

2005 Lethbridge Public Opinion Study (Winter)

for
The Calgary Herald

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City of Lethbridge

Located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east west by the Oldman River.

South Lethbridge's 27,941 residents represent 38.4 of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8 and 30.7 respectively.

Methodology

This report is based on data collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the winter of 2005. Students interviewed 551 adult residents of the city of Lethbridge on February 12th and 13th, 2005 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing. We sincerely thank Western Wats for their hospitality.

The weighted sample yields a margin of error of $\pm 4.15\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population.

These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC. The Calgary Herald sponsored this particular set of questions. We thank the Herald for their support of our research endeavors.

What follows is a selection of our findings based on the questions below.

Faron Ellis, Ph.D.
Citizen Society Research Lab

- Q.** Please tell me which of the following newspapers you have read or looked into in the past WEEK?
- Q.** Have you read or looked into a copy of the Calgary Herald in the past MONTH?
- Q.** What was the main reason for reading the Calgary Herald?
- Q.** Overall, how would you rate the Calgary Herald's ability in meeting your information needs?
- Q.** How much would you pay PER MONTH for a home or office delivery subscription for the Calgary Herald?
- Q.** Overall, how would you rate the Lethbridge Herald's ability in meeting your information needs?
- Q.** Do you currently subscribe to the Lethbridge Herald?

Newspaper Readership

As is to be expected given its predominance as the only local daily, most Lethbridge residents (74.7%) had read the Lethbridge Herald in the past week.

Slightly over one-quarter of Lethbridge adults had read the Calgary Sun (25.9%) in the past week while more than one-in-five had read the Calgary Herald (21%). Only 15.8% had read the Globe and Mail while 9.2% had read the National Post.

Men (24.6%) are more likely to read the Calgary Herald than were women (17.8%). In fact, men were more likely to read all of the out of town papers than are women. Women (75.5%) are slightly more likely than are men (73.6%) to read the Lethbridge Herald.

Calgary Herald readership is most prevalent on the west side of Lethbridge (24.9%) and in south Lethbridge (21.2%). Only 17.8% of north Lethbridge residents had read the Calgary Herald, where the Calgary Sun is preferred (34.1%).

No significant trends in income differences are measured within the Calgary Herald readership. Lethbridge's poorest residents (20.7%) are almost as likely to read the Calgary Herald, as are the wealthiest (22.5%).

Lethbridge residents with university degrees are more likely to read the Calgary Herald (26.8%) than are college-technical and trades grads (16.5%) and those without post-secondary education (12.2%).

Those with some post-secondary education are the most likely to read the Calgary Herald (28.9%) but this has a great deal to do with the disproportionately large number of post-secondary students in the Lethbridge that fall into this demographic and the fact that the Calgary Herald is distributed free of charge on both the University and College campuses.

Similar factors are at play when we observe that the youth are the most likely to have read the Calgary Herald in the past week (33.1%), followed by gen-xers (21.3%), boomers (14.4%) and seniors (15.2%).

Newcomers to Lethbridge (32.7%), especially those from Calgary (34.9%) are also among the most likely Calgary Herald readers.

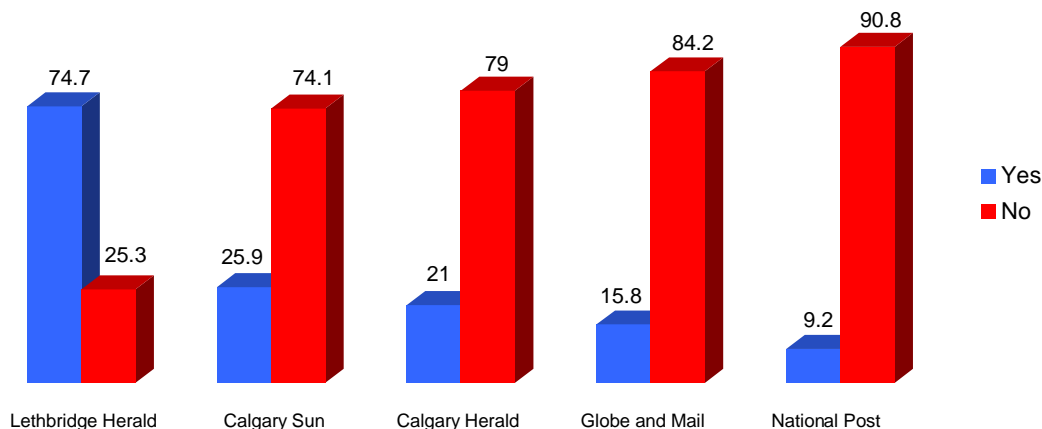
Newspaper Readership – Past Week

	Yes	No
Lethbridge Herald	74.7	25.3
Calgary Sun	25.9	74.1
Calgary Herald	21.0	79.0
Globe and Mail	15.8	84.2
National Post	9.2	90.8

