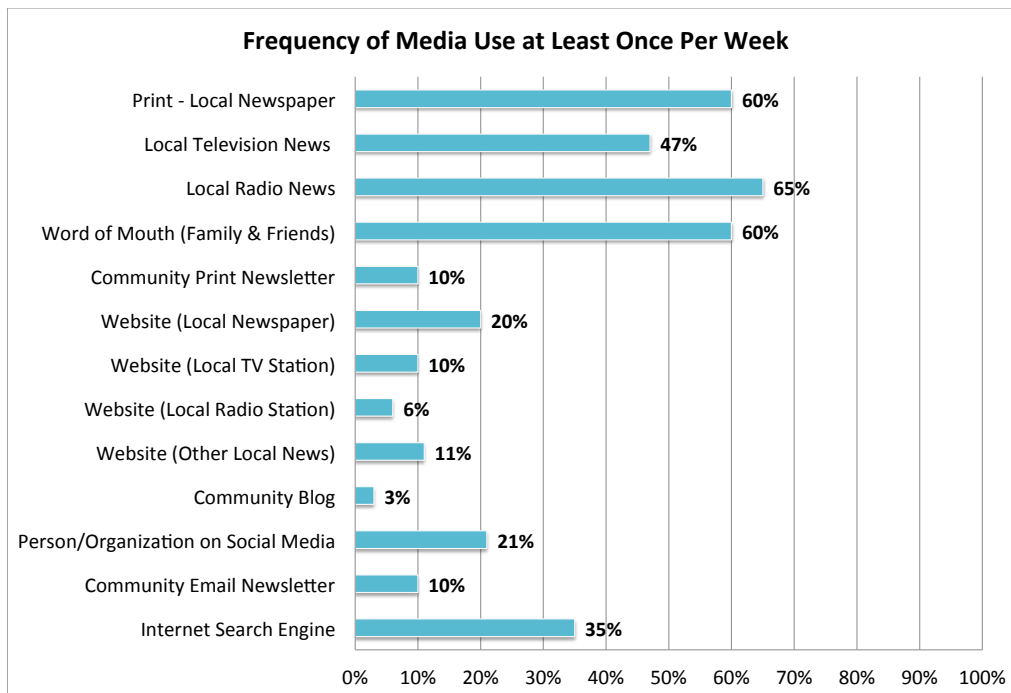


## Community Newspapers Remain Strong In Larger Communities

People living in medium to large sized cities are very likely to be receiving a community newspaper each week. 60% of the people living in the 50,000 to 100,000 population community group indicated that they receive a community newspaper delivered to them on a weekly basis. Over 40% indicated that they pay to receive it.

## Population Living in Medium to Large Sized Cities are Spending More Time with News

- 79% follow local news Most of the Time.
- 65% spend the same time with their local printed newspaper as they did two years ago.
- 29% said they are spending more time with local news.
- 44% indicated that their local community newspaper is their favourite source for local news.
- 60% indicated that they refer to their local printed community newspaper for information At Least Once Per Week.



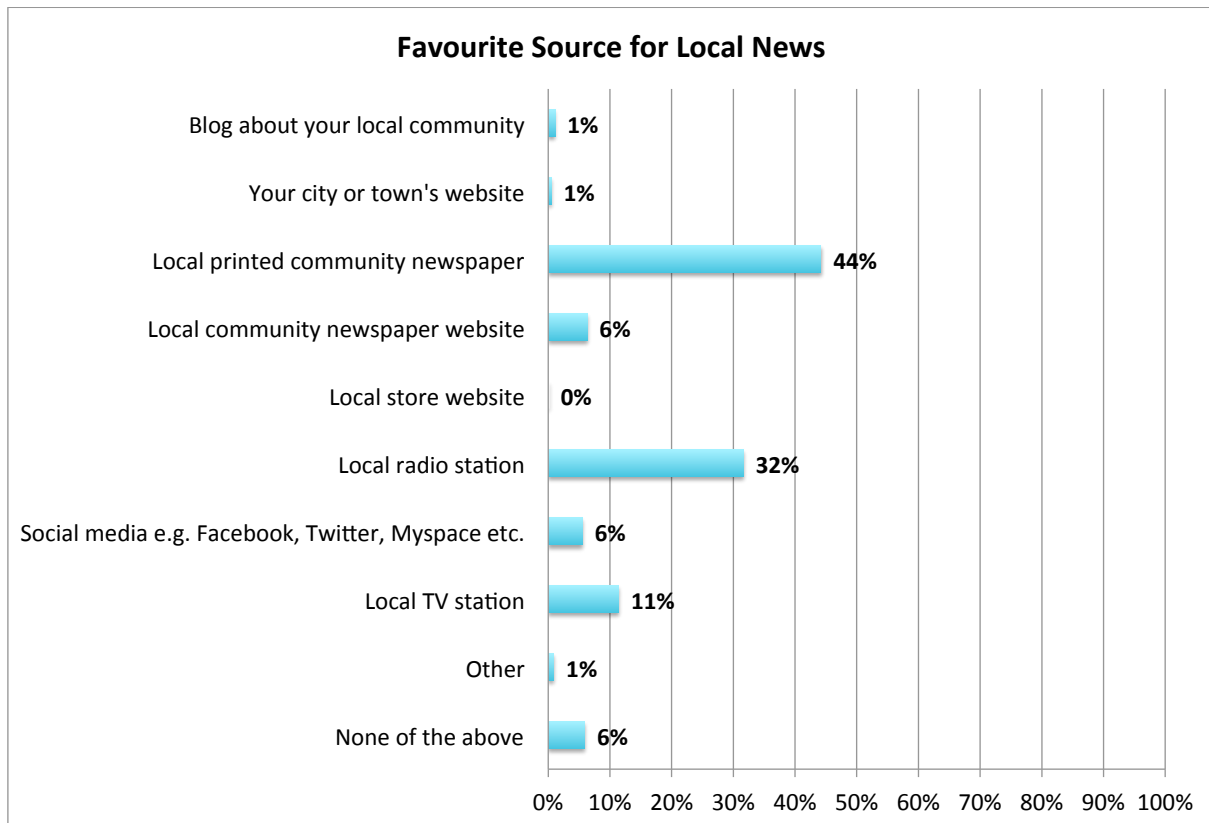
**As was the case in smaller communities, traditional media was reported as the media most likely to be referred to at least once per week for information about the community**



