

CANADIANS AND THE NEWS MEDIA

Final Report



Canadian
Corporate
News



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INTRODUCTION & METHODOLOGY

The Angus Reid Group was commissioned by Canadian Corporate News to conduct a study of Canadians' interest in the news, usage of various news media, desired amount of news coverage on various issues, and general attitudes toward news reporting.

The data were collected using the National Angus Reid Poll – a monthly telephone survey of 1,500 adult Canadians. The Canada-wide poll was conducted between January 21st and 27th, 1998 among a representative cross-section of Canadians aged 18 and older. The data were statistically weighted to ensure the sample's age composition reflects that of the actual Canadian population according to the 1996 Census data.

With a national sample of 1,500, one can say with 95 percent certainty that the results are within ± 2.5 percentage points of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within the various sub-groupings of the survey population.

Please note that for the purposes of this study, only respondents who indicated being 'extremely' or 'very' interested in the news (in response to the first question) completed the entire survey. Thus, the actual survey sample size is 1,176, with an associated margin of error of ± 2.9 percentage points. Throughout this document, respondents are referred to as "Canadians" for ease of understanding, though in reality, they are "Canadians who are extremely or very interested in following the news".

PERSPECTIVE

Plugged in. Wired. Nanosecond news. One hundred channel network. Do it yourself satellite dishes.

The face of information technology has been almost completely transformed since 1989. That's the year when the word Internet came into being. It was around the same time, following Brian Mulroney's back-to-back majority government campaign, that politicians and pundits realized for the first time in Canadian politics, that you couldn't tell one story to one side of the country and tell a different one to another part of the country.

The technological revolution made news coverage seamless. And then came the global village.

The outbreak of the 1991 Gulf War elevated CNN to the coveted international position of Voice of Record for the modern world. But it also made the whole technology and corresponding responsiveness supreme and made local stories global, global stories tangible.

Its legacy would touch billions of people as they watched the funerals of Princess Diana and Mother Theresa. It would destabilize the White House when an alleged sex scandal broke and turned the eyes and ears of the world towards the seamy side of the world's largest super power. And, it would unite the planet during the opening ceremonies of the Nagano Winter Olympics with an unprecedented and previously impossible feat – simultaneous broadcast of Beethoven's Ninth Symphony around the world with choirs in New York, South Africa, Australia, China, Germany and Japan.

The advances in technology and access to the news – any type of news – has been breathtaking.

It is in this setting that 1998's Canadian Corporate News annual study of Canadians' media habits and attitudes about the news media takes place. In a rapidly changing environment and within an apparent symbiotic relationship between the news reporters and news consumers, there are some important trends to be found this year's study.

Perhaps the first issue is about the future of the media, not its past.

In 1962, the Roper Organization in the United States indicated that Americans were relying on television for the very first time more than they were relying on newspapers as their primary source of information. At that time, pundits and trend watchers alike indicated that television was the future vehicle of information. However, they found it hard to predict its eventual scope and impact. To them, it was simply too big to categorize – it was going to be big, it was just a question of how big it would become.

In 1996, Canadians shipped more PC's than televisions.

In 1997, just over 50% of Canadians indicated that they had access to a computer.

And in 1998, 62% of Canadians indicate that they have access to a computer, and that 36% have tried the Internet. Today 9% – one in ten Canadians who are interested in the news – indicate that they use the Internet “a great deal” to obtain their news information. But, most importantly, 16% – one in six – younger Canadian adults (aged 18 to 34) say they use the Internet a great deal to obtain their news. This clearly points to an increasingly important news transmission role for the Internet in years to come.

What is interesting about this year's survey is the fact that Canadians, in using the “older” tools at the media's disposal (traditional print and broadcast) appear to do so with a greater emphasis on local stories, finding out what's going on in their own backyards, whereas the Internet news consumer is primarily interested in international media stories.

MacLuhan was right. The message is the medium.

And while the world network of information is expanding for information hungry appetites, the priority for the type and nature of news that Canadians want is shifting as well. When asked to name which areas of national coverage Canadians would like to see more of, the top three were health, the environment and technology. Politics, which tend to dominate the national psyche, is dead last on this list.

Of these three topics, health is the most universal. The issue is not only one of current events such as hospital emergency wards overflowing with long line ups for treatment, and a lack of

facilities and declining responsiveness due to cutbacks in funding from federal and provincial governments. The issue is gaining momentum because of the growing bulge in the demographics – the aging Baby Boomers are focused more on their own health and spirituality than any other group at any other time in our history. And it's not just about the here and now of medical attention, but also about wellness and adapting to change.

As for the media itself, it has been a tumultuous few years. In the post Watergate era, polling showed reporters to be at the vanguard of the public interest and comparably one of the most respected professions. Today, responsible journalism appears to be viewed as an oxymoron by the public. In particular, the rise in public awareness of the infamous paparazzi which culminated in the death of Princess Diana and the rush to coverage (and then to early judgement) on the likes of O.J. Simpson, Monica Lewinsky and others, have challenged the public's appetite and sensibilities for information about such issues.

What is interesting in this poll is the fact that it confirms the relationship that exists between the media and its consumers. When asked to give an opinion as to who was responsible for creating the sensation of the news feeding frenzy, 66% said that it is the media who are most responsible – but 55% were also quick to add that the public was equally responsible.

Indeed, the coverage over the last few years has given way to a context where 65% of the public believe that reporters today delve too deeply into the personal lives of individuals. Is there a consequence to the media? Well, 35% of the public indicate that, to some degree, they have boycotted certain media outlets because of the hype.

Overall, while half the public indicates that it is likely to tune in more when there is a sensationalized case, the other half (49%) would appear to turn away, not as a result of what the media is reporting, but rather from how the news is being reported.

The Canadian Corporate News *Canadians and the News Media* study provides an annual snapshot of where Canadians are finding the information they need to know and what they would like to see more of, not only in the headlines, but on the main street beat.

It's clear from this year's study that there are two apparent forces pulling at those who are interested in the news. The first is the reorienting of the media consumer to the new outlet of

the Internet and its ability to take its global network and transform it into exactly what many think it to be – a world probe that captures and categorizes global news as it happens. The second is a revitalization of the news issues – where Canadians are looking inwardly to their personal health and their communities for what they want to know. And, despite the hype and harangue about the media, fully three-quarters of Canadians say that they are interested in the news.

