

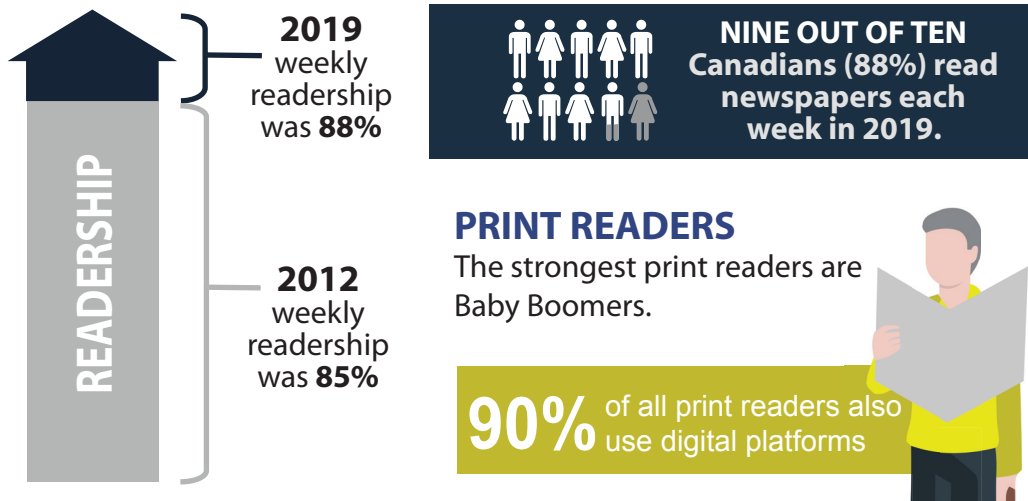
# NEWSPAPERS 24/7

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.



## CANADIANS ACCESS NEWSPAPERS ON BOTH PRINT AND DIGITAL PLATFORMS

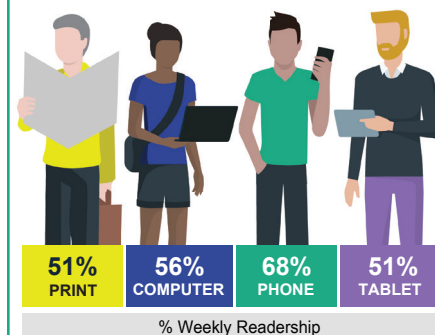
Rather than give up their printed reading habit, more and more readers are choosing tablets, computers and smartphones to read newspapers as well.

