

A blurred, high-angle photograph of a large crowd of people walking in a public space, possibly a transit station or a busy street. The image is overlaid with a color gradient that transitions from blue on the left to red on the right. The text is overlaid on the right side of the image.

# Overview Fall 2018

## Evolving with Canadians



October, 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 – FALL 2018

## 10 Provinces / 5 Regions / 44 Markets

- 43,014 Canadians aged 14+
- 42,426 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto (MM)	4591	18 North Bay (LM)	257	35 Winnipeg (MM)	1171	1 Alberta
2 Ottawa / Gatineau (MM)	2764	19 Cornwall (LM)	257	36 Brandon (LM)	260	2 British Columbia
3 Hamilton (MM)	1071	20 Timmins (LM)	247	37 Saint John (LM)	258	3 Manitoba
4 Kitchener (MM)	1009	21 Owen Sound (LM)	250	38 St. John's (MM)	523	4 New Brunswick
5 London (MM)	1014	22 Montréal (MM)	5206	39 Halifax (MM)	870	5 Newfoundland and Labrador
6 St. Catharines / Niagara (MM)	651	23 Québec City (MM)	1182	40 Cape Breton (LM)	260	6 Nova Scotia
7 Windsor (MM)	847	24 Sherbrooke (MM)	253	41 Summerside (LM)	247	7 Ontario
8 Guelph (LM)	435	25 Saguenay (MM)	265	42 Charlottetown (LM)	260	8 Prince Edward Island
9 Kingston (LM)	258	26 Trois-Rivières (MM)	262	43 Saskatoon (MM)	871	9 Quebec
10 Thunder Bay (LM)	283	27 Granby (LM)	254	44 Regina (MM)	845	10 Saskatchewan
11 Sudbury (LM)	259	28 Calgary (MM)	2281			
12 Brantford (LM)	271	29 Edmonton (MM)	2242			<b># Regions</b>
13 Peterborough (LM)	254	30 Lethbridge (LM)	266			1 Atlantic
14 Chatham (LM)	260	31 Medicine Hat (LM)	264			2 British Columbia
15 Belleville (LM)	254	32 Vancouver (MM)	3752			3 Ontario
16 Sarnia (LM)	257	33 Victoria (MM)	859			4 Prairies
17 Sault Ste. Marie (LM)	257	34 Prince George (LM)	256			5 Quebec

(MM) = Major Markets

(LM) = Local Markets

# TITLES REPORTED

## MAGAZINES (62)

- 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
- 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 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
- TV Hebdo

## NEWSPAPERS (71)

- Urbania
- Vivre Mieux
- Cape Breton Post
- Edmonton Journal
- Leader-Post (Regina)
- Medicine Hat News
- StarMetro/Metro Calgary (*Print*)
- StarMetro/Metro Edmonton (*Print*)
- StarMetro/Metro Halifax (*Print*)
- StarMetro/Metro Toronto (*Print*)
- StarMetro/Metro Vancouver (*Print*)
- 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

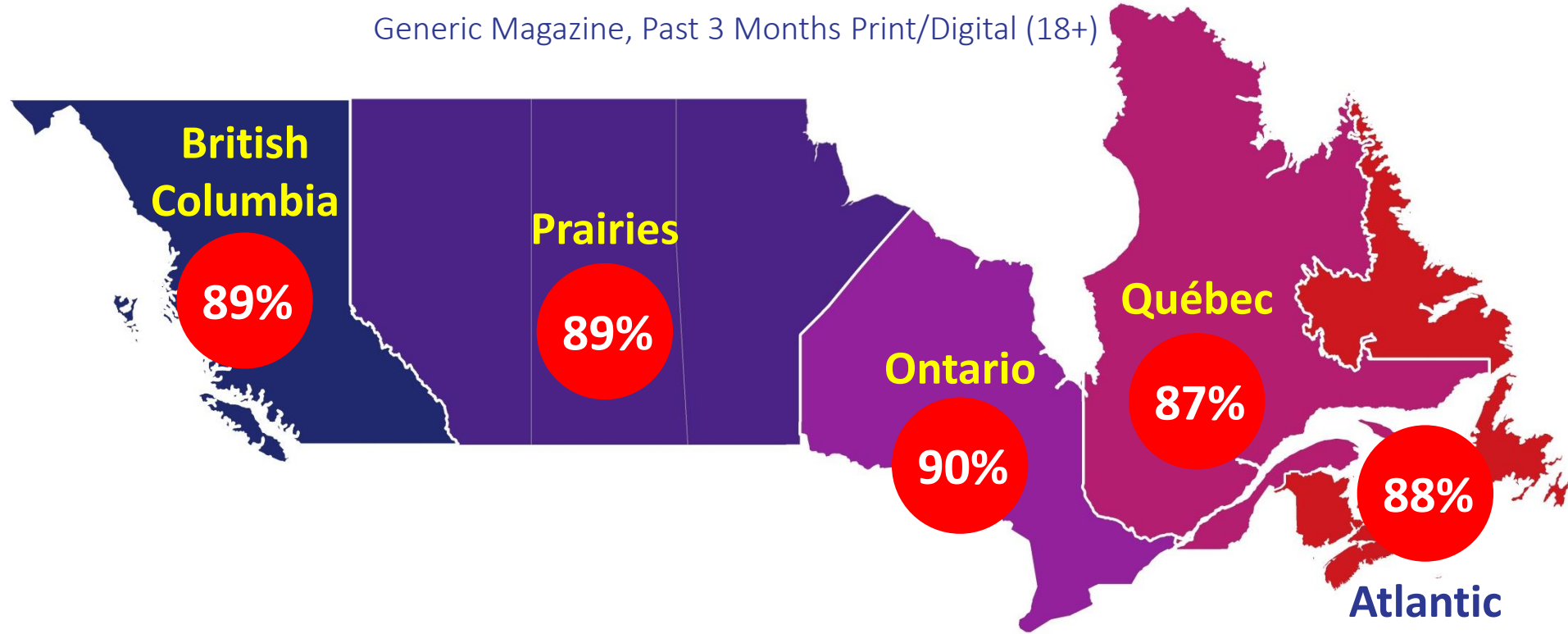
- North Shore News
- Richmond News
- Tri-City News
- Vancouver Courier