Calgary Herald Readership – Past Month

	Yes	No
Calgary Herald	39.6	60.2

Newspaper Readership - Past Week



Lethbridge Herald

Majorities in all demographic categories read the Lethbridge Herald in the past week. Seniors (91.4%) and long time residents are the most likely to read the Lethbridge Herald while the youth (59.3%) and newcomers (57.7%) are the least likely readers.

Read Lethbridge Herald in Past Week

Yes	74.7
No	25.3

See page 7 for full tabular data

Calgary Sun

Men (33.3%), north Lethbridge residents (34.1%), gen-xers (33.1%) and college-trade grads (31.6%) are among the most likely to read the Calgary Sun.

Women (19.2%), seniors (20.7%) and, interestingly, former Calgarians (19.0%) are among the least likely to have recently read a copy of the Calgary Sun

Read Calgary Sun in Past Week

Yes	25.9
No	74.1

See page 8 for full tabular data

Calgary Herald

Men (24.6%) are more likely than are women (17.8%) to read the Calgary Herald, as are west Lethbridge residents (24.9%), University grads (26.8%), the youth (33.1%) and former Calgarians (34.9%).

Seniors (15.2%) women (17.8%) and north Lethbridge residents (17.8%) are among the least likely to read the Calgary Herald.

Read Calgary Herald in Past Week

Yes	21.0
No	79.0

See page 9 for full tabular data

Globe and Mail

Men (20%) are more likely than women (11.9%) to read the Globe and Mail.

Wealthy Lethbridge residents (21.6%) and university grads (29%) are also more likely to read the Globe and Mail than are seniors (10.9%), lower income residents (12.2%) and those with the least amount of formal education (4.3%).

Read Globe and Mail in Past Week

Yes	15.8
No	84.2

See page 10 for full tabular data

National Post

West Lethbridge residents (12.6%), middle-income earners (12.5%), the youth (14.5%), and university grads (16.8%) are among the most likely to have read the National Post in the last week.

Longtime residents (5.1%), women (7.7%) and south Lethbridge residents (6.7%) are among the least likely.

Read National Post in Past Week

Yes	9.2
No	90.8

See page 11 for full tabular data

Calgary Herald Readership (past month)

Almost two-fifths of all residents (39.6%) have read the Calgary Herald in the past month with men (45.8%) again more likely than women (33.9%).

Almost half of all west Lethbridge residents (48.3%) and university grads (46.8%) read the Calgary Herald at some time in the last month.

Majorities of former Calgarians (63.5%) and the youth (52.7%) had read the Herald in the past month.

Read Calgary Herald in Past Month

Yes	39.6
No	60.2

See page 12 for full tabular data

Reasons for Reading Calgary Herald

Lethbridge residents offered a variety of reasons for reading the Calgary Herald. Most important among these was to get Calgary and regional news (12.2%), entertainment (6.3%) national news (5.9%), business news (5.7%) and sports (4.9%).

Another significant factor was the free distribution on the two post-secondary campuses (6.2%)

Interestingly, 3.1% stated that advertising was their primary reason for reading the Calgary Herald while a further 2% stated that they read the Calgary Herald because it was superior to the Lethbridge Herald.

Reasons for Reading Calgary Herald

Calgary News	12.2
Entertainment	6.3
Availability-free copy	6.2
National News	5.9
Business News	5.7
Sports News	4.9
International News	4.1
General Information	3.8
Travel and Leisure	3.6
Advertising	3.1
Jobs-Careers	2.6
Classifieds	2.4
Better than Leth. Herald	2.0
Event Listings	2.0
Editorial-Opinion	1.6
Health Information	0.9
Comics-Crossword-Obits	0.9
All Other	31.5

Calgary Herald Reader Satisfaction

Calgary Herald readers are more satisfied with the Calgary Herald than are all Lethbridge residents with the Lethbridge Herald.

