

How to Read and Use Your ComBase Data

2008/2009 Study

Understanding Data Tables Is Crucial to Your Analysis

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ComBase 2008 Study
30012 - Newspaper Name - Market (PROV)

          S0012
          TOTAL   Comm.   Daily   Other
                   Paper   Paper   Comp.
                   Paper   Paper   Paper

E&N
  WEIGHTED (00):    80     62     30     25
                   H%    100     77     38     31
                   V%    100    100    100    100
  UNWEIGHTED:    100     80     43     37

Male
                   H%    35     23     15     13
                   H%    100     67     43     38
                   V%    44     38     50     53
                   40     29     21     19

Female
                   H%    45     39     15     12
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                   H%    100     86     34     26
                   V%    56     62     50     47
                   60     51     22     18

18-34 yrs
                   H%    13     11     2     2
                   H%    100     89     15     15
                   V%    16     18     6     8
                   7     6     1     1

35-49 yrs
                   H%    30     17     10     3
                   H%    100     56     33     11
                   V%    38     28     33     14
                   28     16     10     3

50+ yrs
                   H%    36     33     18     19
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                   H%    100     92     50     52
                   V%    45     53     59     17
                   63     57     31     6
  
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Top Line Data

Top Row

- Hard copy tables are based on newspaper distribution areas showing top line readership, selected demographics and new questions
- To obtain top line data for all the papers measured in your market, you want to look at the top row
- This will tell you the % readership for the paper (**H% - Horizontal %**) as well as the number of adults it represents (in the **(00)** row)

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          S0012
          TOTAL   Comm.   Daily   Other
                   Paper   Paper   Comp.
                   Paper

BAN
WEIGHTED (00):   80    62    30    25
                  H%    77    38    31
                  V%    100   100   100
UNWEIGHTED:     100    80    43    37
```

6,200 adults read the community newspaper. This is 77% readership.

3,000 adults read the daily paper. This is 38% readership.

2,500 adults read the other competing paper. This is 31% readership.

Market Profile

Totals Column

- To obtain a profile of your market you should be reading the **TOTAL** column
- This will provide totals for the entire market surveyed
- The first line is the population figure (read in hundreds) based on population projections from Stats Canada
- The last line is the unweighted data – the number of people interviewed or the sample size

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                                S0012
                                TOTAL

B&N
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                  H% 100
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UNWEIGHTED :      100

Male
                  H% 35
                  V% 100
                  44
                  40

Female
-----
                  H% 45
                  V% 100
                  56
                  60

18-34 yrs
                  H% 13
                  V% 100
                  16
                  7

35-49 yrs
                  H% 30
                  V% 100
                  38
                  28

50+ yrs
-----
                  H% 36
                  V% 100
                  45
                  63
```

The total market population is 8,000 adults 18+.

Men make up 44% of the market and represent 3,500 adults.

There are 4,500 women accounting for 56% of the market.

There are 1,300 adults 18-34 years old – 16% of the market.

Sample Size

Unweighted Data

- ❑ The **UNWEIGHTED** data represents the number of people who were interviewed in the market
- ❑ It is also referred to as the sample size
- ❑ In ComBase 2008/2009 number of interviews range from approximately 100 to 300 depending on market size
- ❑ Number of interviews distributed proportionately to the number of households in defined market area

For example, in this market 80 interviews were conducted, 35 interviews with men and 45 interviews with women

Demographic Profile of Readers

Vertical Percent

- ❑ To obtain a profile of readers of your paper or another paper, you should be reading the **V%**
- ❑ This will provide a demographic profile of the readers of the paper

For example, of all the weekday paper readers, 44% are male and 56% are female

Readership by Demographic Sector

Horizontal Percent

- To examine readership by demographic sector look at the **H%** for the appropriate paper
- This will tell you what percentage of a specified demographic is reading the paper

For example, 68% of men and 68% of women are reading the weekday paper

Is This Good or Bad?

- ❑ A number of elements can be examined to determine if your paper is doing well
- ❑ How do you perform vs. the demographic segments – do you have strong readership among men, women, adults 35-49, HHI \$50K+, other desirable target groups?
- ❑ Compare your readership to market totals (Weighted Numbers) to see how much of the segment you are reaching. If women comprise 50% of the population but only 20% of your readership, why?
- ❑ Compare your paper's readership to other competitors in the market

Factors Affecting Readership

- ❑ Method of distribution
- ❑ # and strength of print competitors
- ❑ Size of market measured; household penetration within that area
- ❑ Amount of overlap between markets
- ❑ Content (e.g. Shoppers vs. newspapers with editorial products)

Competitive Markets

- ❑ Competitive newspapers sometimes have different distribution areas (footprints)
- ❑ Cannot assume competitive papers distribute to the same area, even when the same town name is in the masthead
- ❑ Therefore, cannot make claims vs. competitor unless geography is identical
- ❑ Data tables are based on your own distribution area

Remember Margin of Error

- ❑ A survey number is always plus or minus a certain amount
- ❑ On samples of 200, the margin of error is plus or minus about 7%
- ❑ That means that if your readership number is 57%, and your competitor's is 50%, you could have the same number of readers
- ❑ Margin of error decreases as sample size increases
- ❑ Margin of error calculator online at <http://www.americanresearchgroup.com/moe.html>

Implications of Methodology – Publication Frequency

- ❑ Many community newspapers publish several editions a week
- ❑ Where there is more than one weekday edition, we measure the average issue
- ❑ Weekend is always measured separately
- ❑ Some Friday editions are considered “weekenders” and therefore are measured separately as the weekend editions