

SCC | STUDY OF THE CANADIAN CONSUMER

Spring 2022

Overview of Results





SCC | SPRING 2022

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Study Scope

10 Provinces | 5 Regions | 38 Markets

39,168 Canadians aged 14+

37,910 Canadians aged 18+

#	MARKET	SMPL	#	MARKET	SMPL	#	MARKET	SMPL	#	PROVINCES
1	Toronto CMA	5384	17	Brantford (LM)	390	33	Charlottetown (LM)	271	1	Alberta
2	Montreal CMA	4314	18	Saskatoon CMA	386	34	North Bay (LM)	262	2	British Columbia
3	Vancouver CMA	2624	19	Cape Breton (LM)	360	35	Owen Sound (LM)	249	3	Manitoba
4	Calgary CMA	1433	20	Saint John (LM)	352	36	Saguenay CMA	222	4	New Brunswick
5	Edmonton CMA	1289	21	Granby (LM)	342	37	Trois-Rivières CMA	215	5	Newfoundland and Labrador
6	Ottawa/Gatineau CMA	1279	22	Peterborough (LM)	337	38	Sherbrooke CMA	213	6	Nova Scotia
7	Hamilton CMA	963	23	Sudbury (LM)	336				7	Ontario
8	Quebec City CMA	894	24	Sault Ste. Marie (LM)	332				8	Prince Edward Island
9	London CMA	812	25	Cornwall (LM)	328				9	Quebec
10	Winnipeg CMA	791	26	Chatham (LM)	323				10	Saskatchewan
11	Kitchener CMA	683	27	Regina CMA	321					
12	Victoria CMA	589	28	Sarnia (LM)	321				#	REGIONS
13	St. Catharines/Niagara CMA	553	29	Timmins (LM)	317				1	Atlantic
14	Windsor CMA	548	30	Belleville (LM)	299				2	British Columbia
15	Halifax CMA	509	31	Brandon (LM)	293				3	Ontario
16	Kingston (LM)	434	32	St. John's CMA	278				4	Prairies
									5	Quebec

Magazine & Newspaper Titles Reported

MAGAZINES | 46

AMA Insider Magazine	Real Simple
Best Health	Report On Business Magazine
CAA Ontario & Atlantic	Sports Illustrated
CAA Manitoba	Style at Home
CAA Saskatchewan	The Hockey News
CAA Magazine Summary	Today's Parent
Canada's History	Toronto Life
Canadian Geographic	Vancouver Magazine
CANADIAN HOUSE & HOME	Western Living
Canadian Living	Zoomer Magazine
Chatelaine	Bel Âge magazine
Cottage Life	CAA Québec
ELLE CANADA	Châtelaine (Fr)
FASHION Magazine	Clin d'oeil
Financial Post Magazine	Coup de pouce
FOOD & DRINK	ELLE QUÉBEC
Hello! Canada	L'actualité
InStyle	Les Affaires/Les Affaires Plus
Maclean's	Les Idées de ma Maison
NOW	Magazine Véro
Our Canada	RICARDO Magazine
People	Sélection du Reader's Digest
Reader's Digest	Urbania-digital only

NEWSPAPERS | 51

Cape Breton Post (LM)	The Edmonton Sun	The Tribune
Edmonton Journal	The Globe And Mail	The Vancouver Sun
Leader-Post (Regina)	The Guardian (extended area)	The Windsor Star
Montreal Gazette	The Hamilton Spectator	The Winnipeg Sun
National Post	The Kingston Whig-Standard (LM)	Times Colonist
Niagara Falls Review	The London Free Press	Toronto Star
North Bay Nugget (LM)	The Ottawa Sun	Waterloo Region Record (home market)
Ottawa Citizen	The Owen Sound Sun Times (LM)	Winnipeg Free Press
Standard-Freeholder (LM)	The Peterborough Examiner (LM)	La Tribune (extended area)
The Belleville Intelligencer (LM)	The Province	La Voix de l'Est (LM)
The Brandon Sun (LM)	The Sarnia Observer (LM)	Le Devoir
The Brantford Expositor (LM)	The Sault Star (LM)	Le Droit
The Calgary Herald	The Standard	Le Journal de Montréal
The Calgary Sun	The StarPhoenix	Le Journal de Québec
The Chatham Daily News (LM)	The Sudbury Star (LM)	Le Nouvelliste (extended area)
The Chronicle Herald (extended area)	The Telegram	Le Quotidien (extended area)
The Daily Press (LM)	The Toronto Sun	Le Soleil

