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# Canada's Ethnocultural Press

Survey of publishers, 2006

Report prepared by John Miller



Canada

# Contact Information

## **General Contact Information**

Publications Assistance Program  
Cultural Industries Branch  
Department of Canadian Heritage  
15 Eddy Street, 15-4-F  
Gatineau, Quebec K1A 0M5

## **Publications Assistance Program**

Toll free: 1-800-641-9221  
Fax: 819 997-4995  
E-mail: [pap@pch.gc.ca](mailto:pap@pch.gc.ca)

This document is available online at:  
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# Index

1. Purpose of this research	
1.1 Rationale and general description	3
1.2 Definition	
1.3 Aims of research	
2. Role of the Publications Assistance Program	
2.1 Mandate	4
2.2 Eligibility rules	4
2.3 Interest in this project	5
3. Methodology	5
4. What the questionnaire told us	
4.1 The publications	6
4.2 The publishers/editors	11
4.3 Their attitudes and challenges	12
5. The future	15
6. Bibliographic references	18
Appendices	
A. Responses to the questionnaire	
B. Survey responses – attitudes over 10 years	
C. Survey responses – attitudes under 10 years	



# 1. Purpose of this research

**1.1 Rationale and general description:** No comprehensive study has been done to inform Canadians about the nature of the evolving ethnocultural press. There is good reason to do so, since a 2002 report for the Department of Canadian Heritage noted that “both the role and function of ethnocultural publications in Canadian society continually evolve according to prevailing immigration patterns” (Curfoot-Mollington 2002, page 7). In recent years, thanks mainly to immigration, Canada’s demographics have undergone profound change: 5.2 million of us (18 percent of Canadians) report a home language other than English or French. Eighty percent of recent immigrants fall into this category, and the fastest growing third languages are Chinese, Punjabi, Arabic and Tagalog. For many of these new Canadians, the ethnocultural press fills two vital roles as a link to their own culture in their own language, and as a bridge to their new culture, telling them about Canadian institutions and values.

That press will play an even more important role in the future. Statistics Canada recently projected that, thanks mainly to immigration, Canada’s visible minority population will increase to as many as 8.5 million people by 2017, more than double the number counted in the 2001 census. Understanding the nature of the press that provides information to those communities while they are adapting to Canadian life has the potential to help us better understand what needs to be done to promote social cohesion.

This research project includes the first comprehensive survey of the people who produce ethnocultural publications in Canada. It is meant to provide policymakers and the public with quantitative and qualitative data to enable them to understand how the ethnocultural press is functioning in Canada’s multicultural society.

**1.2 Definition:** For the purposes of this project, an ethnocultural publication is a newspaper or periodical published anywhere in Canada that primarily serves a specific linguistic, cultural or racially distinct population group. It may be published in English, French, a third language or a combination of languages.

**1.3 Aims of research:** The aims of gathering this research are to determine:

- The nature of these publications as businesses;
- What they see as their role within Canadian society;
- The trends of growth, and challenges of start-up;
- A profile of those who produce such media;
- The challenges these publications face



## 2. Role of the Publications Assistance Program

**2.1 Mandate:** Through the Publications Assistance Program (PAP), the Department of Canadian Heritage provides postal subsidies to eligible Canadian magazines and non-daily newspapers mailed within Canada. More than 1,200 publications are being supported by the program, which has an annual budget of \$45.4 million.

“By offsetting the cost of reaching readers so that the subscription costs are the same anywhere in this vast country, Canadians can overcome geographic distances and communicate their ideas, opinions and art through print,” the PAP website says. “The PAP, and its predecessor programs, has been helping Canadians do this since before Confederation. The program helps to build capacity in the Canadian publishing industry, while also fostering geographic, cultural and linguistic communities through the support of local, ethnic, aboriginal and minority language publications.”

In 2004, in an effort to attract more ethnocultural publications, a separate application form and eligibility criteria were established. This followed the findings of a 2002 Report on Ethnocultural Publications, conducted by Mark Curfoot-Mollington. That report noted that only 43 such publications were then receiving postal subsidies, and all of them were published in European or Japanese languages. “This list does not reflect the changing patterns of immigration,” the report said (page 4).

Sheila Copps, then minister of Canadian Heritage, unveiled new funding for PAP in 2003, saying that “by directing our support to where the need is greatest, we are laying the groundwork for the growth of hundreds of smaller publications that all contribute to creating bonds between cultural communities and the rest of Canada.” The stated goal was to increase the number of eligible ethnocultural publications receiving support from 70 to “approximately 200.”

As of March 2006, just 60 ethnocultural publications are receiving the postal subsidy.

**2.2 Eligibility rules:** Publications are invited to apply if they are “a Canadian magazine or non-daily newspaper that is primarily targeted to and/or concerned with, and serving, a commonly recognized specific linguistic, culturally or racially distinct community.” It must:

- in operation for one financial year and one completed publishing cycle;
- Canadian ownership and control;

- edited, designed, assembled, published and printed in Canada;
- paid circulation comprising at least 50% of total circulation, through bona fide subscriptions and single copy sales through retailers/newsstands;
- a significant portion of original material produced by Canadians;
- a maximum of 70 per cent advertising;
- minimum frequency of 2 times and maximum of 56 times per year;
- minimum subscription price of \$12 or more per year or a value of \$1 or more per issue, and minimum single-copy-sale price of \$0.50 per issue in the case of a weekly newspaper and of \$1 per issue in the case of a periodical.

