

Community Newspapers Drive Results

2016



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Study Details

Study Timing

February 2016

Online Panel

UThink

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95%
confidence level



2,408 Canadians surveyed

786 printed community newspaper readers;
467 buyers of new vehicles in past 2 years

Nationally Representative Sample

Men 50%, Women 50%

18-34: 29%, 35-54: 37%, 55-64: 16%, 65+ 18%

West 31%, Ontario 39%, Quebec 23%, Atlantic 7%

This project was produced with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage. The content of this study represents the opinions of the authors and does not necessarily represent the policies or the views of the Department of Canadian Heritage or the Government of Canada.



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Community Newspapers Drive Results

Study Objectives

- ❑ **Measure newspaper readership by platform, device and community size.**
- ❑ **Measure engagement with printed community newspapers in Canadian households.**
 - Time spent with newspaper
 - Follow different types of news
 - Reasons for reading printed newspapers
 - Source of information about local community
- ❑ **Understand the role of printed community newspapers in the automotive path-to-purchase.**



Community Newspapers Drive Results



Eight in ten Canadians read newspapers across all platforms.



Printed community newspapers are dominant in smaller communities.



Community newspaper engagement is strong.

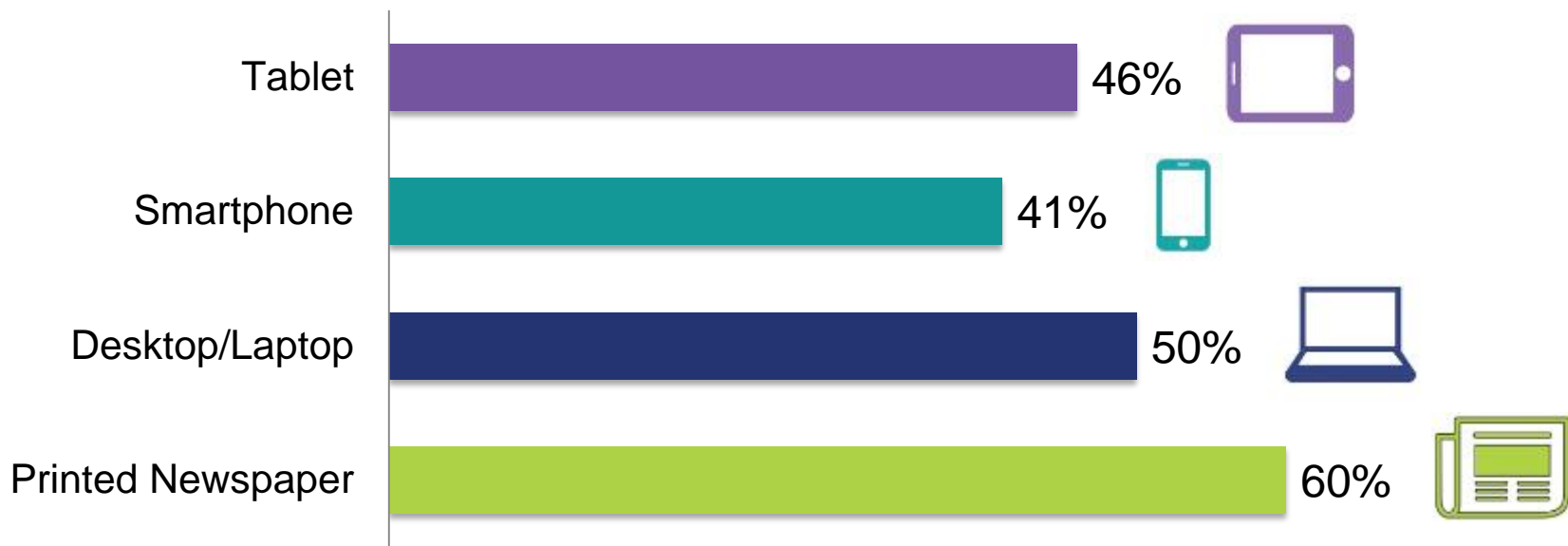
- Time spent with the printed paper unchanged
- Local information main reason for reading
- Favourite source for local news and information



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Eight in Ten Canadians Read Newspapers Across Platforms

83% of adults* read newspaper content across multiple platforms.



Canadians still prefer their newspaper content in printed format.



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Media Engagement is Important

The **primary goal of advertising** is to reach a defined audience to affect behaviour and influence potential consumers.

Engagement:

- Shows readers are paying attention.
- Demonstrates a level of connection.
- Sets the stage for influence to occur.
- Necessary for community to form.



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Printed Community Newspaper Engagement



Time spent with a printed community newspaper is virtually unchanged compared with two years ago.



Readers tend to follow news closely with local news being the most attentively sought.



The predominant reason for reading a community newspaper is local news.

