



**News Media Canada**  
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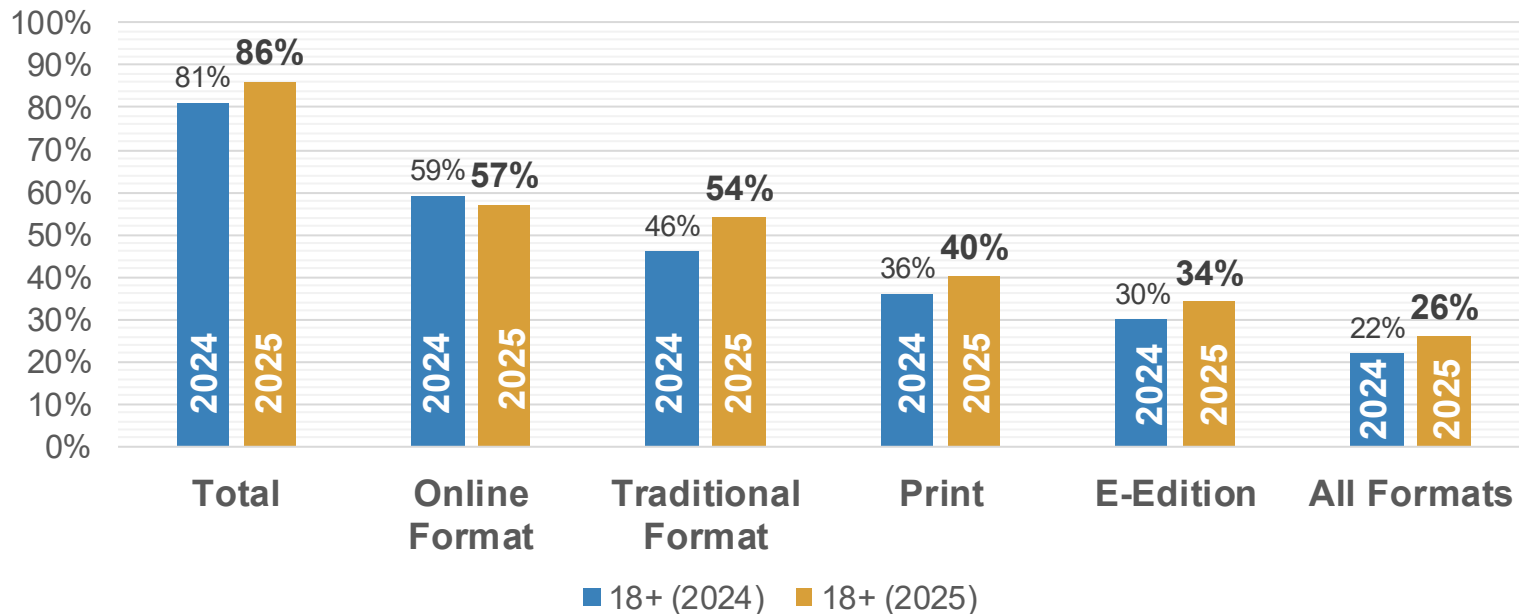
## ***Newspapers 24/7 Year Over Year Comparison 2024 v 2025***