**2.1 Interest in this research project:** In order to refine and update the new eligibility criteria, the Publications Assistance Program commissioned this study, to give it “a better understanding of the nature of Canadian ethnocultural publications.”



## 3. Methodology

A comprehensive questionnaire was designed to be mailed out to publishers/editors of ethnocultural newspapers across Canada. The 46 questions were designed to capture extensive quantitative data, and some qualitative data. They were based on previous academic research and the list of research questions prepared by Maria Tilley and Jae-Sang Park of the Publications Assistance Program. The questionnaire was field-tested by editors thanks to the assistance of Clyde McNeil, chair of the National Ethnic Press and Media Council of Canada, who served as a valuable adviser to this project. The field test determined that a publisher could complete the questionnaire in approximately 15 minutes.

The questionnaire and the research methodology were approved by Ryerson’s Research Ethics Board in October, 2005.

Since there exists no comprehensive listing of ethnocultural publications in Canada, we had to create our own. This was assigned to research assistant Camille Ross, who also compiled the results of the questionnaire and did some follow-up interviews. The collaboration of Mr. McNeil and the National Ethnic Press and Media Council allowed us to use that organization’s mailing list of 178 publications as a base. Other sources included Canadian Advertising Rates and Data, the PAP list of eligible publications, and newspapers known by Prof. Miller. We anticipated that some of this data would be out of date or inaccurate, and it was, so we phoned each publication before the mailout to confirm contact information and to acquaint them with the research project and the purpose of the questionnaire. A verified list of 337 publications was finalized, with the following geographic breakdown: 230 in Ontario, 40 in Quebec, 30 in British Columbia, 14 in Alberta, 19 in Manitoba, two in Nova Scotia, and one each in Newfoundland and Saskatchewan.

Questionnaires were mailed out in November and December of 2005 and the early part of January 2006. The mailing package included a stamped return envelope, a consent form, and a letter of support from PAP. All publishers/editors who did not return questionnaires were telephoned in January and February. They were also offered the option of completing the questionnaire by email, but only a few selected that method.

By early March, we had received back 89 completed questionnaires. Another mailing was completed in May, with 22 additional publications responding, bringing the final total to 111. The geographic breakdown was as follows: 78 from Ontario, 16 from Quebec, 7 from British Columbia, and 5 each from Alberta and Manitoba. Lack of time and pressure of other work were the most frequently given reasons for non-completion.



## 4. What the questionnaire told us

**4.1 The publications:** This research should put to rest the stereotype of ethnocultural publications as being unprofessional, one-person operations produced out of someone's home. Only 12 of the 111 papers (10.8%) said they were one-person operations, and only 33 of them (30%) are produced from home. Sixty-one (55%) operated out of rented offices, and nine (9%) owned their own buildings.

As far as staffing goes, 67 of the 111 (60%) said that they employed full-time paid staff, usually between one and nine such employees. Eleven publications said they had over 10 full-time paid employees, and all those publications were published in Chinese, Korean or Italian. Sixty (54%) said they had paid part-time workers, and 62 (56%) also used volunteers.

Here is a chart showing how often these publications appear:

**How often do you publish?**

Daily	6	5%
Twice a week or more	4	3%
Weekly	41	37%
Every two weeks	22	20%
Monthly	25	23%
Every two months	4	4%
A few times a year	9	8%

One hundred and one of the publications (91 percent) would qualify under PAP's frequency of publication criteria (between 2 and 56 issues printed a year).

Our survey attracted a majority of responses from long-established publications, as the following chart shows:

**Length of time publishing**

Less than a year	1
One to 3 years	11
3 to 5 years	10
5 to 10 years	11
10 to 15 years	17
15 to 20 years	10
Over 20 years	51

This means that publications which have been in business for more than 20 years are probably over-represented in this research, and those which have been in business for 10 years or less are probably under-represented. Many publications in the latter category serve communities that have experienced great growth during the 10-year surge in immigration recorded between the 1991 and 2001 census. In section 4.3 below, we split out responses according to the length of time the publications have been in existence, to see what, if any, differences emerge.

Respondents to this survey publish in 56 languages. A clear majority (72%) publish at least some content in English or French. Not including 18 papers that are entirely in English, the average amount of content that appears in English or French is 44 percent, with a median of 25 percent. Many of the papers (51%) say that they will likely publish more material in English or French in the future.

The great majority of publications print with multi-colour (70%) or one-colour (12%), as opposed to black and white (18%), and they are overwhelmingly tabloid in format:

**Format of publication**

Tabloid	76	68%
Newspaper broadsheet	17	15%
Magazine	16	15%
Photocopied	1	1%
Online only	1	1%

The papers are generally small, with most (71%) publishing fewer than 10,000 copies and more than half (54%) containing fewer than 30 pages:

**Copies printed per issue**

**Pages per issue**

12	fewer than 1,000
37	1,000 to 5,000
29	5,000 to 10,000
17	10,000 to 15,000
11	15,000 to 40,000
5	over 40,000

	fewer than 10
35	10 to 20
23	20 to 30
23	30 to 40
28	Over 40

The overwhelming majority are distributed free (49.5%) or as a combination of free and paid distribution. (30.5%). Only 20 percent fit the model of mainstream dailies and charge readers for all copies, with the usual price being 75 cents or \$1. Almost all the newspapers surveyed (96%) offer monthly or yearly paid subscriptions, which range up to \$380 with a median price of \$49.61. Of the 34 publications saying they offer a combination of free and paid circulation, paid circulation accounts for an average of 55 percent of the total. So it is likely that only a minority of the papers in this survey would qualify for PAP's stipulation that they must have 50 percent paid circulation.