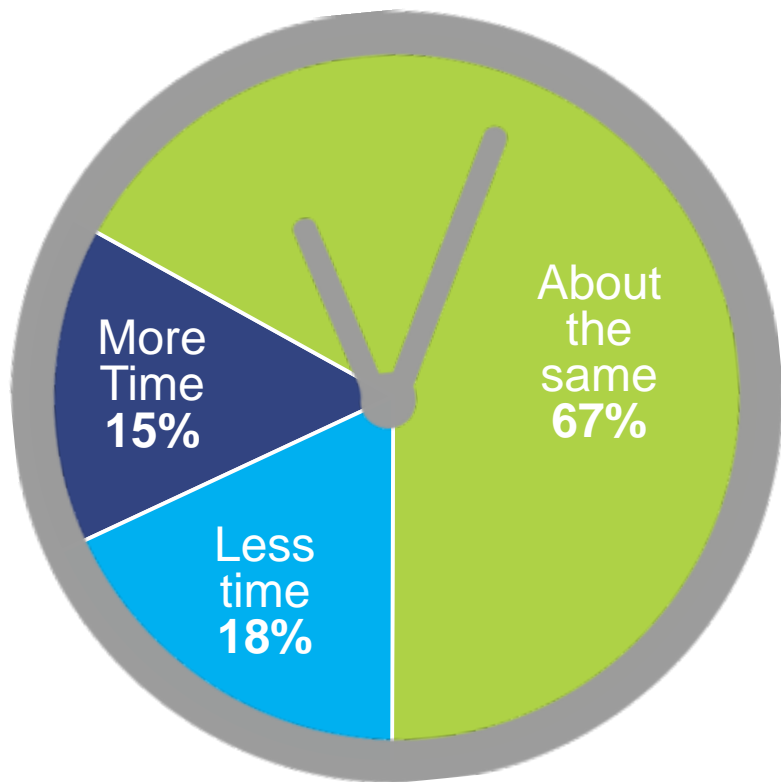


The printed community newspaper is the favourite source of local news and information.



Printed Community Newspaper Engagement

Time Spent Reading (vs. 2 years ago)



The time spent with a printed community newspaper is **virtually unchanged** compared with two years ago.

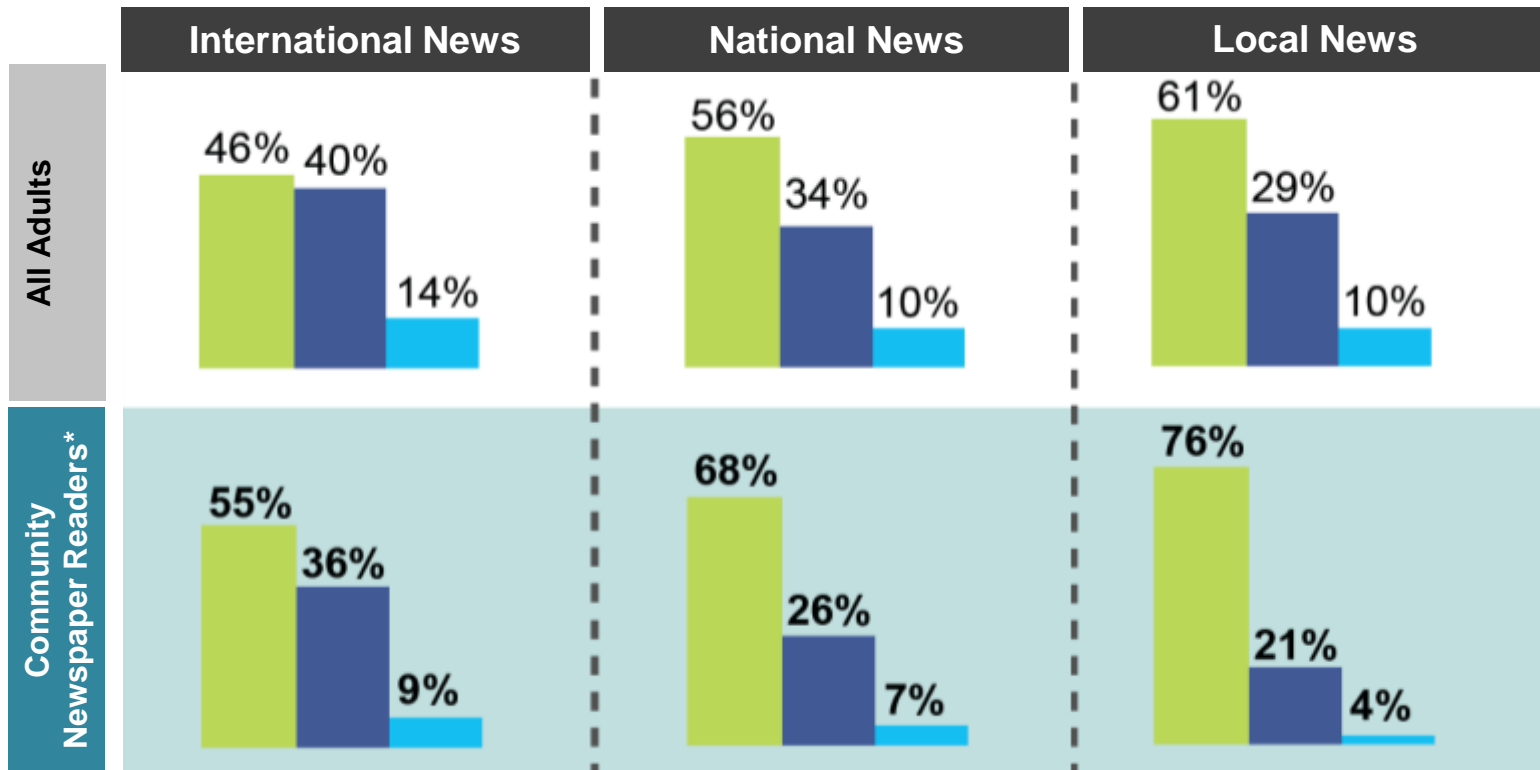
82% spend about the same amount of time or more with their printed community newspaper.



