# NATIONAL POST MEDIA GUIDE

October 2023

# National Post Reader Profiles

# Connect with Canada

National Post reaches 4.8 million readers weekly with print & digital.
National Post reaches 15% of Canada Adults 18+.

**NATIONAL★POST**

## NATIONAL POST

# 15%

## WEEKLY REACH (Print/Digital)

### NATIONAL POST - Canada
# 15%
#### WEEKLY REACH (Print/Digital)

| | | |
|---|---|---|
| AVG WEEKDAY | 1.5M | 5% |
| • PRINT | 436K | 1% |
| • DIGITAL | 1.2M | 4% |
| | | |
| WEEKEND | | |
| • SAT PRINT | 1.1M | 3% |
| | | |
| WEEKLY | 4.9M | 15% |
| • PRINT | 1.8M | 5% |
| • DIGITAL | 3.9M | 12% |

### NATIONAL POST – English Canada
# 18%
#### WEEKLY REACH (Print/Digital)

| | | |
|---|---|---|
| AVG WEEKDAY | 1.5M | 6% |
| • PRINT | 428K | 2% |
| • DIGITAL | 1.2M | 5% |
| | | |
| WEEKEND | | |
| • SAT PRINT | 1.1M | 4% |
| | | |
| WEEKLY | 4.6M | 18% |
| • PRINT | 1.7M | 6% |
| • DIGITAL | 3.8M | 14% |

### NATIONAL POST- Toronto CMA
# 22%
#### WEEKLY REACH (Print/Digital)

| | | |
|---|---|---|
| AVG WEEKDAY | 375K | 7% |
| • PRINT | 183K | 3% |
| • DIGITAL | 248K | 4% |
| | | |
| WEEKEND | | |
| • SAT PRINT | 454K | 8% |
| | | |
| WEEKLY | 1.3M | 23% |
| • PRINT | 661K | 12% |
| • DIGITAL | 970K | 17% |

**P POSTMEDIA**

# Demographic profiles by platform
## (National Edition)
Canada Adults 18+

| National Post (National Edition) | Canada Age 18+ | | Weekly Print Readers | | | Weekly Digital Readers | | | Weekly Print/Digital Readers | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totals | Profile % | Audience | Profile % | Index | Audience | Profile % | Index | Audience | Profile % | Index |
| Totals | 32,168,000 | 100 | 1,761,000 | 100 | 100 | 3,928,000 | 100 | 100 | 4,836,000 | 100 | 100 |
| [Male] | 15,621,000 | 49 | 1,131,000 | 64 | 132 | 2,523,000 | 64 | 132 | 3,050,000 | 63 | 130 |
| [Female] | 16,331,000 | 51 | 629,000 | 36 | 70 | 1,373,000 | 35 | 69 | 1,752,000 | 36 | 71 |
| Average Age | 49 | | 41 | | | 44 | | | 44 | | |
| Age [18-34] | 8,665,000 | 27 | 760,000 | 43 | 160 | 1,339,000 | 34 | 127 | 1,714,000 | 35 | 132 |
| Age [35-49] | 7,894,000 | 25 | 497,000 | 28 | 115 | 1,232,000 | 31 | 128 | 1,480,000 | 31 | 125 |
| Age [50-64] | 7,775,000 | 24 | 298,000 | 17 | 70 | 769,000 | 20 | 81 | 917,000 | 19 | 78 |
| Age [65+] | 7,834,000 | 24 | 206,000 | 12 | 48 | 587,000 | 15 | 61 | 726,000 | 15 | 62 |
| Average HH Income | $84,264 | | $84,505 | | | $94,808 | | | $ 91,423 | | |
| HH Income [$50,000-$74,999] | 6,023,000 | 19 | 302,000 | 17 | 92 | 663,000 | 17 | 90 | 822,000 | 17 | 91 |
| HH Income [$75,000-$99,999] | 4,987,000 | 16 | 292,000 | 17 | 107 | 628,000 | 16 | 103 | 772,000 | 16 | 103 |
| HH Income [$100,000-$124,999] | 3,566,000 | 11 | 216,000 | 12 | 111 | 436,000 | 11 | 100 | 555,000 | 11 | 104 |
| HH Income [$125,000-$149,999] | 1,965,000 | 6 | 86,000 | 5 | 80 | 286,000 | 7 | 119 | 333,000 | 7 | 113 |
| HH Income [$150,000 or Over] | 4,743,000 | 15 | 260,000 | 15 | 100 | 799,000 | 20 | 138 | 889,000 | 18 | 125 |
| Occupation [Professionals or Senior Managers/Owners or Other Managers] | 8,484,000 | 26 | 697,000 | 40 | 150 | 1,668,000 | 42 | 161 | 1,943,000 | 40 | 152 |
| Occupation Other White Collar [Technical/Sales/Teaching/Other White Collar] | 2,994,000 | 9 | 206,000 | 12 | 126 | 438,000 | 11 | 120 | 563,000 | 12 | 125 |
| Occupation [Clerical/Secretarial] | 3,036,000 | 9 | 149,000 | 8 | 90 | 266,000 | 7 | 72 | 341,000 | 7 | 75 |
| Occupation: Blue Collar [Skilled or Unskilled/Primary] | 3,750,000 | 12 | 244,000 | 14 | 119 | 431,000 | 11 | 94 | 571,000 | 12 | 101 |
| Presence Of Children [Under 18] | 9,337,000 | 29 | 811,000 | 46 | 159 | 1,539,000 | 39 | 135 | 1,940,000 | 40 | 138 |

