



Newspapers are Engaging

April 2014



Print newspapers are the **most engaging medium** both for editorial and advertising – beating out all others on 11 metrics. Intuitively this makes sense. When reading with a newspaper, Canadians give it their full attention. This compares with other media where attention is fractured.

Ad engagement for print newspapers is almost **5 times higher than average**. There are lots of places Canadians do not want advertising whereas in print newspapers, it is expected to be there – it is part of the content.

Newspaper websites also dominate in both **media and ad engagement**.



Definitions

Media Engagement:

11 characteristics were tested: 7 general engagement statements and 4 on ad engagement specifically:

- It is trustworthy.
- I feel a personal connection with the medium.
- It inspires me.
- It makes my life better.
- It enhances my interaction with others.
- It operates in an ethical manner and has the public's best interest in mind.
- I go to the medium when I have time to myself.

Ad Engagement:

- I usually notice ads in this medium.
- The ads it contains make me more likely to purchase.
- It is the best place to get useful information about sales, store hours and special offers.
- It contains annoying ads.





Study Design

- Study: Research with 800 Canadians online by Totum Research on behalf of Newspapers Canada
- Timing: Fieldwork – October/November 2013
- Scope: National: English and French
- Targets: Age, gender and regional targets were applied to ensure valid representation
- Calculation: All 11 engagement scores were added except 'it contains annoying ads' which was subtracted (as it is a negative attribute). In some cases, this created a negative score. These scores were then indexed to the average (i.e. the average is equated to 100, those scoring better than average score over 100, etc.)



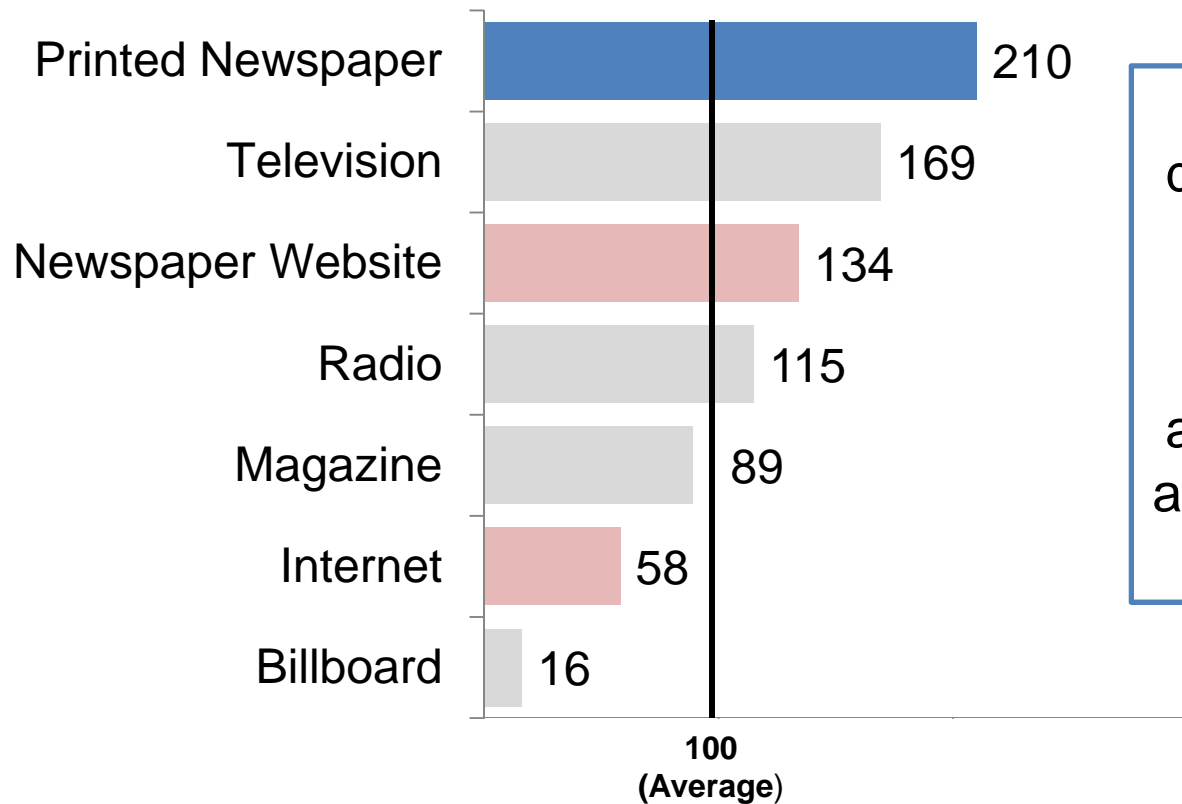
Overview



NEWSPAPERS CANADA



Media Engagement Index



Print newspaper dominates as the most engaging media!

Newspaper website also scores well above average and most other media too.



Ad Engagement	Index
Printed Newspapers	477
Newspaper Website	139
Magazine	129
Television	119
Billboard	26
Radio	10
Internet	-1

Ad engagement for print newspaper is almost 5 times the average!

Newspaper website ads demonstrate stronger engagement than all the other media.



