

Overview of Results:

Fall 2021 Study



STUDY SCOPE – Fall 2021

10 Provinces / 5 Regions / 39 Markets

- 36,778 Canadians aged 14+
- 35,399 Canadians aged 18+

# Market	Smpl	# Market	Smpl	# Market	Smpl	# Provinces
1 Toronto CMA	4418	17 Regina CMA	483	33 North Bay (LM)	265	1 Alberta
2 Montreal CMA	3259	18 Kingston (LM)	377	34 Charlottetown (LM)	260	2 British Columbia
3 Vancouver CMA	2040	19 St. John's CMA	361	35 Brandon (LM)	259	3 Manitoba
4 Ottawa/Gatineau CMA	1464	20 Saint John (LM)	355	36 Saguenay CMA	254	4 New Brunswick
5 Calgary CMA	1087	21 Brantford (LM)	344	37 Trois-Rivières CMA	236	5 Newfoundland and Labrador
6 Edmonton CMA	1025	22 Cape Breton (LM)	329	38 Owen Sound (LM)	233	6 Nova Scotia
7 Hamilton CMA	850	23 Sudbury (LM)	321	39 North Bay (LM)	265	7 Ontario
8 Quebec City CMA	776	24 Peterborough (LM)	316			8 Prince Edward Island
9 Winnipeg CMA	768	25 Chatham (LM)	300			9 Quebec
10 London CMA	735	26 Sault Ste. Marie (LM)	297			10 Saskatchewan
11 Victoria CMA	685	27 Belleville (LM)	295			
12 Windsor CMA	648	28 Cornwall (LM)	294			
13 Kitchener CMA	614	29 Sarnia (LM)	291			
14 St. Catharines/Niagara CMA	593	30 Granby (LM)	285			
15 Halifax CMA	568	31 Sherbrooke CMA	278			
16 Saskatoon CMA	544	32 Timmins (LM)	277			

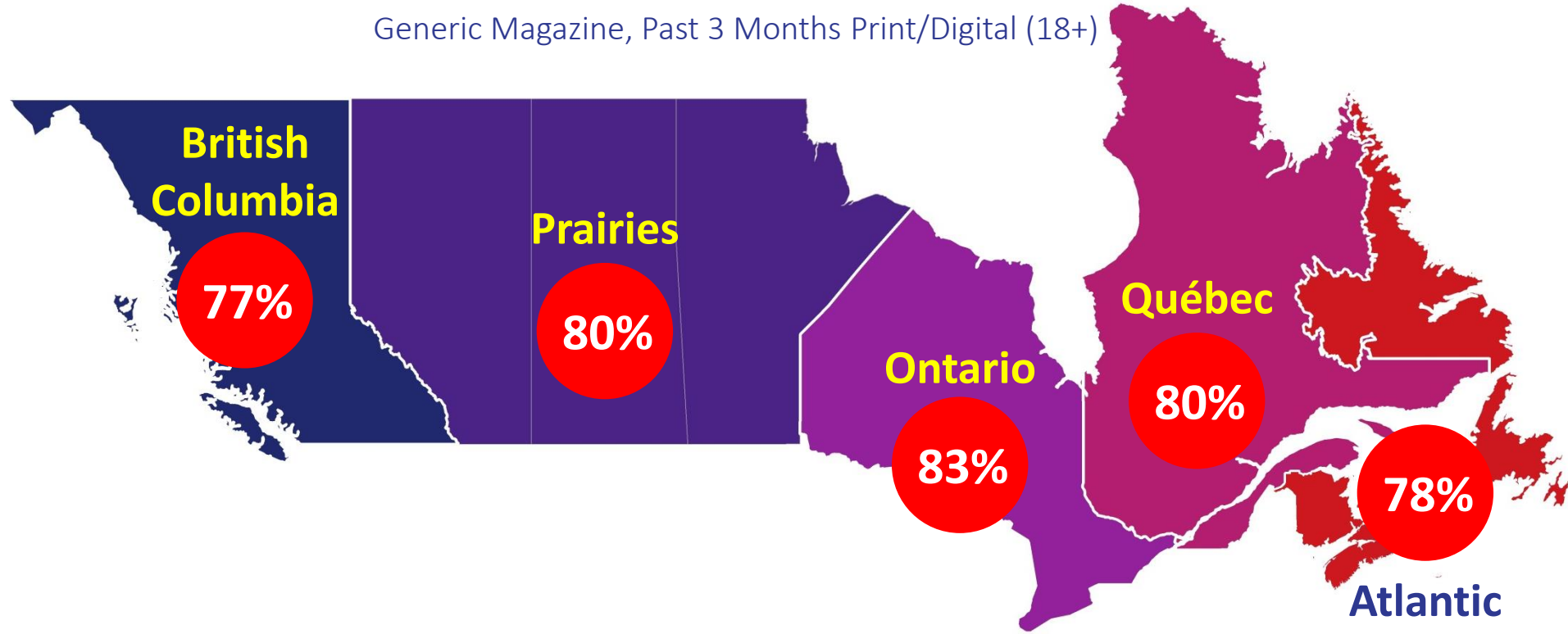
(CMA) = Major Markets

(LM) = Local Markets

MAGAZINES

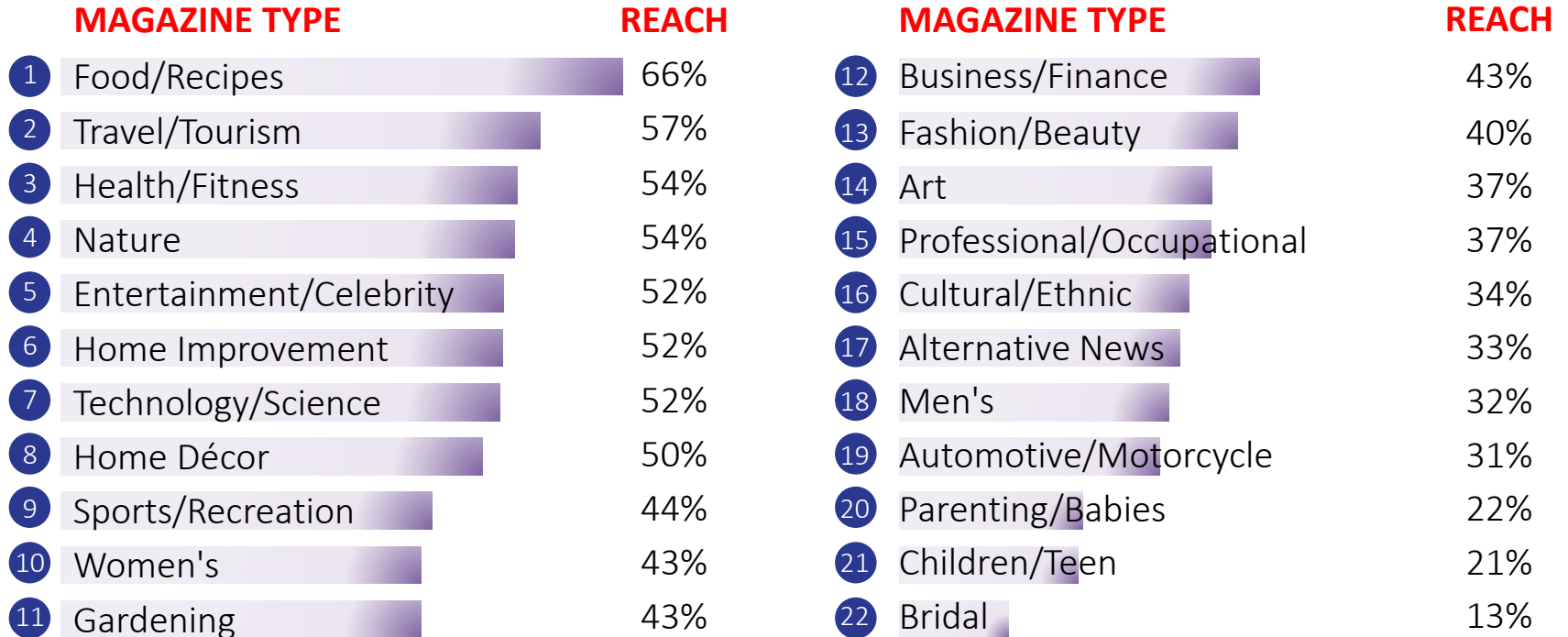
Across Canada, **Magazine Brands** reach over 8 in 10 adults.

