



# Local Newspapers: Trusted and True

*June 2018*



Canadian  
Heritage

Patrimoine  
canadien



News Media Canada  
Médias d'Info Canada

# Local Newspapers: Trusted and True



- Multi-Platform Newspaper Readership
- Community Newspapers
  - Preferred media source of local information
  - Reasons for reading
  - Engagement
  - Action taken after ad exposure
- Media Involvement and Trust
  - Digital fragmentation
  - Social media
  - Ad blocking by platform
  - Trust in advertising formats
- Readership of Ads by Category





# Study Design

## Study Timing

January/February 2018

## Audience

Canadian adults 18+

## Study Management

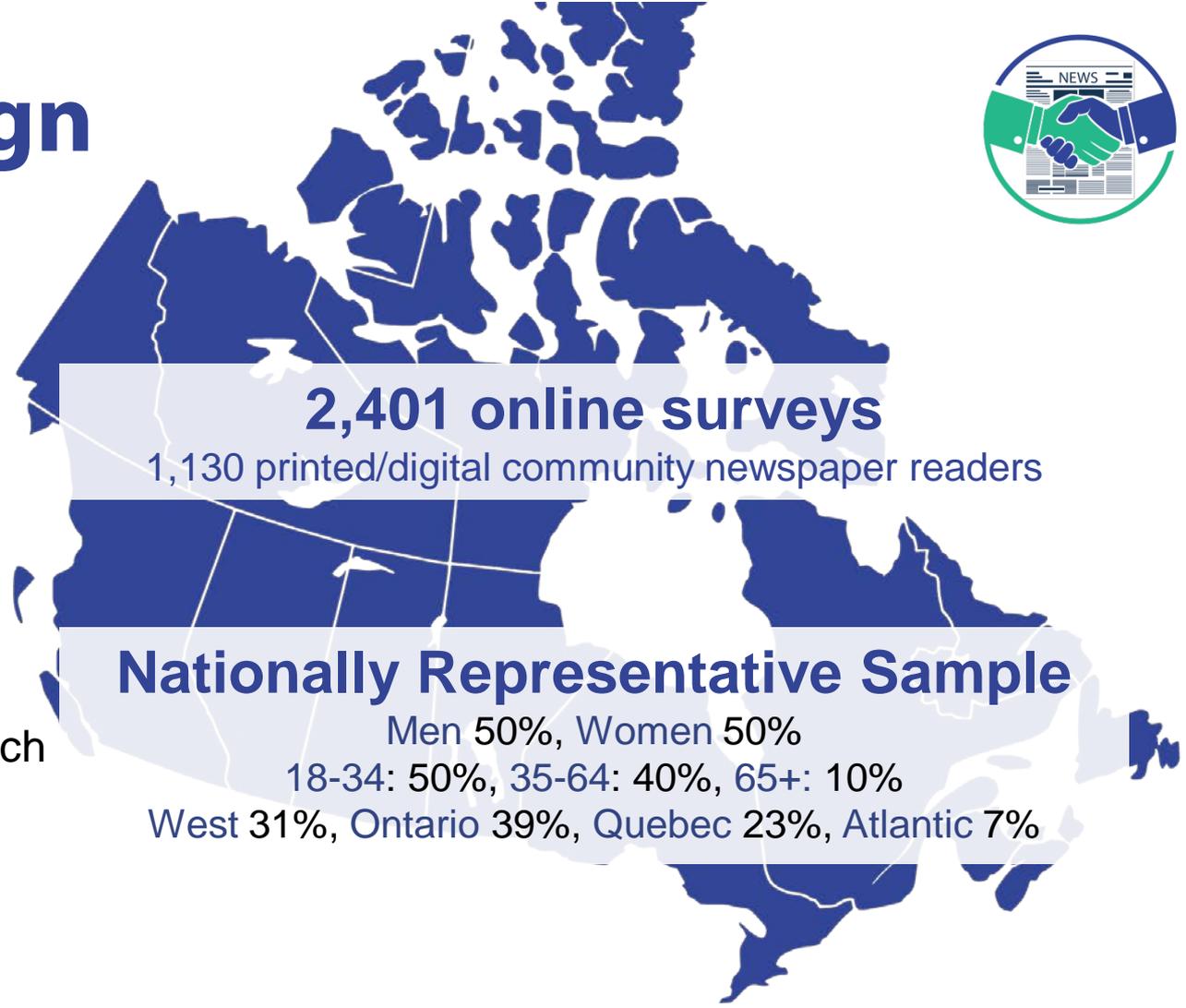
Totum Research

## National Scope

75% English / 25% French

## Margin of Error

±2.0% at the 95% confidence level



**2,401 online surveys**

1,130 printed/digital community newspaper readers

**Nationally Representative Sample**

Men 50%, Women 50%

18-34: 50%, 35-64: 40%, 65+: 10%

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.

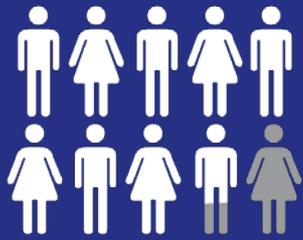


Canadian Heritage

Patrimoine canadien



News Media Canada  
Médias d'Info Canada



# NINE OF TEN CANADIANS (88%) READ A NEWSPAPER ON ANY PLATFORM EACH WEEK



Newspaper access is multi-platform – one-third of adults (**34%**) read on **ALL FOUR** platforms.



While more adults continue to embrace technology to read newspaper content, 6 out of 10 adults continue to access print editions.



Every platform (print, desktop/laptop, phone and tablet) is accessed by every demographic to read newspaper content.



