



PRESS RELEASE (Revised)

FOR IMMEDIATE RELEASE

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NEWSPAPERS REMAIN AN IMPORTANT RESOURCE FOR CANADIANS

NADbank releases 2009 Readership Study

Once again daily newspapers have demonstrated their value to Canadians. They continue to be a relevant source for news and information across Canada. Over three-quarters (77% - 14.7 million) of adults living in markets where a daily newspaper is available read either a printed or online edition each week.

The printed newspaper continues to be the primary source for readers; 73% read at least one each week; 22% read an online edition on the average week. Most adults migrate between print and online editions; 4% read only on the Internet. On the average weekday 47% read a printed daily newspaper, 44% read a Saturday edition and 23% a Sunday edition.

Local news is the most popular content read in daily newspapers – 73% of readers usually read these pages. News is the most commonly read content and this is followed by a variety of other information and entertainment which varies by reader; Arts and Entertainment generally being the most popular after the news.

Today's release of the 2009 NADbank Study provides members with access to readership results for 81 Canadian daily newspapers and 2 Detroit newspapers in 53 markets across Canada. Also available, is readership information for 60 community newspapers in 33 markets. Including resident markets and extended areas, NADbank Study captures the readership habits of 72% of Canadian adults.

This year's results show readership to be stable. In the 22 markets measured in 2008 and 2009, weekly print readership remained stable at 73%; online readership increased from 20% to 22% resulting in an overall increase in newspaper readership (78% in 2009 compared to 77% in 2008). In the 22 markets there are 13 million weekly readers; in the top ten markets 11.1 million and 9.4 million in the million plus markets.

Readership varies by market and results for the top five markets; Toronto, Montréal, Vancouver, Calgary and Ottawa-Gatineau are included in this release.

Readership Overview

Readership tends to be higher in smaller versus larger communities. The highest weekly readership markets are Charlottetown (91%), Cape Breton (91%), Thunder Bay (91%) followed by Peterborough (88%) and Brandon (88%).

Weekly readership for print only and total readership for the top fifteen markets is highlighted in the following table. The highest readership, for both print and online is Winnipeg, followed by St. Catharines-Niagara, Halifax, Windsor and Québec City.

Readership in the Top Fifteen Markets

	Weekly Printed	Total Weekly		Weekly Printed	Total Weekly
Winnipeg	79%	83%	Edmonton	75%	78%
St. Catharines	79%	83%	Vancouver	74%	78%
Halifax	77%	83%	Montréal	73%	77%
Windsor	77%	83%	Hamilton	73%	76%
Québec City	76%	79%	Toronto	71%	76%
Calgary	74%	79%	London	69%	76%
Victoria	74%	79%	Kitchener	65%	72%
Ottawa-Gatineau	72%	79%			

Online Readership

Readership of online editions of daily newspapers continues to grow, 22% of Canadians read a daily newspaper online each week. As with print editions, readership varies by market. Adults living in Ottawa-Gatineau are the most likely to read daily newspapers on the Internet; 31% each week. This is followed by Halifax (28%), Charlottetown (28%), Windsor (27%), St. John's Nfld (27%), North Bay (27%), New Glasgow (27%), Toronto (26%), London (25%), Thunder Bay (24%) and Cape Breton (24%).

Free Dailies

Free dailies continue to attract a stable audience and are now available in 7 markets. Readership for Metro and 24 hours is available for the first time in Edmonton with this release. Weekly readership for paid and free dailies is highlighted in the table below:

	Free Dailies 5 Day Cume	Paid Dailies 5 Day Cume	Free Dailies Weekly	Paid Dailies Weekly
Toronto	26%	57%	28%	70%
Montréal	27%	58%	27%	70%
Vancouver	35%	64%	35%	71%
Calgary	20%	65%	20%	75%
Edmonton	20%	67%	21%	75%
Ottawa-Gatineau	21%	62%	22%	75%
Halifax	37%	69%	38%	77%

Multi- Market Daily Newspapers Readership

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

	The Globe and Mail 48 Markets	National Post *48 Markets	Toronto Star 19 Markets	The Toronto Sun 15 Markets
	Audience	Audience	Audience	Audience
Read Yesterday	906,600	397,400	1,134,400	524,400
5 Day Cume	2,029,800	967,000	2,138,700	1,203,800
Read Saturday	1,021,200	402,600	1,485,600	474,400
Read Sunday	N/A	N/A	937,300	619,800
6/7 Day Cume	2,227,100	1,024,900	2,522,200	1,408,300
Weekly Online	1,209,400	567,700	887,300	309,600
Total Weekly Readership	2,886,000	1,431,200	2,901,300	1,537,200

	Metro/ Métro 7 Markets	24 hours/24 heures 6 Markets	ChronicleHerald 4 Markets	Telegraph-Journal 3 Markets
	Audience	Audience	Audience	Audience
Read Yesterday	1,255,900	867,600	172,800	51,000
5 Day Cume	2,674,500	1,998,600	269,200	88,600
Read Saturday	N/A	N/A	166,000	53,400
Read Sunday	N/A	N/A	124,700	N/A
6/7 Day Cume	N/A	N/A	279,100	93,100
Weekly Online	219,900	193,900	87,200	20,300
Total Weekly Readership	2,733,500	2,077,500	303,800	99,800

