

Newspapers 24/7

2022

Spark Conversation



A Decade of Change



Many things have changed in the 10 years since the first Newspapers 24/7 study was released in 2012.

Weekly newspaper readership essentially remains the same.

- In 2012, readership was 85%.
- In 2022, readership is 86%.

“How” Canadians read their news has changed.

- In 2012, readership on phones was 38%.
- In 2022, readership on phones is 69%.





**ALMOST NINE OF TEN
CANADIANS (86%)
READ A NEWSPAPER
ON ANY PLATFORM
EACH WEEK**



Conversation Starters

Newspaper Readership is Different by Platform and Device

Reading newspaper content on a **phone** is constant throughout the day for “on-the-go” access to information.

Desktop/Laptop reading is strongest early in the day and again after dinner.

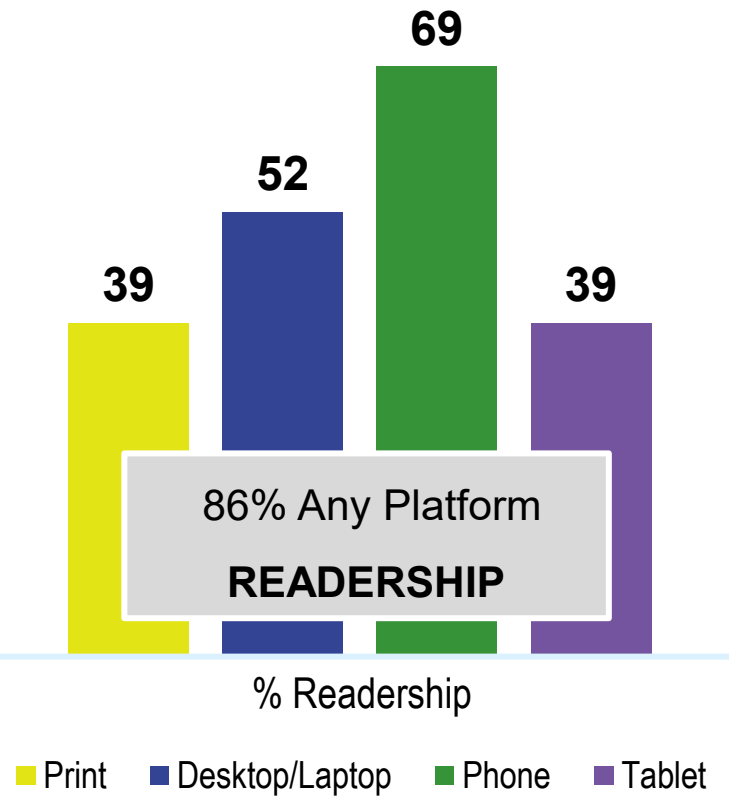
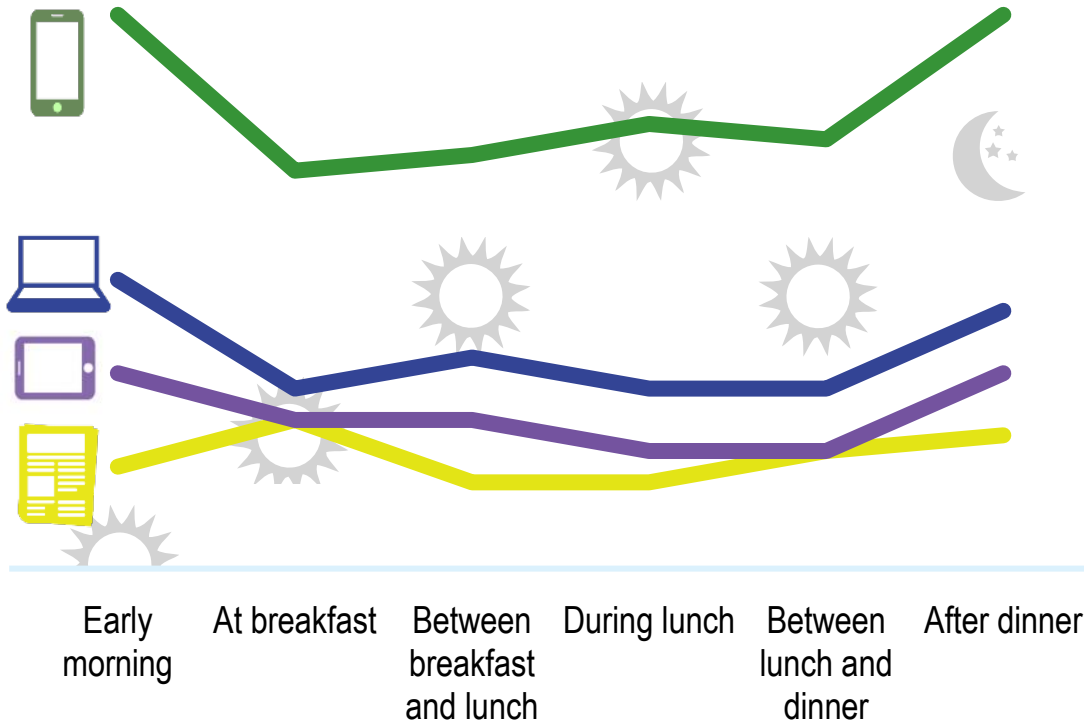
Tablet is an early morning and evening device for accessing more detailed newspaper content.

