The Study

- Ipsos Reid 2007 Canadian Chinese Media Monitor is a syndicated study jointly developed by Ipsos Reid and Era Integrated Marketing Communications.
- Survey period in Vancouver: April 26, 2007 to May 9, 2007
- Research objective:
  - To compare average audience/readership and reach estimates for media targeting Chinese speaking households in the Greater Vancouver area
  - To determine the consumption and usage habits of Chinese consumers for selective products, services and industries
Research Approach

- A total of 1,200 telephone interviews were conducted among Chinese Canadians who are 18 years of age or older, among which 600 interviews were completed in Vancouver between April 26 to May 9, 2007, 600 were completed in Toronto between May 31 to June 7, 2007.
- All respondents are:
  - Self-identified as Chinese or Chinese Canadians
  - First generation Chinese Canadians, i.e. born outside Canada
  - Able to speak Mandarin or Cantonese
- Margin of error for individual cities: +/-4 percentage points, 19 times out of 20. Margin of error will be larger within sub-groups
- The results were weighted, using projected 2007 Census data based on 2001 Statistics Canada results to reflect the actual demographic composition in terms of region, gender, source country, age and household income.
Overview of Media Usage

- **Television:**
  - 92% watch TV
  - 78% watch Chinese TV programs, 13% watch English TV programs only

- **Newspaper/magazine:**
  - 63% read newspapers/magazines
  - 53% read Chinese newspapers/magazines, 15% read English newspaper/magazines only

- **Radio:**
  - 60% listen to the radio
  - 46% listen to Chinese radio programs, 23% listen to English radio only
Demographics of the Chinese Population
43% of the Chinese adults were born in Mainland China, while 37% and 16% were born in Hong Kong and Taiwan respectively.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
Age Distribution

- 63% of the Chinese adults are under 50 years of age

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
71% of the Chinese adults have lived in Canada for less than 20 years.
Home Language

- Nearly half of the Chinese adults speak Cantonese at home
- There are almost the same number of Cantonese speaking and Mandarin speaking Chinese adults in Vancouver

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
Household Income

- 57% of the Chinese adults have annual household income of over $45k, with 17% over $100K

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
Media Usage of the Chinese Population

Ipsos Reid 2007 Canadian Chinese Media Monitor
Greater Vancouver Area
Top 5 Chinese Media – weekly reach

- Fairchild Television is the no. 1 medium reaching Chinese Canadians with 55% of them watched Fairchild TV last week. Fairchild TV reaches 78% more audience than Sing Tao every week and exceeds Channel M’s weekly reach by 83%.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
Top 5 Chinese Media – daily reach

- Fairchild Television is the no. 1 medium reaching Chinese Canadians on a daily basis with 39% of these people watched Fairchild TV yesterday.

Fairchild TV reaches 144% more Chinese than Sing Tao on a daily basis.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
Fairchild Television Reach
71% of the Chinese adults who have watched Chinese TV in the past week have watched Fairchild Television.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home and watched Chinese TV.
The weekly (Mon – Fri) prime time reach of Fairchild Television is 167% higher than Channel M’s.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home and watched Chinese TV
Daily Reach of Fairchild TV

- 39% of the Chinese adults watched Fairchild TV yesterday

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home
Weekly Reach of Cantonese Prime Time News (Mon – Fri)

- Fairchild TV weekday Cantonese News reaches 86% more viewers than Channel M Cantonese News.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home and watched Chinese TV in the past week.
Evening News and Drama are the most popular programs on Fairchild TV

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese 18+ who speak Chinese (Mandarin and Cantonese) at home and watched Fairchild TV in the past week
Fairchild Television Audience Profile

- 49% male and 51% female
- 53% were born in Hong Kong, 33% in Mainland China and 9% in Taiwan
- 64% speak Cantonese at home, 28% speak Mandarin at home
- 72% are between 25 and 64 years of age
- 48% have post secondary education or higher
- 49% do not surf the Internet

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Talentvision Reach
Talentvision is the no. 1 medium reaching Mandarin speaking Chinese Canadians with 54% of them watch Talentvision every week.

Talentvision’s weekly reach is 116% higher than World Journal.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Mandarin or other Chinese dialects except Cantonese at home.
On average, Talentvision reaches **5.2 times more** Mandarin speaking Chinese than Channel M everyday.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Mandarin or other Chinese dialects except Cantonese at home
Weekly Prime Time Reach 7pm – 11pm (Mon – Fri)

- The weekly prime time reach of Talentvision is 110% higher than Channel M’s.

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin or other Cantonese) at home
Daily Newscasts are the most popular Talentvision programs
Evening main news has a weekly reach of 88% followed by evening China Satellite News at 62%

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Mandarin or other Chinese dialect except Cantonese at home and have watched Talentvision in the past week
Talentvision Audience Profile

- 48% male and 52% female
- 33% were born in Hong Kong, 44% in Mainland China and 18% in Taiwan
- 45% speak Cantonese at home, 51% speak Mandarin at home
- 76% are between 25 and 64 years of age
- 58% have post secondary education or higher
- 44% do not surf the Internet

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
The Powerful Duo – Fairchild Television and Talentvision
Weekly Reach of Fairchild TV and Talentvision

- 74% of the Chinese adults who have watched Chinese TV in the past week have watched Fairchild Television and/or Talentvision

Source: Ipsos Reid 2007 Canadian Chinese Media Monitor
Base: Chinese and first generation Chinese Canadians 18+ who speak Chinese (Mandarin and Cantonese) at home and watched Chinese TV

*Fairchild TV and Talentvision are your best media partners to tap into the lucrative Chinese Canadian market!*
Please give us a call today for more information on how we can work with you for a cost effective way to tap into this ever growing market.

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