



News Media Canada
Médias d'Info Canada

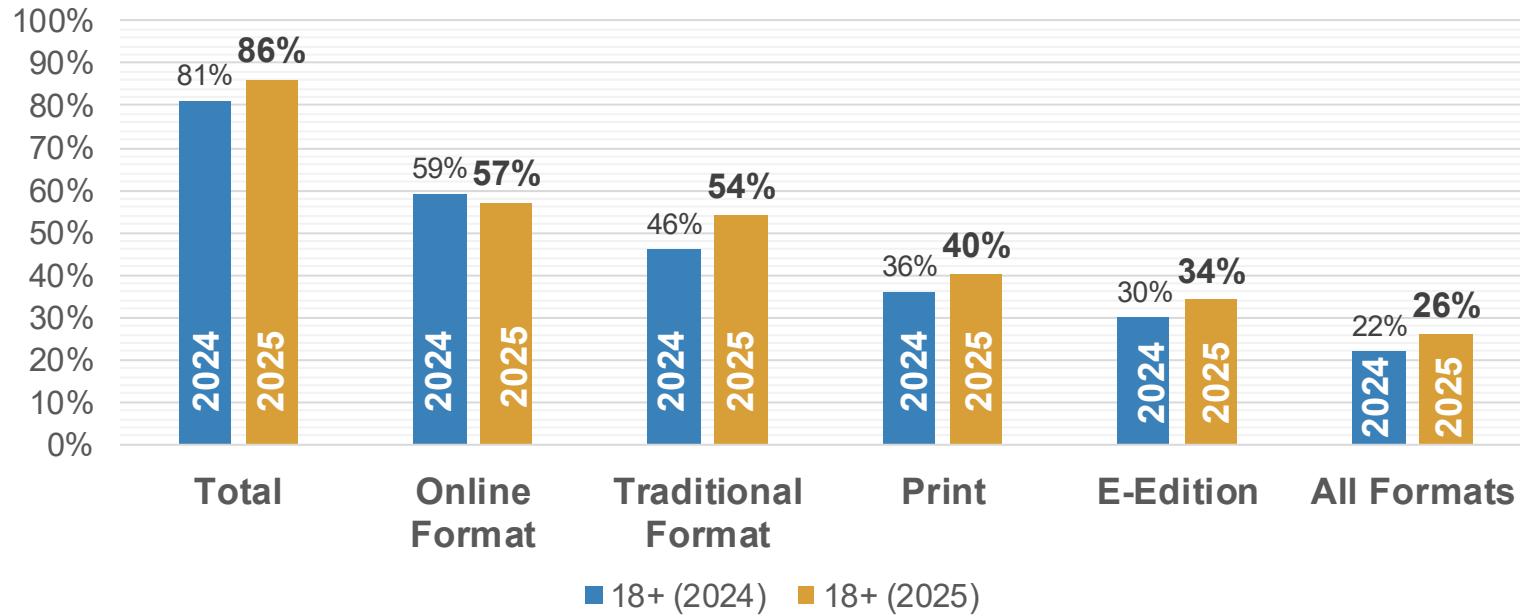
Newspapers 24/7 Year Over Year Comparison 2024 v 2025

