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South Asian Newspaper Readership Survey

Toronto Market

**This readership survey was conducted and
compiled by Key Optimedia and commission by
World Media Corp Canada Inc (WMC).**

Key Optimedia
5/9/2008

BACKGROUND

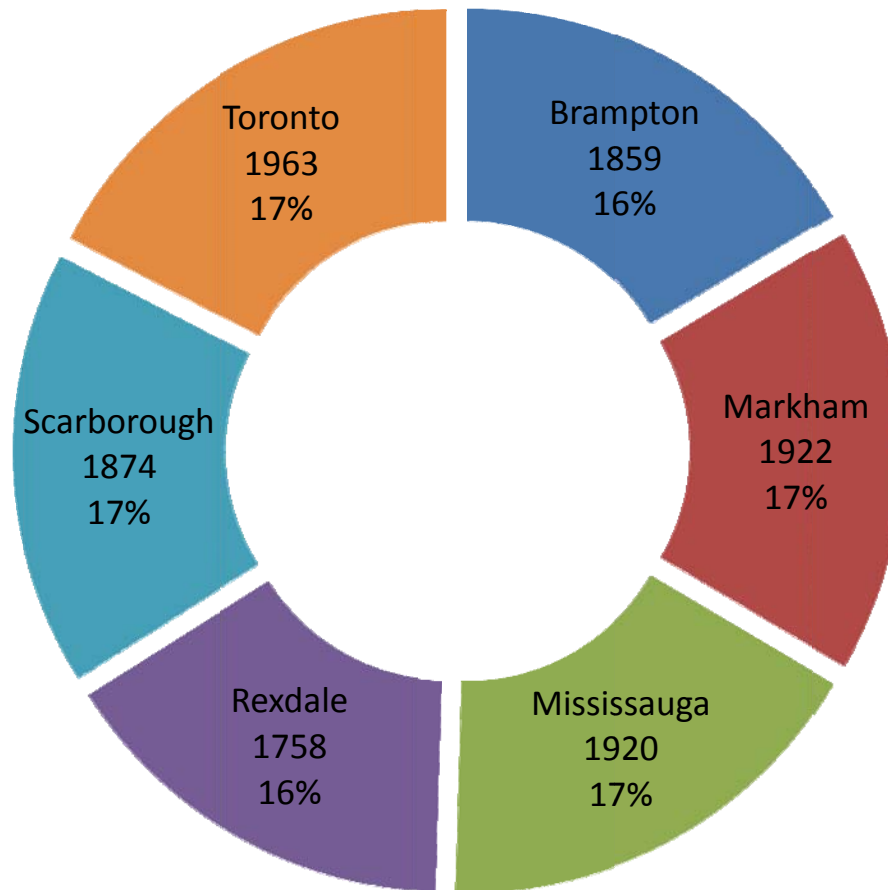
This is the first of its kind for English language South Asian Newspaper in Toronto and its surrounding areas. The object of this survey is to gain insight into the interests and behaviour of the South Asian readers and the market reach of **WMC's** publication ***CanIndia News***.

Not all statistics are included in this survey; this document is intended to be a summary that features the inclusion of practical recommendations. Contact the Publisher staff to request further information or analysis at publisher@canindia.com.

- ❖ The survey was conducted between; April 11 to April 26, 2008 at major South Asian shopping areas in Brampton, Markham, Mississauga, Rexdale, Scarborough & Downtown Toronto of which **11296** respondents completed the survey.
- ❖ As an incentive, respondents who completed the survey were given a \$10.00 Long Distance Calling Card

