

Community Newspaper Readership

Kipling Citizen
Kipling, SK



Kipling Citizen

Newspaper Readership

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- **Demographics**
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 - Family Status
 - Household Income
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 - Newspaper vs Radio
 - Radio



Study Overview

Source: ComBase 2005 Two Year Study

Base: Kipling Citizen Distribution Area *

Demo: Adults 18+

Weighted Population: 2000

The 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.

*in future this area will be referred to as Kipling

What is ComBase?

The Most Comprehensive Print Study in the World!

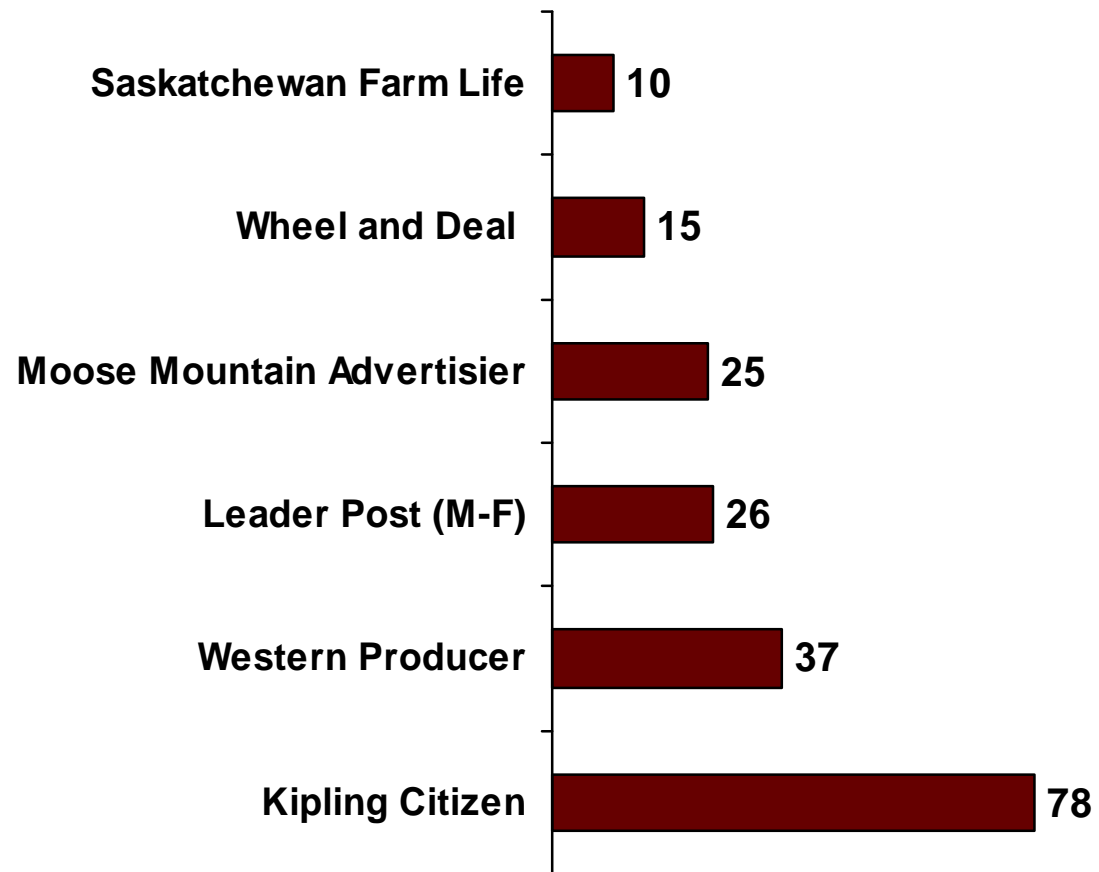
ComBase = Community Newspaper Database

- 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 & large groups
- Small & large papers across Canada
- 400+ markets and sub-markets
- 25,000+ interviews per wave
- 50,000+ total interviews
- 2-year rolling study
- All provinces represented
- 800+ publications – community & daily newspapers, ethnic, alternative, shoppers, and agricultural publications
- Title- and market-specific
- 900+ radio stations
- Demographics and readership

Newspaper Readership Overview

(Kipling, SK)

