

# Inuvik Drum

**Publication:** Inuvik Drum

**Code:** 80002

**Market:** Inuvik, NT

**Population:** 2 181

**Publishing Day:** Thursday

**Source:** ComBase 2008/2009 Study

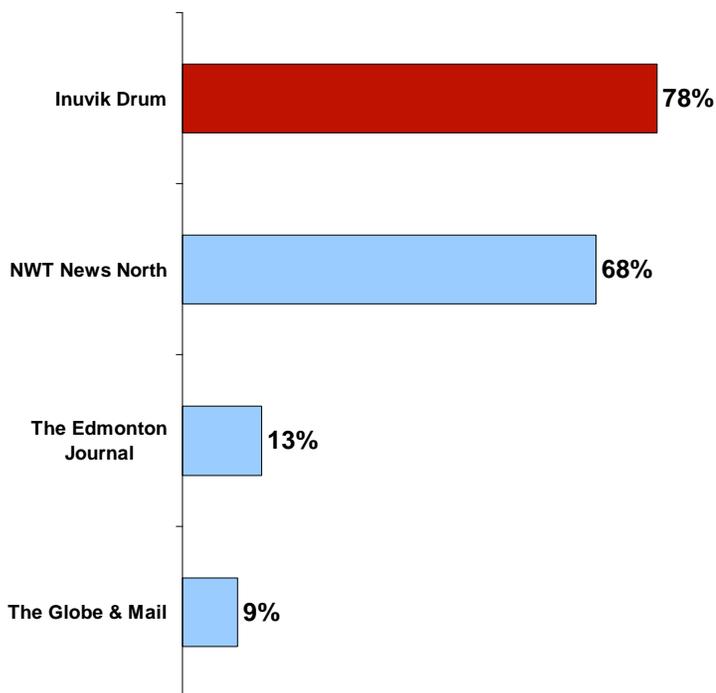


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

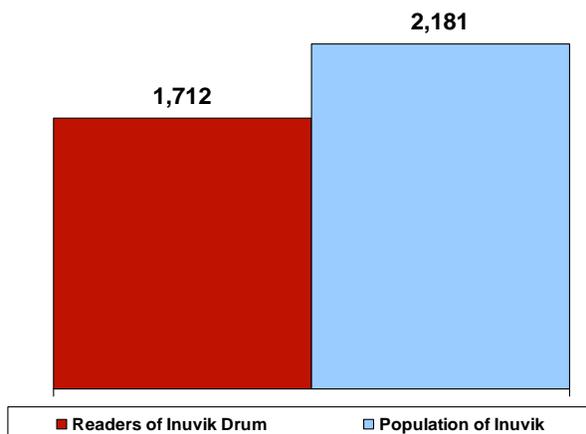
## NET READERSHIP\*

78% of Inuvik adults read any of the last 4 issues of Inuvik Drum.



## NET READERS

1,712 Inuvik adults read any of the last 4 issues of Inuvik Drum.



## NEWSPAPER READERSHIP

- 84% of Inuvik adults read any community newspaper.
- 19% of Inuvik adults read any daily newspaper.
- 65% of Inuvik adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Inuvik Drum

- 80% of females read Inuvik Drum.\*

### GENDER

Male	77%
Female	80%

### AGE

18-34 years old	67%
35-49 years old	86%
50+ years old	82%

### EDUCATION

High School or less	72%
Tech. or College	91%
University +	80%

### HOUSEHOLD INCOME

<\$30K	44%
\$30-49K	83%
>\$50K	88%

### RESIDENCE

Own Residence	90%
Rent Residence	65%

### FAMILY STATUS

With children	76%
Without children	81%

\* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

# Media Habits

## REASONS FOR READING COMMUNITY NEWSPAPERS

22% of Inuvik Drum readers said they read their community newspaper for advertising.

	Inuvik Drum Readers*	Community Newspaper Readers**
Editorial	26%	25%
Local News	88%	86%
Local Events	56%	55%
Classified	23%	23%
Real Estate	15%	15%
Jobs/Employment	27%	28%
Advertising	22%	23%
Flyers	14%	14%

\*read any of the last four issues of community newspaper  
 \*\* read any community newspaper

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

*(Read Always Or Sometimes)*

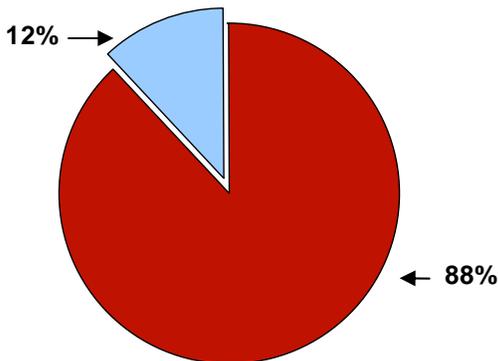
23% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	23%
Computer Hardware or Software	32%
Department Stores including Clothing	38%
Drug Store or Pharmacy	31%
Fast Food Restaurant	17%
Furniture or Appliances or Electronics	38%
Grocery Store	47%
Home Improvement Store	34%
Investment or Banking Services	24%
Telecommunication and Wireless Products	23%
Other Products or Services	33%

## COMMUNITY PRINT MEDIA VS. RADIO

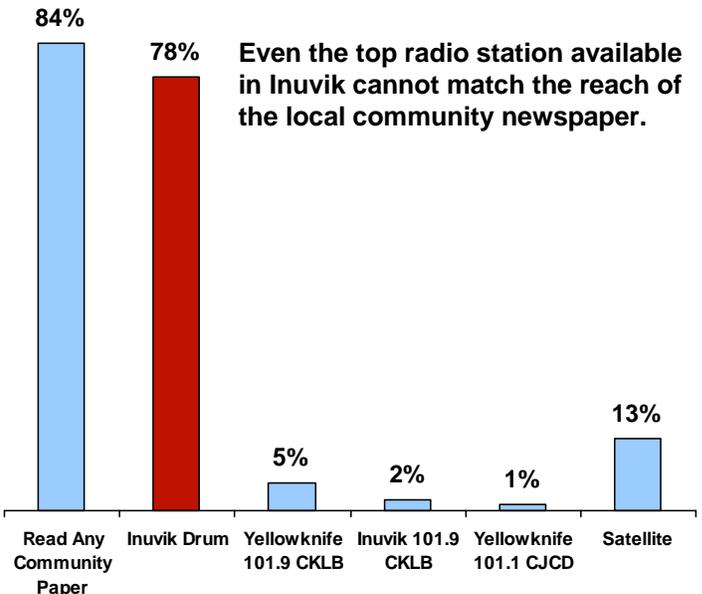
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

■ Cannot be reached by commercial radio\*  
 □ Listened to any commercial radio station yesterday



88% of Inuvik adults cannot be reached by commercial radio.

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



Even the top radio station available in Inuvik cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009