

GOVERNMENT ADVERTISING AND NEWSPAPERS 2018



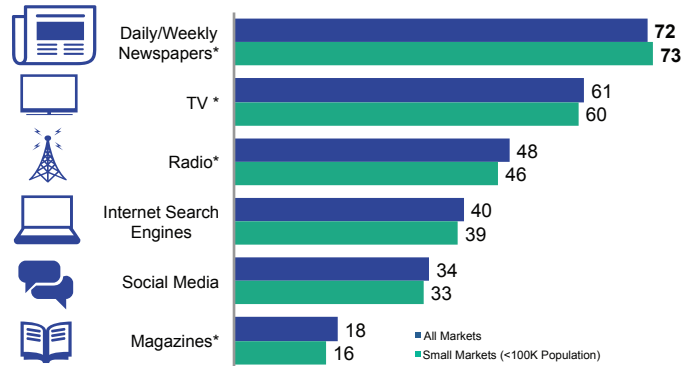
The government has a duty to inform Canadians about its programs, services, policies and decisions

Advertising is one of many ways the Government ensures that individuals, families and businesses have the information they need to exercise their rights and responsibilities and to make decisions about their health, safety and security.

Research from December 2016 finds that Canadian adults want to see advertising about government programs and services in newspapers more than any other media.

In smaller communities the preference is overwhelmingly for this advertising to appear in community newspapers.

CANADIANS WANT GOVERNMENT ADVERTISING IN NEWSPAPERS¹



PUBLIC NOTICE IS VITAL

Open and transparent communication from government to Canadians is vital and the proper dissemination of public notices assures that the public is informed about important changes that will impact their lives. There are two key components to public notices:

- 1. Informing the public of the notice, an**
- 2. Providing access to the information pertaining to that notice**

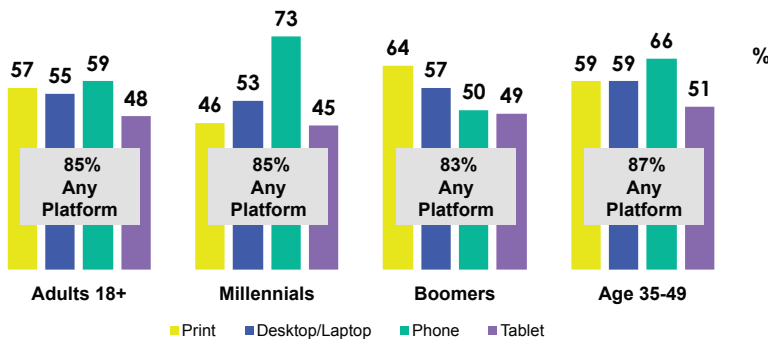
ONLINE PUBLIC NOTICES AT COST OF PUBLIC AWARENESS

In some areas within Canada, there is a push to move public notices into an online only format and to discontinue the requirement to publish notices in newspapers that represent the relevant audience for the notice. Often cost reduction is touted as the main driver for this push. This is a false savings as it comes at the cost of public awareness, the entire reason behind public notices. Online public notices can only be effective if the public knows where to look and is willing to take time out of their day to go searching for them. When a public notice is published in printed newspapers the likelihood is far greater that it will get noticed by its target audience.

MORE THAN EIGHT OF TEN CANADIANS READ NEWSPAPERS.

NEWSPAPER MEDIA REACH ALL TARGET GROUPS¹

Millennials read most on a phone. **Boomers** prefer to read in print. **Adults 35-49 years old** choose phone and then print and computer equally.



News Media Canada research, released in 2017, finds that **85% of Canadians continue to access newspapers on both printed and digital platforms (computer, smartphone, tablet).**

Almost a third of Canadians (30%) read newspapers in both print AND digital formats.

Total readership is consistent with variations in platform preference. Millennials prefer to read on their smartphones, Boomers prefer to read their printed newspaper.

