

Overview of Results:

Fall 2020 Study



STUDY SCOPE – Fall 2020

10 Provinces / 5 Regions / 40 Markets

- 32,738 Canadians aged 14+
- 31,558 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto (MM)	3936	17 Regina (MM)	524	33 Sault Ste. Marie (LM)	211	1 Alberta
2 Montreal (MM)	3754	18 Sherbrooke (MM)	225	34 Charlottetown (LM)	231	2 British Columbia
3 Vancouver (MM)	3016	19 St. John's (MM)	312	35 North Bay (LM)	223	3 Manitoba
4 Calgary (MM)	902	20 Kingston (LM)	282	36 Cornwall (LM)	227	4 New Brunswick
5 Edmonton (MM)	874	21 Sudbury (LM)	276	37 Brandon (LM)	222	5 Newfoundland and Labrador
6 Ottawa/Gatineau (MM)	1134	22 Trois-Rivières (MM)	202	38 Timmins (LM)	200	6 Nova Scotia
7 Quebec City (MM)	552	23 Saguenay (MM)	217	39 Owen Sound (LM)	200	7 Ontario
8 Winnipeg (MM)	672	24 Brantford (LM)	282	40 Summerside (LM)	217	8 Prince Edward Island
9 Hamilton (MM)	503	25 Saint John (LM)	279			9 Quebec
10 Kitchener (MM)	465	26 Peterborough (LM)	280			10 Saskatchewan
11 London (MM)	384	27 Chatham (LM)	236			
12 Halifax (MM)	457	28 Cape Breton (LM)	269			
13 St. Catharines/Niagara (MM)	601	29 Belleville (LM)	270			
14 Victoria (MM)	533	30 Sarnia (LM)	225			
15 Windsor (MM)	543	31 Prince George (LM)	213			
16 Saskatoon (MM)	511	32 Granby (LM)	219			

(MM) = Major Markets

(LM) = Local Markets

Regions

- 1 Atlantic
- 2 British Columbia
- 3 Ontario
- 4 Prairies
- 5 Quebec

TITLES REPORTED

MAGAZINES (51)

- Air Canada enRoute
- AMA Insider Magazine
- Best Health
- CAA Ontario & Atlantic
- CAA Manitoba
- CAA Saskatchewan
- CAA Magazine Summary
- 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
- InStyle
- Maclean's
- NOW
- Our Canada
- Outdoor Canada
- People
- Professionally Speaking
- Reader's Digest
- Real Simple
- Report on Business
- Sports Illustrated
- Style at Home
- The Hockey News
- Toronto Life
- Vancouver Magazine
- Western Living
- Zoomer Magazine
- 5 ingrédients - 15 minutes
- Bel Âge magazine
- CAA Québec
- Châtelaine (Fr)
- Clin d'oeil
- Coup de pouce
- ELLE QUÉBEC
- L'actualité
- Les Affaires/Les Affaires Plus
- Les Idées de Ma Maison
- Magazine Véro
- RICARDO Magazine
- Sélection du Reader's Digest
- Urbania

NEWSPAPERS (53)

- Cape Breton Post
- Edmonton Journal
- Leader-Post (Regina)
- Montreal Gazette
- National Post
- Niagara Falls Review
- North Bay Nugget
- Ottawa 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 Daily Press
- The Edmonton Sun
- The Globe And Mail
- The Guardian
- The Hamilton Spectator
- The Kingston Whig-Standard
- 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
- 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 (4)

- Mississauga News
- Brampton Guardian
- Niagara This Week
- Scarborough Mirror

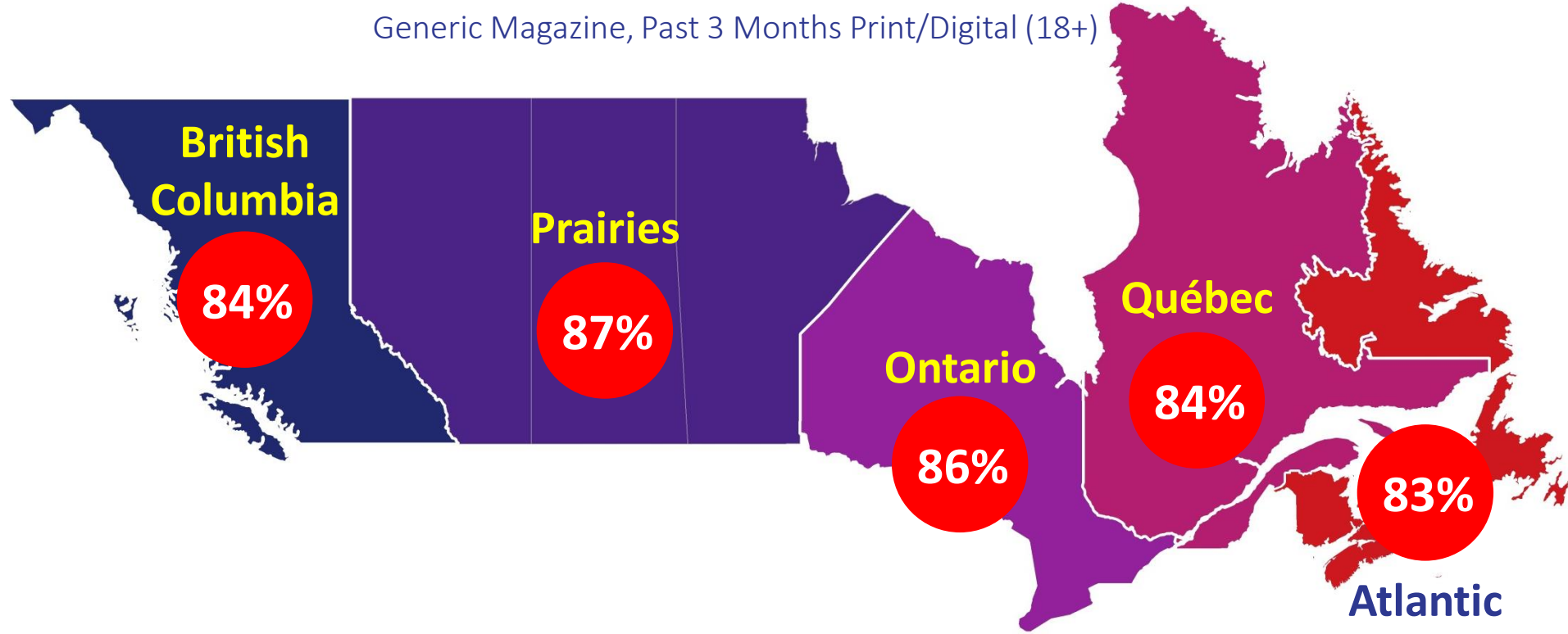
OTHER TITLES (1)

