

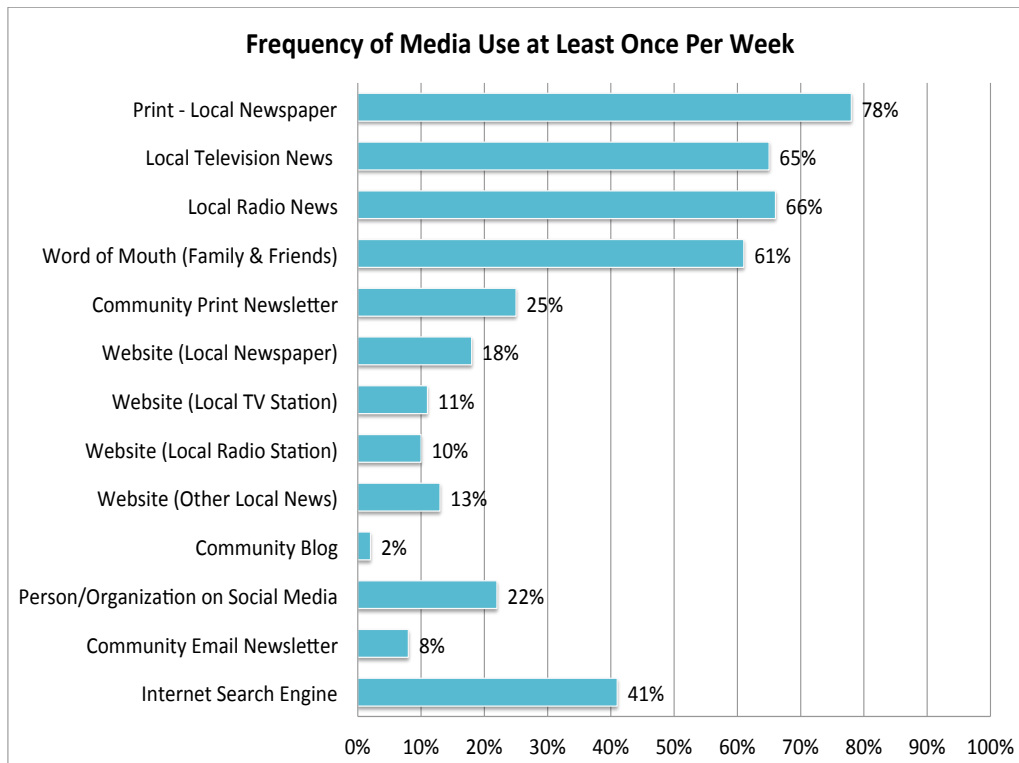
### Community Newspaper Popularity Remains Extremely Strong in Small and Medium Sized Cities

People living in small to medium sized cities are very likely to be receiving a community newspaper each week. 85% of the people living in the 10,000 to 50,000 community group indicated that they receive a community newspaper delivered to them on a weekly basis.

73% of respondents in this community size group said that they spend at least the same amount of time with their local printed newspaper as they did two years ago. 17% said they are spending more time with news.

### Population Living in Small to Medium Sized Cities are Engaged with Their Neighbours, Local News and The Local Community Newspaper

- 49% have lived in the community for more than 20 years
- 58% know the names of all of their neighbours
- 79% follow local news Most of the Time
- 78% indicated that they refer to their local printed community newspaper for information At Least Once Per Week.
- 63% said that they agree at least somewhat with the statement: My Local Newspaper is a Source of Pride for the Community.



