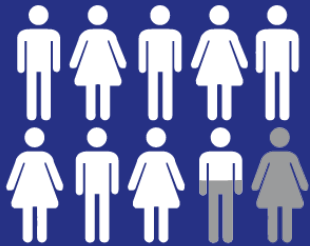




Newspapers 24/7 2017

www.newsmediacanada.ca

Newspaper Readership is Strong



**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.

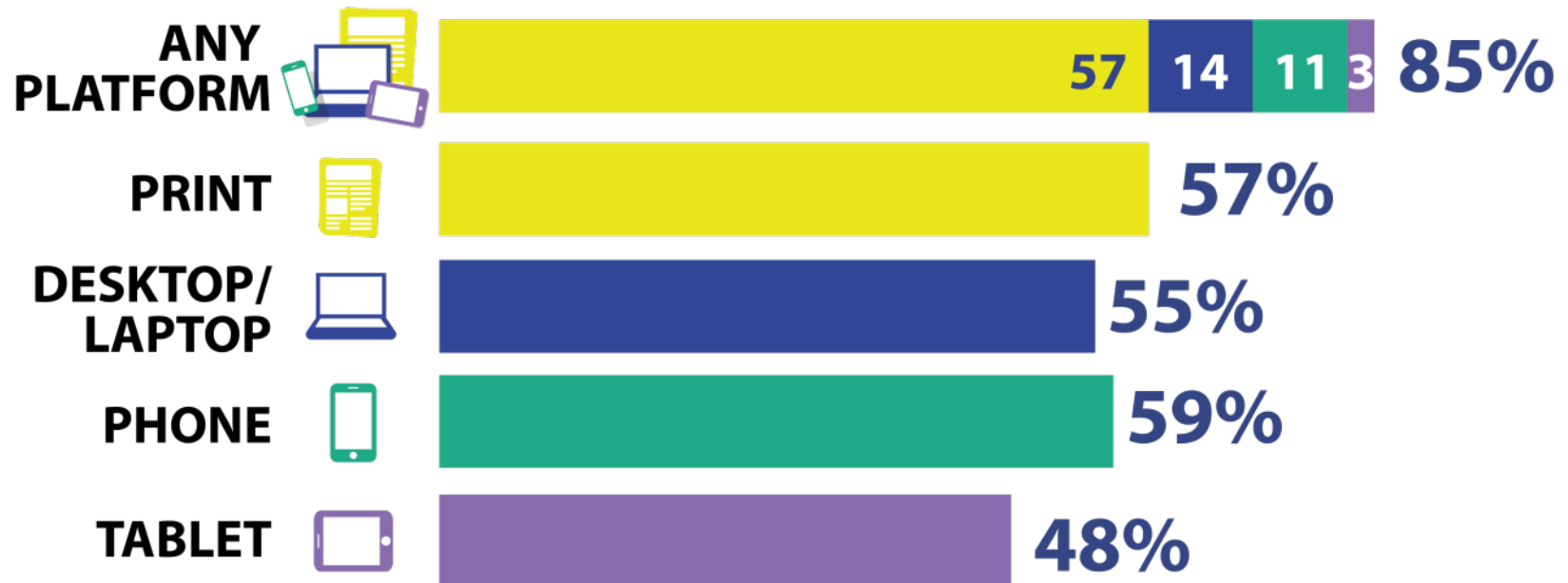


Every platform (print, desktop/laptop, phone and tablet) is accessed by every demographic to read newspaper content.

Newspaper Media Reach Almost 9 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%**.



Newspaper Media Reach Almost Nine of Ten Canadians



57%



55%



59%



48%

Almost nine of ten (85%) adults read a newspaper each week in print, on their desktop/laptop, on their phone or on their tablet.

Almost a third (**30%**) of adults are reading newspaper content on **ALL** four platforms.

Highlights - PRINT



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.



Highlights – DESKTOP/LAPTOP



**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).



Highlights – PHONE



**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 their most used access platform, and it is used consistently throughout their day, along with all other platforms.



