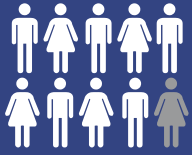


2016: NEWSPAPERS 24/7 BOOMERS



9 OF 10 BOOMERS (88%)
READ A NEWSPAPER ON ANY
PLATFORM EACH WEEK



Boomers* are dedicated newspaper readers, across all platforms.



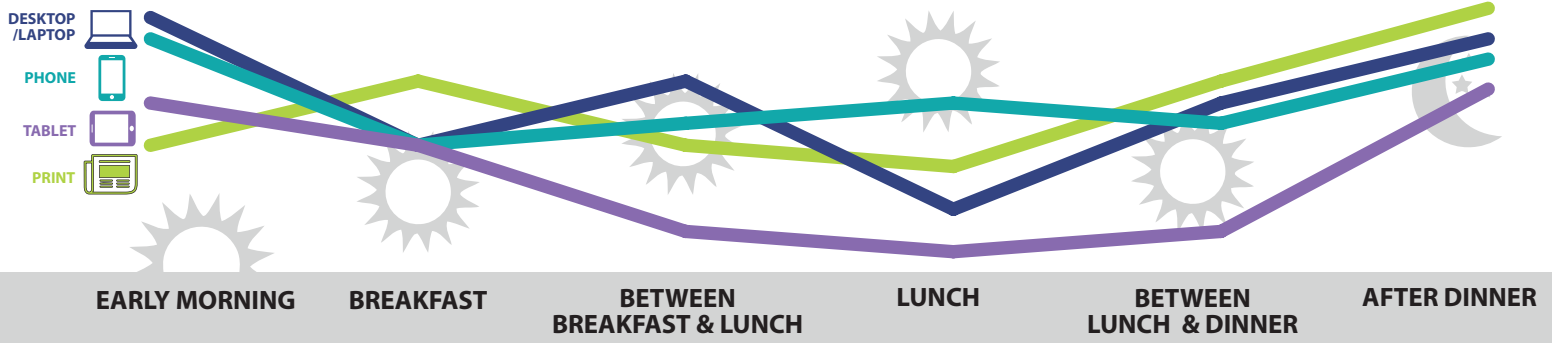
Print is the medium of choice for Boomers. Almost two thirds (64%) of Boomers read printed newspapers weekly.



Newspaper access is multi-platform. More than a quarter of Boomers (28%) read on ALL FOUR platforms.

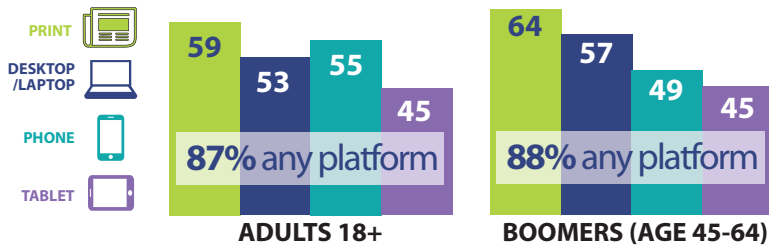


BOOMERS (AGE 45-64) READERSHIP HABITS BY TIME OF DAY



NEWSPAPER MEDIA REACH BOOMERS

Boomers read newspapers on multiple platforms.
Boomers choose to access newspaper content primarily in print.



Print readership is strong at breakfast and then peaks after dinner to take the #1 platform position.



Desktop/Laptop reading is strongest in the morning and again at the end of the day where it is the second most popular platform.



Phone reading habits are similar to desktop/laptop except during lunch where phone is 50% stronger.



Tablet is an early morning and evening device for accessing newspaper content.

For more information, go to www.newspaperscanada.ca

Study Details: In order to understand newspaper readership by platform and time of day, Newspapers Canada contracted Totum Research/yconic to conduct an online survey of 2,408 Canadian adults. Fieldwork was conducted in January 2016 across Canada. Interviews were conducted in English and French with age and gender targets to ensure valid representation.