- Readership of **Kipling Citizen** is **78%**
- Readership of **The Western Producer** is **37%**
- Readership of **The Leader Post (M-F)** is **26%**



■ % Readership



Readership Overview

- **78%** of Kipling adults report reading **Kipling Citizen** - this represents 1,600 readers
- The **Western Producer** reports **37%** readership (700 readers)
- The **Leader Post (M-F)** reports **26%** readership (500 readers)



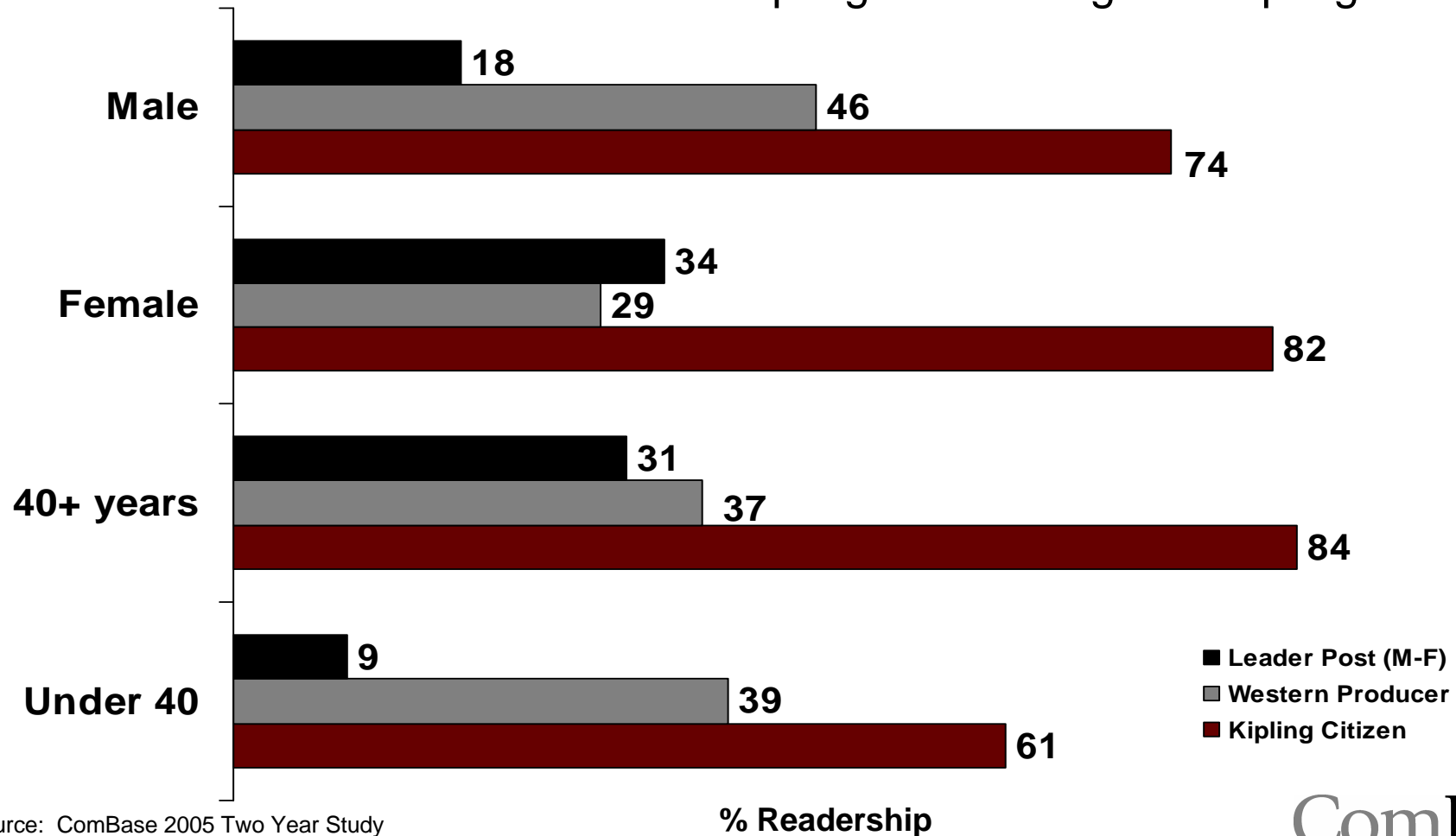
Demographics Overview

Because of their high reach, community newspapers attract a desirable audience comprising of:

- Home owners
- Educated consumers
- Professionals
- High income earners
- Ethnic populations, including aboriginals
- More women than other mass media

% Reach by Demographic Sector (Kipling, SK)

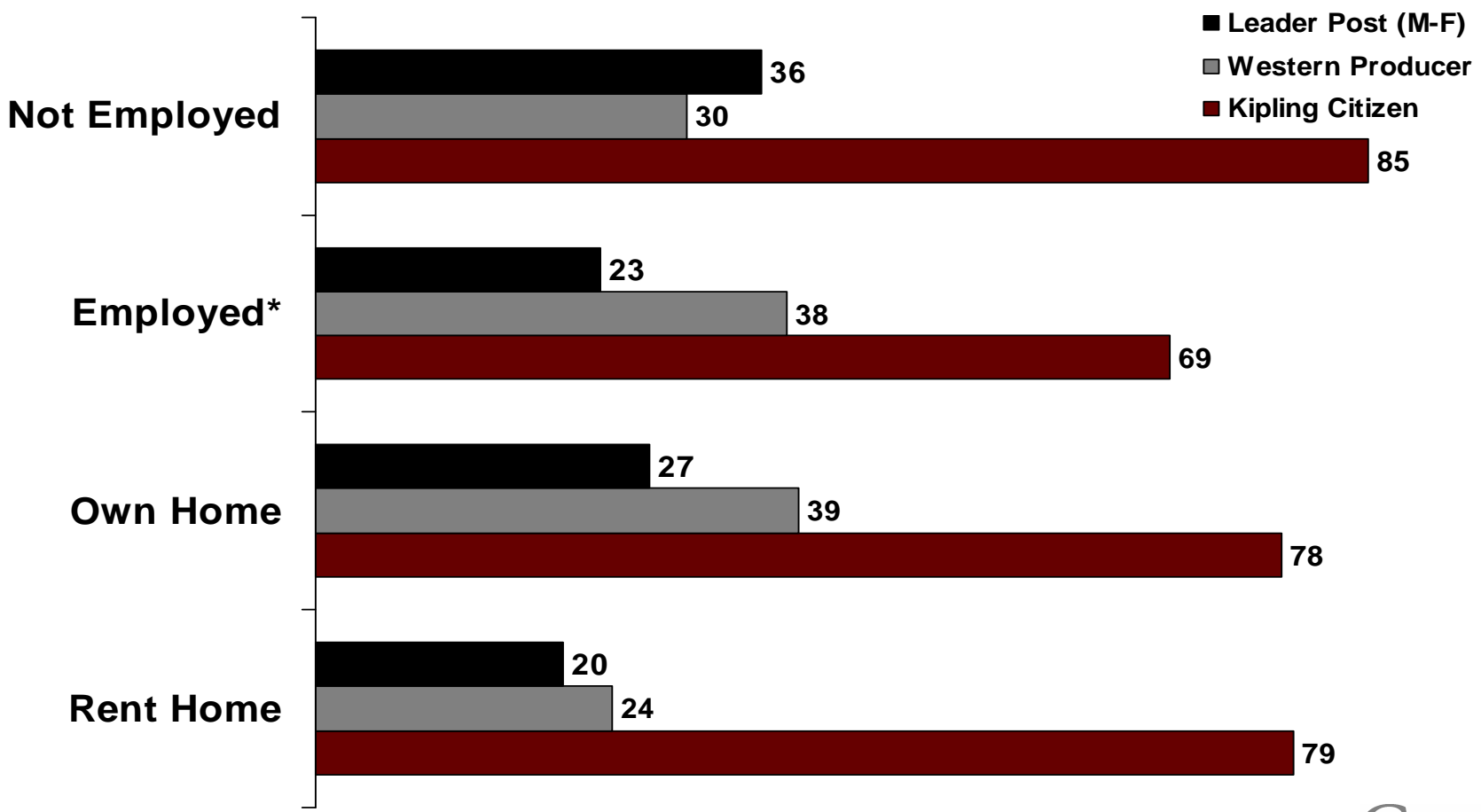
82% of women and **74%** of men in Kipling are reading The Kipling Citizen.