COMMUNITY TITLES | 4

Mississauga News
Brampton Guardian
Niagara This Week
Scarborough Mirror

OTHER TITLES | 1

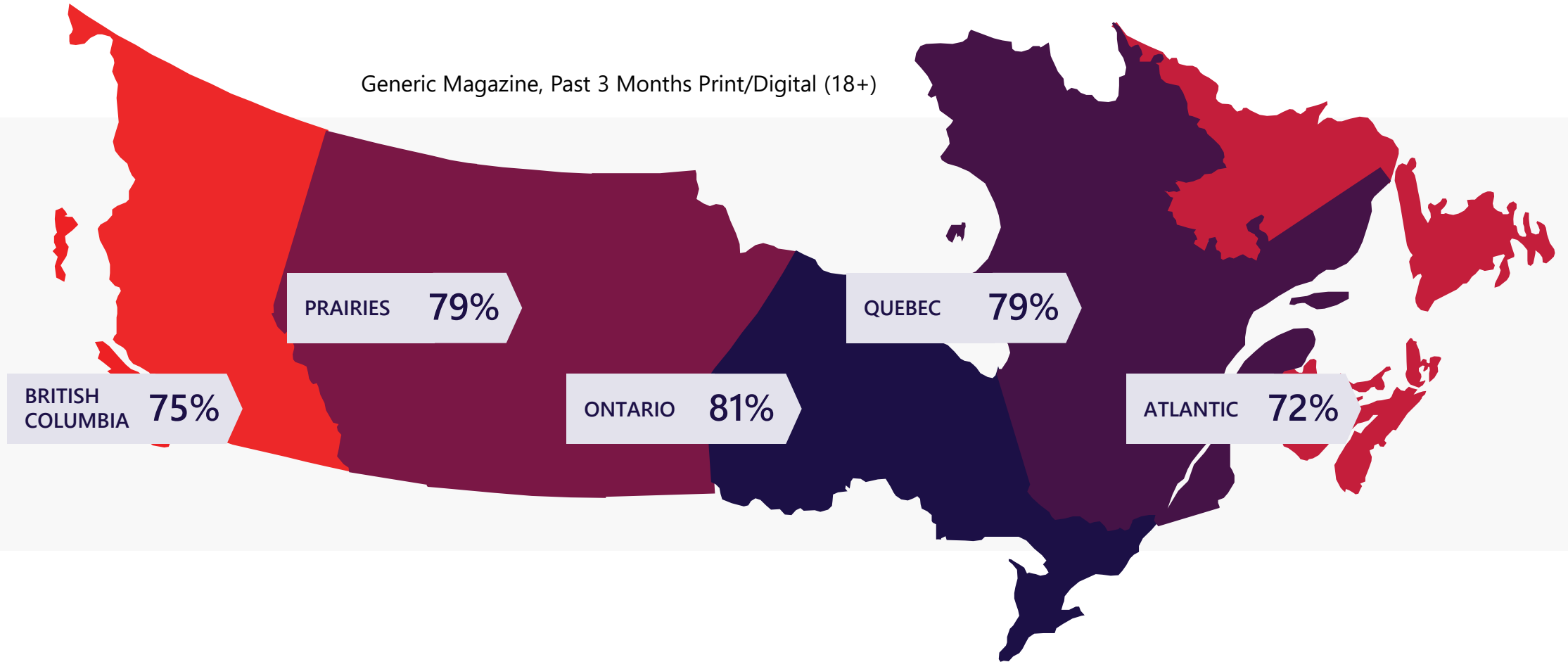
Toronto Star Wheels



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Magazines

Magazines Reach 8 in 10 Adults Across Canada

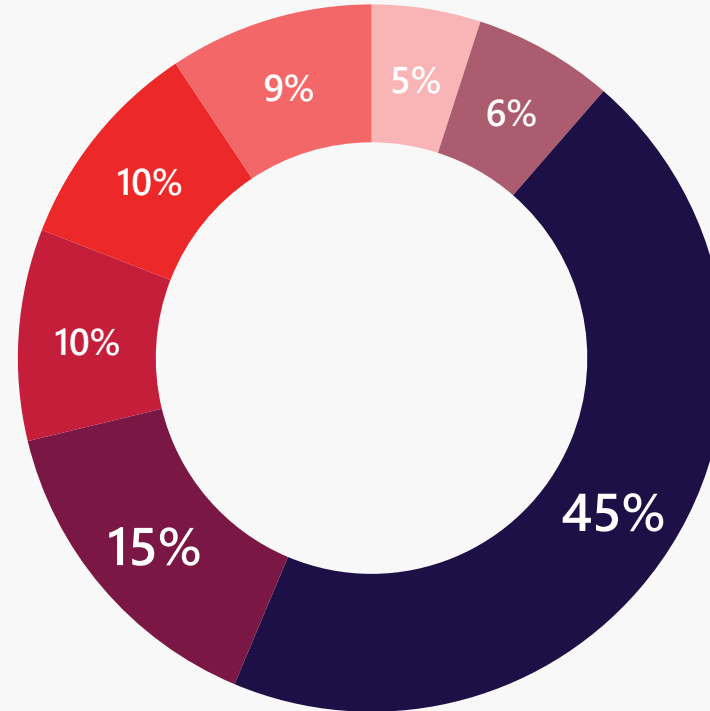


Food, Travel, & Health Magazines Are Most Popular

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

MAGAZINE TYPE	REACH	MAGAZINE TYPE	REACH
1 Food/Recipes	64%	12 Gardening	41%
2 Travel/Tourism	54%	13 Fashion/Beauty	39%
3 Health Fitness	52%	14 Art	36%
4 Nature	52%	15 Professional/Occupational	36%
5 Technology/Science	51%	16 Cultural/Ethnic	33%
6 Entertainment/Celebrity	50%	17 Alternative News	32%
7 Home Improvement	50%	18 Men's	31%
8 Home Decor	48%	19 Automotive/Motorcycle	31%
9 Sports and Recreation	43%	20 Parenting/Babies	21%
10 Business/Finance	42%	21 Children/Teen	21%
11 Women's	41%	22 Bridal	13%

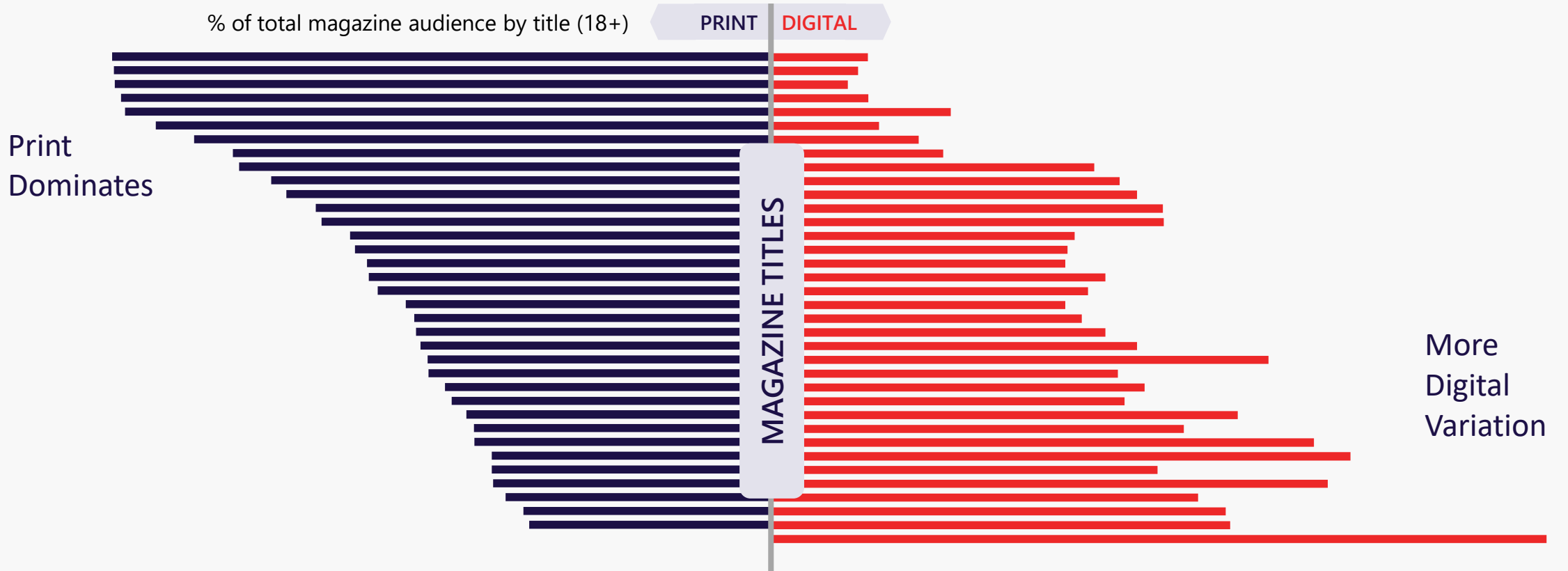
While **45%** of magazine readers **only read print**, **15%** do so in **combination** with more than one digital device.



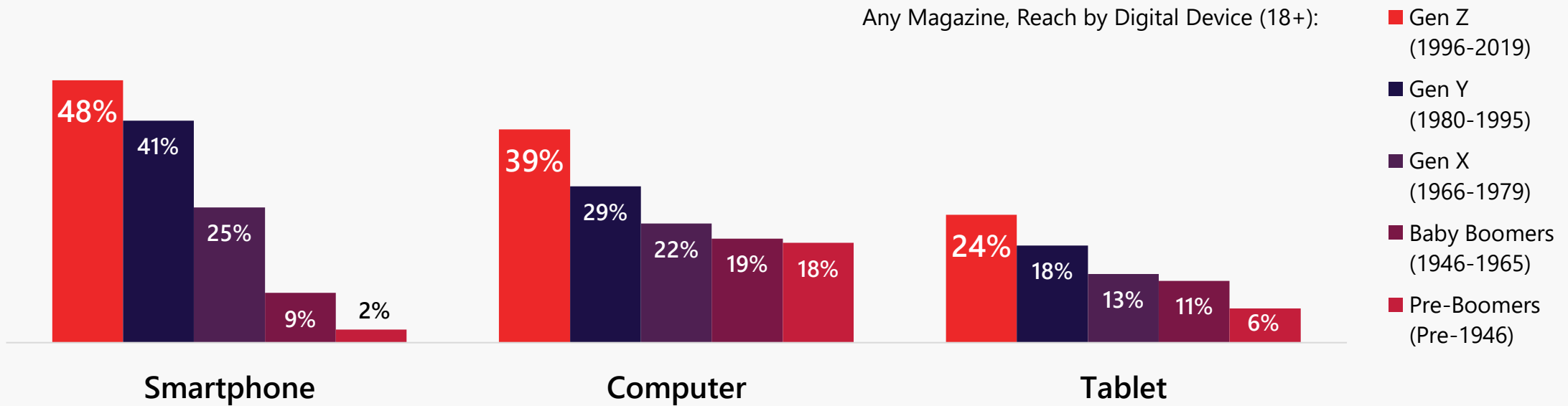
Any Magazine, Composition of Print/Digital AIR (18+)

- Computer Only
- Print & Computer Only
- Print Only
- Print & Computer & Mobile
- Print & Mobile Only
- Mobile Only
- Computer & Mobile Only

