

t.o.night Reader Survey

April 2011

PURPOSE & METHODOLOGY

A total of 903 surveys were completed for use in this analysis. Percentages for single-response questions are reported to the number of respondents who answered each question, or specific portion of a question, which may vary. Percentages for multiple-response questions are reported to all respondents of that question. Survey responses were gathered from March 28th, 2011 to April 15th, 2011. A sweepstakes opportunity to win prizes was offered to fill out the survey through the t.o.night newspaper.

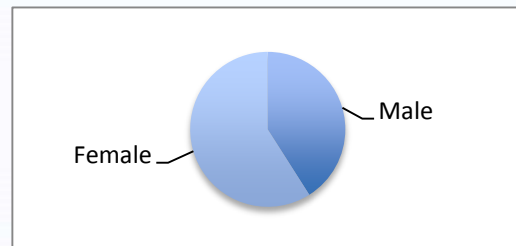
AGE

Under 18 years	6	1%
18-20	36	4%
21-24	92	10%
25-34	299	33%
35-44	226	25%
45-54	167	18%
55 years and over	77	9%
Total	903	100%

The average reader's age is:	36.7
The median reader's age is:	31
The modal range is:	25-34

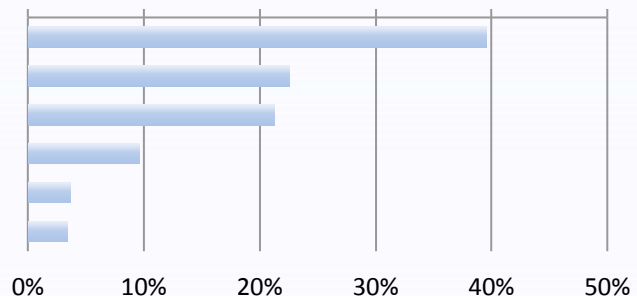
Gender

Male	373	41%
Female	530	59%
Total	903	100%



INCOME

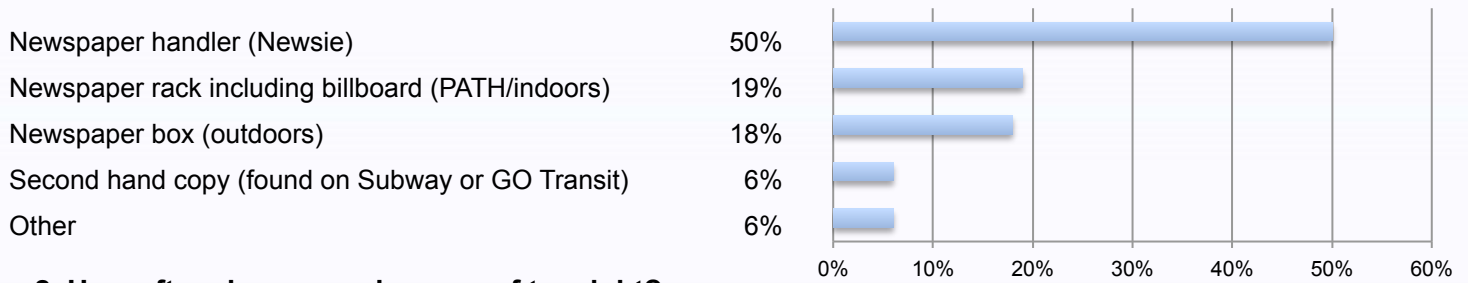
\$100,000 or more	279	40%
\$75,000 to \$99,999	159	23%
\$50,000 to \$74,999	150	21%
\$35,000 to \$49,999	68	10%
\$25,000 to \$34,999	26	4%
Less than \$25,000	24	3%
Total	706	100%