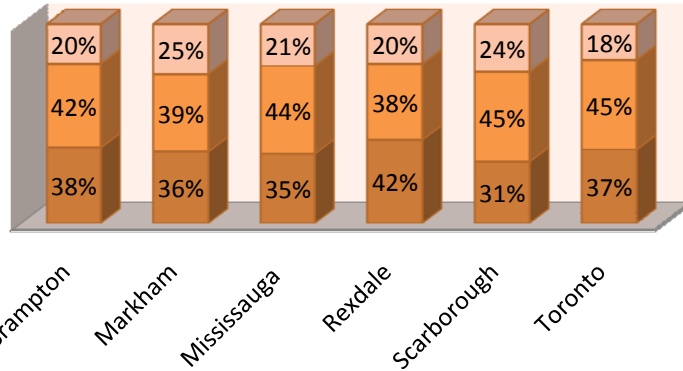
Respondents

- Brampton
- Markham
- Mississauga
- Rexdale
- Scarborough
- Toronto



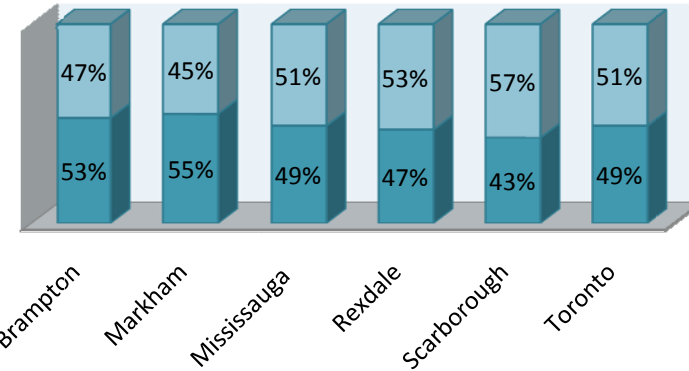
Q1: Age

18-35 36-55 56 and Older



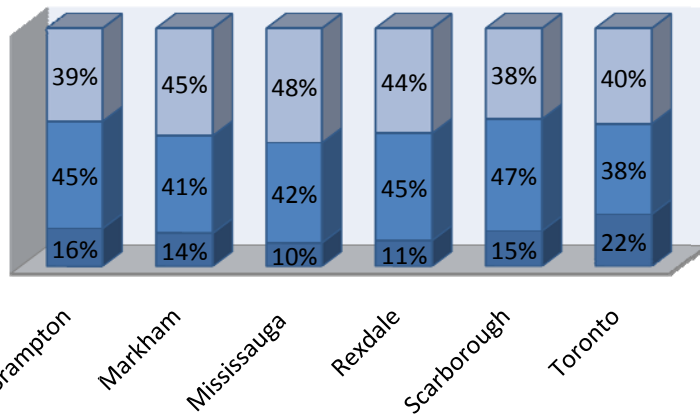
Q2: Gender