## OTHER TITLES

- Business in Vancouver
- The Kit
- Toronto Star Wheels

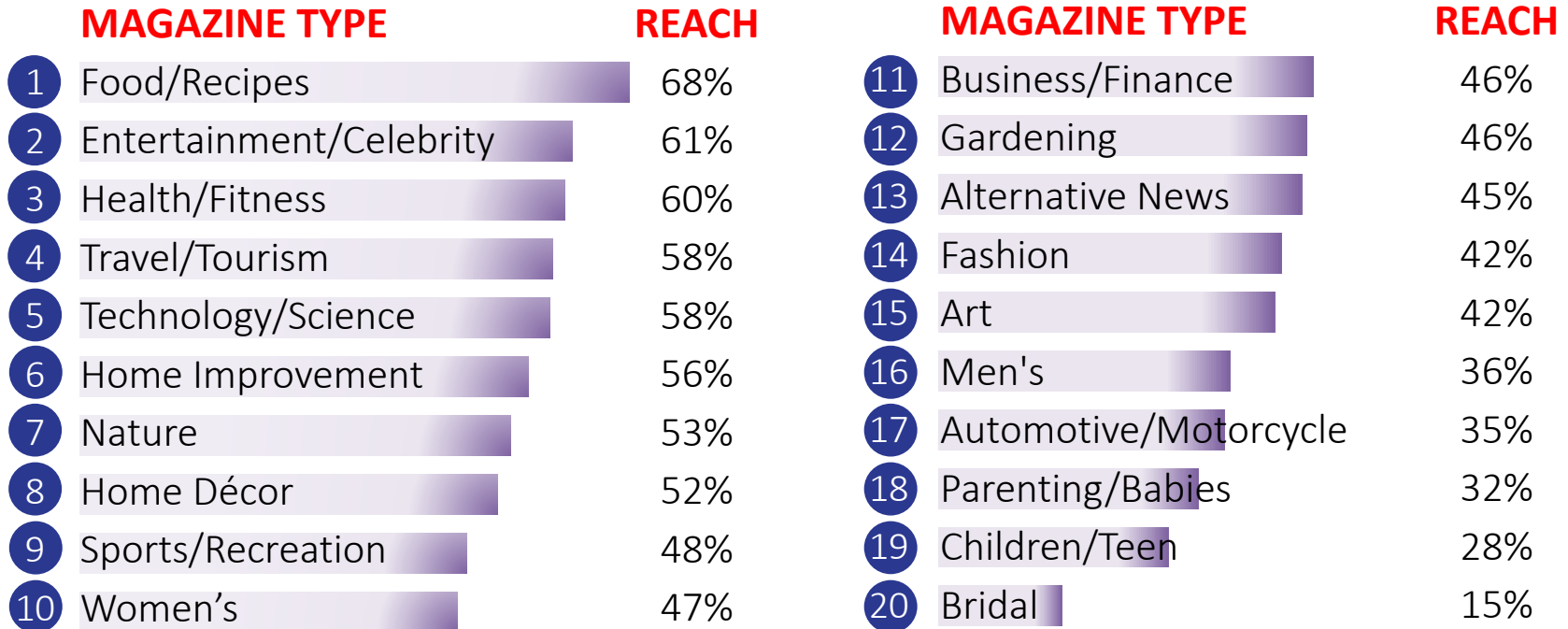
# Across Canada, **Magazine Brands** reach 9 of 10 adults.

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



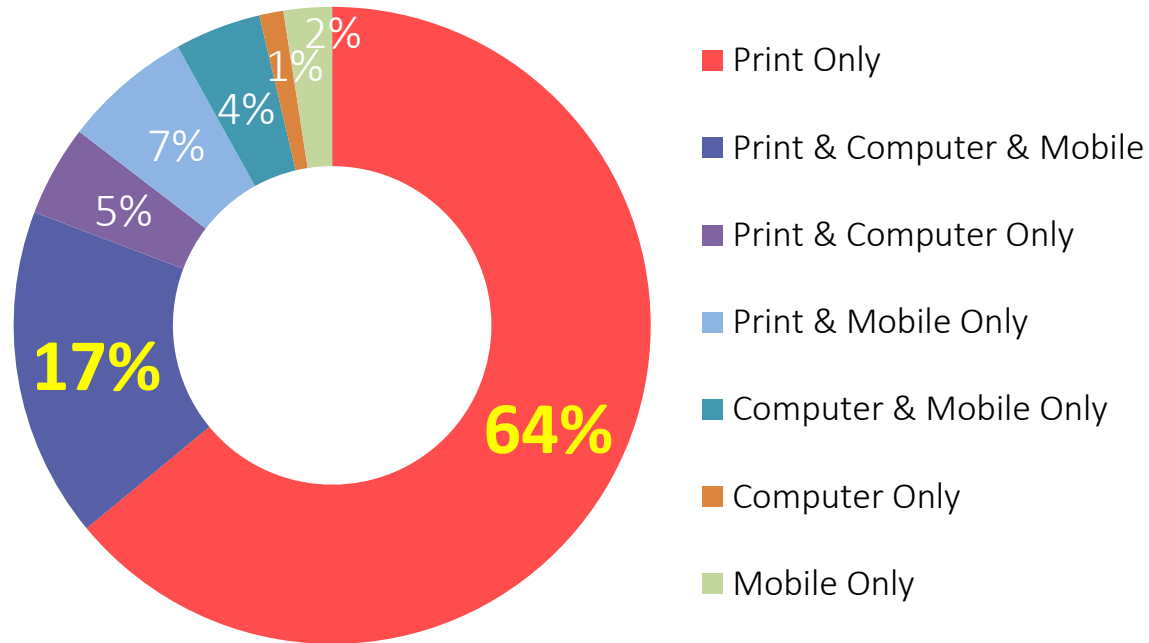
# Food, Entertainment, and Health **Magazines** are the most popular among Canadians.

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+)

