

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|--------------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Sample Size | 1522 | 203 | 152 | 102 | 103 | 505 | 355 | 102 | 744 | 778 | 441 | 531 | 550 | 217 | 259 | 267 | 224 | 272 | 283 | 640 | 481 | 400 | 509 | 508 | 248 | 258 |

"Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1.How closely would you say you've been following this issue of business challenges facing newspapers in Canada?

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|---|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Following it in the news and discussing it with friends and family | 10% | 12% | 11% | 8% | 6% | 9% | 9% | 15% | 14% | 6% | 9% | 9% | 11% | 14% | 13% | 16% | 5% | 6% | 7% | 6% | 8% | 18% | 7% | 12% | 16% | 5% |
| Seeing some media coverage and having the odd conversation about it | 28% | 34% | 24% | 21% | 20% | 30% | 26% | 28% | 31% | 25% | 22% | 27% | 34% | 23% | 32% | 37% | 21% | 23% | 30% | 26% | 26% | 34% | 26% | 30% | 37% | 21% |
| Just scanning the headlines | 31% | 28% | 27% | 32% | 31% | 31% | 36% | 28% | 30% | 33% | 28% | 31% | 35% | 29% | 30% | 30% | 26% | 32% | 39% | 29% | 36% | 29% | 33% | 29% | 29% | 36% |
| Haven't heard anything about it | 31% | 26% | 38% | 39% | 43% | 30% | 29% | 29% | 25% | 36% | 41% | 33% | 20% | 35% | 25% | 17% | 47% | 39% | 24% | 39% | 29% | 19% | 35% | 28% | 19% | 38% |
| Top2Box | 38% | 45% | 35% | 29% | 26% | 39% | 35% | 43% | 45% | 31% | 31% | 37% | 45% | 36% | 44% | 53% | 26% | 29% | 37% | 32% | 35% | 52% | 32% | 43% | 53% | 26% |
| Bottom2Box | 62% | 55% | 65% | 71% | 74% | 61% | 65% | 57% | 55% | 69% | 69% | 63% | 55% | 64% | 56% | 47% | 74% | 71% | 63% | 68% | 65% | 48% | 68% | 57% | 47% | 74% |

Q2.Which of these perspectives is closer to your own? Would you say:

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|--|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| The decline of newspapers is a serious problem | 52% | 53% | 36% | 45% | 40% | 53% | 58% | 53% | 47% | 56% | 42% | 47% | 64% | 36% | 37% | 65% | 48% | 55% | 63% | 51% | 50% | 55% | 50% | 53% | 51% | 54% |
| The decline of newspapers is not a serious problem | 48% | 47% | 64% | 55% | 60% | 47% | 42% | 47% | 53% | 44% | 58% | 53% | 36% | 64% | 63% | 35% | 52% | 45% | 37% | 49% | 50% | 45% | 50% | 47% | 49% | 46% |

Q3.[Powerful interests will be less accountable]Some people say the following consequences will result from the decline of Canadian newspapers:

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|----------------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Very serious | 32% | 35% | 26% | 25% | 28% | 38% | 24% | 36% | 33% | 31% | 24% | 27% | 43% | 25% | 29% | 45% | 23% | 26% | 41% | 29% | 33% | 35% | 29% | 32% | 34% | 35% |
| Somewhat serious | 38% | 36% | 42% | 46% | 41% | 36% | 40% | 35% | 39% | 37% | 45% | 37% | 34% | 48% | 37% | 33% | 41% | 37% | 34% | 38% | 37% | 40% | 41% | 34% | 44% | 35% |
| Not very serious | 17% | 18% | 20% | 18% | 9% | 14% | 21% | 16% | 18% | 15% | 17% | 22% | 12% | 19% | 23% | 14% | 15% | 21% | 10% | 16% | 19% | 16% | 14% | 21% | 17% | 13% |
| Don't know/Can't say | 13% | 11% | 13% | 12% | 22% | 12% | 15% | 13% | 9% | 17% | 15% | 14% | 12% | 8% | 11% | 8% | 21% | 16% | 15% | 17% | 11% | 10% | 15% | 13% | 5% | 17% |

Q3.[There will be less investigative reporting]Some people say the following consequences will result from the decline of Canadian newspapers:

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|----------------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Very serious | 37% | 43% | 30% | 33% | 32% | 41% | 33% | 38% | 38% | 37% | 33% | 32% | 46% | 32% | 34% | 46% | 35% | 30% | 46% | 35% | 34% | 46% | 36% | 37% | 41% | 38% |
| Somewhat serious | 38% | 34% | 41% | 45% | 36% | 37% | 41% | 38% | 37% | 39% | 41% | 39% | 35% | 43% | 35% | 34% | 40% | 42% | 36% | 39% | 40% | 34% | 39% | 39% | 38% | 34% |
| Not very serious | 17% | 17% | 18% | 15% | 17% | 15% | 18% | 18% | 19% | 14% | 16% | 21% | 13% | 19% | 23% | 16% | 13% | 18% | 11% | 15% | 19% | 16% | 15% | 20% | 17% | 13% |
| Don't know/Can't say | 8% | 6% | 11% | 7% | 15% | 7% | 8% | 6% | 6% | 9% | 9% | 9% | 6% | 6% | 8% | 4% | 12% | 9% | 7% | 11% | 6% | 4% | 9% | 5% | 4% | 14% |

