

NEWSPAPERS 24/7: 2022

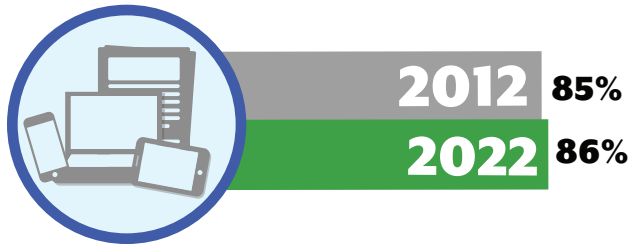
SPARK CONVERSATION



A DECADE OF CHANGE

Many things have changed in the 10 years since the first Newspapers 24/7 study was released in 2012.

Weekly newspaper readership essentially remains the same.



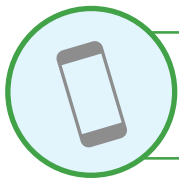
"How" Canadians read their news has changed.



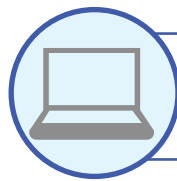
ALMOST NINE OF TEN CANADIANS (86%) READ A NEWSPAPER ON ANY PLATFORM EACH WEEK



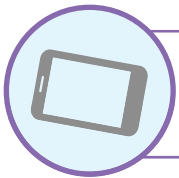
NEWSPAPER READERSHIP IS DIFFERENT BY PLATFORM AND TIME OF DAY



Reading newspaper content on a **phone** is constant throughout the day for "on-the-go" access to information.



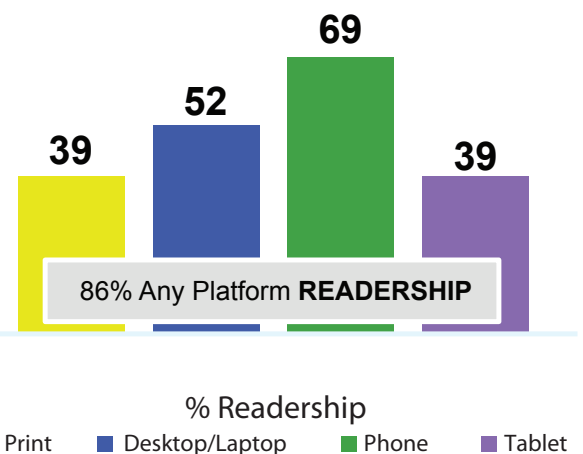
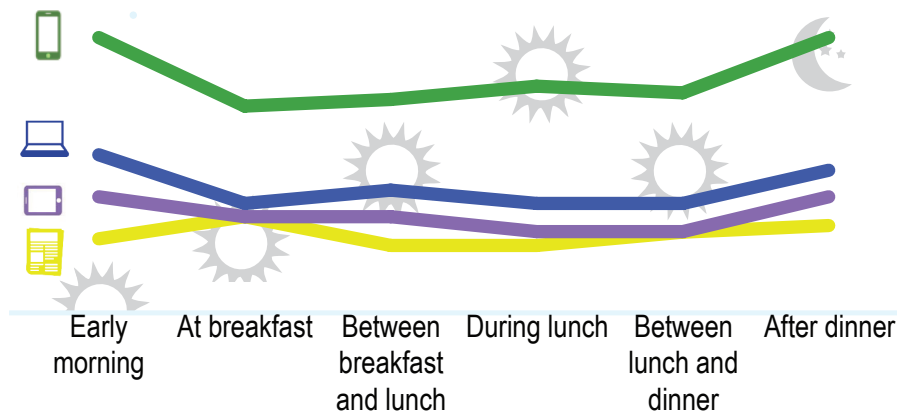
Desktop/Laptop reading is strongest early in the day and again after dinner.



Tablet is an early morning and evening device for accessing more detailed newspaper content.



Print readership peaks at breakfast, as the day starts.



