

Overview of Results: Winter 2019 Study



January, 2019

STUDY SCOPE – WINTER 2019

10 Provinces / 5 Regions / 44 Markets

- 43,028 Canadians aged 14+
- 42,400 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto (MM)	4663	18 North Bay (LM)	244	35 Winnipeg (MM)	1185	1 Alberta
2 Ottawa / Gatineau (MM)	2748	19 Cornwall (LM)	254	36 Brandon (LM)	270	2 British Columbia
3 Hamilton (MM)	1056	20 Timmins (LM)	250	37 Saint John (LM)	269	3 Manitoba
4 Kitchener (MM)	967	21 Owen Sound (LM)	249	38 St. John's (MM)	517	4 New Brunswick
5 London (MM)	967	22 Montréal (MM)	5192	39 Halifax (MM)	862	5 Newfoundland and Labrador
6 St. Catharines / Niagara (MM)	725	23 Québec City (MM)	1194	40 Cape Breton (LM)	266	6 Nova Scotia
7 Windsor (MM)	815	24 Sherbrooke (MM)	263	41 Summerside (LM)	247	7 Ontario
8 Guelph (LM)	438	25 Saguenay (MM)	275	42 Charlottetown (LM)	253	8 Prince Edward Island
9 Kingston (LM)	269	26 Trois-Rivières (MM)	261	43 Saskatoon (MM)	844	9 Quebec
10 Thunder Bay (LM)	298	27 Granby (LM)	262	44 Regina (MM)	819	10 Saskatchewan
11 Sudbury (LM)	258	28 Calgary (MM)	2236			
12 Brantford (LM)	274	29 Edmonton (MM)	2238			# Regions
13 Peterborough (LM)	248	30 Lethbridge (LM)	269			1 Atlantic
14 Chatham (LM)	261	31 Medicine Hat (LM)	268			2 British Columbia
15 Belleville (LM)	267	32 Vancouver (MM)	3771			3 Ontario
16 Sarnia (LM)	260	33 Victoria (MM)	844			4 Prairies
17 Sault Ste. Marie (LM)	264	34 Prince George (LM)	252			5 Quebec

(MM) = Major Markets

(LM) = Local Markets

TITLES REPORTED

MAGAZINES (62)

- 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
- 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 (73)

- 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

- Burnaby Now
- Burnaby Now/The Record
- North Shore News
- Richmond News
- Tri-City News
- Vancouver Courier

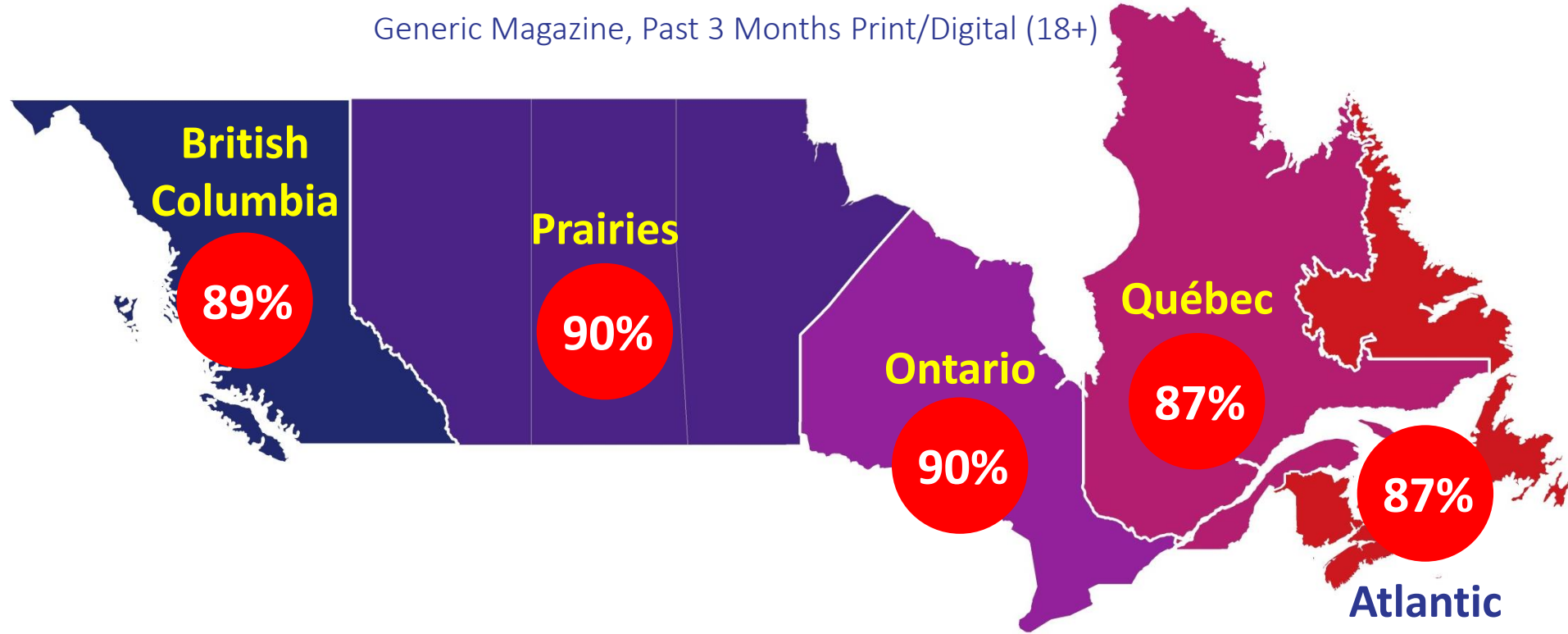
OTHER TITLES

- Business in Vancouver
- The Kit
- Toronto Star Wheels

MAGAZINES

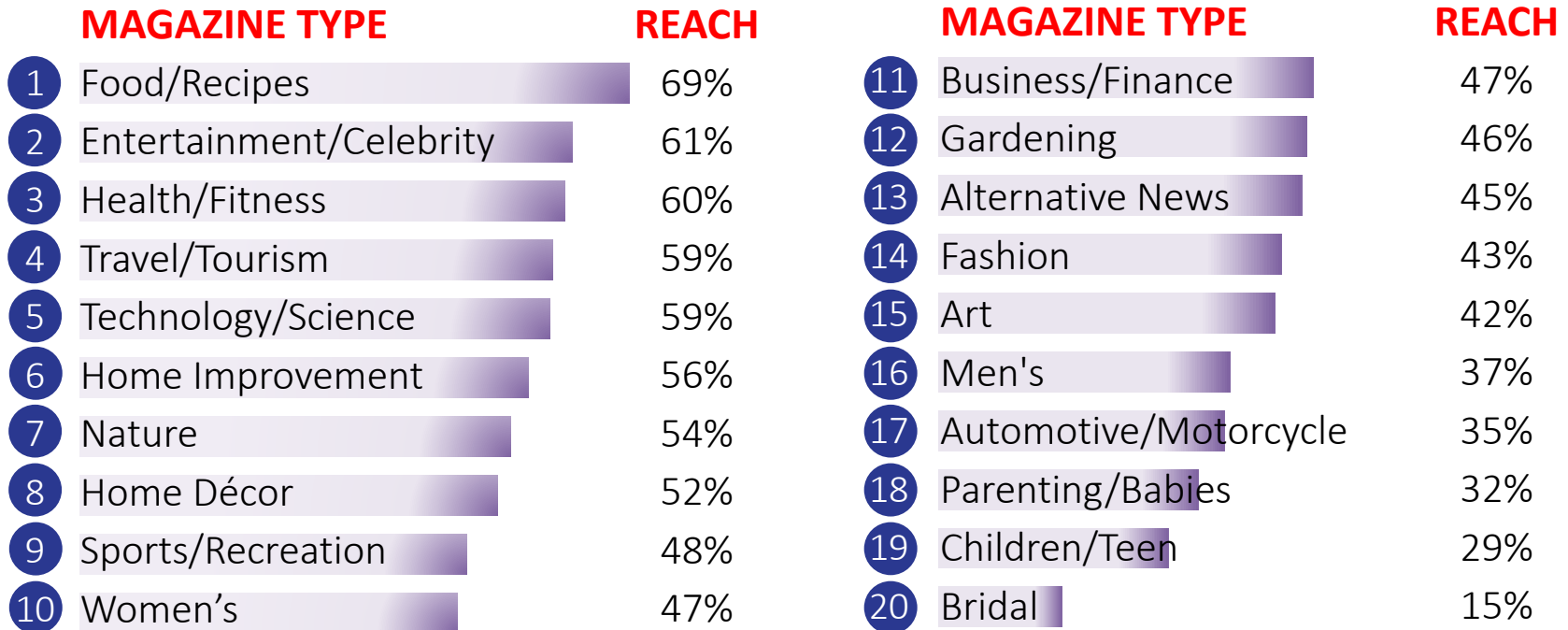
Across Canada, **Magazine Brands** reach 9 of 10 adults.

