

## Newspaper Topline Readership - Monday-Friday Vividata Fall 2021 Adults 18+

| Any Newspaper (1) Weekday Audience 18+ (Mon - Fri) |                   |         |           |         |             |         |
|--|-------------------|---------|-----------|---------|-------------|---------|
| Market   | Footprint (2) (5) |         | Print (3) |         | Digital (4) |         |
|  | (000s)            | Reach % | (000s)    | Reach % | (000s)      | Reach % |
| Belleville (LM)                                    | 29                | 35%     | 19        | 23%     | 18          | 22%     |
| Brandon (LM)                                       | 26                | 50%     | 17        | 33%     | 15          | 29%     |
| Brantford (LM)                                     | 36                | 30%     | 20        | 17%     | 26          | 22%     |
| Calgary CMA  | 389               | 32%     | 238       | 20%     | 268         | 22%     |
| Cape Breton (LM)                                   | 49                | 59%     | 34        | 41%     | 30          | 36%     |
| Charlottetown (LM)                                 | 34                | 53%     | 15        | 23%     | 24          | 38%     |
| Chatham (LM)                                       | 33                | 40%     | 20        | 24%     | 27          | 33%     |
| Cornwall (LM)                                      | 20                | 36%     | 11        | 20%     | 12          | 22%     |
| Edmonton CMA                                       | 431               | 37%     | 203       | 17%     | 283         | 24%     |
| Granby (LM)  | 30                | 41%     | 10*       | 14%     | 26          | 35%     |
| Halifax CMA  | 101               | 28%     | 55        | 15%     | 71          | 20%     |
| Hamilton CMA                                       | 238               | 37%     | 152       | 23%     | 134         | 21%     |
| Kingston (LM)                                      | 54                | 38%     | 30        | 21%     | 33          | 23%     |
| Kitchener CMA                                      | 167               | 36%     | 87        | 19%     | 93          | 20%     |
| London CMA   | 167               | 37%     | 72        | 16%     | 112         | 25%     |
| Montreal CMA                                       | 1,160             | 33%     | 567       | 16%     | 876         | 25%     |
| North Bay (LM)                                     | 25                | 41%     | 11        | 18%     | 19          | 31%     |
| Ottawa/Gatineau CMA                                | 391               | 33%     | 198       | 17%     | 263         | 22%     |
| Owen Sound (LM)                                    | 13                | 42%     | 7         | 23%     | 9           | 29%     |
| Peterborough (LM)                                  | 39                | 38%     | 15        | 15%     | 30          | 29%     |
| Quebec City CMA                                    | 290               | 43%     | 121       | 18%     | 219         | 32%     |
| Regina CMA   | 78                | 38%     | 41        | 20%     | 51          | 25%     |
| Saguenay CMA                                       | 39                | 30%     | 10*       | 8%      | 34          | 26%     |
| Sarnia (LM)  | 30                | 37%     | 12        | 15%     | 21          | 26%     |
| Saskatoon CMA                                      | 81                | 32%     | 43        | 17%     | 49          | 19%     |
| Sault Ste. Marie (LM)                              | 23                | 35%     | 15        | 23%     | 15          | 23%     |
| Sherbrooke CMA                                     | 56                | 30%     | 15*       | 8%      | 50          | 27%     |
| St. Catharines/Niagara CMA                         | 145               | 42%     | 76        | 22%     | 92          | 26%     |
| St. John's CMA                                     | 64                | 37%     | 28        | 16%     | 48          | 27%     |
| Sudbury (LM)                                       | 57                | 41%     | 13*       | 9%      | 54          | 39%     |
| Timmins (LM)                                       | 14                | 38%     | 7         | 19%     | 10          | 27%     |
| Toronto CMA  | 1,560             | 29%     | 898       | 17%     | 1,026       | 19%     |
| Trois-Rivières CMA                                 | 47                | 35%     | 13*       | 10%     | 43          | 32%     |
| Vancouver CMA                                      | 646               | 28%     | 380       | 17%     | 409         | 18%     |
| Victoria CMA                                       | 128               | 38%     | 85        | 25%     | 71          | 21%     |
| Windsor CMA  | 147               | 51%     | 77        | 27%     | 108         | 37%     |
| Winnipeg CMA                                       | 243               | 36%     | 148       | 22%     | 157         | 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.
5. Includes Le Droit, Le Soleil, La Tribune, Le Nouvelliste, Le Quotidien, La Voix de l'Est.

