



## How are Canadians consuming news?



**November 25th, 2015** – The Media Technology Monitor releases two new reports: *Newspapers* and *News Enthusiasts*. The first report focuses on one of the oldest forms of media – Newspapers. At one time, newspapers were the main source of news content available. As the media industry has evolved, new methods of distributing news content have emerged, most notably television, radio and Internet. Despite the emergence of other sources for news, newspapers remain an important source for information.

With so many sources of media available from virtually any platform, Canadians are spending ample time consuming news – from local to international to business. The second report - *News Enthusiasts* – 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 the *Newspaper* report include:

- Newspapers were at one time the major source for news, but have slipped in prominence. One in ten Canadian news users say they use newspapers as their primary source for news;

- Nearly a fifth of Canadians subscribe to a digital or print newspaper;
- Half of Canadians that read online news do so from a mobile device such as a smartphone or a tablet.

Highlights from *News Enthusiasts* include:

- Three in five Anglophones consume local, national and international on daily basis;
- While the TV set is still the main source for news, the Internet continues to make gains. One third of Anglophone news users now say that the Internet is their primary news source;
- Age is a major factor when it comes to their primary news source. Not surprisingly, younger Anglophones are heavier users of the Internet for news, but the TV is still king for Canadians over 50 years of age.

To find out more about *News Enthusiasts* or *the Newspaper report*, you can access these MTM reports which are now available on the MTM's [Reports page](#).

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