

NEWSPAPERS 24/7: WHAT'S CHANGED

NEWS JUNKIES: BUSINESS DECISION MAKERS



“Business Decision Makers rely on newspapers, on all devices, as a trusted source for current issues and breaking news. They embrace print in the morning, phone during the day and tablet & sites in the evening.”

– 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?

Executives depend on newspaper media – and continue to read more than other demographics.

They use all devices to access newspapers – print (to the same extent as all Canadians) but the other devices they use more than most.

Newspaper websites and tablet peak for newspaper readership in the morning and evening (higher).

What has changed?

Phone has become the top vehicle to access newspapers during the day. Executives are using the device at hand - their phone.

There has been some decline in overall usage of phone and tablet although executive usage of these devices is still among the highest of all demographics.

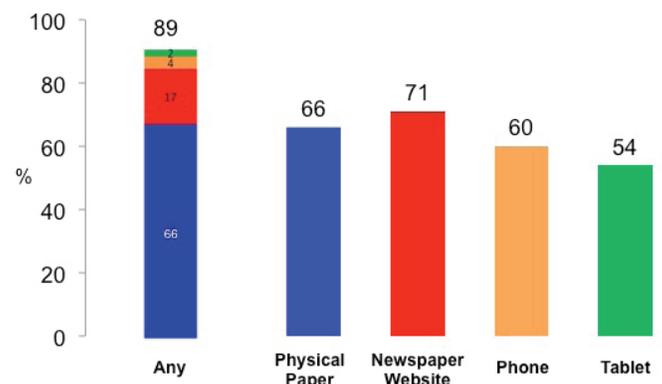
News Junkies (Business Decision Makers) Read Newspapers

More than 9 in 10 (89%) of Canadian Business Decision Makers (i.e. professionals, senior management/executives and business owners/self-employed) read a newspaper in some form each week.

We named this group *News Junkies* as they have the highest overall readership of all demographics!

- Two-thirds (66%) read newspapers in the print format
- 7 in 10 (71%) read newspaper websites each week – the highest of all demographics
- Roughly 3 in 5 respectively use the phone or tablet devices to access newspapers. On phone, they are second only to young adults.

Business Decision Makers
Readership Across Multiple Media



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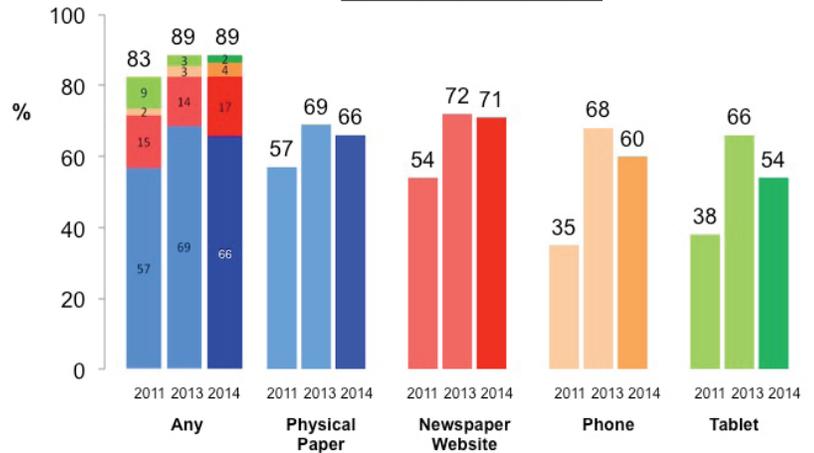
What's Changed Over Time?

The same study was completed in December 2011, November 2013 and November 2014. Presented in the chart is a summary of the weekly readership for Business Decision Makers.

Overall readership of newspapers held solidly at 89% of Canadian Business Decision Makers reading using any device over the last week.

Readership by device is steady with some declines in phone and tablet (but readership on these devices is still higher than average).

Business Decision Makers
Readership Across Multiple Media
2011 vs. 2013 vs. 2014



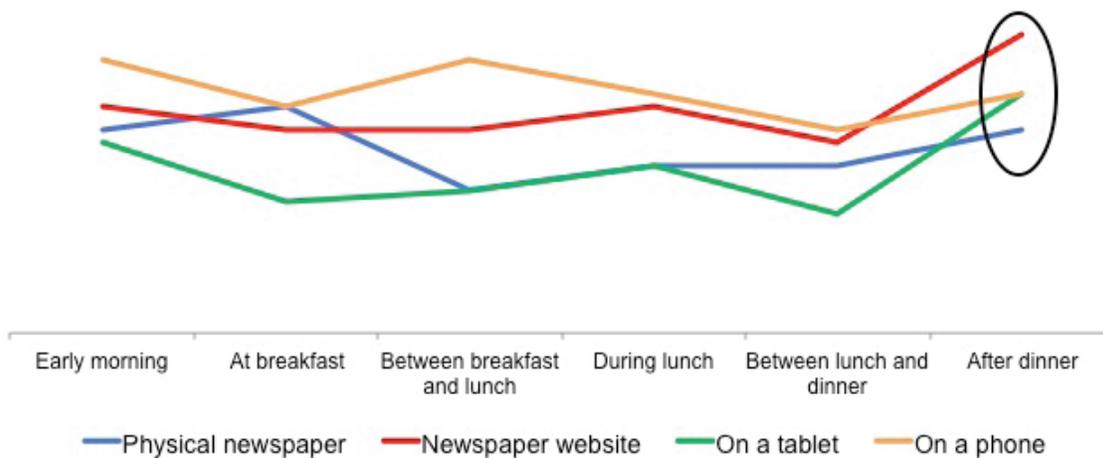
Newspaper Readership By Time of Day: Business Decision Makers

Phone is a key access point during most of the day – matching an on-the-go executive lifestyle.

Print is still read in the morning but there is also evening readership.

Website and tablet have a morning and evening peak (which is higher).

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



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