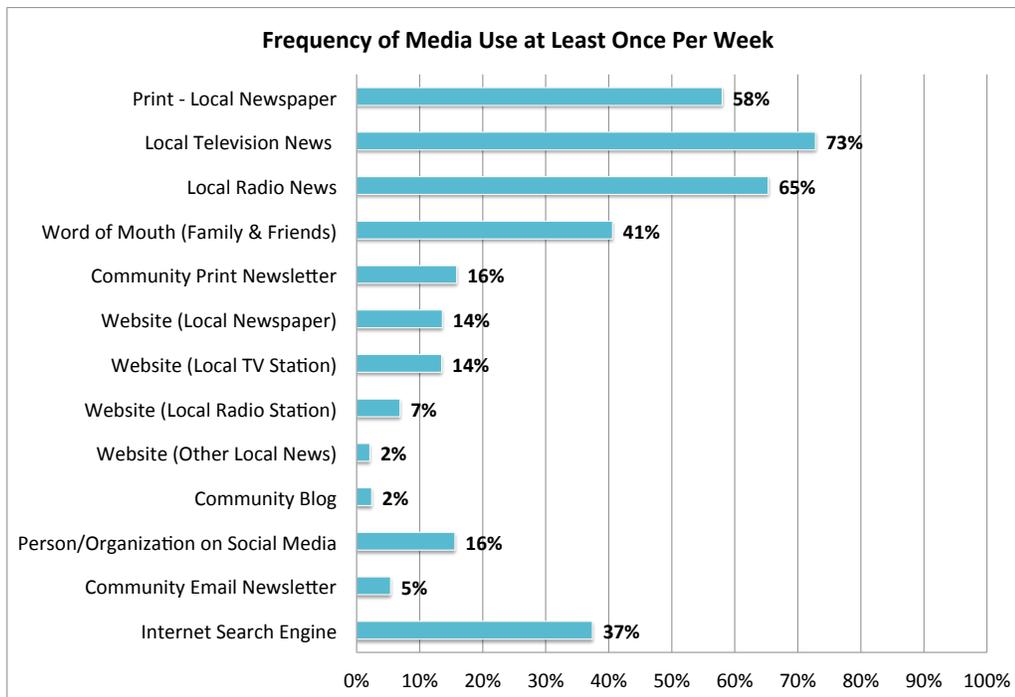


## Community Newspapers Remain Strong Within Large Cities and Metropolitan Areas

People living in metropolitan areas are very likely to be receiving a community newspaper each week. 68% of the people living in the 100,000+ population community group indicated that they receive a community newspaper delivered to them on a weekly basis. Just under 40% indicated that they pay to receive it.

## Population Living in Metropolitan Areas are Spending More Time with News

- 67% follow local news Most of the Time.
- 67% spend the same time with their local printed newspaper as they did two years ago.
- 21% said they are spending more time with local news.
- 60% indicated that they refer to their local printed community newspaper for information At Least Once Per Week.