Print readership peaks at breakfast, as the day starts.

Canadian Adults Continue to Read Newspapers Across All Platforms



- **Phone** – most popular platform at all times
- **Desktop/Laptop** – strong early morning and after dinner
- **Tablet** – peaks in early morning and after dinner
- **Print** – peaks at breakfast



Conversation Starters

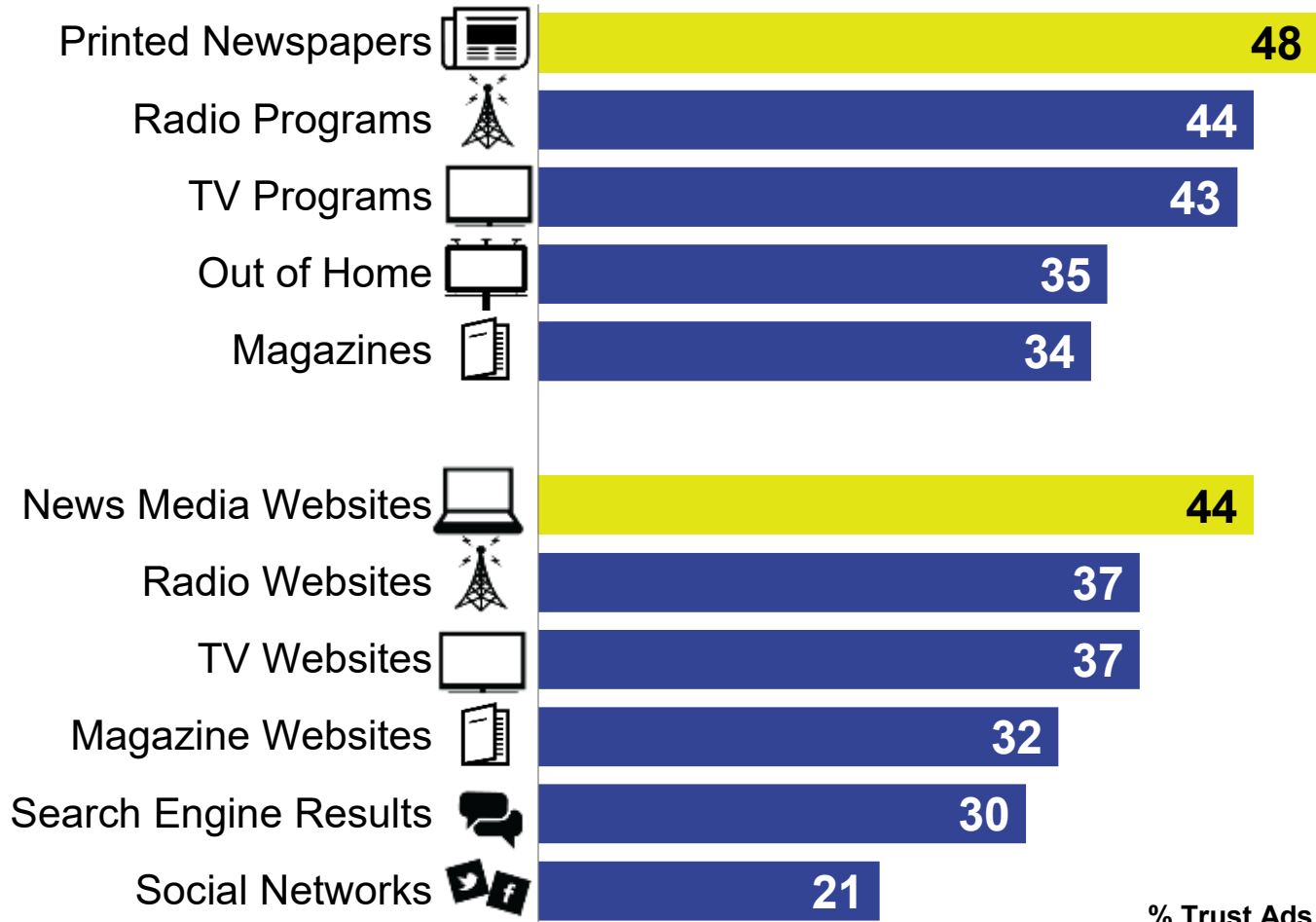
Newspapers and their Digital Products Provide a Trusted Environment