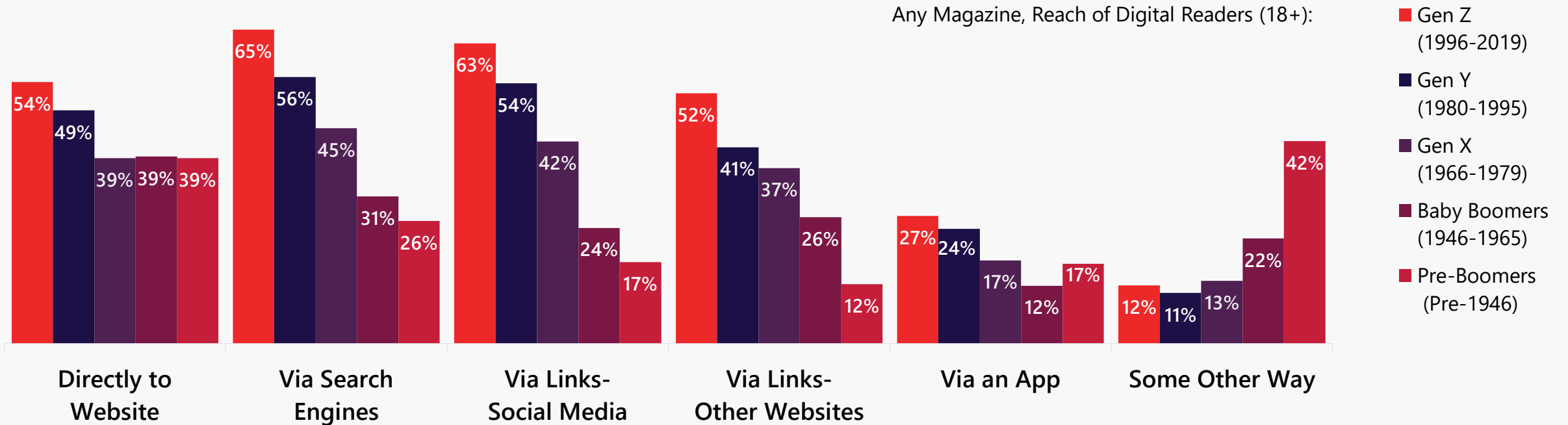
Platform Readership of Magazines Varies By Title



Gen Z & Gen Y Are More Likely to Read a Magazine's Digital Content Across All Devices

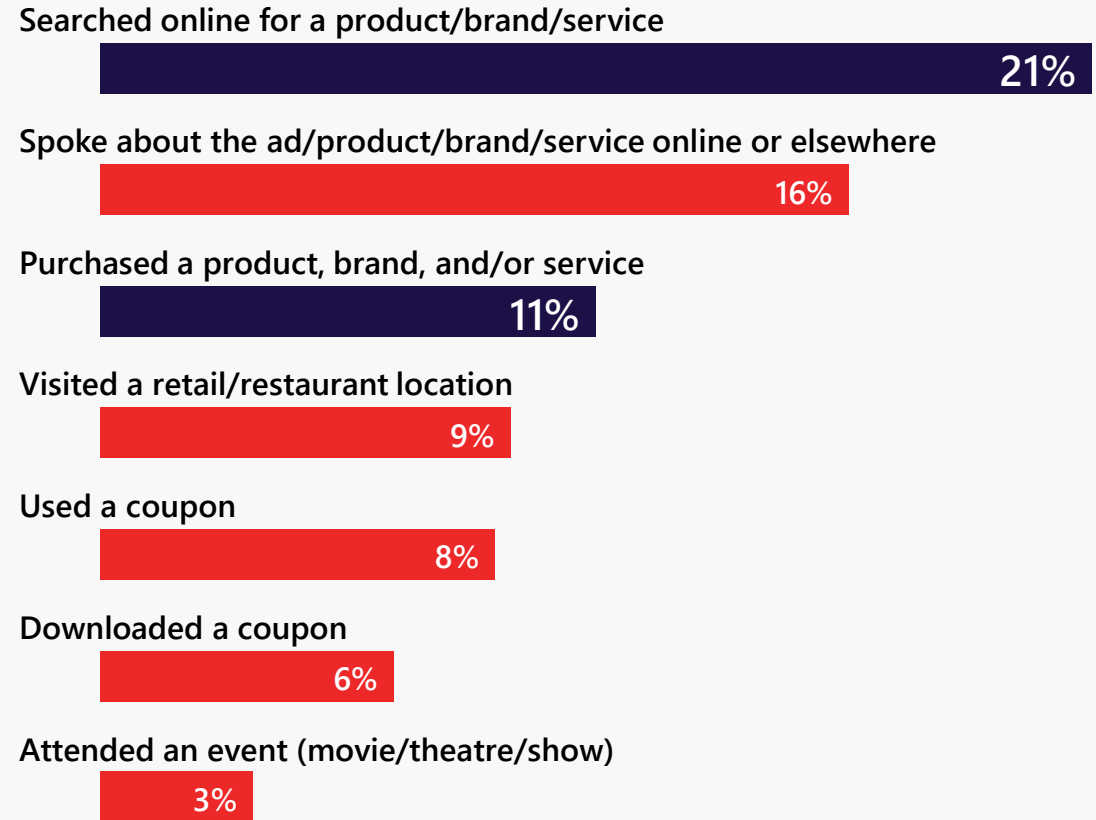


Gen X, Y & Z Mainly Access Digital Magazine Content Indirectly, Via Search and Social Media



Over 1 in 5 magazine readers searched online for a product, brand, and/or service advertised, while over 1 in 10 made a purchase.

