

Overview of Results:

Spring 2021 Study



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	# Provinces
1 Toronto CMA	3489	17 Halifax CMA	475	33 Sault Ste. Marie (LM)	237	1 Alberta
2 Montreal CMA	2801	18 St. John's CMA	350	34 Saguenay CMA	232	2 British Columbia
3 Vancouver CMA	2046	19 Kingston (LM)	322	35 Granby (LM)	231	3 Manitoba
4 Ottawa/Gatineau CMA	1268	20 Saint John (LM)	303	36 Summerside (LM)	228	4 New Brunswick
5 Calgary CMA	841	21 Cape Breton (LM)	287	37 Timmins (LM)	220	5 Newfoundland and Labrador
6 Edmonton CMA	840	22 Sudbury (LM)	284	38 Owen Sound (LM)	216	6 Nova Scotia
7 Winnipeg CMA	770	23 Brantford (LM)	274	39 Trois-Rivières CMA	215	7 Ontario
8 Quebec City CMA	595	24 Belleville (LM)	266			8 Prince Edward Island
9 Victoria CMA	593	25 Peterborough (LM)	266			9 Quebec
10 Windsor CMA	587	26 Charlottetown (LM)	257			10 Saskatchewan
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			

(CMA) = Major Markets

(LM) = Local Markets

Titles Reported

MAGAZINES (39)

- 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
- Cottage Life
- ELLE CANADA
- FASHION Magazine
- FOOD & DRINK
- Good Times
- Hello! Canada
- Maclean's
- Our Canada
- Professionally Speaking
- Reader's Digest
- Report On Business Magazine
- Style at Home
- Toronto Life
- Zoomer Magazine
- Bel Âge magazine
- CAA Québec
- Châtelaine (Fr)
- Clin d'oeil
- Coup de pouce
- ELLE QUÉBEC
- L'actualité
- Les Affaires/Les Affaires Plus
- Les Idées de ma Maison
- Magazine Véro
- RICARDO Magazine
- Sélection du Reader's Digest
- Urbania

NEWSPAPERS (51)

- Cape Breton Post (LM)
- Edmonton Journal
- Leader-Post (Regina)
- Montreal Gazette
- National Post
- Niagara Falls Review
- North Bay Nugget (LM)
- Ottawa Citizen
- Standard-Freeholder (LM)
- The Belleville Intelligencer (LM)
- The Brandon Sun (LM)
- The Brantford Expositor (LM)
- The Calgary Herald
- The Calgary Sun
- The Chatham Daily News (LM)
- The Chronicle Herald (extended area)
- The Daily Press (LM)
- The Edmonton Sun
- The Globe And Mail
- The Guardian (extended area)
- The Hamilton Spectator
- The Kingston Whig-Standard (LM)
- The London Free Press
- The Ottawa Sun
- The Owen Sound Sun Times (LM)
- The Peterborough Examiner (LM)
- The Province
- The Sarnia Observer (LM)
- The Sault Star (LM)
- The Standard
- The StarPhoenix
- The Sudbury Star (LM)
- The Telegram
- The Toronto Sun
- The Tribune
- The Vancouver Sun
- The Windsor Star
- The Winnipeg Sun
- Times Colonist
- Toronto Star
- Waterloo Region Record (home market)
- Winnipeg Free Press
- La Tribune (extended area)
- La Voix de l'Est (LM)
- Le Devoir
- Le Droit
- Le Journal de Montréal
- Le Journal de Québec
- Le Nouvelliste (extended area)
- Le Quotidien (extended area)
- Le Soleil

COMMUNITY TITLES (4)

- Mississauga News
- Brampton Guardian
- Niagara This Week
- Scarborough Mirror

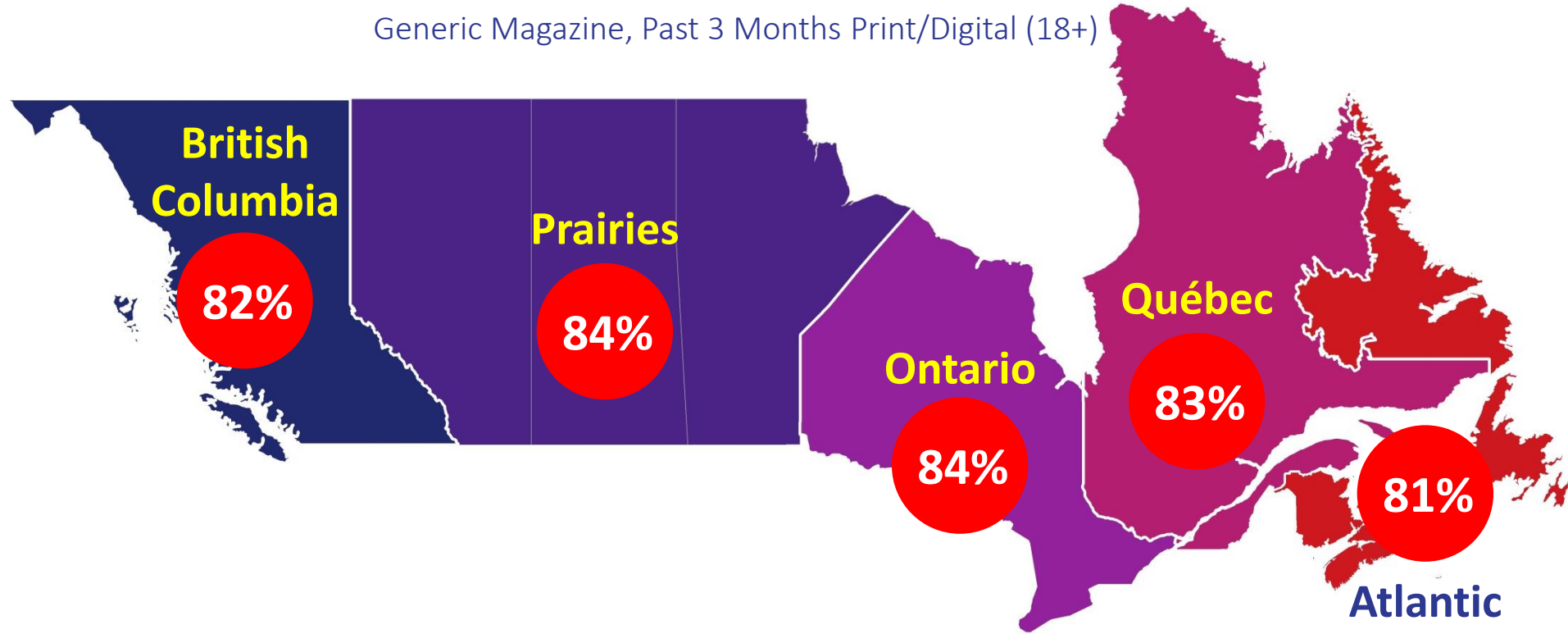
OTHER TITLES (1)