Readership of these papers is far-flung, with many reporting province-wide (71%) or national (63%) distribution:

**Where do you distribute your paper to?**

Local neighbourhoods only	3
Across the city	67
Across the province	79
To other provinces	71
To other countries	49

Most papers (63%) do some mailing, but we could not determine from this questionnaire how much of their circulation is mailed. We suspect it is quite a small percentage. A majority seem to be delivered to customers by paid distributors (36%) or by volunteers (38%). Almost half of the papers home-deliver, but only to pre-paid subscribers. These figures are not likely to change over time. Seventy-five percent say they have not changed their distribution or circulation methods in the last five years, and 77 percent aren't planning to do so in the near future.

Of those that send their papers to other provinces, British Columbia, Quebec, Ontario and Alberta received the most mentions.

Of the 49 publications that send their papers to other countries, 40 mentioned the United States as a destination.

These publications remain mostly independently owned, and appear to be immune to the trend toward group ownership affecting the mainstream daily and community newspaper and magazine industries. A very large majority (81%) are owned by individuals, groups of individuals or community organizations. Here is what the ownership picture looks like in detail:

**Who owns your publication?**

Publisher-owned	44
Publisher's family	9
Another individual	3
A group of individuals	9
Community organization	25
A company	20
No answer	1

Ownership has remained stable. Eighty-seven percent of the publications report there has been no change in ownership in the past five years. Looking ahead five years, most (81%) say they expect to be still publishing their newspaper or magazine.

Publishers were quite forthcoming about whether their publications are profitable or not. More than one-third (36%) said they either lost money or made no money. Only 22.5 percent said their income was over \$30,000.

**How much income did you earn from your newspaper in the most recent year?**

I lose money	18
No income	22
Under \$5,000	10
\$5,000 to \$10,000	7
\$10,000 to \$20,000	11
\$20,000 to \$30,000	11
Over \$30,000	25
Not specified	7

Naturally, advertising is the largest contributor to revenue, with nearly half the papers (48%) saying that they rely on it to provide more than 90 percent of their income. Another 15 percent say they receive between 70 and 90 percent of their revenue from advertising. A majority (52%) say that they earn at least some money from circulation. Thirty-one papers (28%), most likely the ones owned by community organizations, receive donations.

When asked what are the main barriers to their newspapers attracting more advertising, the publishers responded as follows:

**Barriers to attracting advertising**

Cost	33
Awareness	38
Language	29
Competitors	35

When asked if they were aware of the Publications Assistance Program (PAP), a majority (51%) said they were. Thirty-two of the papers (29%) said they had received assistance

under the program, while 78 said they hadn't. When asked what barriers they saw to their newspaper's participation in PAP, they gave these answers:

Lack of awareness	39
Unable to qualify	19
Too much paperwork	20
No interest	5

A majority of the papers (57%) have online versions of their content, and almost half of the others plan to start doing so.

**4.2 The publishers/editors:** The average publisher or editor is male (75%), a Canadian citizen (94%) who was born abroad (88%) and has worked at the same paper for more than a decade. The median age is 53, and the oldest is 85. Only 16 of the publishers or editors are under 40. Many founded their papers, and spend more than 40 hours a week working on them – an impressive dedication, given the little money they earn from them. Forty-one percent had no previous business or journalism training. If they did it was likely to be achieved abroad. Few are recent immigrants, which is probably a reflection of the large number of respondents who represent more established publications.

Less than a year	0
One to 5 years	3
5 to 10 years	13
10 to 20 years	25
Over 20 years	51

More publishers have never drawn up a business plan than have done so (57 to 54). Only nine of the publishers/editors say they graduated from a Canadian journalism school, although 30 said they had graduated from one in another country. An impressive number (54%) said they had worked as journalists in their home country. When asked what they have sacrificed to produce their publication, many listed more than one of the following:

Leisure time	79
Money	62
Family relationships	31
Health	25

Only half of the publishers said their paper is self-supported by advertising, indicating that they either have had to go into debt or need to work at other jobs to sustain it. One said “the newspaper in any ethnic community should keep in mind it is a service and duty before it is a business.”

Self-supporting by ads	56
------------------------	----

Working at other jobs	24
Bank loan/ line of credit	24
Family savings	22

And they work long hours, indicating that, for most, this is a full-time job:

**Hours per week working on publication**

Less than 10	7
10 to 20	14
20 to 40	34
Over 40	49

**4.3 Their attitudes and challenges:** Although both outlooks are important, publishers/editors are more likely to see their publications as “outward looking,” building bridges between cultures or promoting multiculturalism, than what might be called “inward looking,” preserving their own culture or providing news from home countries. So one criticism often leveled at ethnocultural publications – that they help to isolate their communities from mainstream Canada – is not supported here.

