



New Canadian Media Readership Survey



April 6, 2016



NEW CANADIAN MEDIA

THE PULSE OF IMMIGRANT CANADA



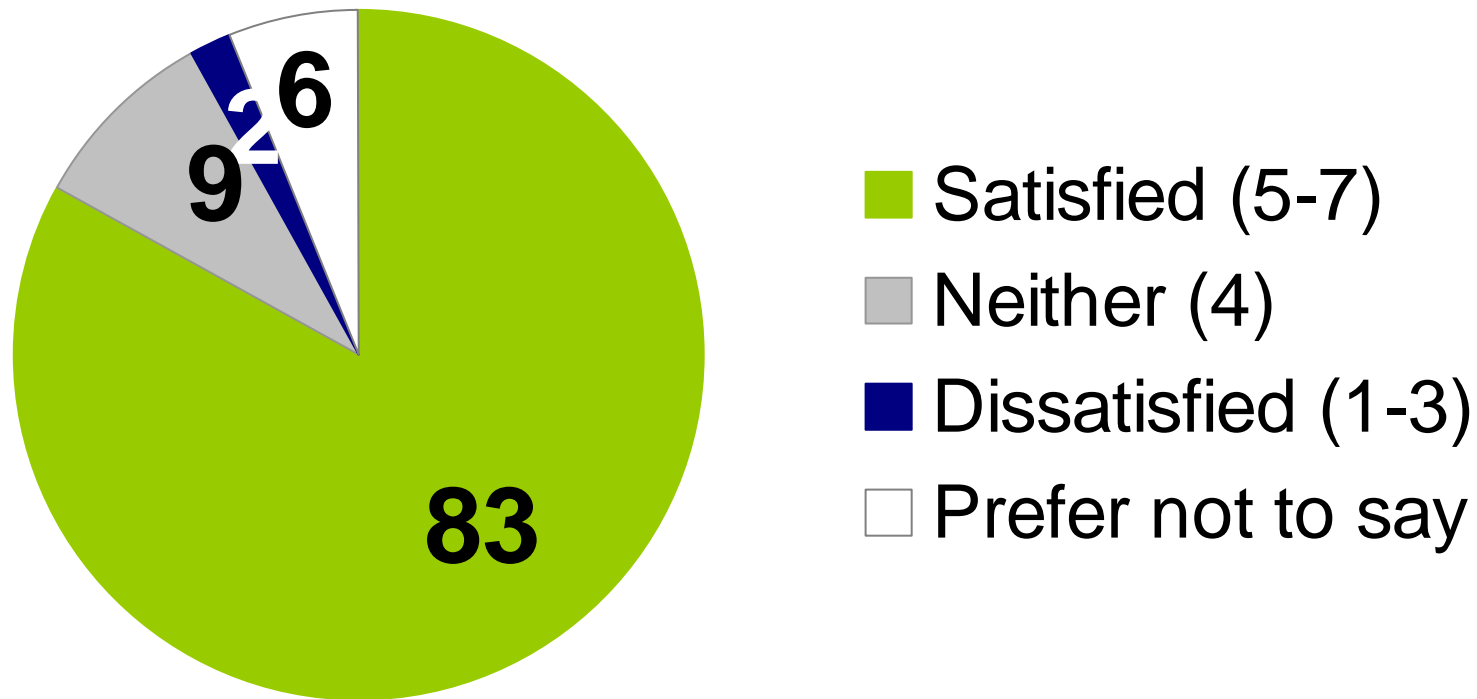
www.ekos.com

Satisfaction with content at NCM

- » The readership is largely very satisfied (83% satisfied overall).
 - This is true of the last article read as well as specific topic areas such as special topics and coverage of Canadian news.
- » There are perhaps some areas in which NCM could seek improvement, but overall marks in terms of satisfaction are very strong.
- » Six in ten readers have recommended NCM material through social media outlets such as Facebook or Twitter.

Overall satisfaction with NCM

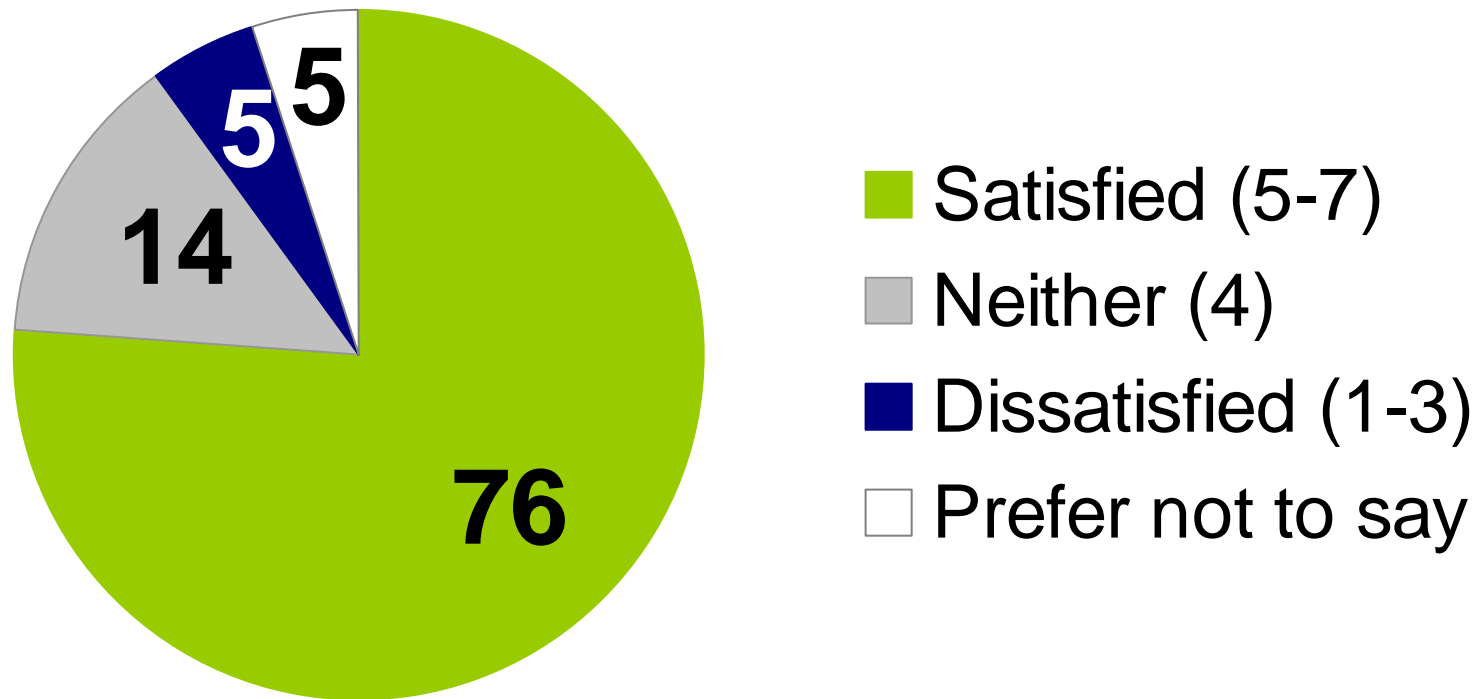
Q. Overall, how satisfied are you with the content at New Canadian Media?



BASE: NCM Readers; March 3-April 4, 2016 (n=149)

