

# COMMUNITY NEWSPAPERS WORK

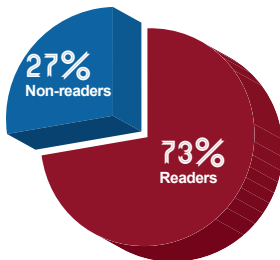


Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve. And they are able to target these communities like no other medium.

Every week in Canada, over 1,000 community newspapers circulate over 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

Community newspapers command a special place in Canadian households. The role they play is vital, often being the only choice for local news and information relevant to readers in the community.

On average, one-quarter of Canadians read **only** their community newspaper, and most readers read every issue, cover to cover.



Source: Connecting to Canadians with Community Newspapers, 2013

Readership of community newspapers is solid, with 73% of adults reading a community newspaper every week. They also reach more than three quarters of all women—more than any other medium—a key demographic difficult to reach with other media.

Community newspapers effectively reach all demographics—professionals, well-educated, affluent consumers—as well as families with children, seniors and homeowners in urban and rural Canada.



Community newspapers reach remote and rural regions best, according to the ComBase readership study.

- **87% readership** in Northern Canada
- **85% readership** in Manitoba
- **83% readership** in Saskatchewan

## Community Newspapers Reach All Demographics

77% of women, 78% of seniors and 75% of employed adults are community newspaper readers

GENDER	
Male	72%
Female	77%
AGE	
Young Readers 18-24 years	60%
Age 25-49 years	73%
Seniors 65+ years	78%
Baby Boomers 50+ years	79%
EDUCATION	
High School or less	73%
College (including Technical)	77%
University +	74%

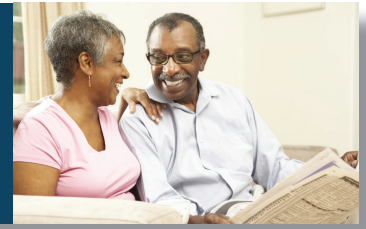
RESIDENCE	
Own Residence	77%
Rent Residence	64%
FAMILY STATUS	
With children	77%
Without children	73%
LIFE EVENTS (occurred in last year/next year)	
Marriage	73%
Child/Grandchild born	74%
Retire	78%
Change job	69%
Move (same city)	71%

HOUSEHOLD INCOME	
<\$30K	65%
\$30-\$49K	75%
>\$50K	78%
>\$75K	79%
>\$100K	79%
EMPLOYMENT STATUS	
Employed - full/part time, self employed	75%
Not Employed	74%
- Homemaker	78%
- Retired	78%
- On strike or leave	69%

Source: ComBase 2008/2009

**Community newspapers are local. Research shows that advertising within newspaper pages is trusted more than any other medium.**

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Research confirms that there are distinct differences between communities of varying sizes and once you get outside the city limits things change. Reaching rural Canadians effectively requires local media.

In Rural Canada the pace slows and people are far more likely to settle in to a traditional lifestyle. People are far less likely to be 'connected' and have interests that are tightly woven into the fabric of the community. The information they look for is specific and the sources of that information limited.

- Respondents in small cities are **25%** more likely to be receiving a community newspaper than those in large cities.
- People living in rural areas and smaller communities are more likely to be spending at least the same amount of time with the news as they did 2 years ago.
- Over **one-third** of respondents living in rural areas and small communities have a dial-up internet connection at home. **16%** have no internet connection at all.
- The single biggest use of a mobile device outside of making and receiving calls across all community sizes was checking weather forecasts.

Source: AdWest Media Usage Study, 2013

## Reasons for Reading Community Newspapers

*Community newspapers are relevant to local residents.*

### Local news and events

95%

### Advertising, flyers or inserts

76%

### Classified ads, real estate or employment

72%

### Editorial

60%

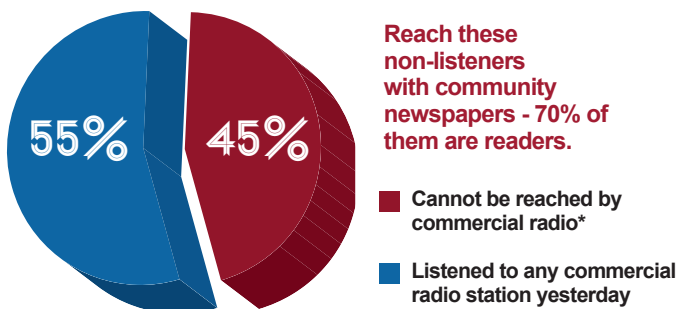
Source: Connecting to Canadians with Community Newspapers, 2013

Readership of local community newspapers has remained steady in today's new media landscape. Community newspapers continue to remain relevant to local residents for news, information and advertising.

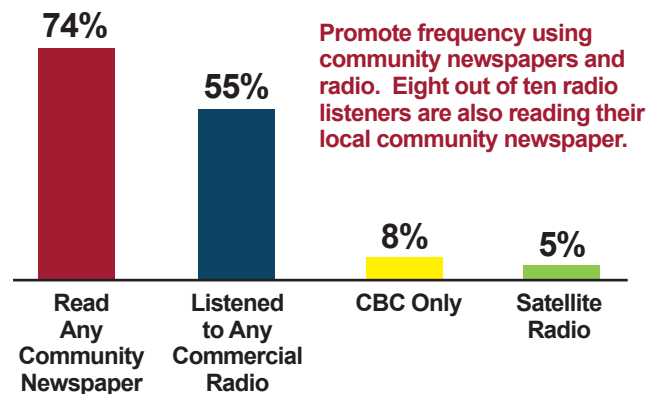
## Community Print Media vs. Radio

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.

**45% of adults cannot be reached by commercial radio\***



Source: ComBase 2008/2009 / \*did not listen to radio yesterday or listened to CBC only



**Reach hard-to-access Canadians:** Community newspapers reach more than three quarters of adults who are difficult to reach with broadcast.