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



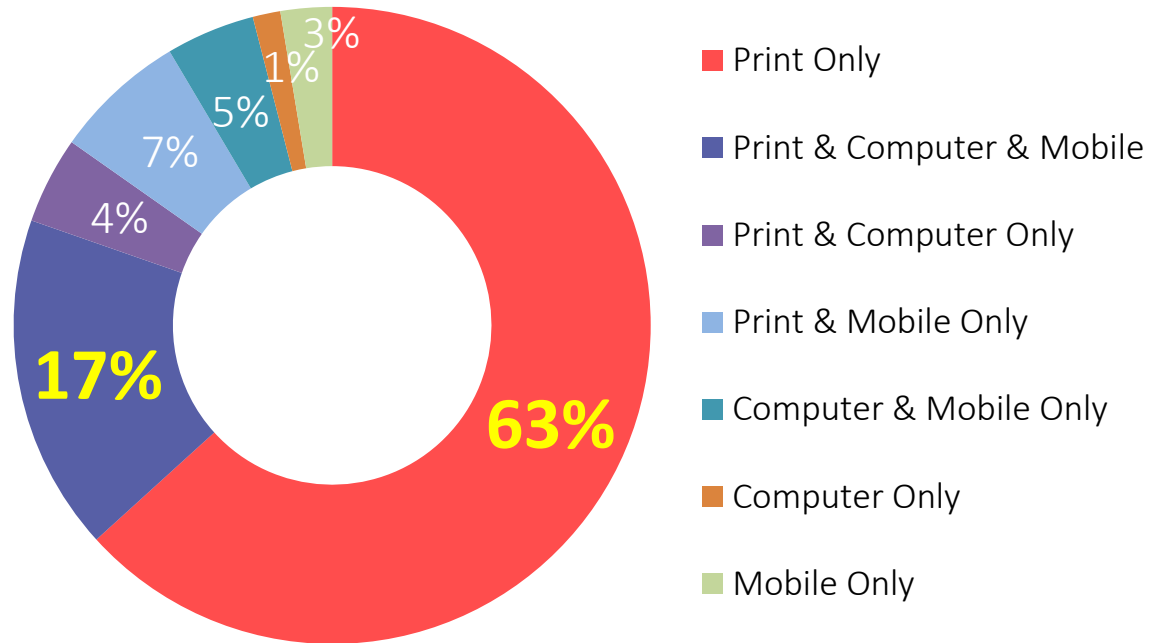
Food, Entertainment, and Health **Magazines** are the most popular among Canadians.

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+)

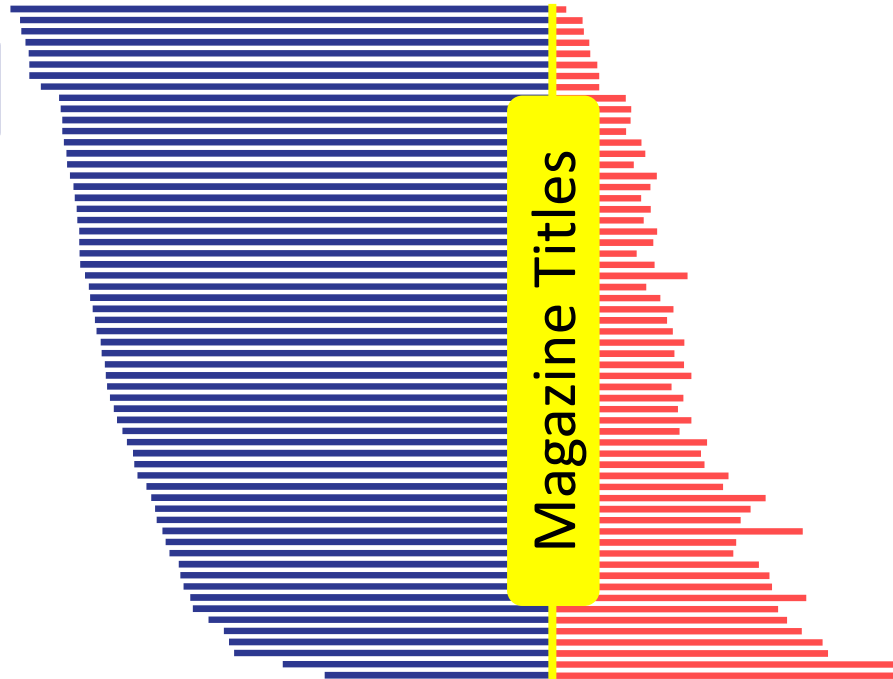


Platform readership of **Magazine Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

