

Community Newspaper Readership



Almonte/Carleton Place EMC Newspaper Readership

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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

Study Overview

Source: ComBase 2006 One Year Study

Base: Almonte/Carleton Place EMC
Distribution Area*

Demo: Adults 18+

Weighted Population: 31,900

ComBase 2006 interviews were conducted from March to July 2006. ComBase 2006 is conducted by Millward Brown and Standard Research Systems.

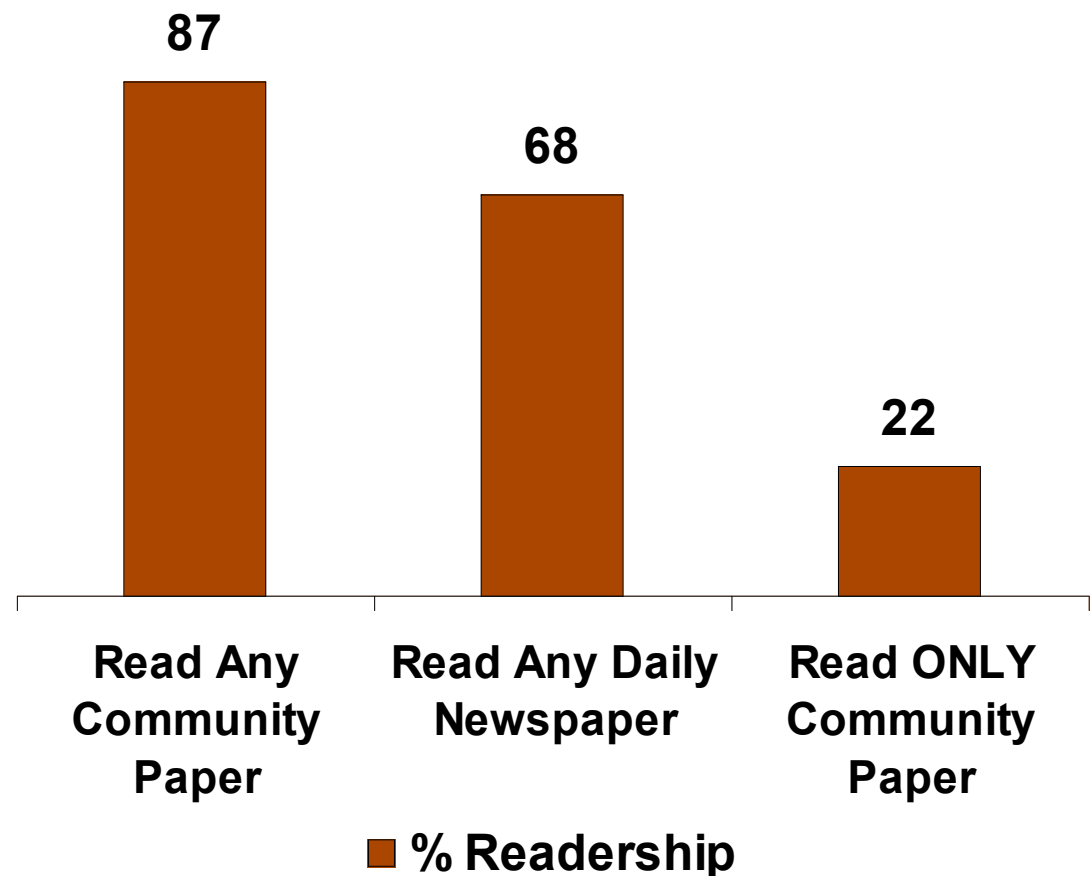
*in future this area will be referred to as Almonte/Carleton Place

ComBase
COMMUNITY NEWSPAPERS – DEFINITELY

Community Newspapers Dominate!

(Almonte/Carleton Place, ON)

- Readership of community newspapers in Almonte/Carleton Place is higher than readership of daily newspapers
- **87%** of adults report reading ANY community newspaper
- **68%** of adults report reading ANY daily newspaper
- And **22%** report reading ONLY community newspapers and NOT a daily newspaper

