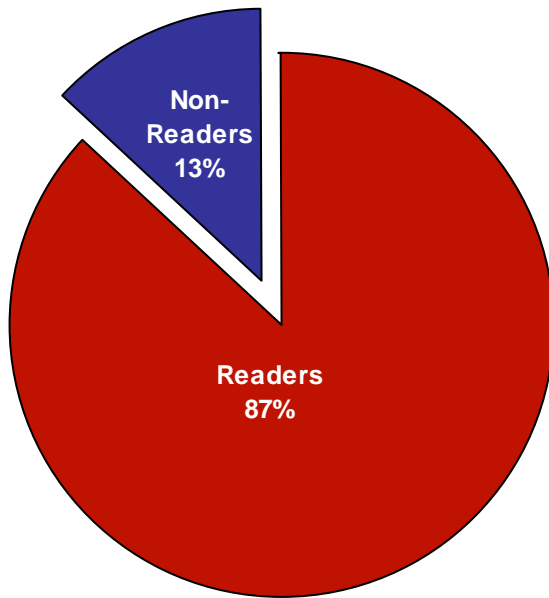


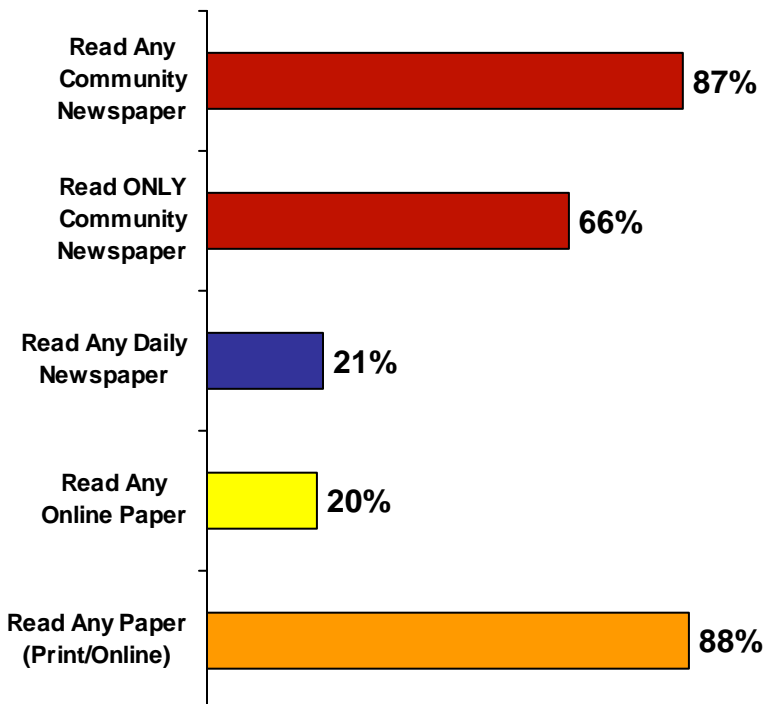
Northern Canada Community Newspapers Readership and Demographics

87% of Northern Canada adults are readers of their local community newspaper*.



NEWSPAPER READERSHIP

Nine out of ten Northern Canada adults are print or online newspaper readers*.



COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

78% of adults who retired in the last year or plan to retire in the next year are community newspaper readers.*

GENDER

Male	88%
Female	86%

AGE

Young Readers 18-24 years	73%
Age 25-49 years	88%
Baby Boomers 50+ years	87%

EDUCATION

High School or less	78%
College (including Technical)	97%
University +	95%

HOUSEHOLD INCOME

<\$30K	77%
\$30-\$49K	87%
>\$50K	91%
>\$75K	94%
>\$100K	92%

RESIDENCE

Own Residence	92%
Rent Residence	80%

FAMILY STATUS

With children	84%
Without children	91%

LIFE EVENTS *(occurred in last year/next year)*

Marriage	87%
Child/Grandchild born	87%
Retire	85%
Change job	78%
Move (same city)	74%

* read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Northern Canada Community Newspapers

Media Habits

WHY DO READERS TURN TO COMMUNITY NEWSPAPERS?

23% of community newspaper readers listed Advertising as one of the reasons for reading their community newspaper.

Community Newspaper Readers*	
Editorial	28%
Local News	80%
Local Events	51%
Classified	29%
Real Estate	16%
Jobs/Employment	30%
Advertising	23%
Flyers	14%

*read any community newspaper. Multiple mentions accepted.

READERSHIP OF FLYERS DELIVERED IN COMMUNITY NEWSPAPERS

Grocery flyers are read by **62%** of Northern Canada community newspaper readers.