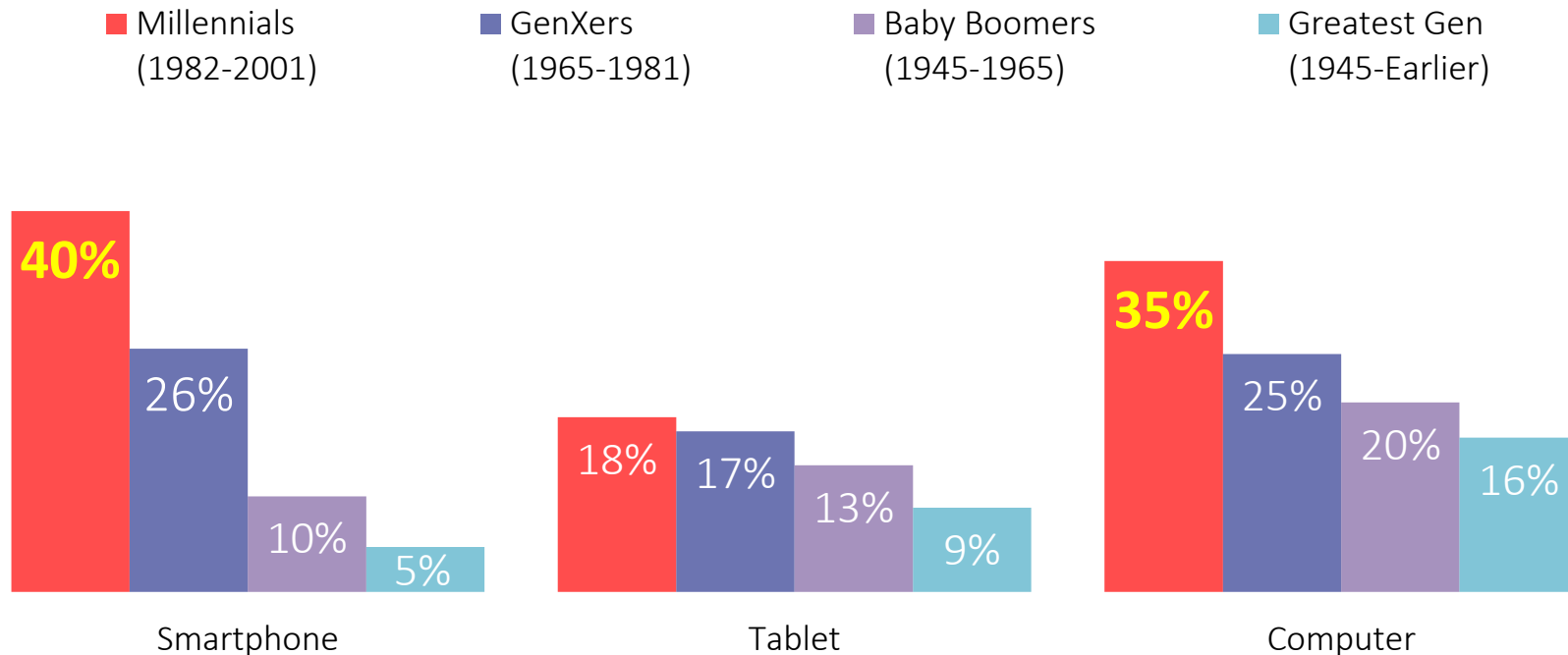
Print
Dominates



More Digital
Variation

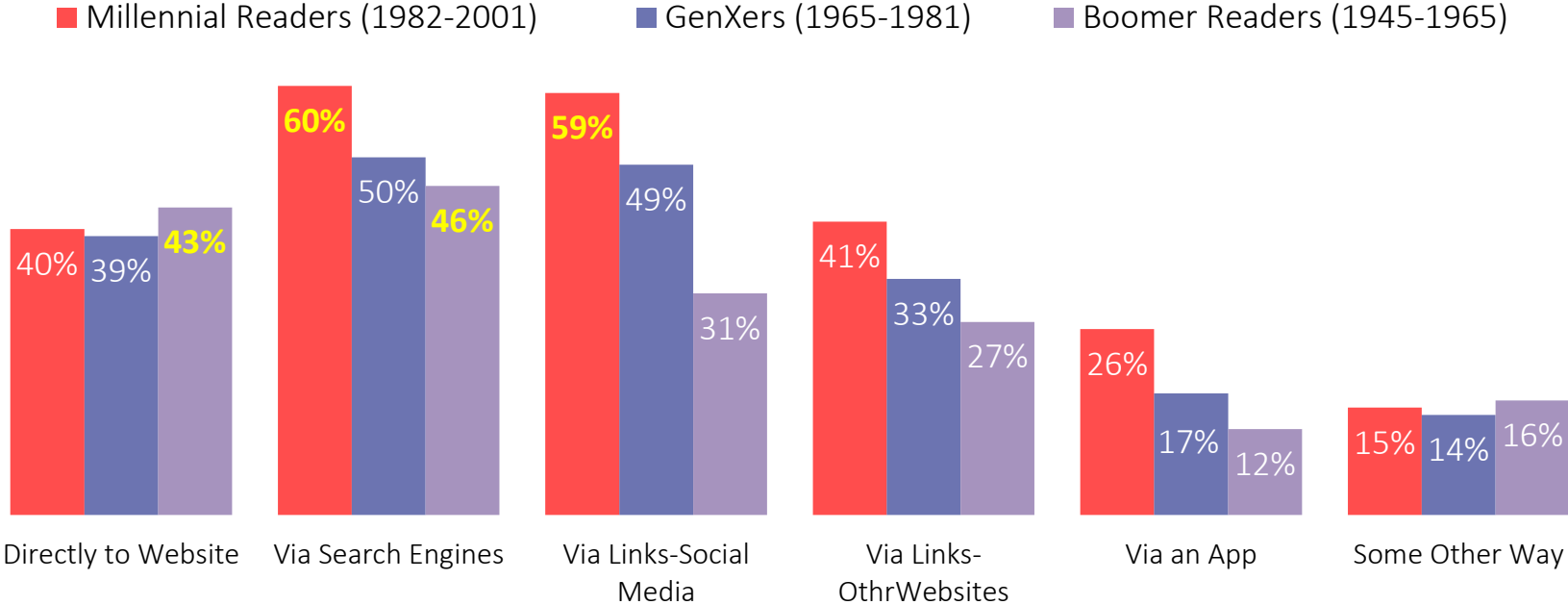
Millennials & GenXers are more likely to read a **Magazine's digital content**, with more reading via a smartphone or computer.

Any Magazine, Reach by Digital Device (18+)



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

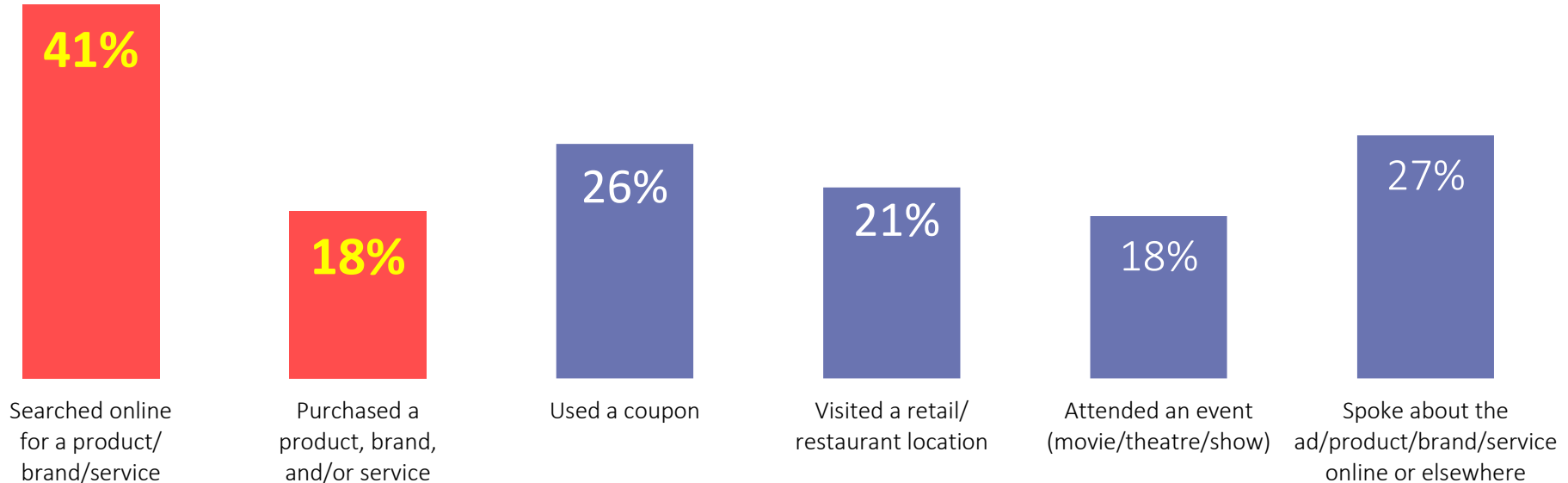
Any Magazine, Reach of Digital Readers (18+)



Source: Vividata Winter 2019 Study
Base: Respondents aged 18+, Any Magazine – Digital Readers (Includes Duplication)
Note: “Directly to website” = Subscription Including Digital Edition + Typing Website Address + Via Bookmark/Favorite/Homepage