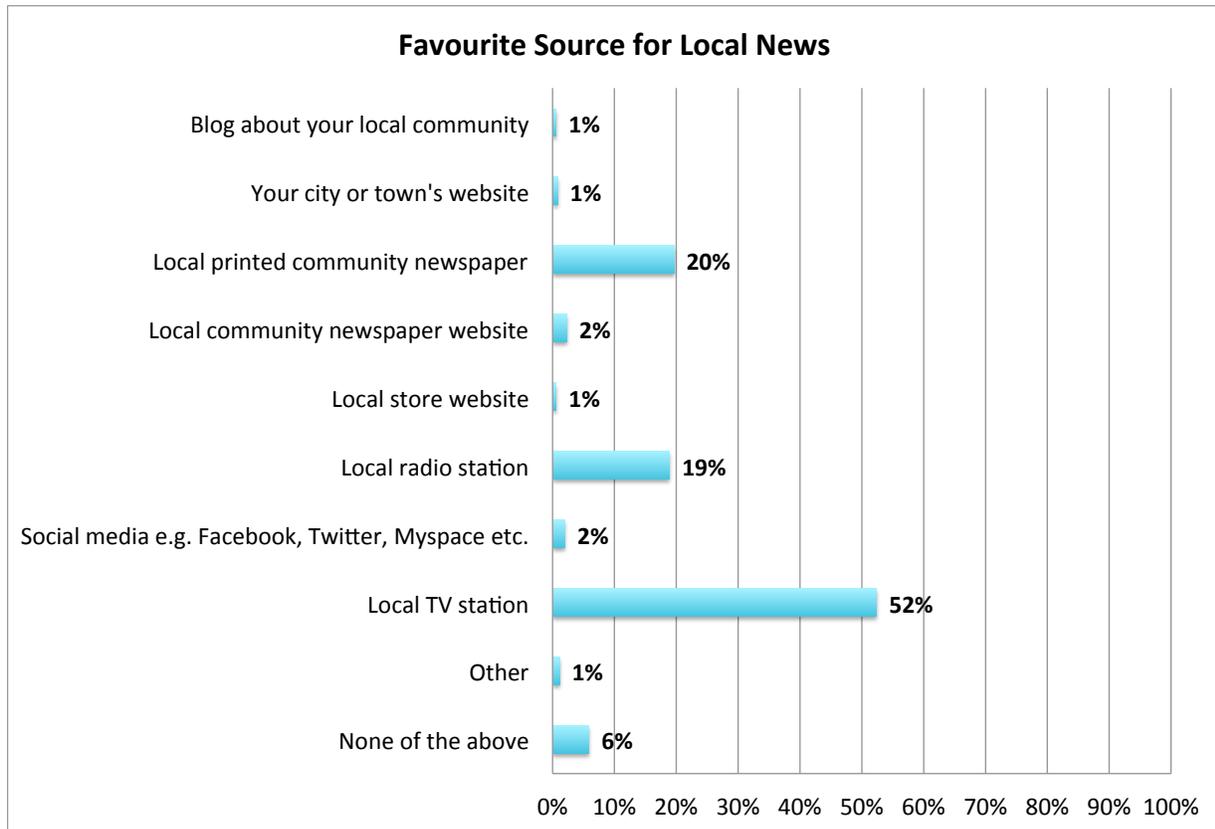
As was the case in smaller communities, traditional media was reported as the media most likely to be referred to at least once per week for information about the community.



## The Local Printed Community Newspaper is A Favourite Source for Local News

Traditional media is still the dominant source for information on local news and events. 20% of respondents indicated that the local newspaper is the favourite source for local information.

