

The Hub

Publication: The Hub

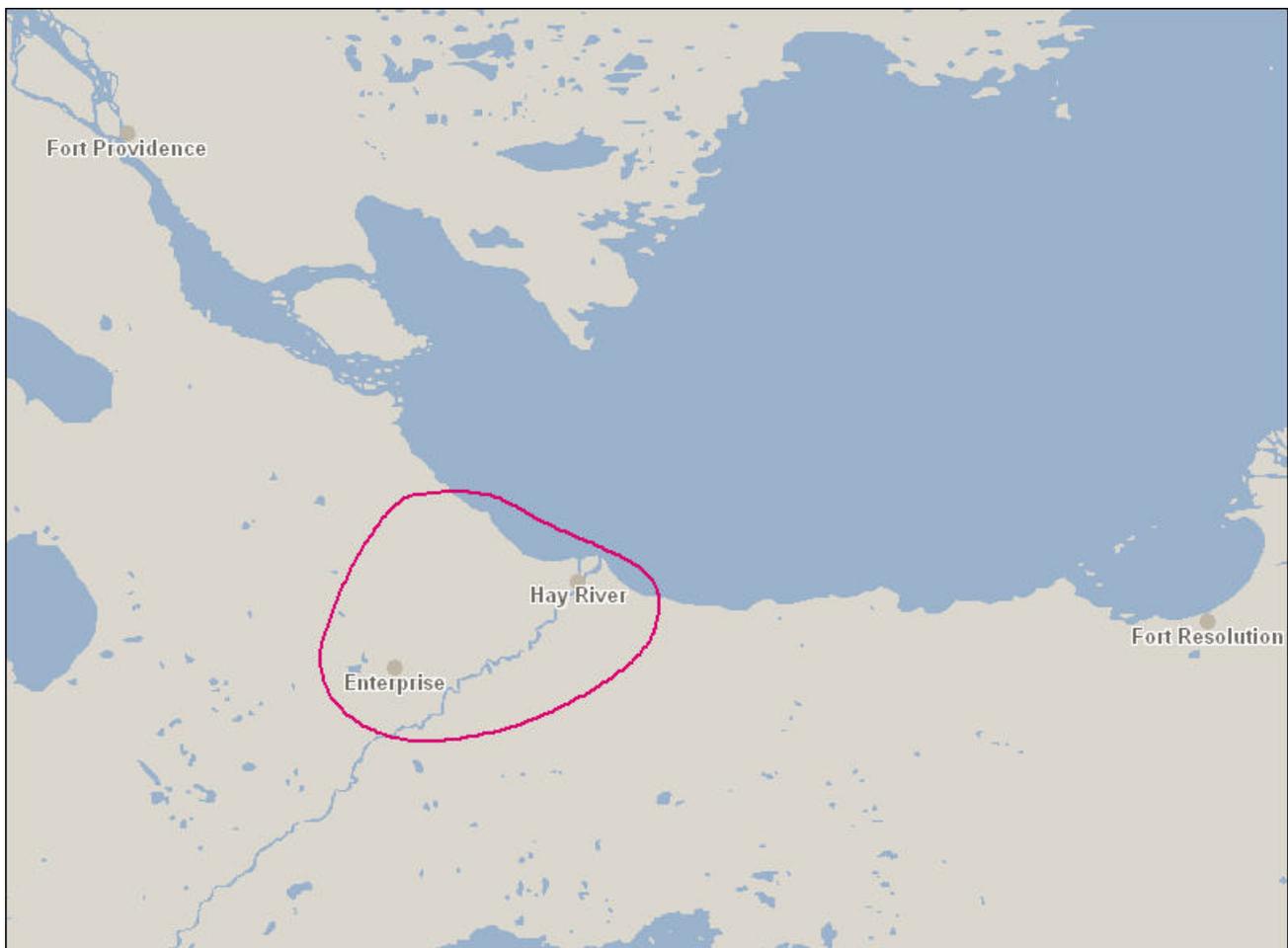
Code: 80206

Market: Hay River, NT

Population (Adult 18+): 2 671

Publishing Day: Wednesday

Source: ComBase 2008/2009 Study

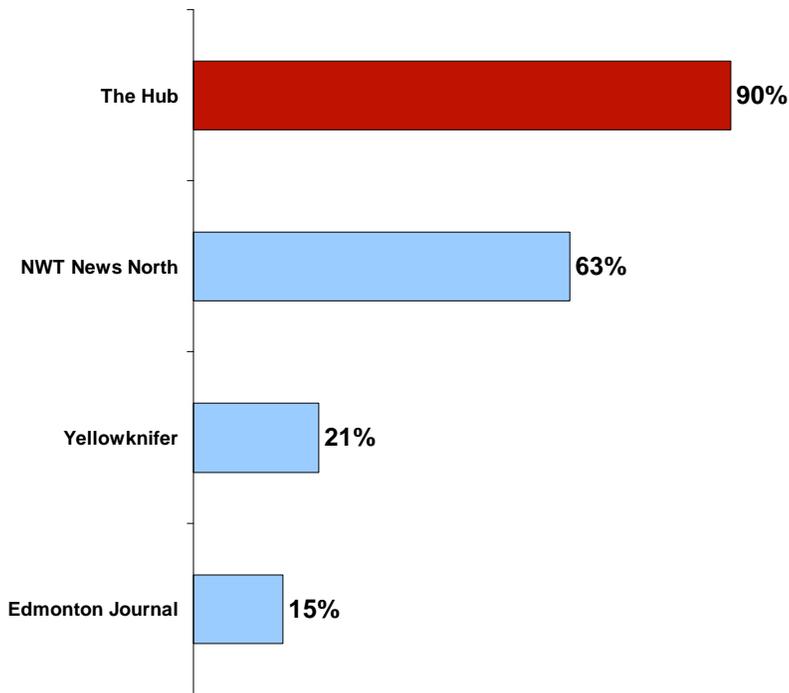


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

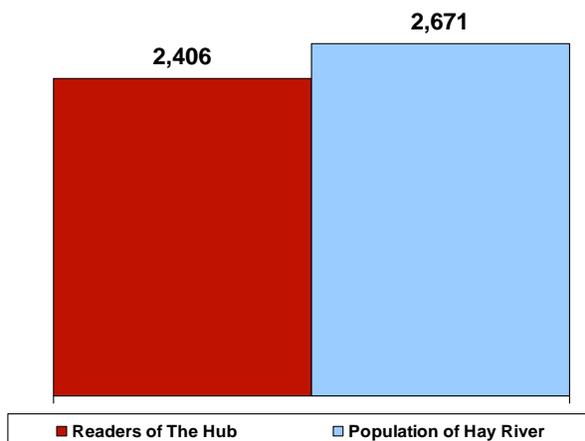
NET READERSHIP*

90% of Hay River adults read any of the last 4 issues of The Hub.



NET READERS

2,406 Hay River adults read any of the last 4 issues of The Hub.



NEWSPAPER READERSHIP

- 93% of Hay River adults read any community newspaper.
- 23% of Hay River adults read any daily newspaper.
- 72% of Hay River adults can only be reached with community newspapers.

READER DEMOGRAPHICS:

The Hub

- 91% of females read The Hub.*

GENDER

Male	89%
Female	91%

AGE

18-34 years old	92%
35-49 years old	85%
50+ years old	95%

EDUCATION

High School or less	86%
Tech. or College	94%
University +	96%

HOUSEHOLD INCOME

<\$30K	88%
\$30-49K	76%
>\$50K	95%

RESIDENCE

Own Residence	92%
Rent Residence	87%

FAMILY STATUS

With children	89%
Without children	91%

