



LOVING LOCAL

Research 2011

London Launch 16th June 2011

LOVING
LOCAL

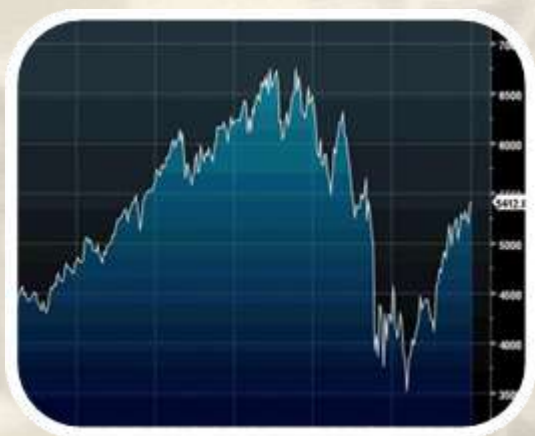


**Background &
Methodology**

The six segments of community cohesion



Significant events...



Recession



Social Media



Government

Methodology

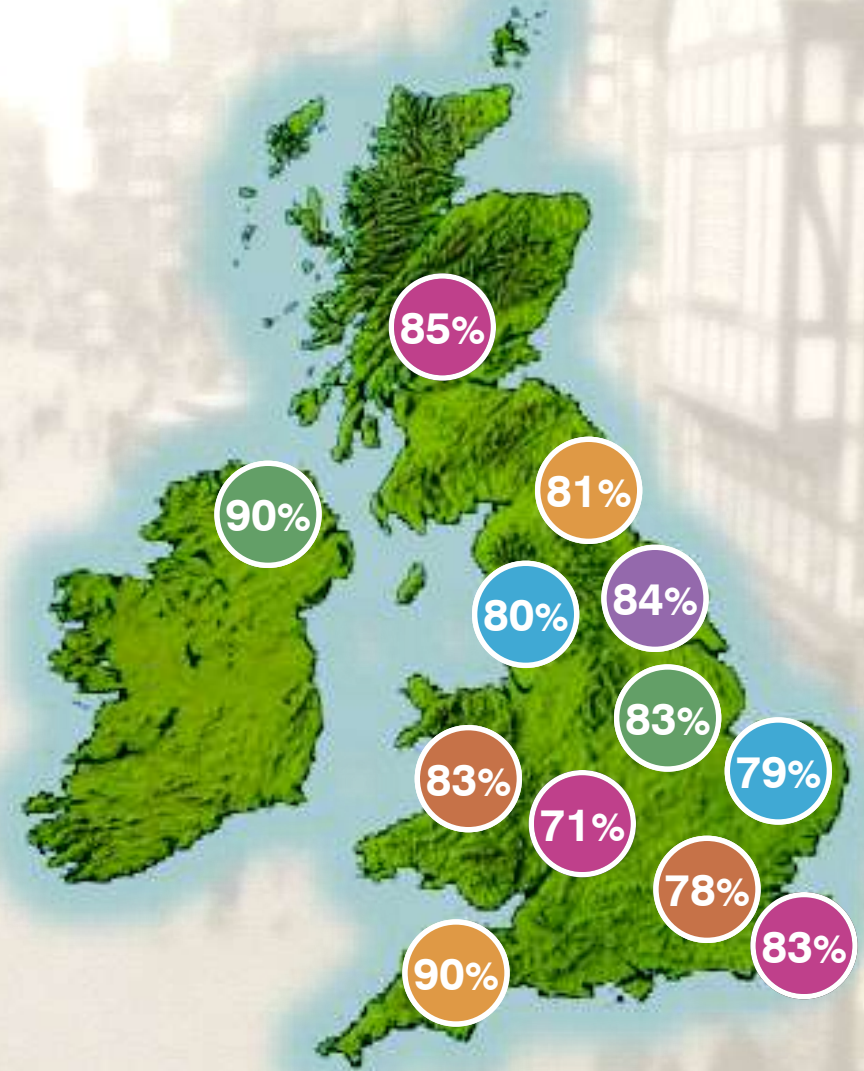


- ♥ Research carried out by **CROWD.DNA**
- ♥ 4,971 adults (16+) interviewed
- ♥ **Telephone & online**
- ♥ Fieldwork March 20th to **April 18th** 2011
- ♥ **Vox pops April & May 2011**
 - Cardiff
 - Glasgow
 - Leeds
 - Kent


Recession has increased community spirit...