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



Adults 18+

Read in the Last Week

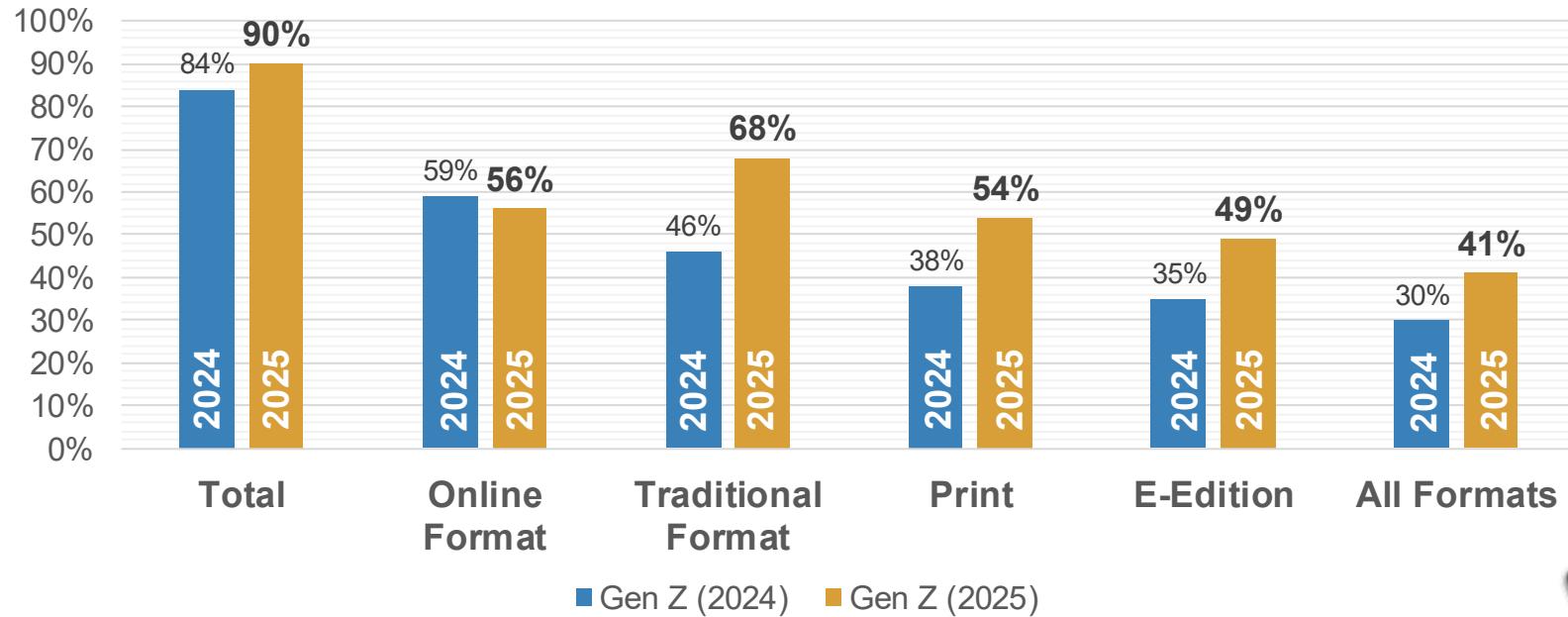


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Gen Z

(Born 1997-2006)

Read in the Last Week



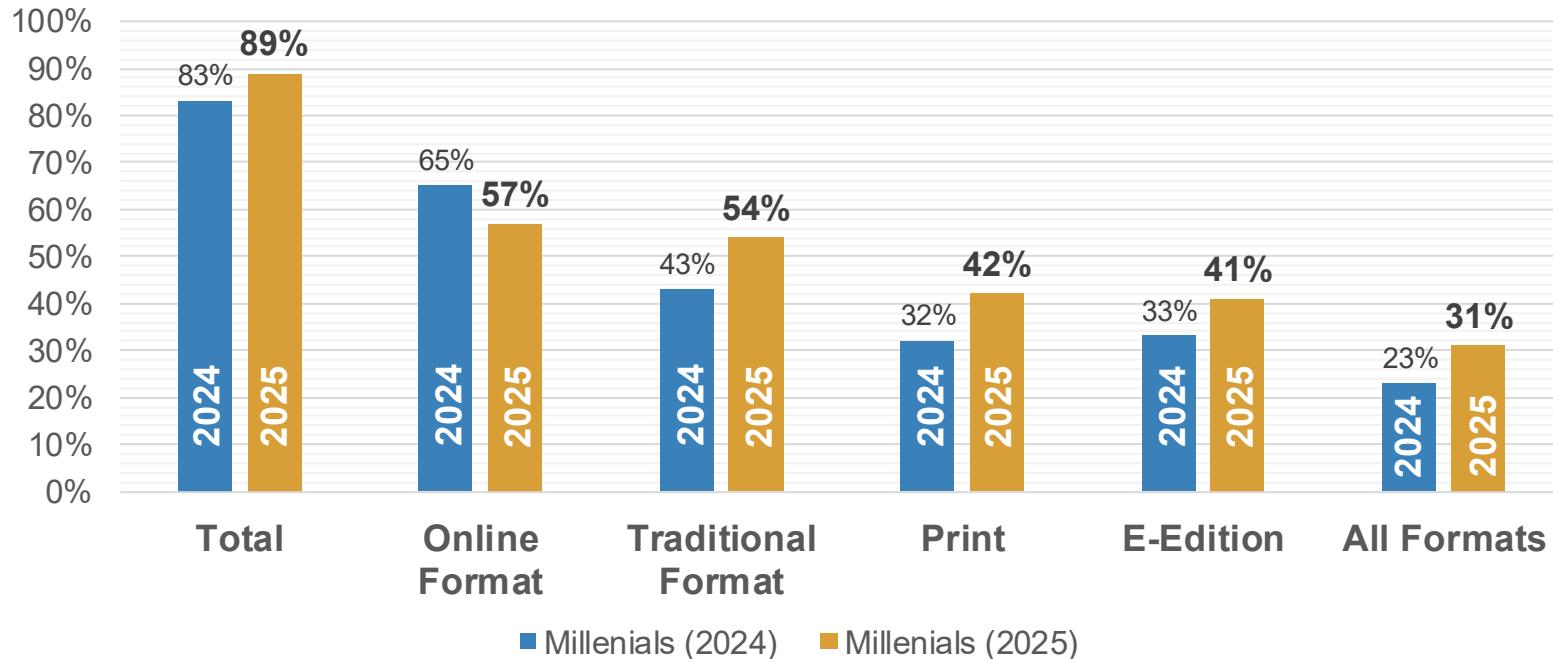
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Millennials