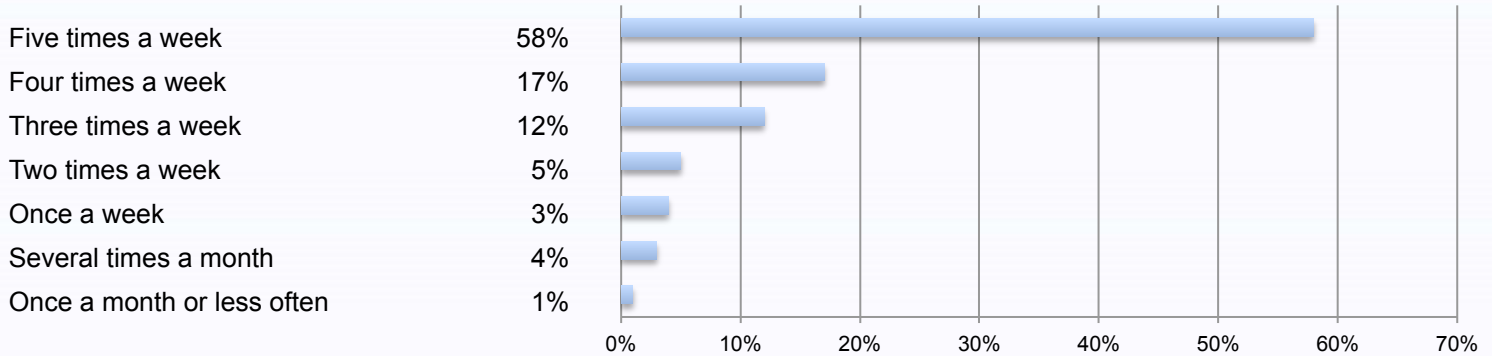
* note that 197 chose not to answer this question / proportions based on those answering

t.o. Night Reader Survey

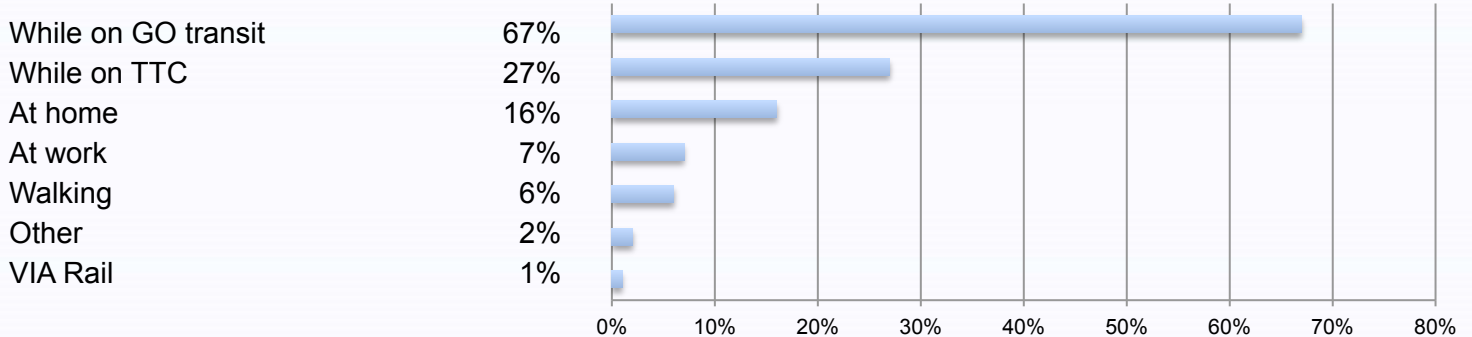
1. Where do you normally get your copy of t.o.night?



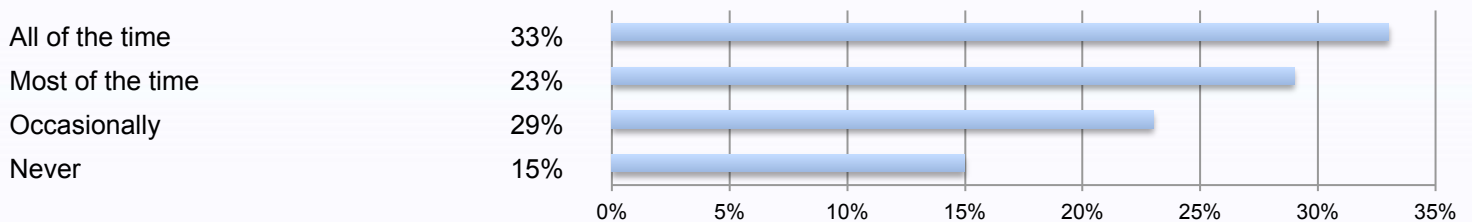
2. How often do you read a copy of t.o.night?



