

## Valentine's Day

## Detailed tables

**TG14\_1. (On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper												
Strongly agree	193 14%	28 15%	17 12%	16 17%	87 16% E	35 10%	11 10%	45 14%	69 14%	79 13%	66 17% K	127 12%
Somewhat agree	754 53%	91 48%	81 56%	47 50%	285 52%	182 52%	68 64% ADE	162 49%	255 53%	338 55%	221 57%	533 51%
Somewhat disagree	307 22%	44 23%	28 20%	21 23%	107 20%	86 25%	20 19%	75 23%	97 20%	135 22%	76 19%	231 22%
Strongly disagree	173 12%	25 14%	19 13%	9 10%	67 12%	45 13%	7 7%	47 14%	61 13%	65 11%	28 7%	145 14% J
Summary												
Top2Box - Agree	947 66%	119 63%	98 67%	63 67%	372 68%	217 62%	79 74% AE	206 63%	324 67%	417 68%	287 73% K	660 64%
Low2Box - Disagree	481 34%	69 37% F	48 33%	30 33%	175 32%	131 38%	27 26% F	122 37%	159 33%	200 32%	104 27%	376 36% J

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**TG14\_2.** (I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area												
Strongly agree	319 22%	51 27%	27 19%	18 19%	145 27%	56 16%	23 22%	71 21%	123 26%	126 20%	90 23%	229 22%
Somewhat agree	675 47%	83 44%	74 51%	50 54%	259 47%	157 45%	51 48%	149 46%	228 47%	297 48%	208 53%	467 45%
Somewhat disagree	283 20%	31 17%	30 21%	18 19%	85 16%	95 27%	24 22%	65 20%	86 18%	132 21%	63 16%	219 21%
Strongly disagree	151 11%	23 12%	14 9%	7 7%	58 11%	41 12%	8 8%	43 13%	45 9%	62 10%	30 8%	120 12%
Summary												
Top2Box - Agree	995 70%	134 71%	102 70%	68 74%	404 74%	213 61%	74 70%	220 67%	351 73%	423 69%	298 76%	697 67%
Low2Box - Disagree	433 30%	54 29%	44 30%	24 26%	143 26%	136 39%	32 30%	108 33%	131 27%	194 31%	94 24%	340 33%

## Valentine's Day

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**TG14\_3. (If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV												
Strongly agree	300 21%	38 20%	34 23%	25 27%	130 24%	44 13%	29 28%	59 18%	103 21%	138 22%	78 20%	223 21%
Somewhat agree	570 40%	87 46%	65 44%	35 38%	226 41%	112 32%	45 43%	112 34%	194 40%	264 43%	157 40%	413 40%
Somewhat disagree	372 26%	38 20%	36 25%	24 26%	117 21%	131 38%	25 24%	96 29%	123 25%	152 25%	115 29%	256 25%
Strongly disagree	186 13%	26 14%	11 8%	8 9%	73 13%	61 18%	6 6%	61 19%	63 13%	63 10%	41 11%	145 14%
Summary												
Top2Box - Agree	871 61%	125 66%	98 67%	60 65%	356 65%	156 45%	74 70%	171 52%	298 62%	402 65%	235 60%	636 61%
Low2Box - Disagree	557 39%	63 34%	47 33%	32 35%	190 35%	192 55%	31 30%	157 48%	185 38%	215 35%	157 40%	401 39%

## Valentine's Day

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**TG14\_4.** (I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special												
Strongly agree	339 24%	51 27%	31 21%	21 23%	146 27%	64 18%	27 25%	73 22%	128 27%	138 22%	116 30%	224 22%
Somewhat agree	570 40%	60 32%	58 40%	49 52%	226 41%	125 36%	52 50%	136 41%	191 40%	243 39%	162 41%	408 39%
Somewhat disagree	269 19%	34 18%	28 19%	14 15%	86 16%	95 27%	14 13%	59 18%	90 19%	121 20%	71 18%	199 19%
Strongly disagree	249 17%	44 23%	29 20%	10 10%	89 16%	64 18%	13 12%	60 18%	74 15%	115 19%	43 11%	206 20%
		CDF									J	
Summary												
Top2Box - Agree	910 64%	111 59%	89 61%	70 75%	372 68%	189 54%	79 75%	209 64%	319 66%	381 62%	278 71%	632 61%
Low2Box - Disagree	518 36%	78 41%	57 39%	23 25%	175 32%	160 46%	27 25%	119 36%	164 34%	236 38%	114 29%	405 39%
		CDF	CF			CDF					J	

## Valentine's Day

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**TG14\_5. (When there are special holidays or weekends I specifically look through the newspapers to make sure I know where to get the best sales) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
When there are special holidays or weekends I specifically look through the newspapers to make sure I know where to get the best sales												
Strongly agree	379 27%	58 31%	36 25%	24 26%	171 31%	58 17%	32 31%	90 27%	130 27%	159 26%	120 31%	260 25%
Somewhat agree	596 42%	70 37%	60 41%	43 46%	225 41%	148 43%	49 46%	136 42%	211 44%	249 40%	165 42%	430 42%
Somewhat disagree	279 20%	41 22%	28 19%	16 17%	87 16%	91 26%	16 15%	59 18%	85 18%	135 22%	71 18%	208 20%
Strongly disagree	174 12%	19 10%	22 15%	10 11%	64 12%	51 15%	9 8%	43 13%	57 12%	74 12%	36 9%	138 13%
Summary												
Top2Box - Agree	975 68%	129 68%	96 66%	67 72%	396 72%	207 59%	81 77%	226 69%	341 71%	408 66%	285 73%	690 67%
Low2Box - Disagree	453 32%	60 32%	50 34%	26 28%	151 28%	142 41%	25 23%	102 31%	142 29%	209 34%	107 27%	346 33%
ACDF												