POSTMEDIA

# Demographic profiles by platform

Toronto CMA Adults 18+

| National Post (Toronto CMA) | Toronto CMA A18 + | | Weekly Print Readers | | | Weekly Digital Readers | | | Weekly Print/Digital Readers | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totals | Profile % | Audience | Profile % | Index | Audience | Profile % | Index | Audience | Profile % | Index |
| Totals | 5,626,000 | 100 | 661,000 | 100 | 100 | 970,000 | 100 | 100 | 1,282,000 | 100 | 100 |
| [Male] | 2,721,000 | 48 | 419,000 | 63 | 131 | 644,000 | 66 | 137 | 821,000 | 64 | 132 |
| [Female] | 2,885,000 | 51 | 242,000 | 37 | 71 | 316,000 | 33 | 64 | 451,000 | 35 | 69 |
| Average Age | 47 | | 40 | | | 43 | | | 43 | | |
| Age [18-34] | 1,683,000 | 30 | 280,000 | 42 | 142 | 362,000 | 37 | 125 | 489,000 | 38 | 128 |
| Age [35-49] | 1,403,000 | 25 | 209,000 | 32 | 127 | 268,000 | 28 | 111 | 379,000 | 30 | 119 |
| Age [50-64] | 1,377,000 | 24 | 119,000 | 18 | 74 | 226,000 | 23 | 95 | 265,000 | 21 | 84 |
| Age [65+] | 1,163,000 | 21 | 52,000 | 8 | 38 | 114,000 | 12 | 57 | 148,000 | 12 | 56 |
| Average HH Income | $90,393 | | $84,910 | | | $92,509 | | | $ 88,675 | | |
| HH Income [$50,000-$74,999] | 981,000 | 17 | 121,000 | 18 | 105 | 162,000 | 17 | 96 | 228,000 | 18 | 102 |
| HH Income [$75,000-$99,999] | 874,000 | 16 | 84,000 | 13 | 82 | 157,000 | 16 | 104 | 174,000 | 14 | 87 |
| HH Income [$100,000-$124,999] | 568,000 | 10 | 68,000 | 10 | 102 | 81,000 | 8 | 83 | 123,000 | 10 | 95 |
| HH Income [$125,000-$149,999] | 379,000 | 7 | 28,000 | 4 | 63 | 44,000 | 5 | 67 | 66,000 | 5 | 76 |
| HH Income [$150,000 or Over] | 1,078,000 | 19 | 119,000 | 18 | 94 | 222,000 | 23 | 119 | 259,000 | 20 | 105 |
| Occupation [Professionals or Senior Managers/Owners or Other Managers] | 1,926,000 | 34 | 274,000 | 41 | 121 | 476,000 | 49 | 143 | 582,000 | 45 | 133 |
| Occupation Other White Collar [Technical/Sales/Teaching/Other White Collar] | 556,000 | 10 | 93,000 | 14 | 142 | 98,000 | 10 | 102 | 151,000 | 12 | 119 |
| Occupation [Clerical/Secretarial] | 513,000 | 9 | 80,000 | 12 | 133 | 90,000 | 9 | 102 | 121,000 | 9 | 104 |
| Occupation: Blue Collar [Skilled or Unskilled/Primary] | 492,000 | 9 | 63,000 | 10 | 109 | 75,000 | 8 | 88 | 110,000 | 9 | 98 |
| Presence Of Children [Under 18] | 1,672,000 | 30 | 289,000 | 44 | 147 | 342,000 | 35 | 119 | 465,000 | 36 | 122 |

Index: 100 = average
eg. Men are 31% more likely (than the general population) to read the weekly 'print' edition of National Post: index = 131

