# Overview of Results:
## Winter 2021 Study

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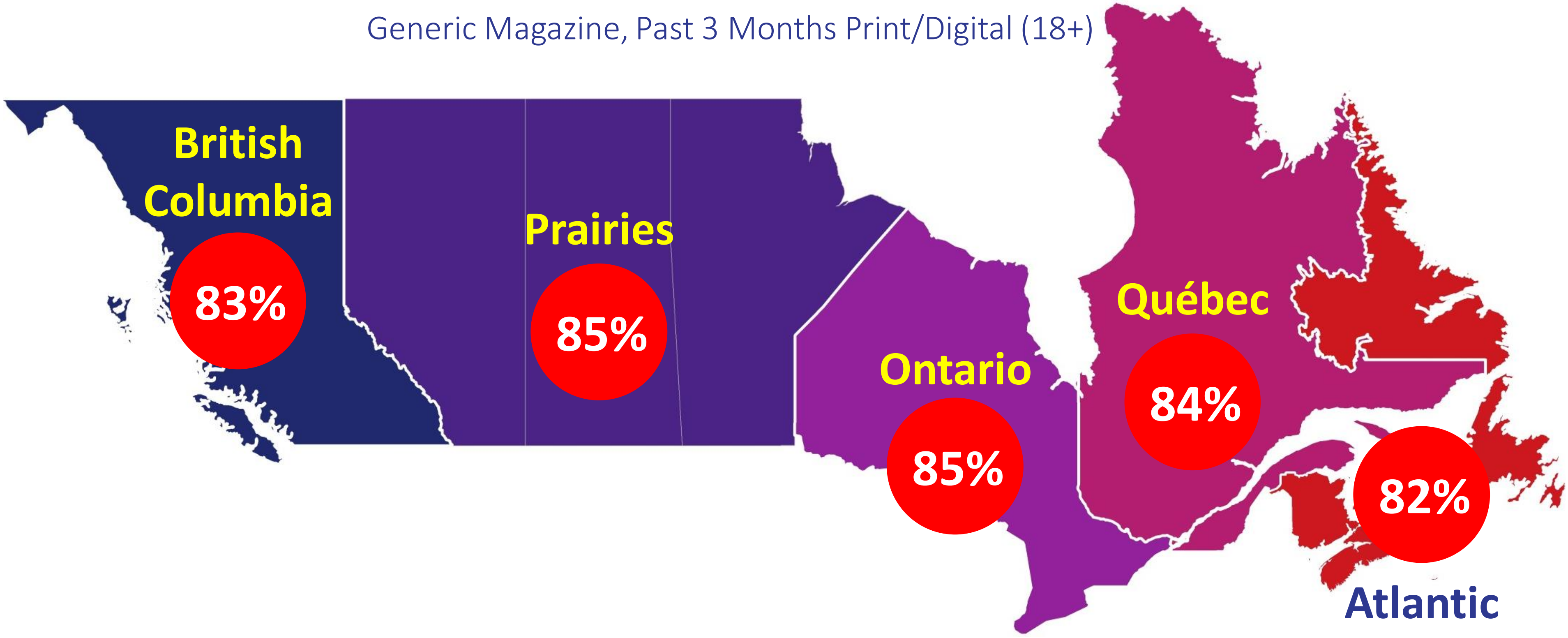
Know your audience

# MAGAZINES

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

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




Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Generic Magazine – Past 3 Months Print/Digital

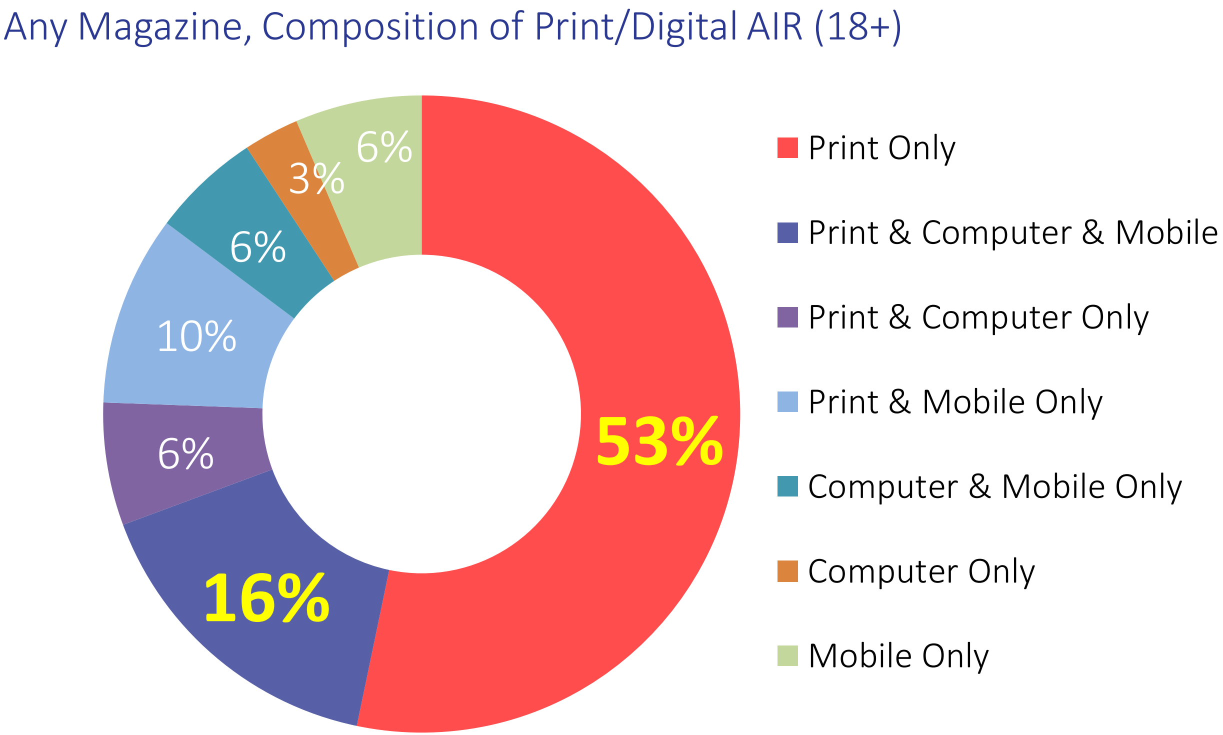
# Food, Travel, and Health **Magazines** are the most popular among Canadians.

