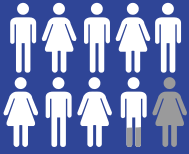


# 2018: NEWSPAPERS 24/7

24/7



**NINE OF TEN CANADIANS (88%)  
READ A NEWSPAPER ON ANY  
PLATFORM EACH WEEK**



Newspaper access is multi-platform – one-third of adults (34%) read on ALL FOUR platforms.



While more adults continue to embrace technology to read newspaper content, 6 out of 10 adults continue to access print editions.



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



## 88% OF CANADIANS READ NEWSPAPERS WEEKLY

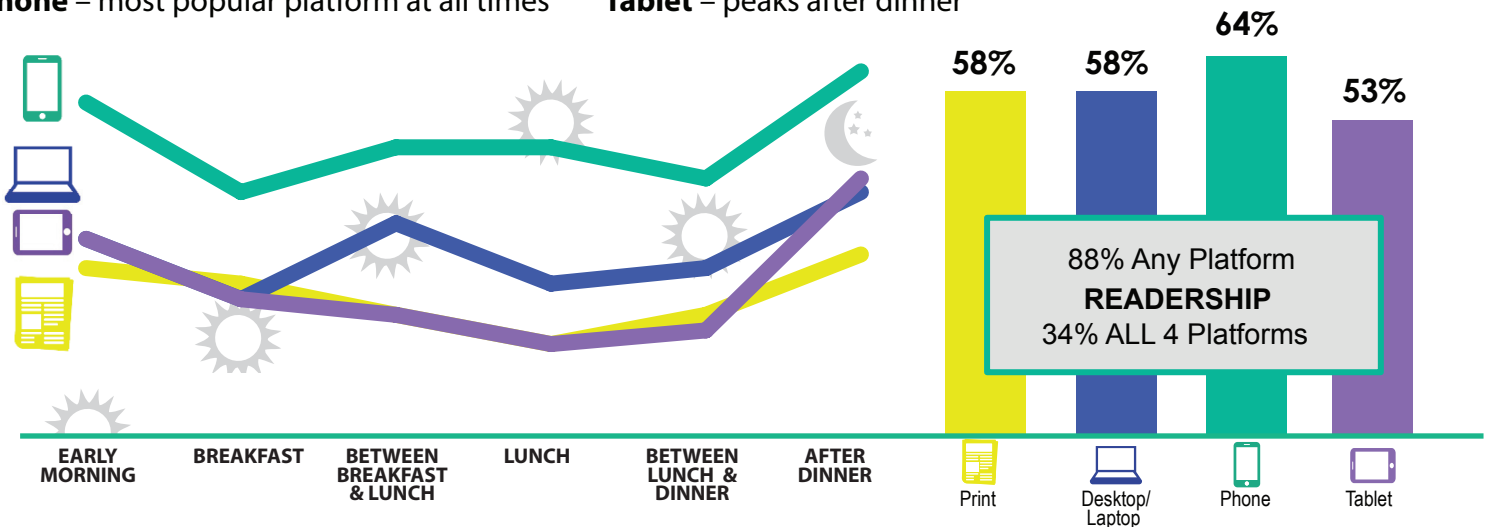
**Desktop/Laptop** readership adds **14%** more reach to print readership. Add the phone platform to reach an additional **13%** of adults and tablet to reach another **3%**.



## CANADIAN ADULTS READ NEWSPAPERS ACROSS ALL PLATFORMS

**Print** – peaks at breakfast and in the evening  
**Phone** – most popular platform at all times

**Desktop/Laptop** – strong between breakfast and lunch  
**Tablet** – peaks after dinner



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

**Study Details:** In order to understand newspaper readership by platform and time of day, News Media Canada contracted Totum Research to conduct an online survey of 2,401 Canadian adults. Fieldwork was conducted in January/February 2018 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, February 2018

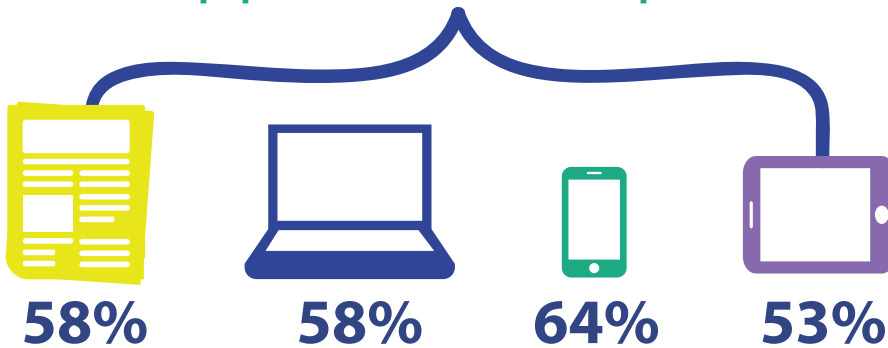
# 2018: NEWSPAPERS 24/7

24/7



## 1 NINE OF TEN CANADIAN ADULTS READ NEWSPAPERS

A third (34%) of adults are reading newspaper content on ALL four platforms.



## 2 READERSHIP HABITS VARY BY PLATFORM



Print readership remains strong in the morning and the evening.



Reading newspaper content on a phone is constant throughout the day for "on-the-go" access to information.



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



Tablet is an evening device for accessing newspaper content.

## 3 NEWSPAPERS REACH ALL TARGETS



**Millennials** prefer to access newspaper content on their phones but still use other platforms. More than a third (34%) use all four platforms.



**Boomers** are the strongest print readers but make use of all platforms throughout the day.



**High income earners, Influencers\*\* and Business Decision Makers\*** are dedicated newspaper readers – more than 91% access news on a combination of print and digital platforms.

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

Source: Totum Research; Canadians 18+, weekday readership, February 2018

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

\*\*Influencers - 3+ of the following statements: Find a new product and typically recommend it to others; Keep informed about new products and services; People frequently ask for my advice; Always the first to try new products/services; Frequently share information about products/services on social media

Millennials = 18-34 years; Boomers = 54-72 years