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Follow Different Types of News

Most of the time Only when something is happening Seldom or never



Printed community newspaper readers are more likely to closely follow all three types of news most of the time.



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Reasons for Reading Printed Community Newspaper



1. Local Information

Local Editorial, Sports, Entertainment, Events or News

2. Advertising

Flyers/Inserts or Advertising in the paper

3. Classified Ads/Real Estate/ Employment

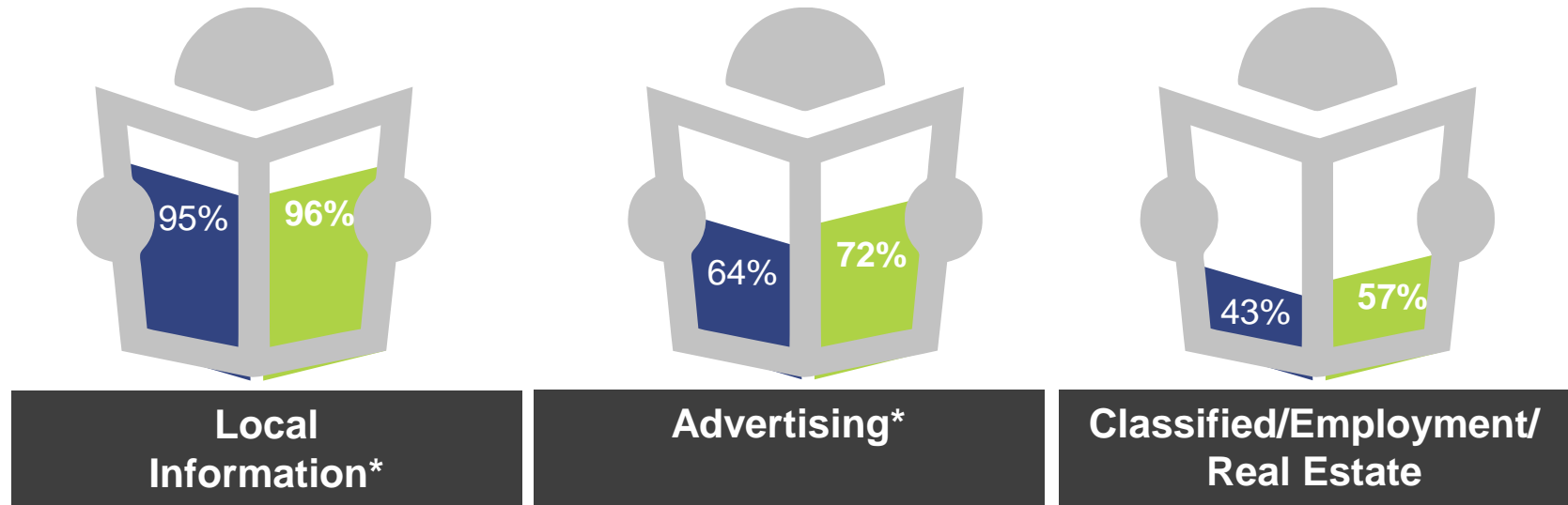
Readers in smaller population markets* demonstrate marked differences in reasons for reading their printed community newspaper.



Printed Community Newspaper Engagement

Reasons for Reading Printed Community Newspaper

■ Population 100K+ ■ Population <100K



Printed community newspaper readers are reading for local information as well as advertising.

In markets with less than 100,000 population, 72% of printed community newspaper readers want advertising.

