



PRESS RELEASE

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Daily Newspaper Readership Remains High

NADbank releases 2010 Readership Results

Almost 8 out of 10 adults living in markets where daily newspapers are available read either a printed edition or visited a newspaper website each week. Migration to newspaper websites continues, but the printed edition remains the most popular way to read a newspaper. Across all markets 73% read a printed edition of a daily newspaper each week and 71% of readers read only the printed edition.

2010 Study readership results show that 15 million (78% reach) adults read a daily newspaper or visited a newspaper website each week up from 14.7 million in 2009. Newspapers continue to demonstrate their value to Canadians every day.

Today NADbank releases two new readership studies;

- **2010 Study** provides members with access to newspaper readership results for 82 Canadian newspapers and 2 Detroit newspapers in 53 markets across Canada. Also available, is readership information for 60 community newspapers in 33 markets. This database contains the readership habits of 72% of Canadian adults.

The 2010 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. Detailed readership results for the top five markets are attached.

- **2010 Supplementary Report** which is the 2010 single-year data for the top six markets (*Toronto, Montréal, Vancouver, Ottawa, Calgary, and Edmonton*) and Halifax. Attached are readership results for the top five markets.

2010 Study Readership Overview

The printed newspaper continues to be the primary source for readers; 73% read at least one each week; 22% visited a newspaper website each week. Most adults migrate between print and online editions; 6% visited only the newspaper website. On the average weekday 47% of adults read a printed daily newspaper, 43% read a Saturday edition and 21% a Sunday edition.

Readership in the Top Ten Markets

Weekly readership for print-only and total readership for the top ten markets is highlighted in the following table. The highest readership (total weekly reach) is for Winnipeg followed by Vancouver, and Ottawa-Gatineau.

	Weekly Printed	Total Weekly		Weekly Printed	Total Weekly
Winnipeg	79%	83%	Montréal	74%	77%
Vancouver	76%	80%	Hamilton	73%	77%
Ottawa-Gatineau	73%	80%	Edmonton	74%	78%
Québec City	76%	79%	Toronto	70%	76%
Calgary	74%	78%	Kitchener	66%	73%

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 Brandon (89%) and Peterborough (88%).

Weekly Online

Twenty-two percent of Canadians say they visit a daily newspaper website each week. As with print editions, readership varies by market. Adults living in St. John's are the most likely to visit daily newspapers websites; 32% each week. This is followed by Windsor (30%), Ottawa-Gatineau (29%), Charlottetown (28%), London (28%), Halifax (28%), North Bay (27%), Regina (27%), New Glasgow (27%), Peterborough (27%), Winnipeg (26%) and Toronto (26%).

Free Dailies

Free dailies remain popular and are available in 7 markets. Weekly readership for paid and free dailies is highlighted in the table below. Paid dailies continue to have more than twice the weekly audience of the free dailies.

	Free Dailies 5 Day Cume	Paid Dailies 5 Day Cume
Halifax	44%	69%
Montréal	27%	60%
Ottawa-Gatineau	24%	65%
Toronto	28%	57%
Calgary	22%	65%
Edmonton	23%	66%
Vancouver	37%	66%

Multi- Market Daily Newspapers Readership

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

	The Globe and Mail 49 Markets	National Post *49 Markets	Toronto Star 19 Markets	The Toronto Sun 15 Markets
	Audience	Audience	Audience	Audience
Read Yesterday	948,300	414,000	1,179,000	628,200
5 Day Cume	2,259,100	987,200	2,271,500	1,341,200
Read Saturday	1,064,800	406,300	1,549,900	522,900
Read Sunday	N/A	N/A	973,700	661,400
6/7 Day Cume	2,457,500	1,044,700	2,669,100	1,526,300
Weekly Online	1,316,900	589,000	935,500	327,300
Total Weekly Readership	3,140,800	1,450,300	3,071,600	1,659,700

