



News Media Canada
Médias d'Info Canada

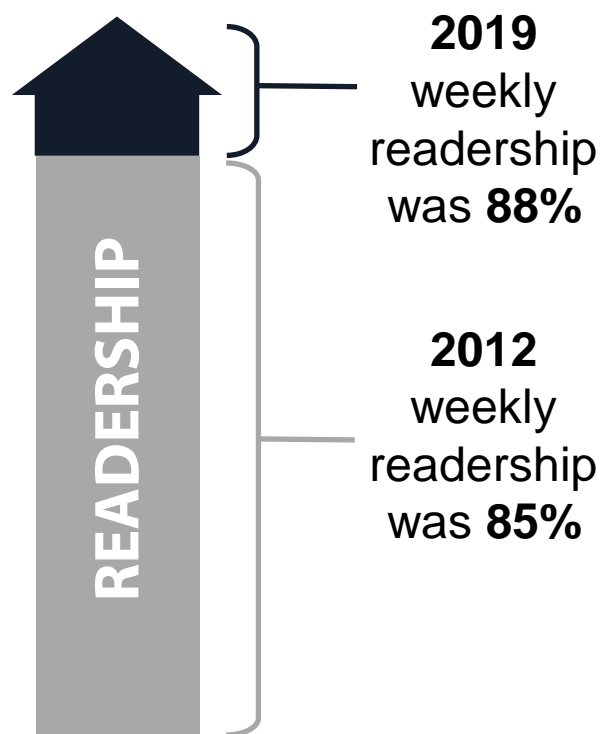


NEWSPAPERS 24/7

2019

GROWTH IN WEEKLY READERSHIP

Access to digital news platforms has only increased Canadians' access to news content, and consequently more Canadians than ever are reading newspapers, in print or digital formats.

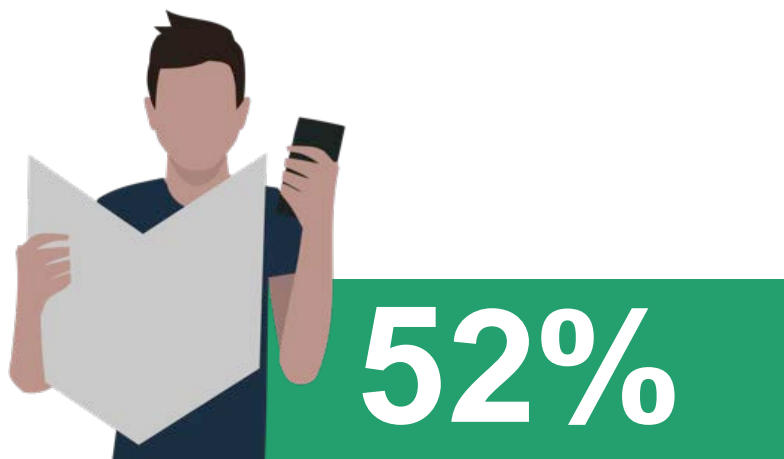


NINE OUT OF TEN
Canadians (88%) read
newspapers each
week in 2019.

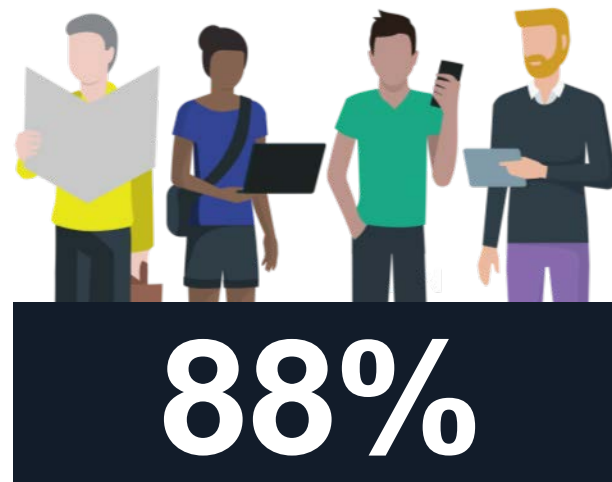


CANADIANS ACCESS NEWSPAPERS ON BOTH PRINT AND DIGITAL PLATFORMS

Rather than give up their printed reading habit, more and more readers are choosing tablets, computers and smartphones to read newspapers as well.



