

14.8 Daily newspapers, number and circulation, 1978-86

Year	English		French		Other		Total	
	Number	Average daily circulation '000	Number	Average daily circulation '000	Number	Average daily circulation '000	Number	Average daily circulation '000
1978	108	4,351	12	1,092	7	91	127	5,534
1979	109	4,367	11	940	6	46	126	5,354
1980	107	4,403	11	979	5	42	123	5,425
1981	106	4,608	11	980	3	38	120	5,624
1982	108	4,577	10	985	2	7	120	5,570
1983	106	4,580	10	964	2	15	118	5,559
1984	101	4,551	11	987	5	28	117	5,566
1985	99	4,653	11	987	5	28	115	5,667
1986	100	4,719	11	1,001	5	28	116	5,747

14.9 Number and circulation of non-daily newspapers, 1984-86

Type	Number			Total circulation ('000)			Average circulation per issue		
	1984	1985	1986	1984	1985	1986	1984	1985	1986
Community newspapers	894	929	942	9,010	9,468	9,749	10,078	10,192	10,349
University and school papers	175	169	169	1,882	2,062	2,079	10,754	12,201	12,302
Ethnic non-dailies	76	75	81	856	846	1,082	11,263	11,280	13,358
Shoppers	69	57	57	1,908	1,672	1,686	27,652	29,333	29,579
Weekend tabloids	11	10	10	724	617	620	65,818	61,700	62,000
Armed Forces newspapers	12	13	13	48	49	50	4,000	3,769	3,846
Specialized newspapers	10	9	8	447	370	367	44,700	41,111	45,875
Supplements	18	15	15	690	588	621	38,333	39,200	41,400
Total	1,265	1,277	1,295	15,567	15,672	16,255	12,306	12,273	12,552

14.10 Periodical circulation trends, 1984-86

Type	Number			Total circulation ('000)			Average circulation per issue		
	1984	1985	1986	1984	1985	1986	1984	1985	1986
General interest	481	486	397	24,601	26,503	22,261	51,146	54,533	56,073
Special interest	537	686	794	8,718	10,814	12,647	16,235	15,764	15,928
Scholarly	133	141	134	181	177	239	1,361	1,255	9,866
Total	1,151	1,313	1,325	33,500	37,494	35,147	29,105	28,556	26,526

Sources

14.1 - 14.7 Services Division, Statistics Canada.

14.8 - 14.10 Education, Culture and Tourism Division, Statistics Canada.