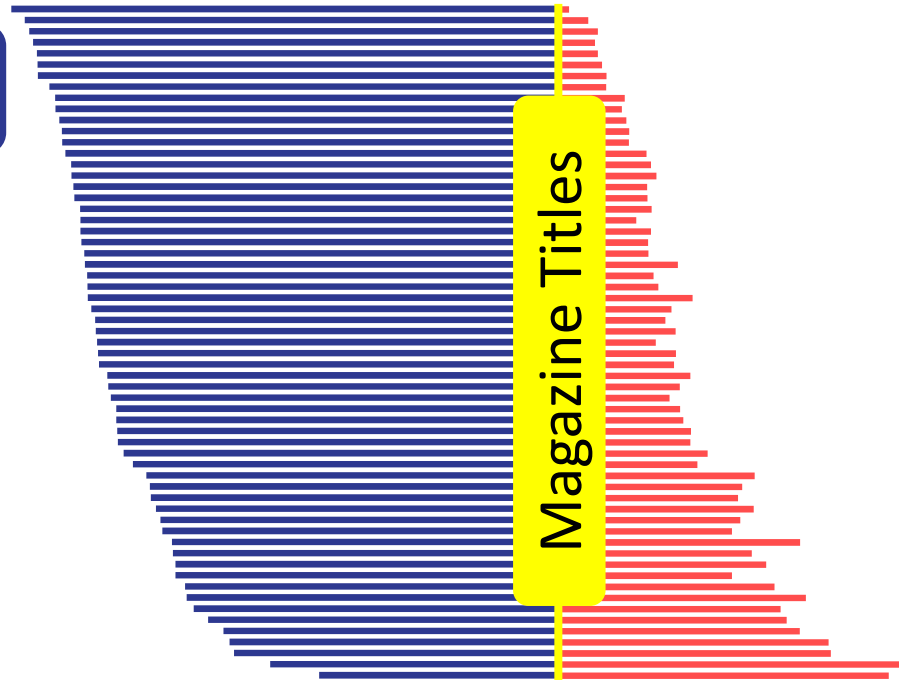


# Platform readership of **Magazine Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

Print  
Dominates

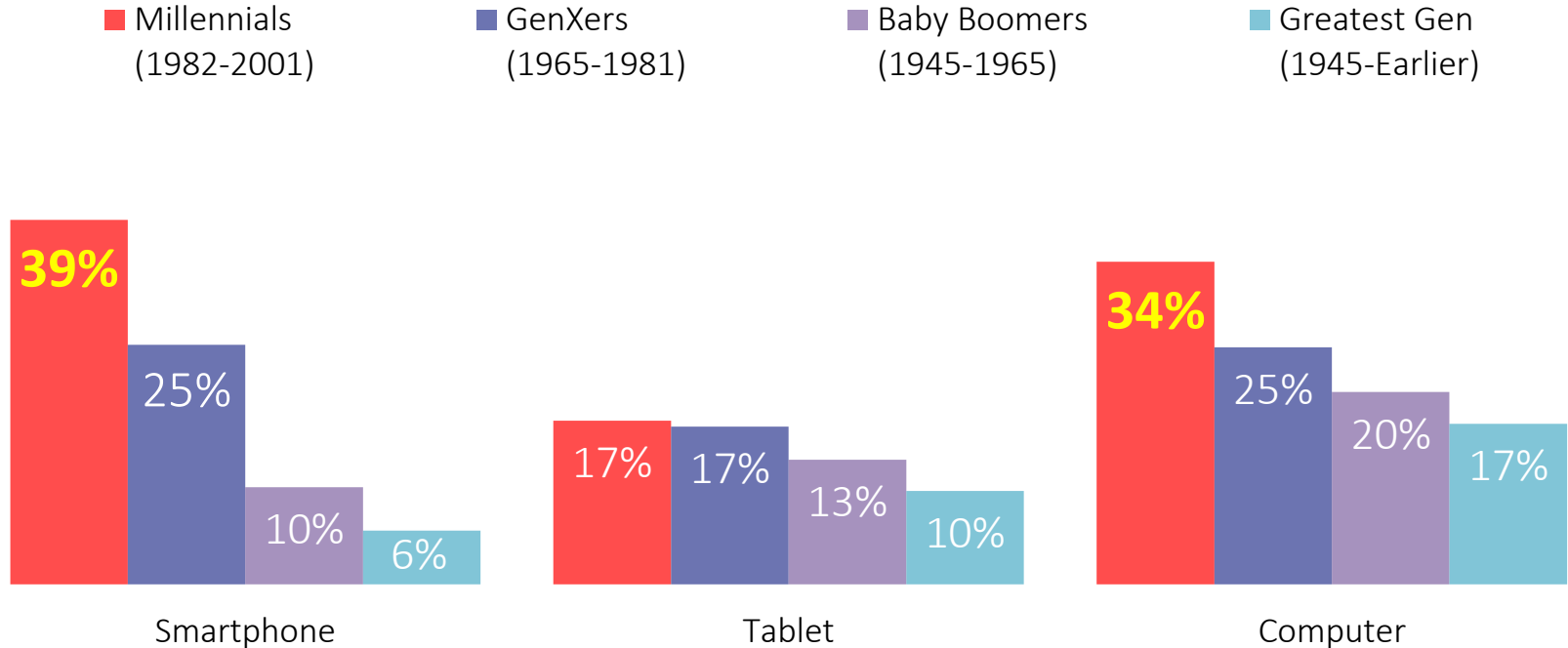


More Digital  
Variation



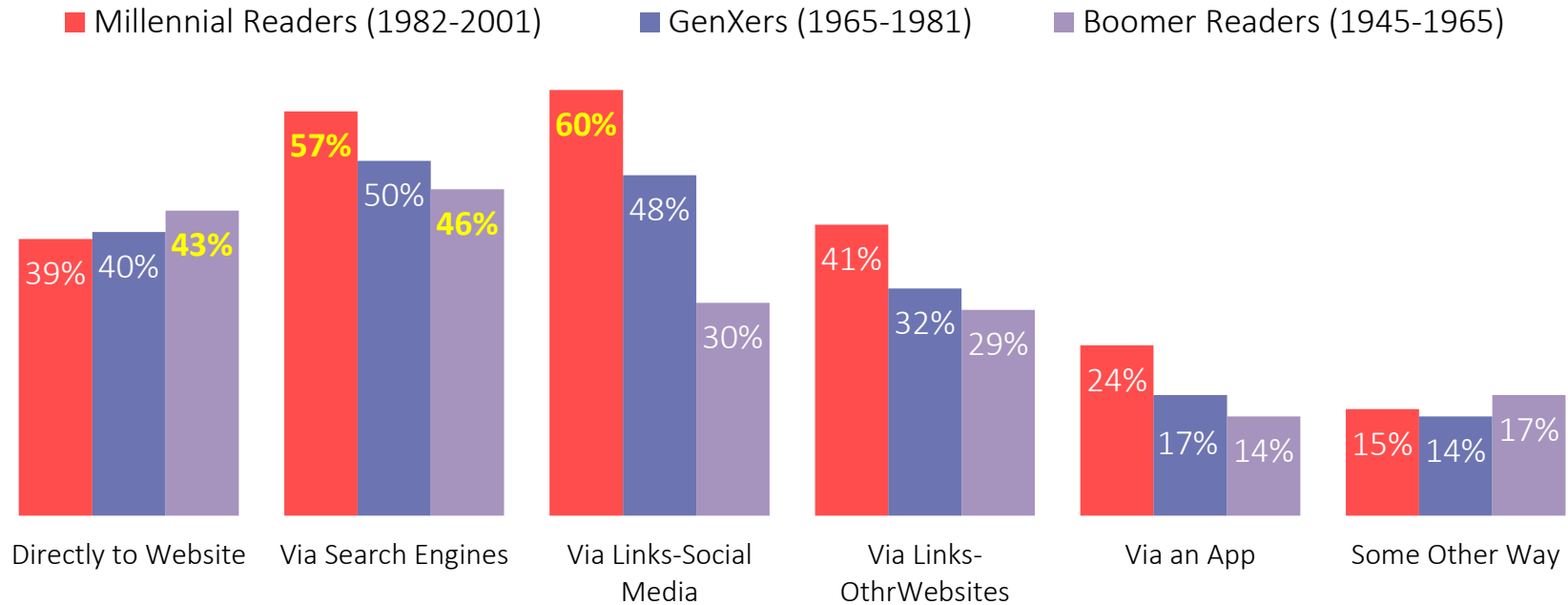
# Millennials & GenXers are more likely to read a **Magazine's digital content**, with more reading via a smartphone or computer.

Any Magazine, Reach by Digital Device (18+)



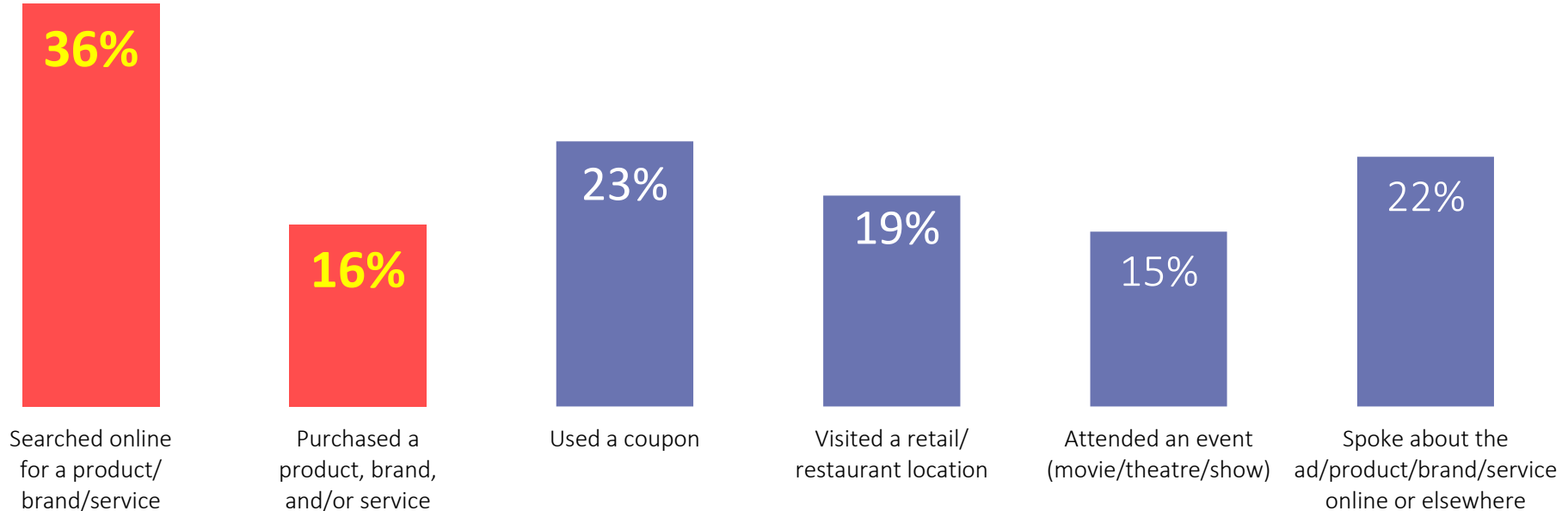
# Boomers predominantly access **Digital Magazines** directly & via search, while **Millennials** access via search & social media.