Source: ComBase 2005 Two Year Study
*Base Population – Kipling Citizen Distribution Area (2000)

% Reach by Demographic Sector (Kipling, SK)

78% of Kipling homeowners are reading The Kipling Citizen.

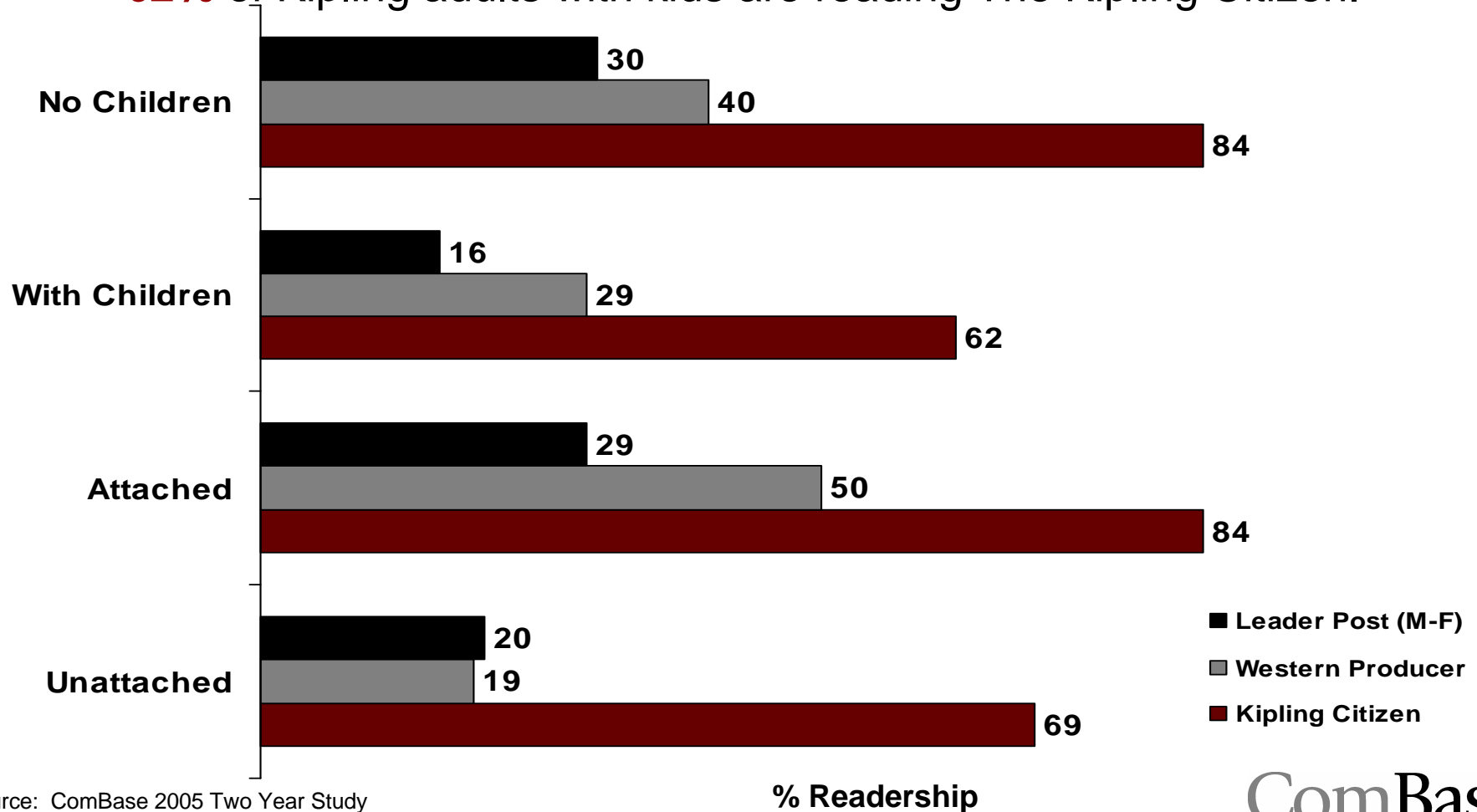


Source: ComBase 2005 Two Year Study

*Base Population – Kipling Citizen Distribution Area (2000) * Full/Part time or Self Employed