Male Female



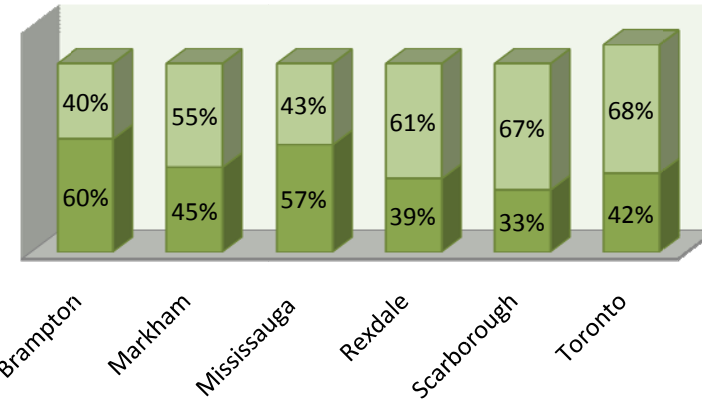
Q3: Household Size

1 to 2 3 to 4 5 and more

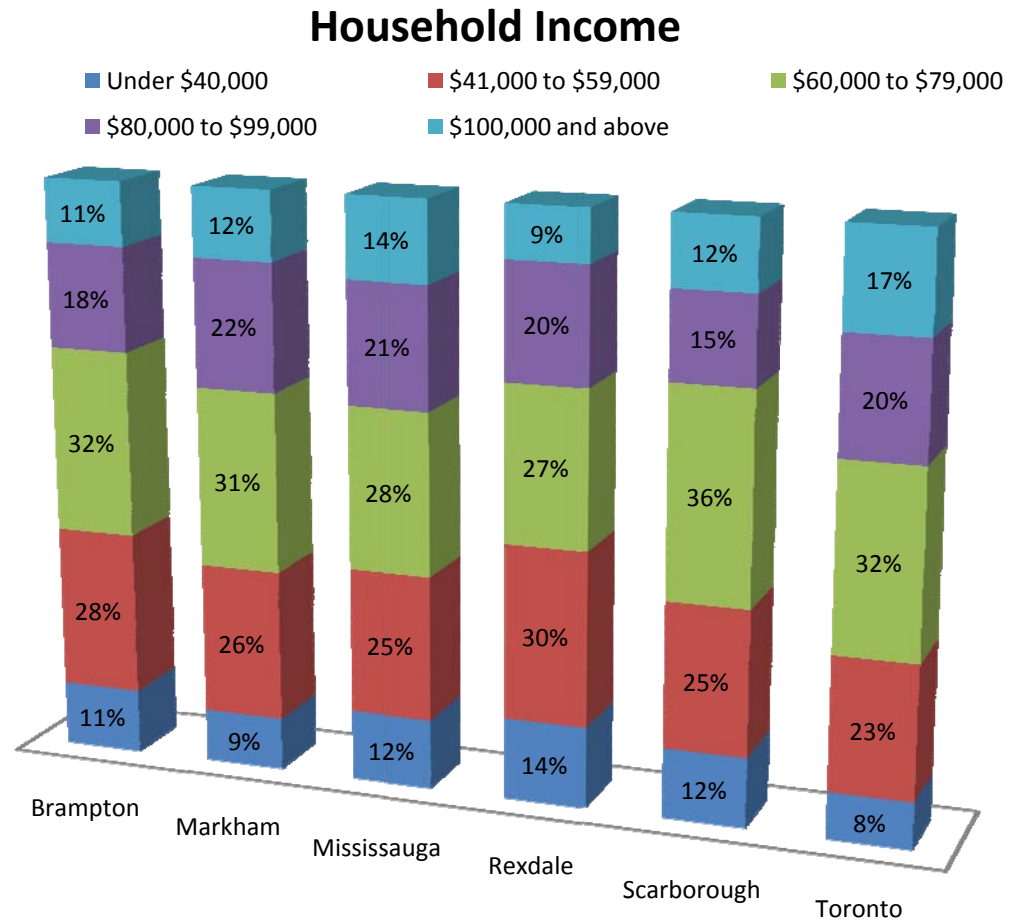


Q4: Home Ownership

Own Rent



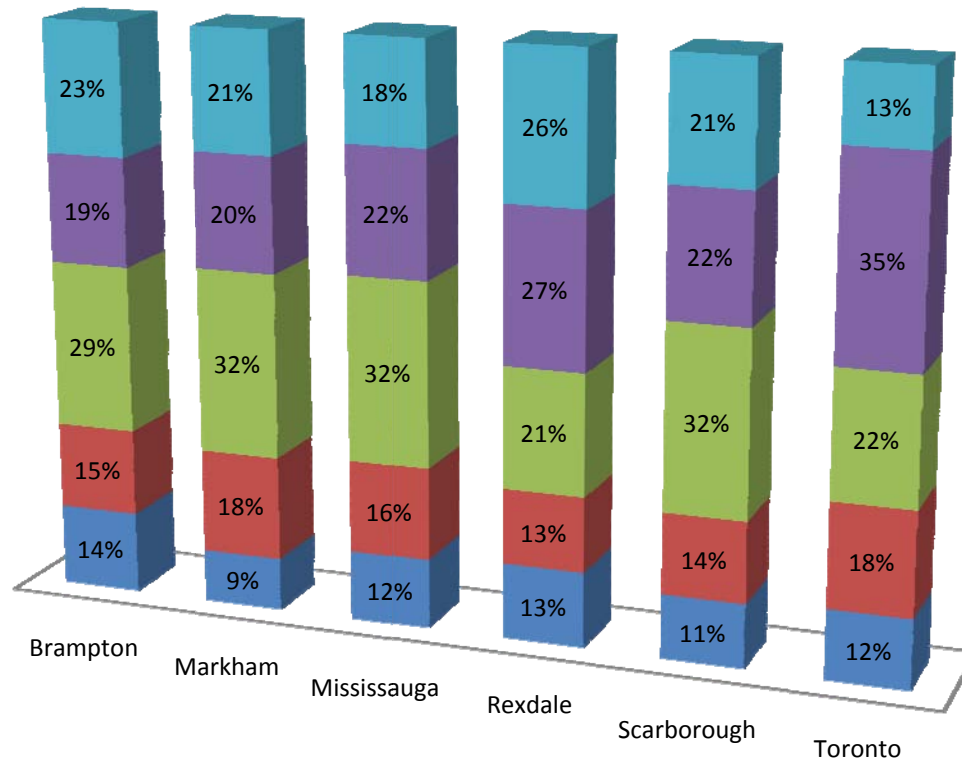
**Q5:
What
Is Your
Families
Annual
Income**



