



Newspaper Topline Readership - Monday-Friday

Vividata Fall 2020 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	2,028	869	1,499
National Post	1,690	674	1,287
PROVINCE OF ONTARIO			
The Toronto Sun	685	230	381
Toronto Star	1,568	784	966
PROVINCE OF QUÉBEC			
La Presse ^a	-	-	1,481
Le Devoir	423	153	351
Le Journal de Montréal	1,259	729	764
Le Journal de Québec	606	321	407
Le Soleil ^b	-	-	229
TORONTO CMA			
National Post	431	187	306
The Globe and Mail	660	356	430
The Toronto Sun	515	338	273
Toronto Star	1,127	611	652
MONTRÉAL CMA			
La Presse ^a	-	-	793
Le Devoir	221	100	171
Le Journal de Montréal	696	417	394
Métro	341	292	96
Montréal Gazette	238	146	128
National Post	92	58	54
The Globe and Mail	101	58	65
VANCOUVER CMA			
National Post	174	69	127
The Globe and Mail	214	83	155
The Province	307	231	115
The Vancouver Sun	371	225	196
OTTAWA-GATINEAU CMA			
Le Droit ^b	-	-	60
National Post	96	50	75
Ottawa Citizen	276	169	146
The Globe and Mail	104	49	76
The Ottawa Sun	110	67	70
CALGARY CMA			
National Post	79	40*	62
The Calgary Herald	267	148	159
The Calgary Sun	164	113	93
The Globe and Mail	79	39*	67
EDMONTON CMA			
Edmonton Journal	278	160	158
National Post	89	34*	59
The Edmonton Sun	148	85	78
The Globe and Mail	79	21#	70

NOTES:

- Footprint = Unduplicated audience of Print and Digital.
- Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
- Digital = Audience who accessed any digital content of the newspaper yesterday.
- Any Newspaper = Print: Unduplicated audience of an average weekday (Monday to Friday) issue of all measured newspapers in the specified market CMA. Digital: Unduplicated digital audience of all measured newspapers in the specified market CMA.
- Includes La Presse yesterday.

^aLa Presse is only published Digitally

^bLe Soleil, Le Droit, La Tribune, Le Quotidien, Le Nouvelliste - M-F print no longer available. Saturday edition only.

*Data relatively unstable

#Sample size too small for reliability - shown for consistency only

Source: Vividata Fall 2020 Study

Average Weekday Audience 18+ (Mon - Fri) (000)			
	Footprint (1)	Print (2)	Digital (3)
WINNIPEG CMA			
The Winnipeg Sun	103	68	58
Winnipeg Free Press	226	162	107
QUÉBEC CITY CMA			
Le Journal de Québec	226	128	140
Le Soleil ^b	-	-	96
HAMILTON CMA			
The Hamilton Spectator	194	141	78
LONDON CMA			
London Free Press	148	81	89
KITCHENER CMA			
Waterloo Region Record	140	92	74
HALIFAX CMA			
The Chronicle Herald	99	66	51
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	50	27	33
The Standard	65	31	41
The Tribune	33	21*	16*
VICTORIA CMA			
Times Colonist	123	88	50
WINDSOR CMA			
The Windsor Star	132	74	85
SASKATOON CMA			
The StarPhoenix	88	52	45
REGINA CMA			
Leader Post	80	46	45
ST. JOHN'S CMA			
The Telegram	64	35	39
SHERBROOKE CMA			
La Tribune ^b	-	-	28*
SAGUENAY CMA			
Le Quotidien ^b	-	-	29
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	-	-	34

