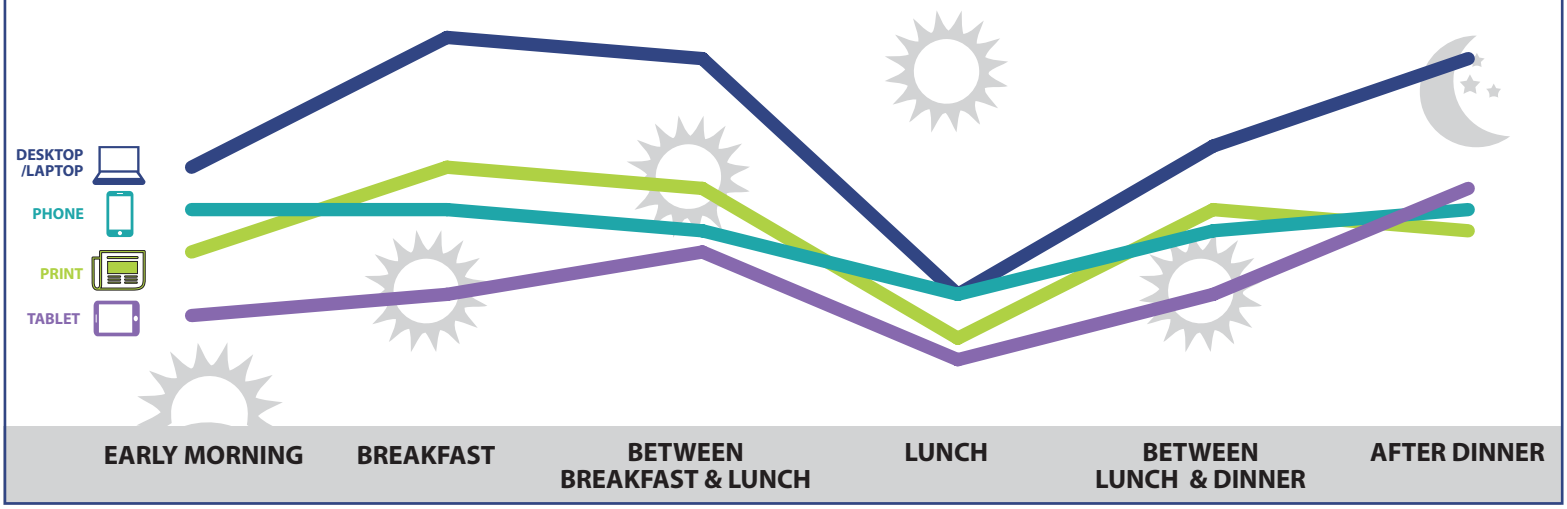
2016: NEWSPAPERS 24/7
PRINTED COMMUNITY NEWSPAPER READERS

MORE THAN FOUR IN TEN PRINTED COMMUNITY NEWSPAPER READERS ARE ACCESSING NEWSPAPER CONTENT ON ALL FOUR PLATFORMS.

Printed community newspaper readers engage with newspaper content across all platforms.

More than half of all printed community newspaper readers are also accessing newspaper content on other platforms (desktop/laptop, phone or tablet).

READERSHIP HABITS BY TIME OF DAY - PRINTED COMMUNITY NEWSPAPER READERS



Desktop/Laptop access is the #1 platform through the day after lunch until the end of the day.

Phone access starts off strong at the beginning of the day and also ends strong after dinner.

Print readership peaks before lunch.

Tablet is an evening device for accessing newspaper content with a peak after dinner.

For more information, go to **www.newspaperscanada.ca**

This project was produced with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage. The content of this study represents the opinions of the authors and does not necessarily represent the policies or the views of the Department of Canadian Heritage or the Government of Canada.

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NEWSPAPERS CANADA
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Source: Totum Research; weekly readership Base: Printed Community Newspaper Readers; February 2016

2016: NEWSPAPERS 24/7
PRINTED COMMUNITY NEWSPAPER READERS

PRINTED COMMUNITY NEWSPAPER READERS ARE CROSS PLATFORM READERS

Printed community newspaper readers are accessing newspaper content on multiple platforms.

100% **Printed community newspaper readers access news content consistently throughout the day on multiple platforms.**

- Print peaks at breakfast and then dips at lunch before climbing again in the evening.
- After dinner access to newspaper content is similar for print, phone and tablet.

69% **Two thirds of printed community newspaper readers read newspaper content on their desktop/laptop.**

- Printed readers choose desktops/laptops as their favourite platform for newspaper content throughout the day.
- The time between breakfast and lunch is peak access time with a dip at lunch before climbing again after dinner.

58% **More than half of printed community newspaper readers access newspaper content on their phones in addition to print.**

- Newspaper reading on a phone is strong through the day with a dip at lunch.
- At lunch phone access matches the same level at desktop/laptop.

55% **More than half of printed community newspaper readers read newspaper content via their tablet.**

- Tablet usage is strongest after dinner.
- Evening continues to be the key usage period with almost double the usage reported during lunch.

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