

LOCAL NEWSPAPERS: TRUSTED AND TRUE



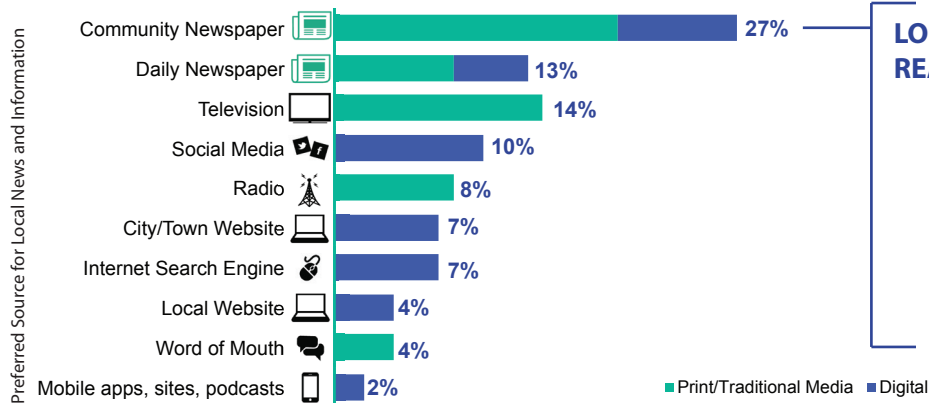
“Why do newspapers matter?
Because they cover every inch
of this country and are on the
ground in communities. Oh.
And. Pictures like this.”

*Paul MacNeill
Publisher, Island Press*

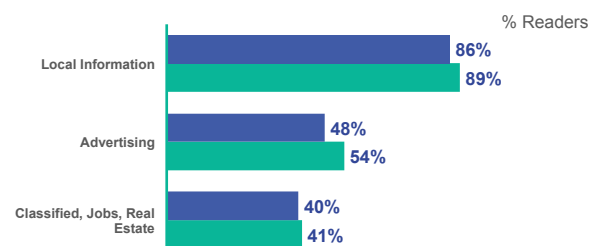


LOCAL, LOCAL, LOCAL

Local newspapers are a trusted source of information in communities across Canada. They continue to be the preferred source for local news and information, with a clear preference for the printed product. Local information is the main reason for reading community newspapers, followed by advertising.



LOCAL INFORMATION THE MAIN REASON FOR READING COMMUNITY NEWSPAPERS



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, crime, obituaries)

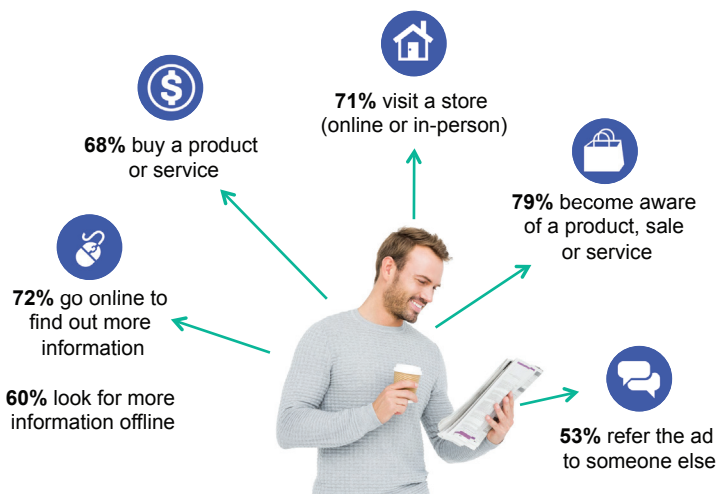
	Print	Digital		Print	Digital
Local news	70%	64%	Flyers and inserts	46%	41%
Local editorial	47%	43%	Advertising in paper	25%	21%
Local entertainment	45%	41%	Classified ads	26%	29%
Local crime features	20%	20%	Real Estate	21%	17%
Local sports	25%	27%	Jobs and Careers	17%	20%
Other local events	42%	35%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

For more information, go to www.newsmediacanada.ca

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ADVERTISING IS WHY HALF OF COMMUNITY NEWSPAPER READERS ARE ENGAGED



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.

NEWSPAPER ADS DRIVE ACTION

Print newspaper ads drive awareness, store visits and purchases.
Digital ads drive further research, both online and offline.



STUDY DETAILS

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%

For more information, go to www.newsmediacanada.ca

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Source: Totum Research, Canadians 18+, Readers of Community Newspapers in Print and/or Digital Platforms, June 2018



Canadian
Heritage

Patrimoine
canadien



News Media Canada
Médias d'Info Canada