



Local Content and Its Sources – A Decima teleVox Study

Prepared for: The Department of Canadian Heritage

Date: February 2005

Contract #: C1111-040551/001/CY

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Research Objectives and Methodology



Research Objectives and Methodology

- The Department of Canadian Heritage wanted to determine how Canadians obtain information about their communities, including local news, weather and event information. They are also interested in determining how satisfied Canadians are with their sources of local information and whether or not Canadians feel various interveners in the system have a role to play.
- Using Decima's monthly teleVox service, a national telephone survey was conducted with 1,008 Canadian households.
- Data collection was conducted between February 3 and 9, 2005.
- The associated statistical margin of error (at a 95% level of confidence) for each question asked to all respondents is $\pm 3.1\%$.
- Results in this report have been provided for the following population subgroups: by region, language in which the survey was completed, age, gender, household income bracket, education level attained, Census Metropolitan Area vs. Non-CMA, number of people in the household and whether or not the respondent has access to the Internet, cable TV and satellite TV.



Research Objectives and Methodology

- The regional distribution of the interviews, along with their associated margins of error, are outlined below:

		<u>Error Interval</u>
Atlantic	100 interviews	+/- 9.8 %
Quebec	252 interviews	+/- 6.2 %
Ontario	325 interviews	+/- 5.4 %
Manitoba/Saskatchewan	101 interviews	+/- 9.8 %
Alberta	105 interviews	+/- 9.6 %
British Columbia	125 interviews	+/- 8.8 %
Total Canada	1,008 interviews	+/- 3.1 %

- It is important to note that the margins of error outlined in this section should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated. For instance, the margin of error associated with a question where 50% of respondents answered in the affirmative will differ from a question where 15% of respondents answered in the affirmative (assuming the same sample size for both questions.)



Research Objectives and Methodology

- Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are introduced to maintain an adequate number of completed interviews in Canada's three largest markets: Toronto, Vancouver and Montreal.
- The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2001 Census data.
- This report features top-2-box scores. A top-2-box score represents the sum of the top two scaled responses in a question. For example, in an agreement question with a four-point scale (strongly agree, somewhat agree, somewhat disagree, and strongly disagree), the top-2-box score would represent the results of those that strongly agreed and somewhat agreed with the statement at hand.
- In some cases, the values in the top-2-box score fields in this report may differ slightly from those in the data tables (provided to the client). This slight discrepancy is attributable to rounding.



Overview of Results



Overview of Results

The Objectives and the Approach

- The Department of Canadian Heritage wanted to determine how Canadians obtain information about their communities, how satisfied they are with these sources specifically and how satisfied they are with the manner in which they are kept informed of local news in general. They were also interested in gauging the extent to which Canadians feel various interveners in the system have a role to play in terms of ensuring communities receive high quality local information.
- To achieve this, they conducted a survey using Decima weekly teleVox omnibus service. A total of 1,008 telephone surveys were conducted between February 3 and 9, 2005.

The Results

- Canadians are more likely to be interested in news that is closest to home. Fully 80% of Canadians indicated they were either very or somewhat interested in local news, which compares to 73% for national news and 66% for international news.
- Results also suggest that interest in local news is much more likely to have increased (44%) than to have decreased among Canadians over the past few years (8%).
- Predictably, the local media are by far the most sought after sources for local information. The local or community newspaper was by far the most important source for local news and for local events and activities, whereas a local or community TV channel was the most common primary source of information for local weather. Local radio was consistently one of the top three sources.
- By tallying the results for radio and TV broadcasters, including the CBC, this combined group becomes the most common primary source of information for local news and for local weather (54% and 68% respectively).
- Also worth noting, few Canadians would consider the Internet their primary source for these types of information while the CBC (radio or television) were considered primary sources for at least 1 in 10 Canadians for local news, weather or local events.



Overview of Results

The Results (continued)

- Results pertaining to satisfaction with specific sources of information appear to be highly correlated with results pertaining to the perceived importance of specific sources. This is to be expected – if someone is not satisfied with a given source, they surely are not likely to consider this source important to them, especially when they have a variety of sources from which they can access local information.
- Results also show that there is no single source towards which Canadians feel passionately about in terms of importance or satisfaction – the top-2 box score (meaning a score of 9 or 10 on a 10-point scale) in terms of importance never exceeded 30% and the equivalent score for satisfaction never exceeded 23% for any type of source. Specific results show that the local or community newspaper was the most important source, followed by local radio (they were also the highest in terms of satisfaction). It is worth noting that while few Canadians considered the Internet a primary source of information, it was nonetheless considered a “very important” one for 1 in 5 Canadians.
- This result pertaining to the importance of the Internet may trend upwards in the near future since another result from this research shows that Canadians were most likely to have increased their use of the Internet as a source of local information compared to all other sources. For 26% of Canadians, use of the Internet for local information has increased significantly while another 23% believe it has increased a little.
- Results show that Canadians are generally “satisfied” with the manner in which they are kept informed of local news and events. Satisfaction is not overwhelming since the majority of Canadians (52%) assigned a score of 7 or 8 on a 10-point scale while about 1 in 5 assigned a satisfaction score of 9 or 10.
- Canadians would appear to be sensitive to any increase or decrease in the amount of local information made available to them. Just a 10% decrease would seemingly have a negative impact on half of Canadians while a 25% increase would have a positive impact on 70% of Canadians. The general conclusion would seem to be that Canadians could by and far benefit from more local information.



Overview of Results

The Results (continued)

- The research revealed interesting results relating to the attitude Canadians have towards local information:
 - About 70% believe a 25% increase in the amount of local information would have a positive impact on them and 57% believe a 25% decrease would have a negative impact on them.
 - While changing the quantity of information available to them would clearly affect most Canadians, a change in the quality of the coverage would appear to have a relatively more tame impact. Fully 52% of Canadians agree that no matter how good the local coverage gets, it will not increase their appetite for this type of information.
 - By and far, Canadians seem to feel they can relate to the news coverage in their area, especially among Canadians in the Atlantic provinces. Those least likely to feel that they can relate were young Canadians (18 to 34 years old).
 - Canadians were in agreement that the federal government needs to play an active role in ensuring that communities receive high quality information. Fully 42% strongly agree with this position and another 35% somewhat agree.
 - Canadians also seem to agree that if the federal government has a role to play in terms of ensuring that communities receive high quality information, so do the provincial governments. Fully 42% strongly agree that the provincial government needs to play an active role and another 39% somewhat agree.
 - As the level of government narrows from the federal level to the municipal level, the expected role in terms of ensuring that communities receive high quality information seems to increase in importance. Fully 86% of Canadians believe the municipal government has a role to play, compared to 81% for the provincial government and 77% for the federal government.
 - Canadians were most in agreement with the fact that local radio and television broadcasters need to play an active role in terms of ensuring that communities receive high quality information. In fact, support for this argument was near-unanimous with 94% in agreement.



Detailed Results

Percentages may not sum to one hundred due to rounding

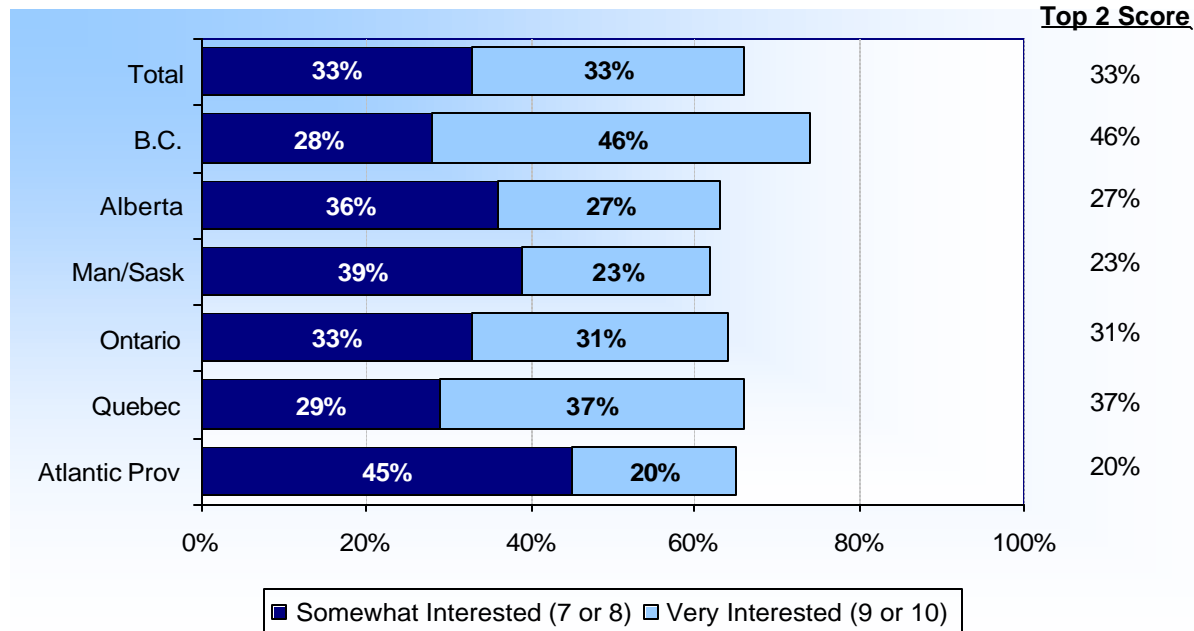


Canadian Interest in Local Information



Level of Interest : International News (Top 4 Box Scores)

- Canadians were asked to state their level of interest in international, national and local news using a 10-point scale. As the figure below shows, approximately one-third of Canadians can be considered to be very interested in international news (they provided a score of 9 or 10 on the 10-point scale) and another third are somewhat interested (giving a score of 7 or 8). Based on top-2 box scores, it appears that respondents in BC and Quebec are the most interested in international news whereas respondents in Atlantic Canada and Manitoba/ Saskatchewan show less interest.



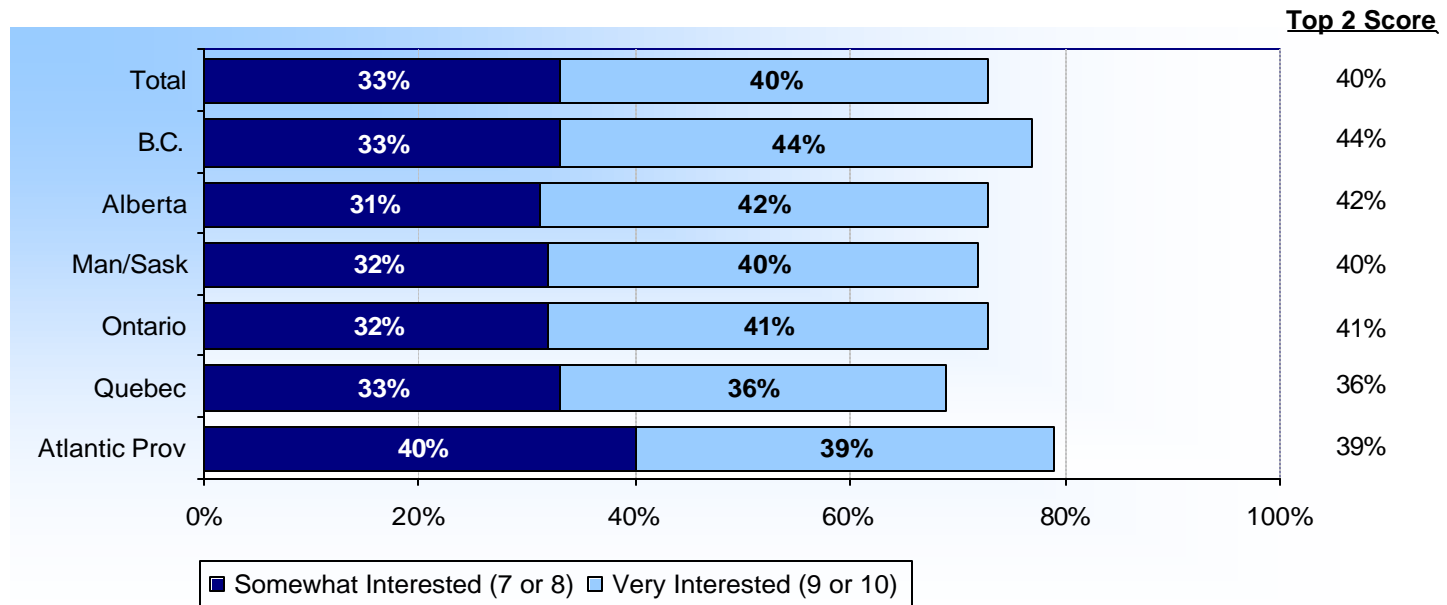
Question 1a: On a scale from 1 to 10, where 1 means you are "Not at all interested" and 10 means you are "Very interested", please indicate how interested you are in... International news?

Base: All respondents (n=1,008)



Level of Interest : National News (Top 4 Box Scores)

- National news was generally more interesting to Canadians compared to international news (40% vs. 33%). Interest in this type of news is for the most part uniform across the various regions across the country, with Canadians in Atlantic Canada showing the most interest, with a top-4 box score of 79%.



Question 1b: On a scale from 1 to 10, where 1 means you are "Not at all interested" and 10 means you are "Very interested", please indicate how interested you are in...National news?

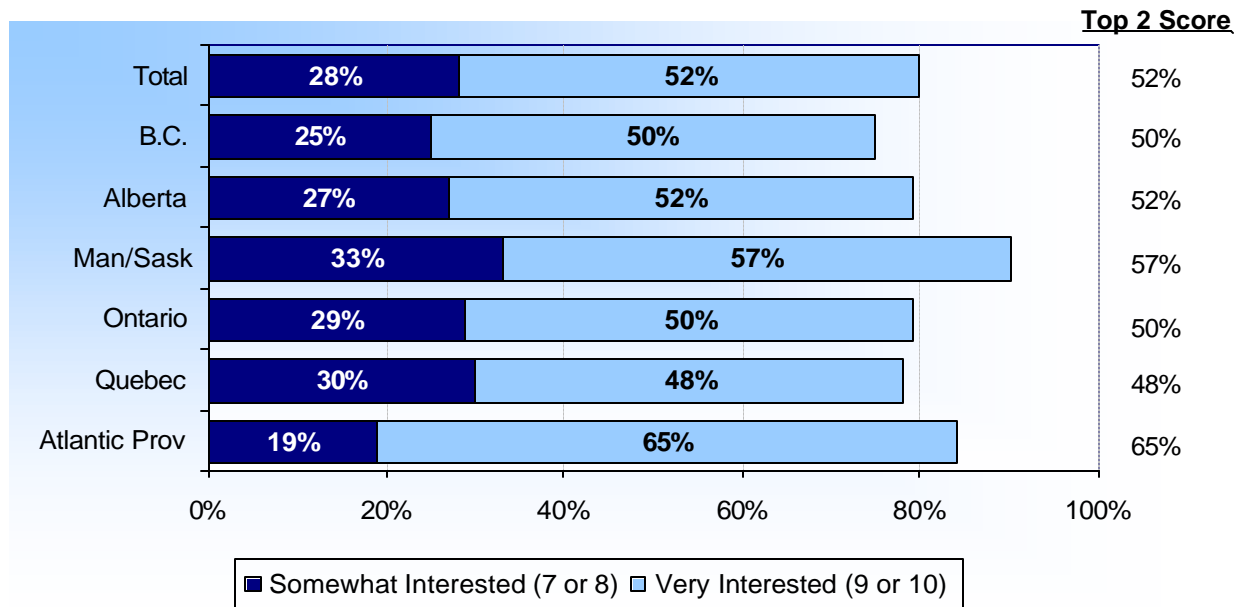
Base: All respondents (n=1,008)



Level of Interest : Local News (Top 4 Box Scores)

- Interest in local news, the focus of this study, garnered the highest interest with 8 in 10 Canadians assigning a score of at least 7 on the 10-point interest scale. More specifically, 52% assigned a score of at least 9 and another 28% gave a score of 7 or 8. General interest was greatest among respondents in Manitoba/ Saskatchewan (90%) whereas interest was most intense in Atlantic Canada where 65% assigned a score of at least 9. This compares to 48% in Quebec, 50% in BC and Ontario and 52% in Alberta.

- Specific demographic segments most likely to express relatively stronger interest (based on top-2 box scores) include:
 - College graduates (58%),
 - Non-CMA (56%), and,
 - Women (57%).
- Interest was noticeably lower among youth (ages 18 to 24) where only 64% expressed interest by assigning a score of at least 7.

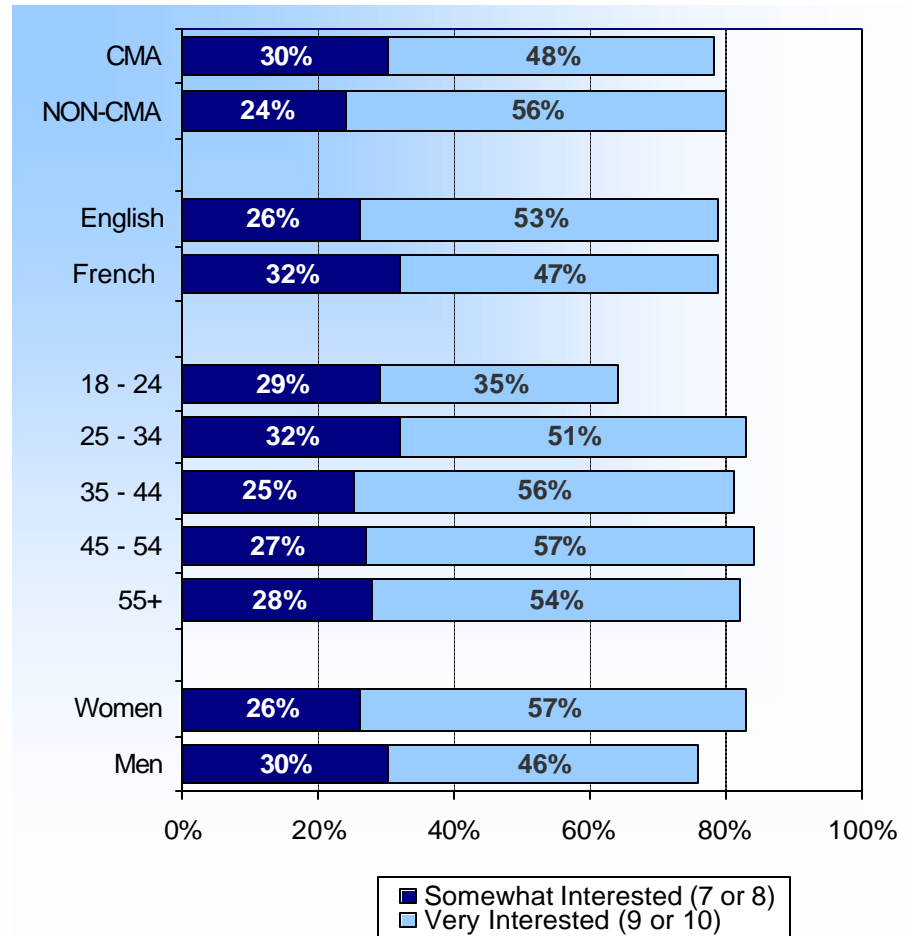
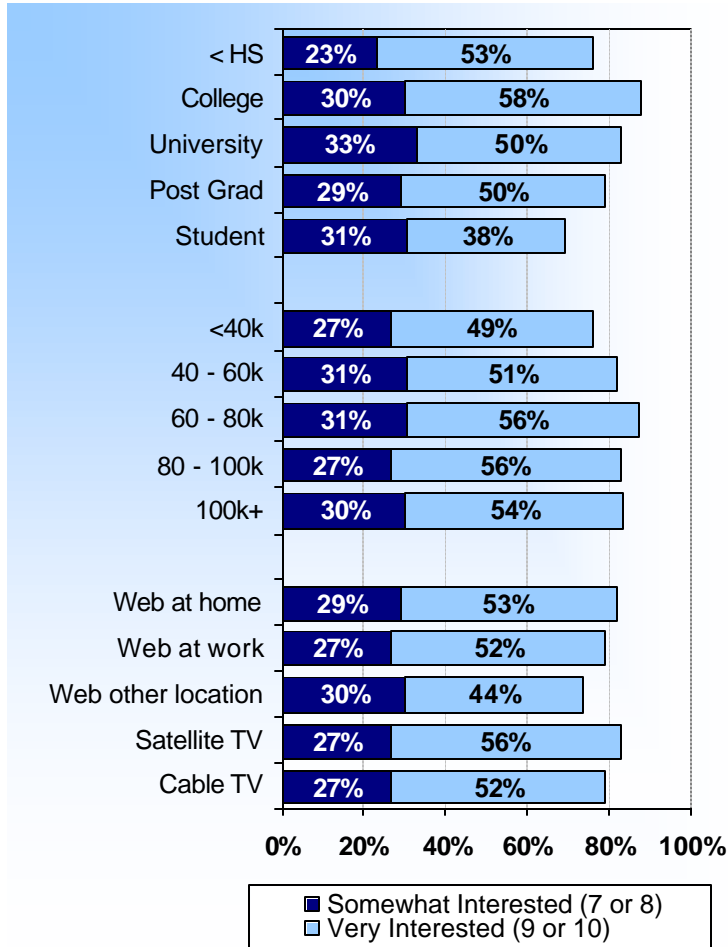


Question 1c: On a scale from 1 to 10, where 1 means you are “Not at all interested” and 10 means you are “Very interested”, please indicate how interested you are in...Local news?

Base: All respondents (n=1,008)



Level of Interest : Local News (Top 4 Box Scores)



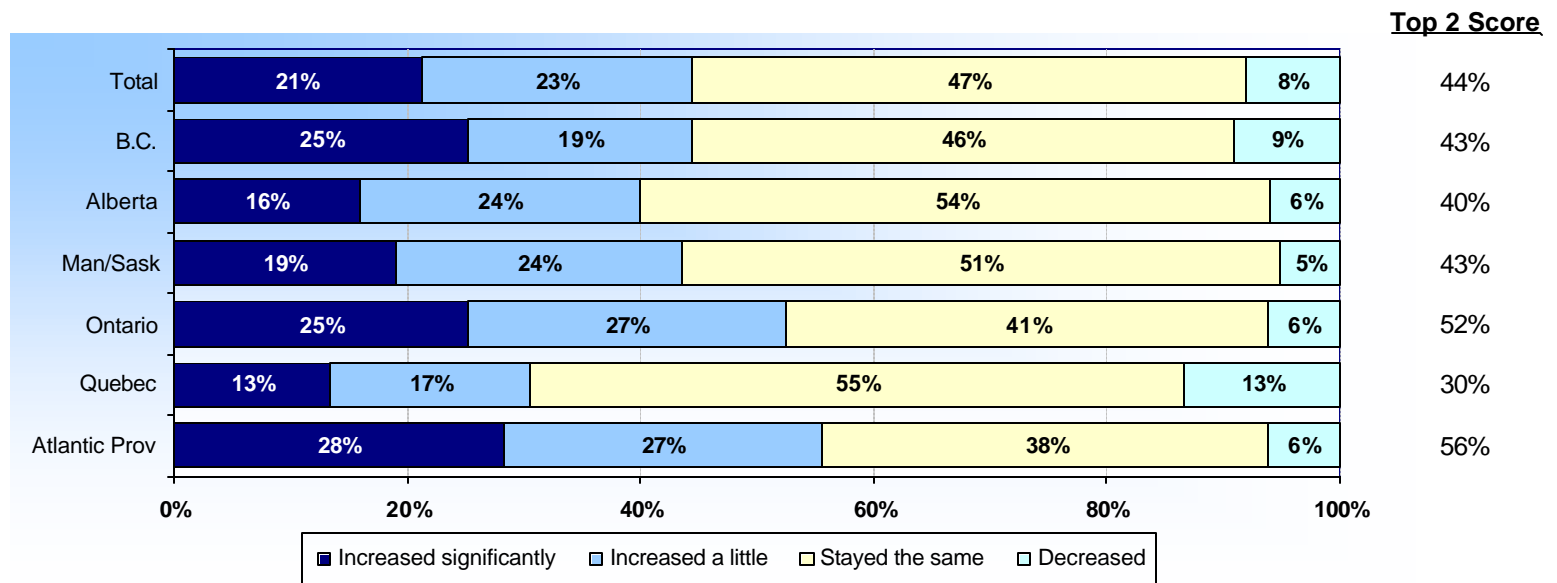
Question 1c: On a scale from 1 to 10, where 1 means you are "Not at all interested" and 10 means you are "Very interested", please indicate how interested you are in...Local news?

Base: All respondents (n=1,008)



Interest in Local Information

- For the most part, interest in local information has either increased or remained the same over the past few years. Results do suggest however that interest in local information is much more likely to have increased than to have decreased. In fact, for fully 1 in 5 Canadians, interest in this type of information has increased significantly and for nearly another third interest has increased a little. This compares to the 8% of Canadians among whom interest has decreased.
- There are notable regional differences in this shift in interest in local news. In particular, it is worth highlighting that interest seems to have grown the most in Atlantic Canada and in Ontario, especially compared to Quebecers where 13% indicated a decrease in interest in local information.



Question 2: Over the past few years, would you say that your interest in local information has increased significantly, increased a little, stayed the same, decreased a little or decreased significantly?

Base: All respondents (n=1,008)



Primary Sources of Local Information



Primary Source of Information: Local News

- Local or community newspapers (33%) and TV channels (26%) dominate as the primary means through which Canadians remain abreast of local news. The local or community newspaper was particularly dominant in BC whereas a local or community TV channel was the most common source of local news in Alberta and Manitoba/ Saskatchewan.
- At 16%, the CBC is also considered by many as a primary source of local info (CBC TV at 11% and CBC radio at 5%), especially in Quebec (31%). As much as the Internet has been touted as the information highway, at 4% it certainly is not the primary road adopted by Canadians to access local news.
- Combined, radio and TV broadcasters, including the CBC, were the most common primary source for local news for 54% of Canadians.

	Total	British Columbia	Alberta	Manitoba / Sask	Ontario	Quebec	Atlantic Provinces
Local or community newspaper	33%	44%	29%	28%	32%	32%	32%
Local or community TV channel	26%	26%	34%	37%	27%	19%	19%
Local radio station	12%	11%	17%	10%	11%	13%	16%
CBC television	11%	5%	5%	12%	8%	18%	13%
CBC radio	5%	2%	5%	1%	4%	6%	9%
National daily newspaper	4%	2%	2%	2%	6%	2%	4%
Internet	3%	2%	4%	4%	3%	2%	3%
Word of mouth	3%	2%	1%	2%	5%	2%	4%
Other source	2%	2%	2%	2%	2%	4%	1%
I do not access this type of information	2%	-	-	-	2%	2%	-
Don't know	1%	1%	1%	1%	1%	1%	-

Question 3a: *And, thinking of the various types of local information that you would regularly access, what is your primary source of information for Local news? Would that be...*

Base: *All respondents (n=1,008)*



Primary Source of Information: Local Weather

- Canadians resort in large part to a local or community TV channel to find out about local weather (37%), followed distantly by their local radio station (15%) and the Internet (14%). The high proportion of answers falling into the “other source” category might be explained by the fact that some of the respondents mentioned the Weather Network as a primary source of information on local weather (verbatim comments were not collected). The use of a local or community TV channel was lowest in Atlantic Canada (21%).
- While 16% considered the CBC their primary source for local news, the same proportion consider it a primary source for local weather (10% TV and 6% radio). Again, this finding was highest in Quebec at 25%.
- Regional differences worth noting include the popularity of the local and CBC radio in Atlantic Canada, of the Internet in BC, and of CBC television in Quebec. Combined, radio and TV broadcasters, including the CBC, were selected by 68% of Canadians.

	Total	British Columbia	Alberta	Manitoba / Sask	Ontario	Quebec	Atlantic Provinces
Local or community TV channel	37%	42%	36%	46%	41%	32%	21%
Local radio station	15%	11%	20%	14%	15%	10%	25%
Internet	14%	21%	16%	16%	13%	11%	14%
CBC television	10%	5%	10%	5%	9%	17%	8%
CBC radio	6%	5%	6%	1%	5%	8%	10%
Local or community newspaper	4%	4%	4%	2%	3%	6%	7%
Word of mouth	1%	-	1%	3%	1%	1%	1%
National daily newspaper	1%	2%	1%	-	2%	1%	-
Other source	8%	8%	3%	13%	8%	9%	14%
I do not access this type of information	2%	-	1%	-	2%	3%	-
Don't know	2%	2%	1%	-	1%	3%	-

Question 3b: *And, thinking of the various types of local information that you would regularly access, what is your primary source of information for Local weather. Would that be...*

Base: *All respondents (n=1,008)*



Primary Source of Information: Local Events and Activities

- In terms of finding out about local events and activities, Canadians in the large part resort to their local or community newspaper (47%), a result very consistent across the country. Other than the local or community TV channel (12%) and the local radio station (9%), most other sources were only mentioned by 4%-6% of Canadians.
- Word of mouth was relatively more prevalent as a primary source of information for local events and activities compared to local weather and local news.
- Conversely, CBC radio and CBC television decreased in importance when it comes to this type of information (8%).
- Combined, radio and TV broadcasters, including the CBC, were selected by 29% of Canadians as their primary source of information on local events and activities.

	Total	British Columbia	Alberta	Manitoba / Sask	Ontario	Quebec	Atlantic Provinces
Local or community newspaper	47%	51%	37%	42%	49%	48%	48%
Local or community TV channel	12%	11%	20%	9%	14%	8%	6%
Local radio station	9%	7%	17%	19%	7%	6%	20%
Word of mouth	6%	5%	9%	8%	7%	3%	9%
Internet	4%	5%	2%	5%	5%	3%	1%
National daily newspaper	4%	2%	3%	5%	5%	4%	2%
CBC radio	4%	5%	3%	-	2%	6%	5%
CBC television	4%	1%	5%	5%	3%	6%	7%
Other source	4%	4%	1%	3%	3%	7%	2%
I do not access this type of information	3%	4%	2%	1%	3%	5%	1%
Don't know	3%	4%	1%	2%	2%	4%	-

Question 3c: *And, thinking of the various types of local information that you would regularly access, what is your primary source of information for Events and activities in your community? Would that be...*

Base: *All respondents (n=1,008)*

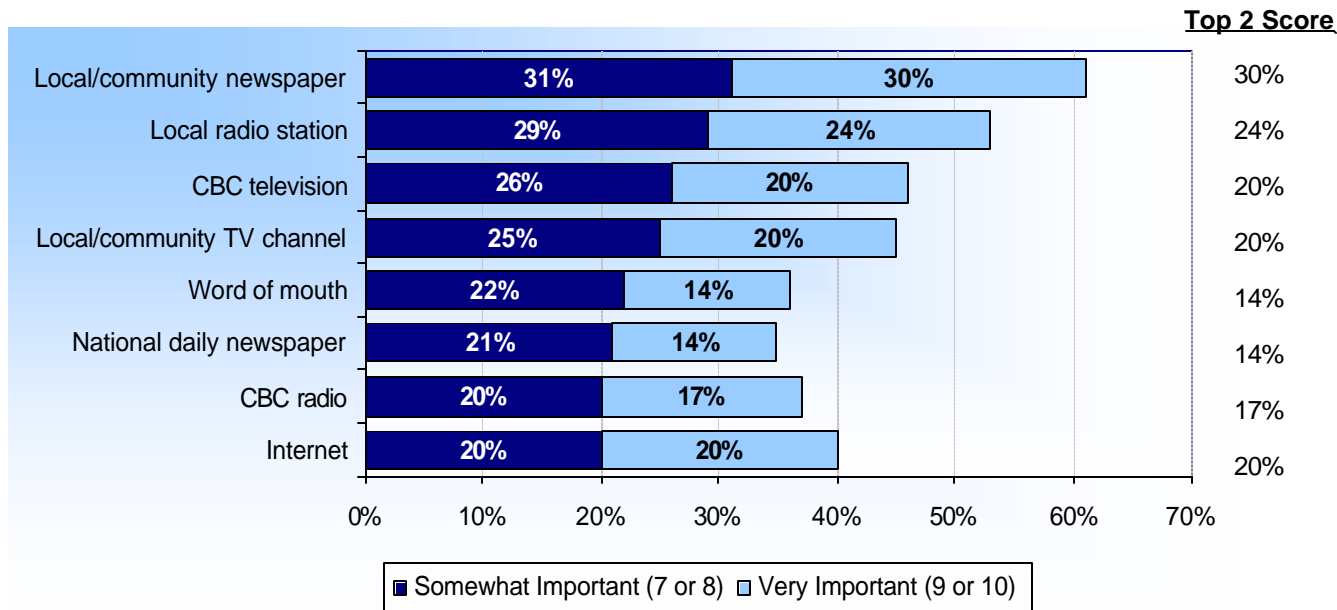


Importance of Local Sources of Information



Importance of Local Sources of Information (Top 4 Box Scores)

- While Canadians do not necessarily assign an extremely high level of importance to one particular source, they do assign a fairly consistent level of importance across a variety of sources.
- As could be expected from results presented in the previous section, the local or community newspaper received the most votes in terms of importance (30% assigned a score of 9 or 10), followed closely by the local radio station (24%). Word of mouth and national daily newspapers were considered the least important at 14% respectively.



Question 5: Now, on a scale from 1 to 10, where 1 means "Not important at all" and 10 means "Very important" please indicate how important [INSERT SOURCE] is to you as a source of local information.

Base: All respondents (n=1,008)



Importance of Local Sources of Information (Top 2 Box Scores – % by Regions)

- Just as there were notable regional differences across the primary sources of information in the previous section, there are also a few worth noting in considering top-2 box score importance ratings.
- The local radio station is relatively more important in Atlantic Canada compared to many other regions, CBC television and radio were less important in Alberta, and a national daily newspaper was more important in Quebec.

	Total	British Columbia	Alberta	Manitoba / Sask	Ontario	Quebec	Atlantic Provinces
Local or community newspaper	30%	29%	27%	28%	32%	28%	31%
Local station radio	24%	20%	30%	29%	23%	21%	35%
CBC television	20%	20%	13%	19%	17%	26%	25%
Local or community TV channel	20%	19%	21%	22%	25%	15%	22%
Word of mouth	14%	11%	16%	12%	17%	9%	10%
National daily newspaper	14%	11%	13%	10%	14%	25%	10%
CBC radio	17%	22%	11%	13%	14%	19%	23%
Internet	20%	22%	22%	13%	22%	18%	22%

Question 5: Now, on a scale from 1 to 10, where 1 means “Not important at all” and 10 means “Very important” please indicate how important **[INSERT SOURCE]** is to you as a source of local information.

Base: All respondents (n=1,008)

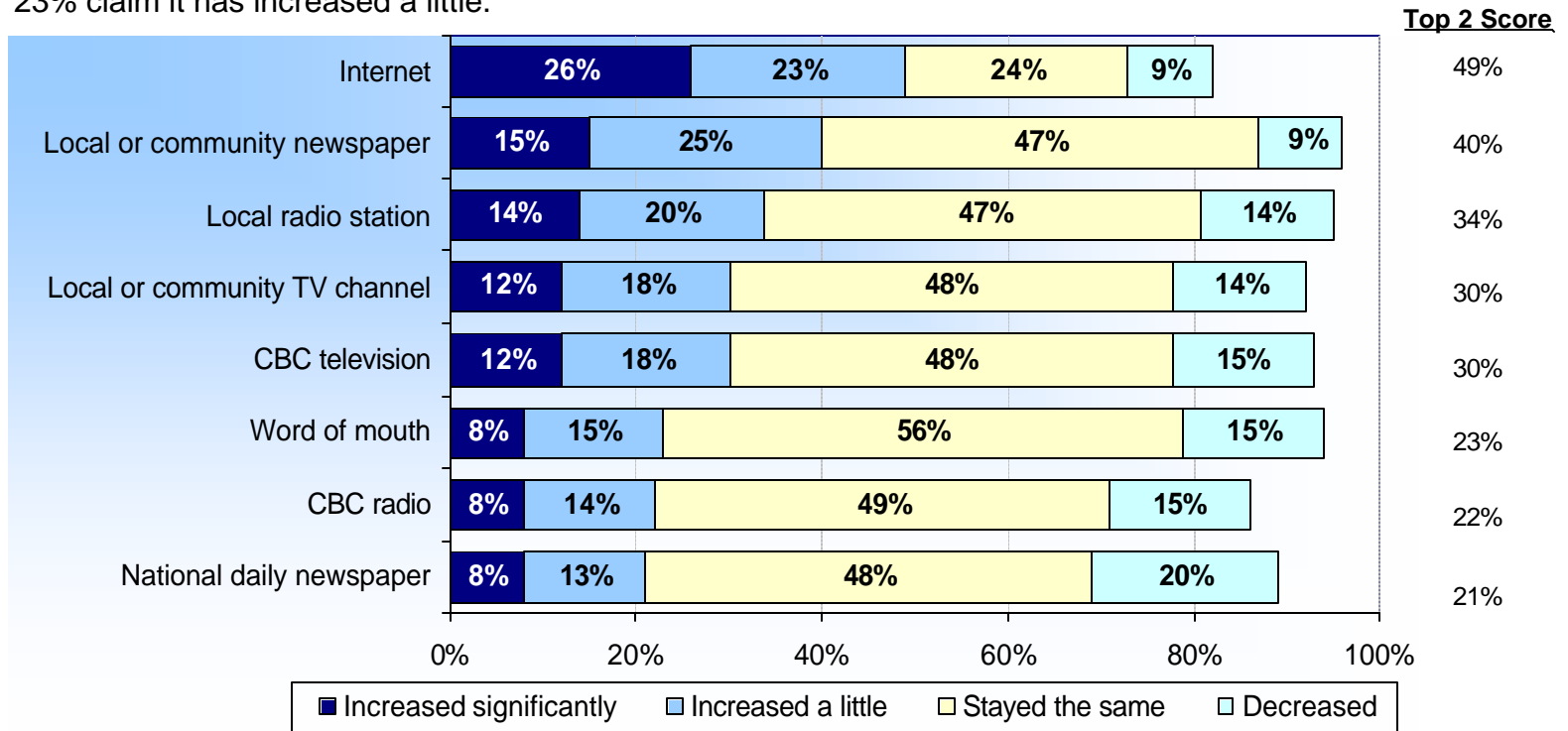


Changes in the Use of Local Sources of Information



Changes in the Use of Local Sources of Information Across Canada

- It appears that some sources of local information have grown in importance over the past few years compared to others. While national daily newspapers appear to be on the decline, they may be getting replaced by sources such as the Internet and the local media, in particular local TV channels and local newspapers.
- In fact, across all sources of local information, the Internet seems to have gained the most in popularity as 26% of Canadians claim their use of the Internet as a source of local information has increased significantly and another 23% claim it has increased a little.



Question 6: Over the past few years, would you say that your use of **[INSERT SOURCE]** as a source of local information has increased significantly, increased a little, stayed the same, decreased a little or decreased significantly?

Base: All respondents (n=1,008)



Changes in the Use of Local Sources of Information (Top 2 Box Scores – % by Regions)

- The table below shows the proportion of Canadians in each region who have increased their use of each type of source for local information.
- Shifts in usage appear fairly consistent for each source across the regions. The net increase in the use of the Internet is noticeably lower in Quebec when compared to most other regions. Net increases in the use of CBC radio and CBC television are higher in Atlantic Canada compared to regions like Alberta, Manitoba/ Saskatchewan and Ontario.

	Total	British Columbia	Alberta	Manitoba / Sask	Ontario	Quebec	Atlantic Provinces
Local station radio	34%	28%	43%	34%	34%	30%	42%
Internet	50%	52%	54%	43%	53%	41%	55%
Local or community TV channel	30%	31%	37%	37%	29%	27%	28%
Local or community newspaper	41%	47%	32%	40%	39%	41%	44%
National daily newspaper	21%	25%	16%	16%	19%	23%	25%
CBC radio	23%	26%	15%	20%	20%	25%	30%
CBC television	31%	33%	24%	28%	27%	34%	41%
Word of mouth	23%	26%	17%	25%	24%	21%	26%

Question 6: Over the past few years, would you say that your use of **[INSERT SOURCE FROM THE LIST AT Q5]** as a source of local information has increased significantly, increased a little, stayed the same, decreased a little or decreased significantly?

Base: All respondents (n=1,008)



Satisfaction with Sources of Local Information



Satisfaction with Individual Sources of Local Information (Top 2 Box Scores - % by Region)

- Differences in satisfaction with specific sources across regions are similar to the differences relating to the importance of each source.
- Satisfaction with the local newspaper and the local radio station are highest in Atlantic Canada.
- Satisfaction with word of mouth was higher in Ontario compared to certain other regions.

