



# Community Newspapers Drive Results *Engagement* 2017



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# Community Newspapers Drive Results

## Engagement

### *Study Objectives*



- Profile community newspaper readers.
- Examine readership by platform – print, web, phone, tablet.
- Measure engagement with community newspapers
  - Time spent with print and digital community newspaper
  - Reasons for reading community newspapers
  - Source of information about local community news and information
  - Trust in advertising
  - Actions resulting from exposure to newspapers





# Study Details



## Study Timing

December 2016

## Online Panel

UThink

## National Scope

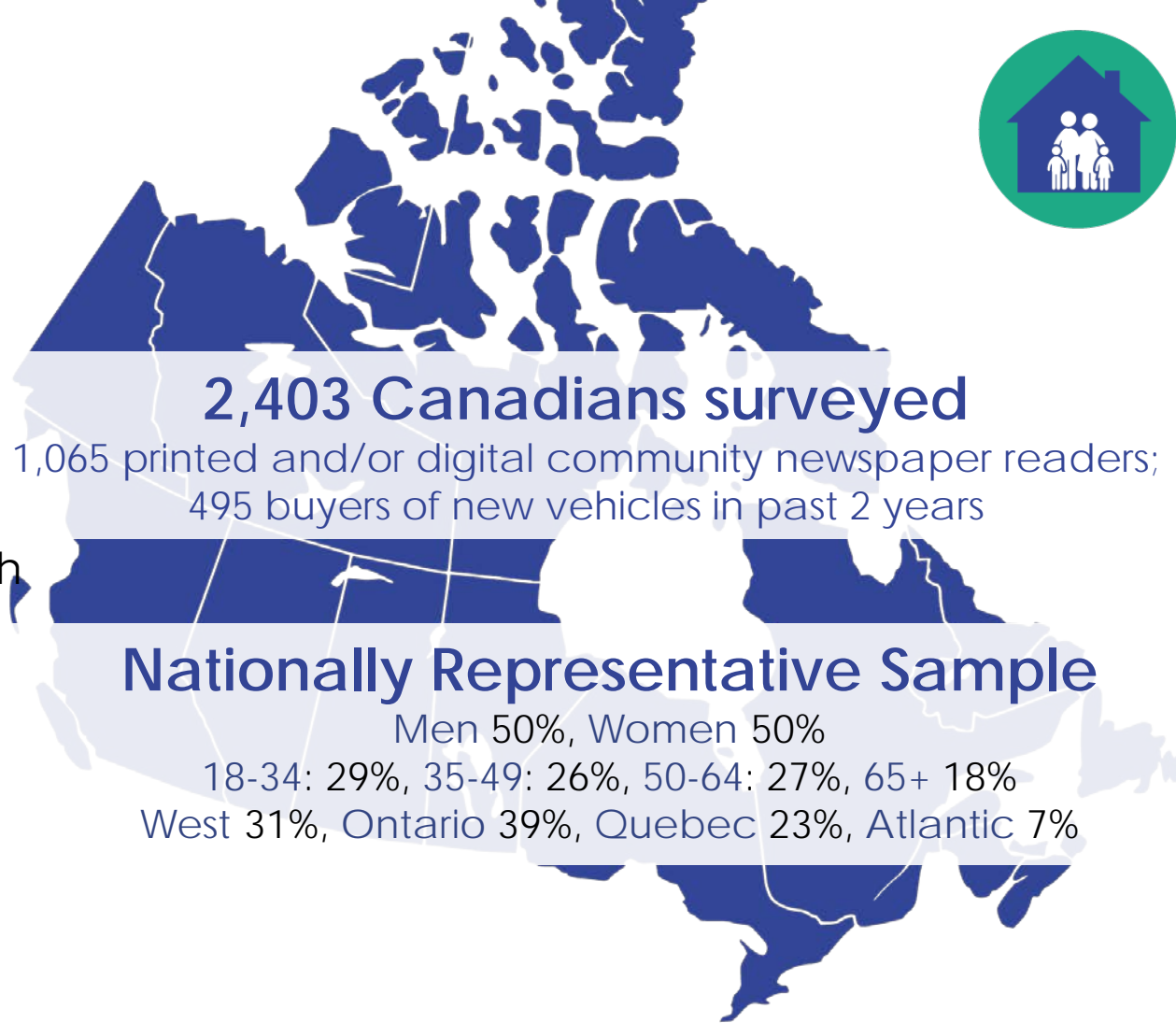
78% English / 22% French

## Study Management

Totum Research

## Margin of Error

±2.0% at the 95%  
confidence level



**2,403 Canadians surveyed**

1,065 printed and/or digital community newspaper readers;  
495 buyers of new vehicles in past 2 years