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



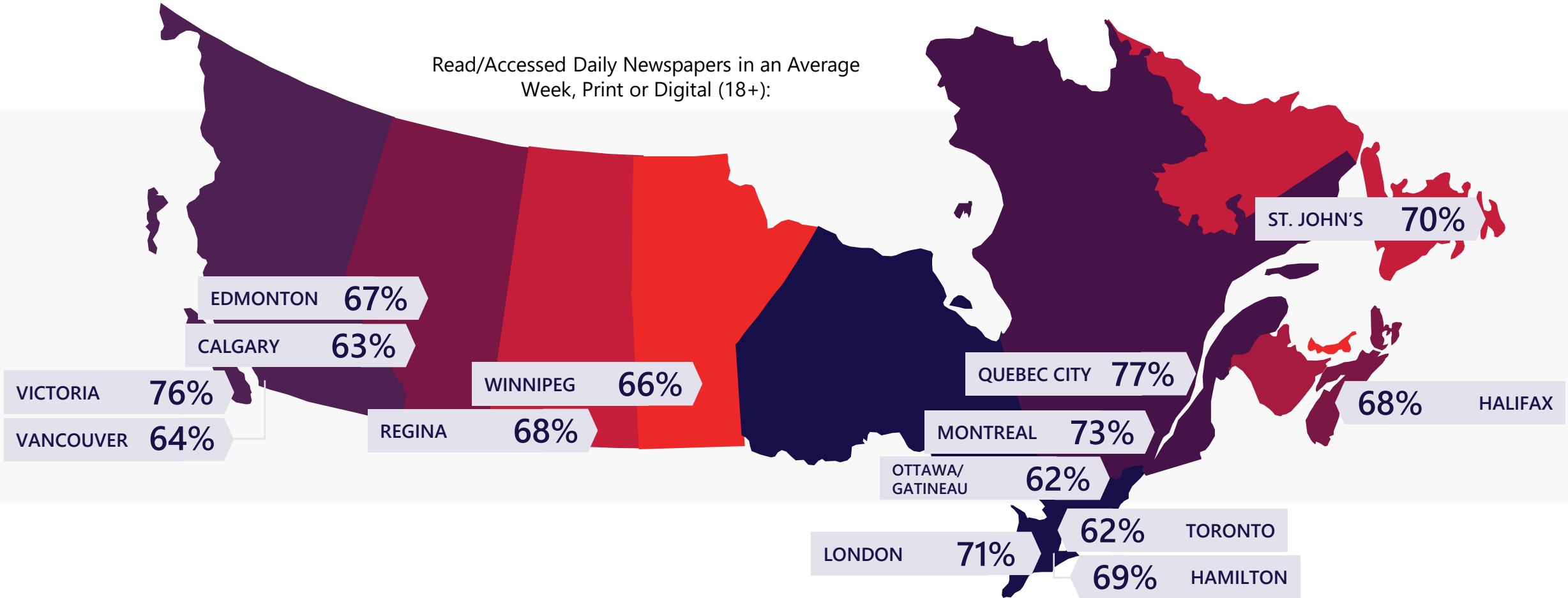


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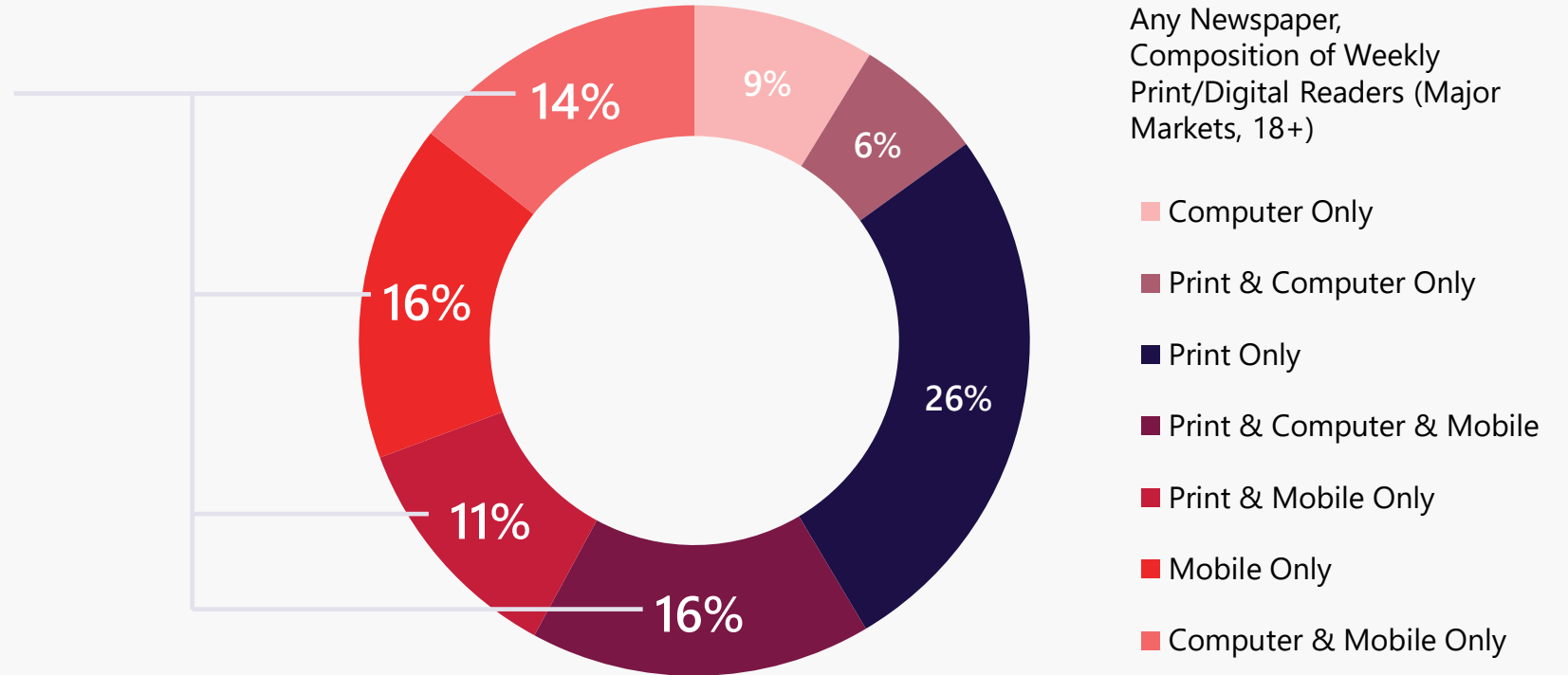
Newspapers

Daily Newspapers Reach Nearly 2 in 3 Adults

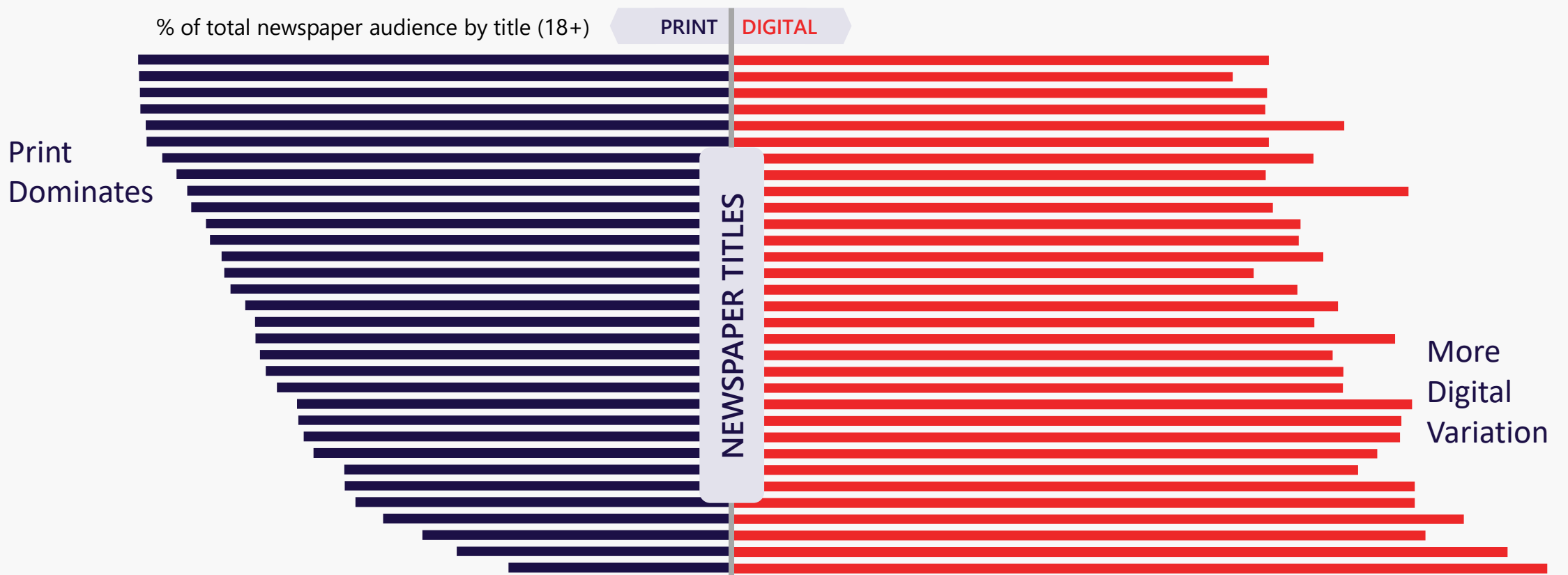
Read/Accessed Daily Newspapers in an Average Week, Print or Digital (18+):



57% of newspaper readers access newspaper content on a mobile device.