Editorial content in newspapers and their digital products, is the most trusted. This level of trust extends to advertising, creating a “safe” space for readers and advertisers.

Looking for a trusted environment for your ads? **Printed newspaper ads** consistently rate highest among Canadians. Almost half (48%) trust printed newspaper ads.

Digital newspapers ads are the most trusted of all digital ad formats. Social media ads continue to rank the lowest.

Printed Newspaper Advertising is the Most Trusted



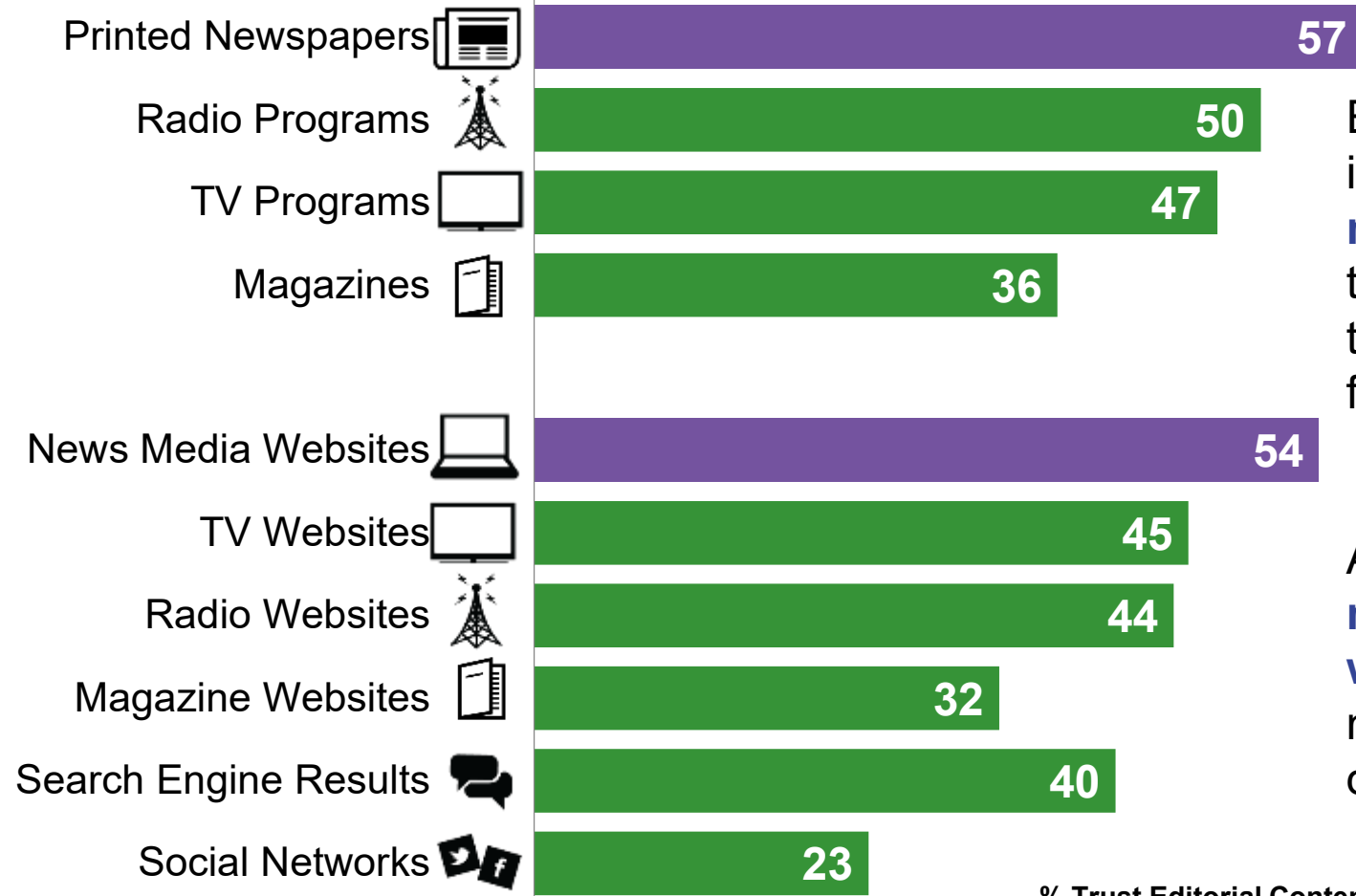
Ads in **printed newspapers** are trusted more than any other format.