Q3.[There will be less coverage of small town news]Some people say the following consequences will result from the decline of Canadian newspapers:

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|----------------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Very serious | 37% | 37% | 34% | 26% | 26% | 40% | 36% | 43% | 37% | 38% | 30% | 33% | 47% | 30% | 34% | 45% | 30% | 33% | 48% | 37% | 37% | 38% | 36% | 40% | 35% | 38% |
| Somewhat serious | 41% | 41% | 35% | 48% | 47% | 42% | 40% | 39% | 41% | 41% | 44% | 42% | 37% | 44% | 39% | 40% | 44% | 45% | 35% | 40% | 44% | 39% | 44% | 39% | 39% | 40% |
| Not very serious | 16% | 20% | 21% | 21% | 13% | 12% | 17% | 14% | 18% | 14% | 18% | 12% | 20% | 22% | 12% | 16% | 14% | 11% | 14% | 15% | 20% | 12% | 18% | 23% | 12% | |
| Don't know/Can't say | 6% | 3% | 10% | 6% | 14% | 6% | 7% | 4% | 5% | 7% | 8% | 7% | 4% | 5% | 5% | 3% | 10% | 8% | 5% | 9% | 5% | 3% | 7% | 4% | 4% | 10% |

Q3.[U.S. news will dominate the Canadian media landscape]Some people say the following consequences will result from the decline of Canadian newspapers:

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|----------------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Very serious | 32% | 35% | 29% | 26% | 27% | 40% | 21% | 35% | 28% | 36% | 31% | 28% | 37% | 26% | 23% | 35% | 36% | 32% | 39% | 31% | 31% | 36% | 32% | 32% | 31% | 34% |
| Somewhat serious | 37% | 36% | 33% | 46% | 37% | 36% | 41% | 37% | 37% | 37% | 39% | 38% | 35% | 40% | 39% | 33% | 38% | 37% | 37% | 36% | 38% | 37% | 39% | 36% | 38% | 36% |
| Not very serious | 22% | 24% | 24% | 17% | 19% | 18% | 28% | 22% | 27% | 17% | 21% | 25% | 20% | 28% | 29% | 25% | 14% | 22% | 15% | 21% | 24% | 21% | 19% | 26% | 26% | 16% |
| Don't know/Can't say | 9% | 6% | 14% | 11% | 17% | 7% | 9% | 7% | 7% | 10% | 9% | 9% | 8% | 6% | 9% | 6% | 12% | 9% | 9% | 12% | 7% | 6% | 10% | 7% | 5% | 13% |

Q4.Thinking about a typical weekday, do you get any news from any of the following

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|---|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|-------------|-------------|----------|---------------|---------------|------------|------------|----------------------|-------|------------------|-----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18- 34 | Male 35- 54 | Male 55+ | Female 18- 34 | Female 35- 54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50- 99K | \$100K+ | No Answer |
| Television news | 71% | 68% | 67% | 60% | 75% | 71% | 76% | 74% | 70% | 73% | 51% | 69% | 89% | 52% | 66% | 89% | 51% | 73% | 89% | 72% | 75% | 66% | 71% | 74% | 70% | 69% |
| Print publications (newspapers/magazines, etc.) | 42% | 53% | 32% | 33% | 38% | 43% | 40% | 45% | 45% | 39% | 30% | 37% | 56% | 33% | 39% | 62% | 27% | 36% | 50% | 41% | 41% | 45% | 36% | 44% | 49% | 43% |
| Radio | 57% | 57% | 50% | 56% | 56% | 62% | 53% | 65% | 58% | 57% | 46% | 64% | 60% | 44% | 65% | 63% | 47% | 63% | 58% | 52% | 62% | 61% | 48% | 64% | 67% | 53% |
| The Internet (including online editions of the above) | 77% | 83% | 78% | 76% | 73% | 79% | 73% | 66% | 78% | 76% | 84% | 78% | 70% | 83% | 80% | 72% | 84% | 76% | 68% | 70% | 78% | 87% | 72% | 77% | 86% | 77% |
| None of these | 3% | 2% | 5% | 5% | 4% | 2% | 3% | 4% | 3% | 3% | 5% | 4% | 0% | 5% | 4% | 0% | 6% | 3% | 0% | 4% | 3% | 1% | 5% | 3% | 1% | 2% |

Q5.[In print]And, specifically, how often do you read a daily newspaper?