(Born 1980-1996)

Read in the Last Week



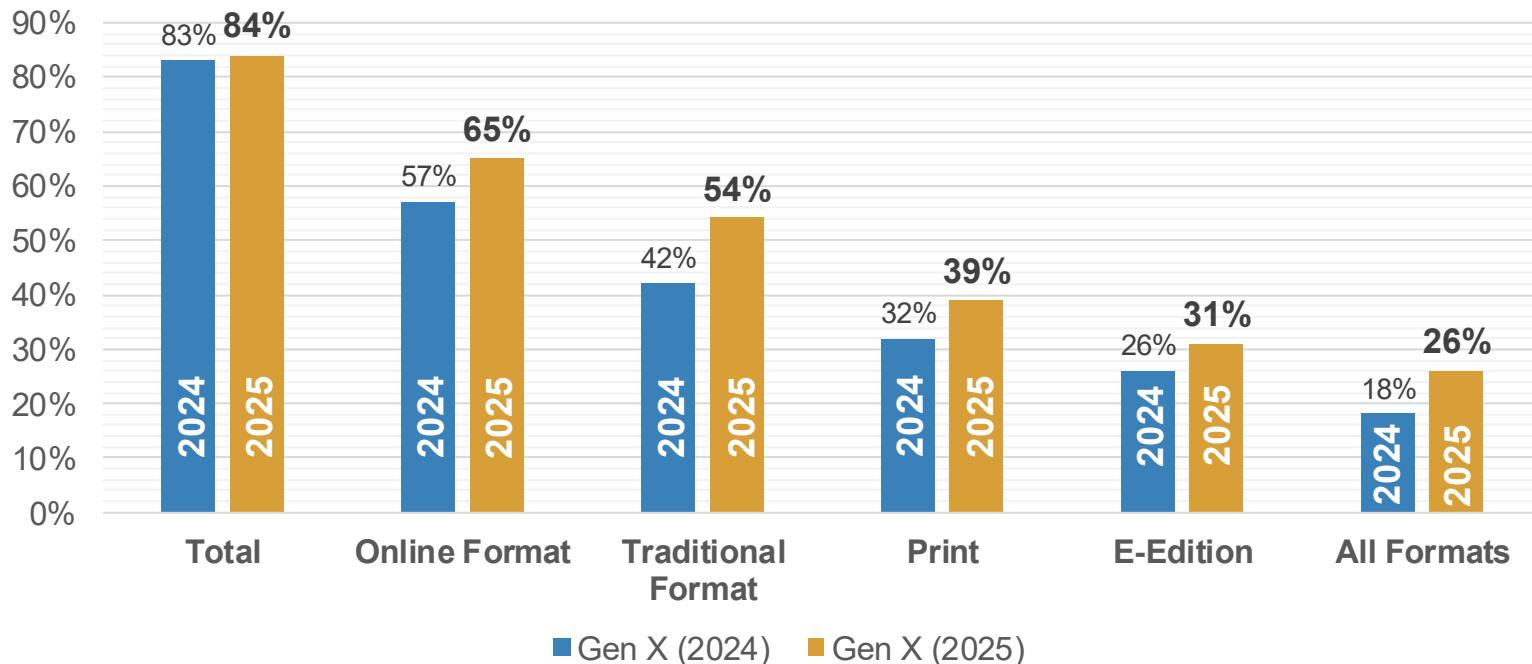
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Gen X

