

THE MOST EFFECTIVE VEHICLE  
AN ADVERTISER CAN FIND



最具效力的廣告媒體

**加東版 Toronto Edition**

明報(加拿大)有限公司  
Ming Pao Newspapers (Canada) Ltd.  
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**Research**  
市場調查

**明報**  
MING PAO DAILY NEWS





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MING PAO DAILY NEWS

# Research Methodology 調查方法

• Weekly Readership  
每周讀者人數  
**227,000\***

\*Source: Foundation Research Group, Toronto Chinese Media Survey 2006. Survey conducted May 23, 2006 to June 12, 2006 from a sample of 455 Chinese-speaking adults aged 18 or older living in the Toronto CMA. Sample was randomly selected from databases for Chinese households in Toronto (GTA). Using Day-After-Recall (DAR) method for measuring newspaper readership. Data weighted by age and gender by city. Total population figure based on 2001 Statistics Canada data projected to 2006 population. The result reported on the total sample are considered accurate +/-4.6% points at the 95% C.I. Numbers refer to past week readership.

\*資料來源: Foundation Research Group市場研究公司多倫多華人傳媒調查2006。調查在2006年5月23日至6月12日進行。調查對象為18歲或以上居住於多倫多的華裔人士，共455人。他們是從多倫多華人家庭資料庫中以隨機選出，並用Day-After-Recall (DAR)方法評估報紙閱讀人數，資料以地區居民的年齡及性別作衡量指標。2006年總人口數字是根據2001年加拿大人口普查結果推算出來。據公認的市場研究標準，是項調查報告之誤差率為+/-4.6%於95% C.I. Numbers。數字是過去一周內的閱讀人數。

# Research Company Profile

## 調查公司檔案

### Foundation Research Group Toronto Chinese Media Survey 2006

### Foundation Research Group市場調查公司多倫多華人傳媒調查2006

Foundation Research Group, established in 2001, is located in Toronto. It conducts a wide range of research. Their clients include CBC (Canadian Broadcasting Corporation), The National Enquirer, Ministry of Education, Canadian Tire, TTC, etc. The Toronto Chinese Media Survey 2006 measures readership audiences on daily and weekly basis, develop readers profile for the Chinese community.

Foundation Research Group 在 2001 年成立於多倫多，該公司辦理多項不同類別的調查。他的客戶包括加拿大廣播公司 CBC (Canadian Broadcasting Corporation)，The National Enquirer，教育局 Ministry of Education，加拿大輪胎公司 Canadian Tire，多倫多公車局 TTC，等等。多倫多華人傳媒調查 2006 測量每日、每周的讀者人數，數據用以分析華人社區讀者群的結構。

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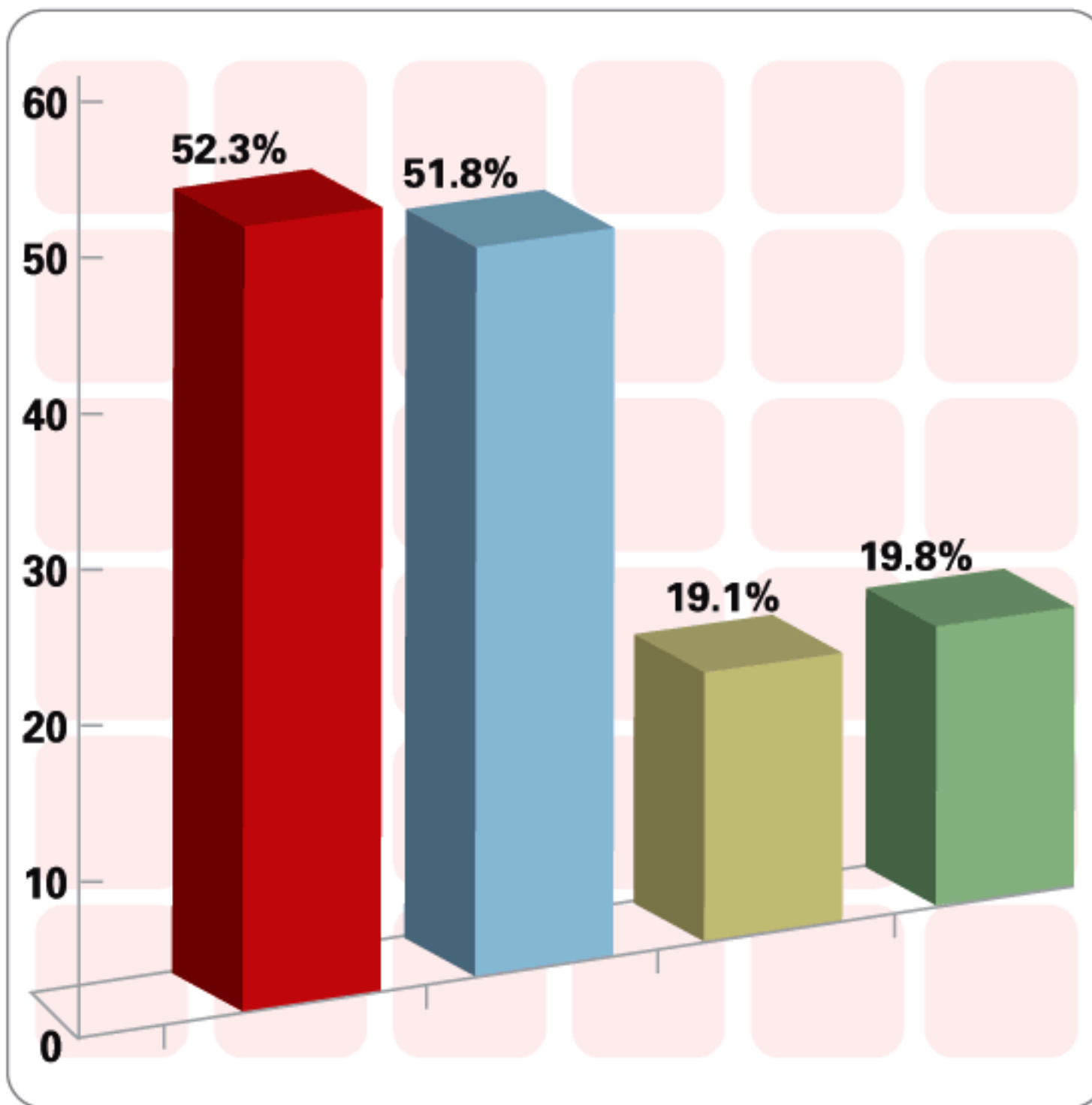
**Weekly Reach**  
過去一周讀者人數

Total Audience 總讀者人數



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明報 Ming Pao (Red)  
星島日報 Sing Tao (Blue)  
世界日報 World Journal (Yellow)  
現代日報 Today Daily News (Green)



Ming Pao's weekly reach is higher than other Chinese newspapers  
明報過去一周讀者人數高於其他中文報章