**of readers are reading
BOTH print AND digital
newspaper content.**



**of Canadians are
reading newspapers
weekly on ANY platform.**

“Given heightened levels of global mistrust, there is a clear and continued affinity for reliable reporting.

Newspapers continue to be the go-to source for credible, trusted and independent news, in both print and digital formats.”

Bob Cox, Chair, News Media Canada

PRINT READERS

The **strongest print readers** are Baby Boomers*.

90%

of all print readers also
use digital platforms



DIGITAL READERS

The **strongest digital readers** are Millennials*.



64%

of all computer
readers also
read in print

57%

of all phone readers
also read in print

66%

of all tablet
readers also
read in print

YOUNGER CANADIANS ARE READING NEWSPAPERS, ALMOST AS MUCH AS BOOMERS



BOOMERS

(Age 54-72)

37% of the population.

90% read newspapers weekly.

Primary platform is **Print.**



MILLENNIALS

(Age 19-36)

34% of the population.

88% read newspapers weekly.

Primary platform is **Phone.**



BUSINESS DECISION MAKERS*

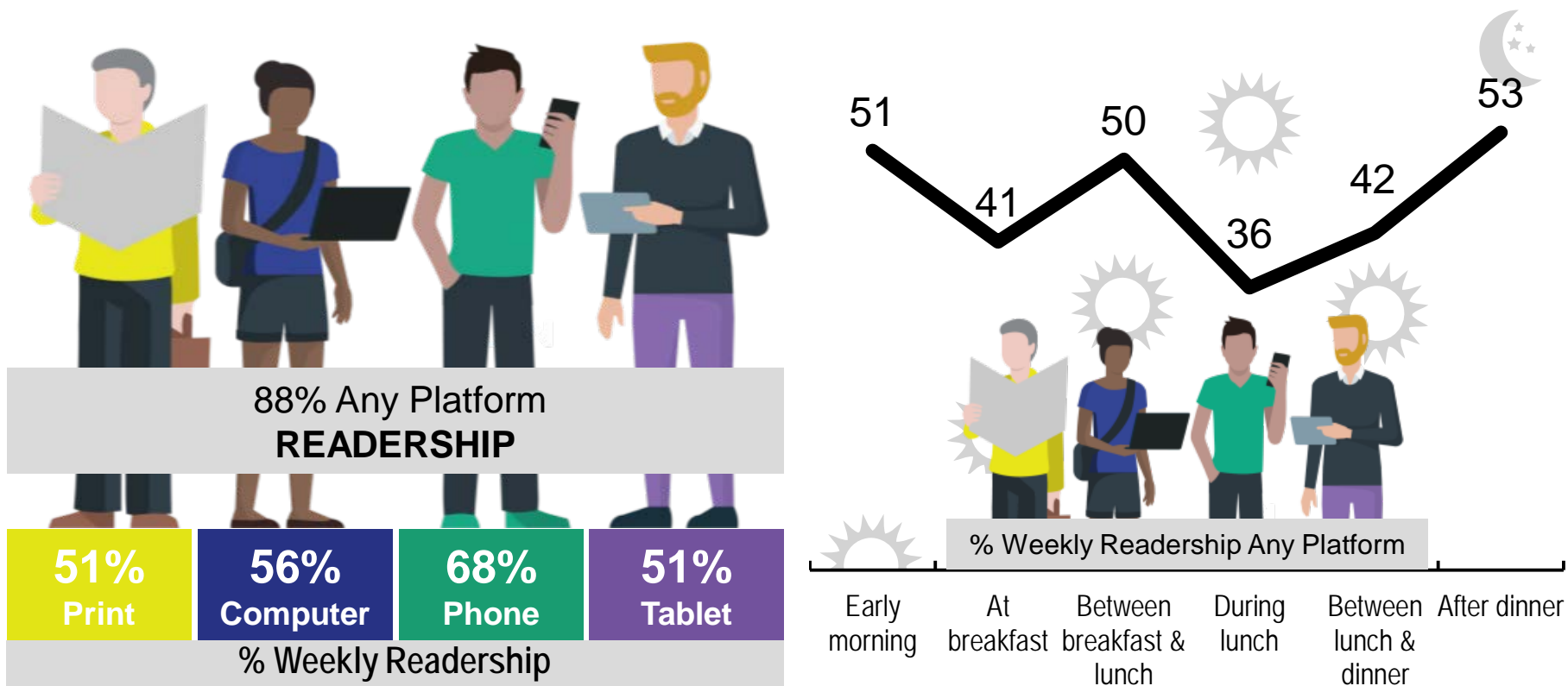
37% of the population.

