

# Overview Summer 2018

## Evolving with Canadians



June, 2018

# **NOTE: MOVE TO 14+ SAMPLE**

Based on recommendations from Vividata staff, Kantar Canada and the Vividata Research Committee, Vividata has moved to a 14+ sample with the release of the Summer 2018 Study.

## **REASON FOR MOVING TO A 14+ SAMPLE:**

Since the release of the 2015-Q4 Study there has been a decline in the proportion of 12-17 and 25-34 year olds in the Vividata sample.

The decline in sample was particularly pronounced among 12-17 year olds. This was a major concern with regard to data quality and adequate sample size to profile this age group.

By dropping the 12-13 sample, Vividata has been able to shift resources to address under-representation in the 14-17 and 25-34 age groups.

# STUDY SCOPE – SUMMMER 2018

## 10 Provinces / 5 Regions / 44 Markets

- 42,739 Canadians aged 14+
- 42,220 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto (MM)	4,641	18 North Bay (LM)	254	35 Winnipeg (MM)	1,163	1 Alberta
2 Ottawa / Gatineau (MM)	2,796	19 Cornwall (LM)	262	36 Brandon (LM)	264	2 British Columbia
3 Hamilton (MM)	1,060	20 Timmins (LM)	267	37 Saint John (LM)	255	3 Manitoba
4 Kitchener (MM)	988	21 Owen Sound (LM)	257	38 St. John's (MM)	511	4 New Brunswick
5 London (MM)	965	22 Montréal (MM)	5,192	39 Halifax (MM)	900	5 Newfoundland and Labrador
6 St. Catharines / Niagara (MM)	539	23 Québec City (MM)	1,160	40 Cape Breton (LM)	260	6 Nova Scotia
7 Windsor (MM)	859	24 Sherbrooke (MM)	245	41 Summerside (LM)	238	7 Ontario
8 Guelph (LM)	422	25 Saguenay (MM)	266	42 Charlottetown (LM)	249	8 Prince Edward Island
9 Kingston (LM)	248	26 Trois-Rivières (MM)	246	43 Saskatoon (MM)	871	9 Quebec
10 Thunder Bay (LM)	261	27 Granby (LM)	252	44 Regina (MM)	872	10 Saskatchewan
11 Sudbury (LM)	252	28 Calgary (MM)	2,280			<b># Regions</b>
12 Brantford (LM)	265	29 Edmonton (MM)	2,267			1 Atlantic
13 Peterborough (LM)	244	30 Lethbridge (LM)	250			2 British Columbia
14 Chatham (LM)	255	31 Medicine Hat (LM)	258			3 Ontario
15 Belleville (LM)	261	32 Vancouver (MM)	3,750			4 Prairies
16 Sarnia (LM)	266	33 Victoria (MM)	863			5 Quebec
17 Sault Ste. Marie (LM)	257	34 Prince George (LM)	249			

(MM) = Major Markets

(LM) = Local Markets

# TITLES REPORTED

## MAGAZINES (63)

- Air Canada enRoute
- AMA Insider Magazine
- Best Health
- CAA Magazine
- CAA Manitoba
- CAA Saskatchewan
- CAA Alberta/Man/Sask
- Canada's History
- Canadian Geographic
- CANADIAN HOUSE & HOME
- Canadian Living
- Chatelaine
- Cineplex Magazine
- Cottage Life
- ELLE CANADA
- FASHION Magazine
- Financial Post Magazine
- FOOD & DRINK
- Good Times (*Print*)
- Hello! Canada
- Live Better
- Maclean's
- NOW
- Ontario OUT OF DOORS
- Our Canada
- Outdoor Canada
- ParentsCanada (*Digital*)
- People
- Professionally Speaking
- Reader's Digest
- Report on Business
- Style at Home
- The Hockey News
- Today's Bride
- Today's Parent
- Toronto Life
- Vancouver Magazine
- Westcoast Homes & Design
- Western Living
- Zoomer Magazine
- 5 ingrédients - 15 minutes
- 7 Jours
- Bel Âge magazine
- CAA Québec
- Châtelaine (Fr)
- Clin d'oeil
- Cool!
- Coup de pouce
- Dernière Heure
- Échos Vedettes
- ELLE QUÉBEC
- La Semaine
- L'actualité
- Les Affaires/Les Affaires Plus
- Les Idées de Ma Maison
- Magazine Espaces
- Magazine Véro
- RICARDO Magazine
- Sélection du Reader's Digest
- Star Système

## NEWSPAPERS (71)

- TV Hebdo
- Urbania
- Vivre Mieux
- Cape Breton Post
- Edmonton Journal
- Leader-Post (Regina)
- Medicine Hat News
- StarMetro/Metro Calgary
- StarMetro/Metro Edmonton
- StarMetro/Metro Halifax
- StarMetro/Metro Toronto
- StarMetro/Metro Vancouver
- Montreal Gazette
- National Post
- Niagara Falls Review
- North Bay Nugget
- Ottawa Citizen
- Prince George Citizen
- Standard-Freeholder
- The Belleville Intelligencer
- The Brandon Sun
- The Brantford Expositor
- The Calgary Herald
- The Calgary Sun
- The Chatham Daily News
- The Chronicle Herald
- The Chronicle Journal
- The Daily Press
- The Edmonton Sun
- The Globe And Mail
- The Guardian
- The Hamilton Spectator
- The Journal Pioneer
- The Kingston Whig-Standard
- The Lethbridge Herald
- The London Free Press
- The Ottawa Sun
- The Owen Sound Sun Times
- The Peterborough Examiner
- The Province
- The Sarnia Observer
- The Sault Star
- The Standard
- The StarPhoenix
- The Sudbury Star
- The Telegram
- The Toronto Sun
- The Tribune
- The Vancouver Sun
- The Windsor Star
- The Winnipeg Sun
- Times Colonist
- Toronto Star
- Waterloo Region Record
- Winnipeg Free Press
- 24 Heures
- La Presse (*Digital*)
- La Tribune

- La Voix de l'Est
- Le Devoir
- Le Droit
- Le Journal de Montréal
- Le Journal de Québec
- Le Nouvelliste
- Le Quotidien
- Le Soleil
- Métro (Montréal)