For more information, go to www.newsmediacanada.ca

Source:
¹Totum Research, December 2016; Base: 2,403 Canadian adults 18+

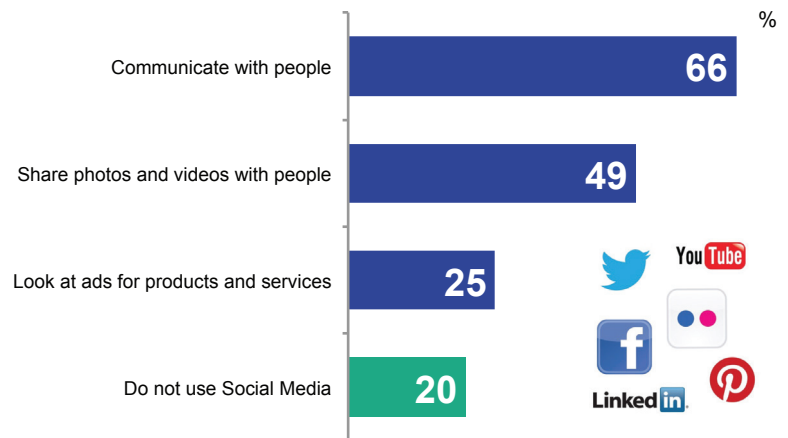
GOVERNMENT ADVERTISING AND NEWSPAPERS 2018



Social media doesn't reach everyone.¹

The government trend of reaching constituents using their own websites and social media is a concern for many reasons:

1. **One in five Canadian** adults doesn't even use social media.
2. Governments have an **obligation to provide access to important and relevant information** to ALL Canadians.
3. The majority of social media users choose to communicate with friends and share photos and videos. Only **25% want to see advertising in their social media feeds**.
4. Few communities are adequately served by online-only sources of local news and information. The ability of printed newspapers to deliver news and government information is proven and an **essential tool for continued democratic and economic vitality**.
5. Website information can be changed while **newspaper public notices are printed, archived and remain as a permanent public record**.



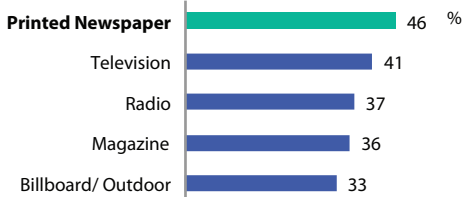
NEWSPAPER ADVERTISING CONTINUES TO BE MOST TRUSTED.

Research from various sources continues to find newspaper advertising to lead in levels of trust.

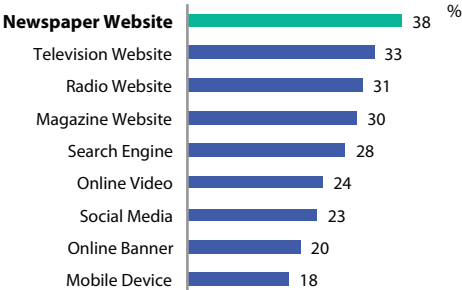
As trust in digital advertising and social media continues to erode, newspapers maintain public trust with a focus on journalism, fact checking and provide a trusted environment for ads.

Please indicate how much trust you have in each of the advertising formats listed.²

IN TRADITIONAL MEDIA



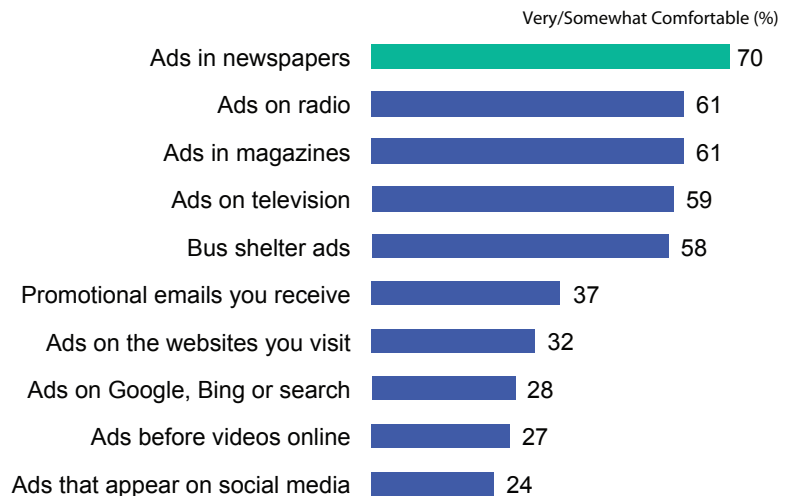
IN DIGITAL MEDIA



How comfortable are you with the levels of truth and accuracy in the advertising you see, hear or read for each of the following:³



TRUTH AND ACCURACY IN ADVERTISING



For more information, go to www.newsmediacanada.ca

Source:

¹Totum Research, December 2016; Base: 2,403 Canadian adults 18+

²Community Newspapers Drive Results 2017, Totum Research

³Consumer Perspectives on Advertising 2017, Advertising Standards Canada; The Gandalf Group