# Community Newspapers



Canadian  
Heritage

Patrimoine  
canadien



News Media Canada  
Médias d'Info Canada

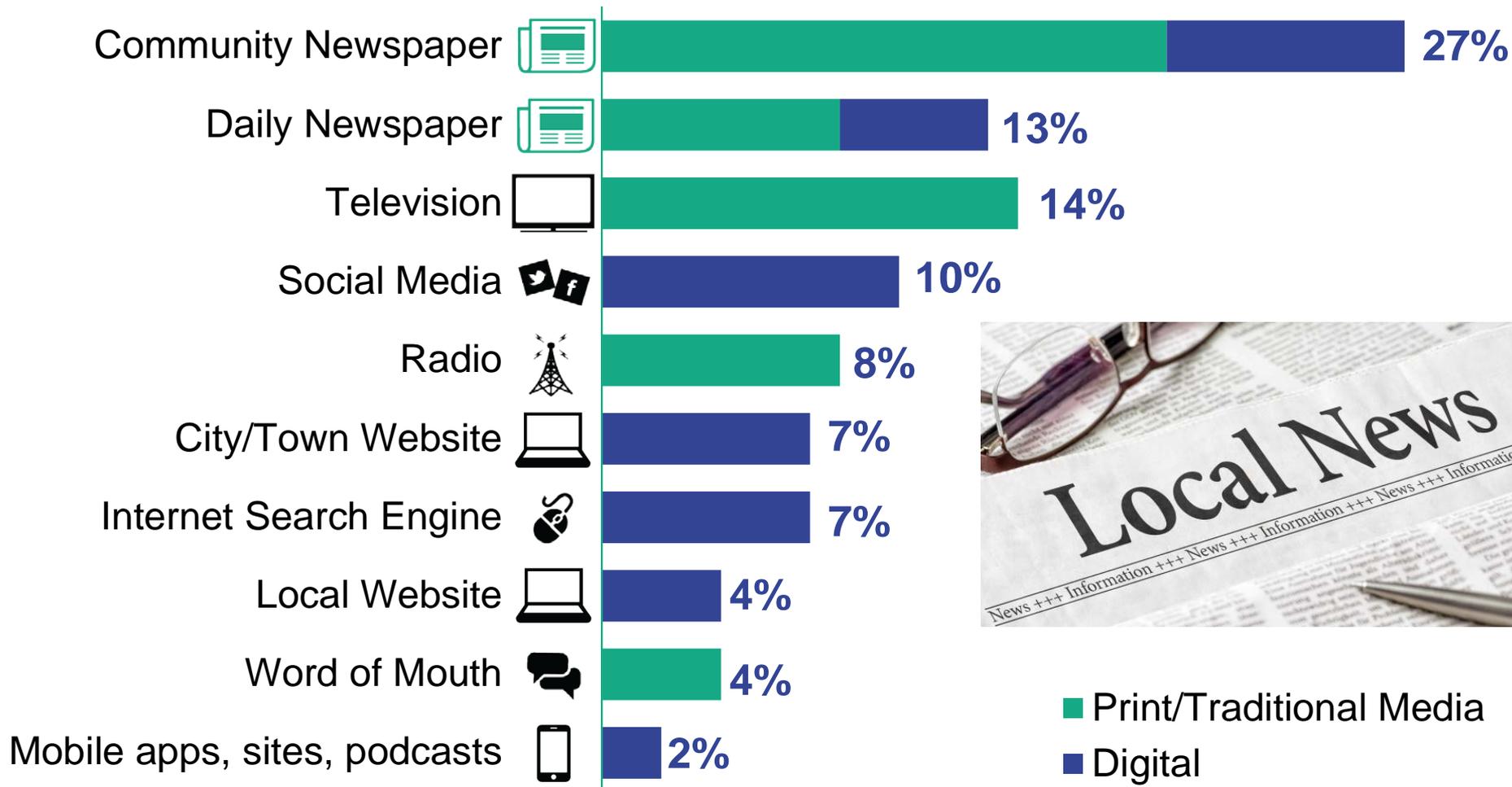


# Community Newspapers

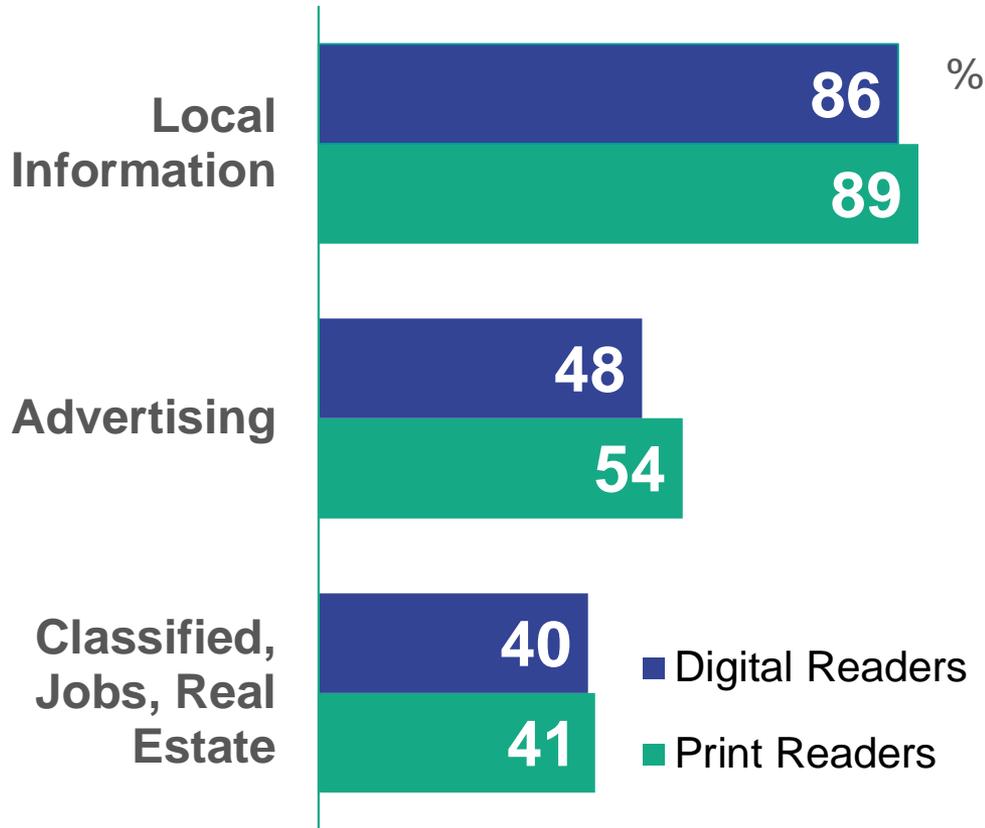


- Printed community newspapers are THE preferred source for local news and information.
- Local information is the main reason for reading community newspapers, followed by advertising.
- Response to advertising in newspapers varies by platform.
  - **Printed** newspaper ads most effectively drive awareness, store visits and purchases.
  - **Digital** newspaper ads encourage further research, both online and offline.