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

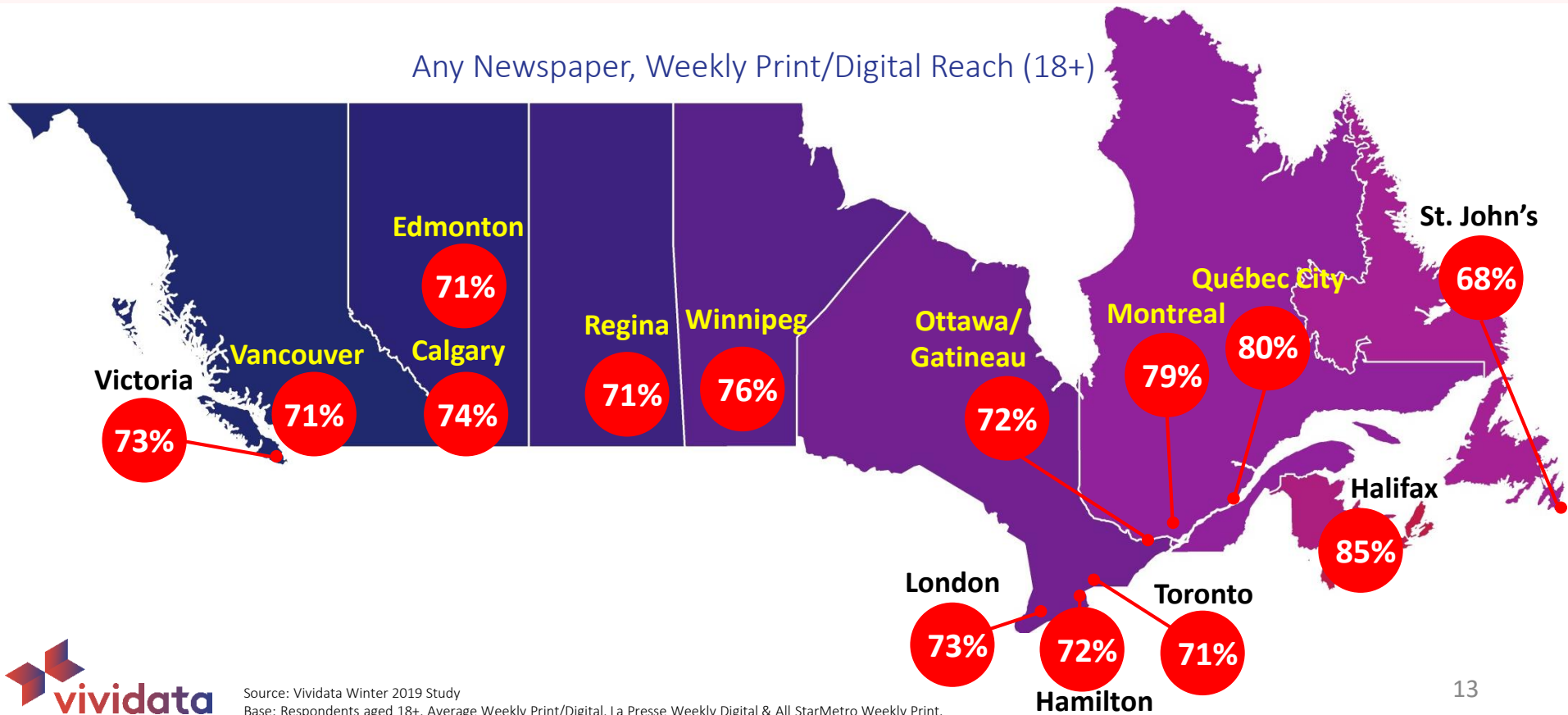
Actions Taken After Seeing a Magazine Advertisement
Any Magazine, Print/Digital AR (18+)



NEWSPAPERS

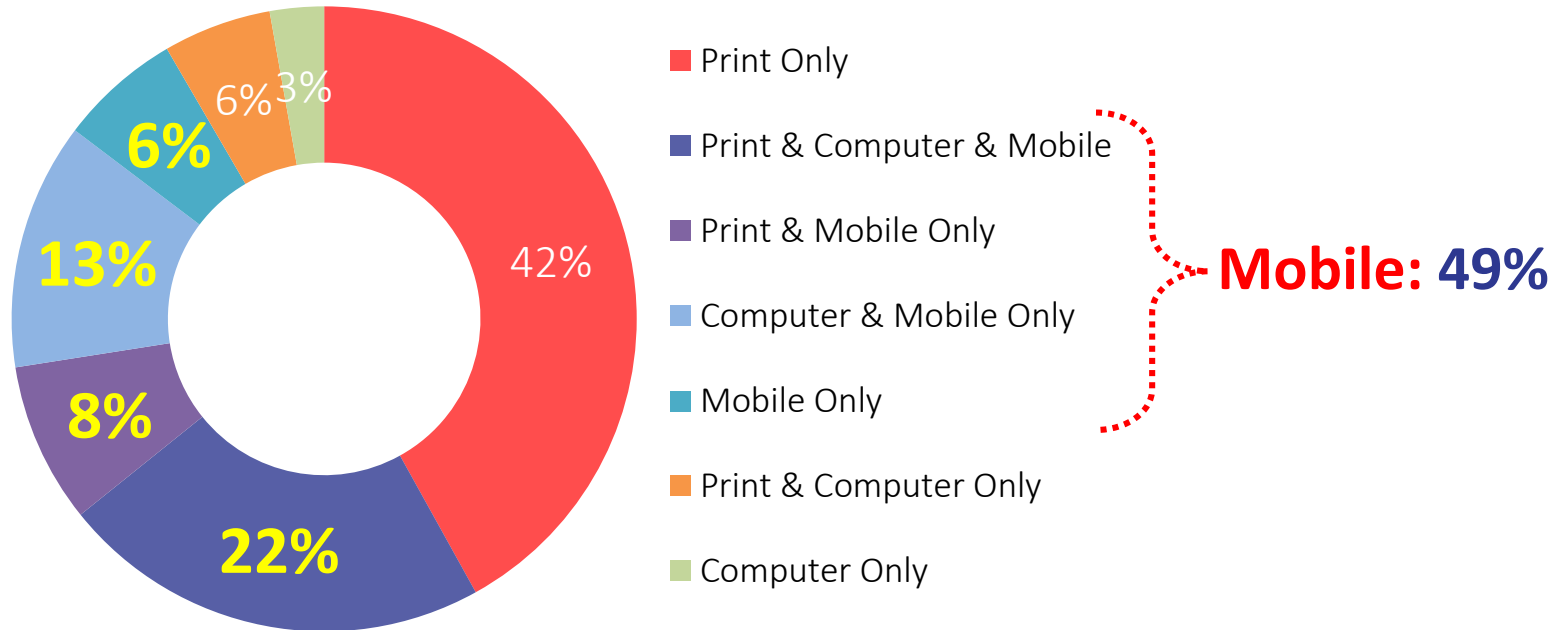
On a weekly basis, **Newspaper Brands** reach 3 out of 4 adults across Canada.

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



While print remains the dominant platform, 49% of **Newspaper Brand** readers now access newspaper content on a mobile device.

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

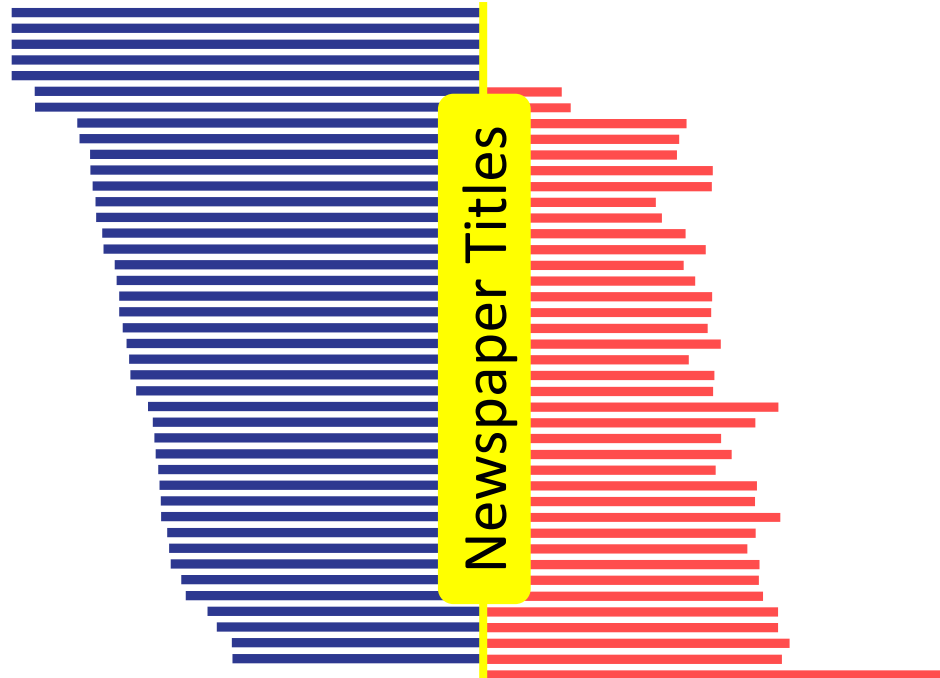


Platform readership of **Newspaper Brands** varies by title.