- Toronto Star Wheels

MAGAZINES

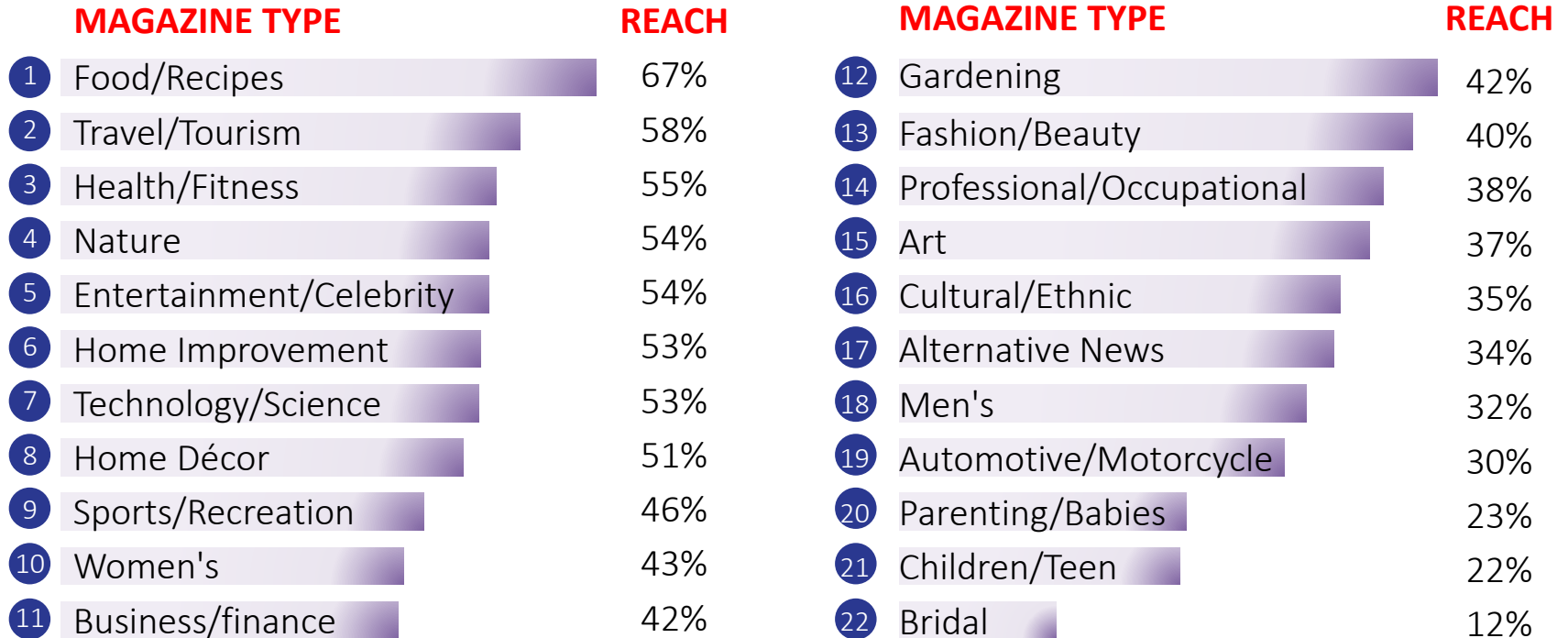
Across Canada, **Magazine Brands** reach over 8 in 10 adults.

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



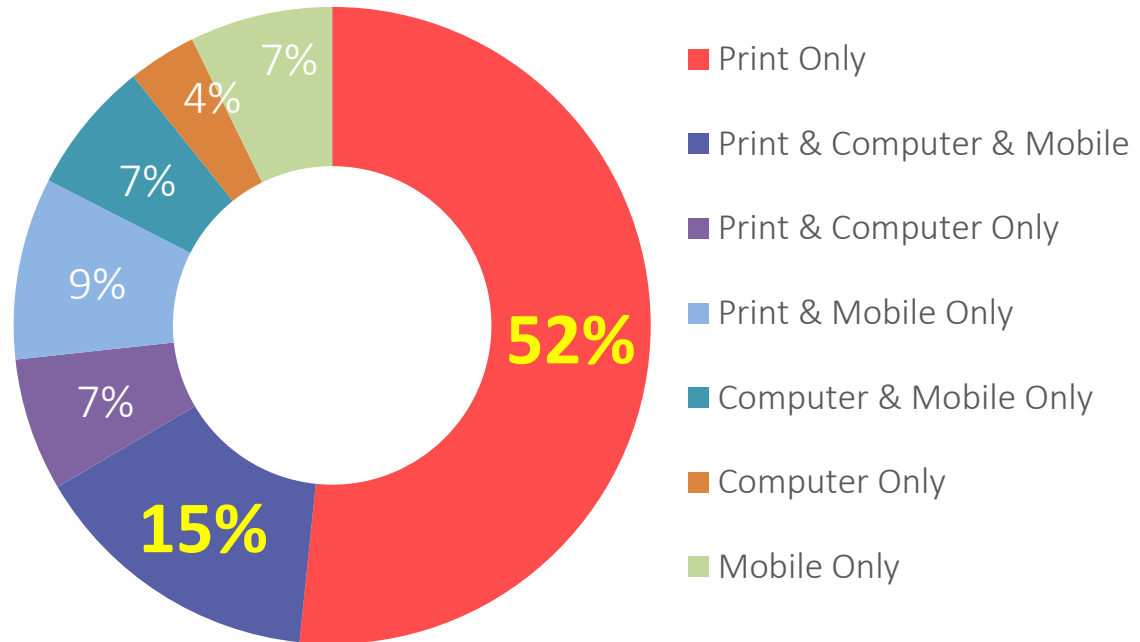
Food, Travel, and Health **Magazines** are the most popular among Canadians.

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



While 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+)

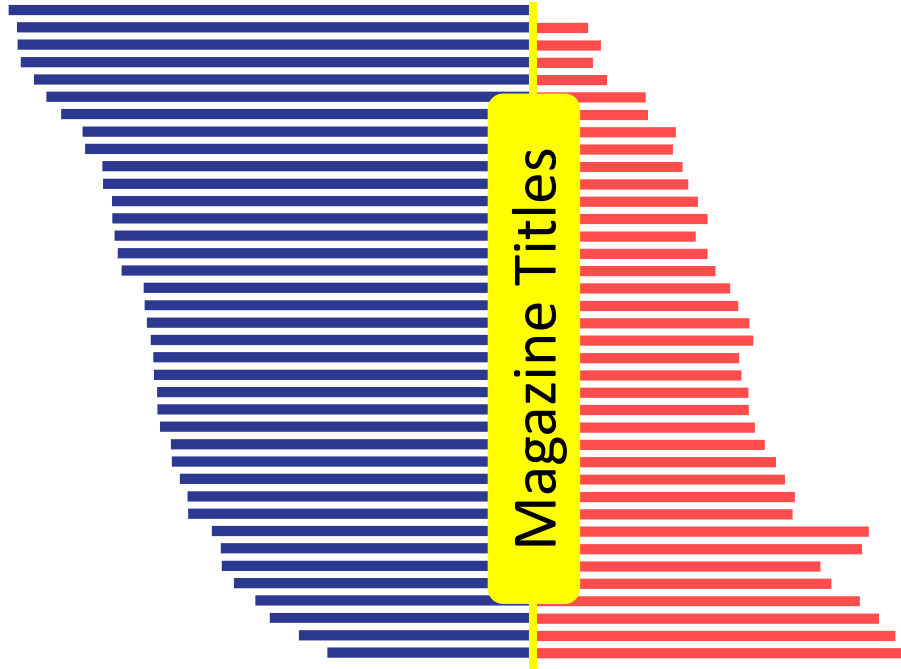


Platform readership of **Magazine Brands** increasingly varies by title.