- Toronto Star Wheels

MAGAZINES

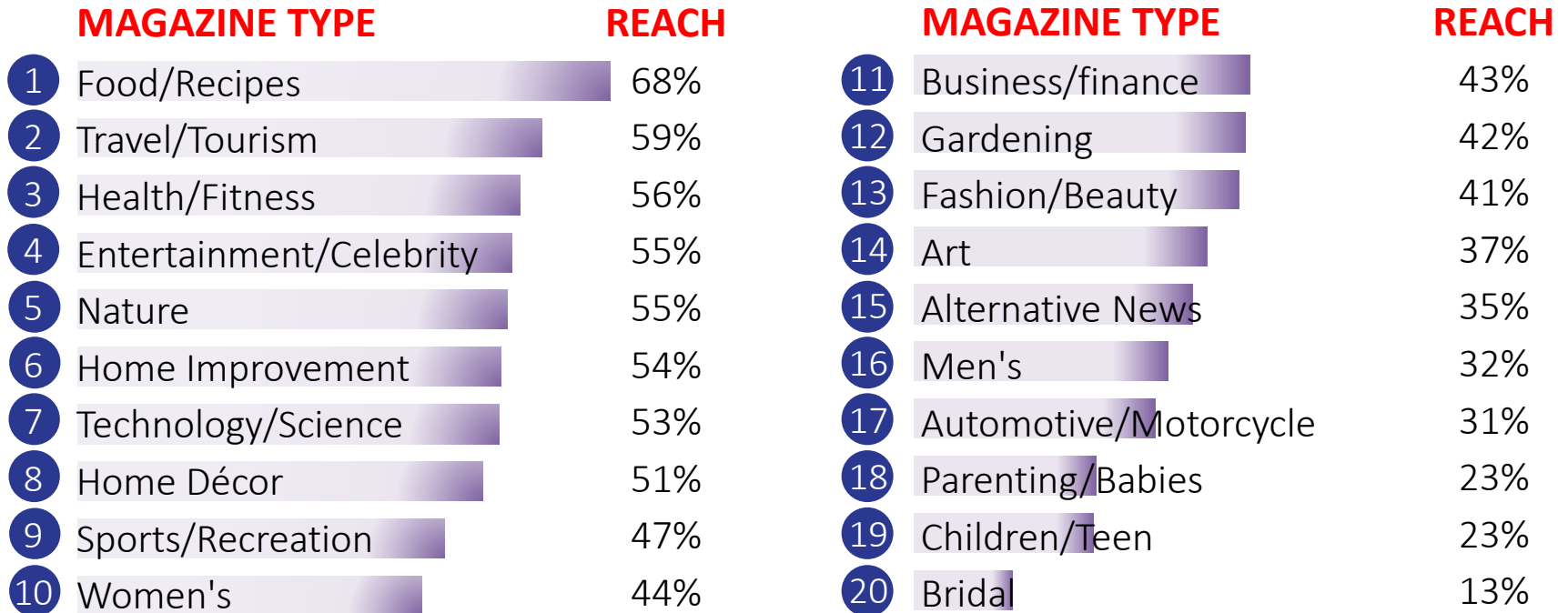
Across Canada, **Magazine Brands** reach 9 of 10 adults.

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



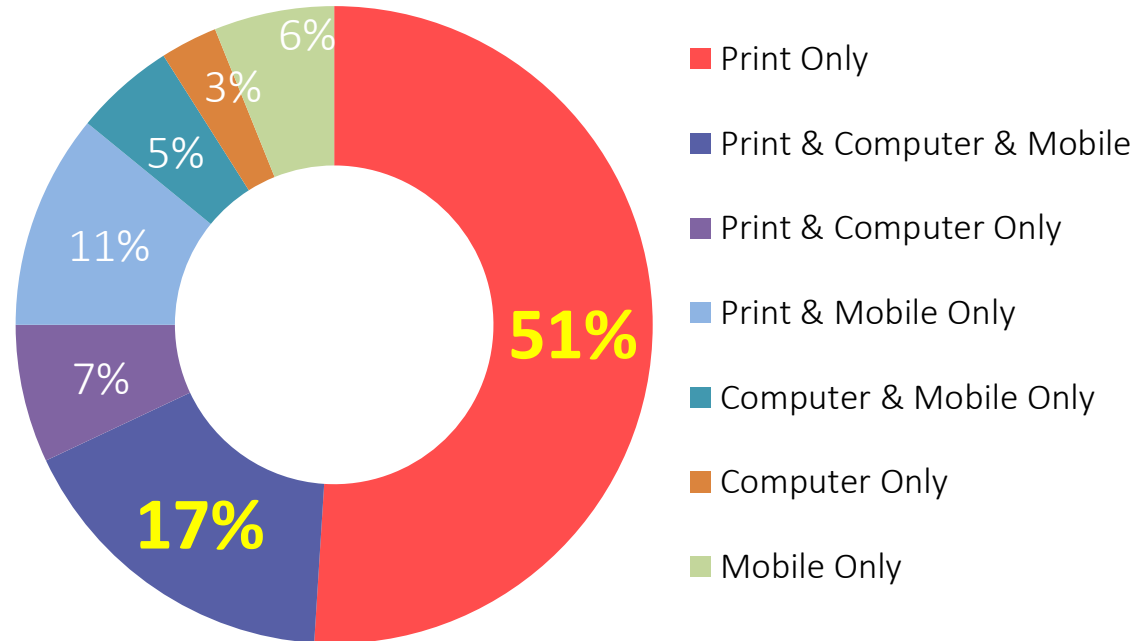
Food, Travel, and Health **Magazines** are the most popular among Canadians.

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



While 51% 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+)

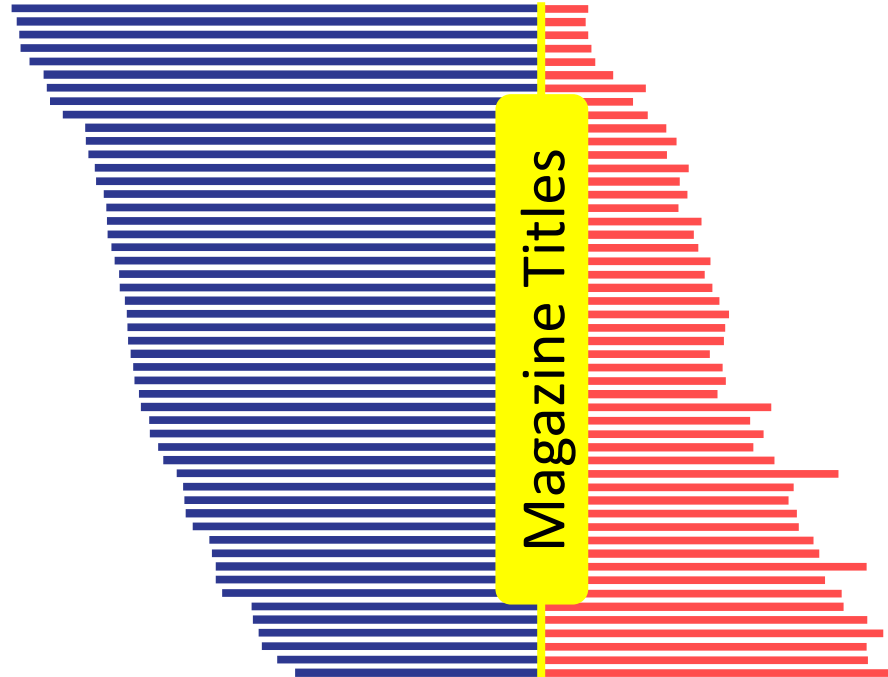


Platform readership of **Magazine Brands** continues to vary by title.

