

Readership profile within the research area

100% of the Barnsley Independent distribution fell within the research area.

	Average issue	Read 1+ per month
Readership	99,000	111,000
Gender		
Male	49,000	55,000
Female	50,000	56,000

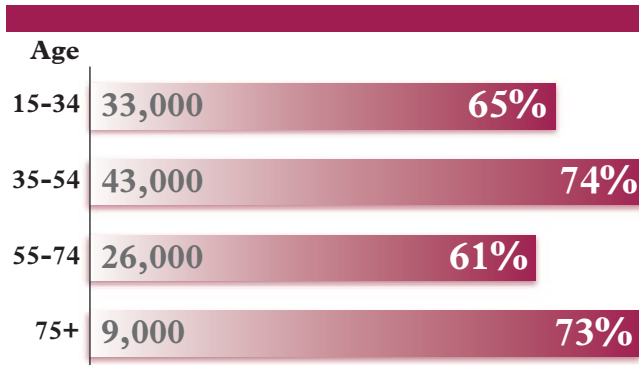
Age Profile

15 to 24	13,000	13,000
25 to 34	18,000	20,000
35 to 44	22,000	24,000
45 to 54	16,000	18,000
55 to 64	11,000	14,000
65 to 74	11,000	13,000
75+	8,000	9,000

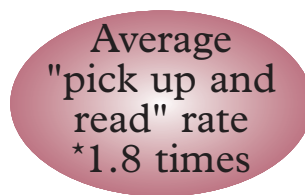
Social Grade

AB	7,000	8,000
C1	30,000	33,000
C2	21,000	24,000
DE	41,000	45,000

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



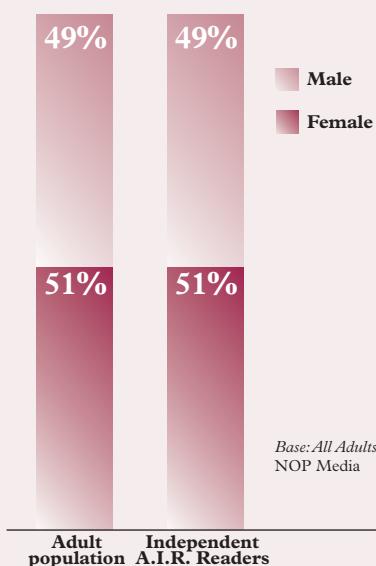
Involvement with and retention of Barnsley Independent



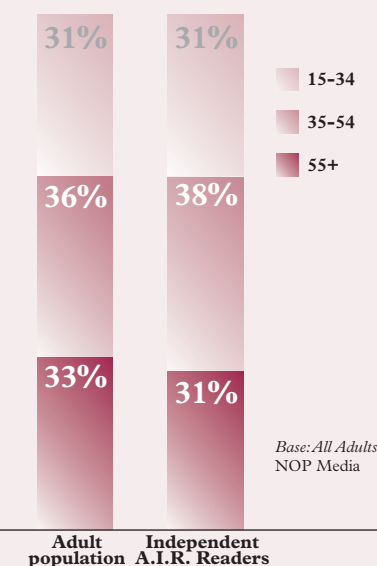
The Barnsley Independent has readership and retention rates well above the industry average.

* Average Issue Readership

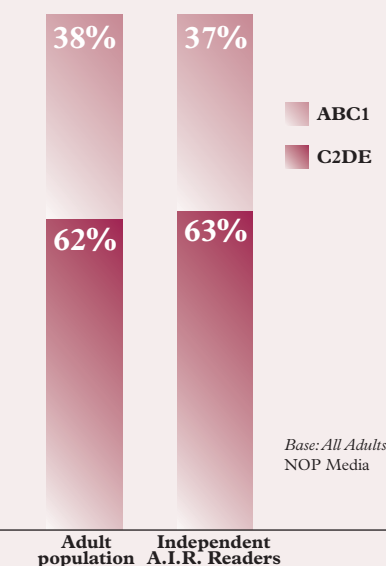
Gender Profile



Age Profile



Social Class Profile



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

MARKET RESEARCH. The Barnsley Independent commissioned NOP World to undertake a major research project into the readership of the BARNLSLEY INDEPENDENT and other competitive media. Fieldwork took place between 3rd February and 14th March, 2003, with a total of 381, face to face, 25 minute interviews. The survey was conducted across an area where the Barnsley Independent had 10%+ household penetration. The survey area consisted of the following postcodes: S36 (6-9), S70 (1-6), S71 (1-5), S72 (8), S73 (0, 8-9), S74 (0, 8-9), S75 (1-6), WF4 (2). The survey was carried out to industry standards and the readership has been approved by JICREG.