\*Low sample

Source: Vividata Fall 2021 Study

**Fall 2021 Fieldwork Period: July 2020 - June 2021**

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 Fall 2021 Adults 18+

| Any Newspaper (1) Weekly Audience 18+ |                   |         |           |         |             |         |
|---------------------------------------|-------------------|---------|-----------|---------|-------------|---------|
| Market                                | Footprint (2) (5) |         | Print (3) |         | Digital (4) |         |
|                                       | (000s)            | Reach % | (000s)    | Reach % | (000s)      | Reach % |
| Belleville (LM)                       | 55                | 66%     | 33        | 40%     | 37          | 45%     |
| Brandon (LM)                          | 40                | 77%     | 31        | 60%     | 26          | 50%     |
| Brantford (LM)                        | 79                | 66%     | 60        | 50%     | 49          | 41%     |
| Calgary CMA                           | 775               | 64%     | 452       | 38%     | 608         | 50%     |
| Cape Breton (LM)                      | 71                | 86%     | 58        | 70%     | 48          | 58%     |
| Charlottetown (LM)                    | 49                | 77%     | 27        | 42%     | 37          | 58%     |
| Chatham (LM)                          | 51                | 62%     | 34        | 41%     | 42          | 51%     |
| Cornwall (LM)                         | 35                | 64%     | 26        | 47%     | 23          | 42%     |
| Edmonton CMA                          | 759               | 65%     | 452       | 39%     | 535         | 46%     |
| Granby (LM)                           | 61                | 82%     | 42        | 57%     | 46          | 62%     |
| Halifax CMA                           | 218               | 61%     | 130       | 36%     | 170         | 48%     |
| Hamilton CMA                          | 436               | 67%     | 265       | 41%     | 314         | 49%     |
| Kingston (LM)                         | 95                | 67%     | 67        | 47%     | 67          | 47%     |
| Kitchener CMA                         | 318               | 69%     | 196       | 42%     | 219         | 47%     |
| London CMA                            | 296               | 66%     | 163       | 36%     | 225         | 50%     |
| Montreal CMA                          | 2,257             | 63%     | 1,320     | 37%     | 1,681       | 47%     |
| North Bay (LM)                        | 42                | 69%     | 26        | 43%     | 30          | 49%     |
| Ottawa/Gatineau CMA                   | 728               | 61%     | 409       | 34%     | 561         | 47%     |
| Owen Sound (LM)                       | 20                | 65%     | 13        | 42%     | 14          | 45%     |
| Peterborough (LM)                     | 74                | 72%     | 47        | 46%     | 55          | 53%     |
| Quebec City CMA                       | 497               | 73%     | 291       | 43%     | 369         | 54%     |
| Regina CMA                            | 137               | 67%     | 86        | 42%     | 98          | 48%     |
| Saguenay CMA                          | 83                | 63%     | 47        | 36%     | 60          | 45%     |
| Sarnia (LM)                           | 51                | 62%     | 33        | 40%     | 40          | 49%     |
| Saskatoon CMA                         | 154               | 61%     | 100       | 40%     | 111         | 44%     |
| Sault Ste. Marie (LM)                 | 45                | 68%     | 31        | 47%     | 32          | 48%     |
| Sherbrooke CMA                        | 104               | 55%     | 59        | 31%     | 77          | 41%     |
| St. Catharines/Niagara CMA            | 263               | 75%     | 166       | 48%     | 190         | 54%     |
| St. John's CMA                        | 117               | 67%     | 74        | 42%     | 83          | 47%     |
| Sudbury (LM)                          | 93                | 67%     | 38        | 28%     | 79          | 57%     |
| Timmins (LM)                          | 25                | 68%     | 18        | 49%     | 17          | 46%     |
| Toronto CMA                           | 3,188             | 60%     | 2,076     | 39%     | 2,314       | 43%     |
| Trois-Rivières CMA                    | 95                | 70%     | 58        | 43%     | 71          | 53%     |
| Vancouver CMA                         | 1,317             | 57%     | 873       | 38%     | 890         | 39%     |
| Victoria CMA                          | 247               | 73%     | 181       | 53%     | 158         | 47%     |
| Windsor CMA                           | 211               | 73%     | 143       | 49%     | 161         | 56%     |
| Winnipeg CMA                          | 452               | 67%     | 319       | 47%     | 317         | 47%     |

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