And advertising on **news media websites** is the most trusted digital format.

% Trust Ads Completely/Somewhat



Newspaper Editorial Content is the Most Trusted



Editorial content in **printed newspapers** is trusted more than any other format.

And content on **news media websites** is the most trusted of digital formats.

% Trust Editorial Content Completely/Somewhat



Conversation Starters

Readers Want Local Information

Printed community newspaper readers are looking for LOCAL information (*editorial, events, entertainment, sports, news*) to stay connected to their community.

Half of printed community newspaper readers are **engaged with ads in their paper** - looking for flyers, inserts and Run of Press advertising.

Printed community newspaper readers are more likely to be reading for **classified ads, employment ads and real estate.**



Local information is the main reason for reading community newspapers.



Eight in ten (82%) print readers read for local information.
In many cases local coverage cannot be found anywhere else.

Advertising is also a key readership driver for printed community newspaper readers.

- Half (51%) are reading for Run of Press advertising as well as Flyers/Inserts; and
- 44% read for classifieds, jobs, and real estate information.

Local Information

82%

Advertising
(Flyers/ROP)

51%

Classified/Real
Estate/Jobs

44%



Conversation Starters

Newspapers Reach All Demographics

Gen-Y/Millennials prefer to access newspaper content on their phones but still use other platforms. **22% use all four platforms.**

Boomers are the **strongest print readers** but make use of all platforms throughout the day.

High income earners, Influencers and Business Decision Makers*** are dedicated newspaper readers – **90% or more** access news on a combination of print and digital platforms.

Totum Research; Canadians 18+, weekly readership, December 2021.

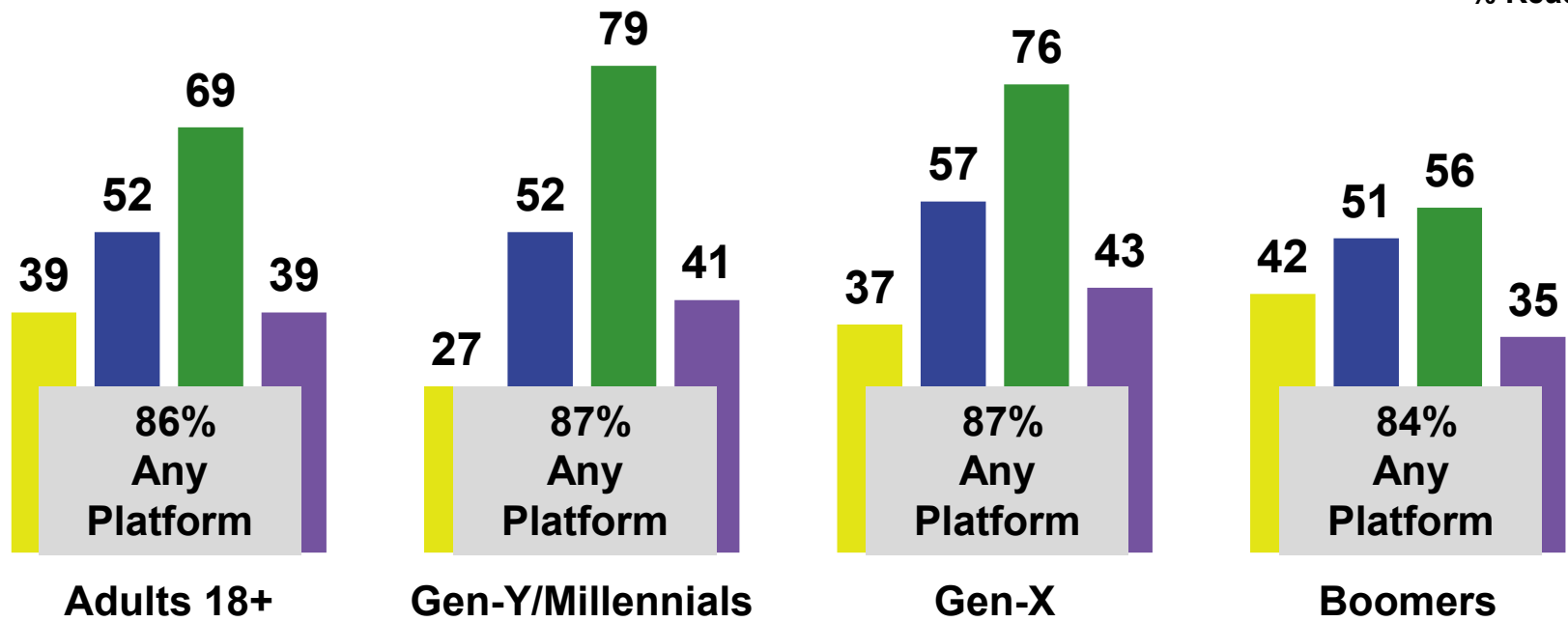
** Influencers – 3+ statements: Find a new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media

