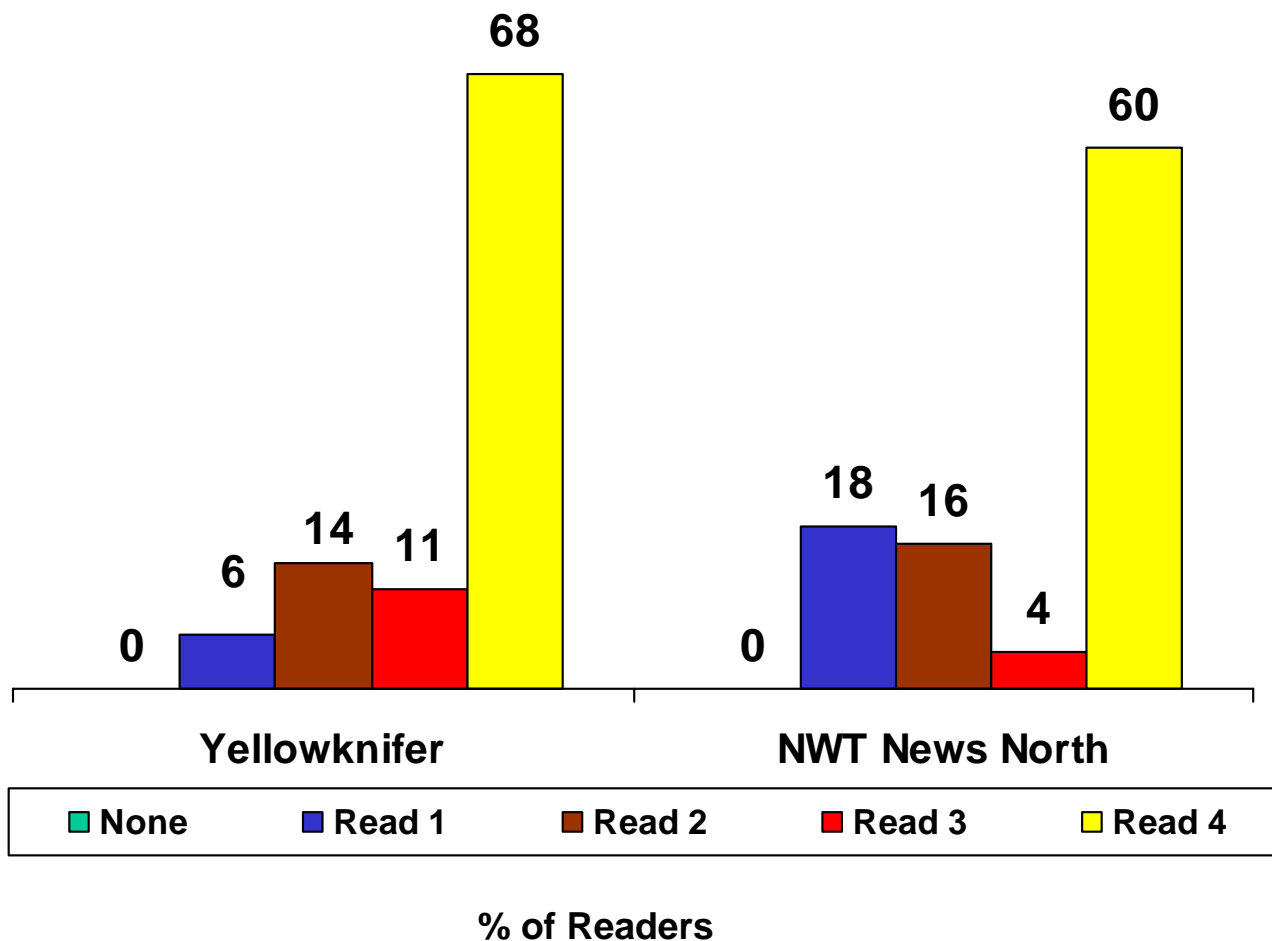
- Readers of each paper were asked how much they read
- Yellowknife adults are strong newspaper readers, reading the majority of every issue!
- **81%** of Yellowknifer readers tend to read All or Most of the paper
- **84%** of NT News North readers tend to read All or Most of the paper



