

# LOCAL NEWSPAPERS: TRUSTED AND TRUE MEDIA EXPOSURE AND TRUST



On a daily basis Canadians are surrounded by media, bombarded by thousands of brand messages daily on an increasing number of traditional and digital platforms. However, exposure does not equal influence or guarantee an ad will be seen. Multi-media campaigns (traditional + digital) result in stronger consumer trust and engagement in a world where advertisers must compete for the attention of consumers.

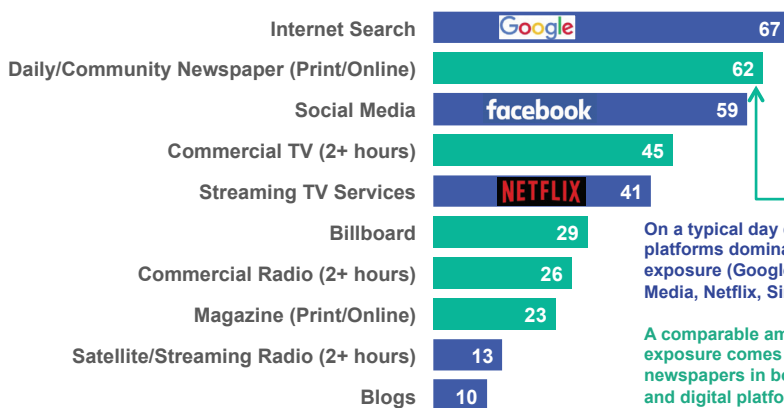


**Consumers switch between screens up to 21 times an hour**, which correlates with Microsoft's claim that the average person's attention span is now just eight seconds.



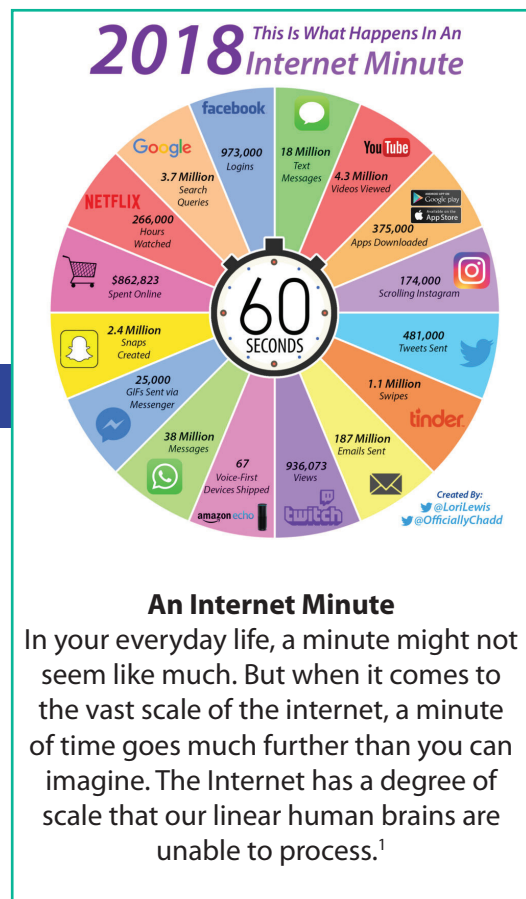
## CANADIANS ARE EXPOSED TO THOUSANDS OF AD MESSAGES DAILY

% Media Exposure on a Typical Day



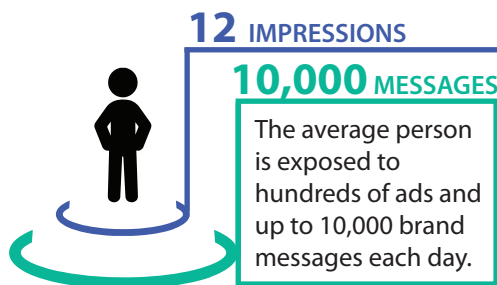
On a typical day digital platforms dominate exposure (Google, Social Media, Netflix, Sirius XM).

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



### 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.<sup>1</sup>



As marketers are presented with more and more channels to reach their customers that number is growing rapidly. Out of those thousands of ads and brand messages it is estimated that only 12 ads will make an impression.<sup>2</sup>

### OPTIMIZED CAMPAIGN =



While ad dollars are increasingly moving to digital, it's most effective to keep the bulk of the dollars in traditional media.<sup>3</sup>

"Every study I've seen, designed to compare media platforms - traditional, digital, social - has reached the same conclusions ... they all work, and when you put them together they really work."

*David Poltrack, Chief Research Officer, CBS Corporation*

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

Source: Totum Research; Canadians 18+; Readers of community newspapers (print/digital); June 2018

<sup>1</sup> Visual Capitalist, May 2018 / Cumulus Media

<sup>2</sup> SK Insights, "New Research Sheds Light on Daily Ad Exposures", 2014

<sup>3</sup> Media Life Magazine, April 2016 / Advertising Research Foundation

# LOCAL NEWSPAPERS: TRUSTED AND TRUE TRADITIONAL MEDIA MOST TRUSTED



In today's digital age trust is hard to come by in media. Consumers are overwhelmed and exposed to more media than ever before. This impacts trust in an increasing number of advertising formats.

## TRADITIONAL PLATFORMS TRUSTED - NEWSPAPERS TOP THE LIST

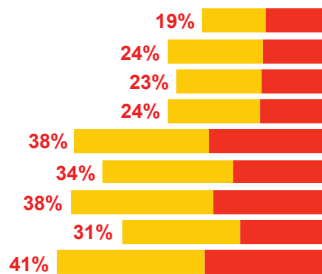


Half of all Canadians trust printed newspaper ads.  
Four out of ten trust digital newspaper ads.



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

Four in ten adults distrust mobile ads.



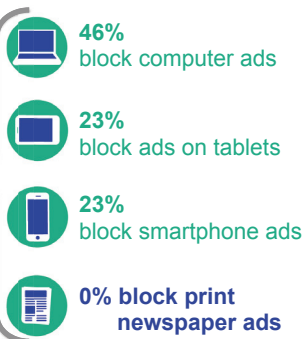
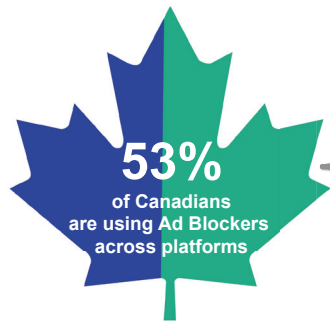
Trust Completely Trust Somewhat Not Much Trust Do Not Trust at All



57%

Newspaper ads (printed or digital) are the most trusted of all ad formats. Almost six in ten Canadians trust newspaper ads.

## HOW CAN CONSUMERS ENGAGE WITH ADVERTISING IF IT IS BLOCKED?



Millennials are the strongest blockers at 62%

“Millennials believe newspaper ads are the most trustworthy ads, followed by radio, then OOH and television ads.”

*Media Habits of Millennials in Canada, 2018, eMarketer*

## 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



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.



Canadian Heritage

Patrimoine canadien



News Media Canada  
Médias d'Info Canada

Source: Totum Research; Canadians 18+; June 2018