For more information, go to www.newsmediacanada.ca

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SPARK CONVERSATION



NEWSPAPERS AND THEIR DIGITAL PRODUCTS PROVIDE A TRUSTED ENVIRONMENT



Editorial content in newspapers and their digital products, is the most trusted. This level of trust extends to advertising, creating a “safe” space for readers and advertisers.

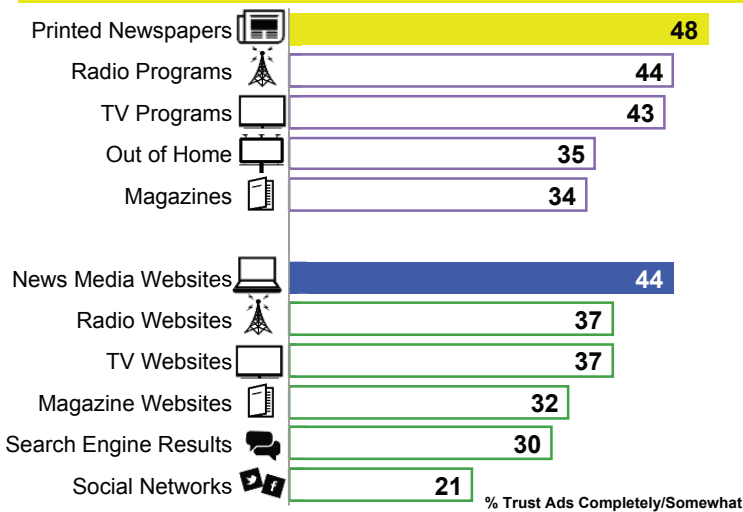


Looking for a trusted environment for your ads? Printed newspaper ads consistently rate highest among Canadians. Almost half (48%) trust printed newspaper ads.

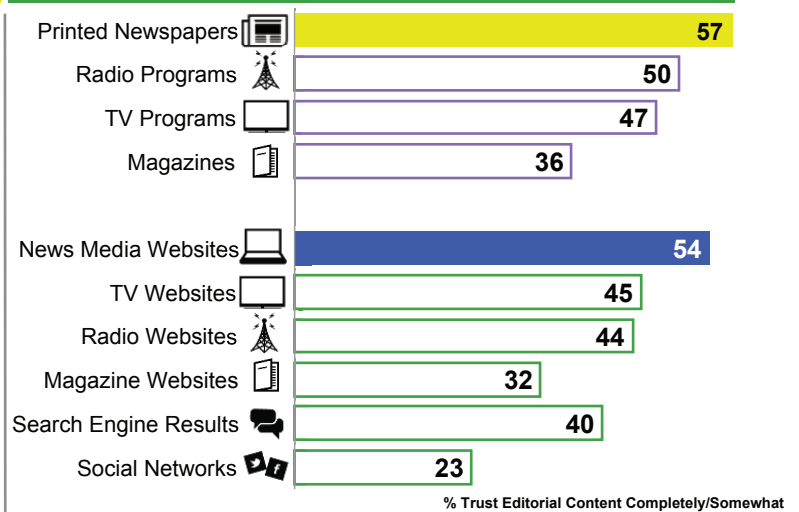


Digital newspapers ads are the most trusted of all digital ad formats. Social media ads continue to rank the lowest.

PRINTED NEWSPAPER ADVERTISING IS THE MOST TRUSTED



NEWSPAPER EDITORIAL CONTENT IS THE MOST TRUSTED



STUDY DETAILS

STUDY TIMING

November-December 2021

ONLINE PANEL

825 online interviews conducted with adult Canadians

NATIONAL SCOPE

78% English
22% French

STUDY MANAGEMENT

Totum Research

MARGIN OF ERROR

±3.4% at the 95% confidence level

NATIONALLY REPRESENTATIVE SAMPLE

Men: 50%, Women: 50%
18-34: 29%, 35-49: 20%, 50-64: 33%, 65+ 18%
West 31%, Ontario 39%, Quebec 23%, Atlantic 7%

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