81%

“The recession has made supporting your local community more important”



What we discovered...

 People are loving local more than before

 They continue to spend most of their time and money locally

 Local media is the best way for brands to take advantage of the new rise of local

 It works. People act on it

People are

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LOCAL



more than before

People feel safer...

82%

“I feel safe when I’m out and about”

LOCAL MATTERS RESEARCH

2008

69%

78%

“My area is a good place to bring up children”

LOCAL MATTERS RESEARCH

2008

72%

“The area is safe to walk around in the dark, I know lots of people in the area, and friends and family live close by.”

Female 16-35 Cardiff

People know more people...

73%

“I know a lot of people
in my local area”

LOCAL MATTERS RESEARCH 2008 67%

71%

Urban

82%

Rural

“The friendliness of the residents and shopkeepers – I go into the library and staff know me, I go into the shops and the staff know me, I walk around the centre and always find someone wanting to engage in conversation – I feel as though I belong.”

Male 55+ Faversham

People feel better integrated into their community...

74%

“I feel I am part of/
well integrated into
the local community”

LOCAL
MATTERS
RESEARCH

2008

63%

70%

Urban

82%

Rural

“It is a vibrant multi cultural community with a wide range of ages, groups and tastes and with good local shops, health service and schools.”

Male 35-54 Leeds

People are proud of the area they live in...

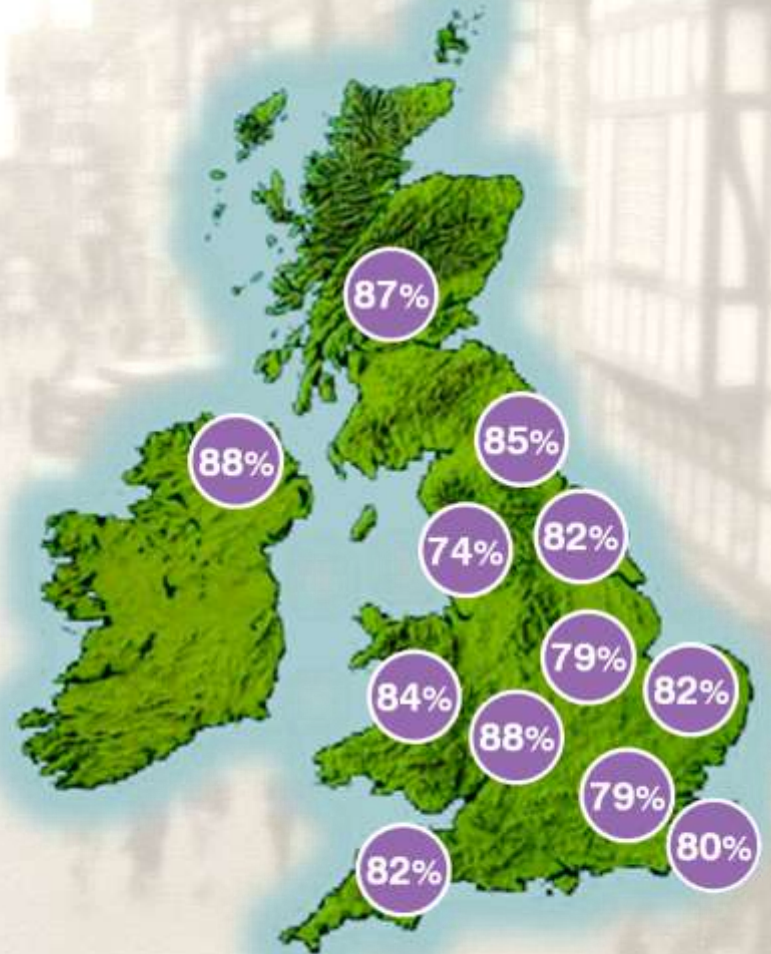
82%

“I am proud of the area in which I live”

LOCAL MATTERS RESEARCH

2008

71%



People are more positive about local...

*“The **country** is improving”*

*“Overall I would say that my **local area** is improving”*

LOVING LOCAL
2011

32%

70%

LOCAL MATTERS RESEARCH
2008

31%

57%

Issues are more positive at a local level...

Local perspective makes the whole country seem better ...