**Nationally Representative Sample**

Men 50%, Women 50%

18-34: 29%, 35-49: 26%, 50-64: 27%, 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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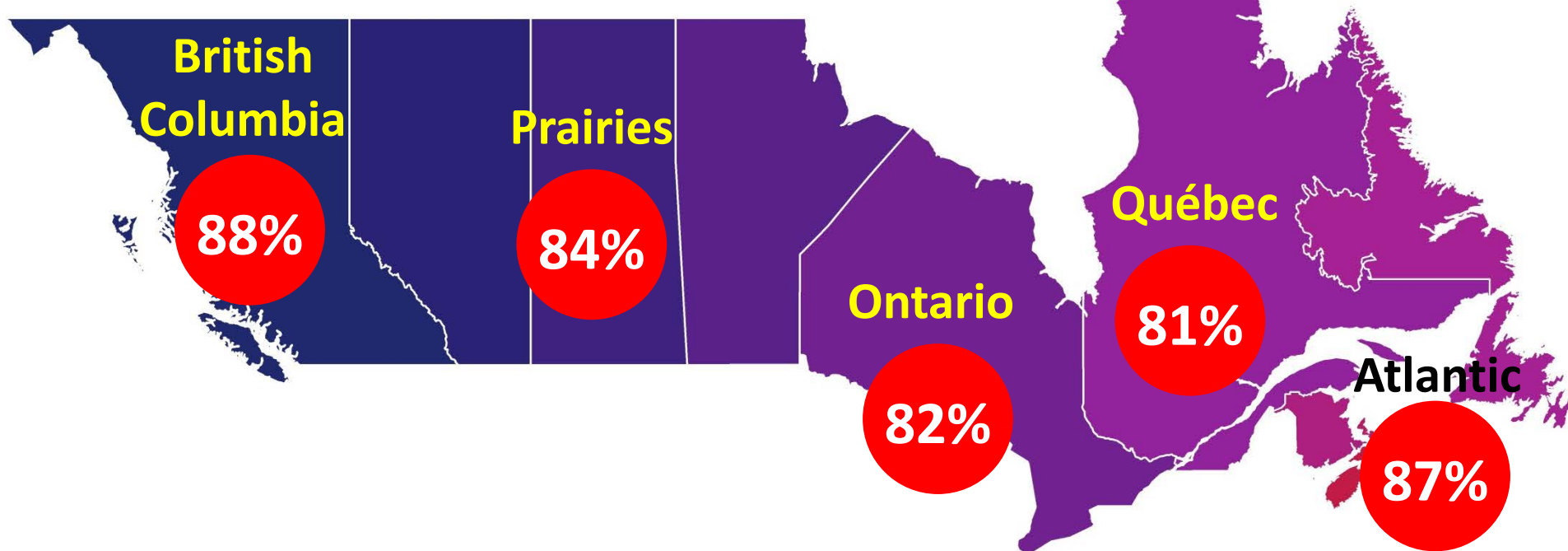
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# 83% of Canadians are Local Community Newspaper Readers



Adults 18+



# Community Newspapers Drive Results



Eight in ten community newspaper readers access content across all platforms.



More than four in ten community newspaper readers access content across ALL FOUR platforms (print, desktop/laptop, tablet, phone).

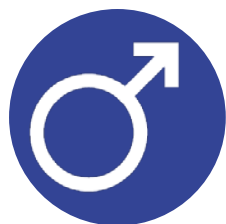


Community newspaper engagement is strong.

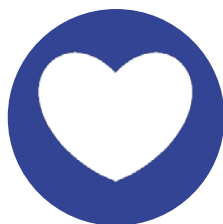
- Time spent with the printed paper little changed
- Local information main reason for reading
- Favourite source for local news and information
- Community newspaper ads most trusted
- Readers respond to advertising



# Profile of Community Newspaper Readers



**MALE**  
50%



**MARRIED**  
64%



**BOOMERS**  
(52-70 years)  
33%  
Millennials 18-34 (29%)



**BUSINESS  
DECISION  
MAKERS\***  
41%



**INFLUENCERS**  
44%



**AVERAGE  
HOUSEHOLD  
INCOME**  
\$80,341



**NO  
CHILDREN IN  
HOUSEHOLD**  
66%



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Community Newspapers Drive Results 2017, Totum Research

Base: Printed and/or digital community newspaper readers

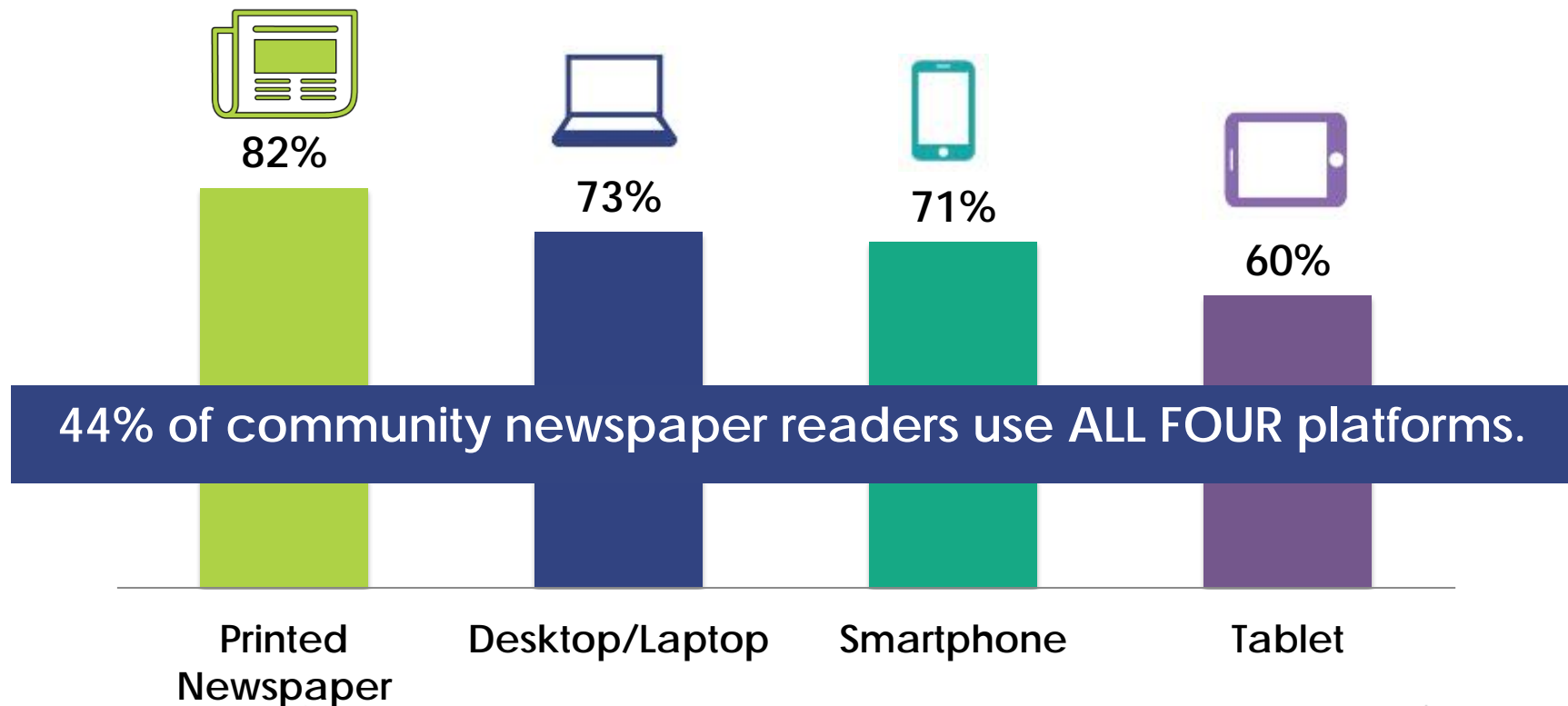
\*Business Decision Makers = professionals, senior management/executives and business owners/self employed



