

# TEN TWEETABLE TRUTHS

2017



## Nine in ten Canadian adults read a community or daily newspaper (print/digital) every week.

- 79% readership of daily newspapers over the course of a week
- 83% readership of community newspapers (week, month or longer ago)
- 87% read a daily OR community newspaper in past week

*Vividata 2016 Q2 Readership and Product Database*



## Readers choose printed community newspapers for everything local ... and ADVERTISING!

- 91% of community newspaper readers choose LOCAL information as their main reason for reading (editorial, sports, entertainment, events)
- 63% choose to read for advertising (flyers, inserts, ROP)
- 55% still reading for Classified ads, Employment and Real Estate

*Community Newspapers Drive Results 2017*



## Newspaper readers choose different platforms to read newspaper content.

- Three in ten (30%) adults read newspapers on ALL four platforms – print, computer, phone, tablet
- 85% of adults read newspaper content on any one of four platforms

*Newspapers 24/7: 2017*



## News media consumption habits vary by platform and time of day.

- Print readership is highest at breakfast (starting the day/commute to work)
- Computer readership strong early morning and after dinner (at home)
- Phone readership is high throughout the day (on the go)
- Tablet readership peaks after dinner (relax at home and read at leisure)

*Newspapers 24/7: 2017*



## Young adults read newspapers – just differently than older adults.

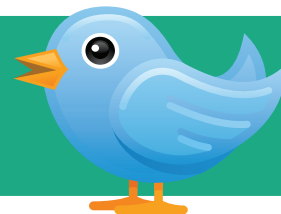
- 85% of Millennials (age 18-34) read on any platform - 73% read on their phone and 46% in print
- 83% of Boomers (age 52-70) read on any platform – 64% in print and 50% on their phones

*Newspapers 24/7: 2017*

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

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## Community newspaper readership is stronger in smaller markets.

- 83% of adults 18+ in all markets measured read community newspapers compared to 87% of adults in markets with populations under 100,000

*Vividata 2016 Q2 Readership and Product Database*



## Traditional media are a trusted and valued source of news.

- Seven out of ten adults completely/mostly trust news from traditional media like newspapers (66%), TV (69%), radio (70%) BUT only 15% trust news from social media

*Earncliffe Strategy 2016*



## Canadian consumers are more comfortable with truth and accuracy in traditional media advertising.

- Three quarters (73%) of Canadians trust ads in newspapers compared to social media (24%)

*ASC 2016*



## News appearing online faces challenges.

- 96% believe we get news more quickly and frequently than ever before BUT

- o 73% believe online news is less rooted in the community and covers less local community news
- o 89% believe a lot of bogus and untrue news appears online

*Earncliffe Strategy 2016*



## Newspapers dominate for local community information.

- Three quarters (75%) of Canadians rely on newspapers (community and daily) for local community information

*Vividata Q2 2016 Readership and Product Database*

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