	Total	British Columbia	Alberta	Manitoba / Sask	Ontario	Quebec	Atlantic Provinces
Local or community newspaper	23%	25%	23%	23%	24%	18%	35%
Local radio station	20%	16%	19%	23%	19%	19%	31%
Local or community TV channel	17%	12%	23%	22%	16%	13%	23%
CBC television	19%	22%	16%	19%	13%	24%	25%
Word of mouth	10%	9%	7%	7%	14%	7%	11%
National daily newspaper	14%	11%	9%	16%	13%	15%	15%
CBC radio	16%	19%	13%	12%	14%	17%	21%
Internet	21%	24%	21%	13%	23%	22%	19%

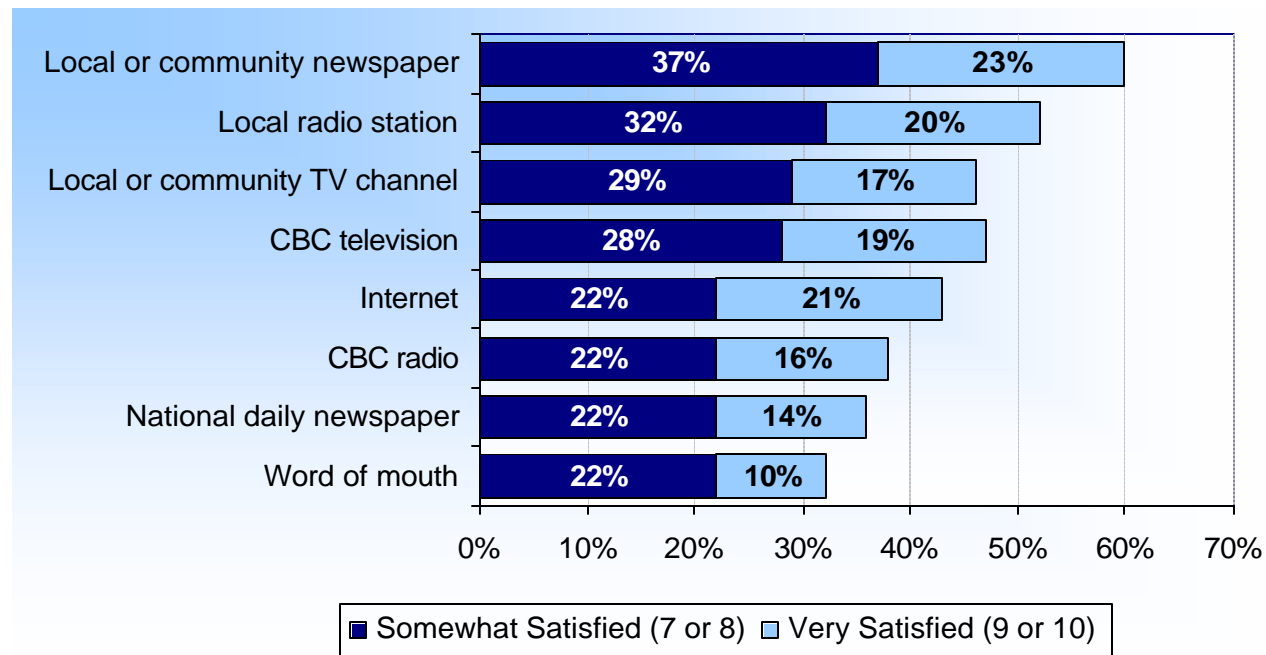
Question 7: And, how satisfied are you with **[INSERT SOURCE]** in terms of keeping you informed of local news and events? Please use a scale from 1 to 10, where "1" means "Extremely dissatisfied" and "10" means "Extremely satisfied".

Base: All respondents (n=1,008)



Satisfaction with Individual Sources of Local Information (Top 4 Box Scores)

- Results pertaining to satisfaction appear to be highly correlated with results relating to importance. This is to be expected – if they are not satisfied with a given source, Canadians surely are not likely to consider this source important to them, especially when they have a variety of sources from which they can access local information.
- As the results below show, Canadians are most satisfied with their local or community newspaper, followed by their local radio station and their television (local channels and CBC television received very similar satisfaction scores). Canadians are the least satisfied with word of mouth and national daily newspapers.



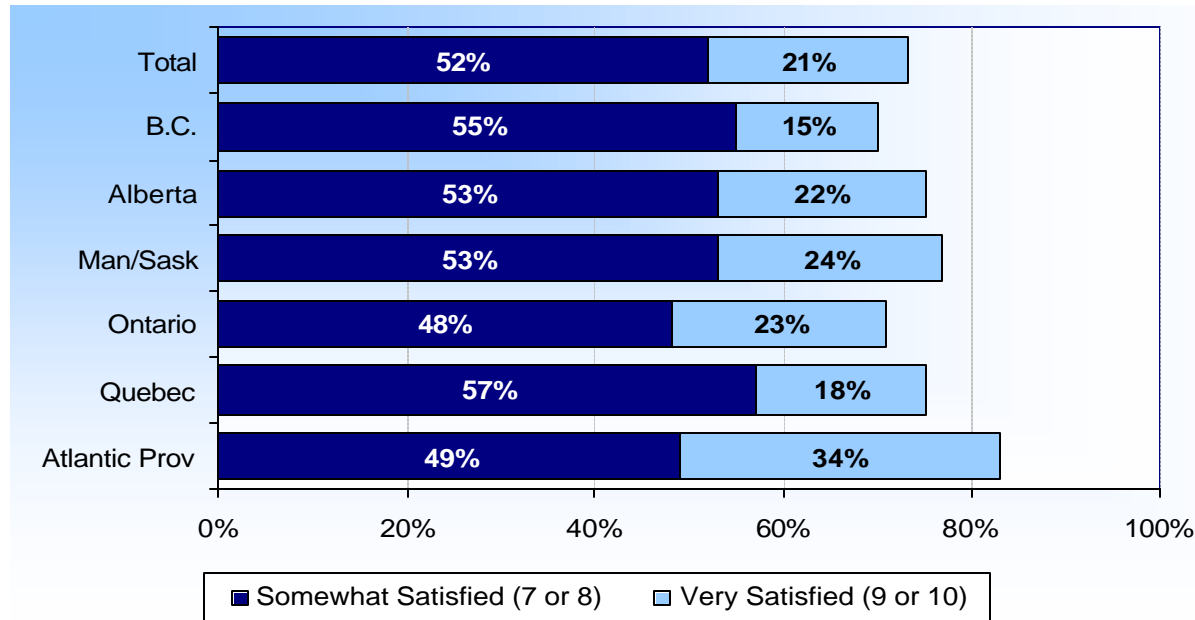
Question 7: And, how satisfied are you with **[INSERT SOURCE]** in terms of keeping you informed of local news and events? Please use a scale from 1 to 10, where "1" means "Extremely dissatisfied" and "10" means "Extremely satisfied".

Base: All respondents (n=1,008)



Overall Satisfaction with Local Information (Top 4 Box Scores)

- Nearly three-quarters of Canadians feel they are at least somewhat satisfied with the manner in which they are kept informed of local news and events. In fact, 52% are very satisfied (assigned a score of 9 or 10) while the remaining 21% can be considered somewhat satisfied (assigned a score of 7 or 8).
- While this satisfaction is consistent across the country, there are certain population segments where lower levels of satisfaction are worth noting. As seen on the following page, satisfaction clearly decreases with age – it ranges from a top 4 box score of 81% among respondents 18 to 24 years of age to a score of 69% among those over 54 years old.

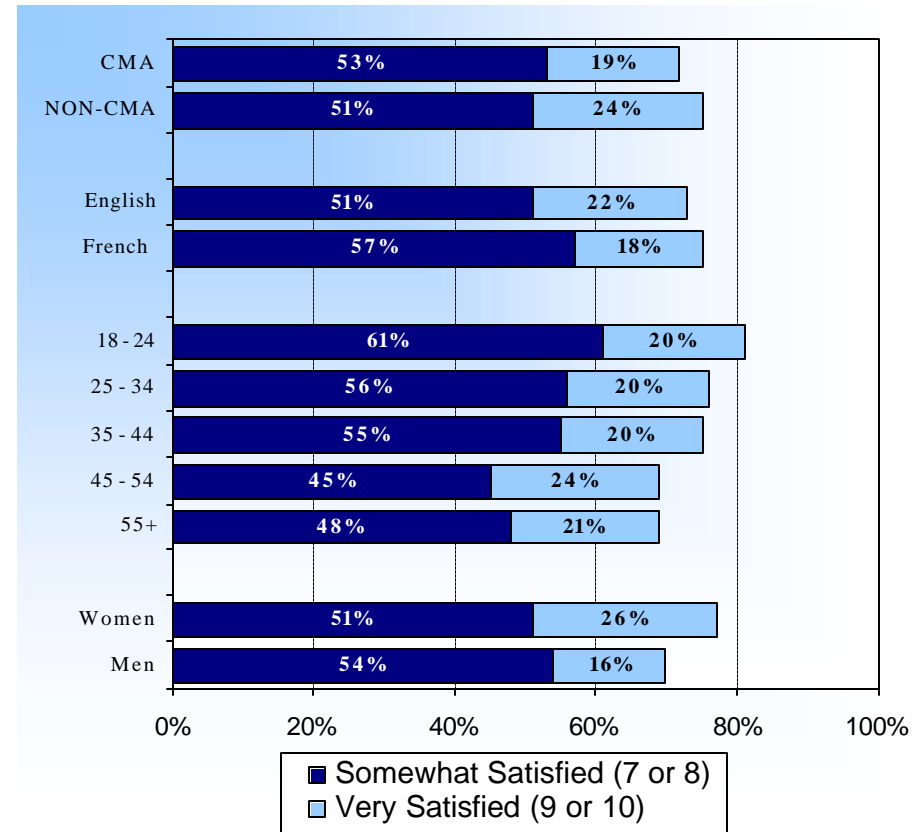
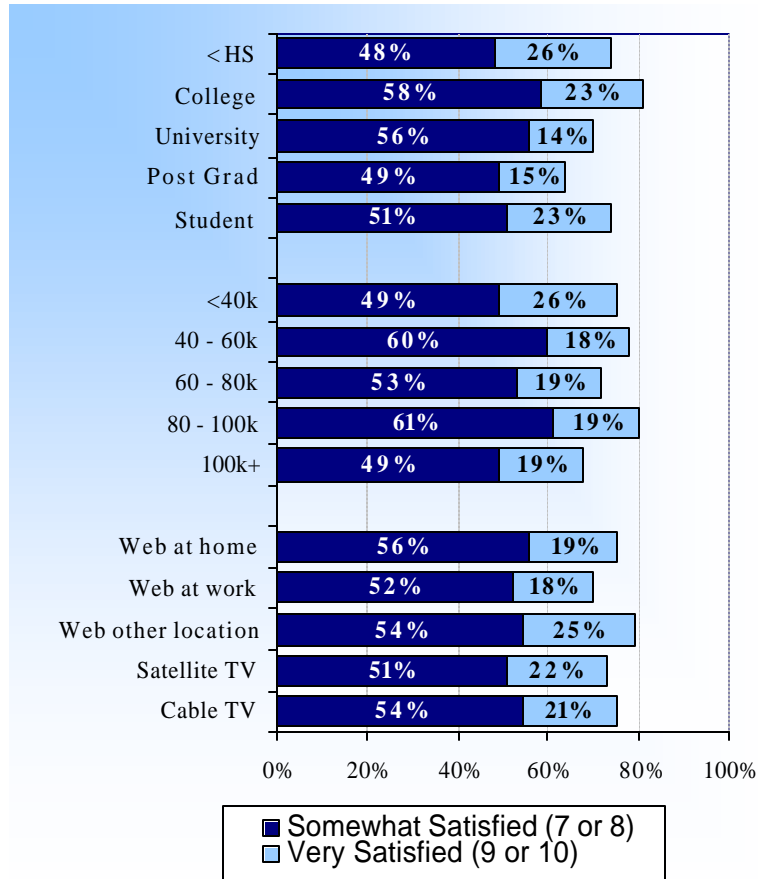


Question 8: And, taking all the current sources of local information available to Canadians into consideration, what is your overall level of satisfaction with manner in which you are kept informed of local news and events? Please use a scale from 1 to 10, where "1" means "Extremely dissatisfied" and "10" means "Extremely satisfied".

Base: All respondents (n=1,008)



Overall Satisfaction with Local Information (Top 4 Box Scores)



Question 8: And, taking all the current sources of local information available to Canadians into consideration, what is your overall level of satisfaction with manner in which you are kept informed of local news and events? Please use a scale from 1 to 10, where "1" means "Extremely dissatisfied" and "10" means "Extremely satisfied".

Base: All respondents (n=1,008)

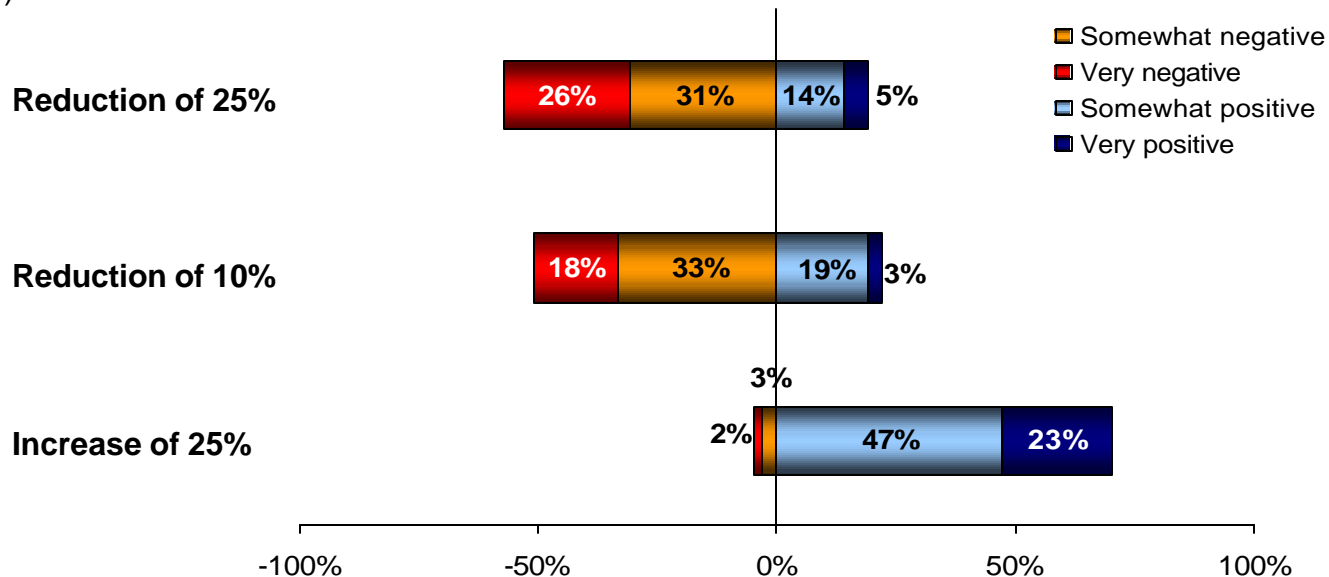


Impact of Reducing or Increasing the Amount of Local Information



Impact of Changing the Amount of Local Information

- While Canadians seem to believe that they would clearly benefit from an increase in the amount of local information made available to them, an important proportion also seem to feel that a reduction might also prove beneficial.
- Results from this research show that while 70% of Canadians feel a 25% increase in the amount of local information made available to them would have a positive impact on them, an equivalent decrease of 25% in the amount of local information would seem to have a positive impact on about 29% of Canadians.
- By and large though, any reduction in the availability of local information would appear to have a negative impact on Canadians. A 25% reduction was only seen as marginally more detrimental when compared to a 10% reduction (57% vs. 51%).



Question 9: And, what if the amount of local information made available to Canadians were [RANDOMIZE: increased by as much as 25%, reduced by as much as 10%, reduced by as much as 25%]? Would you say this would have a...

Base: All respondents (n=1,008), with each option presented to approximately 1/3 of respondents



Impact of Improved Coverage on Appetite for Local Information



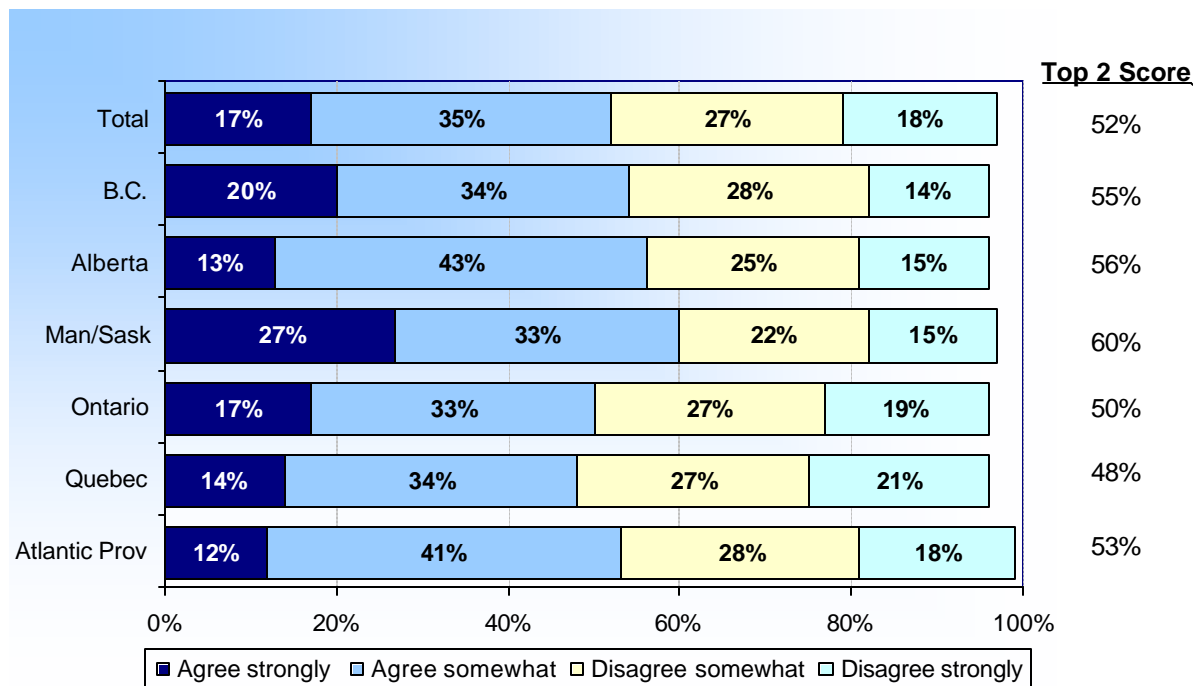
Impact of Improved Coverage on Appetite for Local Information

- While the results in the previous section suggest that Canadians are sensitive to changes in the quantity of local information available to them, results on this page suggest they would not necessarily be overly sensitive to an increase in the quality. Canadians seem to be split in terms of their stance on whether or not improved local coverage could potentially increase their appetite for this type of information. When asked if they agreed or not on this matter, 52% agreed that no matter how good local coverage gets, it will not increase their appetite for that kind of information whereas another 45% disagreed. Respondents in Manitoba / Saskatchewan were the only ones to differ on this issue compared to other regions – fully 27% of respondents in this region seem to believe that their interest would not increase.

- Potential for increased appetites for local information is greatest among:

- Post-graduates (56%),
- Households earning over \$80K, and,
- Canadians between 25 and 34 years old (52%).

- Interest would be least likely to increase among Canadians with no more than a high school education, those earning under \$40K, and those over 44 years old.



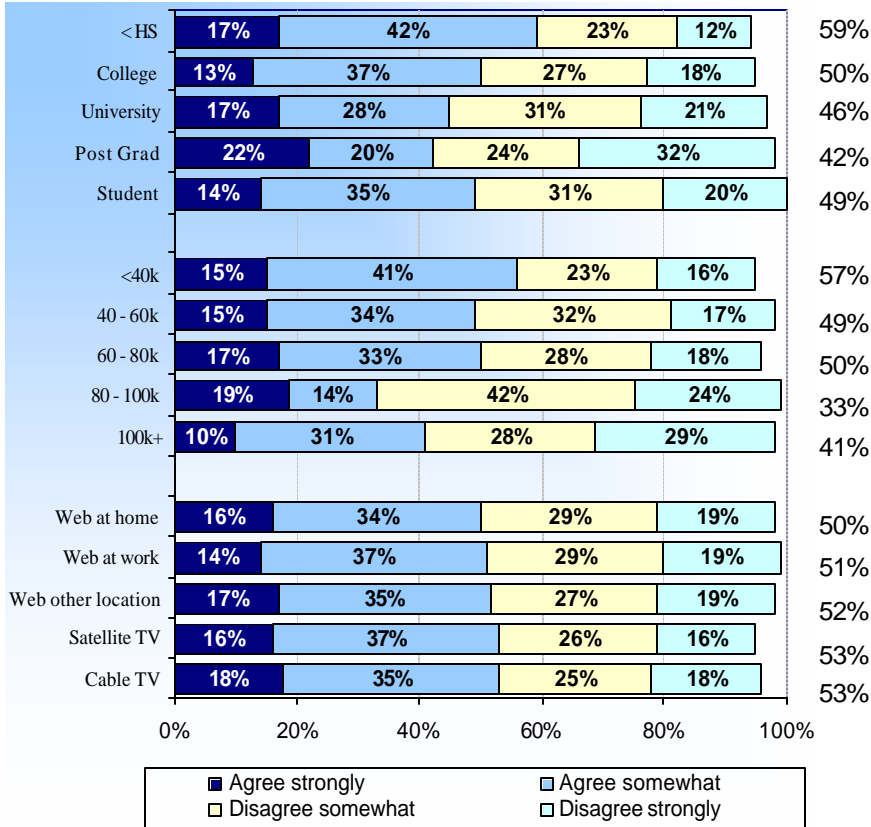
Question10a: *Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... No matter how good the local coverage gets, it will not increase my appetite for that kind of information.*

Base: *All respondents (n=1,008)*

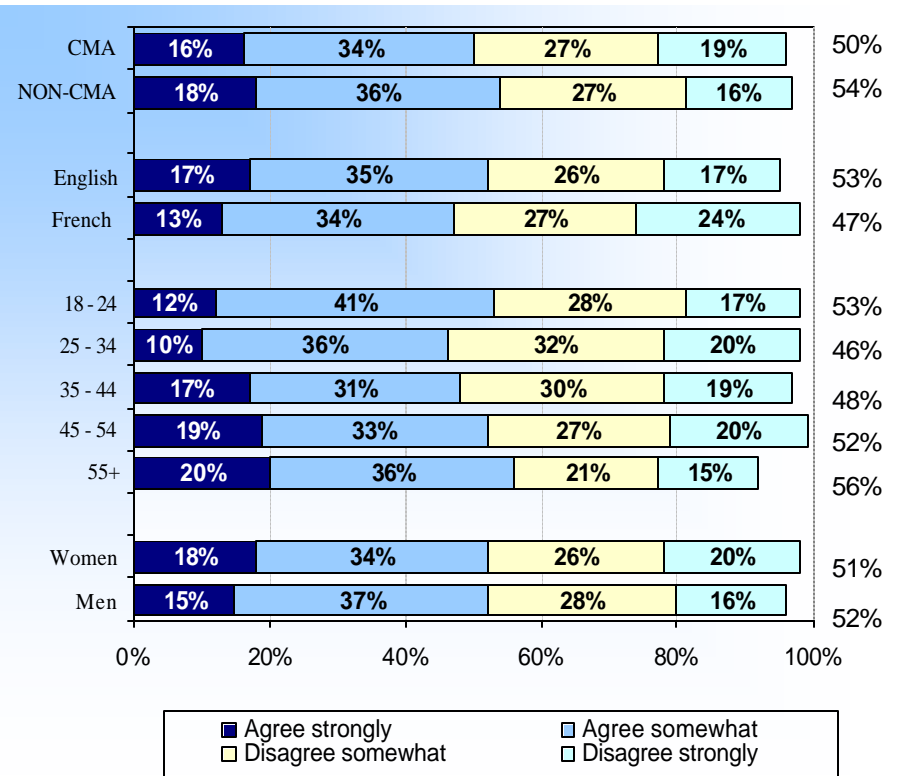


Impact of Improved Coverage on Appetite for Local Information

Top 2 Score



Top 2 Score



Question 10a: *Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... No matter how good the local coverage gets, it will not increase my appetite for that kind of information.*

Base: *All respondents (n=1,008)*



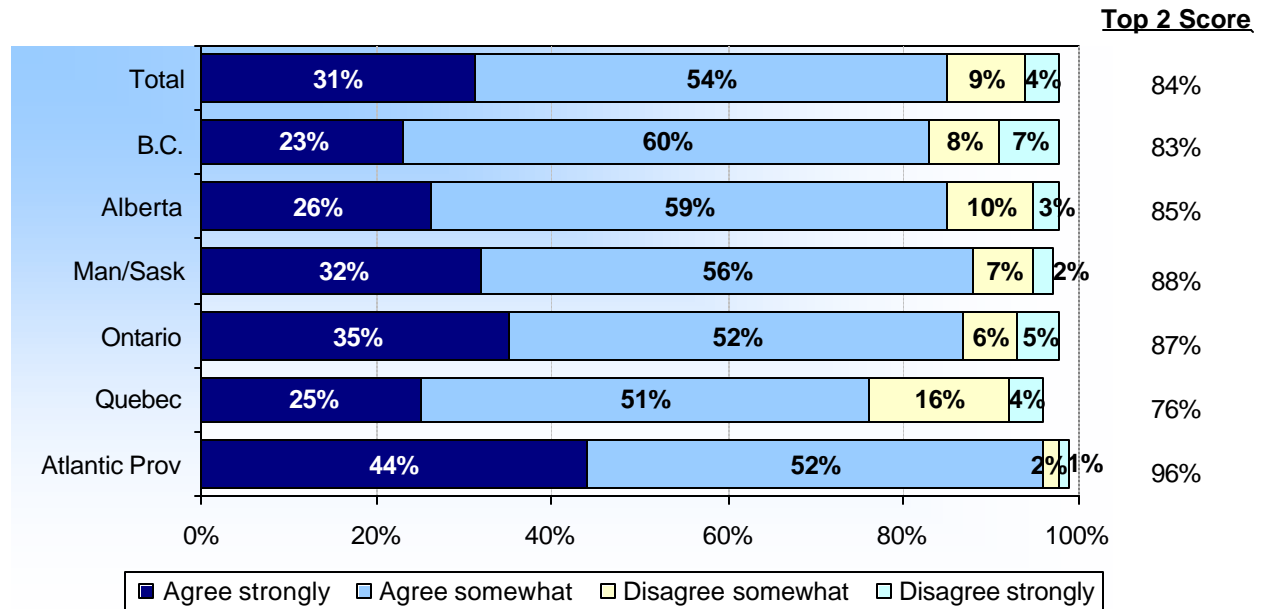
Ability to Relate to Local News Coverage



Ability to Relate to Local News Coverage

- The vast majority of Canadians can relate to the news coverage in their area. More specifically, 31% strongly agree that they can relate and another 54% somewhat agree. Only a small proportion (13%) feel they cannot relate to the news coverage in their area.
- The feeling of being able to relate seems highest in Atlantic Canada where agreement was nearly unanimous at 96%. Agreement was lowest in Quebec where 1 in 5 did not agree.

- The sense of relating to the news coverage in their areas seems to be linked to age. As the results on the following page show, students and respondents between the ages of 18 and 34 were the least likely to agree that they can relate to the news coverage in their area.
- As the regional differences would suggest, Francophones were also less likely to agree with this position.



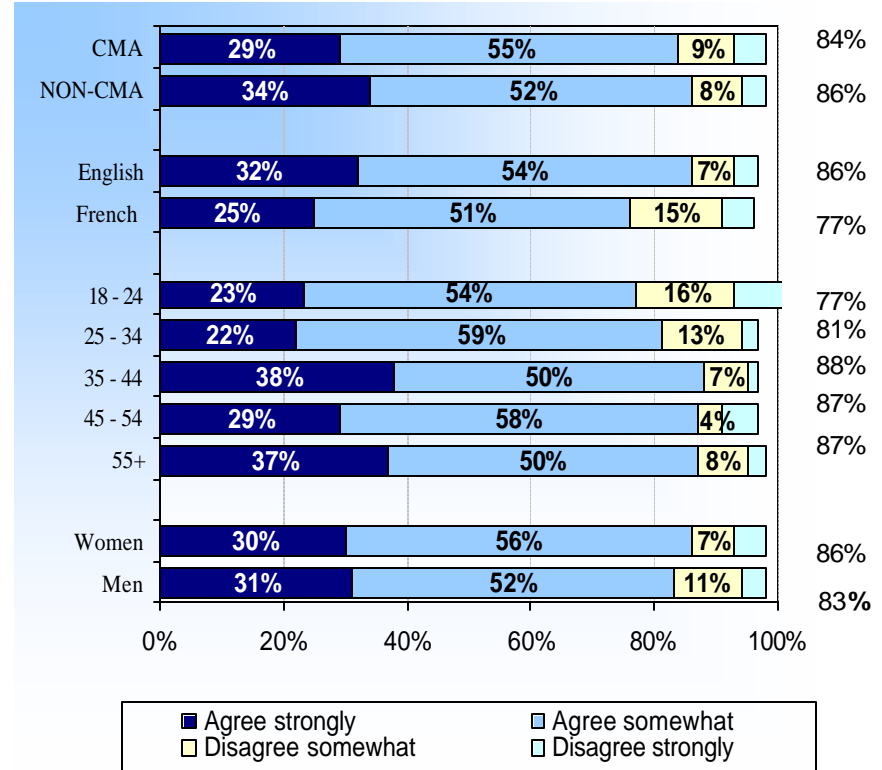
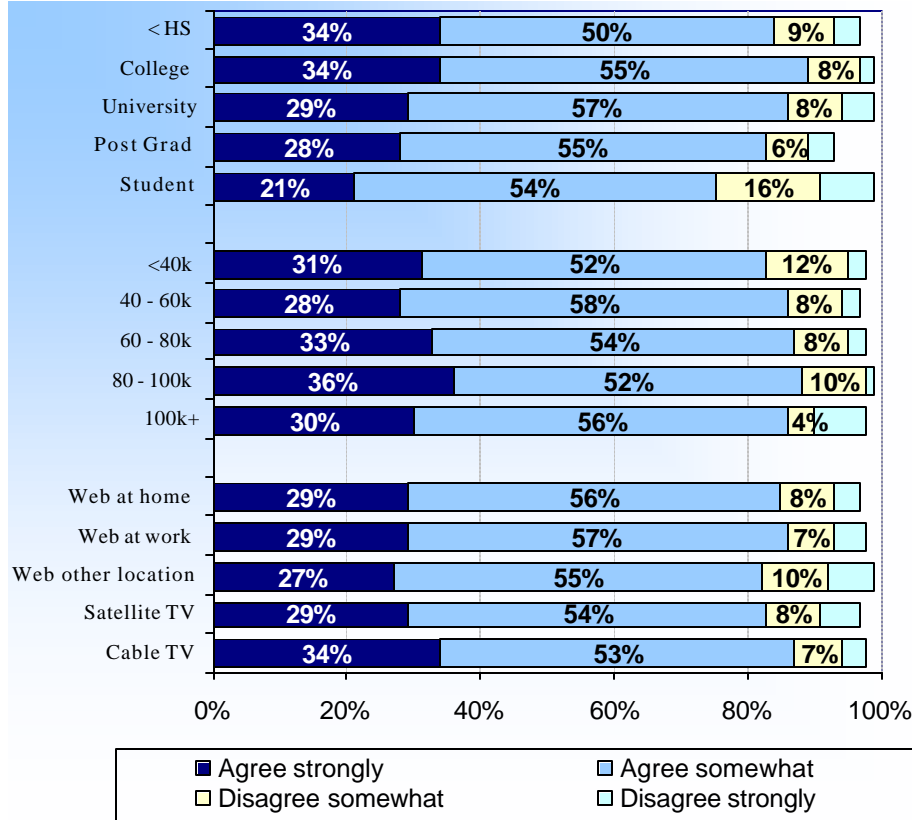
Question 10b: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... I feel I can relate to the news coverage in my area.
 Base: All respondents (n=1,008)



Ability to Relate to Local News Coverage

Top 2 Score

Top 2 Score



Question 10b: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... I feel I can relate to the news coverage in my area.
Base: All respondents (n=1,008)

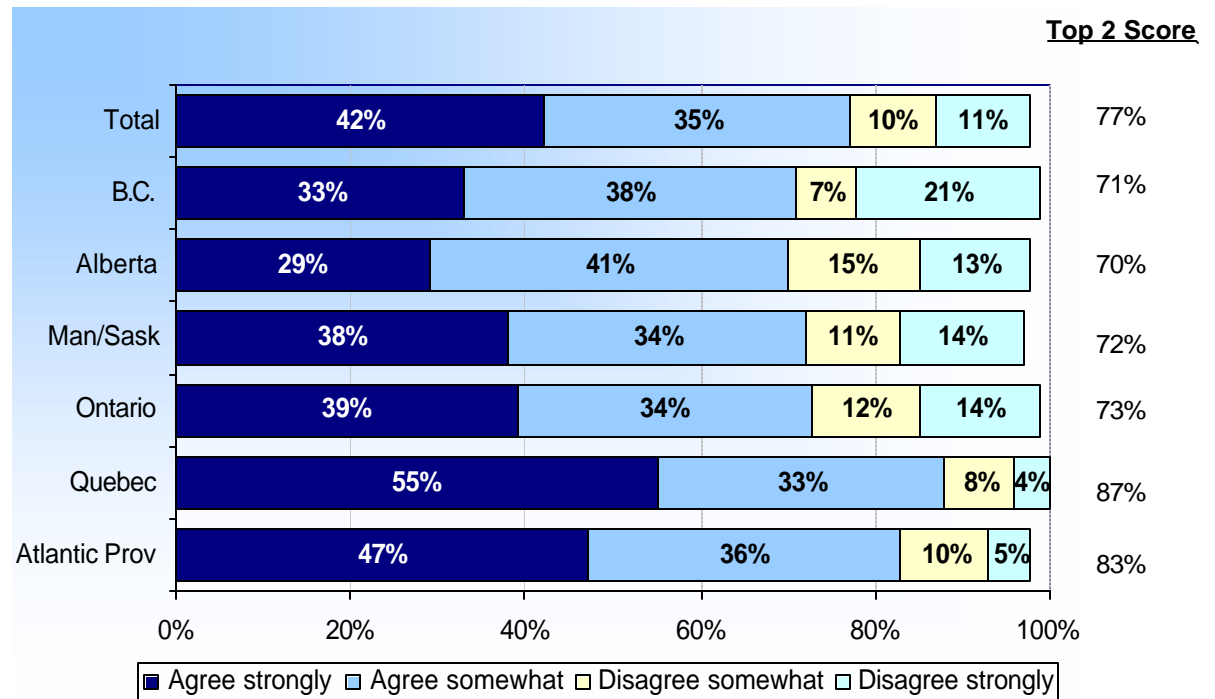


**Expectations of the Federal,
Provincial and Municipal Governments
and Local Broadcasters**



Expectations of the Federal Government

- Canadians are in agreement that the federal government needs to play an active role in ensuring that communities receive high quality local information. While the survey did not delve into specifics regarding how this could be accomplished, there nonetheless seems to be general support for federal level involvement.
- Quebecers and the Atlantic provinces show the greatest support for this federal government role (87% and 83% agreement) while respondents in BC were the least likely to support this type of role (only 33% strongly agree while 21% strongly disagree).
- Support for federal government involvement in this way decreases as the level of education of the respondent increases and as the household income increases.
- As the regional differences would suggest, Francophones were more likely to agree with this role compared to Anglophones.
- Across age brackets, youth between 18 and 24 were most supportive.



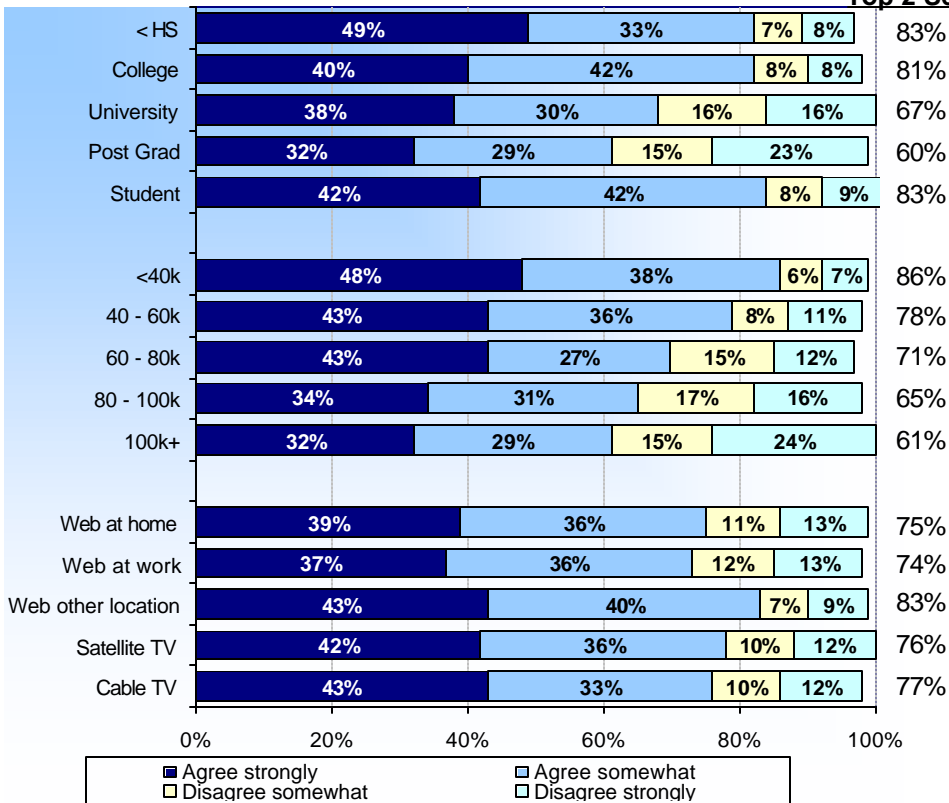
Question10c: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... The federal government needs to play an active role in ensuring that communities receive high quality local information.

Base: All respondents (n=1,008)

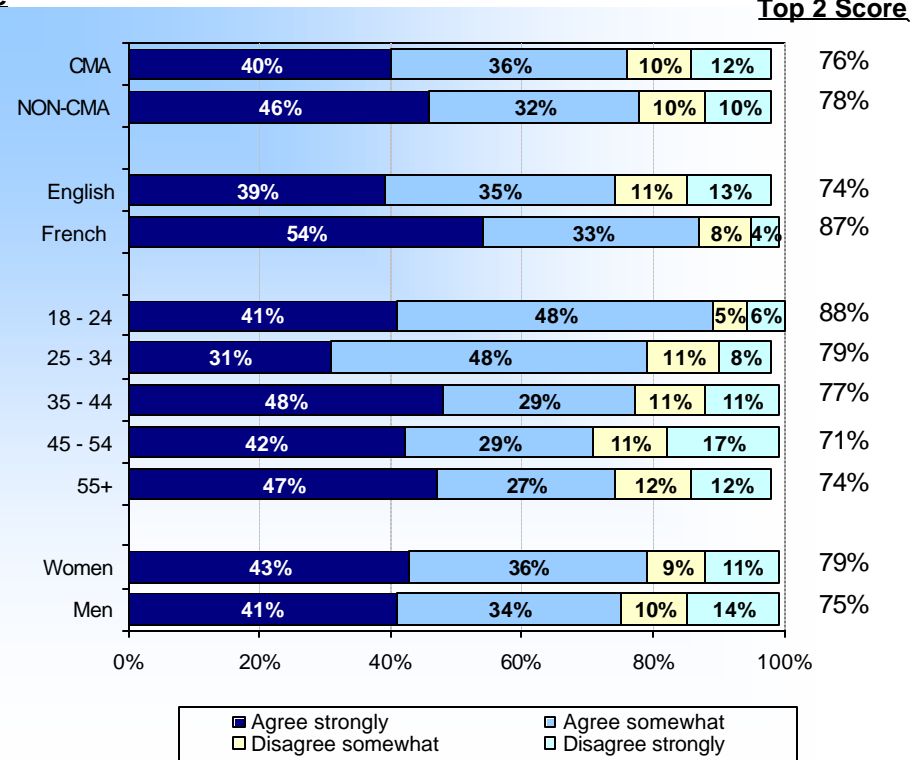


Expectations of the Federal Government

Top 2 Score



Top 2 Score



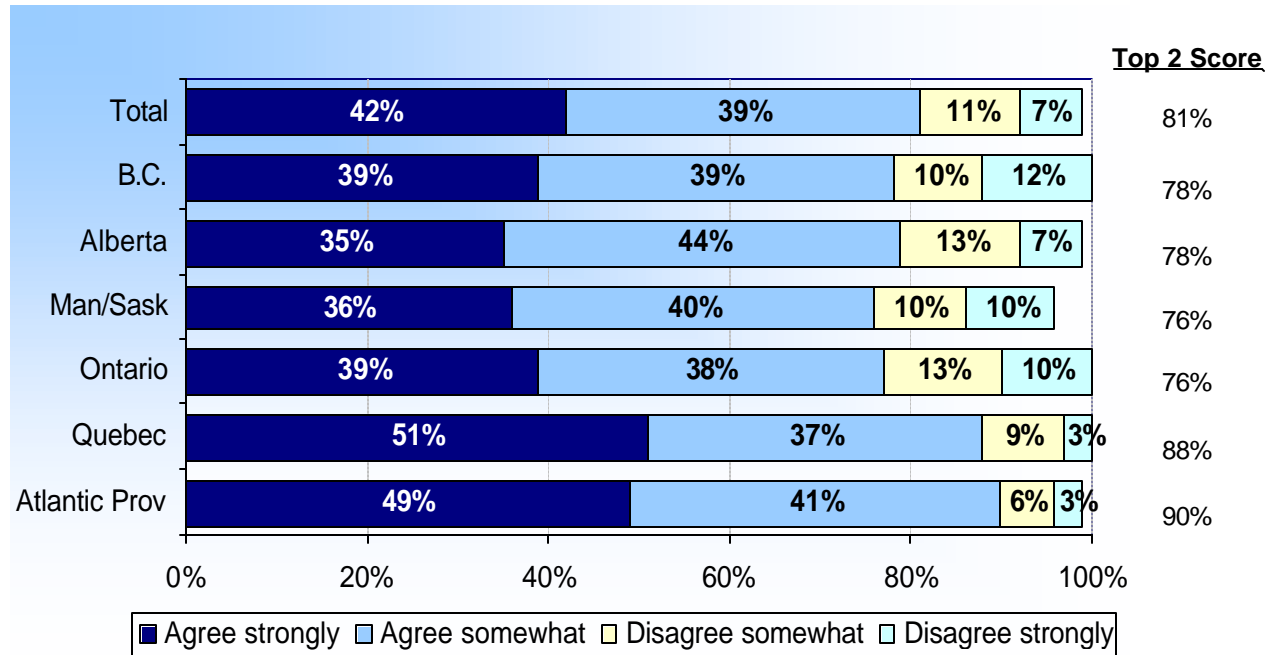
Question 10c: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... The federal government needs to play an active role in ensuring that communities receive high quality local information.