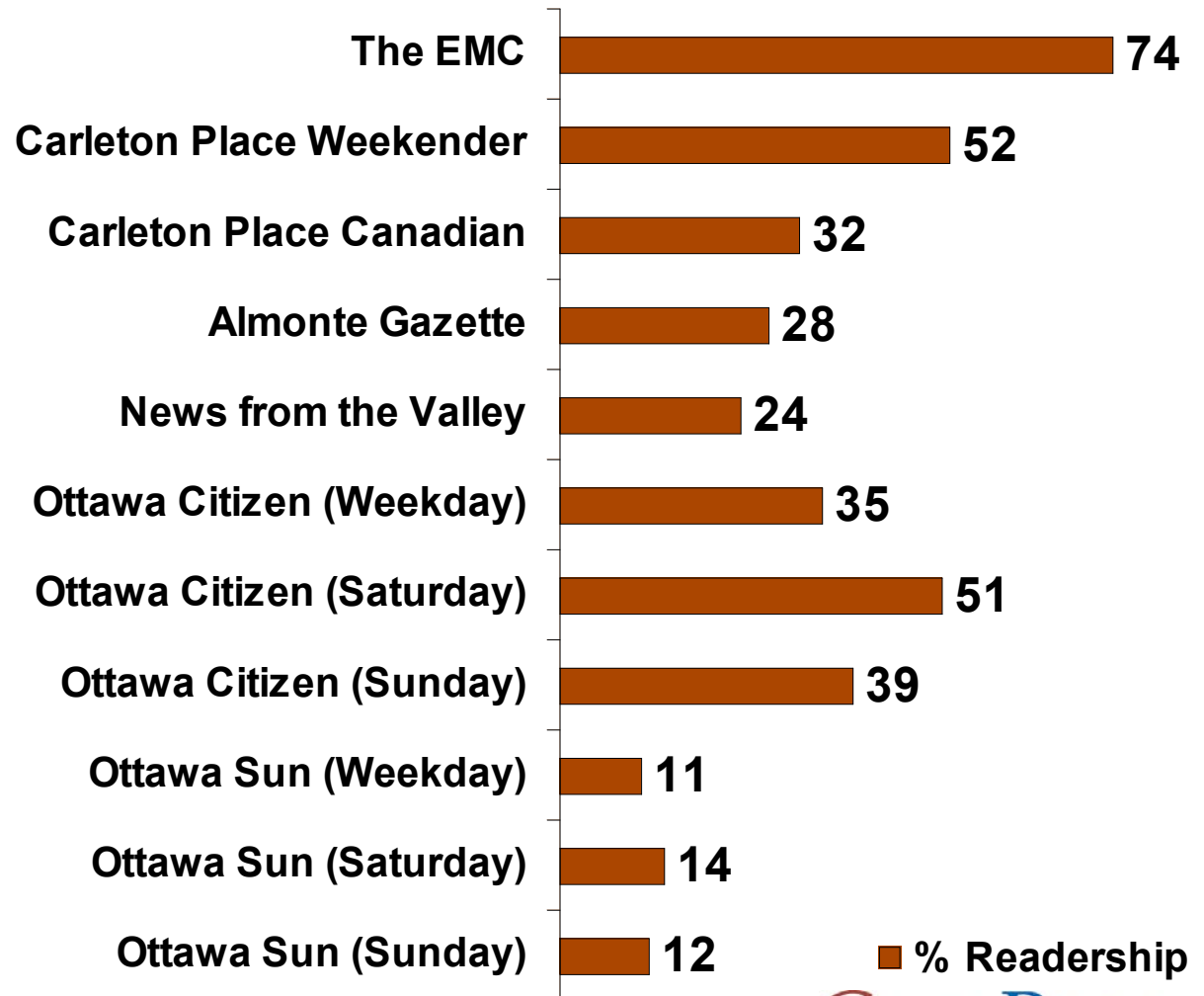


Source: ComBase 2006 One Year Study
*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

Newspaper Readership Overview

(Almonte/Carleton Place, ON)

- Readership of the **Almonte/Carleton Place EMC** is **74%**
- Readership of **Carleton Place Weekender** is **52%**
- Readership of the **Ottawa Citizen** is **35%** during the week, **51%** on Saturday, and **39%** on Sunday



Source: ComBase 2006 One Year Study
 *Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

Readership Overview

- **74%** of Almonte/Carleton Place adults report reading **The EMC** - this represents 23,700 readers
- **The Carleton Place Weekender** reports **52%** readership, representing 16,500 adults
- **The Ottawa Citizen reports:**
 - 11,200 weekday readers (**35%**)
 - 16,300 Saturday readers (**51%**)
 - 12,400 Sunday readers (**39%**)