## COMMUNITY TITLES

- North Shore News
- Richmond News
- Tri-City News
- Vancouver Courier

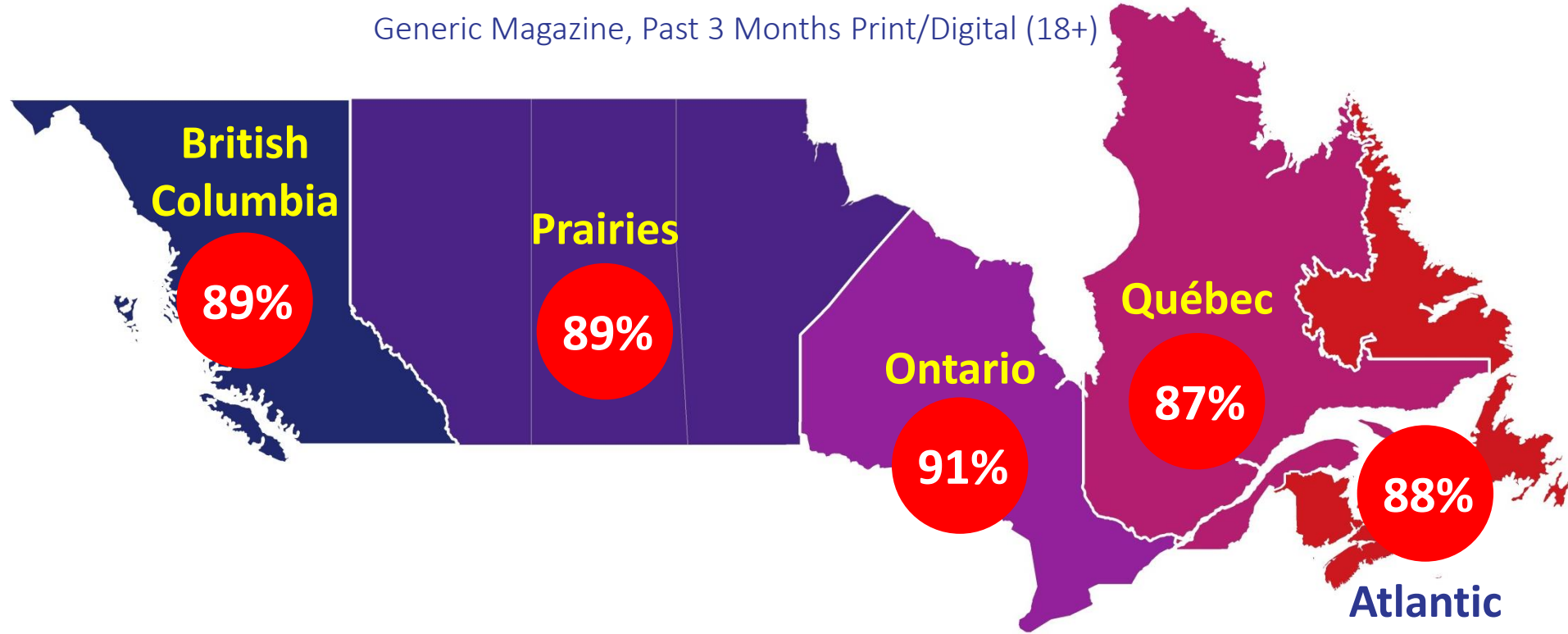
## OTHER TITLES

- Business in Vancouver
- The Kit (**NEW**)
- Toronto Star Wheels (**NEW**)

**Note on titles previously measured in print, now measured as digital only:** Canadian Business, Flare, MoneySense and Sportsnet are no longer reported as magazines under "Readership Specific". Past month Digital Audience for these titles will be listed under "Websites/Apps".

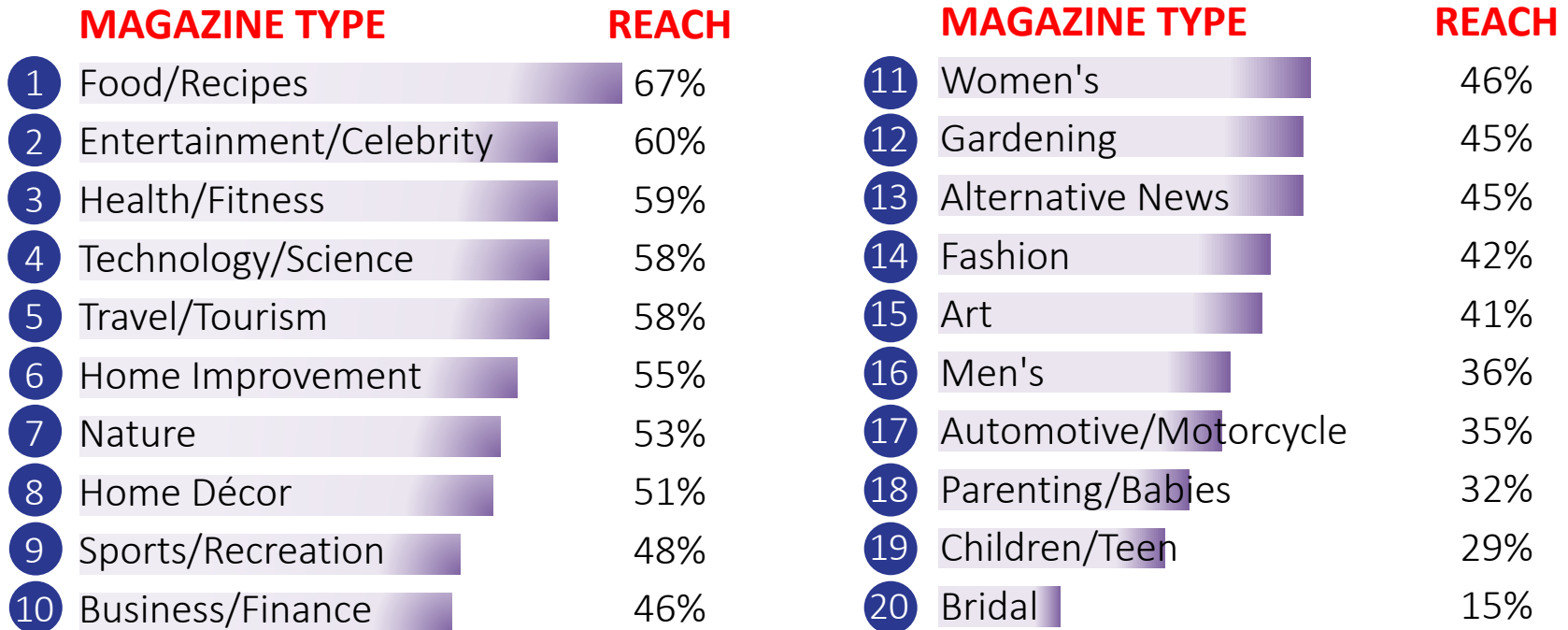
# Across Canada, **Magazine Brands** reach 9 of 10 adults.