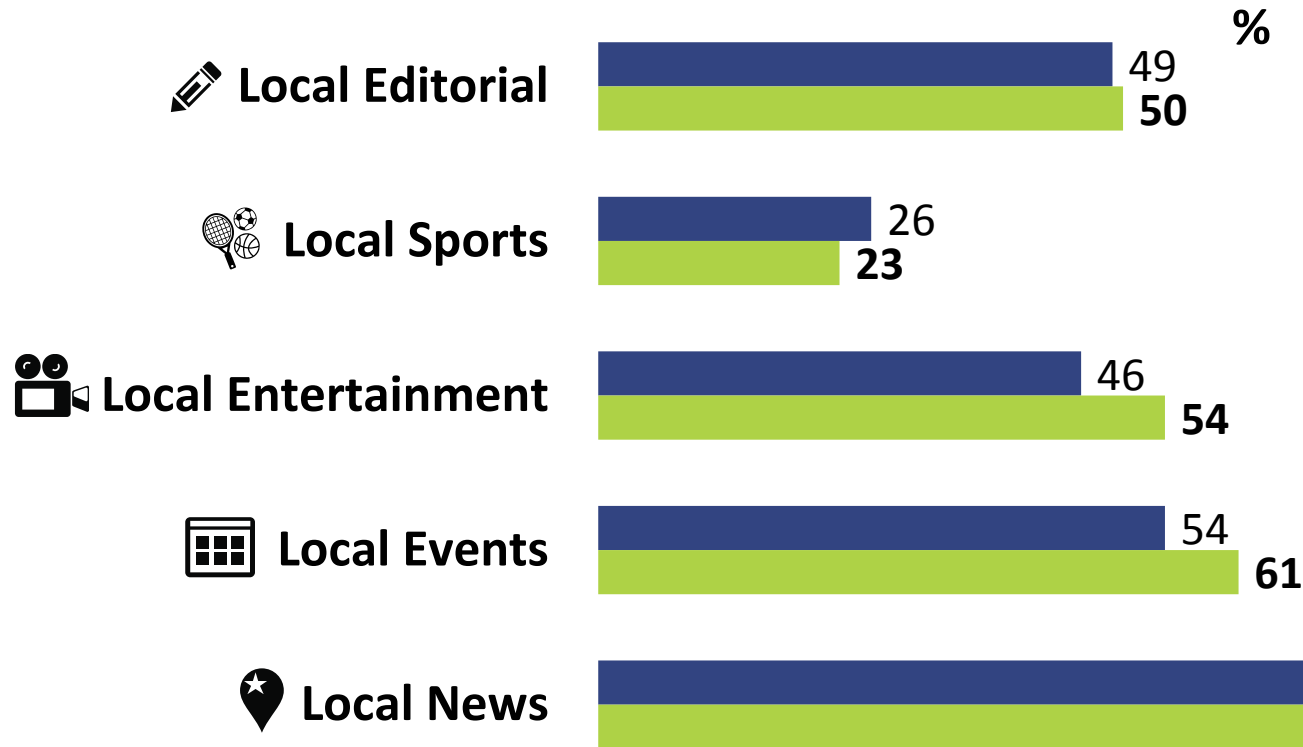


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Printed Community Newspaper Engagement

Reasons for Reading Printed Community Newspaper

Population 100K+ Population <100K



Local news is the most popular reason for reading printed community newspapers.

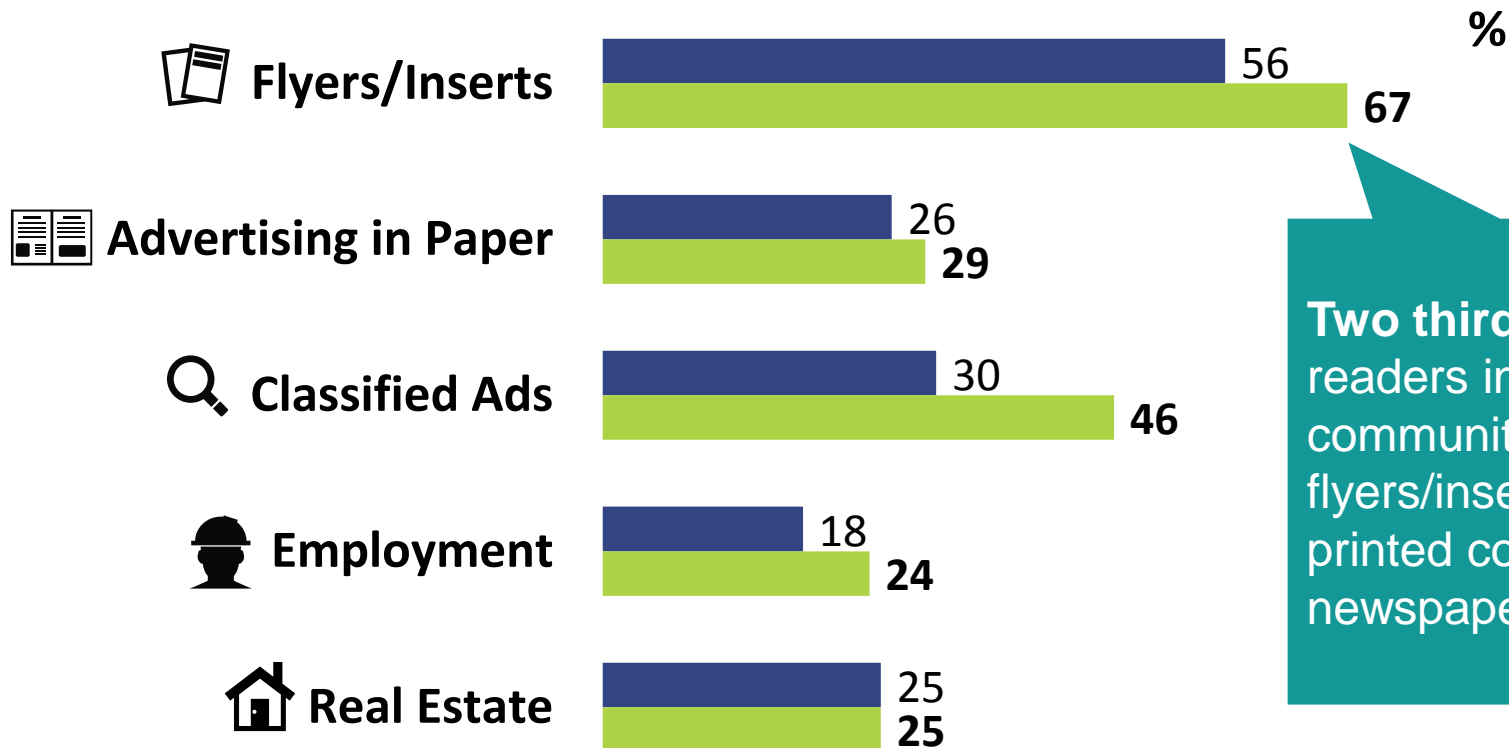


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Printed Community Newspaper Engagement

Reasons for Reading Printed Community Newspaper

■ Population 100K+ ■ Population <100K



Two thirds (67%) of readers in smaller communities want the flyers/inserts in their printed community newspapers.



