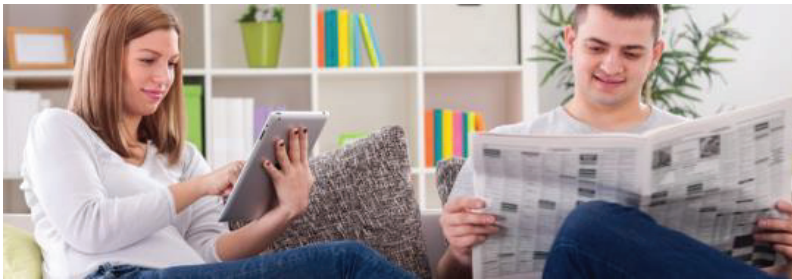


# COMMUNITY NEWSPAPERS DRIVE RESULTS 2017 ENGAGEMENT



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.

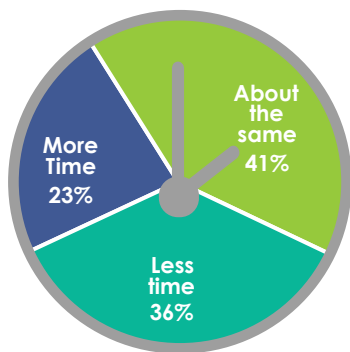


The predominant reason for reading a community newspaper is local news.



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

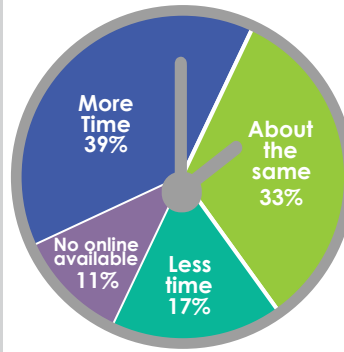
## TIME SPENT READING (VS. 2 YEARS AGO)



### PRINT

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

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.

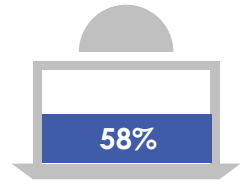
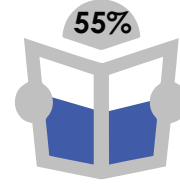
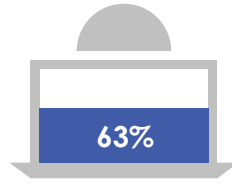
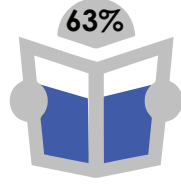
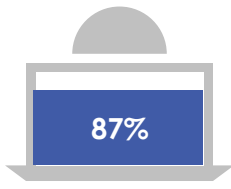
For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)



# COMMUNITY NEWSPAPERS DRIVE RESULTS 2017 ENGAGEMENT



## REASONS FOR READING COMMUNITY NEWSPAPER



Local Information\*

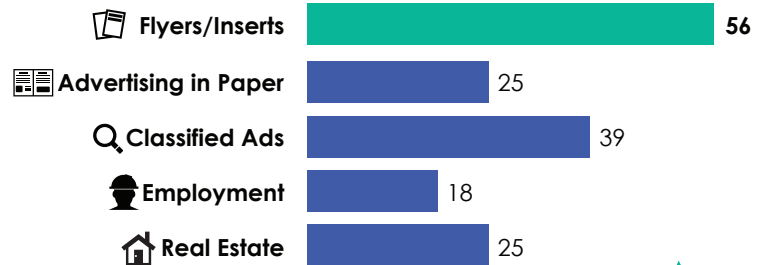
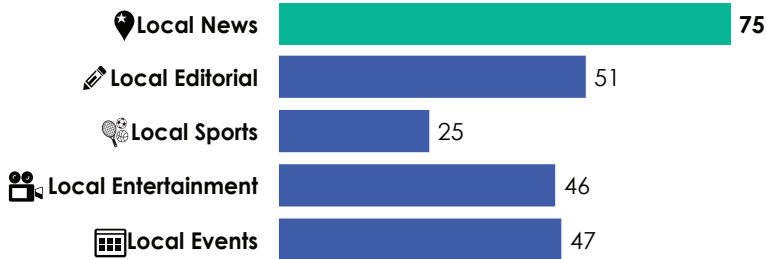
Advertising\*

Classified/Employment/Real Estate

**Printed and digital newspaper readers are reading for local information as well as advertising.**

Nine out of ten readers want to see local information and almost two thirds of readers (63%) want to see advertising in the community newspaper.

## REASONS FOR READING PRINTED COMMUNITY NEWSPAPER



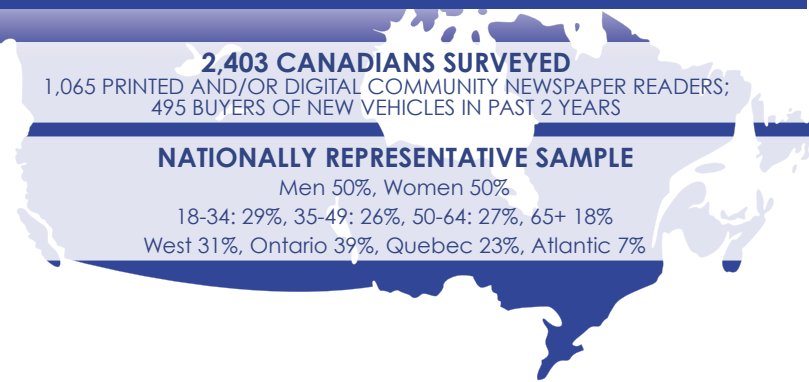
% Printed Community Newspaper Readers

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

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



For more information, go to [www.newsmediacanada.ca](http://www.newsmediacanada.ca)

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.

Source: Community Newspapers Drive Results 2017, Totum Research  
 Base: Printed and/or website community newspaper readers  
 \* Local Information=Local News, Editorial, Sports, Entertainment, Events; Advertising=Advertising in the paper, Flyers/Inserts

