

For local news, television came third in 1969, behind newspapers and radio. It has now moved to first position and has increased its share by 16 percentage points.

# **MEDIA SOURCE RELIED ON MOST OFTEN FOR INTERNATIONAL, NATIONAL AND LOCAL NEWS**

	% of Adult Canadians		
	1986 Environics' Media Study	Environics' Media Study Data Repercentaged to Exclude "More Than One"	1969 Senate Commission Report on Mass Media
<u>International News</u>			
Television	63	65	56
Newspapers	20	21	24
Radio	9	9	12
Magazines	3	3	6
More than one	4	--	--
None/DK	2	2	2
<u>National News</u>			
Television	66	69	48
Newspapers	18	19	29
Radio	9	9	19
Magazines	1	1	2
More than one	4	--	--
None/DK	2	2	2
<u>Local News</u>			
Television	39	41	25
Newspapers	32	34	39
Radio	23	24	33
Magazines	*	*	--
More than one	5	--	--
None/DK	1	1	3

\* Less than 0.5%