Any Newspaper (4) Reach %			
Market	Footprint (1) (5)	Print (2)	Digital (3)
TORONTO CMA	33%	20%	19%
MONTRÉAL CMA	47%	23%	33%
VANCOUVER CMA	32%	20%	17%
OTTAWA-GATINEAU CMA	39%	22%	27%
CALGARY CMA	34%	20%	21%
EDMONTON CMA	35%	20%	21%
WINNIPEG CMA	42%	30%	23%
QUÉBEC CITY CMA	48%	21%	40%
HAMILTON CMA	39%	26%	20%
LONDON CMA	41%	24%	28%
KITCHENER CMA	40%	25%	23%
HALIFAX CMA	34%	18%	20%
ST. CATHARINES/NIAGARA CMA	44%	26%	27%
VICTORIA CMA	40%	28%	20%
WINDSOR CMA	50%	28%	33%
SASKATOON CMA	38%	21%	21%
REGINA CMA	42%	23%	28%
ST. JOHN'S CMA	39%	19%	27%
SHERBROOKE CMA	32%	9%	33%
SAGUENAY CMA	23%	8%	31%
TROIS-RIVIÈRES CMA	44%	19%	41%

Fall 2020 Fieldwork Period: July 2019 - June 2020

Note on Trending: Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.



Newspaper Topline Readership - Average Weekly Audience

Vividata Fall 2020 Adults 18+

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	6,072	3,082	4,288
National Post	5,197	2,477	3,688
PROVINCE OF ONTARIO			
The Toronto Sun	1,914	1,388	981
Toronto Star	3,910	2,344	2,524
PROVINCE OF QUÉBEC			
La Presse ^a	-	-	2,387
Le Devoir	1,320	686	932
Le Journal de Montréal	3,003	2,128	1,679
Le Journal de Québec	1,587	1,070	938
Le Soleil	782	386	590
TORONTO CMA			
National Post	1,212	652	824
The Globe and Mail	1,745	1,001	1,189
The Toronto Sun	1,385	1,044	701
Toronto Star	2,610	1,751	1,609
MONTRÉAL CMA			
La Presse ^a	-	-	1,251
Le Devoir	709	399	478
Le Journal de Montréal	1,628	1,185	913
Métro	1,085	999	276
Montréal Gazette	640	426	373
National Post	334	209	200
The Globe and Mail	339	207	206
VANCOUVER CMA			
National Post	480	247	336
The Globe and Mail	615	315	432
The Province	811	652	322
The Vancouver Sun	882	626	454
OTTAWA-GATINEAU CMA			
Le Droit	171	98	126
National Post	277	134	203
Ottawa Citizen	540	329	333
The Globe and Mail	308	162	217
The Ottawa Sun	307	228	157
CALGARY CMA			
National Post	294	148	205
The Calgary Herald	579	362	395
The Calgary Sun	492	390	242
The Globe and Mail	324	176	238
EDMONTON CMA			
Edmonton Journal	593	364	388
National Post	318	153	220
The Edmonton Sun	426	301	220
The Globe and Mail	280	142	190

NOTES:

1. Footprint = Unduplicated number of Adults 18+ who read at least one printed edition or accessed digital content of the newspaper in the past week (Monday to Friday, Saturday/Sunday).
2. Print = Unduplicated number of Adults 18+ who read at least one printed edition of the newspaper in the past 5/6/7 days (Monday to Friday, Saturday/Sunday), based on the title's frequency.
3. Digital = Audience who accessed any digital content of the newspaper in the past week.
4. Any Newspaper = Unduplicated audience over the average week (Monday to Friday, Saturday/Sunday) of all measured newspapers, and their respective circulation frequency, in the specified market CMA.
5. Includes La Presse.

^aLa Presse is only published Digitally.

*Data relatively unstable

#Sample size too small for reliability - shown for consistency only

Source: Vividata Fall 2020 Study

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
WINNIPEG CMA			
The Winnipeg Sun	219	162	119
Winnipeg Free Press	431	337	244
QUÉBEC CITY CMA			
Le Journal de Québec	436	303	258
Le Soleil	259	141	189
HAMILTON CMA			
The Hamilton Spectator	349	261	178
LONDON CMA			
London Free Press	277	176	183
KITCHENER CMA			
Waterloo Region Record	263	175	151
HALIFAX CMA			
The Chronicle Herald	210	145	131
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	111	65	79
The Standard	148	86	94
The Tribune	75	47	44
VICTORIA CMA			
Times Colonist	226	179	118
WINDSOR CMA			
The Windsor Star	215	146	146
SASKATOON CMA			
The StarPhoenix	156	99	92
REGINA CMA			
Leader Post	135	83	85
ST. JOHN'S CMA			
The Telegram	118	80	80
SHERBROOKE CMA			
La Tribune	86	48	56
SAGUENAY CMA			
Le Quotidien	71	42	50
TROIS-RIVIÈRES CMA			
Le Nouvelliste	84	50	53

Any Newspaper Average Weekly Audience Reach % (4)			
Market	Footprint (1) (5)	Print (2)	Digital (3)
TORONTO CMA	64%	45%	42%
MONTRÉAL CMA	75%	52%	54%
VANCOUVER CMA	63%	46%	36%
OTTAWA-GATINEAU CMA	71%	44%	52%
CALGARY CMA	66%	47%	45%
EDMONTON CMA	65%	44%	45%
WINNIPEG CMA	71%	55%	45%
QUÉBEC CITY CMA	82%	55%	60%
HAMILTON CMA	64%	47%	40%
LONDON CMA	74%	49%	52%
KITCHENER CMA	69%	46%	47%
HALIFAX CMA	65%	43%	47%
ST. CATHARINES/NIAGARA CMA	74%	52%	51%
VICTORIA CMA	73%	57%	43%
WINDSOR CMA	77%	53%	54%
SASKATOON CMA	67%	43%	42%
REGINA CMA	72%	43%	48%
ST. JOHN'S CMA	69%	44%	50%
SHERBROOKE CMA	65%	42%	49%
SAGUENAY CMA	71%	50%	50%
TROIS-RIVIÈRES CMA	82%	56%	59%

Fall 2020 Fieldwork Period: July 2019 - June 2020

Note on Trending: Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.



Local Newspaper Topline Readership

Vividata Fall 2020 Adults 18+

Average Weekday Audience - (Mon-Fri) (000)				Average Weekly Audience (000)		
Title	Footprint (1)	Print (2)	Digital (3)	Footprint (4)	Print (5)	Digital (6)
MANITOBA						
Brandon Sun, The	27	17	13	43	30	26
ONTARIO						
Belleville Intelligencer, The	19	13	8*	36	24	19
Brantford Expositor, The	39	24	19	77	64	33
Chatham Daily News, The	29	17	18	49	32	34
Daily Press, The (Timmins)	13	7	8	24	19	14
Kingston Whig-Standard, The	46	29	24	85	55	50
North Bay Nugget (North Bay)	29	14	21	42	26	32
Owen Sound Sun Times, The	15	9	8	22	16	13
Peterborough Examiner, The	40	21	26	69	45	46
Sarnia Observer, The	33	15	21	54	33	36
Sault Star, The (Sault Ste. Marie)	25	15	12	45	35	26
Standard-Freeholder (Cornwall)	23	16	10	36	29	19
Sudbury Star, The	49	18*	38	83	43	65
QUÉBEC						
Voix de l'Est, La (Granby)	-	-	21	50	31	36
PRINCE EDWARD ISLAND						
Guardian, The (Charlottetown)	57	25	37	90	58	60
NOVA SCOTIA						
Cape Breton Post	49	36	28	72	59	48

Fall 2020 Fieldwork Period: July 2018 - June 2020 (24 Months)

Note on Trending: Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.

Notes:

1. Footprint = Unduplicated audience of Print and Digital.
2. Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
3. Digital = Audience who accessed any digital content of the newspaper yesterday.
4. 5/6/7 Day Digital/Print = Unduplicated number of Adults 18+ who read at least one printed edition or accessed digital content of the daily newspaper in the past week (Monday to Friday, Saturday/Sunday).
5. 5/6/7 Day Print = Unduplicated number of Adults 18+ who read at least one printed edition of the newspaper in the past 5/6/7 days (Monday to Friday, Saturday/Sunday), based on the title's frequency.
6. 5/6/7 Day Digital = Audience who accessed any digital content of the newspaper in the past week.

La Voix de l'Est (LM) - M-F print no longer available. Saturday edition only.

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Source: Vividata Fall 2020 Study