



Totum Research Inc

70 Romfield Circuit

Thornhill, Ontario

L3T 3H6

## Media Usage Survey

6-1

Please respond by circling the number(s) on the right of the answer(s) you choose or by circling the number(s) in the grid that best represent your response.

1. Which of the following best describes the community in which you live? Please circle only ONE answer.

<i>A large city (100,000 or more population)</i>	7-1
<i>A suburb of a large city</i>	-2
<i>A medium city (50,000 to 99,999 population)</i>	-3
<i>A small city (10,000 to 49,999 population)</i>	-4
<hr/>	
<i>A town (5,000 to 9,999 population)</i>	-5
<i>A village (1,000 to 4,999 population)</i>	-6
<i>A rural area (less than 1,000 population)</i>	-7
<i>A farm</i>	-8

2. And how long have you lived in this community?

<i>Less than 1 year</i>	8-1	<i>11 to 20 years</i>	-4
<i>1 to 5 years</i>	-2	<i>More than 20 years</i>	-5
<i>6 to 10 years</i>	-3	<i>All your life</i>	-6

3. Do you happen to know the names of your neighbours who live close to you?

<i>Yes, know them all</i>	9-1
<i>Yes, know only some</i>	-2
<i>No, don't know any</i>	-3
<i>Do not have neighbours close by</i>	-4

4. Please indicate how much you follow international, national and local news. Please circle ONE answer for EACH type of news.

	Most of the time	Only when something is happening	Seldom or Never
<i>I follow <b>international</b> news closely</i>	10-1	-2	-3
<i>I follow <b>national</b> news closely</i>	11-1	-2	-3
<i>I follow <b>local</b> news closely</i>	12-1	-2	-3

5. Given the number of ways to source news these days, would you say you personally spend more time, about the same amount of time or less time per day with news than you did two years ago?

<i>More time per day</i>	13-1
<i>About the same amount of time</i>	-2
<i>Less time per day</i>	-3

6. Does your household receive or subscribe to the print version of a local community newspaper?

*Yes, receive it free*

14-1

*Yes, subscribe to it*

-2

*No, don't get printed local community newspaper*

-3 GO TO QUESTION 8

7. Would you say you personally spend more time, about the same amount of time or less time with your printed local community newspaper than you did two years ago?

*More time*

15-1

*About the same amount of time*

-2

*Less time*

-3

8. Listed below are some different sources where you can get information about your local community. Please indicate how often you use each source for local information. Please circle ONE answer for EACH source.

Circle source for information						
Every day	Few times a week	Once a week	Few times a month	Less often	Never	
<i>Print version of local community newspaper</i>	16-1	-2	-3	-4	-5	-6
<i>Website of local community newspaper</i>	17-1	-2	-3	-4	-5	-6
<i>Local television news broadcast</i>	18-1	-2	-3	-4	-5	-6
<i>Website of local television station</i>	19-1	-2	-3	-4	-5	-6
<i>Local radio broadcast</i>	20-1	-2	-3	-4	-5	-6
<i>Website of local radio station</i>	21-1	-2	-3	-4	-5	-6
<i>Another website devoted to your community</i>	22-1	-2	-3	-4	-5	-6
<i>Blog about your community</i>	23-1	-2	-3	-4	-5	-6
<i>Person or organization you follow on social networking site i.e. Facebook, Twitter, Myspace etc.</i>	24-1	-2	-3	-4	-5	-6
<i>Email newsletter or listserv about your community</i>	25-1	-2	-3	-4	-5	-6
<i>Print newsletter about your community</i>	26-1	-2	-3	-4	-5	-6
<i>Word of mouth from friends, family etc.</i>	27-1	-2	-3	-4	-5	-6
<i>Internet search engine e.g. Google, Bing etc.</i>	28-1	-2	-3	-4	-5	-6

9. Which of the following would you say is your favourite source for LOCAL news and information? Please circle only ONE answer.

*Blog about your local community*

29-1

*Local radio station*

-6

*Your city or town's website*

-2

*Social media e.g. Facebook,*

*Local printed community newspaper*

-3

*Twitter, Myspace etc.*

-7

*Local community newspaper website*

-4

*Local TV station*

-8

*Local store website*

-5

*Other (Specify)*

-9

*None of the above*

-0 GO TO QUESTION 11

10. Thinking of your favourite LOCAL news and information source, how well would you say it gives you the information you need? Please circle only ONE answer.

- It gives you ALL of the information that matters to you* 30-1  
*It gives you MOST of the information that matters to you* -2  
*It gives you SOME of the information that matters to you* -3  
*It gives you NOT MUCH of the information that matters to you* -4  
*It gives you NONE of the information that matters to you* -5

11. Which of the listed sources do you rely on for information about each of the following local **topics**? You may circle more than one source for each topic.

Rely on information about topics from ....									
	City/ Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store Website	Social Media	Other	Never seek this info.
Local restaurants, clubs or bars	31-1	-2	-3	-4	-5	-6	-7	-8	-9
Other local businesses	32-1	-2	-3	-4	-5	-6	-7	-8	-9
Community or neighbourhood events	33-1	-2	-3	-4	-5	-6	-7	-8	-9
Local weather	34-1	-2	-3	-4	-5	-6	-7	-8	-9
Local arts and culture	35-1	-2	-3	-4	-5	-6	-7	-8	-9
Local breaking news	36-1	-2	-3	-4	-5	-6	-7	-8	-9
Local job openings	37-1	-2	-3	-4	-5	-6	-7	-8	-9

12. And which of the listed sources do you rely on for information about each of the following local **issues**? You may circle more than one source for each issue.

Rely on information about issues from ....									
	City/ Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store website	Social Media	Other	Never seek this info.
<i>Local traffic or transportation</i>	38-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local housing and real estate</i>	39-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local schools and education</i>	40-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local crime</i>	41-1	-2	-3	-4	-5	-6	-7	-8	-9

13. And which of the listed sources do you rely on for information about each of the following **government programs and services**? You may circle more than one source for each program or service.

Rely on information about government programs and services from ....									
	Government Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Govt. Office/ Representative	Social Media	Other	Never seek this info.
<i>Federal politics, campaigns and programs</i>	42-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Provincial politics, campaigns and programs</i>	43-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local politics, campaigns and programs</i>	44-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Health information and services</i>	45-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Taxes and tax issues</i>	46-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Zoning, building and development</i>	47-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Social services e.g. housing, food and child care</i>	48-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Public notices</i>	49-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Other federal government activities and services</i>	50-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Other provincial government activities and services</i>	51-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Other local government activities and services</i>	52-1	-2	-3	-4	-5	-6	-7	-8	-9

14. To which of the listed sources do you think each statement applies? You may circle more than one source for each statement.

	Statement applies to these sources							
	City/Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store website	Social Media	None of them
<i>I am likely to share news from this source with my friends and family</i>	53-1	-2	-3	-4	-5	-6	-7	-8
<i>I am likely to trust information from this source</i>	54-1	-2	-3	-4	-5	-6	-7	-8
<i>I feel most connected to this source</i>	55-1	-2	-3	-4	-5	-6	-7	-8
<i>I sometimes feel inspired to take action based on information I receive from this source</i>	56-1	-2	-3	-4	-5	-6	-7	-8

15. Now we'd like to find out more about your involvement with the advertisements in the media. Please tell us which sources each of the following statements applies to. You may circle more than one source for each statement.

	Statement applies to these sources							
	City/Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store Website	Social Media	None of them
<i>I usually notice the ads in this source</i>	57-1	-2	-3	-4	-5	-6	-7	-8
<i>I generally ignore the ads in it</i>	58-1	-2	-3	-4	-5	-6	-7	-8
<i>It is the best place to find advertising for local stores or services</i>	59-1	-2	-3	-4	-5	-6	-7	-8
<i>The ads it contains make me more likely to purchase</i>	60-1	-2	-3	-4	-5	-6	-7	-8
<i>It contains annoying ads</i>	61-1	-2	-3	-4	-5	-6	-7	-8
<i>I'd rather it contained no ads at all</i>	62-1	-2	-3	-4	-5	-6	-7	-8

16. Thinking about the websites you visit on a computer or tablet, which of the following have you done in the past 30 days as a result of seeing an advertisement on a website? Please circle all that apply.

<i>Became aware of a product or service</i>	63-1
<i>Clicked on the ad to learn more</i>	-2
<i>Used an online search to learn more about the product or service</i>	-3
<i>Bought something as advertised</i>	-4
<hr/>	
<i>Referred the ad to someone you know</i>	-5
<i>Visited a store or a showroom</i>	-6
<i>I generally ignore ads that appear on websites</i>	-7
<i>I do not have/use a computer or tablet</i>	-8

17. Please tell us how much you agree or disagree with each of the following statements about your local printed community newspaper. Please circle one answer for each statement.