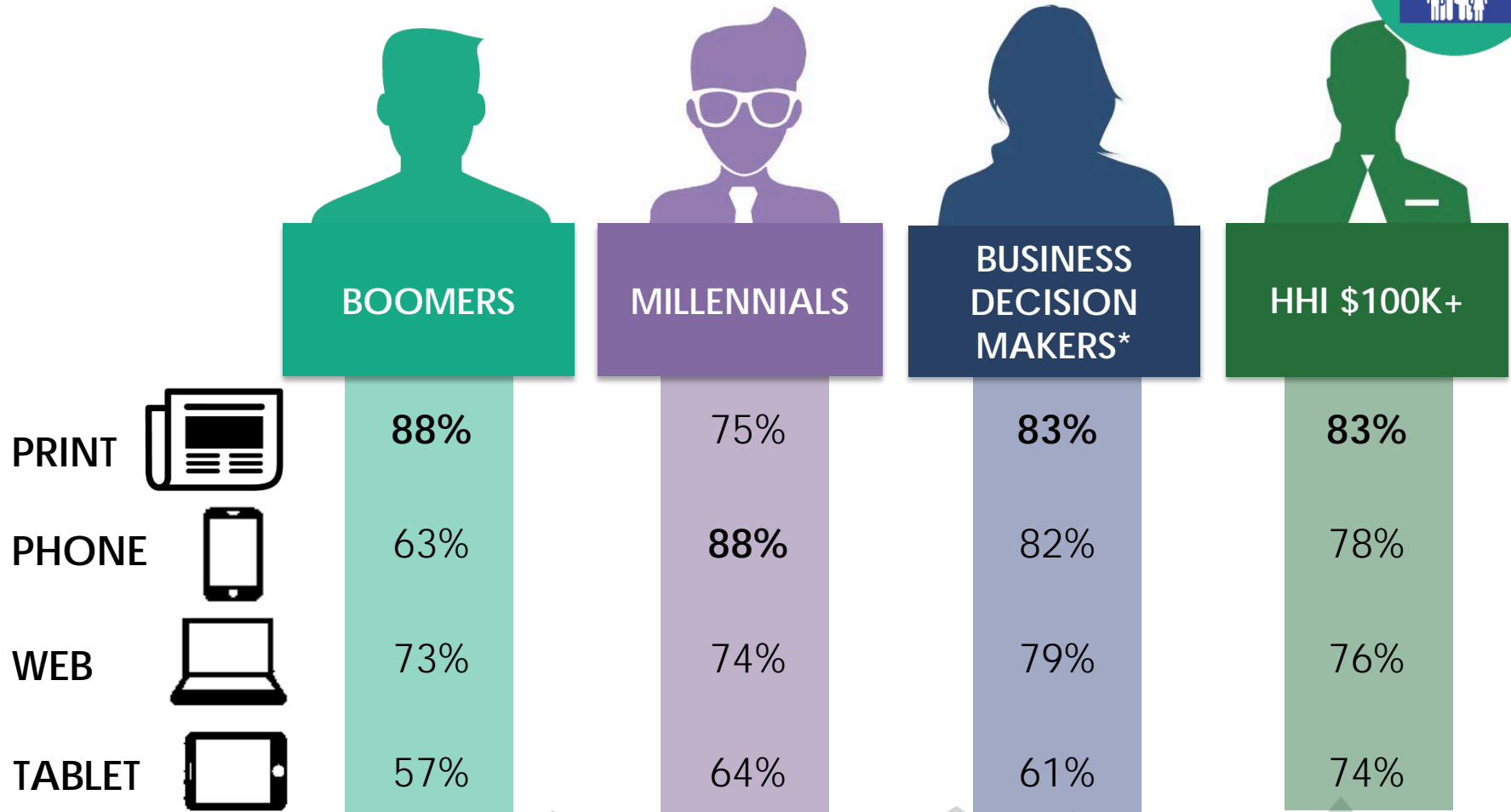
# Community Newspaper Readers Access Content Across All Platforms