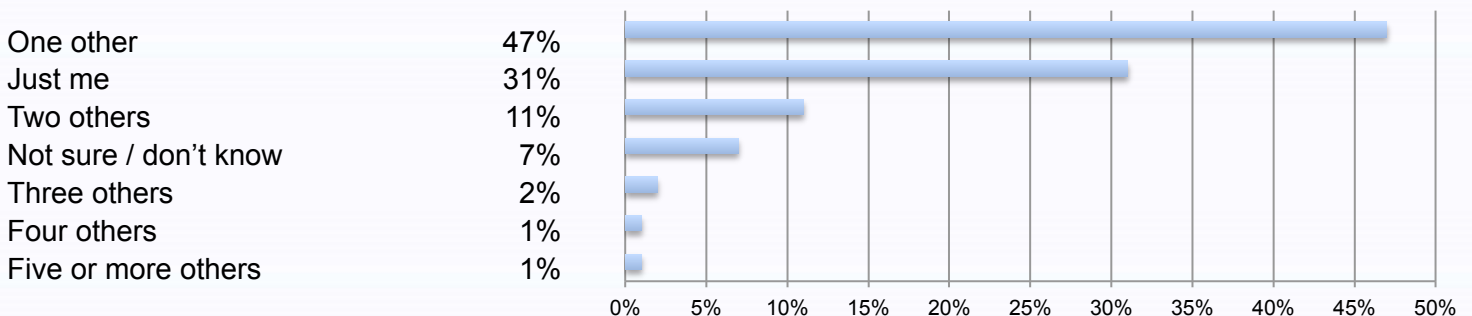
3. Where do you read your copy of t.o.night? Select all that apply