SUMMARY OF KEY FINDINGS

- ◆ More than three quarters of Canadians report being 'extremely' (18%) or 'very' (59%) interested in following the issues and events in the news. One in five (19%) say they are 'not very interested', and only three percent are 'not at all interested'.
- ◆ Canadians indicate the highest level of interest in following local news stories about what is happening in their community (90%). Also extremely popular are national news stories about various Canadian issues and events (88%), and international news stories about other countries (84%).
- ◆ Three in five (60%) use television to follow the news 'a great deal' – another three in ten (29%) use television 'a fair amount', bringing total usage to about nine in ten.
 - ◆ Just under half (46%) report reading a major daily newspaper 'a great deal'. Slightly less popular news sources are radio (37% use 'a great deal') and weekly community newspapers (29%). Magazines (15%) and the Internet (9%) are much less likely to be used 'a great deal' as news sources.
- ◆ Three in five (61%) respondents would like to see more news coverage on the issue of health. The environment and technology are similarly popular, with a majority wanting to see more (57% environment, 54% technology) news coverage than they are currently seeing.
- ◆ Opinions regarding news reporting in general:
 - ◆ 56% feel reporters delve too deeply into the personal lives of public figures
 - ◆ 45% believe business reporters rely too much on what companies tell them
 - ◆ 32% say Canada's news media present adequate amount of in-depth coverage
 - ◆ 22% feel reporters should have the right to say or write anything they wish
 - ◆ 18% say there are too many negative business stories reported
 - ◆ 16% say what they read about Canadian companies helps them make investment decisions

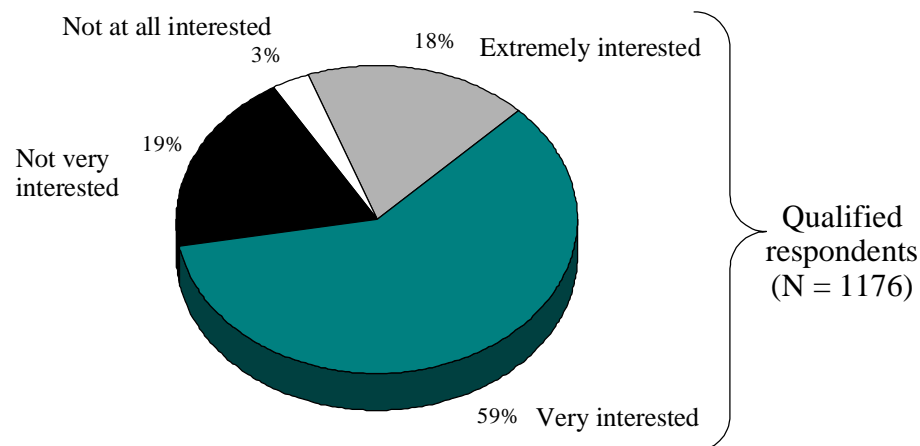
CANADIANS' LEVEL OF INTEREST IN THE NEWS

More than three quarters of Canadians report being 'extremely' (18%) or 'very' (59%) interested in following the issues and events in the news. One in five (19%) say they are 'not very interested', and only three percent are 'not at all interested'.

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Interest in the News

Some people are more interested in what's happening in the news than other people are. How would you describe your own interest in following the issues and events in the news? Would you say you are ... ?



The following variations in interest levels are noted:

- ◆ Residents of British Columbia (83%) and Alberta (85%) indicate a significantly higher level of interest in following the news than do residents of Quebec (72%) or Atlantic Canada (73%). Saskatchewan/Manitoba (76%) and Ontario (77%) are on par with the national level, but Ontarians are the most likely to report being *extremely* interested (21%) in following the news.
- ◆ Interest in the news increases with respondent age – ranging from 69 percent among 18 to 34 year olds, to 84 percent among those aged 55 and older. However, most likely to report being *extremely* interested in following the news are respondents between the ages of 35 and 54 (22%).
- ◆ Men (79%) report a higher level of interest than women (75%).

- ◆ Interest in the news increases with respondent education level and household income. Those with an incomplete high school education (63%) or an annual household income of less than \$30K (69%) are significantly less interested in following the news than university graduates (89%) or more affluent households (83% among those with a household income of at least \$60K). Likelihood of being *extremely* interested in the news is consistent with this pattern.
- ◆ Self-employed Canadians (84%) are more interested than average, whereas those who are employed on a part-time¹ basis are less interested than average (69%).

¹ For the purposes of this analysis, full-time employees refers to those who work more than 35 hours per week (part-time refers to fewer than 35 hours per week).

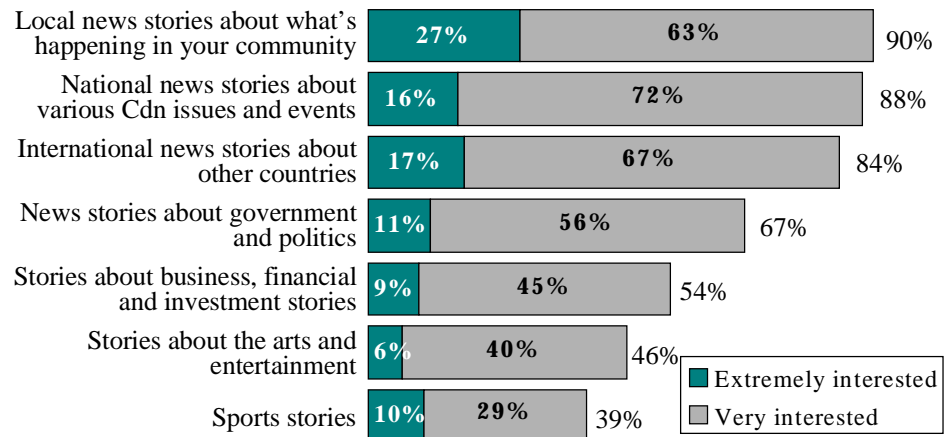
INTEREST IN SPECIFIC TYPES OF NEWS STORIES

Of the seven types of news stories tested, Canadians indicate the highest level of interest in following local news stories about what is happening in their community (90%). Also extremely popular are national news stories about various Canadian issues and events (88%), and international news stories about other countries (84%). Less popular, but still garnering majority interest are news stories about government and politics (67%), and business, financial and investment stories (54%). Respondents are significantly less interested in following news stories about the arts and entertainment (46%) and sports (39%).