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Printed Community Newspaper Engagement

Local Information Sources

Top Three Media for Local Information



Printed community newspapers



Local television news broadcast



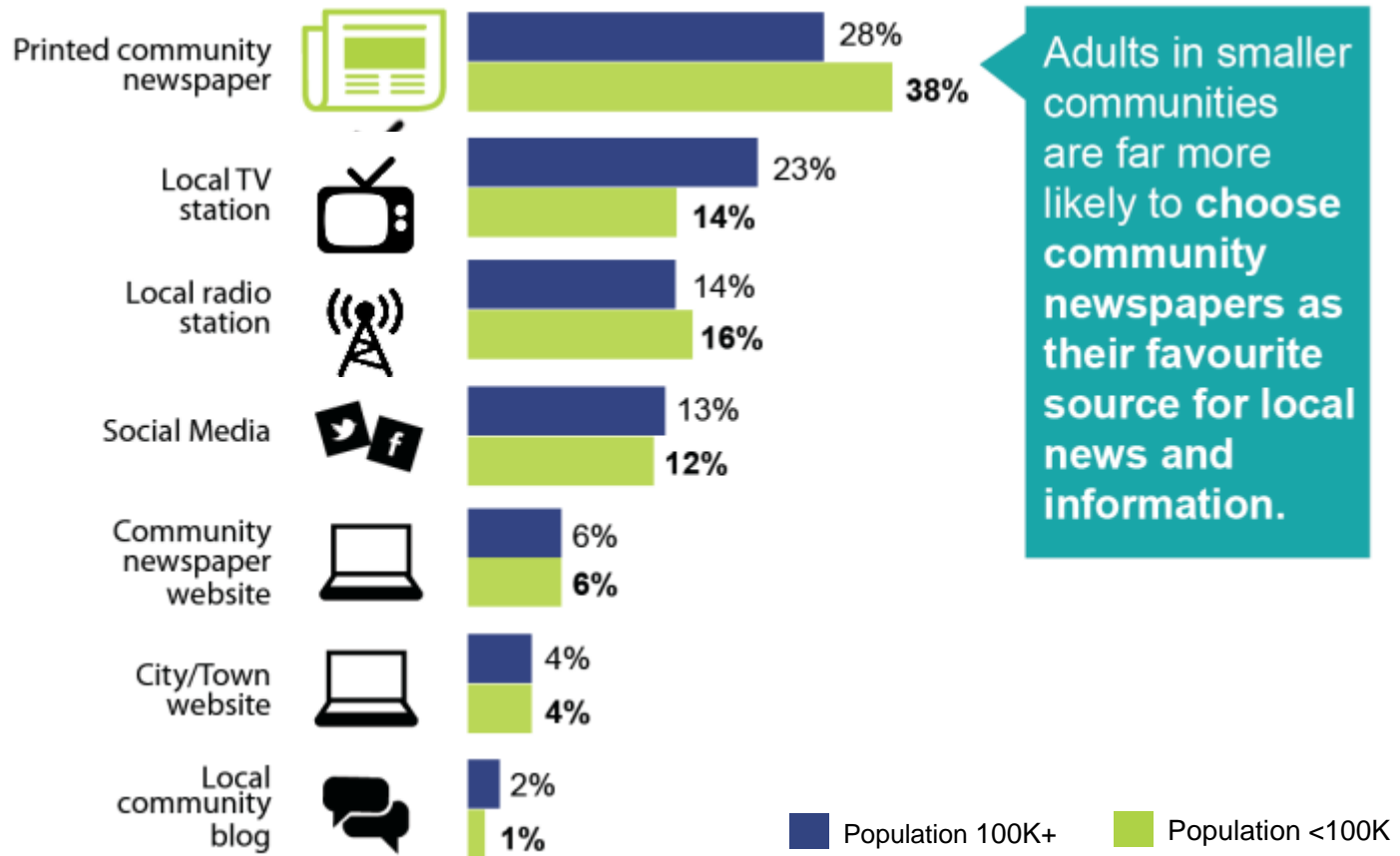
Local radio broadcast

In smaller markets* both printed community newspapers and “word of mouth” usage increase more than 30%.



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Favourite Source of Local News and Information



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Community Newspapers Drive Results for Vehicle Sales

Printed community newspaper readers notice vehicle advertising in their papers.

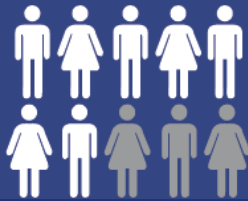


Newspapers and their websites:

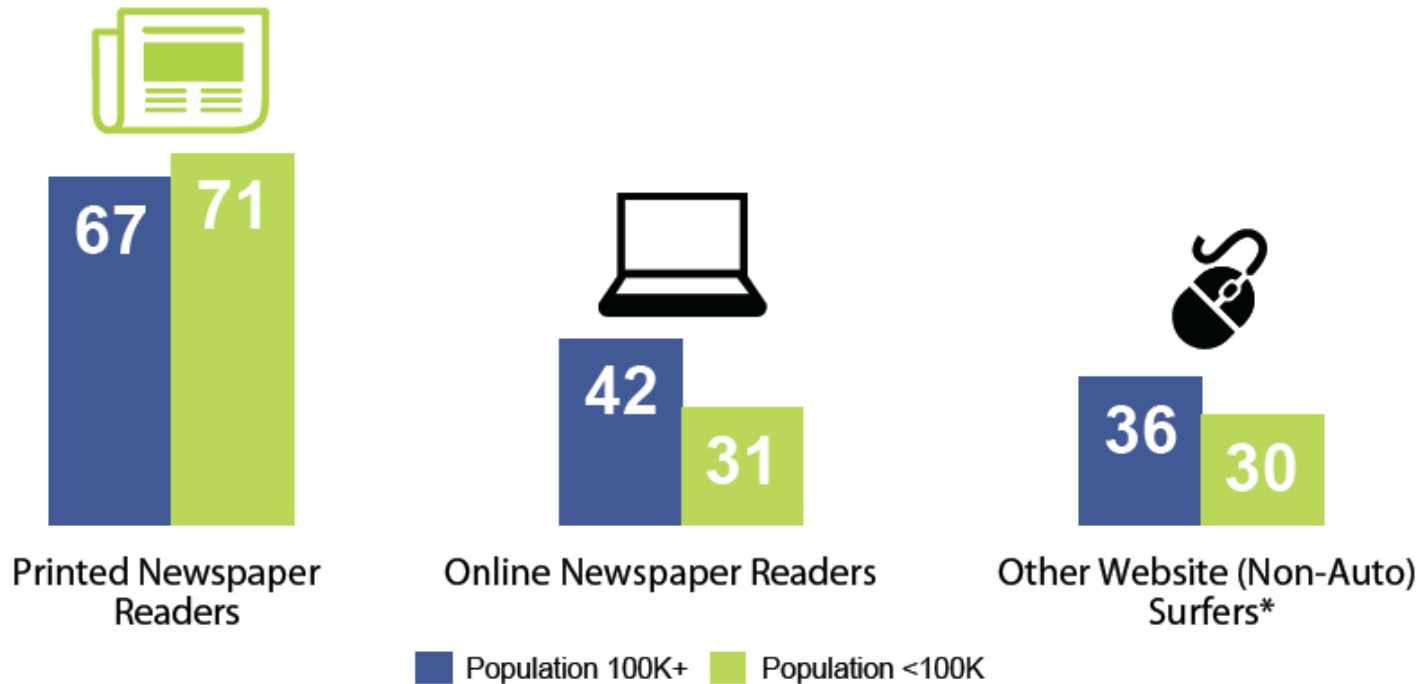
- Are the most influential media at all 3 stages of the automotive purchase cycle;
- Trigger visits to automotive websites (manufacturer, brand/model, dealer); and
- Generate dealership visits and test drives.



Vehicle Ads in Newspapers are Read



**7 OF 10 PRINTED COMMUNITY
NEWSPAPER READERS** NOTICE THE
VEHICLE ADS IN THEIR PAPER.



■ Population 100K+ ■ Population <100K



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Media Influence in Auto Path-to-Purchase

Newspapers and their websites are the most influential media in all 3 stages.

Stage 1 Thinking about buying or replacing vehicle

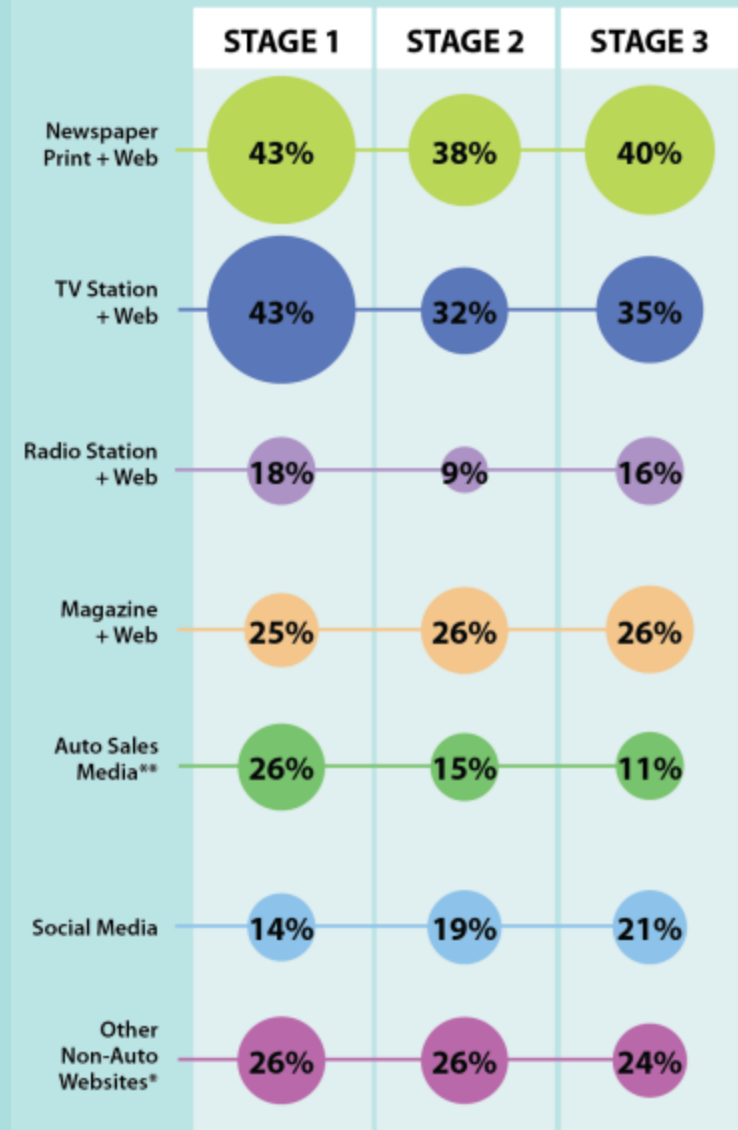
Newspapers and Television are both key media in this first stage.

