

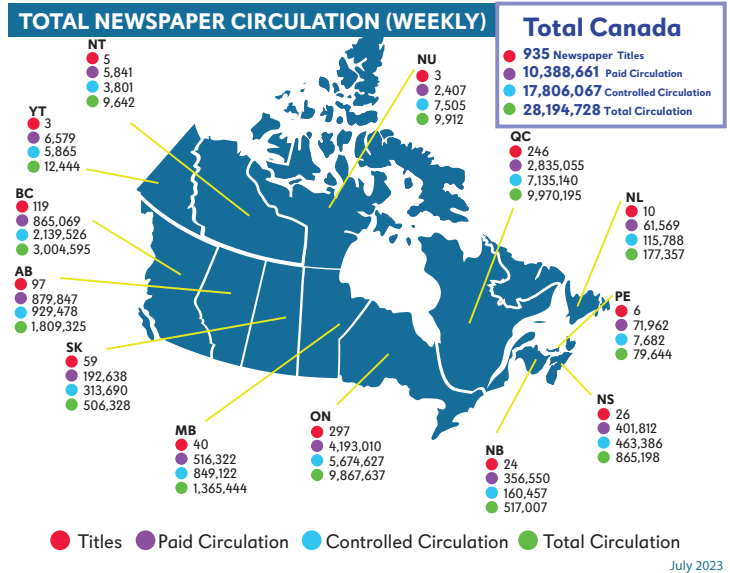
Newspapers 24/7: 2024



Each week more than **28 million** newspapers are distributed across Canada.¹

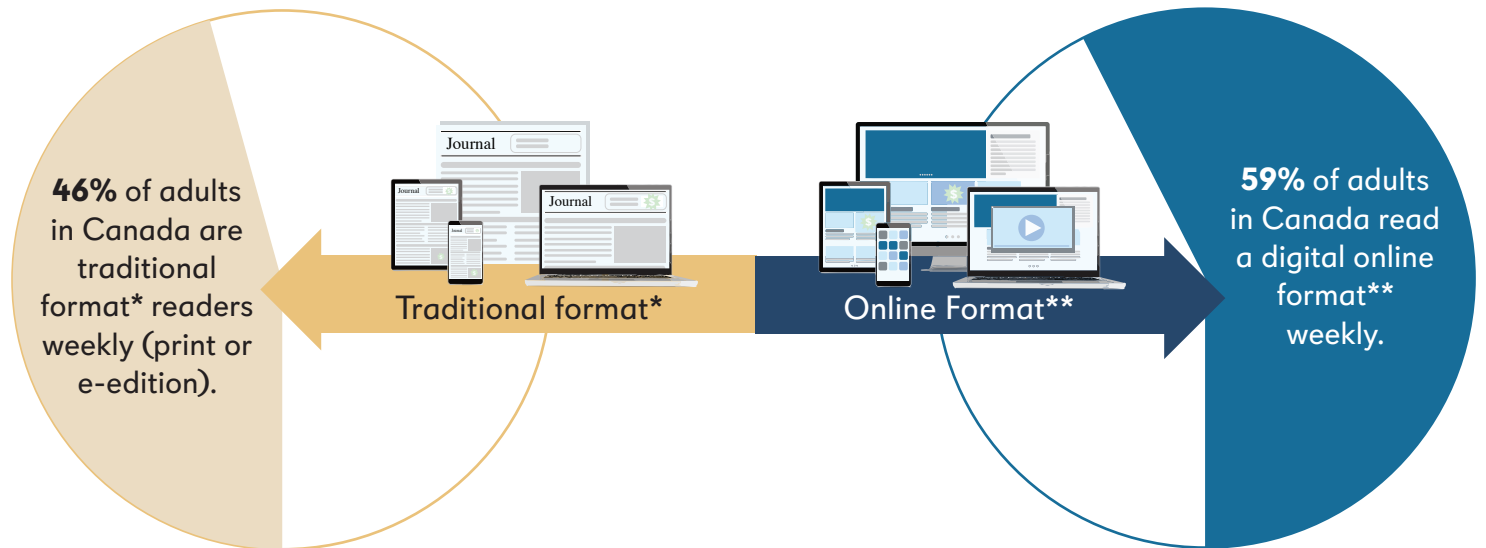
Daily newspapers account for more than **15 million** copies distributed weekly; the majority are paid.

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. More than **13 million** community newspapers are circulated every week; the majority are free.



81% of adults in Canada read newspapers weekly in traditional or online formats.²

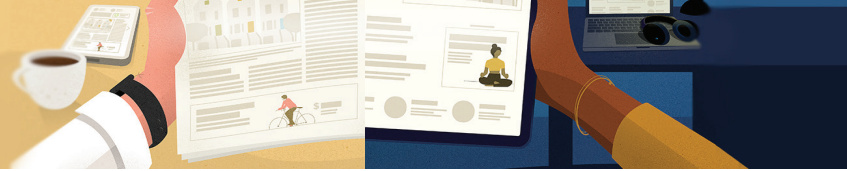
Digital access continues to drive readership.²



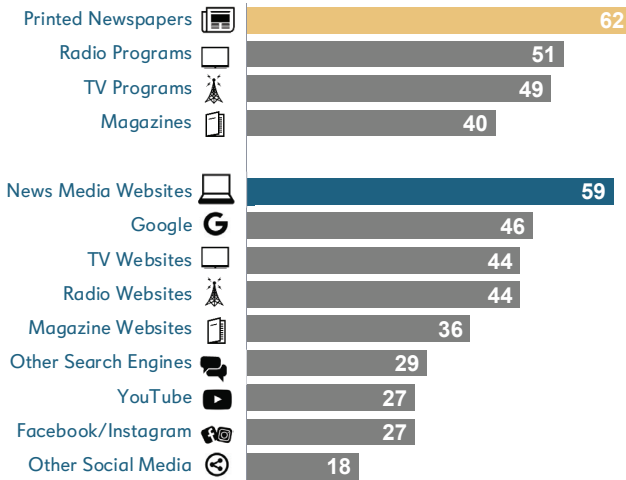
For more information, go to newsmediacanada.ca

Source:
1: News Media Canada database, June 30, 2023
2: Totum Research; Canadians 18+, weekly readership, November 2023
*Traditional format: print + e-edition (digital PDF replica or e-paper)
**Online format: posted content/articles on websites or apps only

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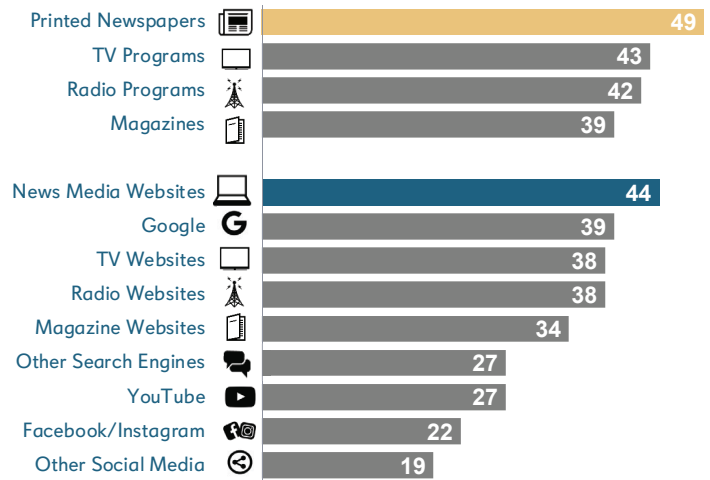
Canadians trust newspaper content.



% Trust Editorial Content Completely/Somewhat

Six in ten Canadians trust printed newspaper or news media website content. **59%** of Canadians trust editorial content in digital newspapers compared to only **27%** trust in social media content.

Newspaper ads are most trusted.



% Trust Ads Completely/Somewhat

Ads in printed newspapers are trusted more than any other format (**49%**). And advertising on news media websites is the most trusted digital format (**44%**).

Local information keeps readers connected to their communities.

Nine in ten (90%) print community newspaper readers read for local information and **half (48%)** read for advertising including flyers.

Three-quarters (72%) of printed newspaper readers believe it is important to support the advertisers in their local newspapers.



Local Information*

WE ♥ LOCAL

90%

Advertising (Flyers/ROP)

48%

Classified/Real Estate/Jobs

44%

Study Details

Study Timing

October – November 2023

Online Panel

2,621 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 49%, Women 51%

18-34: 46%, 35-49: 16%, 50-64: 21%, 65+ 17%

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 11th 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