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Interest in Specific Types of News Stories

How interested are you personally in the following types of news stories? Generally speaking, would you say you are extremely interested, very interested, not very interested, or not at all interested in that type of news?



The following sections highlight the results for each of the seven types of news stories tested.

Local News Stories About What's Happening in Your Community

More than one quarter (27%) of respondents are 'extremely' interested in following local news stories about what's happening in their community, and a further three in five (63%) are 'very' interested. About one in ten are 'not very interested' (10%) or 'not at all interested' (1%).

Interest in following local news stories is highest among residents of Saskatchewan/Manitoba (98%) or the Atlantic provinces (96%), part-time employees (97%), those with a partial high school education (94%), and women (92%). The lowest levels of interest in local news stories are noted among Quebecers (85%) and university graduates (83%).

National News Stories About Various Canadian Issues and Events

Seven in ten (72%) are 'very' interested in following national news stories about various Canadian issues and events, and a further 16 percent are 'extremely' interested. Eleven percent are 'not very interested', and only one percent are 'not at all interested' in national news stories.

Interest in following local news stories does not vary dramatically among the respondents sub-groups. Atlantic Canadians (95%) and those with some post secondary education (92%) are *slightly more* interested, while Quebecers (78%), those with a partial (83%) or complete high school education (84%), part-time workers (85%), and those with an annual household income of less than \$30K (84%) are *slightly less* interested.

International News Stories About Things Happening in Other Countries

Two thirds (67%) say they are 'very' interested in international news stories about things happening in other countries. Another one in six (17%) are 'extremely' interested. About one in seven (15%) are 'not very interested', and only one percent say they are 'not at all interested'.

Interest in following international news stories about things happening in other countries is slightly higher than the national average among residents of Ontario (88%), respondents aged 55 and older (88%), university graduates (91%), and those with an annual household income of more than \$60K (88%). Residents of Saskatchewan/Manitoba (78%) or Quebec (77%), and those with a partial (78%) or complete (77%) high school education report slightly lower levels of interest in following international news stories.

News Stories About Government and Politics

A majority of Canadians (56%) are ‘very’ interested in following news stories about government and politics, and a further 11 percent are ‘extremely’ interested in such stories. One third, on the other hand, are ‘not very interested’ (28%) or ‘not at all interested’ (5%).

Interest in news items about government and politics is highest among Ontarians (73%), respondents aged 55 and older (76%), men (73%), university graduates (75%), and those with an annual household income of more than \$60K (74%). The lowest levels of interest are found among part-time workers (51%), Quebecers (58%), respondents aged 18 to 34 (59%), and those with a high school diploma (61%).

News Stories About Business, Financial and Investment Issues

A majority report being either ‘very’ (45%) or ‘extremely’ (9%) interested in following news stories about business, financial and investment issues. However, a sizable portion of the population (45%) report that they are ‘not very interested’ (39%) or ‘not at all interested’ (6%).

Interest in following business, financial and investment news is highest among the self-employed (69%), more affluent respondents (65% of those with a household income of more than \$60K), men (64%), university graduates (61%), and respondents aged 35 to 54 (60%). Significantly lower levels of interest in business and financial news are found among Atlantic Canadians (45%), women (44%), those with a partial (47%) high school education, part-time workers (43%) and the least affluent respondent group (42%).

Stories About the Arts and Entertainment

Fewer than half express an interest in following stories about the arts and entertainment. Only six percent are ‘extremely’ interested in such articles, while two in five (40%) are ‘very’ interested. A plurality (45%) are ‘not very interested’ and almost one in ten (8%) are ‘not at all interested’.

Interest in the arts and entertainment is highest among university graduates (56%), women (55%), residents of Quebec (53%), the young (52% of those aged 18 to 34), part-time workers (52%), and the least affluent (52% of those with a household income of less than \$30K). Arts and entertainment articles are of significantly less interest to residents of the Prairies (38%), older Canadians (38%), men (38%) and those with an incomplete high school education (37%).

Sports Stories

Three in five (61%) are *not interested* in sports stories – two fifths (39%) are ‘not very interested’ and another one in five (21%) are ‘not at all interested’. Of those who are interested (39%), most (29%) are ‘very’ interested, while one in ten (10%) are ‘extremely’ interested. The level of ‘extreme’ interest in sports is slightly higher than that noted for stories about the arts and entertainment.

Most interested in sports stories are Atlantic Canadians (50%), those aged 18 to 34 (46%) and men (51%). Least interested are women (27%), residents of British Columbia (34%), and the self-employed (33%). Interest levels do not vary significantly along the lines of either education or income.

Regional and Demographic Variations



= HIGHEST LEVEL OF INTEREST



= LOWEST LEVEL OF INTEREST

	LOCAL	NATIONAL	INTER- NATIONAL	GOVT/ POLITICS	BUSINESS/ FINANCIAL	ARTS/ENTER- TAINMENT	SPORTS
(% EXTREMELY/VERY INTERESTED)							
REGION							
B.C.	89	92	86	64	57	43	34
Alberta	92	93	85	69	56	38	44
Sask/Man	98	93	78	69	55	38	41
Ontario	89	90	88	73	56	47	39
Quebec	85	78	77	58	52	53	37
Atlantic	96	95	84	65	45	48	50
AGE							
18-34	86	89	82	59	51	52	46
35-54	91	90	84	66	60	48	35
55+	91	87	88	76	51	38	40
GENDER							
Male	87	88	85	73	64	38	51
Female	92	89	83	61	44	55	27
EDUCATION							
<HS	94	83	78	62	47	37	43
HS	92	84	77	61	49	42	39
Some P Sec	92	92	84	67	55	44	40
Univ	83	91	91	75	61	56	37
HOUSEHOLD INCOME							
<\$30K	92	84	83	62	42	52	39
\$30-59K	91	89	81	66	54	48	40
\$60K+	86	92	88	74	65	39	40
EMPLOYMENT STATUS							
Full Time	87	90	84	67	58	47	42
Part Time	97	85	86	51	43	52	39
Self Employed	91	87	85	69	69	43	33