This country is improving

32%

70%

My local area is improving

The standard of public institutions, services and facilities at a national level is really good

62%

71%

The standard of public institutions, services and facilities at a local level is really good

This country is doing well economically

17%

29%

The local economy in my area is really strong

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People spend most of their time
and money close to home...



People continue to live their lives locally...

“I spend half or more time...”



81%

“I try to buy local produce whenever I can”

93%

“I like companies that involve themselves in the local community”

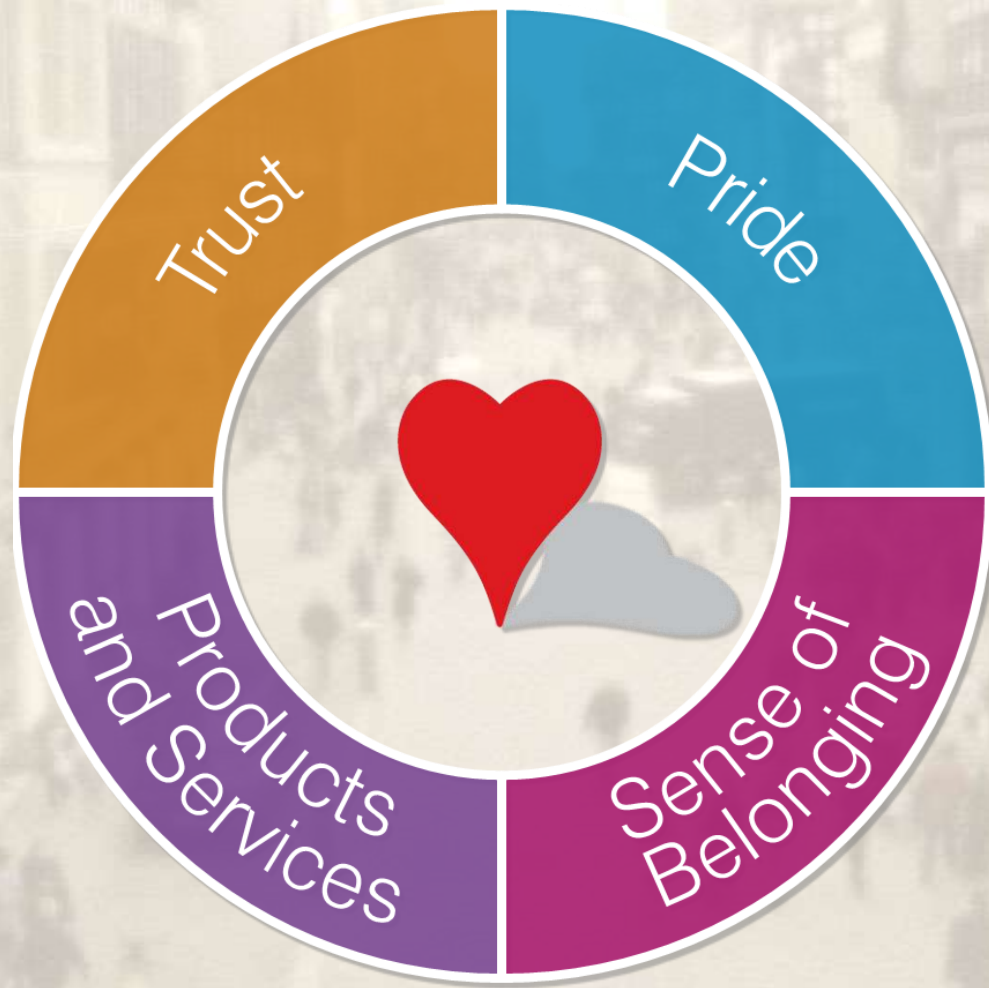
84%

“I am more likely to buy brands that give something back to the local community”

And they spend most of their money locally...

“I spend half or more of my money...”





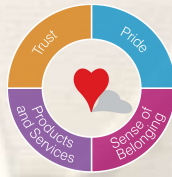
Local media provides the most trusted environment...



