

OPINIONS REGARDING REPORTING

		REGION						AGE			GENDER		EDUCATION				INCOME		
	Total	BC	AB	SK/ MB	ON	PQ	ATL	18-34	35-54	55+	M	F	<HS	HS	Some Post Sec	Univ	< \$30K	\$30-59K	\$60K+
Base (Weighted)	1500	196	135	105	566	377	122	506	572	408	735	765	191	359	518	425	387	528	415
Base (Unweighted)	1500	200	135	120	525	400	120	458	676	350	707	793	185	364	518	425	376	532	422
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Reporters delve too personally into the personal lives of public figures rather than reporting their thoughts and actions on important issues.																			
Agree	65	66	68	57	65	65	64	67	67	61	60	70	57	64	68	66	58	67	69
Disagree	13	11	12	13	10	16	14	9	11	19	14	11	18	14	11	10	18	11	9
When a scandal like OJ Simpson or the recent one involving President Clinton happens, I watch and read a lot about the event.																			
Agree	16	16	13	19	15	16	21	14	15	19	18	14	20	22	14	11	16	16	13
Disagree	50	51	54	50	49	54	40	53	53	45	48	53	43	44	54	55	51	49	53
The thing I 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.																			
Agree	49	48	52	45	53	44	49	47	50	52	48	50	46	49	53	46	47	52	49
Disagree	16	17	13	12	14	22	12	14	16	18	18	14	20	16	15	15	19	15	13
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.																			
Agree	35	43	34	29	35	30	40	37	36	31	30	39	36	35	36	33	40	33	33
Disagree	36	33	36	42	34	39	29	33	37	37	40	31	27	38	35	38	32	38	38
The media is responsible for the sensationalism of big scandals, because all they want to do is sell newspapers and television programs.																			
Agree	66	70	62	65	66	66	68	65	69	65	68	65	63	64	70	67	64	67	68
Disagree	9	8	7	10	7	11	10	7	7	13	10	7	17	9	7	7	10	9	5
The public is responsible for the sensationalism of big scandals, because they might complain about the coverage, but they are buying the newspapers and watching television programs.																			
Agree	55	51	58	50	52	61	53	59	56	49	51	58	47	54	58	56	49	57	57
Disagree	13	15	11	15	12	13	12	12	12	15	15	11	16	13	13	12	16	9	14

We’d like to have your views on some statements having to do with news reporting generally. On a scale from 1 to 10, where “1” means you “disagree strongly” and “10” means you “agree strongly,” to what extent do you agree or disagree with each of the following statements?

INTEREST IN FOLLOWING THE NEWS

		REGION						AGE			GENDER		EDUCATION				INCOME		
	Total	BC	AB	SK/ MB	ON	PQ	ATL	18- 34	35- 54	55+	M	F	<HS	HS	Some Post Sec	Univ	< \$30 K	\$30- 59K	\$60 K+
Base (Weighted)	1524	199	137	107	575	383	124	514	581	415	747	777	208	398	536	373	431	547	395
Base (Unweighted)	1524	200	150	120	531	400	123	440	691	377	705	819	204	402	534	376	426	539	408
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Extremely Interested	18	15	18	18	21	15	18	12	22	20	20	16	10	13	17	27	13	14	26
Very Interested	59	68	67	58	56	58	55	57	58	64	60	59	53	60	60	61	56	63	58
Not Very Interested	19	14	12	16	20	22	25	25	18	14	17	21	30	23	19	10	23	20	14
Not At All Interested	3	2	2	8	2	5	2	5	2	2	3	3	6	3	3	1	7	2	2
Don't Know	*	1	-	-	*	*	-	1	*	-	*	*	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...*