USAGE OF VARIOUS NEWS MEDIA

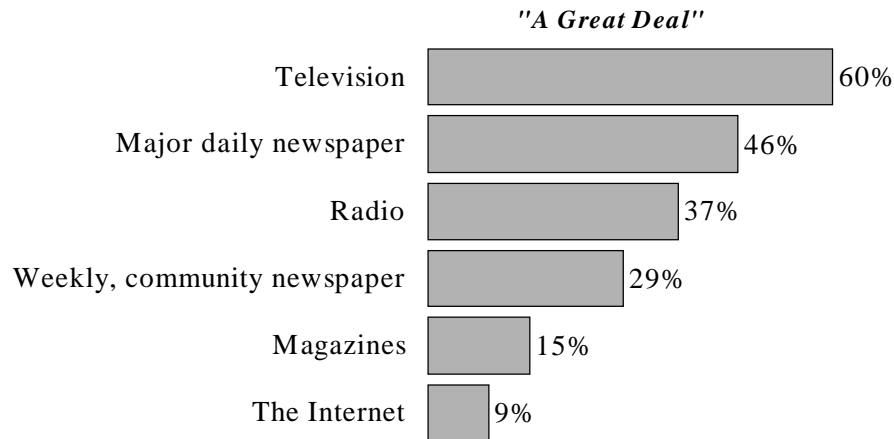
Of the six media tested, television clearly stands out as the media most often used to follow the news. Three in five (60%) use television 'a great deal' – another three in ten (29%) use television 'a fair amount', bringing total usage to about nine in ten.

Just under half (46%) report reading a major daily newspaper 'a great deal'. Slightly less popular news sources are radio (37% use 'a great deal') and weekly community newspapers (29%). Magazines (15%) and the Internet (9%) are much less likely to be used 'a great deal' as news sources.

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Usage of Various News Media

We'd also like to get an idea of the types of news media that people use to follow the news. For each of the following, please tell me whether you, yourself, use that particular news source a great deal, a fair amount, not too much, or not at all.



The following sections highlight the results for each of the six media tested.

Television

Of all media tested, television stands out as the most used news source. Nine in ten respondents report tuning in to television news either 'a great deal' (60%) or 'a fair amount' (29%). Only one in ten use television 'not too much' (9%) or 'not at all' (1%).

Across the board, total television usage hovers around ninety percent. The only significant variation is that residents of Quebec are significantly more likely than all other respondent groups to report using television 'a great deal' (71%).

A Major Daily Newspaper

Another very common news source is a major daily newspaper, with seven in ten reporting that they read a daily newspaper either 'a great deal' (46%) or 'a fair amount' (23%). The remainder turn to a daily newspaper either 'not too much' (16%) or 'not at all' (14%).

Most likely to read a major daily newspaper are university graduates (79%), those with a household income of more than \$60K (77% -- 57% say 'a great deal'), and residents of Alberta (76%) or Quebec (74%). Least likely to read a daily newspaper are those with a partial (60%) or complete high school (61%) education, and residents of British Columbia (60%) or Saskatchewan/Manitoba (60%).

Radio

Total usage of radio as a news source (71%) is on par with that reported for a major daily newspaper, however, (unlike the daily newspaper) fewer than two in five (37%) tune into radio news 'a great deal'. Another one third (34%) use radio as their news source 'a fair amount'. One in five (22%) follow the news on the radio 'not too much', and fewer than one in ten (7%) do so 'not at all'.

The biggest fans of radio news are Atlantic Canadians (78%), full-time workers (77%), those aged 18 to 34 (76%) and women (74%) -- all of whom are significantly more likely to tune in to radio news than they are to read a daily newspaper. Least likely to listen to the news on the radio are those aged 55 and older (66% -- they prefer the newspaper or television) and the least affluent respondent group (63% -- television fans).

Weekly Community Newspapers

A majority (54%) of respondents look to their weekly, community newspapers as a news source either 'a great deal' (29%) or 'a fair amount' (25%). However, an almost equal

proportion read their community newspapers either 'not too much' (22%) or 'not at all' (23%).

Most likely to read the news in a weekly, community newspaper are residents of British Columbia (66%), respondents aged 55 and older (60%), part-time workers (58%), the self-employed (58%), and women (59%). Least likely are men (49%), university graduates (45%), those aged 18 to 34 (44%), and residents of Alberta (46%) or the Atlantic provinces (48%).

Magazines

Magazines are a significantly less frequently used news source, with three in ten (29%) using them 'a fair amount', and only one in seven (15%) using them 'a great deal'. The majority use magazines as a news source either 'not too much' (37%), or 'not at all' (19%).

Most likely to use magazines as a news source are the self-employed (52%), Albertans (51%), university graduates (52%), and those with a household income of more than \$60K (49%). Least likely are part-time workers (36%), those with a partial (37%) or complete (38%) high school education, those with a household income of less than \$30K (38%), and Ontarians (40%).

The Internet

Only one in five report using the Internet as a news source, either 'a great deal' (9%) or 'a fair amount' (10%). One in six (17%) use the Internet 'not too much', but almost two thirds (64%) do not use it at all.

Most likely to follow news stories on the Internet are younger respondents (31% of those aged 18 to 34), those with a household income of more than \$60K (30%), university graduates (25%), full-time workers (24%), and men (25%). Regionally, residents of Ontario (22%) are slightly more likely than others to use the Internet. Least likely to surf the Net for news items are part-time workers (11%), residents of Saskatchewan/Manitoba (10%), those with an incomplete high school education (6%), and respondents aged 55 and older (4%).

Regional and Demographic Variations

As the following table illustrates, television and the Internet consistently represent the upper and lower end, respectively, of media usage.



