

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%	26	34%	21	27%
Brandon (LM)	20	47%	17	40%	9	21%
Brantford (LM)	50	43%	35	30%	21	18%
Calgary CMA	510	43%	357	30%	253	21%
Cape Breton (LM)	56	70%	45	56%	26	33%
Charlottetown (LM)	35	58%	24	40%	21	35%
Chatham (LM)	36	43%	20	24%	23	28%
Cornwall (LM)	23	46%	16	32%	11	22%
Edmonton CMA	430	38%	310	28%	195	17%
Granby (LM)	35	53%	25	38%	21	32%
Guelph (LM)	40	32%	24	19%	28	22%
Halifax CMA	215	60%	162	45%	105	29%
Hamilton CMA	298	47%	223	35%	132	21%
Kingston (LM)	68	47%	37	26%	40	28%
Kitchener CMA	164	40%	117	28%	73	18%
Lethbridge (LM)	45	48%	30	32%	26	28%
London CMA	169	40%	98	23%	99	24%
Medicine Hat (LM)	27	44%	23	37%	8*	13%
Montreal CMA	1649	49%	1005	30%	1007	30%
North Bay (LM)	31	57%	18	33%	22	41%
Ottawa/Gatineau CMA	488	44%	285	26%	310	28%
Owen Sound (LM)	15	56%	10	37%	7	26%
Peterborough (LM)	50	48%	33	31%	29	28%
Prince George (LM)	27	40%	18	26%	15	22%
Quebec City CMA	360	54%	245	37%	195	29%
Regina CMA	92	46%	52	26%	52	26%
Saguenay CMA	60	45%	39	29%	35	26%
Sarnia (LM)	33	44%	17	23%	20	27%
Saskatoon CMA	114	42%	63	23%	68	25%
Sault Ste. Marie (LM)	24	36%	15	23%	15	23%
Sherbrooke CMA	93	52%	58	33%	56	31%
St. Catharines/Niagara CMA	152	44%	108	32%	78	23%
St. John's CMA	71	39%	31	17%	54	30%
Sudbury (LM)	55	40%	28	21%	36	26%
Summerside (LM)	7	54%	5	38%	4	31%
Thunder Bay (LM)	62	60%	55	53%	21	20%
Timmins (LM)	16	48%	9	27%	11	33%
Toronto CMA	1982	39%	1459	29%	990	19%
Trois-Rivières CMA	71	53%	53	40%	43	32%
Vancouver CMA	849	40%	624	29%	366	17%
Victoria CMA	134	43%	102	32%	54	17%
Windsor CMA	155	56%	96	35%	89	32%
Winnipeg CMA	296	45%	234	36%	132	20%

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 Summer 2018 Study

Summer 2018 Fieldwork Period: April 2017 - March 2018 (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)	55	71%	42	55%	34	44%
Brandon (LM)	34	79%	32	74%	15	35%
Brantford (LM)	88	75%	78	67%	41	35%
Calgary CMA	920	78%	736	62%	512	43%
Cape Breton (LM)	70	88%	59	74%	45	56%
Charlottetown (LM)	49	82%	39	65%	33	55%
Chatham (LM)	58	70%	39	47%	39	47%
Cornwall (LM)	36	72%	29	58%	17	34%
Edmonton CMA	811	72%	643	57%	399	35%
Granby (LM)	56	85%	49	74%	34	52%
Guelph (LM)	78	62%	55	44%	53	42%
Halifax CMA	313	87%	273	76%	177	49%
Hamilton CMA	439	69%	353	56%	241	38%
Kingston (LM)	105	73%	65	45%	67	47%
Kitchener CMA	281	68%	213	51%	164	40%
Lethbridge (LM)	66	70%	49	52%	39	41%
London CMA	301	72%	203	48%	187	45%
Medicine Hat (LM)	44	71%	36	58%	20	32%
Montreal CMA	2647	79%	2105	63%	1647	49%
North Bay (LM)	44	81%	28	52%	32	59%
Ottawa/Gatineau CMA	814	74%	572	52%	537	49%
Owen Sound (LM)	21	78%	16	59%	14	52%
Peterborough (LM)	87	83%	78	74%	49	47%
Prince George (LM)	49	72%	38	56%	28	41%
Quebec City CMA	534	80%	437	65%	298	44%
Regina CMA	149	75%	100	51%	98	49%
Saguenay CMA	104	78%	79	59%	59	44%
Sarnia (LM)	55	73%	30	40%	38	51%
Saskatoon CMA	176	65%	117	43%	109	41%
Sault Ste. Marie (LM)	42	64%	30	45%	28	42%
Sherbrooke CMA	139	78%	106	60%	90	51%
St. Catharines/Niagara CMA	259	76%	205	60%	152	44%
St. John's CMA	125	69%	80	44%	86	48%
Sudbury (LM)	94	69%	57	42%	63	46%
Summerside (LM)	11	85%	8	62%	8	62%
Thunder Bay (LM)	84	82%	74	72%	39	38%
Timmins (LM)	25	76%	18	55%	16	48%
Toronto CMA	3593	71%	3009	59%	1884	37%
Trois-Rivières CMA	96	72%	77	58%	60	45%
Vancouver CMA	1542	72%	1277	60%	750	35%
Victoria CMA	231	73%	203	64%	105	33%
Windsor CMA	220	80%	154	56%	143	52%
Winnipeg CMA	497	76%	422	64%	265	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.

Summer 2018 Fieldwork Period: April 2017 - March 2018 (12 months)

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