Highlights – TABLET



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

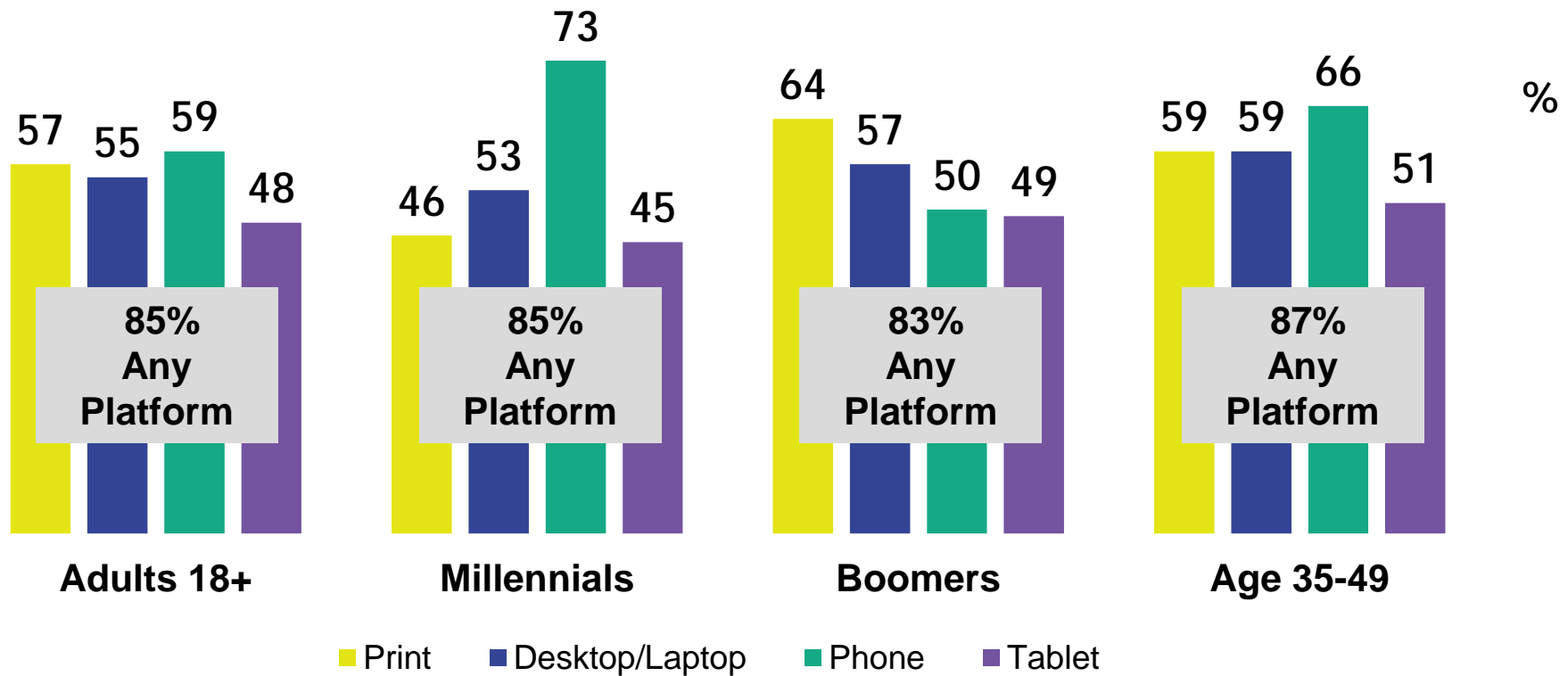
- Evening continues to be the key usage period.
- Usage has grown from **37%** in 2011 **48%** in 2017.
- Business Decision Makers* report the strongest tablet usage of all demographics.



