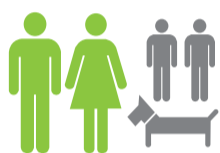
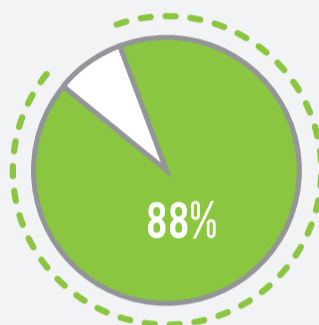


# COMMUNITY NEWSPAPER READERSHIP REMAINS VERY STRONG

**74% OF ONTARIANS READ  
1 OF THE LAST 4 ISSUES OF THEIR  
COMMUNITY NEWSPAPER  
(INCLUDING FLYERS)**

**READERSHIP IS PARTICULARLY STRONG  
IN MARKETS SURROUNDING TORONTO  
WITH READERSHIP TOPPING 88%**



**TWO ADULTS IN EVERY HOUSEHOLD  
ARE MOST COMMONLY READING THE NEWSPAPER**



**AN AVERAGE OF 22 MINUTES  
IS SPENT READING THE  
COMMUNITY NEWSPAPER  
AND ANY ENCLOSED FLYERS**

**92% OF PEOPLE WILL READ  
MORE OR THE SAME AMOUNT  
AS THE PREVIOUS YEAR**

**87% OF YOUNGER ADULTS SURVEYED BETWEEN THE AGES OF  
18-35 WILL BE READING AS MUCH OR MORE THIS YEAR.**

**PEOPLE WHO RECEIVE THE NEWSPAPER  
KEEP IT IN THEIR HOUSE FOR  
AN AVERAGE OF 4 DAYS**

THURSDAY  
FRIDAY  
SATURDAY  
SUNDAY

\*BRANDSPARK 2016



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