	Metro/ Métro 7 Markets	24 hours/24 heures 6 Markets	ChronicleHerald 4 Markets	Telegraph-Journal 3 Markets
	Audience	Audience	Audience	Audience
Read Yesterday	1,363,000	947,500	299,900	49,700
5 Day Cume	3,016,800	2,176,500	467,600	87,600
Read Saturday	N/A	N/A	293,300	52,300
Read Sunday	N/A	N/A	226,300	N/A
6/7 Day Cume	N/A	N/A	480,900	91,700
Weekly Online	215,900	185,900	150,000	23,900
Total Weekly Readership	3,086,300	2,260,400	518,200	99,900

** National Post's printed editions in 35 markets and newspaper website in 49 markets
Note: All data is based on all measured markets; Extended markets, CMAs and CAs*

Readership Highlights for Top Five markets – Toronto, Vancouver, Montréal, Ottawa-Gatineau and Calgary

Readership varies by market. Highlights for the top five markets: Toronto, Montréal, Vancouver, Ottawa-Gatineau and Calgary, are:

Toronto CMA

In Toronto, 44% of adults 18+ read a newspaper on the average weekday, 66% read at least one paper Monday to Friday, 70% read a printed edition in the past week and 76% read either printed edition or visited a newspaper website each week.

Montréal CMA

In Montréal, 48% of adults 18+ read a newspaper on the average weekday, 69% read at least one paper Monday to Friday, and 74% read a printed edition of a newspaper each week and 77% read either a printed edition or visited a newspaper website each week.

Vancouver CMA

In Vancouver, 52% of adults 18+ read a newspaper on the average weekday, 75% read an issue by Friday, 76% read a printed edition in the last week and 80% read either an online or printed edition or visited a newspaper website each week.

Ottawa-Gatineau CMA

In Ottawa-Gatineau, 50% of adults 18+ read a newspaper on the average weekday, 70% read an issue by Friday, 73% read a printed edition in the past week and 80% read either a printed edition or visited a newspaper website each week.

Calgary CMA

In Calgary, 46% of adults 18+ read a newspaper on the average weekday, 70% read an issue by Friday, 74% read a printed edition in the last week and 78% read either a printed edition or visited a newspaper website each week.

See attached table for detailed readership for the top five markets.

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.

For more information, please contact:

Anne Crassweller
President
NADbank Inc.
Telephone: (416) 923-4502
E-mail: acrassweller@nadbank.com

