

Any Newspaper (1) Weekday Audience 18+ (Mon - Fri)

Market	Footprint (2) (5)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	38	49%	29	38%	19	25%
Brandon (LM)	22	47%	19	40%	10	21%
Brantford (LM)	51	44%	39	33%	21	18%
Calgary CMA	512	43%	369	31%	251	21%
Cape Breton (LM)	54	68%	43	54%	25	31%
Charlottetown (LM)	32	53%	24	40%	17	28%
Chatham (LM)	39	47%	22	27%	25	30%
Cornwall (LM)	23	46%	16	32%	11	22%
Edmonton CMA	442	39%	324	29%	191	17%
Granby (LM)	38	58%	26	39%	23	35%
Guelph (LM)	37	30%	24	19%	23	18%
Halifax CMA	214	60%	156	44%	109	30%
Hamilton CMA	299	47%	227	36%	138	22%
Kingston (LM)	73	51%	45	31%	37	26%
Kitchener CMA	167	40%	123	30%	67	16%
Lethbridge (LM)	43	46%	30	32%	23	24%
London CMA	176	42%	103	25%	110	26%
Medicine Hat (LM)	27	44%	21	34%	9*	15%
Montreal CMA	1658	50%	1031	31%	1017	30%
North Bay (LM)	29	54%	16	30%	19	35%
Ottawa/Gatineau CMA	482	44%	296	27%	300	27%
Owen Sound (LM)	16	59%	11	41%	7	26%
Peterborough (LM)	53	50%	37	35%	25	24%
Prince George (LM)	27	40%	20	29%	13	19%
Quebec City CMA	374	56%	263	39%	192	29%
Regina CMA	88	44%	50	25%	49	25%
Saguenay CMA	66	50%	49	37%	33	25%
Sarnia (LM)	33	44%	18	24%	20	27%
Saskatoon CMA	107	42%	61	24%	64	25%
Sault Ste. Marie (LM)	26	39%	15	23%	16	24%
Sherbrooke CMA	89	50%	54	30%	55	31%
St. Catharines/Niagara CMA	172	50%	134	39%	80	23%
St. John's CMA	66	37%	32	18%	47	26%
Sudbury (LM)	57	42%	31	23%	37	27%
Summerside (LM)	7	54%	5	38%	4	31%
Thunder Bay (LM)	62	60%	54	52%	23	22%
Timmins (LM)	17	52%	10	30%	12	36%
Toronto CMA	2065	41%	1553	31%	982	19%
Trois-Rivières CMA	72	54%	53	40%	41	31%
Vancouver CMA	893	42%	671	32%	391	18%
Victoria CMA	129	41%	99	31%	55	17%
Windsor CMA	161	59%	96	35%	98	36%
Winnipeg CMA	303	46%	240	37%	141	22%

**NOTES:**

1. Any Newspaper = Print: Unduplicated audience of an average weekday (Monday to Friday) issue of all measured newspapers in the specified market. Digital: Unduplicated digital audience of all measured newspapers in the specified market.
2. Footprint = Unduplicated audience of Print and Digital.
3. Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
4. Digital = Audience who accessed any digital content of the newspaper yesterday.
5. Includes La Presse

\*Data relatively unstable

Source: Vividata Spring 2018 Study

**Spring 2018 Fieldwork Period:** January 2017 - December 2017 (12 months)

**Note on Trending:** Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.

**Any Newspaper (1) Weekly Audience 18+**

Market	Footprint (2) (5)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	57	74%	47	61%	34	44%
Brandon (LM)	39	83%	37	79%	18	38%
Brantford (LM)	92	79%	81	69%	43	37%
Calgary CMA	914	77%	736	62%	511	43%
Cape Breton (LM)	69	86%	61	76%	42	53%
Charlottetown (LM)	51	85%	39	65%	34	57%
Chatham (LM)	57	69%	39	47%	39	47%
Cornwall (LM)	36	72%	28	56%	18	36%
Edmonton CMA	820	73%	671	60%	402	36%
Granby (LM)	58	88%	52	79%	35	53%
Guelph (LM)	73	58%	52	42%	45	36%
Halifax CMA	319	89%	266	74%	195	54%
Hamilton CMA	452	71%	355	56%	263	41%
Kingston (LM)	110	76%	75	52%	65	45%
Kitchener CMA	284	68%	213	51%	160	39%
Lethbridge (LM)	65	69%	50	53%	37	39%
London CMA	302	72%	205	49%	190	45%
Medicine Hat (LM)	44	71%	36	58%	20	32%
Montreal CMA	2672	80%	2159	65%	1644	49%
North Bay (LM)	44	81%	29	54%	29	54%
Ottawa/Gatineau CMA	824	75%	606	55%	526	48%
Owen Sound (LM)	22	81%	17	63%	14	52%
Peterborough (LM)	89	85%	80	76%	48	46%
Prince George (LM)	51	75%	42	62%	26	38%
Quebec City CMA	544	81%	446	66%	304	45%
Regina CMA	144	73%	94	47%	93	47%
Saguenay CMA	107	80%	91	68%	55	41%
Sarnia (LM)	57	76%	32	43%	38	51%
Saskatoon CMA	164	65%	109	43%	105	42%
Sault Ste. Marie (LM)	44	67%	29	44%	28	42%
Sherbrooke CMA	135	76%	104	58%	90	51%
St. Catharines/Niagara CMA	275	80%	244	71%	155	45%
St. John's CMA	127	71%	82	46%	84	47%
Sudbury (LM)	93	68%	59	43%	64	47%
Summerside (LM)	11	85%	8	62%	8	62%
Thunder Bay (LM)	83	81%	73	71%	38	37%
Timmins (LM)	25	76%	18	55%	16	48%
Toronto CMA	3726	73%	3130	62%	1948	38%
Trois-Rivières CMA	97	73%	79	59%	60	45%
Vancouver CMA	1566	74%	1327	62%	768	36%
Victoria CMA	228	72%	198	63%	107	34%
Windsor CMA	225	82%	155	56%	155	56%
Winnipeg CMA	502	77%	429	65%	263	40%

**NOTES:**

1. 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.
2. 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).
3. 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.
4. Digital = Audience who accessed any digital content of the newspaper in the past week.
5. Includes La Presse.

**Spring 2018 Fieldwork Period:** January 2017 - December 2017 (12 months)

**Note on Trending:** Readership measurement metrics changed in 2016, comparisons should only be made as far back as 2016-Q4 results.