% of Readers

# Number of Issues Read (Yellowknife, NT)

- **Yellowknife newspaper readers are loyal, reading almost every issue!**
- **68%** of Yellowknifer readers read all 4 of the last 4 issues
- **60%** of NT News North readers read all 4 of the last 4 issues



Source: ComBase 2005 Two Year Study

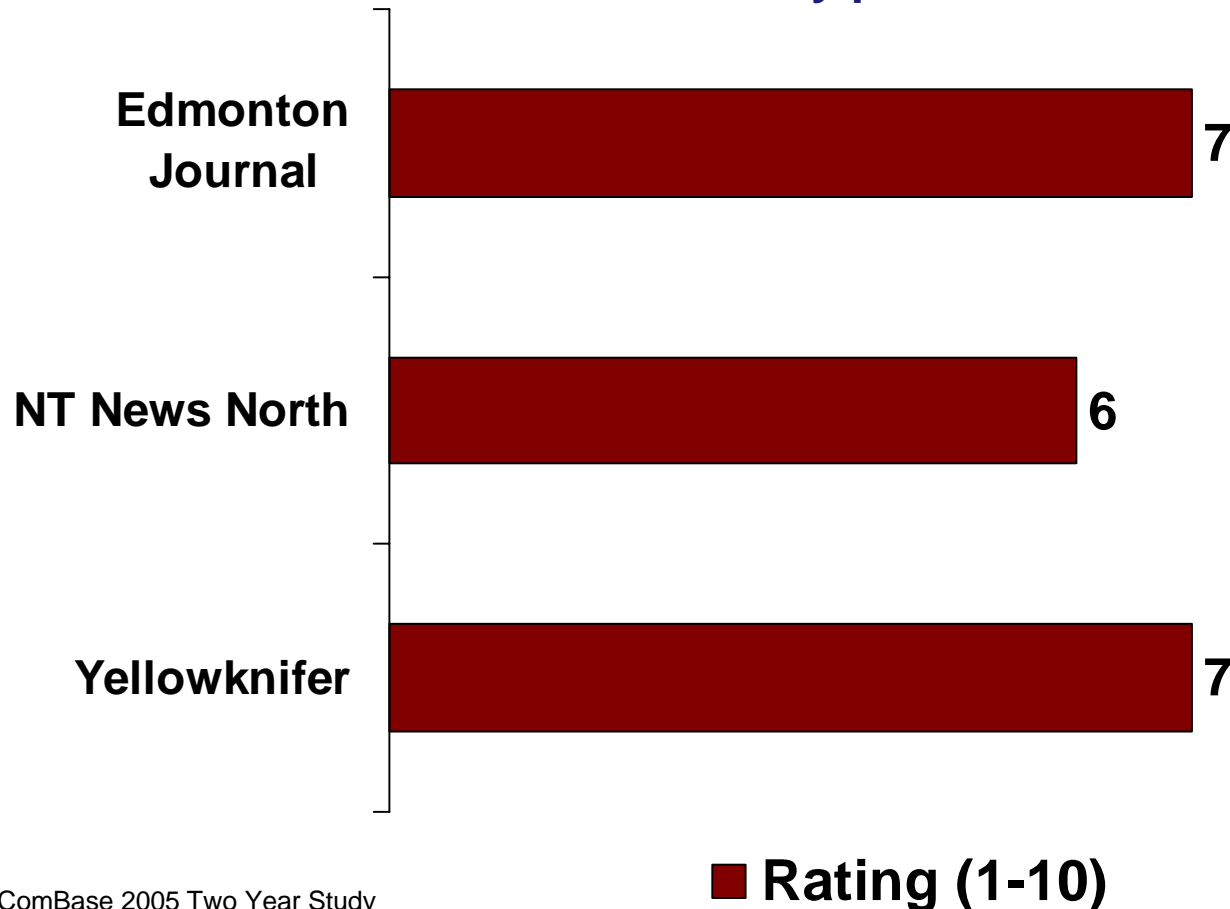
\*Base Population – Yellowknife CA (12,500)

