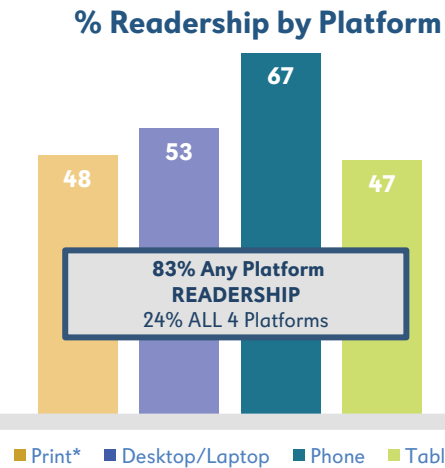
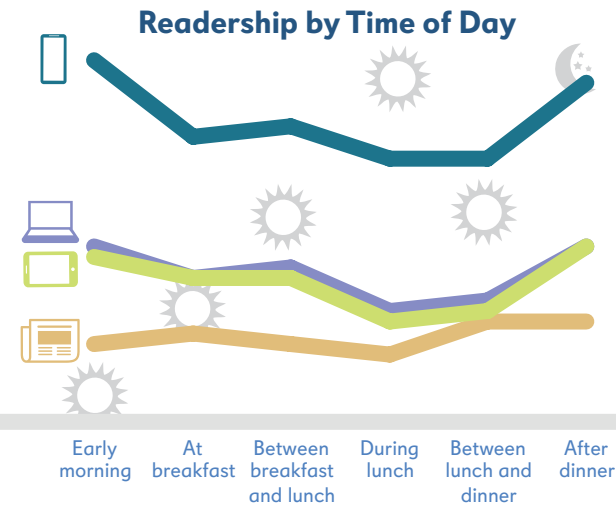


On The Same Page



Every week almost **30 million** newspapers are delivered across the country. Four out of five people in Canada (83%) read newspaper content weekly and trust the content they read, in print and digital formats. Newspapers in print and in digital are an effective advertising medium, no matter who you're trying to reach.

Four in five Canadians read newspapers weekly.



Newspaper readership is multi-platform.

There are many ways to read newspapers today.

24% of adults access content across both print and digital platforms. Almost all readers (**97%**) access newspapers digitally on a phone, computer or tablet. More than half (**58%**) of all readers are still reading in print, including e-papers.

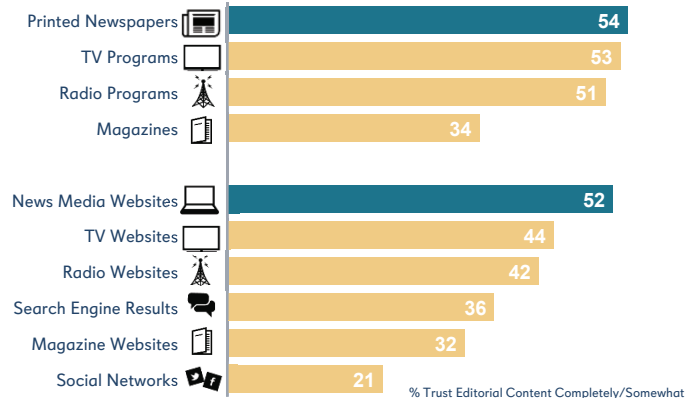


Canadians trust newspaper content.

Six in ten Canadians trust printed newspaper or news media website content.

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

54% of Canadians trust editorial content in printed newspapers compared to only 21% trust in social media content.



For more information, go to newsmediacanada.ca

On The Same Page



Three-quarters (**74%**) of newspaper readers believe it is important to support the advertisers in their local newspapers.

Local information keeps readers connected to their communities.

Nine in ten (**92%**) print community newspaper readers read for **local information** and half (**49%**) read for **advertising** including flyers. Newspapers have an unwavering commitment to serving and supporting their readers and the businesses that sustain those communities.

Local Information*



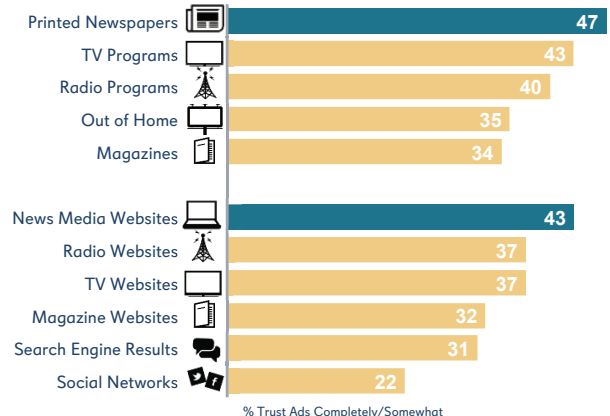
Advertising (Flyers/ROP)



Classified/Real Estate/Jobs



Newspaper ads are most trusted.



Ads in **printed newspapers** are trusted more than any other format (**47%**). And advertising on **news media websites** is the most trusted digital format (**43%**). **Combined**, printed newspaper or digital news media website ads are trusted by **50%** of all adults.

Study Details

Study Timing

November-December 2022

Online Panel

2,755 online interviews conducted with adult Canadians

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±1.9% at the 95% confidence level

Nationally Representative Sample

Men 48%, Women 52%

18-34: 40%, 35-49: 20%, 50-64: 27%, 65+ 13%

West 22%, Ontario 23%, Quebec 37%, Atlantic 18%

Weighted Sample

Men 50%, Women 50%

18-34: 27%, 35-64: 50%, 65+ 23%

West 32%, Ontario 39%, Quebec 23%, Atlantic 6%

This is the 9th Newspapers 24/7 research study conducted on behalf of News Media Canada since 2012.

This fact sheet has been produced with the new **Champions** font, developed to celebrate and support the news media industry. **Champions** is a geo-humanist font incorporating humanistic traits and highly geometric shapes.

Download for free at www.nationalnewspaperweek.ca