

3/23/2016

Decline of Newspapers

Now, some questions about newspapers.

1. As you may be aware, 2016 has seen some major business challenges in the newspaper industry. Two daily newspapers – the Nanaimo Daily News and the Guelph Mercury – closed down entirely; the newspaper chain Postmedia announced layoffs of 90 newsroom staff and combined newsrooms in some cities; the Toronto Star announced that it had lost more than \$200 million in the fourth quarter of 2015; and La Presse has become an online publication, printing a physical copy only on Saturdays, and had to let go of some staff.

How closely would you say you've been following this issue of business challenges facing newspapers in Canada? Would you say you are:

Following it in the news and discussing it with friends and family
Seeing some media coverage and having the odd conversation about it
Just scanning the headlines
Haven't heard anything about it

2. Some say this issue of newspapers' declining revenues and shrinking newsrooms is a serious problem for Canadian journalism and therefore Canadian democracy. Others say it's not a serious problem, because other news media – including online-only publications – are growing and will fill in the gap left by newspapers.

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

[ROTATE]

The decline of newspapers is a serious problem
The decline of newspapers is not a serious problem

3. Some people say the following consequences will result from the decline of Canadian newspapers. For each one, would you say concerns about it are serious or not?

[ROWS – RANDOMIZE]

Powerful interests will be less accountable
There will be less investigative reporting
There will be less coverage of small town news
U.S. news will dominate the Canadian media landscape

[COLUMNS]

Don't know/Can't say
Not very serious
Somewhat serious
Very serious

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

Television news

Print publications (newspapers/magazines, etc.)

Radio

The Internet (including online editions of the above)

[EXCLUSIVE] None of these

5. And, specifically, how often do you read a daily newspaper?

[ROWS – ROTATE]

In print

Online

[COLUMNS]

Never

Hardly ever

Sometimes

Often

Everyday

6. Have you ever subscribed to a newspaper?

Yes, in print

Yes, online

[EXCLUSIVE] No, have never subscribed to a newspaper