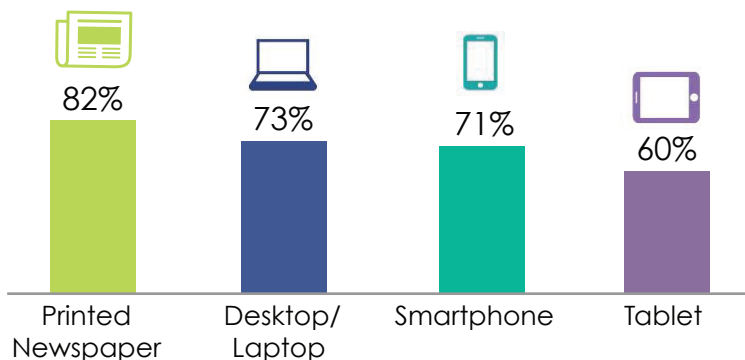


COMMUNITY NEWSPAPERS DRIVE RESULTS 2017 MULTI PLATFORM READERS



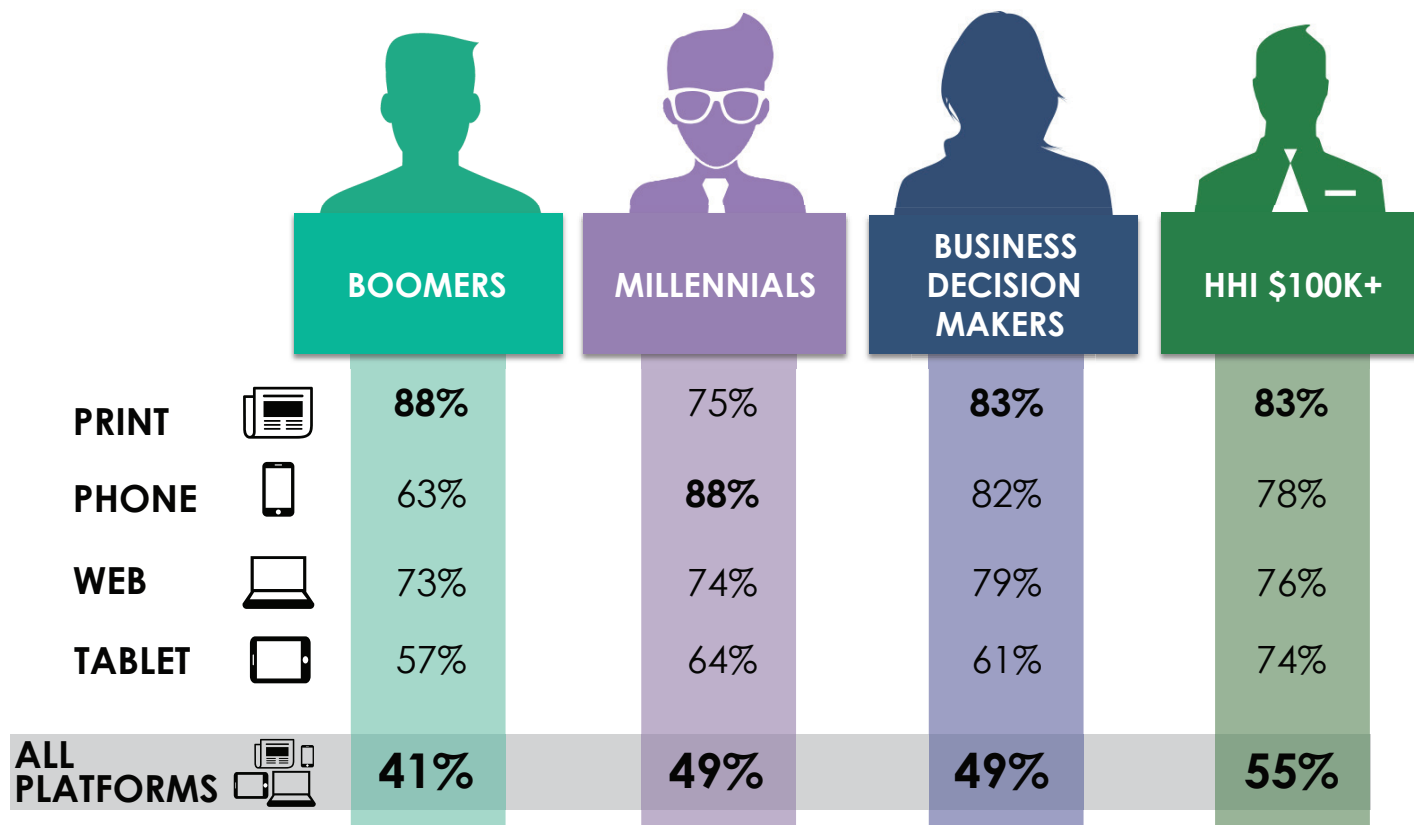
COMMUNITY NEWSPAPER READERS ACCESS CONTENT ACROSS ALL PLATFORMS

Eight in Ten Community Newspaper Readers Choose Their Printed Newspaper



44% of community newspaper readers use ALL FOUR platforms.

COMMUNITY NEWSPAPER READERS ACCESS CONTENT ACROSS ALL PLATFORMS



For more information, go to www.newsmediacanada.ca

Source: 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

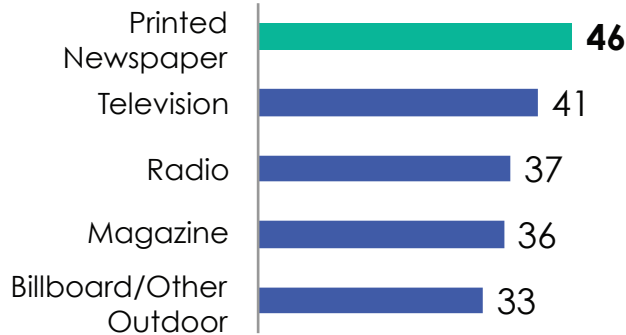
COMMUNITY NEWSPAPERS DRIVE RESULTS 2017 MULTI PLATFORM READERS



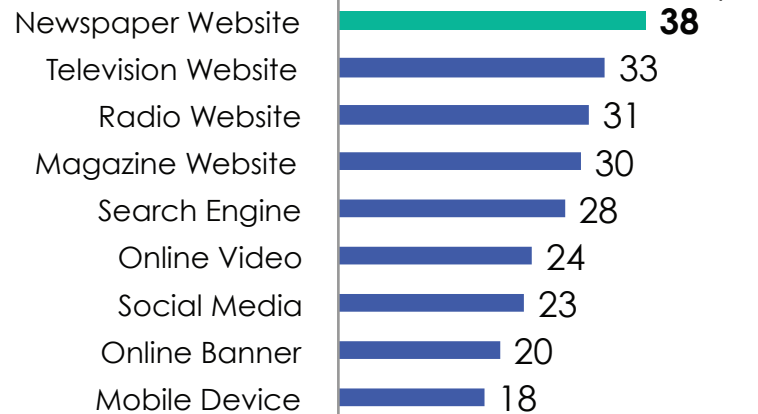
PRINTED/DIGITAL NEWSPAPER ADVERTISING MOST TRUSTED