Print as a % of total audience

Digital as a % of total audience

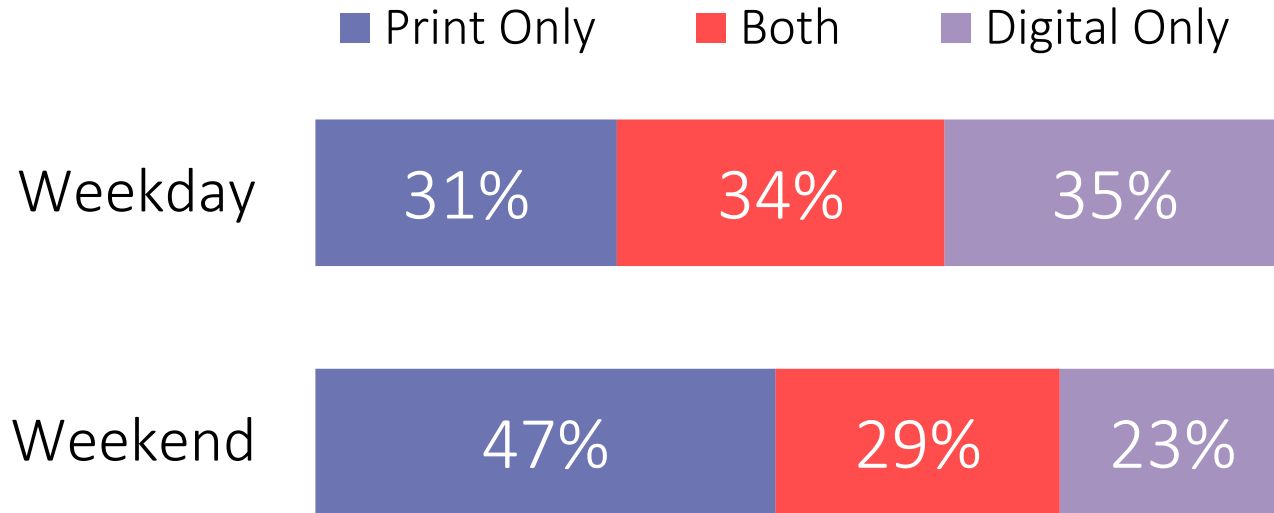
Print
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More Digital
Variation

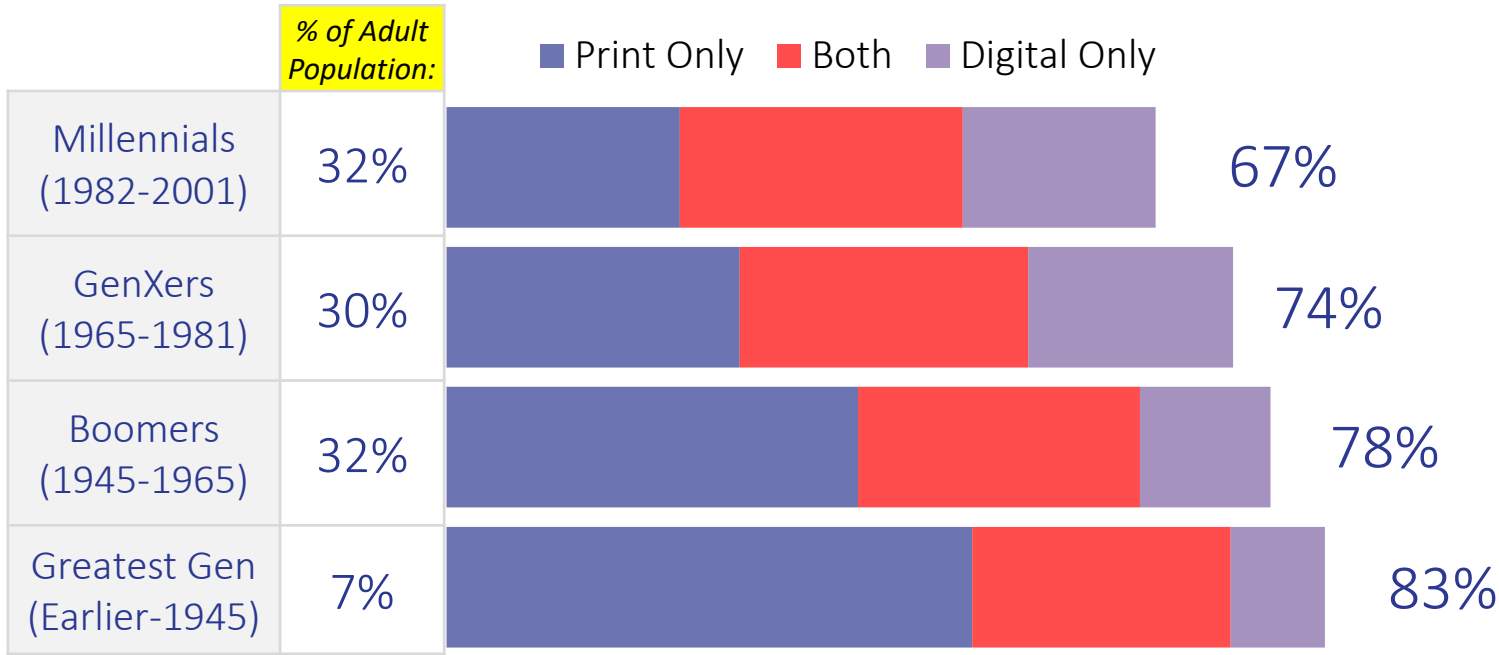
Newspaper Brand readers are more active on digital during the weekdays, and print dominates the weekends.

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



Millennials & 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+)

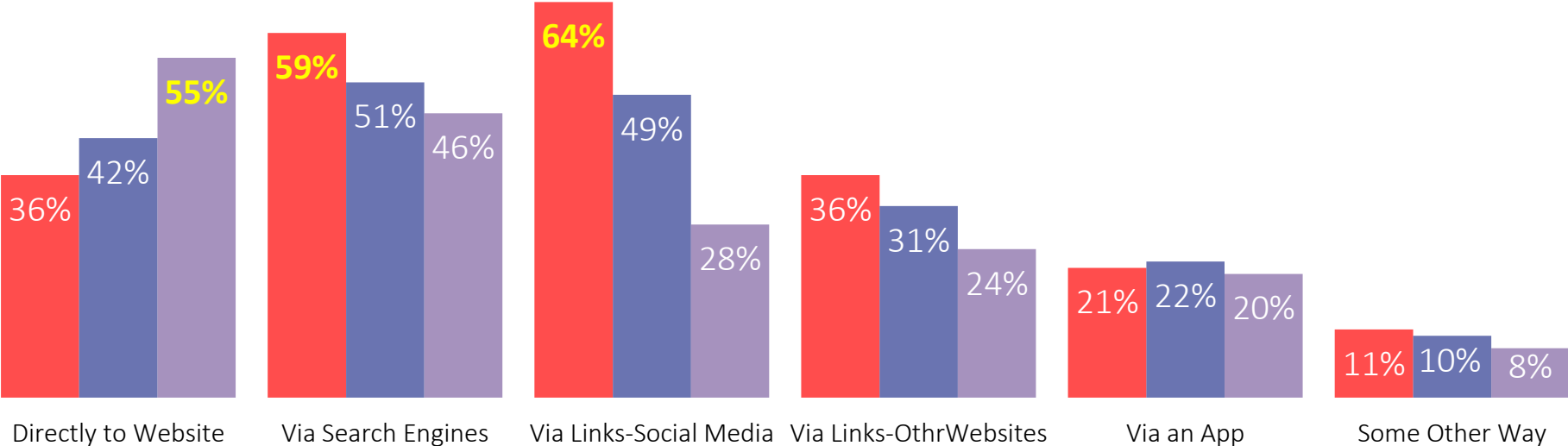


Source: Vividata Winter 2019 Study
 Base: Respondents aged 18+, 21 Major Markets, Any Newspaper – Average Weekly Print/Digital, & StarMetro Weekly Print & La Presse Weekly Digital (Unduplicated)

