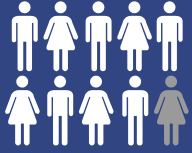


2016: NEWSPAPERS 24/7



**9 OUT OF 10 CANADIANS (87%)
READ A NEWSPAPER ON ANY
PLATFORM EACH WEEK**



More than a quarter of Canadians (27%) are reading on ALL FOUR platforms.

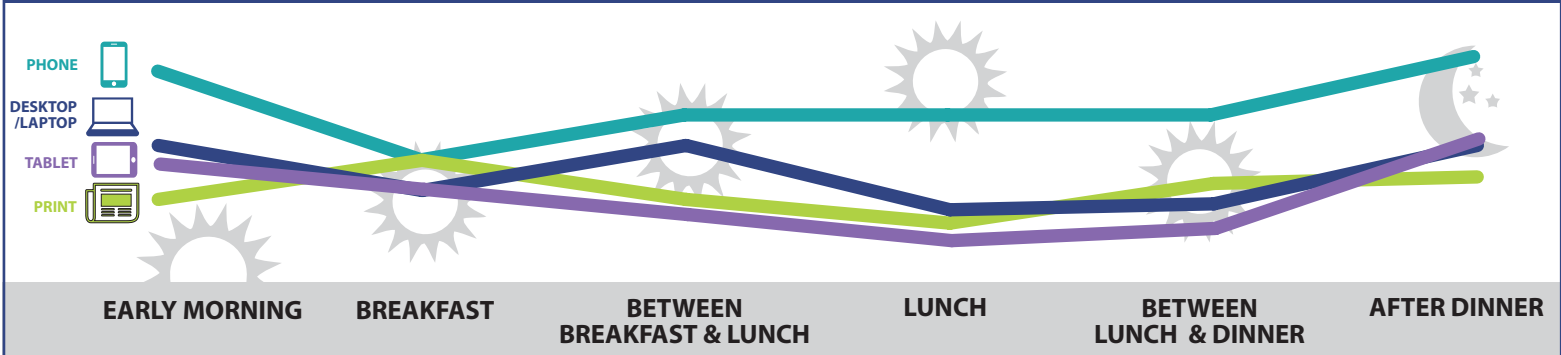


More people are embracing technology to read newspapers – and they are doing this while still reading in print.



Every platform (print, desktop/laptop, phone and tablet) is accessed by every demographic to read newspaper content.

READERSHIP HABITS BY TIME OF DAY



Print readership remains strong in the morning while also being read in the evening.



Desktop/Laptop reading is strongest early in the day and again between breakfast and lunch.



Reading newspaper content on a phone is constant throughout the day. Phone readership has grown significantly from 38% in 2011 to 55% in 2016.



Tablet is an 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.

Source: Totum Research; Canadians 18+, weekly readership, January 2016

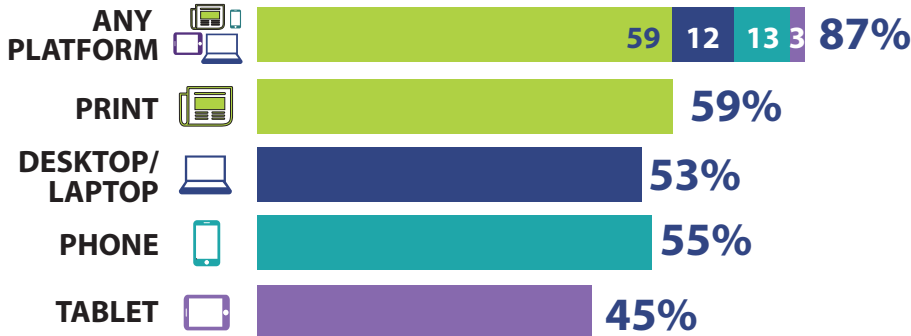


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2016: NEWSPAPERS 24/7



NEWSPAPERS REACH 9 OUT OF 10 ADULTS



Desktop/Laptop readership adds 12% more reach to **print** readership. Add the **phone** platform to reach an additional 13% of adults and **tablet** to reach another 3%.

59% Six out of ten adults read their printed newspaper.

- Print readership maintains its number one position as most read platform.
- Morning and evening are key print readership times.
- Boomers choose print as their top platform for accessing newspaper content.



53% Just over half of all adults read newspaper content on their desktop/laptop.

- Desktop/Laptop readership is strong across all demographics.
- Boomers and Business Decision Makers use this platform more than the average Canadian.
- There are three times desktop/laptop readership peaks, across all demographics: first thing; mid-morning; and in the evening (the highest).



55% Six out of ten adults read newspaper content via their phone.

- Phone is the top device that 18-34's use to read newspaper content.
- Phone has the same peaks as desktop/laptop.
- For Business Decision Makers, phone is their most used access platform, and it is used consistently throughout their day, along with all other platforms.



45% Almost five out of ten adults read newspaper content via their tablet.

- Business Decision Makers report the strongest tablet usage of all demographics.
- Evening is the key tablet readership period.
- Usage has grown since 2011 and has stabilized at 45%.



For more information, go to www.newspaperscanada.ca

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