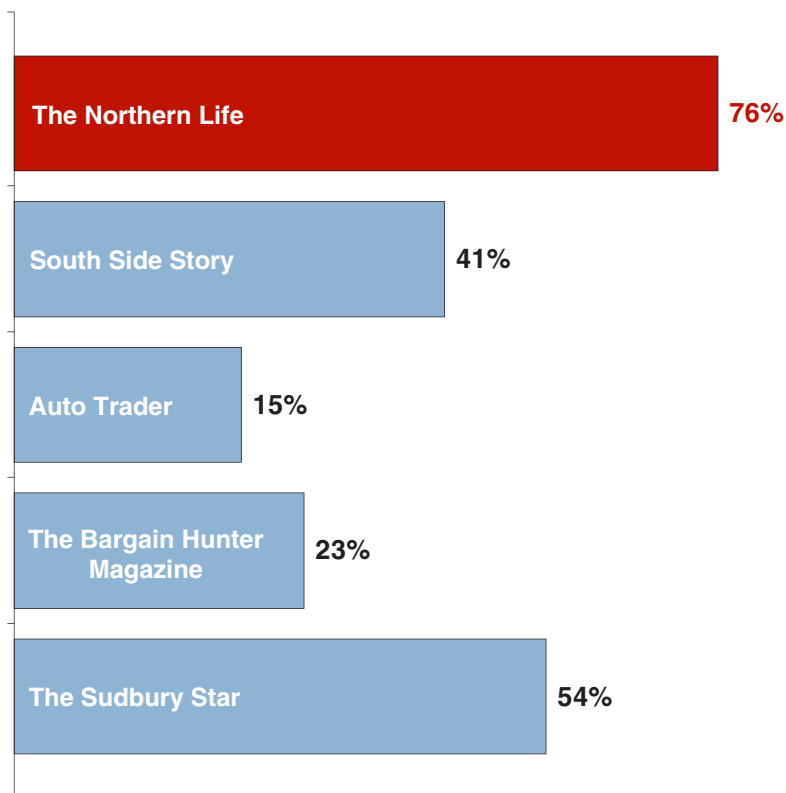


## NET READERSHIP\*

76% of Sudbury adults read any of the last 4 issues of **The Northern Life**.



## NEWSPAPER READERSHIP

- 89% of Sudbury adults read any community newspaper.
- 56% of Sudbury adults read any daily newspaper.
- 36% of Sudbury adults can only be reached with community newspapers.

## READER DEMOGRAPHICS:

### The Northern Life

- 75% of females read The Northern Life.\*

#### GENDER

Male	76%
Female	75%

#### AGE

18-34 years old	52%
35-49 years old	83%
50+ years old	81%

#### EDUCATION

High School or less	74%
Tech. or College	76%
University +	82%

#### HOUSEHOLD INCOME

<\$30K	58%
\$30-49K	85%
>\$50K	81%

#### RESIDENCE

Own Residence	76%
Rent Residence	77%

#### FAMILY STATUS

With children	76%
Without children	76%