Any Magazine, Reach of Digital Readers (18+)



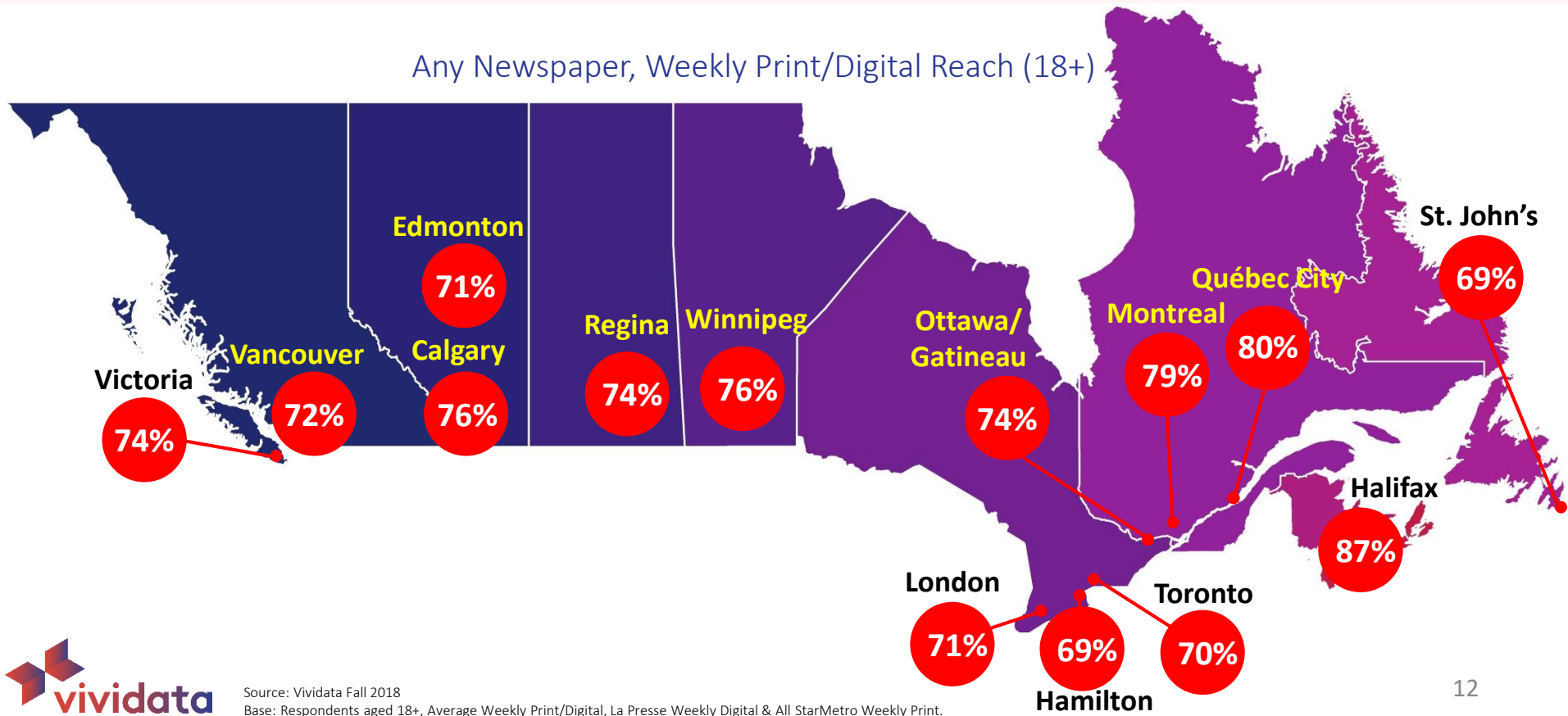
1 in 3 **Magazine** readers searched online for a product, brand, and/or service advertised, while nearly 1 in 6 made a purchase.

Actions Taken After Seeing a Magazine Advertisement  
Any Magazine, Print/Digital AR (18+)



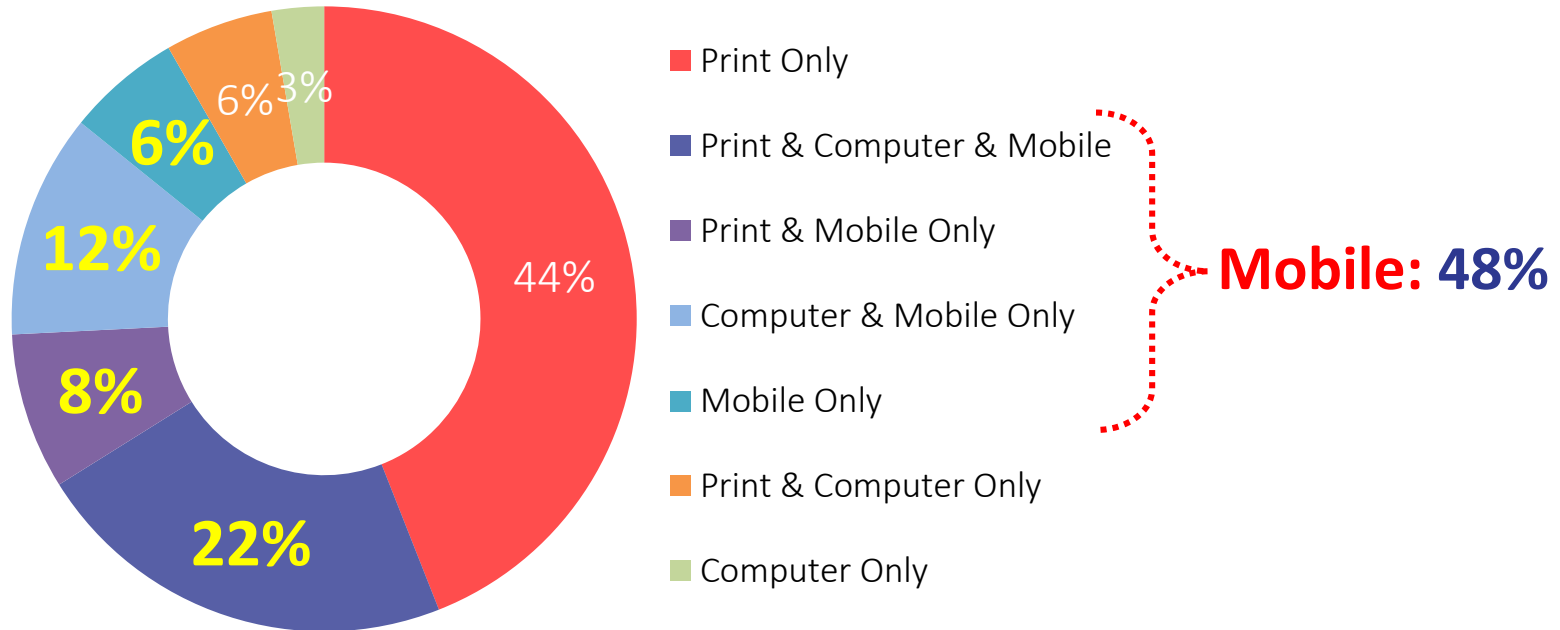
# On a weekly basis, **Newspaper Brands** reach 3 out of 4 adults across Canada.