# Local Community Newspaper is THE Favourite Source for Local News



# Local Information the Main Reason for Reading Community Newspapers





# საქართველოს პარლამენტის სამსახურის დასახელება, რედაქციის დასახელება

\$40-მლნ-ზე მეტი ინვესტირებულია ხუთი სოფლისთვის, ახალი ჰაერის ტვირთის სასაწყობო შენობა იკალიტში

**nunavut news**

**ნუნავუტის ადგილობრივი**

Volume 73 Issue 3 MONDAY, MAY 21, 2018 3.95 (plus GST)

Inuit treated at Camsell Hospital sought for documentary



## Feds invest in terminals, cargo

\$40 million for terminals in five communities, new First Air cargo warehouse in Iqaluit



### Surprise!

Road to Iqaluit airport gets federal makeover



Wildlife to benefit from new Mariner's Guide



Three in a row for Gjoa Haven volleyballers



"I almost didn't apply. But I wanted to push myself out of my comfort zone."

- Environmental Technology Program student of the year Neoma Cox, page 5.

# “Why do newspapers matter?”

# Because they cover every inch of this country and are on the ground in communities.

# Oh. And. Pictures like this.”

*Paul MacNeill*

*Publisher, Island Press*



**News Media Canada**  
**Médias d'Info Canada**

# Local News is the Top Reason for Reading Community Newspapers



	Print	Digital		Print	Digital
Local news	70%	64%	Flyers and inserts	46%	41%
Local editorial	47%	43%	Advertising in paper	25%	21%
Local entertainment	45%	41%	Classified ads	26%	29%
Local crime features	20%	20%	Real Estate	21%	17%
Local sports	25%	27%	Jobs and Careers	17%	20%
Other local events	42%	35%			
			General news	51%	48%
Obituaries	28%	25%	General editorial	30%	32%
			Puzzles	19%	20%

**Local information** is main reason for reading printed community newspapers. Digital editions are preferred for **Local sports, Classified ads, Jobs, Puzzles and General editorial.**

# Community Newspaper Readers Are Engaged with Advertising



**68%** buy a product or service



**71%** visit a store (online or in-person)



**79%** become aware of a product, sale or service



**72%** go online to find out more information

**60%** look for more information offline



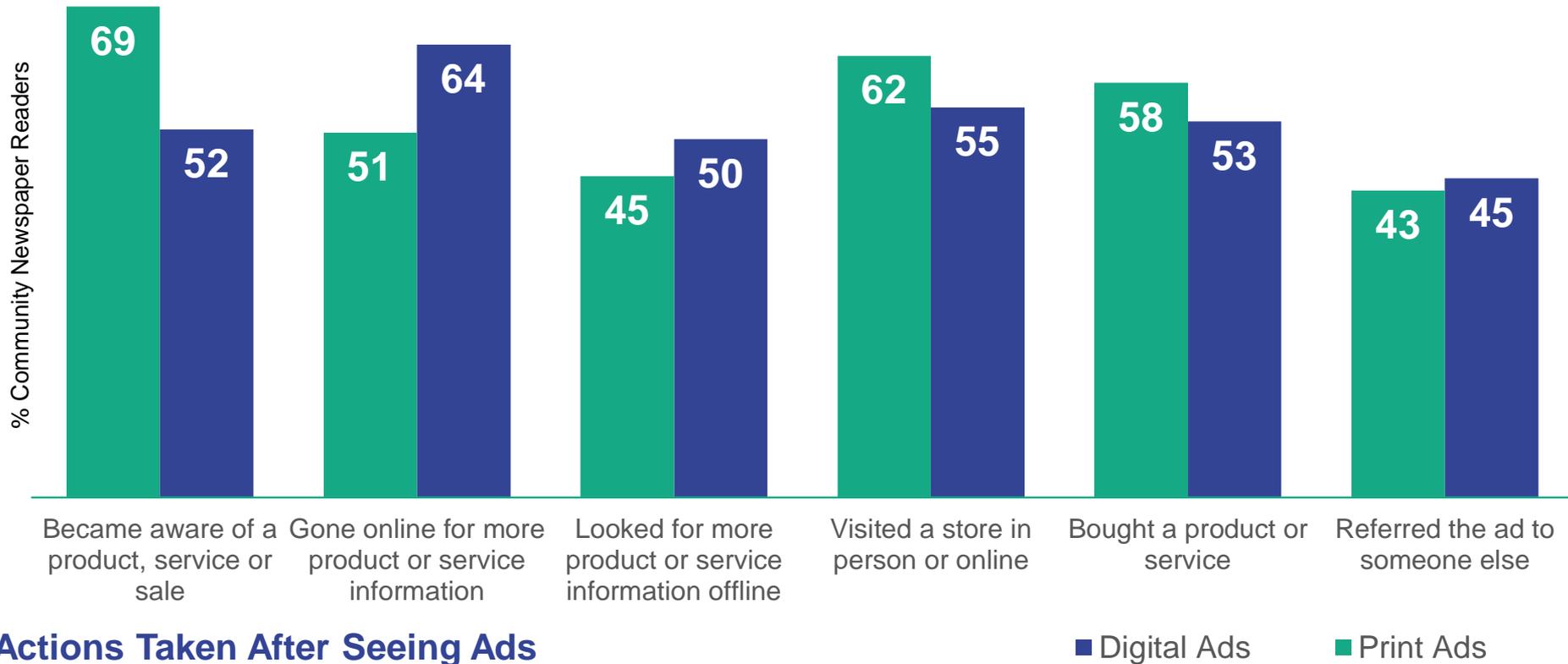
**53%** refer the ad to someone else

# Different Response to Print vs. Digital Community Newspaper Ads



Print newspaper ads drive awareness, store visits and purchases.

Digital ads drive further research, both online and offline.