Generic Magazine, Past 3 Months Print/Digital (18+)



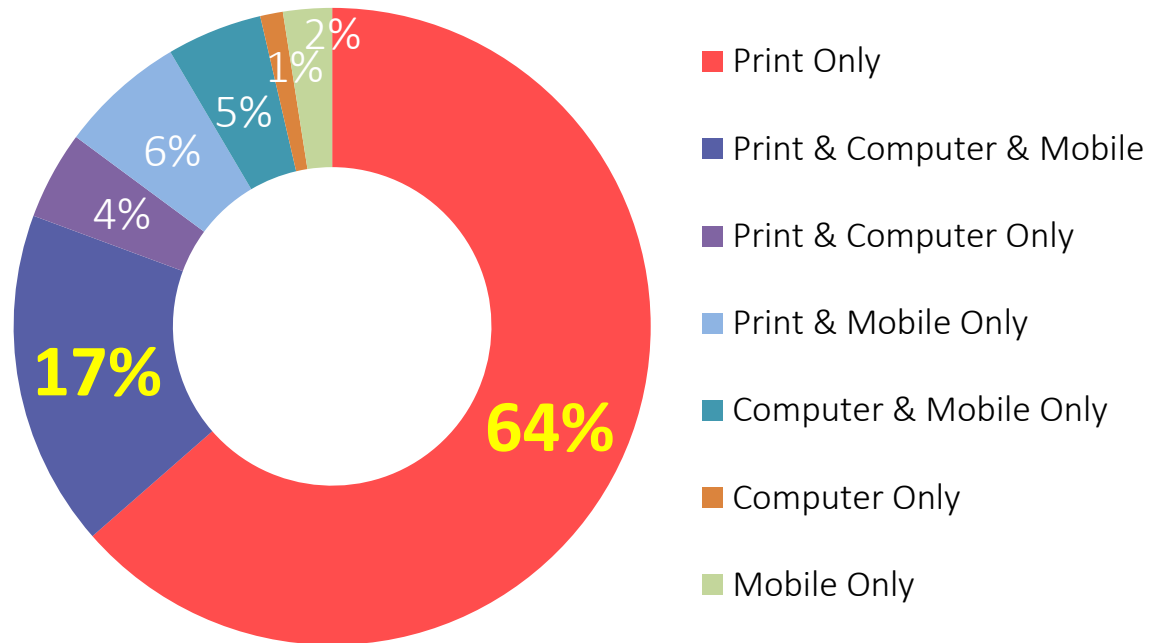
# Food, Entertainment, and Health **Magazines** are the most popular among Canadians.

Magazine Rank by Type, Print/Digital (18+)



While 64% of **Magazine Readers** are reading exclusively via Print, 17% read Print in combination with more than one digital device.

Any Magazine, Composition of Print/Digital AIR (18+)

