

Newspaper Topline Readership - Monday-Friday

Vividata 2016 Q4 (Adults 18+)

Average Issue Audience (Mon - Fri) (000)			
Title	Digital/Print (1)	Print (2)	Digital (3)
NATIONAL			
Any Newspaper (4)	11933	8739	5313
The Globe and Mail	2232	1124	1368
National Post	1519	850	825
ONTARIO (5)			
Any Newspaper (4)	4925	3735	2023
The Toronto Sun	839	633	311
Toronto Star	1911	1258	889
QUÉBEC (6)			
Any Newspaper (4)	3389	2275	1789
La Presse ^a	#	#	1126
Le Devoir	324	153	216
Le Journal de Montréal	1359	976	559
Le Journal de Québec	722	536	283
Le Soleil	319	222	146
TORONTO CMA			
Any Newspaper (4)	2421	1942	1011
24 Hours	559	493	148
Metro	725	672	154
National Post	408	238	236
The Globe and Mail	715	419	411
The Toronto Sun	554	440	203
Toronto Star	1273	869	585
MONTRÉAL CMA			
Any Newspaper (4)	1737	1154	961
24 Heures	415	384	71
La Presse ^a	#	#	590
Le Devoir	180	86	122
Le Journal de Montréal	715	522	294
Métro	522	490	87
Montréal Gazette	261	168	125
National Post	79	65	26
The Globe and Mail	64	35	48
VANCOUVER CMA			
Any Newspaper (4)	1004	828	359
24 Hours	290	273	35*
Metro	327	309	49
National Post	163	94	87
The Globe and Mail	240	111	165
The Province	405	319	132
The Vancouver Sun	463	347	171
OTTAWA-GATINEAU CMA			
Any Newspaper (4)	554	403	275
Le Droit	95	75	33
Metro	132	118	24
National Post	83	48	45
Ottawa Citizen	257	177	121
The Globe and Mail	116	47	82
The Ottawa Sun	129	89	59
CALGARY CMA			
Any Newspaper (4)	504	376	225
Metro	170	152	39
National Post	67	39	38
The Calgary Herald	261	180	122
The Calgary Sun	204	155	76
The Globe and Mail	80	40	53
EDMONTON CMA			
Any Newspaper (4)	506	381	229
Edmonton Journal	315	208	148
Metro	154	142	27
National Post	84	47	45
The Edmonton Sun	212	154	89
The Globe and Mail	71	29	48

Notes:

1. Digital/Print = Unduplicated audience of Print and Digital.
2. Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
3. Digital = Audience who accessed any digital content of the newspaper yesterday.
4. Any Newspaper = Print: Unduplicated audience of an average weekday (Monday to Friday) issue of all measured newspapers in the specified market CMA. Digital: Unduplicated digital audience of all measured newspapers in the specified market CMA.
5. Ontario = Province of Ontario
6. Québec = Province of Québec

^aLa Presse is only published in Print on Saturdays.

*Data relatively unstable

Source: Vividata 2016 Q4 Readership and Product Database

Average Issue Audience (Mon - Fri) (000)			
Title	Digital/Print (1)	Print (2)	Digital (3)
WINNIPEG CMA			
Any Newspaper (4)	357	302	158
Metro	125	116	31
The Winnipeg Sun	148	128	66
Winnipeg Free Press	253	195	109
QUÉBEC CITY CMA			
Any Newspaper (4)	385	268	202
Le Journal de Québec	244	181	93
Le Soleil	166	120	67
HAMILTON CMA			
Any Newspaper (4)	315	243	137
The Hamilton Spectator	240	188	86
LONDON CMA			
Any Newspaper (4)	204	123	130
London Free Press	175	102	107
KITCHENER CMA			
Any Newspaper (4)	176	143	63
Waterloo Region Record	144	118	41
HALIFAX CMA			
Any Newspaper (4)	211	162	112
Metro Halifax	134	107	47
The Chronicle Herald			
ST. CATHARINES/NIAGARA CMA			
Any Newspaper (4)	184	150	91
Niagara Falls Review	67	54	28
The Standard	59	42	30
The Tribune	54	43	23
VICTORIA CMA			
Any Newspaper (4)	155	110	70
Times Colonist	131	102	46
WINDSOR CMA			
Any Newspaper (4)	154	109	86
The Windsor Star	145	103	79
SASKATOON CMA			
Any Newspaper (4)	102	67	52
The StarPhoenix	93	63	45
REGINA CMA			
Any Newspaper (4)	84	57	42
Leader Post	77	53	33
ST. JOHN'S CMA			
Any Newspaper (4)	81	52	47
The Telegram	75	49	41

2016-Q4 Fieldwork Period: October January - December 2016 (12 months)

Note on Digital Metrics: Digital readership measurement is significantly changed in 2016, and cannot be compared to previous results.