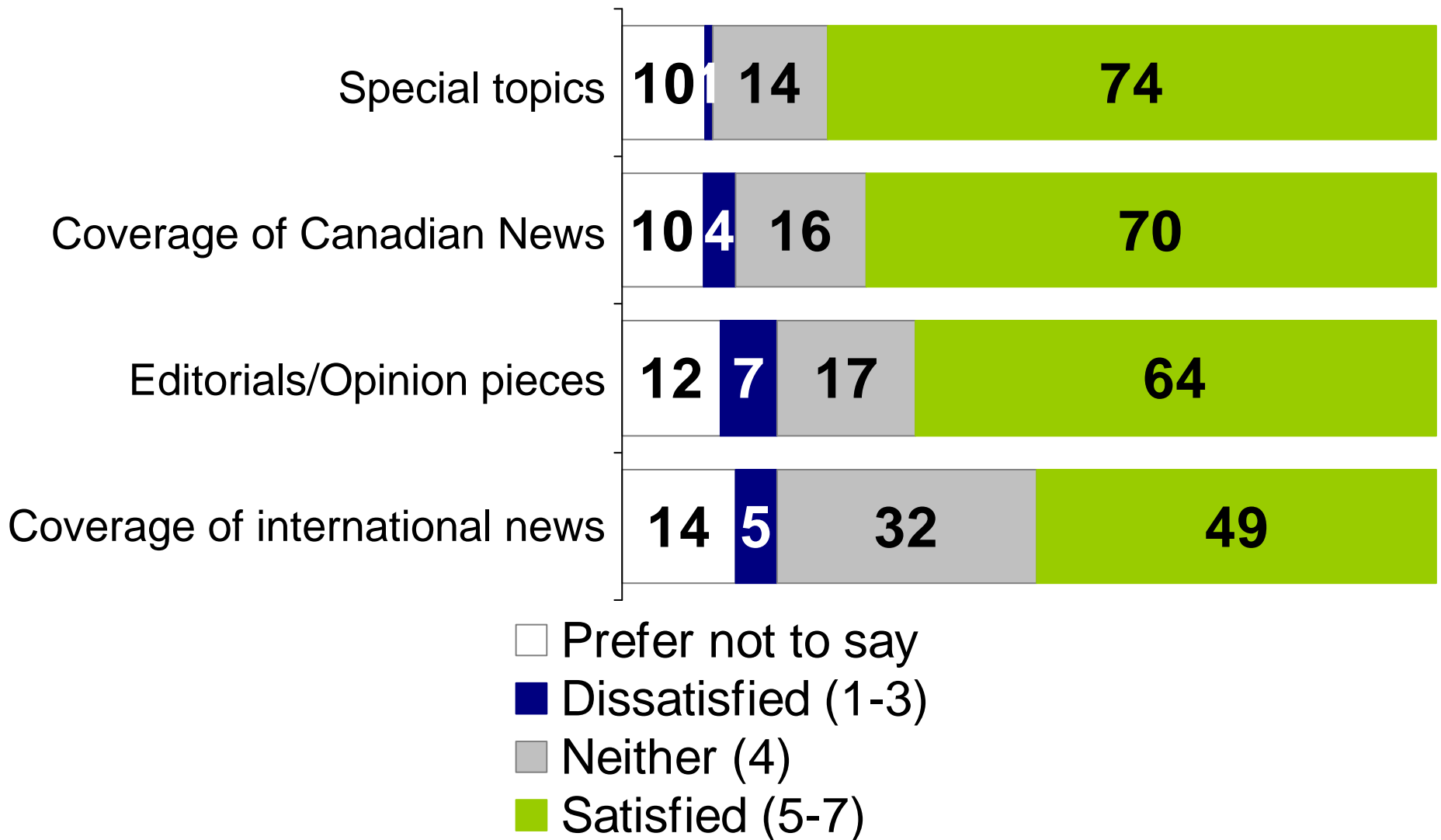
Satisfaction with most recent article

Q. Overall, how satisfied are you with the quality of the LAST ARTICLE you read at New Canadian Media?



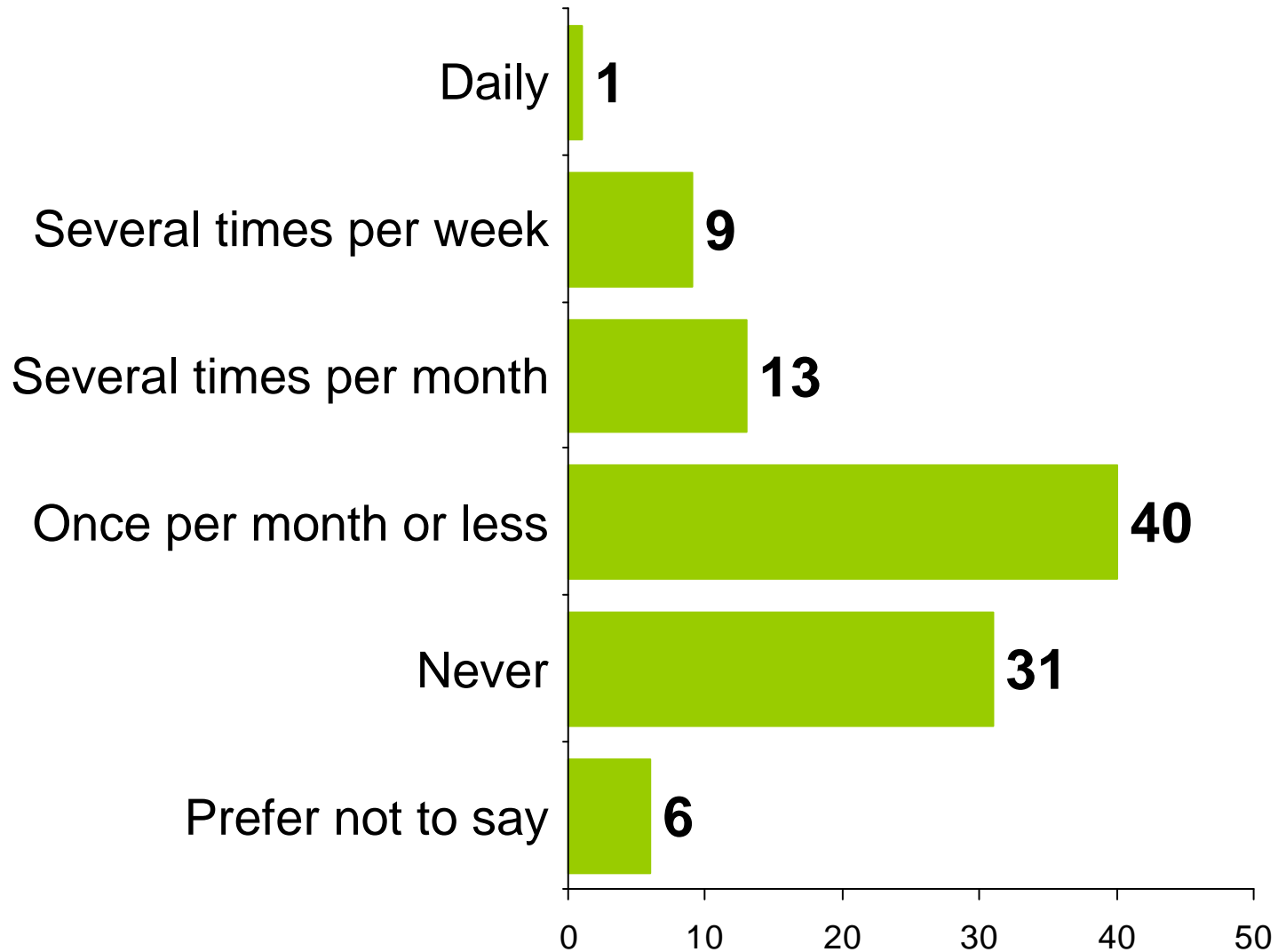
Satisfaction with key aspects of content

Q. Overall, how satisfied are you with each of the following aspects of the content at New Canadian Media?



Use of social media for sharing content

Q. How often do you share or recommend articles from New Canadian Media over social media platforms such as Facebook or Twitter?



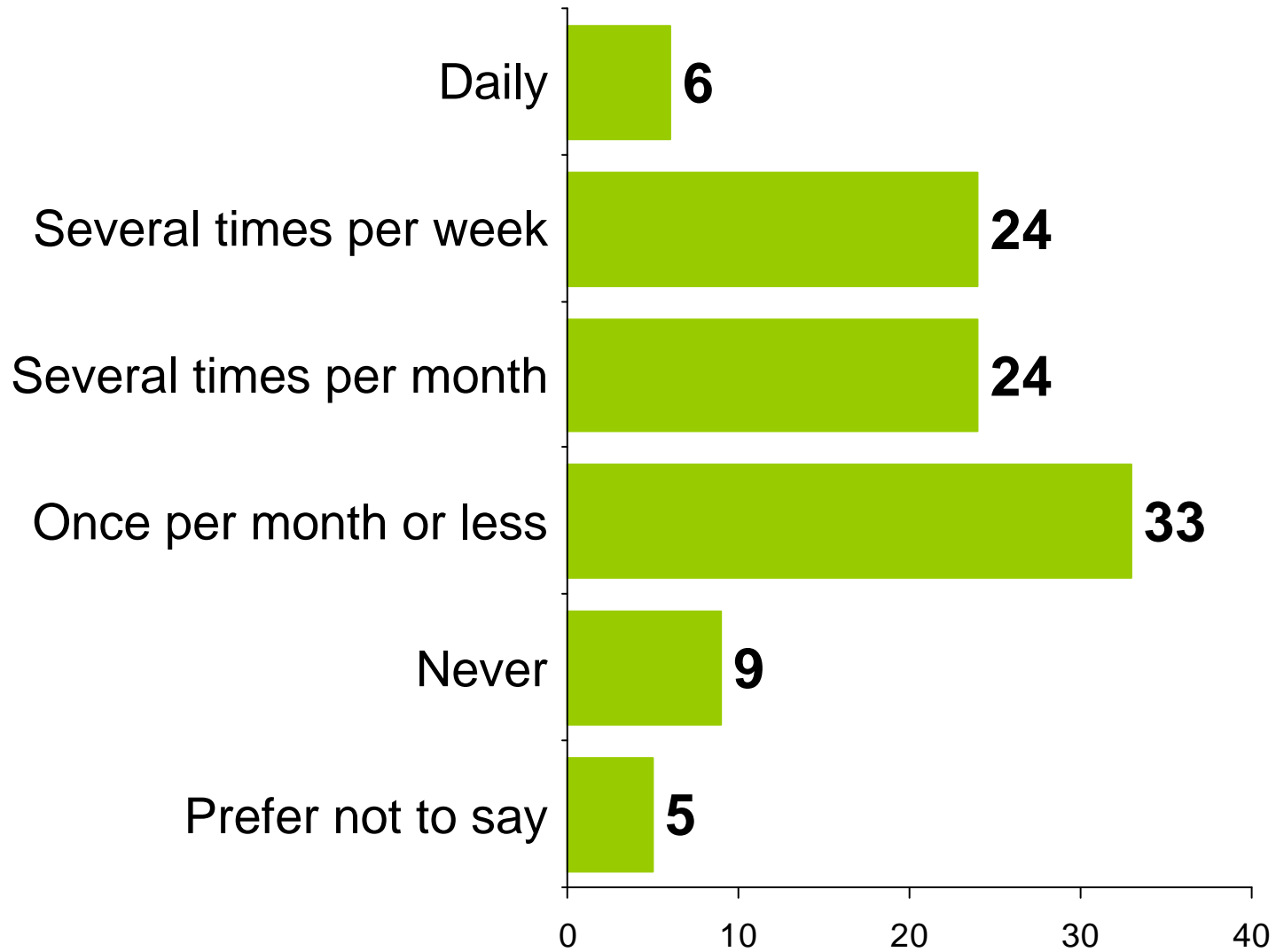
BASE: NCM Readers; March 3-April 4, 2016 (n=149)

Patterns of access

- » A plurality of readers (33 per cent) accesses NCM on a monthly basis; very few (6 per cent) read articles on a daily basis.
- » Desktops/Laptops are the primary method through which readers access content at NCM, although about half of readers access the site via a Smartphone.
- » A lot of consumption occurs during the day and is 'work-related', suggesting a large portion of NCM's readership comes from political, bureaucratic, and consultancy organizations.
- » Not surprisingly, a plurality of respondents cites NCM's immigrant perspective as their primary reason for visiting the site.

