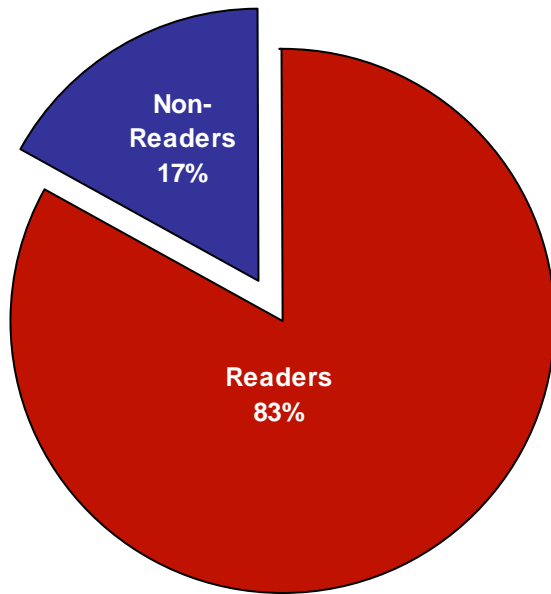


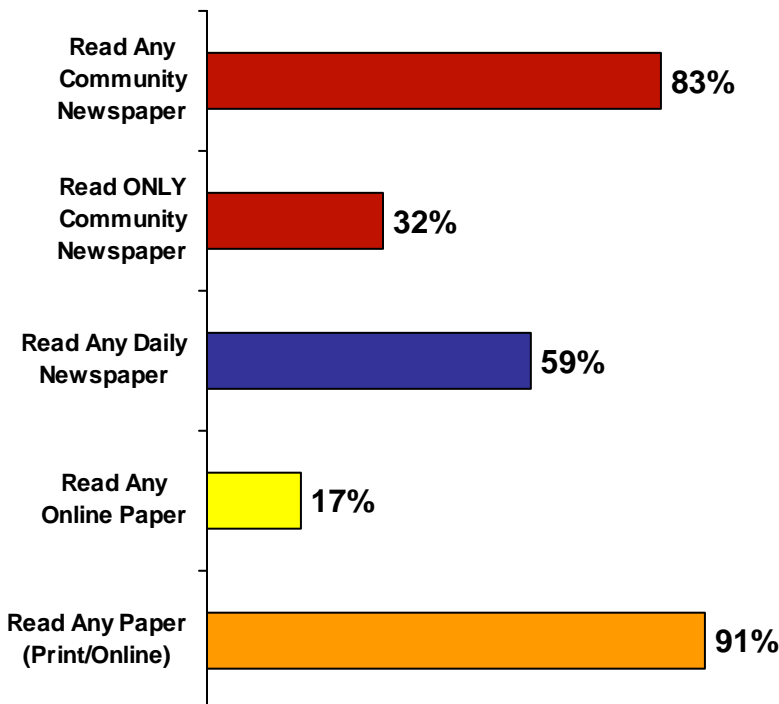
Ontario Community Newspapers Readership and Demographics

83% of Ontario adults are readers of their local community newspaper*.



NEWSPAPER READERSHIP

Nine out of ten Ontario adults are print or online newspaper readers*.



COMMUNITY NEWSPAPERS REACH KEY DEMOGRAPHICS

89% of adults who retired in the last year or plan to retire in the next year are community newspaper readers.*

GENDER

Male	82%
Female	83%

AGE

Young Readers 18-24 years	62%
Age 25-49 years	83%
Baby Boomers 50+ years	85%

EDUCATION

High School or less	84%
College (including Technical)	85%
University +	79%

HOUSEHOLD INCOME

<\$30K	82%
\$30-\$49K	85%
>\$50K	82%
>\$75K	84%
>\$100K	83%

RESIDENCE

Own Residence	85%
Rent Residence	73%

FAMILY STATUS

With children	85%
Without children	81%

LIFE EVENTS *(occurred in last year/next year)*

Marriage	78%
Child/Grandchild born	84%
Retire	89%
Change job	76%
Move (same city)	73%

* read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

Ontario Community Newspapers

Media Habits

WHY DO READERS TURN TO COMMUNITY NEWSPAPERS?

32% of community newspaper readers listed Advertising as one of the reasons for reading their community newspaper.

Community Newspaper Readers*	
Editorial	31%
Local News	80%
Local Events	57%
Classified	33%
Real Estate	24%
Jobs/Employment	20%
Advertising	32%
Flyers	39%

*read any community newspaper. Multiple mentions accepted.

READERSHIP OF FLYERS DELIVERED IN COMMUNITY NEWSPAPERS

Grocery flyers are read by **83%** of Ontario community newspaper readers.