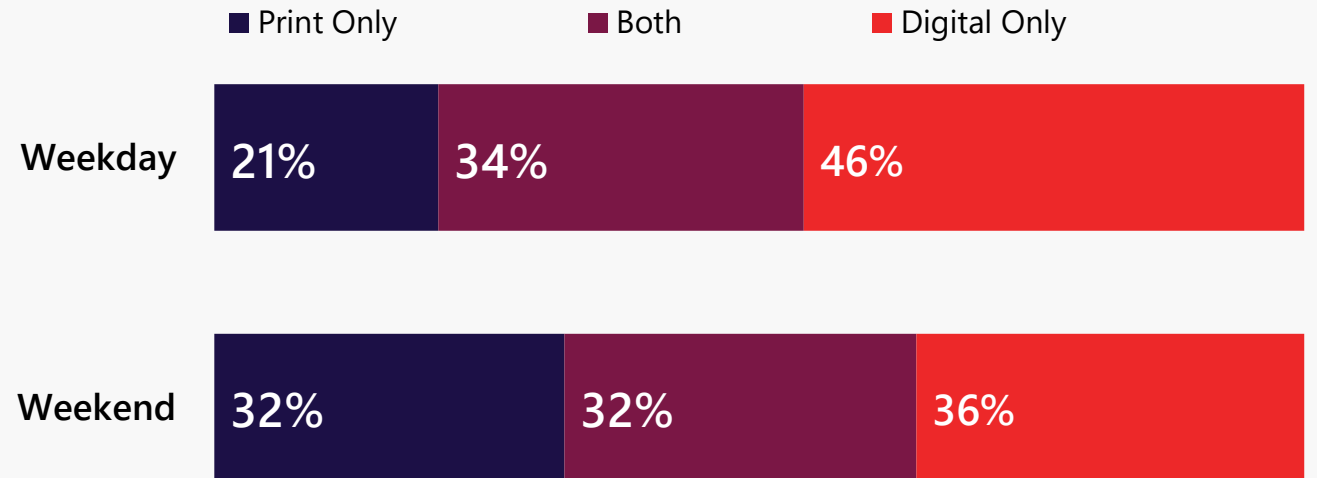


Platform Readership of Newspapers **Varies By Title**



Newspaper brand readers are **more active on digital** during the **weekdays** than the weekends.

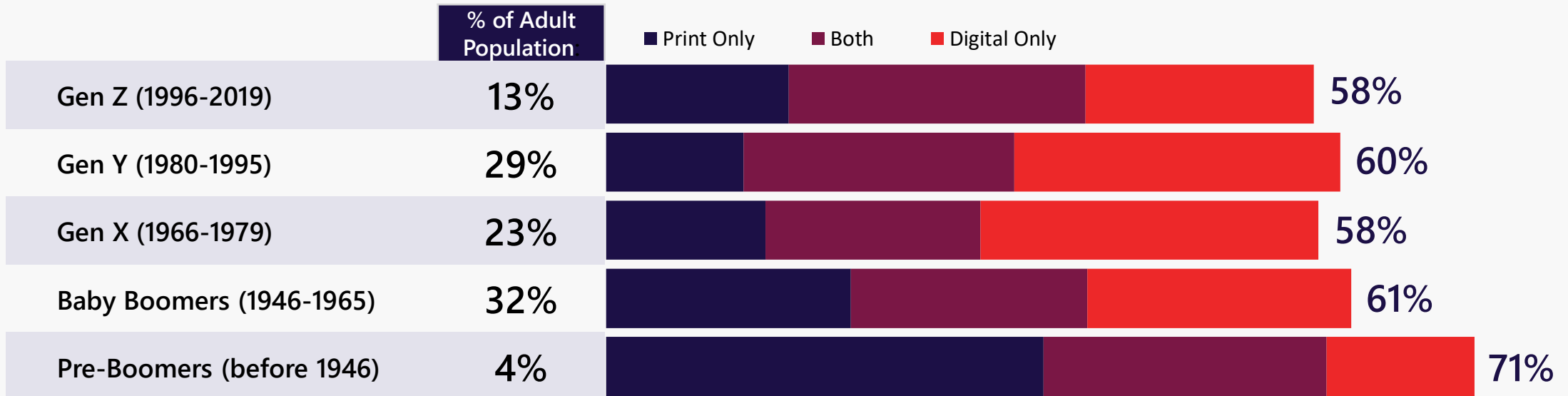
Weekday and Weekend AIR Readers (Major Markets, 18+):



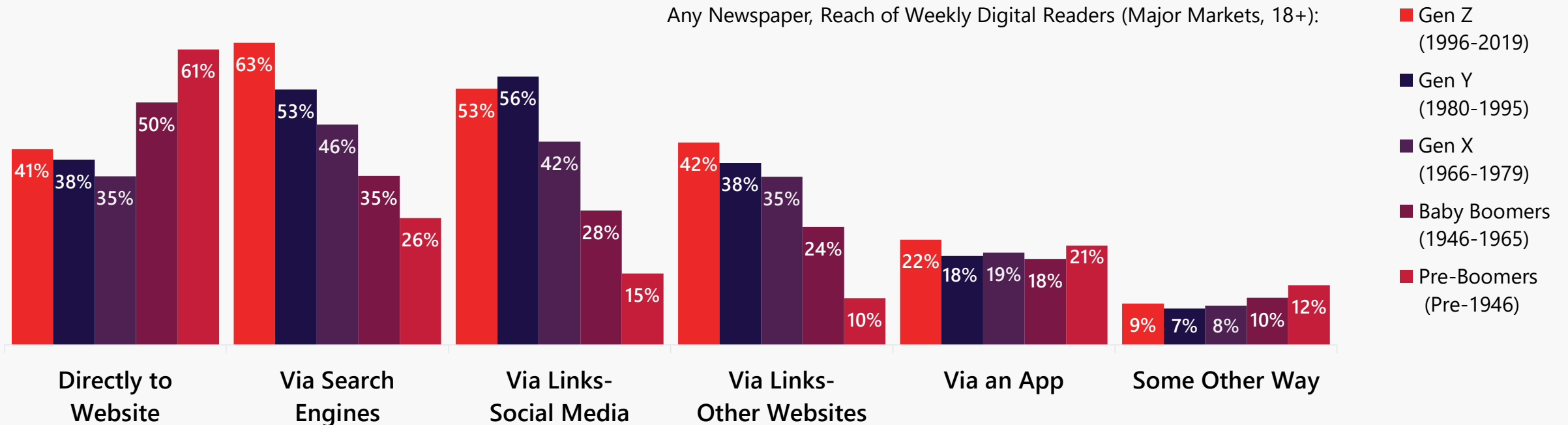
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Gen X, Y & Z access digital more than older generations.
Gen Z are more likely to read only print than Gen Y or X.
Gen X are least likely to read both print and digital.

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

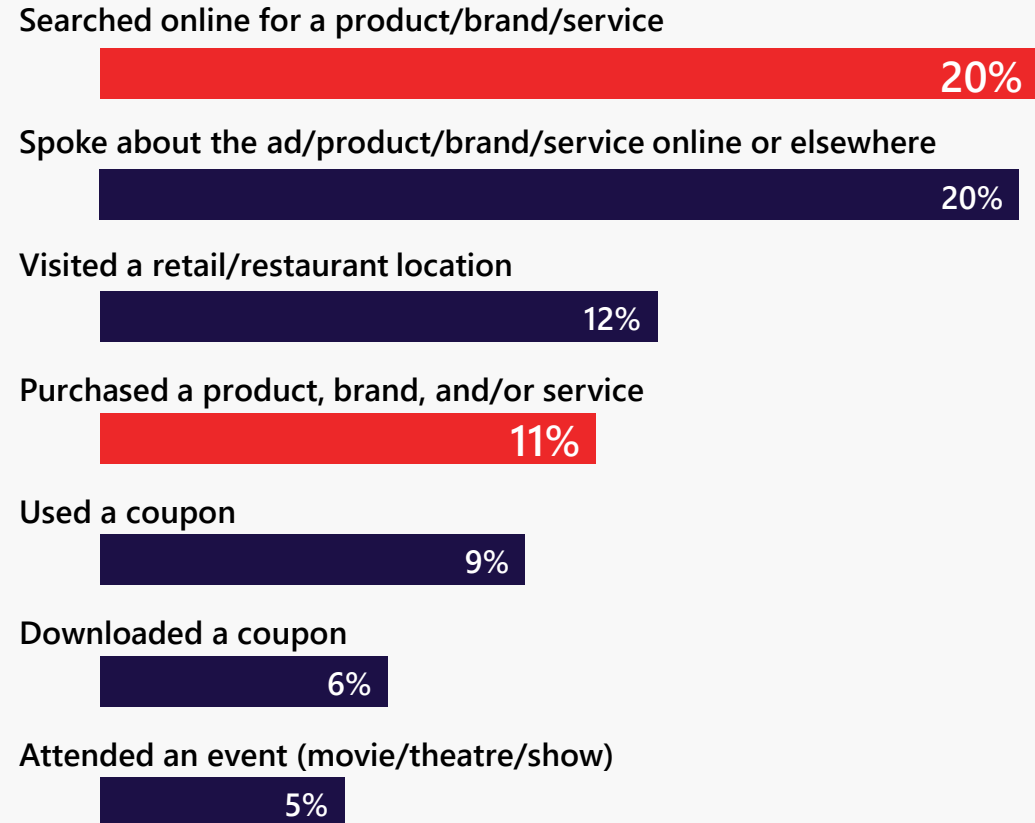


Baby Boomers & Pre-Boomers are more likely to access digital newspaper content **directly**, while Gen Z, Y & X predominantly access content via **social media** and **search**.