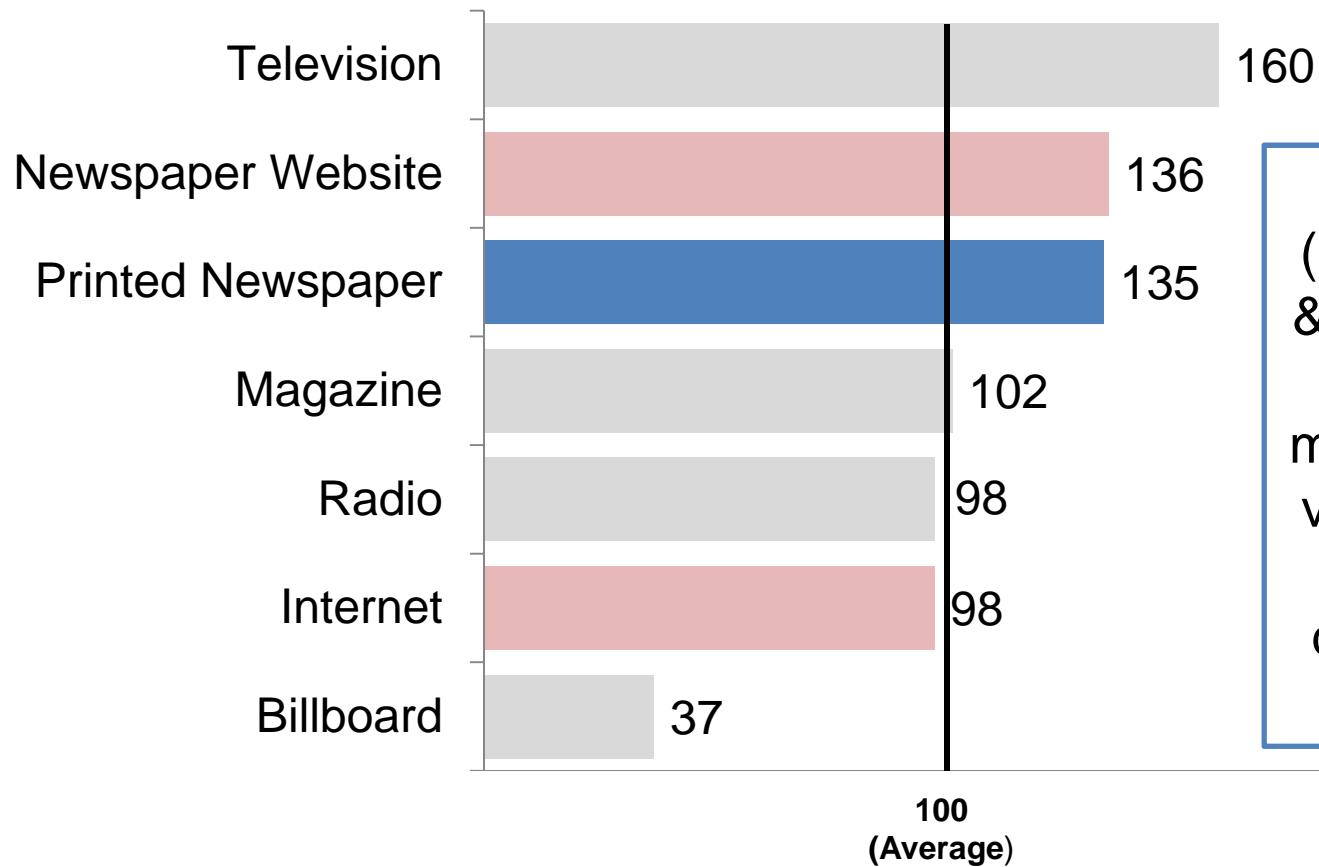
Young Adults (age 18-34)



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Media Engagement Index: Young Adults



Young adults (18-34) score print & web newspapers equally well on media engagement vs. the population, where print is deemed the most engaging.



Ad Engagement Scores: Young Adults

Ad Engagement	Index
Printed Newspaper	230
TV	162
Magazine	118
Newspaper Website	111
Billboard	77
Internet	54
Radio	47

Print newspaper out-scores all others in ad engagement. Newspaper website also scored above average with 18-34s.





Moms

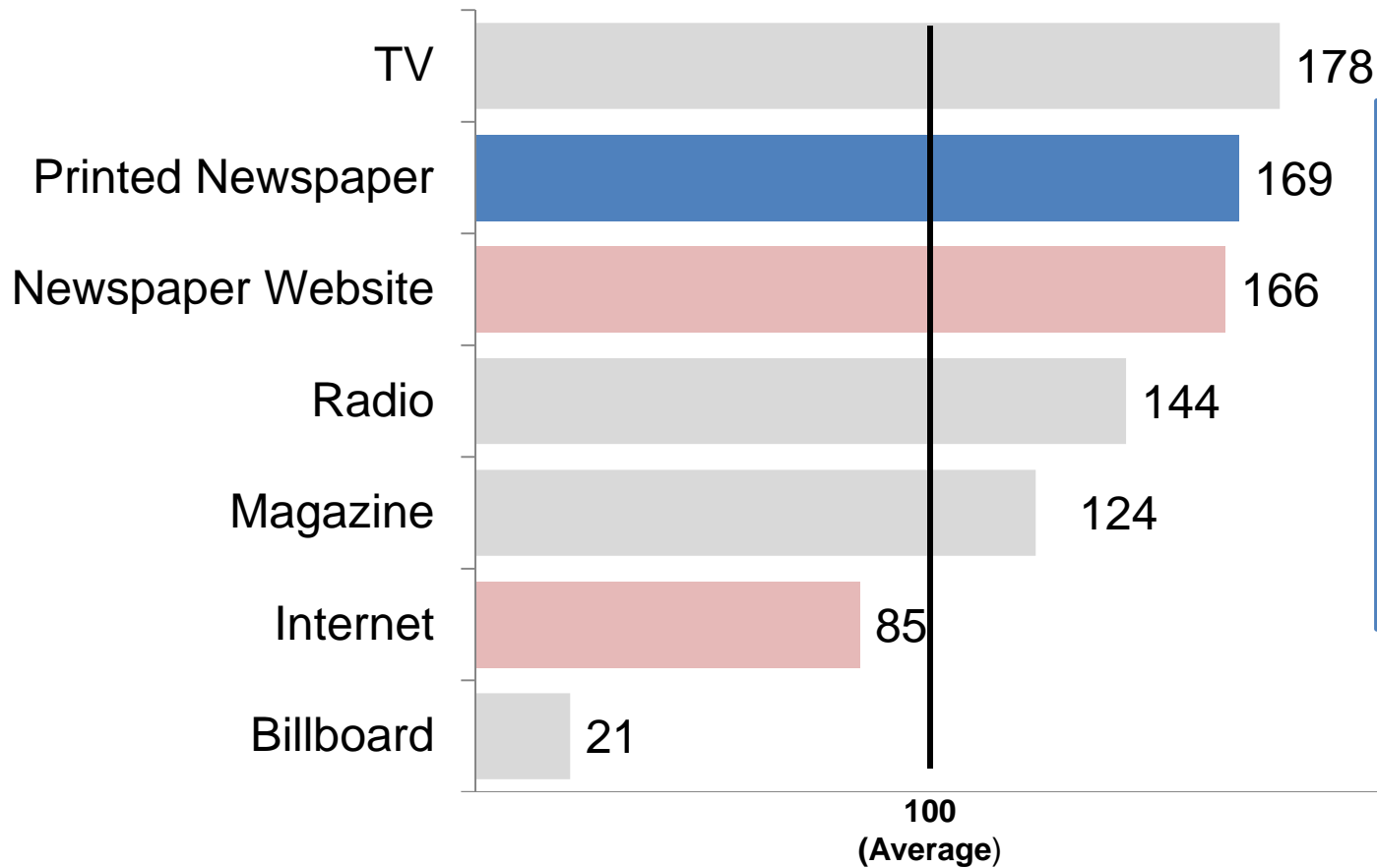
(women with children <18 at home)