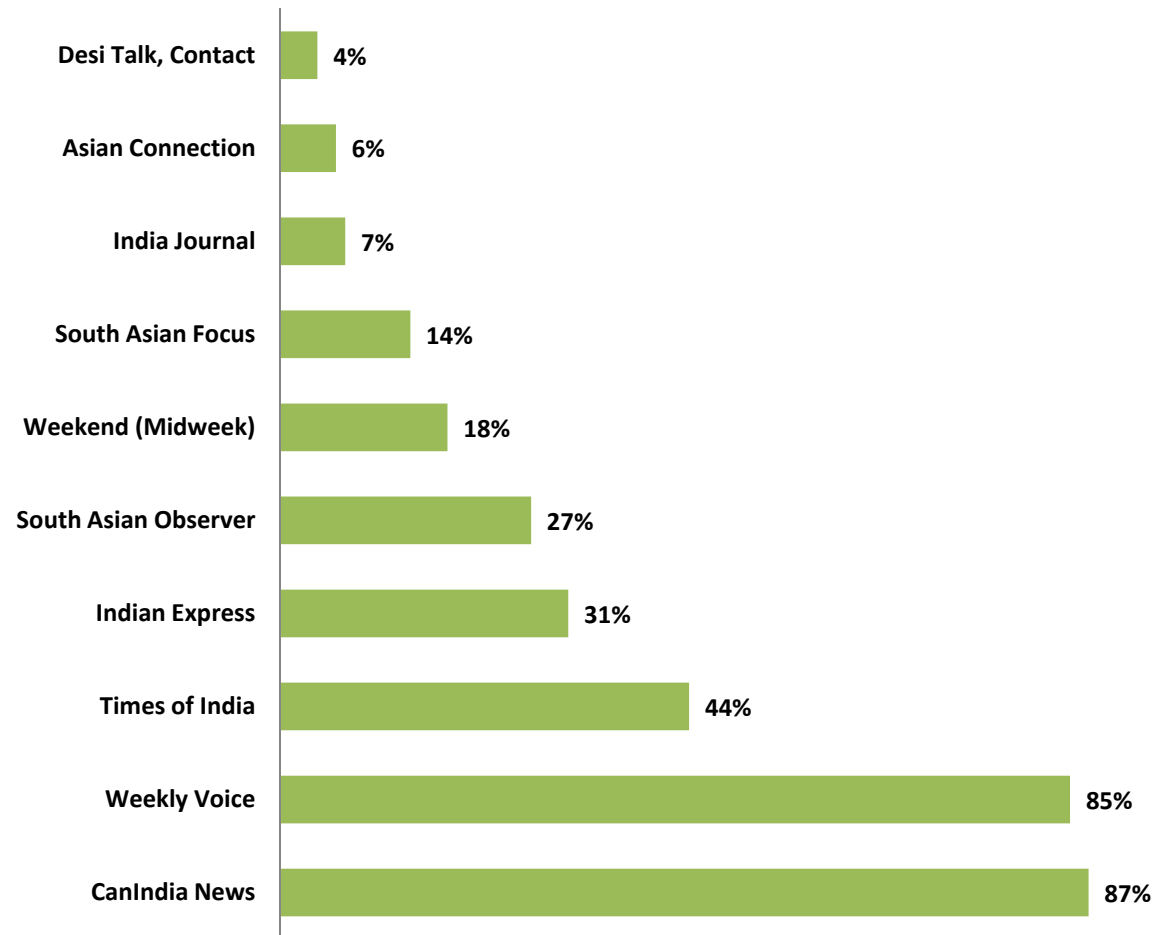
Q6:
How
Long Have
You Been
Living In
Canada