In fact, Calgary Herald readers were more satisfied with it than were subscribers to the Lethbridge Herald with their preferred paper.

Calgary Herald Reader Satisfaction

Excellent	4.0
Very Good	32.1
Good	44.7
Fair	14.6
Poor	4.7

See page 13 for full tabular data

Lethbridge Herald Satisfaction

Lethbridge Herald subscribers are only slightly more satisfied with it than are non-subscribers.

Lethbridge Herald Satisfaction

	All Residents	Lethbridge Herald Sub.	Non-Sub.
Excellent	1.6	1.8	1.4
Very Good	13.4	15.6	11.8
Good	33.7	36.6	31.1
Fair	32.9	32.6	33.2
Poor	18.4	13.4	22.5

See page 14 for full tabular data

Calgary Herald Subscription Prices

A clear majority of Lethbridge residents (71.6%) stated that they would not be interested in subscribing to the Calgary Herald at any price. A further 11.7% state that they did not know at what price they may subscribe to the Calgary Herald.

Half of the remaining residents (8.2% of the total) indicated that they would subscribe to the Calgary Herald for less than \$15 per month while approximately the same number (8.5% of the total) stated they would subscribe at a rate of \$15 or more.

Based on the approximately 27,000 households within the city of Lethbridge, an 8.5% subscription rate would translate into approximately 2,300 subscriptions.

A further 1,200 or so subscribers could be found if special offers reduced the subscription price to somewhere between \$10 and \$15 per month.

There are also approximately 3,000 households (11.7% who didn't know at what price they may subscribe) who remain to be convinced that subscribing would be in their interests.

Calgary Herald Subscription Prices

Less than \$5	1.9
\$5-\$7.99	0.8
\$8.00-\$9.99	1.0
\$10.00-\$12.99	3.6
\$13.00-\$14.99	0.9
\$15.00-\$18.50	2.0
More than \$18.50	6.5
Won't sub. at any price	71.6
Don't know	11.7

Calgary Herald Subscription Price/month (%)

Under \$15	8.2
\$15 or more	8.5
Won't sub. at any price	71.6
Don't know	11.7

See page 15 for full tabular data

Snapshot of Responses (%)

Newspaper Readership – Past Week (%)		
	Yes	No
Lethbridge Herald	74.7	25.3
Calgary Sun	25.9	74.1
Calgary Herald	21.0	79.0
Globe and Mail	15.8	84.2
National Post	9.2	90.8

Calgary Herald Readership – Past Month (%)		
	Yes	No
Calgary Herald	39.6	60.2

Calgary Herald Reader Satisfaction (%)	
Excellent	4.0
Very Good	32.1
Good	44.7
Fair	14.6
Poor	4.7

See page for full tabular data

Calgary Herald Reader Satisfaction (%)			
	All Calgary Herald Readers	Lethbridge Herald Sub.	Non-Sub.
Exc.-V. Good	36.1	39.2	34.5
Good	44.7	38.0	49.1
Fair-Poor	19.2	22.8	16.4

See page for full tabular data

Lethbridge Herald Satisfaction (%)			
	All Residents	Lethbridge Herald Sub.	Non-Sub.
Excellent	1.6	1.8	1.4
Very Good	13.4	15.6	11.8
Good	33.7	36.6	31.1
Fair	32.9	32.6	33.2
Poor	18.4	13.4	22.5

See page for full tabular data

Lethbridge Herald Satisfaction (%)			
	All Residents	Lethbridge Herald Sub.	Non-Sub.
Exc.-V. Good	15.0	17.5	13.3
Good	33.7	36.8	31.2
Fair-Poor	51.3	45.7	55.6

See page for full tabular data

Reasons for Reading Calgary Herald	
Calgary News	9.8
Availability-free copy	6.2
Entertainment	6.3
National News	5.9
Business News	5.7
Sports News	4.9
International News	4.1
General Information	3.8
Travel and Leisure	3.6
Advertising	3.1
City-Region News	2.7
Jobs-Careers	2.6
Classifieds	2.4
Better than Leth. Herald	2.0
Event Listings	2.0
Editorial-Opinion	1.6
Health Information	0.9
Comics-Crossword-Obits	0.9
All Other	31.5