% Reach by Demographic Sector (Kipling, SK)

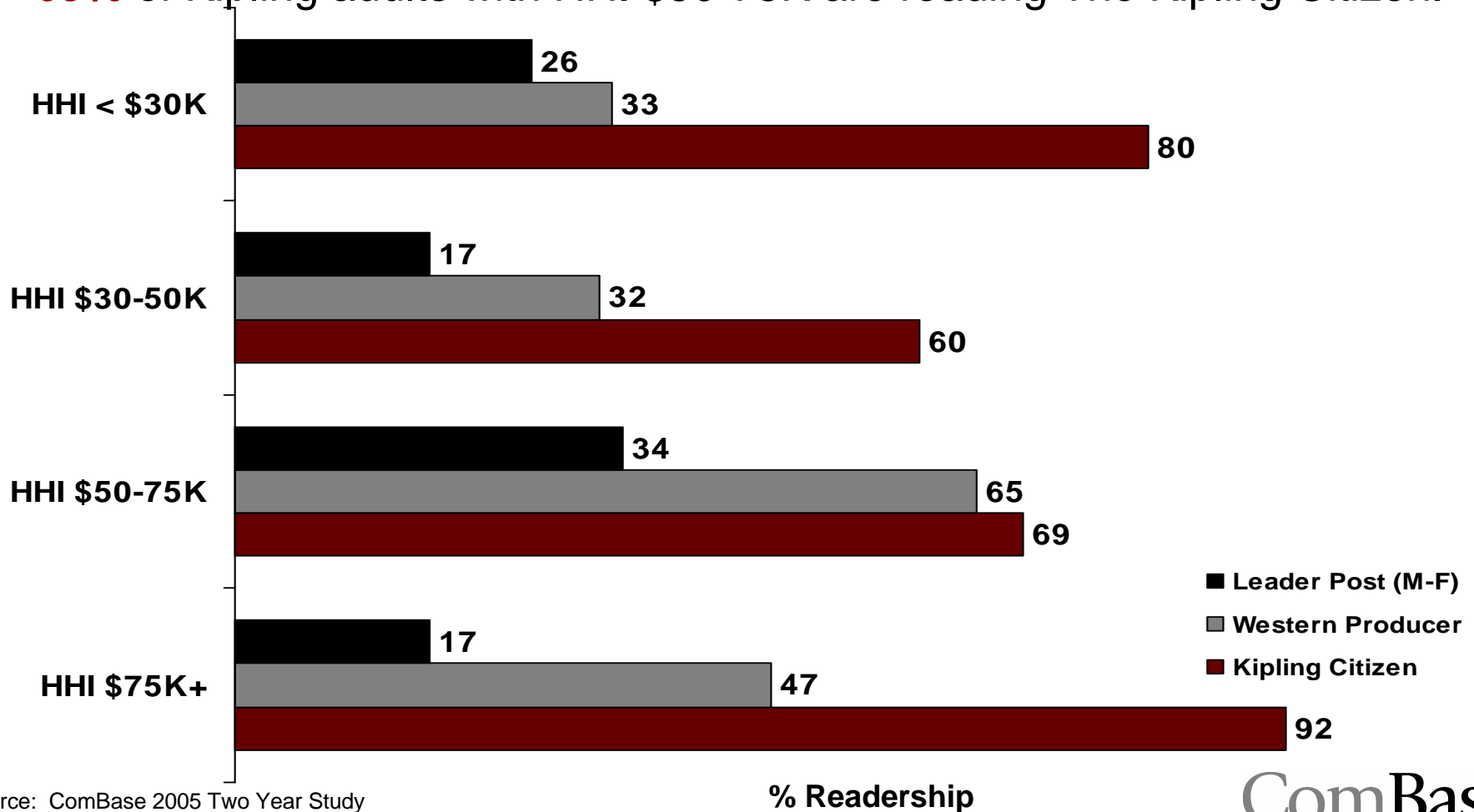
62% of Kipling adults with kids are reading The Kipling Citizen.



