



Newspaper Topline Readership - Monday-Friday

Vividata Spring 2022 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	1,665	626	1,326
National Post	1,508	517	1,210
PROVINCE OF ONTARIO			
The Toronto Sun	544	314	354
Toronto Star	1,379	673	940
PROVINCE OF QUÉBEC			
Le Devoir	463	126	427
Le Journal de Montréal	1,168	510	817
Le Journal de Québec	556	249	385
Le Soleil ^b	-	-	224
TORONTO CMA			
National Post	403	191	283
The Globe and Mail	519	238	365
The Toronto Sun	410	254	255
Toronto Star	847	482	515
MONTRÉAL CMA			
Le Devoir	250	87	211
Le Journal de Montréal	717	318	494
Montréal Gazette	240	130	173
National Post	78	46	49
The Globe and Mail	117	50	95
VANCOUVER CMA			
National Post	196	77	138
The Globe and Mail	148	46	120
The Province	232	150	129
The Vancouver Sun	328	194	169
OTTAWA-GATINEAU CMA			
Le Droit ^b	-	-	38
National Post	91	34	62
Ottawa Citizen	231	114	140
The Globe and Mail	76	43	55
The Ottawa Sun	95	41*	62
CALGARY CMA			
National Post	75	36*	46
The Calgary Herald	231	146	128
The Calgary Sun	124	79	72
The Globe and Mail	59	38	35
EDMONTON CMA			
Edmonton Journal	292	133	197
National Post	83	32*	59
The Edmonton Sun	142	69	84
The Globe and Mail	48	21*	40
WINNIPEG CMA			
The Winnipeg Sun	58	45	28*
Winnipeg Free Press	194	123	128

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.

Le Soleil, Le Droit, La Tribune, Le Quotidien, Le Nouvelliste, La Voix de l'Est (LM) - M-F print no longer available. Only Saturday print edition available.
Winnipeg Free Press - Sunday print edition no longer available.

Cape Breton Post, The Chronicle Herald (extended area), The Guardian (extended area), The Telegram, Times Colonist, La Presse - Screener-only

*Data relatively unstable
#Sample size too small for reliability - shown for consistency only

Source: Vividata Spring 2022 Study

Average Weekday Audience 18+ (Mon - Fri) (000)			
	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	194	111	110
Le Soleil ^b	-	-	99
HAMILTON CMA			
The Hamilton Spectator	172	125	70
LONDON CMA			
London Free Press	137	45	103
KITCHENER CMA			
Waterloo Region Record	124	75	64
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	43	19*	31
The Standard	38	14*	27
The Tribune	21	11*	15*
WINDSOR CMA			
The Windsor Star	147	69	119
SASKATOON CMA			
The StarPhoenix	63	27	45
REGINA CMA			
Leader Post	71	37	46
SHERBROOKE CMA			
La Tribune ^b	-	-	38*
SAGUENAY CMA			
Le Quotidien ^b	-	-	25
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	-	-	34

Any Newspaper (4) Average Weekday Audience Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	26%	16%	16%
MONTRÉAL CMA	32%	15%	24%
VANCOUVER CMA	27%	15%	17%
OTTAWA-GATINEAU CMA	30%	13%	22%
CALGARY CMA	26%	17%	16%
EDMONTON CMA	36%	17%	24%
WINNIPEG CMA	33%	21%	23%
QUÉBEC CITY CMA	40%	18%	30%
HAMILTON CMA	35%	22%	18%
LONDON CMA	37%	13%	27%
KITCHENER CMA	37%	19%	23%
HALIFAX CMA	6%*	-#	6%
ST. CATHARINES/NIAGARA CMA	36%	18%	23%
VICTORIA CMA	12%	4%*	7%
WINDSOR CMA	56%	26%	44%
SASKATOON CMA	30%	15%	19%
REGINA CMA	39%	19%	26%
ST. JOHN'S CMA	7%*	-#	9%*
SHERBROOKE CMA	34%	5%#	31%
SAGUENAY CMA	27%	6%#	24%
TROIS-RIVIÈRES CMA	35%	11%#	33%

Spring 2022 Fieldwork Period: January 2021 – December 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 Spring 2022 Adults 18+