Source: ComBase 2006 One Year Study

*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

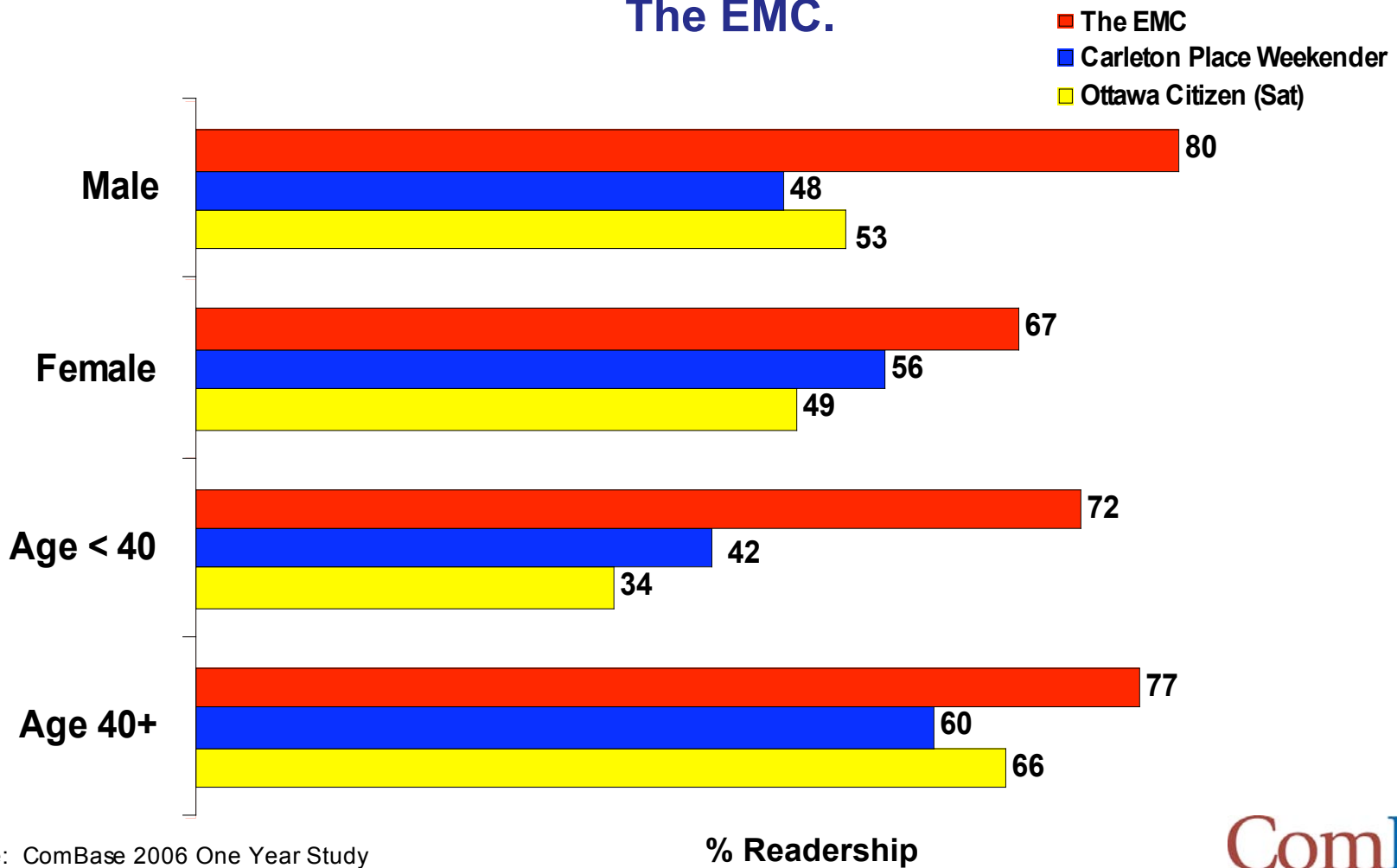
Demographics Overview

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

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

% Reach by Demographic Sector (Almonte/Carleton Place, ON)

67% of women and 80% of men in Almonte/Carleton Place are reading The EMC.

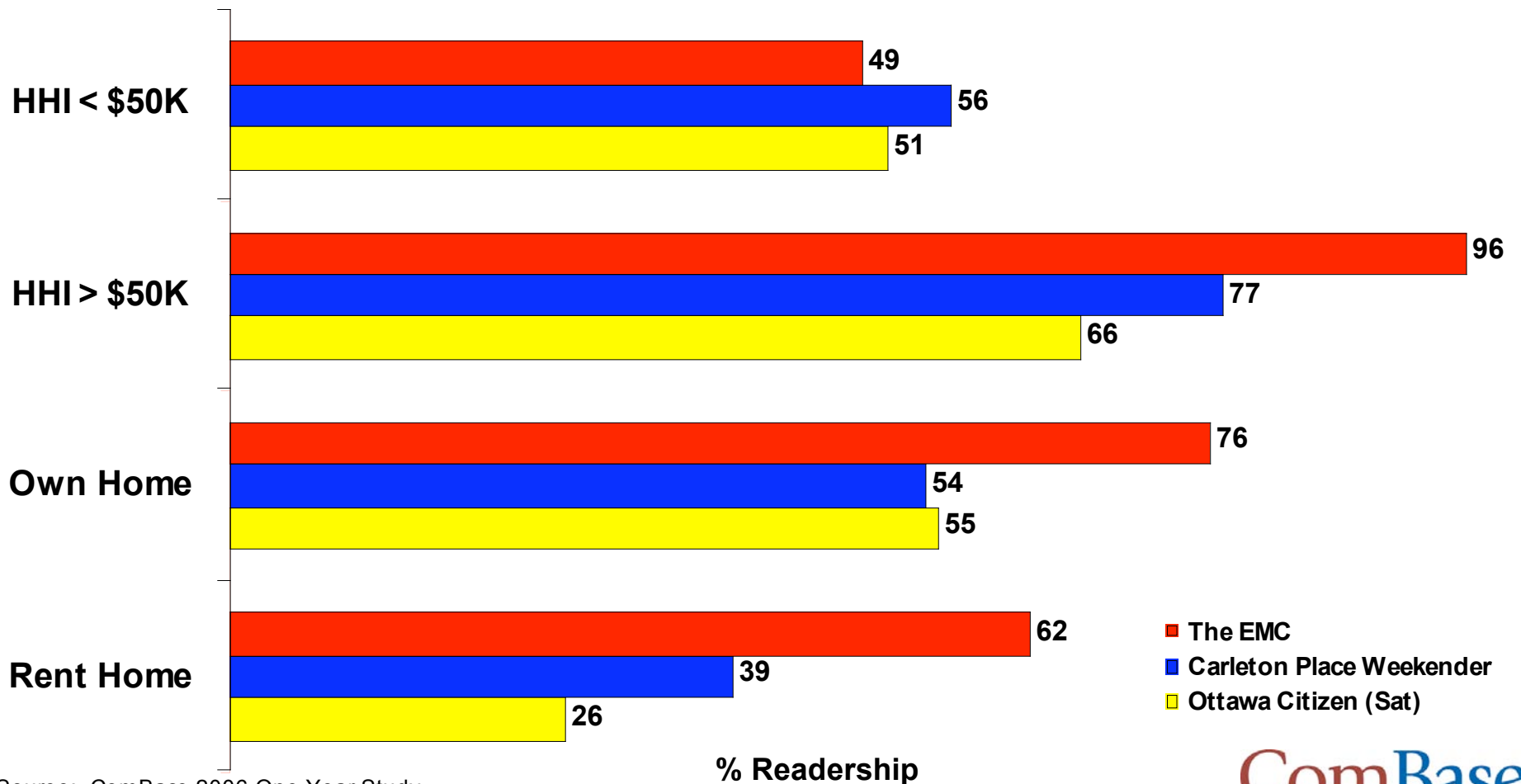


Source: ComBase 2006 One Year Study
*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

% Reach by Demographic Sector

(Almonte/Carleton Place, ON)