Print as a % of total audience

Digital as a % of total audience

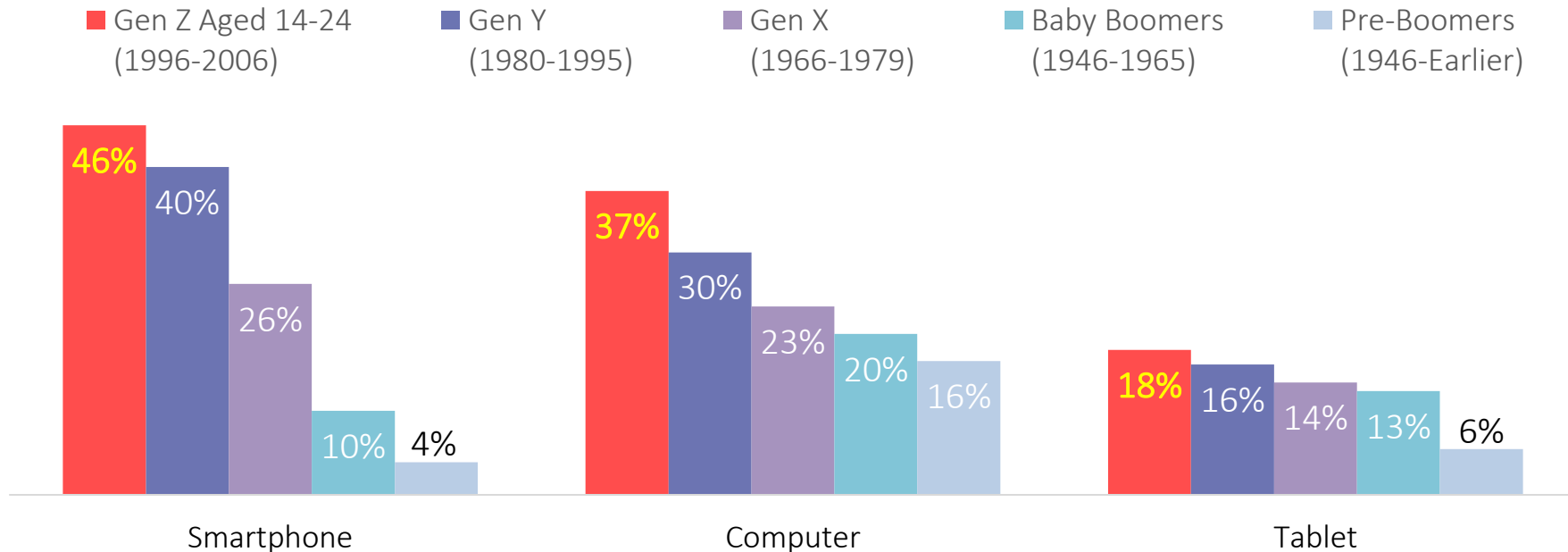
Print
Dominates



More Digital
Variation

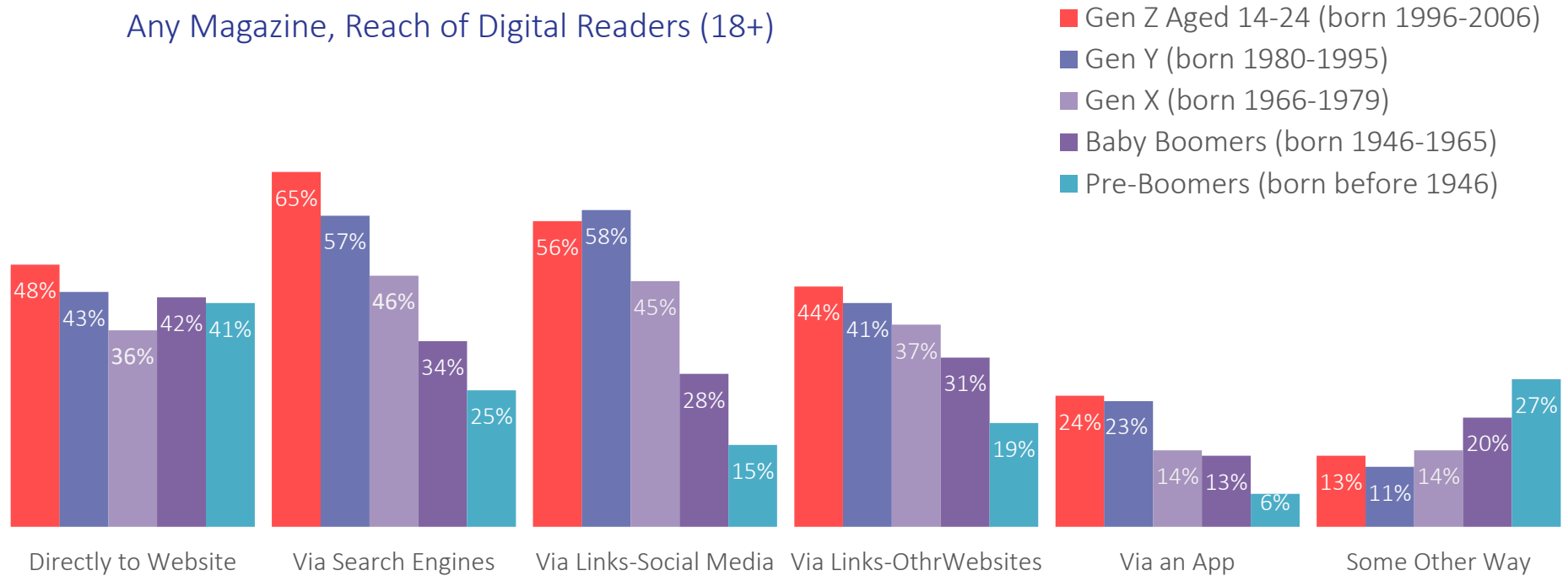
Gen Z & Gen Y are more likely to read a Magazine's digital content across all devices.

Any Magazine, Reach by Digital Device (18+)



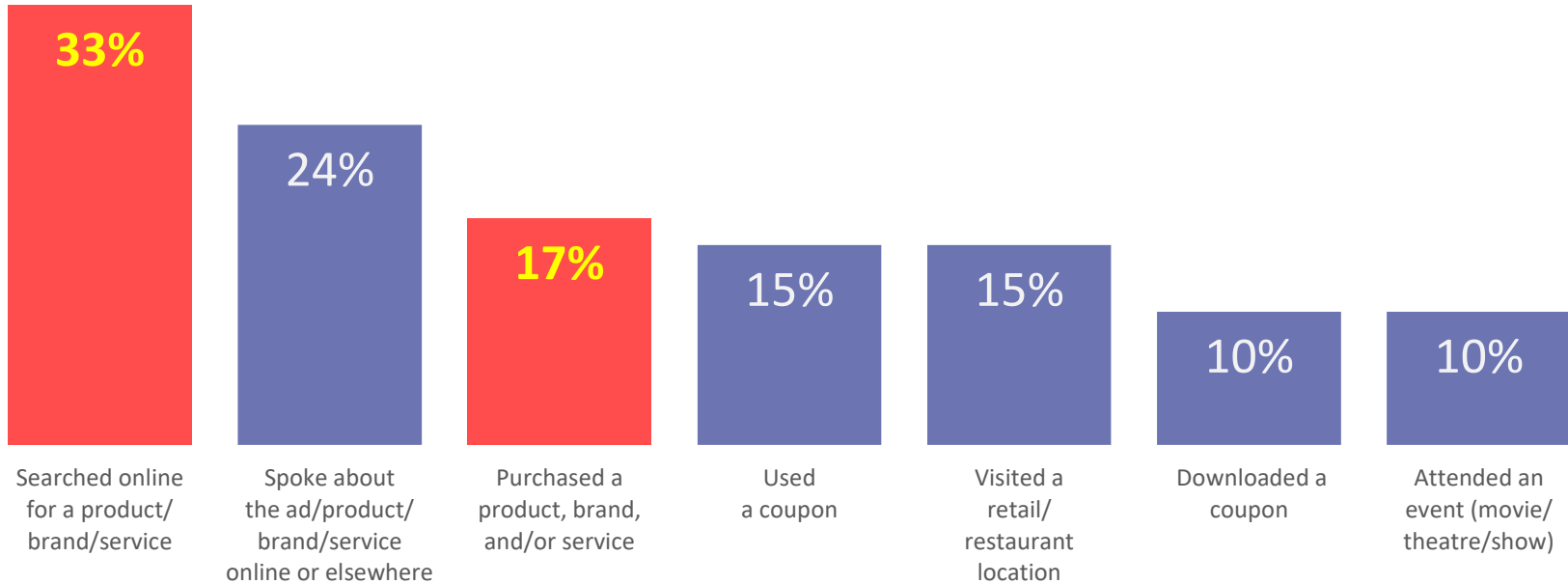
Gen X, Y & Z predominantly access **Digital Magazine** content indirectly, via search and social media.

