

Deh Cho Drum

Publication: Deh Cho Drum

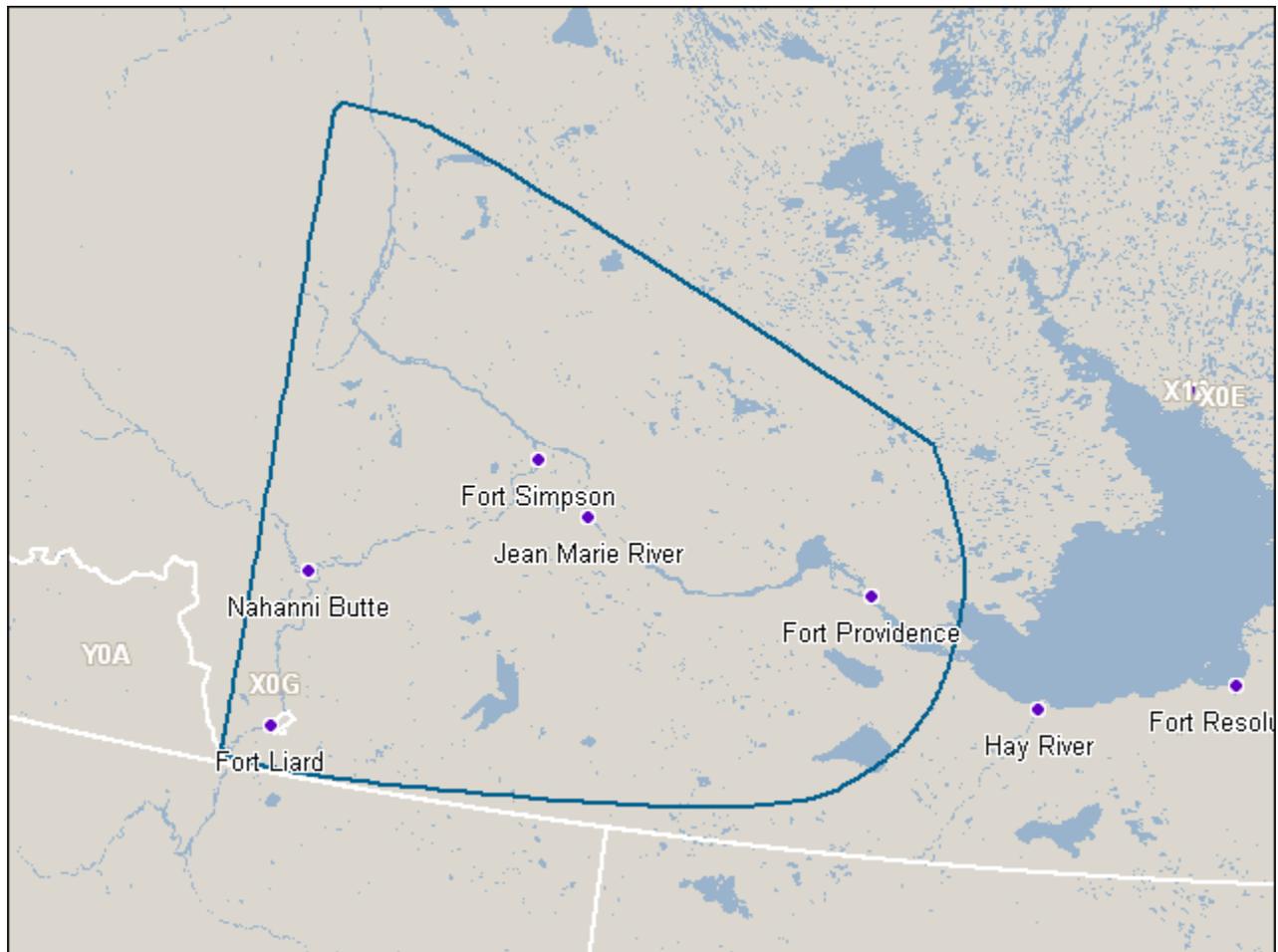
Code: 80003

Market: Fort Simpson, NT

Population: 1 971

Publishing Day: Thursday

Source: ComBase 2008/2009 Study

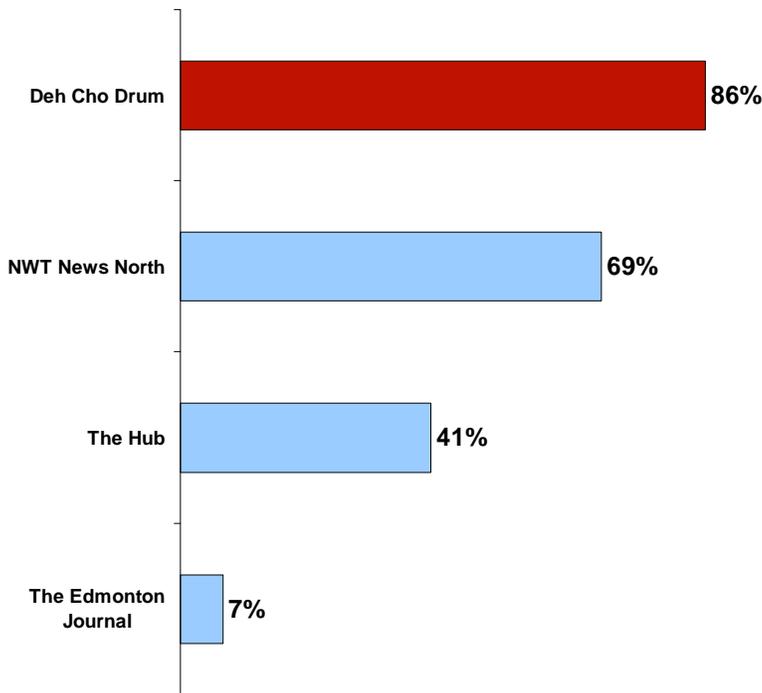


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

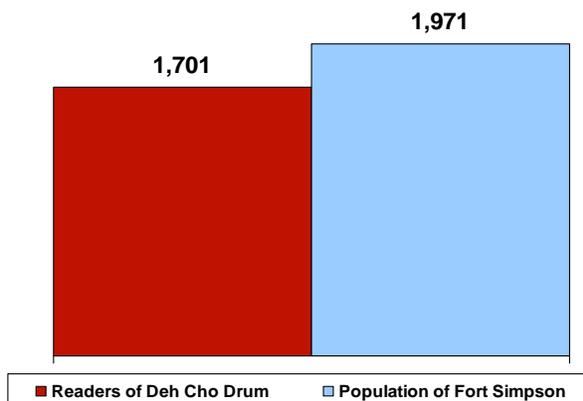
NET READERSHIP*

86% of Fort Simpson adults read any of the last 4 issues of Deh Cho Drum.



NET READERS

1,701 Fort Simpson adults read any of the last 4 issues of Deh Cho Drum.



NEWSPAPER READERSHIP

- 92% of Fort Simpson adults read any community newspaper.
- 13% of Fort Simpson adults read any daily newspaper.
- 78% of Fort Simpson adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

Deh Cho Drum

- 90% of females read Deh Cho Drum.*

GENDER

Male	83%
Female	90%

AGE

18-34 years old	85%
35-49 years old	96%
50+ years old	77%

EDUCATION

High School or less	85%
Tech. or College	93%
University +	91%

HOUSEHOLD INCOME

<\$30K	71%
\$30-49K	73%
>\$50K	94%

RESIDENCE

Own Residence	88%
Rent Residence	80%

FAMILY STATUS

With children	89%
Without children	84%

