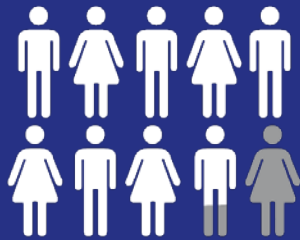




Newspapers 24/7 2018

www.newsmediacanada.ca



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.

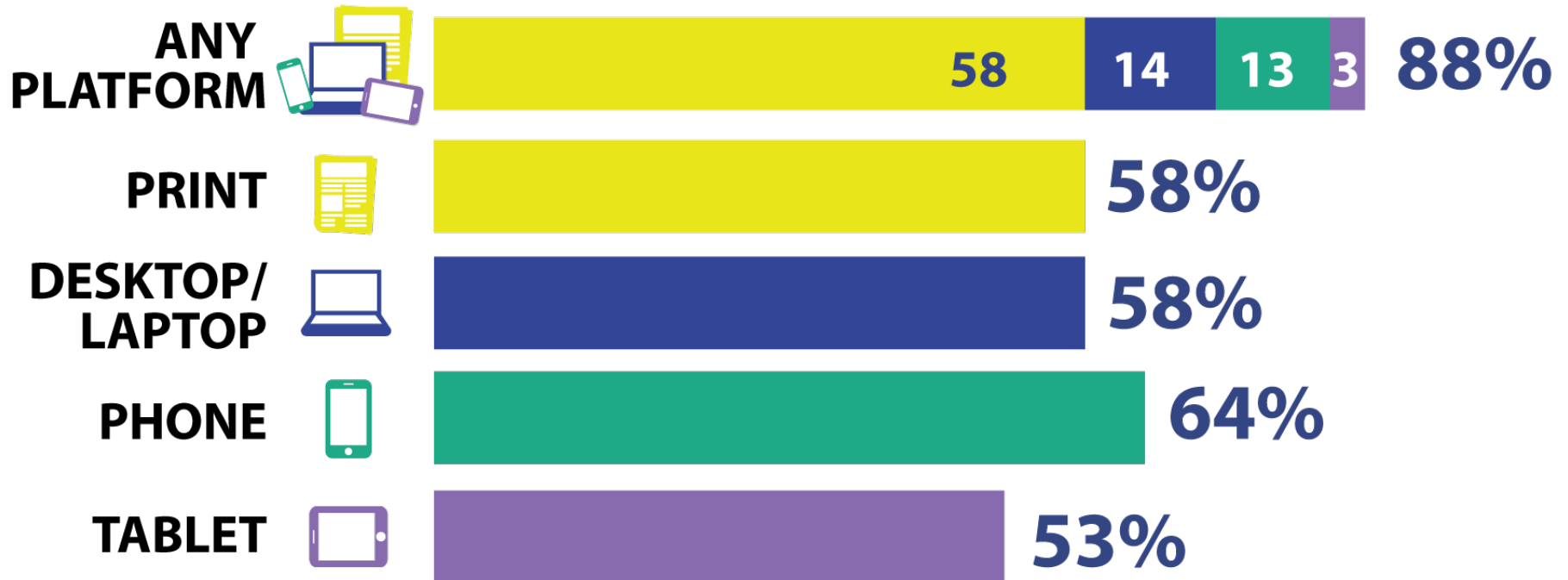


Every platform (print, desktop/laptop, phone and tablet) is accessed by every demographic to read newspaper content.

88% of Adults Read Newspapers



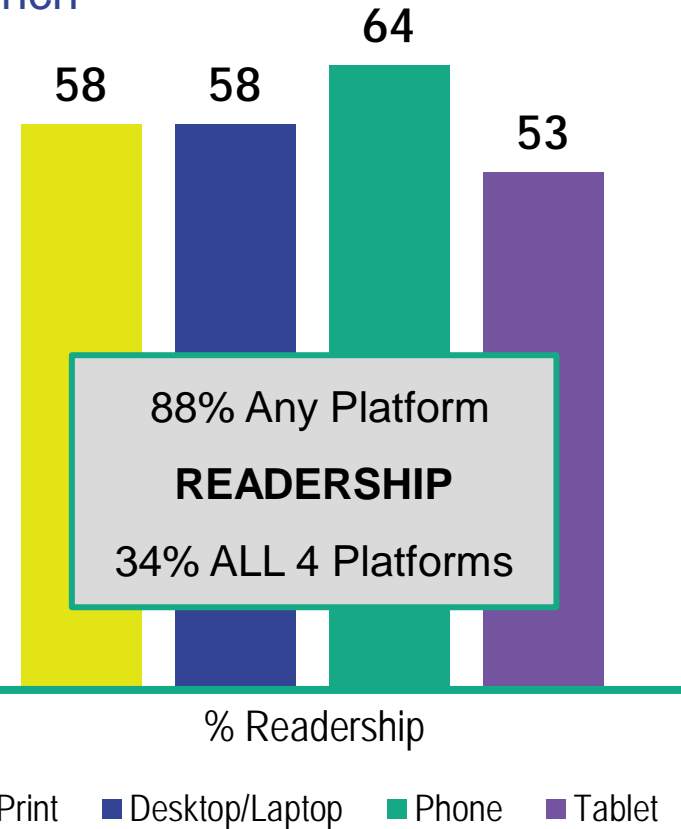
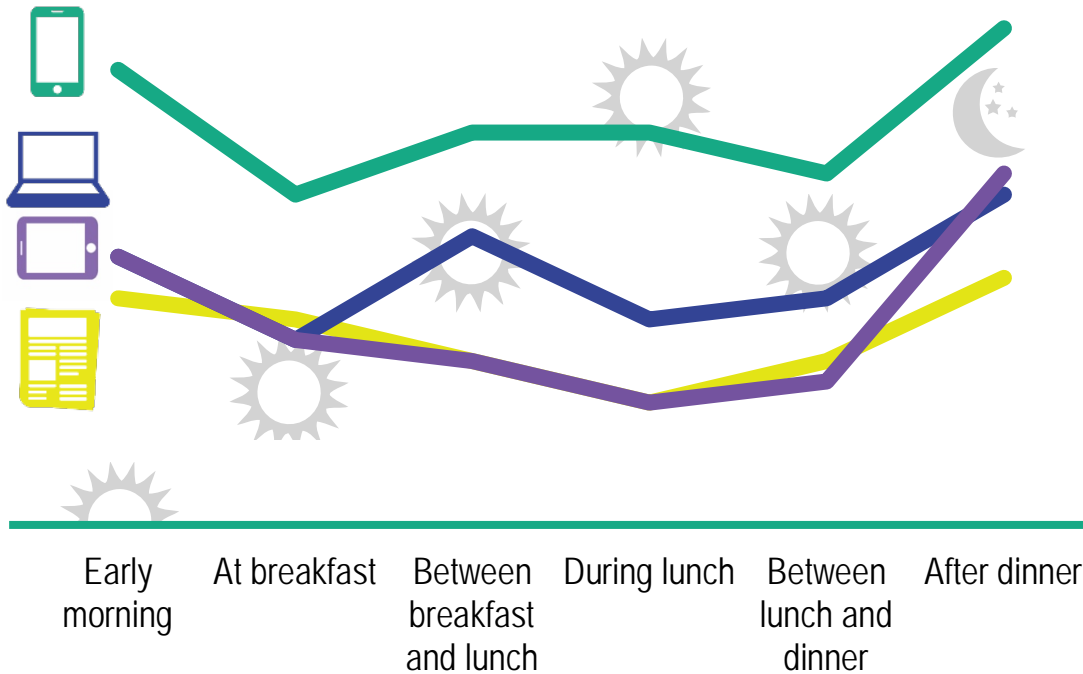
Desktop/Laptop readership adds **14%** more reach to weekly **print** readership. Add the **phone** platform to reach an additional **13%** of adults and **tablet** to reach another **3%**.