Any Magazine, Reach of Digital Readers (18+)



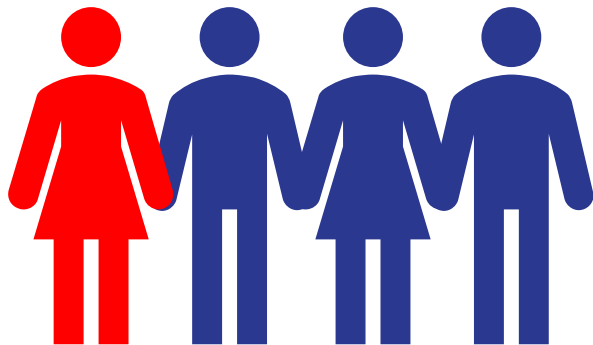
1 in 3 **Magazine** readers searched online for a product, brand, and/or service advertised, while over 1 in 6 made a purchase.

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



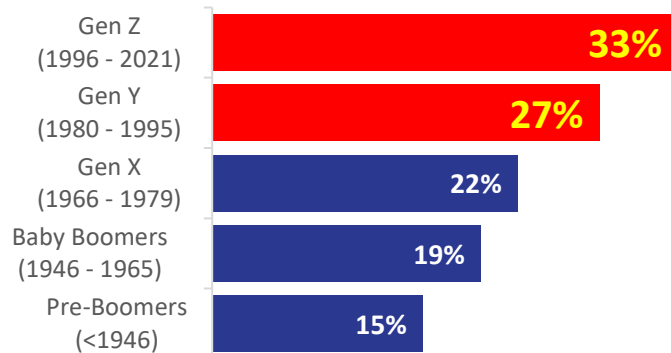
Younger Canadians were more likely to up their consumption of print or digital **magazines during COVID**

% increased consumption of printed or digital magazines during COVID:



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

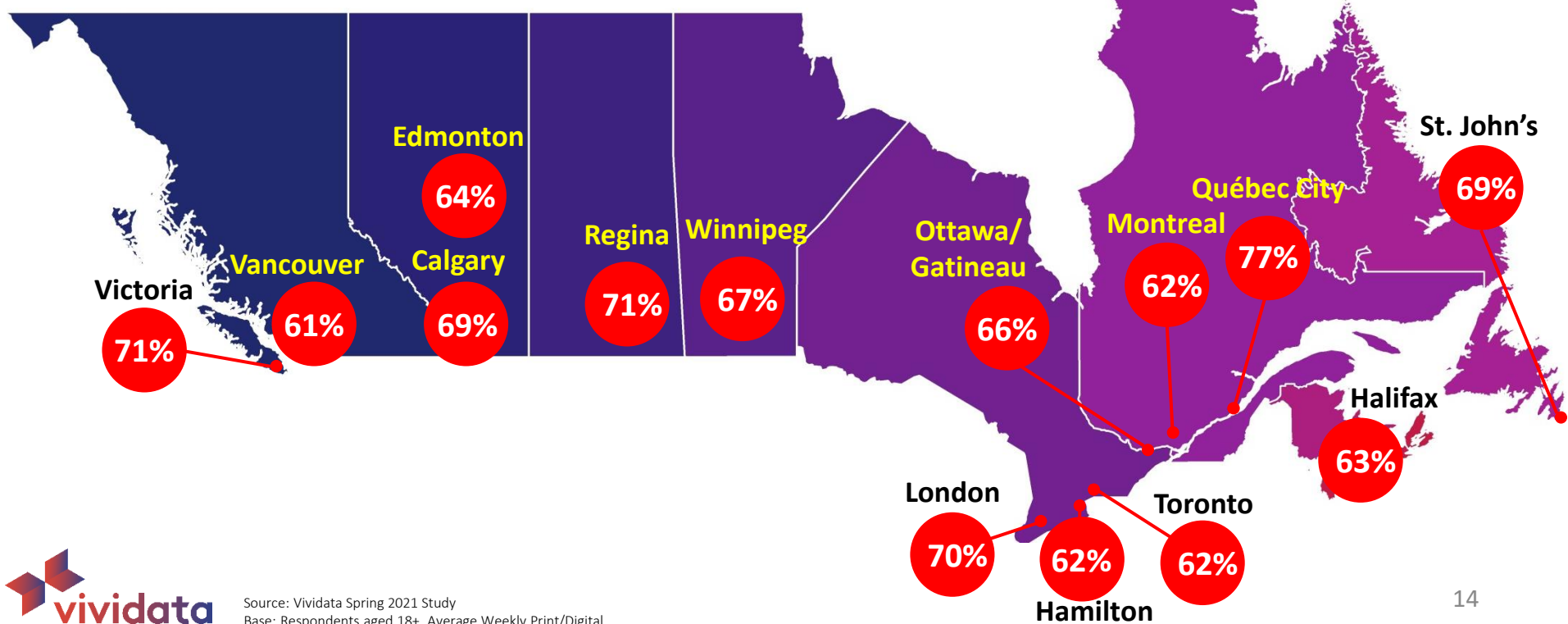
33% of Gen Z and **27% of Gen Y**
read more magazine content



NEWSPAPERS

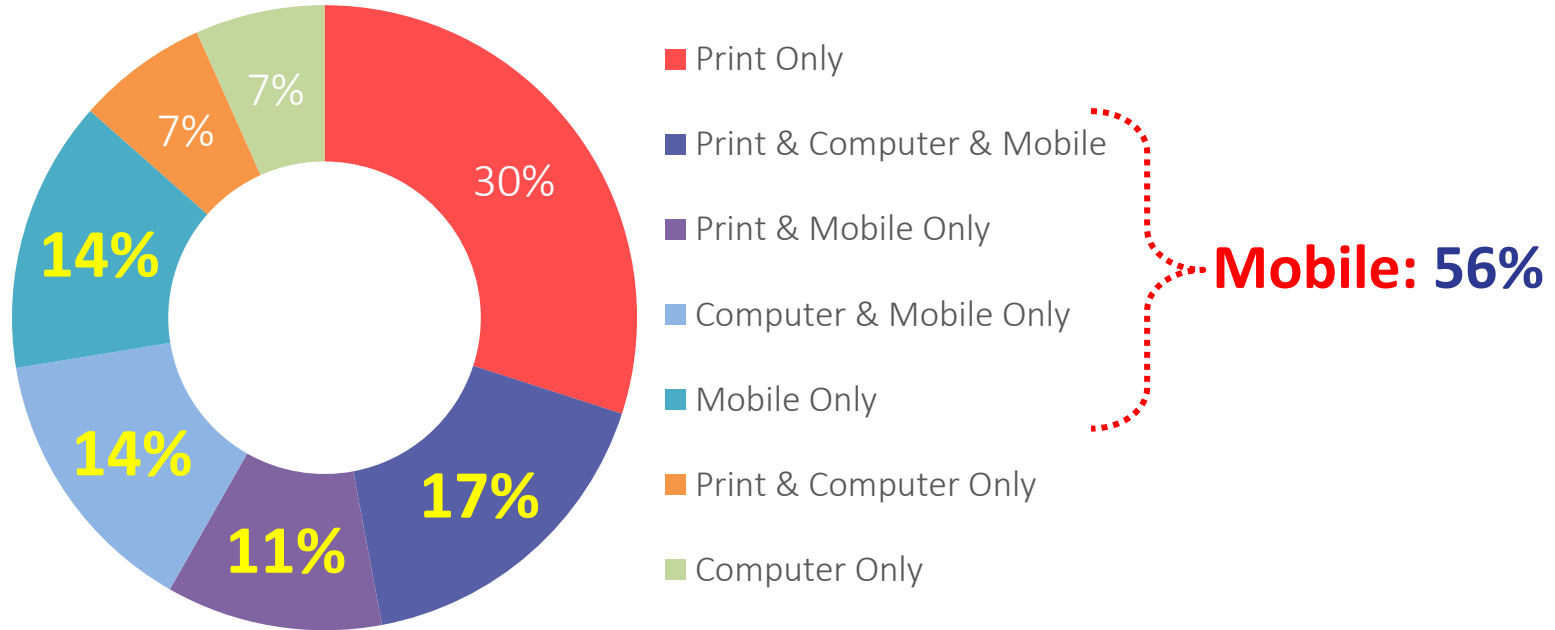
On a weekly basis, **Daily Newspaper Brands** reach over 3 out of 5 adults across Canada.

