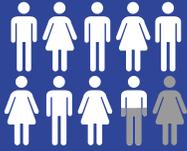


2017: NEWSPAPERS 24/7

24/7



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



Newspaper access is multi platform – almost one-third of adults (30%) read on ALL FOUR platforms.

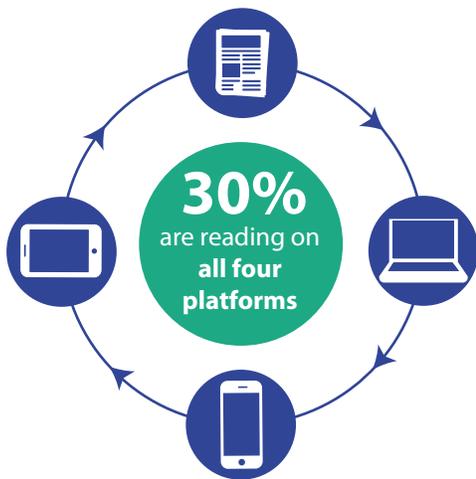
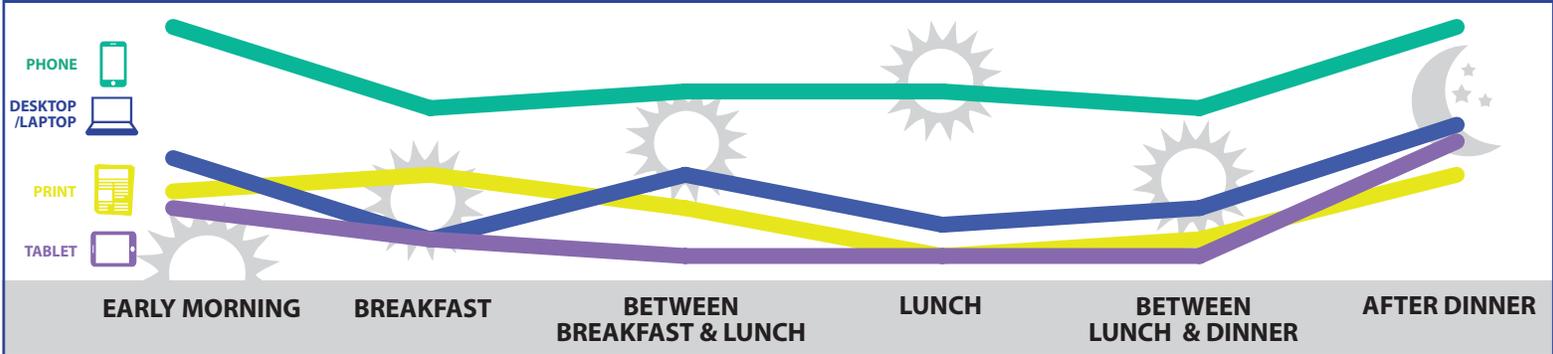


More adults are embracing technology to read newspaper content, and they are doing this while still reading in print.



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

NEWS MEDIA CONSUMPTION HABITS



Print readership remains strong in the morning as well as the evening. Boomers continue to drive print readership.



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



Reading newspaper content on a phone is constant throughout the day. Phone readership has grown significantly from 38% in 2011 to 59% in 2017.



Tablet is an evening device for accessing newspaper content.

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.

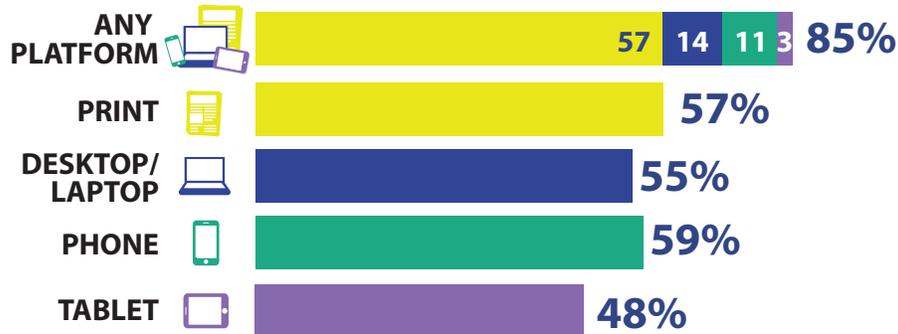
Source: Totum Research; Canadians 18+, weekly readership, December 2016

2017: NEWSPAPERS 24/7

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NEWSPAPERS REACH ALMOST 9 OUT OF 10 ADULTS



Desktop/Laptop readership adds **14%** more reach to print readership. Add the phone platform to reach an additional **11%** of adults and tablet to reach another **3%**.



ALMOST SIX OF TEN ADULTS (57%) READ THEIR **PRINTED NEWSPAPER**.

- Print readership is second only to phone as most read platform.
- Morning and evening are key print readership times.
- Print platform driven by Boomers who choose print as their top platform for accessing newspaper content at Breakfast above all other platforms.



MORE THAN HALF OF ADULTS (55%) READ NEWSPAPER CONTENT ON THEIR **DESKTOP/LAPTOP**

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



SIX OF TEN ADULTS (59%) READ NEWSPAPER CONTENT VIA THEIR **PHONE**.

- Phone is the most popular device at all times.
- Phone is the top device that Millennials** use to read newspaper content.
- For Business Decision Makers*, phone is also their most used access platform, and it is used consistently throughout their day, along with all other platforms.



ALMOST FIVE OF TEN ADULTS (48%) READ NEWSPAPER CONTENT VIA THEIR **TABLET**.

- Evening continues to be the key usage period.
- Usage has grown from 37% in 2011 to 48% in 2017.
- Business Decision Makers* report the strongest tablet usage of all demographics.



For more information, go to www.newsmediacanada.ca

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

*Business Decision Makers = Canadian professionals, senior management/executives and business owners/self employed

**Millennials = adults age 18-34