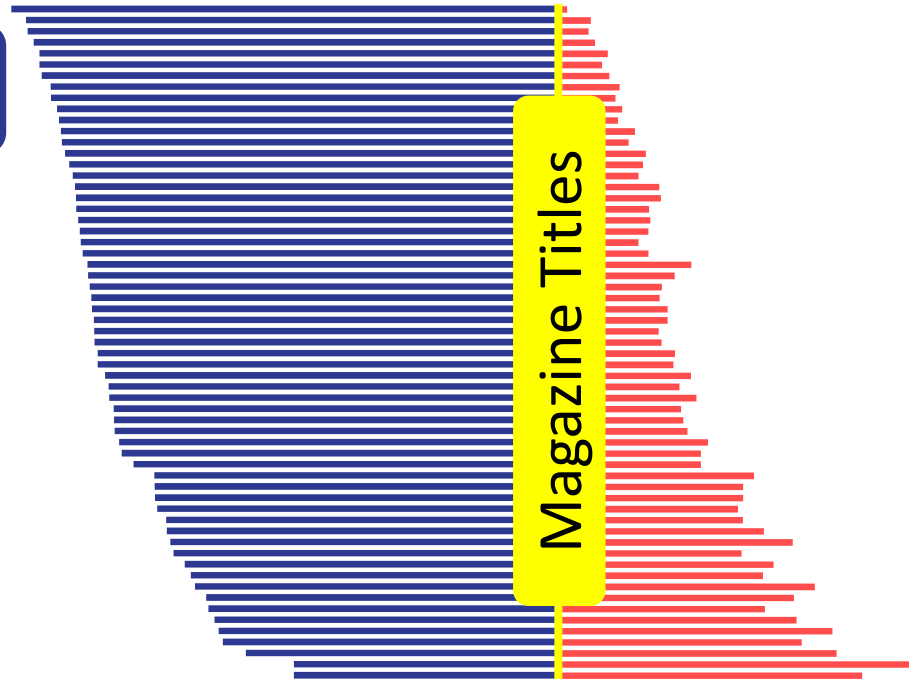


# Platform readership of **Magazine Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

Print  
Dominates

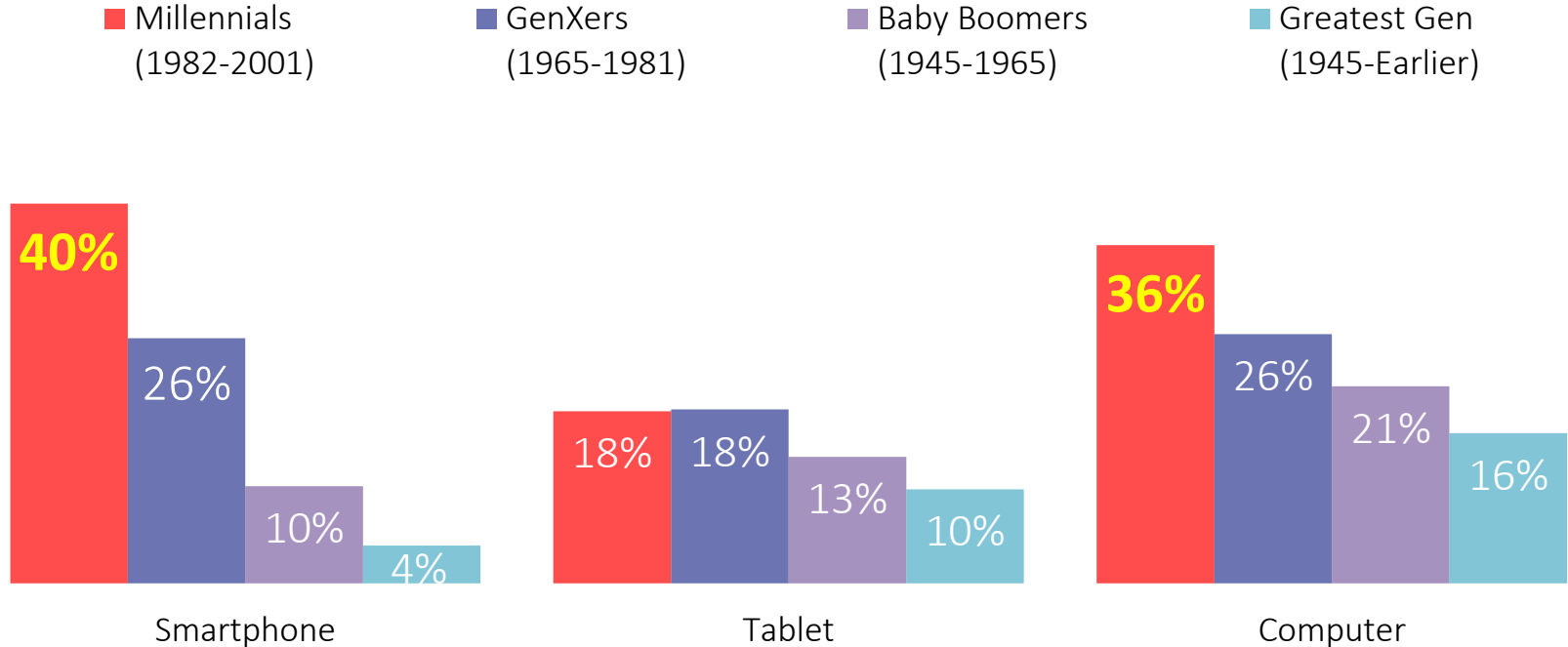


More Digital  
Variation



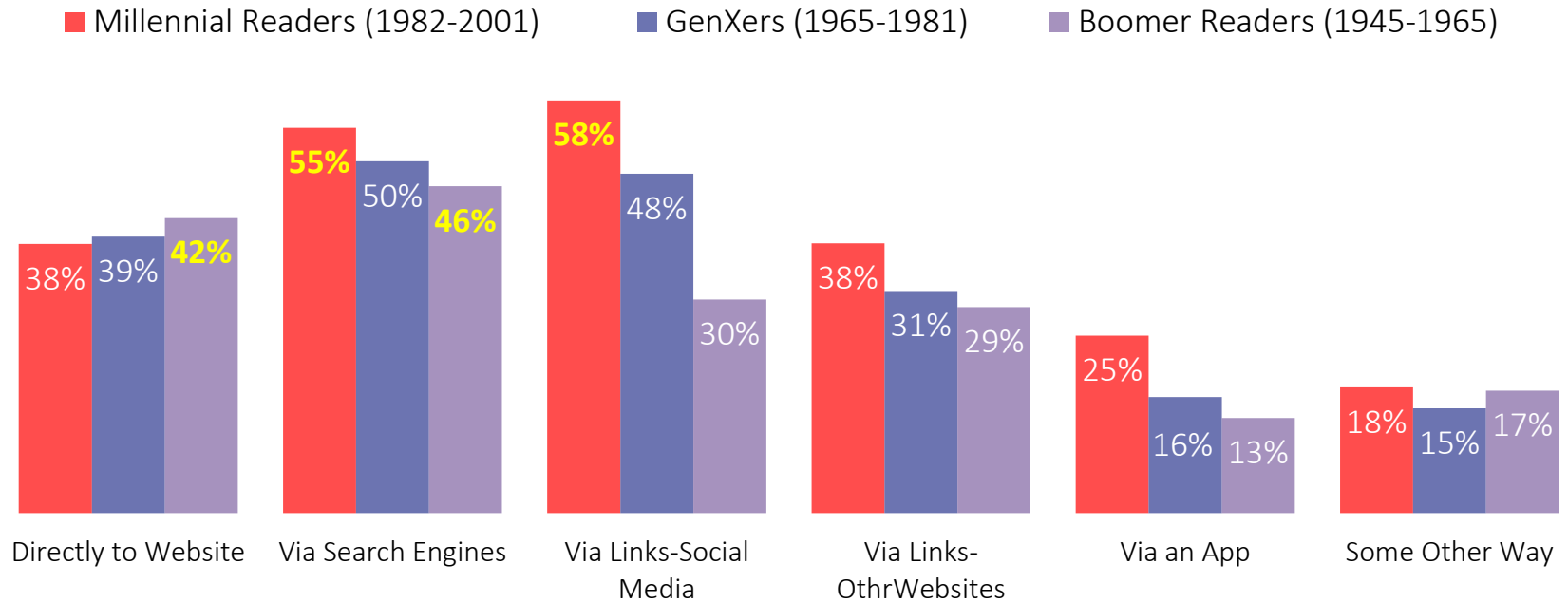
# Millennials & GenXers are more likely to read a **Magazine's digital content**, with more reading via a smartphone or computer.

Any Magazine, Reach by Digital Device (18+)



# Boomers predominantly access **Digital Magazines** directly & via search, while **Millennials** access via search & social media.

