

# NEWSPAPERS 24/7: WHAT'S CHANGED

## MORNING & NIGHTERS: MOMS



“Moms embrace newspapers on all devices more and more each year! Key times for them are morning and evening – suggesting a quick update in the morning and deeper read once the kids are in bed.”

– John Hinds, CEO, Newspapers Canada

Newspapers Canada undertook a study with a third party research group, Totum Research, to determine overall newspaper readership across different devices and by time of day. The same study was conducted in 2011, 2013 & 2014 which allows us to evaluate what has changed.

### What hasn't changed?

Morning & evening continue as key readership times across all devices.

Moms continue to embrace print and websites the most to read newspapers.

Print readership continues to be strong in the morning and evening – and it has grown.

### What has changed?

Newspaper readership grew on each device – with tablet and print showing the most growth in the past year!

Phone and tablet have become more important in the mix for Moms.

In the evening, tablets have become the top device (although all devices score well during this time).

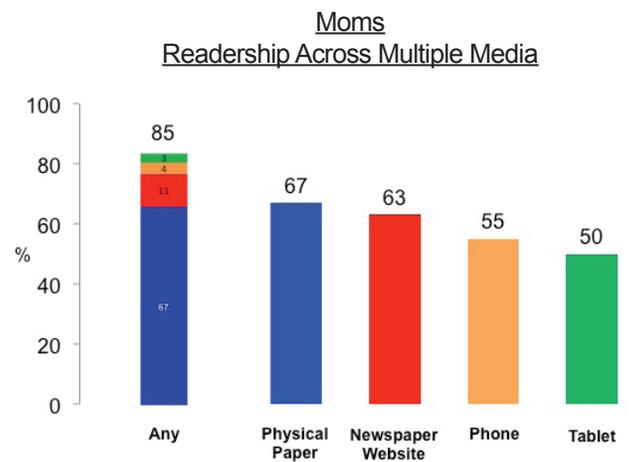
### Moms Read Newspapers Across Multiple Media

Almost 9 in 10 (85%) Canadian moms (those with children under 18 at home) read a newspaper in any format each week.

As this chart shows, Moms use all devices to access newspapers. Print newspapers and their sites are used most:

- Two-thirds (67%) read newspapers in the print format each week
- Almost the same number as print (63%) read newspaper websites each week

Moms use the phone and tablet more than the average Canadian to access the newspaper.



NEWSPAPERS CANADA  
TRUSTED | CONNECTED | TARGETED

# NEWSPAPERS 24/7: WHAT'S CHANGED

## MORNING & NIGHTERS: MOMS



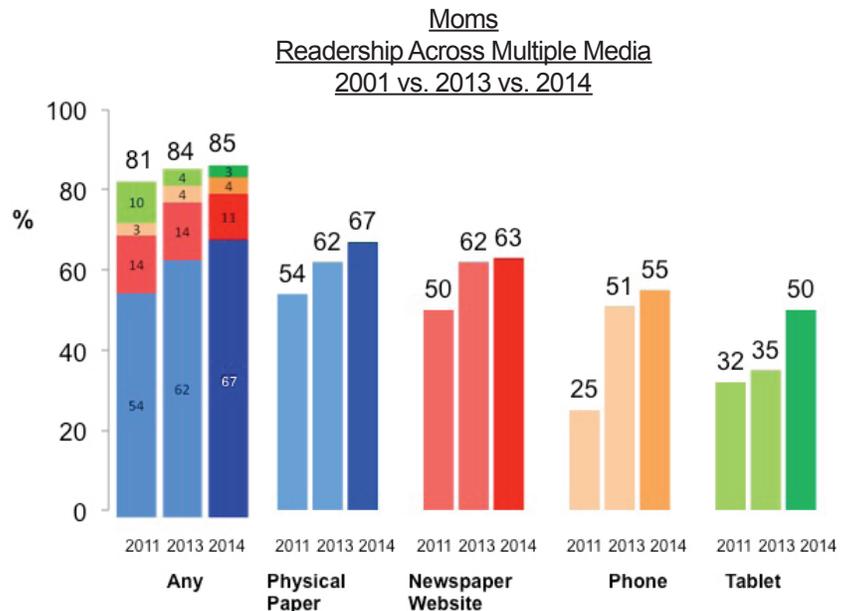
### What's Changed Over Time?

The same study was completed in December 2011, November 2013 and November 2014. Presented in the chart is a summary of moms' readership weekly.

Overall readership of newspapers is solid and has grown to 85% of Canadian moms reading using any device over the last week.

Moms are using every device more than they did a year ago.

Using the tablet to access newspaper content has jumped up this year likely due to the increased penetration of the device.



### Newspaper Readership By Time of Day: Morning & NightHERS

We gave Mom newspaper readers the moniker: *Morning & NightHERS*. They embrace newspapers across devices in the morning but they do so even more in the evening.

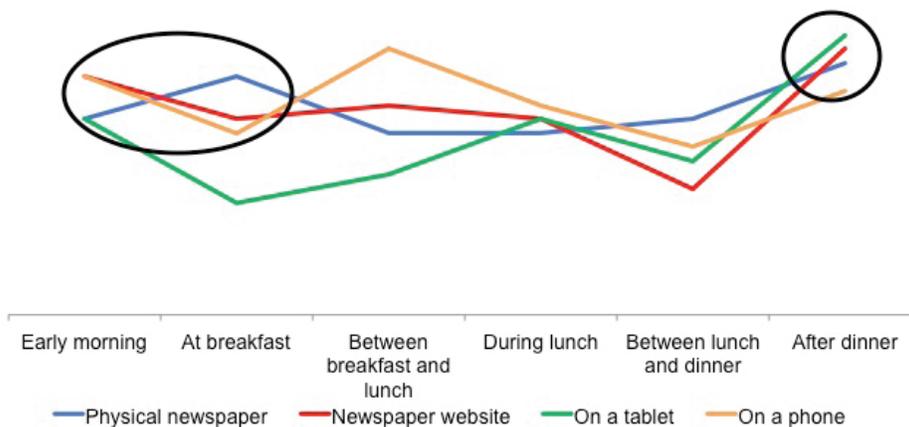
Moms are reading print in the morning and also after dinner (potentially when the kids are in bed).

Newspaper website access peaks early morning and evening.

Phone access is the same as web except it adds a peak mid-morning (perhaps a quick update).

The tablet is being used mainly in the evening but the early morning also demonstrates usage.

Newspapers are being snacked on throughout the day across all devices.



**Study Details:** Totum Research undertook this random, balanced study on behalf of Newspapers Canada, National online panel (English and French), 800 (2011 & 2013) & 2,461 (2014 – more as it was linked to another study) Canadian adults 18+, December 2011, November 2013 and November 2014

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



NEWSPAPERS CANADA  
TRUSTED | CONNECTED | TARGETED