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

| | MAGAZINE TYPE | REACH |
|---|---|---|
| 1 | Food/Recipes | 68% |
| 2 | Travel/Tourism | 59% |
| 3 | Health/Fitness | 56% |
| 4 | Entertainment/Celebrity | 55% |
| 5 | Nature | 54% |
| 6 | Home Improvement | 54% |
| 7 | Technology/Science | 53% |
| 8 | Home Décor | 51% |
| 9 | Sports/Recreation | 46% |
| 10 | Women's | 43% |
| 11 | Business/finance | 43% |
| 12 | Gardening | 43% |
| 13 | Fashion/Beauty | 41% |
| 14 | Professional/Occupational | 39% |
| 15 | Art | 37% |
| 16 | Alternative News | 35% |
| 17 | Cultural/Ethnic | 35% |
| 18 | Men's | 32% |
| 19 | Automotive/Motorcycle | 31% |
| 20 | Parenting/Babies | 23% |
| 21 | Children/Teen | 23% |
| 22 | Bridal | 12% |

Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Magazine Types Read/Look through Usually or Sometimes (Print/Digital)

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



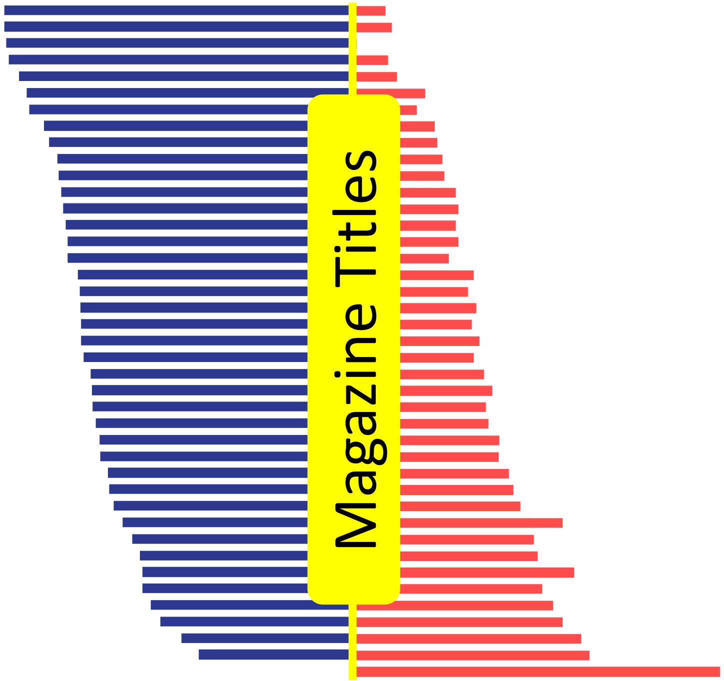

Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Any Magazine – Print AIR/Past Month Digital Readers (Unduplicated)

