

1.

**1. At present, what is the biggest business challenge faced by your organization?
Describe.**

2. How is your company addressing that business challenge?

3. What changes, if any, do you expect to see in the ethnic media industry within the next three years?

4. Please rate each of the following challenges based on your company's present situation.

	Unsurmountable	Very difficult	Somewhat difficult	Not difficult	NOT APPLICABLE
Attracting staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retaining staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting readers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retaining readers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting advertisers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retaining advertisers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Day-to-day financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financing future growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding interesting content to publish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Consider the next three years. To what extent, if at all, do you see your revenue being impacted by each of the following?

	Strong positive impact	Somewhat positive impact	Neutral	Somewhat negative impact	Strong negative impact
Kijiji	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e-Bay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-line news	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainstream media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kindle / e-readers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
iPad /tablet PCs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downturn in the economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upswing in the economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aging population	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Second/third generation immigrants	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immigration patterns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please approximate the percentage of your publication that is derived from Canadian and international sources.

Canadian sources

International sources

7. Provide a percentage breakdown of your media content.

International news

National news

Local news

Business

Entertainment

Sports

Lifestyle

Other

8. In which of the following languages do you publish? CHECK ALL THAT APPLY

- | | | |
|---|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Hebrew | <input type="checkbox"/> Portugese |
| <input type="checkbox"/> Armenian | <input type="checkbox"/> Hindi | <input type="checkbox"/> Punjabi |
| <input type="checkbox"/> Cantonese | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Cree | <input type="checkbox"/> Inuktitit | <input type="checkbox"/> Serbian |
| <input type="checkbox"/> Croation | <input type="checkbox"/> Italian | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Korean | <input type="checkbox"/> Tagalog |
| <input type="checkbox"/> French | <input type="checkbox"/> Macedonian | <input type="checkbox"/> Tamil |
| <input type="checkbox"/> German | <input type="checkbox"/> Mandarin | <input type="checkbox"/> Ukranian |
| <input type="checkbox"/> Greek | <input type="checkbox"/> Persian | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> Gujarati | <input type="checkbox"/> Polish | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Other (please specify) | | |

The next set of questions focuses on circulation.

*** 9. Please indicate where your publication is distributed? CHECK ALL THAT APPLY**

- | | |
|--|--|
| <input type="checkbox"/> Libraries | <input type="checkbox"/> Newsstands -- paid |
| <input type="checkbox"/> Schools/colleges/universities -- free | <input type="checkbox"/> Home delivery -- free |
| <input type="checkbox"/> Ethnic stores & restaurants -- free | <input type="checkbox"/> Home delivery -- paid |
| <input type="checkbox"/> Ethnic stores & restaurants -- paid | <input type="checkbox"/> Office delivery -- free |
| <input type="checkbox"/> Hotels -- delivered to guest rooms | <input type="checkbox"/> Office delivery -- paid |
| <input type="checkbox"/> Hotel convenience store -- free | <input type="checkbox"/> On-line -- free |
| <input type="checkbox"/> Hotel convenience store -- paid | <input type="checkbox"/> On-line -- paid |
| <input type="checkbox"/> Newsstands -- free | |

10. Please indicate how your hard copies are distributed. CHECK ALL THAT APPLY

- We prepare the delivery of hard copies to homes and/or offices ourselves
- We prepare the delivery of hard copies to stores and/or restaurants ourselves
- We use a distribution company to bundle and ship to stores and/or restaurants
- We use a distribution company for home and/or office delivery
- Other (please specify)

11. Think back over the 12 months. What was your average weekly circulation?

- | | | |
|--------------------------------------|--|--|
| <input type="radio"/> Less than 50 | <input type="radio"/> 2,500 to 4,999 | <input type="radio"/> 250,000 to 499,999 |
| <input type="radio"/> 50 to 99 | <input type="radio"/> 5,000 to 9,999 | <input type="radio"/> 500,000 to 999,999 |
| <input type="radio"/> 100 to 249 | <input type="radio"/> 10,000 to 24,999 | <input type="radio"/> 1,000,000 to 1,999,999 |
| <input type="radio"/> 250 to 499 | <input type="radio"/> 25,000 to 49,999 | <input type="radio"/> 2,000,000 & over |
| <input type="radio"/> 500 to 999 | <input type="radio"/> 50,000 to 99,999 | |
| <input type="radio"/> 1,000 to 2,499 | <input type="radio"/> 100,000 to 249,999 | |