# Demographic profiles by platform
**(Toronto Edition)**

| National Post (Toronto Edition) | Ontario A18+ excluding (Ottawa & Kingston) | | Weekly Print Readers | | | Weekly Digital Readers | | | Weekly Print/Digital Readers | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totals | Profile % | Audience | Profile % | Index | Audience | Profile % | Index | Audience | Profile % | Index |
| Totals | 11,404,000 | 100 | 1,096,000 | 100 | 100 | 1,748,000 | 100 | 100 | 2,289,000 | 100 | 100 |
| [Male] | 5,506,000 | 48 | 704,000 | 64 | **133** | 1,152,000 | 66 | **136** | 1,469,000 | 64 | **133** |
| [Female] | 5,839,000 | 51 | 391,000 | 36 | 70 | 586,000 | 34 | 65 | 810,000 | 35 | 69 |
| Average Age | 48 | | 40 | | | 45 | | | 44 | | |
| Age [18-34] | 3,199,000 | 28 | 493,000 | 45 | **160** | 594,000 | 34 | **121** | 829,000 | 36 | **129** |
| Age [35-49] | 2,666,000 | 23 | 304,000 | 28 | **119** | 499,000 | 29 | **122** | 645,000 | 28 | **121** |
| Age [50-64] | 2,834,000 | 25 | 188,000 | 17 | 69 | 387,000 | 22 | 89 | 469,000 | 20 | 82 |
| Age [65+] | 2,706,000 | 24 | 110,000 | 10 | 42 | 268,000 | 15 | 65 | 346,000 | 15 | 64 |
| Average HH Income | $86,821 | | $84,568 | | | $91,863 | | | $ 88,542 | | |
| HH Income [$50,000-$74,999] | 2,100,000 | 18 | 194,000 | 18 | 96 | 345,000 | 20 | **107** | 439,000 | 19 | **104** |
| HH Income [$75,000-$99,999] | 1,840,000 | 16 | 161,000 | 15 | 91 | 262,000 | 15 | 93 | 341,000 | 15 | 92 |
| HH Income [$100,000-$124,999] | 1,262,000 | 11 | 137,000 | 13 | **113** | 175,000 | 10 | 90 | 264,000 | 12 | **104** |
| HH Income [$125,000-$149,999] | 724,000 | 6 | 43,000 | 4 | 62 | 108,000 | 6 | 97 | 133,000 | 6 | 92 |
| HH Income [$150,000 or Over] | 1,828,000 | 16 | 177,000 | 16 | **101** | 350,000 | 20 | **125** | 403,000 | 18 | **110** |
| Occupation [Professionals or Senior Managers/Owners or Other Managers] | 3,374,000 | 30 | 458,000 | 42 | **141** | 749,000 | 43 | **145** | 931,000 | 41 | **137** |
| Occupation Other White Collar [Technical/Sales/Teaching/Other White Collar] | 1,119,000 | 10 | 125,000 | 11 | **116** | 194,000 | 11 | **113** | 272,000 | 12 | **121** |
| Occupation [Clerical/Secretarial] | 960,000 | 8 | 115,000 | 10 | **125** | 125,000 | 7 | 85 | 181,000 | 8 | 94 |
| Occupation: Blue Collar [Skilled or Unskilled/Primary] | 1,228,000 | 11 | 139,000 | 13 | **118** | 169,000 | 10 | 90 | 244,000 | 11 | 99 |
| Presence Of Children [Under 18] | 3,215,000 | 28 | 485,000 | 44 | **157** | 611,000 | 35 | **124** | 836,000 | 37 | **130** |

Index: 100 = average
eg. Men are 33% more likely (than the general population) to read the weekly 'print' edition of National Post - index = 133

