



Newspaper Topline Readership - Monday-Friday

Vividata Spring 2021 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	1,933	705	1,489
National Post	1,558	560	1,247
PROVINCE OF ONTARIO			
The Toronto Sun	609	332	376
Toronto Star	1,527	688	1,057
PROVINCE OF QUÉBEC			
Le Devoir	440	137	369
Le Journal de Montréal	1,152	585	754
Le Journal de Québec	542	251	391
Le Soleil ^b	-	-	278
TORONTO CMA			
National Post	379	117	316
The Globe and Mail	646	276	460
The Toronto Sun	483	265	295
Toronto Star	1,060	527	712
MONTRÉAL CMA			
Le Devoir	242	90	186
Le Journal de Montréal	664	333	420
Montréal Gazette	259	160	163
National Post	73	35*	53
The Globe and Mail	97	52*	55
VANCOUVER CMA			
National Post	161	64	122
The Globe and Mail	196	65	156
The Province	281	189	143
The Vancouver Sun	357	212	200
OTTAWA-GATINEAU CMA			
Le Droit ^b	-	-	59
National Post	83	36*	68
Ottawa Citizen	250	144	141
The Globe and Mail	90	34*	70
The Ottawa Sun	102	57	69
CALGARY CMA			
National Post	101	44*	77
The Calgary Herald	289	153	182
The Calgary Sun	159	97	100
The Globe and Mail	95	41*	81
EDMONTON CMA			
Edmonton Journal	285	165	162
National Post	93	43*	61
The Edmonton Sun	134	81	76
The Globe and Mail	69	17#	61
WINNIPEG CMA			
The Winnipeg Sun	88	53	56
Winnipeg Free Press	209	141	114

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 Spring 2021 Study

Average Weekday Audience 18+ (Mon - Fri) (000)			
	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	210	103	145
Le Soleil ^b	-	-	113
HAMILTON CMA			
The Hamilton Spectator	185	122	90
LONDON CMA			
London Free Press	139	70	88
KITCHENER CMA			
Waterloo Region Record	145	87	80
HALIFAX CMA			
The Chronicle Herald	91	52	59
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	50	23*	31
The Standard	65	26	44
The Tribune	29	16*	15*
VICTORIA CMA			
Times Colonist	110	75	45
WINDSOR CMA			
The Windsor Star	131	70	85
SASKATOON CMA			
The StarPhoenix	83	46	45
REGINA CMA			
Leader Post	76	43	41
ST. JOHN'S CMA			
The Telegram	58	30	38
SHERBROOKE CMA			
La Tribune ^b	-	-	29
SAGUENAY CMA			
Le Quotidien ^b	-	-	27
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	-	-	35

Any Newspaper (4)	Digital/Print (1)	Print (2)	Digital (3)
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	31%	17%	21%
MONTRÉAL CMA	31%	16%	21%
VANCOUVER CMA	29%	17%	18%
OTTAWA-GATINEAU CMA	36%	19%	24%
CALGARY CMA	34%	20%	24%
EDMONTON CMA	33%	19%	20%
WINNIPEG CMA	38%	24%	23%
QUÉBEC CITY CMA	45%	17%	35%
HAMILTON CMA	39%	24%	22%
LONDON CMA	37%	19%	26%
KITCHENER CMA	39%	21%	25%
HALIFAX CMA	29%	14%	21%
ST. CATHARINES/NIAGARA CMA	44%	23%	28%
VICTORIA CMA	37%	24%	18%
WINDSOR CMA	49%	26%	33%
SASKATOON CMA	36%	19%	21%
REGINA CMA	40%	22%	25%
ST. JOHN'S CMA	37%	17%	27%
SHERBROOKE CMA	29%	7%	25%
SAGUENAY CMA	29%	7%	25%
TROIS-RIVIÈRES CMA	41%	14%	33%

Spring 2021 Fieldwork Period: January 2020 – December 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 Spring 2021 Adults 18+

