



February

Community Newspaper Site Analytics

Fact Sheet

(February 1 - 28, 2017)

AdWest Media has analytics tags embedded in the code of 31 community newspaper websites in Alberta, Saskatchewan and Manitoba. Site traffic reports are monitored regularly with the data used to identify trends in site usage and to help us develop a profile of site visitors.

Each of the sites monitored by AdWest can be characterized as a 'content-oriented' site, with some or all of the content from the printed version of the newspaper being available for online consumption. The newspaper markets from which the monitored sites originate range in size from less than 1,000 population to more than 80,000 and are equally representative of all three prairie provinces.

1. The Measured Markets

- **507,758** Total Footprint Population
- **226,857** Total Footprint Dwellings
- Largest Market: Lethbridge, AB (80,878 Footprint Population)
- Smallest Market: Grenfell, SK (883 Footprint Population)
- Population Median Age: 55.1

- Combined Weekly Newspaper Circulation – **139,704**
- Combined Circulation Period (February 1 - 28) – **558, 816**

2. The Visitors

Total Sessions

77,956

In-Market Sessions

(Sessions originating from within the printed newspapers primary coverage footprint)

14,834 (19% of total sessions)

Urban Market Sessions

(Sessions originating from cities of 100,000 or more)

38,815 (50% of total sessions)

In Province VS. Out of Province Sessions

In Province Sessions

(Sessions originating from within the printed newspapers province)

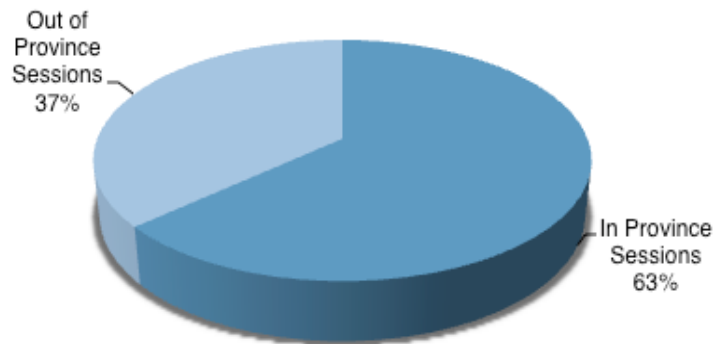
49,420

Out of Province Sessions

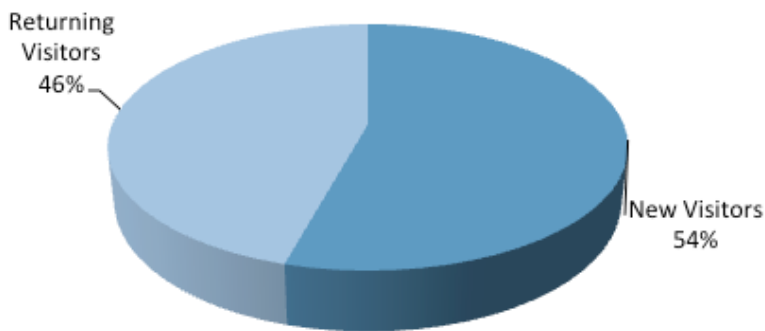
(Sessions originating from outside the printed newspapers province)

28,536

In Province VS. Out of Province Sessions



New VS Returning Visitors



New Visitors

(Sessions from first time visitors)

42,549

Returning Visitors

(Sessions visitors with more than one visit to the site)

25,802

Conclusion

In the period February 1 – 28, 2017, 19% of total sessions in combined measured markets originated from within the primary coverage areas of the printed newspapers' coverage footprint. 47% of total sessions originated from outside the newspapers' primary coverage area AND FROM large urban centers. 37% of combined visits originated from provinces other than the originating province of the newspaper.

Slightly more than half of the visitors to the measured newspaper sites were visiting the site for the first time (55% vs 45%).

The analytics suggest that while residents of community newspaper markets have ready access to community news in digital form, the vast majority of visitors to community newspaper websites are likely former residents who have moved to new cities, often in other provinces to live and work.

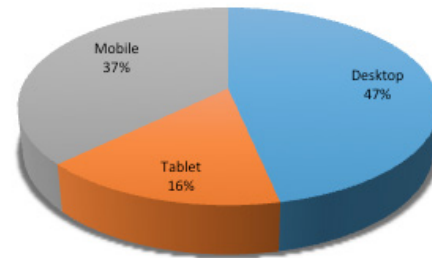
3. The Sessions: Devices

Desktop Sessions – 47% (36,432)

Tablet Sessions – 16% (12,588)

Mobile Sessions – 37% (29,028)

Sessions Among Devices

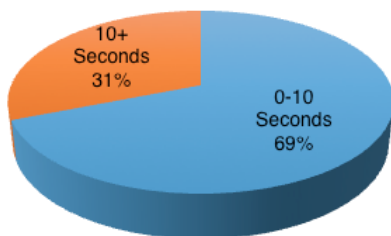


Conclusion

Bucking an industry trend, visitors to community newspaper websites are predominantly using Desktop computers to visit websites. These numbers align to what is known to be a region that is under-served by high-speed mobile internet service. It is reasonable to assume that the users of mobile devices to reach community sites are those visitors originating from urban areas.

4. The Sessions: Time Spent on Website

Time Spent on Website



0-10 Seconds – 69% (53,778)

10+ Seconds – 31% (24,178)

Conclusion

The majority of visitors to community newspaper websites are most likely skimming headlines as opposed to being fully engaged in the content.

While online versions are available in the majority of markets, community newspapers have not been subject to the same level of migration of readers from print to digital platforms experienced by urban market dailies. Moreover the vast majority of traffic to community newspaper websites are in fact, being generated from populations living within those same urban markets.

The numbers also confirm that populations living in rural areas are outliers in terms of how they're using the internet. While news consumption consistently ranks as one of the top 3 things people do while online, those statistics don't appear to apply in rural areas.

This is likely another result of the fact that usable forms of high speed internet are still lacking in many areas.

As importantly however, it begs the question 'In what other ways might people in rural communities being using the internet differently?' It's reasonable to assume based on the data, use of mobile devices, at least for internet browsing purposes, will differ from those people who live in urban areas. This conclusion is supported by the fact that in no less than six of the measured markets, the number visitors accessing the newspaper website on a mobile device was less than 100 visits (in a month). With two of the sites showing mobile traffic of under 25 visits and in fact as low as 2.

For more information please visit our website adwest.ca or email us at info@adwest.ca