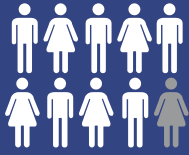


# 2016: NEWSPAPERS 24/7

## YOUNG ADULTS/MILLENNIALS



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



Young Adults are embracing technology to access newspaper content, while still reading in print.



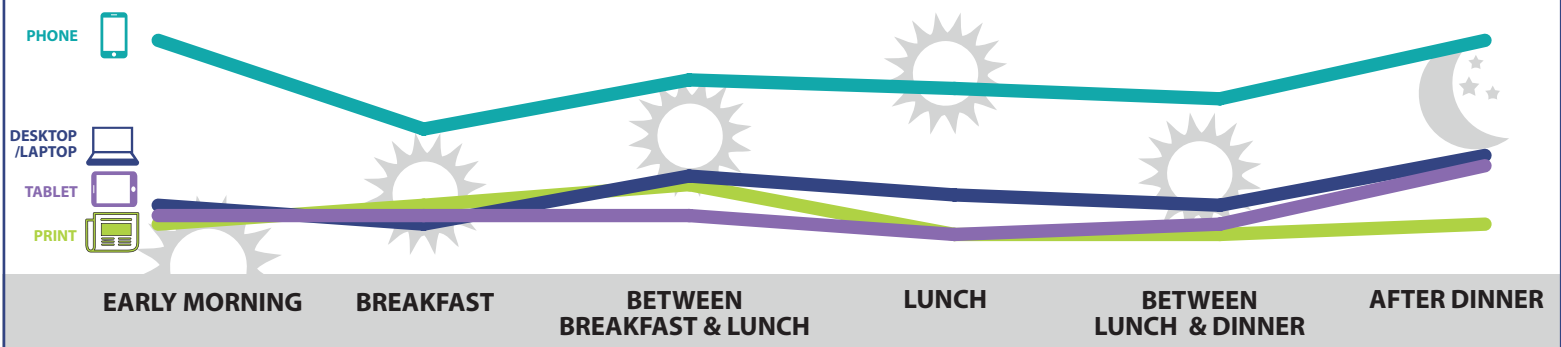
Millennials read newspapers as much as other demographics, but they read differently, accessing news from all platforms to suit their "on-the-go" lifestyle.



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

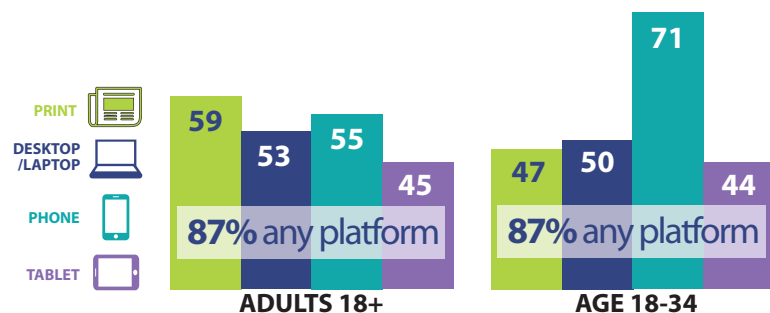


### YOUNG ADULTS READERSHIP HABITS BY TIME OF DAY



### NEWSPAPER MEDIA REACH MILLENNIALS

Young Adults read newspapers on multiple platforms. For Millennials overall readership is no different than the rest of the population. Millennials choose to access newspaper content primarily by phone.



Print readership is consistent throughout the day and peaks between breakfast and lunch, even though it is not the platform of choice.



Desktop/Laptop reading is strongest midday and again after dinner.



Phone is the most popular platform for accessing newspaper content at all times of day for this demographic.



Tablet is an evening device for accessing newspaper content.

For more information, go to [www.newspaperscanada.ca](http://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 age 18-34, weekly readership, January 2016

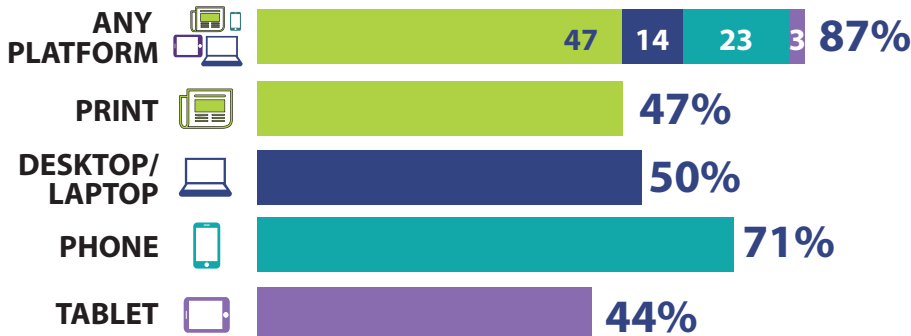


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# 2016: NEWSPAPERS 24/7 YOUNG ADULTS/MILLENNIALS



## NEWSPAPERS REACH 9 OF 10 YOUNG ADULTS



**Desktop/Laptop** readership adds 14% more reach to **print** readership. Add the **phone** platform to reach an additional 23% of adults and **tablet** to reach another 3%.

**47%** Almost half of Young Adults (age 18-34) read their printed newspaper.

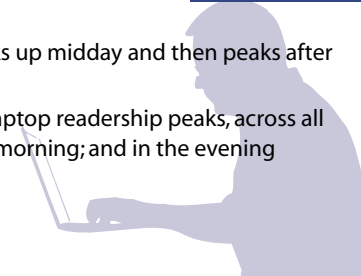
- Early morning is the key print readership period for Millennials when the print product fits into their "on-the-go" news consumption lifestyle.
- Although digital access is more popular, print readership is the second platform of choice in mid-morning, along with desktop/laptop.



Half of all Young Adults read newspaper content on their desktop/laptop.

**50%**

- Desktop/Laptop readership picks up midday and then peaks after dinner for Millennials.
- There are three times desktop/laptop readership peaks, across all demographics: first thing; mid-morning; and in the evening (the highest).



**71%** Almost three quarters of all adults age 18-34 access newspaper content on their phones.

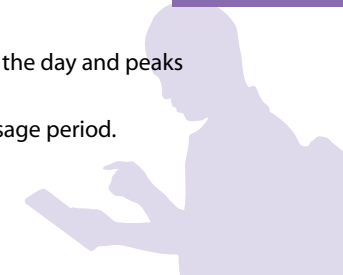
- Phone has the same peaks as desktop/laptop, just at a much higher level of usage.
- Phone is the most popular platform that Young Adults use to access newspaper content.



More than four out of ten Young Adults read newspaper content via their tablet.

**44%**

- Tablet usage is consistent through the day and peaks after dinner.
- Evening continues to be the key usage period.



For more information, go to [www.newspaperscanada.ca](http://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.

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