



LOCAL KNOWLEDGE

A NATIONAL CONSUMER SURVEY QUANTIFYING THE ROLE OF LOCAL MARKET MEDIA FOR NEWS, INFORMATION AND ADVERTISING

COMMISSIONED BY

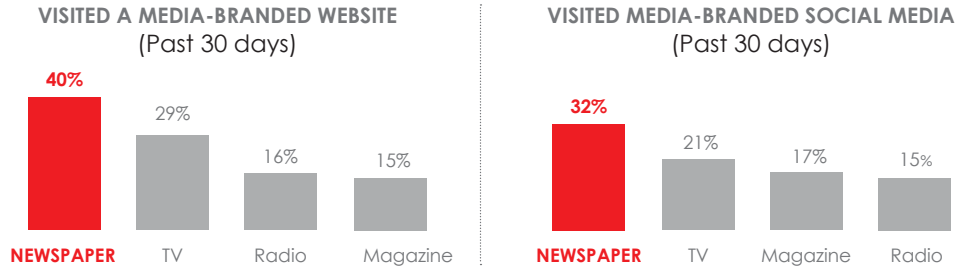
ATHLON
MEDIA
GROUP **AMG**
Parade

SURVEY HIGHLIGHTS

THE QUEST FOR LOCAL KNOWLEDGE

Local Knowledge is a national survey quantifying the local media that consumers turn to for news that impacts their communities and advertising that influences their shopping decisions.

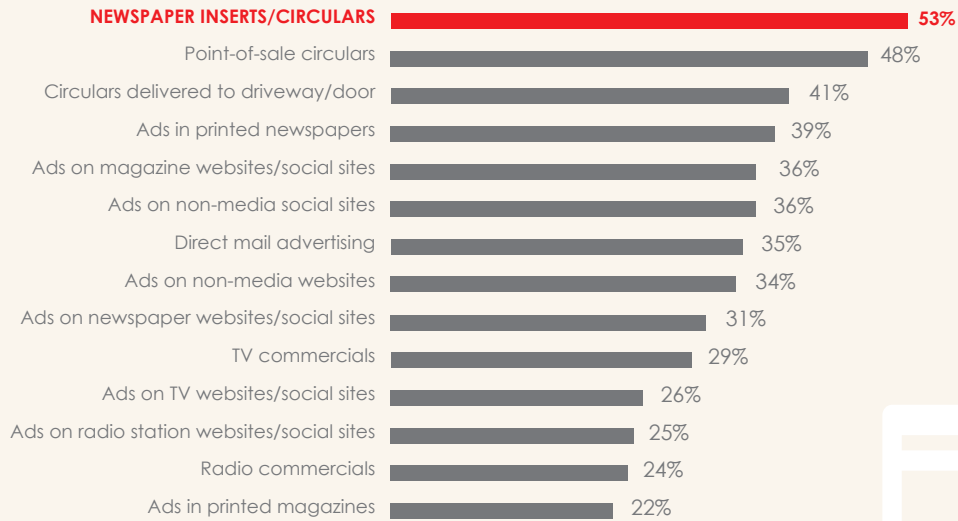
DIGITAL MEDIA USERS RELY ON NEWSPAPER-BRANDED WEBSITES AND SOCIAL MEDIA FOR LOCAL MARKET NEWS



Base: Total local media users (1,003); multiple responses

THE LOCAL AD CHANNELS THAT DRIVE CONSUMER SALES

Consumers "often" purchase products and services as a result of...



Base: Consumers using specific local ad channels (1,003); multiple responses

LOCAL MARKET CONSUMERS ARE ACTIVE BARGAIN HUNTERS

Consumers' opinions about local advertising platforms

ADS WITH THE "BEST SALES AND DEALS" FOR THE PRODUCTS THAT I SHOP FOR

NEWSPAPERS	47%
Television	32%
Advertising delivered to home	27%
Point-of-sale circulars	17%
Magazines	13%
Other social media ads	12%
Radio	10%
Other website ads	6%

MY "PREFERRED SOURCE" FOR INFO ABOUT PRODUCTS, BRANDS AND LOCAL COMPANIES

NEWSPAPERS	44%
Television	35%
Advertising delivered to home	29%
Point-of-sale circulars	15%
Other social media ads	14%
Magazines	13%
Radio	11%
Other website ads	8%

Base: Total local media users (1,003); multiple responses

Ad Platforms: Newspapers (print, inserts, web, apps, social), Magazines (print, web, apps, social), TV/Radio (broadcast, web, apps, social), Ads delivered to home (via door/driveway/mail)

CATEGORY SHOPPERS MEAN BUSINESS FOR LOCAL ADVERTISERS

The "single most relied on" advertising platform when shopping for specific products & services

