

combined budgets of the nine pictures is \$37 million. Already completed this year are *Death Ship* and *Crunch* with three more films to be shot before the end of the year: *French Kiss*, *Tulips* and *Terror Train*. Going into pre-production, with principal photography in early 1980, are *Empire*, *Freaks*, *Gold Train* and *The Power Barons*.

### Readership survey results

Close to 10 per cent of *Canada Weekly* readers returned the questionnaire published in the issue dated January 31, 1979. Since prepaid return envelopes or cards were not supplied, market specialists judge the percentage of return as excellent.

Replies were received from all parts of the world — a total of 72 countries. Over 50 per cent came from the U.S., where some 60 per cent of the copies are distributed. The second highest return was from Britain, followed by West Germany, Australia and Switzerland.

### Repeater effect

One of the most interesting facts emerging from the survey resulted from replies to Question 4, "How many people read your copy?" Based on the number of editors and journalists who state they reprint material, and on the number of copies that respondents place in libraries, circulate in organizations and use in education, a total of 2,479,761 people (actually counted on the questionnaires) have access to material printed in, or reprinted from *Canada Weekly*. In other words, for every reader who returned the questionnaire, 2,350 others see copies or reprints of the publication.

Some 58.4 per cent of respondents use it in their work; 72.3 per cent retain it for future reference.

The majority of respondents (65 per cent) are members of the media, business

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people and educators, while others in government, librarians, public administration, science and technology and professions formed over 25 per cent. Students, retired people and housewives make up the remainder of the respondents.

Canadians who responded are lecturers, missionaries, media people, employees of international organizations, business people, students as well as retired persons or ex-patriots living permanently abroad. The view was expressed repeatedly that the publication helps them to discuss their country with non-Canadians and that it provokes interest in Canada. Many state that *Canada Weekly* is their sole source of Canadian news. Sixty per cent of respondents are non-Canadian.

### Preferences

In answer to the questions on periodicity (prefer retention as a weekly, change to biweekly or a monthly publication), 72.6 per cent of replies opt for a weekly, 15 per cent biweekly (many for reasons of economy) and 12.4 per cent of respondents ask for a monthly publication but in an enlarged format containing more in-depth articles.

Under "Likes", the main replies were:

- Conciseness (briefness, to the point, overview, summary, succinct) 210
- Informative (well-researched, good information, topical, keeps one abreast) 255
- Variety (scope, spectrum, comprehensiveness, wide range) 150
- Timeliness (current, up-to-date) 163
- Format (size, layout, printing, illustrations, photos, maps) 137
- Writing style, editing (clear, readable, good English) 120
- Choice of subjects (subject matter, good selection, newsworthy, "no junk", specific topics of interest) 93
- Objectivity (factual, accurate, reliable, honest) 5
- Information not available in foreign press 50
- Helps explain Canadian viewpoint 77

Under "Dislikes", the main comments were:

- Presents only Government view (no editorializing, or press comments) 51
- Speech excerpts too long 22
- Slow mail delivery 21
- Too technical 7
- Not enough current news 8
- Not enough references, i.e. addresses for follow-up 5
- Impersonal 2

- Too short 32
- Typography 1

### Subjects of interest

The most popular subject of interest was "political" (624), with "economic" second (550). Next was "historical" (457); then "technological" (383); followed by "all" (252); "arts" (228); "sports" (89); and "news briefs" (43). Education, particularly university affairs, was the next chosen (41), together with general news (including the Canadian way of life, Canadiana, human interest, housing and urban affairs (also 41). Environment (wildlife, climate, conservation) came next (34); followed by science (26); foreign aid (22); medicine, health (22); geography (21); religion (19); stamps (19); and personalities (15). Other subjects were listed.

### Comments

Replies under the "comments" heading were a combination of laudatory remarks (449), thanks, and the following suggestions for improvement:

- Colour photos
- A letters-to-the-editor column
- An index
- A CBC shortwave information schedule (this was published in the issue dated January 10)
- A monthly quiz on Canada, with books as prizes
- A pen pal column

Various other comments appeared, including: "People in New Zealand think of Canada as Mounties or Eskimos"; and "Better than nothing, but not in the same league as the *Manchester Guardian Weekly*"!

The publication, which is intended primarily for a non-Canadian audience, aims to inform readers of Government policy and major events and developments in Canada. Because of the time involved in production and receipt abroad, it should not be compared with — nor does it attempt to be — a newspaper.

Constructive suggestions will, if possible, be incorporated. However, budget restrictions preclude items such as colour photos, or any others that would increase costs.

The time and effort taken by respondents in completing and returning the questionnaires is sincerely appreciated, as are all the complimentary remarks, which are most encouraging. Thank you.

Ed.