

# Kivalliq News

**Publication:** Kivalliq News

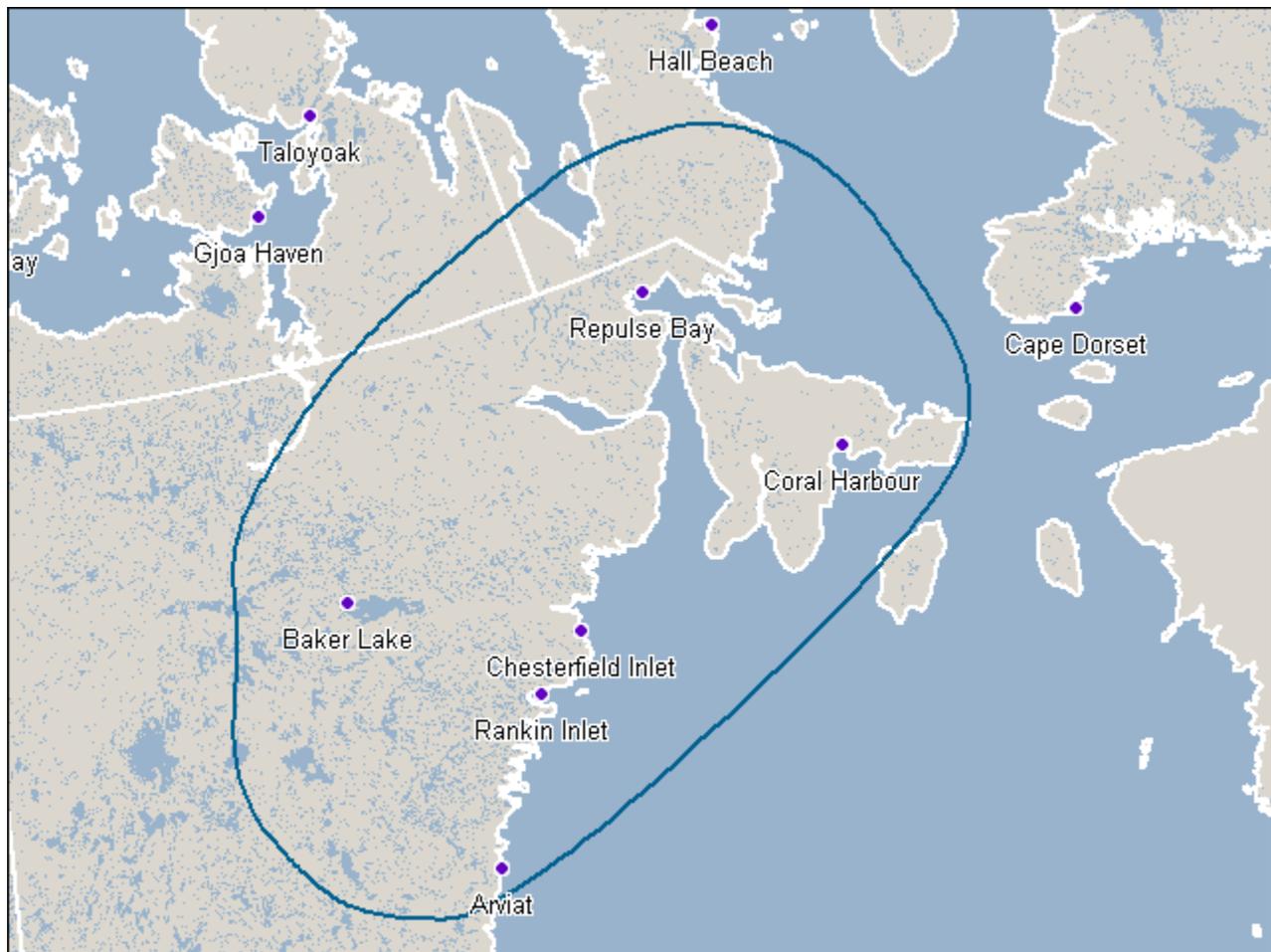
**Code:** 80004

**Market:** Rankin Inlet, NT

**Population:** 4 850

**Publishing Day:** Wednesday

**Source:** ComBase 2008/2009 Study

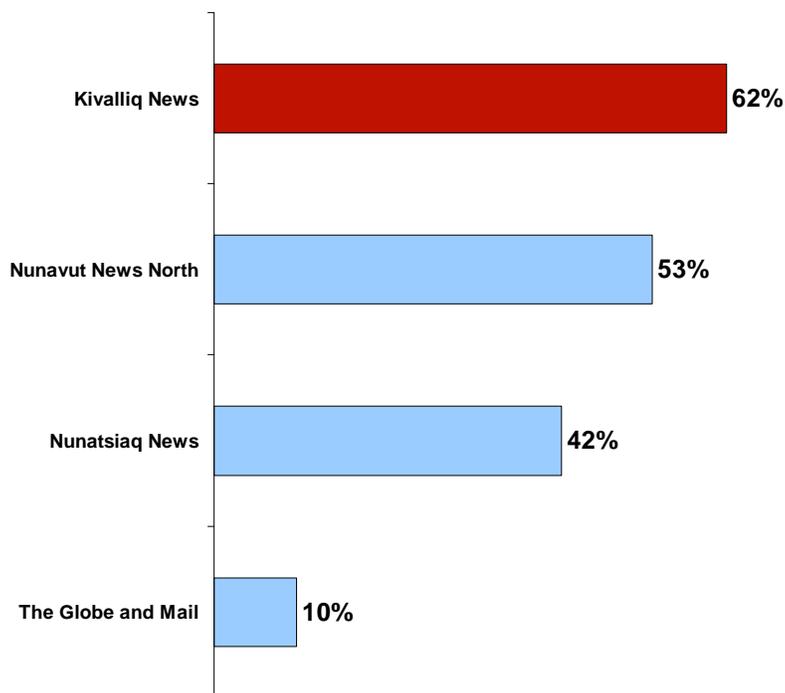


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

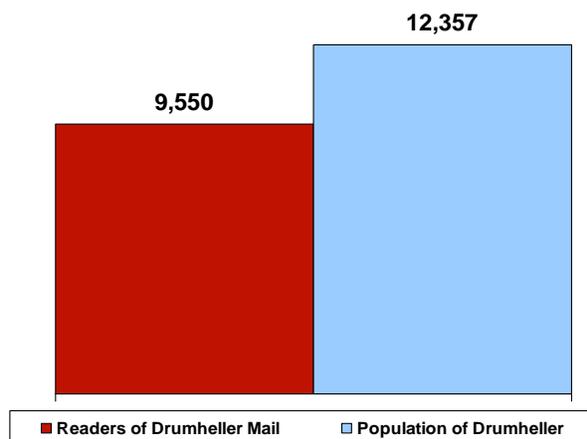
## NET READERSHIP\*

62% of Rankin Inlet adults read any of the last 4 issues of Kivalliq News.



## NET READERS

xx,xxx Rankin Inlet adults read any of the last 4 issues of Kivalliq News.



## NEWSPAPER READERSHIP

- 70% of Rankin Inlet adults read any community newspaper.
- 10% of Rankin Inlet adults read any daily newspaper.
- 61% of Rankin Inlet adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Kivalliq News

- 59% of females read Kivalliq News.\*

### GENDER

Male	65%
Female	59%

### AGE

18-34 years old	53%
35-49 years old	63%
50+ years old	72%

### EDUCATION

High School or less	55%
Tech. or College	94%
University +	77%

### HOUSEHOLD INCOME

<\$30K	38%
\$30-49K	78%
>\$50K	79%

### RESIDENCE

Own Residence	73%
Rent Residence	53%

### FAMILY STATUS

With children	61%
Without children	65%

