

Overview of Results: Winter 2021 Study



STUDY SCOPE – Winter 2021

10 Provinces / 5 Regions / 40 Markets

- 32,249 Canadians aged 14+
- 30,619 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto CMA	3688	17 Kitchener CMA	408	33 Granby (LM)	222	1 Alberta
2 Montreal CMA	3268	18 St. John's CMA	313	34 Summerside (LM)	221	2 British Columbia
3 Vancouver CMA	2523	19 Kingston (LM)	309	35 Sault Ste. Marie (LM)	214	3 Manitoba
4 Ottawa/Gatineau CMA	1311	20 Saint John (LM)	292	36 Saguenay CMA	207	4 New Brunswick
5 Calgary CMA	869	21 Cape Breton (LM)	276	37 Owen Sound (LM)	206	5 Newfoundland and Labrador
6 Edmonton CMA	857	22 Brantford (LM)	262	38 Timmins (LM)	206	6 Nova Scotia
7 Winnipeg CMA	793	23 Sudbury (LM)	259	39 Trois-Rivières CMA	193	7 Ontario
8 St. Catharines/Niagara CMA	655	24 Peterborough (LM)	258			8 Prince Edward Island
9 Windsor CMA	534	25 Belleville (LM)	257			9 Quebec
10 Victoria CMA	529	26 Chatham (LM)	247			10 Saskatchewan
11 Regina CMA	516	27 Charlottetown (LM)	244			
12 Halifax CMA	513	28 Cornwall (LM)	236			# Regions
13 Saskatoon CMA	511	29 North Bay (LM)	235			1 Atlantic
14 Quebec City CMA	501	30 Sarnia (LM)	234			2 British Columbia
15 Hamilton CMA	468	31 Brandon (LM)	230			3 Ontario
16 London CMA	454	32 Sherbrooke CMA	224			4 Prairies
						5 Quebec

(MM) = Major Markets

(LM) = Local Markets

TITLES REPORTED

MAGAZINES (40)

- 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
- FOOD & DRINK
- Good Times
- Hello! Canada
- Maclean's
- Our Canada
- Professionally Speaking
- Reader's Digest
- Report On Business Magazine

- Style at Home
- Today's Parent
- Toronto Life
- Zoomer Magazine
- 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 (51)

- Cape Breton Post (LM)
- Edmonton Journal
- Leader-Post (Regina)
- Montreal Gazette
- National Post
- Niagara Falls Review
- North Bay Nugget (LM)
- Ottawa Citizen
- Standard-Freeholder (LM)
- The Belleville Intelligencer (LM)
- The Brandon Sun (LM)
- The Brantford Expositor (LM)
- The Calgary Herald
- The Calgary Sun
- The Chatham Daily News (LM)
- The Chronicle Herald (extended area)
- The Daily Press (LM)
- The Edmonton Sun
- The Globe And Mail
- The Guardian (extended area)
- The Hamilton Spectator
- The Kingston Whig-Standard (LM)
- Cape Breton Post (LM)
- Edmonton Journal
- Leader-Post (Regina)
- Montreal Gazette
- National Post
- Niagara Falls Review
- North Bay Nugget (LM)

- The London Free Press
- The Ottawa Sun
- The Owen Sound Sun Times (LM)
- The Peterborough Examiner (LM)
- The Province
- The Sarnia Observer (LM)
- The Sault Star (LM)
- The Standard
- The StarPhoenix
- The Sudbury Star (LM)
- The Telegram
- The Toronto Sun
- The Tribune
- The Vancouver Sun
- The Windsor Star
- The Winnipeg Sun
- Times Colonist
- Toronto Star
- Waterloo Region Record (home market)
- Winnipeg Free Press
- La Tribune (extended area)
- La Voix de l'Est (LM)
- Le Devoir
- Le Droit
- Le Journal de Montréal
- Le Journal de Québec
- Le Nouvelliste (extended area)
- Le Quotidien (extended area)
- Le Soleil

COMMUNITY TITLES (4)

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

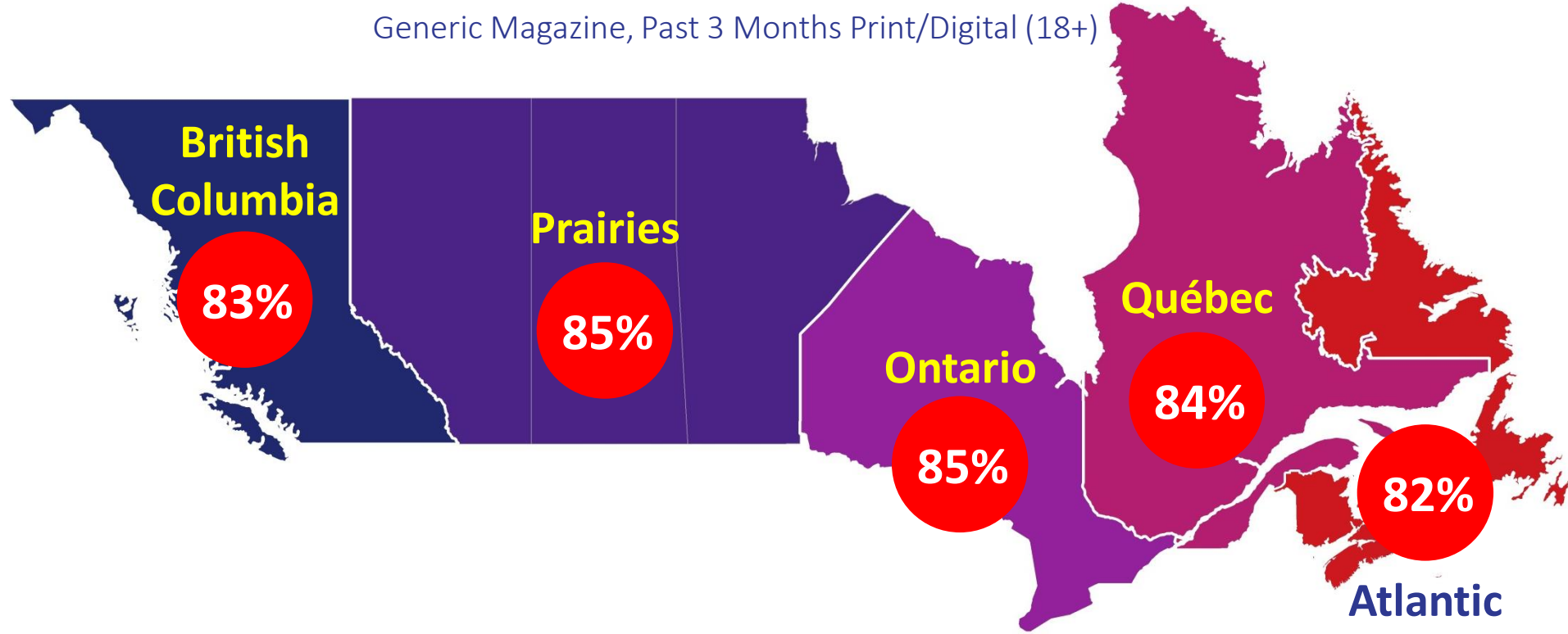
OTHER TITLES (1)