NCM Readership

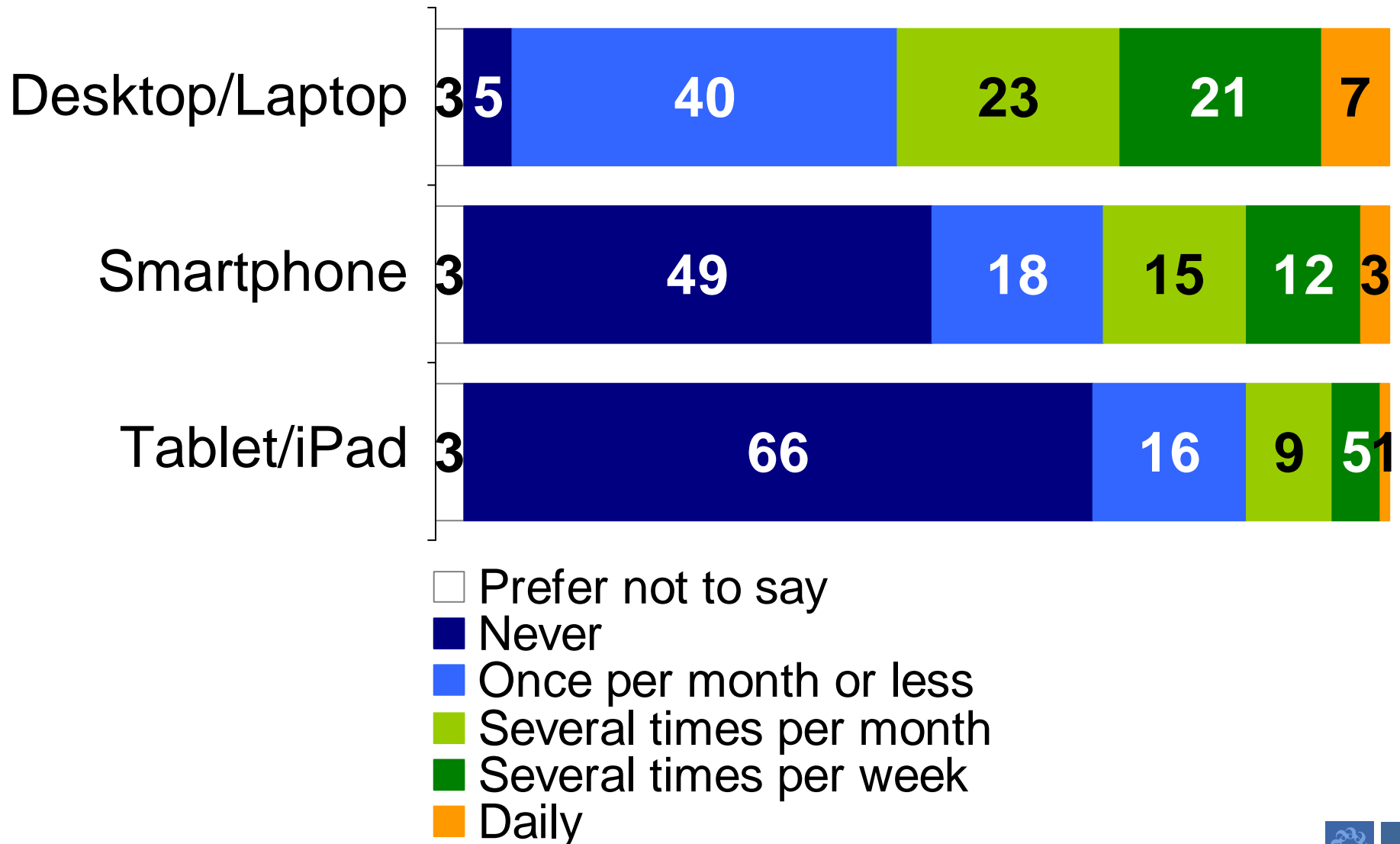
Q. How often do you read articles at New Canadian Media?



BASE: Canadians; March 3-April 4, 2016 (n=163)

Use of various devices to access NCM

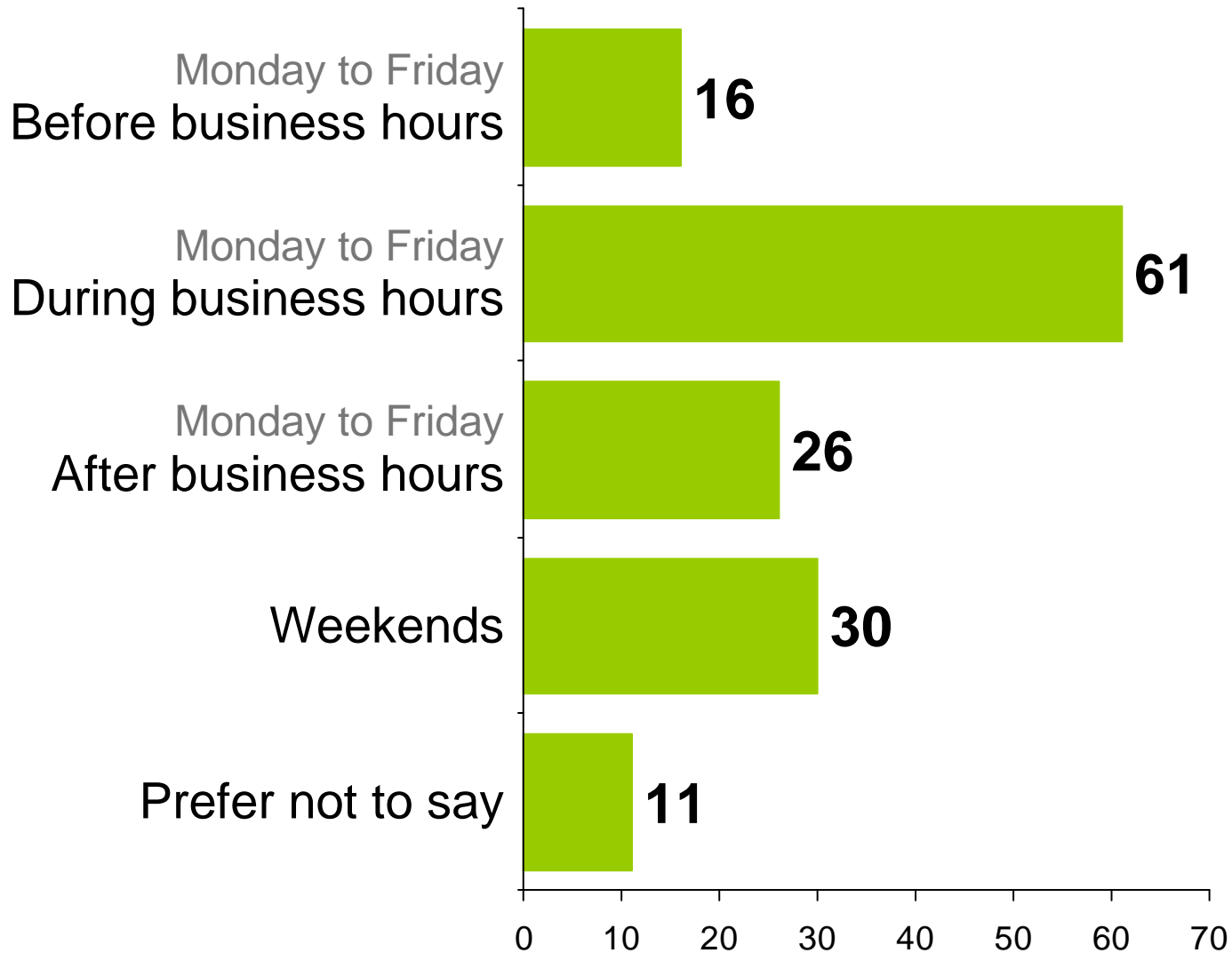
Q. How often do you access articles at New Canadian Media from the following devices?



BASE: NCM Readers; March 3-April 4, 2016 (n=149)

Most common times for accessing NCM

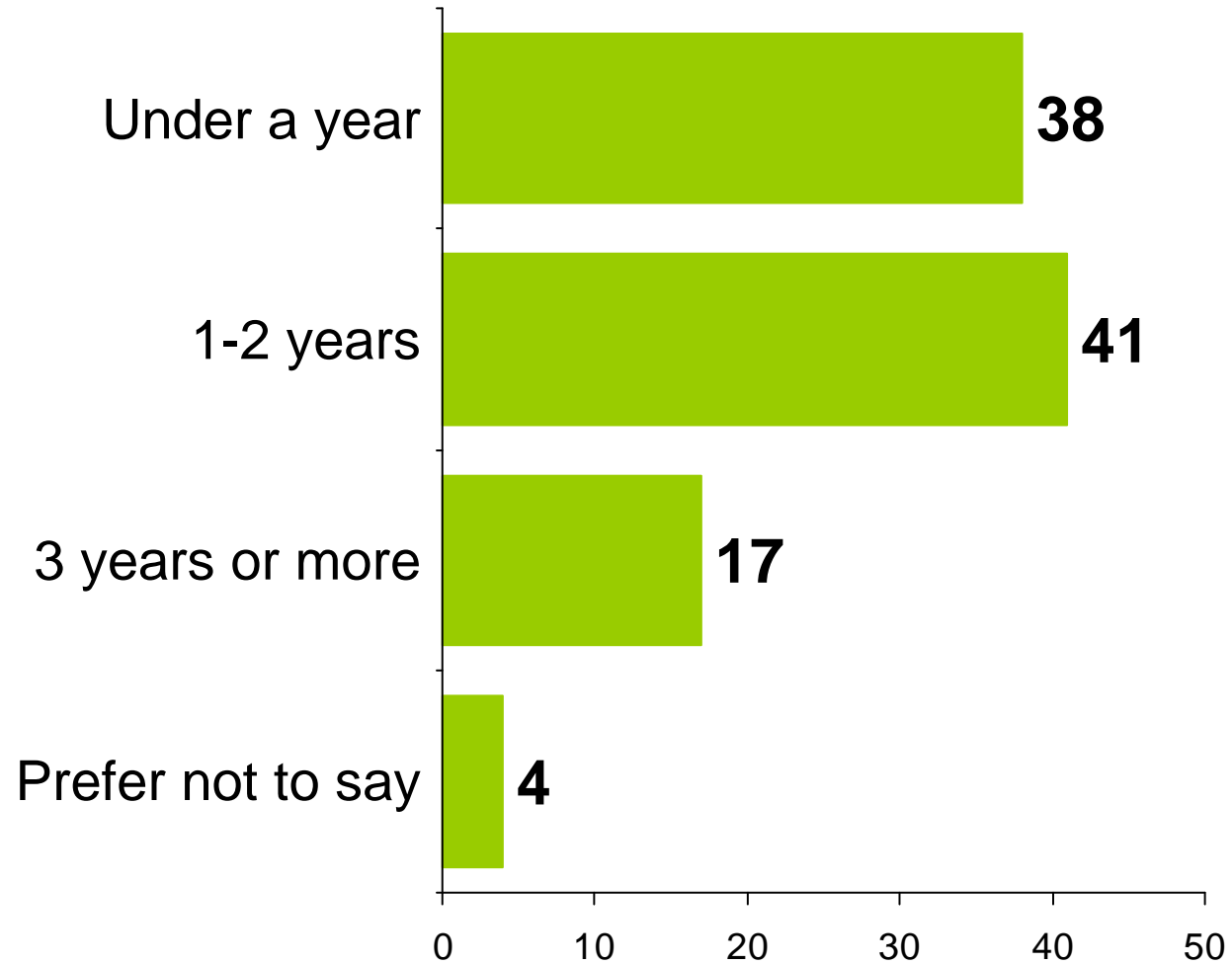
Q. When do you typically visit New Canadian Media's website? Select all that apply



BASE: NCM Readers; March 3-April 4, 2016 (n=149)

