Overview of Results:
Spring 2021 Study

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Know your audience

STUDY SCOPE – Spring 2021

10 Provinces / 5 Regions / 39 Markets

- 31,064 Canadians aged 14+
- 30,143 Canadians aged 18+

#	Market	Smpl	#	Market	Smpl	#	Market	Smpl
1	Toronto CMA	3489	17	Halifax CMA	475	33	Sault Ste. Marie (LM)	237
2	Montreal CMA	2801	18	St. John's CMA	350	34	Saguenay CMA	232
3	Vancouver CMA	2046	19	Kingston (LM)	322	35	Granby (LM)	231
4	Ottawa/Gatineau CMA	1268	20	Saint John (LM)	303	36	Summerside (LM)	228
5	Calgary CMA	841	21	Cape Breton (LM)	287	37	Timmins (LM)	220
6	Edmonton CMA	840	22	Sudbury (LM)	284	38	Owen Sound (LM)	216
7	Winnipeg CMA	770	23	Brantford (LM)	274	39	Trois-Rivières CMA	215
8	Quebec City CMA	595	24	Belleville (LM)	266			
9	Victoria CMA	593	25	Peterborough (LM)	266			
10	Windsor CMA	587	26	Charlottetown (LM)	257			
11	Hamilton CMA	576	27	Chatham (LM)	256			
12	St. Catharines/Niagara CMA	576	28	Sherbrooke CMA	255			
13	Regina CMA	556	29	Cornwall (LM)	253			
14	Saskatoon CMA	553	30	North Bay (LM)	248			
15	London CMA	523	31	Sarnia (LM)	248			
16	Kitchener CMA	480	32	Brandon (LM)	242			

#	Provinces
1	Alberta
2	British Columbia
3	Manitoba
4	New Brunswick
5	Newfoundland and Labrador
6	Nova Scotia
7	Ontario
8	Prince Edward Island
9	Quebec
10	Saskatchewan

#	Regions
1	Atlantic
2	British Columbia
3	Ontario
4	Prairies
5	Quebec

(CMA) = Major Markets (LM) = Local Markets

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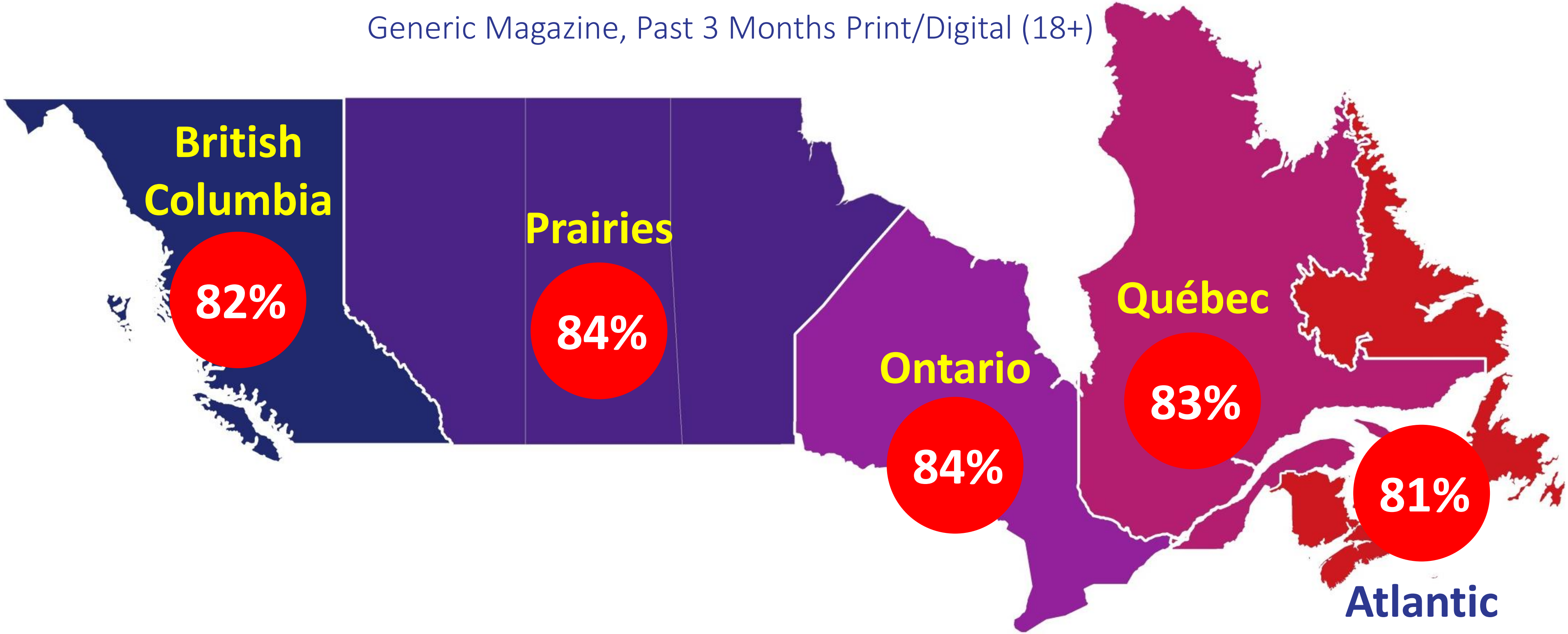
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+

MAGAZINES

Across Canada, **Magazine Brands** reach over 8 in 10 adults.

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



Source: Vividata Spring 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	67%
2	Travel/Tourism	58%
3	Health/Fitness	55%
4	Nature	54%
5	Entertainment/Celebrity	54%
6	Home Improvement	53%
7	Technology/Science	53%
8	Home Décor	51%
9	Sports/Recreation	46%
10	Women's	43%
11	Business/finance	42%
12	Gardening	42%
13	Fashion/Beauty	40%
14	Professional/Occupational	38%
15	Art	37%
16	Cultural/Ethnic	35%
17	Alternative News	34%
18	Men's	32%
19	Automotive/Motorcycle	30%
20	Parenting/Babies	23%
21	Children/Teen	22%
22	Bridal	12%

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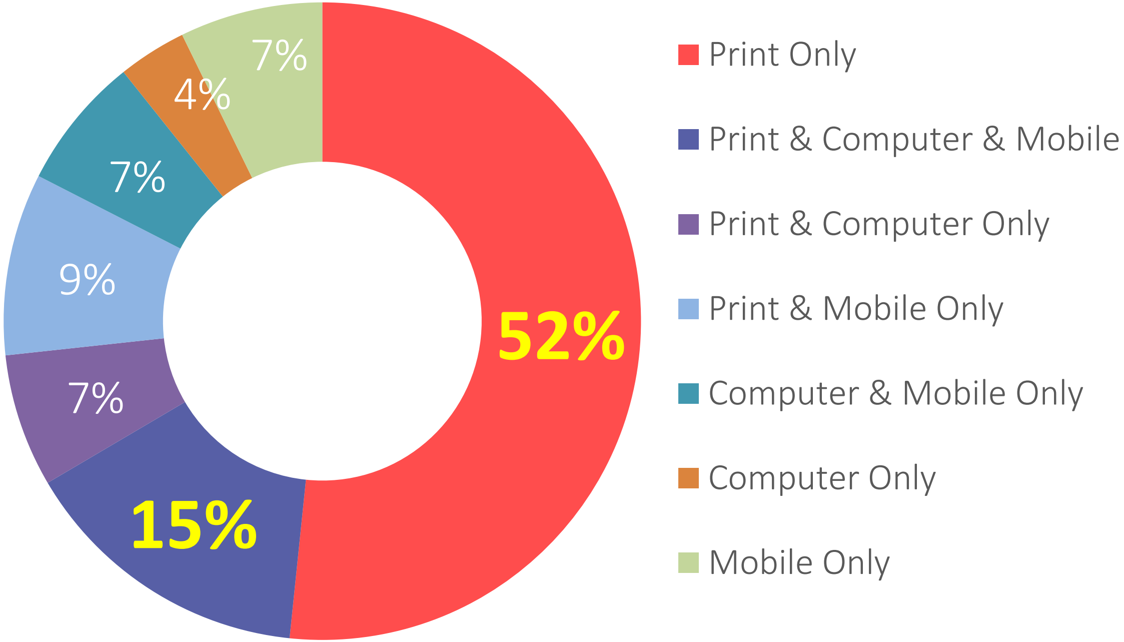
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, Magazine Types Read/Look through Usually or Sometimes (Print/Digital)

While 52% of **Magazine Readers** are reading exclusively via Print, 15% read Print in combination with more than one digital device.