- Toronto Star Wheels

MAGAZINES

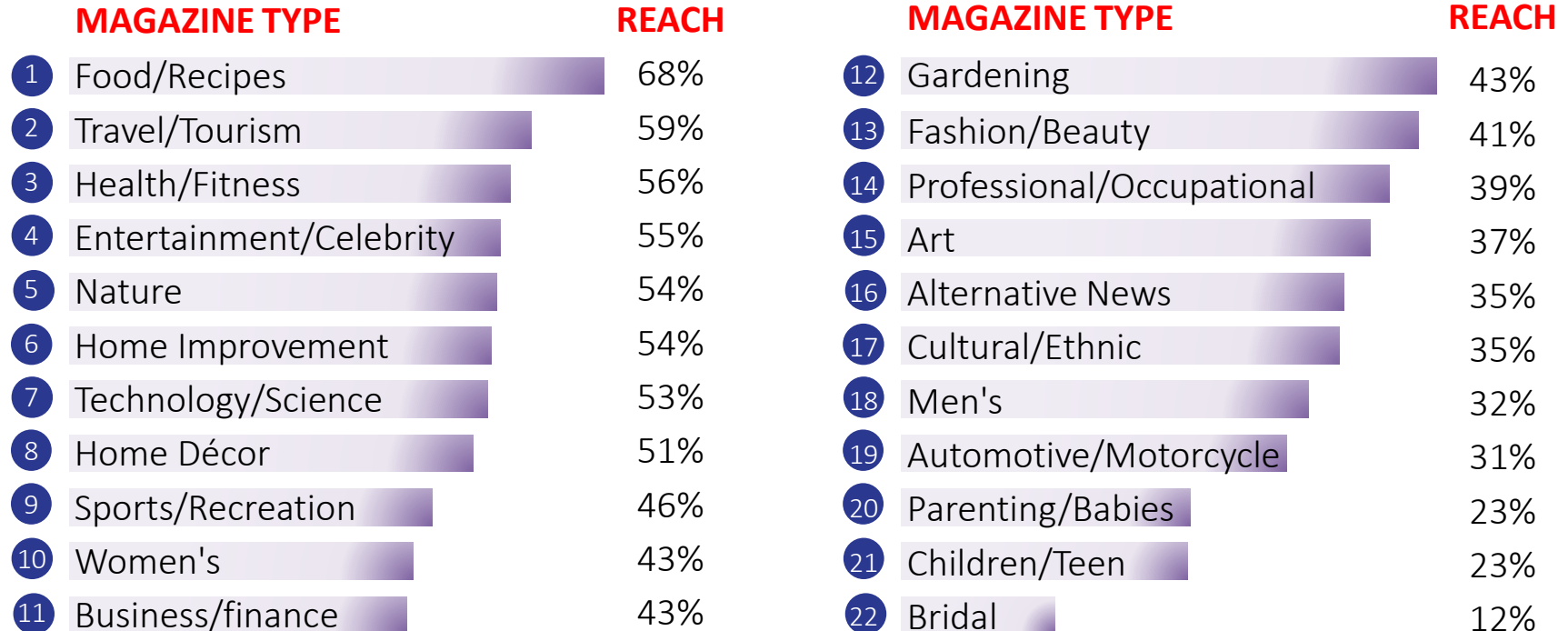
Across Canada, **Magazine Brands** reach 9 of 10 adults.

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



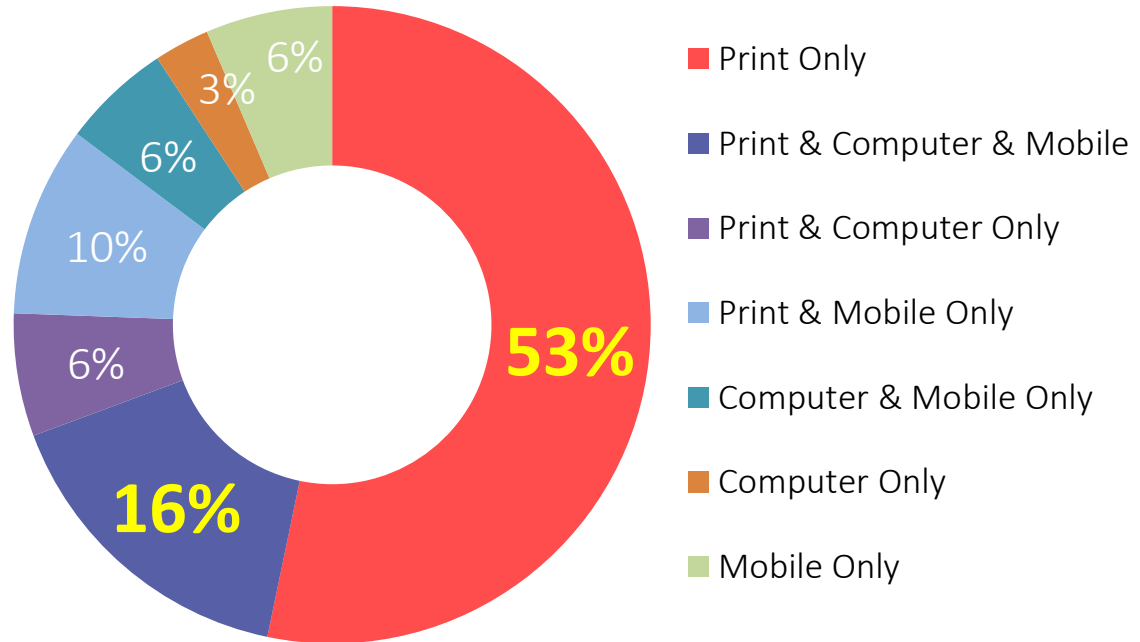
Food, Travel, and Health **Magazines** are the most popular among Canadians.