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	5,654	2,512	4,323
National Post	4,806	1,965	3,658
PROVINCE OF ONTARIO			
The Toronto Sun	1,700	1,113	1,028
Toronto Star	3,816	2,079	2,684
PROVINCE OF QUÉBEC			
Le Devoir	1,460	598	1,123
Le Journal de Montréal	2,474	1,422	1,668
Le Journal de Québec	1,457	825	916
Le Soleil ^b	875	330	723
TORONTO CMA			
National Post	1,183	631	853
The Globe and Mail	1,465	779	1,092
The Toronto Sun	1,236	881	711
Toronto Star	2,247	1,390	1,507
MONTRÉAL CMA			
Le Devoir	793	379	585
Le Journal de Montréal	1,471	883	955
Montréal Gazette	695	421	423
National Post	330	196	198
The Globe and Mail	398	227	260
VANCOUVER CMA			
National Post	491	246	352
The Globe and Mail	626	278	494
The Province	692	460	390
The Vancouver Sun	949	555	605
OTTAWA-GATINEAU CMA			
Le Droit	152	66	107
National Post	246	116	166
Ottawa Citizen	490	256	337
The Globe and Mail	204	108	147
The Ottawa Sun	221	106	166
CALGARY CMA			
National Post	258	111	183
The Calgary Herald	558	295	377
The Calgary Sun	404	269	244
The Globe and Mail	266	129	201
EDMONTON CMA			
Edmonton Journal	604	308	415
National Post	262	115	199
The Edmonton Sun	363	226	218
The Globe and Mail	259	127	183
WINNIPEG CMA			
The Winnipeg Sun	192	126	116
Winnipeg Free Press	379	249	261

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.

Cape Breton Post, The Chronicle Herald (extended area), The Guardian (extended area), The Telegram, Times Colonist, La Presse - Screener-only

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

Source: Vividata Spring 2022 Study

Average Weekly Audience (000)			
Title	Footprint (1)	Print (2)	Digital (3)
QUÉBEC CITY CMA			
Le Journal de Québec	363	200	238
Le Soleil ^b	222	81	195
HAMILTON CMA			
The Hamilton Spectator	341	201	218
LONDON CMA			
London Free Press	238	116	182
KITCHENER CMA			
Waterloo Region Record	226	150	136
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	109	62	64
The Standard	150	52	117
The Tribune	58	31	38
WINDSOR CMA			
The Windsor Star	213	130	162
SASKATOON CMA			
The StarPhoenix	130	83	85
REGINA CMA			
Leader Post	118	63	88
SHERBROOKE CMA			
La Tribune ^b	78	24*	68
SAGUENAY CMA			
Le Quotidien ^b	48	12*	44
TROIS-RIVIÈRES CMA			
Le Nouvelliste ^b	88	48	60

Any Newspaper (4) Average Weekly Audience Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	56%	38%	40%
MONTRÉAL CMA	60%	34%	44%
VANCOUVER CMA	56%	34%	40%
OTTAWA-GATINEAU CMA	56%	31%	43%
CALGARY CMA	60%	35%	44%
EDMONTON CMA	66%	39%	46%
WINNIPEG CMA	65%	43%	48%
QUÉBEC CITY CMA	70%	37%	56%
HAMILTON CMA	65%	38%	48%
LONDON CMA	64%	32%	50%
KITCHENER CMA	63%	40%	46%
HALIFAX CMA	24%	-#	24%
ST. CATHARINES/NIAGARA CMA	71%	39%	53%
VICTORIA CMA	37%	18%	27%
WINDSOR CMA	76%	51%	59%
SASKATOON CMA	58%	35%	44%
REGINA CMA	64%	35%	52%
ST. JOHN'S CMA	26%	-#	26%
SHERBROOKE CMA	63%	23%	55%
SAGUENAY CMA	51%	19%	41%
TROIS-RIVIÈRES CMA	73%	44%	49%

Spring 2022 Fieldwork Period: January 2021 – December 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 Spring 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	21	13	12	38	27	26
ONTARIO						
Belleville Intelligencer, The	16	8*	10	38	22	22
Brantford Expositor, The	30	18	22	64	46	40
Chatham Daily News, The	26	13*	24	44	24	37
Daily Press, The (Timmins)	11	5	8	21	14	13
Kingston Whig-Standard, The	40	18	27	72	42	51
North Bay Nugget (North Bay)	22	10	18	37	20	29
Owen Sound Sun Times, The	12	4	8	20	12	12
Peterborough Examiner, The	34	14	24	60	34	43
Sarnia Observer, The	29	8*	22	50	29	33
Sault Star, The (Sault Ste. Marie)	22	13	15	41	27	26
Standard-Freeholder (Cornwall)	18	8	9	33	24	18
Sudbury Star, The	53	14*	46	88	28	71
QUÉBEC						
Voix de l'Est, La (Granby)	-	-	19	52	30	40

Spring 2022 Fieldwork Period: January 2020 – December 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.
- Cape Breton Post, The Chronicle Herald (extended area), The Guardian (extended area), The Telegram, Times Colonist, La Presse - Screener-only
 La Voix de l'Est (LM) - M-F print no longer available. Only Saturday print edition available.

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