

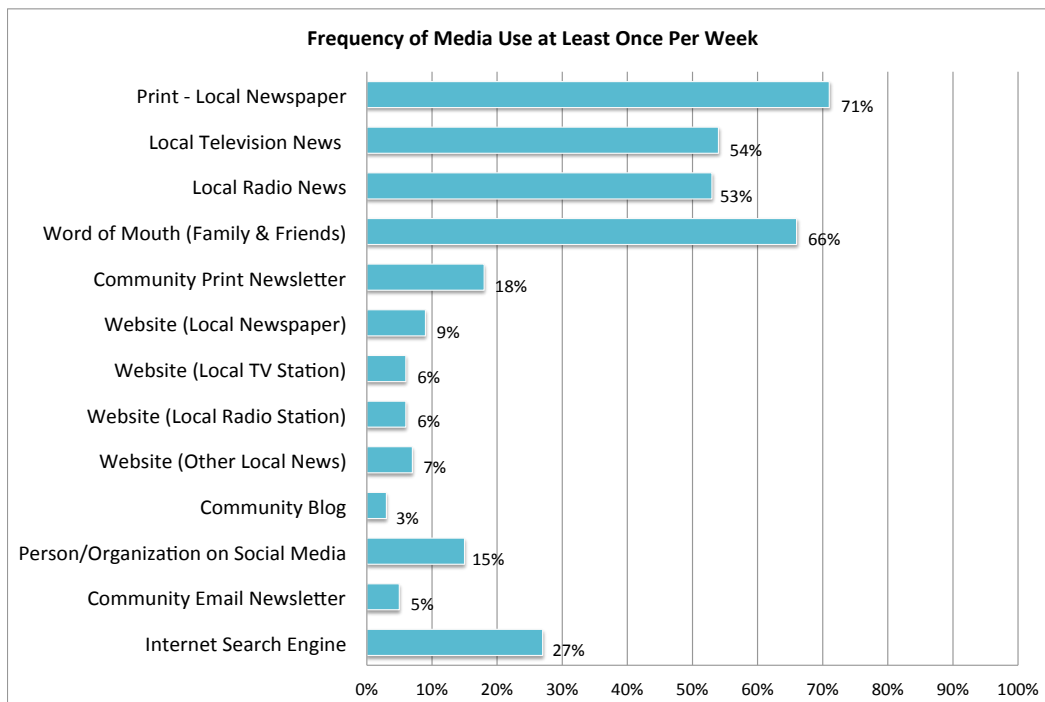
Community Newspaper Popularity Remains Extremely Strong in Small Communities and Rural Areas

People living in small communities and rural areas are very likely to be receiving a community newspaper each week. Four out of every five respondents (81%) indicated that they receive a community newspaper delivered to them on a weekly basis with over half reporting that they paid to receive it.

90% 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.

Population Living in Small Communities and Rural Areas are Engaged with Their Neighbours, Local News and The Local Community Newspaper

- 69% have lived in the community for more than 20 years
- 66% know the names of all of their neighbours
- 79% follow local news Most of the Time
- 71% indicated that they refer to their local printed community newspaper for information At Least Once Per Week.
- 65% said that they agree at least somewhat with the statement: My Local Newspaper is a Source of Pride for the Community.