# Media Involvement and Trust



Canadian  
Heritage

Patrimoine  
canadien



News Media Canada  
Médias d'Info Canada

# Media Involvement and Trust

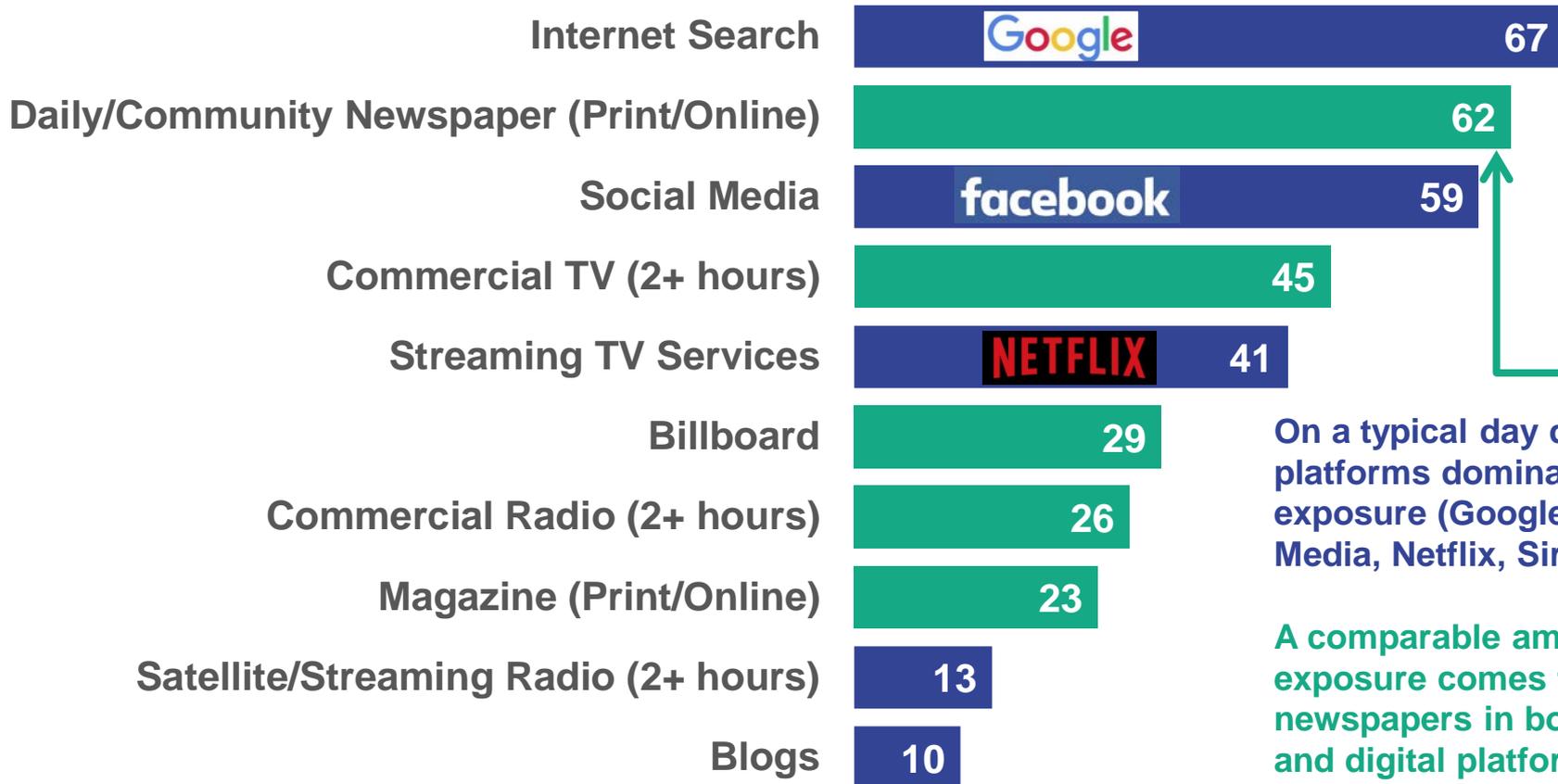


- On a typical day Canadians are exposed to **thousands** of brand and ad messages.
- Exposure **does not** equal influence.
- Time spent on the Internet is fragmented, overwhelming.
- Google and Facebook dominate ad spending but Social Media is not where users want to see ads.
- The optimal campaign is traditional media + digital.
- Users implement ad blockers on desktops, tablets and smartphones.
- **Trust** is the foundation for engagement and influence in advertising.

# Canadians are Exposed to Thousands of Ad Messages Daily



## % Media Exposure on a Typical Day



On a typical day digital platforms dominate exposure (Google, Social Media, Netflix, Sirius XM).

A comparable amount of exposure comes from newspapers in both print and digital platforms.

# 2018 *This Is What Happens In An Internet Minute*



## An Internet Minute

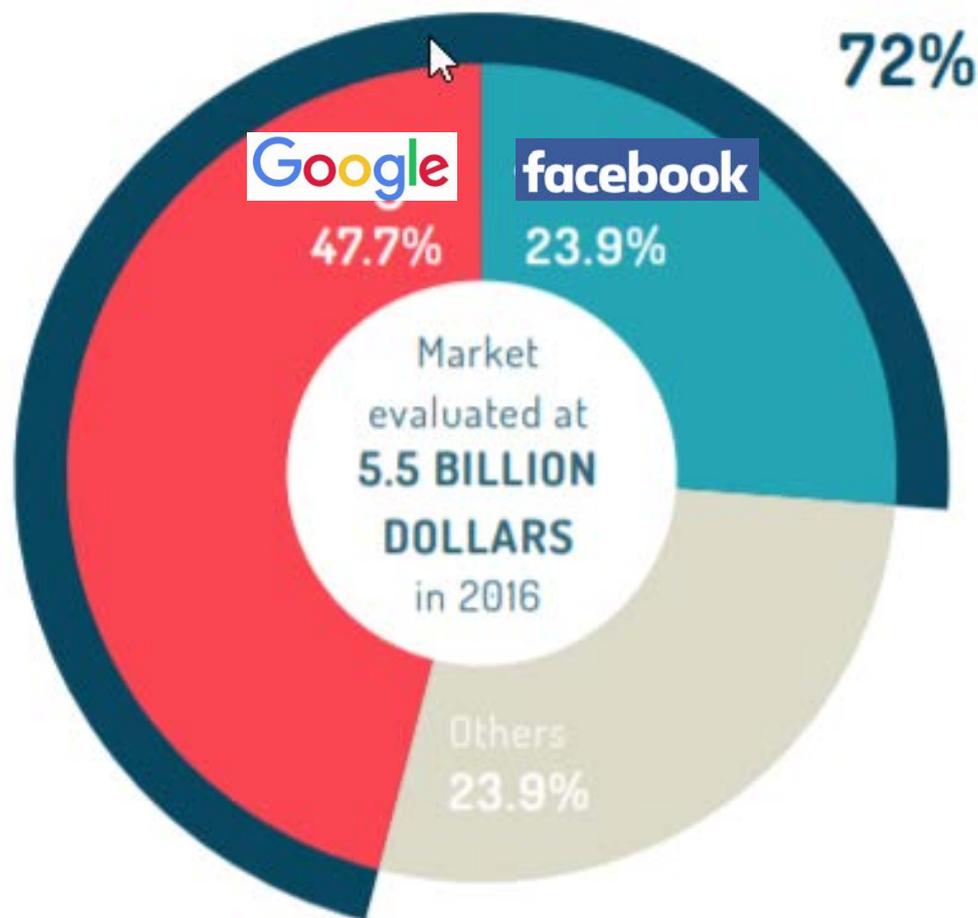
In your everyday life, a minute might not seem like much.

