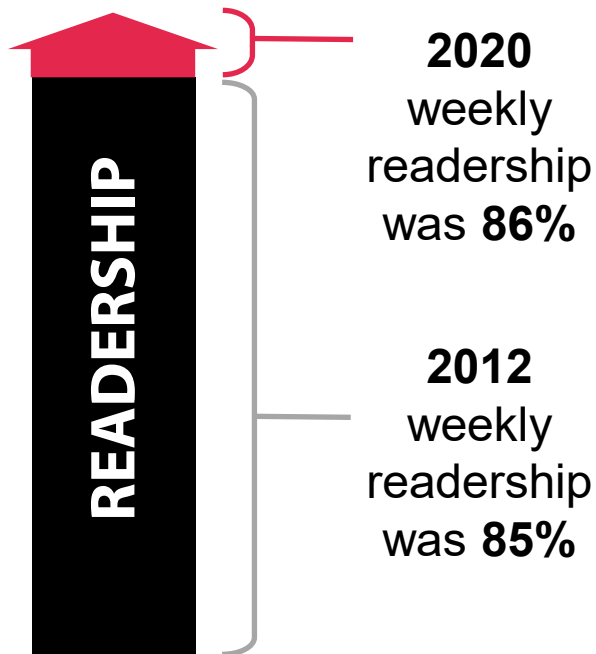


# Ten Tweetable Truths

February 2021

# 1 Almost nine in ten Canadians read a newspaper every week.

Access to digital platforms has only increased access to news content. More Canadians than ever are reading in print or digital formats.