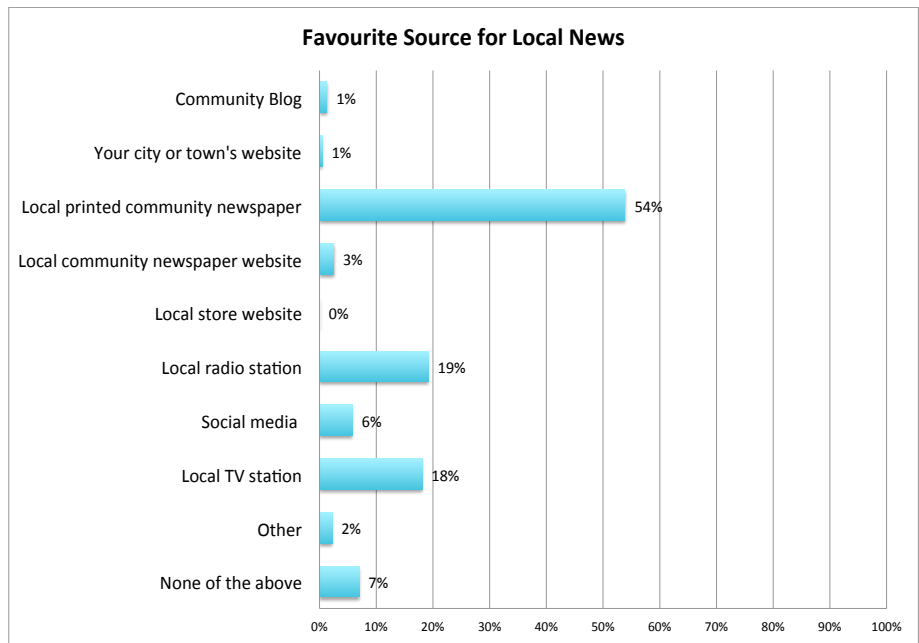
As far as regular weekly media use is concerned, traditional media was still dominant amongst respondents in communities under 5,000 population. The Print Version of the Local Newspaper was the media most likely to be used at least once per week followed by Word of Mouth.



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 54% 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.) were the favoured source for local information an only 1% said that the local town or community newspaper website was the preferred source.

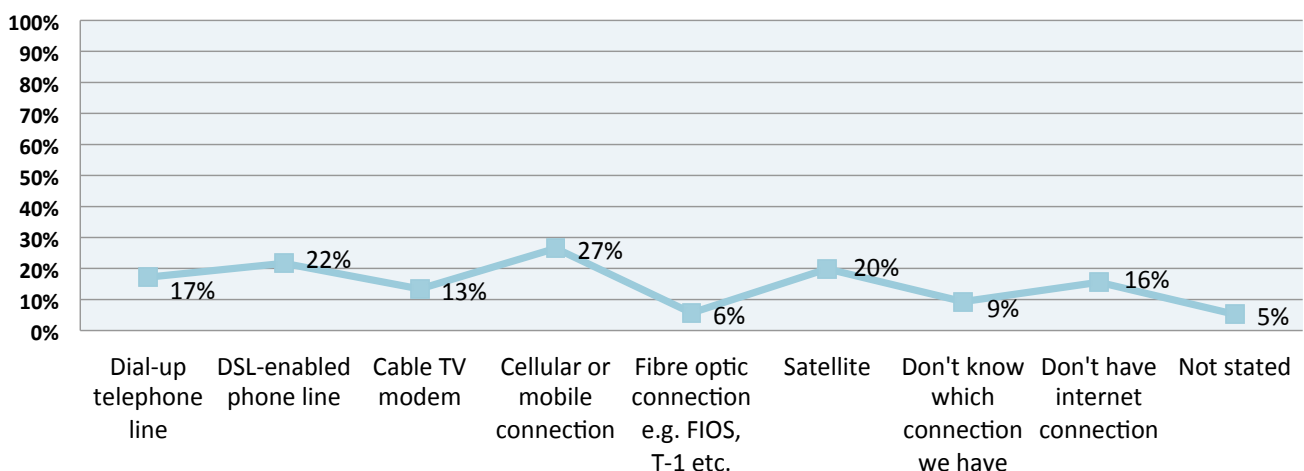


The Local Printed Community Newspaper was by far the Favourite Source for Local News amongst respondents in the sample of communities under 5,000 population.

Lack of 'Connectivity' an Issue in Small Communities and Rural Areas.

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.

