

Overview Spring 2018

Evolving with Canadians



April, 2018

STUDY SCOPE – SPRING 2018

10 Provinces / 5 Regions / 45 Markets

- 42,604 Canadians aged 12+
- 42,071 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto (MM)	4,624	18 Sault Ste. Marie (LM)	252	35 Prince George (LM)	253	1 Alberta
2 Ottawa / Gatineau (MM)	2,780	19 North Bay (LM)	250	36 Winnipeg (MM)	1,166	2 British Columbia
3 Hamilton (MM)	1,063	20 Cornwall (LM)	256	37 Brandon (LM)	251	3 Manitoba
4 Kitchener (MM)	984	21 Timmins (LM)	250	38 Saint John (LM)	253	4 New Brunswick
5 London (MM)	982	22 Owen Sound (LM)	249	39 St. John's (MM)	505	5 Newfoundland and Labrador
6 St. Catharines / Niagara (MM)	441	23 Montréal (MM)	5,218	40 Halifax (MM)	878	6 Nova Scotia
7 Windsor (MM)	855	24 Québec City (MM)	1,171	41 Cape Breton (LM)	252	7 Ontario
8 Guelph (LM)	498	25 Sherbrooke (MM)	246	42 Summerside (LM)	245	8 Prince Edward Island
9 Barrie (MM)	289	26 Saguenay (MM)	251	43 Charlottetown (LM)	249	9 Quebec
10 Kingston (LM)	250	27 Trois-Rivières (MM)	248	44 Saskatoon (MM)	878	10 Saskatchewan
11 Thunder Bay (LM)	228	28 Granby (LM)	251	45 Regina (MM)	862	
12 Sudbury (LM)	253	29 Calgary (MM)	2,267			# Regions
13 Brantford (LM)	251	30 Edmonton (MM)	2,270			1 Atlantic
14 Peterborough (LM)	251	31 Lethbridge (LM)	256			2 British Columbia
15 Chatham (LM)	244	32 Medicine Hat (LM)	253			3 Ontario
16 Belleville (LM)	253	33 Vancouver (MM)	3,766			4 Prairies
17 Sarnia (LM)	252	34 Victoria (MM)	864			5 Quebec

TITLES REPORTED

MAGAZINES (66)

- 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
- Starweek (*Print*)
- 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/Touring (Fr/En)
- Châtelaine (Fr)
- Clin d'oeil
- Cool!
- Coup de pouce
- Dernière Heure
- Échos Vedettes
- ELLE QUÉBEC
- La Semaine
- L'actualité
- Le Magazine Cineplex
- Les Affaires/Les Affaires Plus
- Les Idées de Ma Maison
- Magazine Espaces
- Magazine Véro
- RICARDO Magazine

NEWSPAPERS (71)

- Sélection du Reader's Digest
- Star Système
- Summum
- TV Hebdo
- Urbania
- Vivre Mieux
- 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
- Burnaby Now (**NEW**)
- Burnaby Now/The Record (**NEW**)

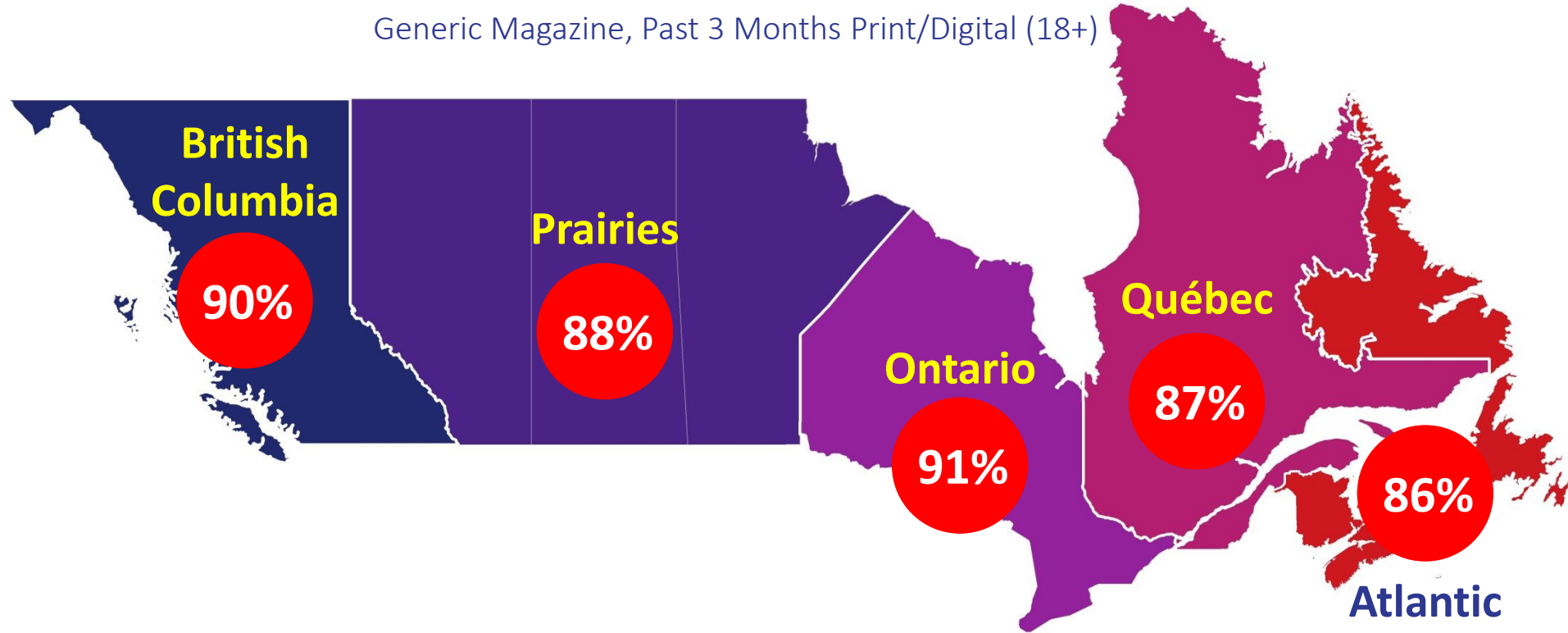
OTHER TITLES

- Business in Vancouver

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".

