



## PRESS RELEASE

For Immediate Release September 28, 2011

### READERSHIP OF CANADIAN DAILY NEWSPAPERS REMAINS STRONG

TORONTO - NADbank Inc. (Newspaper Audience Databank) today announces the release of the 2010/11 NADbank Fall Readership Study. This release includes readership data from the fall of 2010 and the spring of 2011 for the million-plus markets: Toronto, Montréal, Vancouver, Ottawa-Gatineau, Calgary, Edmonton, as well as Halifax.

The results of this study confirm that daily newspapers continue to be a vital source of news, information and entertainment for consumers in seven of Canada's largest and most competitive markets. The readership of daily newspapers both for printed and online editions remains stable in all these markets.

In Toronto 75% of adults 18+ read either a printed or online edition of a daily newspaper each week. Readership results for other markets are 77% in Montréal, 81% in Vancouver, 79% in Ottawa-Gatineau, 77% in Calgary, and 76% in Edmonton. Online readership is highest in Ottawa-Gatineau (27%) followed by Toronto (26%) and Calgary (25%).

Readers continue to migrate between print and website editions over the week. It is on a daily, rather than weekly, basis that website readership has its greatest impact. On the average weekday readership of the printed editions remains the predominant format; however, readers are more likely to choose to read either the print or website edition. The table below shows reach of print and total reach including website readership.

	Weekday Print	Total Daily Reach	Weekly Print	Total Weekly Reach
<b>Toronto</b>	44%	<b>50%</b>	70%	<b>75%</b>
<b>Montréal</b>	48%	<b>51%</b>	74%	<b>77%</b>
<b>Vancouver</b>	49%	<b>54%</b>	77%	<b>81%</b>
<b>Ottawa-Gatineau</b>	50%	<b>56%</b>	74%	<b>79%</b>
<b>Calgary</b>	43%	<b>50%</b>	71%	<b>77%</b>
<b>Edmonton</b>	44%	<b>50%</b>	71%	<b>76%</b>
<b>Halifax</b>	56%	<b>63%</b>	78%	<b>83%</b>

Today's release provides members with access to new readership results for 31 Canadian daily newspapers. The full Study, NADbank 2010 released last spring, provides readership for 81 Canadian daily newspapers and 2 Detroit dailies in 53 urban markets across Canada. Also available is readership data for 60 community newspapers in 33 markets and product/retail/lifestyle information in 21 markets.

*Attached are tables containing readership details for each market with updated data.*

NADbank Inc. is the principal research arm of the Canadian Daily Newspaper industry and a tri-partite organization whose membership is comprised of daily newspapers, advertising agencies, media companies and advertisers. NADbank conducts annual readership, product, retail and lifestyle category studies in urban markets across Canada.