Very few saw the need to defend their communities from threats from Canadian society, which might include racism or workplace discrimination. When asked which of these statements best describes how their newspaper serves readers, many checked off more than one:

**Role of publication**

It builds bridges between cultures	45
It preserves our own culture	33
It promotes multiculturalism	26
Integrates them into Canadian culture	24
Brings them news from home countries	24
Familiarizes them with Canadian culture and institutions	23
Guards against threats from Canadian society	10

When asked to list their most pressing current business challenge, many checked off several from the list provided, and most had to do with establishing or growing themselves in business rather than improving themselves editorially. Most (80%) said that adding advertising is their biggest challenge. In interviews and written comments, several said that their current inability to get federal government advertising is a particular frustration.

**Current challenges**

Adding advertising	89
--------------------	----

Adding circulation	67
Adding distribution	43
Raising money	41
Adding content	33
Finding good writers	39
Coping with competition	27
Paying off loans	22

Publishers/editors were asked a series of questions about the content and impact of their publications. These were tallied on a five-point scale ranging from “strongly agree” to “strongly disagree.” In each case, we eliminated those that said “do not know” and determined how many of the 111 publications tended to agree or disagree with certain statements. In a few cases, we split out responses from the publications that have been in business for 10 years or less – 33 of them – to see if their outlook differed from the 78 publications that have been in business for longer.

Almost all of the publications (83%) agreed that “reading my newspaper will make people better citizens and voters in Canada.” The more junior publications had a slight edge over the longer-established ones (86% to 84% in favour of that role). On a related question, 83 percent of all publications agreed with the statement “my community tends to act on the commentary/opinion that they read in my newspaper.” The more junior publications believed this more strongly (89%) than their older cousins (79%).

Several questions were aimed at testing whether publishers/editors see their publications as “inward looking,” preserving a distinct language or culture, or “outward looking,” promoting involvement in broader Canadian society. Ninety percent of all papers (including 96.5% of those published for 10 years or less) agreed with the statement “I expect readers of my paper to also read a mainstream paper.” Nevertheless, there was still a strong feeling that “it is very important for members of my ethnic/religious group to have media in their own language.” Eighty-four percent agreed, and there was little difference in response between the two groups. Older papers believed that slightly more strongly than their younger cousins, which was a bit of a surprise because one might expect that belief to wane as immigrant groups settle into Canadian society. It shows that ethnocultural publications can remain strong for generations.

One way they may do that is by publishing more content in one of Canada’s two official languages. A majority (72%) of all publications agreed with the statement that “children of immigrants should learn to speak English or French even if that means they lose their ability to speak the language of their parents.” This is a strong indicator that publishers/editors agree with the notions of multiculturalism and integration.

Overall, when asked if they were optimistic about the future of their publication, 91 percent of all publisher/editors agreed, most of them strongly.

**The breakdown of responses on attitude questions is available in Appendix B and C.**

Finally, publishers/editors were asked about what kind of editorial content was important to their readership. Here is how they ranked them:

Local community events	98%
Positive news and achievements	95
Canadian customs and culture	93
Education	93
News from home country	92
Immigration	90
Canadian Parliament	81
Environment	79
Health and fitness	78.5
Local entertainment	77
Provincial Legislature	76
City Hall	76
Local business	74.7
Racism/religious intolerance	70
Sports from home country	70
News of other ethnic or religious groups	68
Entertainment from home country	68
Local crime involving my community	61.7
Real estate	59
Local sports	55.7
Television	53

At first glance, what stands out in this ranking is strong interest in Canadian customs and institutions. While “news from the home country” is important as a category, it is outranked by local community events, news of Canadian customs, education and positive news and achievements. Coverage of Canadian institutions, like all three levels of government, and national issues like immigration and the environment, also rank high. The list reflects a healthy diversity of interests, showing that ethnocultural communities – as reflected in their press – live a life in the mainstream of Canadian society.

The rankings don’t change much when the responses are broken down by age of publication, although publishers/editors of newer publications are more likely to identify “news of Canadian customs and culture” and “news from country of origin” as important to their readers. Newer publications are also more likely to take an interest in “news of other ethnic and religious groups” (75% versus 66%), and much more willing to cover “local crime involving my community” (79% versus 55%).



## 5. The Future

The future of ethnocultural publications in Canada may be found in a huge converted warehouse in an industrial park in west-end Toronto. It is the well-heeled headquarters of Multimedia Nova Corporation, a publicly traded printing, publishing and distributing company founded 50 years ago by the late Dan Iannuzzi. In a room half the size of a soccer field, reporters and editors produce a total of 14 publications, including the venerable Italian daily newspaper *Corriere Canadese* and its weekend edition *Tandem*, which proudly boasts the motto: “The New Mainstream Lifestyle Weekend Paper.” Unlike its Italian-language sister publication, *Tandem* is published in English and circulates across the Greater Toronto Area especially for second- and third-generation Italians.

“New Mainstream” is a term coined by Iannuzzi, a legendary pioneer in the ethnocultural publishing industry. He explained what it meant in a 2000 speech to the National Press Club in Ottawa, where he recalled that British economist Barbara Ward had observed in the 1970s that Canada was poised to become the world’s first international state – a state which rejected assimilation, replacing it with dominant values such as encouraging respect, inclusion and involvement within its multiculturally diverse society.

“The international state we have become, and which has won us world-wide respect, moves beyond tolerance,” Iannuzzi said. “At its best, it is a state that, because of its inclusion and accessibility and the inevitable interaction that follows, is in a constant condition of becoming or emerging – a state that is in ‘continuing definition’ as a result of the reality of its cultural interaction.”

