

# NEWSPAPERS WORK

## Newspapers Across Devices



**86%** of Canadian adults have read a **newspaper in print, online, tablet, e-reader or mobile** in the last week.<sup>1</sup>



More people **read a newspaper** every week (on any device) than **use the internet** every month.<sup>2,3</sup>



Canadians in the last week:

- 7 in 10 read a **print newspaper**
- 6 in 10 read a **newspaper website**
- 5 in 10 read a newspaper or headline on their **mobile** phone
- 4 in 10 read a newspaper on a **tablet or e-reader**<sup>1</sup>

## Newspapers Drive Purchase Decisions



**Newspapers** (print & digital) are **the source** (larger than any other medium) when Canadians are looking to make a **purchase decision**.<sup>1</sup>



**8 out of 10** adults **took action** (bought, visited a site) as a result of **newspaper (print & digital) ad** in the past month.<sup>1</sup>

## Newspapers are Tops in Engagement



**Ad engagement: Print newspapers rank #1** scoring almost 5xs more than average! **Newspaper websites rank impressively at #2** and scoring 1.4x average.<sup>1</sup>



**Media engagement: Print newspapers rank the highest of all media (at #1)** and score 2xs higher than average! **Newspaper websites score well at 1.3x average** and rank a solid 3rd behind print newspapers and TV.<sup>1</sup>

## Influencers are Newspaper Readers



**Influencers are information hounds** ...these people are more heavily represented in the audiences for **print media**, and **online publishers**, more so than in the audiences of Facebook and Twitter. <sup>4</sup>



An **influencer** that reads a **print newspaper**, **half refer an ad** to someone else, **same with a newspaper website reader**. An influencer that is **print & digital newspaper** reader, **7 in 10** refer an ad to someone else.<sup>1</sup>



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## Print Newspapers Work



**Print remains the preferred choice** for newspaper readers with **3 in 5 of adults** reading a print edition each week.<sup>2</sup>



45% of Canadians **not listening** to commercial radio; **three-quarters** of these are newspaper readers.<sup>5</sup>



TRUST

Ads in newspapers, TV and magazines are the **most trusted forms of advertising**.<sup>6</sup>



**8 in 10** read their **local newspaper** for the advertising.<sup>7</sup>

## Digital Newspaper Impresses



**More than 3 millions views** on You Tube would be a **once-in-a-lifetime smash hit**. **For digital newspapers**, it's **Tuesday**.<sup>2,8</sup>



**Canadian newspaper websites** are **accessed more often** than TV, radio or magazine sites.<sup>2</sup>



**4 in 5** of newspaper website readers **also read a print** edition in a typical week.<sup>2</sup>



Consumers act on **newspaper digital ads** – **6 in 10** took action on an ad in the past month.<sup>1</sup>

## Environment



**Newspapers are recycling champions** - recycled at a rate of 80% (and as high as 97% in Ontario) - **higher than any other product!**<sup>8</sup>

### Sources:

- 1 Newspapers Canada undertaken by Totum Research; Canadians 18+, any week, Nov. 2013
- 2 NADbank 2013
- 3 CBC.ca, "Canadians no longer the biggest web addict, report shows", Mar.4, 2013
- 4 Admap, "How Influence Works", December 2012
- 5 Combase
- 6 Nielsen, "Under the Influence: Consumer Trust in Advertising", Sept. 17, 2013
- 7 Connecting Canadians with Community Newspapers 2013
- 8 Newspapers Canada 2014

For further industry information, go to [www.newspaperscanada.ca](http://www.newspaperscanada.ca)



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