

On The Same Page



Four in five Canadians (83%) read newspapers each week across Canada – either in print or digital format.



Newspaper readership has become truly multi-platform with 24% of readers accessing content across four platforms (print, computer, tablet and phone).

On the same page.



As readers continue to shift to digital formats, newspapers are evolving to engage with readers in new ways.

The e-paper* is a digital version of the printed newspaper, ads and all!

Print advertisers can benefit from additional digital exposure (at no extra cost); their print ad appears in the digital e-paper* looking the same as in the printed newspaper.

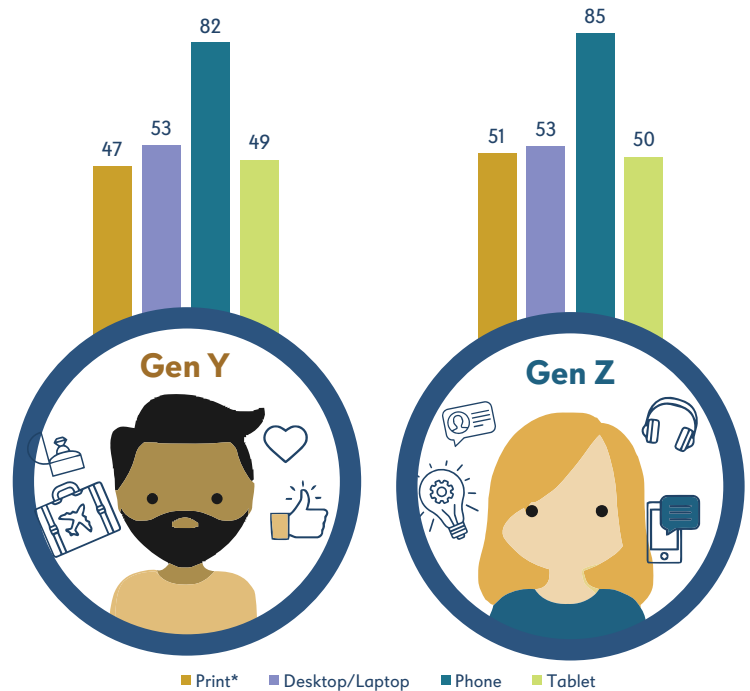


Gen Y and Gen Z read newspapers.

Younger readers (Gen Z and Gen Y/Millennials) are strong readers of newspapers in digital and print, driven by access on their phones. They are active in exploring alternate ways of accessing newspaper content like e-papers, podcasts and smart speakers.

89% Any Platform READERSHIP
26% ALL 4 Platforms

87% Any Platform READERSHIP
33% ALL 4 Platforms



For more information, go to newsmediacanada.ca

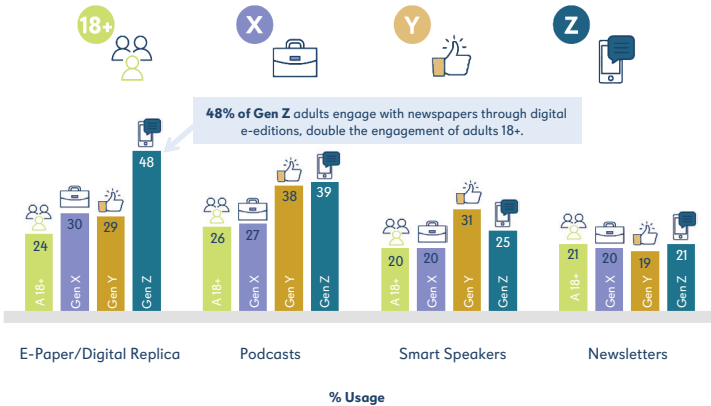
On The Same Page



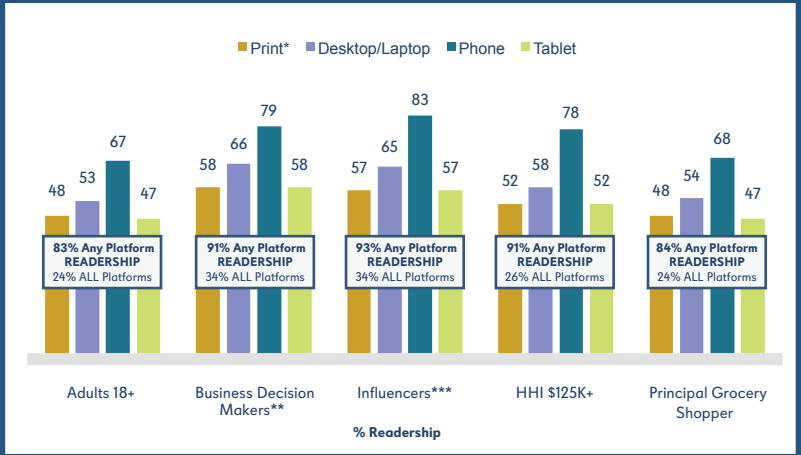
Younger readers (Gen Z/Gen Y) are strong readers of print/digital newspapers and active in exploring alternate ways of accessing newspaper content like e-papers*, podcasts and smart speakers.

Gen X born 1966-1979 (age 43-56)	Gen Y / Millennials born 1980-1995 (age 27-42)	Gen Z born 1996-2003 (age 19-26)
--	--	--

Different generations access newspapers in new ways.



Readership is strong across all target groups.



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

Source: Totum Research; Canadians 18+, weekly readership, December 2022

*Printed newspaper + e-paper (digital pdf replica or e-edition)

**Canadian professionals, senior management/executives and business owners/self-employed

***Influencers – 3+ statements: Find new product + typically recommend to others; Keep informed about new products/services; People frequently ask for their advice; Always first to try new products/services; Frequently share information about products/services on social media