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



While 53% of **Magazine Readers** are reading exclusively via Print, 16% read Print in combination with more than one digital device.

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

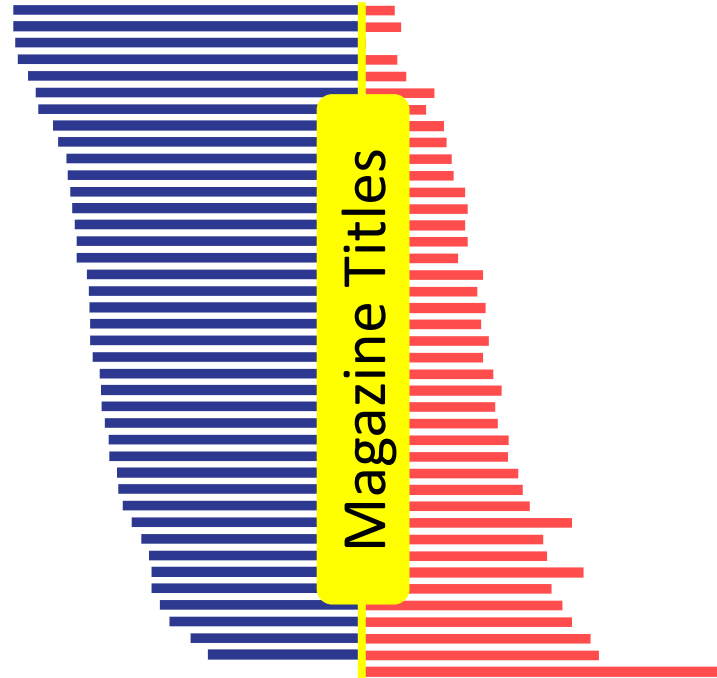


Platform readership of **Magazine Brands** increasingly varies by title.