Newspaper Topline Readership - Monday-Sunday

Vividata 2016 Q4 (Adults 18+)

Average Weekly Reach (Mon-Sun) (000)			
Title	Digital/Print (1)	Print (2)	Digital (3)
NATIONAL			
Any Newspaper	19406	15825	10505
The Globe and Mail	5917	3519	3571
National Post	4005	2409	2292
ONTARIO (5)			
Any Newspaper	7929	6499	4299
The Toronto Sun	2262	1802	885
Toronto Star	4242	3091	2187
QUÉBEC (6)			
Any Newspaper	5284	4249	3024
La Presse ^a	2161	536	1910
Le Devoir	901	536	569
Le Journal de Montréal	2896	2331	1211
Le Journal de Québec	1478	1146	651
Le Soleil	709	509	333
TORONTO CMA			
Any Newspaper	3843	3302	1957
24 Hours	1259	1146	305
Metro	1849	1744	349
National Post	1062	714	583
The Globe and Mail	1630	1082	975
The Toronto Sun	1543	1256	580
Toronto Star	2645	2054	1317
MONTRÉAL CMA			
Any Newspaper	2695	2202	1531
24 Heures	998	960	157
La Presse ^a	1146	360	975
Le Devoir	474	302	278
Le Journal de Montréal	1599	1320	645
Métro	1297	1252	206
Montréal Gazette	582	448	247
National Post	262	193	92
The Globe and Mail	278	177	144
VANCOUVER CMA			
Any Newspaper	1636	1453	740
24 Hours	849	810	116
Metro	911	872	165
National Post	412	259	222
The Globe and Mail	605	354	367
The Province	909	777	301
The Vancouver Sun	987	777	436
OTTAWA-GATINEAU CMA			
Any Newspaper	869	687	508
Le Droit	202	166	81
Metro	370	345	71
National Post	198	119	109
Ottawa Citizen	509	354	277
The Globe and Mail	273	147	176
The Ottawa Sun	313	243	135
CALGARY CMA			
Any Newspaper	899	751	437
Metro	489	462	104
National Post	215	133	122
The Calgary Herald	553	395	272
The Calgary Sun	526	435	199
The Globe and Mail	265	146	168
EDMONTON CMA			
Any Newspaper	817	686	403
Edmonton Journal	575	420	279
Metro	448	429	65
National Post	220	141	118
The Edmonton Sun	464	383	184
The Globe and Mail	223	119	140

Average Weekly Reach (Mon-Sun) (000)			
Title	Digital/Print (1)	Print (2)	Digital (3)
WINNIPEG CMA			
Any Newspaper	550	503	282
Metro	329	308	67
The Winnipeg Sun	317	269	139
Winnipeg Free Press	436	377	216
QUÉBEC CITY CMA			
Any Newspaper	543	446	319
Le Journal de Québec	407	343	170
Le Soleil	301	230	141
HAMILTON CMA			
Any Newspaper	466	376	261
The Hamilton Spectator	374	299	177
LONDON CMA			
Any Newspaper	303	217	202
London Free Press	270	196	167
KITCHENER CMA			
Any Newspaper	290	242	147
Waterloo Region Record	242	204	100
HALIFAX CMA			
Any Newspaper	305	264	186
Metro Halifax	247	223	87
The Chronicle Herald			
ST. CATHARINES/NIAGARA CMA			
Any Newspaper	284	251	157
Niagara Falls Review	131	113	57
The Standard	122	95	61
The Tribune	99	80	51
VICTORIA CMA			
Any Newspaper	246	202	129
Times Colonist	229	193	101
WINDSOR CMA			
Any Newspaper	221	171	147
The Windsor Star	212	163	134
SASKATOON CMA			
Any Newspaper	162	114	101
The StarPhoenix	154	109	88
REGINA CMA			
Any Newspaper	138	103	76
Leader Post	129	96	66
ST. JOHN'S CMA			
Any Newspaper	135	98	88
The Telegram	130	96	80

2016-Q4 Fieldwork Period: October January - December 2016 (12 months)

Note on Digital Metrics: Digital readership measurement is significantly changed in 2016, and cannot be compared to previous results.

