



# 2005 Chinese Newspaper Readership Study

## METHODOLOGY

- 800 telephone interviews were completed between September 15 and October 9, 2005
- 400 interviews were conducted in Toronto, 400 in Vancouver
- Respondents were randomly selected from lists of Chinese names in specific areas in the GTA and GVA, where the Chinese populations are concentrated
- Respondents were male or female heads of household 18 years of age or older. They were qualified on the basis of being able to speak and read Chinese
- The interviews were undertaken using a structured questionnaire translated into Chinese from an English version. The interviews were executed in Cantonese, Mandarin or English based on respondent's preference. The duration of the interview was on average 20 minutes
- The samples in Toronto and Vancouver were weighted against the 2001 Census of Chinese Population in each city to make it representative of the actual Chinese population
- The data based on an 800 total sample is statistically accurate +/- 3.5% at a 95% confidence level

# Greater Vancouver Area Latest Chinese Market Demographics

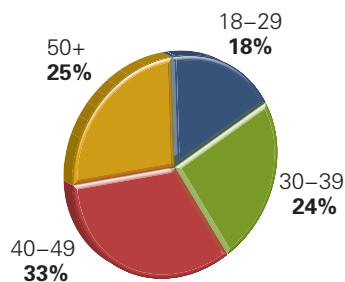


## Chinese Population in GTA

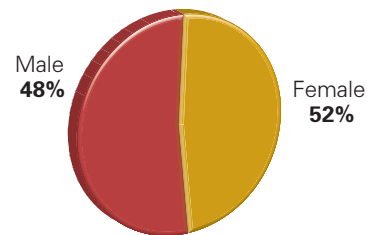
There are more than 345,000\* Chinese Canadians in the Greater Vancouver Area whose mother tongue is Chinese

\*Based on 2001 Census data and 2001–2005 new immigration statistics reported by Statistics Canada

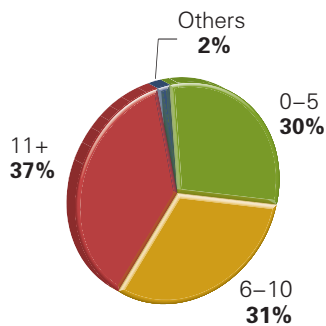
### Age



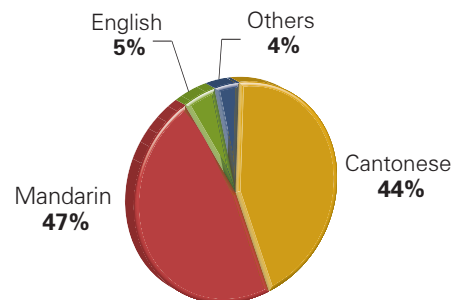
### Gender



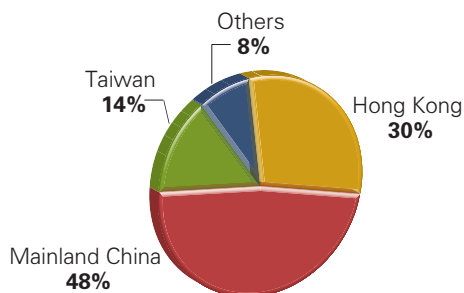
### Years in Canada



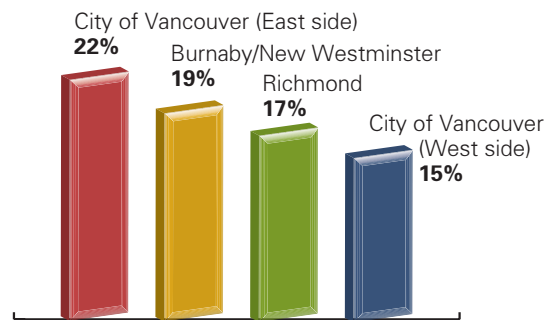
### Language Spoken at home



### Country of Last Permanent Residence



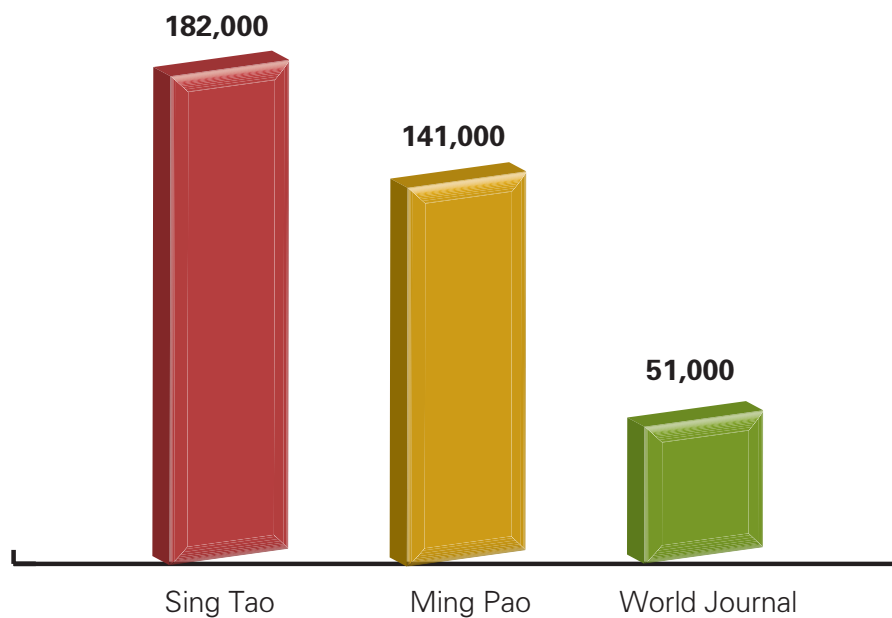
### Geographical distribution



Note: All respondents in GVA  
Source: Environics 2005 Chinese Newspaper Readership Study

