

CANADA'S NEWS MEDIA. **CHAMPION THE TRUTH.**

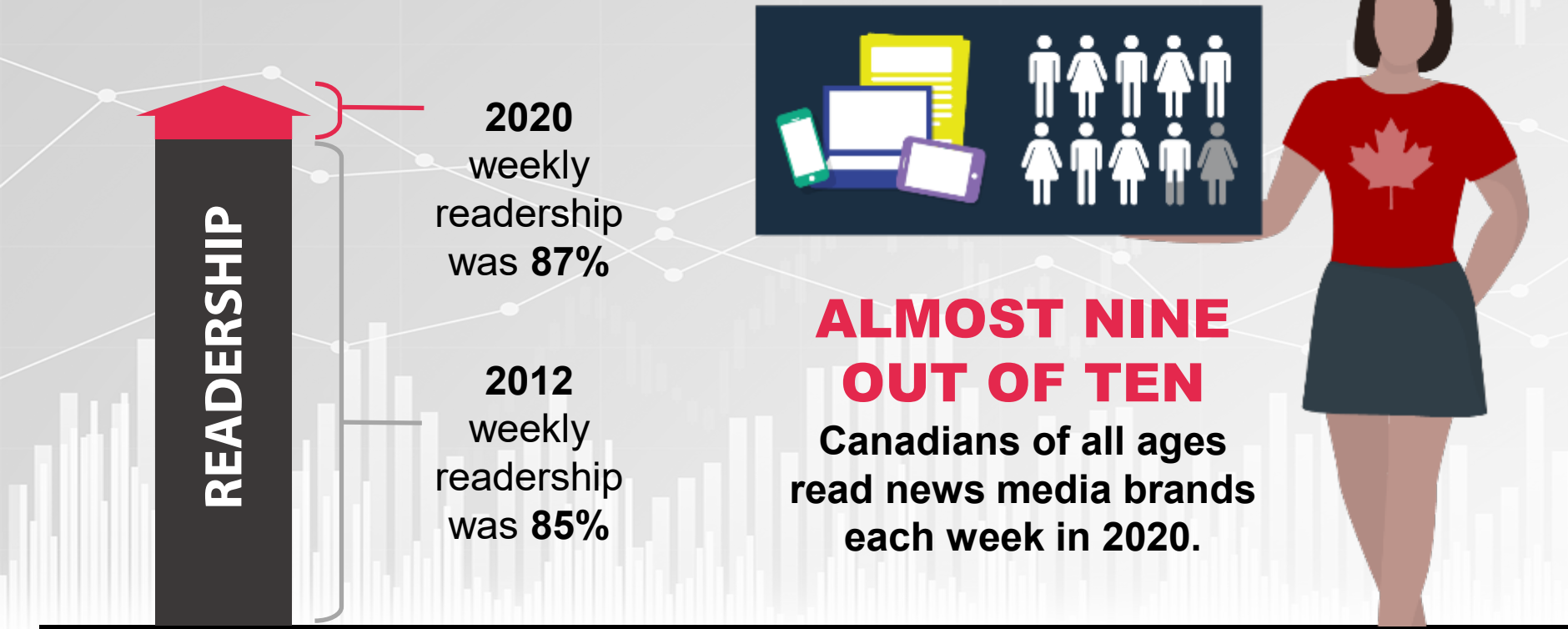
2021

www.newsmediacanada.ca



News Media Readership Growth

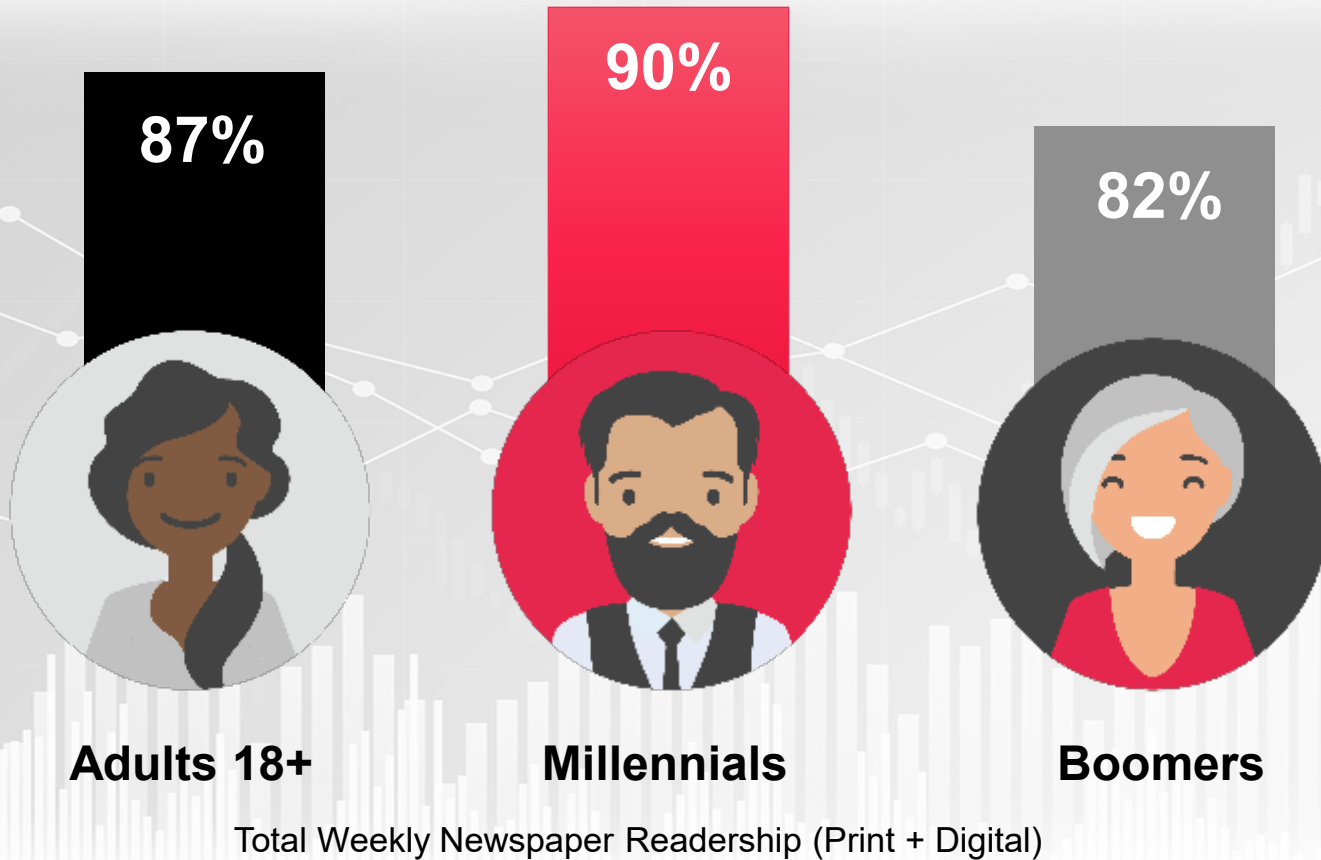
Access to digital news platforms has only increased Canadians' access to news content, particularly during the COVID-19 pandemic. Consequently, more Canadians than ever are reading news media, in print or digital formats.





