

A: NEWS IN PRINT

1. What is the name of Peterborough’s daily newspaper? _____ Does it publish *every day*? Y / N If not, how often does it publish? _____ How much does it cost to buy an individual copy? _____ Does your household *subscribe* to it? Y / N If so, how much does that cost? _____ Have there been any recent changes affecting your subscription to this newspaper that you’ve noticed? _____

2. Name any other Peterborough-based newspapers in wide circulation, and for each, answer any of the above questions that apply. _____

3. Name any newspapers in wide circulation from anywhere else *besides* Peterborough that are found in your household; again, for each, answer any of the above questions that apply. _____

4. List five (5) sections found in a typical daily newspaper. List more if you know them. _____

5. Estimate the percentage of each issue of the Peterborough daily newspaper devoted to each of the following categories (try to have your estimates add to 100%):
Local (Peterborough city/county) “bad” news (crimes, job losses, car accidents, etc.): _____
Local “good” news (citizen achievements, events that have happened, job creation, etc.): _____
Local information (upcoming events, births/deaths, weather forecasts, etc.): _____
Ontario news: _____ Canadian news: _____ World news: _____
Entertainment (incl. Sports): _____ Opinion/Editorial: _____ Advertising: _____
“Other” (i.e., anything overlooked above): _____
6. Do you read the Peterborough daily newspaper? Y / N If so, how often, and how much of each issue? _____ What is your general opinion of it, and why do you hold this opinion (be as specific as you can)? _____

7. Do you read *any other* print newspaper(s)? Y / N If so, how often, and how much of each issue? _____ What is your general opinion of it/them, and why do you hold this opinion (be as specific as you can)? _____

8. Do you read web versions of any newspapers? Y / N If so, about how often? _____

B: TELEVISION

- 1. What Peterborough’s television station called? _____ What is its *network affiliation*? _____ Is this station watched daily in your household? Y/N If so, about how many hours each day? _____ How is this station received at your house, e.g., cable, satellite, or antenna? _____
- 2. List other television stations that are watched daily in your household .

- 3. List other TV stations that are watched frequently (> 2-3 times a week) in your household .

- 4. List five (5) different categories of programming (e.g., news, sitcoms, game shows) offered by television stations available in your household. List more if you know them.

- 5. Estimate the number of hours of *locally-generated* daily programming on the Peterborough TV station: _____ What does this local programming consist of? _____

Where does the rest of its daily programming originate (list as many sources as you can)?

- 6. List any *specialty* channels (e.g., sports-only or movies-only) that are watched frequently in your household; with each, estimate weekly viewing time. _____

- 7. How many TVs in your home? _____ Do you have one in your room? _____

- 8. Check off any of these TV-viewing (not, e.g., DVD movie watching) features attached to TVs in your home:

technology to receive HiDef programming: _____

technology to record one program while watching another: _____

technology to pause live programming or to delay viewing live programming: _____

“Other” (i.e., anything overlooked above): _____

- 9. Do you watch live TV on the web? Y / N If so, about how often? _____

C: RADIO

1. List as many local radio stations as you can. _____

Are any of these stations listened to daily in your household? Y/N If so, for each list its programming *format*, and about how many hours a day it is listened to. _____

2. List any non-local radio stations you are familiar with, and the programming format for each.

3. How is radio listened to in your home? (check all that apply)
“wireless” (i.e., the signal is received through the air): _____ cable: _____ web: _____
4. Do you listen to radio when you’re not at home? Y/N If so, how? (check all that apply)
in a car: _____ on a personal portable device _____

D: MAGAZINES

1. List the title, frequency of publication, and subject matter of any *print* magazines (incl. *tabloids*) read regularly in your household. Note if any of them are subscriptions (vs. single-copy purchases).

2. List the titles of any print magazines you read regularly. For each, mention approximately how much time you would usually spend reading it per week.

3. List the titles and subject matter of any *e-magazines* you read regularly. For each, mention approximately how much time you would usually spend reading it per week.

E: MUSIC and MOVIES

1. List music artists you frequently listen to. For each, mention the *genre* (e.g., alternative, country, hip-hop, classical) the artist is most often associated with.

2. How do you generally obtain the music you listen to? (check any that apply)
paid to download: _____ free download: _____ mp3 copied from friend: _____
CD you bought: _____ CD you copied: _____ vinyl (don't laugh!): _____
other (specify): _____

3. List the movies you've seen most recently. For each, mention the category (e.g., horror, action, documentary) the movie is considered to be in.

4. How do you generally access the movies you watch? (check any that apply)
watched in theatre: _____ rented DVD: _____ bought DVD: _____
paid to download: _____ ripped DVD: _____
other (specify): _____