Any Magazine, Reach of Digital Readers (18+)



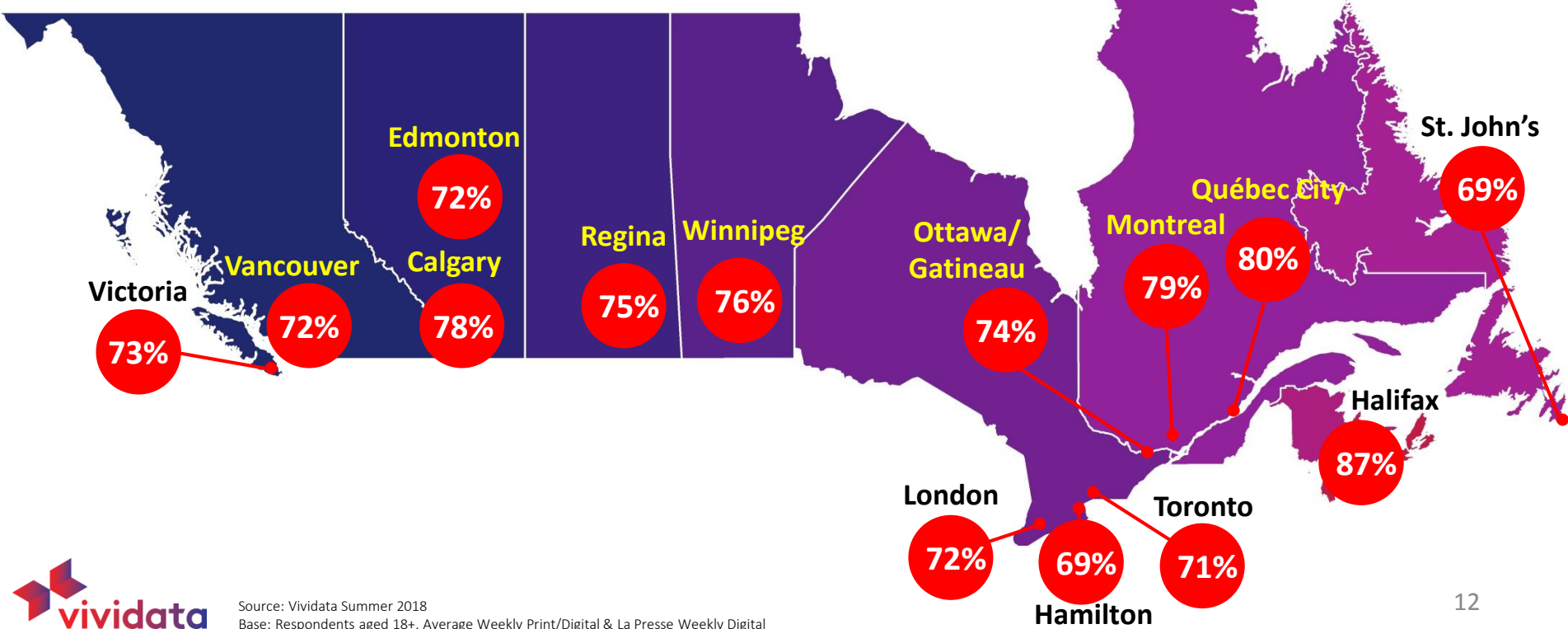
1 in 4 **Magazine** readers searched online for a product, brand, and/or service advertised, while 1 in 10 made a purchase.

Actions Taken After Seeing a Magazine Advertisement  
Average Magazine, Print/Digital AIR (18+)



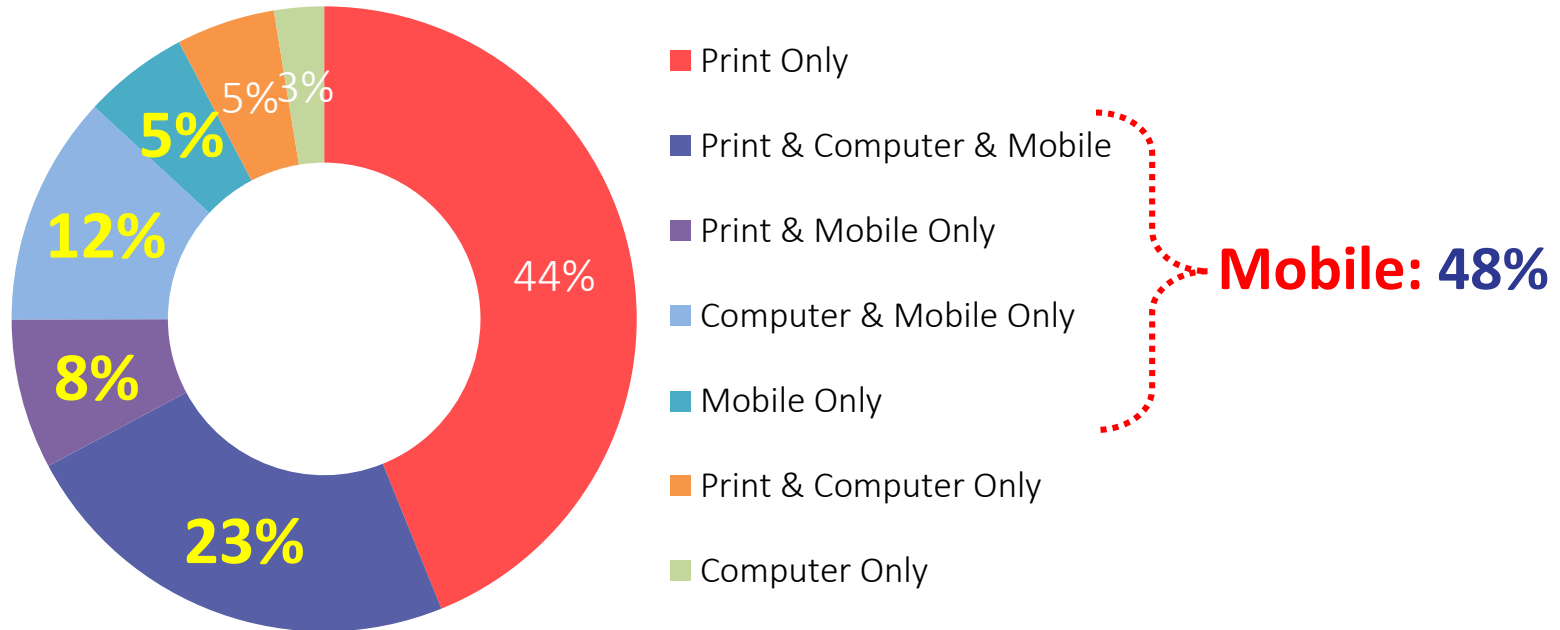
# On a weekly basis, **Newspaper Brands** reach 3 out of 4 adults across Canada.