Need to Reach Millennials?

New survey results show that nine out of ten Millennials read newspapers weekly in print or digital formats.



Different Platforms for Newspaper Content



82% of print readers also read in digital.

- **79%** of adults 35+
- **77%** of adults 55+

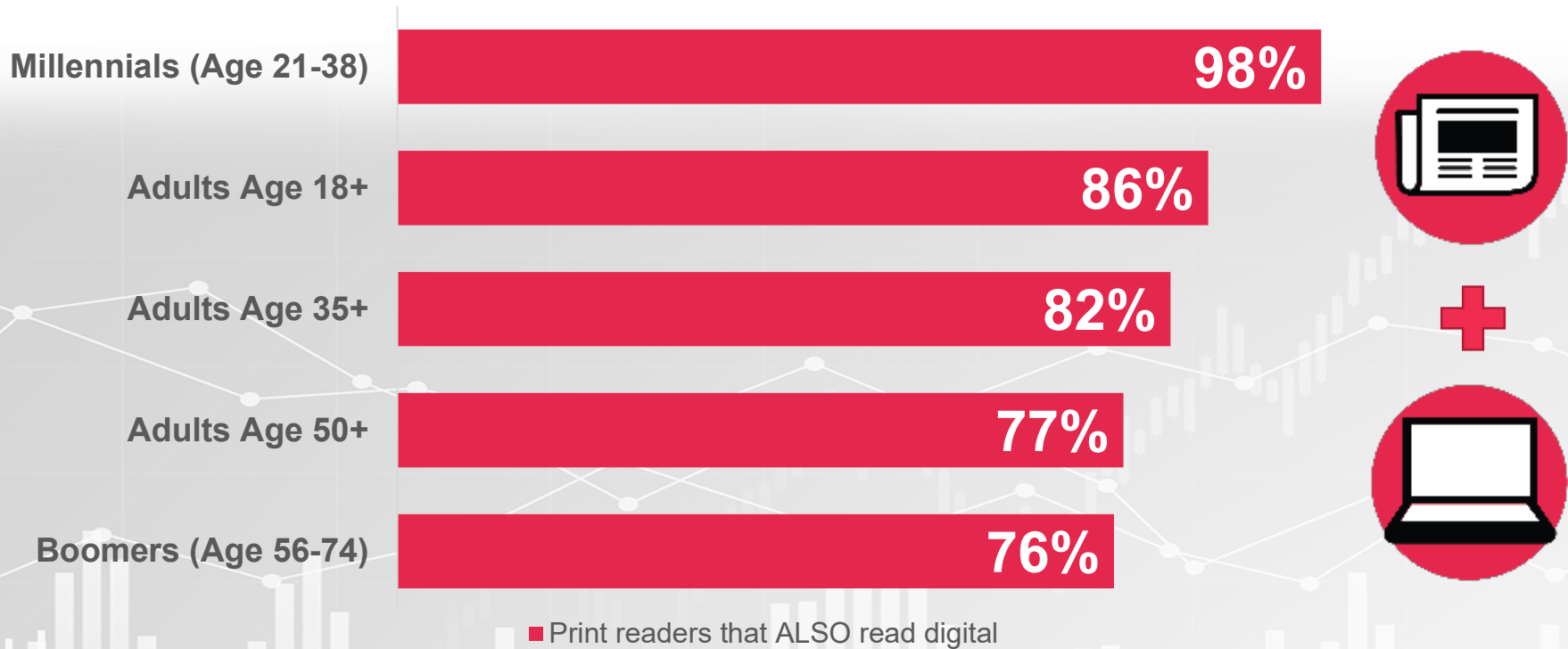


70% of digital readers also read in print.

- **77%** of adults 35+
- **87%** of adults 55+

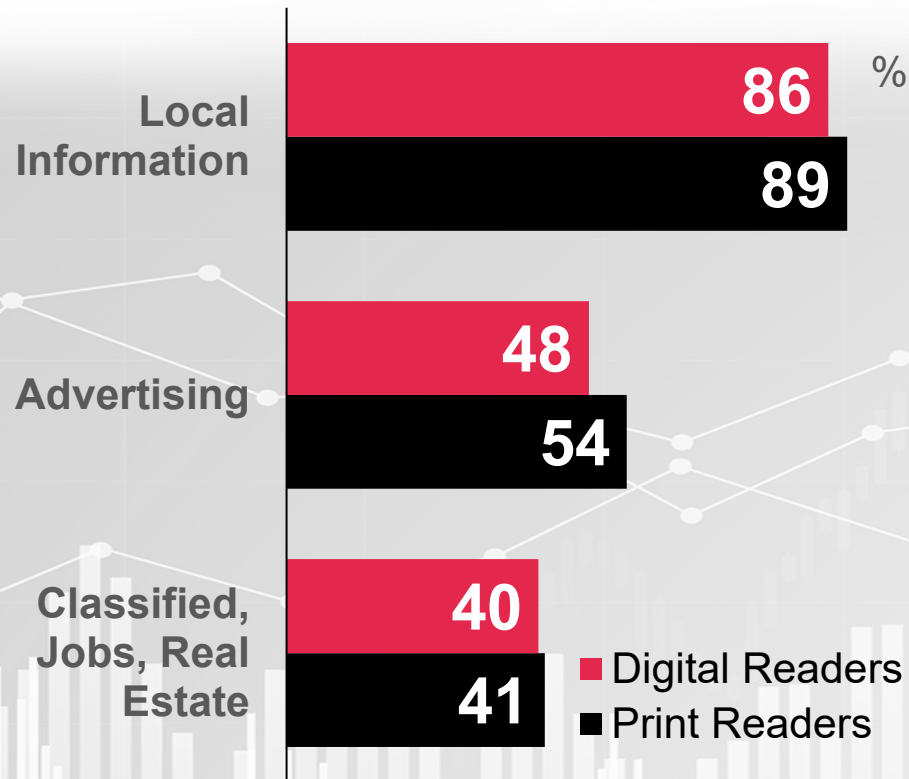
Print reading preference increases with age.

Print Readers add Digital Access



Millennials are interested in reading news, no matter the platform. Almost all weekly print readers between 21 and 38 years of age choose to add digital newspapers to their print reading habit.

Local Information is the Main Reason for Reading Community Newspapers



Half of readers also read for the advertising.

Almost Half (46%) of Printed Community Newspaper Readers 18+ Read for Flyers

Flyers help increase top-of-mind awareness among consumers when deciding where to purchase a product, and are pivotal methods of increasing sales and foot traffic across many industries.

More than three quarters of community newspaper readers in Canada use flyers / inserts to plan their grocery purchases.