= USED MOST



= USED LEAST

	TELEVISION	MAJOR DAILY NEWSPAPER	RADIO	WEEKLY, COMMUNITY NEWSPAPER	MAGAZINES	THE INTERNET
<i>(% USED A GREAT DEAL)</i>						
REGION						
B.C.	56	36	27	34	19	6
Alberta	56	49	37	27	14	6
Sask/Man	67	43	43	35	8	3
Ontario	54	46	39	25	12	9
Quebec	71	51	39	31	20	12
Atlantic	67	47	34	28	18	9
AGE						
18-34	61	37	40	22	15	16
35-54	62	53	39	32	16	9
55+	59	47	31	32	14	1
GENDER						
Male	58	48	32	24	14	13
Female	62	44	42	34	16	4
EDUCATION						
<HS	57	36	41	30	16	4
HS	67	41	34	33	15	6
Some P Sec	59	47	39	32	13	9
Univ	57	54	37	21	17	12
HOUSEHOLD INCOME						
<\$30K	63	39	30	27	13	6
\$30-59K	61	42	37	29	15	7
\$60K+	60	57	42	29	19	14
EMPLOYMENT STATUS						
Full Time	58	48	43	26	16	12
Part Time	61	47	29	30	11	4
Self Employed	58	44	30	32	16	9

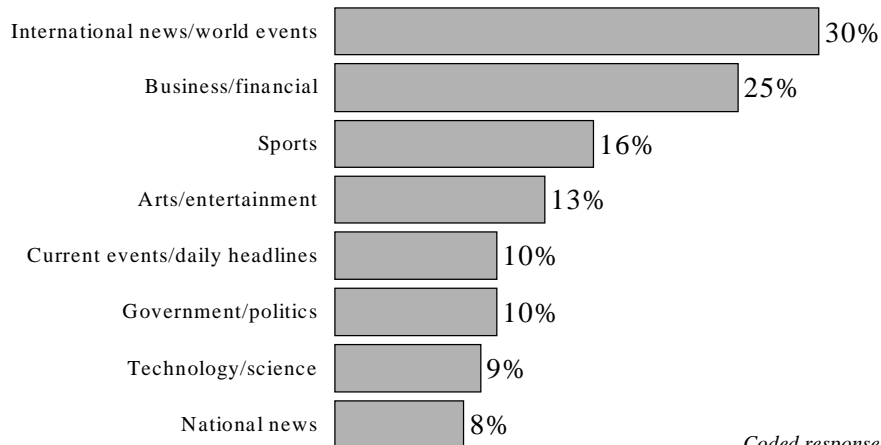
Type of Information Sought on the Internet

Those who go on-line for the news (N=220) are most likely to be looking for information on international news or world events (30%), or business/financial items (25%). Others look for sports items (16%), or articles about the arts and entertainment (13%). Slightly less frequently sought information is current events (10%), government/politics (10%), technology (9%), national news (8%), or just general information/news (8%).

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Internet Use

Regarding your use of the Internet, what types of news stories or information do you most often look for on the Internet?



Coded responses to open-ended question

Base (Weighted): Use Internet N=220

Other less common responses are:

- ◆ Newspaper/magazine sites/CNN: 7%
- ◆ School/educational: 5%
- ◆ Job info/job search: 5%
- ◆ Health/medical: 4%
- ◆ Local news: 4%
- ◆ Weather: 3%

- ◆ Travel: 3%
- ◆ Work-related searches: 2%
- ◆ Environmental: 2%
- ◆ Recipes/food: 1%
- ◆ Legal: 1%
- ◆ Economic: 1%

DESIRED AMOUNT OF NEWS COVERAGE

Three in five (61%) respondents would like to see more news coverage on the issue of health. The environment and technology are similarly popular, with a majority wanting to see more (57% environment, 54% technology) news coverage than they are currently seeing. About three in ten would like to see more coverage on women's issues (33%), personal finance (32%), and stories about ethnic communities in their community or the country (28%).

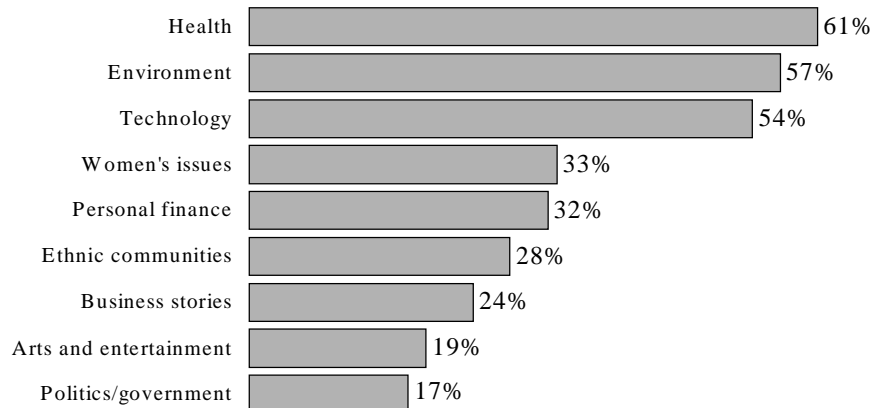
Respondents are less likely to crave more coverage of business stories (24%), arts and entertainment (19%), and politics and government (17%) – at least three in five are content with the current amount of news coverage each of these issues is receiving.

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Desired Amount of News Coverage

I'm now going to read you a list of various types of information. For each item, I would like you to tell me if you, personally, would like to see more news coverage, less news coverage, or the same amount of news coverage as you currently are seeing.

"More Coverage"



The following sections highlight the results for each of the nine types of information tested.

Health

Three fifths (61%) would like to see more coverage of health issues in the news. Almost two fifths (37%) would like to see the same amount of coverage, and only three percent would prefer less coverage than they are currently seeing.

Most likely to desire more health coverage are part-time workers (73%), women (68%), the least affluent respondent group (67%), Albertans (65%), and those aged 18 to 34 (64%). Men (54%), university graduates (56%), and middle income households (56%) are least likely to want to see more health coverage in the news.

The Environment

A solid majority (57%) would like to more news coverage regarding the environment than they are currently seeing. About two fifths (38%) are content with the amount they are currently seeing, while only five percent would opt for less.

There are very few variations across the sub-samples of the population, with the following noteworthy exceptions:

- ◆ Respondents aged 18 to 34 (63%), and part-time workers (65%) are most likely to desire more coverage
- ◆ Residents of Atlantic Canada (47%) and respondents aged 55 and older (50%) are least likely to want to see more coverage

Technology

The results for technology are very similar to those reported for the environment: a majority (54%) would like to see more coverage, two in five (40%) are satisfied with the current amount, and only five percent would like less coverage than they are currently seeing.