Any Newspaper, Weekly Print/Digital Reach (18+)



# 48% of **Newspaper Brand** readers access newspaper content on a mobile device.

Any Newspaper, Composition of Weekly Print/Digital Readers (Major Markets, 18+)

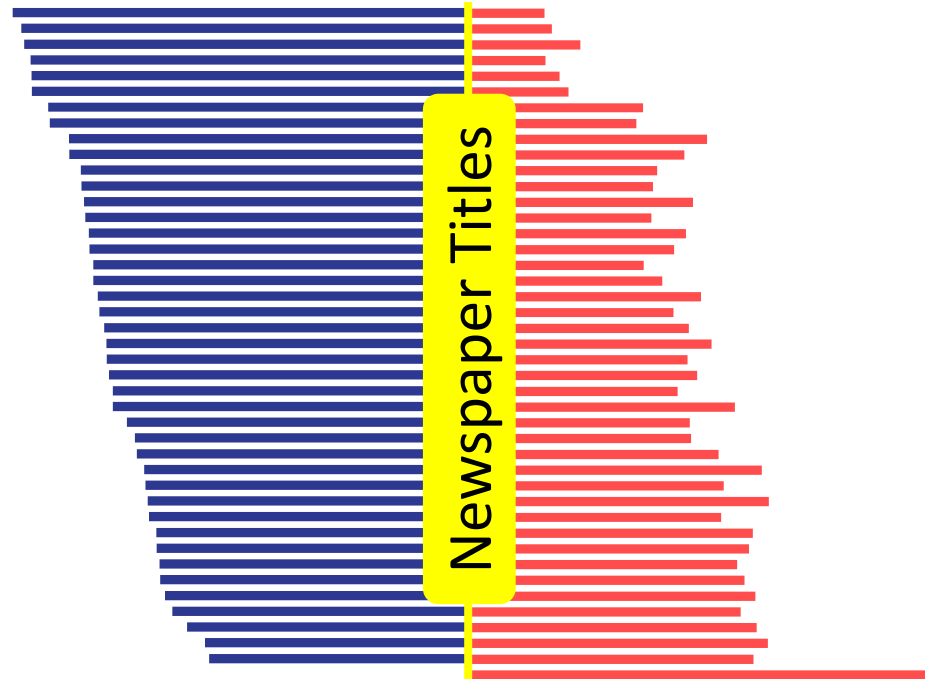


# Platform readership of **Newspaper Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

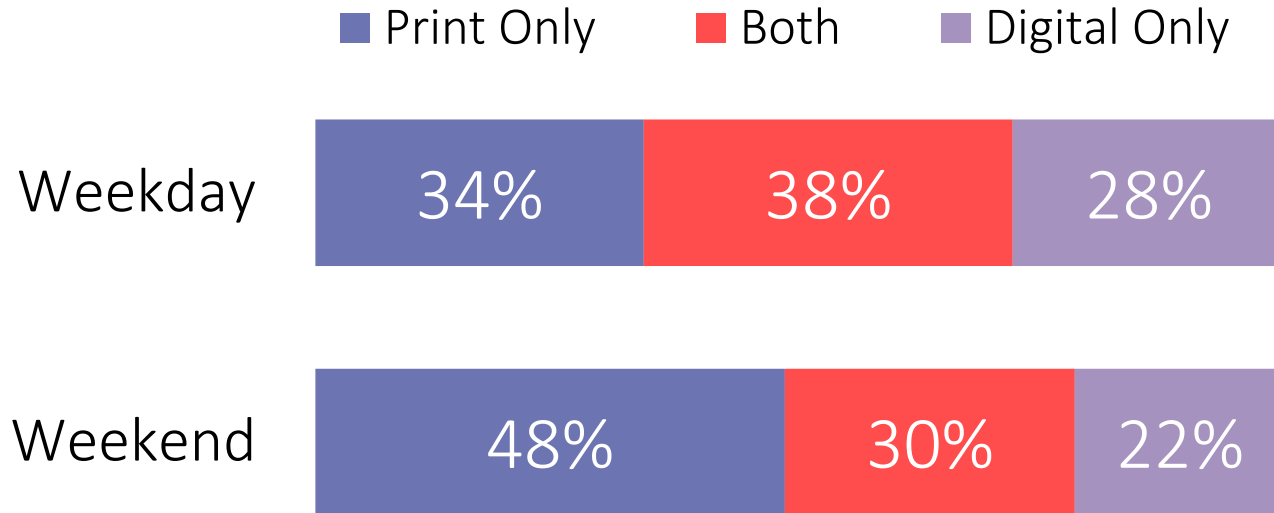
Print  
Dominates



More Digital  
Variation

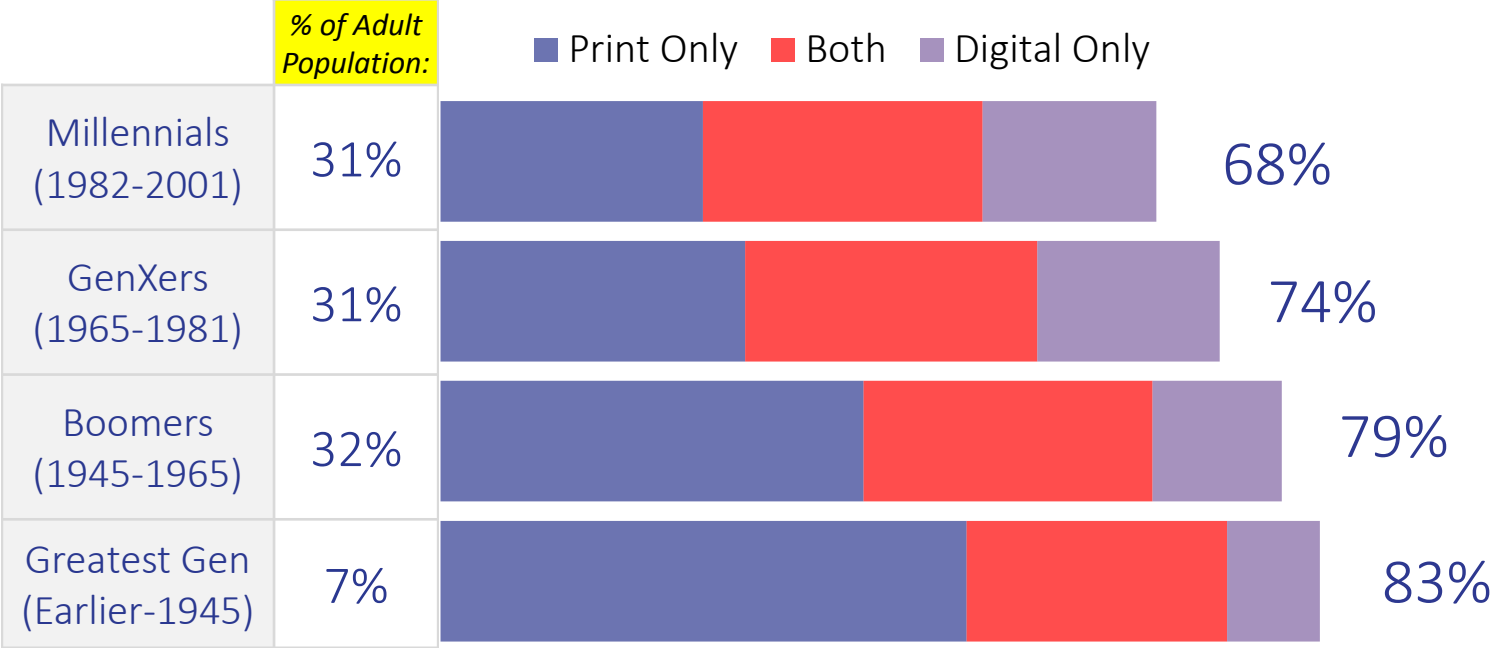
**Newspaper Brand** readers are more active on digital during the weekdays, and print dominates the weekends.

Weekday and Weekend AIR Readers (Major Markets, 18+)



