

Newspaper Topline Readership - Monday-Friday

Vividata 2017-Q1 Adults 18+

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	2223	1099	1418
National Post	1505	793	883
PROVINCE OF ONTARIO			
The Toronto Sun	843	619	344
Toronto Star	1865	1188	897
PROVINCE OF QUÉBEC			
La Presse ^a	#	#	1191
Le Devoir	318	138	236
Le Journal de Montréal	1257	900	568
Le Journal de Québec	714	528	321
Le Soleil	318	217	160
TORONTO CMA			
24 Hours	502	448	139
Metro	733	660	161
National Post	405	231	251
The Globe and Mail	695	415	406
The Toronto Sun	586	456	232
Toronto Star	1226	824	579
MONTRÉAL CMA			
24 Heures	394	363	72
La Presse ^a	#	#	630
Le Devoir	183	87	128
Le Journal de Montréal	701	514	304
Métro	477	441	91
Montréal Gazette	251	164	131
National Post	68	49	31
The Globe and Mail	77	41	57
VANCOUVER CMA			
24 Hours	294	279	42
Metro	335	316	56
National Post	153	87	88
The Globe and Mail	216	93	159
The Province	404	319	137
The Vancouver Sun	424	305	176
OTTAWA-GATINEAU CMA			
Le Droit	91	71	34
Metro	127	116	23
National Post	82	48	48
Ottawa Citizen	246	169	114
The Globe and Mail	113	51	80
The Ottawa Sun	122	85	56
CALGARY CMA			
Metro	164	149	35
National Post	71	34	44
The Calgary Herald	252	166	126
The Calgary Sun	210	157	89
The Globe and Mail	74	34	52
EDMONTON CMA			
Edmonton Journal	295	197	136
Metro	147	135	24
National Post	70	38	40
The Edmonton Sun	200	150	74
The Globe and Mail	66	30	44

Notes:

- Footprint = Unduplicated audience of Print and Digital.
- Print = Audience who read or looked into any weekday issue of this newspaper yesterday.
- Digital = Audience who accessed any digital content of the newspaper yesterday.
- 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.

^aLa Presse is only published in Print on Saturdays.

*Data relatively unstable

Source: Vividata 2017 Q1 Readership and Demos Database

Average Weekday Audience 18+ (Mon - Fri) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
WINNIPEG CMA			
Metro	123	112	26*
The Winnipeg Sun	148	122	67
Winnipeg Free Press	241	184	102
QUÉBEC CITY CMA			
Le Journal de Québec	230	174	88
Le Soleil	171	126	73
HAMILTON CMA			
The Hamilton Spectator	235	183	91
LONDON CMA			
London Free Press	172	101	109
KITCHENER CMA			
Waterloo Region Record	144	113	48
HALIFAX CMA			
Metro Halifax	128	104	44
The Chronicle Herald	NOT A MEMBER		
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	65	51	28
The Standard	60	42	31
The Tribune	55	42	21
VICTORIA CMA			
Times Colonist	119	92	41
WINDSOR CMA			
The Windsor Star	150	100	88
SASKATOON CMA			
The StarPhoenix	93	59	50
REGINA CMA			
Leader Post	76	49	35
ST. JOHN'S CMA			
The Telegram	69	44	41

Any Newspaper (4) Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	47%	37%	20%
MONTRÉAL CMA	50%	32%	30%
VANCOUVER CMA	47%	39%	18%
OTTAWA-GATINEAU CMA	50%	36%	25%
CALGARY CMA	42%	32%	19%
EDMONTON CMA	43%	33%	19%
WINNIPEG CMA	55%	46%	24%
QUÉBEC CITY CMA	57%	40%	31%
HAMILTON CMA	49%	37%	23%
LONDON CMA	47%	29%	31%
KITCHENER CMA	42%	33%	16%
HALIFAX CMA	60%	45%	32%
ST. CATHARINES/NIAGARA CMA	54%	44%	26%
VICTORIA CMA	46%	32%	22%
WINDSOR CMA	59%	39%	36%
SASKATOON CMA	42%	25%	23%
REGINA CMA	42%	27%	22%
ST. JOHN'S CMA	42%	27%	27%

2017 - Q1 Fieldwork Period: April 2016 - March 2017 (12 months)

Note on Metrics: Readership measurement changed in 2016, comparisons should only be made with 2016-Q4 results.



