

CANADA'S NEWS MEDIA. CHAMPION THE TRUTH.



NEWS MEDIA READERSHIP GROWTH¹

Access to digital news platforms has only increased Canadians' access to news content, particularly during the COVID-19 pandemic. Consequently, more Canadians than ever are reading news media, in print or digital formats.



2020 weekly readership was **86%**

2012 weekly readership was **85%**



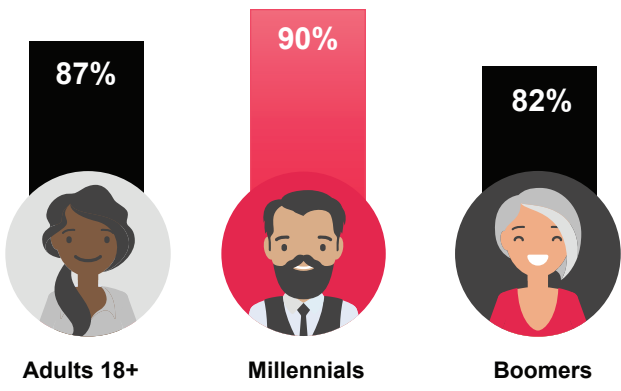
ALMOST NINE OUT OF TEN

Canadians of all ages read news media brands each week in 2020.



NEED TO REACH MILLENNIALS?¹

New survey results show that nine out of ten millennials read newspapers in print or digital formats.



Total Weekly Newspaper Readership (Print + Digital)

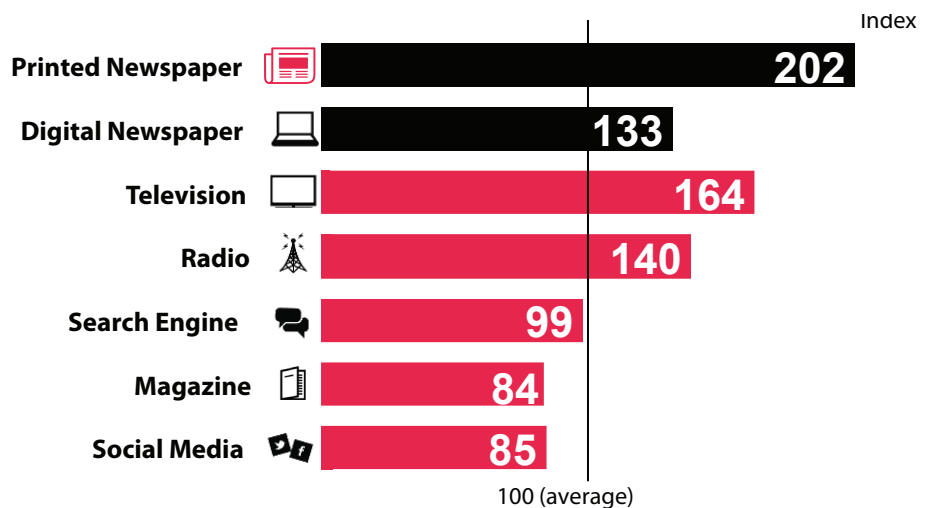
79% of Canadians are concerned about the repercussions of fake news and it being used as a weapon.²



Eight in ten (82%) Canadians feel that reliable journalism is an essential part of a democratic society.²

NEWSPAPERS SCORE HIGH ON ENGAGEMENT³

When reading a newspaper, Canadians give it their full attention, compared to other media where attention may be fractured.



For more information, go to www.newsmediacanada.ca

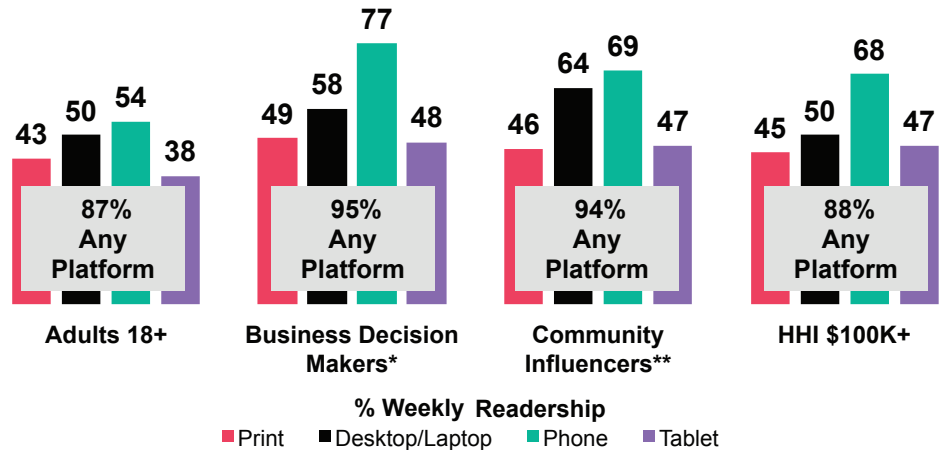
Sources:
 1-Totum Research; Canadians 18+, weekly readership, November 2020
 2-Totum Research, Canadians 18+; February 2020
 3-Totum Research: Canadian Adults 18+ Engaged and Connected, February 2019
 Canadians were surveyed on 7 metrics for media engagement:
 1. It is trustworthy; 2. I feel a personal connection with the medium; 3. It inspires me; 4. It makes my life better; 5. It enhances my interaction with others; 6. It operates in an ethical manner and has the public's best interest in mind; 7. I go to the medium when I have time to myself.