93% read newspapers weekly.

Choose **ALL** platforms (“news junkies”).

NEWSPAPER READING OCCURS THROUGHOUT THE DAY

88% of Canadians read newspapers on any platform each week, with the strongest readership at the end of the day.



“Both print and digital newspaper sources play a unique and distinct role in the lives of Canadians.

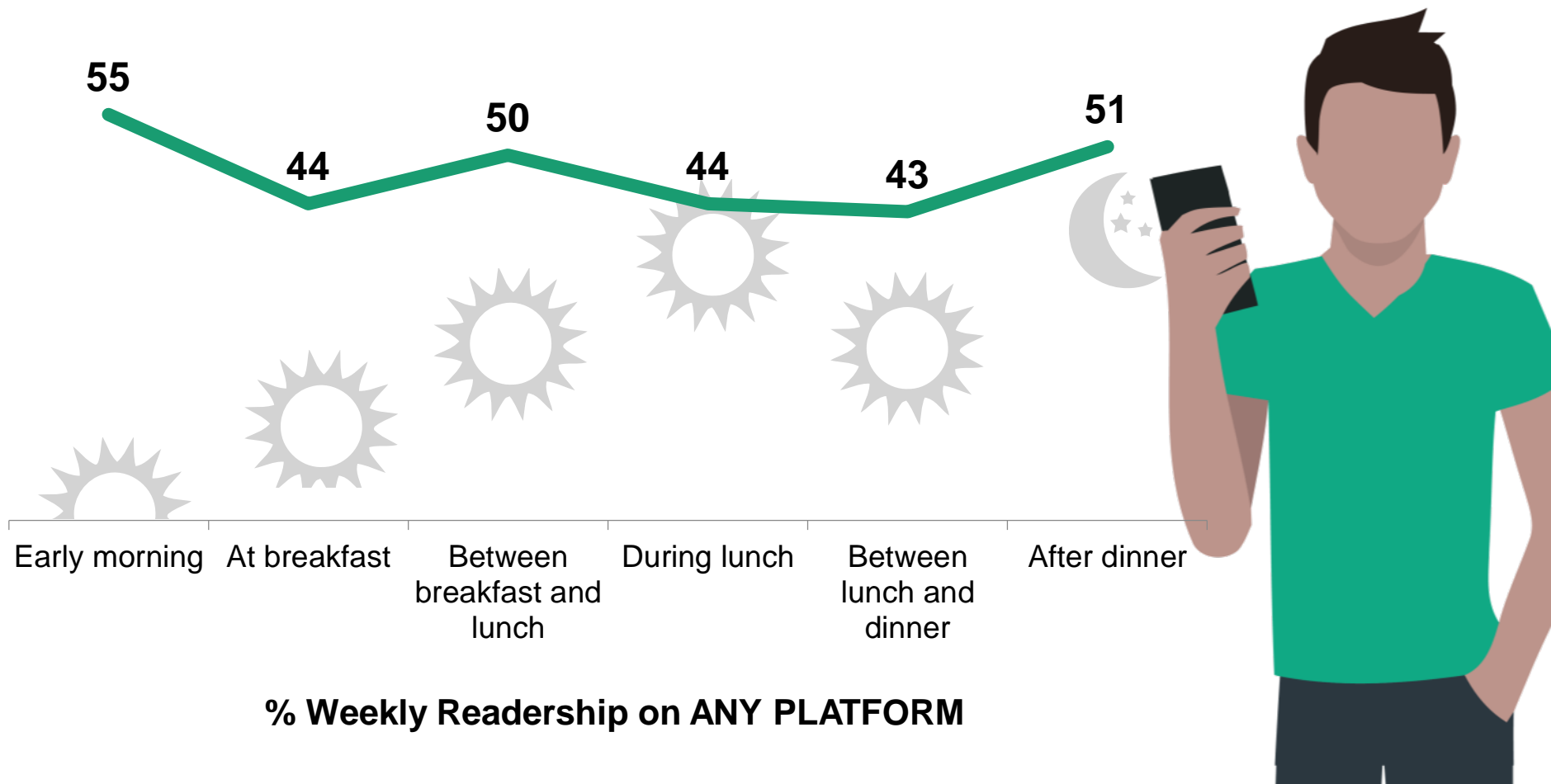
Readers start their day with the comprehensive and in-depth reporting of a print newspaper, and stay up-to-date on breaking news with digital as the day progresses.”

