

# GOVERNMENT OF CANADA ADVERTISING ACTIVITIES 2015/2016



**The Government of Canada 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.



Government spending on all media **down 39%** from previous year.

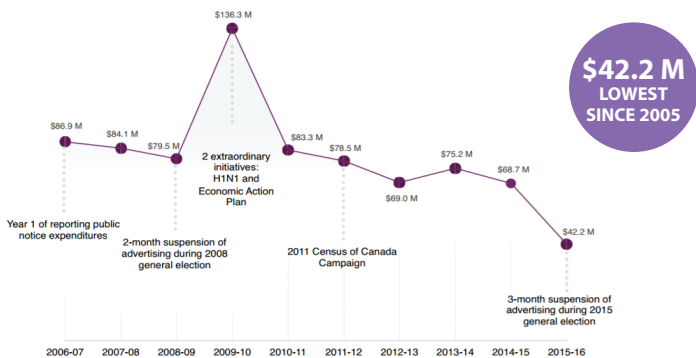


Government advertising expenditures by media type are **not in line with where Canadians want to see ads.**



**Digital government advertising is on the rise**, despite issues with trust and internet access in non-urban Canada.

## 2015/2016 ADVERTISING EXPENDITURES<sup>1</sup>



**In fiscal year 2015-16, the Government of Canada spent \$42.2 million on advertising**

– a reduction of \$26.5 million from the previous year and the lowest amount since 2005-06, when under similar circumstances, advertising was suspended for several months because of a general election.

## 2015/2016 MEDIA SPENDING BY TYPE<sup>2</sup>



**TELEVISION 51%**  
More than half (51%) of all media spending was on Television.

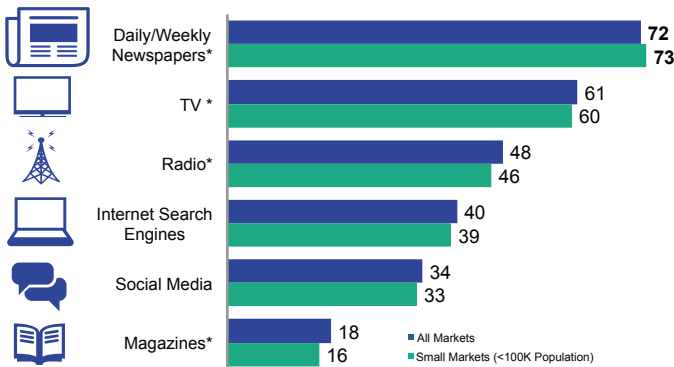


**INTERNET 34%**  
Just over a third (34%) of spending was on the Internet.

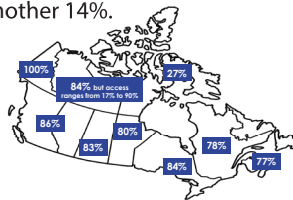


Balance of spending is split between  
**MAGAZINES 1.5%**  
**CINEMA 2%**  
**OUT OF HOME .8%**

## CANADIANS WANT GOVERNMENT ADVERTISING IN NEWSPAPERS<sup>4</sup>



The majority of this was in Display advertising (75%) including real-time bidding, a form of programmatic advertising. Social Media spending accounted for almost 11% and Search Engine Marketing represented another 14%.



**85% access in rural areas = 1 Million without broadband**

### Non-Urban Internet Penetration<sup>3</sup>

95% of Canadians in highest income quartile are connected. **BUT only 62% in the lowest income quartile have Internet.**



**RADIO 5%**

Radio accounted for about 5% of all spending.

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

Source:

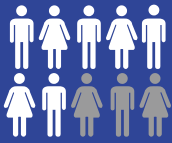
<sup>1</sup>Annual Report on Government of Canada Advertising Activities - 2015-2016

<sup>2</sup>Government of Canada Agency of Record, Cossette Media of Toronto, a division of Cossette Communication Group.

<sup>3</sup>CIRA Factbook 2014 - The Canadian Internet

<sup>4</sup>Totum Research, December 2016; Base: 2,403 Canadian adults 18+

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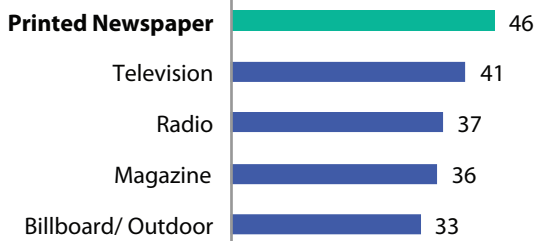
**ALMOST THREE QUARTERS (72%) OF CANADIAN ADULTS WANT TO SEE ADVERTISING FOR GOVERNMENT PROGRAMS AND SERVICES IN DAILY OR COMMUNITY NEWSPAPERS.**

In smaller markets (less than 100,000 population) six in ten adults believe **community newspapers** specifically are the most appropriate media for government ads.