\*\*May not total 100% due to exclusion of “Refused/Not Stated” responses

# Newspaper Ratings

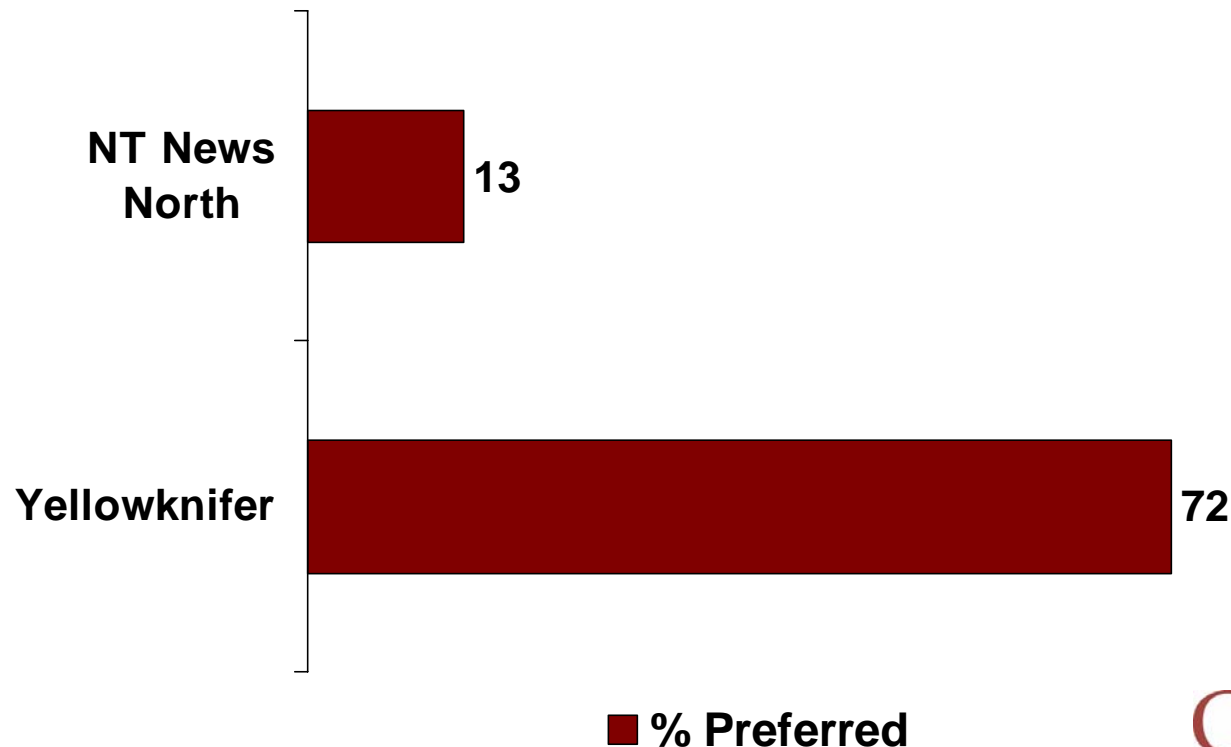
## (Yellowknife, NT)

Respondents were asked to rate newspapers in Yellowknife using a scale of “1” to “10” where “10” would be interpreted as “extremely good” and “1” as “extremely poor”.