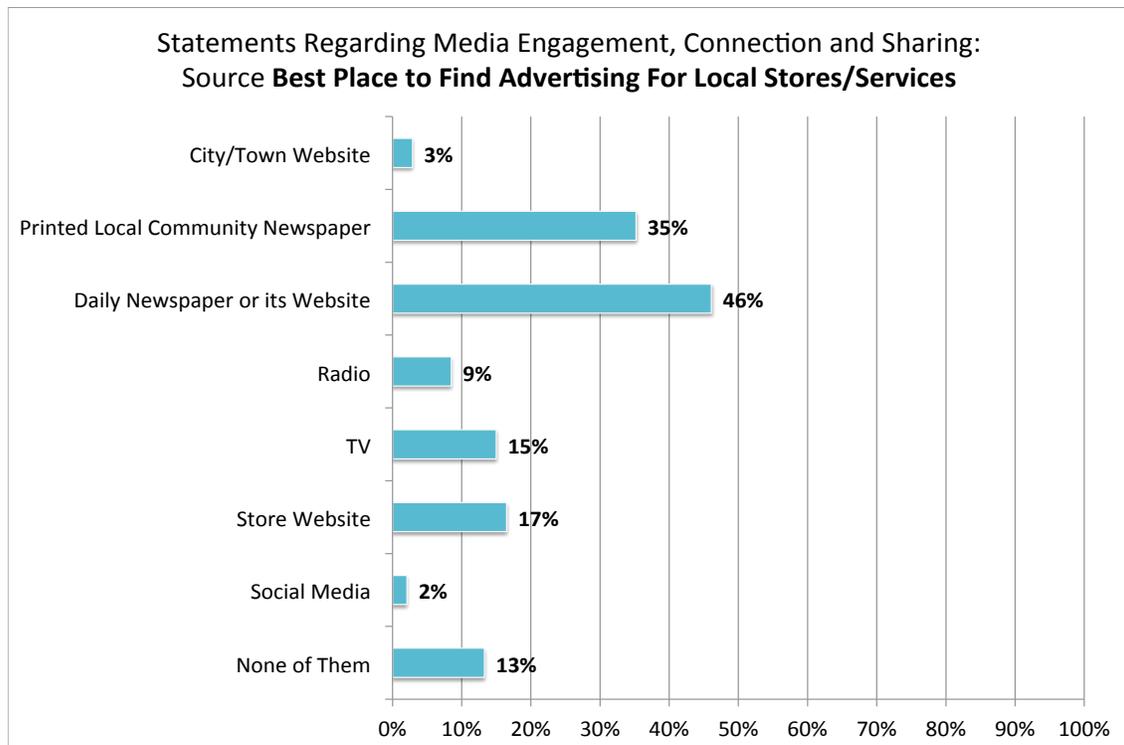
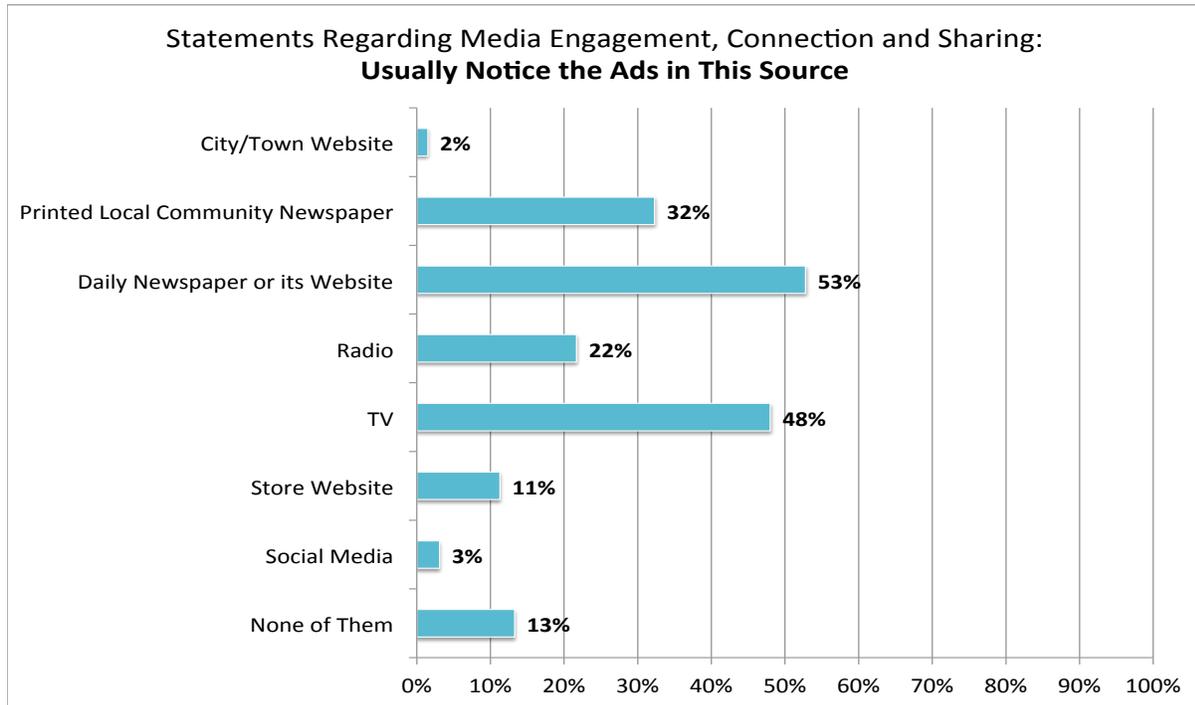
2% of respondents indicated that Social Media channels (Facebook, Twitter, MySpace etc.) and local community newspaper websites were the favoured source for local information.