Stage 2 Researching options

Newspapers are the top influence when consumers are conducting automotive research.

Stage 3 Ready to make purchase decision

40% of new car buyers/printed readers are influenced by newspapers and their sites when they are ready to make a purchase.



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Media That Trigger Automotive Website Visits

Newspapers and their sites are effective at driving traffic to automotive sites.

Manufacturer Website

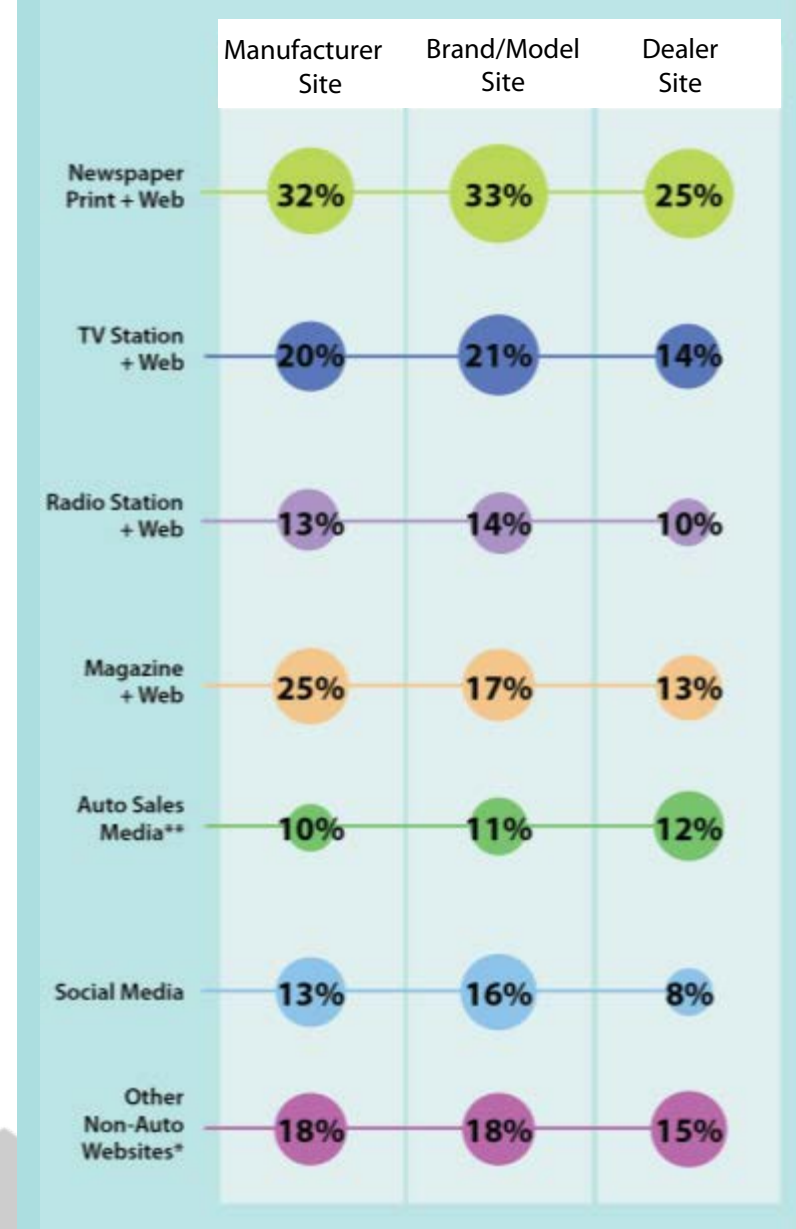
Newspapers, Magazines and Television are the top 3 media that drive traffic to manufacturer websites.

Brand/Model Website

33% of new car buyers/printed readers visit a Brand/Model website based on exposure to newspapers in print or digital.

Dealer Website

Newspapers are the most effective choice to generate visits to dealer websites.



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Media That Trigger Car Dealership Visits and Test Drives

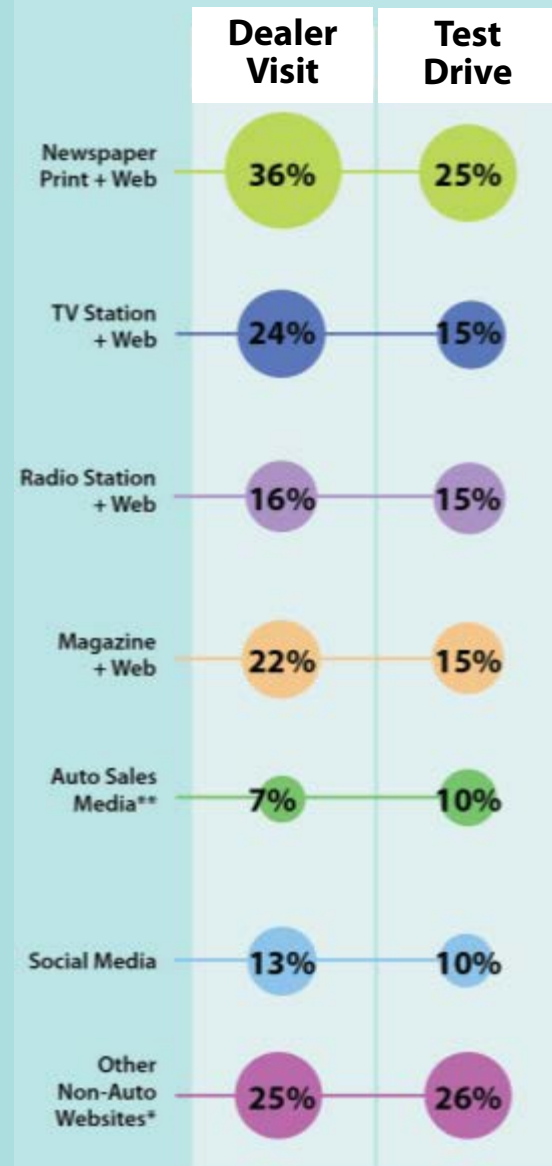
Newspapers and their websites are the most influential media.