NCM readership history

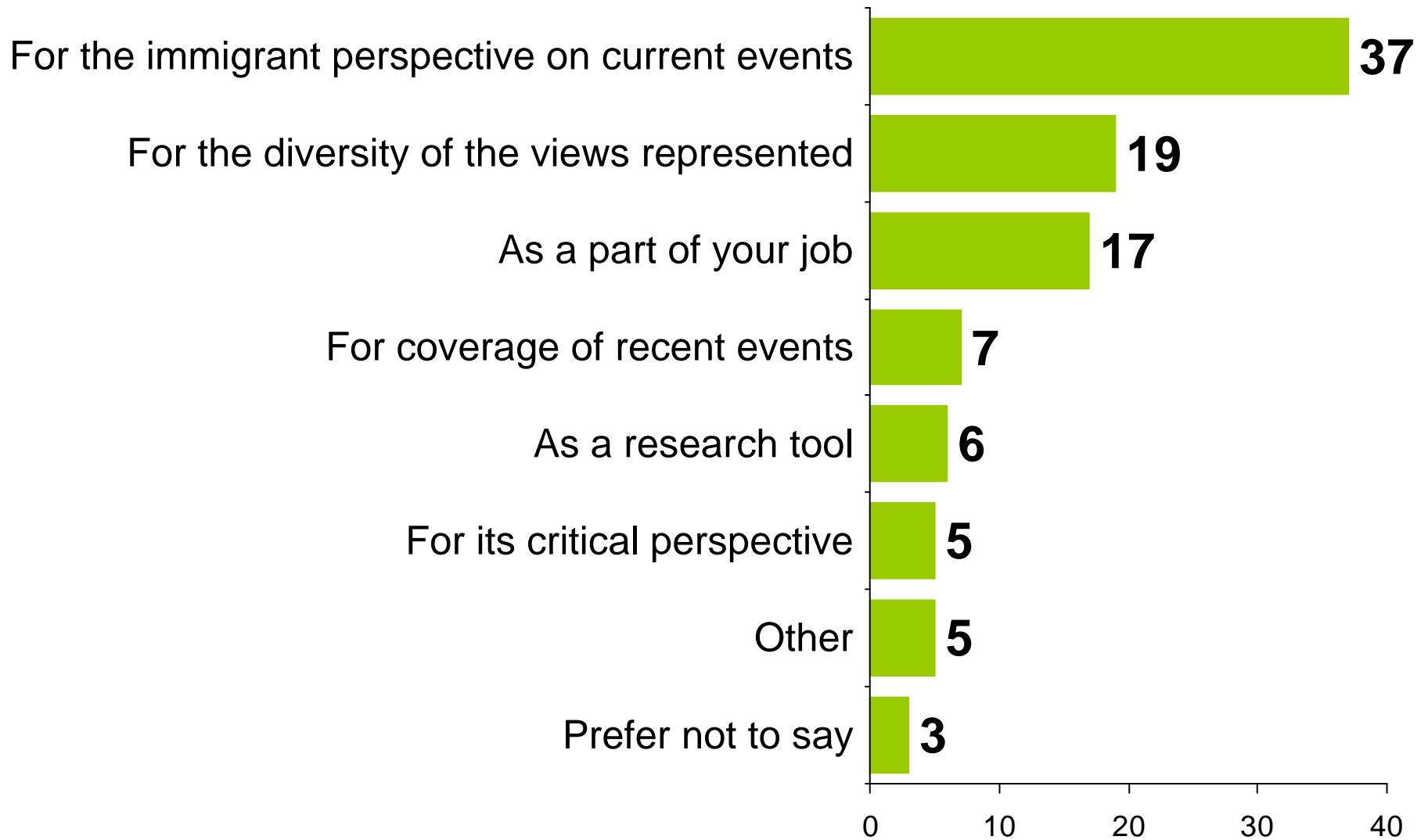
Q. How long have you been reading articles at New Canadian Media?



BASE: NCM Readers; March 3-April 4, 2016 (n=149)

Primary reason for reading NCM

Q. What is the primary reason you use New Canadian Media?



Profile of subscribers (i)

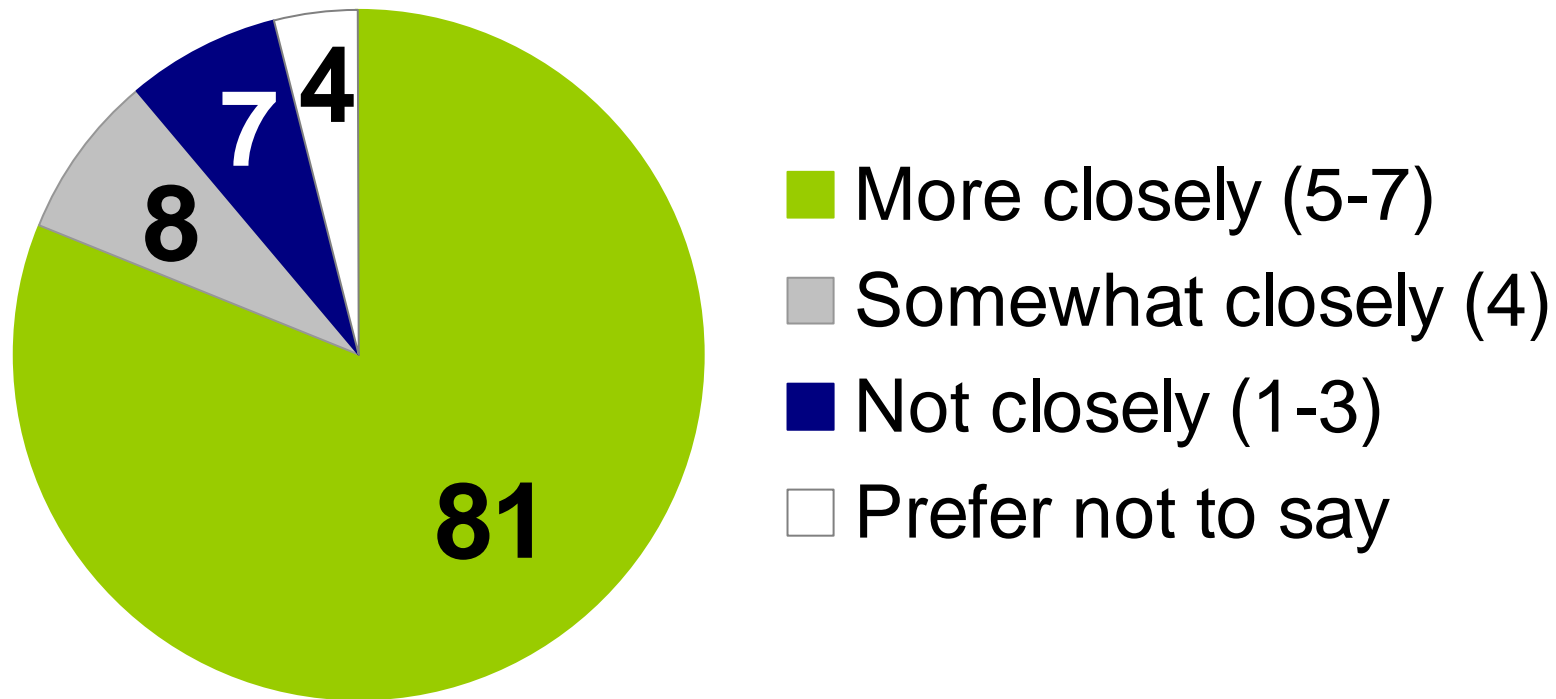
- » The readership is highly engaged with four-fifths considering themselves more informed than the average reader.
- » The audience are media omnivores who are very much engaged by a wide variety of media outlets, particularly the CBC and the Globe and Mail.
- » The readership shows a very distinctive and unique profile; it varies dramatically from mainstream media readership profiles.
 - Educational attainment is dramatically high (more than half have a post-graduate degree).
 - Incomes are high and there is an unusual balance of younger and older readers which is atypical.
- » Nearly two-thirds of readers hail from Ontario.

Profile of subscribers (ii)

- » Nearly half of NCM's readership were born outside Canada, although the vast majority (88 per cent) are Canadian citizens.
- » NCM's readership is ethnically diverse, with large concentrations of readers identifying as:
 - 33% British
 - 22% other Western European
 - 21% South Asian
 - 13% Eastern European

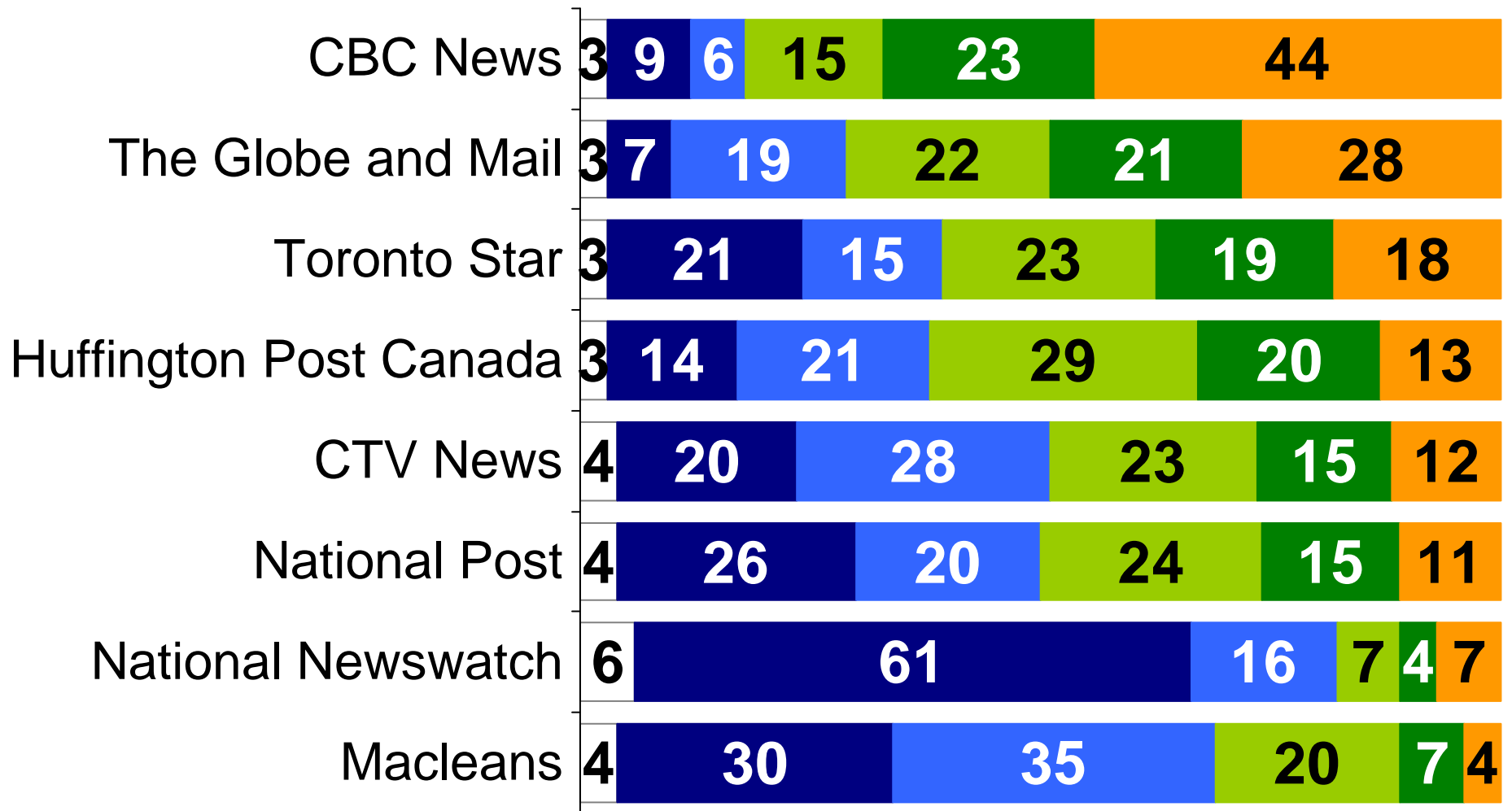
Familiarity with Canadian affairs

Q. Would you say you follow Canadian news and public affairs more closely, less closely, or about the same as the average Canadian?