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

Traditional media is still the dominant source for information on local news and events in this sample. Community newspapers lead the way with 44% of respondents indicating that the local newspaper is the favourite source for local information.

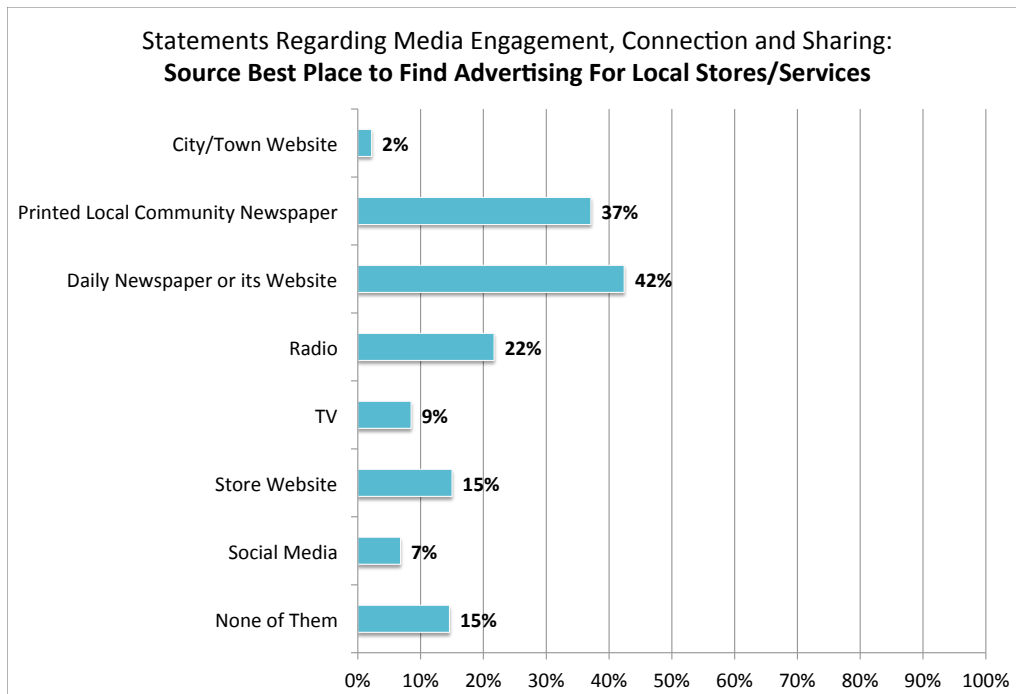
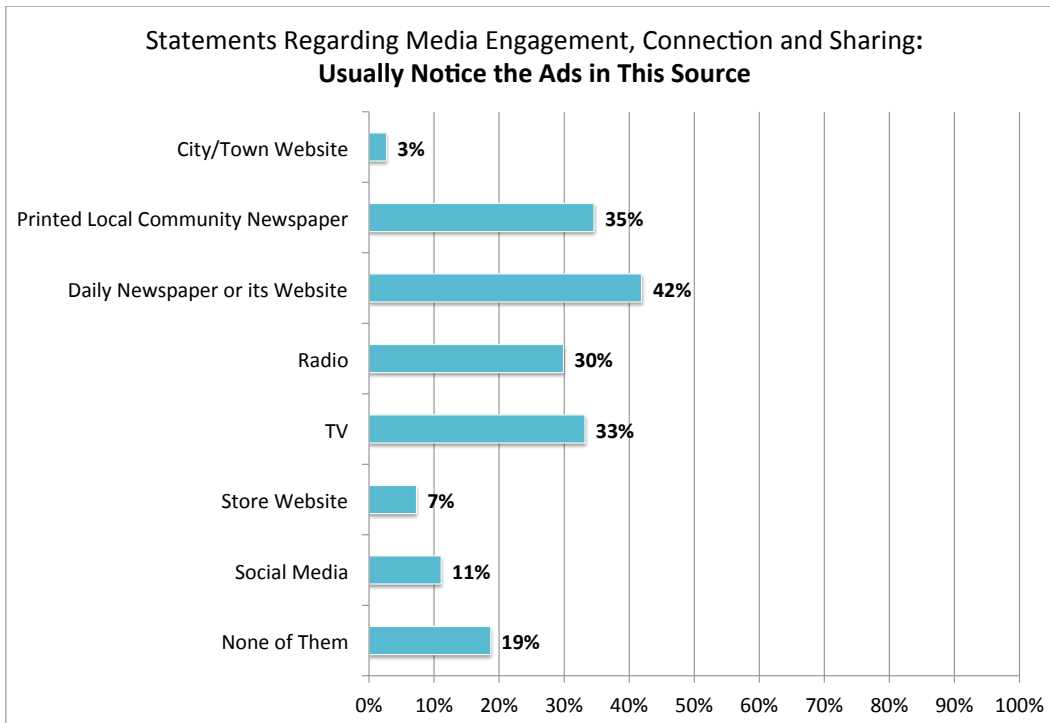
6% of respondents indicated that Social Media channels (Facebook, Twitter, MySpace etc.) and local community newspaper websites were the favoured source for local information.



