

# Why Newspapers?

September 2009

## Social Network Users: A New Conversation?

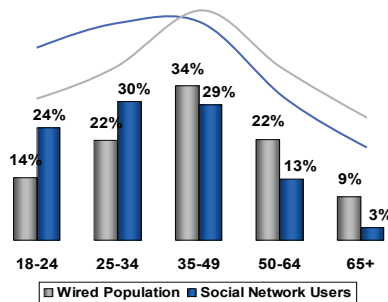
Facebook, Myspace, Twitter and other social networking sites continue to grow in popularity; 1 in 3 Canadians visit such a site each month. What is new or different? A closer look suggests users are simply capitalizing on the technologies available to "better" do what they have always done; keep in touch with friends and family, share photos, and more recently to report and access breaking news. The media and advertisers are watching and talking to the early adopters to find out how to be a part of this new communication channel.

Social media sites are no longer exclusively used by young adults; they are becoming an integral part of everyone's lives. Young, technology savvy adults are driving the change in how media is being consumed. This group of media consumers is hungry for information and entertainment and have a need to be constantly in touch with their world. As the number of people using social media sites increases, this communication platform is becoming more important to marketers and newspapers. Social network users are daily newspaper readers, 77% read a printed and/or online daily newspaper each week (2008 full-sample markets).

### The Age of Acquisition

Social networking sites are more likely to be used by younger adults, but are not limited to this age group. Most users are at the "age of acquisition" (25-49), a key target group for advertisers. Their income is primarily directed toward establishing their lives (e.g. purchasing a house, furniture, car, children's clothing, etc.).

### Comparing Social Network Users to the Wired Population – by Age



The age distribution of the wired population is a standard bell shape whereas social network users skew towards younger adults

Source: NADbank 2008  
 Base: 2008 Full-Sample Markets  
 Social Network User: Accessed Online Social Networks 1+ times past month  
 Wired: Accessed Internet in past month

Life Events of Social Network Users Indexed to Adult 18+ population	
Start first full-time job	231
Complete schooling	223
Move out of your parents' home	213
Move to/from another city/town	179
Change principal home	175
Move within same city/town	169
Change job	167

Base: Visited social network 1+ times past month, life events in next 12 months

### Social Network Users Time Spent with Media – minutes past week

	Adults 18+ Population	Social Network Users
Newspaper – Print	231	176
Newspaper – Online	122	128
Internet	857	996
TV	855	797
Radio	764	695
Magazines	192	165

Source: NADbank 2008 Study  
 Base: 2008 Full-Sample Markets

### Heavy Internet Users

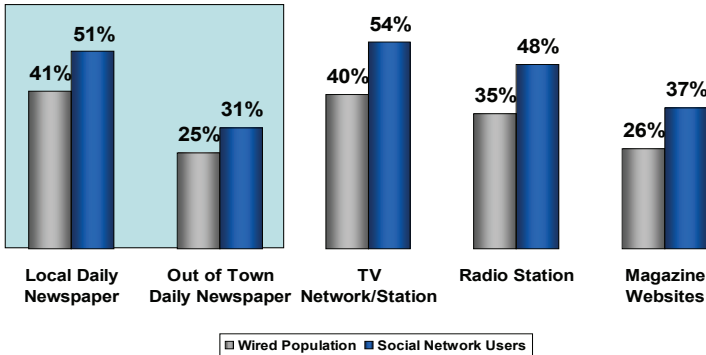
Social network users spend a disproportionate amount of time on the Internet and less time with the other media. Compared to the adult 18+ population they access the other media nearly as frequently, but with the exception of online editions of daily newspapers, dedicate less time to those media.

Why Newspapers? is a newsletter dedicated to looking at why advertisers should use daily newspapers to reach their customers.

## Where Do They Go Online, What Do They Do?

Wired adults and social network users in particular, access a wide range of product and service websites. Social network users often visit movie/theatre websites, travel websites, online classifieds, music websites, as well as media websites. They are avid video game players and are more likely than Internet users to play video games.

### Social Network Users Media Website Usage – past month



Source: NADbank 2008 Study  
Base: 2008 Full-Sample Markets

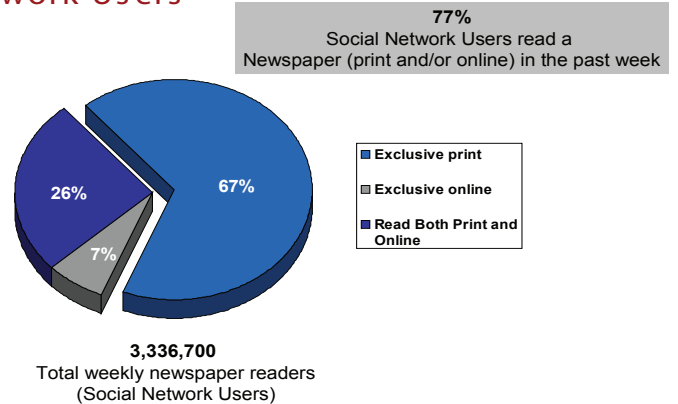
### Media Websites

For those who use social networking sites the Internet is clearly an integral part of their lifestyle. The Internet connects this group to the world; socially and intellectually. Not only do they spend more time online than the wired population, they are more likely to spend time on media websites.

### Daily Newspapers Are Valued

Printed daily newspapers remain a relevant medium to access news and information for social network users. The majority continue to read the newspaper's printed edition and many migrate between printed and the online editions. Only seven percent exclusively read online editions.

### Newspaper Readership Habits of Social Network Users



Source: NADbank 2008 Study  
Base: 2008 Full-Sample Markets

**As the number of social network users continues to grow this emerging means of communication is becoming an integral part of marketer's conversation with consumers. Newspapers are capitalizing on their relationship with their readers to successfully talk with them through social media sites.**

#### About NADbank

NADbank Inc. is the principle research arm of the Canadian daily newspaper industry. NADbank designs and conducts research in Canadian markets to provide cost effective and accurate in-depth information to assist in the buying and selling of newspaper advertising. NADbank is a tri-partite organization made up of newspapers, advertising agencies and advertising members.

For more information about NADbank please visit our web site: [www.nadbank.com](http://www.nadbank.com) or contact Anne Crassweller, President at 416-923-4502