

So far in this analysis, we've been counting noses — the number of media outlets controlled by groups and independents. A more meaningful way of looking at the newspaper question, however, is in terms of circulation. Using this approach, we find that the 14 newspaper groups in Canada between them own or hold substantial interests in 77 dailies with a combined circulation of 3,614,354 — about 77 per cent of total Canadian daily circulation.

Newspaper groups control about 95 per cent of the daily circulation in British Columbia and Alberta, 100 per cent in Saskatchewan, 88.3 per cent in Manitoba, 75.9 per cent in Ontario, 92.7 per cent in New Brunswick, 72.6 per cent in Prince Edward Island, 81.1 per cent in Newfoundland, and 97.5 per cent (English) and 50.6 per cent (French) in Quebec, and 9 per cent in Nova Scotia.

The starker finding, however, is that three of these groups — Southam, Thomson, and F.P. — control about 45 per cent of total Canadian daily newspaper circulation. A dozen years ago, the big three controlled only about 25 per cent.

If you're fond of tables and graphs, Table 3 and Chart 1 summarize the situation.

TABLE 3. PROPORTION OF DAILY NEWSPAPER CIRCULATION

Group	Circulation	Per Cent of Canadian Total
Desmarais-Parisien-Francoeur	319,770	6.8
Thomson.....	400,615	8.5
Southam.....	849,364	18.0
F. P.....	855,170	18.2
Sifton.....	115,785	2.5
Toronto <i>Star</i>	395,210	8.4
Irving.....	104,442	2.2
Columbian.....	26,525	.6
Peladeau.....	60,045	1.3
<i>Telegram</i>	242,805	5.2
Green.....	15,142	.3
Montreal <i>Star</i>	195,696	4.2
Bowes.....	12,487	.3
Dingman Estate.....	21,298	.5
TOTAL GROUP CIRCULATION.....	3,614,354	77.0
TOTAL CANADIAN CIRCULATION.....	4,710,865	

On the nose-count basis, once again, the Thomson group, with 30 newspapers, is the largest. But Thomson is a small-town chain, while F.P. and Southam operate mainly in larger cities. The combined circulation of each of these two groups is more than double Thomson's.