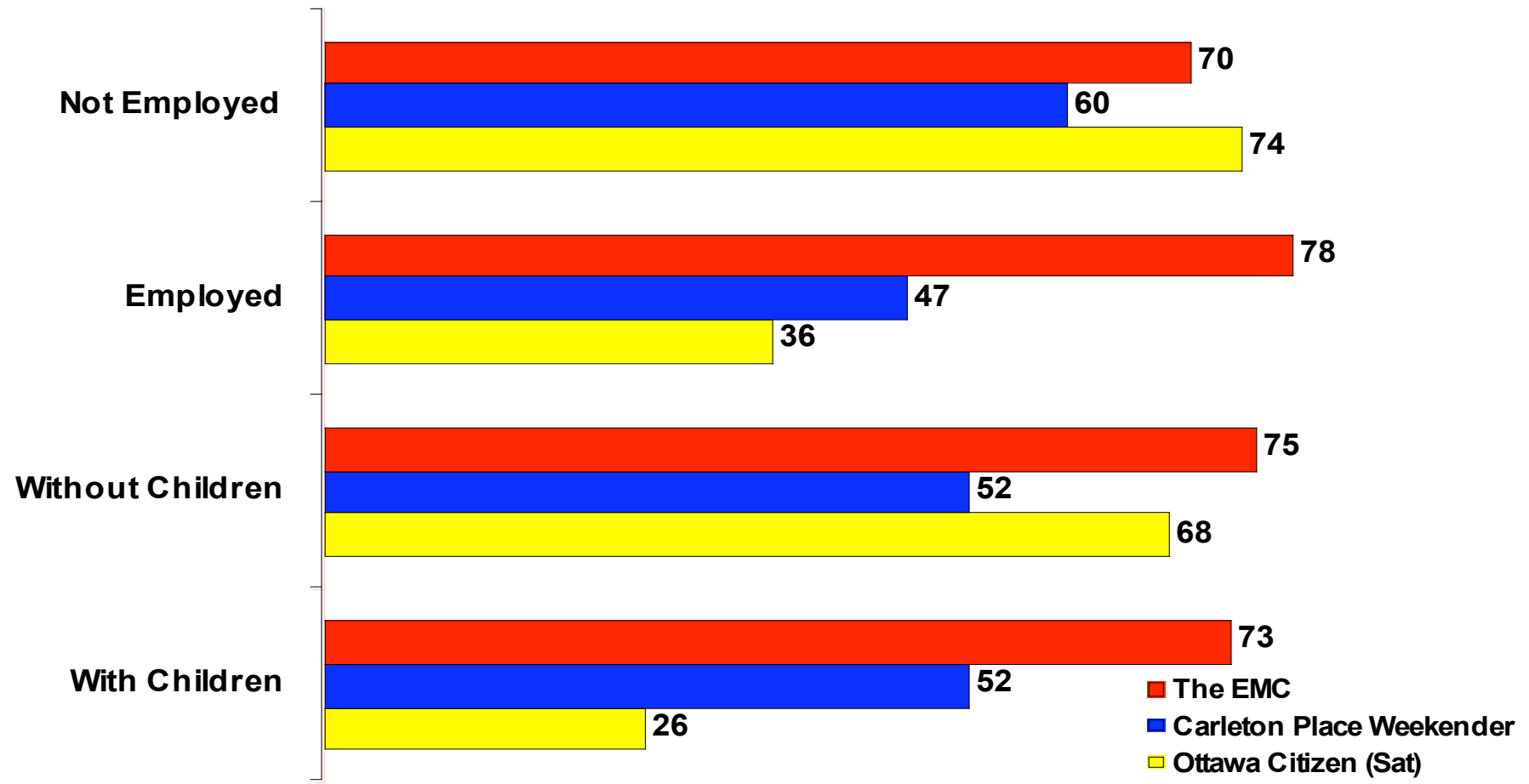
76% of Almonte/Carleton Place homeowners are reading The EMC.



Source: ComBase 2006 One Year Study
 *Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

% Reach by Demographic Sector (Almonte/Carleton Place, ON)

78% of Almonte/Carleton Place employed adults are reading The EMC.



Source: ComBase 2006 One Year Study

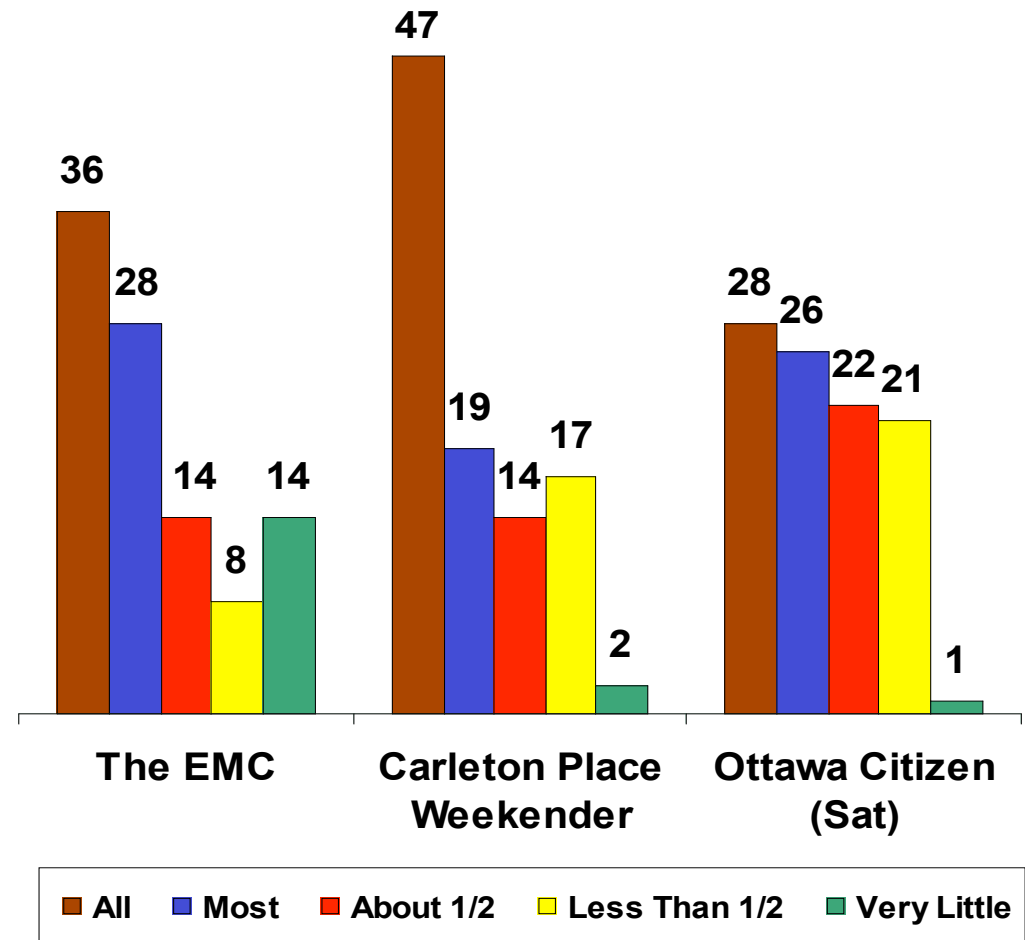
*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

