



PRESS RELEASE

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READERSHIP OF CANADIAN DAILY NEWSPAPERS REMAINS STRONG

NADbank Releases 2008 Readership Study

Weekly readership has remained stable indicating that daily newspapers continue to be a relevant source of news and information for Canadians. Almost three quarters of Canadians (73%), 13.7 million adults 18+, read a printed edition of a daily newspaper each week. Canadians continue to turn to daily newspapers as a source for local news (73% of readers usually read local news) as well as other news and arts and entertainment.

Over the past several years, daily newspapers have capitalized on the growth of the Internet to build readership of their online products; readership of online editions of daily newspapers grew by 13% since 2007, 19% of adults read a daily newspaper on the Internet in the past week. Many adults read both printed and online editions; however, 4% of adults read only online editions. The total reach of Canadian adults through printed and online editions of daily newspapers is 77% each week.

Today's release of the NADbank 2008 Study provides members with access to readership results for 80 Canadian daily newspapers and 2 Detroit dailies in 54 urban markets across Canada. Also available is readership data for 58 community newspapers in 33 markets.

Across Canada, the 54 markets and their extended market areas represent 72% of Canadian adults.

Readership varies among the markets measured. Across all markets, 48% of adults 18+ read a newspaper yesterday, 44% read a newspaper last Saturday, and 25% read a newspaper last Sunday. By Friday, 69% of adults have read at least one issue of a daily newspaper and 77% have read a newspaper, either printed or online, in the past week.

The NADbank 2008 Study indicates that daily newspaper readership remains stable in the top 19 markets across Canada. There are 12.4 million weekly readers in the top 19 markets, 10.7 million in the top ten markets and 9.1 million in the one million plus markets of Toronto, Montréal, Ottawa - Gatineau, Calgary, Edmonton and Vancouver. Total number of readers in the top 19 markets compared to 2007 NADbank Study remains relatively unchanged.

Readership Overview

Readership tends to be higher in smaller communities than in larger centres; the highest weekday readership is in Cape Breton, followed by Summerside, New Glasgow, Charlottetown and Truro. On Saturdays readership is highest in Cape Breton, Summerside, Thunder Bay, Truro then Charlottetown. It may be that smaller markets have more stable communities and tend not to be overwhelmed by the breadth of media choices in larger communities.

Readership in the Top Ten Markets

Readership varies by market. In the top ten markets the highest daily and weekly readership is in Winnipeg. In Edmonton the market readership data does not reflect the total market readership, as the new mid-survey entrants Metro and 24 hours are not included. The readership data for Metro and 24 hours will be available in the spring of 2010.

	Weekly Printed	Total Weekly		Weekly Printed	Total Weekly
Winnipeg	80%	83%	Montréal	74%	76%
Ottawa-Gatineau	75%	81%	Québec City	73%	75%
Calgary	75%	79%	Hamilton	71%	74%
Vancouver	75%	78%	Toronto	69%	74%
Edmonton	74%	77%	Kitchener	66%	72%

Weekly Online Readership

Readership of online editions is highest in Halifax; 30% of adults read an online edition each week. This is followed by adults living in North Bay (27%), St John's, Newfoundland (27%), Ottawa-Gatineau (26%), Thunder Bay (24%), Fredericton (24%), Sault Ste. Marie (23%), and Toronto (23%).

Readership of Free Dailies

Three new free dailies were measured in 2008. In Calgary, both Metro and 24 hours were measured and in Halifax Metro was measured. Free daily newspapers continue to maintain their position in the marketplace; 1.1 million adults in Toronto read in the past five weekdays (25% of adults 18+), 717,000 in Montréal (24%), 624,700 in Vancouver (34%), 183,000 in Ottawa-Gatineau (20%), 159,000 in Calgary (17%) and 113,000 in Halifax (37%).

Multi Market Daily Newspapers Readership

Below are the readership results for the eight multi-market dailies.

	The Globe and Mail 49 Markets	National Post 42 Markets	Toronto Star 19 Markets	The Toronto Sun 15 Markets
	Audience	Audience	Audience	Audience
Read Yesterday	902,800	436,300	1,145,800	675,000
5 Day Cume	2,110,500	1,055,400	2,090,000	1,396,100
Read Saturday	1,001,700	423,100	1,447,400	516,900
Read Sunday	N/A	N/A	893,100	698,000
6/7 Day Cume	2,326,200	1,121,300	2,451,500	1,596,900
Weekly Online	1,110,300	467,500	836,600	344,900
Total Weekly Readership	2,926,000	1,444,600	2,802,000	1,753,000

	Metro/ Métro 6 Markets	24 hours/24 heures 5 Markets	ChronicleHerald 4 Markets	Telegraph-Journal 3 Markets
	Audience	Audience	Audience	Audience
Read Yesterday	1,143,800	798,900	182,700	53,500
5 Day Cume	2,470,800	1,817,600	274,400	91,800
Read Saturday	N/A	N/A	169,300	57,900
Read Sunday	N/A	N/A	120,100	N/A
6/7 Day Cume	N/A	N/A	290,900	96,100
Weekly Online	164,800	134,100	87,000	18,300
Total Weekly Readership	2,534,600	1,879,600	311,000	102,500

Readership Results – Toronto, Montréal, Ottawa-Gatineau and Vancouver

Toronto CMA

In Toronto 44% of adults 18+ read a newspaper on the average weekday, 65% read at least one paper Monday to Friday, 69% read a printed edition in the past week and 74% read either an online or printed edition by the end of the week. The following are readership figures for each of the daily newspapers measured in Toronto.