## Sing Tao is the #1 newspaper amongst Chinese-speaking Canadians in Vancouver

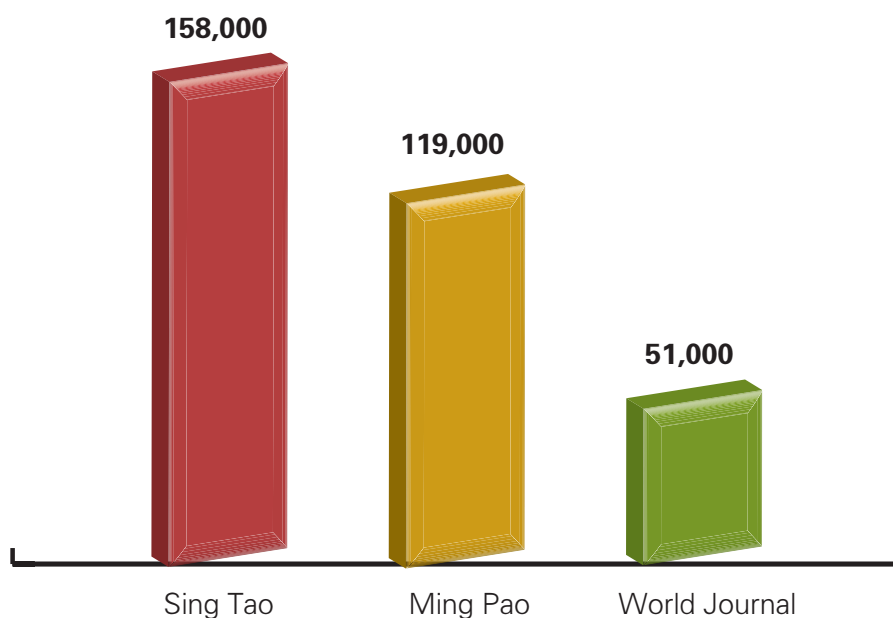
### Past week readership



- Sing Tao reaches 53% of Chinese in GVA on an average week, 29% higher than Ming Pao
- Ming Pao reaches 41%
- World Journal reaches 15%

## Sing Tao is the #1 newspaper amongst Chinese-speaking Canadians in Vancouver

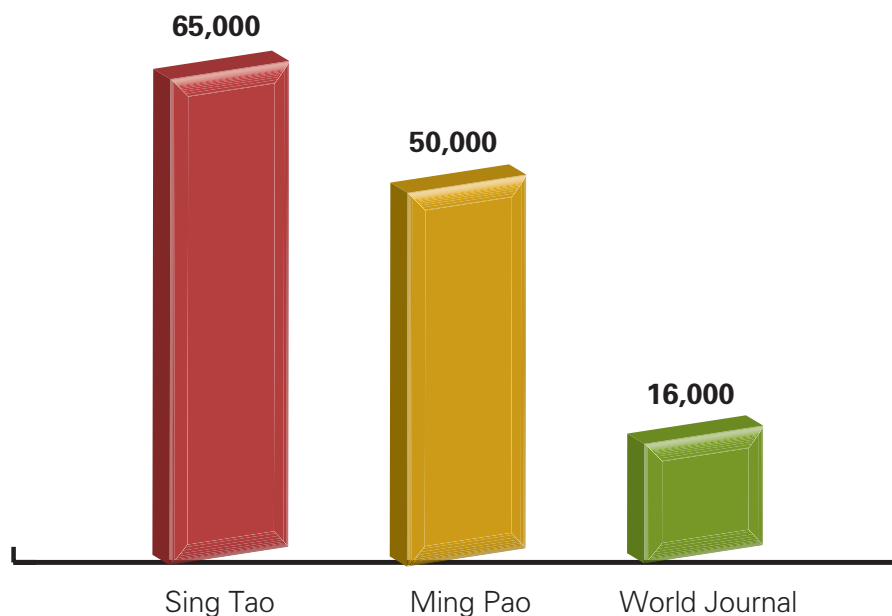
Past week readership (Mon to Fri)



- Sing Tao reaches 46% of Chinese in GVA on an average week, 33% higher than Ming Pao
- Ming Pao reaches 34%
- World Journal reaches 15%

## Sing Tao is the #1 newspaper amongst Chinese-speaking Canadians in Vancouver

Past week readership (Yesterday)