The “new mainstream,” he said, are people who are comfortable with their own identities and yet want to share their cultures with others, eager to “enjoy the stimulation that exists within a diversity of peoples.” These people look to their media to provide the connections for them and help create a heritage that all Canadians can participate in.

That is why Lori Abittan, Iannuzzi’s successor as president of Multimedia Nova and its publishing arm, Multicom Media Services Ltd., dislikes the term “ethnic publications.” The words to her connote something negative, not part of the mainstream and perhaps unprofessional, fitting the stereotype of being turned out in someone’s basement. “I don’t want any handouts,” she says, “I just want the diversity media to get the recognition they deserve for doing a damn good job.” She points to a new series her papers are running, aimed at educating immigrant communities about participating in the 2006 census. She says none of the mainstream media are doing anything similar.

Her companies employ 140, constituting one of the most culturally diverse workplaces in publishing anywhere in the country. A central team of advertising salespeople has begun to interest mainstream businesses in what Abittan calls “cross-marketing,” plugging their message into several of the company’s newspapers and magazines, which publish in four languages and circulate to some of the most upscale areas in Toronto. The “sell” is based on Multicom’s reach – a million readers in each publishing cycle.

NewsWeb, the company’s printing subsidiary, prints more than 30 ethnocultural publications and distributes an impressive total of 5 million copies a week. Distribution of those papers is growing by 10 percent a year. The company is big enough to take risks to serve new readers: *Correo Canadiense*, a start-up tabloid printed in Spanish, is losing \$250,000 a year, and Abittan is concerned about its survival as a thrice-weekly and the fact that the financial drain may stall her plans to expand her roster of publications. The key to success is attracting more advertising, and she wonders why the multicultural press is frequently shut out of federal government advertising, even at election time. She says that in 2003 the federal government allocated \$100 million for advertising, but only \$1 million went to diversity publishers.

Abittan also criticizes the Publications Assistance Program, saying that its rigid criteria mitigate against the inclusion of her papers, and that there should be support for other, more popular forms of dropoff and door-to-door distribution, to allow her to put papers in the hands of new immigrants who are settling more and more in the 905 region and are therefore harder to reach.

If you want convincing proof, she provides another startling statistic: Each copy of *Tandem* costs her 55 cents to distribute, and it is given away free.

The future of ethnocultural publishing can also be found in the Toronto home of Aaron Berhane. At 35, he is the youngest publisher in our survey, and his newspaper, *Meftih*, which serves Toronto’s Eritrean community, is one of the newest. He started it up shortly after being granted political asylum in 2001. He was forced to leave Eritrea after government officials closed down the independent newspaper he edited and tried to kill him.

About 10,000 Eritreans are scattered across the city, and *Meftih* keeps them connected. Most of the community speak only Tigrinya and had trouble accessing information they could understand before Berhane started the paper. “The paper is a process too, to help me heal my wounds ... It’s my passion, and it feels good to help my community.”

But it comes at a price. Berhane works full-time at George Brown College to earn the money he needs to produce *Meftih* every month. He spends \$580 to print each issue, and another \$200 to mail it. Other costs mean he spends over \$1,000 a month to be a publisher for his people – the cost of a large mortgage. He can sell only about \$5,000 a year in advertising because “my community has very few business people to place ads, unlike other communities that are thriving.”

He wishes the government would recognize his efforts and assist smaller ethnocultural publishers like him. “The role of my newspaper is to introduce Eritreans into the Canadian community,” he says. During the last federal election, he reported on what was happening in detail, even going into the political history of the contestants.

He was not aware of the Publications Assistance Program, but says he would not qualify. His community, he says, cannot afford to pay to receive his newspaper. It’s the only newspaper Eritreans in Toronto have, but the only thing standing between them and no information is Aaron Berhane’s full-time job. Or rather, his *other* full-time job.

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# Appendix A:

## Ethnic Newspaper Editor Survey Responses

### Sample Details

Total publications participated: 111

- Ontario: 78
- British Columbia: 7
- Quebec: 16
- Alberta: 5
- Manitoba: 5

### 1. How long has your newspaper been published?

- † Less than one year=1
- † 1-3 years=11
- † 3-5 years=10
- † 5-10 years=11
- † 10-15 years=17
- † 15-20 years=10
- † Over 20 years=51

### 2. Who are the target readers for your newspaper?

- † Members of my ethnic community, which is: Everyone
- † Members of my religious community, which is: only 9 Selected religion
- † Cross-cultural, inter-faith, or general: only 7 selected general

### 3. How often does your newspaper appear?

- † Daily=6
- † More than once a week=4
- † Weekly=41
- † Every two weeks=22
- † Monthly=25
- † Every two months=4
- † 1, 2, 3, 4, 5, 10, 13, and 23 times a year=1 each  
One person selected Other.