**52%**

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

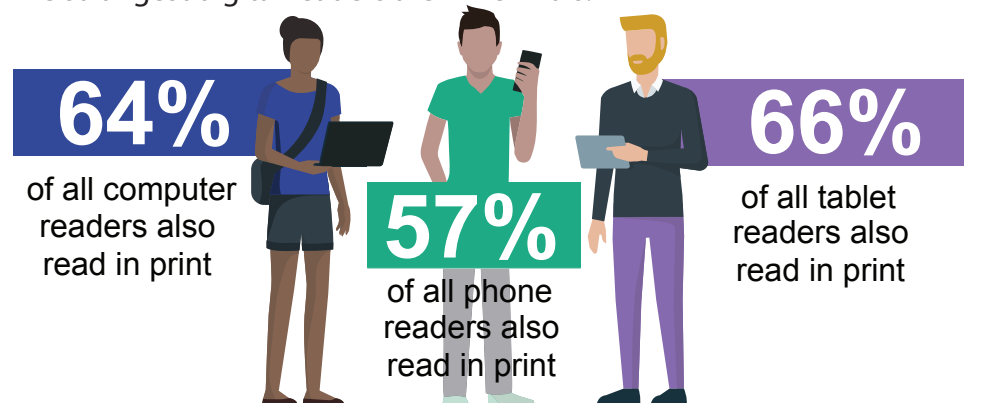
**88%**

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

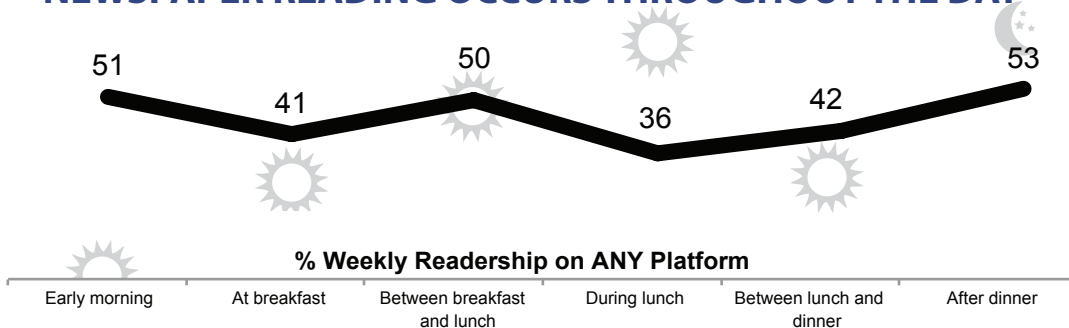


## DIGITAL READERS

The strongest digital readers are Millennials.



## NEWSPAPER READING OCCURS THROUGHOUT THE DAY



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

“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.”

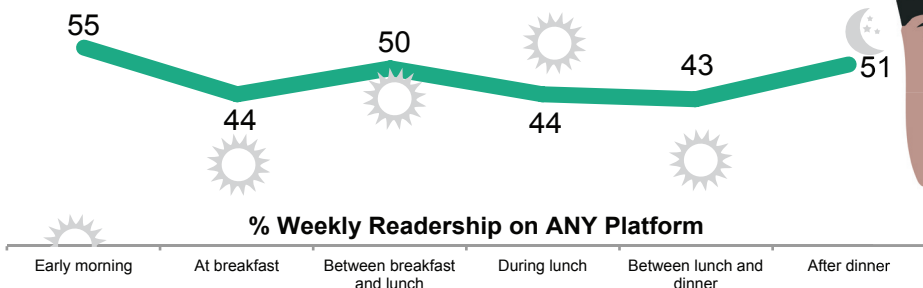
Bob Cox,  
Chair, News Media Canada Board

# NEWSPAPERS 24/7

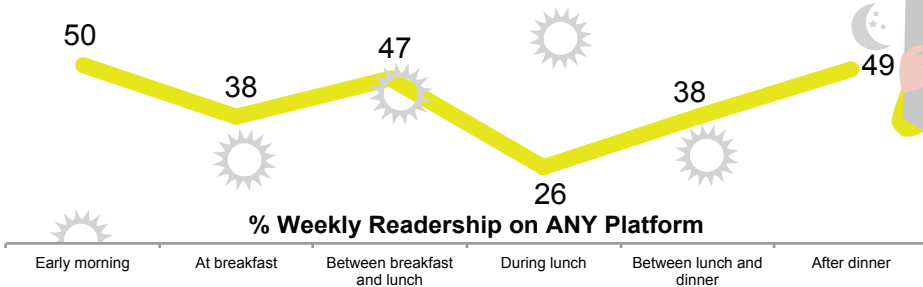
2019



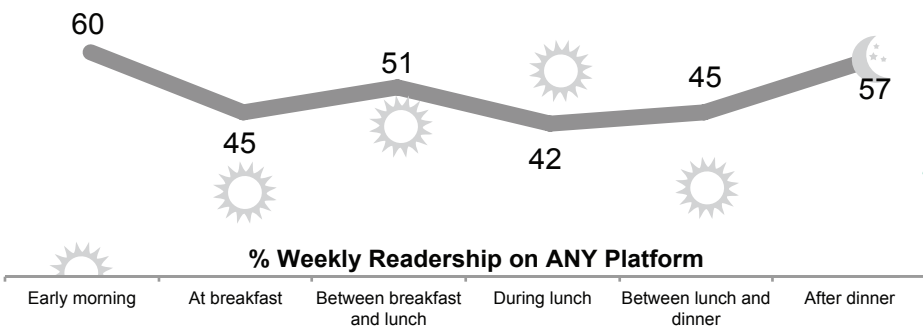
## MILLENNIAL READERSHIP PEAKS EARLY MORNING



## BOOMERS READ EARLY AND LATE IN THE DAY



## BUSINESS DECISION MAKERS\* ARE NEWS JUNKIES



“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

## NEWSPAPER READERSHIP IS STRONG ACROSS ALL DEMOS



### MILLENNIALS\*

34% of the population.  
88% read newspapers weekly.  
Primary platform is **Phone**.



### BOOMERS\*

37% of the population.  
90% read newspapers weekly.  
Primary platform is **Print**.



### BUSINESS DECISION MAKERS\*

37% of the population.  
93% read newspapers weekly.  
ALL platforms (“news junkies”)

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