Print as a % of total audience

Digital as a % of total audience

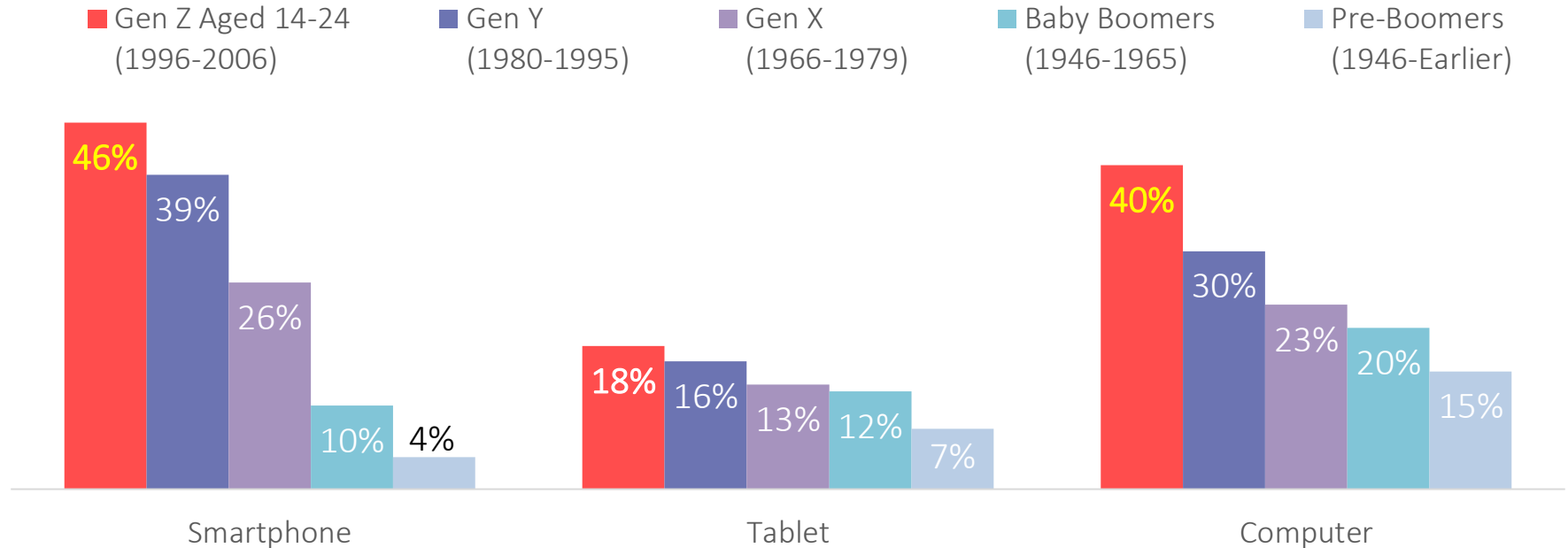
Print
Dominates



More Digital
Variation

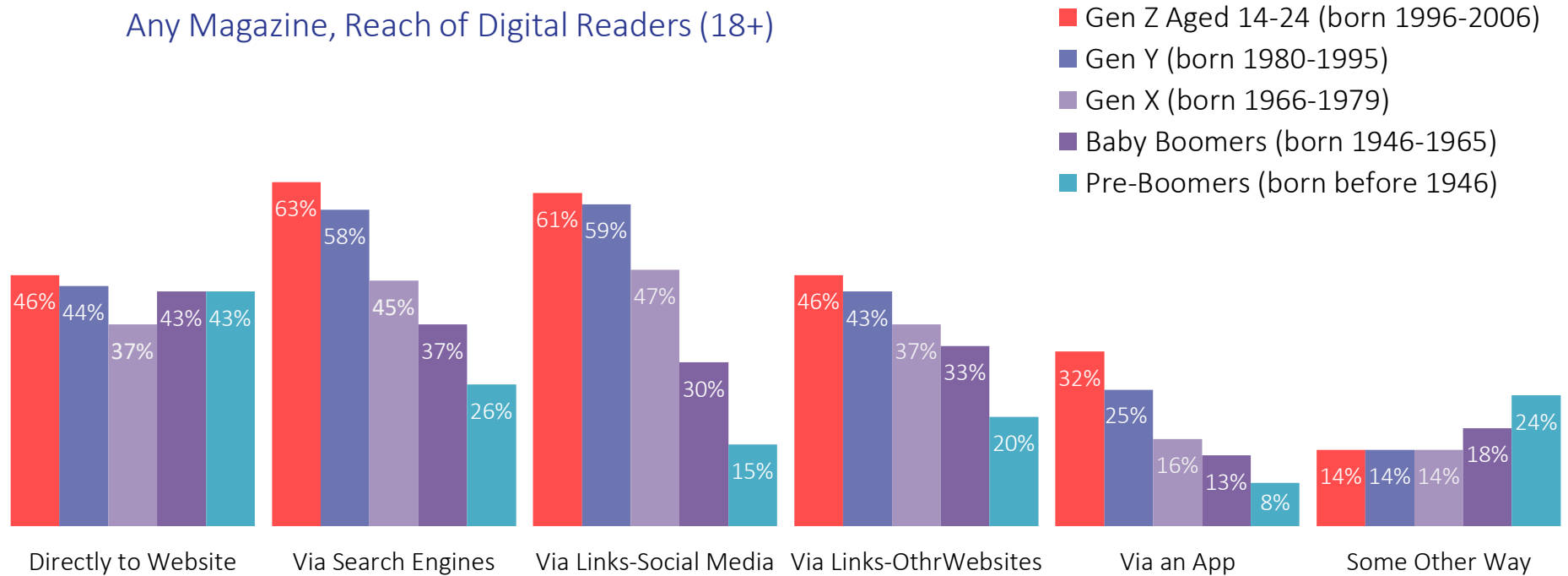
Gen Z & Gen Y are more likely to read a **Magazine's digital content**, with more reading via a smartphone or computer.

