



Newspaper Topline Readership - Monday-Friday

Vividata Winter 2022 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	1,771	639	1,428
National Post	1,527	528	1,224
PROVINCE OF ONTARIO			
The Toronto Sun	600	322	392
Toronto Star	1,427	690	968
PROVINCE OF QUÉBEC			
Le Devoir	459	129	417
Le Journal de Montréal	1,167	542	825
Le Journal de Québec	541	239	394
Le Soleil ^b	-	-	227
TORONTO CMA			
National Post	413	189	291
The Globe and Mail	588	262	423
The Toronto Sun	470	259	305
Toronto Star	926	498	594
MONTRÉAL CMA			
Le Devoir	266	84	229
Le Journal de Montréal	687	314	487
Montréal Gazette	252	131	197
National Post	60	37	46
The Globe and Mail	107	44	84
VANCOUVER CMA			
National Post	183	58	139
The Globe and Mail	172	47	151
The Province	227	151	118
The Vancouver Sun	352	202	214
OTTAWA-GATINEAU CMA			
Le Droit ^b	-	-	52
National Post	105	43	68
Ottawa Citizen	256	135	144
The Globe and Mail	80	41	60
The Ottawa Sun	93	40	67
CALGARY CMA			
National Post	69	30*	48
The Calgary Herald	259	152	161
The Calgary Sun	137	84	74
The Globe and Mail	85	47	46
EDMONTON CMA			
Edmonton Journal	305	134	210
National Post	104	48	71
The Edmonton Sun	149	70	91
The Globe and Mail	53	15#	53
WINNIPEG CMA			
The Winnipeg Sun	60	46	34*
Winnipeg Free Press	196	122	130

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 2022 Study

Average Weekday Audience 18+ (Mon - Fri) (000)			
	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	198	112	118
Le Soleil ^b	-	-	94
HAMILTON CMA			
The Hamilton Spectator	177	123	77
LONDON CMA			
London Free Press	147	50	107
KITCHENER CMA			
Waterloo Region Record	138	84	63
HALIFAX CMA			
The Chronicle Herald	87	56	50
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	49	22*	31
The Standard	46	17	32
The Tribune	23	14*	13*
VICTORIA CMA			
Times Colonist	114	71	62
WINDSOR CMA			
The Windsor Star	137	71	101
SASKATOON CMA			
The StarPhoenix	64	27	45
REGINA CMA			
Leader Post	76	39	46
ST. JOHN'S CMA			
The Telegram	46	28	28
SHERBROOKE CMA			
La Tribune ^b	-	-	32
SAGUENAY CMA			
Le Quotidien ^b	-	-	29
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	-	-	31

Any Newspaper (4) Average Weekday Audience Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	29%	17%	19%
MONTRÉAL CMA	31%	14%	24%
VANCOUVER CMA	27%	15%	18%
OTTAWA-GATINEAU CMA	35%	17%	24%
CALGARY CMA	30%	18%	20%
EDMONTON CMA	37%	17%	25%
WINNIPEG CMA	34%	21%	23%
QUÉBEC CITY CMA	40%	18%	30%
HAMILTON CMA	36%	22%	20%
LONDON CMA	38%	15%	28%
KITCHENER CMA	38%	20%	21%
HALIFAX CMA	29%	16%	19%
ST. CATHARINES/NIAGARA CMA	38%	20%	23%
VICTORIA CMA	36%	23%	22%
WINDSOR CMA	51%	26%	38%
SASKATOON CMA	31%	14%	20%
REGINA CMA	39%	20%	25%
ST. JOHN'S CMA	33%	16%	25%
SHERBROOKE CMA	27%	7%	23%
SAGUENAY CMA	32%	8%	27%
TROIS-RIVIÈRES CMA	35%	10%	32%

Winter 2022 Fieldwork Period: October 2020 - September 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 Winter 2022 Adults 18+

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	5,708	2,556	4,330
National Post	4,843	1,965	3,689
PROVINCE OF ONTARIO			
The Toronto Sun	1,764	1,165	1,056
Toronto Star	3,908	2,152	2,711
PROVINCE OF QUÉBEC			
Le Devoir	1,468	620	1,099
Le Journal de Montréal	2,612	1,575	1,683
Le Journal de Québec	1,467	837	920
Le Soleil ^b	881	330	738
TORONTO CMA			
National Post	1,246	647	914
The Globe and Mail	1,557	847	1,160
The Toronto Sun	1,304	925	755
Toronto Star	2,408	1,474	1,630
MONTRÉAL CMA			
Le Devoir	828	385	606
Le Journal de Montréal	1,460	883	955
Montréal Gazette	708	420	446
National Post	310	177	193
The Globe and Mail	374	212	247
VANCOUVER CMA			
National Post	479	225	346
The Globe and Mail	620	252	494
The Province	690	470	385
The Vancouver Sun	933	566	598
OTTAWA-GATINEAU CMA			
Le Droit	163	60	121
National Post	261	120	182
Ottawa Citizen	500	262	340
The Globe and Mail	228	124	155
The Ottawa Sun	237	124	162
CALGARY CMA			
National Post	299	134	209
The Calgary Herald	592	299	403
The Calgary Sun	413	267	240
The Globe and Mail	293	123	218
EDMONTON CMA			
Edmonton Journal	602	306	422
National Post	283	134	206
The Edmonton Sun	376	251	205
The Globe and Mail	276	131	194
WINNIPEG CMA			
The Winnipeg Sun	191	132	112
Winnipeg Free Press	378	252	267

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.

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

Source: Vividata Winter 2022 Study

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	381	219	241
Le Soleil ^b	218	85	182
HAMILTON CMA			
The Hamilton Spectator	357	214	226
LONDON CMA			
London Free Press	247	123	187
KITCHENER CMA			
Waterloo Region Record	246	162	146
HALIFAX CMA			
The Chronicle Herald	199	124	133
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	117	67	71
The Standard	147	52	118
The Tribune	59	32	40
VICTORIA CMA			
Times Colonist	218	160	131
WINDSOR CMA			
The Windsor Star	206	137	147
SASKATOON CMA			
The StarPhoenix	140	91	91
REGINA CMA			
Leader Post	130	77	86
ST. JOHN'S CMA			
The Telegram	95	65	64
SHERBROOKE CMA			
La Tribune ^b	79	33	61
SAGUENAY CMA			
Le Quotidien ^b	63	25	54
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	81	38	59

Any Newspaper (4) Average Weekly Audience Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	59%	39%	43%
MONTRÉAL CMA	60%	35%	44%
VANCOUVER CMA	56%	35%	40%
OTTAWA-GATINEAU CMA	60%	33%	47%
CALGARY CMA	61%	36%	47%
EDMONTON CMA	66%	39%	47%
WINNIPEG CMA	66%	45%	49%
QUÉBEC CITY CMA	70%	40%	52%
HAMILTON CMA	66%	40%	48%
LONDON CMA	66%	34%	52%
KITCHENER CMA	68%	43%	48%
HALIFAX CMA	62%	35%	47%
ST. CATHARINES/NIAGARA CMA	72%	44%	52%
VICTORIA CMA	72%	51%	47%
WINDSOR CMA	75%	50%	55%
SASKATOON CMA	61%	39%	43%
REGINA CMA	66%	41%	48%
ST. JOHN'S CMA	59%	37%	45%
SHERBROOKE CMA	55%	30%	41%
SAGUENAY CMA	61%	33%	47%
TROIS-RIVIÈRES CMA	72%	41%	52%

Winter 2022 Fieldwork Period: October 2020 - September 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 Winter 2022 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	23	14	13	39	31	26
ONTARIO						
Belleville Intelligencer, The	13	7*	8*	34	20	20
Brantford Expositor, The	30	19	20	67	50	38
Chatham Daily News, The	27	15	23	46	26	39
Daily Press, The (Timmins)	12	5	9	22	15	14
Kingston Whig-Standard, The	43	22	26	73	44	48
North Bay Nugget (North Bay)	23	10	18	38	20	29
Owen Sound Sun Times, The	12	6	8	20	13	12
Peterborough Examiner, The	33	13	26	63	36	46
Sarnia Observer, The	27	9	20	47	29	31
Sault Star, The (Sault Ste. Marie)	20	13	13	38	28	23
Standard-Freeholder (Cornwall)	19	9	10	33	25	19
Sudbury Star, The	50	13*	47	87	30	72
QUÉBEC						
Voix de l'Est, La (Granby)	-	-	19	51	31	38
PRINCE EDWARD ISLAND						
Guardian, The (Charlottetown)	44	21	28	75	49	54
NOVA SCOTIA						
Cape Breton Post	46	32	29	65	51	44

Winter 2022 Fieldwork Period: October 2019 - September 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 Winter 2022 Study