**Like respondents in smaller communities and rural areas, respondents in cities of 50-100K indicated that the print version of the local community newspaper was the favourite source for local news and information.**



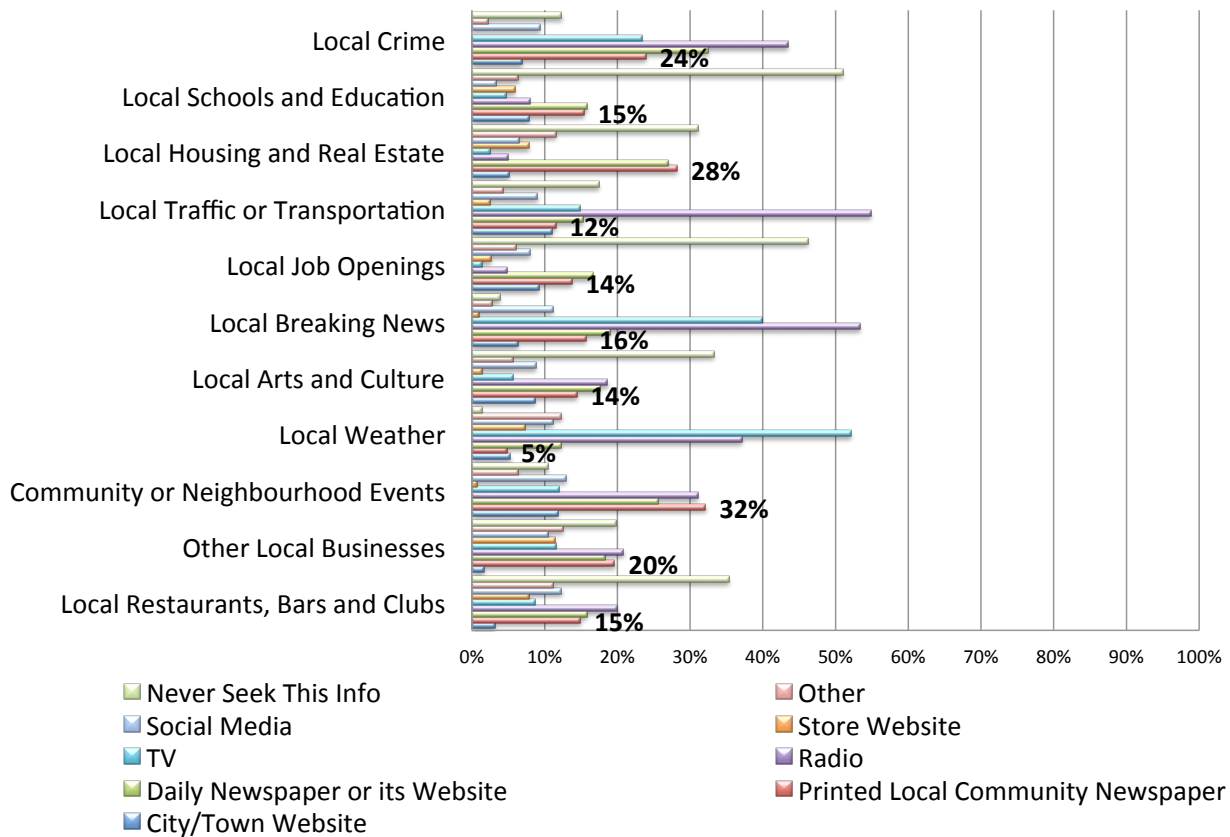
Ads in the Print Media are more likely to be sought out, noticed and inspire purchase according to study participants living in medium to large sized cities.



## People in Medium to Large Cities use Community Newspapers for Local Information

The Local Printed Community Newspaper was the Top Source for Information on Local Topics of Interest for community and neighbourhood events as well as local housing and real estate. It was the amongst the top 2 sources for information on local businesses and schools and education.

### Sources Used 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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