Base: All respondents (n=1,008)



Expectations of the Provincial Government

- Canadians seem to agree that if the federal government has a role in terms of ensuring that communities receive high quality local information, so do the provincial governments. In fact support for this proposition was nearly identical to the one pertaining to the federal government.
- Quebecers and the Atlantic provinces show the greatest support for this provincial government role (88% and 90% agreement). Respondents in British Columbia and Alberta were slightly more supportive of provincial government involvement compared to federal government involvement (support in each province increased by 7% and 8% respectively).
- Support for provincial government involvement in this way decreases as the level of education of the respondent increases and as the household income increases.
- As the regional differences would suggest, Francophones were more likely to agree with this role compared to Anglophones.

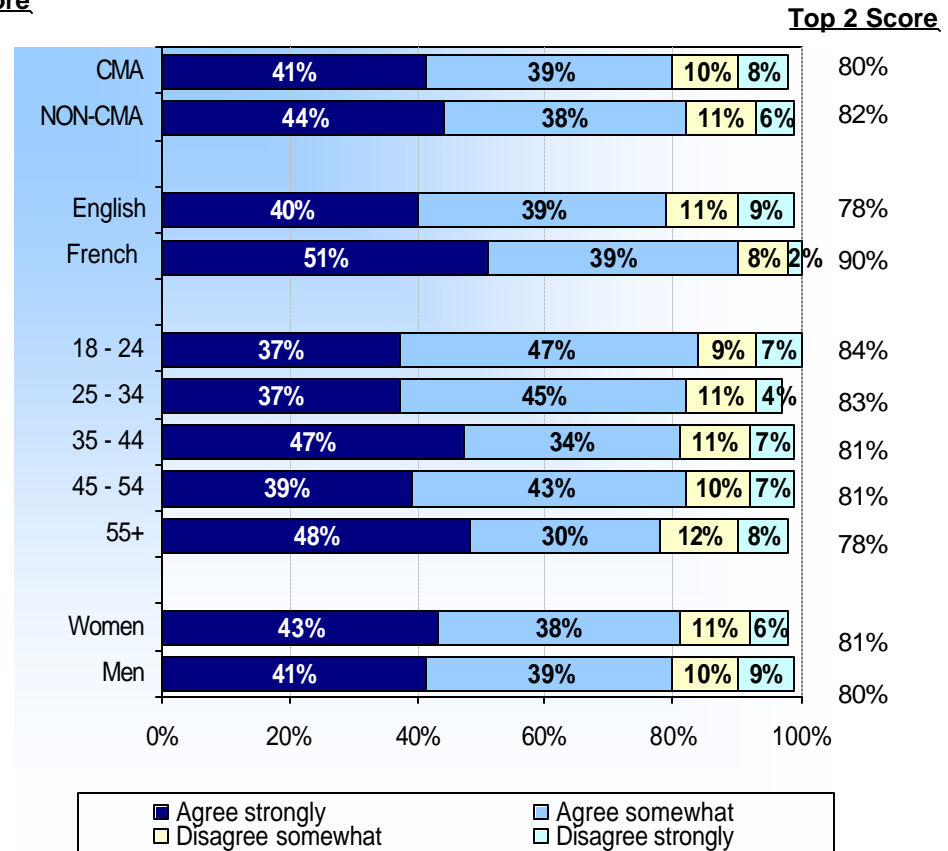
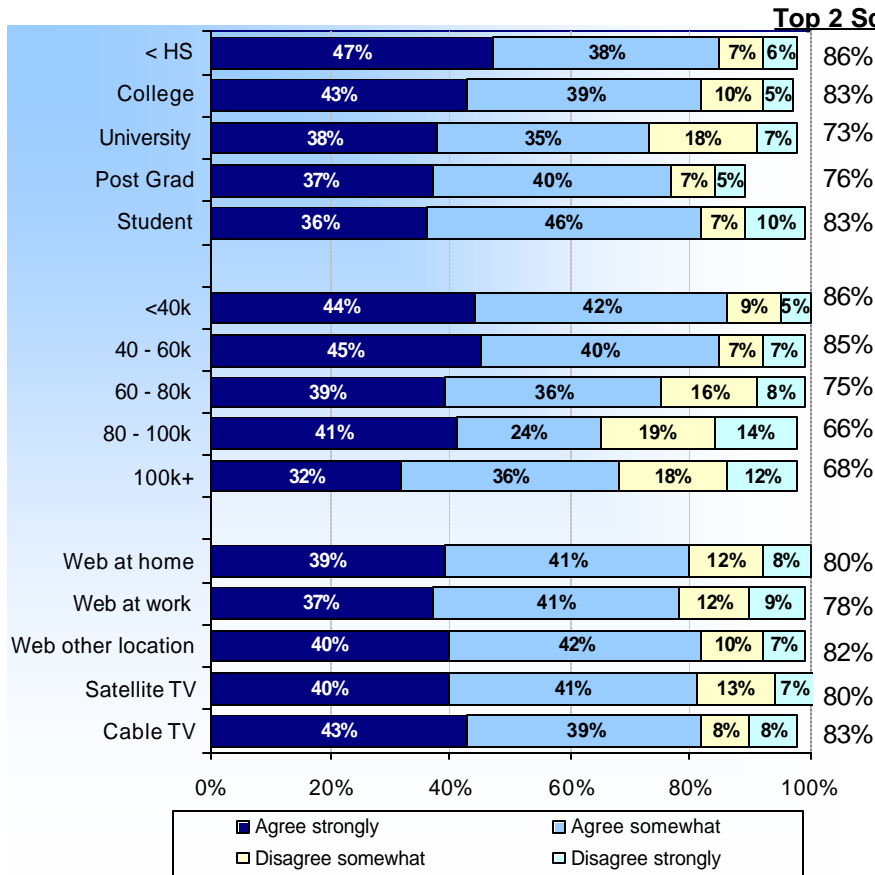


Question10d: *Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... The provincial government needs to play an active role in ensuring that communities receive high quality local information.*

Base: *All respondents (n=1,008)*



Expectations of the Provincial Government



Question10d: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... The provincial government needs to play an active role in ensuring that communities receive high quality local information.

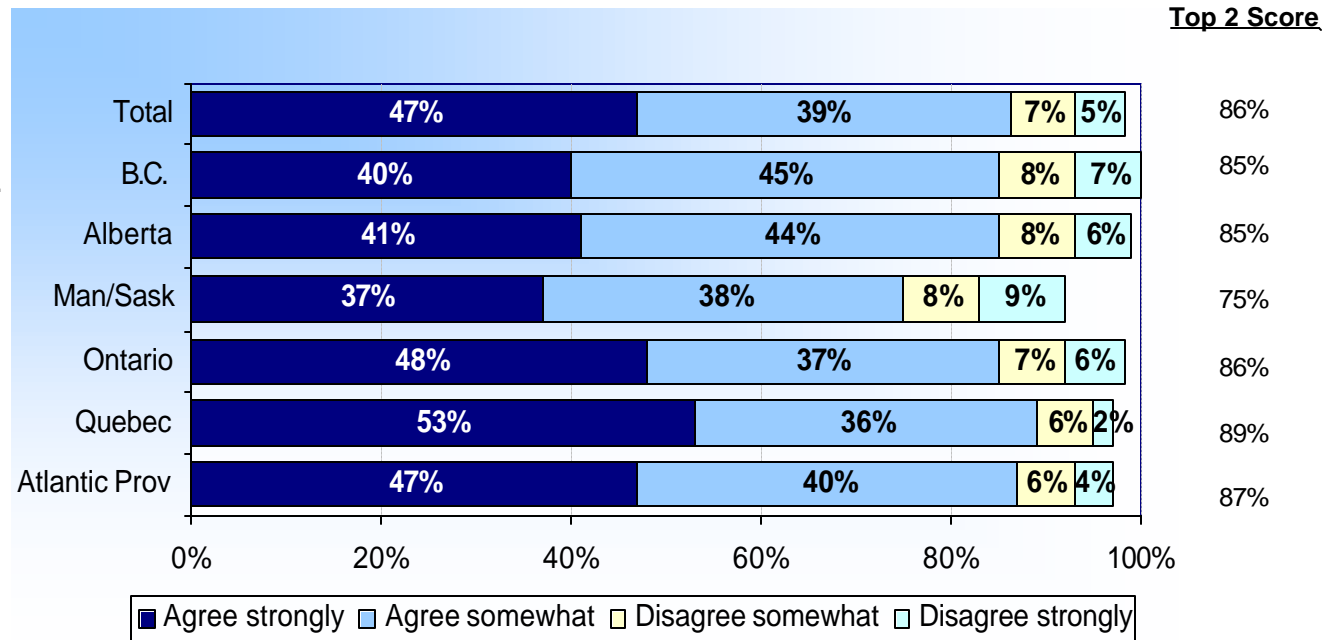
Base: All respondents (n=1,008)



Expectations of the Municipal Government

- Canadians seem to believe that as the level of government narrows from the federal level to the municipal level, the expected role in terms of ensuring that communities receive high quality local information seems to gain increasing importance. Fully 86% of Canadians believe that municipal governments have an active role to play in this regard, compared to 81% for the provincial government and 77% for the federal government.
- Overall support is very consistent across each region with the exception of Manitoba / Saskatchewan where overall support is noticeably lower at 75%. In fact, support for involvement by any of the three levels of government has remained stable in this region.

- Support for municipal government involvement in this way decreases as the household income increases.
- Francophones were more likely to strongly agree with this role compared to Anglophones as were Canadians over 34 years old compared to younger Canadians.

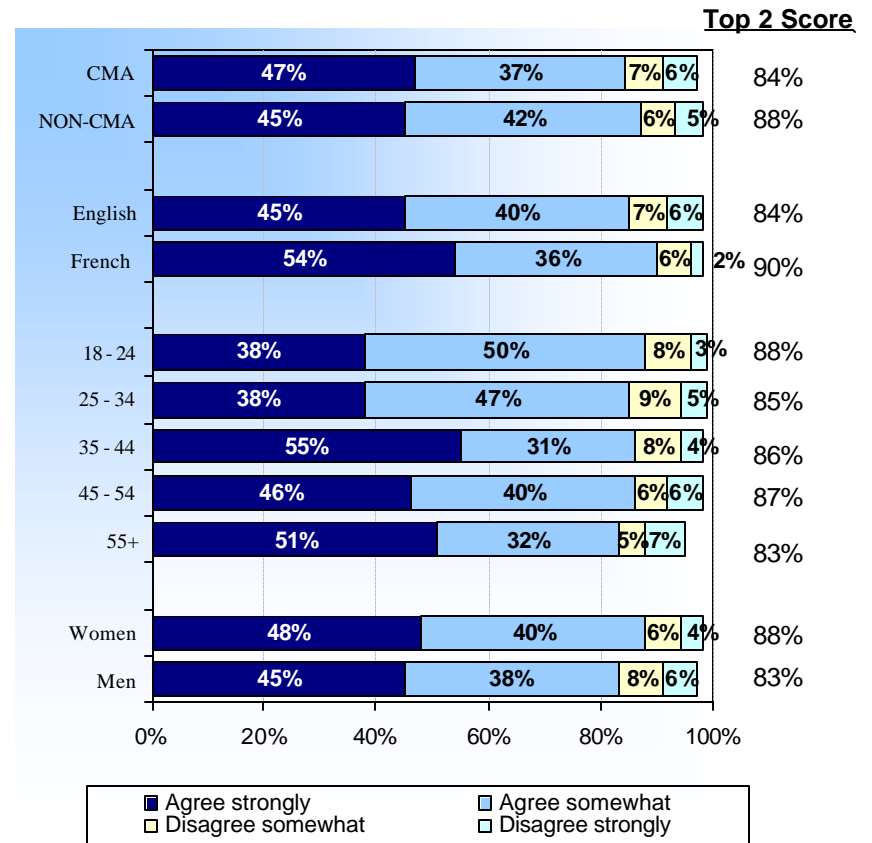
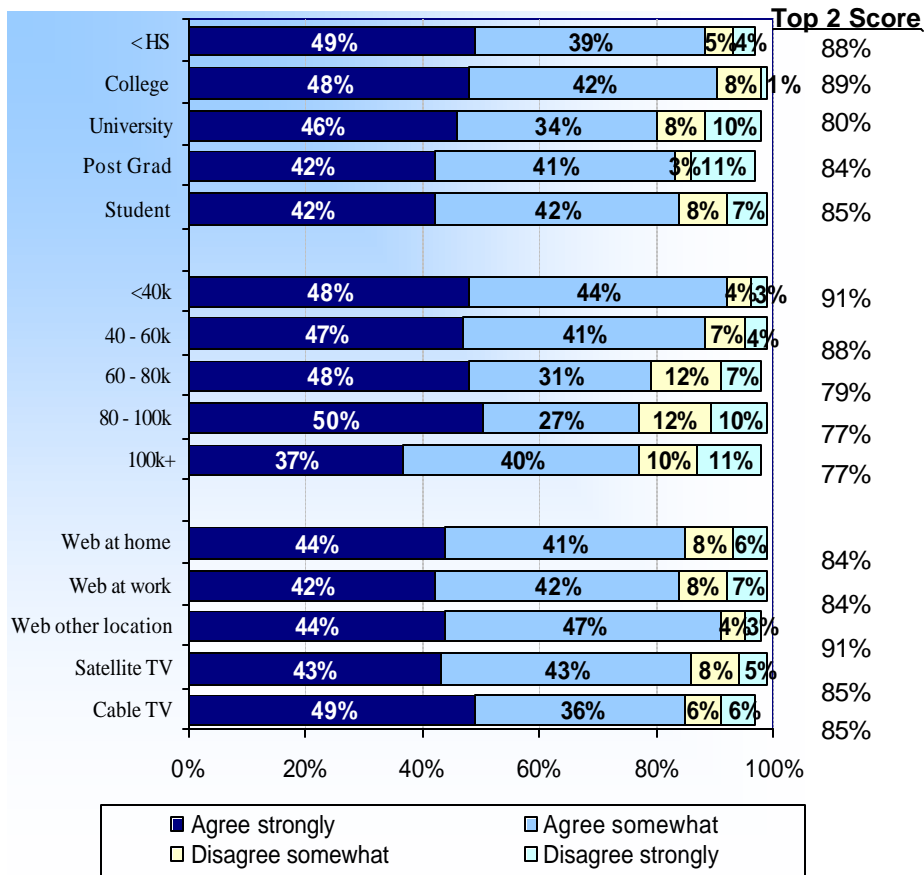


Question10e: *Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... The municipal government needs to play an active role in ensuring that communities receive high quality local information.*

Base: *All respondents (n=1,008)*



Expectations of the Municipal Government



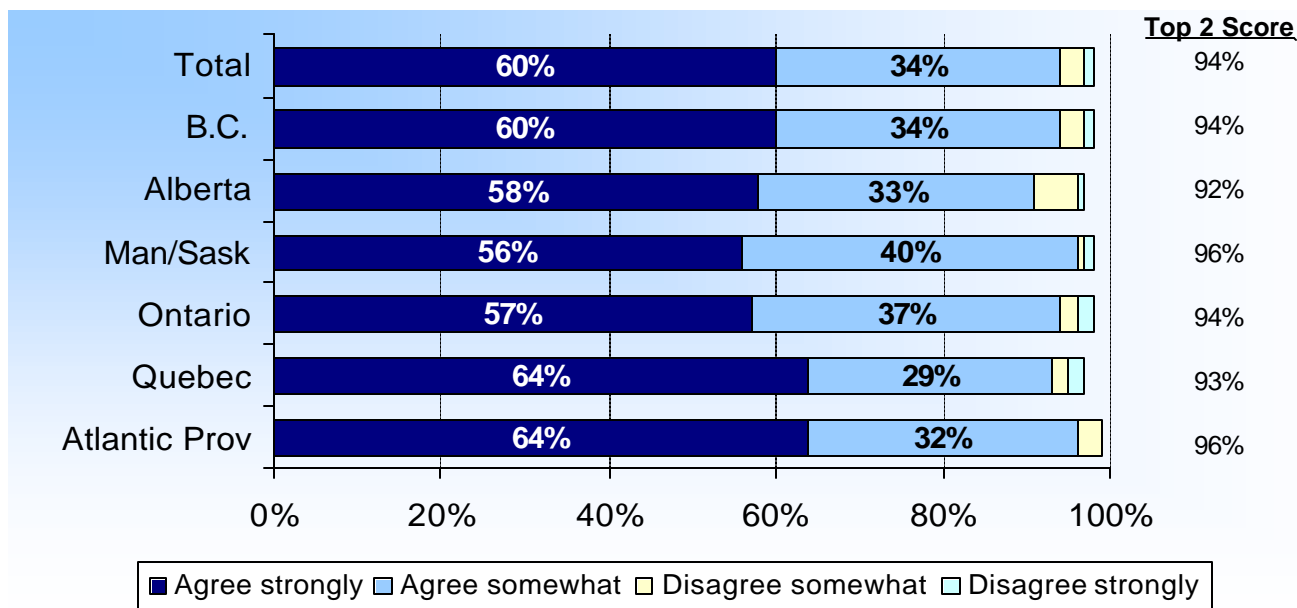
Question 10e: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... The municipal government needs to play an active role in ensuring that communities receive high quality local information.

Base: All respondents (n=1,008)



Expectations of Local Radio and Television Broadcasters

- Canadians were most in agreement with the fact that local radio and television broadcasters need to play an active role in ensuring that communities receive high quality local information.
- About 6 in 10 strongly agree and another third somewhat agree that they have a role to play. This level of agreement was very consistent across the country.
- It is worth noting that younger Canadians were the least likely to strongly agree with this role. Only 44% of students, 47% of Canadians between 18 and 24 years old and 52% of those 25 to 34 strongly agreed (compared to 60% overall).



Question10f: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... Local radio and television broadcasters need to play an active role in ensuring that communities receive high quality local information.

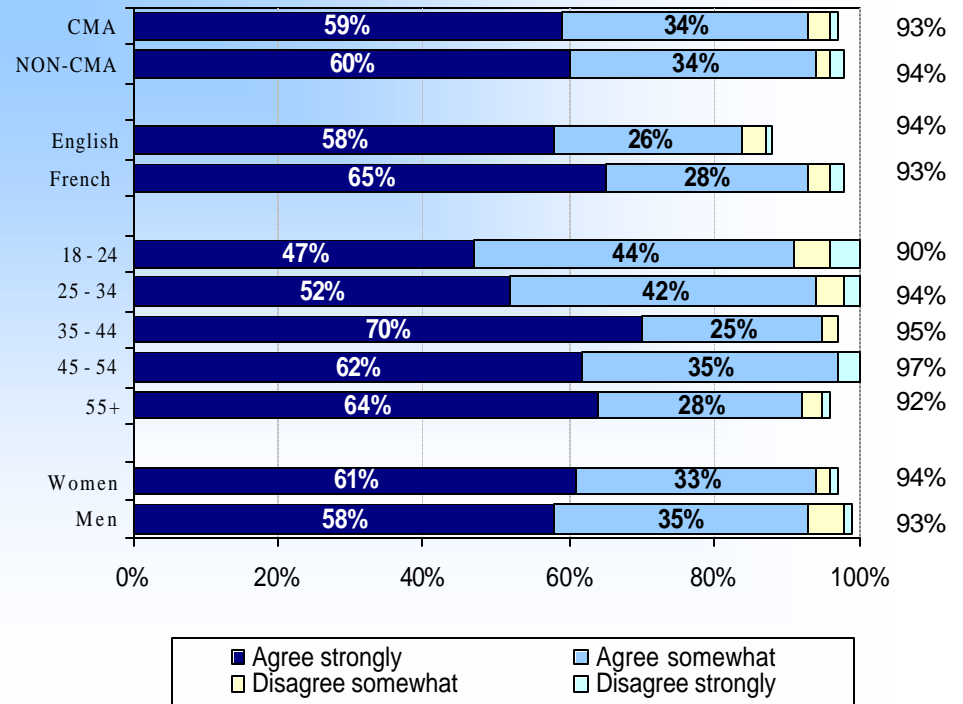
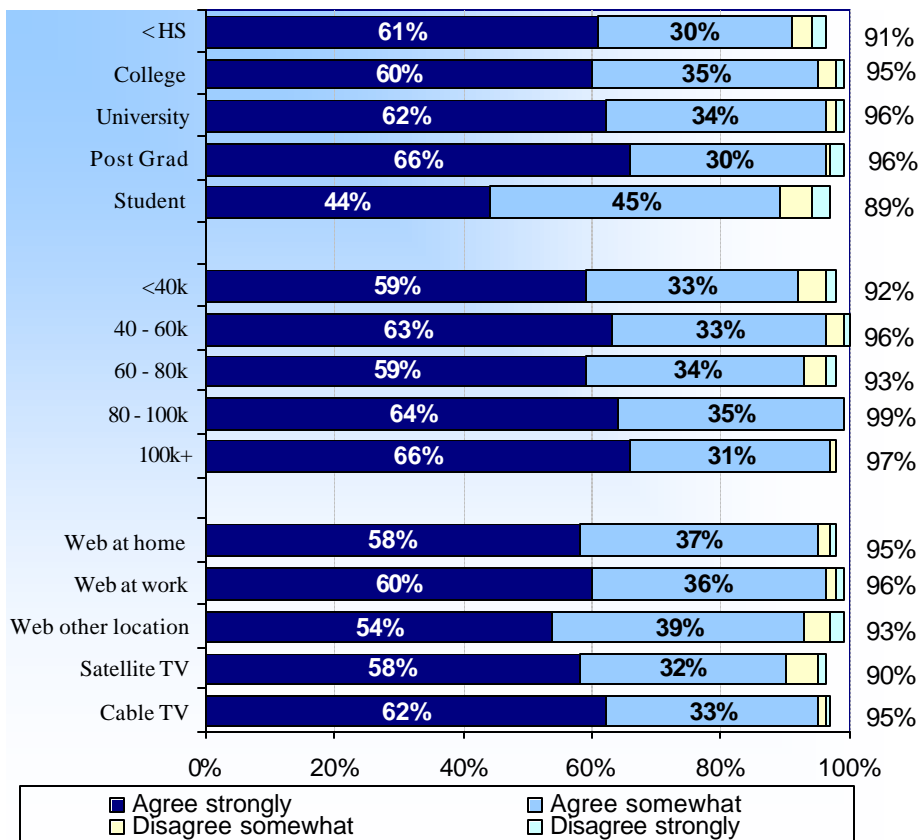
Base: All respondents (n=1,008)



Expectations of Local Radio and Television Broadcasters

Top 2 Score

Top 2 Score



Question10f: Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree... Local radio and television broadcasters need to play an active role in ensuring that communities receive high quality local information.

Base: All respondents (n=1,008)



Appendix A:

English and French Survey

Omnibus Survey - February 2005

1. On a scale from 1 to 10, where 1 means you are “Not at all interested” and 10 means you are “Very interested”, please indicate how interested you are in the following types of news. Here is the first type of news: **[RANDOMLY INSERT TYPE OF NEWS]**

- a. International news
- b. National news
- c. Local or regional news

Not at all interested	1	2	3	4	5	6	7	8	9	10	Very interested
DK/ REFUSE					99						

2. Over the past few years, would you say that your interest in local information has... **[READ OPTIONS]?**

Increased significantly	1
Increased a little	2
Stayed the same	3
Decreased a little	4
Decreased significantly	5
Don't know/No response [Do not read]	9

3. And, thinking of the various types of local information that you would regularly access, what is your primary source of information for **[RANDOMLY INSERT TYPE OF INFORMATION]**. Would that be... **[READ LIST]**

- a. Local news
- b. Local weather
- c. Events and activities in your community

[RECORD ONE ANSWER PER TYPE OF INFORMATION] [ROTATE LIST FOR EACH RESPONDENT BUT KEEP THE SAME ORDER FROM ONE TYPE OF INFORMATION TO THE OTHER]

Local radio station	1
Internet	2
Local or community TV channel	3
Local or community newspaper	4
National daily newspaper	5
CBC radio	6
CBC television	7
Word of mouth	8
I do not access this type of information	9
Other source (DO NOT SPECIFY)	77
Do not know [Do not read]	99

5. Now, on a scale from 1 to 10, where 1 means “Not important at all” and 10 means “Very important” please indicate how important **[INSERT SOURCE]** is to you as a source of local information. **[REPEAT SCALE AS NEEDED].**

[ROTATE LIST]

- a. A local radio station
- b. The Internet
- c. A local or community TV channel
- d. Your local or community newspaper
- e. A national daily newspaper
- f. CBC radio
- g. CBC television
- h. Word of mouth

Not important at all									Very Important
1	2	3	4	5	6	7	8	9	10
			DK/ REFUSE		99				

6. Over the past few years, would you say that your use of **[INSERT SOURCE FROM THE LIST AT Q5]** as a source of local information has... **[READ OPTIONS]** ?

Increased significantly	1
Increased a little	2
Stayed the same	3
Decreased a little	4
Decreased significantly	5
I never used this source [Do not read]	6
Do not know [Do not read]	9

7. And, how satisfied are you with **[INSERT SOURCE]** in terms of keeping you informed of local news and events? Please use a scale from 1 to 10, where "1" means "Extremely dissatisfied" and "10" means “Extremely satisfied. **[REPEAT SCALE AS NEEDED].**

[ROTATE LIST]

- a. A local radio station
- b. The Internet
- c. A local or community TV channel
- d. Your local or community newspaper
- e. A national daily newspaper
- f. CBC radio
- g. CBC television
- h. Word of mouth

Extremely dissatisfied **Extremely satisfied**

1 2 3 4 5 6 7 8 9 10

DK/ REFUSE 99

8. And, taking all the current sources of local information available to Canadians into consideration, what is your overall level of satisfaction with manner in which you are kept informed of local news and events? Please use a scale from 1 to 10, where "1" means "Extremely dissatisfied" and "10" means "Extremely satisfied."

Extremely dissatisfied **Extremely satisfied**

1 2 3 4 5 6 7 8 9 10

DK/ REFUSE 99

9. And, what if the amount of local information made available to Canadians were **[RANDOMLY INSERT: increased by as much as 25%, reduced by as much as 10%, reduced by as much as 25%]**? Would you say this would have a **[READ OPTIONS]**

Very positive impact on you	1
Somewhat positive impact	2
Somewhat negative impact	3
Very negative impact	4
Or, no impact at all on you	5
Do not know [Do not read]	9

10. To what extent do you agree with the following statements: **[REPEAT SCALE AS NEEDED]**.

[ROTATE STATEMENT]

- a. No matter how good the local coverage gets, it will not increase my appetite for that kind of information.
- b. I feel I can relate to the news coverage in my area.
- c. The federal government needs to play an active role in ensuring that communities receive high quality local information.
- d. The provincial government needs to play an active role in ensuring that communities receive high quality local information.
- e. The municipal government needs to play an active role in ensuring that communities receive high quality local information.
- f. Local radio and television broadcasters need to play an active role in ensuring that communities receive high quality local information.

Strongly agree	1
Somewhat agree	2
Somewhat disagree	3
Strongly disagree	4
Do not know [Do not read]	9

11. Which of the following applies to you: **READ LIST – MULTIPLE MENTION - ACCEPT ALL THAT APPLY**

- | | |
|--|---|
| You access the Internet from home | 1 |
| You access the Internet from work | 2 |
| You access the Internet another location such as a café or library | 3 |
| You subscribe to cable television at home | 4 |
| You subscribe to a television satellite service at home | 5 |
| NONE OF THE ABOVE (DO NOT READ) | 6 |
| Don't know (DO NOT READ) | 9 |

Sondage Omnibus - Février 2005

1. À l'aide d'une échelle de 1 à 10, où 1 signifie que vous n'êtes « pas du tout intéressé(e) » et 10 signifie que vous êtes « très intéressé(e) », veuillez indiquer dans quelle mesure les types d'informations suivants vous intéressent. **[INSÉREZ ALÉATOIREMENT LES DIFFÉRENTS TYPES DE NOUVELLES]**

- a. Les nouvelles internationales
- b. Les nouvelles nationales
- c. Les nouvelles régionales ou locales

Pas du tout intéressé(e)									Très intéressé(e)
1	2	3	4	5	6	7	8	9	10
NSP/ REFUSE					99				

2. Au cours des dernières années, diriez-vous que votre intérêt envers les informations locales... **[LISEZ LES OPTIONS]?**

- A grandement augmenté 1
- A un peu augmenté 2
- Est demeuré le même 3
- A un peu diminué 4
- A grandement diminué 5
- Ne sait pas / Aucune réponse [Ne lisez pas] 9

3. En pensant aux divers types de nouvelles locales dont vous vous tenez régulièrement au courant, quelle est votre principale source d'information en ce qui a trait **[INSÉREZ ALÉATOIREMENT LE TYPE DE NOUVELLES]**. S'agit-il... **[LISEZ LA LISTE]**

- a. Aux nouvelles locales
- b. À la météo locale
- c. Au événements et activités de votre communauté

[ENTREZ UNE RÉPONSE PAR TYPE DE NOUVELLES] [ALTERNEZ LA LISTE POUR CHAQUE RÉPONDANT MAIS GARDEZ LE MÊME ORDRE D'UN TYPE DE NOUVELLES À L'AUTRE]

- D'une station de radio locale 1
- D'Internet 2
- D'un réseau de télévision local ou communautaire 3
- D'un journal local ou communautaire 4
- D'un quotidien national 5
- De la radio de Radio-Canada 6
- De la télévision de Radio-Canada 7
- Du bouche à oreille 8
- D'une autre source (NE PRÉCISEZ PAS) 77
- Ne sait pas [Ne lisez pas] 99

5. Maintenant, à l'aide d'une échelle de 1 à 10, où 1 signifie « pas du tout important » et 10 signifie « très important », veuillez indiquer dans quelle mesure **[INSÉREZ LA SOURCE]** est important(e) pour vous en tant que source de nouvelles locales. **[RÉPÉTEZ L'ÉCHELLE AU BESOIN].**

[ALTERNEZ LA LISTE]

- a. Une station de radio locale
- b. Internet
- c. Un réseau de télévision local ou communautaire
- d. Votre journal local ou communautaire
- e. Un quotidien national
- f. La radio de Radio-Canada
- g. La télévision de Radio-Canada
- h. Le bouche à oreille

Pas du tout important										Très important
1	2	3	4	5	6	7	8	9	10	
			NSP/ REFUSE		99					

6. Au cours des dernières années, diriez-vous que vous avez recours à **[LISEZ LES OPTIONS] [INSÉREZ LA SOURCE DE LA LISTE DE Q5]** pour vous tenir au courant des nouvelles locales?

- Beaucoup plus 1
- Un peu plus 2
- Autant 3
- Un peu moins 4
- Beaucoup moins 5
- N'a jamais utilisé cette source 6
- Ne sait pas / Aucune réponse [Ne lisez pas] 9

7. Et dans quelle mesure êtes-vous satisfait(e) **[INSÉREZ LA SOURCE]** pour vous tenir au courant des nouvelles et événements locaux? Veuillez utiliser la même échelle de 1 à 10 où 1 signifie « extrêmement insatisfait(e) » et 10 signifie « extrêmement satisfait(e) ». **[RÉPÉTEZ L'ÉCHELLE AU BESOIN].**

[ALTERNEZ LA LISTE]

- a. De votre station de radio locale
- b. D'Internet
- c. Du réseau de télévision local ou communautaire
- d. De votre journal local ou communautaire
- e. Du quotidien national
- f. De la radio de Radio-Canada
- g. De la télévision de Radio-Canada
- h. Du bouche à oreille

Extrêmement insatisfait(e)										Extrêmement satisfait(e)
1	2	3	4	5	6	7	8	9	10	
			NSP/ REFUSE		99					

8. Et en tenant compte de toutes les sources d'informations locales auxquelles les Canadiens ont présentement accès, quel est votre niveau de satisfaction global à l'égard de la manière dont ces sources vous tiennent au courant des nouvelles et événements locaux? Veuillez utiliser la même échelle de 1 à 10 où 1 signifie « extrêmement insatisfait(e) » et 10 signifie « extrêmement satisfait(e) ».

Extrêmement insatisfait(e)					Extrêmement satisfait(e)				
1	2	3	4	5	6	7	8	9	10
NSP/ REFUSE					99				

9. Si la somme d'informations locales auxquelles les Canadiens ont accès **[INSÉREZ EN ALTERNANT : augmentait d'un pourcentage pouvant aller jusqu'à 25 %, diminuait d'un pourcentage pouvant aller jusqu'à 10 %, ou diminuait d'un pourcentage pouvant aller jusqu'à 25 %]**? Cela aurait-il... **[LISEZ LES OPTIONS]**

Un impact très positif sur vous	1
Un impact assez positif	2
Un impact assez négatif	3
Un impact très négatif	4
Ou, aucun impact sur vous	5
Ne sait pas [Ne lisez pas]	9

10. Dans quelle mesure êtes-vous en accord avec les énoncés suivants : **[RÉPÉTEZ L'ÉCHELLE AU BESOIN]**.

[ALTERNEZ LES ÉNONCÉS]

- a. Même si la qualité de la couverture locale s'améliore, je ne m'intéresserai pas davantage à ce genre d'information.
- b. Je m'identifie à la couverture de l'actualité offerte dans ma région.
- c. Le gouvernement fédéral doit agir afin de s'assurer que les communautés ont accès à des informations locales de très grande qualité.
- d. Le gouvernement provincial doit agir afin de s'assurer que les communautés ont accès à des informations locales de très grande qualité.
- e. Le gouvernement municipal doit agir afin de s'assurer que les communautés ont accès à des informations locales de très grande qualité.
- f. Les télédiffuseurs et les radiodiffuseurs locaux doivent agir afin de s'assurer que les communautés ont accès à des informations locales de très grande qualité.

