

## **Newspapers**

Of all the media, newspapers play the most pivotal role in keeping people informed about what is going on in their community. It is the medium most relied upon for information about local entertainment, and for a detailed analysis of local or community news. Newspapers are close on the heels of television as the most important source of local news.

Newspapers also hold a substantial edge over other media in terms of consumer information. Canadians are most likely to turn to newspapers to find out about new products or services they might like to buy or try. They also most often turn to newspapers for vacation and travel information.

Finally, newspapers are the main source of economic and business news, followed closely by television.

## **Magazines**

When Canadians want to learn about new things or ideas, they are as likely to turn to magazines as to television. Magazines, along with television, also figure prominently as a source of health and fitness information. In terms of consumer information, newspapers are the most popular source but magazines and television are tied in second spot. Overall, magazines inform about changing lifestyles, introducing Canadians to new trends in thought and in the marketplace.

## **Radio**

People turn less to radio for information than for emotional contact. Most radio users frequently listen to news and weather reports on the radio but they also listen to music. And it is the music which is "soothing and relaxing," not radio's informational content. Perhaps this is why radio is not identified as the number one source for any of the different types of information included in this section.

A considerable number of Canadians rely on radio for weather and sports scores and would turn first to radio to find out about an emergency or crisis. But in each instance, radio is second to television as the primary source of information.