Claude Heimann, President, Totum Research

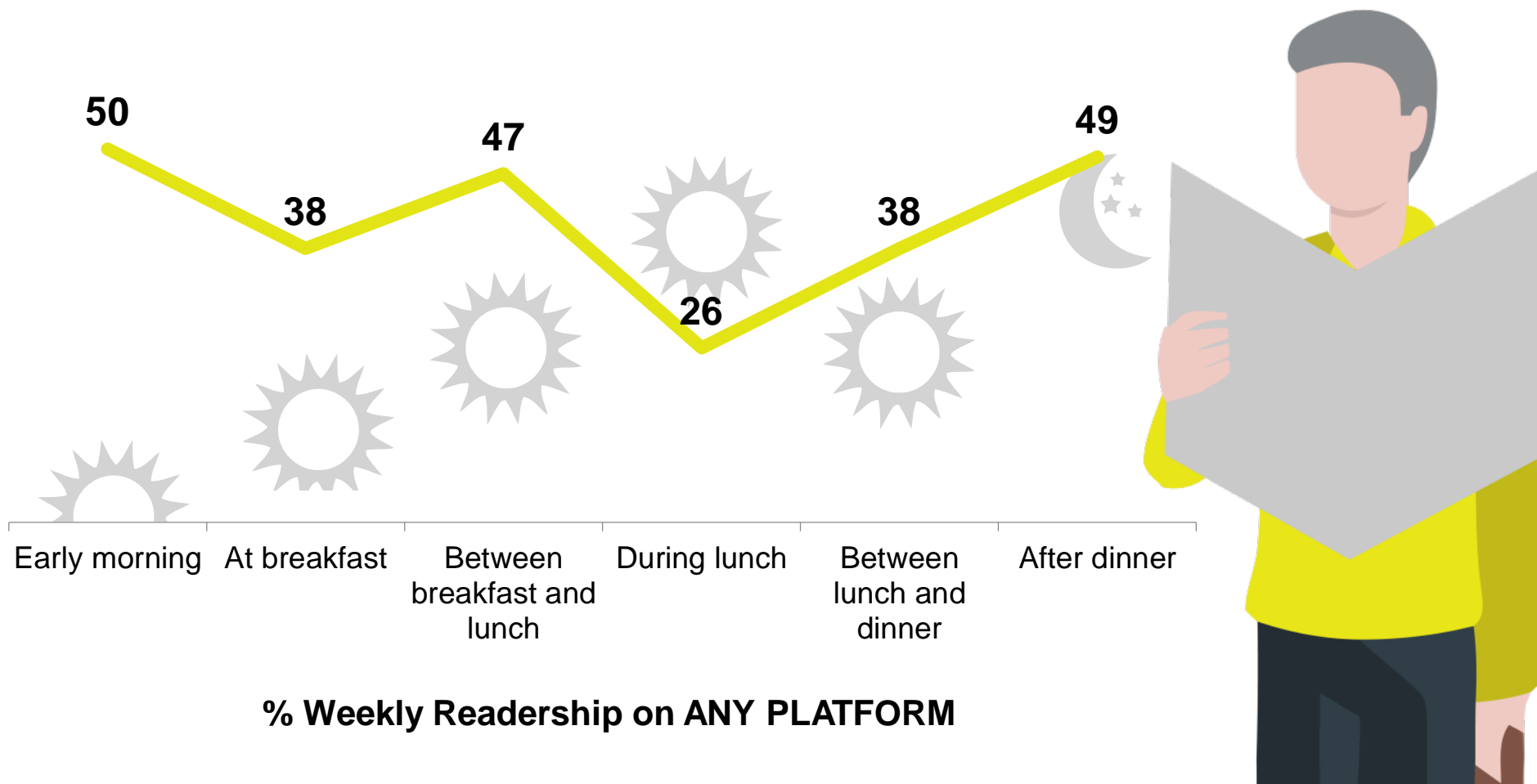


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MILLENNIAL READERSHIP PEAKS EARLY MORNING

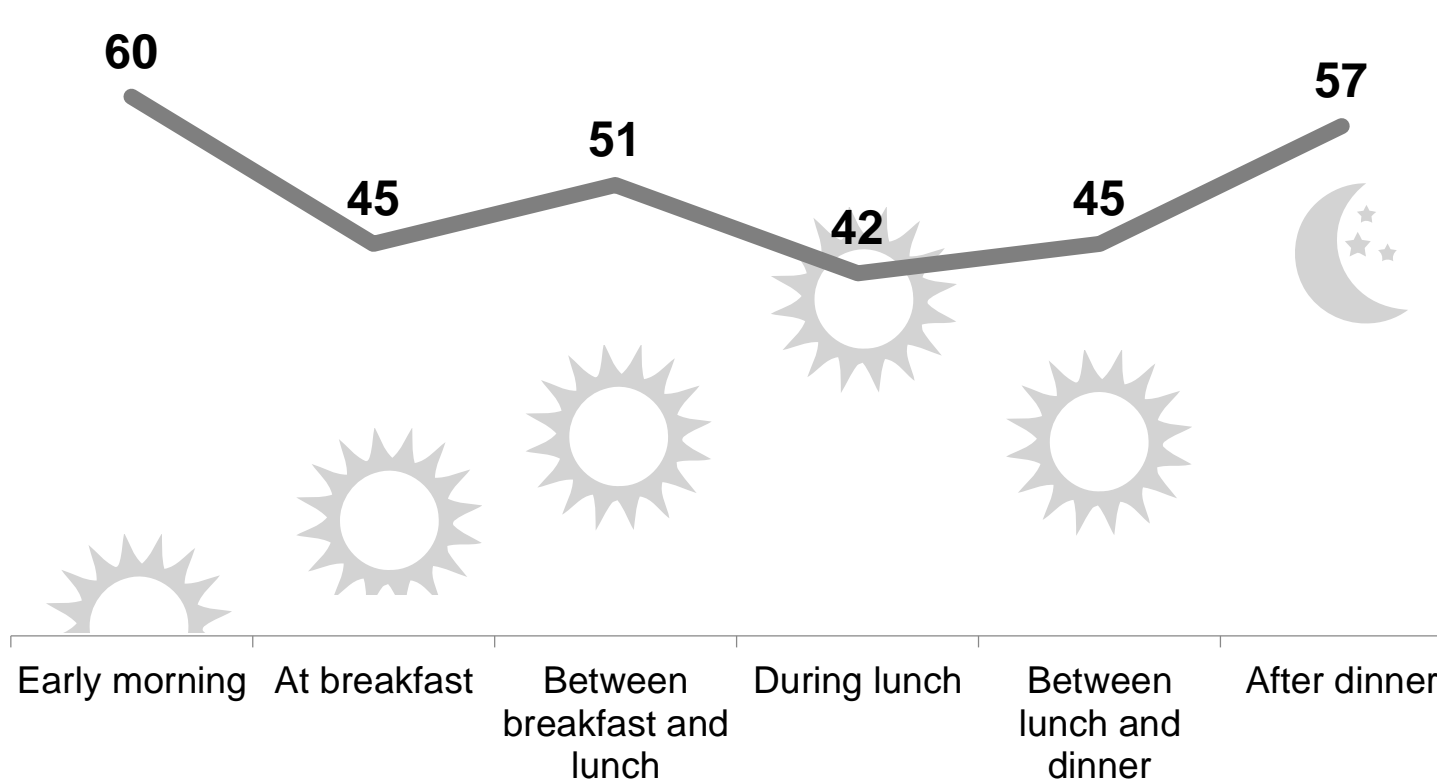


BOOMERS READ EARLY AND LATE IN THE DAY



% Weekly Readership on ANY PLATFORM