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	6,187	2,896	4,502
National Post	5,243	2,362	3,850
PROVINCE OF ONTARIO			
The Toronto Sun	1,812	1,195	1,044
Toronto Star	4,020	2,164	2,766
PROVINCE OF QUÉBEC			
Le Devoir	1,393	662	1,018
Le Journal de Montréal	2,884	1,883	1,711
Le Journal de Québec	1,543	944	979
Le Soleil ^b	861	347	707
TORONTO CMA			
National Post	1,229	583	896
The Globe and Mail	1,715	887	1,240
The Toronto Sun	1,364	922	779
Toronto Star	2,530	1,526	1,670
MONTRÉAL CMA			
Le Devoir	778	404	545
Le Journal de Montréal	1635	1069	991
Montréal Gazette	624	403	392
National Post	304	170	199
The Globe and Mail	345	203	208
VANCOUVER CMA			
National Post	512	260	366
The Globe and Mail	646	304	472
The Province	757	563	392
The Vancouver Sun	917	617	500
OTTAWA-GATINEAU CMA			
Le Droit	167	85	126
National Post	254	116	188
Ottawa Citizen	516	307	330
The Globe and Mail	294	137	210
The Ottawa Sun	286	205	158
CALGARY CMA			
National Post	338	159	256
The Calgary Herald	627	356	450
The Calgary Sun	465	348	246
The Globe and Mail	344	159	265
EDMONTON CMA			
Edmonton Journal	602	352	398
National Post	307	161	213
The Edmonton Sun	418	289	220
The Globe and Mail	300	163	198
WINNIPEG CMA			
The Winnipeg Sun	207	152	113
Winnipeg Free Press	400	296	253

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	419	257	269
Le Soleil ^b	281	121	222
HAMILTON CMA			
The Hamilton Spectator	335	232	199
LONDON CMA			
London Free Press	262	155	175
KITCHENER CMA			
Waterloo Region Record	276	175	171
HALIFAX CMA			
The Chronicle Herald	202	132	145
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	106	56	76
The Standard	147	79	100
The Tribune	71	40	47
VICTORIA CMA			
Times Colonist	214	162	114
WINDSOR CMA			
The Windsor Star	211	138	147
SASKATOON CMA			
The StarPhoenix	154	94	96
REGINA CMA			
Leader Post	133	80	86
ST. JOHN'S CMA			
The Telegram	118	76	83
SHERBROOKE CMA			
La Tribune ^b	76	35	52
SAGUENAY CMA			
Le Quotidien ^b	64	29	48
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	81	41	57

Any Newspaper Average	Digital/Print (1)	Print (2)	Digital (3)
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	62%	40%	44%
MONTRÉAL CMA	62%	40%	43%
VANCOUVER CMA	61%	42%	39%
OTTAWA-GATINEAU CMA	66%	40%	49%
CALGARY CMA	69%	44%	51%
EDMONTON CMA	64%	41%	44%
WINNIPEG CMA	67%	49%	45%
QUÉBEC CITY CMA	77%	48%	56%
HAMILTON CMA	62%	43%	44%
LONDON CMA	70%	43%	50%
KITCHENER CMA	71%	45%	50%
HALIFAX CMA	63%	39%	48%
ST. CATHARINES/NIAGARA CMA	72%	47%	52%
VICTORIA CMA	71%	55%	43%
WINDSOR CMA	76%	51%	55%
SASKATOON CMA	66%	41%	45%
REGINA CMA	71%	43%	48%
ST. JOHN'S CMA	69%	42%	51%
SHERBROOKE CMA	57%	37%	41%
SAGUENAY CMA	64%	42%	44%
TROIS-RIVIÈRES CMA	71%	47%	52%

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.
- ^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 Spring 2021 Study

Spring 2021 Fieldwork Period: January 2020 – December 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 Spring 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	25	14	13	40	26	26
ONTARIO						
Belleville Intelligencer, The	17	10	8*	34	21	20
Brantford Expositor, The	34	21	18*	70	59	31
Chatham Daily News, The	26	14*	18	46	28	34
Daily Press, The (Timmins)	12	6	8	23	18	13
Kingston Whig-Standard, The	39	21	23	77	46	49
North Bay Nugget (North Bay)	26	12	21	39	23	32
Owen Sound Sun Times, The	13	8	7	20	14	12
Peterborough Examiner, The	38	18	27	69	43	47
Sarnia Observer, The	30	13	20	49	29	33
Sault Star, The (Sault Ste. Marie)	22	12*	11	42	31	25
Standard-Freeholder (Cornwall)	17	10	8	30	23	16
Sudbury Star, The	46	15*	38	78	38	61
QUÉBEC						
Voix de l'Est, La (Granby)	-	-	20	49	31	36
PRINCE EDWARD ISLAND						
Guardian, The (Charlottetown)	53	22	35	81	49	59
NOVA SCOTIA						
Cape Breton Post	45	32	27	68	56	45

Spring 2021 Fieldwork Period: January 2019 – December 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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