* 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

29% of Deh Cho Drum readers said they read their community newspaper for advertising.

	Deh Cho Drum Readers*	Community Newspaper Readers**
Editorial	27%	28%
Local News	85%	85%
Local Events	58%	58%
Classified	31%	32%
Real Estate	15%	16%
Jobs/Employment	28%	29%
Advertising	29%	29%
Flyers	17%	18%

*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)

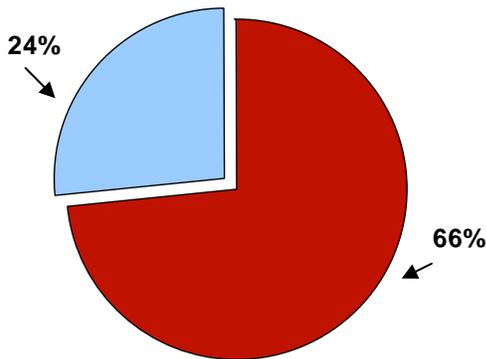
34% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	34%
Computer Hardware or Software	45%
Department Stores including Clothing	48%
Drug Store or Pharmacy	35%
Fast Food Restaurant	31%
Furniture or Appliances or Electronics	47%
Grocery Store	53%
Home Improvement Store	47%
Investment or Banking Services	30%
Telecommunication and Wireless Products	32%
Other Products or Services	40%

COMMUNITY PRINT MEDIA VS. RADIO

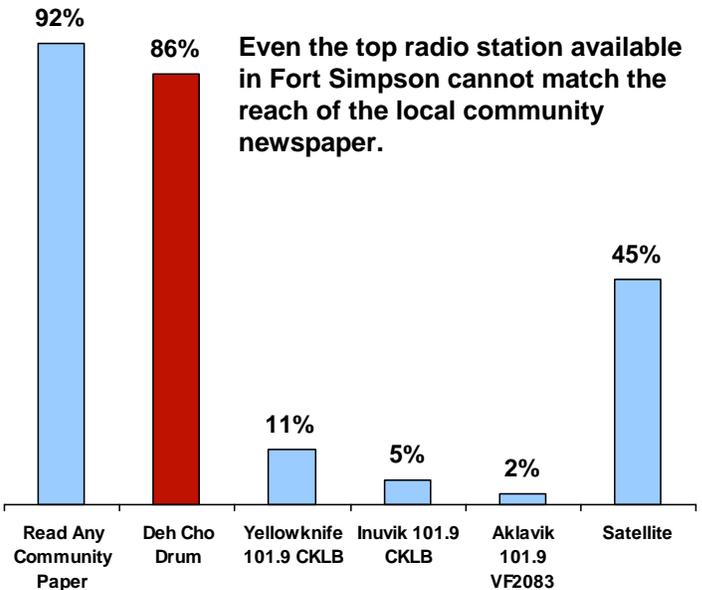
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



66% of Fort Simpson 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 Fort Simpson cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009