

NEWS FOR EVERY GENERATION



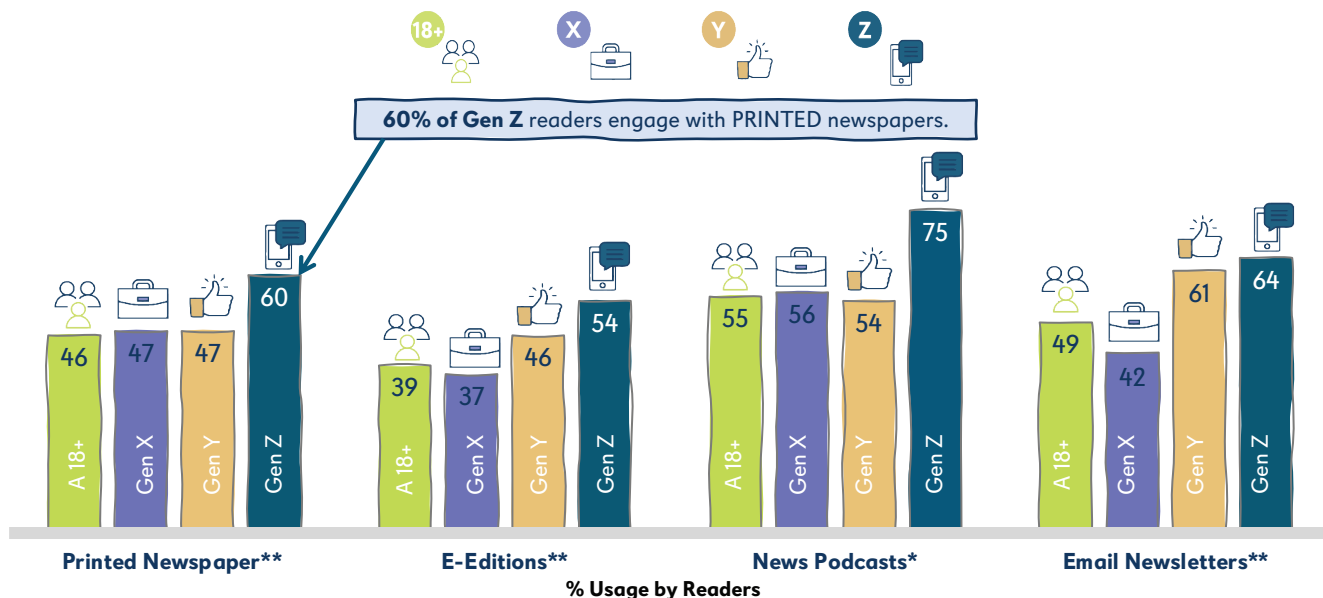
86% of adults in Canada read newspapers weekly in traditional or online formats.



Recent research confirms that different generations are accessing newspaper content in new and different ways.

Delving into readership habits, we see that younger readers are engaging with newspapers digitally through e-editions, news podcasts and email newsletters from publishers.

- **46%** of Millennial readers and **54%** of Gen Z readers are engaging with digital e-editions.
- **75%** of Gen Z readers listened to news podcasts in the last month.
- More than **6 out of 10** Millennial and Gen Z readers are getting news from publisher email newsletters.
- **60%** of Gen Z readers are reading the printed version of their newspaper.



This research data was collected in December 2024 and January 2025 through an online survey managed by Totum Research on behalf of News Media Canada. A total of 2418 online interviews were conducted with adults in Canada across all provinces.

Totum Research; Canadians 18+, weekly readership, December 2024/January 2025
Gen X = born 1966-1979 (age 44-58); Gen Y / Millennials = born 1980-1996 (age 28-44);
Gen Z = born 1997-2006 (age 18-27) *in past month **in past week