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

**Print** as a % of total audience

**Digital** as a % of total audience

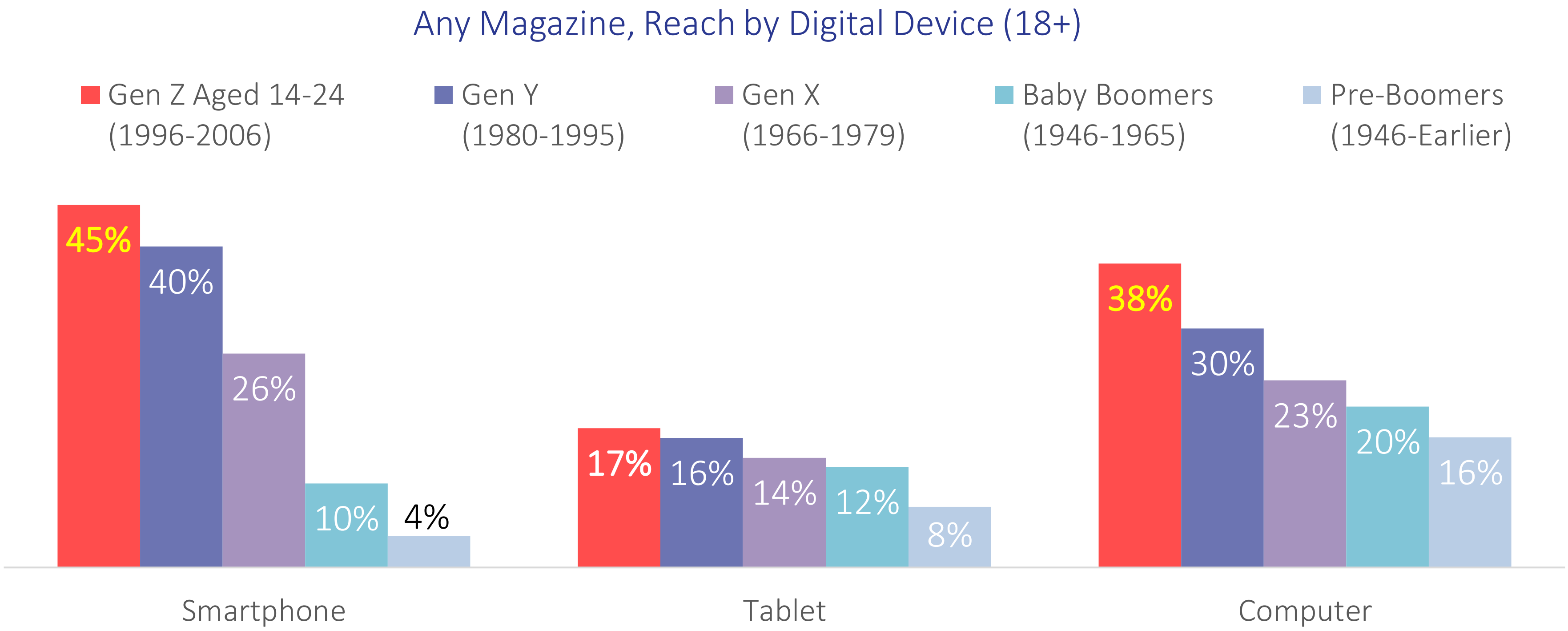
Print Dominates




More Digital Variation

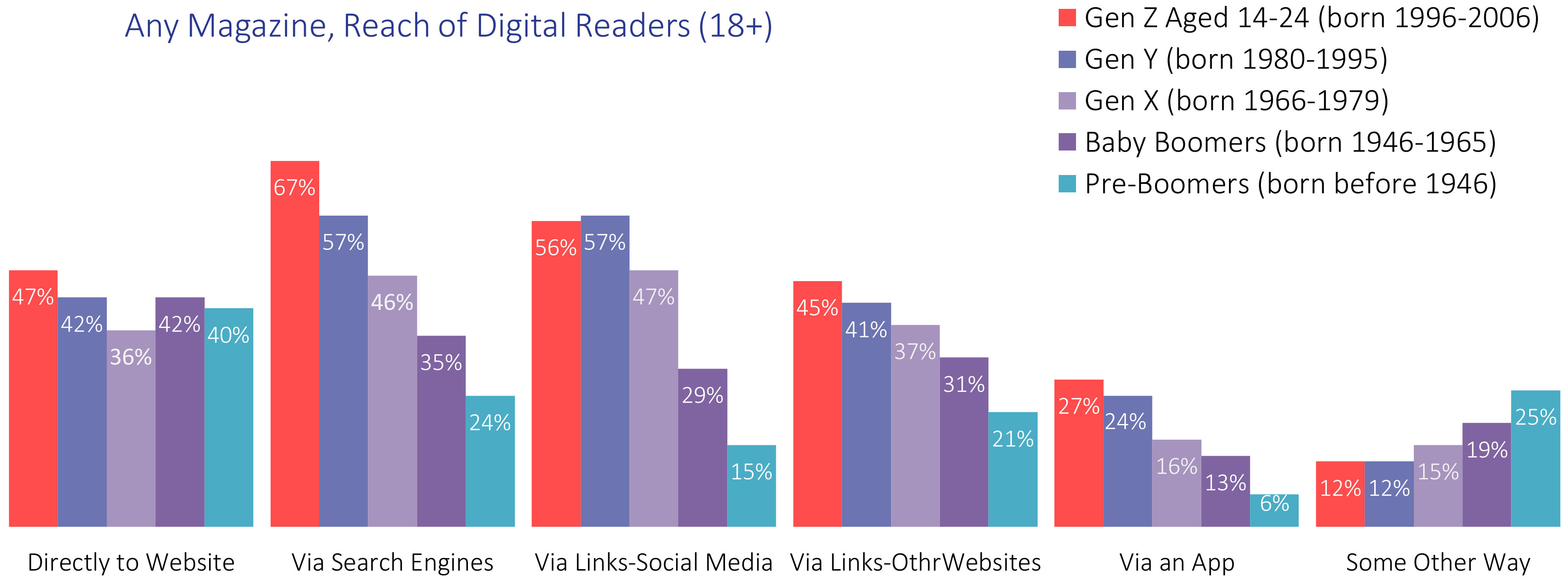
Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Print AIR/Past Month Digital Readers

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




Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Any Magazine – Devices used to access digital content

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

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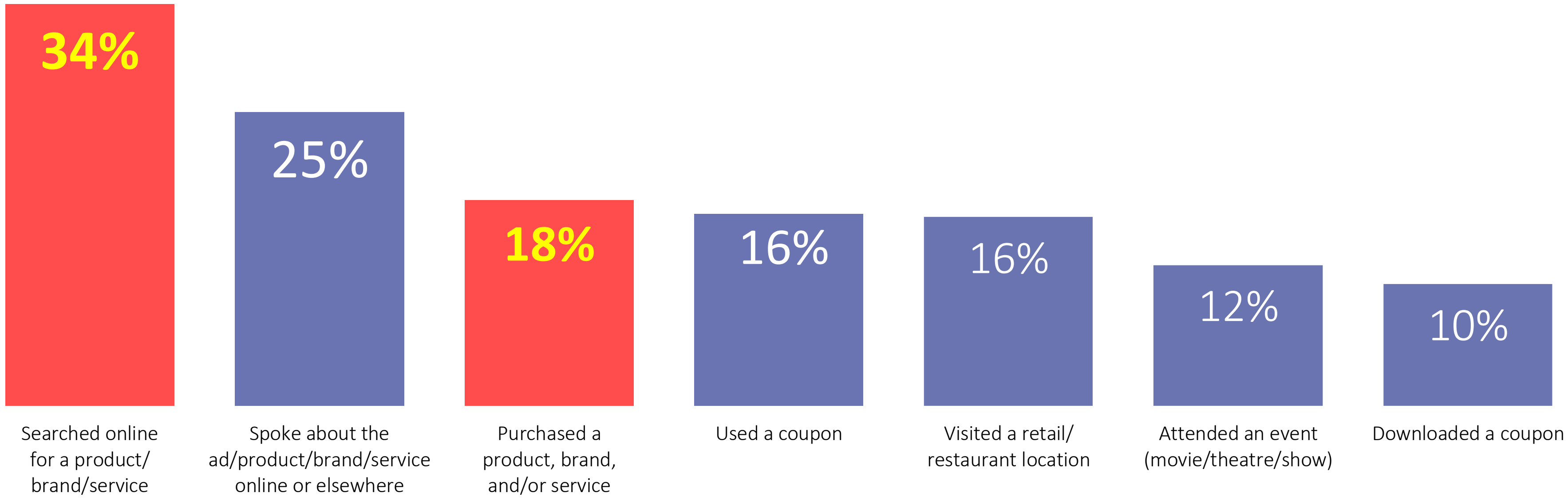
Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Any Magazine – Digital Readers (Includes Duplication)
Note: "Directly to website" = Subscription Including Digital Edition + Typing Website Address + Via Bookmark/Favorite/Homepage