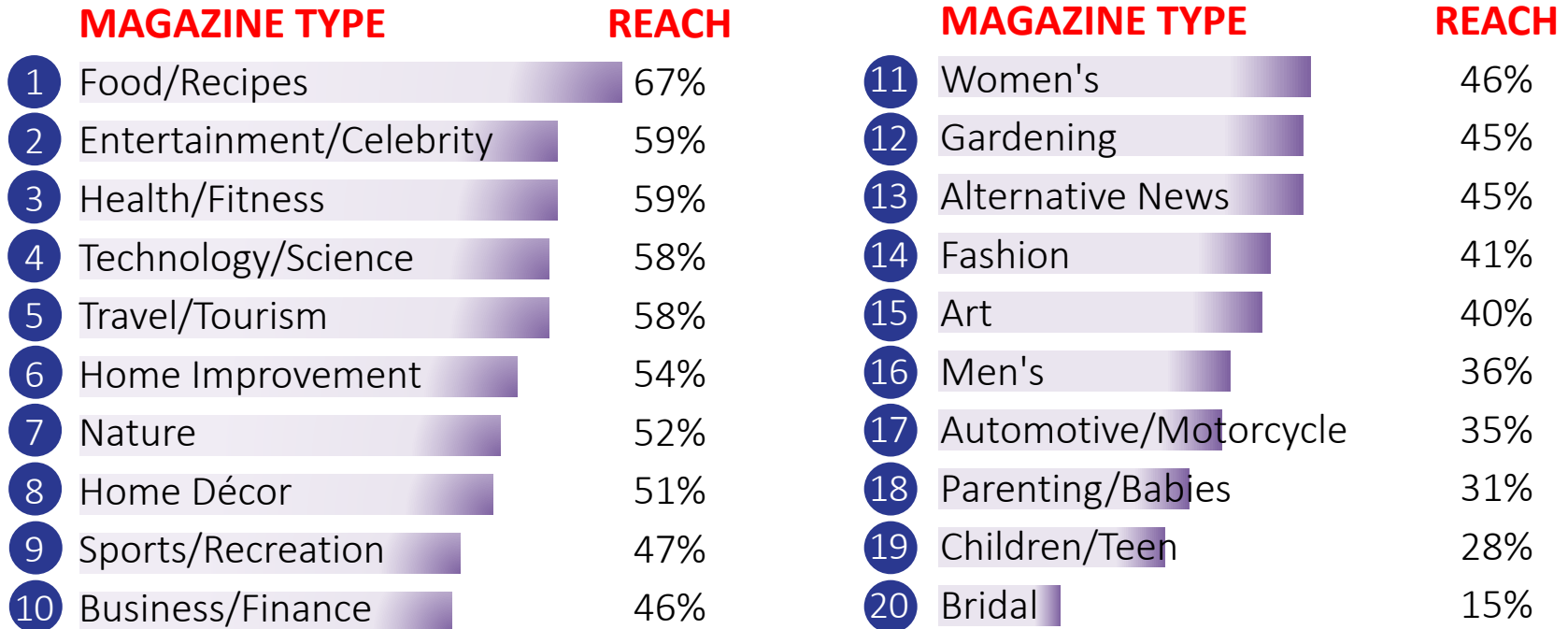
Across Canada, **Magazine Brands** reach 9 of 10 adults.

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



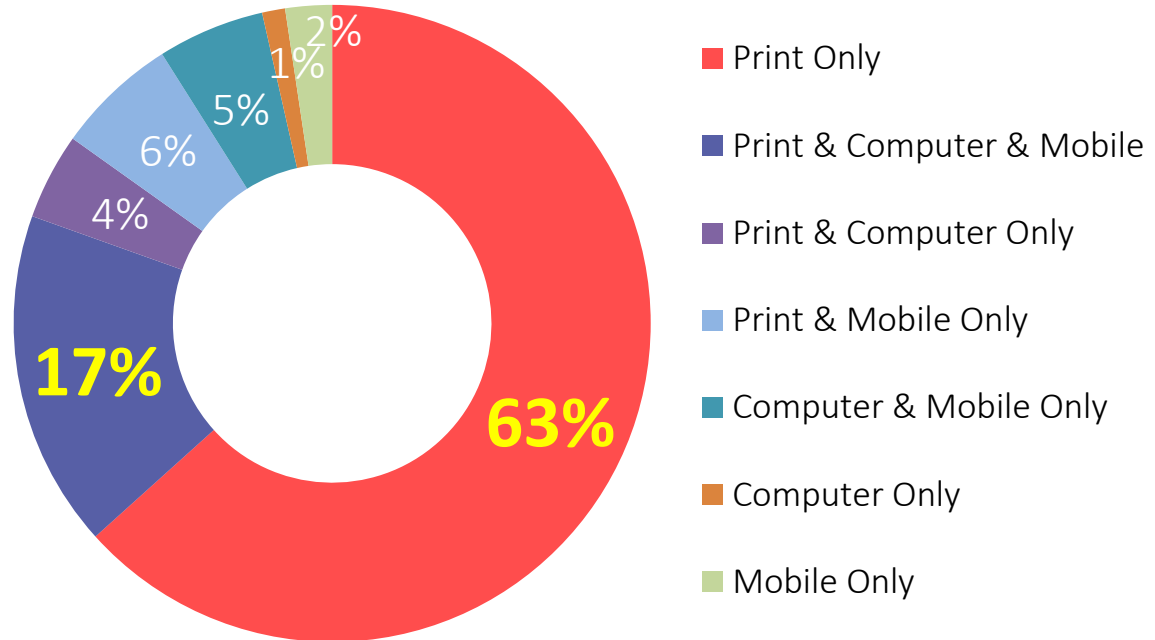
Food, Entertainment, and Health **Magazines** are the most popular among Canadians.