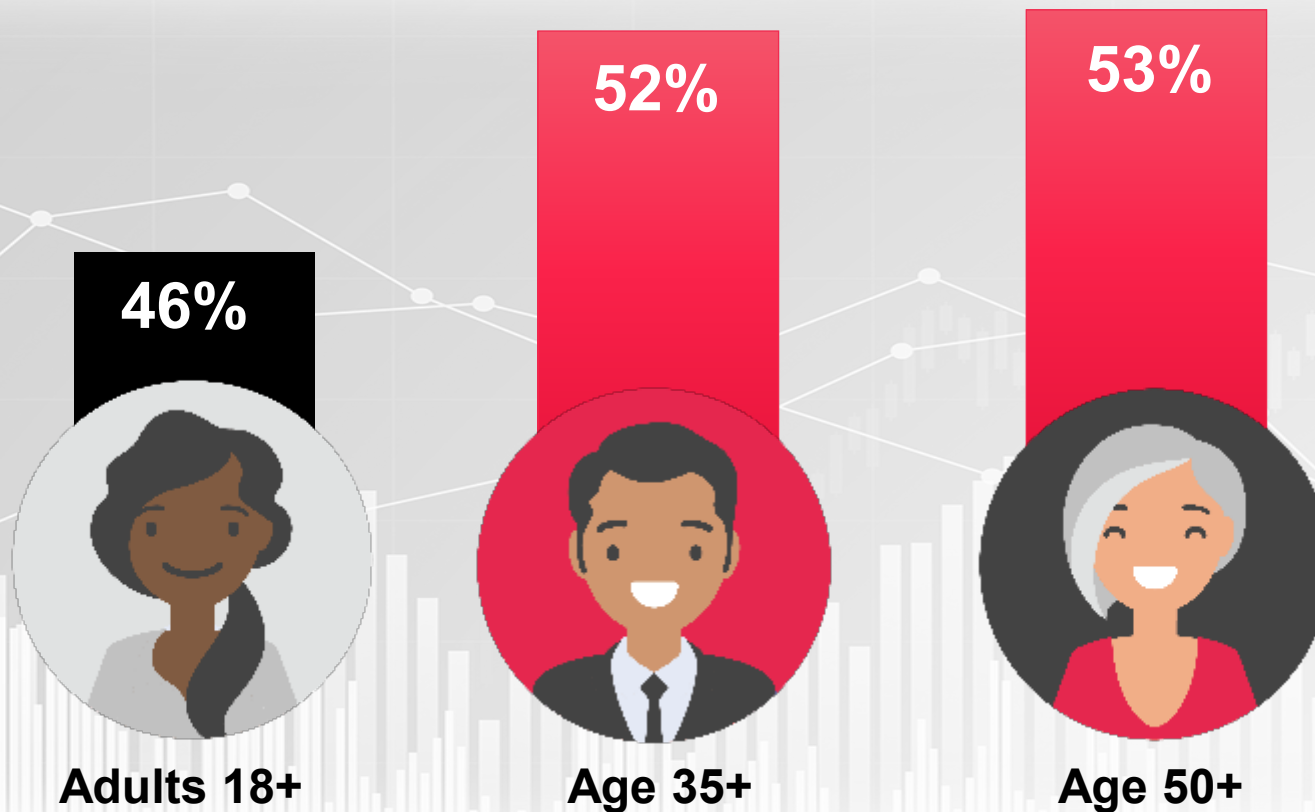


Nine out of ten flyer readers prefer them in print.



Older Demographics More Likely to Read for Flyers

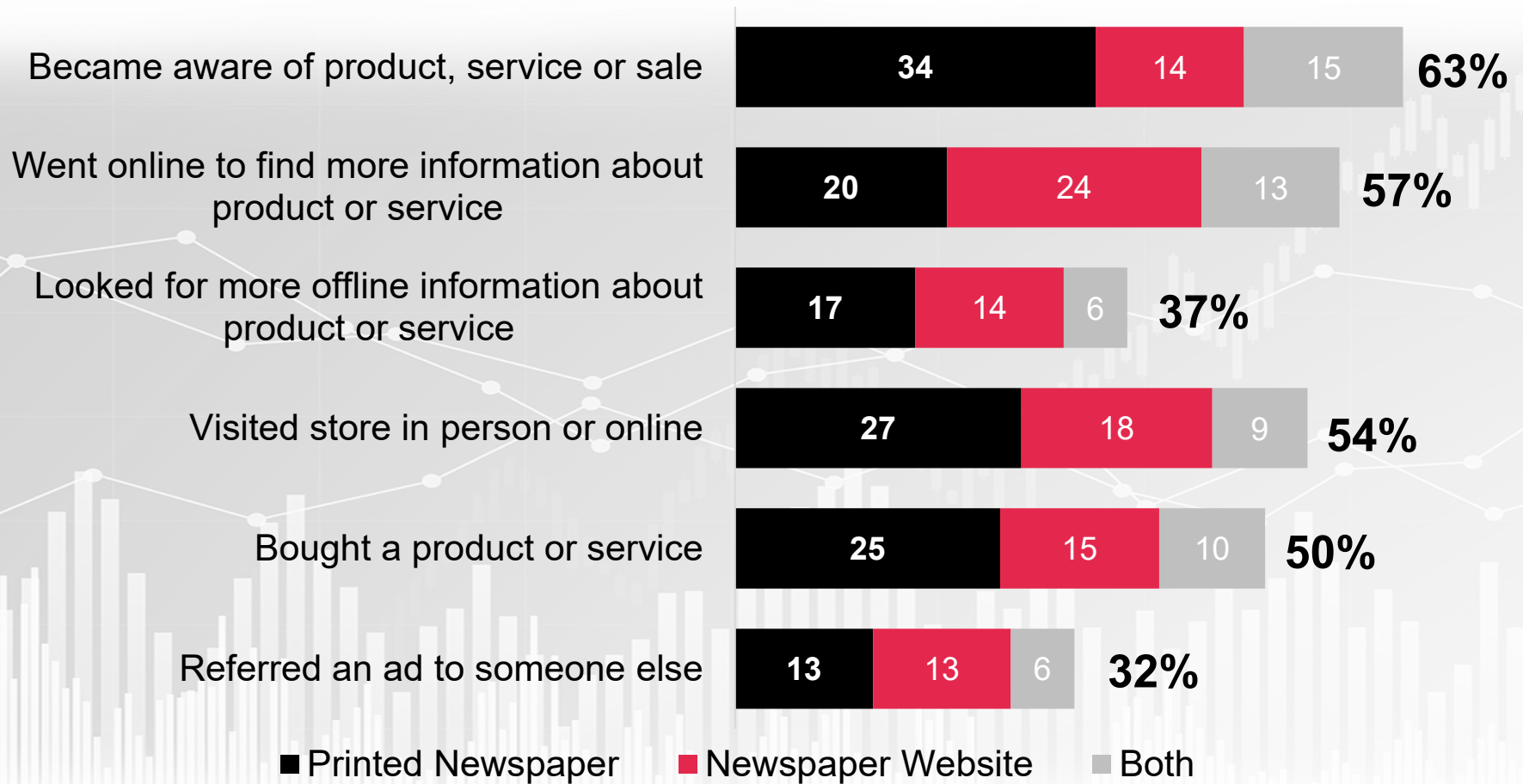
Read Printed Community Newspapers for Flyers/Inserts