# 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+)

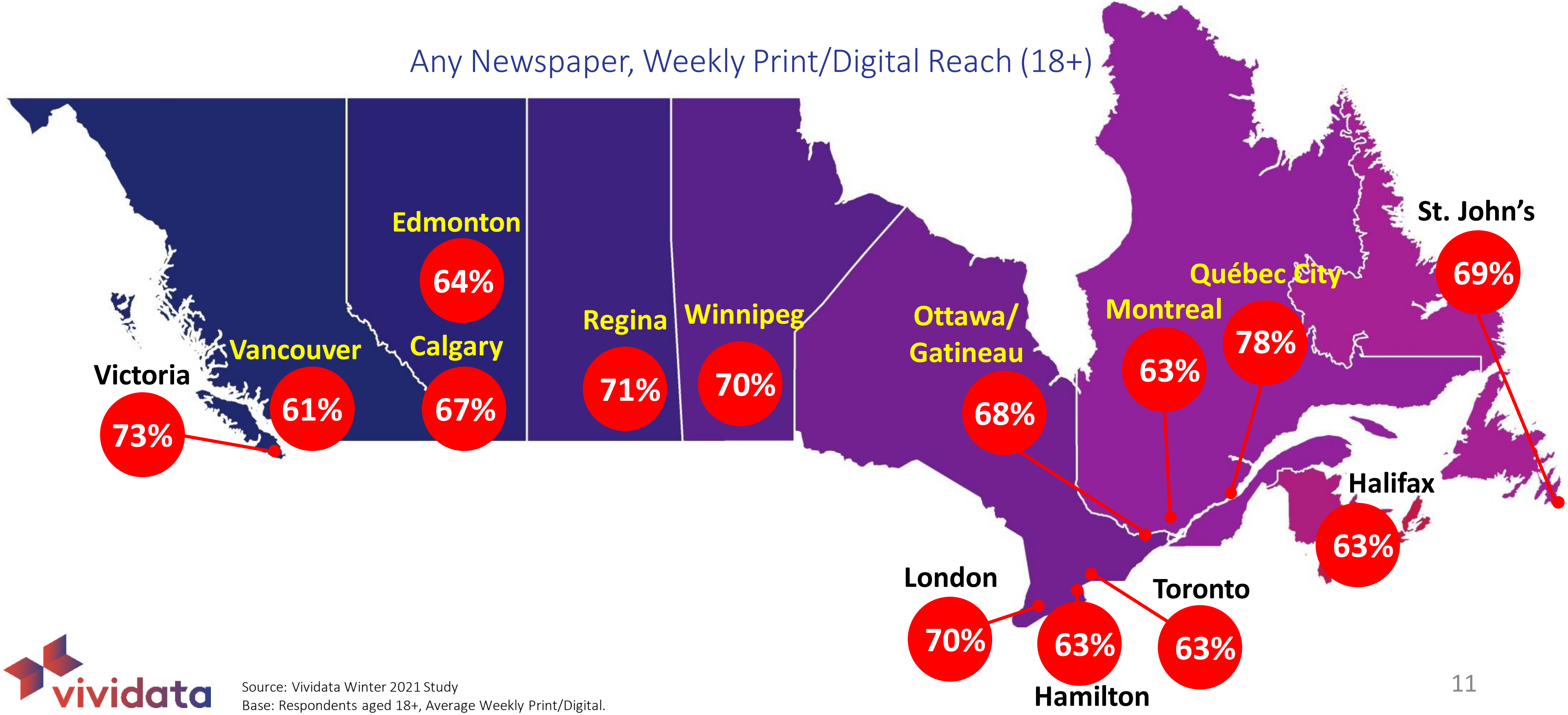



Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Any Magazine – Print/Digital AR; (Unduplicated)
Note: “Spoke about the ad/product/brand/service online or elsewhere” = Talked about, Commented on Social Media, and Recommended

# NEWSPAPERS

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

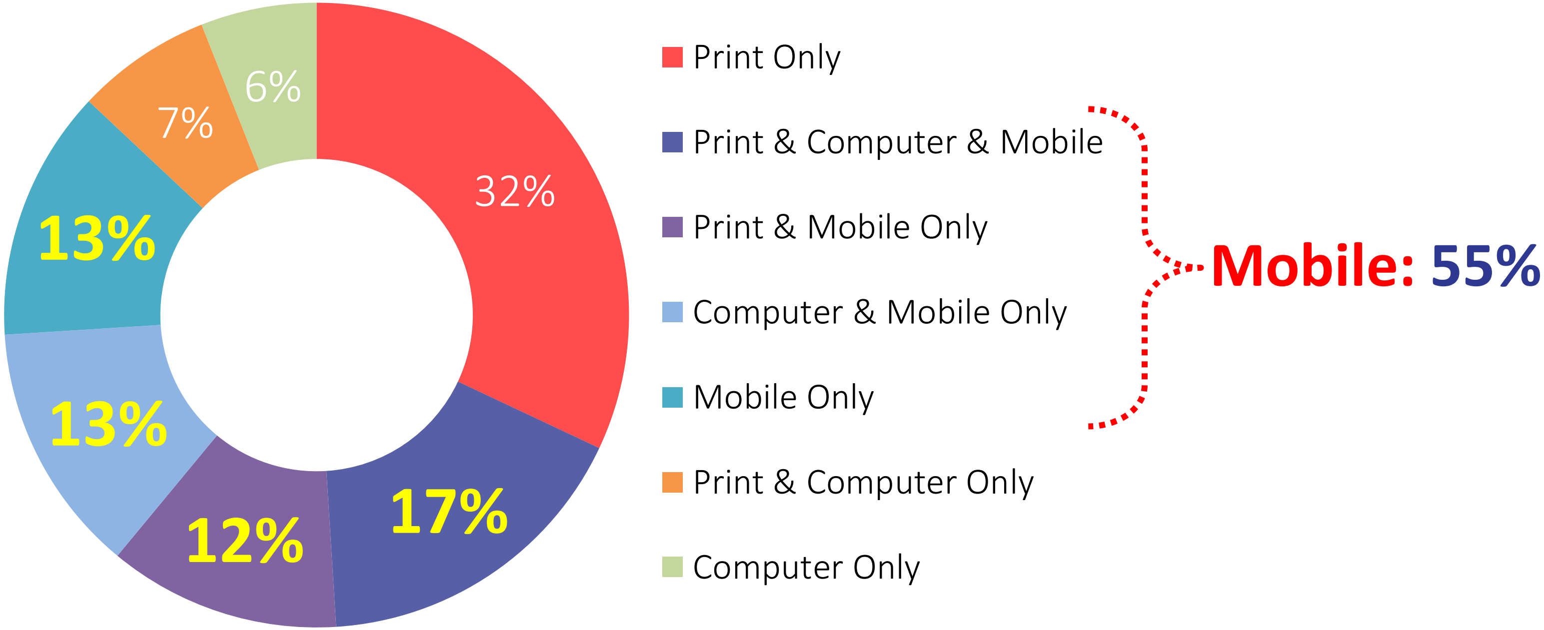
Any Newspaper, Weekly Print/Digital Reach (18+)




Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Average Weekly Print/Digital.