Fortement en accord	1
Passablement en accord	2
Passablement en désaccord	3
Fortement en désaccord	4
Ne sait pas [Ne lisez pas]	9

11. Parmi les énoncés suivants, lesquels s'appliquent à vous : **LISEZ LA LISTE – ACCEPTEZ TOUTES LES RÉPONSES QUI S'APPLIQUENT**

Vous accédez à Internet dans votre foyer	1
Vous accédez à Internet au travail	2
Vous accédez à Internet dans un autre endroit, tel un café ou une bibliothèque	3
Vous êtes abonné(e) à la télévision par câble	4
Vous êtes abonné(e) à la télévision par satellite	5
AUCUNE DE CES RÉPONSES (NE LISEZ PAS)	6
Ne sait pas (NE LISEZ PAS)	9



Appendix B:

Data Tables

Local Content and Its Sources – a Decima teleVox Study

Table CH1A Page 1

CH1A. Level of Interest: International news.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very interested	330	16	95	117	17	25	60	147	183	37	53	65	70	100	233	124	58	207	54	254	76
	33%	20%	37%	31%	23%	27%	46%	30%	35%	27%	28%	33%	38%	36%	34%	35%	30%	36%	23%	32%	34%
			BE	B			BDEF						JK				S				
(7 8)	335	37	74	126	28	33	36	168	167	49	71	66	51	93	247	134	72	199	74	266	68
	33%	45%	29%	33%	39%	37%	28%	34%	32%	35%	37%	33%	28%	33%	36%	38%	37%	35%	32%	34%	31%
		CDG																			
(5 6)	214	21	53	82	16	21	21	106	108	33	46	44	38	52	145	68	44	114	63	168	46
	21%	26%	21%	22%	22%	23%	16%	22%	21%	24%	24%	22%	21%	19%	21%	19%	22%	20%	27%	21%	21%
																			R		
(3 4)	60	4	14	26	3	5	8	35	26	9	16	11	10	14	38	16	8	29	24	47	14
	6%	5%	6%	7%	4%	5%	6%	7%	5%	6%	8%	5%	5%	5%	6%	5%	4%	5%	10%	6%	6%
																			R		
(1 2) - Not at all interested	65	3	16	27	7	7	5	32	34	11	8	13	12	18	28	15	14	26	17	49	16
	6%	4%	6%	7%	9%	7%	4%	6%	6%	8%	4%	7%	7%	6%	4%	4%	7%	5%	7%	6%	7%
DK/ REFUSE	4	-	1	-	1	1	1	1	2	-	-	-	2	2	-	1	-	1	2	3	1
	*%		*%		2%	1%	1%	*%	*%				1%	1%		*%		*%	1%	*%	*%
MEAN	7.2	7.0	7.3	7.1	6.8	7.0	7.7	7.0	7.3	6.8	7.0	7.2	7.3	7.4	7.4	7.5	7.0	7.4	6.6	7.2	7.1
							DE							J				S			
TOP 4 BOX SCORE	664	53	169	243	44	58	97	314	350	86	124	131	122	194	480	258	130	407	128	521	144
	66%	65%	67%	64%	62%	64%	73%	64%	67%	62%	64%	66%	67%	69%	69%	72%	66%	71%	55%	66%	65%
																		S			

Local Content and Its Sources – a Decima teleVox Study

Table CH1A Page 2

CH1A. Level of Interest: International news.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very interested	330	234	96	106	52	55	29	42	83	63	104	43	33	78	204	44	57	110	55	104
	33%	37%	25%	32%	25%	33%	42%	48%	25%	27%	42%	57%	31%	29%	36%	30%	33%	33%	30%	35%
		C					E	DEF			IJM	IJKM								
(7 8)	335	212	122	91	78	69	24	34	98	78	90	24	43	93	190	50	57	121	63	89
	33%	34%	32%	27%	38%	41%	34%	39%	29%	34%	36%	32%	40%	34%	33%	34%	33%	36%	34%	30%
				D	D															
(5 6)	214	116	99	88	46	31	12	7	90	57	37	6	23	64	114	33	37	61	45	69
	21%	18%	26%	26%	22%	18%	17%	8%	27%	25%	15%	8%	21%	24%	20%	22%	21%	18%	24%	23%
		B	H	H	H	H			KL	KL		L								
(3 4)	60	32	29	20	19	7	4	2	24	22	11	-	3	16	32	11	11	24	9	16
	6%	5%	8%	6%	9%	4%	5%	2%	7%	9%	5%		2%	6%	6%	7%	6%	7%	5%	5%
				FH					M	KM										
(1 2) - Not at all interested	65	34	31	28	10	6	1	2	36	11	5	2	6	20	32	8	10	19	11	22
	6%	5%	8%	8%	5%	4%	2%	2%	11%	5%	2%	3%	6%	7%	6%	5%	6%	6%	6%	7%
				FGH					JKL											
DK/ REFUSE	4	-	4	2	1	-	-	-	4	-	-	-	-	-	-	4	3	-	1	-
	*%		1%	1%	*%				1%						2%	1%			1%	
MEAN	7.2	7.4	6.8	6.9	7.0	7.6	7.8	8.2	6.6	6.9	7.9	8.4	7.2	6.9	7.4	7.2	7.2	7.3	7.1	7.1
		C				DE	DE	DEF			IJM	IJM	I		N					
TOP 4 BOX SCORE	664	446	219	198	131	124	52	75	181	141	195	67	76	171	394	95	114	232	118	193
	66%	71%	57%	59%	63%	74%	75%	87%	54%	61%	79%	89%	71%	63%	69%	63%	65%	69%	64%	64%
		C				DE	D	DEF			IJ	IJKM	I							

Local Content and Its Sources – a Decima teleVox Study

CH1B. Level of Interest: National news.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very interested	404	32	93	155	28	38	58	174	230	33	67	74	90	135	287	150	71	252	83	327	76
	40%	39%	37%	41%	39%	42%	44%	36%	44%	24%	35%	37%	49%	48%	42%	42%	36%	44%	35%	42%	35%
								H				J	JKL	JKL			S				
(7 8)	334	33	86	121	23	28	43	177	157	57	68	75	46	86	245	129	74	179	82	257	77
	33%	40%	34%	32%	32%	31%	33%	36%	30%	41%	35%	38%	25%	31%	35%	36%	37%	31%	35%	33%	35%
								I		M	M	M									
(5 6)	182	14	50	67	14	18	20	88	94	24	42	33	38	41	116	60	28	109	49	139	43
	18%	17%	20%	18%	19%	20%	15%	18%	18%	17%	22%	17%	21%	15%	17%	17%	14%	19%	21%	18%	19%
(3 4)	35	3	10	12	4	2	5	24	11	9	7	8	4	7	22	8	7	16	10	25	10
	3%	4%	4%	3%	5%	2%	4%	5%	2%	6%	4%	4%	2%	2%	3%	2%	4%	3%	4%	3%	4%
								I													
(1 2) - Not at all interested	51	1	15	22	3	5	6	24	28	15	9	9	3	10	22	11	16	20	8	38	14
	5%	1%	6%	6%	4%	6%	4%	5%	5%	11%	5%	5%	2%	4%	3%	3%	8%	3%	3%	5%	6%
			B	B		B				LMN											
DK/ REFUSE	2	-	1	-	-	-	1	1	1	-	-	-	2	-	-	1	-	-	2	1	1
	*%		*%				1%	*%	*%				1%			*%			1%	*%	*%
MEAN	7.6	7.8	7.4	7.6	7.6	7.5	7.8	7.4	7.7	6.7	7.4	7.6	7.9	8.0	7.7	7.8	7.3	7.8	7.5	7.6	7.4
										J	J	J	JK	JKL							
TOP 4 BOX SCORE	738	64	179	277	51	66	101	351	386	90	135	150	136	221	532	278	145	431	165	584	153
	73%	78%	70%	73%	71%	72%	76%	72%	74%	65%	70%	75%	74%	79%	77%	78%	74%	75%	71%	74%	70%
														JK							

Local Content and Its Sources – a Decima teleVox Study

Table CH1B Page 4

CH1B. Level of Interest: National news.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very interested	404	269	134	116	79	73	31	48	118	88	121	38	35	81	250	68	75	139	70	115
	40%	43%	35%	35%	38%	44%	44%	56%	35%	38%	49%	51%	33%	30%	44%	45%	43%	41%	38%	38%
		C						DE			IJM	IM			N	N				
(7 8)	334	205	129	111	70	60	28	30	101	69	90	28	45	98	191	42	51	119	57	103
	33%	33%	34%	33%	34%	36%	40%	35%	30%	30%	36%	37%	42%	36%	33%	28%	29%	36%	31%	34%
												IJ								
(5 6)	182	103	79	73	40	27	8	8	72	59	31	6	11	59	88	32	35	51	43	50
	18%	16%	21%	22%	20%	16%	11%	10%	22%	26%	13%	8%	10%	22%	15%	21%	20%	15%	24%	17%
				GH	H				KLM	KLM				O					R	
(3 4)	35	21	14	11	6	4	3	-	19	5	2	2	6	15	17	3	4	15	5	10
	3%	3%	4%	3%	3%	2%	4%		6%	2%	1%	2%	6%	5%	3%	2%	2%	5%	3%	3%
									JK											
(1 2) - Not at all interested	51	29	22	23	11	3	-	-	22	10	4	2	10	19	25	4	10	11	7	21
	5%	5%	6%	7%	5%	2%			7%	5%	1%	2%	10%	7%	4%	2%	5%	3%	4%	7%
				F					K				KL	P					R	
DK/ REFUSE	2	-	2	-	1	-	-	-	2	-	-	-	-	-	-	2	1	-	1	-
	*%		*%		*%				1%						1%	*%			1%	
MEAN	7.6	7.7	7.4	7.3	7.5	7.9	8.3	8.6	7.2	7.4	8.3	8.3	7.1	7.1	7.8	7.9	7.6	7.8	7.5	7.4
		C				D	DE	DEF			IJM	IJM			N	N	T			
TOP 4 BOX SCORE	738	474	263	227	150	133	59	78	219	157	210	66	80	180	441	109	126	258	127	218
	73%	76%	69%	68%	72%	80%	85%	90%	65%	68%	85%	88%	75%	66%	77%	73%	72%	77%	69%	73%
		C				D	DE	DEF			IJM	IJM			N					

Local Content and Its Sources – a Decima teleVox Study

Table CH1C Page 5

CH1C. Level of Interest: Local or regional news.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very interested	520	54	123	191	41	47	66	222	299	48	99	112	104	152	362	187	86	303	131	416	104
	52%	65%	48%	51%	57%	51%	50%	45%	57%	35%	51%	56%	57%	54%	52%	52%	44%	53%	56%	53%	47%
		CDFG						H			J	J	J	J							
(7 8)	280	16	77	107	23	25	33	145	135	40	63	50	50	78	199	98	59	158	62	210	70
	28%	19%	30%	28%	32%	27%	25%	30%	26%	29%	32%	25%	27%	28%	29%	27%	30%	27%	26%	27%	32%
		B	B																		
(5 6)	125	8	32	52	5	10	17	69	56	33	17	26	13	32	86	50	32	70	24	100	25
	12%	10%	13%	14%	8%	11%	13%	14%	11%	24%	9%	13%	7%	12%	12%	14%	16%	12%	10%	13%	11%
										KLMN											
(3 4)	40	3	8	12	-	3	15	22	19	10	11	4	5	10	23	11	15	26	5	34	6
	4%	3%	3%	3%		3%	11%	4%	4%	7%	6%	2%	3%	4%	3%	3%	8%	5%	2%	4%	3%
						BCDF				L											
(1 2) - Not at all interested	39	2	13	15	2	6	1	29	11	7	4	8	8	8	21	12	4	18	11	26	14
	4%	2%	5%	4%	3%	7%	1%	6%	2%	5%	2%	4%	4%	3%	3%	3%	2%	3%	5%	3%	6%
			G	G		G		I													
DK/ REFUSE	3	-	1	1	-	-	1	2	1	-	-	-	3	-	1	1	-	-	2	2	1
	*%		*%	*%			1%	*%	*%				2%		*%	*%			1%	*%	*%
MEAN	8.0	8.5	7.9	8.0	8.5	7.9	7.9	7.7	8.4	7.1	8.0	8.2	8.3	8.3	8.1	8.0	7.7	8.1	8.3	8.1	7.9
					C				H		J	J	J	J							
TOP 4 BOX SCORE	801	69	200	297	64	72	99	367	434	88	161	162	154	229	561	284	145	461	192	627	174
	79%	85%	79%	79%	90%	79%	75%	75%	83%	64%	83%	81%	84%	82%	81%	79%	74%	80%	82%	80%	79%
					CDFG				H		J	J	J	J							

Local Content and Its Sources – a Decima teleVox Study

CH1C. Level of Interest: Local or regional news.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very interested	520	305	216	166	106	93	39	47	178	134	125	38	42	111	322	84	91	179	96	152
	52%	49%	57%	50%	51%	56%	56%	54%	53%	58%	50%	50%	39%	41%	56%	56%	52%	53%	52%	51%
			B						M	M					N	N				
(7 8)	280	186	94	90	64	51	19	26	76	68	81	22	33	86	151	39	51	94	46	85
	28%	30%	25%	27%	31%	31%	27%	30%	23%	29%	33%	29%	31%	32%	26%	26%	29%	28%	25%	28%
										I										
(5 6)	125	85	40	48	22	11	8	11	41	16	29	10	27	45	59	17	17	38	30	35
	12%	13%	11%	14%	10%	6%	11%	12%	12%	7%	12%	13%	25%	17%	10%	12%	10%	11%	16%	12%
				F					J				IJK	O						
(3 4)	40	27	13	17	7	8	2	3	16	5	8	3	6	15	24	1	3	19	8	10
	4%	4%	3%	5%	3%	5%	3%	4%	5%	2%	3%	4%	6%	6%	4%	1%	2%	6%	4%	3%
														P	P			Q		
(1 2) - Not at all interested	39	24	16	13	9	5	2	-	22	8	5	3	-	14	16	6	13	6	2	16
	4%	4%	4%	4%	4%	3%	3%	-	6%	3%	2%	4%	-	5%	3%	4%	7%	2%	1%	5%
									K							RS				RS
DK/ REFUSE	3	1	2	1	1	-	-	-	3	-	-	-	-	-	1	2	1	-	1	1
	*%	*%	*%	*%	*%				1%						*%	1%	*%		1%	*%
MEAN	8.0	7.9	8.2	8.0	8.0	8.3	8.3	8.4	7.9	8.4	8.2	8.0	7.6	7.5	8.3	8.4	8.0	8.2	8.1	7.9
										IM	M				N	N				
TOP 4 BOX SCORE	801	491	310	256	169	144	58	73	253	202	206	59	75	197	473	124	142	272	142	237
	79%	78%	82%	77%	82%	86%	84%	84%	76%	87%	83%	79%	69%	73%	83%	83%	81%	81%	78%	79%
						D				IM	IM				N	N				

Local Content and Its Sources – a Decima teleVox Study

CH2. Over the past few years, would you say that your interest in local information has increased or decreased?
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	213	23	33	95	14	14	33	86	127	32	55	42	34	48	137	62	50	128	45	184	29
	21%	28% CF	13%	25% CF	19%	16%	25% C	18%	24% H	23%	28% MN	21%	18%	17%	20%	17%	25%	22%	19%	23% U	13%
Increased a little	230	23	43	101	17	22	25	113	118	60	41	54	29	44	173	87	52	130	51	191	39
	23%	27% C	17%	27% C	24%	24%	19%	23%	23%	43% KLMN	21%	27% MN	16%	16%	25%	24%	27%	23%	22%	24% U	18%
Stayed the same	474	31	140	156	37	49	61	233	241	34	78	96	103	155	330	176	74	272	112	354	120
	47%	38%	55% BD	41%	51%	54% BD	46%	48%	46%	25%	40% J	48% J	56% JK	56% JK	48%	49%	38%	47%	48%	45% T	54%
Decreased a little	51	3	24	10	2	2	10	33	18	7	14	2	9	20	31	17	8	28	12	32	20
	5%	4%	9% DEF	3%	2%	2%	8% F	7% I	4%	5% L	7% L	1%	5% L	7% L	4%	5%	4%	5%	5%	4% T	9%
Decreased significantly	29	2	9	12	2	3	1	16	14	3	4	5	6	10	17	12	9	14	8	21	8
	3%	2%	4% G	3% G	3%	4%	1%	3%	3%	2%	2%	3%	3%	3%	2%	3%	4%	2%	4%	3%	4%
Don't know/No response	10	-	5	2	-	1	2	7	3	2	2	2	2	3	4	4	4	4	5	6	4
	1%		2%	1%		1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%
Increased - NET	443	46	76	197	31	36	57	199	244	92	96	96	63	92	310	149	102	258	96	375	68
	44%	56% CF	30%	52% CF	43% C	40%	43% C	41%	47%	66% KLMN	49% MN	48% MN	34%	33%	45%	42%	52%	45%	41%	48% U	31%
Decreased - NET	80	5	33	22	4	5	11	48	32	10	18	7	15	29	48	29	16	42	21	52	28
	8%	6%	13% BDEF	6%	6%	5%	9% I	10%	6%	8%	9% L	3%	8% L	11% L	7%	8%	8%	7%	9%	7% T	13%

Local Content and Its Sources – a Decima teleVox Study

Table CH2 Page 8

CH2. Over the past few years, would you say that your interest in local information has increased or decreased?
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	213	134	79	71	41	32	17	16	79	58	35	14	23	55	129	25	29	67	46	69
	21%	21%	21%	21%	20%	19%	24%	18%	23%	25%	14%	19%	21%	20%	23%	17%	16%	20%	25%	23%
Increased a little	230	152	79	83	56	28	10	19	70	51	52	10	45	87	116	26	43	72	41	71
	23%	24%	21%	25%	27%	17%	15%	22%	21%	22%	21%	13%	42%	32%	20%	17%	25%	22%	22%	24%
Stayed the same	474	289	185	147	94	92	40	44	154	112	134	42	29	106	284	76	81	165	80	142
	47%	46%	49%	44%	46%	55%	57%	51%	46%	48%	54%	56%	27%	39%	50%	51%	46%	49%	44%	47%
Decreased a little	51	30	21	21	11	9	1	4	16	5	17	5	6	16	21	13	14	21	9	7
	5%	5%	6%	6%	5%	5%	1%	4%	5%	2%	7%	6%	6%	6%	4%	9%	8%	6%	5%	2%
Decreased significantly	29	17	13	9	4	3	2	4	12	4	8	5	1	6	16	7	6	7	5	10
	3%	3%	3%	3%	2%	2%	3%	5%	4%	2%	3%	7%	1%	2%	3%	5%	4%	2%	3%	3%
Don't know/No response	10	7	3	4	1	3	-	-	4	1	2	-	3	2	6	2	2	3	3	1
	1%	1%	1%	1%	*%	2%			1%	*%	1%		3%	1%	1%	2%	1%	1%	1%	*%
Increased - NET	443	285	158	153	96	60	27	35	148	110	87	24	68	142	245	51	72	139	87	140
	44%	45%	41%	46%	47%	36%	39%	40%	44%	47%	35%	32%	63%	52%	43%	34%	41%	42%	47%	47%
Decreased - NET	80	47	34	30	16	12	3	8	28	9	25	10	8	22	37	20	20	28	14	17
	8%	7%	9%	9%	7%	7%	4%	9%	8%	4%	10%	13%	7%	8%	6%	14%	12%	8%	8%	6%

Local Content and Its Sources – a Decima teleVox Study

CH3A. What is your primary source of information for Local news?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Local or community newspaper	331	26	81	119	20	26	58	169	162	31	58	64	72	100	236	135	50	203	74	255	76
	33%	32%	32%	32%	28%	29%	44%	35%	31%	22%	30%	32%	39%	36%	34%	38%	25%	35%	32%	32%	35%
							CDEF						J	J							
Local or community TV channel	258	16	48	102	26	31	34	108	150	41	52	49	48	64	171	80	57	160	60	218	40
	26%	19%	19%	27%	37%	34%	26%	22%	29%	29%	27%	25%	26%	23%	25%	22%	29%	28%	26%	28%	18%
				C	BC	BC			H											U	
Local radio station	122	13	32	40	7	16	14	64	59	16	20	29	18	37	75	39	23	45	41	96	26
	12%	16%	13%	11%	10%	17%	11%	13%	11%	12%	10%	15%	10%	13%	11%	11%	12%	8%	18%	12%	12%
																			R		
CBC television	108	11	46	32	9	5	6	51	56	19	20	26	12	29	70	28	25	61	21	70	38
	11%	13%	18%	8%	12%	5%	5%	10%	11%	14%	10%	13%	6%	10%	10%	8%	13%	11%	9%	9%	17%
		FG	DFG							M		M								T	
CBC radio	46	7	15	16	1	5	3	23	24	4	2	8	14	17	28	27	12	29	10	35	12
	5%	9%	6%	4%	1%	5%	2%	5%	5%	3%	1%	4%	8%	6%	4%	7%	6%	5%	4%	4%	5%
		E	E	E									JK	K							
National daily newspaper	38	3	5	24	1	2	2	21	17	8	6	3	7	13	29	14	6	21	9	33	5
	4%	4%	2%	6%	2%	2%	2%	4%	3%	6%	3%	1%	4%	5%	4%	4%	3%	4%	4%	4%	2%
				CEFG										L							
Word of mouth	34	3	5	17	2	1	7	14	20	5	12	7	4	5	22	4	5	20	4	29	5
	3%	4%	2%	5%	2%	1%	5%	3%	4%	3%	6%	4%	2%	2%	3%	1%	3%	3%	2%	4%	2%
				F							N										
Internet	29	2	4	12	3	4	3	21	8	7	13	6	1	2	29	15	9	13	7	25	4
	3%	3%	2%	3%	4%	4%	2%	4%	1%	5%	7%	3%	*%	1%	4%	4%	4%	2%	3%	3%	2%
								I		MN	MN	M									
Other source	18	1	10	2	1	1	2	10	8	3	4	3	5	3	14	9	5	10	4	11	7
	2%	1%	4%	*%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	3%	2%	2%	2%	1%	3%
			D																		
I do not access this type of information	15	-	6	9	-	-	-	2	13	2	5	2	-	6	10	4	4	8	3	9	6
	2%		2%	2%				*%	3%	2%	3%	1%		2%	1%	1%	2%	1%	1%	1%	3%
								H													
Do not know	9	-	2	3	1	1	2	6	3	2	1	2	1	2	7	3	2	6	1	7	2
	1%		1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%

Local Content and Its Sources – a Decima teleVox Study

Table CH3A Page 10

CH3A. What is your primary source of information for Local news?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status		Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Local or community newspaper	331	197	134	95	66	59	25	42	95	84	92	36	19	73	208	47	54	114	66	92
	33%	31%	35%	28%	32%	35%	37%	48%	28%	36%	37%	48%	17%	27%	36%	31%	31%	34%	36%	31%
								DE	M	M	IM	IM			N					
Local or community TV channel	258	178	80	99	60	39	20	9	103	69	43	10	32	82	133	40	45	79	51	81
	26%	28%	21%	30%	29%	23%	29%	10%	31%	30%	17%	13%	30%	30%	23%	27%	26%	23%	28%	27%
		C		H	H	H	H		KL	KL		KL	KL							
Local radio station	122	67	56	36	24	24	6	10	45	30	28	7	11	27	71	21	21	45	15	38
	12%	11%	15%	11%	11%	15%	9%	12%	13%	13%	11%	9%	10%	10%	12%	14%	12%	14%	8%	13%
CBC television	108	62	45	52	17	11	5	4	39	20	26	2	17	33	55	16	18	35	23	29
	11%	10%	12%	16%	8%	7%	7%	4%	12%	9%	11%	3%	16%	12%	10%	11%	10%	10%	13%	10%
				EFGH					L	L	L		L							
CBC radio	46	27	19	12	8	8	5	8	12	5	16	10	3	8	30	8	7	23	6	10
	5%	4%	5%	4%	4%	5%	7%	9%	4%	2%	6%	13%	3%	3%	5%	5%	4%	7%	3%	4%
										J	IJM									
National daily newspaper	38	25	12	6	9	10	1	5	9	6	13	3	6	15	16	7	13	7	4	13
	4%	4%	3%	2%	4%	6%	2%	5%	3%	3%	5%	4%	6%	5%	3%	5%	7%	2%	2%	4%
						D											RS			
Word of mouth	34	24	9	8	8	3	3	4	11	6	12	3	2	7	23	3	3	10	4	16
	3%	4%	2%	2%	4%	2%	4%	4%	3%	3%	5%	4%	2%	2%	4%	2%	2%	3%	2%	5%
																				Q
Internet	29	22	8	11	4	6	2	4	3	7	9	1	10	15	12	2	7	8	6	9
	3%	3%	2%	3%	2%	4%	2%	5%	1%	3%	4%	1%	9%	6%	2%	2%	4%	2%	3%	3%
											I		IJL	OP						
Other source	18	12	6	5	5	2	2	1	7	3	4	1	2	5	11	3	3	6	3	5
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
I do not access this type of information	15	9	6	7	4	1	-	-	8	-	3	-	3	5	9	1	3	5	3	4
	2%	2%	2%	2%	2%	*%			3%		1%		3%	2%	2%	1%	2%	1%	2%	1%
Do not know	9	4	5	2	3	3	-	-	3	-	1	3	2	3	6	-	1	4	1	2
	1%	1%	1%	1%	2%	2%			1%		*%	4%	2%	1%	1%		*%	1%	1%	1%

Local Content and Its Sources – a Decima teleVox Study

CH3B. What is your primary source of information for Local weather?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Local or community TV channel	374	18	81	154	32	33	56	174	201	52	60	78	66	113	239	110	76	249	74	299	76
	37%	21%	32%	41%	46%	36%	42%	36%	39%	38%	31%	39%	36%	41%	35%	31%	39%	43%	32%	38%	34%
				B	BC	B	B											S			
Local radio station	146	20	26	56	10	19	15	78	69	17	32	26	27	42	93	54	23	49	53	126	20
	15%	25%	10%	15%	14%	20%	11%	16%	13%	12%	17%	13%	15%	15%	13%	15%	12%	8%	23%	16%	9%
		CDG				C													R	U	
Internet	142	12	28	49	11	15	27	80	62	32	40	30	22	18	134	71	29	59	39	124	18
	14%	14%	11%	13%	16%	16%	21%	16%	12%	23%	20%	15%	12%	6%	19%	20%	15%	10%	17%	16%	8%
							C			MN	MN	N	N						R	U	
CBC television	101	7	42	33	4	9	7	44	57	9	19	20	16	36	59	25	21	63	23	65	36
	10%	8%	17%	9%	5%	10%	5%	9%	11%	7%	10%	10%	9%	13%	9%	7%	11%	11%	10%	8%	16%
			BDEG																		T
CBC radio	62	8	21	20	1	6	6	25	36	4	5	10	16	24	42	28	8	37	11	43	19
	6%	10%	8%	5%	1%	6%	5%	5%	7%	3%	2%	5%	9%	9%	6%	8%	4%	6%	5%	5%	8%
		E	E	E									JK	JK							
Local or community newspaper	44	6	15	13	2	4	6	22	22	7	7	12	10	7	33	16	7	25	14	29	15
	4%	7%	6%	3%	2%	4%	4%	5%	4%	5%	4%	6%	6%	2%	5%	4%	3%	4%	6%	4%	7%
National daily newspaper	14	-	2	9	-	1	2	5	8	1	2	2	5	4	12	5	2	7	-	13	1
	1%		1%	2%		1%	2%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	1%		2%	*%
Word of mouth	9	1	2	3	2	1	-	4	5	5	1	1	1	1	6	1	3	3	1	7	2
	1%	1%	1%	1%	3%	1%		1%	1%	4%	*%	*%	1%	*%	1%	*%	2%	1%	*%	1%	1%
Other source	85	11	23	29	9	3	11	42	43	5	18	18	18	26	60	38	18	67	15	66	19
	8%	14%	9%	8%	13%	3%	8%	9%	8%	3%	9%	9%	10%	9%	9%	11%	9%	12%	7%	8%	9%
		F	F		F						J	J	J	J				S			
I do not access this type of information	16	-	8	7	-	1	-	4	12	4	4	4	1	3	7	3	4	8	2	8	8
	2%		3%	2%		1%		1%	2%	3%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%	4%
Do not know	16	-	7	5	-	1	2	10	5	2	7	1	1	5	8	6	4	9	2	9	7
	2%		3%	1%		1%	2%	2%	1%	1%	3%	*%	*%	2%	1%	2%	2%	2%	1%	1%	3%
											L										

Local Content and Its Sources – a Decima teleVox Study

CH3B. What is your primary source of information for Local weather?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Local or community TV channel	374	244	130	143	75	56	23	25	143	100	73	20	39	109	204	59	72	115	78	106
	37%	39%	34%	43% FH	36%	33%	33%	28%	43% KL	43% KL	29%	27%	36%	40%	36%	39%	41%	34%	43%	35%
Local radio station	146	76	70	39	31	26	11	17	51	38	29	13	12	24	98	20	20	51	24	48
	15%	12%	18% B	12%	15%	16%	17%	20%	15%	16%	12%	17%	11%	9%	17% N	13%	11%	15%	13%	16%
Internet	142	88	54	38	33	32	10	12	22	38	47	12	24	55	73	14	23	51	24	44
	14%	14%	14%	11%	16%	19% D	14%	14%	7%	16% I	19% I	16% I	22% I	20% OP	13%	10%	13%	15%	13%	15%
CBC television	101	64	37	36	20	20	8	5	41	18	23	5	10	23	56	19	23	29	19	27
	10%	10%	10%	11%	9%	12%	11%	6%	12%	8%	9%	7%	9%	8%	10%	13%	13%	9%	10%	9%
CBC radio	62	39	22	20	9	12	4	9	15	9	24	10	3	12	39	9	9	27	7	19
	6%	6%	6%	6%	4%	7%	6%	10%	5%	4%	10% IJM	13% IJM	2%	5%	7%	6%	5%	8%	4%	6%
Local or community newspaper	44	27	17	13	10	6	2	3	15	10	10	2	5	12	26	4	6	9	9	17
	4%	4%	4%	4%	5%	3%	3%	3%	4%	4%	4%	3%	5%	4%	5%	3%	4%	3%	5%	6%
National daily newspaper	14	10	3	4	3	-	2	3	4	2	3	2	3	5	8	1	4	4	2	3
	1%	2%	1%	1%	2%		3%	4%	1%	1%	1%	3%	3%	2%	1%	1%	2%	1%	1%	1%
Word of mouth	9	6	3	5	1	-	-	-	4	2	1	-	2	4	4	-	1	4	-	4
	1%	1%	1%	1%	*%				1%	1%	*%		1%	1%	1%		*%	1%		1%
Other source	85	52	33	21	18	15	10	9	29	11	29	11	5	17	48	19	13	33	16	22
	8%	8%	9%	6%	9%	9%	14%	11%	9%	5%	12% JM	14% J	5%	6%	8%	13% N	8%	10%	9%	7%
I do not access this type of information	16	9	7	8	4	1	-	1	7	-	5	-	4	6	9	1	1	7	2	5
	2%	1%	2%	2%	2%	*%		1%	2%		2%		4%	2%	2%	1%	*%	2%	1%	2%
Do not know	16	13	3	8	3	-	-	3	4	5	6	-	1	5	7	3	4	4	2	5
	2%	2%	1%	2%	1%			3%	1%	2%	2%		1%	2%	1%	2%	3%	1%	1%	2%

Local Content and Its Sources – a Decima teleVox Study

CH3C. What is your primary source of information for Events and activities in your community?
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Local or community newspaper	475	39	121	183	30	34	67	212	263	47	73	96	103	150	334	175	80	289	105	362	112
	47%	48%	48%	49%	42%	37%	51%	43%	51%	34%	38%	48%	56%	54%	48%	49%	41%	50%	45%	46%	51%
				F			F		H			JK	JK	JK							
Local or community TV channel	118	5	20	54	7	19	14	62	56	29	21	24	16	25	89	38	31	72	26	102	16
	12%	6%	8%	14%	9%	20%	11%	13%	11%	21%	11%	12%	9%	9%	13%	11%	16%	13%	11%	13%	7%
				BC		BCE				KMN										U	
Local radio station	95	16	15	25	13	16	10	51	44	7	21	24	16	26	58	34	14	46	36	81	14
	9%	20%	6%	7%	19%	17%	7%	11%	8%	5%	11%	12%	8%	9%	8%	9%	7%	8%	15%	10%	6%
		CDG		CDG	CDG	CDG					J								R		
Word of mouth	61	8	8	25	6	8	7	22	39	9	22	9	6	12	36	16	12	28	13	55	5
	6%	9%	3%	7%	8%	9%	5%	4%	7%	6%	11%	5%	3%	4%	5%	4%	6%	5%	6%	7%	2%
		C		C							LMN									U	
Internet	42	1	9	20	4	2	6	36	6	10	17	12	1	-	39	19	10	21	10	37	5
	4%	1%	3%	5%	5%	2%	5%	7%	1%	7%	9%	6%	1%		6%	5%	5%	4%	4%	5%	2%
				B				I		M	M	M									
CBC television	42	6	16	10	4	4	1	18	23	4	9	9	7	12	22	17	8	24	10	26	15
	4%	7%	6%	3%	5%	5%	1%	4%	4%	3%	5%	5%	4%	4%	3%	5%	4%	4%	4%	3%	7%
		G	DG																		
National daily newspaper	39	1	9	20	3	2	3	22	17	2	9	5	9	14	30	22	11	18	8	36	3
	4%	2%	4%	5%	5%	3%	2%	4%	3%	2%	5%	3%	5%	5%	4%	6%	6%	3%	4%	5%	1%
				B																U	
CBC radio	38	4	16	9	-	3	7	16	22	2	6	5	10	14	23	20	4	23	7	24	14
	4%	5%	6%	2%		3%	5%	3%	4%	2%	3%	2%	6%	5%	3%	6%	2%	4%	3%	3%	6%
			D																		
Other source	40	2	18	12	2	1	5	18	23	2	11	8	10	8	29	10	9	23	6	23	17
	4%	2%	7%	3%	3%	1%	4%	4%	4%	2%	6%	4%	6%	3%	4%	3%	4%	4%	3%	3%	8%
			BDF																		T
I do not access this type of information	33	1	12	12	1	2	5	15	18	15	1	5	3	9	17	5	11	22	8	22	12
	3%	1%	5%	3%	1%	2%	4%	3%	3%	11%	1%	2%	2%	3%	3%	1%	5%	4%	3%	3%	5%
			BE							KLMN				K							
Do not know	26	-	10	8	2	1	6	17	9	9	3	2	2	9	13	3	7	12	4	18	8
	3%		4%	2%	2%	1%	4%	3%	2%	7%	1%	1%	1%	3%	2%	1%	3%	2%	2%	2%	4%
										KLM											

Local Content and Its Sources – a Decima teleVox Study

Table CH3C Page 14

CH3C. What is your primary source of information for Events and activities in your community?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Local or community newspaper	475	299	176	128	103	89	39	45	149	107	133	42	38	111	291	67	76	162	91	139
	47%	48%	46%	38%	50%	53%	57%	53%	45%	46%	54%	56%	35%	41%	51%	45%	43%	48%	50%	46%
					D	D	D	D			IM	M			N					
Local or community TV channel	118	80	38	42	28	17	7	5	40	33	18	7	20	50	51	15	23	34	24	35
	12%	13%	10%	13%	13%	10%	10%	6%	12%	14%	7%	9%	19%	18%	9%	10%	13%	10%	13%	12%
				H	H				K			K		OP						
Local radio station	95	41	55	34	22	17	5	7	33	27	23	4	7	15	60	19	17	38	18	21
	9%	7%	14%	10%	11%	10%	8%	8%	10%	12%	9%	6%	6%	6%	10%	12%	10%	11%	10%	7%
			B												N	N				
Word of mouth	61	37	24	22	10	7	3	3	24	13	12	5	5	20	30	8	9	16	10	23
	6%	6%	6%	7%	5%	4%	4%	3%	7%	6%	5%	6%	4%	7%	5%	6%	5%	5%	5%	8%
Internet	42	29	13	16	8	6	2	3	8	10	9	2	13	17	20	4	9	11	6	15
	4%	5%	3%	5%	4%	3%	3%	3%	2%	4%	4%	3%	12%	6%	4%	3%	5%	3%	3%	5%
												IJKL								
CBC television	42	24	17	18	6	7	3	3	18	11	8	1	3	11	16	12	10	15	8	8
	4%	4%	5%	6%	3%	4%	5%	3%	5%	5%	3%	1%	3%	4%	3%	8%	6%	5%	5%	3%
									L							O				
National daily newspaper	39	29	10	13	4	10	1	8	10	8	14	4	2	6	28	5	6	9	5	19
	4%	5%	3%	4%	2%	6%	1%	10%	3%	3%	6%	5%	2%	2%	5%	3%	3%	3%	3%	6%
								EG												RS
CBC radio	38	23	15	13	6	3	4	6	8	7	15	5	2	8	25	6	7	19	2	10
	4%	4%	4%	4%	3%	2%	5%	6%	3%	3%	6%	7%	1%	3%	4%	4%	4%	6%	1%	3%
											M						S			
Other source	40	26	14	16	9	6	4	3	14	4	12	6	5	10	26	5	6	13	10	11
	4%	4%	4%	5%	4%	4%	5%	3%	4%	2%	5%	8%	4%	4%	4%	3%	4%	4%	5%	4%
I do not access this type of information	33	25	8	15	9	3	1	2	18	4	3	-	8	14	14	5	8	8	6	11
	3%	4%	2%	5%	4%	2%	1%	2%	5%	2%	1%		8%	5%	2%	3%	4%	3%	3%	4%
									JK				JK							
Do not know	26	15	11	16	2	3	-	2	12	7	-	-	5	9	12	4	4	8	4	7
	3%	2%	3%	5%	1%	2%		2%	4%	3%			5%	3%	2%	3%	2%	3%	2%	2%
				EF																

Local Content and Its Sources – a Decima teleVox Study

CH5A. How important is A local radio station as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender				Age Group					Media Usage				Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	243	28	53	88	20	27	27	97	147	27	46	51	43	73	154	77	44	130	70	198	45
	24%	34%	21%	23%	29%	29%	20%	20%	28%	19%	24%	25%	24%	26%	22%	22%	22%	23%	30%	25%	21%
		CDG						H											R		
(7 8)	297	24	65	112	23	38	35	150	147	47	67	72	51	60	218	110	60	161	79	244	53
	29%	29%	26%	30%	32%	42%	26%	31%	28%	34%	34%	36%	28%	21%	32%	31%	31%	28%	34%	31%	24%
						CDG				N	N	N									
(5 6)	209	16	60	79	16	11	28	115	94	40	37	37	41	53	150	88	42	120	40	158	51
	21%	20%	24%	21%	22%	12%	21%	24%	18%	29%	19%	18%	22%	19%	22%	24%	21%	21%	17%	20%	23%
			F	F				I		LN											
(3 4)	70	8	19	26	5	4	8	37	33	8	15	12	14	21	48	25	17	44	10	52	19
	7%	10%	7%	7%	8%	5%	6%	8%	6%	6%	8%	6%	8%	7%	7%	7%	9%	8%	4%	7%	9%
																		S			
(1 2) - Not at all important	166	5	47	64	6	11	33	81	86	17	29	26	29	61	113	55	33	106	31	123	44
	16%	6%	19%	17%	8%	12%	25%	16%	16%	12%	15%	13%	16%	22%	16%	15%	17%	18%	13%	16%	20%
			BE	BE			BEF							JL							
DK/ REFUSE	22	1	11	8	1	-	2	9	13	-	1	3	5	12	8	4	-	14	5	14	8
	2%	1%	4%	2%	2%		1%	2%	3%		1%	1%	3%	4%	1%	1%		2%	2%	2%	4%
			B											K							
MEAN	6.3	7.1	5.9	6.2	6.8	7.0	5.7	6.1	6.4	6.3	6.4	6.6	6.2	6.0	6.2	6.2	6.1	6.1	6.8	6.4	5.8
		CDG			CG	CDG						N							R	U	
TOP 4 BOX SCORE	541	52	118	200	43	65	62	247	294	74	112	123	94	133	372	187	105	291	149	442	99
	54%	63%	46%	53%	61%	71%	47%	51%	56%	53%	58%	61%	51%	48%	54%	52%	53%	51%	64%	56%	45%
		CG			CG	CDG					N	MN							R	U	

Local Content and Its Sources – a Decima teleVox Study

Table CH5A Page 16

CH5A. How important is A local radio station as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	243	125	119	92	54	34	21	21	98	66	50	7	18	48	157	37	40	81	46	75
	24%	20%	31% B	28%	26%	21%	30%	24%	29% KLM	29% KLM	20% L	10%	17%	18%	27% N	24%	23%	24%	25%	25%
(7 8)	297	187	111	78	67	61	19	29	86	73	73	26	38	87	160	46	49	89	58	98
	29%	30%	29%	23%	32% D	36% D	27%	33%	26%	32%	29%	34%	35%	32%	28%	31%	28%	27%	31%	33%
(5 6)	209	143	66	73	41	34	8	19	73	40	48	16	30	62	109	33	36	72	33	63
	21%	23% C	17%	22% G	20%	20%	12%	21%	22%	18%	19%	21%	28% J	23%	19%	22%	21%	21%	18%	21%
(3 4)	70	41	30	31	9	14	4	6	17	17	21	7	8	21	37	11	13	26	12	18
	7%	6%	8%	9% E	4%	8%	6%	7%	5%	7%	9%	9%	8%	8%	6%	7%	8%	8%	7%	6%
(1 2) - Not at all important	166	118	48	54	32	23	15	13	50	30	49	20	13	51	97	16	32	59	28	44
	16%	19% C	13%	16%	16%	14%	22%	15%	15%	13%	20%	27% IJM	12%	19% P	17% P	10%	18%	18%	15%	15%
DK/ REFUSE	22	15	7	7	3	2	3	-	10	4	7	-	-	3	12	8	5	8	7	2
	2%	2%	2%	2%	2%	1%	4%		3%	2%	3%			1%	2%	5% N	3%	2%	4%	1%
MEAN	6.3	6.0	6.7 B	6.2	6.4	6.4	6.3	6.2	6.5 KL	6.7 KL	5.9	5.3	6.2 L	5.9	6.4 N	6.6 N	6.1	6.1	6.4	6.4
TOP 4 BOX SCORE	541	311	229	170	121	95	39	49	184	139	123	33	56	135	317	83	89	170	104	172
	54%	50%	60% B	51%	59%	57%	56%	57%	55%	60% KL	50%	44%	52%	50%	55%	55%	51%	51%	57%	57%

Local Content and Its Sources – a Decima teleVox Study

CH5B. How important is The Internet as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	205	18	45	83	9	21	29	96	109	52	56	34	31	26	181	94	59	113	45	176	29
	20%	22%	18%	22%	13%	23%	22%	20%	21%	38%	29%	17%	17%	9%	26%	26%	30%	20%	19%	22%	13%
				E						LMN	LMN	N	N							U	
(7 8)	197	15	54	80	14	11	23	97	100	30	46	43	38	38	164	91	40	113	56	150	47
	20%	19%	21%	21%	20%	12%	17%	20%	19%	22%	24%	22%	21%	14%	24%	25%	20%	20%	24%	19%	21%
			F	F						N	N										
(5 6)	168	17	40	65	11	17	19	91	78	20	34	51	20	42	139	61	30	97	37	133	35
	17%	21%	16%	17%	15%	18%	14%	19%	15%	15%	18%	25%	11%	15%	20%	17%	15%	17%	16%	17%	16%
											JMN										
(3 4)	85	8	21	30	8	7	10	47	39	8	15	20	19	24	64	39	14	52	20	65	20
	8%	10%	8%	8%	11%	8%	8%	10%	7%	6%	8%	10%	10%	8%	9%	11%	7%	9%	9%	8%	9%
(1 2) - Not at all important	280	16	64	100	23	31	46	122	158	25	41	42	63	105	139	70	49	168	55	218	62
	28%	20%	25%	26%	32%	34%	35%	25%	30%	18%	21%	21%	34%	38%	20%	19%	25%	29%	24%	28%	28%
					B	B							JKL	JKL							
DK/ REFUSE	73	7	31	19	7	5	5	36	37	2	2	10	12	45	5	3	5	33	20	46	27
	7%	8%	12%	5%	9%	5%	3%	7%	7%	2%	1%	5%	7%	16%	1%	1%	2%	6%	9%	6%	12%
			DFG									K	JK	JKLM							T
MEAN	5.3	5.7	5.4	5.5	4.7	5.0	5.2	5.4	5.3	6.6	6.1	5.5	4.9	4.1	6.0	6.0	6.0	5.2	5.6	5.4	5.0
		E								LMN	MN	N	N								
TOP 4 BOX SCORE	402	33	98	163	23	32	52	193	209	82	102	78	69	64	345	185	99	226	101	326	76
	40%	41%	39%	43%	32%	35%	40%	40%	40%	59%	53%	39%	38%	23%	50%	52%	50%	39%	43%	41%	34%
				E						LMN	LMN	N	N								

