



Do Canadians Use Flyers and Inserts to Make/Plan Purchase Decisions?



Flyer/Insert Usage by Category

Frequently or Sometimes Use Flyers/Inserts to Plan or Make Purchases of	% Used By Category
Groceries	79%
Clothing and Accessories	62%
Entertainment/Restaurants	61%
Health Care or Personal Care Items	59%
Appliances or Furniture	56%
Home Entertainment Items	54%
Home Furnishings	53%
Home Improvement Products and Services	47%
Computer Hardware/Software	47%
Wireless Products	38%
Sports Equipment	33%
Investments or Banking Services	22%
Fitness Clubs	16%
Other Products or Services	48%

Demographic Profile of Flyer/Insert Users

Top 5 Categories

		Groceries	Clothing & Accessories	Entertainment/ Restaurants	Health Care or Personal Care Items	Appliances or Furniture
Gender	Female	54%	57%	55%	59%	54%
	Male	46%	43%	45%	41%	46%
Age	<50	60%	63%	64%	61%	63%
	>50	40%	37%	36%	39%	37%
Income	Avg. HHI	78K	79K	80K	78K	81K
Education	University Graduate Plus	35%	36%	37%	35%	37%
Occupation	Managers/ Professionals	19%	19%	19%	18%	20%
	White Collar	18%	19%	19%	19%	19%
Household Composition	Adults Only	63%	62%	62%	63%	60%

Nearly 8 out of 10 Users Read a Newspaper Weekly

Frequently or Sometimes Use Flyers/Inserts to Plan or Make Purchases of:	Print Readership 6/7 Day Cume	Total Weekly (Print & Online)
Groceries	74%	78%
Clothing and Accessories	74%	78%
Entertainment/Restaurants	74%	79%
Health Care or Personal Care Items	74%	79%
Appliances or Furniture	73%	78%
Home Entertainment Items	74%	79%
Home Furnishings	73%	78%
Home Improvement Products and Services	74%	79%
Computer Hardware/Software	75%	80%
Wireless Products	74%	79%
Sports Equipment	76%	81%
Investments or Banking Services	76%	80%
Fitness Clubs	72%	77%
Other Products or Services	73%	78%