BUSINESS DECISION MAKERS* ARE NEWS JUNKIES



% Weekly Readership on ANY PLATFORM



APPENDIX



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STUDY DETAILS

Study Timing

February 2019

Online Panel

800 online interviews
conducted with adult
Canadians

Study Management

Totum Research

National Scope

78% English
22% French

Margin of Error

±3.5% at the 95%
confidence level

Nationally Representative Sample

Men 50%, Women 50%

18-34: 29%, 35-49: 21%, 50-64: 32%, 65+ 18%

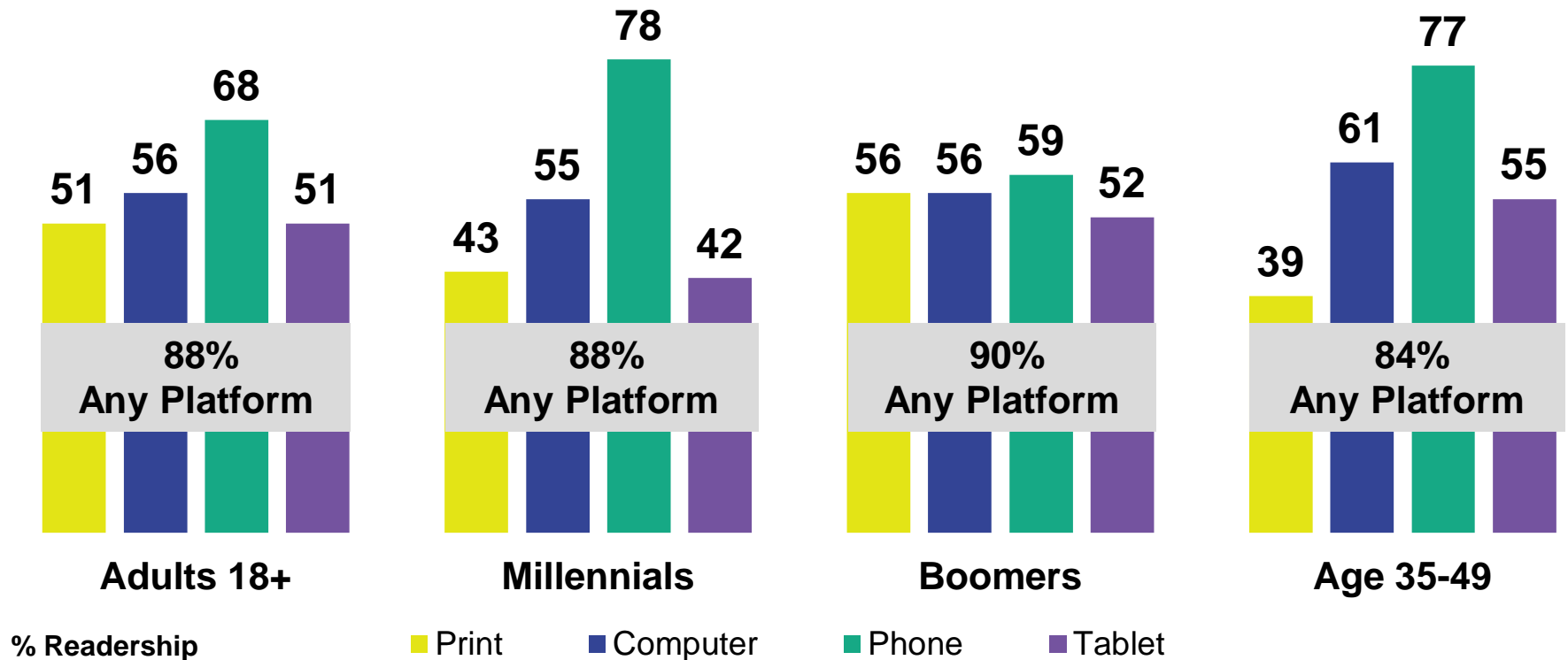
West 31%, Ontario 39%, Quebec 23%, Atlantic 7%