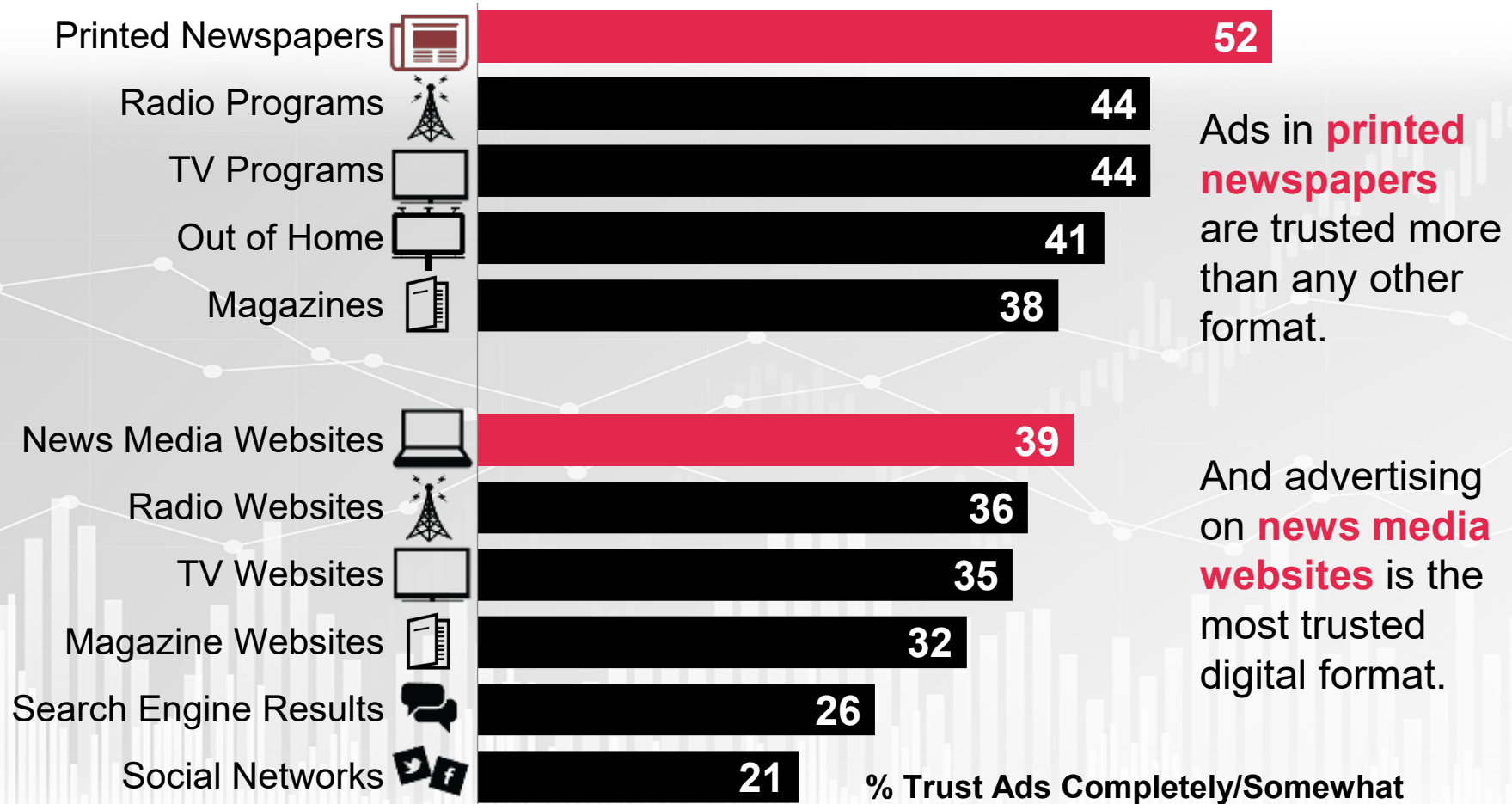
More than half of printed community newspapers age 35+ read for the flyers and inserts.

News Media Ads Inspire Action

Actions Taken From Exposure to News Media Ads – Adults 18+



Printed Newspaper Ads Most Trusted



Reliable Journalism is Crucial

Eight in ten (82%) Canadians feel that reliable journalism is an essential part of a democratic society.

79% are concerned about the repercussions of fake news and it being used as a weapon.

“Reliable news and information are essential for people to make democracy work.”

JENNIFER PRESTON



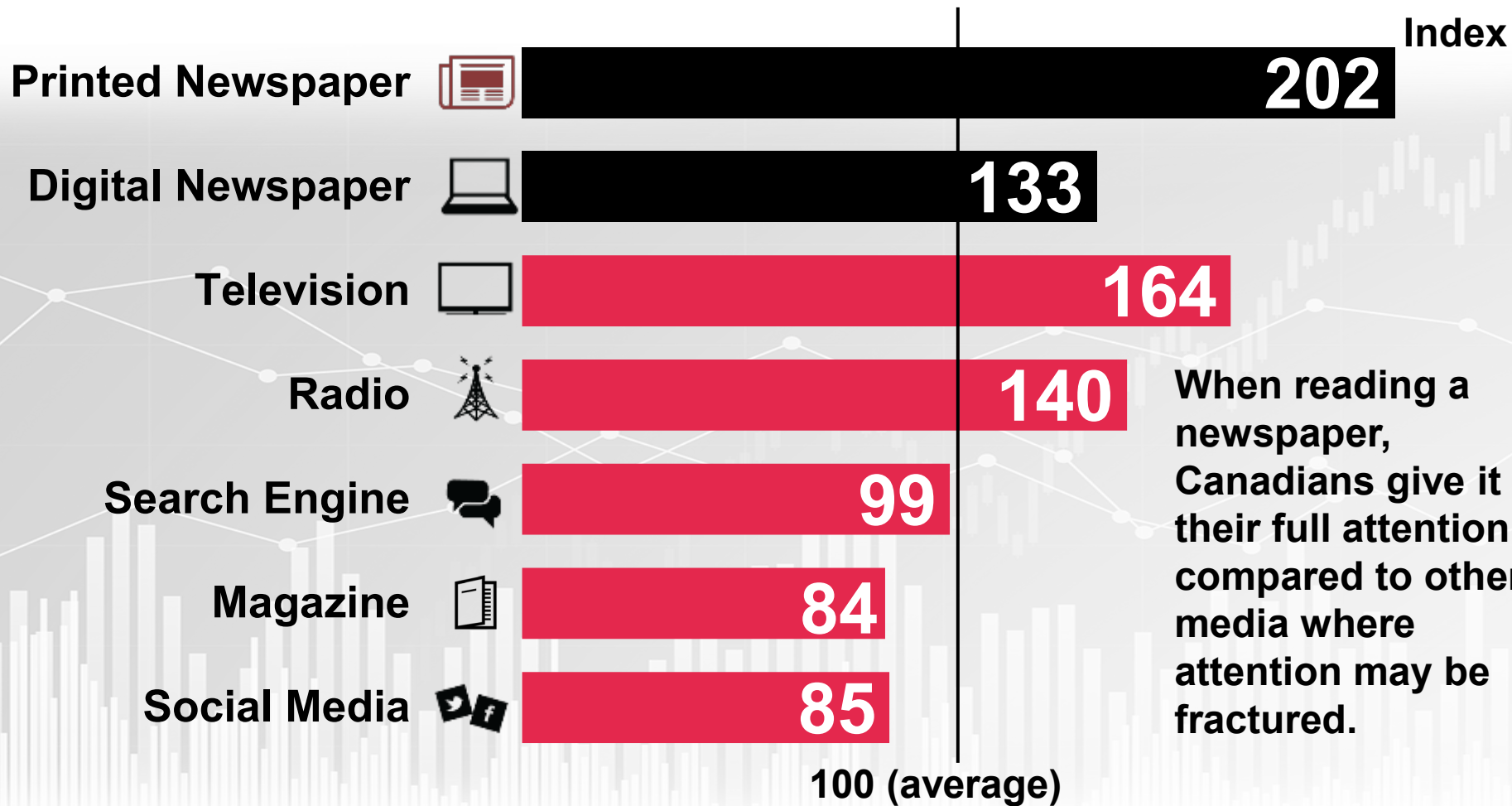
#FREEPRESSFRIDAY

THE PROBLEM IS I
CAN'T TELL THE FAKE
NEWS FROM THE REAL NEWS!