Print as a % of total audience

Digital as a % of total audience

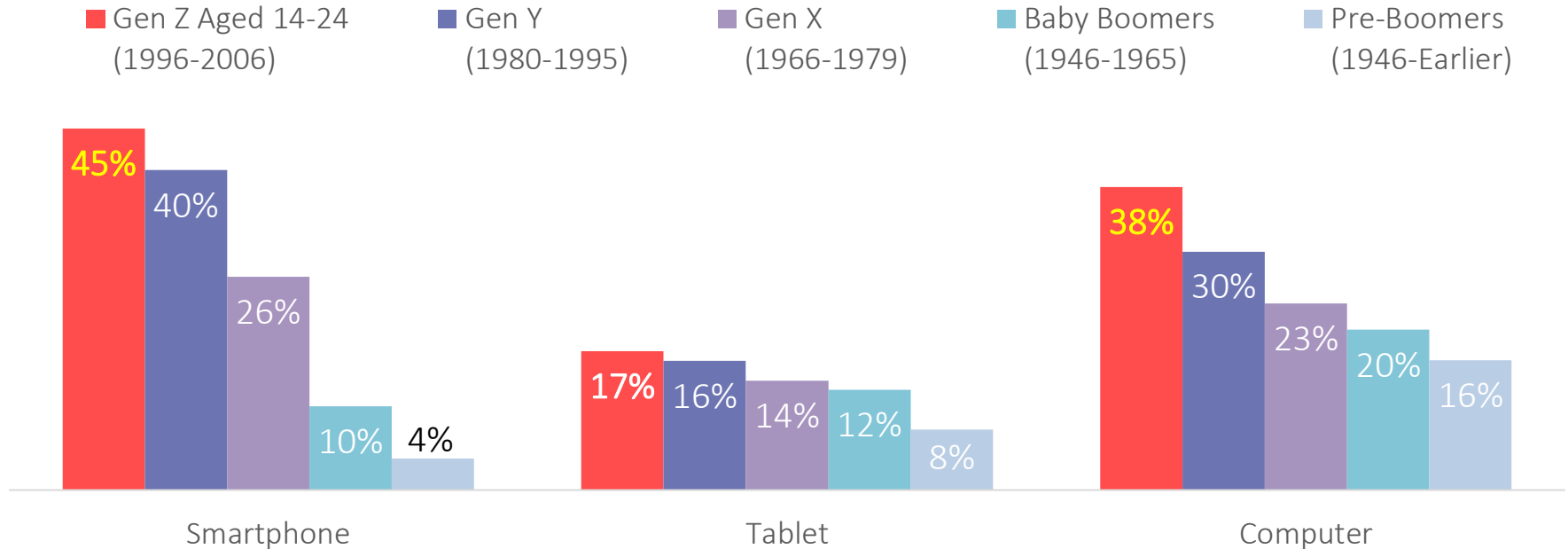
Print
Dominates



More Digital
Variation

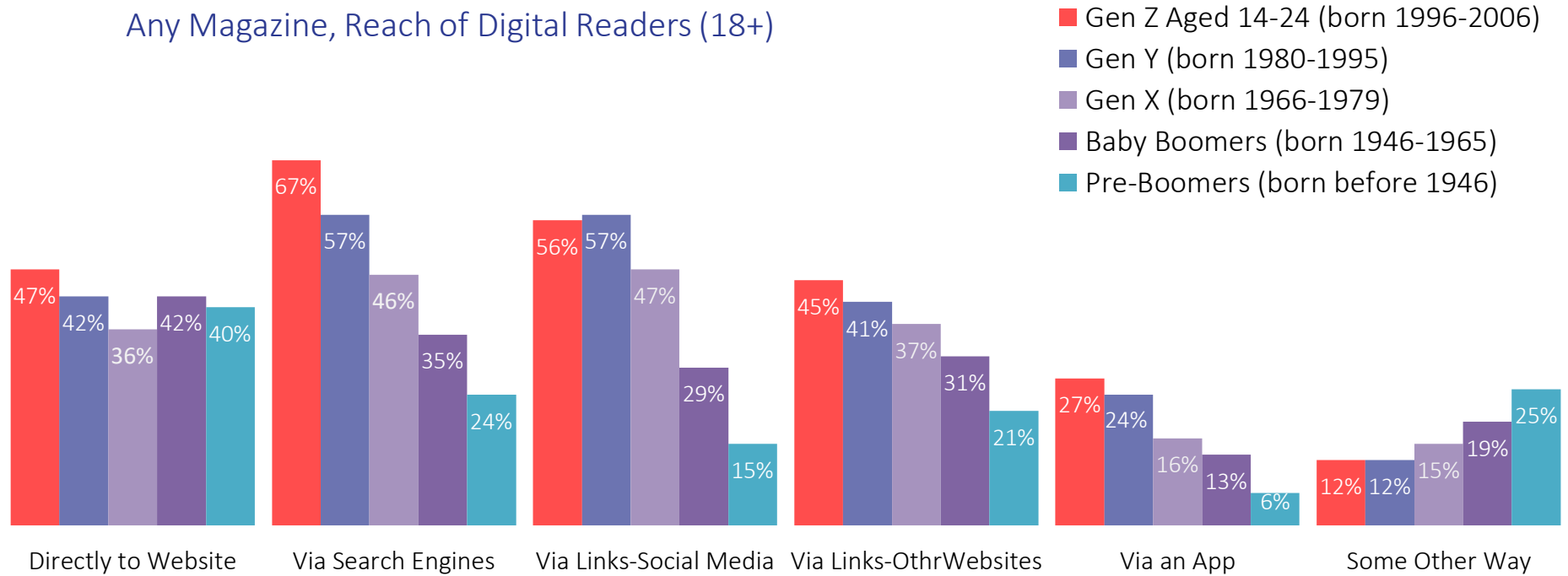
Gen Z & Gen Y are more likely to read a Magazine's digital content across all devices.

Any Magazine, Reach by Digital Device (18+)



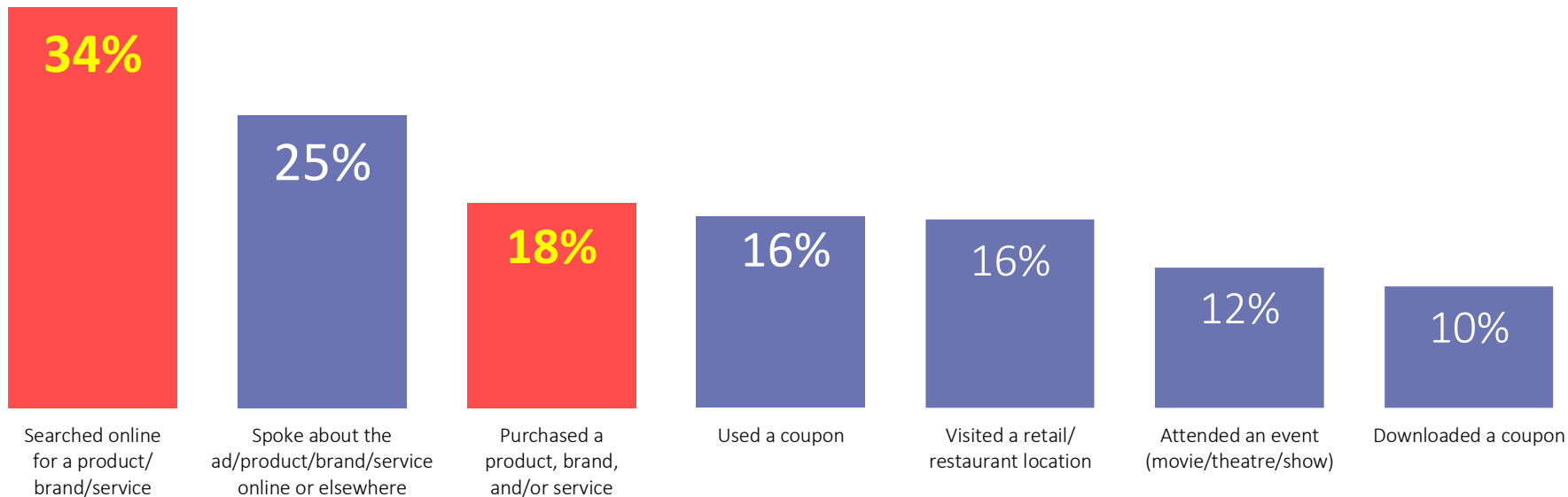
Gen X, Y and Z predominantly access **Digital Magazine** content indirectly, via search and social media.

Any Magazine, Reach of Digital Readers (18+)