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+)

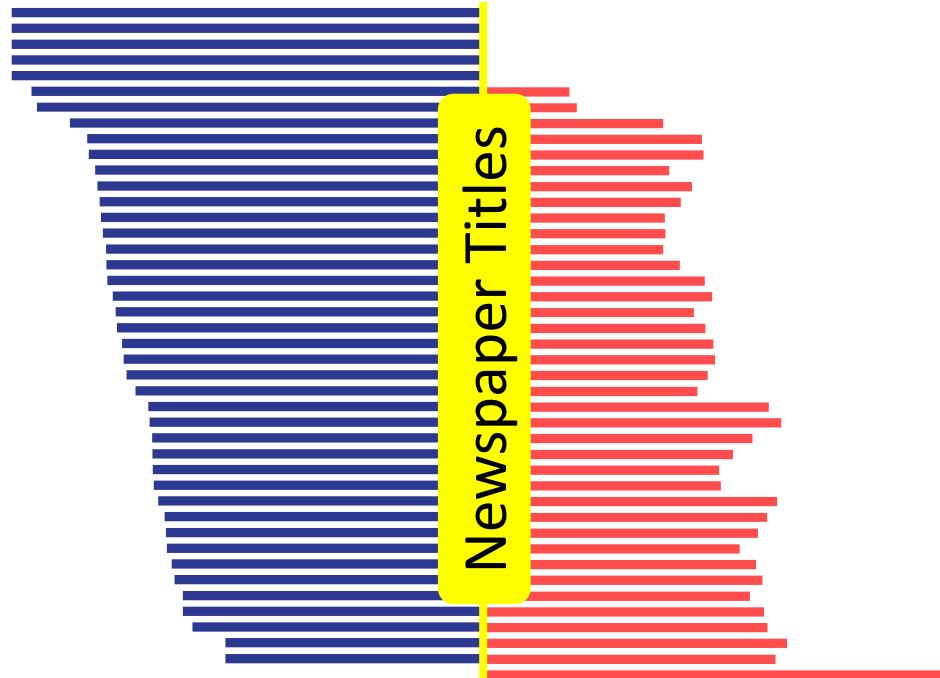


# Platform readership of **Newspaper Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

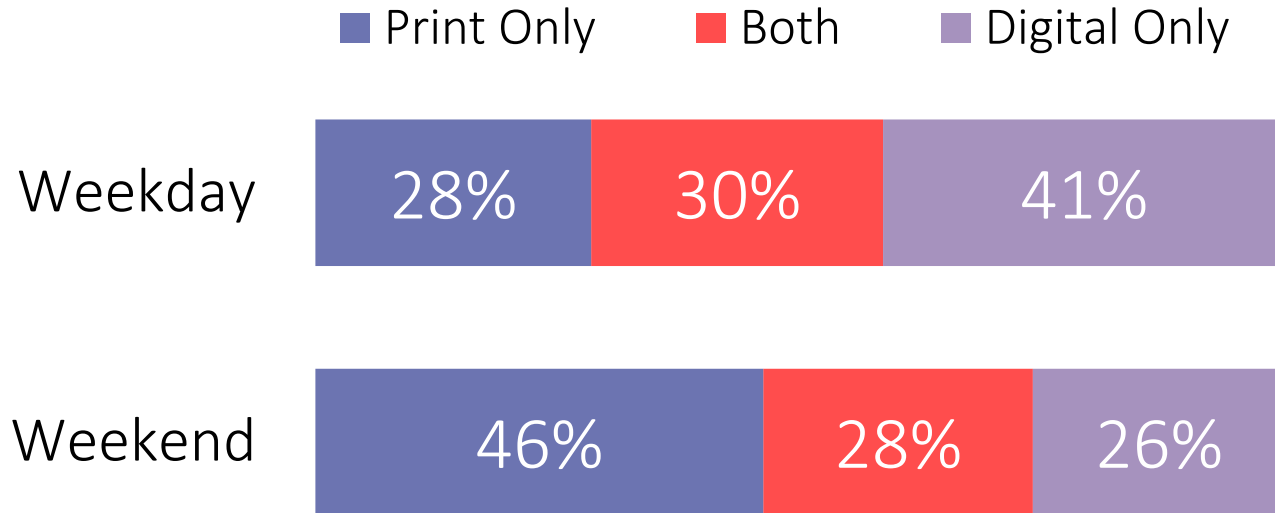
Print  
Dominates



More Digital  
Variation

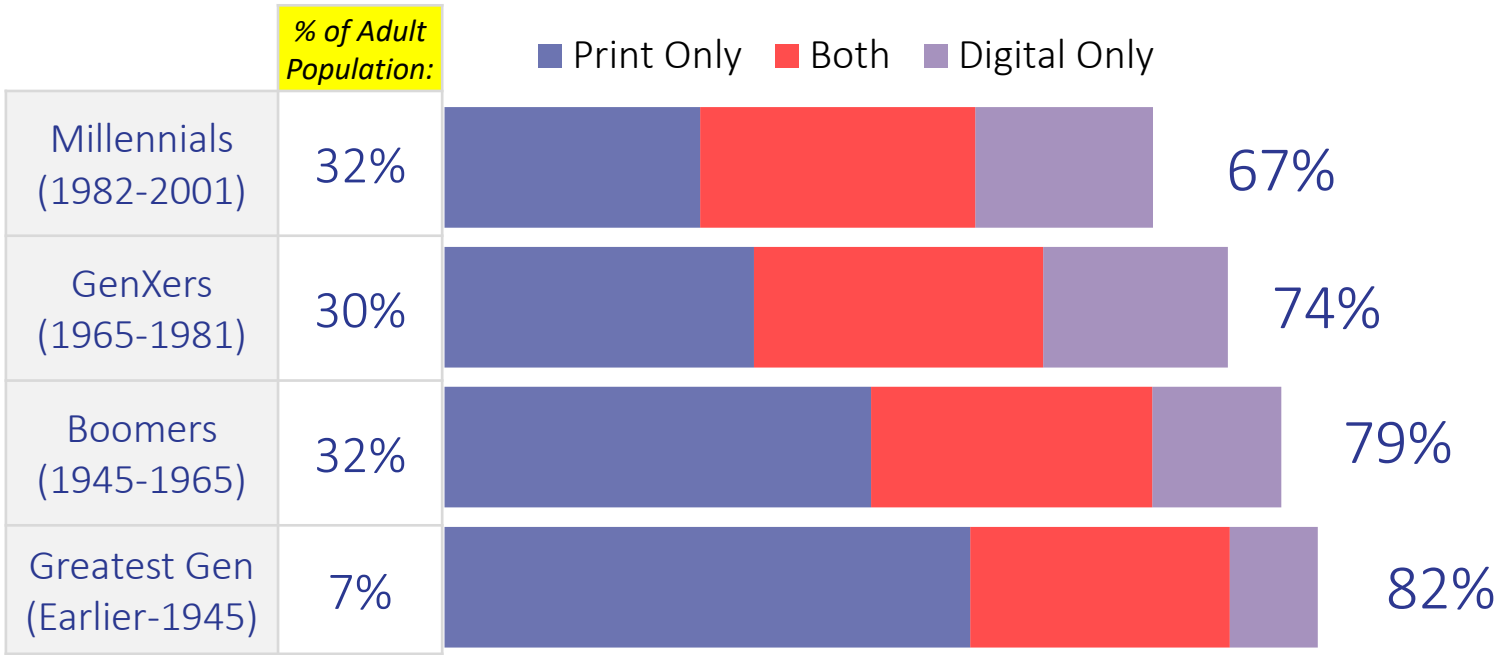
# Newspaper Brand readers are more active on digital during the weekdays, and print dominates the weekends.