YEAH - THERE'S
GOT TO BE A
BETTER WAY ...



Newspapers Score High On Engagement



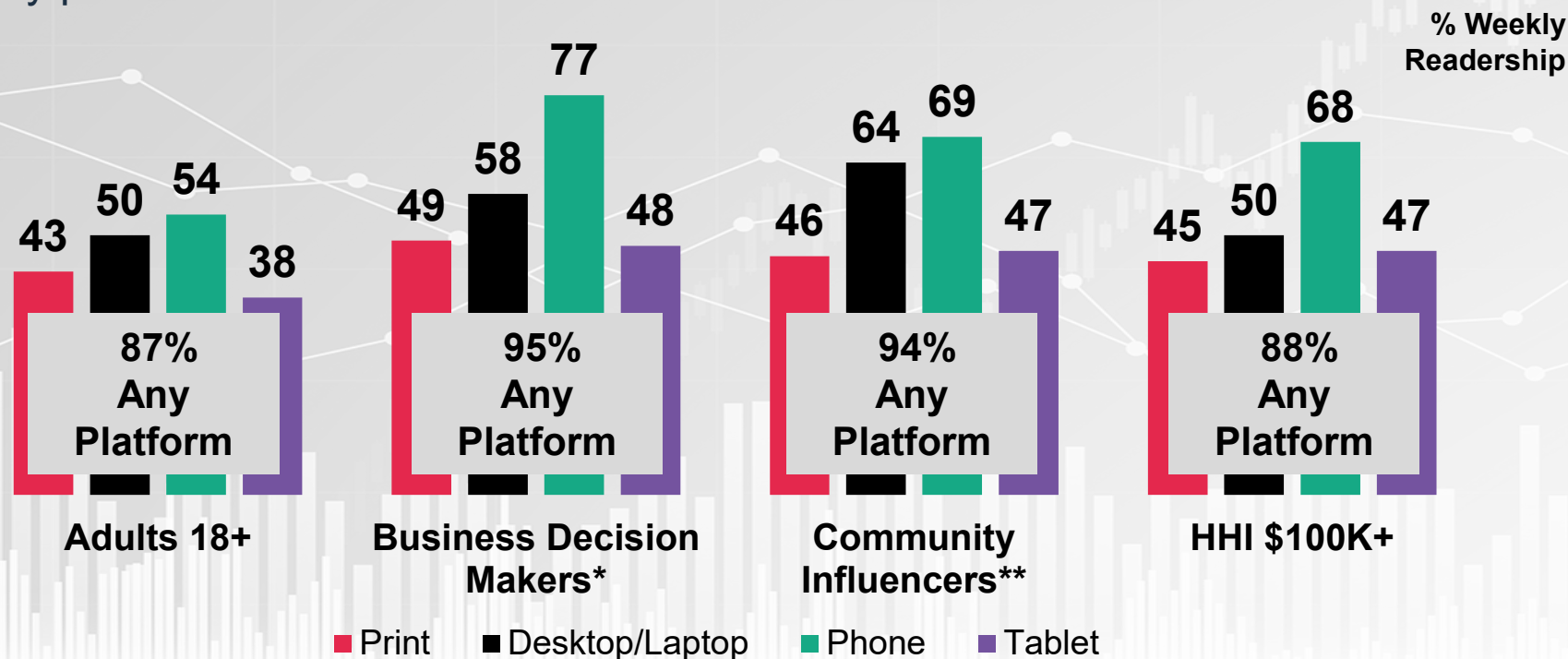
Canadians were surveyed on 7 metrics for media engagement:

1. It is trustworthy;
2. I feel a personal connection with the medium;
3. It inspires me;
4. It makes my life better;
5. It enhances my interaction with others;
6. It operates in an ethical manner and has the public's best interest in mind;
7. I go to the medium when I have time to myself.

Totum Research: Canadian Adults 18+ Engaged and Connected, February 2019

Newspaper Media Reach All Target Groups during COVID-19

Business Decision Makers*, **Community Influencers**** and **adults with household incomes \$100K+** read most on their phone but have among the highest overall readership on any platform. All these groups over-index on every platform.



*Canadian professionals, senior management/executives and business owners/self employed

** Influencers – 3+ of the following statements: Find a new product and typically recommend it to others; Keep informed about new products and services; People frequently ask for my advice; Always the first to try new products/services; Frequently share information about products/services on social media

Totum Research; Canadians 18+, weekly readership, November 2020

Optimized Campaign =



78%

TRADITIONAL ADVERTISING

+



22%

DIGITAL ADVERTISING

While ad dollars are increasingly moving to digital, it's most effective to keep the bulk of the dollars in traditional media.

“More is better: spending across multiple platforms delivers greater ROI than investing in single platforms.”

Gayle Fuguitt, President, CEO Advertising Research Foundation

Print Ads Cannot be Blocked

- Four in ten (42%) Canadians use some form of ad blocker.
- Most frequent ad blocking:
 - online shopping (74%)
 - video streaming (73%)
 - social media (66%)



Methodology

Timing and Sample Size

February 2019 (n=800)

October 2019 (n=1,000)

February 2020 (n=800)

November 2020 (n=855)

December 2020 (n=847)