But when it comes to the vast scale of the internet, a minute of time goes much further than you can imagine.

The Internet has a degree of scale that our linear human brains are unable to process.

Created By:  
 @LoriLewis  
 @OfficiallyChadd

# Canadian Digital Advertising Market Share Held by Google and Facebook (2016)



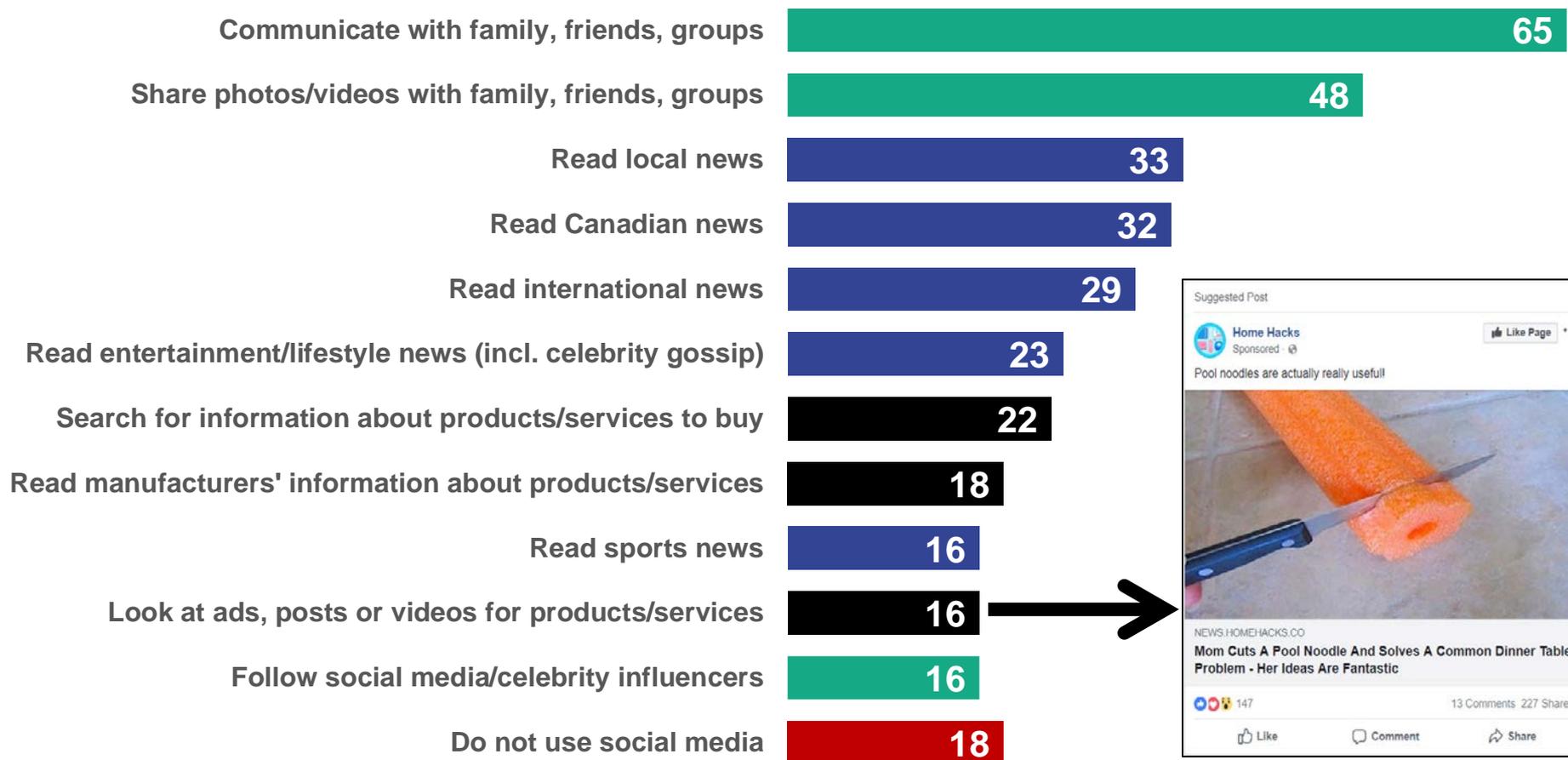
In 2016, **Google** and **Facebook** combined account for **72%** of the digital ad market.

**Newspapers** account for **5.8%** of the Canadian digital advertising market.

# Social Media are Used Primarily for Communication and Photo Sharing



## Social Media Used for:





**jaydepierce**



**jaydepierce** Lots of love for my favorite @sug...



👍👍👍

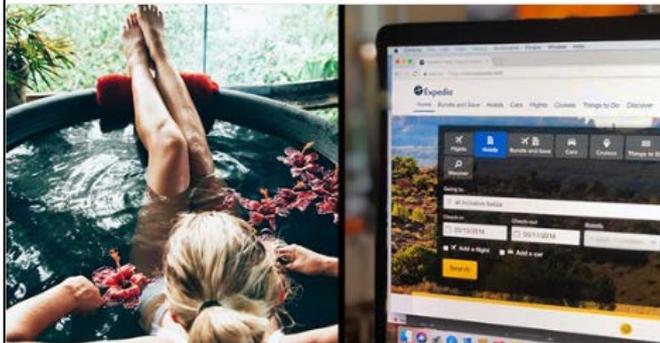
Suggested Post



**Honey**  
Sponsored · 🌐

👍 Like Page ...

Who knew this was possible?



JOINHONEY.COM

**The secret Expedia trick millennials know that you don't**  
If you ever book anything online, you need to check this out.