Internet Connectivity: Internet Connections You Have at Home



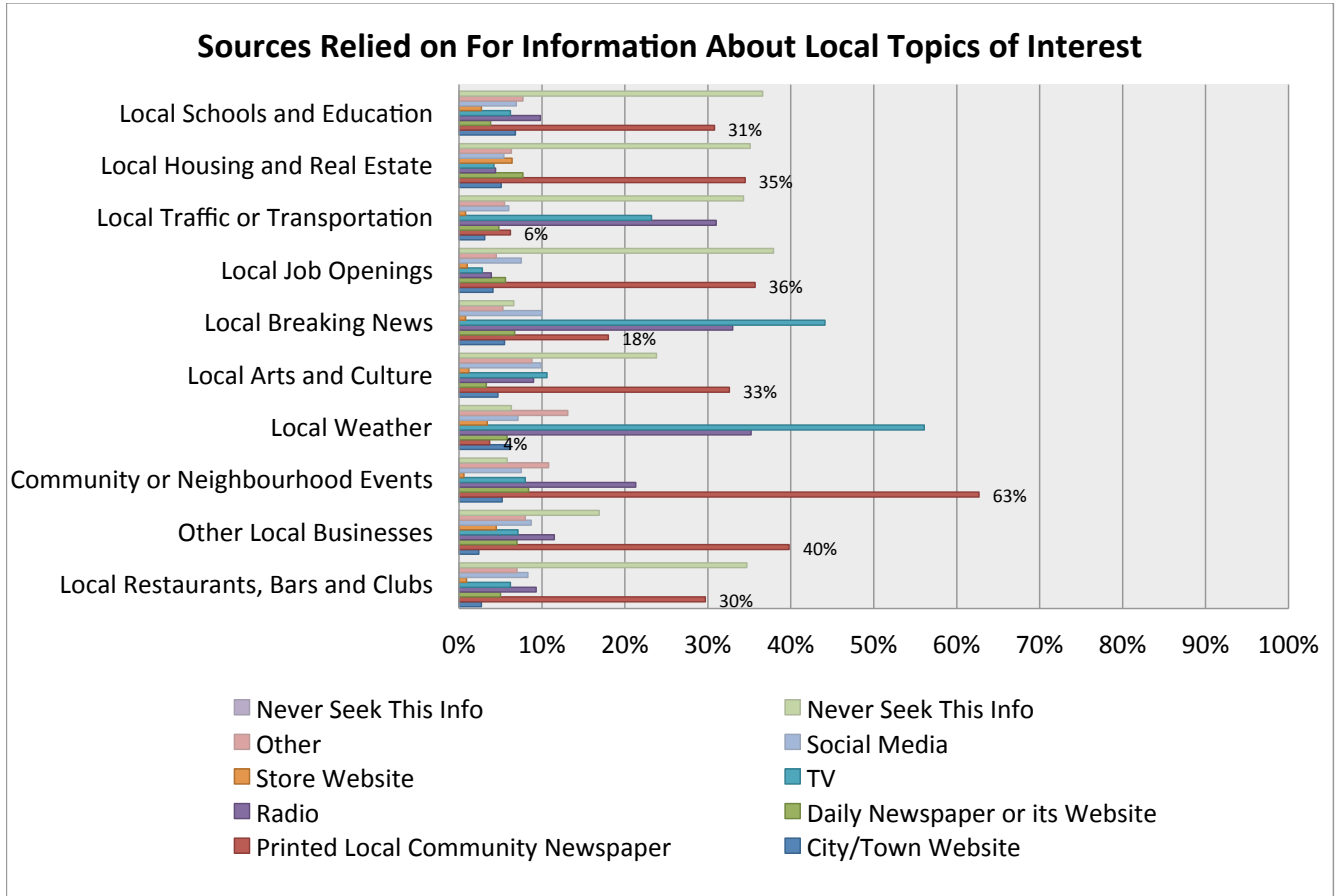
Respondents in small communities and rural areas were far more likely to be connected at home via a dial-up telephone line than those in larger community groups. A significant percentage said they don't have an internet connection of any kind at home.