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



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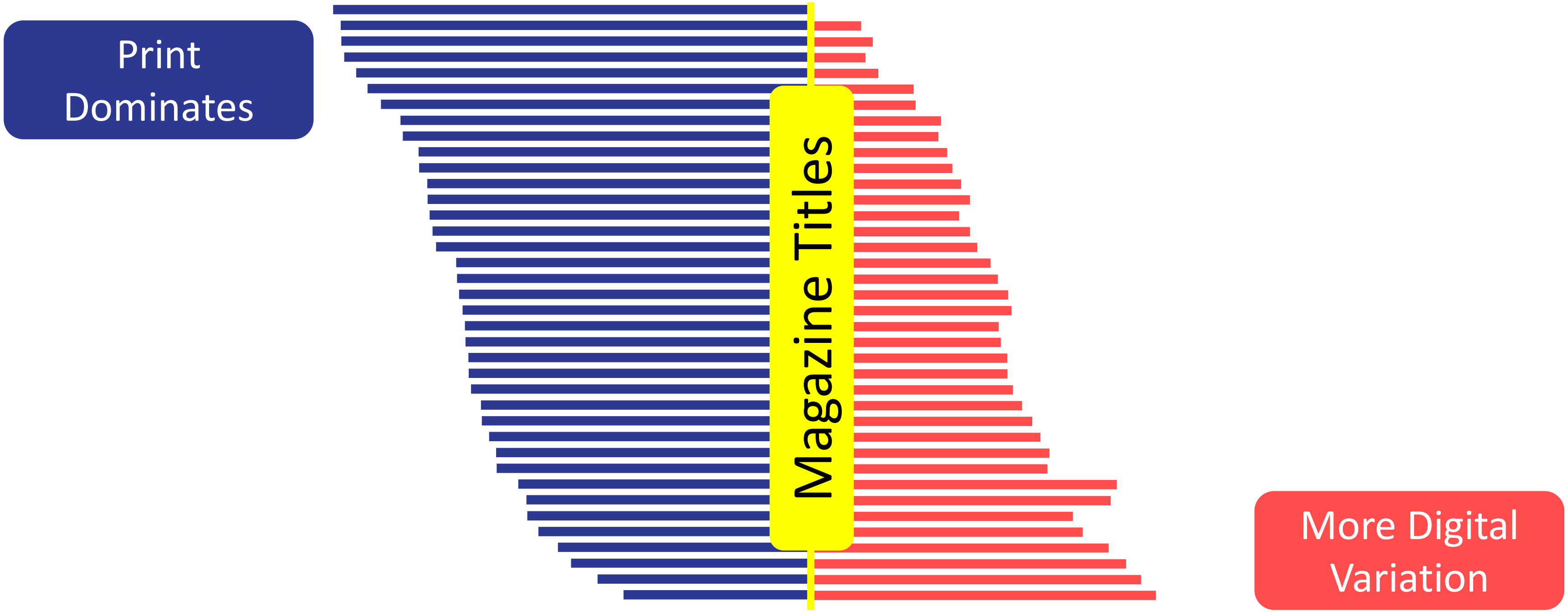
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, Any Magazine – Print AIR/Past Month Digital Readers (Unduplicated)

