

Did you know? COMMUNITY NEWSPAPER READERSHIP REMAINS VERY STRONG

METROLAND PAPERS IN DURHAM WELL READ

When it comes to readership, demand for local news remains high. Survey by BrandSpark International in partnership with Metroland Media.

- 74% OF ONTARIANS READ 1 OF THE LAST 4 ISSUES OF THEIR COMMUNITY NEWSPAPER (INCLUDING FLYERS)**
 “This news certainly reinforces the feedback that we’ve heard from our readers across the province. There is a strong appetite for the community level, ‘hyperlocal’ news that community newspapers, in print and online, are uniquely set up to deliver.”
- Michelle DiGulla
 Vice President of marketing at Metroland Media
- READERSHIP is particularly STRONG IN DURHAM REGION with readership topping 82%**
- TWO ADULTS IN EVERY HOUSEHOLD ARE MOST COMMONLY READING THE NEWSPAPER**
- AN AVERAGE OF 22 MINUTES IS SPENT READING THE COMMUNITY NEWSPAPER AND ANY ENCLOSED FLYERS**
- 92% OF PEOPLE WILL READ MORE OR THE SAME AMOUNT AS THE PREVIOUS YEAR**
- 87% OF YOUNGER ADULTS SURVEYED BETWEEN THE AGES OF 18-35 WILL BE READING AS MUCH OR MORE THIS YEAR**
- READERS CHOOSE A COMMUNITY NEWS SOURCE BOTH IN PRINT AND ONLINE**
 PRIMARILY (77%) FOR LOCAL NEWS COVERAGE, FOLLOWED BY LOCAL SHOPPING INFORMATION (58%) AND LOCAL POLITICS (57%)
- PEOPLE WHO RECEIVE THE NEWSPAPER KEPT IT IN THEIR HOUSE FOR AN AVERAGE OF 4 DAYS**
 “We appreciate that more than 80 per cent of adults living in Durham Region continue to regularly use our delivered-to-the-door newspapers as their valuable go-to source for local news and shopping information. The BrandSpark survey information was gathered from more than 700 completed Durham Region online surveys and telephone interviews.”
- Tim Whittaker
 Publisher of Metroland's Durham Region Media Group



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