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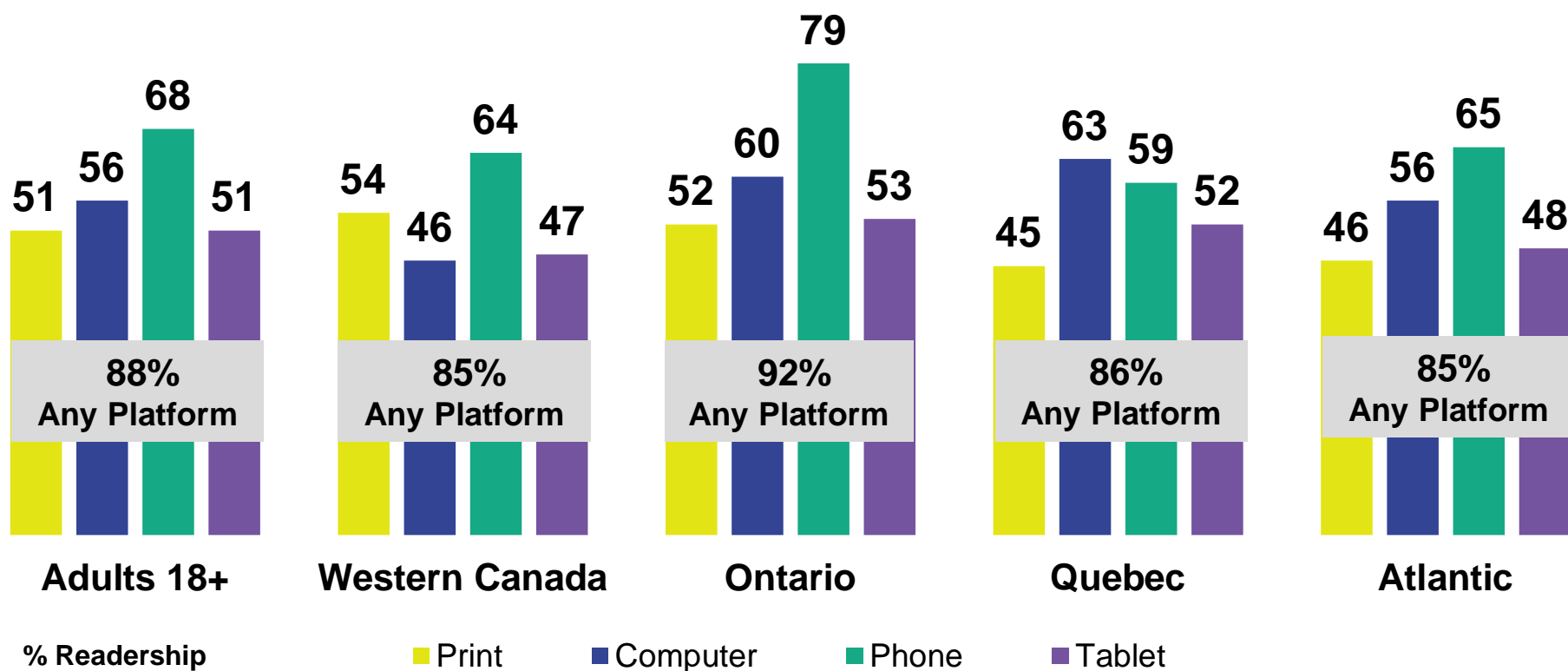
NINE OUT OF TEN CANADIANS READ NEWSPAPERS ON ANY PLATFORM

Millennials prefer reading on their phone. **Boomers** read on all platforms. **Adults 35-49 years old** over-index on digital platforms.