Source: Foundation Research, Toronto Chinese Media Survey 2006

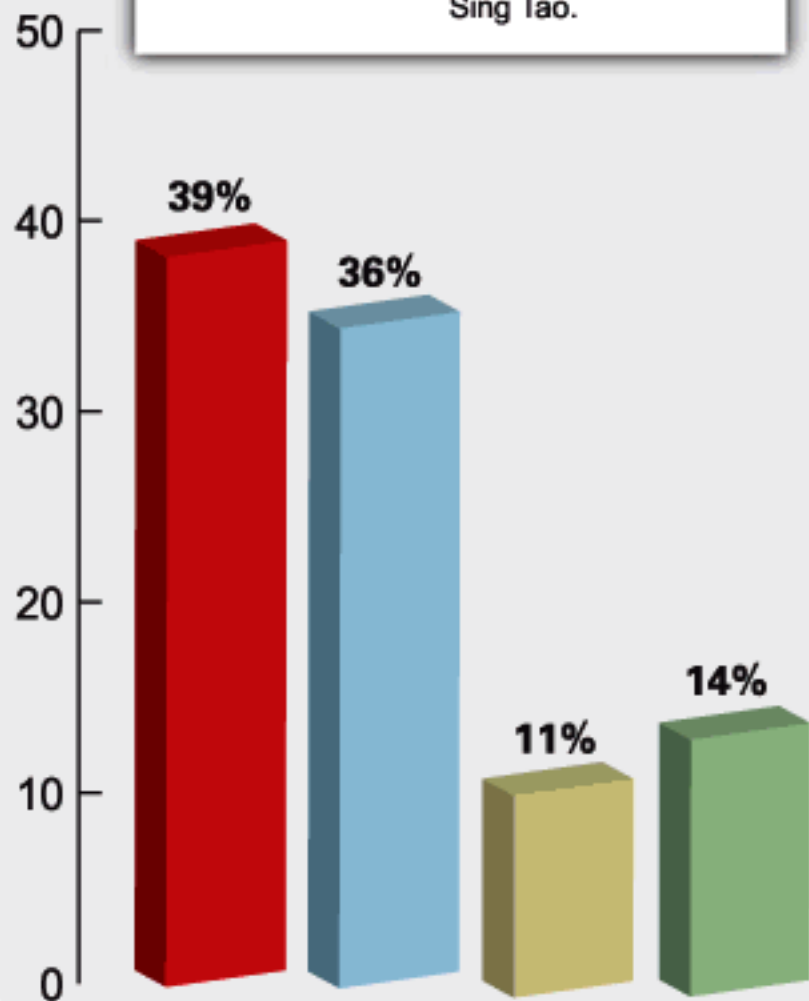




**Past Five-Day Readership**  
過去5天讀者人數

Total Audience 總讀者人數

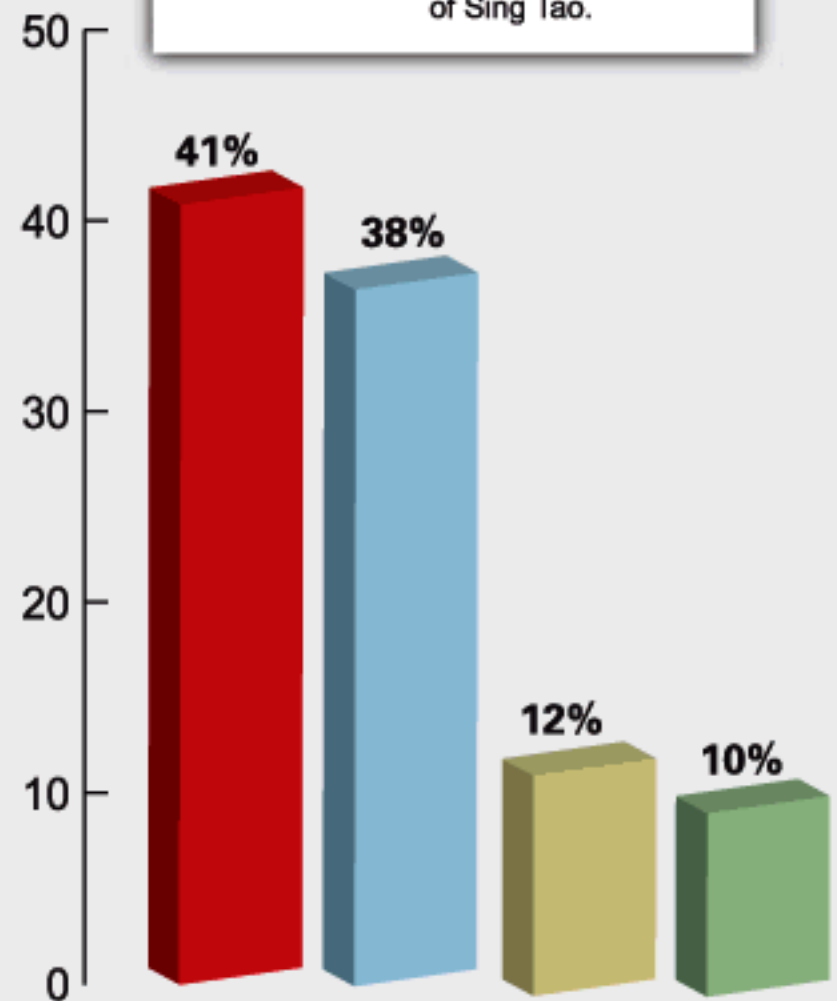
39%的受訪者在過去5天會閱讀明報，及36%受訪者在過去5天會閱讀星島  
39% of respondents mentioned they read the past five copies of Ming Pao and 36% mentioned they read the past five copies of Sing Tao.



**Last Weekend Readership**  
過去周末讀者人數

Total Audience 總讀者人數

41%的受訪者在過去周末會閱讀明報，及38%受訪者在過去周末會閱讀星島  
41% of respondents mentioned they read last weekend's issue of Ming Pao and 38% mentioned they read last weekend's issue of Sing Tao.

