

Newspaper Topline Readership - Monday-Friday Vividata Spring 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)	27	33%	17	21%	16	20%
Brandon (LM)	25	47%	15	28%	13	25%
Brantford (LM)	41	35%	26	22%	25	21%
Calgary CMA	417	34%	237	20%	292	24%
Cape Breton (LM)	47	56%	34	40%	28	33%
Charlottetown (LM)	36	58%	15	24%	26	42%
Chatham (LM)	31	37%	17	20%	23	27%
Cornwall (LM)	19	37%	11	21%	10	19%
Edmonton CMA	395	33%	230	19%	240	20%
Granby (LM)	24	32%	14	19%	29	39%
Halifax CMA	105	29%	52	14%	75	21%
Hamilton CMA	252	39%	155	24%	145	22%
Kingston (LM)	50	36%	29	21%	30	21%
Kitchener CMA	179	39%	98	21%	113	25%
London CMA	163	37%	84	19%	115	26%
Montreal CMA	1,083	30%	559	16%	759	21%
North Bay (LM)	28	47%	14	23%	23	38%
Ottawa/Gatineau CMA	394	33%	221	19%	282	24%
Owen Sound (LM)	15	48%	8	26%	9	29%
Peterborough (LM)	45	43%	21	20%	32	31%
Quebec City CMA	254	37%	119	17%	239	35%
Regina CMA	83	40%	46	22%	52	25%
Saguenay CMA	19*	15%	9#	7%	32	25%
Sarnia (LM)	37	45%	17	21%	25	30%
Saskatoon CMA	92	36%	50	19%	53	21%
Sault Ste. Marie (LM)	24	36%	15	23%	16	24%
Sherbrooke CMA	33	17%	14#	7%	48	25%
St. Catharines/Niagara CMA	150	44%	78	23%	97	28%
St. John's CMA	67	37%	30	17%	49	27%
Sudbury (LM)	52	37%	16*	12%	44	32%
Summerside (LM)	6	40%	3	20%	5	33%
Timmins (LM)	14	38%	7	19%	9	24%
Toronto CMA	1,637	31%	888	17%	1,098	21%
Trois-Rivières CMA	35	26%	19*	14%	45	33%
Vancouver CMA	641	29%	384	17%	404	18%
Victoria CMA	121	37%	81	24%	58	18%
Windsor CMA	142	49%	76	26%	96	33%
Winnipeg CMA	253	38%	163	24%	155	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 Spring 2021 Study

Spring 2021 Fieldwork Period: January 2020 – December 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 Spring 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%	33	40%	31	38%
Brandon (LM)	41	77%	27	51%	27	51%
Brantford (LM)	82	69%	64	54%	49	42%
Calgary CMA	834	69%	536	44%	617	51%
Cape Breton (LM)	71	85%	58	69%	49	58%
Charlottetown (LM)	51	82%	28	45%	41	66%
Chatham (LM)	52	62%	35	42%	40	48%
Cornwall (LM)	33	63%	25	48%	20	38%
Edmonton CMA	755	64%	490	41%	523	44%
Granby (LM)	58	78%	42	57%	43	58%
Halifax CMA	226	63%	140	39%	174	48%
Hamilton CMA	402	62%	276	43%	282	44%
Kingston (LM)	95	68%	63	45%	66	47%
Kitchener CMA	323	71%	204	45%	229	50%
London CMA	307	70%	190	43%	221	50%
Montreal CMA	2,205	62%	1,416	40%	1,546	43%
North Bay (LM)	44	73%	28	47%	34	57%
Ottawa/Gatineau CMA	782	66%	474	40%	580	49%
Owen Sound (LM)	23	74%	16	52%	16	52%
Peterborough (LM)	79	76%	54	52%	55	53%
Quebec City CMA	523	77%	330	48%	385	56%
Regina CMA	146	71%	89	43%	100	48%
Saguenay CMA	83	64%	54	42%	57	44%
Sarnia (LM)	56	68%	37	45%	44	54%
Saskatoon CMA	169	66%	105	41%	115	45%
Sault Ste. Marie (LM)	46	70%	34	52%	31	47%
Sherbrooke CMA	107	57%	69	37%	77	41%
St. Catharines/Niagara CMA	247	72%	162	47%	179	52%
St. John's CMA	125	69%	76	42%	93	51%
Sudbury (LM)	87	63%	48	35%	70	50%
Summerside (LM)	9	60%	5	33%	7	47%
Timmins (LM)	26	70%	19	51%	15	41%
Toronto CMA	3,254	62%	2,094	40%	2,296	44%
Trois-Rivières CMA	96	71%	63	47%	70	52%
Vancouver CMA	1362	61%	934	42%	868	39%
Victoria CMA	236	71%	181	55%	141	43%
Windsor CMA	219	76%	147	51%	159	55%
Winnipeg CMA	447	67%	328	49%	300	45%

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.

Spring 2021 Fieldwork Period: January 2020 – December 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.