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Media Engagement Index: Moms



Print newspapers are engaging for Moms. Newspaper websites score strongly at 166 (24% higher than the population)





Ad Engagement Scores: Moms

Ad Engagement	Index
Printed Newspaper	388
Magazine	261
TV	194
Newspaper Website	190
Radio	110
Billboard	78
Internet	18

Print newspaper outpaces all others in ad engagement.

Moms finds the ads on newspaper websites 37% more engaging than the population.





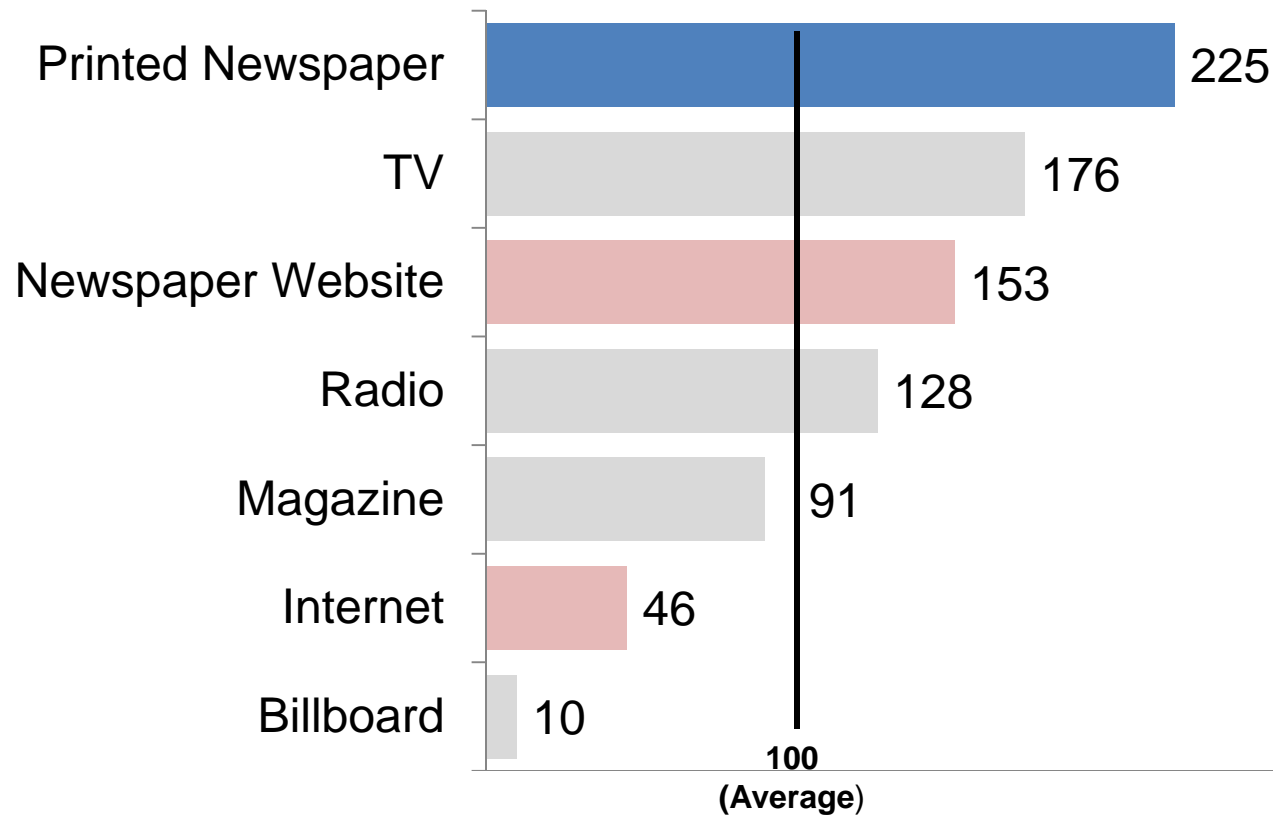
Boomers (aged 45-65)



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Media Engagement Index: Boomers



Boomers find print newspapers the most engaging medium – scoring it higher than other demographics.

Newspaper website also scores higher with Boomers than the total population.





Ad Engagement Scores: Boomers

Ad Engagement	Index
Printed Newspaper	528
Newspaper Website	182
TV	137
Billboard	136
Magazine	20
Internet	17
Radio	-20

Boomers (45-65) find ads in print newspapers very engaging – more so than any other demographic.

Newspaper website comes in a solid second.