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

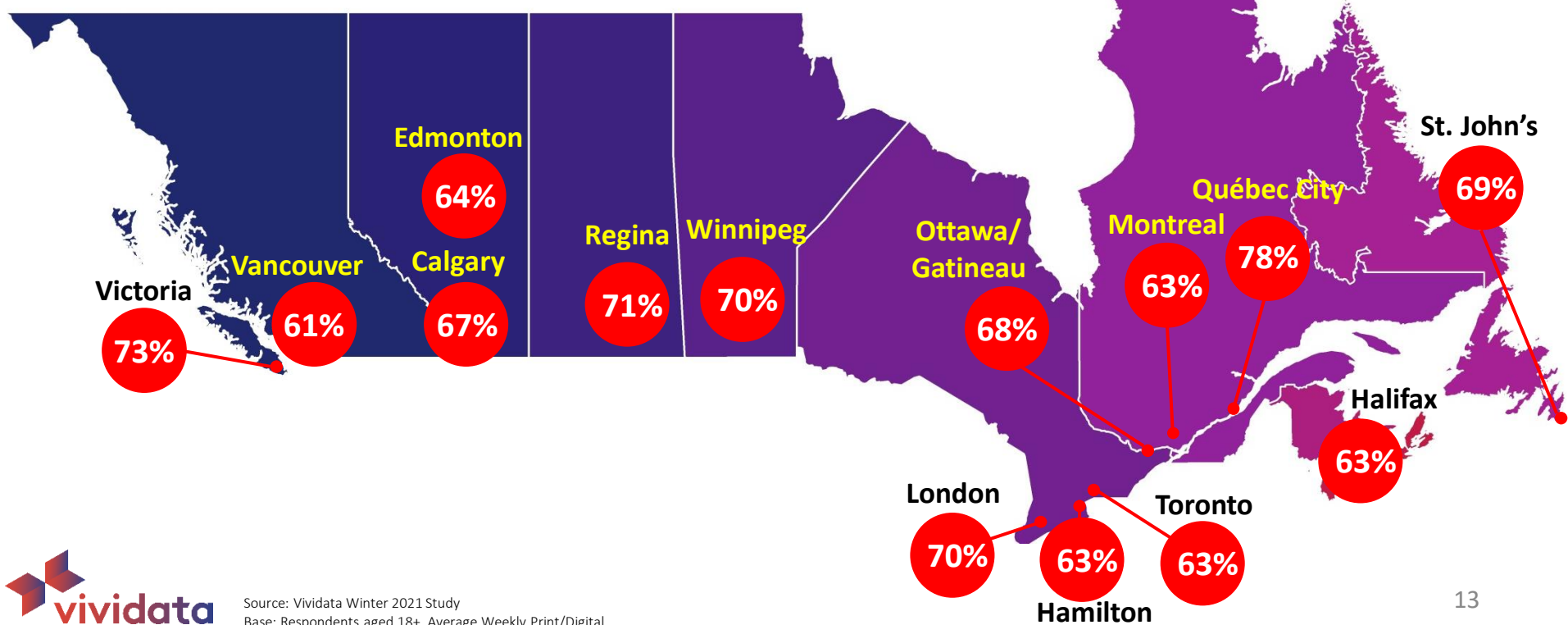
Actions Taken After Seeing a Magazine Advertisement Any Magazine, Print/Digital AR (18+)



NEWSPAPERS

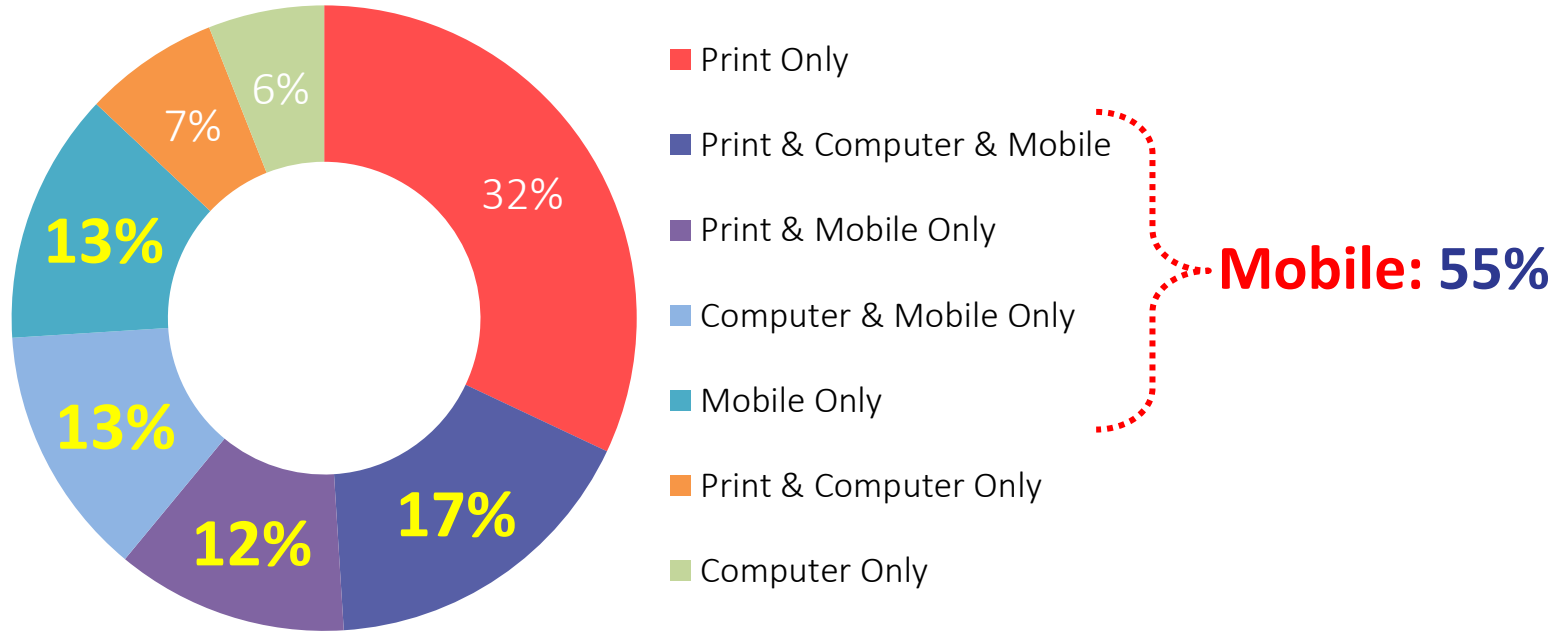
On a weekly basis, **Daily Newspaper Brands** reach 3 out of 5 adults across Canada.