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+)

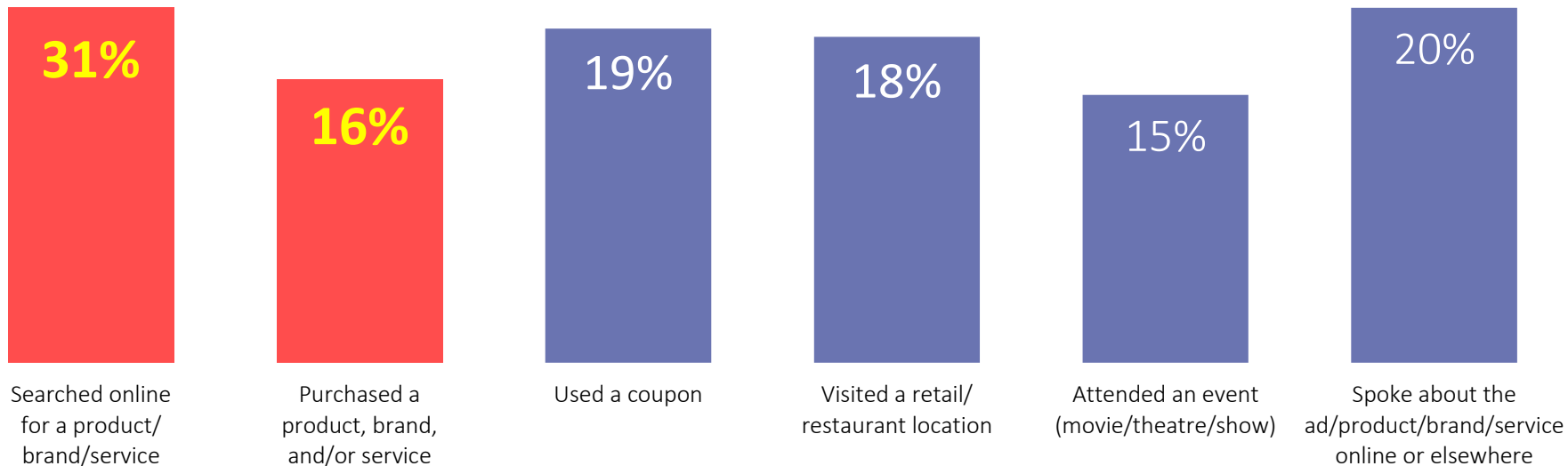
■ Millennial Readers (1982-2001) ■ GenXers (1965-1981) ■ Boomer Readers (1945-1965)



Source: Vividata Winter 2019 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

3 in 10 **Newspaper Brand** readers searched online for a product, brand, and/or service advertised, while 1 in 6 made a purchase.

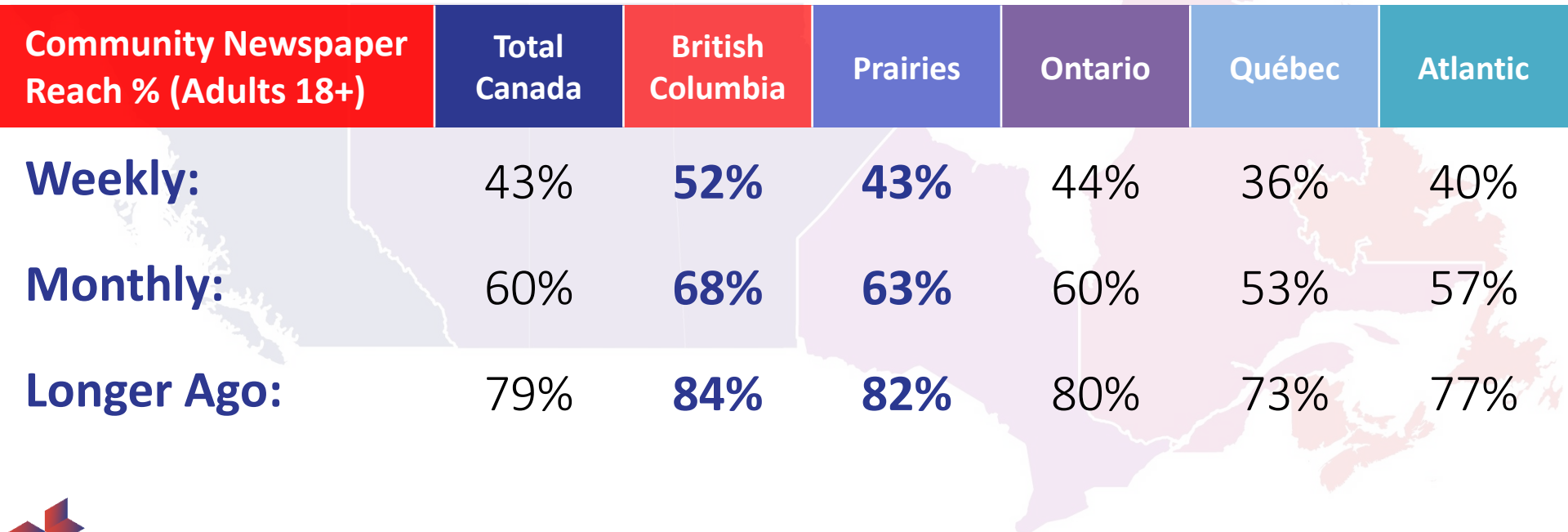
Actions Taken After Seeing a Newspaper Advertisement
Any Newspaper, Weekly Print/Digital (Major Markets, 18+)



COMMUNITY NEWSPAPERS

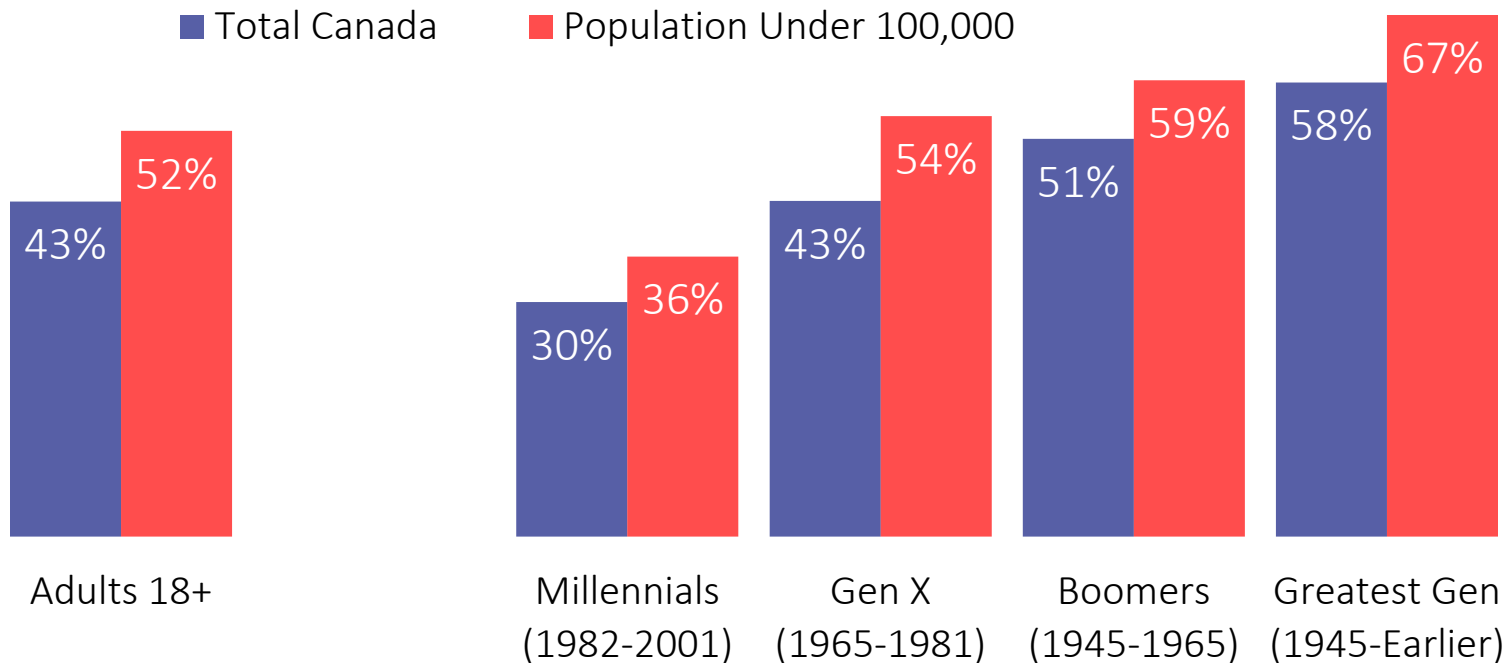
Community Newspapers achieve the highest reach in British Columbia and Prairies.