## Valentine's Day

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**TG14\_6. (I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary												
Strongly agree	142 10%	22 12%	15 10%	9 10%	61 11%	26 7%	9 9%	35 11%	53 11%	54 9%	37 10%	104 10%
Somewhat agree	565 40%	70 37%	59 41%	45 48%	217 40%	131 37%	42 40%	137 42%	189 39%	239 39%	177 45% K	388 37%
Somewhat disagree	455 32%	60 32%	44 30%	22 24%	159 29%	130 37% CD	41 39% C	91 28%	153 32%	211 34% G	121 31%	335 32%
Strongly disagree	266 19%	37 19%	28 19%	17 18%	110 20%	62 18%	13 12%	66 20%	88 18%	112 18%	56 14%	209 20% J
Summary												
Top2Box - Agree	707 49%	92 49%	74 51%	54 58% E	279 51%	156 45%	52 49%	171 52%	242 50%	294 48%	214 55% K	493 48%
Low2Box - Disagree	721 51%	96 51%	72 49%	39 42%	268 49%	192 55% C	54 51%	157 48%	241 50%	323 52%	177 45%	544 52% J

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**TG14\_7. (There are some days when I read the newspaper as much for the ads as for the content) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
There are some days when I read the newspaper as much for the ads as for the content												
Strongly agree	135 9%	19 10%	11 7%	11 12%	61 11% E	22 6%	11 10%	29 9%	59 12% I	46 7%	44 11%	91 9%
Somewhat agree	503 35%	67 36%	55 38%	32 34%	201 37% E	105 30%	43 41% E	123 37%	166 34%	214 35%	168 43% K	335 32%
Somewhat disagree	448 31%	55 29%	43 30%	27 29%	152 28%	140 40% ABDF	31 29%	98 30%	147 30%	203 33%	123 32%	324 31%
Strongly disagree	343 24%	47 25%	37 25%	23 25%	134 24%	81 23%	21 20%	78 24%	111 23%	154 25%	56 14%	286 28% J
Summary												
Top2Box - Agree	637 45%	86 46% E	66 45%	43 46%	262 48% E	127 37%	54 51% E	152 46%	225 47%	260 42%	212 54% K	426 41%
Low2Box - Disagree	791 55%	102 54%	80 55%	50 54%	285 52%	221 63% ADF	52 49%	176 54%	258 53%	357 58%	180 46%	611 59% J

## Valentine's Day

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**TG14. (Top2box - Agree Summary) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
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	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper	947	119	98	63	372	217	79	206	324	417	287	660
	66%	63%	67%	67%	68%	62%	74% AE	63%	67%	68%	73% K	64%
I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area	995	134	102	68	404	213	74	220	351	423	298	697
	70%	71% E	70%	74% E	74% E	61%	70%	67%	73%	69%	76% K	67%
If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV	871	125	98	60	356	156	74	171	298	402	235	636
	61%	66% E	67% E	65% E	65% E	45%	70% E	52%	62% G	65% G	60%	61%
I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special	910	111	89	70	372	189	79	209	319	381	278	632
	64%	59%	61%	75% ABE	68% AE	54%	75% ABE	64%	66%	62%	71% K	61%
When there are special holidays or weekends - such as Christmas and Boxing Day, Valentines Day and Easter - I specifically look through the newspapers to make sure I know where to get the best sales	975	129	96	67	396	207	81	226	341	408	285	690
	68%	68% E	66%	72% E	72% E	59%	77% E	69%	71%	66%	73% K	67%
I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary	707	92	74	54	279	156	52	171	242	294	214	493
	49%	49%	51%	58% E	51%	45%	49%	52%	50%	48%	55% K	48%
There are some days when I read the newspaper as much for the ads as for the content	637	86	66	43	262	127	54	152	225	260	212	426
	45%	46% E	45%	46%	48% E	37%	51% E	46%	47%	42%	54% K	41%



## Valentine's Day

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**TG14. (Low2box - Disagree Summary) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K  
Overlap formulae used. \* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper	481	69	48	30	175	131	27	122	159	200	104	376
	34%	37% F	33%	33%	32%	38% F	26%	37%	33%	32%	27% J	36% J
I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area	433	54	44	24	143	136	32	108	131	194	94	340
	30%	29%	30%	26%	26%	39% ACD	30%	33%	27%	31%	24% J	33% J
If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV	557	63	47	32	190	192	31	157	185	215	157	401
	39%	34%	33%	35%	35%	55% ABCDF	30%	48% HI	38%	35%	40%	39%
I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special	518	78	57	23	175	160	27	119	164	236	114	405
	36%	41% CDF	39% CF	25%	32%	46% CDF	25%	36%	34%	38%	29% J	39% J
When there are special holidays or weekends - such as Christmas and Boxing Day, Valentines Day and Easter - I specifically look through the newspapers to make sure I know where to get the best sales	453	60	50	26	151	142	25	102	142	209	107	346
	32%	32%	34%	28%	28%	41% ACDF	23%	31%	29%	34%	27% J	33% J
I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary	721	96	72	39	268	192	54	157	241	323	177	544
	51%	51%	49%	42%	49%	55% C	51%	48%	50%	52%	45% J	52% J
There are some days when I read the newspaper as much for the ads as for the content	791	102	80	50	285	221	52	176	258	357	180	611
	55%	54%	55%	54%	52%	63% ADF	49%	54%	53%	58%	46% J	59% J