Any Magazine, Reach by Digital Device (18+)



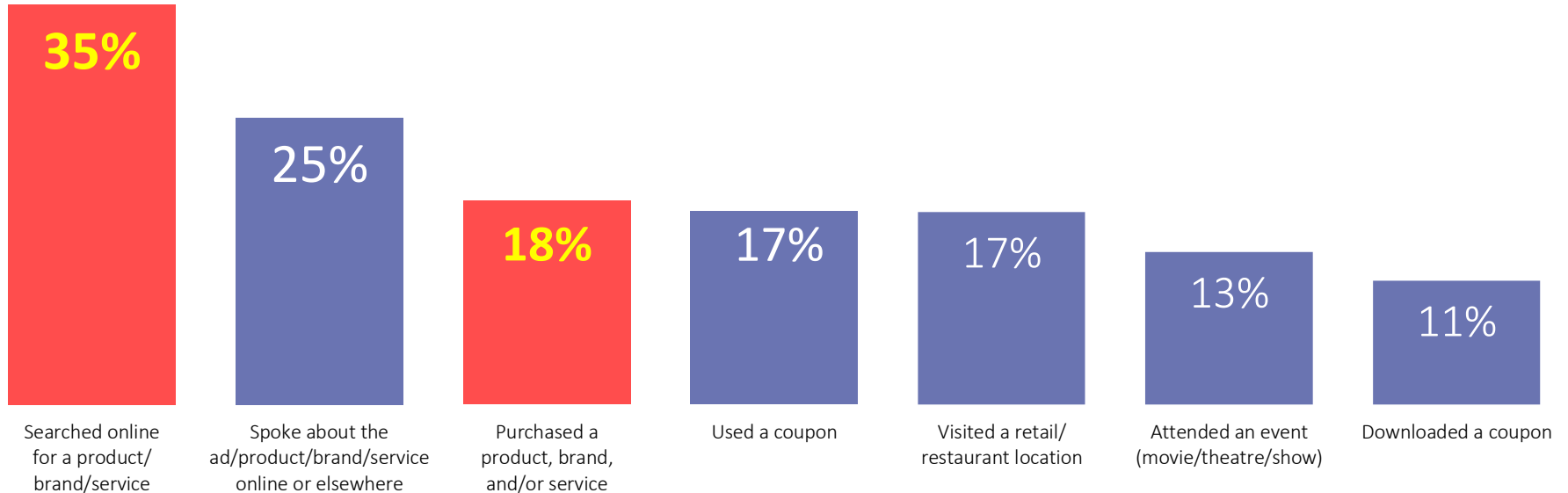
Gen Z, Gen Y & Gen X predominantly access Digital Magazine content indirectly, via search and social media.

Any Magazine, Reach of Digital Readers (18+)



1 in 3 **Magazine** readers searched online for a product, brand, and/or service advertised, while 1 in 5 made a purchase.

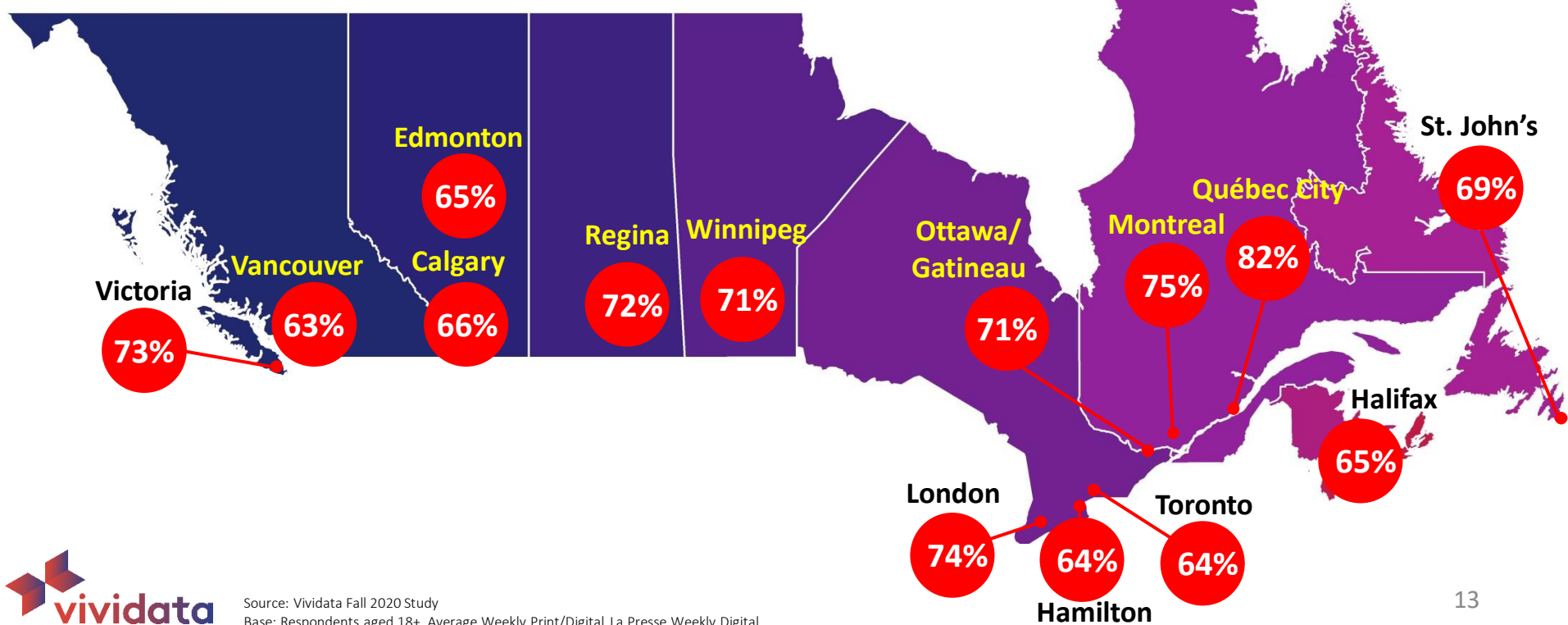
Actions Taken After Seeing a Magazine Advertisement
Any Magazine, Print/Digital AR (18+)



NEWSPAPERS

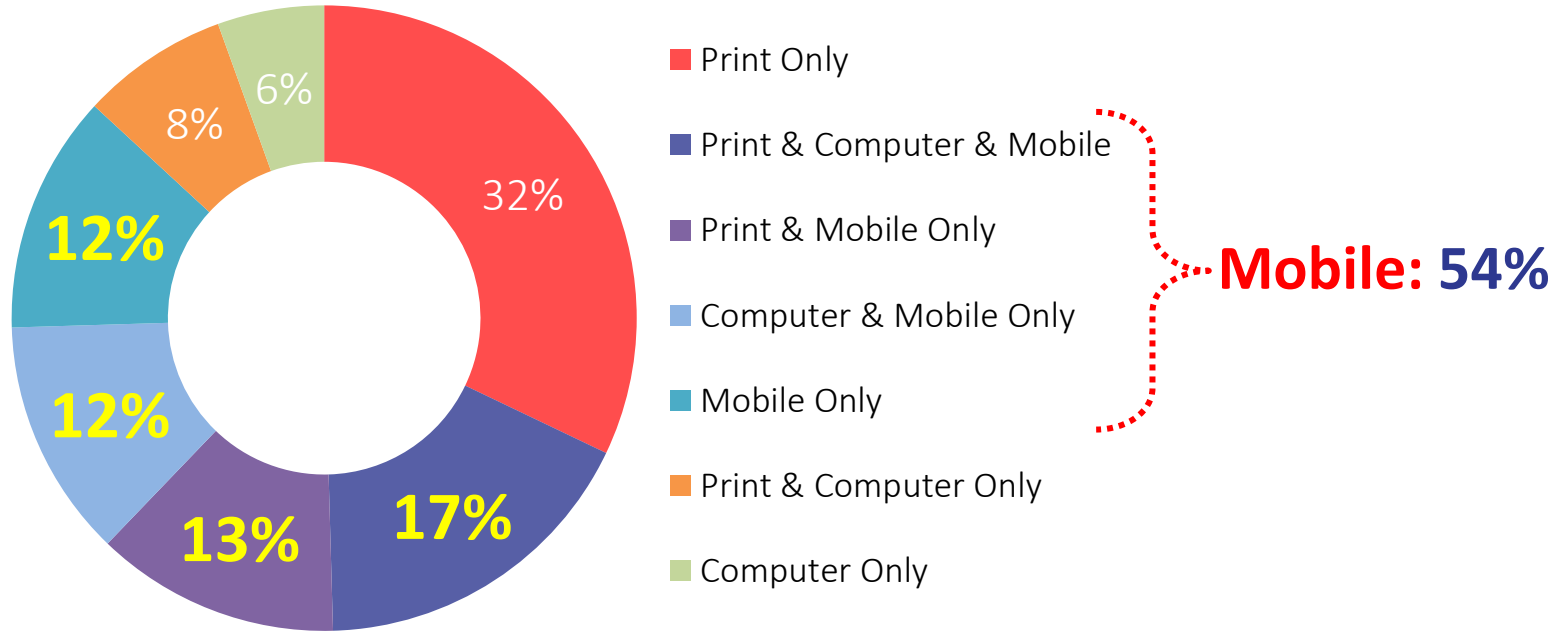
On a weekly basis, **Daily Newspaper Brands** reach 3 out of 5 adults across Canada.

