

Newspaper Topline Readership - Monday-Friday Vividata Winter 2021 Adults 18+

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

Market	Footprint (2)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	28	34%	18	22%	17	21%
Brandon (LM)	27	51%	16	30%	13	25%
Brantford (LM)	43	36%	28	24%	26	22%
Calgary CMA	406	33%	233	19%	279	23%
Cape Breton (LM)	49	58%	36	43%	29	35%
Charlottetown (LM)	37	60%	15	24%	27	44%
Chatham (LM)	31	37%	18	21%	22	26%
Cornwall (LM)	23	41%	15	27%	11	20%
Edmonton CMA	404	34%	232	20%	241	20%
Granby (LM)	22	30%	14*	19%	28	38%
Halifax CMA	108	30%	51	14%	74	21%
Hamilton CMA	262	41%	165	26%	145	22%
Kingston (LM)	53	38%	32	23%	31	22%
Kitchener CMA	179	39%	104	23%	108	24%
London CMA	166	38%	93	21%	115	26%
Montreal CMA	1,097	31%	608	17%	730	20%
North Bay (LM)	29	48%	15	25%	22	37%
Ottawa/Gatineau CMA	404	34%	232	20%	280	24%
Owen Sound (LM)	15	48%	9	29%	9	29%
Peterborough (LM)	46	44%	23	22%	32	31%
Quebec City CMA	260	38%	132	19%	232	34%
Regina CMA	85	41%	46	22%	54	26%
Saguenay CMA	17*	13%	10#	8%	30	23%
Sarnia (LM)	38	46%	18	22%	27	33%
Saskatoon CMA	95	37%	53	21%	53	21%
Sault Ste. Marie (LM)	26	39%	16	24%	16	24%
Sherbrooke CMA	31*	16%	12#	6%	46	24%
St. Catharines/Niagara CMA	150	44%	86	25%	92	27%
St. John's CMA	68	38%	33	18%	47	26%
Sudbury (LM)	52	37%	17*	12%	43	31%
Summerside (LM)	7	47%	3	20%	5	33%
Timmins (LM)	14	38%	7	19%	9	24%
Toronto CMA	1,668	32%	969	19%	1,030	20%
Trois-Rivières CMA	39	29%	20*	15%	44	33%
Vancouver CMA	676	30%	427	19%	383	17%
Victoria CMA	127	38%	91	27%	60	18%
Windsor CMA	143	50%	79	28%	95	33%
Winnipeg CMA	268	40%	185	28%	150	23%

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.

Source: Vividata Winter 2021 Study

Winter 2021 Fieldwork Period: October 2019 - September 2020

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 2021 Adults 18+

Any Newspaper (1) Weekly Audience 18+

Market	Footprint (2)		Print (3)		Digital (4)	
	(000s)	Reach %	(000s)	Reach %	(000s)	Reach %
Belleville (LM)	49	60%	34	41%	31	38%
Brandon (LM)	42	79%	28	53%	27	51%
Brantford (LM)	84	71%	65	55%	51	43%
Calgary CMA	818	67%	565	47%	584	48%
Cape Breton (LM)	73	87%	59	70%	50	60%
Charlottetown (LM)	52	84%	30	48%	41	66%
Chatham (LM)	52	62%	35	42%	39	46%
Cornwall (LM)	37	66%	29	52%	22	39%
Edmonton CMA	760	64%	497	42%	533	45%
Granby (LM)	58	78%	42	57%	43	58%
Halifax CMA	226	63%	139	39%	172	48%
Hamilton CMA	408	63%	282	44%	281	44%
Kingston (LM)	99	71%	67	48%	69	49%
Kitchener CMA	319	70%	203	45%	220	48%
London CMA	309	70%	198	45%	222	50%
Montreal CMA	2,233	63%	1,532	43%	1,491	42%
North Bay (LM)	44	73%	28	47%	34	57%
Ottawa/Gatineau CMA	802	68%	496	42%	579	49%
Owen Sound (LM)	24	77%	17	55%	16	52%
Peterborough (LM)	79	76%	54	52%	55	53%
Quebec City CMA	529	78%	354	52%	380	56%
Regina CMA	146	71%	89	43%	100	48%
Saguenay CMA	83	64%	60	47%	55	43%
Sarnia (LM)	59	72%	39	48%	47	57%
Saskatoon CMA	170	66%	107	42%	111	43%
Sault Ste. Marie (LM)	47	71%	35	53%	31	47%
Sherbrooke CMA	106	56%	72	38%	75	40%
St. Catharines/Niagara CMA	250	73%	175	51%	171	50%
St. John's CMA	124	69%	77	43%	93	51%
Sudbury (LM)	88	63%	50	36%	70	50%
Summerside (LM)	10	67%	5	33%	7	47%
Timmins (LM)	26	70%	19	51%	15	41%
Toronto CMA	3,314	63%	2,234	43%	2,247	43%
Trois-Rivières CMA	98	73%	70	52%	68	50%
Vancouver CMA	1,363	61%	964	43%	838	38%
Victoria CMA	240	73%	189	57%	141	43%
Windsor CMA	222	77%	151	53%	158	55%
Winnipeg CMA	466	70%	349	52%	303	46%

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.

Winter 2021 Fieldwork Period: October 2019 - September 2020

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.