## Eight in Ten Readers Choose Print



# Multi Platform Readers



PRINT



88%

75%

83%

83%

PHONE



63%

88%

82%

78%

WEB



73%

74%

79%

76%

TABLET



57%

64%

61%

74%



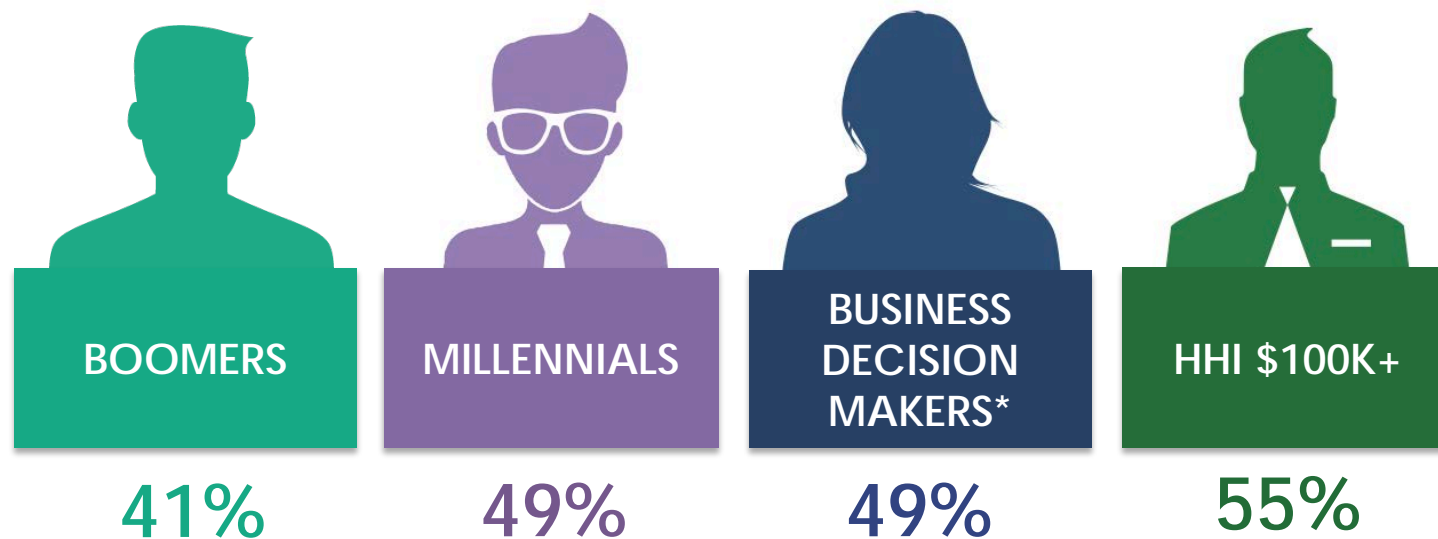
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# Multi Platform Readers

44% of community newspaper readers access content on ALL FOUR platforms





# 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.





# Community Newspaper Engagement



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



Time spent with digital community newspaper content has increased significantly compared with two years ago.



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



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

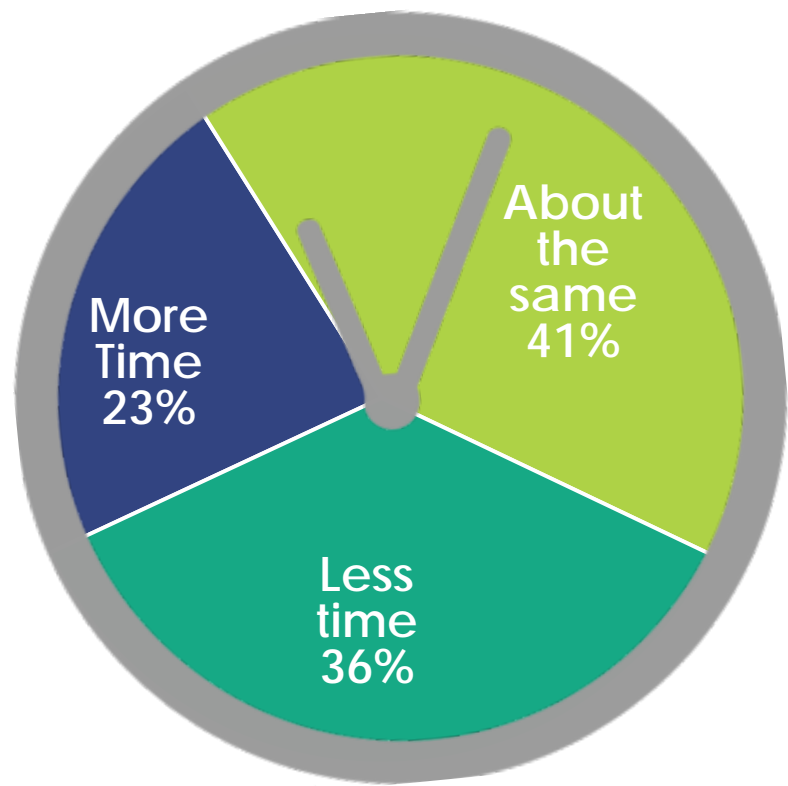




# PRINTED



## Community Newspaper Engagement Time Spent Reading (vs. 2 years ago)



The time spent with a printed community newspaper is **little changed** compared with two years ago.