NOTES:

1. Weekly Digital/Print = 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 Saturday/Sunday).
2. Weekly Print AIR = Unduplicated number of Adults 18+ who read at least one printed edition of the newspaper in the past week (Monday to Saturday/Sunday).
3. Digital = Audience who accessed any digital content of the newspaper in the past week.
4. Any Newspaper = Unduplicated audience over the average week (Monday to Saturday/Sunday) of all measured newspapers in the specified market CMA.
5. Ontario = Province of Ontario
6. Québec = Province of Québec

^aLa Presse is only published in Print on Saturdays. The "Weekly Print" results for La Presse are for their Saturday edition.



Local Newspaper Topline Readership Vividata 2016 Q4 (Adults 18+)

Average Issue Audience - Daily (Mon-Fri) (000)				Weekly Reach (Mon-Sun) (000)		
Title	Digital/Print (1)	Print (2)	Digital (3)	Digital/Print (4)	Print (5)	Digital (6)
BRITISH COLUMBIA						
Prince George Citizen	27	21	12	46	40	24
ALBERTA						
Lethbridge Herald, The	39	28	16*	65	55	28
Medicine Hat News	33	27	15	47	40	24
MANITOBA						
Brandon Sun, The	23	17	10	38	35	17
ONTARIO						
Barrie Examiner, The	41	31	12*	102	93	28
Belleville Intelligencer, The	27	19	14	44	32	28
Brantford Expositor, The	49	39	21	81	74	36
Chatham Daily News, The	35	16	25	52	35	38
Daily Press, The (Timmins)	20	13	11	26	19	17
Kingston Whig-Standard, The	55	37	24	88	66	41
North Bay Nugget (North Bay)	28	20	14	45	34	28
Northumberland Today (Cobourg/Port Hope)	17	15	6*	32	31	13
Owen Sound Sun Times, The	14	10	6	19	15	10
Packet & Times (Orillia)	18	15	6*	32	31	10
Peterborough Examiner, The	49	35	24	78	70	45
Sarnia Observer, The	37	27	21	56	39	34
Sault Star, The (Sault Ste. Marie)	29	19	14	44	32	28
Standard-Freeholder (Cornwall)	22	16	11	38	32	20
Sudbury Star, The	63	37	37	91	65	60
QUÉBEC						
Nouvelliste, Le (Trois-Rivières)	61	47	23	94	79	42
Quotidien, Le (Saguenay)	55	45	18	108	95	46
Tribune, La (Sherbrooke)	67	52	27	115	98	48
Voix de l'Est, La (Granby)	33	25	13	50	45	20
PRINCE EDWARD ISLAND						
Guardian, The (Charlottetown)	35	28	15	50	41	35
Journal Pioneer, The (Summerside)	9	7	5	11	9	8
NOVA SCOTIA						
Cape Breton Post	53	43	22	65	59	40
News, The (New Glasgow)	16	11	9	20	15	14
Truro Daily News, The	15	11	7	24	20	14

2016-Q4 Fieldwork Period: January 2015 - December 2016 (24 months)

Note on Digital Metrics: Digital readership measurement is significantly changed in 2016, and cannot be compared to previous results.

Notes:

1. Digital/Print = Unduplicated audience of Print and Digital.
2. Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
3. Digital = Audience who accessed any digital content of the newspaper yesterday.
4. Weekly Digital/Print = Unduplicated number of Adults 18+ who read at least one printed edition or accessed digital content of the daily newspaper in the past week (Monday to Saturday/Sunday).
5. Weekly Print AIR = Unduplicated number of Adults 18+ who read at least one printed edition of the newspaper in the past week (Monday to Saturday/Sunday).
6. Digital = Audience who accessed any digital content of the newspaper in the past week.

*Data relatively unstable

#Sample size too small for reliability - shown for consistency only

Source: Vividata 2016 Q4 Readership and Product Database