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



While 63% 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+)

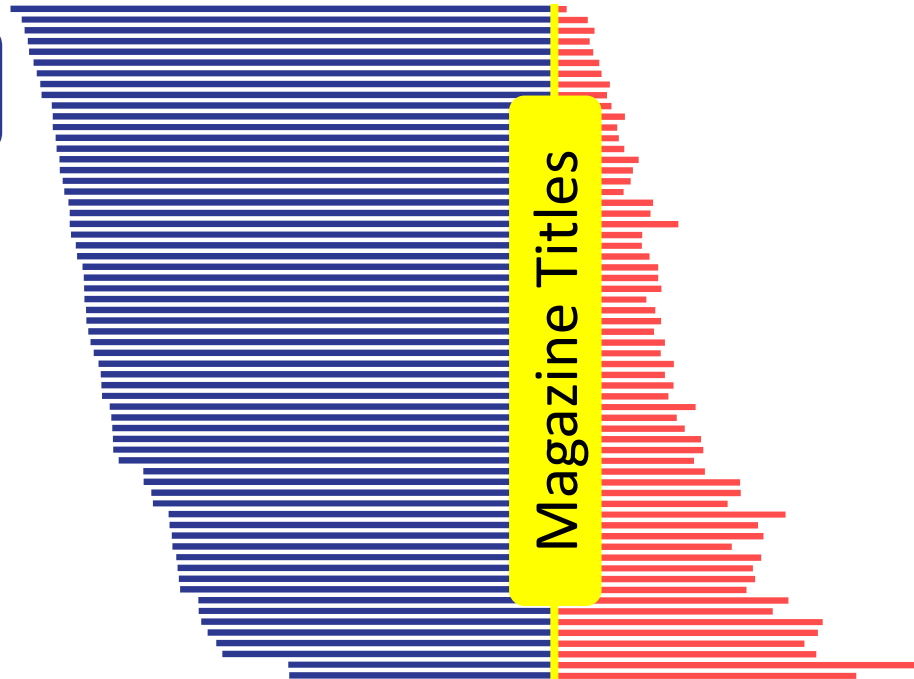


Platform readership of **Magazine Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