4. How often do you take your copy of t.o.night home with you?

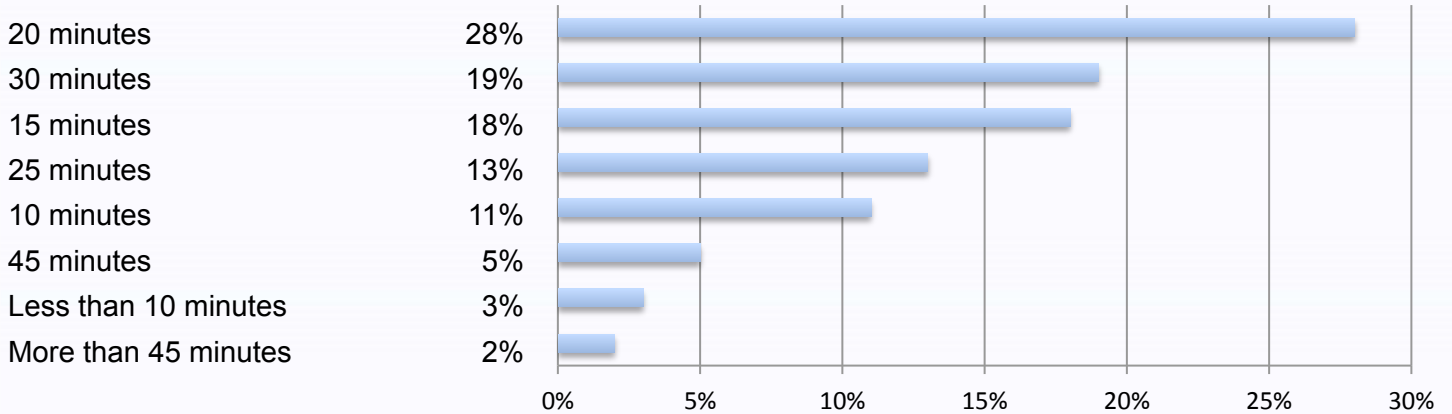


5. When you bring it home, do other people read or look through your copy of t.o.night?

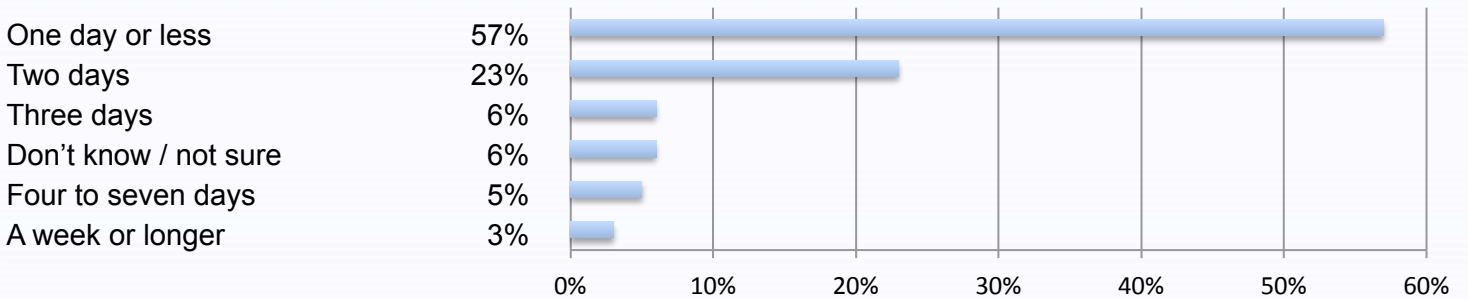


t.o. Night Reader Survey

6. Approximately, how long do you usually spend reading an issue of t.o.night?

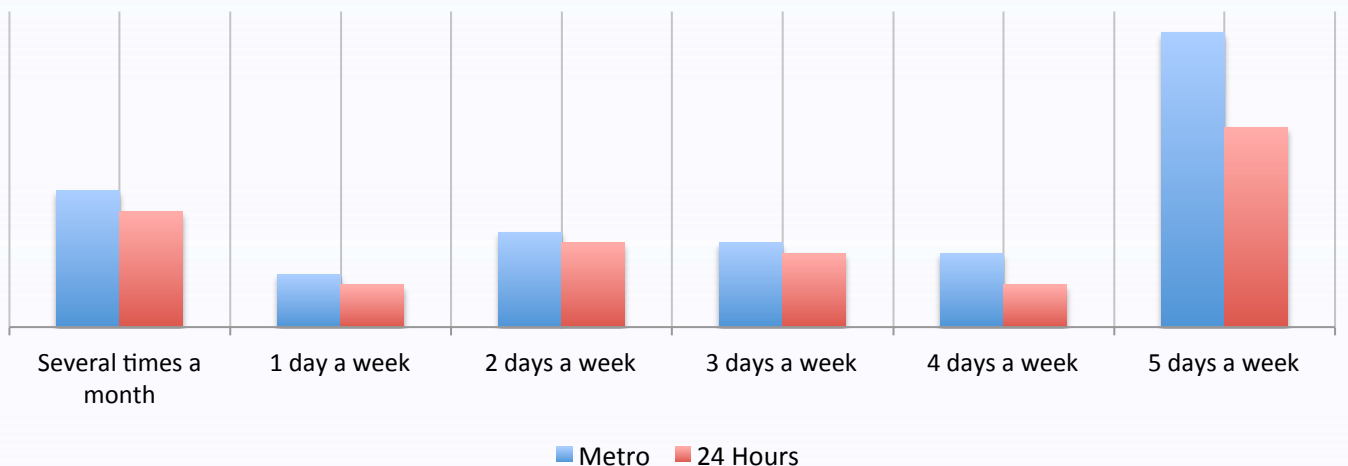


7. On average, how many days do you usually keep your issue of t.o.night?



8. In an average week, how often do you read each of the free weekday newspapers listed below?

	Several times a month	1 day a week	2 days a week	3 days a week	4 days a week	5 days a week
24 Hours	11%	4%	8%	7%	4%	19%
Metro	13%	5%	9%	8%	7%	28%