% Readership

How Much of the Paper is Read

(Almonte/Carleton Place, ON)

- Readers of each paper were asked how much they read
- Almonte/Carleton Place adults are strong newspaper readers, reading the majority of every issue!
- **64%** of **The EMC** readers tend to read All or Most of the paper
- **66%** of **Carleton Place Weekender** readers tend to read All or Most of the paper
- **54%** of **Ottawa Citizen (Sat)** readers tend to read All or Most of the paper



Source: ComBase 2006 One Year Study

*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

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

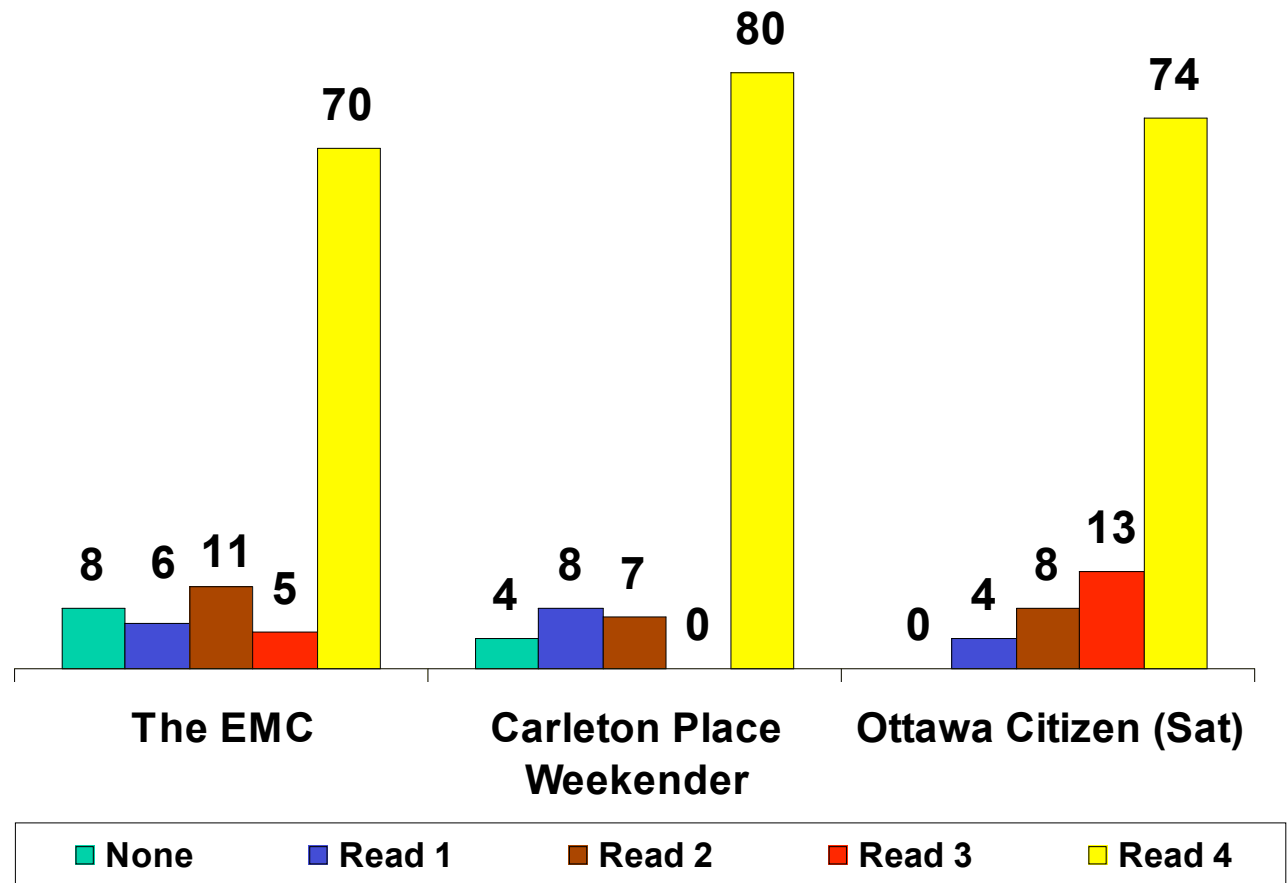
% of Readers

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COMMUNITY NEWSPAPERS – DEFINITELY

Number of Issues Read

(Almonte/Carleton Place, ON)