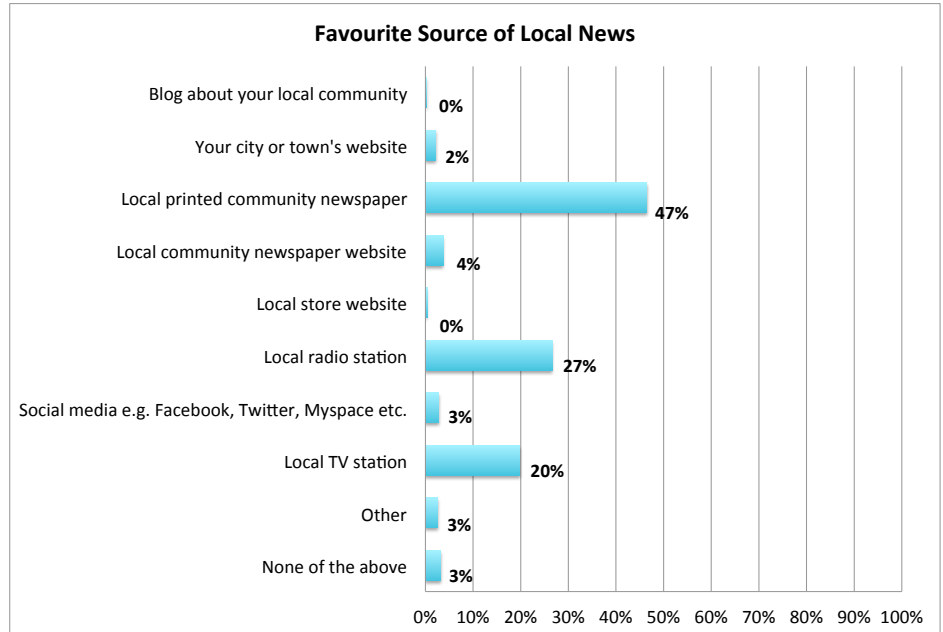
**As far as regular weekly media use is concerned, traditional media was still dominant amongst respondents in communities 10-50K population. The Print Version of the Local Newspaper was #1 and used at Least Once per Week by 78% of respondents.**



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

Traditional media is still the dominant source for information on local news and events. Community newspapers lead the way with 47% of respondents indicating that the local newspaper is the favourite source for local information.

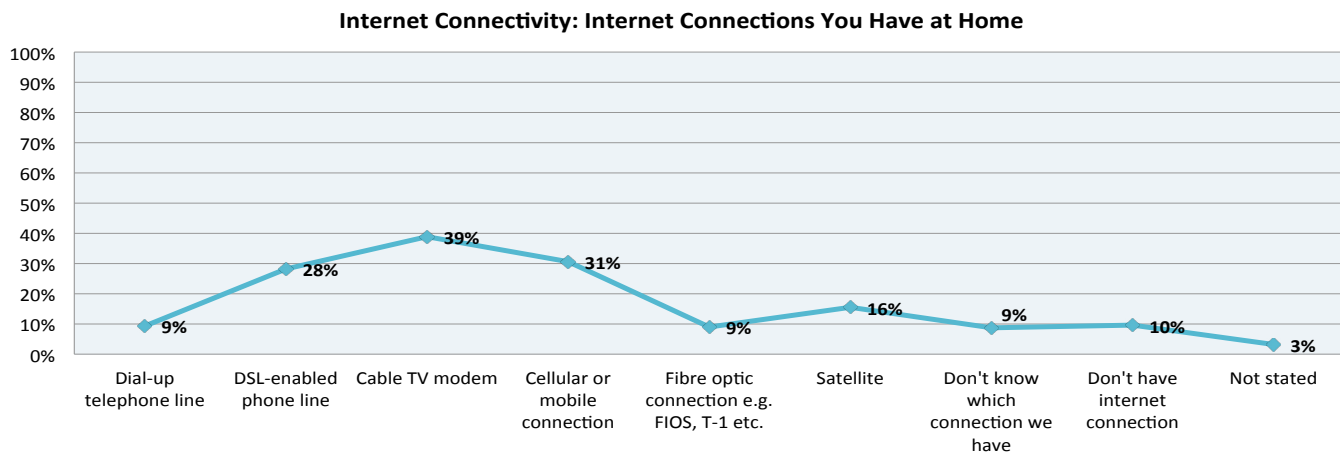
3% of respondents indicated that Social Media channels (Facebook, Twitter, MySpace etc.) were the favoured source for local information while 4% use local community newspaper websites.



**The Local Printed Community Newspaper was by far the Favourite Source for Local News amongst respondents in the sample of small cities of 10-50K, the preferred source by nearly half.**

## Lack of 'Connectivity' is an Issue in Small to Medium Sized Cities.

Populations living in small communities and rural areas have unique challenges when it comes to online and mobile channels; challenges that typically don't exist in larger metropolitan areas. In many areas, access to reliable and cost-efficient forms of high speed internet is not available, limiting the use of many familiar online services such as banking, streaming and shopping.