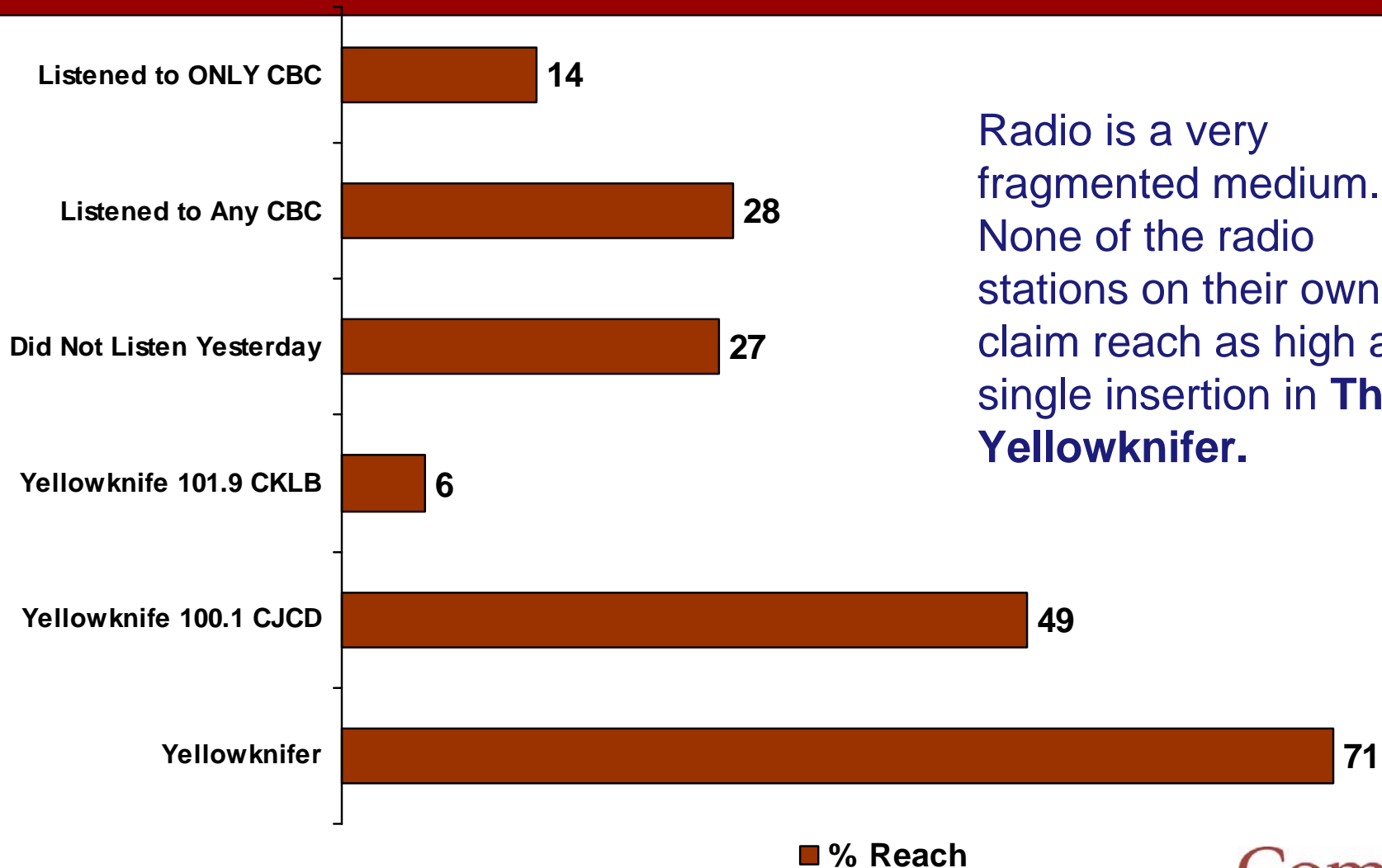


# Preferred Community Newspaper (Yellowknife, NT)

**72%** of community newspaper readers in Yellowknife report **The Yellowknifer** as their preferred community newspaper

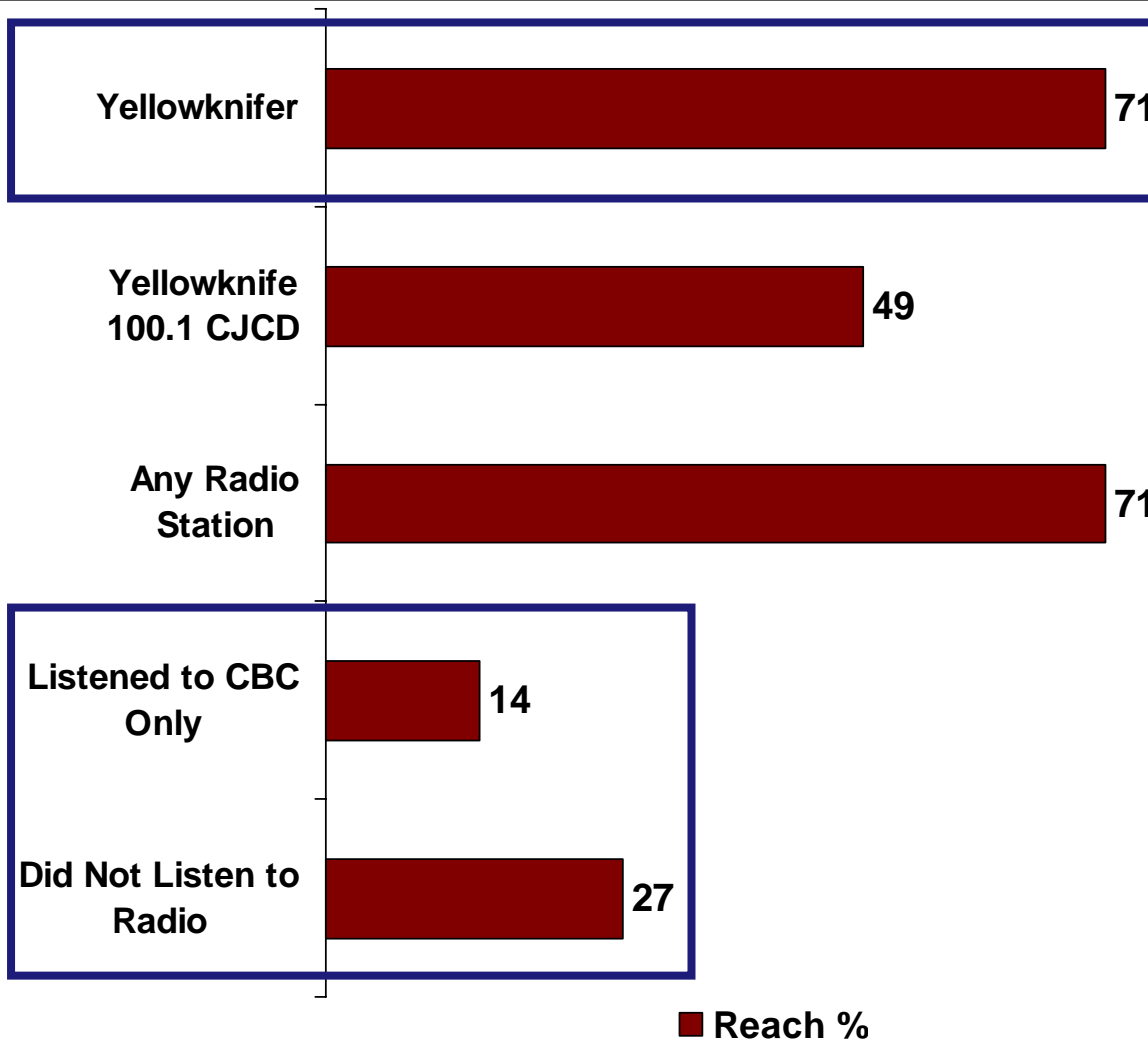


# Media Habits – Newspaper vs. Radio (Yellowknife, NT)



Radio is a very fragmented medium. None of the radio stations on their own can claim reach as high as a single insertion in **The Yellowknifer**.

# Media Habits – Newspaper and Radio (Yellowknife, NT)



## The Yellowknifer Outperforms Radio

- One insertion in The Yellowknifer reaches more than the top station CJCD 100.1

(71% vs. 49%)

- To reach the 71% listening to Any Radio Station you would have to buy spots throughout the day all radio stations available in Yellowknife!

## Radio Reach is Limited!

- 41% of the population cannot be reached with radio advertising:

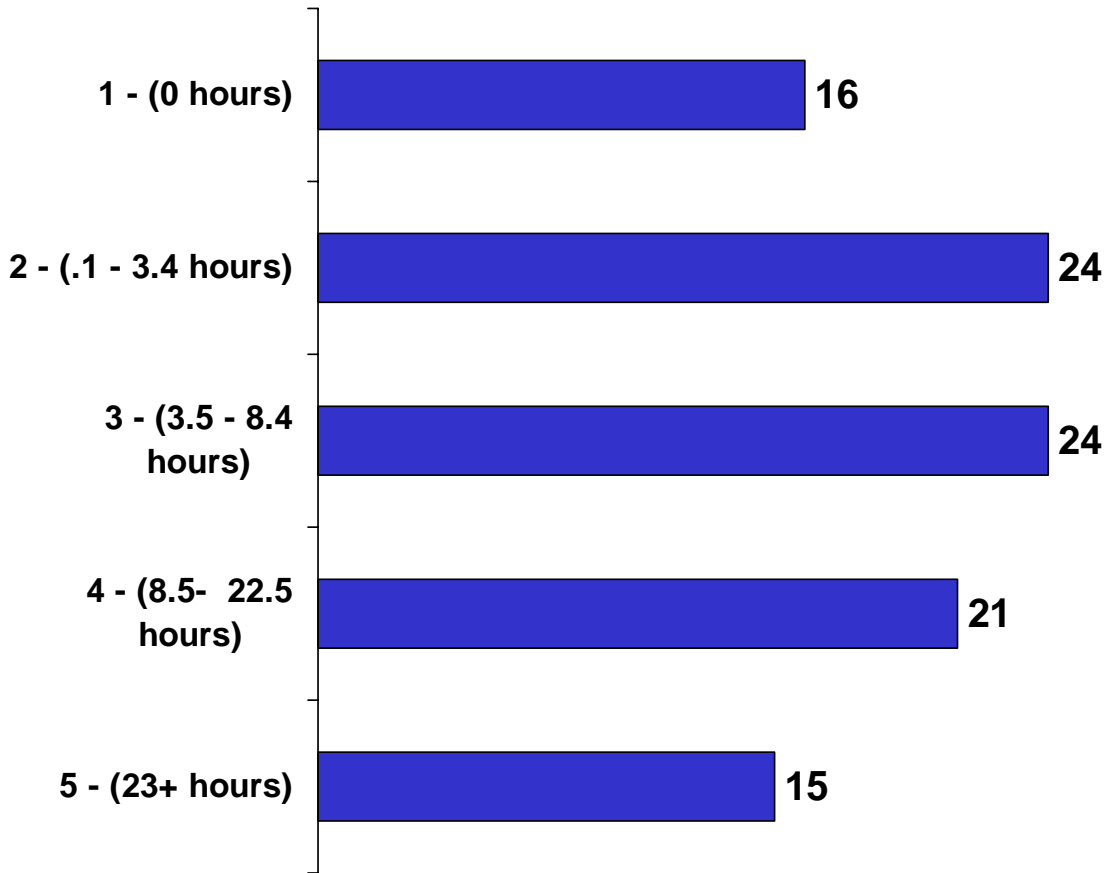
Did Not Listen Yesterday (27%)

Listened to CBC Only (14%)

# Media Habits – Radio

## (Yellowknife, NT)

### Lightest



### Heaviest

■ % of Population

### Time Spent Listening to Radio in Past 7 Days

- **40%** of the population falls into the lightest listening categories (#1 and #2), making them harder to reach with Radio
- **16%** spent no time listening to any radio station
- **15%** report heavy radio listening (category 5)