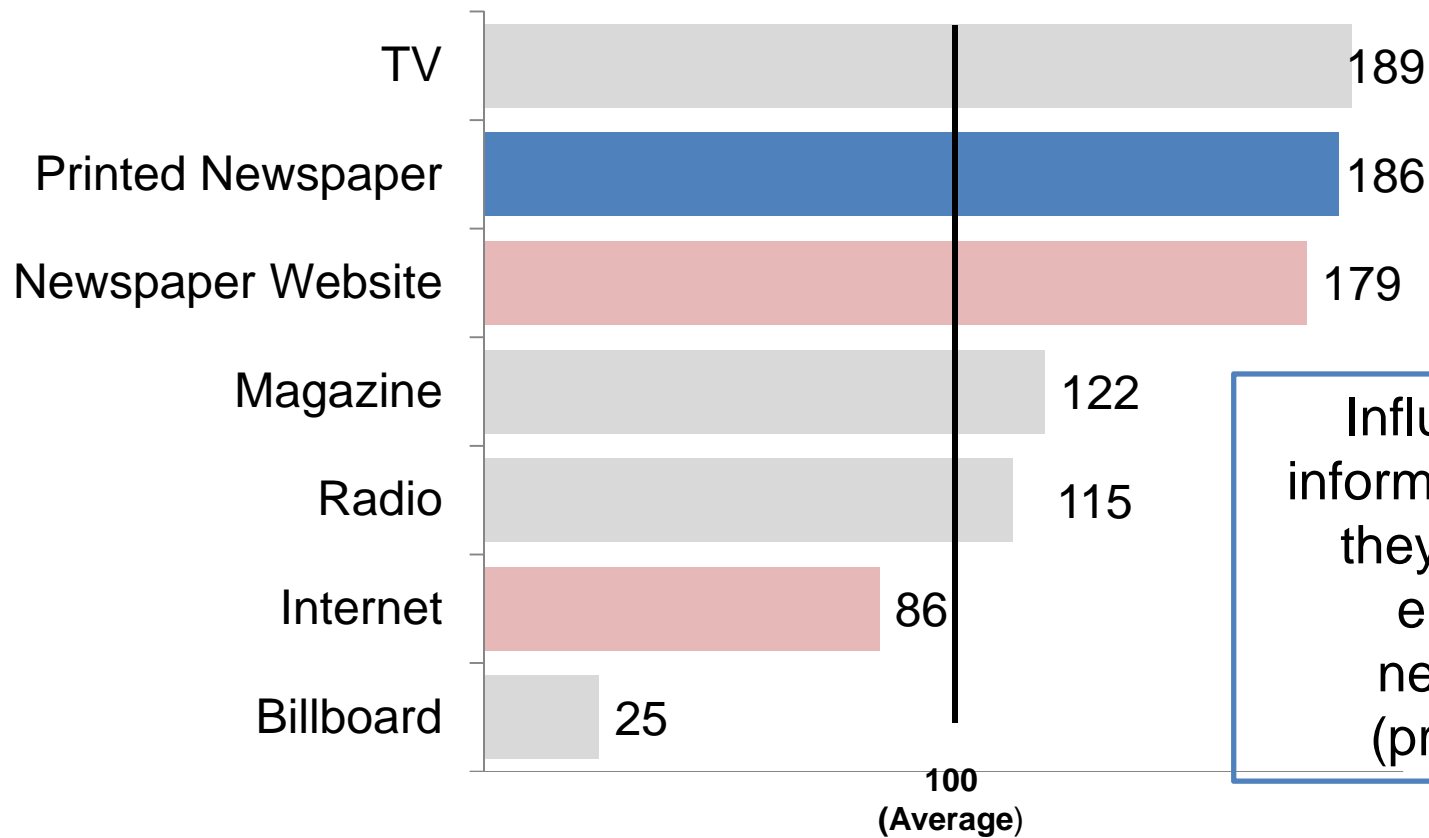




Influencers



Media Engagement Index: Influencers



Influencers are information hounds; they are clearly embracing newspapers (print & web)





Ad Engagement Scores: Influencers

Ad Engagement	Index
Printed Newspaper	354
Magazine	225
TV	209
Newspaper Website	194
Internet	37
Billboard	35
Radio	17

Influencers score higher than the population on engagement with newspapers both in print and on websites.