Consumption of other online news sources

Q. How often do you use the following online news sources?

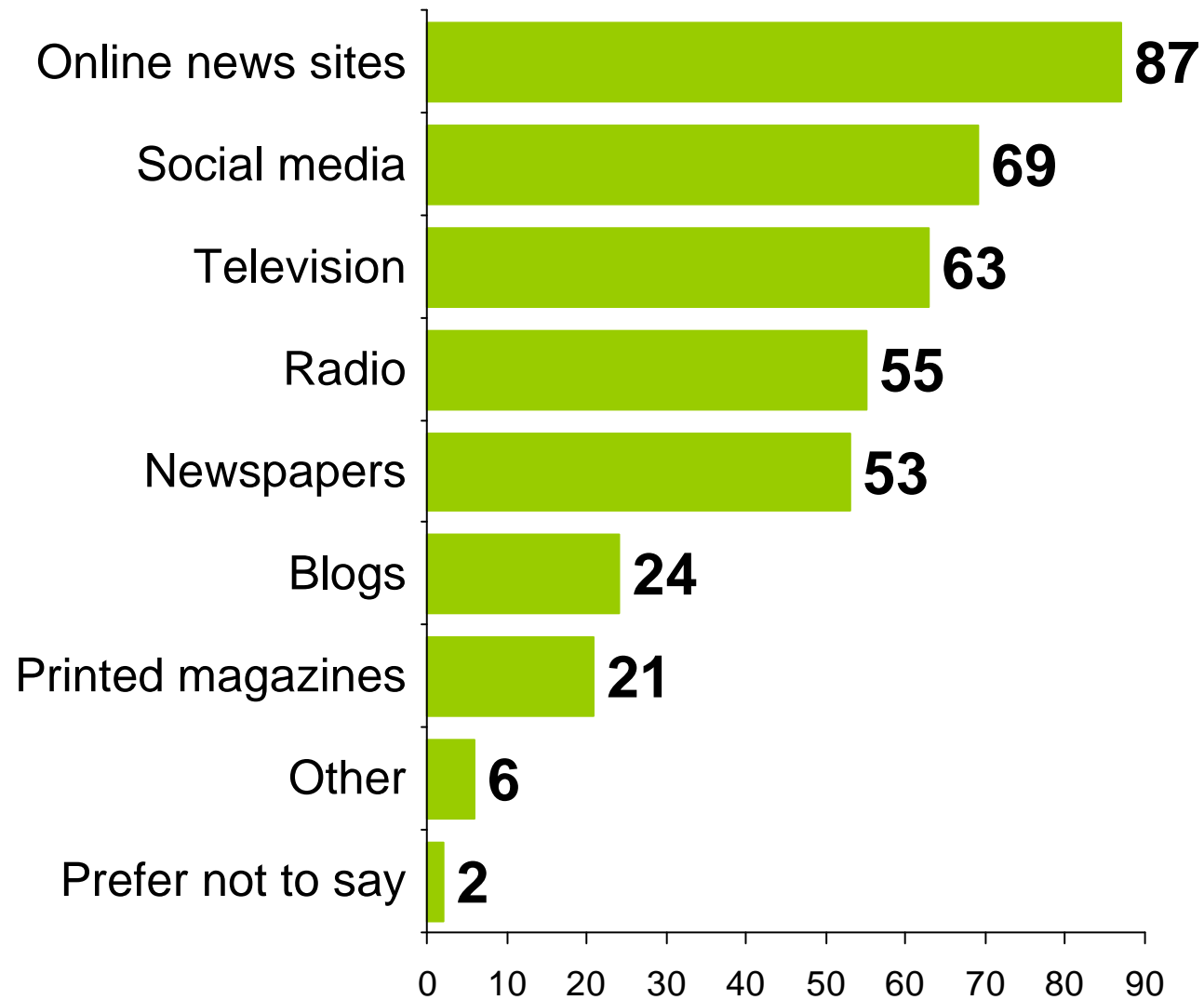


Prefer not to say
 Never
 Once/month or less
 Several times/month
 Several times/week
 Daily

BASE: Canadians; March 3-April 4, 2016 (n=163)

Source of Canadian current affairs

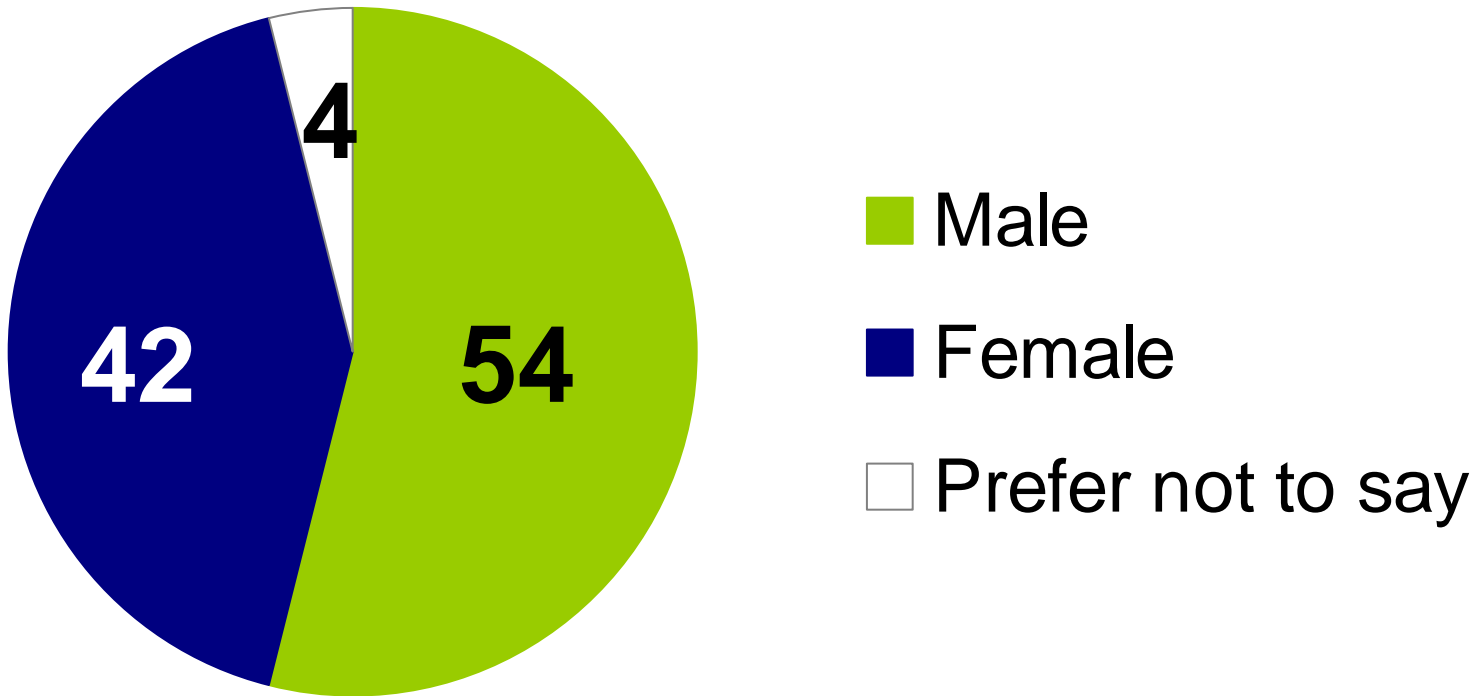
Q. Thinking back over the past week, which of the following sources have you used for news about Canadian current affairs?



BASE: Canadians; March 3-April 4, 2016 (n=163)