Online Panel

Online interviews conducted with adult Canadians

National Scope

63% English / 37% French

Study Management

Totum Research

Margin of Error

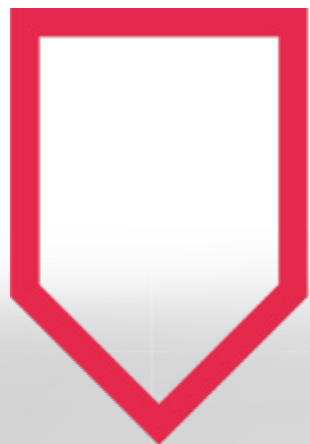
±3.1% at the 95% confidence level

Nationally Representative Sample

Men: 50%, Women: 50%

18-34: 29%, 35-49: 20%, 50-64: 33%, 65+ 18%

West 31%, Ontario 39%, Quebec 23%, Atlantic 7%



CANADA'S NEWS MEDIA. **CHAMPION THE TRUTH.**

2021

www.newsmediacanada.ca

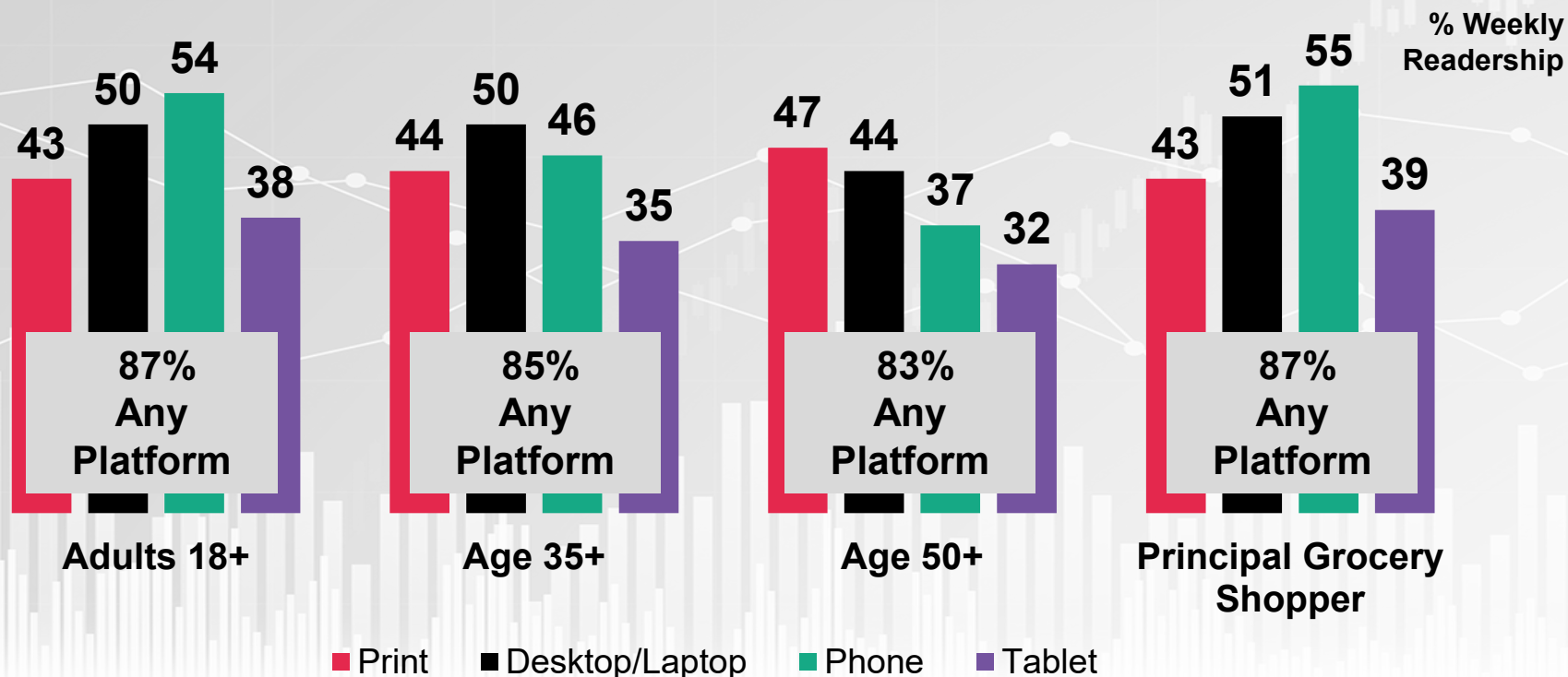


Appendix



Newspaper Media Reach All Target Groups during COVID-19

More than eight out of ten adults 50+ years of age read newspapers weekly. This group prefers print over all other platforms for their news content.

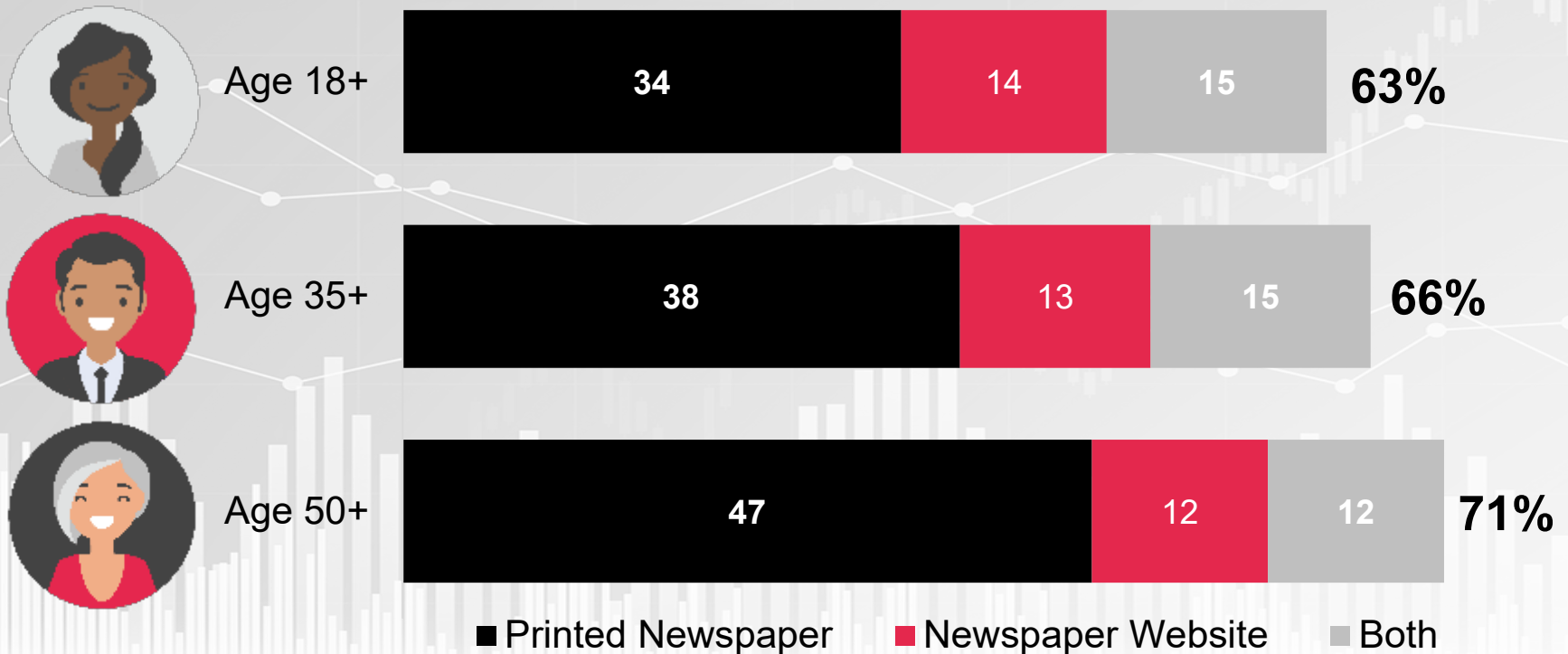




News Media Ads Inspire Action

News media generate awareness for more than two thirds of older adults. The majority of awareness is generated from print.