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



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

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

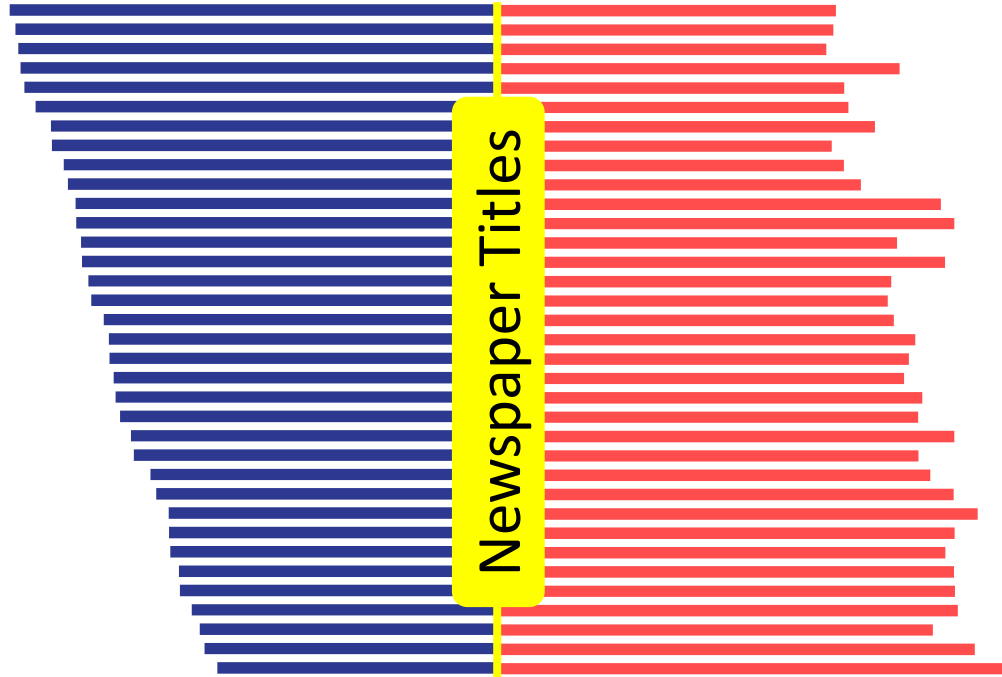


Platform readership of **Newspaper Brands** continues to vary by title.

Print as a % of total audience

Digital as a % of total audience

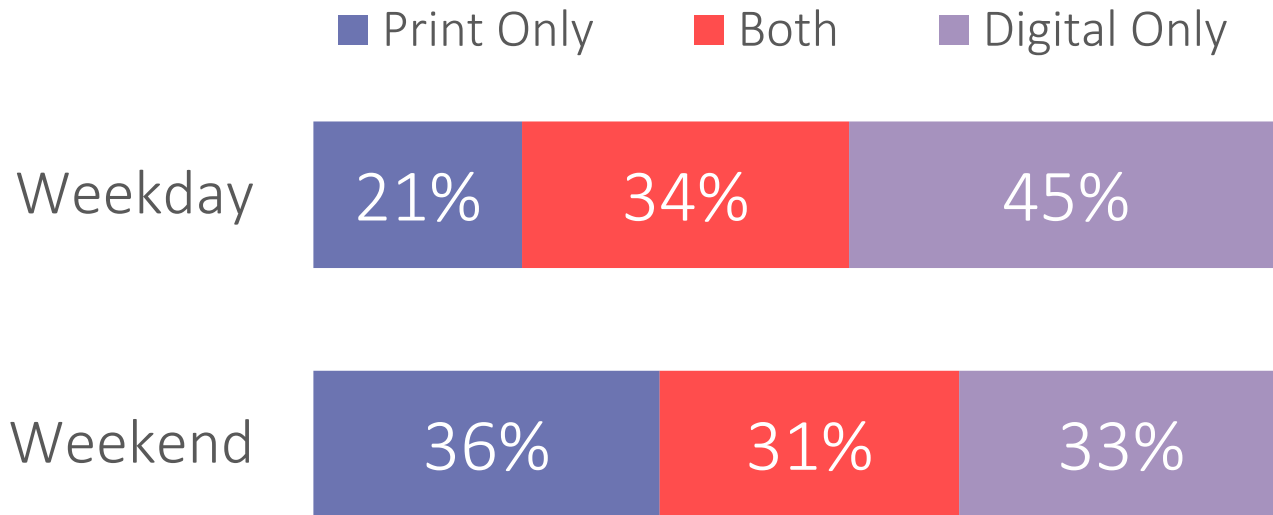
Print
Dominates



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+)

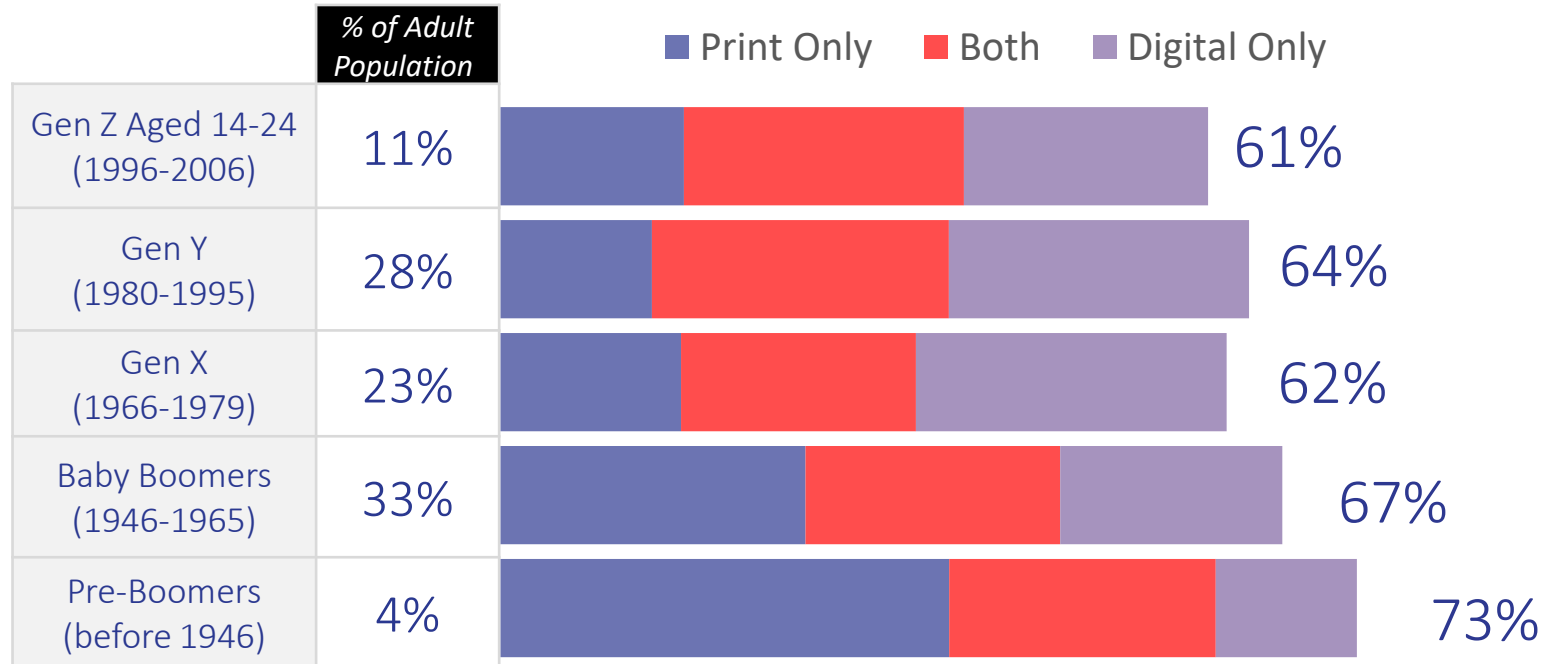


Gen X, Y & Z have greater digital reading than older generations.