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READERSHIP RESULTS

2010 STUDY

Toronto, Montréal, Vancouver, Ottawa-Gatineau and Calgary

AUDIENCE

	Read Yesterday	5 Day Cume	Read Saturday	Read Sunday	6/7 Day Cume	Weekly Online	Total Weekly Readership
TORONTO CMA							
Any Paper	1,972,700	2,968,800	1,716,800	1,096,300	3,146,600	1,138,100	3,388,600
Toronto Star	969,300	1,771,500	1,211,100	767,900	2,032,900	724,100	2,327,300
The Toronto Sun	436,300	889,100	358,700	460,200	1,006,200	202,100	1,079,600
The Globe and Mail	389,800	802,100	414,800	N/A	860,500	501,100	1,100,000
National Post	176,700	403,100	167,700	N/A	420,400	206,000	549,400
Metro	513,400	1,050,100	N/A	N/A	N/A	88,800	1,077,300
24 hours	289,500	685,800	N/A	N/A	N/A	92,900	736,900
MONTRÉAL CMA							
Any Paper	1,481,700	2,130,900	1,426,400	430,500	2,284,800	547,200	2,387,100
La Presse	395,600	682,600	567,900	N/A	810,100	318,100	937,200
Le Journal de Montréal	621,100	1,097,300	668,900	430,500	1,212,900	115,900	1,247,200
The Gazette	282,800	445,300	322,600	N/A	492,600	131,000	545,900
Métro	339,400	699,900	N/A	N/A	N/A	37,200	713,500
24 heures	279,600	554,600	N/A	N/A	N/A	28,400	564,900
The Globe and Mail	31,400	93,100	31,700	N/A	99,800	76,900	156,600
National Post	33,800	72,500	27,400	N/A	76,100	45,700	106,300
VANCOUVER CMA							
Any Paper	977,300	1,413,100	538,700	401,000	1,434,400	387,800	1,508,200
The Province	456,600	841,300	N/A	401,000	883,300	143,600	924,700
Vancouver Sun	453,500	771,200	470,300	N/A	817,800	234,300	900,400
Metro	190,800	461,900	N/A	N/A	N/A	24,500	464,400
24 hours	251,700	573,300	N/A	N/A	N/A	37,000	579,900
The Globe and Mail	96,700	266,100	113,800	N/A	291,300	125,900	352,400
National Post	54,100	121,600	59,500	N/A	130,100	60,800	174,600
OTTAWA-GATINEAU CMA							
Any Paper	485,400	689,100	432,000	275,600	717,300	280,100	779,200
Ottawa Citizen	248,300	399,600	265,500	214,500	434,500	177,200	496,700
The Ottawa Sun	138,400	257,200	111,800	96,900	269,600	86,400	307,900
Le Droit	94,400	153,600	91,000	N/A	163,700	44,500	182,200
Metro	82,100	200,400	N/A	N/A	N/A	15,300	205,600
24 hours	49,000	127,800	N/A	N/A	N/A	10,300	133,700
The Globe and Mail	68,600	137,500	63,200	N/A	146,800	90,700	192,600
National Post	24,600	58,600	19,200	N/A	62,000	42,700	89,600
CALGARY CMA							
Any Paper	456,800	691,600	393,300	352,300	725,100	242,000	774,200
Calgary Herald	287,900	468,500	282,200	244,200	492,900	161,600	550,500
The Calgary Sun	149,000	324,600	133,900	150,900	372,700	85,100	404,800
Metro	78,200	182,800	N/A	N/A	N/A	12,600	189,300
24 hours	30,100	88,900	N/A	N/A	N/A	5,800	91,400
The Globe and Mail	39,800	110,600	42,100	N/A	119,200	72,400	156,000
National Post	26,500	66,800	30,900	N/A	70,200	38,800	96,300

REACH (PERCENTAGE)

	Read Yesterday	5 Day Cume	Read Saturday	Read Sunday	6/7 Day Cume	Weekly Online	Total Weekly Readership
TORONTO CMA							
Any Paper	44%	66%	38%	25%	70%	26%	76%
Toronto Star	22%	40%	27%	17%	46%	16%	52%
The Toronto Sun	10%	20%	8%	10%	23%	5%	24%
The Globe and Mail	9%	18%	9%	N/A	19%	11%	25%
National Post	4%	9%	4%	N/A	9%	5%	12%
Metro	12%	24%	N/A	N/A	N/A	2%	24%
24 hours	7%	15%	N/A	N/A	N/A	2%	17%
MONTRÉAL CMA							
Any Paper	48%	69%	46%	14%	74%	18%	77%
La Presse	13%	22%	18%	N/A	26%	10%	30%
Le Journal de Montréal	20%	35%	22%	14%	39%	4%	40%
The Gazette	9%	14%	10%	N/A	16%	4%	18%
Métro	11%	23%	N/A	N/A	N/A	1%	23%
24 heures	9%	18%	N/A	N/A	N/A	1%	18%
The Globe and Mail	1%	3%	1%	N/A	3%	3%	5%
National Post	1%	2%	1%*	N/A	3%	2%	3%
VANCOUVER CMA							
Any Paper	52%	75%	28%	21%	76%	20%	80%
The Province	24%	44%	N/A	21%	47%	8%	49%
Vancouver Sun	24%	41%	25%	N/A	43%	12%	48%
Metro	10%	24%	N/A	N/A	N/A	1%	25%
24 hours	13%	30%	N/A	N/A	N/A	2%	31%
The Globe and Mail	5%	14%	6%	N/A	15%	7%	19%
National Post	3%	6%	3%	N/A	7%	3%	9%
OTTAWA-GATINEAU CMA							
Any Paper	50%	70%	44%	28%	73%	29%	80%
Ottawa Citizen	25%	41%	27%	22%	44%	18%	51%
The Ottawa Sun	14%	26%	11%	10%	28%	9%	32%
Le Droit	10%	16%	9%	N/A	17%	5%	19%
Metro	8%	21%	N/A	N/A	N/A	2%*	21%
24 hours	5%	13%	N/A	N/A	N/A	1%*	14%
The Globe and Mail	7%	14%	7%	N/A	15%	9%	20%
National Post	3%	6%	2%	N/A	6%	4%	9%
CALGARY CMA							
Any Paper	46%	70%	40%	36%	74%	25%	78%
Calgary Herald	29%	48%	29%	25%	50%	16%	56%
The Calgary Sun	15%	33%	14%	15%	38%	9%	41%
Metro	8%	19%	N/A	N/A	N/A	1%*	19%
24 hours	3%	9%	N/A	N/A	N/A	1%*	9%
The Globe and Mail	4%	11%	4%	N/A	12%	7%	16%
National Post	3%	7%	3%	N/A	7%	4%	10%

