



Newspapers

Analysis of the Canadian Market

November 24, 2015



For Internal Distribution Only

See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Uses

Appendix 2: Demographics

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Introduction

- + At one time, newspapers were the main source of news content. As time as gone along, new methods of distributing news content have emerged – most notably television, radio and Internet. However, despite the emergence of other sources for news, newspapers are still an important source of information.
- + This report looks at newspaper subscribers and online newspaper readers in Canada.
- + This year the Media Technology Monitor (MTM) incorporated a mixed-methodology approach which included a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.*

*Data in this report coming from the online portion of the survey will be identified with this symbol +.

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