Calgary Herald Subscription Price/Month (%)	
Less than \$5	1.9
\$5-\$7.99	0.8
\$8.00-\$9.99	1.0
\$10.00-\$12.99	3.6
\$13.00-\$14.99	0.9
\$15.00-\$18.50	2.0
More than \$18.50	6.5
Won't sub. at any price	71.6
Don't know	11.7

See page for full tabular data

Calgary Herald Subscription Price/month (%)	
Under \$15	8.2
\$15 or more	8.5
Won't sub. at any price	71.6
Don't know	11.7

See page for full tabular data

Tabular Data

Lethbridge Herald (%)

Q. Please tell me if you have read or looked into the Lethbridge Herald in the past WEEK?

Lethbridge Herald by Gender (%)

	Male	Female	Total
Yes	73.6	75.5	74.7
No	26.4	24.5	25.3

Lethbridge Herald by Area of City (%)

	South	North	West
Yes	73.6	76.1	73.6
No	26.4	23.9	26.4

Lethbridge Herald by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	65.2	79.7	77.0
No	34.8	20.3	23.0

Lethbridge Herald by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	78.4	70.2	75.2	76.0
No	21.6	29.8	24.8	24.0

Lethbridge Herald by Age (%)

	18-29	30-44	45-64	65 or older
Yes	59.3	69.1	83.3	91.4
No	40.7	30.9	16.7	8.6

Lethbridge Herald by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Yes	73.0	75.4	68.3	71.4
No	27.0	24.6	31.7	28.6

Lethbridge Herald by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Yes	57.7	78.4	85.0	81.2
No	42.3	21.6	15.0	18.8

Calgary Sun (%)

Q. Please tell me if you have read or looked into the Calgary Sun in the past WEEK?

Calgary Sun by Gender (%)

	Male	Female	Total
Yes	33.3	19.2	25.9
No	66.7	80.8	74.1

Calgary Sun by Area of City (%)

	South	North	West
Yes	25.0	34.1	20.1
No	75.0	65.9	79.9

Calgary Sun by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	25.0	26.9	29.5
No	75.0	73.1	70.5

Calgary Sun by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	26.4	27.3	31.6	20.6
No	73.6	72.7	68.4	79.4

Calgary Sun by Age (%)

	18-29	30-44	45-64	65 or older
Yes	27.6	33.1	22.0	20.7
No	72.4	66.9	78.0	79.3

Calgary Sun by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Yes	19.0	29.2	24.2	7.1
No	81.0	70.8	75.8	92.9

Calgary Sun by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Yes	22.8	29.3	23.9	28.2
No	77.2	70.7	76.1	71.8

Calgary Herald (%)

Q. Please tell me if you have read or looked into the Calgary Herald in the past WEEK?

Calgary Herald by Gender (%)

	Male	Female	Total
Yes	24.6	17.8	21.0
No	75.4	82.2	79.0

Calgary Herald by Area of City (%)

	South	North	West
Yes	21.2	17.8	24.9
No	78.8	82.2	75.1

Calgary Herald by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	20.7	21.8	22.5
No	79.3	78.2	77.5

Calgary Herald by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	12.2	28.9	16.5	26.8
No	87.8	71.1	83.5	73.2

Calgary Herald by Age (%)

	18-29	30-44	45-64	65 or older
Yes	33.1	21.3	14.4	15.2
No	66.9	78.7	85.6	84.8

Calgary Herald by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Yes	34.9	21.0	20.0	15.4
No	65.1	79.0	80.0	84.6

Calgary Herald by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Yes	32.7	22.6	9.7	15.4
No	67.3	77.4	90.3	84.6

Globe and Mail (%)

Q. Please tell me if you have read or looked into the Globe and Mail in the past WEEK?

Globe and Mail by Gender (%)

	Male	Female	Total
Yes	20.0	11.9	15.8
No	80.0	88.1	84.2

Globe and Mail by Area of City (%)

	South	North	West
Yes	17.9	11.2	17.8
No	82.1	88.8	82.2

Globe and Mail by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	12.2	16.6	21.6
No	87.8	83.4	78.4

Globe and Mail by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	4.3	17.5	10.5	29.0
No	95.7	82.5	89.5	71.0

Globe and Mail by Age (%)

	18-29	30-44	45-64	65 or older
Yes	17.4	14.7	17.9	10.9
No	82.6	85.3	82.1	89.1

Globe and Mail by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Yes	20.6	14.2	21.8	7.1
No	79.4	85.8	78.2	92.9

