



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'Es.

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%

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 Le Droit, Le Soleil, La Tribune, Le Nouvelliste, Le Quotidien, La Voix de l'Es.

Fall 2021 Fieldwork Period: July 2020 - June 2021

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