**ALMOST NINE  
OUT OF TEN**  
Canadians (86%) read  
news media brands  
each week in 2020.



## 2 Readers choose multiple platforms to read newspaper content.



**82%** of print readers also read in digital.

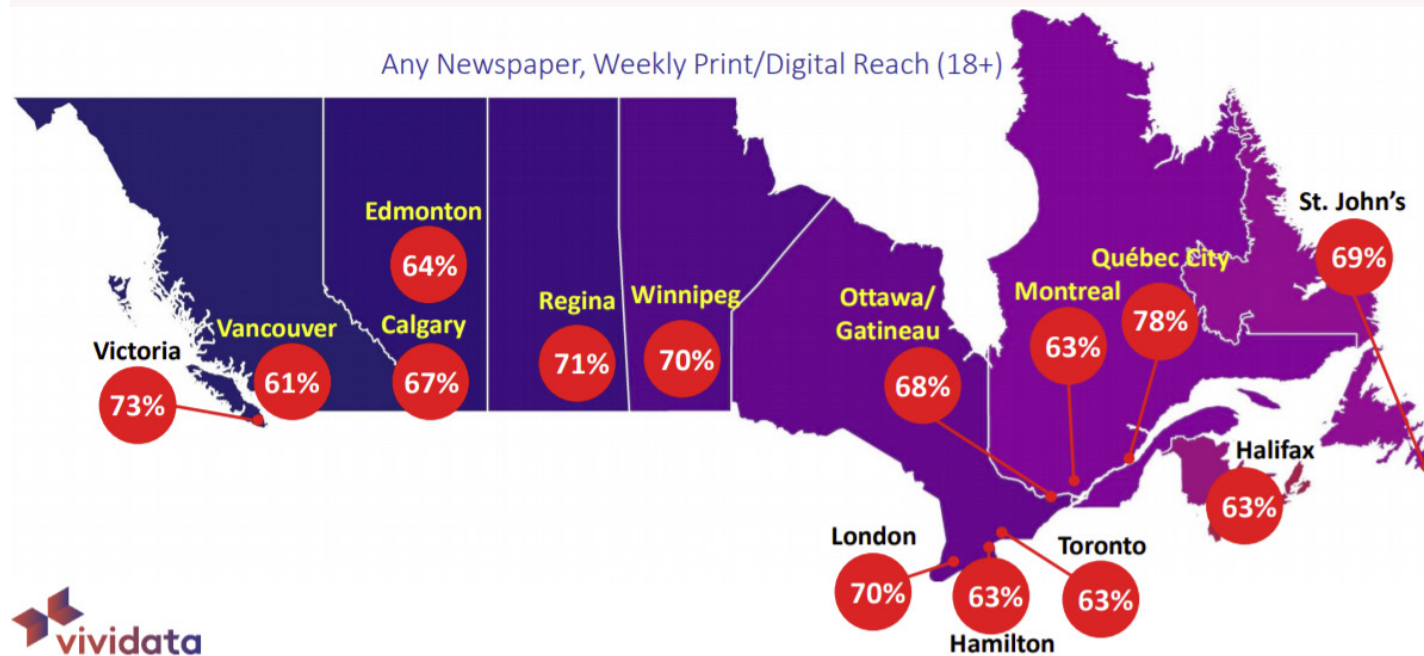


**70%** of digital readers also read in print.

# 3 Daily newspapers reach 3 in 5 adults across Canada weekly.

The highest newspaper reach is in Quebec City (78%),  
Victoria (73%), and Regina (71%).

On a weekly basis, **Daily Newspaper Brands**  
reach 3 out of 5 adults across Canada.



# ④ Young Adults read newspapers differently than older adults.

**Eight out of ten** Millennials (79%) use their phone to read news and keep up with current events.

And almost half of them also read printed newspapers.



# 5 Reliable journalism is essential.

**Eight in ten (82%)** Canadians feel that reliable journalism is an essential part of a democratic society and are concerned about the repercussions of fake news and it being used as a weapon.

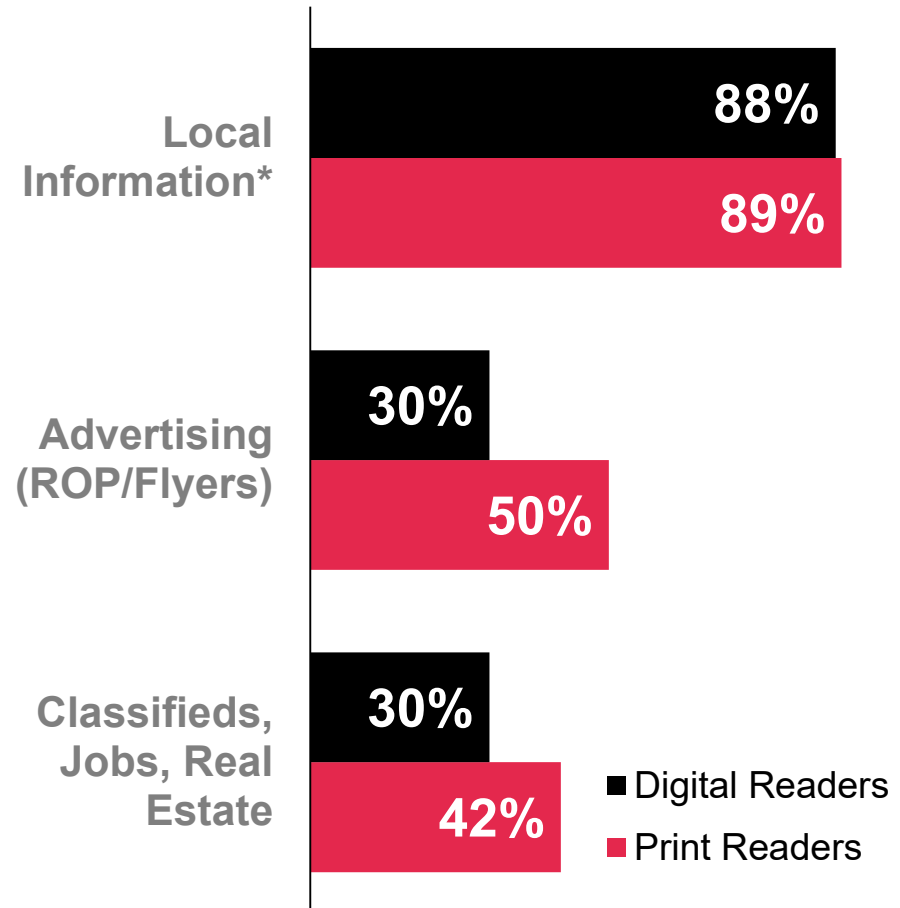


# 6 Local information is the main reason for reading community newspapers.

**Nine in ten (89%) print readers read for local information.**

Advertising is a key readership driver for printed newspaper readers.

- Half (50%) are reading for ROP/Flyers; and
- 42% read for classifieds, jobs, and real estate information.