POSTMEDIA

# Audience insights (National Edition)

Canada Adults 18+

| National Post (National Edition) | Canada Age 18+ | | Weekly Print Readers | | | Weekly Digital Readers | | | Weekly Print/Digital Readers | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totals | Profile % | Audience | Profile % | Index | Audience | Profile % | Index | Audience | Profile % | Index |
| Totals | 32,168,000 | 100 | 1,761,000 | 100 | 100 | 3,928,000 | 100 | 100 | 4,836,000 | 100 | 100 |
| Intend to Purchase New Vehicle in next 12 mos | 3,220,000 | 10 | 215,000 | 12 | **122** | 509,000 | 13 | **129** | 603,000 | 12 | **125** |
| Intend to Purchase 'Green' Vehicle in next 12 mos | 2,813,000 | 9 | 172,000 | 10 | **112** | 461,000 | 12 | **134** | 533,000 | 11 | **126** |
| Intend to purchase Real Estate in next 12 mos | 5,558,000 | 17 | 439,000 | 25 | **144** | 817,000 | 21 | **120** | 1,054,000 | 22 | **126** |
| Intend to Travel Outside Canada in next 12 mos | 12,588,000 | 39 | 763,000 | 43 | **111** | 1,638,000 | 42 | **107** | 2,012,000 | 42 | **106** |
| Intend to travel Within Canada in next 12 mos | 10,377,000 | 32 | 549,000 | 31 | 97 | 1,335,000 | 34 | **105** | 1,645,000 | 34 | **105** |
| Intend to do any Home Improvements in next 12 mos | 14,337,000 | 45 | 926,000 | 53 | **118** | 1,962,000 | 50 | **112** | 2,423,000 | 50 | **112** |
| Investment Portfolio $500,000+ | 2,518,000 | 8 | 175,000 | 10 | **127** | 376,000 | 10 | **122** | 491,000 | 10 | **130** |
| Managers Owners Professionals Executives [MOPEs] | 8,484,000 | 26 | 697,000 | 40 | **150** | 1,668,000 | 42 | **161** | 1,943,000 | 40 | **152** |
| Business Decision Maker (Authorize/Approve) | 5,451,000 | 17 | 692,000 | 39 | **232** | 1,282,000 | 33 | **193** | 1,590,000 | 33 | **194** |
| Business Owner/Entrepreneur | 2,005,000 | 6 | 103,000 | 6 | 94 | 305,000 | 8 | **125** | 353,000 | 7 | **117** |
| Intend to Travel for Business in next 12 mos | 3,002,000 | 9 | 269,000 | 15 | **164** | 565,000 | 14 | **154** | 659,000 | 14 | **146** |
| Principal Grocery Shopper [Yourself] | 22,798,000 | 71 | 1,469,000 | 83 | **118** | 3,014,000 | 77 | **108** | 3,751,000 | 78 | **109** |
| Advertising influences my purchase decisions - Agree | 10,215,000 | 32 | 651,000 | 37 | **116** | 1,477,000 | 38 | **118** | 1,827,000 | 38 | **119** |
| Overall, I consider advertising a good thing - Agree | 13,489,000 | 42 | 739,000 | 42 | 100 | 1,668,000 | 42 | **101** | 2,079,000 | 43 | **103** |
| It is worth paying extra for quality goods - Agree | 19,538,000 | 61 | 1,017,000 | 58 | 95 | 2,464,000 | 63 | **103** | 2,980,000 | 62 | **101** |
| Tech Savvy Streamers | 2,771,000 | 9 | 123,000 | 7 | 81 | 337,000 | 9 | 100 | 395,000 | 8 | 95 |
| Early Adopters | 9,223,000 | 29 | 631,000 | 36 | **125** | 1,413,000 | 36 | **125** | 1,718,000 | 36 | **124** |
| Drank Beer Wine Spirits past 7 days | 20,787,000 | 65 | 1,114,000 | 63 | 98 | 2,645,000 | 67 | **104** | 3,171,000 | 66 | **101** |
| Personally Shop Black Friday or Cyber Monday | 14,032,000 | 44 | 910,000 | 52 | **118** | 1,852,000 | 47 | **108** | 2,344,000 | 48 | **111** |
| Personally Shop Boxing Week or Christmas | 19,156,000 | 60 | 1,047,000 | 59 | 100 | 2,286,000 | 58 | 98 | 2,837,000 | 59 | 99 |

