

TEN TWEETABLE TRUTHS

2017



Nine in ten Canadian adults read a community or daily newspaper (print/digital) every week.

- 79% readership of daily newspapers over the course of a week
- 83% readership of community newspapers (week, month or longer ago)
- 87% read a daily OR community newspaper in past week

Vividata 2016 Q2 Readership and Product Database



Readers choose printed community newspapers for everything local ... and ADVERTISING!

- 95% of community newspaper readers choose LOCAL information as their main reason for reading (editorial, sports, entertainment, events)
- 67% choose to read for advertising (flyers, inserts, ROP)
- 48% still reading for Classified ads, Employment and Real Estate

Community Newspapers Drive Results 2016



Newspaper readers choose different platforms to read newspaper content.

- More than ONE in FOUR (27%) adults read newspapers on ALL four platforms – print, computer, phone, tablet
- 87% of adults read newspaper content on any one of four platforms

Newspapers 24/7: 2016



Newspaper reading habit is different by platform and time of day.

- Print readership is highest at breakfast (starting the day/commute to work)
- Computer readership between breakfast and lunch (at work)
- Phone readership is high throughout the day (on the go)
- Tablet readership peaks after dinner (relax at home and read at leisure)

Newspapers 24/7: 2016



Young adults read newspapers – just differently than older adults.

- 87% of age 18-34 read on any platform - 71% on their phone and 47% in print
- 88% of age 45-64 read on any platform – 64% in print and 49% on their phones

Newspapers 24/7: 2016

For more information, go to www.newspaperscanada.ca



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Community newspaper readership is stronger in smaller markets.

- 83% of adults 18+ in all markets measured read community newspapers compared to 87% of adults in markets with populations under 100,000

Vividata 2016 Q2 Readership and Product Database



Traditional media are a trusted and valued source of news.

- Seven out of ten adults completely/mostly trust news from traditional media like newspapers (66%), TV (69%), radio (70%) BUT only 15% trust news from social media

Earncliffe Strategy 2016



Canadian consumers are more comfortable with truth and accuracy in traditional media advertising.

- Three quarters (73%) of Canadians trust ads in newspapers compared to social media (24%)

ASC 2016



News appearing online faces challenges.

- 96% believe we get news more quickly and frequently than ever before BUT

- o 73% believe online news is less rooted in the community and covers less local community news
- o 89% believe a lot of bogus and untrue news appears online

Earncliffe Strategy 2016



Newspapers dominate for local community information.

- Three quarters (75%) of Canadians rely on newspapers (community and daily) for local community information

Vividata Q2 2016 Readership and Product Database

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