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# Adults 18+

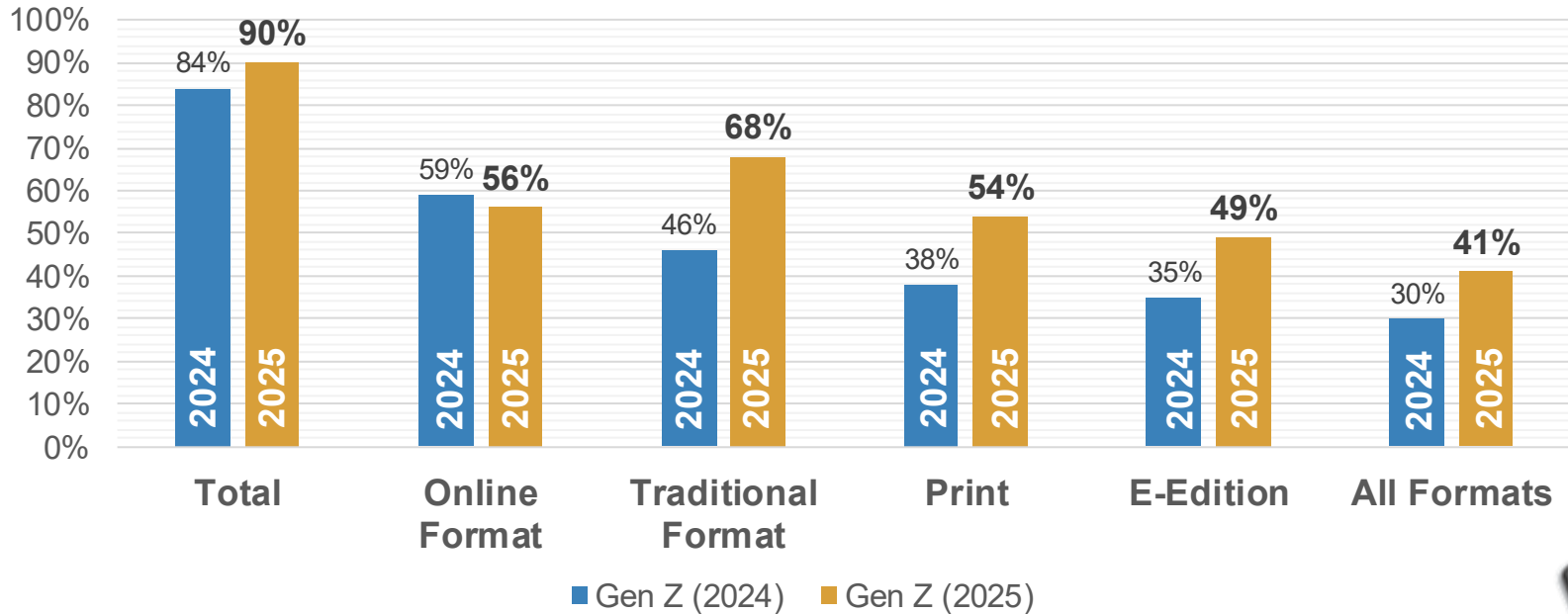
## Read in the Last Week



# Gen Z

(Born 1997-2006)