Newspaper Media Reach all Target Groups



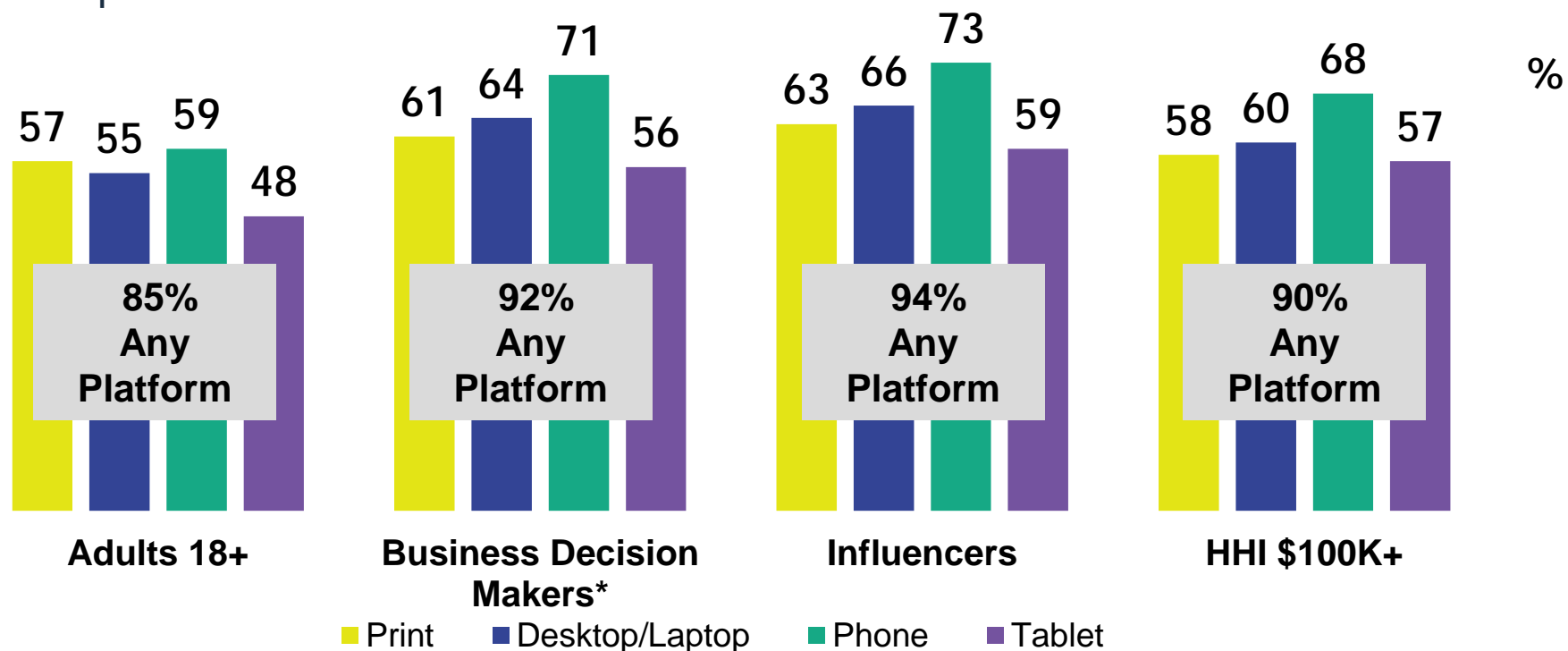
Millennials read most on a phone. **Boomers** prefer to read in print. **Adults 35-49 years old** choose phone and then print and computer equally.



Newspaper Media Reach all Target Groups



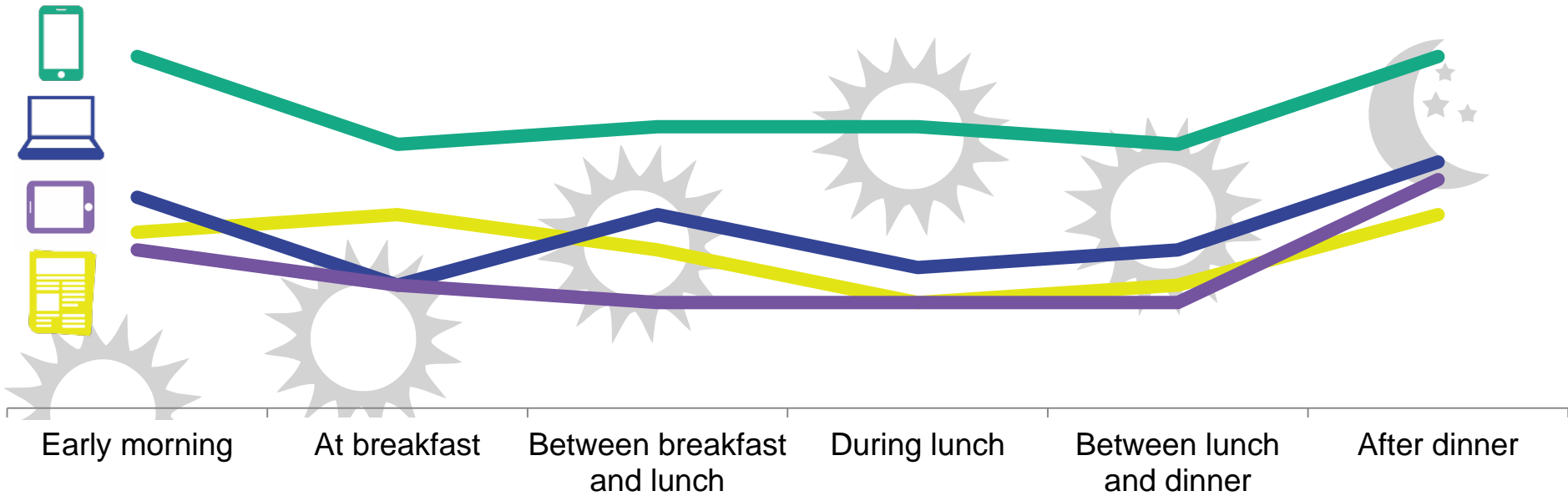
Influencers and **adults with household incomes \$100K+** read most on their phone. **Boomers** prefer to read in print. **Adults in smaller communities** prefer print and phone.



