

get in with the locals



RESEARCH 2010



FAST FACTS

- **6,128,000 readers** across all NCM mastheads nationally*
- **4,018,000 (66%) readers** living as a family
- **2,481,000 (41%) readers** living with children under 18 years in the household
- **4,418,000 (73%) readers** own or paying off their home
- **5,459,000 (90%) readers** shopping for groceries
- **976,000 (16%) readers** aged 25-34 years
- **2,033,000 (33%) readers** aged 25-45 years
- **3,702,000 (61%) readers** aged 30-64 years

Source: Roy Morgan Single Source Australia (Oct 2008 to Sep 2010). *Includes NT figure of 41,000 from Roy Morgan Single Source Australia (July 2007-June 2008). Unfiltered base.

QUANTITATIVE READER STUDY

Locals Agree with the Following Attributes for Local Newspapers...

- Honest **58%**
- Trustworthy **57%**
- Friendly or Caring **63%**
- Down to Earth **72%**
- Informative **72%**
- Relevant **74%**

Locals Agree or Strongly Agree With...

- I like to know what is going on in my local community **89%**
- I always try to shop locally **91%**
- I look forward to reading my local newspaper **74%**
- I read my local newspaper when I am relaxing **80%**
- Local community newspapers will continue to be important in the future **86%**
- I would miss my local community newspaper if it were not available **78%**

Locals Reasons for Reading Your Local Newspaper...

For the local news, keeping up with what's going on in the local community **88%**

Measures of Reading...

Read most issues or every issue **79%**

Average time spent reading **28.5 minutes**

Media Sources for Information about the Local community...

Local Newspaper **79%**

Combined websites figure **46%** (Local Newspaper website **12%**, Other websites **39%**)

Leaflets or flyers through the letterbox **16%**

Metro Papers **11%**

Radio **11%**

Outdoor Advertising **4%**

Other (unprompted): Yellow Pages **7%**, TV **6%**, Google **2%**

Topics Locals Read...

News & Events	88%
Crime	80%
Eating out	75%
Property	69%
Health & Wellbeing	68%
Food & Cooking	67%
Home & Garden	65%
Education	63%
Trades & Services	63%
Local Sport	57%

Locals Involvement in the Local Community in the Last 12 Months...

Shopped in the local area **93%**

Eaten out or dined locally **87%**

Other types of involvement (more involved) **82%**

Involved in an online social community last 12 months **29%**

Locals Shop Close To Home*...

Groceries **3.44km**

Liquor **3.59km**

Pharmacy items **3.55km**

Trades or Services such as plumbers **5.58km**

Car servicing, repairs or accessories **7.03km**

Home improvement products/services **7.32km**

Personal technology items such as mobiles **7.44km**

Fashion, Clothing or accessories **8.26km**

Professional services such as accountant **8.85km**

Homewares **9.41km**

New or used cars **12.55km**

*average distance for all readers

Products or Services Locals Purchase I use my local community newspaper to help me make purchase decisions for...

Groceries **47%**, Liquor **44%**, Pharmacy items **44%**,

Combined score for above three items **68%**

Homewares **45%**, Home improvement products/services **42%**, Trades or Services such as plumbers **65%**,

Combined score for above three items **77%**

Which of the following actions have you taken as a result of reading an ad in your local community newspaper...

Picked up new ideas on things to buy **57%**

Went online and looked at a website **51%**

Added something to my shopping list **47%**

Talked about the ad with friends or family **50%**

Net score for above 4 actions (raised consideration) **82%**

Bought a product **52%**

Went out and got a bargain **41%**

Purchased from a store I don't normally go to **48%**

Tried a new brand **33%**

Net score for above 4 actions (purchase influence) **74%**

Methodology Summary

Get in with the Locals Research 2010 consisted of a quantitative phone survey and focus groups undertaken for News Community Media in October/November 2010 by Clarity Research.

The quantitative survey had 750 respondents. Figures in this presentation use a base of n=514 people who have read a News Community Media (NCM) newspaper in the last 4 weeks.

Reader quotes are taken from the transcripts of the 6 focus groups conducted and recorded by Clarity Research. To protect the privacy of participants, real names are not always used. The photos which accompany these quotes are not of the actual focus group attendees, but simply photos of readers.

Purpose of This Study

'Get in with the Locals' is designed to give insight into our reader's lives, and how they use local newspapers when making purchase decisions. Following on from previous research in 2004 and 2008, the study provides evidence for advertisers of the connection between reader engagement with local newspapers, and the resulting influence of local newspaper advertising on reader consideration and purchasing of their brands, products and services.

Research Agency Used for The Study

Clarity Research was selected to conduct this study. Clarity Research is a director-level only agency, with strong credentials in qualitative and quantitative research. Some of their other clients include – Vodafone, Qantas, Commonwealth Bank and American Express. Find out more about Clarity Research at www.claritystrategicresearch.com.au

Structure of the Study

The study was conducted in two parts.

Part 1: Quantitative 750 x 22 min phone survey

Part 2: Qualitative 6 x mini-focus groups with 4 to 5 participants each

Quantitative Phone Survey Sample

750 people aged 18-65.