Local Content and Its Sources – a Decima teleVox Study

Table CH5B Page 18

CH5B. How important is The Internet as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	205	142	63	67	42	34	11	23	54	47	43	9	49	79	100	24	36	47	43	75
	20%	23%	17%	20%	20%	21%	15%	26%	16%	20%	17%	13%	45%	29%	17%	16%	20%	14%	24%	25%
		C										IJKL	OP					R	R	
(7 8)	197	117	80	49	45	40	16	17	47	57	47	23	22	56	120	18	25	65	30	75
	20%	19%	21%	15%	22%	24%	22%	19%	14%	25%	19%	30%	20%	21%	21%	12%	14%	19%	16%	25%
				D	D				I			I		P	P				QS	
(5 6)	168	110	58	53	36	29	12	16	50	43	46	12	16	40	101	24	17	62	37	49
	17%	18%	15%	16%	17%	17%	17%	18%	15%	18%	19%	16%	15%	15%	18%	16%	10%	18%	20%	17%
																	Q	Q	Q	
(3 4)	85	54	31	28	18	19	7	7	27	12	30	11	6	27	46	12	21	30	12	23
	8%	9%	8%	8%	9%	11%	10%	8%	8%	5%	12%	14%	6%	10%	8%	8%	12%	9%	6%	8%
											JM	J								
(1 2) - Not at all important	280	172	108	100	54	36	22	24	110	55	75	20	15	63	160	52	61	99	49	67
	28%	27%	28%	30%	26%	22%	32%	28%	33%	24%	30%	27%	14%	23%	28%	35%	35%	29%	27%	22%
				F					JM	M	M	M			N	T				
DK/ REFUSE	73	33	40	37	12	9	3	-	46	18	7	-	-	7	44	21	16	33	13	10
	7%	5%	11%	11%	6%	5%	4%		14%	8%	3%			2%	8%	14%	9%	10%	7%	3%
			B	EFG					JK	K					N	NO	T	T		
MEAN	5.3	5.5	5.2	5.2	5.4	5.6	5.0	5.5	4.7	5.7	5.1	5.1	7.1	5.9	5.2	4.5	4.8	5.0	5.5	5.9
										IK			IJKL	OP	P					QR
TOP 4 BOX SCORE	402	259	143	116	87	75	26	39	102	104	90	32	70	135	220	41	61	112	73	150
	40%	41%	37%	35%	42%	45%	38%	45%	30%	45%	36%	43%	65%	50%	38%	28%	35%	34%	40%	50%
					D				I			IJKL		OP	P					QRS

Local Content and Its Sources – a Decima teleVox Study

Table CH5C Page 19

CH5C. How important is A local or community TV channel as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	208	18	36	94	16	19	25	74	134	31	35	36	38	65	131	63	41	124	53	176	33
	21%	22%	14%	25%	23%	21%	19%	15%	26%	22%	18%	18%	21%	23%	19%	18%	21%	22%	23%	22%	15%
				C				H												U	
(7 8)	245	18	63	77	25	31	31	123	122	36	49	59	43	56	164	85	52	146	54	192	52
	24%	22%	25%	21%	34%	34%	23%	25%	23%	26%	26%	29%	23%	20%	24%	24%	26%	25%	23%	24%	24%
				BD		D						N									
(5 6)	233	24	69	80	12	23	24	122	111	36	38	49	44	63	162	70	50	140	48	176	57
	23%	29%	27%	21%	17%	25%	18%	25%	21%	26%	20%	25%	24%	23%	23%	20%	26%	24%	20%	22%	26%
		E	E																		
(3 4)	78	6	20	33	6	4	9	39	39	14	13	14	13	24	58	32	12	50	10	60	18
	8%	8%	8%	9%	8%	4%	7%	8%	8%	10%	6%	7%	7%	8%	8%	9%	6%	9%	4%	8%	8%
																		S			
(1 2) - Not at all important	201	13	55	81	8	12	32	106	96	18	51	34	38	54	152	90	37	99	51	152	49
	20%	16%	22%	22%	11%	13%	24%	22%	18%	13%	26%	17%	21%	19%	22%	25%	19%	17%	22%	19%	22%
			EF	EF			EF				JL										
DK/ REFUSE	43	3	11	11	4	3	11	25	19	2	7	8	7	18	25	17	5	17	20	33	11
	4%	4%	4%	3%	6%	3%	8%	5%	4%	1%	4%	4%	4%	6%	4%	5%	3%	3%	8%	4%	5%
														J					R		
MEAN	5.8	6.0	5.5	5.8	6.7	6.5	5.6	5.5	6.1	6.1	5.5	6.0	5.8	5.9	5.6	5.5	5.9	6.0	5.9	5.9	5.5
					CDG	CG			H											U	
TOP 4 BOX SCORE	453	36	99	171	41	50	56	197	256	67	85	95	81	121	295	149	93	270	106	368	85
	45%	44%	39%	45%	57%	55%	43%	40%	49%	49%	44%	47%	45%	43%	43%	42%	47%	47%	46%	47%	39%
					CDG	C			H											U	

Local Content and Its Sources – a Decima teleVox Study

Table CH5C Page 20

CH5C. How important is A local or community TV channel as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	208	125	83	83	49	28	11	10	81	54	39	7	24	50	120	35	42	65	40	58
	21%	20%	22%	25%	24%	17%	16%	11%	24%	23%	16%	10%	22%	18%	21%	23%	24%	19%	22%	19%
				FH	H				KL	KL		L	L							
(7 8)	245	165	80	76	53	47	18	20	76	60	59	18	30	71	130	39	37	82	52	70
	24%	26%	21%	23%	26%	28%	26%	23%	23%	26%	24%	24%	28%	26%	23%	26%	21%	25%	28%	23%
(5 6)	233	146	86	84	41	40	11	23	88	50	57	9	26	69	131	32	47	68	41	74
	23%	23%	23%	25%	20%	24%	16%	26%	26%	22%	23%	12%	24%	25%	23%	21%	27%	20%	23%	25%
				L	L				L	L	L	L	L							
(3 4)	78	50	28	28	12	12	8	10	19	12	19	10	17	29	32	17	14	27	13	23
	8%	8%	7%	8%	6%	7%	11%	11%	6%	5%	8%	14%	16%	11%	6%	11%	8%	8%	7%	8%
													IJK	O	O					
(1 2) - Not at all important	201	128	73	55	40	30	18	22	57	46	58	26	9	45	128	23	30	71	34	63
	20%	20%	19%	17%	19%	18%	26%	26%	17%	20%	23%	35%	9%	17%	22%	16%	17%	21%	18%	21%
									M	M	M	IJM								
DK/ REFUSE	43	13	30	8	11	10	3	2	12	9	16	5	-	8	30	4	6	22	4	10
	4%	2%	8%	2%	6%	6%	4%	2%	4%	4%	7%	6%		3%	5%	3%	3%	6%	2%	3%
			B														S			
MEAN	5.8	5.8	5.9	6.1	6.1	5.8	5.3	5.0	6.2	6.0	5.4	4.5	6.2	5.8	5.8	6.1	6.0	5.7	6.0	5.8
				GH	H	H			KL	KL	L	KL	KL							
TOP 4 BOX SCORE	453	290	163	159	103	75	29	30	157	114	98	25	54	121	251	74	79	147	92	129
	45%	46%	43%	48%	50%	45%	42%	34%	47%	49%	39%	34%	50%	45%	44%	49%	45%	44%	50%	43%
				H	H				L	KL		L	L							

Local Content and Its Sources – a Decima teleVox Study

CH5D. How important is Your local or community newspaper as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	303	25	73	122	21	25	38	109	194	24	51	64	64	98	197	105	45	197	62	233	70
	30%	31%	29%	32%	29%	27%	28%	22%	37%	18%	26%	32%	35%	35%	28%	29%	23%	34%	26%	30%	32%
								H				J	J	J				S			
(7 8)	316	31	85	101	23	32	44	163	153	56	57	61	66	72	232	125	72	176	84	242	74
	31%	38%	33%	27%	33%	35%	33%	33%	29%	41%	30%	30%	36%	26%	33%	35%	37%	31%	36%	31%	34%
		D								N			N								
(5 6)	201	13	44	86	15	15	28	112	89	31	34	44	31	58	140	66	39	108	48	164	37
	20%	16%	17%	23%	21%	16%	21%	23%	17%	22%	18%	22%	17%	21%	20%	19%	20%	19%	21%	21%	17%
								I													
(3 4)	78	4	21	23	5	9	16	49	29	15	21	13	8	19	57	31	22	34	15	62	16
	8%	5%	8%	6%	7%	10%	12%	10%	6%	11%	11%	7%	4%	7%	8%	9%	11%	6%	6%	8%	7%
								I		M	M										
(1 2) - Not at all important	94	8	22	42	6	10	6	45	49	11	29	13	14	23	61	29	15	51	21	77	17
	9%	10%	9%	11%	8%	11%	5%	9%	9%	8%	15%	6%	8%	8%	9%	8%	7%	9%	9%	10%	8%
				G							LM										
DK/ REFUSE	17	-	10	3	1	1	1	11	6	1	1	5	1	9	6	2	3	9	3	10	7
	2%		4%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	3%
			DG											JKM							
MEAN	6.9	7.1	6.9	6.8	6.9	6.7	7.0	6.6	7.2	6.6	6.3	7.1	7.2	7.1	6.9	6.9	6.7	7.1	6.9	6.8	7.1
								H				JK	JK	K							
TOP 4 BOX SCORE	619	57	158	222	44	56	81	272	347	81	108	125	130	170	428	230	118	373	146	475	144
	61%	69%	62%	59%	62%	62%	62%	56%	67%	59%	56%	62%	71%	61%	62%	64%	60%	65%	63%	60%	65%
									H				JKN								

Local Content and Its Sources – a Decima teleVox Study

Table CH5D Page 22

CH5D. How important is Your local or community newspaper as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	303	170	133	94	62	55	24	31	111	80	68	19	22	53	199	48	53	100	59	89
	30%	27%	35%	28%	30%	33%	34%	36%	33%	35%	27%	25%	20%	19%	35%	32%	30%	30%	32%	30%
			B						M	M					N					
(7 8)	316	194	121	100	66	58	26	29	97	76	77	29	36	98	178	37	52	100	58	105
	31%	31%	32%	30%	32%	35%	38%	34%	29%	33%	31%	38%	34%	36%	31%	25%	29%	30%	32%	35%
														P						
(5 6)	201	135	67	66	42	32	15	10	55	36	59	12	33	54	107	36	33	73	37	52
	20%	21%	18%	20%	20%	19%	21%	11%	16%	16%	24%	17%	31%	20%	19%	24%	19%	22%	20%	17%
				H	H						IJ		IJL							
(3 4)	78	54	24	29	15	14	1	8	19	16	21	6	13	34	37	6	14	30	11	21
	8%	9%	6%	9%	7%	8%	2%	9%	6%	7%	9%	8%	12%	12%	6%	4%	8%	9%	6%	7%
				G	G	G		G						OP						
(1 2) - Not at all important	94	63	31	38	20	8	4	8	41	19	20	9	3	29	45	16	19	27	16	30
	9%	10%	8%	11%	10%	5%	6%	9%	12%	8%	8%	12%	3%	11%	8%	11%	11%	8%	9%	10%
				F					M	M	M	M								
DK/ REFUSE	17	11	5	6	3	-	-	1	11	3	2	-	-	5	5	7	5	5	3	3
	2%	2%	1%	2%	1%			1%	3%	1%	1%			2%	1%	4%	3%	2%	2%	1%
									K											
MEAN	6.9	6.7	7.2	6.7	6.9	7.2	7.5	7.1	6.9	7.1	6.8	6.7	6.7	6.4	7.2	6.9	6.8	6.9	7.0	6.9
			B				D								N					
TOP 4 BOX SCORE	619	365	254	194	127	113	50	60	208	156	145	48	58	150	378	85	105	200	116	194
	61%	58%	67%	58%	61%	68%	72%	70%	62%	67%	59%	63%	54%	55%	66%	57%	60%	60%	63%	65%
			B			D	D			M					NP					

Local Content and Its Sources – a Decima teleVox Study

CH5E. How important is A national daily newspaper as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group					Media Usage				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	138	9	41	54	7	11	15	50	88	20	21	21	29	45	86	49	17	91	24	104	34
	14%	11%	16%	14%	10%	12%	12%	10%	17%	15%	11%	11%	16%	16%	12%	14%	8%	16%	10%	13%	15%
									H									S			
(7 8)	207	19	65	75	11	14	24	94	113	45	35	40	40	46	152	83	51	126	50	153	54
	21%	23%	25%	20%	15%	15%	18%	19%	22%	33%	18%	20%	22%	16%	22%	23%	26%	22%	21%	19%	25%
			EF							KLMN											
(5 6)	220	18	53	90	14	19	27	122	97	26	55	56	35	45	158	89	48	117	57	171	49
	22%	22%	21%	24%	19%	20%	20%	25%	19%	19%	28%	28%	19%	16%	23%	25%	24%	20%	24%	22%	22%
								I			MN	MN									
(3 4)	122	12	36	45	5	11	13	78	44	15	30	24	20	32	86	50	31	62	25	89	33
	12%	14%	14%	12%	7%	12%	10%	16%	8%	11%	15%	12%	11%	11%	13%	14%	16%	11%	11%	11%	15%
			E					I													
(1 2) - Not at all important	280	22	47	101	31	34	45	123	156	30	50	52	52	89	191	79	45	159	63	239	41
	28%	26%	19%	27%	43%	37%	34%	25%	30%	22%	26%	26%	28%	32%	28%	22%	23%	28%	27%	30%	18%
				C	BCD	C	C							J						U	
DK/ REFUSE	42	3	12	12	4	2	8	20	22	1	2	7	8	23	18	8	5	22	14	32	10
	4%	4%	5%	3%	6%	2%	6%	4%	4%	1%	1%	4%	4%	8%	3%	2%	3%	4%	6%	4%	5%
													J	JKL							
MEAN	5.0	4.9	5.6	5.0	4.2	4.4	4.7	4.9	5.1	5.6	4.8	4.9	5.1	4.9	5.0	5.3	5.1	5.2	4.9	4.9	5.5
			EFG	E						KLN											T
TOP 4 BOX SCORE	345	28	106	129	18	25	39	145	200	66	57	61	68	91	238	132	68	217	74	257	88
	34%	34%	42%	34%	25%	27%	30%	30%	39%	48%	29%	30%	37%	33%	34%	37%	34%	38%	32%	33%	40%
			EFG						H	KLN											

Local Content and Its Sources – a Decima teleVox Study

Table CH5E Page 24

CH5E. How important is A national daily newspaper as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	138	86	52	43	21	24	10	20	50	25	33	11	16	34	83	18	25	49	21	40
	14%	14%	14%	13%	10%	14%	15%	23%	15%	11%	13%	15%	15%	13%	15%	12%	14%	15%	12%	13%
								DE												
(7 8)	207	145	62	78	42	30	10	22	58	48	44	23	34	76	107	23	33	72	40	61
	21%	23%	16%	23%	20%	18%	14%	25%	17%	21%	18%	31%	31%	28%	19%	15%	19%	21%	22%	20%
		C										IK	IK	OP						
(5 6)	220	138	82	70	47	33	25	12	63	58	52	14	30	65	123	28	34	76	39	68
	22%	22%	21%	21%	23%	20%	35%	14%	19%	25%	21%	18%	28%	24%	22%	19%	19%	23%	21%	23%
							DFH													
(3 4)	122	76	46	39	24	27	8	15	36	27	37	9	13	33	64	24	26	30	24	41
	12%	12%	12%	12%	11%	16%	11%	18%	11%	11%	15%	12%	12%	12%	11%	16%	15%	9%	13%	14%
(1 2) - Not at all important	280	165	115	90	64	48	16	15	105	64	75	15	15	55	173	44	48	89	52	84
	28%	26%	30%	27%	31%	28%	23%	18%	32%	28%	30%	20%	14%	20%	30%	30%	27%	26%	28%	28%
					H				LM	M	M				N	N				
DK/ REFUSE	42	18	23	14	9	7	1	2	22	9	7	3	-	9	21	11	10	19	8	5
	4%	3%	6%	4%	4%	4%	1%	2%	7%	4%	3%	4%		3%	4%	8%	6%	6%	4%	2%
			B						K									T		
MEAN	5.0	5.1	4.8	5.1	4.7	4.8	5.2	5.8	4.8	4.9	4.8	5.6	5.9	5.5	4.9	4.6	5.0	5.2	4.9	4.9
								EF				K	IJK	OP						
TOP 4 BOX SCORE	345	231	114	121	62	53	20	42	107	74	77	34	49	110	190	42	58	121	61	101
	34%	37%	30%	36%	30%	32%	29%	49%	32%	32%	31%	46%	46%	40%	33%	28%	33%	36%	33%	34%
		C						DEFG				IJK	IJK	P						

Local Content and Its Sources – a Decima teleVox Study

CH5F. How important is CBC radio as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	169	18	48	54	9	10	30	68	101	16	24	36	34	56	112	55	36	95	35	129	40
	17%	22%	19%	14%	13%	11%	22%	14%	19%	12%	12%	18%	19%	20%	16%	15%	18%	17%	15%	16%	18%
		F					F		H					JK							
(7 8)	203	17	63	66	14	18	25	89	115	28	35	32	41	63	143	75	48	121	47	149	54
	20%	21%	25%	18%	20%	19%	19%	18%	22%	20%	18%	16%	22%	23%	21%	21%	24%	21%	20%	19%	25%
			D																		
(5 6)	176	17	41	72	9	13	23	99	77	35	34	34	20	52	119	68	35	103	46	142	35
	17%	21%	16%	19%	13%	15%	17%	20%	15%	25%	18%	17%	11%	19%	17%	19%	18%	18%	20%	18%	16%
							I			M				M							
(3 4)	107	11	27	45	9	8	8	49	58	18	22	19	17	30	76	41	24	61	20	80	27
	11%	13%	10%	12%	12%	8%	6%	10%	11%	13%	11%	10%	9%	11%	11%	11%	12%	11%	9%	10%	12%
(1 2) - Not at all important	299	18	55	118	29	41	38	155	144	38	72	70	60	56	214	105	50	163	73	249	50
	30%	22%	22%	31%	41%	45%	29%	32%	28%	28%	37%	35%	33%	20%	31%	29%	25%	28%	31%	32%	23%
				C	BC	BCDG				N	N	N								U	
DK/ REFUSE	54	-	20	22	1	2	9	29	25	3	6	9	12	22	28	13	4	33	11	39	15
	5%		8%	6%	2%	2%	6%	6%	5%	2%	3%	4%	7%	8%	4%	4%	2%	6%	5%	5%	7%
			EF	EF										JK							
MEAN	5.1	5.6	5.7	4.8	4.5	4.3	5.4	4.8	5.3	4.9	4.5	4.8	5.1	5.7	5.0	5.0	5.4	5.2	5.0	5.0	5.6
		DEF	DEF				F		H					JKL							T
TOP 4 BOX SCORE	373	36	111	120	23	28	54	157	216	44	59	68	75	119	255	130	83	217	83	278	94
	37%	43%	44%	32%	33%	31%	41%	32%	42%	32%	31%	34%	41%	43%	37%	36%	42%	38%	35%	35%	43%
		D	DF						H				K	JK							

Local Content and Its Sources – a Decima teleVox Study

Table CH5F Page 26

CH5F. How important is CBC radio as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	169	105	64	67	20	22	16	18	48	31	53	18	14	42	97	28	36	59	20	52
	17%	17%	17%	20%	10%	13%	23%	21%	14%	13%	22%	24%	13%	15%	17%	19%	20%	18%	11%	17%
				E				E			IJ						S	S		
(7 8)	203	130	74	72	48	29	10	18	69	38	52	14	28	51	122	28	37	75	39	51
	20%	21%	19%	22%	23%	17%	14%	21%	21%	17%	21%	19%	26%	19%	21%	19%	21%	22%	22%	17%
(5 6)	176	106	70	69	35	28	5	17	55	40	41	15	23	58	85	34	36	48	39	50
	17%	17%	19%	21%	17%	17%	7%	20%	17%	17%	17%	20%	21%	21%	15%	22%	21%	14%	21%	17%
				G	G	G		G						O		O				
(3 4)	107	72	34	34	21	24	6	7	35	25	25	5	16	30	60	15	16	37	27	25
	11%	12%	9%	10%	10%	14%	9%	8%	10%	11%	10%	7%	15%	11%	10%	10%	9%	11%	15%	8%
																			T	
(1 2) - Not at all important	299	186	113	80	75	51	30	26	99	83	67	20	26	75	178	38	42	94	48	108
	30%	30%	30%	24%	36%	31%	43%	30%	30%	36%	27%	27%	25%	28%	31%	25%	24%	28%	26%	36%
					D		D			KM									QRS	
DK/ REFUSE	54	29	25	13	9	14	3	1	28	13	9	2	-	16	30	7	9	21	9	13
	5%	5%	7%	4%	4%	8%	4%	1%	8%	6%	4%	3%		6%	5%	5%	5%	6%	5%	4%
						H			KL											
MEAN	5.1	5.1	5.1	5.5	4.6	4.7	4.6	5.3	5.0	4.6	5.5	5.6	5.2	5.0	5.1	5.3	5.5	5.3	4.9	4.8
				EF							J	J					T			
TOP 4 BOX SCORE	373	235	138	139	68	51	26	36	117	69	105	33	42	93	220	56	72	134	60	103
	37%	37%	36%	42%	33%	30%	37%	42%	35%	30%	43%	43%	39%	34%	38%	37%	41%	40%	33%	34%
				EF							J	J								

Local Content and Its Sources – a Decima teleVox Study

Table CH5G Page 27

CH5G. How important is CBC television as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group						Media Usage				Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	203	21	66	64	14	12	26	86	117	31	30	38	36	64	126	65	44	122	37	148	54
	20%	26%	26%	17%	19%	13%	20%	18%	22%	22%	15%	19%	20%	23%	18%	18%	22%	21%	16%	19%	25%
		F	DF											K							
(7 8)	264	24	74	95	18	24	29	121	143	43	57	51	43	65	188	96	58	168	64	200	64
	26%	29%	29%	25%	25%	26%	22%	25%	27%	31%	29%	26%	24%	23%	27%	27%	30%	29%	27%	25%	29%
(5 6)	238	22	64	88	15	21	26	121	116	37	44	41	38	75	155	82	53	136	61	183	55
	24%	27%	25%	23%	22%	23%	20%	25%	22%	27%	23%	20%	21%	27%	22%	23%	27%	24%	26%	23%	25%
(3 4)	97	7	20	33	8	10	20	55	42	9	18	22	21	28	73	42	11	50	26	77	20
	10%	9%	8%	9%	11%	11%	15%	11%	8%	6%	9%	11%	11%	10%	11%	12%	6%	9%	11%	10%	9%
(1 2) - Not at all important	192	7	24	90	15	24	31	96	95	18	43	45	39	42	144	73	29	96	40	168	24
	19%	9%	10%	24%	21%	27%	23%	20%	18%	13%	22%	22%	22%	15%	21%	20%	15%	17%	17%	21%	11%
				BC	BC	BC	BC				J	JN								U	
DK/ REFUSE	15	-	6	7	2	-	1	9	6	-	1	4	5	5	6	1	-	4	6	11	4
	1%		2%	2%	3%		1%	2%	1%		1%	2%	2%	2%	1%	*		1%	2%	1%	2%
MEAN	5.9	6.7	6.7	5.6	5.7	5.2	5.4	5.7	6.1	6.4	5.6	5.7	5.6	6.1	5.7	5.7	6.3	6.1	5.8	5.7	6.5
		DEFG	DEFG						H	KLM											T
TOP 4 BOX SCORE	466	45	140	160	32	35	55	207	260	74	87	89	80	130	314	160	102	290	101	348	118
	46%	55%	55%	42%	44%	38%	42%	42%	50%	53%	45%	45%	44%	46%	45%	45%	52%	50%	43%	44%	54%
		DF	DFG						H												T

Local Content and Its Sources – a Decima teleVox Study

CH5G. How important is CBC television as a source of local information.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	203	130	72	83	30	28	18	14	74	39	53	11	20	59	107	33	43	68	31	58
	20%	21%	19%	25% EF	14%	17%	26%	17%	22%	17%	21%	15%	19%	22%	19%	22%	24%	20%	17%	19%
(7 8)	264	157	106	91	63	42	17	19	79	66	58	20	40	84	135	42	49	82	50	81
	26%	25%	28%	27%	30%	25%	25%	22%	24%	29%	23%	26%	37% IK	31% O	24%	28%	28%	24%	27%	27%
(5 6)	238	156	81	90	43	42	8	17	86	52	50	17	29	60	141	33	29	87	58	59
	24%	25%	21%	27% G	21%	25% G	12%	20%	26%	23%	20%	22%	27%	22%	25%	22%	17%	26% Q	32% QT	20%
(3 4)	97	53	44	21	28	20	2	14	31	24	28	9	6	21	59	17	17	35	19	26
	10%	8%	12%	6% DG	13% DG	12% G	2%	16% DG	9%	10%	11%	12%	5%	8%	10%	11%	10%	10%	10%	9%
(1 2) - Not at all important	192	122	70	47	42	34	23	22	55	46	58	19	12	42	122	23	35	59	24	71
	19%	19%	18%	14%	20%	20%	33% DE	26% D	16%	20% M	23% M	25% M	11%	16% N	21% N	15%	20%	18%	13%	24% S
DK/ REFUSE	15	9	6	3	2	2	1	-	10	4	2	-	-	5	7	2	3	5	2	5
	1%	1%	2%	1%	1%	1%	1%		3%	2%	1%			2%	1%	1%	1%	1%	1%	2%
MEAN	5.9	5.9	5.9	6.4 EFH	5.6	5.6	5.7	5.2	6.0	5.7	5.7	5.4	6.5 JKL	6.2 O	5.7	6.1	6.1	5.9	6.1	5.7
TOP 4 BOX SCORE	466	288	179	174	93	70	35	33	153	105	111	31	60	144	243	75	92	150	81	139
	46%	46%	47%	52% FH	45%	42%	51%	39%	46%	46%	45%	41%	56%	53% O	42%	50%	52%	45%	44%	46%

Local Content and Its Sources – a Decima teleVox Study

CH5H. How important is Word of mouth as a source of local information.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Very important	135	8	23	67	8	14	14	51	83	22	32	28	20	33	90	39	24	66	38	116	19
	13%	10%	9%	18%	12%	15%	11%	11%	16%	16%	16%	14%	11%	12%	13%	11%	12%	11%	16%	15%	8%
				BC				H												U	
(7 8)	220	18	62	78	17	15	31	102	118	34	49	49	33	54	153	90	48	130	59	164	56
	22%	22%	24%	21%	23%	16%	23%	21%	23%	25%	25%	25%	18%	19%	22%	25%	25%	23%	25%	21%	26%
(5 6)	291	26	76	105	20	32	33	134	157	48	62	54	60	64	199	117	59	173	63	225	66
	29%	32%	30%	28%	28%	35%	25%	27%	30%	35%	32%	27%	33%	23%	29%	33%	30%	30%	27%	29%	30%
								N		N		N									
(3 4)	131	13	36	40	7	12	23	72	59	16	25	22	24	40	98	43	26	68	33	97	34
	13%	16%	14%	11%	10%	13%	18%	15%	11%	11%	13%	11%	13%	14%	14%	12%	13%	12%	14%	12%	15%
(1 2) - Not at all important	209	13	51	82	19	17	28	118	91	11	23	44	44	82	139	66	33	127	38	168	41
	21%	16%	20%	22%	27%	18%	21%	24%	17%	8%	12%	22%	24%	29%	20%	19%	17%	22%	16%	21%	19%
								I				JK	JK	JK							
DK/ REFUSE	22	3	6	5	1	3	4	11	11	7	3	3	2	6	13	2	6	12	3	18	4
	2%	4%	2%	1%	1%	3%	3%	2%	2%	5%	1%	1%	1%	2%	2%	1%	3%	2%	1%	2%	2%
MEAN	5.3	5.3	5.1	5.5	5.0	5.3	5.1	5.0	5.6	6.0	5.8	5.4	5.0	4.8	5.3	5.4	5.5	5.2	5.7	5.3	5.2
								H		LMN	MN	N							R		
TOP 4 BOX SCORE	355	27	85	145	25	29	45	154	201	56	81	78	53	86	243	130	72	196	97	280	75
	35%	32%	33%	38%	35%	32%	34%	31%	39%	41%	42%	39%	29%	31%	35%	36%	37%	34%	42%	36%	34%
								H		M	MN	M									

Local Content and Its Sources – a Decima teleVox Study

Table CH5H Page 30

CH5H. How important is Word of mouth as a source of local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Very important	135	71	64	43	27	23	12	10	60	27	23	9	15	36	73	23	21	38	23	51
	13%	11%	17% B	13%	13%	14%	17%	11%	18% JK	12%	9%	12%	14%	13%	13%	15%	12%	11%	13%	17%
(7 8)	220	123	97	71	50	40	18	15	60	64	47	20	28	63	132	24	31	82	35	71
	22%	20%	25% B	21%	24%	24%	25%	18%	18% IK	28%	19%	26%	26%	23%	23% P	16%	18%	25%	19%	24%
(5 6)	291	192	99	107	55	47	15	29	111	49	76	22	30	84	166	37	51	93	49	94
	29%	31%	26%	32%	27%	28%	22%	33%	33% J	21%	31% J	30%	28%	31%	29%	24%	29%	28%	27%	31%
(3 4)	131	82	50	38	32	21	7	11	33	36	37	6	16	33	73	21	29	44	27	28
	13%	13%	13%	11%	16%	13%	10%	13%	10%	15%	15%	8%	14%	12%	13%	14%	16% T	13%	14%	9%
(1 2) - Not at all important	209	143	66	64	41	35	18	20	60	56	60	18	11	46	118	42	38	75	38	54
	21%	23% C	17%	19%	20%	21%	26%	23%	18% M	24% M	24% M	24% M	10%	17%	21% N	28% N	22%	22%	21%	18%
DK/ REFUSE	22	17	5	11	2	1	-	2	10	-	4	-	8	9	9	4	5	3	11	2
	2%	3%	1%	3% EF	1%	1%		2%	3%		2%		7%	3%	2%	3%	3%	1%	6% RT	1%
MEAN	5.3	5.1	5.7 B	5.4	5.3	5.3	5.3	5.0	5.6 JK	5.1	4.9	5.3	5.8 K	5.4	5.3	5.0	5.0	5.3	5.1	5.7 Q
TOP 4 BOX SCORE	355	194	161	114	77	63	29	25	120	91	70	28	43	100	205	47	52	121	59	122
	35%	31%	42% B	34%	37%	38%	42%	29%	36% K	39% K	28%	38% K	40% K	37%	36%	31%	30%	36%	32%	41% Q

Local Content and Its Sources – a Decima teleVox Study

CH6A. Use Increased/Decreased: A local radio station.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	138	13	30	56	8	14	17	61	78	23	32	32	20	31	91	48	27	62	51	108	30
	14%	15%	12%	15%	12%	16%	13%	12%	15%	17%	16%	16%	11%	11%	13%	13%	14%	11%	22%	14%	14%
																			R		
Increased a little	203	22	46	74	16	25	20	104	99	38	46	40	39	37	140	70	54	112	55	161	42
	20%	27%	18%	20%	22%	27%	15%	21%	19%	28%	24%	20%	21%	13%	20%	19%	27%	19%	24%	20%	19%
										N	N		N								
Stayed the same	470	40	96	180	41	44	68	221	249	50	84	93	91	146	327	173	80	281	90	401	69
	47%	49%	38%	48%	58%	48%	52%	45%	48%	36%	43%	47%	50%	52%	47%	48%	41%	49%	39%	51%	31%
				C	C		C						J	J			S		U		
Decreased a little	81	4	38	27	3	4	5	44	37	15	17	17	10	19	60	32	19	49	17	44	37
	8%	5%	15%	7%	4%	4%	4%	9%	7%	11%	9%	8%	6%	7%	9%	9%	9%	9%	7%	6%	17%
			BDEFG																		T
Decreased significantly	57	2	23	20	2	2	7	29	29	8	11	10	11	17	39	20	13	33	10	34	23
	6%	3%	9%	5%	3%	3%	5%	6%	5%	6%	6%	5%	6%	6%	6%	6%	7%	6%	4%	4%	10%
			BEF																		T
I never used this source	44	1	18	13	-	1	12	18	26	2	3	5	11	21	25	12	4	28	8	26	18
	4%	1%	7%	3%		1%	9%	4%	5%	1%	1%	3%	6%	8%	4%	3%	2%	5%	4%	3%	8%
			BF	F			BF						JK	JKL							T
Do not know	15	1	3	7	1	1	3	11	4	2	1	3	1	8	8	3	-	11	2	12	3
	1%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	3%	1%	1%		2%	1%	2%	1%
Increased - NET	341	34	77	130	24	39	37	165	176	61	77	72	59	68	232	117	81	174	106	269	72
	34%	42%	30%	34%	34%	43%	28%	34%	34%	44%	40%	36%	32%	24%	34%	33%	41%	30%	45%	34%	33%
		G				CG				MN	N	N							R		
Decreased - NET	138	6	61	47	5	6	12	73	65	23	28	26	21	36	99	52	32	82	27	79	60
	14%	8%	24%	13%	7%	7%	9%	15%	13%	17%	15%	13%	11%	13%	14%	15%	16%	14%	12%	10%	27%
			BDEFG																		T

Local Content and Its Sources – a Decima teleVox Study

CH6A. Use Increased/Decreased: A local radio station.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	138	86	53	44	24	27	11	10	55	37	24	3	17	31	84	21	21	44	32	40
	14%	14%	14%	13%	12%	16%	16%	11%	17%	16%	10%	4%	16%	12%	15%	14%	12%	13%	17%	13%
									KL	KL	L	L	L							
Increased a little	203	115	88	73	59	33	6	10	69	55	33	15	29	62	114	23	26	78	30	67
	20%	18%	23%	22%	28%	20%	8%	11%	21%	24%	13%	20%	27%	23%	20%	15%	15%	23%	17%	22%
				GH	GH	G			K	K		K	K				Q			
Stayed the same	470	302	168	146	97	67	41	51	151	108	130	40	36	116	268	77	83	148	88	144
	47%	48%	44%	44%	47%	40%	60%	59%	45%	47%	52%	53%	33%	43%	47%	51%	47%	44%	48%	48%
							DF	DF	M	M	M	M								
Decreased a little	81	55	26	27	11	17	3	7	24	10	25	6	14	28	44	9	14	21	17	27
	8%	9%	7%	8%	5%	10%	4%	8%	7%	5%	10%	8%	13%	10%	8%	6%	8%	6%	9%	9%
											J	J	J							
Decreased significantly	57	38	19	24	7	11	5	6	13	11	19	6	7	19	31	8	16	21	9	11
	6%	6%	5%	7%	3%	7%	7%	7%	4%	5%	7%	7%	7%	7%	5%	5%	9%	6%	5%	4%
																	T			
I never used this source	44	27	16	16	9	7	2	3	20	8	10	4	2	13	19	12	15	16	6	7
	4%	4%	4%	5%	4%	4%	3%	3%	6%	4%	4%	5%	2%	5%	3%	8%	8%	5%	3%	2%
									M								T			
Do not know	15	5	10	4	1	5	2	1	2	1	7	2	2	3	12	-	2	9	1	4
	1%	1%	3%	1%	*	3%	2%	1%	1%	*	3%	3%	2%	1%	2%		1%	3%	1%	1%
			B																	
Increased - NET	341	201	141	117	83	60	17	20	124	92	57	18	46	93	198	44	47	122	62	106
	34%	32%	37%	35%	40%	36%	24%	23%	37%	40%	23%	23%	43%	34%	35%	30%	27%	36%	34%	36%
				H	GH	H			KL	KL		KL	KL				Q			
Decreased - NET	138	93	45	51	18	29	7	12	37	21	44	12	21	47	75	17	30	42	26	38
	14%	15%	12%	15%	9%	17%	11%	14%	11%	9%	18%	16%	20%	17%	13%	11%	17%	12%	14%	13%
				E		E					IJ		J							

Local Content and Its Sources – a Decima teleVox Study

CH6B. Use Increased/Decreased: The Internet.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	265	27	47	112	14	26	39	136	129	39	72	62	40	46	242	119	60	163	60	227	37
	26%	33%	18%	30%	20%	28%	29%	28%	25%	29%	37%	31%	22%	17%	35%	33%	30%	28%	26%	29%	17%
		CE		CE		C		C		N	MN	MN								U	
Increased a little	234	18	57	89	17	24	30	119	115	43	55	48	40	47	199	103	54	120	62	185	50
	23%	21%	22%	24%	23%	26%	23%	24%	22%	31%	29%	24%	22%	17%	29%	29%	28%	21%	27%	23%	22%
										N	N										
Stayed the same	239	18	45	101	20	23	32	109	130	38	44	48	55	51	171	96	51	138	50	205	34
	24%	22%	18%	27%	28%	25%	25%	22%	25%	27%	23%	24%	30%	18%	25%	27%	26%	24%	22%	26%	16%
				C									N							U	
Decreased a little	39	1	17	15	2	2	2	18	21	6	4	10	8	8	27	14	7	21	13	24	16
	4%	2%	7%	4%	3%	2%	2%	4%	4%	4%	2%	5%	4%	3%	4%	4%	4%	4%	6%	3%	7%
			BFG																		T
Decreased significantly	53	2	26	14	4	2	6	23	31	5	11	7	7	23	19	8	4	30	14	28	25
	5%	2%	10%	4%	5%	2%	4%	5%	6%	4%	6%	4%	4%	8%	3%	2%	2%	5%	6%	4%	12%
			BDFG											L							T
I never used this source	150	12	53	41	11	14	20	68	81	7	5	20	27	89	31	15	17	90	31	101	49
	15%	14%	21%	11%	15%	15%	15%	14%	16%	5%	3%	10%	15%	32%	4%	4%	9%	16%	13%	13%	22%
			D									K	JK	JKLM							T
Do not know	27	4	9	6	4	2	3	15	13	-	2	5	5	15	3	3	3	13	3	18	9
	3%	5%	4%	2%	6%	2%	2%	3%	2%		1%	2%	3%	6%	*	1%	1%	2%	1%	2%	4%
														K							
Increased - NET	499	45	104	201	31	50	69	255	244	83	127	110	80	93	440	222	114	283	122	412	87
	50%	55%	41%	53%	43%	54%	52%	52%	47%	60%	66%	55%	44%	33%	64%	62%	58%	49%	52%	52%	39%
		C		C		C		C		MN	LMN	MN	N							U	
Decreased - NET	93	3	43	29	6	3	8	41	52	11	16	18	15	31	46	22	11	52	27	51	41
	9%	4%	17%	8%	8%	4%	6%	8%	10%	8%	8%	9%	8%	11%	7%	6%	6%	9%	12%	7%	19%
			BDEFG																		T

Local Content and Its Sources – a Decima teleVox Study

CH6B. Use Increased/Decreased: The Internet.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	265	175	90	76	61	44	18	35	58	65	74	22	41	81	149	32	41	76	57	86
	26%	28%	24%	23%	30%	26%	26%	40%	17%	28%	30%	29%	38%	30%	26%	21%	23%	23%	31%	29%
								DF		I	I		I						R	
Increased a little	234	151	83	60	48	49	26	14	56	65	55	26	33	67	136	28	27	80	41	85
	23%	24%	22%	18%	23%	29%	38%	16%	17%	28%	22%	34%	30%	25%	24%	19%	15%	24%	22%	29%
						DH	DEH		I	I	I		I				Q		Q	
Stayed the same	239	151	88	76	55	38	11	26	66	57	72	17	25	77	133	25	43	73	39	80
	24%	24%	23%	23%	26%	22%	16%	30%	20%	25%	29%	22%	23%	28%	23%	17%	24%	22%	21%	27%
								G		I				P						
Decreased a little	39	20	19	14	6	8	2	2	18	8	7	1	5	10	23	7	4	12	10	12
	4%	3%	5%	4%	3%	5%	2%	2%	5%	3%	3%	2%	4%	3%	4%	5%	2%	4%	6%	4%
Decreased significantly	53	40	14	18	10	8	4	5	32	6	11	4	1	11	37	5	10	22	10	12
	5%	6%	4%	5%	5%	5%	6%	5%	9%	3%	5%	5%	1%	4%	7%	4%	6%	6%	5%	4%
									JKM		M									
I never used this source	150	83	67	70	24	19	6	5	88	26	25	6	3	22	82	44	40	58	24	25
	15%	13%	18%	21%	11%	11%	9%	6%	26%	11%	10%	8%	3%	8%	14%	29%	23%	17%	13%	8%
				EF					JKLM	M	M				N	NO	ST	T		
Do not know	27	7	20	19	3	3	2	-	16	5	4	-	-	5	13	9	11	15	2	-
	3%	1%	5%	6%	1%	2%	2%		5%	2%	2%			2%	2%	6%	6%	4%	1%	
			B	EF					K								S	S		
Increased - NET	499	327	173	136	110	93	45	49	114	129	128	47	74	148	285	59	68	156	98	171
	50%	52%	45%	41%	53%	56%	64%	57%	34%	56%	52%	63%	69%	54%	50%	40%	39%	46%	54%	57%
		C			D	D	D	D		I	I	I	IJK	P	P				Q	QR
Decreased - NET	93	60	32	32	17	16	6	7	50	14	18	5	6	20	60	12	14	34	20	24
	9%	10%	9%	10%	8%	9%	8%	8%	15%	6%	7%	7%	5%	7%	10%	8%	8%	10%	11%	8%
									JKLM											

Local Content and Its Sources – a Decima teleVox Study

CH6C. Use Increased/Decreased: A local or community TV channel.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	117	12	27	45	7	11	15	43	74	14	25	23	18	34	72	33	26	74	23	92	25
	12%	14%	11%	12%	10%	12%	12%	9%	14%	10%	13%	12%	10%	12%	10%	9%	13%	13%	10%	12%	11%
									H												
Increased a little	184	11	42	64	19	22	26	91	93	32	44	37	34	36	127	60	50	118	37	148	36
	18%	13%	16%	17%	27%	24%	20%	19%	18%	23%	23%	19%	19%	13%	18%	17%	26%	21%	16%	19%	16%
					BCD	B				N	N										
Stayed the same	482	47	91	196	37	49	63	240	242	59	84	99	88	149	343	176	82	269	106	408	74
	48%	57%	36%	52%	52%	54%	48%	49%	47%	43%	43%	50%	48%	53%	50%	49%	42%	47%	45%	52%	34%
		C		C	C	C	C							K						U	
Decreased a little	72	4	35	24	3	4	2	32	41	16	13	9	12	19	47	27	13	40	23	43	29
	7%	5%	14%	6%	4%	4%	2%	6%	8%	12%	7%	4%	7%	7%	7%	8%	7%	7%	10%	5%	13%
			BDEFG	G						L											T
Decreased significantly	71	3	35	21	2	1	8	41	30	12	13	14	17	14	50	31	11	39	16	38	34
	7%	4%	14%	6%	3%	1%	6%	8%	6%	9%	7%	7%	9%	5%	7%	9%	6%	7%	7%	5%	15%
			BDEFG	F																	T
I never used this source	59	4	18	20	3	2	13	26	34	3	10	12	12	20	43	23	11	27	23	42	18
	6%	5%	7%	5%	4%	2%	10%	5%	6%	2%	5%	6%	7%	7%	6%	7%	6%	5%	10%	5%	8%
			F	F			F						J	J					R		
Do not know	21	1	5	7	-	3	5	15	7	1	6	6	2	7	10	8	3	9	6	17	4
	2%	2%	2%	2%		3%	4%	3%	1%	1%	3%	3%	1%	2%	1%	2%	1%	2%	2%	2%	2%
Increased - NET	301	23	69	109	27	34	41	135	167	47	69	60	52	71	199	93	76	192	60	240	61
	30%	28%	27%	29%	37%	37%	31%	28%	32%	34%	36%	30%	28%	25%	29%	26%	39%	33%	26%	30%	28%
										N								S			
Decreased - NET	143	7	71	46	5	5	10	73	71	29	25	23	30	33	97	58	24	79	39	81	63
	14%	9%	28%	12%	7%	5%	7%	15%	14%	21%	13%	11%	16%	12%	14%	16%	12%	14%	17%	10%	29%
			BDEFG	F						LN											T

Local Content and Its Sources – a Decima teleVox Study

Table CH6C Page 36

CH6C. Use Increased/Decreased: A local or community TV channel.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	117	79	38	46	22	15	8	5	44	33	21	6	12	28	68	18	22	36	28	28
	12%	13%	10%	14%	10%	9%	11%	6%	13%	14%	9%	8%	11%	10%	12%	12%	12%	11%	15%	9%
				H																
Increased a little	184	125	59	68	46	26	9	14	58	49	35	9	31	65	97	21	32	55	35	60
	18%	20%	16%	20%	22%	15%	12%	16%	17%	21%	14%	12%	29%	24%	17%	14%	18%	17%	19%	20%
										KL			IKL	OP						
Stayed the same	482	300	183	146	98	87	34	48	149	113	139	38	41	115	278	82	83	165	78	149
	48%	48%	48%	44%	47%	52%	49%	55%	44%	49%	56%	51%	38%	42%	49%	54%	47%	49%	43%	50%
										IM						N				
Decreased a little	72	43	29	27	14	13	4	2	29	11	13	5	11	23	40	8	10	31	12	18
	7%	7%	8%	8%	7%	8%	6%	2%	9%	5%	5%	6%	10%	8%	7%	5%	5%	9%	7%	6%
				H																
Decreased significantly	71	43	29	24	13	14	6	11	23	11	17	12	8	23	39	10	13	18	11	29
	7%	7%	8%	7%	6%	8%	8%	12%	7%	5%	7%	16%	7%	8%	7%	7%	8%	5%	6%	10%
											J									R
I never used this source	59	31	28	18	6	8	6	7	24	10	14	5	4	12	39	7	12	20	14	12
	6%	5%	7%	5%	3%	5%	9%	8%	7%	4%	6%	7%	4%	4%	7%	5%	7%	6%	8%	4%
Do not know	21	7	14	4	8	4	3	-	7	3	9	-	2	7	11	4	4	10	5	3
	2%	1%	4%	1%	4%	3%	4%		2%	1%	4%		2%	2%	2%	2%	2%	3%	3%	1%
			B																	
Increased - NET	301	204	97	114	67	41	16	19	102	82	56	15	42	92	165	40	54	91	63	89
	30%	33%	26%	34%	33%	24%	23%	22%	31%	36%	23%	20%	39%	34%	29%	27%	31%	27%	34%	30%
		C		FH					KL	KL			KL							
Decreased - NET	143	85	58	51	27	27	10	13	52	22	30	17	18	46	79	18	23	49	24	47
	14%	14%	15%	15%	13%	16%	14%	15%	16%	10%	12%	22%	17%	17%	14%	12%	13%	15%	13%	16%
									J			J								

Local Content and Its Sources – a Decima teleVox Study

Table CH6D Page 37

CH6D. Use Increased/Decreased: Your local or community newspaper.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	154	14	40	57	10	13	20	65	89	17	33	39	28	36	106	55	32	100	34	115	39
	15%	17%	16%	15%	13%	14%	15%	13%	17%	12%	17%	20%	15%	13%	15%	15%	17%	17%	15%	15%	18%
												N									
Increased a little	255	22	65	90	19	17	42	130	125	45	52	48	42	61	181	95	55	164	54	195	60
	25%	27%	26%	24%	27%	18%	32%	27%	24%	33%	27%	24%	23%	22%	26%	27%	28%	29%	23%	25%	27%
							F				N										
Stayed the same	475	39	98	185	36	53	64	236	239	52	84	91	95	149	331	174	83	255	114	393	81
	47%	47%	39%	49%	51%	58%	48%	48%	46%	37%	43%	45%	52%	53%	48%	49%	42%	44%	49%	50%	37%
				C	C	C						J		JK						U	
Decreased a little	60	4	24	19	4	5	3	27	32	17	16	6	6	14	41	20	14	28	17	40	19
	6%	5%	9%	5%	6%	6%	2%	6%	6%	12%	8%	3%	3%	5%	6%	6%	7%	5%	7%	5%	9%
			G							LMN	LM										
Decreased significantly	35	2	12	16	2	2	1	15	20	7	6	9	6	6	24	10	7	16	6	23	12
	3%	3%	5%	4%	2%	2%	1%	3%	4%	5%	3%	4%	3%	2%	3%	3%	4%	3%	3%	3%	5%
			G	G																	
I never used this source	22	1	14	5	1	1	2	9	13	1	1	4	6	10	5	3	2	8	7	14	8
	2%	1%	5%	1%	1%	1%	1%	2%	3%	1%	1%	2%	3%	4%	1%	1%	1%	1%	3%	2%	4%
			BDEFG											JK							
Do not know	8	1	2	4	-	1	1	7	2	-	2	3	1	2	5	1	3	5	1	7	2
	1%	1%	1%	1%		1%	1%	1%	*		1%	2%	*	1%	1%	*	2%	1%	*	1%	1%
Increased - NET	408	36	105	147	29	29	62	195	214	62	85	87	70	97	287	150	87	264	88	310	98
	41%	44%	41%	39%	40%	32%	47%	40%	41%	45%	44%	43%	38%	35%	41%	42%	44%	46%	38%	39%	45%
							F											S			
Decreased - NET	94	6	36	35	6	7	4	42	52	23	22	15	12	21	64	30	21	44	23	63	31
	9%	8%	14%	9%	8%	8%	3%	9%	10%	17%	11%	7%	6%	7%	9%	8%	11%	8%	10%	8%	14%
			G	G						LMN											T

Local Content and Its Sources – a Decima teleVox Study

Table CH6D Page 38

CH6D. Use Increased/Decreased: Your local or community newspaper.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	154	100	54	42	31	28	15	13	49	54	27	12	9	38	97	18	25	44	35	48
	15%	16%	14%	13%	15%	17%	22%	15%	15%	23%	11%	16%	8%	14%	17%	12%	14%	13%	19%	16%
										IKM										
Increased a little	255	149	106	83	62	39	11	18	75	61	60	19	35	76	146	28	38	84	41	86
	25%	24%	28%	25%	30%	23%	15%	21%	23%	27%	24%	25%	33%	28%	26%	19%	22%	25%	22%	29%
					G									P						
Stayed the same	475	298	177	157	86	89	38	50	159	97	135	37	43	116	269	81	84	167	86	132
	47%	47%	47%	47%	41%	53%	54%	58%	48%	42%	54%	49%	40%	43%	47%	54%	48%	50%	47%	44%
					E			E		JM					N					
Decreased a little	60	38	22	24	14	9	3	1	19	8	14	5	13	25	27	7	11	20	8	20
	6%	6%	6%	7%	7%	6%	4%	1%	6%	3%	6%	6%	12%	9%	5%	5%	6%	6%	4%	7%
				H	H	H							J	O						
Decreased significantly	35	22	12	15	8	2	3	3	11	6	8	3	7	10	18	6	9	8	8	9
	3%	4%	3%	4%	4%	1%	4%	4%	3%	3%	3%	4%	6%	4%	3%	4%	5%	2%	4%	3%
				F																
I never used this source	22	14	8	8	4	1	-	1	14	3	5	-	-	5	8	9	6	8	6	3
	2%	2%	2%	2%	2%	1%		1%	4%	1%	2%			2%	1%	6%	4%	2%	3%	1%
															O					
Do not know	8	7	1	6	2	-	-	-	6	1	-	-	1	2	6	1	2	4	1	2
	1%	1%	*%	2%	1%				2%	1%			1%	1%	1%	1%	1%	1%	*%	1%
Increased - NET	408	249	160	125	93	67	26	31	124	116	87	31	44	114	243	45	63	128	76	135
	41%	40%	42%	38%	45%	40%	38%	36%	37%	50%	35%	41%	41%	42%	43%	30%	36%	38%	41%	45%
										IK				P	P					
Decreased - NET	94	60	34	39	22	11	6	4	31	14	22	8	20	35	45	13	20	28	16	29
	9%	10%	9%	12%	11%	7%	8%	5%	9%	6%	9%	10%	18%	13%	8%	9%	12%	8%	9%	10%
				H								IJK		O						

Local Content and Its Sources – a Decima teleVox Study

Table CH6E Page 39

CH6E. Use Increased/Decreased: A national daily newspaper.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	80	10	22	22	5	3	18	36	44	18	15	10	16	19	55	28	16	48	17	60	20
	8%	13%	9%	6%	7%	3%	13%	7%	8%	13%	8%	5%	9%	7%	8%	8%	8%	8%	7%	8%	9%
		F	F				DF			L											
Increased a little	128	10	37	48	6	12	15	69	59	31	31	23	15	27	92	45	28	77	33	97	31
	13%	13%	15%	13%	8%	13%	11%	14%	11%	22%	16%	11%	8%	10%	13%	13%	14%	13%	14%	12%	14%
										LMN	M										
Stayed the same	482	44	95	210	30	50	52	225	257	50	91	107	103	125	344	186	107	275	103	403	79
	48%	54%	37%	56%	43%	55%	40%	46%	49%	36%	47%	54%	56%	45%	50%	52%	55%	48%	44%	51%	36%
		CG		CEG		CG					J	JN								U	
Decreased a little	121	7	46	32	11	10	14	64	57	23	27	29	18	20	88	46	20	73	25	79	42
	12%	9%	18%	9%	15%	11%	11%	13%	11%	17%	14%	15%	10%	7%	13%	13%	10%	13%	11%	10%	19%
			BD							N	N	N									T
Decreased significantly	84	1	29	32	4	7	11	41	43	9	14	10	14	35	53	31	14	44	22	56	28
	8%	2%	12%	8%	5%	8%	8%	8%	8%	7%	7%	5%	7%	13%	8%	9%	7%	8%	9%	7%	13%
			BE	B		B	B							L							T
I never used this source	93	7	21	25	11	7	22	43	50	4	9	17	16	45	48	17	8	46	29	75	18
	9%	9%	8%	7%	15%	8%	16%	9%	10%	3%	5%	8%	9%	16%	7%	5%	4%	8%	12%	10%	8%
				D		CD						J	J	JKLM							
Do not know	21	2	4	8	4	3	1	11	11	2	6	4	2	8	12	3	2	13	5	19	3
	2%	2%	1%	2%	6%	3%	1%	2%	2%	1%	3%	2%	1%	3%	2%	1%	1%	2%	2%	2%	1%
Increased - NET	208	21	59	70	11	14	32	105	103	49	46	33	31	46	148	74	45	125	50	157	51
	21%	25%	23%	19%	16%	16%	25%	21%	20%	36%	24%	16%	17%	16%	21%	21%	23%	22%	21%	20%	23%
										KL MN											
Decreased - NET	204	8	76	64	14	17	25	105	100	32	41	40	31	56	141	78	34	117	47	134	70
	20%	10%	30%	17%	20%	19%	19%	21%	19%	23%	21%	20%	17%	20%	20%	22%	18%	20%	20%	17%	32%
			BDFG		B																T

Local Content and Its Sources – a Decima teleVox Study

Table CH6E Page 40

CH6E. Use Increased/Decreased: A national daily newspaper.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	80	55	25	24	14	15	10	6	34	14	7	9	12	27	45	5	11	31	14	21
	8%	9%	6%	7%	7%	9%	14%	7%	10%	6%	3%	13%	11%	10%	8%	4%	6%	9%	7%	7%
									K			K	K	P	P					
Increased a little	128	82	46	49	27	18	8	9	34	31	25	9	28	52	67	9	15	44	30	38
	13%	13%	12%	15%	13%	11%	12%	11%	10%	13%	10%	12%	26%	19%	12%	6%	8%	13%	16%	13%
												IJKL		OP	P				Q	
Stayed the same	482	297	184	143	105	85	37	50	145	110	141	38	41	114	287	71	74	166	80	155
	48%	47%	48%	43%	51%	51%	53%	58%	43%	48%	57%	51%	38%	42%	50%	47%	42%	50%	44%	52%
								D			IJM				N					
Decreased a little	121	81	39	39	20	22	8	7	34	33	33	1	18	43	56	19	25	26	28	39
	12%	13%	10%	12%	9%	13%	11%	8%	10%	14%	13%	1%	17%	16%	10%	13%	14%	8%	15%	13%
									L	L	L		L	O			R		R	R
Decreased significantly	84	51	33	30	19	15	2	11	32	12	23	12	4	14	48	22	26	20	12	25
	8%	8%	9%	9%	9%	9%	3%	13%	10%	5%	9%	16%	3%	5%	8%	14%	15%	6%	7%	8%
				G	G	G		G	M		M	JM				N	RST			
I never used this source	93	50	43	37	17	10	5	3	45	27	14	5	2	16	56	20	20	36	18	18
	9%	8%	11%	11%	8%	6%	7%	4%	13%	12%	6%	7%	2%	6%	10%	14%	12%	11%	10%	6%
				H					KM	KM					N		T			
Do not know	21	11	10	12	6	1	-	-	11	3	4	-	3	6	12	4	4	12	2	3
	2%	2%	3%	3%	3%	1%			3%	1%	2%		3%	2%	2%	2%	3%	4%	1%	1%
				F													T			
Increased - NET	208	137	71	73	42	33	18	15	67	46	32	19	39	79	112	14	26	75	43	60
	21%	22%	19%	22%	20%	20%	26%	18%	20%	20%	13%	25%	37%	29%	20%	9%	15%	22%	24%	20%
									K			K	IJK	OP	P		Q		Q	
Decreased - NET	204	132	72	70	38	37	9	18	66	45	56	13	22	57	105	41	51	46	40	65
	20%	21%	19%	21%	18%	22%	14%	21%	20%	20%	23%	17%	20%	21%	18%	27%	29%	14%	22%	22%
															O	R		R	R	R

Local Content and Its Sources – a Decima teleVox Study

CH6F. Use Increased/Decreased: CBC raidio.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	83	8	24	22	4	5	21	37	47	10	7	19	18	26	57	34	17	58	18	61	22
	8%	9%	9%	6%	6%	5%	16%	8%	9%	7%	4%	10%	10%	9%	8%	9%	9%	10%	8%	8%	10%
							DEF					K	K	K							
Increased a little	144	17	40	54	10	9	14	81	63	27	29	31	20	32	101	54	41	83	32	113	31
	14%	21%	16%	14%	14%	10%	10%	17%	12%	20%	15%	15%	11%	12%	15%	15%	21%	14%	14%	14%	14%
		FG						I		M											
Stayed the same	498	42	91	202	41	60	62	235	263	66	102	94	96	139	360	178	94	279	117	425	74
	49%	51%	36%	54%	58%	65%	47%	48%	51%	48%	53%	47%	52%	50%	52%	50%	48%	48%	50%	54%	33%
		C		C	C	BCDG														U	
Decreased a little	73	7	39	12	5	6	4	37	36	19	11	11	12	17	45	30	13	41	13	34	39
	7%	9%	16%	3%	7%	6%	3%	8%	7%	13%	6%	6%	7%	6%	7%	8%	7%	7%	5%	4%	18%
			DEFG							KLN											T
Decreased significantly	81	2	30	28	5	6	10	38	43	9	23	11	15	23	54	24	13	41	19	51	30
	8%	2%	12%	7%	7%	6%	8%	8%	8%	6%	12%	5%	8%	8%	8%	7%	7%	7%	8%	7%	13%
			B	B						L											T
I never used this source	102	4	27	42	5	6	19	47	55	4	17	27	20	31	61	30	12	60	27	77	25
	10%	4%	11%	11%	7%	6%	14%	10%	11%	3%	9%	13%	11%	11%	9%	8%	6%	10%	12%	10%	11%
			B	B			B			J	J	J	J	J							
Do not know	27	3	3	17	1	1	2	14	13	4	4	6	2	11	13	9	6	13	7	26	1
	3%	4%	1%	5%	1%	2%	1%	3%	2%	3%	2%	3%	1%	4%	2%	2%	3%	2%	3%	3%	*%
				CEG										M						U	
Increased - NET	227	25	64	76	14	13	35	118	109	37	37	50	38	58	159	88	59	141	50	174	53
	23%	30%	25%	20%	20%	15%	26%	24%	21%	27%	19%	25%	21%	21%	23%	25%	30%	25%	21%	22%	24%
		F	F				F														
Decreased - NET	154	9	69	40	10	11	14	74	79	27	34	22	27	40	99	53	26	82	32	85	68
	15%	11%	27%	11%	14%	12%	11%	15%	15%	20%	18%	11%	15%	14%	14%	15%	13%	14%	14%	11%	31%
			BDEFG							L											T

Local Content and Its Sources – a Decima teleVox Study

Table CH6F Page 42

CH6F. Use Increased/Decreased: CBC radio.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	83	54	29	26	17	9	7	8	27	19	22	5	5	18	49	13	11	34	11	23
	8%	9%	8%	8%	8%	6%	11%	9%	8%	8%	9%	7%	4%	6%	9%	9%	7%	10%	6%	8%
Increased a little	144	97	47	53	25	20	9	14	40	27	34	14	27	44	80	19	24	49	29	42
	14%	15%	12%	16%	12%	12%	13%	16%	12%	12%	14%	19%	26%	16%	14%	13%	14%	15%	16%	14%
												IJK								
Stayed the same	498	303	195	153	105	94	36	51	152	110	145	38	52	142	276	75	93	152	87	163
	49%	48%	51%	46%	51%	56%	52%	59%	45%	48%	58%	51%	49%	52%	48%	50%	53%	45%	47%	54%
						D		D			IJ									R
Decreased a little	73	44	29	32	10	11	1	4	29	17	10	3	12	22	40	9	9	26	18	16
	7%	7%	8%	10%	5%	6%	1%	5%	9%	7%	4%	4%	11%	8%	7%	6%	5%	8%	10%	5%
				EG		G			K				K							
Decreased significantly	81	50	30	30	25	11	5	2	28	23	16	8	6	23	41	16	21	21	19	18
	8%	8%	8%	9%	12%	7%	8%	3%	8%	10%	6%	10%	6%	8%	7%	10%	12%	6%	11%	6%
				H	H												RT			
I never used this source	102	62	39	29	21	20	8	7	45	27	18	7	4	17	69	15	12	42	17	29
	10%	10%	10%	9%	10%	12%	12%	8%	13%	11%	7%	10%	4%	6%	12%	10%	7%	12%	10%	10%
									KM	M					N		Q			
Do not know	27	17	10	11	4	1	3	1	14	8	3	-	1	7	17	3	5	12	2	8
	3%	3%	3%	3%	2%	1%	4%	1%	4%	4%	1%		1%	3%	3%	2%	3%	3%	1%	3%
									KM											
Increased - NET	227	151	76	79	42	30	16	21	67	46	57	19	32	62	129	33	35	83	40	66
	23%	24%	20%	24%	20%	18%	23%	25%	20%	20%	23%	26%	30%	23%	23%	22%	20%	25%	22%	22%
Decreased - NET	154	94	60	62	35	22	6	7	57	40	26	11	18	45	82	24	30	48	37	34
	15%	15%	16%	19%	17%	13%	9%	8%	17%	17%	10%	14%	17%	16%	14%	16%	17%	14%	20%	11%
				GH	H				K	K									T	

Local Content and Its Sources – a Decima teleVox Study

CH6G. Use Increased/Decreased: CBC television.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	123	11	45	35	5	6	21	61	63	16	12	26	20	45	75	41	28	88	22	83	41
	12%	13%	18%	9%	7%	6%	16%	12%	12%	12%	6%	13%	11%	16%	11%	11%	14%	15%	9%	10%	18%
			DEF				F					K		K				S			T
Increased a little	185	23	42	68	15	16	22	96	89	38	42	35	35	34	130	62	47	109	52	147	38
	18%	27%	16%	18%	21%	17%	17%	20%	17%	28%	21%	18%	19%	12%	19%	17%	24%	19%	22%	19%	17%
		C								LN	N		N								
Stayed the same	488	39	98	194	36	55	66	227	261	59	101	99	89	137	343	181	95	286	100	412	76
	48%	48%	39%	52%	50%	60%	50%	46%	50%	43%	52%	49%	48%	49%	50%	51%	48%	50%	43%	52%	35%
				C		C														U	
Decreased a little	78	5	31	24	5	9	4	44	34	11	15	21	12	18	61	37	10	35	24	48	30
	8%	6%	12%	6%	7%	10%	3%	9%	6%	8%	8%	10%	6%	6%	9%	10%	5%	6%	10%	6%	13%
			BDG			G															T
Decreased significantly	70	2	23	29	5	2	9	27	43	10	12	8	15	23	47	22	13	28	18	48	22
	7%	3%	9%	8%	7%	2%	7%	6%	8%	8%	6%	4%	8%	8%	7%	6%	7%	5%	8%	6%	10%
			BF	BF										L							
I never used this source	55	1	12	23	5	4	10	29	26	4	10	10	11	19	33	13	4	27	18	42	12
	5%	1%	5%	6%	7%	4%	8%	6%	5%	3%	5%	5%	6%	7%	5%	4%	2%	5%	8%	5%	6%
			B	B	B		B														
Do not know	9	2	3	3	1	-	-	4	5	-	2	2	1	3	3	2	-	3	1	7	2
	1%	2%	1%	1%	1%			1%	1%		1%	1%	1%	1%	3%	2%		1%	1%	1%	1%
															*	*			*		
Increased - NET	308	34	87	103	20	22	43	157	152	54	54	61	55	79	205	103	75	197	74	230	79
	31%	41%	34%	27%	28%	24%	33%	32%	29%	39%	28%	30%	30%	28%	30%	29%	38%	34%	32%	29%	36%
		DF	F							KN											
Decreased - NET	148	7	54	53	10	11	13	72	76	21	27	29	27	41	107	59	22	63	41	96	51
	15%	9%	21%	14%	14%	12%	10%	15%	15%	16%	14%	14%	15%	15%	16%	17%	11%	11%	18%	12%	23%
			BDFG																R		T

Local Content and Its Sources – a Decima teleVox Study

Table CH6G Page 44

CH6G. Use Increased/Decreased: CBC television.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	123	73	50	43	25	21	8	4	46	30	24	6	15	29	70	21	20	50	25	26
	12%	12%	13%	13%	12%	12%	11%	5%	14%	13%	10%	8%	14%	11%	12%	14%	11%	15%	13%	9%
				H	H	H												T		
Increased a little	185	114	72	71	43	23	11	11	67	38	33	16	27	63	99	21	30	50	37	65
	18%	18%	19%	21%	21%	14%	16%	13%	20%	16%	13%	21%	25%	23%	17%	14%	17%	15%	20%	22%
				F					K				K	P						R
Stayed the same	488	308	180	151	103	84	32	52	149	112	143	36	43	125	279	78	86	154	95	150
	48%	49%	47%	45%	50%	50%	46%	60%	45%	49%	58%	48%	40%	46%	49%	52%	49%	46%	52%	50%
								D			IJM									
Decreased a little	78	54	24	25	12	20	5	6	25	14	19	7	14	22	45	10	10	32	13	22
	8%	9%	6%	8%	6%	12%	7%	7%	7%	6%	8%	9%	13%	8%	8%	6%	6%	9%	7%	7%
						E														
Decreased significantly	70	41	29	20	19	12	6	6	20	18	17	6	8	18	41	12	20	21	9	20
	7%	7%	8%	6%	9%	7%	9%	6%	6%	8%	7%	9%	7%	6%	7%	8%	12%	6%	5%	7%
																	S			
I never used this source	55	34	21	20	4	5	8	7	23	17	9	4	2	13	33	7	7	24	4	15
	5%	5%	5%	6%	2%	3%	11%	8%	7%	7%	4%	5%	2%	5%	6%	4%	4%	7%	2%	5%
				E			E		M	M								S		
Do not know	9	5	4	4	2	1	-	1	4	2	2	-	-	2	5	2	3	5	-	1
	1%	1%	1%	1%	1%	*%		1%	1%	1%	1%			1%	1%	1%	2%	1%		*%
Increased - NET	308	187	122	114	67	44	19	15	113	68	57	22	41	92	169	42	50	100	62	92
	31%	30%	32%	34%	33%	26%	28%	18%	34%	29%	23%	29%	38%	34%	30%	28%	29%	30%	34%	31%
				H	H				K				K							
Decreased - NET	148	95	53	45	31	33	11	12	45	32	36	13	22	40	86	21	30	53	22	41
	15%	15%	14%	13%	15%	20%	15%	14%	13%	14%	15%	17%	20%	15%	15%	14%	17%	16%	12%	14%

Local Content and Its Sources – a Decima teleVox Study

CH6H. Use Increased/Decreased: Word of mouth.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Increased significantly	82	9	21	38	5	2	7	39	44	14	16	20	6	26	48	23	21	48	24	64	18
	8%	11%	8%	10%	6%	2%	5%	8%	8%	10%	8%	10%	3%	9%	7%	6%	10%	8%	10%	8%	8%
		F	F	F						M	M	M		M							
Increased a little	152	13	33	52	13	14	27	71	81	37	29	29	26	27	114	55	45	88	41	125	27
	15%	15%	13%	14%	18%	15%	20%	15%	16%	27%	15%	15%	14%	10%	16%	15%	23%	15%	18%	16%	12%
										KLMN											
Stayed the same	563	51	102	226	44	65	75	273	290	62	127	111	107	148	401	224	98	303	134	478	85
	56%	62%	40%	60%	62%	72%	57%	56%	56%	45%	65%	55%	59%	53%	58%	63%	50%	53%	57%	61%	39%
		C		C	C	CDG	C				JLN		J							U	
Decreased a little	83	4	39	22	5	3	10	36	46	13	8	17	14	28	59	27	15	54	15	48	35
	8%	5%	15%	6%	8%	3%	7%	7%	9%	9%	4%	9%	8%	10%	9%	7%	7%	9%	6%	6%	16%
			BDEFG											K							T
Decreased significantly	68	3	37	18	3	1	6	37	31	7	7	13	16	25	38	21	12	45	10	31	36
	7%	4%	15%	5%	4%	1%	5%	8%	6%	5%	4%	6%	9%	9%	5%	6%	6%	8%	4%	4%	16%
			BDEFG	F										K	K						T
I never used this source	34	1	15	9	1	3	4	21	13	3	2	7	10	12	19	6	5	21	7	19	15
	3%	2%	6%	2%	2%	3%	3%	4%	2%	2%	1%	4%	6%	4%	3%	2%	3%	4%	3%	2%	7%
			BDE										K	K							T
Do not know	26	1	6	12	-	4	3	10	16	2	4	3	2	13	13	3	2	17	3	22	4
	3%	2%	2%	3%		4%	2%	2%	3%	2%	2%	2%	1%	5%	2%	1%	1%	3%	1%	3%	2%
														M							
Increased - NET	234	22	54	90	18	16	34	110	125	52	45	49	32	53	161	78	65	136	65	189	45
	23%	26%	21%	24%	25%	17%	26%	22%	24%	37%	23%	25%	18%	19%	23%	22%	33%	24%	28%	24%	20%
										KLMN											
Decreased - NET	151	7	76	39	8	4	16	74	77	20	16	30	31	53	97	48	26	99	25	79	71
	15%	9%	30%	10%	11%	4%	12%	15%	15%	14%	8%	15%	17%	19%	14%	13%	13%	17%	11%	10%	32%
			BDEFG	F			F					K	K	K				S			T

Local Content and Its Sources – a Decima teleVox Study

Table CH6H Page 46

CH6H. Use Increased/Decreased: Word of mouth.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Increased significantly	82	57	25	27	13	12	8	10	33	15	12	10	10	23	45	12	13	28	21	19
	8%	9%	7%	8%	6%	7%	11%	12%	10%	7%	5%	13%	9%	8%	8%	8%	7%	8%	12%	6%
Increased a little	152	96	56	57	32	24	3	8	52	36	25	14	23	59	72	18	29	44	22	54
	15%	15%	15%	17%	16%	14%	4%	9%	16%	16%	10%	18%	22%	22%	13%	12%	17%	13%	12%	18%
Stayed the same	563	327	236	167	123	105	45	53	165	138	156	42	53	136	336	82	91	201	86	176
	56%	52%	62%	50%	60%	63%	65%	61%	50%	60%	63%	56%	49%	50%	59%	54%	52%	60%	47%	59%
Decreased a little	83	59	24	34	11	13	7	7	31	15	20	4	13	25	47	10	14	22	18	27
	8%	9%	6%	10%	5%	8%	10%	8%	9%	6%	8%	5%	12%	9%	8%	7%	8%	7%	10%	9%
Decreased significantly	68	48	19	27	19	7	4	5	20	17	21	3	5	19	31	18	21	15	20	13
	7%	8%	5%	8%	9%	4%	6%	6%	6%	7%	9%	4%	4%	7%	5%	12%	12%	4%	11%	4%
I never used this source	34	23	11	13	7	3	1	2	18	6	7	2	1	6	22	5	5	16	7	6
	3%	4%	3%	4%	4%	2%	1%	2%	5%	2%	3%	3%	1%	2%	4%	4%	3%	5%	4%	2%
Do not know	26	17	9	10	1	4	2	2	14	3	7	-	2	3	18	5	3	10	9	5
	3%	3%	2%	3%	*	2%	2%	2%	4%	1%	3%		2%	1%	3%	3%	2%	3%	5%	2%
Increased - NET	234	153	81	83	45	35	11	18	85	52	37	24	33	82	117	30	42	71	44	73
	23%	24%	21%	25%	22%	21%	15%	20%	25%	22%	15%	31%	31%	30%	21%	20%	24%	21%	24%	24%
Decreased - NET	151	107	43	62	30	20	11	12	51	32	41	7	18	44	78	28	35	37	38	39
	15%	17%	11%	18%	15%	12%	16%	14%	15%	14%	17%	10%	16%	16%	14%	19%	20%	11%	20%	13%

Local Content and Its Sources – a Decima teleVox Study

CH7A. Level of Satisfaction: A local radio station.
BASE: Representative Adults
BANNER 1

	Region						Gender				Age Group					Media Usage				Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	200	26	49	72	16	17	20	79	121	24	42	43	38	51	126	60	35	105	56	156	44
	20%	31%	19%	19%	22%	19%	15%	16%	23%	17%	22%	21%	21%	18%	18%	17%	18%	18%	24%	20%	20%
		CDFG						H													
(7 8)	329	23	79	121	28	37	40	163	165	49	63	83	51	80	244	135	58	183	90	260	69
	33%	28%	31%	32%	39%	41%	30%	34%	32%	35%	32%	42%	28%	29%	35%	38%	29%	32%	39%	33%	31%
												MN									
(5 6)	244	24	47	100	19	23	30	137	108	43	56	36	48	60	172	90	61	145	42	205	40
	24%	30%	19%	27%	27%	25%	23%	28%	21%	31%	29%	18%	26%	21%	25%	25%	31%	25%	18%	26%	18%
		C		C				I		L	L						S			U	
(3 4)	59	4	20	20	3	4	8	32	27	9	9	15	10	14	41	22	14	36	7	41	18
	6%	5%	8%	5%	4%	5%	6%	7%	5%	7%	5%	7%	6%	5%	6%	6%	7%	6%	3%	5%	8%
																		S			
(1 2) - Extremely dissatisfied	107	2	31	41	4	7	22	48	59	8	14	15	22	42	74	32	16	66	25	80	26
	11%	2%	12%	11%	6%	8%	16%	10%	11%	6%	7%	8%	12%	15%	11%	9%	8%	11%	11%	10%	12%
			BE	B			BEF						J	JKL							
DK/ REFUSE	69	3	28	23	2	2	12	28	41	6	9	8	14	32	35	20	11	41	14	46	23
	7%	4%	11%	6%	2%	3%	9%	6%	8%	4%	4%	4%	7%	11%	5%	6%	6%	7%	6%	6%	10%
			BDEF				EF							JKL							T
MEAN	6.5	7.2	6.4	6.4	7.0	6.8	6.0	6.3	6.6	6.7	6.7	6.8	6.3	6.2	6.4	6.5	6.4	6.3	6.9	6.5	6.4
		CDG			G	G						MN							R		
TOP 4 BOX SCORE	528	49	128	193	44	55	60	242	286	73	105	126	89	132	370	194	93	288	147	415	113
	52%	60%	50%	51%	61%	60%	46%	50%	55%	53%	54%	63%	49%	47%	53%	54%	48%	50%	63%	53%	51%
		G			G	G						MN							R		

Local Content and Its Sources – a Decima teleVox Study

Table CH7A Page 48

CH7A. Level of Satisfaction: A local radio station.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	200	107	93	79	37	32	12	14	89	48	36	7	18	42	127	29	30	65	42	60
	20%	17%	24%	24%	18%	19%	17%	17%	27%	21%	14%	9%	17%	15%	22%	19%	17%	19%	23%	20%
			B						KLM	L					N					
(7 8)	329	201	128	91	80	58	28	33	90	93	82	25	37	89	186	50	52	112	54	107
	33%	32%	34%	27%	38%	35%	41%	38%	27%	40%	33%	33%	35%	33%	33%	33%	30%	34%	30%	36%
				D	D		D		I											
(5 6)	244	165	80	92	43	35	12	27	76	48	60	23	35	83	128	31	44	77	46	74
	24%	26%	21%	28%	21%	21%	17%	31%	23%	21%	24%	31%	33%	30%	22%	21%	25%	23%	25%	25%
								G				J		OP						
(3 4)	59	39	20	21	8	13	5	4	18	13	18	4	5	20	28	10	13	18	15	12
	6%	6%	5%	6%	4%	8%	7%	4%	5%	6%	7%	5%	5%	7%	5%	7%	8%	5%	8%	4%
(1 2) - Extremely dissatisfied	107	73	34	28	26	16	9	7	36	18	30	11	6	18	70	15	16	42	16	29
	11%	12%	9%	8%	13%	9%	12%	9%	11%	8%	12%	15%	5%	7%	12%	10%	9%	13%	9%	10%
										M	M				N					
DK/ REFUSE	69	44	26	23	12	14	4	1	26	10	21	5	6	21	34	14	20	21	11	18
	7%	7%	7%	7%	6%	8%	5%	1%	8%	5%	8%	7%	5%	8%	6%	10%	11%	6%	6%	6%
				H	H	H														
MEAN	6.5	6.3	6.8	6.6	6.4	6.5	6.4	6.4	6.7	6.8	6.1	5.7	6.7	6.4	6.5	6.5	6.3	6.4	6.5	6.6
			B						KL	KL			KL							
TOP 4 BOX SCORE	528	308	221	170	117	91	41	47	178	141	118	31	55	130	313	79	82	178	96	167
	52%	49%	58%	51%	57%	54%	58%	55%	53%	61%	48%	42%	52%	48%	55%	53%	47%	53%	52%	56%
			B							KL										

Local Content and Its Sources – a Decima teleVox Study

CH7B. Level of Satisfaction: The Internet.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	220	16	55	89	10	19	32	99	122	54	53	45	27	36	201	97	53	126	55	182	38
	22%	19%	22%	24%	14%	21%	24%	20%	23%	39%	27%	22%	15%	13%	29%	27%	27%	22%	24%	23%	17%
				E						KLMN	MN	MN									
(7 8)	220	23	54	85	15	17	26	117	103	36	53	47	42	38	183	100	54	123	58	170	50
	22%	28%	21%	23%	21%	18%	20%	24%	20%	26%	28%	24%	23%	14%	26%	28%	27%	21%	25%	22%	23%
										N	N	N	N								
(5 6)	197	18	33	86	14	21	24	100	96	27	43	47	42	38	159	87	39	116	40	167	30
	20%	22%	13%	23%	20%	23%	19%	21%	19%	20%	22%	23%	23%	13%	23%	24%	20%	20%	17%	21%	14%
				C		C					N	N	N								U
(3 4)	66	5	19	22	8	6	6	34	31	7	8	16	13	20	50	21	10	39	14	49	16
	7%	6%	7%	6%	12%	6%	5%	7%	6%	5%	4%	8%	7%	7%	7%	6%	5%	7%	6%	6%	7%
(1 2) - Extremely dissatisfied	169	9	49	53	13	18	28	79	90	12	28	29	35	63	76	37	27	95	35	121	47
	17%	11%	19%	14%	18%	20%	21%	16%	17%	8%	15%	15%	19%	23%	11%	10%	14%	16%	15%	15%	22%
													J	JKL							
DK/ REFUSE	136	11	45	42	12	10	16	58	78	3	8	16	25	84	23	15	14	77	31	98	38
	14%	13%	18%	11%	16%	11%	12%	12%	15%	2%	4%	8%	13%	30%	3%	4%	7%	13%	13%	12%	17%
			D								J	JK	JKLM								
MEAN	6.0	6.4	5.9	6.2	5.4	5.8	6.0	6.0	6.1	7.2	6.5	6.1	5.6	5.0	6.6	6.6	6.6	6.0	6.2	6.2	5.5
		E								KLMN	MN	N									U
TOP 4 BOX SCORE	440	39	109	174	25	36	58	216	224	90	106	92	69	75	383	198	107	249	113	352	88
	44%	48%	43%	46%	35%	39%	44%	44%	43%	65%	55%	46%	38%	27%	55%	55%	54%	43%	49%	45%	40%
				E						LMN	MN	N	N								