Men (64%), those aged 18 to 34 (63%), and Albertans are most likely to express a desire to see more news coverage on technology issues. Least likely to want more coverage are respondents aged 55 and older (37%), women (43%), part-time workers (46%), and those with an incomplete high school education (42%).

Women's Issues

Most respondents (55%) are content with the amount of news coverage they are currently seeing on women's issues. One third (33%) would like to see more coverage, while about one in ten (12%) would prefer less.

Women (44%), part-time workers (42%), respondents aged 18 to 34 (38%), and Quebecers (36%) are most likely to want to see more on women's issues. Men (21%), the self-employed (22%), those with an annual household income of more than \$60K (27%), and respondents aged 55 and older (27%) are least likely to want more coverage. One in six men (17%) would actually prefer less coverage of women's issues than they are currently seeing.

Personal Finance

Similar to women's issues, a majority (54%) are satisfied with the current amount of news coverage they are seeing for personal finance issues, one third (32%) would like more coverage, and just over one in ten (14%) want less coverage.

Most likely to want more coverage of personal finance issues are the most affluent respondent group (38%), those aged 35 to 54 (37%), full-time workers (37%), and residents of Quebec (36%). Men (35%) are slightly more likely to desire more coverage than women (28%). Respondents aged 18 to 34 (20%) are the group most likely to say they would prefer less coverage.

Stories About Ethnic Communities in My Community or the Country

Almost six in ten (58%) would like to continue seeing the same amount of news coverage as they are seeing now on stories about ethnic communities. About half as many (28%) would like more news coverage, while only about one tenth (13%) would like less coverage.

There are very few variations in the results. Only Atlantic Canadians (38%) and part-time workers (36%) stand out as being more likely than others to want more news coverage on ethnic communities. Albertans, on the other hand, are least likely to want more coverage (18%) and, in fact, are most likely to want less coverage (18%).

Business Stories

Concerning business stories, three in five (61%) are content with the amount of news coverage they are currently seeing. One in four (24%) would prefer more coverage, while one in seven (14%) would prefer less coverage.

Most likely to want to see more coverage for business stories are the self-employed (38%), men (33%), residents of Saskatchewan/Manitoba (30%), those aged 35 to 54 (29%), and upper-income households (29%). Women (15%), Atlantic Canadians (18%), part-time workers (19%), and the least affluent (18%) are less likely to want more coverage.

Arts and Entertainment

Almost two thirds (63%) are content with the amount of news coverage they are currently seeing on the arts and entertainment. Those who are not satisfied with the current amount are divided between wanting more (19%) and wanting less (18%) coverage.

Part-time workers (26%), residents of Quebec (22%) and women (22%) are most likely to want more coverage. Respondents with less than a high school education are much more likely than all other respondent groups to want to see less coverage (31%).

Politics and Government

Similar to the results reported for arts and entertainment, almost two thirds (64%) are content with the amount of news coverage they are currently seeing on politics and government. Those who are not satisfied with the current amount are divided between wanting more (17%) and wanting less (19%).

There is no significant variation in the proportions who want to see with more or the same amount of coverage. However, residents of British Columbia (25%) or Saskatchewan/Manitoba (30%), and those with less than a high school education (28%) are significant more likely than others to state a preference for less coverage.

Regional and Demographic Variations

	= MOST DESIRED TYPE OF NEWS COVERAGE								
	HEALTH	ENVIRONMENT	TECHNOLOGY	WOMEN'S ISSUES	PERSONAL FINANCE	ETHNIC COMMUNITIES	BUSINESS STORIES	ARTS AND ENTERTAINMENT	POLITICS/ GOVERNMENT
(% MORE NEWS COVERAGE)									
REGION									
B.C.	61	58	52	30	31	30	23	17	20
Alberta	65	55	62	33	34	18	25	20	15
Sask/Man	59	54	56	29	30	28	30	17	14
Ontario	61	59	51	32	30	28	23	18	17
Quebec	58	58	55	36	36	27	28	22	17
Atlantic	63	47	52	32	27	38	18	16	16
AGE									
18-34	64	63	63	38	35	30	23	23	18
35-54	60	57	59	32	37	29	29	17	15
55+	58	50	37	27	22	24	19	17	20
GENDER									
Male	54	56	64	21	35	26	33	16	19
Female	68	58	43	44	28	30	15	22	15
EDUCATION									
<HS	59	55	42	34	25	31	22	17	16
HS	64	55	54	31	33	25	22	19	18
Some P Sec	63	59	55	33	33	28	25	19	17
Univ	56	56	56	33	32	28	27	21	16
HOUSEHOLD INCOME									
<\$30K	67	59	50	39	26	32	18	21	20
\$30-59K	56	59	54	33	32	28	24	21	14
\$60K+	64	54	59	27	38	24	29	14	18
EMPLOYMENT STATUS									
Full Time	59	58	61	33	37	27	27	19	16
Part Time	73	65	46	42	27	36	19	26	18
Self Employed	63	55	61	22	35	24	38	14	18