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



54% of **Newspaper Brand** readers access newspaper content on a mobile device.

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

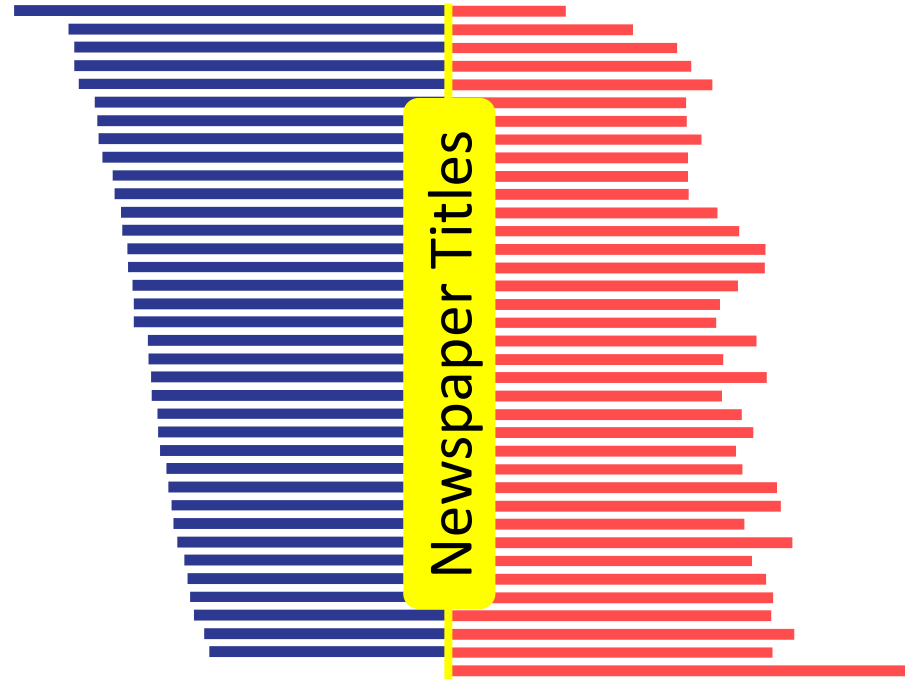


Platform readership of **Newspaper Brands** continues to vary by title.