Just over **1 in 5** newspaper brand readers **searched online** for a product, brand, and/or service advertised, while just over **1 in 10** made a **purchase**.

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



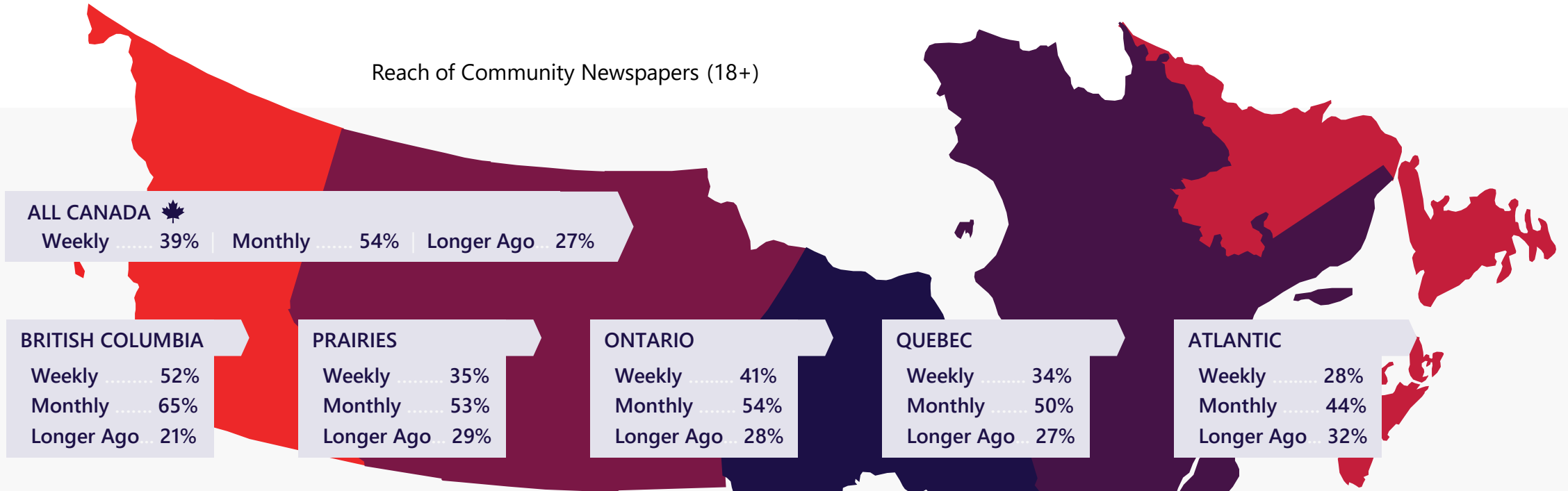


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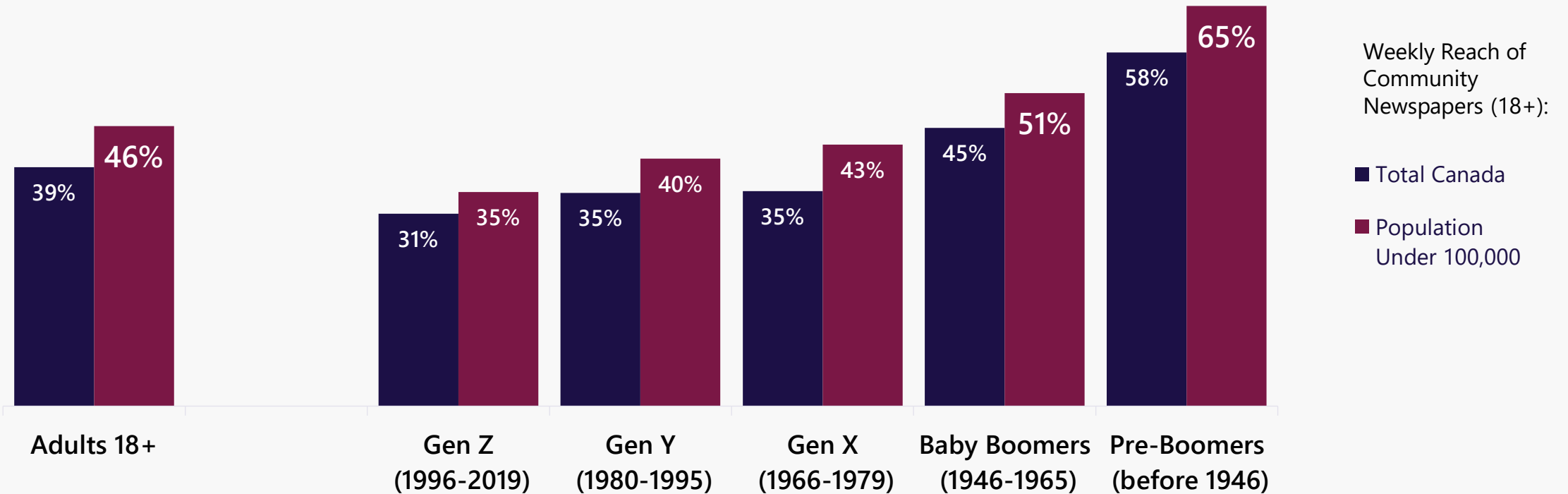
Community Newspapers

Community Newspapers Achieve the Highest Weekly & Monthly Reach in British Columbia

Reach of Community Newspapers (18+)

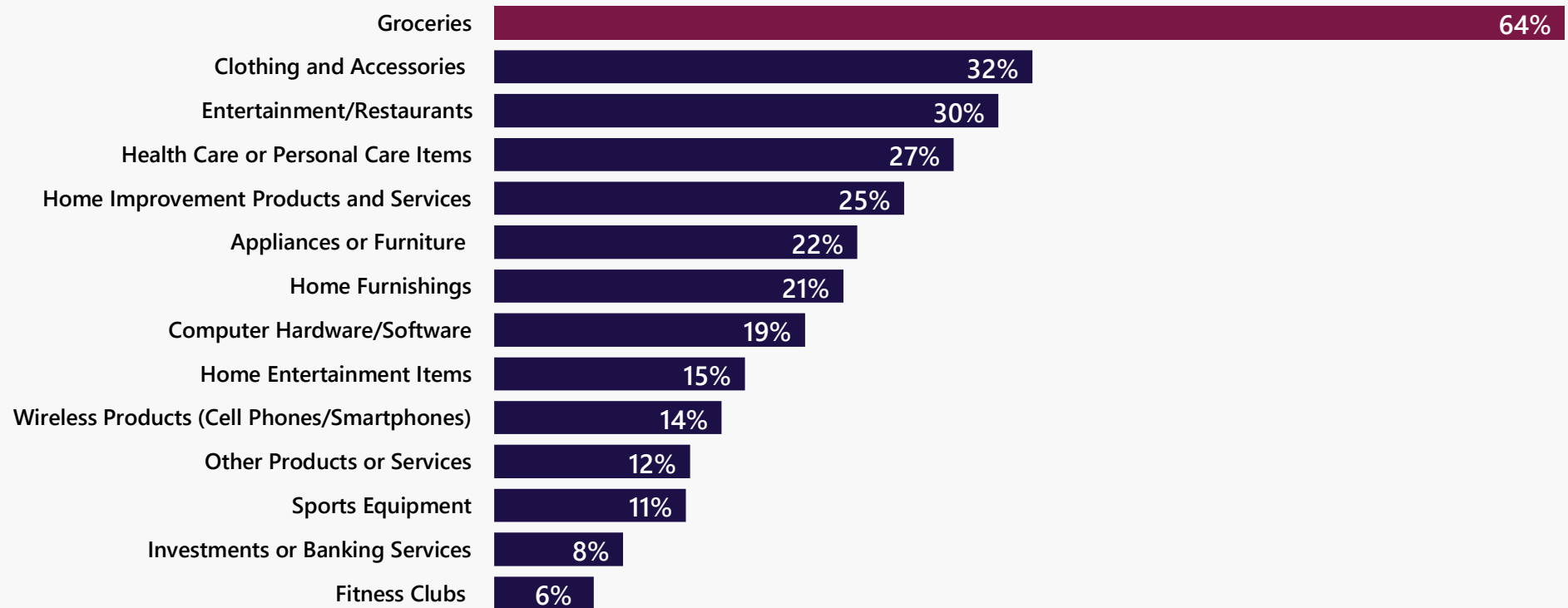


Community Newspaper Readership is Stronger in Smaller Markets and Increases With Age



Community Newspaper Readers Use Inserts To Plan Purchases, Mostly For Groceries

Flyer/Inserts Used To Plan Purchase, Community Newspaper Readers – Past Week (18+):



Community newspaper readers are most interested in local news.

