

Readership profile within the research area

These figures relate to only 85% of the Barnsley Chronicle total circulation.

	Average issue within research area	Read 1+ per month within research area
Readership	112,000	146,000

Gender

Male	57,000	72,000
Female	55,000	74,000

Age Profile

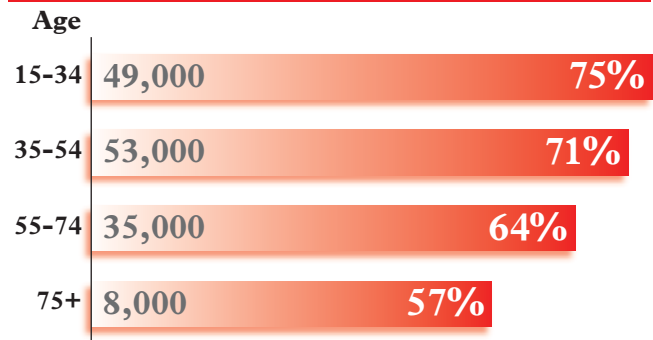
15 to 24	15,000	18,000
25 to 34	25,000	31,000
35 to 44	23,000	32,000
45 to 54	16,000	22,000
55 to 64	12,000	17,000
65+	21,000	26,000

Social Grade

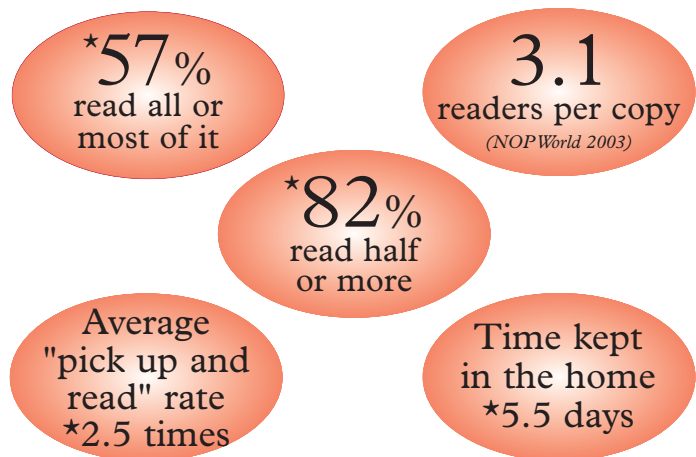
AB	8,000	13,000
C1	32,000	42,000
C2	27,000	36,000
DE	45,000	55,000

The Barnsley Chronicle also has significant readership outside the research area.

Adults reached by the Barnsley Chronicle within the research area at least once per month



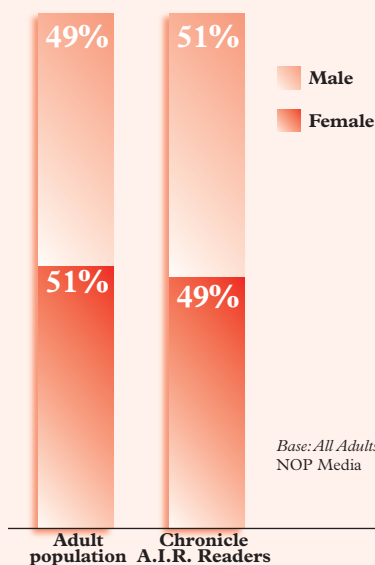
Involvement with and retention of Barnsley Chronicle



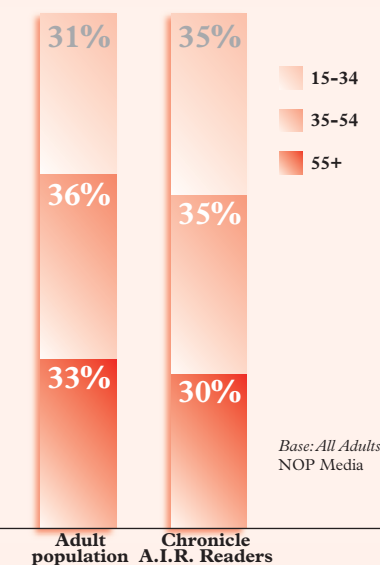
The Barnsley Chronicle has readership and retention rates well above the industry average.

* Average Issue Readership

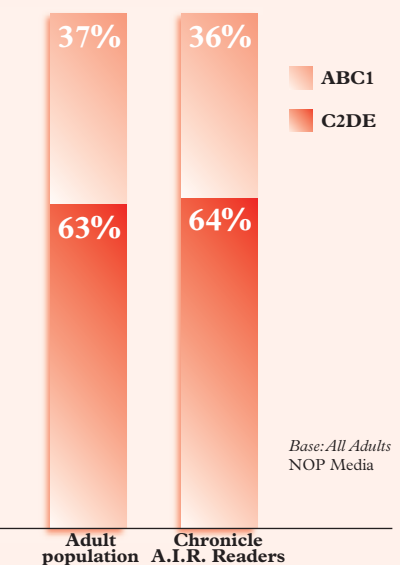
Gender Profile



Age Profile



Social Class Profile



The Barnsley Chronicle has an excellent match to the gender, age and social class profile within the area as a whole.

MARKET RESEARCH. The Barnsley Chronicle commissioned NOP World to undertake a major research project into the readership of the BARNLSLEY CHRONICLE and other competitive media. Fieldwork took place between 3rd February and 14th March, 2003, with a total of 491, face to face, 25 minute interviews. The survey was conducted across an area where the Barnsley Chronicle had 10%+ household penetration. The survey area consisted of the following postcodes: S35 (7), S36 (1-2, 6-9) S63 (0, 5-9), S70 (1-6), S71 (1-5), S72 (0, 7-9), S73 (0, 8-9), S74 (0, 8-9), S75 (1-6). The survey was carried out to industry standards and the readership has been approved by JICREG.