

# ENTERTAINMENT

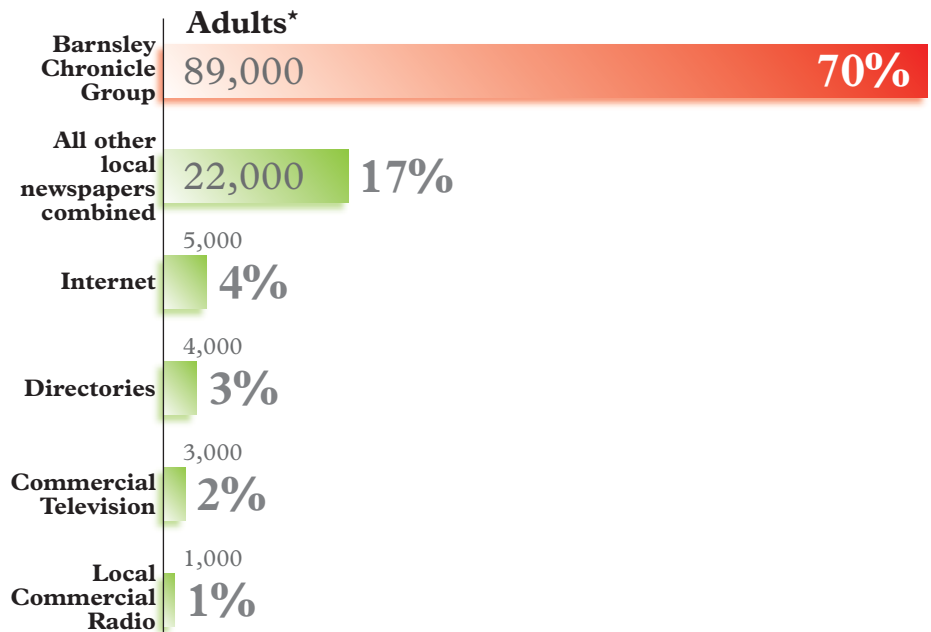
With a vibrant night scene Barnsley is a must with pub and club goers and to find out the latest information on where the best venues are the local press is always first choice.

A high proportion of Barnsley Chronicle readers also eat out on a regular basis in the towns many restaurants and bistros.

- 7 out of 10 adults\* make the Chronicle Group best choice medium for information on entertainment and eating out.
- 65% (137,000) of adults in the survey area eat out on a regular basis, of which 73% read the Barnsley Chronicle at least once a month.

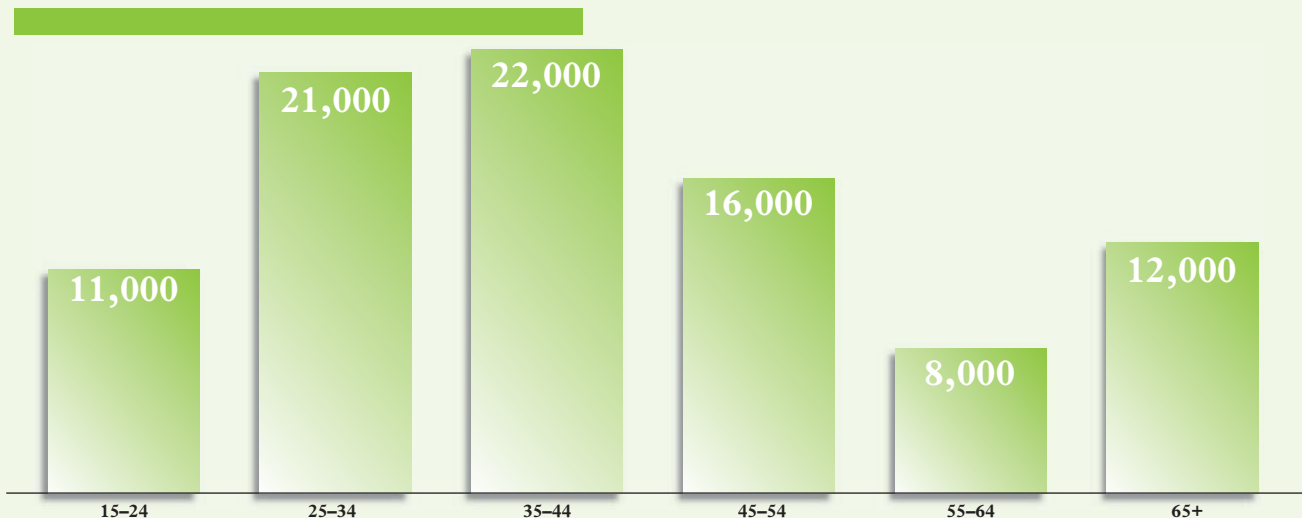
- 56% (118,000) of adults regularly visit clubs and pubs, of which 71% read the Barnsley Chronicle at least once a month.
- 42% (88,000) of adults visit a local cinema, of which 73% read the Barnsley Chronicle at least once a month.

## Best for local entertainment and eating out



\*Base: All adults expressing a preference

## Age breakdown of those adults who refer to the Chronicle Group first for entertainments



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.