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



55% 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

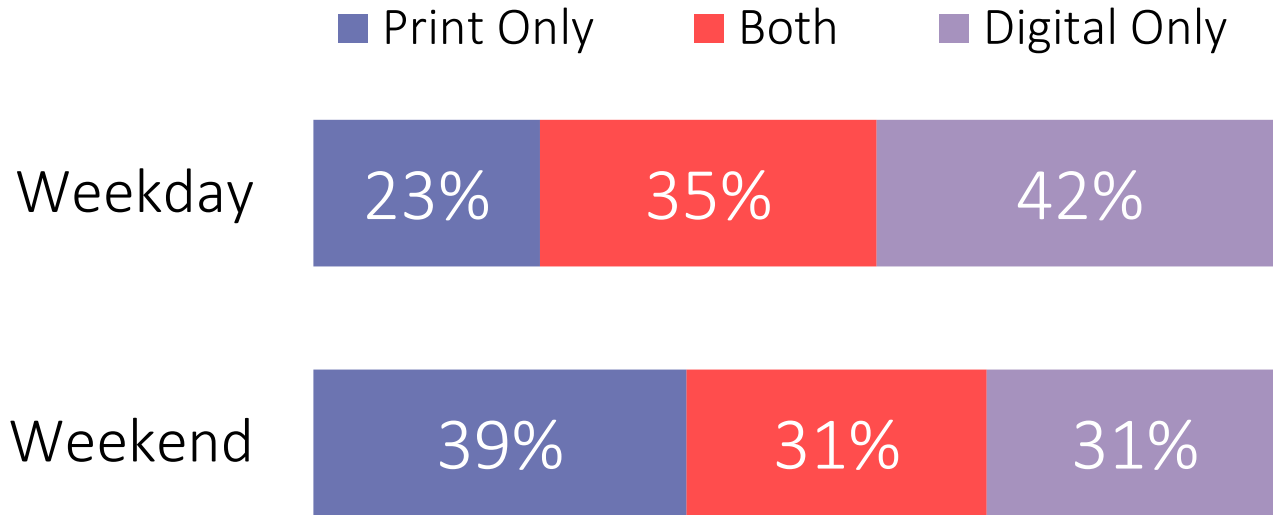
Print
Dominates

Newspaper Titles

More Digital
Variation

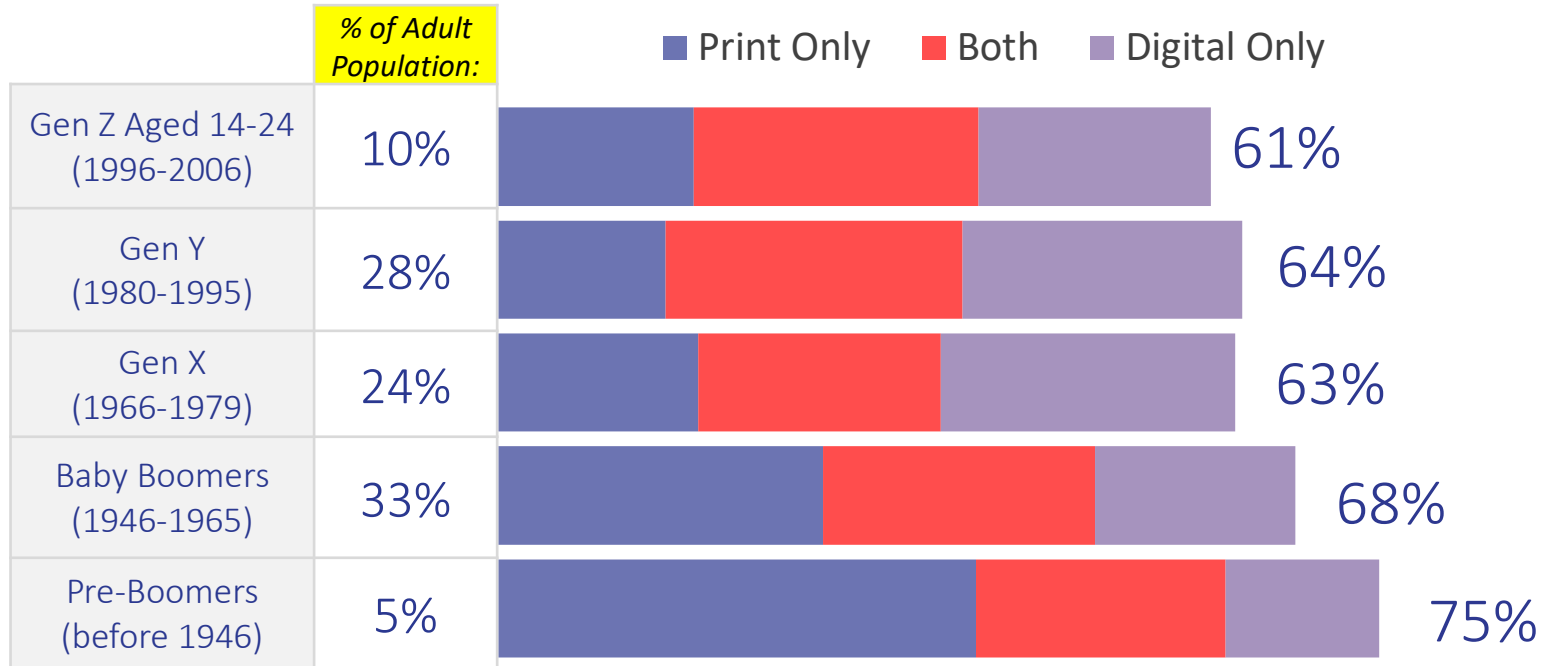
Newspaper Brand readers are more active on digital during the weekdays, and print dominates the weekends.

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



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

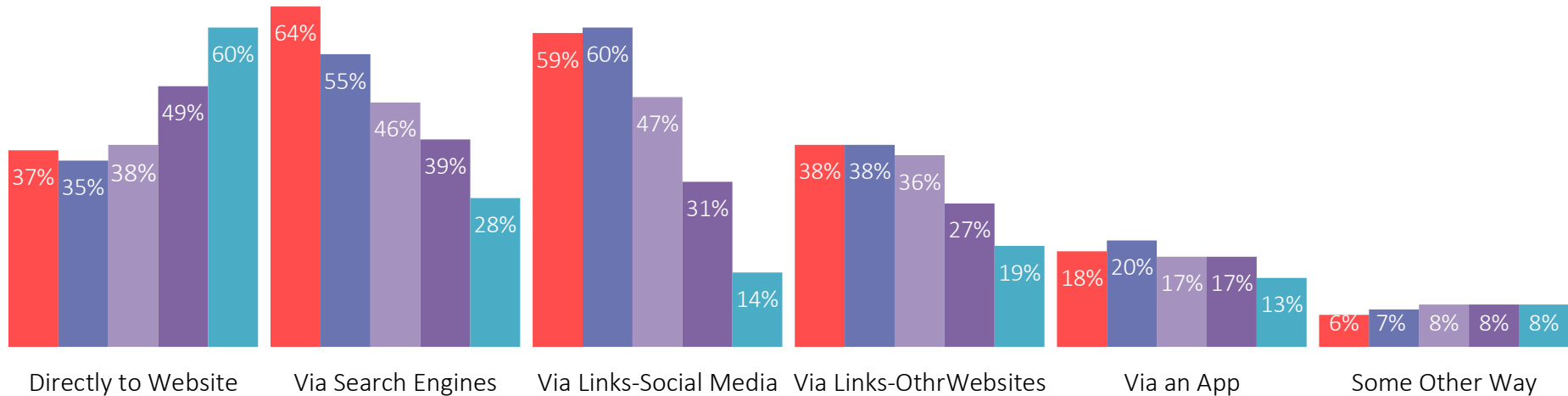
Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)



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.