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

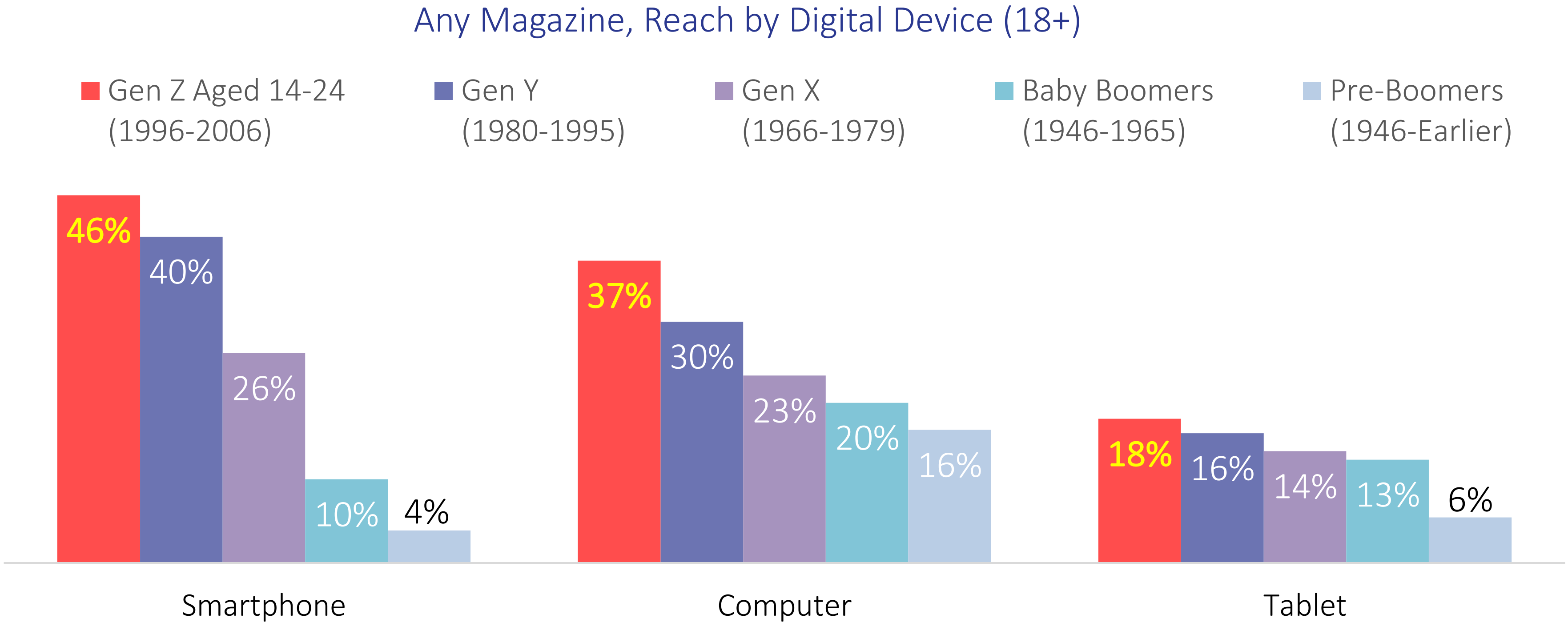
Print as a % of total audience

Digital as a % of total audience



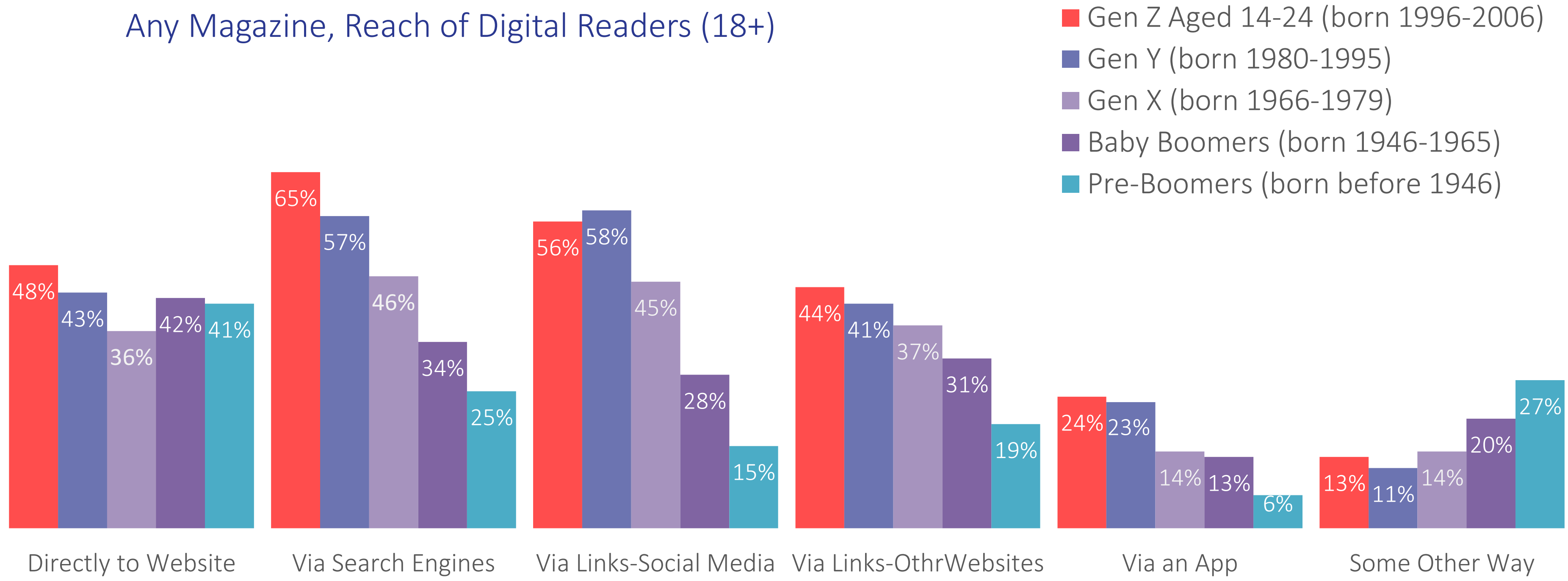
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, Print AIR/Past Month Digital Readers

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



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

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



Source: Vividata Spring 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 over 1 in 6 made a purchase.

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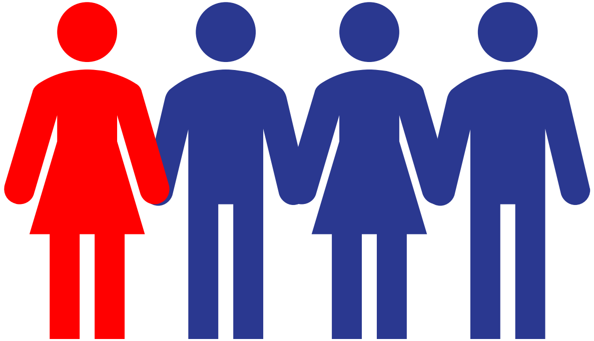
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, Any Magazine – Print/Digital AR; (Unduplicated)
Note: “Spoke about the ad/product/brand/service online or elsewhere” = Talked about, Commented on Social Media, and Recommended

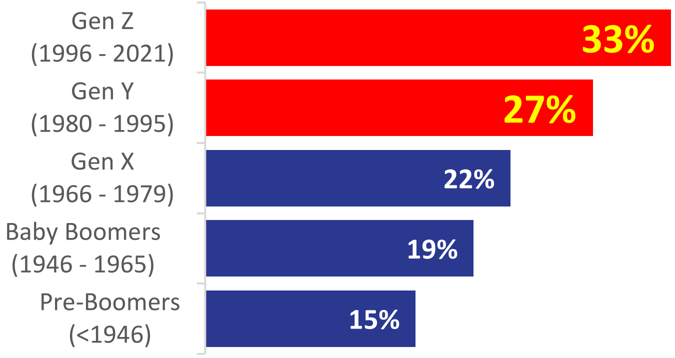
Younger Canadians were more likely to up their consumption of print or digital **magazines during COVID**

% increased consumption of printed or digital magazines during COVID:



Nearly **1 in 4** Canadians
read more magazine content

33% of Gen Z and **27% of Gen Y**
read more magazine content

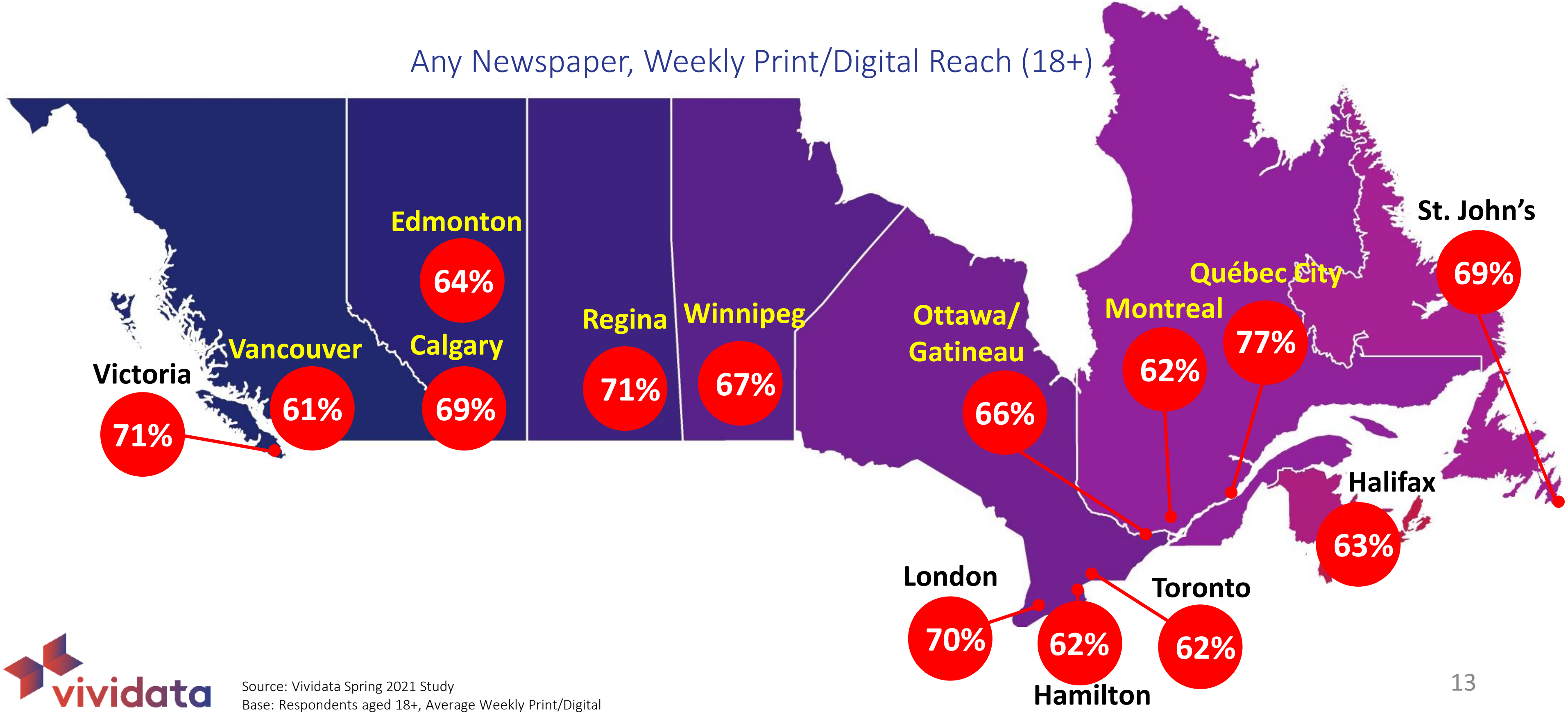


Source: Vividata Spring 2021 Study
Base: Respondents aged 18+

NEWSPAPERS

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

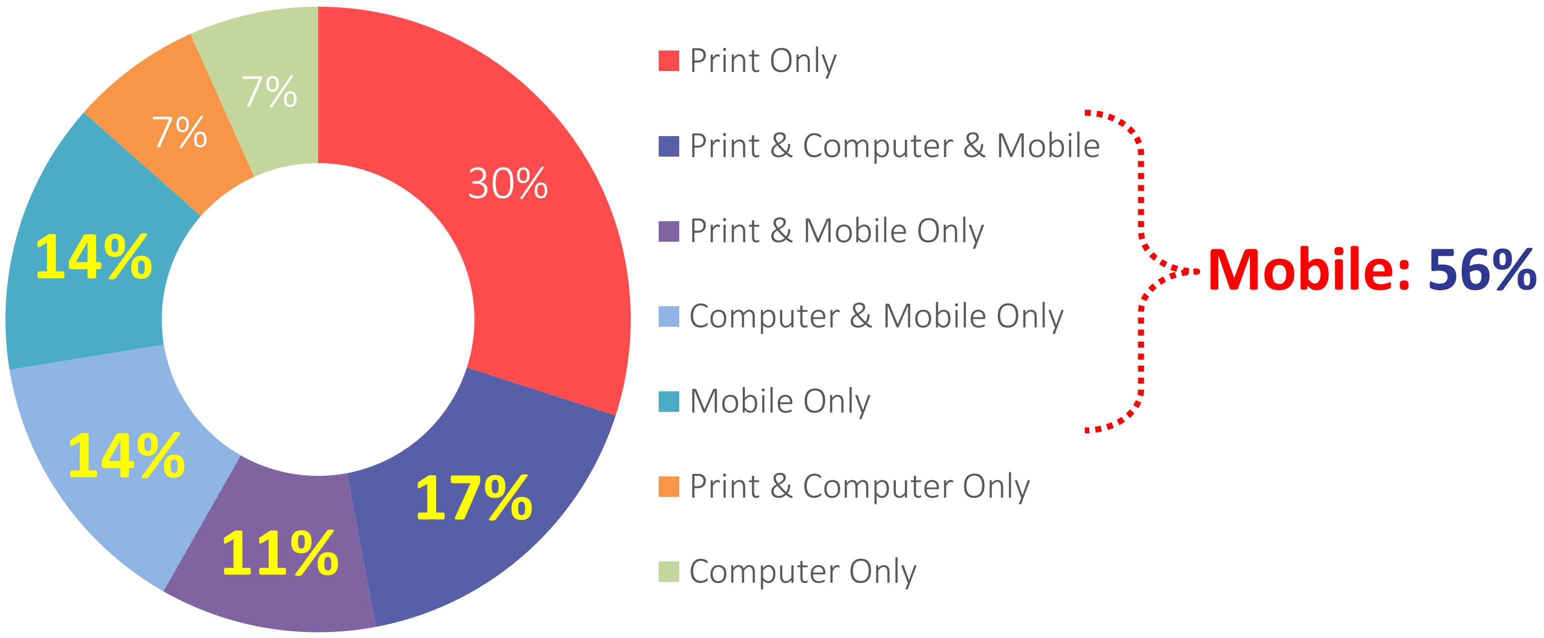
Any Newspaper, Weekly Print/Digital Reach (18+)



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

56% of **Newspaper Brand** readers access newspaper content on a mobile device.

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



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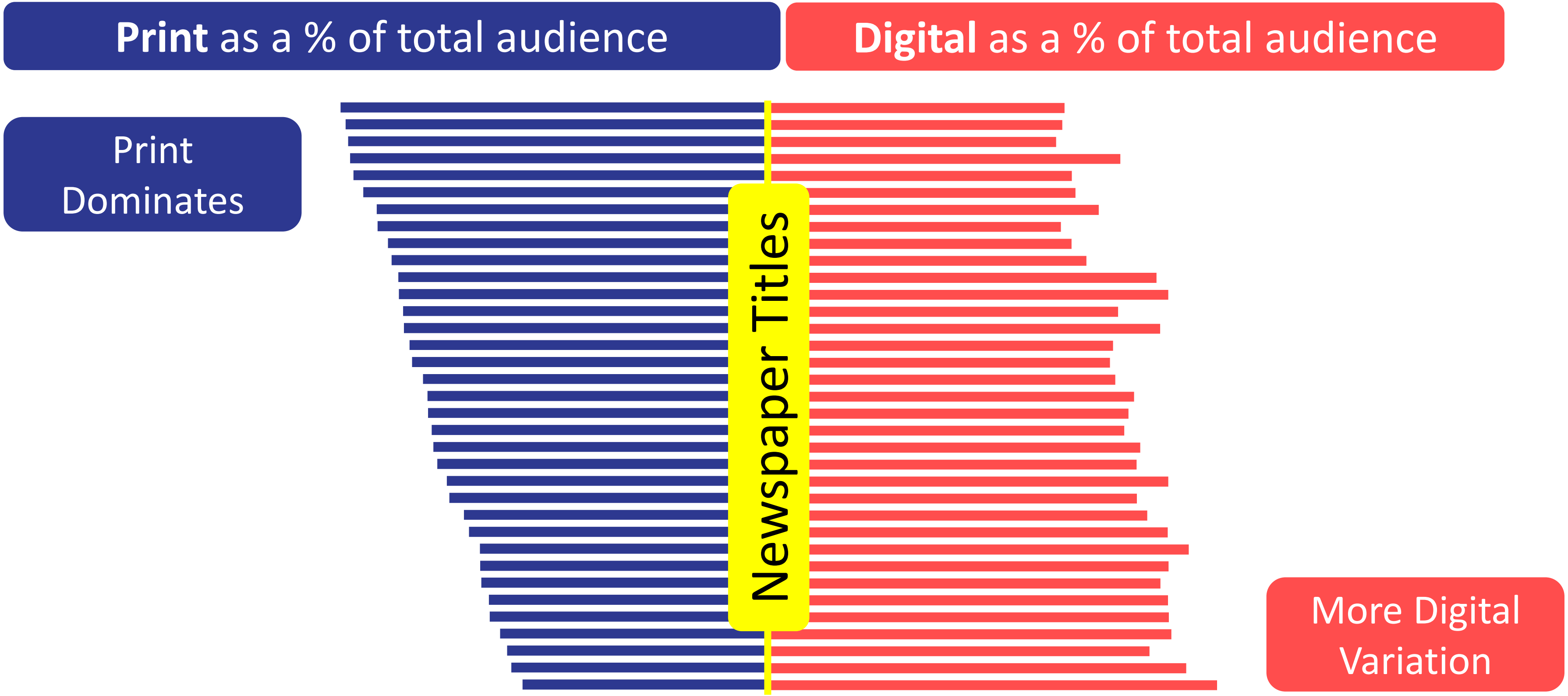
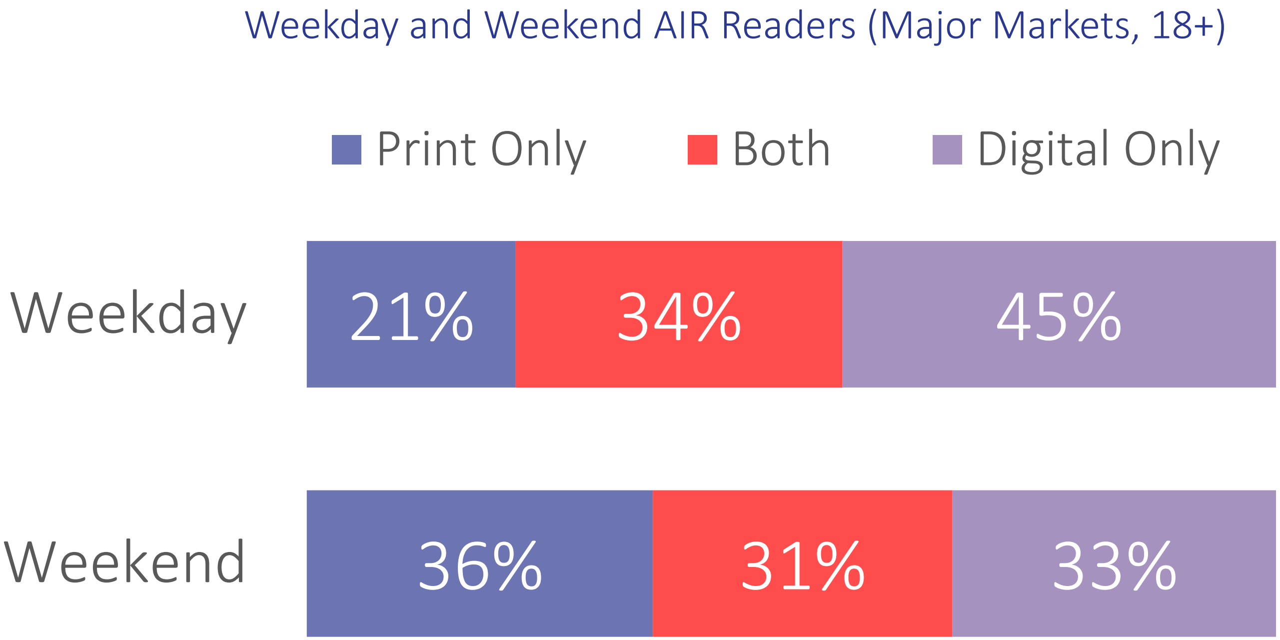
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, 21 Major Markets, Any Newspaper - Average Weekly Print/Digital