Totum Research; *Canadians age 45-64, weekly readership, January 2016

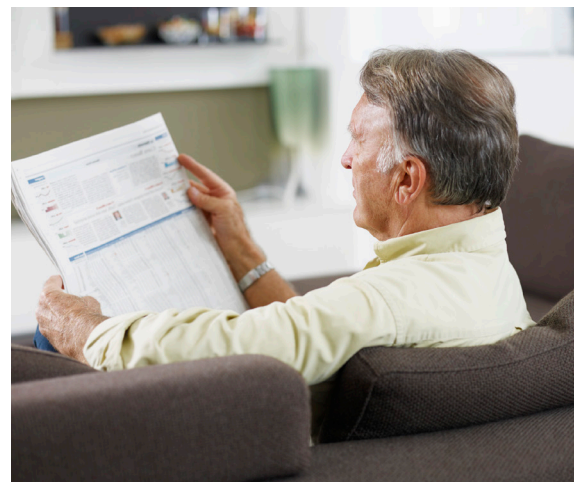
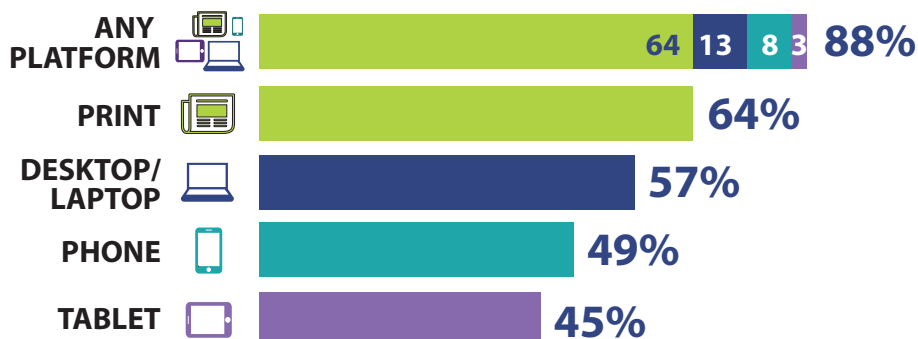


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2016: NEWSPAPERS 24/7 BOOMERS



NEWSPAPERS REACH 9 OF 10 BOOMERS



Desktop/Laptop readership adds 13% more reach to **print** readership. Add the **phone** platform to reach an additional 8% of adults and **tablet** to reach another 3%.

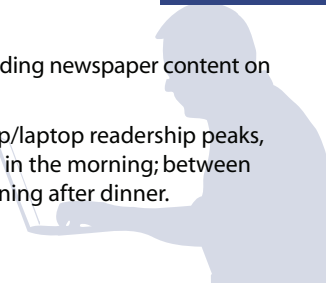
64% Almost two thirds of Boomers (age 45-64) read newspapers in print.

- Boomers love their printed newspapers.
- After dinner is the core print readership period for Boomers. At breakfast and mid-afternoon are also key readership times.
- Although reading the printed product is more popular, digital readership is also popular among Boomers.



More than half of all Boomers read newspaper content on their desktop/laptop. **57%**

- Boomers start and end their day reading newspaper content on their computer.
- There are three times when desktop/laptop readership peaks, across all demographics: First thing in the morning; between breakfast and lunch; and in the evening after dinner.



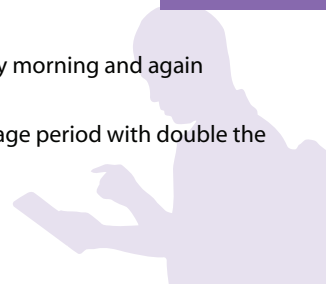
49% Almost half of all adults age 45-64 access newspaper content on their phones.

- Newspaper reading on a phone peaks in early morning.
- Phone has the same peaks as desktop/laptop, with an increase during lunch.
- Boomers read newspaper content on their phones slightly less than the average adult.



More than four in ten Boomers read newspaper content via their tablet. **45%**

- Tablet usage is strongest in the early morning and again after dinner.
- Evening continues to be the key usage period with double the usage reported during the day.



For more information, go to www.newspaperscanada.ca

Study Details: In order to understand newspaper readership by platform and time of day, Newspapers Canada contracted Totum Research/yconic to conduct an online survey of 2,408 Canadian adults. Fieldwork was conducted in January 2016 across Canada. Interviews were conducted in English and French with age and gender targets to ensure valid representation.

Totum Research; *Canadians age 45-64, weekly readership, January 2016



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