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

Local News

95%

Crime

83%

Entertainment

79%

Opinion

78%

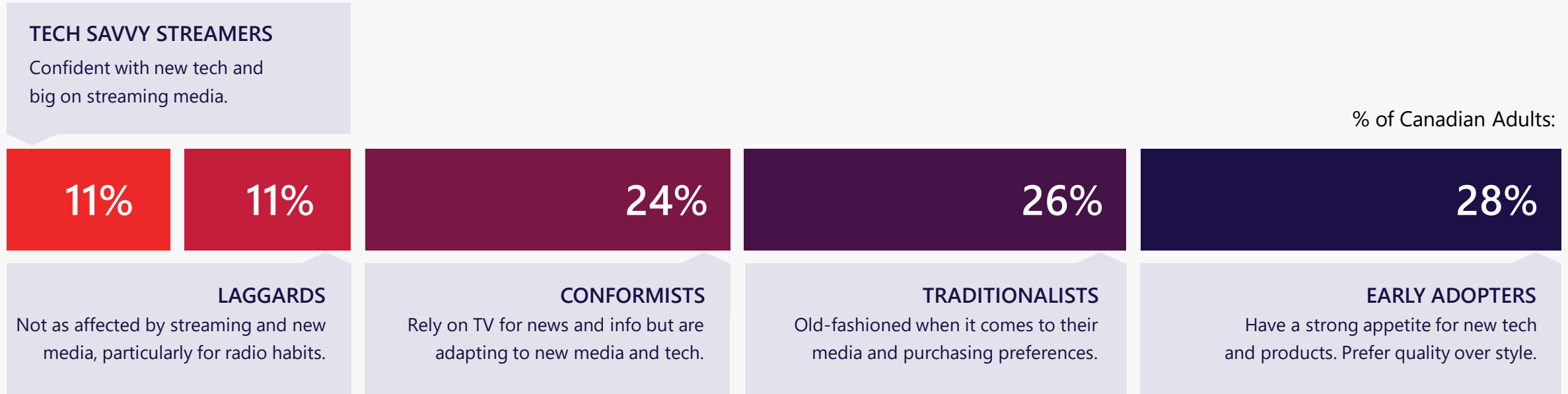
Real Estate

69%

Sports

59%

Media and Technology Segments

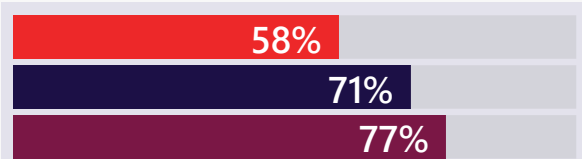




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New For
Spring 2022

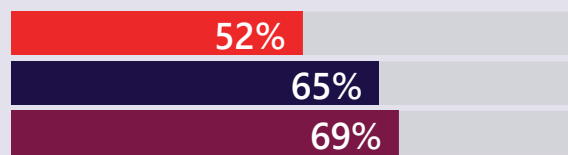
Older Canadians Are More Likely To Value Local Media And Use It For Purchase Decisions



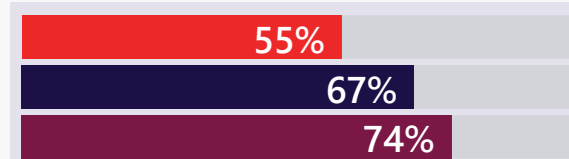
"I **value** my local media because it covers **what's happening** in my community."

% agree (18+):

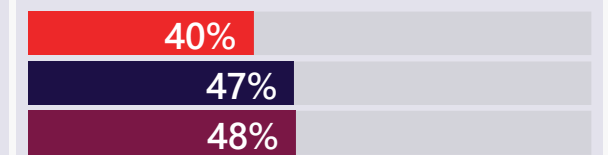
- Under 35
- 35 to 49
- 50+



"I feel local media **better connects me** to my community than national media."

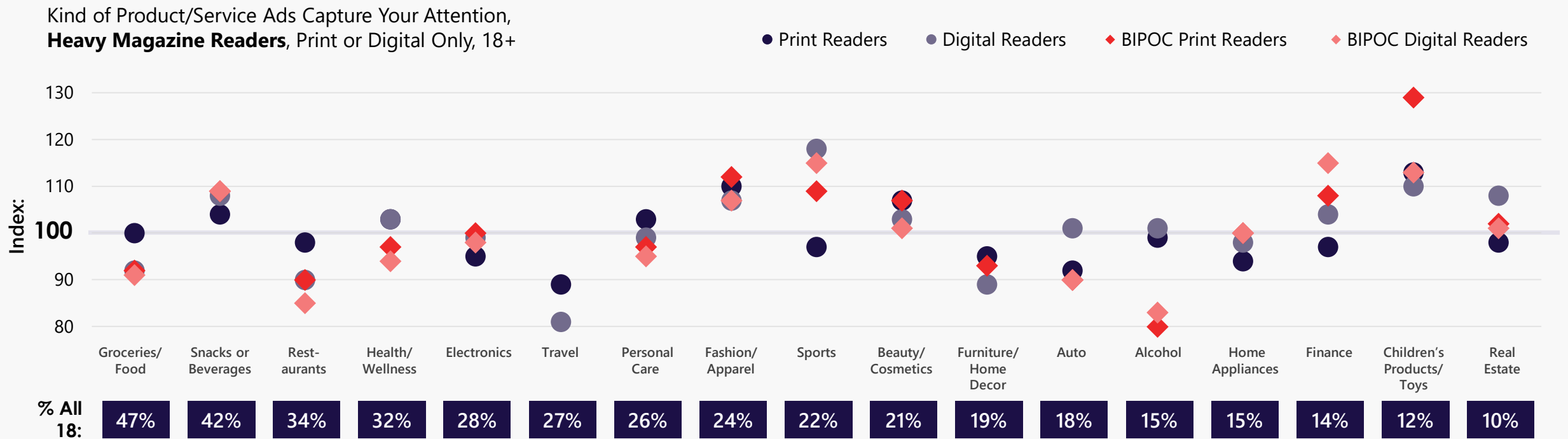


"Local media **make me aware** of products and services **available** in my community."