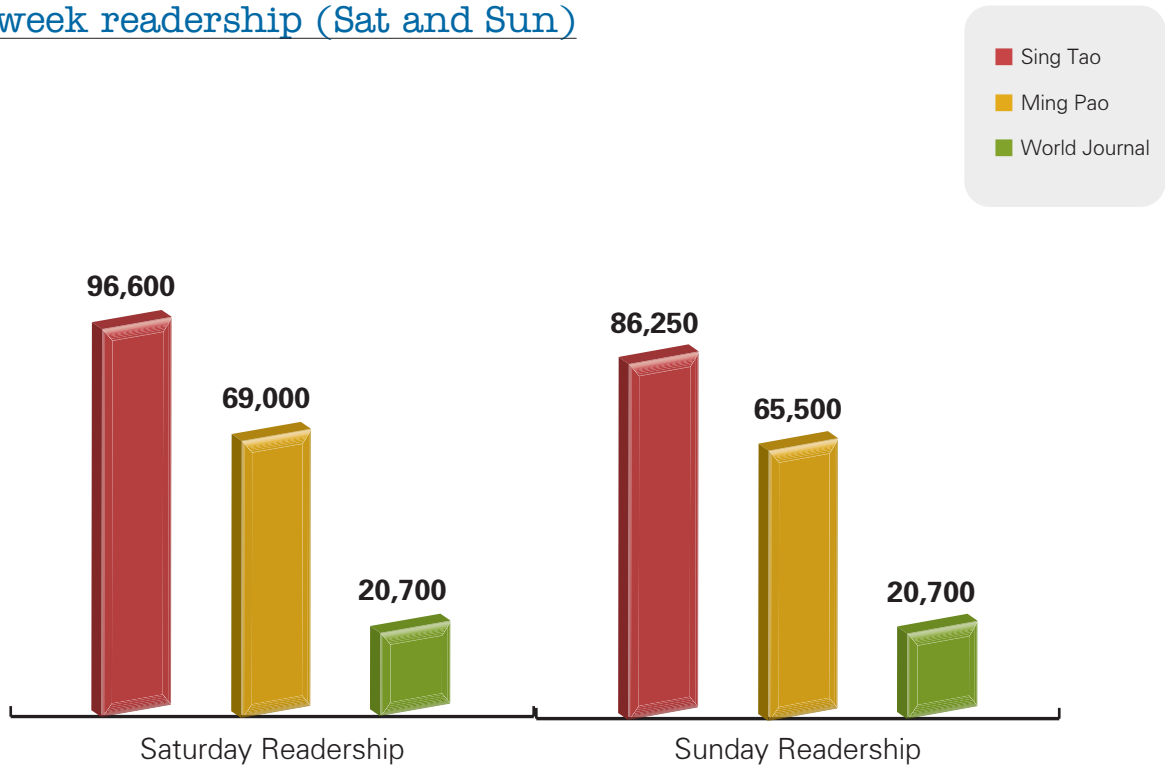


- Sing Tao yesterday readership is 30% higher than Ming Pao and is more than 3 times higher than World Journal.



## Sing Tao is the #1 newspaper amongst Chinese-speaking Canadians in Vancouver

### Past week readership (Sat and Sun)



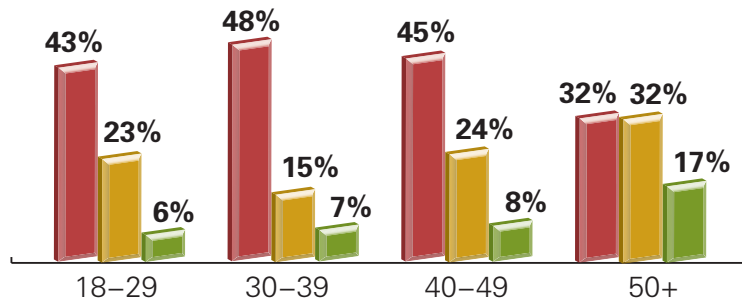
- Sing Tao reaches 28% of Chinese in GVA on an average Sunday, 8% higher than Ming Pao
- Sing Tao reaches 25% of Chinese in GVA on an average Saturday, 6% higher than Ming Pao

# Sing Tao Daily Reaches The Best Of The Chinese Market



## Sing Tao Readers are Young

% Read most often

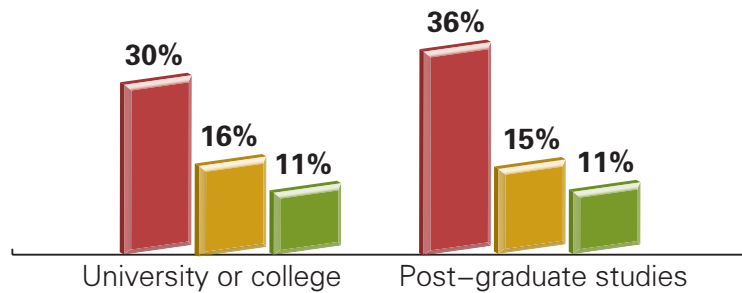


■ Sing Tao  
■ Ming Pao  
■ World Journal

\*Base: All respondents in the respective age groups

## Sing Tao Readers are Well-educated

% Read most often

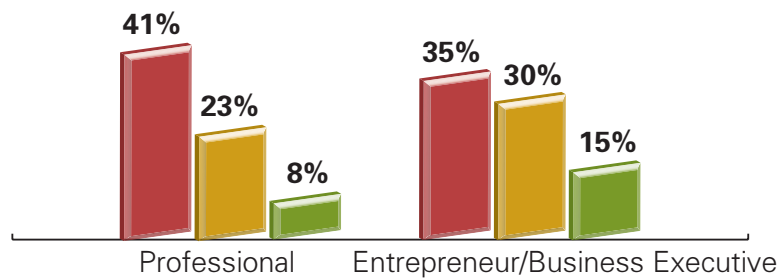


■ Sing Tao  
■ Ming Pao  
■ World Journal

\*Base: All respondents in the respective education levels

## Sing Tao Readers are Professional or Business People

% Read most often

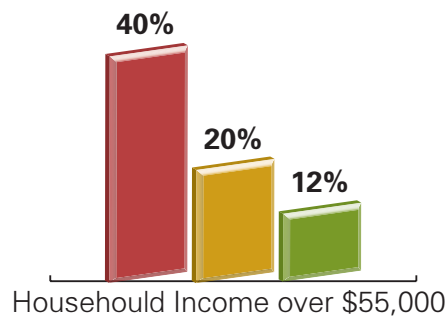


■ Sing Tao  
■ Ming Pao  
■ World Journal

\*Base: All respondents in the respective occupation groups

## Sing Tao Readers are Affluent

% Read most often



■ Sing Tao  
■ Ming Pao  
■ World Journal

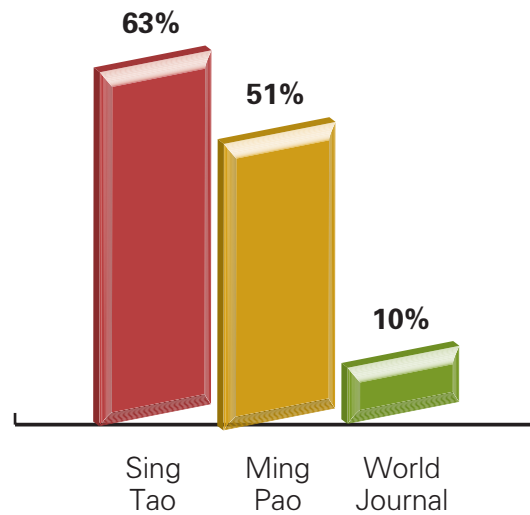
\*Base: All respondents with household income over \$55k