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



Source: Vividata Spring 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 on the weekends.

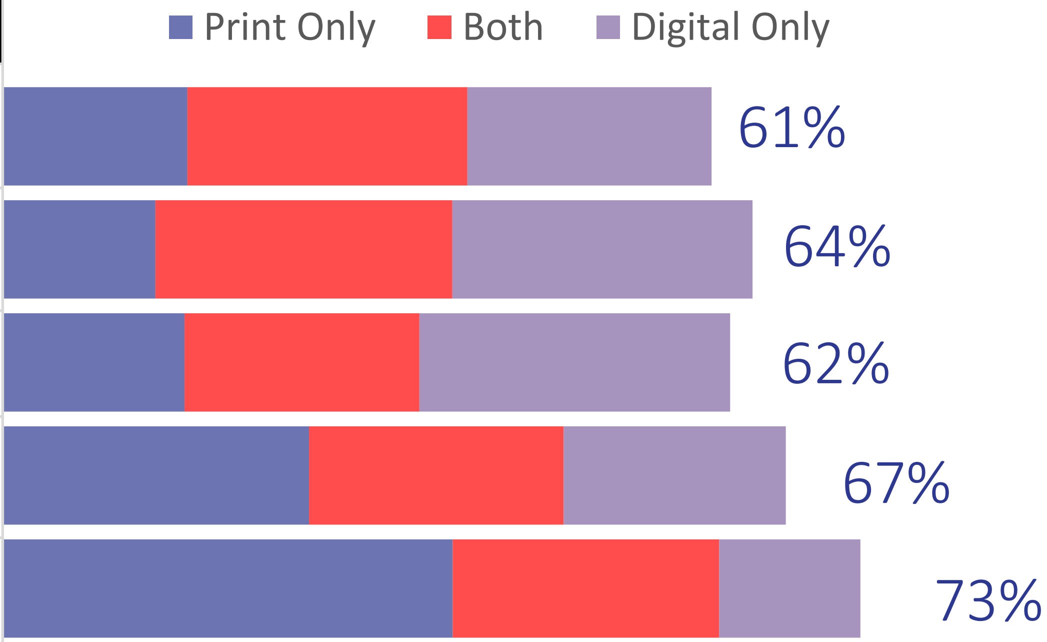


Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, Major Markets

Gen X, Y & Z have greater digital reading than older generations. **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)	11%
Gen Y (1980-1995)	28%
Gen X (1966-1979)	23%
Baby Boomers (1946-1965)	33%
Pre-Boomers (before 1946)	4%



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

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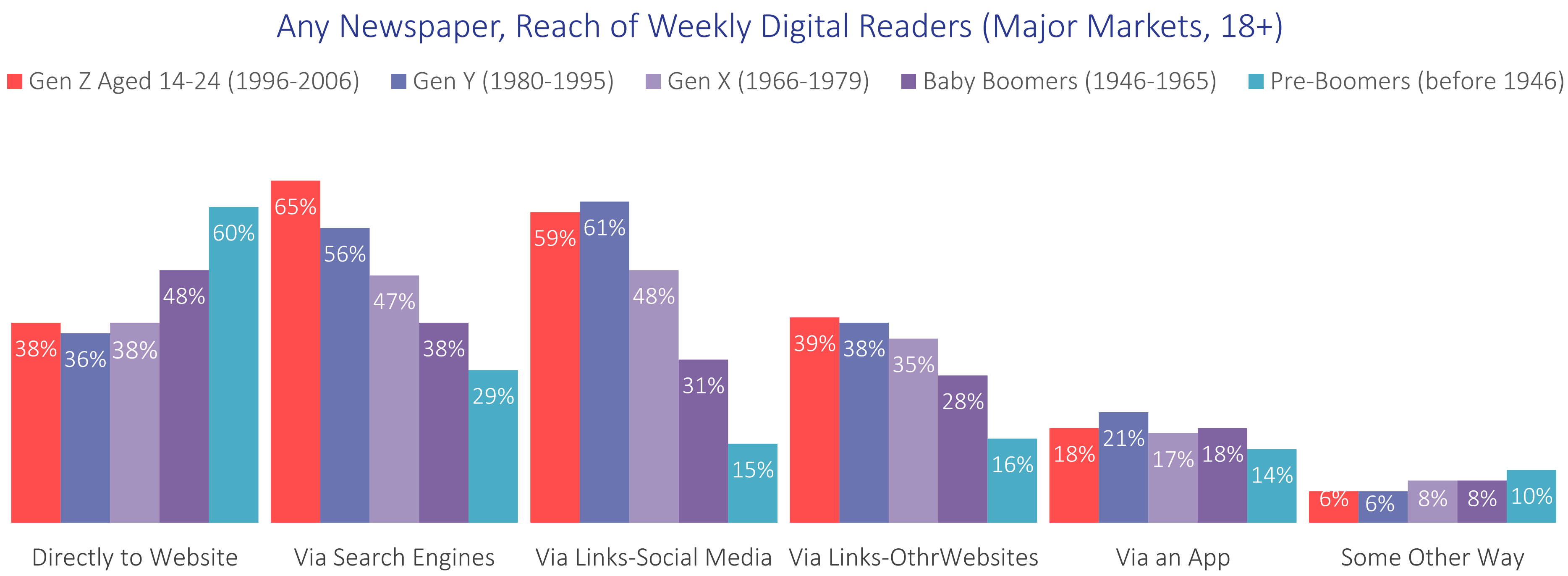
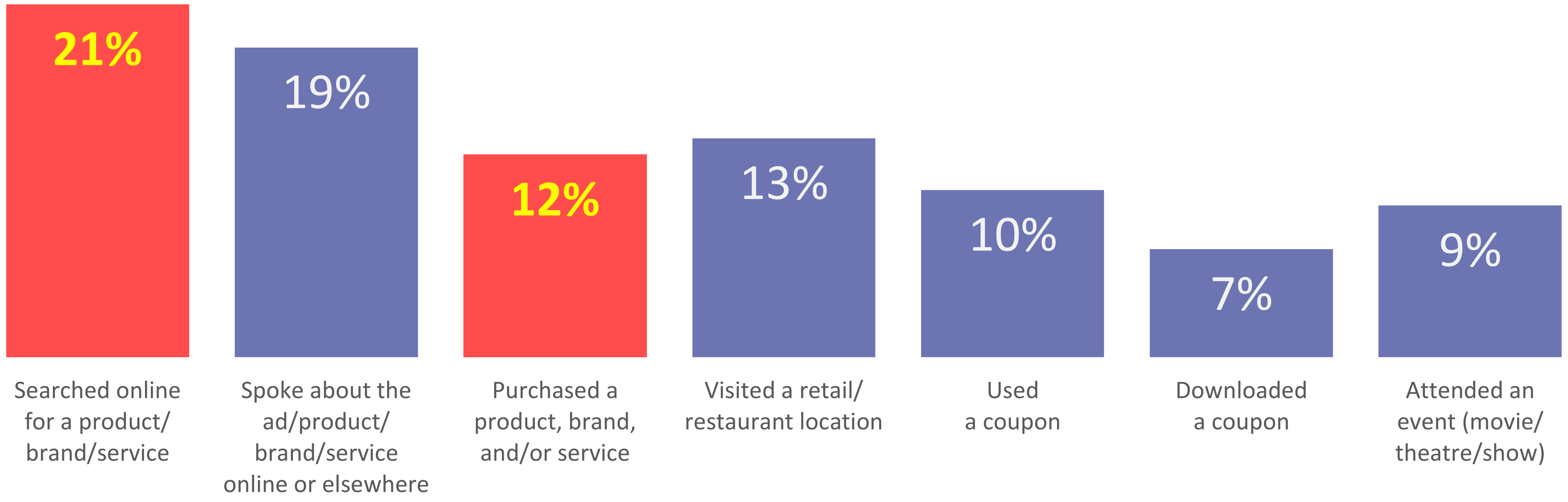
Baby Boomers & **Pre-Boomers** are more likely to access **Digital Newspaper content** directly, while **Gen Z**, **Gen Y & Gen X** predominantly access content via social media and search.



