



Newspapers 24/7: 2023



Newspapers 24/7: 2023 in Summary



Every week in Canada almost 30 million newspapers (print/digital) are distributed across the country in markets large and small.



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).



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.



Editorial content in newspapers (print/digital) is trusted more than any other format; more than half say they trust news content from these outlets - ahead of TV, Radio and Social media outlets.

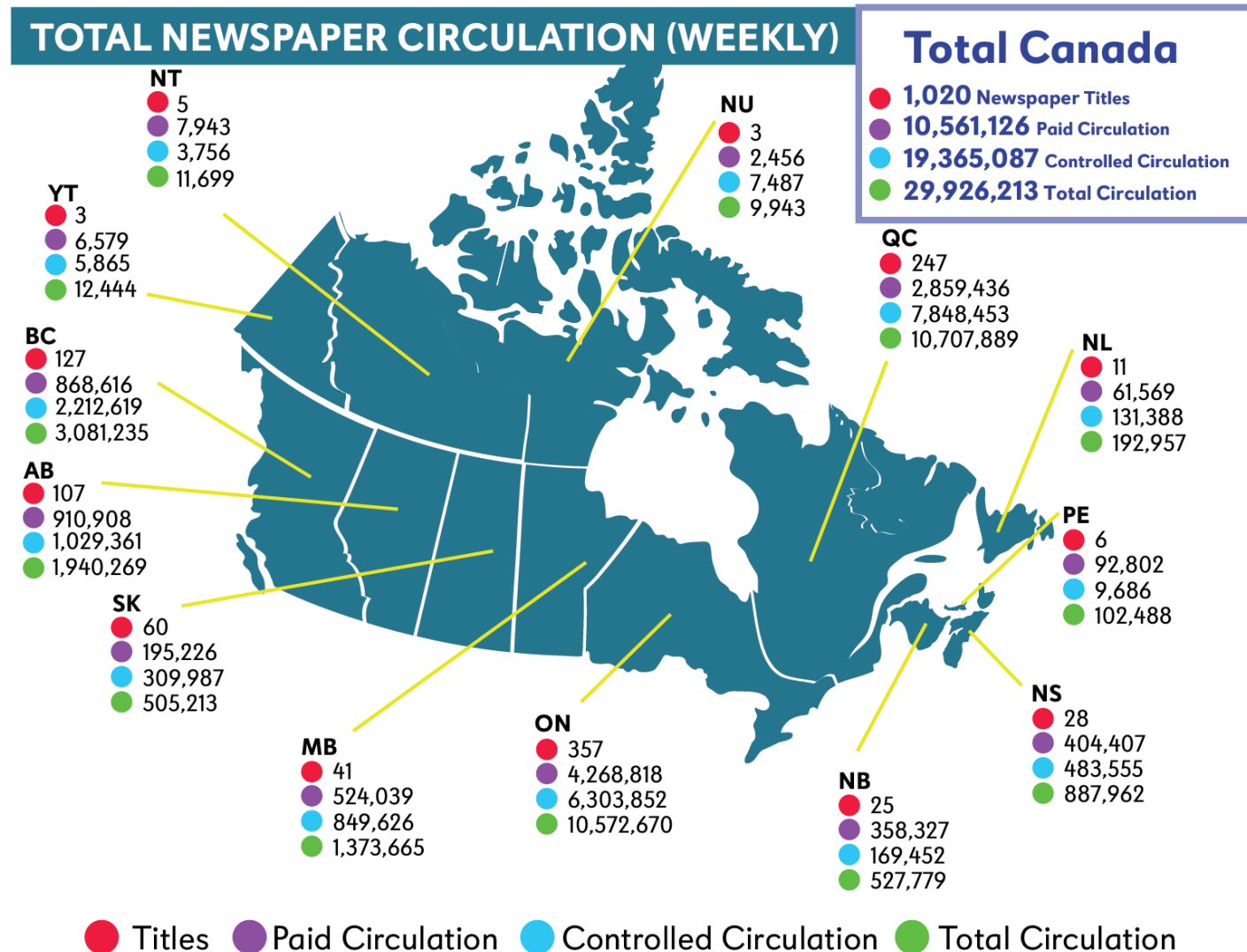


Nine in ten (92%) print community newspaper readers read for local information and half (49%) read for the advertising including flyers.

Each week almost 30 million newspapers are distributed across Canada.

Daily newspapers account for more than 16 million copies distributed weekly; the majority are paid.

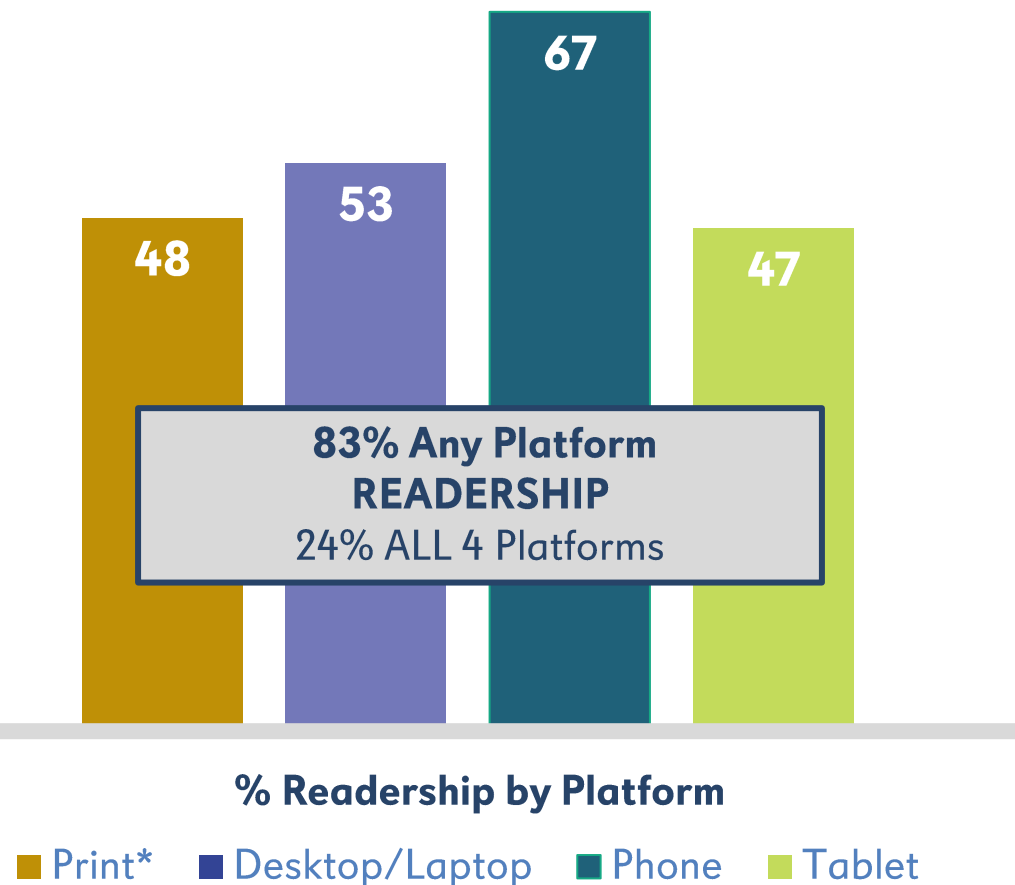
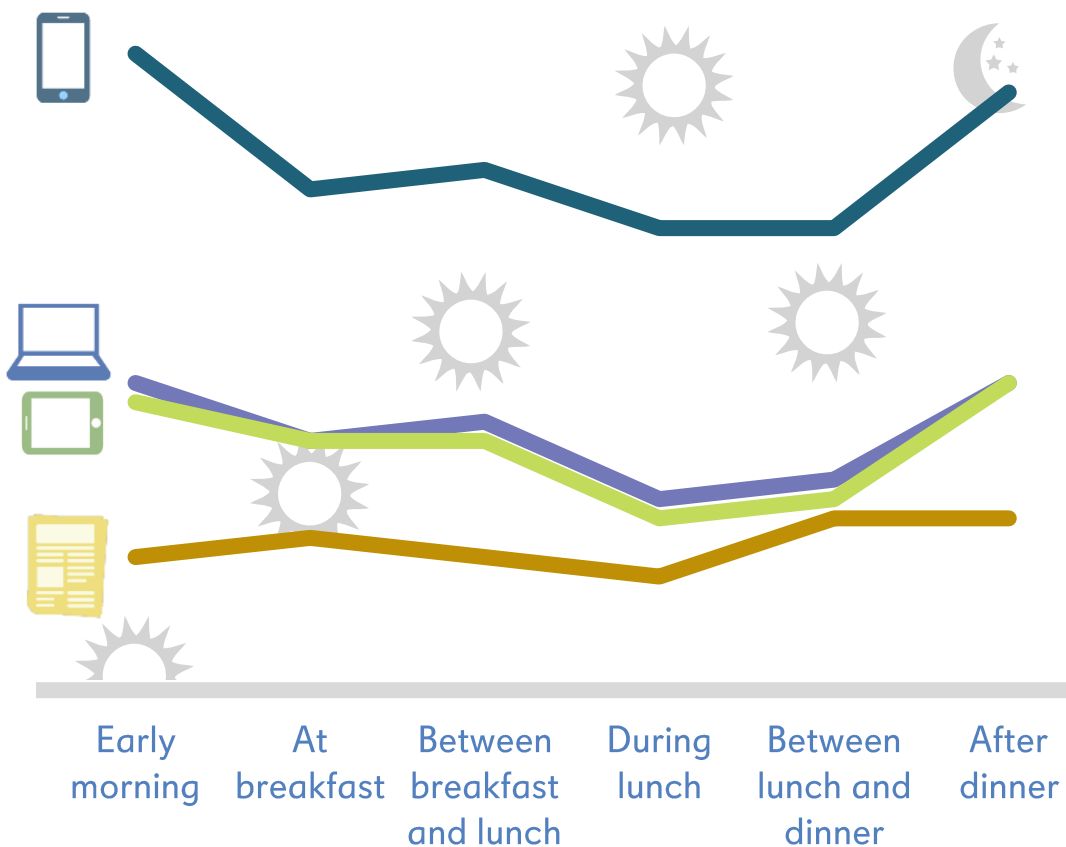
Community newspapers and their websites are hyper-local. They effectively represent the neighbourhoods they serve and are able to target these communities like no other medium. Almost 14 million community newspapers are circulated every week; the majority are free.





Four in five Canadians read newspapers weekly.

Readership by Time of Day



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.

Almost half (47%) of all readers are still reading in print, including e-papers*.



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.



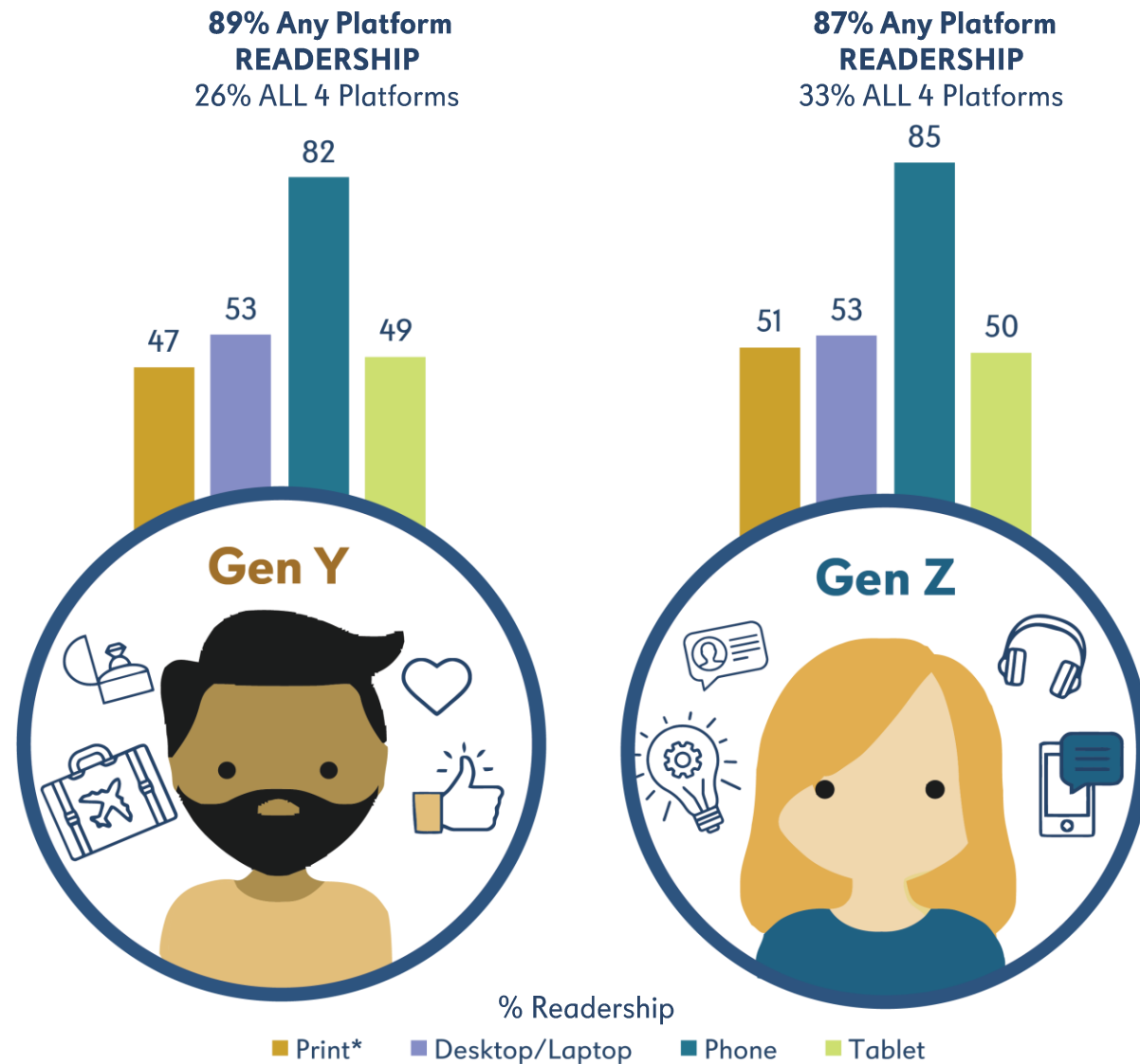
*e-paper = also known as a digital pdf replica or e-edition



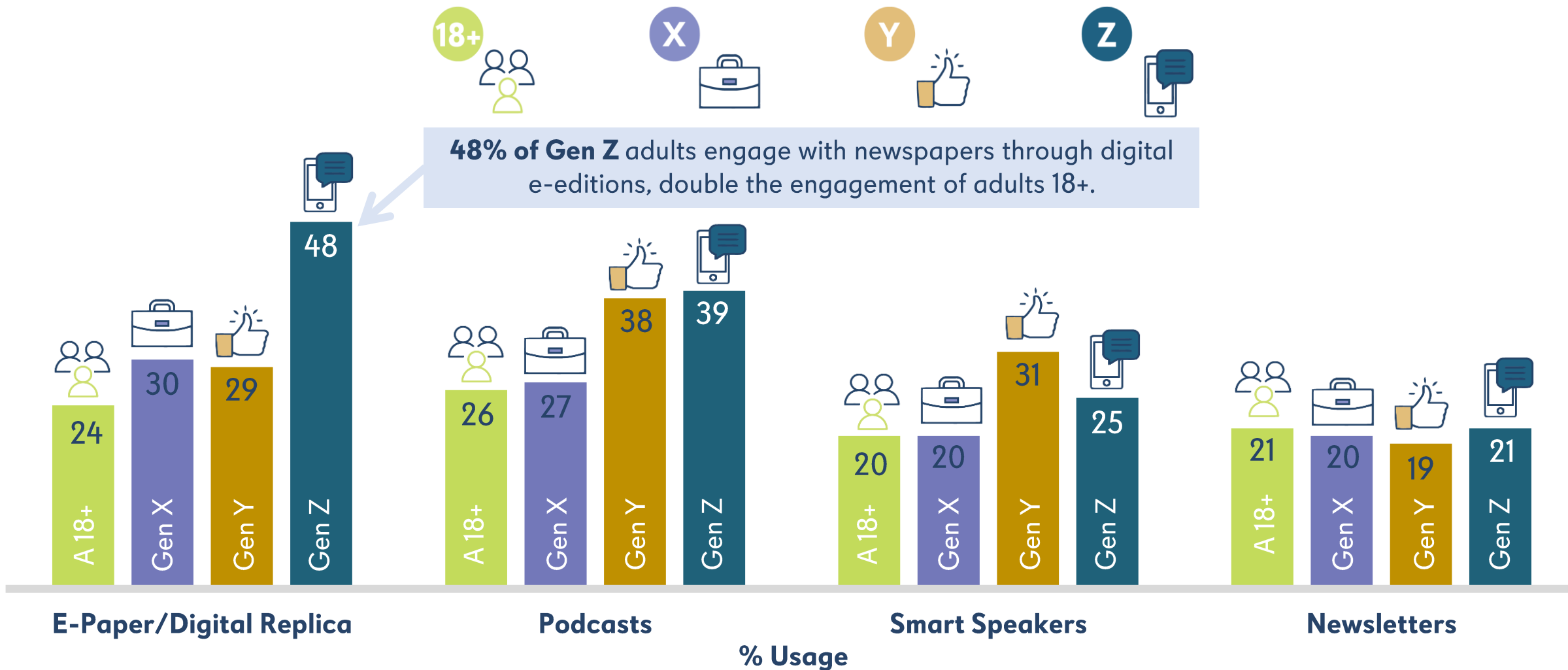
Gen Y and Gen Z read newspapers.

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.



Different generations access newspapers in new ways.

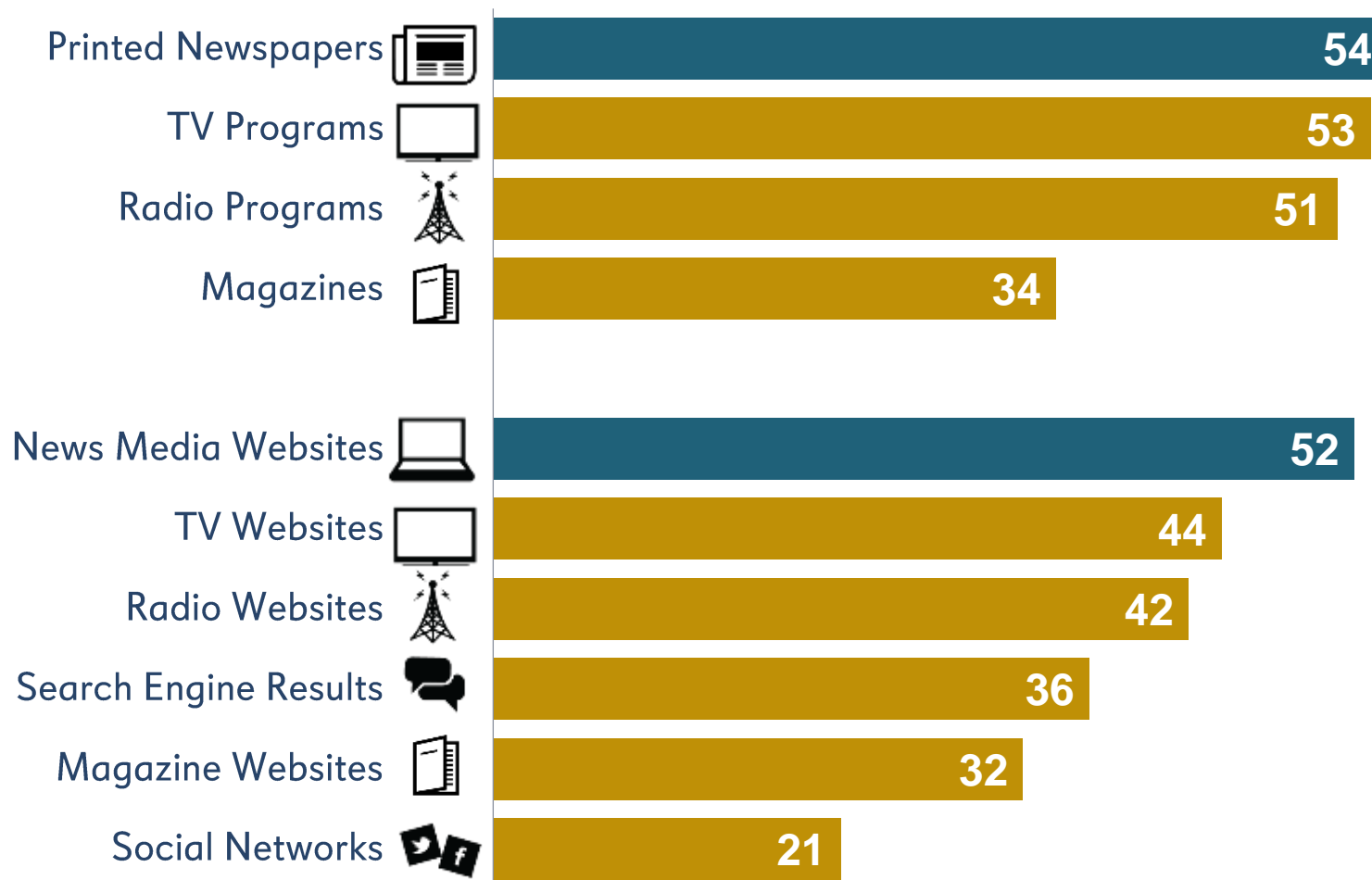


Canadians trust newspaper content.

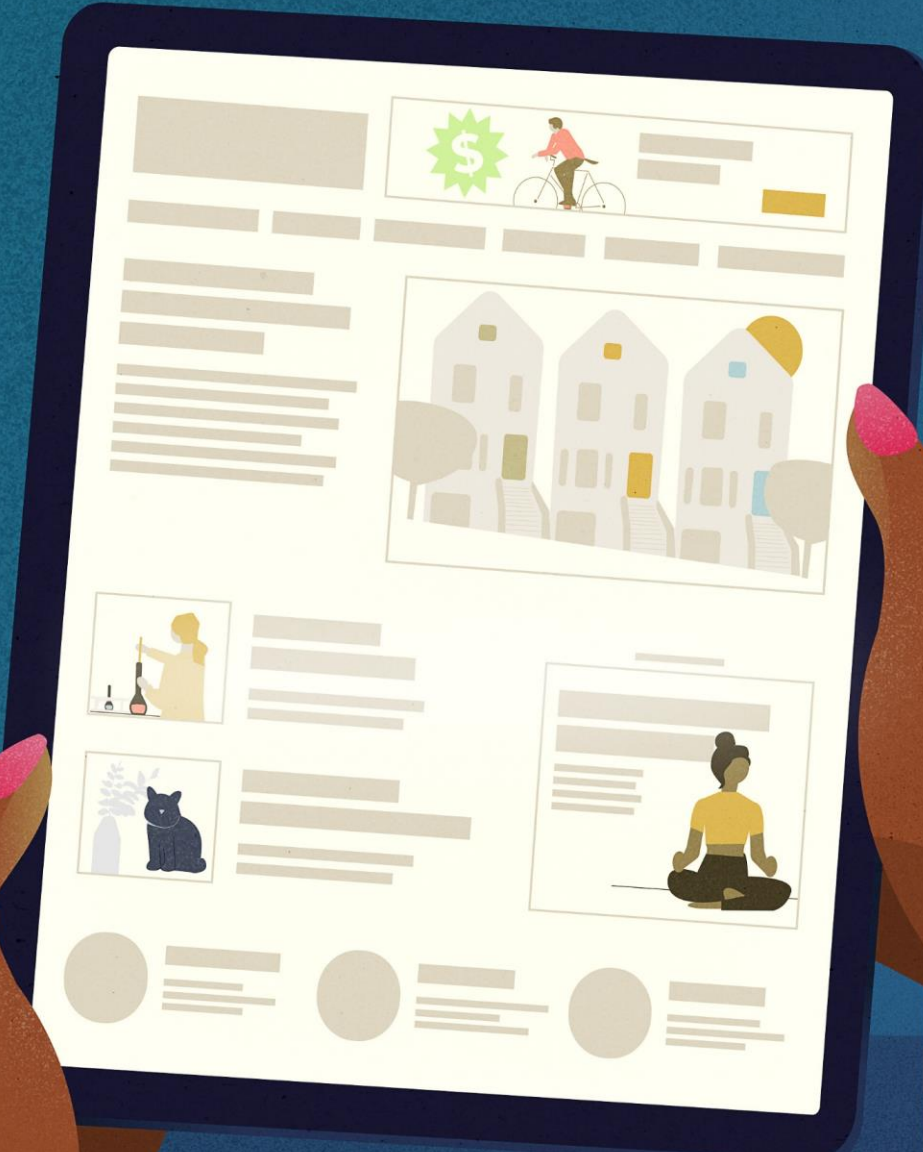
Six in ten Canadians trust printed newspaper or news media website content.

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.



% Trust Editorial Content Completely/Somewhat



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.

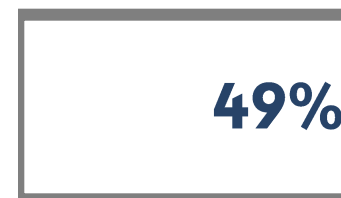
Newspapers have an unwavering commitment to serving and supporting their readers and the businesses that sustain those communities.

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

Local Information*



Advertising
(Flyers/ROP)



Classified/Real
Estate/Jobs

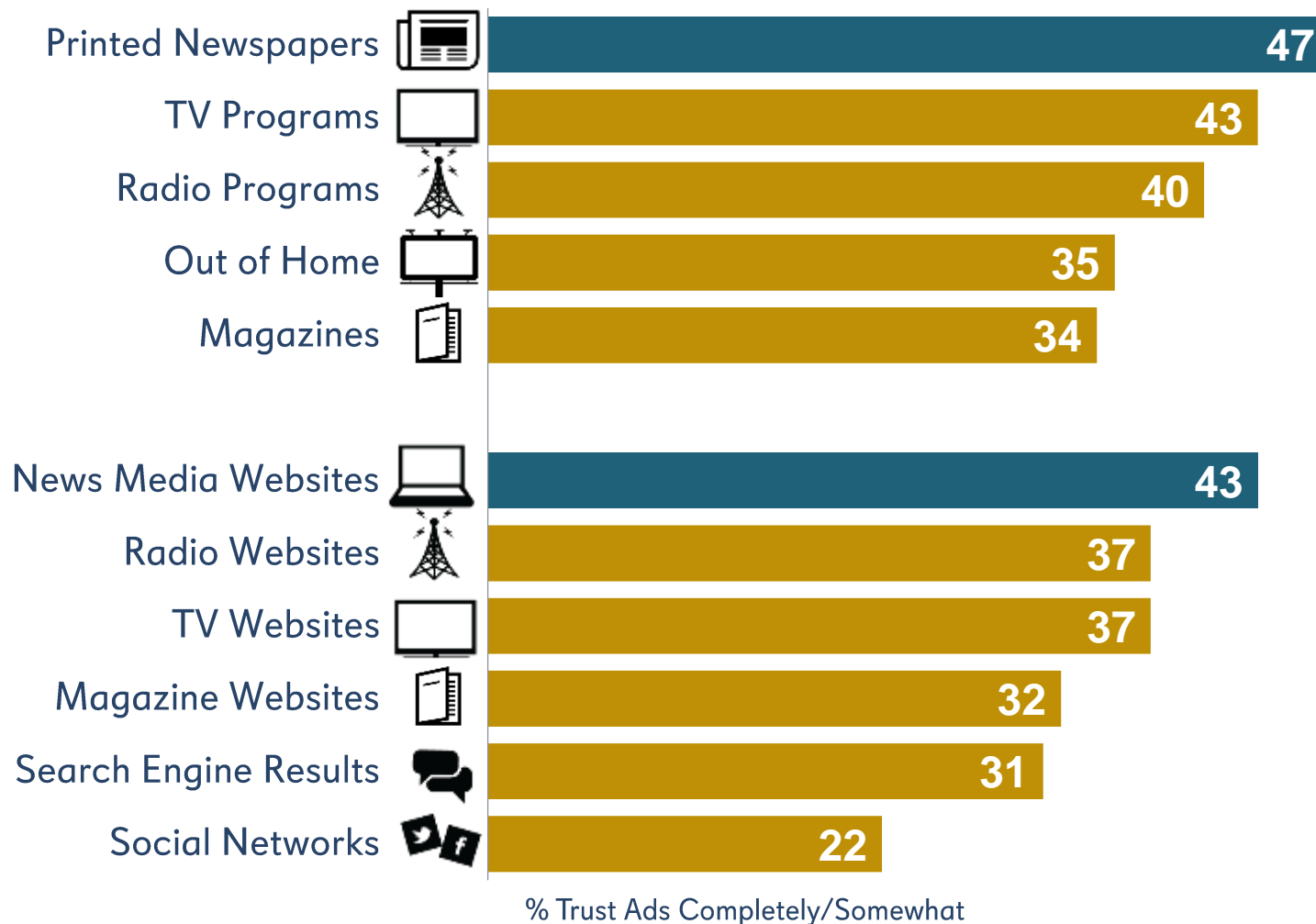


Newspaper ads are most trusted.

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.



Appendix



Readership by generations.

Age	% Total Readership	% Print Readership	% Print + e-Paper* Readership	% Website Readership	% Tablet Readership	% Phone Readership	% All Platforms Readership
18+	83	39	48	53	47	67	24
18-24	88	43	50	52	53	84	34
25-34	89	36	46	55	49	84	27
35-49	85	35	44	50	46	76	24
50-64	82	35	43	53	43	63	19
65+	77	48	59	55	49	43	24
Generations							
Boomers	78	43	51	54	46	50	21
Gen X	83	32	41	51	43	70	20
Gen Y	89	36	47	53	49	82	26
Gen Z	87	42	51	53	50	85	33

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

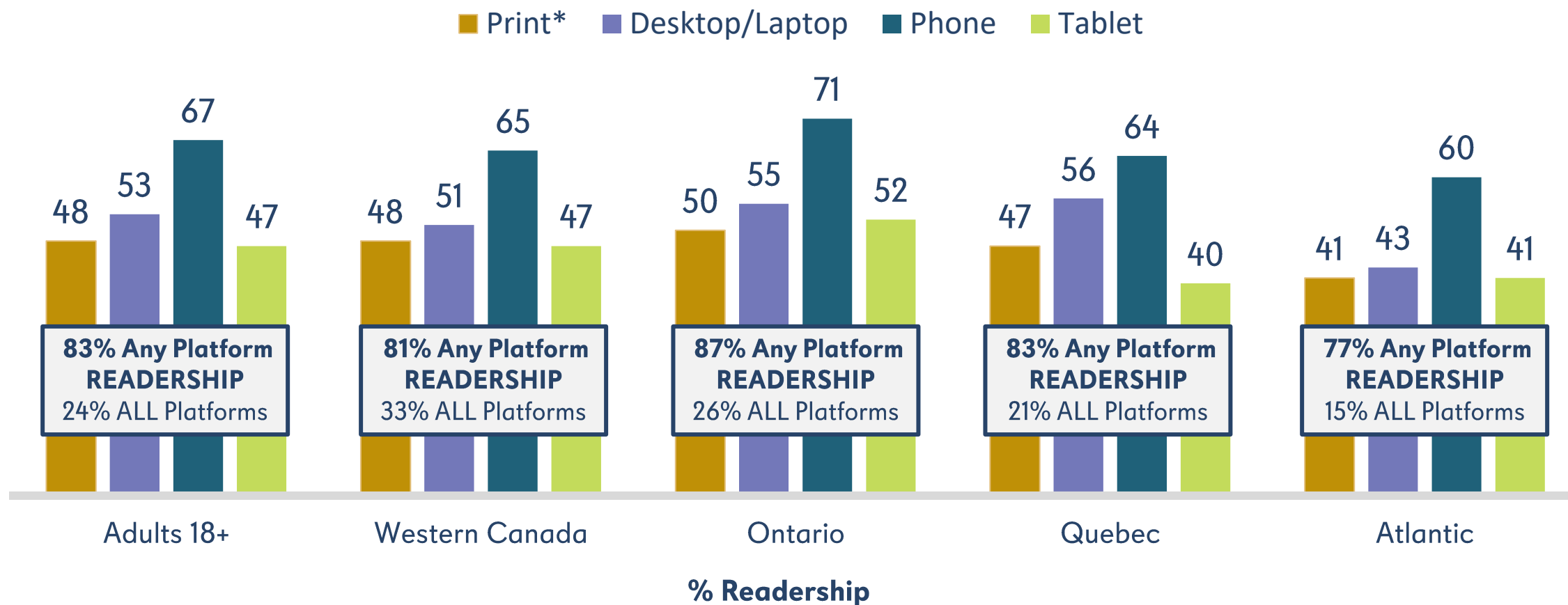
Totum Research, Canadians 18+; weekly readership; December 2022

Boomers = born 1946-1965 (age 57-76); 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)

Readership by regions.

In **Ontario** overall readership (87%) is stronger than average (83%), driven by the phone platform.
Quebec readers index above average on desktop/laptop readership.



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

This is the 10th Newspapers 24/7 research study conducted on behalf of News Media Canada since 2012.

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%

Champions Font

This presentation has been produced with the new **Champions** font, developed in 2022 to celebrate and support the news media industry.

Champions is a geo-humanist font incorporating:

- humanistic traits — which mimic hand motions reflecting the craft and artistry that goes into producing credible news each day; and
- highly geometric shapes — which represent the structure and rigour of fact-checking, editing, and producing high-quality credible content newspapers are known for.

Show your support for the industry and download the Champions font at www.nationalnewspaperweek.ca