# Sing Tao Daily Readership By Area In GVA



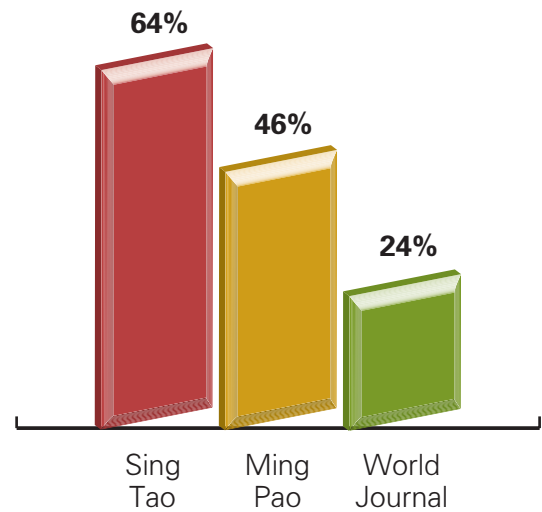
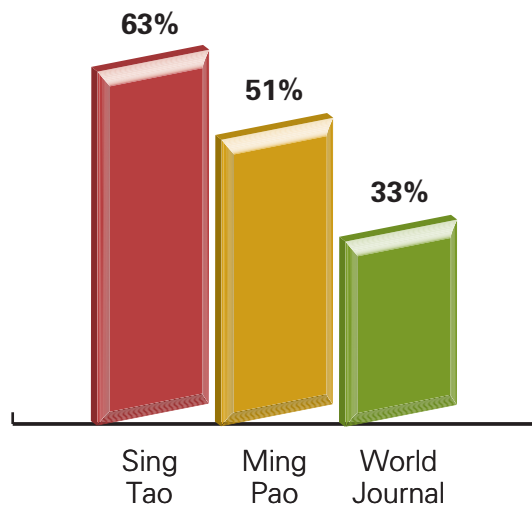
## Vancouver (East and West Side)

% Read  
in the past  
4 weeks



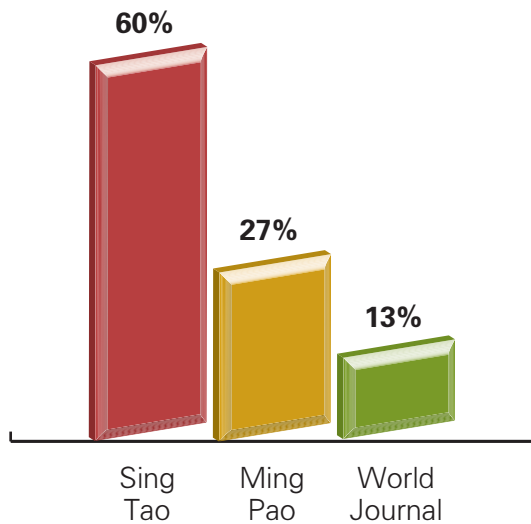
## Richmond and Surroundings

## Burnaby / New Westminister

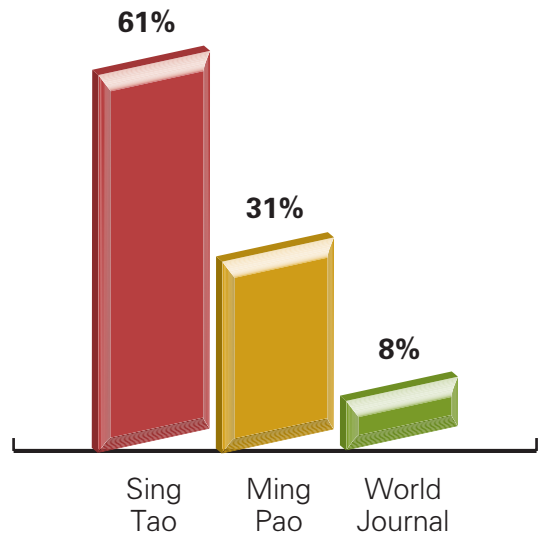


Note: All respondents in the respective cities  
Source: Environics 2005 Chinese Newspaper Readership Study