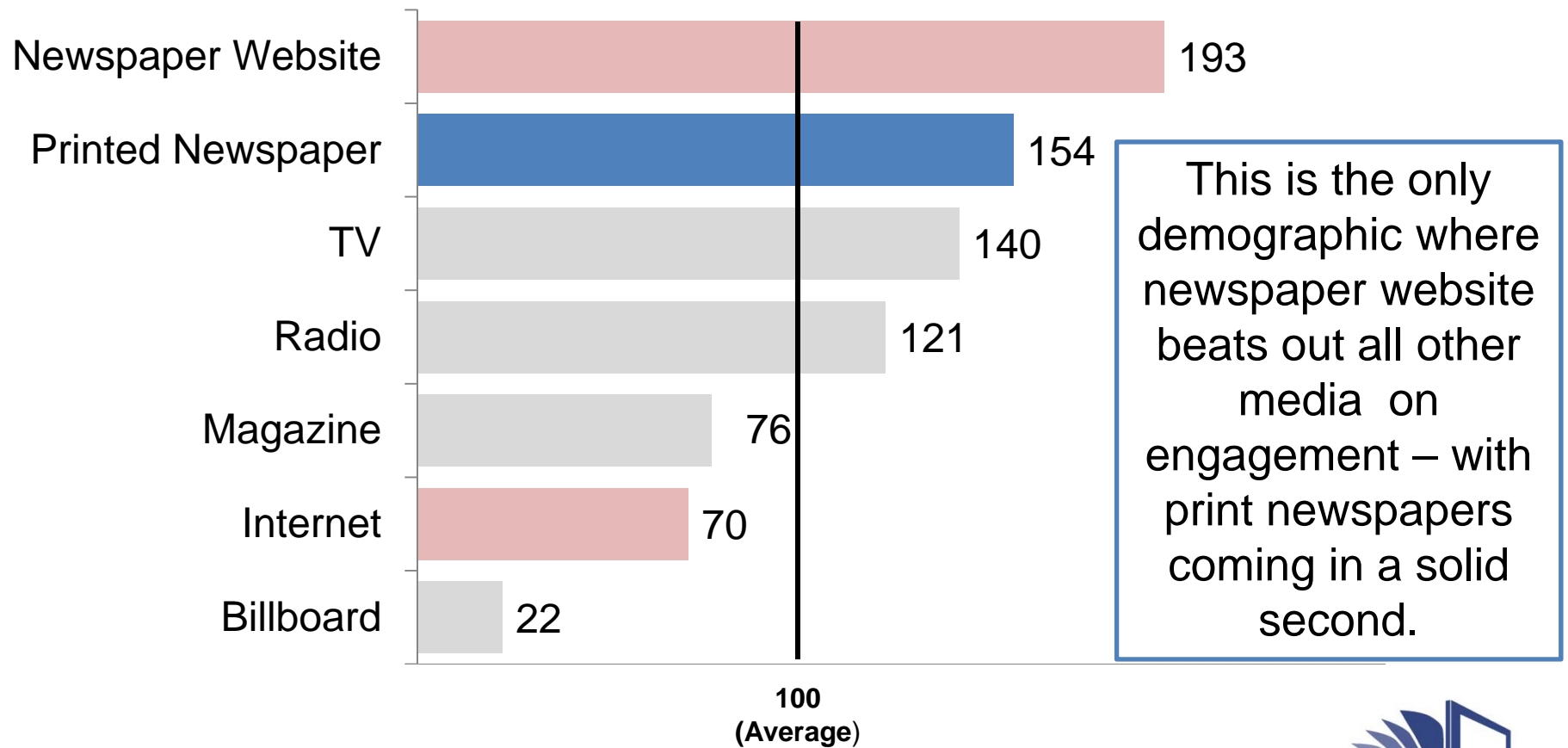
Business Decision Makers



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Media Engagement Index: Business Decision Makers





Ad Engagement Scores: Business Decision Makers (BDM)

Ad Engagement	Index
Printed Newspaper	232
Newspaper Website	212
Magazine	101
TV	56
Billboard	31
Internet	3
Radio	-14

Print newspaper ranks first in ad engagement. For BDMs, newspaper website has the highest ad engagement score of all demographics.





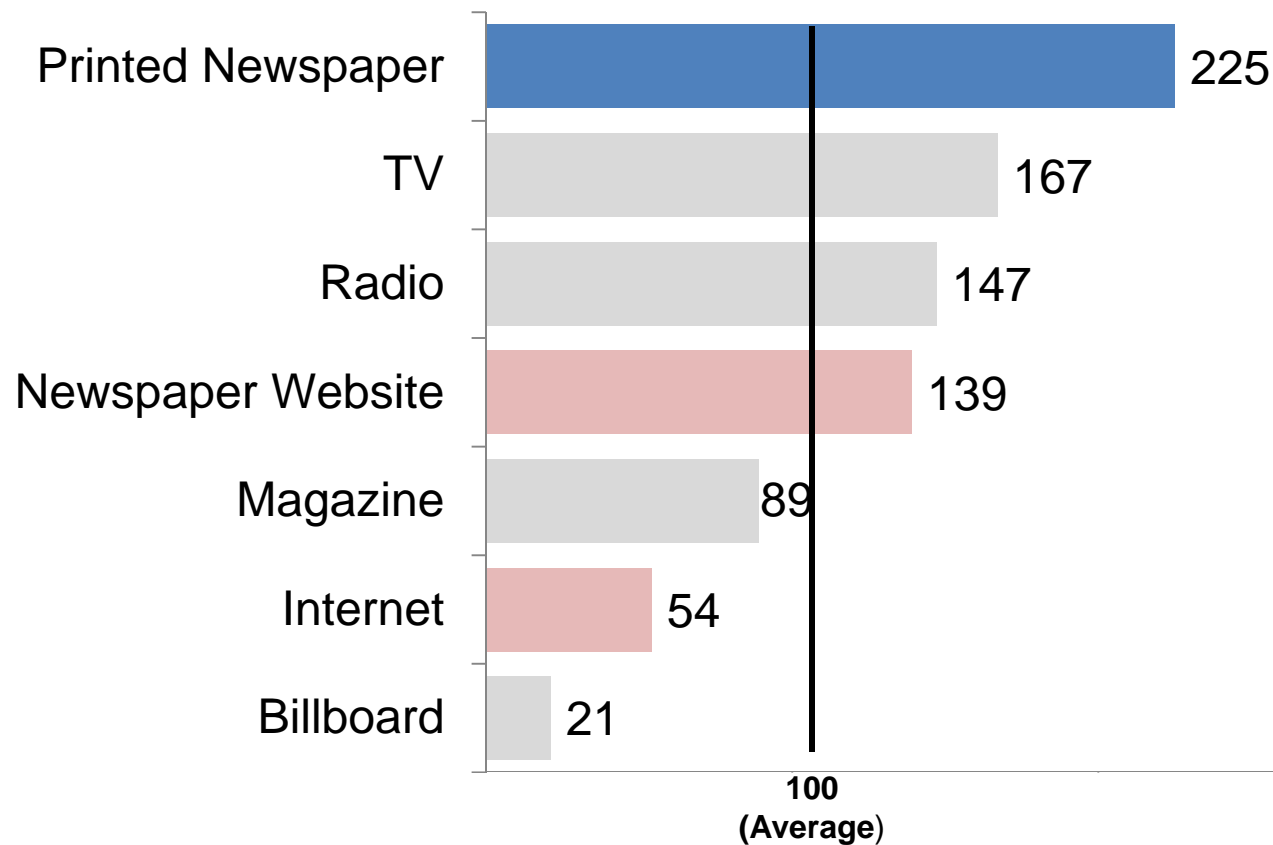
High Income Canadians



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Media Engagement Index: High Income



High Income (& Boomers) find print newspapers the most engaging medium – scoring it higher than other demographics.