POSTMEDIA

# Audience insights
Toronto CMA Adults 18+

NATIONAL POST

| National Post (Toronto CMA) | Toronto CMA A18+ | | Weekly Print Readers | | | Weekly Digital Readers | | | Weekly Print/Digital Readers | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totals | Profile % | Audience | Profile % | Index | Audience | Profile % | Index | Audience | Profile % | Index |
| Totals | 5,626,000 | 100 | 661,000 | 100 | 100 | 970,000 | 100 | 100 | 1,282,000 | 100 | 100 |
| Intend to Purchase New Vehicle in next 12 mos | 645,000 | 11 | 72,000 | 11 | 95 | 127,000 | 13 | **114** | 163,000 | 13 | **111** |
| Intend to Purchase 'Green' Vehicle in next 12 mos | 621,000 | 11 | 79,000 | 12 | **108** | 105,000 | 11 | 98 | 148,000 | 12 | **105** |
| Intend to purchase Real Estate in next 12 mos | 987,000 | 18 | 168,000 | 25 | **145** | 206,000 | 21 | **121** | 304,000 | 24 | **135** |
| Intend to Travel Outside Canada in next 12 mos | 2,524,000 | 45 | 287,000 | 43 | 97 | 391,000 | 40 | 90 | 522,000 | 41 | 91 |
| Intend to travel Within Canada in next 12 mos | 1,875,000 | 33 | 209,000 | 32 | 95 | 268,000 | 28 | 83 | 389,000 | 30 | 91 |
| Intend to do any Home Improvements in next 12 mos | 2,569,000 | 46 | 357,000 | 54 | **118** | 444,000 | 46 | 100 | 636,000 | 50 | **109** |
| Investment Portfolio $500,000+ | 545,000 | 10 | 71,000 | 11 | **111** | 110,000 | 11 | **117** | 144,000 | 11 | **116** |
| Managers Owners Professionals Executives [MOPEs] | 1,926,000 | 34 | 274,000 | 41 | **121** | 476,000 | 49 | **143** | 582,000 | 45 | **133** |
| Business Decision Maker (Authorize/Approve) | 1,112,000 | 20 | 265,000 | 40 | **203** | 330,000 | 34 | **172** | 434,000 | 34 | **171** |
| Business Owner/Entrepreneur | 408,000 | 7 | 45,000 | 7 | 94 | 44,000 | 5 | 63 | 74,000 | 6 | 80 |
| Intend to Travel for Business in next 12 mos | 585,000 | 10 | 93,000 | 14 | **135** | 139,000 | 14 | **138** | 176,000 | 14 | **132** |
| Principal Grocery Shopper [Yourself] | 3,907,000 | 69 | 523,000 | 79 | **114** | 715,000 | 74 | **106** | 963,000 | 75 | **108** |
| Advertising influences my purchase decisions - Agree | 1,883,000 | 33 | 265,000 | 40 | **120** | 352,000 | 36 | **108** | 477,000 | 37 | **111** |
| Overall, I consider advertising a good thing - Agree | 2,485,000 | 44 | 245,000 | 37 | 84 | 398,000 | 41 | 93 | 522,000 | 41 | 92 |
| It is worth paying extra for quality goods - Agree | 3,460,000 | 62 | 364,000 | 55 | 90 | 618,000 | 64 | **104** | 773,000 | 60 | 98 |
| Tech Savvy Streamers | 420,000 | 7 | 42,000 | 6 | 85 | 69,000 | 7 | 95 | 83,000 | 6 | 87 |
| Early Adopters | 1,974,000 | 35 | 240,000 | 36 | **103** | 393,000 | 41 | **115** | 510,000 | 40 | **113** |
| Drank Beer Wine Spirits past 7 days | 3,578,000 | 64 | 424,000 | 64 | **101** | 612,000 | 63 | 99 | 785,000 | 61 | 96 |
| Personally Shop Black Friday or Cyber Monday | 2,691,000 | 48 | 355,000 | 54 | **112** | 480,000 | 49 | **103** | 641,000 | 50 | **105** |
| Personally Shop Boxing Week or Christmas | 3,445,000 | 61 | 395,000 | 60 | 98 | 554,000 | 57 | 93 | 753,000 | 59 | 96 |

Index: 100 = average
Eg New Vehicle Intenders are 14% more likely (than the general population) to read weekly 'digital' edition of National Post: index = 114

POSTMEDIA

# Audience insights (Toronto Edition)

NATIONAL POST

| NATIONAL POST (Toronto Edition) | Ontario A18+ excluding (Ottawa & Kingston) | | Weekly Print Readers | | | Weekly Digital Readers | | | Weekly Print/Digital Readers | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Totals | Profile % | Audience | Profile % | Index | Audience | Profile % | Index | Audience | Profile % | Index |
| Totals | 11,404,000 | 100 | 1,096,000 | 100 | 100 | 1,748,000 | 100 | 100 | 2,289,000 | 100 | 100 |
| Intend to Purchase New Vehicle in next 12 mos | 1,214,000 | 11 | 137,000 | 13 | 117 | 222,000 | 13 | 119 | 278,000 | 12 | 114 |
| Intend to Purchase 'Green' Vehicle in next 12 mos | 1,079,000 | 9 | 121,000 | 11 | 117 | 188,000 | 11 | 114 | 241,000 | 11 | 111 |
| Intend to purchase Real Estate in next 12 mos | 1,995,000 | 17 | 271,000 | 25 | 141 | 400,000 | 23 | 131 | 540,000 | 24 | 135 |
| Intend to Travel Outside Canada in next 12 mos | 4,626,000 | 41 | 465,000 | 42 | 105 | 713,000 | 41 | 101 | 928,000 | 41 | 100 |
| Intend to travel Within Canada in next 12 mos | 3,580,000 | 31 | 330,000 | 30 | 96 | 516,000 | 30 | 94 | 694,000 | 30 | 97 |
| Intend to do any Home Improvements in next 12 mos | 5,342,000 | 47 | 600,000 | 55 | 117 | 860,000 | 49 | 105 | 1,160,000 | 51 | 108 |
| Investment Portfolio $500,000+ | 1,078,000 | 9 | 107,000 | 10 | 103 | 187,000 | 11 | 113 | 247,000 | 11 | 114 |
| Managers Owners Professionals Executives [MOPEs] | 3,374,000 | 30 | 458,000 | 42 | 141 | 749,000 | 43 | 145 | 931,000 | 41 | 137 |
| Business Decision Maker (Authorize/Approve) | 2,069,000 | 18 | 430,000 | 39 | 216 | 531,000 | 30 | 167 | 712,000 | 31 | 171 |
| Business Owner/Entrepreneur | 854,000 | 7 | 66,000 | 6 | 80 | 115,000 | 7 | 88 | 151,000 | 7 | 88 |
| Intend to Travel for Business in next 12 mos | 1,118,000 | 10 | 177,000 | 16 | 165 | 255,000 | 15 | 149 | 323,000 | 14 | 144 |
| Principal Grocery Shopper [Yourself] | 8,039,000 | 70 | 904,000 | 82 | 117 | 1,315,000 | 75 | 107 | 1,754,000 | 77 | 109 |
| Advertising influences my purchase decisions - Agree | 3,929,000 | 34 | 444,000 | 41 | 118 | 659,000 | 38 | 109 | 891,000 | 39 | 113 |
| Overall, I consider advertising a good thing - Agree | 5,153,000 | 45 | 467,000 | 43 | 94 | 760,000 | 43 | 96 | 1,004,000 | 44 | 97 |
| It is worth paying extra for quality goods - Agree | 7,087,000 | 62 | 646,000 | 59 | 95 | 1,134,000 | 65 | 104 | 1,442,000 | 63 | 101 |
| Tech Savvy Streamers | 926,000 | 8 | 84,000 | 8 | 94 | 119,000 | 7 | 84 | 155,000 | 7 | 83 |
| Early Adopters | 3,657,000 | 32 | 379,000 | 35 | 108 | 652,000 | 37 | 116 | 825,000 | 36 | 112 |
| Drank Beer Wine Spirits past 7 days | 7,199,000 | 63 | 658,000 | 60 | 95 | 1,130,000 | 65 | 102 | 1,417,000 | 62 | 98 |
| Personally Shop Black Friday or Cyber Monday | 5,215,000 | 46 | 575,000 | 52 | 115 | 870,000 | 50 | 109 | 1,156,000 | 51 | 110 |
| Personally Shop Boxing Week or Christmas | 6,974,000 | 61 | 646,000 | 59 | 96 | 1,036,000 | 59 | 97 | 1,363,000 | 60 | 97 |