👍👍👍 33

👍 Like



Instagram



**gekks\_go\_sockless**  
Sponsored



Everything your no-show socks wish they could be.

Shop Now



Instagram



**electionson**  
Sponsored



Learn More



585,655 views

**electionson** A provincial election has been called. Ontario votes on Ju... more

Promoted Tweet



**Lumosity** @Lumosity · May 10

Take a 10 minute Lumosity Fit Test. How will you stack up against global averages?



Take a Lumosity Fit Test Now!  
[www.lumosity.com](http://www.lumosity.com)



**News Media Canada**  
**Médias d'Info Canada**



# Optimized Campaign =



78%

TRADITIONAL ADVERTISING

+



22%

DIGITAL ADVERTISING

While ad dollars are increasingly moving to digital, it's most effective to keep the bulk of the dollars in traditional media.

“More is better: spending across multiple platforms delivers greater ROI than investing in single platforms.”

*Gayle Fuguitt, President, CEO Advertising Research Foundation*

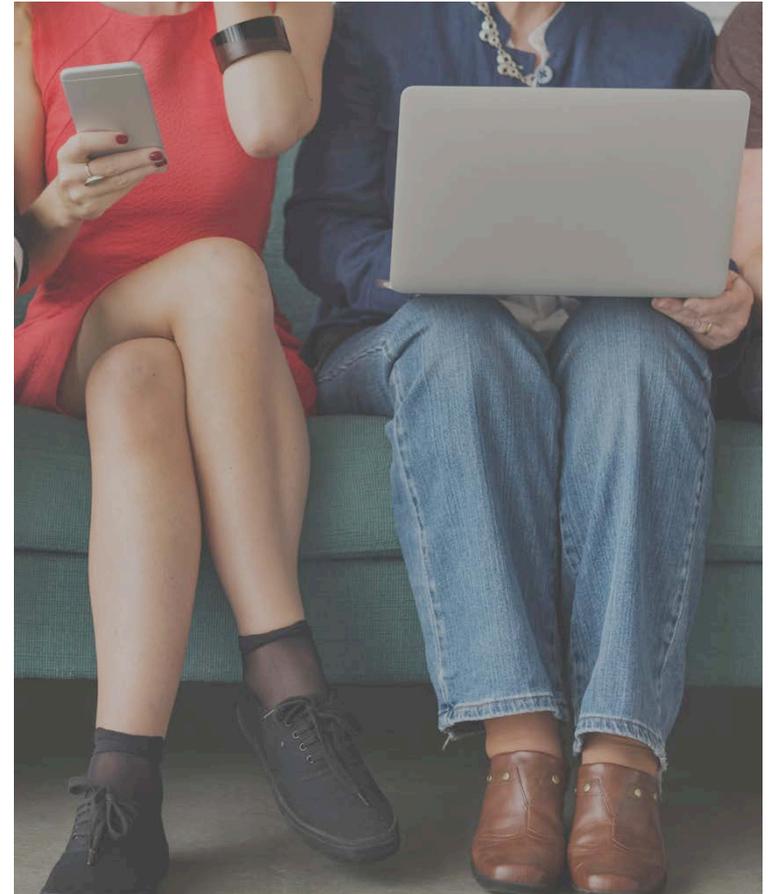


News Media Canada  
Médias d'Info Canada

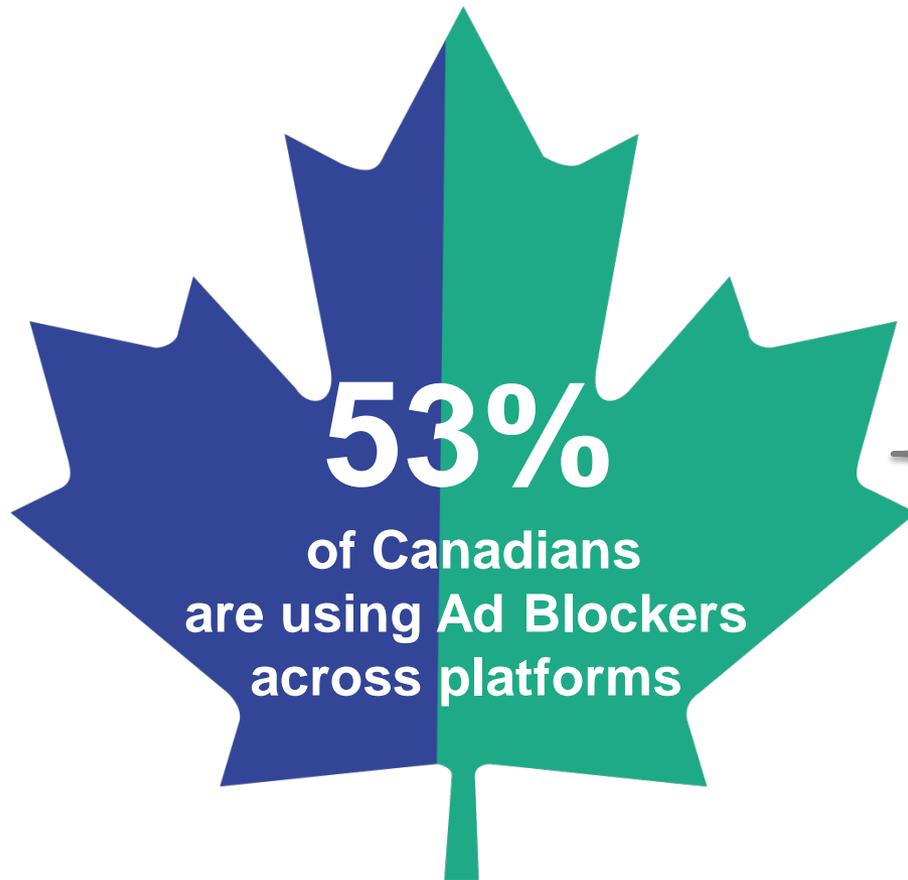
# Who Is Blocking Ads?