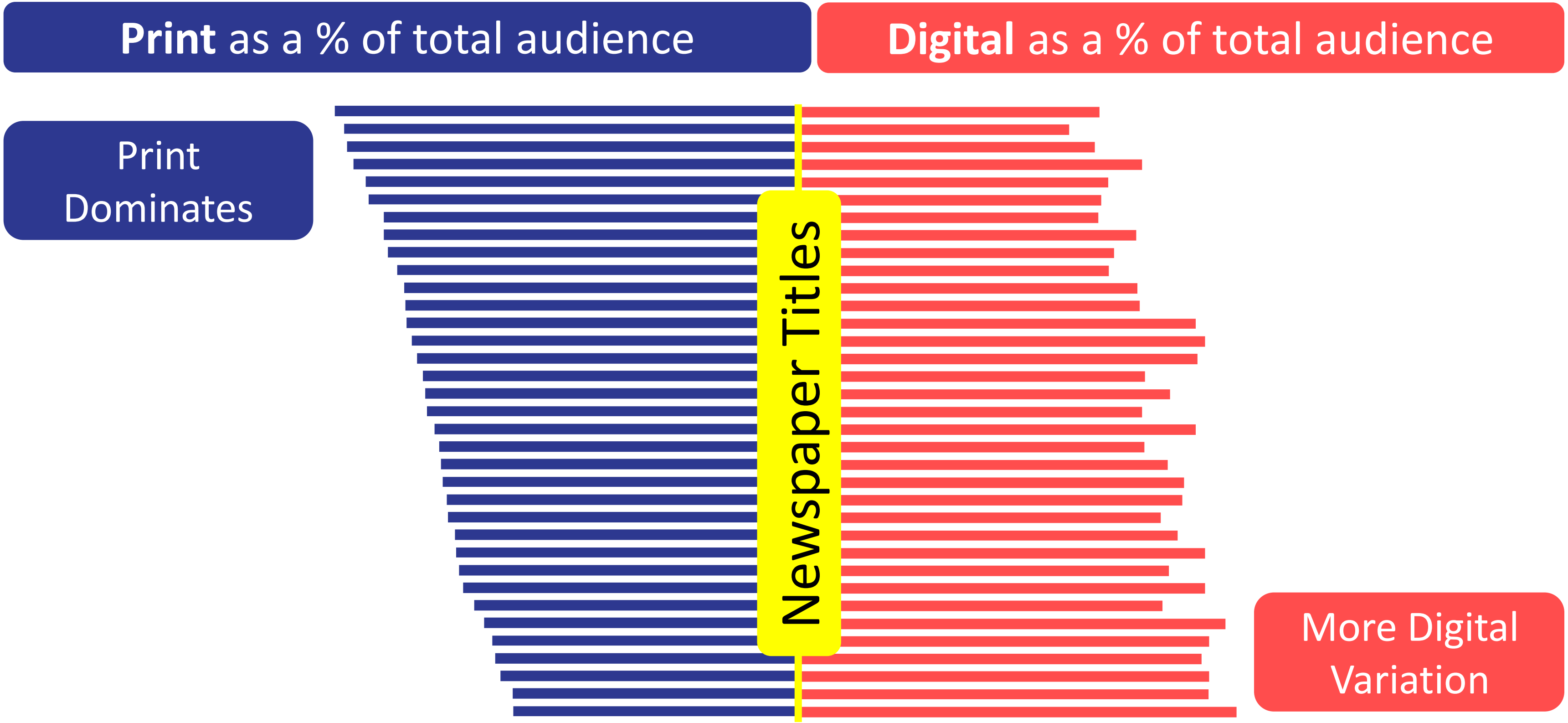
# 55% of **Newspaper Brand** readers access newspaper content on a mobile device.

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




Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, 21 Major Markets, Any Newspaper - Average Weekly Print/Digital & La Presse Weekly Digital

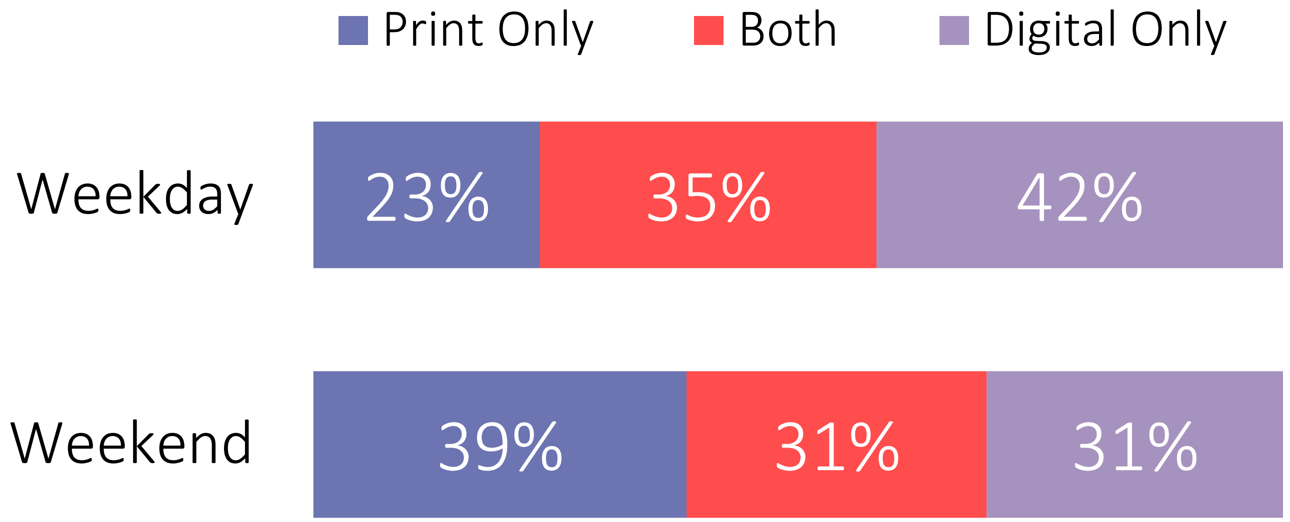
# Platform readership of **Newspaper Brands** continues to vary by title.




Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, 21 Major Markets, Average Weekly Print/Digital Readers

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

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

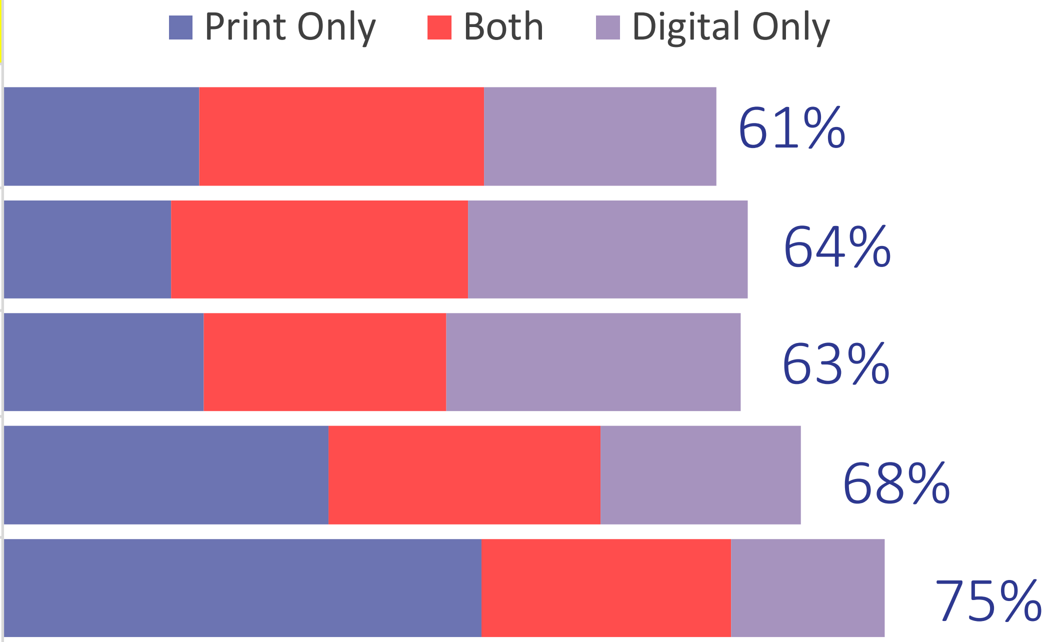



Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Major Markets,.

# **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.

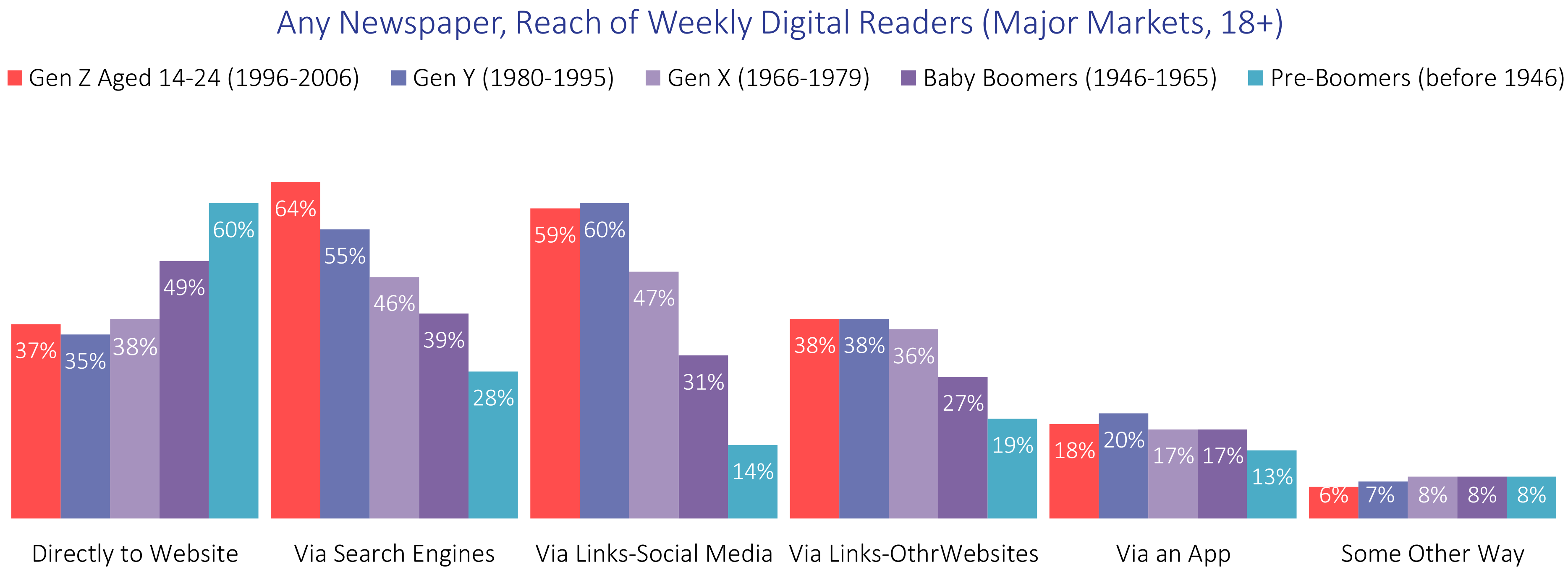
Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)

| | *% of Adult Population:* |
|---|---|
| Gen Z Aged 14-24 (1996-2006) | 10% |
| Gen Y (1980-1995) | 28% |
| Gen X (1966-1979) | 24% |
| Baby Boomers (1946-1965) | 33% |
| Pre-Boomers (before 1946) | 5% |