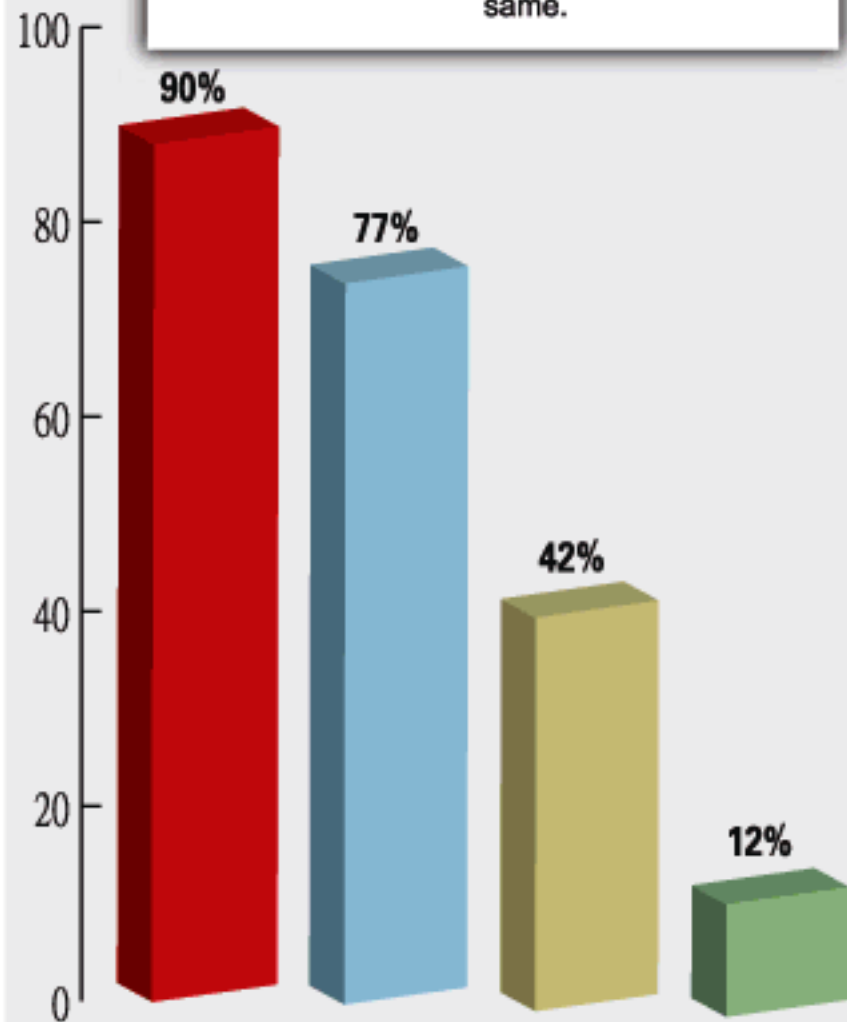


**Purchased/Subscription  
Weekday Copy**  
購買/訂閱周日報紙

Weekly Readers 過去一周讀者人數

大多數明報讀者 (佔90%) 會購買前周日報紙，而星島讀者購買前周日報紙則佔77%

The vast majority of Ming Pao readers (90%) purchased the previous days newspaper whereas 77% of Sing Tao readers did the same.

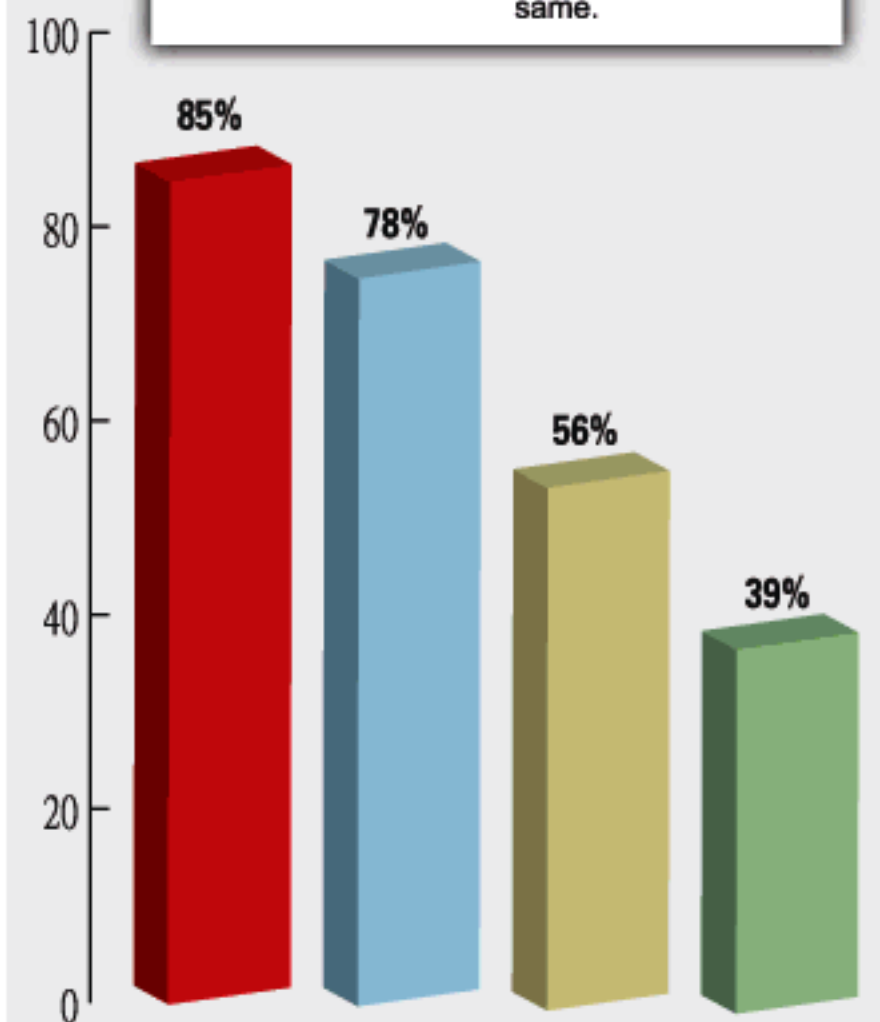


**Purchased/Subscription  
Weekend Copy**  
購買/訂閱周末報紙

Weekly Readers 過去一周讀者人數

大多數明報讀者 (佔85%) 會購買前周末報紙，而星島讀者購買前周末報紙則佔78%

The vast majority of Ming Pao readers (85%) purchased last weekends newspaper whereas 78% of Sing Tao readers did the same.



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明報 (Ming Pao)    星島日報 (Sing Tao)    世界日報 (World Journal)    現代日報 (Today Daily News)

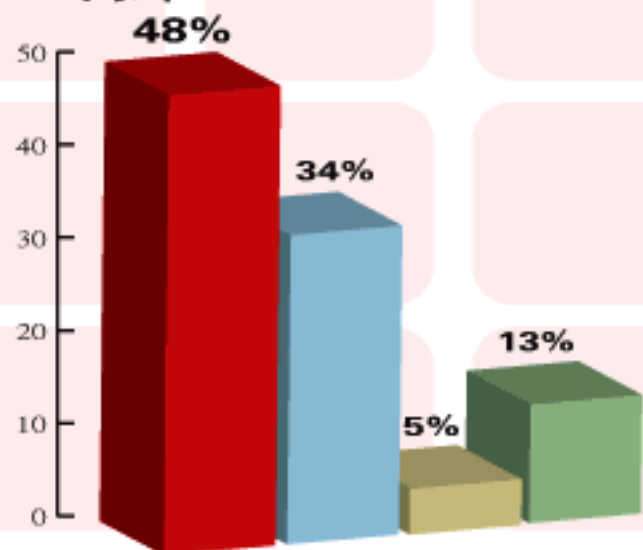
Source: Foundation Research, Toronto Chinese Media Survey 2006

