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**NEWS**

**PRINT NEWSPAPERS REQUIRE READERS' ATTENTION**

Continued from page 10

nearly two times higher than other media formats, including television, radio, digital newspapers, magazines, social media and on-line searches.

Also conducted in February, this study was set up in a similar way to the Newspapers 24/7 one: 800 online interviews took place across all provinces. Respondents were asked to rate 10 different types of media, including newspaper both digital and print, television, radio, magazines, social media and online search. They were measured on 16 different engagement characteristics.

Levson said the characteristics fell into three different buckets: general engagement, news engagement and advertising engagement. Print

newspapers came out on top in all three areas.

"Print newspapers requires the readers' full attention," said Levson regarding its high engagement level, noting that people's attention can often be shared with other tasks or things when they're consuming television or radio. "In a newspaper, ads become a part of the content they're consuming and, like the stories they are reading, the ads provide information."

Levson said despite the fact that there is more advertising than ever, people still turn to trusted newspapers when it comes to engaging in not just news, but advertising. Canadians expect to see ads in newspapers, as it's known to be part of the content.

"They're not being interrupted while watching a

show they like, they know the ad is going to be there," she said, adding that if people are annoyed by an ad, they're not going to engage with it and it loses its effectiveness.

"With the sheer volume of ads Canadians see each day, we know that having an engaged audience is crucial for advertising to break through and drive action," said John Hinds, president and CEO of News Media Canada. "Our research demonstrates that Canadians are paying attention to newspaper ads, likely because of their trusted environment."

The results aren't overly surprising to those working in the industry, said Levson.

"The data supports what we know already. We ask these questions year after year, and you don't see much difference. People are still turning to their newspapers," she said. "And despite new ways to advertise, newspapers still hold their own."

**legal matters** | Remarried Spouse

**ASK THE PROFESSIONAL**

**Q**

**My former spouse is remarried, does this mean he/she is no longer entitled to spousal support?**

**A**

A dependent is not necessarily disentitled to spousal support because he or she has formed a new spousal relationship. If your spouse for example gave up their career to raise the children for 15 years, they are receiving compensatory support. Having a new relationship does not change the fact they gave up their career and spousal support is based on sharing the economic effects of this choice. On the other hand if your former spouse did not give up their career and needs support based on the fact he/she earns less than you then a new spousal relationship will be taken into account when assessing spousal support.

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