- Almonte/Carleton Place newspaper readers are loyal, reading almost every issue!
- **70%** of The EMC readers read all 4 of the last 4 issues
- **80%** of Carleton Place Weekender readers read all 4 of the last 4 issues
- **74%** of Ottawa Citizen (Sat) readers read all 4 of the last 4 issues



Source: ComBase 2006 One Year Study

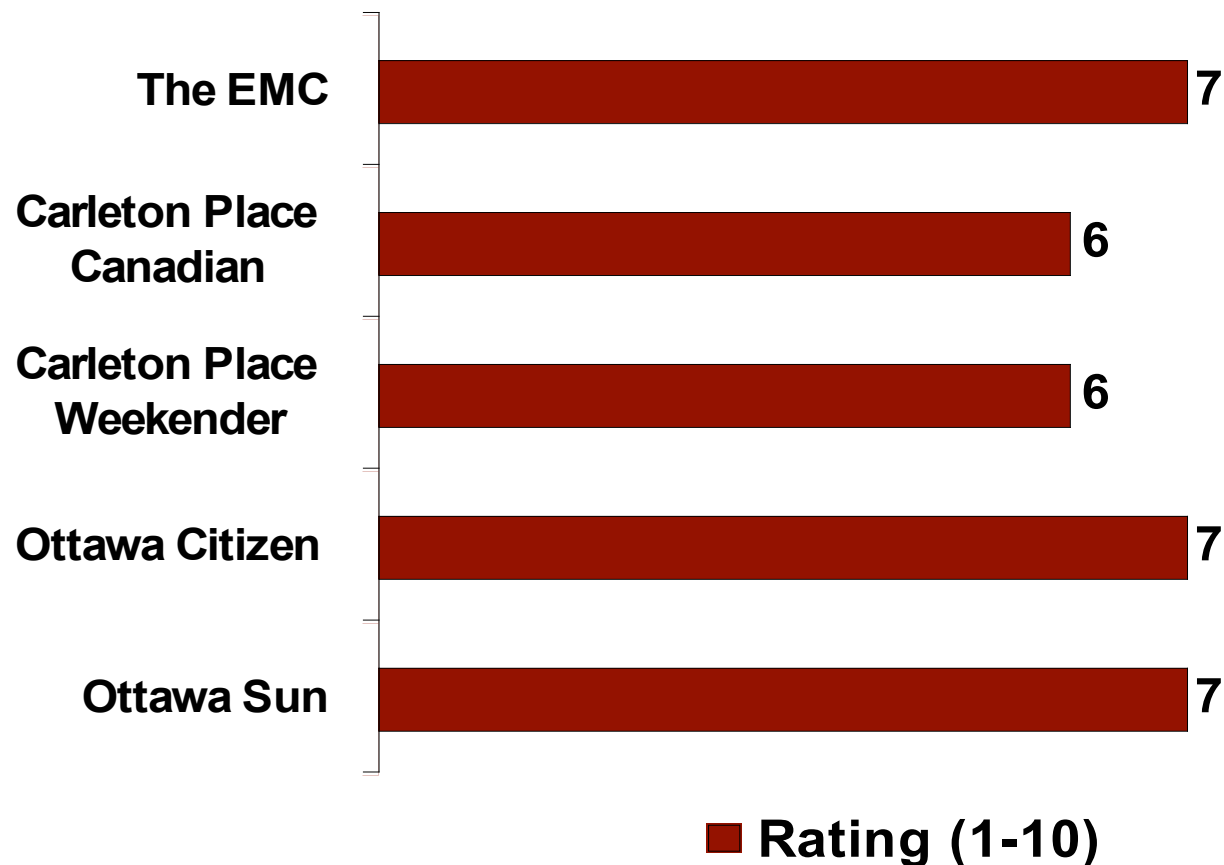
*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

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Newspaper Ratings

(Almonte/Carleton Place, ON)