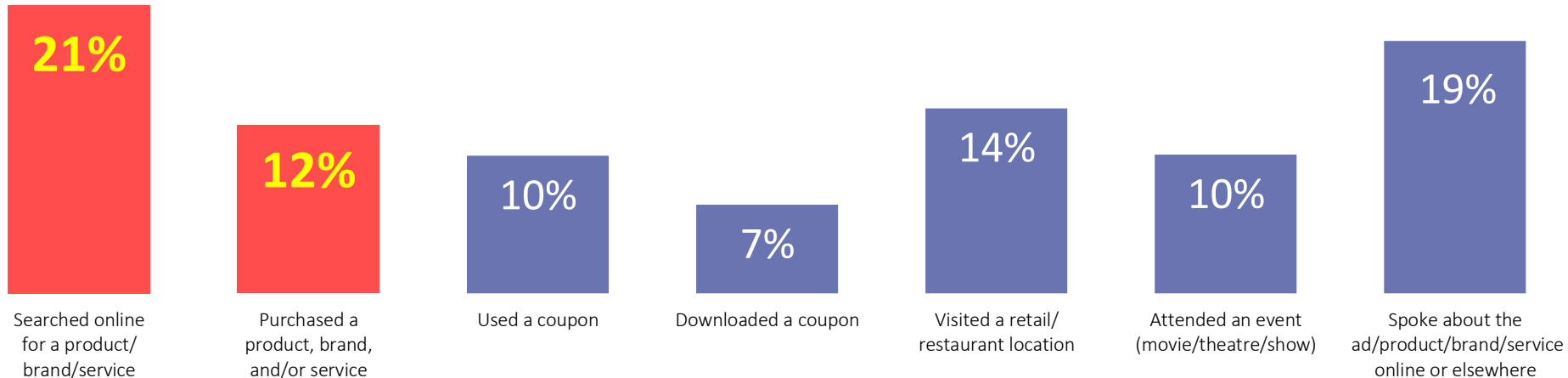
Any Newspaper, Reach of Weekly Digital Readers (Major Markets, 18+)

■ 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.

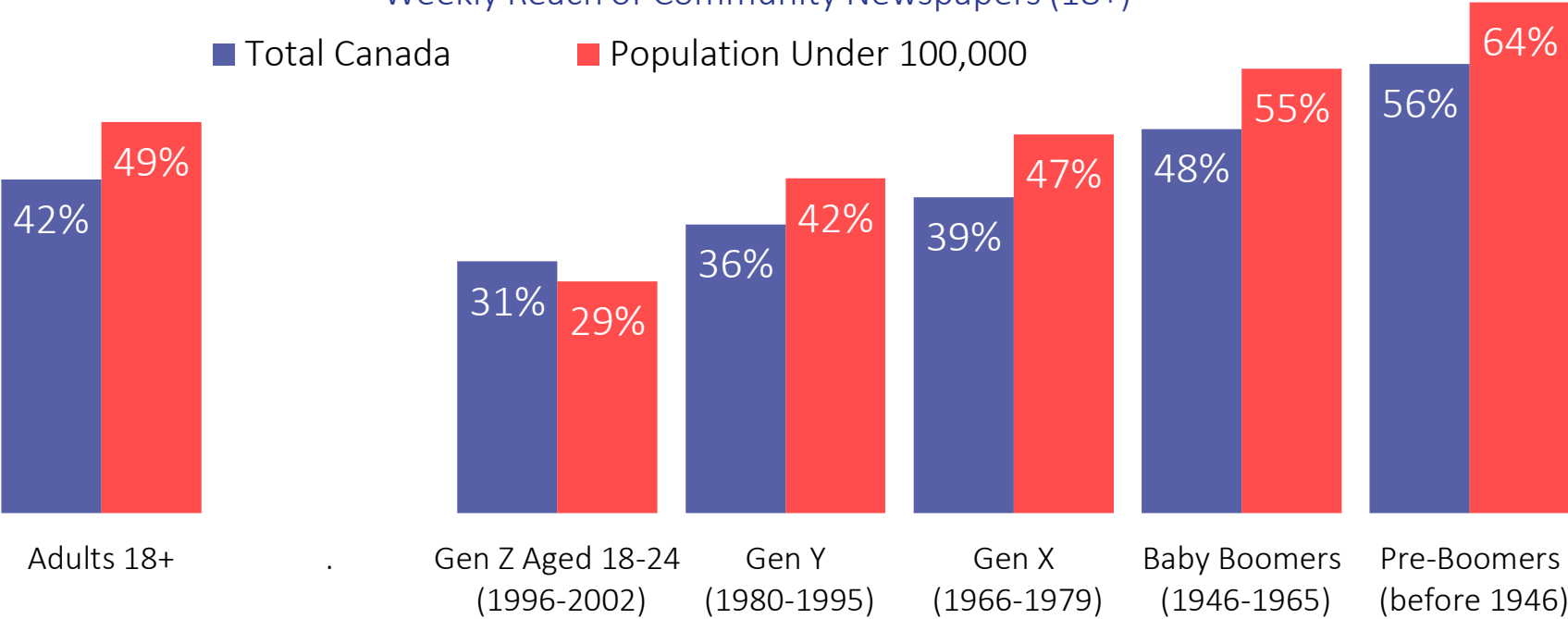
Reach of Community Newspapers (18+)