USAGE OF VARIOUS MEDIA

		REGION						AGE			GENDER		EDUCATION				INCOME		
	Total	BC	AB	SK/MB	ON	PQ	ATL	18-34	35-54	55+	M	F	<HS	HS	Some Post Sec	Univ	< \$30 K	\$30-59K	\$60 K+
Base (Weighted): Respondents <u>interested</u> in news	1176	165	177	81	445	277	90	353	462	349	593	582	132	293	414	331	298	424	329
Base (Unweighted): Respondents <u>not interested</u> in the news	1179	167	128	91	411	291	91	300	548	318	566	613	127	296	414	336	295	421	342
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
TELEVISION																			
A Great Deal	60	56	56	67	54	71	67	61	62	59	58	62	57	67	59	57	63	61	60
A Fair Amount	29	30	34	26	33	23	28	29	27	33	30	29	33	25	31	30	28	30	27
Not Too Much	9	13	8	7	11	6	2	9	10	7	10	8	8	6	9	10	7	7	12
Not At All	1	1	2	-	2	1	4	2	2	1	1	1	2	2	1	2	2	1	2
RADIO																			
A Great Deal	37	27	37	43	39	39	34	40	39	31	32	42	33	36	39	37	30	37	42
A Fair Amount	34	40	31	31	34	30	44	36	33	35	37	32	33	36	33	35	33	36	34
Not Too Much	22	22	27	22	20	23	18	19	23	24	25	19	28	20	23	20	27	22	19
Not At All	7	11	4	4	7	7	4	5	5	10	6	7	5	8	6	8	10	5	6
A MAJOR DAILY NEWSPAPER																			
A Great Deal	46	36	49	43	46	51	47	37	53	47	48	44	36	41	47	54	39	42	57
A Fair Amount	23	24	27	18	24	23	22	29	19	23	25	22	24	20	25	24	25	25	20
Not Too Much	16	22	14	17	15	16	11	20	16	13	15	17	16	20	15	14	16	20	13
Not At All	14	18	11	22	14	10	19	14	12	17	12	17	24	19	13	7	20	13	11
A WEEKLY, COMMUNITY PAPER																			
A Great Deal	29	34	27	35	25	31	28	22	32	32	24	34	30	33	32	21	27	29	29
A Fair Amount	25	32	18	21	27	23	20	22	26	28	25	25	26	25	25	24	24	25	26
Not Too Much	22	22	25	22	19	27	24	30	22	15	25	19	19	19	23	27	22	25	18
Not At All	23	12	29	21	28	19	26	26	20	23	25	21	24	23	20	27	26	20	26
Don't Know	1	*	1	-	*	*	2	-	*	2	*	1	1	*	*	1	*	*	1
MAGAZINES																			
A Great Deal	15	19	14	8	12	20	18	15	16	14	14	16	16	15	13	17	13	15	19
A Fair Amount	29	26	38	33	28	28	31	27	30	30	28	30	21	23	32	34	24	28	30
Not Too Much	37	40	35	38	38	33	33	43	35	32	40	33	30	39	39	34	33	38	39
Not At All	19	16	14	21	22	19	18	15	19	23	18	20	33	23	16	14	29	18	13
THE INTERNET																			
A Great Deal	9	6	6	3	9	12	9	16	9	1	13	4	4	6	9	12	6	7	14
A Fair Amount	10	9	9	7	13	8	6	15	11	3	12	8	2	10	10	13	5	9	16
Not Too Much	17	18	17	12	15	21	14	21	19	10	20	14	10	9	16	28	13	17	22
Not At All	64	65	68	78	62	59	72	47	61	86	55	73	83	74	65	47	75	67	48
Don't Know	*	1	-	-	-	*	-	-	-	1	*	*	-	*	*	-	*	-	-

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.