# 7 Almost half of print community newspaper readers read for flyers.

**Eight in ten (77%) community newspaper readers use flyers to plan grocery purchases.**

Flyers are also used for entertainment/restaurants (56%), health/personal care (53%), and clothing (51%) purchases.



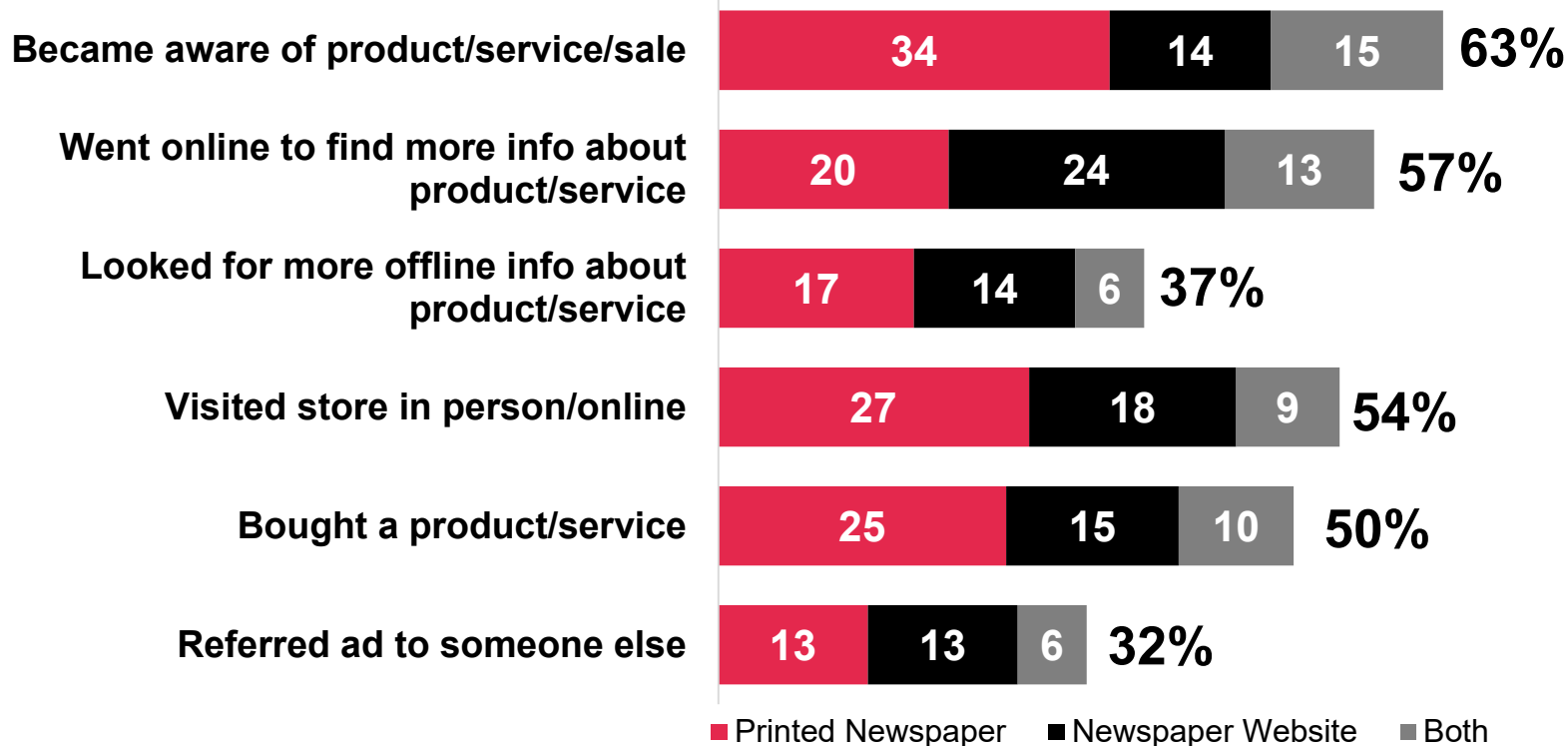


# 8 News media ads inspire action.



After being exposed to a news media ad, **57% of Canadians** went online for more information about a product/service and more than half (54%) visited a store.