Canadian Adults Read Newspapers Across All Platforms



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



88% Any Platform
READERSHIP
34% ALL 4 Platforms

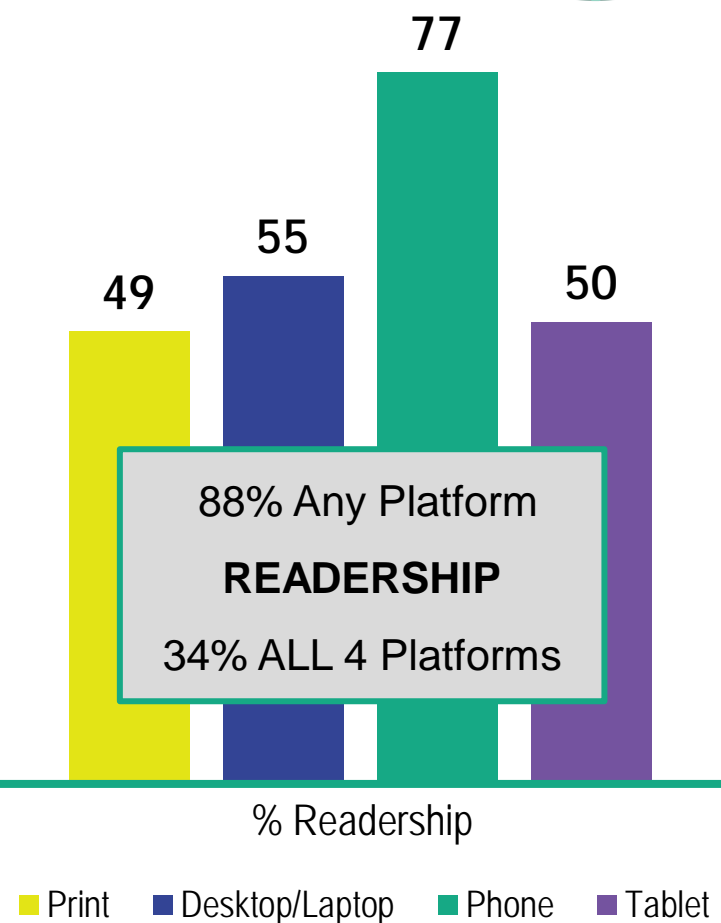
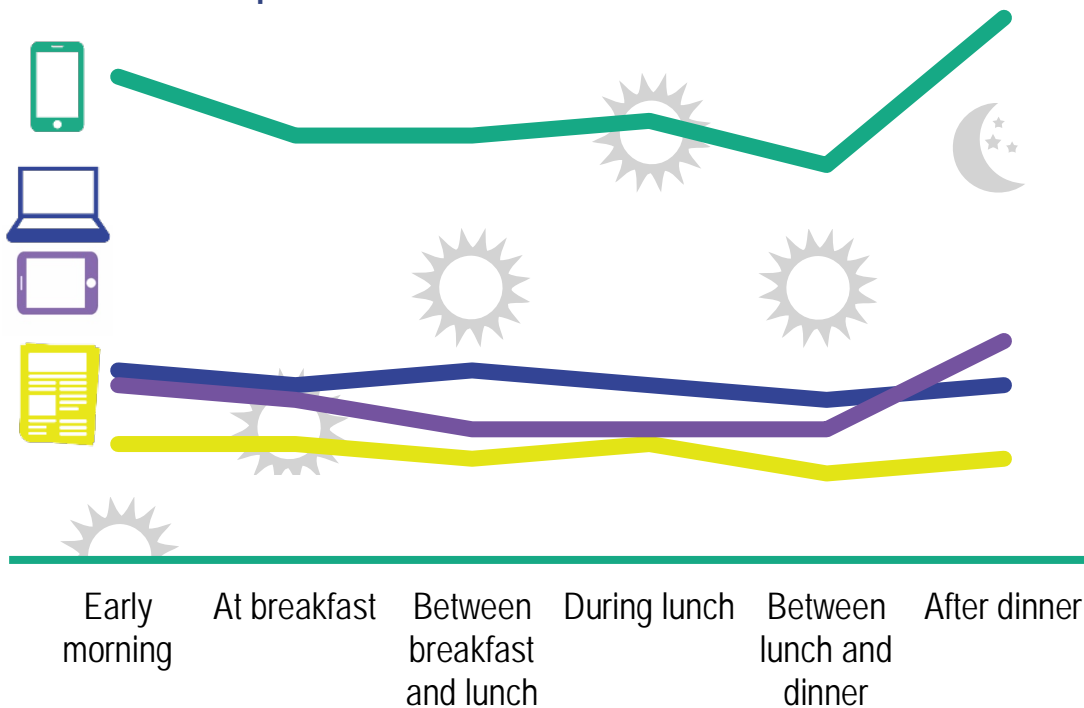
% Readership