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



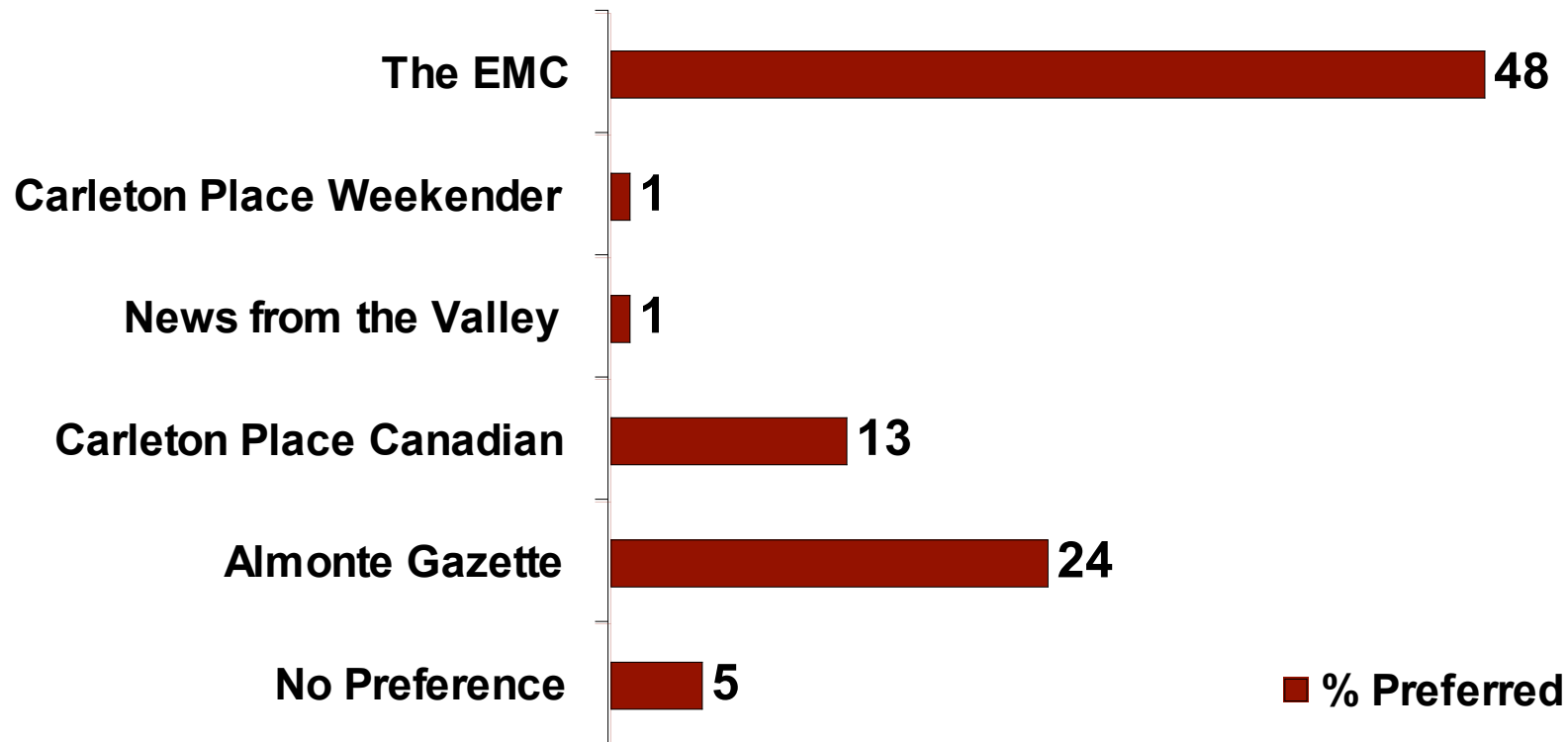
Source: ComBase 2006 One Year Study

*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

Preferred Community Newspaper

(Almonte/Carleton Place, ON)

48% of community paper readers in Almonte/Carleton Place report **The EMC** as their preferred community newspaper.