News Media Consumption Habits



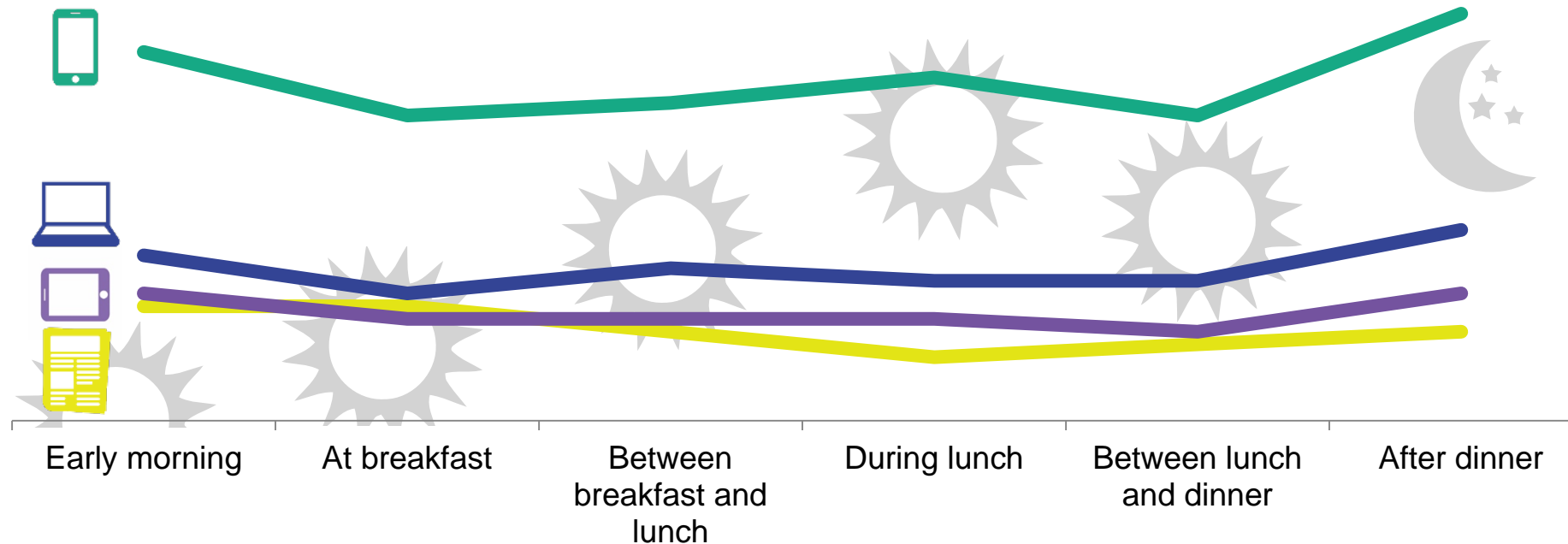
- **Print** – peaks at breakfast and in the evening
- **Desktop/Laptop** – strong early morning after breakfast and peaks after dinner
- **Phone** – most popular platform at all times
- **Tablet** – peaks after dinner