Became Aware of a Product, Service or Sale

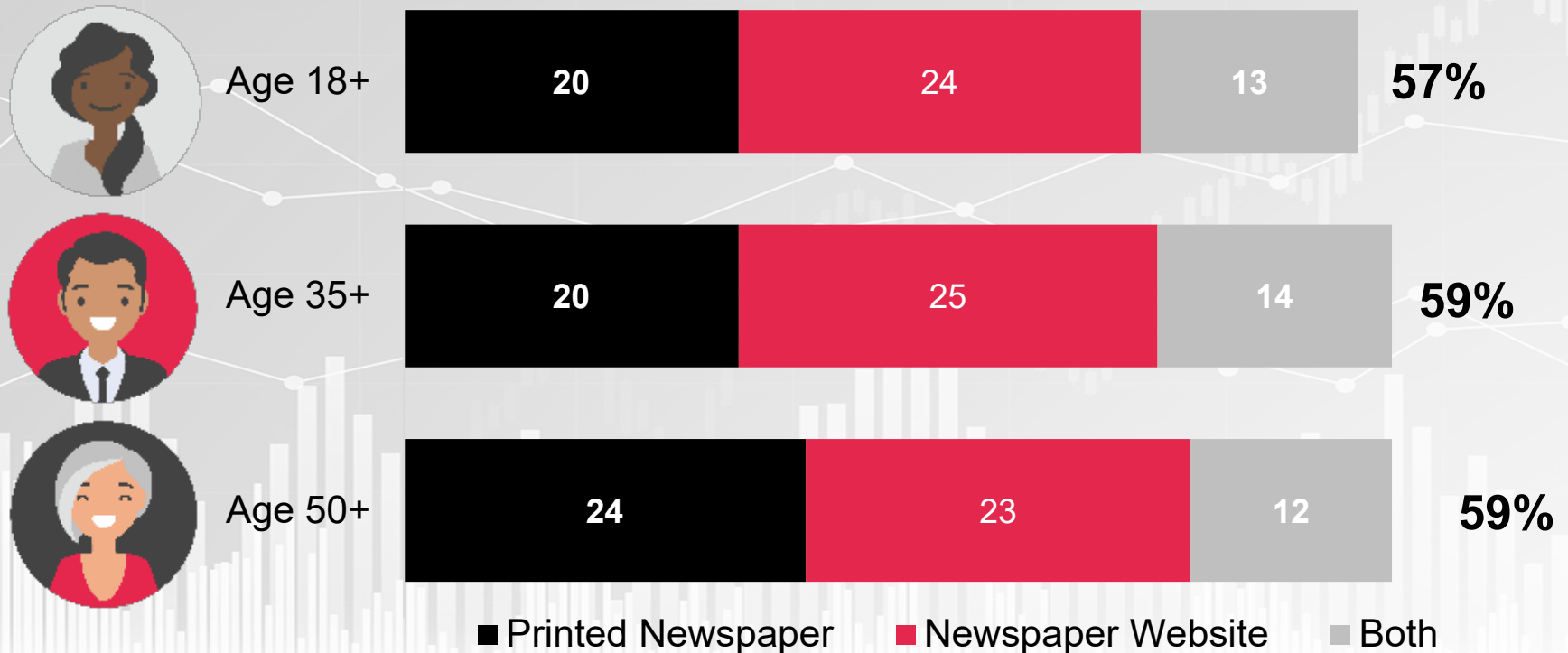




News Media Ads Inspire Action

The majority of older adults are inspired to search more information online by printed news media ads.

Went Online to Find More Information About Product or Service

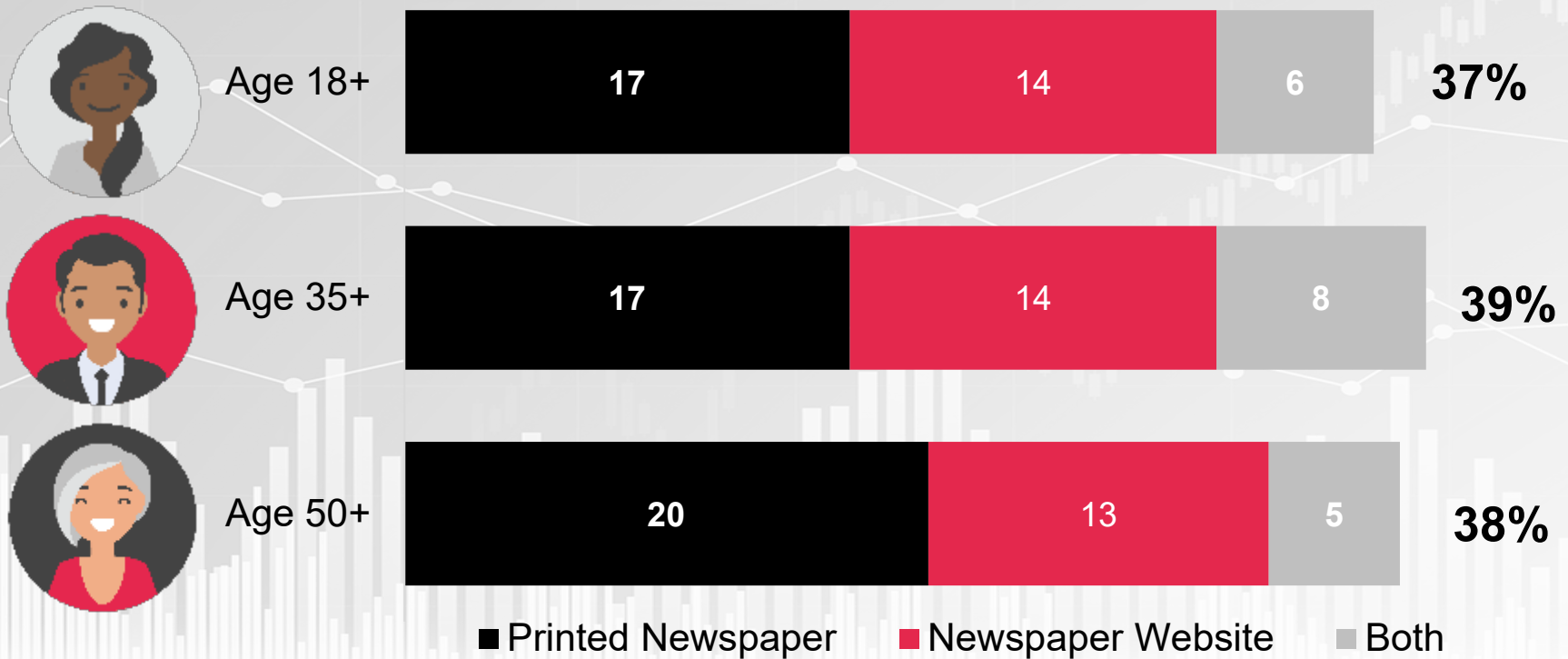




News Media Ads Inspire Action

The majority of older adults are inspired to search more information offline by printed news media ads.