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+)

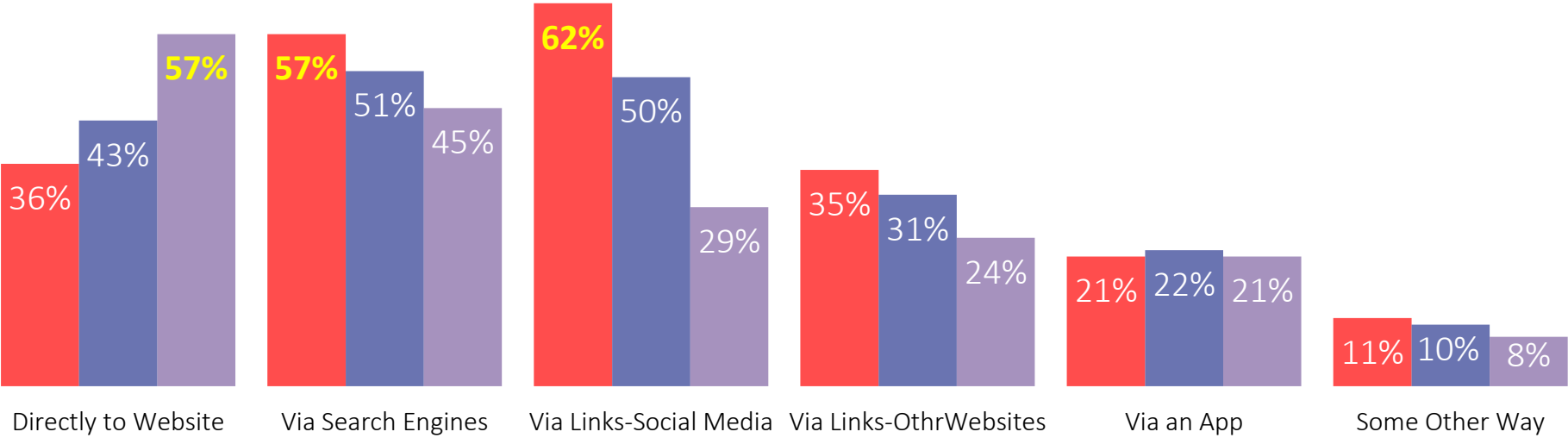




**Boomers** are more likely to access a newspaper's **digital content** directly, while **Millennials** predominantly navigate via social media and search.

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

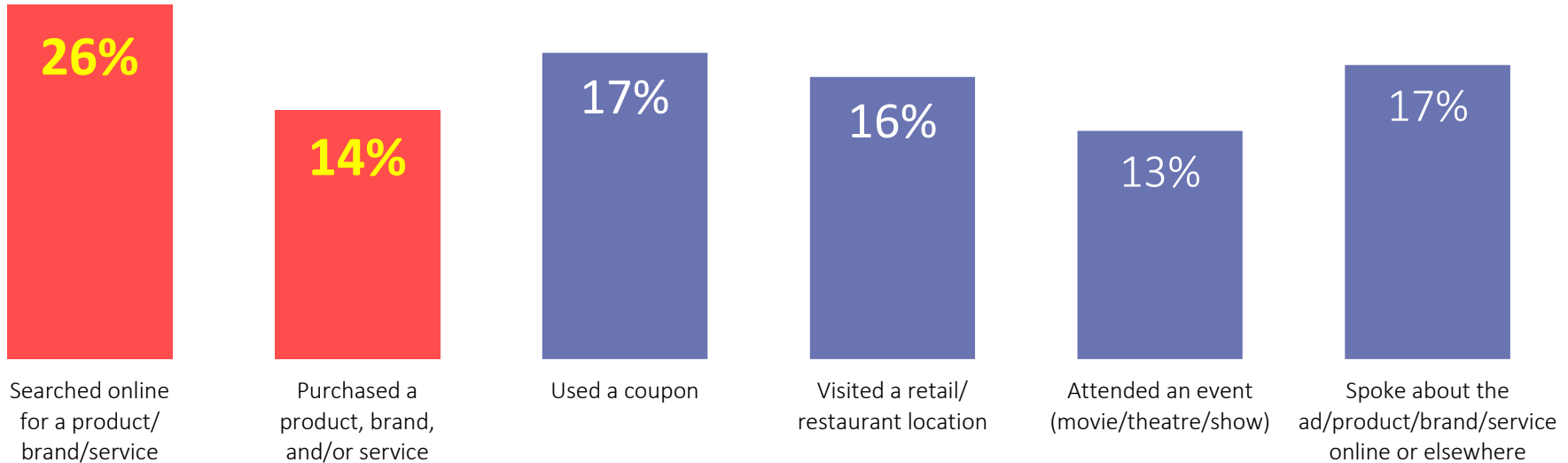
■ Millennial Readers (1982-2001)    ■ GenXers (1965-1981)    ■ Boomer Readers (1945-1965)



Source: Vividata Fall 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 4 **Newspaper Brand** readers searched online for a product, brand, and/or service advertised, while 1 in 7 made a purchase.

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



# COMMUNITY NEWSPAPERS

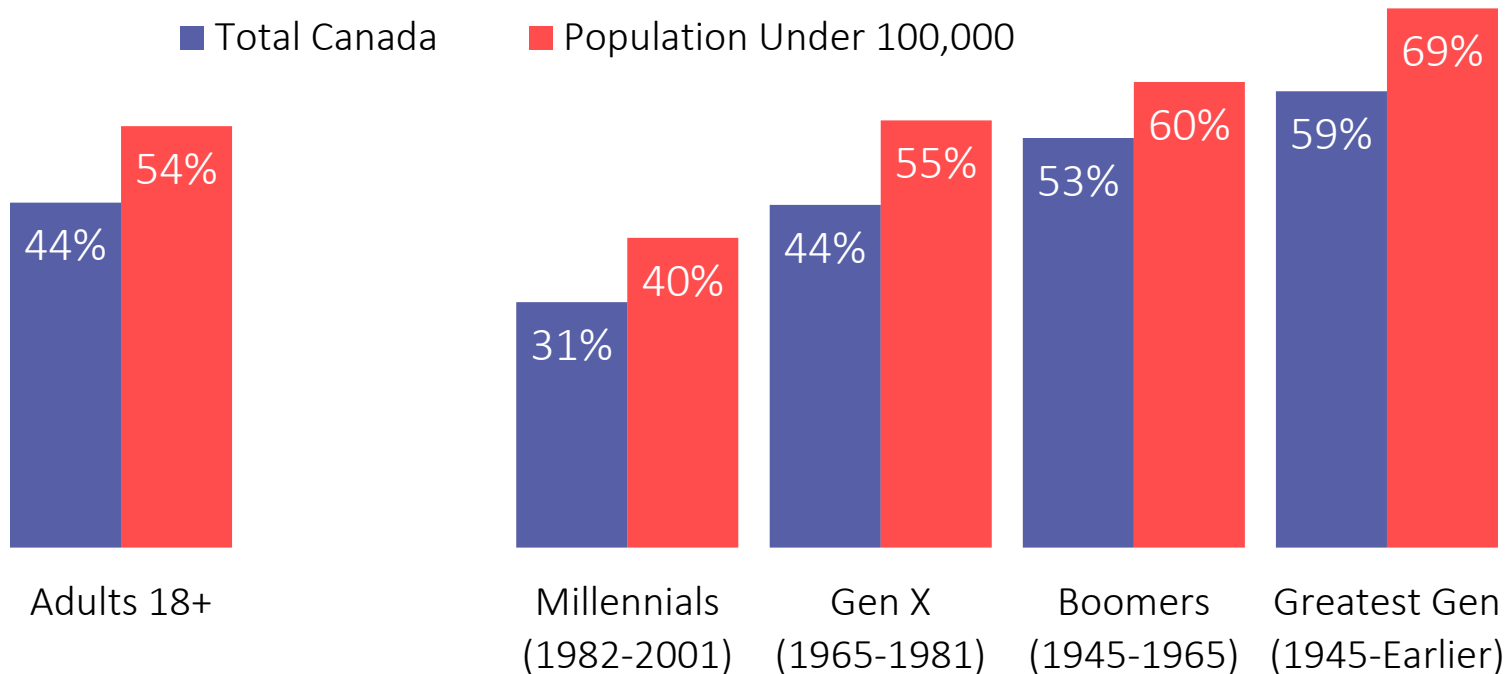
# Community Newspapers achieve the highest reach in British Columbia and Prairies.