	NEWSPAPERS	TELEVISION	MAGAZINES	RADIO	ADS DELIVERED TO HOME	POS CIRCULARS	NON-MEDIA SOCIAL SITES	NON-MEDIA WEBSITES
Apparel & Accessories	33%	24%	9%	2%	13%	5%	8%	6%
Art & Antiques	34%	24%	13%	11%	1%	6%	6%	5%
Automobiles/Auto Services	32%	26%	9%	10%	9%	5%	4%	5%
Crafts	32%	18%	9%	8%	9%	10%	8%	6%
Dental Services	27%	26%	9%	10%	15%	5%	5%	3%
Drug Store Products	46%	14%	7%	3%	12%	12%	2%	4%
Electronic Equipment	31%	26%	10%	5%	6%	5%	9%	8%
Groceries	44%	13%	5%	2%	19%	12%	3%	2%
Home Furnishings	30%	28%	10%	3%	12%	8%	6%	3%
Home Improvement	35%	24%	8%	6%	11%	8%	4%	4%
Home Services	29%	22%	4%	6%	27%	7%	1%	4%
Lawn & Garden Products	44%	13%	9%	4%	15%	11%	2%	2%
Liquor	37%	22%	6%	5%	15%	11%	3%	1%
Office Supplies	36%	20%	8%	6%	14%	10%	4%	2%
Sporting Goods	30%	24%	12%	6%	9%	5%	9%	5%
Sporting/Event Tickets	26%	23%	11%	13%	8%	3%	8%	8%

Base: Total local media users planning to purchase specific products/services in the next 30 days (1,003); multiple responses
Ad Platforms: Newspapers (print, inserts, web, apps, social), Magazines (print, web, apps, social), TV/Radio (broadcast, web, apps, social), Ads delivered to home (via door/driveway/mail)

HOW DO CONSUMERS DESCRIBE LOCAL ADVERTISING CHANNELS?

"USEFUL" ✓

Point-of-sale circulars	52%
Newspaper inserts/circulars	48%
Ads in printed newspapers	47%
Ads that come in the mail	41%
Circulars delivered to home	39%
Ads in printed magazines	38%
TV commercials	35%
Radio commercials	32%
Ads on non-media websites	29%
Ads on newspaper websites/social sites	29%
Ads on magazine websites/social sites	28%
Ads on TV websites/social sites	28%
Ads on non-media social sites	27%
Ads on radio websites/social sites	26%

"ANNOYING" ✗

Radio commercials	27%
Ads on non-media social sites	27%
Ads that come in the mail	25%
TV commercials	24%
Ads on radio websites/social sites	24%
Ads on non-media websites	23%
Circulars delivered to home	23%
Ads on TV websites/social sites	22%
Ads on magazine websites/social sites	20%
Ads on newspaper websites/social sites	19%
Ads in printed magazines	14%
Newspaper inserts/circulars	10%
Point-of-sale circulars	6%
Ads in printed newspapers	5%

Base: Total local media users (1,003); multiple responses

FOCUS —> LOCAL MARKET MILLENNIALS

MEDIA PLATFORMS THAT DO THE "BEST JOB" PROVIDING LOCAL NEWS AND INFORMATION

NEWSPAPERS	49%
Television	48%
Radio	24%
Magazines	19%

Base: Millennial media users (305); multiple responses Media Platforms: Newspapers/Magazines (print, web, apps, social), TV/Radio (broadcast, web, apps, social)

USE OF MEDIA-BRANDED WEBSITES & SOCIAL SITES

	WEB	SOCIAL
NEWSPAPERS	42%	41%
Television	28%	25%
Magazines	21%	23%
Radio	18%	20%

Base: Total millennial media users (305); past 30 days; multiple responses

PARADE MAGAZINE - READER ENGAGEMENT

Local newspaper readers rely on Parade content and advertising

	% AGREE
I often read <i>Parade</i> when I see it in my local newspaper	88%
I look forward to reading <i>Parade</i> on Sundays	80%
I appreciate that my newspaper features <i>Parade</i> on Sundays	82%
I think the articles in <i>Parade</i> are well written	81%
I often read the advertisements in <i>Parade</i>	70%
I often consider purchasing products that I see advertised in <i>Parade</i>	62%
I often buy the Sunday newspaper so that I can read <i>Parade</i>	55%

Base: Local media users reading Parade Magazine in the past 30 days (457); top 2 box agreement



ABOUT THIS SURVEY

AMG/Parade commissioned Coda Ventures LLC, an independent market research firm, to conduct a survey of American consumers to identify the role that local media play in providing community news and information, and delivering local advertising.

Employing an online methodology, potential respondents were screened by core demographic characteristics that matched national U.S. Census estimates. The study was fielded from June 15-20, 2016. At the close of the survey, a total of 1,003 local media users were surveyed.

FOR MORE INFORMATION ABOUT THE LOCAL KNOWLEDGE SURVEY, PLEASE CONTACT:

Marianne Grogan
Coda Ventures LLC
(615) 645-0202
Marianne@CodaVentures.com

Monica Yuki
Research Director
AMG/Parade
(212) 478-1934
research@amgparade.com