Length of Residency in Canada

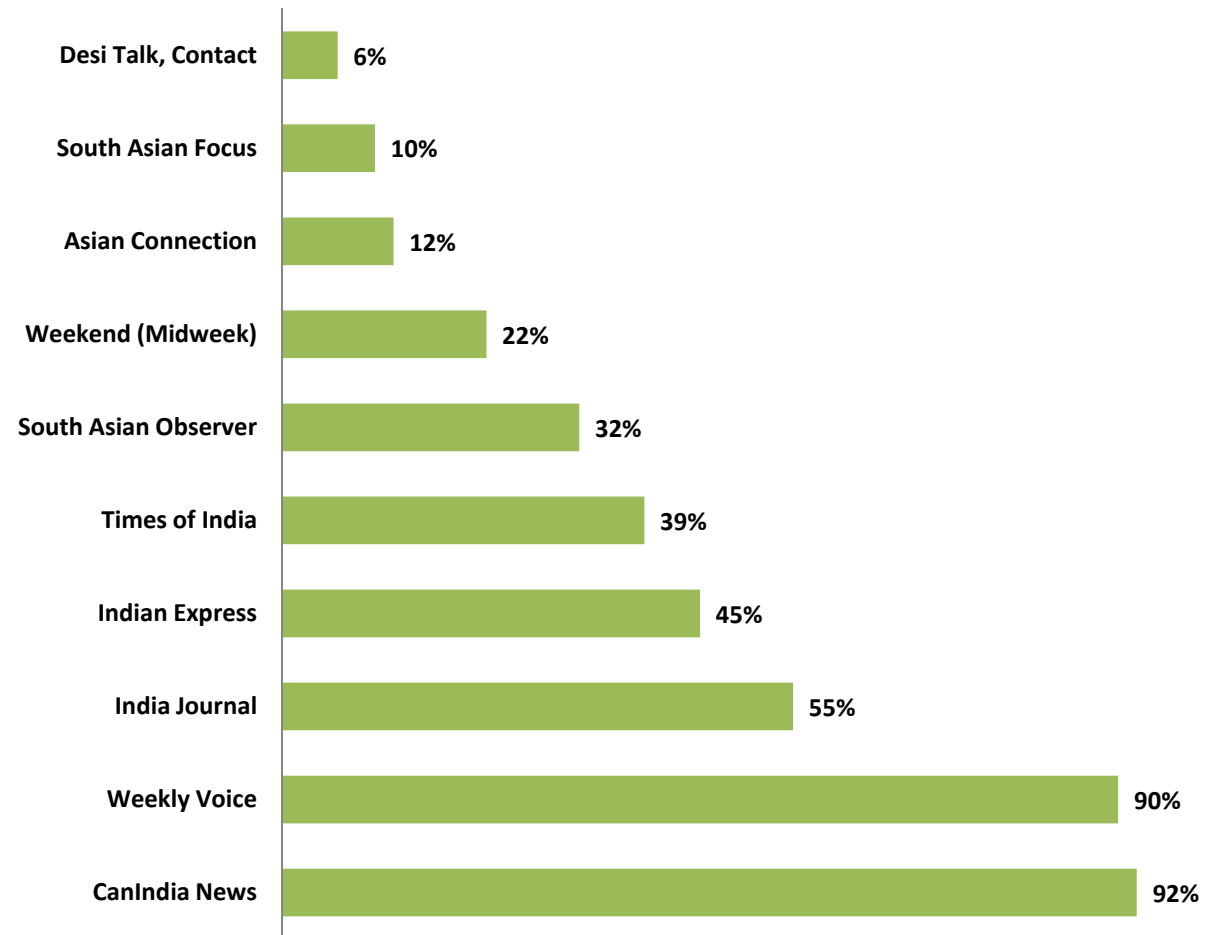
■ Less Than 2 Years ■ 2 to 5 Years ■ 5 to 10 Years ■ 11 Years and Longer ■ Born in Canada