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



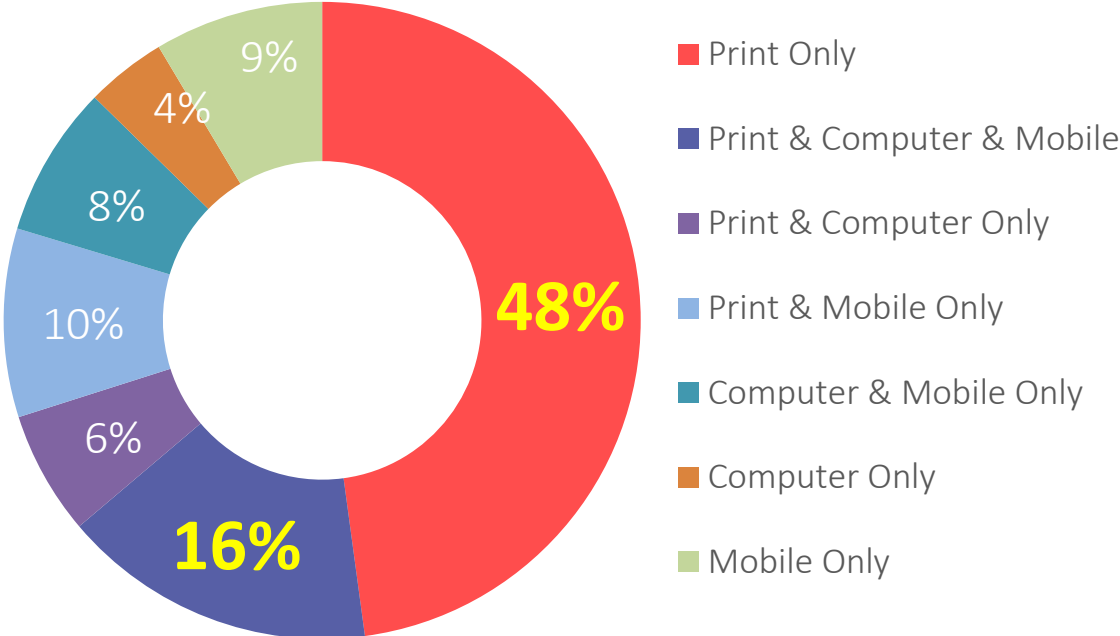
Food, Travel, and Health **Magazines** are the most popular among Canadians.

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



While 48% of **Magazine Readers** are reading exclusively via Print, 16% read Print in combination with more than one digital device.

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

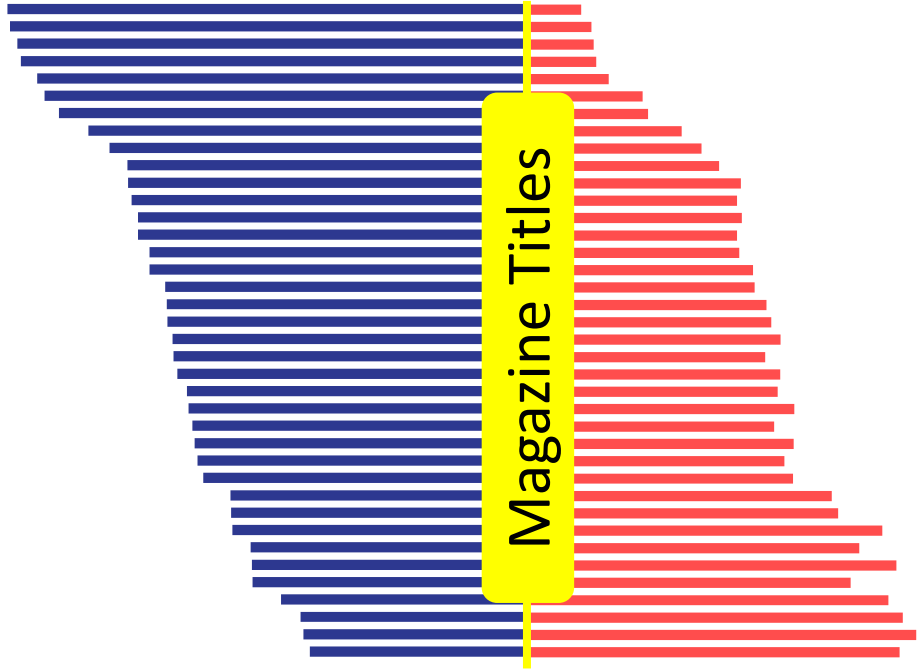


Platform readership of **Magazine Brands** increasingly varies by title.