POSTMEDIA

# Digital reader persona

**Demographics:**
Male 60% (121)
Female 40% (79)
Age 18-24 11% (102)
Age 25-34 23% (137)
Age 35-49 30% (129)
Age 50-64 21% (82)
Age 65+ 15% (64)

Children In HH < 18  43% (143)

Bachelor's Degree  27% (130)
Post Graduate+ Degree  29% (174)

**Occupation:**
Senior Managers/Owners (208)
Professionals (170)
Technical/Sales/Teaching/Other White Collar (131)
**Corporate Industry**
Engineering/Research/Development (192)
Communication/Information Systems/Technology (190)
Banking/Finance/Insurance (185)
Agriculture/Fishing (181)
Mining/Forestry/Oil/Gas (181)
Advertising/Media/Film (166)
Construction (138)
Wholesale Trade/Importing/Exporting (134)

**Leisure:**
Baseball (198)
Rowing (185)
Football (163)
Basketball (156)
Ballet (155)
Snowboarding (152)
Music Concerts-Classical (152)
Horse Racing (147)
Opera (146)
Music Concerts-Jazz (144)
Cross-Country Skiing (142)
Sailing (141)

**Internet Sites - Past Month**
Auction (134)
Business News (133)
Investments (130)
Sports (119)
Finance (119)
Real Estate (118)
Automotive (112)
Home Improvements/Décor (112)
Travel/Tourism (110)
Watched Videos (110)
Maps/Map Directions (108)
News (106)

**Environics PRIZM Segments**
Midtown Movers (174)
Eat, Play, Love (162)
Indieville (154)
South Asian Enterprise (152)
Friends & Roomies (148)
South Asian Society (146)
First-Class Families (144)
Turbo Burbs (139)
Kick-Back Country (139)
Metro Melting Pot (138)
Savvy Seniors (137)
Modern Suburbia (137)

**Shopping / Personality Statements (Any Agree):**
Celebrities influence my purchase decisions (137)
I have interacted with shoppable videos to make a purchase (136)
My video game characters/avatars are important to me (135)
I play video games to beat other players (133)
I turn to support groups for comfort in time of need (131)
My favourite pastime is playing video games (131)
I like to keep up with the latest news and developments in the video games (130)
I can't resist fancy packaging (130)
I can't resist expensive products (130)
I ask people for advice before buying new things (130)
Video games allow me to pretend I am someone/somewhere else (127)
I go to a longevity spa at least once a year to relax and rejuvenate (126)
I buy new products before most of my friends (125)
I play video games because they let me do things I can't do in real life (124)
Playing video games raises my level of adrenaline (122)
I always accept the opinion of an influencer's I follow online (121)
I feel safer with technology (120)
I want to try new things before anyone else (120)