Reach of Community Newspapers (18+)

Community Newspaper Reach % (Adults 18+)	Total Canada	British Columbia	Prairies	Ontario	Québec	Atlantic
<b>Weekly:</b>	44%	<b>51%</b>	<b>42%</b>	45%	41%	42%
<b>Monthly:</b>	61%	<b>67%</b>	<b>63%</b>	61%	57%	58%
<b>Longer Ago:</b>	79%	<b>83%</b>	<b>82%</b>	80%	76%	78%

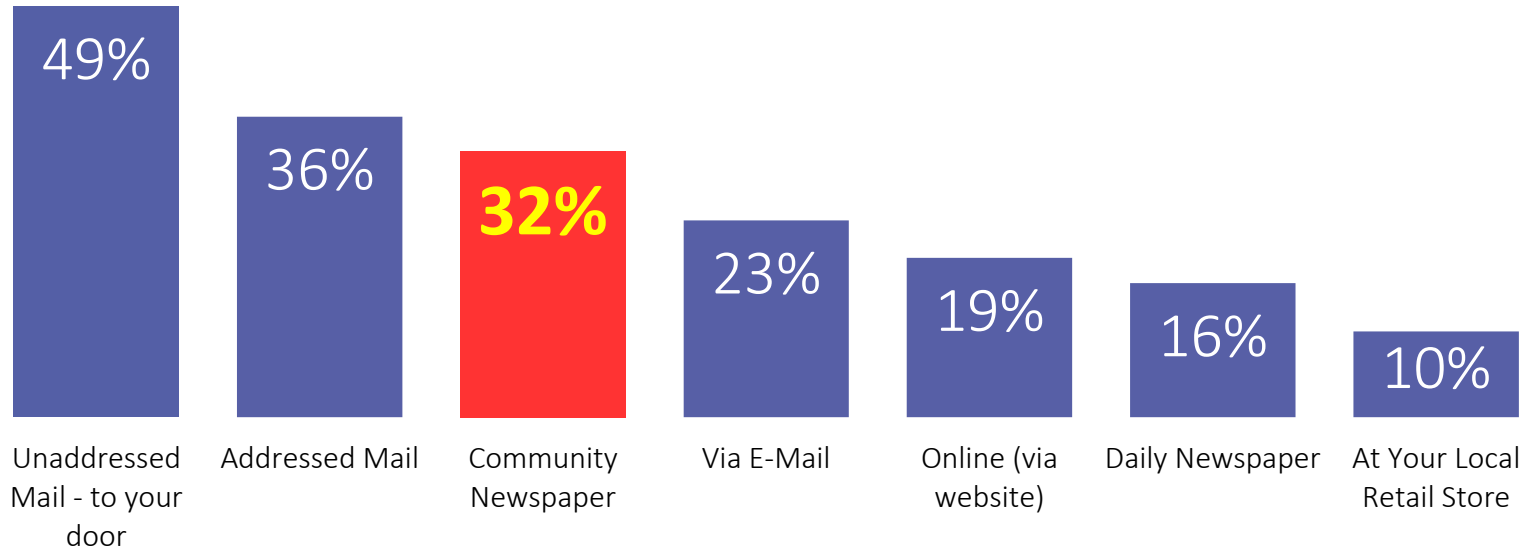
# Community Newspaper readership is stronger in smaller markets and readership increases with age.

Weekly Reach of Community Newspapers (18+)



# 1 in 3 Canadians receive **flyers/inserts** from a **Community Newspaper**.

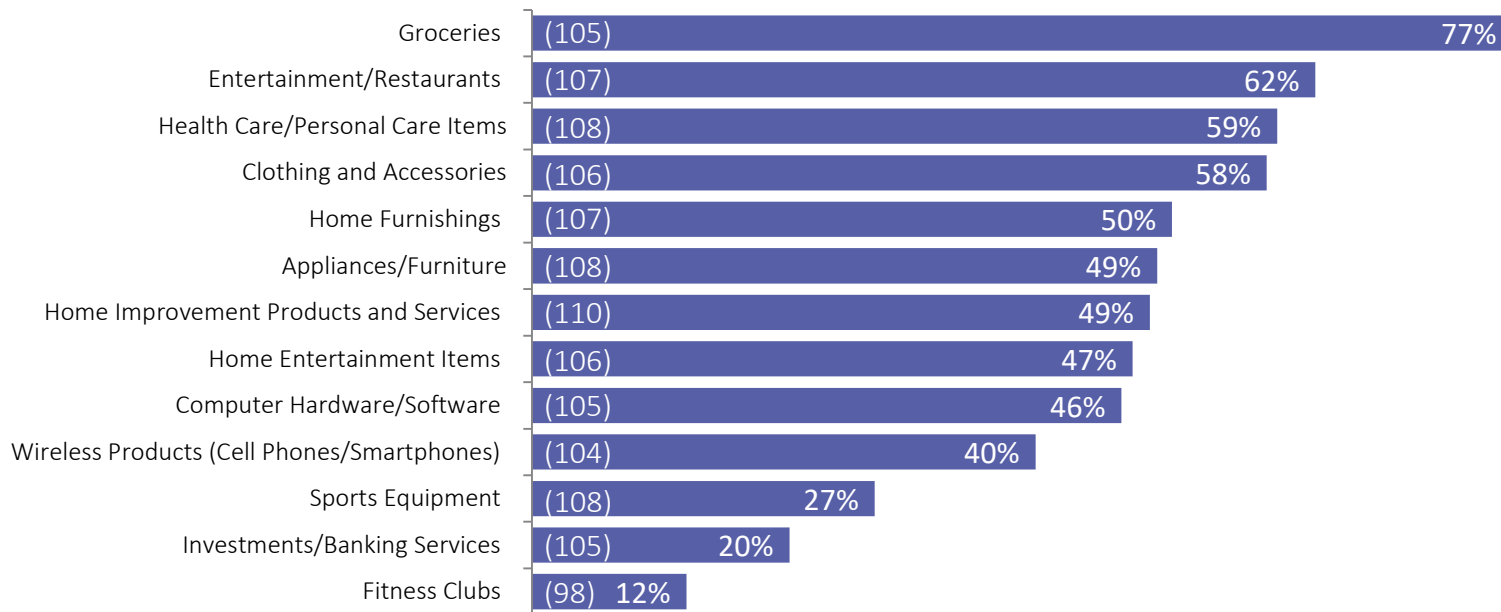
Method of Receiving Flyers/Inserts (18+)



# Community Newspaper readers use flyers/inserts to plan their purchase on...

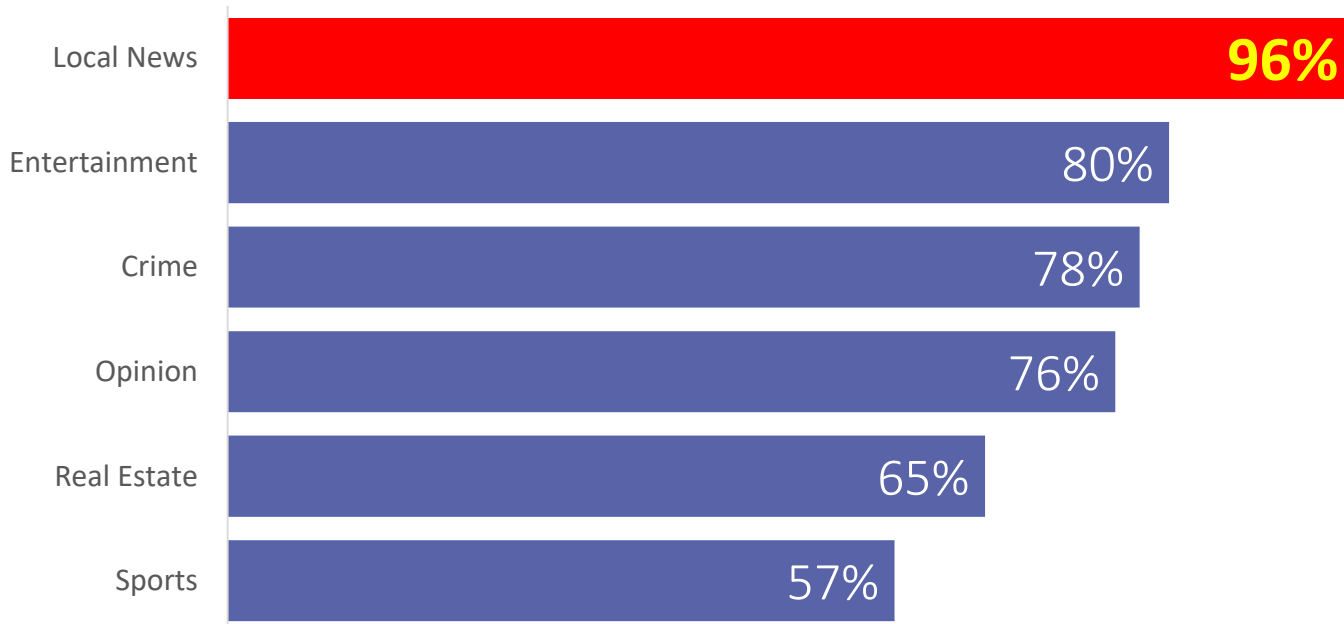
Community Newspaper Readers – Past Week (18+)