	Agree strongly	Agree somewhat	Neutral	Disagree somewhat	Disagree strongly	Do not receive a local printed community newspaper
<i>My local newspaper is a source of pride for the community</i>	64-1	-2	-3	-4	-5	-6
<i>I get most of the information about the activities in my community from the local newspaper</i>	65-1	-2	-3	-4	-5	-6
<i>I would much prefer that my local newspaper remain in printed form as opposed to an online-only format if given the choice</i>	66-1	-2	-3	-4	-5	-6
<i>I don't like it when ads dominate the front page of the newspaper</i>	67-1	-2	-3	-4	-5	-6
<i>If I miss an issue of the local newspaper I feel I am missing news that is important to me</i>	68-1	-2	-3	-4	-5	-6
<i>My newspaper is the only source I use for information about my community</i>	69-1	-2	-3	-4	-5	-6

18. Thinking just about your local community newspaper, if it no longer existed would that have a major impact, a minor impact or no impact at all on your ability to keep up with information and news about your local community?

***Losing the local community newspaper would have:***

<i>A MAJOR impact</i>	70-1
<i>A MINOR impact</i>	-2
<i>NO impact at all</i>	-3
<i>Have no local community newspaper</i>	-4

19. Apart from a paid subscription for delivery of a printed newspaper, do you currently pay to get local information or news from any other source, including a website, blog or other online source?

Yes 71-1 No -2

20. Please indicate in which of the following locations you ever use the internet or email. Please check all that apply.

**Use internet or email from:**

Home 72-1  
Work -2  
Other (please specify) \_\_\_\_\_ -3  
None -4

21. On your cell phone or tablet computer do you happen to have any software applications or “apps” that help you get information about your local community?

Yes 73-1  
No -2  
Do not have a cell phone or tablet 

-3 GO TO QUESTION 25
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22. Do you ever get news alerts about your local community sent to your cell phone by text or email?

Yes 74-1  
No -2  
Do not have a cell phone 

-3 GO TO QUESTION 24
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23. Do you only use your cell phone to make and receive phone calls or do you sometimes use it for other things like texting, email, using apps or accessing the internet?

Use cell phone only to make or receive phone calls 75-1  
Also use it for other things -2

24. For which of the following purposes do you ever use your cell phone or tablet computer? Please circle ALL THAT APPLY.

**Use cell phone or tablet computer to:**

Go online for information or news about your local community 76-1  
Get information about local traffic or public transportation -2  
Find out about local government programs or services -3  
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Find out about provincial government programs or services -4  
Find out about federal government programs or services -5  
Check local sports scores or get local sports updates -6  
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Check local weather reports -7  
Find local restaurants or other local businesses -8  
Get or use coupons or discounts from local stores or businesses -9

25. Which of the following internet connections do you have at home?

<i>Dial-up telephone line</i>	77-1
<i>DSL-enabled phone line</i>	-2
<i>Cable TV modem</i>	-3
<i>Cellular or mobile connection</i>	-4
<hr/>	
<i>Fibre optic connection e.g. FIOS, T-1 etc.</i>	-5
<i>Satellite</i>	-6
<i>Don't know which connection we have</i>	-7
<i>Don't have internet connection</i>	-8 GO TO QUESTION 27

26. Please indicate which of the following you have ever done to get and/or share local information online.  
Please circle ALL THAT APPLY.

<i>Contributed to an online discussion or message board about your local community</i>	78-1
<i>Customized your home page to include favourite local information or local news sources or topics</i>	-2
<i>Emailed a link to a local news story or news video to someone you know</i>	-3
<i>Tagged or categorized online local news content</i>	-4
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<i>Contributed your own article, opinion piece, picture or video about your local community to a news site</i>	-5
<i>Commented on a local news story or local blog you read online</i>	-6
<i>Posted news or information about your local community on a social networking site like Facebook</i>	-7
<i>Posted news or information about your local community on a social networking site like Twitter</i>	-8
<i>Posted news or information about your local community on another social networking site</i>	-9

27. Overall, how would you rate your community as a place to live?

<i>Excellent</i>	207-1	<i>Fair</i>	-3
<i>Good</i>	-2	<i>Poor</i>	-4

28. In which province or territory do you live?

<i>Alberta (AB)</i>	208-1	<i>Nunavut NU)</i>	-4
<i>Saskatchewan (SK)</i>	-2	<i>Northwest Territories (NWT)</i>	-5
<i>Manitoba (MB)</i>	-3		

29. Please indicate your gender.

<i>Male</i>	209-1	<i>Female</i>	-2
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30. In which of the following age groups do you belong?

<i>18 to 24</i>	210-1	<i>45 to 54</i>	-4
<i>25 to 34</i>	-2	<i>55 to 64</i>	-5
<i>35 to 44</i>	-3	<i>65 or older</i>	-6

THANK YOU FOR PARTICIPATING IN OUR SURVEY