**% of Men Readers**
**Digital Newspaper Content**
**Usually/Sometimes read**
World News  (75%)
Provincial or National News  (71%)
Local News  (63%)
Finance or Business  (60%)
Sports  (48%)
Editorials  (45%)
Health  (38%)
Travel  (34%)
Arts and Entertainment  (34%)
Food  (32%)
Home or Real Estate  (30%)
Automotive  (30%)
Comics/Comic Strips  (24%)
Puzzles and Games  (24%)
Fashion or Lifestyle  (21%)
Classifieds  (19%)

**% of Women Readers**
**Digital Newspaper Content**
**Usually/Sometimes read**
World News  (72%)
Local News  (70%)
Provincial or National News  (70%)
Health  (53%)
Food  (46%)
Arts and Entertainment  (45%)
Finance or Business  (45%)
Editorials  (42%)
Travel  (39%)
Fashion or Lifestyle  (38%)
Home or Real Estate  (35%)
Puzzles and Games  (29%)
Sports  (26%)
Classifieds  (23%)
Comics/Comic Strips  (21%)
Automotive  (16%)

All numbers refer to index (except content readership). An index of 100 means that National Post digital readers are just as likely as the general population. An index above 100 indicates that National Post digital readers are more likely.

E.g. National Post digital readers are 21% more likely to be Men compared to the general population (index 121)

P POSTMEDIA

# Print reader persona

**Demographics:**
Male 63% (127)
Female 37% (73)
Age 18-24 19% (187)
Age 25-34 27% (164)
Age 35-49 28% (116)
Age 50-64 15% (60)
Age 65+ 10% (43)

Children In HH < 18  49% (164)

Bachelor's Degree  27% (128)
Post Graduate+ Degree  29% (173)

**Occupation:**
Professionals (159)
Other Managers (159)
Technical/Sales/Teaching/Other White Collar (119)
**Corporate Industry**
Real Estate (246)
Engineering/Research/Development (229)
Accounting/Law/Management Consultants (216)
Banking/Finance/Insurance (204)
Food & Beverage Production (198)
Mining/Forestry/Oil/Gas (176)
Construction (164)
Travel/Tourism/Restaurants (152)

**Leisure:**
Wind Surfing (322)
Ballet (281)
Snowboarding (199)
Baseball (194)
Auto Racing (175)
Horse Racing (174)
Snowmobiling (168)
Basketball (165)
In-Line Skating (159)
Tennis (158)
Music Concerts-Country (149)
Amusement Parks (148)

**Internet Sites - Past Month**
Online Dating (171)
Business News (127)
Finance (111)
Beauty/Fashion (108)
Investments (107)
Sports (107)
Auction (103)
Real Estate (102)
Home Improvements/Décor (100)
Travel/Tourism (100)
Watched Videos (100)
Food/Recipes (97)

**Environics PRIZM Segments**
South Asian Society (308)
South Asian Enterprise (243)
New Asian Heights (213)
Metro Melting Pot (203)
The A-List (203)
Asian Avenues (200)
Asian Achievement (186)
Turbo Burbs (183)
Multicultural Corners (181)
Enclaves Multiethniques (177)
Indieville (165)
Mature & Secure (160)

**Shopping / Personality Statements (Any Agree):**
I always accept the opinion of an influencer's I follow online (206)
Celebrities influence my purchase decisions (200)
My video game characters/avatars are important to me (172)
I play video games to beat other players (172)
I can't resist expensive products (172)
My favourite pastime is playing video games (163)
I like to keep up with the latest news and developments in the video games (162)
I have interacted with shoppable videos to make a purchase (156)
I can't resist expensive products (150)
Video games allow me to pretend I am someone/somewhere else (146)
I go to a longevity spa at least once a year to relax and rejuvenate (146)
Playing video games raises my level of adrenaline (143)
I ask people for advice before buying new things (142)
I am the first to know what's happening on social media (138)
Computers confuse me, I'll never get used to them (136)
I carefully consider product recommendations made by influencers I follow online (136)
I participate in sports on a regular basis (136)
I would buy from any website as long as it is the cheapest (135)

**% of Men Readers**
**Print Newspaper Content**
**Usually/Sometimes read**
World News  (50%)
Provincial or National News  (44%)
Finance or Business  (44%)
Local News  (40%)
Sports  (39%)
Health  (34%)
Travel  (34%)
Editorials  (31%)
Food  (30%)
Arts and Entertainment  (29%)
Automotive  (29%)
Home or Real Estate  (28%)
Puzzles and Games  (28%)
Fashion or Lifestyle  (27%)
Comics/Comic Strips  (24%)
Classifieds  (24%)

**% of Women Readers**
**Print Newspaper Content**
**Usually/Sometimes read**
Health  (45%)
World News  (42%)
Local News  (42%)
Provincial or National News  (42%)
Travel  (41%)
Food  (40%)
Arts and Entertainment  (35%)
Fashion or Lifestyle  (35%)
Editorials  (33%)
Finance or Business  (32%)
Home or Real Estate  (29%)
Puzzles and Games  (29%)
Classifieds  (27%)
Sports  (25%)
Comics/Comic Strips  (24%)
Automotive  (19%)

All numbers refer to index (except content readership). An index of 100 means that National Post print readers are just as likely as the general population. An index above 100 indicates that National Post print readers are more likely.