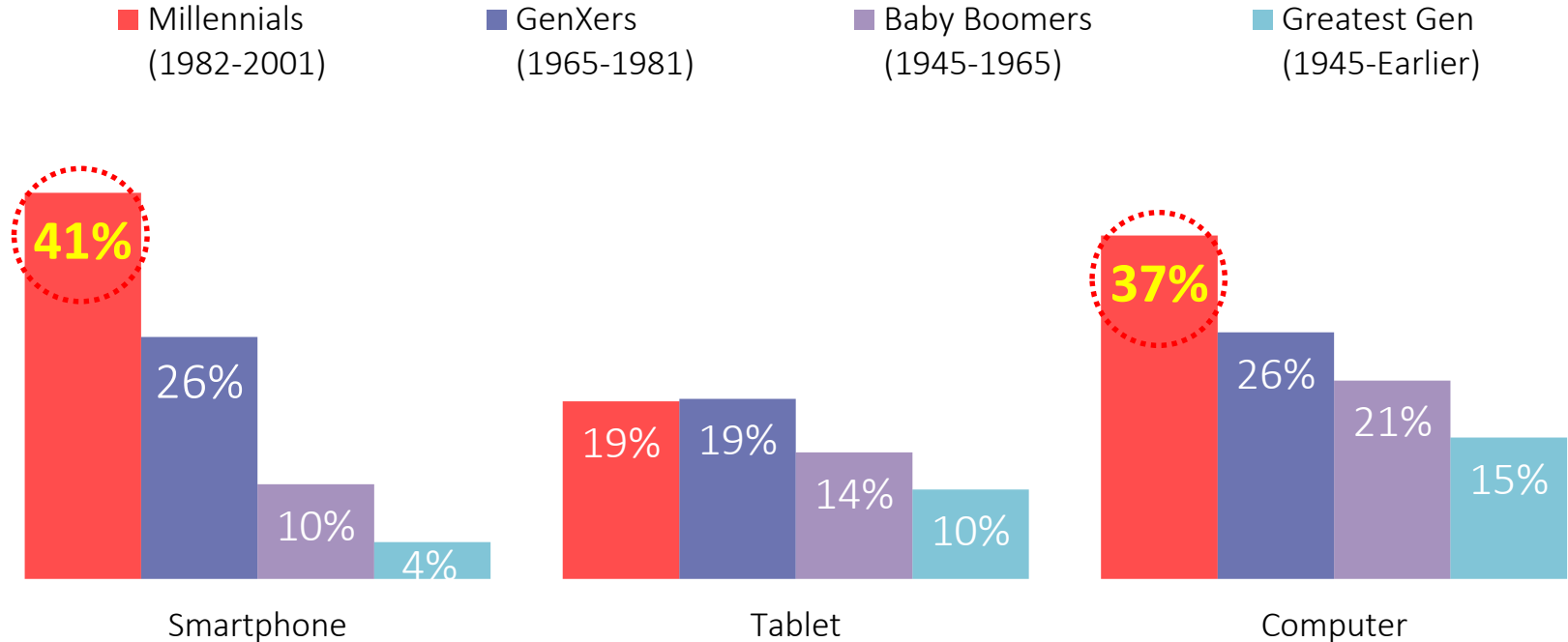
Print
Dominates



More Digital
Variation

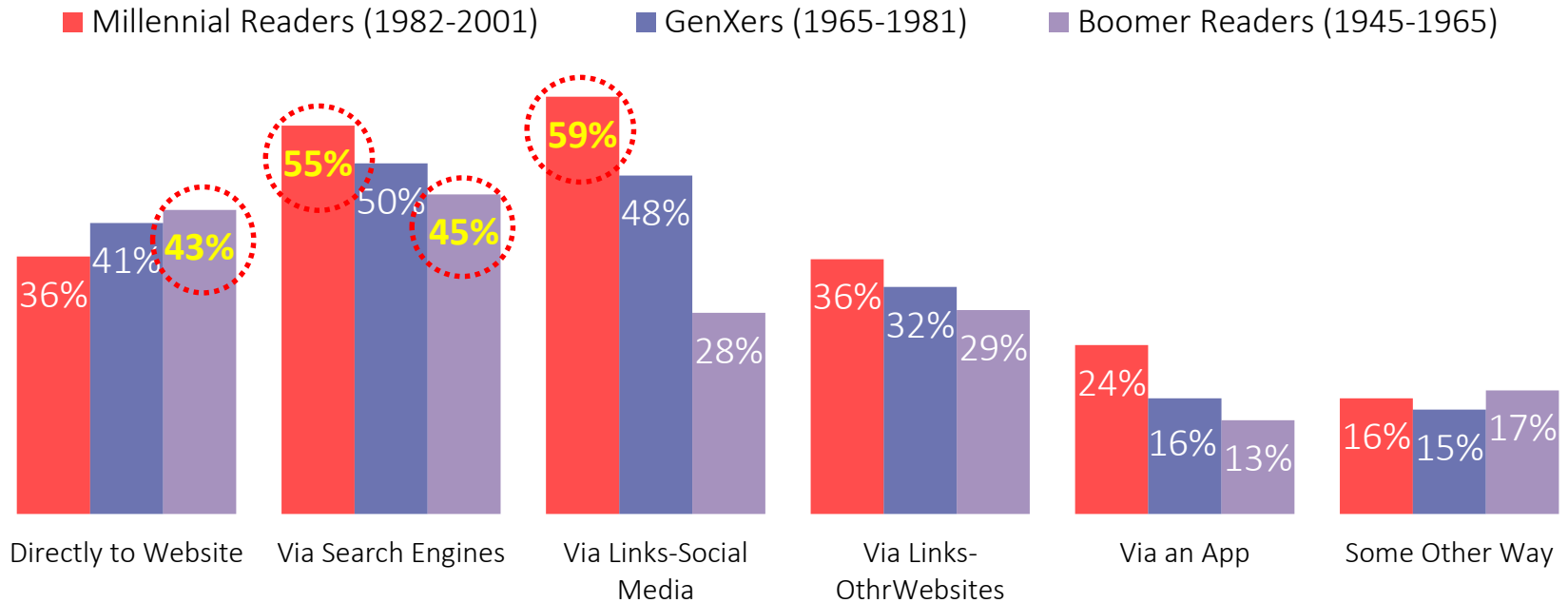
Millennials & GenXers are more likely to read a **Magazine's digital content**, with more reading via a smartphone or computer.

Any Magazine, Reach by Digital Device (18+)



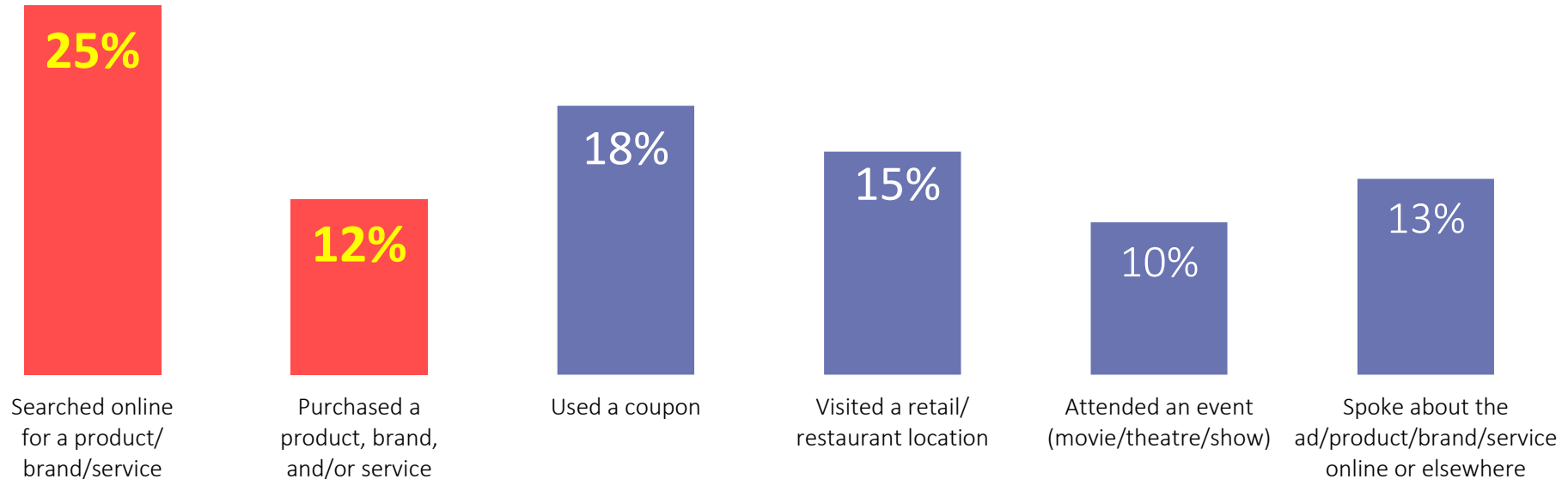
Boomers predominantly access **Digital Magazines** directly & via search, while **Millennials** access via search & social media.