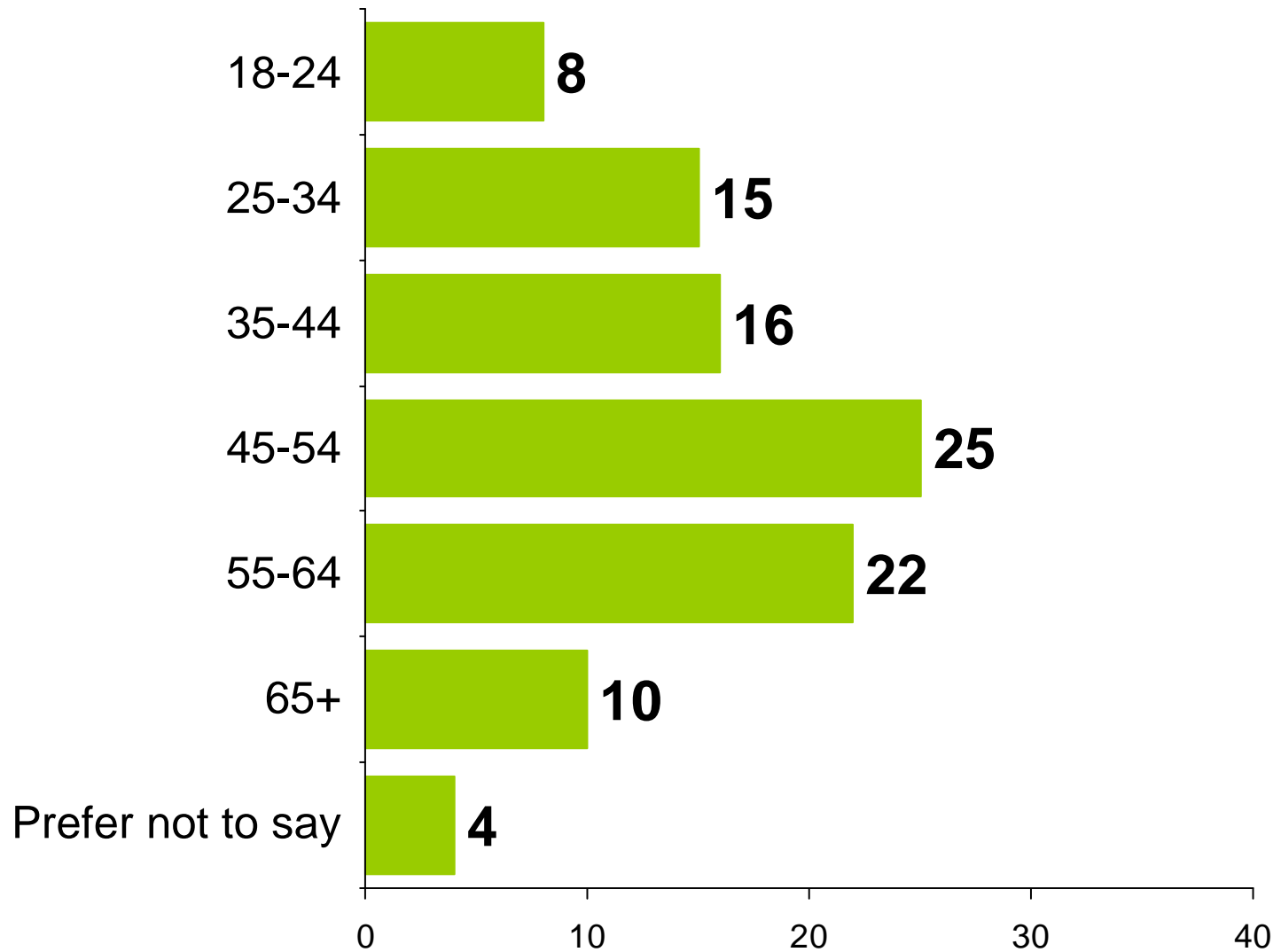
Gender

Q. Are you... ?



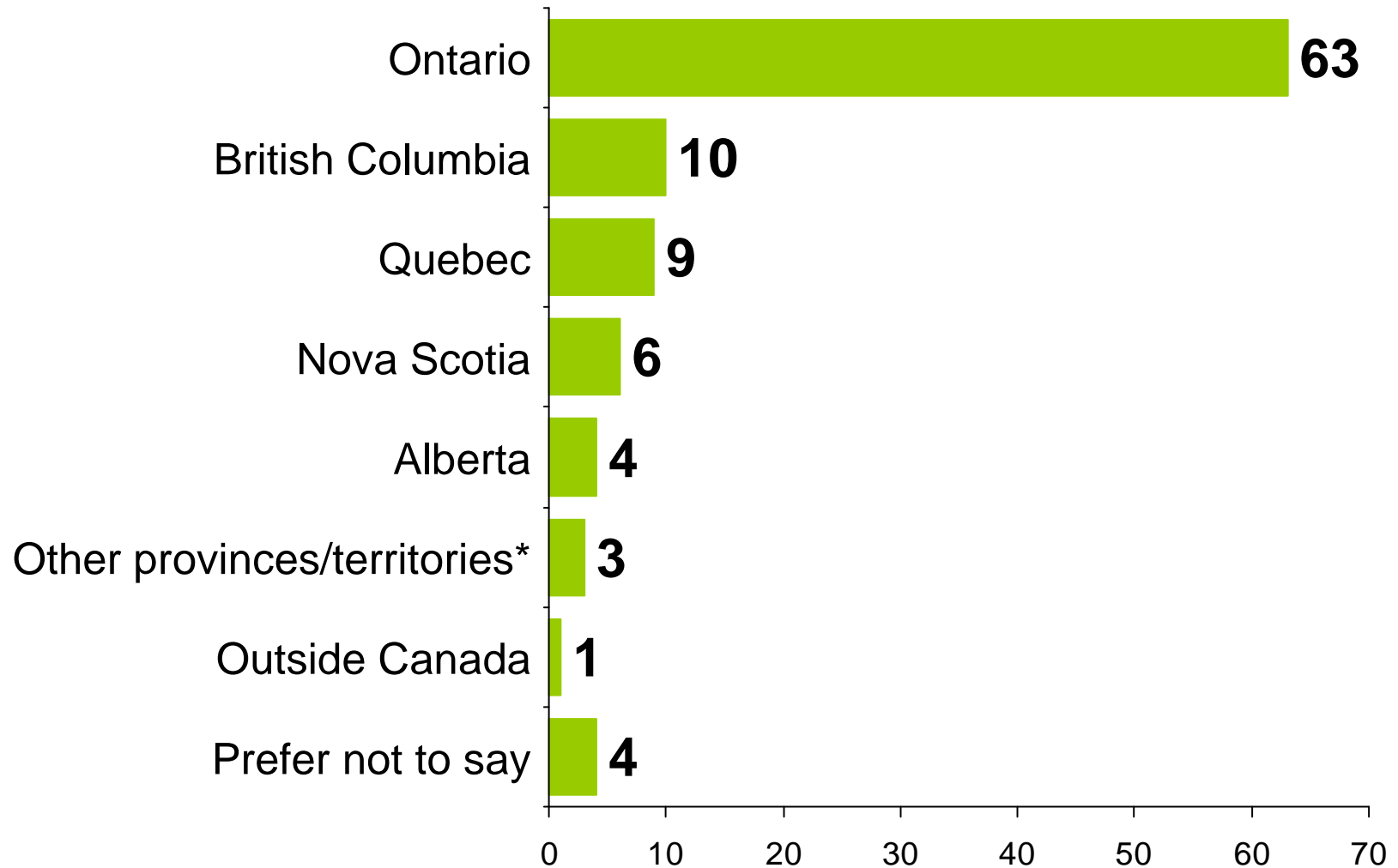
Age

Q. What is your age?



Province/Territory of residence

Q. In which province or territory do you currently live?

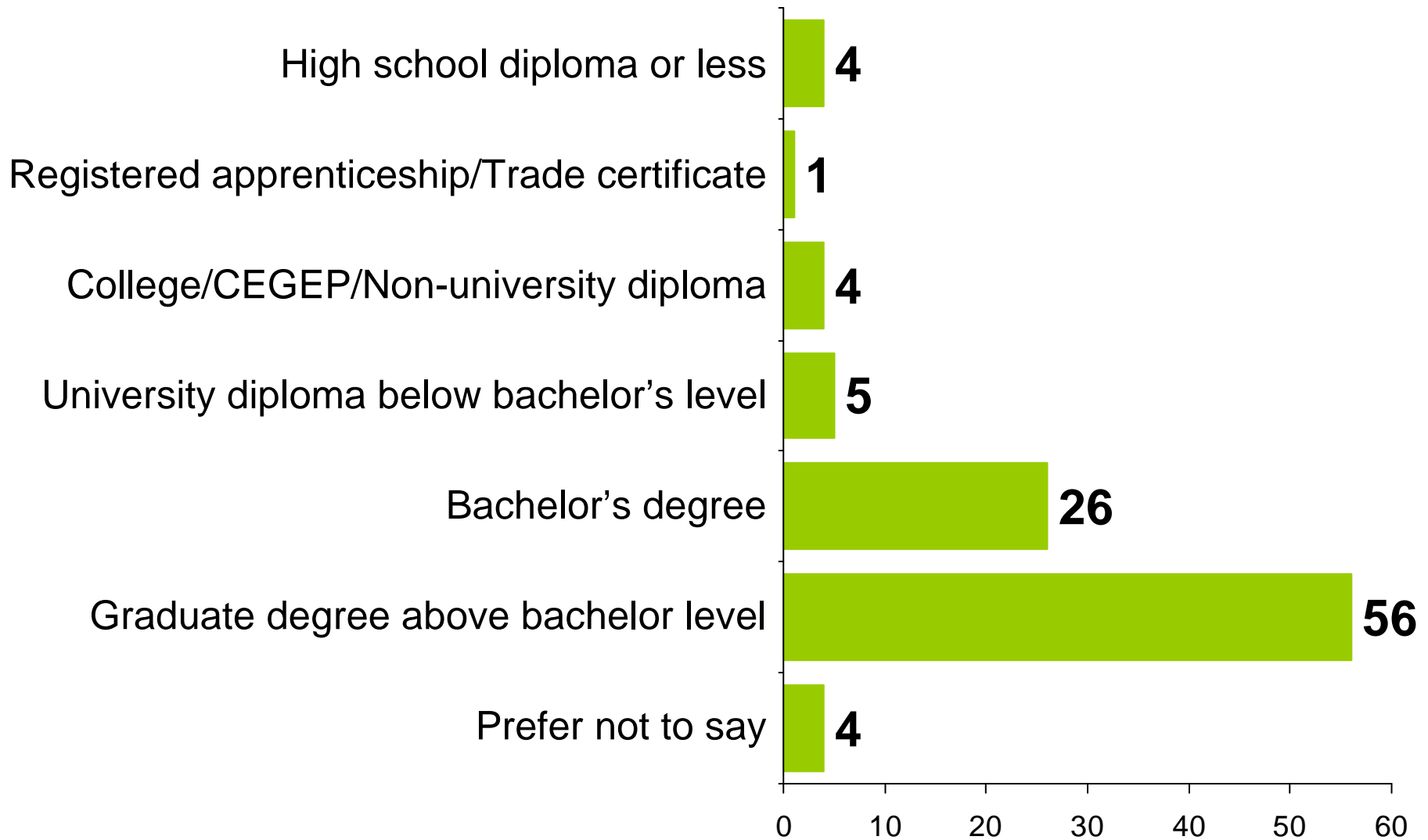


*Includes Manitoba (1%), New Brunswick (1%), and Saskatchewan (1%)

BASE: Canadians; March 3-April 4, 2016 (n=163)

Education

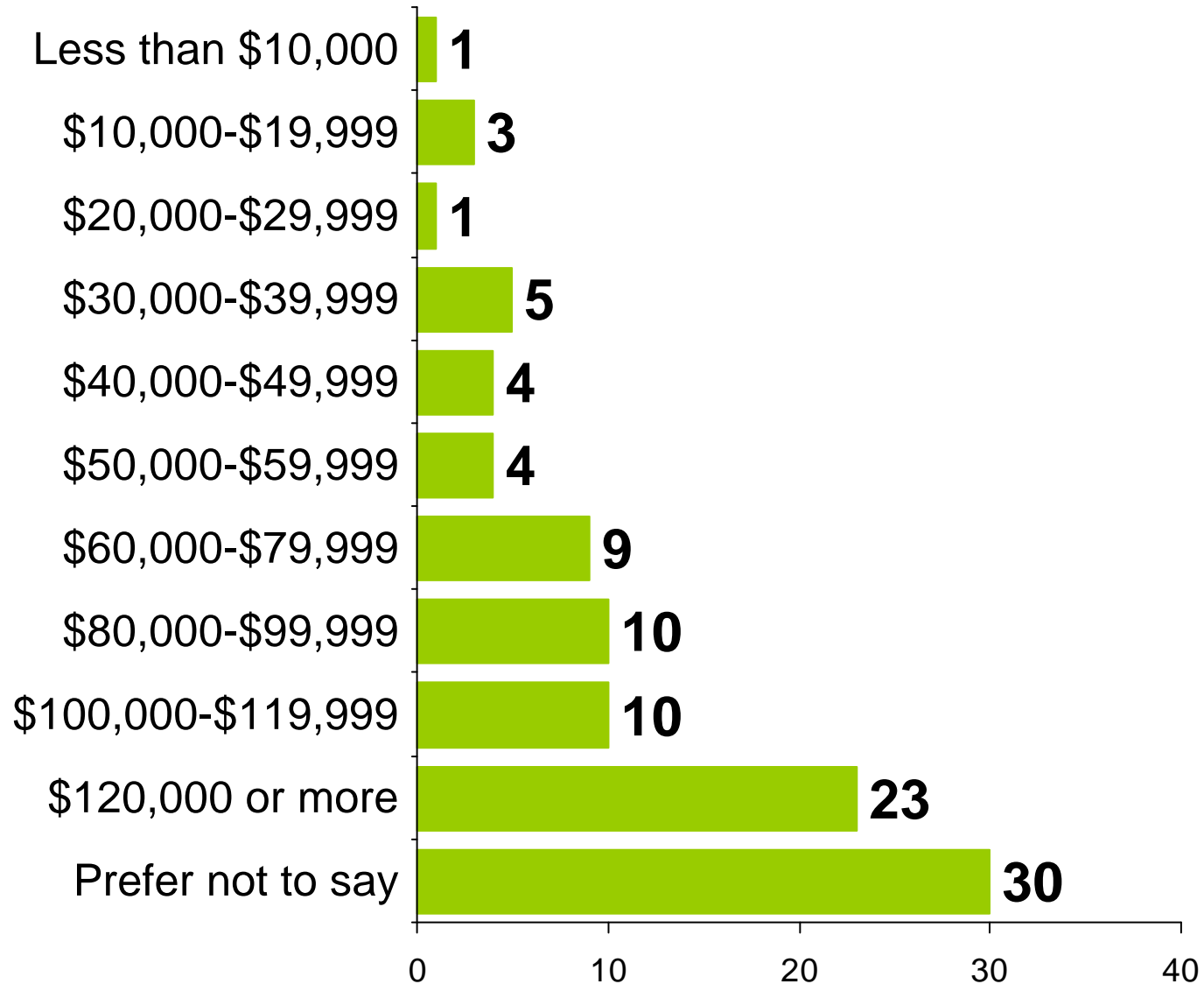
Q. What is the highest level of schooling that you have completed?



BASE: Canadians; March 3-April 4, 2016 (n=163)

Income

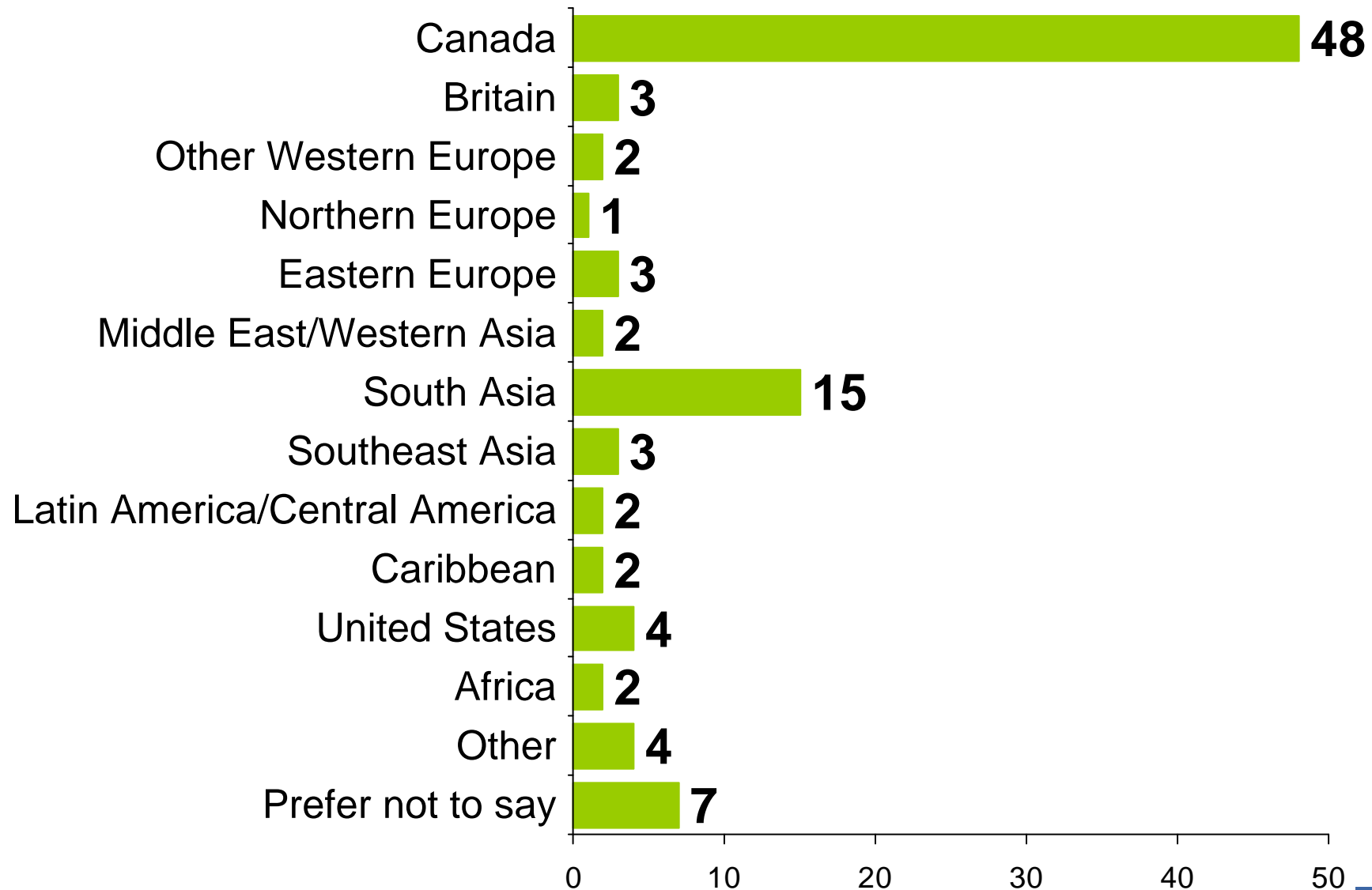
Q. What is your annual household income from all sources before taxes?



BASE: Canadians; March 3-April 4, 2016 (n=163)

Country of birth

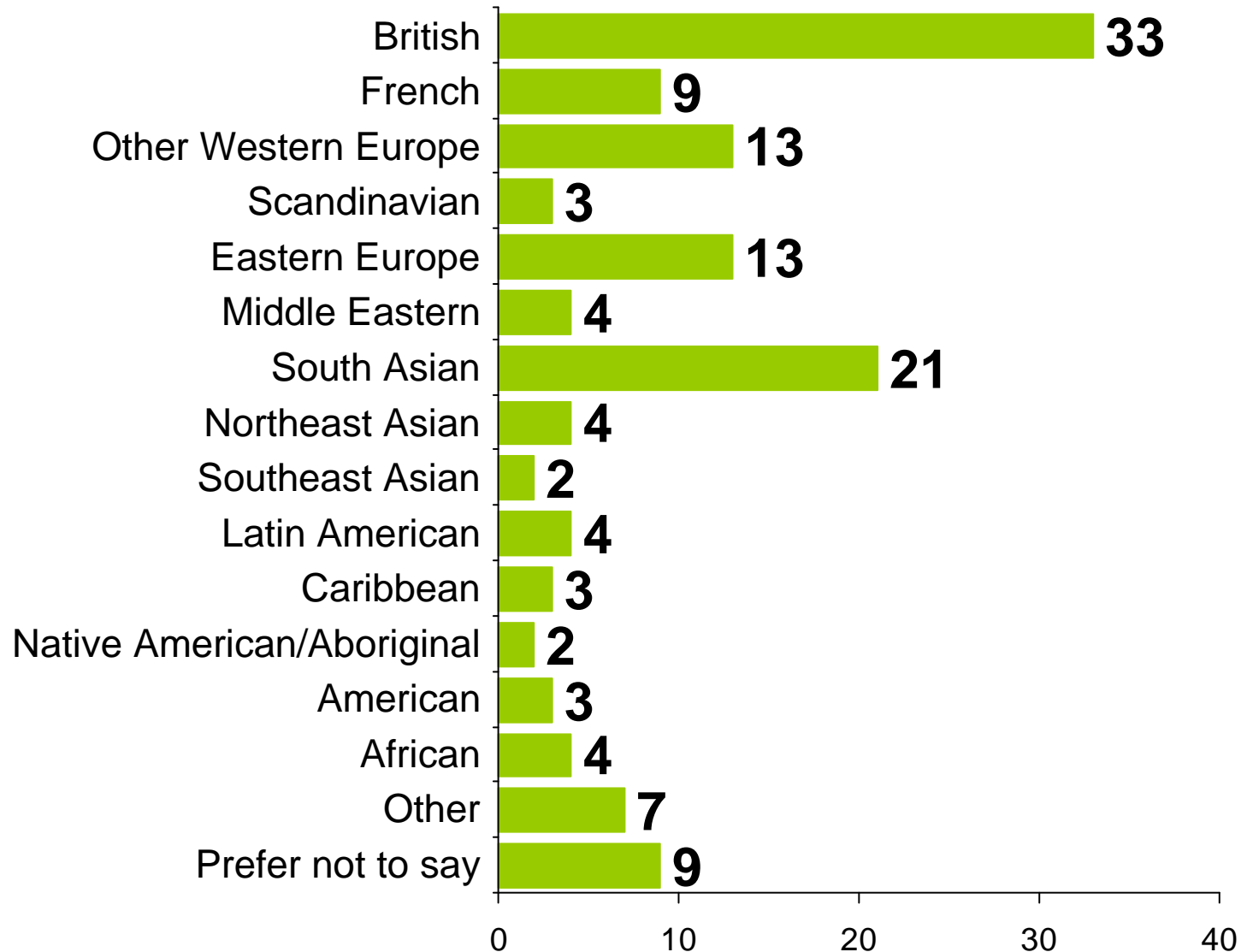
Q. In what country were you born?