E.g. National Post print readers are 27% more likely to be Men compared to the general population (index 127)

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# Readership by Region/Market

| National Post Audience | | | | | | | |
|---|---|---|---|---|---|---|---|
| | **Print** | | | **Digital** | **Total (Print/Digital)** | | |
| | Weekday | Saturday | Weekly | Weekly | Weekday | Saturday | Weekly |
| **Total (A18+)** | **436,000** | **1,098,000** | **1,761,000** | **3,928,000** | **1,492,000** | **2,515,000** | **4,836,000** |
| British Columbia | 66,000 | 159,000 | 249,000 | 628,000 | 267,000 | 402,000 | 749,000 |
| Alberta | 37,000 | 102,000 | 222,000 | 541,000 | 185,000 | 296,000 | 667,000 |
| Man / Sask | - | - | - | 262,000 | 68,000 | 109,000 | 262,000 |
| Ontario | 308,000 | 735,000 | 1,144,000 | 1,939,000 | 765,000 | 1,395,000 | 2,519,000 |
| Quebec | 24,000 | 102,000 | 146,000 | 310,000 | 92,000 | 208,000 | 390,000 |
| Atlantic | - | - | - | 249,000 | 115,000 | 105,000 | 249,000 |
| Territories / Int. | n/a | n/a | n/a | n/a | n/a | n/a | n/a |
| | | | | | | | |
| **Toronto Edition** | 302,000 | 723,000 | 1,107,000 | 1,775,000 | 702,000 | 1,319,000 | 2,323,000 |
| | | | | | | | |
| Vancouver | 53,000 | 142,000 | 223,000 | 396,000 | 171,000 | 267,000 | 510,000 |
| Edmonton | 10,000 | 24,000 | 65,000 | 170,000 | 42,000 | 87,000 | 186,000 |
| Calgary | 16,000 | 46,000 | 97,000 | 200,000 | 79,000 | 127,000 | 265,000 |
| Toronto CMA | 183,000 | 454,000 | 661,000 | 970,000 | 375,000 | 797,000 | 1,282,000 |
| Kitchener | 6,000 | 20,000 | 28,000 | 77,000 | 22,000 | 48,000 | 82,000 |
| Hamilton | 17,000 | 42,000 | 71,000 | 100,000 | 34,000 | 66,000 | 139,000 |
| London | 7,000 | 14,000 | 24,000 | 65,000 | 29,000 | 38,000 | 82,000 |
| Ottawa-Gatineau | 7,000 | 19,000 | 45,000 | 194,000 | 76,000 | 91,000 | 227,000 |
| Quebec City | - | - | - | 12,000 | 2,000 | 3,000 | 12,000 |
| Montreal | 24,000 | 96,000 | 139,000 | 227,000 | 76,000 | 181,000 | 306,000 |

Source: Vividata Fall 2023
Digital = web desktop / mobile / pdf editions.
* Toronto Edition = Ontario excluding Ottawa
July 2017: National Post Print edition: Tuesday-Saturday

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# Topline Digital Audience Summary

## Comscore Audience Measurement

NATIONAL POST

| | Unique Visitors | Page Views |
|---|---|---|
| **Total Digital - Monthly** | | |
| Total Canada | 4,293,573 | 14,243,000 |
| Atlantic | 252,764 | 569,000 |
| Quebec | 259,071 | 1,188,000 |
| Ontario | 1,833,934 | 6,302,000 |
| Prairies | 1,023,530 | 3,015,000 |
| British Columbia | 924,275 | 3,168,000 |
| **Desktop – Monthly** | | |
| Total Canada | 765,017 | 6,283,000 |
| Atlantic | 16,099 | 36,000 |
| Quebec | 130,868 | 470,000 |
| Ontario | 283,976 | 2,848,000 |
| Prairies | 133,916 | 1,456,000 |
| British Columbia | 200,159 | 1,473,000 |
| **Mobile – Monthly** | | |
| Total Canada | 3,576,051 | 7,960,000 |
| Atlantic | 237,005 | 533,000 |
| Quebec | 138,628 | 718,000 |
| Ontario | 1,564,120 | 3,455,000 |
| Prairies | 898,767 | 1,559,000 |
| British Columbia | 737,531 | 1,695,000 |

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