Source: ComBase 2005 Two Year Study
*Base Population – Kipling Citizen Distribution Area (2000)

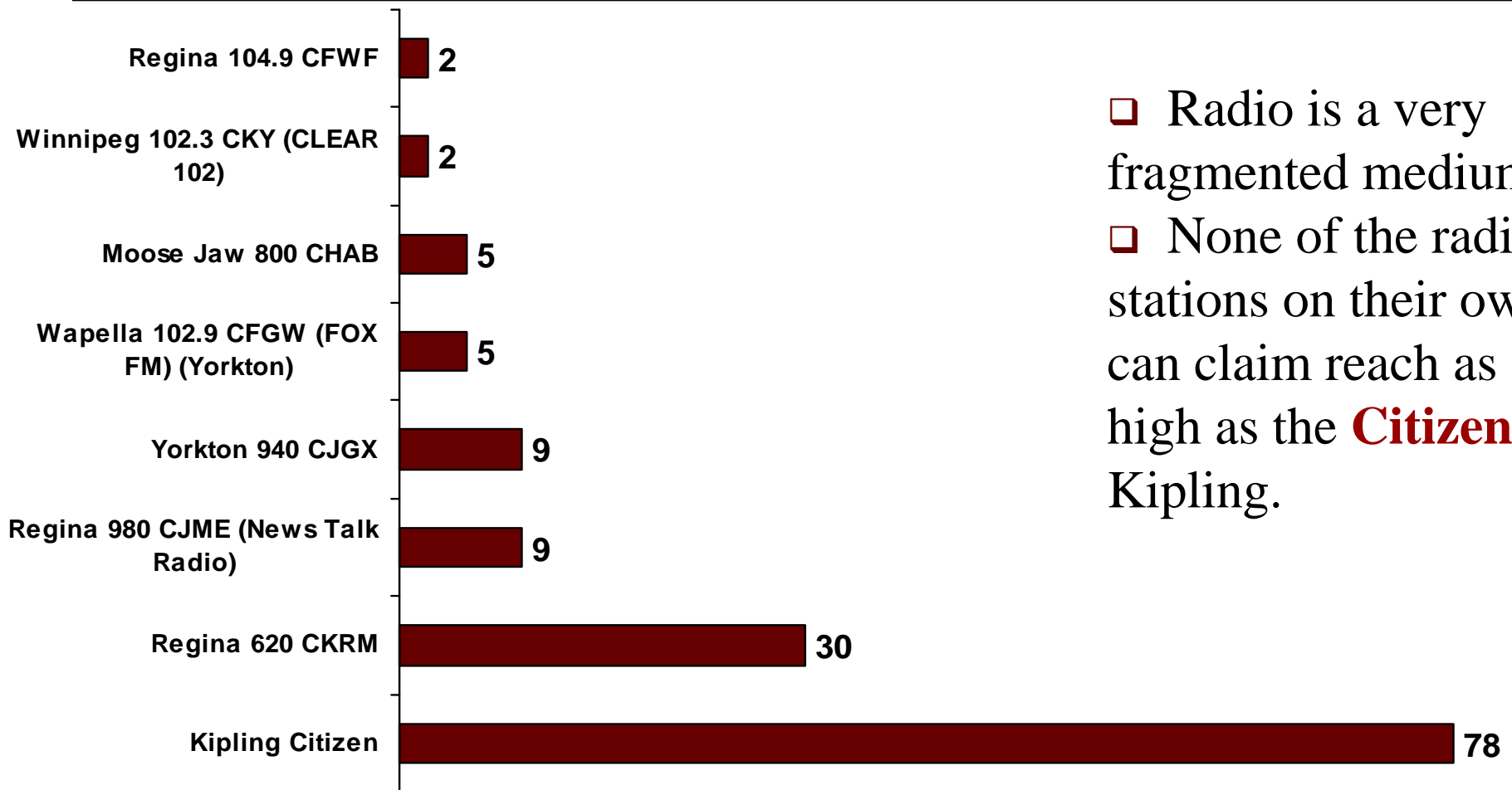
% Reach by Demographic Sector (Kipling, SK)

69% of Kipling adults with HHI \$50-75K are reading The Kipling Citizen.