	Toronto Star		The Toronto Sun		The Globe and Mail		National Post	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	937,800	22%	474,400	11%	382,700	9%	193,900	4%
5 Day Cume	1,625,900	37%	954,400	22%	750,000	17%	397,800	9%
Read Saturday	1,139,800	26%	356,600	8%	358,600	8%	167,200	4%
Read Sunday	708,100	16%	488,100	11%	N/A	N/A	N/A	N/A
6/7 Day Cume	1,875,600	43%	1,079,800	25%	808,200	19%	423,800	10%
Weekly Online	664,200	15%	244,000	6%	407,800	9%	180,600	4%
Total Weekly Readership	2,144,300	49%	1,185,900	27%	999,300	23%	537,700	12%

	Metro		24 hours	
	Audience	%	Audience	%
Read Yesterday	449,700	10%	296,600	7%
5 Day Cume	904,100	21%	646,800	15%
Read Saturday	N/A	N/A	N/A	N/A
Read Sunday	N/A	N/A	N/A	N/A
6/7 Day Cume	N/A	N/A	N/A	N/A
Weekly Online	72,000	2%	69,000	2%
Total Weekly Readership	938,600	22%	685,600	16%

Montréal CMA

In Montréal 49% of adults 18+ read a newspaper on the average weekday, 68% by Friday, 74% read a printed edition of a newspaper each week and 76% read either a printed or online edition in the past week. The following are readership figures for each of the daily newspapers measured in Montréal.

	La Presse		Le Journal de Montréal		The Gazette		Métro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	444,600	15%	578,800	20%	294,300	10%	323,800	11%
5 Day Cume	672,300	23%	994,600	34%	459,200	16%	617,900	21%
Read Saturday	578,000	20%	604,600	20%	329,400	11%	N/A	N/A
Read Sunday	423,500	14%	376,200	13%	253,500	9%	N/A	N/A
6/7 Day Cume	803,000	27%	1,129,600	38%	500,000	17%	N/A	N/A
Weekly Online	326,200	11%	N/A	N/A	126,700	4%	32,900	1%
Total Weekly Readership	921,700	31%	N/A	N/A	544,200	18%	629,400	21%

	24 heures	
	Audience	%
Read Yesterday	227,200	8%
5 Day Cume	453,200	15%
Read Saturday	N/A	N/A
Read Sunday	N/A	N/A
6/7 Day Cume	N/A	N/A
Weekly Online	21,800	1%
Total Weekly Readership	458,300	16%

Ottawa-Gatineau CMA

In Ottawa-Gatineau, 49% of adults 18+ read a newspaper on the average weekday, 71% read an issue by Friday, 75% read a printed edition in the past week and 81% read either a printed or online edition of a daily newspaper in the past week. The following are readership figures for each of the daily newspapers measured in Ottawa-Gatineau.

	Ottawa Citizen		The Ottawa Sun		Le Droit		Metro	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	241,500	26%	119,200	13%	88,600	10%	61,500	7%
5 Day Cume	363,500	39%	215,500	23%	143,100	16%	154,900	17%
Read Saturday	269,300	29%	72,700	8%	89,600	10%	N/A	N/A
Read Sunday	211,000	23%	73,700	8%	N/A	N/A	N/A	N/A
6/7 Day Cume	404,500	44%	228,500	25%	153,800	17%	N/A	N/A
Weekly Online	135,100	15%	63,700	7%	48,700	5%	9,900	1%
Total Weekly Readership	454,600	49%	261,700	28%	178,800	19%	158,300	17%

	24 hours	
	Audience	%
Read Yesterday	29,300	3%
5 Day Cume	93,300	10%
Read Saturday	N/A	N/A
Read Sunday	N/A	N/A
6/7 Day Cume	N/A	N/A
Weekly Online	8,100	1%
Total Weekly Readership	95,200	10%

Vancouver CMA

In Vancouver, 51% of adults 18+ read a newspaper on the average weekday, 73% read an issue by Friday, 75% read a printed edition in the last week and 78% read either an online or printed edition of a daily newspaper in the past week. The following are readership figures for each of the daily newspapers measured in Vancouver.

	The Province		Vancouver Sun		Metro		24 hours	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	418,500	22%	428,000	23%	138,700	7%	220,400	12%
5 Day Cume	772,800	41%	721,900	39%	363,200	20%	522,800	28%
Read Saturday	N/A	N/A	465,900	25%	N/A	N/A	N/A	N/A
Read Sunday	399,000	21%	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	824,900	44%	781,000	42%	N/A	N/A	N/A	N/A
Weekly Online	124,600	7%	172,400	9%	15,700	1%	26,800	1%
Total Weekly Readership	866,800	47%	841,600	45%	371,000	20%	533,100	29%

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 weekday (Monday to Friday).

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

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

Weekly Online: The number (percentage) of adults who read at least one 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/the daily newspaper in the past week.

The 2008 Study will be released to NADbank members in two stages. Readership and demographic data are being released today, while product data will be released in May.

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

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