■ Print ■ Desktop/Laptop ■ Phone ■ Tablet

Millennials Read Newspaper Content Primarily on Phones



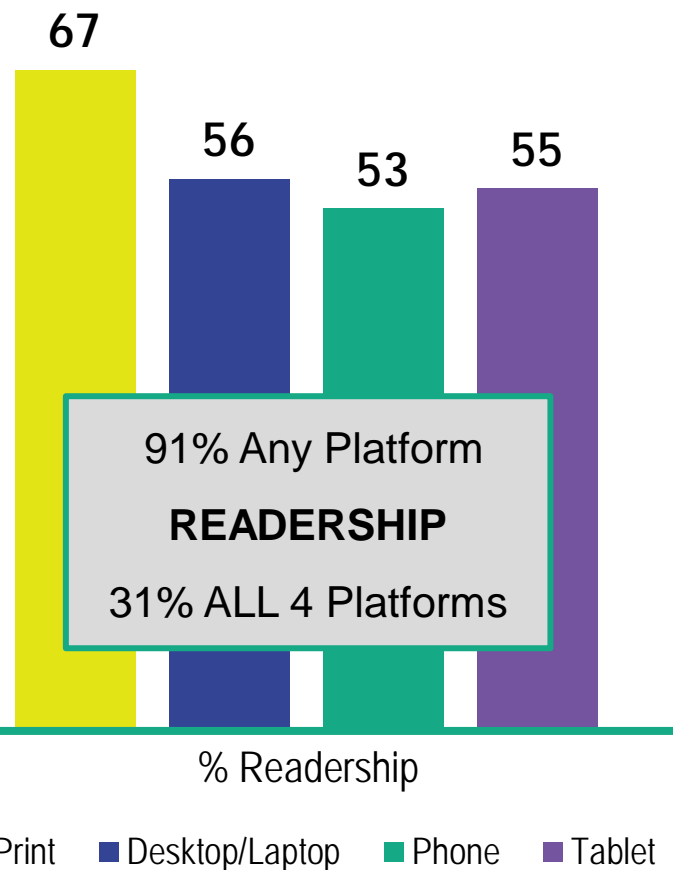
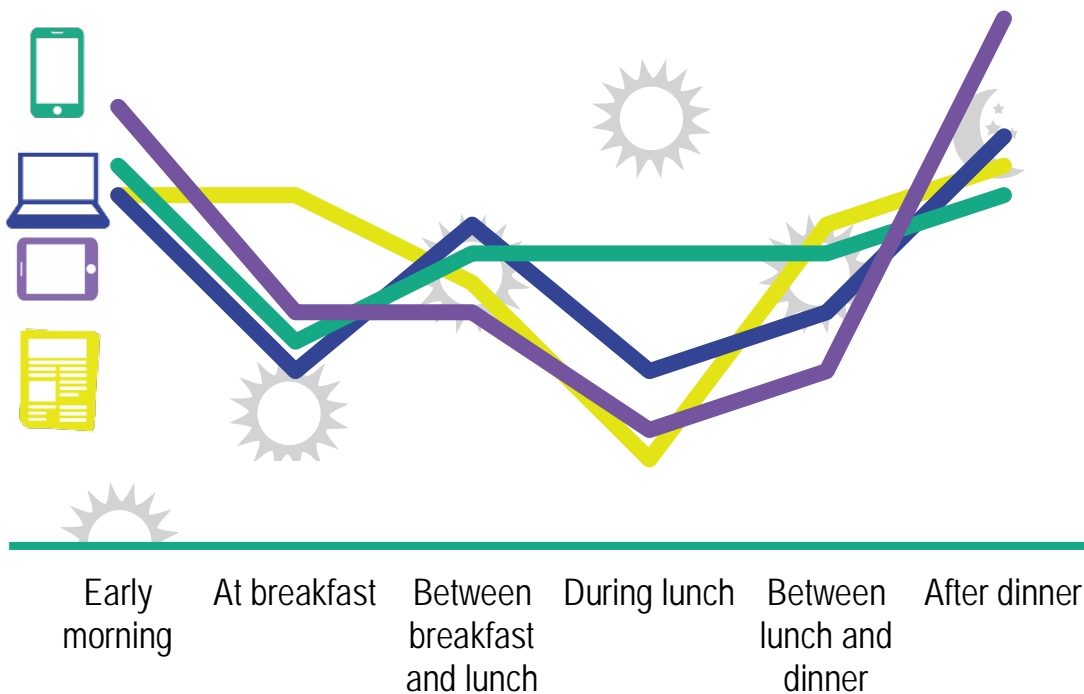
- **Print** – consistent throughout the day
- **Desktop/Laptop** – peaks slightly after breakfast
- **Phone** – most popular platform at all times
- **Tablet** – peaks after dinner