Print as a % of total audience

Digital as a % of total audience

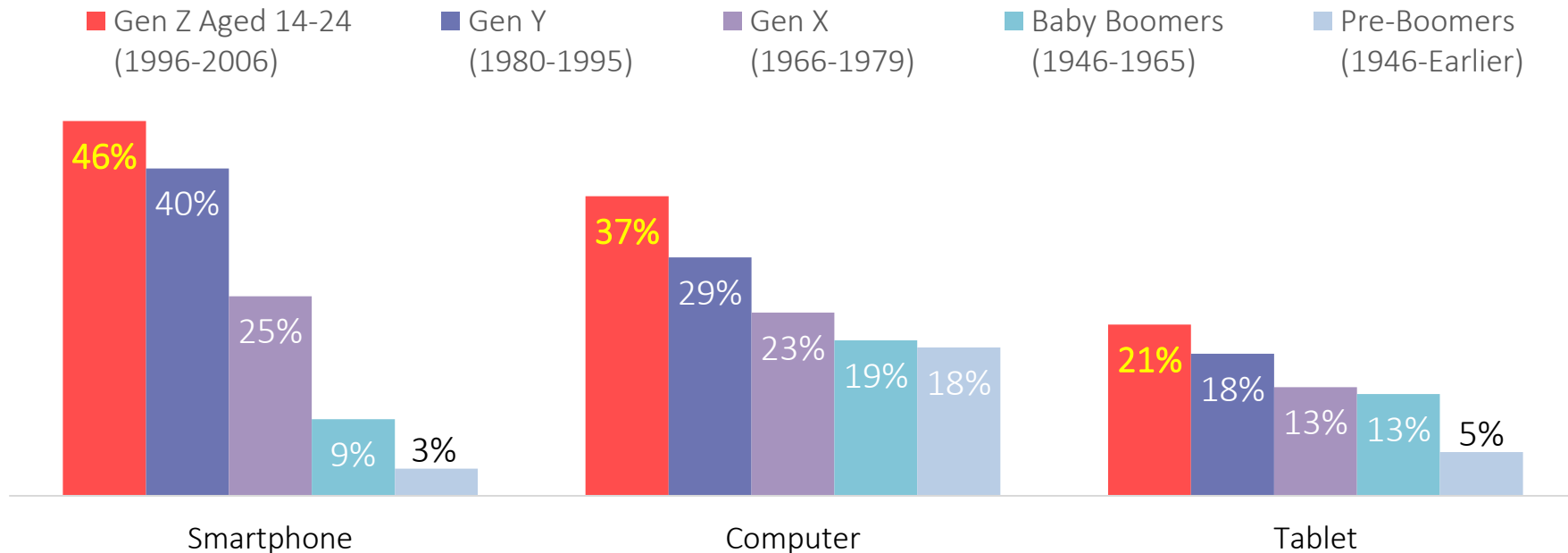
Print Dominates



More Digital Variation

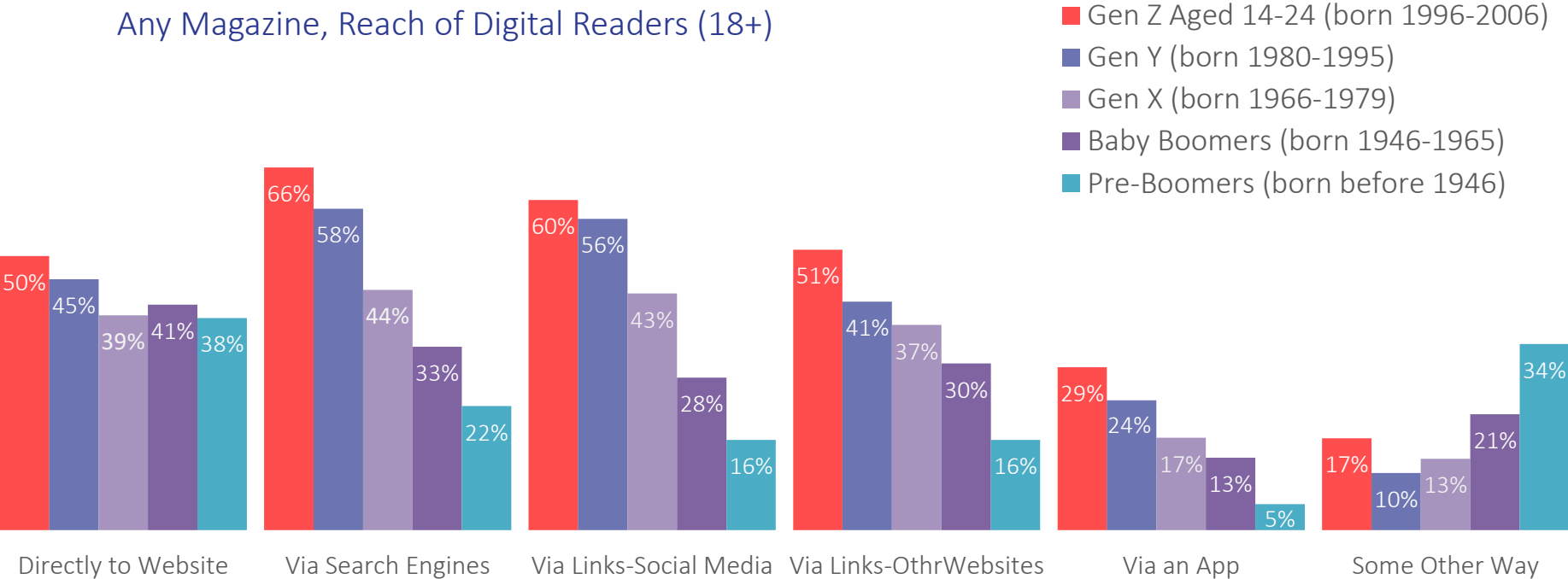
Gen Z & Gen Y are more likely to read a Magazine's digital content across all devices.

Any Magazine, Reach by Digital Device (18+)



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

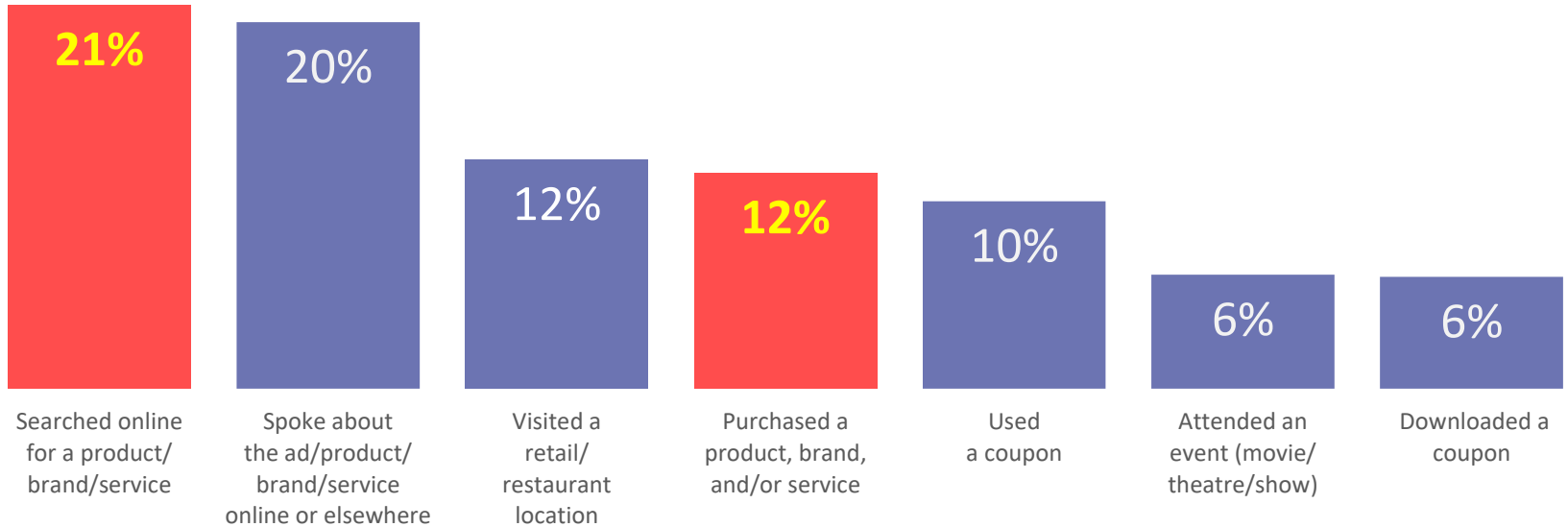
Any Magazine, Reach of Digital Readers (18+)



Source: Vividata Fall 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

Just over 1 in 5 **Magazine** readers searched online for a product, brand, and/or service advertised, while nearly 1 in 8 made a purchase.