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|-------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|-------------|-------------|----------|---------------|---------------|------------|------------|----------------------|-------|------------------|-----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18- 34 | Male 35- 54 | Male 55+ | Female 18- 34 | Female 35- 54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50- 99K | \$100K+ | No Answer |
| Never | 18% | 15% | 20% | 34% | 22% | 15% | 21% | 17% | 16% | 19% | 25% | 19% | 11% | 26% | 19% | 7% | 25% | 19% | 15% | 20% | 16% | 16% | 20% | 18% | 15% | 17% |
| Hardly ever | 26% | 20% | 28% | 29% | 31% | 30% | 23% | 20% | 23% | 30% | 33% | 29% | 18% | 26% | 26% | 17% | 39% | 32% | 20% | 26% | 26% | 28% | 27% | 25% | 25% | 28% |
| Sometimes | 27% | 27% | 30% | 20% | 18% | 24% | 30% | 32% | 29% | 25% | 27% | 30% | 24% | 31% | 32% | 24% | 22% | 28% | 24% | 25% | 30% | 26% | 27% | 26% | 27% | 29% |
| Often | 14% | 22% | 11% | 8% | 9% | 14% | 14% | 8% | 14% | 14% | 12% | 10% | 19% | 13% | 10% | 19% | 11% | 11% | 19% | 14% | 13% | 14% | 14% | 14% | 15% | 12% |
| Every day | 15% | 15% | 11% | 9% | 19% | 17% | 12% | 23% | 18% | 12% | 4% | 12% | 27% | 5% | 14% | 33% | 3% | 10% | 22% | 15% | 14% | 17% | 11% | 18% | 18% | 14% |

Q5.[Online]And, specifically, how often do you read a daily newspaper?

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|-------------|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|-------------|-------------|----------|---------------|---------------|------------|------------|----------------------|-------|------------------|-----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18- 34 | Male 35- 54 | Male 55+ | Female 18- 34 | Female 35- 54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50- 99K | \$100K+ | No Answer |
| Never | 15% | 17% | 15% | 19% | 22% | 13% | 12% | 18% | 12% | 17% | 11% | 14% | 17% | 11% | 12% | 14% | 12% | 17% | 21% | 18% | 16% | 7% | 16% | 14% | 8% | 19% |
| Hardly ever | 15% | 12% | 17% | 21% | 15% | 17% | 13% | 18% | 14% | 17% | 16% | 14% | 14% | 14% | 13% | 14% | 18% | 19% | 15% | 15% | 18% | 13% | 13% | 17% | 16% | 16% |
| Sometimes | 25% | 27% | 22% | 27% | 25% | 26% | 23% | 24% | 23% | 27% | 25% | 26% | 23% | 24% | 25% | 20% | 26% | 27% | 27% | 26% | 21% | 26% | 27% | 25% | 20% | 25% |
| Often | 20% | 19% | 19% | 12% | 15% | 19% | 22% | 23% | 20% | 19% | 26% | 18% | 16% | 28% | 21% | 14% | 24% | 16% | 18% | 18% | 20% | 21% | 21% | 18% | 21% | 20% |
| Every day | 26% | 25% | 27% | 21% | 23% | 25% | 30% | 16% | 31% | 20% | 22% | 25% | 29% | 24% | 30% | 38% | 20% | 21% | 20% | 22% | 24% | 33% | 24% | 26% | 35% | 19% |

Q6. Have you ever subscribed to a newspaper?

| | Total | Region | | | | | | | Gender | | Age | | | Age/Gender | | | | | | Education | | | Household Income | | | |
|--|-------|--------|-----|-----|-----|-----|-----|-----|--------|--------|-------|-------|-----|------------|------------|----------|--------------|--------------|------------|------------|----------------------|-------|------------------|----------|---------|-----------|
| | | BC | AB | SK | MB | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | Male 18-34 | Male 35-54 | Male 55+ | Female 18-34 | Female 35-54 | Female 55+ | HS or less | College/ Tech school | Univ+ | <\$50K | \$50-99K | \$100K+ | No Answer |
| Yes, in print | 58% | 63% | 56% | 53% | 59% | 63% | 46% | 70% | 59% | 57% | 27% | 57% | 84% | 30% | 57% | 85% | 24% | 58% | 83% | 57% | 59% | 58% | 54% | 60% | 67% | 53% |
| Yes, online | 12% | 9% | 10% | 14% | 8% | 9% | 16% | 23% | 15% | 10% | 12% | 10% | 15% | 16% | 10% | 18% | 8% | 9% | 13% | 9% | 11% | 19% | 13% | 12% | 15% | 9% |
| No, have never subscribed to a newspaper | 38% | 35% | 43% | 45% | 40% | 35% | 46% | 25% | 37% | 39% | 66% | 41% | 14% | 60% | 41% | 13% | 71% | 40% | 14% | 39% | 38% | 36% | 40% | 37% | 31% | 43% |