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

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.

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 readership (Visited Website P7D): The percentage or number 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.

READERSHIP RESULTS

2010 SUPPLEMENTARY REPORT

Toronto, Montréal, Vancouver, Ottawa-Gatineau and Calgary

AUDIENCE

	Read Yesterday	5 Day Cume	Read Saturday	Read Sunday	6/7 Day Cume	Weekly Online	Total Weekly Readership
TORONTO CMA							
Any Paper	1,975,200	2,964,500	1,682,900	1,070,100	3,114,500	1,108,900	3,354,600
Toronto Star	948,100	1,764,100	1,182,500	756,900	2,010,900	712,200	2,298,400
The Toronto Sun	495,700	919,900	365,300	450,800	1,003,100	184,200	1,063,700
The Globe and Mail	367,000	828,600	394,500	N/A	877,800	517,400	1,119,000
National Post	179,400	393,400	172,400	N/A	408,300	189,400	521,900
Metro	538,200	1,092,200	N/A	N/A	N/A	69,800	1,115,700
24 hours	311,100	731,900	N/A	N/A	N/A	97,000	794,000
MONTRÉAL CMA							
Any Paper	1,475,900	2,174,700	1,434,700	454,700	2,315,600	483,100	2,403,500
La Presse	393,700	713,900	567,200	N/A	834,200	281,500	956,400
Le Journal de Montréal	605,600	1,123,500	690,100	454,700	1,237,800	88,800	1,262,700
The Gazette	284,900	442,100	326,400	N/A	491,900	111,700	527,800
Métro	333,500	715,900	N/A	N/A	N/A	27,800	732,300
24 heures	288,500	544,700	N/A	N/A	N/A	11,100	551,300
The Globe and Mail	36,300	106,600	28,700	N/A	113,900	70,700	165,400
National Post	36,600	77,000	32,600	N/A	80,100	47,900	109,900
VANCOUVER CMA							
Any Paper	967,700	1,445,600	533,100	397,400	1,466,100	428,500	1,543,900
The Province	445,500	855,800	N/A	397,400	895,400	146,100	937,000
Vancouver Sun	435,300	770,800	460,700	N/A	814,400	278,500	907,100
Metro	181,400	489,100	N/A	N/A	N/A	21,700	490,100
24 hours	260,500	601,200	N/A	N/A	N/A	28,300	603,900
The Globe and Mail	97,900	285,800	125,000	N/A	310,200	144,400	382,900
National Post	55,300	105,900	51,100	N/A	112,600	69,800	165,100
OTTAWA-GATINEAU CMA							
Any Paper	496,400	717,300	426,700	272,500	730,600	255,100	783,700
Ottawa Citizen	249,600	419,300	252,100	204,500	446,200	171,300	503,600
The Ottawa Sun	143,700	276,500	121,100	104,900	289,600	76,500	324,200
Le Droit	101,700	164,100	90,300	N/A	168,400	36,900	184,000
Metro	82,800	220,500	N/A	N/A	N/A	15,600	225,500
24 hours	55,600	154,500	N/A	N/A	N/A	10,200	157,500
The Globe and Mail	75,000	157,800	69,100	N/A	167,100	79,900	200,700
National Post	19,500	61,300	13,200	N/A	63,400	27,700	79,600
CALGARY CMA							
Any Paper	447,800	679,800	388,800	350,400	717,200	259,100	768,300
Calgary Herald	282,200	466,200	283,900	241,000	494,700	180,400	559,800
The Calgary Sun	154,000	326,700	139,000	160,100	376,300	93,200	408,700
Metro	92,200	213,200	N/A	N/A	N/A	16,900	223,200
24 hours	32,200	95,000	N/A	N/A	N/A	6,800	98,000
The Globe and Mail	38,900	116,700	35,300	N/A	122,700	71,700	151,200
National Post	23,500	67,200	33,800	N/A	70,500	41,900	97,100