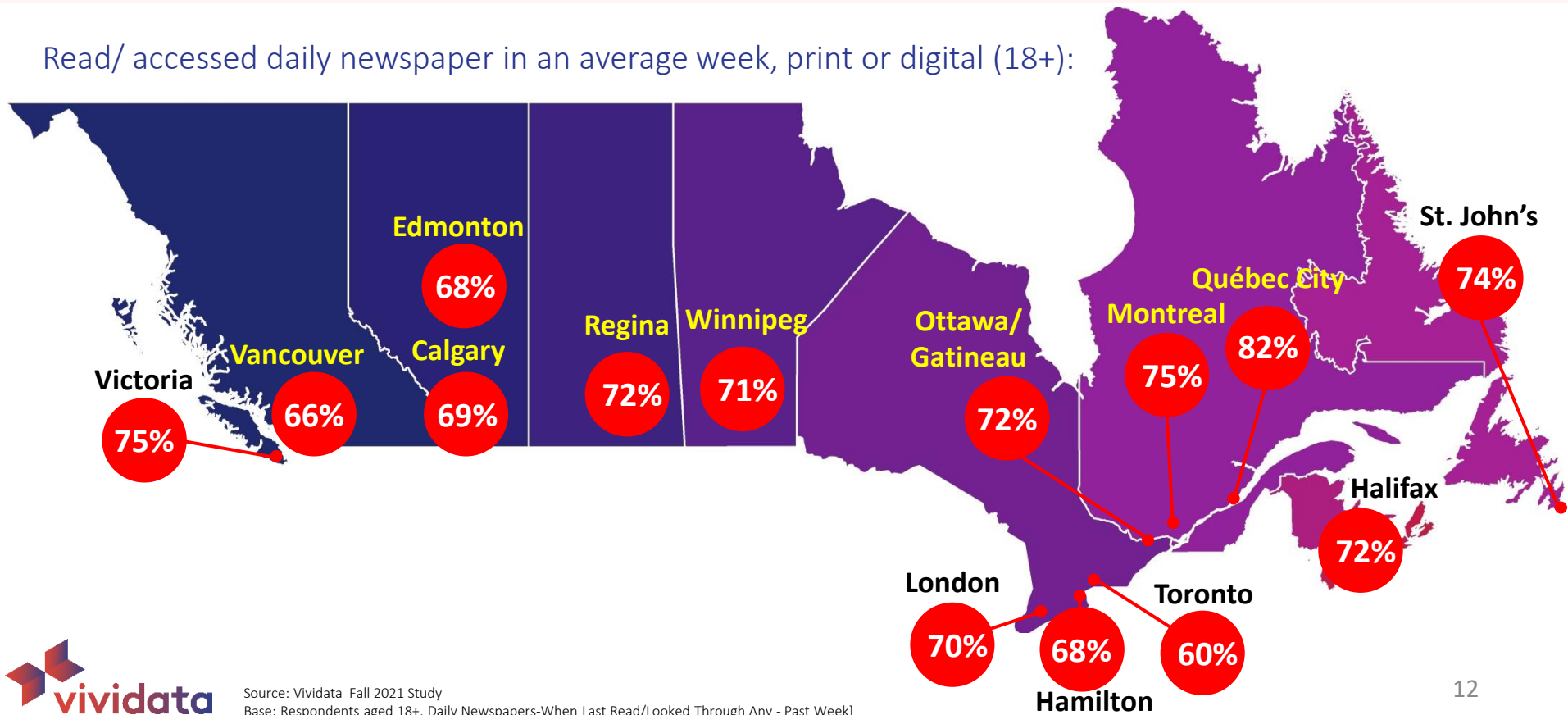
Actions Taken After Seeing a Magazine Advertisement
Any Magazine, Print/Digital AR (18+)



NEWSPAPERS

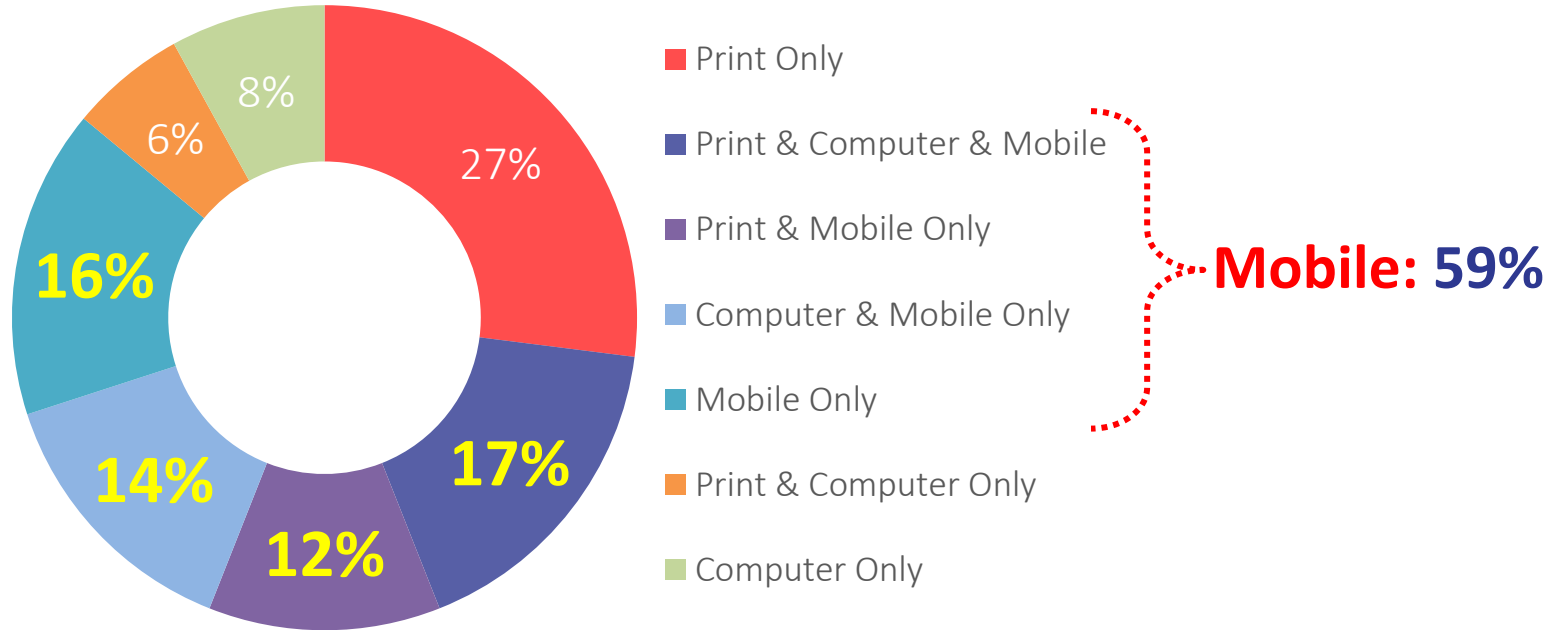
On a weekly basis, **Daily Newspaper Brands** reach over 2 out of 3 adults across Canada.

Read/ accessed daily newspaper in an average week, print or digital (18+):



59% of **Newspaper Brand** readers access newspaper content on a mobile device.

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

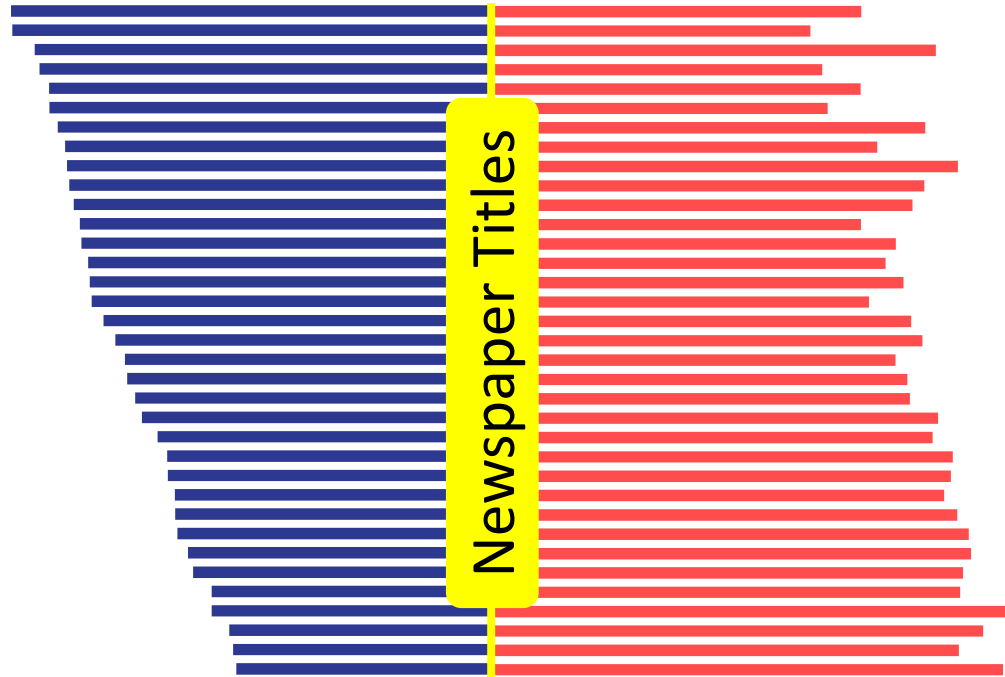


Platform readership of **Newspaper Brands** continues to vary by title.

Print as a % of total audience

Digital as a % of total audience

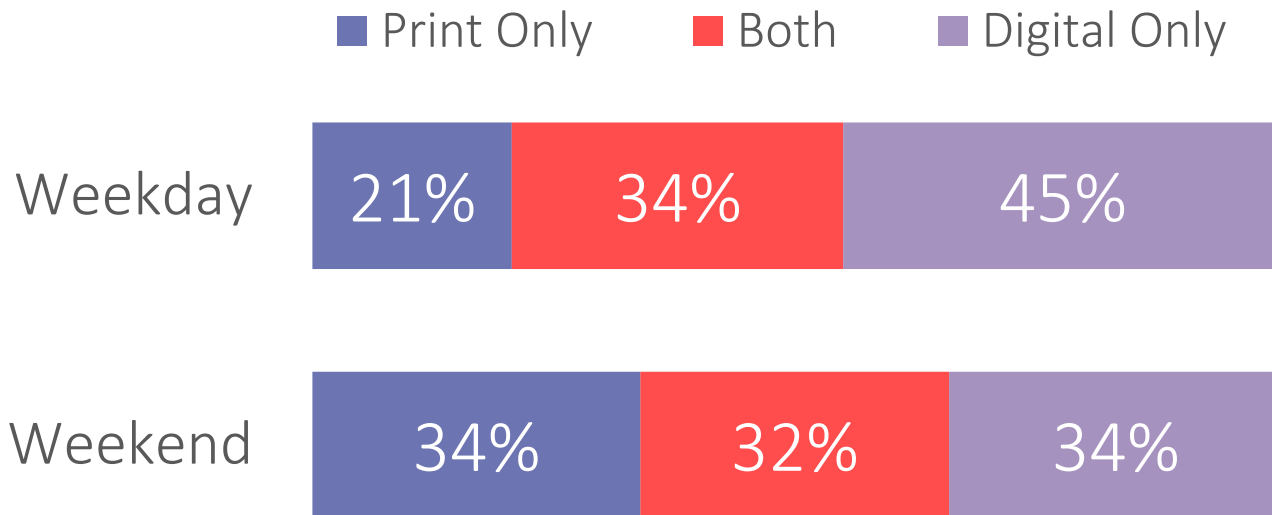
Print
Dominates



More Digital
Variation

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

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

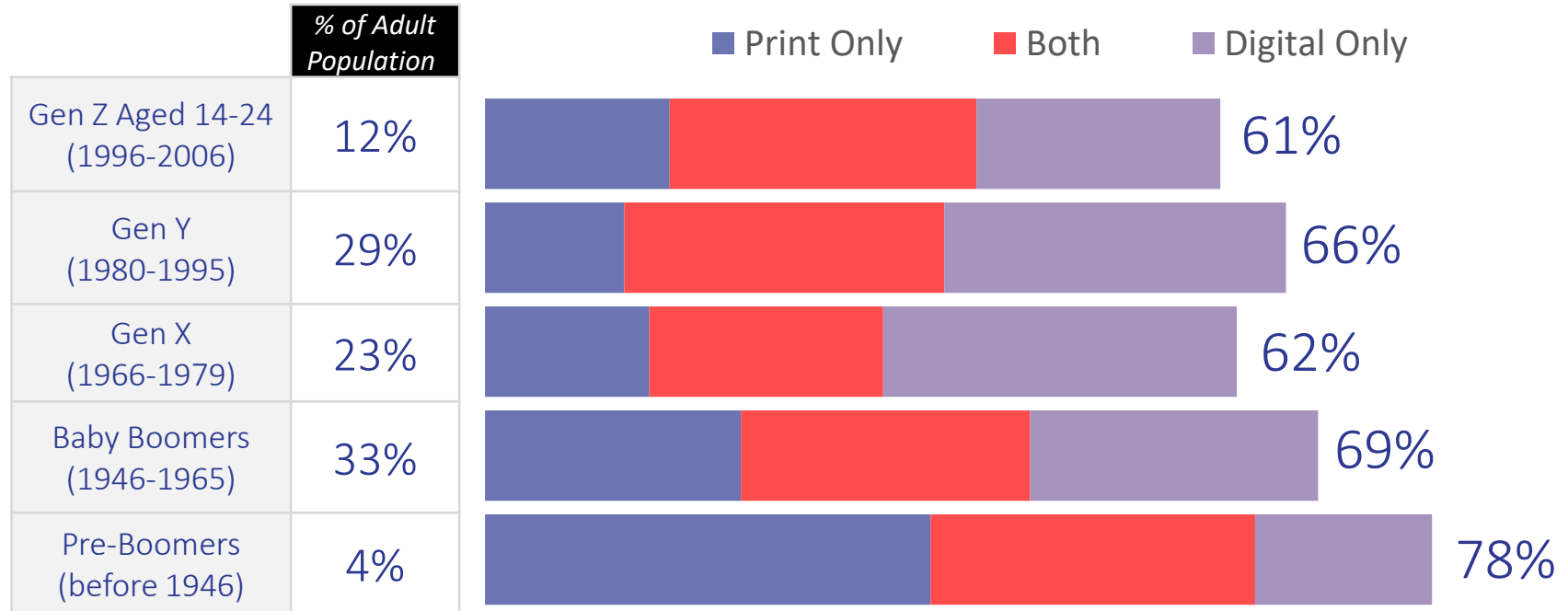


Gen X, Y & Z have greater digital reading than older generations.

Gen Z are more likely to read print only than **Gen Y**.

Cross-platform readership is fairly consistent for all generations.

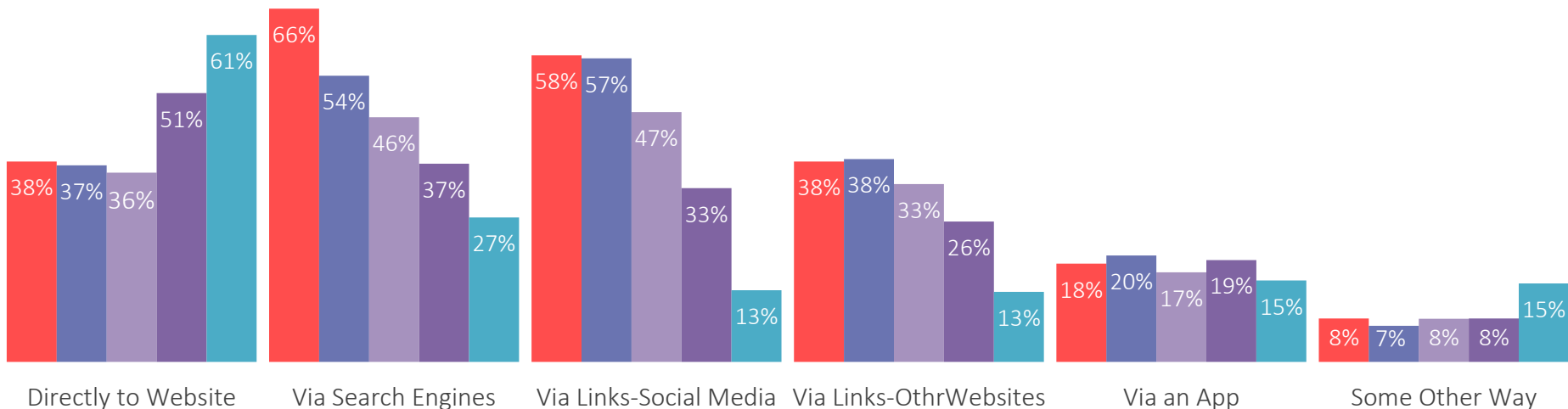
Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)



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.

