

Any Newspaper (1) Weekday Audience 18+ (Mon - Fri)						
Market	Footprint (2) (5)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	26	34%	16	21%	14	18%
Brandon (LM)	21	45%	17	36%	9	19%
Brantford (LM)	49	42%	32	27%	22	19%
Calgary CMA	481	41%	323	27%	246	21%
Cape Breton (LM)	55	69%	45	56%	24	30%
Charlottetown (LM)	37	62%	21	35%	24	40%
Chatham (LM)	34	41%	20	24%	22	27%
Cornwall (LM)	23	46%	16	32%	13	26%
Edmonton CMA	438	39%	308	27%	209	19%
Granby (LM)	35	53%	23	35%	22	33%
Guelph (LM)	36	29%	23	18%	25	20%
Halifax CMA	198	55%	144	40%	97	27%
Hamilton CMA	302	47%	218	34%	140	22%
Kingston (LM)	60	42%	38	26%	33	23%
Kitchener CMA	175	42%	115	28%	91	22%
Lethbridge (LM)	41	44%	25	27%	23	24%
London CMA	168	40%	97	23%	99	24%
Medicine Hat (LM)	29	47%	24	39%	8	13%
Montreal CMA	1590	48%	945	28%	1006	30%
North Bay (LM)	26	48%	12	22%	18	33%
Ottawa/Gatineau CMA	477	43%	276	25%	290	26%
Owen Sound (LM)	14	52%	8	30%	8	30%
Peterborough (LM)	49	47%	31	30%	28	27%
Prince George (LM)	28	41%	17	25%	19	28%
Quebec City CMA	342	51%	219	33%	197	29%
Regina CMA	83	42%	49	25%	50	25%
Saguenay CMA	61	46%	40	30%	36	27%
Sarnia (LM)	35	47%	19	25%	21	28%
Saskatoon CMA	110	41%	58	22%	70	26%
Sault Ste. Marie (LM)	25	38%	17	26%	17	26%
Sherbrooke CMA	85	48%	52	29%	53	30%
St. Catharines/Niagara CMA	148	43%	105	31%	77	23%
St. John's CMA	69	38%	32	18%	51	28%
Sudbury (LM)	56	41%	25	18%	38	28%
Summerside (LM)	8	62%	5	38%	4	31%
Thunder Bay (LM)	60	58%	52	50%	19	18%
Timmins (LM)	16	48%	9	27%	10	30%
Toronto CMA	1919	38%	1343	26%	1010	20%
Trois-Rivières CMA	67	50%	47	35%	38	29%
Vancouver CMA	842	40%	623	29%	355	17%
Victoria CMA	133	42%	96	30%	61	19%
Windsor CMA	140	51%	83	30%	82	30%
Winnipeg CMA	299	46%	227	35%	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 & StarMetro

Winter 2019 Fieldwork Period: October 2017 - September 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)	46	60%	33	43%	25	32%
Brandon (LM)	39	83%	33	70%	20	43%
Brantford (LM)	95	81%	85	73%	44	38%
Calgary CMA	873	74%	694	59%	493	42%
Cape Breton (LM)	72	90%	63	79%	51	64%
Charlottetown (LM)	50	83%	39	65%	35	58%
Chatham (LM)	58	70%	39	47%	40	48%
Cornwall (LM)	37	74%	29	58%	21	42%
Edmonton CMA	799	71%	629	56%	411	36%
Granby (LM)	56	85%	48	73%	36	55%
Guelph (LM)	80	64%	59	47%	53	42%
Halifax CMA	303	85%	250	70%	183	51%
Hamilton CMA	456	72%	358	56%	258	41%
Kingston (LM)	106	74%	71	49%	67	47%
Kitchener CMA	283	68%	215	52%	172	41%
Lethbridge (LM)	60	64%	44	47%	33	35%
London CMA	305	73%	208	50%	194	46%
Medicine Hat (LM)	42	68%	35	56%	20	32%
Montreal CMA	2630	79%	2066	62%	1666	50%
North Bay (LM)	39	72%	22	41%	29	54%
Ottawa/Gatineau CMA	792	72%	549	50%	522	48%
Owen Sound (LM)	21	78%	14	52%	16	59%
Peterborough (LM)	82	78%	74	70%	45	43%
Prince George (LM)	50	74%	34	50%	31	46%
Quebec City CMA	534	80%	418	62%	322	48%
Regina CMA	140	71%	93	47%	91	46%
Saguenay CMA	106	80%	82	62%	63	47%
Sarnia (LM)	54	72%	33	44%	35	47%
Saskatoon CMA	181	67%	116	43%	115	43%
Sault Ste. Marie (LM)	43	65%	32	48%	30	45%
Sherbrooke CMA	131	74%	100	56%	85	48%
St. Catharines/Niagara CMA	263	77%	206	60%	153	45%
St. John's CMA	122	68%	83	46%	83	46%
Sudbury (LM)	101	74%	55	40%	74	54%
Summerside (LM)	11	85%	8	62%	8	62%
Thunder Bay (LM)	85	83%	74	72%	38	37%
Timmins (LM)	25	76%	20	61%	14	42%
Toronto CMA	3587	71%	2862	56%	2010	40%
Trois-Rivières CMA	101	76%	72	54%	64	48%
Vancouver CMA	1516	71%	1239	58%	741	35%
Victoria CMA	229	73%	192	61%	120	38%
Windsor CMA	209	76%	146	53%	138	50%
Winnipeg CMA	496	76%	414	63%	275	42%

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 & StarMetro.

Winter 2019 Fieldwork Period: October 2017 - September 2018 (12 months)

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