Any Magazine, Reach of Digital Readers (18+)



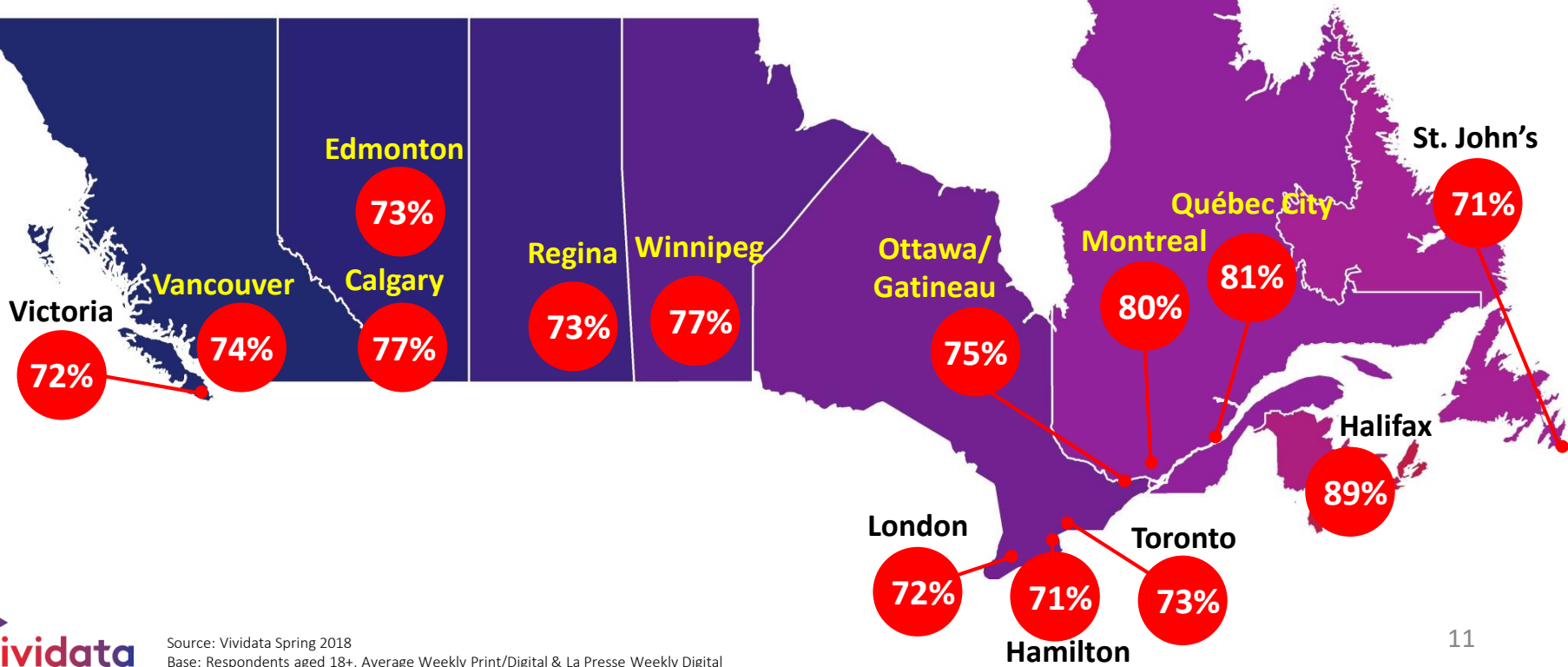
1 in 4 **Magazine** readers searched online for a product, brand, and/or service advertised, while 1 in 10 made a purchase.

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



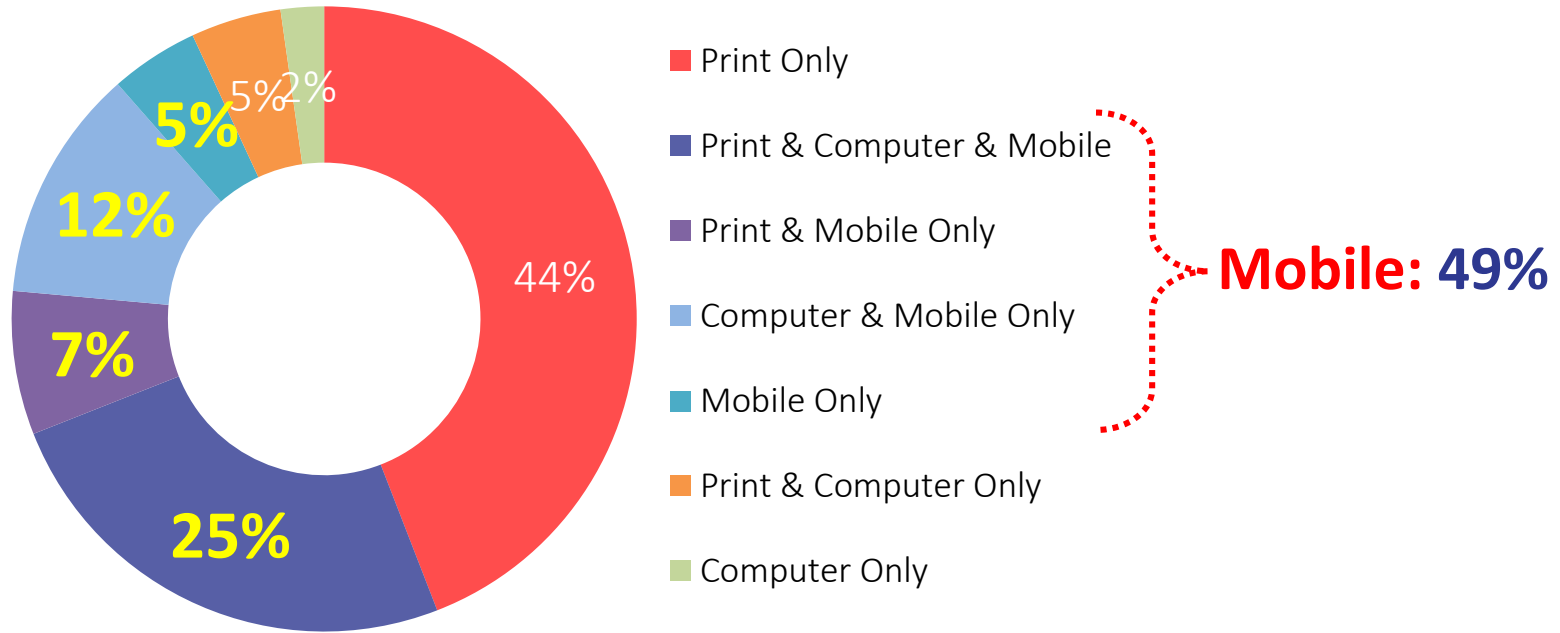
On a weekly basis, **Newspaper Brands** reach 3 out of 4 adults across Canada.

