The Power of Printed Newspapers

Advertising effectiveness increases in trusted environments making local printed newspapers an impactful way to drive action among consumers.

Six in ten Albertans receive a printed local newspaper at home.

81% read each issue of their printed local newspaper.

Average time spent reading is 20 minutes.
Average readers per copy is 1.5 household members.

Engagement and Trust – Ad Engagement Increases in Trusted Environments.

Local news is most important to Albertans.

Eight in ten Albertans spend the same amount of time or more with news (compared to 2 years ago). Albertans choose printed local newspapers as their preferred source for:

- Community Issues
- Community Event
- People in the Community
- Local Business Sales & Events
- Local Schools & Education
- Local Government Programs

Trust in News and Advertising – Trusted Content Leads to Trust in Advertising.

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<thead>
<tr>
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<th>% Trust Very Much</th>
<th>% Trust Somewhat</th>
<th>Total Trust</th>
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</thead>
<tbody>
<tr>
<td>Community Newspapers - Print</td>
<td>38</td>
<td>41</td>
<td>79</td>
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<tr>
<td>Community Newspapers - Digital</td>
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<td>Radio</td>
<td>21</td>
<td>51</td>
<td>72</td>
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- Printed community newspapers have the highest overall level of trust of all media.
- 79% of Albertans trust print community newspapers for news and advertising.
- Social media and general websites have lowest levels of trust among Albertans.

For more information, go to www.awna.com

Source: Totum Research, Alberta Adults 18+; August 2018
WANT TO INSPIRE ALBERTANS TO TAKE ACTION?
Printed local newspaper ads are the most effective medium in 6 of 8 categories.

PRINT NEWSPAPER ADS DRIVE ACTION

Newspapers are most effective in:
- Automotive
- Health & Wellness
- Agriculture
- Real Estate
- Community Services
- Government Programs/Services

Digital Life – 80% of Non-Urban Albertans Have High Speed Access.

Average time spent reading community newspaper websites is 19 minutes.

67% of digital readers follow Local/Community News most of the time.

Daily Online Activities | Average Time Spent Online
Albertans are engaged online daily with local news and research on government programs as well as products and services.

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Internet is Very/Somewhat Important to:
- 68% Consume news & information
- 72% Research products & services
- 56% Learn about government programs/services
- 44% Shop Online

Some Albertans are impacted by their internet connection issues. That doesn’t stop them from consuming news and doing research. Shopping online is less important outside of urban centres.

For more information, go to www.awna.com

Source: AWNA Media Usage Study 2018; Totum Research; August 2018
Sample: Alberta adults 18+ excluding CMAs (Calgary, Edmonton, Medicine Hat, Wood Buffalo, Grande Prairie), n= 401; random digit dialed phone survey.