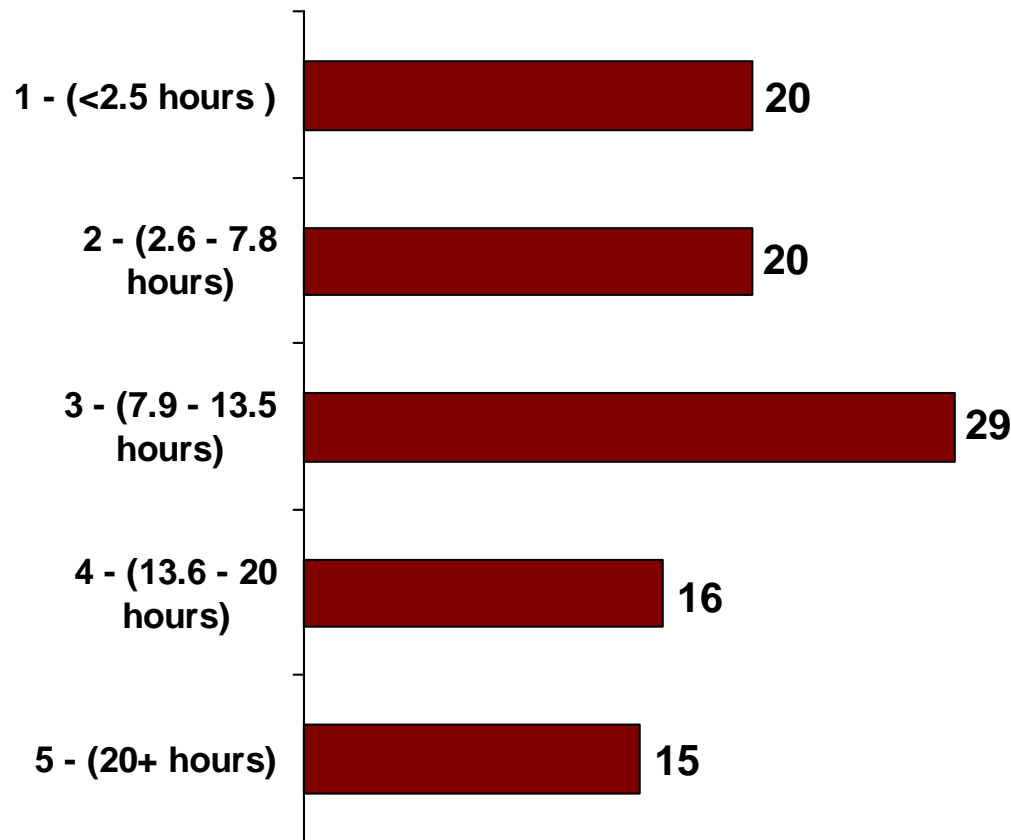
Source: ComBase 2005 Two Year Study – Radio Quintiles

\*Base Population – Yellowknife CA (12,500)

Quintile Hour Definitions – indexed to National Habits

# Media Habits – Television (Yellowknife, NT)

## Lightest



## Time Spent Watching TV in Past 7 Days

- **40%** of the population falls into the lightest TV watching categories (#1 and #2), making them harder to reach with TV
- **20%** spent less than 2.5 hours watching any television programming in the past week
- **15%** report heavy TV watching (category 5)

## Heaviest

■ % of Population

Source: ComBase 2005 Two Year Study – Television Quintiles

\*Base Population – Yellowknife CA (12,500)

Quintile Hour Definitions – indexed to National Habits

# Exclusive Readership

## (Yellowknife, NT)

- **1,500** Yellowknife adults are exclusive readers of the **Yellowknifer** – these adults report not having read The **NT News North**
  - That represents **12%** of the Yellowknife population who cannot be reached by advertising in the **NT News North**
- And **54%** of Yellowknife adults cannot be reached with the **Edmonton Journal** – they are only reading the **Yellowknifer**

# Cross Readership

## (Yellowknife, NT)

- **7,400** NT News North readers report *also* reading **The Yellowknifer**
  - **84%** of NT News North readers can be reached using the **Yellowknifer**
- **84%** of **Edmonton Journal** readers report *also* reading **The Yellowknifer**

# Yellowknifer Strengths

- Top line readership for **The Yellowknifer** is strong at 71% of adults
- **Yellowknifer** readers are strong and regular readers
  - **68%** read all 4 of the last 4 issues; and **81%** read All or Most of the Paper
- **The Yellowknifer** rates well among Yellowknife adults
  - has a rating of **7** and is the preferred community paper in Yellowknife by **73%** of community newspaper readers
- **The Yellowknifer** provides higher reach than any single radio station and the same as ALL stations combined in Yellowknife - and Yellowknife adults are hard to reach with radio
  - **40%** percentage fall into the “light” listening category and **41%** cannot be reached at all with radio advertising!
- **Yellowknifer** can reach TV’s light viewers (<7.9 hrs/wk)
  - **40%** of Yellowknife adults fall into this category
- **The Yellowknifer** has strong exclusive and cross readership
  - **7,400** Yellowknife adults are reading both the Yellowknifer and the **NT News North**