12. To what extent, if at all, has your average weekly circulation increased or decreased from the previous 12 months.

- | | |
|---|---|
| <input type="radio"/> 50% and over increase | <input type="radio"/> 1% to 4% decrease |
| <input type="radio"/> 40 to 49% increase | <input type="radio"/> 5 to 9% decrease |
| <input type="radio"/> 30 to 39% increase | <input type="radio"/> 10 to 19% decrease |
| <input type="radio"/> 20 to 29% increase | <input type="radio"/> 20 to 29% decrease |
| <input type="radio"/> 10 to 19% increase | <input type="radio"/> 30 to 39% decrease |
| <input type="radio"/> 5 to 9% increase | <input type="radio"/> 40 to 49% decrease |
| <input type="radio"/> 1% to 4% increase | <input type="radio"/> 50% and over decrease |
| <input type="radio"/> No change | |

13. To what extent, if at all, do you expect your average weekly circulation to increase or decrease over the next 12 months.

- | | |
|---|---|
| <input type="radio"/> 50% and over increase | <input type="radio"/> 1% to 4% decrease |
| <input type="radio"/> 40 to 49% increase | <input type="radio"/> 5 to 9% decrease |
| <input type="radio"/> 30 to 39% increase | <input type="radio"/> 10 to 19% decrease |
| <input type="radio"/> 20 to 29% increase | <input type="radio"/> 20 to 29% decrease |
| <input type="radio"/> 10 to 19% increase | <input type="radio"/> 30 to 39% decrease |
| <input type="radio"/> 5 to 9% increase | <input type="radio"/> 40 to 49% decrease |
| <input type="radio"/> 1% to 4% increase | <input type="radio"/> 50% and over decrease |
| <input type="radio"/> No change | |

14. From your perspective, how can young adults be enticed to read?

15. Consider your hard copy circulation. Provide a percentage breakdown by geography. Do not include the circulation of a parent/sister publication. The total will equal 100.

The city/town where we publish

Other parts of the region

Other parts of the province

Other provinces

Neighbouring U.S. states

Other U.S. states

Homeland of our primary target market

Other countries

The following set of questions focus on your primary target market.

16. What is the homeland of your primary target market(s)? CHECK ALL THAT APPLY

- Canada
- China, People's Republic of
- Germany
- Hong Kong
- Italy
- India
- Other (please specify)
- Iran
- Jamaica
- Netherlands
- Pakistan
- Philippines
- Poland
- South Korea
- Sri Lanka
- Taiwan
- United Kingdom
- United States
- Viet Nam

17. What is the mother tongue for your primary target market? CHECK ALL THAT APPLY

- | | | |
|---|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Arabic | <input type="checkbox"/> Hebrew | <input type="checkbox"/> Portugese |
| <input type="checkbox"/> Armenian | <input type="checkbox"/> Hindi | <input type="checkbox"/> Punjabi |
| <input type="checkbox"/> Cantonese | <input type="checkbox"/> Hungarian | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Cree | <input type="checkbox"/> Inuktitit | <input type="checkbox"/> Serbian |
| <input type="checkbox"/> Croation | <input type="checkbox"/> Italian | <input type="checkbox"/> Spanish |
| <input type="checkbox"/> English | <input type="checkbox"/> Korean | <input type="checkbox"/> Tagalog |
| <input type="checkbox"/> French | <input type="checkbox"/> Macedonian | <input type="checkbox"/> Tamil |
| <input type="checkbox"/> German | <input type="checkbox"/> Mandarin | <input type="checkbox"/> Ukranian |
| <input type="checkbox"/> Greek | <input type="checkbox"/> Persian | <input type="checkbox"/> Urdu |
| <input type="checkbox"/> Gujarati | <input type="checkbox"/> Polish | <input type="checkbox"/> Vietnamese |
| <input type="checkbox"/> Other (please specify) | | |

18. Which age group(s) is your primary target market? CHECK ALL THAT APPLY

- Under 18 years of age
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 years or older

19. "Our publication appeals primarily to _____".