- More than half (**53%**) of Canadians are using Ad Blockers across platforms:
  - **87%** block Desktop/Laptop advertising
  - **43%** block Tablet ads
  - **44%** block Smartphone ads
- Millennials are the strongest blockers at **62%**
- Geographically, Atlantic (**46%**) and Quebec (**48%**) are lowest blockers



# How Can Consumers Engage with Advertising if it is Blocked?



**46%**  
block computer ads



**23%**  
block ads on tablets

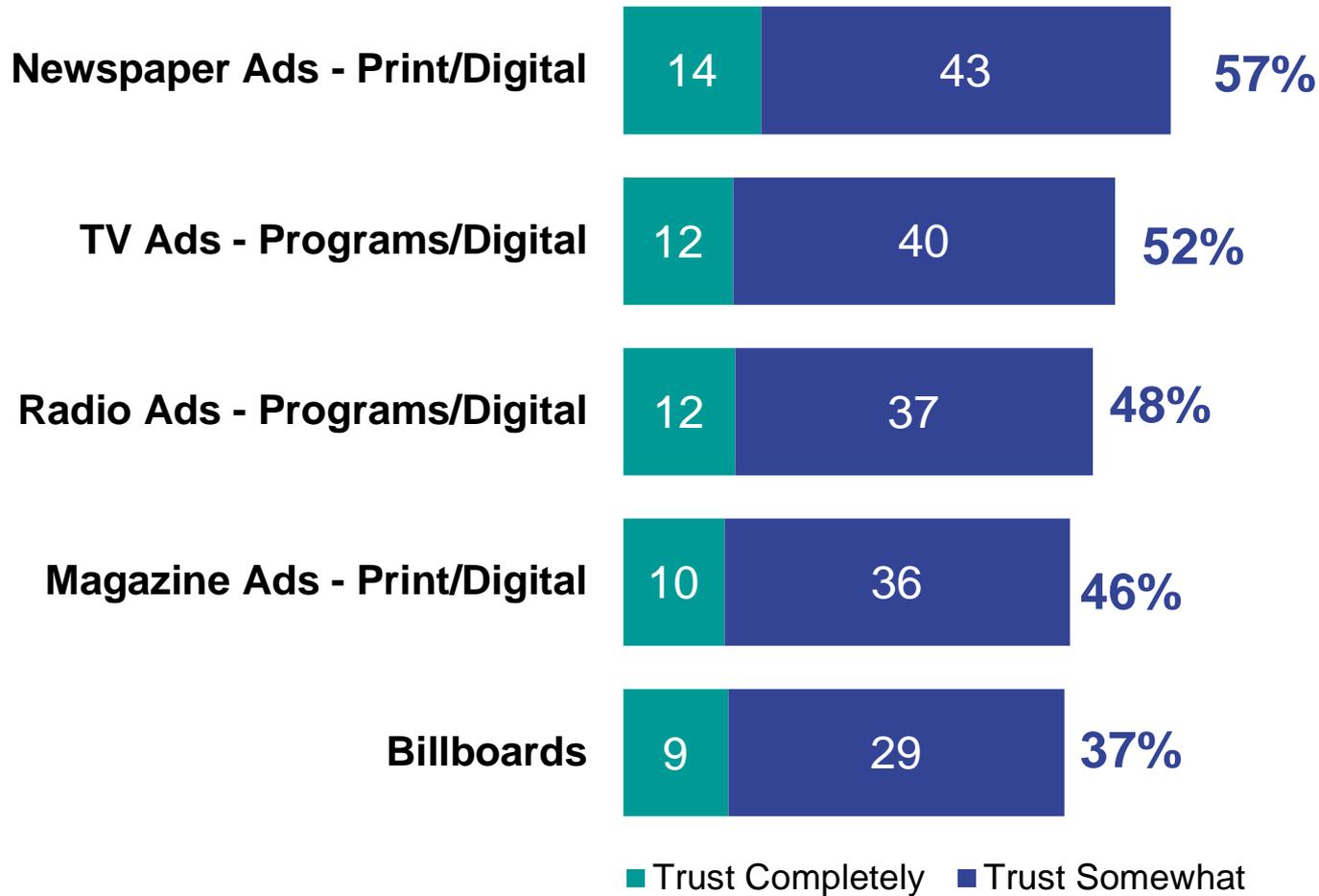


**23%**  
block smartphone ads



**0%** block print  
newspaper ads

# Traditional Platforms Trusted



**Newspaper ads (printed or digital) are the most trusted of all ad formats.**

**Almost six in ten Canadians trust newspaper ads.**

# Traditional Advertising Trusted

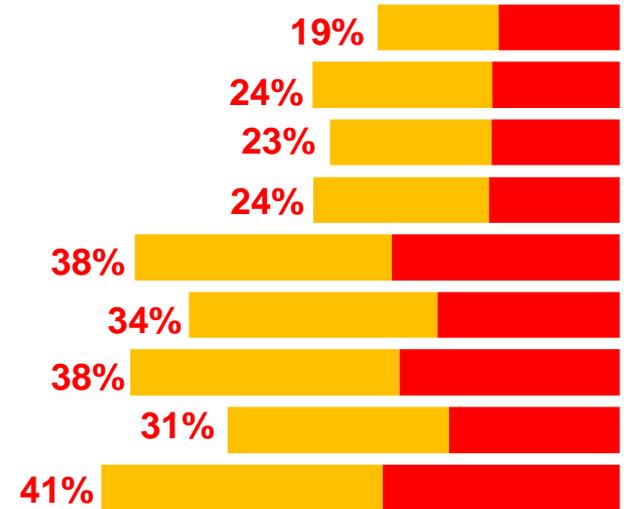


Half of all Canadians trust printed newspaper ads.

- Newspaper Websites
- TV Websites
- Radio Websites
- Magazine Websites
- Social Networks
- Online Video Ads
- Online Banner Ads
- Search Engines
- Mobile Devices

Canadians have very little trust in digital advertising formats, particularly social media ads, online banners and mobile ads.

Four in ten adults distrust mobile ads.



We have a responsibility  
to protect your information.  
If we can't, we don't deserve it.

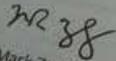
You may have heard about a quiz app built by a university researcher that leaked Facebook data of millions of people in 2014. This was a breach of trust, and I'm sorry we didn't do more at the time. We're now taking steps to make sure this doesn't happen again.

We've already stopped apps like this from getting so much information. Now we're limiting the data apps get when you sign in using Facebook.

We're also investigating every single app that had access to large amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and tell everyone affected.

Finally, we'll remind you which apps you've given access to your information – so you can shut off the ones you don't want anymore.

Thank you for believing in this community. I promise to do better for you.