Boomers Love to Read their Newspapers in Print



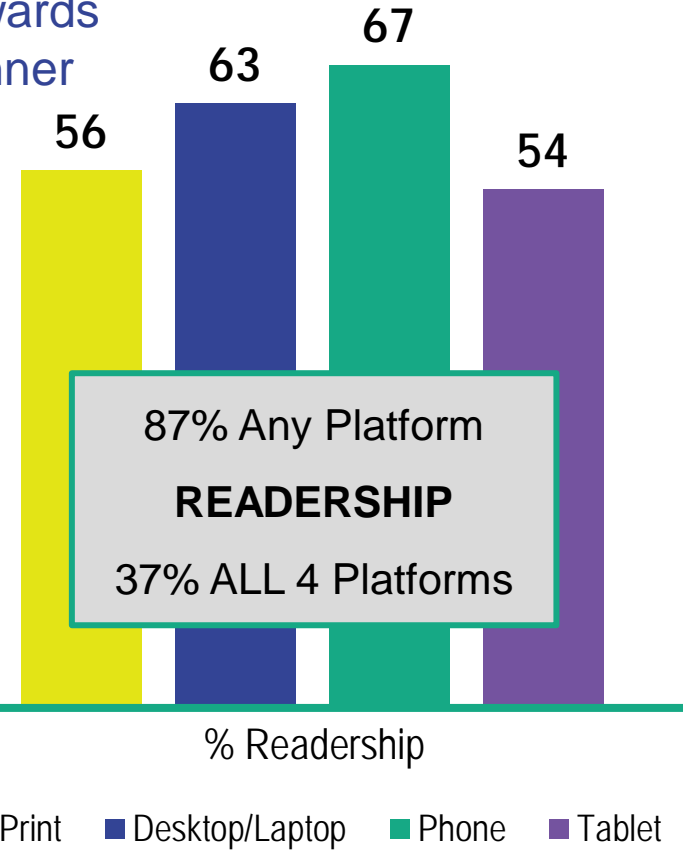
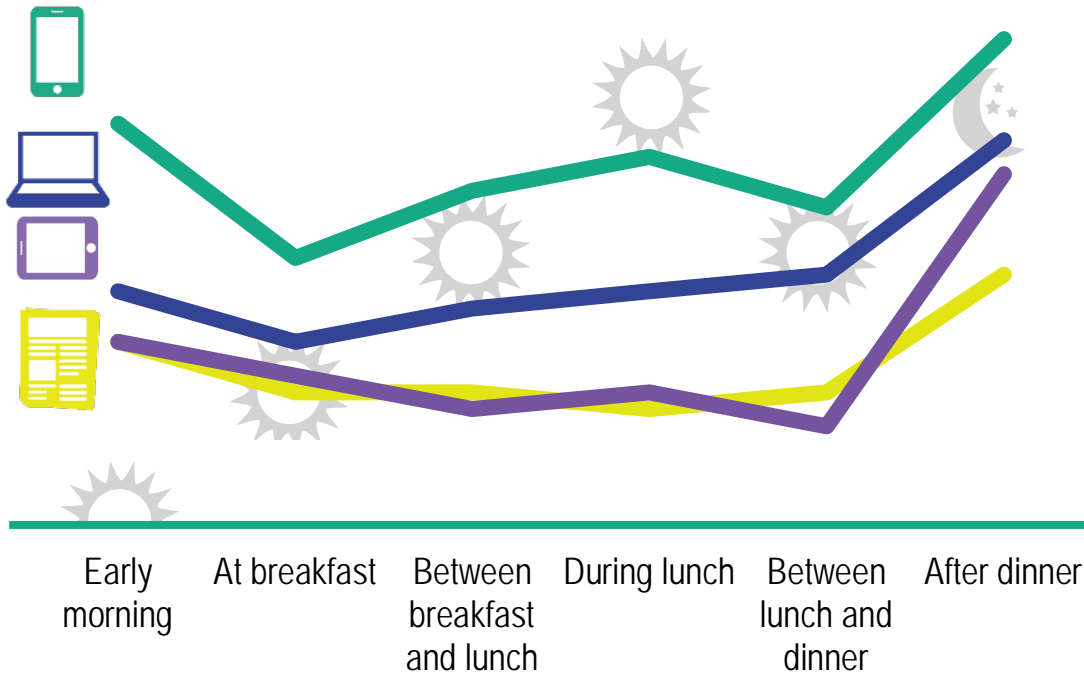
- **Print** – primary platform at breakfast
- **Desktop/Laptop** – early morning and after dinner
- **Phone** – primary midday platform
- **Tablet** – strongest after dinner



Adults 35-49 Read Newspapers on all Platforms



- **Print** – peaks after dinner
- **Desktop/Laptop** – steady climb from breakfast onwards
- **Phone** – strong through the day and peaks after dinner
- **Tablet** – peaks after dinner