News Media Consumption Habits Millennials



- **Phone** – most popular platform at all times
- **Desktop/Laptop** – peaks slightly after dinner
- **Tablet** – peaks slightly after dinner
- **Print** – strongest in the morning

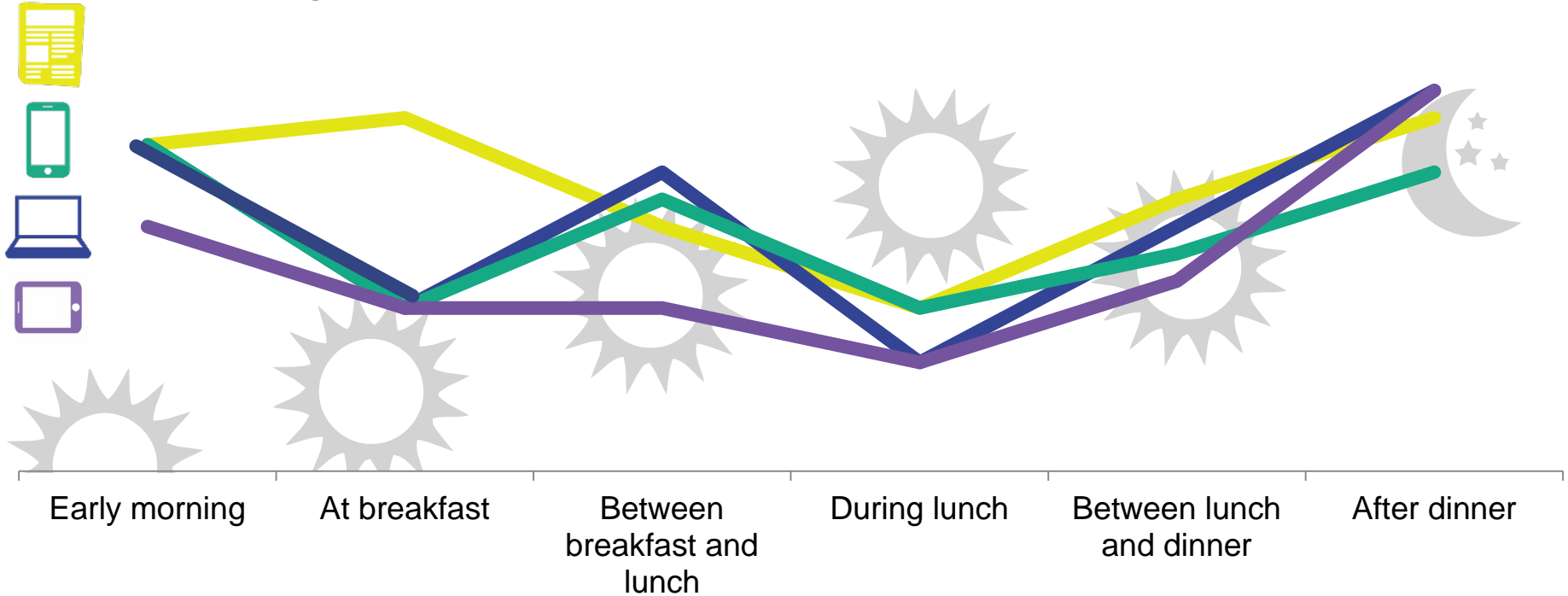


News Media Consumption Habits

Boomers



- **Print** – primary platform at breakfast and strong again after dinner
- **Desktop/Laptop** – peaks early morning and after dinner
- **Phone** – similar to desktop/laptop except during lunch and after dinner
- **Tablet** – strongest after dinner (same as desktop/laptop)