Dealership Visits

Newspapers and their sites (36%) are key drivers for dealership visits.

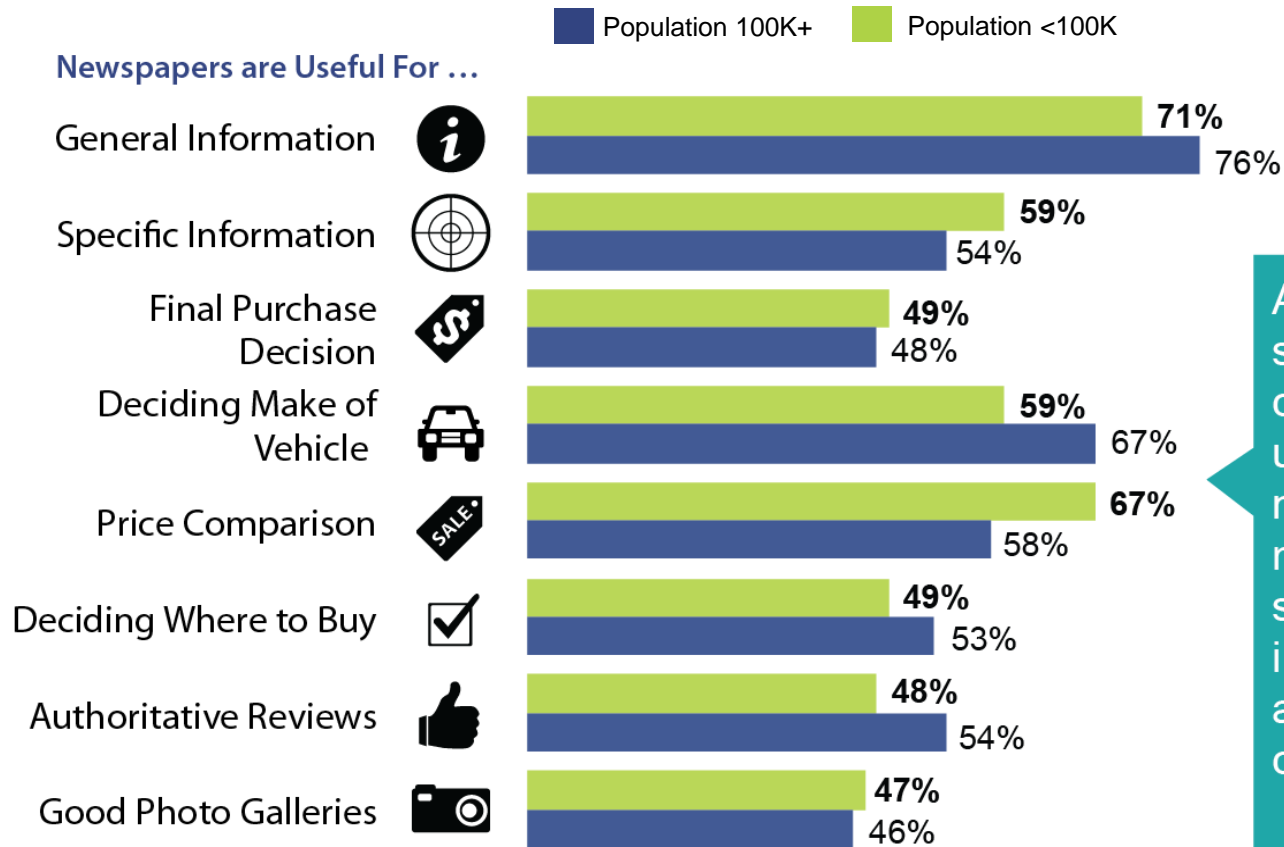
Booking Test Drives

Newspapers and other non-auto websites are the top motivators for booking test drives.



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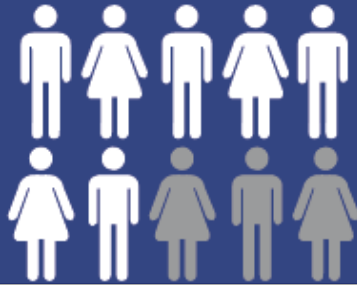
Newspapers Influence Auto Purchase Decisions



Adults in smaller communities use newspapers more for specific information and price comparisons



Community Newspapers Drive Results



**7 OF 10 PRINTED COMMUNITY
NEWSPAPER READERS NOTICE THE
VEHICLE ADS IN THEIR PAPER.**

Newspapers and their sites influence the Auto path-to-purchase.

- They are the most influential media at all 3 stages of the auto purchase cycle;
- They trigger visits to auto websites (manufacturer, brand/model, dealer); and
- Newspapers generate dealership visits and test drives.

Printed newspapers influence purchase decisions.

- Adults in smaller communities use newspapers more for specific information and price comparisons.



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