**As was the case across all community types, traditional media was entrenched as the favourite source for local news and information. Large cities were the only community type where television was favoured over the local printed community newspaper and radio.**



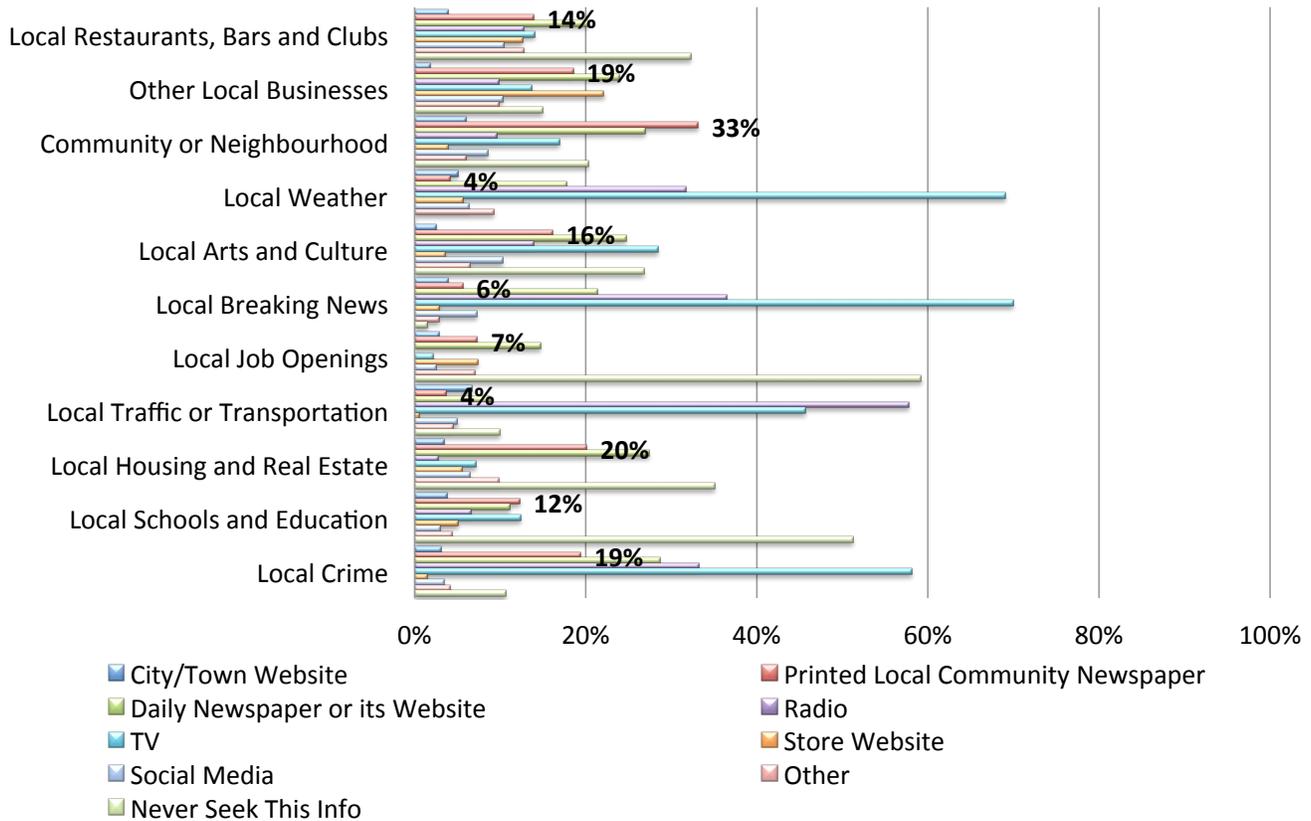
Ads in the Print Media are the best source to find advertising for local stores and services according to respondents in cities with 100K+ population. Respondents in large cities were far more engaged with social media than those living in any of the smaller communities sampled, suggesting that urban populations use a wider variety of sources of information.



## People in Metropolitan Areas use Community Newspapers for Local Information

The Local Printed Community Newspaper was listed as the #1 source for information on community or neighbourhood events. It was reported as one of the top sources for information on a variety of local topics of interest.

**Sources Relied on For Information About Local Topics of Interest**



[For more information or to view full study results, please visit AdWest.ca](http://AdWest.ca)

### About the Study

The major purpose of this study was to determine similarities and differences of media reliance and usage among people living in different sized communities. The results show that, while people in the Prairies and northern areas of Canada have many similar interests, they differ substantially in where they go to access the information they need. This is especially true with respect to where they go for local information. The study was conducted by Totum Research Inc. with a margin of error of +/- 3.1% at the 95% confidence level.



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