Source: Vividata Spring 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 nearly 1 in 6 made a purchase.

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

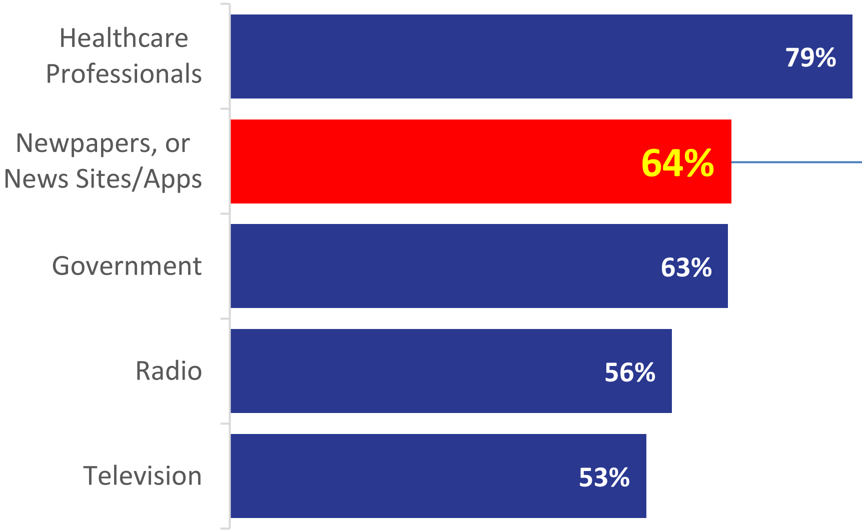


Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, 21 Major Markets - ,
Any Newspaper – Average Weekly Print/Digital.

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

Newspapers, News Sites/Apps, are the **second most trusted** sources for information during COVID.

COVID-19 Impact – Top Sources of Information Canadians Trust, 18+:



1 in 4 among this group **agree:**

"I feel it's important to pay for news and information to feel truly informed"

All Canadians 18+: 23%

Source: Vividata Spring 2021 Study
Base: Respondents aged 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:	41%	**54%**	38%	43%	34%	38%
Monthly:	57%	**68%**	56%	57%	50%	54%
Longer Ago:	26%	21%	28%	26%	27%	27%

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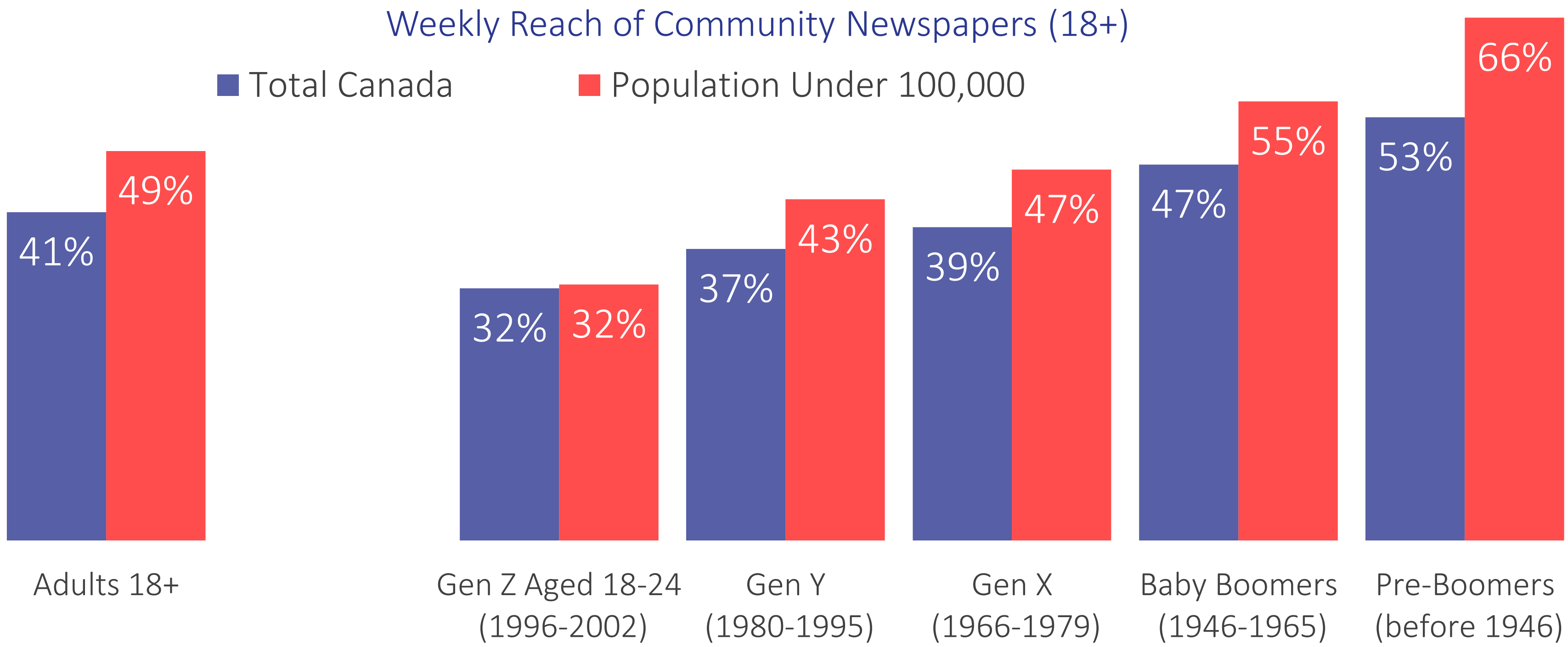
Source: Vividata Spring 2021 Study
Base: Total Canada 18+, Read a Community Newspaper (Print/Digital) Within the Past Week/Month/Longer Ago