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

Cross-platform readership is fairly consistent for all generations.

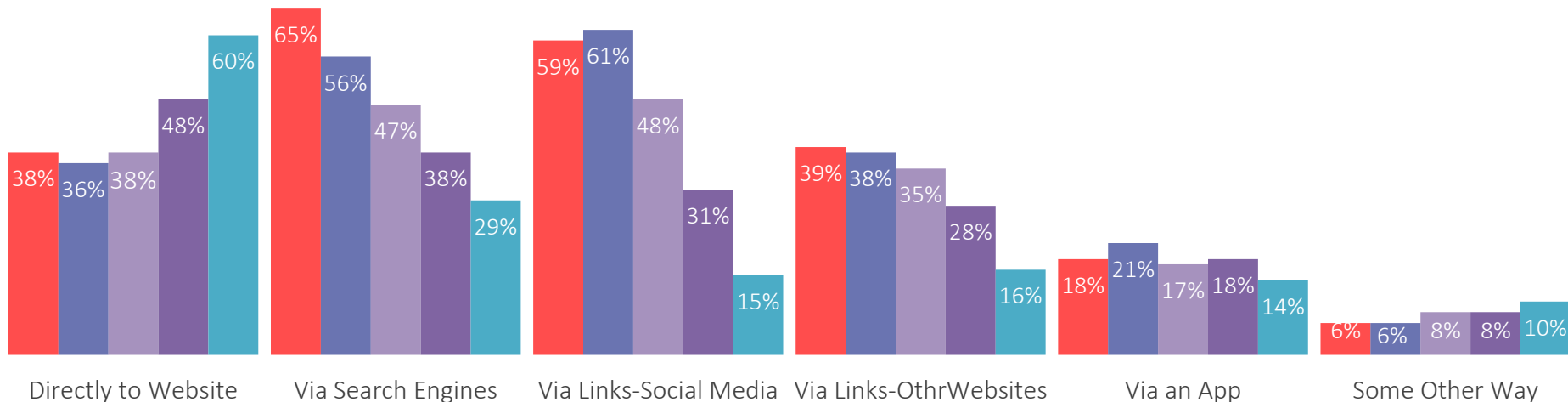
Any Newspaper, Weekly Reach of Print/Digital (Major Markets, 18+)



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.

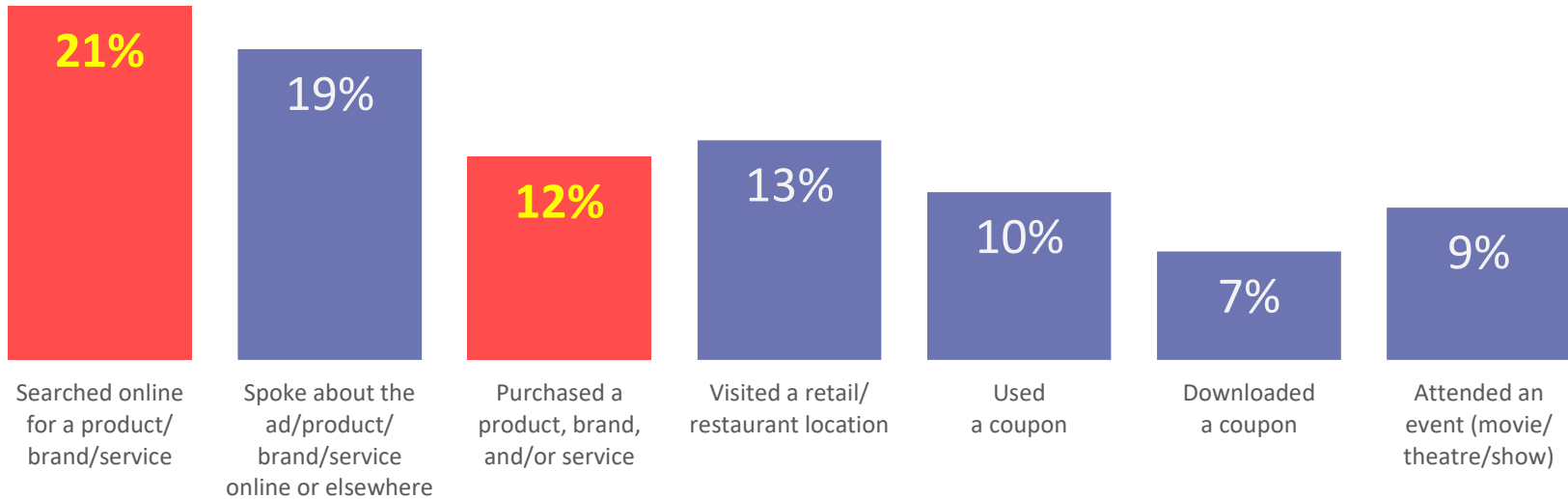
Any Newspaper, Reach of Weekly Digital Readers (Major Markets, 18+)

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



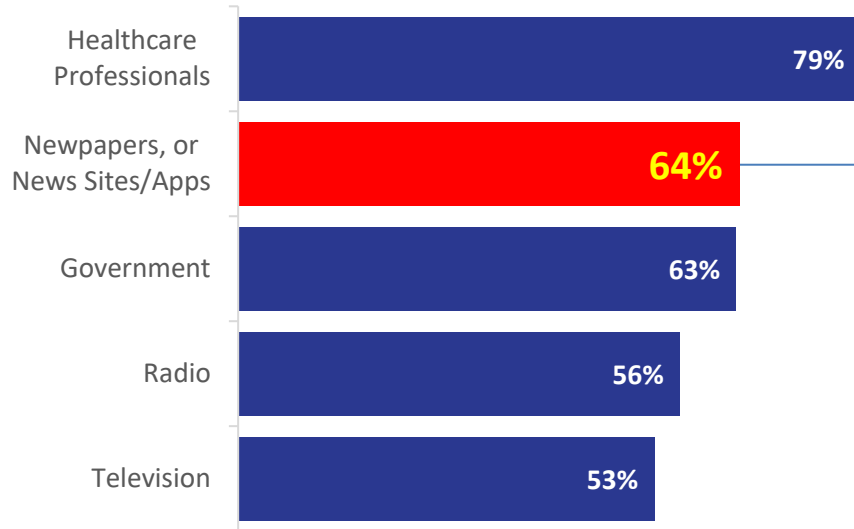
1 in 5 **Newspaper Brand** readers searched online for a product, brand, and/or service advertised, while nearly 1 in 6 made a purchase.