## FLYER/INSERTS USED TO PLAN PURCHASE OF:



# Community Newspaper readers are more interested in local news.

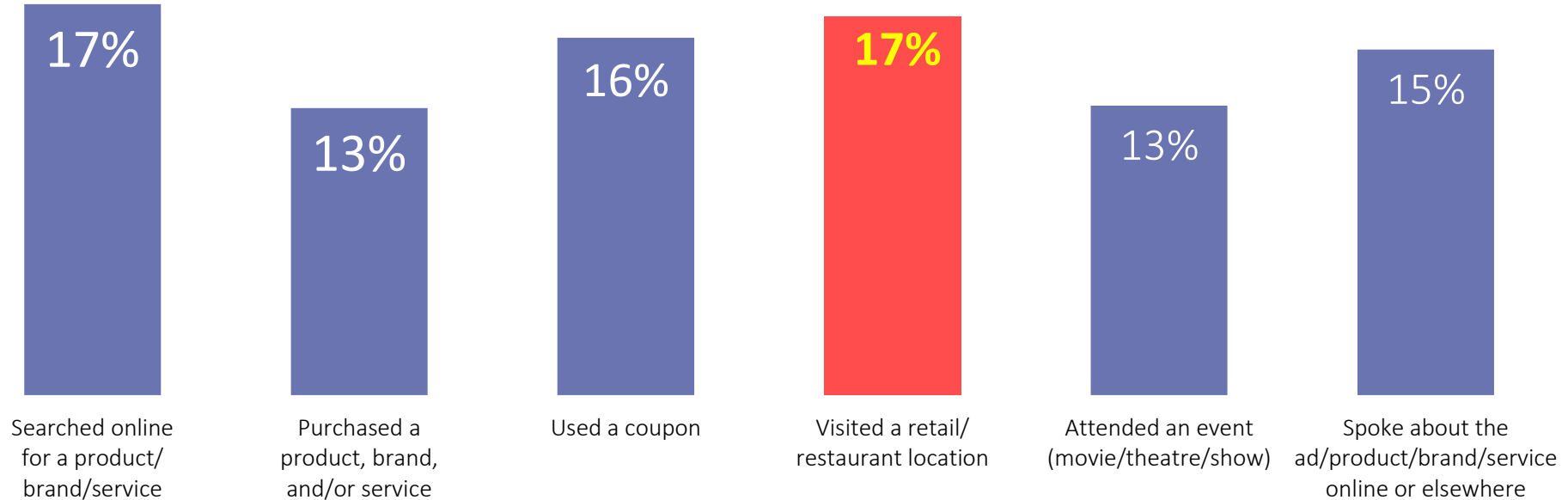
Sections Read in a Community Newspaper, Print/Digital AIR (18+)





# 1 in 5 **Community Newspaper** readers visited a retail store or a restaurant after seeing an Ad.

Actions Taken After Seeing a Community Newspaper Advertisement, Community Newspaper Readers - Past Week(18+)



# VIVIDATA PROVIDES A COMPLETE MEDIA PROFILE

**NEWSPAPER**



**MAGAZINE**



**RADIO**



**INTERNET/SOCIAL**



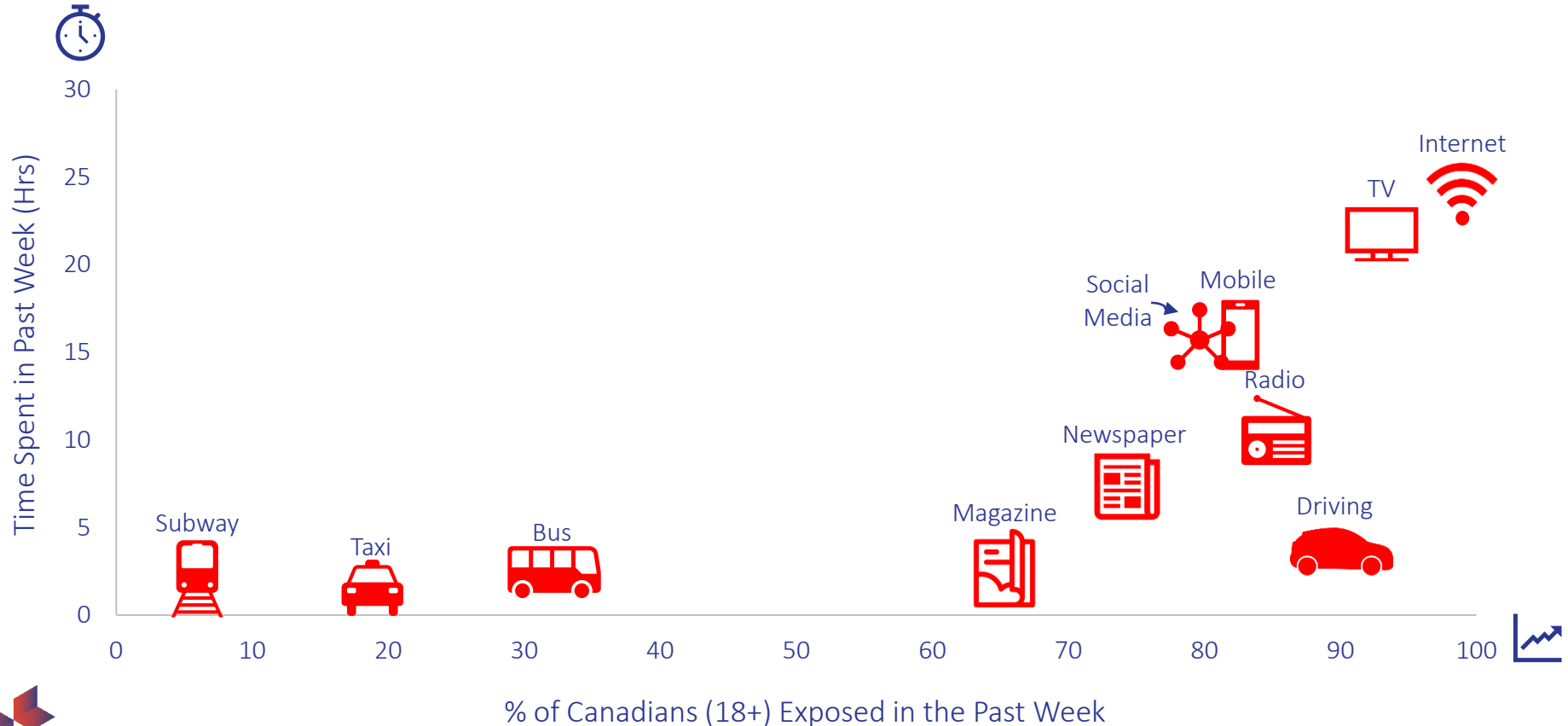
**TELEVISION**



**OUT OF HOME**



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



# ATTITUDES TOWARD MEDIA SEGMENTS