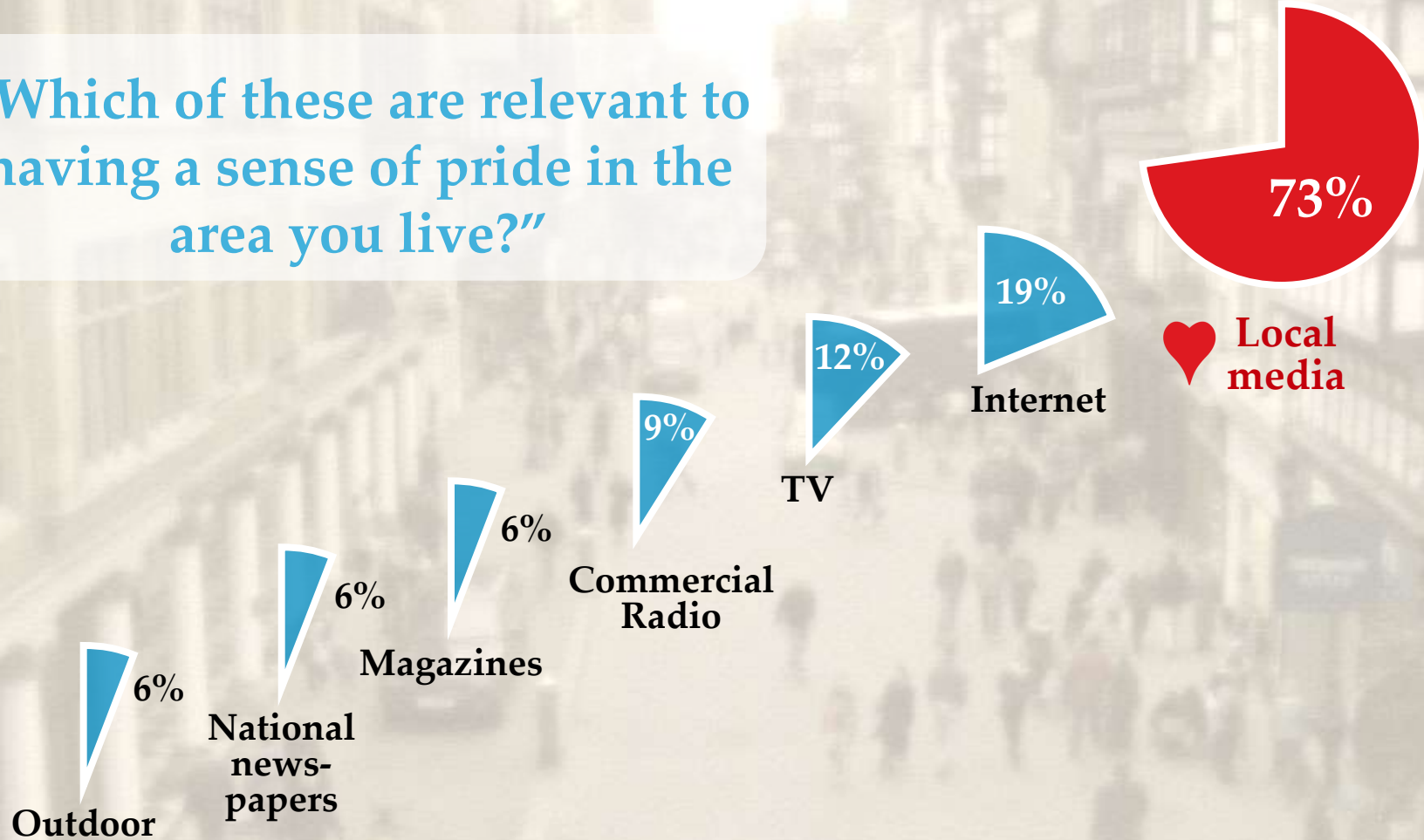
“Which of these contains content that you trust?”



Local pride is fuelled by local media...



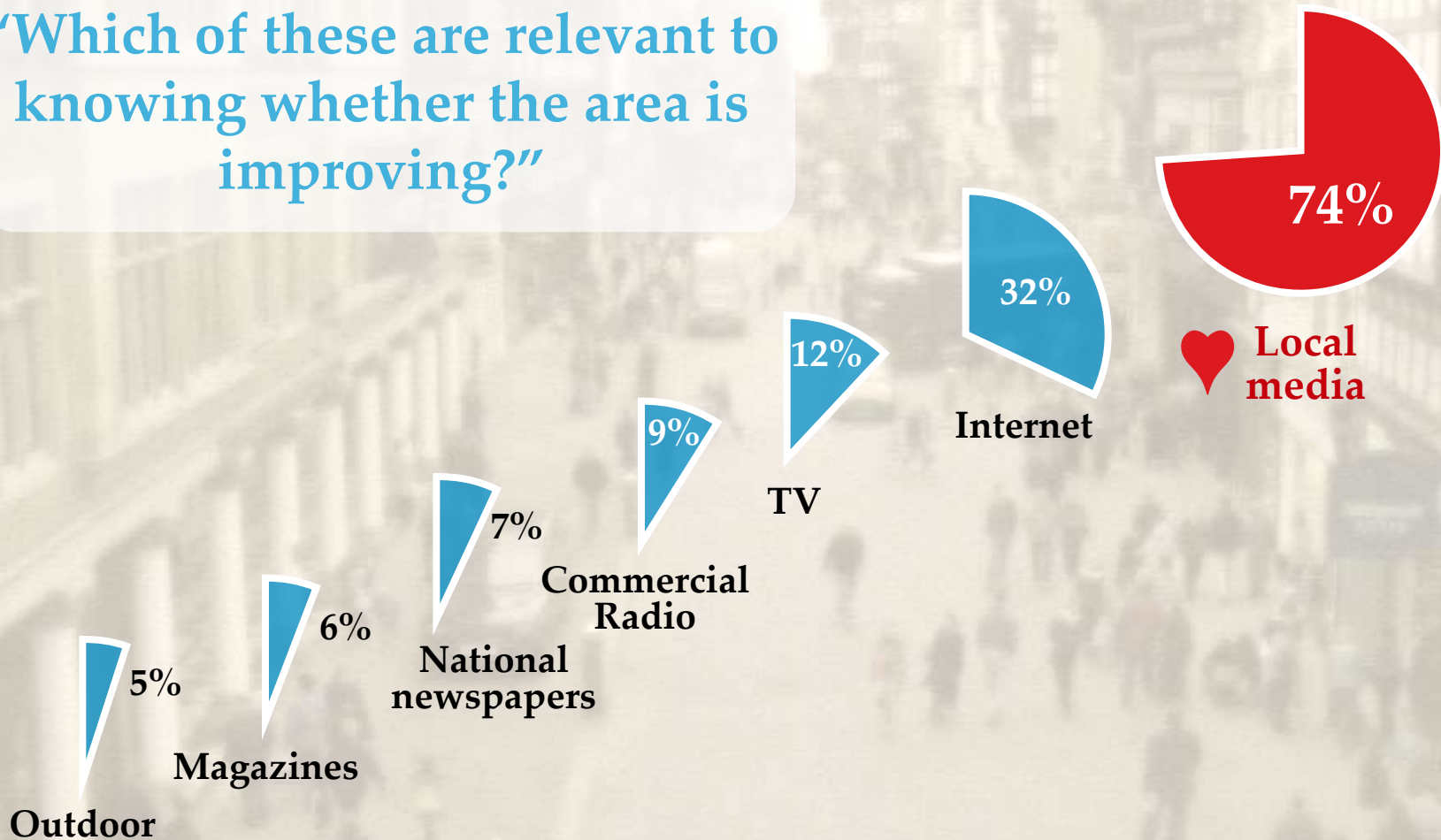
“Which of these are relevant to having a sense of pride in the area you live?”



Local media informs the community...



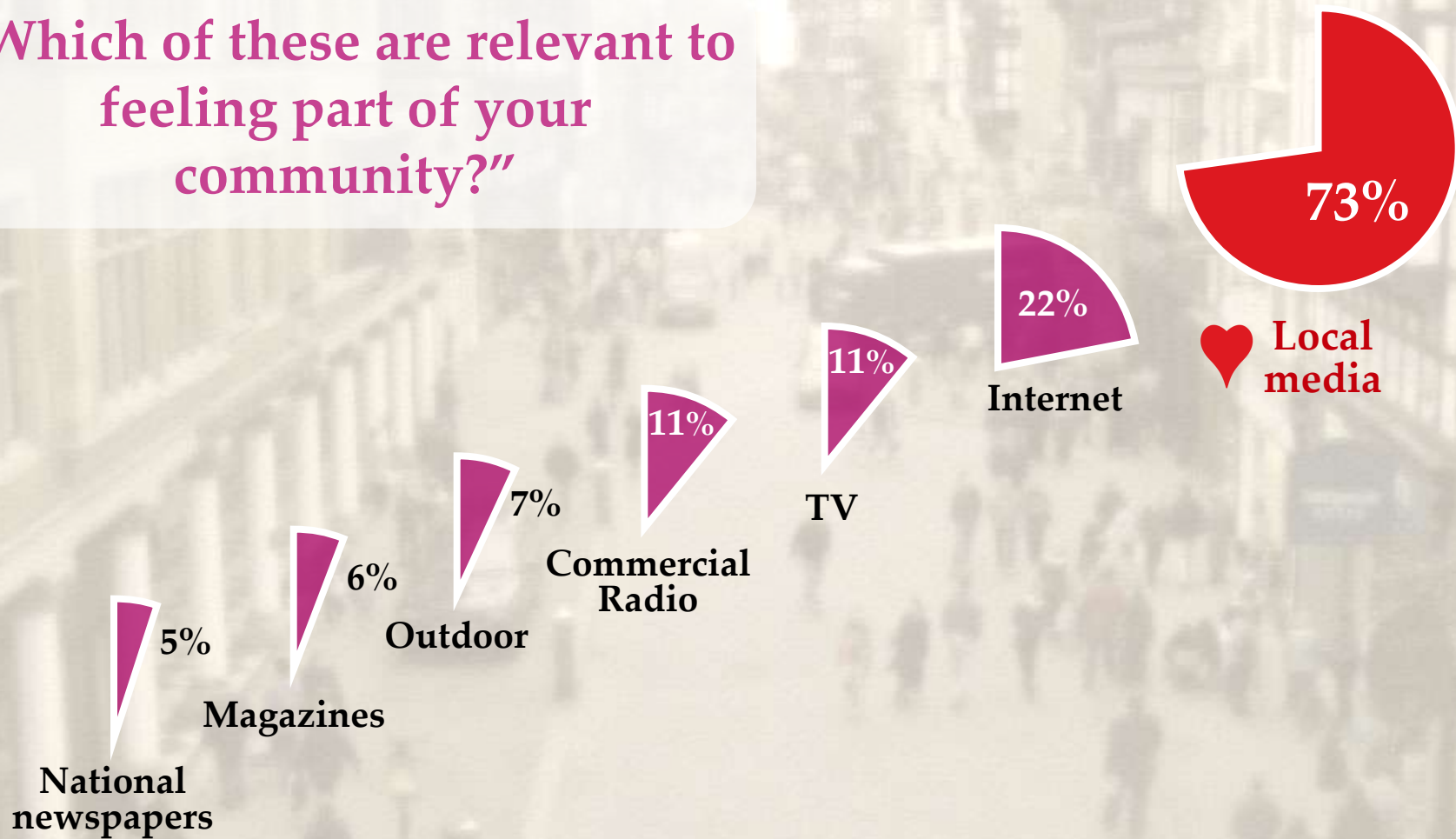
“Which of these are relevant to knowing whether the area is improving?”



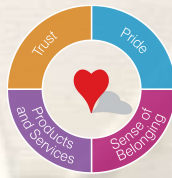
Local media engenders a real sense of belonging...