Newspaper website earns higher than average engagement scores.



Ad Engagement Scores: High Income

Ad Engagement	Index
Printed Newspaper	436
Magazine	120
TV	103
Newspaper Website	83
Billboard	20
Radio	15
Internet	-23

Print newspaper's ad engagement is more than four times average. Newspaper website outscores the internet & two other media.



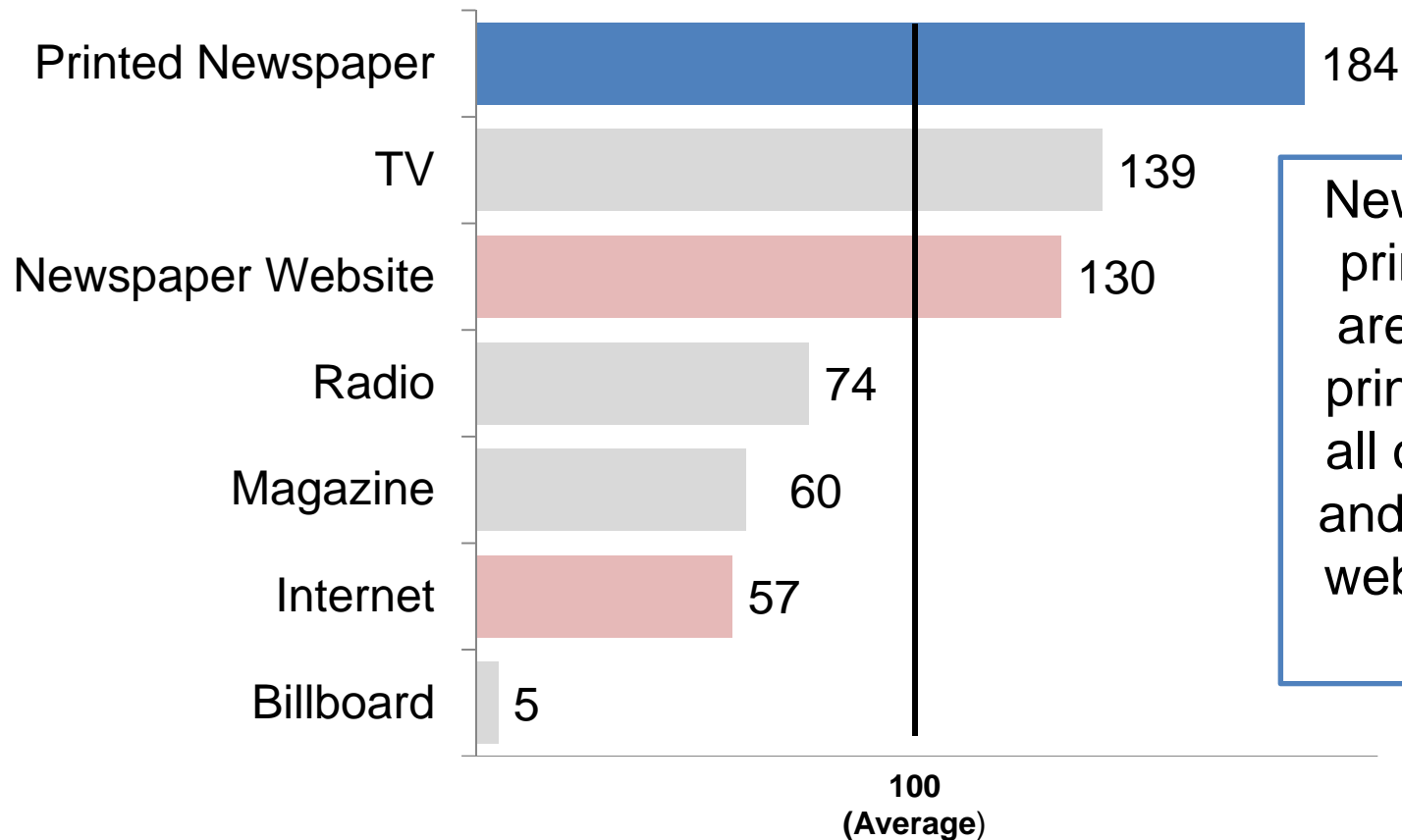
Western Canada (B.C. + Prairies)



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Media Engagement Index: West



Newspapers in print and web are engaging; print outscores all other media and newspaper website almost ties TV.





Ad Engagement Scores: West

Ad Engagement	Index
Printed Newspaper	408
Newspaper Website	128
TV	86
Magazine	36
Internet	15
Billboard	-22
Radio	-106

Printed newspaper and newspaper website outscore other media options on ad engagement – which all score below average.