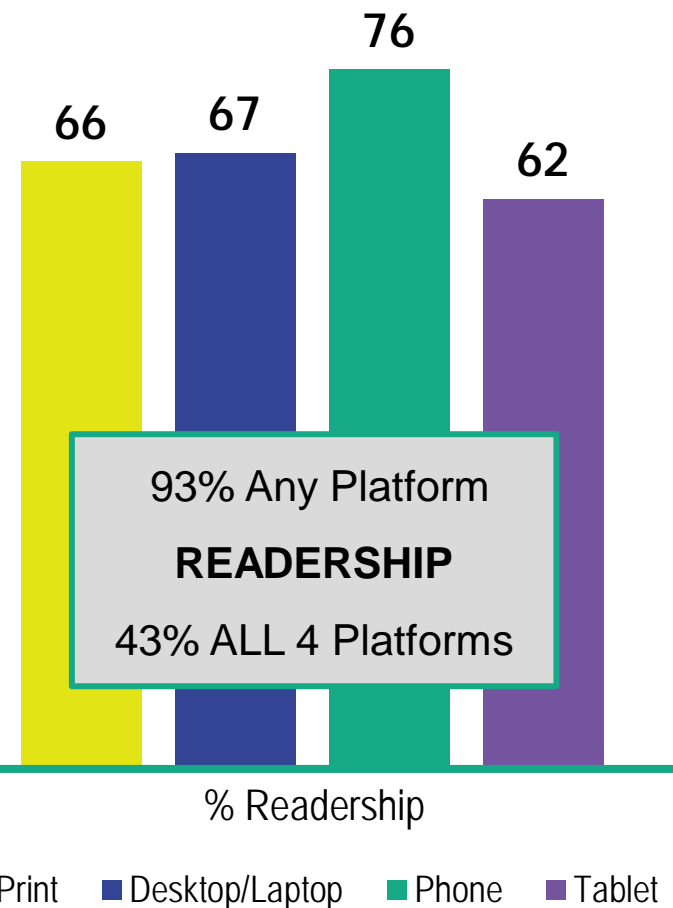
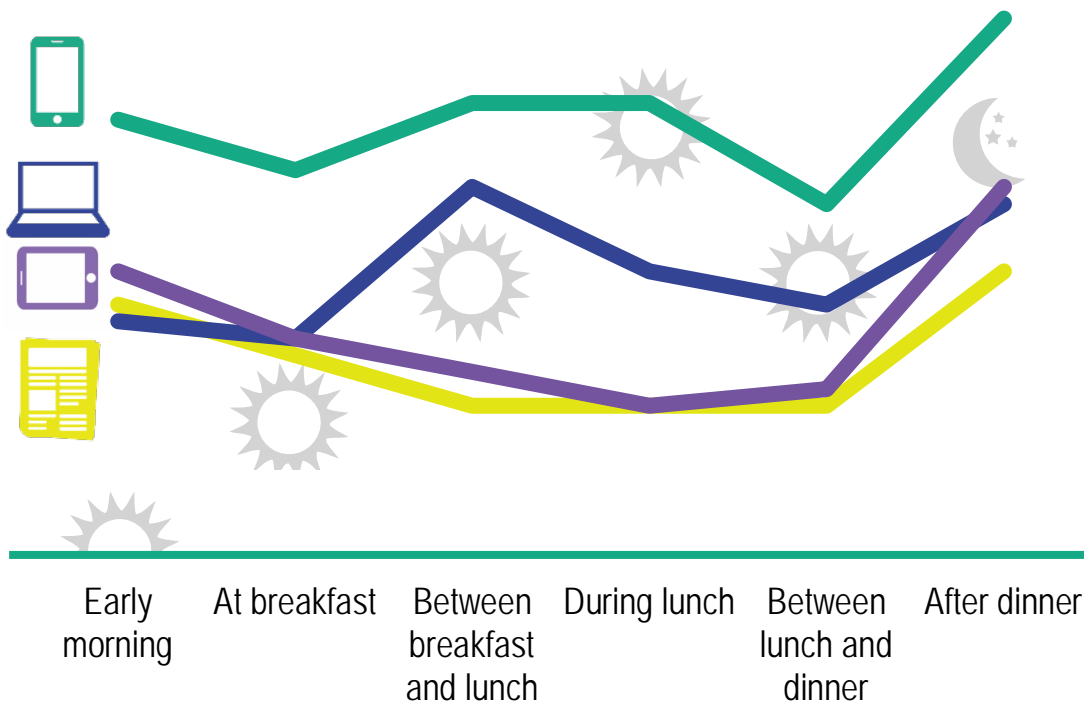


87% Any Platform
READERSHIP
37% ALL 4 Platforms

Business Decision Makers* are Strong Newspaper Readers



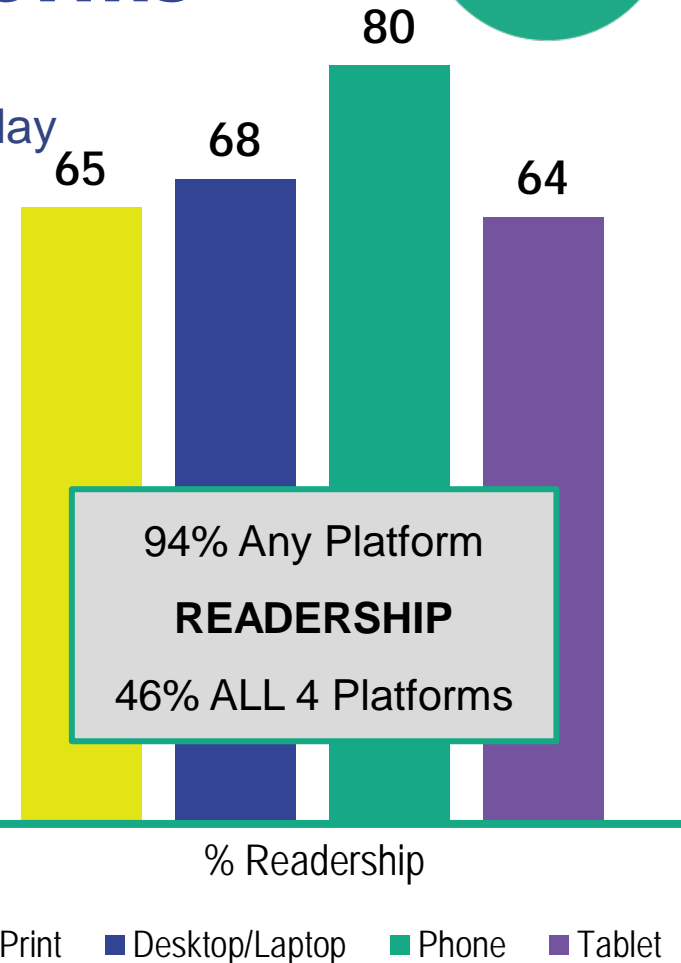
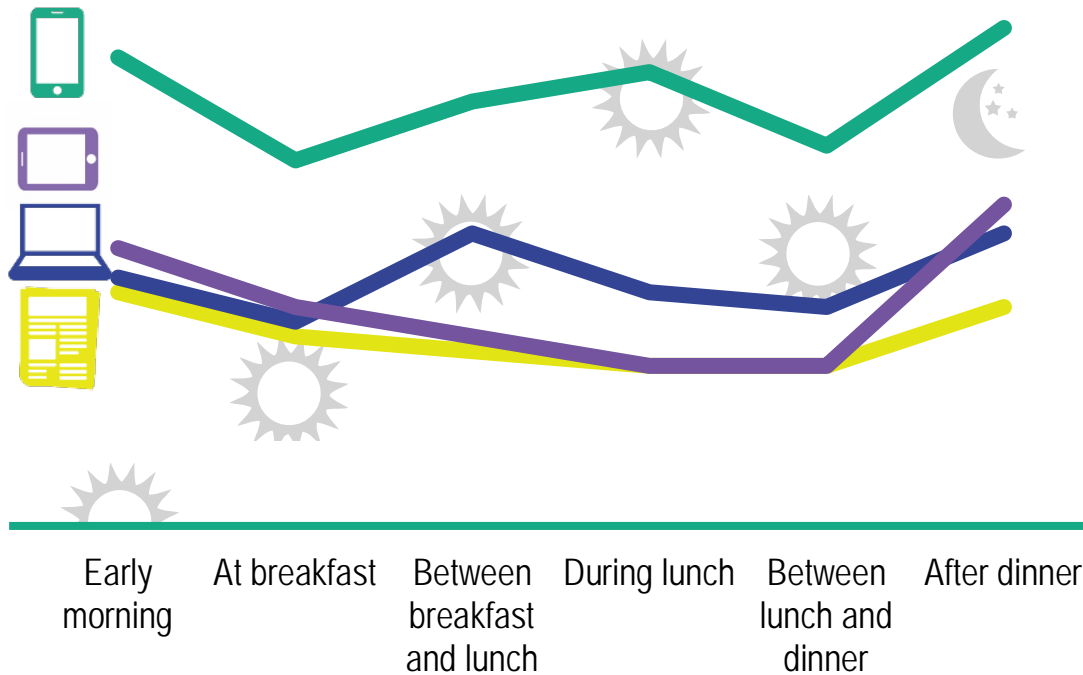
- **Print** – strong early morning and peaks after dinner
- **Desktop/Laptop** – strong during working hours
- **Phone** – primary platform through the day
- **Tablet** – peaks after dinner