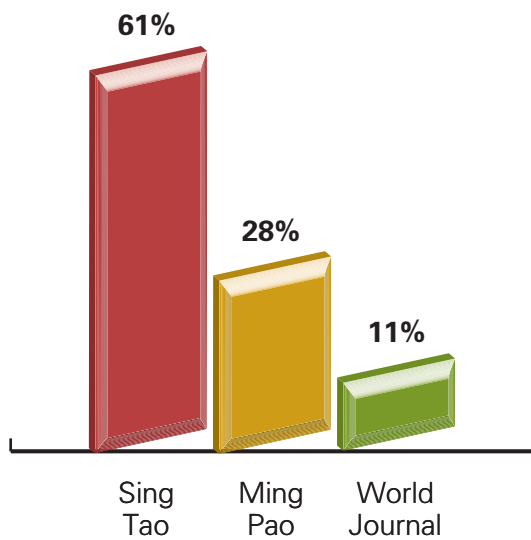
Financial Services



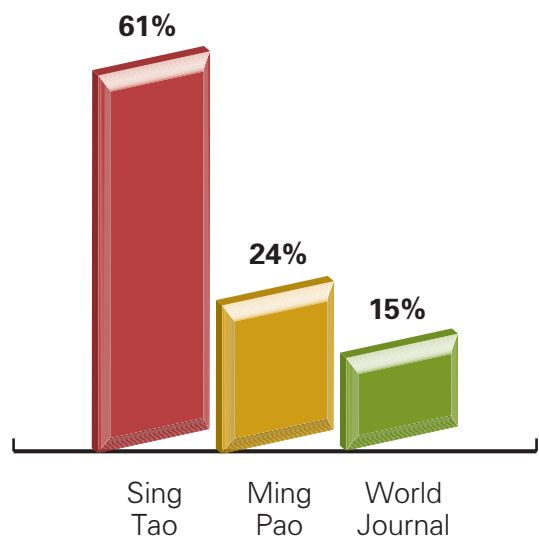
Beauty Care



Professional Services

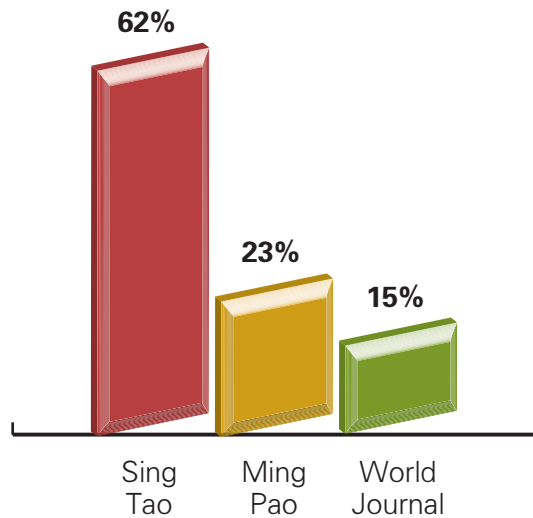


Travel Services

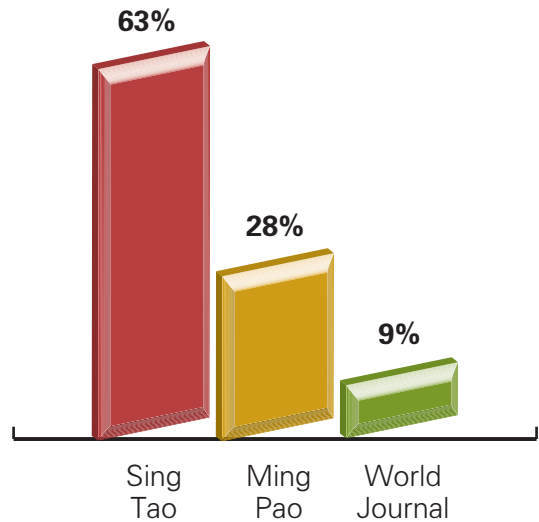


Note: All respondents who have selected one of the three Chinese dailies as their best source of advertising information  
Source: Environics 2005 Chinese Newspaper Readership Study