Newspaper Media Reach All Target Groups



Millennials/Gen-Y and Gen-X read most on their phone but still read on all the other platforms. Boomers still choose print more than any other demographic.

% Readership



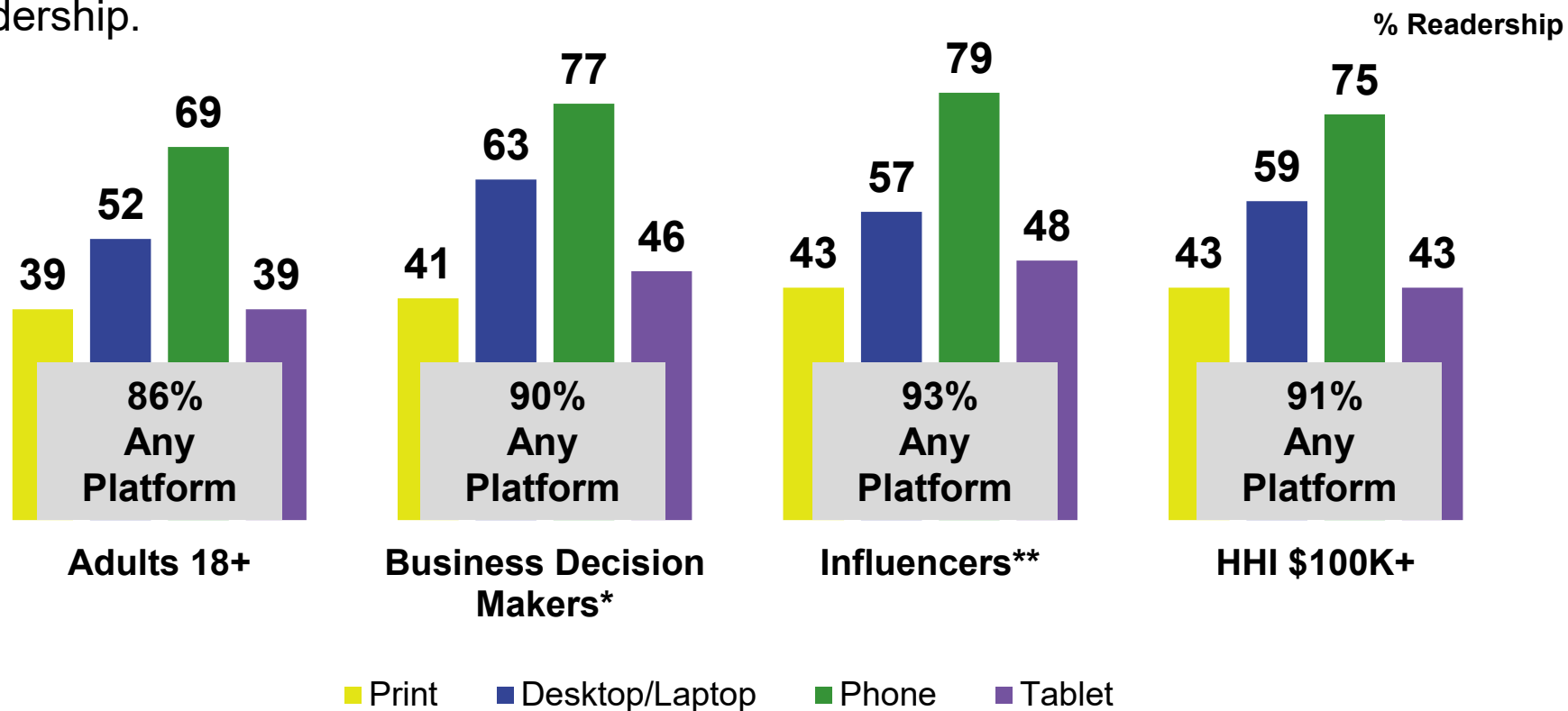
■ Print ■ Desktop/Laptop ■ Phone ■ Tablet