Read in the Last Week

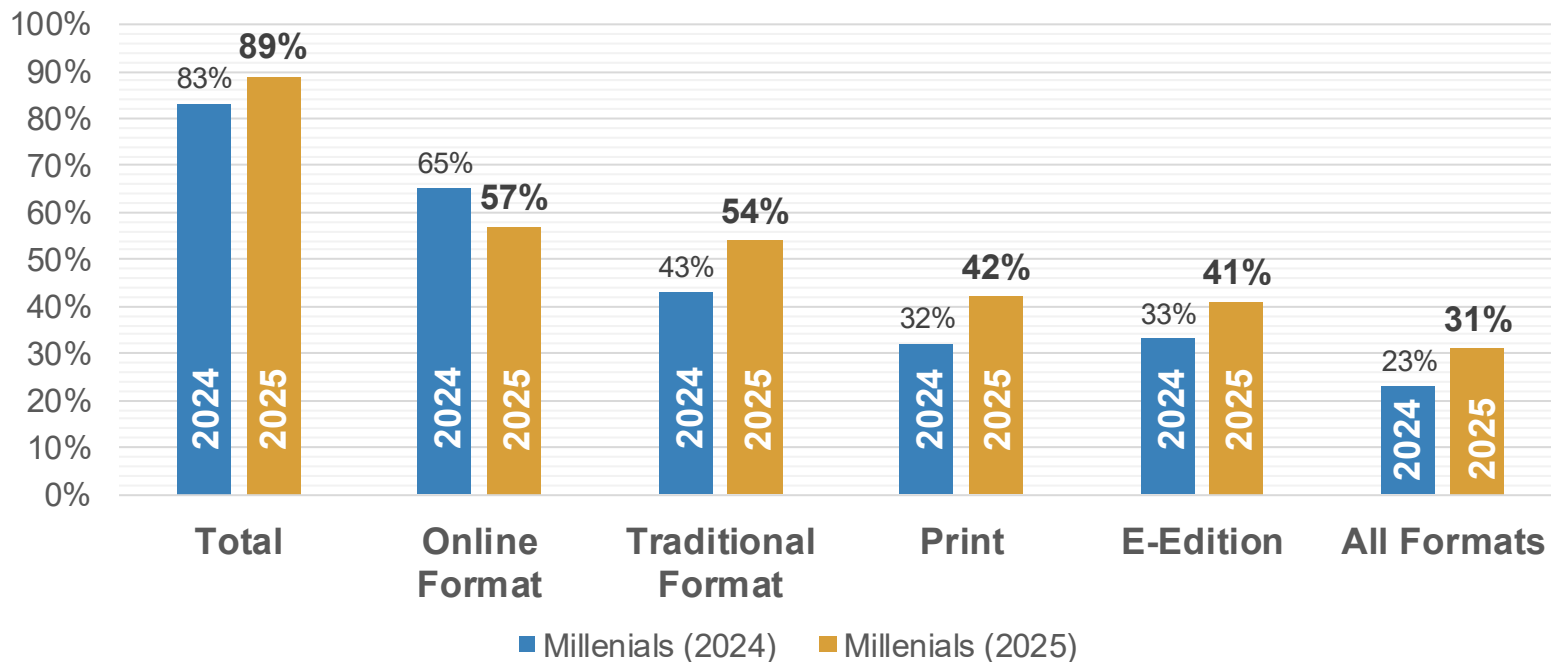


2024: Totum Research (Oct 23/Nov. 23, Sample: 2,612 Canadians 18+, 1.9% Margin of Error at 95% Confidence.  
2025: Totum Research (Dec 24/Jan 25, Sample: 2,418 Canadians 18+, 2.0% Margin of Error at 95% Confidence.

# Millennials

(Born 1980-1996)

Read in the Last Week



2024: Totum Research (Oct 23/Nov. 23, Sample: 2,612 Canadians 18+, 1.9% Margin of Error at 95% Confidence.

2025: Totum Research (Dec 24/Jan 25, Sample: 2,418 Canadians 18+, 2.0% Margin of Error at 95% Confidence.

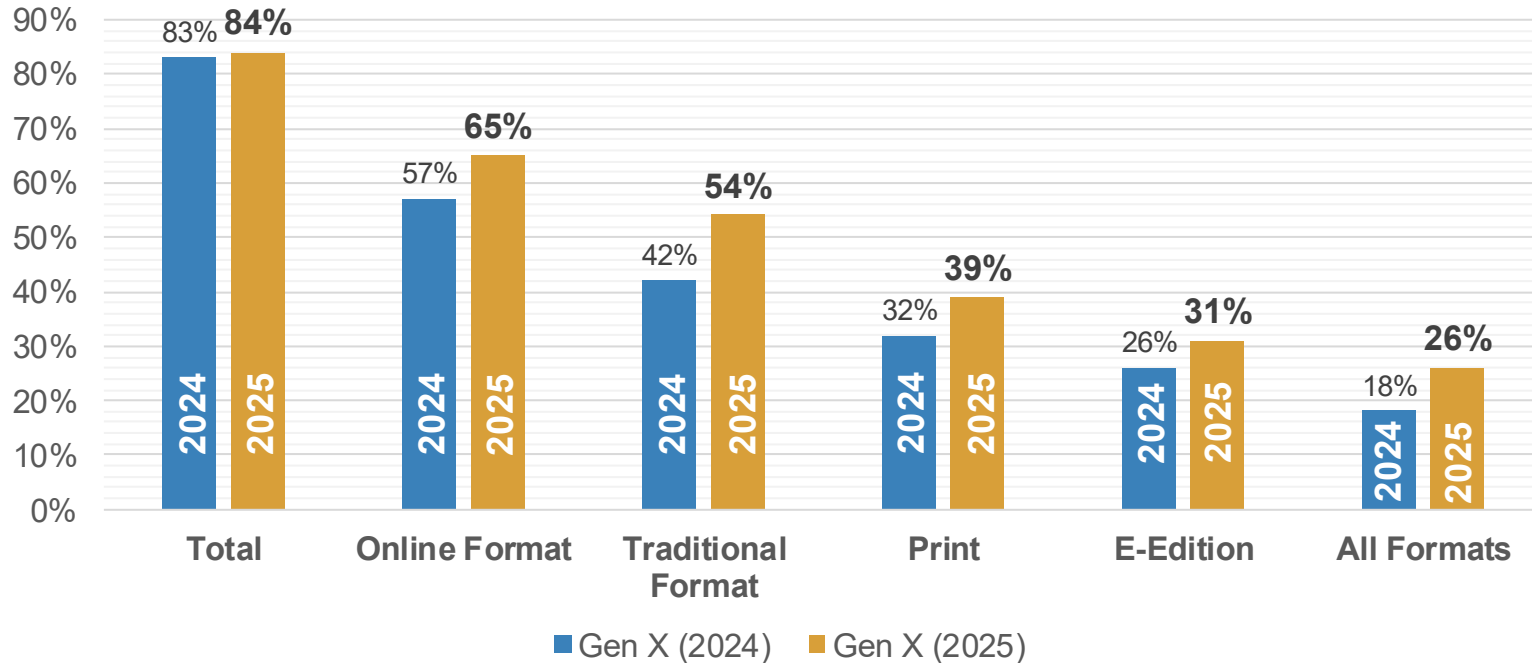


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# Gen X

(Born 1966-1979)

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2024: Totum Research (Oct 23/Nov. 23, Sample: 2,612 Canadians 18+, 1.9% Margin of Error at 95% Confidence.