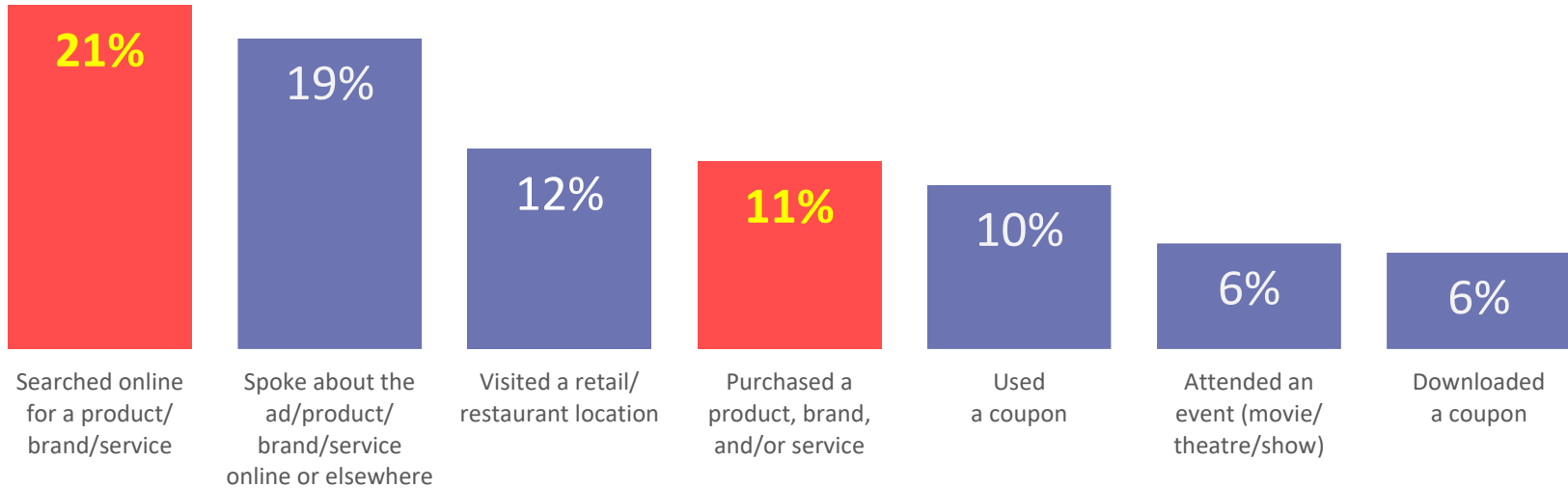
Any Newspaper, Reach of Weekly Digital Readers (Major Markets, 18+)

■ Gen Z Aged 14-24 (1996-2006) ■ Gen Y (1980-1995) ■ Gen X (1966-1979) ■ Baby Boomers (1946-1965) ■ Pre-Boomers (before 1946)



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



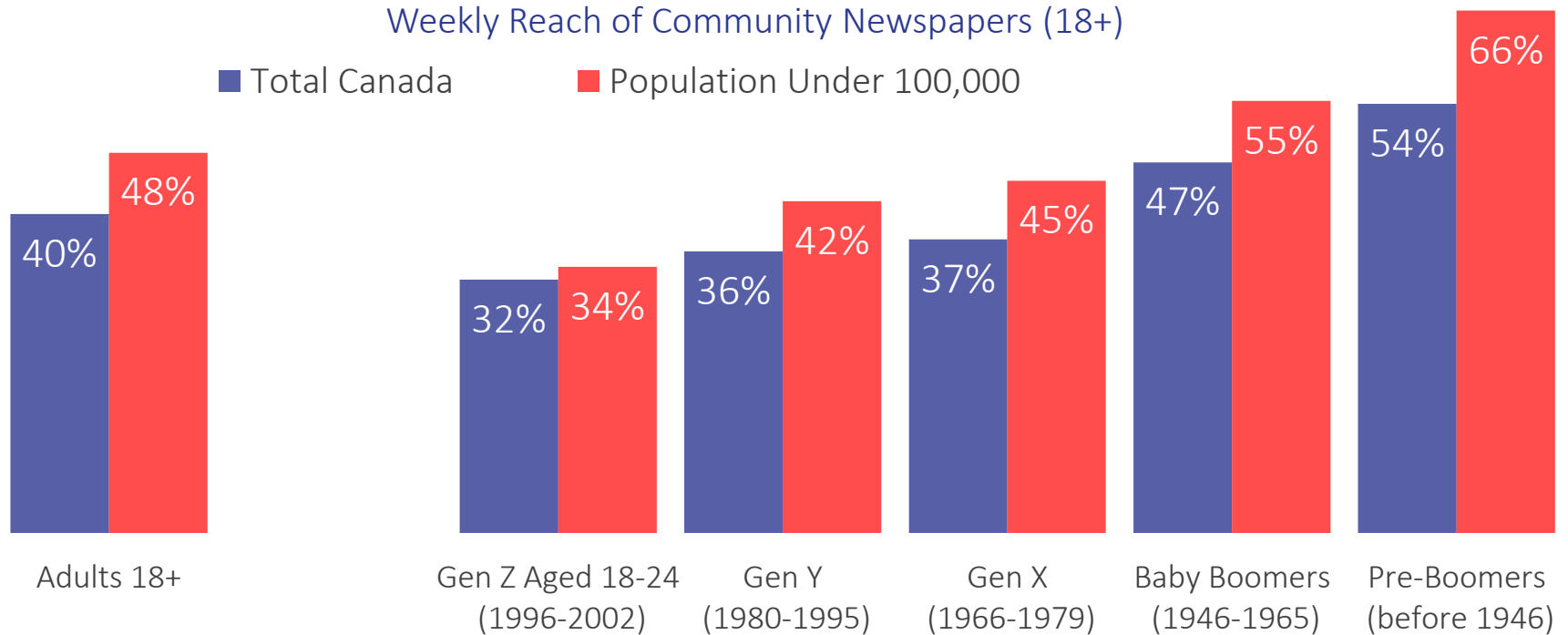
COMMUNITY NEWSPAPERS

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:	40%	52%	36%	43%	34%	36%
Monthly:	55%	66%	54%	57%	50%	50%
Longer Ago:	26%	21%	29%	26%	26%	28%

