

ComBase Geography

ComBase Geography

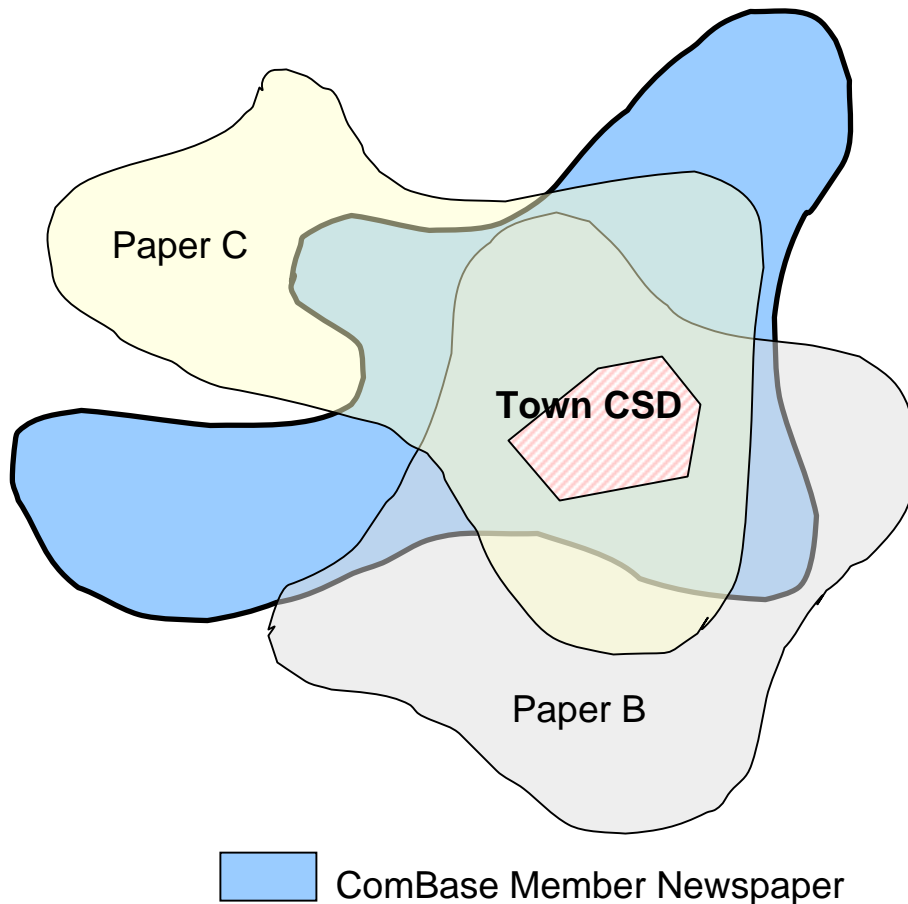
- It is important to understand the geography of ComBase.
- It was certainly one of the more challenging aspects of the study – namely, how to measure a member newspaper's audience when many of the papers distribute over a wide area.
- Unlike daily newspapers that distribute the vast majority of copies within their home market, and then measured that way by NADbank (Toronto CMA, Hamilton CMA), the town name of a community newspaper is often just the starting point for its distribution area.

ComBase Geography

- ComBase asked all publishers to supply their circulation by the full 6-digit postal code (FSALDU).
- Postal codes are then assigned to Enumeration Areas (EA), the smallest level of geography where population projections are available.
- The EAs were aggregated and become the newspaper's distribution area.
- If you were to map it, it might look like the following slide.

Dual Geography

- **Newspaper Distribution Area**
- **Statscan-defined (CMA/CA/CSD)**



- Within the newspaper's distribution area are competing papers (daily, community, other) that also distribute/have readership.
- Paper B, for example, could have a distribution area that looks like this.
- Paper C's might look like this.
- ComBase measures only the readership that occurs with the ComBase member paper's distribution area (blue area).

ComBase Geography

- ComBase also allows for analysis at the Statscan-defined level – to allow for head-to-head comparisons between newspapers.
- These would be recognized CMAs, CAs and CSDs (Census Sub-division).
- The town that is central for the ComBase member newspaper has been identified as the CSD.
- The population of the CSD as a percentage of the full distribution area varies greatly by newspaper.