

NADbank *focus*

Canadians Love their Newspapers!

77% of Canadian adults read a daily newspaper every week, either in print or online.

How Canadians read has changed over the past ten years and changes in readership and newspapers' offerings will continue at an ever increasing pace. Amazon Kindle is now available in Canada and it will be a platform for a number of Canadian newspapers. More newspapers will be available on e-readers and very soon this format will simply be another access point for consumers to get their news and entertainment.

So what changes have we seen over the years? And what insights does history provide for a better understanding of the future?

Over the past ten years newspapers have changed because readers and technology have changed. While the printed newspaper continues to be the primary medium, there has been migration between online and printed editions and to different formats of the printed newspaper. The key drivers in this evolution are technology and lifestyle. Weekly readership of printed editions has declined as technology has provided Canadians with access to content throughout the day presented by their favourite newspapers on the Internet using computers and hand-held devices. Anyone can be up-to-date with the latest news or sports scores with the touch of a button; not only local news, but news from around the world.

Weekly Readership of Newspapers

% Reach by Age Group

Age	1998 (printed)	2008 (printed)	2008 (including Online)
18 to 19	87%	76%	79%
20 to 29	82%	71%	76%
30 to 39	82%	68%	74%
40 to 49	84%	74%	78%
50 to 59	83%	75%	78%
60 +	81%	76%	77%

Source: NADbank 1998, 2008, 9 major markets

Growing readership of online editions has mitigated some of the losses to the print editions. The stability of the newspaper brands in a fragmenting media landscape in the midst of a technological whirlwind is impressive. Newspapers provide their readers with credible, accurate information in a timely manner.

How have Canadians Changed?

Since 1998 the number of Canadians living in the top nine markets across Canada (where a variety of newspaper formats are available) has increased by 18%. As we know, the population is aging; the number of adults under 40 years of age grew by only 7% compared to 28% for adults over 40. In 1998, 55% of adults were over 40 and in 2008 they represent 60% of Canadian adults.

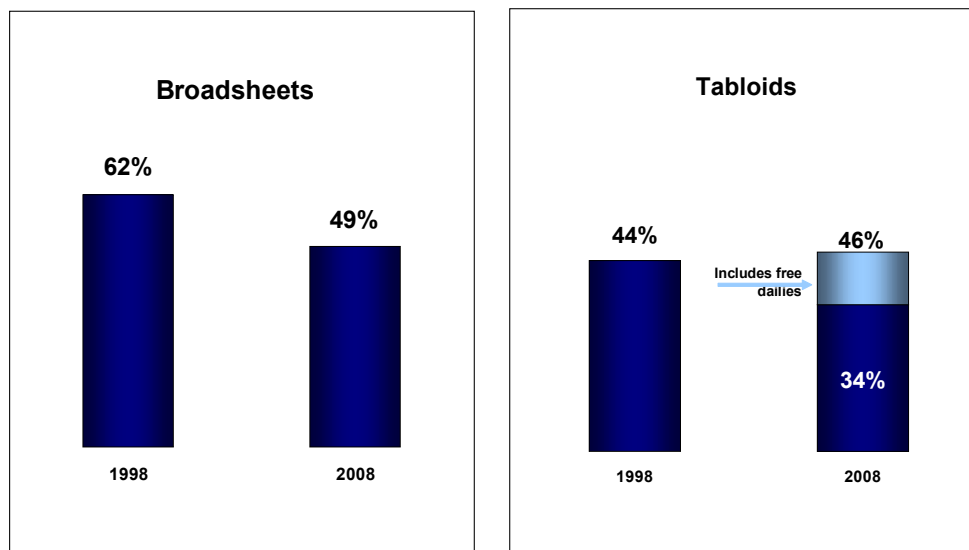
Old habits die hard: older adults developed the printed newspaper readership habit in their youth and continue to read these editions today. Younger adults are consuming their newspapers in a variety of different ways compared to their parents. Total weekly readership, print and online, is similar across all age groups. Adults raising families and in the midst of building careers have traditionally been the toughest age group to reach through any medium.

New Ways to Reach Readers

In the beginning, newspapers were newspapers – broadsheets. Tabloids were introduced to attract young readers, as broadsheet readers aged, and they did; these young readers grew up with their newspapers and recently the free dailies were introduced to capture a new generation of young readers. Even as the free dailies have become entrenched in the marketplace the average age of their readers has also risen.

Weekly Newspaper Readership Trends

Adults 18+



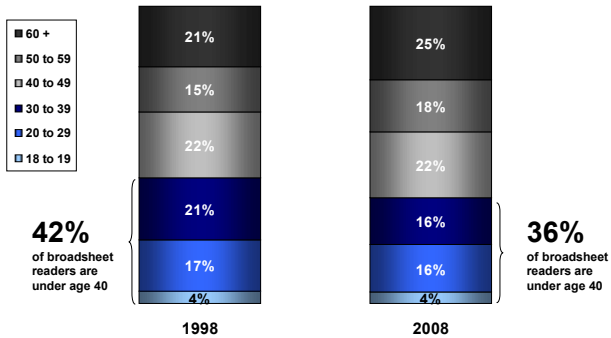
Note: Weekly readership includes print and online

Source: NADbank 1998, 2008, 9 major markets

The move by newspapers to provide their readers with their products online immediately captured young and well educated Canadians. As online editions develop, their content continually draws a broader audience. Older adults are the fastest growing segment of Internet users and online editions of newspapers are attracting a much broader audience than they did even five years ago. Still, 50% of online and free daily readers are under the age of forty, compared to 36% of broadsheet and 41% of tabloid readers, respectively.

Broadsheet Readers

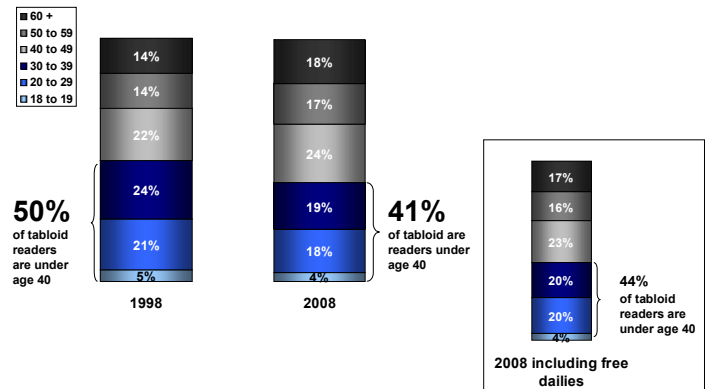
Composition of Weekly Readership by Age



Source: NADbank 1998, 2008, 9 major markets

Tabloid Readers

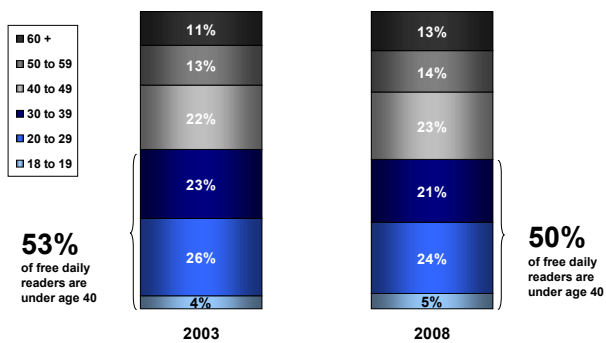
Composition of Weekly Readership by Age



Source: NADbank 1998, 2008, 9 major markets

Free Daily Readers

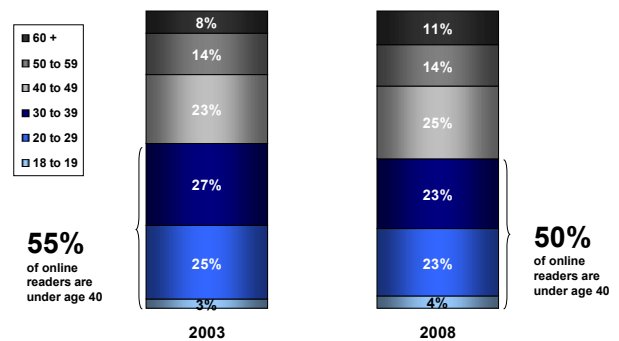
Composition of Weekly Readership by Age



Source: NADbank 2003, 2008, 9 major markets

Online Readers

Composition of Weekly Readership by Age



Source: NADbank 2003, 2008, 9 major markets

As Canada's Population has Aged, Newspaper's Audiences have Changed.

Canada has an aging population; in 1998 45% of adults were younger than 40. In 2008 only 40% of adults were under 40. This change has had an impact on newspaper readership. The accompanying table shows how the combination of the aging population combined with new newspaper options has resulted in shifting age patterns for broadsheets and tabloids.

The shifts in readership resulting from the changing demographics, the availability of new formats and the advances in technology that have driven the growth of around-the-clock news, can be seen in the chart showing changes in newspaper readership, by format, in Montréal.

In Montréal, Vancouver and Ottawa-Gatineau total weekly readership has remained unchanged since 2000. Readership has shifted from paid dailies to a combination of paid, free and online newspapers. In Toronto the migration across platforms is similar, however this market is so fragmented that there has been a decline in total weekly readership.

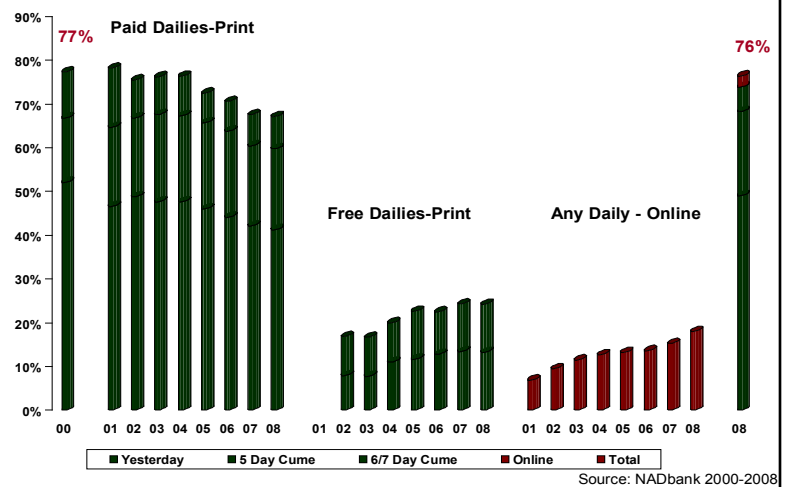
Change is constant. The media landscape will evolve in response to whatever technology is brought to the market. Readers will change their behaviour as quickly as new tools and toys become available to make their lives easier and more interesting. Newspapers will take their core business wherever technology and their readers go.

The population has aged and fewer adults are under 40...

	1998		2008		
	% Composition	Index to Pop.	% Composition	Index to 1998	Index to Pop.
Adults <40	45%		40%	89	
Broadsheets	42%	95	36%		90
Tabloids	50%	114	41%		103
Tabloids + Free Dailies	n/a		44%		110
Free Dailies	n/a		50%		125
Online	n/a		50%		125

Source: NADbank 2008
Base: 9 major markets, adults <40

Montréal Readership by Platform 2000 - 2008



Read All About It!
Whenever You Want To, Wherever You Want To!

Notes:

Markets included: Halifax, Québec City, Montréal, Ottawa-Gatineau, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

Papers included by Broadsheet editorial style: Chronicle Herald, Le Soleil, The Gazette, La Presse, Ottawa Citizen, Le Droit, Toronto Star, Globe and Mail, National Post (2008), Winnipeg Free Press, Calgary Herald, Edmonton Journal, and Vancouver Sun.

Papers included by Tabloid editorial style: Daily News (1998), Journal de Québec, Journal de Montréal, The Ottawa Sun, The Toronto Sun, The Winnipeg Sun, The Calgary Sun, The Edmonton Sun, The Province.

In 2008, both Metro and 24 hours were published in the following markets: Montréal, Ottawa-Gatineau, Toronto, Calgary, Vancouver. Only Metro was published in Halifax.

About NADbank

NADbank Inc. (Newspaper Audience Databank) is the principal research arm of the Canadian daily newspaper industry. NADbank conducts research in Canadian markets to provide cost-effective and accurate in-depth marketing information for its members to assist in the buying and selling of newspaper advertising in Canada.

For more information please contact Anne Crassweller at 416-923-4502 or acrassweller@nadbank.com