* 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

28% of The Hub readers said they read their community newspaper for advertising.

	The Hub Readers*	Community Newspaper Readers**
Editorial	30%	30%
Local News	92%	91%
Local Events	63%	62%
Classified	27%	27%
Real Estate	23%	24%
Jobs/Employment	23%	24%
Advertising	28%	28%
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)

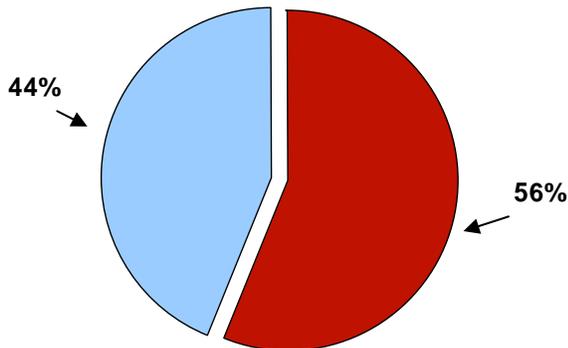
44% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	44%
Computer Hardware or Software	52%
Department Stores including Clothing	55%
Drug Store or Pharmacy	63%
Fast Food Restaurant	28%
Furniture or Appliances or Electronics	65%
Grocery Store	75%
Home Improvement Store	65%
Investment or Banking Services	33%
Telecommunication and Wireless Products	29%
Other Products or Services	52%

COMMUNITY PRINT MEDIA VS. RADIO

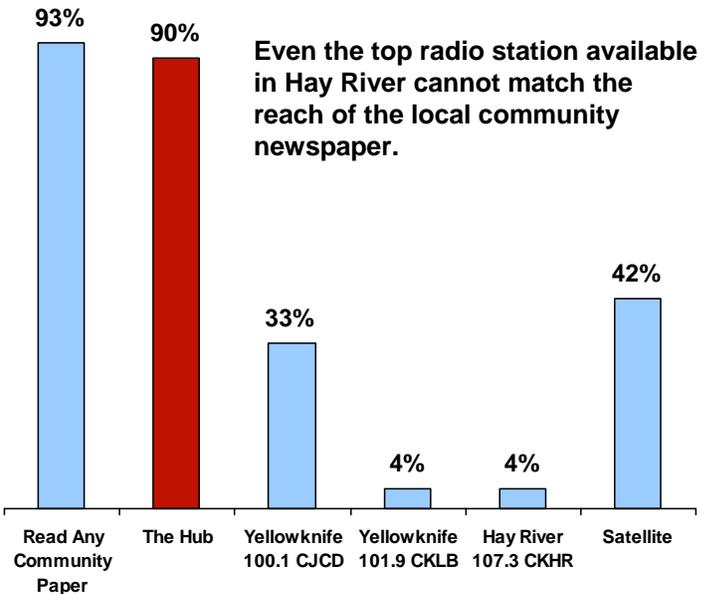
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



56% of Hay River adults cannot be reached by commercial radio.

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



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

Source: ComBase 2008/2009