# Millenials & GenXers have greater digital reading than Boomers & Greatest Gen. Cross-platform readership is consistent for all generations.

Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)



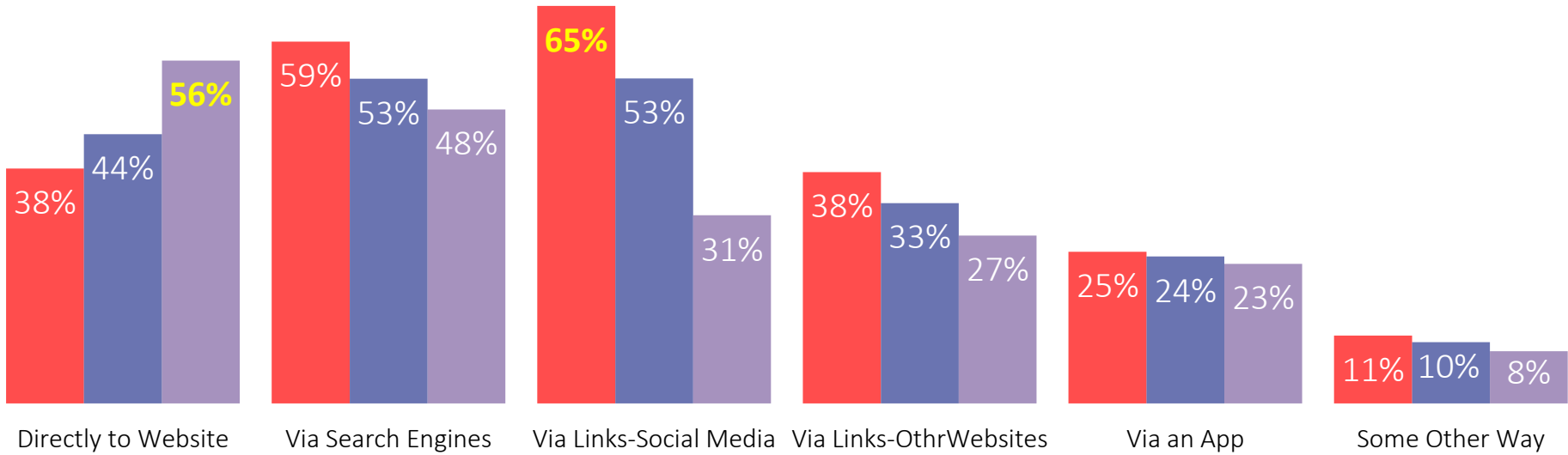
Source: Vividata Summer 2018 Study  
 Base: Respondents aged 18+, 21 Major Markets, Any Newspaper – Average Weekly Print/Digital & La Presse Weekly Digital (Unduplicated)



# Boomers are more likely to access a newspaper's digital content directly, while Millennials predominantly navigate via social media.

Any Newspaper, Reach of Weekly Digital Readers (Major Markets, 18+)