- Males
- Females
- Both males and females

20. Which occupational group(s) is your primary target?

- | | | |
|--|---|--|
| <input type="checkbox"/> Professional (e.g. doctor, lawyer, teacher) | <input type="checkbox"/> Technical (e.g. computer programmer) | <input type="checkbox"/> Unskilled workers |
| <input type="checkbox"/> Business owners | <input type="checkbox"/> Salespeople | <input type="checkbox"/> Homemakers |
| <input type="checkbox"/> Business executives | <input type="checkbox"/> Administrative workers | <input type="checkbox"/> Students |
| <input type="checkbox"/> Middle managers | <input type="checkbox"/> Skilled workers | <input type="checkbox"/> Retirees |
| <input type="checkbox"/> Other (please specify) | | |

21. Consider your readers who live in Canada. "Our target market immigrated to Canada in the years _____". CHECK ALL THAT APPLY

- Prior to 1986
- 1986 to 1995
- 1996 to 2001
- 2002 to 2007
- 2008 to present
- Born in Canada: second generation
- Born in Canada: third/fourth generation

22. Has your organization conducted a survey to develop a demographic/lifestyle profile of your readers?

- Within the past year
- 2 to 3 years ago
- 4 to 5 years ago
- Over five years ago
- We have not conducted a readership survey

The next set of questions focuses on your business location.

23. Which of the following best describes your primary business location?

- Commercial office space
- Serviced office space (i.e. receptionist hip, fax machine are included in the rent)
- Virtual office
- Work from home
- Other (please specify)

24. What is the primary location of your business?

- | | | |
|---|---|---|
| <input type="checkbox"/> Victoria, BC | <input type="checkbox"/> Barrie, ON | <input type="checkbox"/> Kingston, ON |
| <input type="checkbox"/> Vancouver, BC | <input type="checkbox"/> Windsor, ON | <input type="checkbox"/> Ottawa, ON |
| <input type="checkbox"/> Abbotsford-Mission, BC | <input type="checkbox"/> London, ON | <input type="checkbox"/> Gatineau, QC |
| <input type="checkbox"/> Kelowna, BC | <input type="checkbox"/> Guelph, ON | <input type="checkbox"/> Montreal, QC |
| <input type="checkbox"/> Calgary, AB | <input type="checkbox"/> Brantfort, ON | <input type="checkbox"/> Trois-Riverieres, QC |
| <input type="checkbox"/> Edmonton, AB | <input type="checkbox"/> Kitchener-Cambridge-Waterloo, ON | <input type="checkbox"/> Quebec, OQ |
| <input type="checkbox"/> Saskatoon, SK | <input type="checkbox"/> St. Catherines, Niagara, ON | <input type="checkbox"/> Saguenay, QC |
| <input type="checkbox"/> Regina, SK | <input type="checkbox"/> Hamilton, ON | <input type="checkbox"/> Saint John, NB |
| <input type="checkbox"/> Winnipeg, MN | <input type="checkbox"/> Toronto, ON | <input type="checkbox"/> Moncton, BC |
| <input type="checkbox"/> Thunder Bay, ON | <input type="checkbox"/> Oshawa, ON | <input type="checkbox"/> Halifax, NS |
| <input type="checkbox"/> Greater Sudbury, ON | <input type="checkbox"/> Peterborough, ON | <input type="checkbox"/> St. John's, NL |
| <input type="checkbox"/> Other (include community and province) | | |

25. Please provide the postal code for the primary location of your business.

Postal Code:

The next set of questions focuses on your company's structure and size.

26. When was your company formed?

- Prior to 1986
- 1986 to 1995
- 1996 to 2001
- 2002 to 2007
- 2008 to present

27. Who is the ultimate business-decision maker in your company?

- Publisher
- Editor
- Head of finance
- Head of marketing
- Other (please specify)

28. Consider the senior management team (VP & higher) of your company, including you. Which of the following age groups does the oldest executive fall into?

- Under 18 years of age
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 years or older

29. Consider the senior management team (VP & higher) of your company, including you. Which of the following age groups does the youngest executive fall into?

- Under 18 years of age
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 years or older

30. Consider the senior management team (VP & higher) of your company, including you. What percentage of senior executives fall into each of the following ethnic categories?

Our ethnic target group

Majority group

Another minority ethnic group

31. Does your company have a succession plan in the event that a senior executive falls ill, passes away or leaves the company?