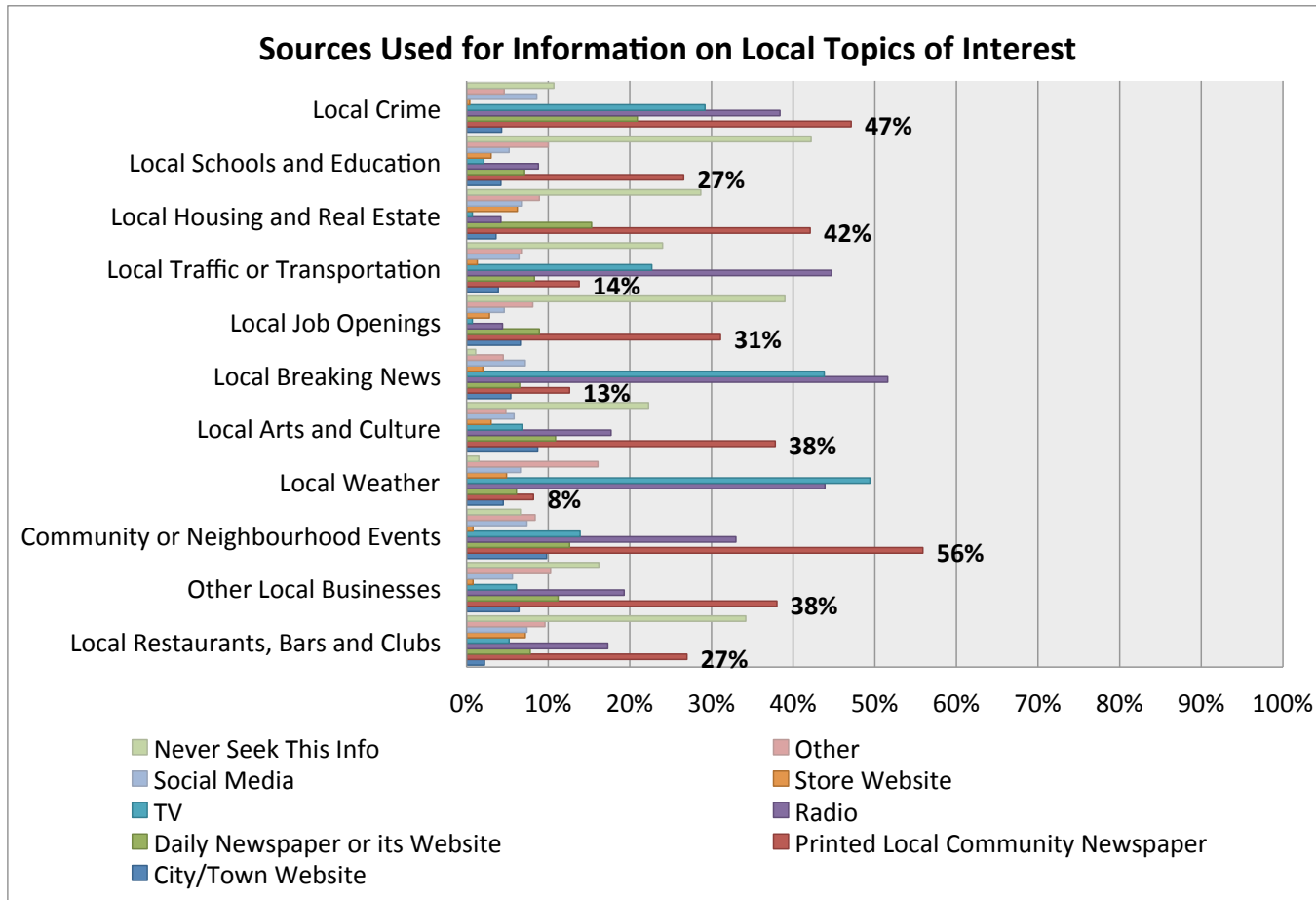
**The sample in cities of 10-50K indicated a wide variance in types of connections used at home. Still, nearly 1 in 5 reported either an outdated connection type or no connection at all.**



## Other Study Highlights From the Small to Medium Sized Cities Sample:

The Local Printed Community Newspaper was the Top Source for Information on Local Topics of Interest:

- Local Businesses
- Community/Neighbourhood Events
- Local Arts and Culture
- Local Housing and Real Estate
- Local Crime