Source: ComBase 2005 Two Year Study
*Base Population – Kipling Citizen Distribution Area (2000)

Media Habits – Newspaper vs. Radio (Kipling, SK)

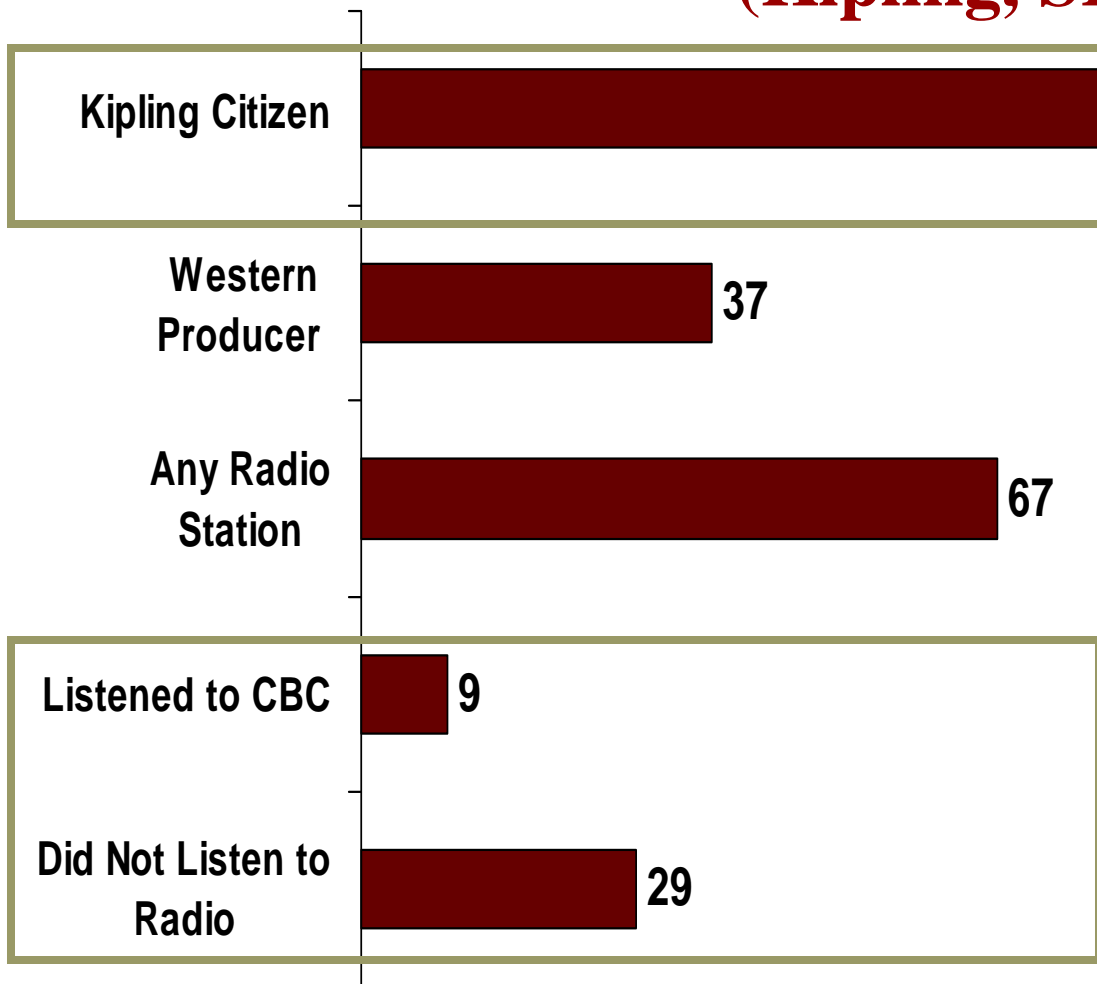


- ❑ Radio is a very fragmented medium.
- ❑ None of the radio stations on their own can claim reach as high as the **Citizen** in Kipling.