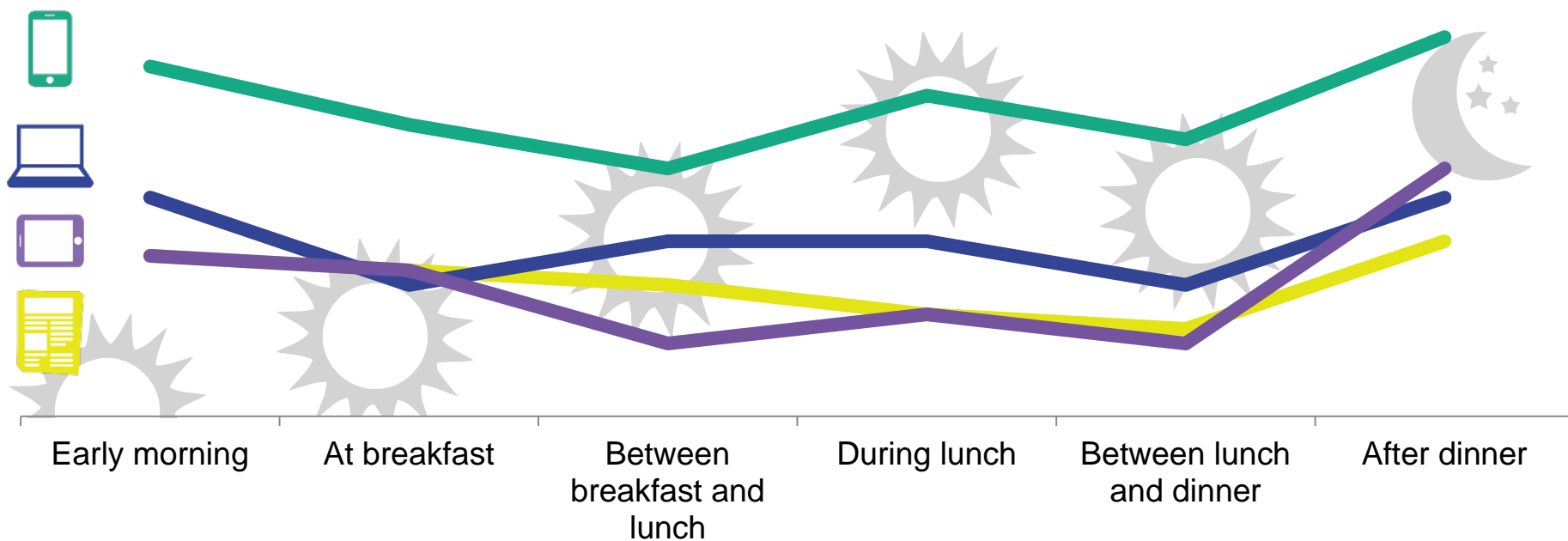


News Media Consumption Habits

Adults 35-49 Years



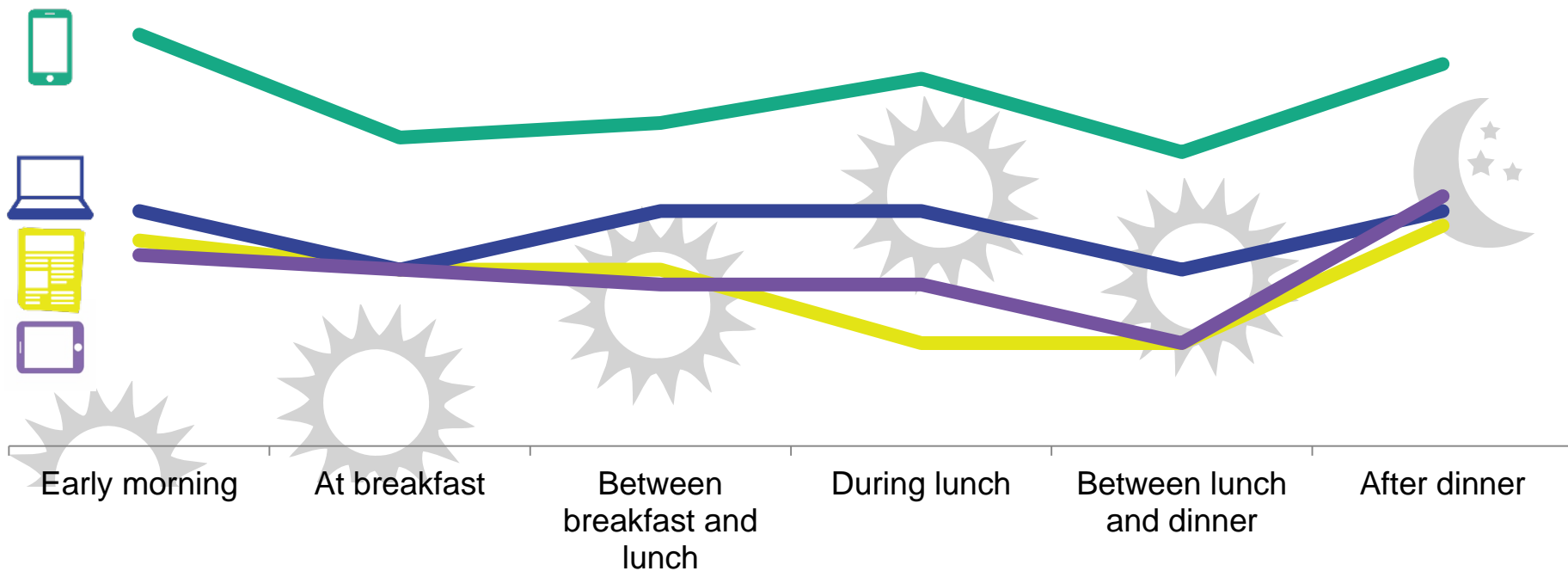
- **Phone** – strong through the day and peaks after dinner
- **Desktop/Laptop** – equally strong early morning and after dinner
- **Tablet** – peaks after dinner
- **Print** – consistent through the day and peaks after dinner