Geography  
地區分佈

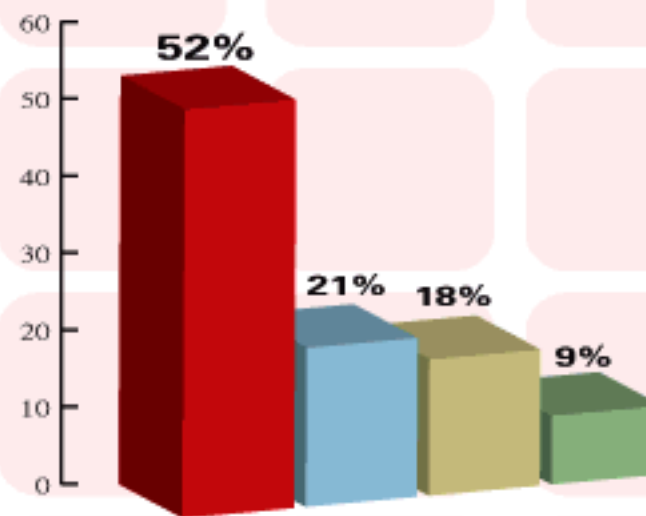
Weekly Readers  
過去一周讀者人數



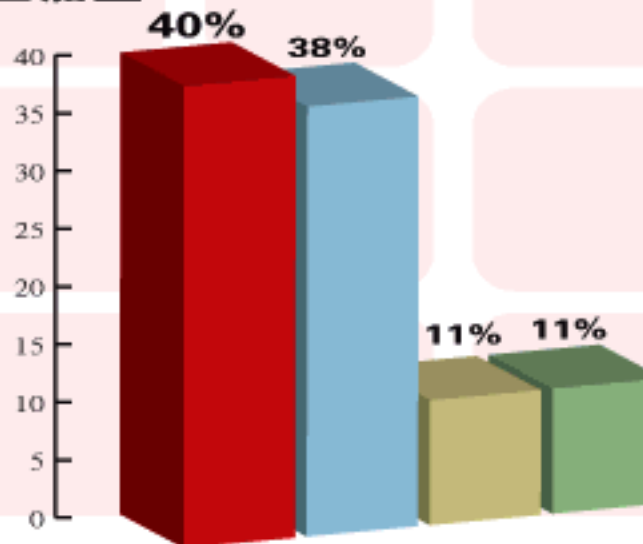
Markham  
萬錦



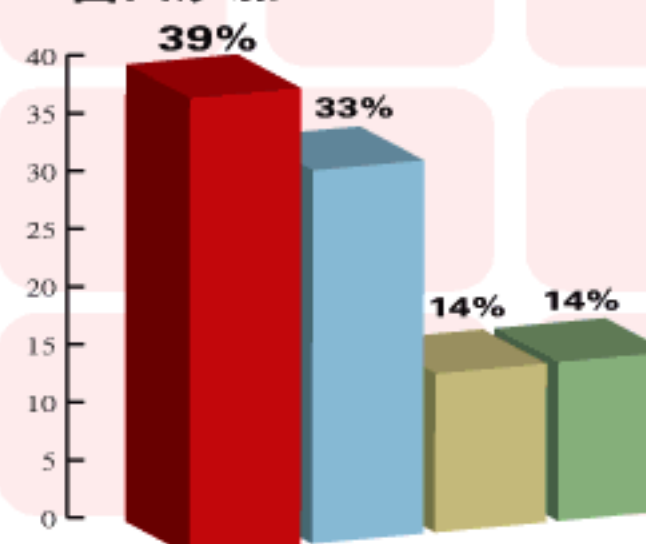
Richmond Hill  
烈治文山



Scarborough  
士嘉堡



Mississauga  
密西沙加



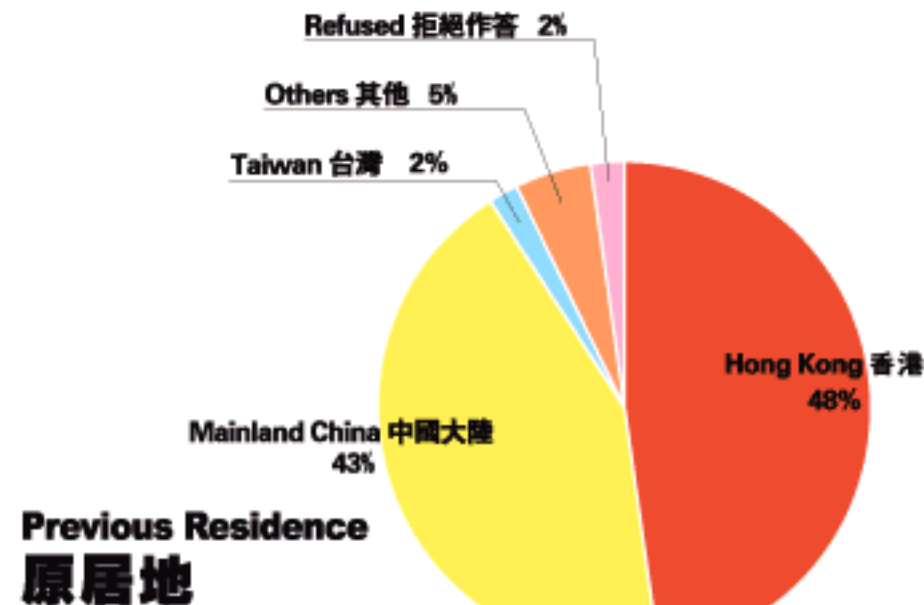
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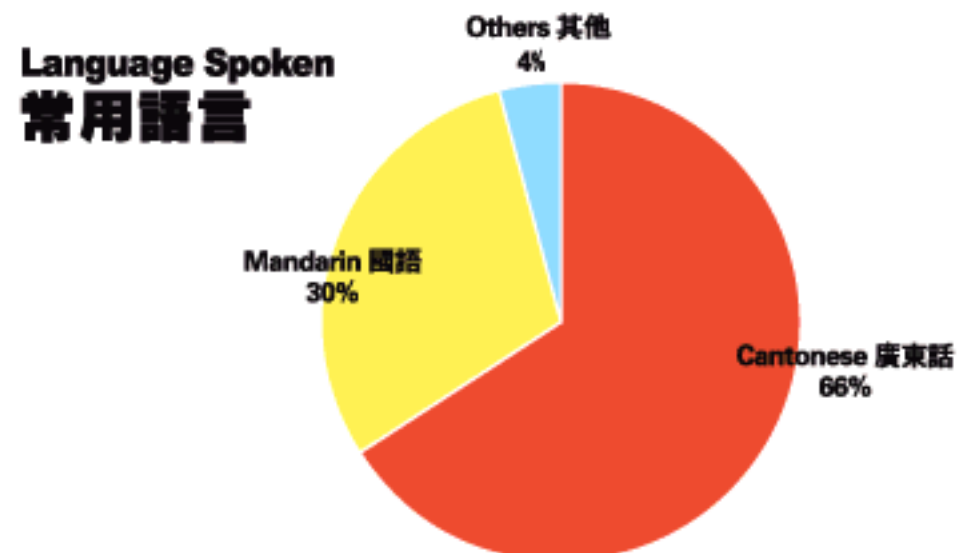
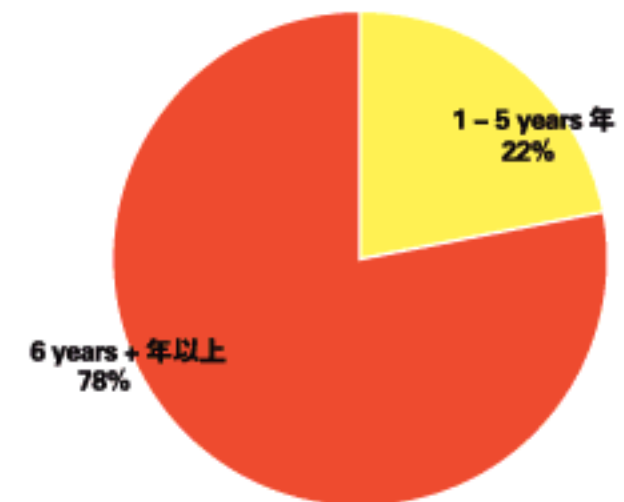
## Profile of Ming Pao readers 明報讀者簡介