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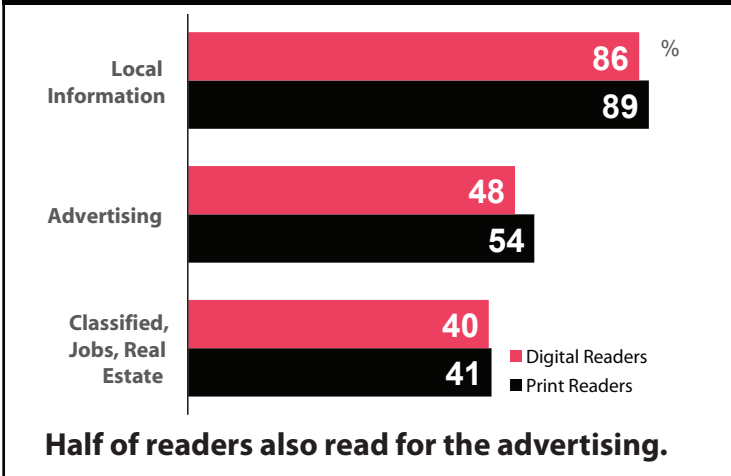


NEWSPAPER MEDIA REACH ALL TARGET GROUPS DURING COVID-19¹

Business Decision Makers*, Community Influencers** and adults with household incomes \$100K+ read most on their phone but have among the highest overall readership on any platform. All these groups over-index on every platform.

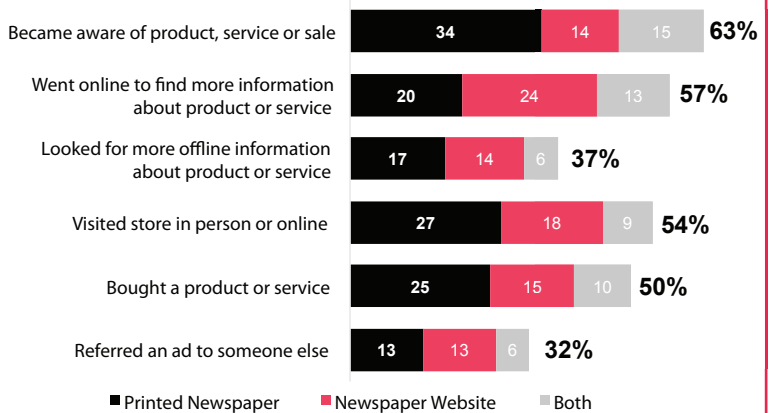


LOCAL INFORMATION IS THE MAIN REASON FOR READING COMMUNITY NEWSPAPERS⁴



NEWS MEDIA ADS INSPIRE ACTION⁵

Actions Taken From Exposure to News Media Ads – Adults 18+



METHODOLOGY

TIMING AND SAMPLE SIZE

February 2019 (n=800)
 February 2020 (n=800)
 November 2020 (n=855)

NATIONAL SCOPE

63% English
 37% French

ONLINE PANEL

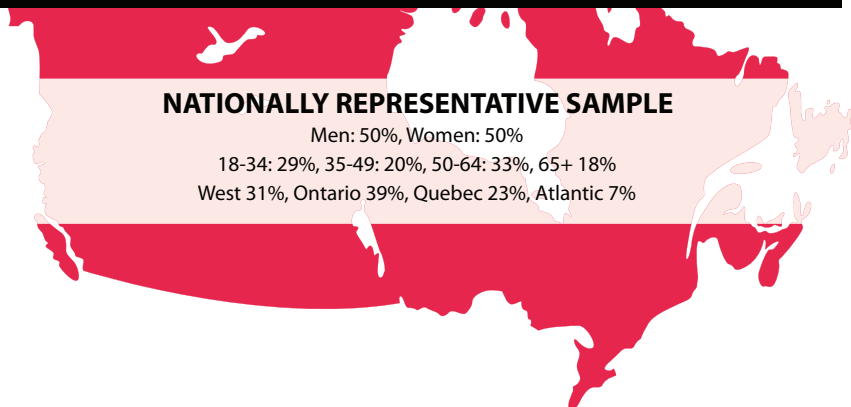
Online interviews conducted with adult Canadians

STUDY MANAGEMENT

Totum Research

MARGIN OF ERROR

±3.1% at the 95% confidence level



For more information, go to www.newsmediacanada.ca

Sources:

1-Totum Research; Canadians 18+, weekly readership, November 2020
 4-Totum Research, Canadians 18+, Readers of Community Newspapers in Print and/or Digital Platforms, February 2019
 5-Totum Research, Canadians 18+; Readers of any newspaper in past week; February 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 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