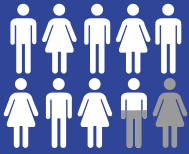


2017: NEWSPAPERS 24/7

YOUNG ADULTS/MILLENNIALS

24/7



ALMOST NINE OUT OF TEN MILLENNIALS (85%) READ A NEWSPAPER ON ANY PLATFORM EACH WEEK



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



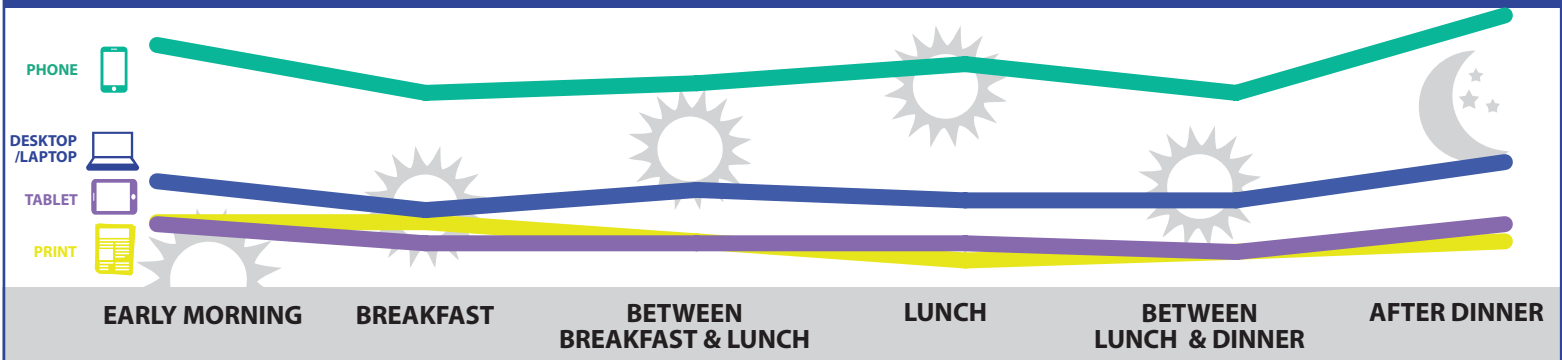
Millennials read newspapers as much as other demographics, but they read differently, accessing news from all platforms to suit their "on-the-go" lifestyle.



Newspaper access is multi-platform - more than a quarter of Young Adults (29%) read on ALL FOUR platforms.

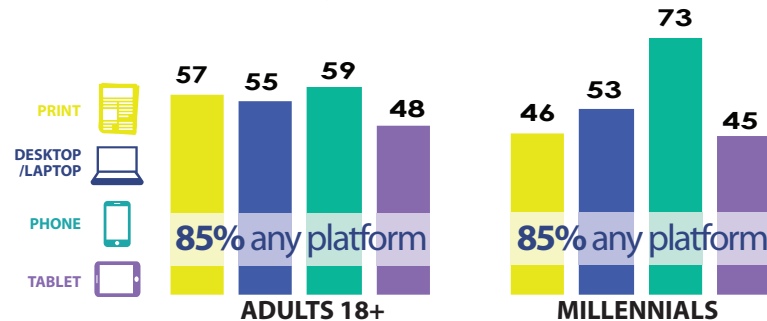


NEWS MEDIA CONSUMPTION HABITS: MILLENNIALS



NEWSPAPER MEDIA REACH MILLENNIALS

Young adults (age 18-34) read newspaper content on multiple platforms. Although Millennials choose to access newspaper content primarily by phone, their overall readership (85%) is just as strong as adults 18+.



Print readership is strongest at breakfast and remains consistent throughout the day.



Desktop/Laptop reading is strongest at the end of the day, after dinner.



Phone is the most popular platform for accessing newspaper content throughout the day with peaks early and late in the day.



Tablet is also used by Millennials to access newspaper content early and late in the day.

For more information, go to www.newsmediacanada.ca

Study Details: In order to understand newspaper readership by platform and time of day, News Media Canada contracted Totum Research/yconic to conduct an online survey of 2,403 Canadian adults. Fieldwork was conducted in December 2016 across Canada. Interviews were conducted in English and French with age and gender targets to ensure valid representation.

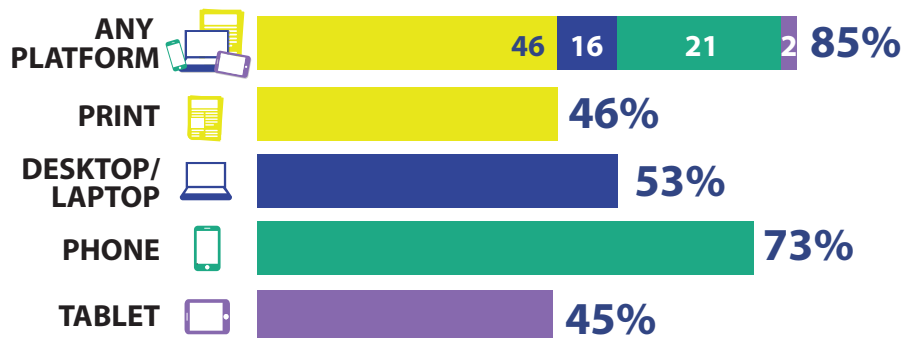
Source: Totum Research; Canadians 18+, weekly readership, December 2016
**Millennials = adults age 18-34

2017: NEWSPAPERS 24/7 YOUNG ADULTS/MILLENNIALS

24/7



NEWSPAPERS REACH ALMOST 9 OUT OF 10 MILLENNIALS



Desktop/Laptop readership adds **16%** more reach to print readership. Add the phone platform to reach an additional **21%** of adults and tablet to reach another **2%**.



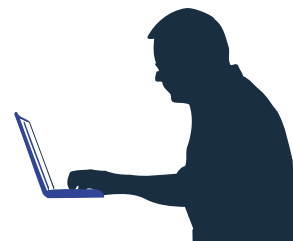
ALMOST HALF OF MILLENNIALS (46%) READ THEIR **PRINTED NEWSPAPER**.

- Early morning and breakfast are key print readership periods for young adults before their day begins.
- Print consumption remains consistent throughout the rest of the day.
- Print access follows a similar pattern as desktop/laptop and tablet.



JUST OVER HALF OF MILLENNIALS (53%) READ NEWSPAPER CONTENT ON THEIR **DESKTOP/LAPTOP**

- Desktop/laptop readership is strong early in the morning and then peaks after dinner.
- Slight increase in access compared to 50% in 2016.



ALMOST THREE QUARTERS OF MILLENNIALS (73%) ACCESS NEWSPAPER CONTENT ON THEIR **PHONES**.

- Phone follows a similar consumption pattern to desktop/laptop and tablet, at a much higher level.
- Phone is the most popular platform for Millennials to access newspaper content throughout the day.



MORE THAN FOUR OF TEN MILLENNIALS (45%) READ NEWSPAPER CONTENT VIA THEIR **TABLET**.

- 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.newsmediacanada.ca

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