Globe and Mail by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Yes	20.4	16.7	13.3	10.3
No	79.6	83.3	86.7	89.7

National Post (%)

Q. Please tell me if you have read or looked into the National Post in the past WEEK?

National Post by Gender (%)

	Male	Female	Total
Yes	11.0	7.7	9.2
No	89.0	92.3	90.8

National Post by Area of City (%)

	South	North	West
Yes	6.7	9.0	12.6
No	93.3	91.0	87.4

National Post by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	7.9	12.5	8.6
No	92.1	87.5	91.4

National Post by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	0.0	12.4	7.5	16.8
No	100.0	87.6	92.5	83.2

National Post by Age (%)

	18-29	30-44	45-64	65 or older
Yes	14.5	9.6	5.4	6.5
No	85.5	90.4	94.6	93.5

National Post by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Yes	15.9	8.2	9.2	28.6
No	84.1	91.8	90.8	71.4

National Post by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Yes	12.8	10.8	6.2	5.1
No	87.2	89.2	93.8	94.9

Calgary Herald Readership – Past Month (%)

Q. Please tell me if you have read or looked into the Calgary Herald in the past MONTH?

Calgary Herald (past month) by Gender (%)

	Male	Female	Total
Yes	45.8	33.9	39.6
No	54.2	66.1	60.2

Calgary Herald (past month) by Area of City (%)

	South	North	West
Yes	37.0	35.8	48.3
No	63.0	64.2	51.7

Calgary Herald (past month) by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	40.2	42.7	37.1
No	59.8	57.3	62.9

Calgary Herald (past month) by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	25.7	48.3	38.3	46.8
No	74.3	51.7	61.7	53.2

Calgary Herald (past month) by Age (%)

	18-29	30-44	45-64	65 or older
Yes	52.7	36.5	33.9	36.3
No	47.3	63.5	66.1	63.7

Calgary Herald (past month) by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Yes	63.5	40.1	37.8	35.7
No	36.5	59.9	62.2	64.3

Calgary Herald (past month) by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Yes	54.4	41.3	29.2	29.9
No	45.6	58.7	70.8	70.1

Calgary Herald Satisfaction (readers in last month) (%)

Q. Overall, how would you rate the Calgary Herald's ability in meeting your information needs?

Calgary Herald Satisfaction by Gender (%)

	Male	Female	Total
Excellent-V. Good	29.1	44.8	36.1
Good	49.1	39.1	44.7
Fair-Poor	21.8	16.1	19.2

Calgary Herald Satisfaction by Area of City (%)

	South	North	West
Excellent-V. Good	41.5	36.2	30.3
Good	35.4	51.1	51.3
Fair-Poor	23.1	12.8	18.4

Calgary Herald Satisfaction by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Excellent-V. Good	36.7	38.4	37.0
Good	50.0	41.1	39.1
Fair-Poor	13.3	20.5	23.9

Calgary Herald Satisfaction by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Excellent-V. Good	36.4	42.3	40.4	28.1
Good	57.6	42.3	46.8	37.5
Fair-Poor	6.1	15.4	12.8	34.4

Calgary Herald Satisfaction by Age (%)

	18-29	30-44	45-64	65 or older
Excellent-V. Good	38.9	31.8	36.5	37.0
Good	50.0	52.3	32.7	37.0
Fair-Poor	11.1	15.9	30.8	25.9

Calgary Herald Satisfaction by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Excellent-V. Good	41.7	29.8	43.9	0.0
Good	38.9	45.2	41.5	75.0
Fair-Poor	19.4	25.0	14.6	25.0

Calgary Herald Satisfaction by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Excellent-V. Good	31.6	39.1	37.5	41.9
Good	50.0	39.1	37.5	48.4
Fair-Poor	18.4	21.9	25.0	9.7

Lethbridge Herald Satisfaction (all residents) (%)

Q. Overall, how would you rate the Lethbridge Herald's ability in meeting your information needs?

Lethbridge Herald Satisfaction by Gender (%)

	Male	Female	Total
Excellent-V. Good	13.1	16.7	15.0
Good	34.0	33.3	33.7
Fair-Poor	52.9	50.0	51.3

Lethbridge Herald Satisfaction by Area of City (%)