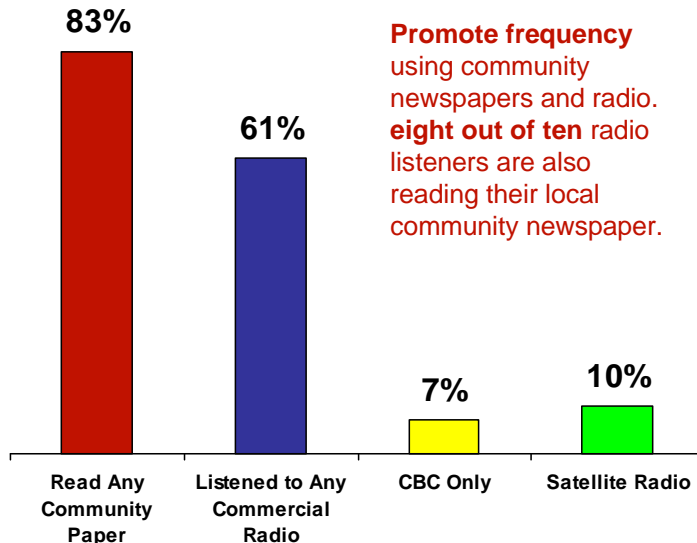
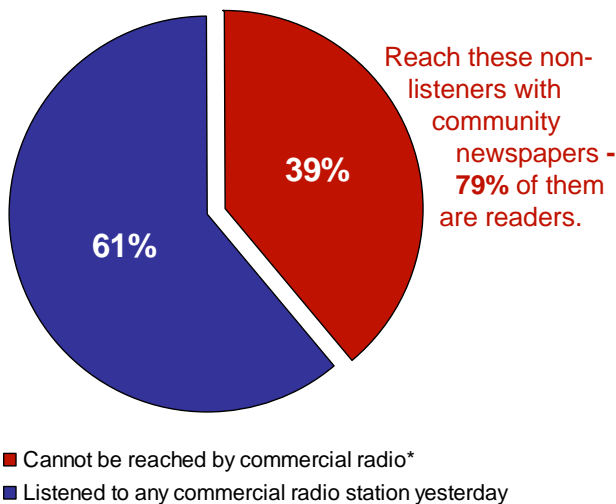
Automotive Supply or Service	41%
Computer Hardware or Software	44%
Department Stores including Clothing	75%
Drug Store or Pharmacy	65%
Fast Food Restaurant	42%
Furniture or Appliances or Electronics	69%
Grocery Store	83%
Home Improvement Store	74%
Investment or Banking Services	24%
Telecommunication and Wireless Products	28%
Other Products or Services	58%

*read any community newspaper. Always or sometimes read flyers.

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.

39% of Ontario adults cannot be reached by commercial radio*.



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

Ontario Community Newspapers

ComBase 2008/2009

Number of Markets Measured: 10

Total Adult Population: 426,951

Number of ON Interviews: 2,106

Market	Member Newspaper
Belleville/Trenton (Stirling)	The Community Press (Quinte edition)
Campbellford	The Community Press (Western edition)
Dryden	Dryden Observer
Fort Frances	Fort Frances Times
Kincardine	Kincardine Independent
Kingston	Kingston This Week / The Whig Standard
Little Current	The Manitoulin Expositor
Orleans	Orleans Star
Stirling	The Community Press (Eastern edition)
Sudbury	Northern Life

Ontario Community Newspapers ComBase 2008/2009

Methodology

- English interviewing only of adults 18+
- Telephone interviewing (approximate interview length 12-15 minutes)
- No respondent substitution
- Minimum response rate of 35% by market
- Full sample conducted in each market (different from previous rolling sample methodology)
- Sample size by market ranges from 100 to 200+ based on number of households
- Random directory sample based on newspaper market area
- Geographic boundaries determined by newspaper circulation and penetration
- Interviews conducted Tuesday to Saturday and balanced by day of week
- Margin of error ranges from 5-8% depending on total sample

Timing of ComBase 2008/2009

Interviewing by market was conducted during one of the following fieldwork periods:

- January 2008 to June 2008
- September 2008 to October 2008
- January 2009 to April 2009

Research Supplier

- ComBase 2008/2009 was conducted by Leger Marketing
- Interviews were conducted out of the Winnipeg and Montreal call centres by English interviewers only

Cumulative Readership

- Cumulative Readership for community newspapers represents readers of any of the last four community newspaper issues
- Cumulative Readership for daily newspapers represents readers of any of the last five weekday daily newspaper issues

New Questions

Several new questions were added to the ComBase 2008/2009 questionnaire:

- reasons for reading community newspapers (multiple responses) - *editorial, flyers, local events, classified ads, jobs/employment, real estate, local news, in-newspaper advertising*
- readership of flyers delivered with community newspapers by category - *Grocery Store, Drug Store or Pharmacy, Home Improvement Store, Automotive Supply or Service, Department Store including Clothing, Fast Food and Restaurant, Furniture / Appliance / Electronics, Computer Hardware/Software, Investments or Banking Services, Other Products or Services*
- computers/internet - *time spent, usage by category, Number of computers in household, readership of online newspapers*
- satellite radio measurement
- classifieds - *usage of print or online classified ads*
- life events in the past 12 months or the next 12 months - *marriage, child born/adopted, change job, retire, move (within same town or to another city)*