Community Newspaper Reach % (Adults 18+)	Total Canada	British Columbia	Prairies	Ontario	Québec	Atlantic
Weekly:	42%	53%	38%	44%	35%	38%
Monthly:	58%	68%	57%	58%	51%	55%
Longer Ago:	25%	21%	27%	25%	26%	26%

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

Weekly Reach of Community Newspapers (18+)

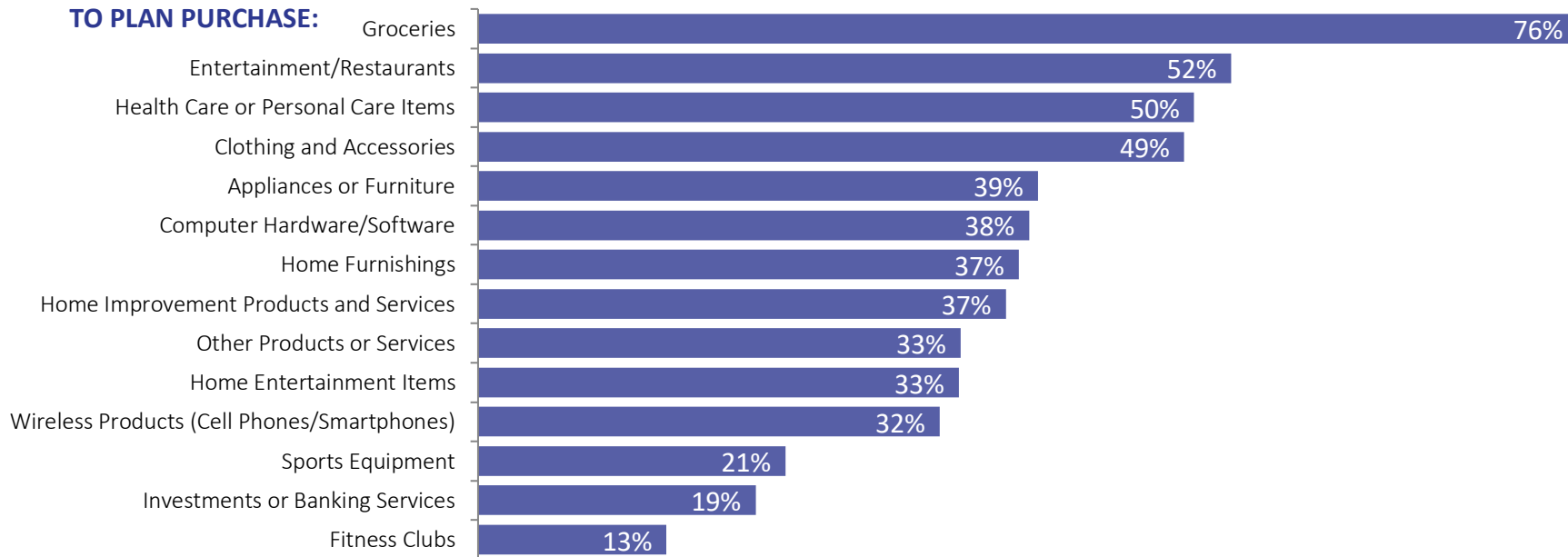
■ Total Canada ■ Population Under 100,000



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

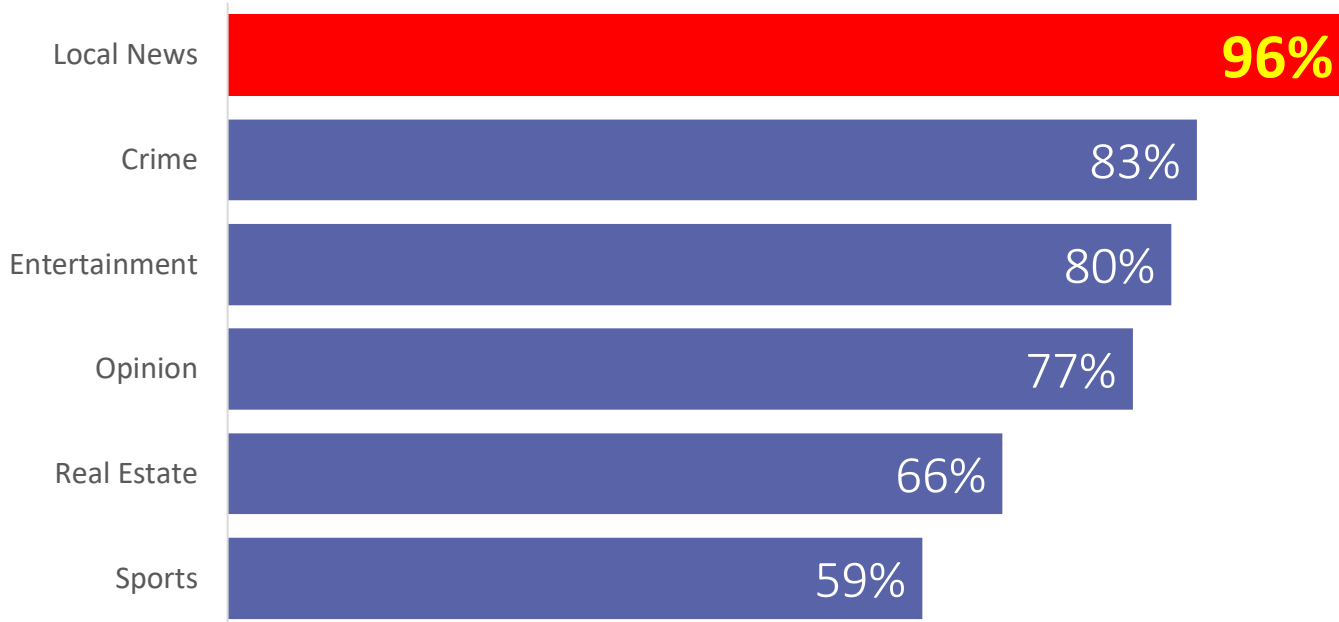
Community Newspaper Readers – Past Week (18+)

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+)



MEDIA AND TECHNOLOGY SEGMENTS

% of Canadian Adults:

TRADITIONALISTS	Traditionalists are old-fashioned when it comes to their media and purchasing preferences.	30%
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%