Other Study Highlights From the Small Communities & Rural Areas Sample:

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

- Local Restaurants, Bars and Clubs
- Local Businesses
- Community/Neighbourhood Events
- Local Arts and Culture
- Local Job Openings
- Local Housing and Real Estate
- Local Schools and Education



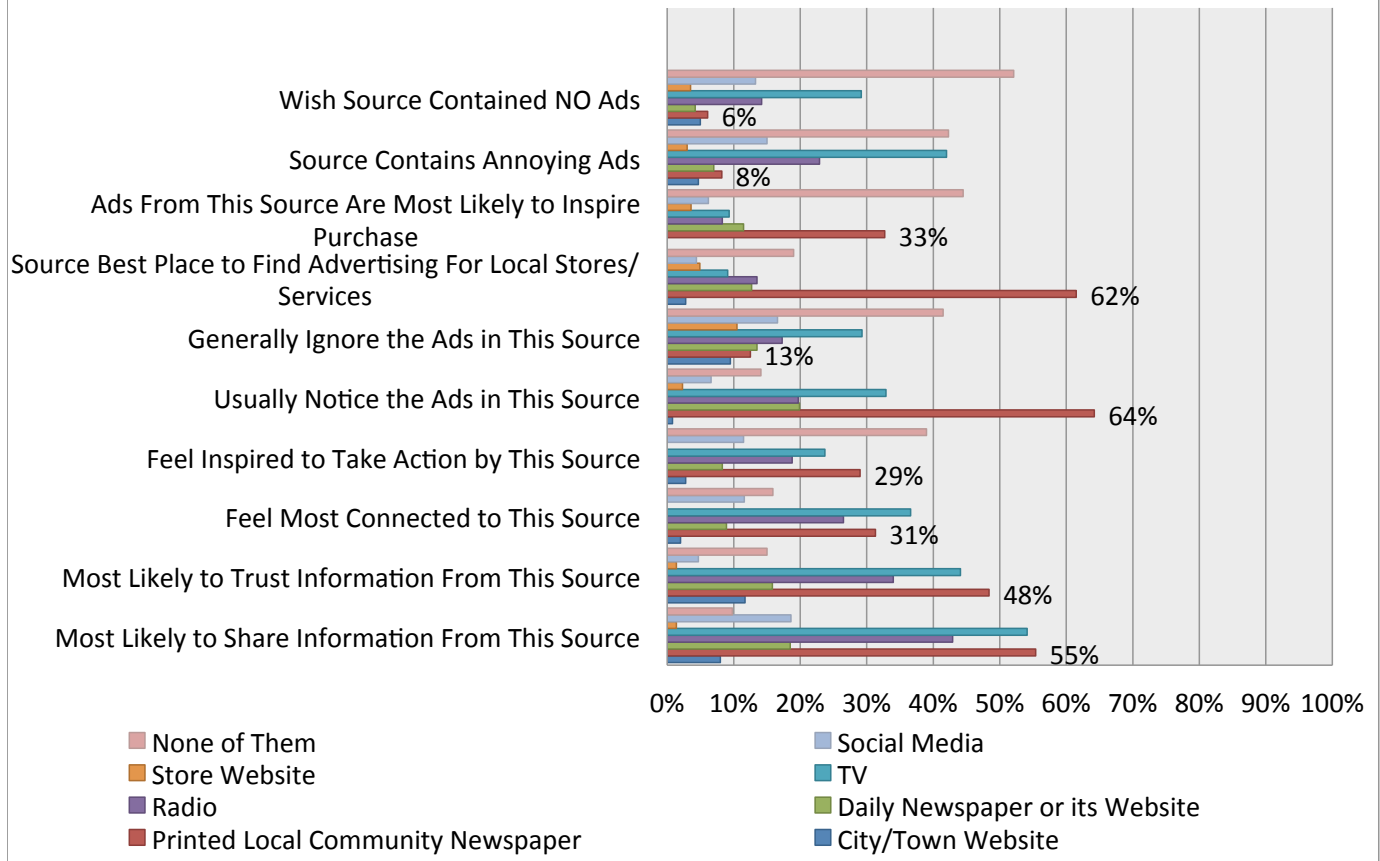
The Local Printed Community Newspaper was listed as one of the top sources for information on local topics of interest across all topics with the exception of Local Weather and Local Traffic.



Ads are More Likely to be Noticed in the Local Printed Community Newspaper (64% 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 (62% of respondents agreed).

Statements Regarding Media Engagement, Connection and Sharing



Ads are noticed and looked for in the Local Printed Community Newspaper more than any other media according to respondents in small communities and rural areas.

For more information or to view full study results, please visit 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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