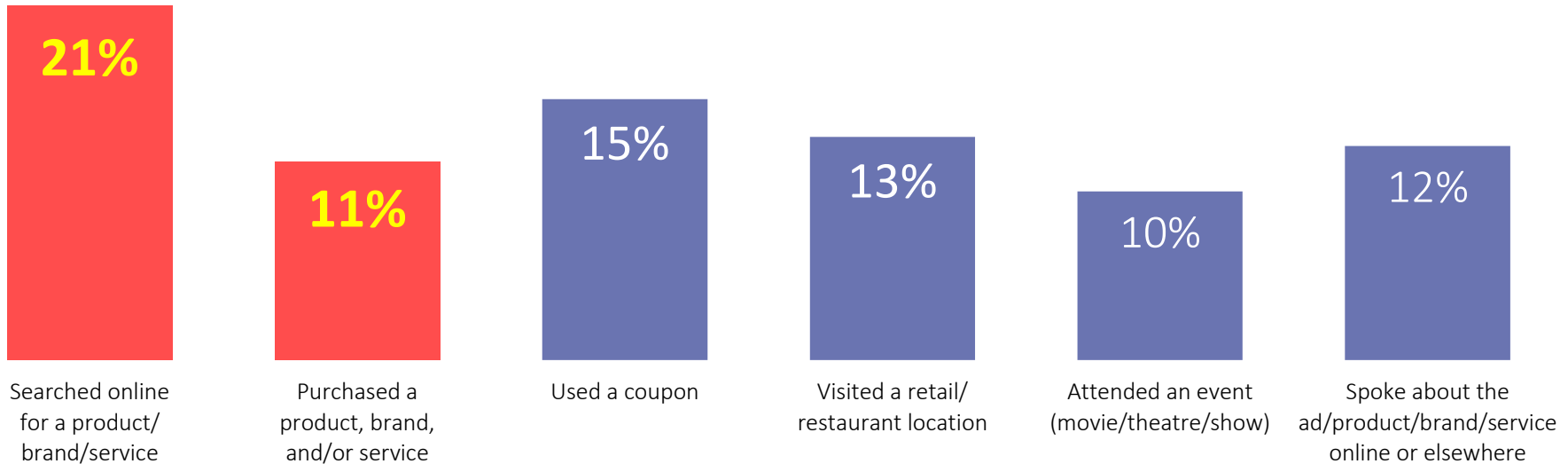
Millennial Readers (1982-2001)    GenXers (1965-1981)    Boomer Readers (1945-1965)



Source: Vividata Summer 2018 Study  
Base: Respondents aged 18+, 21 Major Markets - Any Newspaper – Digital Readers within Past Week (Includes duplication)  
Note: "Directly to website" = Subscription Including Digital Access + Typing Website Address + Via Bookmark/Favorite/Homepage

1 in 5 **Newspaper Brand** readers searched online for a product, brand, and/or service advertised, while 1 in 10 made a purchase.

Actions Taken After Seeing a Newspaper Advertisement  
Any Newspaper, Weekly Print/Digital (Major Markets, 18+)



# VIVIDATA PROVIDES A COMPLETE MEDIA PROFILE

**NEWSPAPER**



**MAGAZINE**



**RADIO**



**INTERNET/SOCIAL**



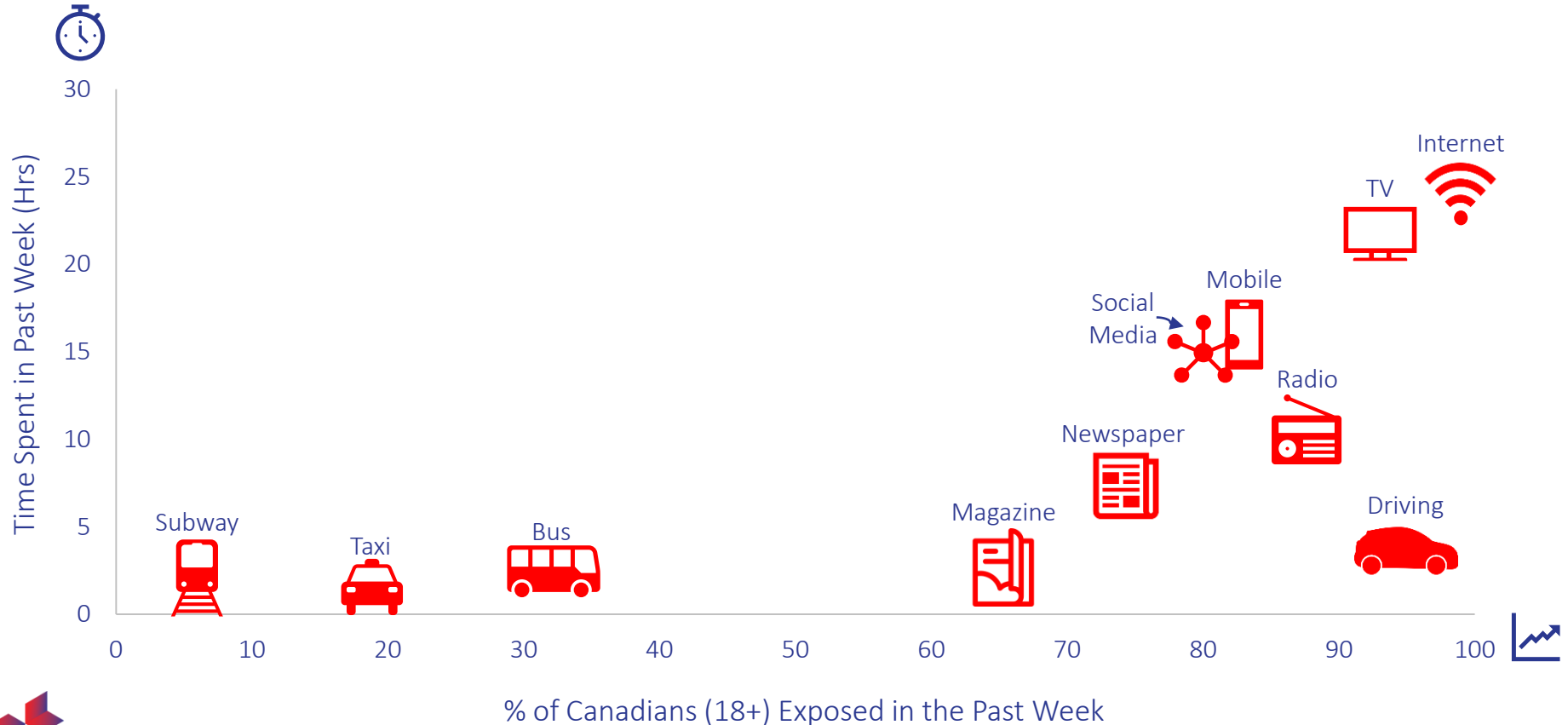
**TELEVISION**



**OUT OF HOME**



# Determine **Cross-Media** reach with **Vividata**.



# ATTITUDES TOWARD MEDIA SEGMENTS

% of Canadian Adults:

