



Newspaper Topline Readership - Monday-Friday

Vividata Winter 2021 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	1,957	737	1,497
National Post	1,632	624	1,253
PROVINCE OF ONTARIO			
The Toronto Sun	650	383	375
Toronto Star	1,558	746	995
PROVINCE OF QUÉBEC			
Le Devoir	432	139	360
Le Journal de Montréal	1,200	655	751
Le Journal de Québec	570	278	401
Le Soleil ^b	-	-	249
TORONTO CMA			
National Post	403	159	291
The Globe and Mail	644	299	438
The Toronto Sun	494	295	285
Toronto Star	1,077	569	652
MONTRÉAL CMA			
Le Devoir	230	90	177
Le Journal de Montréal	685	382	407
Montréal Gazette	234	144	139
National Post	74	37*	52
The Globe and Mail	97	49*	60
VANCOUVER CMA			
National Post	177	72	129
The Globe and Mail	212	76	161
The Province	288	204	125
The Vancouver Sun	367	225	190
OTTAWA-GATINEAU CMA			
Le Droit ^b	-	-	56
National Post	82	37*	68
Ottawa Citizen	262	155	140
The Globe and Mail	92	34*	71
The Ottawa Sun	106	59	71
CALGARY CMA			
National Post	96	42*	77
The Calgary Herald	278	154	165
The Calgary Sun	155	100	96
The Globe and Mail	85	37*	76
EDMONTON CMA			
Edmonton Journal	277	162	156
National Post	91	36*	61
The Edmonton Sun	149	85	79
The Globe and Mail	71	18#	63
WINNIPEG CMA			
The Winnipeg Sun	94	60	54
Winnipeg Free Press	217	152	107

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.

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

*Data relatively unstable

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

Source: Vividata Winter 2021 Study

Average Weekday Audience 18+ (Mon - Fri) (000)			
	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	214	114	143
Le Soleil ^b	-	-	108
HAMILTON CMA			
The Hamilton Spectator	196	135	90
LONDON CMA			
London Free Press	137	73	84
KITCHENER CMA			
Waterloo Region Record	145	91	78
HALIFAX CMA			
The Chronicle Herald	89	51	55
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	48	25	31
The Standard	63	29	39
The Tribune	30	20*	14*
VICTORIA CMA			
Times Colonist	119	87	46
WINDSOR CMA			
The Windsor Star	133	75	85
SASKATOON CMA			
The StarPhoenix	86	50	44
REGINA CMA			
Leader Post	79	45	43
ST. JOHN'S CMA			
The Telegram	61	33	38
SHERBROOKE CMA			
La Tribune ^b	-	-	27*
SAGUENAY CMA			
Le Quotidien ^b	-	-	25
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	-	-	33

Any Newspaper (4)	Digital/Print (1)	Print (2)	Digital (3)
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	32%	19%	20%
MONTRÉAL CMA	31%	17%	20%
VANCOUVER CMA	30%	19%	17%
OTTAWA-GATINEAU CMA	34%	20%	24%
CALGARY CMA	33%	19%	23%
EDMONTON CMA	34%	20%	20%
WINNIPEG CMA	40%	28%	23%
QUÉBEC CITY CMA	38%	19%	34%
HAMILTON CMA	41%	26%	22%
LONDON CMA	38%	21%	26%
KITCHENER CMA	39%	23%	24%
HALIFAX CMA	30%	14%	21%
ST. CATHARINES/NIAGARA CMA	44%	25%	27%
VICTORIA CMA	38%	27%	18%
WINDSOR CMA	50%	28%	33%
SASKATOON CMA	37%	21%	21%
REGINA CMA	41%	22%	26%
ST. JOHN'S CMA	38%	18%	26%
SHERBROOKE CMA	16%	6%	24%
SAGUENAY CMA	13%	8%	23%
TROIS-RIVIÈRES CMA	29%	15%	33%

Winter 2021 Fieldwork Period: October 2019 - September 2020 (12 months)

Changes in sampling methodology were made in 2019, and therefore we suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.



Newspaper Topline Readership - Average Weekly Audience

Vividata Winter 2021 Adults 18+

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	6,231	2,978	4,488
National Post	5,253	2,429	3,784
PROVINCE OF ONTARIO			
The Toronto Sun	1,871	1,302	1,010
Toronto Star	4,025	2,291	2,642
PROVINCE OF QUÉBEC			
Le Devoir	1,340	654	964
Le Journal de Montréal	2,936	2,020	1,659
Le Journal de Québec	1,562	1,009	948
Le Soleil ^b	817	372	633
TORONTO CMA			
National Post	1,218	614	847
The Globe and Mail	1,732	923	1,212
The Toronto Sun	1,365	973	744
Toronto Star	2,552	1,629	1,602
MONTRÉAL CMA			
Le Devoir	734	390	505
Le Journal de Montréal	1,655	1,162	945
Montréal Gazette	612	409	361
National Post	310	177	196
The Globe and Mail	335	196	202
VANCOUVER CMA			
National Post	513	273	361
The Globe and Mail	649	326	468
The Province	766	593	359
The Vancouver Sun	908	641	471
OTTAWA-GATINEAU CMA			
Le Droit	163	87	120
National Post	258	118	192
Ottawa Citizen	529	315	331
The Globe and Mail	297	146	212
The Ottawa Sun	302	221	158
CALGARY CMA			
National Post	323	153	239
The Calgary Herald	603	373	413
The Calgary Sun	480	369	246
The Globe and Mail	341	172	261
EDMONTON CMA			
Edmonton Journal	596	356	395
National Post	321	160	226
The Edmonton Sun	425	290	228
The Globe and Mail	303	152	205
WINNIPEG CMA			
The Winnipeg Sun	213	157	114
Winnipeg Free Press	421	319	250

NOTES:

- 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).
 - 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.
 - Digital = Audience who accessed any digital content of the newspaper in the past week.
 - 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.
- ^aLe Soleil, Le Droit, La Tribune, Le Quotidien, Le Nouvelliste - M-F print no longer available. Only Saturday print edition available.

*Data relatively unstable
 #Sample size too small for reliability - shown for consistency only
 Source: Vividata Winter 2021 Study

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	424	275	270
Le Soleil ^b	287	139	211
HAMILTON CMA			
The Hamilton Spectator	343	242	200
LONDON CMA			
London Free Press	263	159	175
KITCHENER CMA			
Waterloo Region Record	274	175	164
HALIFAX CMA			
The Chronicle Herald	202	131	139
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	107	61	75
The Standard	144	83	92
The Tribune	72	44	43
VICTORIA CMA			
Times Colonist	223	176	116
WINDSOR CMA			
The Windsor Star	216	144	148
SASKATOON CMA			
The StarPhoenix	155	98	92
REGINA CMA			
Leader Post	135	82	86
ST. JOHN'S CMA			
The Telegram	117	77	82
SHERBROOKE CMA			
La Tribune ^b	78	43	49
SAGUENAY CMA			
Le Quotidien ^b	67	39	47
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	84	49	55

Any Newspaper Average	Digital/Print (1)	Print (2)	Digital (3)
Market	Footprint (1) (5)	Print (2)	Digital (3)
TORONTO CMA	63%	43%	43%
MONTRÉAL CMA	63%	43%	42%
VANCOUVER CMA	61%	43%	38%
OTTAWA-GATINEAU CMA	68%	42%	49%
CALGARY CMA	67%	47%	48%
EDMONTON CMA	64%	42%	45%
WINNIPEG CMA	70%	52%	46%
QUÉBEC CITY CMA	78%	52%	56%
HAMILTON CMA	63%	44%	44%
LONDON CMA	70%	45%	50%
KITCHENER CMA	70%	45%	48%
HALIFAX CMA	63%	39%	48%
ST. CATHARINES/NIAGARA CMA	73%	51%	50%
VICTORIA CMA	73%	57%	43%
WINDSOR CMA	77%	53%	55%
SASKATOON CMA	66%	42%	43%
REGINA CMA	71%	43%	48%
ST. JOHN'S CMA	69%	43%	51%
SHERBROOKE CMA	56%	38%	40%
SAGUENAY CMA	64%	47%	43%
TROIS-RIVIÈRES CMA	73%	52%	50%

Winter 2021 Fieldwork Period: October 2019 - September 2020 (12 months)

Changes in sampling methodology were made in 2019, and therefore we suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.



Local Newspaper Topline Readership

Vividata Winter 2021 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	26	16	13	42	28	26
ONTARIO						
Belleville Intelligencer, The	18	11	9*	34	22	20
Brantford Expositor, The	36	23	18*	72	60	32
Chatham Daily News, The	27	15	18	47	30	34
Daily Press, The (Timmins)	12	7	8	23	18	13
Kingston Whig-Standard, The	41	24	23	81	50	50
North Bay Nugget (North Bay)	27	13	21	39	24	32
Owen Sound Sun Times, The	14	8	8	22	15	12
Peterborough Examiner, The	39	20	28	71	45	47
Sarnia Observer, The	31	13	21	52	31	35
Sault Star, The (Sault Ste. Marie)	23	13*	12	43	33	25
Standard-Freeholder (Cornwall)	21	14	9	35	28	19
Sudbury Star, The	45	16*	37	79	40	61
QUÉBEC						
Voix de l'Est, La (Granby)	-	-	20	50	31	36
PRINCE EDWARD ISLAND						
Guardian, The (Charlottetown)	55	24	35	83	53	57
NOVA SCOTIA						
Cape Breton Post	48	35	28	72	59	47

Winter 2021 Fieldwork Period: July 2018 - September 2020 (24 months)

Changes in sampling methodology were made in 2019, and therefore we suggest that comparisons to past SCC studies should be done with the understanding that differences may not be due to market changes only, but also to changes in data collection.

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. Only Saturday print edition available.

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Source: Vividata Winter 2021 Studv