## Actions Taken From Exposure to News Media Ads:

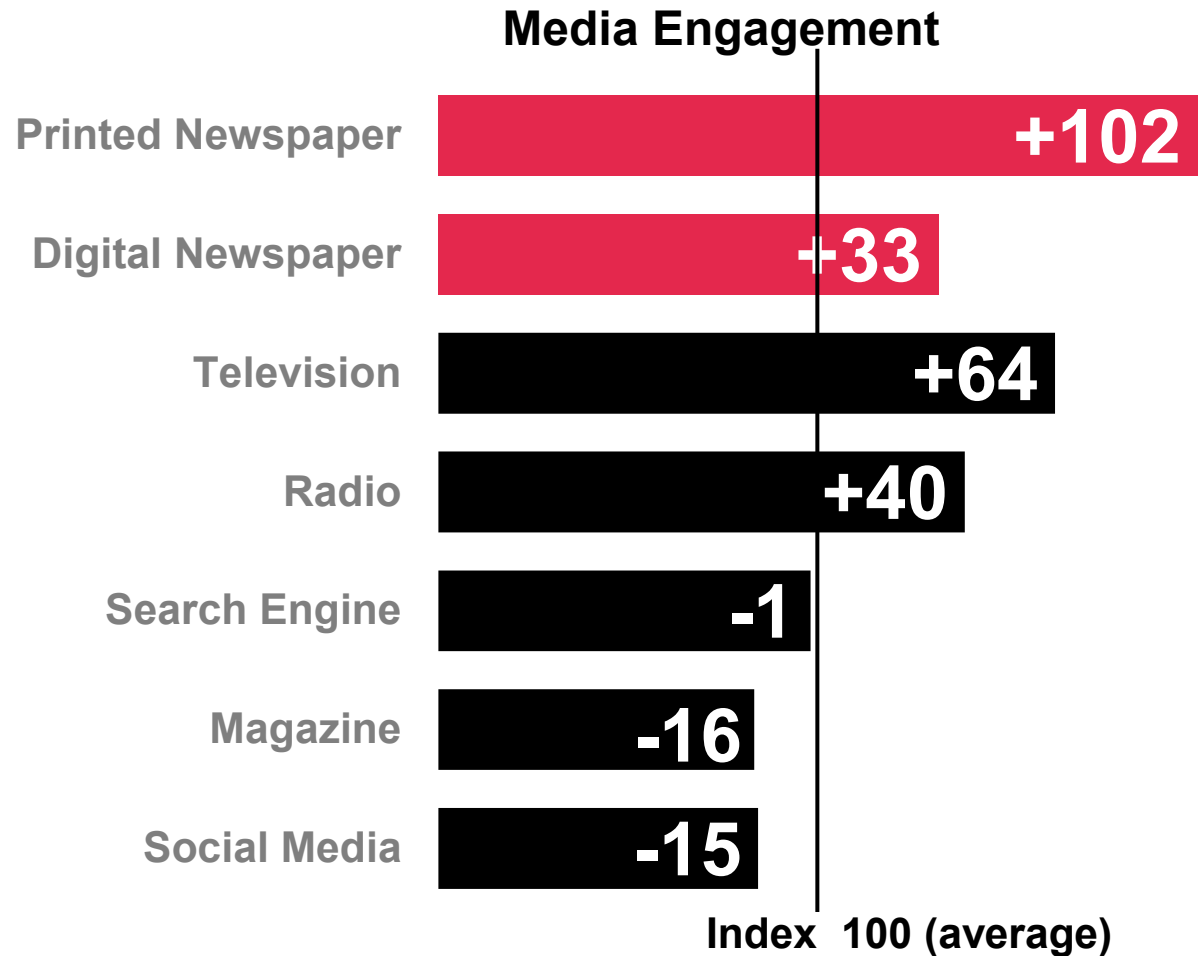


# 9 When reading a newspaper, Canadians give it full attention.

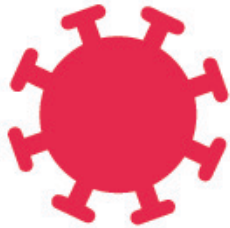
Printed newspapers score 102% above average for engagement, the highest of all media measured.

Engagement may be fractured with other media (*television, radio, magazines, search engine*).

Social media scored 15% below average in engagement.



# 10 Newspapers are an essential service.



**The COVID-19 pandemic has made it clear to Canadians that they rely on news media.**

A third started reading newspapers in print or digital, and more than four in ten plan to continue reading newspapers to the same degree post-pandemic.



# Ten Tweetable Truths

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