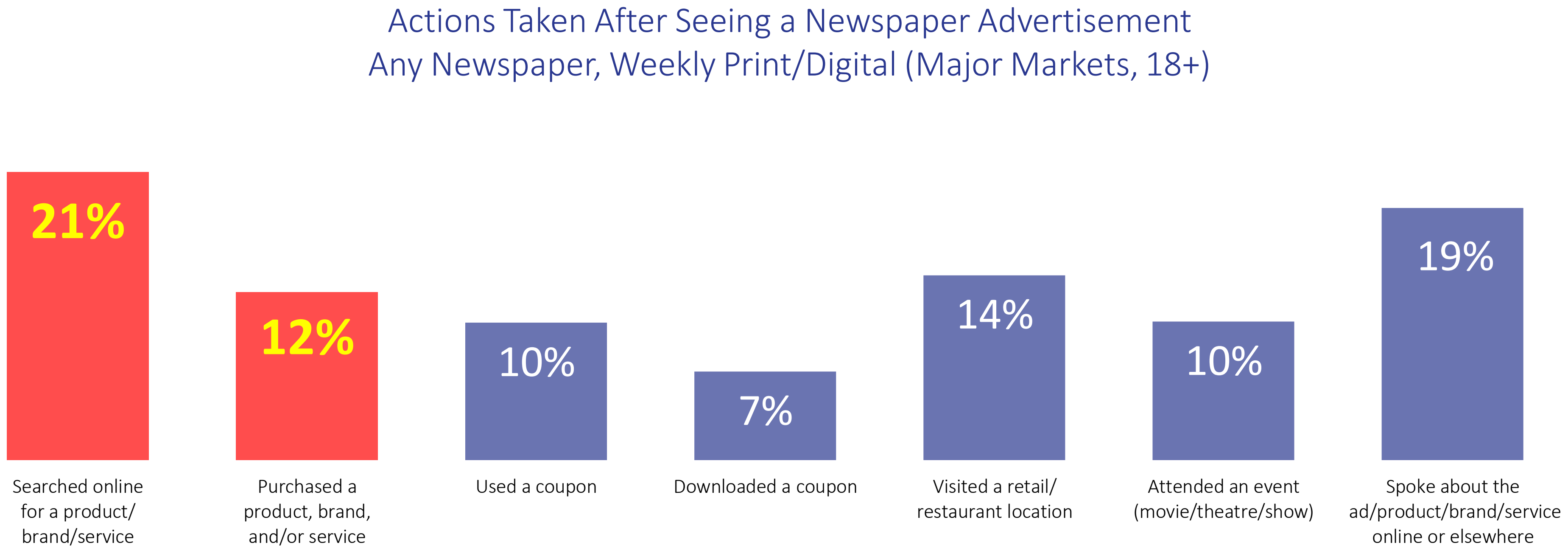

Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, 21 Major Markets, Any Newspaper – Average Weekly Print/Digital, & La Presse Weekly Digital (Unduplicated)

# **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.




Source: Vividata Winter 2021 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

# 1 in 5 **Newspaper Brand** readers searched online for a product, brand, and/or service advertised, while 1 in 9 made a purchase.

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Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, 21 Major Markets - ,
Any Newspaper – Average Weekly Print/Digital.

Note:"Spoke about the ad/product/brand/service online or elsewhere" = Talked about, Commented on Social Media, and Recommended

# COMMUNITY NEWSPAPERS

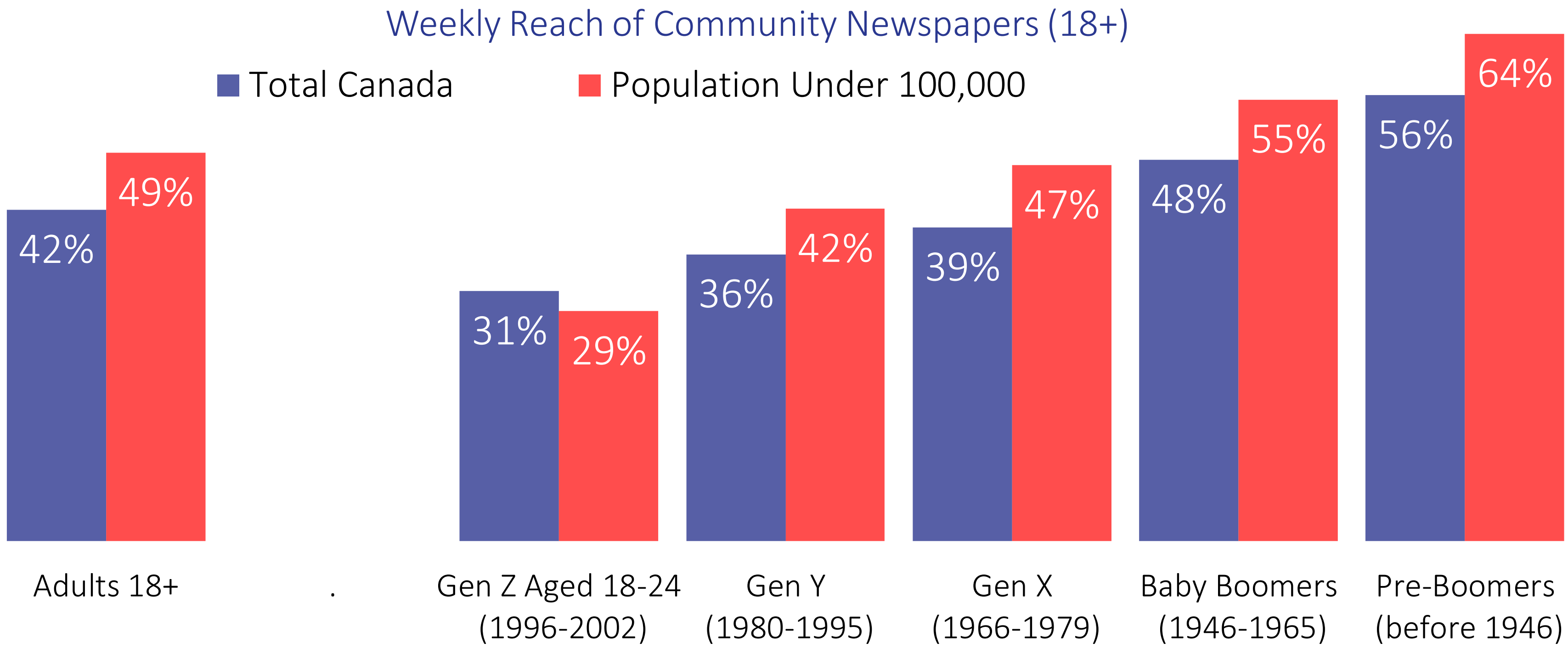
# Community Newspapers achieve the highest weekly & monthly reach in British Columbia.