REACH (PERCENTAGE)

	Read Yesterday	5 Day Cume	Read Saturday	Read Sunday	6/7 Day Cume	Weekly Online	Total Weekly Readership
TORONTO CMA							
Any Paper	44%	66%	38%	24%	70%	25%	75%
Toronto Star	21%	40%	26%	17%	45%	16%	51%
The Toronto Sun	11%	21%	8%	10%	22%	4%	24%
The Globe and Mail	8%	19%	9%	N/A	20%	12%	25%
National Post	4%	9%	4%	N/A	9%	4%	12%
Metro	12%	24%	N/A	N/A	N/A	2%*	25%
24 hours	7%	16%	N/A	N/A	N/A	2%*	18%
MONTRÉAL CMA							
Any Paper	48%	70%	46%	15%	75%	16%	78%
La Presse	13%	23%	18%	N/A	27%	9%	31%
Le Journal de Montréal	20%	36%	22%	15%	40%	3%*	41%
The Gazette	9%	14%	11%	N/A	16%	4%	17%
Métro	11%	23%	N/A	N/A	N/A	1%*	24%
24 heures	9%	18%	N/A	N/A	N/A	<1%*	18%
The Globe and Mail	1%*	3%	1%*	N/A	4%	2%*	5%
National Post	1%*	3%*	1%*	N/A	3%*	2%*	4%
VANCOUVER CMA							
Any Paper	51%	76%	28%	21%	77%	23%	81%
The Province	24%	45%	N/A	21%	47%	8%	49%
Vancouver Sun	23%	41%	24%	N/A	43%	15%	48%
Metro	10%	26%	N/A	N/A	N/A	1%*	26%
24 hours	14%	32%	N/A	N/A	N/A	2%*	32%
The Globe and Mail	5%	15%	7%	N/A	16%	8%	20%
National Post	3%	6%	3%	N/A	6%	4%*	9%
OTTAWA-GATINEAU CMA							
Any Paper	51%	73%	44%	28%	75%	26%	80%
Ottawa Citizen	26%	43%	26%	21%	46%	18%	52%
The Ottawa Sun	15%	28%	12%	11%	30%	8%	33%
Le Droit	10%	17%	9%	N/A	17%	4%	19%
Metro	9%	23%	N/A	N/A	N/A	2%*	23%
24 hours	6%	16%	N/A	N/A	N/A	1%*	16%
The Globe and Mail	8%	16%	7%	N/A	17%	8%	21%
National Post	2%*	6%	1%*	N/A	7%	3%*	8%
CALGARY CMA							
Any Paper	45%	69%	39%	36%	73%	26%	78%
Calgary Herald	29%	47%	29%	24%	50%	18%	57%
The Calgary Sun	16%	33%	14%	16%	38%	9%	41%
Metro	9%	22%	N/A	N/A	N/A	2%*	23%
24 hours	3%*	10%	N/A	N/A	N/A	1%*	10%
The Globe and Mail	4%*	12%	4%*	N/A	12%	7%	15%
National Post	2%*	7%	3%*	N/A	7%	4%*	10%

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

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.

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 readership (Visited Website P7D): The percentage or number 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.