	South	North	West
Excellent-V. Good	18.4	14.5	9.0
Good	28.4	33.9	43.6
Fair-Poor	53.2	51.6	47.4

Lethbridge Herald Satisfaction by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Excellent-V. Good	19.6	15.1	10.2
Good	28.0	35.2	35.9
Fair-Poor	52.4	49.7	53.9

Lethbridge Herald Satisfaction by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Excellent-V. Good	20.0	12.8	17.6	10.1
Good	32.3	37.6	31.2	33.8
Fair-Poor	47.7	49.5	51.2	56.1

Lethbridge Herald Satisfaction by Age (%)

	18-29	30-44	45-64	65 or older
Excellent-V. Good	16.9	17.5	11.4	16.1
Good	40.8	32.5	30.4	31.0
Fair-Poor	42.3	50.0	58.2	52.9

Lethbridge Herald Satisfaction by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Excellent-V. Good	11.9	15.1	14.4	27.3
Good	39.0	32.6	34.6	9.1
Fair-Poor	49.2	52.3	51.0	63.6

Lethbridge Herald Satisfaction by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Excellent-V. Good	15.0	15.4	14.7	15.9
Good	36.2	32.7	31.2	33.6
Fair-Poor	48.8	51.9	54.1	50.5

Calgary Herald Subscription Price Per Month (all residents) (%)

Q. Overall, how would you rate the Lethbridge Herald's ability in meeting your information needs?

Calgary Herald Subscription by Gender (%)

	Male	Female	Total
Under \$15	8.7	8.0	8.2
\$15 or more	10.9	6.3	8.5
Won't sub. at any price	66.4	76.0	71.6
Don't know	14.0	9.8	11.7

Calgary Herald Subscription by Area of City (%)

	South	North	West
Under \$15	9.6	5.9	8.6
\$15 or more	7.2	5.9	12.1
Won't sub. at any price	69.7	74.1	73.0
Don't know	13.5	14.1	6.3

Calgary Herald Subscription by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Under \$15	7.3	9.8	6.5
\$15 or more	7.3	6.2	15.8
Won't sub. at any price	69.7	73.1	69.1
Don't know	15.8	10.9	8.6

Calgary Herald Subscription by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Under \$15	5.7	11.5	9.8	6.5
\$15 or more	3.6	12.3	9.0	9.7
Won't sub. at any price	76.4	63.9	71.4	72.9
Don't know	14.3	12.3	9.8	11.0

Calgary Herald Subscription by Age (%)

	18-29	30-44	45-64	65 or older
Under \$15	13.0	8.0	5.9	4.3
\$15 or more	12.3	7.3	10.1	3.3
Won't sub. at any price	59.6	73.7	76.3	77.2
Don't know	15.1	10.9	7.7	15.2

Calgary Herald Subscription by Where Respondent Lived Prior to Lethbridge (%)

	Calgary	Other Alberta	Canada	Other
Under \$15	6.5	10.3	3.3	7.1
\$15 or more	11.3	6.9	11.7	0.0
Won't sub. at any price	59.7	75.0	71.7	85.7
Don't know	22.6	7.8	13.3	7.1

Calgary Herald Subscription by How Long Respondent Has Lived in Lethbridge (%)

	Less than 5 years	5-19 years	20 or more years	All or most of life
Under \$15	9.5	7.1	6.2	10.2
\$15 or more	12.2	9.5	2.7	7.6
Won't sub. at any price	65.5	73.8	78.8	69.5
Don't know	12.8	9.5	12.4	12.7

Demographics (%)

Gender (%)

Male	48.0
Female	52.0

Area of City (%)

South	40.2
North	26.2
West	33.6

Income (%)

Under \$30,000	33.1
\$30,000 to \$60,000	38.7
Over \$60,000	28.2

Education (%)

H-School or less	25.6
Some Post-Secondary	22.0
Col-Tech-Trade Grad	24.2
University Grad	28.2

Age (%)

18-29	26.9
30-44	25.1
45-64	31.0
65 or older	17.0

Where Respondent Lived Prior to Lethbridge (%)

Calgary	14.7
Other Alberta	54.2
Canada	27.9
Other	3.2

How Long Respondent Has Lived in Lethbridge (%)

Less than 5 years	27.1
5-19 years	30.7
20 or more years	20.6
All or most of life	21.6