\* 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

18% of Kivalliq News readers said they read their community newspaper for advertising.

	Kivalliq News Readers*	Community Newspaper Readers**
Editorial	19%	20%
Local News	77%	75%
Local Events	52%	49%
Classified	22%	22%
Real Estate	13%	12%
Jobs/Employment	28%	27%
Advertising	18%	18%
Flyers	13%	12%

\*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)*

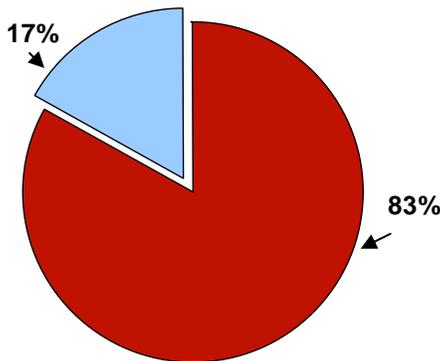
41% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	41%
Computer Hardware or Software	48%
Department Stores including Clothing	48%
Drug Store or Pharmacy	20%
Fast Food Restaurant	17%
Furniture or Appliances or Electronics	49%
Grocery Store	54%
Home Improvement Store	39%
Investment or Banking Services	27%
Telecommunication and Wireless Products	41%
Other Products or Services	37%

## COMMUNITY PRINT MEDIA VS. RADIO

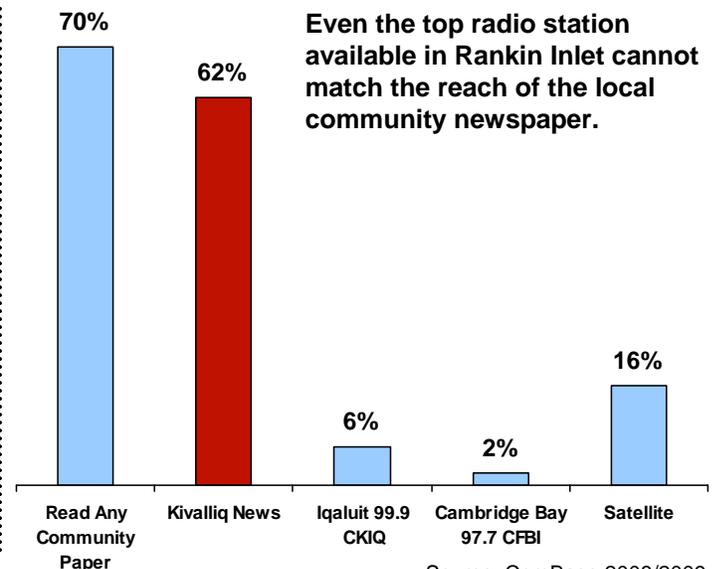
A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

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



83% of Rankin Inlet 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 Rankin Inlet cannot match the reach of the local community newspaper.

Source: ComBase 2008/2009