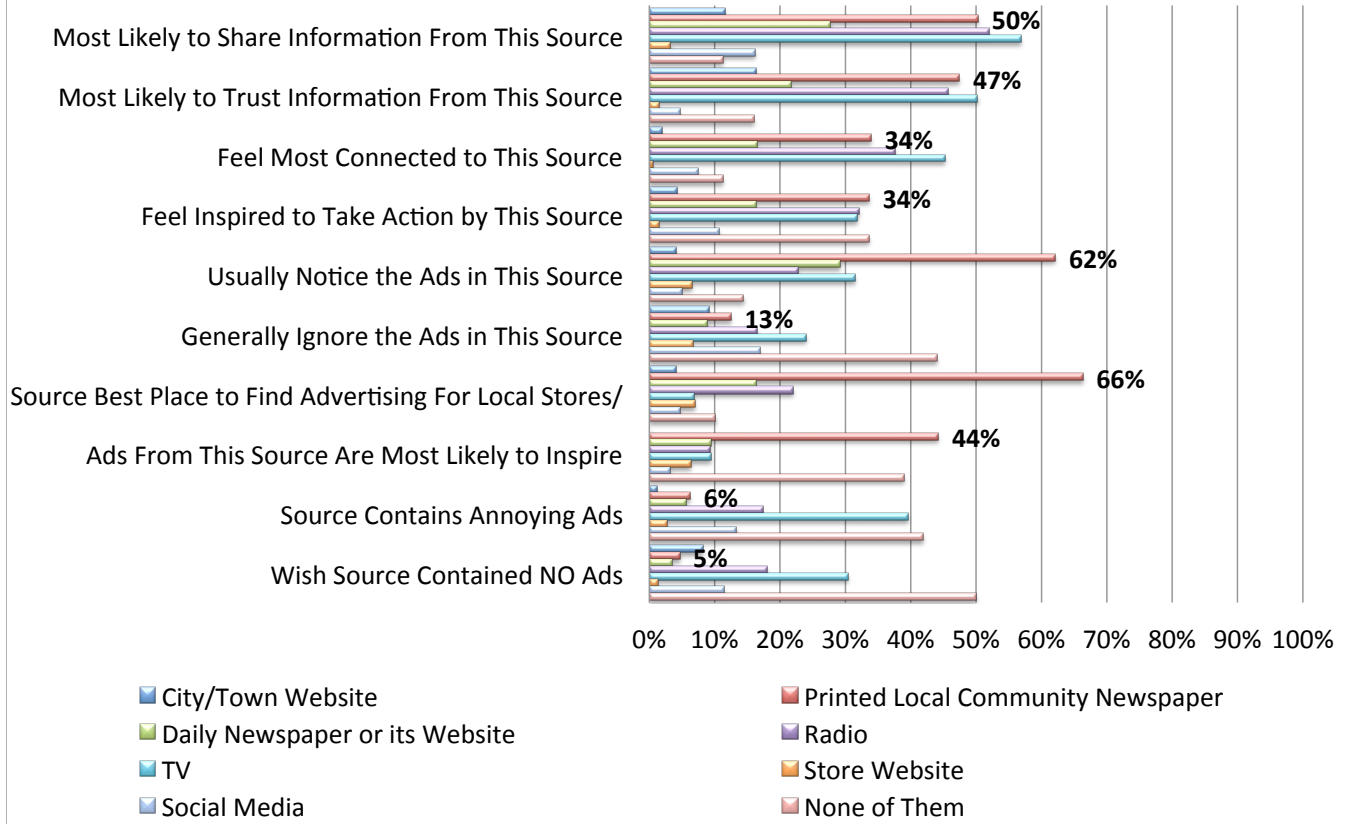


**The Local Printed Community Newspaper was listed as the top source for information on local topics of interest in multiple areas.**



- Ads are more likely to be noticed in the local printed community newspaper (62% of respondents agreed) than in any other media
- The local printed community newspaper is the best place to find advertising for local stores and services (66% of respondents agreed).

### Statements Regarding Media Engagement, Connection and Sharing



**Ads are more likely to be Noticed, Looked For and Inspire Purchase in the Local Printed Community Newspaper than any other media according to respondents in communities 10-50K**

[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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