### 4. What is the format of your newspaper?

- † Newspaper broadsheet=17
- † Tabloid=76
- † Magazine (stitched and/or glossy)=16
- † Photocopied=1
- † On-line only=1

### 5. How many pages does it contain, on average?

- † Under 10=2
- † 10-20=35
- † 20-30=23

- † 30-40=23
- † Over 40=28

**6. Do you regularly print in colour?**

- † No=20
- † Yes, one colour=13
- † Yes, multi-colour=77

**One marked N/A**

**7. Is there an on-line version of your newspaper?**

- † Yes=63
- † No=48

**8. Are you thinking of starting an on-line version?**

- † Yes=23
- † No

**9. Who owns your newspaper?**

- † I own it=44
- † My family owns it=9
- † Another individual owns it=3
- † A group of individuals, including me=8
- † A group of individuals, not including me=1
- † A community organization=25
- † A company owns it=20

1 put no answer

**10. Has the ownership of your newspaper changed in the last five years?**

- † Yes=14 (switches in partnership or selling shares)
- † No=97

**11. How many copies per issue do you print?**

- † Fewer than 1,000=12
- † 1,000-5,000=37
- † 5,000-10,000=29
- † 10,000-15,000=17
- † 15,000-20,000=5
- † 20,000-25,000=2
- † 25,000-30,000=4
- † 30,000-40,000=0
- † Over 40,000=5

**12. How is it distributed? (Check off all that apply)**

- † Dropped off at businesses/community centres by volunteers = 42
- † Home delivered by volunteers= 7
- † Home delivered or dropped off by paid distributor= 40
- † Mailed= 69
- † Emailed= 4
- † Some dropped off, some mailed= 37

**13. Where do you distribute it to? (Check off all that apply)**

- † Local neighborhoods only= 3
- † Across the city= 67
- † Across the province= 79
- † To other provinces 71 Please say which ones \_\_\_\_\_
- † To other countries 49 Please say which ones \_\_\_\_\_

23 of those that checked off “other provinces” just wrote “across Canada.” For those that listed actual provinces, here are the numbers- 29 said BC, 19 said AB, 28 said QB, 8 said MB, 10 said SK, 1 said PEI, 4 said NS, 1 said NB.

Of those that checked off “other countries,” 40 go to the USA. If any other countries were listed, they were the home country. The papers go to every continent, except Antarctica.

**14. If you offer home delivery, do you drop your newspaper at all homes, only those that request it, or just to pre-paid subscribers?**

- † All homes= 4
- † On request= 20
- † Just to pre-paid subscribers= 54
- † Do not home deliver= 31
- N/A= 1

**15. Do you charge customers for your newspaper?**

- † No all are free = 55
- † Yes, all are sold = `22
- † Combination: \_\_\_% free, \_\_\_% paid= 34

Of those that selected “combination,” the average percentage of free issues is 45%, and the average percentage of paid issues is 54.5%

**16. If you charge, how much does a single copy of your newspaper cost?  
I had just forgotten to delete the old numbers.**

Of those that selected “other”- Most cost between \$1 and \$3.

There were 11 that charged \$1

There were 8 that charged 0.75

There were 4 that charged 0.50

There were 3 that charged 0.25

There are some magazines with high prices like \$6 \$12,\$15.

**17. Do you sell subscriptions?**

- † No =14
- † Yes, yearly =87
- † Yes, monthly = 4 (very few offer monthly subscriptions )

Details of subscription costs: Average: \$66.66, Mode: \$20, Median: \$49.61

There are 15 publications that sell subscriptions ranging from \$100 to \$380. These could result in a skewed average. Better to go by the median.

**18. Have you changed your circulation or distribution methods in the last five years?**

†No 83

†Yes 28 How? 18 of these 28 changes were INCREASE in circulation  
Other sporadic changes include creating subscriptions,  
And finding cheaper mailing alternatives.

**19. Are you planning to change your circulation or distribution methods?**

†No= 86

†Yes= 25 How? 11 of the 25 are to increase circulation

**20. Please estimate what percentage each of the following contribute to your revenue:**

Advertising = 53 papers rely between 90-100% on advertising

17 papers rely between 70-85% on advertising

Circulation \_\_\_ 58 papers make money off circulation (ranges from 2%-90% (most 10-50%))

Donations \_\_\_ Only 31 papers receive donations (ranges from 1% to 80% (most 5-10%))

**21. Of your advertising revenue, what percentage comes from:**

Local businesses \_\_\_ % AVG=66.6, MODE=90, MEDIAN =80

Local classified \_\_\_ % AVG=4.6%, MODE=0, MEDIAN=0

Local government \_\_\_ % AVG=2.5%, MODE=0, =MEDIAN=0

National (placed by ad agency on behalf of retail clients) \_\_\_ % AVG=6.48%, MODE=0,  
MEDIAN=0.5 (There are 7 papers that say 20%, and 6 papers that go above 200% to 89%)

Federal or provincial government \_\_\_ % AVG=3.9%, Mode=0, MEDIAN=1

(55 papers received federal and provincial government funding, but 13 are 1%, and 8  
are 2%, and 2 are 3%, and 14 are 5%, and 12 are 10%, 1 is 15% and 4 are 20%, and one each at  
50 and 60%.

Foreign \_\_\_ % AVG= 1.45% MODE=0 MEDIAN=0

**22. What are the main barriers to your newspaper in attracting advertisers?**

†Cost=33

†Awareness=38

†Language we publish in= 29

†Competitors= 35

†Other Please specify: Very few selected other. The answers were never similar.  
Answers include: We appeal to a small groups, We have limited manpower.

**23. Are you aware of the Publications Assistance Program (PAP), a federal government program that provides mailing assistance to eligible newspapers?**

†Yes=63

†No= 48

**24. Have you ever received assistance under PAP?**

†Yes= 32

†No= 78

**25. If not, what barriers do you see to your newspaper's participation in the program?**

†Lack of awareness= 39

†Unable to qualify= 19

†No interest in participating= 5

†Too much paperwork= 20

**26. Generally, how well would you say your ethnic or religious community is served by newspapers?**

- † Excellent= 56
- † Fair=34
- † Could be better=19
- † Poor= 2

**27. How many employees do you have working on your newspaper?**

- † No one but me= 12
- † \_\_\_ full-time paid= 67 – and the number of employees ranges from 1-9 with the exception of certain large newspapers and newspaper corporations. Only 11 of these papers have over 10 full time employees and they are all Chinese, Korean or part of Multimedia Nova.
- † \_\_\_ part-time paid= 60 – and the numbers are all between 1 and 10 with the exception of one Chinese newspaper with 35 part time employees.
- † \_\_\_ volunteers= 62- the number of volunteers ranges from 1-10 in most cases.

**28. What was their previous journalistic experience?**

- † No previous experience= 20
- † Experience in home country=60
- † Experience in Canada=44
- † Graduated from Canadian journalism school=8
- † Graduated from journalism program elsewhere=24

**\*\*\* Many editors selected more than one option, making it hard to have a concrete stat.**

**29. Where do you produce your newspaper?**

- † From my home= 33
- † From a rented office= 61
- † Other = 9 Please explain: Owns a building or an office – these are all either Spanish speaking communities or Asian community (Chinese and Japanese). – Established communities.

**30. How much material do you publish in English or French?**

- † None
  - † \_\_\_ % of material
- Most editors noted that they only published these portions in English, not French.

**32 Papers had no English/French content.**

**18 papers were 100% French/English.**

**Of the 61 that published some content in English/French, the average was 45%, the Median was 25%.**

**31. Which of the following statements best describes how your newspaper serves its readers (pick only one)?**

- † It builds bridges between cultures=45
- † It preserves our own culture=33
- † It familiarizes them with Canadian culture and institutions=23
- † It integrates them into Canadian culture=24
- † It brings them news from the home country=24
- † It promotes multiculturalism=26
- † It guards against threats from Canadian society (anti-racism)=10

Many EDITORS MISREAD THIS QUESTION AND NAMED SEVERAL OPTIONS. For those who did not check off almost all of these, they most frequently checked off number 1.

## YOURSELF:

### 32. Gender †Male 80 †Female 26----- men greatly out number women

The average age of the editors was 50.84. The median age was 53, and the mode was 65. Only 16 editors are under the age of 40. The age range is 30-85. There is an obvious overrepresentation of males in their mid 50's.

### 33. How long have you worked for your newspaper?

- † Less than a year= 5
- † 1 to 5 years= 25
- † 5 to 10 years= 26
- † Over 10 years= 49

### 34. Was your newspaper founded by you or your family?

- † Yes, by me= 63
- † Yes, by someone else in my family=7
- † No=36

### 35. Where were you born?

- † In Canada= 13
- † Abroad= 98 Please say which country:

### 36. If born elsewhere, how many years have you been in Canada?

- † Less than one= 0
- † 1 to 5 years= 3
- † 5 to 10 years=13
- † 10 to 20 years=25
- † Over 20 years= 51

### 37. Citizenship †Canadian =97 †Other, please specify:=6

### 38. What journalism or business training did you have before you joined your newspaper?

- † None= 46
- † Canadian journalism diploma or degree from =9
- † Canadian business diploma or degree from =9
- † Foreign journalism training from =30
- † Foreign business training from=21

Here again, many of them had more than one option they chose.

### 39. Please tell us how much income you earned from your newspaper in the most recent year

- † I lose money= 18
- † No income= 22
- † Under \$5,000=10
- † \$5,000 to \$10,000= 7
- † \$10,000 to \$20,000=11

- ‡ \$20,000 to \$30,000=11
- ‡ Over \$30,000=25
- Not specified-6

The papers in the 30,000 range are all highly reliant on advertising, and highly reliant on local business ads.

**40. What have you sacrificed to produce this newspaper?**

- ‡ Health=25
- ‡ Family relationships=31
- ‡ Leisure time=79
- ‡ Money=62
- ‡ Other Please explain:

**41. Check which of the following you use in order to finance your newspaper?**

- ‡ Bank loans or line of credit= 24
- ‡ Family savings=22
- ‡ It is self-supporting by advertising= 56
- ‡ Working at other jobs= 24
- ‡ Other Please explain

Here as well, some editors chose more than one.

**42. How many hours a week do you spend working at your newspaper?**

- ‡ Less than 10= 7
- ‡ 10 to 20= 14
- ‡ 20 to 30= 16
- ‡ 30 to 40= 18
- ‡ Over 40=49

**43. Have you ever drawn up a business plan for your newspaper?**

- ‡ Yes= 54
- ‡ No=57

**44. Looking ahead five years, do you believe you will still be publishing your newspaper?**

- ‡ Yes= 90
- ‡ No= 21 Please explain: Retirement, dwindling sales, online options

**45. What are your current most pressing challenges? (Check off all that apply)**

- ‡ Adding circulation=67
- ‡ Adding distribution=43
- ‡ Adding advertising=89
- ‡ Adding editorial content=33
- ‡ Finding good writers=39
- ‡ Raising money=41
- ‡ Paying off loans=22
- ‡ Coping with competition=27
- ‡ Other Please explain: Few selected other.

The average editor is a male, in his 50's who has little professional experience except from their home country. S/he works out of a rented office and either has no income from the paper or makes around \$30,000. The biggest challenge is advertising and making money off the paper. Most have confidence in the shelf life of their papers are looking to increase circulation.

<b>TOP CIRCULATING PUBLICATIONS</b>
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<b>40,000</b>
---------------

- |   |
|---|
| <ol style="list-style-type: none"><li>1. Shahrvand Publications- Iranian- 15-20 years old</li><li>2. South Asian life- English-5-10</li><li>3. Sing Tao Daily- Chinese over 20</li><li>4. Herald Monthly Review- Chinese- 10-15 years old</li></ol> |
|---|

<b>35000-40000</b>
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- |   |
|---|
| <ol style="list-style-type: none"><li>5. El Espresso- Spanish -10-15 years old</li><li>6. Share- English- over 20</li><li>7. Patrides North American Review- Greek- over 20 years old</li></ol> |
|---|

# Appendix B

## Survey Responses- Attitudes over 10 years

Reading my newspaper will make people better citizens and voters in Canada

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	4	6	26	39

Advertisers have no influence over editorial decisions in this newsroom

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	5	6	19	45

In general, mainstream English- or French-language newspapers portray members of my ethnic/ religious group in a discriminatory way

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
15	27	16	13	4

It is very important for members of my ethnic/religious group to have media in their own language

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
3	8	1	15	50

Stories in mainstream English-language media usually portray members of my ethnic/ religious group as being similar to other Canadians

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	23	15	28	5

I expect readers of my paper to also read a mainstream paper

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	1	8	41	21

Children of immigrants should learn to speak English or French even if that means they lose their ability to speak the language of their parents

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
7	8	8	26	25

My newspaper will publish more material in English or French in the future

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)

11	9	18	21	14
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I am reluctant to publish news that casts my ethnic/religious group in a negative light

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
16	17	11	12	20

My community tends to act on the commentary/opinion that they read in my newspaper

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
3	9	17	27	19

I am optimistic about the future of my newspaper

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
4	3	7	29	34

**Generally, I believe it is important to print news about the following in my newspaper:**

Local community events

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	0	1	16	57

News from country of origin

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
3	3	1	25	45

News of Canadian customs and culture

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	2	3	33	35

Local crime involving my community

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	15	14	22	18

Canadian Parliament

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	3	12	29	31

Provincial Legislature

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	7	10	32	24

City Hall

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)

0	8	10	34	20
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News of other ethnic/religious groups

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	14	11	38	10

Health and fitness

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	10	7	36	21

Local business

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	6	16	27	22

Local sports

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	12	14	31	14

Sports from home country

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
3	10	8	31	22

Upcoming local entertainment events

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	10	7	29	25

Entertainment from home country

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
4	13	8	34	14

Racism/ religious intolerance

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
4	6	12	28	25

Environment

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	6	12	31	24

Real estate

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
4	16	15	29	10

Television

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
3	15	17	29	8

Positive news/ achievements

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	2	3	32	36

Immigration

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	3	7	34	31

Education

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	2	4	34	34

# Appendix C:

## Survey Responses- Attitudes under 10

Reading my newspaper will make people better citizens and voters in Canada

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	0	5	12	15

Advertisers have no influence over editorial decisions in this newsroom

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	1	1	7	22

In general, mainstream English- or French-language newspapers portray members of my ethnic/ religious group in a discriminatory way

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
6	7	8	9	1

It is very important for members of my ethnic/religious group to have media in their own language

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	3	1	5	22

Stories in mainstream English-language media usually portray members of my ethnic/ religious group as being similar to other Canadians

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	9	7	14	1

I expect readers of my paper to also read a mainstream paper

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	2	14	15

Children of immigrants should learn to speak English or French even if that means they lose their ability to speak the language of their parents

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
5	6	6	6	10

My newspaper will publish more material in English or French in the future

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
4	3	6	7	11

I am reluctant to publish news that casts my ethnic/religious group in a negative light

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
10	11	1	7	2

My community tends to act on the commentary/opinion that they read in my newspaper

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	3	4	16	10

I am optimistic about the future of my newspaper

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	4	7	22

**Generally, I believe it is important to print news about the following in my newspaper:**

Local community events

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	0	9	24

News from country of origin

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	0	0	16	15

News of Canadian customs and culture

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	1	15	17

Local crime involving my community

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	4	2	13	13

Canadian Parliament

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	1	1	19	10

Provincial Legislature

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	2	4	17	8

City Hall

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	1	5	17	9

News of other ethnic/religious groups

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	2	5	16	8

Health and fitness

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	2	3	15	12

Local business

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	0	1	17	14

Local sports

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	2	5	7	7

Sports from home country

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	2	7	13	9

Upcoming local entertainment events

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	2	3	14	14

Entertainment from home country

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	4	3	17	7

Racism/ religious intolerance

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
4	2	4	8	15

Environment

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
1	0	3	17	12

Real estate

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
2	2	5	21	3

Television

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
3	3	8	18	1

Positive news/ achievements

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	0	11	22

Immigration

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	1	15	17

Education

Strongly Disagree (1)	Disagree (2)	Do Not Know (3)	Agree (4)	Strongly Agree (5)
0	0	1	11	21