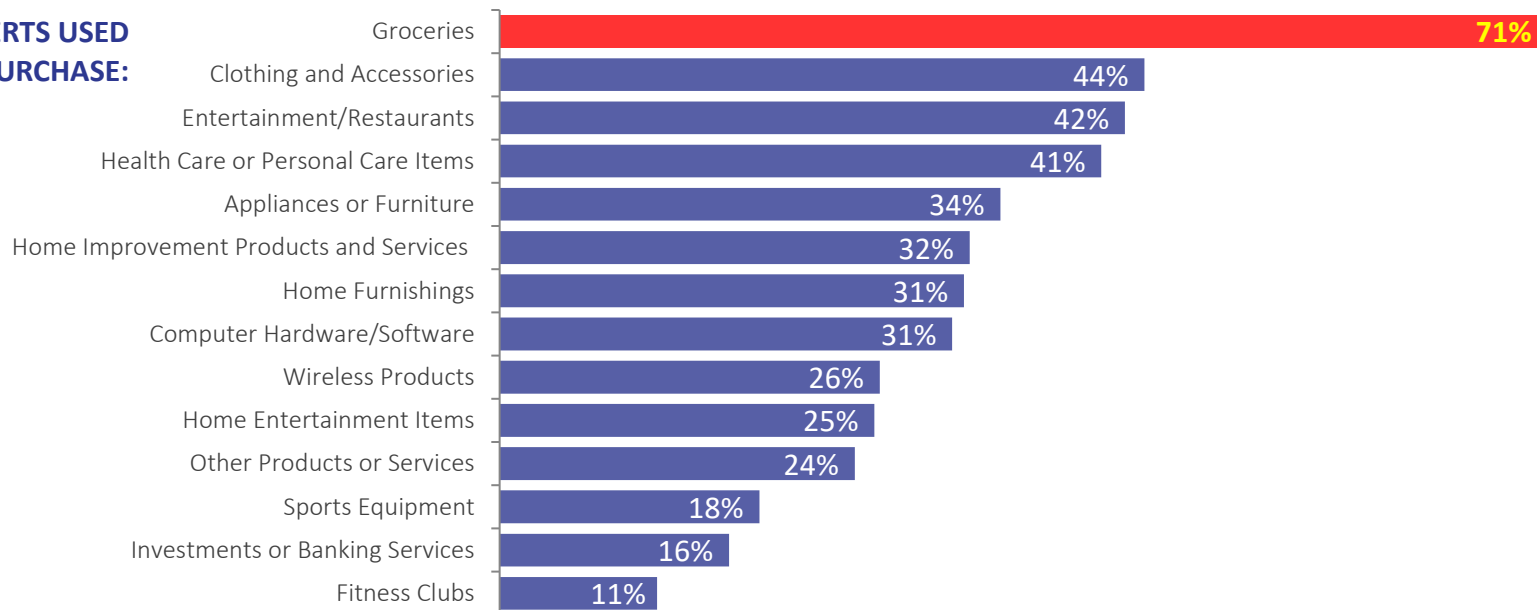
Community Newspaper readership is stronger in smaller markets and readership increases with age.



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

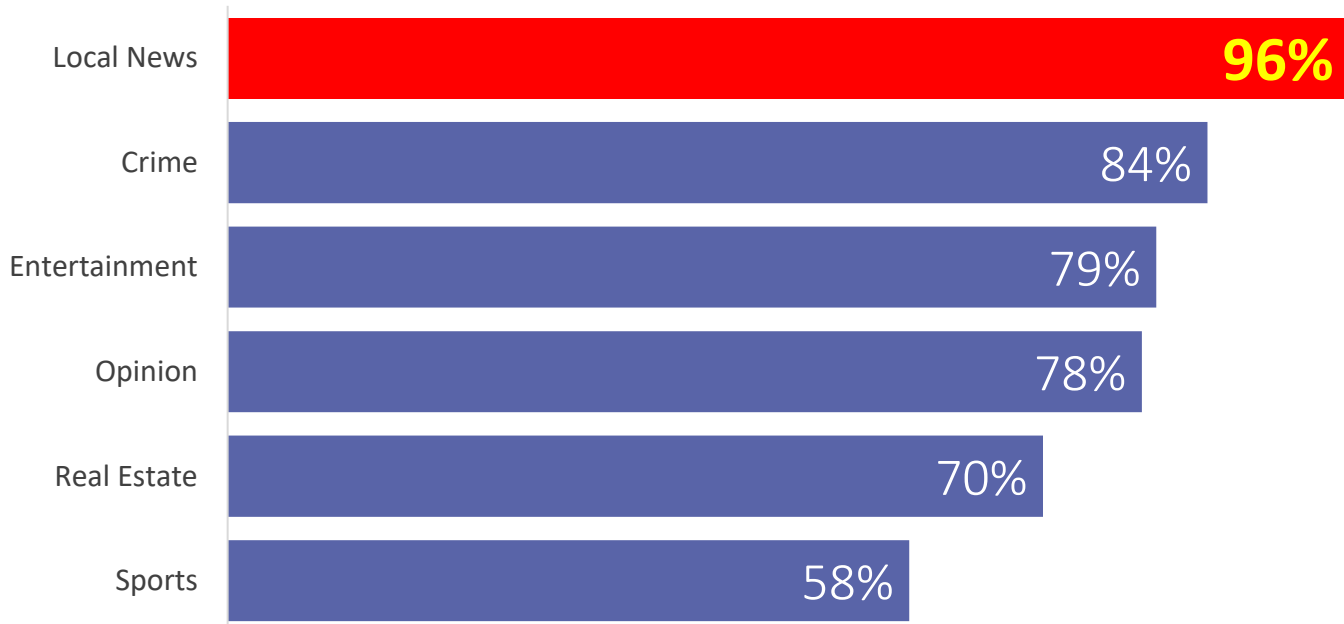
Community Newspaper Readers – Past Week (18+)

FLYER/INSERTS USED TO PLAN PURCHASE:



Community Newspaper readers are most interested in local news.

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



MEDIA AND TECHNOLOGY SEGMENTS

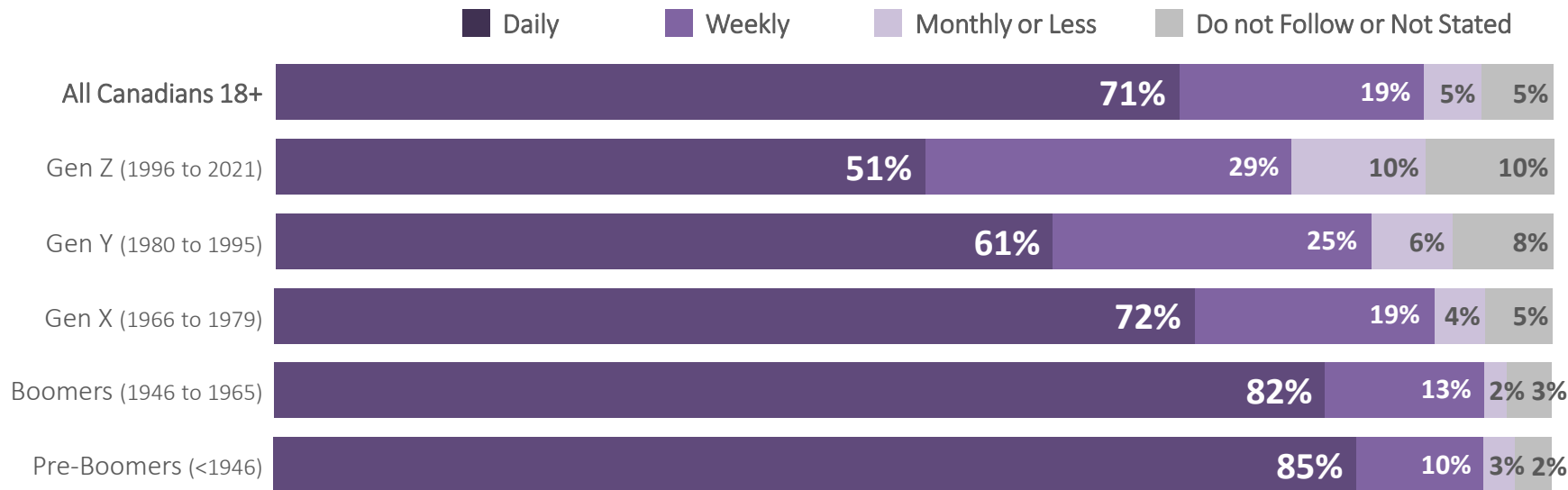
% of Canadian Adults:

TRADITIONALISTS	Traditionalists are old-fashioned when it comes to their media and purchasing preferences.	27%
CONFORMISTS	While Conformists rely on TV to get news and information, they are attempting to adapt to new media and technology.	26%
EARLY ADOPTERS	Early Adopters have a strong appetite for new technology/products and prefer quality over style.	18%
LAGGARDS	Streaming and new media has not affected Laggards to the extent as it has others, particularly their radio listening habits.	17%
TECH SAVVY STREAMERS	Tech Savvy Streamers are confident with new technology, and streaming is a large part of their media consumption.	12%

TRUST IN NEWS

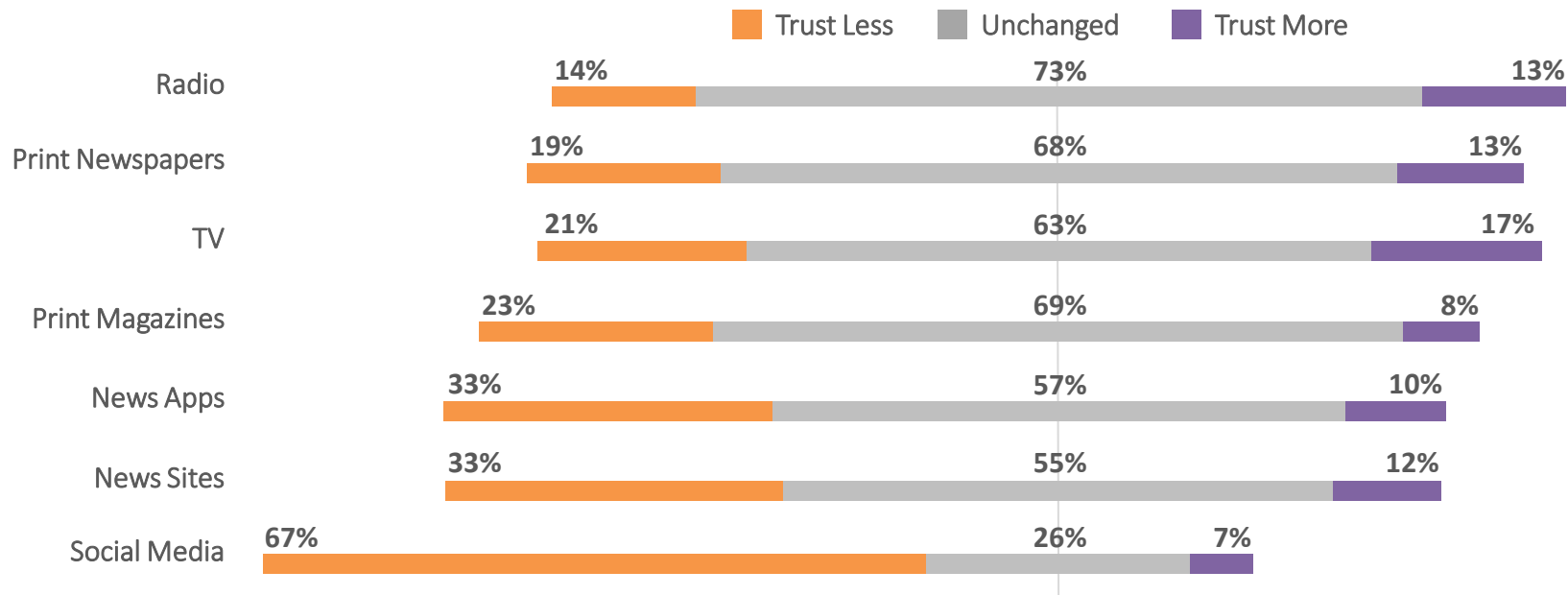
Over 7 in 10 Canadians catch up on the news at least once a day, with older generations the most likely to stay up-to-date on a regular basis.

How often Canadians catch up on the news, 18+:

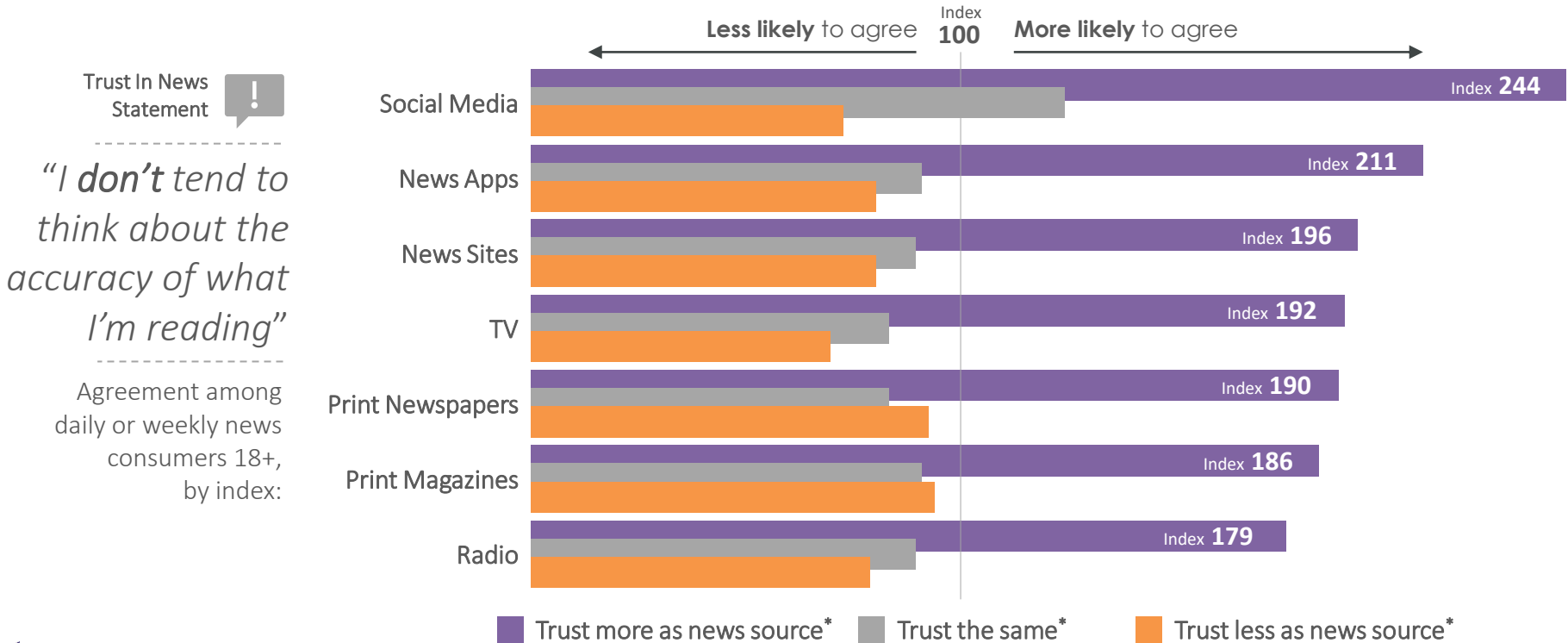


While most Canadians that regularly catch up on news still have trust in the news they consume, **2 in 3** feel news on social media has become less trustworthy.

Change in trust in news* among Canadians 18+ that consumer news at least weekly, by media:



Canadians that said they have more or the same trust in social media as a news source are also the **most likely** to take the news they're consuming as factual.



Younger Canadians are more likely to see social media as a trustworthy news source, while also being skeptical of the importance and accuracy of news sources.

Daily or weekly news consumers 18+ that felt their trust in social media as a news source changed:*

● Trust social media **less** as a news source ● Trust social media **more** as a news source