Almost Half of **Influencers*** Read Newspapers on ALL 4 Platforms



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



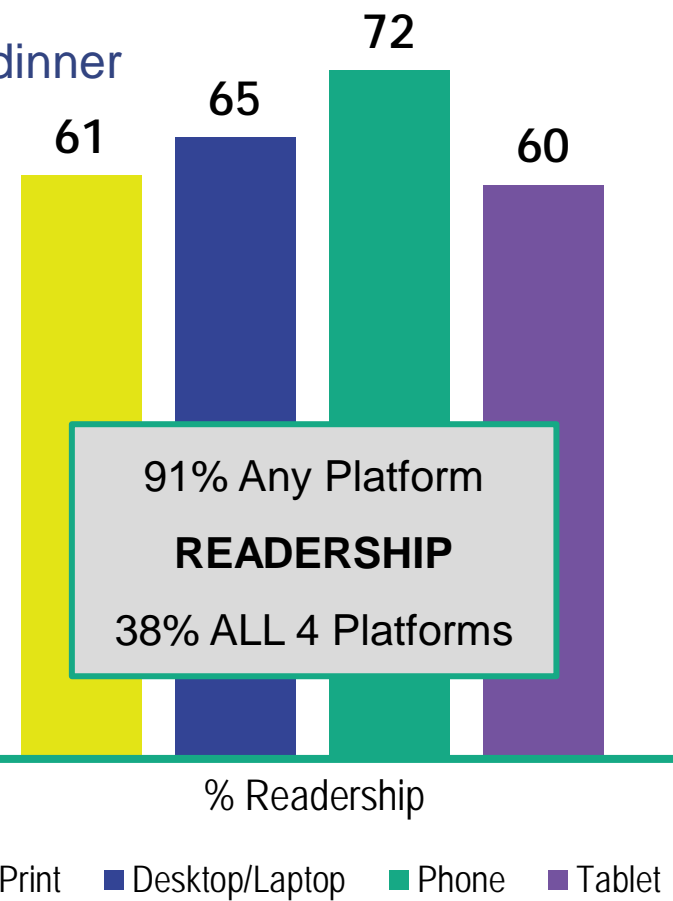
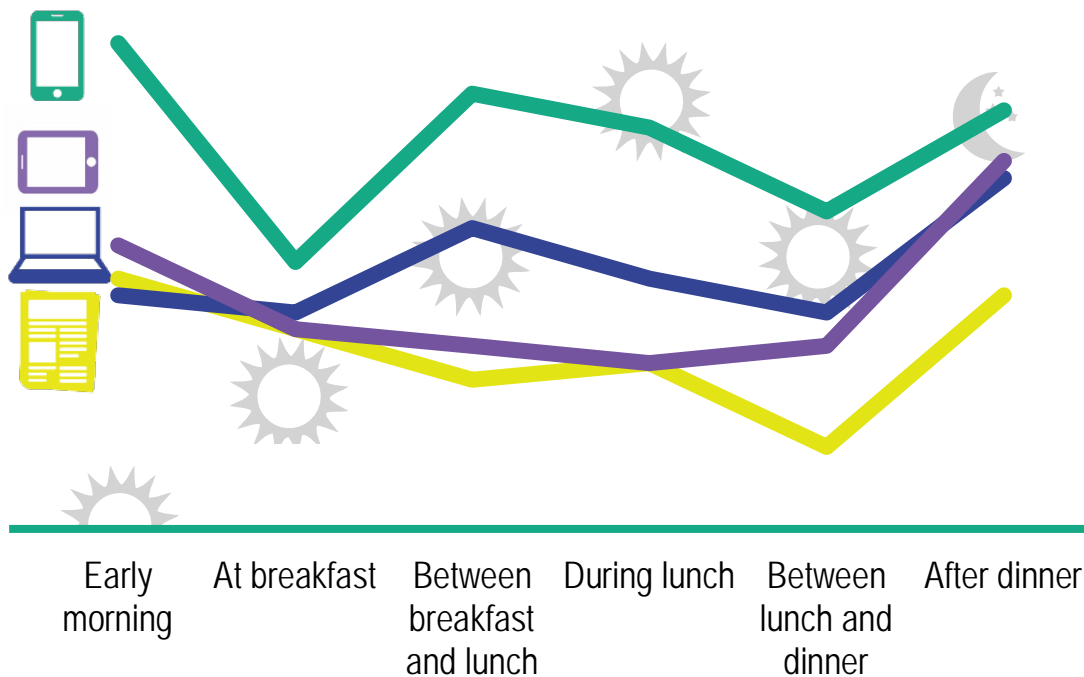
Totum Research; Canadians 18+, weekday readership, February 2018