2025: Totum Research (Dec 24/Jan 25, Sample: 2,418 Canadians 18+, 2.0% Margin of Error at 95% Confidence.

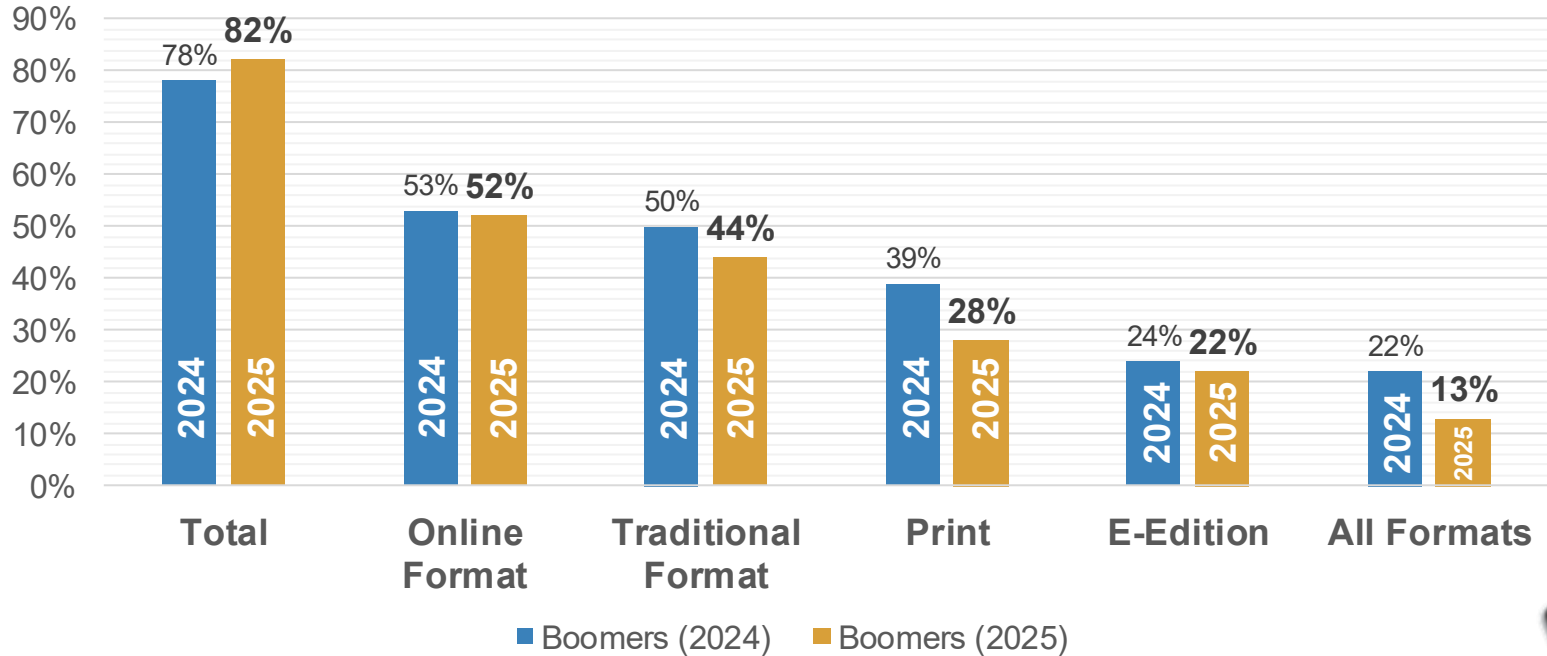


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# Boomers

## (Born 1946-1965)

Read in the Last Week



2024: Totum Research (Oct 23/Nov. 23, Sample: 2,612 Canadians 18+, 1.9% Margin of Error at 95% Confidence.  
2025: Totum Research (Dec 24/Jan 25, Sample: 2,418 Canadians 18+, 2.0% Margin of Error at 95% Confidence.

# 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