Newspaper Media Reach all Target Groups



Business Decision Makers*, **Influencers**** and **adults with household incomes \$100K+** read most on their phone but have the highest overall readership on any platform of all target groups. They all over-index on print readership.



Totum Research; Canadians 18+, weekly readership, December 2021.

*Canadian professionals, senior management/executives and business owners/self employed ** Influencers – 3+ statements: Find new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media



Conversation Starters

Newspaper Readers Choose Digital and Print Platforms

86% of Canadian adults read newspaper content each week in print, on their desktop/laptop, on their phone or on their tablet.

95% of readers choose to read on digital platforms.

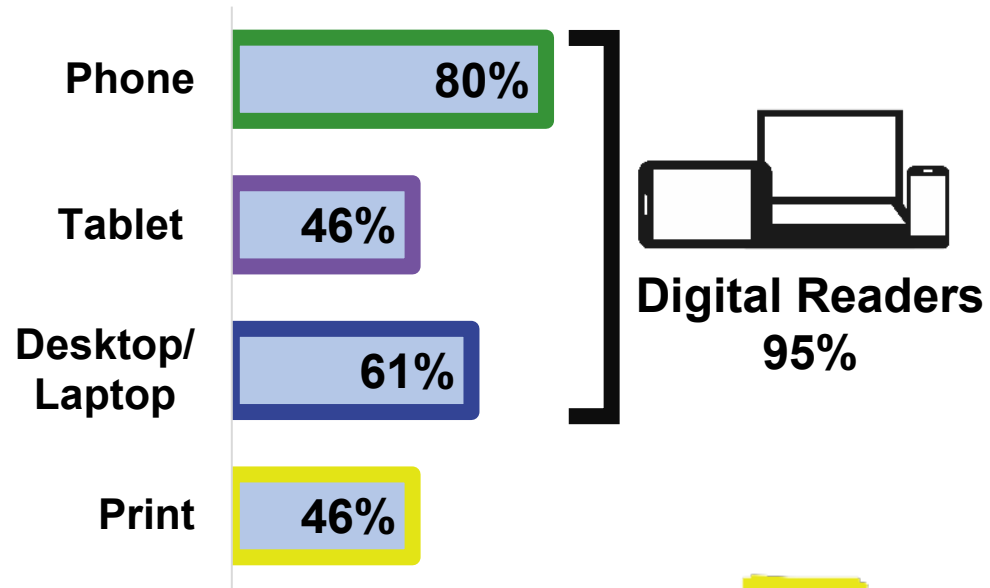
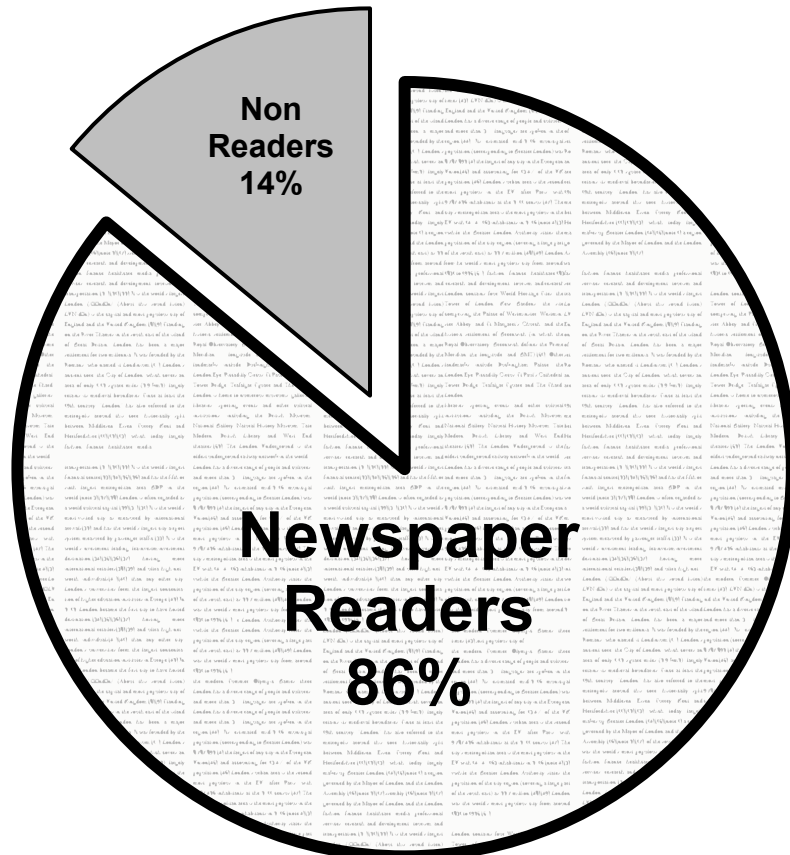
46% of readers continue to read printed editions.

