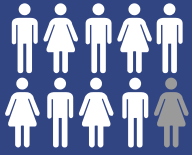


2016: NEWSPAPERS 24/7 BUSINESS DECISION MAKERS



9 OF 10 BUSINESS DECISION MAKERS (91%) READ A NEWSPAPER ON ANY PLATFORM EACH WEEK



Business Decision Makers* (BDM) are dedicated newspaper readers, across all platforms.



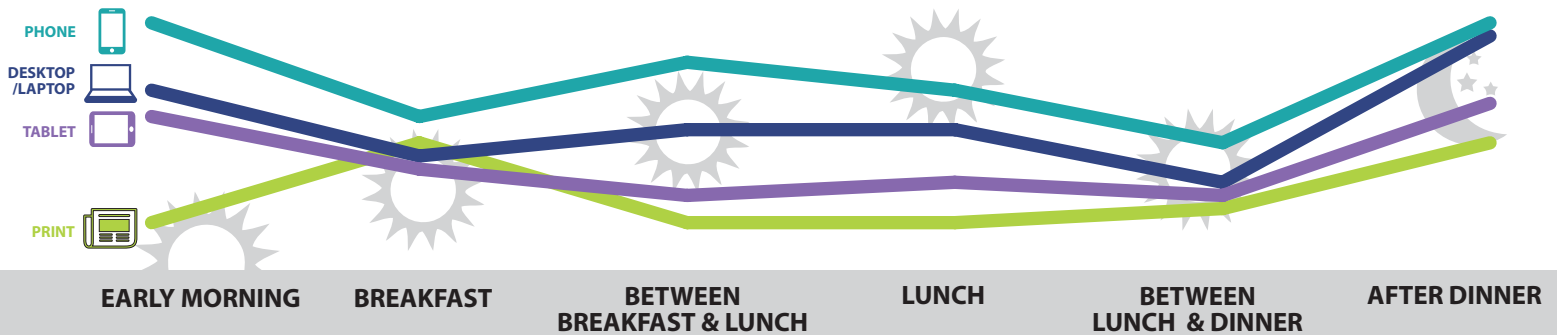
Phone is the top reading platform for BDMs. Two thirds (67%) of BDMs read newspaper content by phone.



Newspaper access is multi-platform. More than a third of BDMs (34%) read on ALL FOUR platforms.

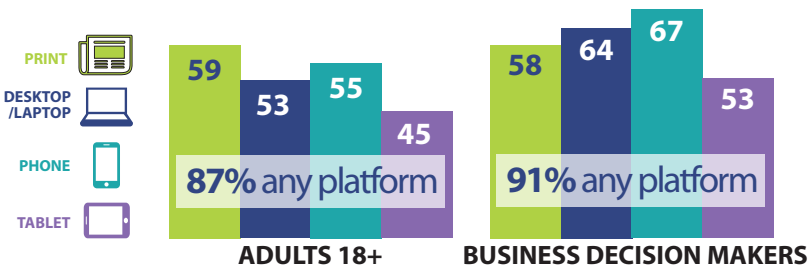


BUSINESS DECISION MAKERS READERSHIP HABITS BY TIME OF DAY



NEWSPAPER MEDIA REACH BUSINESS DECISION MAKERS

Business Decision Makers (BDM) read newspapers on multiple platforms. BDMs index highest for phone readership.



Print readership peaks at breakfast and then climbs through the rest of the day.



Desktop/Laptop reading displays morning and evening peaks.



Phone is the primary platform through the day to match their "on the go" lifestyle.



Tablet readership mirrors desktop/laptop with a peak after dinner.

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 18+, weekly readership, January 2016

*BDM = Canadian professionals, senior management/executives and business owners/self employed



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2016: NEWSPAPERS 24/7 BUSINESS DECISION MAKERS



NEWSPAPERS REACH 9 OF 10 BUSINESS DECISION MAKERS



Desktop/Laptop readership adds 17% more reach to **print** readership. Add the **phone** platform to reach an additional 14% of adults and **tablet** to reach another 2%.

58% Six of ten Business Decision Makers* read newspapers in print.

- Business Decision Makers (BDM)* are avid consumers of newspaper content on all platforms.
- Print readership peaks at breakfast and then climbs through the rest of the day.
- After dinner print readership is equally as strong for this demographic.



64% Two thirds of Business Decision Makers* read newspaper content on their desktop/laptop.

- BDMs start and end their day reading newspaper content on their computer resulting in morning and evening peaks.
- The strongest desktop/laptop readership period is after dinner, second only to phone reading.
- BDMs are 21% more likely (index 121) to access newspaper content on their computers.



67% Two thirds of Business Decision Makers* access newspaper content by phone.

- Phone readership mirrors the desktop/laptop platform with morning and evening peaks.
- The phone is the strongest platform in the early morning and again after dinner.
- BDMs are 22% more likely (index 122) to access newspaper content on their phones than the average adult.



53% More than half of Business Decision Makers* read newspaper content via their tablet.

- Tablet usage is also highest in the early morning and again after dinner.
- This demographic indexes above average for readership on all digital platforms, including on the tablet.



For more information, go to www.newspaperscanada.ca

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