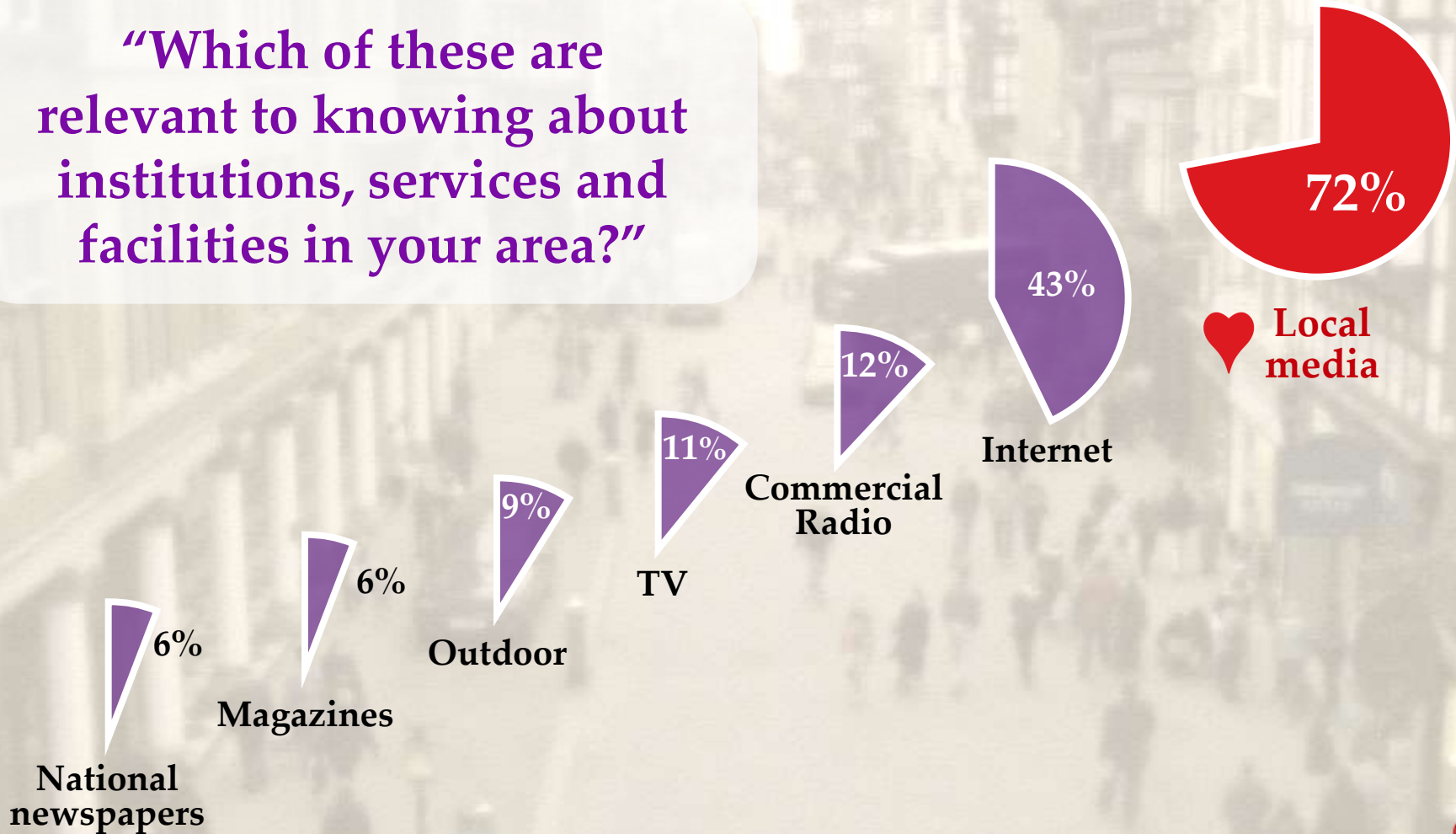
“Which of these are relevant to feeling part of your community?”



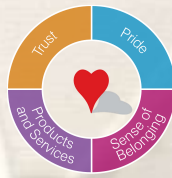
Local media informs people about their local facilities...



