

*Press Release*

**FOR IMMEDIATE RELEASE**

May 25, 2011

**NADbank releases full 2010 Study Results**

**TORONTO - NADbank Inc. (Newspaper Audience Databank)** has today released product, retail shopping, and lifestyle data from the 2010 Study. The 2010 NADbank Readership Study was released on March 30, 2011 and provides members with access to readership results for 82 Canadian daily newspapers and 2 Detroit dailies in 53 urban markets across Canada. Also available is readership data for 60 community newspapers in 33 markets. The additional data released today supplements the readership data available in the 2010 NADbank Study.

With this release, product, retail shopping and lifestyle data is available for 21 markets. The 2010 Study database includes responses of 36,466 from Canadian adults 18 years and older. Extensive information was collected on 31 different product categories ranging from alcoholic beverage consumption to leisure and business travel. In addition, the report covers 21 different shopping categories, ranging from automotive services and supplies to shopping malls. With this 2010 Study release, additional Canadian adult lifestyle behaviour data is available. The following are highlights from the study:

**Media Websites - On a daily basis more Canadian adults access daily newspaper websites than other media websites.**

- Over 2.5 million adults access daily newspaper websites every day. This is more adults than other media websites. Radio websites are next at 1.6 million, followed by television at 1.5 million, and magazines at just over 598,000.

**Internet – The majority of Canadian adults access the Internet through high speed from home.**

- Ninety percent or 13.1 million adults who have access to Internet at home have a high speed connection. Dial-up is still used by 7% of adults and 14% use wireless. Wireless has increased over the past two years; the 2010 data shows an increase in incidence of 6% or 890,000 adults compared to the 2008 Study.

**Primary Media Source – Adults turn to daily newspapers and flyers to help them make their purchase decisions for home entertainment items.**

- Forty-two percent or 7.1 million adults use daily newspapers and inserts or flyers to help them with their purchase decisions for home entertainment items. The Internet is next with almost 32% or 5.5 million of adults.

**Banking – Canadian adults are using the Internet most often for their banking needs.**

- Forty-seven percent of respondents use the Internet most often for their banking. Thirty-one percent or 3.6 million use automated teller machines while 17% use tellers and 4% of adults use telephone banking.

**Classified Ads – Classified ads in daily newspapers get action.**

- Thirty-six percent of adults who saw a classified ad for vehicles for sale in the past year took some form of action after reading them.

**Intend to Purchase or Lease a Vehicle - Households who plan to purchase/lease a vehicle indicate that they would purchase a new vehicle instead of a used one.**

- Sixteen percent or 1.3 million Canadian households said that they intend to purchase or lease a vehicle in the next year. Among these households, 40% intend to purchase a new vehicle, 22% a used one from a car dealer, and 13% a used vehicle from a previous owner.

The product questionnaires are customized by market to reflect retail differences, as well as general and local market environments.

NADbank is the principal research arm for the Canadian Daily Newspaper industry and a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies and media companies and advertisers. NADbank conducts annual readership, product, retail and lifestyle category studies in urban markets across Canada.

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