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% |

Source: Vividata Winter 2021 Study
Base: Total Canada 18+; Read a Community Newspaper (Print/Digital) Within the Past Week/Month/Longer Ago

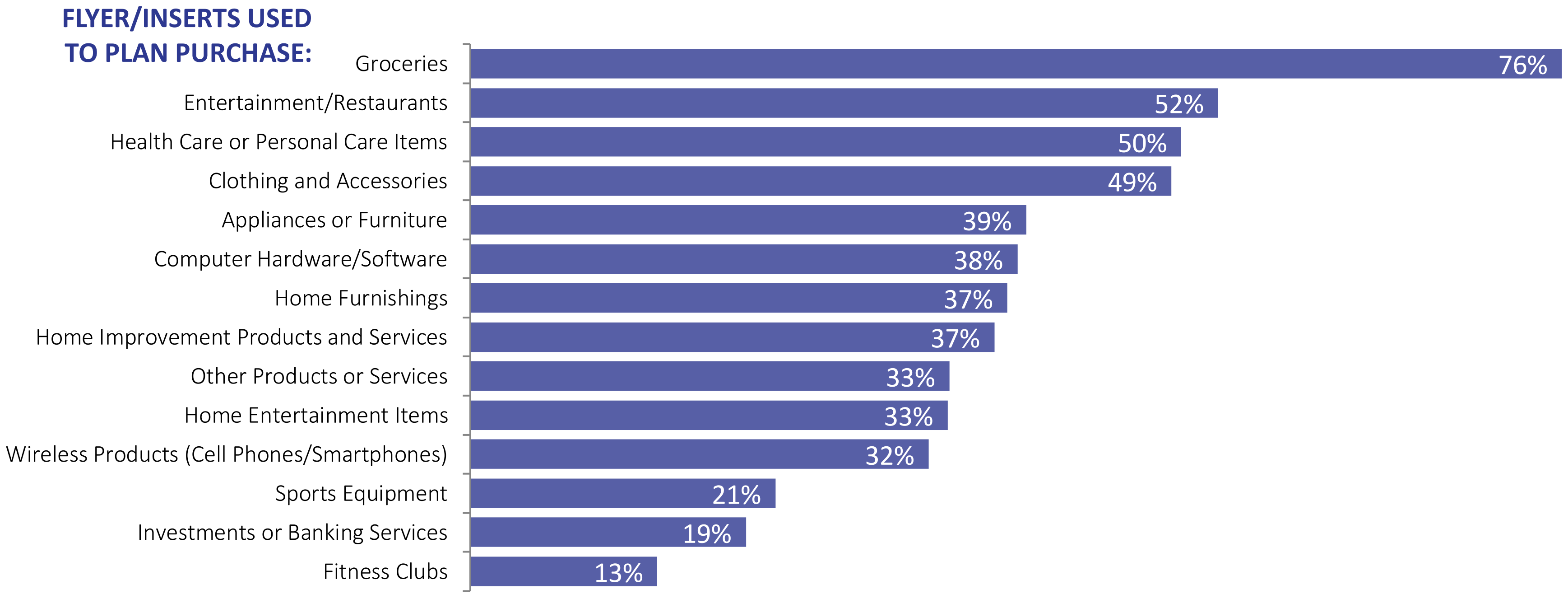
# **Community Newspaper** readership is stronger in smaller markets and readership increases with age.




Source: Vividata Winter 2021 Study
Base: Total Canada 18+, Read a Community Newspaper (Print/Digital) in the Past Week

# **Community Newspaper** readers use **flyers/inserts** to plan their purchase on…

Community Newspaper Readers – Past Week (18+)

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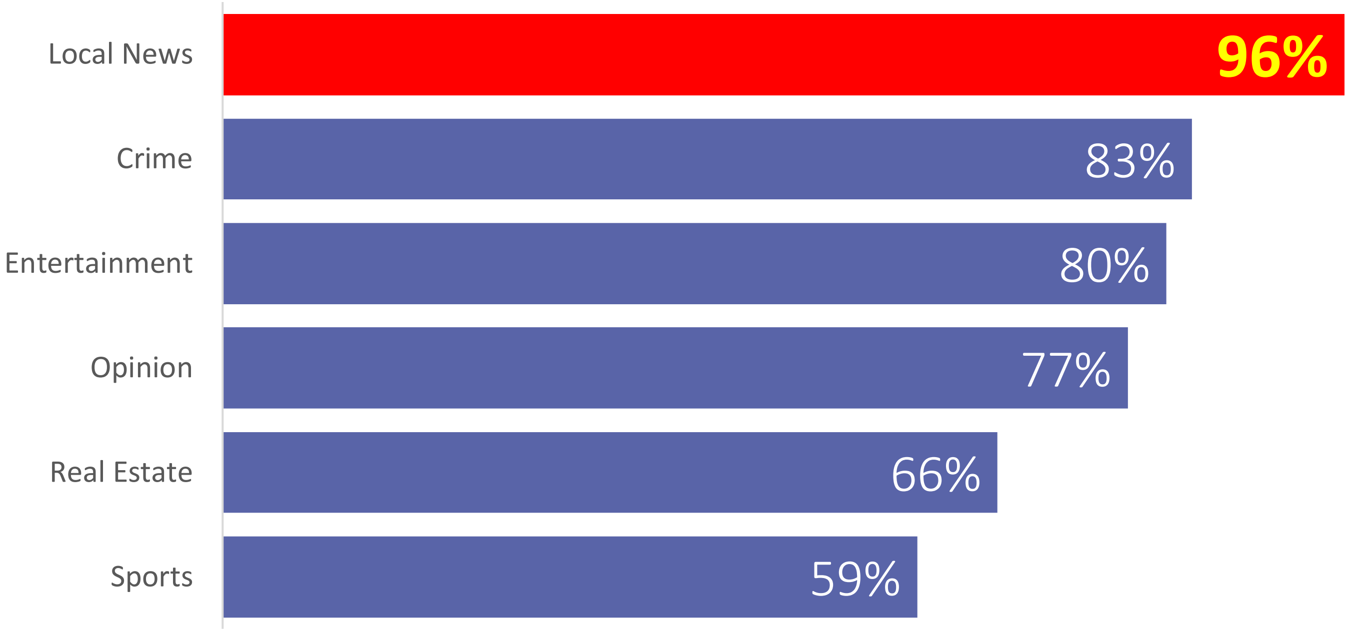
Source: Vividata Winter 2021 Study
Base: Total Canada 18+; Read a Community Newspaper (Print/Digital) in the Past Week; Use Flyers to Plan/Purchase Frequently/Sometimes

# **Community Newspaper** readers are more interested in local news.

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




Source: Vividata Winter 2021 Study
Base: Total Canada 18+; Read a Community Newspaper (Print/Digital) in the Past Week

# 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% |

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Source: Vividata Winter 2021 Study
Base: Respondents aged 18+, Attitude Towards Media Segments