“48% of Ming Pao readers are immigrants from Hong Kong and 43% are immigrants from Mainland China.”

明報讀者48%是來自香港，43%是來自中國大陸的移民。



### Tenture in Canada 移民到加拿大多少年



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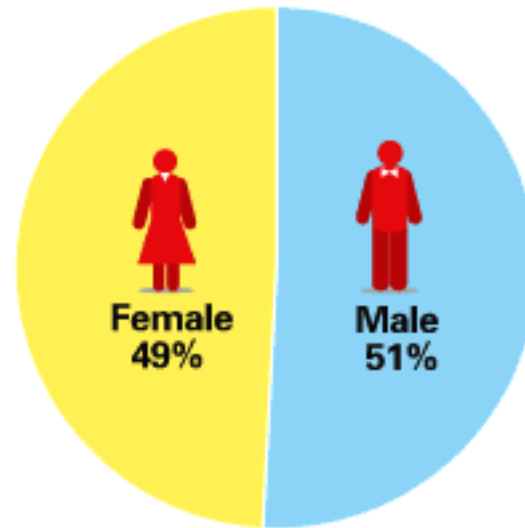


## Profile of Ming Pao readers 明報讀者簡介

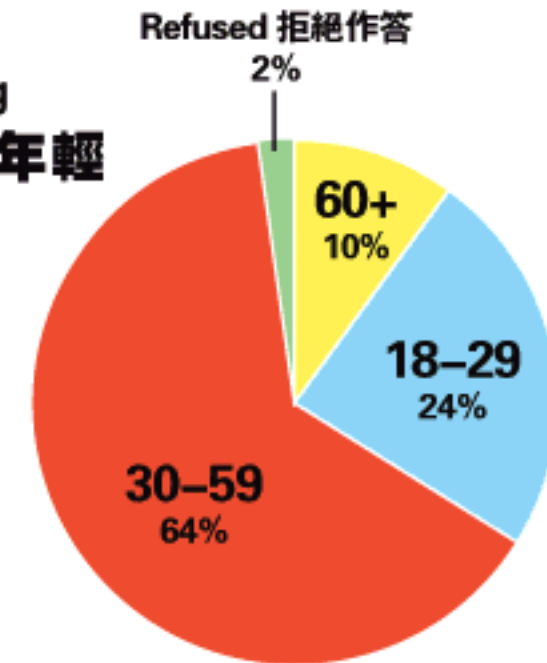
“Ming Pao readers are young and well educated.”