Looked for More Offline Information About Product or Service

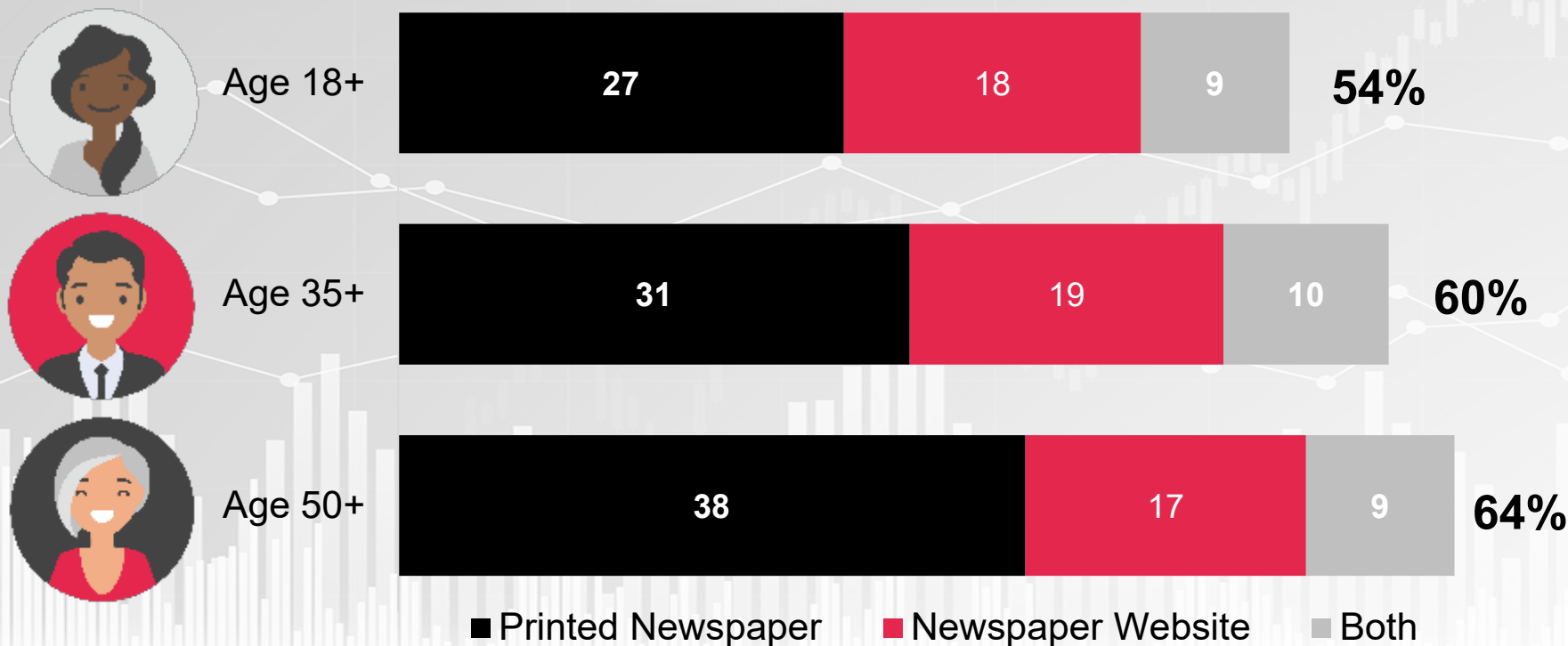




News Media Ads Inspire Action

News media ads are more effective at generating store visits among older readers. Almost two thirds of readers aged 50+ visited a store as a result of exposure to a newspaper ad.

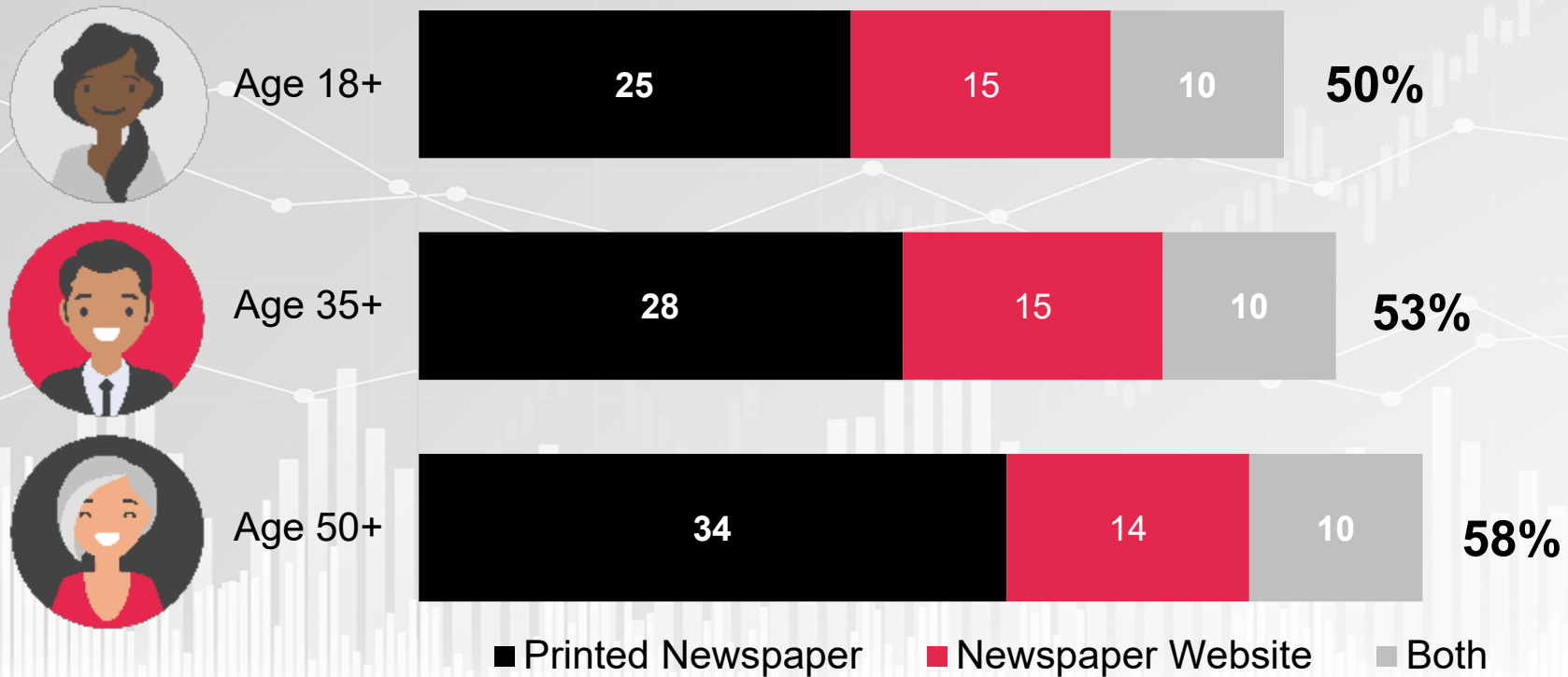
Visited Store In Person or Online



News Media Ads Inspire Action

Newspaper ads are more effective at generating purchases among older adults. Print ads are a key purchase driver.

Bought a Product or Service



News Media Ads Inspire Action

Newspaper ads generate referrals among a third of readers, regardless of age.

Referred an Ad to Someone Else

