



## Newspaper Topline Readership - Monday-Friday

### Vividata Fall 2021 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
<b>NATIONAL</b>			
The Globe and Mail	1,850	698	1,399
National Post	1,587	588	1,236
<b>PROVINCE OF ONTARIO</b>			
The Toronto Sun	636	341	422
Toronto Star	1,426	702	960
<b>PROVINCE OF QUÉBEC</b>			
Le Devoir	477	134	438
Le Journal de Montréal	1,166	549	816
Le Journal de Québec	562	256	378
Le Soleil <sup>b</sup>	-	-	249
<b>TORONTO CMA</b>			
National Post	402	166	308
The Globe and Mail	617	276	430
The Toronto Sun	508	278	338
Toronto Star	930	510	601
<b>MONTRÉAL CMA</b>			
Le Devoir	272	87	234
Le Journal de Montréal	712	345	490
Montréal Gazette	290	164	231
National Post	78	41*	60
The Globe and Mail	142	71	84
<b>VANCOUVER CMA</b>			
National Post	194	66	149
The Globe and Mail	176	64	132
The Province	256	159	131
The Vancouver Sun	350	215	198
<b>OTTAWA-GATINEAU CMA</b>			
Le Droit <sup>b</sup>	-	-	49
National Post	88	30	62
Ottawa Citizen	245	133	131
The Globe and Mail	63	28*	50
The Ottawa Sun	98	49	68
<b>CALGARY CMA</b>			
National Post	87	38*	61
The Calgary Herald	271	153	177
The Calgary Sun	147	86	88
The Globe and Mail	110	54	70
<b>EDMONTON CMA</b>			
Edmonton Journal	315	147	200
National Post	113	50*	73
The Edmonton Sun	131	67	81
The Globe and Mail	60	11#	60
<b>WINNIPEG CMA</b>			
The Winnipeg Sun	71	47	41
Winnipeg Free Press	198	121	127

**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.

<sup>b</sup>Le 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 Fall 2021 Study

Average Weekday Audience 18+ (Mon - Fri) (000)			
	Footprint (1)	Print (2)	Digital (3)
<b>QUÉBEC CITY CMA</b>			
Le Journal de Québec	197	103	121
Le Soleil <sup>b</sup>	-	-	96
<b>HAMILTON CMA</b>			
The Hamilton Spectator	176	123	81
<b>LONDON CMA</b>			
London Free Press	150	59	98
<b>KITCHENER CMA</b>			
Waterloo Region Record	141	82	66
<b>HALIFAX CMA</b>			
The Chronicle Herald	88	55	56
<b>ST. CATHARINES/NIAGARA CMA</b>			
Niagara Falls Review	51	21*	33
The Standard	55	20	39
The Tribune	30	14*	21*
<b>VICTORIA CMA</b>			
Times Colonist	117	78	57
<b>WINDSOR CMA</b>			
The Windsor Star	137	74	96
<b>SASKATOON CMA</b>			
The StarPhoenix	66	31	45
<b>REGINA CMA</b>			
Leader Post	74	36	46
<b>ST. JOHN'S CMA</b>			
The Telegram	52	28	34
<b>SHERBROOKE CMA</b>			
La Tribune <sup>b</sup>	-	-	33
<b>SAGUENAY CMA</b>			
Le Quotidien <sup>b</sup>	-	-	31
<b>TROIS-RIVIÈRES CMA</b>			
Le Nouvelliste <sup>b</sup>	-	-	33

Any Newspaper (4) Average Weekday Audience Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	29%	17%	19%
MONTRÉAL CMA	33%	16%	25%
VANCOUVER CMA	28%	17%	18%
OTTAWA-GATINEAU CMA	33%	17%	22%
CALGARY CMA	32%	20%	22%
EDMONTON CMA	37%	17%	24%
WINNIPEG CMA	36%	22%	23%
QUÉBEC CITY CMA	43%	18%	32%
HAMILTON CMA	37%	23%	21%
LONDON CMA	37%	16%	25%
KITCHENER CMA	36%	19%	20%
HALIFAX CMA	28%	15%	20%
ST. CATHARINES/NIAGARA CMA	42%	22%	26%
VICTORIA CMA	38%	25%	21%
WINDSOR CMA	51%	27%	37%
SASKATOON CMA	32%	17%	19%
REGINA CMA	38%	20%	25%
ST. JOHN'S CMA	37%	16%	27%
SHERBROOKE CMA	30%	8%	27%
SAGUENAY CMA	30%	8%	26%
TROIS-RIVIÈRES CMA	35%	10%	32%

**Fall 2021 Fieldwork Period:** July 2020 - June 2021 (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 Fall 2021 Adults 18+

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
<b>NATIONAL</b>			
The Globe and Mail	6,169	2,912	4,535
National Post	5,308	2,452	3,844
<b>PROVINCE OF ONTARIO</b>			
The Toronto Sun	1,835	1,204	1,119
Toronto Star	4,016	2,238	2,761
<b>PROVINCE OF QUÉBEC</b>			
Le Devoir	1,528	659	1,153
Le Journal de Montréal	2,726	1,678	1,744
Le Journal de Québec	1,533	872	975
Le Soleil <sup>b</sup>	893	359	753
<b>TORONTO CMA</b>			
National Post	1,356	685	990
The Globe and Mail	1,704	945	1,258
The Toronto Sun	1,380	947	837
Toronto Star	2,447	1,501	1,634
<b>MONTRÉAL CMA</b>			
Le Devoir	913	442	663
Le Journal de Montréal	1,570	972	1,036
Montréal Gazette	724	451	469
National Post	357	195	240
The Globe and Mail	459	282	273
<b>VANCOUVER CMA</b>			
National Post	497	259	343
The Globe and Mail	636	281	465
The Province	716	491	379
The Vancouver Sun	932	595	542
<b>OTTAWA-GATINEAU CMA</b>			
Le Droit	158	63	116
National Post	249	116	169
Ottawa Citizen	491	271	323
The Globe and Mail	239	124	164
The Ottawa Sun	258	164	164
<b>CALGARY CMA</b>			
National Post	333	148	246
The Calgary Herald	607	304	438
The Calgary Sun	427	293	248
The Globe and Mail	342	149	260
<b>EDMONTON CMA</b>			
Edmonton Journal	590	305	409
National Post	296	145	215
The Edmonton Sun	355	249	185
The Globe and Mail	311	158	209
<b>WINNIPEG CMA</b>			
The Winnipeg Sun	199	148	100
Winnipeg Free Press	381	270	266

**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.

<sup>b</sup>Le Soleil, Le Droit, La Tribune, Le Quotidien, Le Nouvelliste - M-F print no longer available. Only Saturday print edition available.

Source: Vividata Fall 2021 Study

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
<b>QUÉBEC CITY CMA</b>			
Le Journal de Québec	391	224	255
Le Soleil <sup>b</sup>	232	96	195
<b>HAMILTON CMA</b>			
The Hamilton Spectator	355	222	220
<b>LONDON CMA</b>			
London Free Press	255	138	179
<b>KITCHENER CMA</b>			
Waterloo Region Record	271	168	161
<b>HALIFAX CMA</b>			
The Chronicle Herald	194	127	132
<b>ST. CATHARINES/NIAGARA CMA</b>			
Niagara Falls Review	118	67	75
The Standard	148	64	109
The Tribune	72	35	54
<b>VICTORIA CMA</b>			
Times Colonist	220	164	128
<b>WINDSOR CMA</b>			
The Windsor Star	202	133	148
<b>SASKATOON CMA</b>			
The StarPhoenix	142	92	94
<b>REGINA CMA</b>			
Leader Post	127	74	86
<b>ST. JOHN'S CMA</b>			
The Telegram	110	74	75
<b>SHERBROOKE CMA</b>			
La Tribune <sup>b</sup>	79	32	61
<b>SAGUENAY CMA</b>			
Le Quotidien <sup>b</sup>	66	26	53
<b>TROIS-RIVIÈRES CMA</b>			
Le Nouvelliste <sup>b</sup>	81	38	61

Any Newspaper (4) Average Weekly Audience Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	60%	39%	43%
MONTRÉAL CMA	63%	37%	47%
VANCOUVER CMA	57%	38%	39%
OTTAWA-GATINEAU CMA	61%	34%	47%
CALGARY CMA	64%	38%	50%
EDMONTON CMA	65%	39%	46%
WINNIPEG CMA	67%	47%	47%
QUÉBEC CITY CMA	73%	43%	54%
HAMILTON CMA	67%	41%	49%
LONDON CMA	66%	36%	50%
KITCHENER CMA	69%	42%	47%
HALIFAX CMA	61%	36%	48%
ST. CATHARINES/NIAGARA CMA	75%	48%	54%
VICTORIA CMA	73%	53%	47%
WINDSOR CMA	73%	49%	56%
SASKATOON CMA	61%	40%	44%
REGINA CMA	67%	42%	48%
ST. JOHN'S CMA	67%	42%	47%
SHERBROOKE CMA	55%	31%	41%
SAGUENAY CMA	63%	36%	45%
TROIS-RIVIÈRES CMA	70%	43%	53%

**Fall 2021 Fieldwork Period:** July 2020 - June 2021 (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 Fall 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)
<b>MANITOBA</b>						
Brandon Sun, The	26	16	15	40	30	26
<b>ONTARIO</b>						
Belleville Intelligencer, The	15	9*	8*	39	22	23
Brantford Expositor, The	30	18	21	67	53	36
Chatham Daily News, The	29	17	24	45	28	36
Daily Press, The (Timmins)	12	6	10	23	17	15
Kingston Whig-Standard, The	43	23	26	77	47	49
North Bay Nugget (North Bay)	23	10	17	37	21	28
Owen Sound Sun Times, The	11	6	6	18	11	11
Peterborough Examiner, The	34	13	26	64	38	47
Sarnia Observer, The	26	9*	18	44	27	31
Sault Star, The (Sault Ste. Marie)	21	12	14	38	29	23
Standard-Freeholder (Cornwall)	18	9	10	33	25	19
Sudbury Star, The	54	12*	51	88	31	74
<b>QUÉBEC</b>						
Voix de l'Est, La (Granby)	-	-	18	50	31	36
<b>PRINCE EDWARD ISLAND</b>						
Guardian, The (Charlottetown)	50	24	31	81	51	58
<b>NOVA SCOTIA</b>						
Cape Breton Post	47	32	28	68	55	43

**Fall 2021 Fieldwork Period:** July 2019 - June 2021 (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.

\*Data relatively unstable

Source: Vividata Fall 2021 Study