- **National Post's printed editions in 36 markets and online editions in 48 markets**
- **All data is based on Market CMAs/CAs**

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

Toronto CMA

In Toronto, 44% of adults 18+ read a newspaper on the average weekday, 66% read at least one paper Monday to Friday, 71% read a printed edition in the past week and 76% 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	979,300	22%	372,300	8%	406,500	9%	167,800	4%
5 Day Cume	1,759,200	40%	845,800	19%	765,300	17%	403,800	9%
Read Saturday	1,223,900	28%	346,500	8%	426,400	10%	158,900	4%
Read Sunday	767,700	17%	459,800	10%	N/A	N/A	N/A	N/A
6/7 Day Cume	2,032,800	46%	993,900	22%	831,900	19%	423,300	10%
Weekly Online	728,300	16%	219,000	5%	481,700	11%	217,300	5%
Total Weekly Readership	2,331,400	53%	1,078,200	24%	1,066,400	24%	565,100	13%

	Metro		24 hours	
	Audience	%	Audience	%
Read Yesterday	485,900	11%	265,000	6%
5 Day Cume	1,000,700	23%	633,000	14%
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	105,700	2%	87,200	2%
Total Weekly Readership	1,029,500	23%	673,400	15%

Montréal CMA

In Montréal, 48% of adults 18+ read a newspaper on the average weekday, 67% by Friday, and 73% read a printed edition of a newspaper each week and 77% 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	384,600	13%	612,500	20%	267,300	9%	337,300	11%
5 Day Cume	637,400	21%	1,040,100	34%	430,900	14%	667,900	22%
Read Saturday	560,400	19%	624,000	21%	314,100	10%	N/A	N/A
Read Sunday	N/A	N/A	389,400	13%	236,000	8%	N/A	N/A
6/7 Day Cume	770,600	26%	1,153,500	38%	486,100	16%	N/A	N/A
Weekly Online	351,400	12%	146,500	5%	146,200	5%	46,500	2%
Total Weekly Readership	900,800	30%	1,198,000	40%	554,700	18%	678,400	22%

	24 heures	
	Audience	%
Read Yesterday	267,600	9%
5 Day Cume	551,400	18%
Read Saturday	N/A	N/A
Read Sunday	N/A	N/A
6/7 Day Cume	N/A	N/A
Weekly Online	46,300	2%
Total Weekly Readership	564,800	19%

Vancouver CMA

In Vancouver, 52% of adults 18+ read a newspaper on the average weekday, 73% read an issue by Friday, 74% 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	458,600	24%	461,900	25%	196,000	10%	238,100	13%
5 Day Cume	804,400	43%	752,400	40%	431,200	23%	535,600	29%
Read Saturday	N/A	N/A	481,100	26%	N/A	N/A	N/A	N/A
Read Sunday	400,700	21%	N/A	N/A	N/A	N/A	N/A	N/A
6/7 Day Cume	847,400	45%	802,000	43%	N/A	N/A	N/A	N/A
Weekly Online	137,400	7%	197,400	11%	24,300	1%	41,500	2%
Total Weekly Readership	887,400	47%	877,000	47%	434,800	23%	546,200	29%

Calgary CMA

In Calgary, 47% of adults 18+ read a newspaper on the average weekday, 71% read an issue by Friday, 74% read a printed edition in the last week and 79% 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 Calgary.

	Calgary Herald		The Calgary Sun		Metro		24 hours	
	Audience	%	Audience	%	Audience	%	Audience	%
Read Yesterday	285,600	30%	139,000	15%	60,000	6%	26,900	3%
5 Day Cume	457,600	48%	309,300	32%	146,100	15%	78,900	8%
Read Saturday	270,100	28%	123,400	13%	N/A	N/A	N/A	N/A
Read Sunday	238,600	25%	137,300	14%	N/A	N/A	N/A	N/A
6/7 Day Cume	476,800	50%	354,300	37%	N/A	N/A	N/A	N/A
Weekly Online	138,000	14%	73,000	8%	8,100	1%	4,200	0%
Total Weekly Readership	525,400	55%	384,700	40%	149,400	16%	81,000	8%

Ottawa-Gatineau CMA

In Ottawa-Gatineau, 48% of adults 18+ read a newspaper on the average weekday, 67% read an issue by Friday, 72% read a printed edition in the past week and 79% 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	242,300	25%	129,100	14%	84,700	9%	81,000	8%
5 Day Cume	373,300	39%	236,000	25%	136,500	14%	171,800	18%
Read Saturday	272,400	29%	96,700	10%	87,500	9%	N/A	N/A
Read Sunday	218,700	23%	85,800	9%	N/A	N/A	N/A	N/A
6/7 Day Cume	414,900	44%	248,300	26%	150,500	16%	N/A	N/A
Weekly Online	178,500	19%	93,300	10%	47,300	5%	16,200	2%
Total Weekly Readership	481,500	51%	290,200	30%	170,700	18%	177,400	19%

	24 hours	
	Audience	%
Read Yesterday	39,400	4%
5 Day Cume	95,500	10%
Read Saturday	N/A	N/A
Read Sunday	N/A	N/A
6/7 Day Cume	N/A	N/A
Weekly Online	9,700	1%
Total Weekly Readership	103,600	11%

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 daily 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 daily 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 daily newspaper 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 2009 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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