**64%** spend about the same amount of time or more with their printed community newspaper.

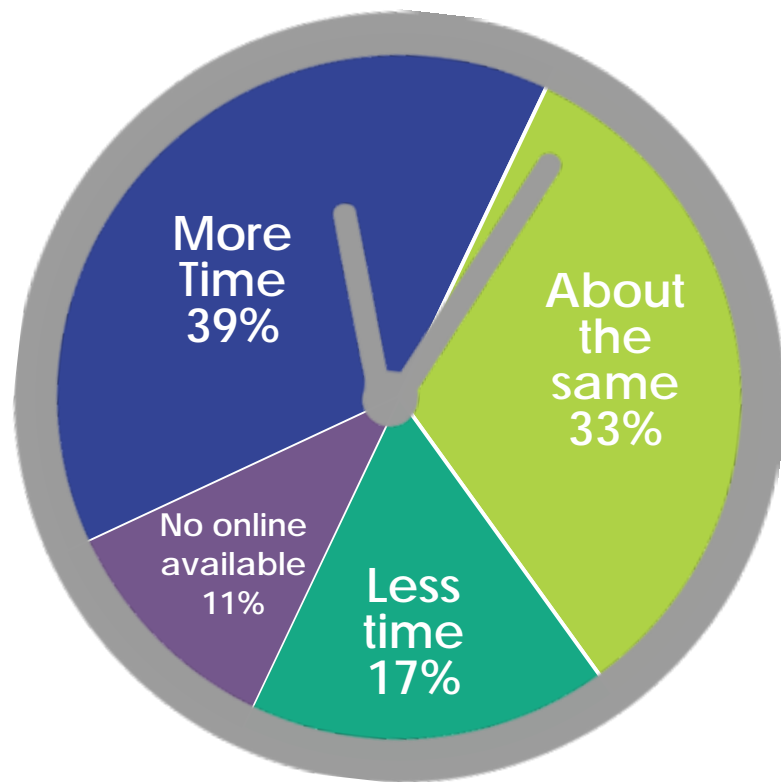


DIGITAL



# Community Newspaper Engagement

## Time Spent Reading (vs. 2 years ago)



The time spent with digital community newspaper content has increased significantly compared with two years ago.

**72%** spend about the same amount of time or more with their digital community newspaper.





# Reasons For Reading

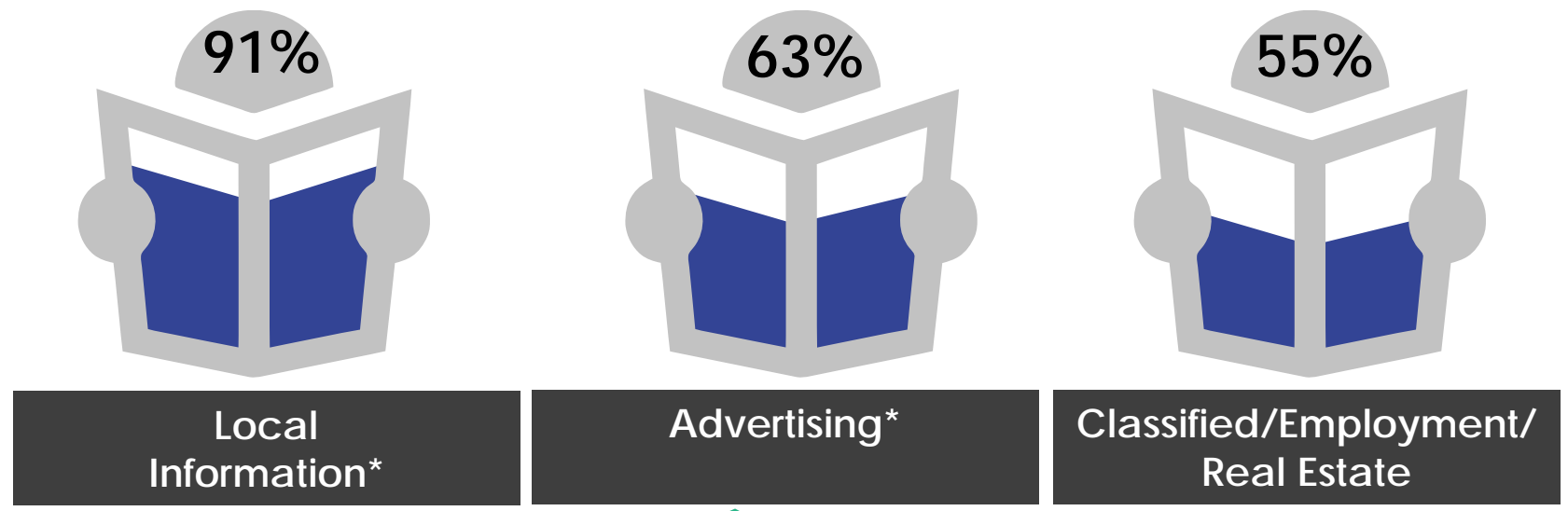




# PRINTED

## Community Newspaper Engagement

### Reasons for Reading Printed Community Newspaper



**Printed community newspaper readers are reading for local information as well as advertising.**  
 Almost two thirds of readers (63%) want to see advertising in their printed community newspaper.



