

SURVEY ON GEORGIA STRAIGHT READERSHIP

Six-in-ten City of Vancouver residents (61%) report reading the Georgia Straight within the past six issues



Ipsos Reid

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Vancouver, BC—An Ipsos Reid readership survey conducted on behalf of the *Georgia Straight* shows that 61% of Vancouver residents say they have read the *Georgia Straight* within the past six issues. By comparison, 48% of respondents indicate reading the *Vancouver Sun* and 41% report reading *The Province* within the past six issues of the past week. The free daily, *24 Hours*, had a weekly readership (past six issues) of 38%, followed by Metro (past six issues) at 25%.

Among the Greater Vancouver population, 40% say they have read the *Georgia Straight* over the past six weeks. When extrapolated to the population as a whole, results show that over 675,000 Greater Vancouverites read the *Georgia Straight* over a six-week period.

Among City of Vancouver residents, 35% indicate reading the Thursday edition of the *Georgia Straight* over the past week. This compares to 27% for the Thursday edition of the *Vancouver Sun*, 24% for the Thursday edition of *24 Hours* and 20% for the Thursday edition of *The Province*.

Among those residing in Greater Vancouver, the Thursday edition of *The Province* has a readership of 24%, while 21% indicate reading the Thursday edition of *The Vancouver Sun*. Seventeen percent of Greater Vancouver residents say they read the Thursday edition of the *Georgia Straight*.

These are the findings from an Ipsos Reid online panel survey conducted on behalf of the Georgia Straight from September 8-18, 2006 and is based on a sample of 1,156 Greater Vancouver residents, including 669 Vancouver residents. Results based on a sample size of 1,156 are considered accurate to within ± 2.9 percentage points, 19 times out of 20. Results based on a sample size of 669 respondents are considered accurate to within ± 3.8 percentage points, 19 times out of 20. These data were statistically weighted to ensure the sample's regional and gender composition reflects that of the actual population of Greater Vancouver according to the 2001 Census data.

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For more information on this news release, please contact:

*Jane Ha
Associate Vice President
Ipsos Reid
403-237-0066
Jane.ha@ipsos-reid.com*

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