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



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%

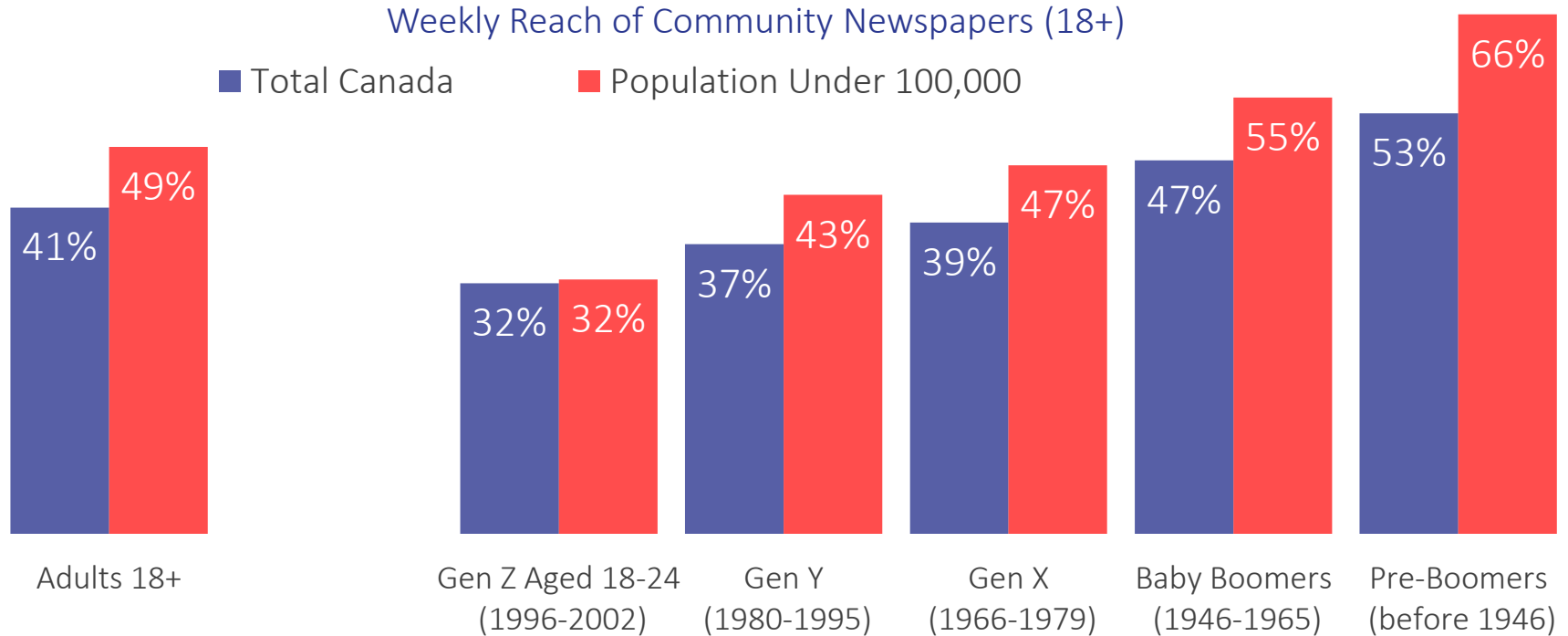
COMMUNITY NEWSPAPERS

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%

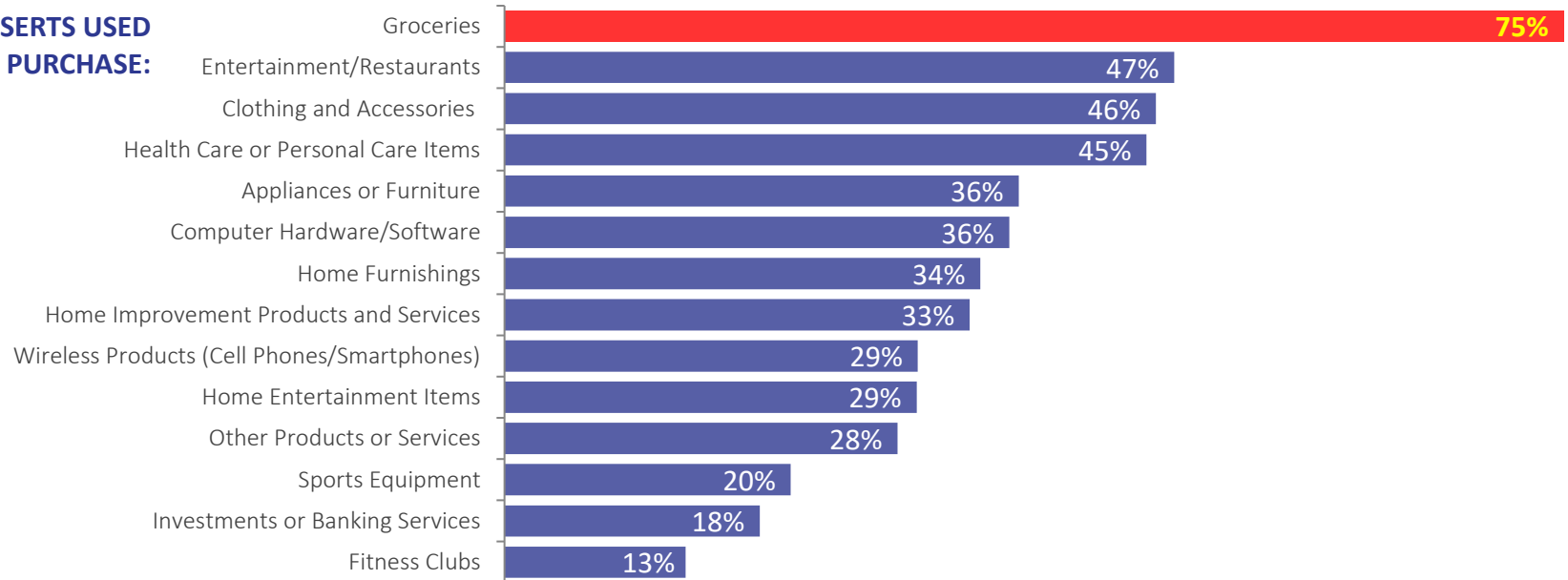
Community Newspaper readership is stronger in smaller markets and readership increases with age.



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

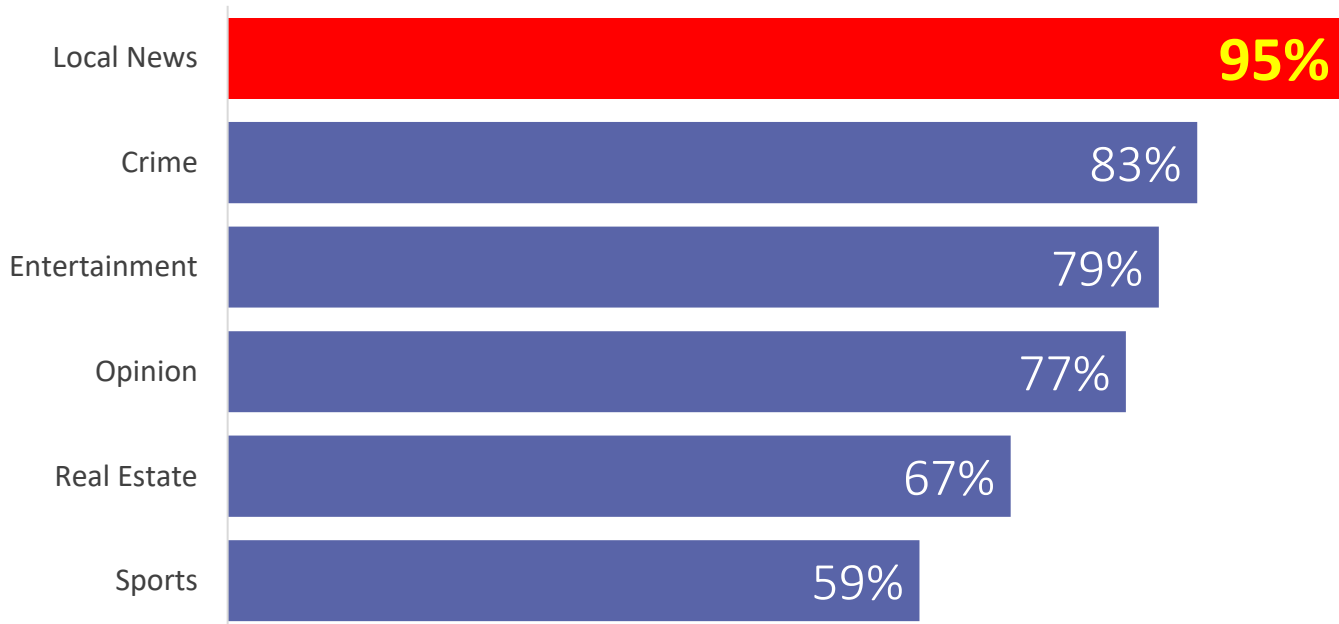
Community Newspaper Readers – Past Week (18+)

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

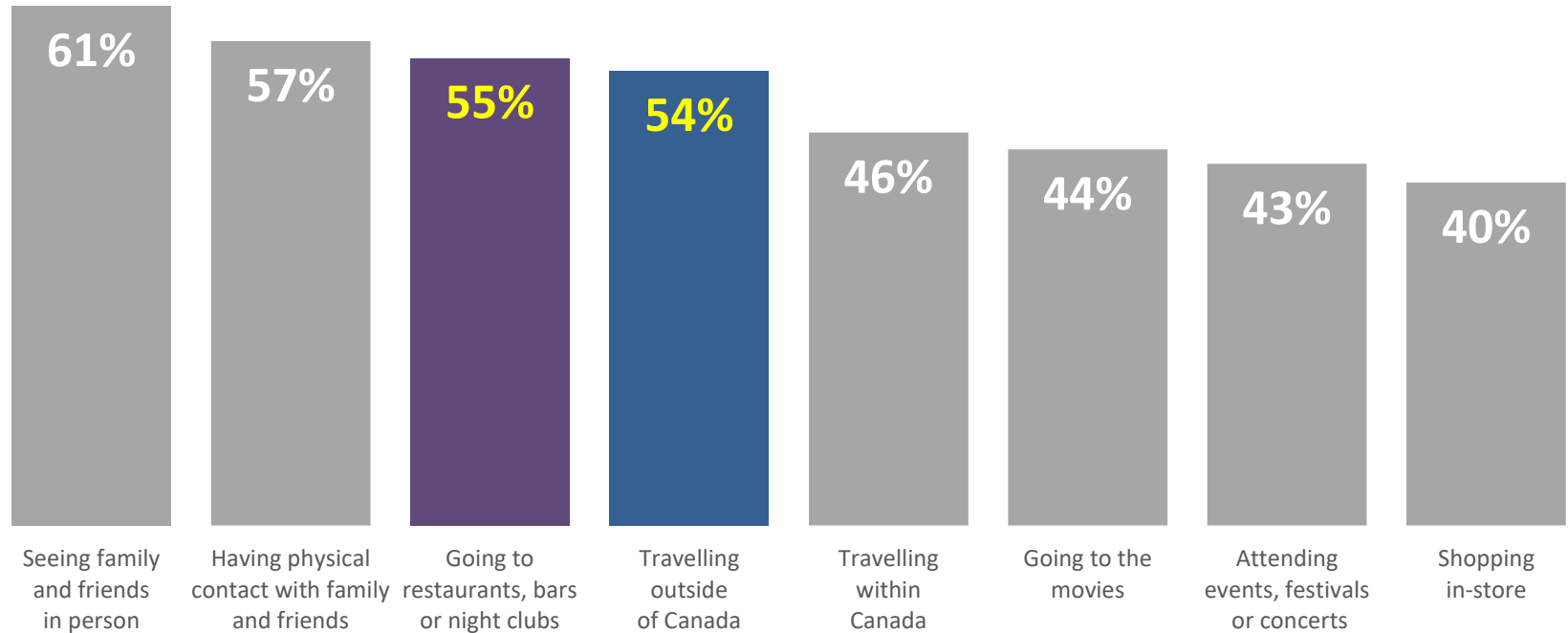
% of Canadian Adults:

TRADITIONALISTS	Traditionalists are old-fashioned when it comes to their media and purchasing preferences.	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%

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.

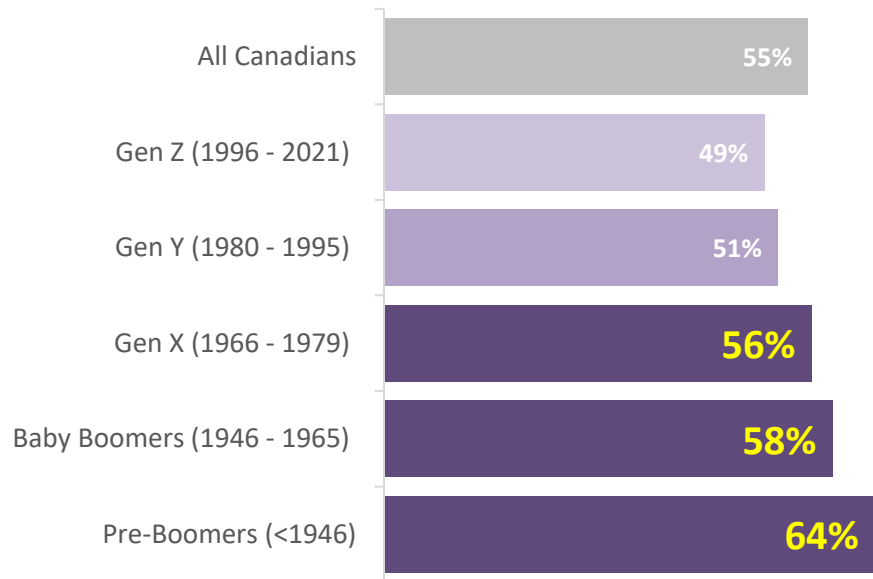
COVID-19 Impact – Activities Looking Forward To Do (18+)



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%

Pizza

32%

Burgers

31%

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

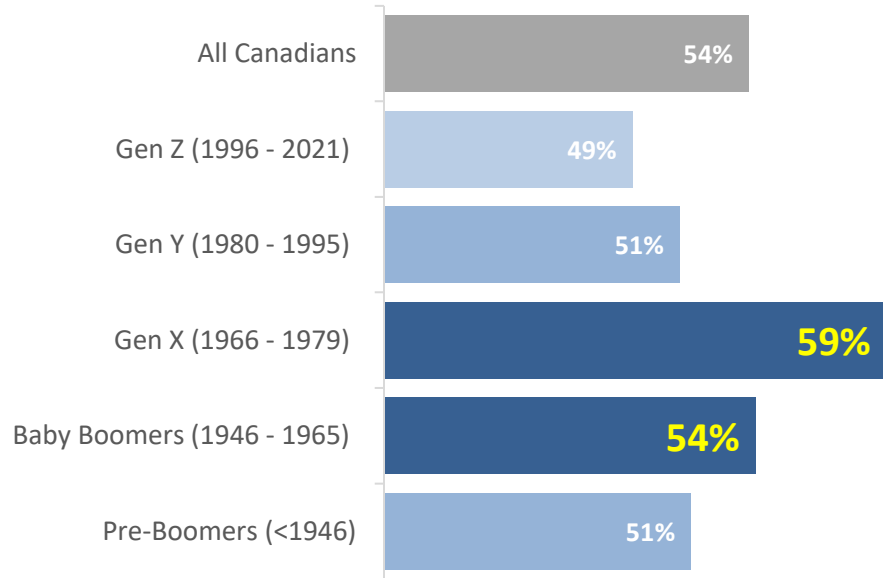
Steak or
Seafood
House

Steak or
Seafood
House

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%

USA

12%

Mexico & Caribbean

11%

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

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>I don't think people are taking COVID-19 seriously enough</i>	68%	65%	61%	66%	73%	76%
<i>I am concerned about the sanitation and hygiene in stores</i>	56%	57%	55%	55%	58%	58%
<i>I am more careful with my spending due to the economic uncertainty caused by the COVID-19 pandemic</i>	52%	53%	52%	55%	51%	47%
<i>I will continue to mostly shop online even though stores are open</i>	35%	48%	43%	36%	27%	20%
<i>I'm worried about my mental health due to social distancing</i>	34%	46%	40%	34%	26%	20%
<i>I think the economy will be strong by the end of the pandemic</i>	18%	22%	19%	17%	17%	19%

Below All 18+
 All 18+
 Above All 18+