Reach of Community Newspapers (18+)



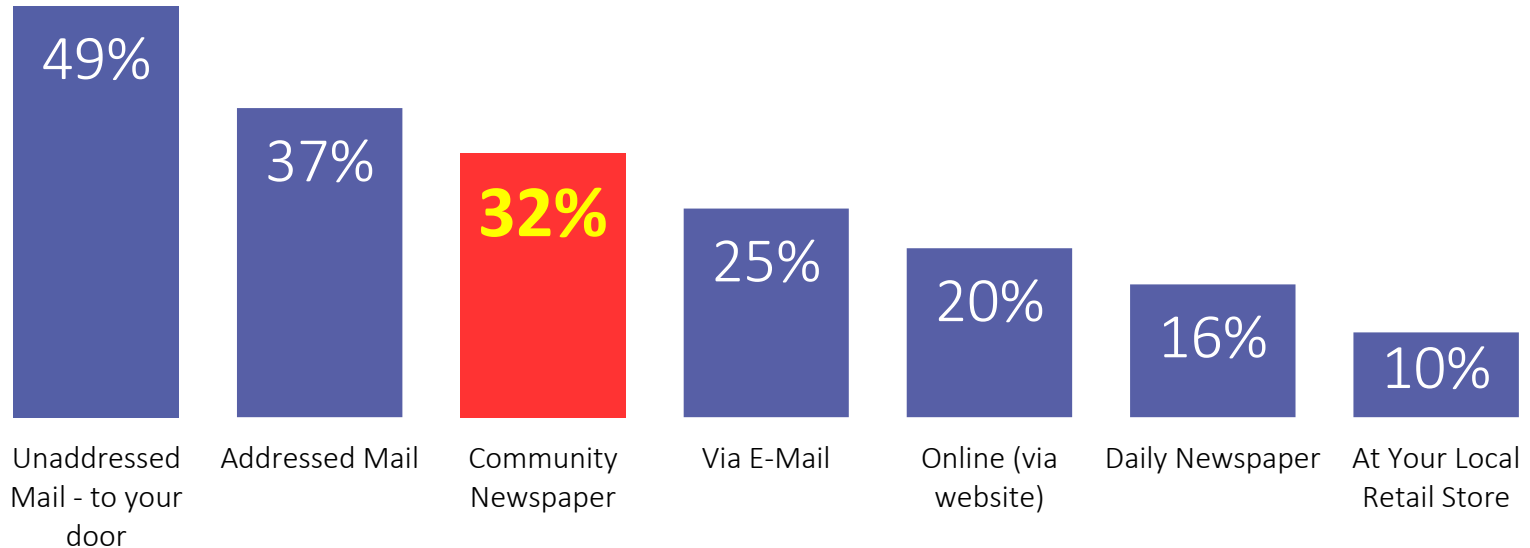
Community Newspaper readership is stronger in smaller markets and readership increases with age.

Weekly Reach of Community Newspapers (18+)



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

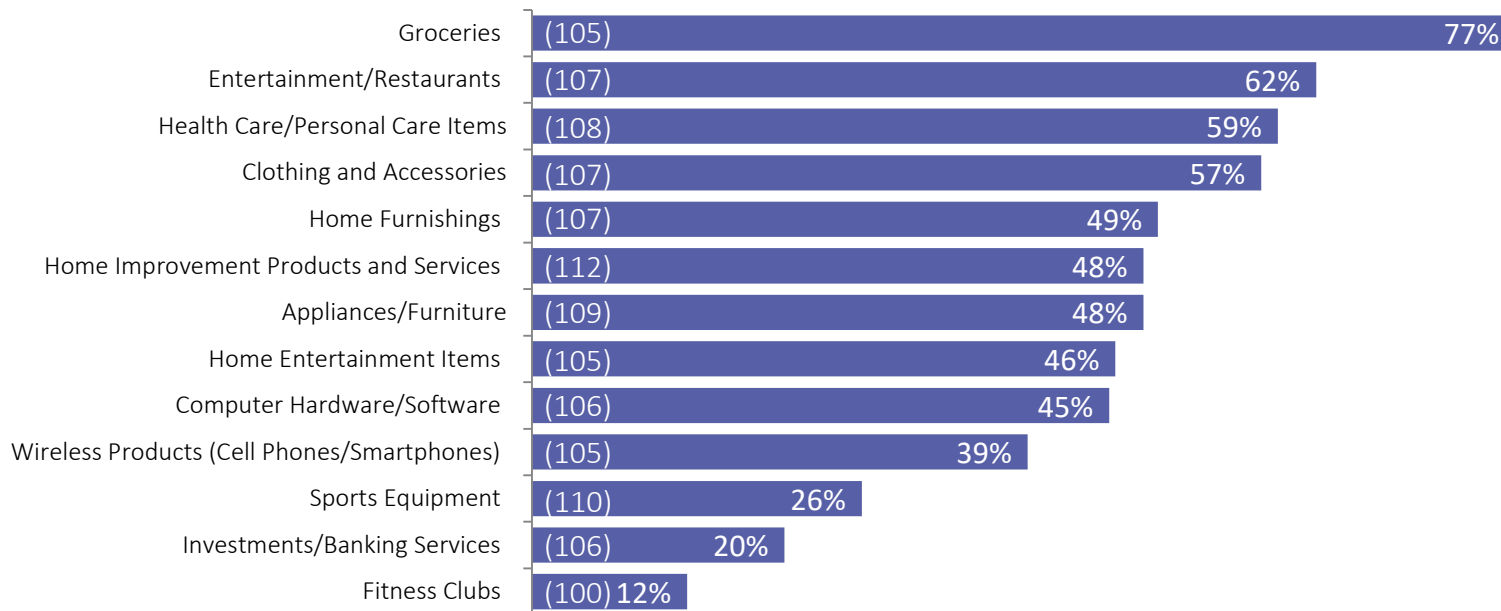
Method of Receiving Flyers/Inserts (18+)