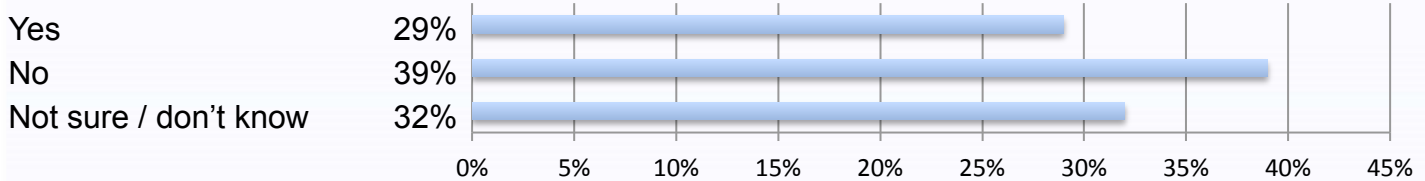


t.o. Night Reader Survey

9. In an average week, how often do you read each of the following newspapers? Select one answer for each newspaper.

	1 day a week	2 days a week	3 days a week	4 days a week	5 days a week	Do Not Read
Toronto Star	6%	3%	6%	2%	9%	45%
Globe and Mail	5%	2%	5%	3%	1%	64%
Toronto Sun	4%	2%	2%	1%	4%	70%
National Post	2%	2%	2%	2%	1%	73%
NOW	1%	1%	0%	1%	1%	75%
EYE Weekly	1%	1%	0%	0%	1%	79%

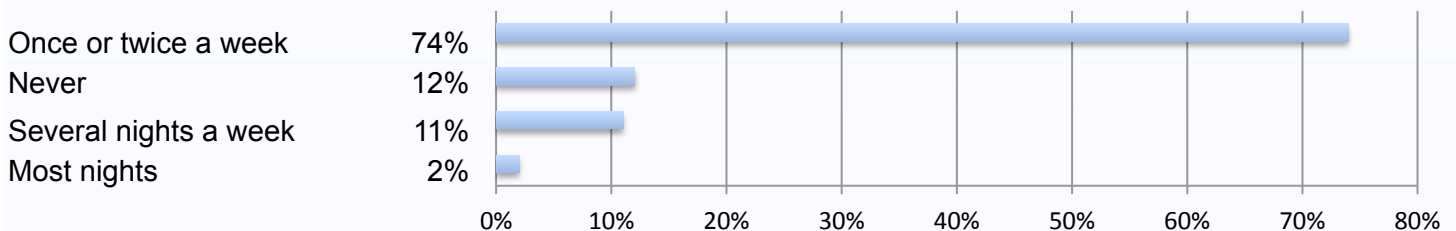
10. Have you ever purchased a product or service from a business advertised in t.o.night? Select one.



11. When do you expect to make the following purchasing decisions? Select one answer for each.

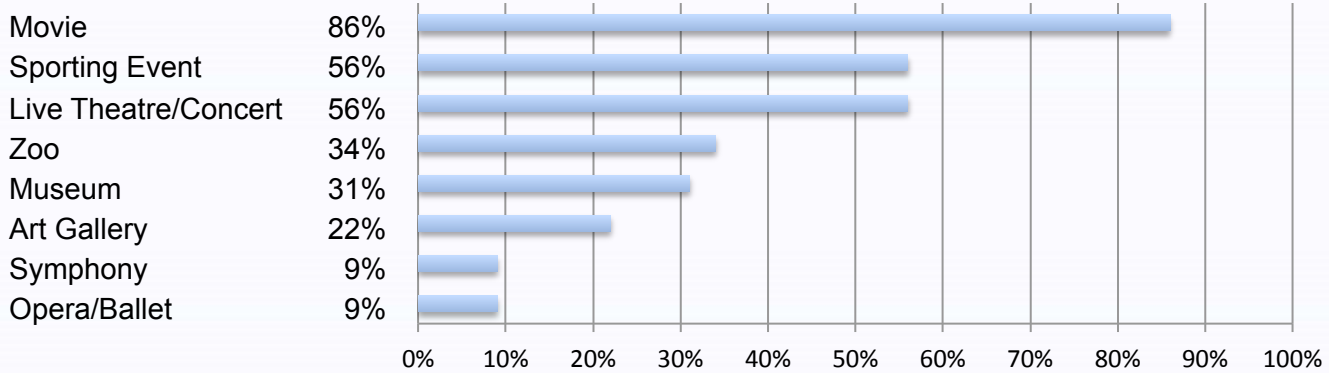
	12 to 18 months from now	Don't know / Not Sure
Buy a new home/condo	13%	77%
Buy a new car	17%	66%
Start a home renovation	10%	59%
Book a vacation	13%	23%

