

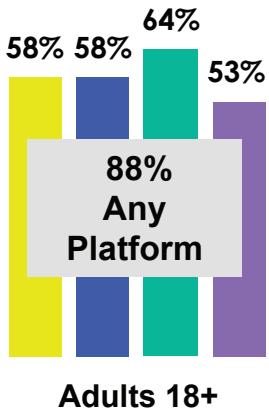
# NEWSPAPERS REACH ALL TARGET GROUPS

## 2018: NEWSPAPERS 24/7

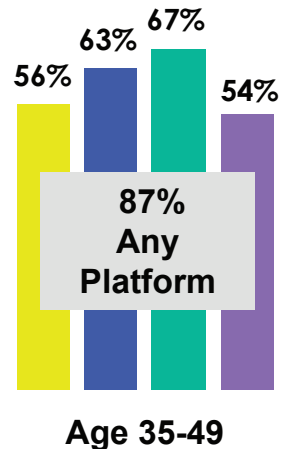
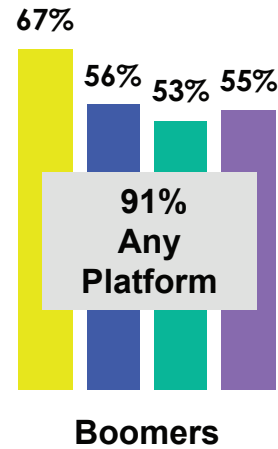
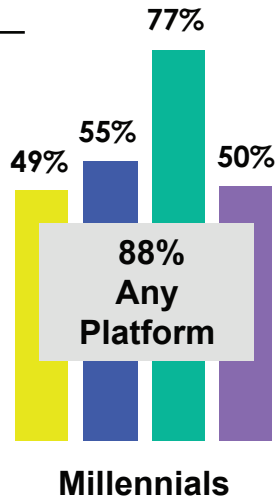
24/7



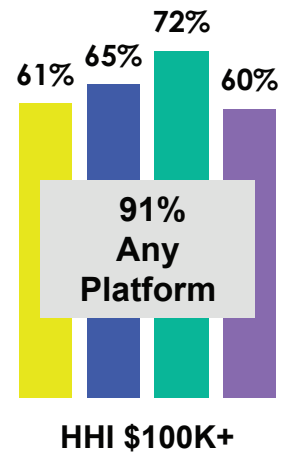
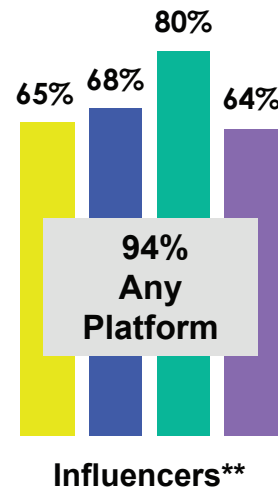
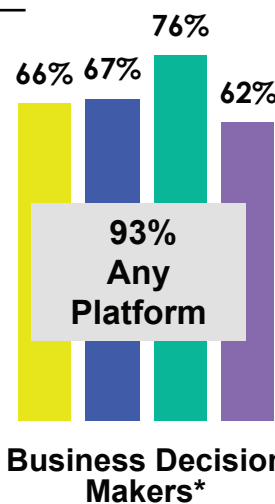
### 88% OF CANADIANS READ NEWSPAPERS WEEKLY



**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.



**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.



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

# READERSHIP VARIES BY PLATFORM

## 2018: NEWSPAPERS 24/7

24/7



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%.

88%



### 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.



### 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.



### 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.



### 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.



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