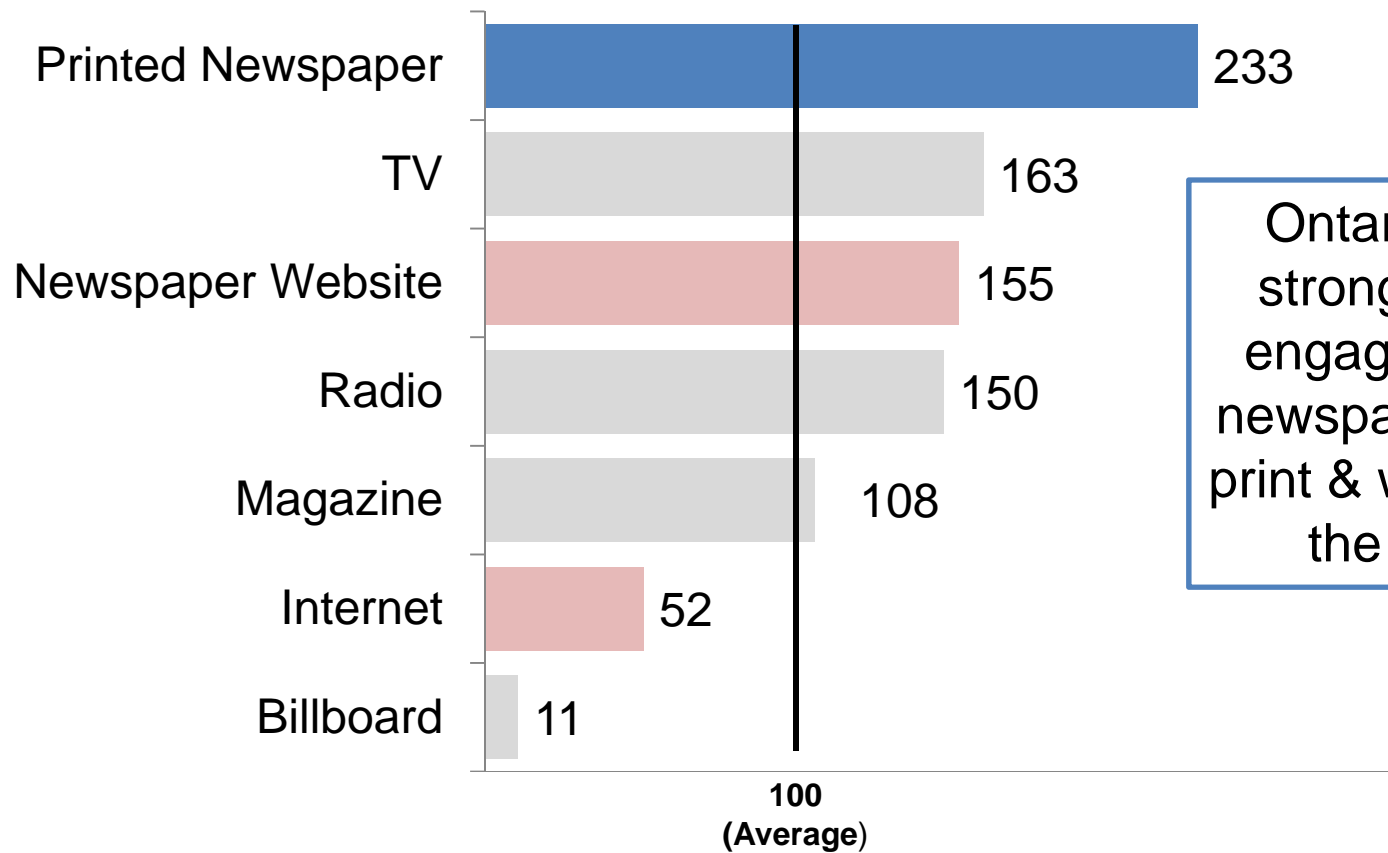
Ontario



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Media Engagement Index: Ontario



Ontario has the strongest media engagement with newspapers in both print & website of all the regions.



Ad Engagement Scores: Ontario

Ad Engagement	Index
Printed Newspaper	523
Magazine	174
Newspaper Website	141
TV	79
Radio	20
Billboard	10
Internet	-38

Print newspaper scores more than 5 times higher than average – and is one of the highest scoring regions.

Ontario's newspaper website ad engagement scores above the national population.