Local Content and Its Sources – a Decima teleVox Study

CH7B. Level of Satisfaction: The Internet.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	220	144	76	71	43	35	15	24	56	50	47	19	46	76	119	22	31	62	42	81
	22%	23%	20%	21%	21%	21%	22%	28%	17%	22%	19%	25%	42%	28%	21%	14%	18%	18%	23%	27%
												IJKL	OP							QR
(7 8)	220	151	69	53	48	46	20	21	49	64	53	20	33	76	122	19	35	72	35	76
	22%	24%	18%	16%	23%	28%	28%	24%	15%	28%	21%	26%	31%	28%	21%	13%	20%	21%	19%	25%
		C		D	D	D			I	I	I	I	I	P	P					
(5 6)	197	112	85	64	43	37	10	18	56	47	56	20	18	53	111	32	27	61	40	67
	20%	18%	22%	19%	21%	22%	15%	21%	17%	20%	23%	26%	17%	20%	19%	21%	16%	18%	22%	22%
(3 4)	66	46	19	23	14	10	5	7	25	5	27	6	2	18	41	7	12	26	14	13
	7%	7%	5%	7%	7%	6%	7%	8%	7%	2%	11%	8%	2%	7%	7%	4%	7%	8%	8%	4%
									JM		JM									
(1 2) - Extremely dissatisfied	169	99	70	57	35	26	14	12	72	35	43	7	8	30	104	30	31	55	34	45
	17%	16%	18%	17%	17%	15%	21%	14%	21%	15%	17%	10%	8%	11%	18%	20%	17%	16%	19%	15%
									LM	M	M				N	N				
DK/ REFUSE	136	75	61	67	24	13	5	4	78	30	23	4	-	18	75	41	40	61	18	17
	14%	12%	16%	20%	12%	8%	8%	5%	23%	13%	9%	5%		7%	13%	28%	23%	18%	10%	6%
				EFGH	H				JKL	L					N	NO	ST	ST		
MEAN	6.0	6.1	5.8	5.9	6.0	6.2	5.9	6.3	5.3	6.3	5.8	6.5	7.5	6.7	5.9	5.3	5.8	5.9	5.9	6.4
										I		I	IJKL	OP						QR
TOP 4 BOX SCORE	440	295	145	124	91	82	35	45	105	114	99	38	79	152	241	41	66	133	77	158
	44%	47%	38%	37%	44%	49%	50%	52%	31%	49%	40%	51%	73%	56%	42%	27%	38%	40%	42%	53%
		C				D		D		I	I	I	IJKL	OP	P					QRS

Local Content and Its Sources – a Decima teleVox Study

Table CH7C Page 51

CH7C. Level of Satisfaction: A local or community TV channel.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	167	19	33	61	16	21	16	54	113	23	31	29	30	52	98	41	32	95	36	135	32
	17%	23%	13%	16%	22%	23%	12%	11%	22%	16%	16%	15%	16%	19%	14%	12%	16%	17%	15%	17%	14%
		CG				CG		H													
(7 8)	292	17	75	103	27	29	41	149	143	56	56	55	55	69	216	101	61	173	71	227	65
	29%	21%	30%	27%	37%	31%	31%	30%	27%	40%	29%	27%	30%	25%	31%	28%	31%	30%	30%	29%	30%
					B					LN											
(5 6)	282	24	70	106	18	27	36	153	129	32	50	66	54	78	189	107	55	168	58	226	55
	28%	29%	28%	28%	25%	30%	27%	31%	25%	23%	26%	33%	29%	28%	27%	30%	28%	29%	25%	29%	25%
								I				J									
(3 4)	66	7	16	26	4	4	8	39	27	10	16	16	9	13	50	30	15	44	10	51	14
	7%	9%	6%	7%	5%	4%	6%	8%	5%	7%	8%	8%	5%	5%	7%	8%	7%	8%	4%	7%	6%
																		S			
(1 2) - Extremely dissatisfied	109	6	35	41	3	5	18	55	53	13	24	15	24	28	81	50	19	55	31	75	33
	11%	7%	14%	11%	5%	6%	14%	11%	10%	9%	12%	8%	13%	10%	12%	14%	9%	10%	13%	10%	15%
			EF	E			E														T
DK/ REFUSE	93	8	24	39	4	5	13	38	55	6	16	19	11	39	57	28	15	41	29	73	21
	9%	10%	9%	10%	5%	6%	10%	8%	11%	4%	8%	10%	6%	14%	8%	8%	8%	7%	12%	9%	9%
														JM					R		
MEAN	6.2	6.5	5.9	6.2	7.0	6.7	6.0	5.9	6.5	6.4	6.1	6.2	6.1	6.4	6.1	5.7	6.3	6.3	6.1	6.3	5.9
					CDG	C			H												
TOP 4 BOX SCORE	459	36	109	164	43	50	57	203	256	78	87	84	85	121	314	142	93	268	106	362	97
	46%	44%	43%	44%	60%	54%	43%	42%	49%	57%	45%	42%	46%	43%	45%	40%	47%	47%	45%	46%	44%
					BCDG				H	LN											

Local Content and Its Sources – a Decima teleVox Study

CH7C. Level of Satisfaction: A local or community TV channel.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	167	92	75	72	36	21	8	7	72	46	24	6	16	36	98	31	33	57	29	45
	17%	15%	20%	22%	17%	13%	12%	8%	22%	20%	10%	7%	15%	13%	17%	21%	19%	17%	16%	15%
			B	FGH	H				KL	KL										
(7 8)	292	197	95	99	66	52	21	28	91	72	72	17	37	87	160	41	47	89	56	98
	29%	31%	25%	29%	32%	31%	30%	33%	27%	31%	29%	23%	35%	32%	28%	27%	27%	26%	30%	33%
			C																	
(5 6)	282	176	106	86	52	54	15	27	90	63	74	21	30	84	157	38	52	92	59	73
	28%	28%	28%	26%	25%	32%	21%	31%	27%	27%	30%	28%	28%	31%	27%	25%	30%	28%	32%	24%
(3 4)	66	45	21	24	10	8	9	6	14	16	20	6	9	18	35	13	9	24	12	20
	7%	7%	5%	7%	5%	5%	14%	7%	4%	7%	8%	8%	9%	7%	6%	8%	5%	7%	6%	7%
(1 2) - Extremely dissatisfied	109	69	40	24	22	19	10	15	37	15	29	17	8	27	68	10	16	38	17	36
	11%	11%	10%	7%	10%	12%	14%	17%	11%	6%	12%	22%	7%	10%	12%	7%	9%	11%	10%	12%
								D				IJM								
DK/ REFUSE	93	49	44	30	21	13	7	3	29	19	29	8	6	20	54	17	19	36	10	27
	9%	8%	12%	9%	10%	8%	10%	4%	9%	8%	12%	11%	6%	7%	10%	11%	11%	11%	6%	9%
					H												S			
MEAN	6.2	6.2	6.3	6.6	6.4	6.0	5.7	5.6	6.4	6.6	5.8	5.0	6.4	6.1	6.2	6.6	6.5	6.1	6.3	6.2
				FGH	H				KL	KL	L		L							
TOP 4 BOX SCORE	459	289	170	171	102	73	29	36	163	118	96	23	54	123	258	72	80	145	85	144
	46%	46%	45%	51%	49%	44%	41%	41%	49%	51%	39%	31%	50%	45%	45%	48%	46%	43%	46%	48%
									KL	KL			L							

Local Content and Its Sources – a Decima teleVox Study

CH7D. Level of Satisfaction: Your local or community newspaper.
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	235	29	45	91	17	21	33	78	157	35	37	48	43	69	151	69	40	145	59	193	42
	23%	35%	18%	24%	24%	23%	25%	16%	30%	25%	19%	24%	24%	25%	22%	19%	20%	25%	25%	25%	19%
		CD							H												
(7 8)	372	31	110	128	22	31	51	190	182	49	75	79	75	90	277	154	82	218	87	274	98
	37%	37%	43%	34%	30%	34%	39%	39%	35%	35%	39%	39%	41%	32%	40%	43%	42%	38%	37%	35%	44%
			DE																		T
(5 6)	248	16	52	99	24	20	37	142	106	36	54	49	40	66	172	91	56	136	53	202	46
	25%	19%	21%	26%	34%	21%	28%	29%	20%	26%	28%	24%	22%	24%	25%	25%	29%	24%	23%	26%	21%
					BCF				I												
(3 4)	50	4	17	17	3	8	2	33	18	9	8	9	7	16	36	19	7	21	13	37	13
	5%	4%	7%	4%	4%	9%	2%	7%	3%	6%	4%	5%	4%	6%	5%	5%	4%	4%	6%	5%	6%
			G			G		I													
(1 2) - Extremely dissatisfied	76	2	20	35	4	9	7	32	45	10	15	11	15	24	49	22	9	42	15	61	16
	8%	2%	8%	9%	6%	10%	6%	7%	9%	7%	8%	5%	8%	9%	7%	6%	5%	7%	6%	8%	7%
			B	B		B															
DK/ REFUSE	26	2	10	9	2	2	2	14	12	-	5	5	3	13	8	3	2	14	7	20	6
	3%	2%	4%	2%	2%	2%	1%	3%	2%		3%	2%	1%	5%	1%	1%	1%	2%	3%	3%	3%
														M							
MEAN	6.8	7.6	6.7	6.7	6.7	6.6	7.1	6.5	7.1	6.8	6.7	7.0	6.9	6.8	6.8	6.8	6.9	7.0	6.9	6.8	6.8
		CDEF							H												
TOP 4 BOX SCORE	608	59	155	219	38	52	84	268	340	84	112	127	118	160	427	223	122	363	146	468	140
	60%	72%	61%	58%	54%	57%	63%	55%	65%	60%	58%	63%	65%	57%	62%	62%	62%	63%	62%	59%	64%
		DEF							H												

Local Content and Its Sources – a Decima teleVox Study

Table CH7D Page 54

CH7D. Level of Satisfaction: Your local or community newspaper.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	235	121	115	78	57	34	20	16	89	66	35	15	27	50	146	37	39	78	38	78
	23%	19%	30%	23%	28%	20%	28%	19%	27%	29%	14%	20%	25%	18%	26%	25%	22%	23%	21%	26%
			B						K	K			K		N					
(7 8)	372	234	139	115	72	71	28	41	98	91	114	27	40	105	215	49	56	126	70	118
	37%	37%	36%	34%	35%	43%	40%	47%	29%	39%	46%	36%	38%	39%	38%	33%	32%	38%	38%	39%
								D		I	I									
(5 6)	248	168	79	81	45	50	16	19	80	45	64	23	32	72	135	34	49	80	50	62
	25%	27%	21%	24%	22%	30%	23%	22%	24%	20%	26%	30%	29%	27%	24%	22%	28%	24%	27%	21%
		C																		
(3 4)	50	32	18	21	11	8	1	5	17	12	14	2	4	18	26	6	7	17	9	16
	5%	5%	5%	6%	5%	5%	1%	6%	5%	5%	5%	3%	4%	6%	5%	4%	4%	5%	5%	5%
				G	G															
(1 2) - Extremely dissatisfied	76	55	21	31	15	4	5	6	32	12	17	8	4	23	35	16	19	23	11	21
	8%	9%	6%	9%	7%	2%	8%	7%	10%	5%	7%	11%	4%	8%	6%	11%	11%	7%	6%	7%
				F	F				JM											
DK/ REFUSE	26	18	8	9	7	1	-	-	19	4	3	-	-	4	14	8	5	11	6	5
	3%	3%	2%	3%	4%	1%			6%	2%	1%			1%	2%	5%	3%	3%	3%	2%
				F	F				JK											
MEAN	6.8	6.6	7.2	6.7	6.9	7.0	7.1	6.7	6.8	7.2	6.6	6.4	6.9	6.5	7.0	6.7	6.6	6.9	6.8	7.0
			B							IKL					N					
TOP 4 BOX SCORE	608	354	253	193	129	105	48	57	186	157	150	42	68	155	362	86	95	204	108	196
	60%	56%	67%	58%	62%	63%	68%	66%	56%	68%	60%	56%	63%	57%	63%	58%	54%	61%	59%	65%
			B							I										Q

Local Content and Its Sources – a Decima teleVox Study

CH7E. Level of Satisfaction: A national daily newspaper.
 BASE: Representative Adults
 BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	132	12	39	48	11	8	14	48	84	22	18	21	28	41	84	32	23	88	21	96	37
	13%	15%	15%	13%	15%	9%	11%	10%	16%	16%	9%	11%	15%	15%	12%	9%	12%	15%	9%	12%	17%
								H										S			
(7 8)	223	17	75	75	11	18	27	104	120	48	39	47	33	52	162	90	47	137	59	162	61
	22%	20%	30%	20%	16%	20%	21%	21%	23%	34%	20%	24%	18%	19%	23%	25%	24%	24%	25%	21%	28%
			DE							KLMN											T
(5 6)	276	19	72	116	17	23	29	153	122	41	67	62	48	55	200	112	67	157	59	211	64
	27%	23%	28%	31%	23%	25%	22%	31%	24%	29%	35%	31%	26%	20%	29%	31%	34%	27%	25%	27%	29%
								I			N	N									
(3 4)	91	8	17	33	7	12	14	55	36	11	23	23	14	18	69	44	22	52	13	77	15
	9%	10%	7%	9%	10%	13%	11%	11%	7%	8%	12%	12%	8%	6%	10%	12%	11%	9%	6%	10%	7%
								I													
(1 2) - Extremely dissatisfied	186	13	28	71	18	23	34	84	103	14	34	31	43	60	130	58	27	89	52	160	26
	18%	16%	11%	19%	25%	25%	26%	17%	20%	10%	17%	16%	23%	22%	19%	16%	14%	15%	22%	20%	12%
				C	C	C	C						J	J					R	U	
DK/ REFUSE	99	13	23	34	7	8	14	45	55	2	13	15	16	53	48	22	11	52	30	82	17
	10%	15%	9%	9%	10%	9%	11%	9%	10%	1%	7%	8%	9%	19%	7%	6%	6%	9%	13%	10%	8%
											J	J	J	JKLM							
MEAN	5.5	5.6	6.2	5.4	5.1	4.9	4.9	5.3	5.7	6.2	5.2	5.5	5.3	5.4	5.4	5.4	5.6	5.8	5.3	5.3	6.1
			DEFG							KLMN							S				T
TOP 4 BOX SCORE	356	29	114	123	22	26	41	152	204	70	57	68	61	93	246	122	69	225	80	257	98
	35%	35%	45%	33%	31%	29%	31%	31%	39%	50%	29%	34%	34%	33%	36%	34%	35%	39%	34%	33%	45%
			DEFG						H	KLMN											T

Local Content and Its Sources – a Decima teleVox Study

Table CH7E Page 56

CH7E. Level of Satisfaction: A national daily newspaper.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	132	84	48	47	24	23	10	11	52	30	19	8	20	35	77	19	23	46	17	44
	13%	13%	13%	14%	12%	14%	15%	13%	16%	13%	8%	11%	19%	13%	13%	12%	13%	14%	9%	15%
(7 8)	223	143	80	73	51	34	17	25	66	42	60	16	38	79	118	24	27	79	45	70
	22%	23%	21%	22%	24%	20%	25%	29%	20%	18%	24%	21%	36%	29%	21%	16%	15%	24%	24%	23%
(5 6)	276	182	94	97	48	47	22	23	79	76	66	25	30	90	143	41	52	92	54	77
	27%	29%	25%	29%	23%	28%	31%	26%	24%	33%	26%	34%	28%	33%	25%	27%	29%	27%	29%	26%
(3 4)	91	64	27	25	20	15	7	11	23	22	31	6	8	26	53	10	18	22	18	31
	9%	10%	7%	8%	10%	9%	10%	13%	7%	9%	13%	8%	8%	10%	9%	7%	10%	7%	10%	10%
(1 2) - Extremely dissatisfied	186	104	82	52	46	32	9	14	75	35	54	11	7	26	116	37	33	52	40	55
	18%	17%	22%	16%	22%	19%	14%	16%	22%	15%	22%	14%	6%	9%	20%	25%	19%	16%	22%	18%
DK/ REFUSE	99	50	49	40	19	16	4	3	41	27	19	9	4	16	65	19	23	44	11	22
	10%	8%	13%	12%	9%	10%	6%	4%	12%	12%	7%	12%	4%	6%	11%	13%	13%	13%	6%	7%
MEAN	5.5	5.6	5.3	5.7	5.3	5.5	6.0	5.6	5.4	5.5	5.1	5.6	6.6	6.0	5.4	5.1	5.3	5.7	5.2	5.6
TOP 4 BOX SCORE	356	227	128	120	74	57	28	36	117	71	79	24	59	115	195	43	50	125	61	114
	35%	36%	34%	36%	36%	34%	40%	41%	35%	31%	32%	32%	55%	42%	34%	29%	28%	37%	33%	38%

Local Content and Its Sources – a Decima teleVox Study

Table CH7F Page 57

CH7F. Level of Satisfaction: CBC radio.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	156	17	45	50	9	12	25	56	101	17	24	33	31	48	104	46	30	87	38	120	36
	16%	21%	18%	13%	12%	13%	19%	11%	19%	12%	13%	17%	17%	17%	15%	13%	15%	15%	16%	15%	16%
									H												
(7 8)	229	21	65	89	12	14	28	116	112	37	39	37	40	72	162	88	59	135	54	173	55
	23%	26%	26%	24%	16%	15%	21%	24%	22%	27%	20%	19%	22%	26%	23%	25%	30%	24%	23%	22%	25%
			EF																		
(5 6)	237	22	52	92	20	25	26	119	118	39	53	46	37	61	167	92	48	148	52	192	45
	24%	27%	21%	25%	28%	27%	19%	24%	23%	28%	27%	23%	20%	22%	24%	26%	25%	26%	22%	24%	21%
(3 4)	90	6	24	32	6	13	10	49	42	19	15	18	15	22	62	28	17	47	18	68	23
	9%	7%	9%	9%	9%	14%	8%	10%	8%	14%	8%	9%	8%	8%	9%	8%	9%	8%	8%	9%	10%
(1 2) - Extremely dissatisfied	195	11	42	72	19	24	27	104	91	19	43	47	37	47	135	73	27	99	49	155	40
	19%	14%	17%	19%	26%	26%	20%	21%	17%	14%	22%	23%	20%	17%	19%	20%	14%	17%	21%	20%	18%
					B	B						J									
DK/ REFUSE	100	5	26	41	7	5	17	44	56	7	20	18	23	30	61	30	15	59	22	80	20
	10%	6%	10%	11%	9%	5%	13%	9%	11%	5%	10%	9%	13%	11%	9%	8%	8%	10%	9%	10%	9%
				F			F					J	J								
MEAN	5.6	6.2	5.9	5.5	5.0	5.0	5.7	5.3	5.8	5.6	5.3	5.4	5.6	5.9	5.6	5.5	6.0	5.7	5.6	5.5	5.7
		DEF	EF						H												
TOP 4 BOX SCORE	385	38	110	139	20	26	53	172	213	54	63	71	71	120	266	134	89	222	93	294	92
	38%	47%	43%	37%	28%	28%	40%	35%	41%	39%	33%	35%	39%	43%	38%	37%	45%	39%	40%	37%	42%
		EF	EF											K							

Local Content and Its Sources – a Decima teleVox Study

Table CH7F Page 58

CH7F. Level of Satisfaction: CBC radio.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	156	97	59	65	27	24	13	9	53	32	40	12	17	36	88	29	36	60	16	43
	16%	16%	16%	19%	13%	14%	19%	10%	16%	14%	16%	16%	16%	13%	15%	19%	20%	18%	9%	14%
				EH													S	S		S
(7 8)	229	142	86	74	43	29	15	31	57	40	70	23	37	65	134	29	31	77	53	67
	23%	23%	23%	22%	21%	18%	21%	35%	17%	17%	28%	30%	34%	24%	23%	19%	18%	23%	29%	22%
								DEF			IJ	IJ	IJ						Q	
(5 6)	237	150	87	87	44	46	10	20	79	65	54	14	24	76	120	39	48	66	46	76
	24%	24%	23%	26%	21%	27%	15%	23%	24%	28%	22%	19%	22%	28%	21%	26%	27%	20%	25%	25%
				G		G								O						
(3 4)	90	58	33	33	19	12	6	5	35	21	21	6	8	29	51	10	11	33	15	31
	9%	9%	9%	10%	9%	7%	9%	6%	10%	9%	8%	8%	7%	11%	9%	7%	6%	10%	8%	10%
(1 2) - Extremely dissatisfied	195	112	83	48	51	41	15	16	71	53	43	14	11	39	124	26	29	63	43	54
	19%	18%	22%	14%	25%	25%	21%	18%	21%	23%	17%	19%	10%	14%	22%	17%	16%	19%	23%	18%
					D	D			M	M				N						
DK/ REFUSE	100	69	32	28	22	14	11	6	40	21	20	6	12	27	54	16	21	37	12	29
	10%	11%	8%	8%	11%	9%	15%	7%	12%	9%	8%	8%	11%	10%	10%	11%	12%	11%	6%	10%
MEAN	5.6	5.6	5.5	6.0	5.1	5.2	5.7	5.7	5.4	5.2	5.8	5.8	6.2	5.6	5.5	5.8	5.9	5.7	5.3	5.5
				EF							J	IJ	IJ				S			
TOP 4 BOX SCORE	385	240	146	139	70	53	28	40	110	72	110	35	54	101	222	58	67	137	68	110
	38%	38%	38%	41%	34%	32%	40%	46%	33%	31%	44%	46%	50%	37%	39%	39%	38%	41%	37%	37%
				F				F			IJ	IJ	IJ							

Local Content and Its Sources – a Decima teleVox Study

Table CH7G Page 59

CH7G. Level of Satisfaction: CBC television.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	190	20	62	50	14	14	29	72	118	33	27	33	35	57	118	52	43	111	45	136	54
	19%	25%	24%	13%	20%	16%	22%	15%	23%	24%	14%	17%	19%	20%	17%	14%	22%	19%	19%	17%	24%
		D	D				D	H	H	K											T
(7 8)	290	28	96	102	21	19	24	132	159	51	62	51	41	83	198	107	76	185	65	209	81
	29%	34%	38%	27%	29%	21%	19%	27%	30%	37%	32%	25%	22%	30%	29%	30%	39%	32%	28%	27%	37%
		FG	DFG				C			LM	M										T
(5 6)	264	21	45	117	17	25	40	136	128	33	53	52	53	71	189	103	44	151	58	227	37
	26%	25%	18%	31%	23%	27%	31%	28%	25%	24%	28%	26%	29%	26%	27%	29%	22%	26%	25%	29%	17%
				C			C													U	
(3 4)	86	8	24	26	6	13	8	55	31	11	13	25	20	15	61	40	14	47	20	63	23
	9%	10%	10%	7%	8%	14%	6%	11%	6%	8%	7%	13%	11%	5%	9%	11%	7%	8%	8%	8%	10%
							I					N	N								
(1 2) - Extremely dissatisfied	124	4	20	53	12	17	17	65	59	10	25	27	21	37	90	40	13	57	35	104	20
	12%	5%	8%	14%	16%	19%	13%	13%	11%	7%	13%	14%	11%	13%	13%	11%	6%	10%	15%	13%	9%
				BC	BC	BC	B														
DK/ REFUSE	55	1	8	29	2	3	12	28	27	-	13	12	14	16	35	17	7	25	11	49	6
	5%	1%	3%	8%	3%	3%	9%	6%	5%		7%	6%	7%	6%	5%	5%	3%	4%	4%	6%	3%
				BCF			BCF													U	
MEAN	6.2	6.8	6.8	5.8	6.1	5.5	6.1	5.8	6.5	6.7	6.0	5.9	6.0	6.3	6.1	6.0	6.8	6.4	6.1	6.0	6.7
		DF	DFG					H	H	KLM											T
TOP 4 BOX SCORE	480	49	157	152	35	34	54	204	276	84	88	84	76	140	316	159	119	296	111	345	135
	48%	59%	62%	40%	49%	37%	41%	42%	53%	60%	46%	42%	41%	50%	46%	44%	61%	51%	47%	44%	61%
		DFG	DEFG					H	H	KLM											T

Local Content and Its Sources – a Decima teleVox Study

CH7G. Level of Satisfaction: CBC television.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	190	110	79	83	28	27	15	4	76	41	34	9	25	50	107	30	37	71	27	53
	19%	18%	21%	25%	14%	16%	22%	5%	23%	18%	14%	12%	23%	18%	19%	20%	21%	21%	15%	18%
				EFH	H	H	H		KL											
(7 8)	290	184	106	97	66	44	18	30	85	66	77	21	40	90	153	45	47	88	65	88
	29%	29%	28%	29%	32%	26%	25%	34%	25%	28%	31%	27%	37%	33%	27%	30%	27%	26%	36%	29%
												I							R	
(5 6)	264	174	90	88	50	48	13	26	77	65	71	23	25	77	145	40	52	85	54	71
	26%	28%	24%	26%	24%	28%	18%	31%	23%	28%	29%	31%	24%	28%	25%	27%	30%	25%	30%	24%
(3 4)	86	55	30	29	20	16	3	9	33	17	23	4	9	23	47	16	14	25	15	31
	9%	9%	8%	9%	10%	10%	4%	10%	10%	7%	9%	5%	8%	8%	8%	11%	8%	7%	8%	10%
(1 2) - Extremely dissatisfied	124	69	55	24	32	23	14	12	44	32	29	11	4	21	82	16	20	44	17	39
	12%	11%	14%	7%	15%	14%	20%	14%	13%	14%	12%	15%	3%	8%	14%	11%	11%	13%	9%	13%
				D	D	D	D		M	M	M	M			N					
DK/ REFUSE	55	34	20	13	10	10	7	5	19	11	14	7	4	10	39	3	7	22	5	19
	5%	5%	5%	4%	5%	6%	10%	6%	6%	5%	6%	10%	4%	4%	7%	2%	4%	7%	3%	6%
															P					
MEAN	6.2	6.2	6.2	6.7	5.9	5.9	5.9	5.6	6.2	6.1	6.0	5.8	6.9	6.4	6.1	6.3	6.3	6.3	6.3	6.1
				EFH									IJKL							
TOP 4 BOX SCORE	480	295	185	180	94	71	33	34	161	107	112	30	65	140	260	75	83	160	92	141
	48%	47%	49%	54%	46%	42%	47%	39%	48%	46%	45%	40%	61%	52%	45%	50%	47%	48%	50%	47%
				FH									IJKL							

Local Content and Its Sources – a Decima teleVox Study

Table CH7H Page 61

CH7H. Level of Satisfaction: Word of mouth.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	102	9	19	52	5	6	12	38	64	19	21	18	16	28	59	32	21	59	30	86	16
	10%	11%	7%	14%	7%	7%	9%	8%	12%	14%	11%	9%	9%	10%	8%	9%	11%	10%	13%	11%	7%
				CEF					H												
(7 8)	221	19	55	81	20	20	25	89	132	39	49	51	33	46	158	83	51	126	51	171	50
	22%	23%	22%	22%	28%	22%	19%	18%	25%	28%	26%	25%	18%	17%	23%	23%	26%	22%	22%	22%	23%
									H	MN	N	N									
(5 6)	343	29	79	129	21	40	46	177	166	52	72	67	66	82	250	138	71	198	79	277	65
	34%	35%	31%	34%	29%	43%	35%	36%	32%	38%	37%	33%	36%	29%	36%	39%	36%	34%	34%	35%	30%
						CE															
(3 4)	121	10	30	47	10	10	15	67	54	13	16	22	27	39	87	42	21	72	22	92	30
	12%	12%	12%	12%	14%	11%	12%	14%	10%	9%	8%	11%	15%	14%	13%	12%	11%	12%	9%	12%	14%
(1 2) - Extremely dissatisfied	173	12	54	53	14	12	28	96	77	12	29	33	35	62	112	56	28	91	40	126	47
	17%	15%	21%	14%	19%	13%	21%	20%	15%	9%	15%	17%	19%	22%	16%	16%	14%	16%	17%	16%	21%
				D								J	J	J							
DK/ REFUSE	48	4	18	15	2	4	6	22	26	2	5	9	6	23	25	8	4	31	11	35	13
	5%	4%	7%	4%	2%	4%	5%	4%	5%	2%	3%	5%	3%	8%	4%	2%	2%	5%	5%	4%	6%
				E										JKM							
MEAN	5.3	5.4	5.1	5.6	5.2	5.4	5.1	5.0	5.7	6.0	5.6	5.4	5.1	4.9	5.3	5.4	5.5	5.4	5.6	5.4	5.1
				C					H	LMN	MN										
TOP 4 BOX SCORE	323	28	74	133	25	26	37	126	196	59	71	68	49	74	217	115	72	184	81	257	66
	32%	34%	29%	35%	35%	29%	28%	26%	38%	42%	36%	34%	27%	26%	31%	32%	37%	32%	35%	33%	30%
									H	MN	MN										

Local Content and Its Sources – a Decima teleVox Study

CH7H. Level of Satisfaction: Word of mouth.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	102	53	49	41	17	13	7	9	49	18	16	8	11	25	62	14	13	36	19	34
	10%	9%	13%	12%	8%	8%	10%	10%	15%	8%	6%	10%	10%	9%	11%	10%	7%	11%	10%	11%
			B						JK											
(7 8)	221	131	90	65	59	39	19	14	57	66	45	18	31	72	123	22	31	75	37	75
	22%	21%	24%	19%	29%	23%	27%	17%	17%	29%	18%	25%	29%	27%	22%	15%	18%	22%	20%	25%
				DH					IK				IK	P						
(5 6)	343	222	120	111	64	62	26	36	111	67	88	30	44	109	184	47	67	118	52	101
	34%	35%	32%	33%	31%	37%	38%	41%	33%	29%	36%	40%	41%	40%	32%	31%	38%	35%	28%	34%
														O						
(3 4)	121	66	55	44	27	19	4	10	39	30	35	8	8	24	76	21	26	39	22	34
	12%	11%	14%	13%	13%	11%	6%	12%	12%	13%	14%	11%	7%	9%	13%	14%	15%	12%	12%	11%
				G	G															
(1 2) - Extremely dissatisfied	173	121	52	59	33	28	11	14	52	46	52	8	12	37	99	33	31	53	40	45
	17%	19%	14%	18%	16%	17%	16%	17%	16%	20%	21%	10%	11%	13%	17%	22%	18%	16%	22%	15%
		C							LM	LM					N					
DK/ REFUSE	48	34	14	16	6	8	3	3	26	4	12	3	2	5	28	13	8	15	13	11
	5%	5%	4%	5%	3%	5%	4%	3%	8%	2%	5%	4%	2%	2%	5%	9%	4%	4%	7%	4%
									JM						N	N				
MEAN	5.3	5.2	5.6	5.3	5.4	5.3	5.6	5.3	5.6	5.2	4.8	5.7	5.8	5.6	5.3	4.9	5.0	5.4	5.1	5.6
			B						K			K	K	P						Q
TOP 4 BOX SCORE	323	185	138	105	76	52	25	23	106	84	61	26	42	97	185	37	44	111	56	109
	32%	29%	36%	31%	37%	31%	36%	27%	32%	36%	25%	35%	39%	36%	32%	25%	25%	33%	31%	36%
			B						K			K	K	P						Q

Local Content and Its Sources – a Decima teleVox Study

CH8. What is your overall level of satisfaction with the manner in which you are kept informed of local news and events?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
(9 10) - Extremely satisfied	213	27	45	85	17	20	19	80	133	29	38	41	44	60	134	64	49	120	51	174	39
	21%	33%	18%	23%	24%	22%	15%	16%	26%	21%	20%	20%	24%	22%	19%	18%	25%	21%	22%	22%	18%
		CDG						H													
(7 8)	525	40	144	182	38	48	72	262	264	85	109	110	82	133	382	186	106	312	121	401	124
	52%	49%	57%	48%	53%	53%	55%	54%	51%	62%	56%	55%	45%	48%	55%	52%	54%	54%	52%	51%	56%
			D							MN	M	M									
(5 6)	193	13	47	77	13	16	27	102	91	17	34	37	43	59	128	80	32	101	45	154	39
	19%	16%	18%	20%	18%	18%	20%	21%	17%	13%	18%	18%	24%	21%	18%	22%	16%	18%	19%	20%	18%
													J	J							
(3 4)	36	1	11	11	2	3	8	21	15	3	4	6	7	14	23	12	4	23	5	25	11
	4%	1%	4%	3%	3%	3%	6%	4%	3%	2%	2%	3%	4%	5%	3%	3%	2%	4%	2%	3%	5%
(1 2) - Extremely dissatisfied	32	-	6	17	1	4	4	18	14	2	7	6	5	10	20	12	5	15	9	25	6
	3%		2%	4%	1%	5%	3%	4%	3%	1%	4%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%
				E																	
DK/ REFUSE	9	-	1	6	1	-	2	5	4	2	1	1	2	3	5	4	1	5	2	8	1
	1%		*%	2%	1%		1%	1%	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%
MEAN	7.3	7.9	7.2	7.2	7.5	7.2	7.1	7.1	7.5	7.5	7.3	7.4	7.2	7.2	7.3	7.1	7.5	7.3	7.3	7.3	7.1
		CDFG							H												
TOP 4 BOX SCORE	738	68	189	267	55	68	92	342	397	114	147	151	126	193	516	249	155	432	172	575	163
	73%	83%	74%	71%	77%	74%	70%	70%	76%	82%	76%	75%	69%	69%	75%	70%	79%	75%	74%	73%	74%
		DG							H	MN											

Local Content and Its Sources – a Decima teleVox Study

CH8. What is your overall level of satisfaction with the manner in which you are kept informed of local news and events?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
(9 10) - Extremely satisfied	213	124	89	90	37	32	13	16	86	52	35	12	26	50	119	40	40	76	33	61
	21%	20%	23%	27%	18%	19%	19%	19%	26%	23%	14%	15%	24%	18%	21%	27%	23%	23%	18%	20%
				E					KL	K										
(7 8)	525	332	193	164	125	88	42	42	160	134	137	37	55	156	298	68	83	168	101	168
	52%	53%	51%	49%	60%	53%	61%	49%	48%	58%	55%	49%	51%	57%	52%	45%	47%	50%	55%	56%
				D					I					P						
(5 6)	193	122	71	58	37	36	10	18	64	35	50	18	22	47	111	30	39	63	37	50
	19%	19%	19%	17%	18%	21%	14%	21%	19%	15%	20%	24%	21%	17%	19%	20%	22%	19%	20%	17%
(3 4)	36	24	12	14	1	3	3	6	9	7	16	3	1	10	20	6	5	17	7	5
	4%	4%	3%	4%	1%	2%	5%	7%	3%	3%	6%	4%	1%	4%	4%	4%	3%	5%	4%	2%
				E				E		IM								T		
(1 2) - Extremely dissatisfied	32	23	9	6	7	7	1	4	12	2	8	4	2	8	17	5	7	7	4	11
	3%	4%	2%	2%	4%	4%	2%	5%	4%	1%	3%	6%	2%	3%	3%	4%	4%	2%	2%	4%
									J											
DK/ REFUSE	9	4	5	3	-	2	-	-	3	-	2	2	1	1	6	1	1	3	1	4
	1%	1%	1%	1%		1%			1%		1%	3%	1%	*	1%	1%	1%	1%	1%	1%
MEAN	7.3	7.2	7.4	7.5	7.3	7.2	7.5	6.9	7.4	7.5	7.0	6.9	7.4	7.2	7.3	7.4	7.2	7.3	7.3	7.3
				H					K	KL										
TOP 4 BOX SCORE	738	456	283	253	161	120	55	59	246	186	172	48	81	206	417	108	123	245	134	229
	73%	73%	74%	76%	78%	71%	80%	68%	74%	81%	69%	65%	75%	76%	73%	72%	70%	73%	73%	76%
										KL										

Local Content and Its Sources – a Decima teleVox Study

CH9. Would you say this would have a positive or negative impact on you? (increased by 25%)
 BASE: Those who were asked about the 25% increase in local information
 BANNER 1

	Region						Gender		Age Group						Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	322	26	73	125	20	35	42	161	161	54	73	58	50	84	223	124	74	181	83	259	63
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	321	31	78	105	28	39	40	165	156	45	67	65	56	84	220	124	66	178	81	254	67
Very positive impact	75	10	15	36	-	8	6	35	40	9	22	14	9	22	49	26	19	42	27	63	12
	23%	38%	20%	29%		22%	15%	22%	25%	16%	30%	24%	17%	26%	22%	21%	26%	23%	32%	24%	19%
		G																			
Somewhat positive impact	151	13	31	57	11	20	19	76	76	33	26	29	27	35	110	62	38	85	30	125	27
	47%	49%	43%	46%	54%	57%	45%	47%	47%	60%	36%	51%	54%	42%	49%	50%	52%	47%	37%	48%	42%
										K			K								
Somewhat negative impact	9	1	2	2	1	-	4	6	3	1	2	1	4	1	6	4	1	4	4	7	2
	3%	2%	3%	2%	3%		8%	3%	2%	2%	3%	1%	8%	1%	3%	3%	2%	2%	5%	3%	3%
													N								
Very negative impact	8	-	-	5	-	1	2	4	3	1	-	-	2	4	5	5	3	4	1	8	-
	2%			4%		3%	4%	3%	2%	2%			4%	5%	2%	4%	3%	2%	1%	3%	
Mo impact at all	75	3	23	24	9	6	10	37	38	10	19	14	7	23	49	27	13	42	19	54	21
	23%	11%	32%	19%	43%	17%	25%	23%	24%	19%	26%	24%	15%	27%	22%	22%	17%	23%	22%	21%	33%
			B		BDF																
Do not know	4	-	2	1	-	-	1	3	1	-	3	-	1	-	3	-	-	3	2	2	2
	1%		3%	1%			3%	2%	1%		5%		2%		2%			2%	2%	1%	3%
Positive impact	226	23	46	93	11	28	25	110	116	41	48	43	36	56	159	88	57	128	57	188	38
	70%	87%	63%	74%	54%	80%	60%	69%	72%	76%	66%	75%	71%	67%	72%	71%	78%	70%	69%	72%	61%
		CEG			CE																
Negative impact	16	1	2	7	1	1	5	10	6	2	2	1	6	5	11	9	4	8	5	15	2
	5%	2%	3%	6%	3%	3%	12%	6%	4%	5%	3%	1%	12%	6%	5%	8%	5%	4%	6%	6%	3%
													L								

Local Content and Its Sources – a Decima teleVox Study

CH9. Would you say this would have a positive or negative impact on you? (increased by 25%)
 BASE: Those who were asked about the 25% increase in local information
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	322	199	123	113	61	57	18	27	98	76	77	24	41	109	166	43	61	104	64	89
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	321	192	129	113	63	55	17	26	101	76	78	24	35	103	168	45	65	99	64	88
Very positive impact	75	47	28	24	14	9	4	10	28	22	14	4	8	22	45	8	15	19	14	27
	23%	23%	23%	21%	23%	16%	25%	37%	28%	28%	18%	16%	19%	20%	27%	19%	25%	18%	23%	30%
Somewhat positive impact	151	95	56	57	29	27	8	11	44	36	34	14	22	53	77	21	30	54	30	37
	47%	48%	45%	51%	47%	48%	44%	40%	45%	47%	45%	58%	53%	48%	46%	49%	49%	52%	47%	41%
Somewhat negative impact	9	4	4	2	2	3	1	-	1	2	3	-	2	6	2	1	1	6	2	-
	3%	2%	4%	2%	4%	6%	6%	-	2%	2%	5%	-	5%	5%	1%	3%	1%	6%	4%	-
Very negative impact	8	6	1	3	-	2	-	1	1	-	4	1	1	5	2	-	2	2	-	3
	2%	3%	1%	3%	-	4%	-	3%	1%	-	5%	5%	3%	5%	1%	-	4%	2%	-	4%
Mo impact at all	75	43	32	25	15	15	3	5	20	17	21	5	7	21	39	11	12	23	16	21
	23%	22%	26%	22%	25%	27%	19%	20%	21%	23%	28%	21%	16%	19%	24%	27%	19%	22%	25%	24%
Do not know	4	3	1	1	1	-	1	-	3	-	-	-	1	2	1	1	1	1	1	1
	1%	2%	1%	1%	2%	-	7%	-	3%	-	-	-	3%	2%	1%	2%	2%	1%	1%	1%
Positive impact	226	142	84	82	42	36	12	21	72	57	48	18	30	75	122	29	45	73	44	63
	70%	71%	68%	72%	70%	64%	69%	77%	73%	75%	63%	74%	72%	69%	73%	67%	74%	70%	70%	71%
Negative impact	16	11	6	5	2	5	1	1	3	2	7	1	4	11	4	1	3	8	2	3
	5%	5%	5%	5%	4%	9%	6%	3%	3%	2%	10%	5%	9%	10%	2%	3%	5%	7%	4%	4%