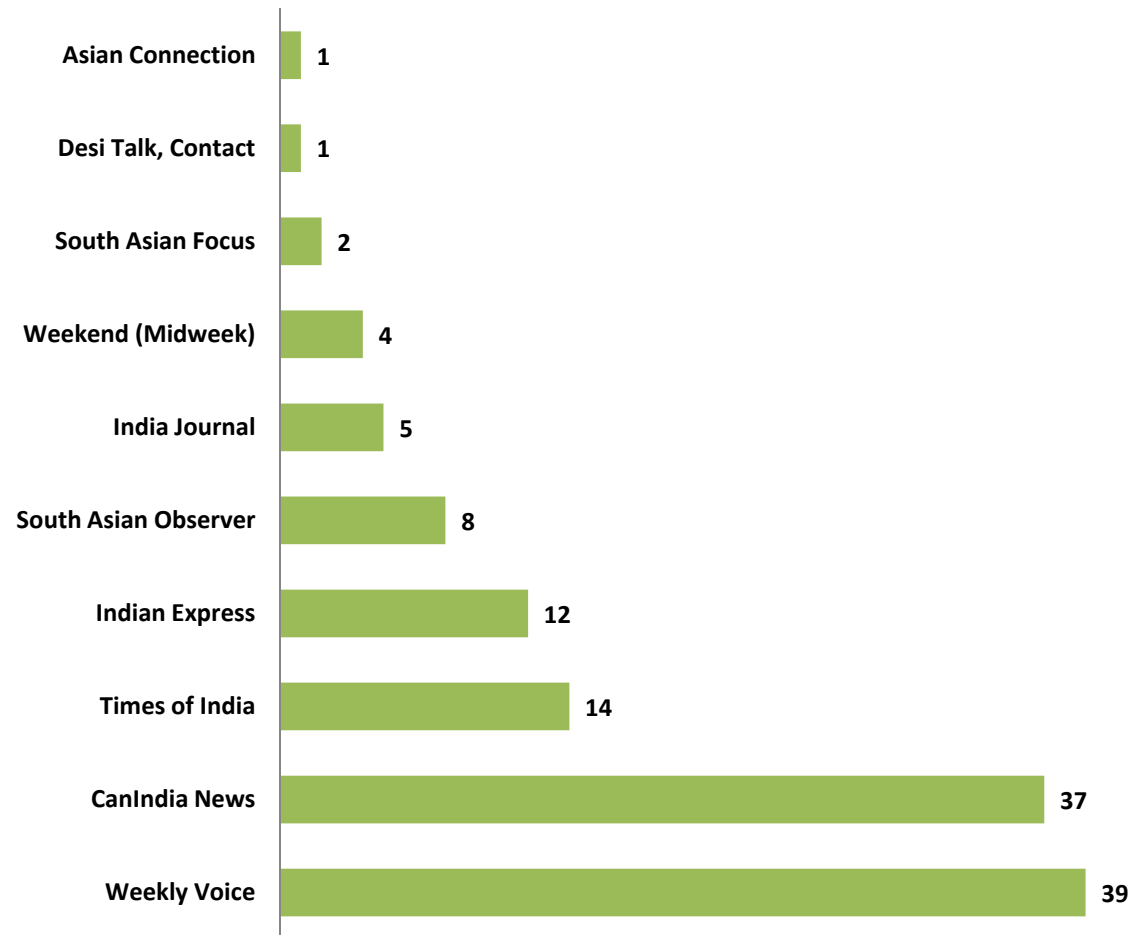
Q7:
**Which Of The
Following South
Asian English
Language
Newspapers
Do You Read
On A Regular
Basis**



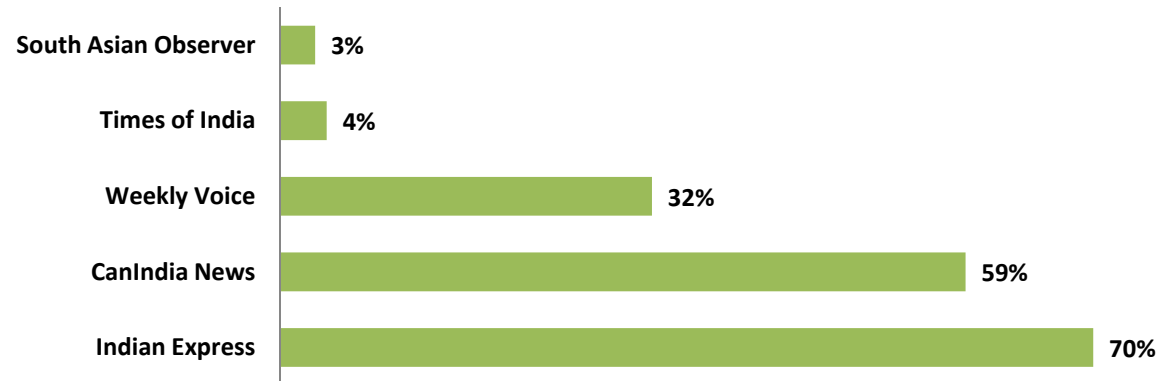
Q8:
**Which Of The
Following South
Asian English
Language
Newspapers
Do You
Look For
On A Regular
Basis**



