

PROPERTY

The Property Market

From £1 million houses to small terraced houses Barnsley has a diverse and fast moving property market.

- 22,000 adults (10%) are very/quite likely to move home in the next 12 months. 63% of those adults that are very/quite likely to move are average issue readers of the Barnsley Chronicle.
- In an average month the Barnsley Chronicle reaches 74% of adults that are very/quite likely to move in the next 12 months.
- 6 out of 10 of those looking to move in the next 3 years read the Barnsley Chronicle every week and over 7 out of 10 at least once a month.



Household Tenure

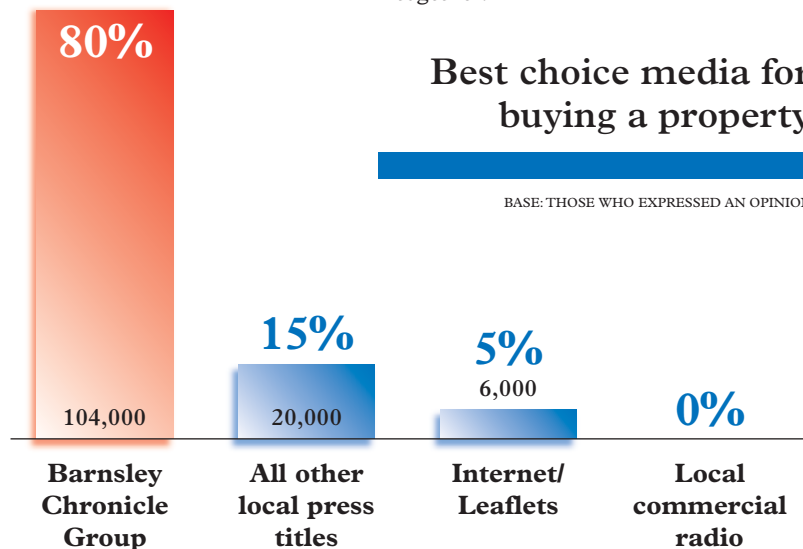
- Within the Barnsley Chronicle research area 83,000 adults (39%) are in the process of buying a property with a mortgage or a loan.
- 144,000 adults (68%) own their property with a mortgage or outright. This mirrors the national percentage at 69%.
- 64,000 adults (30%) are renting, 52,000 from the local council, 4,000 from a housing association and 9,000 privately.

Media they would turn to first when looking to buy a property

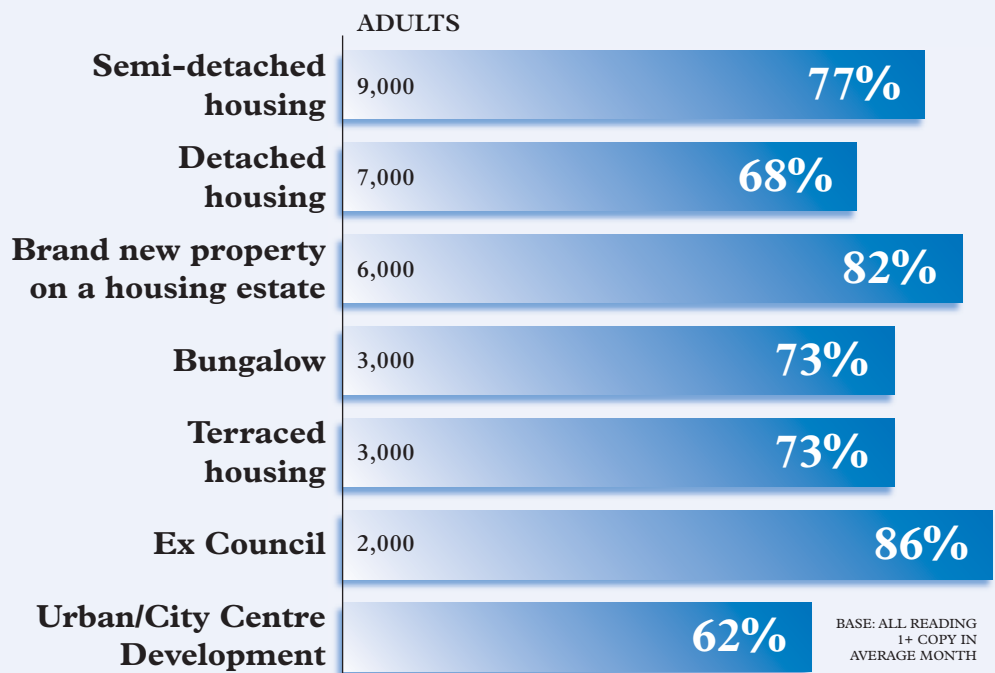
- Within the Barnsley Chronicle research area 94% of adults who expressed an opinion refer to the local press first when looking to buy a property, making it the dominant source of information.
- 8 out of 10 adults who expressed an opinion refer to the Barnsley Chronicle Group first when looking to buy a property, which is 5 times more than all of the other local newspapers put together.

Best choice media for buying a property

BASE: THOSE WHO EXPRESSED AN OPINION



Reach by type of property that Barnsley Chronicle readers who intend to move home in the next 3 years would consider buying



SOURCE: NOP February to March 2003 within the 10%+ circulation area of the Barnsley Chronicle