News Media Consumption Habits Business Decision Makers*



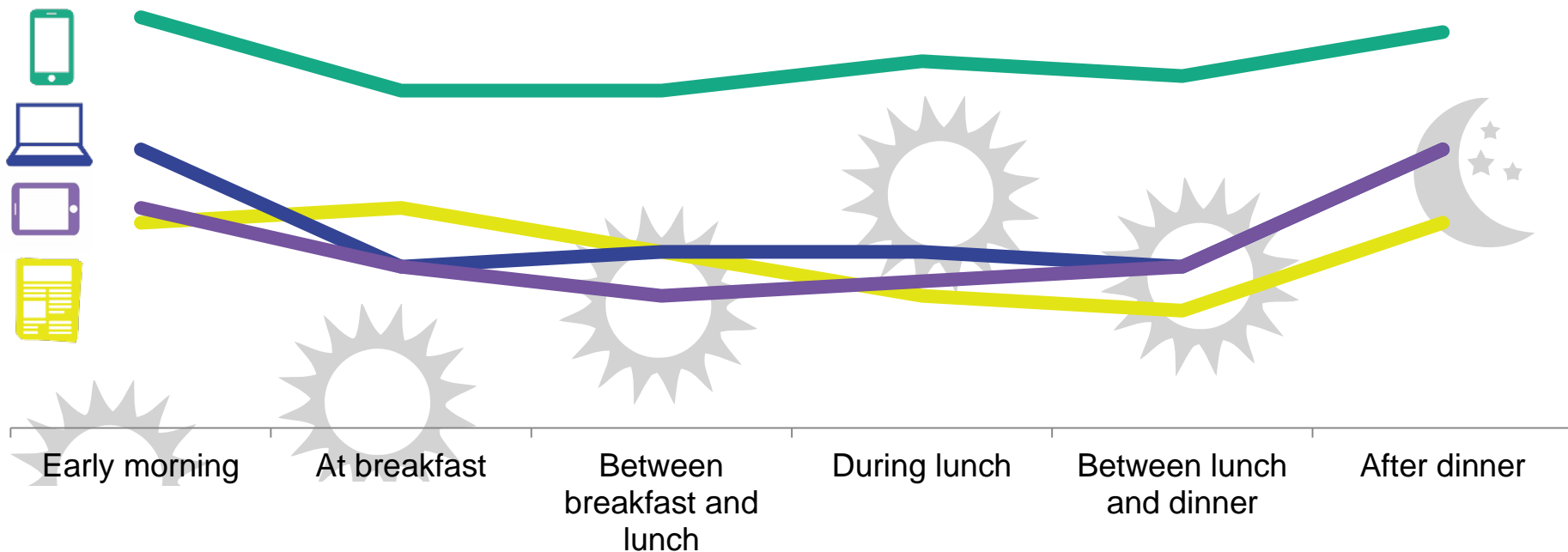
- **Phone** – primary platform through the day for “on the go” lifestyle
- **Desktop/Laptop** – strongest during working hours
- **Tablet** – peaks after dinner
- **Print** – reading peaks in the morning and after dinner