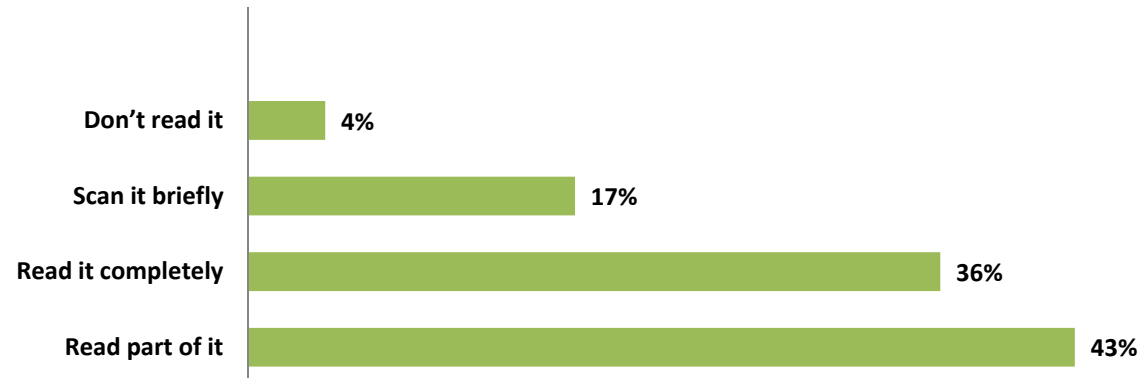
Q9:
**In The
Past 12 Month,
How Many
Issues Have You
Read Of The
Following South
Asian English
Language
Newspapers**



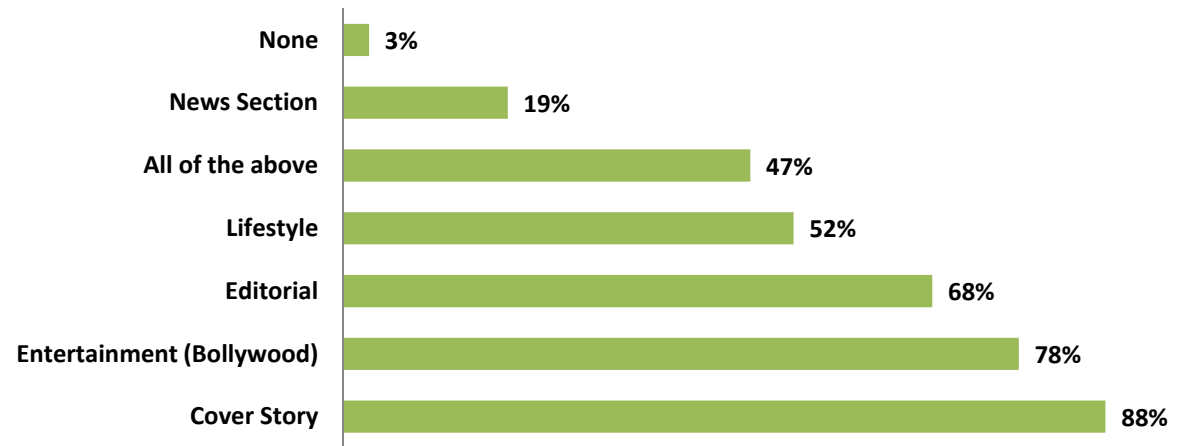
Q10:
Do You
Read The Online
Versions Of
The Following
Publications



Q11:
What Do
You Typically
Do With
CanIndia News



Q12:
**What Sections
Do You Normally
Read In
CanIndia News**



Q13:
**Once Everyone Has
Had An Opportunity
To Read Or Look
Into An Issue Of
CanIndia News,
What Is Typically
Done With It?**



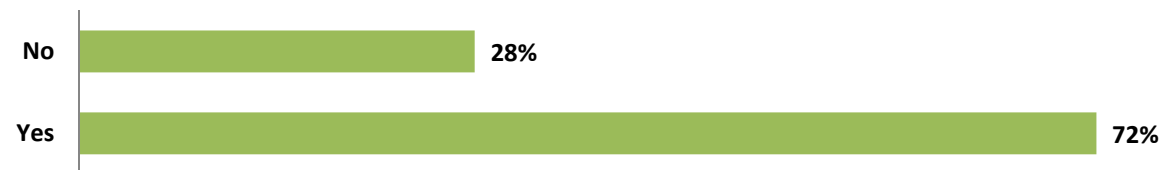
Q14:

**How Many Members
Of Your Family Read
Or Look At The
Edition Of CanIndia
News When You
Bring It Home**



Q15:

**Do You Frequently
Read Or Take
Notice Of The
Advertisements
In CanIndia News**



Q16:
Over All
How Would
You Rate
CanIndia News
On A Scale Of
1 to 10,
1 Means It Is
A 'Very Poor'
10 Means It
Is An 'Excellent'?