- Written plan
- Informal plan
- No plan

32. What of the following best describes the ownership of your company?

- Sole proprietorship
- Partnership: non-family
- Partnership: family members
- Canadian-controlled private corporation
- Canadian - public corporation (i.e. listed on stock exchange)
- Corporation controlled by a Canadian public corporation
- Corporation controlled by a foreign public corporation
- Corporation controlled by a foreign private corporation
- Joint venture
- Branch office
- Subsidiary
- Other (please specify)

33. Is your company owned by another company?

- Yes
- No
- Don't know

34. Which of the following describes your company's ultimate parent-company?

- Partnership
- Private corporation
- Public corporation (i.e. listed on stock exchange)
- Other (please specify)

35. Which of the following types of companies are owned by your company's ultimate parent? CHECK ALL THAT APPLY

- Non-ethnic media companies
- Other ethnic media companies with the same ethnic target as us
- Other ethnic media companies with a different ethnic target(s) than our company
- Non-media companies
- Our business is the only holding of our ultimate parent

36. Where is your ultimate-parent company located?

- | | | |
|---|-----------------------------------|--------------------------------------|
| <input type="radio"/> Canada | <input type="radio"/> Iran | <input type="radio"/> South Korea |
| <input type="radio"/> China, People's Republic of | <input type="radio"/> Jamaica | <input type="radio"/> Sri Lanka |
| <input type="radio"/> Germany | <input type="radio"/> Netherlands | <input type="radio"/> Taiwan |
| <input type="radio"/> Hong Kong | <input type="radio"/> Pakistan | <input type="radio"/> United Kingdom |
| <input type="radio"/> Italy | <input type="radio"/> Philippines | <input type="radio"/> United States |
| <input type="radio"/> India | <input type="radio"/> Poland | <input type="radio"/> Viet Nam |
| <input type="radio"/> Other (please specify) | | |

37. Including yourself, how many people are employed full-time by your company?

- None, there are no full-time employees
- One (i.e. self)
- 2 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 to 999
- 100 to 249
- 250 to 499
- 500 to 999
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 & over

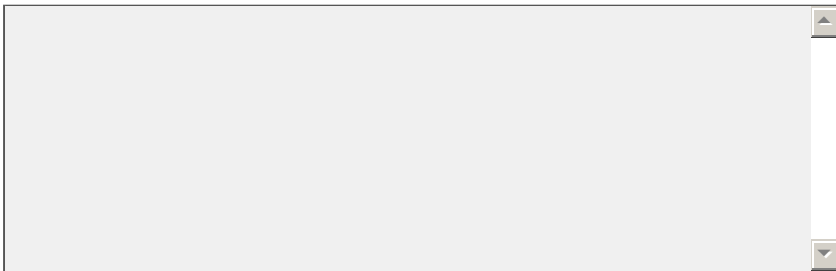
38. To what extent, if at all, has the number of full-time employees increased or decreased from the previous 12 months.

- | | |
|---|---|
| <input type="radio"/> 50% and over increase | <input type="radio"/> 1% to 4% decrease |
| <input type="radio"/> 40 to 49% increase | <input type="radio"/> 5 to 9% decrease |
| <input type="radio"/> 30 to 39% increase | <input type="radio"/> 10 to 19% decrease |
| <input type="radio"/> 20 to 29% increase | <input type="radio"/> 20 to 29% decrease |
| <input type="radio"/> 10 to 19% increase | <input type="radio"/> 30 to 39% decrease |
| <input type="radio"/> 5 to 9% increase | <input type="radio"/> 40 to 49% decrease |
| <input type="radio"/> 1% to 4% increase | <input type="radio"/> 50% and over decrease |
| <input type="radio"/> No change | |

39. To what extent, if at all, do you expect the number of full-time employees in your company to increase or decrease within the next 12 months?

- 50% and over increase
- 40 to 49% increase
- 30 to 39% increase
- 20 to 29% increase
- 10 to 19% increase
- 5 to 9% increase
- 1% to 4% increase
- No change
- 1% to 4% decrease
- 5 to 9% decrease
- 10 to 19% decrease
- 20 to 29% decrease
- 30 to 39% decrease
- 40 to 49% decrease
- 50% and over decrease

40. What do you expect to this change in the number of full-time staff?



41. Approximate the percentage of each job function that is out-sourced. For each item, enter a whole number from 0 to 100.