Local Content and Its Sources – a Decima teleVox Study

CH9. Would you say this would have a positive or negative impact on you? (reduced by 10%)
BASE: Those who were asked about the 10% reduction in local information
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	328	27	83	109	27	30	52	154	173	42	65	64	62	90	228	106	59	180	68	258	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	329	34	81	94	38	35	47	160	169	39	57	70	68	91	230	108	61	179	73	261	68
Very positive impact	10	1	2	2	1	3	2	6	3	-	2	4	-	4	6	4	4	2	1	8	2
	3%	3%	2%	2%	2%	8%	3%	4%	2%		3%	6%		5%	3%	4%	6%	1%	1%	3%	3%
Somewhat positive impact	62	8	22	16	5	6	5	29	33	11	6	15	12	18	36	13	14	37	15	46	16
	19%	29%	26%	15%	20%	20%	9%	19%	19%	26%	10%	23%	19%	20%	16%	13%	24%	21%	22%	18%	23%
			G	G								K									
Somewhat negative impact	108	10	33	37	7	10	11	47	62	16	23	20	17	30	78	34	15	60	25	80	29
	33%	35%	40%	34%	26%	34%	22%	30%	36%	37%	36%	32%	27%	33%	34%	32%	26%	33%	37%	31%	41%
			G																		
Very negative impact	60	4	8	21	6	6	15	22	38	7	14	9	12	18	45	25	10	31	9	54	6
	18%	16%	9%	19%	24%	19%	29%	14%	22%	16%	21%	15%	19%	19%	20%	23%	16%	17%	14%	21%	8%
							C													U	
Mo impact at all	86	5	18	32	7	6	17	50	36	9	20	16	21	20	61	29	17	50	18	69	17
	26%	18%	22%	30%	27%	19%	34%	32%	21%	21%	30%	24%	34%	22%	27%	28%	28%	28%	27%	27%	24%
								I													
Do not know	2	-	-	-	-	-	2	2	-	-	-	-	1	1	1	-	-	1	-	2	-
	1%						3%	1%					1%	1%	*			1%		1%	
Positive impact	72	8	24	19	6	9	6	35	37	11	8	19	12	22	42	18	18	39	16	53	18
	22%	31%	28%	17%	22%	29%	12%	22%	21%	26%	12%	29%	19%	25%	19%	17%	30%	22%	23%	21%	26%
			G									K									
Negative impact	168	14	41	58	14	16	26	68	100	23	37	30	28	47	123	59	25	90	34	134	34
	51%	51%	50%	53%	51%	53%	51%	44%	58%	54%	57%	46%	46%	52%	54%	55%	42%	50%	51%	52%	49%
								H													

Local Content and Its Sources – a Decima teleVox Study

CH9. Would you say this would have a positive or negative impact on you? (reduced by 10%)
BASE: Those who were asked about the 10% reduction in local information
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	328	207	121	100	74	52	22	29	110	69	88	24	33	91	178	52	57	106	59	101
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	329	205	124	98	79	54	21	29	112	71	87	23	32	87	186	51	57	108	56	103
Very positive impact	10	5	4	2	2	2	1	1	5	-	3	1	-	2	4	2	1	8	-	-
	3%	3%	4%	2%	2%	3%	4%	4%	4%		3%	5%		2%	2%	4%	1%	8%		
																		Q		
Somewhat positive impact	62	42	20	26	17	4	4	6	25	13	10	3	11	21	30	11	12	19	11	18
	19%	20%	17%	26%	23%	9%	18%	21%	23%	19%	11%	11%	34%	23%	17%	21%	22%	18%	19%	18%
				F	F				K				KL							
Somewhat negative impact	108	67	41	34	21	21	9	8	28	25	31	6	15	27	56	23	22	30	22	32
	33%	32%	34%	34%	28%	41%	42%	27%	26%	36%	36%	26%	46%	30%	31%	44%	39%	28%	37%	32%
												I								
Very negative impact	60	43	17	19	15	9	4	5	16	15	18	7	4	20	33	6	11	22	10	16
	18%	21%	14%	19%	20%	17%	17%	18%	15%	22%	20%	28%	12%	22%	19%	12%	19%	20%	17%	16%
Mo impact at all	86	48	38	18	20	15	4	9	35	15	25	7	3	20	55	10	10	25	16	34
	26%	23%	31%	18%	27%	29%	19%	30%	31%	22%	29%	30%	8%	22%	31%	19%	18%	24%	27%	34%
									M	M	M									Q
Do not know	2	2	-	1	-	1	-	-	1	-	1	-	-	1	1	-	1	1	-	-
	1%	1%		1%		2%			1%		1%			1%	*		1%	1%		
Positive impact	72	47	24	28	18	6	5	7	30	13	12	4	11	23	33	13	13	28	11	18
	22%	23%	20%	28%	25%	12%	22%	25%	28%	19%	14%	16%	34%	26%	19%	25%	23%	26%	19%	18%
				F					K				K							
Negative impact	168	110	58	53	35	30	13	13	44	40	49	13	19	47	89	29	33	52	32	48
	51%	53%	48%	53%	48%	58%	59%	46%	40%	59%	56%	54%	58%	51%	50%	56%	58%	49%	54%	48%
									I	I										

Local Content and Its Sources – a Decima teleVox Study

CH9. Would you say this would have a positive or negative impact on you? (reduced by 25%)
 BASE: Those who were asked about the 25% reduction in local information
 BANNER 1

	Region						Gender		Age Group						Media Usage					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	358	29	98	144	25	26	38	173	186	42	56	78	71	105	242	128	64	214	82	270	88
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	358	35	93	126	35	31	38	179	179	38	52	86	76	100	241	129	60	210	85	274	84
Very positive impact	16	3	5	6	1	1	2	7	9	-	-	5	1	9	8	2	-	11	3	13	3
	5%	11%	5%	4%	3%	2%	4%	4%	5%			7%	1%	8%	3%	2%		5%	3%	5%	4%
														M							
Somewhat positive impact	51	6	13	16	5	8	3	21	30	4	8	16	6	16	28	17	10	24	22	40	11
	14%	22%	13%	11%	19%	30%	8%	12%	16%	9%	13%	21%	9%	15%	11%	13%	16%	11%	26%	15%	13%
						DG						M							R		
Somewhat negative impact	111	8	28	51	8	6	10	54	57	17	18	21	23	30	85	45	23	69	24	85	26
	31%	28%	28%	36%	33%	23%	25%	31%	30%	40%	33%	27%	32%	29%	35%	35%	37%	32%	29%	31%	29%
Very negative impact	92	7	12	43	5	7	16	41	51	7	12	22	24	25	67	35	15	64	12	81	10
	26%	26%	13%	30%	20%	29%	42%	24%	27%	17%	21%	28%	34%	24%	28%	27%	23%	30%	15%	30%	12%
				C			CE					J						S		U	
Mo impact at all	85	4	40	24	5	4	8	48	37	13	16	13	16	25	50	29	16	45	21	48	38
	24%	14%	41%	17%	21%	16%	20%	28%	20%	32%	29%	17%	23%	24%	21%	23%	24%	21%	26%	18%	43%
			BDEFG																		T
Do not know	4	-	-	3	1	-	-	2	2	1	3	-	-	-	4	-	-	2	1	4	-
	1%			2%	3%			1%	1%	3%	5%				2%			1%	1%	1%	
Positive impact	67	9	18	22	5	8	5	28	39	4	8	21	7	24	36	20	10	35	24	53	14
	19%	33%	18%	15%	22%	32%	12%	16%	21%	9%	13%	27%	10%	23%	15%	15%	16%	16%	29%	20%	16%
		DG									JKM			JM					R		
Negative impact	202	15	40	95	13	14	26	95	107	24	30	43	47	56	152	80	38	133	36	166	36
	56%	53%	41%	66%	53%	52%	67%	55%	58%	57%	53%	55%	67%	53%	63%	62%	60%	62%	44%	61%	41%
				C			C											S		U	

Local Content and Its Sources – a Decima teleVox Study

CH9. Would you say this would have a positive or negative impact on you? (reduced by 25%)
 BASE: Those who were asked about the 25% reduction in local information
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	358	222	136	122	72	59	29	30	127	86	83	27	34	72	227	55	58	126	61	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	358	215	143	120	75	58	29	29	130	87	82	26	31	68	230	56	57	126	62	108
Very positive impact	16	6	10	10	2	1	-	-	10	3	3	1	-	2	11	3	4	6	2	5
	5%	3%	8%	9%	3%	2%			8%	3%	3%	4%		3%	5%	6%	7%	5%	4%	4%
Somewhat positive impact	51	29	22	16	10	8	3	1	25	12	10	2	1	6	36	9	10	18	10	12
	14%	13%	16%	13%	14%	13%	10%	5%	20%	14%	12%	8%	2%	9%	16%	16%	17%	14%	16%	11%
									M	M	M									
Somewhat negative impact	111	70	40	26	26	22	12	13	32	31	23	9	15	26	74	9	11	44	16	38
	31%	32%	29%	22%	35%	38%	42%	44%	25%	36%	28%	34%	44%	36%	33%	15%	19%	35%	27%	35%
					D	D	D	D						P	P			Q		Q
Very negative impact	92	60	31	25	20	16	9	11	21	22	30	12	6	15	55	21	11	33	21	26
	26%	27%	23%	21%	27%	27%	32%	38%	17%	26%	36%	44%	17%	21%	24%	38%	18%	26%	35%	23%
											IM	IM				N				Q
Mo impact at all	85	53	32	41	15	12	5	4	37	17	17	3	12	22	49	13	22	25	11	27
	24%	24%	23%	34%	20%	20%	16%	14%	29%	20%	20%	10%	34%	30%	22%	24%	37%	20%	18%	24%
				EGH					L				L				RS			
Do not know	4	3	1	3	-	-	-	-	2	-	1	-	1	1	3	-	1	-	-	3
	1%	1%	1%	2%					1%		1%		3%	2%	1%		2%			2%
Positive impact	67	35	32	26	12	9	3	1	35	15	13	3	1	9	46	12	14	23	12	17
	19%	16%	24%	21%	17%	15%	10%	5%	28%	18%	15%	11%	2%	12%	20%	23%	24%	19%	20%	15%
				H	H				KLM	M	M									
Negative impact	202	131	71	52	45	38	22	24	53	54	53	21	20	40	129	29	22	77	38	64
	56%	59%	52%	42%	63%	65%	74%	82%	42%	62%	64%	79%	60%	56%	57%	53%	37%	61%	62%	58%
					D	D	D	DE		I	I	I					Q	Q	Q	Q

Local Content and Its Sources – a Decima teleVox Study

CH10A. Agree/Disagree: No matter how good the local coverage gets, it will not increase my appetite for that kind of information.
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Strongly agree	167	10	36	63	19	12	27	73	93	17	19	33	34	57	112	52	32	101	38	138	29
	17%	12%	14%	17%	27% BCDF	13%	20%	15%	18%	12%	10%	17% K	19% K	20% JK	16%	14%	17%	18%	16%	17%	13%
Somewhat agree	353	34	87	125	23	40	45	179	174	57	71	62	60	100	232	131	70	203	86	279	75
	35%	41%	34%	33%	33%	43%	34%	37%	34%	41%	36%	31%	33%	36%	34%	37%	35%	35%	37%	35%	34%
Somewhat disagree	268	23	68	101	16	23	37	135	133	39	61	60	49	58	201	103	53	147	60	209	59
	27%	28%	27%	27%	22%	25%	28%	28%	26%	28%	32% N	30% N	27%	21%	29%	29%	27%	25%	26%	26%	27%
Strongly disagree	182	15	54	71	11	14	18	80	102	24	39	37	37	43	129	69	37	104	37	130	52
	18%	18%	21%	19%	15%	15%	14%	16%	20%	17%	20%	19%	20%	15%	19%	19%	19%	18%	16%	17%	24% T
Do not know	38	1	10	17	2	3	4	21	17	1	4	8	2	22	17	4	5	21	11	32	5
	4%	1%	4% B	5% B	3%	4%	3%	4%	3%	1%	2%	4%	1%	8% JKM	2%	1%	2%	4%	5%	4%	2%
Agree - NET	520	43	123	188	43	51	72	252	267	74	89	95	95	156	345	182	102	304	124	416	103
	52%	53%	48%	50%	60%	56%	55%	52%	51%	53%	46%	48%	52%	56%	50%	51%	52%	53%	53%	53%	47%
Disagree - NET	450	38	122	172	26	37	55	215	235	63	100	97	86	100	331	171	90	251	98	339	112
	45%	46%	48%	46%	37%	40%	42%	44%	45%	46%	52% N	49% N	47% N	36%	48%	48%	46%	44%	42%	43%	51%

Local Content and Its Sources – a Decima teleVox Study

Table CH10A Page 72

CH10A. Agree/Disagree: No matter how good the local coverage gets, it will not increase my appetite for that kind of information.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status		Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Strongly agree	167	98	68	55	31	28	13	9	57	31	43	16	15	38	95	29	34	71	18	40
	17%	16%	18%	16%	15%	17%	19%	10%	17%	13%	17%	22%	14%	14%	17%	20%	20%	21%	10%	13%
																	S	ST		
Somewhat agree	353	216	137	136	70	55	10	27	142	85	70	15	37	108	184	54	73	99	72	101
	35%	34%	36%	41%	34%	33%	14%	31%	42%	37%	28%	20%	35%	40%	32%	36%	41%	30%	39%	34%
				G	G	G		G	KL	L		L	O				R		R	
Somewhat disagree	268	167	101	77	66	47	29	24	77	61	78	18	34	74	158	35	41	87	51	89
	27%	27%	27%	23%	32%	28%	42%	28%	23%	27%	31%	24%	31%	27%	28%	23%	23%	26%	28%	30%
					D			D			I									
Strongly disagree	182	121	62	53	35	30	16	25	41	42	51	24	21	44	114	23	20	69	33	59
	18%	19%	16%	16%	17%	18%	24%	29%	12%	18%	21%	32%	20%	16%	20%	16%	12%	20%	18%	20%
								DE			I	IJ					Q			Q
Do not know	38	26	12	14	5	7	1	1	18	11	6	2	-	8	21	9	8	10	9	11
	4%	4%	3%	4%	2%	4%	2%	1%	5%	5%	2%	2%		3%	4%	6%	4%	3%	5%	4%
Agree - NET	520	315	205	191	102	84	23	36	198	116	113	31	52	146	279	83	107	170	90	140
	52%	50%	54%	57%	49%	50%	33%	41%	59%	50%	46%	42%	49%	54%	49%	56%	61%	51%	49%	47%
				GH	G	G			JKL								RST			
Disagree - NET	450	287	163	130	101	77	46	50	118	104	129	42	55	118	271	58	61	156	84	148
	45%	46%	43%	39%	49%	46%	66%	58%	35%	45%	52%	56%	51%	43%	47%	39%	35%	46%	46%	49%
					D		DEF	D		I	I	I	I				Q	Q	Q	Q

Local Content and Its Sources – a Decima teleVox Study

CH10B. Agree/Disagree: I feel I can relate to the news coverage in my area.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Strongly agree	308	36	64	131	23	24	31	151	157	32	43	76	53	102	204	103	52	193	67	252	56
	31%	44%	25%	35%	32%	26%	23%	31%	30%	23%	22%	38%	29%	37%	29%	29%	27%	34%	29%	32%	25%
		CFG		CG								JK		JK							
Somewhat agree	542	43	130	197	40	53	79	252	290	75	114	101	106	140	387	203	108	306	127	429	113
	54%	52%	51%	52%	56%	59%	60%	52%	56%	54%	59%	50%	58%	50%	56%	57%	55%	53%	54%	54%	51%
Somewhat disagree	90	2	40	24	5	9	10	53	37	22	25	14	7	21	59	26	20	42	18	57	33
	9%	2%	16%	6%	7%	10%	8%	11%	7%	16%	13%	7%	4%	8%	8%	7%	10%	7%	8%	7%	15%
			BDEG			B				LMN	M										T
Strongly disagree	45	1	11	20	1	3	9	20	25	10	7	4	10	9	31	19	13	23	15	34	11
	4%	1%	4%	5%	2%	3%	7%	4%	5%	8%	3%	2%	6%	3%	4%	5%	7%	4%	6%	4%	5%
			B	B			B			L			L								
Do not know	23	1	9	6	2	2	4	12	11	-	4	6	6	6	12	7	3	12	7	16	7
	2%	1%	3%	2%	3%	2%	3%	2%	2%		2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	3%
Agree - NET	850	79	194	328	63	77	109	403	447	106	157	176	159	242	590	306	160	499	194	681	169
	84%	96%	76%	87%	88%	85%	83%	83%	86%	77%	81%	88%	87%	87%	85%	85%	82%	87%	83%	86%	77%
		CDEFG		C	C							J	J	J						U	
Disagree - NET	135	3	51	44	6	12	19	73	62	32	32	18	18	31	89	45	33	65	33	91	44
	13%	3%	20%	12%	9%	13%	14%	15%	12%	23%	16%	9%	10%	11%	13%	13%	17%	11%	14%	12%	20%
			BDE	B		B	B			LMN	L										T

Local Content and Its Sources – a Decima teleVox Study

Table CH10B Page 74

CH10B. Agree/Disagree: I feel I can relate to the news coverage in my area.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Strongly agree	308	181	128	103	58	55	25	26	113	78	72	21	22	69	178	59	55	110	57	83
	31%	29%	34%	31%	28%	33%	36%	30%	34%	34%	29%	28%	21%	25%	31%	39%	31%	33%	31%	28%
									M	M						N				
Somewhat agree	542	344	198	173	120	91	36	48	168	127	141	42	58	146	314	72	92	177	99	166
	54%	55%	52%	52%	58%	54%	52%	56%	50%	55%	57%	55%	54%	54%	55%	48%	52%	53%	54%	55%
Somewhat disagree	90	59	31	41	17	13	7	3	29	17	19	5	18	39	42	9	17	27	15	30
	9%	9%	8%	12%	8%	8%	10%	4%	9%	8%	8%	7%	16%	14%	7%	6%	10%	8%	8%	10%
				H									JK	OP						
Strongly disagree	45	31	14	11	7	6	1	7	13	5	12	4	8	16	24	4	9	16	6	13
	4%	5%	4%	3%	3%	3%	1%	8%	4%	2%	5%	6%	8%	6%	4%	2%	5%	5%	3%	4%
								G												
Do not know	23	13	10	7	5	2	1	2	11	4	4	3	1	2	14	7	3	5	6	9
	2%	2%	3%	2%	2%	1%	2%	2%	3%	2%	1%	4%	1%	1%	2%	5%	2%	2%	3%	3%
																N				
Agree - NET	850	525	325	275	178	146	61	74	281	205	213	63	80	216	492	130	147	288	156	248
	84%	84%	86%	82%	86%	87%	88%	86%	84%	89%	86%	83%	75%	79%	86%	87%	84%	86%	85%	83%
										M	M				N	N				
Disagree - NET	135	90	45	51	24	19	7	10	43	22	31	10	26	54	66	13	26	42	21	42
	13%	14%	12%	15%	12%	11%	11%	12%	13%	10%	13%	13%	24%	20%	12%	8%	15%	13%	11%	14%
													IKJ	OP						

Local Content and Its Sources – a Decima teleVox Study

Table CH10C Page 75

CH10C. Agree/Disagree: The federal government needs to play an active role in ensuring that communities receive high quality local information.
 BASE: Representative Adults
 BANNER 1

	Region						Gender		Age Group						Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Strongly agree	423	38	138	148	27	27	44	200	223	56	60	96	77	132	270	134	85	248	97	304	119
	42%	47%	55%	39%	38%	29%	33%	41%	43%	41%	31%	48%	42%	47%	39%	37%	43%	43%	42%	39%	54%
		F	DEFG								K	K	K								T
Somewhat agree	351	30	83	126	24	38	50	165	186	66	93	58	53	76	250	130	78	191	83	278	73
	35%	36%	33%	34%	34%	41%	38%	34%	36%	48%	48%	29%	29%	27%	36%	36%	40%	33%	36%	35%	33%
										LMN	LMN										
Somewhat disagree	103	8	21	43	8	14	9	47	57	7	21	22	20	32	77	42	14	56	23	86	17
	10%	10%	8%	12%	11%	15%	7%	10%	11%	5%	11%	11%	11%	12%	11%	12%	7%	10%	10%	11%	8%
														J							
Strongly disagree	114	4	9	52	10	12	27	70	45	9	15	23	30	33	87	47	19	71	29	105	10
	11%	5%	4%	14%	14%	13%	21%	14%	9%	6%	8%	11%	17%	12%	13%	13%	9%	12%	12%	13%	4%
				BC	BC	C	BC	I					JK							U	
Do not know	16	2	2	7	2	2	2	7	9	-	4	2	3	6	9	4	1	10	2	14	2
	2%	2%	1%	2%	3%	2%	1%	1%	2%		2%	1%	2%	2%	1%	1%	*%	2%	1%	2%	1%
Agree - NET	774	68	222	275	51	64	94	365	409	122	153	154	130	208	520	264	163	439	181	582	192
	77%	83%	87%	73%	72%	70%	71%	75%	79%	88%	79%	77%	71%	74%	75%	74%	83%	76%	77%	74%	87%
		DF	DEFG							KLMN											T
Disagree - NET	218	13	30	95	18	25	36	116	101	16	36	44	51	66	164	89	33	127	51	191	27
	22%	15%	12%	25%	25%	28%	28%	24%	20%	12%	19%	22%	28%	23%	24%	25%	17%	22%	22%	24%	12%
				BC	C	BC	BC					J	JK	J						U	

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Table CH10C Page 76

CH10C. Agree/Disagree: The federal government needs to play an active role in ensuring that communities receive high quality local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Strongly agree	423	249	174	161	88	72	24	28	165	92	93	24	45	101	247	73	73	142	84	121
	42%	40%	46%	48%	43%	43%	34%	32%	49%	40%	38%	32%	42%	37%	43%	48%	42%	42%	46%	40%
				GH					JKL							N				
Somewhat agree	351	228	123	126	74	46	22	25	111	96	74	22	45	123	176	46	62	99	62	122
	35%	36%	32%	38%	36%	27%	31%	29%	33%	42%	30%	29%	42%	45%	31%	31%	35%	30%	34%	41%
				F					IKL				K	OP						R
Somewhat disagree	103	66	38	21	17	26	12	13	22	19	39	12	8	26	62	14	18	38	19	27
	10%	10%	10%	6%	8%	15%	17%	15%	7%	8%	16%	15%	8%	9%	11%	9%	10%	11%	10%	9%
						DE	D	D			IJM									
Strongly disagree	114	77	38	25	23	20	11	21	28	19	39	17	9	21	75	16	20	50	16	27
	11%	12%	10%	7%	11%	12%	16%	24%	8%	8%	16%	23%	9%	8%	13%	10%	11%	15%	9%	9%
								DEF			IJ	IJM			N			ST		
Do not know	16	8	8	2	5	4	1	-	8	4	3	1	-	2	11	2	3	6	3	3
	2%	1%	2%	1%	2%	2%	1%		2%	2%	1%	1%		1%	2%	1%	2%	2%	2%	1%
Agree - NET	774	477	297	286	162	118	45	53	276	188	167	45	89	224	423	119	135	241	146	243
	77%	76%	78%	86%	78%	71%	65%	61%	83%	81%	67%	60%	83%	82%	74%	79%	77%	72%	79%	81%
				EFGH	GH				KL	KL			KL	O						R
Disagree - NET	218	143	75	46	40	45	23	34	50	39	78	29	18	47	138	29	38	88	35	54
	22%	23%	20%	14%	19%	27%	34%	39%	15%	17%	32%	38%	17%	17%	24%	20%	22%	26%	19%	18%
					D	DE	DE	DE			IJM	IJM			N		T			

Local Content and Its Sources – a Decima teleVox Study

Table CH10D Page 77

CH10D. Agree/Disagree: The provincial government needs to play an active role in ensuring that communities receive high quality local information.

BASE: Representative Adults

BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Strongly agree	424	40	130	146	26	32	51	199	225	51	72	94	71	134	267	133	79	249	93	311	113
	42%	49%	51%	39%	36%	35%	39%	41%	43%	37%	37%	47%	39%	48%	39%	37%	40%	43%	40%	40%	51%
		F	DEFG											JK							T
Somewhat agree	390	33	94	142	29	40	52	192	198	65	87	68	78	84	284	146	82	227	95	305	85
	39%	41%	37%	38%	40%	44%	39%	39%	38%	47%	45%	34%	43%	30%	41%	41%	42%	39%	41%	39%	39%
										LN	LN		N								
Somewhat disagree	107	5	22	48	7	12	13	50	56	13	22	21	19	32	80	44	20	45	30	88	19
	11%	6%	9%	13%	10%	13%	10%	10%	11%	9%	11%	11%	10%	12%	12%	12%	10%	8%	13%	11%	8%
				B															R		
Strongly disagree	74	2	7	36	7	6	16	42	32	9	8	15	13	23	53	32	14	47	16	70	4
	7%	3%	3%	10%	10%	7%	12%	9%	6%	7%	4%	7%	7%	8%	8%	9%	7%	8%	7%	9%	2%
				BC	BC		BC													U	
Do not know	13	1	1	4	3	2	1	4	9	-	4	2	2	5	8	3	1	8	-	13	-
	1%	1%	1%	1%	5%	2%	1%	1%	2%		2%	1%	1%	2%	1%	1%	1%	1%		2%	
			*		C												*				
Agree - NET	815	74	224	288	54	72	103	392	423	116	160	162	149	219	550	280	161	476	188	616	198
	81%	90%	88%	76%	76%	78%	78%	80%	81%	84%	83%	81%	81%	78%	80%	78%	82%	83%	80%	78%	90%
		DEFG	DEFG																		T
Disagree - NET	181	8	29	84	14	18	28	92	88	22	30	36	32	55	134	75	35	92	46	158	22
	18%	9%	12%	22%	19%	19%	21%	19%	17%	16%	16%	18%	18%	20%	19%	21%	18%	16%	20%	20%	10%
				BC	B	B	BC													U	

Local Content and Its Sources – a Decima teleVox Study

Table CH10D Page 78

CH10D. Agree/Disagree: The provincial government needs to play an active role in ensuring that communities receive high quality local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Strongly agree	424	257	168	147	94	65	29	28	159	100	95	27	39	102	241	75	78	148	77	115
	42%	41%	44%	44%	45%	39%	41%	32%	47%	43%	38%	37%	36%	38%	42%	50%	44%	44%	42%	39%
				H	H				K						N					
Somewhat agree	390	246	145	141	83	60	17	31	127	91	87	30	50	120	216	48	64	115	76	129
	39%	39%	38%	42%	40%	36%	24%	36%	38%	39%	35%	40%	46%	44%	38%	32%	37%	34%	41%	43%
				G	G									P						R
Somewhat disagree	107	65	41	29	15	26	13	16	25	24	45	5	7	29	58	18	20	37	16	35
	11%	10%	11%	9%	7%	16%	19%	18%	7%	10%	18%	7%	7%	11%	10%	12%	11%	11%	9%	12%
						DE	DE	DE			IJLM									
Strongly disagree	74	51	23	16	14	13	10	11	19	13	18	12	11	17	47	8	10	32	11	20
	7%	8%	6%	5%	7%	8%	14%	12%	6%	5%	7%	16%	10%	6%	8%	5%	6%	9%	6%	7%
							D	D				IJ								
Do not know	13	9	4	2	3	2	1	1	5	4	4	1	-	3	9	1	4	4	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%		1%	2%	1%	2%	1%	2%	1%
Agree - NET	815	502	312	287	176	125	46	59	286	191	182	57	89	223	457	123	142	263	153	244
	81%	80%	82%	86%	85%	75%	66%	68%	86%	83%	73%	76%	83%	82%	80%	82%	81%	78%	83%	82%
				FGH	FGH				K	K										
Disagree - NET	181	116	64	45	28	40	23	27	44	36	62	17	19	47	106	26	29	68	27	55
	18%	19%	17%	13%	14%	24%	33%	31%	13%	16%	25%	23%	17%	17%	18%	17%	17%	20%	14%	18%
						DE	DE	DE			IJ									

Local Content and Its Sources – a Decima teleVox Study

CH10E. Agree/Disagree: The municipal government needs to play an active role in ensuring that communities receive high quality local information.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group						Media Usage					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Strongly agree	470	39	134	181	26	37	52	219	251	53	74	110	85	143	301	150	86	281	99	351	119
	47%	47%	53%	48%	37%	41%	40%	45%	48%	38%	38%	55%	46%	51%	44%	42%	44%	49%	43%	45%	54%
			EFG								JK			JK							T
Somewhat agree	393	33	91	141	27	41	59	185	207	69	90	63	74	89	282	151	92	209	100	313	80
	39%	40%	36%	37%	38%	44%	45%	38%	40%	50%	47%	31%	40%	32%	41%	42%	47%	36%	43%	40%	36%
										LN	LN										
Somewhat disagree	68	5	15	25	6	8	10	39	29	11	17	16	11	13	52	28	7	35	18	54	14
	7%	6%	6%	7%	8%	8%	8%	8%	6%	8%	9%	8%	6%	5%	8%	8%	4%	6%	8%	7%	6%
Strongly disagree	55	3	6	24	6	6	9	32	23	4	10	8	12	20	42	23	5	36	12	51	4
	5%	4%	2%	6%	9%	6%	7%	6%	4%	3%	5%	4%	6%	7%	6%	7%	3%	6%	5%	6%	2%
				C	C															U	
Do not know	23	2	8	6	6	-	1	12	10	2	3	3	1	14	15	5	6	14	5	19	4
	2%	3%	3%	2%	8%		1%	3%	2%	2%	1%	2%	*	5%	2%	1%	3%	2%	2%	2%	2%
					DG									KLM							
Agree - NET	863	72	225	323	54	78	112	405	458	121	164	173	159	232	583	301	178	490	199	664	199
	86%	87%	89%	86%	75%	85%	85%	83%	88%	88%	85%	86%	87%	83%	84%	84%	91%	85%	85%	84%	90%
		E	E	E					H												T
Disagree - NET	122	8	21	49	12	13	19	71	52	15	26	24	23	33	94	52	12	72	29	105	17
	12%	10%	8%	13%	17%	15%	15%	14%	10%	11%	14%	12%	13%	12%	14%	14%	6%	12%	13%	13%	8%
					C			I												U	

Local Content and Its Sources – a Decima teleVox Study

Table CH10E Page 80

CH10E. Agree/Disagree: The municipal government needs to play an active role in ensuring that communities receive high quality local information.
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Strongly agree	470	298	172	160	98	80	35	32	165	110	114	32	46	109	274	84	85	157	88	134
	47%	47%	45%	48%	47%	48%	50%	37%	49%	48%	46%	42%	42%	40%	48%	56%	49%	47%	48%	45%
															N	N				
Somewhat agree	393	232	160	146	84	53	19	35	129	96	85	31	45	125	216	42	68	123	68	126
	39%	37%	42%	44%	41%	31%	27%	40%	39%	42%	34%	41%	42%	46%	38%	28%	39%	37%	37%	42%
				FG	G									OP	P					
Somewhat disagree	68	46	22	12	14	20	8	8	17	18	21	2	8	22	35	11	11	16	17	23
	7%	7%	6%	4%	7%	12%	12%	10%	5%	8%	8%	3%	8%	8%	6%	7%	6%	5%	9%	8%
						D					L									
Strongly disagree	55	36	18	11	7	12	7	10	12	3	24	8	7	11	36	8	8	26	8	13
	5%	6%	5%	3%	4%	7%	10%	11%	4%	1%	10%	11%	7%	4%	6%	5%	5%	8%	4%	4%
								DE			IJ	J								
Do not know	23	16	7	5	4	3	1	1	11	4	5	2	1	6	11	4	2	13	3	4
	2%	2%	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	1%	2%	2%	3%	1%	4%	2%	1%
																		T		
Agree - NET	863	530	333	306	183	133	53	67	294	206	199	63	91	233	490	126	154	280	156	260
	86%	84%	88%	91%	88%	79%	77%	77%	88%	89%	80%	84%	85%	86%	86%	84%	88%	83%	85%	87%
				FGH	FH				K	K										
Disagree - NET	122	82	40	23	21	32	15	18	29	22	44	11	15	32	71	19	19	42	24	36
	12%	13%	11%	7%	10%	19%	22%	21%	9%	9%	18%	14%	14%	12%	12%	13%	11%	13%	13%	12%
						DE	DE	DE			IJ									

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Table CH10F Page 81

CH10F. Agree/Disagree: Local radio and television broadcasters need to play an active role in ensuring that communities receive high quality local information.
BASE: Representative Adults
BANNER 1

	Region						Gender		Age Group					Media Usage				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
Strongly agree	601	52	162	214	40	53	79	283	317	64	100	141	113	178	404	214	105	357	135	456	144
	60%	64%	64%	57%	56%	58%	60%	58%	61%	47%	52%	70%	62%	64%	58%	60%	54%	62%	58%	58%	65%
											JK		J	JK							
Somewhat agree	343	26	74	139	29	31	45	172	171	61	81	49	64	78	254	128	77	191	75	282	62
	34%	32%	29%	37%	40%	33%	34%	35%	33%	44%	42%	25%	35%	28%	37%	36%	39%	33%	32%	36%	28%
										LN	LN		L							U	
Somewhat disagree	28	3	6	9	1	5	5	16	12	6	8	5	1	8	15	7	7	7	11	22	6
	3%	3%	2%	2%	1%	5%	3%	3%	2%	5%	4%	2%	1%	3%	2%	2%	4%	1%	5%	3%	3%
										M	M		*	M					R		
Strongly disagree	13	-	4	7	1	1	1	6	7	5	3	-	3	2	7	5	5	7	3	10	4
	1%		2%	2%	1%	1%	1%	1%	1%	4%	2%		2%	1%	1%	1%	2%	1%	1%	1%	2%
Do not know	23	1	8	8	1	2	3	11	12	2	1	6	2	12	12	4	2	13	8	18	5
	2%	1%	3%	2%	2%	2%	2%	2%	2%	1%	1%	3%	1%	4%	2%	1%	1%	2%	3%	2%	2%
														KM							
Agree - NET	944	79	236	353	68	84	124	455	489	125	181	190	177	256	658	342	183	549	211	738	206
	94%	96%	93%	94%	96%	92%	94%	93%	94%	90%	94%	95%	97%	92%	95%	96%	93%	95%	90%	94%	93%
														JN				S			
Disagree - NET	41	3	10	16	2	6	6	22	19	11	11	5	4	11	23	12	12	14	15	31	10
	4%	3%	4%	4%	2%	6%	4%	5%	4%	8%	6%	2%	2%	4%	3%	3%	6%	2%	6%	4%	4%
										LM									R		

Local Content and Its Sources – a Decima teleVox Study

Table CH10F Page 82

CH10F. Agree/Disagree: Local radio and television broadcasters need to play an active role in ensuring that communities receive high quality local information.
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
Strongly agree	601	371	230	196	130	99	44	57	205	139	155	49	47	146	350	96	115	196	116	167
	60%	59%	60%	59%	63%	59%	64%	66%	61%	60%	62%	66%	44%	54%	61%	64%	66%	59%	63%	56%
									M	M	M	M				N	T			
Somewhat agree	343	214	129	111	67	58	24	27	101	81	84	23	49	106	186	46	54	109	61	114
	34%	34%	34%	33%	33%	34%	35%	31%	30%	35%	34%	30%	45%	39%	33%	31%	31%	32%	33%	38%
												IL								
Somewhat disagree	28	20	8	13	6	5	-	1	9	7	4	1	6	10	15	3	2	14	2	10
	3%	3%	2%	4%	3%	3%		1%	3%	3%	2%	1%	5%	4%	3%	2%	1%	4%	1%	3%
																		QS		
Strongly disagree	13	7	6	6	2	4	-	-	5	2	2	1	3	4	8	-	1	6	1	5
	1%	1%	2%	2%	1%	2%			2%	1%	1%	2%	3%	2%	1%		1%	2%	*%	2%
Do not know	23	16	7	8	3	2	1	1	14	1	3	1	3	5	13	4	3	10	4	4
	2%	3%	2%	3%	1%	1%	1%	1%	4%	*%	1%	1%	3%	2%	2%	3%	2%	3%	2%	1%
									JKL											
Agree - NET	944	585	359	307	197	157	69	84	305	220	239	72	96	253	537	143	169	305	176	280
	94%	93%	94%	92%	95%	94%	99%	98%	91%	95%	96%	96%	90%	93%	94%	95%	96%	91%	96%	93%
							DF	D			I					R	R		R	
Disagree - NET	41	27	14	19	7	9	-	1	14	10	6	2	8	15	22	3	3	20	3	16
	4%	4%	4%	6%	4%	5%		1%	4%	4%	2%	3%	8%	5%	4%	2%	2%	6%	2%	5%
				H														QS		QS

Local Content and Its Sources – a Decima teleVox Study

CH11. Which of the following applies to you?
BASE: Representative Adults
BANNER 1

	Region						Gender			Age Group					Media Usage				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Web at Home	Web at Work	Web at Other	Cable TV	Sat. TV	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	1,008	82	254	377	71	91	132	488	520	138	193	200	183	279	692	358	196	576	234	787	221
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	100	252	325	101	105	125	504	504	122	176	221	200	275	691	361	187	567	239	789	219
You access the Internet from home	692	54	149	280	46	65	98	347	345	107	147	160	132	136	692	302	131	395	174	567	124
	69%	66%	59%	74%	65%	71%	74%	71%	66%	77%	76%	80%	72%	49%	100%	85%	67%	69%	74%	72%	56%
				C		C	C			N	N	N	N							U	
You access the Internet from work	358	27	89	146	21	23	52	188	170	39	83	98	85	46	302	358	80	216	85	284	74
	36%	33%	35%	39%	29%	26%	39%	38%	33%	28%	43%	49%	47%	17%	44%	100%	41%	37%	37%	36%	33%
				F		F	F			N	JN	JN	JN								
You access the Internet another location	196	17	51	73	12	18	25	93	104	71	39	32	25	26	131	80	196	109	39	155	42
	19%	21%	20%	19%	17%	19%	19%	19%	20%	51%	20%	16%	13%	9%	19%	22%	100%	19%	17%	20%	19%
										KLMN	N	N									
You subscribe to cable television at home	576	42	136	224	47	43	84	263	313	79	93	113	108	176	395	216	109	576	41	454	122
	57%	51%	54%	59%	66%	48%	63%	54%	60%	57%	48%	56%	59%	63%	57%	60%	56%	100%	18%	58%	56%
				F	BCF		F						K	K				S			
You subscribe to a television satellite service at home	234	24	58	91	14	24	23	126	108	29	59	46	37	60	174	85	39	41	234	184	50
	23%	29%	23%	24%	19%	26%	17%	26%	21%	21%	31%	23%	20%	22%	25%	24%	20%	7%	100%	23%	23%
										MN									R		
NONE OF THE ABOVE	46	2	23	10	4	4	3	20	26	3	3	5	6	27	-	-	-	-	-	26	20
	5%	3%	9%	3%	6%	4%	2%	4%	5%	2%	1%	2%	3%	10%						3%	9%
			BDG											JKLM							T
Don't know	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-
	*%						1%	*%						*%						*%	

Local Content and Its Sources – a Decima teleVox Study

CH11. Which of the following applies to you?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	1,008	628	380	334	207	167	70	86	334	231	248	75	107	272	572	150	175	335	183	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED 'n'	1,008	612	396	331	217	167	67	84	343	234	247	73	98	258	584	152	179	333	182	299
You access the Internet from home	692	445	247	185	152	128	62	74	166	174	188	61	97	196	412	76	92	212	131	247
	69%	71%	65%	55%	74%	76%	90%	85%	50%	75%	76%	82%	90%	72%	72%	51%	53%	63%	71%	83%
					D	D	DEF	DE		I	I	I	IJK	P	P		Q	Q	QRS	
You access the Internet from work	358	240	118	65	77	80	40	58	54	86	132	50	33	96	223	34	50	114	68	124
	36%	38%	31%	20%	37%	48%	57%	67%	16%	37%	53%	67%	31%	35%	39%	23%	29%	34%	37%	41%
		C			D	DE	DE	DEF		I	IJM	IJKM	I	P	P					Q
You access the Internet another location	196	131	65	92	36	18	7	15	41	32	39	17	65	97	81	15	32	56	42	64
	19%	21%	17%	27%	18%	11%	10%	17%	12%	14%	16%	23%	60%	35%	14%	10%	18%	17%	23%	21%
				EF	FGH								IJKL	OP						
You subscribe to cable television at home	576	400	176	192	113	97	36	65	178	131	156	46	57	161	313	97	107	197	109	156
	57%	64%	46%	57%	54%	58%	52%	75%	53%	57%	63%	61%	53%	59%	55%	65%	61%	59%	59%	52%
		C						DEFG			I					O				
You subscribe to a television satellite service at home	234	99	134	68	46	48	21	15	92	62	43	16	19	47	152	32	25	83	35	87
	23%	16%	35%	20%	22%	29%	31%	17%	27%	27%	17%	22%	17%	17%	27%	21%	15%	25%	19%	29%
			B			H			KM	K					N		Q			QS
NONE OF THE ABOVE	46	24	23	25	5	6	2	-	29	7	6	1	1	5	26	12	17	14	5	8
	5%	4%	6%	8%	2%	4%	2%		9%	3%	2%	1%	1%	2%	4%	8%	10%	4%	2%	3%
				EG					JKLM						N	RST				
Don't know	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1
	1%	1%								1%					1%					1%