

NEWSPAPERS WORK:

THE STRENGTH OF CANADIAN NEWSPAPERS

More time being spent with news

- vs. 2 years ago, 82% of Canadians are spending more/the same time with news vs. 18% stating less time with news²
- vs. 10 years ago, people are spending 67 minutes with news across various devices compare to 59 minutes
- The amount of time spent with news has increased for all demographics
- 73% check the news at least once per day
- 68% share a news story every day with friends

Newspapers are solid!

- 78% Canadians read a newspaper (print or online) each week
- This has remained stable for the past 5 years
- When phone and tablet are added, readership is boosted to 81%
- About a quarter of all advertising occurs in newspapers and on their sites (\$)
 - Matching that of TV advertising
 - Bigger than Magazines, Yellow pages, Direct mail and Outdoor combined!⁴

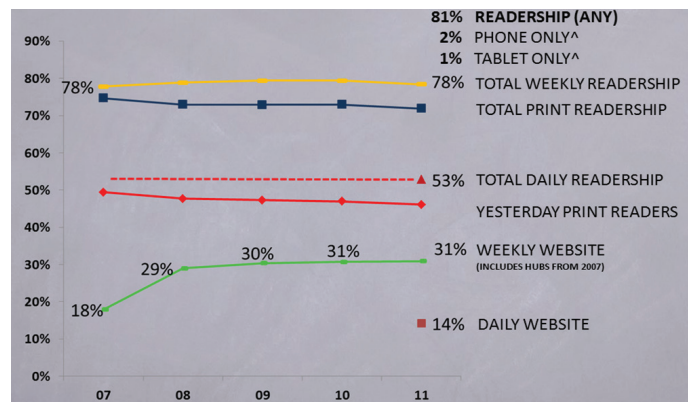
Canadians read newspapers on multiple devices

- Newspapers are embraced 6 times a day: twice a day in print, 2 times online, once on a tablet/reader and once on the phone.
- *'Established Success'* (aka print readers):
 - Skews 45+
 - High income (but not as high as other devices)
 - No kids at home (highest of all devices)
 The paper is read 2.7 times: in the morning (2) and the evening.
- *'Working Canadian'* (aka newspaper website readers)
 - This group is more likely employed but least likely a Business Decision Maker (vs. readers on other devices). They read 3.3 times (in order): evening, mid-morning and early morning.
- *'Mover & Shaker'* reads newspapers on a tablet/reader
 - High income
 - Under 45
 - More likely Business Decision Maker (highest of all devices)
 It is read 3.7 times: in the evening mostly and in the morning.
- *'Young Achiever'* reads newspapers/update via mobile phone
 - Employed (large proportion, more than other devices)
 - 18-34 (more than half, and more than other devices)
 - Kids at home (higher than other devices)
 The newspaper is read on the phone 4.3 times: spread evenly over the day.

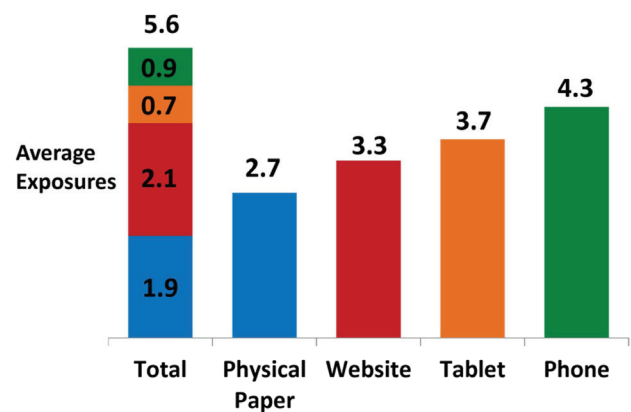
Amount of Time Spent with News
(minutes/day)¹

	2002	2012
Total	59	67!
18-29	38	45
30-39	57	62
40-49	56	71
50-64	71	76
65+	81	83

Readership of Canadian Newspapers³



Newspaper Readership Across Devices
(average week day exposures)²



Sources: 1 Pew Research 2012; 2 (and ^) Totum Research; Canadians 18+, November 2012; 3 NADbank 2011; 4 TVB 2012

For further industry information, go to www.newspaperscanada.ca



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