Writing	<input type="text"/>
Editing	<input type="text"/>
Sales & Marketing	<input type="text"/>
Production	<input type="text"/>
Distribution	<input type="text"/>
Legal	<input type="text"/>
Accounting	<input type="text"/>
Office administration	<input type="text"/>

42. What was your company's gross revenue in 2010? Do not include revenue of a holding company/parent company.

- Under \$20K
- \$20K to \$49K
- \$50K to \$99K
- \$100K to \$249K
- \$250K to \$499K
- \$500K to \$999K
- \$1M to \$4.9M
- \$5M to \$9.9M
- \$10M to \$24.9M
- \$25M to \$49.9M
- \$50M to \$74.9M
- \$75M to \$99.9M
- \$100 million & over

43. To what extent, if at all, did your 2010 revenue increase or decrease relative to 2009?

- | | |
|---|---|
| <input type="radio"/> 50% and over increase | <input type="radio"/> 1% to 4% decrease |
| <input type="radio"/> 40 to 49% increase | <input type="radio"/> 5 to 9% decrease |
| <input type="radio"/> 30 to 39% increase | <input type="radio"/> 10 to 19% decrease |
| <input type="radio"/> 20 to 29% increase | <input type="radio"/> 20 to 29% decrease |
| <input type="radio"/> 10 to 19% increase | <input type="radio"/> 30 to 39% decrease |
| <input type="radio"/> 5 to 9% increase | <input type="radio"/> 40 to 49% decrease |
| <input type="radio"/> 1% to 4% increase | <input type="radio"/> 50% and over decrease |
| <input type="radio"/> No change | |

44. To what extent, if at all, do you project your 2011 revenue to increase or decrease relative to 2010?

- 50% and over increase
- 40 to 49% increase
- 30 to 39% increase
- 20 to 29% increase
- 10 to 19% increase
- 5 to 9% increase
- 1% to 4% increase
- No change
- 1% to 4% decrease
- 5 to 9% decrease
- 10 to 19% decrease
- 20 to 29% decrease
- 30 to 39% decrease
- 40 to 49% decrease
- 50% and over decrease

45. Why do you expect to see this change in revenue?

46. Please provide a percentage breakdown of your company's revenue by type of media. Do not include sister companies or parent company.

TV	<input type="text"/>
Radio	<input type="text"/>
Newspaper	<input type="text"/>
Magazine	<input type="text"/>
On-line	<input type="text"/>
Other	<input type="text"/>

47. Provide a percentage breakdown of your company's expenses in 2010.

Payroll	<input type="text"/>
Rent	<input type="text"/>
Utilities	<input type="text"/>
Automobile	<input type="text"/>
Transportation (out-of-town)	<input type="text"/>
Hotel	<input type="text"/>
Business entertainment	<input type="text"/>
Marketing & promotions	<input type="text"/>
Product production	<input type="text"/>
Product distribution	<input type="text"/>
Other	<input type="text"/>

48. Please provide a percentage breakdown of your 2010 revenue by source. The total will equal 100.

National advertisements	<input type="text"/>
Local advertisements	<input type="text"/>
Classified advertisements	<input type="text"/>
Inserts and flyers	<input type="text"/>
Circulation	<input type="text"/>
Other operating revenue	<input type="text"/>

49. Consider local advertisements. What percentage of local ad revenue, in 2010, came from businesses or organizations controlled by each of the following ethnic categories?

Our ethnic target group	<input type="text"/>
Majority group	<input type="text"/>
Another minority ethnic group	<input type="text"/>

The next set of questions focus on you. Your answers will be pooled with other respondents.

50. Where were you born?

- Canada
 - China, People's Republic of
 - Germany
 - Hong Kong
 - Italy
 - India
 - Other (please specify)
- Iran
 - Jamaica
 - Netherlands
 - Pakistan
 - Philippines
 - Poland
- South Korea
 - Sri Lanka
 - Taiwan
 - United Kingdom
 - United States
 - Viet Nam

51. When did you immigrate to Canada?

- I was born in Canada
- Prior to 1986
- 1986 to 1995
- 1996 to 2001
- 2002 to 2007
- 2008 to present