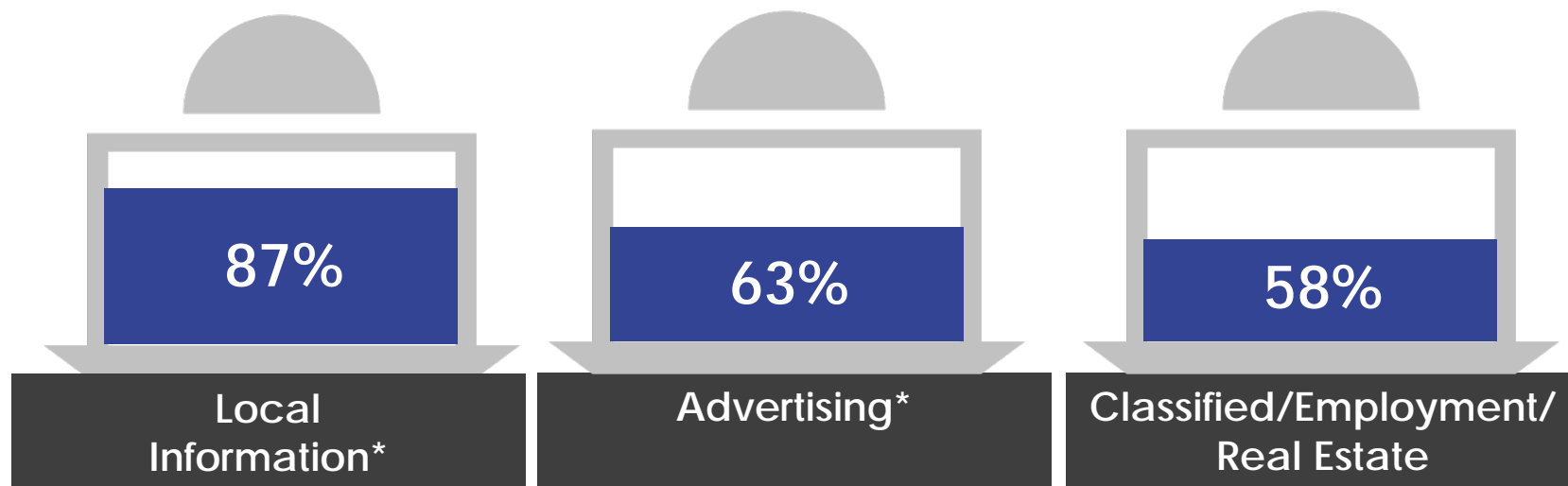


DIGITAL



# Community Newspaper Engagement

## Reasons for Reading Digital Community Newspaper



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

Nine out of ten digital readers want to see local information in their online community newspaper.



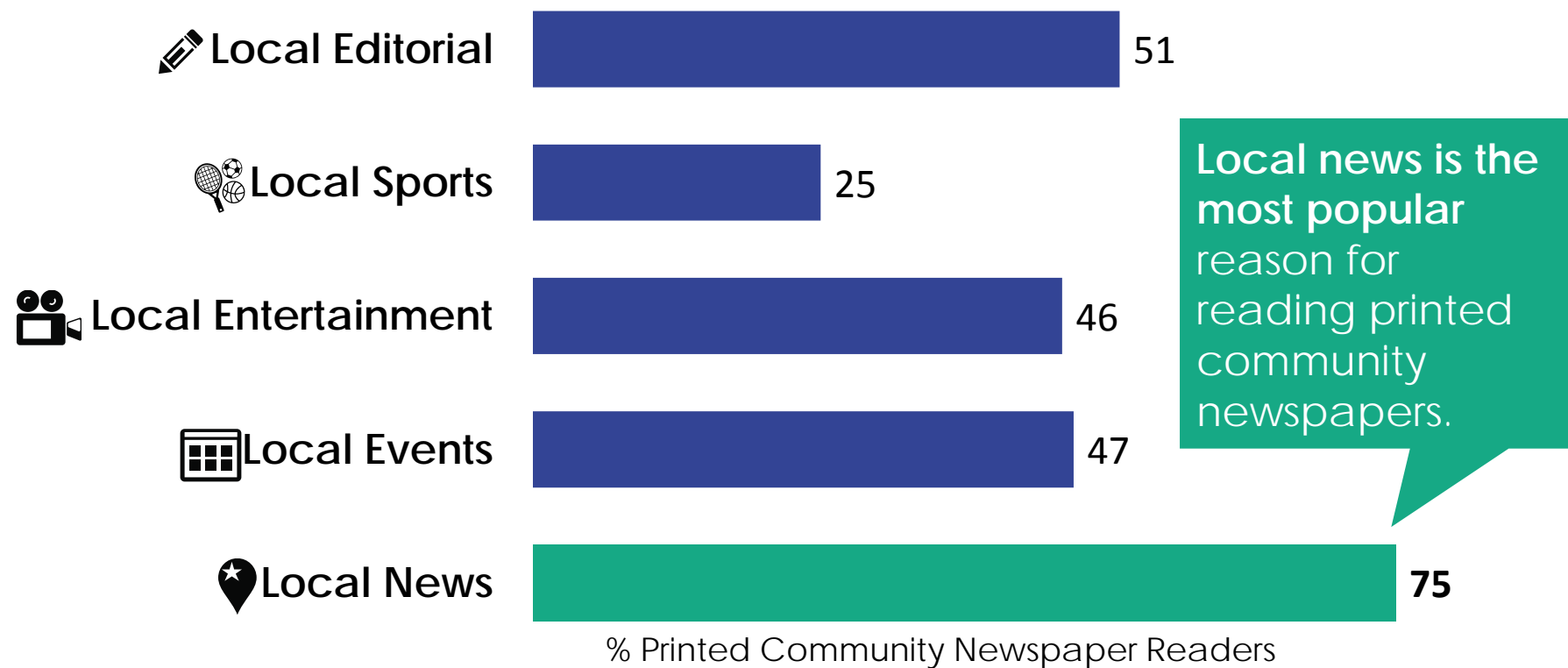


PRINTED



# Community Newspaper Engagement

## Reasons for Reading Printed Community Newspaper



PRINTED



# Community Newspaper Engagement

## Reasons for Reading Printed Community Newspaper



Flyers/Inserts



56



Advertising in Paper



25



Classified Ads



39



Employment



18



Real Estate



25

% Printed Community Newspaper Readers

Almost six out of ten (56%) readers want the flyers/inserts in their printed community newspapers.