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

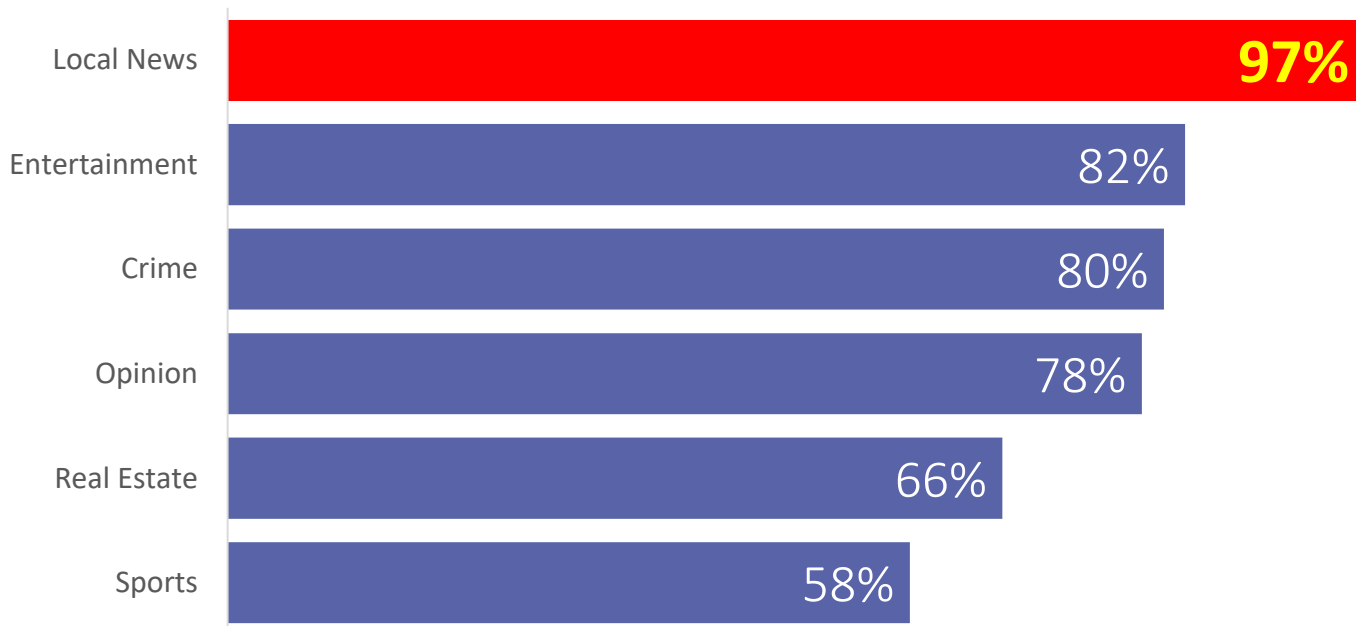
Community Newspaper Readers – Past Week (18+)

FLYER/INSERTS USED TO PLAN PURCHASE OF:



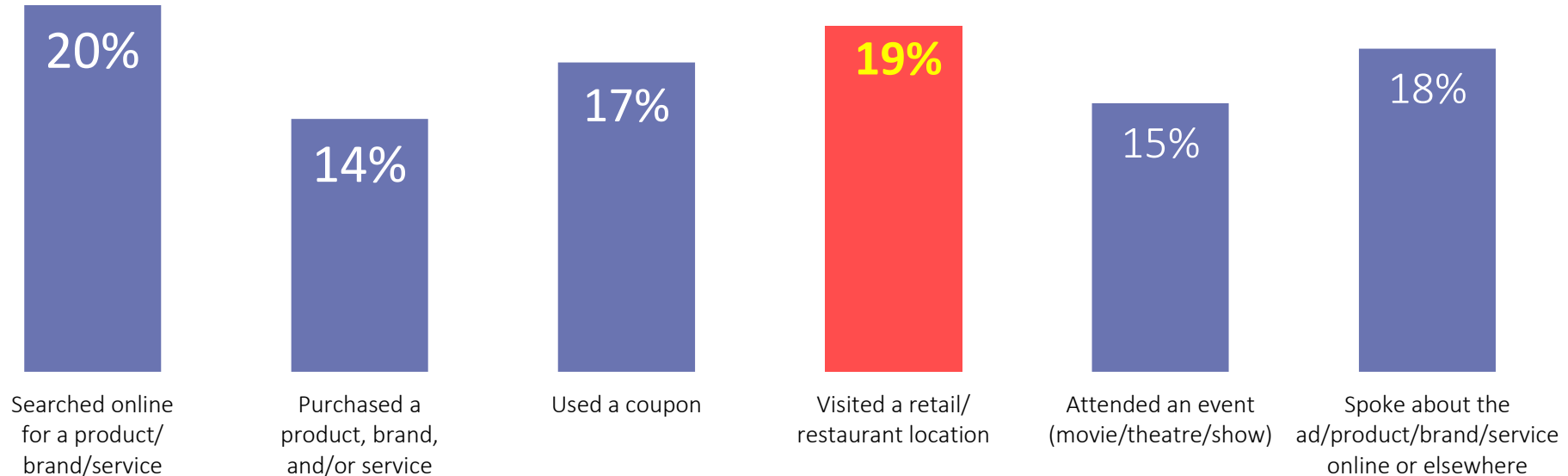
Community Newspaper readers are more interested in local news.

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 – Past Month, Community Newspaper Readers - Past Week (18+)



VIVIDATA PROVIDES A COMPLETE MEDIA PROFILE

NEWSPAPER



MAGAZINE



RADIO



INTERNET/SOCIAL



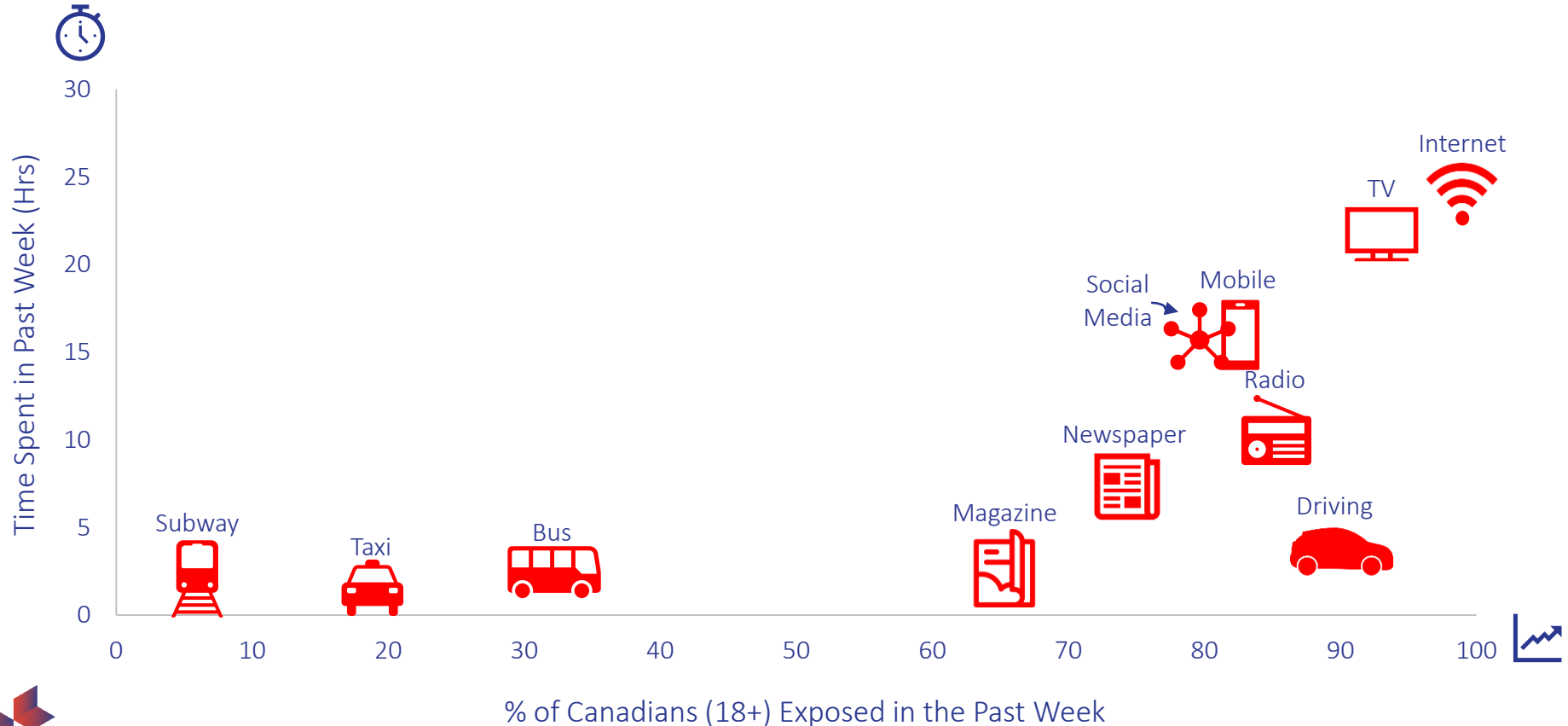
TELEVISION



OUT OF HOME



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



ATTITUDES TOWARD MEDIA SEGMENTS