BASE: Canadians; March 3-April 4, 2016 (n=163)

Ethnicity

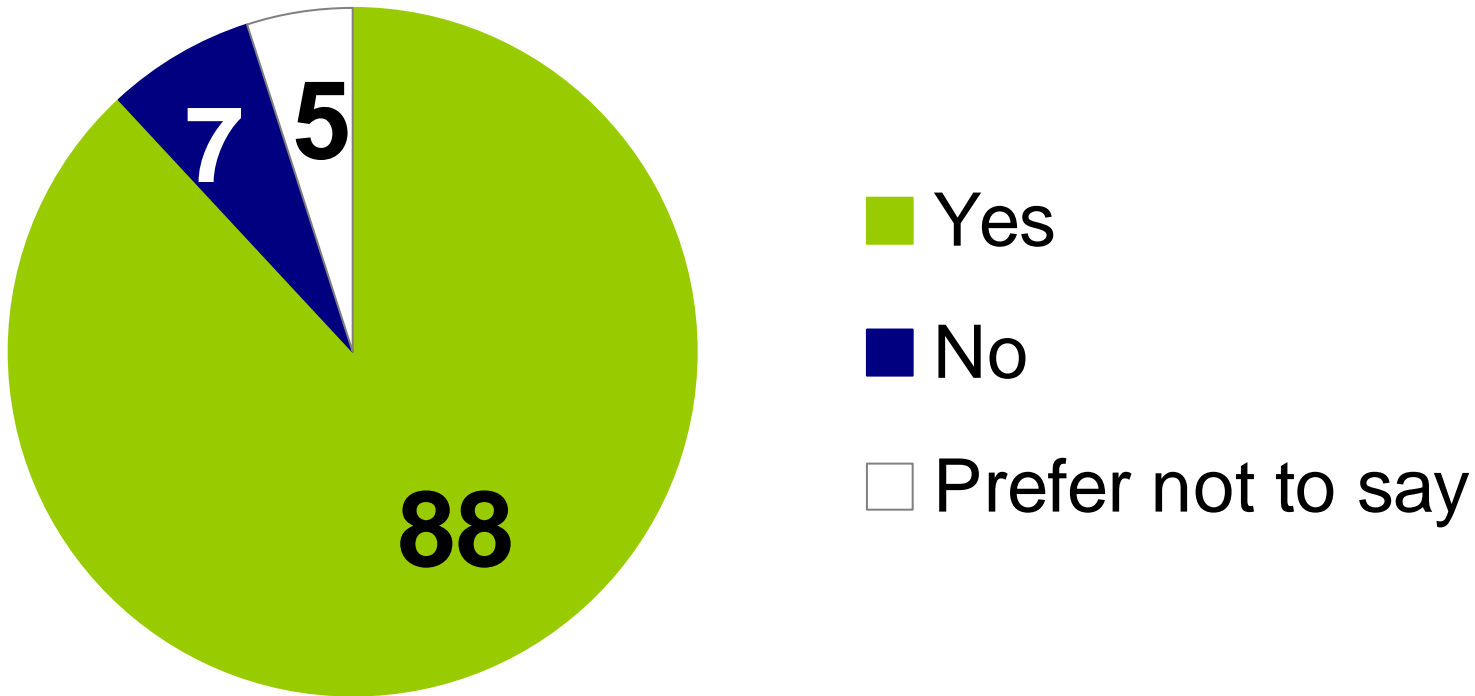
Q. Other than Canadian, to which ethnic or cultural group(s) do your ancestors belong? (select all that apply)



BASE: Canadians; March 3-April 4, 2016 (n=163)

Canadian citizenship

Q. Are you a Canadian citizen?



Acknowledgements

This report was made possible through a research grant to New Canadian Media from Heritage Canada



NEW CANADIAN MEDIA

THE PULSE OF IMMIGRANT CANADA



ANNEX 1: Questionnaire

Questionnaire (1/9)

1. Thinking back over the past week, which of the following sources have you used for news about Canadian current affairs? Select all that apply
 - Television
 - Newspaper
 - Radio
 - Printed magazines
 - Online news sites
 - Social media such as Facebook or Twitter
 - Blogs
 - [OPEN] Other (please specify)
 - Prefer not to say

2. How often do you read articles at New Canadian Media?
 - Daily
 - Several times per week
 - Several times per month
 - Once per month or less
 - Never
 - Prefer not to say

Questionnaire (2/9)

3. How often do you read articles at New Canadian Media from the following devices?

	Never	Once per month or less	Several times per month	Several times per week	Daily	Prefer not to say
a. Smartphone	1	2	3	4	5	0
b. Desktop/Laptop	1	2	3	4	5	0
c. Tablet	1	2	3	4	5	0

4. When do you typically visit New Canadian Media's website? Select all that apply

- Monday to Friday before business hours
- Monday to Friday during business hours
- Monday to Friday after business hours
- Weekends
- Prefer not to say

5. How long have you been reading articles at New Canadian Media?

- Under a year
- 1-2 years
- 3 years or more
- Prefer not to say

Questionnaire (3/9)

6. What is the primary reason you use New Canadian Media?

- For the immigrant perspective on current events
- For the diversity of the views represented
- For coverage of recent events
- For its critical perspective
- As a research tool
- As a part of your job
- Other (please specify)
- Prefer not to say

7. Overall, how satisfied are you with the quality of the LAST ARTICLE you read at New Canadian Media?

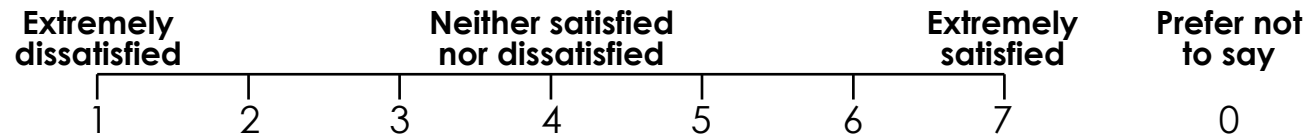
Extremely dissatisfied		Neither satisfied nor dissatisfied			Extremely satisfied		Prefer not to say
1	2	3	4	5	6	7	0

8. Overall, how satisfied are you with each of the following aspects of the content at New Canadian Media?

	Extremely dissatisfied		Neither			Extremely satisfied		Prefer not to say
a. Coverage of Canadian news	1	2	3	4	5	6	7	0
b. Coverage of international news	1	2	3	4	5	6	7	0
c. Editorials/Opinion pieces	1	2	3	4	5	6	7	0
d. Special topics	1	2	3	4	5	6	7	0

Questionnaire (4/9)

9. Overall, how satisfied are you with the content at New Canadian Media?



10. How often do you share or recommend articles from New Canadian Media over social media platforms such as Facebook or Twitter?

- Daily
- Several times per week
- Several times per month
- Once per month or less
- Never
- No response

11. How often do you use the following online news sources?

	Never	Once per month or less	Several times per month	Several times per week	Daily	Prefer not to say
a. CBC News	1	2	3	4	5	0
b. The Globe and Mail	1	2	3	4	5	0
c. Toronto Star	1	2	3	4	5	0
d. Macleans	1	2	3	4	5	0
e. National Newswatch	1	2	3	4	5	0
f. National Post	1	2	3	4	5	0
g. Huffington Post Canada	1	2	3	4	5	0
h. CTV News	1	2	3	4	5	0

Questionnaire (5/9)

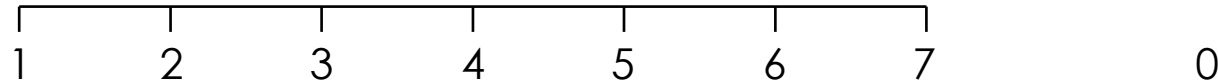
12. Would you say you follow politics and public affairs more closely, less closely, or about the same as the average Canadian?

**Much less
closely**

**About the
same**

**Much more
closely**

**Prefer not
to say**



13. As you many know, recent immigrants are often under-represented in traditional public opinion surveys as they are often harder to reach. This can have important repercussions, since political and business leaders often use these survey results in their decisions. Should New Canadian Media be involved in creating a strong research panel that reflects the voices of Canada's immigrant population?

- Yes
- No
- Prefer not to say

Questionnaire (6/9)

14. Are you... ?
- Male
 - Female
 - Prefer not to say
15. What is your age?
- Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65 and over
 - Prefer not to say
16. In which province or territory do you currently live?
- Alberta
 - British Columbia
 - Manitoba
 - New Brunswick
 - Newfoundland and Labrador
 - Northwest Territories
 - Nova Scotia
 - Nunavut
 - Ontario
 - Prince Edward Island
 - Quebec
 - Saskatchewan
 - Yukon
 - Outside Canada
 - Prefer not to say



Questionnaire (7/9)

17. In what country were you born?
- Canada
 - Britain (England, Scotland, Wales)
 - Other Western Europe (Italy, France, Spain, Netherlands/Holland, etc.)
 - Northern Europe (Scandinavia, Sweden, Denmark, etc.)
 - Eastern Europe (Poland, Russia, Yugoslavia, Bulgaria, etc.)
 - Middle East/Western Asia (Lebanon, Turkey, Iraq, Egypt, etc.)
 - South Asia (Pakistan, India, Sri Lanka, etc.)
 - Southeast Asia (China, Vietnam, Korea, etc.)
 - Oceania (Australia, New Zealand, Fiji, etc.)
 - Latin America/Central America (Mexico, Brazil, Chile, etc.)
 - Caribbean (Jamaica, Trinidad, Haiti, etc.)
 - United States
 - Africa (South Africa, Nigeria, Somalia, etc.)
 - [OPEN] Other (please specify)
 - Prefer not to say
18. Other than Canadian, to which ethnic or cultural group(s) do your ancestors belong? Select all that apply
- British (e.g., English, Scottish, Irish, Welsh)
 - French
 - Other Western European (e.g., Italian, Spanish, German)
 - Scandinavian (e.g., Swedish, Finn, Danish, Norwegian)
 - Eastern European (e.g., Polish, Russian, Slav, Greek)
 - Middle Eastern (e.g., Lebanese, Turk, Iraqi)
 - South Asian (e.g., Pakistani, Indian, Sri Lankan)
 - Northeast Asian (e.g., Chinese, Japanese, Korean)
 - Southeast Asian (e.g., Filipino, Vietnamese, Indonesian)
 - Oceania (e.g., Australian, New Zealander, Polynesian)
 - Latin American (e.g., Mexican, Brazilian, Chilean)
 - Caribbean (e.g., Jamaican, Trinidadian, Haitian)
 - Native American/Aboriginal (e.g., Ojibway, Iroquois, Cree)
 - American
 - African (e.g., Nigerian, Somali, Kenyan)
 - [OPEN] Other (please specify)
 - Prefer not to say



Questionnaire (8/9)

19. Are you a Canadian citizen?

- Yes
- No
- Prefer not to say

20. What is the highest level of schooling that you have completed?

- Grade 8 or less
- Some high school
- High School diploma or equivalent
- Registered Apprenticeship or other trades certificate or dip
- College, CEGEP or other non-university certificate or diploma
- University certificate or diploma below bachelor's level
- Bachelor's degree
- Post graduate degree above bachelor's level
- Prefer not to say

21. What is your annual household income from all sources before taxes?

- Less than \$10,000
- \$10,000-\$19,999
- \$20,000-\$29,999
- \$30,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$79,999
- \$80,000-\$99,999
- \$100,000-\$119,999
- \$120,000 or more
- Prefer not to say



Questionnaire (9/9)

19. Finally, New Canadian Media, in partnership with EKOS Research Associates, has created a specialized panel of research respondents who complete surveys periodically. Participants are given the opportunity to complete any number of surveys that touch on a wide range of issues and the length of the surveys varies. Your participation is always voluntary and you can opt out at any time – there is no long-term commitment.

Would you be interested in completing more surveys from time to time and if so, do you have an email address that we can send survey invitations to?

- Yes (please enter e-mail)
- No