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



49% of **Newspaper Brand** readers access newspaper content on a mobile device.

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

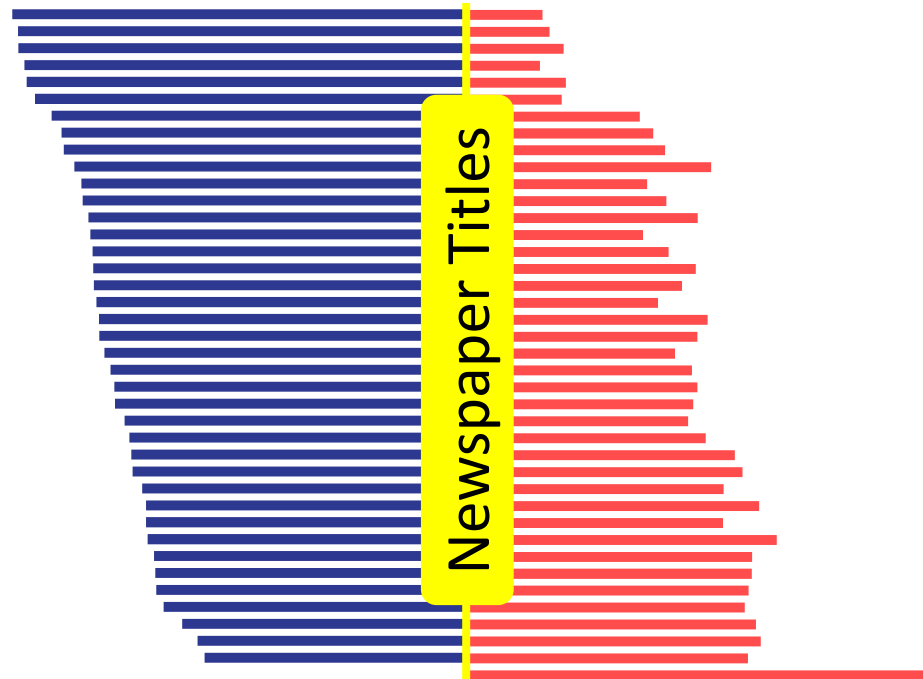


Platform readership of **Newspaper Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