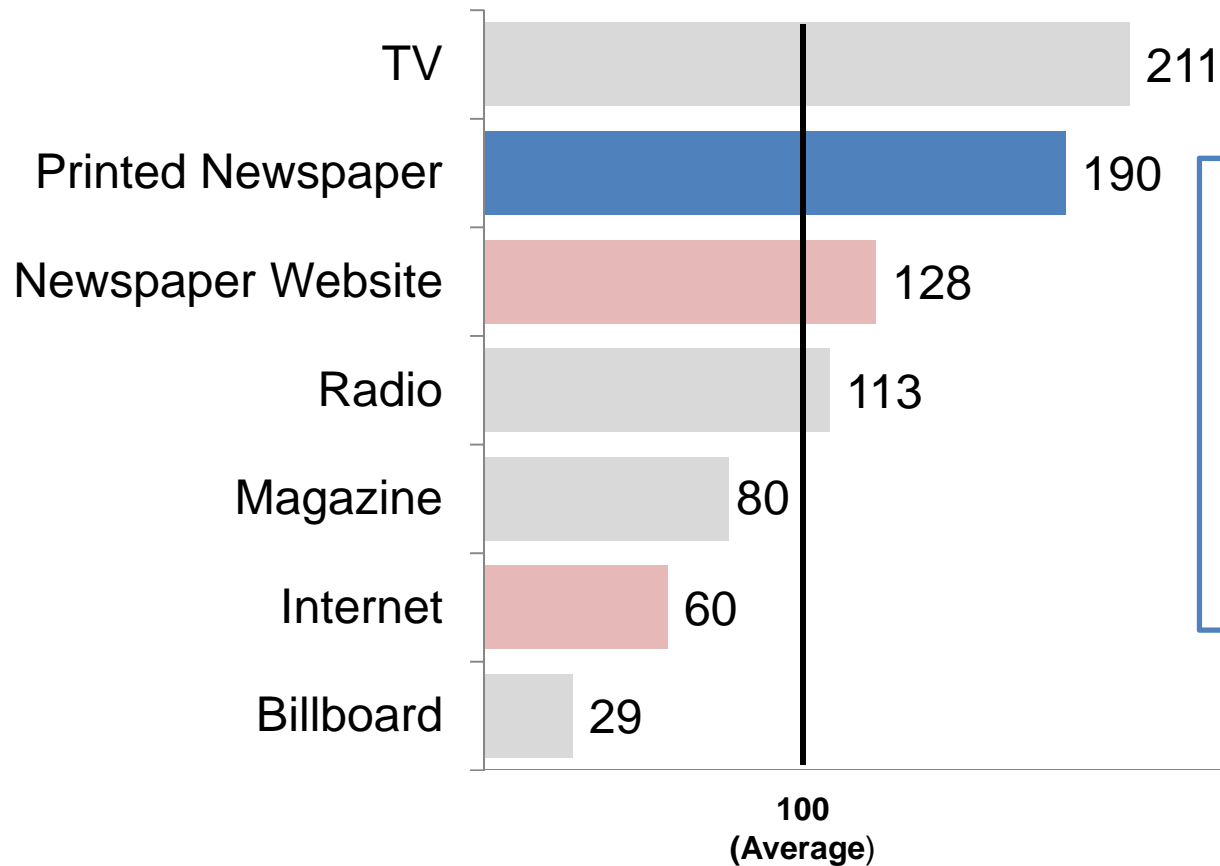
Quebec



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Media Engagement Index: Quebec



Print newspaper and TV are almost tied for first spot. Newspaper website scores well above the other remaining media.



Ad Engagement Scores: Quebec

Ad Engagement	Index
Printed Newspaper	370
Newspaper Website	156
TV	117
Magazine	101
Billboard	71
Radio	26
Internet	20

Print newspaper outpaces all others in ad engagement. In Quebec, newspaper website ad engagement is the highest vs. other regions.



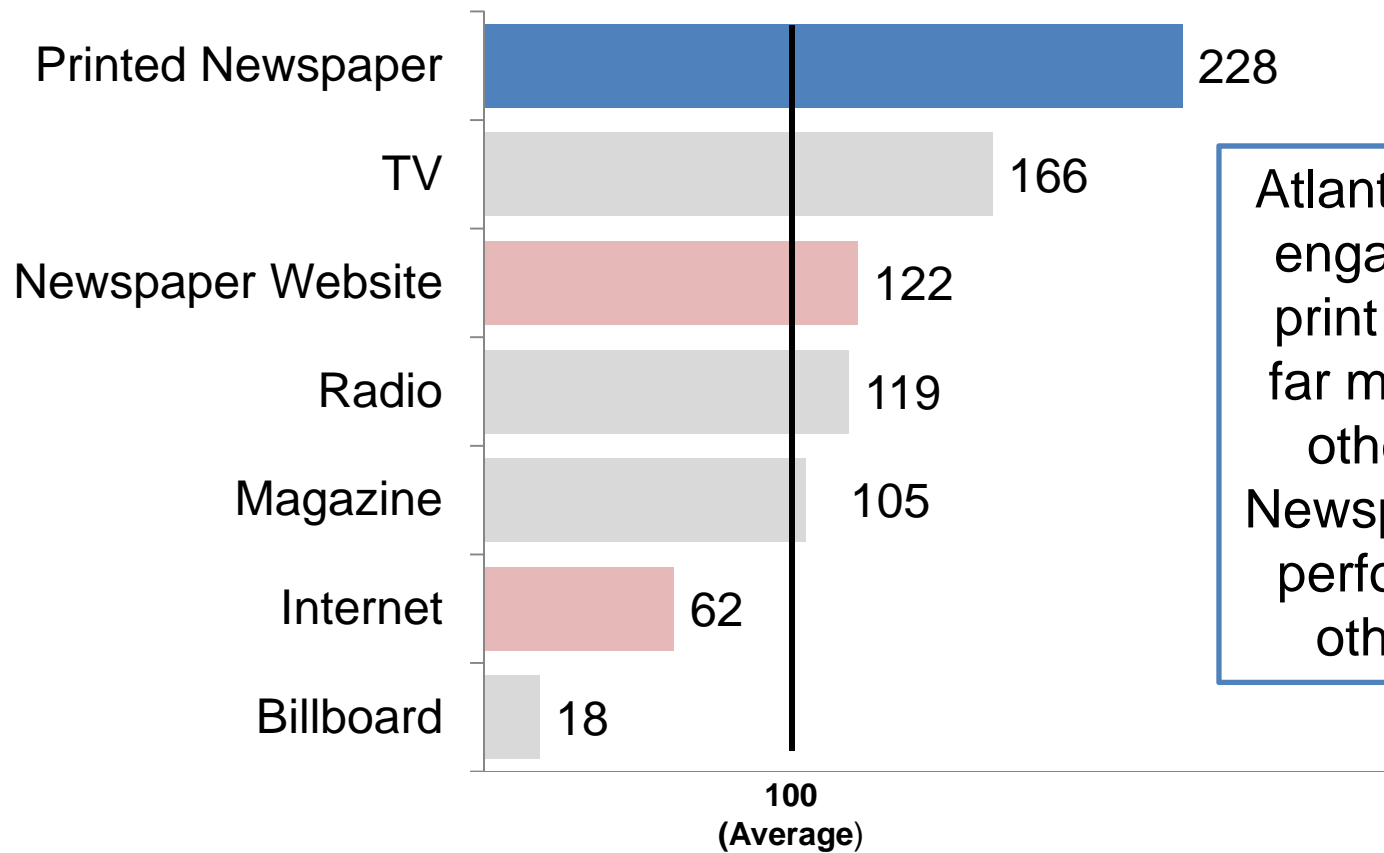
Atlantic



NEWSPAPERS CANADA



Media Engagement Index: Atlantic



Atlantic Canadians engage with their print newspapers far more than any other medium. Newspaper website performs well vs. other options.



Ad Engagement Scores: Atlantic

Ad Engagement	Index
Printed Newspaper	543
Magazine	201
TV	194
Newspaper Website	133
Radio	102
Billboard	46
Internet	0

Atlantic Canadians demonstrate the highest print newspaper ad engagement of all regions.

Newspaper website scores well above average.