Maximum margin of error at the 95% confidence level for this sample is +/- 3.58%

The sample was recruited randomly by matching metro postcode areas to the NCM footprint using the electronic white pages. Quotas were set to ensure the sample was representative of the national population in metro areas in Sydney, Melbourne, Brisbane, Perth and Adelaide in terms of sex and age within a margin of +/- 10%. Calls were made between 5pm and 8.30pm Monday to Friday and between 10am and 4pm on weekends.

Sample Profile details

Metro area: NSW (35%), VIC (29%), QLD (16%), SA (9%), WA (12%)

Sex: 51% female, 49% male

Age: 18-24 (11%), 25-34 (21%), 35-44 (22%), 45-54 (24%), 55-64 (23%)

Work: 46% full-time workers, 21% part-time workers, 33% other

Income: <\$50,000 (18%), \$50,000 - \$69,000 (14%), \$70,000 - \$99,000 (20%), \$100,000 - \$150,000 (18%), \$150,000+ (12%), Did not answer (18%)

Grocery buying status: main grocery buyers (53%), joint grocery buyer (28%), non-grocery buyers (19%)

Household composition: Lives with partner (25%), Lives with parents (12%), Lives with friends (6%), Lives with partner and children under 16 years (25%), Lives with partner and children over 16 years (12%), Single parent living with children under 16 years (7%), Lives alone (12%)

Focus Groups details

Groups were 120 mins each and conducted in different locations: 2 groups in Sydney CBD; 2 groups in Parramatta, Sydney; 2 groups in Melbourne CBD. All participants were paid a small reward, completed a homework task, read a News Community Newspaper, and look forward to reading it. They were recruited by Clarity Research to fit the following reader segments:

2 groups: Parents of kids aged 0-11 years

2 groups: Parents of kids aged 12-16 years

1 group: Couples no kids 18-34 years

1 group: Couples no kids 35-54 years

SOURCE NOTES – ‘Get in with the Locals’ Prezi Presentation

Due to the nature of prezi, detailed source notes for all figures and statements which appear in ‘Get in with the Locals’ appear below rather than within the presentation.

1. Roy Morgan Single Source Australia

All figures referring to the number of readers we have of any type, or how many readers we have are sourced from Roy Morgan Single Source Australia (Oct 2008 – Sep 2010), using tabulation and no area filters.

Definitions used in RMR figures quoted:

Read any NCM title nationally = 6,088,000 (all titles except Darwin)

Living as part of a family = people 18+ living with their partner and/or children under 18 years in their household. n=4,018,000

Living with kids under 18 at home: Total with children under 18 in household (MFA variables). n=2,481,000

2. ‘Get in with the Locals’ study

All other figures presented in this presentation are sourced from the Quantitative phone survey and quoted statements come from the focus groups undertaken for News Community Media in October/November 2010 by Clarity Research.

The quantitative survey had 750 respondents. Figures in the presentation use a base of n=514 people who have read a News Community Media newspaper in the last 4 weeks.

Reader quotes are taken from the transcripts of the 6 focus groups conducted and recorded by Clarity Research. To protect the privacy of participants, real names are not always used. The photos which accompany these quotes are not of the actual focus group attendees, but simply photo library shots.

‘Get in with the Locals’ was loaded into Asteroid software, below are the details for figures quoted:

Average time spent reading of 28.5 minutes is the average for all respondents as calculated by asteroid.

Other letterbox contents were described as leaflets or flyers in the survey.

Reading of topics uses responses: occasionally, most times or always.

Local Involvement: Shopped locally or eaten out locally in the last 12 months. Get more involved locally means any of the following types of involvement in their local community: attended a meeting or function for a local business or council, attended a local event such as a school fete, carols by candle light or a sporting event, participated in organised or group leisure activities locally, attended a local entertainment or sports event in the community eg. Australia Day celebrations, local fete/fair or local sports event etc

Distance travelled to purchase different items is the average for all respondents calculated by asteroid.

Use of ads in Purchase Decisions: These figures are for people who said they used the ads in their local paper to help them make purchase decisions for (homewares or home improvements or tradie services) and (groceries, liquor or pharmacy items) respectively.

Figure for Net Raised Consideration is all people who responded that they had taken the following actions after seeing an ad in their local paper: picked up new ideas on things to buy or went online and looked at a website or added something to my shopping list or talked about the ad with friends or family.

Figure for Net Purchase Influence is all people who responded that they had taken the following actions after seeing an ad in their local paper: bought a product or got a bargain or shopped at a store they don’t normally go to or tried a new brand.

Reasons for reading your local newspaper: For the local news, keeping up with what’s going on in the local community 88%. This was an unprompted, long answer question. This score aggregates all responses to this question which were coded as relating to editorial content of the paper on any topic.

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For further information please get in touch with the sales rep for your agency.

NSW: (02) 9288 1249

VIC: (03) 9914 9000

QLD: (07) 3352 0538

SA: (08) 8347 5722

WA: (08) 9237 1644

NT: (08) 8931 3122