

# Perception of Canadians towards medias



## Report



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# 1. Findings

- Canadians follow the news given by media with great interest.

Question : *Do you follow the news in the media (the press, radio, television) with ...*

N=1500	...very strong interest	...somewhat strong interest	...somewhat low interest	...very low interest	Don't know/doesn't follow the news at all
Canada	31 %	48 %	13 %	6 %	2 %

- Canadians prefer television as an information communication tool

Question : *Among the following media, which one do you prefer for...*

N=1500	...get some news, know what's going on	...get detailed explanations on a certain event	...get in-depth information	...know different opinions on a specific issue
Television	54%	37%	32%	38%
Radio	14%	7%	6%	8%
Daily newspaper	18%	30%	27%	19%
Weekly newspaper	2%	4%	5%	4%
Internet	10%	18%	24%	22%
Other	1%	1%	2%	3%
Don't know	1%	1%	3%	4%

- Canadians agree that the media has sufficiently covered last year's hot topics

Question : *In the past year, would you say that, in general, media has sufficiently, or not covered enough the following topics...?*

N= 1500	...the Gomery commission	...the tsunami	...Karla Homolka's release from jail	...the death of Pope John Paul II	...the american presidential election	...the NHL conflict
Covered too much	28%	25%	64%	31%	46%	47%
Covered it enough	44%	59%	25%	61%	39%	34%
Don't know	17%	12%	7%	6%	7%	10%
	12%	3%	4%	3%	6%	9%
Refusal	0%	0%	0%	1%	1%	1%

## 2. Results

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### 2.1 79% of Canadians follow the news with great interest

More than three quarter (79%) of Canadians follow the news with great interest (strong interest 31%, somewhat strong interest 48%).

Canadians who are proportionately more in number to follow with great interest news events reported by media are people between the ages of 55 and 64 (87%), those aged 65 and older (87%), people with an income of more than \$80,000 (86%), professionals (85%), people who are retired (89%) and people with a university education (89%).

Moreover, people between the ages of 18 and 24 (31%), office workers (24%), manual workers (27%), people who are unemployed(47%) and those with a high school education (25%) are proportionately more numerous to have a low interest in the media news offering.

Question : *Do you follow the news in the media (the press, radio, television) with ...*

N=1500	...very strong interest	...somewhat strong interest	...somewhat low interest	...very low interest	Don't know/doesn't follow the news at all
Canada	31 %	48 %	13 %	6 %	2 %

## 2.2 Canadians prefer television as a way of communication especially for being informed and to find out what's going on.

More than half of Canadians (54%) prefer television as a way of communication especially for being informed and to find out what's going on. Furthermore, more than 38% of Canadians prefer television to find out different points of view on a certain topic. When it comes to receiving detailed information on an event, they prefer television, 37% and the daily newspaper 30%. Finally to get in-depth information on a topic, Canadians prefer television 32% and the daily newspaper 27%.

Women, people 65 and over, francophones, Quebecers people with an income of less than \$40,000, people who are retired as well as people who have a primary level or high school education are proportionately higher in number to prefer television as a mean of communications.

Furthermore, Canadians who prefer Internet as a way of communication are people less than 35, those with an income of more than \$80,000, professionals, students, and those with a university education.

Question : *Among the following medias which do you prefer for...?*

N= 1500	...get some news/know what's going on	...get detailed explanations on a certain event	...get in-depth information	...know different opinions on a specific issue
Television	54%	37%	32%	38%
Radio	14%	7%	6%	8%
Daily newspaper	18%	30%	27%	19%
Weekly newspaper	2%	4%	5%	4%
Internet	10%	18%	24%	22%
Other	1%	1%	2%	3%
Don't know	1%	1%	3%	4%

## 2.3 Canadians agree that medias have sufficiently covered last year's hot topics.

Generally, Canadians consider that medias have sufficiently covered last year's hot topics such as the Gomery Commission (44%), the tsunami (59%) and the death of pope John-Paul II (61%). However, 64% of Canadians think that the medias have covered too much Karla Homolka's release from jail, 47% the NHL conflict and 46% the American presidential elections.

Concerning Karla Homolka's release from jail, people who think that the medias have covered it too much are people from 55 to 64 (72%) and those over 65 (74%), francophones (71%), Quebecers (73%), retired people (74%) and the those with a university education (70%).