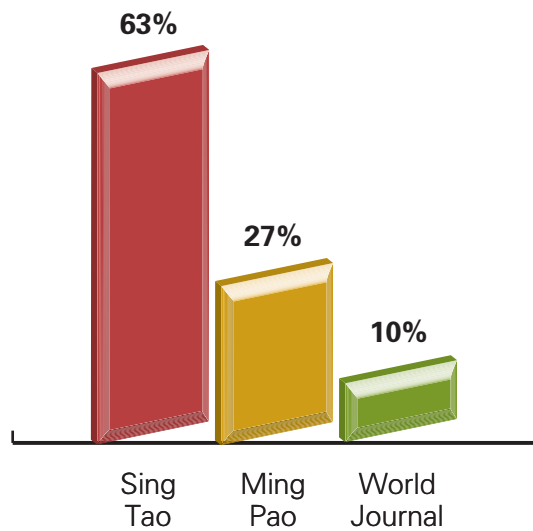
Furniture & Appliances



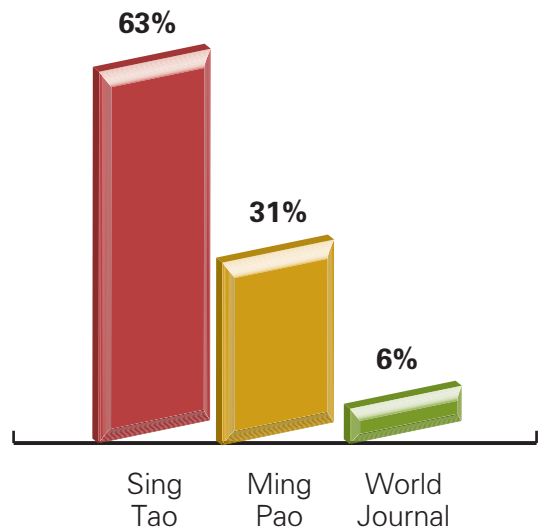
Jewellery and Watches



Computers/Home Electronics

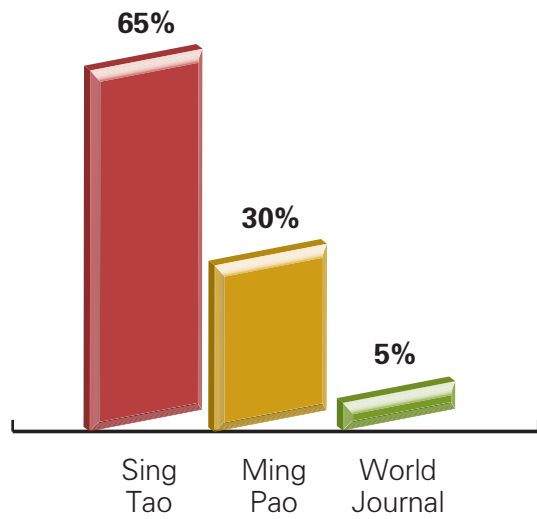


Mobile/LD Phone Services

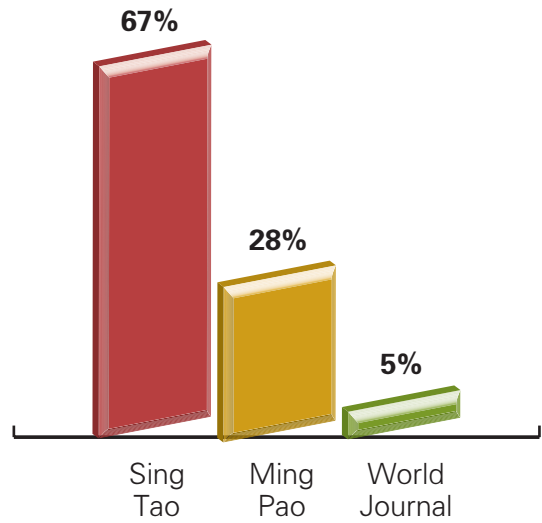


Note: All respondents who have selected one of the three Chinese dailies as their best source of advertising information  
Source: Environics 2005 Chinese Newspaper Readership Study

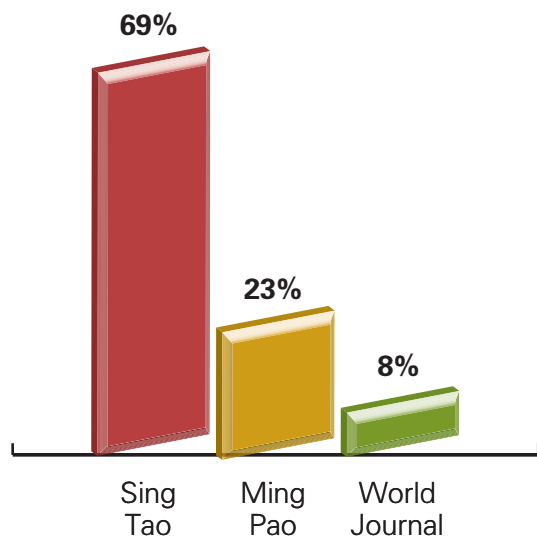
Automobiles



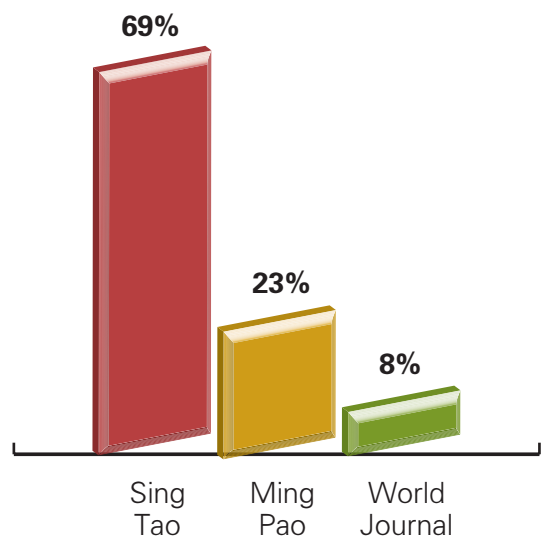
Real Estate



Restaurants

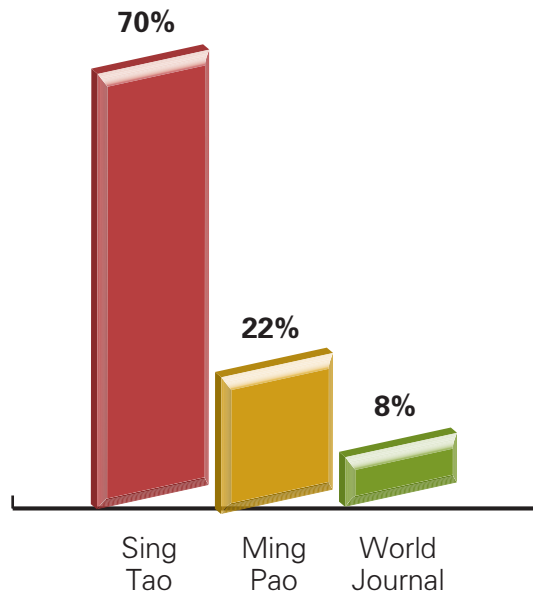


Classified Advertising

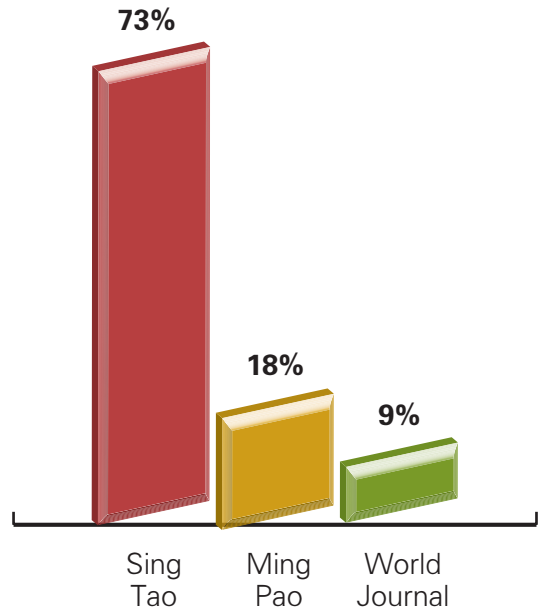


Note: All respondents who have selected one of the three Chinese dailies as their best source of advertising information  
Source: Environics 2005 Chinese Newspaper Readership Study