  
Mark Zuckerberg





# Readership of Ads by Category



Canadian  
Heritage

Patrimoine  
canadien

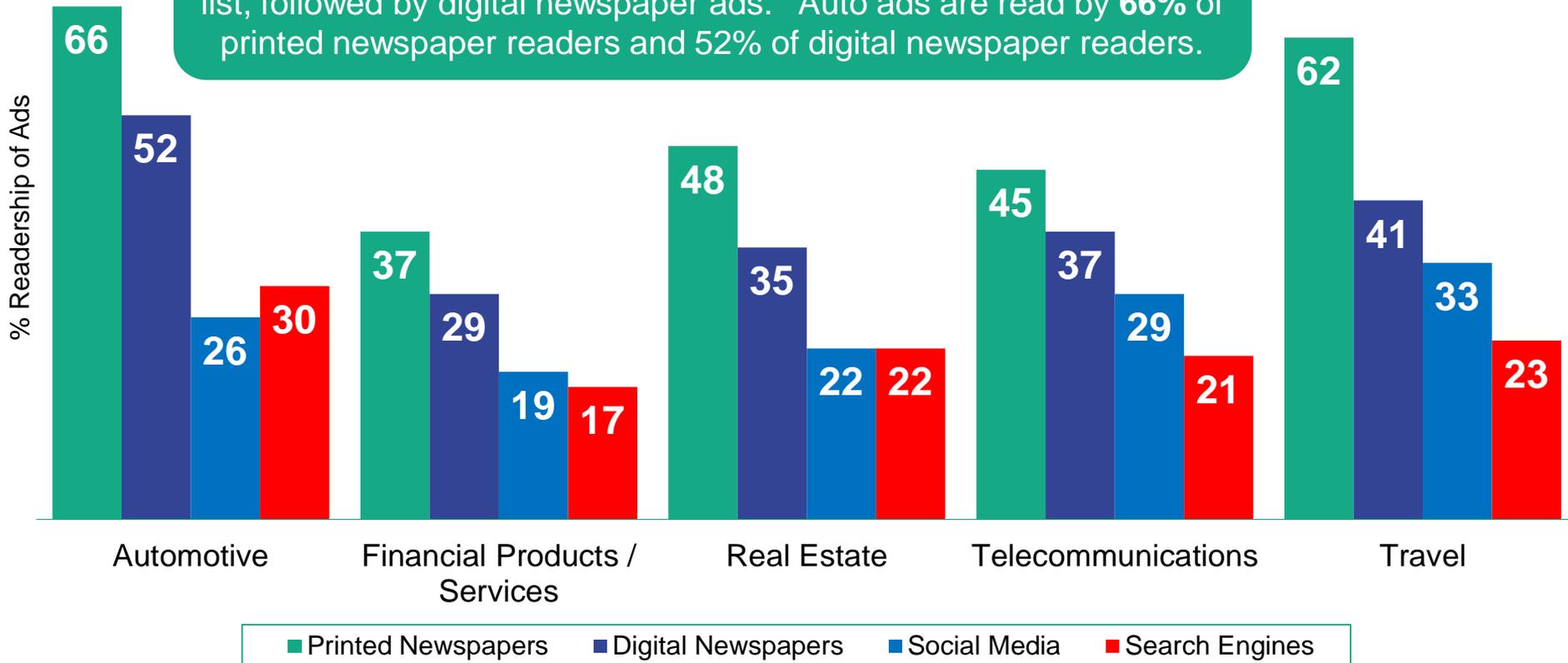


News Media Canada  
Médias d'Info Canada

# Across Categories, Newspaper Ads Are Read/Noticed the Most



We asked Canadians if they read/notice ads in different media by category. Across all categories printed newspaper ads top the list, followed by digital newspaper ads. Auto ads are read by 66% of printed newspaper readers and 52% of digital newspaper readers.





# Brandon Sun: Victim of Fake News



The Minnedosa Tribune

38 mins · 🌐

👍 Like Page

Hats off to Matt Goerzen, Editor of The Brandon Sun, for a great editorial in yesterday's edition regarding the rumours that The Sun building had also burned in the city's weekend fire. <https://www.brandonsun.com/.../rumours-of-fire-at-sun-illustr...>



BRANDONSUN.COM

## Rumours of fire at Sun illustrate need for proven media

"Their building is on fire and they still don't think it is news. No wonder they are slowly dying out."

👍 Like

💬 Comment

➦ Share



# Executive Summary



Nine in ten Canadians (**88%**) read newspapers each week across Canada, on different platforms at different times of day.<sup>1</sup>

Local newspapers are a trusted source of information in communities across Canada and continue to be THE preferred source for local information, with a clear preference for the printed product.

This research examines what drives Canadians to read community newspapers, in both printed and digital platforms. The main reason for reading, in both print and digital platforms, continues to be something that can be hard to find anywhere else: LOCAL information, in various forms (news, sports, entertainment, events, etc.).

Half of readers also read for the advertising and flyers/inserts in their papers. Community newspaper readers are engaged with advertising and respond to ads with action. Print newspaper ads are effective at driving awareness, store visits and purchases while digital ads prove more popular for research, both online as well as offline.

On a daily basis Canadians are surrounded by media, bombarded by thousands of brand messages on an increasing number of traditional and digital platforms. Digital interactions in a single “Internet Minute” are mind boggling. In Canada, it is estimated that Google and Facebook account for 72% of all Internet spending (\$5.5 billion)<sup>2</sup>. But Canadians tell us that they don’t want to see ads in social media; social media is used primarily to communicate with friends and share stories, photos and videos. As a result, more than half of Canadians (53%) respond to digital advertising with ad blockers, primarily on computers and to a lesser degree on tablets and phones.

Trust is a key element for consumer engagement. The data on trust in various ad formats reinforces that newspapers top the most trusted list and social media and mobile ads are among the least trusted. It is therefore not surprising that ads in newspapers, printed and digital, are the most read across multiple categories, including automotive, financial products, real estate, telecommunications and travel.

1 – 2018: Newspapers 24/7

2 – Canadian Media Concentration Project, 2017

Totum Research, Canadians 18+; June 2018



Canadian  
Heritage

Patrimoine  
canadien



News Media Canada  
Médias d'Info Canada



# Local Newspapers: Trusted and True

[www.newsmediacanada.ca](http://www.newsmediacanada.ca)



Canadian  
Heritage

Patrimoine  
canadien



News Media Canada  
Médias d'Info Canada