It is mainly francophones (34%) and Quebecers (39%) who believe that there was too much media coverage of the Gomery Commission and of pope John-Paul II (francophones 39% and Quebecers 42%).

However, anglophones (51%) and residents from Atlantic provinces (71%) say that the medias talked too much about the American presidential election.

Finally, there is no significant difference between respondents when it comes to answering if medias have too much, enough or not enough talked about the tsunami and the National Hockey League conflict.

Question : *During the past year, would you say that generally, the medias have talked too much about, just enough or not talk enough about the following topics...?*

N= 1500	...the Gomery Commission	...the tsunamii	...Karla Homolka's release from jail	...the death of pope John-Paul II	...the American presidential election	...the NHL conflict
Too much	28%	25%	64%	31%	46%	47%
Enough	44%	59%	25%	61%	39%	34%
Not enough	17%	12%	7%	6%	7%	10%
Don't know	12%	3%	4%	3%	6%	9%
Refusal	0%	0%	0%	1%	1%	1%

### 3. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from July 5<sup>th</sup> to July 11<sup>th</sup>, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is  $\pm 2.6\%$ , 19 times out of 20.

## 4. Questionnaire

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PC1. Do you follow the news in the media (the press, radio, television) with ...

READ

...very strong interest .....	1
...somewhat strong interest.....	2
...somewhat low interest.....	3
...very low interest.....	4
Doesn't follow the news at all.....	5
Don't know .....	8
Refusal .....	9

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### PC2A

PC2a. Among the following media, which one do you prefer for...

...the news, to know what's going on?

...Television .....	1
...Radio .....	2
...Daily newspaper.....	3
...Weekly newspaper .....	4
...The Internet .....	5
Other .....	6
None .....	7
Don't know .....	8
Refusal .....	9

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### PC2B

PC2b. Among the following media, which one do you prefer for...

...detailed explanations about an event?

...Television .....	1
...Radio .....	2
...Daily newspaper.....	3
...Weekly newspaper .....	4
...The Internet .....	5
Other .....	6
None .....	7
Don't know .....	8
Refusal .....	9

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## PC2C

PC2c. Among the following media, which one do you prefer for...  
...in-depth understanding of a topic?

...Television .....	1
...Radio .....	2
...Daily newspaper .....	3
...Weekly newspaper .....	4
...The Internet .....	5
Other .....	6
None .....	7
Don't know .....	8
Refusal .....	9

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## PC2D

PC2d. Among the following media, which one do you prefer for... ..obtaining the  
different points of view  
that exist on the same topic ?

...Television .....	1
...Radio .....	2
...Daily newspaper .....	3
...Weekly newspaper .....	4
...The Internet .....	5
Other .....	6
None .....	7
Don't know .....	8
Refusal .....	9

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## PC3A

PC3a. In the last year, do you feel that the media generally covered the following  
subjects too much, enough or not enough...  
...the Gomery Commission

Too much .....	1
Enough.....	2
Not enough.....	3
Don't know .....	8
Refusal .....	9

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## PC3B

PC3b. In the last year, do you feel that the media generally covered the following  
subjects too much, enough or not enough...  
...The tsunami ?

Too much .....	1
Enough.....	2
Not enough.....	3
Don't know .....	8
Refusal .....	9

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**PC3C**

PC3c. In the last year, do you feel that the media generally covered the following subjects too much, enough or not enough...

...Karla Homolka's release from prison?

Too much .....	1
Enough.....	2
Not enough.....	3
Don't know .....	8
Refusal .....	9

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**PC3D**

PC3d. In the last year, do you feel that the media generally covered the following subjects too much, enough or not enough...

...The death of John Paul II ?

Too much .....	1
Enough.....	2
Not enough.....	3
Don't know .....	8
Refusal .....	9

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**PC3E**

PC3e. In the last year, do you feel that the media generally covered the following subjects too much, enough or not enough...

... the American presidential election?

Too much .....	1
Enough.....	2
Not enough.....	3
Don't know .....	8
Refusal .....	9

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**PC3F**

PC3f. In the last year, do you feel that the media generally covered the following subjects too much, enough or not enough...

...the National Hockey League conflict?

Too much .....	1
Enough.....	2
Not enough.....	3
Don't know .....	8
Refusal .....	9