Print as a % of total audience

Digital as a % of total audience

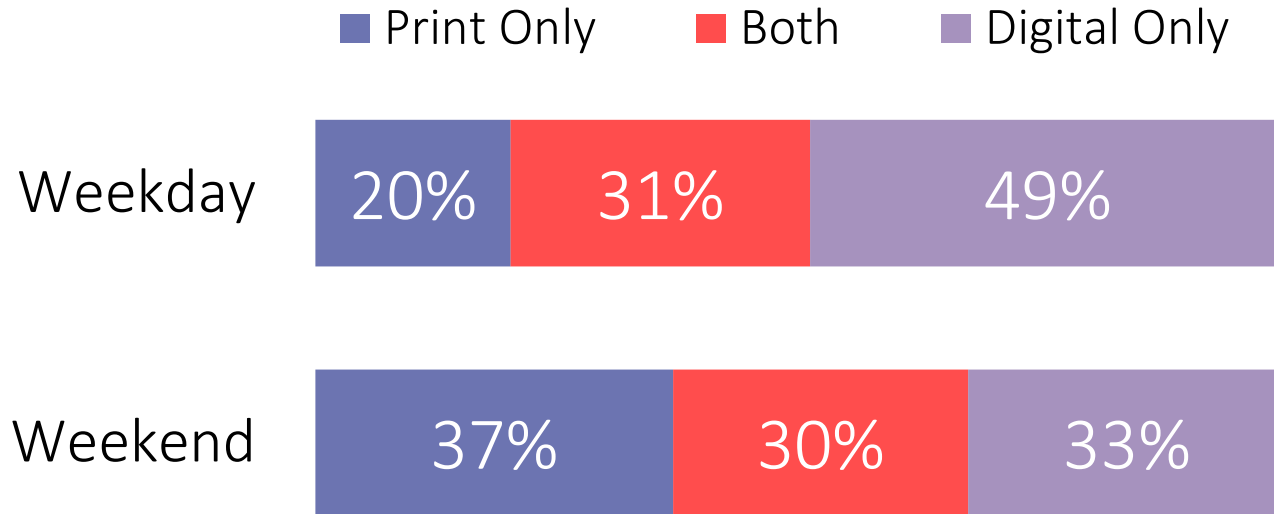
Print
Dominates



More Digital
Variation

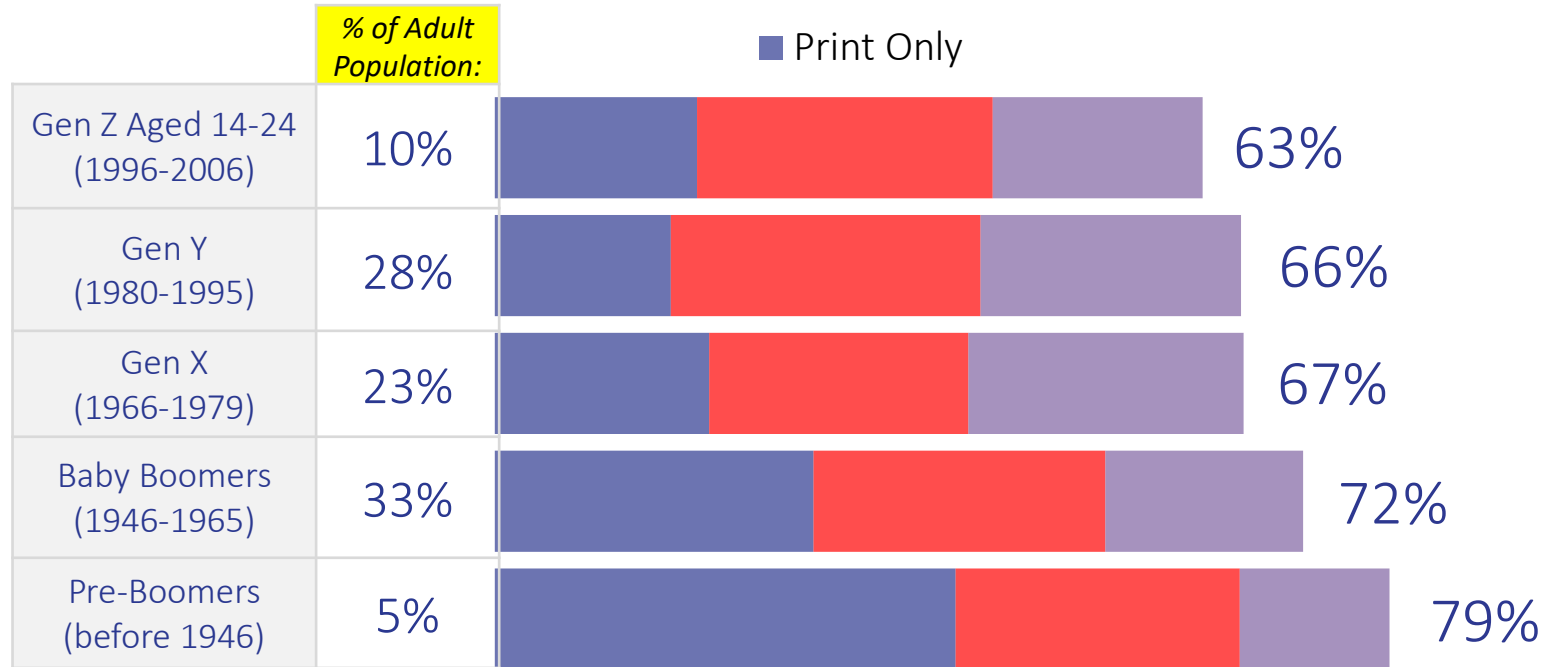
Newspaper Brand readers are more active on digital during the weekdays, and print dominates the weekends.

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



Gen Y & Gen X have greater digital reading than other generations. Interestingly, **Gen Z** are more likely to read print only than digital only. Cross-platform readership is consistent for all generations.

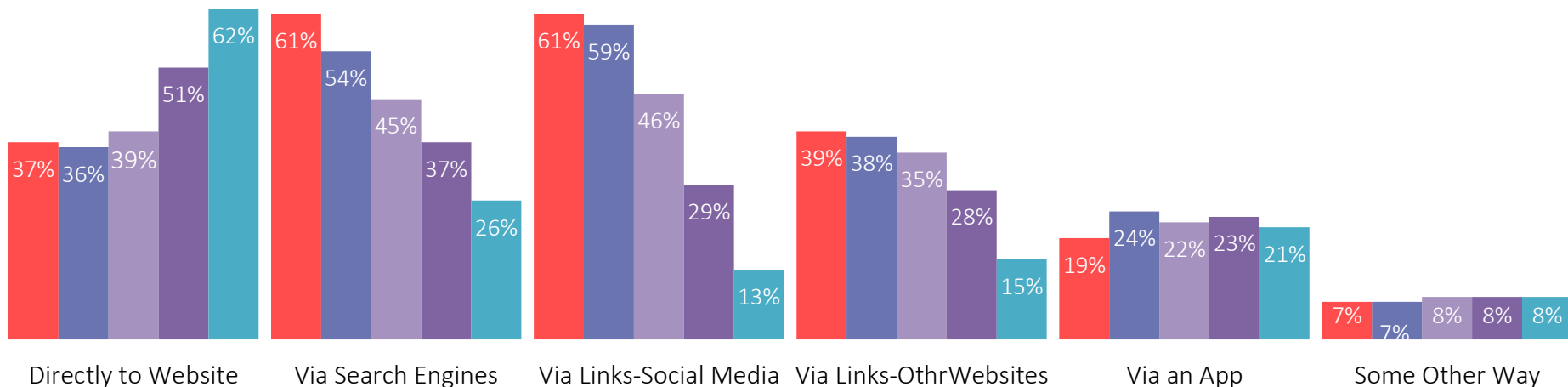
Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)



Baby Boomers & Pre-Boomers are more likely to access Digital Newspaper content directly, while Gen Z, Gen Y & Gen X predominantly access content via social media and search.

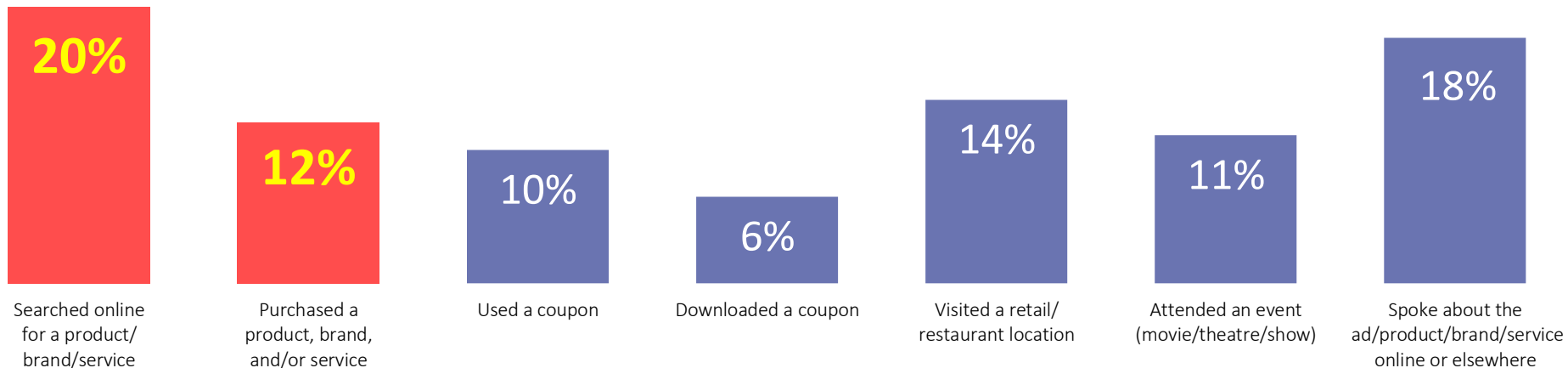
Any Newspaper, Reach of Weekly Digital Readers (Major Markets, 18+)

■ Gen Z Aged 14-24 (1996-2006) ■ Gen Y (1980-1995) ■ Gen X (1966-1979) ■ Baby Boomers (1946-1965) ■ Pre-Boomers (before 1946)



1 in 5 **Newspaper Brand** readers searched online for a product, brand, and/or service advertised, while 1 in 9 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 weekly & monthly reach in British Columbia.