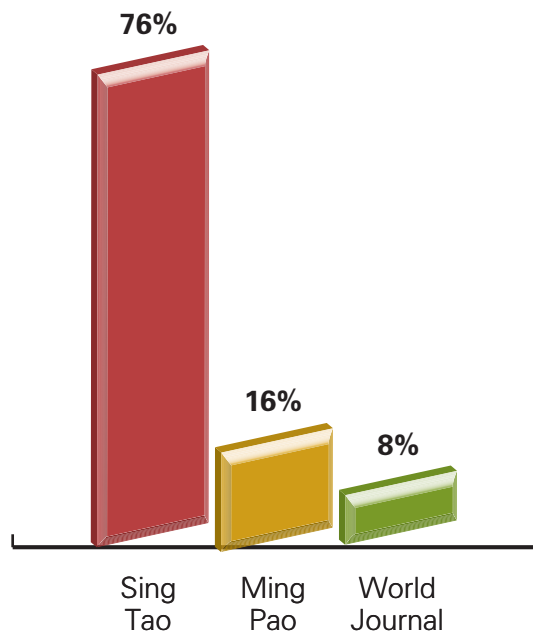
Home Renovation



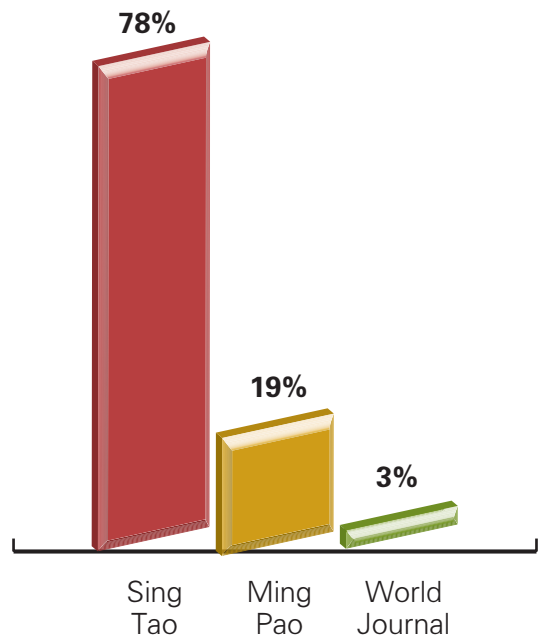
Driving School



Accommodate For Rent



Employment Opportunities



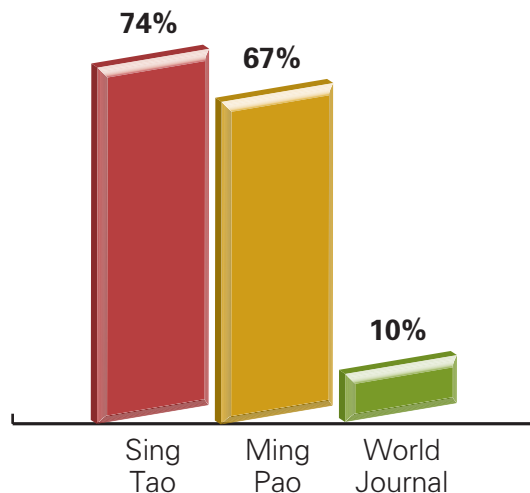
Note: All respondents who have selected one of the three Chinese dailies as their best source of advertising information  
Source: Environics 2005 Chinese Newspaper Readership Study