12. How many nights a week do you dine out or order in? Select one.

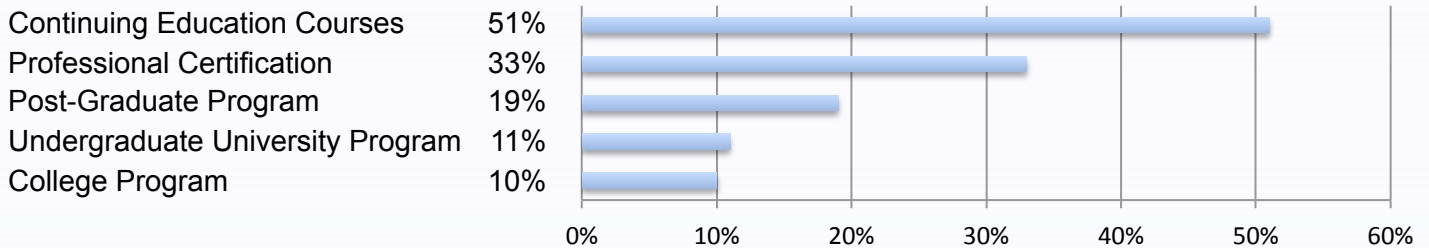


t.o. Night Reader Survey

13. Which of the following do you hope to visit/attend in the next 3 months? Select all the apply.



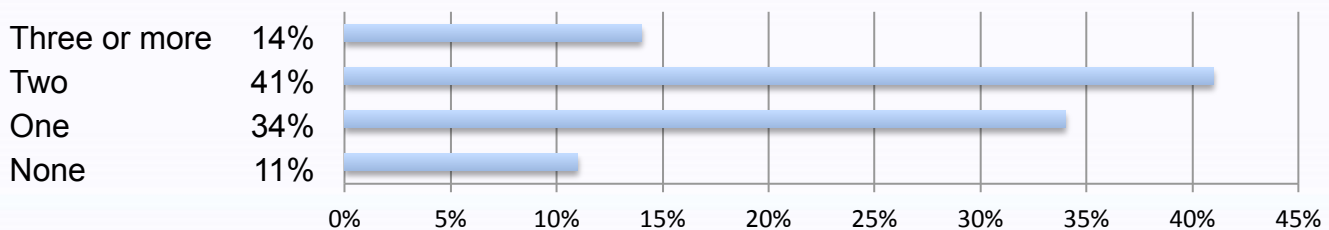
14. Are you considering enrolling in any of the following courses and/or programs within the next year? Select all that apply



15. How often, on average, to you consume the following beverages or spirits? Select one for each beverage.

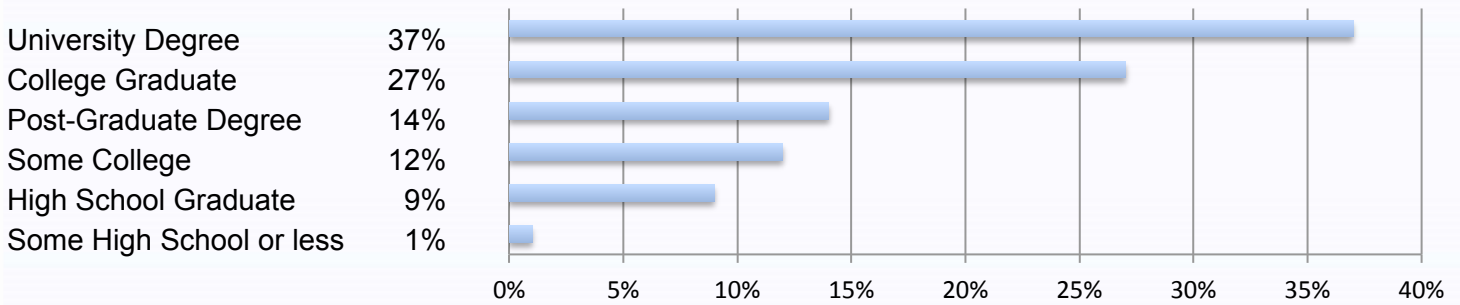
	Few times a week	Weekly	Monthly	Less than monthly	Never
Wine	12%	19%	19%	23%	24%
Beer	13%	20%	16%	16%	32%
Liquor	7%	16%	23%	28%	25%
Coffee / Tea	10%	5%	4%	2%	6%
Sports / Energy Drinks	6%	6%	14%	19%	53%
Bottled Water	16%	9%	10%	13%	17%