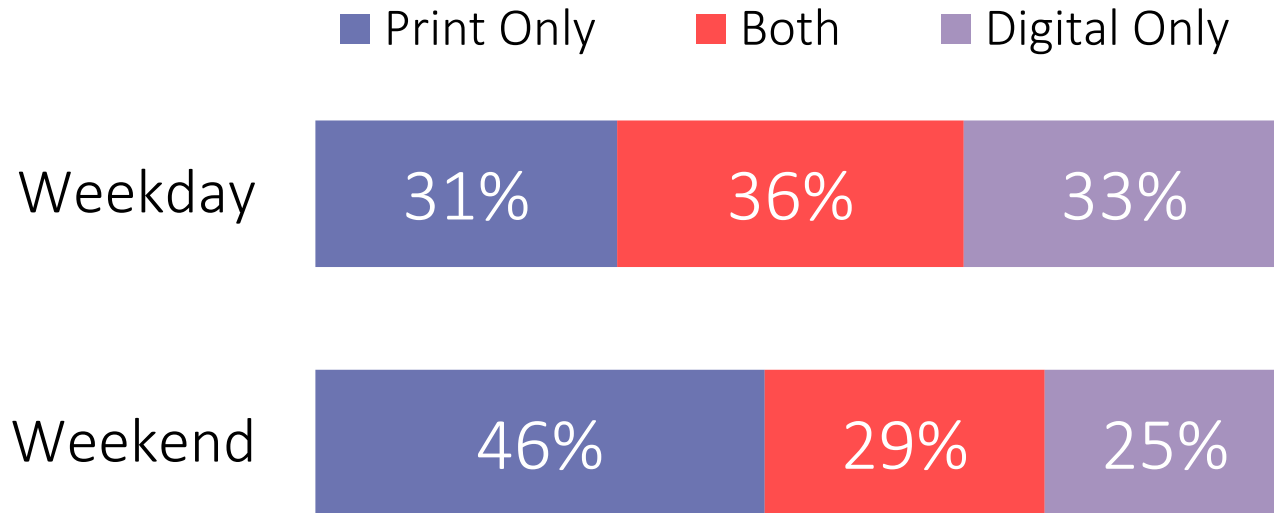
Print
Dominates



More Digital
Variation

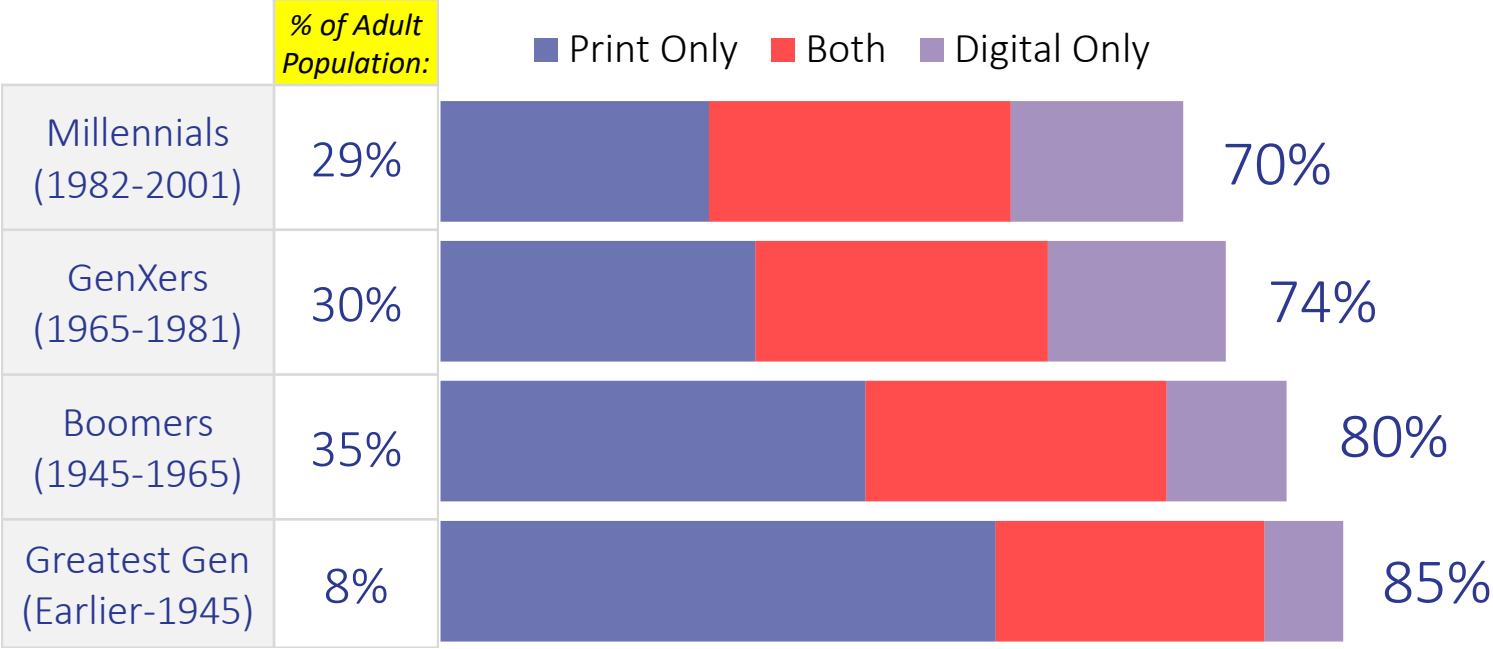
Newspaper Brand readers are more active on digital during the weekdays, and print dominates the weekends.

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+)

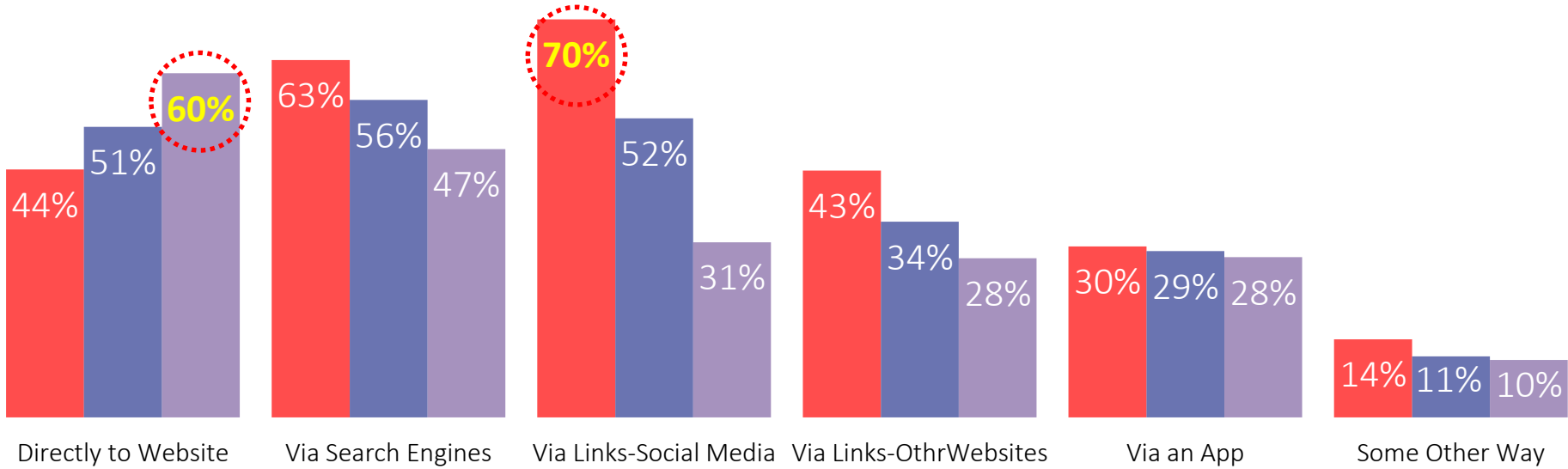


Source: Vividata Spring 2018 Study
 Base: Respondents aged 18+, 18 Major Markets, Any Newspaper – Average Weekly Print/Digital & La Presse Weekly Digital (Unduplicated)

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+)

