

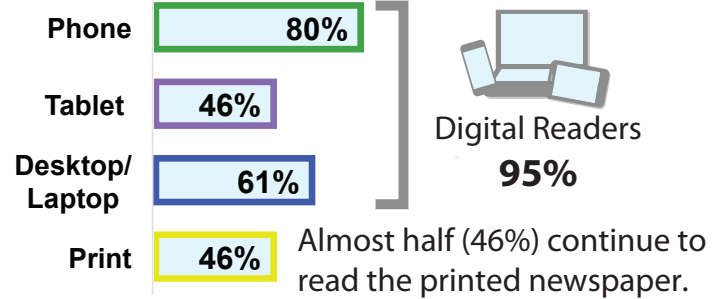
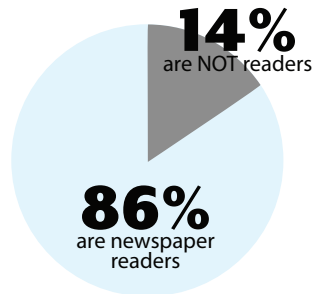
NEWSPAPERS 24/7: 2022

SPARK CONVERSATION

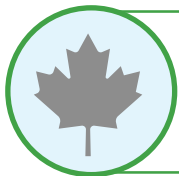


NEWSPAPER READERSHIP IS STRONG

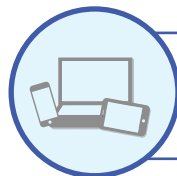
The majority of newspaper readers (95%) access newspaper content digitally. Digital readers are more likely to read on all four platforms.



NEWSPAPER READERS CHOOSE DIGITAL AND PRINT PLATFORMS



86% of Canadian adults read newspaper content each week in print, on their desktop/laptop, on their phone or on their tablet.



95% of readers choose to read on digital platforms.



46% of readers continue to read printed editions.



25% of readers are reading newspaper content on ALL four platforms.

READERS WANT LOCAL INFORMATION

Printed community newspaper readers are looking for LOCAL information (editorial, events, entertainment, sports, news) to stay connected to their community.

Local Information

82%



Eight in ten (82%) print readers read for local information. In many cases local coverage cannot be found anywhere else.

Advertising (Flyers/ROP)

51%

Advertising is also a key readership driver for printed community newspaper readers. Half (51%) are reading for Run of Press advertising as well as Flyers/Inserts; and 44% read for classifieds, jobs, and real estate information.

Classified/Real Estate/Jobs

44%

For more information, go to www.newsmediacanada.ca

NEWSPAPERS 24/7: 2022

SPARK CONVERSATION



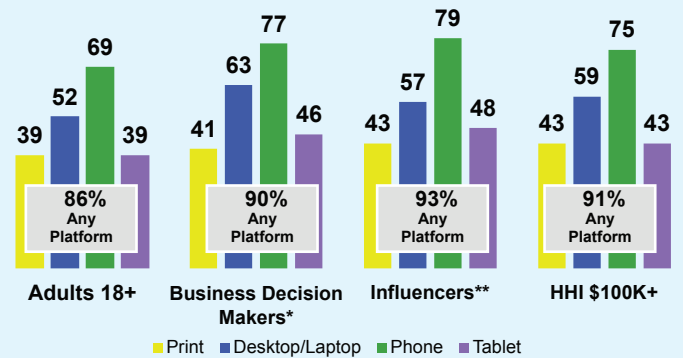
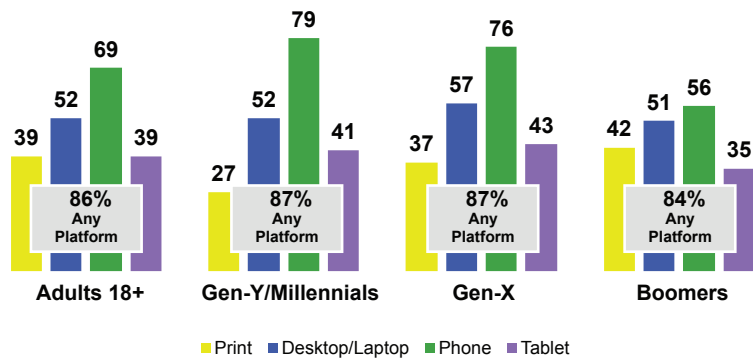
NEWSPAPERS REACH ALL DEMOGRAPHICS



Gen-Y/Millennials prefer to access newspaper content on their **phones** but still use other platforms. **22% use all four platforms.**

Boomers are the strongest **print readers** but make use of all platforms throughout the day.

High income earners, Influencers and Business Decision Makers*** are dedicated newspaper readers – **90% or more** access news on a combination of **print and digital platforms.**



Millennials/Gen-Y and **Gen-X** read most on their phone but still read on all the other platforms. **Boomers** still choose print more than any other demographic.

Business Decision Makers*, Influencers** and **adults with household incomes \$100K+** read most on their phone but have the highest overall readership on any platform of all target groups. They all over-index on print readership.

STUDY DETAILS

STUDY TIMING

November-December 2021

ONLINE PANEL

825 online interviews conducted with adult Canadians

NATIONAL SCOPE

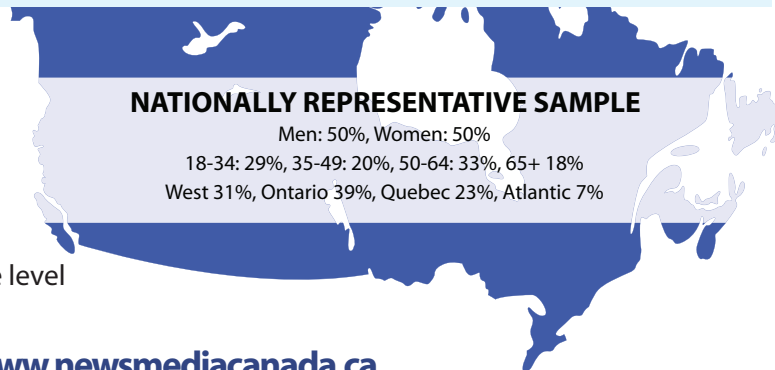
78% English
22% French

STUDY MANAGEMENT

Totum Research

MARGIN OF ERROR

±3.4% at the 95% confidence level



For more information, go to www.newsmediacanada.ca

Totum Research; Canadians 18+, weekly readership, December 2021.

*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
Millennials (1980-1995) 26-41 years; Gen-X (1966-1979) 42-55 years; Boomers (1946-1965) 56-75 years