



WHERE CANADIANS GET NEWS FIRST

MATTERS OF OPINION 2017

#MattersOfOpinion



51% DIGITAL

IT TOOK MORE THAN 30 YEARS FOR 50% OF THE POPULATION TO ADOPT RADIO AS A PRIMARY SOURCE FOR NEWS AND INFORMATION.

MOBILE PHONES TOOK ONLY 15 YEARS TO REACH THE SAME LEVEL, AND SOCIAL MEDIA, A MERE 3.5 YEARS.

49% TRADITIONAL