* 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

HHI \$100K+ Read Newspapers on all Platforms



- **Print** – strong early morning and after dinner
- **Desktop/Laptop** – strong after breakfast and after dinner
- **Phone** – primary platform throughout the day
- **Tablet** – peaks after dinner



91% Any Platform
READERSHIP
38% ALL 4 Platforms

% Readership

■ Print ■ Desktop/Laptop ■ Phone ■ Tablet

Key Takeaway #1

Nine of Ten Canadian Adults Read Newspapers



88% of Canadian adults read a newspaper each week in print, on their desktop/laptop, on their phone or on their tablet.

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



58%



58%



64%



53%



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Key Takeaway #2

Readership Habits Vary by Platform



Print readership remains strong in the morning and the evening.



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



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



Tablet is an evening device for accessing newspaper content.

Key Takeaway #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 Decisions Makers*** are dedicated newspaper readers – more than **91%** access news on a combination of print and digital platforms.



Totum Research; Canadians 18+, weekly readership, February 2018

*Canadian professionals, senior management/executives and business owners/self employed

** Influencers – 3+ 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



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APPENDIX

PRINT Highlights



ALMOST SIX OF TEN ADULTS (58%) READ THEIR PRINTED NEWSPAPER.

- Early morning and evening are key print readership times.
- Print platform driven by Boomers and the Greatest Generation who choose print as their top platform for accessing newspaper content at breakfast and mid-afternoon, above all other platforms.



DESKTOP/LAPTOP Highlights



**ALMOST SIX OF TEN ADULTS (58%) READ
NEWSPAPER CONTENT ON THEIR
DESKTOP/LAPTOP**

- Desktop/Laptop readership is strong across all demographics.
- Influencers** and Business Decision Makers* use this platform more than the average Canadian.
- There are three times when desktop/laptop readership peaks: early morning, mid-morning and after dinner.



Totum Research; Canadians 18+, weekly readership, February 2018

*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



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PHONE Highlights



ALMOST TWO OF THREE ADULTS (64%) READ NEWSPAPER CONTENT VIA THEIR PHONE.

- Phone is the most popular device at all times.
- Phone is the top device that Millennials and Influencers** use to read newspaper content.
- For Business Decision Makers*, phone is their most used access platform, and it is used consistently throughout their day, except for a mid-afternoon dip.



Totum Research; Canadians 18+, weekly readership, February 2018

*Canadian professionals, senior management/executives and business owners/self employed

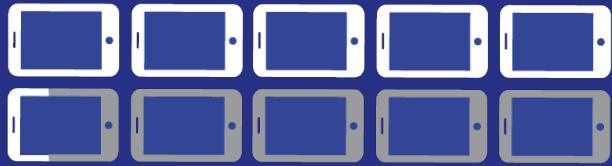
** Influencers – 3+ of the following statements: Find a new product and typically recommend it to others; Keep informed about new products and services; People frequently ask for my advice; Always the first to try new products/services; Frequently share information about products/services on social media

Millennials = 18-34 years



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TABLET Highlights



OVER FIVE OF TEN ADULTS (53%) READ
NEWSPAPER CONTENT VIA THEIR TABLET.

- Evening continues to be the key usage period.
- Usage has grown from **37%** in 2012 to **53%** in 2018.
- Influencers** and Business Decision Makers* report the strongest tablet usage of all demographics.



Totum Research; Canadians 18+, weekly readership, February 2018

*Canadian professionals, senior management/executives and business owners/self employed

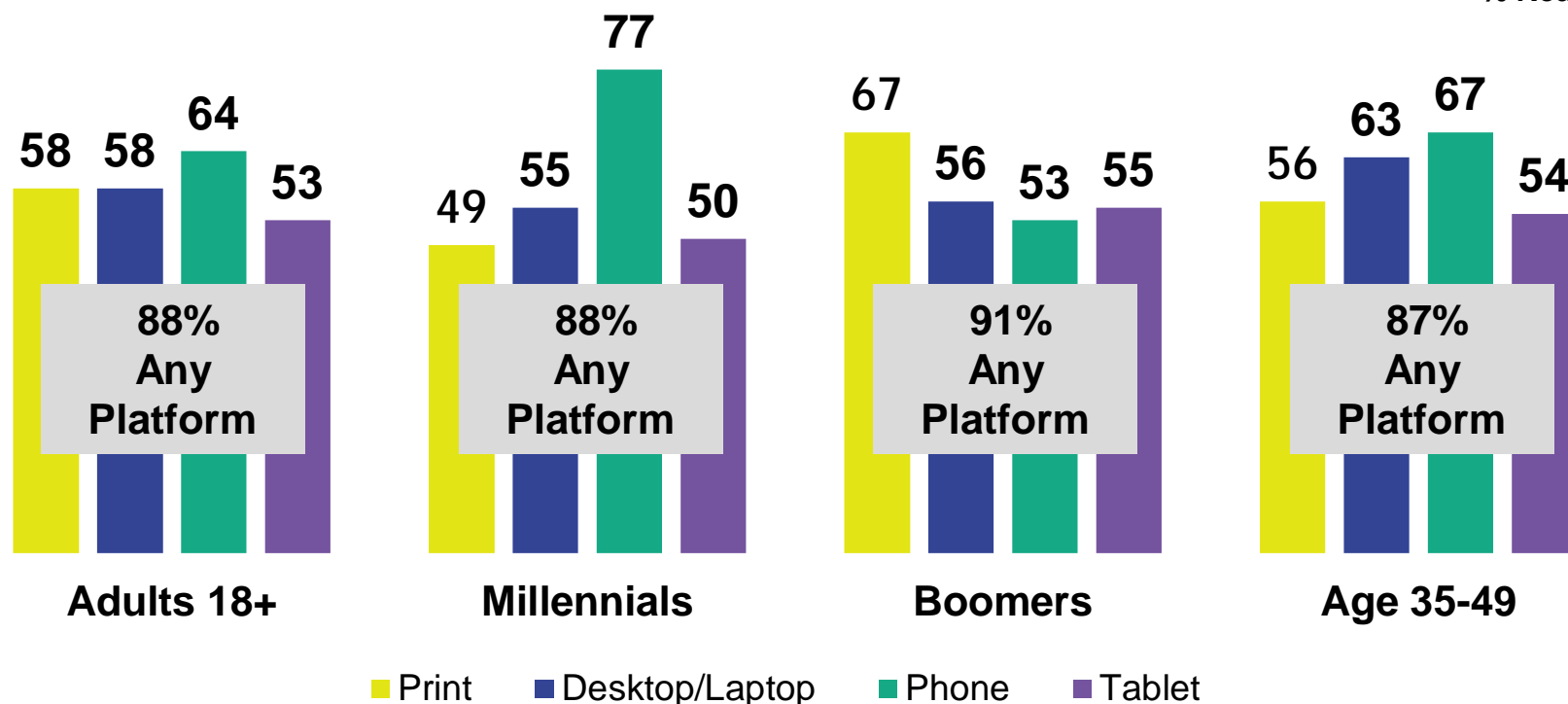
** Influencers – 3+ of the following statements: Find a new product and typically recommend it to others; Keep informed about new products and services; People frequently ask for my advice; Always the first to try new products/services; Frequently share information about products/services on social media