(Born 1966-1979)

Read in the Last Week



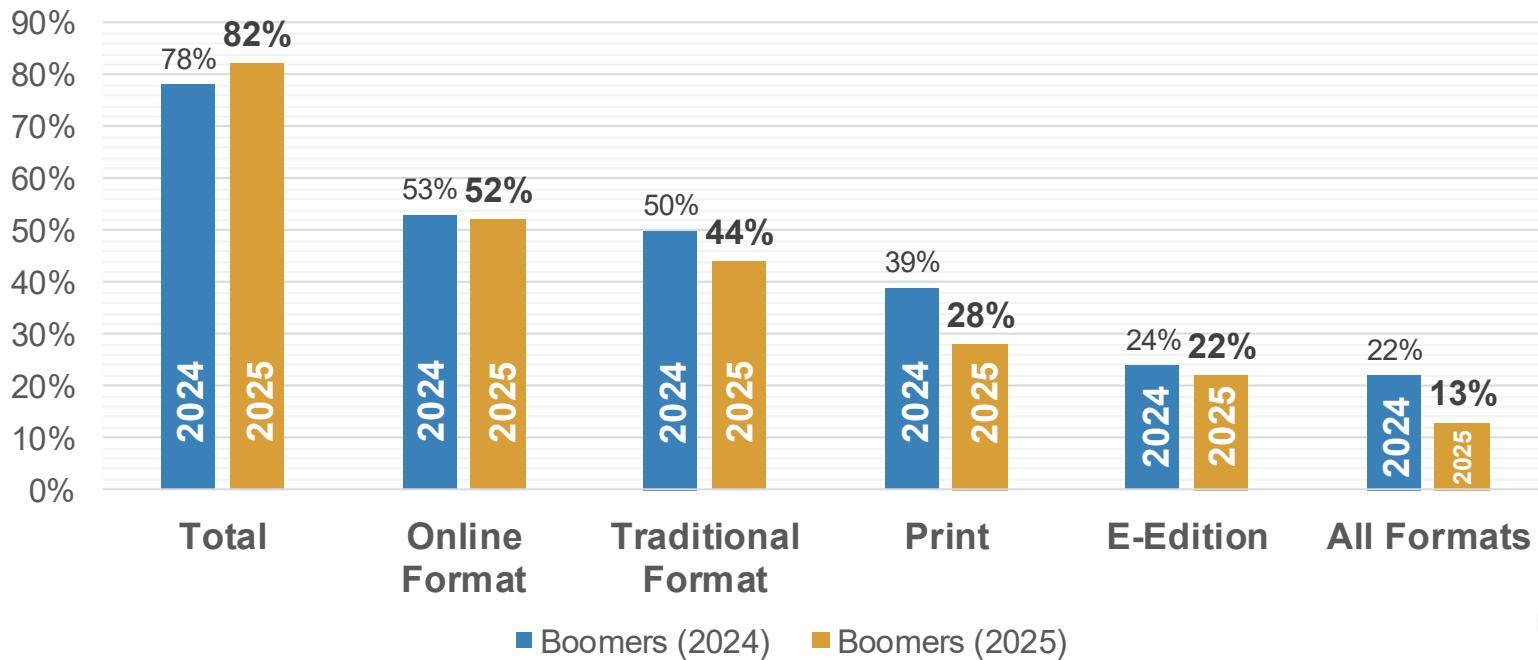
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Boomers

(Born 1946-1965)

Read in the Last Week



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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