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# READERSHIP RESULTS

2010/11 STUDY

Toronto, Montréal, Vancouver, Ottawa-Gatineau Calgary and Edmonton

## AUDIENCE

	Read Yesterday	5 Day Cume	Read Saturday	Read Sunday	6/7 Day Cume	Weekly Online	Total Weekly Readership
<b>TORONTO CMA</b>							
Any Paper	1,996,500	3,028,700	1,700,700	1,137,700	3,185,200	1,200,300	3,443,900
Toronto Star	966,000	1,778,900	1,185,800	797,800	2,033,600	750,900	2,338,700
The Toronto Sun	469,100	972,600	407,400	480,800	1,063,600	237,700	1,152,700
The Globe and Mail	413,900	836,500	404,200	N/A	895,600	576,000	1,165,800
National Post	211,600	441,500	176,100	N/A	461,100	198,800	588,300
Metro	495,900	1,144,900	N/A	N/A	N/A	80,300*	1,162,100
24 hours	352,500	808,000	N/A	N/A	N/A	104,900	870,800
<b>MONTRÉAL CMA</b>							
Any Paper	1,487,000	2,203,000	1,395,600	438,900	2,325,300	532,500	2,415,900
La Presse	415,300	726,200	545,100	N/A	822,800	275,500	937,600
Le Journal de Montréal	615,000	1,093,100	667,100	438,900	1,194,400	90,300	1,213,600
The Gazette	267,500	452,600	323,800	N/A	497,600	139,600	550,400
Métro	370,000	790,500	N/A	N/A	N/A	33,000*	797,400
24 heures	310,000	599,600	N/A	N/A	N/A	26,300*	608,200
The Globe and Mail	43,200*	107,500	38,400*	N/A	113,900	85,900	174,900
National Post	37,300*	65,800	38,800*	N/A	71,000	50,100*	102,300
<b>VANCOUVER CMA</b>							
Any Paper	967,200	1,481,000	527,000	386,900	1,502,000	445,900	1,584,400
The Province	433,600	868,600	N/A	386,900	902,700	168,700	957,500
Vancouver Sun	440,200	777,200	436,600	N/A	821,400	256,600	904,100
Metro	200,900	542,800	N/A	N/A	N/A	25,600*	544,400
24 hours	272,700	610,500	N/A	N/A	N/A	35,500*	617,600
The Globe and Mail	106,800	275,600	135,600	N/A	302,700	179,000	403,600
National Post	57,200	125,700	5,200	N/A	131,300	83,300	188,700
<b>OTTAWA-GATINEAU CMA</b>							
Any Paper	502,800	723,000	442,400	270,400	739,600	271,700	795,100
Ottawa Citizen	244,000	414,600	259,200	212,500	440,900	158,600	495,300
The Ottawa Sun	137,400	271,500	107,000	100,200	280,000	86,400	314,100
Le Droit	106,100	166,600	109,000	N/A	177,300	44,500	195,400
Metro	102,400	243,200	N/A	N/A	N/A	15,800*	250,600
24 hours	67,200	159,100	N/A	N/A	N/A	10,800*	164,500
The Globe and Mail	58,200	148,300	62,500	N/A	157,800	97,400	202,300
National Post	19,700*	56,800	13,900*	N/A	58,500	33,000	83,300
<b>CALGARY CMA</b>							
Any Paper	428,100	676,300	381,500	326,800	707,800	248,600	763,700
Calgary Herald	254,000	439,500	257,900	218,800	462,100	183,900	529,300
The Calgary Sun	145,800	320,300	131,600	146,500	371,900	77,300	399,400
Metro	83,400	182,900	N/A	N/A	N/A	22,800*	194,000
24 hours	28,500*	82,300	N/A	N/A	N/A	3,000*	84,000
The Globe and Mail	35,100	103,800	46,500	N/A	111,200	74,800	146,200
National Post	18,700*	67,500	31,800*	N/A	68,500	45,800	97,700
<b>EDMONTON CMA</b>							
Any Paper	414,100	651,600	365,700	325,500	675,400	222,700	721,900
Edmonton Journal	252,800	435,300	266,600	236,600	455,500	163,100	513,400
The Edmonton Sun	149,600	309,200	135,800	141,000	340,900	89,600	379,700
Metro	71,600	205,100	N/A	N/A	N/A	12,400*	208,000
24 hours	46,000	134,000	N/A	N/A	N/A	3,300*	135,100
The Globe and Mail	32,300	84,200	29,700	N/A	91,200	44,500	113,300
National Post	17,100*	57,300	13,000*	N/A	59,200	29,600*	76,200

### DEFINITIONS

**Read Yesterday (average weekday):** The number (percentage) of adults 18+ who read a printed edition of a/the daily newspaper on the average weekday (Monday to Friday).

**5 Day Cume (weekday reach):** The number (percentage) of adults 18+ who read at least one printed edition of a/the newspaper in the past 5 weekdays (Monday to Friday).

**Read Saturday/Sunday:** The number (percentage) of adults 18+ who read a printed edition of a/the newspaper last Saturday/Sunday.