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# Community Newspaper Engagement



## Top Three Media for Local Information



Printed community newspapers



Local television news broadcast

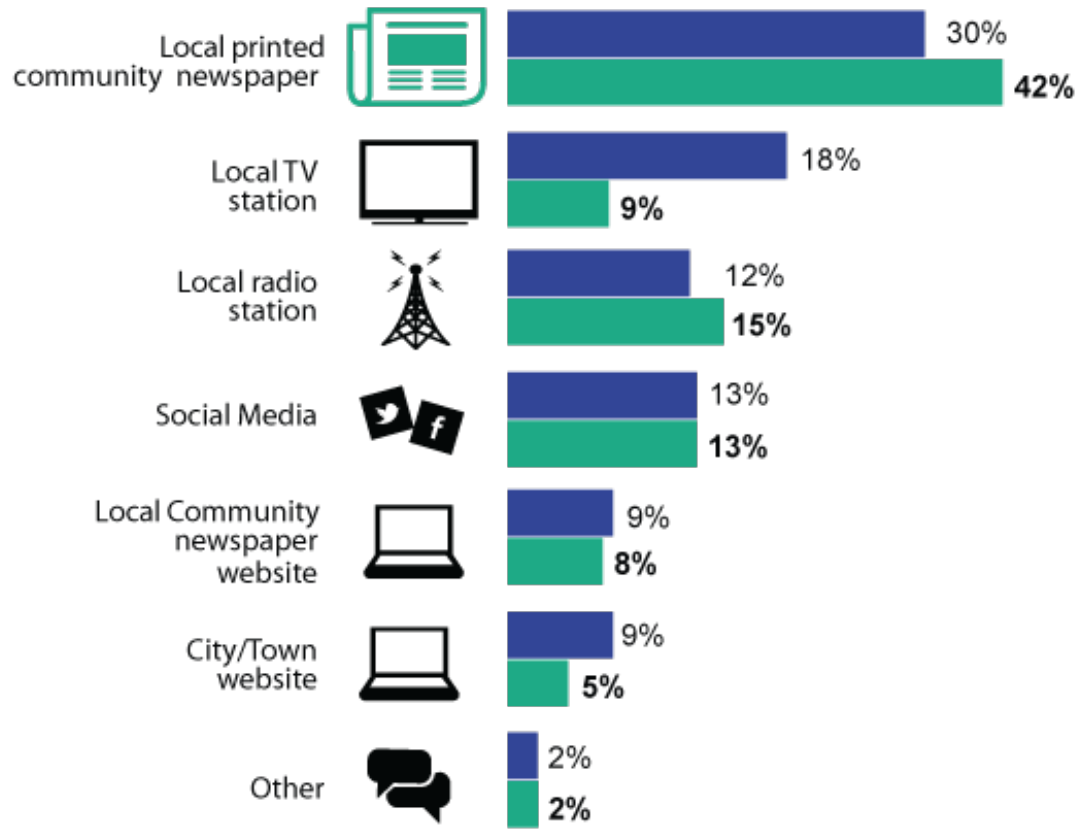


Local radio broadcast

In smaller markets\* the printed community newspaper is the only medium used MORE for local information.



# Favourite Source of Local News and Information



Adults in smaller communities are far more likely to choose community newspapers as their favourite source for local news and information.

■ Population 100K+    ■ Population <100K



# Response to Advertising in Community Newspapers



## 1. Trust in Advertising

*Readers trust advertising in community newspapers more than in any other medium.*

## 2. Traditional / Digital Formats

*Ads in community newspapers outperform other media, in print and digital formats.*

## 3. Take Action on Ad Content

*Community newspaper readers act on ads they see.*

**Community newspaper readers are responsive to advertising content.**



# Ads in Newspapers are Most Trusted

## Trust Advertising Content



Ads in Physical or Digital Format

49%



Newspaper

44%



Television

40%



Radio

39%



Magazine



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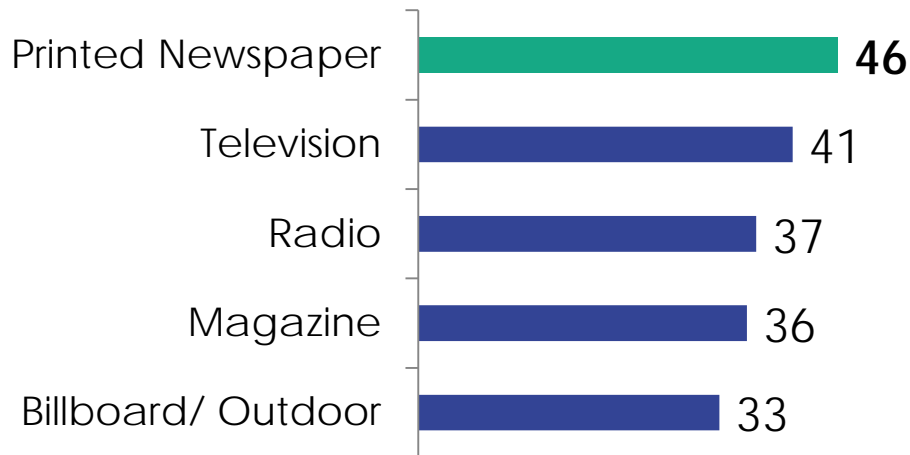