25% of readers are reading newspaper content on **ALL four platforms**.

Newspaper Readership is Strong



The majority of newspaper readers (95%) access newspaper content digitally. Digital readers are more likely to read on all four platforms.



Almost half (46%) continue to read the printed newspaper.





Study Details

Study Timing

November-December 2021

Online Panel

825 online interviews
conducted with adult
Canadians

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±3.4% 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%



Appendix



PRINT Highlights



FOUR OF TEN ADULTS (39%) READ THEIR PRINTED NEWSPAPER.

- Early morning and evening are key print readership times.
- Print platform driven by Boomers and the Pre-Boomers who choose print as their platform for accessing newspaper mostly in the afternoon.



DESKTOP/LAPTOP Highlights



MORE THAN HALF OF ADULTS (52%) READ NEWSPAPER CONTENT ON THEIR DESKTOP/LAPTOP

- Desktop/Laptop readership is consistent across all demographics.
- Influencers**, those with household incomes exceeding \$100K and Business Decision Makers* use this platform more than the average Canadian.
- There are three times when desktop/laptop readership peaks: early morning, mid-morning and after dinner.

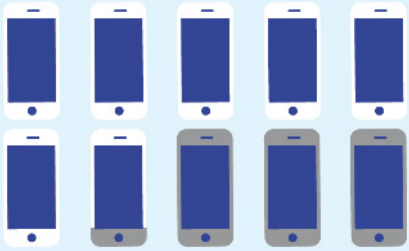


Totum Research; Canadians 18+, weekly readership, December 2021.

*Canadian professionals, senior management/executives and business owners/self employed ** Influencers – 3+ statements: Find new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media



PHONE Highlights



SEVEN OUT OF TEN ADULTS (69%) READ NEWSPAPER CONTENT VIA THEIR PHONE.

- Phone is the most popular device at all times.
- Phone is the top device that Millennials and Influencers** use to read newspaper content.
- For Business Decision Makers*, phone is their most used access platform, and it is used consistently throughout their day, except for a dip during breakfast and mid-afternoon.
- Phone is the most popular device for all groups today.



Totum Research; Canadians 18+, weekly readership, December 2021. Millennials born 1980-1995.

*Canadian professionals, senior management/executives and business owners/self employed ** Influencers – 3+ statements: Find new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media



TABLET Highlights



**FOUR OF TEN ADULTS (39%) READ
NEWSPAPER CONTENT VIA THEIR TABLET.**

- Early morning and evening continue to be the key usage periods.
- Usage has grown slightly from **37%** in 2012 to **39%** in 2022.
- Influencers** and Business Decision Makers* report the strongest tablet usage of all demographics.



Totum Research; Canadians 18+, weekly readership, December 2021.

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