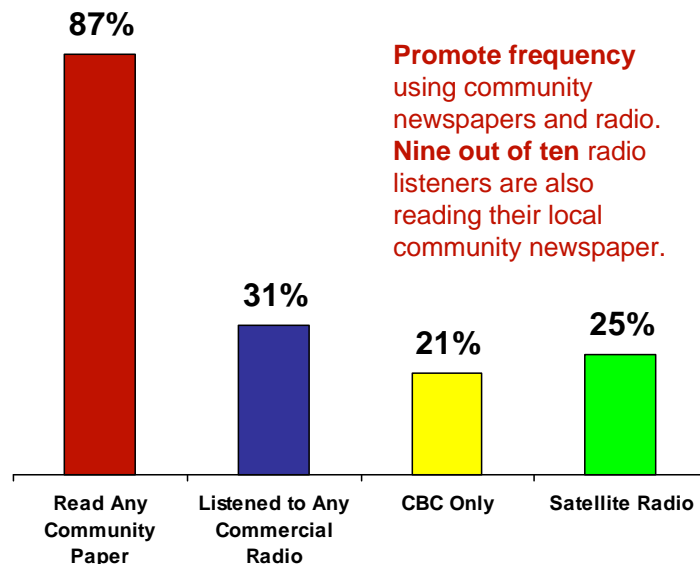
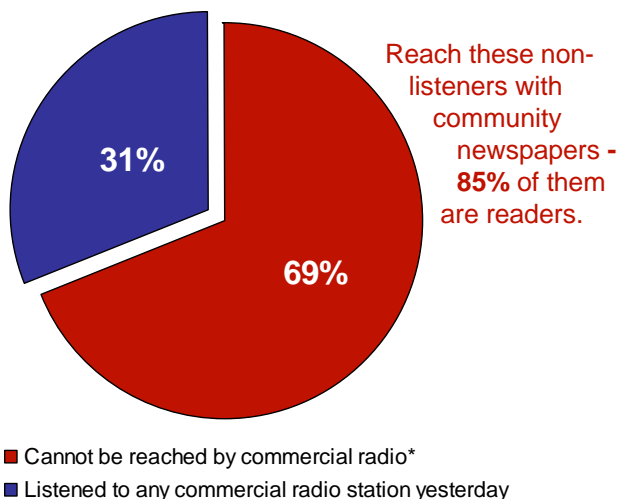
Automotive Supply or Service	35%
Computer Hardware or Software	49%
Department Stores including Clothing	46%
Drug Store or Pharmacy	34%
Fast Food Restaurant	28%
Furniture or Appliances or Electronics	53%
Grocery Store	62%
Home Improvement Store	42%
Investment or Banking Services	25%
Telecommunication and Wireless Products	32%
Other Products or Services	46%

*read any community newspaper. Always or sometimes read flyers.

COMMUNITY PRINT MEDIA VS. RADIO

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

69% of Northern Canada adults cannot be reached by commercial radio*.



*did not listen to radio yesterday or listened to CBC only

Northern Canada Community Newspapers ComBase 2008/2009

Number of Markets Measured: 5

Total Adult Population: 47,589

Number of Northern Canada Interviews: 990

Market	Member Community Newspaper
Fort Simpson	Deh Cho Drum
Hay River	The Hay River Hub
Inuvik	Inuvik Drum
Yellowknife	Yellowknifer
Yellowknife	News North - NWT Edition
Yellowknife	News North - NU Edition
Rankin Inlet	Kivalliq News

Northern Canada Community Newspapers

ComBase 2008/2009

Methodology

- English interviewing only of adults 18+
- Telephone interviewing (approximate interview length 12-15 minutes)
- No respondent substitution
- Minimum response rate of 35% by market
- Full sample conducted in each market (different from previous rolling sample methodology)
- Sample size by market ranges from 100 to 200+ based on number of households
- Random directory sample based on newspaper market area
- Geographic boundaries determined by newspaper circulation and penetration
- Interviews conducted Tuesday to Saturday and balanced by day of week
- Margin of error ranges from 5-8% depending on total sample

Timing of ComBase 2008/2009

Interviewing by market was conducted during one of the following fieldwork periods:

- January 2008 to June 2008
- September 2008 to October 2008
- January 2009 to April 2009

Research Supplier

- ComBase 2008/2009 was conducted by Leger Marketing
- Interviews were conducted out of the Winnipeg and Montreal call centres by English interviewers only

Cumulative Readership

- Cumulative Readership for community newspapers represents readers of any of the last four community newspaper issues
- Cumulative Readership for daily newspapers represents readers of any of the last five weekday daily newspaper issues

New Questions

Several new questions were added to the ComBase 2008/2009 questionnaire:

- reasons for reading community newspapers (multiple responses) - *editorial, flyers, local events, classified ads, jobs/employment, real estate, local news, in-newspaper advertising*
- readership of flyers delivered with community newspapers by category - *Grocery Store, Drug Store or Pharmacy, Home Improvement Store, Automotive Supply or Service, Department Store including Clothing, Fast Food and Restaurant, Furniture / Appliance / Electronics, Computer Hardware/Software, Investments or Banking Services, Other Products or Services*
- computers/internet - *time spent, usage by category, Number of computers in household, readership of online newspapers*
- satellite radio measurement
- classifieds - *usage of print or online classified ads*
- life events in the past 12 months or the next 12 months - *marriage, child born/adopted, change job, retire, move (within same town or to another city)*