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



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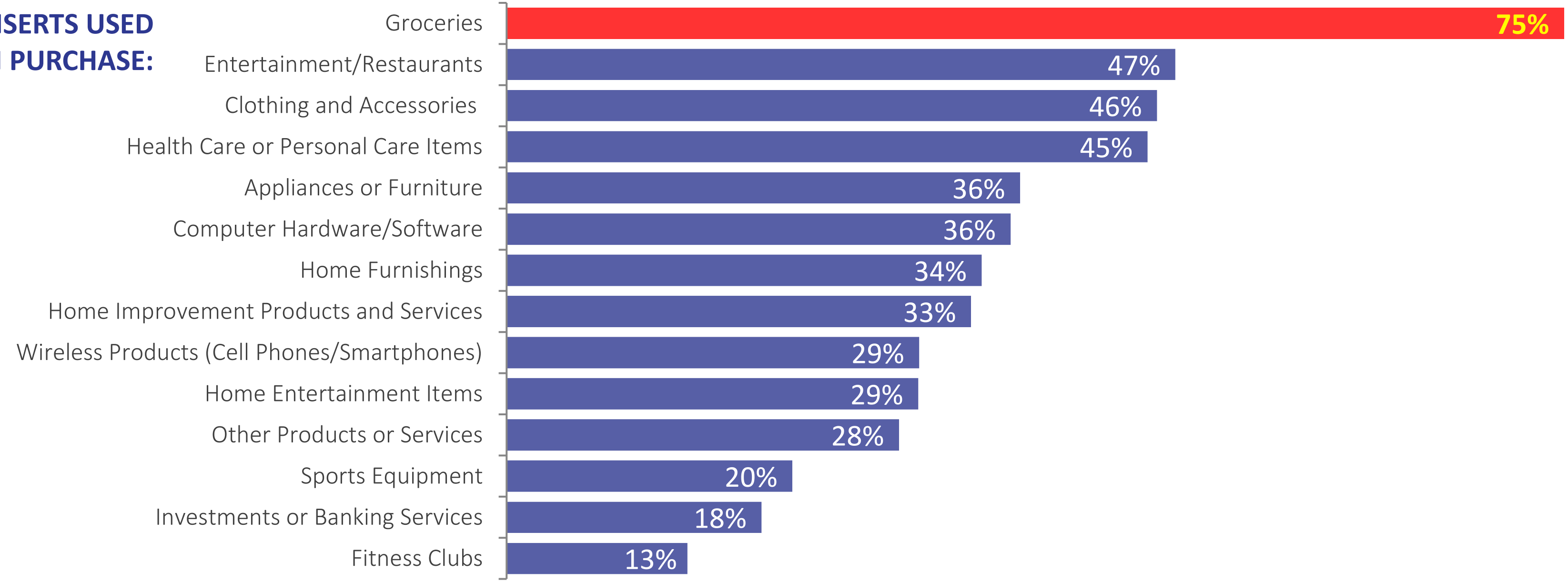
Source: Vividata Spring 2021 Study
Base: Total Canada 18+, Read a Community Newspaper (Print/Digital) in the Past Week

Community Newspaper readers use flyers/inserts to plan their purchases, mostly so for groceries.

Community Newspaper Readers – Past Week (18+)

FLYER/INSERTS USED TO PLAN PURCHASE:



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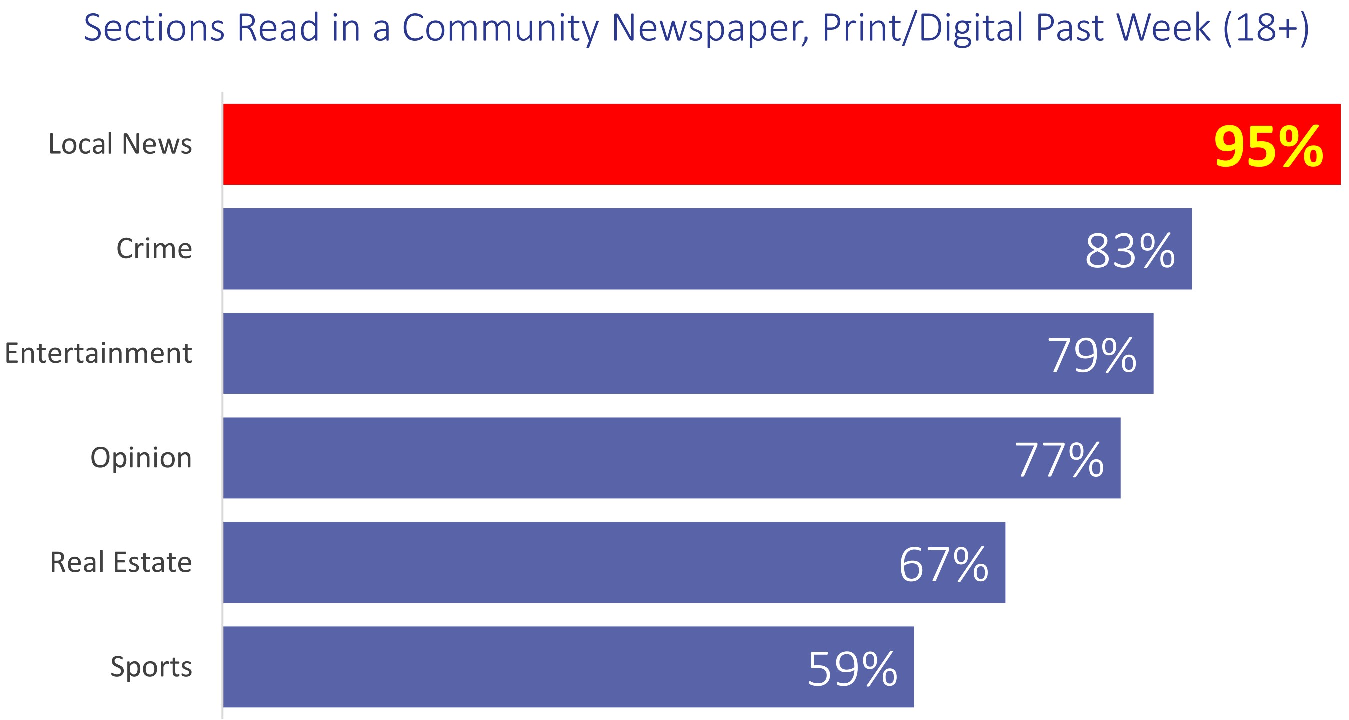
Source: Vividata Spring 2021 Study
Base: Total Canada 18+, Read a Community Newspaper (Print/Digital) in the Past Week; Use Flyers to Plan/Purchase Frequently/Sometimes

Community Newspaper readers are most interested in local news.



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

MEDIA AND TECHNOLOGY SEGMENTS

Segment	Description	% of Canadian Adults:
TRADITIONALISTS	Traditionalists are old-fashioned when it comes to their media and purchasing preferences.	29%
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.	13%
EARLY ADOPTERS	Early Adopters have a strong appetite for new technology/products and prefer quality over style.	12%

