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12 July 2005

The Chairman  
Notional Competition Authority

Dear Sir,

I am writing in connection with the Notional Competition Authority's investigation into the proposed acquisitions of British Media by Press Holdings and by Cable World respectively.

As part of my academic research I have conducted, with the assistance of my colleague S. Peculator, a survey that may be of use to the Authority in making its decision in the proposed matters.

We interviewed the random sample of 11 individuals that were at *The Belle Vue* pub in Walsall on 7 June 2007, and I report below the findings obtained from the interviewees:

**1. *Do you read local newspapers?***

82% yes

18% no

**2. *Which local newspaper do you read?***

27% Black Country Press

73% Courier Group

**3. *Which is your favourite football club?***

27% Walsall FC

73% Wolverhampton Wanderers

**4. *Who is the President of the USA?***

82% George W Bush

9% Al Gore

9% don't know

**5. *How do you obtain your local newspaper?***

82% purchase  
9% borrow  
9% pick up second-hand copy on the bus

**6. *What is the main reason for purchasing your local newspaper?***

73% read the Derek Dougan column – although he now also does a show on West Midlands Radio  
18% read classified ads  
9% personal dating ads

**7. *If your newspaper were to increase its price by 5-10% would you switch to an inferior local newspaper or would you instead turn to the excellent service of West Midlands Radio?***

91% switch to radio  
9% switch to other local newspaper

Please do not hesitate to contact me if I can be of further assistance.

Yours faithfully,

F.A. Bricatore