Source: ComBase 2005 Two Year Study
Radio Stations Listened to Yesterday – Stations with less than 2% reach not shown
*Base Population – Kipling Citizen Distribution Area (2000)

■ % Reach

Media Habits – Newspaper and Radio (Kipling, SK)



■ Reach %

- ❑ The **Kipling Citizen** outperforms radio
- ❑ One insertion in The **Citizen** reaches more than all radio stations combined
 - ❑ **(78% vs. 67%)**
- ❑ To reach the **67%** listening to Any Radio Station you would have to buy all **19*** radio stations available in City!
 - ❑ **Radio Reach is Limited!**
- ❑ **38%** of the population cannot be reached with radio advertising:
 - ❑ **Did Not Listen Yesterday (29%)**
 - ❑ **Listened to CBC (9%)**

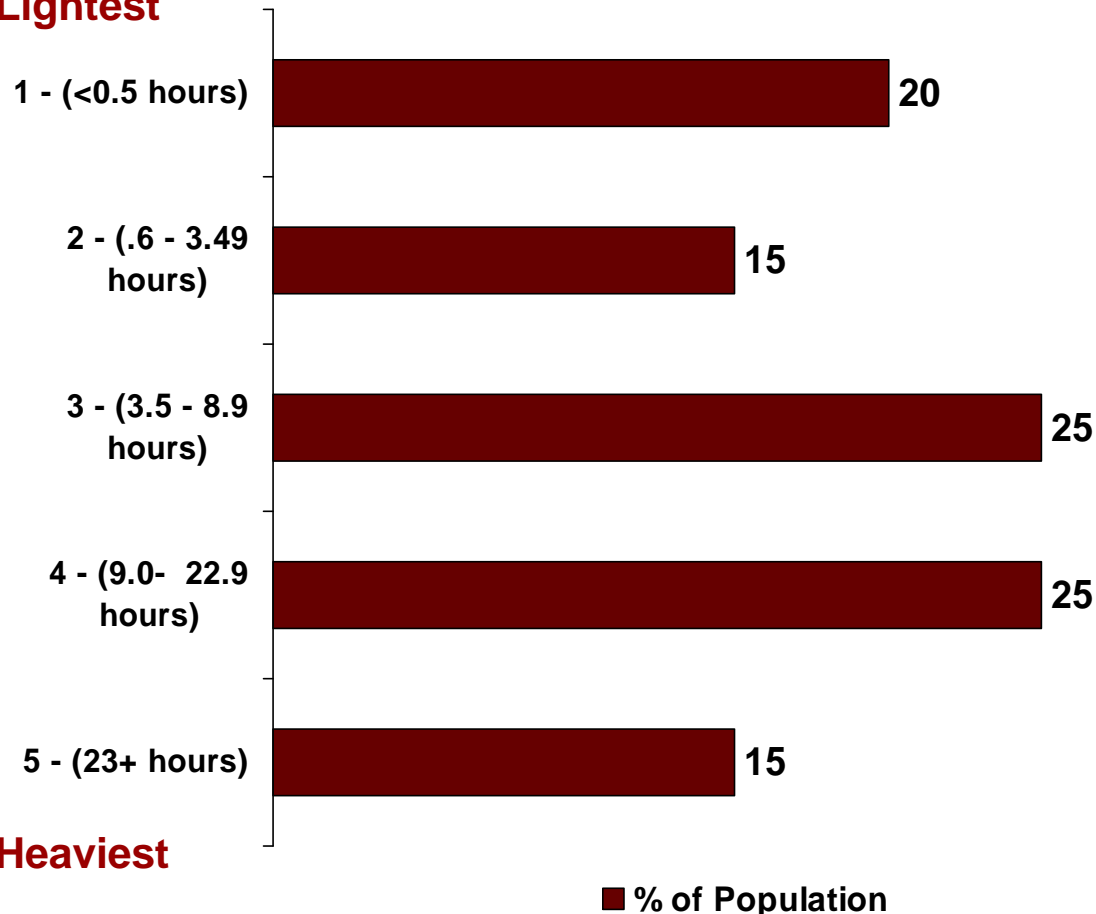
**see previous slide for specific station reach*

Source: ComBase 2005 Two Year Study
*Base Population – Kipling Citizen Distribution Area (2000)

Media Habits – Radio

(Kipling, SK)

Lightest



Time Spent Listening to Radio in Past 7 Days

- **35%** of the population falls into the lightest listening categories (#1 and #2), making them harder to reach with Radio
- **20%** spent less than 0.5 hours listening to any radio station
- **15%** report heavy radio listening (category 5)

Heaviest

Source: ComBase 2005 Two Year Study – Radio Quintiles
*Base Population – Kipling Citizen Distribution Area (2000)
Quintile Hour Definitions – indexed to National Habits: