

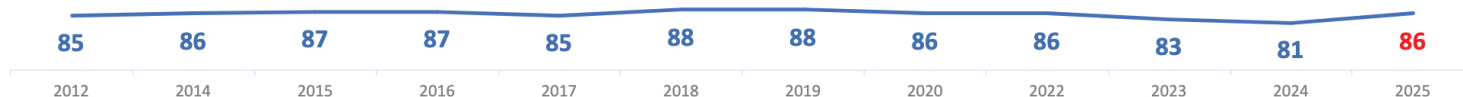


NEWSPAPERS 24/7 | 2025 : NEWS FOR EVERY GENERATION

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



% Weekly Readership (2012-2025)



In 2025, Gen Y and Gen Z read newspapers.

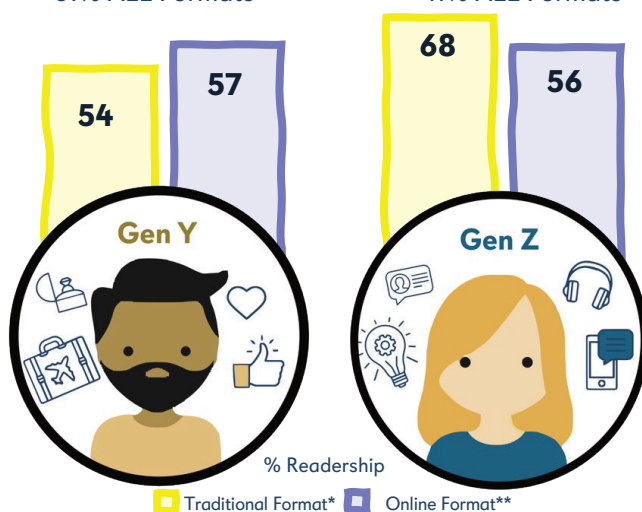
Younger adults (Gen Y and Gen Z) are strong readers of newspapers, driven by mobile access to news.

More than half (**54%**) of Gen Y/Millennial adults engage with printed newspapers or their e-editions, and this is almost the same level of engagement as reading online format newspaper content (**57%**).

Surprisingly, given their digital-native status, more than two-thirds (**68%**) of Gen Z adults read traditional format newspapers.

89% Weekly READERSHIP
31% ALL Formats

90% Weekly READERSHIP
41% ALL Formats



Shaping the future of news consumption.

These digital natives aren't sticking to just one way to access trusted news. Media literacy has taught younger readers to check multiple sources (including printed newspapers), particularly given the distrust in social media.



Four out of ten (**41%**) Gen Z readers use multiple formats (print+computer+tablet+phone) to consume newspaper content.

“The need to seek refuge in something tangible, real, and unfiltered by algorithms is growing stronger.”

For more information, go to newsmediacanada.ca

Source: Totum Research; Canadians 18+, weekly readership, December 2024/January 2025
 Boomers = born 1946-1965 (age 59-78); Gen X = born 1966-1979 (age 45-58)
 Gen Y / Millennials = born 1980-1996 (age 28-44); Gen Z = born 1997-2006 (age 18-27)
 *Traditional format: print + e-edition (digital PDF replica or e-paper)
 **Online format: posted content/articles on websites or apps only



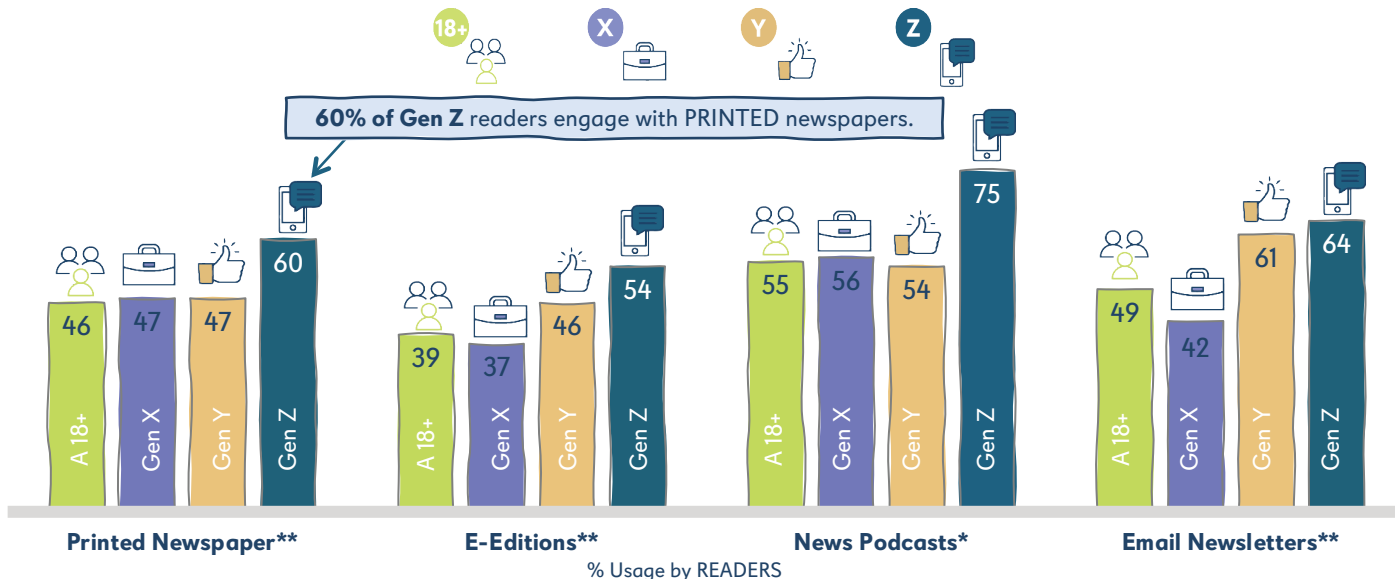


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Readership by generations.

Age	% of Population	% Total Weekly Readership	% Traditional Format Readership	% Online Format Readership	% All Formats Readership
Boomers	29	82	44	52	13
Gen X	23	84	54	65	26
Gen Y	31	89	54	57	31
Gen Z	15	90	68	56	41

Different generations of READERS access newspapers in new ways.



Study Details

Study Timing

Dec 9-22, 2024 / Jan 6-20, 2025

Online Panel

2,418 online surveys conducted with adults in Canada

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95% confidence level

This is the 12th Newspapers 24/7 research study conducted on behalf of News Media Canada since 2012.

Nationally Representative Sample

Men 50%, Women 50%

18-34: 49%, 35-49: 20%, 50-64: 21%, 65+: 10%
West 21%, Ontario 21%, Quebec 37%, Atlantic 21%

Weighted Sample

Men 50%, Women 50%

18-34: 29%, 35-64: 48%, 65+: 23%
West 33%, Ontario 39%, Quebec 22%, Atlantic 6%

This fact sheet has been produced with the new **Champions** font, developed to celebrate and support the news media industry. **Champions** is a geo-humanist font incorporating humanistic traits and highly geometric shapes. Download for free at www.nationalnewspaperweek.ca

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Online format: posted content/articles on websites or apps only
All formats: read newspaper content in print+phone+computer+tablet
*in past month **in past week