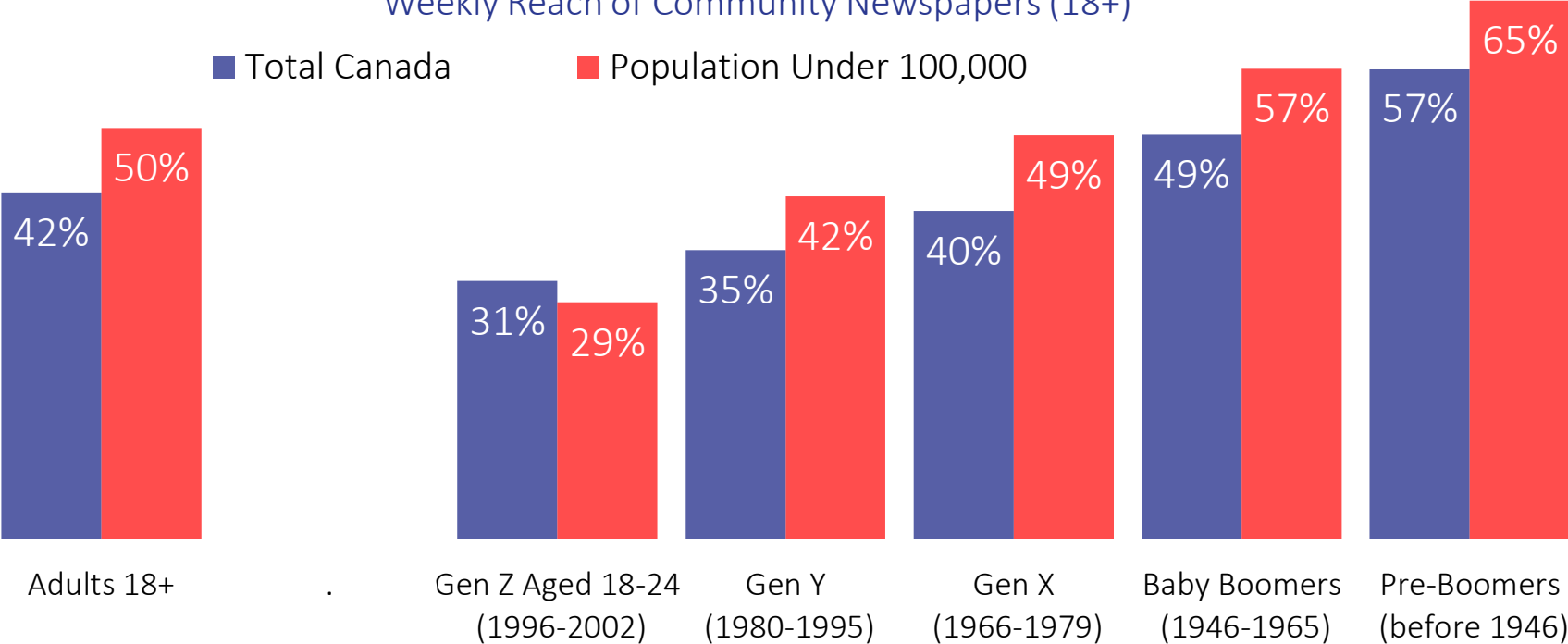
Reach of Community Newspapers (18+)

Community Newspaper Reach % (Adults 18+)	Total Canada	British Columbia	Prairies	Ontario	Québec	Atlantic
Weekly:	42%	53%	38%	44%	35%	39%
Monthly:	58%	67%	58%	59%	52%	57%
Longer Ago:	25%	21%	26%	25%	25%	25%

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

Weekly Reach of Community Newspapers (18+)

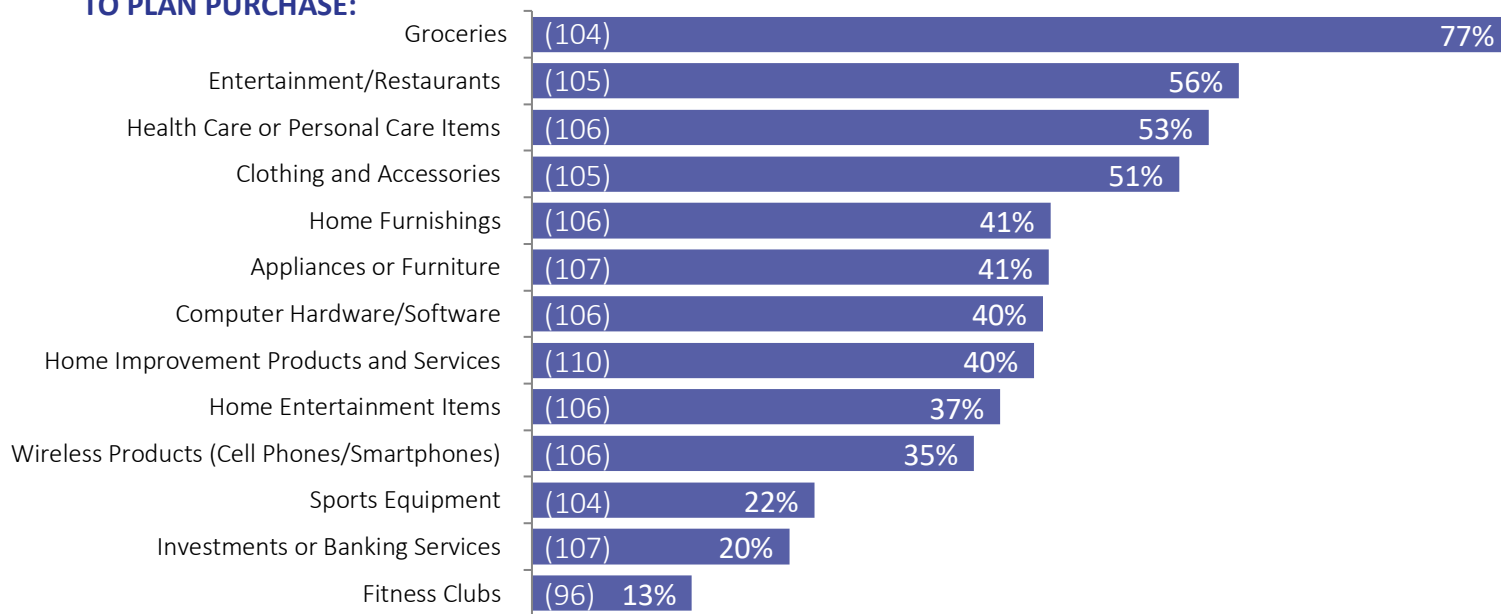
■ Total Canada ■ Population Under 100,000