## REACH (PERCENTAGE)

	Read Yesterday	5 Day Cume	Read Saturday	Read Sunday	6/7 Day Cume	Weekly Online	Total Weekly Readership
<b>TORONTO CMA</b>							
Any Paper	44%	66%	37%	25%	70%	26%	75%
Toronto Star	21%	39%	26%	18%	45%	16%	51%
The Toronto Sun	10%	21%	9%	11%	23%	5%	25%
The Globe and Mail	9%	18%	9%	N/A	20%	13%	26%
National Post	5%	10%	4%	N/A	10%	4%	13%
Metro	11%	25%	N/A	N/A	N/A	2%*	25%
24 hours	8%	18%	N/A	N/A	N/A	2%	19%
<b>MONTRÉAL CMA</b>							
Any Paper	48%	70%	45%	14%	74%	17%	77%
La Presse	13%	23%	17%	N/A	26%	9%	30%
Le Journal de Montréal	20%	35%	21%	14%	38%	3%	39%
The Gazette	9%	14%	10%	N/A	16%	5%	18%
Métro	12%	25%	N/A	N/A	N/A	1%*	26%
24 heures	10%	19%	N/A	N/A	N/A	1%*	19%
The Globe and Mail	1%*	3%	1%*	N/A	4%	3%	6%
National Post	1%*	2%	1%*	N/A	2%	2%*	3%
<b>VANCOUVER CMA</b>							
Any Paper	49%	76%	27%	20%	77%	23%	81%
The Province	22%	44%	N/A	20%	46%	9%	49%
Vancouver Sun	23%	40%	22%	N/A	42%	13%	46%
Metro	10%	28%	N/A	N/A	N/A	1%*	28%
24 hours	14%	31%	N/A	N/A	N/A	2%*	32%
The Globe and Mail	6%	14%	7%	N/A	16%	9%	21%
National Post	3%	6%	3%	N/A	7%	4%	10%
<b>OTTAWA-GATINEAU CMA</b>							
Any Paper	50%	72%	44%	27%	74%	27%	79%
Ottawa Citizen	24%	41%	26%	21%	44%	16%	49%
The Ottawa Sun	14%	27%	11%	10%	28%	9%	31%
Le Droit	11%	17%	11%	N/A	18%	4%	20%
Metro	10%	24%	N/A	N/A	N/A	2%*	25%
24 hours	7%	16%	N/A	N/A	N/A	1%*	16%
The Globe and Mail	6%	15%	6%	N/A	16%	10%	20%
National Post	2%*	6%	1%*	N/A	6%	3%	8%
<b>CALGARY CMA</b>							
Any Paper	43%	68%	38%	33%	71%	25%	77%
Calgary Herald	26%	44%	26%	22%	47%	19%	53%
The Calgary Sun	15%	32%	13%	15%	38%	8%	40%
Metro	8%	18%	N/A	N/A	N/A	2%*	20%
24 hours	3%*	8%	N/A	N/A	N/A	<1%*	9%
The Globe and Mail	4%	11%	5%	N/A	11%	8%	15%
National Post	2%*	7%	3%*	N/A	7%	5%	10%
<b>EDMONTON CMA</b>							
Any Paper	44%	69%	39%	34%	71%	24%	76%
Edmonton Journal	27%	46%	28%	25%	48%	17%	54%
The Edmonton Sun	16%	33%	14%	15%	36%	10%	40%
Metro	8%	22%	N/A	N/A	N/A	1%*	22%
24 hours	5%	14%	N/A	N/A	N/A	<1%*	14%
The Globe and Mail	3%	9%	3%	N/A	10%	5%	12%
National Post	2%*	6%	1%*	N/A	6%	3%*	8%

\*small sample size Note: percentages have been rounded to the nearest whole number

**6/7 Day Cume (weekly reach):** The number (percentage) of adults 18+ who read at least one printed edition of a/the paper in the past week. (Monday to Saturday/Sunday).

**Weekly online readership (Visited Website):** The number (percentage) of adults having viewed or read an online edition of a daily newspaper in the past week.

**Total Weekly Readership:** The number (percentage) of adults 18+ who read at least one printed or online edition of a daily newspaper in the past week.