



TEN TWEETABLE TRUTHS

1



Almost nine in ten Canadians read a community or daily newspaper every week.⁴

Access to digital platforms has only increased access to news content, and more Canadians than ever are reading in print or digital formats.

READERSHIP

2020 weekly readership was 86%

2012 weekly readership was 85%

2

Newspaper readers choose multiple platforms to read newspaper content.²



82% of print readers also read in digital.



70% of digital readers also read in print.

3

Daily newspapers reach 3 in 5 adults across Canada weekly.⁵

The highest newspaper reach is in Quebec City (78%), Victoria (73%), and Regina (71%).



4

Young adults read newspapers differently than older adults.¹

• Eight out of ten Millennials (79%) use their phone to read news and keep up with current events. And almost half of them also read printed newspapers.



5

Eight in ten (82%) Canadians feel that reliable journalism is an essential part of a democratic society and are concerned about the repercussions of fake news and it being used as a weapon.²



For more information, go to www.newsmediacanada.ca

Sources:

1-Totum Research, Canadians 18+, Engaged and Connected; 2019

2-Totum Research, Canadians 18+; 2020

3-Totum Research, Canadians 18+; Readers of Community Newspapers in Print; 2020

4-Totum Research, Canadians 18+; Weekly Readership; 2020

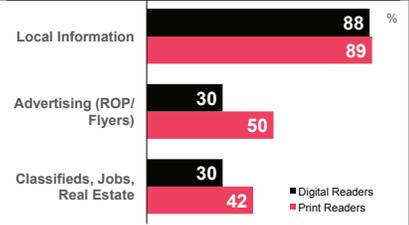
5-Vividata Winter 2021 Study



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6 Local information is the main reason for reading community newspapers.³

- Nine in ten (89%) print readers read for local information.
- 50% of print readers read for the advertising. 42% read for classifieds, jobs, and real estate information.



7 Almost half of print community newspaper readers read for the flyers.^{1,5}

- Eight in ten (77%) community newspaper readers use flyers to plan their grocery purchases.
- Flyers are also used for entertainment/restaurants (56%), health/personal care (53%), and clothing (51%) purchases.

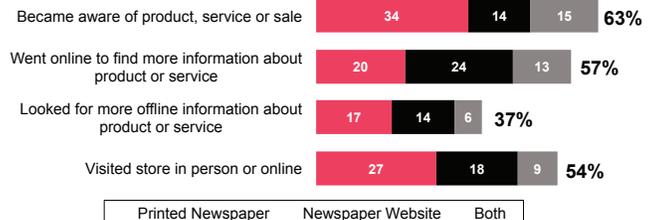


8 News media ads inspire action.¹

After being exposed to a news media ad:

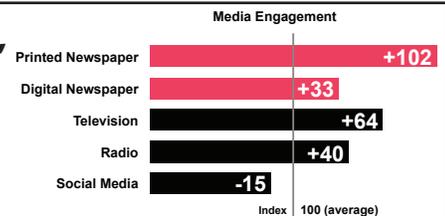
- 57% of Canadians went online for more information about a product/service.
- More than half (54%) visited a store.

Actions Taken From Exposure to News Media Ads:



9 When reading a newspaper, Canadians give it their full attention, compared to other media where attention may be fractured.¹

- Printed newspapers scored 102% above average, the highest of all media measured.
- Social media scored 15% below average in engagement.



10



The COVID-19 pandemic has made it clear to Canadians that newspapers are an essential service. A third started reading newspapers in print or digital, and more than four in ten plan to continue reading newspapers to the same degree post-pandemic.²



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Sources:

- 1-Totum Research, Canadians 18+, Engaged and Connected; 2019
- 2-Totum Research, Canadians 18+; 2020
- 3-Totum Research, Canadians 18+; Readers of Community Newspapers in Print; 2020
- 4-Totum Research, Canadians 18+; Weekly Readership; 2020
- 5-Vividata Winter 2021 Study