16. How many vehicles are there in your household? Select one.

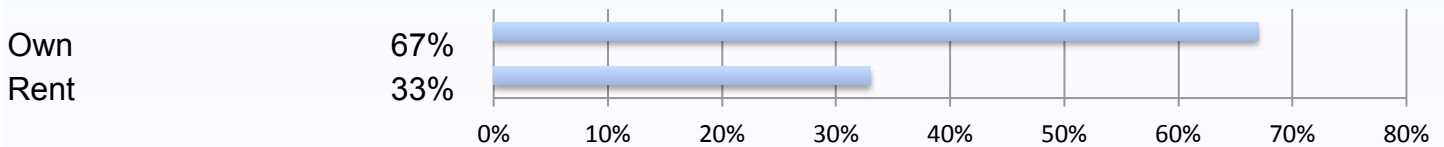


t.o. Night Reader Survey

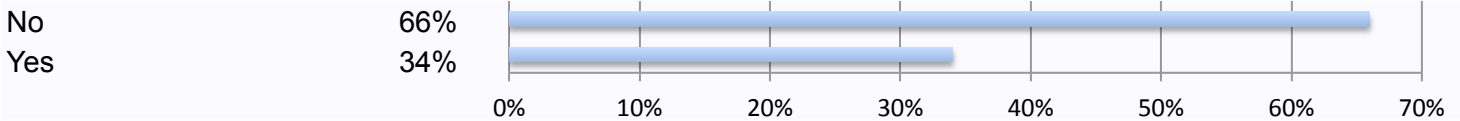
19. What is the highest level of education you have achieved?



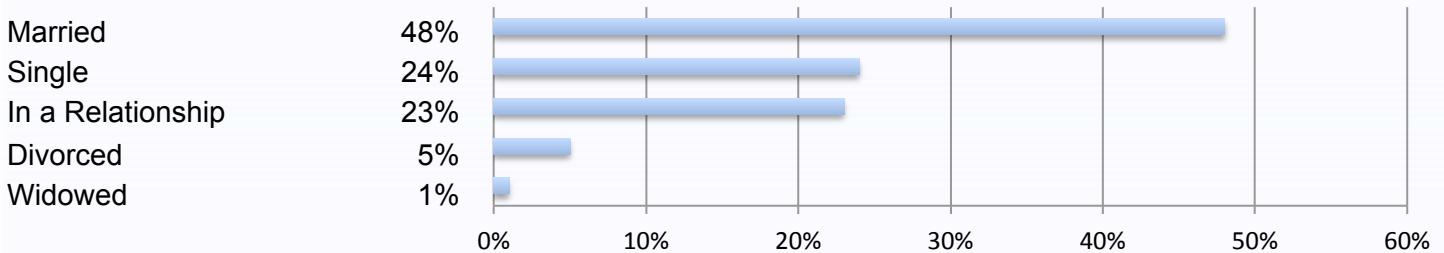
20. Do you own or rent your home?



21. Do you have children (under 18 years of age) that live with you?



22. What is your marital status?



24. Do you have any comments or suggestions to help guide the future direction of t.o.night newspaper?

403 survey respondents wrote ideas. The wide variety tends to support “shout outs” as the favorite section and appreciation for the paper in general. Actual statements are provided in a separate document with results.