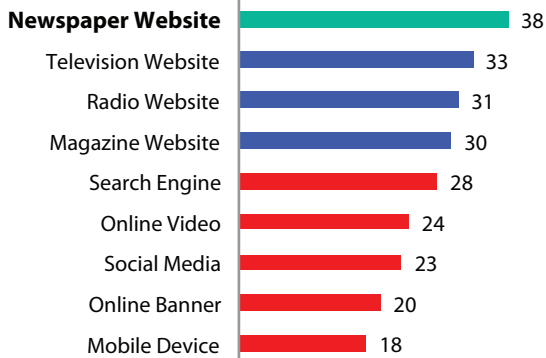
## NEWSPAPER ADVERTISING IS MOST TRUSTED<sup>5</sup>



### IN TRADITIONAL MEDIA

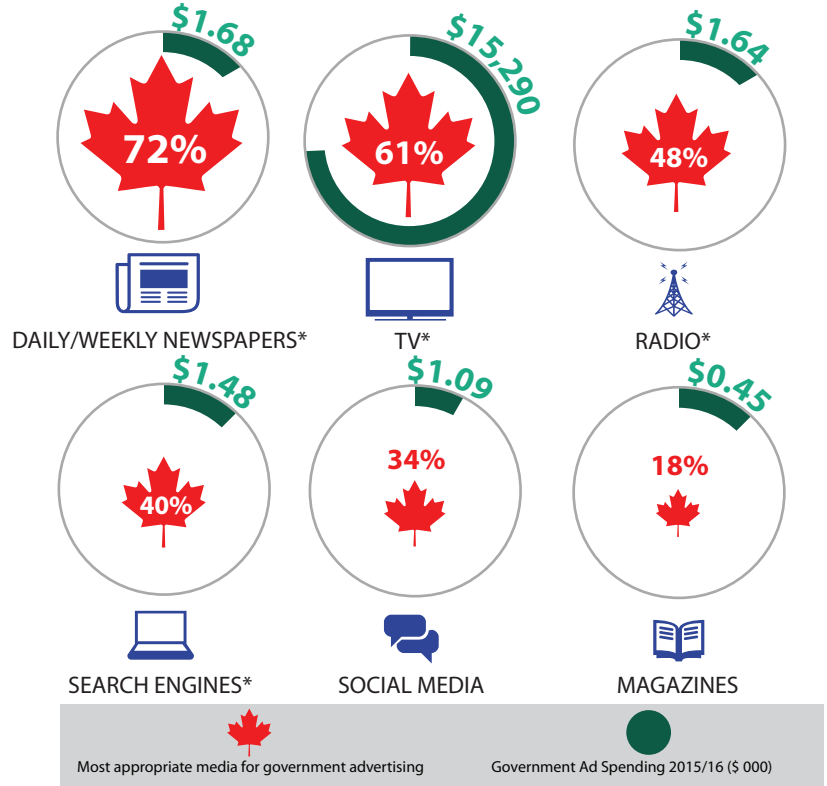


### IN DIGITAL MEDIA



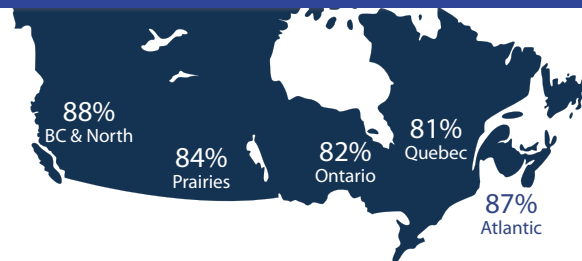
Canadians trust advertising content in newspapers (print and digital) more than any other media. Ads on social media (Facebook) and in search engines (Google) are among the least trusted.

## GOVERNMENT AD SPENDING DOES NOT REFLECT CANADIAN VIEWS ON MOST APPROPRIATE MEDIA<sup>5</sup>



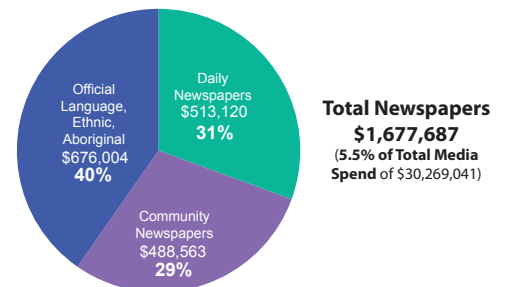
Spending on **TV** is over represented compared to all other media. Spending on **Newspapers** is under represented based on where Canadians want to see government ads.

## 83% OF CANADIANS ARE LOCAL COMMUNITY NEWSPAPER READERS<sup>6</sup>



Every week in Canada, over 1,000 community newspapers circulate almost 19 million copies in key metropolitan areas, rural and remote regions, and all areas in between.

## Federal Government Advertising Expenditures



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

Source:  
<sup>5</sup>Totum Research, December 2016; Base: 2,403 Canadian adults 18+ \*Traditional + Digital formats  
<sup>6</sup>Vividata 2016 Q2 Readership and Product Database (July 2015 – June 2016 Fieldwork)