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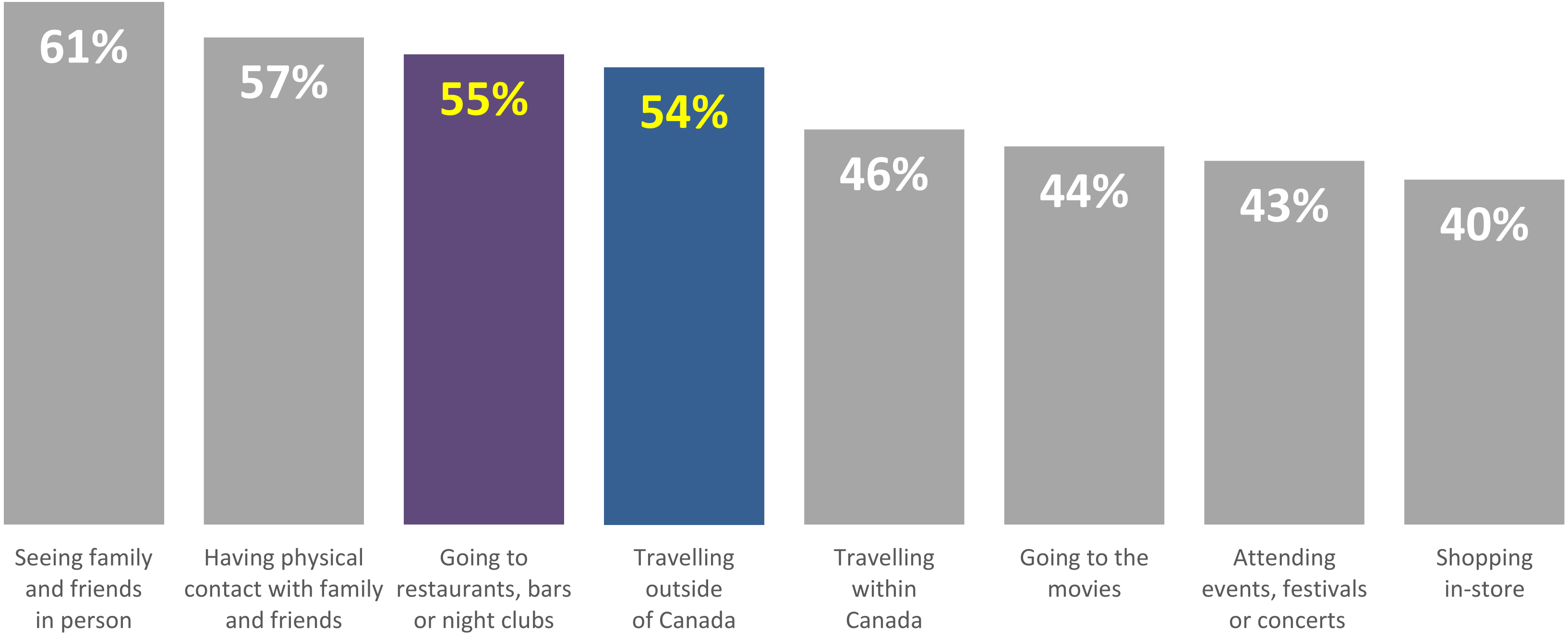
Source: Vividata Spring 2021 Study
Base: Respondents aged 18+, Attitude Towards Media Segments

COVID-19 IMPACT

When it comes to **what Canadians can spend money on**, travel and eating out top the activities Canadians are looking forward to doing after COVID.

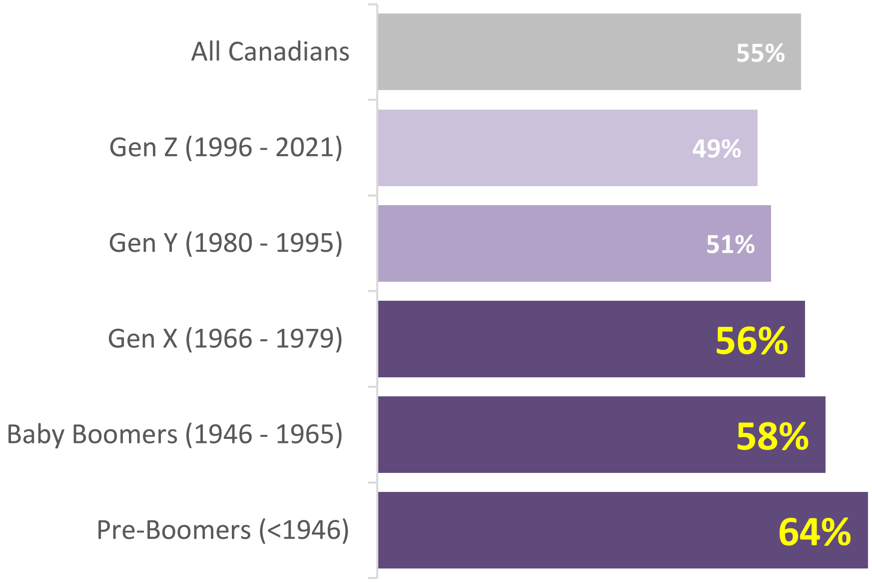
COVID-19 Impact – Activities Looking Forward To Do (18+)



Source: Vividata Spring 2021 Study
Base: Respondents aged 18+

Nearly 17 million Canadians are looking forward to hitting the **restaurant and bar scene**, with younger Canadians more likely to go for ethnic food.

Looking forward to going to restaurants, bars, or nightclubs after COVID, 18+:



Type of restaurant/bar/fast food consumed in the past 30 days by those looking forward to going to restaurants, bars, or nightclubs after COVID :

Top 3 by reach:

37%	32%	31%
Pizza	**Burgers**	**East Asian**

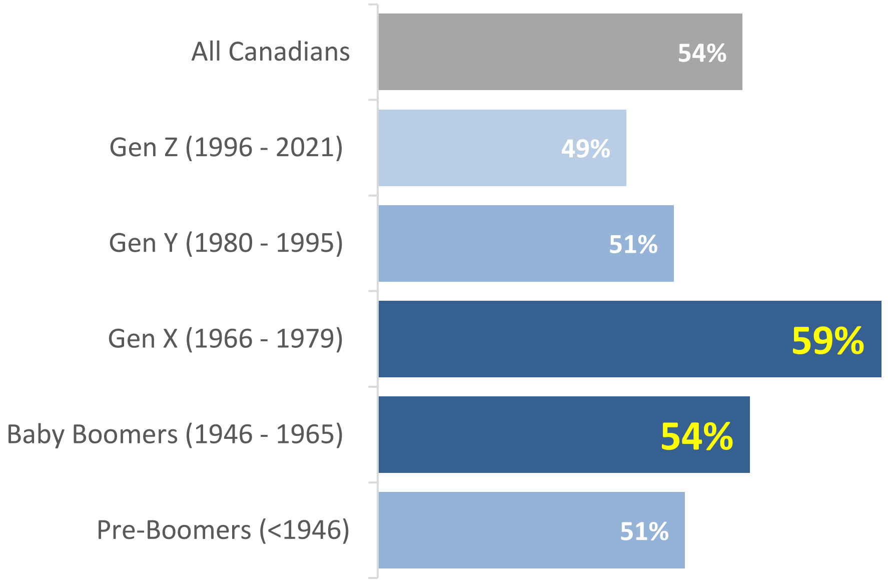
Highest index by generation:

Gen Z	Gen Y	Gen X	Baby Boomers	Pre-Boomers
105	**177**	**127**	**110**	**118**
East Asian	**Tacos or Other Ethnic**	**Tacos or Other Ethnic**	**Steak or Seafood House**	**Steak or Seafood House**

Source: Vividata Spring 2021 Study
Base: Respondents aged 18+

Over 17 million Canadians are **looking forward to travelling abroad** again, with the United States as the top destination.

Looking forward to travelling outside of Canada after COVID, 18+:



Top destinations intend to travel to in next 12 months:

By reach:

21%	12%	11%
USA	**Mexico & Caribbean**	**Europe**

Highest index by generation:

Gen Z	Gen Y	Gen X	Baby Boomers	Pre-Boomers
126	157	136	145	112
South & East Asia	**South & East Asia**	**Mexico & Caribbean**	**Europe**	**USA**

Source: Vividata Spring 2021 Study
Base: Respondents aged 18+

How Canadians are feeling about life during the pandemic and getting back to normal.

Statement:	% agree, all 18+	Gen Z (born 1996-2021)	Gen Y (born 1980-1995)	Gen X (born 1966-1979)	Baby Boomers (born 1946-1965)	Pre-Boomers (born before 1946)
*I don't think people are taking COVID-19 **seriously enough***	68%	65%	61%	66%	**73%**	**76%**
*I am concerned about the **sanitation and hygiene in stores***	56%	**57%**	55%	55%	**58%**	**58%**
*I am more **careful with my spending** due to the economic uncertainty caused by the COVID-19 pandemic*	52%	**53%**	52%	**55%**	51%	47%
*I will **continue to mostly shop online** even though stores are open*	35%	**48%**	**43%**	**36%**	27%	20%
*I'm worried about **my mental health** due to social distancing*	34%	**46%**	**40%**	34%	26%	20%
*I think the **economy will be strong** by the end of the pandemic*	18%	**22%**	**19%**	17%	17%	**19%**

Below All 18+ | All 18+ | Above All 18+

Source: Vividata Spring 2021 Study
Base: Respondents aged 18+