明報讀者較年輕及學歷較高。

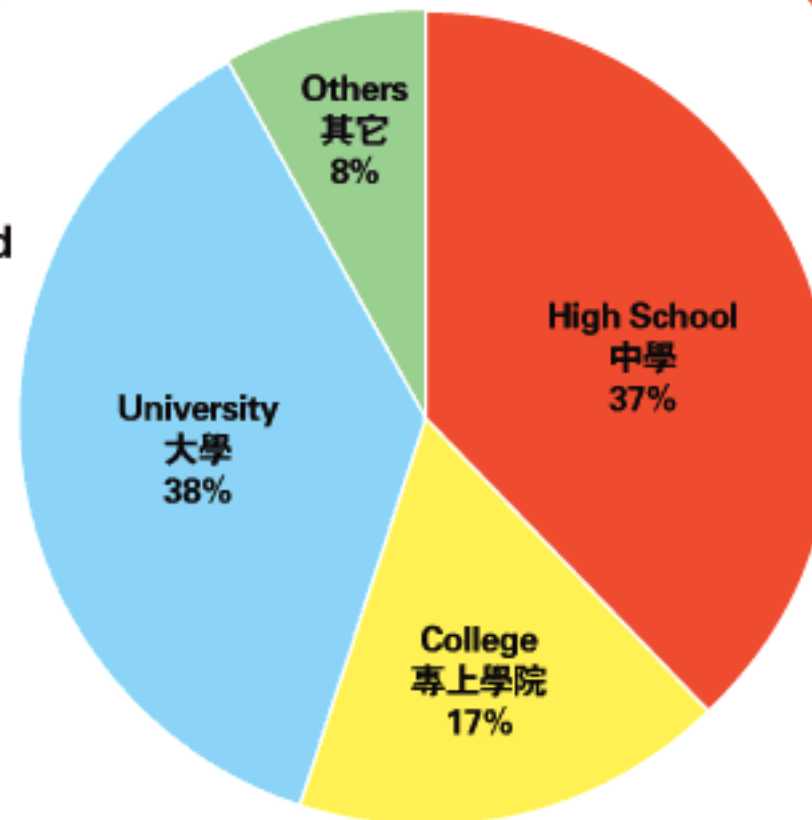
Gender  
性別



Age - Young  
年齡 - 比較年輕



Education - Well Educated  
教育程度 - 高學歷



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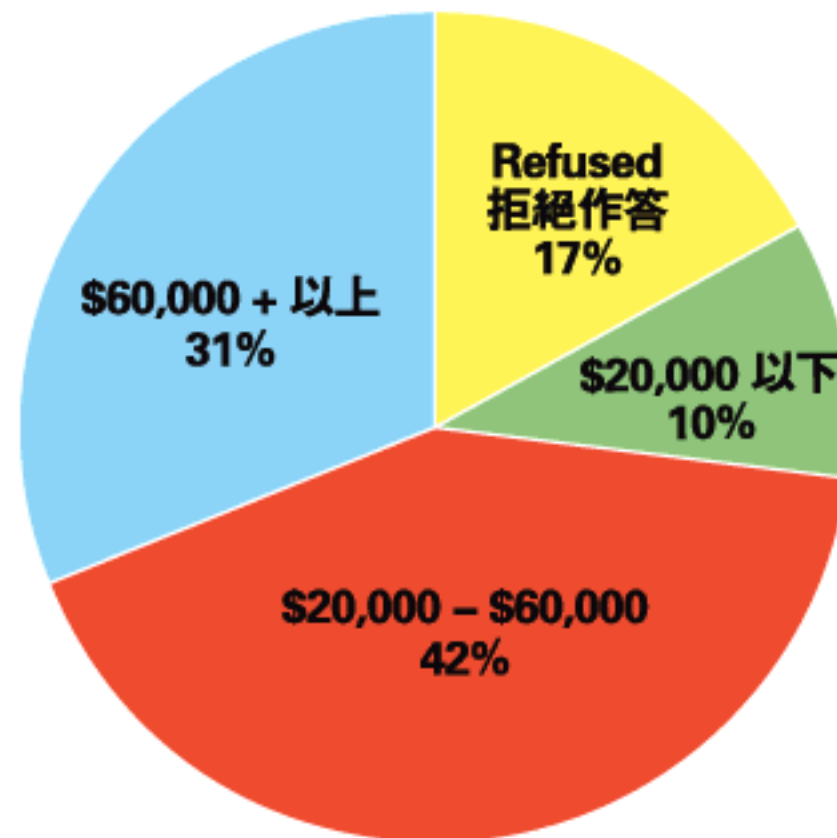
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## Profile of Ming Pao readers 明報讀者簡介

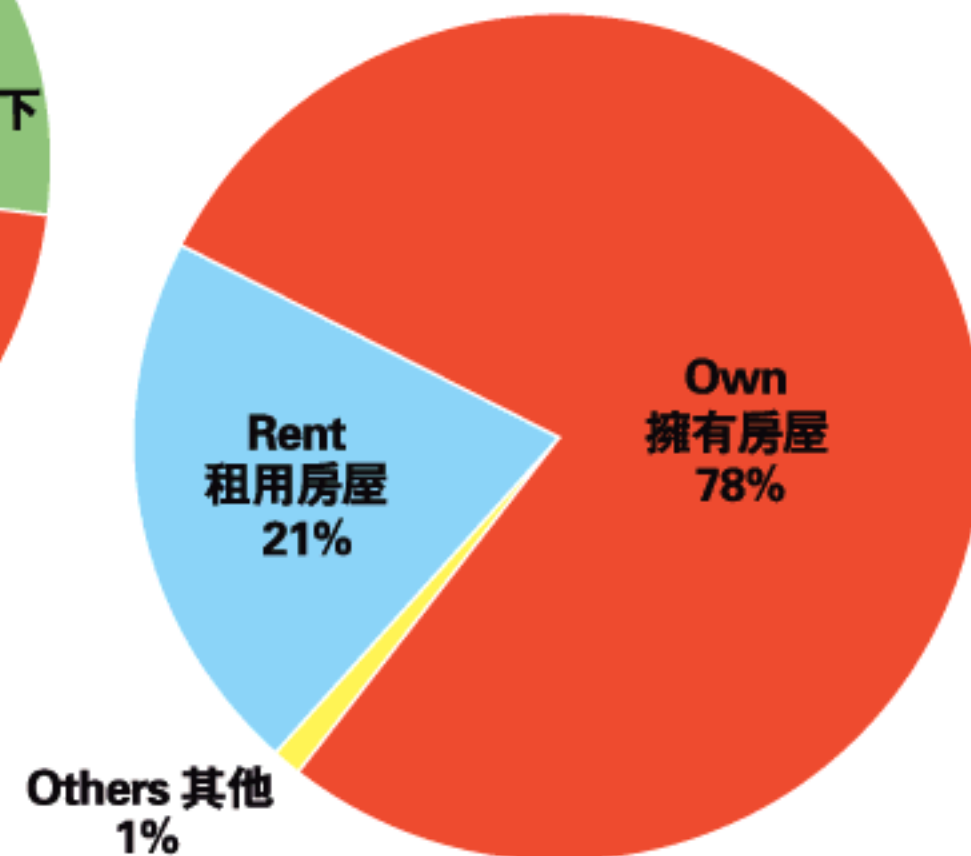
**“78% of Ming Pao readers have their own dwelling and they are more affluent and have higher spending power.”**

**明報讀者78%擁有自己的房屋  
及較富裕和有較高消費能力。**

**Income - More Affluent  
收入 - 較富裕**



**Own or Rent  
擁有房屋或租用房屋**

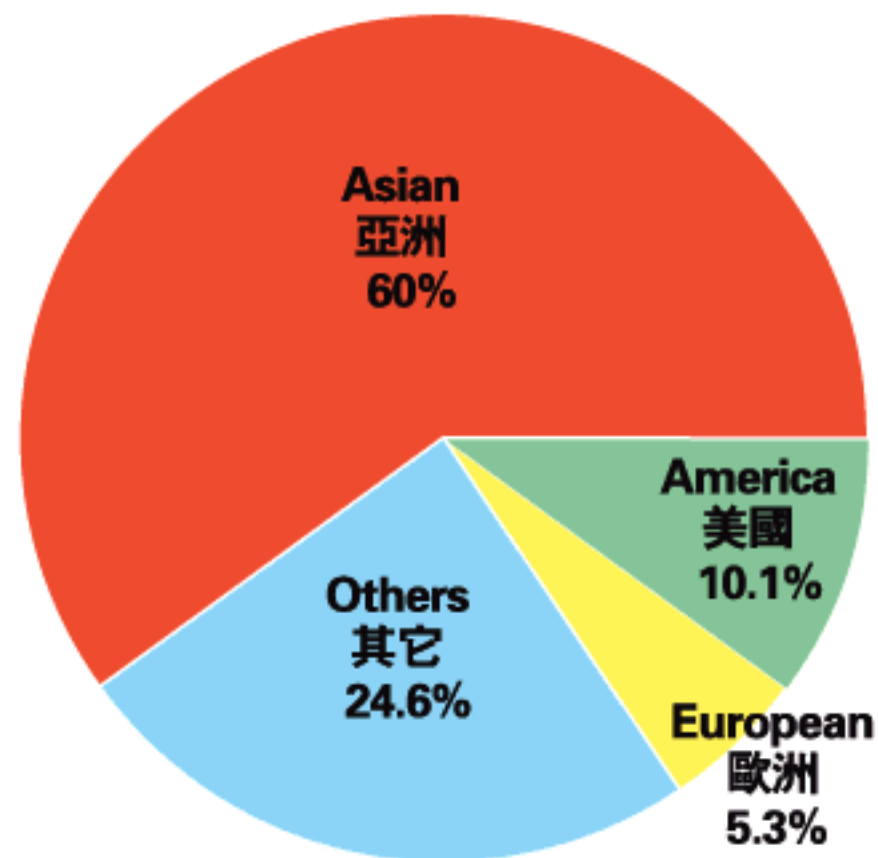


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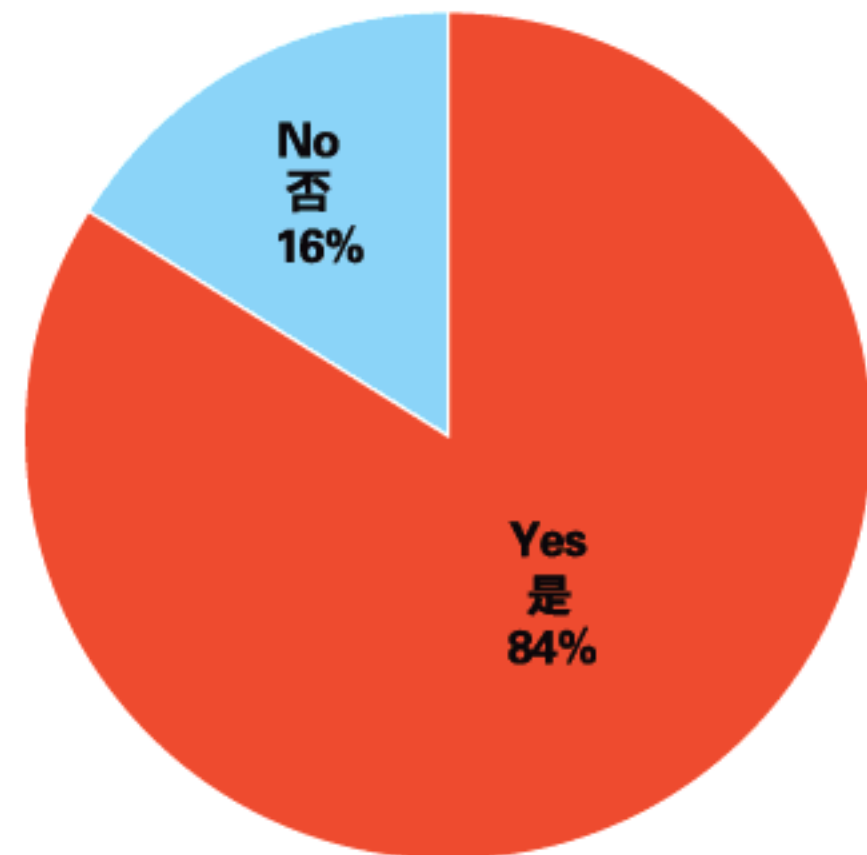
## Profile of Ming Pao readers 明報讀者簡介

**“84% of Ming Pao readers drive a vehicle .”**  
**明報讀者有84%駕駛汽車。**

### Vehicle Driven Most Often 所駕駛汽車



### Drives A Vehicle 汽車駕駛者



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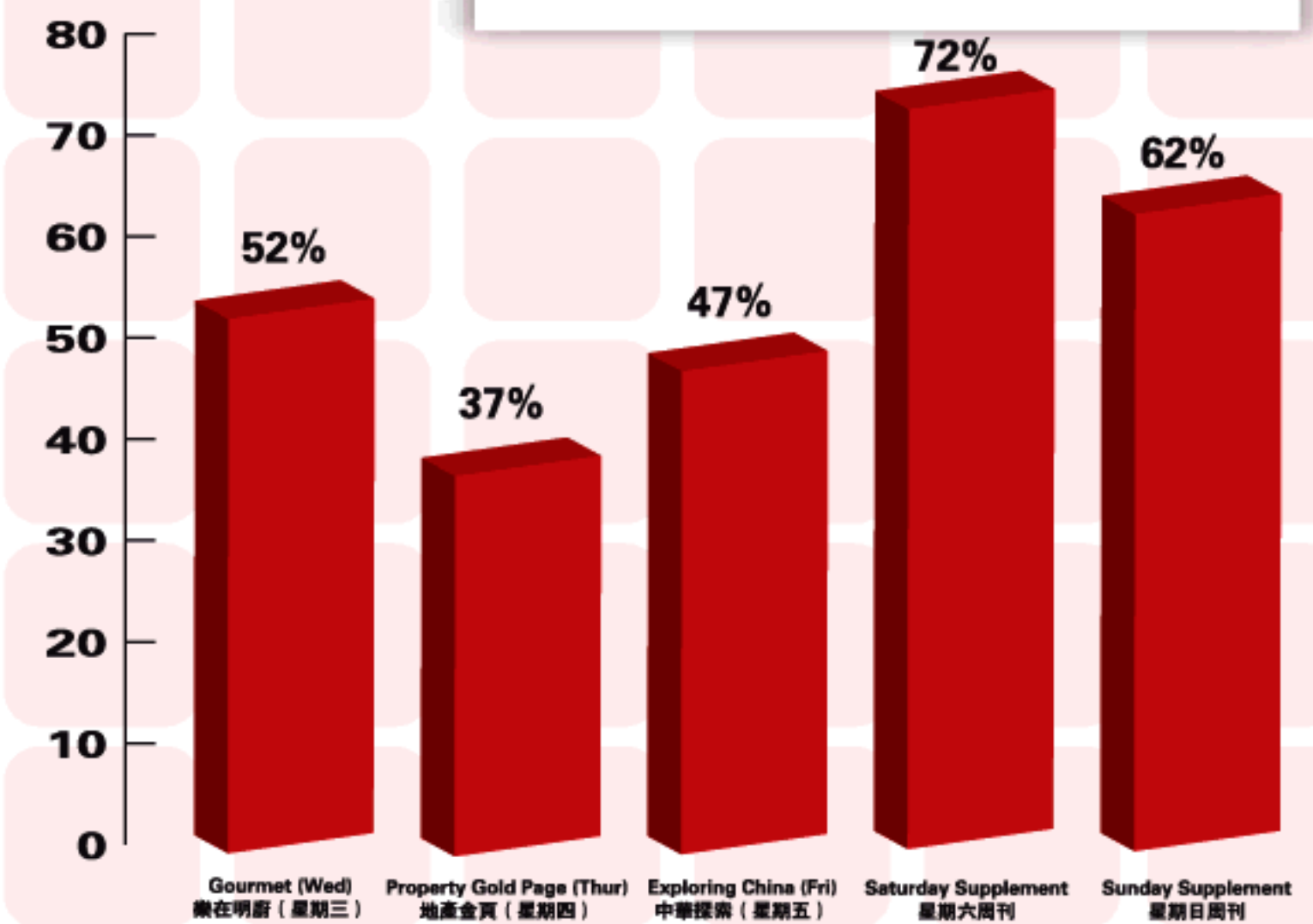


# Ming Pao Supplements 明報刊物

Weekly Readers 過去一周讀者人數

Ming Pao Saturday Supplement is the most popular insert as 72% of Ming Pao readers have read or looked into the most recent issue of Saturday Supplement. Ming Pao Sunday Supplement is the second most popular insert as 62% of Ming Pao readers read or looked into the most recent issue.

