



## 2009 Canadian Chinese Media Monitor

### A Syndicated Study Prospectus

#### Five Main Reasons to Subscribe

1

The only independent study on Chinese media in Canada

2

A comprehensive study that brings all media vehicles into the same platform to help you optimize your media planning effort

3

Large sample size: 1,200 Chinese media users, allowing further analysis by sub segment of interest

4

Data accuracy and quality ensured by Ipsos Reid's professional management

5

Cost effective

### The Chinese market in Canada continues to grow...

And as it does, the use of Chinese media is increasingly prevalent. Chinese Canadians are heavily engaged with the growing Chinese media, and the channels are continuously expanding and diversifying.

In the last Ipsos Reid Canadian Chinese Media Monitor, issued in July 2007, we noticed that a proportion of Chinese Canadians use Chinese media exclusively. The ability to reach the largest and fastest growing ethnic market in Canada presents both challenges and opportunities. A better understanding of Chinese media channels can provide marketers the basis for which to plan effective media.

The 2009 Canadian Chinese Media Monitor is an independent and comprehensive Chinese media user study conducted bi-yearly that will help you market to the Chinese Community. In its second year, the study will examine the urban centers of Toronto and Vancouver, which have attracted close to 80% of Chinese immigrants in Canada. The study will provide trending data, and is designed to bring all media vehicles onto one platform to help optimize media planning efforts.

#### Content

- Time spent with all media; Chinese media versus other/mainstream media
- Usage of and time spent with specific Chinese media vehicles, including...
  - Newspaper
  - Magazine
  - TV
  - Radio
  - Internet/Internet streaming
- Preferences for specific Chinese TV/radio programs, newspaper/magazine sections, internet sites and special events

- Most often read/watched/listened to mainstream newspapers, TV/radio channels

#### Deliverables

Subscribers can select from the following report options:

- Full Report – Both regions (Toronto and Vancouver) and all media
- Regional Report – All media vehicles from region of choice
- Media Report – Both regions by media vehicle: Print (newspaper and magazine), TV, or Radio

A Subscription to the Full Report also includes one in-person presentation. (Travel cost outside of Toronto extra). All subscribers will also receive detailed data tables, tabulated by demographics and psychographics.

Optional at an additional cost, subscribers will have the opportunity to:

- Arrange for respondents or targeted segments to be re-contacted via phone or email for focus groups – or through the Internet to ask follow-up custom questions
- Conduct longitudinal tracking studies to follow trends and changes over time

#### Methodology

Ipsos Reid will conduct a random sample telephone survey with 1,200 Chinese Canadians residing in two major urban centres in Canada, Toronto and Vancouver, 600 in each city. Respondents will be 18 years of age or older first generation Chinese Canadians who speak Mandarin or Cantonese.

This large sample size allows subscribers to investigate specific customer segments of interest, in terms of region/city, language, age, asset level, specific category usage, etc.

With a sample of this size, overall results are considered accurate within  $\pm 2.8$  percentage points, 19 times out of 20, of what they would have been if all Chinese media users in Canada had been surveyed.

The results will be weighted, using census data, to reflect the actual demographic composition in terms of region, language, gender, age, household size and income.

#### Schedule\*

Subscriber consultation	Winter 2008/9
Interviewing	Spring 2009
Report	Spring/Summer 2009

\*The study will proceed if there is sufficient subscribers interest.

#### Options and Costs

Full Report	CDN \$36,500 plus GST†
Regional Report	CDN \$26,500 plus GST†
Media Report	CDN \$21,500 plus GST†
Single Media, Single Region	CDN \$15,500 plus GST†

Subscribers to the full report may add their own proprietary questions at an additional cost, on a first come, first-served basis. Results will be provided to your organization only, on a strictly confidential basis. Costs for proprietary questions are:

Each Closed ended	CDN \$2,500 plus GST†
Each Open ended	CDN \$3,800 plus GST†

†GST is applicable to all study costs. Paper copies of each report and CD-ROMs with study deliverables are available for \$25.00 each (in compliance with Ontario tax laws, organizations based in Ontario will be charged PST for each paper copy/CD-ROM).



# Ipsos Reid

**For more information, contact:**

**Ray Kong**

Senior Vice President  
Ipsos Reid Corporation  
416.324.2106  
[ray.kong@ipsos.com](mailto:ray.kong@ipsos.com)

**Audrey Choong**

Ipsos Reid Corporation  
416.572.4420  
[audrey.choong@ipsos.com](mailto:audrey.choong@ipsos.com)

**Cleve Lu**

Era Integrated Marketing  
Communications  
905.474.5944 Ext. 888  
[cleve@eraintegrated.com](mailto:cleve@eraintegrated.com)

**About Ipsos Reid**

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of marketing and public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. Ipsos Reid's Canadian marketing research practice is staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada, all of which provide clients with relevant and actionable information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit [www.ipsos.ca](http://www.ipsos.ca).

**About Era Integrated**

As a development, marketing and public relations strategic partner with Ipsos Reid on the *Canadian Chinese Media Monitor 2006*, Era Integrated brings along 18 years of marketing and communications experience of servicing mainstream advertisers and their ad agencies in a variety of categories in marketing to the multicultural markets in Canada. Era Integrated is heavily involved in research, strategic planning, creative/production and media management (including planning, buying and management) for TV, Radio, Print, OOH, Special Event, Direct and Interactive media for clients of both private and public sectors.

**Fax-back Subscription Request** Please return this fax to Ipsos Reid to confirm your subscription.

To: Ipsos Reid Corporation. Attention: Ray Kong or Audrey Choong. Fax: 416.324.2865

Please select one of the four report options.

Full Report (both regions and all media) – CDN \$36,500 plus GST

Regional Report (All media, Toronto or Vancouver only) – CDN \$26,500 plus GST

Please select ONE region:  Toronto  Vancouver

Single Media Report (One media, Both regions) – CDN \$21,500 plus GST

Please select ONE media type:  Newspaper – Newspaper & magazine  TV  Radio

Single Media, Single Region Report (One region, One Media) – CDN \$15,500 plus GST

Please select ONE region:  Toronto  Vancouver

Please select ONE media type:  Newspaper – Newspaper & magazine  TV  Radio

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

The contents of this study constitute the sole and exclusive property of Ipsos Reid Corporation and Ipsos Reid retains all rights title and interests in connection with this study. The contents of this study and its deliverables may be used only for internal use and may not be delivered or disclosed to any third party nor published in the public domain without prior written consent of Ipsos Reid.

Approval Signature \_\_\_\_\_ Date: \_\_\_\_\_

*Billing for the 2009 Canadian Chinese Media Monitor will be 70% upon approval and 30% upon final deliverables. Billing for optional deliverables will be 100% upon approval*