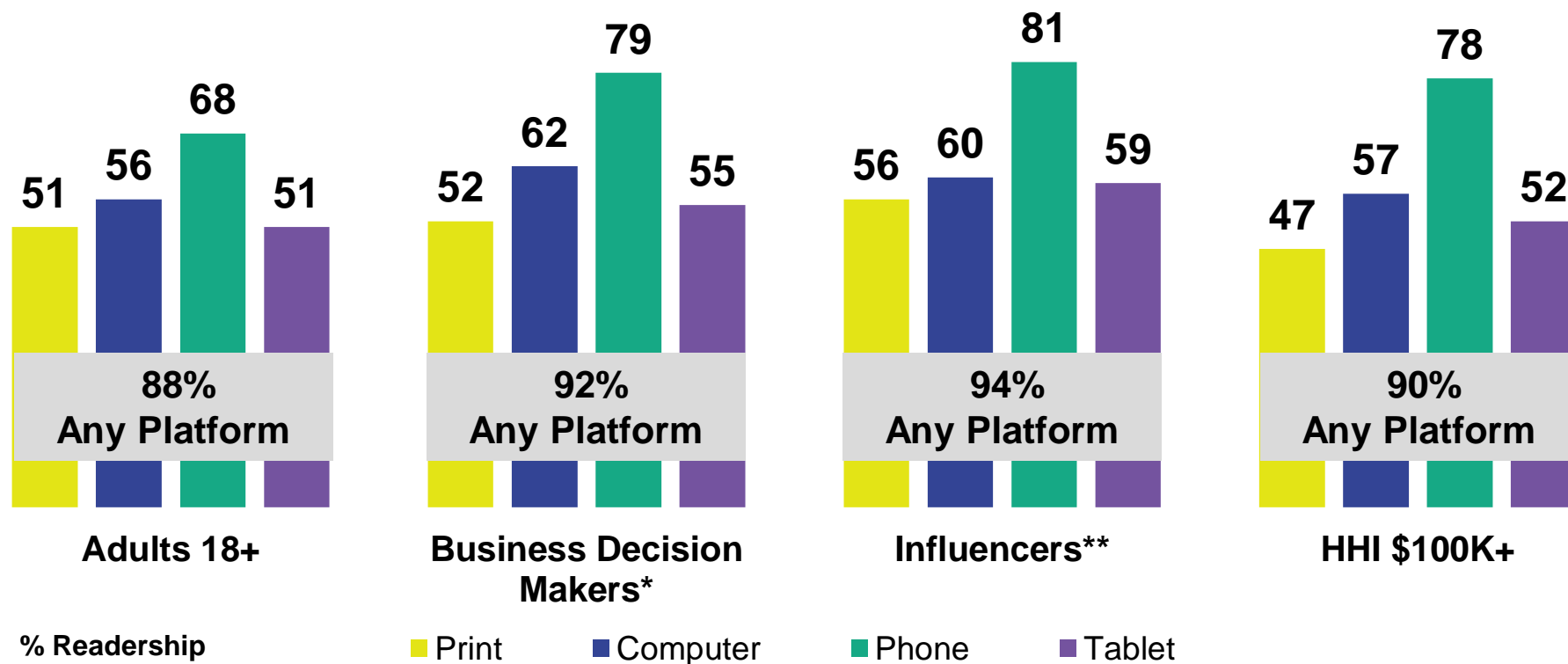
NEWSPAPER MEDIA REACH ALL TARGET GROUPS

Western Canadians are stronger readers of print. **Ontario** smartphone readership is significantly higher than average. **Quebec** readers are stronger digital readers. In **Atlantic** readers prefer digital platforms.



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.



Totum Research; Canadians 18+, weekly readership, March 2019

*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/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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