Newspaper Media Reach All Target Groups



Millennials read most on a phone. **Boomers** prefer to read in print. **Adults 35-49 years old** over-index for both phone and computer platform readership.

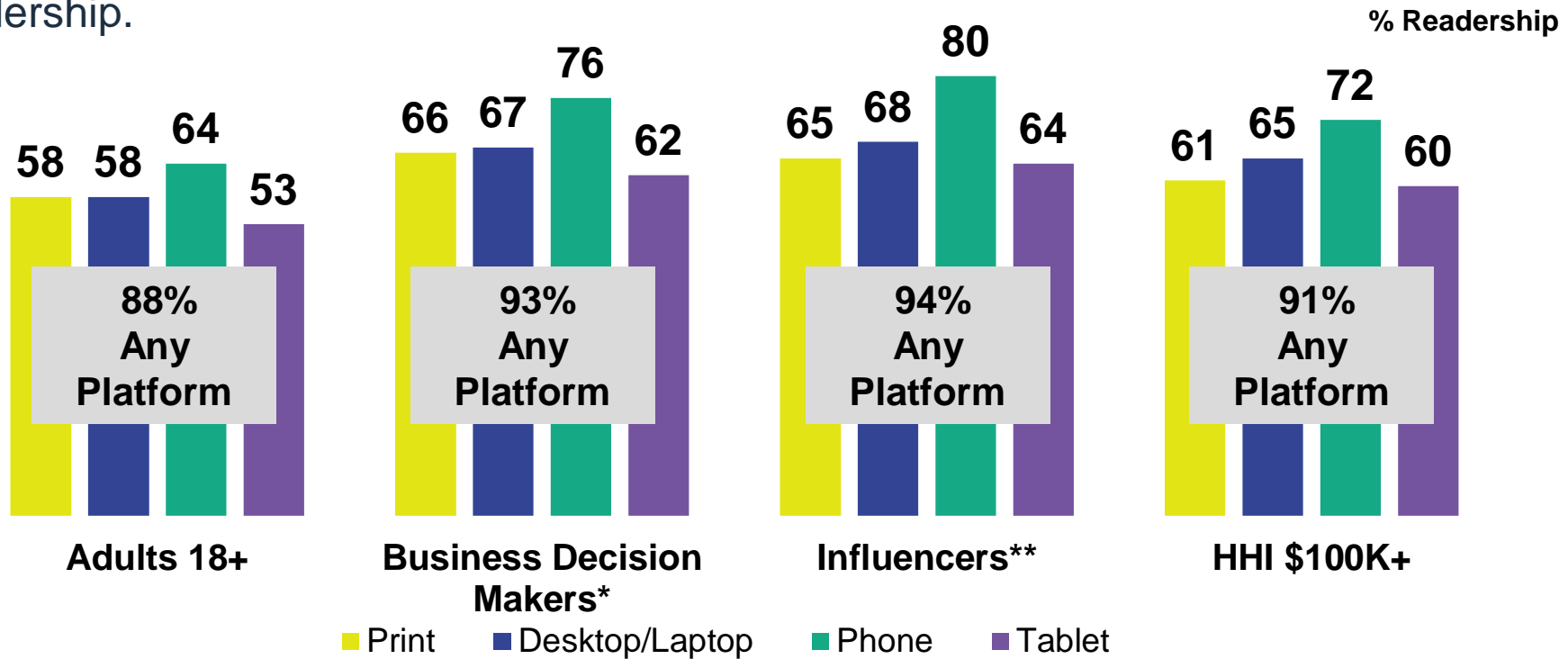
% Readership



Newspaper Media Reach all Target Groups



Business Decision Makers*, **Influencers**** and **adults with household incomes \$100K+** read most on their phone but have the highest overall readership on any platform of all target groups. They all over-index on print readership.



Totum Research; Canadians 18+, weekly readership, February 2018

*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



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Influencers



Influencers are typically early adopters and trusted by others. Consumers often trust recommendations from a third party more than a brand so having readers who are Influencers is an asset. **True influence drives action, not just awareness.**

Newspapers 24/7 defines Influencers as those who agreed (somewhat/strongly) with 3 or more of the statements below:

1. Find a new product and typically recommend it to others
2. Keep informed about new products and services
3. People frequently ask for my advice
4. Always the first to try new products/services
5. Frequently share information about products/services on social media

Study Details



Study Timing

January/February 2018

Online Panel

2,401 online interviews conducted with adult Canadians

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95% confidence level

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%





Newspapers 24/7 2018

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