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

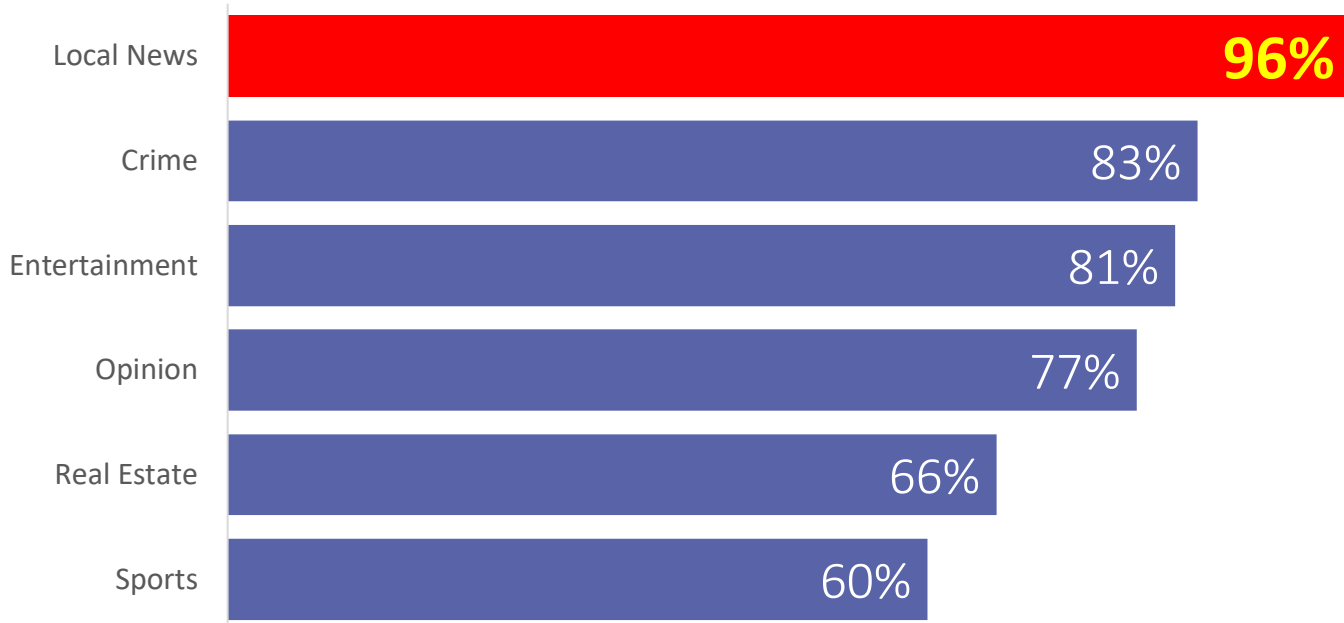
Community Newspaper Readers – Past Week (18+)

FLYER/INSERTS USED TO PLAN PURCHASE:



Community Newspaper readers are more interested in local news.

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



VIVIDATA PROVIDES A COMPLETE MEDIA PROFILE

NEWSPAPER



MAGAZINE



RADIO



INTERNET/SOCIAL



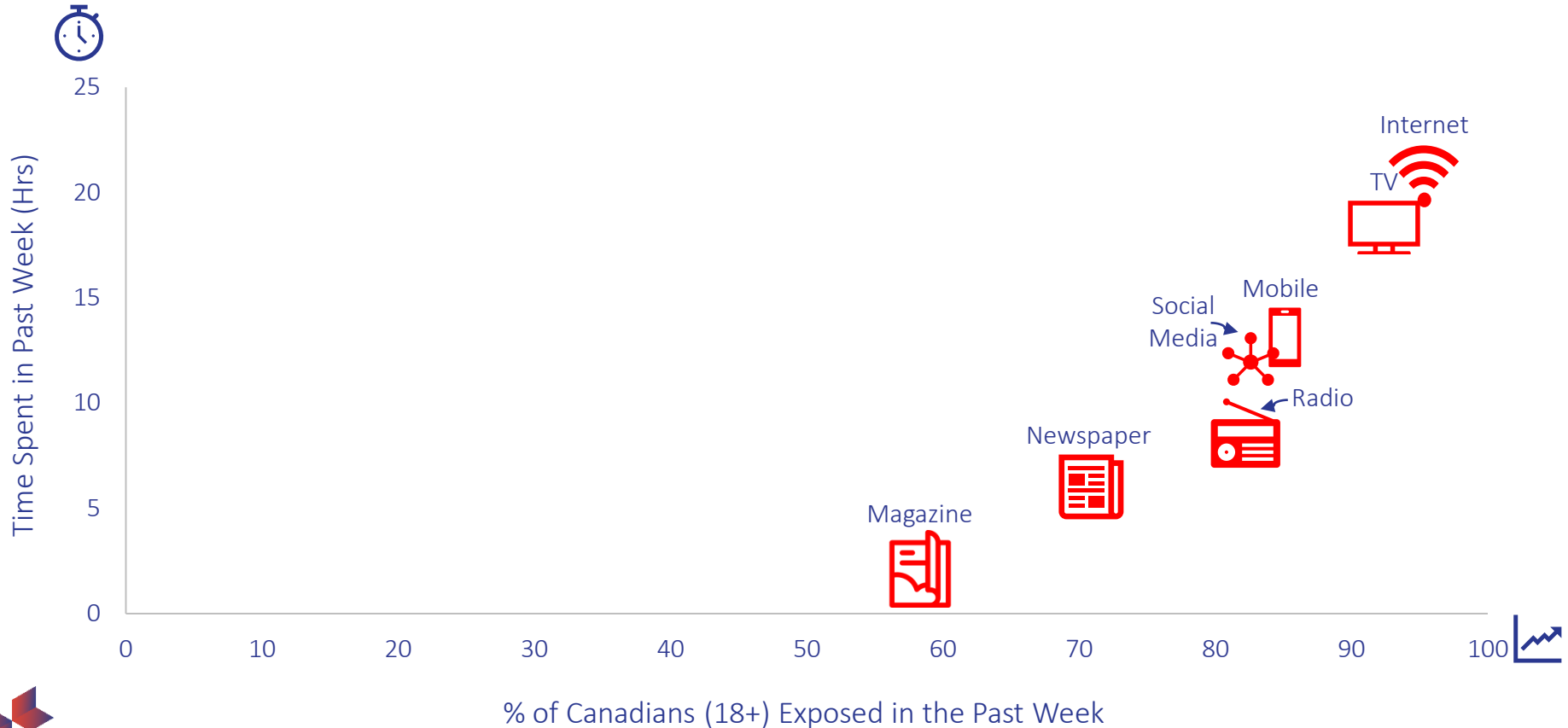
TELEVISION



OUT OF HOME



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



MEDIA AND TECHNOLOGY SEGMENTS

% of Canadian Adults:

TRADITIONALISTS	Traditionalists are old-fashioned when it comes to their media and purchasing preferences.	31%
CONFORMISTS	While Conformists rely on TV to get news and information, they are attempting to adapt to new media and technology.	25%
LAGGARDS	Streaming and new media has not affected Laggards to the extent as it has others, particularly their radio listening habits.	20%
TECH SAVVY STREAMERS	Tech Savvy Streamers are confident with new technology, and streaming is a large part of their media consumption.	12%
EARLY ADOPTERS	Early Adopters have a strong appetite for new technology/products and prefer quality over style.	12%