Newspaper Topline Readership - Monday-Sunday Cume

Vividata 2017-Q1 Adults 18+

Average Weekly Audience (Mon-Sun Cume) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
NATIONAL			
The Globe and Mail	5969	3512	3661
National Post	4034	2349	2383
PROVINCE OF ONTARIO			
The Toronto Sun	2250	1762	917
Toronto Star	4212	3016	2201
PROVINCE OF QUÉBEC			
La Presse ³	2177	518	1924
Le Devoir	900	518	577
Le Journal de Montréal	2828	2265	1209
Le Journal de Québec	1527	1195	695
Le Soleil	736	536	349
TORONTO CMA			
24 Hours	1210	1087	300
Metro	1853	1737	377
National Post	1071	695	608
The Globe and Mail	1649	1105	986
The Toronto Sun	1559	1244	607
Toronto Star	2646	2020	1339
MONTRÉAL CMA			
24 Heures	965	918	177
La Presse ³	1200	359	1022
Le Devoir	481	304	284
Le Journal de Montréal	1601	1319	658
Métro	1275	1232	229
Montréal Gazette	538	408	257
National Post	244	173	99
The Globe and Mail	271	166	155
VANCOUVER CMA			
24 Hours	833	796	124
Metro	916	874	176
National Post	413	255	220
The Globe and Mail	591	334	364
The Province	909	782	302
The Vancouver Sun	970	753	442
OTTAWA-GATINEAU CMA			
Le Droit	208	172	81
Metro	392	371	68
National Post	204	122	115
Ottawa Citizen	516	354	282
The Globe and Mail	282	156	177
The Ottawa Sun	320	244	137
CALGARY CMA			
Metro	506	477	102
National Post	213	126	121
The Calgary Herald	543	385	268
The Calgary Sun	534	427	219
The Globe and Mail	269	139	175
EDMONTON CMA			
Edmonton Journal	565	408	274
Metro	442	422	70
National Post	197	117	112
The Edmonton Sun	448	375	175
The Globe and Mail	209	115	127

NOTES:

1. Weekly 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 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.

³La Presse is only published in Print on Saturdays. The "Weekly Print" results for La Presse are for their Saturday edition.

Source: Vividata 2017 Q1 Readership and Demos Database

Average Weekly Audience (Mon-Sun Cume) (000)			
Title	Footprint (1)	Print (2)	Digital (3)
WINNIPEG CMA			
Metro	328	306	68
The Winnipeg Sun	311	266	140
Winnipeg Free Press	428	372	193
QUÉBEC CITY CMA			
Le Journal de Québec	406	343	174
Le Soleil	299	228	148
HAMILTON CMA			
The Hamilton Spectator	376	299	185
LONDON CMA			
London Free Press	273	201	170
KITCHENER CMA			
Waterloo Region Record	242	196	111
HALIFAX CMA			
Metro Halifax	242	217	89
The Chronicle Herald	NOT A MEMBER		
ST. CATHARINES/NIAGARA CMA			
Niagara Falls Review	128	107	61
The Standard	128	98	69
The Tribune	101	79	53
VICTORIA CMA			
Times Colonist	221	185	95
WINDSOR CMA			
The Windsor Star	213	157	144
SASKATOON CMA			
The StarPhoenix	149	100	92
REGINA CMA			
Leader Post	129	91	68
ST. JOHN'S CMA			
The Telegram	130	97	81

Any Newspaper (4) Reach %			
Market	Footprint (1)	Print (2)	Digital (3)
TORONTO CMA	77%	66%	40%
MONTRÉAL CMA	82%	66%	48%
VANCOUVER CMA	78%	69%	37%
OTTAWA-GATINEAU CMA	81%	65%	47%
CALGARY CMA	76%	63%	37%
EDMONTON CMA	72%	61%	36%
WINNIPEG CMA	83%	77%	42%
QUÉBEC CITY CMA	81%	66%	49%
HAMILTON CMA	73%	59%	43%
LONDON CMA	74%	54%	49%
KITCHENER CMA	70%	56%	37%
HALIFAX CMA	88%	75%	55%
ST. CATHARINES/NIAGARA CMA	84%	75%	46%
VICTORIA CMA	75%	62%	40%
WINDSOR CMA	82%	61%	58%
SASKATOON CMA	65%	44%	42%
REGINA CMA	70%	49%	41%
ST. JOHN'S CMA	77%	56%	51%

2017 - Q1 Fieldwork Period: April 2016 - March 2017 (12 months)

Note on Metrics: Readership measurement changed in 2016, comparisons should only be made with 2016-Q4 results.