DESIRED MEDIA COVERAGE

		REGION						AGE			GENDER		EDUCATION				INCOME		
	Total	BC	AB	SK/MB	ON	PQ	ATL	18-34	35-54	55+	M	F	<HS	HS	Some Post Sec	Univ	< \$30 K	\$30-59K	\$60 K+
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	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
BUSINESS STORIES																			
More News Coverage	24	23	25	30	23	28	18	23	29	19	33	15	22	22	25	27	18	24	29
Less News Coverage	14	16	13	15	15	7	18	16	11	15	11	17	19	18	11	11	17	13	12
The Same Amount	61	60	62	55	60	64	64	61	60	64	56	67	58	59	63	62	64	62	59
Don't Know	1	1	-	-	1	1	-	-	1	1	*	1	1	2	1	-	1	*	-
WOMEN'S ISSUES																			
More News Coverage	33	30	33	29	32	36	32	38	32	27	21	44	34	31	33	33	39	33	27
Less News Coverage	12	14	13	13	13	6	11	9	12	13	17	6	12	13	9	12	7	11	16
The Same Amount	55	56	53	59	53	58	57	52	55	58	61	49	54	54	57	54	52	56	57
Don't Know	1	*	1	-	1	*	-	*	1	1	1	*	-	2	*	*	1	*	-
STORIES ABOUT ETHNIC COMMUNITIES IN MY COMMUNITY OR THE COUNTRY																			
More News Coverage	28	30	18	28	28	27	38	30	29	24	26	30	31	25	28	28	32	28	24
Less News Coverage	13	13	18	12	14	10	8	10	14	15	15	10	13	11	14	13	7	13	17
The Same Amount	58	57	63	60	56	62	54	60	56	60	57	60	56	63	58	57	59	58	58
Don't Know	1	-	-	-	2	1	-	1	1	1	1	1	-	1	*	2	1	*	1
THE ENVIRONMENT																			
More News Coverage	57	58	55	54	59	58	47	63	57	50	56	58	55	55	59	56	59	59	54
Less News Coverage	5	10	7	11	3	3	6	5	5	6	8	3	6	5	4	6	4	5	6
The Same Amount	38	32	37	35	37	39	47	32	37	44	35	40	38	39	36	37	36	35	40
Don't Know	*	-	1	-	-	*	-	-	-	1	*	*	1	*	-	-	1	-	-
HEALTH																			
More News Coverage	61	61	65	59	61	58	63	64	60	58	54	68	59	64	63	56	67	56	64
Less News Coverage	3	3	3	4	2	3	4	3	3	1	4	2	3	2	3	3	2	2	3
The Same Amount	37	36	32	37	37	39	33	32	37	41	42	31	37	34	35	41	31	41	33
TECHNOLOGY																			
More News Coverage	54	52	62	56	51	55	52	63	59	37	64	43	42	54	55	56	50	54	59
Less News Coverage	5	6	3	8	6	4	5	4	3	9	4	7	7	6	5	5	5	6	3
The Same Amount	40	42	35	36	42	41	43	33	37	52	32	49	49	39	40	39	44	39	37
Don't Know	1	-	-	-	1	1	-	-	*	2	*	1	2	1	*	*	1	*	*

DESIRED MEDIA COVERAGE CONT'D

ARTS AND ENTERTAINMENT																			
More News Coverage	19	17	20	17	18	22	16	23	17	17	16	22	17	19	19	21	21	21	14
Less News Coverage	18	19	23	21	19	11	21	18	16	21	19	16	31	17	17	14	18	18	17
The Same Amount	63	63	57	62	62	66	62	58	67	62	64	61	51	64	64	65	61	60	68
Don't Know	1	1	-	-	1	*	1	1	*	1	1	*	1	1	*	*	1	*	*
PERSONAL FINANCE																			
More News Coverage	32	31	34	30	30	36	27	35	37	22	35	28	25	33	33	32	26	32	38
Less News Coverage	14	15	17	16	15	9	12	15	11	16	14	14	20	13	11	14	14	15	10
The Same Amount	54	54	48	52	54	54	61	51	51	60	51	57	50	53	56	53	58	53	52
Don't Know	1	1	1	2	1	1	-	*	1	2	1	1	5	1	*	-	1	*	*
POLITICS AND GOVERNMENT																			
More News Coverage	17	20	15	14	17	17	16	18	15	20	19	15	16	18	17	16	20	14	18
Less News Coverage	19	25	18	30	16	17	21	21	20	16	21	17	28	20	18	15	19	19	17
The Same Amount	64	55	67	56	66	66	63	61	65	64	60	67	55	61	64	68	61	66	64
Don't Know	*	-	-	-	*	*	-	-	*	*	-	*	1	-	*	-	*	-	*

I'm 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. How about...