Trust Ads Completely/Somewhat

In Traditional Media



In Digital Media



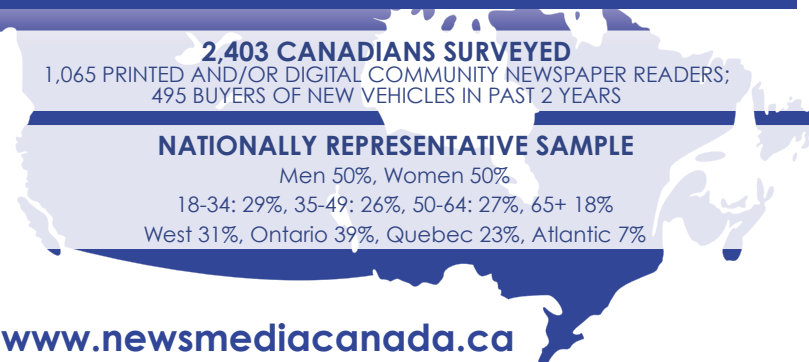
COMMUNITY NEWSPAPER READERS RESPOND TO ADVERTISING

Action Taken as a Result of Seeing an Ad

	PRINT	DIGITAL
Became aware of product, service, sale	68%	54%
Gone online to find more info on product/service	51%	58%
Looked for more offline info on product/service	44%	45%
Visited a store in person or online	60%	53%
Bought a product or service	57%	53%
Referred an ad to someone else	45%	53%

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

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Source: Community Newspapers Drive Results 2017, Totum Research
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