# Printed/Digital Newspaper Advertising Most Trusted

## Trust Advertising Content

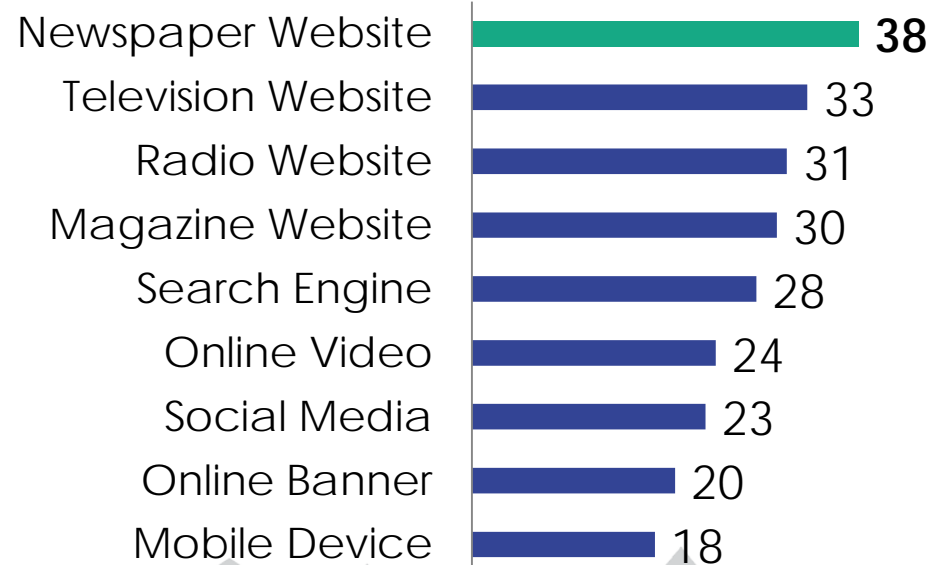


### In Traditional Media



### In Digital Media

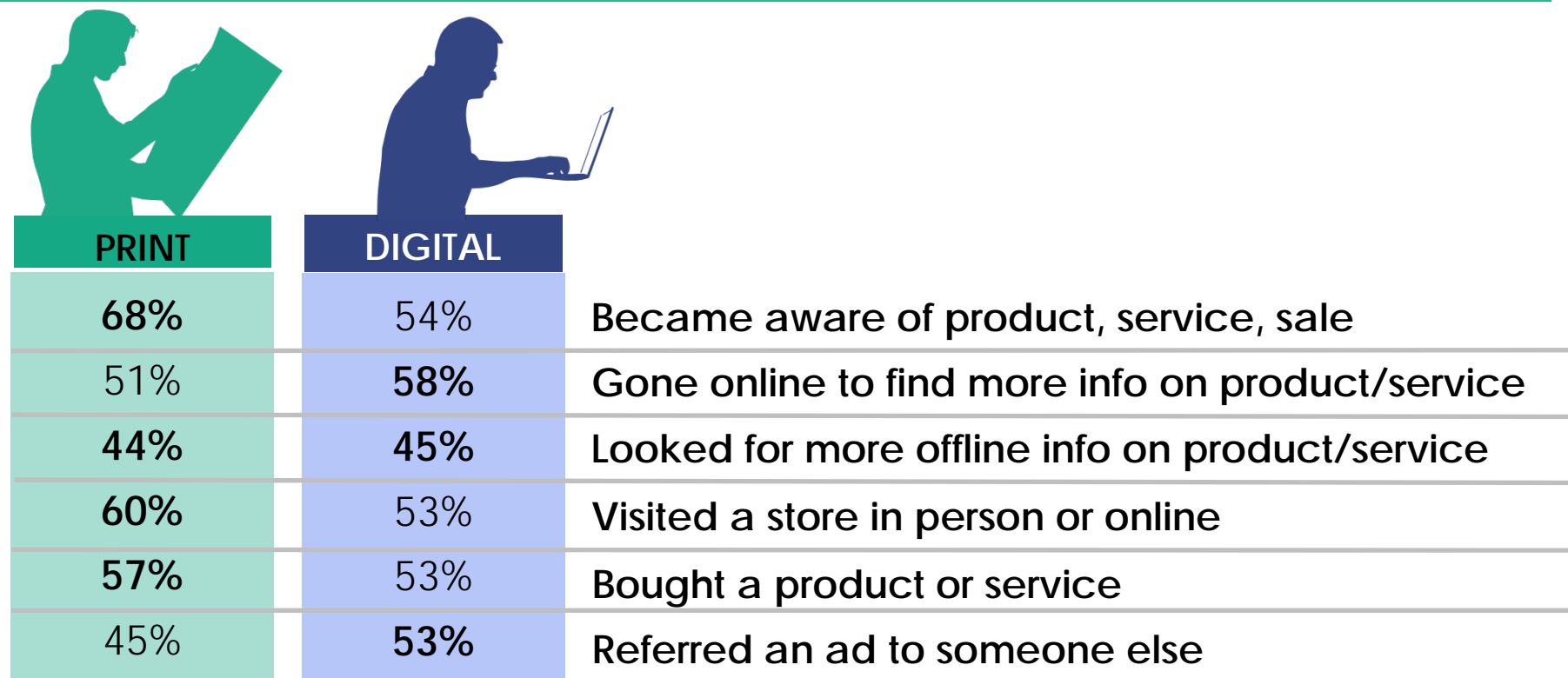
%



# Community Newspaper Readers Respond to Advertising



## Action Taken as a Result of Seeing an Ad





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