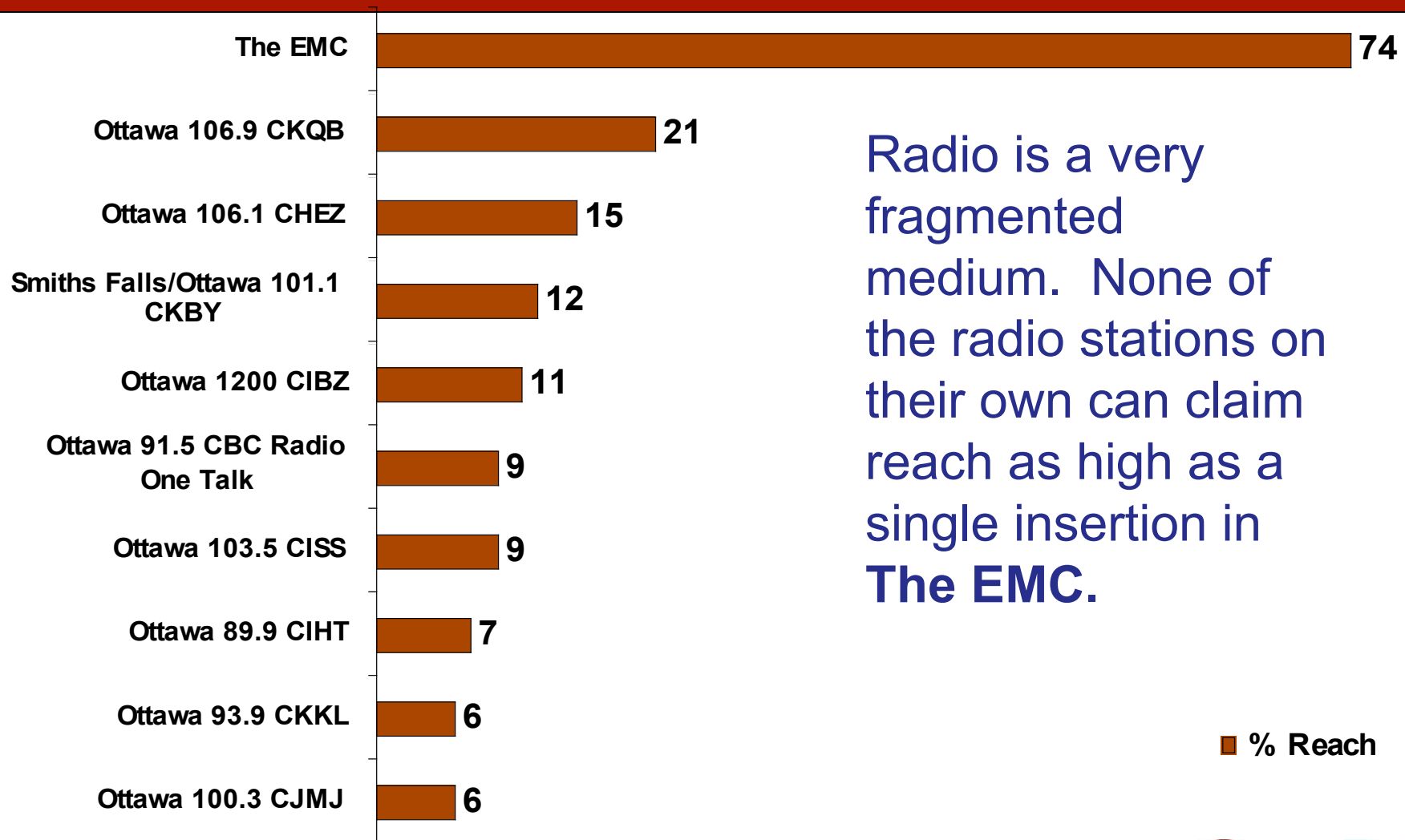


Source: ComBase 2006 One Year Study

*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900) Excludes No

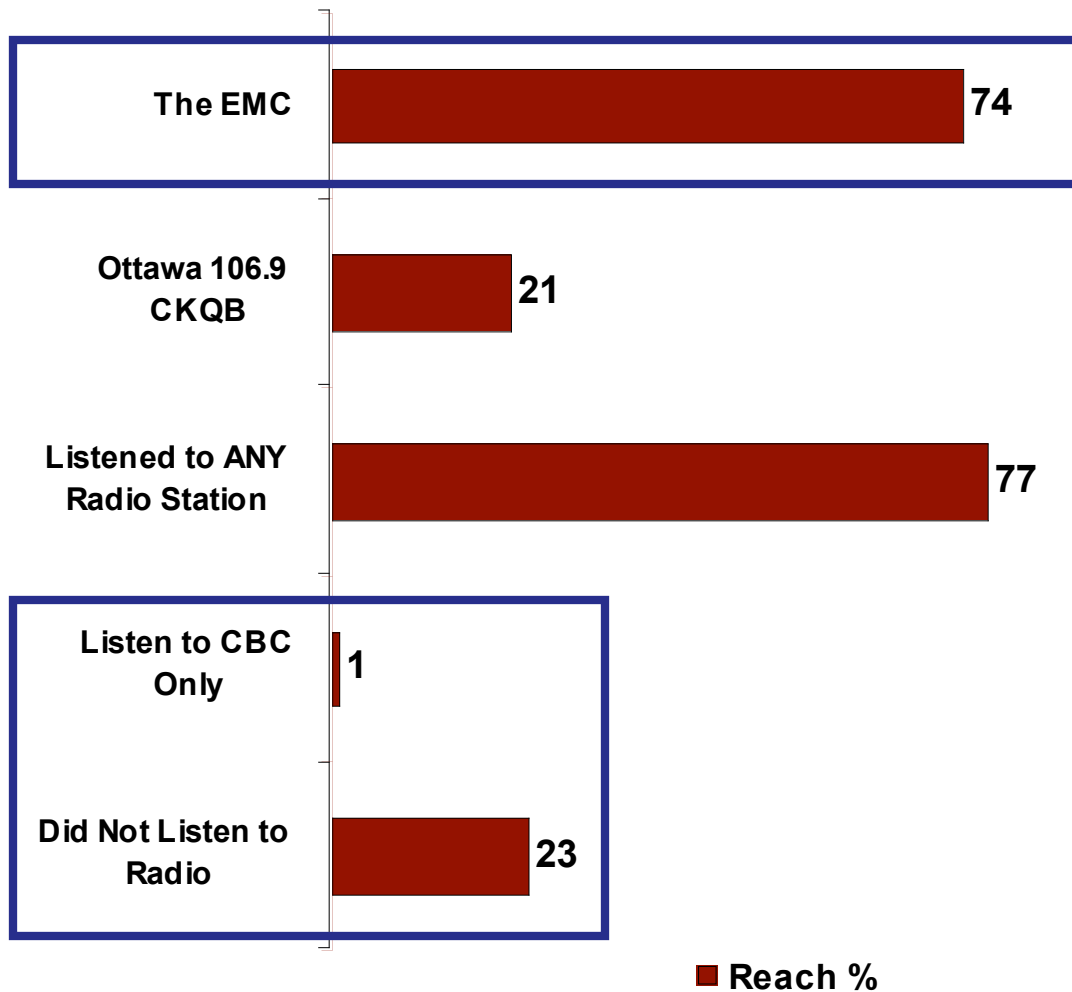
Media Habits – Newspaper vs. Radio

(Almonte/Carleton Place, ON)



Source: ComBase 2006 One Year Study
Radio Stations Listened to Yesterday – Stations with less than 5% reach not shown
*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900)

Media Habits – Newspaper and Radio (Almonte/Carleton Place, ON)



The Almonte/Carleton Place EMC Outperforms Radio

- One insertion in The EMC reaches more than the top radio station (74% vs. 21%)
- To reach the 77% listening to Any Radio Station you would have to buy spots throughout the day on all radio stations available in Almonte/Carleton Place!

Radio Reach is Limited!

- 24% of the population cannot be reached with commercial radio
 - 23% did not listen to any station yesterday
 - 1% listened to ONLY CBC yesterday

Source: ComBase 2006 One Year Study

*Base Population – Almonte/Carleton Place EMC Distribution Area (31,900) *See previous slide for specific station reach*

Cross Readership

(Almonte/Carleton Place, ON)

- **14,600** Carleton Place Weekender readers report *also* reading **The EMC**
- **89%** of Carleton Place Weekender readers can be reached using **The EMC**
- **78%** of Ottawa Citizen Saturday readers report *also* reading **The EMC**

The EMC Strengths

- Top line readership for **The EMC** is strong against other newspapers in Almonte/Carleton Place
- **The EMC** readers are strong and regular readers
 - **70%** read all 4 of the last 4 issues; and **64%** read All or Most of the paper
- **The EMC** rates well among Almonte/Carleton Place adults
 - **The EMC** is the preferred community paper in Almonte/Carleton Place by **48%** of community newspaper readers and has a rating of **7** out of 10
- **The EMC** provides higher reach than any single radio station and Almonte/Carleton Place adults are hard to reach with radio
 - **24%** cannot be reached at all with radio advertising!
- **The Almonte/Carleton Place EMC** has strong cross readership
 - **14,600 Carleton Place Weekender** readers report also reading **The EMC**