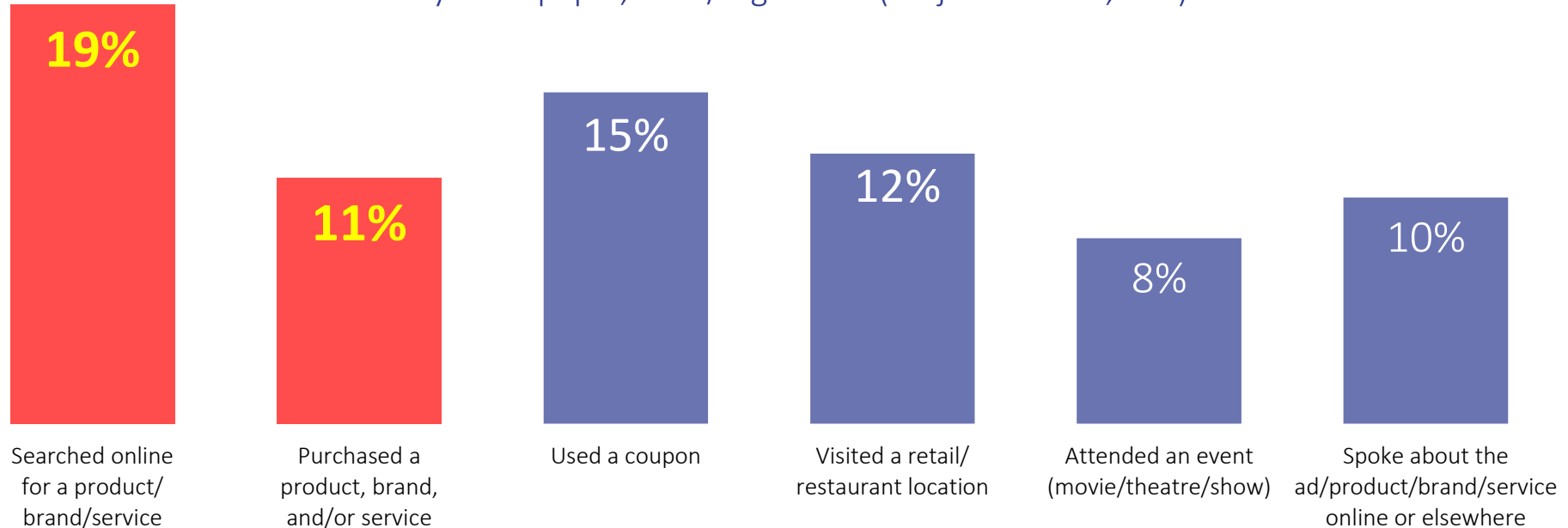
■ Millennial Readers (1982-2001) ■ GenXers (1965-1981) ■ Boomer Readers (1945-1965)



Source: Vividata Spring 2018 Study
Base: Respondents aged 18+, 18 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, Print/Digital AIR (Major Markets, 18+)



VIVIDATA PROVIDES A COMPLETE MEDIA PROFILE

NEWSPAPER



MAGAZINE



RADIO



INTERNET/SOCIAL



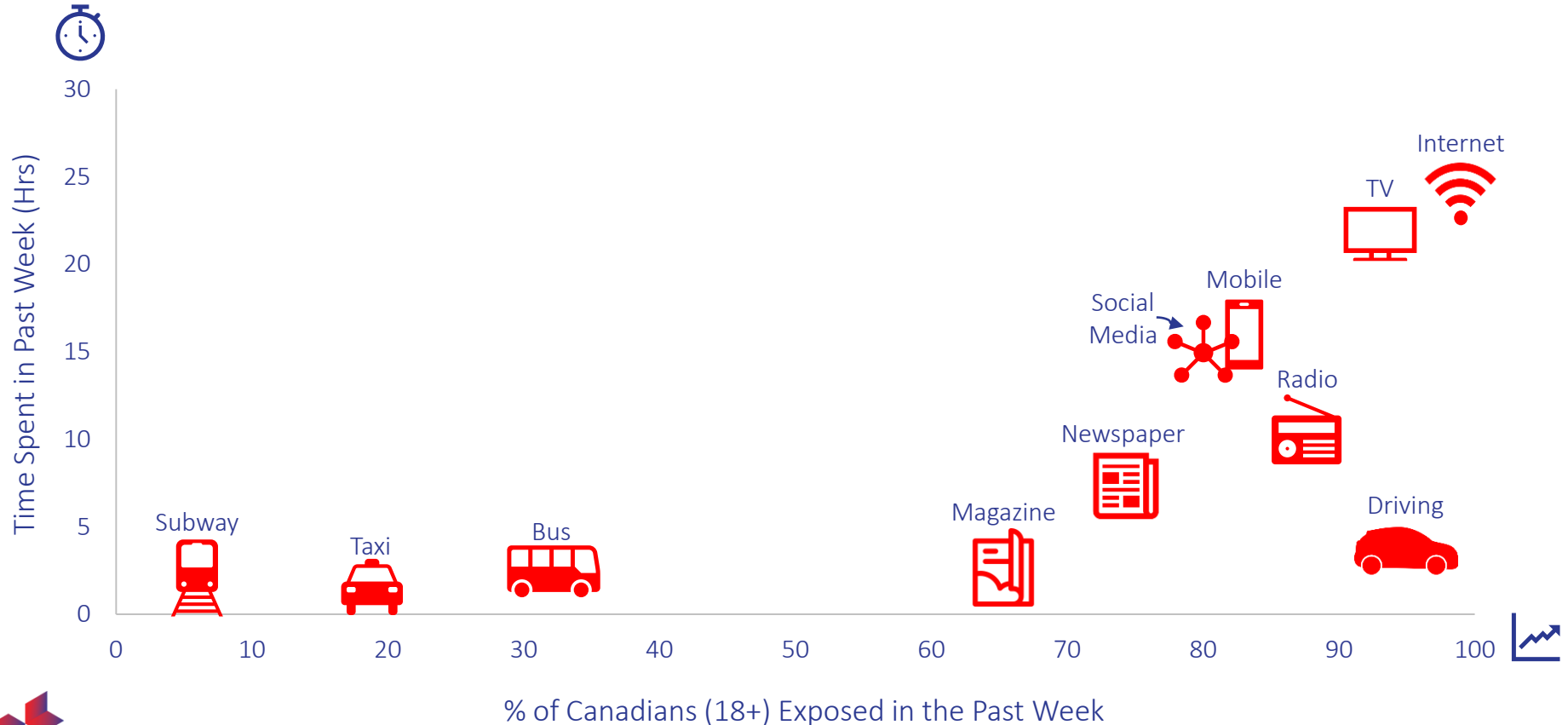
TELEVISION



OUT OF HOME



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



NEW ATTITUDES TOWARD MEDIA SEGMENTS

% of Canadian Adults:

