



# Canadian Newspapers

...strategies. Here are some  
**Get the facts.**  
Consider bringing in  
...down your



## Fascinating Facts about Canadian Newspapers

### Topic areas:

- **Newspapers Across Devices**
- **Our Readers**
- **Print Newspapers**
- **Newspaper Websites**
- **Environment**



# Newspapers Across Devices

**FACT** #1



## Newspapers Across Devices



**85% of Canadian adults have read a newspaper  
in print, online, tablet, e-reader or mobile  
in the last week**

**FACT**

#2



## Newspapers Across Devices



**More people  
read a newspaper every week  
(on any device)  
than use the internet every month**

**FACT**

**#3**



## Newspapers Across Devices

**Canadians in the last week:**

- **7 in 10 read a print newspaper**
- **5 in 10 read a newspaper website**
- **4 in 10 read a newspaper on a tablet or e-reader**
- **4 in 10 read a newspaper or headline on their mobile phone**

**FACT**

**#4**



## Newspapers Across Devices



**More Canadians read newspapers  
in print and online each week  
than Americans**

**78% in Canada and growing  
68% in the U.S. and declining**



# Our Readers



**FACT** #5



## Embracers: Love Newspapers Across Devices



**85% of Canadians read newspapers across devices**

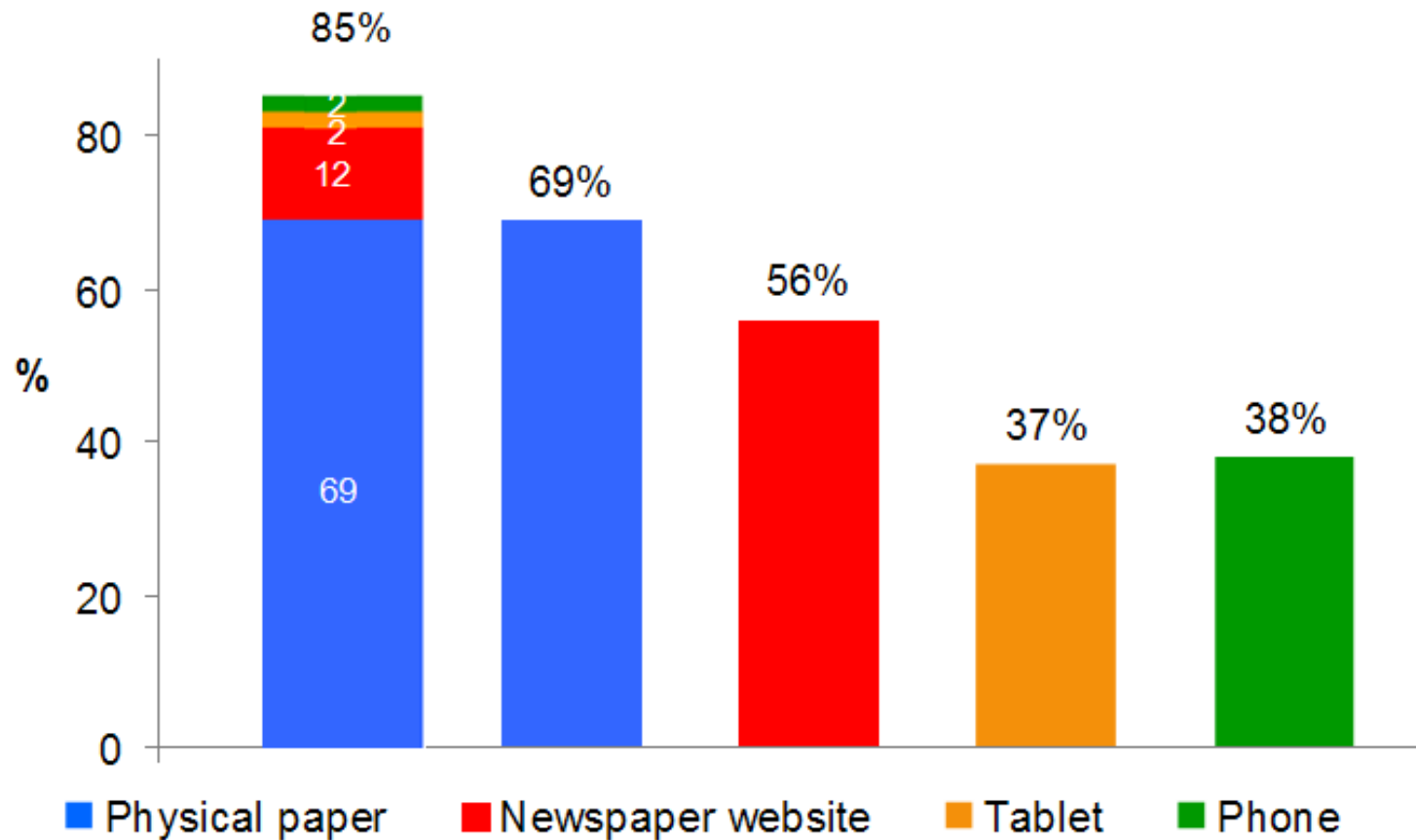
Totum Research; Canadians 18+, any week, December 2011

**FACT #5**



# Embracers: Love Newspapers Across Devices

Weekly Readership Across Devices



NEWSPAPERS CANADA  
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**FACT** #6



## Trifactas: Young Adult (18-34) Newspaper Readers



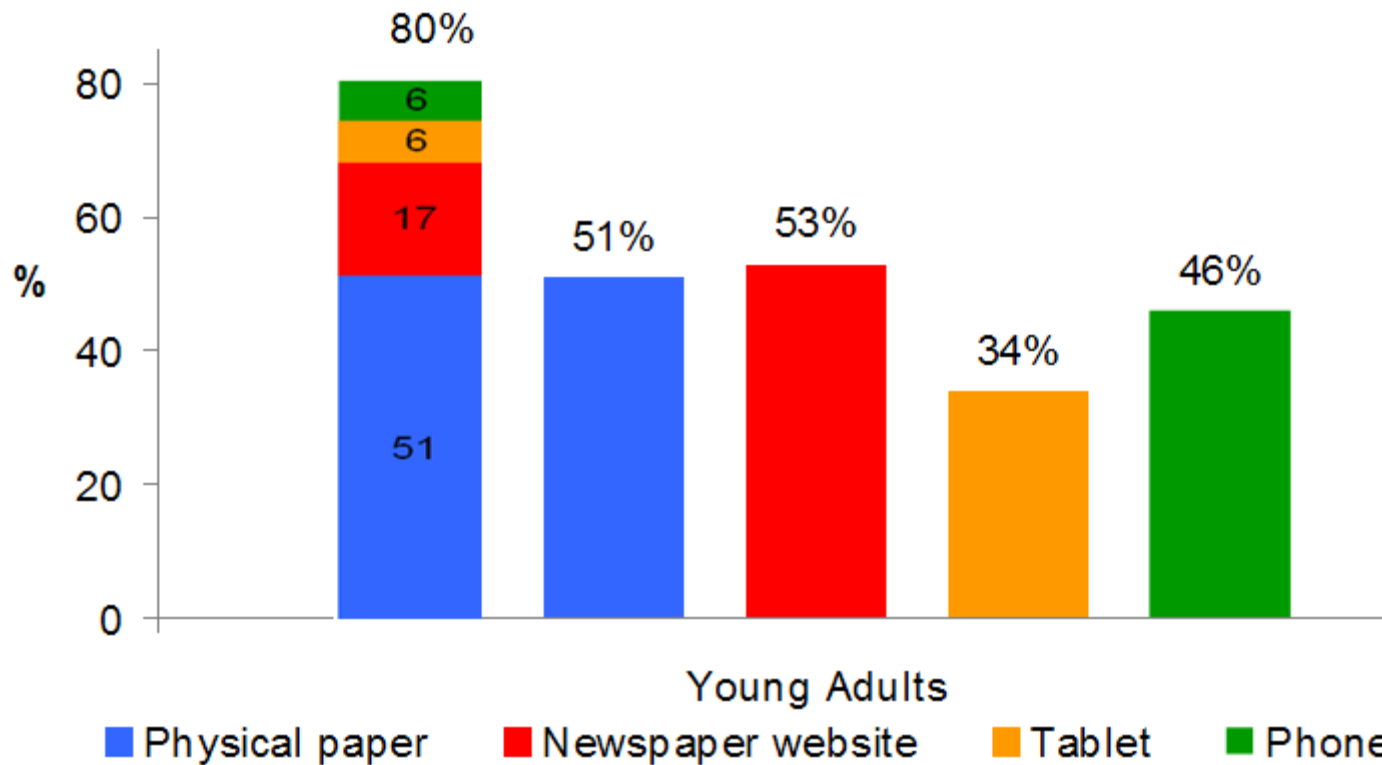
**Read newspapers across 3 devices**

**FACT #6**



# Trifectas: Young Adult (18-34) Newspaper Readers

Weekly Readership Across Devices



**FACT** #7



## Flipper and ClickHERs: Mom Newspaper Readers



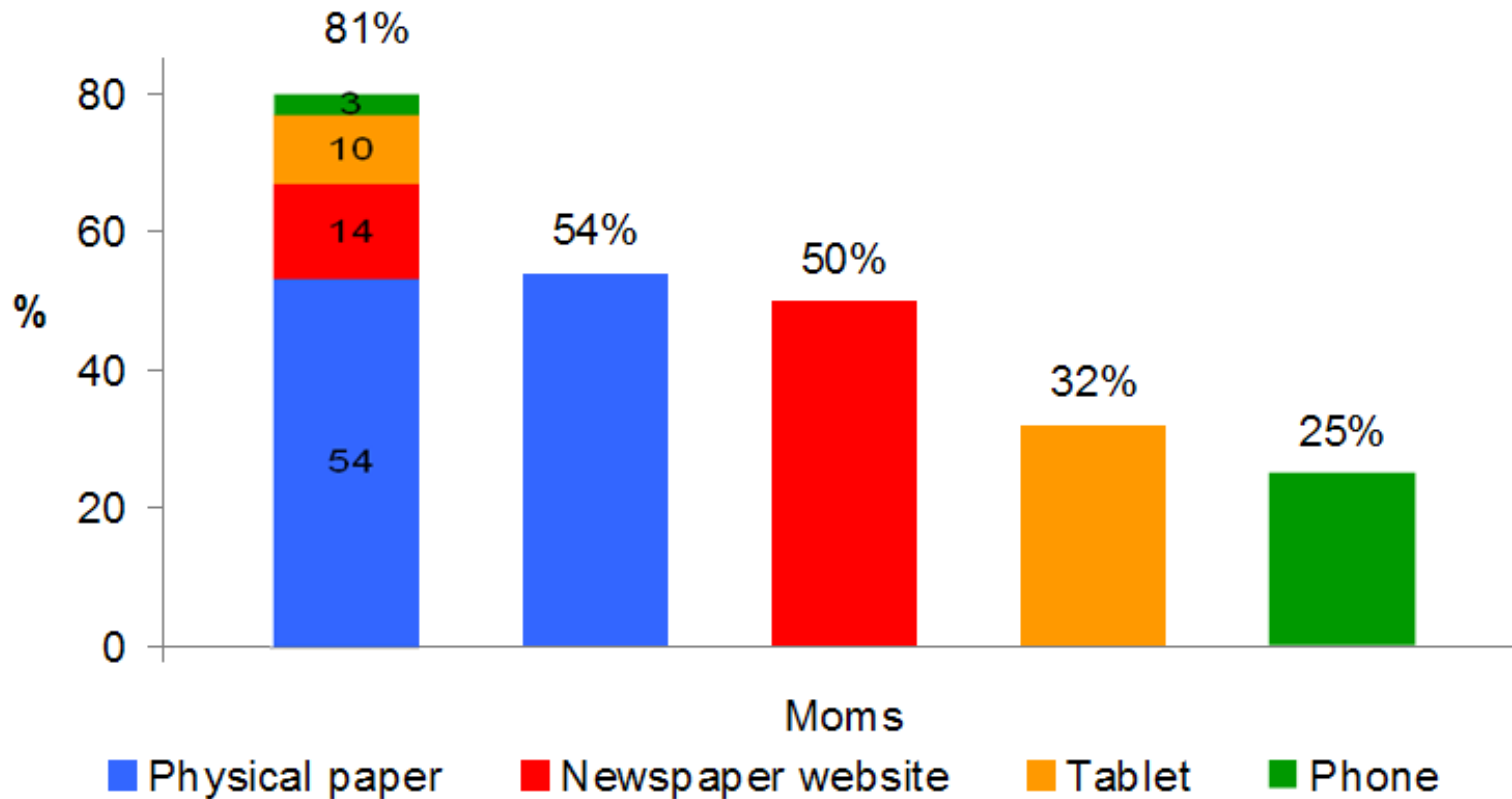
**Moves back and forth between accessing newspapers via print and sites**

**FACT #7**



# Flipper and ClickHERs: Mom Newspaper Readers

Weekly Readership Across Devices



**FACT** #8



## Print Lovers: Boomers (45-65) Newspaper Readers



**Read across all devices  
but truly embrace print**

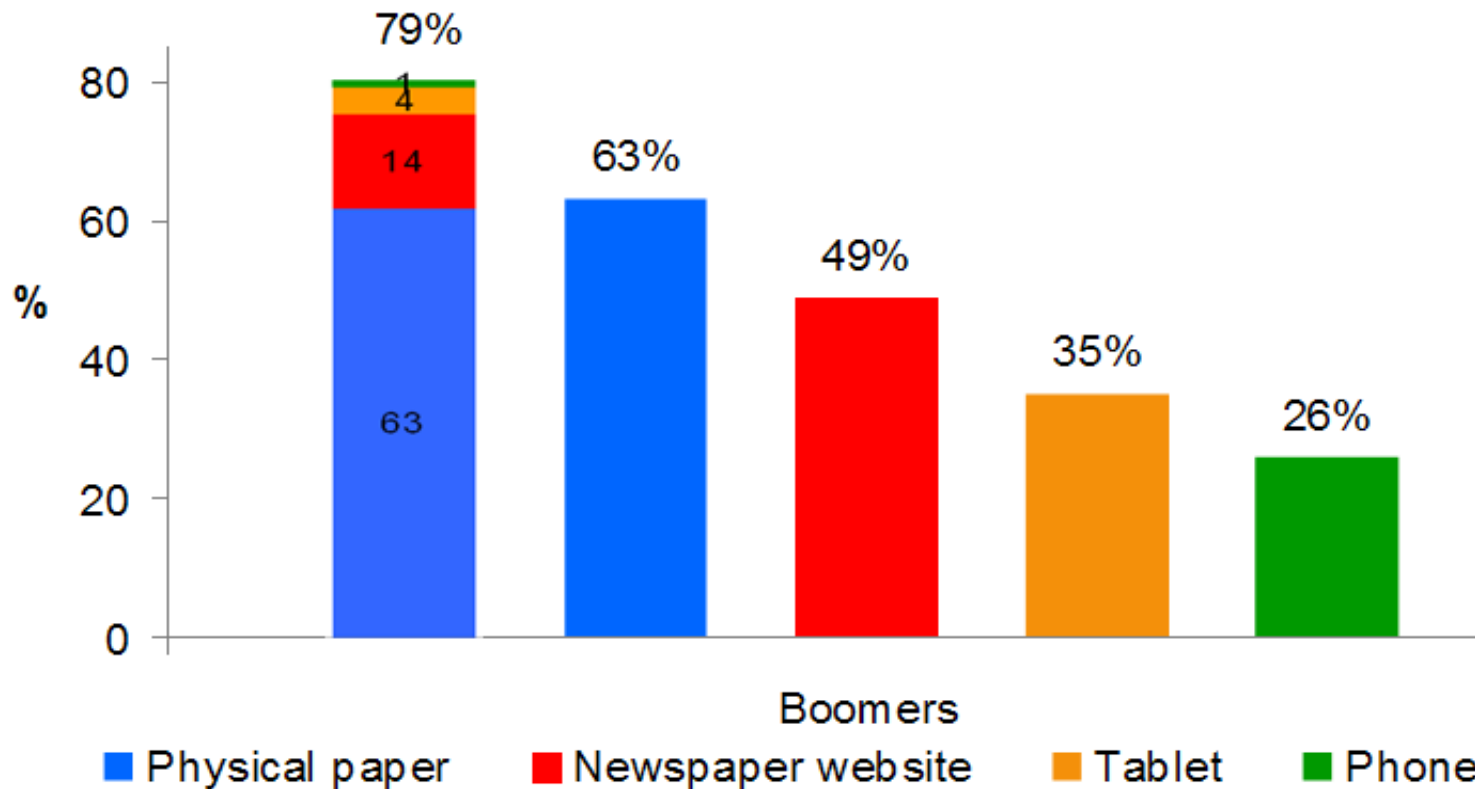
Totum Research; Canadians 45-64, any weekday, December 2011

**FACT #8**



# Print Lovers: Boomers (45-64) Newspaper Readers

Weekly Readership Across Devices







# Newspapers: Print

**FACT**

**#9**



## Print: By the Numbers



**There are 125 daily newspapers and over 1,100 community newspapers in Canada.**

**There are 21% more daily and community print newspapers in Canada than there were in 1970.**

**FACT** #10



## Print: By the Numbers

**Lance Armstrong's interview with Oprah  
garnered 715,000 Canadian TV viewers**



**But Canadian print newspapers  
make every day an event,  
delivering 12 million readers**



**FACT** #11



## Print: Engagement

**Print remains the preferred choice for newspaper readers with 73% of adults reading a print edition each week**



**FACT** #12



**Print: Accepted**

**ACCEPTED**

**Newspapers are deemed the  
most acceptable place for ads  
- beating out all other media**

**FACT** #13



**Print: Trust**



**Trusted**

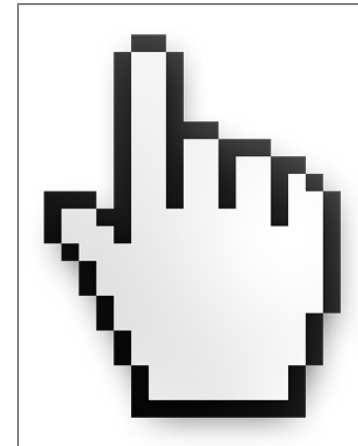
**Newspaper ads are trusted  
(scoring higher than all other media)**

**FACT** #14



## Print: Action

**4 out of 5 adults took action**  
**(clipped a coupon, bought , visited a site) as**  
**a result of newspaper ad in the past month**



**FACT** #15



## Print: Action

**More consumers scan QR codes in newspaper or magazine than from any other source**



Media Post, January 5, 2012





# Newspapers Websites

**FACT** #16



## Newspaper Websites: By the Numbers

**News is a top online activity  
for Canadians –  
97% state they check it daily.**



Rogers "Innovation Report 2012 Trend Watch", August 2012

**FACT** #17



## Newspaper Websites: Trust

Canadians trust the ads on newspaper websites 44% more than ads on other online sites.



Totum Research, November 2012

**FACT** #18



## Newspaper Websites: Engagement

**Canadian newspaper websites are  
accessed more often than TV, radio or  
magazines sites**



NADbank 2011

**FACT** #19



## Newspaper Websites: Engagement



In Canada,  
newspaper websites reach 63%  
of Canadians 15+  
vs. a global average of 41%

**FACT** #20



## Newspaper Websites: Action

**83% of Canadians took action  
(i.e. looked for more information,  
visited a store, bought)  
after seeing an ad on a  
newspaper site**





# Newspapers & The Environment

**FACT** #21



## Environment

**Newspapers are recycling champions -  
recycled at a rate of 80%  
(and as high as 97% in Ontario)  
- higher than any other product**



Forest Products Association of Canada

  
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**FACT** #22



## Environment

**Newspapers use vegetable-based inks  
and have eliminated harmful VOCs  
(volatile organic compounds) from the  
production process**



Sun Chemical Inks



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**FACT** #23



## Environment

Newspapers use recycled paper, as well as virgin paper that comes from saw mill's refuse (from lumber for houses)





## In Conclusion

***“A lie gets halfway around the world before the truth has a chance to get its pants on.”***

**-Winston Churchill**



**The fact of the matter is ...  
newspapers are being embraced  
through out the day by  
Canadians in all formats.**



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