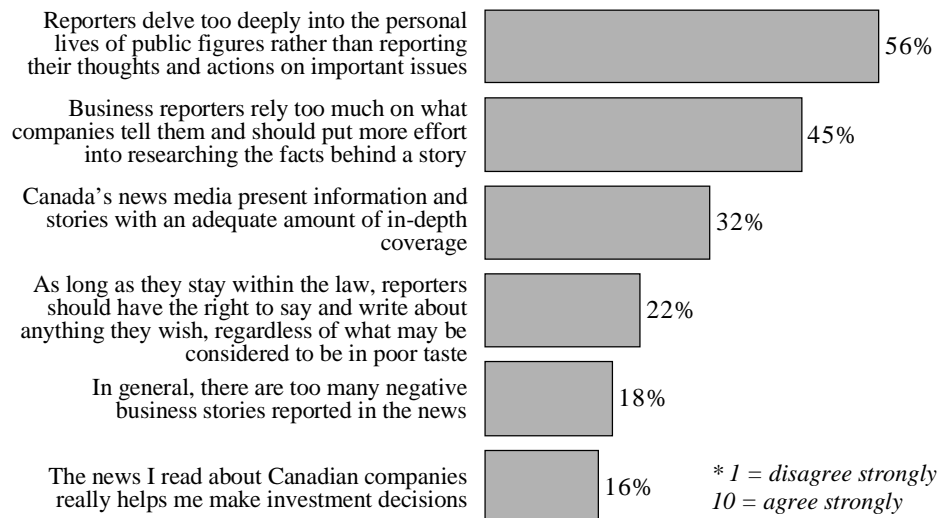
OPINIONS REGARDING NEWS REPORTING

Despite indicating at the outset of the survey that they are either ‘extremely’ or ‘very’ interested in following the news, respondents demonstrate a surprising amount of ambivalence when asked their opinions on a number of issues regarding news reporting in general. Asked to indicate their level of agreement (or disagreement) with a number of statements using a scale of 1 to 10, where ‘1’ means ‘disagree strongly’ and ‘10’ means ‘agree strongly’, an average of 48 percent of respondents gave somewhat neutral responses (indicated by a response of 4, 5, 6 or 7).

Canadian
Corporate
News

Opinions Regarding News Reporting

*Rated 8, 9 or 10 on Scale of 1 to 10**



A majority (56%) of Canadians agree² that reporters delve too deeply into the personal lives of public figures rather than reporting on their thoughts and actions on important issues (17% disagree³). Along a similar vein, a plurality (42%) *disagree* that, as long as they stay within the law, reporters should have the right to say and write about anything they wish, regardless of what may be considered to be in poor taste (22% agree).

² Indicated by a response of 8, 9 or 10

³ Indicated by a response of 1, 2 or 3.

With regard to business and financial reporting, the survey results suggest that there is room for improvement:

- ◆ 45% agree that business reporters rely too much on what companies tell them and should put more effort into researching the facts behind the story (8% disagree).
- ◆ 16% indicate that the news they read about Canadian companies really helps them make investment decisions (25% disagree).
- ◆ 18% feel that there are too many negative business stories reported in the news (21% disagree).

In terms of overall reporting, one third (32%) of Canadians agree that Canada's news media present information and stories with an adequate amount of in-depth coverage (8% disagree).

Regional and Demographic Variations

Reporters delve too deeply into the personal lives of public figures rather than reporting their thoughts and actions on important issues.

Most likely to agree:

- ◆ Albertans: 63%
- ◆ Ontarians: 60%
- ◆ Partial post-secondary education: 60%
- ◆ Household income of \$30-59K: 60%

Business reporters rely too much on what companies tell them and should put more effort into researching the facts behind a story

Most likely to agree:

- ◆ Ontarians: 49%
- ◆ Aged 18 to 34 : 49%
- ◆ Incomplete high school education: 49%
- ◆ Men: 49%

Canada's news media present information and stories with an adequate amount of in-depth coverage

Most likely to agree:

- ◆ Quebecers: 39%
- ◆ Atlantic Canadians: 45%
- ◆ Women: 37%
- ◆ Incomplete high school education: 37%

As long as they stay within the law, reporters and on-air personalities should have the right to say and write about anything they wish, regardless of what may be considered to be in poor taste

Most likely to disagree:

- ◆ Residents of Sask/Man: 48%
- ◆ Aged 35 to 54: 47%
- ◆ Women: 46%
- ◆ Household income of \$60K+: 47%

In general, there are too many negative business stories reported in the news.

Most likely to agree:

- ◆ Atlantic Canadians: 23%
- ◆ Self-employed: 25%

Most likely to *disagree*:

- ◆ British Columbians: 25%
- ◆ University graduates: 27%

The news I read about Canadian companies really helps me make investment decisions

Most likely to agree:

- ◆ Quebecers: 20%
- ◆ Household income of \$60K+: 21%
- ◆ Self-employed: 20%

Most likely to *disagree*:

- ◆ British Columbians: 29%
- ◆ Atlantic Canadians: 31%

SUPPLEMENTARY SURVEY

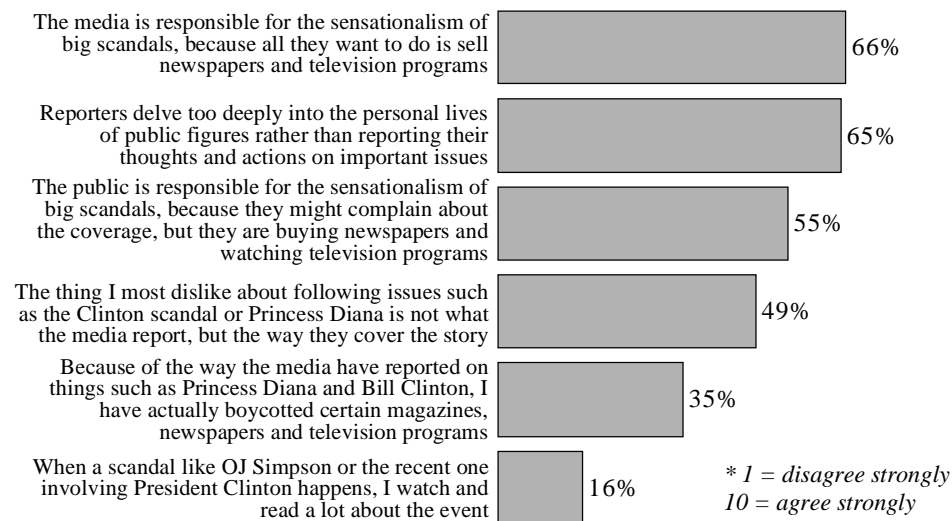
In order to gain further insight into Canadians' views media reporting practices, particularly regarding the sensationalism that may occur when reporting scandals, the Angus Reid Group posed a further six questions to 1,500 Canadian adults. The results are presented below.

When comparing these results with the ones contained in the rest of this study, it is important to keep in mind that these data represent the opinions of all Canadians in general, *not* just those who are extremely or very interested in following the news.

Canadian
Corporate
News

Opinions Regarding News Reporting

Rated 8, 9 or 10 on Scale of 1 to 10*



Two thirds (66%) of Canadians say that the media is responsible for the sensationalism of big scandals. Furthermore, more than one third (35%) have actually boycotted certain media because of the way they have reported on things such as Princess Diana and Bill Clinton. Along the same lines, almost two thirds (65%) feel reporters delve too deeply into the personal lives of public figures, and one in two (49%) say the thing they dislike about following issues like the Clinton scandal is not *what* the media report, but *how* they cover the story. Only one in six (16%) watch and read a lot about scandals such as OJ Simpson or the one involving President Clinton.