明報的星期六周刊最受讀者歡迎，在過去一周內佔72%明報讀者會閱讀星期六周刊。明報的星期日周刊是第二最受讀者歡迎的刊物，在過去一周內佔62%明報讀者會閱讀星期日周刊。



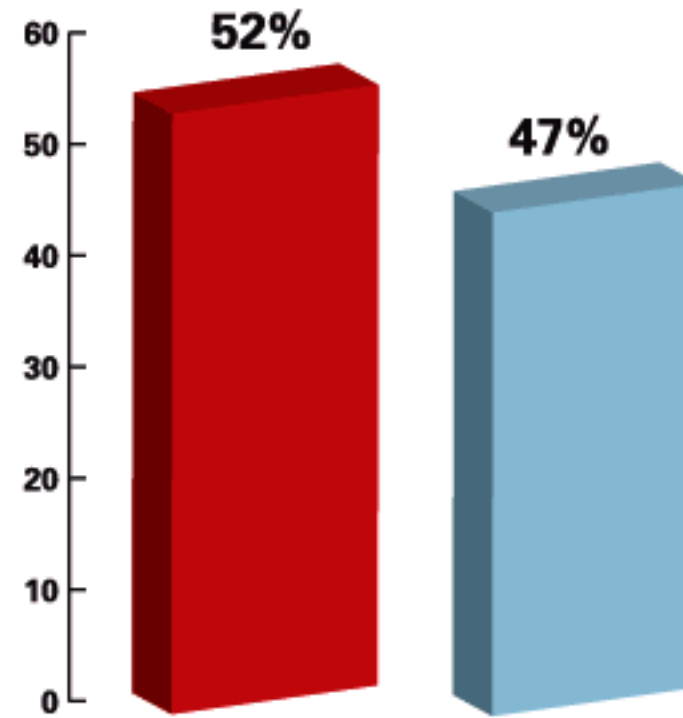
# 明報

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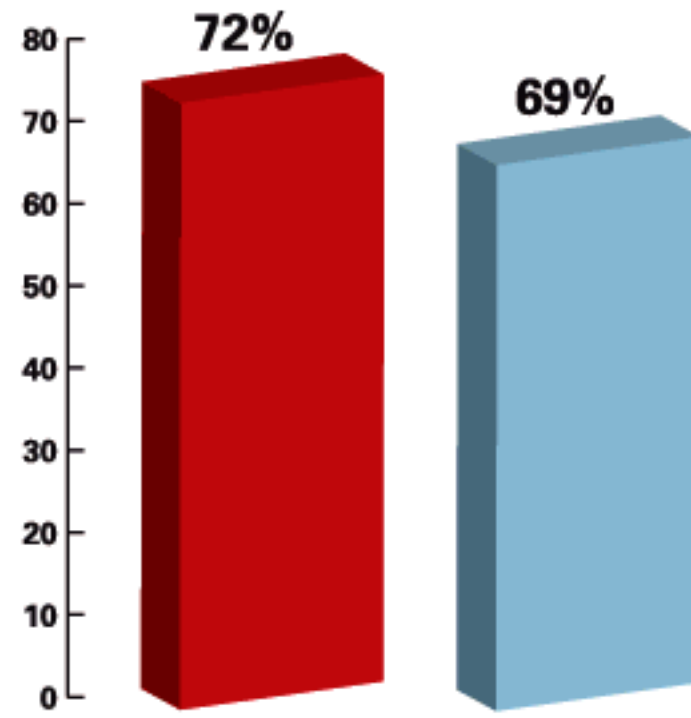
Supplements – Readers Comparison  
刊物—讀者比較

Ming Pao

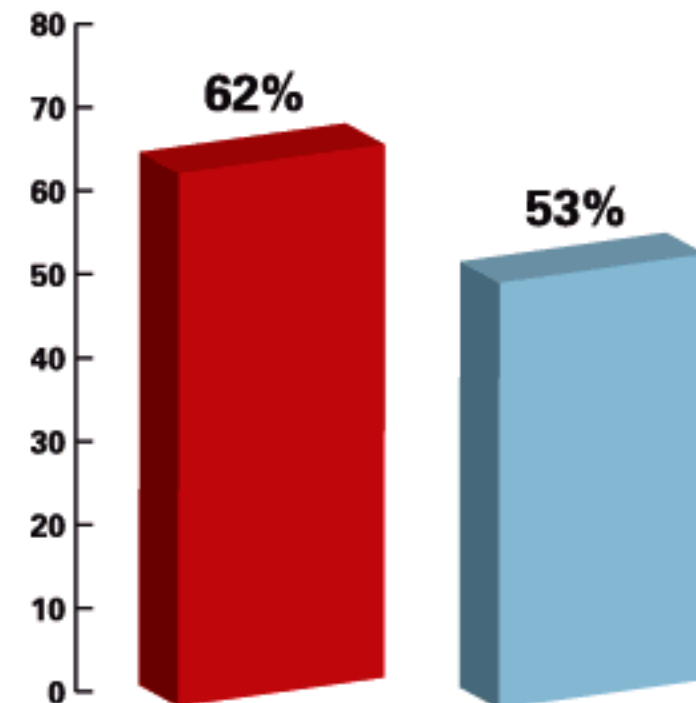
Sing Tao



Gourmet 樂在明廚

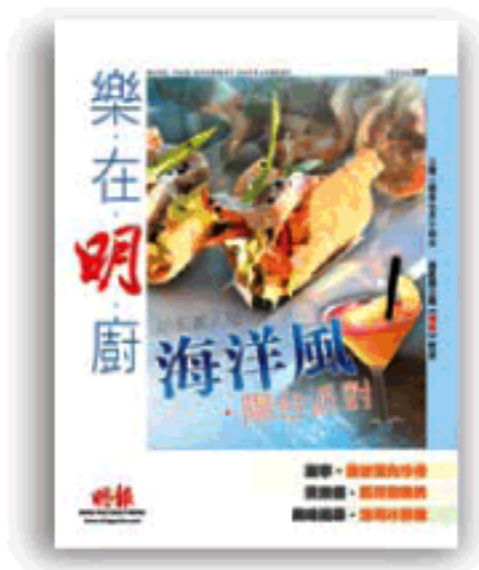


Saturday 星期六周刊



Sunday 星期日周刊

Source: Foundation Research, Toronto Chinese Media Survey 2006



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