# Sing Tao Daily Appeals To Both Cantonese & Mandarin Markets



## Cantonese Speaking Market

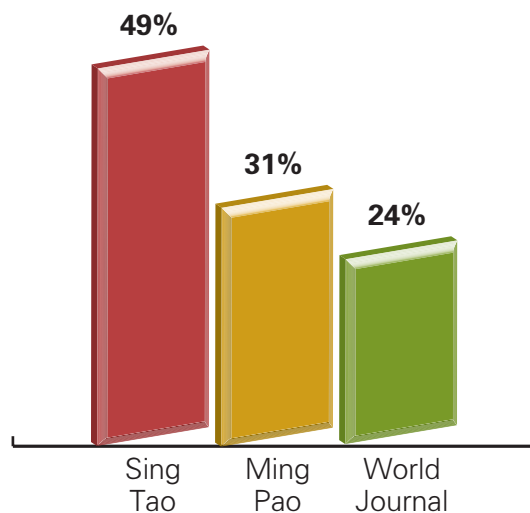
% Read in the past 4 weeks



Base: All respondents who speak Cantonese at home

## Mandarin Speaking Market

% Read in the past 4 weeks

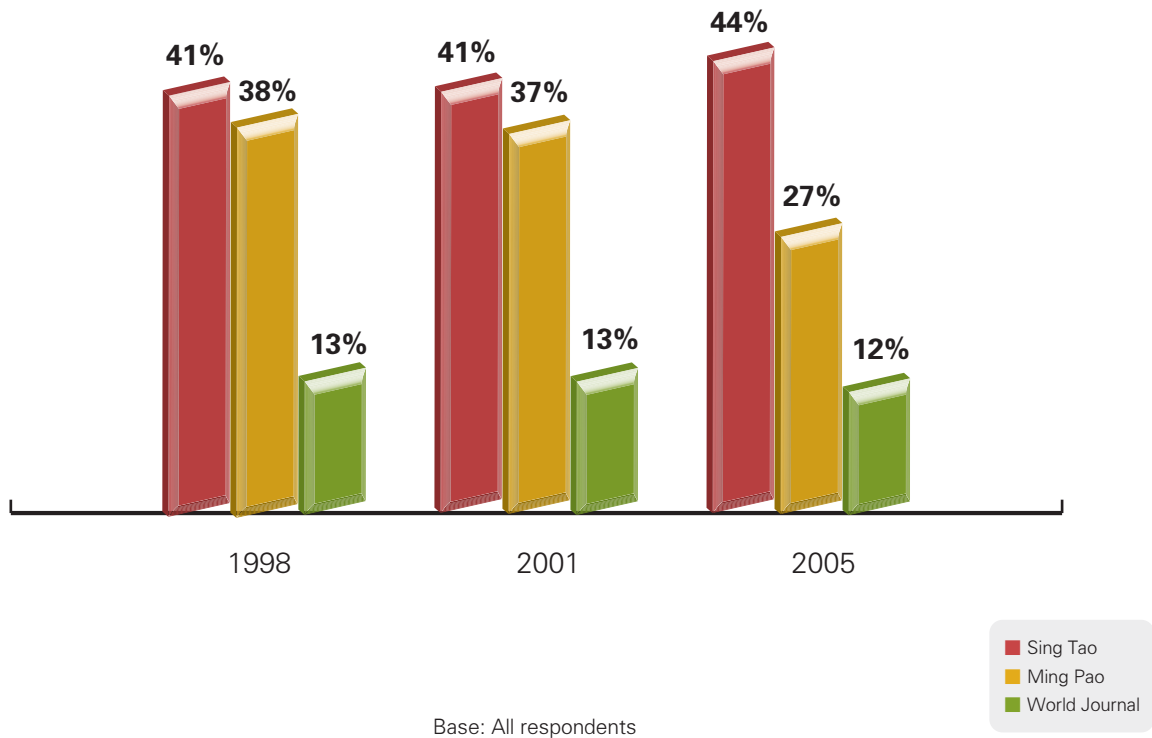


Base: All respondents who speak Mandarin at home

Sing Tao Daily  
The Most Favourite Canadian Chinese Newspaper



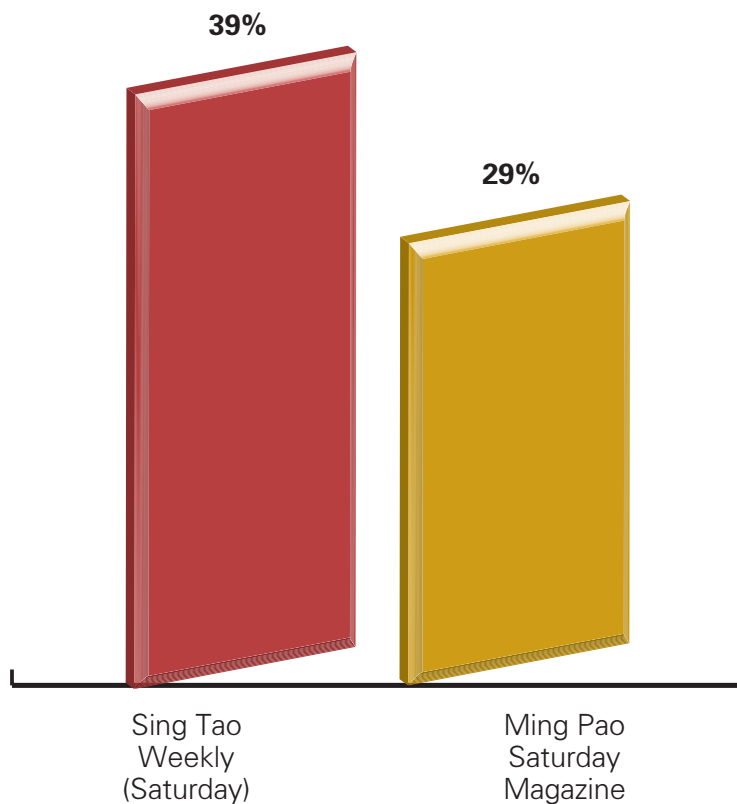
Question: "If you could read only ONE Chinese daily paper in the next three months, which one would you read?"



Source: Ipsos Reid 1998 Chinese Canadian Media Review—total results for all interviews (Toronto/Vancouver)  
Ipsos Reid 2001 Chinese Canadian Media Review—total results for all interviews (Toronto/Vancouver)  
EnviroNics 2005 Chinese Newspaper Readership Study

## Sing Tao Weekly is the #1 Weekly Magazine

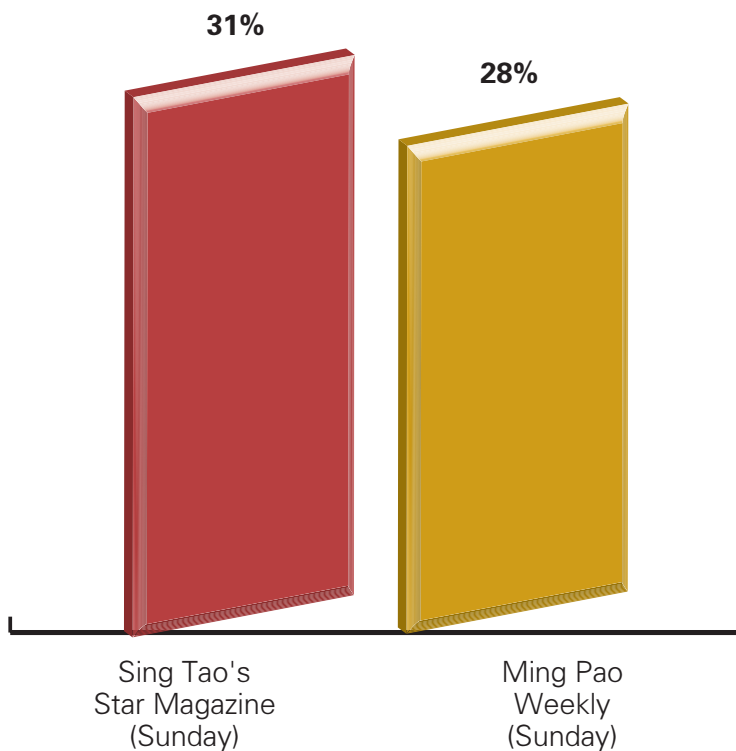
% Read  
in the past  
4 weeks



Sing Tao Weekly, a tabloid-size magazine circulated with Sing Tao Daily every Saturday

## Sing Tao Weekly is the #1 Weekly Magazine

% Read  
in the past  
4 weeks



Star Magazine, circulated with Sing Tao Daily every Sunday