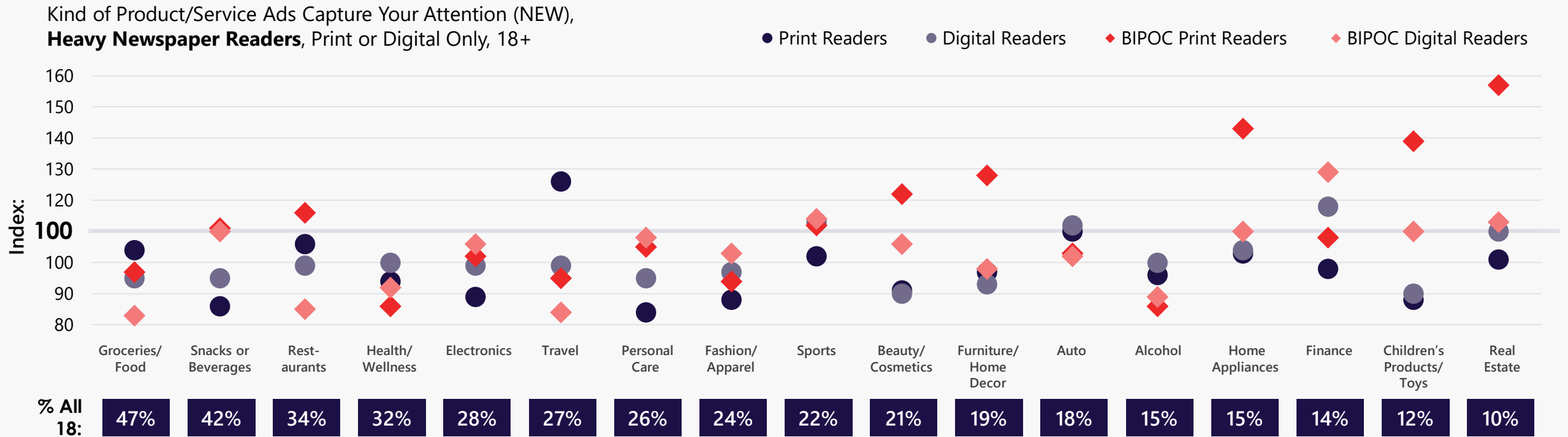


"Local media **has influence** on events I **attend**, and products and services I **use and buy**."

Fashion/Apparel ads capture the attention of heavy magazine readers while BIPOC Canadians are most likely to notice ads about finance and children's products and toys.



Heavy readers of **print newspapers** are more likely to notice **travel ads**, while readers that identify as **BIPOC** are most likely to notice ads related to **home, finance, and family life**.



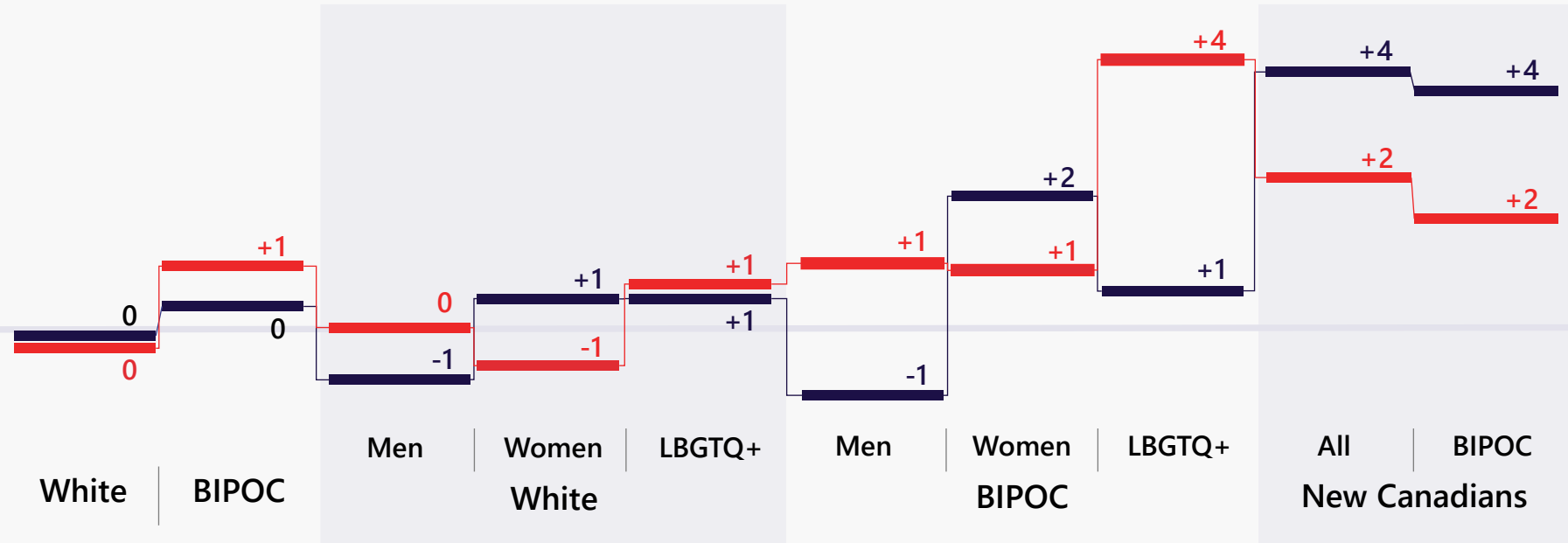
New Canadians, BIPOC women and those in the BIPOC LBTGQ+ community are more likely to feel underrepresented in magazine and newspaper ads.

"I don't see **people like me** presented enough in ads." % agree 18+:

+/- : percentage points compared to national averages

Ads in Print or Digital Magazines

13%
National Avg:



Ads in Print or Digital Newspapers

9%
National Avg:

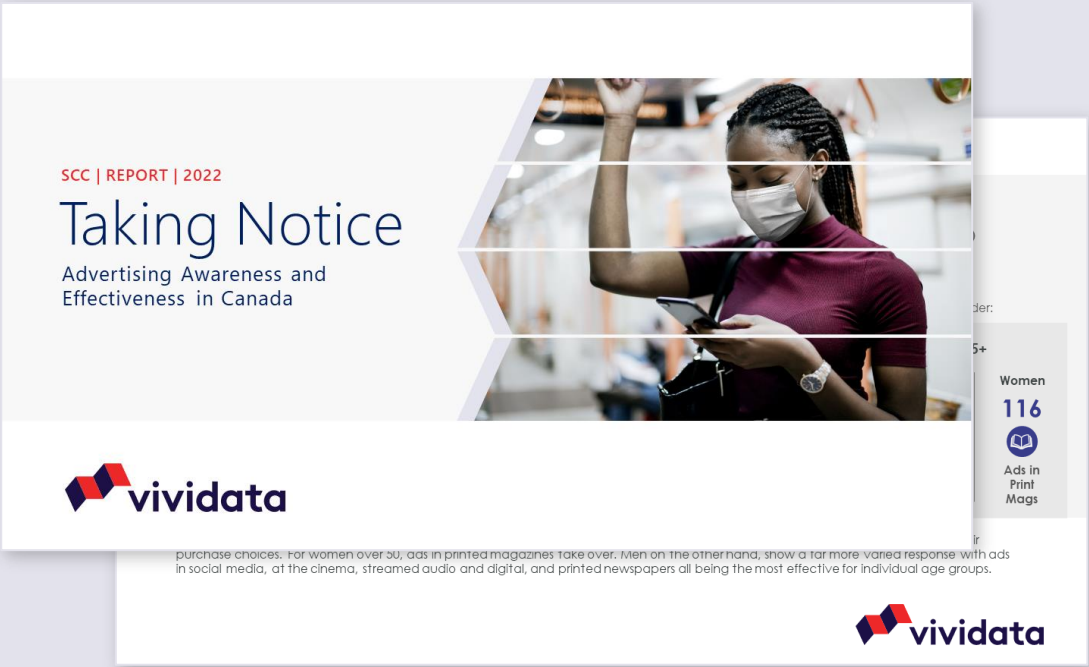
FREE REPORT FOR VIVIDATA MEMBERS

When It Comes To Ads, Canadians Take Notice

It's no surprise that nearly 2 in 3 Canadian adults notice at least one ad in an average day. But with so many mediums to advertise in, knowing which will effectively reach a desired target, is key to delivering the awareness marketers need.

See our latest topline insights on ad awareness and effectiveness in media in Canada, all pulled from the SCC | Study of the Canadian Consumer.


[Get The Report](#) 



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Taking Notice

Advertising Awareness and Effectiveness in Canada



purchase choices. For women over 30, ads in printed magazines take over. Men on the other hand, show a far more varied response with ads in social media, at the cinema, streamed audio and digital, and printed newspapers all being the most effective for individual age groups.

Women
116
Ads in
Print
Mags