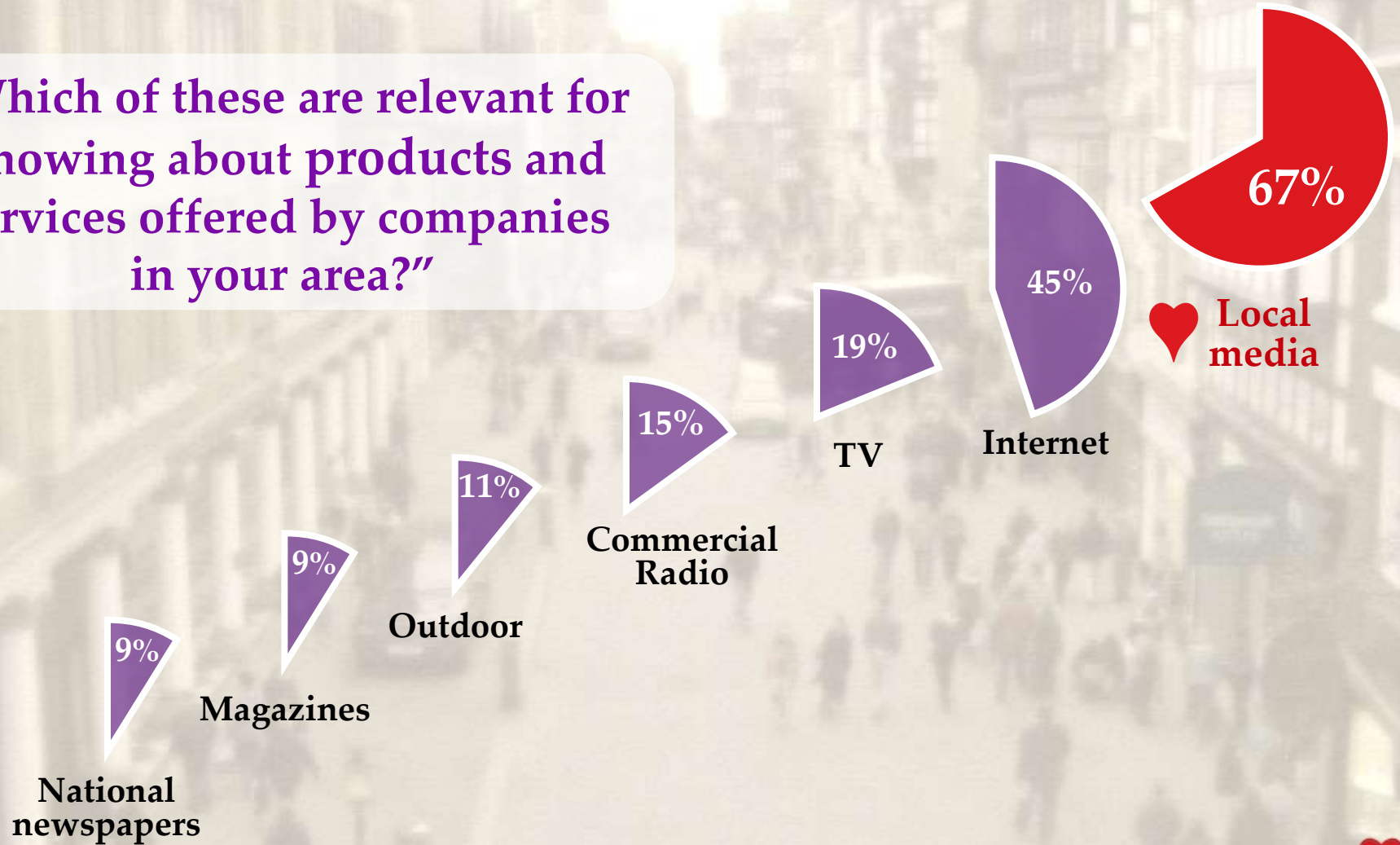
“Which of these are relevant to knowing about institutions, services and facilities in your area?”



Local media informs people about products and services...



“Which of these are relevant for knowing about products and services offered by companies in your area?”



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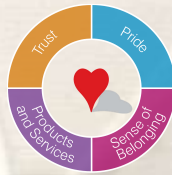




Involvement in community and the relevance of local media follows through to action on advertising...



Real action on advertising...



45%

Used a product/
service due to ad

50%

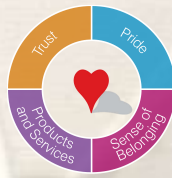
Visited a store/
outlet due to ad

51%

Used coupon/
money-off voucher

60%
Net any action

Advertising in local media works across all demographics...



63%
ABC1

56%
C2DE

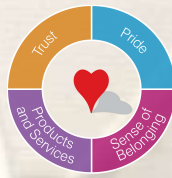
59%
16-34

61%
35-54

61%
55+

Acted on advertising
in local media

And national advertisers are welcomed...



64% - "I like to see national brands advertising in my local paper"

"If it's in a national the offers could be anywhere... not in your area"

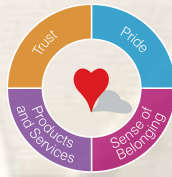
Male 16-34 Leeds

"You're more likely to stop and look because it's in your local paper and so you assume the offers will be relevant to you"

Female 35-54 Glasgow



A reminder...



72%

Local area improving

93%

Spend half or more time locally

92%

Spend half or more money locally

73%

Local media relevant to sense of pride

73%

Local media relevant to feeling part of the community

60%

Take action as a result

In summary...

Local pride and goodwill is increasing despite significant global issues

Local media is unique

Local media is an action-based medium

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www.lovinglocal.co.uk