



CANADIANS MAKE NEWS A PART OF THEIR DAILY ROUTINE

September 15, 2016 - The Media Technology Monitor releases its [News Enthusiasts](#) report. As the news industry has evolved, new methods of distributing news content have emerged allowing news lovers to access the information they need and want from any number of sources including paper, television, radio and Internet. This report focuses on Canadians who are the heaviest news consumers and provides insight into this unique group. So, where do Canadians access their news?

Highlights from [News Enthusiasts](#) include:

- 3 in 5 Anglophones follow local news or national and international news a near daily basis
- With last year's federal election in Canada and a looming American election which is sure to be entertaining, it's no surprise that more than two thirds of all Anglophones follow political news on at least a weekly basis.
- TV is still king when it comes to the way people access their news -- 60% of Anglophones tune into a news specialty channel
- 1 in 5 Canadians subscribe to a newspaper and heavy news users are even more likely to subscribe

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