News Media Consumption Habits Influencers



- **Phone** – consistent access through the day with early morning peak
- **Desktop/Laptop** – strong early and late in the day with tablet
- **Tablet** – peaks after dinner along with desktop/laptop reading
- **Print** – reading peaks at breakfast and after dinner

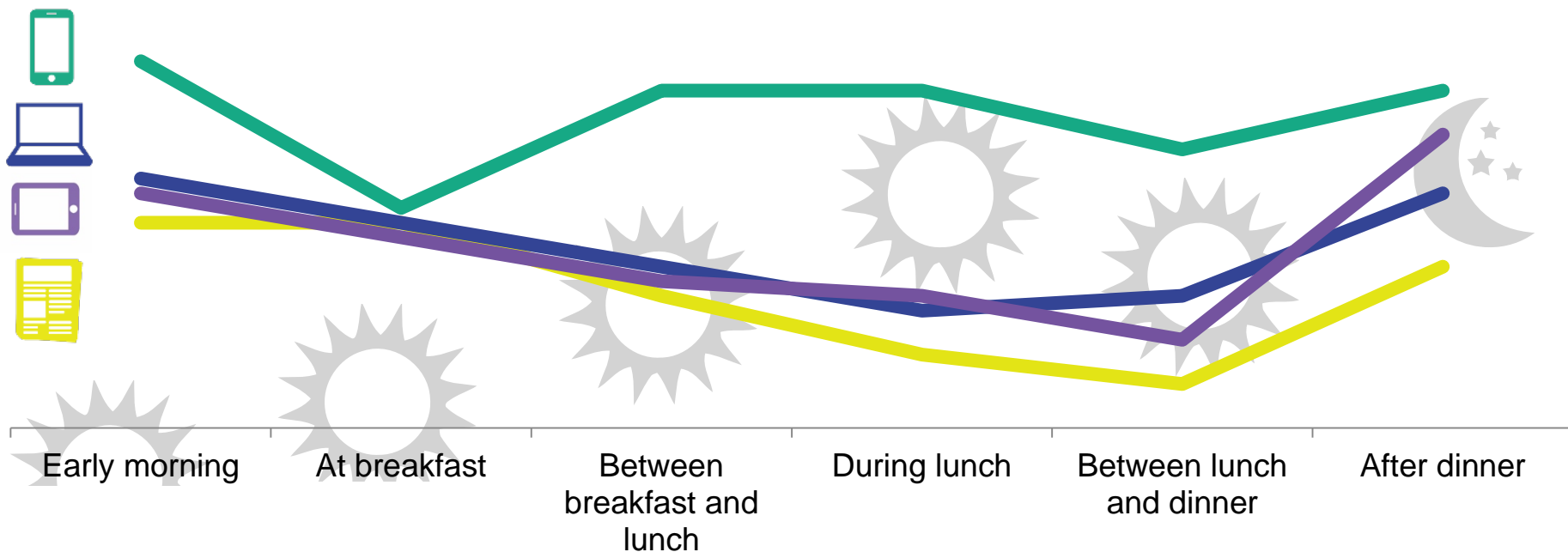


News Media Consumption Habits

HHI \$100K+



- **Phone** – primary platform early in the day and after dinner
- **Desktop/Laptop** – strong early and late in the day
- **Tablet** – peaks after dinner
- **Print** – reading strong in the morning/at breakfast with all other platforms



85% of Adults Read Newspapers Weekly



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.

Newspapers Reach Multiple Targets



Newspapers reach all target groups

- Millennials** prefer to access newspaper content on their phones but still use other platforms.
- Boomers (age 52-70) are the strongest print readers but make use of all platforms throughout the day.

Newspapers reach more than 83% of any target group

- Business Decisions Makers* are dedicated newspaper readers with **92%** accessing news on a combination of platforms.

Newspaper access is multi-platform

- Almost a third (**30%**) of adults 18+ access content on ALL four platforms.

Study Details



Study Timing

December 2016

Online Panel

(yconic)

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95%
confidence level

2,403 Canadians surveyed

Nationally Representative Sample

Men 50%, Women 50%

18-34: 29%, 35-54: 37%, 55-64: 16%, 65+ 18%

West 31%, Ontario 39%, Quebec 23%, Atlantic 7%



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