52. Which of the following best describes your landing status when you arrived in Canada?

- Family class (i.e. sponsored by a family member who was living in Canada)
- Economic class, skilled worker
- Economic class, unskilled worker
- Student, attending college or university
- Refugee
- Do not recall
- Other (please specify)

53. Other than Canada and your country of birth, in which other countries have you lived as an adult? CHECK ALL THAT APPLY

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> China, People's Republic of | <input type="checkbox"/> Jamaica | <input type="checkbox"/> Sri Lanka |
| <input type="checkbox"/> Germany | <input type="checkbox"/> Netherlands | <input type="checkbox"/> Taiwan |
| <input type="checkbox"/> Hong Kong | <input type="checkbox"/> Pakistan | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> Italy | <input type="checkbox"/> Philippines | <input type="checkbox"/> United States |
| <input type="checkbox"/> India | <input type="checkbox"/> Poland | <input type="checkbox"/> Viet Nam |
| <input type="checkbox"/> Iran | <input type="checkbox"/> South Korea | <input type="checkbox"/> I have not lived in another country |
| <input type="checkbox"/> Other (please specify) | | |

54. What is your highest level of formal education?

- No formal education
- Elementary school
- Some high school
- High school diploma
- Some college
- College diploma
- Some university
- Undergraduate university degree
- Masters degree
- Doctoral degree
- Other (please specify)

55. What was your 2010 personal employment income from all sources before taxes? Do not include other members of your household. Do not include investments and government subsidies.

- Under \$20K
- \$20K to \$39K
- \$40K to \$59K
- \$60K to \$79K
- \$80K to \$99K
- \$100K and over

56. What portion of your 2010 personal employment income was generated by your job in ethnic media?

- None, I do not earn money from my work in ethnic media
- 1% to 5%
- 5% to 9%
- 10 to 24%
- 25% to 49%
- 50% to 74%
- 75% to 99%
- 100%, all of my income is generated by my work in ethnic media

57. What is your job title? If you fill more than one role, select up to three that most apply.

- | | |
|---|---|
| <input type="checkbox"/> Owner | <input type="checkbox"/> Head of marketing (to increase readership) |
| <input type="checkbox"/> Publisher | <input type="checkbox"/> Salesperson (to increase readership) |
| <input type="checkbox"/> Senior editor | <input type="checkbox"/> Head of advertising |
| <input type="checkbox"/> Editor | <input type="checkbox"/> Account executive (selling ads) |
| <input type="checkbox"/> Journalist | <input type="checkbox"/> Head of finance |
| <input type="checkbox"/> Graphic designer | <input type="checkbox"/> Head of accounting |
| <input type="checkbox"/> Photographer | <input type="checkbox"/> Office staff |
| <input type="checkbox"/> Internet specialist | <input type="checkbox"/> Head of circulation |
| <input type="checkbox"/> Other (please specify) | |

58. Aside from your work in ethnic media, what other paid jobs do you currently have to earn an income. CHECK ALL THAT APPLY

- I do not have any other paid jobs
- Medical doctor
- Veterinarian
- Dentist
- Accountant
- Lawyer
- University/college professor
- Teacher
- Technical worker
- Sales
- Skilled labourer
- Unskilled labourer
- Other (please specify)

59. I am _____

- Male
- Female

60. Which of the following age groups do you fall into?

- Under 18 years of age
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 years or older

The next set of questions focuses on your household.

61. How many people are in your household, including yourself and infants?

- One (i.e. live alone)
- Two (me and one other person)
- Three
- Four
- Five
- Six
- Seven
- Eight
- Nine
- Ten or more

62. The members of my household include _____ . CHECK ALL THAT APPLY.

- Just me, I live alone
- My spouse
- My children under the age of 18 (biological or adopted)
- My grown unmarried child(ren) 18 years of age and older
- My grown married child(ren) and their spouse
- My grandchildren under the age of 18 (biological or adopted)
- My parents
- My brother/sister under the age of 18
- My grown unmarried brother/sister 18 years of age and older
- My grown married brother/sister and their spouse
- My nieces/nephews under the age of 18
- My grown nieces/nephews 18 years of age and older
- Unrelated friends

63. What was your 2010 household employment income before taxes? Include employment income generated by all members of your household, including you.

- Under \$20K
- \$20K to \$39K
- \$40K to \$59K
- \$60K to \$79K
- \$80K to \$99K
- \$100K and over