However, in spite of all this, the public is prepared to accept partial responsibility when it comes to sensationalism in the media. More than half (55%) believe the public is responsible for the sensationalism of big scandals, because they might complain about coverage, but are still buying newspapers and watching television.

Regional and Demographic Variations

The media is responsible for the sensationalism of big scandals, because all they want to do is sell newspapers and television programs

Most likely to agree:

- ◆ Residents of British Columbia: 70%
- ◆ Those with some post secondary education: 70%

Most likely to *disagree*:

- ◆ Those without a high school diploma: 17%

Reporters delve too deeply into the personal lives of public figures rather than reporting their thoughts and actions on important issues

Most likely to agree:

- ◆ Women: 70%
- ◆ The most affluent: 69%

Most likely to *disagree*:

- ◆ Respondents aged 55 and older: 19%
- ◆ Those without a high school diploma: 18%
- ◆ The least affluent: 18%

The public is responsible for the sensationalism of big scandals, because they might complain about the coverage, but they are buying newspapers and watching television programs

Most likely to agree:

- ◆ Residents of Quebec: 61%
- ◆ Those aged 18 to 34: 59%

Most likely to *disagree*:

- ◆ Those without a high school diploma: 63%
- ◆ The least affluent: 16%

The thing I most dislike about following issues such as the Clinton scandal or Princess Diana is not what the media report, but they way they cover the story

Most likely to agree:

- ◆ Residents of Ontario: 53%
- ◆ Those with some post secondary education: 53%

Most likely to *disagree*:

- ◆ Residents of Quebec: 22%
- ◆ Those without a high school diploma: 20%

Because of the way the media have reported on things such as Princess Diana and Bill Clinton, I have actually boycotted certain magazines, newspapers and television programs

Most likely to agree:

- ◆ Residents of British Columbia: 43%
- ◆ Residents of the Atlantic provinces: 40%
- ◆ The least affluent: 40%

Most likely to *disagree*:

- ◆ Residents of Saskatchewan/Manitoba: 42%
- ◆ Men: 40%

When a scandal like OJ Simpson or the recent one involving President Clinton happens, I watch and read a lot about the event

Most likely to agree:

- ◆ Residents of the Atlantic province: 21%
- ◆ Those with a high school diploma: 22%

Most likely to *disagree*:

- ◆ Residents of Alberta: 54%
- ◆ Residents of Quebec: 54%
- ◆ University graduates: 55%

THE QUESTIONNAIRE

1. Some people are more interested in what's happening in the news than other people are. How would you describe your own interest in following the issues and events in the news? Would you say you are (READ LIST)?
 - Extremely interested
 - Very interested
 - Not very interested [THANK AND TERMINATE]
 - Not at all interested [THANK AND TERMINATE]
2. And how interested are you personally in the following types of news stories? What about (READ ITEM - RANDOMIZE)? Generally speaking, would you say you are extremely interested, very interested, not very interested, or not at all interested in that type of news?
 - Local news stories about what's happening in your community
 - National news stories about various Canadian issues and events
 - International news stories about things happening in other countries
 - Stories about the arts and entertainment
 - News stories about business, financial and investment issues
 - Sports stories
 - News stories about government and politics
3. We'd also like to get an idea of the types of news media that people use to follow the news. For each of the following, please tell me whether you, yourself, use that particular news source a great deal, a fair amount, not too much or not at all. What about (READ ITEM - RANDOMIZE) ...?
 - Television
 - Radio
 - A major daily newspaper
 - A weekly, community newspaper
 - Magazines
 - The Internet

ASK ONLY IF A GREAT DEAL OR A FAIR AMOUNT TO THE INTERNET IN Q3:

4. Regarding your use of the Internet, what type of news stories or information do you most often look for on the Internet? (RECORD UP TO THREE RESPONSES)

ASK ALL:

5. I am now going to read you a list of various types of information. For each item, I would like you to tell me if you, personally, would like to see more news coverage, less news coverage, or the same amount of news coverage as you currently are seeing. [READ AND RANDOMIZE]
- Business stories
 - Women's issues
 - Stories about ethnic communities in my community or the country
 - The environment
 - Health
 - Technology
 - Arts and entertainment
 - Personal finance
 - Politics/government
6. We'd like to have your opinion about a number of statements having to do with news reporting generally. On a scale of 1 to 10, where "1" means you "disagree strongly" and "10" means you "agree strongly", to what extent do you agree or disagree with the following statements? (READ STATEMENT - RANDOMIZE)
- Reporters delve too deeply into the personal lives of public figures rather than reporting their thoughts and actions on important issues.
 - As long as they stay within the law, reporters and on-air personalities should have the right to say and write about anything they wish, regardless of what may be considered to be in poor taste
 - Canada's news media present information and stories with an adequate amount of in-depth coverage
 - The news I read about Canadian companies really helps me make investment decisions
 - Business reporters rely too much on what companies tell them and should put more effort into researching the facts behind a story
 - In general, there are too many negative business stories reported in the news.

Supplementary Questions:

We'd like to have your opinion about a number of statements having to do with news reporting generally. On a scale of 1 to 10, where "1" means you "disagree strongly" and "10" means you "agree strongly", to what extent do you agree or disagree with the following statements? (READ STATEMENT - RANDOMIZE)

- Reporters delve too deeply into the personal lives of public figures rather than reporting their thoughts and actions on important issues
- The thing I most dislike about following issues such as the Clinton scandal or Princess Diana is not what the media report, but the way they cover the story
- The media is responsible for the sensationalism of big scandals, because all they want to do is sell newspapers, and television programs
- The public is responsible for the sensationalism of big scandals, because they might complain about the coverage, but they are buying newspapers and watching television programs
- When a scandal like OJ Simpson or the recent one involving President Clinton happens, I watch and read a lot about the event
- Because of the way the media have reported on things such as Princess Diana and Bill Clinton, I have actually boycotted certain magazines, newspapers and television programs